

THE PROFIT-PRODUCER

SEPTEMBER 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

Appearance is one of your strongest selling appeals. You can make excellent use of it in selling Packard Aristocrat Metal Tire Covers. Whether they are lacquered to match the car or used in polished aluminum they win the instant acceptance of those who appreciate fine appointments.

These covers also afford excellent protection - they are weather proof and water proof. A secure lock is protection from theft. They can be furnished for 7.00 x 20; 6.00 x 20 and 7.00 x 19 tires.

Give your owners a chance to see and appreciate this distinctive tire cover.'

Yours very truly,

PACKARD MOTOR CAR COMPANY

Addie Quipment

Addie Quipment
General Accessory Division

AQ:B