
An intricate Art Nouveau border surrounds the text, featuring symmetrical floral and foliate motifs. The design is composed of repeating vertical and horizontal panels that meet at the corners, creating a decorative frame. The motifs include stylized flowers, leaves, and scrolls, rendered in a fine-line, engraved style.

O P E N
H O U S E

PACKARD MOTOR
CAR COMPANY
DETROIT, MICHIGAN

R E T R O S P E C T I V E

HE first Packard motor car was made by J. W. Packard in his electrical shops at Warren, Ohio, in 1899.

In the fall of 1903, Detroit capital became interested and the Packard enterprise was moved to Detroit where the business was continued under the name of the Packard Motor Car Company.

This step proved to be a substantial factor in establishing the automobile center of the United States.

The first factory on the present site contained two acres of floor space and employed 300 men. The growth has been constant, new construction having been continuous up to the present day.

The aim of the Packard Motor Car Company since its inception has been to produce motor vehicles exclusively of the highest type.

The Packard slogan is "Ask the man who owns one."

August, Nineteen Hundred Thirteen

T H E O R G A N I Z A T I O N

H. B. JOY, President

R. A. ALGER, }
S. D. WALDON, } Vice-Presidents

P. H. McMILLAN, Secretary and Treasurer

ALVAN MACAULEY,
Vice-President and General Manager

DIRECTORS

J. W. PACKARD T. H. NEWBERRY

R. A. ALGER P. H. McMILLAN

F. M. ALGER R. P. JOY

H. B. JOY

The Packard Motor Car Company, of Detroit, is capitalized at \$10,000,000. The business represents a total investment of \$20,000,000. The value of the annual output is \$20,000,000.

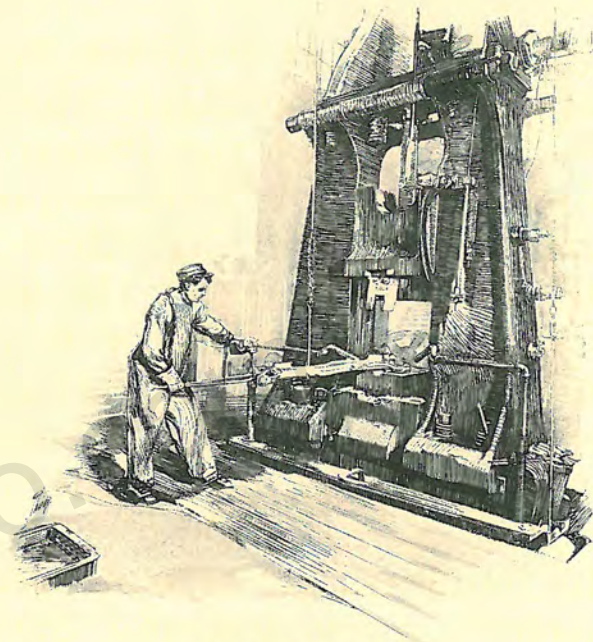
There are 7,000 employes on the payroll which approximates \$500,000 per month.

Packard dealers throughout the United States and Canada maintain Packard service in establishments representing an aggregate investment in excess of \$6,000,000. There are also Packard dealers in Dusseldorf, Tokio, Shanghai and Honolulu. Service depots are maintained in Paris and Mexico City.

PACKARD vehicles are manufactured in their entirety in the Packard shops. The plant is composed of thirty buildings which have thirty-eight acres of floor space. The site has an extensive frontage on East Grand Boulevard and extends over three quarters of a mile along the Michigan Central Belt Line tracks in Detroit.

The buildings are of reinforced concrete construction and have been built with large exterior areas of glass. Recent additions are constructed entirely of glass, concrete and steel. The standard width of the buildings, as well as the space between them, is sixty feet.

The various departments are so arranged as to minimize movement of material. One building



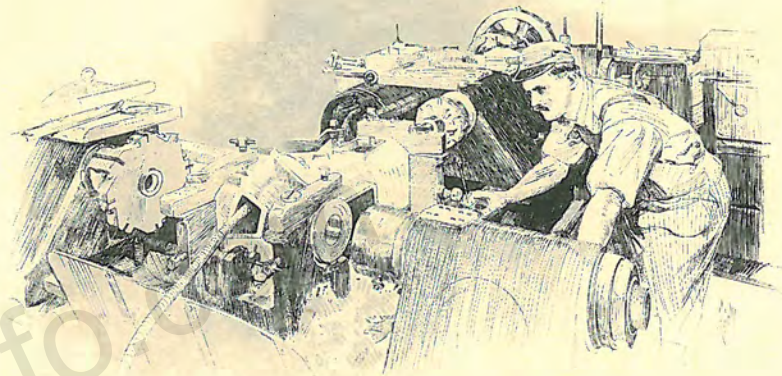
Forging a Truck Front Axle

is devoted entirely to motor work, from the machining of rough material to the block test of the finished motor. In another building the front axle and the "bridge," or rear axle, parts are machined and assembled.



In the Foundry

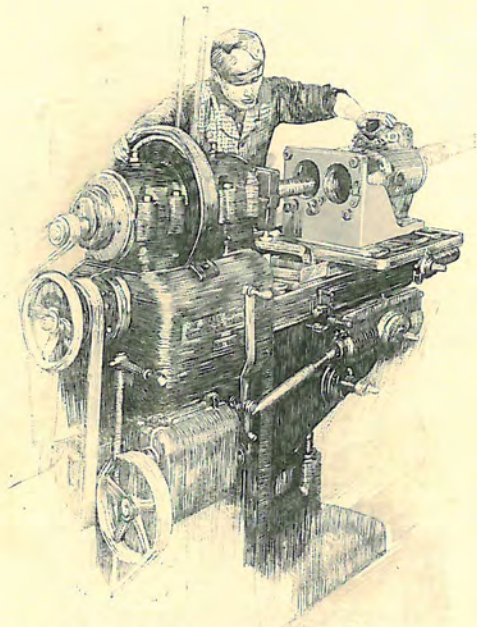
The series of shops begins with a forge in which the raw steel is shaped. Steel manufacturers from all over the world submit their samples for physical and chemical tests which are made in the Packard experimental laboratory. Of forty steels used in Packard ve-



Machining a Truck Differential Housing

hicles about fifteen are made in accordance with our specifications.

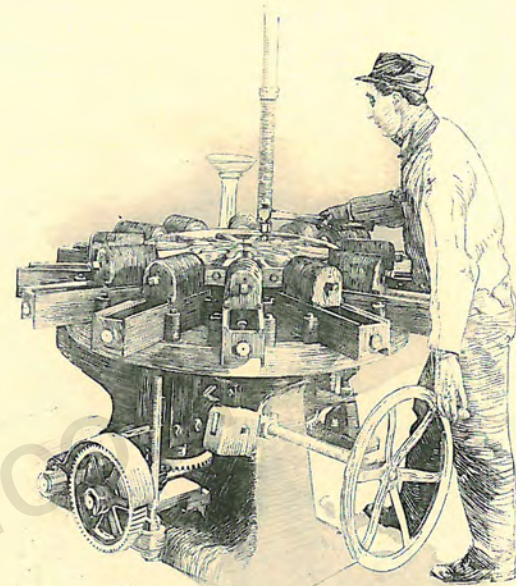
A foundry, coach-building shop, wheel shop and sheet metal shop are included in the Packard plant together with the thirty-one machine shops and numerous other



Grinding Cylinders

departments in which eighty-four different trades are represented.

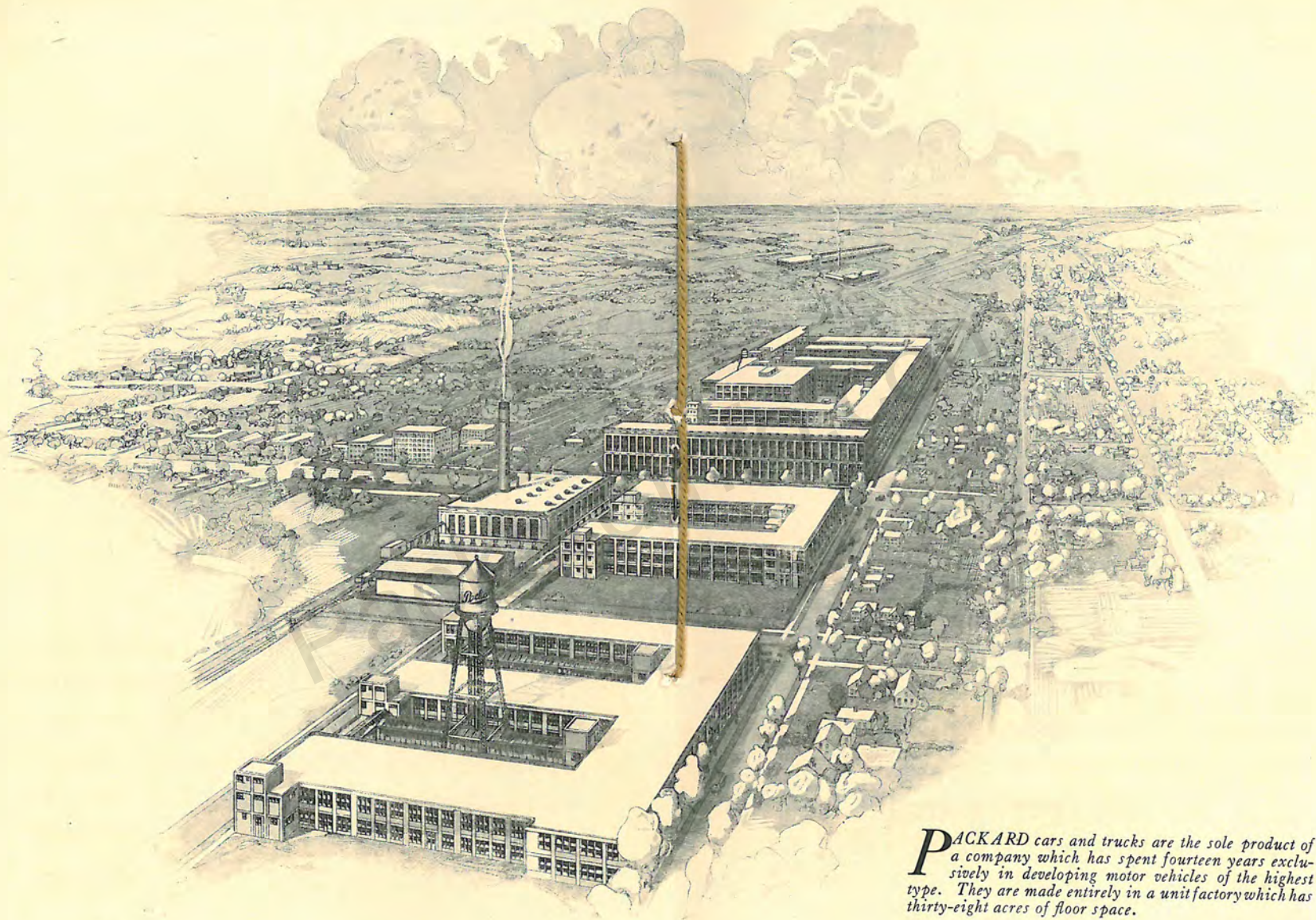
A factor in insuring the maximum of strength with a minimum of weight on Packard vehicles is the heat treatment of steel, which in the Packard factory has been



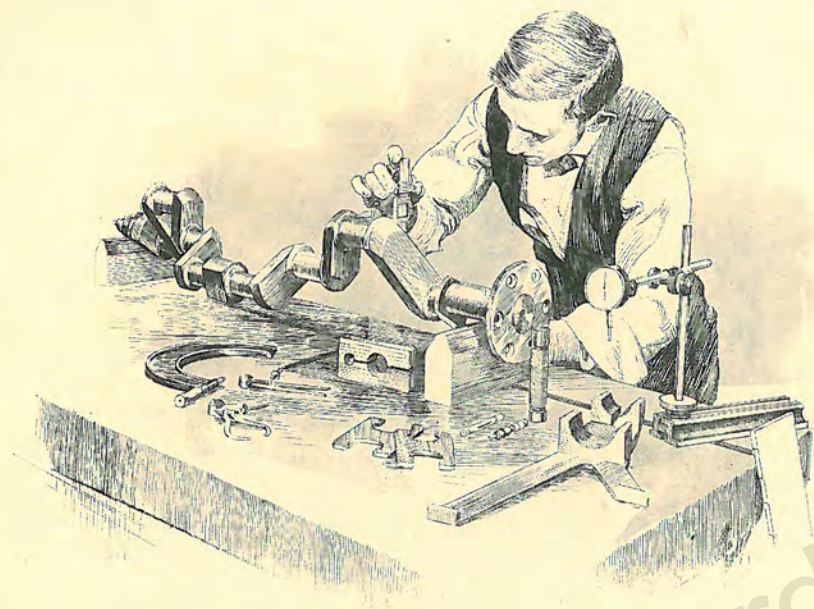
Wheel Building

brought to a high state of development. The heat treating process refines, toughens and hardens the steels to fit them for their particular uses in various parts of the car.

Inspectors, armed with instru-

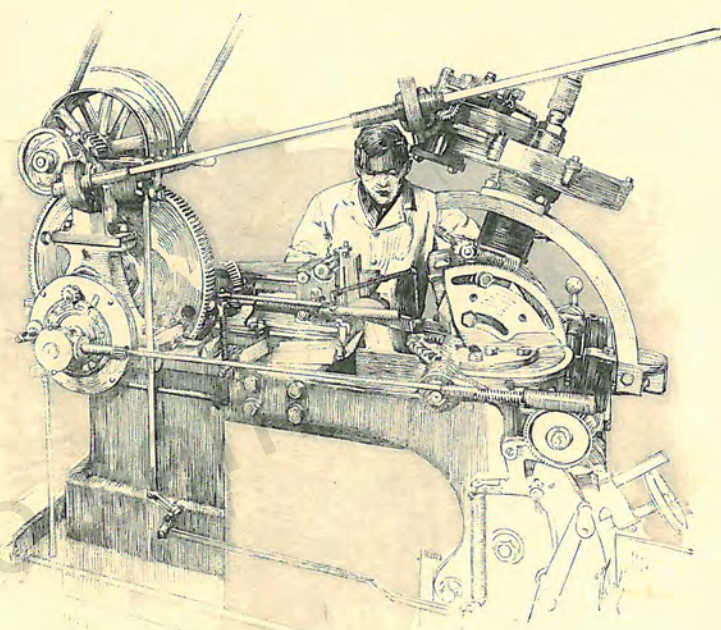


PACKARD cars and trucks are the sole product of a company which has spent fourteen years exclusively in developing motor vehicles of the highest type. They are made entirely in a unit factory which has thirty-eight acres of floor space.



Inspecting the Crank Shaft

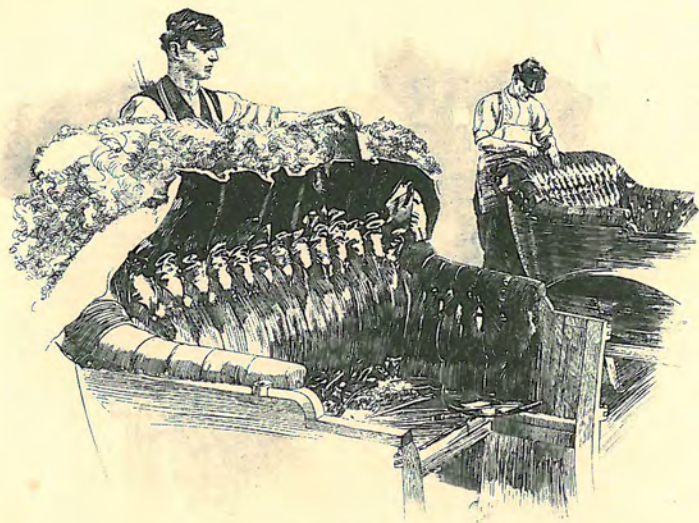
ments which permit the most minute measurements, are on guard at every stage of manufacture. On nearly all working parts the limit of tolerance ranges from one one-thousandth to one-tenth of one one-thousandth of an inch.



Cutting Gears

More than a quarter of a million dollars' worth of raw, semi-finished and finished material is sent to the scrap heap every year in maintaining Packard quality.

A million and a quarter feet of lumber is constantly carried in



Open Body Upholstering

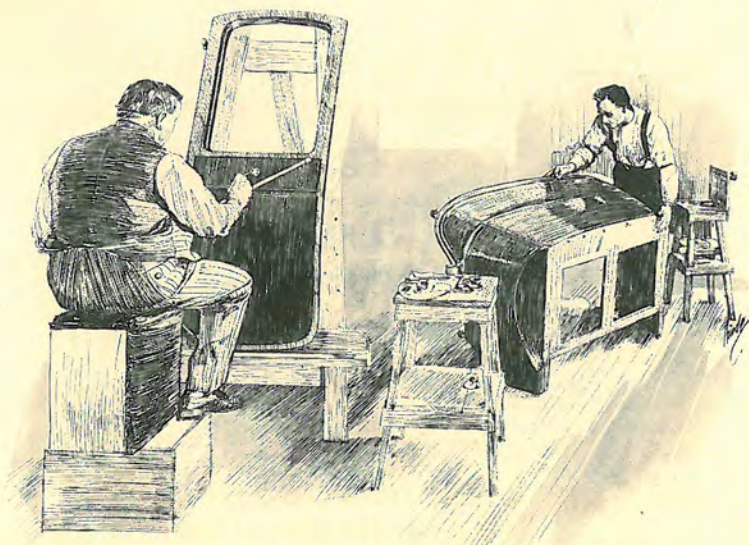
stock and a quarter of a million feet is always in the dry kilns. White ash is used for the body frame work; poplar for coupe pillars and interior sheeting; rock elm for bent parts; cherry and mahogany for patterns; second-growth hickory for wheel spokes and felloes and oak for truck bodies.



Assembling Radiators

The carriage body shops occupy the greater part of four buildings, one of which is five stories high and 940 feet long.

The truck shops are distinct from the main factory. These shops have an unobstructed floor space



Painting Monograms and Striping

of about one city block. It takes three buildings and a wing to form the one big ground floor room. The connection is made by two one-story glass-covered courts.

Heat, light and power are furnished from the main power house to the entire plant with the ex-

ception of the forge and foundry, which have their own boiler house. All steam, water and compressed air pipes and electric power and light wires are carried through tunnels connecting the buildings.

The power house is provided with one 500 H. P. engine, one 1,500 H. P. engine, two 3,000 H. P. engines, two air compressors and eleven boilers. The voltage of its dynamo is 250 with a rated amperage load of 7,000.

A separate factory containing 135,000 square feet of floor space is devoted to the manufacture of parts for all except current models of Packard vehicles. The investment in this Service Division of \$1,500,000 has been made solely to give Packard service to Packard owners.

MOTOR CARRIAGES

THE Packard line of motor carriages consists of two sizes, "38" and "48", both six cylinder cars. The "48" motor has a bore of $4\frac{1}{2}$ inches and a stroke of $5\frac{1}{2}$ inches. The "38" motor has a bore of 4 inches and a stroke of $5\frac{1}{2}$ inches. The designations "38" and "48" are in accordance with the A. L. A. M. formula, an arbitrary calculation based on average horsepower developed by a large number of different makes of motors at a piston speed of 1,000 revolutions per minute. Chassis in both sizes carry a wide range of styles in open and enclosed bodies.

TRUCKS

PACKARD trucks are built in five sizes—two, three, four, five and six-ton. In each size, the Packard truck chassis is a complete unit, to which any standard, special or optional body may be attached. The chassis are made in several lengths of wheelbase and frame.

The motor is located out in front under a hood. It has four cylinders. The speed of each truck is automatically regulated by a centrifugal governor. Approximately eighty-five per cent of the load is carried on the rear axle.

Packard trucks are used in 172 lines of trade.

PACKARD SERVICE



PACKARD service means ability plus willingness to serve. Every Packard owner commands free of charge the services of a technical expert in inspecting his car and making minor adjustments. Packard dealers take the initiative in keeping cars running to the entire satisfaction of the owners.

Each dealer carries a carefully selected line of parts in stock and maintains a service department with all facilities for keeping Packard cars and trucks at their high point of efficiency.

For Packard owners who tour abroad, the Packard Motor Car Company of Paris maintains a complete service depot at No. 5 Rue Newton, Paris.

In all Packard establishments the same consideration is extended to every Packard owner regardless of his place of residence or where he purchased the car.



Packard
Control
Board

PackardAuto.com