

SPECIAL "SELL MORE PARTS" BULLETIN

PACKARD PARTS *for* PACKARD CARS

PACKARD SERVICE *for* PACKARD OWNERS

SERVICE STORES DIVISION



PACKARD MOTOR CAR COMPANY

DETROIT, MICH.

PACKARD DISTRIBUTERS AND DEALERS

NO. 172

ATTENTION OF General, Service & Stores Manager

DATE November 25, 1936

A copy of our new SERV-SELF Service folder is attached. It covers a special class of profitable service merchandise, the sale of which should rapidly gather momentum as the number of Packard Six and One Twenty cars increase in the field. This merchandise appeals to those owners who can and often do care for their own cars.

This splendid piece of service advertising should be given to all customers and may be utilized as a direct mail piece. Its use should increase the sales volume of your parts department with profits reflected accordingly.

These will be shipped to you in any quantity you may order at a cost price of ninety cents (\$.90) a hundred, which is a very special price as a portion of the actual producing cost is being absorbed by the factory. Order today as many as you can profitably use to increase the income of your parts department.

Yours very truly,

PACKARD MOTOR CAR COMPANY

B. R. Horsley
Manager Service Stores Division

BRH:LM
(2200)
Enclosure