

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

May 7, 1927

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

Subject USED CARS

TO BE NOTED AND INITIALED BY	
<i>[Signature]</i>	

Gentlemen:

Dollars do not represent everything you should consider when sizing up your stock of used cars. The kind of goods and the prevailing demand for them are important factors in any line of merchandising.

DO YOU KNOW

What makes of used cars you have?

How OLD they are?

In what condition they are?

If there is an active demand locally for the makes of used cars you have, or contemplate trading in?

If you are taking in used cars from the medium and low-priced classes?

If your salesmen are trading Packard owners out of Packard cars with which they were entirely satisfied?

If your used car inventory is carrying a preponderance of high-priced trade-ins?

Go after medium and low-priced trade-ins. Be sure you take in good merchandise.

Yours very truly,

PACKARD MOTOR CAR COMPANY

[Signature]
R. E. Chamberlain
General Sales Manager

REC:DS
(d) 1300