

REFER TO THIS LETTER BY NUMBER

PACKARD MOTOR CAR COMPANY**DETROIT, MICHIGAN**

March 8, 1932

To **PACKARD DISTRIBUTERS AND DEALERS**Subject **PACKARD LIGHT EIGHT PERFORMANCE**

TO BE NOTED AND INITIALED BY

Gentlemen:

We are attaching copy of a letter addressed to Mr. Ralph Williams from Mr. George G. Birdsall of the Birdsall-Stockdale Motor Company, Packard dealers in Colorado Springs, Colorado, since January 1, 1921. Mr. Birdsall's comments on the Packard Light Eight are particularly significant when it is considered that driving conditions in Colorado constitute the most severe test of an automobile of any section in the country.

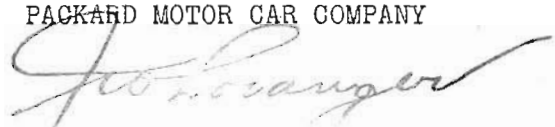
In the past it has always been necessary to supply low gear ratios for our Colorado distributor because of an approximately 18 per cent loss of power due to the altitude. Heating troubles were frequently encountered due to the altitude and grades and with some cars it is necessary to supply special fan equipment.

The grades in Colorado, even at normal altitudes, offer a very severe test to the performing ability of any car, regardless of gear equipment.

You will notice that Mr. Birdsall states that the car had a 4.69 rear axle instead of the 5 to 1 which is usually specified for cars used in Colorado. His experience with the Light Eight proves very conclusively its superlative performance under the most exacting driving conditions to be encountered in this country.

Yours very truly,

PACKARD MOTOR CAR COMPANY


J. W. Loranger
General Sales ManagerJWL:B
(b) 1600
Enclosure
Dealers' G.L. No. 454

C O P Y

George G. Birdsall

Frank H. Stockdale

THE BIRDSALL-STOCKDALE MOTOR COMPANY
Packard and Nash Motor Cars

Colorado Springs, Colorado
February 20, 1932

Mr. Ralph Williams
Packard Motor Car Company
Detroit, Michigan

My dear Ralph:

Our first Packard Eight cars arrived yesterday and we are just about through conditioning them. I thought you would be interested in knowing what our first test showed on the hill that leads up to my cabin, which I think you are familiar with. You remember, of course, that the speed that you start with has nothing to do with the final results, for the reason that the grade is so long that you finally arrive at the point where your engine has to do the work regardless of the momentum on the start and, also, the curves, of course, prevent you from taking advantage of any pick-up you might have because you cannot make the curve only so fast. This was our first trial up the hill in a sedan with Mr. Stockdale and myself.

We started at the bottom at about 25 miles per hour; the car constantly picked up on the heavier grade approaching the gate to the Cheyenne Mountain Highway, continued to pick up and maintained a speed of possibly 35 miles up some of the grade until we got to turns where it was impossible to go faster than 25 miles. When we came to the reverse turn to the left that you possibly remember, the last one before reaching the cabin, where we have always had difficulty in getting over it at any speed, we went right over it and finished the trip to the gate, entering the cabin grounds with a speed not less than 15 miles an hour; in fact, the engine did not labor at all. This was without question the best demonstration that any Packard car - and so far as we know, any standard car, at least of the heavier type cars - has ever made.

The temperature out today is 60 degrees. A nice warm day. The sun is shining brightly and the road was dry. The maximum engine temperature showed 160 degrees, so you see the car did not show any signs of overheating. We used standard white gasoline and there was no ping whatever, which would indicate that the spark could be still further advanced. But we have not touched it and we do not know whether it is necessary or not, because the engine is as sweet as we could ask for. The car had the 469 ratio. It is more difficult to describe the performance of this car in the single trip it made than it would appear for the reason that one not familiar with the road cannot understand how the increasing grade at certain points, together with the reverse curves, affect the speed, and the only way to sum it all up is that it is the most wonderful performer that we have ever had and not by a margin either, for when you consider the gear ratio it is a much greater performer.

Ralph Williams - #2

We tried out the automatic clutch coming down one of our grades and the thing you and I talked about in the Hotel in Chicago. For instance, we were coasting approximately 45 miles an hour in free wheeling and moved the lever down to conventional, and the only way you could tell when the car picked up the motor was by watching the oil pressure guage. We gave it another test. We put in free wheeling, coasted at about 40 miles an hour, shoved the lever into second gear and put the car in conventional suddenly, and the result was just the same as it was in high gear with the exception that it brought the car to a stop but did it with as little sensation as it did in high gear.

I am giving you this information immediately upon the return of that test. There are other things that can be told you later but I thought you would be anxious to know this and to know that Mr. Stockdale and all the mechanics; in fact, the whole organization, are highly pleased. There hasn't been a criticism and everybody is highly elated over what the car appears to be. If there is any information that you want we will be glad to furnish it to you.

With Kindest Personal Regards to all the Organization, I beg to remain

Yours very truly,

THE BIRDSALL-STOCKDALE MOTOR COMPANY

(Signed) Geo. L. Birdsall

G. G. Birdsall