

THE PROFIT-PRODUCER

SEPTEMBER 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

Right now is the time to plan your campaign relative
to cashing in on Winter Accessories.

Leading Winter Selling Items

Packard Kelch Heater -- For both front and rear compartments
Packard Francisco Heater " " " " " "
Packard-Tropic-Aire Hot Water Heater

Packard Robes

Don't fail to ask your customers to buy! -- But be able
to make delivery from your stock. Your profit is attractive.

Yours very truly,

PACKARD MOTOR CAR COMPANY



Addie Quipment
General Accessory Division

AQ:B