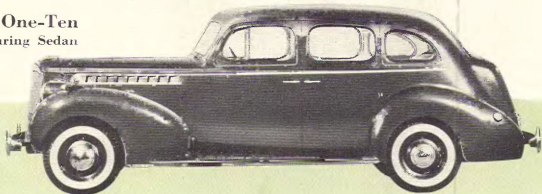


**Packard One-Ten**  
4 Door Touring Sedan



## Which Car Would You Buy?

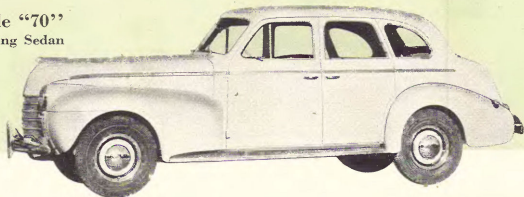
### **Packard Has**

- 122 inch wheelbase
- 100 horsepower at 3200 r.p.m.
- 6.39 to 1 compression ratio
- 81½ pound crankshaft
- Thermo-Strut aluminum pistons
- Expander type oil control ring
- Pressure lubricated tappets
- 1¼ inch wide timing chain
- Floating oil screen
- Semi-centrifugal clutch
- Ball clutch release bearing
- 32 pounds sedan weight per H.P.
- I-beam X-member frame
- Fan-blast cooling tunnels
- Safe-T-fleX front suspension
- Rubber floated rear springs
- Hotchkiss drive
- Frame side rail 6-15/16 inches deep
- 158½ square inch braking area
- 48 ball and roller chassis bearings
- Level floors front and rear
- Distinctive style and identity

### **Oldsmobile Has**

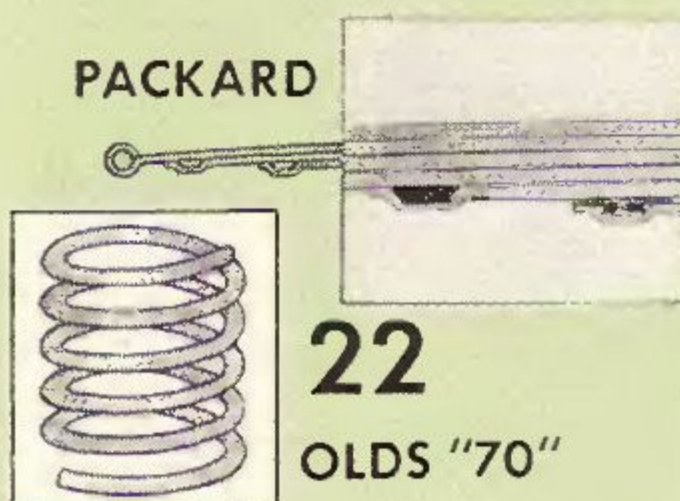
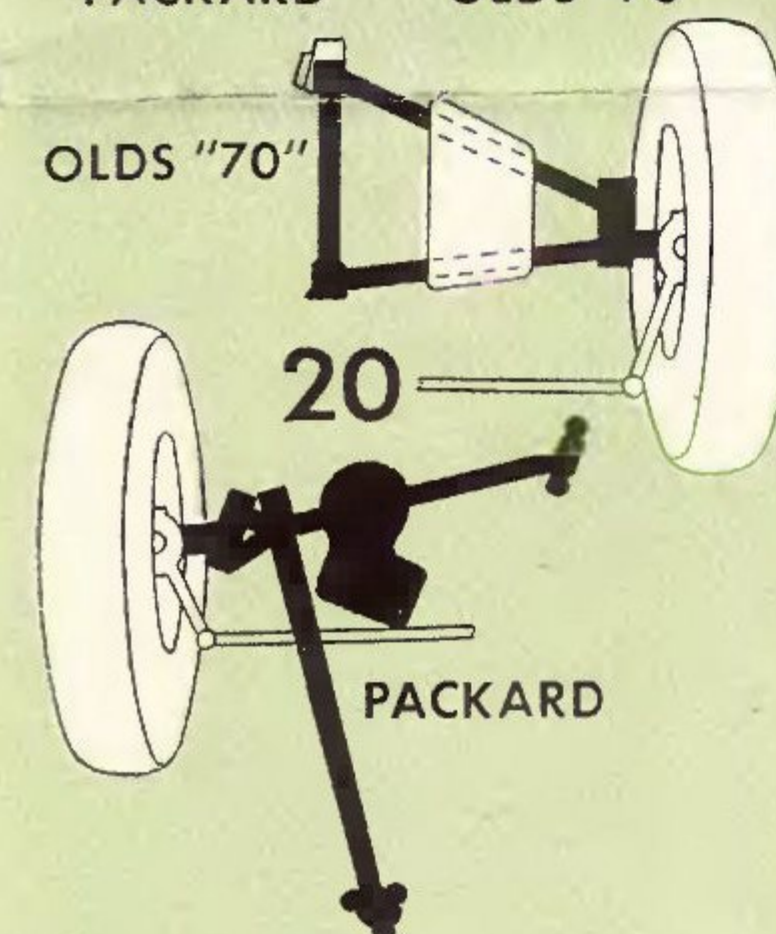
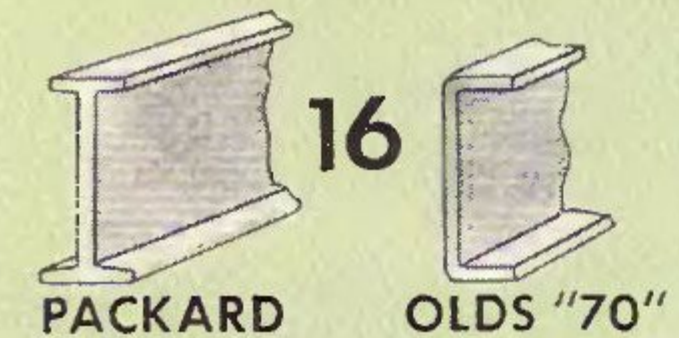
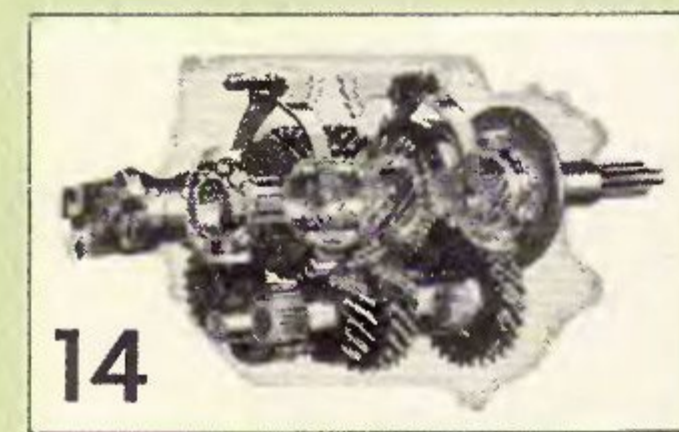
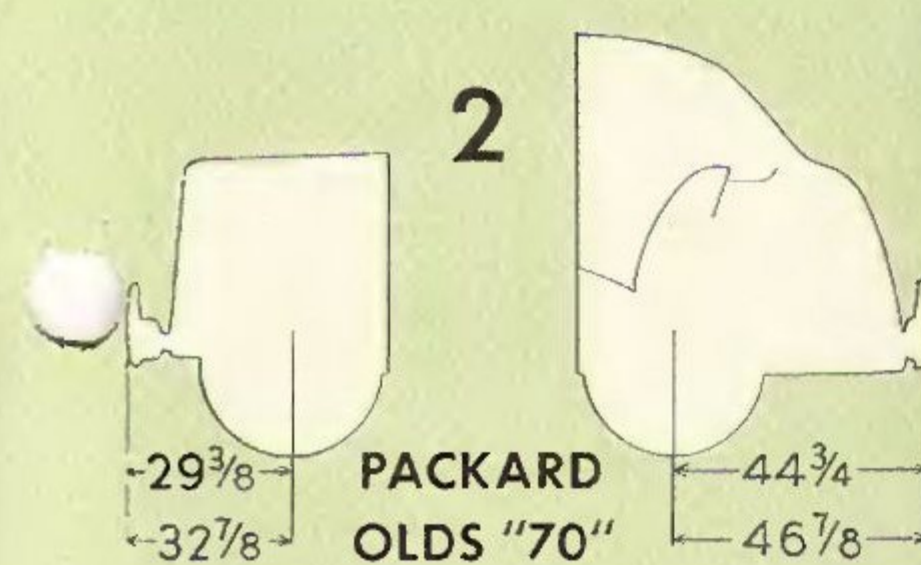
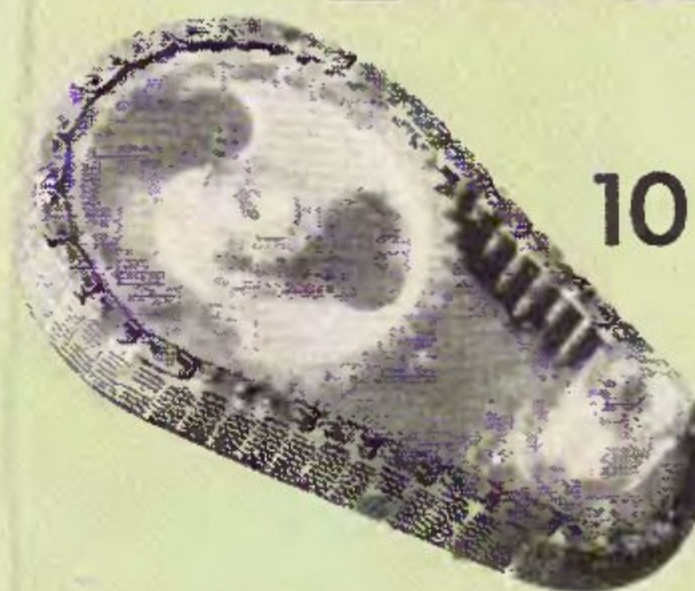
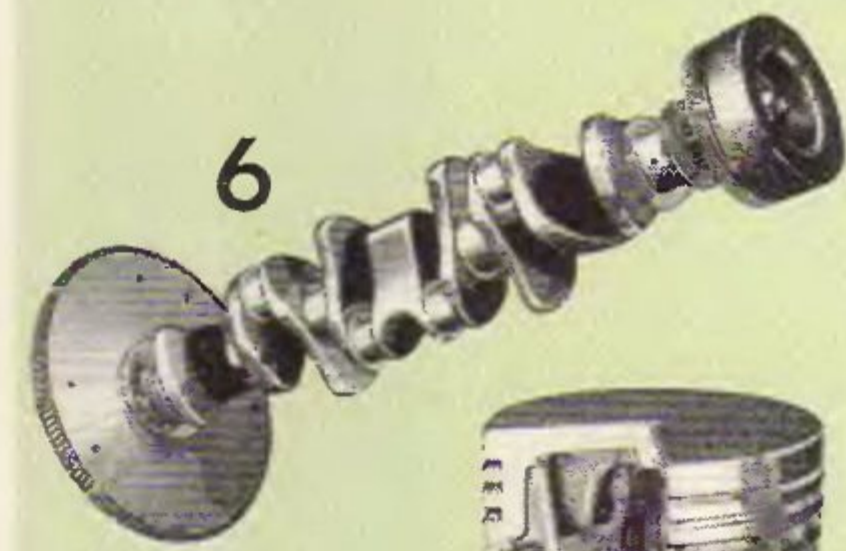
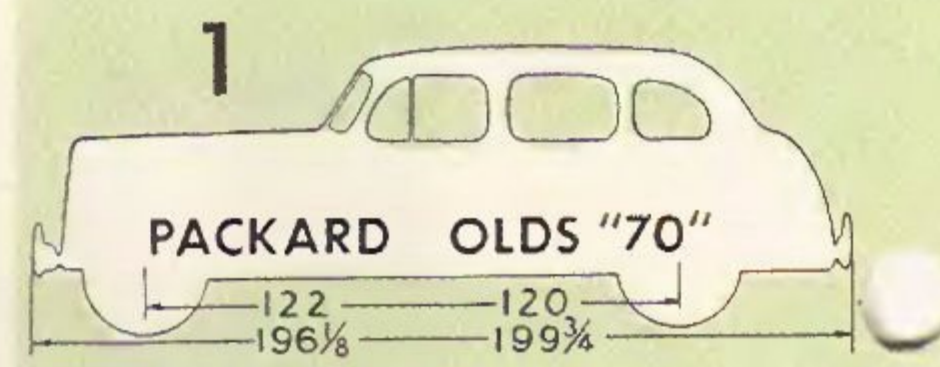
- 120 inch wheelbase
- 95 horsepower at 3400 r.p.m.
- 6.1 to 1 compression ratio
- 77 pound crankshaft
- No-Strut aluminum pistons
- Ordinary oil ring
- Splash lubricated tappets
- 1 inch timing chain
- Non-floating oil screen
- Conventional clutch
- Graphite clutch release bushing
- 33.3 pounds sedan weight per H.P.
- Channel X-member frame
- No cooling tunnels
- Wishbone type front suspension
- Coil rear springs
- Torque arm drive
- Frame side rail 6 inches deep
- 148 square inch braking area
- 35 ball and roller chassis bearings
- Tunnels front and rear
- Radical appearance changes

**Oldsmobile "70"**  
4 Door Touring Sedan



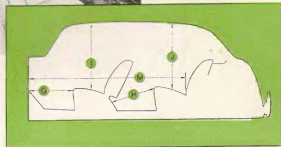
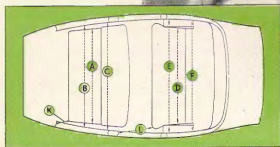
# Straight from the Shoulder Comparison of Packard One-Ten and Oldsmobile "70"

- 1. WHEELBASE AND OVER-ALL LENGTH.** Because the Packard One-Ten has a longer wheelbase than Olds "70"—122", 120"—and a shorter over-all length—196 $\frac{1}{8}$ ", 199 $\frac{3}{4}$ "—it is better proportioned, easier to park and maneuver in traffic.
- 2. OVERHANG FRONT AND REAR.** Short over-all length and long wheelbase mean less overhang front and rear—Packard front 29 $\frac{3}{8}$ ", rear 44 $\frac{3}{4}$ "—Olds front 32 $\frac{7}{8}$ ", rear 46 $\frac{7}{8}$ ". The shorter overhang assures more pleasing appearance and better handling.
- 3. BRAKE HORSEPOWER.** The Packard One-Ten six-cylinder engine develops full 100 horsepower at 3200 r.p.m. Oldsmobile "70" provides only 95 horsepower at 3400 r.p.m. Here is a double Packard advantage—five extra horsepower and 200 fewer r.p.m.
- 4. PISTON DISPLACEMENT.** One would naturally expect the more powerful Packard engine to be bigger than the Olds Six. Such is the case—Packard piston displacement 245 cubic inches, Olds "70" 230 cubic inches.
- 5. COMPRESSION RATIO.** Just as piston displacement is an indicator of torque ability, so is compression ratio a means of judging efficiency—Packard 6.39 to 1, Olds 6.1 to 1. Other things being equal, the engine with the higher compression ratio will produce more power from each drop of fuel.
- 6. CRANKSHAFT WEIGHT.** The Packard One-Ten crankshaft weighs 4 $\frac{1}{2}$  pounds more than Olds "70"—Packard 81 $\frac{1}{2}$  pounds, Olds 77 pounds. Extra weight is important in a crankshaft, for it reduces twisting and vibration.
- 7. THERMO-STRUT PISTONS.** Both the Packard One-Ten and the Olds "70" have aluminum pistons, but those of the Packard are fitted with steel struts which control expansion thermostatically and make possible a more perfect piston fit at all engine temperatures. Olds pistons have no struts.
- 8. OIL CONTROL PISTON RINGS.** Expensive, spring-expanded oil control piston rings are standard on Packard pistons. They reduce oil consumption to the practical minimum. Olds "70" has ordinary oil rings.
- 9. PRESSURE LUBRICATED TAPPETS.** The Packard One-Ten is ultra-modern in that the valve tappets are positively lubricated by oil under full engine pressure. Olds depends on splash lubrication of these important parts.
- 10. TIMING CHAIN.** Because the Packard timing chain is 25% wider than that used on Olds—1 $\frac{1}{4}$ " and 1" respectively—it should wear longer and remain quiet for a longer period of time.
- 11. FLOATING OIL SCREEN.** The oil screen of the Packard One-Ten is hinged so that it floats near the surface of the oil and takes only the cleanest oil from the top of the pan. The Olds screen is located at the bottom of the pan where dirt, water and abrasives are likely to lodge.
- 12. SEMI-CENTRIFUGAL CLUTCH.** Centrifugal force is utilized by the design of the Packard clutch to increase plate pressure and reduce pedal operation effort. With the Olds clutch design this extra force is not utilized and heavier clutch springs requiring more pedal pressure must be used.
- 13. CLUTCH RELEASE BEARING.** Like the lower priced car, the Chevrolet, the Oldsmobile "70" is equipped with a graphite bushing on the clutch release. Packard, however, uses a ball bearing at this important point.
- 14. TRANSMISSION.** The Unimesh transmission with which the Packard One-Ten is equipped has all forward speeds in constant mesh so that gear shifting either up or down at any speed is clash-free, and easy. Shafts and gears rotate on nine ball and roller bearings. Oldsmobile has only second and third gears in constant mesh and uses only five anti-friction bearings.
- 15. WEIGHT TO HORSEPOWER.** Because both cars weigh approximately the same—Packard 3200 pounds, Olds 3220 pounds—and because the new Packard develops 5 more horsepower, the ratio of sedan weight per brake horsepower is less for Packard than for Olds—Packard 32 pounds even, Olds 33.8 pounds. Naturally, less weight per horsepower means better performance.



- 16. I-BEAM FRAME X-MEMBER.** Modern bridge construction is reflected in the I-beam girders in the frame X-member of the new Packard One-Ten. Olds features the less rigid conventional channel type of frame X-member.
- 17. FRAME SIDE RAIL DEPTH.** Frame side rail depth is an important specification for it indicates frame strength. It is logical to suppose that the Packard frame 6-15/16" deep is more rugged than the 6" frame of the Olds "70".
- 18. FAN-BLAST COOLING TUNNELS.** A special modern feature offered by Packard is found in the Fan-Blast Cooling Tunnels. These tunnels are built into both sides of the engine compartment and materially increase the capacity of the fan. Cooling efficiency is improved.
- 19. WHEEL BEARINGS.** In both front and rear wheels Olds is equipped with ball bearings—in the front with cup and cone and in the rear with a non-adjustable ball bearing. Packard uses fully adjustable tapered roller bearings in all wheels.
- 20. FRONT SUSPENSION.** Long torque arms in the Packard Safe-T-fleX front wheel suspension form a wide angle with the lower support lever to better absorb vibration and braking loads and to maintain wheel alignment. Olds uses the wishbone type with a narrow angle between the supports.
- 21. RUBBER FRONT SUSPENSION BEARINGS.** A unique feature of the Packard Safe-T-fleX suspension is the use of rubber bearings at all bearing points except the lower end of the vertical wheel support where all the weight is carried. These rubber bearings help control the resiliency of the coil springs as well as break the noise path between wheels and frame. Olds uses metal bushings throughout which do not present these advantages.
- 22. REAR SPRINGS.** A new softness and resiliency is given Packard semi-elliptic rear springs by rubber inserts at the ends of the upper leaves, but adequate control of spring action is supplied by special low friction inserts at the ends of the lower leaves. The result is smooth, level spring action—partially self-controlled. Olds coil springs have in themselves no control whatever over resiliency and depend entirely on the shock absorbers.
- 23. HOTCHKISS DRIVE.** Because of the use of coil springs at the rear, Olds cannot offer the advantages of Hotchkiss drive. Instead of the springs absorbing driving and braking loads as in Packard, the torque arms, connecting the rear axle with the frame, transmit these shocks directly to the frame.
- 24. TREAD—FRONT AND REAR.** The very noticeable stability of the new Packard One-Ten is largely attributable to its exceptionally wide tread front and rear—Packard front 59-3/16", rear 60 $\frac{1}{2}$ "; Olds front 58", rear 59".
- 25. BRAKE AREA.** Because Packard service brakes are over ten square inches greater in area than Olds—Packard 158 $\frac{1}{2}$  sq. in., Olds 148 sq. in.—and because both cars are the same weight, Packard brakes have less work to do—less car weight per square inch of lining area to stop—Packard 20.1 lbs., Olds 21.7 lbs.
- 26. LUBRICATION POINTS.** Because so many Packard ball and roller bearings are permanently greased at the factory, and also because 24 oilless rubber bushings are used, there are only 15 points in the chassis needing regular lubrication at 1000-mile intervals. Olds has 25.
- 27. CHASSIS BEARINGS.** Regarding chassis ball and roller bearings, let us quote from the 1940 Oldsmobile Data Book: "The number of anti-friction bearings used throughout the chassis of an automobile is important to the owner because they indicate the built-in quality of the car as do the jewels of a high-grade watch." It is most significant in the light of the preceding that the Packard One-Ten has 48 such bearings while Oldsmobile "70" has only 35.
- 28. STYLING.** The arresting and exclusive beauty of Packard styling has for years lent distinction and individuality to every Packard car. Olds appearance, on the other hand, has changed radically each year and is not easily distinguishable from other cars.
- 29. LEVEL FLOORS.** Packard has designed a chassis and body for the new One-Ten which make possible exceptionally low floors without resorting to the expedient of awkward floor tunnels—these are found in the Oldsmobile.
- 30. REAR QUARTER WINDOWS.** Smoke and stale air are quickly and efficiently exhausted from the rear compartment at all times by the Packard pivoting rear quarter windows. The wind must be in just the right direction to make Olds sliding windows effective. Otherwise an inward draft is set up.

# The Packard Body Is Roomy Where Roominess Counts Most



## Body Dimensions

Front Compartment	Packard One-Ten	Olds "70"	Rear Compartment	Packard One-Ten	Olds "70"
A—Seat width—hips . . . . .	50"	50½"	D—Seat width—hips . . . . .	47½"	47¾"
B—Seat width—elbows . . . . .	55"	53¾"	E—Seat width—elbows . . . . .	61"	56¾"
C—Seat width—shoulders . . . . .	56¾"	55"	F—Seat width—shoulders . . . . .	56"	53"
G—Leg room—(front seat in intermediate position)	25¼"	23¾"	H—Leg room—(front seat in intermediate position)	25¾"	22½"
I—Head room—(front seat in intermediate position)	36-3/16"	35¾"	J—Head room . . . . .	36¾"	35¾"
K—Entrance space—(front seat in intermediate position)	12¾"	9¼"	L—Entrance space . . . . .	20"	17¼"
			M—Body space—(dash pad to rear seat back) . . . . .	88¾"	85¾"

THE PACKARD ONE-TEN body is large—exceptionally large—and it is scientifically proportioned in every dimension to provide comfort for each passenger. Notice in the table of dimensions above that the Packard body is larger in every dimension in both front and rear compartments with the single exception of seat width at the hips. And in these two measurements there is a difference of only half an inch in the front and a quarter of

an inch in the rear. Neither of these differences provides any advantage in the Olds. However, Packard advantages in elbow and shoulder room dimensions of three to almost five inches contribute very noticeably to passenger seating comfort. Total body space is also an important dimension for it represents actual usable space within the body and is particularly reflected in leg room. The Packard advantage of three inches is, therefore, an important consideration.

### To the Salesman

*In the light of the long list of Packard One-Ten advantages as outlined in this bulletin, the slight Oldsmobile advantage in price disappears completely in the face of the extra values offered by Packard. Wise salesmen will sell Packard strictly on its own merits without mentioning competition. However, if the prospect appears interested in the Olds "70", you have in this bulletin all the facts necessary to win him to Packard.*

SALES PROMOTION DEPARTMENT

The information contained in this Promotional Pointer is obtained from reliable sources and is, in our opinion, correct but cannot be guaranteed.

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