

PACKARD-CLIPPER

DIVISION OF STUDEBAKER-PACKARD CORPORATION

April 13, 1956

1580 EAST GRAND BOULEVARD
DETROIT 32, MICHIGAN

ALL PACKARD-CLIPPER DEALERS

Gentlemen: Packard Script Name Plate Kit-Part #6484610

As you are aware, at the beginning of the 1956 56th Series Clipper Model run, it was decided not to attach the Packard Script Name Plate to the lower right hand corner of the deck lid, as had been done on the 1955 Model Clipper line.

Later, due primarily to dealer demand, this part was again activated and has since been installed in production on all Clipper line automobiles.

Should you have any owners who purchased 1956 Model Clippers without the Packard Script Name Plate, and would like this part put on the car, we now have sufficient quantity to begin shipment upon dealer request.

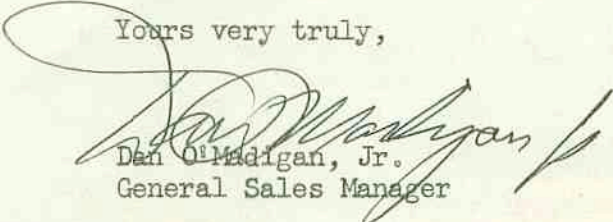
The part can be ordered on any standard Parts and Accessory Order Form from your Servicing Zone Parts Depot. For convenience, a kit has been established for these parts and can be ordered under Part #6484610. The kit will include:

Trunk Lid Packard Script Name Plate
Speed Nuts (2)
Seals (2)

Shipment will be made in the usual manner. If included in an order totaling \$100.00 or more freight will be prepaid. There will be no charge for the name plate kit. Dealers will absorb installation, which has been established at 0.2 hour. It is suggested that you do not charge the customer for the part.

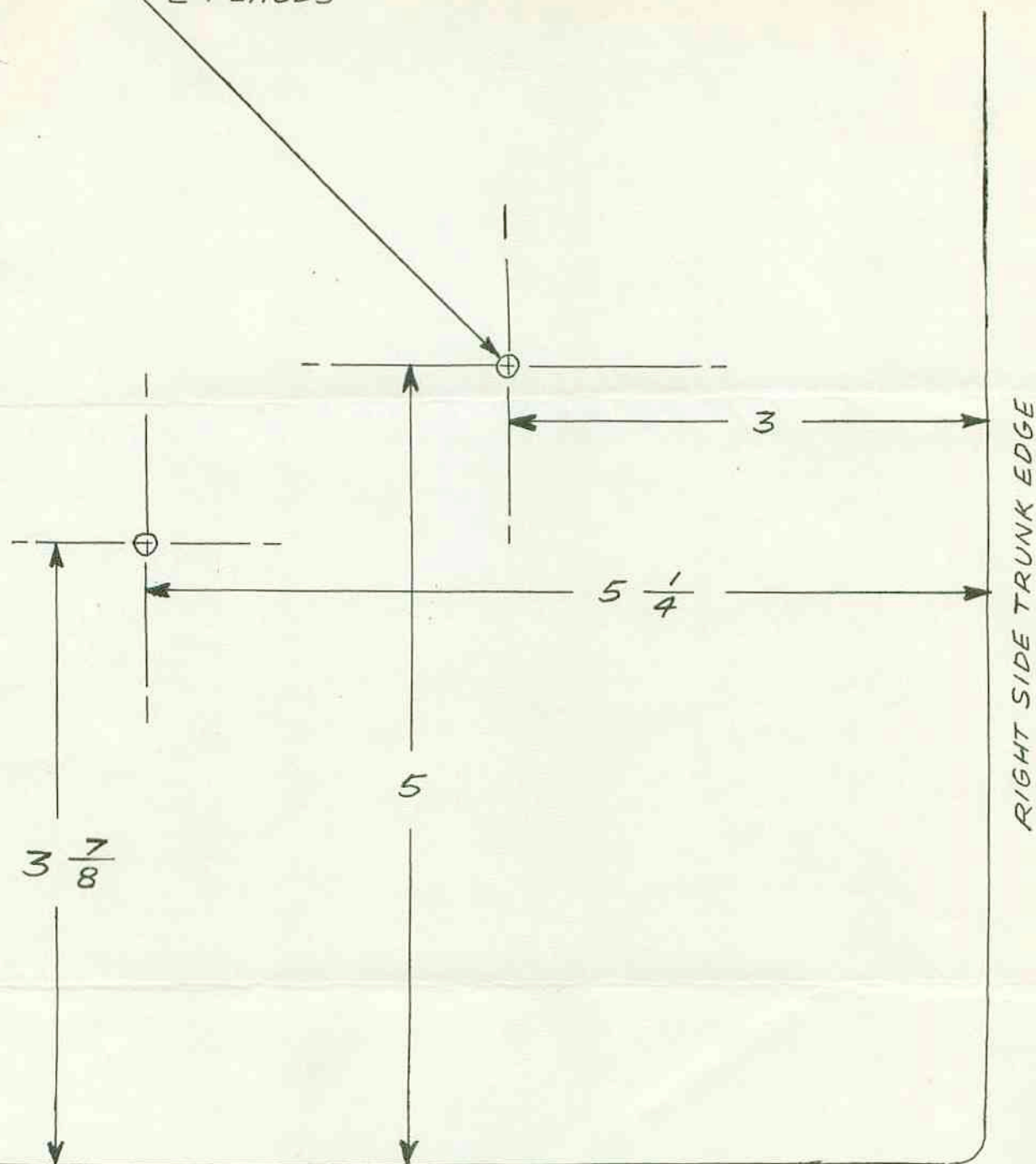
The attached drawing indicates the proper location on the deck lid.

Yours very truly,


Dan O'Madigan, Jr.
General Sales Manager

DO'M:f

DRILL $\frac{1}{8}$ HOLE
2 PLACES



LOWER TRUNK EDGE

RIGHT SIDE TRUNK EDGE

LOCATION OF HOLES FOR
"PACKARD" SCRIPT PLATE