

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

October 31, 1929

To PACKARD DISTRIBUTERS AND DEALERS

Subject NEW ACCESSORY CATALOGUE

TO BE NOTED AND INITIALED BY

Gentlemen:

Attached is a copy of the new edition (November 1929) of the accessory catalogue. We believe this is the most attractive catalogue we have ever published and that it is sure to arrest attention. The descriptions and illustrations will hold the readers interest, and arouse the desire of possession.

Because it has been successful in the past in increasing accessory volume, we strongly recommend that you see that every recent and future Packard owner receives a catalogue. When sending the catalogue to your owners we believe it best to enclose a letter telling him of the way you are prepared to serve him.

Although we have improved the new catalogue over previous issues we are still maintaining the price to Distributors and Dealers of 10¢ each with a charge of \$4.00 for imprinting any quantity with your name and address. These prices include envelopes for mailing and price sheets for each catalogue. Will Dealers please order through their Distributors, and we suggest that each Distributer recommend the use of these catalogues by his Dealers. Delivery can be made immediately and we suggest that you place your order by return mail.

This is the best and easiest plan we can suggest for familiarizing your owners with the additional equipment you have to offer them. The results you obtain from distributing even a few catalogues will probably pay for more than an entire mailing.

Yours very truly,

PACKARD MOTOR CAR COMPANY



J. D. Wilson
General Accessory Division

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Enclosure
Dealers' G.L. No. 260