

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

September 12, 1930

To PACKARD DISTRIBUTERS AND DEALERS

Subject SAFETY GLASS POSTERS

TO BE NOTED AND INITIALED BY

Gentlemen:

The company that manufactures the safety glass we are using in our cars is about to engage in some radio advertising and has asked us to mail out some window posters calling attention to the programs and to the fact that Packard is offering the advantages of safety glass.

In case the programs go out over one of your own local stations or are received well into your territory from other stations you may be interested in displaying the posters. We all feel that perhaps we have not made enough capital out of the fact that Packard cars are fitted with safety glass with its insurance against disaster, even through any accident which might result from the shortcomings of others.

The manufacturers are also preparing a little booklet which will be sent to you within the next few weeks, one that you can make good use of in calling attention to one of the outstanding advantages offered in our cars.

Yours very truly,

PACKARD MOTOR CAR COMPANY



HFO:M
(b) 2000
Dealers' G.L. No. 343

H. F. Olmsted
Advertising Department