

General Letter No. G-117

Dealers' GL-876

REFER TO THIS LETTER BY NUMBER

*Bob*

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

February 19, 1937

Subject 1937 SPRING MAILING PIECE FOR SERVICE

Gentlemen:

THE 1937 SPRING MAILING PIECE IS NOW AVAILABLE.  
A sample is attached.

Distributors and dealers should be ready for an intensive spring service selling campaign. This mailing piece will be of great assistance. We have individualized it to your particular requirements by making it possible to change the items which are listed, along with the imprinting of your firm name, address, and special prices.

The main thing is to get your order in just as promptly as possible. Orders were received for 75,000 of the last mailing piece! Three or four days are required for complete imprinting and shipping. Prices are explained on the attached order blank.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JFP:VC  
2(b-1 only)2000  
Enclosure

*N. A. Lull*  
N. A. Lull  
Service Promotion Department