

Packard

PRESS BOOK

for

**AUTOMOTIVE
GOLDEN JUBILEE**

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P A C K A R D News Service
1580 E. Grand Blvd. - Box 117
Detroit 32, Michigan

PACKARD PRESIDENT SAYS GAS TURBINE
ENGINES FOR AUTOS ARE "ENTIRELY
POSSIBLE" IN EARLY FUTURE

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DETROIT -- Automobiles powered by light, compact gas turbine engines are "entirely possible" in the industry's early future, according to Geo. T. Christopher, president and general manager of the Packard Motor Car Company.

"This month," he said, "we are celebrating the Golden Jubilee of the automobile. Conventional reciprocating engines have been used throughout the industry's first 50 years. Now, I believe we are on the threshold of the gas turbine age. I don't think we'll have gas turbine engines in automobiles next year. We probably won't have them five years hence. But it's entirely possible they'll come in the next 10 or 15 years."

Packard became the first automobile manufacturer to enter the aircraft jet engine field directly about a year ago, when it began experiments at Toledo and Willow Run under an agreement with the Air Materiel Command. The Toledo plant, containing 325,984 square feet of floor space, is devoted solely to the development and production of jet aircraft engines.

Predicts Trend Providing Greater Visibility For Drivers

"History of the industry," Christopher pointed out, "shows changes in automobiles are evolutionary, not revolutionary. I believe this will continue to be true. The dream cars, pictured by some highly-imaginative artists, will not appear overnight. But many of the changes they visualize are bound to come over a period of years. Next year, for example, most of the companies will make more changes than in any previous year."

The evolution in Packard automobiles, starting with Model A built in 1899, will be shown graphically in the Jubilee's "Motor City Cavalcade" at Detroit Saturday, June 1, Christopher said.

One future trend, he predicted, will provide greater visibility for drivers.

"The first cars ever built put the drivers right up front," he reminded.

"As the years went by, the drivers were inched further toward the rear, gradually decreasing visibility. In the next several years, I believe we'll return to original ideas about visibility."

Christopher said he doubted that small cars, such as those in England and Europe, ever would become popular in America.

"We Americans like comfort too much," he declared, "and we don't like to sacrifice comfort for economy. A product is a luxury to most of us Americans until we buy it; then, it becomes a necessity."

Urges Governmental Officials To Become Alert To Traffic Problems

Christopher declared federal, state, county and city officials should become alert to the staggering problems which will be created by great numbers of new automobiles.

"Our road and street systems have long been antiquated," he asserted. "Our parking facilities in most areas are woefully inadequate. If we don't watch out, we'll become embroiled in the biggest traffic jams in history, and traffic fatalities will dwarf all-time combat tolls."

Christopher said that, in addition to Model A, Packard will feature in the Golden Jubilee parade several trend-setting models, including those of 1901, 1902, 1910 and 1915. Sharp contrast will be provided by new 1946 Clippers.

Model A, actually the first Packard ever built, was born of a challenge at Warren, Ohio. After experimenting with a horseless carriage built by Alexander Winton, James Ward Packard made a trip to Cleveland and suggested to Winton that several changes be made.

"If you're so smart, why don't you build one yourself," short-tempered Winton said.

That's what Packard did. Model A, a one-seater of the buggy type, has automatic spark advance and a single cylinder of 12 horsepower, with a chain drive to the rear wheels. It has been preserved in the James Ward Packard

Laboratory of Electrical and Mechanical Engineering at Lehigh University in Bethlehem, Pa.

1902 Model, "Old Pacific," First To Go Coast To Coast

The 1901 model is the car which started Packard's slogan, "Ask The Man Who Owns One." It was the first to have a steering wheel, instead of the old-fashioned tiller. It was the last buggy-type model. The arrest of a man who drove this car 40 miles an hour was an international news-item.

The 1902 model is "Old Pacific," the first car of any make to go coast to coast under its own power. The late E. T. (Tom) Fetch, Packard foreman and test engineer, made the trip in 1903 from San Francisco to New York City in 53 days -- at top speed of 20 miles an hour -- after 30 other drivers had failed. "Old Pacific" is a permanent part of the automotive display at Edison Institute near Detroit.

Rapid development of the automotive industry in the first decade or so will be shown in the 1910 model, a four-cylinder pioneer of the small quality automobile. In an era when motoring was basically a sport, this car set many records.

The 1915 model is the first 12-cylinder car made in America, a Twin-Six and a route maker for the Lincoln Highway. This car brought luxury to automobile transportation. An open car, seating five, this old-timer will show what motoring was like before World War I.

Exposition To Show Old Cars June 3-9

After the parade, Christopher said, these oldies -- along with the latest Packard -- will be on display in the Antique Automotive Exposition at Detroit's Convention Hall June 3 through June 9.

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"Careful, Mr. Christopher, fenders were made of leather in those days." Packard board chairman Alvan Macauley (left) and company president and general manager Geo. T. Christopher are ushered into "Model A", first Packard ever built, by model Margaret Girardin during a prevue of historic cars to be on display during the automotive industry's Golden Jubilee. "Model A," an 1899 single-cylinder, one-seat model, has been kept in excellent state of preservation in the James Ward Packard laboratory of Electrical and Mechanical Engineering at Lehigh University, Bethlehem, Pa.

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(EDITORS - In your coverage of the
Automotive Golden Jubilee, you may
be interested in the almost invol-
untary birth of the Packard Motor
Car Company - the oldest fine-car
company still in business under
its own name.)

PACKARD MOTOR CAR COMPANY BORN OF CHALLENGE

FORTY-SEVEN YEARS AGO IN WARREN, OHIO, PLANT

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In 1898, one of the best horseless carriages on the market was being made by Alexander Winton, at Cleveland, Ohio. Had it been a better machine - one which would start easily and keep going - J. W. Packard and his brother, W. D., probably never would have founded the Packard Motor Car Company.

The same might have been true, if J. W. Packard had overlooked a definite challenge.

He didn't - so the first Packard car was born of a challenge.

The Packard brothers had been making electrical equipment at their prosperous plant in Warren, Ohio. J. W. Packard, because of his interest in things mechanical, had tried out many horseless carriages, even one which his brother, the financial member of the partnership, had bought in France.

Everything Went Wrong In 60-Mile Trip Home

One day, J. W. Packard heard of Winton. Friends told Packard the Winton horseless carriage was one of the best yet produced. Packard went to Cleveland and bought one.

He learned much about the horseless carriage during his trip home over 60 miles of dusty turnpike between Cleveland and Warren. The radiator sprung a leak. The engine ran hot. The spark failed. The chain which drove the rear wheels broke. Packard arrived in Warren, towed by two horses.

The next day, he began tinkering with his new carriage. He found ways in which he thought the machine could be improved. He went to work with his drafting board and tools.

Once he had consolidated his thoughts, he again went to Cleveland to talk to Winton.

Inventions Made At Turn Of Century On Autos Today

Packard was short, somewhat inclined to portliness and mild of manner. Winton was dapper, military-moustached, brusque and short-tempered. They faced each other across a desk.

"Mr. Winton," Packard began, "I have been experimenting for some time with that machine of yours which I bought, and I believe I have found several ways in which it can be improved."

Winton said, "If you think you are so smart, why don't you build a better machine yourself?"

After a moment of silence, Packard replied, "Why Mr. Winton, I guess I'll do just that."

As soon as he reached home, Packard started work. He set aside a small part of his electrical factory as a workshop, experimental laboratory and drafting room. He worked day and night. Many inventions, evolved in his small workshop, can be found on all automobiles, even today.

Enthusiastic Friends Forced Packards Into Car Business

Packard's hard work paid dividends November 6, 1899, when the first Packard rolled out of the tiny plant. It proved that a challenge had been answered and a new automobile builder launched.

The car started immediately with only a single turn of the crank at the side. It steered easily with its shovel-handled tiller, and responded instantly to a touch of the accelerator pedal. It had an automatic spark advance.

Friends of the Packard brothers, excited over the success of the new horseless carriage, insisted that machines be built for them. Almost involuntarily, the Packards were launched into the business.

That's how the Packard Motor Car Company started. That's why the original car, old "Model A", will be an important exhibit in Detroit's Automotive Golden Jubilee.





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"Old Pacific" was the center of attraction in this California town, which judging from the car's still shiny appearance, was an early stop on the cross-country trip. This 1902 Packard took 53 days to make the coast-to-coast journey, first ever recorded by a motor car. It will run again in Detroit's Golden Jubilee.





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James Ward Packard, the mechanical genius who accepted a challenge and built the first Packard automobile. He is pictured in one of the Packard company's first "custom" models, built just after turn of the century.



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An air view of the Packard Motor Car Company, stretching more than a mile in length in east central Detroit. Forty-three years ago, when Packard moved from its birthplace in Warren, Ohio, to the nation's automotive center, this plot of ground was a market garden farm on Detroit's outskirts. New buildings, added during Packard's war production of aircraft and marine engines, can be seen in the foreground. The total represents more manufacturing floor area than famed Willow Run.

First Across U.S.

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PACKARD'S "OLD PACIFIC," FIRST CAR TO GO COAST-TO-COAST

UNDER OWN POWER IN 1903, TO STAR IN GOLDEN JUBILEE PARADE

- - -

Packard's ancient one-lunger, "Old Pacific," first automobile of any make to go coast-to-coast under its own power, will star in the Automotive Golden Jubilee parade in Detroit June 1.

Driven by the late E. T. (Tom) Fetch, a Packard foreman and test engineer, "Old Pacific" made the trip in 1903 from San Francisco to New York City in 53 days - at top speed of 20 miles an hour.

Prior to that time, 30 other drivers had failed. Fetch, who died at 72 years of age in March, 1944, was first to demonstrate that horseless carriages had passed the experimental stage - and were here to stay.

With only a large umbrella to shield him from the elements, Fetch chugged out of San Francisco in June, 1903.

Carried Own Road, Two Canvas Strips, For Desert Crossing

Road maps, signs and route numbers were as unknown in those days as the self-starter. The only published guide was a Union Pacific railroad map. There were no good roads West of Chicago; no bridges, except for those on the railroads, West of Denver.

Fetch quickly learned to avoid the best-looking "main roads." Usually, they led to some ranch house or mine - and stopped there. Directions supplied by people along the way were unreliable. Almost no-one ever went further than a good day's drive by horse and buggy.

Fetch was thorough in preparing for the trip. He fitted "Old Pacific" with a special low gear. He carried several lengths of log chain for use on the wheels in obstinate ruts, and a pick and shovel to cut roads along hillsides and fill in washouts. Fuel was shipped ahead by train.

He carried his own road for crossing the desert - two strips of canvas which he laid down ahead of the car to get traction on the sand.

Pastor Left With Empty Pews When Fetch Arrived

He arrived in Carson City shortly after a murder had been committed. Everyone, including the sheriff, left the scene and flocked around the first horseless carriage ever seen in that part of the country.

In another town, the Sunday morning arrival of "Old Pacific" caused the congregation in a church to rush outside. The pastor was left only with empty pews.

On the way from Denver to Greeley, and Eastward along the Platte River, Fetch ran into several section-line fences across the road. He had to unfasten the fence wires, then refasten them after passing through.

"The nearer I got to New York City," Fetch recalled at the time of the historic trip's 40th anniversary, "the more anxious I was to make up for lost time. From Herkimer, New York, I drove almost steadily for 40 hours. I continually had to fight off sleepiness and the effect of road glare, but the thought that I was on the last lap kept me going."

200 Cars Escorted Fetch To Astor Hotel In New York

Reaching the outskirts of New York City, Fetch and "Old Pacific" were met by some 200 automobiles, which had gathered in front of an orphan asylum to escort him to the city. While waiting for him to put in appearance, the drivers of the machines had decided to take the orphans for a ride. Thereafter, the orphans' outing became an annual custom.

Grimy and exhausted, Fetch drove into New York at the head of his cheering escort of fellow "horseless carriage" drivers in Packards, White Steamers, Ramblers, Pope-Toledos and many other makes of that day. Amid the ear-splitting din of honking horns and steam whistles on the escorting cars, "Old Pacific" proudly pulled up at the Astor Hotel.

"Thank God, it's over" That's all Fetch could say.

Except for prying "Old Pacific" out of the mud onto solid ground with fence rails, he had gone the entire distance under the car's own power.

At no time did he take the advice of urchins who shouted along the way, "Git a hoss!"

"Old Pacific" Models Sold For \$2,500 Each

"Old Pacific" has a 90-inch wheelbase and weighs approximately 2,000 pounds. It has a 24-inch flywheel which weighs 180 pounds. Its 34 x 4 tires are inflated to 80 pounds pressure.

Other features, originated by Packard and still used on all modern cars, include automatic spark advance and an "H" slot gear shift lever.

Its "De Luxe equipment" back in 1903 included a rubber bulb horn and a single oil-lamp headlight, which smoked up its glass and gave little illumination.

"Old Pacific" and her sister models sold for around \$2,500 each.

Now, 43 years later, the venerable original will leave its present post in the Edison Institute and again travel under its own power. This time, along Detroit streets in the Golden Jubilee parade of automotive oldsters.

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When automotive history is lived again during the industry's Golden Jubilee, memory will carry back to the exploits of "Old Pacific," the 1902 one-cylinder Packard that completed the first successful transcontinental trip ever made with an automobile. Shown here, taking time out for a smoke on the pioneer trek, is "Old Pacific's" driver Tom Fetch.





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"Old Pacific" was the center of attraction in this California town, which judging from the car's still shiny appearance, was an early stop on the cross-country trip. This 1902 Packard took 53 days to make the coast-to-coast journey, first ever recorded by a motor car. It will run again in Detroit's Golden Jubilee.





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While a fence rail serves as a pry, leaves and brush were packed under the wheels of "Old Pacific" to help it out of Iowa's gumbo mud on its historic cross-country run. This trail-blazing 1902 Packard, as it appears in the automotive exhibit at the Edison Institute, will be part of the Golden Jubilee displays.

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(EDITORS - These briefs from Packard history are suggested for use separately or as a column in your coverage of the Automotive Golden Jubilee.)

PACKARD PARAGRAPHS

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The first Packard, completed November 6, 1899, had three speeds forward and one reverse (through sliding the belt drive). It had the appearance of a fine horse-drawn carriage - without the maze of wires, wheels and gadgets until then thought necessary for self-propelled vehicles. It sold for \$1,250.

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A shovel-handle tiller was used to steer the first Packard, built in 1899. Sometimes, the front wheels would catch in deep ruts and throw the driver out into the mud, if he kept too tight a hold on the steering handle.

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In 1901, a customer wrote to James Ward Packard and asked whether he intended to put out a multiple-cylinder machine.

Packard, in replying that he did not, gave as the conclusive reason: "Ask any user of a gasoline motor vehicle if a single cylinder does not give him trouble enough without adding another one:"

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James Ward Packard once recalled: "We used to carry little glass bulbs filled with ammonia to throw at dogs when they persisted in biting the tires."

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The first Packard catalog, published in 1902, said: "We do not want you to think that our car contains everything that is possible in an automobile. There are a great many things which other vehicles will do which the Packard Motor Car will not - and we are thankful for that."

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Gasoline used to be kept in a 50-gallon tank in a little house beside the barn, James Ward Packard once recalled. Grocery stores were about the only places selling gasoline, and there was so little call that they seldom had more than five gallons on hand.

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In 1901, Alden S. McMurtry was arrested at Warren, O., on a charge of having driven his Packard 40 miles an hour in the city streets. It was an international news item.

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A 10 or 12-mile trip in the 1901 Packard was considered a good day's work.

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Packard drivers in the early 1900's always carried as part of their touring equipment a common building brick, used as an emergency brake. If the car stopped on a bad hill, the custodian of the brick quickly jumped out and placed it under a rear wheel.

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In 1904, the "Grey Wolf," Packard's first racing car, covered a mile in 46 seconds - the fastest speed ever made by man up to that time.

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Horses, buggies and carriages used to be taken as part payment on new automobiles at fabulous values. Even saddles and harnesses were accepted. Cheap cars were priced high enough to permit heavy allowances. The manufacturer of one of these once confided to James Ward Packard: "I can allow a couple of thousand dollars on a second-hand wheelbarrow and still make money!"

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The minimum price for a Packard in 1919 was \$4,800.

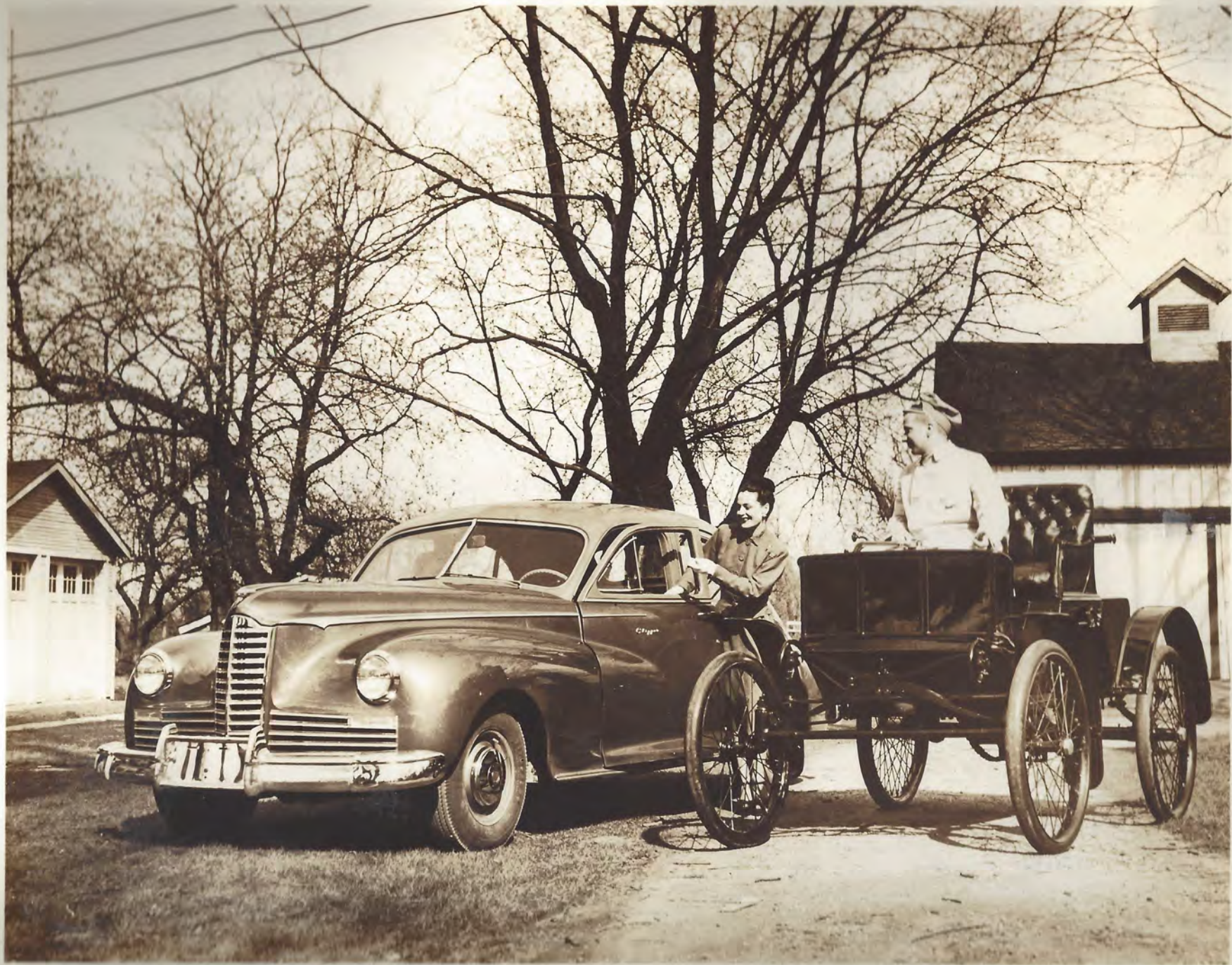
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Packard built the first enclosed body ever created for the automobile. It also was first to build a body with an all-metal top - in 1914.

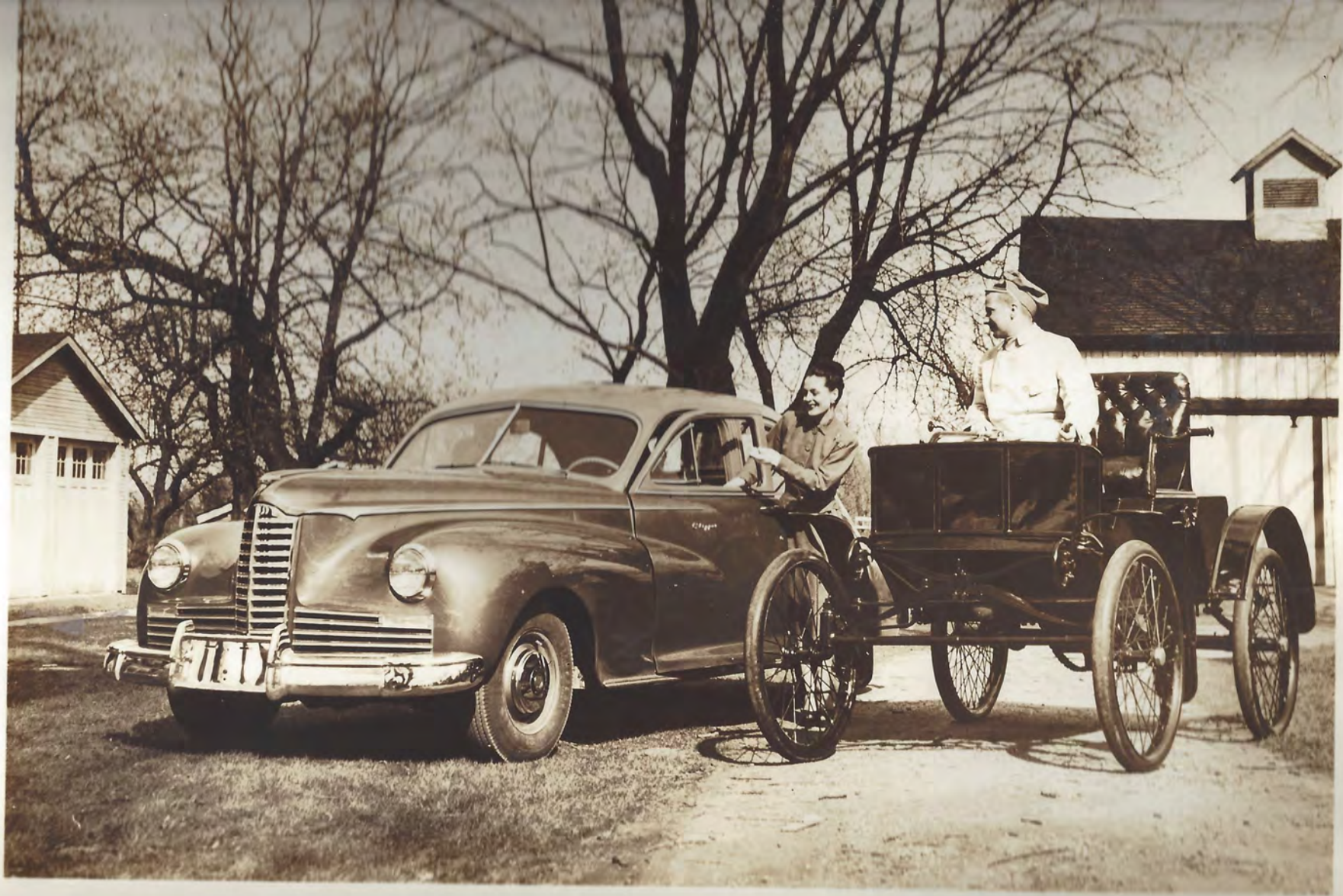
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The first American Automobile Show was held in Madison Square Garden in New York City in 1900. Of the companies which had horseless carriages on exhibit then, only one still is making cars. It's Packard.

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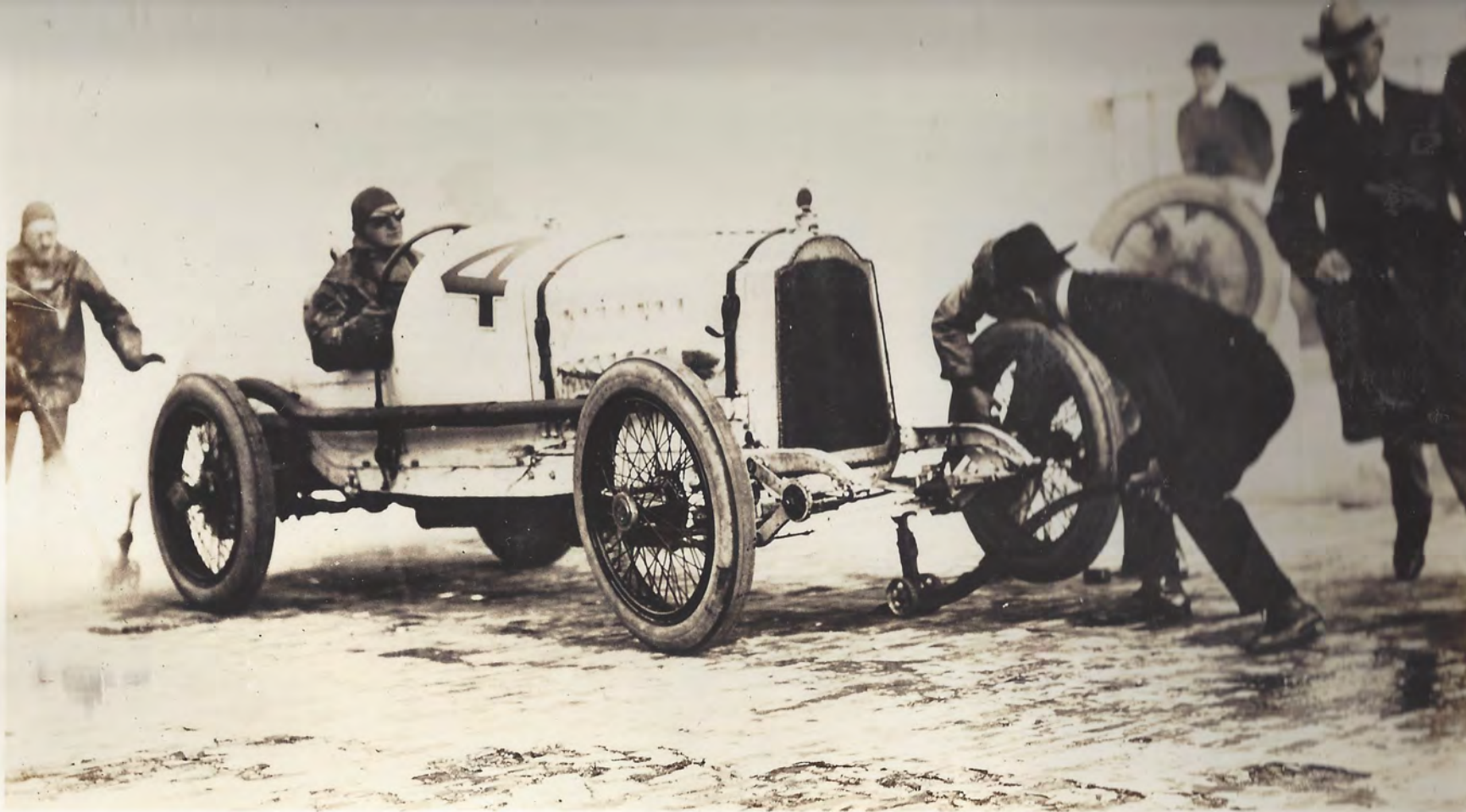
The old and the new. The sharp contrast between this 1946 Packard, latest off the company's assembly lines, and "Model A," the very first Packard built in 1899, emphasizes automotive progress, symbol of Golden Jubilee ceremonies to be held in Detroit early this summer.





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Packard courtesy, 1900 style. This model was the first "company" car for visitors to Packard's original factory in Warren, Ohio.



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Among pioneer "knights of the roaring road" who drove Packard cars to new speed records and who will be honored during the Golden Jubilee is Ralph DePalma. He is pictured here in a Packard Twin-Six racer, famous "299." This racer's engine and its larger "905" brother, essentially aircraft in design, launched Packard in the specialized motor field later immortalized by its World War II production of nearly 70,000 combat engines.

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(EDITORS - Packard's hallmarks are almost as old as the automotive industry, which is celebrating its Golden Jubilee. We believe you will be interested in this story-behind-the-hallmarks in your Golden Jubilee coverage.)

PACKARD IDENTIFIED BY SLOGAN, RADIATOR AND
RED HEXAGON HUB CAP FOR MORE THAN 40 YEARS

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Almost everyone who knows anything about cars is familiar with the Packard radiator, the red hexagon hub cap and the slogan, "Ask The Man Who Owns One."

But comparatively few know the interesting stories behind these hallmarks, which have quickly identified Packards for more than 40 years.

The radiator lines actually originated in 1904, five years after the first Packard made its first appearance in Warren, Ohio. The front outline was an important feature of Model "L", credited with being the first really high-grade modern car on the market. There were four cylinders, three speeds, the transmission on the rear axle and - most startling - a steering wheel!

French Designer Among Those Responsible For Radiator

Ideas for the distinctive radiator lines came from several sources - early Packard engineers, cars of foreign make and Charles Schmidt, a former superintendent of the old Mors factory in France.

Schmidt started to work for Packard in 1902. He designed Model "K", which was priced at \$7,500 and proved too expensive and complicated. His next job was the "Gray Wolf," a racing car which in 1904 made a mile in 46 seconds, the fastest speed ever experienced by man up to that time. In many ways, the "Gray Wolf" was the prototype for Model "L", which sold at a price less than half that of Model "K."

The radiator lines were so popular they remained down through the years. Modifications, necessary to fit body trends, were comparatively easy - due to the lines' adaptability to streamlining.

The hexagon hub cap also appeared first in Model "L". But, in those days, it was black and only on the rear wheels. Packard engineers created the hexagon to provide leverage for wrenches. Shallow indentations were made in the front-wheel caps to balance the car's lines.

Slogan Originated in 1901 By Packard Founder

In 1913, Packard inspectors struck upon the idea of daubing the black "hex" red - to show the car was ready for the road. The idea and the color stuck, and the red "hex" was adopted as a trade-mark.

But the oldest of the Packard hallmarks is the slogan, "Ask The Man Who Owns One." It was born in 1901 in the office of James Ward Packard.

One morning, his secretary is reported to have entered his office with a letter from a man in Pittsburgh.

"This man wants to know about our carriage," the secretary explained.

"What shall I tell him?"

Packard said: "Tell him I'll be over to talk with him. Tell him - no, wait! Just tell him to 'ask the man who owns one!'"

Thus, instinctively, was born a phrase that has become one of America's best known slogans.

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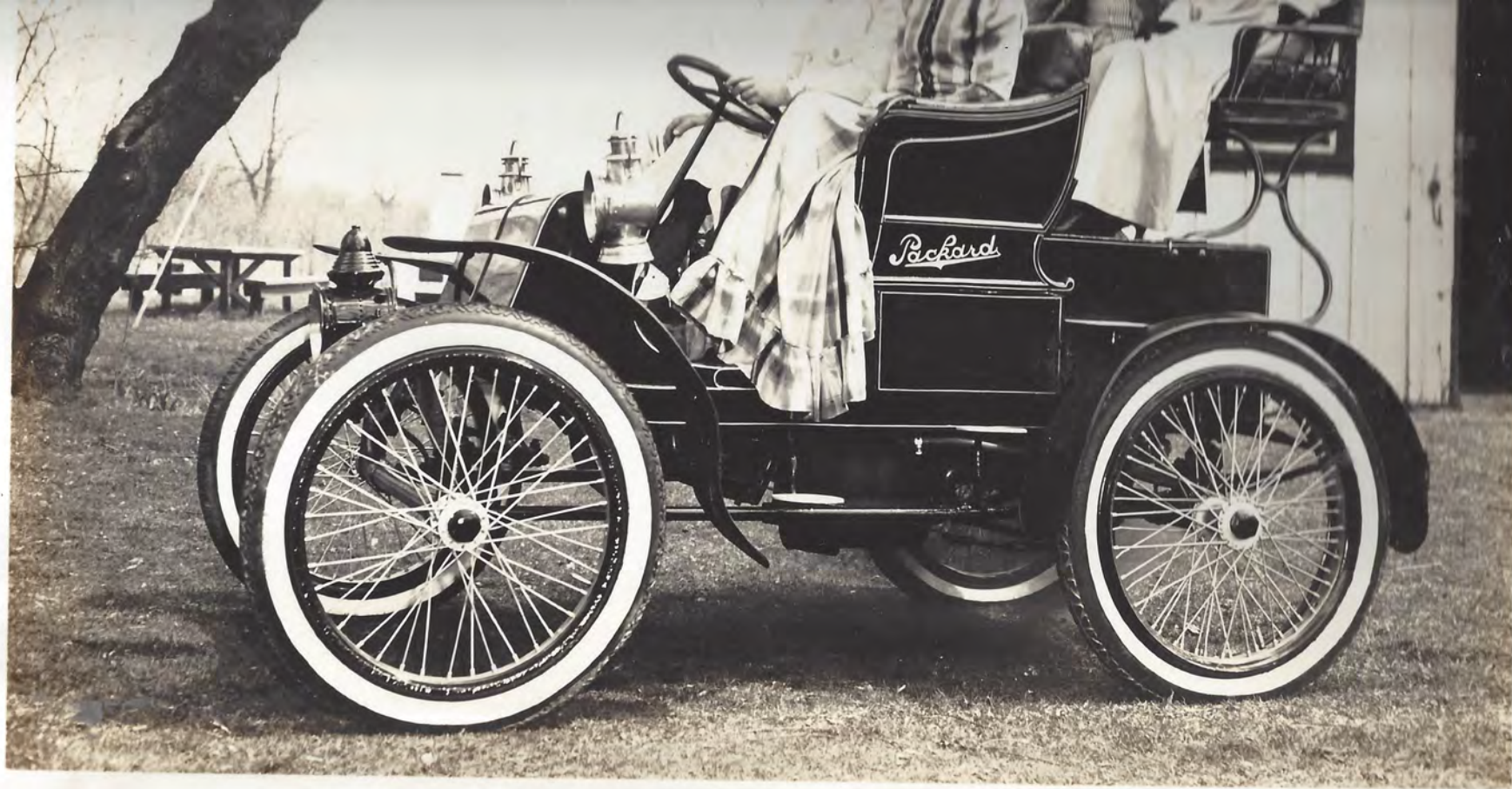
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the "control" type of the early 1900's were facilitated by



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Double dates during the "courting" days of the early 1900's were facilitated by this two-seat 1901 model Packard. For the first time, on this model, a steering wheel replaced the old-fashioned tiller. It was the last "buggy" type model and was the first Packard to be arrested for speeding at 40 miles per hour. This model, introduced when Packard's enduring "Ask The Man Who Owns One" first appeared in print, will be one of the several the company will feature during Golden Jubilee festivities.



THE MODEL "L" PACKARD
After its fourth testing trip
670 miles, to Chicago and return.



THE MODEL "L" PACKARD
After its fourth testing trip
670 miles, to Chicago and return.

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But for unique protective cloaks, Sunday suits were out of place in this 1904 Packard model. This Packard, first to introduce the famous Packard radiator outline, has just completed its fourth testing run to Chicago and is enroute to the Packard factory along Detroit's Washington Boulevard.



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A day's production of early model Packards returns to the plant from test run, to be readied for customer delivery. This picture provides sharp contrast to today's streamlined "drive-away" facilities and truck and railroad transports.

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(EDITORS: We believe you will be interested in this recapitulation of Packard's 47 years of automobile production -- a chronology packed with romance and achievement -- in your coverage of the automotive Golden Jubilee.)

PACKARD YEAR BY YEAR

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1899 -- The first Packard appeared on the streets of Warren, Ohio, Nov. 6, 1899. Equipped with automatic spark advance, it was a one-seater buggy type with wire wheels. The power unit, a single-cylinder horizontal motor with twelve horsepower, had a single chain drive to the rear wheels. The car was built by James W. Packard and his brother, W. D. Packard.

1900 -- This year's model, the first Packard exhibited at the Madison Square Garden Auto Show, had the same power plant and chassis as the 1899, plus a dos-a-dos seat and an improved dash. It developed 22 miles per hour.

1901 -- On this model, Packard was the first to use a steering wheel in place of a tiller. Five 1901 Packards entered the New York-to-Buffalo endurance contest. Only half of the 89 entries completed the race, but all the Packards finished among the leaders. A Packard driver was arrested for speeding at 40 MPH. The Packard slogan, "ASK THE MAN WHO OWNS ONE," made its inaugural bow in print.

1902 -- This was the year of evolution from the buggy to the automobile. The car was a four passenger model with entrance to the back seat from the rear. Wheels were of wood with 4" herringbone tread single tube tires. This was the first Packard to have three speeds forward and one reverse. In the Long Island fuel economy test, a 1902 model averaged 27 1-2 miles to the gallon. A car of this model, "Old Pacific," ran the first transcontinental trip under its own power. Capital stock of the company was increased to \$500,000; its name changed to the Packard Motor Car Company.

1903 -- Prior to 1903, all Packards had single cylinder motors. This year, Packard introduced one of the first four cylinder American cars. The motor, up front under a hood, developed approximately 26 horsepower. Limousines and other closed bodies were first offered by Packard on this model. Some models sold for as much as \$7,500. On Sept. 5, 1903, Packard directors voted to move from Warren, Ohio to Detroit.

1904 -- The first Detroit-built Packard sounded the design note of the familiar Packard radiator shape and graceful bonnet lines, and was the first Packard with the identifying "Hex" indentation in the hub-caps. This car had many new features, such as rear axle transmission, progressive gear shift and an automatic governor. The "Grey Wolfe," a 1904 model, broke the American one-mile record 13 times in two days, and won the 1,000-mile non-stop run at Grosse Pointe track Aug. 6, 1904. This was the first car built on a production basis in the Packard Detroit factory. Production for the year totalled 250 units.

1905 -- Entrance to the tonneau by means of side doors came with the 1905 model. Other new features were a longer wheel base and a 28 horsepower engine. The first enclosed bodies built in Packard shops were made for this model. It developed 45 miles per hour. Price of the standard touring car was \$3,500. Production doubled.

1906 -- This model, better known as the Packard 24, was built on a 119-inch wheel base chassis and developed 24 horsepower. Magneto ignition made its appearance. The carburetor was improved by the addition of the auxiliary air valve and a hot water jacket.

1907 -- The famous model "Thirty" first was built in 1907 and continued with refinements for five years. Its four cylinder motor developed 30 HP. The body was longer, lower and larger than that of model 24. Six body types were designed and built in Packard shops. For the first time, fender shape was recognized as a design factor. Average price per car was \$4,200; production, 1,403 cars.

1908 -- The wheel housing of the second series of "30's" was cut into the side of the tonneau to allow the use of 36-inch wheels in combination with a lower and more comfortable body. A touring car of this series was driven from Los Angeles to New York (3,693.08 miles) in 25 days, five hours and 25 minutes running time.

1909 -- Packard called its 1909 "30" the "masterpiece of the largest exclusive motor car factory in the world." With this model, the number of Packard employees grew to approximately 2,500. This was the first Packard equipped with a cellular type radiator. The extra lever for reverse gear, introduced in 1904, was replaced by the improved style which controlled both advanced and reverse positions. Headlights became standard equipment. Production reached 3,100; prices ranged from \$3,200 to \$4,200.

1910 -- The Packard dry plate clutch made its appearance on the 1910 "Thirty." Shock absorbers were added as standard equipment. Front fenders were re-designed to give a more graceful appearance. Production totalled 3,270 cars.

1911 -- The 1911 Packard "Eighteen" and "Thirty" body models were of the "fore" door type, which resulted in important changes in body design. Standard equipment included two gas head lights, two oil side lamps and an oil rear lamp. Tires were 34" x 4" front and rear. In open cars, the cape cart top made its first appearance.

1912 -- The 1912 "Thirty" was the last of the four-cylinder Packards. The Packard Six "Forty-Eight" was introduced. A headlight igniter and combination oil and electric side and rear lamps were standard equipment. The engine was a watercooled vertical type developing 48 horsepower. Twelve body styles were offered. On the Packard "18" of the same year, dome lights and toilet cases were standard equipment. The two compartment enclosed bodies were equipped with speaking tubes, buzzers, hat and parcel carriers. Prices ranged to \$5,000.

1913 -- This year's "Forty-Eight" six model was offered in 10 body styles, but the longer wheelbase was eliminated. It was noted for simplicity and efficiency with the increase in cylinders bringing to the fore the fine examples of work in heat treating steels, pioneered several years previously by Packard experts.

1914 -- The 1914 "Thirty-Eight" model was the first Packard equipped with an electric starter. It also introduced a centralized control feature with lighting, ignition and carburetor controls on the steering column. Left hand drive first became standard on this model. For the first time in the automotive industry, the hand brake was on the driver's left. In the year's "Forty-Eight" model, all features of the "Thirty-Eight" were incorporated in 20 body types. The cabette, a body specially designed for women, and the imperial coupe, for four passengers, were new and exclusive designs. A disappearing rumble seat for runabouts was first offered on the "Four Forty-Eight." Tire sizes were standardized and made interchangeable. On the year's second series of "Thirty-Eights," the curved tooth bevel driving gear developed by Packard became famous. The spare tire carrier was moved from the left front side to the rear. The one-man top was first introduced. The model had electric side lights as well as head lights, with dimmers an integral part of the head lamps.

1915 -- The first "Twin Six" was a product of 1915. The car's motor was of the "V" type with twelve cylinders arranged six on a side at an included angle of 60 degrees - the first such engine offered by an American company. The car was more powerful than its predecessors, and weighed less. It was the first car in the industry with aluminum pistons.

1916 -- Body types were lower with the more flowing lines of the second series of "Twin Sixes" introduced in 1916. The cylinder head of the motor was made removable. The shelf on the rear fender, a feature since 1904, dropped to follow the curve of the wheel. Disappearing folding seats for seven passenger cars were introduced. Production hit 10,000 cars.

5 -- Packard Year by Year

1917 -- The third series of "Twin Sixes," whose fame had become world wide, was introduced in 1917. This year saw perfection of the high pressure lubricating system and thermostatic cooling controls.

1918 -- Production of the Liberty Engine, co-designed by Packard engineers, occupied major factory interests in war production. The "Twin Six" was continued.

1919 -- This was the year of the close-coupled open body. Packard design engineers gave it popular expression in the well-known "cloverleaf" design.

1920 -- By 1920, increased automobile traffic called for a car with more flexibility and maneuverability. The answer was the "116 Single-Six," so named as companion to the bigger "Twin Six."

1921 -- Post-war economies on the part of the motoring public tapered off the popularity of the big and heavy "Twin Six," and its production ceased after a reign of six years.

1922 -- Public demand insisted on greater body room and a larger motor. In May, 1922, these features were incorporated in the "126 Single-Six," which still retained the "116's" virtues of economy, simplicity and long life.

1923 -- The "Single-Eight" was created as a successor to the "Twin Six." It had its predecessor's power and flexibility with greater economy, and eight-in-line motor, 9-bearing crankshaft, ingenious arrangement of crankshaft throws and fourwheel brakes, first on any American production car as standard equipment. Also introduced in 1923 was the built-in stop signal, windshield cleaner, ball bearing steering knuckles, and bumpers, front and rear.

1924 -- Complete equipment was made standard - a merchandising innovation which included bumpers and other accessories. Enclosed models, formerly the highpriced luxury type, were reduced to equal open car prices.

1925 -- The Packard Phaeton became the first American car to introduce a swanky English Burbank top built for easy folding. Such long-life protection features as a chassis lubrication system and oil rectifier were added. Oil was sprayed on the cylinder walls when the engine was choked.

1926 -- The famous hypoid gears for the rear axle and the single plate clutch were introduced. The power of the "Eight" was increased greatly by the new Turbo head and through an increase in cylinder bores.

1927 -- An oil filter was installed. The lighting switch appeared on the steering wheel in place of the spark lever for the first time.

1928 -- Packard changed from six to eight-cylinder engines for its smaller cars. Steering wheel whip and front wheel shimmy were overcome in the "626" and companion cars with a new trunion spring bracket applied to the left front spring. It was one of the most important contributions to the automotive industry. Mechanical snubbers to check spring rebound were replaced with hydraulic shock absorbers. Gar Wood, with two 1100 horsepower Packard engines in his Miss America VII, won the Harmsworth race and established a new world's speed record on water of 92.8 miles an hour.

1929 -- Lower, more sweeping lines, shatter-proof glass and a new transmission were introduced. Packard made further engineering history by building and flying the first aircraft Diesel Engine. Innovations in the car also included adjustable steering gears, adjustable driving seats and adjustable inside sun visors. Those most convenient lockers built into the instrument board made their first appearance on the 1929 Seventh series of Packards.

1930 -- The vacuum tank gave way to a mechanically operated fuel pump. Improved shock absorbers appeared. The chassis lubricating system was made fully automatic. One of the most important improvements was in the system for oiling pistons.

1931 -- Cars of this year, hailed as the finest Packard had built to date, paced the industry with "Ride Control," a mechanism for controlling shock absorber activity which the driver operated by hand control, and many other features, including the front end stabilizer. This device, which consisted of two balancers located at the ends of the front bumper, effectually dampened out all front end disturbances caused by road shocks. This year the Packard-Diesel aircraft engine won the world's non-refueling aircraft duration record with 84 hours, 33 minutes. The record still stands.

1932 -- The "900," first called the "Light Eight," was the sensation of the 1932 New York automobile show. It was the first truly fine car ever produced to sell below \$2,000. It had an unusually attractive Vee type radiator, completely new in appearance but retaining the characteristic Packard lines. The company announced it was reinstating the "Twin Six" at the head of its line. This car offered the first big advancement in automobile motors in years. Innovations included the new type silent gear shift. Packard engines in Miss America X, the most powerful motor boat ever built with its 6,400 horsepower, again won the Harmsworth race for Gar Wood and established a world's record of 124.91 MPH. President Hoover, acting for the Aeronautical Association of America, early in the year presented Alvan Macauley, Packard President, with the famous Collier Trophy in recognition of Packard's Diesel aircraft engine.

1933 -- This model introduced many refinements such as power brakes, adjusted by a lever on the dash, and the automatic choke.

1934 -- The 1934 Packard cars were produced as a "yardstock of motor car value." Extensive work was done on the car's interior. A place was made for radio installation. The early car of this year was the first in the industry to use constant action windshield wipers by employing a vacuum pump.

1935 -- Packard entered the lower price field with a fine quality car -- the Packard "120." Innovations included Servo-Sealed hydraulic brakes with the exclusive Packard dirt and water seal, and Packard's exclusive Safe-T-flex independent front wheel suspension. This design provided a safer and smoother ride; eliminated sidesway and "gallop;" held front wheels in positive alignment and required a new minimum of lubrication attention.

1936 -- Packard improved the "120," and its "Twelve" and "Super Eight" were well received by the public as sales mounted to new highs.

1937 -- The company introduced the "Six," designed to give long life and enduring identity at a lower price. Sales hit a new high of nearly 116,000 cars. The year's models introduced a new double-trussed frame -- some 400 percent more rigid -- to provide stability and roadability never before known. The car had an adjustable front seat.

1938 -- The gear shift was newly designed and attached to the steering post. There were two separately controlled braking systems. The new Econo-Drive allowed engines to run more slowly, reducing revolutions per minute 27.8 percent. Only sixteen points on the chassis required lubrication, and those but twice a year. Packard research gave the industry its first all-steel, quiet body. Bodies were widened and the wheel-base lengthened by seven inches.

1939 -- An exclusive fifth shock absorber was added, completely smothering cross-wise shocks. The new gear shift on the steering post was made standard equipment on the "120" and "Six," gears of which stayed in constant mesh, facilitating shifting, because of the Unimesh transmission. Packard, in this year, was first to use the electrically controlled overdrive.

1940 -- Packard introduced the new "Super-8 One Sixty," with the most powerful eight-cylinder motor yet installed in a car. It generated 160 horsepower. The 1940 Packard was first to introduce on production cars a

new standard in comfort with a Weather-Conditioner which cooled by mechanical refrigeration in summer and heated with the same unit in winter. The system in addition to heating and cooling, also filtered the air.

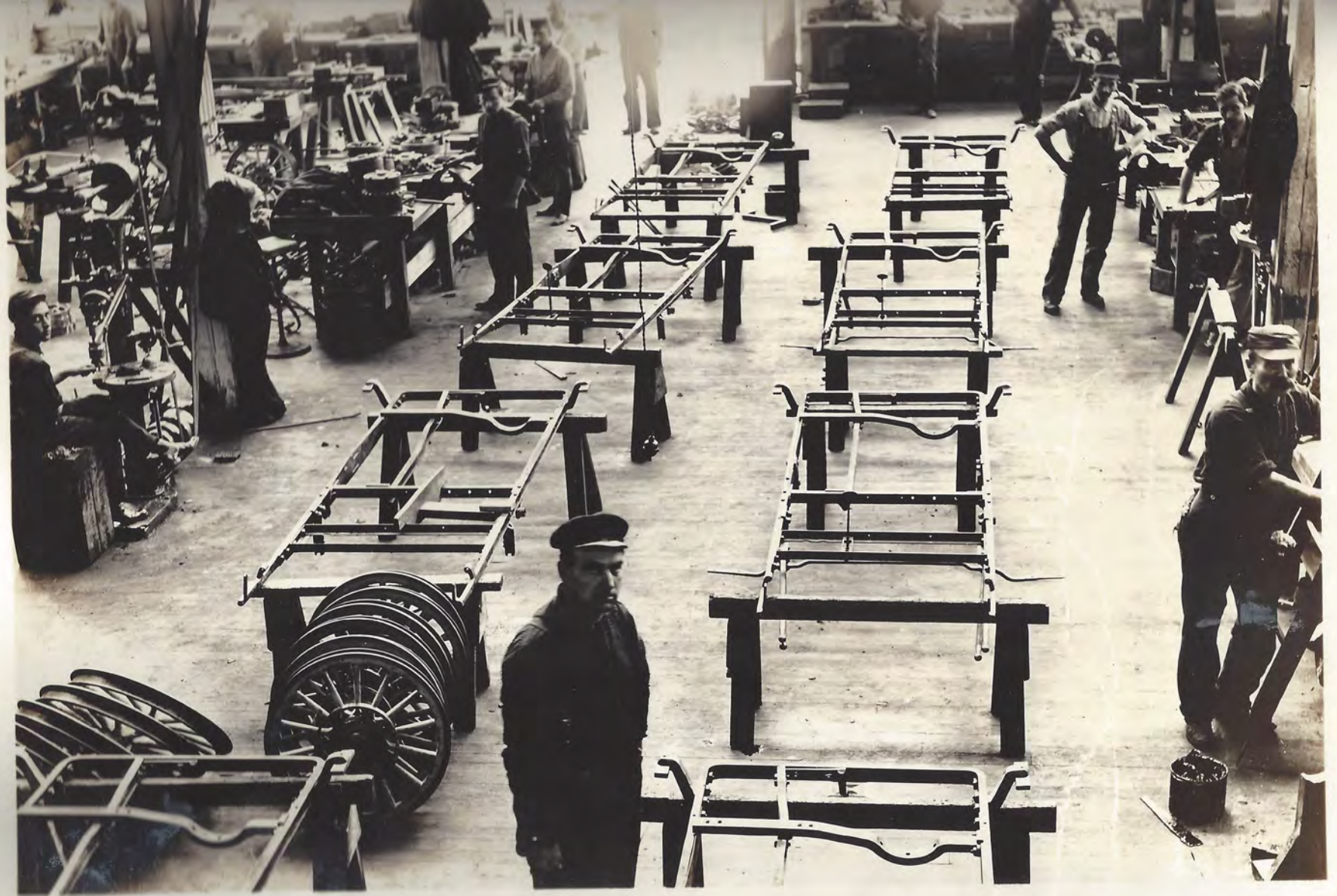
1941 -- The electromatic clutch was introduced. Packard's Aero-Drive cut gas consumption 20 percent. There were larger low-pressure tires; a dash control raised or lowered the automatic top on convertibles.

1942 -- The last pre-war car, the "Clipper," was built out to full fender width with all car width utilized within the body, as Packard introduced revolutionary Fade-Away fenders. They had no joints, no welds. The new streamlined body style gave the widest front seat in the industry and the lowest overall height with no sacrifice in headroom. The streamlining reduced wind drag 34 percent and wind noise 18 percent. Acceleration jumped 11 percent.

(1942 - 46) -- During the war years, Packard's production was devoted 100 percent to output of Rolls-Royce aircraft engines and Packard marine engines. Some 70,000 war engines rolled from the company's converted production lines for five Allied fighting planes and all Navy PT boats.

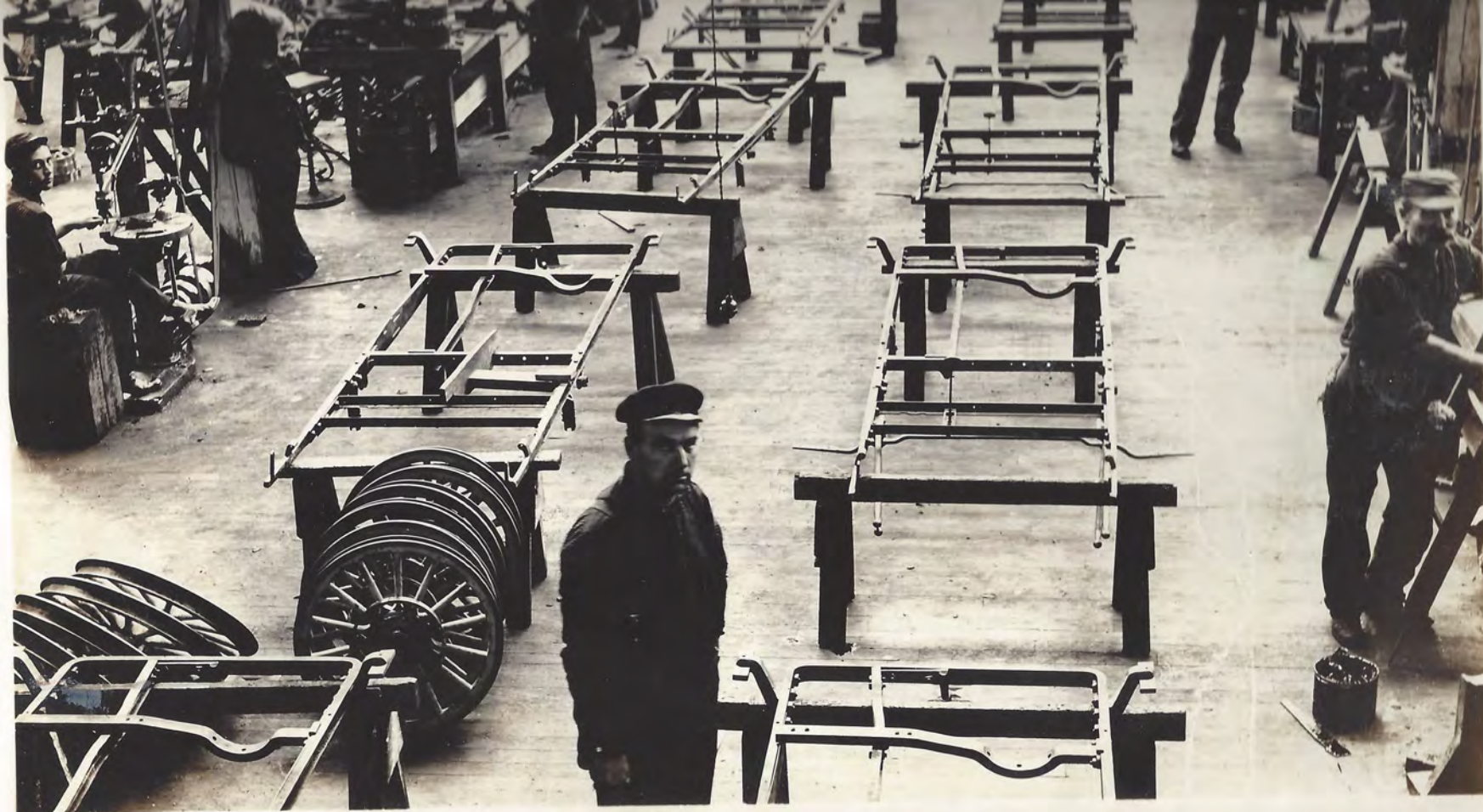
1946 -- Because a completely new design had been introduced just prior to the war, Packard was able to give the public the freshest postwar model in a 1946 "Clipper." Sixty-eight mechanical and design changes improvements were made, including new steering gears, precision long-life bearings and oil-control piston rings. The dealer organization became the largest and strongest in Packard history.

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Packard News Service

Horsepower and the saw-horse were closely aligned in this very early Packard assembly line, marked by the laborious setting up of the frame and the heavy handling of weighty parts. Reminiscing by pioneers, to be honored during the Golden Jubilee, will go back to similar scenes, symbolizing start of the automotive industry



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Packard News Service

A far cry from the saw-horse assembly lines of the automobile's infancy, this is automotive production, 1946 style. New Packard Clippers, stretching as far as the eye can see, move down the company's new final assembly line.



Packard News Service

Fenders truly served the purpose of mud guards in days of the famed Glidden Tours, first started to prove the automobile's practicality some 40 years ago. This Tour road, being traversed by an early Packard, provides sharp contrast for today's modern highways. A revival of the Glidden Tours, first started in New England in 1905, is scheduled this summer during the automotive industry's fiftieth year celebration.

P A C K A R D News Service
1580 East Grand Blvd. - Box 117
Detroit 32, Michigan

(EDITORS - This terse itemization - for use in coverage of the Auto-motive Golden Jubilee - may help you and your readers to recall the important role Packard has played in the development of the motor car.)

FAMOUS PACKARD FIRSTS

- First of America's fine-car builders. Established November 6, 1899.
- First motor car to cross the United States - 1903.
- First car to travel faster than a mile a minute.
- First American company to offer a straight-eight L-head engine.
- First American company to offer a V-type, twelve-cylinder engine.
- First American automobile company to build a 24-cylinder engine.
- First company to build a 1000-horsepower aircraft engine.
- First to develop and fly a Diesel aircraft engine.
- First to develop thermostatic control of water circulation in a motor car.
- First to use the selective gear shift with the "H" movement.
- First to use a steering wheel instead of a tiller handle.
- First to offer an eight-cylinder automobile engine with nine main bearings.
- First American production car to provide four-wheel brakes.
- First to use automobile wheels interchangeable at hub.
- First to rifle bore an oil passage in connecting rods for piston pin lubrication.
- First automobile company to use hypoid spiral bevel gears in rear axle.
- First to offer "ride control" in motor cars -- a mechanism for controlling shock absorber activity.
- First to pioneer the use of and largely responsible for the development of steel backed bearings.
- First automobile company to use Light Ray Machine (which calibrates down to one-millionth of an inch) for checking precision tools.
- First automobile company to use radio amplification for inspecting ball and roller bearings.
- First to use aluminum pistons.
- First to use constant action windshield wipers by employing a vacuum pump.
- First to introduce complete air-conditioning in production cars.
- First to equip cars with balloon tires as standard equipment.
- First car with "fade-away" fenders.