



## WHAT THEY THINK ABOUT STYLING

We believe every Packard salesman will agree that the new Clippers for 1942 can be justly termed "hot". From the very first day they appeared on the streets, they have aroused more enthusiastic comments than any of the other new 1942 models. The public has gone for the Clipper in a big way.

One of the best pieces of evidence to support this is the exceptional number of 1941 and 1940 competitive cars that have been traded in on new Clippers. You have, of course, noticed this in your own dealership.

If one is to pin down to one thing the reason for this big Clipper acceptance, the answer is, of course, styling. The public has been captivated by Clipper streamlining, the smooth beauty of which has been achieved by lines alone. The "fadeaway" fender design, for example, has taken a firm hold on public fancy and this alone has sold many a Clipper.

Regarding this one very important styling detail, the automobile commentator of the smart New Yorker Magazine

has this to say in the issue of October 25:

"To me the Packard 'fadeaway' fender, which merges gently with the body near the middle of the door panel, is far more graceful than the flaring appendages that protrude from some of the more extreme '42 cars."

We believe the foregoing statement well reflects the thoughts of thousands concerning the fadeaway effect of front fenders. "Flaring appendages that protrude" isn't so bad and very politely describes what so many must think about those bolted-on-boxes which vainly try to imitate the genuine fadeaway effect. *Real* fadeaway fenders "melt," or disappear, gently into the body, without any crack, seam, or caulking.

A totem pole (a type of monument) will gain attention with its grotesque shapes and figures, but we have never heard of anyone going into raptures over its beauty. On the other hand, the Washington Monument, with an entire absence of anything ornate, has for years com-

manded the intense admiration of all who have viewed it. Its beauty lies solely in its simplicity in design. Simplicity is the keynote of Clipper design and the car has no need for "appendages" or other gee-gaws to command attention. There is no "to-tem" in its make-up.

If it were possible it would be interesting in this year of metal conservation, to measure the quantity and weight of bright metal used on a Packard Clipper in comparison with some competitive cars. The result would be surprisingly in favor of the Clipper for the inherently beautiful lines have not needed the gleaming metal. What is more interesting is to ponder over what some of these other cars are going to look like when stripped of their numerous bands of gaudy metal and have to depend on lines and paint only.

To give Packard salesmen a further slant on public feeling towards the new Packard Clippers as regards styling, we are quoting just a few of hundreds of replies to Packard owner questionnaires that have been received within the past few weeks. For obvious reasons the owner's name is omitted, but we give his city and make of car traded in. The replies are in answer to the question:

*"What are the reasons which caused you to prefer your new Packard to the other makes considered?"*

"I like the new streamlining, which is done with admirable restraint on the 1942 Packard. I like the custom simplicity of the car, sans chromium and other gaudy metal."

*Rock Island, Illinois (Ford)*

"Lack of chrome-plated junk so prevalent on other makes."

*Detroit, Michigan (Packard)*

"Its streamlining is modern without being freakish."

*Philadelphia, Pa. (Studebaker)*

"Appeals to me because I do not like the extreme in styles nor so much 'ginger bread'."

*Dayton, Washington (DeSoto)*

"I preferred the Packard because of name and reputation, but the beauty of the new Packard Clipper was the deciding factor."

*San Antonio, Texas (Packard)*

"It is up-to-date yet not gaudy. It is a smart-looking car yet styled simply without too much glitter."

*Brooklyn, New York (No trade)*

"Because the Packard had a style of its own. Other makes all looked alike."

*Grand Rapids, Mich. (Packard)*

"Think die work on fender fading into door finest I've ever seen."

*Glendale, Calif. (Buick)*

"Beautiful Clipper styling and roominess."

*San Francisco, Calif. (Ford)*

"The low racy body and the front fenders blending into the body."

*Evansville, Ind. (Packard)*

"Lack of gaudiness. Dignified and simple—two necessary components of beauty."

*Camp Blanding, Fla. (Mercury)*

"Fadeaway fenders are outstanding. Is modern and still conservative."

*Silver Springs, Md. (Pontiac)*

"It is a general idea that the Clipper is the most beautiful car of any on the roads today."

*Wilkes Barre, Pa. (Packard)*

"Pleased with its streamline design and lack of unnecessary white metal decorations."

*Streator, Ill. (Dodge)*

"A wonder in modern streamlining especially the fenders running into the doors."

*Milwaukee, Wis. (Packard)*

"I think the Packard the most beautiful car on the market today."

*San Francisco, Calif. (Chrysler)*

"The fadeaway fenders, the concealed running boards, I think are the most substantial and don't have a box effect as on other make cars."

*Newport, Ky. (Packard)*

"The exterior lines are the best of the 1942 cars."

*Pittsfield, Mass. (Chrysler)*

"Not too showy yet fine looking."

*Brooklyn, N. Y. (Mercury)*

"It's the best looking 1942 car I have seen."

*Mesco, Arizona (Buick)*

"Not an excessive use of chrome on the Packard."

*State College, Pa. (Packard)*

"The way the fenders glide right into the door, giving a smart and neat appearance."

*Annville, Pa. (Hudson)*

"Ultra streamlining without loss of good taste. Less chrome and garish equipment than others."

*Grand Rapids, Mich. (Packard)*

“Perfect in appearance and again distinctive (which Packard is noted for).”

*West New York, N. J. (Dodge)*

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“Smooth! Best looking car on the road. The Clipper is a honey.”

*Sioux City, Iowa (Packard)*

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“Clipper style. Best lines yet.”

*Detroit, Michigan (Oldsmobile)*

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“Beautiful conservative, yet attractive clean-cut appearance. Driving the car is just like ‘doing nothing’.”

*La Salle, Ill. (Packard)*

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Roomier car, latest style body lines, apparent superiority and quality of materials. In my opinion it has the neatest, snappiest, and yet conservative appearance.”

*Wilmette, Illinois (Buick)*

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As mentioned before, these expressions are but a few of many received but they reflect, we believe, the opinion of count-

less thousands of people. We caution Packard salesmen, however, not to rest their case on beauty alone, but to emphasize the other results obtained from Clipper design. Let us review them briefly:

1. Clipper design is not only beautiful but it is practical, and has provided unmatched roominess and comfort.
2. Clipper design is functional and has increased car performance, provided greater fuel economy, reduced noise, increased riding comfort and provided better driving visibility.
3. Clipper design has been most conservative in its use of white metal, needed for defense purposes.
4. Clipper design has brought new beauty, but has maintained the long familiar Packard identity which sets it apart from all other cars.

Attached you will find a copy of the New Yorker automobile editor's comments referred to above. We suggest its use when stressing the Clipper styling to a prospect.

SALES PROMOTION DEPARTMENT