


PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

January 12, 1934

To  PACKARD DISTRIBUTERS AND DEALERS
(Attention of the Service Manager)

Subject NEW SERIES CAUTION & COURTESY TAGS

TO BE NOTED AND INITIALED BY	

Gentlemen:

Attached are three tags for service sales work. No. 1 is a 'caution' card on relined or readjusted brakes. No. 2 is a 'caution' card on reconditioned motors and No. 3 is a 'courtesy service' tag.


The use of these is explained in the text of each tag. They have been redesigned in size and style. The imprint is supplied in accordance with the style shown. In ordering, please specify the number of the tag desired and be sure and give the imprint that you want. Include your telephone number in the imprint if you desire.

Imprinting prices are at the rate of \$1.75 a thousand, plus \$.60 for each order, to cover the set-up of the imprint. The price of the tags is \$1.00 a hundred.

Use the order form at the bottom of this letter. Specify the tag number, and be sure and fill in your imprint.

Yours very truly,

PACKARD MOTOR CAR COMPANY



N. A. Lull
Service Promotion

2(a-1) 650
Dealers' GL-594

SERVICE PROMOTION DEPT.

Please imprint and ship to us Service Sales Tags in the following quantities:

No. 1 Quantity _____ No. 2 Quantity _____ No. 3 Quantity _____

Our imprint is to read: _____

Signed _____