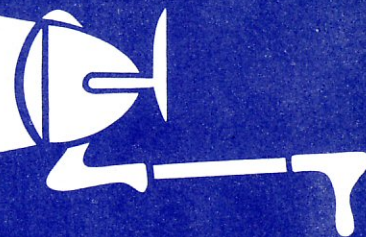




SALES SPOTLIGHT



STUDEBAKER-PACKARD CORPORATION . DETROIT 32, MICHIGAN

55SS-9
Dealer 9
March 17, 1955

TO: ZONES AND DEALERS

SUBJECT: PACKARD WINDSHIELD WASHER SOLVENT

An owner has just taken delivery of his new Packard and he drives away with a gleam in his eye and a song in his heart.

Suddenly it begins to rain and passing cars, with total disrespect, splash mud over the gleaming Packard's finish.

The gleam in the owner's eyes quickly turns to anger and the song ceases to be merry as he reaches down to operate the windshield washer. But - nothing happens! The dealer failed to put water and a solvent in the washer reservoir.

IS YOUR MAKE-READY DEPARTMENT CHECKING THIS SAFETY ACCESSORY BEFORE DELIVERING A NEW CAR?

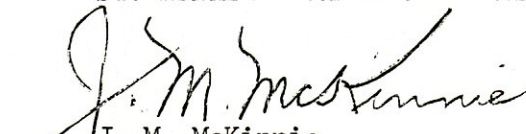
Remember, Packard Windshield Washer Solvent is not only an anti-freeze solution for winter use, but also is equally important to use during any season for its effectiveness as a detergent and bug remover.

Now you can purchase it in gallon containers at a price that just about permits you to make it a give-away item to promote owner good will. Doing so will mean plus business for you, and that's what counts.

Use the attached order blank today!

Yours very truly,

STUDEBAKER-PACKARD CORPORATION


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

Att. (1)

MJU:er

TIME RECEIVED
IN ZONE WAREHOUSE



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
PA-458826			Windshield Washer Solvent (Gal.)					3.20	
PA-393645			Windshield Washer Solvent (6 oz.)					.30	
			SHIP WITH PREPAID ORDER.						
			"Any Prices Quoted Apply to American Zones and Dealers - Canadian Prices Should Be Computed on Current Mark-up."						

DEALERS SEND ORDER TO ZONES