

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

March 7, 1932

To PACKARD DISTRIBUTERS AND DEALERS

Subject PUROLATOR CARTRIDGE POSTCARDS

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

Gentlemen:

Last year so many of our Distributers and Dealers had such an excellent response to postcards they sent out on Purolator Cartridges that we thought it wise to offer you the opportunity to repeat at this time. The plan is as follows:

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:

CLEAN MOTOR OIL MEANS LONG LIFE

"Your Packard Car was equipped at the factory with a Purolator as a means of reducing wear to a minimum. The Purolator keeps the oil clean and free of dirt for about 8000 miles. At that mileage the Purolator Cartridge with its accumulation of dirt should be replaced with a new, clean one.

"Re-cartridging the Purolator is just as important as changing oil. It requires only a few minutes and gives valuable protection to your engine. We urge you to come to our service station, so we may check your Purolator."

(IMPRINT HERE)

In the space marked "Imprint" we will imprint your name and address in the way you direct.

We are sending in quantity orders for imprinting on March 15, so please answer this letter immediately giving us the number of cards you will want and your imprint. You will be billed direct for these cards by the Motors Improvement, Incorporated, - Newark, N. J.

About April 1 should be a very effective time to mail these cards to your owners. After having driven their cars all Fall and Winter it will undoubtedly be time for a good many of them to have the Purolator re-cartridged.

Yours very truly,
PACKARD MOTOR CAR COMPANY

[Signature]
J. D. Wilson
General Accessory Manager

JDW:EB
(1000)

Dealers' G. L. No. 452

Any references herein, to future business, are made subject to the continuance of the existing agreement between the Manufacturer and the Distributer