



Something New!

Something Practical!

Something Every Motorist Wants!

AGAIN Packard pioneers the way. Again Packard adds to an already long list of "firsts." Again Packard gives its salesman something to talk about and sell that no other salesman can offer today.

With its new *Weather - Conditioning* unit, Packard fills a long existing gap in motoring comfort. This new genuine air - conditioning system for Packard cars will be known and advertised as the Packard *Weather - Conditioner*. It is not a makeshift proposition. It is not a one-way ventilation contraption, nor just an under-seat heater arrangement, which are primarily units having their greatest appeals in winter. The Packard unit is an honest-to-goodness, all-year-round air-conditioning system — one that banishes perspiration just as effectively as it does goose pimples.

Think of the advantage this gives to you, a

Packard salesman. Something new to talk about; something with a ready-made appeal; something every motor car owner would like to have in his next car.

And the price of the Packard *Weather-Conditioning* unit at \$274 is reasonable. When it is considered that to equip one room with air-conditioning equipment it costs approximately \$350, no one can object to a lower price for a genuine air-conditioning system in a motor car. And remember that this unit is a built-in proposition. It is not just an added accessory. In addition to the mechanism itself, a special system of insulation is required for roof, floor and sides.

At the present time the Packard air-conditioning unit is available only on sedans, but it is expected to be furnished on coupes in the near future.

The Market

While the desire for air-conditioning is almost a universal one, we believe the following classifications will be particularly interested:

1. Those who like to be "first" with anything new or novel. You'll find plenty of these people in every town.
2. Those who already have air - conditioning systems installed in homes or offices.
3. Those who use their cars for business and are in them the major part of the day, such as salesmen, doctors, etc.
4. Tourists who visit all parts of the country in all kinds of weather.
5. Elderly persons who are susceptible to ill effects of drafts, heat and cold.
6. Persons afflicted with hay fever caused by various pollens that are prevalent during certain seasons.
7. That big group which foregoes driving for pleasure in hot weather because of dislike for heat and road dust.
8. Those who have cars in rental service, such as cars for funeral trade, sight-seeing and taxi service. Air - conditioning gives these people a big advantage over competition not offering such equipment in their cars.
9. All owners of 1937 - 1938 - 1939 Senior Packards.

Make Hay While the Sun Shines

You will certainly be overlooking a good thing if you don't get into action on the Packard *Weather - Conditioner* at once. Other

companies won't stand still and let Packard enjoy this field exclusively any longer than necessary. The time to strike is now.

Attached to this bulletin you will find an attractive folder which fully describes the new *Weather - Conditioner* and emphasizes its many comfort and health advantages.

Get to work now on a list of names covering people whom you think should know about this new development by Packard. Send them the folders and then after a day or two call them up and begin to sell with enthusiasm.

Demonstrate

A new Packard equipped with a *Weather - Conditioner* makes a wonderful demonstration, and every Distributer or Dealer should have a Packard car so equipped. To prepare a *Weather - Conditioned* Packard for demonstrating in the showroom requires but a simple hook-up with an electric motor, and to that end we will forward instructions within the next few days. We can think of nothing that will draw people to your showroom more quickly than one of these weather-maker cars.

Again Packard provides you with an interest-getting "first"—one which is going to have a decided appeal to the many people who think "there isn't much new in motor cars." The Packard *Weather - Conditioner* is something that motordom has been awaiting for a long time.

It drops opportunity right in your lap, so resolve to make the most of it.

SALES PROMOTION DEPARTMENT
PACKARD MOTOR CAR COMPANY