

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

February 27, 1924

To PACKARD DISTRIBUTERS AND DEALERS.

TO BE NOTED AND INITIALED BY

Subject CLASSIFICATION AND DISTRIBUTION OF FACTORY LETTERS AND LITERATURE.

Gentlemen:

This letter cancels and supersedes Trade Letter T-2000, dated July 13th, 1923, and all other General or Trade letters referring to the above subject published previous to this date.

1. CLASSIFICATION: The several distinctive classifications of Packard Factory letters and literature are enumerated as follows:

- (1) Ordinary Correspondence, (On white letterheads).
- (2) General Letters, (On blue letterheads).
- (3) Trade Letters, (On buff letterheads).
- (4) Technical Letters, (On gray letterheads).
- (5) Advertising Literature, (Catalogs, pamphlets, etc.).
- (6) Newspaper Editorial Material, (On white sheets, with or without illustrations).
- (7) Sales Educational Literature, (Serial pamphlets and bulletins).

2. DISTRIBUTION: Copies of all material will be sent to Distributors. The Factory, however, will decide in each case whether a letter or piece of literature should also be sent direct to Dealers. There will be no exceptions to this standard practice. There are three standard forms of address, and the application of each of these in connection with distribution of letters and literature is outlined as follows:

(a) INDIVIDUAL ADDRESS: This form of address will be confined exclusively to ordinary correspondence.

(b) TO PACKARD DISTRIBUTERS: Letters addressed in this manner will be sent by the Factory only to Distributors, and not to Sub-branches or Dealers. In the case of certain Trade and all Technical Letters, however, the Distributer will be responsible for the supplying of copies to such of their Sub-branches and Dealers as in their discretion may have need

of them. The Factory will supply a sufficient quantity of such letters for this purpose, and in this matter the Distributer will be expected to co-operate by advising the Factory whenever his requirements of copies of such letters should be increased or decreased to meet his normal local needs.

(c) TO PACKARD DISTRIBUTERS AND DEALERS: Letters addressed in this way, or bearing the phrase "(Copy to Dealers)", are sent by the Factory direct to every Distributer and Dealer.

3. DEFINITION OF THE TERMS DISTRIBUTER AND DEALER: The term "Distributer" is intended to include Factory Branches and Distributers, and the term "Dealer" is intended to include Sub-branches and Dealers of either a Factory Branch or a Distributer.

4. DISTRIBUTION SCHEDULES: The quantities of letters or literature to be distributed will depend upon the nature of the subject discussed and the actual needs of the Distributers' local organizations. These quantities are standard for each mailing, and are changed only on notice from the Distributer. It should be especially noted that in some instances it will not be possible to supply enclosures such as samples of paint colors and upholstery materials, certain pamphlets, et cetera, with each copy of a letter. The classification index symbol will be printed in the lower left corner of each letter to coordinate its local distribution with the schedule of requirements submitted by the Distributer.

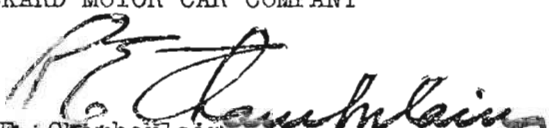
5. ADDITIONAL QUANTITIES: Requests received from Distributers or Dealers for additional quantities of any certain letters or literature, except advertising material which will be supplied in accordance with the regulations of the Advertising Department, cannot be complied with, as in the interest of economy, the printing schedules can necessarily only anticipate normal requirements. Local reproduction of such letters is suggested.

6. REQUESTS FROM DEALERS: Requests received from Dealers for copies of letters will be complied with by the Factory only in instances where the letters requested were originally addressed "To Packard Distributers and Dealers," or "(Copy to Dealers)," otherwise the request will be referred to the Distributer.

7. SETS OF LETTERS: Requests for complete sets or selected numbers of any series of letters will be filled only with letters effective at the date of mailing.

8. MAILING LIST: It is not permissible to place the name of any individual other than a Distributer or Dealer outside of the Factory organization on any of the mailing lists.

Very truly yours,
PACKARD MOTOR CAR COMPANY


R. D. Chamberlain
General Sales Manager

REC:H
(j) 1500

SCHEDULE OF REQUIREMENTS OF FACTORY LETTERS AND LITERATURE

FOR THE

DISTRIBUTERSHIP.

IMPORTANT INSTRUCTIONS TO THE DISTRIBUTER.

The purpose of this questionnaire is to bring our mailing list up to date to fully meet the needs of your organization. Please assist us by carefully following these instructions. Please read carefully Trade Letter T-2048 dated February 27, 1924, and note the following classifications and explanations. Please approve or revise the required quantities as now appearing on our mailing list, return promptly the original copy of this report to the General Sales Manager, Packard Factory, and retain the duplicate copy for reference. Subsequent changes in quantities should be requested by letter.

2. GENERAL LETTERS

Number of Copies the Factory will supply to:

WHEN ADDRESSED "TO DISTRIBUTERS":

Distributors Dealers

- | | | |
|---|---|---|
| (a) Matters of interest only to the General Manager | 1 | 0 |
| (b) Matters of a temporary nature | | 0 |
| (c) Matters of a more or less permanent nature | | 0 |

WHEN ADDRESSED "TO DISTRIBUTERS AND DEALERS" OR "(COPY TO DEALERS)":

- | | | |
|---|---|---|
| (d) Matters of interest only to the General Manager | 1 | 1 |
| (e) Matters of a temporary nature | | 1 |
| (f) Matters of more or less permanent nature | | 1 |

3. TRADE LETTERS

WHEN ADDRESSED "TO DISTRIBUTERS":

- | | | |
|--|---|-----|
| (g) Matters of interest only to the General Manager | 1 | 0 |
| (h) Matters of interest to Distributors only | | 0 |
| (i) Matters of interest to Distributors, and also
possibly to Dealers | | (X) |

WHEN ADDRESSED "TO DISTRIBUTERS AND DEALERS" OR "(COPY TO DEALERS)":

- | | | |
|---|--|---|
| (j) All letters regardless of subject discussed | | 1 |
|---|--|---|

4. TECHNICAL LETTERS

- | | | |
|---|--|-----|
| (k) All letters regardless of subject discussed | | (X) |
|---|--|-----|

5. ADVERTISING LITERATURE

Number of Copies the Factory will supply to:

	<u>Distributers</u>	<u>Dealers</u>
(1) All material as published	1	1

6. NEWSPAPER EDITORIAL MATERIAL

(m) All issues regardless of subject discussed; and when illustrated, will be accompanied by stereotype mats or photographs	1
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7. SALES EDUCATIONAL LITERATURE

(n) Sales Educational Course pamphlets, (Serially numbered)	(Y)
(o) Sales Educational Bulletins, when published, (Serially numbered)	(Y)
(p) Miscellaneous bulletins, when published, (Not numbered)	(Y)

REGULATIONS GOVERNING DISTRIBUTION

(a) (d) (g) Additional copies will not be supplied.

(b) (e) (m) (n) (o) (p) Additional copies will be supplied until original edition is exhausted, and not thereafter.

(c) (f) (h) (i) (j) (k) Additional copies will be supplied, at any time until cancelled or superseded, in small quantities to meet normal needs.

(l) Any quantity of additional copies will be supplied at any time while current.

(X) Copies will be supplied to Sub-branches and Dealers by the Distributer at his discretion.

(Y) Quantities as requested by the Sub-branches or Dealers will be supplied direct by the Factory.

Signed by

Title

Date