

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

September 26, 1934

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

Subject 1934 FALL MAILING PIECE FOR SERVICE OWNER LIST

TO BE NOTED AND INITIALED BY	

Gentlemen:

The 1934 Fall Mailing Piece is now available. A sample is attached. This is a companion piece for the Spring Preparation piece issued by this department. It is unusual in design and has a style which should appeal to the Packard owner. The piece is individualized by your imprint and your prices. It gets away from the "specially priced special," which we feel may have been overworked in our service mailing pieces. We are convinced that it will do a good job for you.

We have retained our standard price on this piece, which is \$4.00 a hundred. This is complete with envelopes, imprinting and includes your prices. If you wish to add a line to the effect that your service includes pick-up and delivery without charge, this can be included.

The main thing is to get your order in just as early as possible. These pieces should be on hand, stamped and ready for mailing, at the first sign of cold weather. Three or four days are required for complete imprinting and shipping. Let's be ready on time this year, place your order now and have the pieces available for mailing at the proper time in your vicinity. Please use the bottom of this letter as your order form.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

2(b-1) 700  
Enclosure  
Dealers' GL-633

N. A. Lull  
Service Promotion Department

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N. A. Lull  
Service Promotion Department

We want \_\_\_\_\_ Fall Preparation Pieces, complete with envelopes and imprinting as follows:

Imprint: Name \_\_\_\_\_

Address \_\_\_\_\_

Our price for Packard approved anti-freeze on the Eight is \_\_\_\_\_ and on the Twelve \_\_\_\_\_.

Dealer O.K. \_\_\_\_\_ Distributer O.K. \_\_\_\_\_  
(Will dealers please forward their orders to distributors for approval.)