

General Letter No.

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY**DETROIT, MICHIGAN**

December 7, 1933

To PACKARD DISTRIBUTERS AND DEALERS

Subject ACCESSORY MERCHANDISING

TO BE NOTED AND INITIALED BY

Gentlemen:

The Packard car is one of the most comfortable and best equipped cars on the market today; however, the Accessory Department can still offer some additional conveniences that would be appreciated by many owners, and many more could be sold if the customers were familiar with what you had to offer.

The indications are that some of our distributors and dealers are not doing their job with reference to familiarizing their owners with our Factory Approved Accessories. As an example, during the past week we received three inquiries direct from owners on different items. An owner in Minnesota wanted to know what heater we would recommend for a 1002 Limousine; an owner in Pennsylvania wanted a lock for his gasoline tank, and an owner in Ohio wanted a visor for his front door window.

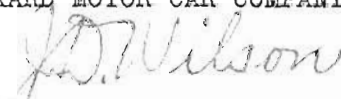
We have written you letters on all of these items; they are shown in our accessory catalog; we have furnished you individual circulars, and will be glad to give you any additional specific information you desire -- but all these efforts are futile if you do not pass the story on to your Packard Owners.

There are two basic reasons why you should promote the sale of accessories:

FIRST, it is really a special service to your owners. The Packard Factory spends considerable time and money selecting and developing the proper equipment for exclusive use on Packard cars, and we are sure you will agree your owners are entitled to this service.

SECOND, accessories show the greatest percentage of profit of any branch of your business.

Yours very truly,
PACKARD MOTOR CAR COMPANY



J. D. Wilson
General Accessory Manager

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