

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

December 30, 1931

To PACKARD DISTRIBUTERS AND DEALERS

Subject REVISION OF FACTORY MAILING LIST

TO BE NOTED AND INITIALED BY	
<i>[Signature]</i>	

Gentlemen:

The Factory mailing list for letters and literature is being revised.

Will you, therefore, very carefully investigate your minimum local requirements for each item listed, and return the attached form to reach us not later than January 15, 1932.

We desire, in the interests of economy, to reduce the quantities printed, and therefore ask that you order only such quantities of each item as are actually needed.

On account of their having less extensive organizations, Dealers will receive the quantities indicated in the Dealer column, unless there is a real need that these be increased and we are so requested by the Dealer.

Unless you promptly return the attached form, it will be necessary for us to use our best judgment in revising your quantities.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*[Signature]*  
J. W. Loranger  
General Sales Manager

JWL:H  
(b) 1800  
Enclosure  
Dealers' G.L. No. 435

THIS FORM IS TO BE FILLED OUT BY EACH DISTRIBUTER AND DEALER  
AND RETURNED TO THE FACTORY BEFORE JANUARY 15, 1932

General Sales Department  
Packard Motor Car Company  
Detroit, Michigan

Gentlemen:

We will require the following minimum quantities of Factory  
letters and literature:

	QUANTITIES FOR:	
	<u>DISTRIBUTERS</u>	<u>DEALERS</u>
<u>GENERAL</u>		
Special Letter (White)	1 or more as determined by the Factory, contingent upon the nature of the letter.	
General Letter (Blue)	_____	<u>1</u>
Trade Letter (Buff)	_____	<u>1</u>
<u>ADVERTISING</u>		
Advertising Literature	1 gratis. Additional copies will be charged for.	
Inner Circle	_____	<u>2</u>
Newspaper editorial material	_____	<u>2</u>
Stereotype Mats	_____	<u>0</u>
Photographs	_____	<u>0</u>
Packard Magazine	1 gratis. Additional copies will be charged for.	
<u>SALES</u>		
Packard Master Salesmen	_____	<u>2</u>
Packard Operating Facts	_____	<u>1</u>
Packard Sales Bulletin	_____	<u>2</u>
<u>SERVICE</u>		
Technical Letter (Gray)	_____	<u>1</u>
Accessory Promotor	_____	<u>1</u>
Packard Service Letter	_____	<u>2</u>

Corporate Name of Distributer (Dealer) \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_

Signed by \_\_\_\_\_ Date \_\_\_\_\_