



1899

1945

Packard





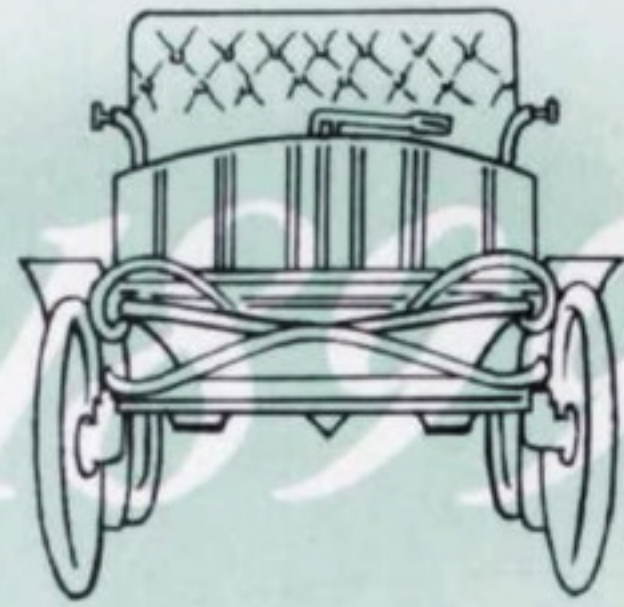
PACKARD TODAY 1945



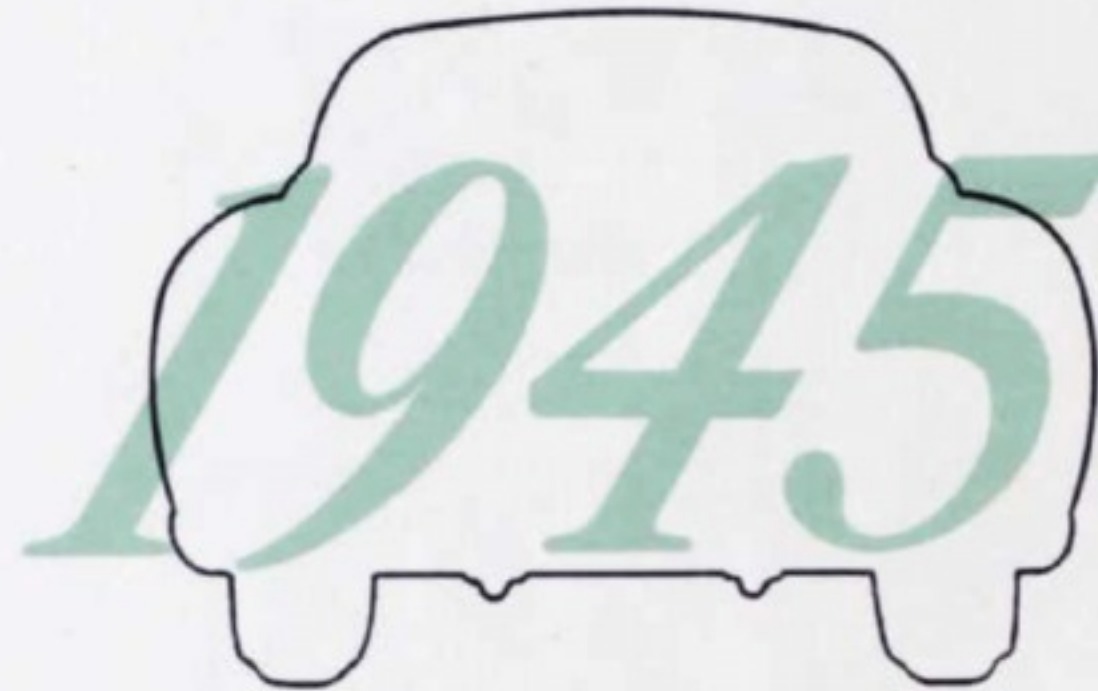
Where the first Packard car was built in Warren, Ohio:

1899

—in a mile long plant, occupying 108 acres of floor space over 30,000 men and women turn out precision-built aircraft and marine engines for the fighting forces of the Allied Nations.



James Ward Packard



Alvan Macauley
Chairman of the Board



Geo. T. Christopher
President and General Manager



Down thru the years with Packard—

The first Packard car was built in 1899 as a result of a challenge. Said Alexander Winton: *"If you think you are so smart, why don't you build a better machine yourself?"* Replied W. D. Packard: *"I guess I'll do just that!"* Better quality—better performance and quality that dictated the first car is still the Packard standard.



1904—The first Detroit-built Packard sounded the design note for the familiar Packard radiator shape.

Of all the 1500 makes of cars America has known, only 18 exist today. Of these 18, *Packard is the oldest of fine car manufacturers* and the second oldest of all.

Time: 1902. Place: Office of J. W. Packard. His secretary speaks: *"Here's a letter from a man who wants information about the dependability of Packard cars."* Replies Mr. Packard: *"Since we have no sales literature yet, tell him to just 'ASK THE MAN WHO OWNS ONE.'*" Thus was born the Packard slogan. This 43 year slogan expresses the confidence Packard has in its product.



1907—The introduction of the famous Packard "30's". For the first time fender shape was recognized as a design factor.



PACKARD ENGINEERED

Following are but a few of the contributions made by Packard to the motor car industry over the past 40 odd years.

Firsts

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 horse power 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.

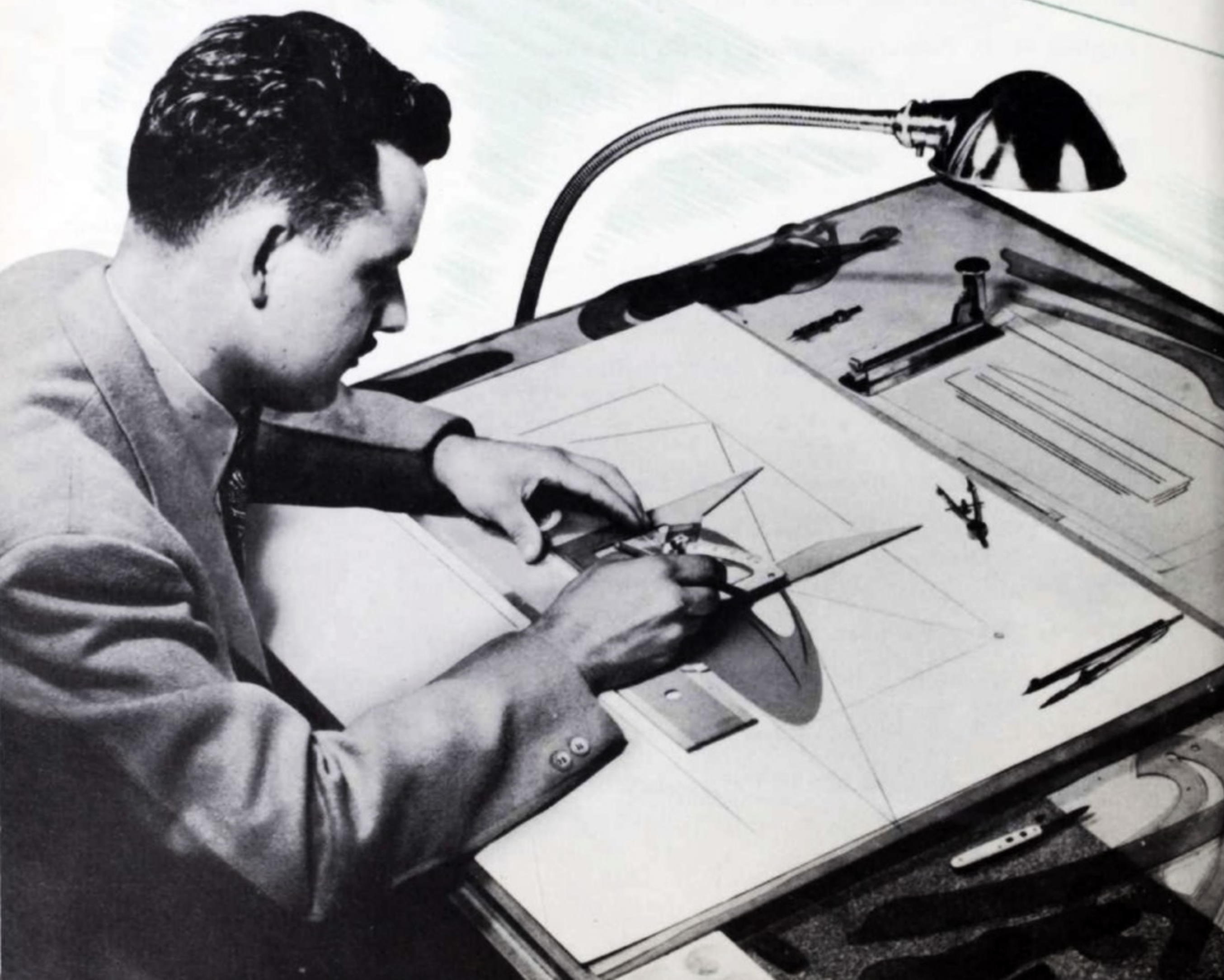
First to use a steering wheel instead of a tiller handle.

First to offer an eight cylinder automobile engine with nine main bearings.

First American production car to provide four-wheel brakes.

First automobile company to standardize labor and material service charges.

First to provide a package compartment in instrument board.



PACKARD ENGINEERED *Firsts*

CONTINUED

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 use electrically controlled overdrive.

First to equip cars with balloon tires as standard equipment.

* * *

All these and many other "firsts" could not "just happen" to an automotive manufacturer. They are the result of Packard's relentless quest for the best in manufacturing and engineering.



Down thru the years with Packard-



1913 — The first of the six-cylinder Packards showed fine examples of work in heat-treating steels.

The huge "QUALITY FIRST" sign that daily greets workers over a main thoroughfare within the Packard factory is more than a slogan—it's a manufacturing creed that has earned Packard its quality and precision reputation.

• • •

In 1904 the famous Packard Grey Wolf was the first automobile to travel faster than a mile a minute—*PROOF OF PACKARD'S EARLY ENGINEERING LEADERSHIP.*

• • •

Out of the vast engine building experience that early earned Packard the title of Master Motor Builder came the Twin-Six engine. *The Packard Twin-Six* introduced in 1915 was regarded as the *greatest V-type automobile engine* ever produced.



1915 — This was the first of the famous Packard Twin-Sixes. Its introduction literally stirred the world.

CONTINUED

In 1903 Packard made one of its first contributions to automotive history. In that year, the late Tom Fetch, driving "Old Pacific," a 1902 Packard, made the first coast-to-coast trip by motor car. The historic trip over the uncharted wilds from San Francisco to New York took 53 days. Proof of early Packard stamina.

• • •

Packard *designed, built and successfully flew the first Diesel airplane engine* ever to take a plane off the ground. A Packard-Diesel engine still holds *the world's record* for longest period of sustained flight without refueling.

• • •

In the internationally famous Miss America boats, *Packard marine engines* consistently won the historic Harmsworth Trophy against world-wide competition, and *set a world speed boat record of 124.9 miles per hour.*



1917 — Mechanical developments such as thermostatic cooling were added to the more flowing body lines of this Packard.



1922 — A growing demand for more body room and a larger motor occasioned the refinement of this Single-Six.

Down thru the years with Packard-



1930—The vogue of the open car returned with this convertible type.

Pioneer in research and engineering, Packard has also been a pioneer in mass production. In order to produce the finest quality cars in volume, Packard had to develop new manufacturing techniques, special machines, fixtures and tools, many of which were subsequently adopted throughout the automotive industry.

• • •



1935—Packard enters the lower price field with the historic "120".

The name Packard stands for stability—stability of manufacturing quality, of car ownership, of field and factory personnel. For example, one out of every eight Packard dealers has merchandised Packard cars for 15 years or longer.

• • •

Hundreds of families in the U. S. who have owned Packard cars continually for over 25 years and longer are proof of the stability of Packard ownership.

CONTINUED

The rest of the industry said it couldn't be done when Packard announced in 1934 that it was bringing traditional Packard quality to the lower price field with a new and revolutionary car. The sensational acceptance of the "One Twenty" and its successors—among them *THE FAMOUS PACKARD CLIPPER MODELS*—tell how well Packard has kept faith with the tradition of quality, workmanship and performance.

• • •

In World War I, Packard gave unreservedly of its vast motor building experience to the production of combat engines. It was the co-designer as well as the first and largest producer of the famous liquid-cooled Liberty engine. In the immediate years before and after World War I, Packard automobile, marine and aircraft engines established records exceeding those of any other engines.



1938—Packard gains fame for performance, easy riding, dependability and economy.



1942—The Packard Clipper, a style leader with a new type of functional design, answering to the demands for smarter, safer, steadier and more economical transportation.

Today More than Ever Before
Packard has earned the right to use this slogan ...
"Supreme on land, sea and in the air!"

"Supreme on Land"

YESTERDAY... The Sensational 1942 Packard Clipper set the industry's pace for modern styling . . .

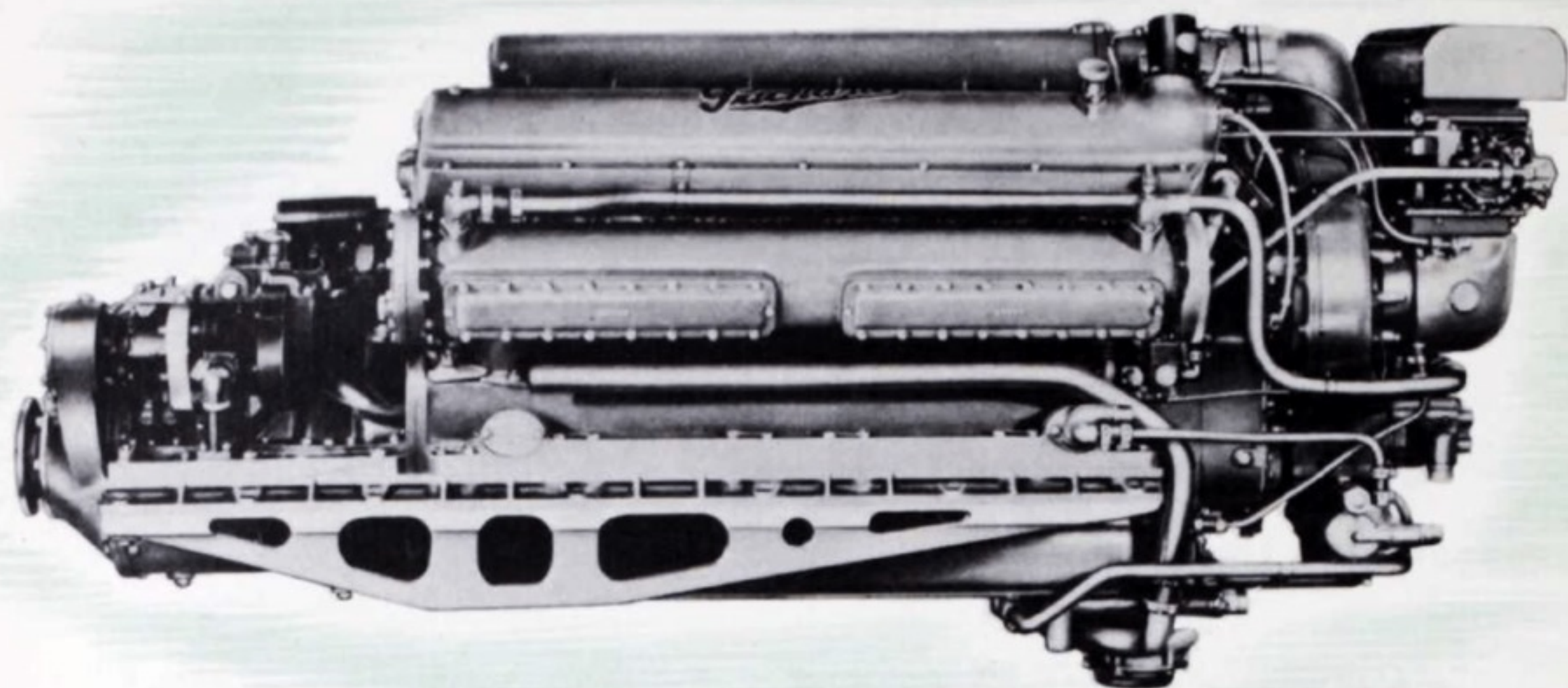
- ★ *Lowest Car on the Road . . . With no Sacrifice in Headroom*
- ★ *Functional Beauty . . . Less Wind Resistance*
- ★ *New "Fade-Away" Fenders*

TODAY... The Packard Clipper, according to a recent national survey, was found to be the most trouble-free car on the road today. Its dependability under war-time driving and replacement conditions comes at a time when dependability counts most.

TOMORROW... The new Packard Clipper will be just *as far ahead* of competition when production is resumed, as it was when production was stopped.



1942 Packard Clipper



"Supreme on the Sea—"

Packard super marine engines power ALL our navy PT boats and similar boats of the Allied navies. This PT boat power plant—a 100% Packard product—was designed and built by Packard for the U. S. Navy. Aircraft type engine in design and specification—it has aircraft engine performance.

This marine engine develops over 1500 horsepower, more horsepower from each cylinder than is developed by a complete 8 cylinder car engine.



Overhauling originally specified after 350 combat hours was arbitrarily upped by the navy to 500 hours and now to 750 hours and more.

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Packard POWERED PT BOATS . . .

Spearheaded the invasion in Europe.

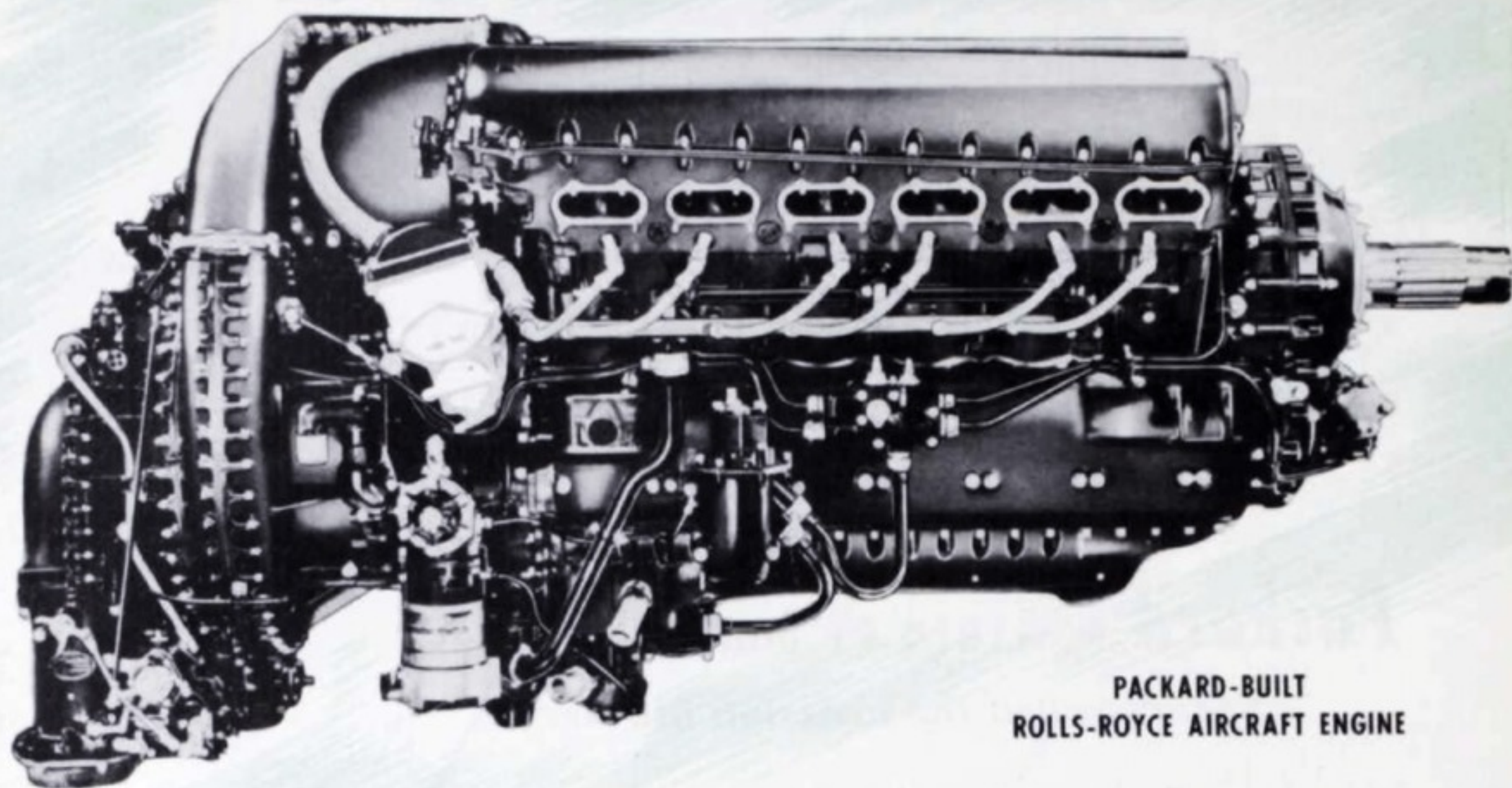
Packard POWERED PT BOATS . . .

Aided MacArthur's escape and RETURN to the Philippines.

Packard POWERED PT BOATS . . .

Are destroying enemy shipping (from barges to warships) on the seven seas.





PACKARD-BUILT
ROLLS-ROYCE AIRCRAFT ENGINE

"Supreme in the Air"

When the year 1944 ended Packard had built over 43,000 of these engines representing more than 68,000,000 horsepower. The Rolls-Royce engine is the power plant that leading industrialists said could not be built in mass production. Packard has not only built this remarkable engine in mass production but *has helped increase its horsepower over 30%.* Packard mass production genius and know-how *has cut engine costs in excess of 1/3.*

PERFORMANCE of this outstanding engine *brings praise from thousands of pilots.*

P-51B MUSTANG WITH PACKARD-BUILT POWER . . .

set transcontinental speed record (6 hrs. 31½ min.) on May 12, 1944.

* * *

MOSQUITO WITH PACKARD-BUILT POWER . . .

set transatlantic speed record (6 hrs. 46 min.) on May 13, 1944.

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LANCASTER WITH PACKARD-BUILT POWER . . .

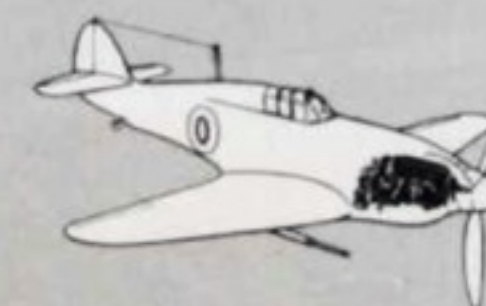
first to bomb Berlin.



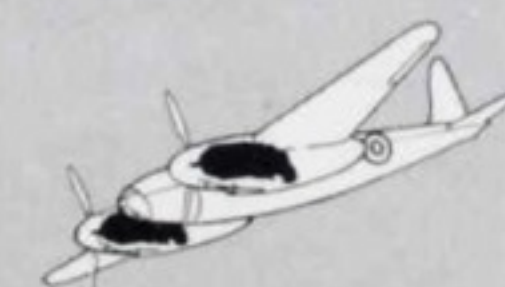
P-51 MUSTANG



WARHAWK



HURRICANE



MOSQUITO



LANCASTER

Packard

KNOW-HOW WILL PAY OFF

With increased know-how through technical improvements manufacturing advances and ten times the former number of manufacturing and engineering personnel . . . *Packard is ready to develop and build an even better car as soon as war obligations permit.*

The accomplishments of the Packard Motor Car Company which include—*engineering improvements and mass production of Rolls-Royce aircraft engine — complete development of the Packard PT boat marine engine—knowledge gained in new basic designs, new processes and new materials—assure public acceptance of post war Packards.*

PACKARD HAS 4,800,000 SQUARE
FEET OF FLOOR SPACE, $\frac{1}{3}$ MORE
THAN THE GIANT WILLOW RUN
BOMBER PLANT

PACKARD
HAS MORE WORKING CAPITAL
THAN EVER BEFORE*

*See 1944 Annual Report





Packard...

has proven its ability to produce precision products in a volume never before approached by the company. In 1944 our production exceeded \$450,000,000, or translated into cars,—in excess of 500,000 Packard Clippers annually.



' ' A S K T H E M A N W H O O W N S O N E ' '