

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

April 1, 1932

Gentlemen:

1931 figures for forty-four Dealers (not Distributors) show:

Accessory Sales of:	\$592,170.56
" Gross Profit of:	\$188,281.46
Cars Delivered:	2316
Accessory Sales per car delivered:	\$255.69
" G.P. " " " :	81.34

The smallest of these Dealers delivered ten cars; the largest 320.

Total Retail Accessory Sales of a group of representative Distributors were \$374.00 per car delivered retail.

(All the above sales figures include oil and grease).

These are worth while, commendable and profitable results. They certainly show accessories were sold in volume in 1931, and must mean the appearance, utility, comfort or convenience brought by Packard Approved Accessories count with Packard Owners. The essential procedure is to know that each of your owners know what you have that would particularly appeal to him.

If each of you are willing to give a little more serious attention to your own accessory business in 1932, the result should be even more profitable business.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JDW:EB

J. D. Wilson
General Accessory Manager