



JESSE G VINCENT

HERE is the father of the twelve. It is Jesse G. Vincent, the kid who worked in the hay and grain commission office in Pana, Illinois, dashing chalk hieroglyphics on the quotation board.

As remarked in the Packard in September, 1912, when Vincent first came among us, an inherited impulse is a stubborn thing. It plows its way through environment.

Vincent's primary impulse was to wrestle with mechanical forces. He jumped his fancy waistcoat job in the commission office to go to work where the wheels went around.

That impulse developed until "the wonder grew that one small head could carry all he knew." Thereupon, Vincent entered the employ of a firm of experimental machinists in St. Louis and engaged in developing the mysteries of the early adding machines. While there he evolved a method of boring about all the holes in the mechanism at one operation.

The next day it was Superintendent Vincent.

It may have been the fact that Vincent had no higher education to carbonize his cerebral cylinders, but nevertheless he soon knew more about the mechanical dice boxes than any other man in America.

The adding machine was fast developing into full bloom and it wasn't long before Vincent was trailing along to Detroit with Joe Boyer and his menagerie of trained numerals. He became Superintendent of Inventions for the Burroughs Adding Machine Company.

This high compression human was traveling at such speed at this period that he needs must find a way to double efficiency. It resulted in the duplex adding machine for trial balances, the first of the Vincent Twins.

But Vincent had a newer and better job. As a side line he had himself made Foreman of the Burroughs Garage and made all the adjustments and repairs to officials' cars. Working days and working nights Vincent soon found himself with money enough to buy a car of his own.

Then he had a new worry. The cars at his disposal wouldn't travel fast enough. So he straightway decided to go to work for their builders and tailor them to suit himself.

In 1910 J. G. became the field marshal of the famous 48 engineers. However, Alvan Macauley wanted Vincent's Vision on the East Grand Boulevard, and soon there were only 47 engineers hanging on the wall out Jefferson Avenue.

Then followed several years of six-cylinder supremacy culminating in the Packard "3-38" and "5-48."

One day the executive session was broken up by the engineering chief's laconic: "I've got something to read."

There were thirty-five pages of it. Joy, Macauley, Beall, Hills, et al, listened first with respect, then with astonishment. Those thirty-five pages contained complete and convincing presentation of the Packard Twin Six motor.

Twenty-four hours later Hunt, the human dynamo of engineering, had twenty expert pattern makers in the experimental shop rushing work on a wooden Twin Six motor, another Vincent invention which cuts out one month in the development of new models.

Ten weeks later the first of the experimental cars was in road test. Vincent had succeeded in blending the dominant Packard characteristics into a new type of engine.

His middle initial stands for Galvanic. We swear it does.

His hobbies? Speed, Swiss watches and steaks ("T" bone). He holds records for all three, but admits that Ralph De Palma has an edge on him—AS YET.

Talk? He did once for about six hours to a sales convention and was only half through. "They asked me to tell them about the Packard motor," he retorted, when a diplomatic emissary from Doctor Hills persuaded him to let the audience go to dinner.

But at work the engineering department claims he can "say less and say more" than any other executive in the world.

NEIGHBORS DROP IN TO SEE THE TWINS



From left to right the engineers in the picture are: Russell Huff, Packard; E. T. Birdsall, consulting engineer; Howard E. Coffin, Hudson; A. McCall White, Cadillac; Alvan Macauley, Packard (super-efficiency engineer); George W. Dunham, consulting engineer; Croker F. Clarkson, secretary of the S. A. E.; J. G. Perrin, consulting engineer; C. C. Hinckley, Chalmers; J. G. Vincent, Packard.

HERE is the highest-browed internal combustion jury in the world. If you don't believe it, just project a perpendicular salient from one of the superorbital arches.

When the Twins were unveiled, Vincent allowed he'd have a sort of christening, inviting in some of his most admired contemporaries. Well, they came in their variegated vanadium vans just to show there were no discordant vibrations. With studied insouciance, they kidded the Kardo and praised the potatoes in Bladon's beanery.

As Vincent explained to these Domes of Design, thatched and unthatched, we had become so gosh-dinged enthusiastic about the Twin Six that we frightened ourselves dreaming of its possibilities. The other fellows were invited in to wake us up if necessary.

Being gentlemen of discrimination and taste, they had only pleasant things to say. As we remarked, they even praised the restaurant.

W. J. PARRISH TAKES OVER ST. LOUIS ESTABLISHMENT

THE Packard-Parrish regime continues to extend itself. Once it included Cleveland and its environs, then Kansas City's hills and boulevards, and now the lad from Marshall, Missouri, has marshalled the Packard forces in St. Louis.

W. J. Parrish is now the president of the Packard-Missouri Motor Company, which includes in its jurisdiction large portions of Missouri, Kansas and Oklahoma. While Mr. Parrish's interests in Kansas City are unaffected, he also takes over the splendid plant and business of the Halsey Automobile Company of St. Louis, merging his interests in the two large Missourian communities. He has relinquished his interest in the Packard-Cleveland Motor Company.

O. L. Halsey, organizer and president of the Halsey Company, is one of the pioneers of the motor car retail field. He established his business in St. Louis 15 years ago. One year ago the company moved into the magnificent quarters at Twenty-second and Locust streets, said to be the most complete automobile establishment west of Chicago. These quarters will con-

tain the offices of the president of the Packard-Missouri Motor Company.

Mr. Halsey is removing to the east. R. L. McCrea, who was associated with Mr. Halsey, will retain an influential connection with the new company.



At the left Halsey, "Goodby and good luck!" At the right Parrish, "More power to you."

Concrete Evidence Of Chicago's Growth

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THIS is a telegraphic picture of Manager H. M. Allison's new service station annex in Chicago. You will note that at present only the fretwork for the concrete skeleton is in place. October 1 will see the establishment complete, or the contractor loses money.

The plans call for a five-story structure one hundred and fifty feet long. The site is "on the west side of Indiana avenue in the rear of and across the alley north of the company's present three-story salesroom on Michigan avenue." No, you are not in the probate court. That all came from the world's greatest newspaper.

Oh, yes, the place is to cost in the neighborhood of \$125,000—indicating the substantial character of Packard service.

CARS *for* SALE

2-25



2-35

THE second series of Twin Sixes has been announced. This is an attempt to describe the new Packard in a simple, across-the-table fashion, without shouting at you in great types and in words that would look natural only in a circus poster.

We can not picture to you courtiers, brave in velvet and lace, passing before the herald surrounded by musicians with trumpets of purest gold, making a setting for the announcement that turns the world into Elysium. We can not go so far, even, as to show that familiar family scene: the happy, smiling father, the sweet-faced, well-preserved mother surrounded by their glowing-eyed, eager daughters and handsome athletic sons—the little girl forgetting the doll she had clasped to her breast and the

young hopeful, fair-haired and rosy-cheeked, ignoring an invitation to a circus—all wearing expressions of supreme joy, with outstretched arms awaiting the approach of the glorious, glittering monarch of motoring creation.

Know What to Expect

Packard owners have learned what to expect in Packard announcements. A new series of cars is greeted with interest—great interest, we believe—but we do not assume that our product has ended the search for Utopia.

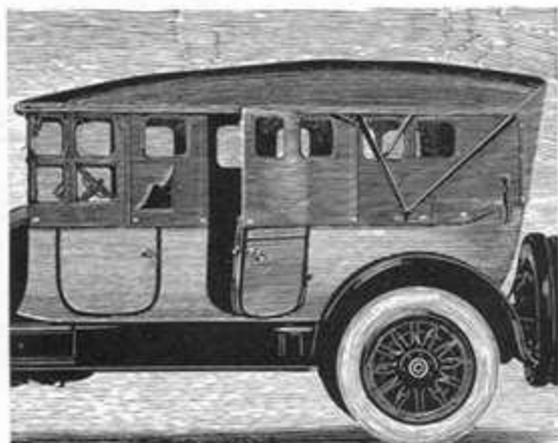
All of the enduring worth which owners have associated with the name of Packard from the outset is basic in the new Twin Six. It is hardly necessary to explain this to Packard owners—especially to those who purchased Twin Sixes in the last year. But the Packard is now attracting a much larger clientele than ever before. The production has been greatly increased and notwithstanding the excessive cost of materials, prices are substantially lower than two years ago, open cars now selling at \$2,865 and \$3,265. In emphasizing the fact that the 12,000 cars to be built this year will be thoroughly Packard in every part, we address ourselves not so much to Packard owners as to those soon to be welcomed into the family circle.

We are informed through count-

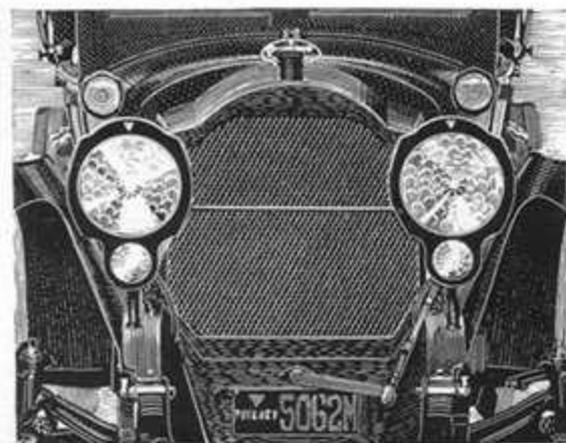
less channels that the Twin Six that was announced a little more than a year ago has brought the utmost satisfaction to 7,750 owners, that number representing the entire output of a factory which produced nearly three times as many cars as during the preceding year. Through an added year's study and experience, our able and hard-working engineers have brought about improvements which make the new model even more attractive than its predecessor.

Take the detail of removable cylinder heads. This assures greater accuracy in the machine work on the combustion chambers and hence better compression in the cylinders. It also assists the owner in keeping the motor well groomed.

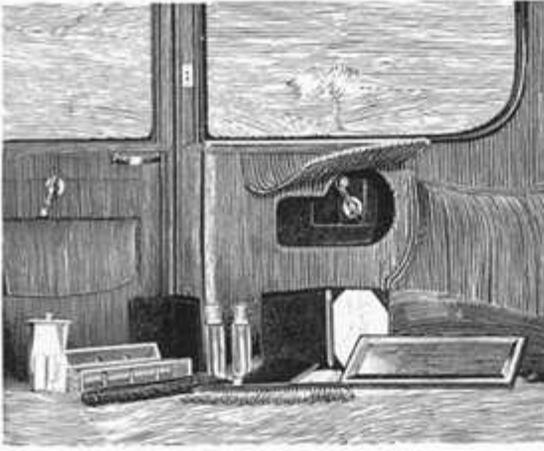
But of more far-reaching effect



The storm-tight curtains are really storm-tight. With the sensible—yet decorative—Packard door handles, and a metal support, the doors swing open as easily and conveniently as the door of a limousine. There is an opening beside the driver so that he may signal to cars behind.



On the open road through the lonesome country, the Warner Lenz headlights throw a diffused light which makes night driving safe. In town, the little auxiliary lights do the work. Standing, the car is protected by the neat side lights. Three complete sets of lamps—all operated from the control board.



The little, concealed cranks lift and lower the panes of glass in the enclosed car windows—a clever and ingenious arrangement. The little personal conveniences are tucked away neatly in pockets, but always are close at hand and ready for use.

are the improvements looking to better results from low grade gasoline. Far be it from our intention to start anything with the Standard Oil Company. That is an extra hazardous occupation. Nor do we wish to cast any aspersions on the various other producers of engine fuel, who are numbered among our valued patrons. But everybody knows that the gasoline now being marketed is extremely punk, and no one should object to our saying so.

Inferior Gas Problem Tackled

Various changes made in the new engine relate directly to the gasoline problem. The gas intake passages have been shortened and rearranged so that they receive the maximum heating effect from the circulating water. Also there is a separate passage from the front and rear cylinders of each block which gives an uninterrupted flow of gas from carburetor to combus-

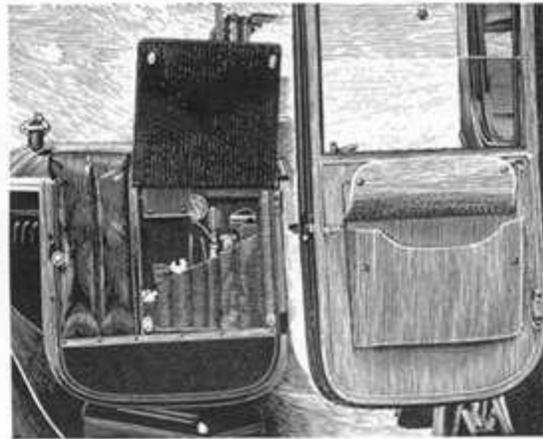
tion chamber. The carburetor is located above and between the cylinder blocks, so that, in addition to being water jacketed, it is warmed by radiation from the cylinders. Finally the thermostat has been located at the outlet of the water system, where it definitely controls the temperature of the engine.

The results are greater fuel economy and more efficient running. In this respect we believe the new Twin Six is an advance beyond any other car.

Retains Distinctive Lines

In outward appearance the new cars retain the distinctive Packard characteristics, with lower bodies and more flowing lines.

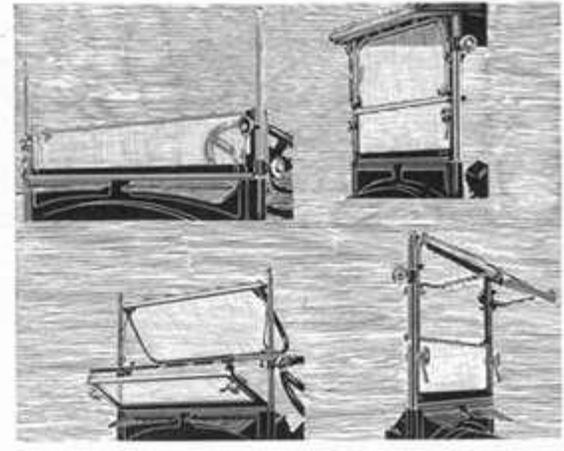
Standard touring cars and six-passenger enclosed cars are equipped



Tools are not frequently used on Packards—but when one wants tools it is comforting to find them in the most convenient place—the door pocket. It is especially fitted for this purpose.

with the new forward disappearing type of folding seats. A new type of upholstery springs is used, making possible lower seats and giving an easier riding cushion. The new upholstery is plaited instead of tufted, so that it is smoother, more comfortable and easier to clean.

Packard equipment is so complete and so satisfying that it hardly needs comment, and still many are not yet familiar with the superior one-man top and that splendid windshield adjustable to four distinct positions. This year the headlights and auxiliary headlights are fitted with the new Warner Lenz, which gives a beautifully-



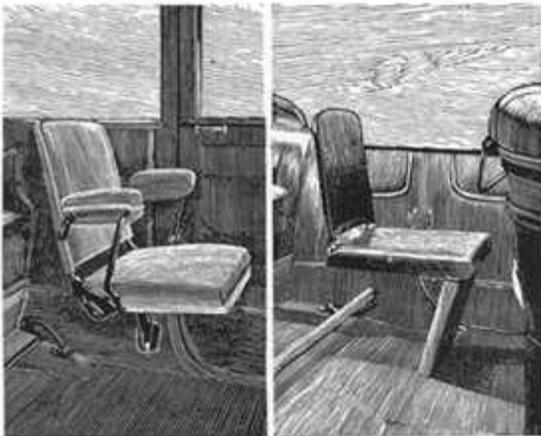
The storm, the hot day, the chill, windy evening, and just ordinary, pleasant weather, were thought of when the Packard windshield was designed. It is adjustable to four distinct positions.

diffused light, much more agreeable and making for greater safety. There is also a new and improved speedometer, manufactured by the makers of Waltham watches. The Goodyear cord tires which gave such splendid satisfaction last year are made standard on the new series of Twin Sixes, with Kelly Springfield among the options granted to the purchaser.

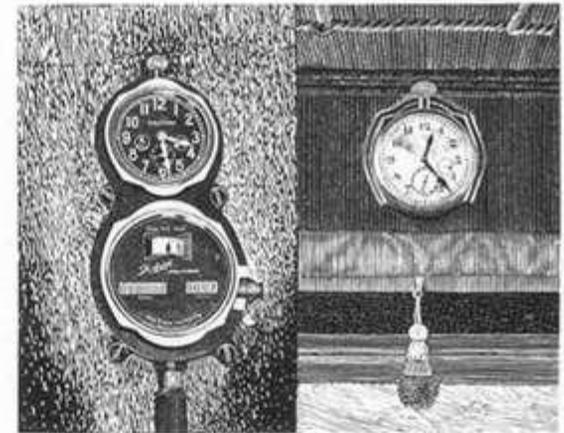
The Four-Passenger Runabout

Added to the wide variety of twenty body styles is the sociable four-passenger runabout. It has individual front seats with a passageway between, and two persons may be seated comfortably in the rear compartment.

We could run along for countless columns describing the features of the new model, but it's easier and also more eloquent to say that dealers are glad to give cross-country demonstrations.



Rotating folding seats, shown at the left, are used in the salon touring and seven-passenger enclosed cars. In other types of bodies, a forward disappearing auxiliary seat, shown at the right, is used.



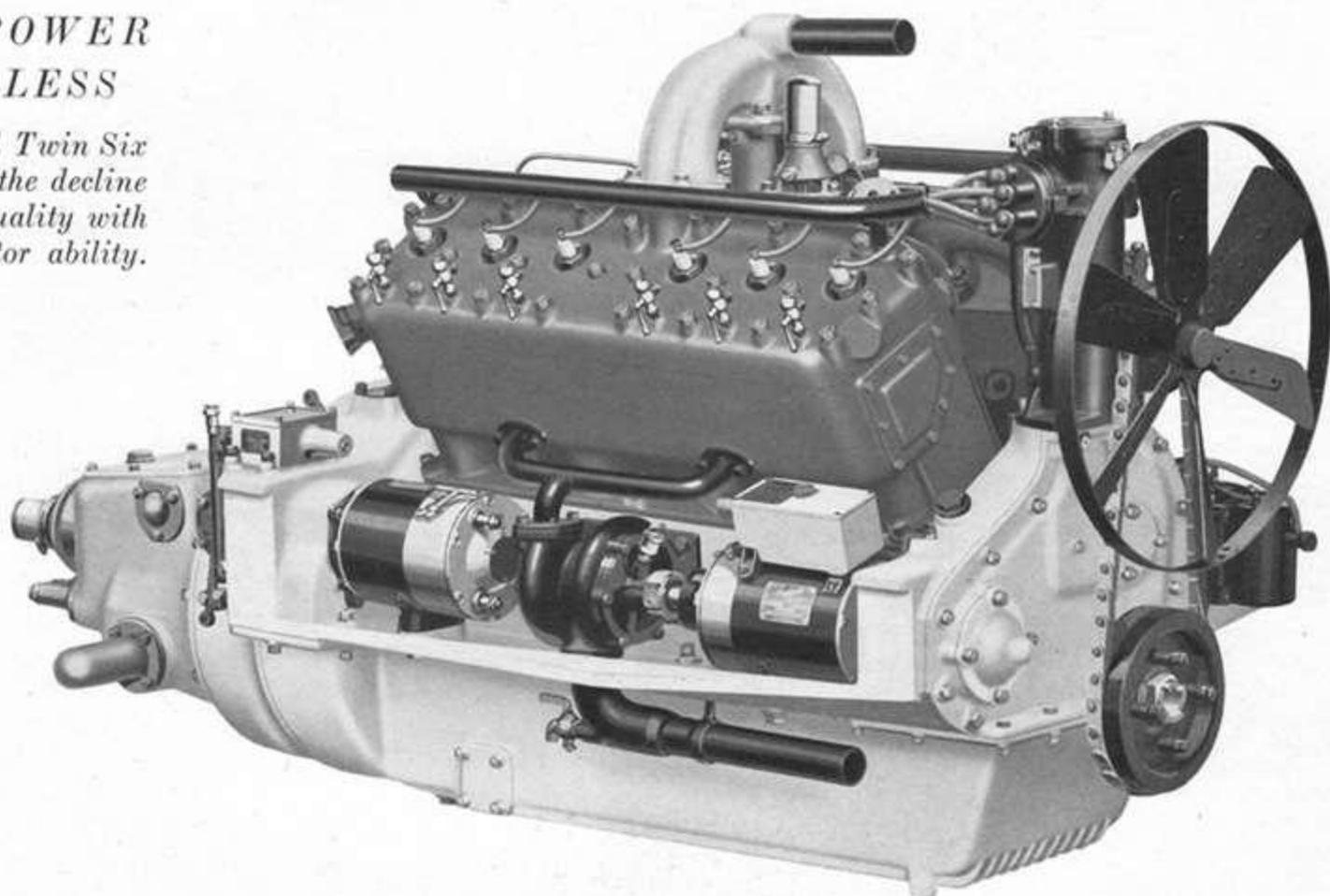
A Waltham clock tells you the time of day is 3:28 and a Waltham speedometer tells you your car has rolled two-tenths of a mile. But, of course, both the clock and speedometer change their stories as you go along. They tell right interesting things, too, if you want to urge them. The clock, shown at right, is standard in the two-compartment enclosed cars.



The
TWIN SIX ENGINE

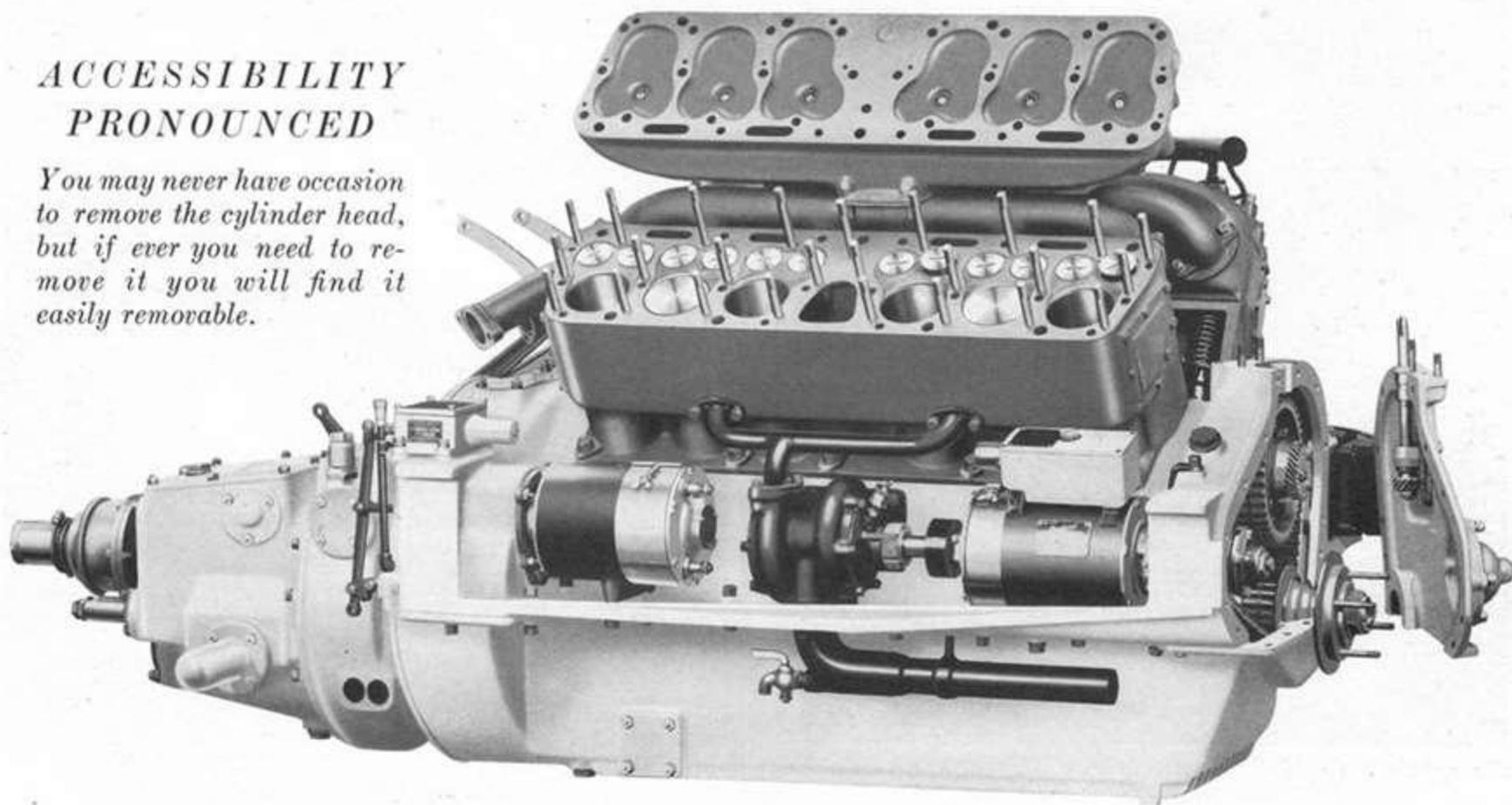
**MORE POWER
FROM LESS**

The improved Twin Six Motor meets the decline in gasoline quality with a rise in motor ability.

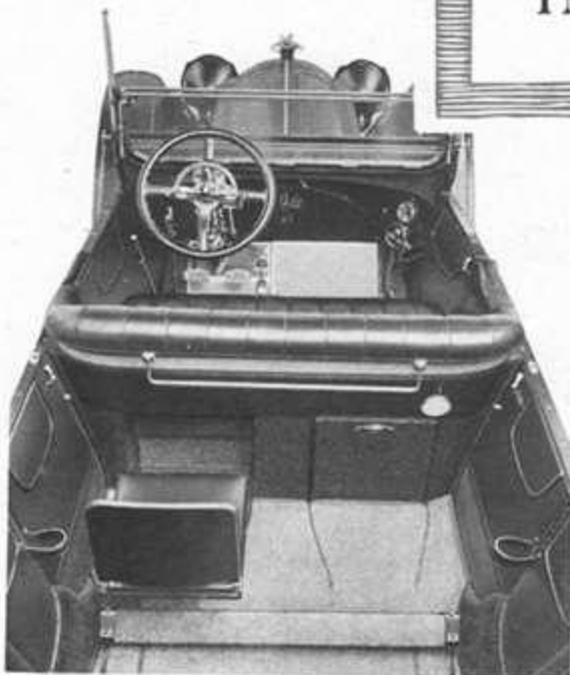


**ACCESSIBILITY
PRONOUNCED**

You may never have occasion to remove the cylinder head, but if ever you need to remove it you will find it easily removable.

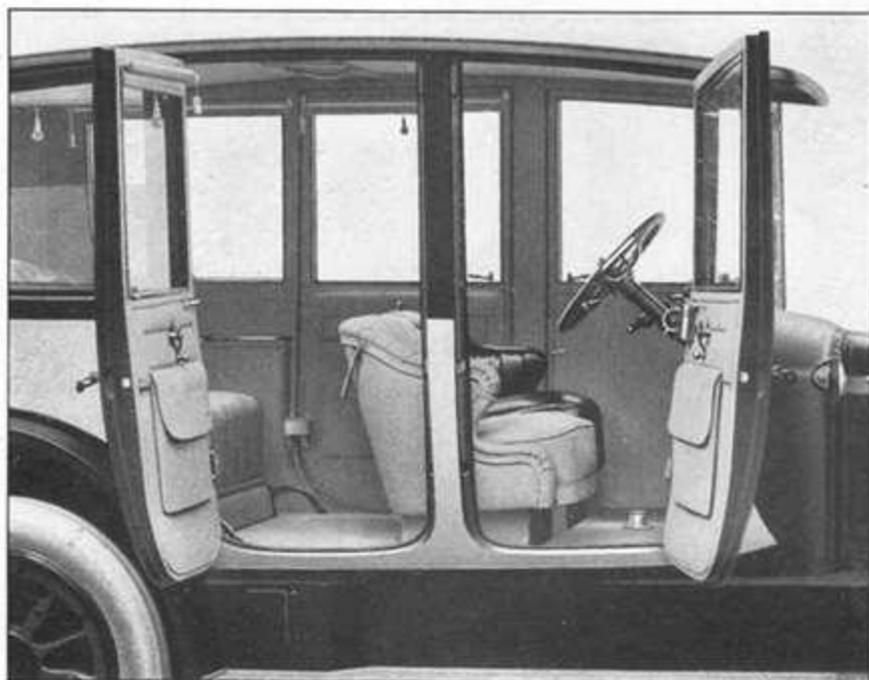
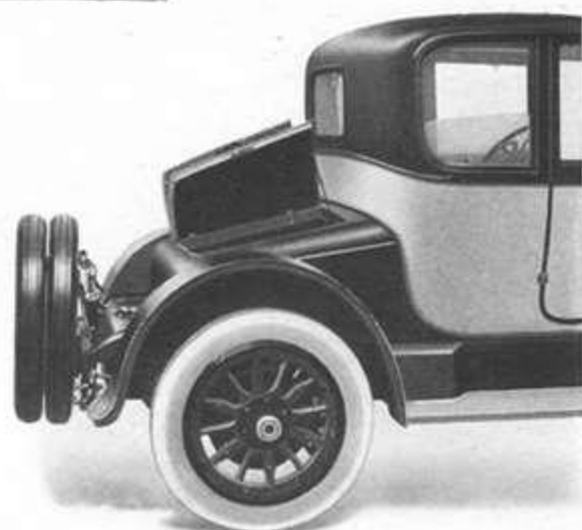


PICTURES THAT TALK IN CONVINCING STYLE



The forward disappearing type of extra seats used in standard touring cars and six-passenger limousines.

The coupe has a roomy compartment at the rear for the carrying of parcels or articles of equipment.



The brougham is a particularly smart equipage for the owner driver. Note width of doors.



The coupe interior has a charm all its own. There is an extra seat for occasions when four are company.

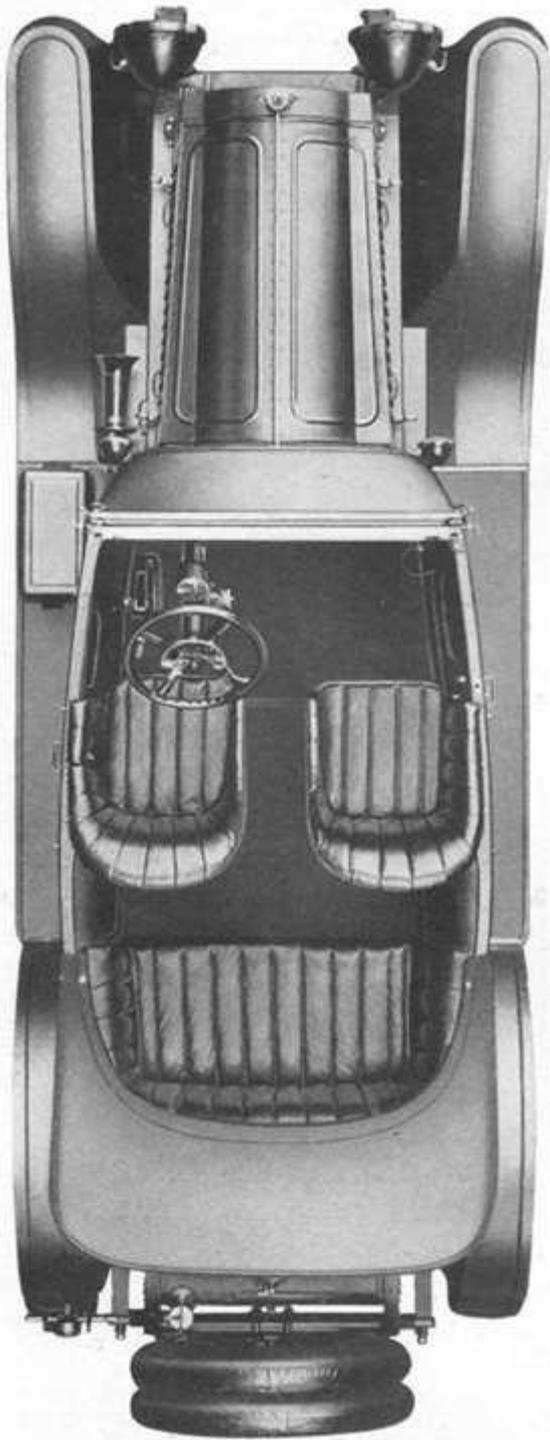


The appointments of the Imperial limousine, somehow, suggest the substantial comfort of the Pullman.

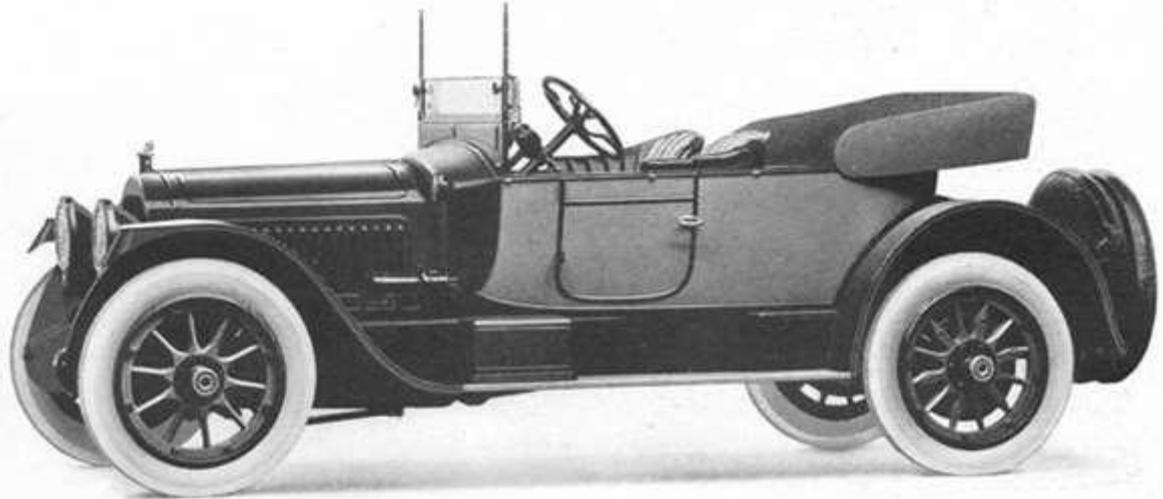


Trim interior of six-passenger limousine. The panels indicate forward disappearing seats.

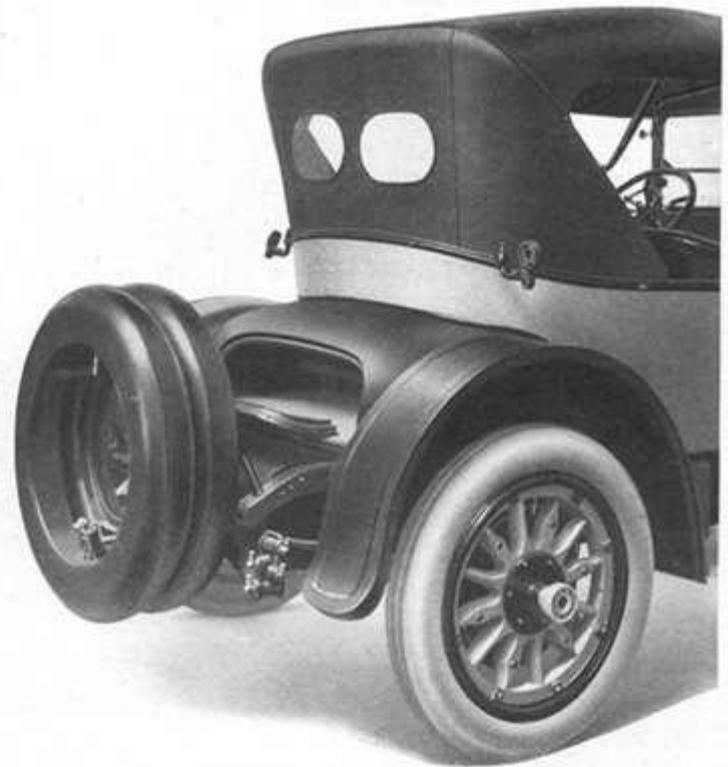
The **FOUR PASSENGER
RUNABOUT**



The ease of roominess is joined with the sense of companionship in the new "2-25" Runabout. There is a clear passageway from front to back.

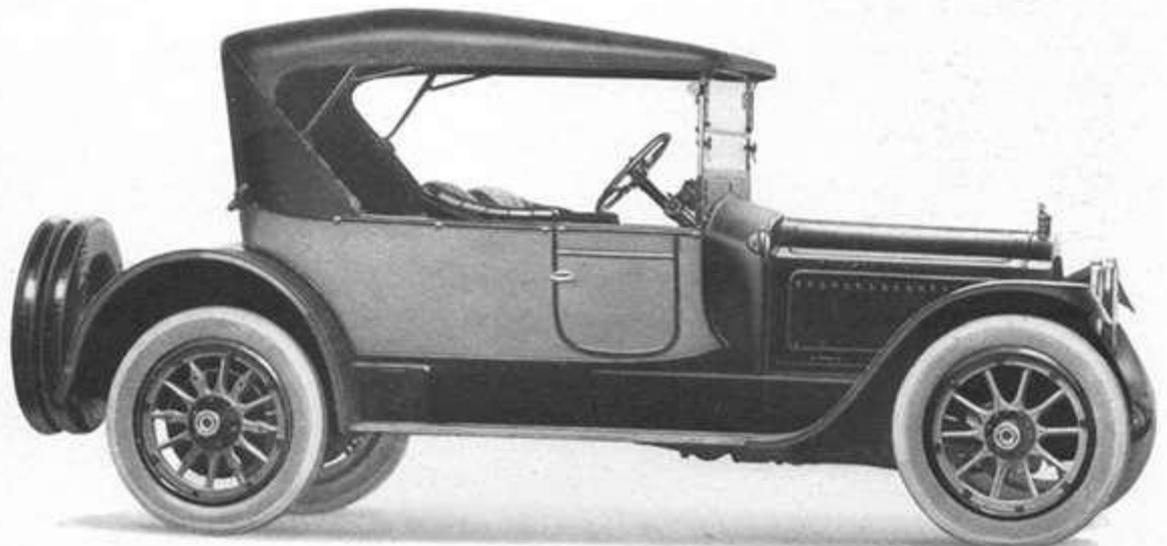


Think of yourself in this rig driving up to the Country Club.



The tires are held securely and balanced nicely in an improved type of carrier.

Trig and trim with the top up.



Aeroplane Rader Drops Record Lap Bomb On Indianapolis Speedway

PHIL RADER, driving the Aeroplane car, established a new record for the fastest lap on the Indianapolis Speedway, Wednesday, August 2. His time was one minute, thirty seconds flat—a rate of 100 miles an hour. The previous record was established by Boillot in a Peugeot with a motor of much larger piston displacement.



Big Boy Rader; Farber, mechanical expert; Vincent as Viceroy of Velocity.

attention to a very remarkable exhibition made here yesterday with the 298-inch aviation motor. The first lap was made in 1:33—this is very fast for our track. The second lap, however, was made in 1:30—which is faster than Boillot could drive the track in a Peugeot. The motor runs with remarkable smoothness and seems to have great re-

serve power and lack of vibration. The course which has witnessed the best efforts of the world's fastest cars, never before saw such a burst of speed. Five watches were held on the little gray car, equipped with the Twin Six aviation motor, as it streaked around the two and one-half miles of the speedway. The average of the watches coincided exactly with the record of the electric timer, as attested by T. E. Myers, general manager of the speedway, which showed 1:29.32. But to give the previous record every benefit, Vice President Vincent reported one minute, thirty seconds, flat, as the Twin Six record.

Rader carried a mechanic and 40 gallons of gasoline. Boillot carried no mechanic and very little gasoline.

The following day Carl Fisher, President of the Indianapolis Motor Speedway, wrote to President Macauley, in part:

"I know that you are very busy at the factory on the bread-and-butter output, but I want to call your

that I think Americans are now able to build motors

the equal, if not superior, of the best foreign product. I am only sorry that poor Boillot, who was really responsible for our big strides in new motor construction in this country, could not have been here to see this motor perform."

When the run was ended, and the announcement of a new record made amid the congratulatory expressions of all who saw the achievement, Vincent said, quietly:

"What the Twin Six has attained it will maintain." Then he gave Rader a gold watch bearing some neatly-engraved and cheering words.

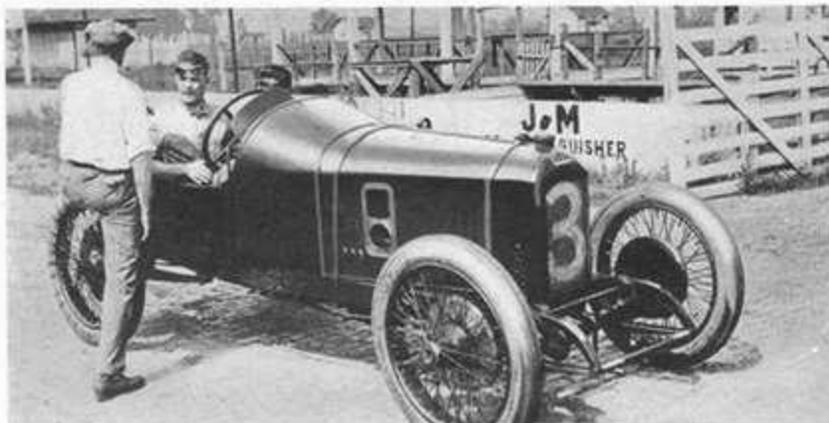
Vincent declares that with a special gear ratio to suit the Indianapolis track, the Aeroplane car could make even faster time.

"But I am satisfied," he concluded.

This is to certify that a Packard speed or racing car equipped with a twelve-cylinder aviation motor of 298 cubic inches piston displacement, completed a lap of two and one-half miles on our track in one minute, twenty-nine and thirty-two hundredths seconds, (1:29.32).

The trial was timed by five watches, the above time being the average time of the five.

*A. S. Beardsley
Howard Marmon
Wing Guy Wall
Lucius French
T. E. Myers*

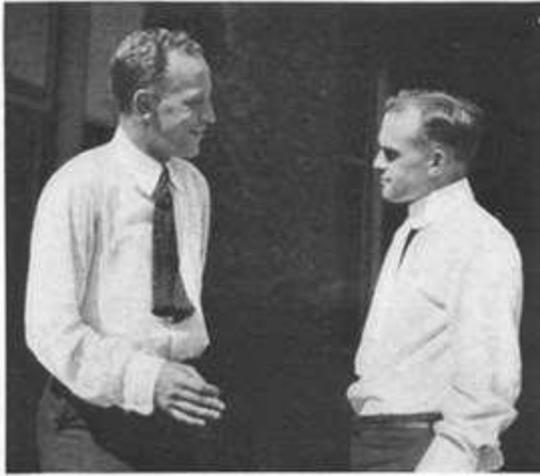


Vincent consoles Charlie Aitkin, who tried to keep up with the aeroplane car in his Peugeot.



Smiles at the end of a speedy day. Vincent at the wheel, Rader at right of the picture.

Chief of the Sales Border Patrol



WHEN two strong men stand face to face giving one another *une par-dessus*—or, as you might say, *la sobre una vez*, and one of them is Emlen S. Hare and the other is Herbert H. Hills—it is an exceedingly opportune time to make a picture such as this one.

The new Gotham Branch Manager and the factory Sales Manager are pleased with the new series of Twin Sixes, with the balmy, 96-degrees-official sunshine and with one another. And all's right with

the world. Anyhow, after interviewing the New York manager, Doc. Hills looked cheerful and as if he sensed well-being—and it was only a few days later that he merrily scampered away on his vacation, with apparently never a care.

Drivers Wanted for French Ambulance Cars

A. PIATT ANDREW, Inspector-General of the American Ambulance Field Service in France, has cabled to America as follows:

"Please organize movement secure field service ambulanciers six months enlistment." Burns Henry of Detroit was one to whom this appeal was passed on and he, in turn, referred it to Capt. Fred M. Alger and A.E. Corbin, assistant sales manager.

This publication was honored with a request to give publicity to the appeal. Those who enlist are expected to pay their own steamship passage to France and provide their own uniforms. Full information may be obtained from William R. Hereford, 14 Wall Street, New York.

Stork Adopts Twin Six Design

THERE'S **It's Twins** luck in even numbers, quoth Dr. J. N. Daly, of Orangeville, Ill. Dr. Daly bought a Twin Six Monday, July 17. He had no sooner driven proudly up to his office door after acquiring his new car than he was informed there was an urgent call from a home eleven miles out of Orangeville.

"Now, good fortune on our first professional trip together," he said to the new car, as he stepped on the juice pedal. As he sped over the road he overtook a stork laden with two sturdy boy babies. And when the nurse informed him of the weight of the new twins—just six pounds each—he said: "Why, why, of course, er, exactly; Twin Sixes!"



On Overseas Service Bound

THERE arrived in the New York freight yards of the Pennsylvania Railroad, recently, the first of ten trainloads of automobile trucks, with the other nine special "auto trains" strung out along the railroad from Detroit to New York.

It is said to be the largest single shipment of motor vehicles ever made to any one firm in the history of the automobile trade in this country. The machines, nearly \$2,000,000 worth of them, were purchased by Gaston, Williams & Wigmore, Inc., of 140 Broadway, for immediate shipment to Russia, England and France. They were all Packards and were paid for in cash upon arrival in New York.

The gigantic shipment consists of 465 trucks, valued at \$4,000 each. Only two of them can be loaded on one car. Two hundred and thirty-three specially constructed freight cars were required to carry them from the factory to the piers in South Brooklyn. Each



The trucks taking the tug and lighter section of their overseas journey.

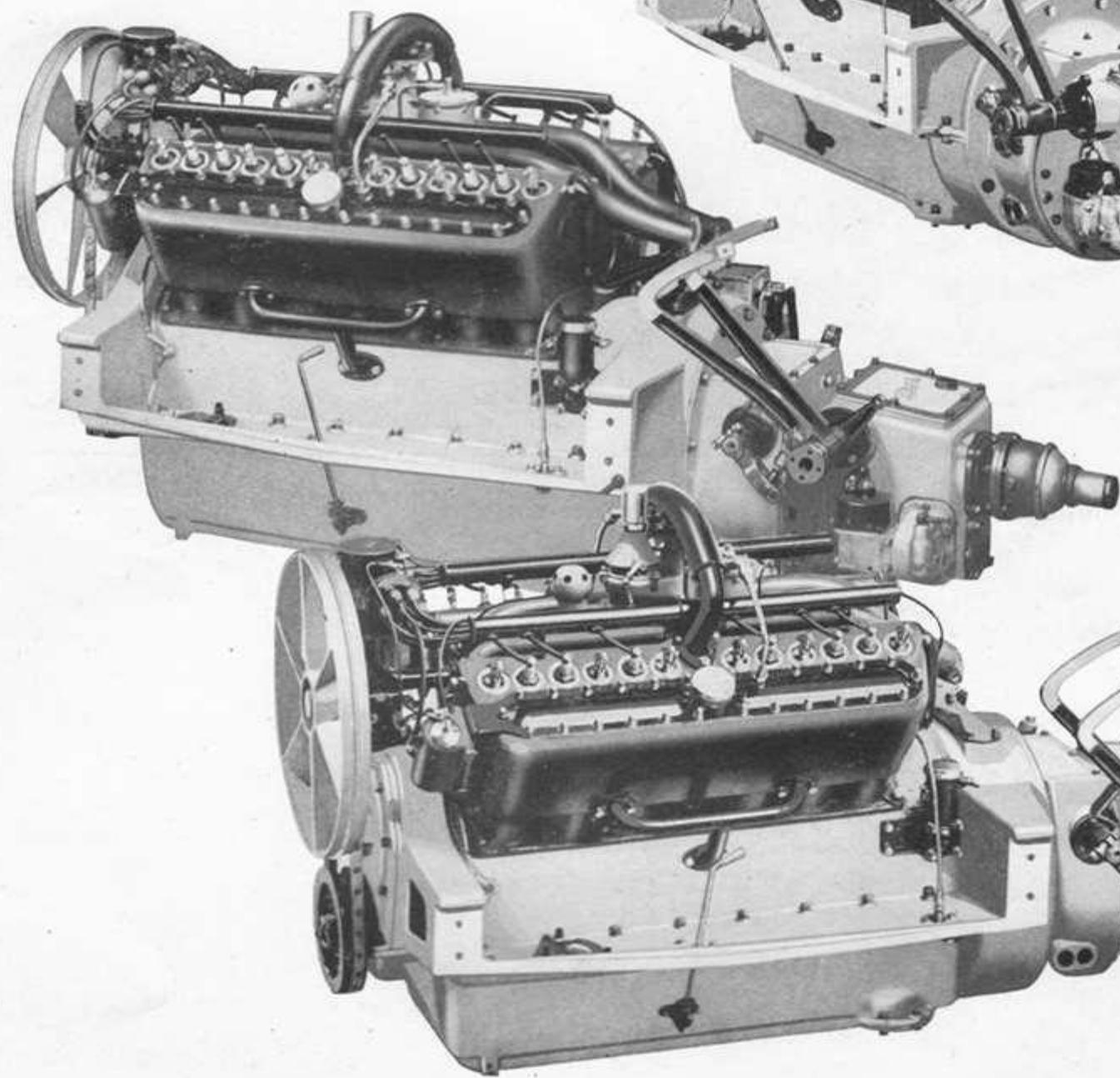
train was made up of 22 to 25 cars.

The trucks were transferred to floats, and towed by tugs to the waiting ships in South Brooklyn. Most of them are to be shipped

abroad in the vessels recently acquired by the Globe Line, the Gaston, Williams & Wigmore steamship corporation, and the newest American-owned trans-Atlantic Line.

"THE twelve is a natural development, because a type of large touring car with a big and powerful motor is needed, and the best performing motor of large capacity can be had from twelve cylinders, as they are well balanced and give a driving torque almost equal to the electric motor. With the twelve it is safe to say the limit of cylinder multiplication has been reached."

—THE AUTOMOBILE

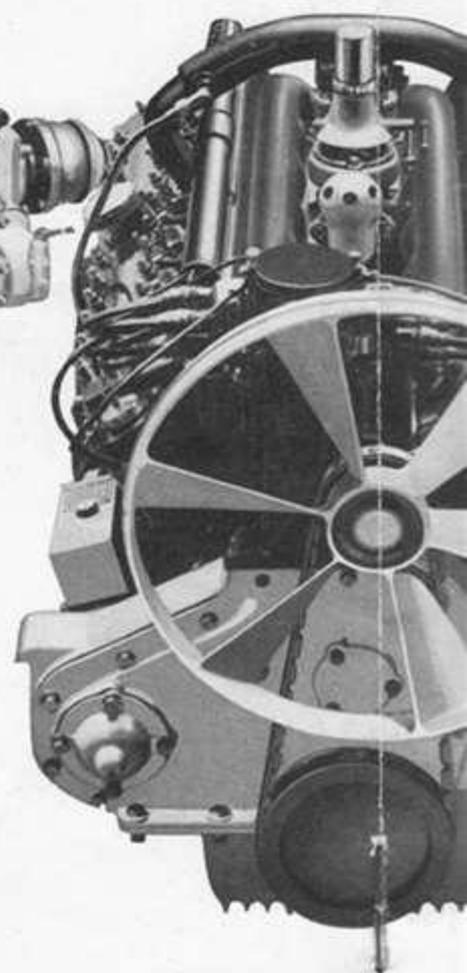


HOW
THE TWIN
LOOKS FROM AN
POINT OF V

"THE Packard Twin Six Motor is a completely new job, of high speed capability and with the most recent practice as to lightness of reciprocating parts.

"It is an extremely neat chassis, has good accessibility and is probably the most noteworthy combination of racing motor power, with the quietness of the highest possible class of six, that has yet been produced."

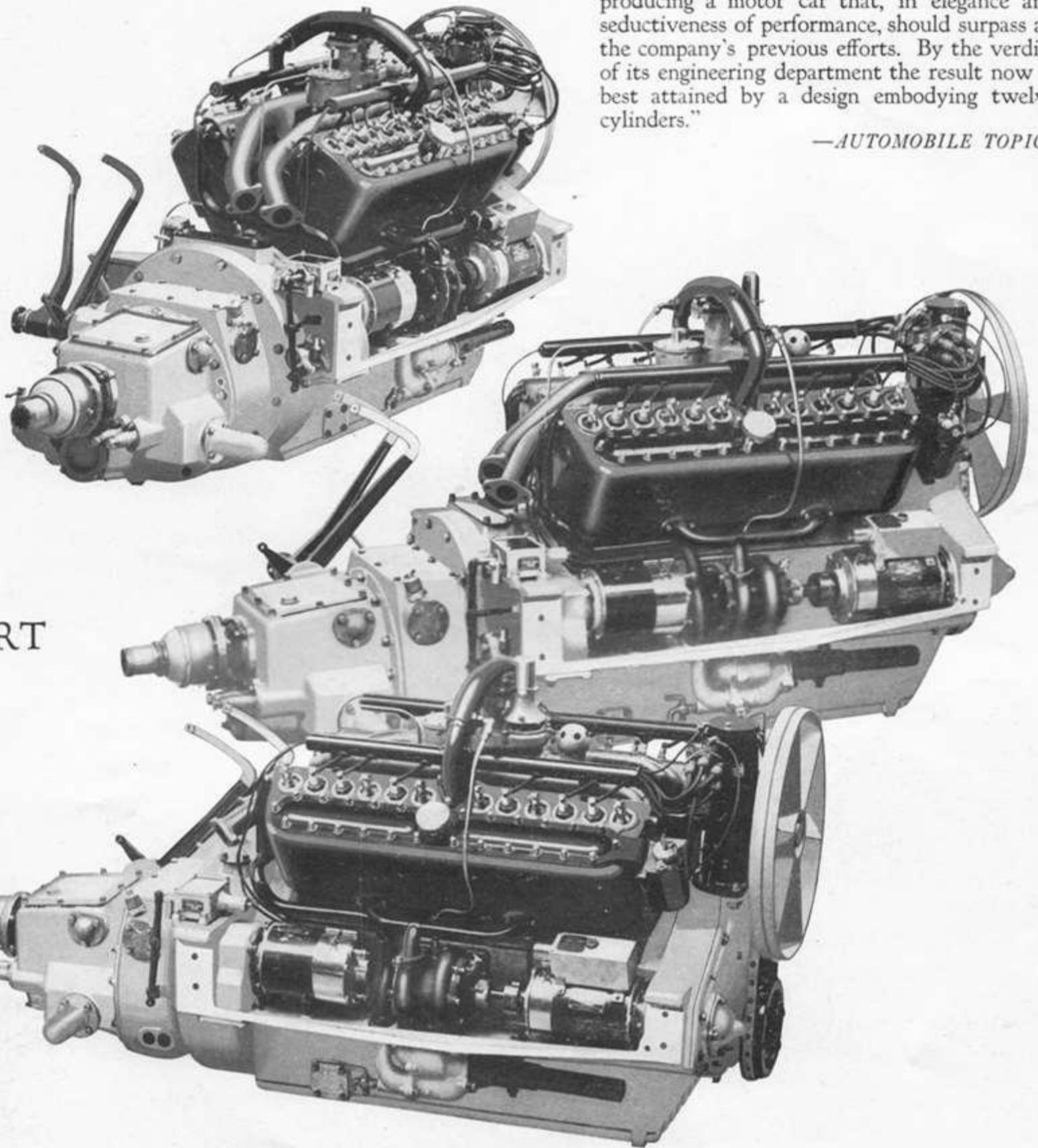
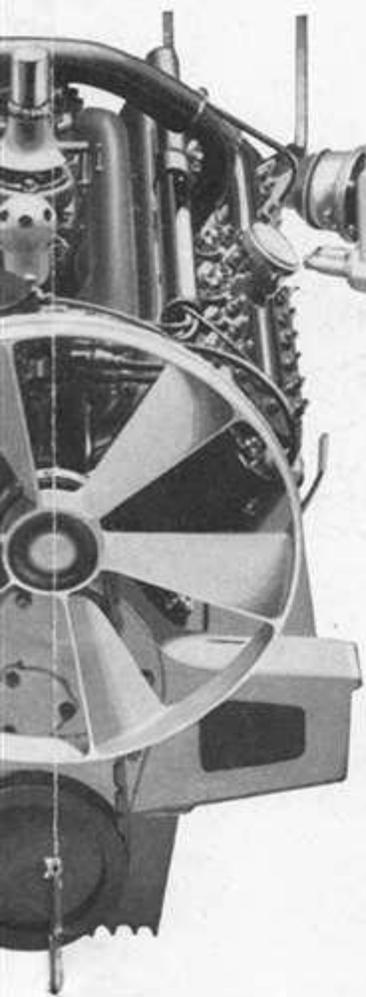
—MOTOR WORLD



"BY as bold a stroke of policy as the automobile business has known, the Packard has converted the entire resources of its immense pleasure car factory in Detroit to the effort of producing a motor car that, in elegance and seductiveness of performance, should surpass all the company's previous efforts. By the verdict of its engineering department the result now is best attained by a design embodying twelve cylinders."

—AUTOMOBILE TOPICS

HOW
WIN SIX
M AN EXPERT
OF VIEW



"PACKARD'S bold announcement marks a decided step toward America's supremacy in the field of motor car engineering.

"Never before have the principles of high speed motor design been applied to a touring car engine of so large a size as this new Packard, and it needs but little handling of the car to realize that the result is in excess of all possible expectation."

—MOTOR AGE

An Excerpt from *The Washington Birthday Address of* **ALVAN MACAULEY**

THIS is Washington's birthday, and we may well pause in our busy lives and briefly again acknowledge the debt of gratitude we owe that great man for what he did and for the example he set us. He became great because he showed, above all other men of his day, the brave heart to overcome obstacles and to fight through seven long years of hideously adverse conditions, to Yorktown and final victory. He had treacherous associates whom it was hard to distinguish from his friends, because they spoke his own language and some of them had dined at his table and fought at his side. His army was half-fed, ill-equipped and undisciplined, yet had to be led against seasoned veterans, most of whom had made war a profession. He had to contend against jealousy, disloyalty and political chicanery: yet he never faltered.

The Price of Unpreparedness

The nation was then, as now, totally unprepared for war; there were no trained soldiers, and few officers capable of leading even raw recruits. Universal military service was scorned then as since, as being contrary to American fondness for unrestrained, undisciplined personal liberty. We paid a heavy price for our unpreparedness, but were pulled through finally by the sheer genius and bull-dog determination of George Washington. Our school histories do not tell us the harsher truths of our struggles for independence and right. It would be better if they did. They glorify the Paul Reveres and the "Minute Men." But they do not put before us the sordid fact that under the short-term volunteer system, in our great war for independence, Washington never had more than 17,000 men to throw into battle against the enemy; and to secure enough officers he had to agree to pay their salaries during the period of the war and for seven years thereafter.

He himself never accepted pay, either while Commander-in-Chief or during his two terms as President.

The Friendliness of Obstacles

We have all learned, I hope, to consider obstacles and difficulties as having distinct virtues. If they cannot be considered real friends, at least they are absolutely essential to our progress. If they were all wiped out of the world, we would degenerate immediately into the ranks of the day laborer, who, when he reports for work in the morning, takes hold of pick or shovel with calloused hands and begins the monotonous physical repetitions of his task.

Only obstacles, hardships and resistance surmounted and overcome, could have developed a George Washington.



EVERY SUPERIORITY
*of the PACKARD TWIN SIX has been
Verified at the Hands of Owners*

WITH the TWIN SIX production now at normal rate, new cars each day are shattering all automobile traditions. On road, boulevard, track and mountain trail the twelve-cylinder motor has shown itself to be the eventual power for every particular service. It throttles down to the slowest pace or swings away to racing speed with such amazing ease that passengers are unaware of change. A new thrill awaits you, a new experience in luxurious travel, in your first Packard Twin Six demonstration. *Arrange for it now.*

Ask the man who owns one

Packard
TWIN-SIX

FLAUNTING FALSE COLORS

A Plea for Sincerity in Advertising

MANY of the majestic structures with which Europe has rejoiced the eyes and uplifted the hearts of all the world were built in the Middle Ages by the craftsmen of the guilds. The massive cathedrals, with their rose windows and their heavenward pointing spires; the spacious, dignified town halls; the very guildhalls, such as the Cloth Hall of Ypres, rose under the patient, careful workmanship of these associated artisans. The youth, apprenticed early, followed the father in the rank of master workman, and successive generations devoted their best of brain and hand to worthy building.

Pride of workmanship was the common bond of craftsmen then. That which took shape under the expert hand was accounted the best testimony to the skill and honesty of its maker. If good, it was his chiefest honor. If indifferent, it was his sternest criticism.

To protect good standards was one of the main purposes of the guilds. They had examiners whose duty it was to scrutinize work. They refused their hall-mark—which was their advertising emblem—to the cheap and the inadequate. Their whole influence was thrown on the side of excellence, and their sincerity gained for them such prestige that they were able to fix the standards even of coinage—the pound sterling, the guinea, and the guilder.

The rise of new conditions, principally the introduction of machinery, overthrew the guilds. Unable to re-form to meet the new situation, the guilds passed away. Their work has survived them for centuries, eloquent monuments to careful honesty and creative and interpretative artistry. And it would be well for the quality and the permanence of work nowadays if something of the ancient guild method of judging products could be set up in modern times.

Truth is the splendid slogan of the Associated Advertising Clubs of the World. It must be well known to that organization that there is in the public prints much overpraising of underdone work. The evil effects of this tendency are apparent. A false value is attached to minor achievements. The commonplace is awarded the praise that should go only to genuine work and to products of high quality. Real art is outraged, and good taste dulled. The public loses confidence in published words which are not backed by worthy goods. Responsibility for this condition must be shared by the advertising writers who produce this copy, the manufacturers who endorse it, and the publishers who spread it broadcast. The whole masquerade calls for action on the part of the Associated Advertising Clubs of the World. That organization might well empower a committee to sit as a tribunal before which extravagant claims might be put to the test.

Manufacturers who are jealous of their reputations and the good name of their products ought to back up a committee like that. There are such manufacturers—many of them. Some of them are conspicuous for the restraint they exercise in describing their products. In the automobile industry, the Pierce-Arrow Motor Car Company is one, the Dodge Brothers another, to name only two of them.

But the list of those who should be checked in their wild charges through the dictionary is much longer. The blue sky is their only limit, and the superlative is to them merely a faint beginning. They are more than ridiculous. They are dishonest. Lacking self-restraint, they should be made to feel restraint, and the proper source of that control is the great organization of publishers, advertisers and advertising craftsmen.

Alvan Macaulay

VINCENT-PEPYS JOURNALL

Being His Account of the Journey to the Westward and

What Were His Adventures

Translated from the original script by B. P. GARNETT

1916—Blessed be the Deity, as the end of the fiscal year drew nigh I was in good health except but of taking of cold slightly. I lived in Detroit, having about me in my work the engineering department; a set of good and capable fellows, to be sure. There were with me Will McCulla and Hunt, O. E., and others than us three.

The present posture of our affairs was thus: viz. Of Twin 6s there had been manufactured 7,736 and sold, too, that many; and the best petrol coaches in the world, too, I swear: whereat My Lord Macauley hath expressed pleasure but do avow there must be more and better next twelve-month. And so the year I have spent in study (in company with those about me); to make a better engine and coach I have laboured mightily.

July 10th. Coming early to my office I met with Mr. McCulla; so with him to the experimental room. He relates how he, Jacks, Hicks, Robinson and Mull are ready for the pilgrimage West (which trip to test our workmanship and discoveries in thorough) and I of a great mind to with them then. But turned to my work, which it seemeth never growth less, having made a covenant to follow and overtake my faithful colleagues.

16th (Lord's day). I am journeyed to Cheyenne, in Wyoming, by this new-fangled conceit of Sir Isaac Stephenson, which I do much mislike; I getting covered over with grime and cinders and mighty sore in my joints. I am met by Will McCulla, who tells me how he had got into mud in Iowa, but he says how they did enjoy the fastgoing on the well-dragged stretches in Iowa. Intelligence comes of the battling at Verdun where the Allies do still hold out that the Teutons have made no advances. To bed.

17th. Up betimes and to petrol coach stables where I did greet the young gentlemen and they in good spirits did banter Mr. Hicks. The young men fetched with them quilts and sleeping bags; and at the end of the day's ride they did draw up by the roadside and unroll these bags and sleep in them through the night. Hicks, unfortunate wight, took to bed with him (albeit without intention) a small grass snake. And upon feeling of its cold belly upon his arm he did rend the night air with his bellowing; thereafter refusing to sleep upon the ground at all but took to the inside of the petrol coach and rested his bones on the cushions thereof. Set forth betimes driving toward the mountains; I being at the wheel and finding the coach most excellent and comfortable and the engine performing well; Will McCulla's drollery pleasing me mightily, he being a capital storyteller though a monstrous liar. To Estes Park, passing through the gorgeous Big Thompson canyon which impressed me more than ever with the magnificence of its scenery; with its noisy jumping waters, and I do believe it the most beautiful spot of the whole countryside. At the Brown Teapot Inn to lunch, I having a great mind to eat and mightily vexed at the meager portions of the meall, it costing 75c.

17th afternoon. After writing in my Journall, there gathered around us people, citizens, enquiring of us all manner of questions anent our two coaches to which we were obliged to make brusque

replies. Came my Lord Moore and with him one of our own trades people, one MacFarland of the towne of Denver and Mr. Stevens of Colorado Springs in a Twin 6 and a mad driver is this Stevenson, albeit a ruddy, hearty chap and a most likeable. So we did engage in some hill climbing and found it great sport indeed. Afterwards we did go far into the mountains and arrived at a great house where many beautiful pictures; and some squirrels and a great many schoolmistresses who did cast admiring eyes at our coaches and

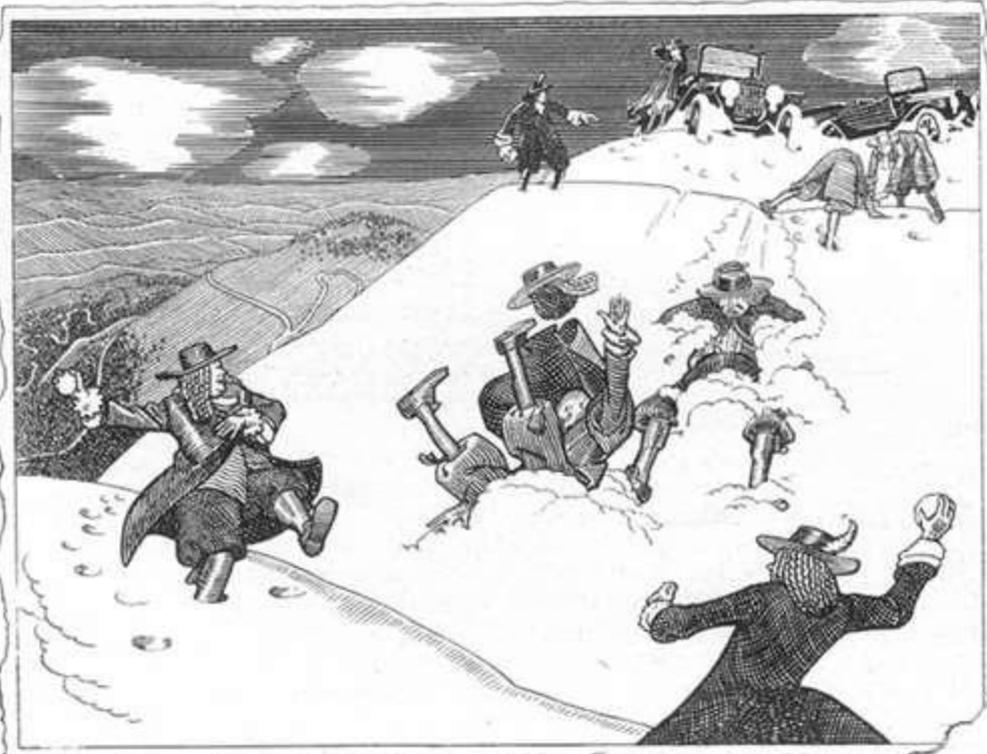
(though covertly) at some of the young gentlemen. I am told that in Cheyenne young Mr. Percival proved a great beau with the damossells. Tarried only for a while then back to Estes Park where got petrol (and most vile stuff it is) and so to Denver.

Note: Will McCulla did show me his new invention. On our way we have passed many inferior petrol coaches, labouring and sweating mightily on the grades; and often stopped by the road to let their engines cool and for to fill their radiators anew with watter. Will McCulla, kindly soul, taketh pity upon the poor wretches and invented a rubber motometer for their benefit.

18th. My Lord Moore and Mr. Stevens do tell me what I have heard frequent of late: that the coach road up the mountain of Col. Zebulon Pike hath unparalleled wonders which I am most eager for to see. From

Denver to Lookout mountain which we did climb in high gear with great ease. So to Colorado Springs and we did pass many petrol waggons on the road and leave behinde great clouds of dust, we doing the 75 miles in something more than 1 hr. and 1/2. Through the Garden of the Gods where nature hath wrought many miracles, shaping rocks and cliffes into forms most curious and interesting. Pike's Peak it is the highest mountain ever I did look at and a most handsome. To Manitou, a village where many citizens and gentry and handsome ladies strolling about and making a gay scene. We fain would have tarried but my Lord Moore would none of it. Mr. Stevenson relates how the waters at this place are a most excellent remedy for the gout; which I have not, I am mighty thankful. Mr. Jacks, driving the other coach, tells me petrol at this place is most prodigious high, he paying 28c a gallon for it. And it is mighty low grade but I find the engines perform well on the stuff, nathless, as I meant they should and I feel some pride that our design is proven korrekt. Too, I forgot to say, came Mr. Smith and Mr. Ernie Eisenhut (a droll fellow) in my Lord Joy's camp coach; Mr. Eisenhut being a most excellent cook though not painful to keep dust and soot and gravel from out of the victuals. To camp in the canyon. I am greatly pleased to smell the cool mountain air scented with balsam and pine and to hear the rush of the brook tumbling down from the heights. These we heard sitting by the campfire and smoking of tobacco (which hath become a great custom in our country.) To bed, out doors and glad for to get being wearied by the day's adventures.

19th. Up very betimes and ready for to drive our coaches up the Pike mountain. With me Will McCulla, Hicks and Mull; we find there is yet a



And atop the Pike Mountain there was snow, which I have not seen for many a day; and the young gentlemen so merry one with another, hurling snowballs about as they did rollick and frisk. They taking mighty hearty tumbles, too, though all in goode fun.

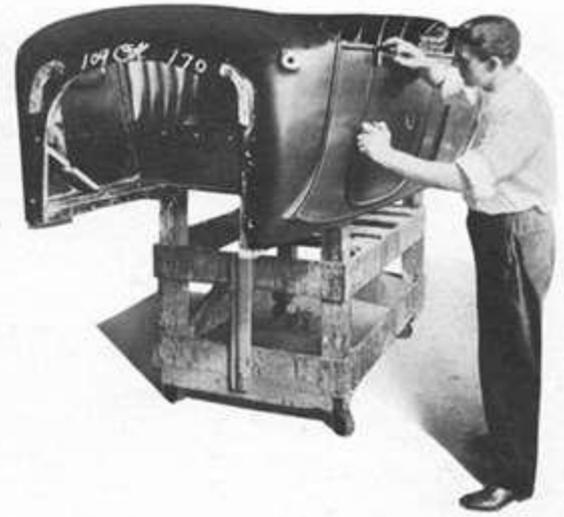


Ye motometer of generall use obvious is too shorte for ye coach which hath heating sickness. This new invention of Will McCulla is taller; thus ye mercury hath farther to travell and doe not reach ye top so quicklie.



The striper's life is bounded, more or less, by fine lines.

The color coat is applied with brushes in the hands of beauty doctors.



ready for the color. At the end of the rubbing operation the body is a dull brown.

It is "inspected for surfaces" next and if the rubbers have missed any rough spots, back it goes for more rubbing.

- Then it is "metal primed."
- Then it dries for a day.
- Then it is given the first color coat.
- Then it dries for a day.
- Then it gets a color varnish coat.

to make sure that it is perfectly smooth and up to Packard standards.

Then it is striped. The strippers are the artists of the paint shop and they work with amazing rapidity and sureness.

Then to "finish varnish."

Then to the dark room, where it begins a long career of drying. All of this time has covered 19 days. When it emerges from the dark room it is thoroughly done, painted, puttied, varnished, rubbed, finished, striped, decorated with mineral pigments and compositions to such an extent that Packard painting is proclaimed to approach perfection.

The dark room is dark because flies and other winged or crawling insects take no chances in a dark place. There is only one dark room and that is after the final varnish. If there be insects or dust that have got stuck to the paint in the earlier operations, the pumice stone rubbing has taken care of them. The dark room also is dust proof.

It sounds monotonous, looks monotonous, smells monotonous and is, in fact, extremely tiresome, but the results are worth the monotony. The paint on Packard bodies is elastic. If the metal underneath should contract or expand—as metal often does—no cracking or wrinkling mars the glossy surface.

The lustre lasts.

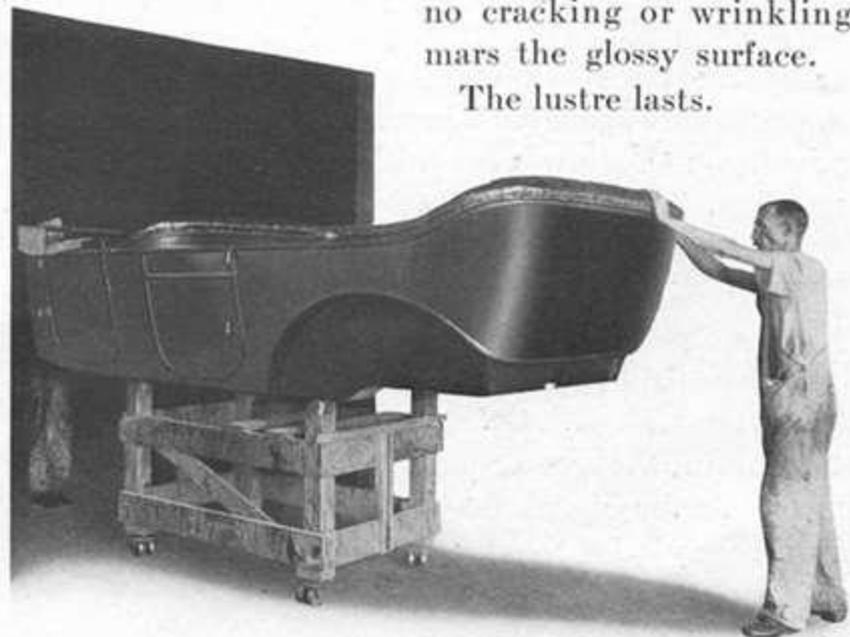


These electrifying words are intended to indicate that when night comes the curtains are lowered and the workroom becomes a dry cell.

- Then it dries for a day.
- Then it gets another color varnish coat.
- Then it dries for a day.
- Then it is rubbed again for surfaces. (This doesn't go on interminably. Only nineteen days are required for the painting operations on a single body—open, body, that is. Of course, on the enclosed bodies more time is required.)

Then it goes to "rubbing varnish."
Then it dries for one day before going to the trim shop; but being in the trim shop for a day, it gets an opportunity to do more drying.

Then it goes to the "final rub." All of the rubbing is done with pumice stone and water. The rubber also has a strip of rubber (the English language is too elastic in some cases) with which he dries the surface of the body as he goes over it, examining every inch

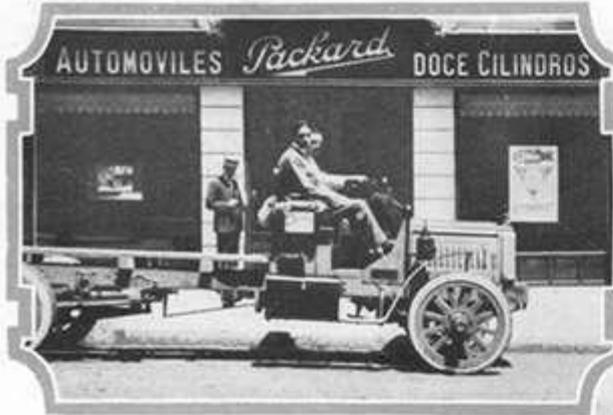


In this cryptic retreat the precious finish is secure against winged and crawling insects.

Gossip From the Peaceful Courts of EUROPE

Extracts from a letter to C. R. LESTER,
Technical Service Manager

By RICHARD W. HELWIG



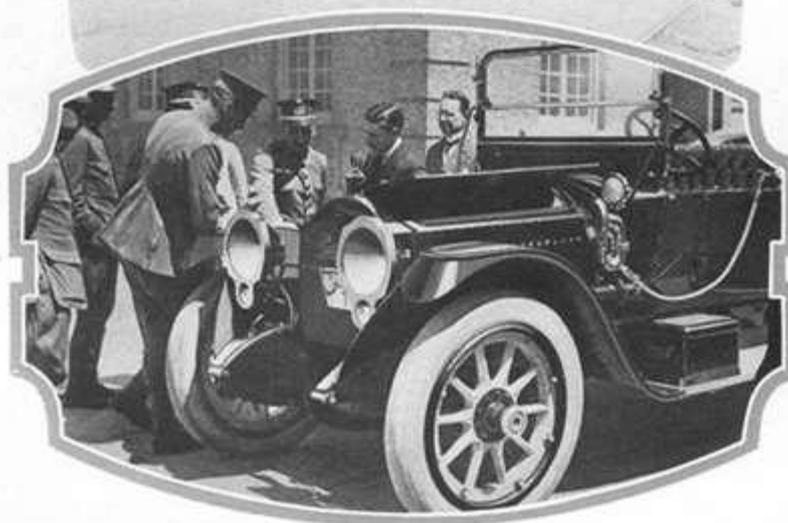
A new grandee in Old Castile.



Hannibal's transport views the new.

It is interesting to know that in the young Alfonso's domain, the bright lights burn all night; and perhaps, too, that the Twin Six bosses the roads through the Pyrenees.

Mr. Helwig is a traveling technical representative of the Company, working at present in Europe. His letter is a report to his chief after a recent visit to the establishment of Antonio Morales, Madrid Packard dealer.



The chief of the air meets the chief of the road. Infante Alfonso de Orleans, cousin of King Alfonso XIII, and head of the Spanish aviation department, studies the Twin Six Motor.

WHAT I at first thought was a wall-paper border around the entire show room (of the Packard branch at Madrid, Spain) I found was done by hand—by the artist who designs the advertising. See next page.

These folks are thoroughly modern and up-to-date. Their place makes the Paris branch look like a small town agency. They have room for ten show cars without crowding. They are in a new building on one of the best streets in the city.

The big display windows are draped with hand-embroidered silk curtains, all with the Packard radiator in the center of each shade. In the big windows they have many pictures showing military men examining the Twin Six. In the picture I am sending you the principal figure is Infante Alfonso de Orleans, cousin

of the king and chief of the Spanish aviation department.

This country is motor mad and Packard is king. Since our show room was opened all of the other dealers have dolled up with paint and trimmings, but none can touch us yet. This is a mountainous country and Mr. Morales is surely



The new conquest of Granada. Twin Six in the land of Hidalgo.

taking advantage of our hill climber. Almost every big mountain bears a sign, "Packard Twin Six, the only car in the world to make this climb in direct drive."

The only competitor they have—or I should say "had"—was the (a famous English car). The

agent for the English car was after them for a race, so they matched up for a hill-climb. There is a good, straight-away hill for this, about a mile and a half in length.

About half-way up there is a little cafe where this speed-mad crowd stops to take on supplies, and at this place several hundred motor enthusiasts were waiting for the show. Five young men watched the roads so that no one would be crossing as the racers flashed by. It's a sad story for the Englishman.

When the Twin passed the observation point, the other car wasn't even up to his dust.

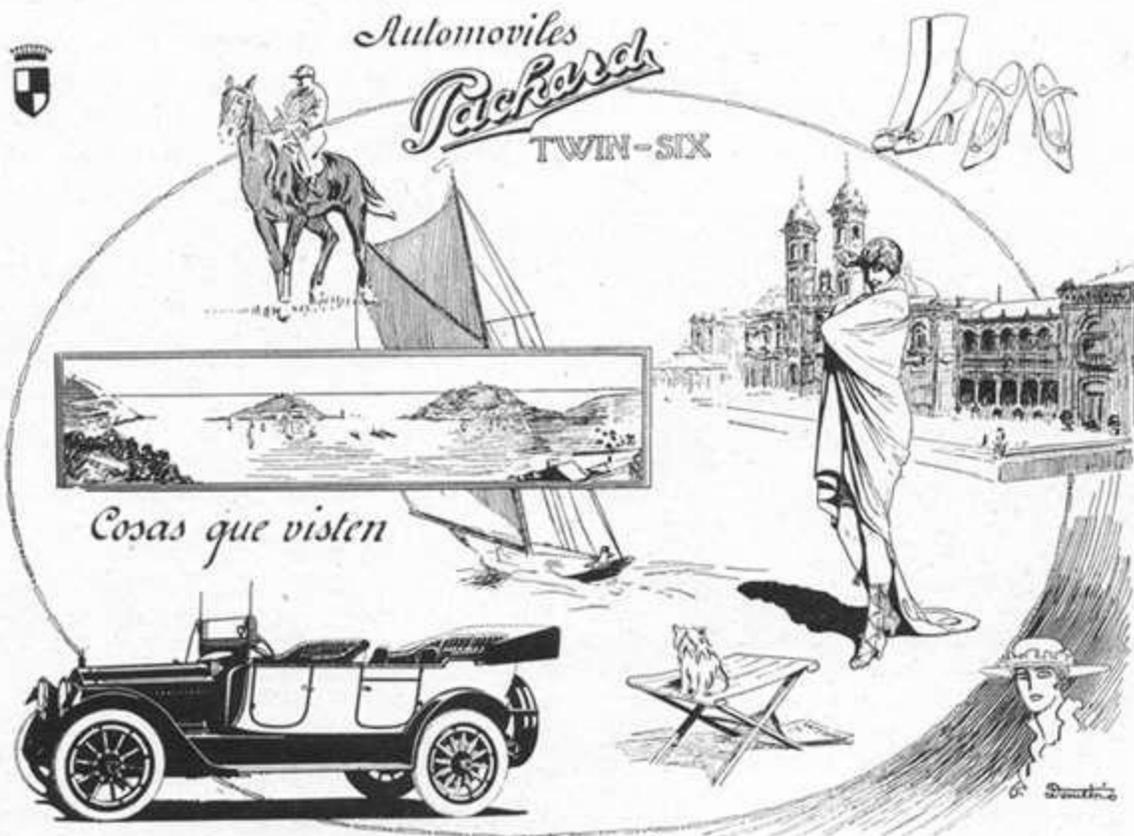
The Twin also has had slow high-gear driving contests. The drivers must have both feet showing outside the car. In this race the English car and numerous others ran away from the Packard quite easily.

We may not have King Alfonso as a Packard owner yet, but we



GRAN VIA—Avenida del Canal de Pisuerga, 11—MADRID
Avenida, 98—BARCELONA

"Convenient control."



"Things Worth Seeing." It takes nerve but they get away with it over there.

have royalty here with a new Twin Six, in the person of His Imperial Highness, Muley Hafid, Emperor of Morocco. Muley has a tough time of it. The French and Spanish governments pay him large sums of money annually to keep away from his kingdom, so he amuses himself here at Madrid and San Sebastian. His seven doctors allow him only two hours a day in an automobile (that must be why he has only

seven cars) but when he got the Twin he went against orders, so now the doctors have him on his back.

This is how the sale was made: The Emperor speaks only Arabic, but he drove up one day and had his interpreter ask for a demonstration. So they got in: first speed, second, high—all in ten feet! Then His Majesty hollers "Stop!" He gets out and the salesman thinks H. I. H. is peeved about something.

But the Emperor speaks a few words to the interpreter who turned to Mr. Morales and said:

"This car belongs to his majesty. He will return within the hour to pay for it."

The world is upside down here; dinner at nine in the evening, go to a show at eleven and everything open all night. Some shows last until six o'clock in the morning—fairly good music halls, at that.



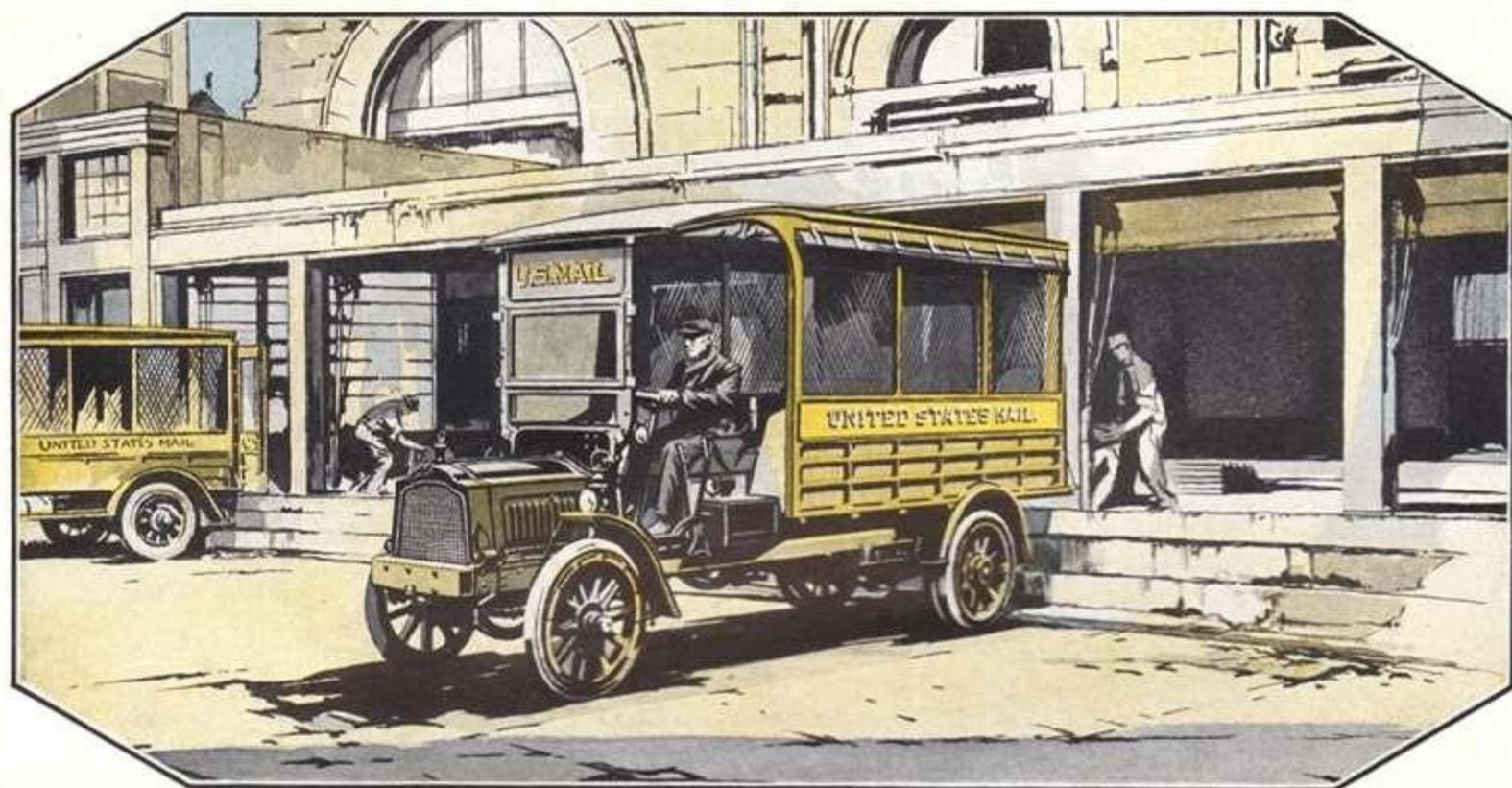
"Aspiration." If the young lady can get a speaking part in one of the all-night shows, why not?



"Dear Putzi: Anyone is to be very much envied who has experienced the agreeable sensation of riding in a Packard Twin Six."



"Speed! One of the characteristics of Packard Twin Six superiority is speed. A Packard is a telegram on wheels."



Motorize your Light Hauling—You can do it Safely and Profitably now that
PACKARD LIGHT SERVICE TRUCKS
are being Delivered to Customers

THEY are built in two sizes, rated respectively at 1 to 1¼ tons and 1½ to 1¾ tons. The chassis price for the lighter unit is \$2200; for the other, \$2500, f.o.b. Detroit. They answer fully the widespread demand for light service carriers of Packard quality, and properly supplement the heavy duty trucks now earning dividends in more than 200 lines of trade.

They offer an immediate solution of any hauling problem requiring a really well-built light service truck of simple design, with speed enough for a wide radius of action.

For heavier hauling there are other units in the Packard line. Seven sizes altogether, ranging from 1—1¼ up to 6—6½ tons. *In sending for catalog, please specify weight and character of load.*

Ask the man who owns one