

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: General Manager
Accessory Manager

March 15, 1930

Light is one of the things we can't do without. The better it is, and the more of it we have, especially when driving at night, the better we like it. So the usefulness of and need for spotlights is evident. How many sales are you passing by because the story is not presented to the owner in the right manner? In Packard lights you have selling appeals to basic instincts - safety and protection - convenience and the satisfaction resulting from relief of nervous strain and tension. The facts given below with reference to the two Packard Approved Spotlights should enable you to improve your sales presentation:

1 - THE LORRAINE SPOTLIGHT

It will throw a concentrated beam of light a distance of 2,000 feet down the road. Its control is the rocking, rotating type and is entirely within the car. It may be turned so as to throw the light in any direction.

The entire light is manufactured of brass and bronze except the internal shaft and two head gears which are of a hardened and non-rusting steel. The Lorraine reflector is a hand-made, silver plated, laboratory spun job, scientifically made. As the rotary electrical contact system of current supply and spring switch (within the handles) are used, the light has no wires or cables to coil or uncoil with head movements, causing short circuits. All working parts of the lamp operate in a lubricant. This is possible because there are no wires inside. The entire lamp is copper plated, nickel plated and finally chromium plated. The entire light is designed and manufactured in such an excellent manner that the possibilities of electrical and mechanical troubles are reduced to a minimum.

This light is installed thru' the pillar post of cars previous to seventh series models, and on the seventh series thru' the cowl. Our engineering department approves both installations. Neither is hard to make if the installation tool equipment, locating fixtures, and graphic instruction sheets are used.

2 - THE PILOT-RAY LIGHT

More of a road light than a spotlight, the Pilot-Ray's beam is well spread, and automatically (the lamp mechanism being actuated by the steering arm) turns with the wheels, but the ratio of turn is approximately $2\frac{1}{2}$ times as fast as the wheels. Thus full illumination in the direction of travel is always automatically assured and when rounding curves they will be lighted while the regular headlights are still shining across the field. Emphasize this in talking to owners for

(See other side)

statistics show the greatest number of accidents occur at curves. It's low mounting makes it particularly good in piercing fog, as fog is thinnest near the ground.

The entire lamp is brass or bronze except the hardened steel parts of the operating mechanism. The bearings are packed in grease and the whole lamp designed to reduce service needs to a minimum. The parabaloid reflector is silver plated and a laboratory spun job anchored in the head of the lamp by holder springs which make it rattle-proof as well as dust and water tight. This is a recent improvement as is the elimination of the Thrust Collar and taper pin and the use of a solid shaft. Another feature of this light is its simple installation - there is no drilling, so it may be attached without defacing either the frame or body.

LEGALITY

To the best of our knowledge all states permit the use of either or both of these lights.

SEEING IS BELIEVING! Keep these lights on display and hooked up so they will shine. Then your own efforts are all that is needed to materially increase your sales.

LET US START TODAY.

Yours very truly,

PACKARD MOTOR CAR COMPANY

A handwritten signature in dark ink, reading "J. D. Wilson". The signature is written in a cursive style with a large, stylized "J" and "W".

J. D. Wilson
General Accessory Manager

JDW:B
(b) 1800