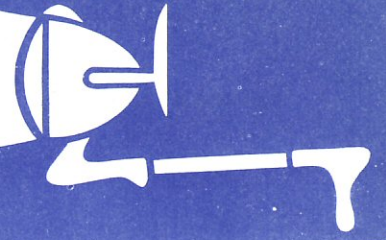




SALES SPOTLIGHT



STUDEBAKER-PACKARD CORPORATION . DETROIT 32, MICHIGAN

*Go on!*

*Try something different, straight from the can!*



**Push-Button  
Profits**

OVER

55SS-8  
Dealer-8  
March 18, 1955

TO: ZONES AND DEALERS

SUBJECT: PACKARD SELF-SPRAYING AEROSOL TOUCH-UP



HAVE YOU TRIED THE NEW PACKARD SELF-SPRAYING TOUCH-UP  
IN THE AEROSOL CAN YET?

The free sample recently mailed you was for that purpose,  
and if you used it we'll gamble you found it did a quick,  
effective job with excellent results.

Packard Self-Spraying Touch-up Finish is a complete self-  
pressurized spray gun that fits in one hand, always ready  
for use, anytime, anywhere. This quick drying lacquer is  
matched to Factory specifications, giving you a positive  
match at the touch of a button. It's a natural for new  
car conditioning, small jobs in your shop, and just the  
thing for used cars.

Every new car purchaser will want one if you tell him what  
a professional job it will do in a matter of minutes.

Put them on display - in your new car showroom - in your  
service department - on your parts counter - with a list  
price of \$1.85 each. Your discount on this item is better  
than 45%, and it will be a real profit maker for you if  
you put the right promotion behind it.

Available six cans to a carton in all the beautiful new  
1955 colors, plus gray primer, overspray leveler, aluminum  
enamel, and appliance white.

Mail the attached order blank to your Zone Warehouse today.  
It will put you in business in a big way!

Yours very truly,

STUDEBAKER-PACKARD CORPORATION

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

Attach.

MJU:er



# PACKARD PARTS or ACCESSORIES ORDER

(BULLETIN ORDER)



PUR.  
ORDER  
NO.

DATE

SHIP  
VIA

TERMS

D.L.R.  
CODE

SHIP TO

CHARGE TO

STREET

STREET

CITY  
STATE

CITY  
STATE

PART NUMBER	GROUP NUMBER	ZONE LOCATION	DESCRIPTION	ORDERED	BACK ORDERED	SHIPPED	CLASS CODE	SUGGESTED DEALER NET	COST PRICE EACH
			<u>PACKARD LACQUER COLORS - 6 OZ. SIZE</u>					<u>\$1.00</u>	
<u>Part No.</u>			<u>Color Name:      Color Classification</u>						
<u>PL-5501-1</u>			<u>Jade                      Light Green</u>						
<u>PL-5502-1</u>			<u>Tourmaline              Medium Green</u>						
<u>PL-5503-1</u>			<u>Emerald                      Dark Green</u>						
<u>PL-5504-1</u>			<u>Zircon                      Light Blue</u>						
<u>PL-5505-1</u>			<u>Ultramarine              Medium Blue</u>						
<u>PL-5506-1</u>			<u>Sapphire                      Dark Blue</u>						
<u>PL-5507-1</u>			<u>Moonstone                      Light Gray</u>						
<u>PL-5508-1</u>			<u>Gray Pearl                      Dark Gray</u>						
<u>PL-5509-1</u>			<u>Fire Opal                      Red</u>						
<u>PL-5510-1</u>			<u>Topaz                      Medium Brown</u>						
<u>PL-5511-1</u>			<u>Turquoise                      Turquoise</u>						
<u>PL-5512-1</u>			<u>White Jade                      Off-White</u>						
<u>PL-5513-1</u>			<u>Agate                      Light Tan</u>						
<u>PL-5514-1</u>			<u>Citrine                      Light Yellow</u>						
<u>PL-5515-1</u>			<u>Sardonyx                      Gray Red</u>						
<u>PL-5516-1</u>			<u>Onyx                      Black</u>						
<u>PL-5517-1</u>			<u>Rose Quartz                      Fuchsia</u>						
			<u>SHIP WITH PREPAID ORDER.</u>						
			<u>"Any Prices Quoted Apply to American Zones and Dealers - Canadian prices Should Be Computed on Current Mark-Up."</u>						

DEALERS SEND ORDER TO ZONES