

PACKARD MODELS IN SECOND SERIES

Built Lower; Have Entirely New Bodies; Motor Simpler; Unique Water System

The Packard Motor Car Company has announced its second series of twelve-cylinder motorcars following the delivery in the last year of nearly 3,000 Twin Sixes and their successful operation in the hands of owners. The company also announces that, although the last season's output was nearly three times as great as that of the previous year, a further substantial increase in production will be made in the next twelve months.

When the first Packard was built in 1899 it had back of it the principle of building only the highest quality of car. Persisting in this wise policy, the Packard company has made each year a consistent advance in design, accompanied by a corresponding increase in volume of business. By re-investing a large part of the earnings in buildings and equipment, the company has acquired the most complete facilities ever assembled for the manufacture of motor vehicles.

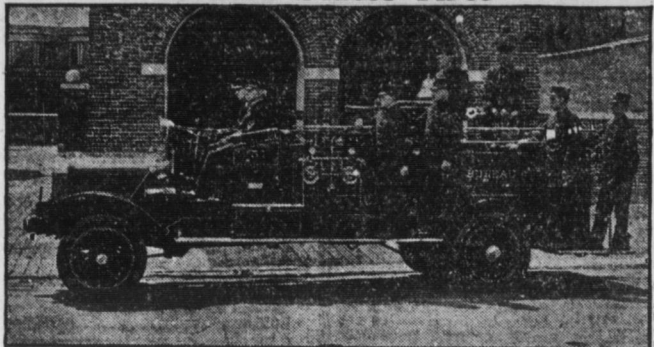
While price has continued to be a secondary consideration, possession of these facilities, coupled with the most advanced methods, has enabled the Packard company to establish new standards of value as applied to motor vehicles of the highest type. The brilliant work of the engineering staff has been an important factor in arriving at this result. Always a leader in the industry, the Packard now dominates the field of high class motor carriages.

In reviewing the more recent developments, President Alvan Macaulay made the following statement: "To constantly improve our car and to devise new and valuable features, we have maintained by twice the largest engineering staff in America. What has been found to be new and proven to be the best has been embodied in our design. Coupled with the attractive features of advanced engineering has been always the safeguard of stability and staunchness so that the owner might feel absolutely safe in travel over any road.

"Up until last year the vital considerations made the Packard one of the most expensive cars on the American market and the sale was limited to those who could pay the price. Our problem was to devise facilities that would enable us, without the slightest sacrifice of quality in material or workmanship, to produce a Packard of superior design at a price in line with the times.

"Packard cars to-day are more expensive than most other cars. That must always be true so long as Packard quality is maintained. But it became evident that large savings in

Philadelphia Fire Department Uses United States Tires



Mr. C. J. Welch, Manager of the Motor Truck Department of the United States Tire Company, states that the recent order for combination chemical and hose wagons for the Philadelphia Fire Department specified United States Demountable Truck Tires for all machines. The illustration shows one of several new trucks that are now in actual service in Philadelphia.

cost were possible if we would maintain a large volume of production. Quantity production, while still retaining Packard quality, was something that had never been accomplished before the advent of the Twin Six. But we saw that it could be done. So our organization was increased to 13,000 men; our buildings were doubled; improved machinery was designed and installed. We spent over seven million dollars getting ready to make the Twin Six. In both design and price the new car proved a surprise and a delight to the public."

While the twelve-cylinder engine was regarded by many as a radical change, it was in reality a logical step in Packard development. It was based on the idea of splitting larger stresses into smaller ones, the basic principle on which rests the most important advance in the motor art from its crude beginning in the one-cylinder car. The advantages claimed for the Twin Six are not only greater smoothness and less noise, but also greater power combined with reduced cost of operation and maintenance.

The first car of this design was brought out only after a long period of testing which involved continuous running under racing conditions on the speedway. The car has proved so satisfactory that the changes embodied in the new model are mostly of a minor character.

The new model cars are built considerably lower than any previous Packard cars, the chassis alone being approximately two inches lower. This has been made possible by using 35 by 5 inch tires on all four wheels, by flattening the rear springs and by the lowering of the spring pad on the front axle, thus bringing the running boards to sixteen inches from the ground. This lower construction

greatly improves the appearance of the cars and makes them more compact. The bodies are roomy and comfortable.

As has always been the case with the Packard company, special care, special attention has been given to the bodies. There is an entirely new body, a very neat four-passenger runabout. In this newest Packard body there are individual front seats, with a passageway between so that two persons may be seated comfortably in the cosy rear compartment.

A new type of upholstery springs is used, making it possible to lower all seats. The upholstery in the open bodies is straight-grain, hand-buffed leather, plaited instead of tufted, while for the enclosed bodies a wide range of exclusive upholstery is offered the purchaser. In the touring bodies, excepting the "2-35" salon touring, and in all of the six-passenger enclosed bodies the folding seats are of the forward disappearing type.

Probably the most noteworthy change from the mechanical point of view is the unique water circulation system. In the place of the water being expelled from the forward ends of the cylinder blocks, as is customary with V-type motors, the gas intake manifold has been bored out to permit all water from the cylinder packings to be circulated through this manifold and thence to the radiator through a single tube at the center. This arrangement not only eliminates considerable tubing, but causes the water to surround the gas intake header while at the highest temperature and greatly assists in the vaporization of the gasoline.

The motor is simpler in design, yet unchanging in general construction. The bore is three inches and the stroke is five inches as in the previous model. The twelve cylinders are cast in two blocks of six placed at an angle of 60 degrees and slightly offset so that the connecting rods from opposite cylinders are attached side by side on the same crank pin of a six-cylinder crank shaft. There are a number of minor changes contributing to the mechanical excellence of the engine. The cylinder heads have been made detachable to insure a more perfect machining of the combustion chamber, with a consequent greater uniformity of compression. This also makes it a simple matter to keep the cylinders free from carbon and at the same time does away with the necessity of valve chamber plugs.

The generator has been improved internally and runs faster than in the past season's model.

The tension of the foot brake pedal retracting springs has been decreased. The change-speed lever has been re-designed to give more clearance and is now equipped with a ball end. The chassis frame is 7 1/2 inches deep instead of 6 inches and reinforced over the rear axle, which will thus tend to eliminate the possibility of any body distortion.

The standard tire equipment on all Packard cars will be Goodyear cord, 35 by 5 on all four wheels. On the front wheels there will be the Rib tread tires and on the rear wheels the All-Weather tread. Purchasers, however, will have the option of obtaining either Shelly-Springfield tires or Goodyear Fabrik.

Franklin Proves Gasoline Economy on 3,000-Mile Trip

While the last few months have seen numerous long distance runs with the goal of speed, it remained for J. W. McCormmach of Pendleton, Oregon, driving the first Franklin of the new series just announced, to make a test under touring conditions. This trip only reveals the ability of the car to cover the ground but brings out some interesting figures on economy.

Mr. McCormmach, a prominent Oregon rancher, is the same man who last August drove a Franklin car 860 miles on low gear from Walla Walla to San Francisco in 83 hours and 40 minutes without once stopping the engine.

Starting at Syracuse July 26th, McCormmach set an initial pace for 24 miles per hour, which he was able to maintain approximately as far as North Platte, Nebraska. Up to this point the roads had been a mixture of good and bad. On the second and third days runs heavy sands were encountered and on the fourth and fifth days the characteristic choppy roads of the western plains were negotiated. For this portion of the distance, totaling 1,670 miles, the gasoline consumption amounted to 73 1/2 gallons, an average of 20.9 miles per gallon.

From North Platte to Cheyenne, McCormmach drove the Franklin over

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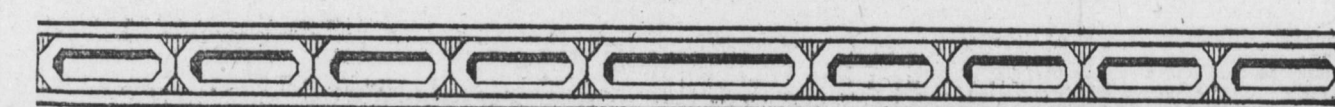
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45 horsepower, six cylinder en bloc motor
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Auto-Lite starting and lighting system
Electric control buttons on steering column
Seven passenger seating capacity

Open Evenings



roads which a day or so before had been badly washed out by cloudbursts and which were completely covered by water in many sections. Even through this hard going, which, according to McCormmach, has proved an obstacle impossible to overcome with a car heavier than the Franklin, an average of 19.2 miles per gallon of gasoline was maintained. Over this stretch of deep, soft clay, the Franklin averaged 18.2 miles per hour.

The distance between Cheyenne and Montpelier, Idaho, taking in some of the highest points of the Rocky Mountains, was covered at the rate of 19 miles per hour. In spite of all the hill work and rough running, the average for gasoline reached 21.5 miles per gallon, a figure that was exceeded only twice during other stages of the run.

Going across Idaho, McCormmach encountered the worst roads of the entire trip. In many places the car was driven over trails that from all appearances were intended only for pack horses. These routes were unmarked and very little accurate information could be obtained from the few inhabitants. Being overtaken by darkness near Hailey, McCormmach lost all sense of direction and was forced to put up for the night in the open and wait for daylight to reveal the proper route.

In point of miles traveled, the end of the trip showed performance equal to the earlier stages. Compared with the average of 34.7 miles during each of the first two days, the average of

335 miles per day for the ninth and tenth days points out the small extent to which physical distance entered as a factor in the trip.

McCormmach reached Pendleton at 11:45 p. m. August 4th. He traversed the 3,025 miles between Syracuse and Pendleton in 140 hours and 17 minutes actual time, at an average speed of 21.4 miles per hour. The gasoline consumption for the whole trip averaged 20.7 miles per gallon. Only 3 1/2 gallons of oil were used; the average amounted to 806.5 miles per gallon. No punctures or blowouts were recorded for the entire distance.

Motorcar Executive Edits New House Publication

Making its initial appearance with the August issue, Hugh Chalmers' "Chalk Talk" is the first automobile house organ to be edited by the head of a big motor car concern. As its title page signifies, Chalk Talk is a coat-pocket journal for the Chalmers family, and is intended as an intimate link between the hundreds of officers, dealers and employes making up the big Chalmers organization. "In bringing out Chalk Talk I am simply anxious to extend the cordial personal relations between dealers and factory executives which is so desirable an asset in modern business," says Hugh Chalmers in discussing the motives behind the new Chalmers publication. "I have long felt that the average so-called 'house organ' lacked the really intimate touch which spells the difference between writing a man a letter and shaking hands with him.

"Chalk Talk, according to my present plans, will be given up to a frank discussion of the dealer's problems and their solution, wherever possible. We have invited our distributors and dealers to send in their suggestions and intend to make the little journal a clearing house for the newest ideas in Salesmanship."

In the first issue of Chalk Talk, M. Chalmers eulogizes the life of Paul Smith, late vice president of the Chalmers Company and ascribes Mr. Smith's success as a sales manager to his unusual initiative, perseverance and enthusiasm. Among the other articles are "A Million Dollars for

White Space," "An Automobile School for Women," "Salesmanship" and "Successful Salesmen in the Making."

Scores of letters have been received from both members of the Chalmers organization and outsiders, praising the maiden issue of Chalk Talk, and the circulation list of 5,000 will probably be increased before the next number goes to press.

PERRY BARN BURNED
New Bloomfield, Pa., Aug. 26.—On Thursday night about 8 o'clock the large bank barn of John Mullen, near Devilsville, this county, was destroyed by fire with all the contents.

Turkey Gobbler and Hen Occupy Adjoining Nests

Special to the Telegraph
Gettysburg, Pa., Aug. 26.—While Mrs. John L. Staub, of near Seven Hundred, in the eastern part of the county, was searching for a missing turkey hen she came upon the bird setting on a nest of five eggs in a secluded spot of a field. Within a foot of the hen, on the other side of the fence, sat a gobbler belonging to Mrs. Harvey Kaiser. The gobbler had three eggs beneath him in a perfectly formed nest, and he seemed well contented in his new role as a hatcher.

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32x3 1/2	\$12.24	34x4 1/2	\$24.48
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32x4	\$16.49	36x4 1/2	\$25.40
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