

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

September 1, 1930

Gentlemen:

Accessories show a greater percentage of profit than any other item you handle. Many of you have increased your profits each year from this source, and know how true this statement is. The fall season, the best selling season for accessories, will soon begin.

Properly planned sales efforts to include your whole organization will prove profitable. Every organization has at least two outlets: - their car salesmen and service salesmen. If your salesmen take advantage of their opportunities; if every organization adopts the policy of making the sales of Packard Approved Accessories a vital part of their business - sales, profits and earnings will increase and all will benefit.

Let's think this over and get a real plan - with the stimulus of the heater and robe business, a new accessory catalogue and lower prices on several items, the time certainly is ripe.

Yours very truly,

PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

JDW:B