

**1941**  
**ANNOUNCEMENT**  
**SUGGESTIONS**

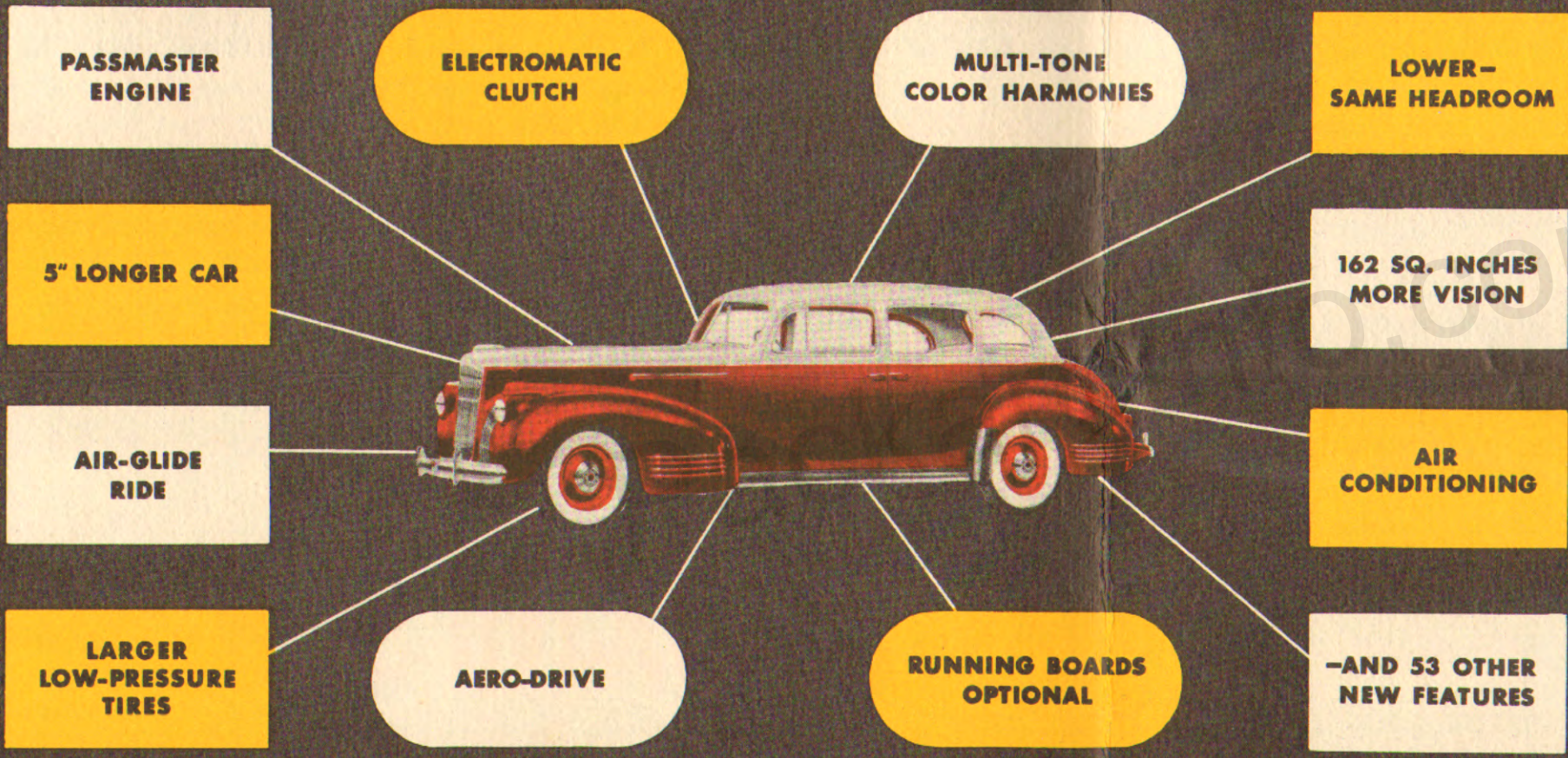
**PACKARD**

*Show room Dress-Up  
and Window Display*



NEWS WILL BRING THEM IN *♣♣* LET YOUR WINDOWS TELL THE "NEWS" 

# 1941 PACKARD *Here Now!*



**NEW!** FROM **ROOF**  **TO ROAD**



← **YOUR FRONT DOOR** is the Main Entrance to 1941's feature attraction!

As such, it deserves a dress-up that urges "Come In!" Now is the time your window glass is the most valuable advertising space in town—and to use it costs you little or nothing!

To assist you in using it to best advantage the designs shown in the broadside have been prepared. You will find each of them flexible enough to meet your specific requirements—as determined by the size and shape of your windows.

The full-color lithographed trim shown at left, for example, will fit any window 10 feet by 8 feet or larger. Like the paint designs on the next page it is laid out so that the view into your salesroom will not be obscured.

Put it up the moment you have cars on display. Let your windows tell the news of the Class of '41!



*This "Spread" . . . appearing early in October in national magazines displays the same feature panels as your window trim.*

## *A* WINDOW TRIM THAT TIES IN WITH *Announcement* ADVERTISING

Attention-compelling and inviting, this lithographed window trim has the added advantage of repeating the "new feature" message of Packard announcement advertising. This tie-in gives the maga-

zine advertising extra retail value for you. The trim, complete with instructions and materials for mounting, is being shipped to you at no direct charge—and in ample time for announcement showing.



# A LOCAL PAINTER CAN DO THIS JOB FOR YOU!

You won't need to hire an old master to decorate your windows with the simple but effective paint designs shown below. A local sign painter can do a job with any one of them at comparatively little cost, that will do credit



to your establishment. And the carefully determined *interest value* of the designs will pay you big dividends—in increased floor play and prospects—for the few dollars investment the painting will require.

**THEY'RE HERE**

## NEW PACKARDS

*the Class of '41*

For **BEAUTY!**

For **ECONOMY!**

For **COMFORT!**

For **LUXURY!**

The news that never fails to draw a crowd, "They're Here" . . . plussed by the new Packard selling slogan—"The Class of '41."

## NEW 1941 SENIOR PACKARDS ARE HERE

**MAGIC WINDOWS**  
*Self Operating*

**NEW BEAUTY** **NEW STYLING** **NEW LUXURY** **NEW COMFORT**

*Come In!*

By high-spotting "Magic Windows"—a Packard feature everybody wants to try—this Senior Car window will pull in prospects for all lines.

*Come In... See the NEW*

## 1941 PACKARD 120

THE CAR THAT HAS  
**8 CYLINDER CIRCLES SPINNING**

*See them NOW*

## NEW 1941 PACKARDS

**BRIMMING WITH BEAUTY**

**BURSTING WITH NEWS**

**64** *NEW FEATURES FOR '41*

A special window for an extra-special new car. The name "One-Twenty" has developed eager interest ever since its introduction.

The action urge—"See Them Now"—dramatically presented as front page news . . . backed up by the selling punch of 64 NEW FEATURES.

Come In  
See the New

# 1941 PACKARD

*the Class of '41*

New from  
roof to road

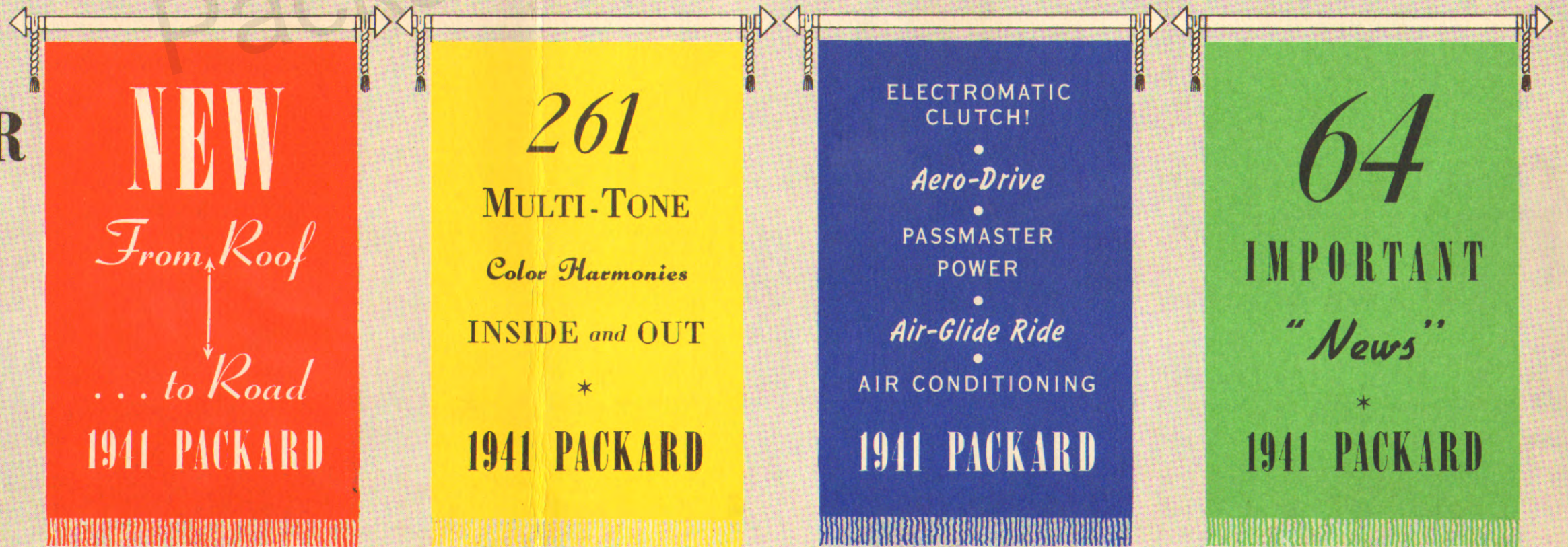


## HERE'S ONE THAT NOBODY CAN MISS!

On the front of your building—or across the street if local ordinances permit—this colorful canvas banner is a *stopper*. It gives your announcement the importance it deserves. Twenty-one feet long and three feet high, it's too big to be missed. It comes complete with hanging ropes at only \$2.25, plus shipping charges. Order it from the Packard factory through your distributor.

## MAKE 1941 A BANNER YEAR

Here's an inexpensive way to give your show-room color, glamour and attractiveness that will do some *silent selling* for you. And these rayon banners have the added value of creating the pulse-stirring "announcement atmosphere" that quickens sales. Their quality material and fast dyes make these banners decorations that will last all year. Order from the Packard factory through your distributor. The complete set of four, only \$6.00 plus shipping charges.



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