

# THE PROFIT-PRODUCER

July 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

LET THERE BE LIGHT

On the Usual Dark Spot  
Around the Corner

No stronger appeal to Packard owners can be made than that of the safety, comfort and the convenience of night driving afforded by the Packard Pilot Ray Light. The steering arm controls the lamp mechanism so that the light turns with but faster than the wheels. It is designed to perform without vibration or noise.

Addie is well pleased with the reception accorded this light so far. but believes all of you have a wonderful opportunity for sales because there will be a lot of open road driving during the vacation period. Let's go to work on this -- demonstrate and sell.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*Addie Quipment*  
Addie Quipment  
General Accessory Division

AQ:LC