

# Inner Circle

## Heralding the New Packards

### Selling-Thought Excerpts from the New York Show Address

FOR the second time within six months we have the pleasure of introducing you to new products . . . We have never been called upon to accomplish this before. It is a record-breaking performance . . . It should prove to you the power of your Company in this depression . . . It has cost millions of dollars . . . It will enable you to go through this depression vigorously . . . We have put your present welfare ahead of the Company's immediate prosperity.

\* \* \*

The first of the new products . . . is no stranger. It is a brand new, strictly up-to-date Twin Six motor which we have designed to interchange in our highly developed Deluxe chassis . . . There is nothing like it in Europe or America.

\* \* \*

You will recall that we produced our first Twin Six in 1915 . . . After the war came the slump and depression of 1920-1921. The car was not then suited to the times but we built . . . far more than all the other companies combined have ever built. It was ahead of its time . . . We have never lost interest in the Twin Six nor faith in the principle of it. We have built many Twin Six motors since . . . and these have earned a wonderful reputation.

\* \* \*

If it is ever said that Packard in bringing out the Light Eight is slipping down to a lower price field, our Twin Six is the answer.

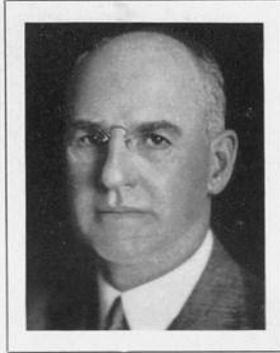
\* \* \*

Our new Light Eight . . . is a new car, in a new price field, designed and developed as an addition to our existing lines . . . Distinctively it is *not* a little car . . . It is as large in nearly every way as our Standard Eight five-passenger Sedan. In some respects, notably acceleration, it is a bit better than our standard cars.

\* \* \*

We have not built the new car to supersede our Ninth Series cars. Far from it . . . We believe that the new car will have a special appeal to

of



PRESIDENT MACAULEY

people who have never been Packard owners . . . We hope . . . with your sincere co-operation . . . to largely retain our present clientele with our present cars and attract a new following.

\* \* \*

I predict to you now that the greatest obstacle you will find to the sale of this new car will be your inability to educate the public fast enough to the great merit and quality of this car. It is surprising—it is unbelievable. You will find that it is Packard . . . in each and every part.

\* \* \*

We decided to do a daring thing . . . to build a car that ought to sell for \$2200 and to boldly offer it . . . at a medium car price, in the hope and belief that the public will appreciate what we have done . . . We counted on your enthusiasm being such that you could carry the message home with conviction.

\* \* \*

We shall be successful if we secure a satisfactory volume of business. We have arbitrarily priced it where it should sell in large quantities at a profit to you, even in these times . . . We have fixed the first price, but its price at later dates is up to you.

\* \* \*

I should speak of the prices of our entire lines . . . We can't make lower prices . . . We have readjusted down-

ward considerably more than is justified by the lowered cost of labor and materials . . . If any price change occurs during the year, it will be an upward one . . . It will be determined by what you accomplish.

\* \* \*

If I were a salesman of the Company . . . and were asked why the differential, I would give as my chief answer the fact that the Light Eight will be produced in far greater quantities; that it is lighter and, therefore, that although the materials are as good, less of them are required . . . I would point out that in entering a new field . . . the Company felt it necessary to give the utmost quality at the minimum of price, at least during the first year. My general answer would be . . . that the price had been determined by the company in its usual careful way; that the factory had gotten its organization to a most efficient condition, and that . . . the cost of materials has been reduced. I would say that the quality of the car speaks for itself . . . but that just how the Company can sell a car for so low a price, I do not know.

\* \* \*

No one feature of a car is as important as the car as a whole . . . Personality is perhaps a new term applied to motor cars . . . yet there is nothing else that as well describes the composite result that has been carefully built up and accumulated into Packard cars . . . The only way to get a Packard car is to *get* a Packard car. Its personality has never been duplicated or successfully imitated.

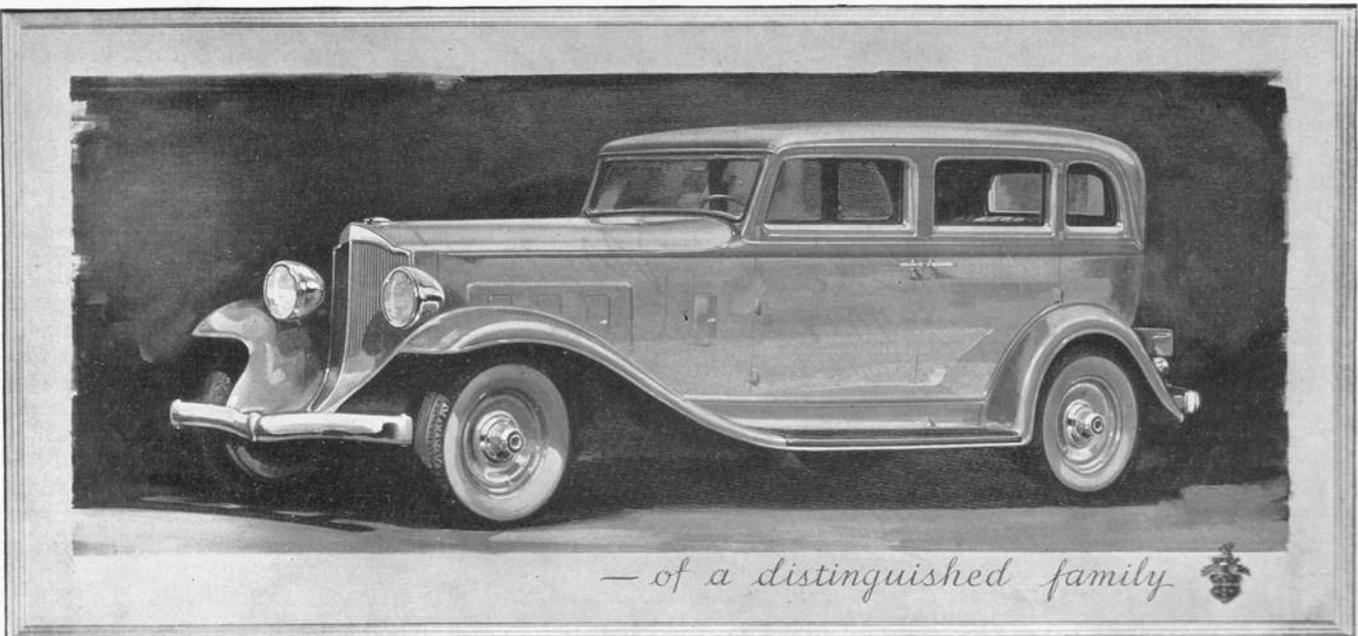
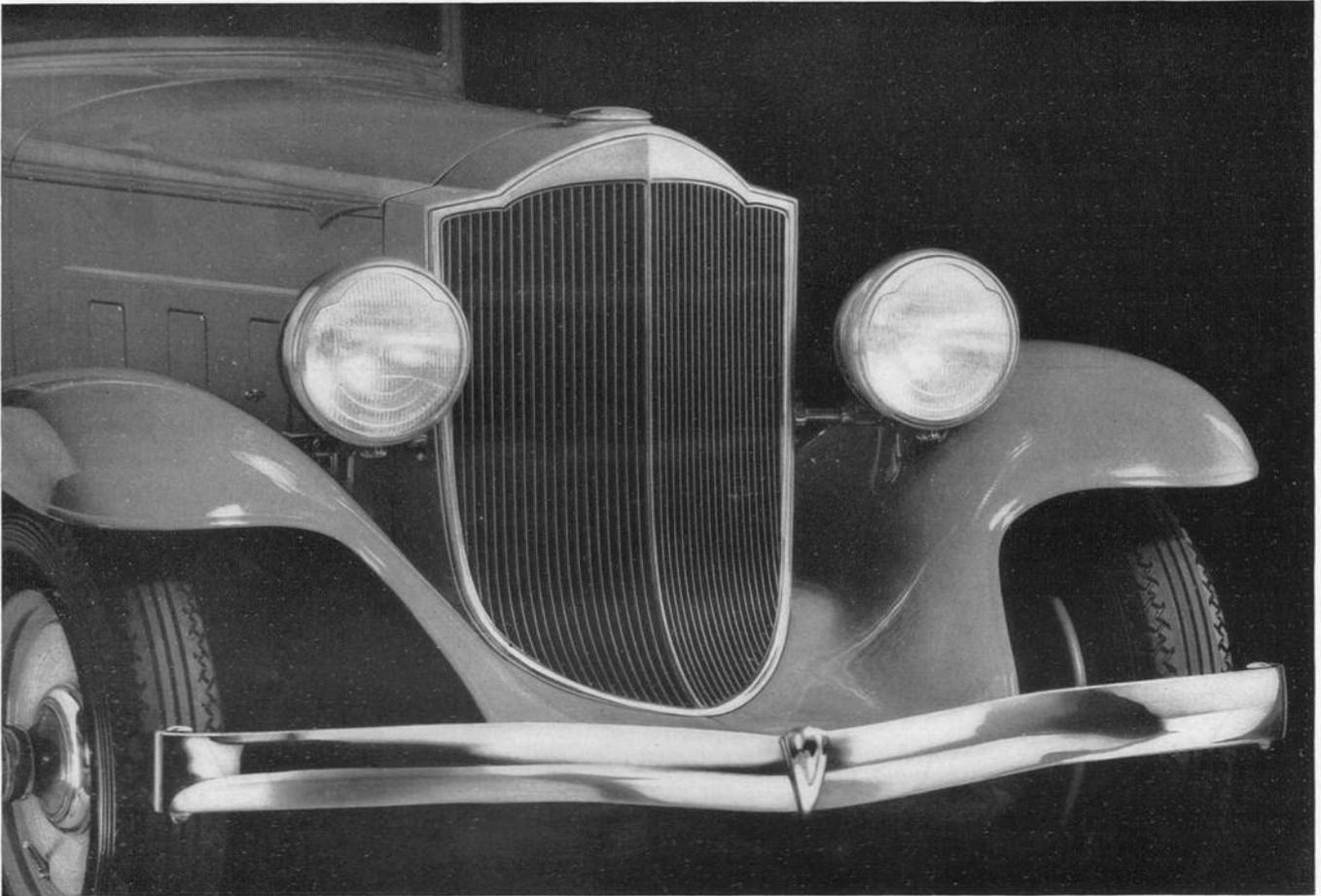
\* \* \*

On the other side . . . the buyers of 901, 902, 903 and 904 cars *do* get something very tangible and very real for the higher price . . . a valuable and very satisfactory something. It cannot altogether be had in a lighter car . . . greater weight . . . greater solidness . . . There is a great attractiveness and a wide market for the Packard Light Eight . . . There is a distinctively separate market . . . for our Standard and Deluxe models.

⌈ The above are but a few high spots of Mr. Macauley's speech. Be sure to ⌋  
⌈ get YOUR copy of "1932—and Packard" which reprints his talk in its entirety. ⌋

# The Packard Light Eight

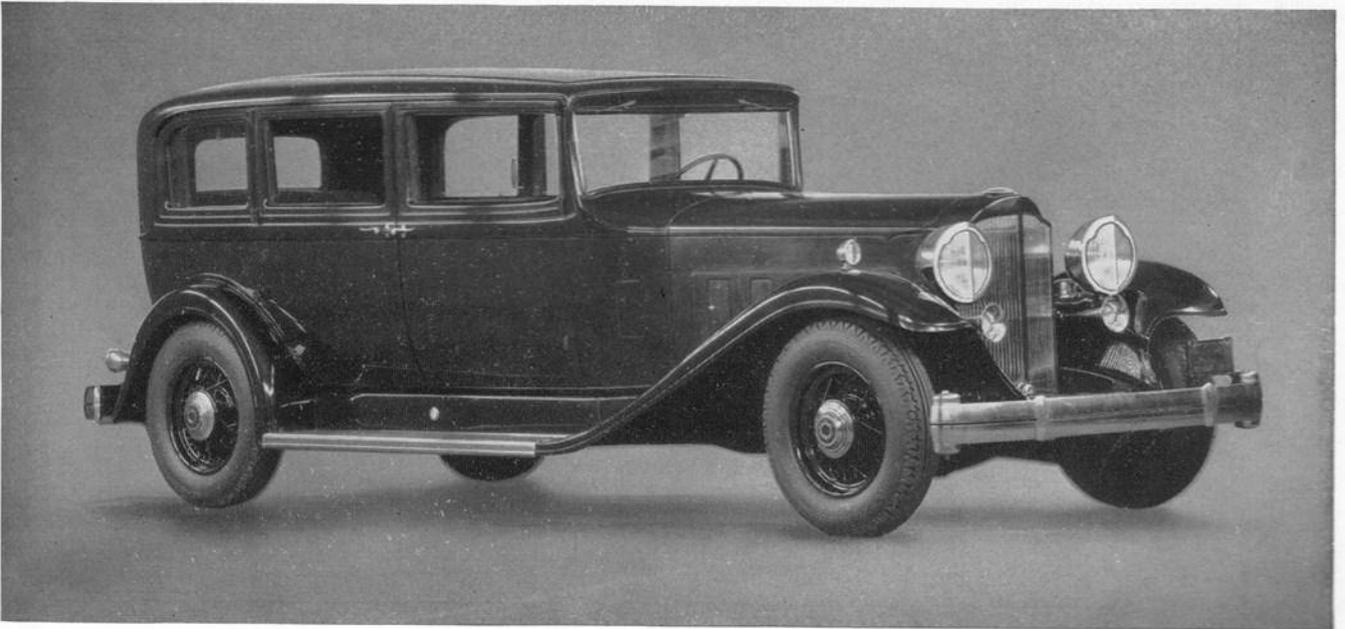
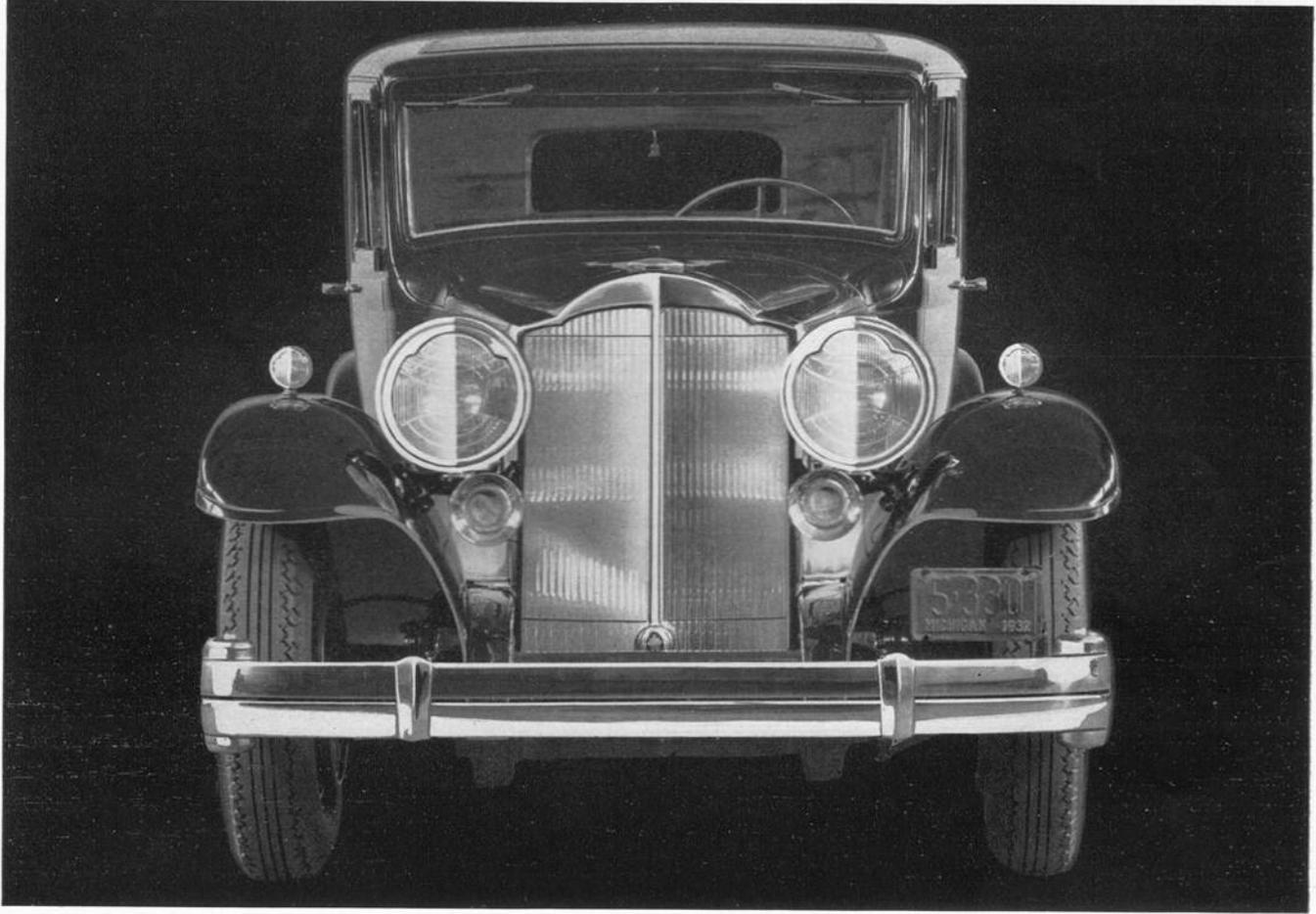
! IS HERE !



*— of a distinguished family*



- - - And So is the NEW  
! TWIN SIX !



# An Important Message from Executives

To develop and build a car of the medium-priced type is one job. To make that car a *Packard in every respect* is quite another task. It would have been easily and quickly within our scope and power from an engineering standpoint to create the former. But it required not days, nor months, but years of experimentation within our shops to create a car of the lighter type that would meet all exactions conveyed by its name—Packard.

The Packard Light Eight justifies our every hope and, in itself, vindicates the long period required for its development. We now hail the result with a pride that is only equalled by that which we feel in our other new car—the Twin Six.

As every Packard man knows, the Twin Six was created and pioneered by our Company. In it we have incorporated all of the knowledge that 16 years of continuous experience with this design has given us. You will, through your study of it, be pleasantly impressed by the fact that the new Packard Twin Six is a different kind of V-type motor. It is in every respect a Packard



COLONEL J. G. VINCENT

*Vice-President  
of  
Engineering*

development representing, in many ways, a radical departure from existing V-type conceptions. I should like to point out at this point wherein this statement is true by explaining its characteristics that make it a superior motor of this kind. But I understand that shortly you will receive this information in detail. Suffice it to say now, then, that we believe the design of the new Packard Twin Six is quite as far ahead of the field as was our first presentation of it 16 years ago.

Thus, the Packard Light Eight and new Twin Six are not

the results of random ideas, nor of recent and hasty decisions to produce them. Rather, they are the outgrowth of long and intense application and effort. Nothing was taken for granted during their development. We drove and observed, made and remade, tore down, rebuilt, until Packard standards were met in every particular.

As a company, however, we cannot rest on engineering laurels only. No cars, no matter how well they embody engineering supremacy, receive the public acclaim rightfully due them unless their superiority be interpreted by consistent and intelligent selling effort. Therefore, the success or failure of the Packard Light Eight and the new Packard Twin Six is now in your hands. But knowing Packard salesmen from their past performances, the factory engineering department believes its efforts in the development of our new products will be matched by yours in merchandising them. The success of the Packard Light Eight and of the new Packard Twin Six means *your* success. Gentlemen, here's to both!



*The Packard Light Eight Stationary Coupe for Two or Four Passengers*

# as Packard Quality Enters New Fields

WHILE it is true that Packard's manufacturing department works along the most advanced lines and is equipped with every modern device for producing better quality at lower cost, a new car development, nevertheless, throws a big responsibility on the manufacturing end of the business. If, for any reason, the engineer's design is not put through the proper steps in its manufacture, steps that carry through to precise limits, the efforts behind that development are lost to a great degree.

Therefore, just as there has never been an off-day for our engineers during the long period that they worked on our new cars, so has there never been an off-day on the part of the manufacturing department in planning for their production.

"Packard standards of workmanship and material *must* be maintained!" came the injunction from the management as the manufacturing division set out to adapt its facilities to the production of the Packard Light Eight. We have obeyed that injunction to the letter. The Packard Light Eight is therefore a



E. F. ROBERTS

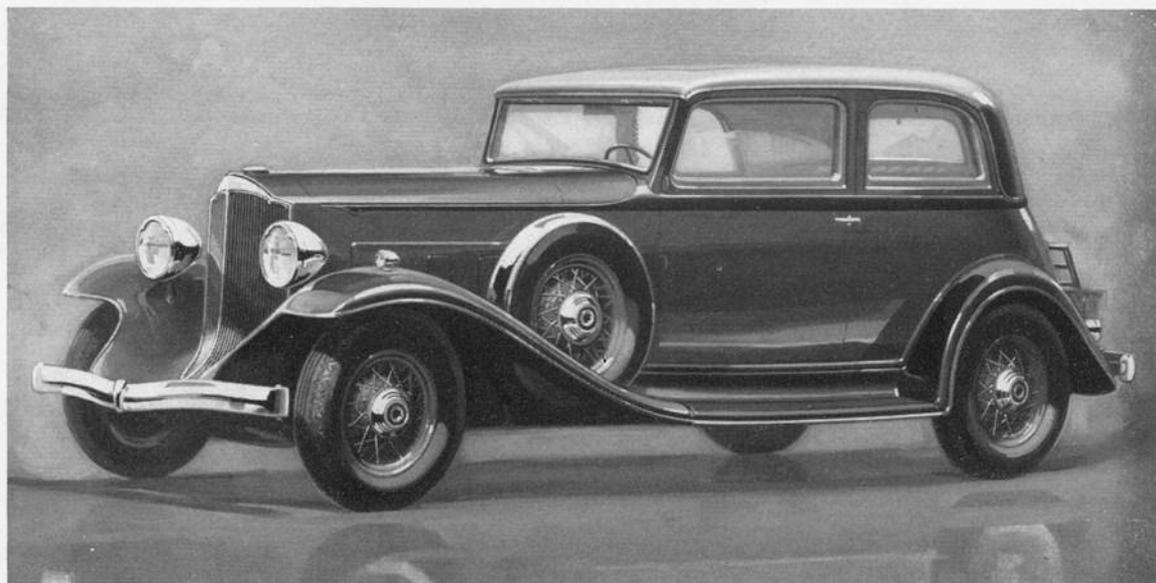
*Vice-President  
of  
Manufacturing*

Packard-built car in every way. It is manufactured like every Packard car is manufactured—by our own craftsmen, working on our own machines, under our own rigid system of inspection, with just as many of its parts produced by Packard as in the case of our larger cars.

The Twin Six was, of course, an old friend of most of us in the department. Thus, as Packard old-timers, we had the advantage of our past experience with the original Twin Six, 16 years ago. In addition we had the advantage of our uninterrupted experience, down through the years, with many marine

and aircraft motors built around the original Twin Six automobile design. However, although from many angles, we *did* have the job sized up in advance, the many new and commendable features of the new Twin Six called for much study in applying most efficiently our resources to their manufacture and assembly.

In summing up, then: The manufacture of the Packard Light Eight and Packard Twin Six to give the owner the greatest possible value in every body type has meant extensive planning and effort and a great financial outlay in building up our facilities with new equipment required. Thus the Manufacturing Division feels it has matched the fine efforts of our engineers in the production of the new Packards and can share in the pride of their accomplishment. "Has it all been worthwhile?" can now be answered only by the men in the selling field. I assure you that no praise proffered the manufacturing department for its part in our new car developments will quite equal that which is said with orders—by Packard salesmen everywhere.

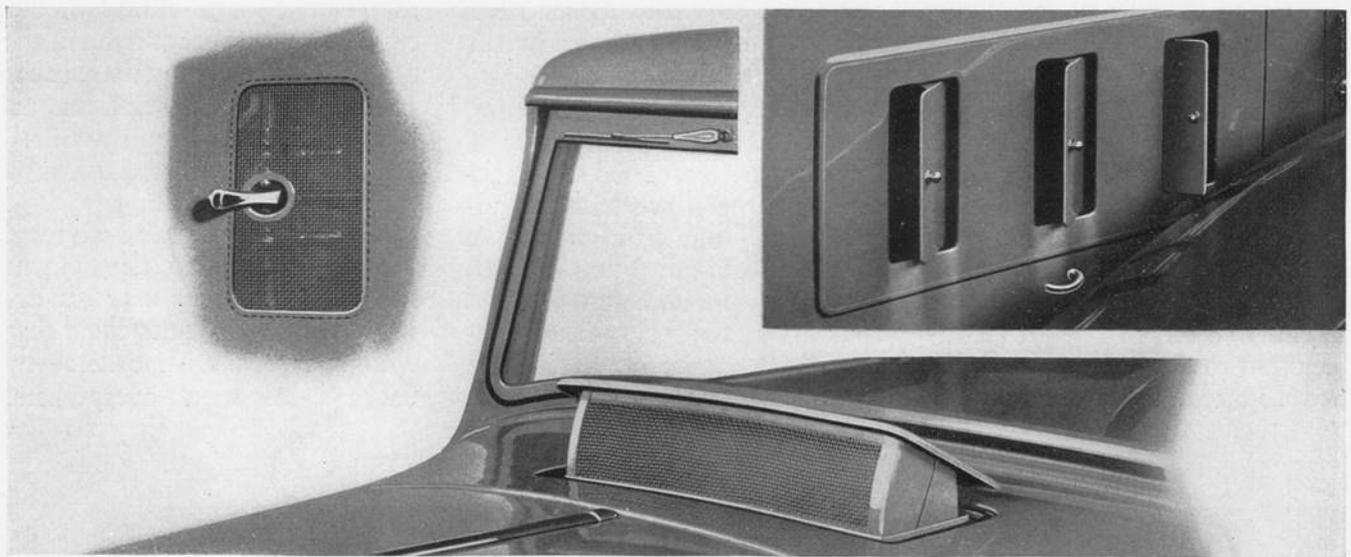


*The Packard Light Eight Coupe Sedan for Five Passengers*

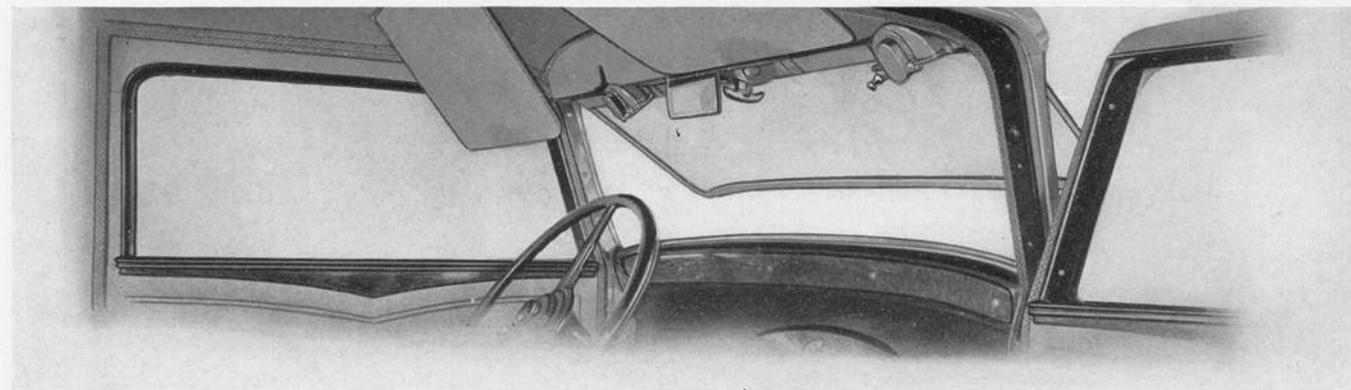
# Comfort, Convenience and



Carefully contoured seats and backs are trimmed with figured broadcloth in a tufted design with sidewalls and headlining of a plain but tasteful material to match. The spacious interiors are thoroughly insulated against noise, heat and cold. Shatterproof glass is standard equipment in all doors and windows.

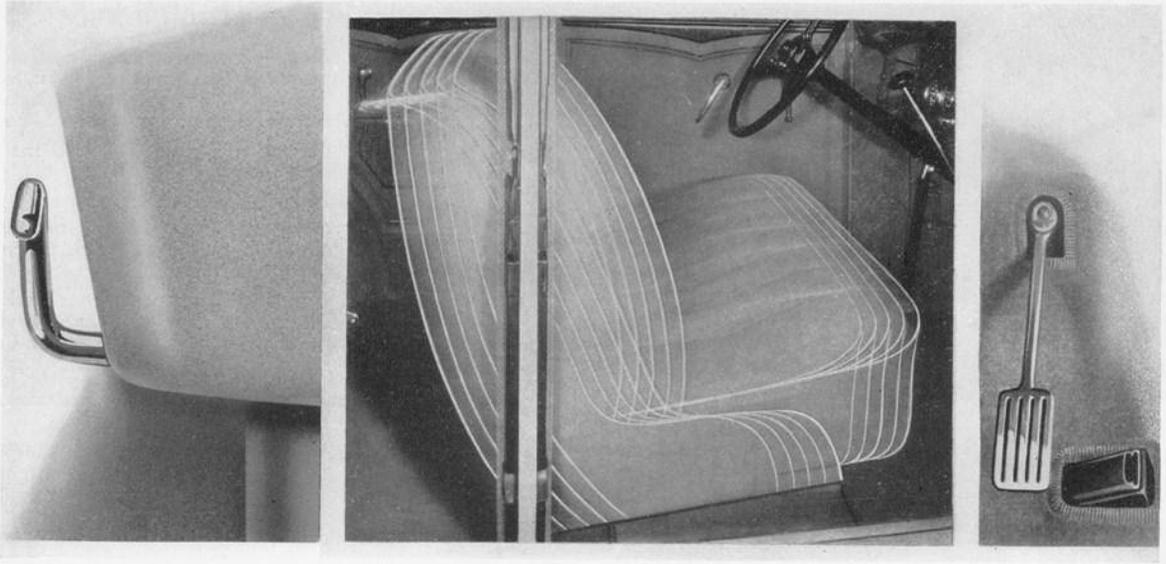


Screened ventilators, one located in the top and one in each side of the cowl, afford extra circulation, comfort and safety. Louver doors add to the attractiveness of the body design; are carefully hinged to provide best under-bonnet temperatures and are easily opened or closed.

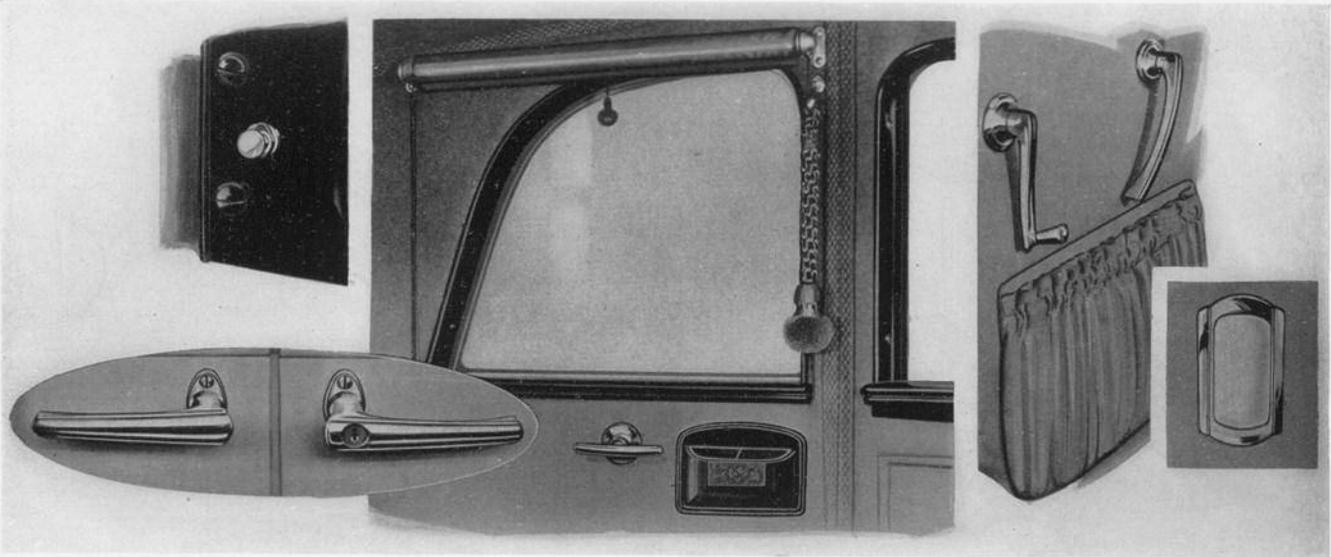


This front compartment view pictures such distinctive features as the two adjustable sun visors; the two automatic windshield wipers which can be operated independently or together as desired; the easily set monocontrol windshield and the narrow pillar posts.

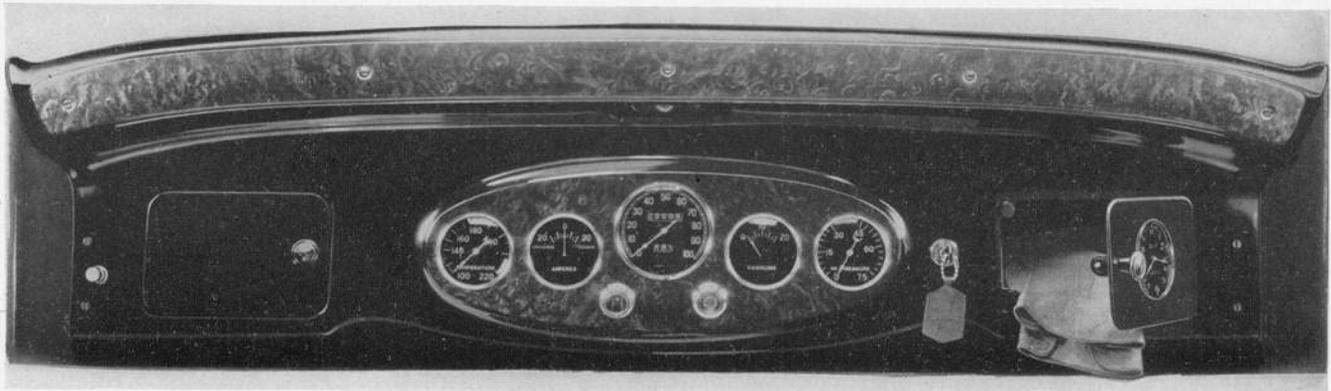
# Luxury in the Packard Light Eight



*Note (left) the front seat adjustment lever of pleasing design and its convenient position for quick adjustment to any one of five positions indicated in the central view. On the right is shown the matched accelerator pedal with its foot rest designed for easy operation, a comfort feature especially appreciated on long drives.*

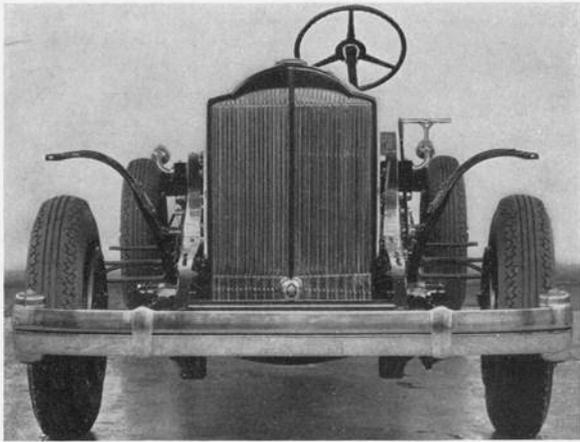


*Door handles of a plain, rich-looking pattern; curtains and toggle grips that match the upholstery; cigar lighter, ash receivers, a dome light of Packard motif and neat door pockets are rear compartment conveniences. Upper left—the remote control starting button on the dash.*



*Airplane type instruments, set in the decorative sub-panel of the instrument board, may be directly or indirectly lighted. A cigar lighter is also provided in the dash. The clock shown mounted in the glove compartment door may be installed as extra equipment.*

# How the Camera Pictures a Few "Vitals" of t



*Even with the body unmounted, the finished symmetry, strength and beauty of the new Twin Six is reflected in this view of the chassis, radiator and bumper that carries the famous Packard stabilizer.*

## Technically Speaking About the

**Motor**—Twelve cylinders, cast integral with crankcase. Four point suspension mounted in rubber. Bore  $3\frac{3}{8}$  inches, stroke  $3\frac{1}{2}$  inches, horsepower N. A. C. C. rating 54.6. Motor actually develops more than 150 horsepower.

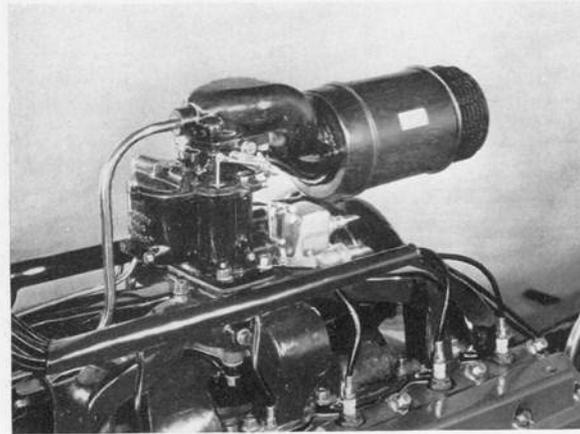
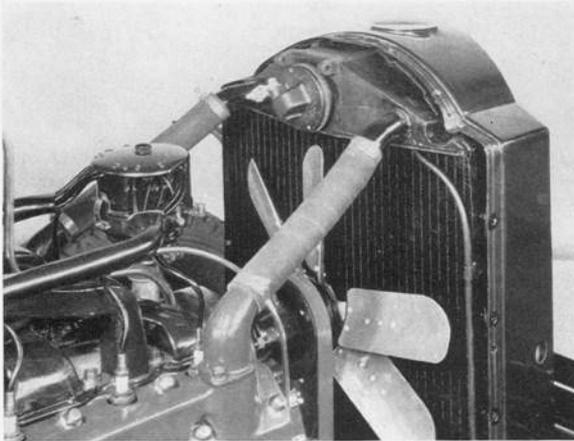
**Cylinders**—Modified L-head made from special iron and steel alloy.

**Pistons**—Special aluminum alloy fitted with four rings.

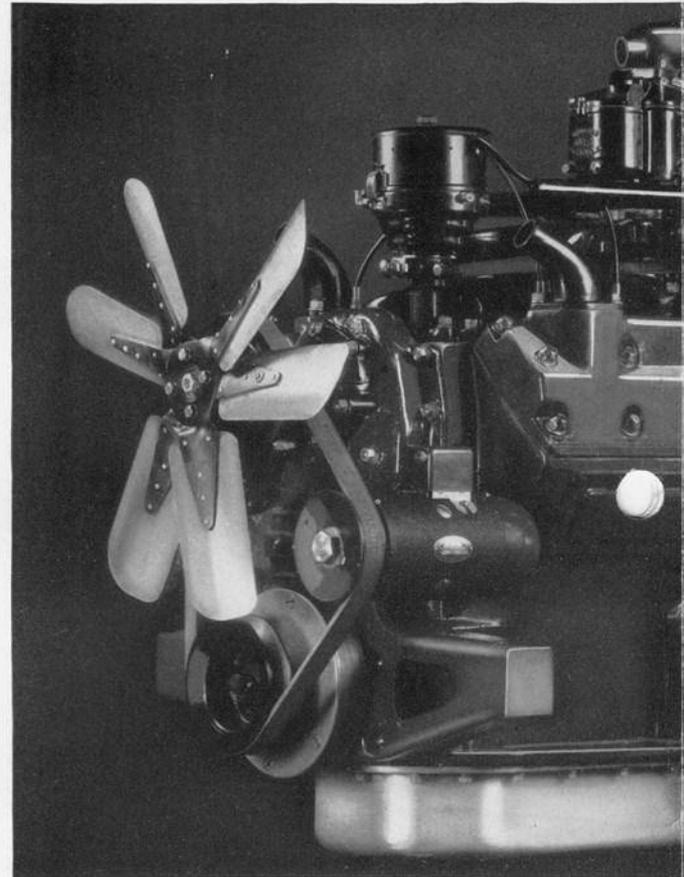
**Connecting Rods**—I-beam type drop-forged from special steel, rifle-bored to provide oil passage from crankshaft to piston pin bearing.

**Valves**—Intake: Chrome nickel steel. Exhaust: Silicon chrome steel. Valve rocker arms are provided with an automatic adjustment which maintains the proper valve clearance at all times and insures quiet operation.

*The large V-type radiator equipped with thermostatically controlled chromium plated shutters, together with large, free passages in the motor, keeps the latter at an efficient operating temperature.*

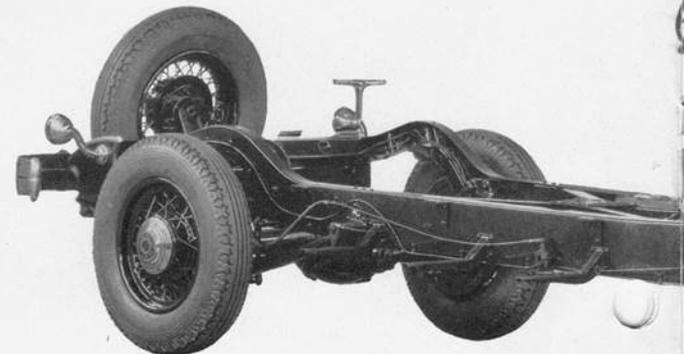
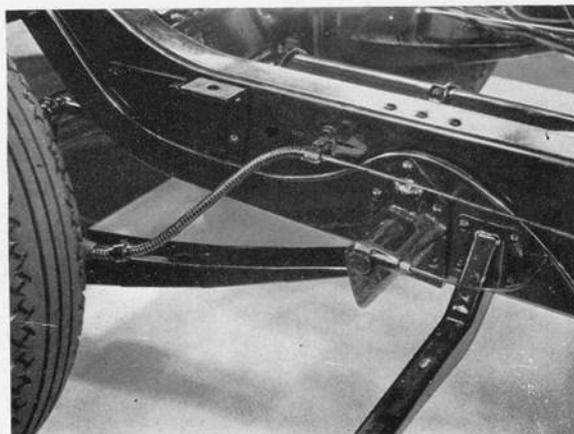


*With its down-draft carburetor plus a novel ejector vaporizer and other unique features, the exhaust and intake system of the Twin Six is distinctively Packard and entirely new in motor car design.*



*Never has there been built a V-type six-cylinder*

*In this view are pictured a section of the deep 8-inch frame; the right rear metal-covered spring, securely shackled to the body; outrigger brackets for mounting the body and one of the running board brackets.*



# the New Packard Twin Six Motor and Chassis

## the New Twin Six Power System

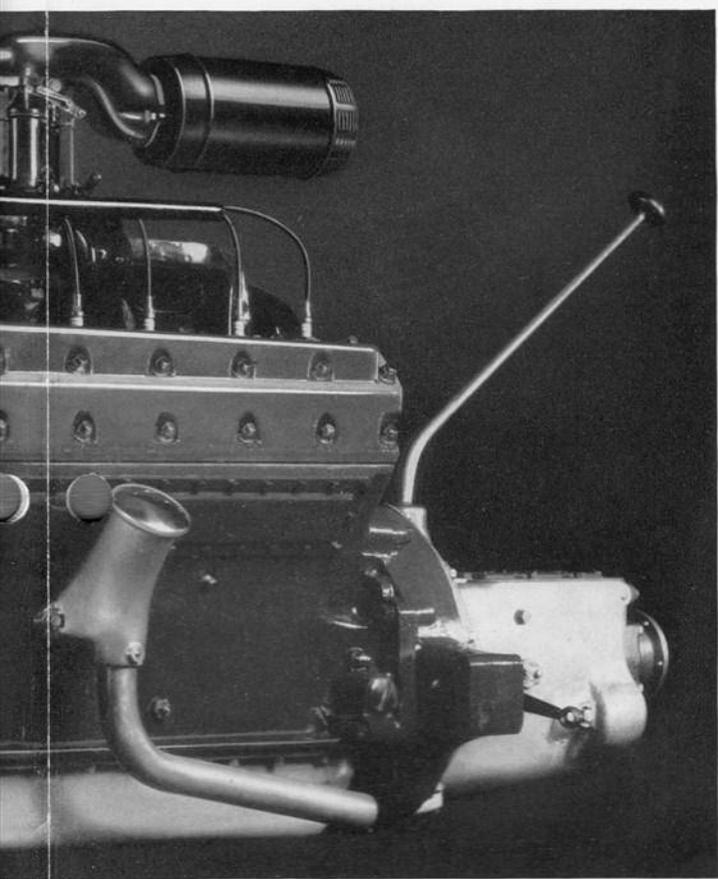
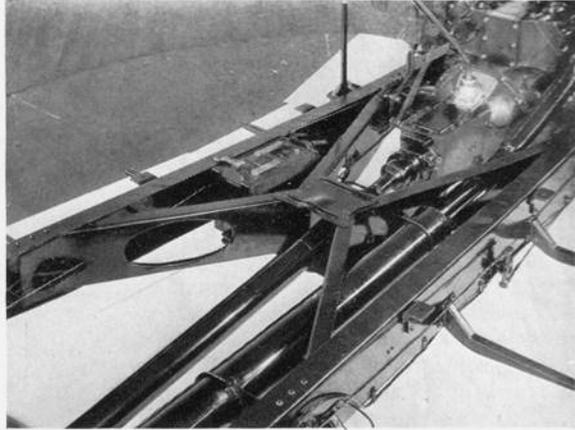
**Crankcase**—Cast integral with cylinders mounted at four points, ventilated, four main bearings, oil reservoir in lower half, electric oil capacity gauge on instrument board and a bayonet type oil gauge on crankcase.

**Crankshaft**—Drop-forged, heat-treated machined all over and balanced both at rest and at speed. Drilled passages provide for oil distribution under pressure to connecting rods.

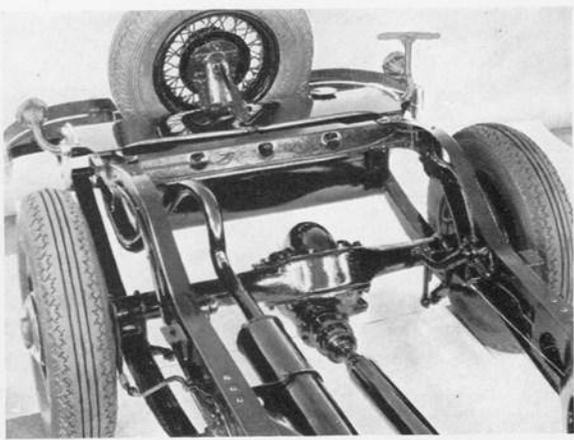
**Clutch**—Improved double dry plate spring cushioned drive. Automatic clutch operation provided by vacuum assist for gear engagement and Finger Control Free Wheeling.

**Transmission**—Packard Silent Synchromesh, three quiet speeds forward and one reverse, nickel steel hardened gears insuring long life and quiet operation. Shafts mounted in highest quality ball and roller bearings.

*A further conception of the strong Twin chassis which is tapered in design to eliminate offsets, is had from this view of the new heavy X-type center cross member riveted to the two side members of the framework.*

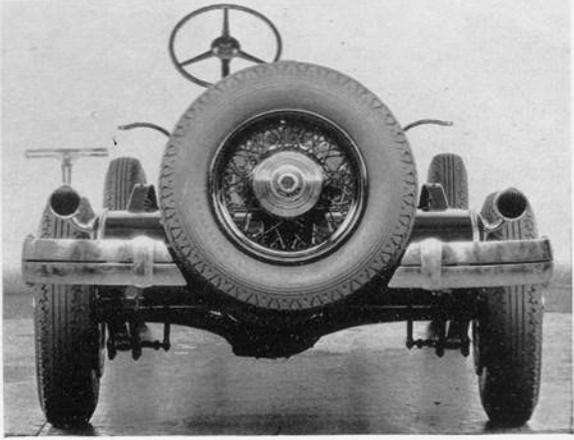
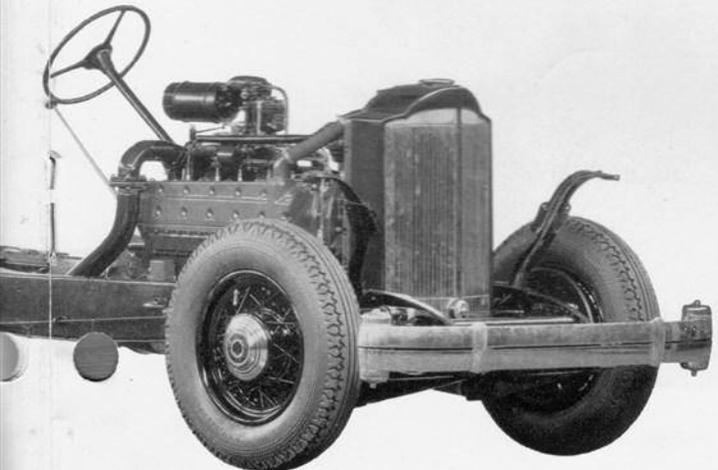
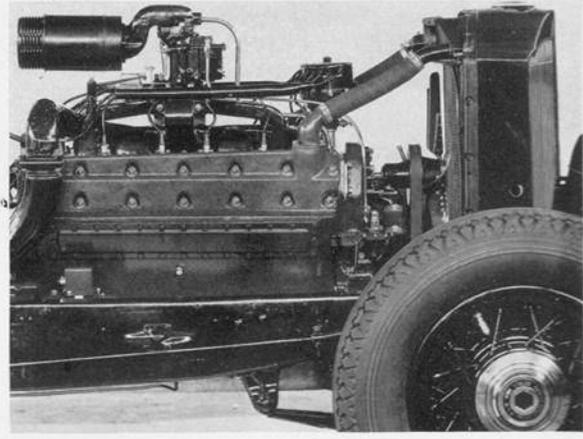


*Under engine with the accessibility of the new Twin Six.*



*The Angleset axle takes full advantage of hypoid gearing and gives an inch more clearance below and above the axle. This permits the design of lower bodies without sacrifice of road clearance or headroom.*

*Note the cleanliness of Packard's V-type design. The cylinder head is literally moulded into the long, sleek Packard hood lines. Its novel design makes "slimness" an entirely new attribute as applied to V-type automobile engines.*



*The Twin Six also has the new type wheels in which the attaching bolts are completely hidden. Deep, sturdy bumpers; double tail-light equipment, and tires 18 by 7 inches, complete the rear view "ensemble."*

# The Prestige Background of the Packard Light Eight

IN the Packard Light Eight car announced today we have taken full advantage of today's conditions to build for today's necessities.

We knew that, because of the present economic situation, for those thousands who have long desired "sometime to own a Packard" prospects of fulfillment were farther removed than ever. We knew too that many other thousands who have tasted the pleasure of fine car ownership were faced with the necessity, in renewing their cars, of dropping back to something of lesser fineness.

However, we knew that any car which we might build must be in every way a Packard. To build less would be to forfeit a birthright created from more than 32 years of exclusively fine car manufacturing.

Reputation is a severe task master. Had we wanted to do so we could not gamble with such a reputation as that which has come from Packard's steadfast adherence to the fine car principle through almost a third of a century.

Many things brought about by today's conditions gave us the opportunity to meet these necessities of today.

Actually we had been working on a Packard somewhat lighter than our other cars for the last five years. We had built several experimentally. They were good motor cars but in each there was lacking an intangible something that helps most materially to make up Packard quality. We

## Is Traced By



H. W. PETERS

*Vice-President of Distribution*

had to continue. We felt we could not produce a car that we could not give the name Packard.

Over a period of more than a year, sensing the approach of today's situation, we had been carrying on intensive engineering development work. In this we were aided by our previous work. Such intensive effort as was expended could not fail of accomplishment, when backed with more than 30 years' engineering and manufacturing experience.

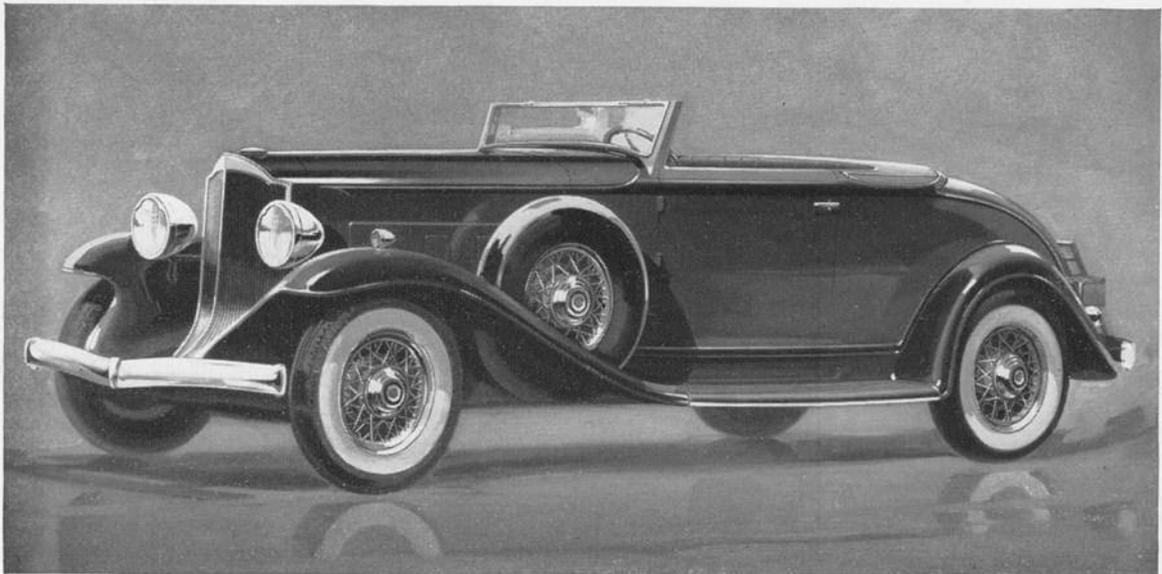
A season such as that through which the entire country has been passing cannot help but bring further manufacturing economies, no matter how great had efficiency become previously. Every corner has to be dusted out and searched for waste at such times as the present.

Competition in any manufacturing company is the keenest during such times. With jobs at a premium every person finds ways and means to work just a little harder. It is harder to hold a job and immeasurably harder to better one, from the highest to the lowest. Greater personal application to his job, intensive although his previous efforts might have been, was but natural from every man throughout our entire organization.

In this we were of course not alone. The same things followed down through all the materials going into the building of the new Light Eight car. The same economies have been effected from the iron ore pit to the finished steel for a crankshaft and from the sheep ranch to the upholstery cloth delivered to our factories.

It was these things which made it possible for us to build a lighter car for a lower price field which we could proudly and without reservation call a Packard.

Intensive efforts of many thousands of persons in every part of this country are combined in this new Packard Light Eight. It is a completely new automobile in every way. It had to be "engineered" newly and completely from the tires to the roof. That it is in every way a Packard—in design, in material and in workmanship—no further proof is needed than the name we have given it—the Packard Light Eight.



*The Packard Light Eight Coupe Roadster for Two or Four Passengers*

# Here's To The Men Who Made Possible The New Packards!



C. W. Van Ranst  
*Development  
Engineer*



T. W. Milton  
*Development  
Engineer*



A. Moorhouse  
*Chief  
Engineer*



R. B. Birge  
*Chief Body  
Engineer*



J. R. Ferguson  
*Chief Chassis  
Engineer*



G. C. Reifel  
*Engineering  
Executive*

YES, here's to them, *every one*, and by "every one" we mean every one of the literally hundreds of Packard men whose splendid efforts spelled success for the evolution of the new Packards.

Thus our Light Eight and new Twin Six are *company* achievements resulting from the intense application and cooperation of every man concerned. Space limitations alone prevent a presentation to the selling field of all who supported Colonel Vincent and Mr. Roberts.

Right on this page also belongs Packard's General Sales Manager, for, after all has been done to make our new cars the real achievements which they are, his is the responsibility of conveying their prowess to the public. And so, to the caption of our page may well be added—and here's to every man in the selling field who rallies 'round him to follow up on the good work done!



J. W. Loranger

*General  
Sales  
Manager*



W. R. Griswold  
*Design Analysis  
Engineer*



W. H. Graves  
*Chief  
Metallurgist*



Milton Tibbetts  
*Vice-President  
and  
Patent Counsel*



J. E. Locher  
*Factory  
Manager*



R. N. Brown  
*General  
Superintendent*



J. F. Page  
*General Service  
Manager*



J. H. Marks  
*Purchasing  
Manager*

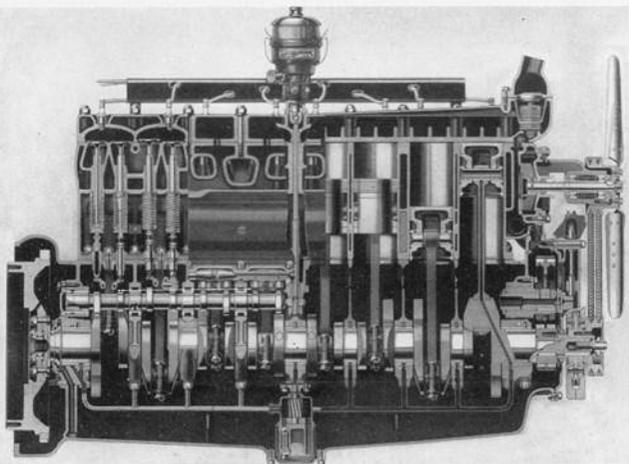
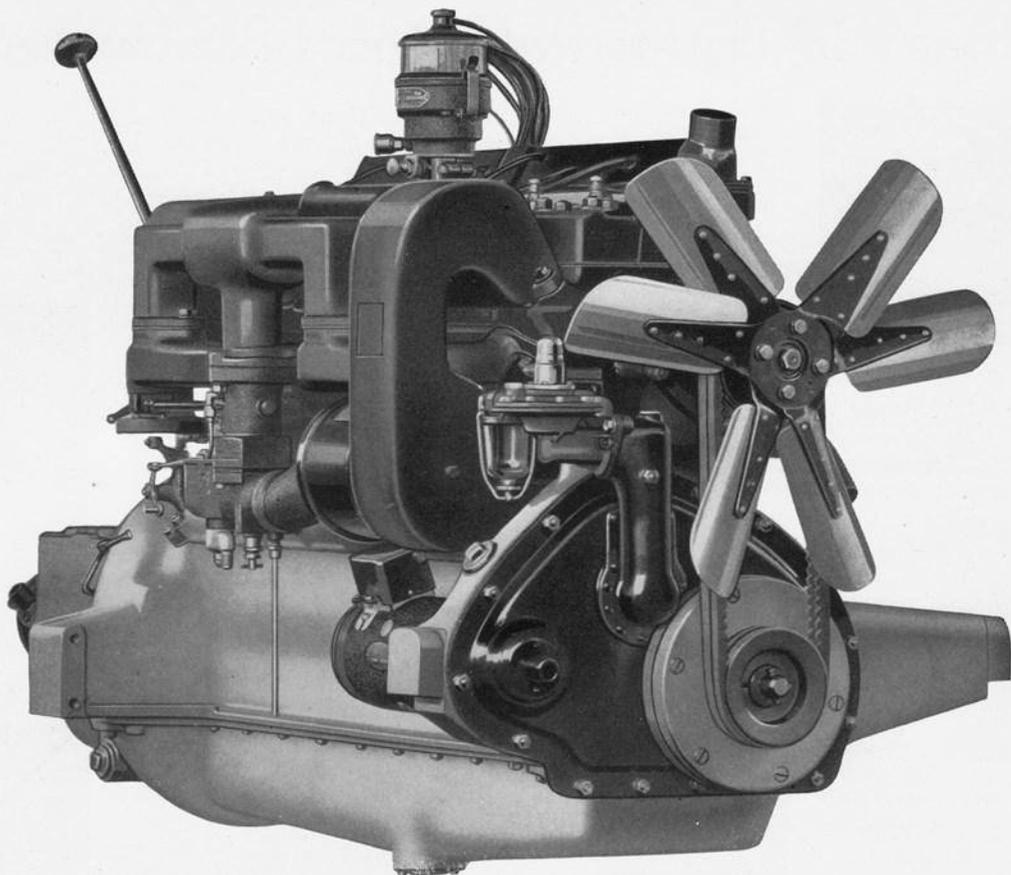


A. L. Knapp  
*Body  
Engineer*

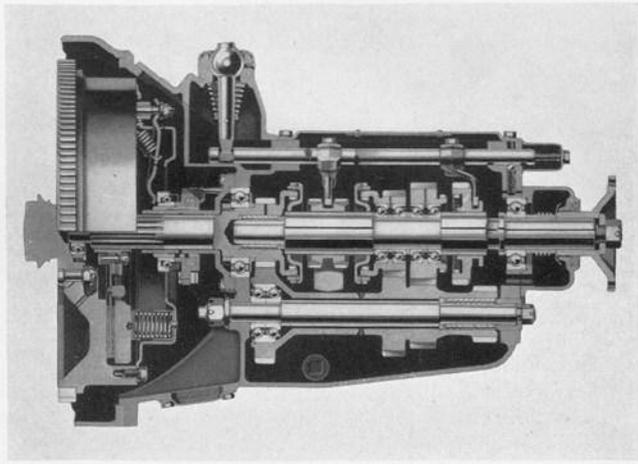


C. H. Vincent, in charge of testing at the Proving Grounds (extreme left) and his boys who make our cars do their stuff. A night force, numbering nearly twice as many as this daytime personnel, continues the gruelling tests.

The  
Power  
System  
of the  
Packard  
Light  
Eight



*Cross Section of Motor*



*Cross Section of Transmission*

## The Good News from the Engineers

**Transmission**—Silent selective type. Three speeds forward and one reverse. Helical type gears on all forward speeds. Synchronizers on second and high speeds. Main shaft supported on ball bearings, countershaft on ball in front and roller at rear end.

**Motor**—Unit power plant. Eight cylinders cast in one block. Four point suspension. Mounted in rubber. Bore  $3\frac{3}{16}$  inches, stroke 5 inches. Horsepower N. A. C. C. rating 32.5; actually develops 110 horsepower.

**Cylinders**—L-head, made from special iron and steel alloy.

**Pistons**—Cast from special aluminum alloy with "Invar" struts. Fitted with grooved type quick seating compression and oil rings.

**Connecting Rods**—Drop-forged from special steel. Modified I-beam rifle-bored lengthwise to provide oil passage from crankshaft to piston pin bearing.

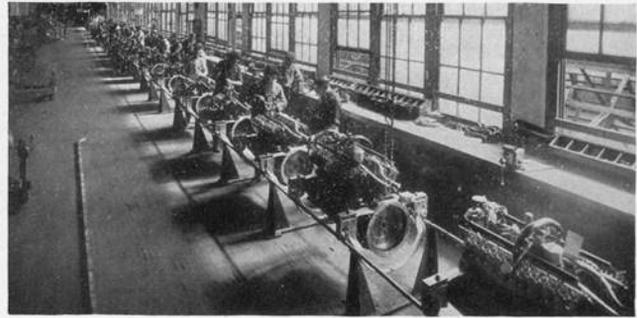
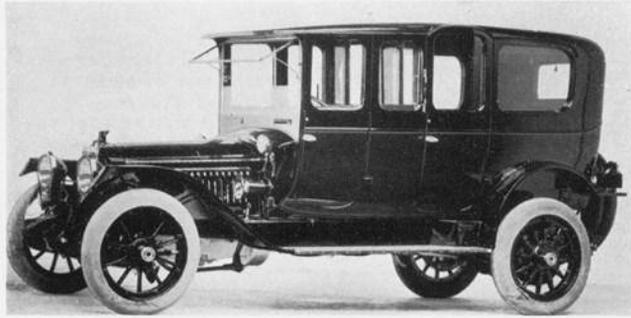
**Valves**—Intake: Chrome nickel steel. Exhaust: Chrome silicon steel. Packard design double valve springs. Valves easily accessible for adjustments.

**Crankshaft**—Nine steel backed main bearings, drop-forged, heat-treated, machined all over and balanced at rest and at speed. Drilled passages provide for oil distribution and counterbalances result in smooth operation and relief from excessive bearing pressures.

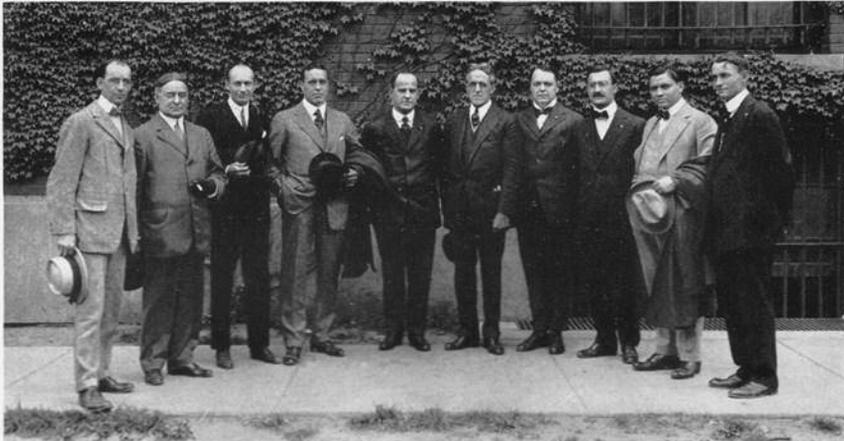
**Clutch**—Improved single dry plate spring cushioned drive. Automatic clutch operation provided by vacuum assist for gear engagement and Finger Control Free Wheeling.

# A Leaf from our Twin Six Album

*Looking Backward on the Car Ahead*



*Born in 1915, this forebear of the new Packard Twin Six was one of the first enclosed models in our famous line of yesteryear. Like the new Twin it proved worthy of the title—"boss of the road."*



*The motor assembly line in 1915, an early contribution to the statement: Packard has sold more automobiles of the Twin Six type than have all other American manufacturers combined.*

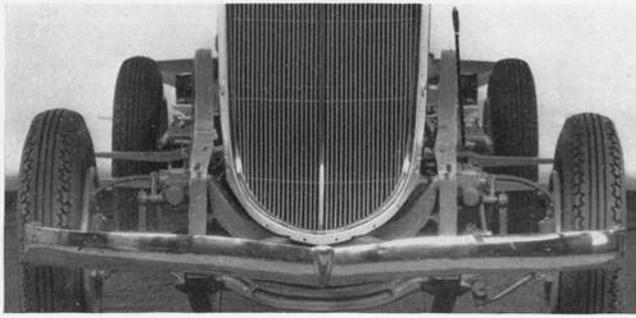
*When the Twin Six was unveiled in July 1915, Packard played host to famous engineers. Left to right: Messrs. Huff, Packard; Birdsall, Consulting Engineer; Coffin, Hudson; A. McCall White, Cadillac; President Macanley; Dunham, Consulting Engineer; Clarkson, Secretary, S. A. E.; Perrin, Consulting Engineer; Hinckly, Chalmers; Col. Vincent, Packard.*



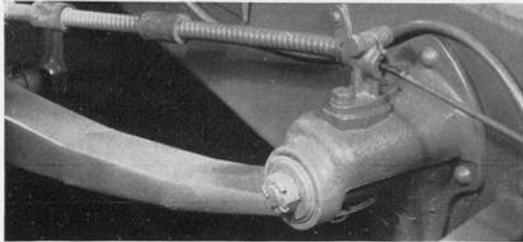
*This photograph, taken November 15, 1917, shows part of the 6000 engines machined for the season's run of Twin Six cars. Packard actually built and sold nearly ten times as many Twin-Six cars as all other 12-cylinder cars registered in this country today.*

# Mechanical Features and Structural

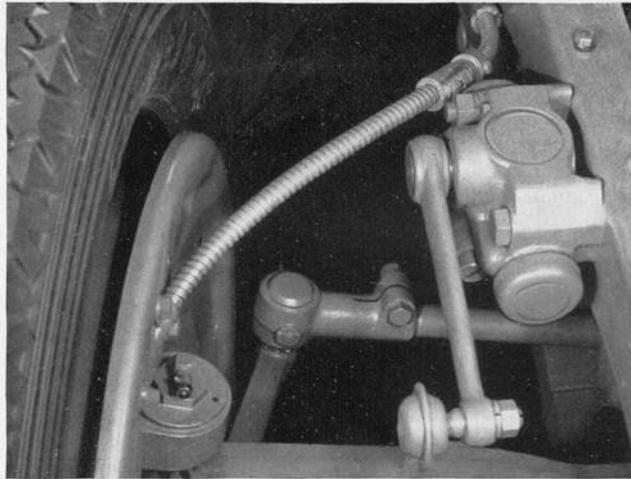
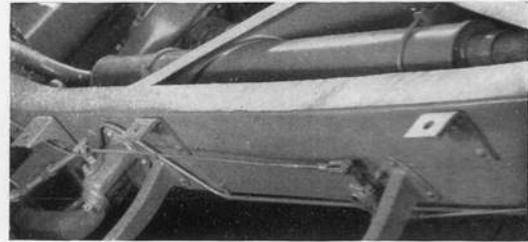
*Below—All springs are fitted with flexible metal covers. By retaining the spring leaf lubricant and excluding water and dirt, they insure uniform spring action and eliminate spring squeaks.*



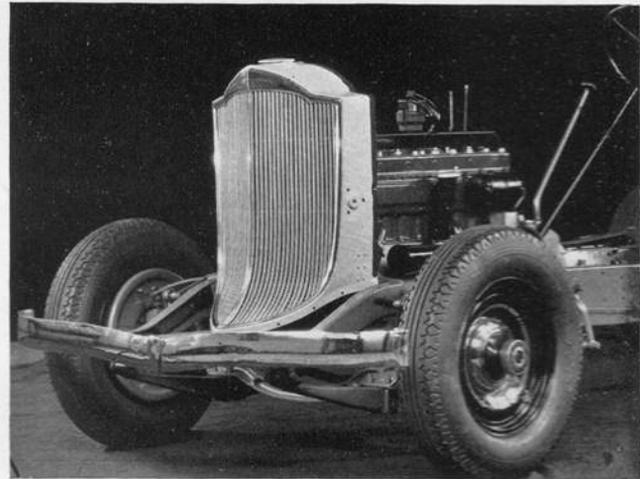
*Below—Outrigger brackets riveted on the outside of the frame securely mount the body. They permit the design of wider bodies and are responsible to a great degree for the spacious interiors.*



*Above is illustrated a head-on view in perspective of the new sturdy double drop frame equipped with radiator and bumpers.*



*Hydraulic shock absorbers are fitted with the famous Packard Ride Control and the brake cables are safeguarded in flexible conduits.*



*Complete bumper equipment and six-ply tires are included as standard equipment, an unusual offering in a car of this price class.*

*Below—The Angleset rear axle of exclusive Packard design and offset differential brings hypoid gearing to new operating advantages and reduces overall height of car.*



*Below—The famous Packard-designed spring trunion bracket adds ease to steering by effectively eliminating all steering whip, wheel tramp and wheel shimmy.*

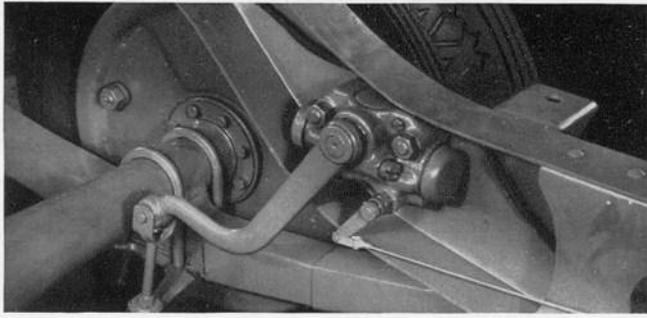


*Above is pictured how the spare wheel carrier of the hub clamping type is bolted rigidly to the frame cross member and cross channel.*

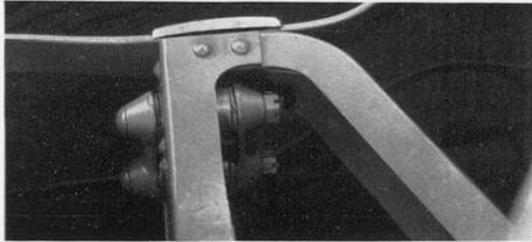


# Strength of the Packard Light Eight

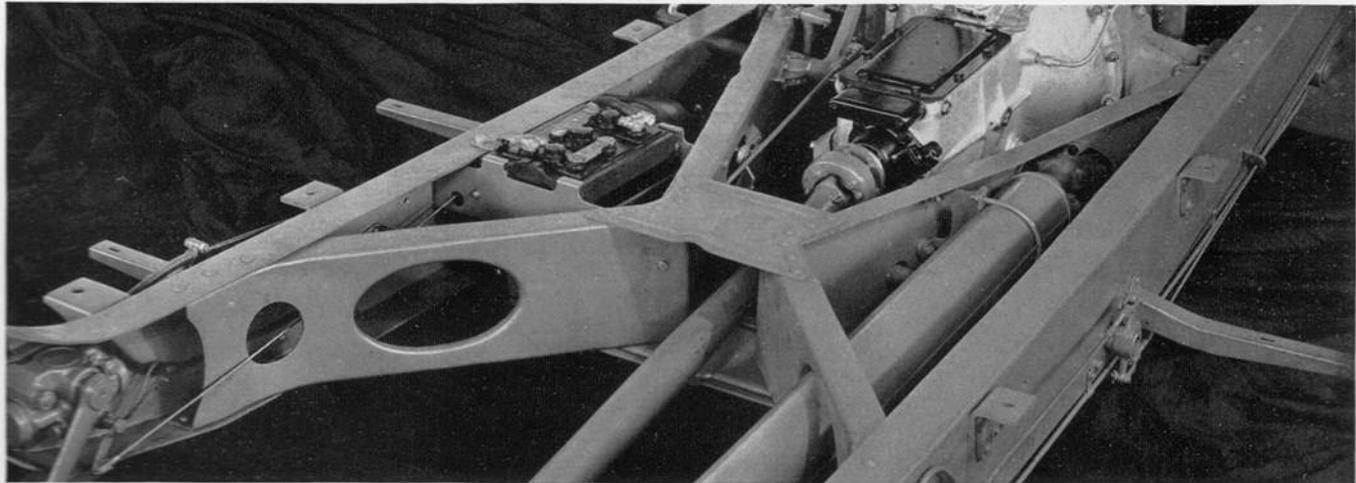
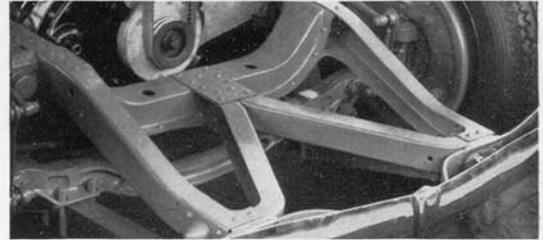
*Below—Springs are mounted with compressed rubber bushings which provide a quiet flexible mounting that does not require lubrication or adjustment.*



*Important in the sturdy framework is the front K-member shown below. It extends from the front motor mounting to the front spring hangers.*

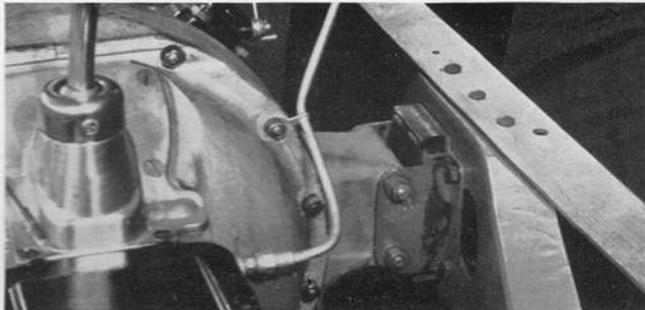


*Above—A plunger easily operated from the driver's seat adjusts the hydraulic shock absorbers for varying conditions of road, load or temperature.*



*Extending from the rear motor mountings to the front of the rear springs, this large center X-member contributes greatly to the rigidity and strength of the new Light Eight double drop frame.*

*Below—The modern design of the Light Eight streamlines the rear fenders and tail-light and smoothly cowls the gasoline tank or added grace and protection.*



*Below—A close-up of the Ride Control plunger which places instant control of desired riding qualities under any driving conditions within the driver's reach.*



*Above—Each short, sturdy motor arm is mounted in rubber. This literally "floats" the power-plant and results in smoothness and silence of operation.*



# How Our New Cars Will Be Supported By Packard Advertising



F. H. McKINNEY

Advertising  
Manager

—under whose supervision our new car advertising program was planned and launched

do a direct duty. Hence the copy for these advertisements will be very direct in its appeal. We also plan on making a more direct appeal to the woman who, as we all know, exerts an important influence in the buying habits of most families. This appeal will, for the most part, be framed about the Light Eight.

As for the selection of publications to obtain our best advertising "break," we shall continue in the *Saturday Evening Post*, *Literary Digest*, *Time*, and some magazines in the "class circulation," such as *Fortune*, *Vogue*, *Vanity Fair* and *House and Garden*.

## Newspaper Advertising, Direct Mail and Other Aids

In the next issue of the INNER CIRCLE we hope to show, among many interesting findings, how many people see and read Packard advertising. This article will also substantiate our belief that magazines should lay the general groundwork of desire and that newspaper space is too costly for this institutional or other long-time advertising. Therefore, with this in mind, we shall do our best to make the newspaper ads of strictly news value. Considering its large field, the Light Eight will, of course, fit very well into this picture. Because we are somewhat handicapped in our newspaper advertising due to the maintenance of rates, we shall carefully guard our newspaper space and confine it to the selling rather than the institutional type of copy. However, distributors and dealers must expect to spend something more per car to get business started their way.

In coming to our third means of advertising—direct mail—we find that here again Packard is prepared to launch our new cars in a thorough advertising manner. Inasmuch as Direct Mail is our most direct advertising method, much attention has been given to it. We are preparing effective prices along invitational and follow-up lines and all of them are priced most reasonably.

H. F. OLMSTED

Publicity  
Director

—who conveys to the press and automotive publications the story of our new cars



H. W. HITCHCOCK

Business  
Manager

—in charge of the actual production of all new car literature and display material



Realizing the necessity of adding to our program definite selling helps during the interim between the announcement date of our new cars and the time they are available for showroom display and demonstration, we have made ready a set of educational wall posters for showroom use. Being pictorial in nature and very comprehensive, they will allow the salesman to give his prospect practically everything except the actual demonstration. These are being distributed to the selling field at no charge.

## More Selling Help

Further, we have prepared an unusually beautiful and adaptable window display, together with fabric sign suggestions. These are designed to invite people into the showroom.

Still another big selling help will be a Twin Six historical folder prepared by Mr. Olmsted who has also provided you with news releases pertaining to the new cars.

Of course, the Packard Light Eight and new Twin Six will be covered in catalogs that are characteristically Packard in beauty and scope.

Naturally, a great deal of extra work has been involved in whipping into shape this very complete program and, needless to say, the past few months have been most busy ones for everybody in the advertising department. In speaking of this we cannot forget John Witbeck, in charge of our photographic laboratory, and his able assistants, Larry Mottashed and Earl Wagner. However, everybody has been happy in getting our new cars off to a good start in 1932. And please know also that the advertising department's effort and cooperation in behalf of the selling field hasn't ended with the completion of these initial plans for supporting the new cars. Throughout the year you will find that every one in the department is willing and anxious to serve you. Likewise they will always be appreciative of your suggestions on any advertising matter.

## Magazine Advertising

In outlining, first, our plans for magazine advertising, we preface our discussion by mentioning that, while many leading magazines have reduced their advertising rates, the newspapers have, unfortunately, taken no steps in this direction. Therefore, we must either pay more for newspaper advertising or obey the alternative—have less of it.

Realizing this, we shall support our newspaper advertising with additional black and white pages in magazines, giving preference to the weeklies we are using. These will include a series of "doubles" pertaining to the Light Eight. However, you may rest assured that you will have all of the newspaper advertising that you can reasonably support and it will be directed toward getting action specifically.

While our color pages will continue to present Packard in a prestige way, even in these we will consider the necessity of making every dollar