

HAWAII MAKES GREAT DEMAND FOR PACKARDS—SALES LARGE

von Hamm-Young Company Reports Large Volume of Business—Pope-Hartfords and Cadillacs Retain Favoritism.

The von Hamm-Young Company reports the demand for the wonderful Packard cars to be as great as ever. In fact, it is increasing all the time. This is no wonder, especially after the miraculous record made by the Packard "Six," which proved a winner and the King of the Road the first year it appeared on the market.

The following data just received by the von Hamm-Young Company from the Packard factory will no doubt be of interest to automobile owners in Honolulu:

On March 25th Alvan T. Fuller, the Boston agent of the Packard Motor Car Company, wired in his order for 10 Packard "Sixes," which is doing business at the rate of \$50,000.00 a day.

Early figures of the 1912 registrations in Massachusetts show nearly twice as many Packards as cars of any other make.

After investigating a number of models, and trying out various makes, Mr. E. M. Wood, the well known driver, who has his stand at the Young Hotel Auto Stand, purchased a 1912 six cylinder 7-passenger Packard touring car.

This is the first of the Packard Sixes which has gone into the rent service. It meant a very large investment for Mr. Wood, but he wanted only the best, and did not think that even the Packard Six was too good for his patrons.

Another Packard delivery made by the von Hamm-Young Company this week was a fine 5-passenger Phaeton to Mr. Harold Castle.

Not only has the Packard Company's business in pleasure cars been phenomenal, but also their truck business has taken tremendous strides, showing the popularity of the cars due to their reliability and the economy of operating.

Merchants in Hawaii have been closely watching the development and perfection of the automobile truck. A number of them have already substituted automobile delivery for horse drawn vehicles, and a number of Packard trucks can now be seen in constant use on the streets of Honolulu.

In a letter just received by the von Hamm-Young Company from the Packard Motor Car Company, a general idea is given of the increasing popularity of the Packard trucks.

The letter reads as follows:

"Shipments of Packard trucks in March were 85 per cent larger than in any previous month. Sales of Packard trucks in March were 50 per cent greater than the corresponding months last year. We are now receiving more repeat orders from critical big buyers than at any time since

Packard trucks were placed on the market.

"Packard trucks are being used in 154 distinct lines of trade. The three-ton size has built up the bulk of this business. Last fall, after two years of experimenting, the first two-ton truck was placed on the market. This model was accepted at once and without question, the order being placed for months ahead of possible deliveries. Kaufmann Brothers of Pittsburgh, after experience with three-ton Packards, purchased twelve of the two-ton model without having seen a demonstrator.

"Under the extreme conditions prevailing during the winter, not a single Packard truck, so far as we have known, was laid up on account of the weather.

"All of which explains in part why some new shops are turning out five trucks in a day in an attempt to keep up with the orders."

Buy a Pope-Hartford.
The well-known high power and reliability of the Pope-Hartford found another enthusiast this week in Mr. Lebbens Hordern, who purchased of the von Hamm-Young Company a beautiful 5-passenger Phaeton. Mr. Hordern, a native of Australia, is touring the Islands, and he has not found a more delightful way than by visiting the many charms of Hawaii in his powerful motor car, which he has kept on the go constantly, hardly giving it time for cleaning up.

Mr. Hordern is enchanted with our climate, and after spending a few weeks on the Islands he intends to go to Japan for a short stay and is then coming back to Honolulu for a further indefinite stay here.

The Stevens-Duryea Company, the pioneer builders of American six cylinder cars, and one of the oldest automobile manufacturers, recorded a sale this past week, through the von Hamm-Young Company, of a beautiful 7-passenger, Model AA 6-cylinder touring car, to Mr. C. H. Cooke.

In connection with this sale it is interesting to note that the Cooke family was one of the first to invest in Stevens-Duryea cars about seven years ago. This first car which they purchased was a 4-cylinder Model R, and it is still running and doing satisfactory work.

Amongst other sales made during the week by the von Hamm-Young Company was a fine little runabout to the Bishop Estate, which is to be used by their engineer, Mr. C. W. Spitz, of Nawiliwili, Kauai.

The Cadillac is attracting as much attention as ever, and several enthusiastic purchasers are waiting eagerly for the next carload to reach Honolulu.

SUNDAY SERVICES

CENTRAL UNION CHURCH.
Rev. Doremus Scudder, D. D., minister; Rev. Amos A. Ebersole, associate minister.

9:50 a. m.—Bible school. William A. Bowen, superintendent.
10—Bosworth Bible class for young people. Conducted by the associate minister.

10:10—Adult B.P.'s class for men and women. Conducted by Rev. F. S. Scudder.

11 a. m.—Morning worship. Sermon by the minister.

6:30 p. m.—Christian Endeavor meeting. "How Shall I Spend the Sabbath?" I. D. Canfield, leader.

7:30 p. m.—Evening worship. There will be no service in this church this evening. Members of the congregation are urged to meet with the other churches in a union evangelistic meeting in the Bijou Theater. The MacWaters Quartet will furnish the music, and Rev. Mr. Thomas of the quartet will preach.

FIRST CHURCH OF CHRIST, SCIENTIST.

Sunday services—Sunday school at 9:45 a. m. for young people under 29 years. Lesson sermon at 11 a. m.; subject, "Everlasting Punishment."

Wednesday evening—Testimonial meetings at 8 o'clock.

All services are held in the Old Fellows' building, Fort street, where also a free reading room is open to the public daily from 11 a. m. to 1 p. m. All are cordially invited.

LATTER DAY SAINTS.

Reorganized Church of Jesus Christ of Latter Day Saints. King street, near Thomas Square.

9:50 a. m.—Sunday school, with classes for all ages. Lesson topic, Joseph. Adult Hawaiian classes for those not acquainted with English.

11 a. m.—Monthly prayer and sacrament service. All members should try to be present.

6 p. m.—Zion's Religio Literary Society. Regular lesson, No. 4 in quarterly, on early church history. Musical and literary program and normal drill on Book of Mormon.

7:30 p. m.—Evening worship. Sermon by Elder Walter.

Also preaching service in the Gospel tent on Morris lane Sunday at 7:30 p. m. and each evening during the week except Wednesday and Saturday.

Our message to the people is not only interesting, but, best of all, it is true. We invite investigation, and strangers will find a hearty welcome at all meetings.

The Pacific Engineering Company, which has the contract to build the new Cooke 4-story building at Fort street and Chaplain lane yesterday withdrew their first application to close up Chaplain lane during building operations and presented another, offering to keep a 4-foot passageway through from Fort to Nuuanu streets. The Supervisors granted the second request.

TRY REPUBLIC

"STAGGARD" TREAD THE TIRE PERFECT

ALSO,

REPUBLIC

Black Line

Red Inner Tube

Heat resisting and positively will not stick to the casing

Schuman Carriage Co., Agents

Why the Whole World Pays Tribute to the Cadillac



What is the source of that mysterious enthusiasm which makes everyone speak in superlative terms of the Cadillac?
 What peculiar qualities does it possess which impel the public to dismiss impatiently the suggestion that other cars are "as good as the Cadillac?"
 What advantages does the Cadillac owner enjoy, day by day, which convince him that his is incontestably the better car?
 Why do Cadillac dealers everywhere encounter a lively disposition to compare the Cadillac with the costliest cars; but not with cars of like or half-way better price?
 On what basis can we explain the phenomena, encountered everywhere, of men reverting to the Cadillac, from cars costing two, and three times as much money?

The Primal Cause of Cadillac Efficiency

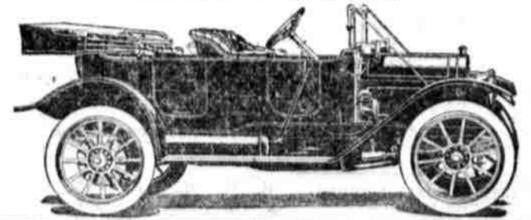
The subject is a big one; it cannot be compassed in a brief advertisement. But the source of Cadillac satisfaction can be indicated. We can trace the cause; and we can partially picture the effect. Let us take, merely as an example, separating it from all the rest—one, big, little fact. Every Cadillac piston and every Cadillac cylinder is interchangeable with every other Cadillac piston; and every other Cadillac cylinder. More than 400 essentially accurate dimensions in Cadillac parts are measured down to one one-thousandth of an inch. Johansson, of Eskelstuna, Sweden, is the inventor of the most wonderful system of limit gauges for infinitesimally fine measurements the world has ever seen—gauges which are accurate to the one ten-thousandth part of an inch. The Cadillac Company is, and has been for years, the world's foremost exponent of its own; and of the Johansson system. Cadillac adherence to unexampled accuracy antedates the Johansson discovery. It goes back forty years to its inception—ten years in its application to the Cadillac car. So here you have the primal cause—the source of that worldwide, mysterious Cadillac enthusiasm—the despair of cars which may look like, but are not like, the Cadillac; because they have not wrapped up in them the fervor and the lifetime devotion inspired by an ideal.

Effects Which Follow the Primal Cause

And now as to the effect. How is the inherent difference of the Cadillac expressed in its outward behavior—how does it differ and how does it surpass? In a hundred ways; some of them tangible, but ever present; many of them intensely practical—things you can see and feel and know. The first fruit of fine measurement and perfect alignment is, of course, the reduction of friction to the closest possible approach to a theoretical zero. Friction is the worst and most relentless enemy to efficient service in a motor car. The defeat of this relentless enemy can be accomplished by no other weapon known to motor car manufacture than the most scrupulous and properly applied standardization. Once accomplished, it carries in its train two other splendid victories. Wear, tear and repair are the evil offsprings of friction. And when friction is reduced to a minimum, their capacity for discomfort and danger and damage is almost totally nullified. And one and the same time, and from the same source, another splendid benefit is conferred upon the car. Elimination of friction means extraordinary ease of operation. It achieves that luxurious evenness which is supposed to be one of the chief characteristics in cars of the highest price; and the cardinal quality for which men are willing to pay that high price. These extraordinary requisites—reduction of wear, tear and repair, and running qualities of velvety smoothness—are the distinguished characteristics of a frictionless car. You have them in the Cadillac because the Cadillac is the world's foremost exponent of anti-friction methods of measurements.

ADVANTAGES YOU MAY ENJOY AND DISADVANTAGES YOU MAY ESCAPE

The presence or the absence of the qualities described herein—qualities traceable to properly applied standardization and the resulting correct alignment; qualities traceable to skillful design and advanced manufacturing methods and the results of scientific research and development, explain:—
 Why the owner of one car has to crank and crank his engine to get it started while the Cadillac owner gets into his car, presses a button, disengages the clutch and his engine starts.
 Why the owner of one car, even with a so-called "self-starting" device, can start the engine only some of the time while the Cadillac electric cranking device is fully as efficient and fully as dependable as every other part of the Cadillac car.
 Why the owner of one car must get out—often in the rain and mud—open his lamps, fumble for matches, turn on and regulate the gas and light up while the Cadillac owner without delay or annoyance simply closed the switches and the electric lamps are lighted.
 Why one car starts with a jerk and lunge while the Cadillac can be started off with the smoothness of an ocean liner.
 Why in one car about all the driver's strength is required to operate the clutch and brakes while with the Cadillac, slight foot pressure is all that is necessary.
 Why in one car the change of gears is accompanied by a crash and a grind, while with the Cadillac the change can be made so that it is scarcely perceptible.
 Why one car is difficult to keep in the road while the Cadillac seems almost to steer itself.
 Why in one car with a steering gear which has no provision for taking up wear, lost motion develops, making steering uncertain and unsafe, while in the Cadillac steering gear the adjustments provided are more adequate than will probably be required.
 Why one car rides hard and stiff, the strings seem unyielding and the car is less comfortable to ride in over a paved street than is the Cadillac over an ordinary road.
 Why one car may run quietly and smoothly when new, but soon becomes noisy and shakes and rattles while the Cadillac after years of service runs as smoothly as when new.
 Why one car runs all right on level roads but when it comes to sand and hills it has not the power to make the pulls while the Cadillac has an abundance of power for all reasonable requirements, and with its standardization, the correct alignment and the substantial construction, the maximum of that power is delivered at the rear wheels.
 Why one car shows only 8 or 10 miles on a gallon of gasoline while the Cadillac averages 20 to 30 greater mileage.
 Why one car after a few months begins to evidence a loss of power while Cadillac frequently show an improvement.
 Why in one car the engine overheats and a water boils while with Cadillac construction and the Cadillac cooling system the causes of overheating are practically eliminated.
 Why one car emits volumes of smoke and it becomes necessary to clean the engine and especially the spark plugs every few weeks, while the Cadillac with its efficient lubricating system and the accurate fit of the cylinders, pistons and rings emits no smoke at all and frequently runs for a year or more without even having a spark plug removed.
 Why the oil consumption of one car is from two to four times that of the Cadillac.
 Why the owner of one car must be continually tinkering with his car to keep it going, while many Cadillac owners rarely open their tool kits.
 Why one car after a few months' use depreciates in selling value to half its original cost or less while depreciation in the Cadillac is reduced to an absolute minimum.
 So many "WHYS," indeed, which evidence the pre-eminence of the Cadillac that we cannot here cite even a tenth part of them.



The von Hamm-Young Co., Ltd., Agents