

# THE PROFIT-PRODUCER

*OK*  
MAY 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

## DERBY WEEK

Playing the field is a safe bet usually but the real track minds lay their dough and hopes on just a few thoroughbreds that have made fast history. Then at the next meet you find the same sportsmen on a few new noses.

Play your game likewise -- Choose five Packard accessories and tackle every owner. The field (catalogue) offers another group for the next meet (2 weeks hence). All the forms indicate that the following thoroughbreds will click for the coming two weeks --

Spring Covers	- 20 to 1
Step Plates	- 10 to 2
Rubber Mats	- 6 to 1
Lorraine	- 37.50 to 1
Adonis	- 15 to 1

Strange to say, if any of these place, the odds are about as good as won.

Get behind those steeds!

Yours very truly,

PACKARD MOTOR CAR COMPANY

*Addie Quipment*

Addie Quipment  
General Accessory Division

AQ:LC