

H. Smith



ANNIVERSARY EDITION

FEBRUARY 8, 1940

# AUTOMOTIVE NEWS

## Packard Fortieth Anniversary Edition

The special Packard Anniversary Edition of Automotive News, devoted entirely to Packard, is being sent to every Packard Serviceman. You will be interested in the History of Packard. You will be glad to know what Packard is doing Today, and you will be anxious to learn of Packard plans for the Future.

This eighty-page magazine full of illustrations tells an interesting, dramatic story. It will help you put new enthusiasm into your work. Every serviceman who contacts owners should read every word of it. Every Packard man will want to have a copy.

You men in the service department know Packard cars. Here is your chance to really know Packard. You will find lots of chances to use this information dealing with the present as well as the past. Know and talk about the new plant, new tools, new methods, new facilities, new policies and strides forward. Know the "bigness" of Packard.

This edition is being sent to dealers of other makes of cars, independent garages and others. Packard new car salesmen will be using it. *Let's all read it, use it and make this forty-year story serve us well.*

Service waiting rooms should have a clean copy kept on the table or counter for customers to read.

General Service Manager,  
PACKARD MOTOR CAR COMPANY