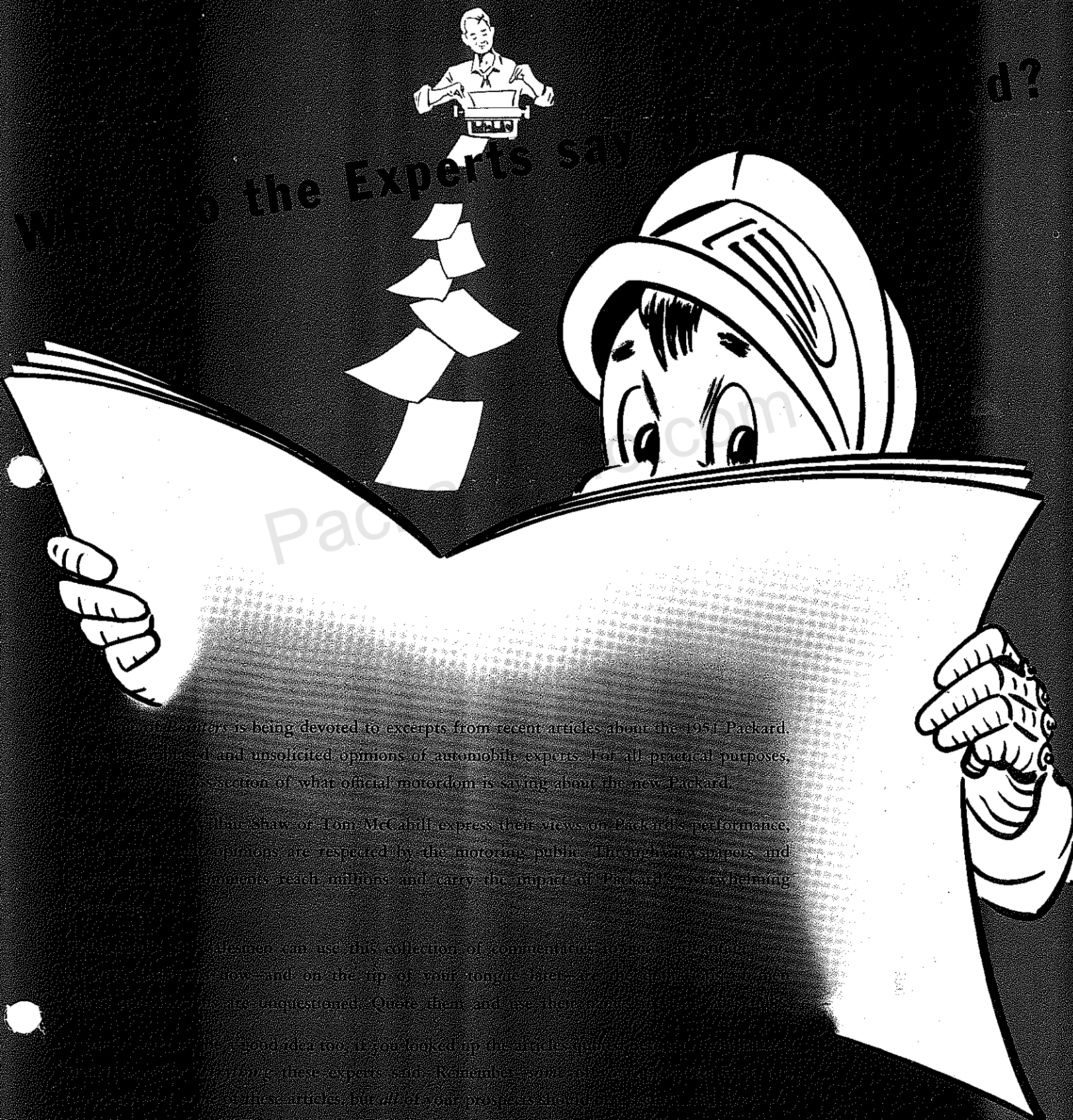


Number 24
1951



Packard POINTERS

• FROM THE SALES PROMOTION DEPARTMENT OF PACKARD MOTOR CAR COMPANY



...this *Pointers* is being devoted to excerpts from recent articles about the 1951 Packard.
...based and unsolicited opinions of automobile experts. For all practical purposes,
...this section of what official motordom is saying about the new Packard.

...that Shaw or Tom McGahill express their views on Packard's performance,
...their opinions are respected by the motoring public. Through newspapers and
...their comments reach millions and carry the impact of Packard's overwhelming

...men can use this collection of commentaries to make a point
...now and on the tip of your tongue when an opportunity arises
...are unquestioned. Quote them and use them to your advantage.

...idea too, if you looked up the articles and
...these experts said. Remember, you can't
...these articles, but *all of your prospects should*



In POPULAR SCIENCE, September 1950, Wilbur Shaw's first "Report from the Driver's Seat" took PS readers through his trials of the 1951 Packards at the famous Packard Proving Grounds at Utica, Michigan.

POPULAR SCIENCE

"... At this point I turned on my Dictaphone Timemaster on the seat beside me to record a running account of my impressions. Here's the playback:

They've given this car (Packard '200') a soft ride. The shocks take the rebound well. On these wash-board sections you get a solid feeling and not one that you're floating with the wheels on the ground only now and then. I like the idea of using warning lights in place of the oil-pressure gauge and ammeter ... she straightens out nicely—Just take the hands off the wheel—This car has excellent directional stability.

Wups, mudhole! There's the bill. It's certainly impressive. They tell me the steepest gradient is 35.4 percent ... I'll try it in low gear first. Not too fast. Up we go—Nice—Not a buck or a quiver or any laboring noises. I'm going to roll back down and try second gear. I'll get a little run for it. Let's not be unreasonable. At the bottom—Ten miles an hour. On the button. Wow, she's cresting the hill like a thoroughbred!"

ABOUT THE PACKARD "300" WITH ULTRAMATIC, MR. SHAW RECORDED:

"... They've done a nice job with this power plant. I can't resist pushing it a little. Registering 95. We haven't even reached the turn. For a car of this weight with three of us aboard, that's moving right along ... Are you fellows set? Let's stretch this baby out. There's your 100. We're still in the first turn. We're coming off the bank. We ought to find a few more knots now. We are. There it is! Got it, Bill? Hear me, back there? Let's see if she'll hold that through the turn. Yup! That's probably a good honest 100, allowing for normal instrument error.

... Here are the thank-you-ma'ams and dipsidaies. They're lulus! We're going fast enough—this is fast—she's taking it like a well-mannered boat in rough water—This car has a good, solid feel, that's for sure."



In MECHANIX ILLUSTRATED, November 1950, Tom McCahill reports on his test of the Ultramatic equipped Packard '200' and the Patrician '400'.

MECHANIX ILLUSTRATED

"... This car ('200') is big, comfortable, fast and luxurious and my personal favorite of the line. I have never driven an American car at actual speeds above 95 that handled better and showed less high speed stress. I was doing an actual speed between 96 and 97 ... The steering was firm and the car was as confident on the curves as Charles Boyer. My acceleration runs proved this '200' plenty fleet footed if you slam shift into high at about 50. Zero to 60 in high all the way took 17 seconds flat, but zero to 60, starting in low and shifting to high after 50 averaged 14.2 seconds, which is really peeling the wind. There is no sign of acceleration flattening out until well after 80. Zero to 70 averaged 19.1 and Zero to 80 averaged 24.4 seconds. Fifty from zero took 10.3 which shows that in a 30-mile stretch, from 50 all the way through 80, the '200' picks up at the rate of better than two miles an hour per second.

... The '400', like the smaller '200', held the curves

like glue and showed no distress whatsoever at 100 and showed no signs of overheating, even though this speed was maintained for some time. Acceleration times were also hot and brisk and even faster than the '200's'. Zero to 60 averaged 13.4 seconds, using Low and Drive. I rode the low range up to about 55 before shifting into high. Now, as you know, 13.4 puts the big Packard right up with the best whiz-kids on the roads. Zero to 60, using Drive all the way, took 16.8 seconds ... Zero to 80 took 24.4, the same as the '200'. All other times up to 80 were considerably faster.

... In summing up, Packard is back and cooking on three front burners. These are good automobiles, big, fast and capable. I'm glad to say they also have a touch of that old glamour that the big, open Eights had in the twenties, when I was in college owning a fifty-dollar crate and dreaming that someday I'd have a Packard."

Consumers Union product ratings for the 1951 Packard, as published in CONSUMER REPORTS, January 1951, are headlined: the powerful Packard "200"—a good ride in a roomy body.

CONSUMER reports

"... As the first new 1951 body in the higher-priced field, the PACKARD design is interesting. In the first place, the hood is low and nearly every driver will be tall enough to see both front fenders. The view downward toward the right hand curb is exceptionally good. The cowl is low, too, relative to the driver's eye level, the windshield corner posts are slim and the shield slants only moderately so as to prevent sun glare... The seats are wide and of good height (14 1/4 inches front and rear), the rear window is ample in both height and width... The PACKARD body gives every evidence of solid construction, and rates just about at the top dimensionally. ... What of the PACKARD chassis? Steering and

handling are very good, roadability would rate, on CU's scale, between good and excellent. Riding qualities, long a PACKARD specialty, are downright excellent... Ultramatic is the best behaving torque converter CU's consultants have yet driven—which includes all of them except the FORD-MERCURY.

... The PACKARD '200' is a pretty capable automobile—you step on the accelerator, you get results, and with a minimum of torque converter squishiness or engine racing. Among the cars CU has road tested, it set two new performance records: the fastest time over the quarter mile from a standing start, and the fastest acceleration of any torque converter car up the 90% test grade..."

Walter A. Woron, in MOTOR TREND, February 1951, road tests the 1951 Packard '200' Deluxe and pronounces it the one to beat for comfort and performance.

"... Packard has maintained high esthetic values and has achieved, in the opinion of your editor and technical editor, a body design that is one of the best of the current offerings.

... And not only does the car APPEAR to be well put together, you can FEEL it as you ride or drive along. The fit of major components is very good... Interior appointments and upholstery of the Packard '200' are top quality, while seat, wheel and dash are all well set up.

... Controllability of the Packard is quite good; at no speed or condition of the road does it feel that you might lose control... The 22 1/2 foot turning

MOTOR TREND

radius certainly makes the Packard an easy car to park... We were mildly surprised and gratified by the top speed reached with the Packard '200' test car. The one-way fastest time (95.74 mph) was the highest yet recorded on any motor trial, as was the average of four runs (93.17 mph)."

Walt Green in the CHICAGO DAILY NEWS, October 2, 1950, wrote: Super Handling Ease Marks the New Packard.

CHICAGO DAILY NEWS

"We 'test drove' one ('200') last week to St. Louis and back and were struck immediately by its maneuverability and the way it held to the road at high speeds, even when combatting strong cross winds.

... We found that this model cruised effortlessly between 75 and 80 miles an hour and... acceleration at high speeds was especially good. We found the car alertly responsive for passing, even when called on for added speed while cruising at 80 miles an hour. Indicated top speed is around 100 miles an

hour.

... Contributing greatly to the ease of operation is Packard's Ultramatic drive—an automatic transmission different from any other on the market. Combining the better features of torque conversion of power with the stability of a direct mechanical hookup in the driving range. Ultramatic delivers a smooth stepping up of speed without jerks or any feel of transition from the lower to the higher range of transmission."

After testing a stock Packard "200" Deluxe 4 door sedan in California, the editors of MOTOR TREND published the performance characteristics of that car. We're reproducing below their "Table of Performance" here for your information. These data are not necessarily typical for all Packard cars as they are based only on one stock unit. However, from a purely objective point of view, this material can be considered as representative of the tabular performance data that readers of consumers magazines are receiving.

DYNAMOMETER TEST

1200 rpm (full load) 25 mph	37.5 road hp
2000 rpm (full load) 41.5 mph	61 road hp
2850 rpm (full load) 63 mph	80 road hp

ACCELERATION TRIALS (Seconds)

Standing start 1/2-mile	:22.74 (H)*; :21.04 (L-H)**
0-30 mph	:07.87 (H) ; :06.01 (L-H)
0-60 mph through gears	:20.66 (H) ; :17.31 (L-H)
10-60 mph in high	:18.13
30-60 mph in high	:13.28

* Shift using HIGH only.

** Shift using LOW, then to HIGH.

TOP SPEED (mph)

Fastest one-way run	95.74
Average of four runs	93.17

BRAKE CHECK

Stopping distance at 30 mph	32' 11"
Stopping distance at 45 mph	96' 2"
Stopping distance at 60 mph	236' 0"

FUEL CONSUMPTION (mpg)

At a steady 30 mph	19.59
At a steady 45 mph	15.44
At a steady 60 mph	13.57
Through light traffic	15.68
Through medium traffic	12.49
Through heavy traffic	11.34

SPEEDOMETER CHECK

At 30 mph indicated 31 mph	3.3% error
At 45 mph indicated 48 mph	6.7% error
At 60 mph indicated 65 mph	8.3% error

You, as salesmen, can generally draw from this type of information Packard's relative position in car competition by studying the data published about other makes. This is a good practice too, as it will alert you to *public opinion* which, after all, has more influence on customer approval than any claims made by the manufacturer or the car salesmen. The number of sales you will make is to a large degree a reflection of the general acceptance of the car. So, keep yourself informed of all consumer influence material that is published in the automobile trade journals.

3.5 *Admission card*



Sir Priority