

# 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

February 15, 1930

Rubber is rubber to most people even tho' this may not be technically true. There is a difference, however, in the amount and grade of rubber in any article. Ordinarily anything over 50% rubber is good, for to withstand wear it must be compounded with other ingredients. Just how well it will last under use and abuse depends not only upon the grade and amount of rubber but upon the kind of ingredients it is compounded with. These facts can be applied to two Packard Approved Accessories.

## 1. STEP PLATES

These are an exclusive quality product made by a manufacturer who will not cut the quality. The mats are made of number 1 smoke sheet rubber (65%) compounded into an exceedingly tough stock of a tensile strength of about 2400 pounds per sq. in. - well able to resist almost any abrasion and scuffing. To increase its life by preventing buckling and keeping rigid each mat is molded over an especially treated steel plate which is perforated to allow the rubber to better adhere to it. This process of completely encasing the insert in rubber is an exclusive feature with the manufacturer of Packard Approved Step Plates. The polished aluminum frame of the deluxe plate, and the toe plate of the special are first grade castings made to our specifications.

Cheaper step plates may be had, but they lack the quality and wearing ability of ours. And a step plate that lasts only a short time before it becomes scuffed, worn, torn or buckles isn't what your owners expect, so ours are made to prevent such happenings.

## 2. RUBBER MATS - For Front and Rear Compartments

Packard Approved mats are a high grade rubber (55%) compound and treated to give a tensile strength of about 500 pounds per sq. in. They are made to our own specifications. To prove that the mat has aged (is tough enough to withstand use) each one is tested 72 hours at 160° F. Please notice that our mats are "colored" (a gray). This proves it is of high grade rubber. Mats of cheaper rubber are black for they won't "take" color. Each mat is rolled so it will lie flat.

Your market for these two accessories is practically unlimited. Because of their quality and methods of manufacture, we feel you can easily show how practical and economical they are for anyone.

Yours very truly,  
PACKARD MOTOR CAR COMPANY

J. D. Wilson  
General Accessory Manager