

THE MEANING OF 100% WAR WORK

An Analysis

by the

Packard Motor Car Company



THE four bed-rock essentials of war are Coal, Steel, Labor and Transportation. You cannot have any of the four without the other three.

You cannot feed and clothe the Nation—cannot ship men and munitions, cannot produce a dollar of wealth—without all four.

Transportation Specialists

The essential work of the Packard Motor Car Company lies in the field of Motor Transportation.

Throughout its twenty years' career it has always regarded the motor car as primarily a means of transportation—whether of passengers or of merchandise.

If the 45,000 Packard passenger cars show any advantages in speed, any unusual economy in gasoline, tires and upkeep—it is because the Packard has always been built to transportation standards.

Speed and economy are the most important factors in transportation.

There are seven sizes of Packard Trucks—from one ton to six-and-one-half tons—because transportation economy demands fitting the equipment to the load. The light truck for the light load—the heavy truck for the heavy load.

This company was the first in the world to design and perfect the 12-cylinder motor—the new and higher

embodiment of the transportation principle of flexibility, power and economy.

100% War-work Program

The 100% war-work program recently announced by the Packard Company is an extension of the Packard war-essential program adopted when war broke out.

Seventy per cent of Packard man-power and equipment were devoted to such work the first year of the war.

Ninety per cent in the second year.

The manufacture of passenger cars has been discontinued.

And from now on *One Hundred per cent* devoted exclusively to war-essential work.

This work will take many forms, commanding the man-power and equipment of the entire Packard plant of sixty-one factory buildings covering fifty-six acres of ground, working eighteen and twenty-four hours a day. A production capacity of One Hundred Million Dollars a year devoted to war essentials exclusively:

WAR MOTORS TRUCKS
AIRPLANES TRACTORS

Packard Service to Owners

Not the least important of the Packard war-essential activities will be the production of replacement parts for Service Stations and Dealers.

There are many thousands of Packard Trucks in industrial service. They are not only keeping essential business going, but they are taking a heavy load off the over-burdened railroads.

And of the 45,000 Packard passenger cars in use—many are devoted to war work, most of them to essential transportation.

These wheels must be kept turning—not only to hold faith with the Packard owners, whose confidence and good will are the finest assets of the Packard Company; but because the Nation cannot afford to have its transportation contracted.

Packard a Permanent Institution

Its Motor Transport Department is a permanent organization for the development of industrial motor transportation.

Its Branches and Dealers are permanent agencies for service.

It has inspired most of the developments of motor transportation, and has made vital contributions to all.

The far-reaching meaning of the 12-cylinder engine—Packard's newest contribution to motor transport—will be better known after the war.

It feels today that its highest service now to the individual American, whether a Packard owner or not, is to put all its resources back of the National program—100% Win-the-war.

PACKARD MOTOR CAR COMPANY, *Detroit*

Packard Motor Car Company of Philadelphia

319 North Broad Street

BRANCHES—Bethlehem, Camden, Harrisburg, Lancaster, Reading, Trenton, Williamsport, Wilmington