

P
resenting

TWO MAGNIFICENT NEW MOTOR CARS
WITH
COMPLETELY RE-BALANCED DESIGN

The Packard Twelve

The Packard Super-Eight

ASK THE MAN WHO OWNS ONE

1938

PACKARD-ROLLSTON

All-Weather Cabriolet

PACKARD-ROLLSTON

All-Weather Panel Brougham

PACKARD-ROLLSTON

All-Weather Town Car

The above available on
Packard 8 chassis

PACKARD-ROLLSTON

All-Weather Cabriolet

PACKARD-ROLLSTON

All-Weather Town Car

The above available on either
Packard 12
or Packard Super 8 chassis

PACKARD-BRUNN

Touring Cabriolet

PACKARD-BRUNN

All-Weather Cabriolet

The above available on either
Packard 12
or Packard Super 8 chassis

PACKARD *Custom Cars*

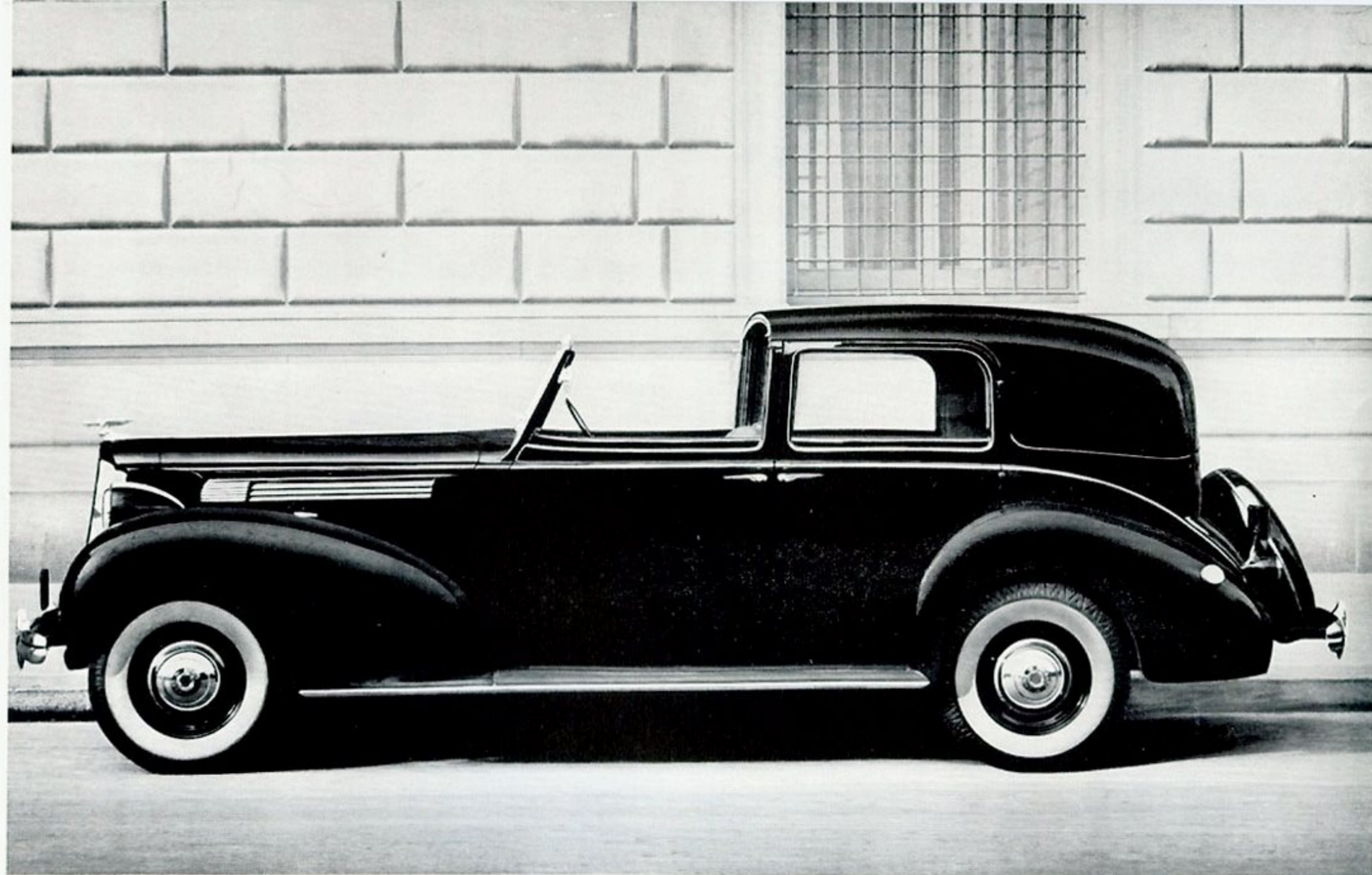
Long held in highest favor by America's finest coach makers, the Packard car as designed and built for 1938 gives opportunity for fullest expression of the artisanship of these master craftsmen. Seven body styles have been created for Packard by men who have for many years stood at the top in that fine art of custom body building.

Packard custom cars have ever been a predominating choice with discriminating families of America who enjoy the luxuries of the finer modes in living. Never has this choice been more merited than with these new creations in which has been perfectly blended comfort, beauty, perfection of appointments and motor car distinction of a new order.

In addition to three cars of the more formal type and one giving the utmost in luxury on the open highway, all offered on both the Packard 12 and Packard Super 8 chassis, three new custom cars have been created for the Packard 8 chassis. They meet a demand for smart formal cars possessed of all the elegance and luxury of appointments found in the great Packard 12 town car and yet are smaller and of lesser cost.

Presented here by brief word and picture, all too inadequate to portray the new elegance and all embracing allure these cars possess, are Packard's 1938 custom car offerings.

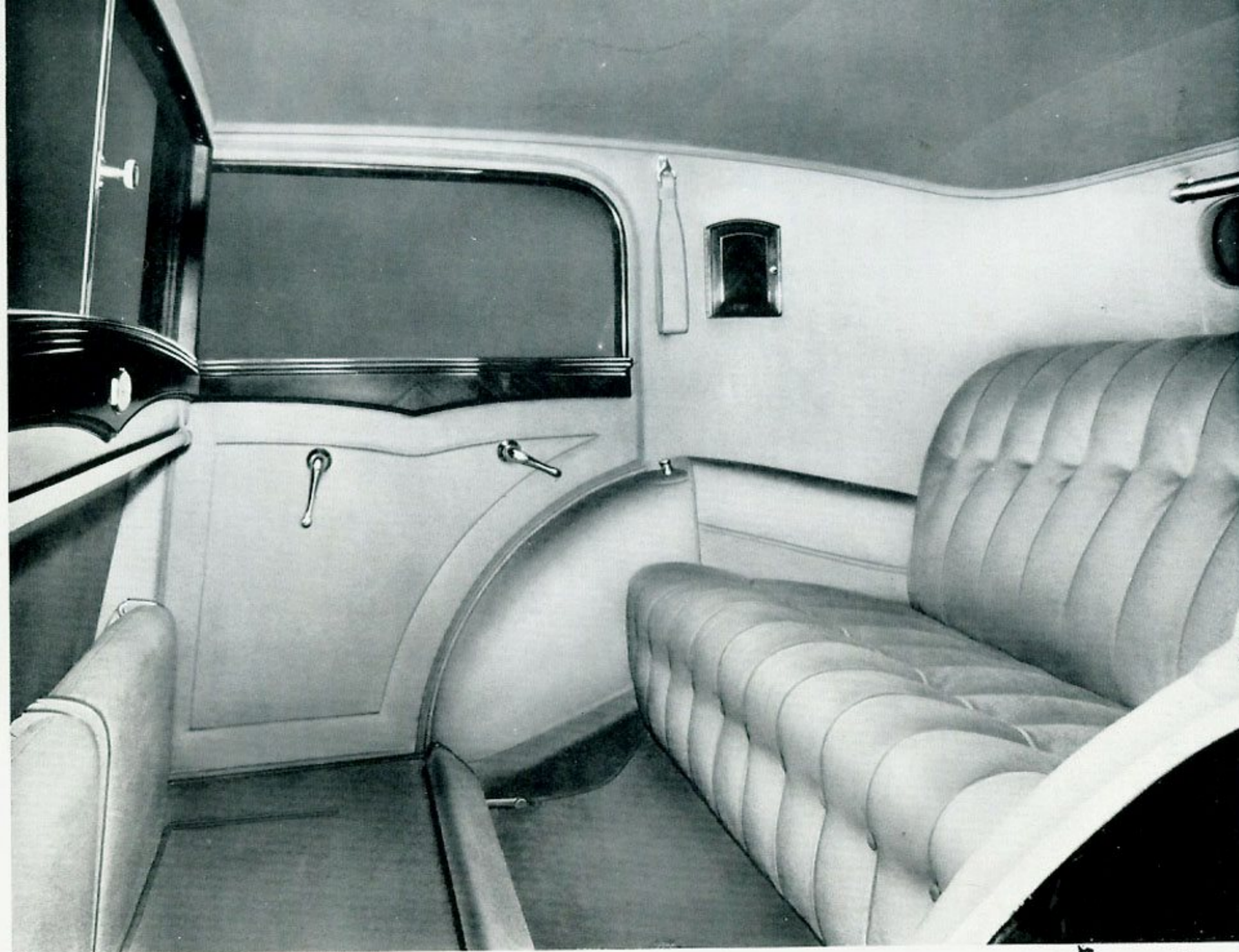
PACKARD MOTOR CAR COMPANY, DETROIT, MICHIGAN



*Body
by*
ROLLSTON

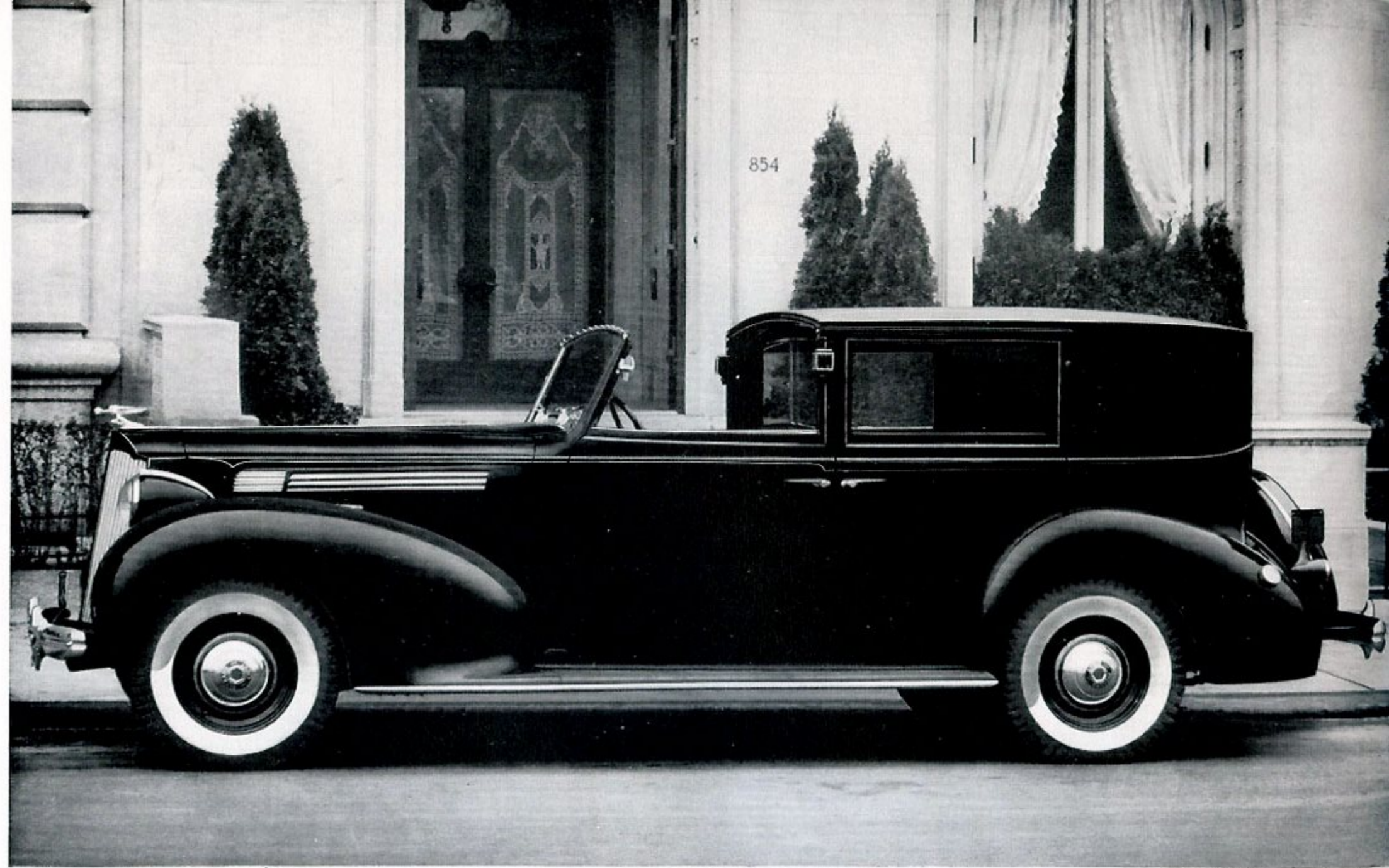
The PACKARD-ROLLSTON All-Weather Cabriolet, Style No. 1665

Available on Packard 8 chassis of 127-inch wheel base only. Grace, beauty, and refined dignity mark every line of this vehicle. Its greater maneuverability in heavy city traffic is much appreciated.



Despite its somewhat shorter, more easily parked length, it offers the most luxurious comfort. Five may ride with ample room in rear compartment.

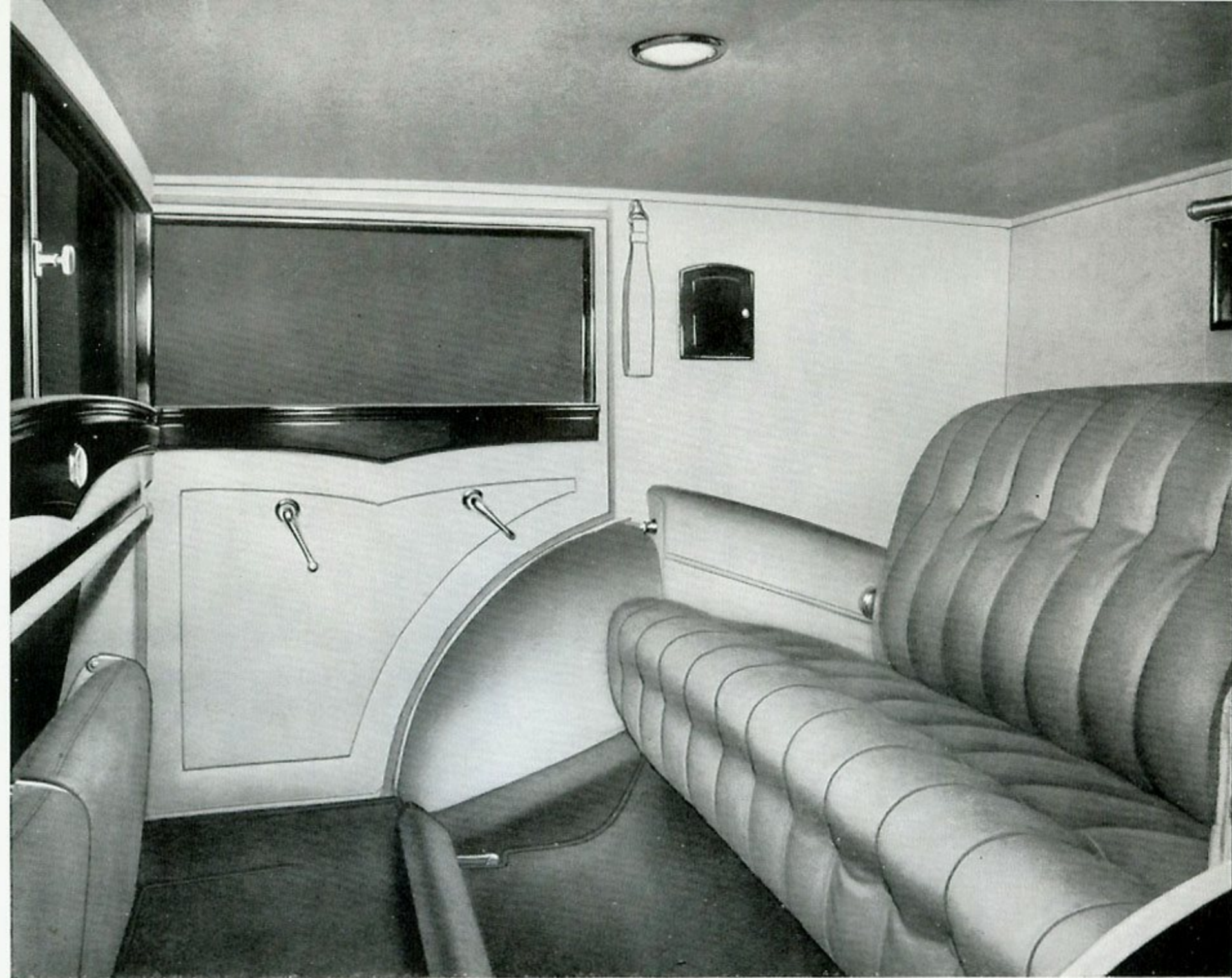
*Ask
the man
who owns
one*



*Body
by*
ROLLSTON

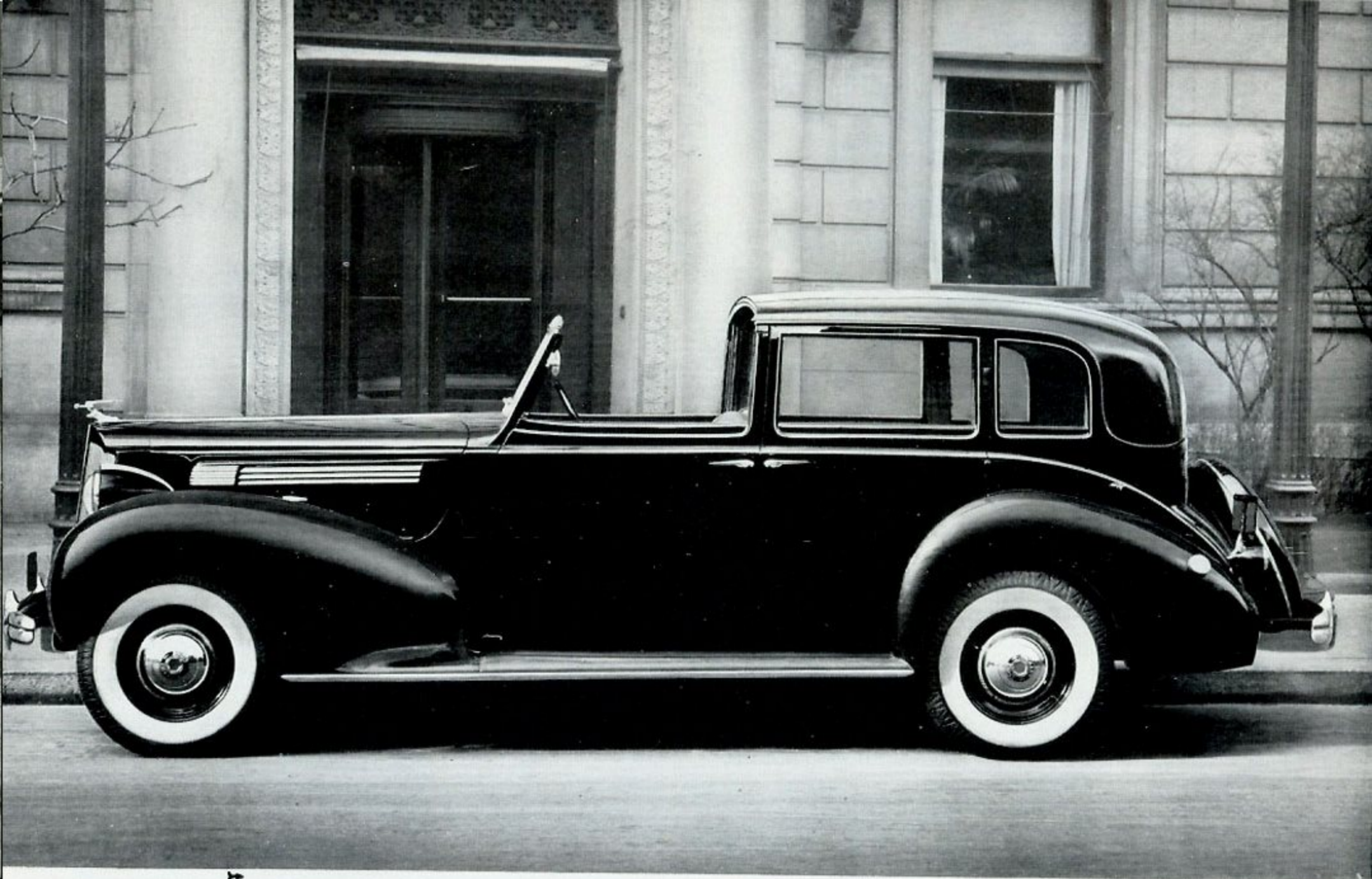
PACKARD-ROLLSTON All-Weather Panel Brougham, Style No. 1668

Available on Packard 8 chassis of 127-inch wheel base only. An ultra-formal vehicle of assured position anywhere, yet somewhat smaller and less costly.



Passengers may ride with utmost privacy and with a good feeling akin to ownership of the finest and most perfectly appointed home.

*Ask
the man
who owns*



*Body
by*
ROLLSTON

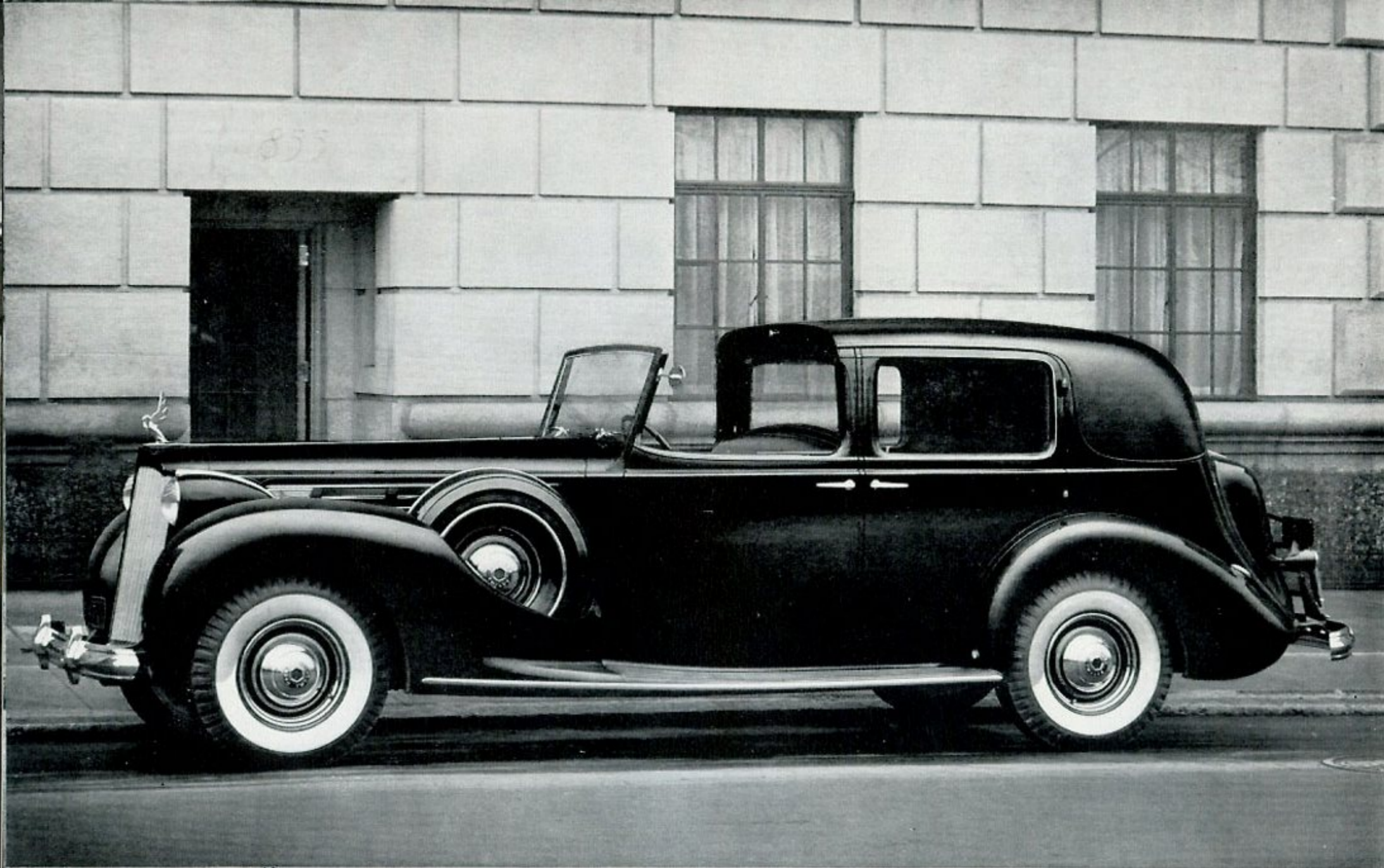
The PACKARD-ROLLSTON All-Weather Town Car, Style No. 1669

Available on Packard 8 chassis of 127-inch wheel base only. Fullest vision for passenger and driver is offered, whether used as rich and aristocratic town car



Deep rocking chair comfort complements perfection of appearance in this most modern version of correct formal vehicle.

*Ask
the man
who owns*



*Body
by*
ROLLSTON

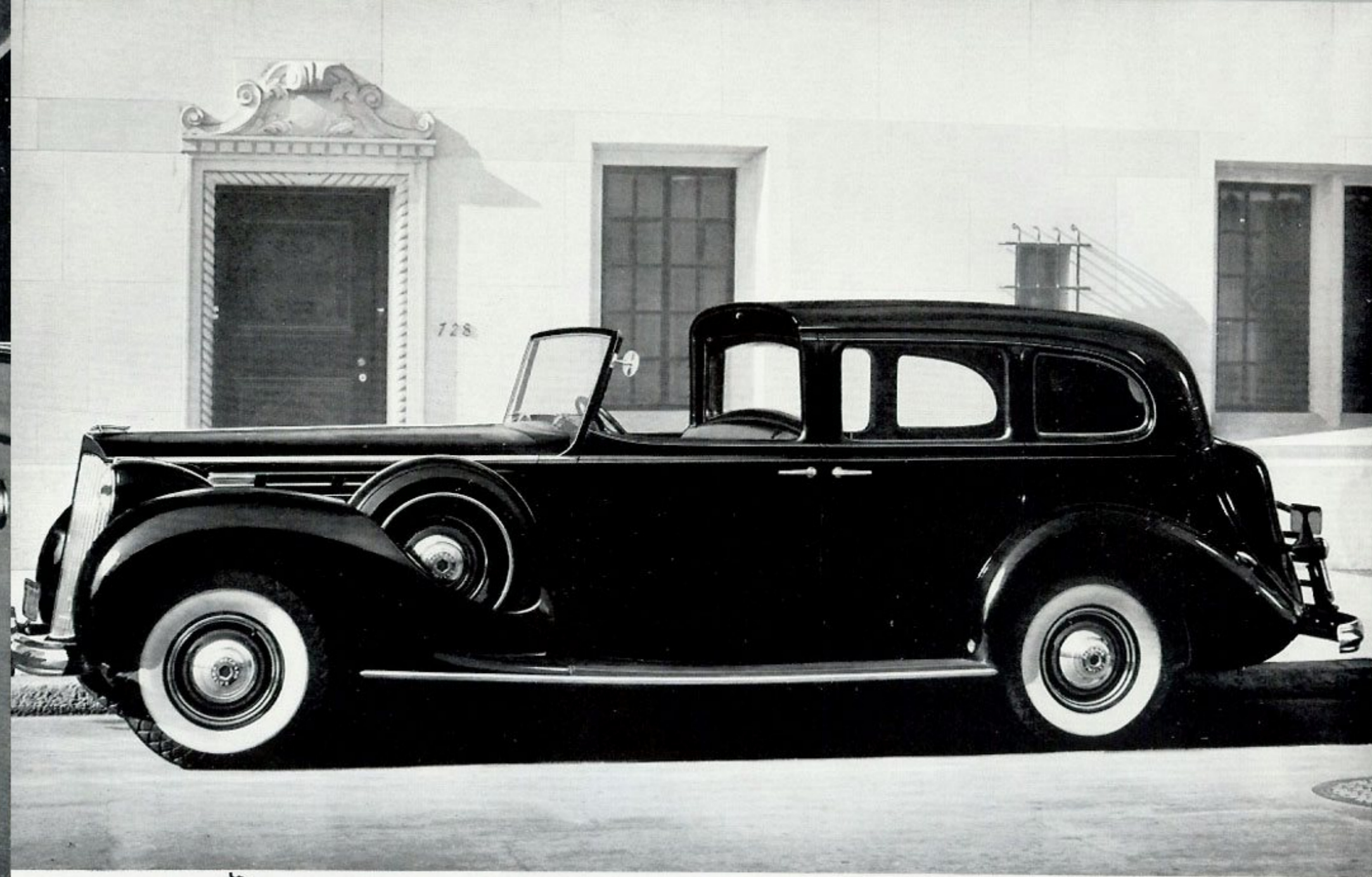
PACKARD-ROLLSTON All-Weather Cabriolet, Style No. 494

Available on either Packard 12 or Packard Super 8 chassis of 134-inch wheel base. A regal town car or, with chauffeur's canopy in place, luxurious limousine.



Smart exterior is matched with rich and dignified interior abounding in comfort, convenience, and roominess. Opera type seats are concealed when not in use.

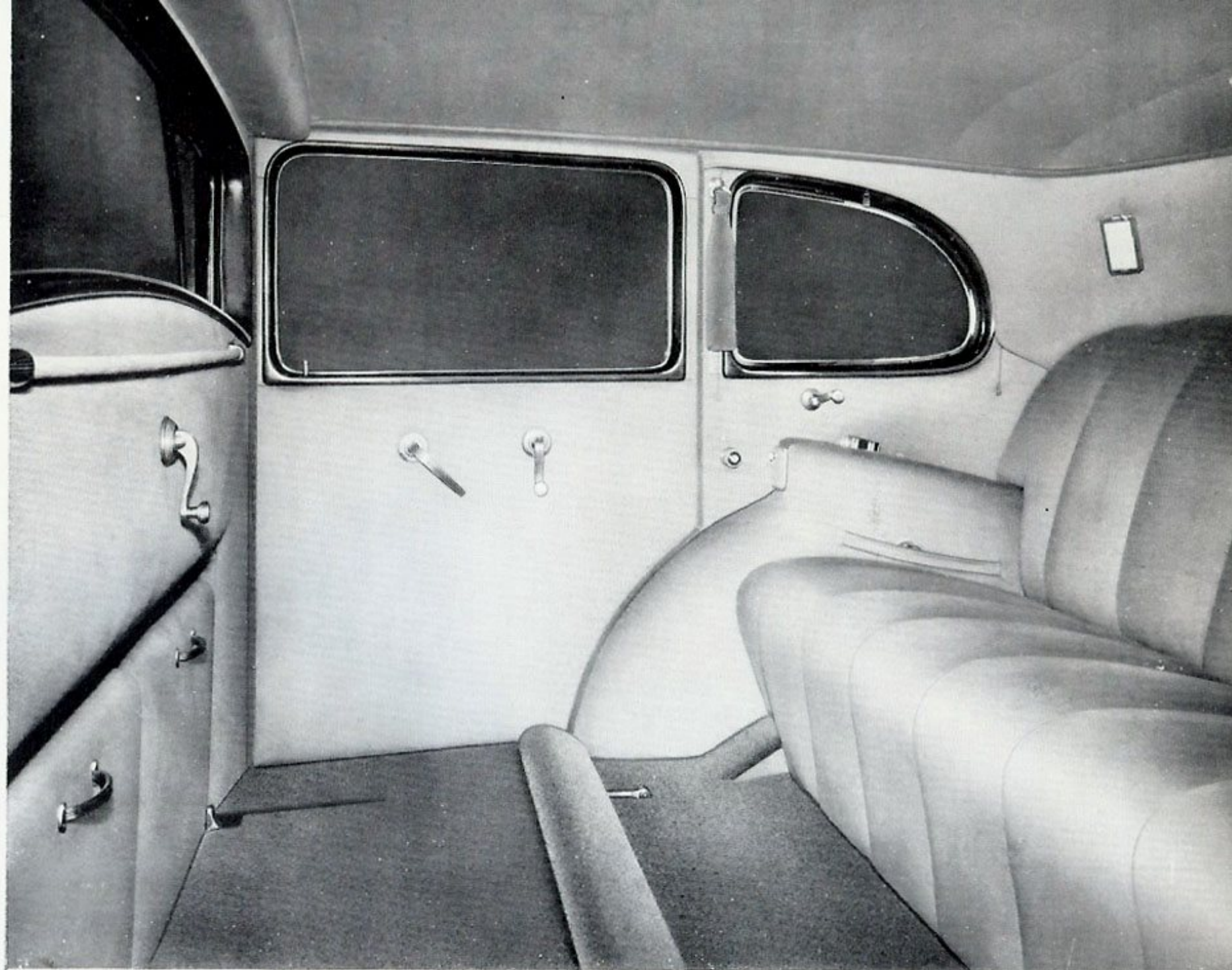
Ask
the man
who owns



Body
by
ROLLSTON

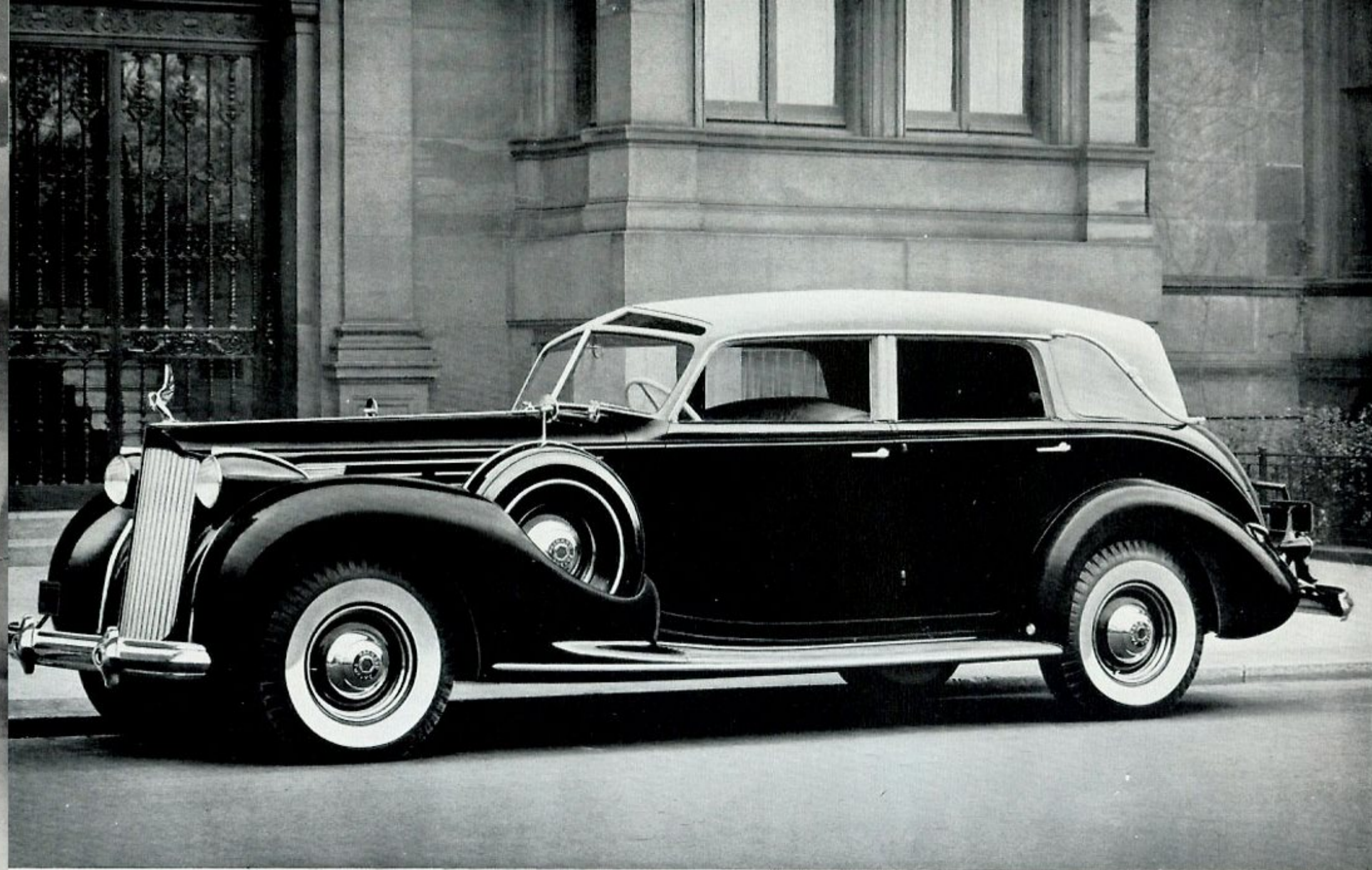
PACKARD-ROLLSTON All-Weather Town Car, Style No. 495

Available on Packard 12 or Packard Super 8 chassis of 139-inch wheel base. Wins instantly accorded deference at opera marquée or on world's finest boulevards.



Here is a vehicle of marked distinction. It is noted for its perfection of appointments and for its comfortable roominess—five can be seated with restful ease in the rear compartment.

*Ask
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one*



*Body
by*
BRUNN

PACKARD-BRUNN Touring Cabriolet, Style No. 3086

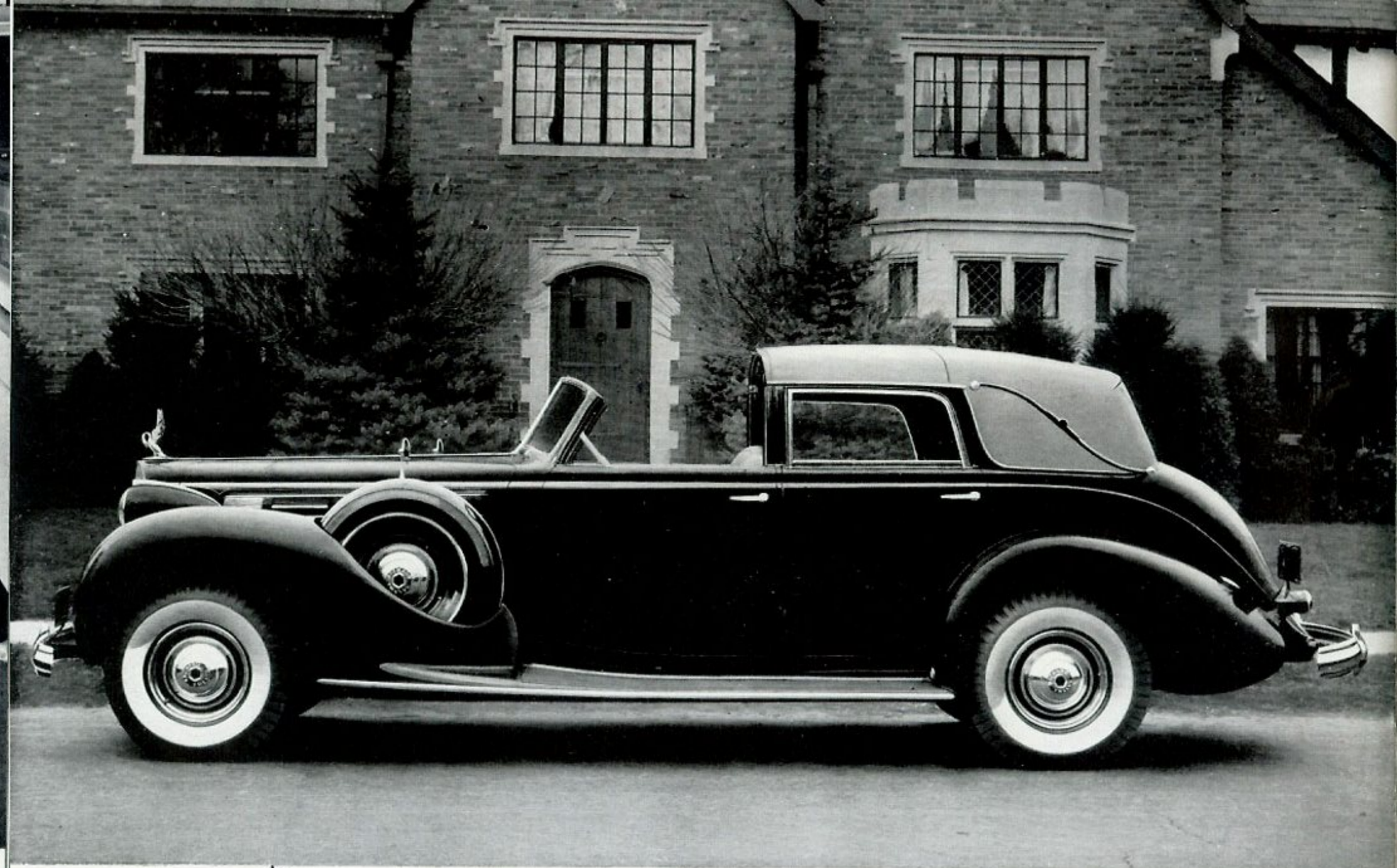
Available on either Packard 12 or Packard Super 8 chassis of 139-inch wheel base. Masterpiece of design to meet widest range of usage brilliantly.



Rear quarter folds down to give open car vision and sunny ride. When raised it locks with rain-tight joint. Non-glare roof windows lend added vision to front seat passengers at all times.



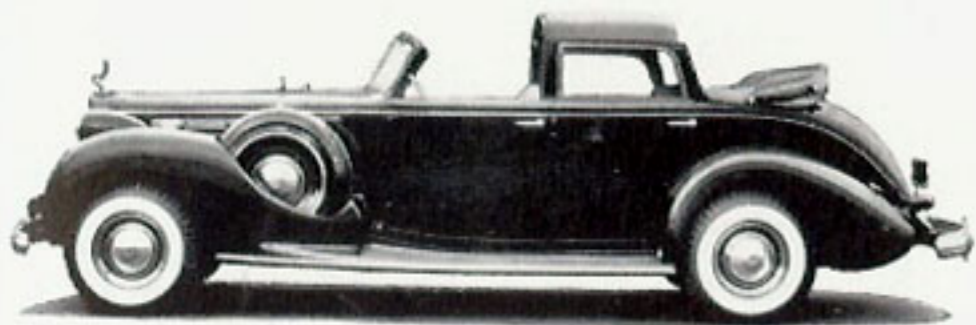
Limousine or owner-driven sedan, no note of comfort or luxury has been overlooked. Beautiful matched grain wood mouldings add to distinctiveness of this outstandingly smart vehicle, as do specially imported rugs, cunningly contrived parcel compartments and rich hassocks.



*Body
by*
BRUNN

PACKARD-BRUNN All-Weather Cabriolet, Style No. 3087

Available on Packard 12 or Packard Super 8 chassis of 139-inch wheel base. Mobile drawing room for first families of the world.



*C*ollapsible rear quarter fits with water-tight joint when raised and readily installed top for chauffeur compartment stows neatly away.

Restrained elegance and exquisite taste marks the interior of this, one of the world's finest expressions of personalized design in ultra-luxurious transportation. Deeply upholstered opera type, side facing, occasional seat adds a note of convenience. Hassocks and rich, deep piled rug blend with finest known upholstery cloths.



Ask the man who owns one

bedstead

BRIEF SPECIFICATIONS

The Packard Twelve

- MOTOR**—Cylinders and upper crank case integral. Modified L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke— $3\frac{7}{8} \times 4\frac{1}{4}$. Piston displacement—473 cu. in. Actual brake Horsepower—175 at 3200 R.P.M.
- MOTOR LUBRICATION**—Full pressure feed to all bearings and metered oil spray on cylinder walls and chain. Full flow filter and oil temperature regulator. Ventilated crank case.
- CARBURETION**—Dual downdraft, automatic choke, air cleaner and silencer.
- CLUTCH**—Single plate—vacuum booster. 12" diameter plates. Spring cushion drive. Friction damper.
- TRANSMISSION**—Silent synchronized, three quiet forward speeds and reverse. Helical gear teeth.
- COOLING SYSTEM**—Tubular radiator core. Centrifugal pump. Thermostatic temperature controlled shutters. 21" fan. Heat indicator on instrument board. Capacity 10 gals.
- FUEL SYSTEM**—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—30 gal. at rear.
- BRAKES**—Servo Sealed hydraulic—vacuum booster. Internal expanding. 14" centrifuse drums.
- SHOCK ABSORBERS**—Hydraulic double acting.
- CHASSIS LUBRICATION**—Pressure gun.
- FRONT SUSPENSION**—Packard Safe-T-flex independent suspension. Helical coiled springs.
- REAR SUSPENSION**—Semi-elliptical— $60\frac{1}{2} \times 2\frac{1}{4}$ ". Metal covers.
- WHEELS**—Disc wheels, drop center rims.
- TIRES**—8.25 x 16 low pressure. 6 ply cord.
- WHEELBASE**—1506—132", 1507—139", and 1508—144".
- TURNING RADIUS**—1506—24'-0", 1507—24'-6", and 1508—25'-8 $\frac{1}{2}$ ".
- ELECTRICAL SYSTEM**—Generator regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 m.m. spark plugs.
- DISTRIBUTOR**—Autolite.

STANDARD EQUIPMENT—Oil bath cleaner on Eight, standard cleaner on Twelve. Roll control bar. Jack pads. One spare wheel. Jack and tool equipment. Body ventilation. Two interior sun visors. Two automatic windshield cleaners. Rear view mirror. Ash trays. Robe rail. Foot rest in rear compartment. Generator voltage regulator. 32 candle power headlights with four lighting positions. Two combination tail and stop lights. Dome and front compartment lights. Horn. Speedometer. Gasoline gauge. Oil pressure gauge. Motor thermometer. Ammeter. Locked package compartment in instrument panel. Wheel compartment lock. Cowl ventilator with screen. Adjustable front seat. Toggle grips. Radio aerial in all enclosed bodies. Bumpers. Arm rest. Bumper guards. Two cigar lighters. Clock.

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold

The Packard Super-Eight

- MOTOR**—Cylinder block and upper crank case separate. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke— $3\frac{3}{8} \times 5$. Piston displacement—320 cu. in. Actual brake Horsepower—135 at 3200 R.P.M.
- MOTOR LUBRICATION**—Full pressure feed to all bearings and metered oil spray on cylinder walls and chain. Full flow filter and oil temperature regulator. Ventilated crank case.
- CARBURETION**—Dual downdraft, automatic choke, oil bath air cleaner and silencer.
- CLUTCH**—Single plate. 12" diameter plates. Spring cushion drive. Friction damper.
- TRANSMISSION**—Silent synchronized, three quiet forward speeds and reverse. Helical gear teeth.
- COOLING SYSTEM**—Tubular radiator core. Centrifugal pump. Thermostatic temperature controlled shutters. 19" fan. Heat indicator on instrument board. Capacity 6 gals.
- FUEL SYSTEM**—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—25 gal. at rear.
- BRAKES**—Servo Sealed hydraulic. Internal expanding. 12" centrifuse drums.
- SHOCK ABSORBERS**—Hydraulic double acting.
- CHASSIS LUBRICATION**—Pressure gun.
- FRONT SUSPENSION**—Packard Safe-T-flex independent suspension. Helical coiled springs.
- REAR SUSPENSION**—Semi-elliptical—58" x 2". Metal spring covers.
- WHEELS**—Disc wheels, drop center rims.
- TIRES**—7.50 x 16 low pressure. 6 ply cord.
- WHEELBASE**—1500—127", 1501—134", and 1502—139".
- TURNING RADIUS**—1500—22'-0", 1501—23'-3 $\frac{1}{2}$ ", and 1502—23'-9".
- ELECTRICAL SYSTEM**—Generator voltage regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 m.m. spark plugs.
- DISTRIBUTOR**—Delco-Remy—with vacuum control.