

# THE PROFIT-PRODUCER

BI-WEEKLY

August 1



A Profitable Sale Results from—Buying It Right—Displaying It Well—  
Talking About It—Making the Price Plain—Showing It on the Car

We are all warmed up now - in fact we are hot - so we are placing our bets on increasing our batting average in the next two weeks.

We would like your help, so we wish that for the next two weeks each service salesman would inspect every car they handle and attempt to sell one or more of the following items.

- (a) Awnings
- (b) Pilot-Ray Light
- (c) Lorraine Light
- (d) Monogram Emblem
- (e) Spring Covers
- (f) Step Plates
- (g) Trunks
- (h) Packard Dust Mitt

If you will study the owner you will find that Safety, Comfort, Convenience, Economy, or Performance will appeal to him, and will induce him to buy, especially if you sell him on the results he will obtain.

The new car salesman can also do this, both at the time he is selling the car and when he calls on his owner.

TRY IT -- You will be suprised at the good results.

Yours very truly,

PACKARD MOTOR CAR COMPANY

*Addie Quipment*

Addie Quipment  
General Accessory Division

AQ:B