

General Letter No.

REFER TO THIS LETTER BY NUMBER

**PACKARD MOTOR CAR COMPANY****DETROIT, MICHIGAN**

January 11, 1934

To **PACKARD DISTRIBUTORS AND DEALERS**Subject **SERVICE MAILING PIECES**

TO BE NOTED AND INITIALED BY

Gentlemen:

Attached are samples of two new mailing pieces. The first one is a general maintenance piece, listing three items; lubrication, brake adjustments, and washing and polishing, on which you can establish your own prices. This is included with the imprint. This piece may be used effectively as an in-between-season piece.

The second piece tells the lubrication agreement story in, we believe, a very effective manner. This is the one item on which particular emphasis should be placed the early part of the year. The more agreements that you have in effect, the less effort is required on your total customer list in the way of follow-up work. This piece also may be sent out at any time. Due to its general coloring, probably early spring would be most effective. The price quoted includes the imprint.

These pieces, being brought thru in four-color designs, are unusual from a service standpoint and undoubtedly will receive attention from your owners. They are Packard in style and design. Complete with envelopes and imprinting, as shown on the samples, the pieces are four cents each. To make ordering easy, fill in the coupon on the lower part of the letter. Do this now and specify your shipping date.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

*N. A. Lull*  
N. A. Lull  
Service Promotion

2(b-1) 650  
Dealers' GL-593

SERVICE PROMOTION DEPT: Please imprint and ship Service mailing pieces in the quantity shown:

No. 1 - "MAINTENANCE" Quantity \_\_\_\_\_

Lubrication Price \_\_\_\_\_ Brake Adj. Price \_\_\_\_\_ Wash & Polish \_\_\_\_\_

Our imprint is to read: \_\_\_\_\_

Ship \_\_\_\_\_

No. 2 - "SERVICE TIME PIECE" Quantity \_\_\_\_\_

Our imprint is to read: \_\_\_\_\_

Ship \_\_\_\_\_