

THE PROFIT-PRODUCER

November 1

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

Millions are spent every year in Direct Mail Advertising. Fortunately you have inexpensive means of advertising accessories in this manner; for instance,

1. Circulars are available at no charge on practically every accessory. They can be enclosed in mailing pieces, or put in "Silent Salesmen" envelopes and hung on choke rods of cars in for service.
2. Letters, particularly at this time of year on winter accessories bring returns. (See sample winter letter on third page Oct. 15 issue of Service Letter). They bring the customers in and you then have the opportunity to sell -- the letter -- the circulars have given you a start.

Be sure your customer knows what you have -- and the results he will get from its use.

Yours very truly,

PACKARD MOTOR CAR COMPANY

Addie Quipment
Addie Quipment
General Accessory Division

AQ:LA