

# PACKARD MOTOR CAR COMPANY

*Announces*

## 100% WAR WORK

*From Now On*



THE President of the United States has said that this is the crisis of the war. It is no time for half measures. In the first year of the war 70% of Packard man power and shop facilities were devoted to war work. In the second year 90%. From now on it is to be 100% Government co-operation.

All of Packard's strength, resources, standards and equipment—man and machine with double shifts, eighteen and twenty-four hours a day—the entire Packard plant of sixty-one factory buildings covering fifty-six acres of ground—with a production capacity of One Hundred Million Dollars per year—are dedicated to the Government's Win-the-War program.

### *18,000 Hats in the Air*

If the enemies of our Country want to know the feeling of American Labor about the War they should have witnessed the acclaim of this policy by Packard Employees.

They should read the messages still coming from 5,000 Packard men in other parts of the country.

If they would know the eagerness of men everywhere to co-operate with the Government and push the war, they should see the word that has come from Packard Dealers, Packard Owners, from Employers, from Labor since first news of this policy went over the wires.

### *War Essentials Only*

The principles that define the word "Essential" as laid down by Washington are the basis of Packard policy.

The manufacture of passenger cars will be discontinued.

The Packard Company will make War Essentials exclusively:

WAR MOTORS TRUCKS  
AIRPLANES TRACTORS

In conformity with the wishes of the Government the Packard, through its *Motor Transport Department*, will deliver trucks to essential industries *only*—co-operating to the fullest degree with the War Industries Board.

### *Protection of Packard Owners*

There are many thousands of Packard Trucks in use. They keep essential business going.

There are 45,000 Packard passenger cars. Many of them are devoted to war work—most of them to essential transportation.

Both of these factors tend to relieve the present over-taxed Railroad Traffic. These wheels must be kept turning.

Packard service will be maintained. Service Stations and Dealers will be supplied with parts.

The Packard Company is in business *permanently*.

Its Branches and Dealers are permanent channels of distribution.

The confidence and good will of Packard Owners is the finest asset the Company has.

The satisfaction of Packard Owners must be insured. Our obligation to the public is second only to our obligation to the Government.

### *Ideals and Organization*

The Packard Company has been organized for twenty years.

The Company was founded on an ideal of Quality.

The history of motor transportation records Packard Leadership and Progress. Packard transportation has become a broad, general term in itself.

Packard was the first Company in the world to design and perfect the 12-cylinder motor.

How Packard's faith in the 12-cylinder engine is justified by events, will be better known after the war.

PACKARD MOTOR CAR COMPANY, *Detroit*

*George F. Reim Company*

31st and Harney Streets

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