

THE

E M I -
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

December 15, 1930

Gentlemen:

We sincerely appreciate the cooperation you have given us during the past year, and are confident that a continuation of such a spirit will prove mutually beneficial throughout 1931.

We feel sure that you appreciate the vital contribution accessories have made to your income. Right now one of the most helpful suggestions we can give you is to review the number of each accessory you have sold during 1929 and compare this with your potential opportunities -- car sales, retail and wholesale, and the number of cars serviced. This should reveal many good opportunities for increased sales in 1931. If supported by brushing up on the product, your market and a strengthening of your own confidence through demonstrating to yourself that you can handle the job at hand.

The members of this department join me in extending to you our heartiest wishes for a JOYOUS CHRISTMAS and a NEW YEAR filled with PROSPERITY and HAPPINESS.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B
(1800)