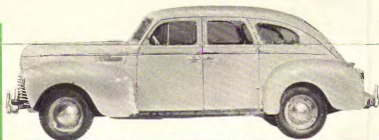
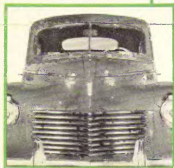


Packard One-Ten 4-Door Sedan



Chrysler Royal 4-Door Sedan

A Straight-From-The-Shoulder Comparison Of Packard One-Ten and Chrysler Royal

The mere statement that one product is superior to another similar product carries but little weight. Proof of extra quality in design, materials, or workmanship, must back up the statement. And so with motor cars—mere claims do not suffice to persuade the prospect, for example, that the Packard One-Ten is a better buy than the Chrysler Royal. Only a feature by feature comparison—a list of provable superiorities and a good demonstration are convincing enough to win the prospect's approval and his order.

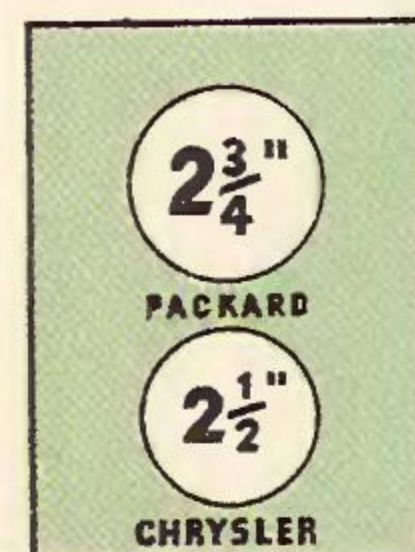
On the following pages these Packard superiorities are grouped under engine, chassis, and body, and each, with its advantages, is briefly described and discussed. The sum total of all is a wealth of Packard advantages sufficient to convince even a doubting prospect that, since both cars sell for approximately the same amount of money, the Packard is unquestionably the better value and the more desirable buy.

So far as the beauty of these two cars is concerned, we leave that to your own judgment and that of your prospect. We merely group photographs of the two cars here on the front page, so that you may compare them from every angle—side view, front view, and rear quarter view. We could proceed to point out various lines, contours, and proportions in the Packard which appeal to us as more pleasing but, after all, beauty is individual—a personal thing. Therefore, we dismiss beauty and turn now to provable mechanics and dimensions.

However, you, as a Packard salesman, have an appearance story to tell that carries plenty of weight. It is the story of distinctive identity. And it is a story that every prospect will understand and agree with. Therefore, we urge that you never pass up the opportunity to point out the distinctive Packard lines and graceful styling and what they mean to the owner in satisfaction and prestige.

Feature After Feature Prove Packard Advanced Engine Design

Crankshaft Diameter Pack. $2\frac{3}{4}$ " Chry. $2\frac{1}{2}$ "

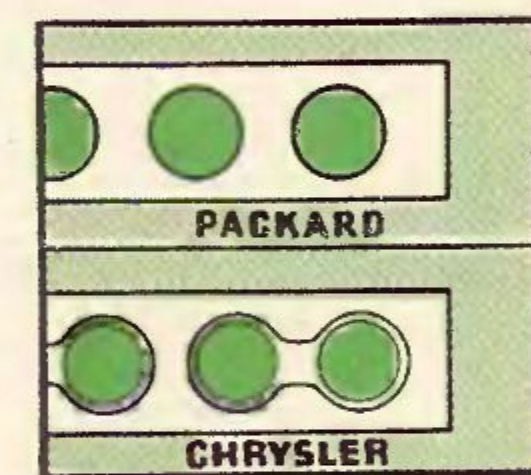


In the first place both the Packard and the Chrysler engines have six cylinders and both develop practically the same horsepower. Packard 100 at 3200 R.P.M., Chrysler 108 at 3600 R.P.M. However, an indication of Packard's superior quality of construction is seen in its larger crankshaft— $2\frac{3}{4}$ inches and $2\frac{1}{2}$ inches in diameter, respectively. A larger crankshaft naturally assures greater rigidity and larger bearings should wear longer.

Thermo-Strut Pistons Pack. Yes Chry. No

Packard aluminum alloy Thermo-Strut pistons have a steel strut embedded in the metal to control expansion and so relieve pistons and cylinder walls of excessive pressure and wear during the warm-up period. Chrysler pistons have no strut but an attempt to reduce wear is made by anodizing the surface.

Cylinders Surrounded by Water Pack. Yes Chry. No



Each Packard cylinder is a separate barrel completely surrounded by cooling water. Therefore, cooling is even on all sides and expansion is uniform at every point on the circumference. Chrysler cylinders are joined in pairs with a connecting wall of solid metal. Cooling water can only contact each cylinder on three sides and expansion is naturally uneven.

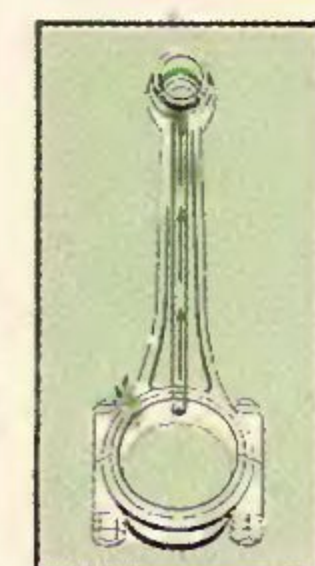
Timing Chain Width Pack. $1\frac{1}{4}$ " Chry. 1"

A twenty-five per cent advantage in timing chain width—Packard $1\frac{1}{4}$ inches, Chrysler 1 inch—is important, for it provides a greater contact area between chain and sprockets. This, in turn, means less wear and less wear assures quiet operation for a longer period.

Expander Oil Control Ring Pack. Yes Chry. No

Instead of using two ordinary oil control rings on each piston like Chrysler, the Packard One-Ten has a special spring-expanded oil ring. The inner spring exerts the correct degree of pressure on the ring to maintain proper contact with the cylinder walls at all speeds. Oil consumption is reduced to the minimum.

Rifle-Drilled Connecting Rods Pack. Yes Chry. No



Some motor car manufacturers, including Chrysler, claim full pressure engine lubrication and yet omit such vital moving parts as the piston pins. They depend on oil forced out from the connecting rod bearings and thrown upward to the pins as the crankshaft revolves. Packard, on the other hand, provides positive piston pin lubrication by rifle-drilling the connecting rods from crank-pin to piston pin bearings.

Pressure Lubricated Tappets Pack. Yes Chry. No

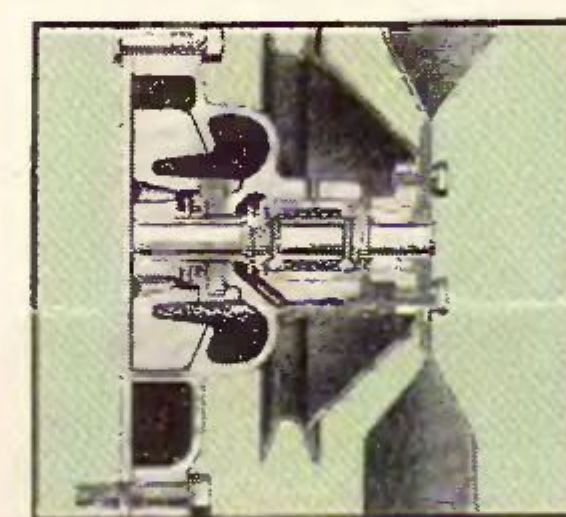


An important feature that gives Packard the right to claim 100% pressure engine lubrication is the special design of the valve mechanism. Oil is conducted through passages direct from the main oil gallery to each tappet under full engine pressure. Only one other car in the Packard One-Ten price class offers this advanced engineering feature. Chrysler Royal does not.

Floating Type Oil Screen Pack. Yes Chry. No

Because water, abrasives and other impurities settle to the bottom of the oil pan of their own weight, the Packard oil screen is hinged and floats. Thus only the cleanest oil is taken from the surface and circulated through the engine. Chrysler Six oil screen is permanently located at the bottom of the pan. Less wear, because cleaner oil is used, may be expected from the Packard.

Ball Bearing Water Pump Pack. Yes Chry. No



Long life and service-free operation of the Packard One-Ten are provided by a double row ball bearing on which the water pump shaft revolves. Moreover, the Packard pump is permanently packed and greased at the factory. The Chrysler pump shaft is mounted on a metal bushing and requires periodic service.

Semi-Centrifugal Clutch Pack. Yes Chry. No

Both the Packard and Chrysler clutches are ventilated to provide a cooler operating atmosphere. Packard makes a further advancement by designing the clutch with special weights which develop centrifugal force. This force is utilized to supplement spring pressure. Thus lighter springs can be used, clutch slippage at high speed is reduced, and less pedal pressure is required. Chrysler does not take advantage of this semi-centrifugal design in its clutch.

Unimesh Transmission Pack. Yes Chry. No

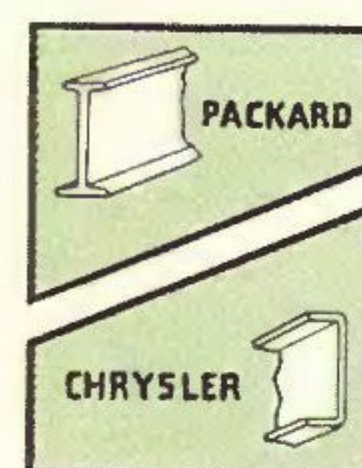
There are two very important features of the Packard transmission not incorporated in Chrysler. First, all forward speeds in the Packard are in constant mesh. Shifting is quick and easy, clashing almost impossible. Second, nine ball and roller bearings are used instead of only six as in Chrysler. It is logical to expect longer life and more trouble-free service when so many more of these expensive bearings are used.

Overdrive Available Pack. Yes Chry. No

Packard owners may enjoy, at moderate extra cost, all the advantages of Packard's exclusive overdrive transmission—Econo-Drive. Savings as great as 20% in gasoline and oil, a new engine smoothness and quietness, better acceleration and hill-climbing, and longer life all are provided by Econo-Drive. Chrysler does not offer any overdrive transmission in the Royal although a less modern type is available for other Chrysler models.

Packard Chassis Design Offers Unique Advantages Over Chrysler

Tapered I-Beam X-Member Frame Pack. Yes Chry. No



Frame rigidity is important in a passenger car, for it prevents weaving and twisting of the body, which cause squeaks and rattles. It is reasonable to look for greater rigidity when the frame is stiffened by an X-member fabricated from tapered I-beam steel as used in Packard rather than the Chrysler X-member, which is made from ordinary channel stock.

Frame Side Rail Depth Pack. $6\frac{1}{8}$ " Chry. 6"

While the type of X-member is important to frame rigidity, frame strength is determined largely by side rail depth. Here Packard has a decided advantage over Chrysler Royal, for the Packard frame is practically an inch deeper—Packard $6\frac{1}{8}$ inches, Chrysler 6 inches.

Fan-Blast Cooling Tunnels Pack. Yes Chry. No

Special exhaust tunnels built into the side walls of the Packard One-Ten engine compartment provide an additional escape for the air from the fan blades and so increase the capacity of the fan to draw air through the radiator core. This, of course, adds to the efficiency of the whole cooling system. Chrysler makes no such provision for extra cooling.

Long Torque Arms Pack. Yes Chry. No

Long torque arms of heavy steel (important feature of the Packard Safe-T-fleX front suspension) extend in lines almost parallel with the frame from the front lever to a point near the cowl. They form wide angles with the lower levers and more effectively absorb braking loads, withstand road shocks, and maintain wheel alignment. Chrysler front suspension is of the ordinary wish-bone type, with short levers and narrow angles.

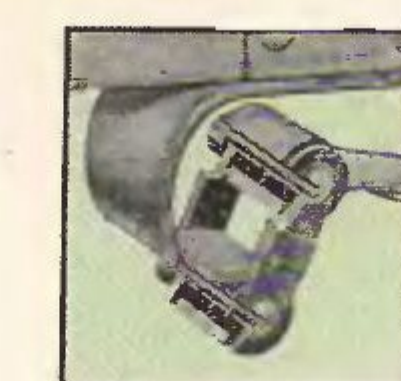
Safe-T-fleX Rubber Bearings Pack. Yes Chry. No

Except for ball and roller bearings at the lower end of the vertical wheel support, all bearings in the Packard Safe-T-fleX are made of live rubber. They provide control of spring action in proportion to the road shocks received, and are an important factor in producing the smooth, level Packard ride. Chrysler cannot offer this advantage, for all front suspension bearings are metal.

Rubber Floated Rear Springs Pack. Yes Chry. No

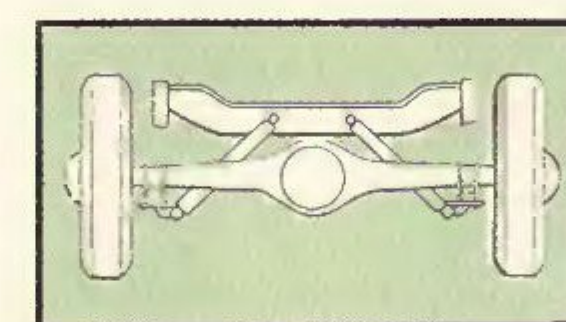
Rubber pads at the ends of the upper rear spring leaves and special composition low-friction inserts at the ends of the lower leaves give the new Packard a combination of spring softness and graduated control of resiliency. Thus the Packard ride is gentle and level on both smooth and rough roads and also under partial and full loads. Chrysler springs are conventional in design and do not afford proportionate resiliency.

Rubber Insulated Shackles Pack. Yes Chry. No



Not only are the front ends of Packard rear springs carried in bearings of rubber but the shackles also have rubber bearings at both top and bottom. There is no metal-to-metal contact whatever, and the noise path between wheels and body is completely broken. Chrysler shackles have metal bushings.

Inverted "V" Shock Absorber Mounting Pack. Yes Chry. No



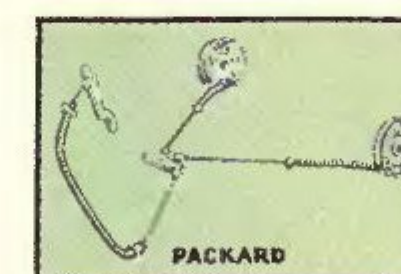
Packard One-Ten and Chrysler Royal are both equipped with direct-acting "airplane" type rear shock absorbers. However, Packard shock absorbers are mounted in an inverted "V" or "sea leg" manner so that they function in

absorbing cross shocks and side sway and so serve to keep the car on an even keel. Chrysler shock absorbers are parallel to the frame and, therefore, cannot control side-wise movements.

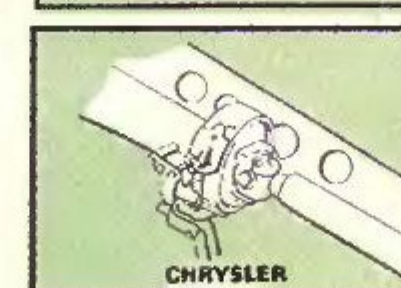
Servo-Hydraulic Brakes Pack. Yes Chry. No

While practically all American cars, Chrysler included, are equipped with hydraulic service brakes, all are not of the same design. Packard Servo-Hydraulic brakes are of the self-energizing type, that is, they utilize the forward motion of the car to help apply the brakes and so reduce pedal effort. Chrysler brakes do not take advantage of this modern brake design and consequently more effort is required to stop the car.

Hand Brake on Rear Wheels Pack. Yes Chry. No



Because the Packard hand brake operates through mechanical linkage on both rear wheels, the car may be stopped on a hill, one rear wheel jacked up and tires serviced. Under similar circumstances it would be necessary to block the wheel of a Chrysler because the Chrysler hand brake is located on the propeller shaft. As a matter of fact, a wooden block is included in the Chrysler tool kit. More than twice the hand brake lining area—Packard $79\frac{1}{4}$ square inches, Chrysler $34\frac{1}{8}$ square inches—assures longer lining life for Packard.



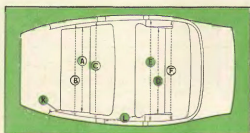
Number of Chassis Ball and Roller Bearings Pack. 48 Chry. 35

No car in or near the price class of the Packard One-Ten has as many ball and roller bearings. For example, Chrysler has only 35 to Packard's 48. And such anti-friction bearings are a reliable indicator of car quality.

Scientific Proportioning Gives Packard Many Body Superiorities

Below we show a table of body dimensions of the new Packard One-Ten and the Chrysler Royal. These measurements were taken with a steel tape in exactly the same manner in each car. At first glance it might seem that Chrysler has the advantage in seat room both front and rear. This is literally true regarding cushion width but notice that this extra roominess is not carried through

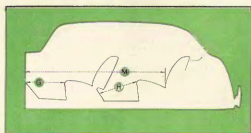
into the other seat dimensions. In elbow room and shoulder room the Packard is inches wider. If you will reflect for a moment you will realize that the human body is considerably wider at the elbows and shoulders when seated. Therefore, in Chrysler the extra space is localized where it is least needed, while in Packard roominess is scientifically proportioned for maximum comfort.



FRONT COMPARTMENT

	Packard	Chrysler
Seat width—hips	50"	51"
Seat width—elbows	55"	53 3/4"
Seat width—shoulders	56 3/8"	53 3/4"
Leg room (front seat in intermediate position)	25 1/4"	26 3/4"
Entrance space (front seat in intermediate position)	12 3/4"	10 1/8"

BODY MEASUREMENTS



REAR COMPARTMENT

	Packard	Chrysler
Seat width—hips	47 1/2"	51 1/8"
Seat width—elbows	61"	57"
Seat width—shoulders	56"	53 1/2"
Leg room (front seat in intermediate position)	25 3/8"	26 3/4"
Entrance space	20"	19"
Total body space—dash pad to rear seat back	88 3/8"	88"

Robe Cord

Pack. **Yes** Chry. **No**

The handsome robe cord across the back of the front seat in the Packard One-Ten 4-door sedan is a real convenience, for it keeps coats, robes, etc., neatly in place instead of on the seat, yet they are instantly available when needed. Chrysler has omitted this important interior fitting this year.

Number of Chassis Lubrication Points

Pack. **15** Chry. **24**

Because so many Packard bearings are permanently greased at the factory and because a total of 24 oilless rubber bushings are used, there are only 15 points on the whole chassis that require attention every 1000 miles—4 more at 10,000-mile periods. At the same time Chrysler has 24 points to lubricate every 1000 miles. Certainly, fewer lubrication points mean less chances for wear.

Level Floors

Pack. **Yes** Chry. **No**

Packard engineers realize the convenience of smooth, level floors and also the importance of low floor height. Therefore, when they designed the chassis and body of the One-Ten they achieved the desired combination of floors close to the road and floors without tunnels. The tunnel in the front compartment of the Chrysler is quite prominent.

Tread—Front and Rear

Pack. **59 3/16"** **60 1/2"** Chry. **57"** **60 7/32"**

Besides the stabilizing effect of the inverted "V" mounting of the Packard rear shock absorbers (lacking on the Chrysler), another factor contributing to the exceptional steadiness of the Packard is its wider front and rear treads—Packard—front 59 3/16 inches, rear 60 1/2 inches, Chrysler—front 57 inches, rear 60 7/32 inches.

CONCLUSION

There is plenty of sales ammunition in this Promotional Pointer to eliminate serious competition from the Chrysler Royal. Of course, we don't suggest that you make direct comparisons until all other methods to persuade your prospect fail. The better way is to plan your sales talk to offset Chrysler features without direct reference to them and at the same time play up those Packard

features which you know Chrysler lacks. However, if your prospect is still considering Chrysler Royal after you have made a thorough presentation of the Packard One-Ten, then the time has come to point out to him the advantages and extra value over Chrysler as clearly shown in this bulletin. You have the ammunition—make your shots count.

SALES PROMOTION DEPARTMENT