

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

February 22, 1933

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

A SERVICE MAILING PIECE

TO BE NOTED AND INITIALED BY

Gentlemen:

Attached is a sample conditioning order and letter combination. This type of piece has been used very successfully, particularly in connection with Winter and Spring conditioning. We have prepared one to assist you in your Spring Selling Campaign.

The items covered would sell according to the standard flat rate price in Zone 1 at \$14.35. Since there is very little material used and the time required to do the work listed would not exceed six hours, we have suggested a special price of \$9.90. This price may be still further lowered, if you feel it advisable for your particular use.

The order is perforated so that it can be detached and brought in by the customer. The pieces will be imprinted with your firm name on the front page. This same imprint will be repeated at the top of the order form and you may change the special price and time limit if you wish.

The pieces may be ordered in any quantity from one hundred up at 2¢ each, including two imprints, time limit and price.

Do not delay in getting ready for your Spring Campaign - order now.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. F. Page
J. F. Page
General Service Manager

2(b-1) 725
Dealers' GL-526