THE ACCESSORY PROMOTOR

SEMI-MONTHLY

PACKARD APPROVED ACCESSORIES

INCREASED SALES AND PROFIT WILL RESULT FROM
Knowing your product, your market — Effective display — Increased turnover
— Convincing your customer by talking results in terms of his desire
— Directing your efforts by a definite sales plan.

Attention: General Manager
             Accessory Manager

May 15, 1930

Gentlemen:

If you want to increase your earnings, Packard Approved Accessories offer you the opportunity. This is the time of year when you can build up your sales, and the accessories described will help.

PUROLATOR CARTRIDGE

It helps keep the oil clean, thus reducing wear. It functions efficiently for about 8,000 miles but then because of the dirt and grit it has accumulated it should be renewed. This is just about as necessary as an oil change, so don't you believe that if you courteously explain the necessity of the renewal to each owner, your sales would increase? Our new prices make it worth while for you to buy these cartridges from us. We also have some new circulars that are available upon request.

VISIONALL WINDSHIELD CLEANER

It's human instinct to want to see all we can. That is the sound reasoning behind the VISIONALL CLEANER which gives you a full length clear windshield. This story properly presented will sell more Visionalls.

I-SIS POLISH, FABRIC CLEANER, CHROMIUM CLEANER, HANDY ANDY

These are really Essential Accessories that practically every owner has use for. Appearance has a strong appeal. Everyone of these items aid it, and an attractive display of them, with a sales message on a card in the display, will aid your sales. We know from laboratory analysis, as well as actual use, that they do an excellent job, and they have proven so satisfactory that we recommend them in preference to any others. The great majority of your owners will accept your recommendations on all of these items.

Build up desire - ask your customer to buy.

Yours very truly,
PACKARD MOTOR CAR COMPANY

J. D. Wilson
General Accessory Manager

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