



46D-7
 Dealer 6
 April 30, 1946

To: REGIONS, ZONES AND DEALERS

Subject: SERVICE REMINDER POST CARDS

Service Postal Cards are a valuable aid in customer contact work. Service Standards Booklet #2 on Service Promotion describes the proper method for setting up a routine for their use.

A new card has been added to produce inquiries about the Packard Lubrication - Inspection Coupon Book Plans described in Development Bulletin 46D-3, Dealer 3.

The series of Service Post Cards, prices, and firm name imprinting prices are listed:

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|-----------------------|-------------------------------------|------------------------|----------------|
| 1. Rear Axle & Trans. | 4. Universal Joint | 7. Tires & Steering | 10. Blue Coral |
| 2. Brakes | 5. Shock Absorber | 8. Chassis Lubrication | 11. Cooling |
| 3. Electrical | 6. Engine Tune | 9. New Sign | 12. Thanks |
| | 13. Lubrication Coupon Book Service | | |

The price for Post Cards, including stamps, is \$1.50 per 100. The prices for imprinting a three line firm name are as follows:

Minimum up to 100	.85	601 to 700	1.35	2400	3.65
101 to 200	.90	701 to 800	1.45	3600	5.45
201 to 300	.95	801 to 900	1.55	4800	7.25
301 to 400	1.05	901 to 1000	1.65	6000	9.05
401 to 500	1.15	1001 to 1100	1.75		
501 to 600	1.25	1200	1.85	Additional C's	.15

Additional lines in imprint are 15¢ per line on total order. Handling and packaging is 25¢ per 1000. Add 15¢ to total order for each additional type of card selected after the first one for printing press change.

EXAMPLES

1200 Cards @ \$1.50 per 100	\$18.00	2400 Cards @ \$1.50 per 100	\$36.00
Imprinting 100 each of 12 cards	1.85	Imprinting 200 each of 12 cards	3.65
11 changes @ .15	1.65	11 changes @ .15	1.65
Shipping	.50	Shipping	.75
	<u>\$22.00</u>		<u>\$42.05</u>

Very truly yours,

N. A. Lull
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