

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

March 15, 1935

To PACKARD DISTRIBUTERS AND DEALERS

Subject 1935 SERVICE SPRING MAILING PIECE

Gentlemen:

The 1935 Spring Mailing Piece is now ready and a sample is attached.

We have endeavored to make available for your use a simplified mailing card which can be obtained at a lower cost than anything previously supplied. The card can be inserted in a standard business size envelope, and mailed unsealed, or it can be addressed and stamped on the reverse side and mailed as a post card.

In quantities of less than five hundred, it will be necessary that you accept the list of spring conditioning items shown. However, you may substitute your own special price, your firm name and phone number, and if you wish an added line to read "Cars called for and delivered at no extra charge."

In quantities of five hundred or more, imprinting will include all of the text under the caption "Are you ready." In other words, you may supply your own "copy" and your own list of spring conditioning operations, your own price, and, of course, your own firm imprint. In supplying copy be sure that you use approximately the same number of words that now appear on the card. Otherwise it will be necessary to use smaller type which will not be as satisfactory.

Regardless of the quantity ordered, the price, including all imprinting is \$2.00 per hundred.

The mailing of a piece of this kind will be appropriate according to your geographical location at any time from now until well into the summer. We suggest, however, that you order the pieces promptly and take advantage of the average owners desire to have his car in good condition for summer driving.

Yours very truly,

NAL:N
2(b-1)1200
Enclosure

N. A. Lull
N. A. Lull
Service Department

N. A. Lull - Service Promotion

We want _____ "Spring Preparation" Cards with list "As is" _____ List Changed _____

IMPRINT:

NAME:

Special Price to Customer is \$ _____

ADDRESS:

PHONE:

IF COPY IS TO BE CHANGED GIVE EXACT WORDING ON REVERSE

DEALER O.K. _____

DISTRIBUTER O. K. _____