

PACKARD MOTOR CAR COMPANY

DETROIT MICHIGAN

April 14, 1926.

To Packard Distributers and Dealers.

Subject, Packard Owners Service Register

TO BE NOTED AND INITIALED BY	

The most valuable contact that a distributor or dealer can maintain is the one with a person to whom a car has been sold.

Satisfied owners who are boosting for you form your greatest advertising and sales assets. Dissatisfied owners on the other hand represent your greatest liabilities.

You cannot afford to lose contact with a single owner and with this in mind we again draw your attention to the Packard Owners Service Register. If you have not already done so, see that this system is installed.

A few minutes a day is all that is necessary to keep the Register up to date and provides you with a complete picture of your customers' service requirements.

Start the sheets by listing all your owners whose surnames begin with the letter "A," then leaving a few spaces for future additions, list the "B" owners, etc. By noting the nature of the work called for on repair orders and by the insertion of the proper key symbols at the bottom of the page in the spaces under the various months, you will after a short time have an excellent picture of the use your owners make of your service station.

If desired, additional key symbols can be added such as "A" for accidents, "AC" for accessories, etc.

The greatest value of the Register is in pointing out the owners who do not patronize your service department and it is obvious that these owners should be followed up vigorously.

These sheets, Form D-30 (sample of which is attached), will be supplied for twenty-five cents a pad, ten sheets to a pad.

Very truly yours,

PACKARD MOTOR CAR COMPANY.

H. N. Davock

H. N. DAVOCK,
General Service Department.

HND-B