

THE PROFIT-PRODUCER

October 15



BI-WEEKLY

A Profitable Sale Results from—Buying It Right—Displaying It Well—
Talking About It—Making the Price Plain—Showing It on the Car

This year's Packard Kelch and Francisco Heaters have been improved by the addition of electric blowers and making optional the installation of either or both front and rear compartment units.

Heat is delivered in plenty of volume for comfort regardless of outdoor temperature -- heat volume being controlled by dampers and the blower switch mounted on the dash.

The blower on the improved Kelch heater insures heat almost instantaneously with the starting of the motor. In no way is heat dependent on the opening of the radiator shutters. Air is drawn from within the car and the blower sends it through the heat unit and up through the register in either or both the front and rear compartments. The damper controls are in the registers.

The register of the new Packard-Francisco rear compartment attachment connects by flexible tubing to the heat unit, heat being forced through the rear register by an electric blower.

Let's win our game in the first inning. We sure have the stuff to attack with. Use the phone - check each car that comes in for service for a heater - check all new car deliveries for one. You probably want a heater in your car -- well, so does your customer.


Yours very truly,

PACKARD MOTOR CAR COMPANY

Addie Quipment

Addie Quipment
General Accessory Division


AQ:LC
Enclosures



Have you thought of the best ways to approach and sell the owner? The Accessory Slide Film, sent to the field in August, has some suggestions but -- some little birds have whispered to Addie that several of you have this film "in stock" but that it hasn't been shown. Let's not lose any more time. Check up -- see this film -- read the letters and we will give you any more dope you need. By applying these suggestions, a larger volume of the popular winter accessories such as heaters, robes, rubber mats, window eaves and step plates can be sold.

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