

THE

SEMI-MONTHLY



PACKARD  
APPROVED  
ACCESSORIES

# ACCESSORY PROMOTOR

INCREASED SALES AND PROFIT WILL RESULT FROM

Knowing your product, your market — Effective display — Increased turnover

— Convincing your customer by talking results in terms of his desire

— Directing your efforts by a definite sales plan.

Attention: Accessory Manager  
General Manager

October 1, 1930

## LEADING WINTER SELLING ITEMS

Gentlemen:

PACKARD HOT WATER HEATERS For both front and rear compartments.  
To the best of our knowledge it is the only hot water heater that  
does not decrease leg room in the front compartment.

PACKARD KELCH HEATERS Improvements in this heater makes it  
more efficient and better than ever. For the maximum amount of  
heat we recommend the Kelch. It can be furnished with both front  
and rear registers.

PACKARD FRANCISCO HEATERS For those who want an inexpensive  
heater. An outside air intake has been added so that the  
operation of the winterfront will not affect the performance.

DON'T FAIL TO ASK YOUR CUSTOMERS TO BUY.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JDW:B  
(1800)

J. D. Wilson  
General Accessory Manager