

Dealer 48D-3  
January 26, 1948

To: REGIONS, ZONES, AND DEALERS

Subject: COLLIER'S SPRING TUNE-UP MAILING PIECE

Collier's, the National Weekly Magazine, continues its "Preventive Service" feature with a color spread in the March 27th issue, entitled:

This Spring  
Drive Merrily...  
Travel Far

With Your Car  
Tuned-up to Par

The mailing piece is a reprint of the feature attached as you can see from the sample.

Supplementing your regular service mailing program, "Preventive Service", as sponsored by Collier's, sells the importance of service by advising the customer about the proper condition of his car for safer and more comfortable driving during the coming summer months. Collier's sells the idea of Spring Tune-Up - you sell the service - building business for your Service Department and maintaining the all important contact with your owners.

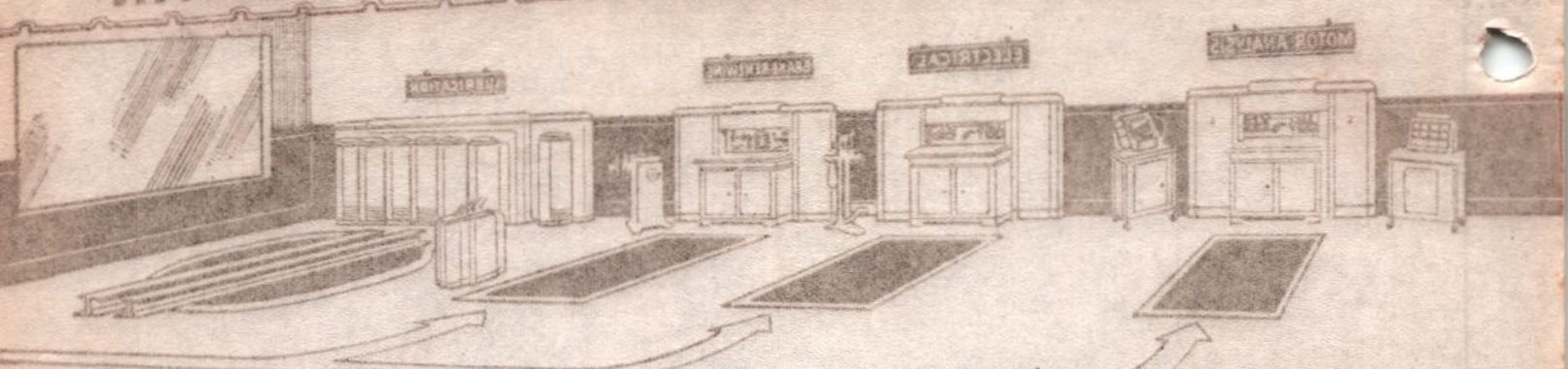
Your order, together with your check, must be sent to Collier's Dept. #10, 250 Park Avenue, New York 17, N. Y., so it will be received prior to February 13th. Confirm your order as expressed in the blank on your own letterhead, and mail letter, order blank and check, all attached.

The minimum quantity is 500 and the cost is as follows:

Mailing Folders shipped to you, address side in blank, to be addressed and mailed by you.

1st 500	-	\$17.50
Additional 100's	-	3.00

(over)



You will receive with your order an additional 10% not imprinted for giveaways in your service Department or Showroom. In addition, you will also receive one blow-up, 33" x 42" for display purposes. Many dealers have found these especially effective.

The March 27th issue is on the newsstands March 19th. Place your order without delay and do not wait for the deadline. Collier's can give you better service if your order is received promptly.

Very truly yours,

*N. A. Lull*

N. A. Lull

Service Technical Manager

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Encls.

The mailing place in a reprint of the feature attached as you can see from the sample. Supplementing your regular service mailing program, "Preventive Service", as sponsored by Collier's, adds the importance of service by advising the customer about the proper condition of his car for better and more comfortable driving during the coming summer months. Collier's adds the idea of Spring Tune-Up - you sell the service - building business for your Service Department and maintaining the all important contact with your owners. Your order, together with your check, must be sent to Collier's Dept. 410, 280 Park Avenue, New York 17, N. Y., so it will be received prior to February 15th. Confirm your order as expressed in the blank on your own letterhead, and mail letter, order blank and check, all attached.

The minimum quantity is 500 and the cost is as follows:

Mailing folders shipped to you, address side in blank, to be addressed and mailed by you.

\$17.50  
3.00

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