

# PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

February 19, 1931

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

PURULATOR CARTRIDGE CARDS

Gentlemen:

Here is an outline of a very inexpensive way to increase your business on a profitable accessory -- Purulator Cartridges.

At a cost to you of only 1¢, which will include the postage, we will supply you with the regular penny U.S. postal card with the following printed on it:

"The Secret of a Healthy Engine

Lies in the Crankcase

"If you've gone 8000 miles without re-cartridging your oil filter, it is time to come over to our shop and have a new Purulator cartridge installed.

"Then you'll know that your engine is fully protected from the ravages of dirty oil, your pocketbook from costly repair bills, for another 8000 miles."

(IMPRINT HERE)

In the space marked "Imprint," we will imprint your name and address.

We are sending in quantity orders for imprinting on March 1, so please answer this letter immediately giving us the number of cards you will want and your imprint.

Between March 15 and April 1 should be a very effective time to mail these cards to your owners. After having driven their car all fall and winter it will undoubtedly be time for a good many of them to have the car re-cartridged.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

J. D. Wilson  
General Accessory Manager

JDW:MH  
(b) 1900  
Dealers' G.L. No. 379