

# 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 15, 1930

Gentlemen:

Your volume of accessory sales for the next four months will largely be governed by your heater sales. We have three of the best heaters we know of to offer you. Everyone is an improvement over last years. The prices are right. With enthusiasm behind your story your sales should be greater than ever before.

We have discontinued the Tropic-Aire Heater and in its place offer you the Packard Hot Water Heater. We believe that our heater is as efficient as any other hot water heater, and we feel that its design is better. It will sell for \$35.00 installed for the eighth series car. It is a double heater having registers in both front and rear compartments. To the best of our knowledge it is the only hot water heater that does not decrease leg room in the front compartment. The simplicity of its design allows the heater unit, blower and motor to be assembled in a compact unit located in the tool compartment under the right front seat. The heat is controlled by a switch on the dash and the water may also be shut off at the motor. It is so wired that when the engine is shut off the heater is also. Most of the eighth series cars have the necessary installation holes incorporated in the body and motor.

Because cars previous to the eighth series do not have these installation holes we mount the Packard Hot Water Heater for these cars on the dash. This unit has an adjustable air deflector.

Improvements in the Kelch Heater make it more efficient and better than ever before. All valves have been eliminated and the difficulties encountered with heat escaping has been overcome. The installation time has been reduced considerably by taking the air intake out of the front compartment and placing it near the blower. The volume of heat has been increased and to the best of our knowledge it is the most efficient heater of its kind that we know of. The front auxiliary unit will be available as it has in the past, but is priced at \$8.00 instead of \$10.00.

For those who want an inexpensive heater we again are carrying the Francisco. It is the same general type as those furnished in the past but its efficiency has been increased by adding an outside air intake so that operation of the winterfront will not affect its performance. Each Francisco will also have a dash control for the shutoff.

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We can make shipments of any of these heaters immediately.

The new car sales force certainly has a wonderful opportunity for selling heaters at the time they sell the car. The service salesmen have the biggest field because practically every car that you have sold since the first of January is a prospect, as is also those owners who have older model cars without heaters. The used car salesmen likewise have an opportunity to sell heaters particularly when he sells used Packards, so lets go to work right now.

May we count on you?

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, stylized "J" and "W".

J. D. Wilson  
General Accessory Manager

JDW:B