

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.

December 1, 1931

Attention: Accessory Manager
General Manager

Gentlemen:

The chances are that Santa Claus will be present in the homes of most of your owners. Perhaps spending for Christmas won't be quite as freely as before, yet you know that there will be plenty of presents bought. It certainly is possible for you to get some of this business.

Why not follow the example of the leading department stores in your city and display your goods as attractively as you know how. Redecorate the show cases with seasonal colors and accessories. But most important of all - get everyone at work selling accessories.

Let's follow at least three fundamentals of good merchandising. HAVE IT. SHOW IT. ASK THEM TO BUY. At the Christmas season this can be particularly applied to such accessories as: Heaters, Robes, Windshield Defrosters, Trippe and Lorraine Lights, Window Wings, Handy Kits, Mirrors Screens and Oilers.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JDW:B
(1800)

J. D. Wilson
J. D. Wilson
General Accessory Manager