

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

October 12, 1932

To. PACKARD DISTRIBUTORS AND DEALERS

Subject SERVICE MAILING PIECE

TO BE NOTED AND INITIALED BY	

Gentlemen:

Attached is a sample service mailing card and order blank. We plan to develop a series of six pieces similar in design. The other pieces will cover such subjects as spring preparation, lubrication, brakes, authorized service and a piece to be mailed out at the end of the first year's ownership.

Your orders for the winter piece must be mailed promptly. Samples of the other pieces will be mailed in about thirty days. Please read carefully the following paragraph before filling in the attached order:

1. WITH RELATION TO COVERAGE: You should cover your own city of course. The nearby towns, too, particularly where there is no regular Packard Service Station, should be included.
2. WITH RELATION TO QUANTITY: This piece applies to all Packard cars and you should include them all. However, if you have a desire to limit your expenditure, you can do so by establishing your own limit as to the models to be covered.
3. WITH RELATION TO IMPRINT: Altho' the pieces are standard, so far as illustration and the Packard design are concerned, your own firm name and address are imprinted, making it your own piece. In addition you may use the space to the right of the text for your own wording and for any price you wish to establish. This may or may not include anti-freeze.
4. WITH RELATION TO COST: Your pieces will be sent to you by express, or parcel post. All charges are included in the price of 3¢ per card.

Dealers please mail orders to distributors.

Yours very truly,
PACKARD MOTOR CAR COMPANY

2(b-x) 1075
Enclosures (2)

J. F. Page
General Service Manager

P.S. The Winter mailing piece requires a 1½¢ stamp.

Service Department
Attention: Mr. N. A. Lull

Date _____

PACKARD SERVICE PROMOTION DIRECT MAIL PLAN
ORDER FORM

Please prepare the Packard Winter Service Mailing for us
on the following basis:

1. Quantity - We wish to cover the following number of
owners -

2. Personalize - Imprint our pieces as follows:

First Name _____

Street Address _____

City _____ State _____

Phone _____

3. Our special operation price is as follows:

Card No. 1 - Winter Special _____

4. The wording we wish in the space to the right of
the text is as follows:

5. Charge our parts account at 3¢ per name.

Signed _____
(Dealer)

Signed _____
(Distributor)

By _____

By _____

Title _____

Title _____

DEALERS PLEASE SEND ORDERS TO DISTRIBUTERS