PACKARD

PROMOTIONAL POINTERS

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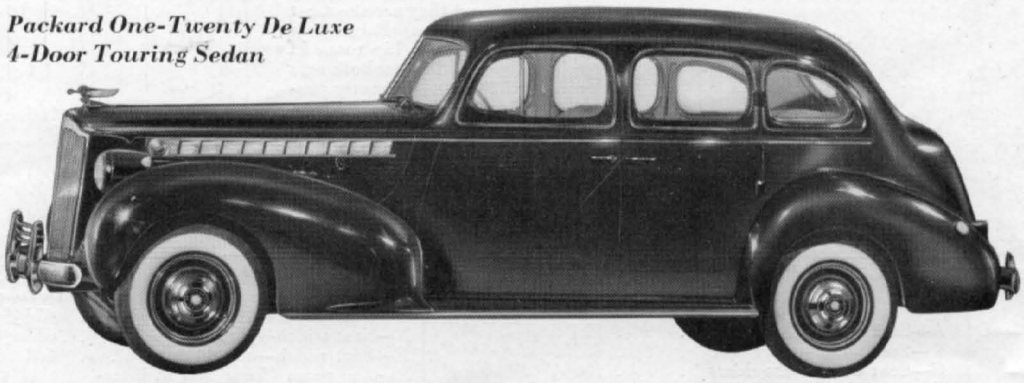
Packard One-Twenty De Luxe 4-Door Touring Sedan



Packard One-Twenty De Luxe–LaSalle "50"–

A Detailed Comparison

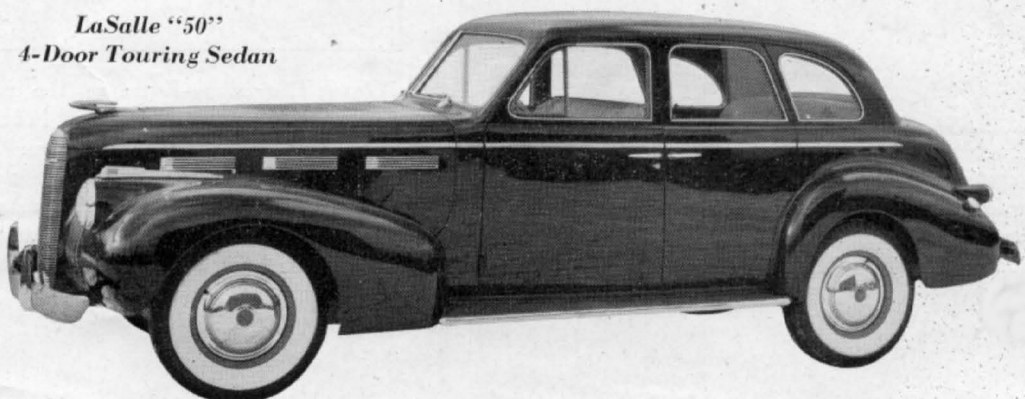
Although comparable from every angle—power, size, performance, comfort and luxury, there is a wide spread between the price of the brilliant new Packard One-Twenty De Luxe and the LaSalle "50". Practically one hundred dollars separate the two and such a difference in favor of this luxurious Packard is an unexpected advantage that is very difficult for the LaSalle salesman to overcome—an advantage that is impressive and convincing to the prospect.

Beauty of line and contour is a matter of personal preference and such opinions cannot be changed by mere words, either spoken or written. However, distinction is quite another matter and the pleasing identifying lines of the Packard proclaim its name to the world while the ever-changing lines of LaSalle styling make it difficult indeed to identify each yearly model.

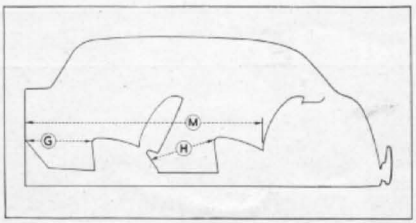
While the photographs of both cars are still before us, notice the shorter overhang of the Packard in both front and rear—Packard front 28⅞ inches, rear 44¾ inches, LaSalle is much greater, 35 inches front and 48¾ rear. Overhang, as you know, is the difference between over-all length and wheelbase and where excessive, has a pronounced effect on good proportions and appearance.

Long wheelbase is important to good riding qualities—Packard One-Twenty De Luxe 127 inches, LaSalle 123 inches, and short over-all length gives easier parking and better maneuverability.

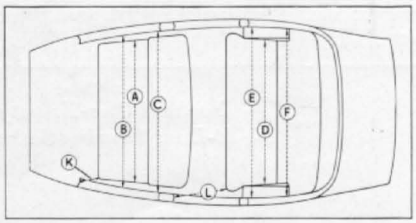
LaSalle "50" 4-Door Touring Sedan



Only in One Dimension is LaSalle as Large as Packard One-Twenty De Luxe



In spite of the fact that the LaSalle has greater over-all length than the Packard One-Twenty De Luxe, there is actually less room inside. You will notice that in every dimension shown (and they are the most important ones) Packard is larger except in hip room in the front seat where both cars are the same. Correctly proportioned roominess is a convincing selling point in the new Packard One-Twenty De Luxe.



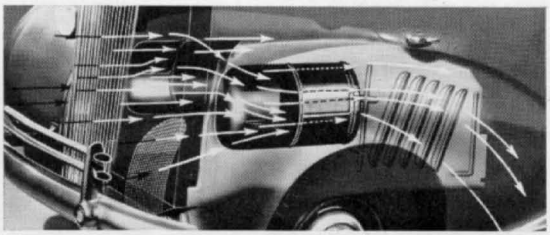
IMPORTANT BODY DIMENSIONS

Front Compartment:	Packard One-Twenty De Luxe	LaSalle "50"
A—Seat width—hips	50″	50″
B—Seat width—elbows	55″	54⅛″
C—Seat width—shoulders	56⅜″	55⅛″
G—Leg room (front seat in intermediate position)	25¾″	25″
K—Entrance space (front seat in intermediate position)	12¾″	10″

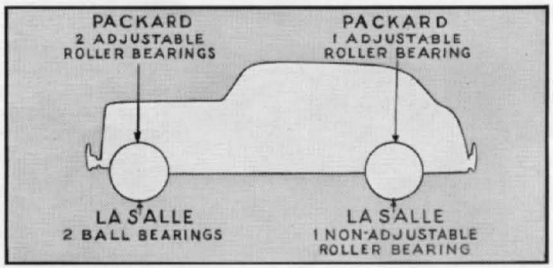
Rear Compartment:	Packard One-Twenty De Luxe	LaSalle "50"
D—Seat width—hips	47½″	47″
E—Seat width—elbows	61″	57″
F—Seat width—shoulders	56″	53″
H—Leg room (front seat in intermediate position)	26½″	24″
L—Entrance space	20″	17 3/16″
M—Total body space (dash pad to rear seat back)	88⅝″	85⅞″

Throughout the Chassis Packard Shows a Long List of Advantages

Fan-Blast Cooling Tunnels—Packard's cooling system is unique. Not only are all usual modern features included but as well special fan-blast cooling tunnels are built into each side of the engine compartment. These tunnels serve to increase the capacity of the fan to draw air in through the radiator core and thus materially step up the efficiency of the whole system. LaSalle makes no such provision.

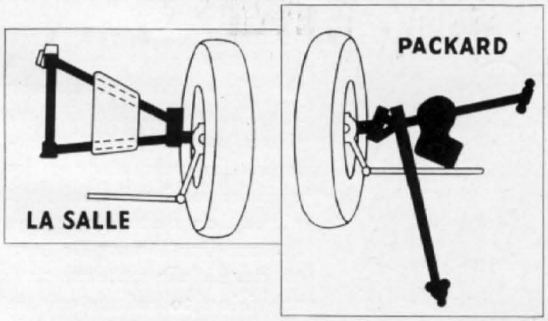


Front and Rear Wheel Treads—Just as a man with his feet wide apart stands much steadier on a moving street car or train, so the Packard One-Twenty with its wide wheel treads—59 3/16″ front, 60″ rear—has exceptional stability on any road and at all speeds. LaSalle is a full inch narrower—like Oldsmobile "6" and Pontiac "6", the front tread is 58″ and the rear 59″. It is logical to expect greater steadiness in the Packard.



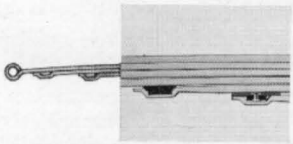
Wheel Bearings—Even as the much lower-priced Chevrolet is equipped with ball bearings in the wheels so the LaSalle "50" has two cup and cone ball bearings in the front wheels and a single non-adjustable ball bearing in each rear wheel. All Packard wheels, as you know, rotate on fully adjustable, tapered roller bearings—two in each front wheel, one in each rear.

Safe-T-fleX Torque Arms—Like those of many other cars now on the market, the LaSalle front suspension is of the wish-bone type with a narrow angle between the



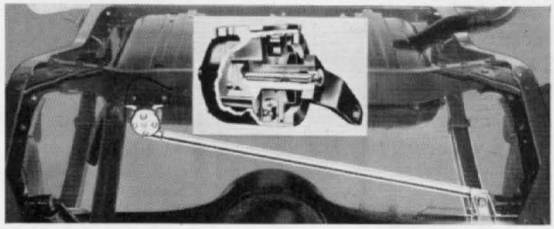
closely spaced lower support levers. Packard Safe-T-fleX, on the other hand, features a very wide angle (practically a right angle) between the front lower support lever and the long torque arm. It is easy to understand why the Packard design is better able to withstand road shocks, to absorb braking loads and to maintain correct wheel alignment.

Safe-T-fleX Rubber Bearings—Another exclusive and very important feature found in Packard Safe-T-fleX but lacking on LaSalle is the use of rubber bushings at every point in the front suspension with the exception of the ball and roller bearings used at the bottom of the vertical wheel supports—the point where the load is carried. These rubber bearings afford proportionate control of the resiliency of the coil springs as small or large road irregularities are encountered. LaSalle "50" has metal to metal bearings which can supply no control.



Rear Springs—Both the Packard One-Twenty De Luxe and LaSalle "50" separate the leaves of their semi-elliptic rear springs to produce softer action. Packard separates the ends of the upper leaves with cushions of live rubber to provide spring softness and the ends of the lower leaves with special low friction inserts to retain the proper amount of self-control in the springs and produce not only a soft but a gentle level ride. LaSalle separates all leaves with what are called waxed liners. These approximate the resiliency afforded by the Packard rubber inserts but do not supply the self-control so essential to a smooth comfortable ride.

Fifth Shock Absorber—While LaSalle is equipped with a transverse stabilizer somewhat similar to that used on the Packard One-Twenty De Luxe, there is a most important difference. In the Packard a two-way



acting hydraulic shock absorber is used at one end of the stabilizer to softly cushion the control of sidewise movement and vibration between axle and frame and remove any harshness from the ride. LaSalle lacks this advanced and exclusive Packard feature. This Fifth shock absorber also relieves the stabilizer bar of tremendous stresses.

Chassis Anti-friction Bearings—For years Packard cars have each led their own price class in the number of ball and roller bearings used in the chassis. In the case of LaSalle this advantage is really impressive—ten more—Packard 48, LaSalle only 38. It is well-known that ball and roller bearings are first class assurance of trouble-free service and long life.

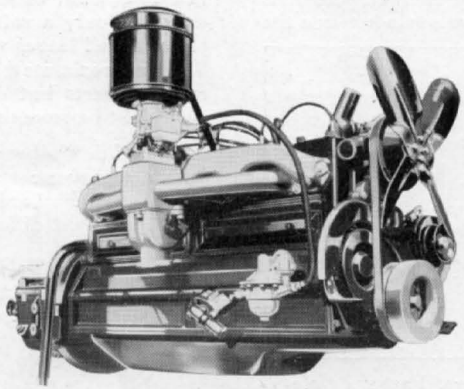
Chassis Lubrication—Because so many factory-lubricated ball and roller bearings are used throughout the Packard One-Twenty De Luxe chassis and because 24 other points are equipped with oilless live rubber bushings there are only 20 locations on the entire chassis that ever require lubrication service—16 at 1000-mile intervals, 4 at 10,000 miles. Contrast this with the 28 on LaSalle that must be serviced every 1000 miles.

Packard One-Twenty Easily Outpoints LaSalle in Modern Engine Features

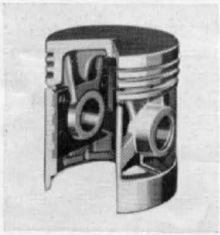
Type of Engine—Although the great majority of motor car manufacturers in this country have adopted the "in-line" type of engine in preference to the "V" type, LaSalle still adheres to the latter. By comparison, the "in-line" type of engine as used in the Packard One-Twenty De Luxe is much simpler and more accessible than the LaSalle "V" engine.

Engine Efficiency—One of the most obvious indicators of engine efficiency is the brake horsepower development per cubic inch piston displacement. Therefore, we call your attention to the fact that the Packard One-Twenty De Luxe engine develops .42 horsepower per cubic inch displacement while the LaSalle develops only .40 horsepower.

Compression Ratio—It is generally conceded that the higher the compression ratio, the greater the amount of power developed from a given quantity of fuel mixture. Again we point out that the Packard engine has the advantage. Packard compression ratio 6.41 to 1, LaSalle 6.25 to 1.



Thermo-Strut Pistons—Both Packard and LaSalle pistons are cast from aluminum, both types are cam ground. However, Packard Thermo-Strut pistons attain roundness through heat alone and by means of a steel strut embedded in the aluminum. LaSalle pistons have no steel strut and attain their roundness by pressure of the high sides against the cylinder wall. Obviously, there is no excessive wear of either cylinder walls or pistons of the Packard during the warming-up period. In an attempt to prevent such wear LaSalle pistons are hardened by the anodizing process.



Oil Control Piston Rings—To insure efficient lubrication and oil economy Packard pistons are equipped with special spring expanded oil control rings. A circular steel spring back of the rings exerts sufficient pressure to keep the ring in proper contact with the cylinder walls at all speeds. Naturally these ultra-modern piston rings are expensive and are used on very few cars. Even LaSalle, costing more than $100 more than the Packard One-Twenty has only conventional type oil rings.

Thermostatic Manifold Heat Control—The Packard engine is designed with thermostatic control of heat around the intake manifold. LaSalle lacks the thermostatic feature of this manifold heat control.

Vibration Damper—Even the slight vibration inherent in an internal combustion engine in spite of 100% balancing is effectively dampened by a rubber cushioned crankshaft vibration damper in the Packard One-Twenty De Luxe engine. LaSalle makes no such provision to reduce engine vibration although the Cadillac is so equipped.

Clutch Facing Area—While both Packard and LaSalle are equipped with the same type of clutch, semi-centrifugal, there is an important difference in facing area. Packard has 100.5 square inches, LaSalle only 85.5. This 15 square inch advantage will logically result in longer life.

Transmission—The Unimesh transmission of the Packard One-Twenty De Luxe is of a type ordinarily found only among the highest priced cars. All forward speeds—even first are in constant mesh. There is no clashing of gears in moving either up or down at any speed. All forward speed gears are helically cut for quiet operation and long life and all are carburize hardened. Gears and shafts rotate on a total of nine ball and roller bearings—the largest number used in any car in or near this Packard price class. LaSalle employs only five bearings. No unit in any car receives harder service than the transmission and it is important that the finest in quality of design and manufacture be embodied in this assembly.

Econo-Drive Transmission—Not only does the new Packard One-Twenty De Luxe afford through the Packard Econo-Drive auxiliary transmission special advantages in performance, comfort and economy but also other exclusive features found in no other overdrive on the market. Econo-Drive is electrically controlled and is operative at any speed over twenty-one miles an hour thus bringing overdrive economy advantages to city driving. It is significant that LaSalle does not offer an overdrive nor any substitute.

Summary

Of course, we urge that you sell the Packard One-Twenty De Luxe without reference to competition—LaSalle, or others—whenever possible. However, if the prospect brings up the subject, you have plenty of advantages—advantages which he is sure to appreciate. Even if he doesn't mention LaSalle, you can still use the material in this Pointer in an indirect way. You can play up and emphasize these features in your presentation of the Packard without referring to LaSalle at all. You will thus not only give a better and stronger presentation of the Packard but you will also offset any sales talk which may have been heard from LaSalle salesmen.

Sales Promotion Department

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