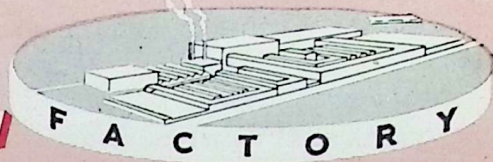


Packard News



MAY, 1945

PACKARD MOTOR CAR COMPANY—DETROIT, MICHIGAN

VOL. 2 NO. 3



WITH the end of European hostilities, we have reached the halfway mark on the road to complete peace. The limiting and restricting WPB orders applying to the manufacture of civilian goods are being rescinded and our particular industry is beginning to see a few green lights that permit some reconversion activity.

In spite of all you may read to the contrary, new cars are many months from rolling off assembly lines, but—your own knowledge of the basic principles and methods used in our particular manufacturing tells you that after cars DO get into production, the rate is stepped up very fast—too frequently, faster than dealers can step up their ability to handle the increased volume.

Since we know this weakness from past experience, it is only good business sense to prepare for that time now—at least from a definite planning standpoint. Only in this way can we increase our handling ability at the same rate and at the same time the manufacturing division increases its tempo and volume.

For example, if you haven't already revamped and rebuilt your Parts Department (PPCP), that order should be in your Zone Office now.

If your present building is going to be inadequate, get set now with a real estate broker with plans covering your needs. Your plans should be just this well laid for every department of your operations whether it pertains to tool or machine equipment, signs, personnel, capital or anything else.

When cars begin to come, you will have so many things to do in such a short time, some very important bases are apt not to be tagged.

The more you do now, the smoother and more efficient your set-up will be one year from today.

Dealer Council To Meet June 11

The next regular meeting of the Packard Dealer Advisory Council will be held on Monday, June 11.

The agenda for this meeting is as follows: Sales Area Protection Plan, New Financial Statement, Training Retail Salesmen, Training Mechanics, Advertising and the Retail Salesmen's Compensation Plan.

It is hoped that individual dealers will take the time to write to a council member and express reactions to the subjects to be discussed. It is in this democratic way that the Council can become truly representative of the Packard dealer body.

PACKARD APPOINTS FOUR NEW VICE PRESIDENTS

Reorganization of Executive Staff Also Announced



New Packard vice presidents, and those previously appointed, pictured are, (seated) left to right, Col. J. G. Vincent, vice president of engineering; J. H. Marks, executive vice president, and G. C. Reifel, vice president of manufacturing; (standing) left to right, Milton Tibbetts, vice president and patent counsel, Hugh Ferry, vice president and secretary-treasurer; Lyman Slack, vice president and general sales manager, and E. C. Hoelzle, vice president and comptroller.

The Packard Motor Car Company last month announced four new officers and a reorganization of the company's executive staff to consolidate direction of broadened post-war car and engine projects under president and general manager Geo. T. Christopher.

As confirmed by the company's board of directors, the reorganization named four additional vice presidents, and designated an executive group to work directly with Christopher in mapping and guiding expanded post-war programs.

New Vice Presidents

New officers appointed are H. J. Ferry, vice president and secretary-treasurer; G. C. Reifel, vice president of manufacturing; E. C. Hoelzle, vice president and comptroller; and L. W. Slack, vice president and general sales manager.

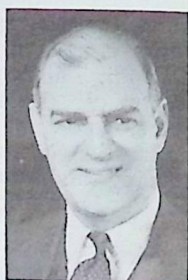
Other vice presidents previously appointed, include J. H. Marks, executive vice president; Col. J. G. Vincent, vice president of engineering; and Milton Tibbetts, vice president and patent counsel.

Also named to the executive group reporting to Christopher are, G. H. Brodie, assistant to the president; Hugh W. Hitchcock, advertising and public relations director; E. Patzkowsky, industrial relations manager; and R. A. Stougaard, manager of field buildings and real estate.

Ferry entered Packard in 1910 in



Brodie



Hitchcock



Patzkowsky



Stougaard

the cost accounting department. He was elected company secretary and treasurer in 1934.

Reifel, with the company since 1913, has been superintendent of manufacturing of the car and marine division since 1942.

Hoelzle, company comptroller since 1930, joined Packard as an accountant in 1913.

One of Youngest in Industry

Slack became associated with Packard in 1934 as sales promotion manager for the One-Twenty car division. One of the youngest executives in the automotive industry, he became acting general sales manager in August, 1942, and was appointed general sales manager in July, 1943.

In naming Hitchcock to the executive group, Christopher also placed public relations under his direction. Hitchcock began as a Packard advertising clerk in 1922 and became head of the department in 1939.

Patzkowsky, beginning as a machine operator in 1936 was named industrial relations manager in 1944.

Stougaard, manager of the company's field real estate and building department joined Packard in 1920.

Brodie, who in 1940 was named manager of the marine engine division, joined Packard in 1907. His new duties include coordination of engineering, manufacturing, sales and management efforts in special engine programs until such projects are in full operation.

Bellows Named Midwest Manager

In an announcement released this month, Lyman W. Slack, Packard vice president and general sales manager, announced the appointment of



Bellows

Wayne R. Bellows as Midwestern Regional Manager. This region, as announced by Slack, will include the following zones: Chicago, Detroit, Milwaukee, Minneapolis, St. Paul and St. Louis.

Mr. Bellows will continue to function as vice president and general sales manager of the Packard Motor Car Company of Chicago.

In line with Bellows' appointment is the announcement that C. E. Stube, general sales manager of Packard-Chicago, has been named Chicago zone manager while R. C. Quinlevan has been appointed Milwaukee zone manager.



Stube



Quinlevan

Sales Department Places School Grads

Four "graduates" of the Packard Sales and Service Training School have already been placed by the Sales Department and are now assuming their new duties in the field. It will be recalled that the school's course of study covered a twelve weeks period last October, November and December with sessions held two evenings of each week.

Gordon Chalfont, who was employed for 30 months as a dynamometer operator in the aircraft engine division has been appointed a district manager for the newly organized Buffalo, N. Y. zone.

Carl Johnson, divisional leader in the gear department of the aircraft engine division was recently named district manager in the Cleveland zone.

An auditor in the company's accounting department for the last three and a half years, Jack Sloggett was made office manager of the Buffalo zone operation.

Burdette Olson, former minister, and more recently a Packard stock expediter, has been representing Packard-Detroit in the Western Michigan territory for the past five months.