PACKARD MAKER PREDICTS BANNER YEAR FOR AUTOS

Four Million Car Output Seen by Gilman.

BY M. H. GILMAN
PRESIDENT AND GENERAL MANAGER, PACKARD MOTOR CAR COMPANY.

Chances for a banner year for the automobile industry are stronger now than any time during the months of the government's war emergency, according to M. H. Gilman, president and general manager of the Packard Motor Car Company.

"Barring any unforeseen development, it is quite possible that 1940 will witness a more than 50 per cent increase in the sales volume of automobiles, as compared with 1939," Mr. Gilman said yesterday.

The president also stated that the Packard Motor Car Company, which built 26,000 cars last year, was planning to build at least 40,000 cars this year.

"Although the labor situation is still somewhat precarious," he continued, "we are optimistic about the future of the industry from the standpoint of general business conditions. We believe that the need for automobiles, which have been increased by the many businesses and industries that have been called into existence by the government, will be maintained through 1940, and that there will be a demand for at least 50 per cent more cars than were produced last year."

Mr. Gilman also said that the Packard Motor Car Company was planning to increase its sales force to more than 100 dealers in the United States and Canada, and that it was planning to expand its facilities at its plants in Detroit, Michigan.

The president also stated that the company was planning to introduce several new models this year, including a low-priced car which he said would be "the most rugged and reliable car ever made." He added that the company was planning to introduce a new type of body design which he said would be "far more attractive than any other car now on the market."