

THE



ACCESSORY PROMOTOR

SEMI-MONTHLY

PACKARD
APPROVED
ACCESSORIES

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

August 15, 1930

Gentlemen:

The next six months offer you excellent opportunities for accessory sales. Are you getting the maximum benefit and profit from planned sales?

Below are our suggestions -

For those who are going on vacations

"	"	"	"	coming back from vacations
"	"	"	"	on vacations
"	"	"	"	staying home

1. Trunks and Trunk Guards
2. Mirrors - Tire, Hinge (improved) and Fender Lamp Mirror (new)
3. Seat Covers - They fit, are smart looking and serviceable.
4. Sea Breeze Cushions - dandy for hot weather, fine if you use the car when going swimming.
5. Rubber Mats - always in demand.
6. Radiator Screen - it is going over big. Have you noticed how good it looks on the car?
7. Windshield Wings) for all open cars
8. Tonneau Shields)
9. Pilot Ray & Lorraine Lights - A big help at night.
10. And the Utility items:

Kit Lights	Goggles
Lamp Bulb Cases	Dust Mitts
Tire Gauges	Chassis Oil

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager