

Packard-Chicago

Date 10-12-32.

Service Bulletin

To: TERRITORIAL DEALERS
Subject: WINTER CONDITIONING PROGRAM

For a good many years we have made it a practice to send out some form of a reminder to our Owners each Spring and Fall, suggesting certain work that should be done.

Last Spring, we developed a Spring Conditioning Service in the form of a group of operations on which a special group price was offered. Some of these were flat rate operations and to make the group appear all inclusive, these flat rate operations were split up into a number of smaller operations not usually described in detail. In this way we were able to cover some thirty points that normally need attention in order that the car would be in good condition for the Summer driving season. These operations were priced at \$24.00 and \$26.00, depending upon the model of the car.

The results of this Spring Conditioning Program were very satisfactory to us as a large number of owners availed themselves of the special price. In addition to our increase in volume from the special price, we were able to sell each owner an average of \$16.50 worth of repairs at our regular list price.

Our branches and all our City dealers are doing the same thing this Fall and I am enclosing a copy of the repair order form that we are using, together with detailed information as to how we will handle it. We can furnish this form to you less the price shown by us for \$.45 per pad of fifty. You can then determine your own price considering local conditions and if you desire your price imprinted let us know the quantity you need and we will quote you a price for the forms as the cost will be slightly higher.

I would suggest that you enclose this repair order form with a letter to each of your owners, explaining just what this service means. I believe you will agree that this group of operations should put the owner's car in very good condition for the winter driving seasons.

We have abandoned the practice of thinning transmission and differential oil as past experience has shown us that it is not satisfactory for so many different grades of transmission and differential oil are sold on the market today. We will drain and renew the oil in these units and are starting immediately as we have already had some cold nights.

KHP.MK.

H. H. Peterson,
General Manager of Service.

Make every owner a salesman.