

THE

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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

July 15, 1930

Gentlemen:

Wherever it is seen - be it on crowded city streets, the open road, at the club, or the shore, the admiration for the open car is greatly intensified by the distinction, the individuality expressed and the added dash of smartness attained only by the addition of Windshield Wings and Tonneau Shields.

In either the DeLuxe or Special Windshield Wing and the J & H or Hartford Tonneau Shield you have the finest type of equipment to offer your owners so they may ride and relax protected - eliminate air annoyances.

Each wing and shield is made of non-shatterable glass and all exposed metal parts are chromium plated. The wings attach to holes all ready in the windshield so they really become an integral part of it, and their design blends with the body lines.

The main advantages of J & H shields are that they may be extended back close to the rear seat by sliding on a pair of straight arms (or, if it is the Auster type, by means of arms that unfold as they are pulled toward you) and the side wings may be adjusted to any desired angle. The Hartford shield affords pleasurable motoring because its wings can be adjusted to protect the front and rear seats, or when all wings are fully extended and the top is up it offers almost the full protection of closed cars.

These accessories can be sold on practically every open car -- the deck shield of the sport phaeton is indicative of the trend - now is the time to check your owners.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

P.S. Let's not forget the enclosed cars - Packard enclosed car wings allow the pleasure of driving with windows down yet with protection from drafts, dust, wind and rain. Through non-shatterable glass they allow clear vision, can be installed quickly and without drilling the body, and list for only \$20.00 per pair. Many of your owners will want them if you correctly demonstrate and tell of their many uses.

J.D.W.