

G-639

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

October 12, 1926

To

PACKARD DISTRIBUTERS AND DEALERS
(Attention of the General Manager)

Subject

NEWSPAPER ADVERTISING

TO BE NOTED AND INITIALED BY	
<i>AM</i>	
<i>EG</i>	
<i>JS</i>	

Gentlemen:

Attached are proofs and acceptance forms for two more 50-50 newspaper advertisements suggested for use at weekly or ten day intervals.

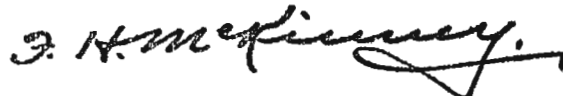
You have had opportunity to see examples of our color advertising in the national magazines. It is attracting wide attention but to make it of fullest value we must drive home constantly the availability story of the improved Packard cars through newspaper advertising and direct mail work.

The attached advertisements tell of new Packard exploits in air and water - and complete them with an invitation to experience the land supremacy of the improved Packard cars. Also, one of the advertisements is devoted to the service angle of Packard ownership - always important because most appreciated.

Please sign and return immediately the attached acceptance forms. We believe this newspaper advertising to be of such importance that if for any reason you do not use it, we ask that you write us at once stating your reasons.

Very truly yours,

PACKARD MOTOR CAR COMPANY



F. H. McKinney
Advertising Manager

FHM:GH
(d) 1100
Enclosure