

# ACCESSORIES

BULLETIN NO. D-65

PACKARD MOTOR CAR COMPANY  
OF NEW YORK

July 26, 1938

Copy to:  
Mr. Lee J. Eastman, President  
Executives  
Division & District Mgrs.  
Accessory Mgrs.

All Dealers:

THE IDEA CLEARING HOUSE PRESENTS "IDEA #5"

Submitted by Eastman Motors, Incorporated of Stamford, Conn.

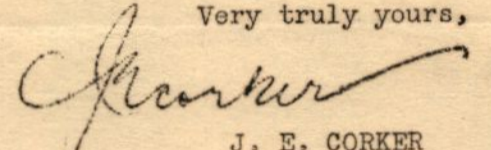
The attached mailing was sent to all owners in the Stamford Territory on May 25th.

As of June 25th - one month later - Porcelainize Jobs had jumped from one a week to one a day!

Tire sales for the first three weeks of May totalled \$126.  
For the first three weeks of June they totalled \$240.  
An increase of 90%!

You supply the letterheads and we'll do the mimeographing free!

Very truly yours,

  
J. E. CORKER  
GENERAL ACCESSORY MANAGER

JEC:dmw

