

PACKARD MOTOR CAR COMPANY

DETROIT, MICHIGAN

TO BE NOTED AND INITIALED BY	

To

June 20, 1932

PACKARD DISTRIBUTERS AND DEALERS

Subject

SUMMER ACCESSORIES

Gentlemen:

Schools are closed and most people are now planning their summer trips. This gives you an excellent opportunity to sell many accessories that are particularly attractive and useful at this time of the year. The following are a few suggestions:

PACKARD TRIPPE ROAD LIGHT

Gives a broad beam approximately one thousand feet ahead. It is non-glaring so as not to annoy approaching drivers. Very efficient in fog and mist - requires no dimming, tilting or turning.

TRUNKS

Overnight visits - week-end trips - longer vacations will demand the need of ample luggage space with the assurance of comfort for all passengers. We have a number of excellent solutions to this problem.

WINDOW WINGS

The occupants may enjoy the pleasure of driving with the windows down yet with protection from drafts, dust, wind and rain. Easily adjusted they control and utilize air currents to provide comfortable ventilation. Made of safety glass.

FRONT COMPARTMENT ASH TRAY (Light Eight)

An excellent convenient device whose utility will be appreciated constantly. Easily attached; slips off bracket for emptying, finished to match front compartment moulding.

GOGGLES

A pleasant and satisfactory relief from eye strain for touring, golf, boating, etc.

(See other side)

HANDY KIT

A compact kit that may be conveniently carried in the tool compartment. Contains the following useful and necessary items:

Body Polish	Fabric Cleaner	Tar Remover
Dust Mitt	Touch-Up Enamel	Chrome Cleaner

Will aid in keeping the car in excellent condition whether at the sea-shore, mountains or cottage.

TIRE GAUGE

Proper tire pressure is important, especially on long trips. Remind your customers of this.

BULB KIT

Some states require that extra light bulbs be carried within the car. In any event it is wise to prepare for the unexpected. This emergency bulb kit contains each size bulb used in Packard lights.

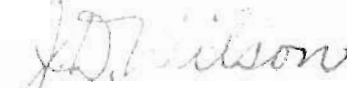
There are three important factors in selling.

1. Have stock available.
2. Display it in an attractive manner.
3. Ask them to buy.

Your owners will appreciate suggestions from you relative to adding to their comfort and convenience.

Yours very truly,

PACKARD MOTOR CAR COMPANY



J. D. Wilson
General Accessory Manager

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Dealers' GL-481