

PACKARD MOTOR CAR COMPANY**DETROIT, MICHIGAN**

TO BE NOTED AND INITIALED BY

To PACKARD DISTRIBUTERS AND DEALERS

February 24, 1937

Subject ADEQUATE PARTS STOCK FOR EFFICIENT SERVICE

Gentlemen:

There comes a time in all lines of endeavor when time-honored and deeply imbedded practices must be dug out and viewed in the light of rapidly changing conditions. Some may be dulled from disuse or neglect. If these are PACKARD PRINCIPLES, their luster and brilliance may be restored by assigning them again to active duty. Others may require reshaping and reburnishing to fit them into the modern scheme of things, while others should be discarded entirely.

The main objective of Packard Service is OWNER SATISFACTION. Guaranteed Precision Built Packard Parts play a tremendous part in this program. Parts department managers must begin to think of quantity lots instead of single items. The addition of the Six and One Twenty lines have made this imperative. The channels of commerce are now running bank full. Deliveries from manufacturers and transportation facilities are hampered because of this but it's a mighty welcome experience.

It behooves Packard distributors and dealers to gear their whole service activity, stock ordering and stock keeping system to this new condition. Where "one day" service was the rule a few months ago, parts now may be three days enroute. Where the factory obtained immediate service on material, it now may require ten days or possibly longer for delivery. Packard parts men can easily appreciate the immediate need of (a) carrying more stock, (b) ordering in quantity lots, (c) placing orders in time to forestall any delay.

The increased activities in your own service department is ample proof of this situation and to preserve owner satisfaction constant attention to build up of an adequate inventory is essential.

Yours very truly,
PACKARD MOTOR CAR COMPANY

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