

THE PROFIT-PRODUCER

July 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

MAKE OLD MAN SUNSHINE

DRAW DOLLARS FOR YOU --

Let him shine and beat him at his game by offering your owners the comfort, convenience and protection afforded by the Packard Awning. Neat in appearance, simple of operation and installation, it is an accessory whose merits can best be appreciated by use.

Demonstrate -- get awnings on the cars -- talk the comfort and convenience they give -- and you'll make many sales at handsome profits.

If every service salesman will do this by checking every car that comes in for awnings you'll be pleasantly surprised at the number of sales you'll make. It will be easy to do especially as the big season is within the next 45 days. Get the necessary stock and start selling today.

Yours very truly,

PACKARD MOTOR CAR COMPANY

Addie Quipment

Addie Quipment
General Accessory Division

AQ:LC