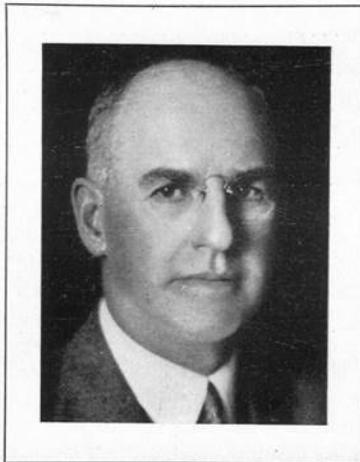


Balancing Our Budget Of 902 Sales Effort

A MESSAGE FROM



PRESIDENT MACAULEY

and 904 types and that he is short-sighted not to continue to establish this background which we as a company and as salesmen cannot afford to lose. We must not now give up a clientele which has taken us years to establish.

It should not be difficult for the Packard salesman to proportion his selling effort among our various lines and in so doing materially increase his income. With a clientele of more than a quarter million owners of the Standard Eight class, he has available a substantial field for soliciting Standard and Deluxe car busi-

ness. Had we not brought out the Light Eight we would have secured a better volume from this important market which is remaining relatively untouched. The Ninth Series Packards are finer and their many new and valuable features should appeal strongly to owners who have not yet experienced any one of the many improvements.

So, to the individual salesman I say: Study your owner's file. Don't be too quick to say that this or that owner can not buy a new car or that he is a Light Eight prospect at best. Give him a chance to buy a Standard Eight, a 903 or a 904. It is no coincidence that sales are in line with demonstrating activity. The family that has shown preference for a Club Sedan, for instance, should be solicited and given a demonstration in a Standard or Deluxe Club Sedan *today*.

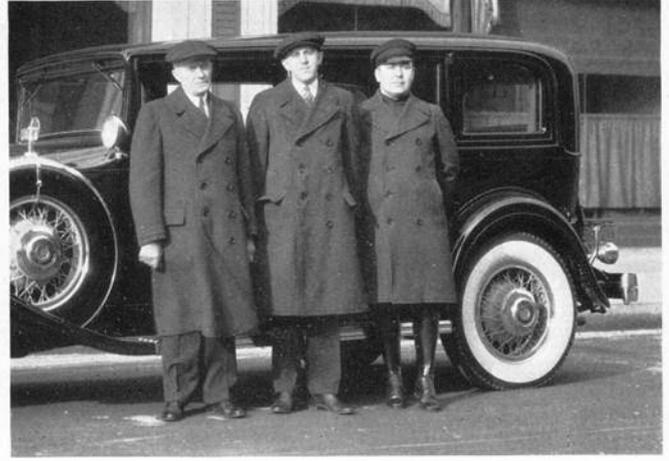
This is a time for balancing budgets. Every Packard salesman should profit by balancing his budget of time and effort through giving our Ninth Series cars the attention they deserve. I am confident he can help himself by the vigorous pursuit of Standard and Deluxe car sales.

Our Demonstrating Drive returns indicate our average salesman made but six Standard Eight demonstrations in eight weeks. A year ago, four Packard salesmen out of *every* four were demonstrating our Standard and Deluxe cars. Today only one salesman out of four is demonstrating them so far as distribution of effort is concerned. Clearly neither Packard owners or other owners are being actively solicited to buy our Standard Eights or larger cars.

Our Ninth Series models are worthy of a finer effort. As you know, we expect to largely retain our deluxe car clientele with them and attract a *new* following to the Light Eight. I am disappointed as I study our Demonstrating Drive returns. They clearly reveal the selling inactivity from which our perfectly splendid Standard and Deluxe cars are suffering.

While the Light Eight, like a new baby, has had great affection showered upon it, the Packard salesman in fairness to his continued selling success cannot disregard its parents. He must realize that the Light Eight is enhanced by our 901, 902, 903

Packard-Chicago Primes Itself for the Demonstrating Drive



AND to prove it, Don Elrod, Chicago Branch Advertising Manager, offers, first, Exhibit "A" (upper left), in which Ray Linsley, Sales Manager of the Lincoln Park Branch at Chicago (many will recall Ray as the president of the Second Master Salesmen's Convention), points to the sign which he has put on each of his Light Eight demonstrators to identify the cars and call attention to them on the streets.

A left hand Light Eight tail-light is used on the right hand side to illuminate the sign at night. The

sign itself is made the same size and painted the same color combination as the license plate.

Ray states as evidence of its value that when he was doing 50 miles an hour along the Outer Drive, three motorists yelled to him and asked him if that was the \$1750 Packard.

Exhibit "B" in Chicago's contention that more Demonstrating Drive prizes will go to the Windy City than to any other place in the United States is the photograph at upper right, showing the Chicago Branch demonstrator drivers who will take

many a prospect and owner for a demonstration during the campaign. From left to right they are George Sutherland, Aran Hjorth and Harry Hemstead. And better drivers never sat behind a Packard steering wheel than these three who follow through on Packard-Chicago's belief in the value of keeping certain demonstrators chauffeured.

So what do you say, New York, Philadelphia, Los Angeles, Boston and all other "A" and "B" points nationwide—is Chicago going to grab the bulk of prizes . . . or are they?

Topping Pittsburgh's Heights in High with the Light Eight

ALMOST simultaneously with the fall of the Chinese fortress, Woosung, Pittsburghers witnessed the fall of its famous South Negley Hill.

After more than 20 years of relentless attack, this renowned height has finally succumbed—the new Light Eight has scaled the heights!

Pittsburghers look upon the surmounting of this steep grade as the ultimate in motor car performance

and anybody who has ever been in mountainous Pittsburgh knows that when these burgers brag about a hill it is a hill. A grade of more than 20 per cent, South Negley has turned back hundreds of thousands of cars over the passing years. It is paved, as may be seen below, with cobblestones and in sections is rather rough. The pictures, unfortunately, do not do justice to the steepness of the grade or the rough going.

The Light Eight made a right turn at slow speed at the bottom of the avenue and effortlessly purred over the top in high.

Believe me, we're opening many an eye to the superiority of Packard performance on this hill during the Demonstrating Drive!

—J. E. LACEY, Sales Promotion Manager, Packard-Pittsburgh



Taking the lead near the foot of the hill, the Light Eight

—draws away from the rest and goes over the top in high.

A "Moviegram" of a Typical Demonstration by Packard-Philadelphia

SYNOPSIS

Scene 1—

C. Paul Ray, Jr., a retired manufacturer of Philadelphia, leaving the Packard headquarters for demonstration in a Light Eight. Mr. William Simpson, the salesman, is telling Mr. Ray of the difficult hills, sharp turns on steep inclines, rough streets, quick get-a-way in traffic that he wants him to experience.



Scene 1

Scene 2

Scene 2—

Hermit Lane in Fairmount Park with a 23 per cent grade and about one quarter of a mile in length is the most frequented testing hill in Philadelphia but considerably avoided on demonstrations because it is feared. It is generally a question how far the car will climb in high. A dangerous curve at the bottom, following a left angle approach, makes it impossible to get a fast start. Mr. Ray, never on the hill before, starts from the bottom at less than five miles per hour, easily gains momentum and flashes over the top with four people in the car at 35 miles per hour. His remark, "I can easily see that it was a tough hill but not for this car."



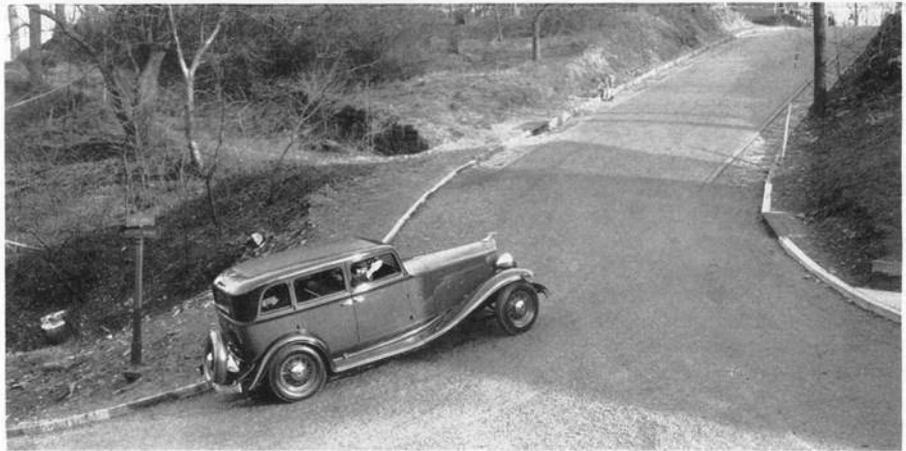
Scene 3—

Mr. Ray drives to Sawmill Hill on the outskirts of the city, another terrible hill for demonstrators. This hill is $\frac{3}{8}$ of a mile long with a grade ranging from 19 to 27 $\frac{1}{2}$ per cent. A curve at the bottom makes it impossible to get a flying start and there are two curves on the hill to make it further dangerous. While we were demonstrating on this hill several other new cars on demonstrations failed to make it. The Packard, however, climbed it without effort and went over the top at 30 miles per hour with four people.

Scene 3

Scene 4—

The Light Eight taking a sharp left hand curve from a 20 per cent grade off Sawmill Hill on to a 24 per cent grade. This is an extremely severe test which the car made to the delight of Mr. Ray.



Scene 4

Scene 5—

This view speaks for itself as to an exceptionally rough and uneven street—left in this condition in the heart of the city pending reconstruction. Blindfolded and with Ride Control set at firm, the passengers of the Light Eight would never realize its rough and rolling condition. At least Mr. Ray made such a statement in referring to its riding qualities as being truly remarkable and almost unbelievable over such a street.



Scene 6—

Waiting in traffic for the "go" signal, the Light Eight easily darts out of the waiting line well ahead and leads the procession down the Avenue.

Scene 5

Scene 6

Scenario and Scenes
by B. D. EASLING
Advertising Manager,
Packard-Philadelphia

Is YOUR Demonstration Over a KNOWN Course Planned as Thoroughly???

Demonstrating Action in the Packard Spring Round-up



Who said hill? With no clue from the Light Eight as to the steepness of the rise Miss Verna Kincaid, one of Lou Davis' fair prospects of the Denver Round-up, stops to find out what the angle of incline really is. (Left) At the top of the hill Miss Kincaid can't refrain from registering affection for the Light Eight after thus showing its stuff. (Below)



Another ascent that has stumped scores of Pittsburgh motorists is the climb to the top of the North Aiken hill. That's why many a prospect in the Smoky City returns home with his mind just about made up after a ride in the Packard demonstrator that took him up smiling in high all the way.

Three degrees below zero and snow several feet high (on the level!) ushered in the Packard Spring Round-up at Minneapolis. But to Packard's versatile selling crew in those domains the adverse elements meant nothing. In fact, here we see salesman A. C. Lindahl turning them to advantage as he demonstrates the year-round superiority of Packard performance to Mr. W. B. Geery, Governor of the Federal Reserve Bank of the district.



In Detroit—land of a motor-wise public—they have to be shown and shown plenty, but Wayne Pickell and his boys are more than equal to the assignment over their planned demonstrating route. Photograph shows a Detroit demonstrator treating a Spring Round-up prospect to the thrill of a quick get-a-way at the light.