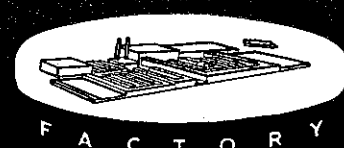




Packard News

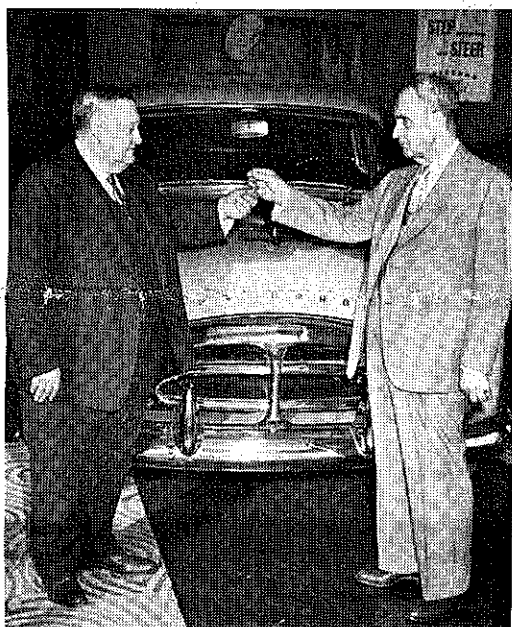


DELIVERIES OF 1951 PACKARD PATRICIAN '400' INCREASING

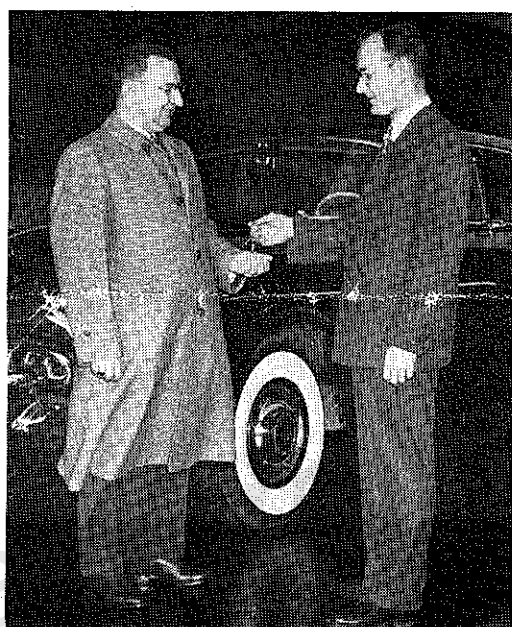
new owners praise models as production of '300', '400' upped to meet demand



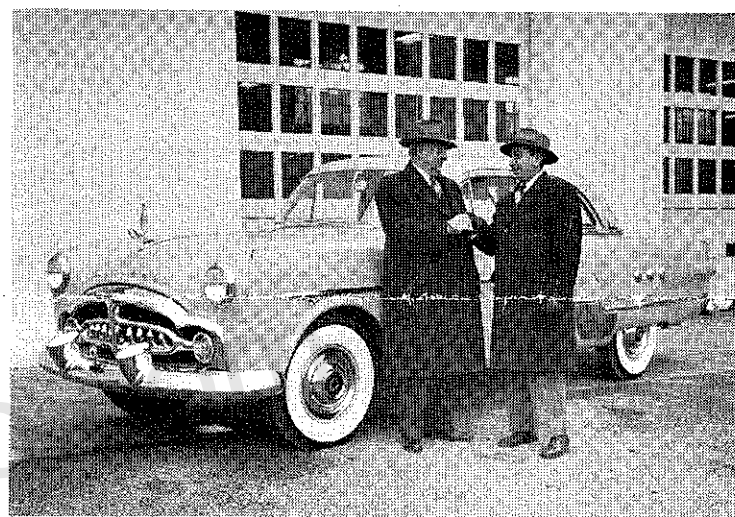
Fred Waring, noted band leader of the Pennsylvanians, left, receives the keys to his new 1951 Packard Patrician "400" from Parke Kunkle, Packard dealer in Stroudsburg, Pa., of the Syracuse zone.



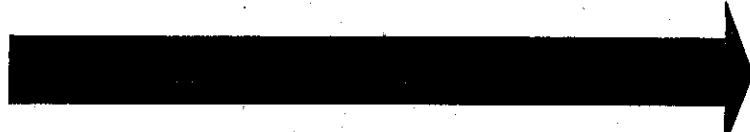
Loyal owner Hugo Ulbrich, left, receives the keys to his new Packard from S. P. Rockwell of Jefferson-Packard, Inc., Detroit dealership.



Joseph B. Spittler, left, Montoursville, Pa., takes delivery of his Patrician "400" from Ray Lull of Packard Customer Driveway department.



Dr. Raymond A. Lynch, noted Delaware surgeon, takes delivery of his 1951 Packard Patrician "400" from Albert Goldner, Packard dealer in Wilmington, Del.



currently speaking:



KARL M. GREINER

BACK IN SEPTEMBER, 1946, your Packard Dealer Advisory Council adopted by resolution a Packard Dealers Code of Ethics. Through the years since, the Code has been in effect. Its influence, however, in the carrying on of your daily business has not been so readily apparent to the general public.

By all signs on the national economic horizon, we are now headed for a period bearing the characteristics — in so far as automobile selling practices are concerned — of the immediate post World War II years.

In short, the time is ripe for reaffirmation of the Packard Dealers Code of Ethics, which is as follows:

USED CAR TRADE-IN: We maintain an establishment for buying, selling and servicing cars. Both new and used cars are essential to its successful operation and to the continued employment of its specialized personnel.

We believe that the customer who replaces his car with a new or used car at the ceiling price should trade in his used car to the selling dealer as has been customary in the past. We will make the most generous allowances possible under the price regulations.

If, however, a customer does not have a used car, we will still accept his order and make every effort to effect delivery of the new or used car.

NEW CAR DELIVERY PRIORITIES: New car deliveries will be made in sequence in which orders were placed, except where we can clearly help the community interest by making an exception for such as doctors and disabled war veterans.

Upon request, we will tell customers having new car orders where they stand on our delivery priority list. We will also estimate approximate delivery dates with the understanding, of course, that these estimates cannot be considered firm commitments because of uncertain new car deliveries to us.

NEW AND USED CAR PRICES: We deal only on a legitimate, above-the-table basis. We will not buy or sell new or used cars at prices in excess of those established.

ACCESSORIES WITH NEW CARS: We will not "load" new cars with accessories.

PARTS AND SERVICE PRICES: Customers of our Service Department are billed for parts and labor at established prices.

Upon request, we will provide, in advance an estimate of parts and labor costs on repair work. We guarantee that no costs beyond those in the estimate will be incurred by the customer without his specific approval.

Shouldn't we now take stock to see if we are continuing to maintain the same high standards of good public relations and fair dealings which our customers expect and should receive?

Karl M. Greiner
VICE-PRESIDENT and
GENERAL SALES MANAGER

P A C K A R D M O T O R C A R C O M P A N Y

JANUARY
ISSUE
VOL. 8 NO. 1 **1951**

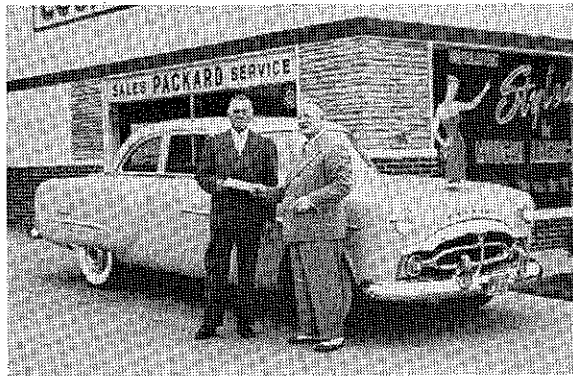
Packard News

Published by the public relations department of the Packard Motor Car Company, Detroit, Michigan, for the exchange of news between factory and field. Your Packard stories and photographs will be welcome. Mail them in!

THORN KUHL.....editor

ADDITIONAL COVERAGE OF NEW CAR DELIVERIES

Dealers hold short ceremonies

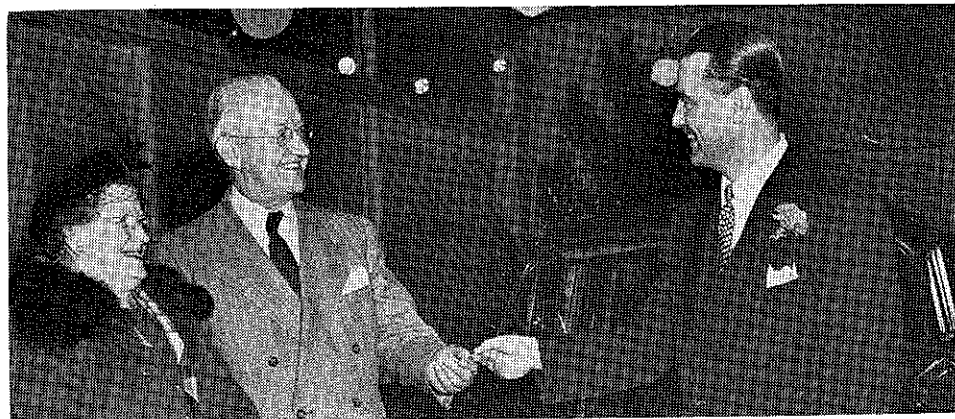


George Cooper, Columbus, O., makes the first delivery of a 1951 Packard in that city last September.

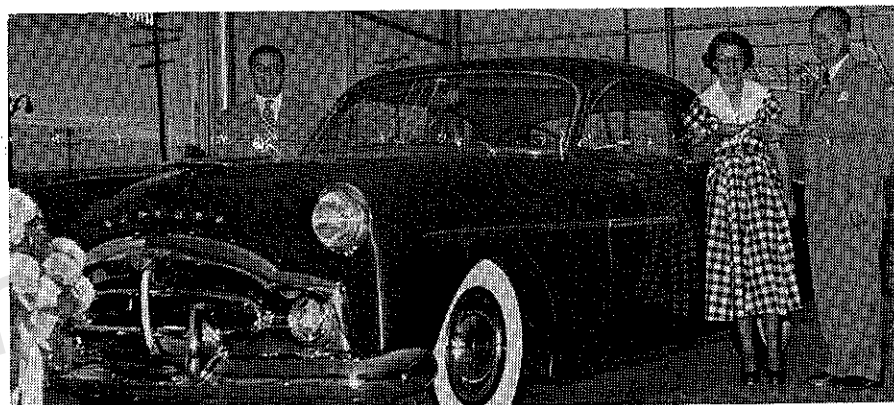
MANY DEALERS promote additional goodwill by holding short ceremonies with the delivery of most new cars—especially the "300" and Patrician "400."

Packard News presents here additional pictures to those on the front page of dealers making deliveries to their customers.

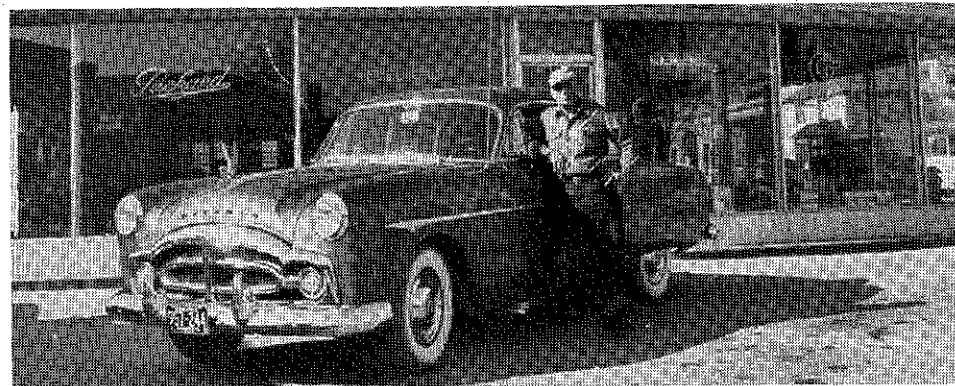
Many dealers build goodwill by taking a photograph of the delivery and presenting the picture to the customer. Such goodwill can mean extra dividends through word of mouth advertising.



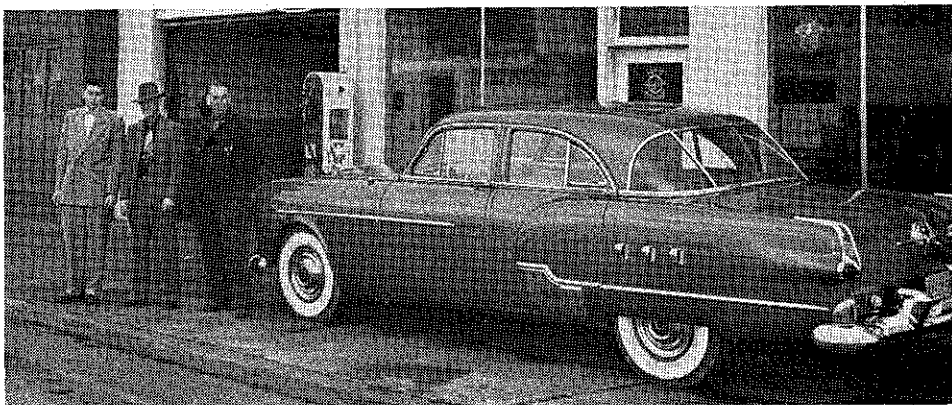
Burdette Olson, right, presents the keys to a 1951 Patrician "400" to Mr. and Mrs. Joseph Hamilton of Kalamazoo, Mich. This was Hamilton's 61st car—the last eight of which have been Packard models.



Miss Sarah M. Wiedeman takes delivery of a 1951 Packard in Fort Worth, Texas, from Albert J. Meek, Inc. With her at the showroom are left, Ed Bayro and right, V. E. Cox, sales manager.



Ray J. Kaliher, Packard dealer in Bemidji, Minn., sent in the above picture of Ray Benson who came to Bemidji from Fairbanks, Alaska, to purchase his 1951 Packard and drive back to Alaska.



Delivery of the first 1951 Patrician "400" made by Jack (right) and Cliff (left) Hutchins of Bend, Ore., was to rancher and sportsman Harold H. Harker, center. The dealership is in the Portland Zone.

Packard world

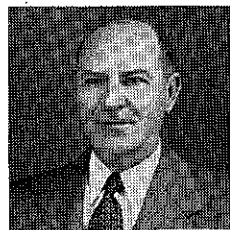
TEN-YEAR SERVICE AWARD: Ray Stevens, Minneapolis Zone Parts and Service Manager, is shown here receiving his 10-year watch from Zone Manager C. M. Ritchey. The presentation was made in the Minneapolis Zone office during the Christmas season.



PROUD PACKARD OWNER: Russell Rodgers, Valentine and Co., Inc., paint manufacturers, Detroit, recently took delivery of his 24th new Packard. Most of his Packards have been maroon in color since the company began using that color.

23-YEAR SALESMAN: Bill Sharfese, sales manager for Jordan Motor Sales, Packard dealer in San Diego, Calif., has been selling Packards for over 23 years in that coast city, according to newspaper reports.

NEW YORK SALES APPOINTMENTS: Roy Abernethy, general manager of the New York Zone, reports that Geo. W. Harrison has been made sales manager of 11th Avenue, while John H. Munz holds the same position at the Fourth Avenue sales room. Both operate under Grame Wheeler, zone retail sales manager.



Harrison



Munz

MAIL GETS THROUGH: A letter simply addressed "Earl Riley, The Packard Man, Portland" was delivered without delay to Packard dealer Earl Riley in Portland, Oregon. The envelope was sent in by Portland zone manager R. J. Froiseth.



Jackson

OLD TIME PACKARD EMPLOYEE: Jesse Jackson, 72, has been with Packard since 1911. He is now Used Car salesman for Treadwell-Price, Inc., Packard dealer in Memphis, Tenn. He has been with Packard in Memphis through six changes of ownership.

FREEZING RIDE: Often it is said that "it is a wise 'ole owl that knows a good home" and an item in the Wichita Beacon proves that point. It seems that a motorist was driving in Kansas recently and he noticed that his Packard was heating up quite a bit. Not until he pulled into the Packard Wichita dealership—200 miles later—did he discover that an owl was perched on his grille, shutting off the air flow. Gus Brockus, Kansas City zone, spotted the item and sent it to us.

SALES RECORD? During December Master Salesman Gene Brown, Packard Newark, Newark, N. J., delivered nine new Packards and of the seven involving trades only one was a Packard, the remainder were competitive makes. Hats off to Salesman Brown!



Rómulo O'Farrill, Sr., president of Automotriz O'Farrill, Packard distributor in Mexico, and other high officials admire the new 1951 Packard during the Mexican announcement of the new Packard. The announcement was on both radio and television.

MEXICAN DISTRIBUTER HOLDS GALA PARTY

AUTOMOTRIZ O'FARRILL, Packard distributor in Mexico, held one of the most gala announcement previews and parties Mexico has ever seen, according to field reports. The car presentation was broadcast on Mexico's most powerful radio station and later telecast over a TV station. The new Packards were hidden inside displays imitating candy, jewelry and similar gift boxes. These were arranged in such a way that the pulling of a string would make the side fall, thus revealing the car. A group of film stars presided at each unveiling

with radio announcers acting as masters of ceremonies. Between the uncovering of each model, special floor show acts were presented by national celebrities. After the Packards had been presented to the guests, cocktails and a buffet supper were served.

The announcement party rated considerable mention as did the new Packards in the Mexican press.

Packard News takes this means to congratulate Automotriz O'Farrill on a job well-done.



Mexican actress Miroslava Stern is interviewed during the television portion of the 1951 announcement party by Automotriz O'Farrill.



High government and army officials attended the special party given by O'Farrill to announce the 1951 Packard in Mexico.



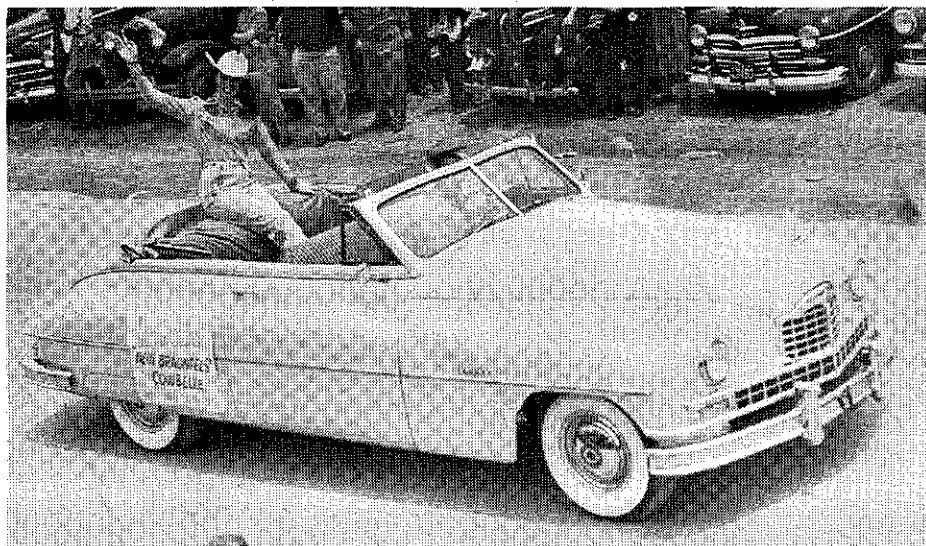
Pictured is part of the huge crowd that saw the 1951 Packards in Mexico and the car's television premiere there.



Saritá Montiel and Sofía Álvarez admire the interiors of the 1951 Packard at the O'Farrill announcement party.



Rómulo O'Farrill, right, accepts hearty congratulations from one of his friends upon introduction of the 1951 Packards in Mexico.



Durst Auto Company, Kerrville, Texas, Packard dealership, furnished a 23rd Series Convertible for the "Bandera Stampede," and one of the local queens was chosen to ride in the Packard during the parade, which highlighted the festival.

DEALERS PROMOTE PACKARD



A 1950 Packard Super Deluxe sedan led the state convention of Eagles in Minnesota. The car was furnished by Riverview Packard Co., Brainerd, Minnesota. The Mayor of Riverview and convention chairman rode in the Packard during the parade.



The Christmas Seal angel rode in a Packard convertible furnished by Joy Brothers Motor Car Company during a Christmas parade last month in St. Paul, Minnesota. The little "angel" was dressed as a replica of the 1950 Christmas Seal poster.



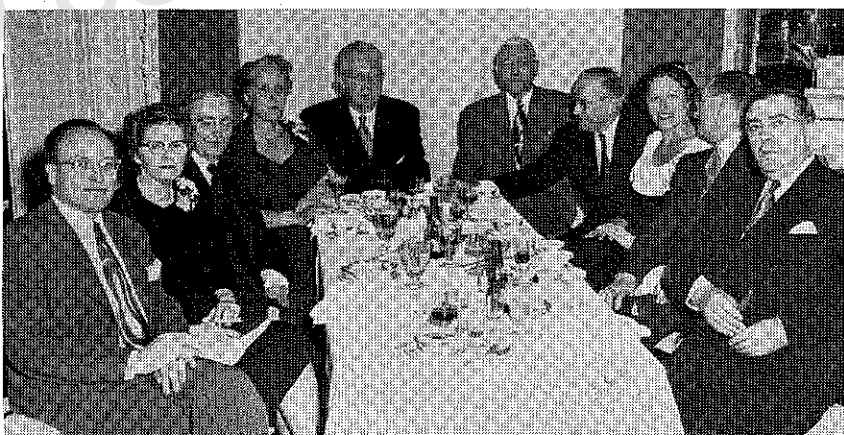
Earl Riley Packard Company, Portland, Oregon, furnished the convertible above and other Packards for the Portland Rose Festival queen and her court during Festival Week. The above car was the Queen's official car during her reign over mythical Rosaria.

PACKARD DEALERS FETED AT N.A.D.A. CONVENTION WITH COME

family party for dealers and guests highlight activity at Miami conclave

PACKARD SPONSORED a "family" open house and dinner for their dealers and guests during the annual convention of the National Automobile Dealers Association in Miami, Florida, earlier this month.

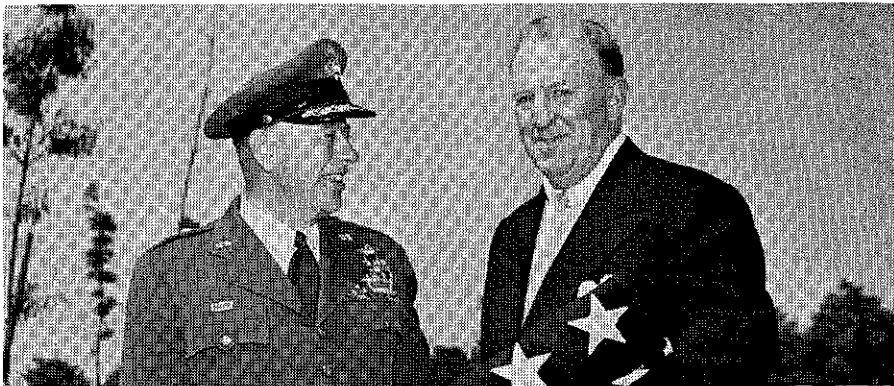
The open house was held each afternoon during the three-day conclave at the Packard headquarters. On the first evening, more than 150 dealers and guests attended the company dinner where a band and three-act floor show featured the entertainment. L. D. Rambeau of the factory's sales promotion department, handled the arrangements for both the open house and dinner.



Packard dealers and their guests who attended the recent N.A.D.A. convention in Miami, Fla. were guests at a company-sponsored dinner. The roving cameraman caught this group of dealers just after Karl M. Greiner had joined their table.

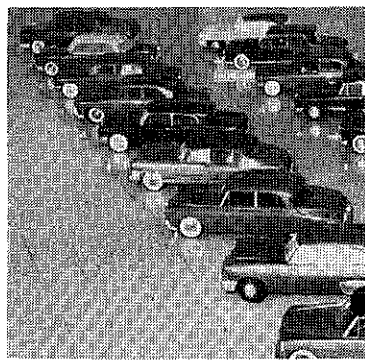
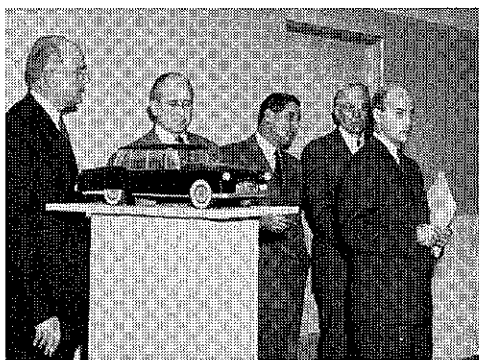
PACKARD DEALER'S SON HONORED

Packard dealer Thomas B. McGuire, Sr., Ridgewood, N. J., receives the flag from Gen. George C. Kenney at the reburial ceremonies for young Tom McGuire, who won the Congressional Medal of Honor before crashing in the Pacific theatre. Major McGuire had won almost every medal prior to his crash as he went to the aid of his wingman during the last war.



PACKARD SPONSORS AUTO

To keep ahead in automobile styling, Packard sponsored three design contests in cooperation with Cranbrook Academy of Art, Bloomfield Hills, Mich. There was something worth careful study in each of the top prize winners and all had a stimulating



IN PUBLIC'S EYE THROUGH MEDIUM OF SPECIAL PARADES

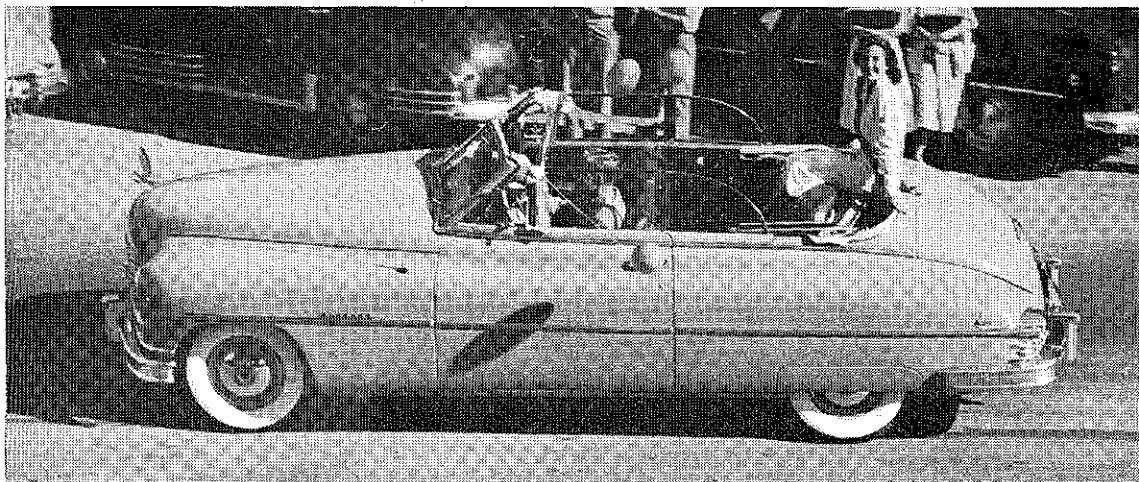


One of 15 Packards appearing in an Armed Forces Day parade at the Minnesota State Fair Grounds is shown above. The cars were furnished by metropolitan Minneapolis Packard dealers. The Packards drew an enthusiastic response from the Minnesota Military District.

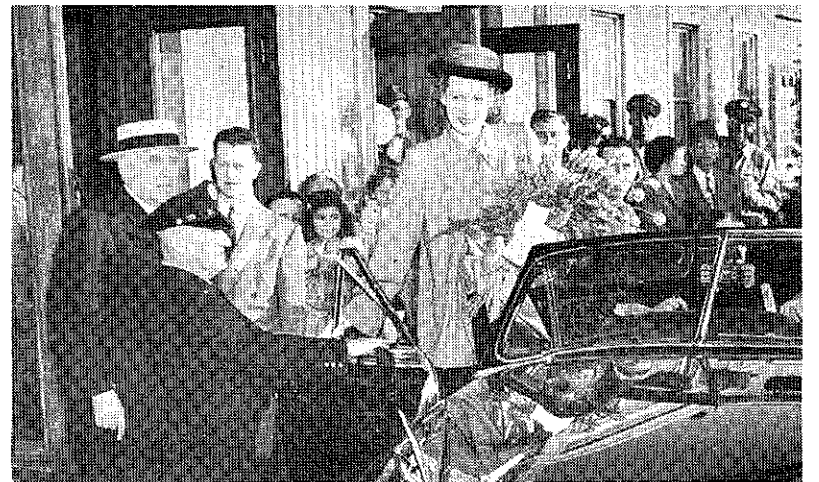
*thousands view cars along route;
convertibles hold spotlight*

PACKARD DEALERS have been quick to seize the opportunity to "show off" the Packard line through the medium of parades—with convertibles in special demand by parade organizer. Packard News here-with publishes the last of the parade photographs that feature 23rd series Packards.

The dealer who takes advantage of parades—especially the lead cars—receives increased recognition in his community—additional goodwill—extra dividends—and increased prestige. Reproduced here are photographs from dealers in the Dallas, Minneapolis, Portland, Washington and St. Louis zones.



Henderson Truck Sales and Service Company, Packard dealership in Henderson, North Carolina, entered a "Miss Packard" in a beauty contest in connection with the Tobacco Festival. After winning the contest, "Miss Packard" was taken on a tour of the city in a Packard convertible by the Henderson firm.

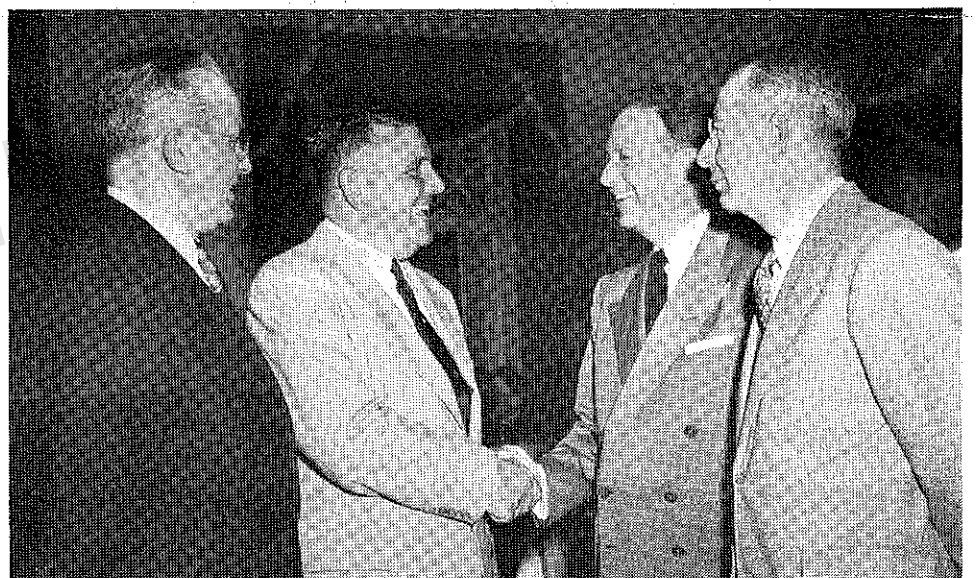


Maureen O'Hara leaving the airport in St. Louis upon her arrival to spark a hospital fund drive. The Packard convertible, Bill Ritchie reports, was her official car during her two-day stay in the city to highlight the drive.

PARTY DINNER AND OPEN HOUSE



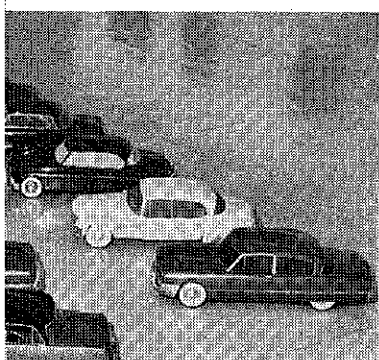
Another group of Packard dealers are shown above as they waited for the evening floor show and entertainment to begin. The party was arranged by L. D. Rambeau of the company's Sales Promotion Department.



Greeting from the "closest" to the "farthest" is given by E. O. Clifton, Packard dealer in Miami, (second from the left) to Tom Milam, Packard dealer in Palo Alto, Calif., who came the greatest distance to attend the convention. Karl M. Greiner, left, and Geo. M. Couch, Atlanta Packard dealer, right, look on.

MOTIVE DESIGN CONTESTS

freshness of design approach. Pictured below, left to right, are the judges and Packard officials as they examined the entries; group photograph of all the model cars; and the medallion winners, looking over first choice.



WESTERN MOVIE STAR POSES IN PACKARD

A. C. Schley, Chicago zone sales promotion manager, arranged the picture below showing Rex Allen, Republic Picture's new Western star, posing with the Packard convertible that he used while in Chicago on a personal appearance tour. With Allen is the Packard receptionist.



SERIES OF SERVICE "SCHOOLS" HELD TO ACQUAINT PERSONNEL WITH 1951 MODELS

Spokane dealer installs rich valance

"**K**NOW the 24th Series" was the theme of a series of Service Schools for dealers and their service personnel held during the past few months.

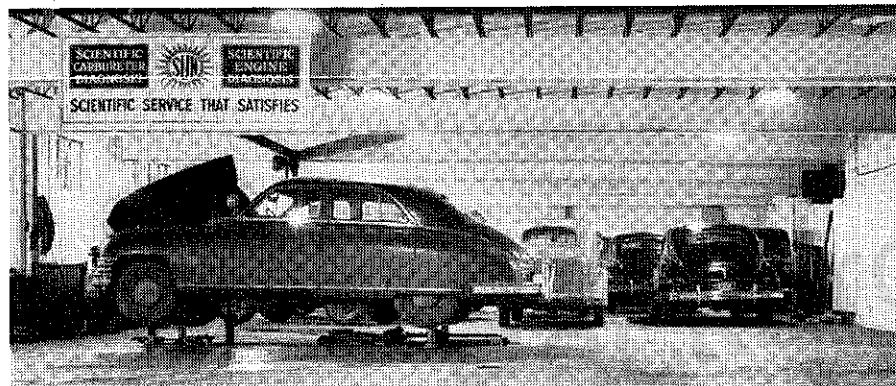
Service instructors explained to servicemen new details of the 1951 Packard including technical maintenance data.

One zone report said that all servicemen in attendance at the school expressed a great deal of interest in the course and benefitted a great deal.

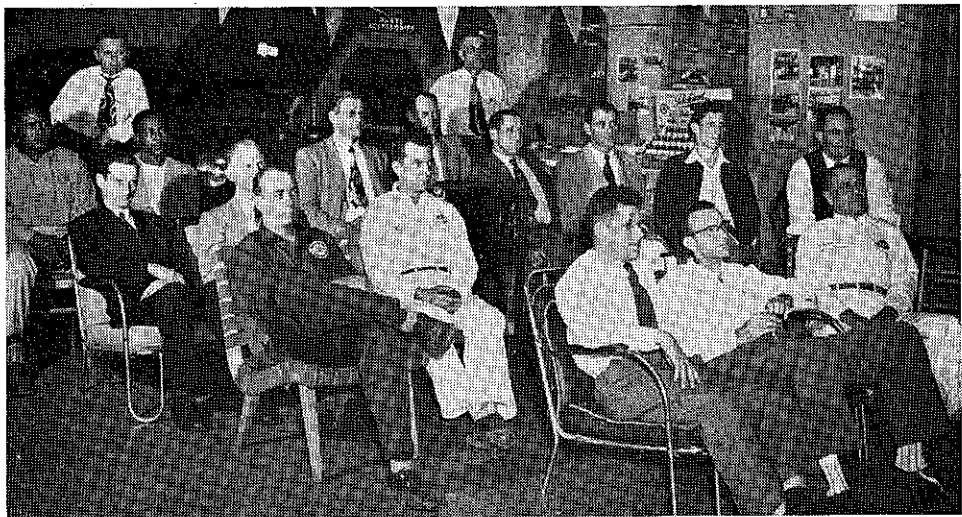
Babcock Motors, Spokane, Wash., in the Portland Zone, installed a very rich valance in their service department in direct view of incoming customers featuring two important services.



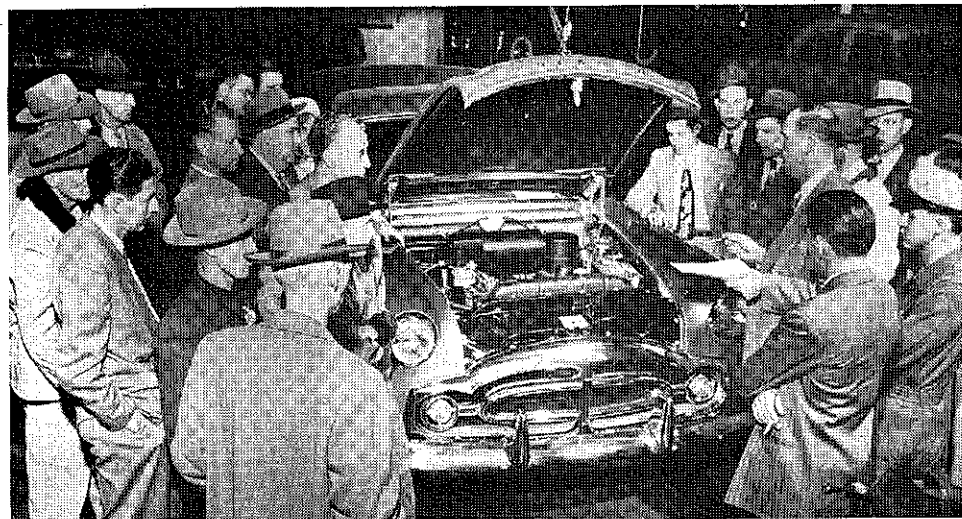
The Portland Zone sent in this picture of the service department at Babcock Motors, Packard dealership in Spokane, Washington. The firm installed a valance in the service section.



Packard's Beckley, West Virginia, dealership features a very modern service department that includes an excellent diagnosis layout. Ward-Evans Motor Co. is under the Cincinnati Zone.



From the St. Louis Zone comes the above picture of a service school held in the dealership at Greenville, Mississippi. Clint Wofford was the school's instructor in "Know The 24th Series."



Instructor J. A. Aylward tells dealer mechanics in the Kansas City area about the 1951 Packard at a service school. Mechanics and service personnel from 13 dealerships attended the school.



Eight dealerships were represented in the service school, sponsored by the Kansas City Zone, held in Colorado Springs, Colorado. J. F. Davis was the instructor.

DEALERS' USED CAR FACILITIES OFFER IDEAL LOCATION FOR GOOD 'SIGNING' PROGRAM

Texas and New York dealerships shown

Used Car facilities offer dealers an excellent location for good signs to promote both the used car and new car sales. Pictured here are two dealerships who have developed good 'signing' around their lots.



J. W. (Jack) Creveling, Packard Corpus Christi, in the Dallas Zone, has put up these two billboards on his Used Car Lot to advertise both his new and used car. The signs are eye-catchers.



Brophy-Kovacs-Salisbury, Packard dealership in Schenectady, New York, in the Syracuse Zone, has a well-lighted and well "signed" Used Car Lot. The area is hard-surfaced and has a driveway entrance.



Chessher Packard, Inc., recently opened in San Antonio, Texas. O. E. Chessher also operates a Packard dealership in Beaumont, Texas. N. J. Campbell is general manager of the San Antonio firm.

ENLARGED AND MODERNIZED FACILITIES FEATURE ACTIVITY OF DEALERSHIP BODY

Texas dealer opens second firm

NEW PACKARD dealerships and new modern facilities for existing firms continue in the Packard field operation to give the company the best representation possible.

O. E. Chessher, Packard dealer in Beaumont, Texas, recently opened his second dealership—this one in San Antonio, Texas. The opening was highlighted by well-planned newspaper promotion.

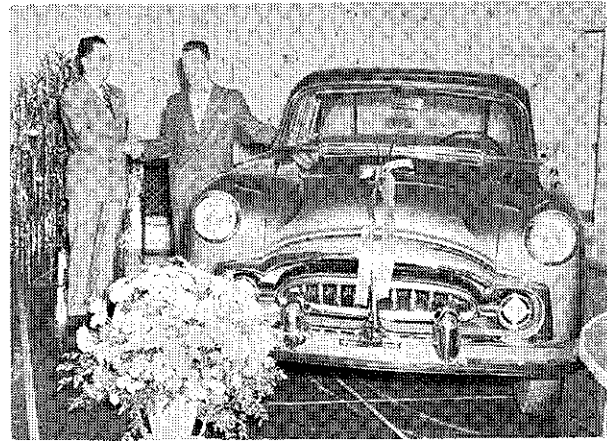
Other dealers—both large and small—have modernized their facilities. John Silvester, Princeton, N. J., recently completed extensive redecoration of his showroom which he did himself after office hours.



E & M Auto Sales Co., Lansing, Mich., in the Detroit Zone, features this modern building with good display area.



Bob Price, left, Dallas district manager, presents sales agreement to Taylor Mays, now dealer in Childress, Texas.



Elwood Gross, Philadelphia Zone Office, left, congratulates John Silvester, Princeton, N. J., on his modernized showroom.

1951 PACKARD CONTINUES TO BE 'STAR' OF THE FIELD IN DEALERS' SHOWROOMS

Promotion work highlights 24th series

PACKARD DEALERS and zones are continuing to promote the 1951 Packard to the fullest extent.

Many dealerships have made excellent use of the Sales Promotion department material that had been sent them.

In the Chicago zone, sales promotion manager A. C. Schely arranged to have 1951 Packards shown in two of the Windy City's leading railroad stations where the new cars were seen by thousands of travelers each day.



Packard Kansas City Company, Kansas City, Missouri, featured floral displays in announcing the 1951 Packard. The four 1951 models were crowded at all times.



The above Packard "300" was on display for a month in a Chicago train station where many thousands saw the car each day.



The Pittsburgh Zone retail store on Baum Boulevard made good use of the Sales Promotion material to announce the 1951 Packard.



During the formal announcement of the 1951 Packard in Portsmouth, Ohio, the above picture was snapped. It is in the Cincinnati Zone.

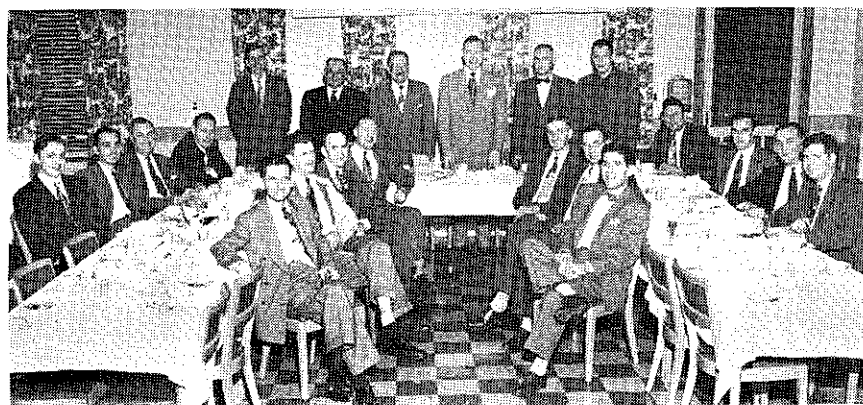


Pictured above is a Packard salesman's training school held by the Detroit zone for dealers and their salesmen. S. S. Hoffman, zone sales promotion manager, conducted the school.

ZONES HOLD SERIES OF TRAINING SESSIONS FOR DEALERS' SALESMEN

Detroit, Cincinnati hold meetings

SEVERAL zones have held training meetings for dealers and their salesmen at which the 1951 Packard is discussed thoroughly from the sales point of view. Training films of the product were shown and various sales points emphasized by both the district manager and the zone manager—both of whom were present at many of the meetings. Pictured here are the Detroit and Cincinnati training sessions. These meetings were of special importance to the newer salesmen.



Norm Livermore, sales promotion manager of the Cincinnati zone, sponsored the Sales Huddle for dealers and salesmen in the area around Huntington, West Virginia.



S. S. Hoffman, Detroit zone, held a second salesman's training session at the zone office. The training course included all phases of retail selling.

UNSOLICITED TESTIMONIALS FROM CUSTOMERS DISCLOSE IMPORTANCE OF SERVICE

excerpts from letters prove need for continuing efficient service

THE service operation of a dealership is, as we know, a mighty important segment of the business. This is highlighted by the number of letters that are on file with Packard News attesting to the fine service rendered by various Packard dealerships.

Speedy, efficient, and satisfactory service not only brings the customer back, but also engenders word-of-mouth advertising about the dealership.

Picked at random are a few of the comments about dealers' service operations.

* * * *

"During the last eight or nine years, I have had service from Packard dealers located in Boston, New York, Phoenix, Little Rock, Passaic and Milwaukee. All of these places, without exception, gave excellent service. At no time was I ever overcharged for work, and at no time did any service manager attempt to do more than was actually necessary . . . I do not know of any other service policy that matches yours."

* * * *

"An automobile is no better than the people who service it . . . My Packard friends are: Packard Dallas; Jacksonville, Florida, dealer; and Packard Corpus Christi. I tip my hat to these people who take pride in their work and product, and back it up."

* * * *

"My business entails frequent travels and consequently, I very seldom get back to my original purchasing dealer for my new car servicing. If all automobile service managers were as courteous and

helpful as J. B. Abel, service manager of the Pittsburgh retail store, traveling would be a dream. He made it possible for me, a stranger, to complete my calls in Pittsburgh without delay."

* * * *

"I want you to know that I appreciate my Packard—and also the service of the local dealer. Their 1,000-mile report is a great thing for a car owner."

* * * *

"Your authorized dealer in New Braunfels, (Texas) Mr. Jack Stahl can be recommended to anyone in need of expert service, maintenance, care and the selling of Packard automobiles."

* * * *

"The William Bouillon dealership here in Chicago is where I usually have my car serviced. I have nothing but the best to say about this dealer and his service. The courtesy that was provided with the service was a matter that you can well be proud of."

* * * *

"I might add that I have dealt with numerous automobile agencies; however, the genuine friendly atmosphere at your local dealership has never been approached. Their quick and cheerful courtesy in making necessary minor adjustments has been remarkable."

* * * *

" . . . I want to congratulate you on the dealer organization in Indianapolis. My relationship with them in business has always been a pleasure to me. It doesn't make any difference whether it's

business in the front with sales, parts, or accounting or in the back with the service managers and the swell fellows on the line. It is seldom that you ever see a team in business that makes goodwill like they do."

* * * *

"My big boost for Packard has been this super-service under Lou Wegener (Citizens-Packard, Detroit). He is always the gentleman to his customers. No complaint is too small for him, and he follows through. I never had service anywhere like I get at Packard."

* * * *

"It's the first Packard I have ever owned, but if your service is any indication of what you get with Packard ownership, it won't be the last."

* * * *

"As for your dealer, Harry C. Jabns, (Sycamore, Illinois), he is to be commended highly for his outstanding service. He believes in giving the kind of service that every automobile owner dreams of having and he does it with a smile. Can you blame me for being a Packard booster?"

* * * *

"In addition, we must state that never before have we found such courteous and efficient service. All of these combine to make it a real pleasure to drive Packard."

* * * *

" . . . not incidentally is the excellent and courteous service and attention of your dealer, Ted Bartnick Motor Sales Company (Chicago).