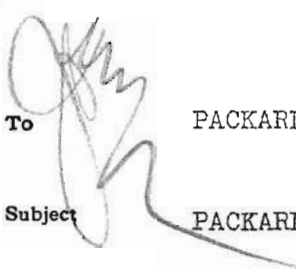


# PACKARD MOTOR CAR COMPANY

## DETROIT, MICHIGAN

December 14, 1933

  
To PACKARD DISTRIBUTERS AND DEALERS

Subject PACKARD SERVICE MANUAL

TO BE NOTED AND INITIALED BY	

EFFECTIVE JANUARY 1, 1934

**Service Manager:**

A new Packard Service Manual including the Eleventh Series has been prepared and a copy mailed to each distributor and dealer. Additional copies will be furnished at fifty cents each.

Be sure that the labor rate you use is on a competitive basis with others in your locality.


In all probability parts prices will have to be increased in the near future. Our prices on parts are very reasonable on any competitive comparison.

Service should be sold on the buying motives of satisfactory performance and safety, economy, comfort, and pride. Do not sell service on price alone. In fact, the cost of the job should be mentioned last, and only after the owner has been completely persuaded that the work suggested is necessary and desirable. Appeal to the owner's buying motives, prove to him the advantage of having the work done, and get his commitment.

Discuss service selling more often with your service salesmen.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JFP:PA  
2(b-1) 775  
J. F. Page  
General Service Manager