

STUDEBAKER DIVISION  
STUDEBAKER-PACKARD CORPORATION  
SOUTH BEND 27, INDIANA

August 22, 1956

Messrs. William, Mercer and  
Gilbert Stillman  
Stillman's Automotive Center  
45 South McDade Blvd.  
Glenolden, Pennsylvania

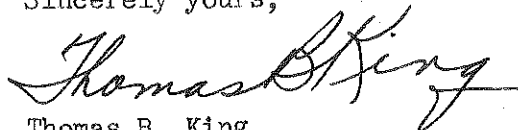
Dear Messrs. Stillman:

The enclosed news story on your appointment and opening as a Studebaker dealer has been prepared for your use when you schedule your new dealership opening. As you will see, the story is written for release the day before your opening by saying "tomorrow" in the second paragraph. When you are set to go with a firm date, we would suggest talking directly with the auto editor of the newspaper so that the story you send to him will run the day before your announcement advertising.

I would appreciate your wiring me collect to inform me of your definite opening date as soon as it is available.

Let me know if the public relations department can be of assistance to you.

Sincerely yours,



Thomas B. King  
Manager of Public Relations

TBK:bs

Enclosures