

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY

To PACKARD DISTRIBUTERS AND DEALERS

February 1, 1937

Subject DOCTORS' CAMPAIGN

Gentlemen:

The attached Plan Book outlining what we are doing to help you get more business from the 168,800 doctors in this country, is so complete as to need no explanatory comment. Its merchandising importance is so great as to merit your careful and immediate consideration of every point covered.

However, there are a few things that deserve extra mention and we draw your special attention to them.

First, the date of activity. Our opening approach is scheduled for the February 13th issue of the Journal of the American Medical Association. February 15 the factory mailing to 168,800 doctors will be received. The radio program of February 16 will have all three of its commercials devoted to the doctor. You should be prepared to start your local mail and sales calls immediately after these dates.

Second, the source of activity. With doctors forming the largest profession and numbering the greatest single body of Packard buyers, we have a profitable market for Packard Six and 120 cultivation. The 168,800 doctors being covered directly by our factory messages have been listed on prospect cards and subdivided by distributorships. Today these cards are being shipped to every distributor who should immediately break these down by dealers and forward them accordingly. Dealers should check to make sure the cards in the counties they cover, are sent them.

Third, the extent of activity. Very obviously, the advertising investment is too great to let this be a "one shot" campaign confined to any short period. The factory is launching the plan liberally and timing its introduction strategically. But it expects you to cultivate the ground now being sown and to devote several weeks, if necessary, to further development and follow-up.

From the standpoint of expense, all you need bear directly is the slight cost of postage and handling on local mailings. Every piece of the many promotional aids described and presented in the attached Plan Book is sent you without billing, being defrayed by the usual Sales Promotion per-car charge.

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In conclusion, we shall be glad to get your reactions to this intensive business-getting move. Also, we shall be interested in learning your tie-in plans, and ultimate results. Based upon them, we shall decide whether it is profitable to go after other groups with special advertising -- to cultivate such other "side line" prospects for you as the lawyers, bankers, Rotarians, Kiwanians, etc.

Very truly yours,

PACKARD MOTOR CAR COMPANY

F. H. McKinney

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Enclosure

F. H. McKinney
Director of Advertising
and Sales Promotion