

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

February 16, 1933

To PACKARD DISTRIBUTERS AND DEALERS

Subject SERVICE MAILING PIECES

TO BE NOTED AND INITIALED BY	

Gentlemen:

Service Mailing Pieces and Order Blanks are attached for your convenience. These pieces cover Lubrication, Brakes and Spring Preparation. It may be that this year you will not have time to develop mailing pieces of your own. If this is true in your case, we urge you to use these which have been developed in co-operation with the Advertising Department for your use. Your own prices and firm name imprint serve to make them your own. A service mailing piece each sixty days is not too often to contact your customers.

You may order all three at once, using the separate order blanks supplied, or they may be ordered one at a time. If you prefer to write your own text and send it to us, we will be very glad to quote you a price, using the factory form and your text. In this case you should be sure that the amount of text supplied is approximately the same as that which we have used in the sample.

The pieces with the text developed by the factory and including your prices and your imprint are 3¢ each. You address and mail the pieces; postage 1½¢, or if you have over two hundred pieces and have, or obtain, a postal permit, they may be mailed at the bulk rate of 1¢. If you are not familiar with this arrangement, see your local postmaster.

You will have ample time for mailing the Spring piece if you act promptly and get your order in to us without delay.

Yours very truly,

PACKARD MOTOR CAR COMPANY


 J. F. Page
 General Service Manager

JFP:ES
 2(b-1) 765
 Enclosures (6)
 Dealers' GL-518