

prize in Class A by piling up a record of 952 points out of 1,000 in the Packard Truck Efficiency Test.

Following the modern business methods taught by the Packard Freight Transportation Department, he doubled the service of his truck, and showed some startling economies.

sand Million Dollars.

The possible saving would pay a dividend of 14 per cent a year on the owner's truck investment.

Deposited as a sinking fund, it would practically write his truck investment off the books. The transportation principle responsible for the saving would also increase the life and service of his trucks.

Packard . 100% War Work

The 5000th Liberty Motor built by the Packard Company was shipped on November 21, a week after its final assembly in the Packard shops, and a week ahead of the first anniversary of the completion of the first Lib-

This truck operates over a route of about 33 miles, in and around a New England town. Country is hilly. Roads are good.

The job is a pick-up proposition the truck starting empty. The load is therefore a return-load.

Frequent stops. The truck has no starter—and tendency has been to let the engine run to save trouble of cranking.

Out to win the prize, the driver was willing to shut off his engine and crank up again after every stop.

Gasoline economy was increased 3½ miles per gallon.

Load carried was doubled.

Transportation cost was cut 5c per ton mile, which means a saving of \$68.59 per month—or \$823 per year.

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Industrial America employs 400,000 motor trucks.

Investigation shows that on the average each truck can effect a saving of at least \$350 a year-a grand total of \$140,000,000 dollars a year.

Put to public uses, it would build 7000 miles of concrete roads at \$20,000-which means easier trucking, further saving in costs per tonmile, fewer repairs, longer life to his truck.

It can be done.

The Freight Transportation Department of your local Packard Branch or Packard Dealer will show you how -with your present make of trucks and in your business.

How to get more work out of your trucks at less cost.

How to fit the truck to the job.

One of the greatest difficulties the business world is laboring under today is the fact that most trucks are bought with little or no expert advice as to whether they will fit the work or not.

Whether you are a Packard user or not-feel perfectly free to call on the Freight Transportation Department.

Its counsel is yours for the asking -and without charge.

Packard Motor Car Co. of Philadelphia

319 North Broad Street BRANCHES-Bethlehem, Camden, Harrisburg, Lancaster, Reading, Trenton, Williamsport, Wilmington

erty Engine ever made from standard tools.

It was on Thanksgiving Day, 1917, that the first Liberty Motor to come from an organized production line came from the production line of the Packard. Wrapped in an American flag, it was shipped the same day to the American aircraft forces.

Between Thanksgiving and the following March, the process of the new war engine's development was that of the accommodation of tool to design and design to tool, always necessary in the preparation for quantity production of a quality motor. The work of pioneering this development was either given by the government to the Packard or assumed by the Packard for the Government. Consequently, as late as February 25, Packard had produced the only Liberty Engines in operation, and to date Packard has built more Liberty Motors than any other manufacturer has made

The great results of that development period are measurable by the fact that the improvements effected raised the horsepower of the Liberty Motor from 367, at which the government had accepted it for production, to more than 450. Another result was that large scale production rapidly followed final standardization of tools and design, so that by the end of the war, eight months later, Uncle Sam had more than 15,000 Liberty Engines.



Illustration shows one of the smart doublebreasted form - fitting coats for the young fellow

with pep.

antee of absolute

satisfaction.

SEPARATE -FUR COLLARS

Made to simply and quickly attach or detach to any style overcoat whenever desired, according to weather conditions. Choice of Beaver, Nutria, Hudson and Near Seal, Muskrat and Opossum.

\$12.50 to \$35

Saturda Evenings Till 10