

General Letter No.

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

August 13, 1931

To PACKARD DISTRIBUTERS AND DEALERS

Subject ANNUAL SERVICE MEETING

TO BE NOTED AND INITIALED BY

Gentlemen:

The annual service meeting will be held at the factory September 9, 10 and 11, 1931. This notice is being sent out early so that you may make arrangements for your service manager to attend.

The value of this opportunity of meeting and exchanging ideas with service men from all over the country can not be over-estimated. Furthermore, the factory wants to know your problems and your needs. Good service is a mutual responsibility of both the factory and the field organizations.

Our program will provide for a full discussion of the mechanical features of the cars in service, information pertaining to the various divisions of the factory, and an opportunity for the service men in the field to make the personal acquaintance of those at the factory who are called upon to work out the many service problems. All of this has a vital bearing upon service results and the quality of Packard service everywhere.

The value of these meetings from a sales as well as a service standpoint many times offsets the expense involved. Please notify us well in advance of the number of men you are sending so that hotel accommodations may be made.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JFP:PA
(b) 1800
Dealers' G.L. No. 418

J. F. Page
General Service Manager