

THE PROFIT-PRODUCER

NOV. 1

BI-WEEKLY

Try this conversation over the phone on the morning of the first freeze --

"Hello Mr. Hartwell - say I wrote you a few weeks ago about a heater for your Packard but I haven't heard from you yet. We just got a fresh shipment from the factory and let me say to you that they will put you in warm comfort while driving to your office these cold mornings. If you leave your car here tomorrow I'll see that a heater is installed so that you can use it tomorrow evening.

"What heater do we recommend?" -- Well, for the maximum comfort a Packard Kelch Ventilating hot air heater or a Tropic hot water heater. The former can be furnished with registers in both front and rear compartments if desired. We also handle a manifold heater. All three heaters carry the approval of the Packard Engineering Department. Yes, all right, it will be ready at four tomorrow, - Thanks."

USE THE PHONE!

Yours very truly,

PACKARD MOTOR CAR COMPANY

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General Accessory Division

AQ:LC