

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

September 13, 1926

To PACKARD DISTRIBUTERS AND DEALERS

Subject POST ADVERTISEMENT ENLARGEMENTS

REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY

Gentlemen:

You will receive in a separate container two enlarged reproductions in full color of the Saturday Evening Post advertisement, September 18th issue.

This advertisement has been reproduced in poster form as an experiment to see what additional value may be derived from our original art copy for sales room use.

After you have received these posters, please write us what you think of them, how you have used them and whether in your judgement a similar reproduction of each Saturday Evening Post advertisement, to appear in your showroom simultaneously with the advertisement in the Post, will be of interest.

Please write us freely and frankly as the continuation of the series will depend wholly upon the value they may have in the hands of our Distributors and Dealers.

Yours very truly,

PACKARD MOTOR CAR COMPANY



MMM:LDD
(d) 1100

M. M. Morgan
Advertising Department

Received by

*We think the idea of displaying
packard posters of major advertising
spots in country and city
idea and want to experiment with
the layout of these posters. It is
particularly desirable to have
particulars of the existing*