

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

May 1, 1930

Gentlemen:

Trunks are one of your most popular and profitable accessories. Even though they are what Packard Owners want, we are giving you below important details to enable you to increase sales and overcome competitive or other sales resistances.

The most outstanding feature is the interlocking edges which make these trunks dust and water proof. These edges are of steel containing a slot in which is inserted the best quality of live rubber. The mating edge has a steel tongue which fits into the slot compressing the rubber and making a tight joint. These reinforced edges also prevent warping. To the best of our knowledge this particular construction is not used on any other make of trunk.

To prove this dust and water tightness each trunk has a test under a hose before leaving the manufacturer. A trunk that isn't water proof isn't good regardless of the profit you make or the price the customer pays - if the trunk leaks and ruins the owner's clothes, have either of you gained anything? Neither do we use a cover as standard as we can't see any reason for hiding the appearance of a good looking, water-proof trunk. If the customer wants a cover, however, we can supply one.

All of our trunks are made of 3-ply basswood (conceded to be the best for this purpose because of strength and lightness) and covered with a special material that will retain its original appearance for a long period. On the inside the trunk is reinforced with heavy galvanized end-plates riveted to the inside to strengthen the bottom for bolting purposes. They are reinforced where necessary by harness leather stitched through the wood. Metal bottoms are not used as they will rust. All fittings are solid brass, chromium plated.


While all of our trunks are similar in construction you have a wide selection from which to cater to the individual taste. Besides the fender and running board trunks, we have in rear rack trunks combinations of three wood framed suitcases, three suitcases and hat box, two wardrobe cases; and for the 645 and 745, two long suitcases and two short ones. The rear rack and club sedan trunks are furnished in black, elephant hide grain, tan pigskin grain fabrikoid, and metal - either prime or lacquered.

(over)

The first sales field is big - commissions and profits on each sale are large, so let us see if we can't beat last years sales.

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, looping "J" and a long, sweeping underline.

J. D. Wilson
General Accessory Manager

P. S. - The new trunk guard (see Service Letter 5-15-30) is a useful and convenient accessory that you can sell with trunks. Its design and material matches the rear bumpers. It lists for \$15.00 installed.

J.D.W.