



## AUTOMOTIVE NEWS

### Packard Fortieth Anniversary Edition

The yesterdays of Packard — the Packard of today — glimpses into the Packard future. What a story can be written around these three subjects—a story packed with romance, achievement, and a clear straight course toward bigger things ahead!

From milestone zero in 1899 to milestone forty in 1940 the Packard Motor Car Company has carried forward with an unbroken succession of fine automobiles. These motor cars have had acceptance by the motoring millions of the world. It is fitting then, as Packard moves into its fifth decade, that there should be presented to the world the "Album of Packard Years."

This Album takes form in a special Fortieth Packard Anniversary edition of AUTOMOTIVE NEWS. Here, in eighty pages, every inch devoted to Packard, is the dramatic story of four decades on wheels. Done entirely in graphic style, it makes lavish use of photographs. Here, for the first time, Packard tells its exciting story, not for the technical automotive mind, but rather for those in the field where Packard meets its public. We believe every Packard salesman would like to have in his possession this colorful and dramatic piece of literature.

Not only is it an educational piece but it should prove extremely helpful in sales work. From the cover, which picturizes the birth of Packard's fearless advertising slogan, it moves smoothly and readably up the Packard years with every phase of Packard's life coming in for a bit of specialized treatment.

Advertising yes, but every advertisement devoted to Packard including congratulatory messages from the "big three": General Motors, Ford and Chrysler.

There is nothing new about a souvenir supplement, but what makes this one unusual, even unique, almost revolutionary, is the fact that it is an anniversary supplement based on, not ten, fifteen or twenty-five years, *but the long record of forty years devoted to the building of America's finest motor cars!* And don't forget forty years just about spans the age of the industry itself.

But don't think this jumbo anniversary edition deals entirely with bygone years, as there is much of *today* to read about. New plant layout, new methods, new facilities, new policies and a host of other things that are making possible new and greater strides forward. No one can read the anniversary supplement without having a better and greater conception of the bigness of Packard.

## *Extensive Factory Coverage*

With a forty-year institutional story of such character, it is to the advantage of both factory and field to secure the widest coverage possible.

First of all, every automobile dealer who is a subscriber to *AUTOMOTIVE NEWS* will receive a copy and three thousand additional copies for non-subscribers. It will be an eye-opener for competitive dealers to learn the story of Packard.

Again, many thousands of independent garages will be mailed copies to increase their understanding and good will toward Packard.

Lastly, every Packard distributor and dealer will receive a copy for each member of his organization, with enough extra copies to meet extra personnel needs. In addition to these, each distributor and dealer will receive an attractively bound copy which should find a place on a table in the showroom.

## *How To Use Them*

How can a salesman get the greatest benefit from this Packard Fortieth Anniversary issue?

First, by all means take enough time to read it from cover to cover. Do that, and you will have a new perspective of Packard as a whole, and you will have a wealth of background and current material that will assist you in the selling of Packard cars. After reading it, don't throw your copy away, but keep it for future reference and review.

## *Circulate Extra Copies*

Keep your copies in circulation among your best prospects. Leave a copy and tell the prospect you will call back for it later which gives you an excuse to get a second interview. And anyone who is the least interested in automobiles will get a thrill out of this *AUTOMOTIVE NEWS* supplement and will have a new regard for Packard after reading it. So, keep these copies working for you.

## *Extra Copies In Quantity*

Nothing that Packard has developed in years, in the way of sales literature, has had the potential sales value possessed by this Packard Fortieth Anniversary piece—remember it took forty years to provide the material.

The factory will provide extra copies in any quantity beyond the no-charge coverage already indicated, at a price of seven cents each with envelope, eight cents with envelope and localized tip-on. A low price, considering the sales effectiveness of this eighty-page paper. Packard-Philadelphia, for example, has already ordered 10,000 copies for use in their sales work and many others have ordered big quantities.

## *Local Coverage*

**PACKARD OWNERS.** We certainly recommend that copies of the Anniversary piece be given to a selected list of Packard owners, and we believe it well worth while for the salesman to deliver each copy personally as this will increase the owners' appreciation of it.

**SALES ASSOCIATES.** The same applies to your sales associates. A reading of the paper will greatly increase their regard for the institution back of the product they are trying to help you sell. Don't overlook a single one.

**DOCTORS AND DENTISTS.** Copies left in the waiting rooms of professional men will be effective reading for those who are tired of looking at 1938 and 1939 magazines.

**MISCELLANEOUS.** The Anniversary issue will also be of value to you in the hands of bankers, attorneys, brokers' customers' men and people of that type. And, of course, don't forget your prospects that might be termed "luke-warm."

Many another use and coverage will suggest itself as you canvass the situation in your own mind. Do this—then let your sales manager or dealer know how many extra copies you think you could use to good advantage.

In conclusion, we wish to emphasize that this Packard Fortieth Anniversary piece is the "hottest sales ammunition" you have perhaps ever had in your hands. Read it—use it—make it serve you well!

SALES PROMOTION DEPARTMENT