

COMPASS MISLEADS FLIERS
 -NATIONAL SCHOOL-


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TODAY.
Philadelphia's Finest and
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Packard Transportation Conserves <br> \section*{\title{
Packard Transportation Conserves Profits
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> Why should a business man guess at the service available from motor trucks when figures on Packard transportation are established?

THE difference between buying motor trucks and buying motor transportation is the difference between guessing and knowing.
Some lines of trade have so great a margin of profit that they can afford to lose a little money on a guess. But these trades are becoming fewer and fewer.

Why is it that such a great fleet of Packard Trucks is employed in the coal business-wholesale and retail in this country?
Simply because today limited profits in the coal business make it necessary to operate on known costs.
Men in the coal trade early learned the lesson that the first year's service of the ordinary motor truck is its most dangerous year.
The owner may base his profits on first year performance only to have his figures go into the red when "the paint has worn off."

The coal trade is a good example of the need for efficient transportation because every factor counts in making the difference between a profitable and an unprofitable season.
Especially must the motor truck equipment hold up its end.
The busy season which is now upon the coal dealer calls for continuous deliveries.
Deliveries must be scheduled to the minute.

Every second of time of loading crew, driver and wheel-in crew must be used.

Coal dealers who use Packard Trucks are able to avail themselves of every time-saving device known to the trade.
Time-saving devices are efficient only when everything may be run according to schedule-
That requires dependability-Packard Trucks.
To the public-it. costs no more to patronize the dealer equipped with Packard Trucks.

But unquestionably you receive something more.
You receive better service from the dealer -scheduled service-through all kinds of weather. You receive much better service from the men who work for that dealer-
Scheduled service means a great deal to the man who shovels coal all day.
It means consideration-his work finished on time-his rest sure when due.
For that he gives the public consideration. In stowing the coal. In keeping it clean. In tidying the premises afterward.

Coal dealers and others will find valuable help in solving truck transportation problems by calling upon the Freight Transportation Department of the Packard organization in this city. Its services are without charge.

## Packard Trucks Are Now Available for Immediate Delivery

 "Ask the Man Who Owns One"Packard Motor Car Company of Philadelphia<br>319 North Broad Street

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


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