



Archival Collection Finding Aid

TITLE: Packard Master Salesmanship Program Filmstrips

ACCESSION NUMBER: 2015.87

CREATOR: Wilding Picture Productions

INCLUSIVE DATES: circa 1948

QUANTITY: 0.2 cubic ft. (1 box)

LANGUAGE: English

ABSTRACT: Around 1948, the Packard Motor Car Co. commissioned filmstrips to assist its sales department in working with customers. These instructional films covered assorted topics, including appearance and chassis features, building a clientele, having a selling career with Packard, basic Packard superiorities, selling a new car, and new engine features for 1948.

This collection contains all 8 of the filmstrips, which had been owned by Robert N. Perry of the sales department. Titles of the films are: "On the Line," "Whattcha Gonna Gimme?," "Million Dollar Chassis," "Yours for a Lifetime," "The Second Chance," "The Little Giants," "The Nimble Young Man," and "Three of the Finest." Also included is one DVD, produced by the Benson Ford Research Center, that contains digital copies of the filmstrips.

ACCESS RESTRICTIONS: The collection is open for research. Please note that use of original film is restricted and that a use copy will be provided. Please contact the Research Center at research.center@thehenryford.org to arrange use.

FINDING AID PUBLISHED: September 2018

Benson Ford Research Center, The Henry Ford
20900 Oakwood Boulevard · Dearborn, MI 48124-5029 USA
research.center@thehenryford.org · www.thehenryford.org