

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

October 13, 1939

Subject PACKARD NOROL NATIONAL ADVERTISING PROGRAM

Gentlemen:

The manufacturer of the Packard NoRol, a very successful accessory sold in all hilly districts to prevent a Packard car from rolling back down a hill, is starting a very aggressive campaign to advertise the NoRol in the national magazines. These ads will appeal particularly to women drivers, as they are the most logical prospects for this item, and they will appear in the following magazines in October, November and December:

Saturday Evening Post
Popular Mechanics
Good Housekeeping

These ads will be two columns by six inches, which is a very generous size, and will have an eye-catching head to attract attention. They will no doubt inspire a large number of people to inquire about the NoRol and its advantages on their Packard cars -- Be prepared for this demand.

Attached is a circular illustrating and advertising the Packard NoRol. A supply of these, together with a very attractive wall poster, covering this item, will be furnished Packard dealers no charge. The circulars will be available through your distributor and the wall posters will be shipped direct from the factory upon request. Please send your orders for the poster direct to this office.

Tie into this campaign - Cash in on this national advertising! Here is how to do it:

1. Have an adequate stock of NoRol units on hand.
2. Equip one demonstrator with this unit.
3. Adjust your new car and service salesman's commission or bonus plan to promote this program.
4. Have your salesman study up on this item from the Accessory Data Book.
5. Put up the wall poster - Distribute the circulars - And ASK YOUR OWNERS TO BUY!

Keep in mind that the suggested list price of this popular accessory is only \$10.50.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson
J. D. Wilson
General Accessory Manager

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Enclosure