

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

October 14, 1926

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

Subject PUBLICITY ON IMPROVED SIX AND EIGHT

TO BE NOTED AND INITIALED BY	
<i>E. W.</i>	

Gentlemen:

For some time now the improved Six and Eight have been in your hands and you have without question been trying them out and demonstrating their performance.

There must be some very interesting experiences which you have had in demonstrating both the Six and Eight. We would appreciate greatly hearing about them. If unusual hill climbing tests have been made or other severe trials for the car been given and photographs taken, we should like to have copies of the pictures.

We are gathering this information so that we may distribute back to the whole organization the experiences, comments, etc., in the way of stories for your newspapers. At the same time we plan using some of this material in direct mail and advertising work.

Comments we have received so far indicate that, without doubt, both cars have given most remarkable demonstrations in all parts of the country. We should like to hear about just as many of these as possible.

Very truly yours,

PACKARD MOTOR CAR COMPANY



HFO:H
(d) 1100

H. F. Olmsted
Advertising Department