



SERVICE SELLING POSTAL CARDS

Direct mail will produce added service volume. We have produced a plan for your use that will enable you to keep in contact more often with your owners than has been done by seasonal pieces and at a lower cost to you.

A folder was mailed to you containing a series of U. S. stamped postal cards. They are to be used as constant reminders on various items of particular importance to Packard owners. They are not all intended for general mailing to an entire list.

Some are of a seasonal nature, such as 4, 10 and 11. Others should be mailed out on a mileage basis, i. e., when the owner has driven approximately ten thousand miles according to your records, use cards 3, 7 and 8. Cards such as 3, 5, 7 and 9 should be mailed to owners when the service salesman finds work of the nature covered by the card advisable.

You may wish to put on a special drive for polish work. In this case No. 6 will do the job for you. For spring mailing, cards 1, 3, 5 and 10 are suggested. For fall mailing, cards 4, 5, 7 and 11 are suggested and a separate drive in between seasons can be made on the subject of safety by using card 12, in these cases as a general mailing.

When ordering cards use the number that appears in the lower left hand corner. This corresponds with the number on the order blank. State the quantity desired and indicate your selling price as you wish it to appear on the card. Then give us your correct firm name, street, city and telephone number. Tear the order form off the folder and, since these orders will be charged through your parts account, dealer orders should have the approval of the distributor.



Each DIFFERENT card costs \$1.25 per hundred, plus imprinting at 90c per hundred for the first hundred. Add 15c a hundred to the card cost of \$1.25 per hundred for each additional hundred of the SAME card.

Note—Arrangements are now being made to duplicate this series of cards in Canada on Canadian post cards. Samples and order blanks will be mailed by Dec. 1 to Canadian dealers

Packard produces fine cars and Packard Service keeps them at their best