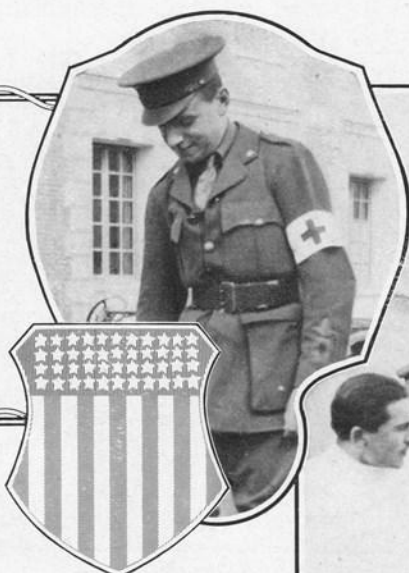


Harry E. Bateman  
of Philadelphia tells  
thrills of a year's service  
in American Ambulance  
and Hospital Corps



soldiers again, if practicable, and if too badly done up for further service in uniform, to become the best citizens possible under the handicap of missing legs or hands.

He says it was a great honor that the American Ambulance, a foreign organization, should be allowed to work right next to the firing line. Only the most trusted—the tried and true, so to speak—are allowed near the lines where men are actually bleeding and dying for France and her allies.

In a graphic description Bateman has written of his experiences he says:

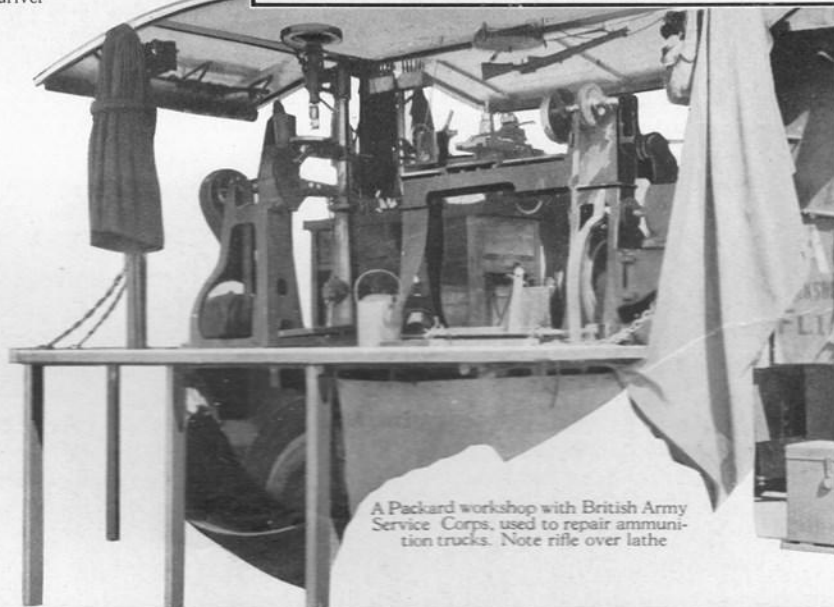
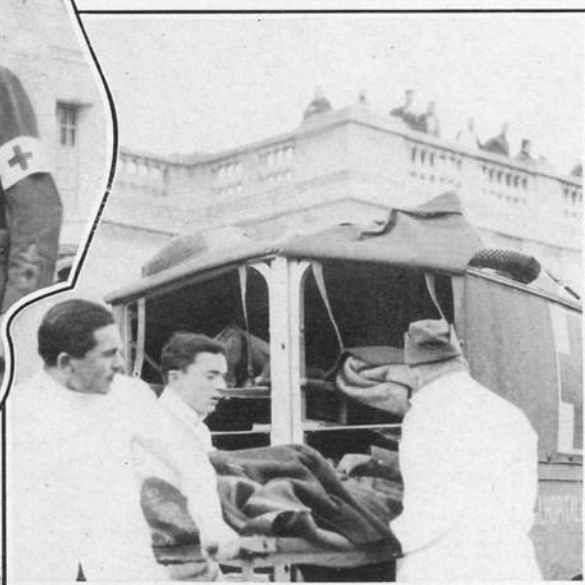
"Four days is the usual time required for men to be picked up, carried to a point of safety for first-aid treatment, taken by horse-drawn ambulance to a *porte de secours* and from there by motor ambulance to field and evacuation hospitals, usually about five miles from the firing line, and from these by motor to railroad points where they are sent to hospitals in the cities.

"Cars have to be driven with all lights out and often the roads leading to the dressing stations are shelled, with the idea of stopping supplies from reaching the men in the trenches. Feeling one's way and dodging shell craters in the road makes exciting driving."

He has recollections of being shelled out of Lenantie last November, arrested for "sight-seeing" and being "where I had no business, watching the battle"—the spot was 400 yards from the German trenches.

"The happiest day was on the fourth of last June, when I unexpectedly met two of my brothers at Bethune. I had not seen them in two years," he writes. "I have five brothers in the British army, one a lieutenant who has been awarded the military cross, ranking next to the V. C. Three of my brothers were at the 'early doors' at Mons. My father has received a letter of appreciation for the family's loyalty from King George."

Above, J. H. McFadden, Jr., equipment officer of the American Ambulance. Mr. McFadden is a Packard owner and driver



A Packard workshop with British Army Service Corps, used to repair ammunition trucks. Note rifle over lathe



In first line of Belgian trenches at Pervyse. The bit of linoleum is a decoration in honor of the visit of the Belgian queen to the trenches. Left, in front, A. J. Reilly, Chicago Tribune correspondent. On extreme right, Bateman

# THROWING A HIGH VOLTAGE INTO SALES CIRCUIT

THREE Twin Sixes came snaking up the main drag of Des Moines and slid into quiescence in front of Schee's *entrepot* and a sleek lot of gunmen began to make noise about the place. It's a brand new bazaar and a real one, if the camera and Sales Manager Hills are to be believed.

They yelled at Schee until he got so cheery they had to drag him out of the place and take him back to the Des Moines club, where they got him quieted down. By the way, the Des Moines club occupies the first corner in Quality Street when it comes to accommodations and courtesy.

As soon as the gang forgot about what a fine new *tienda* Schee's fixed up for the vending of motah cahs, they turned on Hills, and if you'd ever heard them howling about wanting their allotments hiked up,—well, you'd have turned in a riot call.

Iowa is renowned for its continuous prosperity and its many well-to-do inhabitants. It seemed as though the Iowa dealers must know every one of them, judging by the demands for cars, and a consensus of opinion about the number of trucks required indicates that the good roads' projects are not being neglected.

C. J. Moore discussed at some length the Packard's unsurpassed factory organization and production methods, which make it possible for cars to measure up to the high standards of inspection.

The three Twin Sixes that towed *los caballeros* about the city belonged to Schee of Des Moines, Smith of Fort Dodge and Hully of Creston. Others present were: Hawthorne, Mason City; Hipkins, Fort Dodge; Orr and Cunnell, Omaha; Burney, Des Moines; Alexander and Stein, Waterloo; Shelton, Kansas City; Spalding, St. Louis; Brown, Sioux Falls; Butler and Nichols, Quincy; Cardway, Brown, Moore, Hills, factory.

Dealers speed up  
after direct contact  
with factory

live wires



Our  
Sales  
Manager

EVERY one of the eighteen Packard representatives in the Southeastern section had something to say, and a way of saying it that, if reproduced on a ukulele, might have added considerable kick to this scenario.

Here follows what passed the censor: They gathered somewhat uproariously in the Piedmont Hotel at Atlanta. Everybody had a chance to greet everybody else in accordance with the best traditions of the South.

After hearing the veteran C. J. Moore discuss 27 different kinds of steels with the nonchalance of a Serbian refusing quarter, they marched joyously into a banquet room and disposed of true Southern hospitality. Later, things again simmered down to a businesslike hum and those present related little triumphs or disappointments.

The toughest of the sales and service problems were trimmed, singed, head-massaged and shampooed, without leaving the chair. But Sales Manager Hills

felt some loose hairs dropping down the back of his neck when he learned that those assembled dealers wanted their allotments increased from fifty to two hundred per cent. Prexy Corbin reminiscenced a bit and had them all up on their toes planning truck campaigns.

Osmond Barringer, the Charlie Chaplin of Charlotte, contributed several bits of refined comedy, which made everyone forget life's little irritations.

Gatherings of this sort make for acquaintance, and acquaintance makes for confidence and friendship. It is conceivable that under certain rare conditions, a dealer might jump to the conclusion that some other dealer was seeking the advantage in a transaction where both were concerned. When these dealers know each other by personal contact, the chance of such a misunderstanding is certainly remote.

That is one of the reasons why the sectional convention idea is proving such a big success. Dr. Hills has scheduled other meetings of the same kind. Opportunity will get a slap in the face from any eligible dealer who fails to attend.

Among those more or less in evidence at the Atlanta meeting were: H. B. Odell, H. W. Woodward, W. B. Coleman, J. D. Allen, L. J. Kahn, Atlanta; T. A. Bryson, Jr., Savannah; Charles Denegre, Birmingham; Palmer Abbott, New Orleans; Charles S. Wilson, Tampa; W. O. Jones, Chattanooga; Joseph Frazer, Nashville; Frank Carpenter, Knoxville; H. Pronteaut and W. R. Eve, Augusta; O. L. Barringer, Charlotte; A. M. Gibbes, Columbia; R. J. Kearns and F. B. Steel, Mobile; Ed. Imms, D. W. Young, A. E. Corbin, C. J. Moore and H. H. Hills, from the factory.



It was a goodly gathering of the elect that came together at Schee's substantial corner in Des Moines

# DEBUTANTE AND CHAPERONS FITTINGLY ARRAYED FOR GRAND CENTRAL PALACE

*I've just passed my final inspection  
I'm dressed in my best for the show  
All frilled and bedecked to perfection—  
Cost oodles and oodles, you know—  
Of course you've conjectured the reason,  
I'm ready to make my debut—  
Take my place as the belle of the season—  
Please put me aboard the choo-choo.*

AND, after apologies to Mr. Bret Harte, start the choo-choo for Grand Central Palace just as fast as ever you can. I am eager, of course, because I am a Twin Six and because this is my first appearance at a National Show. But I am not excited or flustered. I am always under perfect control. And I am well chaperoned. But first let me tell you about my darling coming-out clothes. You know, I'm one of the Limousines.

In deference to our refined readers, we propose to drop the figure right here. It frazzles our artistic nerves to speak of a young lady's fenders and door panels, not to mention the complications that might arise in referring to the stripped chassis.

The Debutante appears in Valentine's warm gray with panels of Veluvine white. The window re-

Arthur E. Corbin  
assistant sales manager,  
who directed the  
finishing of show cars



veals, in burl maple with ebony edging, give a vivid contrast. Escutcheons, done by real artists, decorate the door panels. The upholstery is in most exquisite shades of gray, and the cushions are layers of down in English lansdown linen envelopes.

There's damask lace around the doors, and the curtains are of ribbed white silk. And there are silver-mounted, hand-painted satin medallions, tapestried foot cushions, toilet articles in dull silver mountings, gray leather card cases and other little vanities. Now, if you are sufficiently interested, see back cover.

L'Invitation, a seven-passenger limousine, modestly hides her boudoir beauty beneath a cloak of blue and black and gold. Rare beauty! Tapestried cushions that

hark back to the courteous days; old gold damask hangings; taffeta curtains, softly harmonizing rose and apricot with mahogany woodwork; dull bronze fittings shaped and carved by hand; a Stygian black carpet—and a telephone.

The Chatelaine also is very elegant in Japanese purple lake and a fashionable shade of green, combined with black in patrician coach style. The interior finish is dull rubbed mahogany. The upholstery is of reddish tan melton, and all the trimmings and appurtenances are special patina.

The Duchess is just as rich-looking and aristocratic, in velvety black and antique gold, with brushed gold metal trimmings, gold silk door cords, fine tapestried upholstery and all that.

The open cars specially finished for the show are not so elaborate as the enclosed equipages. They are smart enough, however, to move in the same company without feeling dowdy—especially the little Dream Car, a "1-25" runabout done in the early 1916 period in two shades of gray and black, with just a naughty touch of rouge.

## LUTTRELL LURCHES ACROSS MASON AND DIXON'S LINE

CHARLES C. MILBURN and Howard S. Fisk, automobile editor of the *Washington Times*, accompanied Samuel A. Luttrell on a run from the Capitol to Richmond, Va., in a 1-25 Twin Six, on a bright Sunday in October. Both were in condition to report for work within a few days.

Luttrell indulged in his favorite outdoor sport—shattering official road records. Ploughing through a sea of red mud, as Journalist Fisk put it, he negotiated the 138 miles in four hours and fifty-five minutes. This clipped one hour and forty-five minutes from the record time hung up by H. A. Jenks, in a Locomobile "Six" last June.

Wrote Mr. Fisk for his paper: "Considering the heavy condition of the roads, in places, the performance is regarded as remarkable by those in a position to know. The car was given quite a reception on its arrival in Richmond. It was so completely covered with mud that it required five hours to wash it."



Graflex evidence  
that Luttrell's record  
run was not  
made over a boulevard.  
The decoration at the right is  
a memorial to Jefferson Davis





## Lubricating the 'Longshoreman's Neck

A 'LONGSHOREMAN with a gallon of lubricant down the back of his red shirt said, "Mercy me!" Yes, he did—just as Kelly did.

A dock foreman who saw and heard the profanity rushed up to E. H. Rathbun, who stands on the edge of the Atlantic ocean telling the Packard trucks good-by as they start for Europe. Rathbun is a shipping superintendent for the world-famous exporting firm of Gaston, Williams & Wigmore.

"I beg your pardon," said the dock foreman, "but in the hasty loading of these large trucks it is not practicable for us to swing them in a horizontal position. Because of the disturbance, the violent upsetting, in fact, of their equilibrium, the oil percolates from the crank-cases and falls dripping upon my associates, who are justly annoyed—or words to that effect."

Sure enough, at that moment a big Packard was being yanked skyward, rear-end first. Down into the hold it slid, standing on its head. But first they held it suspended out over the water while the oil dripped down and spread out over the surface of the brine.

Rathbun to the long-distance phone:

"Hello! Norton?" he yelled when he had the factory on the line. "Say, for the love of Mike have them empty the oil out of the crank-cases! The boys are slinging these trucks aboard catch-as-catch-can and a lot of good profanity

and other lubricants are going to waste."

So the oil is drained out at the factory and the language of the 'longshoremen is now seven per cent pure.

## Summers Suffers From Re-Instatement Fever



SWEPT along on a wave of enthusiasm, W. T. Brightwell of Maxeys, Georgia, placed his order for a Twin Six. But he hadn't learned all he wanted to know about what he was going to get. So he wrote to C.O. Summers of Branesville, Ga., for some strictly confidential information. This request hit Mr. Summers in the exclusive residential section where he makes his home.

"Back around the first of May," he wrote to Mr. Brightwell, "I put up the usual two-fifty wheels for the first '1-35' coming to Atlanta. On the first of June, four of us took a freakish notion to go to Frisco in a little Ford. When we saw the bright lights of Denver, I thought I had done something foolish to sacrifice my '4-48', not yet a year old, and costing \$4,850. I therefore cancelled my order by wire, with a request for my 250 wheels.

"I happened to be in Atlanta when the first '1-25' came down. I took it out, went to Baker Street hill (believe me some steep, Belgian black hill) placed five passengers in the car, started on high and, without effort, she was going 18 miles an hour at the steepest point. That gave me a bad case of 're-instatement' fever, so a '1-35' phaeton is my order.

"In a demonstration to about 50 people Sunday I started the car in high, stepped out of the car, walked in front of it and circled clean around back of the seat—walked ordinary walk. Further up the street, I climbed in the back seat with Mr. Humphrey's father, leaving his mother alone on the front seat. The car came drifting down the street without a driver. As it passed the crowd Mr. Humphrey climbed aboard and took the wheel."

There was quite a lot more but it was hacked out by one of our star copy writers on account of professional jealousy.

MR. and MRS. JOSEPH BLETHEN of Seattle dropped in recently and peered here and there about the place to see if they could locate the two Twin Sixes ordered by two other members of the Blethen family. They were induced to take a ride and—well, how much are we offered for their "3-38"?

## Fred Graves Breaks Out In Reckless Song

SINCE Arthur Kudner and Walt Whitman Have set the pace, Prose poets have sprung up Amazingly, And in many places. Sales Manager Frederick Graves, of Boston, For instance, Has done nobly in this line. Here is his latest, an afflatus Impinging on his Twin Six demonstrator:

A most faithful servant and  
The tamest wild thing we  
Have ever come in contact with.  
(Preposition is bad form to end a sentence with)  
It will eat  
Out of your hand.  
And when you point its nose  
At a hill  
It doesn't come back in your lap but  
Keeps up in the hames every minute.  
It does everything with a smile  
And makes no objection to staying out  
nights.  
(This is a rhythm, not a reminiscence)  
Its eyes look as bright  
In the morning  
As they did the night before.  
It has poddled over roads  
Of New England for 15,700 miles  
To date,  
And is still traveling;  
Has no difficulty in stepping from  
Seventy-three miles an hour  
To two, on high gear.  
It is free from indigestion—this  
Probably is brought about  
By the sparing way it eats;  
It thoroughly Fletcherizes  
Its food,  
And has even done as high  
As thirteen and four-tenths  
Miles on one gallon  
Of liquid.  
It dances along as lightly  
On its toes  
As one of the Castles.  
One could rant along  
Indefinitely  
Of its performances and not tell  
Half  
Of its verve or its virtues.

## Twin Six Invades Mark Twain's Town

DULANY MAHAN of Hannibal, Mo., has made himself famous in his home town by appearing on the streets in the first Packard Twin Six to be shown in that city. The Courier-Post told all about it in the news columns.



# THE TOOL MAKER'S TWINS - A TRAGEDY

*Scene—At right of stage, study of Lucian Sharpe's home, Boston. Telephone on massive Flemish table. Rich hangings, tapestries, book cases and deep, comfortable-looking chairs.*

*At left, office of the Vice-President of Manufacturing, Packard factory, Detroit. Modern business office, with businesslike-looking desk, chairs, etc. Telephone on desk.*

*Curtain reveals Mr. Sharpe talking at telephone. Mr. Beall dictating to brunette stenographer.*

**Mr. Sharpe**—Rush that call, will you, Long Distance? Yes, Mr. Beall at Detroit. (Pause.)

**Mr. Beall**—Regretting the delay caused you by our inability to ship on schedule, I am, yours very truly. (Telephone rings). I'll answer it. That will do for this morning. (Picks up receiver). Yes?

**Mr. Sharpe**—Hello, Mr. Beall?

**Mr. Beall**—Yes.

**Mr. Sharpe**—This is Lucian Sharpe, Mr. Beall. Say, are you ever going to ship my Twin Six? I've been after the sales department hot and heavy, but I can't do anything with 'em. Can you give me any satisfaction?

**Mr. Beall**—I'm afraid not, Mr. Sharpe. I wish I could. If Brown & Sharpe would hustle on those cutters and gauges, it would help a lot. You know we have to have tools to make cars.

**Mr. Sharpe**—Do you mean you are held up because we have been delayed in getting out your stuff?

**Mr. Beall**—That has a good deal to do with it.

**Mr. Sharpe**—Good Lord! I'll get busy. You know we've been tied up by a strike—

**Mr. Beall**—Sure, I know. But you'll understand that we're having a—er, very difficult time to get materials and tools. Do you follow me?

**Mr. Sharpe**—I'm ahead of you. I'll get after our people at once. And you rush the T 6 along by the first of December, won't you?

**Mr. Beall**—(as curtain slowly falls) I'll do my durndest, with

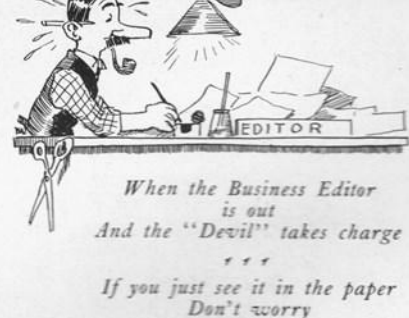
your co-operation. Have you decided yet whether you want the car shipped to the Boston Branch?

## Epilogue

**Mr. Beall**—So you see how it goes, kind friends. We are working night and day to get out your orders—and get them out right.

**Mr. Sharpe**—We are doing our best to break up this blockade. We'll have it out of the way soon. I bid you be of good cheer.

## The JOY COLUMN



**"All the News That's Fit to Print"**

—and then some

## FIRE IN PACKARD FACTORY.

**All Detroit Firemen Called Out for Automobile Plant Blaze.**

*Special to the New York Times*

DETROIT, Mich., Friday, Nov. 19—A general alarm of fire was turned in at 2 o'clock this morning at the main plant of the Packard Automobile Works.

Every available piece of apparatus in the north end of Detroit has been rushed to the factory.

The fire is spreading rapidly and threatens several buildings in the automobile works.

*The facts are that a bucket of oil caught fire, and was extinguished by one of the night watchmen before the fire department arrived.*

1 1 1

*The Jersey Journal, Saturday Evening, September 11, 1915*

## FORD TO CONTROL PACKARD PLANT?

**Rumor Along Automobile Row That Major Share Of The Stock Has Already Been Purchased.**

There is an unconfirmed rumor along automobile row to the effect that the Packard Motor Car Company has been taken over by the Ford Company. *It is an*

*open secret that a great many of the Packard parts are being made in the Ford factory at the present time, and it is understood that E. B. Jackson, president of the Packard Company, has acquired a majority interest in the stock for Mr. Ford.*

From the same source from which the rumor of the Packard and Ford merger were obtained comes the information that Mr. Ford is to start a wholesale price-cutting in the Packard output that will startle the automobile world. It is not anticipated that any immediate changes will be made in the 1916 plans, but work will be quietly started towards developing a high grade 1917 car at a very moderate rate.

No confirmation of the story has been secured from either Mr. Jackson or Mr. Ford; but despite this fact, the merger is generally accepted as a recognized fact along New York's automobile row, and manufacturers of other high-priced machines are making plans to meet the expected price reduction in the Packard cars.

*The Harrison Anti-Drug act went into effect some time before the above was published.*

1 1 1

*The Chicago Tribune, issue of October 23, 1915*

## PACKARD MOTOR STATEMENT

"The Packard Motor Car Company has issued its financial statement for the fiscal year ended Aug. 31, 1915. It shows gross receipts of \$16,325,722. Expenses, charges, and preferred dividends were \$16,499,075.

"The figures indicate that after the preferred dividend payment there was a deficit of \$173,373 from operations. However, the company had cash on hand at the end of the year, carried over from 1914, amounting to \$2,289,111."

W. Edwin Stanley, western manager of E. W. Clark & Company, Bankers, Philadelphia, was moved by the foregoing to write to H. B. Joy, president of the Packard Motor Car Company, as follows:

"In this morning's *Tribune* the Financial Editor refers to the annual statement of the Packard Motor Car Company, and notes that after dividends have been paid on the preferred stock the company shows a deficit of \$170,000, which the editor says is made up, however, from cash carried over amounting to a little in excess of \$2,000,000—and to think he draws a salary for this!"

"This surely is a dog's life for a business man," said Mr. Joy, "or rather it would be if half the stuff that's printed were true."





## Clients Also Serve

AN Altoona lawyer—not a Philadelphia lawyer, but a live, up-to-date Altoona lawyer—was boring himself to death giving advice to a couple of clients.

B. P. Wilkinson, Altoona Packard dealer, sent in his card. It said "Twin Six" thereon.

"I'm sorry," said the lawyer suddenly, "but I have an important engagement that can't be put off. Will you wait until I return?"

And he dashed out with Wilkinson for an hour's demonstration of the 1-35. Except for the fact that other demonstrations had been booked ahead, the clients might have been waiting yet.

## Collins Gets Home

EDDIE COLLINS is the class of second basemen, both on and off the field. He's a ball player with a university finish. In action he is smooth, fast and reliable.

Collins was so impatient to get the feel of his Twin Six that he came on to Detroit and took the car five minutes after it passed final inspection. He drove to his home in Lansdowne, Pennsylvania.



## Colonel Rides In State

LARRY STUCKENHOLT, Pacificist and Specificationist for folks who want irregular car creations, is authority for the statement that the landaulet shipped to Col. C. C. Slaughter, of Dallas, Texas, is the most costly equipage ever turned out of the Court of Quality.

The Colonel dislikes railway trains and a de luxe motor carriage is his chief hobby.

The landaulet body is finished in French gray with black trimmings and Spanish leather upholstery. When the landau is folded back, a linen sunshade, or canopy, is brought into place. The appointments include most of the conveniences found in a high-class living apartment.



## Carriage of Kathlyn



NOW that Miss Kathlyn Williams, the film star, has survived the hair-raising "Adventures of Kathlyn," she has settled back to enjoy some of the more pleasant things of life—among them, her Packard coupe. At the Broadway Automobile and Flower Show, held in Los Angeles, Miss Williams was crowned Packard Queen.

## Bewitches Wichita

DRIVING from St. Louis, via Kansas City, in his Twin Six demonstrator, M. L. Arnold of the Arnold Auto Company, arrived in Wichita, Kansas, at 11:30 one night a few nights ago, and before the *Eagle* was published the next day he had chalked up ten orders for Twin Sixes.

## How Patterson Looks When In His Cups

THIS cup was presented to Mr. Patterson by John E. Williams and J. H. Cattell, who were official observers on the record-smashing run commemorated by the inscription. It may be remarked in passing that it was a non-stop run and that the record still stands.

The extremely life-like bronze bust of Mr. Patterson was executed by a German sculptor named Faust, who looks after the Packard art department.

Later: Faust denies he is German, but admits that the bust was made from a photograph of Patterson snapped when the publisher called at the factory to take delivery of his Twin Six.



## RIDES IN COMFORT AHEAD OF HIS BED

PEOPLE around Ventura, Cal., will tell you that C. H. Judd knows the habits and peculiarities of the soup-bean as a faro dealer knows the feel of a sand-tell.

They will tell you also that Mr. Judd is a man who will undertake to improve anything, from a bean to an automobile.

One day a motor car with a camping outfit attached trundled past the Judd ranch. For the next few days there was considerable search for the hammer and saw, which had disappeared from view with Mr. Judd. When the three reappeared, a trailer appeared also—an improved trailer, as might have been expected.

Ahead of this trailer, Mr. Judd piloted his "5-48" Packard across country from the Golden Gate to Broadway.

In his party were his daughter, Mrs. H. F. Stockman, and Mrs. Emma G. Baker and her three sons.

In the trip across the continent, the party pitched camp on a roadside almost every night. There is ample room in the compartments of the sleeping quarters for four persons; the two small boys placed cots in the roomy tonneau.

Every piece of equipment that could add to the comforts of camping was carried on the trailer, which, when loaded, weighs nine hundred pounds.



Judd's touring kit in open and closed positions

## Three Tons of Bally British Hot Drinks

TO those who refused to take the word of the jokesmiths and believe that beef is the favorite food of the Britisher, the accompanying illustration is dedicated. It is the first picture of a three-ton Packard chainless truck engaged in humdrum, everyday commercial pursuits, that has come out of England, and its load consists entirely of beef extract, manufactured by Oxo, Limited, the largest company of its kind in the Empire.

Incidentally the legend on the topmost boxes gives a little sidelight on the war spirit. According to the label, the little cubes of concentrated bouillon are now known as "Oxo Trench Heaters," the inference being that they, by the addition of hot water, become a food that receives a hearty welcome at the front.



## Much Obligated For The Obligato



MISCHA ELMAN looks a wee bit self-conscious for a virtuoso, but Miss Dorothy Maynard retains the brilliant smile she uses in the English musical comedy, "To-night's the Night." They tried out the Twin Six in company, chaperoned by James Devoe, Detroit's unhyphenated impresario.

When Signor Elman suggested a special discount on a landaulet, we remarked that even the Queen of Roumania would be required to pay the full list price.

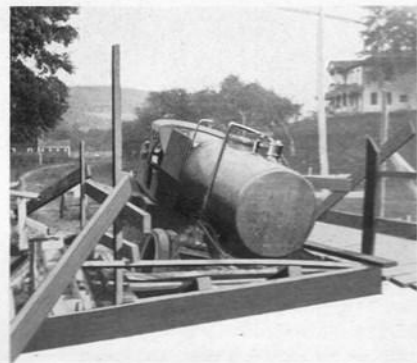
"Ah yes, I know," replied the violinist, with some *savoir faire*, "but there are many queens and only one Mischa Elman."

## Mirth For The Motorist In This Packard's Plunge

THE fly in the ointment of the joy on open road skates on the slippery surface of the freshly oiled highway. The sight or scent of the spoor of the "greaser" is sufficient to make an otherwise care-free driver speak the language of the most profane teamster.

Harry R. Stokes, manager at Springfield, Mass., says there was much glee among Massachusetts' motorists when they saw the big Packard road-oiling truck in the plight illustrated herewith. He's willing to wager that the puny bridge near Brimfield, which gave way beneath the 12 or 14-ton load of truck and its tank full of road oil, received the blessings of every passer-by.

The truck was only scratched, but you should have seen the bridge.



## Senor Sully Soars Over Los Arroyos

LOS caminos de El Paso por Las Cruces y Silver City estan, Oh, suficientamentes buenos, (business of shrugging) pero caminos hace no difrencia con el Twin Six. Senor Don J. M. Sully, quien tienes su residencia en el ciudad Hurley, N. M., hablas con mucho gusto—

Well, along that general plan.

Mr. Sully declares that in going across arroyos, on the road from Santa Rita to Silver City, it has been necessary to shift gears five times, but with the Twin Six the drive can be made without once shifting gears, still permitting the slowing down for the rough places *en los arroyos*, the car "instantly picking up and taking the grades without the slightest effort."

Mr. Sully has owned a 1910 Packard touring car and a 1913 "38" run-about, but he says the T6 is the wonder car for him now. He recently made the trip from El Paso to Silver City, via Las Cruces, maintaining an average speed of 26.1 miles per hour.

## WHERE OX TEAMS PLODDED FIFTY YEARS AGO

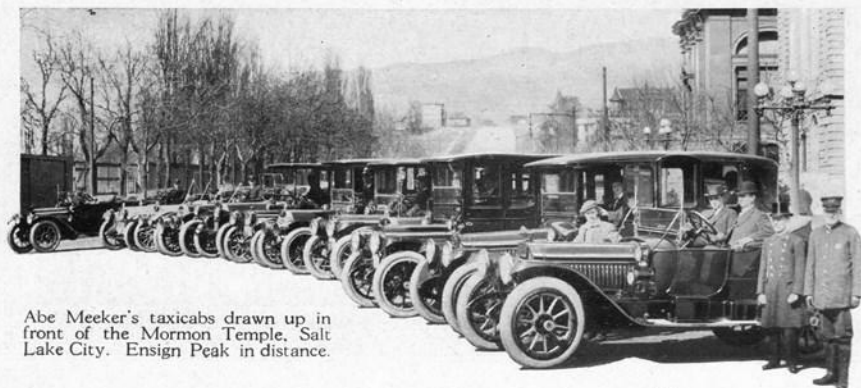
THE clubby old fellow of nursery days, who had that odd experience with the much-married man on his way to a famous English summer resort, warned Abe Meeker, Jr., years ago. So Meeker, now in the prime of his majority, is ready for this emergency:

*As I went up to St. Ives,  
I met a man with seven wives,  
Each wife had seven heirs  
Each heir had seven Teddy Bears.  
Ives, wives, heirs, bears.  
How could the elder pay the fares?*

Meeker is boss around the property of the Utah Automobile Livery and Taxicab



Company, Salt Lake City. His taxicabs go anywhere from Ensign Peak to the Hot-Pots of Heber.



Abe Meeker's taxicabs drawn up in front of the Mormon Temple, Salt Lake City. Ensign Peak in distance.

## Myers Will Manage New York Truck Sales



HERE is a likeness of T. P. Myers, who recently was appointed manager of the Broadway truck sales department. Mr. Myers has had a wide selling experience in the East, and his addition to the Packard organization is expected to lend to it considerable weight.

## Thinks He's An Aviator

WHEN Henry Greene tries out a new car, the limit is just what she'll do without jumping a fence or climbing a tree. This simple narrative tells in his own words of a trip from Buffalo to Amsterdam in a Twin Six:

Have never had such a ride in my entire fifteen years of motor car driving. It was more like a trip in an aeroplane than anything else I can imagine.

Before I knew it, the speedometer was registering forty-five. I managed to stay at this reasonable speed for about five miles. Then the temptation to see her go a little faster got the better of me, and I just thought I'd "step down" for a little ways. The speedometer rose to seventy, and I fear that, thence on, it did not get much below fifty miles an hour except when we were passing through towns.

The following day I gave a few short demonstrations in the morning, and then went back into the Adirondacks to see how she would act. The hills which we used to think called for a good performance on second speed, for some reason seemed to be so easy on high that it was hard to realize one was climbing fourteen and fifteen per cent country road grades.

Last night, when I shut off, the speedometer registered 728 miles for the first two and one-half days.

## THE RIGGS SYSTEM OF BRINGING UP FATHER



FRANK C. RIGGS, Portland, whose 'good roads' grin is herewith reproduced, calls the motor carriage a business asset. He says that when the family drags father out and gives him a glimpse of the wonderful world and a generous chestful of fine, fresh air, he goes back to the office and makes more money in five hours than he ordinarily would in ten.

Riggs tells about it in a recent issue of *Motoroad* magazine, as follows:

"There are a lot of men who never learn the lesson of how to live. They work themselves to death, turn over their life insurance to their estates and think they have done a good job of it. As a matter of fact they have rushed through forty or fifty years, managed to make a living, erected a brick building or two, paid life insurance premiums and—beat it."

Riggs is now arranging to provide Twin Six transportation for a number of Portland business men who have committed the almost unpardonable omission of never having seen the Columbia River Highway.

## WHERE PROSPECT AVENUE WILL INTERSECT SALES

A STRUCTURE expressing the most classic dreams of motor housing code experts, and satisfying the artistic tastes of a sales department that has a right to be temperamental, will be ready for occupancy in the Sixth City by February 1. It must be, or Messrs. C. A. Forster, R. E. Campbell, H. G. Perkins, *et alius*, will super-heat the contractors. The latter are under bond to deliver one large modern sales and service building, complete, to the Packard Cleveland Motor Company on the date and day hereinbefore set forth, viz.; February 1.

The site extends from Prospect avenue through to Carnegie avenue, east of East Fifty-fifth street. Fifty-fifth street sounds as though it might be out in the suburbs, but really it is only two blocks from Fortieth street, and Fortieth is only seven or eight blocks from East Ninth, and East Ninth is away down town. Fifty-fifth street is right in the heart of a new, thriving business section, and Prospect avenue, at this point, is guiltless of street car tracks; *ergo* the location is ideal.

There is a frontage of 98 feet on Prospect avenue, and another frontage of the same width on Carnegie avenue. The depth of the building will be 322 feet. The salesrooms will front on Prospect avenue. On Carnegie avenue is the entrance for trucks and service vehicles.

The Packard Cleveland Motor Company is officered by C. A. Forster, presi-

dent; R. E. Campbell, vice president and sales manager; H. G. Perkins, secretary-treasurer and office manager; H. S. Norton, manager of truck sales; F. R. Porter, manager used car sales; Leonard C. Avery,

manager of the technical department. The selling record of the Cleveland Company, in relation to its allotment, tops that of any other Packard dealer thus far this season, and the end is not in sight.



This building will house one of the liveliest selling organizations in the United States



## Anthony Goes Out To Paint the Town



THE way to get desirable publicity is to become a good news source.

"Ask the man who is one." Earle C. Anthony is his name.

He has the newspaper boys of Los Angeles trained so that they eat copy right out of his hand. Remember Cactus Kate? That highly decorative motor car startled Los Angeles—Los Angeles, that indifferently walks by, paying little heed to street cars running over beautiful women, fire departments doing hurdles, exciting chases after movie crooks by comedy policemen!

Given a well-directed pot of paint, that car became news.

Los Angeles needed traffic regulations. Anthony suggested the safety zone system such as is used in Detroit, and offered to buy the paint for a try-out of the scheme. Observe the *L. A. Examiner*, *L. A. Express*, *L. A. Tribune*, and *L. A. Times*, all of date November 21, and see if you think he made news. Incidentally, the newspapers made it look as though Earle Anthony, Incorporated, was running the town.

JAMES B. DUKE, formerly president of the American Tobacco Company, has placed an order for a Twin Six. Mr. Duke is the largest single stockholder in a foreign company that manufactures high-priced automobiles.

## Stokes Lets Club Men in on Secret

HARRY R. STOKES acquired a Broadway finish before taking charge of the Packard place in Springfield, Mass. He is saturated with sales ability, and in seeking an outlet for his enthusiasm decided that the members of the Automobile Club of Springfield should be taken into his confidence. So at the last meeting of the club, Harry rose right up out of his chair and clamored for attention. He got it.

And he knew what to do with it.

With an armful of blueprints and Twin Six parts to illustrate his talk, he hammered securely home the proposition that the new Packard is indubitably six cylinders better than the old. He had the charts to prove it and the rhetoric to make it attractive. The clubmen got a real inside picture of greater range of ability on high gear, more miles per gallon of gasoline, faster pick-up, smoother action at all speeds, unequalled hill climbing, reduced cost of up-keep.

The Twin Six represents a development of intense interest to every motorist, and Packard dealers everywhere have a rich field for forensic effort.

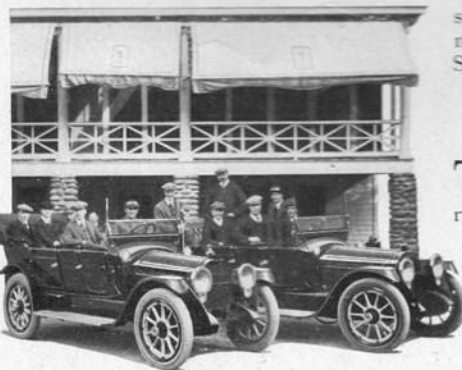
## Harrington Is Now a Five-Million Dollar Man



WITH a personal selling record, which, in total value of cars delivered, has no parallel, A. C. Harrington has been appointed Sales Manager of the Packard Motor Car Company of New York. The New York Press says he has the most notable clientele credited to any motor car salesman in America. His new post makes him responsible for the distribution this season of 1,579 cars, representing a value of about \$5,000,000.

Harrington joined the Packard organization in Warren, Ohio, thirteen years ago, and his metropolitan selling experience covers a period of eight years. He has a strong, winning personality, and is only thirty-one years old.

## LAME MONICKERS CAN NOT PARK HERE



strators, which are shown in front of the most exclusive hostelry in the United States.

### Twin Six Honeymoon

THE first Twin Six honeymoon of which there is record is that of Harrison R. Fehr, Jr., and his bride. The trip started November 10 from Rising Sun, Md., where the marriage took place.

Mr. Fehr is the Packard dealer at Allentown, Pa. Mrs. Fehr was Miss Marion E. Pyle, daughter of Charles S. Pyle, of Rising Sun. Mr. Fehr was a star football player and all-round athlete at Lafayette college a few years ago, and Mrs. Fehr was graduated recently from Swarthmore college.

THE Packard Missouri Motor Company, of St. Louis, has constructed a handball court on the second floor of its big building at Twenty-second and Locust streets for the use of employes. Of course there is a shower bath.

IF, perchance, your family tree has no limb that limps, and if the picture album in the "settin' room" contains relatives whose calm visages are reminiscent of the Mayflower, you may gain admission to Frank Seaman's Yama Farms Inn.

A. C. Harrington, sales manager of the Packard Motor Car Company of New York, dug up the password when he entertained members of the New York selling force. The party was conveyed in two Twin Six demon-

# CUTTING CORNERS ON THE LINCOLN HIGHWAY

Keen work slashes more miles off historic trail



Note the good width of this seedling mile just outside Kearney, Nebraska. Left to right, W. L. Stickel, chairman finance committee; A. H. Berbig, W. D. Long, L. A. Hamilton, D. Norman Turner, W. F. Bailey and E. H. Morey, officials who helped build this piece of road

**K**INKS in the Lincoln Highway, caused by Uncle Sam's checkerboard land system, are being ironed out.

Field Secretary H. C. Ostermann, of the L. H. Association, spoke gently and persuasively to officials of the Union Pacific Railroad, and now the segment of the Lincoln Highway from Simonds, Nebraska, to Gothenburg, Nebraska, is six miles shorter than it was. The transcontinental pike now parallels the Union Pacific tracks, the officials of the company having granted the use of a part of the railroad right of way.

Another big snarl, 48 miles in length, will be eliminated when a new improvement, the details of which will be announced later, is completed. A number of smaller twists and angles are being hammered out.

At Sheridan's ranch, in Utah, a new twenty-room hotel is being erected. Other hotels were erected along the Lincoln Highway last year, costing an aggregate of \$2,465,000.

## WHEREAS,

It is obvious that this Association can only aid and co-operate toward the desired end, AND THAT UPON ALL THE PEOPLE, and especially upon the Officials of each State and County and upon the inhabitants thereof, within the borders of which is designated by these resolutions a section of the LINCOLN HIGHWAY, DOES REST THE PATRIOTIC BURDEN of Establishing, Broadening, Straightening, Maintaining and Beautifying such HIGHWAY to the end that it may become an appropriate MEMORIAL to the GREAT MARTYRED PATRIOT whose name it bears.

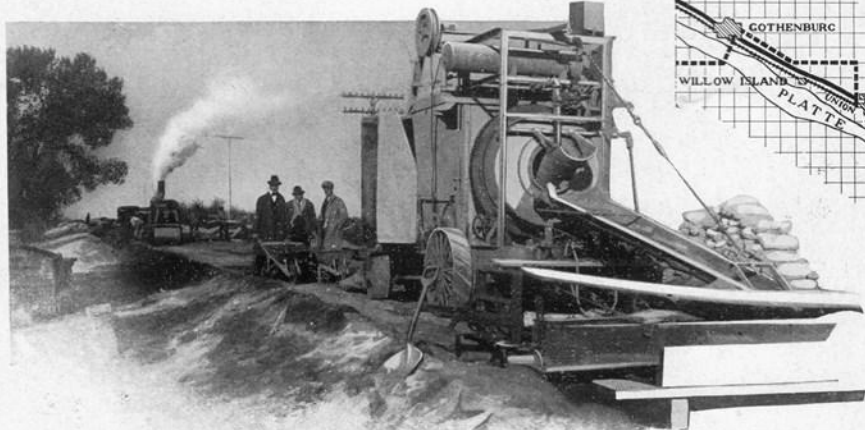
—From The Lincoln Highway Proclamation

A. F. Bement, secretary of the Association, announces that seedling miles are to be planted profusely in 1916. When Iowa induces her legislators to make some laws that will allow the road construction, the state will be rewarded with a seedling mile of concrete roadway for every county through which the Lincoln Highway passes. The seedlings serve as an example to the community.

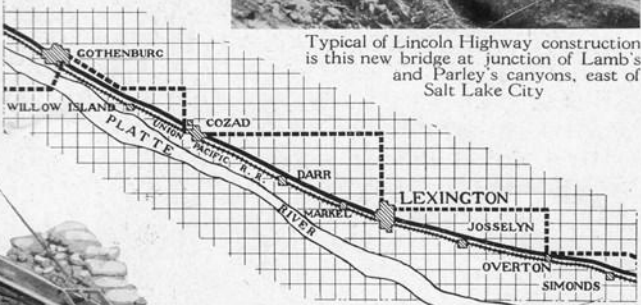
Much already has been done in providing substantial concrete bridges in Iowa and other states.



Typical of Lincoln Highway construction is this new bridge at junction of Lamb's and Parley's canyons, east of Salt Lake City



Seedling mile construction is doing great things in teaching people the value of modern road-making machinery



Dotted lines show old trail as compared with new direct route from Simonds to Gothenburg, Nebraska

Mr. Ostermann reported to the directors at their meeting at the Detroit Athletic Club December 1, \$3,792,280 has been spent during two years in improving the Lincoln Highway.

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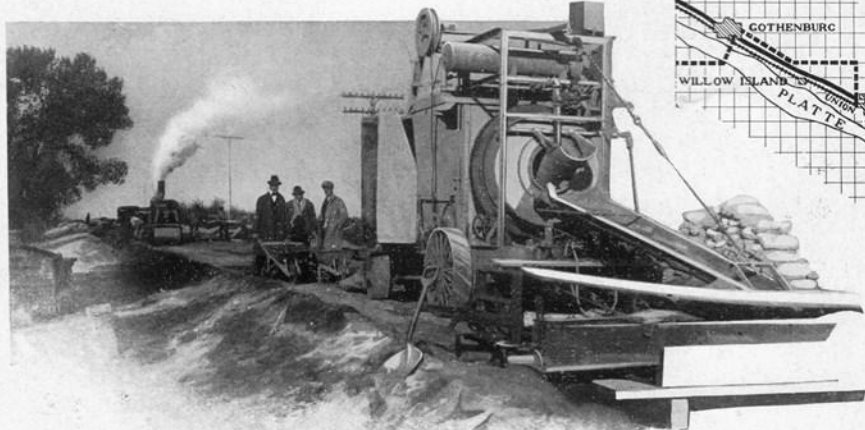
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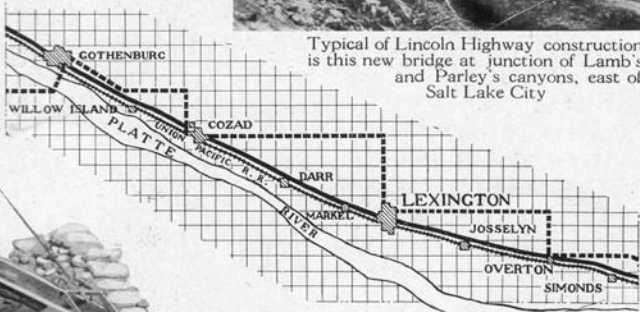
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# RAPID TRANSIT FOR BEAR THAT WALKS LIKE A MAN

THE big truck expert, who is hereabouts known as "Moose," is back from Russia and mighty glad of it.

James Gardiner Shelley, in company with "Tiny" Schaefer, also a truck inspector, and the other half of the combination of Packard Twin Six-footers, started for Petrograd on the afternoon of Oct. 19, 1914. They had only an hour and forty minutes' notice to catch the *Detroit* for New York, but proved themselves real Packard minute men, dashing home from the factory, snatching a clean collar and a tooth brush and then rushing to the Michigan Central depot and aboard the train without a single lost motion. They sailed, three days later, on the *SS. Suruga*, a British-owned ship under American registry, having a Chinese crew and a Japanese name.

In New York the factory men superintended the stowing away of 161 Packard truck chassis, billed to the Russian government, in the hold of the cosmopolitan clipper and also took time to stock up on heavy clothing, American tobacco, hand lanterns and a number of other *etceteras* which they had heard might be scarce in the Czar's country.

At Liverpool, a British port official warned the captain of the *Suruga* that, unless he followed instructions and steered the course laid down by the British government, he was taking his own chances. Accordingly the *Suruga* started straight for Peary's discovery, steering directly toward the aurora borealis until almost within sight of the shores of Iceland. She was then headed due east to the White Sea and south to Archangel, the trip from New York to this farthest north seaport having required 27 days. It was not until a few hours after landing that the ship's company learned that two submarines had made frantic efforts to reach the *Suruga* on her trip north but were out-distanced.

A special train was awarded the Packard shipment and its escorts at Archangel and the 750-mile

## Shelley is back after rough, tough year with Czar's army transport



Shelley's passport looked like an official report of Napoleon's retreat from Moscow

journey to Petrograd was begun. "Begun" is the word, since, during the first 450 miles of the trip there were no sleeping accommodations

in the little narrow-gauge cars and the Twins thought their sitting-up trick was a life sentence.

Arrived at the capital the trucks were unloaded into a big motor depot yard, where, with scores of other vehicles, they stood out-of-doors most of the winter, awaiting bodies. Toward spring, when the body supply started, the unprotected vehicles were in a bad way, having rusted almost solid where they stood. It was up to Shelley and Schaefer, therefore, to put the Packards in working order and a long course of disassembling, coal-oiling and re-assembling was undertaken. Before it was completed Shelley was in hospital with an attack of pneumonia, brought on by the cold storage climate.

"I never got near the fighting front, but I had a good look at the workings of the machinery of war," Shelley says. "Our station was the Russian government's chief motor transport base and we were duly impressed with the vast importance of the power vehicle in modern warfare. We were right in the midst of a collection of several dozen makes of cars and trucks, both American and European, and saw the Packard take its place as the leader there just as it does in prosaic, every-day commercial uses."

Schaefer remained in Petrograd after the departure of his pal, but expected to leave for home within two months.



If Shelley really had grinned at H. M. Nicholas II thus familiarly,—Siberia, perhaps? The *faux pas* is a fake method of side-stepping the censor and is accomplished by combining two separate photographs

# GOOD WILL



What makes a business successful?

It is conducting the affairs of the company along the lines of straight-forward business principles, which will win for the company the good will of its patrons.

We could not buy the good will of our customers. It would not stay bought.

If we do not deserve good will by reason of the *quality of our goods*, by the *methods under which they are sold*, by the *service our organization renders*, that good will, upon which

the company's success depends, will slip through our fingers.

If it be established that we are right, fair, equitable and sound in our principles, we shall get the good will ultimately and then it will belong to us. It will be ours by right of having won it fairly—by right of deserving it.

We would rather have this company right than have it a greater financial success. We consider that the greatest success we can make is to have it said of us that *we are right*.

HENRY B. JOY



*Above is the substance of an address to Packard Dealers delivered by President Joy, September 3, 1912. It expressed the basic thought of the Packard organization THEN; it applies with equal force NOW. Loyalty to this principle has produced the Packard reputation, which after all is merely accumulated good will. Packard reputation sold ten million dollars' worth of Twin Six cars before the first of the new models was delivered to a customer.*

ASK THE MAN WHO OWNS ONE



# AMERICANS FIRST

*The PACKARD MOTOR CAR COMPANY makes this announcement of a new and important policy to all its employes:*

**F**ROM and after this date promotions to positions of importance in the organization of this Company will be given only to those who are native born or naturalized citizens of the United States, or to those of foreign birth who have relinquished their foreign citizenship, and who have filed with our Government their first papers applying for citizenship, which application for citizenship must be diligently followed to completion.

Employes of foreign birth who retain their foreign citizenship will not be discriminated against in their present positions or work, but they will not be promoted to positions of responsibility and trust.

A pre-requisite to employment by this Company must be loyalty to our Government and our flag, in addition to loyalty to the Company itself.

The factory management is authorized to make this order effective immediately.

**PACKARD MOTOR CAR COMPANY**

*By* ALVAN MACAULEY,

Vice-President and General Manager

*Detroit, Michigan  
January 31, 1916*





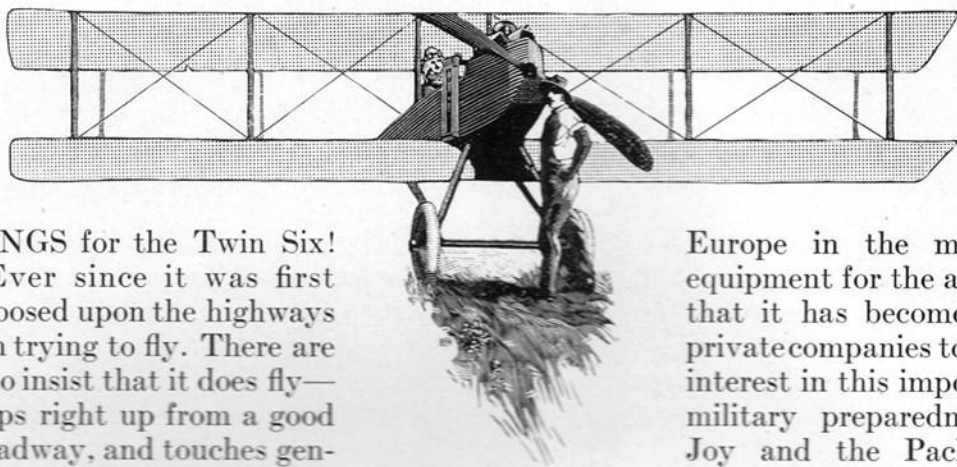
*St. Louis cheered as the  
radiant FIRST LADY smiled*

THE flush of pleasure that tinted the cheeks of the First Lady of the Land, as the admiration of Saint Louisans burst forth in cheers, was no more genuine than that which made ruddy and beaming the face of our own W. J. Parrish.

To act as chauffeur for President and Mrs. Wilson was out-door sport for the president of the Packard-Missouri Motor Company. And the Twin Six glided along with luxurious ease lest the orchids lose a petal, or the lillies-of-the-valley have their dainty heads shaken the least bit.

The host on this occasion was Clarence H. Howard, President of the Commonwealth Steel Company and of the Business Men's League of St. Louis. In the photograph, Mr. Howard is shown standing on the far side of his car and he looks happy too.

# GOING FORTH *to meet the* EAGLE



**W**INGS for the Twin Six! Ever since it was first loosed upon the highways it has been trying to fly. There are owners who insist that it does fly—that it leaps right up from a good smooth roadway, and touches gently only now and then to make sure the pavement is still there. But that is not exactly—pretty near it, but not exactly—like climbing 'way up into the welkin, far into the rare air, whence come the gentle rain drops and incendiary bombs.

And the Twin Six for wings. The announcement in that form is what is of more interest to the aero world. And it has shown itself to be much interested. Following another orgie of night work in the engineering department, a notice was sent out from the office of F. F. Beall, Vice-President of Manufacturing, on January 5, as follows:

"A new department has been created and will be known as the Aero Motor Department, symbol 'Y,' location, fifth floor Building No. 1. George N. Baker has been appointed foreman."

Before the system clerks could stow this *bon mot* in the volume entitled "Instructions on Routine," various executives had both hands full of queries about why and when and where. Jesse G. Vincent has explained it all. There are two whys. One is to establish the supremacy of the twelve-cylinder motor, and to take advantage of the adaptability of that motor to aeroplane usage. The other is a patriotic motive.

The government of the United States is admittedly so far behind

*To prove  
MOTOR  
SUPREMACY  
and to be ready  
The TWIN SIX  
will Vault  
Heavenward*

---

Europe in the matter of aero equipment for the army and navy, that it has become necessary for private companies to take an active interest in this important phase of military preparedness, President Joy and the Packard directors believe.

The automobile manufacturer, being informed about engines of the internal combustion type, and having facilities for quantity production, is best equipped to engage in the building of power plants for aeroplanes. And the twelve-cylinder motor, by reason of the fact that it eliminates vibration—a serious matter in aeroplane construction—and because of its advanced design, light, compact form, and its ability to operate at high speed for a great length of time without stopping, is recognized abroad as the best type of motor for aeroplane use.

Vincent, who is vice-president of engineering, has devoted a great deal of time to making tests and investigations. He advances the belief, based on sound experience, that the best motor for the military aeroplane is a twelve-cylinder, 200 horsepower engine. Where greater power is required, for battle planes, batteries of motors are used successfully. Groups of motors are now being used to propel enormous machines recently developed in Europe for use in the Great War.

Besides establishing the aero-motor department at the factory, Mr. Joy has purchased a tract of land bordering on Lake St. Clair for an aviation field and landing



Clifton H. Cook

place. This field is to be used for a training school conducted by the Aero Club of America, and probably will be designated on war department maps as an official landing place.

The plot is nearly a mile square. It is to be cleared, equipped as a supply and repair station, with suitable hangers, club house, and a lodging place for touring airmen. The field is part of several farms, and is bordered on one side by the Clinton river. It is only a short distance from Mount Clemens.

An experimental bi-plane, for testing out Packard motors, will be delivered at the field within a few weeks. It is the Sloane tractor type.

"Mile-a-Minute" McCulla has come back from the very foremost edge of the front in France, having cavorted about the jaws of death long enough to keep him quiet for a time, and has joined Vincent's staff. What with specializing in speed for a number of years, mixing up in wars, and getting chummy with battle-planes, M.a.M. Mac has fitted himself for researching. And that's what he will do in connection with the development of aircraft motors.

Clifton H. Cook, who brought some fame to himself as an aviator when only 17 years old, is now employed at the factory, familiarizing himself with Packard motors.



*This is not an Irish map, despite the excess of Celtic prefixes. It shows the location of the new Twin Six aviation field*

Machine tools are being installed as rapidly as possible in the new department. Vincent is reticent about the details of the aero motor. He says it is much like the Twin Six, except that it has a larger displacement, and has been lightened to the greatest degree possible without sacrificing stamina.

Predictions are coming fast these days. Some of the aeronautical seers say that mail will be carried by aeroplane between New York and Chicago and other points. It is said that much fretting has been done by wealthy sportsmen in America who have gone in for aeroplaning, because the war has cut off the supply of machines.

There is reason to think that aero touring will be placed on a practical basis before long. Carl Fisher, president of the Indianapolis Speedway Association and originator of the Lincoln Highway Association, has started a movement to have landing places established throughout the country.

### *Packard Service follows the Trucks*

AFTER a brief visit at his old home in Detroit, J. G. Shelley is going back to Russia. He has already spent more than a year in that country, inspecting Packard trucks and instructing others in their operation and maintenance. He is about to resume this work, making his headquarters in Petrograd.



*This room is being fitted up exclusively for the manufacture of Twin Six aircraft motors*