

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

November 2, 1933

To PACKARD DISTRIBUTERS AND DEALERS

Subject SERVICE FOLLOW-UP MAILING CARDS

TO BE NOTED AND INITIALED BY	

Gentlemen:

We are attaching samples of two new type service follow-up mailing cards. These are intended for occasional, rather than general mailing. The No. 1 card is intended to be mailed to owners who do not call at your service station regularly and have not been in for at least a ninety-day period.

The No. 2 card is intended for mailing to those who have been in, but who did not have time to have all of the work that should have been taken care of handled at that time. For the efficient use of a card of this kind, the service salesman should be instructed on all orders to make notations during his final inspection of the car just before delivery to the owner. At that time he will invariably find items which should be called to the owner's attention and notations to this effect should be made on the repair order. These may later be followed up by the use of the No. 2 card.

In both instances you will notice that return post cards are attached. Where your mailings amount to 200 or more, the post office will supply you, upon request, with a permit number which will allow you to use the business reply card. Where your mailing amounts to less than 200, no permit can be obtained and in this case the use of a one-cent stamp is suggested. You will find that if you will affix the stamp to the return card you will get many more returns. When ordering, therefore, be sure to specify whether you wish the business reply card to be used with the permit number and if so, please supply us with your permit number. If not, designate that your mailing will be less than 200 and that you will use the one-cent stamp, which you will supply and affix.

Please order the cards by number, either 1 or 2. Indicate the quantity required and the imprint which you wish on the return post card.

These cards, complete with imprinting, are 3¢ each.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. F. Page
General Service Manager

JFP:N
2(2-1) 760
Enclosures (2)
Dealers' GL-579