

**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.

August 28, 1931

Attention: Accessory Manager  
General Manager

Gentlemen:-

One of our most popular accessories is the Radiator Screen. A recent check, however, indicates that some distributors and dealers are overlooking the wonderful sales possibilities of this attractive item.

The screen will readily sell if properly displayed, and the best way to display it is on a car on the Service Department and Sales Room Floors. The prices are reasonable and the profit liberal. We have two types - the square mesh and the basket weave.

Yours very truly,

PACKARD MOTOR CAR COMPANY

JDW:B

J. D. Wilson  
General Accessory Manager