

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

November 15, 1930

Gentlemen:

At least thirty-two distributors representing over 65% of the Packard distribution are using metal tire covers as standard on all or on deluxe equipped eighth series cars. Replacement demand is growing daily. List prices are from \$10.00 to \$22.50 varying with size and finish.

The popularity of the Radiator Screen gives everyone of you a chance to cash in on this item. That it can be done, witness Des Moines sales of thirty in the past two months - their gross profit was at least \$450.00. List prices are \$30.00 and \$40.00.

Sales of Motop Oilers in the last five months was 63% greater than last year. This oiler sells for \$15.00 installed.

These are just a few illustrations that accessories are being sold. Real cash profit comes with each sale. While it is true that the number of cars sold affects total accessory volume, nevertheless, the "after market" has at least twice the possibilities of the new car market.

Use of silent salesman envelopes - displays illustrating use or creating a vivid picture effect - asking the customer to buy - being able to deliver from stock - all count big in proper sales effort. You can increase your business - if you will.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B
(1800)