

REFER TO THIS LETTER BY NUMBER

# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

September 29, 1933

To

PACKARD DISTRIBUTERS AND DEALERS

Subject

"PACKARD SERVICE" BOOKLET

TO BE NOTED AND INITIALED BY

Gentlemen:

The important step in the after-sale of a Packard car is to do a thorough job of selling the owner on Packard Service. The time to do this is during the first ninety days of his use of the car. He naturally comes to you during the warranty period. Capitalize on this fact by convincing him of your desire to handle his service needs.

A complete understanding of his obligation, of your obligation, and of the factory's, is necessary. The fact that REGULAR service by PACKARD means Packard Performance is the second item. Both of these are presented to the new owner in the booklet "Packard Service."

This, with a letter similar to the sample attached, should be mailed about a week to ten days after delivery.

We are absorbing half of the cost of the book and have set a price of three cents each, with the plain envelope. The letters should not be processed but separately typed, and personally signed. Send your orders to the Service Literature Department.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JFP:PA  
2(b-1) 760  
Enclosures  
Dealers' GL-570

J. F. Page  
General Service Manager