

# ACCESSORIES

BULLETIN NO. D-76

PACKARD MOTOR CAR COMPANY  
OF NEW YORK

October 12, 1938

Lee J. Eastman, President  
Executives  
Division & District Mgrs.  
Accessory Mgrs.

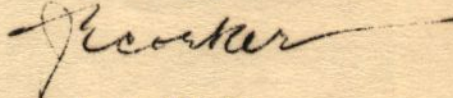
All Dealers:

Attached hereto is the General Accessories Sales Report for the month of September.

You will note that we have set up the 1938-39 accessory quota on a basis of \$85.00 per new Junior Car Delivery. This figure of \$85.00 is only \$3.38 per car higher than actual performance for the past twelve months and is possible of accomplishment this year because of additional accessories available plus slightly higher group prices.

I'm sure you can make it if you'll do your share of the job.

Very truly yours,



J. E. CORKER  
GENERAL ACCESSORY MANAGER

JEC:dmw





GENERAL ACCESSORIES SALES REPORT-OCT.1st,1938

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SEPT.  
AVG.

DEALER OR BRANCH	ANNUAL ACCESS. QUOTA BASEDON \$85.00 PER CAR SIXES & 120'S 1938 - 1939	ACCESS. SALES SEPTEMBER 1938 (1 MONTH)	% ANNUAL QUOTA SEPT. (1 MO.)	
61st St.	\$39525.	\$2369.	6.0	\$94.75
57th St.	17850.	1021.	5.7	170.23
11th Avenue Bronx	25500. 26775.	975. 727.	3.8 2.7	57.33 72.65
BRANCH TOTAL	\$109650.	\$5092.	4.6	\$87.79
Midtown	\$5950.	\$214.	3.6	\$107.00
Yorkville	11050.	757.	6.9	94.20
Jerome	9350.	322.	3.4	64.40
Buchanan	3400.	---	---	---
Mt.Vernon	8500.	79.	1.0	79.00
Ossining	4250.	69.	1.6	23.00
Stamford	21250.	350.	1.6	38.88
White Plains	51000.	3875.	7.6	79.08
Yonkers	12750.	43.	0.3	14.33
DEALER TOTAL	\$127500.	\$5709.	4.5	\$71.36
DISTRICT 1 TOTAL	\$237150.	\$10801.	4.6	\$78.27
Bayonne	\$8500.	\$234.	2.8	\$234.00
Englewood	9350.	202.	2.2	101.00
Hackensack	14875.	487.	3.3	121.75
Haverstraw	8500.	330.	3.9	110.00
Jersey City	13500.	75.	0.6	25.00
Middletown	8500.	137.	1.6	68.50
Newburgh	5100.	49.	1.0	49.00
Passaic	11900.	209.	1.8	52.25
Paterson	14025.	148.	1.1	74.00
Ridgewood	8500.	22.	0.3	22.00
Union City	12750.	463.	3.6	92.60
DISTRICT 2 TOTAL	\$115600.	\$2356.	2.0	\$84.14



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DEALER OR BRANCH	ANNUAL ACCESS. QUOTA BASED ON \$85.00 PER CAR SIXES & 120'S 1938 - 1938	ACCESS. SALES SEPTEMBER, 1938 (1 MONTH)	% ANNUAL QUOTA SEPT. ( 1 MO.)	ANNUAL ACCESS. QUOTA BASED ON \$85.00 PER CAR SIXES & 120'S 1938 - 1938	SEPT. AVG.	ACCESS. SALES SEPTEMBER, 1938 (1 MONTH)
Bay Ridge	\$17830.	\$723.	4.1	\$17830.	\$60.25	\$723.
Flatbush	14875.	368.	2.5	14875.	61.33	368.
Park Slope	7650.	116.	1.5	7650.	116.00	116.
Flushing	38250.	1399.	3.7	38250.	60.82	1399.
Long Island City	10625.	219.	2.1	10625.	73.00	219.
Woodhaven	10625.	152.	1.4	10625.	38.00	152.
DEALER TOTAL	\$99855.	\$2977.	3.0	\$99855.	\$60.76	\$2977.
BROOKLYN BRANCH	\$45050.	\$2576.	5.7	\$45050.	\$117.11	\$2576.
DISTRICT 3 TOTAL	\$155530.	\$5553.	3.6	\$155530.	\$78.21	\$5553.
Bellerose	\$11900.	---	---	\$11900.	---	---
Freeport	5100.	378.	7.4	5100.	126.00	378.
Glen Cove	5100.	239.	4.7	5100.	39.83	239.
Great Neck	5100.	70.	1.4	5100.	23.33	70.
Hempstead	8500.	43.	0.5	8500.	43.00	43.
Hewlett	6800.	229.	3.4	6800.	114.00	229.
Huntington	3400.	142.	4.2	3400.	142.00	142.
Lynbrook	10625.	86.	0.8	10625.	86.00	86.
Patchogue	10625.	65.	0.6	10625.	32.50	65.
Peconic	5100.	22.	0.4	5100.	22.00	22.
DISTRICT 4 TOTAL	\$72250.	\$1274.	1.8	\$72250.	\$63.70	\$1274.



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DEALER OR BRANCH	ANNUAL ACCESS. QUOTA BASED ON \$85.00 PER CAR SIXES & 120'S 1938 - 1939	ACCESS. SALES SEPTEMBER 1938 (1 MONTH)	% ANNUAL QUOTA SEPT. (1 MOS.)	SEPT. AVG.
Brick Church	\$6375.	\$729.	4.3	\$52.07
Montclair	17000.	255.	3.0	36.42
Morristown	8500.	---	---	---
Newton	1700.	---	---	---
South Orange	11050.	231.	2.1	77.00
Summit	8500.	120.	1.4	30.00
DEALER TOTAL	\$53125.	\$1335.	2.6	\$47.67
NEWARK BRANCH	\$31875.	\$1053.	3.3	\$61.93
DISTRICT 5 TOTAL	\$85000.	\$2388.	2.8	\$53.06
Asbury Park	\$7650.	---	---	---
Elizabeth	14450.	\$782.	5.4	\$55.85
Lakewood	3400.	---	---	---
Perth Amboy	11475.	383.	3.3	54.71
Plainfield	10625.	249.	2.3	31.12
Red Bank	7650.	103.	1.3	34.34
Westfield	5950.	268.	4.5	26.80
West New Brighton	8500.	510.	6.0	85.00
DISTRICT 6 TOTAL	\$69700.	\$2295.	3.3	\$40.98
Meriden	\$5100.	\$218.	4.3	\$54.50
New Britain	3400.	---	---	---
Rockville	3400.	---	---	---
Windsor	3400.	227.	6.7	76.00
DEALER TOTAL	\$15300.	\$445.	1.7	\$44.50
HARTFORD BRANCH	\$26350.	\$1783.	6.8	\$104.91
DISTRICT 7 TOTAL	\$41650.	\$2228.	5.3	\$82.51



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DEALER OR BRANCH	ANNUAL ACCESS. QUOTA BASED ON \$85.00 PER CAR SIXES & 120'S 1938 - 1939	ACCESS. SALES SEPTEMBER 1938 (1 MONTH)	% ANNUAL QUOTA SEPT. (1 MO.)	SEPT. AVG.
Bridgeport	\$12750.	\$347.	2.7	\$86.75
Derby	3400.	----	---	----
Middletown	3400.	----	---	----
New Haven	19125.	580.	3.0	52.72
New London	3400.	22.	0.6	7.00
Norwich	4250.	----	---	----
Saybrook	3400.	376.	11.1	94.00
Waterbury	11900.	246.	2.1	41.00
Willimantic	2550.	----	---	----
Winsted	5525.	70.	1.3	70.00
DISTRICT 8 TOTAL	\$69700.	\$1641.	2.4	\$49.72
Brattleboro	\$2550.	\$60.	2.4	\$20.00
Greenfield	4250.	22.	0.5	7.00
Holyoke	4250.	----	---	----
Northampton	3400.	----	---	----
Westfield	1700.	46.	2.7	23.00
DEALER TOTAL	\$16150.	\$128.	0.8	12.80
Springfield Branch	\$25075.	\$1650.	6.6	\$103.11
DISTRICT 9 TOTAL	\$41225.	\$1778.	4.3	\$63.50
BRANCH TOTAL	\$238000.	\$12154.	5.1	\$93.49
DEALER TOTAL	\$639180.	\$18160.	2.8	\$57.84
COMPANY TOTAL	\$877180.	\$30314.	3.5	\$68.27

J. E. CORKER  
GENERAL ACCESSORY MANAGER

10-12-38,d.m.w.