

*THE SUPER-CAR OF 1939*



*THE NEW PACKARD SUPER-8*



A  
COMBINATION OF  
*SUPER*  
PERFORMANCE  
AND  
*LUXURY*  
in a Car of Moderate Price

FOR YOU WHO WANT A SUPER CAR

an object of such quality, etc.  
su'per-(sū'pēr-) : A prefix  
signifying *above, over, in ex-*  
*cess*; as in su'per-fine, su'per-



THIS ENTIRELY new motor car creation is rightfully called the *super car* of 1939. Here's why:

It gives you, in these days of crowded streets, an extraordinary nimbleness and ease of handling, combined with the power and luxury that only a *big fine car* can offer.

It gives you the smartness of the famous ageless Packard lines, with a distinctive beauty all its own.

It gives you a richness of upholstery, fittings and trim second only to the Packard Twelve.

It gives you a specially-built Packard Power Plant of 130-horsepower . . . performance with an incredible deftness in traffic, a spectacular dash on the open road.

It gives you all the new Packard improvements that

result in the gentlest-riding, quietest cars on the road . . . the complete Packard Safe-T-flex Suspension; the exclusive Packard *Fifth Shock Absorber*; the Packard noise-insulated all-steel body with all-steel top; and many others.

And yet, this new Packard Super-8 gives you all of these things at a moderate price. Such super-performance and super-luxury have been available heretofore in cars approaching \$3000 in price.

You will find, as you turn the following pages, that this car lives up, *in full*, to one of the most honored names in motor-ing—the Packard Super 8.

And you will find that it is just the kind of car you have always longed to own . . . a car that might have been built to your own personal specifications . . . a car that will go straight to your heart the minute you take the wheel.

... NO MORE MOUNTAINS



*Super-power takes the steepness out of hills. When other cars begin to shift into second gear, you will find that the new Packard Super-8 is just getting its second wind—just beginning to tap the power reserves in its big 130-horsepower straight-8 engine.*

... SPLIT-SECOND RESPONSE



*It probably won't surprise you to see how easily this new Packard Super-8 flashes to the front at traffic lights. But what will astonish you is its extraordinary nimbleness... a handling ease, a deftness in traffic simply unbelievable in a car so big and luxurious.*

. . . . *SO EASY TO PARK*



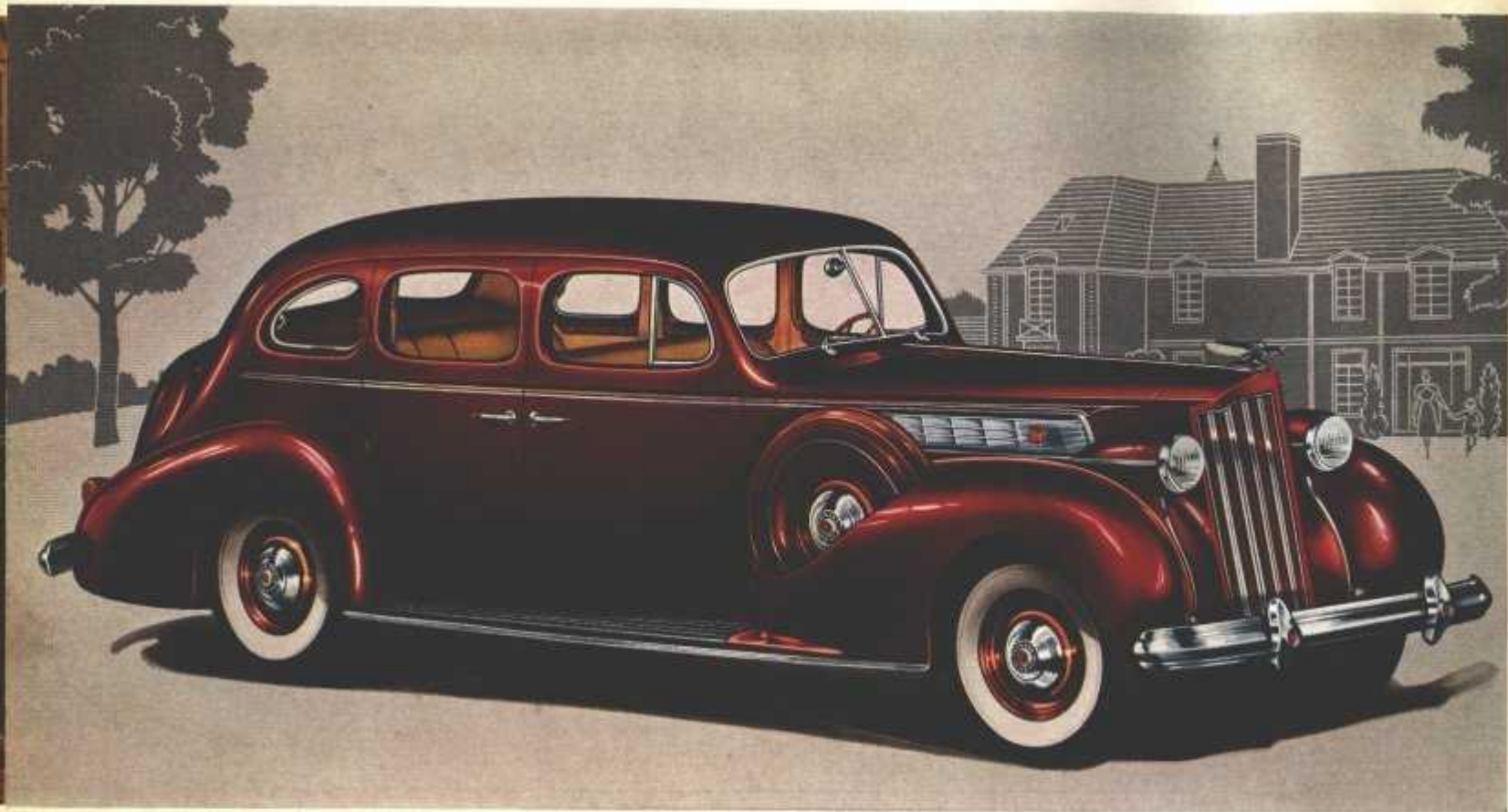
*Somehow, those exasperating parking spaces that look "just a little too small" prove to be roomy enough for a Packard Super-8. For this big car steers with the light touch of a car half its weight—and feminine hands can park it with an ease that no chauffeur could excel.*

. . . . *A LONG TRIP TALKS*



*Weary miles, or cheery smiles toward sundown . . . ? You'll find that this powerful luxurious Packard Super-8 makes a world of difference in the way you feel . . . relaxed and fit . . . far from fatigued . . . ready for miles more of this motoring rest cure.*

*Super*-PERFORMANCE



Wheelbase 127 inches

THE FOUR-DOOR *Touring Sedan* FOR FIVE PASSENGERS

*Super*-LUXURY



Here is a *family car* . . . an invitingly-spacious car that says: "Let's all go together." There is not only *room* for eight, but *comfort* for eight—for the auxiliary seats are wide, deep and closely joined.

*Even the back of the front seat is luxuriously cushioned. Below it, a flexible robe cord snugly hugs the seat back when not in use. The new seat assist cords are a welcome convenience.*



*Super-**PERFORMANCE***



Wheelbase 148 inches

THE *Fouring Limousine* FOR SEVEN PASSENGERS

*Super-**LUXURY***

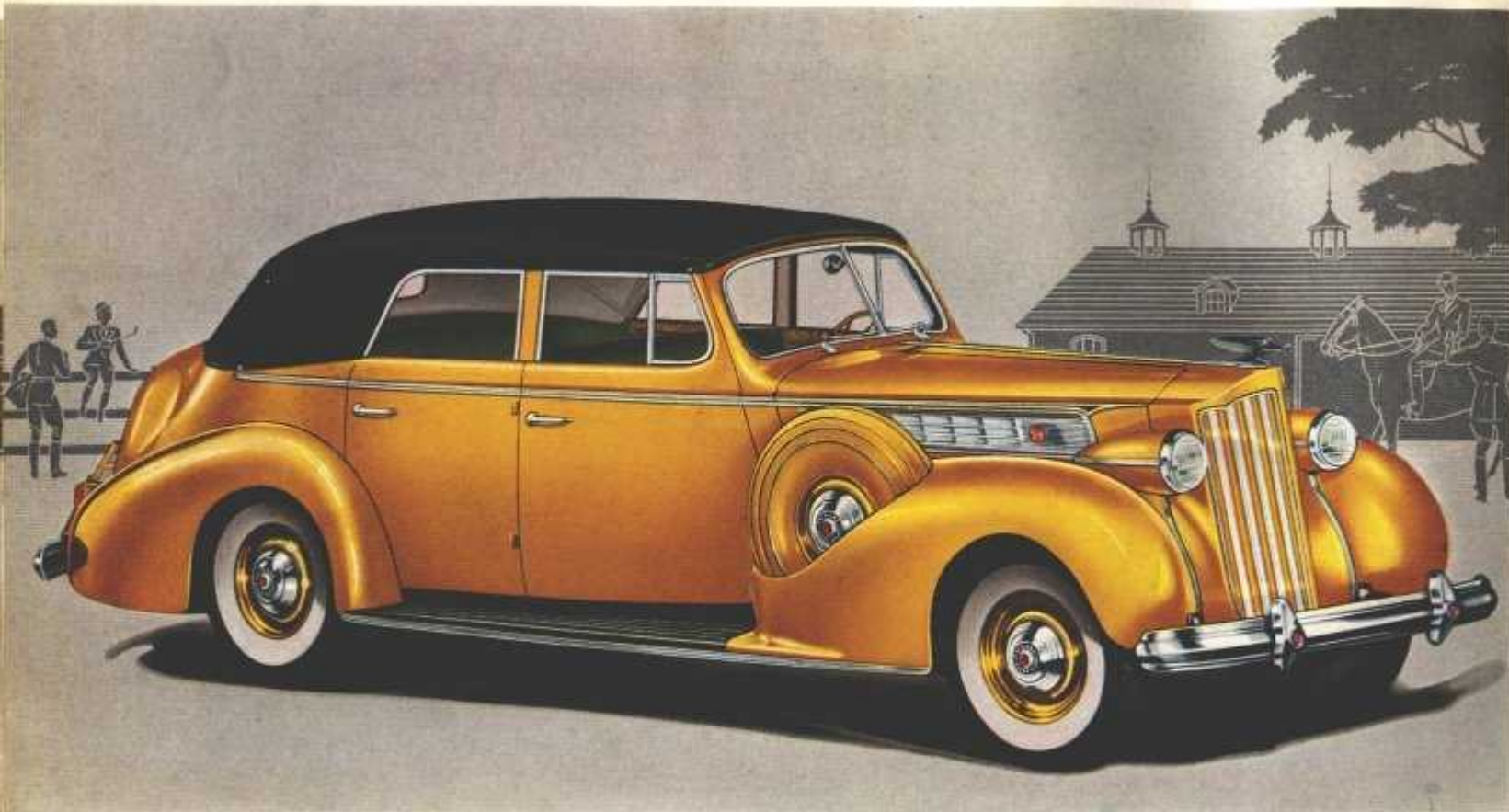


To own the new Packard Super-8 is to want to drive it. But on occasions when the wheel must be relinquished to a chauffeur, the limousine division is easily raised for privacy.

*Supplementing the built-in arm rest, the dual-purpose assist loop offers an agreeable change of arm support. A typical Super-8 luxury touch, it is lined with satin . . . inner-cushioned . . . adjustable over a wide range.*



*Super-**PERFORMANCE***



Wheelbase 127 inches

*THE Convertible Sedan* FOR FIVE PASSENGERS

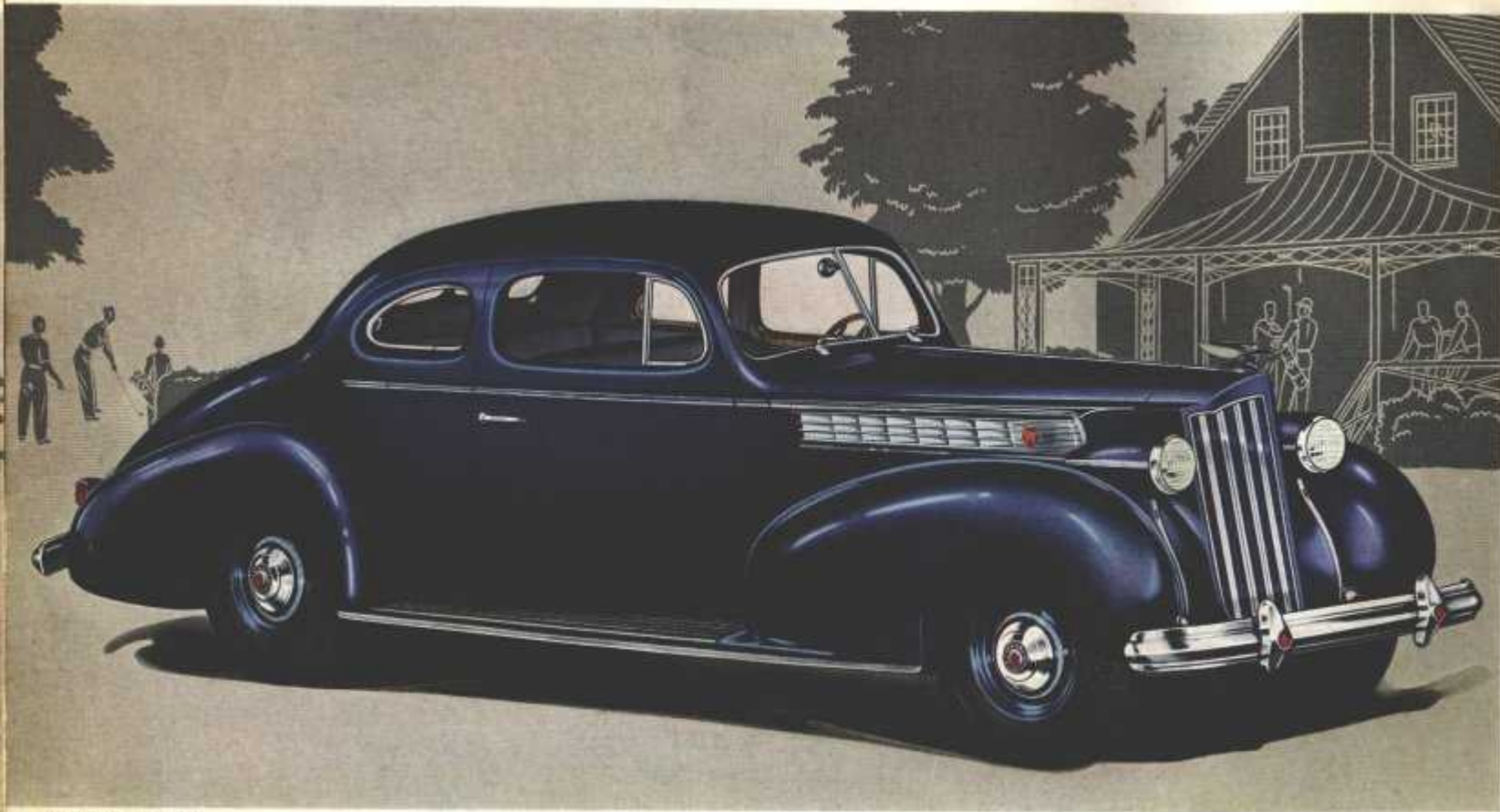
*Super-**LUXURY***



If you are an open-motoring enthusiast, this convertible sedan with Packard Super-8 nimbleness and performance is the combination of the year. Top up, closed-car comfort is assured.

*No silversmith could take greater pride in his art than the skilled craftsmen who created Packard Super-8 fittings — their satin finish chrome has a pleasingly soft luster.*

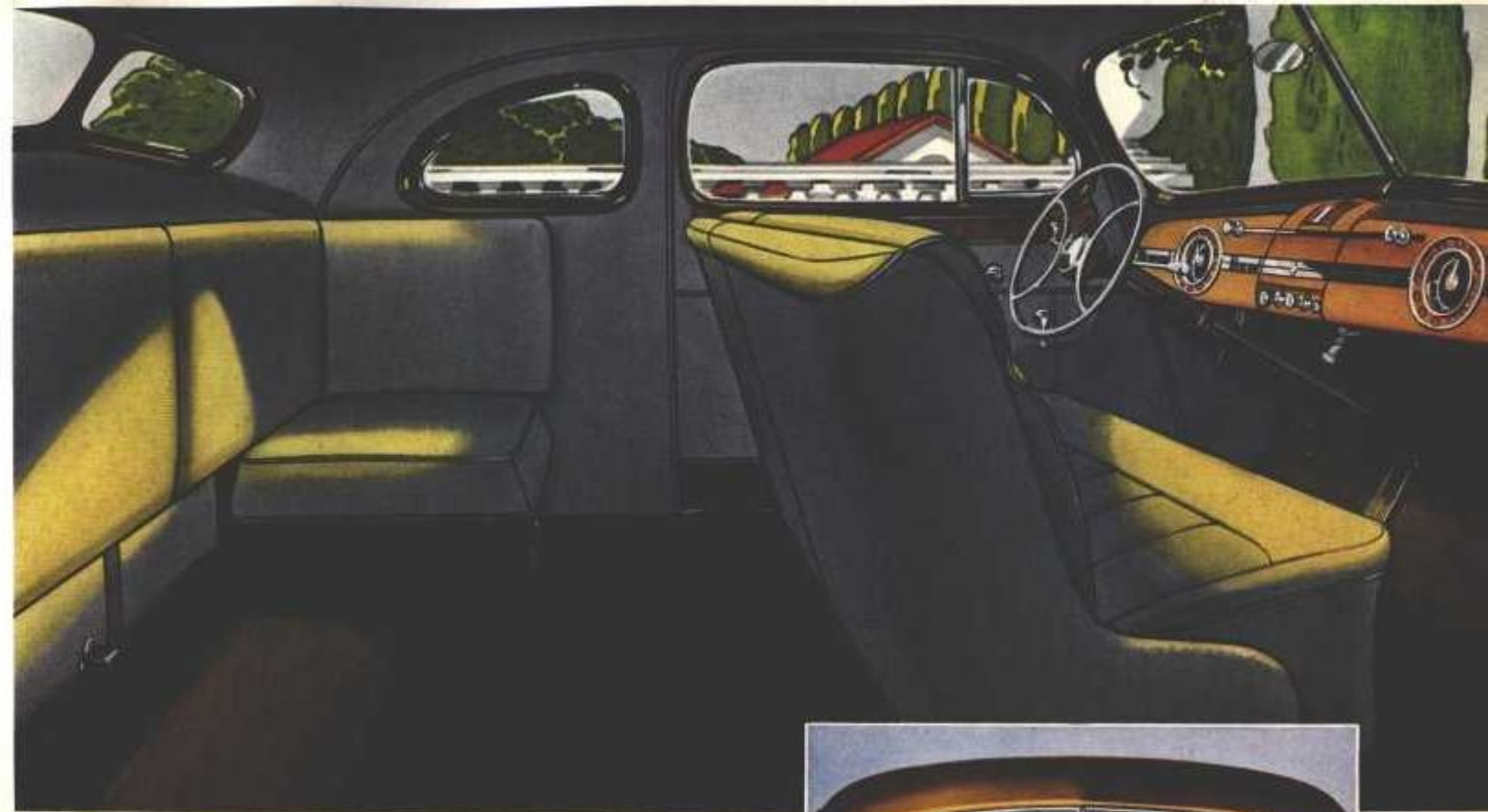
*Super-PERFORMANCE*



Wheelbase 127 inches

*THE Club Coupe* FOR TWO OR FOUR PASSENGERS

*Super-LUXURY*



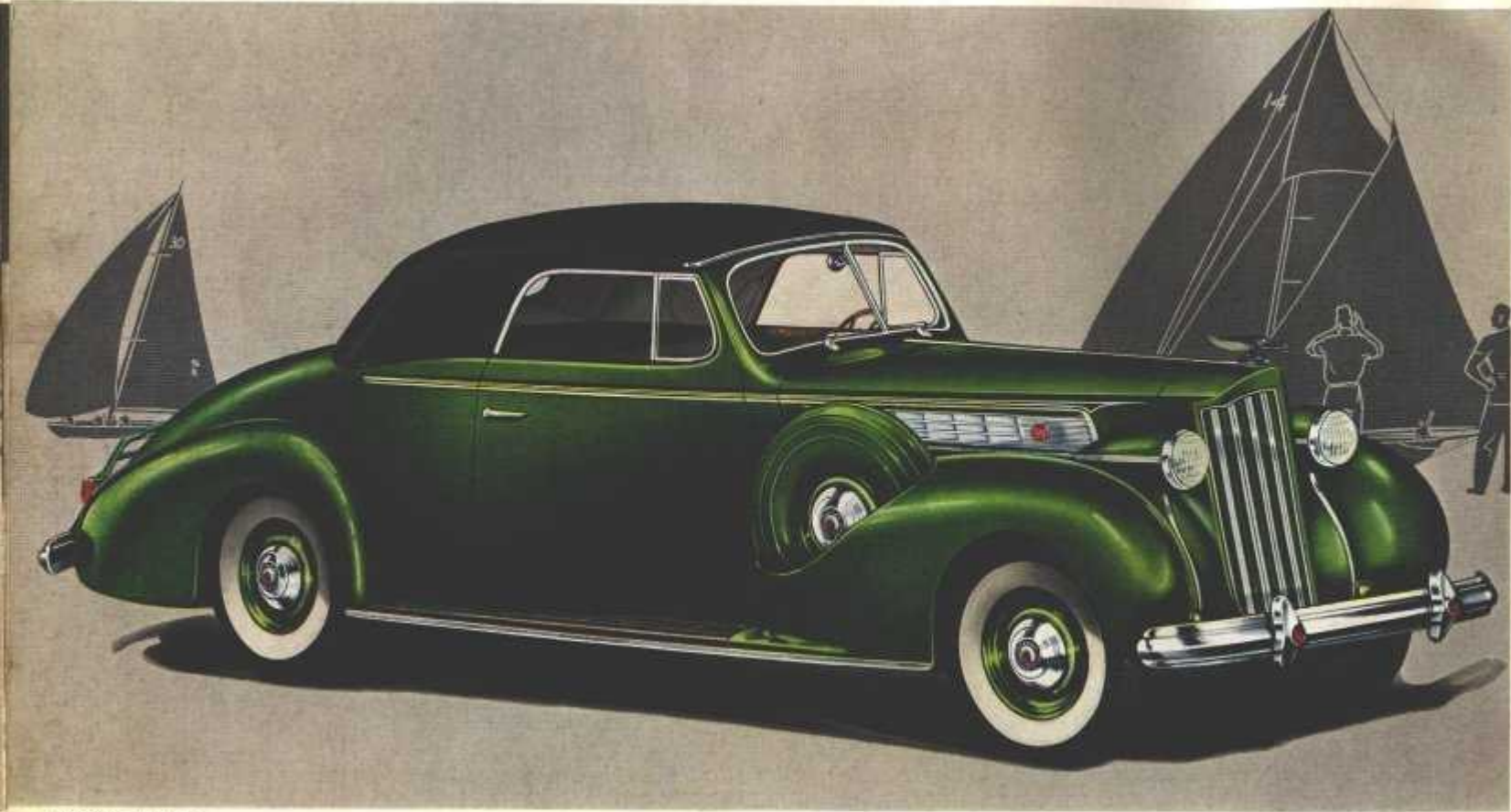
Your impression of the new Packard Super-8 will certainly be one of sumptuous luxury, for until now such unstinted quality has been confined to cars of far higher price.

*No restricted vision here, but a commanding view of traffic from all sides. A chrome moulding completely surrounds the windshield—a touch of smartness distinctively Super-8.*





*Super-PERFORMANCE*



Wheelbase 127 inches

THE *Convertible Coupe* FOR TWO OR FOUR PASSENGERS

*Super-LUXURY*



Devotees of sunshine and abundant air need pay no penalty in luxury or convenience. Packard Super-8 convertible body types yield to no enclosed car in personal comfort details.

*Printed reproduction falls far short of the actual beauty of the Packard Super-8 plastic and chrome instrument panel . . . as smartly modern, as distinctive as the car itself.*



# Super-BEAUTY



Obviously a *Packard*—and just as obviously, a Packard with a smartness and distinctive beauty *all its own*. It is definitely a new Packard creation—the Packard *Super-8*.

Its Packard identity—based upon the ageless, world-famous Packard lines—will be warmly welcomed by every motorist who wisely wants to avoid costly depreciation caused by radical annual style changes.

And its *Super-8* identity—immediately evident in its styling and detail treatment—will appeal to you who prize a car of distinguished individuality.

Here, in brief, is motoring's modern masterpiece—a car whose *super-beauty* sets it apart from its fellow Packards just as surely as its *Packard* beauty sets it apart from all other cars.

# ATTRIBUTES OF Beauty



This can be only one Packard—the new Packard *Super-8*. The new lower medallion and chrome lower panels . . . elongated headlamps . . . radiator vanes of alternating chrome and body color . . . the pleasingly streamlined glass-and-chrome radiator ornament all identify the *Super-8*.



Within the sleek rear contours, you will find a luggage compartment genuinely worthy of the name—no less than 21 cubic feet with side-mounted spare tires.



Conveniences on all sides! The concealed center arm rest, looped arm support, foot hassocks, are but a few of many provisions for your comfort.

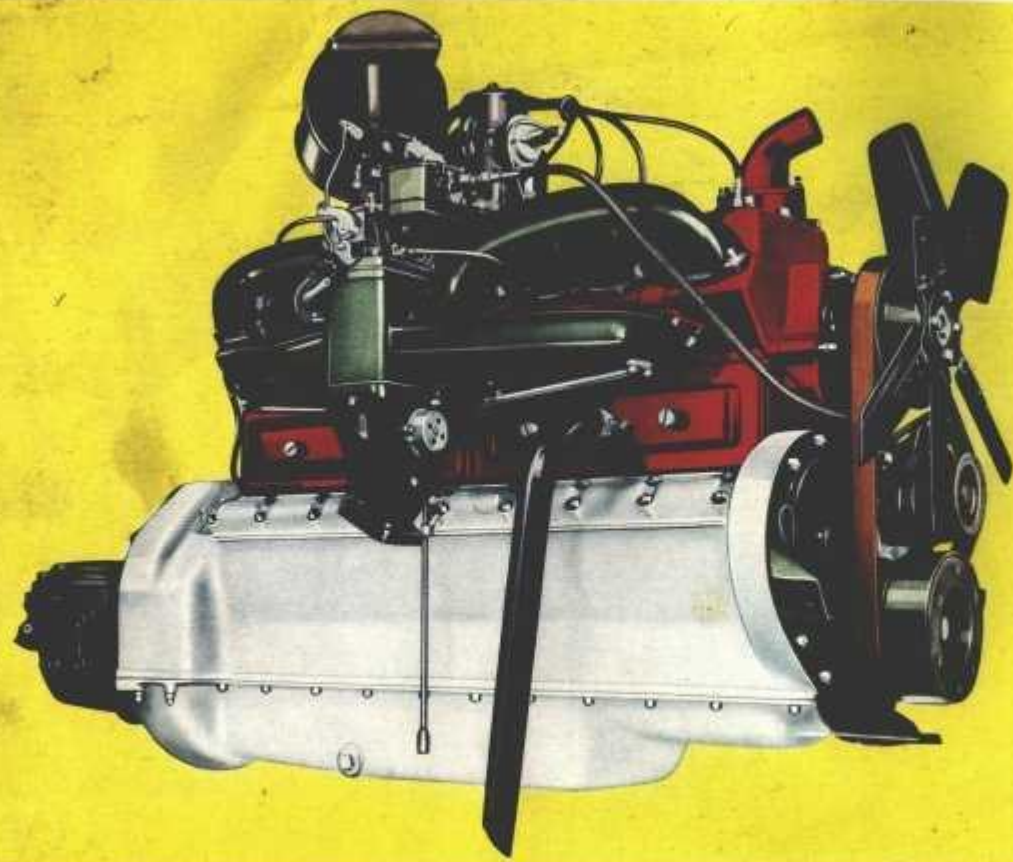


Sweeping grace achieved without penalizing door width! All openings, unlike those in many conceptions of modern design, are wide and spacious.



Beauty below surface! These 54 costly ball and roller bearings—many more than comparable cars employ—are a sure index to *Super-8* quality.

# Super-POWER



To describe the Packard Super-8 power plant as "a straight-eight engine of 130 horsepower" is no description at all.

Bare specifications indicate only its sheer pulling power and pleasing acceleration. They convey no hint of the whispery quietness, the satin smoothness, or the casual ease with which this Super-8 engine answers the touch of your toe.

It is safe to say that you will never tire of exploring this power plant's superb abilities. Each hill, each signal, each new traffic condition will offer you a welcome opportunity to discover some new phase of its super-power performance.

Such a power plant asks only one thing of you—the opportunity to prove that an entirely new and zestful motoring experience is now at your command.

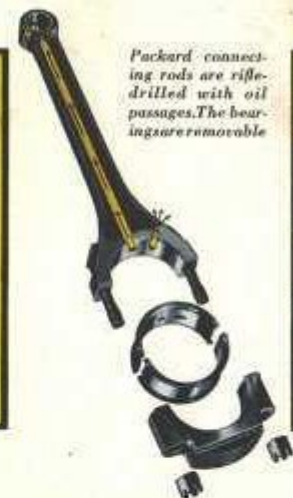
# FEATURES FOR Power



No mere ornamental grille here—but chrome shutters that are both handsome and useful. The automatic vanes control temperature for maximum power.



A study in "busy" water—its flow directed for uniform cooling, penetrating to all points where power-stealing heat must be removed.

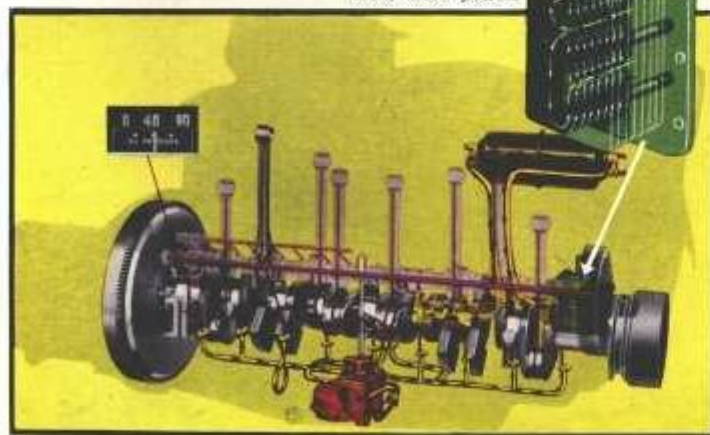


Packard connecting rods are rifle-drilled with oil passages. The bearings are removable.

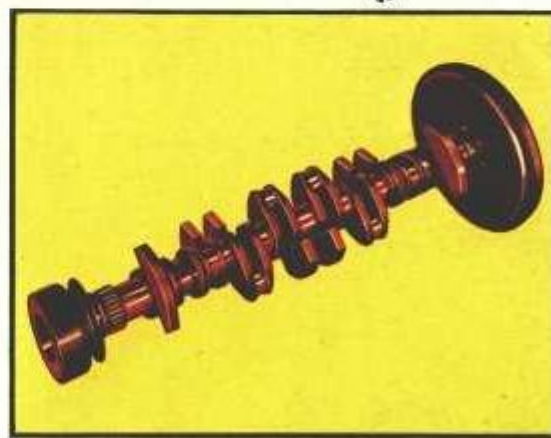


Packard—and Packard exclusively—provides these fan blast cooling tunnels for removal of heated air.

This oil cooler means better lubrication, more power.



Among many sentinels that guard against power loss through wear are metered oil flow and the Packard floating oil strainer that assures clean, sediment-free oil.



Smooth power hinges upon the crankshaft—its design, its manufacture. The Packard Super-8 crankshaft weighs 97½ pounds; has no less than nine main bearings; is counterbalanced 100%; is equipped with an exclusive type of vibration dampener.



No "lazy" piston this—but one that unflinchingly adjusts itself for correct fit, be it hot or cold. Packard Super-8 Auto thermic Aluminum Alloy Pistons prevent power loss.

## AND IN ADDITION: NEW ECONO-DRIVE

\* Optional at slight extra cost.



Press down, and presto! Effortless cruising in Econo-Drive changes to surging power, unleashing sudden acceleration when necessary by "cutting in" third gear. The complete shift is controlled by the foot throttle.



The Packard Econo-Drive automatically disengages itself at any speed under 30 m.p.h. A convenient control under the instrument panel permits you to keep the Econo-Drive inactive, or ready for immediate operation, as you choose.



Econo-Drive gasoline savings range up to 20%, depending upon conditions under which the car is driven.



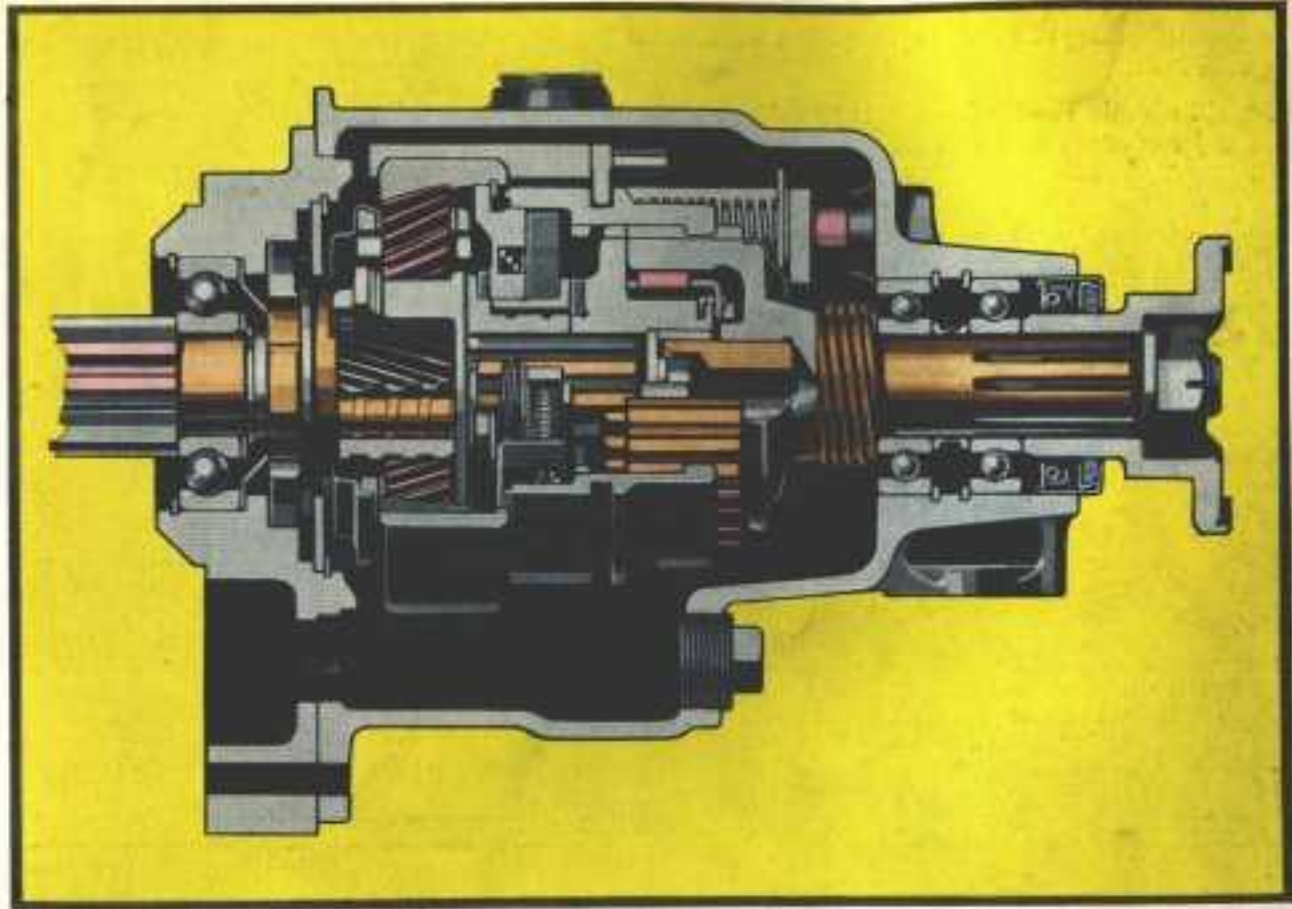
Consumption of oil, even at high cruising speeds, is materially reduced with Econo-Drive in use.



Econo-Drive brings a new thrill to driving.



In effect, lesser engine revolutions for the motor mean out-fuel take



It seems impossible, when you first take the wheel of the new Packard Super-8, that *anything* could better such supreme performance.

And yet the new Packard Econo-Drive does just that—by letting your engine run more slowly, reducing revolutions-per-minute 27.8%.

The effect can only be compared to coasting down hill with the engine idling—a sensation of whispering, effortless *gliding*.

But when you need a sudden burst of speed, the touch of your toe puts an irresistible power-to-pass at your command as you "cut in" third gear.

These are reasons enough to want your Super-8 equipped with Econo-Drive. Nevertheless, it is a double satisfaction to know that it will soon repay you for its slight additional cost—in savings on gasoline . . . in oil economy . . . in the very considerable reduction of engine wear at cruising speeds.



*ASK THE MAN WHO OWNS ONE*