

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To PACKARD DISTRIBUTERS AND DEALERS

April 2, 1934

Subject 1934 SPRING MAILING PIECE FOR SERVICE

Gentlemen:

The 1934 spring mailing piece is now available. A sample is attached.

Both distributors and dealers should be ready for an intensive spring service selling campaign. We believe that this mailing piece will be of great assistance. We have endeavored to individualize the piece to your particular requirements by making it possible to change the items which are listed, along with the imprinting of your firm name, address, and price. You will notice that there is a saving in using the standard set-up of items. If, however, you wish to have these changed, the cost is not excessive.

The pieces, including envelopes, are \$4.00 a hundred. This includes imprinting your firm name, address, and price. If you wish to change any of the individual items, or the entire list, the cost of the pieces complete is \$5.00 a hundred.

The main thing is to get your order in just as promptly as possible. Three or four days are required for complete imprinting and shipping.

Yours very truly,  
PACKARD MOTOR CAR COMPANY



J. F. Page  
General Service Manager

JFP:MB  
2(b-1)650  
Dealers' GL-605

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

We want ..... "Spring Preparation" pieces - with envelopes.

IMPRINT: NAME;  
ADDRESS:

CITY:

Price to Customer is \$.....

We want the list of items changed as follows: (Do not list more than 12 items.)

- |    |     |
|----|-----|
| 1. | 7.  |
| 2. | 8.  |
| 3. | 9.  |
| 4. | 10. |
| 5. | 11. |
| 6. | 12. |

Price to Customer is \$.....

DEALER O.K.

DISTRIBUTER O.K.