

## SALES SPOTLIGHT (=



**ENTIRELY NEW** 



and SENSATIONAL

55SS-5 Dealer-5 February 8, 1955

TO: ZONES AND DEALERS

SUBJECT: SEALED BEAM HEADLAMP UNITS

The new sealed beam headlamp units are completely new in design for improved visibility at night under all driving conditions. They provide greater seeing distance in excess of stopping distance, and they overcome the hazard created by stray light reflecting back at the driver from fog, rain, snow, or dust.

Since they are interchangeable with the conventional unit and far superior in effectiveness, <u>replacements</u> should be <u>in pairs</u>. This immediately doubles your potential, and your **profits**, which places you in a very enviable position.

Both the 6-volt and 12-volt units are available from your Zone Warehouse. Order a supply of each on the attached order form and start a campaign to get more of this lucrative business.

Remember, an owner in most cases discovers burnt out bulbs at night and he may be miles from your place of business. Isn't it wise, then, to check his lights when he's in having other work done?

Yours very truly,

STUDEBAKER-PACKARD CORPORATION

Attach.

MJU:er

.M. McKinnie

Sales & Merchandising Manager Parts, Accessories & Service

TIME	RECEIVED
IN ZONE	WAREHOUSE

PART NUMBER

458921



SHIP TO

## PACKARD PARTS or ACCESSORIES ORDER



PUR. ORDER NO.

SHIP

DATE

(BULLETIN	ORDER:

CHARGE TO

	STREET  CITY STATE			STREET					TERMS		
			CITY					DLR. CODE			
GRO NUME		ZONE LOCATION	DESCRIPTION		ORDERED	BACK ORDERED	SHIPPED	CLASS CODE	SUGGESTED DEALER NET	COST PRICE EACH	
			Sealed Beam Unit -	6 Volt					\$ .90		
	Sealed Beam Unit - 12		Volt					\$ .90			
			SHIP WITH PREPAID SHIPMENT.								
			"Any Prices quoted ap American Zones and D	ply to ealers.							
			Canadian prices show computed on current	lld be mark-up."							
		9									

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

DEALERS SEND ORDER TO ZONES