

# PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

April 8, 1929

TO BE NOTED AND INITIALED BY	

TO: PACKARD DISTRIBUTERS AND DEALERS

SUBJECT: EDUCATIONAL SLIDE FILM SERVICE FOR YOUR SERVICE DEPARTMENT

Gentlemen:

The field has responded so well to this film service as introduced in General Letter G-55, that we have decided to produce films which will be released as nearly as possible on a monthly basis.

Attached is a descriptive folder of the film equipment, what subjects the service will include; and a coupon for one years subscription at \$3.50 a month. In addition to the Packard films you can obtain many interesting films of an advertising and educational nature from other companies catering to the automobile trade. These will give still further interest and value to service meetings.

We have in stock now, ready for immediate shipment, at \$45.00, slide film projector with extra bulb and carrying case; and for an additional \$5.00, a 4' x 4' screen, lecture binder and film box container. We are passing on to you the benefit of a quantity price we receive on this equipment.

Slide films with lectures are the most modern way of stimulating and holding interest in service meetings, a sure fire way of getting a subject over.

1. MAKES THINGS PLAINER.
2. MAKES MEETINGS EASY TO HOLD.
3. MAKES MORE MEETINGS REGULARLY.
4. CONTROLS TALKS.
5. STANDARDIZES MEETINGS.
6. PLACES THE SAME SUBJECT BEFORE THE ENTIRE FIELD ORGANIZATION AT ONE TIME.

Order the years subscription to the film service by filling in the coupon card at the bottom of the attached folder. Also check items of equipment wanted.

Dealers should send the coupon card to their distributors who will O.K. the charges to be made against the Distributer's account, shipment will be made direct to the point ordering the service.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

*J. F. Page*  
J. F. Page  
General Service Manager

JFP:PA