

REFER TO THIS LETTER BY NUMBER

TO BE NOTED AND INITIALED BY

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

October 27, 1932

PACKARD DISTRIBUTORS AND DEALERS

Subject

SERVICE MAILING PIECE

Gentlemen:

If you act promptly, you still have time to get in on the Winter Mailing Piece.

This piece was described in detail in General Letter G-478. We are attaching an additional sample. You will notice that there is space for imprinting and that you can supply your own price for your winter preparation service.

Each owner will appreciate your thoughtfulness in reminding him of the importance and necessity in preparing the car for cold weather driving. Not only anti-freeze, but some mechanical work is required and by using this piece, you are making a sincere effort to aid in protecting his car. We believe that the attached mailing piece tells this story in an interesting, attractive and non-technical manner, which will prove productive of a large quantity of winter preparation work.

Suitable posters are available and are pictured in the Service Letter, Vol. 6, No. 20, as well as in Vol. 5, No. 23.

The use of these direct mail pieces and your follow-up system will provide you with a definite plan for calling the need of this type of work to each owner's attention. Do not consider the job done when you have finished mailing the piece. Follow up this contact by phone calls and personal letters. You are looking for an increase in service volume, you can get it by setting as your goal the winter conditioning of each Packard car in your locality.

SEND IN THE ATTACHED ORDER TODAY FOR YOUR WINTER PIECES.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. F. Page
General Service Manager

2(b-1) 795
Enclosure
Dealers' GL-500