

THE



ACCESSORY PROMOTOR

SEMI-MONTHLY

PACKARD
APPROVED
ACCESSORIES

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

December 1, 1930

Gentlemen:

You would be surprised if you knew how much a neat, attractive display is appreciated by progressive merchants. This holds good from Woolworth to Tiffany. So clean and brush up your show case and arrange in it attractive, salable accessories. They are your jewels - get busy on this proposition today. With Christmas only three weeks away you can create a greater demand for accessories. Our warm, soft, precisely tailored robes furnish you with a leader.

Drifting along and overlooking good ideas which will aid sales isn't merchandising. For instance, several Packard owners have told us that seldom, if ever, they received circulars on accessories either with invoices or when their car is in for service. They also have told us that they would prefer to buy accessories from us if they knew that we had them. Then, too often, they report that they must make the suggestion of something they want. They say the salesman very rarely takes the initiative.

Wouldn't you rather your organization would operate along similar lines to the experience that has come to all of us: We look for success from the man who sells us a necktie, too, when we only intended to buy a shirt. Let's spend our energy thinking of sound ways to sell more at a profit instead of hunting up "good" reasons for not doing so.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B
(1800)