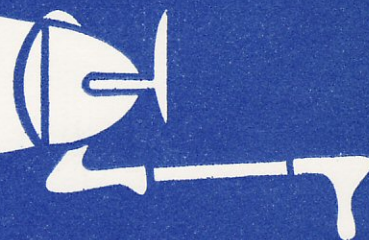


PARTS
Packard
ACCESSORIES

SALES SPOTLIGHT



PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

ENTIRELY NEW



and **SENSATIONAL**

OVER

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, replacements should be in pairs. 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


J. M. McKinnie
Sales & Merchandising Manager
Parts, Accessories & Service

Attach.

MJU:er

