

The more you look . . . the more you'll want one



PACKARD FOR 1940

The One-Ten - The One-Twenty

The first great new cars to result from Packard's 4-year plan

WHEN YOU VIEW the new 1940 Packard One-Ten and One-Twenty, you'll find it hard to believe that such fine cars can be priced so low.

And, until this year, it couldn't have been possible to offer you so much car for your money.

For these 1940 Packards are the first new models to benefit from Packard's recently-completed 4-year expansion plan. In its entirety, this tremendous plan involved the expenditure of millions for new plant expansion, new factory arrangement, new produc-

tion equipment... all so that manufacturing costs, could be reduced and the savings passed along to you.

As a result of this long-range program, you can now buy a Packard—a fine car 100% worthy of the Packard nameplate—for a lower price than ever before.

On the following pages, you will find proof after proof that a 1940 Packard offers you so much more of everything you want in a motor car that you'll never be quite satisfied until you own one.



This new bridge over Detroit's Grand Boulevard connects Packard's two vast plants—symbolizes the completion of the Packard 4-year plan.

HOW THE COMPLETION OF PACKARD'S GREAT 4-YEAR PLAN BENEFITS YOU

in finer quality...in lower prices



Months were spent by plant experts, engineers and production men laying out factory rearrangements that would cut production costs—so the savings might be passed on to you.



"Picking pennies off the floor" is the production man's term for describing ingenious improvements in plant layout and production facilities that reduce manufacturing expense.



Digging for gold? . . . the results are well worth it! This pit is under part of the recently installed assembly line—the newest, most modern and most complete in the automobile industry.



Down comes the old . . . to make way for additional railroad siding facilities and a new loading dock—both needed to handle the increased output of Packard's stepped-up production.



Millions spent for moving machinery, for rearrangement and expansion—but one thing not even slightly affected is the famous Packard manufacturing creed—"Quality First."



The new bridge connecting the two Packard plants is a symbol of the 4-Year Plan's completion—the huge machine being moved is a striking example of the Plan's gigantic scope.



Increased, more efficient production called not only for better plant arrangement but for huge investments in new equipment, as well. Packard quality production benefits accordingly.



An arc welder puts a finishing touch on the latest and most complete conveyor system in any automobile factory. Under the expansive Packard roof stretch four miles of new conveyors.



Across Detroit's busy Grand Boulevard, through the new bridge, comes an endless chain of bodies from Packard's own body plant to the assembly line point where each meets a chassis.



Now, thanks to results of the 4-Year Plan, Packard enjoys all the tremendous savings of under-one-roof manufacturing—offers Packard quality at the lowest prices in history!

DO YOU LIKE A LOT FOR YOUR MONEY?

ONE-TEN



ONE-TWENTY

OF COURSE you like a lot for your money. That's why we say so confidently—"The more you look—the more you'll want a 1940 Packard".

And, as you look, you'll discover that the new Packard One-Ten and the new Packard One-Twenty for 1940 have ample reason to represent *top value* in their respective price fields. Never has there been such a blend of new design, proven quality and precision manufacture offered at such low prices—the lowest in Packard history.

First, you'll note the modern appearance, the fresh sparkle and beauty of these 1940 creations. Yet the speed-streamed grace of these new cars is just a starting point. Behind that narrower, tapered radiator and those flashing chrome grilles, beneath that longer, racier bonnet and the brilliant new louvers lie startling new motor performance and engine economy.

What's New? What Isn't!

Take off in a One-Ten or One-Twenty and in quick succession you'll encounter new pleasures that you didn't know belonged to motoring.

You'll thrill to the ease with which the car handles. Your feet and hands have so little to do you scarcely realize you're driving.

Then accept the challenge to put this car through its paces. You'll find eager new response, active new resources—all the result of 1940's greater horsepower per pound of car weight. This new Packard

has such ability to go that to head for home is like cutting short a holiday.

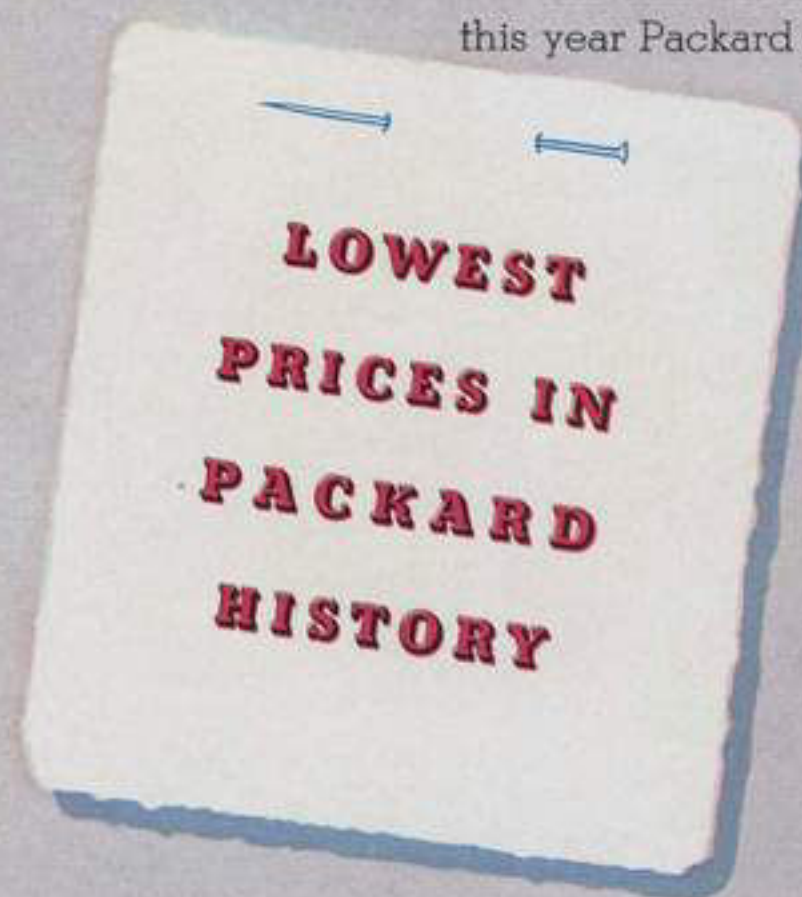
And all the time you've ridden so comfortably, so smoothly that you haven't noticed whether the roads were good or bad. That's the new improved Packard Safe-T-flex—envy of the motor car industry.

Now forget performance and comfort, and look at luxury. Take in the stunning interior beauty, the refinements and conveniences on every hand with which the new 1940 Packard is appointed. You'll want one more than ever—but about then your head will start ruling your heart and into your mind will creep the question...

How Much?

The answer tells the best part of the whole 1940 Packard story. For this year Packard prices are so low—three figures lower than a year ago—that you can't afford to put off owning one any longer. It's definitely in the running, no matter the price-bracket you've bought in before.

Yes, the more you look—the more you'll want one. Whether you look at the offerings of others, or whether you look at the following pages which detail in clear picture and crisp print the quality newnesses of Packard for 1940. So look further in *this* book, or look elsewhere at others, and you're bound to conclude that a 1940 Packard *does* give you the greatest lot for your money!

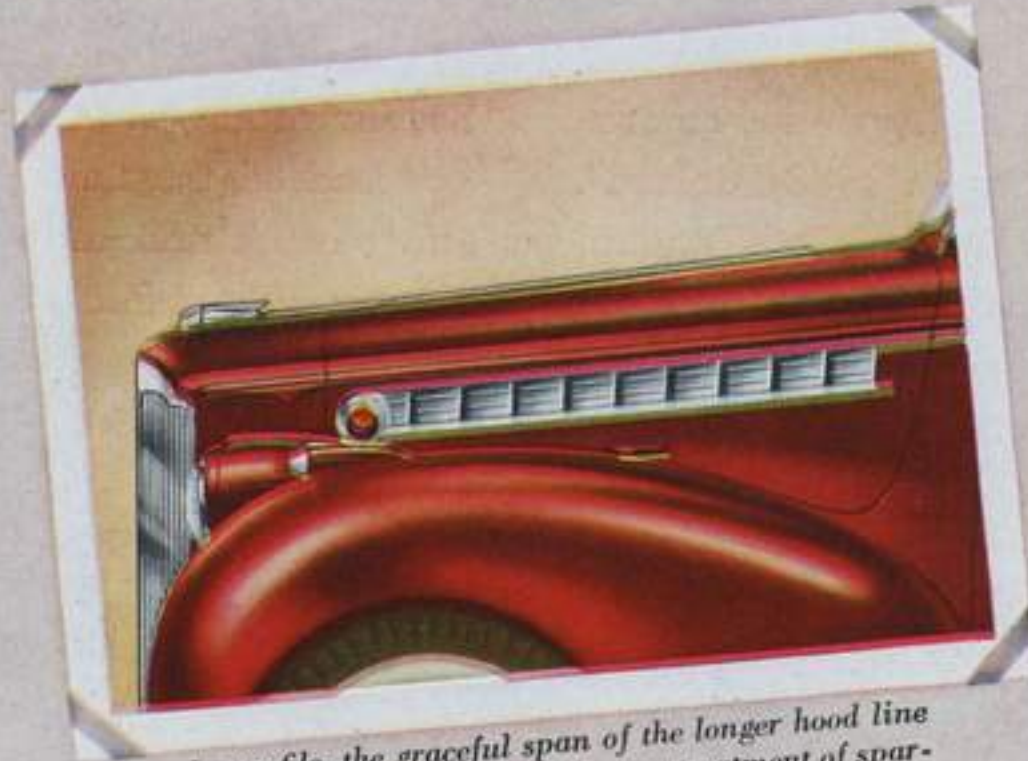


THE MORE YOU LOOK . . . THE MORE YOU'LL WANT A PACKARD

DO YOU ENJOY ADMIRATION?



All new except the world-famous Packard personality! The beauty of the narrower, tapered radiator . . . the new cooling grilles and hood louvers . . . speaks for itself.



In profile, the graceful span of the longer hood line is enhanced by a brand new louver treatment of sparkling chrome, and new headlamps and fender lights.



Curving contours characterize the new Packard speed-stream styling. Wherever you look, you will note a pleasing softness and graceful blending of lines.



New styling touches everywhere—in the added reveals around the windows . . . in the lustrous chrome body moulding that emphasizes the speed-stream note.



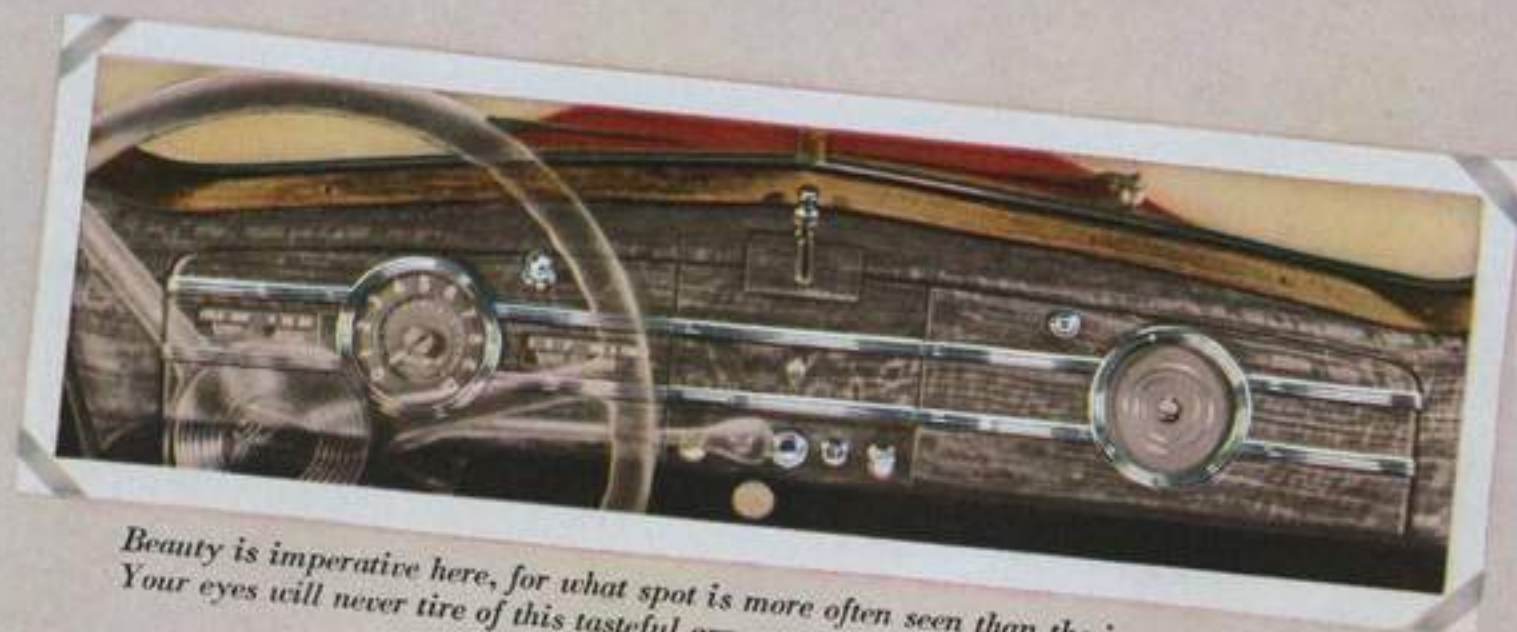
Even without the name, you would associate this newly-designed hubcap with Packard. That famous red hexagon, now set off by sparkling chrome, is known the world around.



This rear view is not a rare view for other motorists—but always pleasing. Speed-stream beauty carries through to final details . . . the rear bumper says, "Packard," other fixtures look it.

THE MORE YOU LOOK...THE

DO YOU REVEL IN LUXURY?



Beauty is imperative here, for what spot is more often seen than the instrument panel? Your eyes will never tire of this tasteful arrangement, or its richly grained background.



Lovely to look at and lovely to touch... fine broadcloth upholstery comes in shades to harmonize with car colors. The cushions are tailored in a luxurious three-pillowed effect.



You don't just ride, you luxuriate! Packard interiors with their extra room and extra richness can't be compared with those in cars that just "take you places."



Nowhere is the thoughtfulness of Packard design more apparent than in the fine tailoring and handsome fittings which no camera can depict in their full beauty.

DO YOU THRIVE ON COMFORT?



Six passengers are company, not a crowd, when the car is a Packard. There's plenty of room, and in the right places—where your elbows, knees, and shoulders need it the most.



Inviting? Yes—and just as roomy and comfortable as it looks. If you want spaciousness like this, then a Packard is the car for you. Packard's full 56-inch shoulder width is hard to match.



Packard "weather men" have worked wonders for your comfort. Insulation at thirteen vital points protects you against heat, cold and noise. Dense roof insulation defies resonance.



When you look at other cars, note whether they have pivoting windows front and rear. Scientific, easily-adjustable ventilation is far too important for health and comfort to overlook.



"Passengers Only" is the rule inside a Packard, for the trunk compartment with 18 cubic feet of usable room holds all the luggage. (The One-Twenty, with fenderwells, has 21 feet.)



Why such big, wide doors? Because you get in and out of your car many times a day, and Packard believes that doors of liberal dimensions add much to your comfort and convenience.

THE MORE YOU LOOK... THE

DO YOU VALUE EASY HANDLING?



Three in front . . . why not? The driver has all the room he needs in this easy-handling car—and the steering-column Handishift leaves the front floor clear!



You'll miss one thing in Packard—and that's the exercise usually connected with driving. It's hard to believe that you can steer and shift so easily with your fingertips.



Save your footwork for dancing or sports. Packard pedals need no more than a gentle touch of your toe to give you either a flashing start or a safe, sure stop.



You'll be surprised how these parking spaces you pass by today will "stretch" enough to hold a Packard. And you don't need the strength of a wrestler to slip into them.



Wheelbase inches-longer than the average is essential to Packard's superlative ride—and absence of ungainly overhang enhances appearance, makes handling and parking easier.



Steering a Packard seems as magically easy as turning a radio dial. And no matter how bad the road, the usual shocks, jars and jolts are all absorbed long before they can reach the wheel.

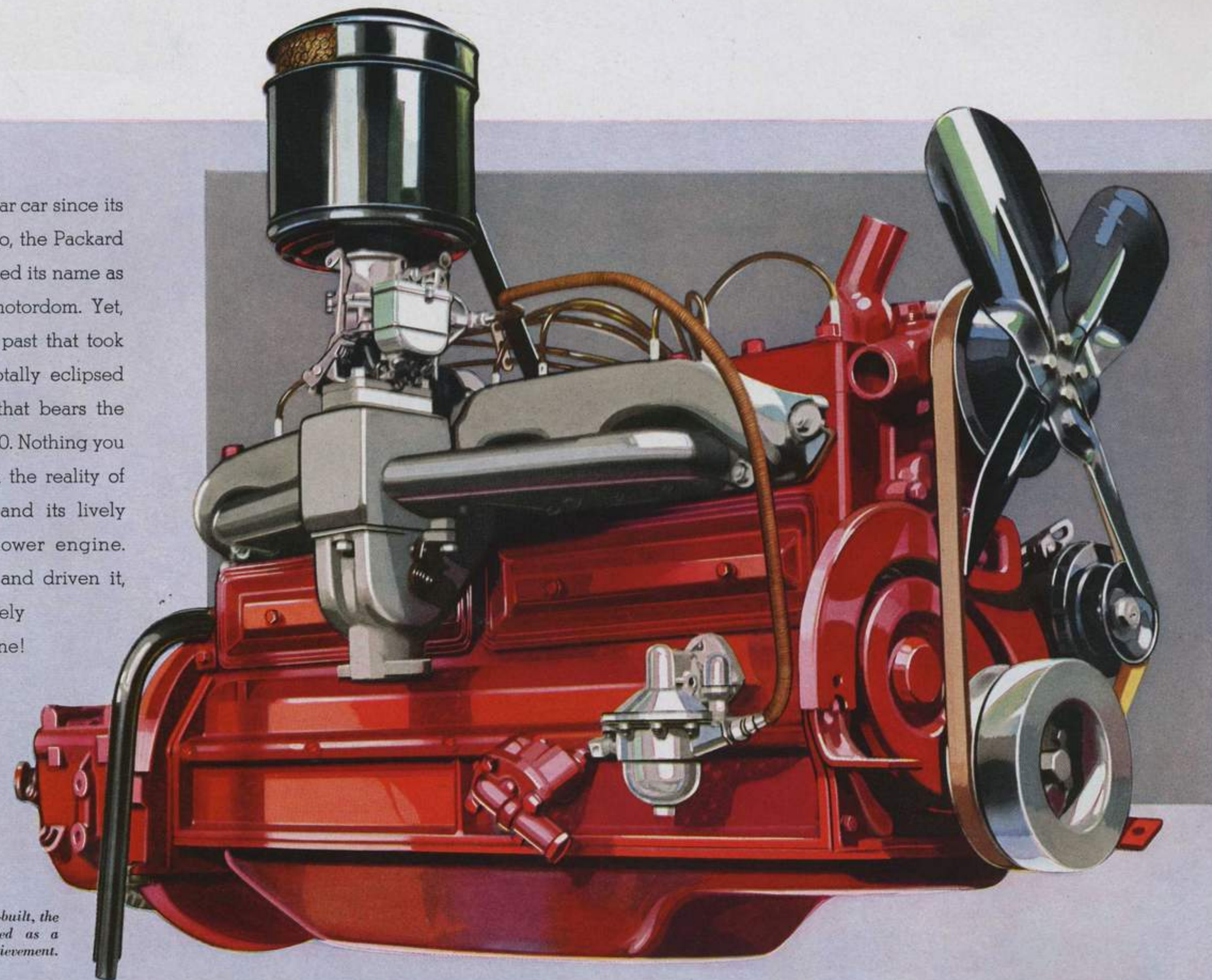
MORE YOU'LL WANT A PACKARD

THE NEW 1940 PACKARD ONE-TWENTY


















— spoils you for all other cars

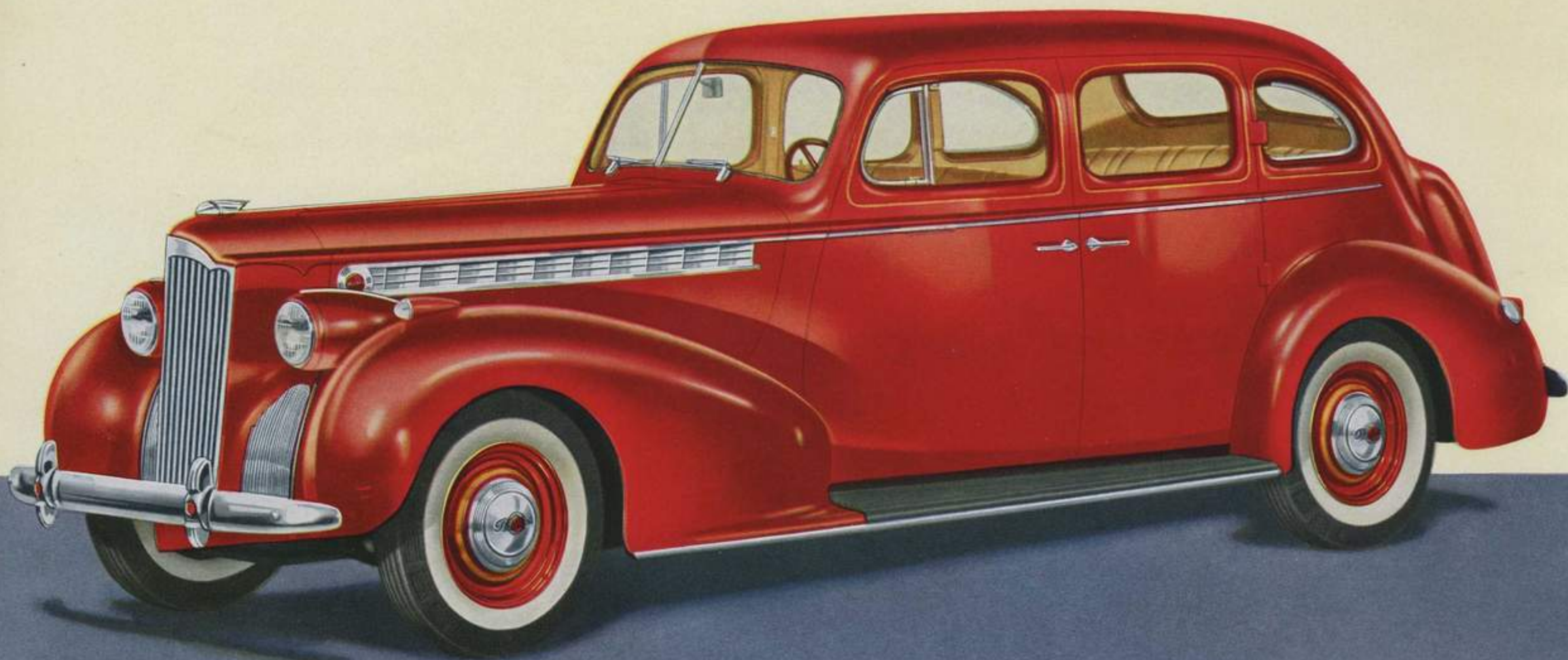
*An Interesting Comparison Between
The Packard One-Twenty and Packard One-Ten*

A SENSATIONALLY popular car since its introduction five years ago, the Packard One-Twenty has established its name as one of the greatest in motordom. Yet, the One-Twenties of the past that took America by storm, are totally eclipsed by the magnificent car that bears the One-Twenty name for 1940. Nothing you can anticipate will match the reality of this great straight-eight and its lively responsive 120 horsepower engine. After you have seen it and driven it, you'll never be completely happy until you own one!



Packard-designed and Packard-built, the One-Twenty engine is regarded as a model of modern engineering achievement.

HAS DRIVING lost its thrill for you? Have you decided that motor cars today are all more or less alike? There's a 120 horsepower  straight-eight just aching to show you something new in smooth power and flashing getaway! It's a big car of 127" wheelbase  with the extra safety and stamina that come with added  pounds of weight. In it you settle back in cushions made softer  and deeper by the use of additional coils, and you enjoy the greater luxury of a choice of fine quality upholstery fabrics.  Stretching before you is a longer, sleeker hood  that enhances speed-stream styling to its fullest. Greater length permits side mounting of spare wheels if this extra equipment is specified  thus reserving the entire spacious trunk for  luggage. Bigger balloon tires  and an exclusive fifth shock absorber  are important contributions to motoring's finest ride. Vital chassis units like rear axle  are oversize in design. A larger, heavier clutch  improves magic ease of handling . . . and bigger brakes make stopping  extra smooth, extra sure. Luxury features such as stunningly grained  window mouldings, and a wide range of optional extra equipment including a rear-seat center arm rest  combine with innumerable other superior qualities to make the One-Twenty  a motor car you can't help wanting to own—and a value  unrivaled by any other eight-cylinder car near its price.



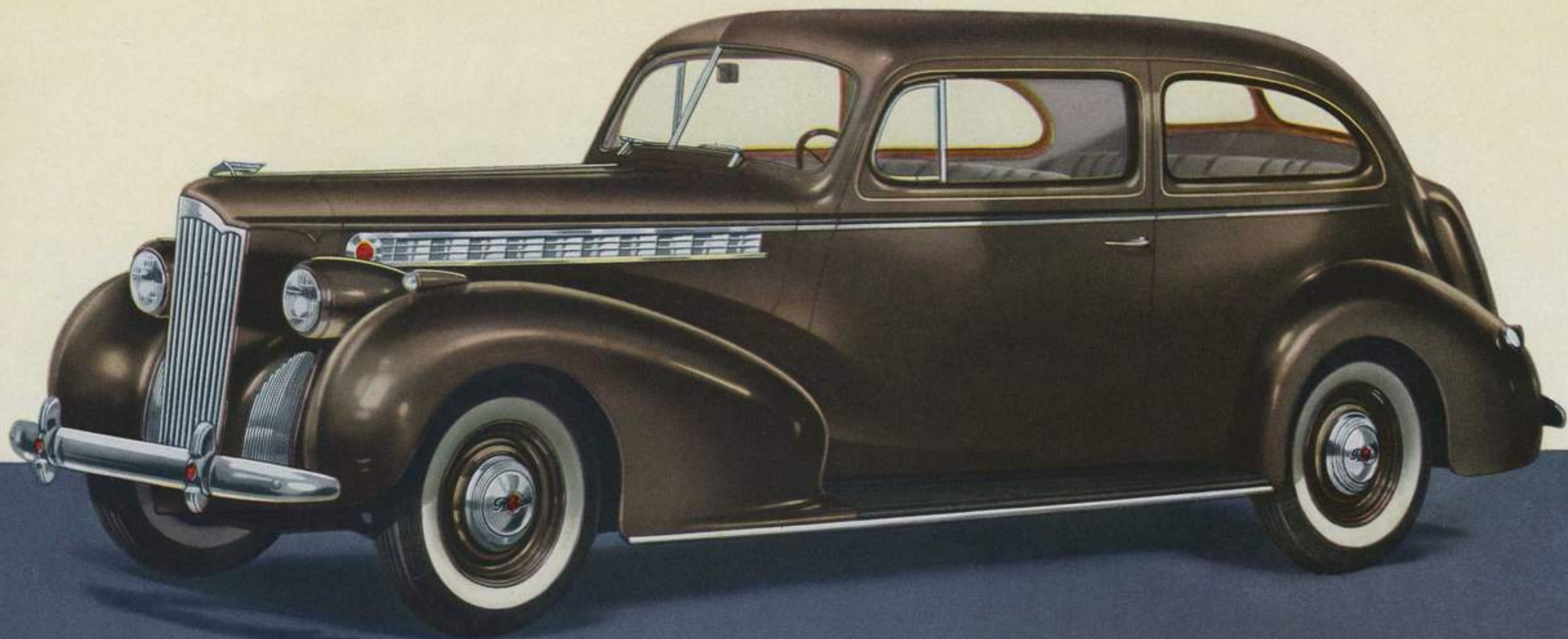
PACKARD ONE-TWENTY

Touring Sedan

127" wheelbase • 120 horsepower



An attractive ash tray within easy reach of all rear seat passengers, is conveniently located in the back of the front seat.



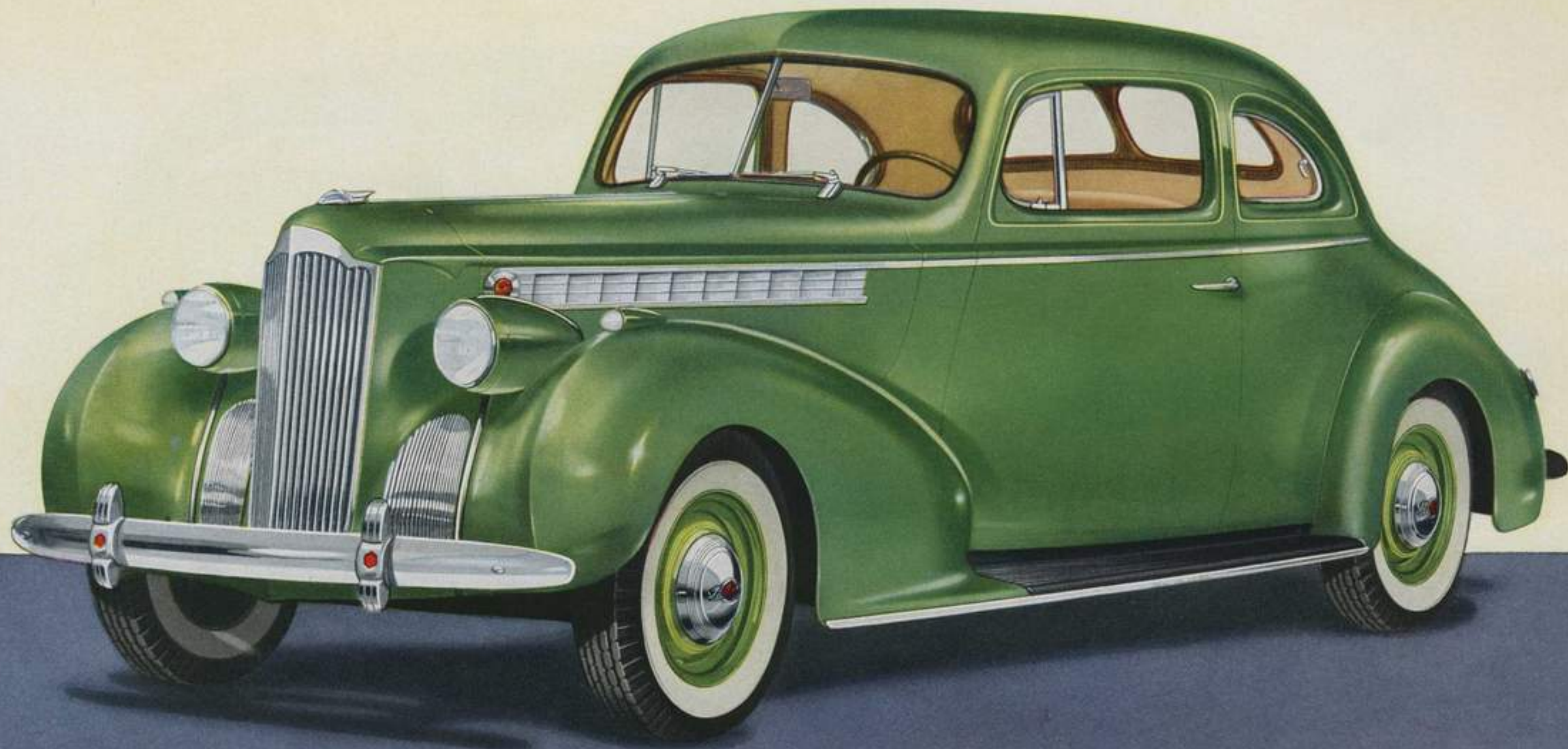
PACKARD ONE-TWENTY

Family Sedan

127" wheelbase • 120 horsepower



Richer and deeper carpeting—neatly edged by a metal scuff plate that is a highly desirable finishing touch.



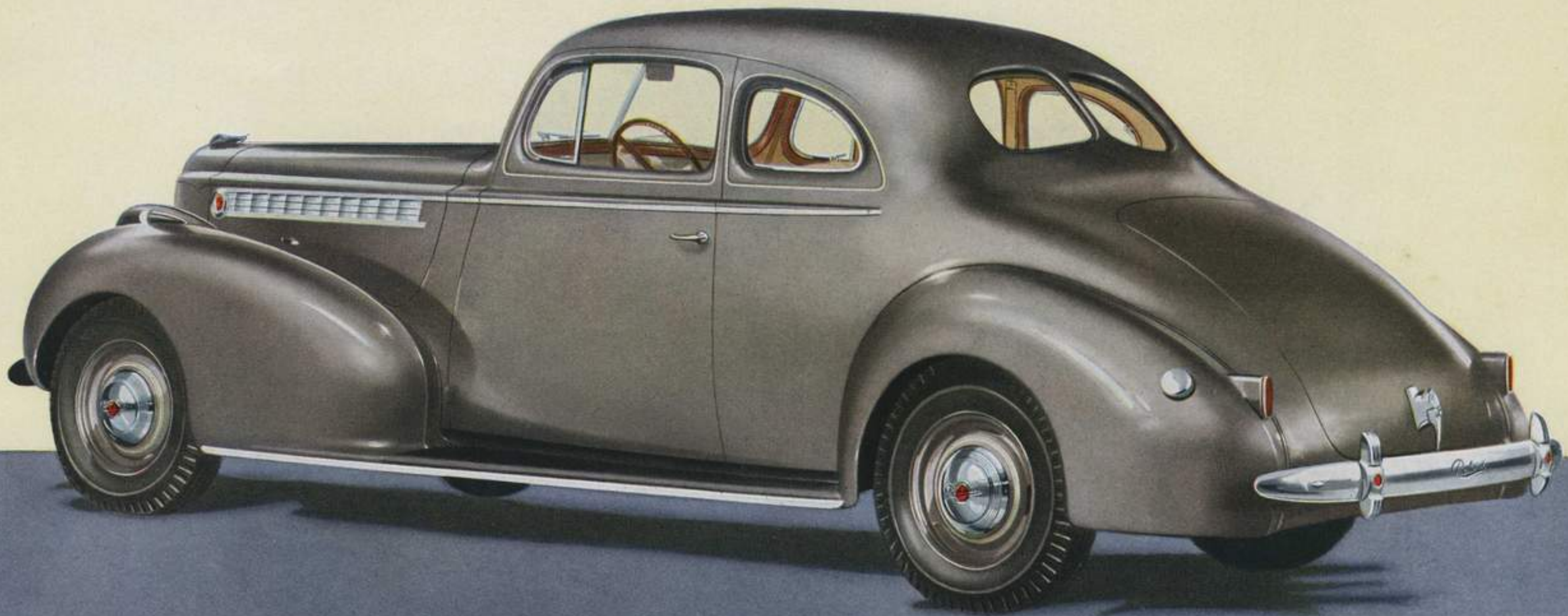
PACKARD ONE-TWENTY

Club Coupe

127" wheelbase • 120 horsepower



Beauty and the breeze can be friends
in a Packard—for ventilation can
be adjusted to avoid strong drafts.



PACKARD ONE-TWENTY

Business Coupe

127" wheelbase • 120 horsepower



No tripping allowed! Both front and rear compartments have flat, level floors for your safety . . . and your comfort too!



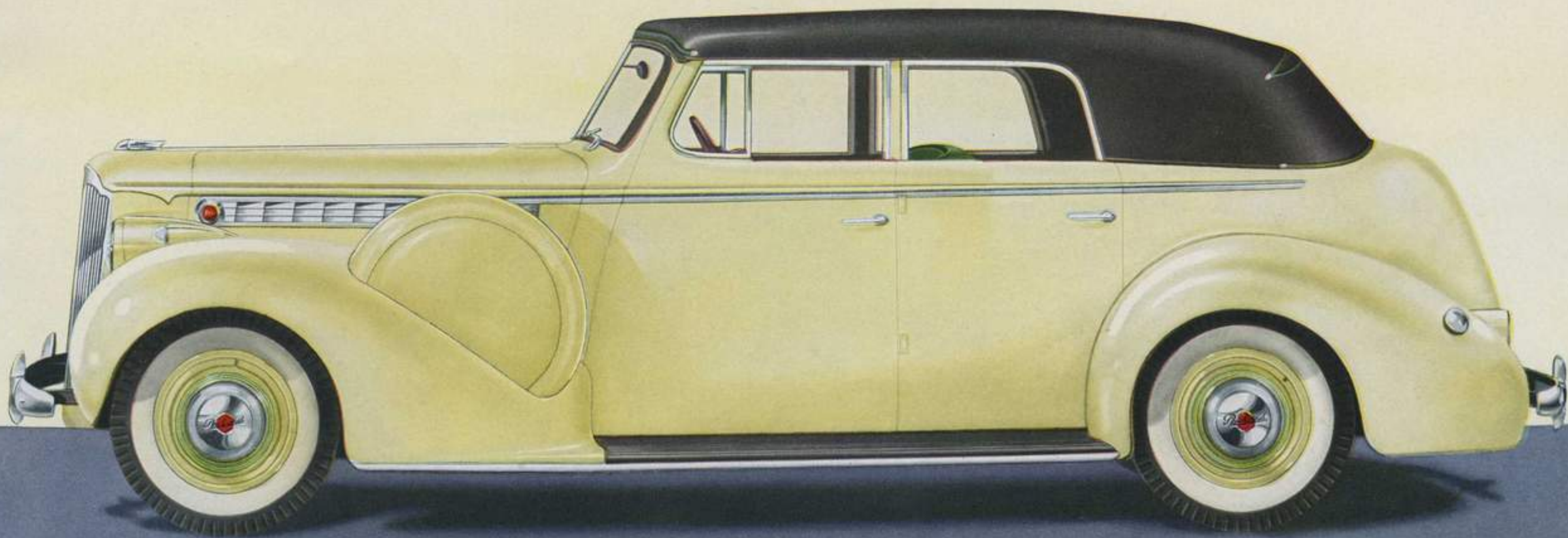
PACKARD ONE-TWENTY

Convertible Coupe

127" wheelbase • 120 horsepower



A "No Man" top! Simply touch a small control knob on the dash and presto!—the top raises or lowers automatically.



PACKARD ONE-TWENTY

Convertible Sedan

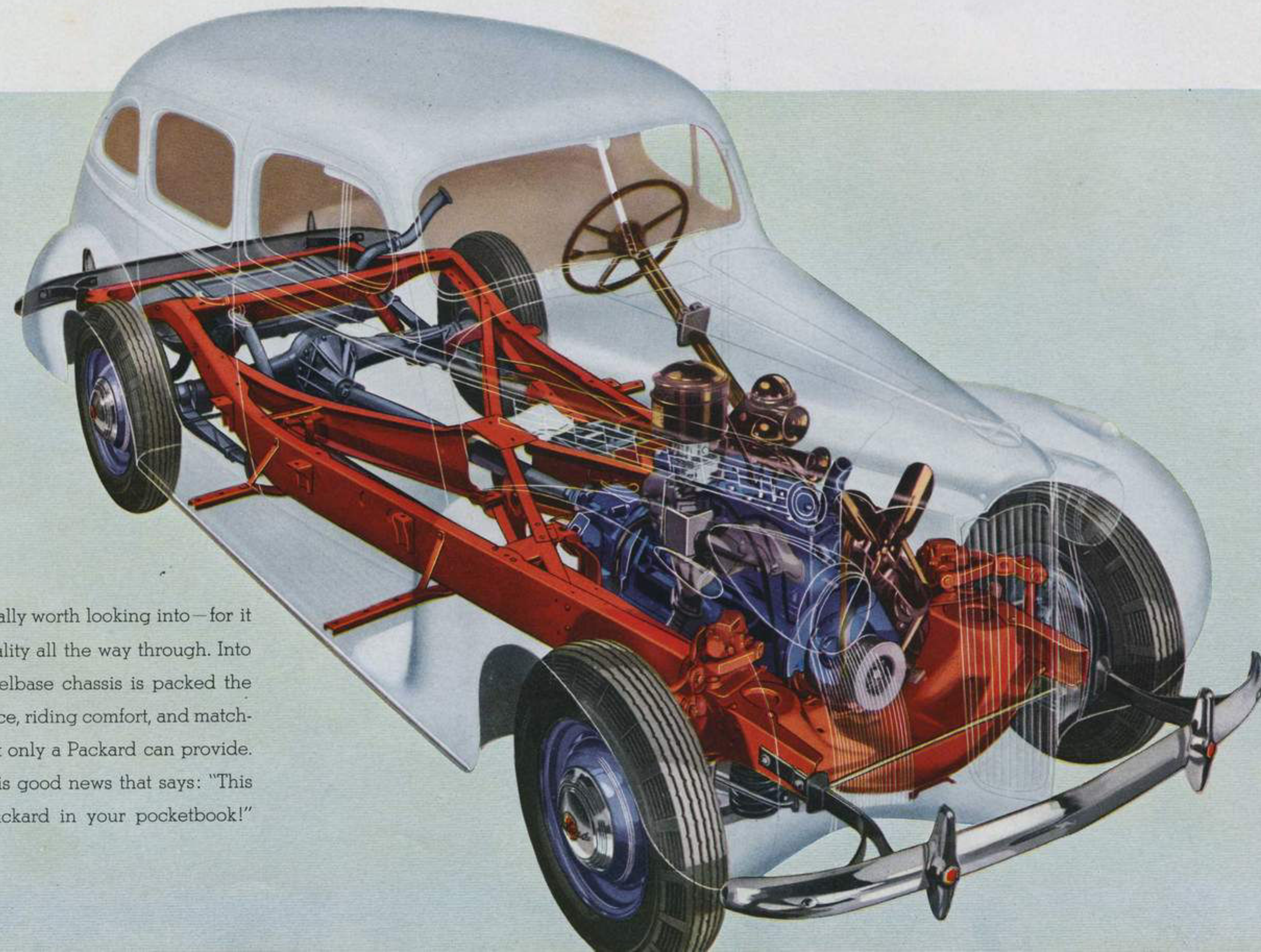
127" wheelbase • 120 horsepower



To the ladies! Aickward mis-steps and
dust-soiled dresses are guarded against
by this wide protective running board.

THE NEW 1940 PACKARD ONE-TEN

—more than your motor car dollar ever bought before



HERE is a car really worth looking into—for it offers Packard quality all the way through. Into its long 122" wheelbase chassis is packed the superb performance, riding comfort, and matchless durability that only a Packard can provide. And its price tag is good news that says: "This year, there's a Packard in your pocketbook!"

THE NEW 1940 Packard One-Ten *is* amazingly low in price—but don't let this deceive you into thinking it is anything but a big, roomy car of the highest quality.

Its low price is not the result of economies effected in the car itself, but of reductions in manufacturing costs accomplished by completion of the Packard 4-year expansion plan.

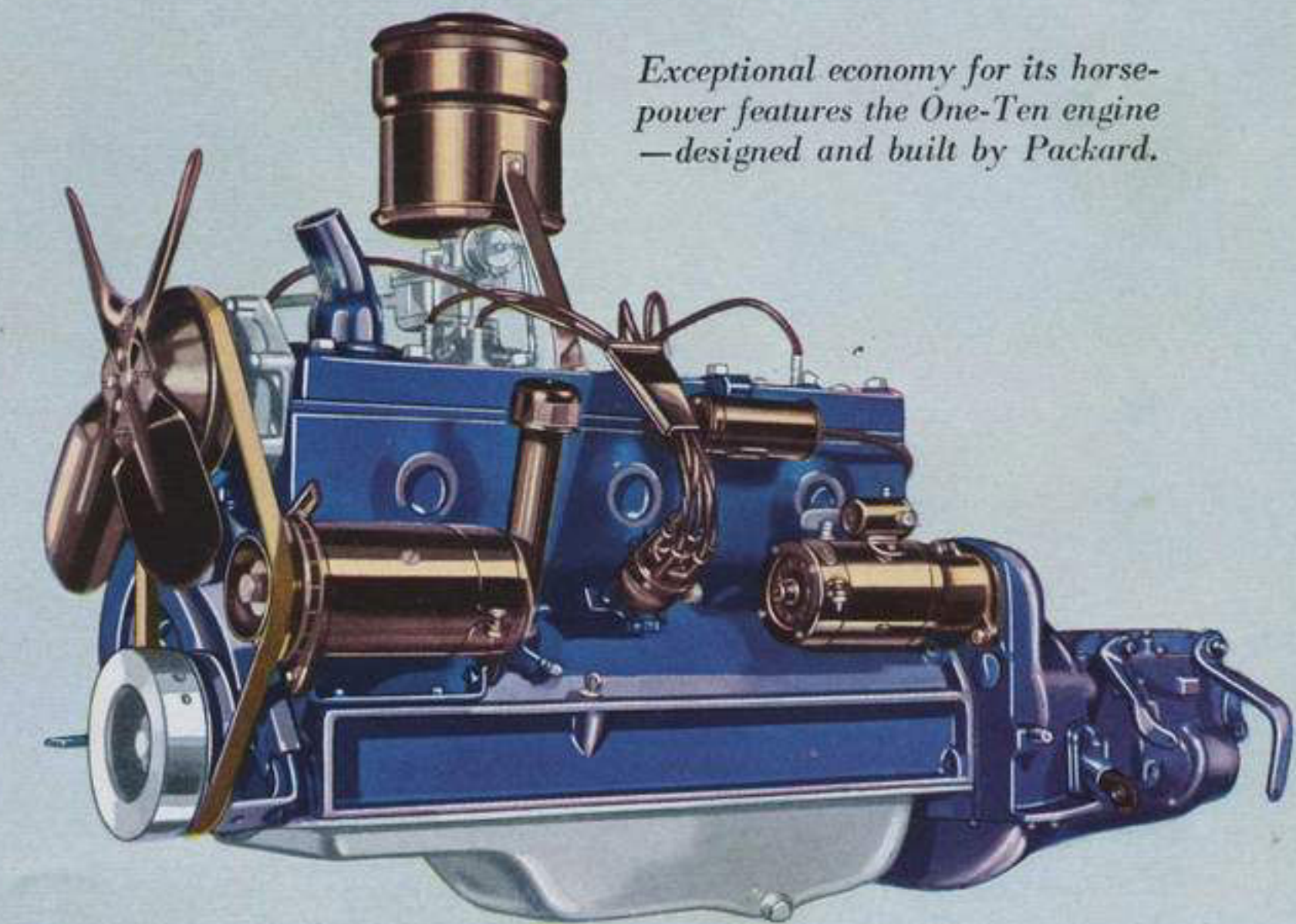
Its superiority over other cars of similar price will become evident the first few minutes you drive it.

Take the wheel of this One-Ten expecting a big surprise, and you will not be disappointed. The way its 100-horsepower engine flashes you to the front at signal lights . . . the way it levels out bumps that would shake other cars from stem to stern . . . the easy, responsive way it handles . . . all will be a revelation and a delight.

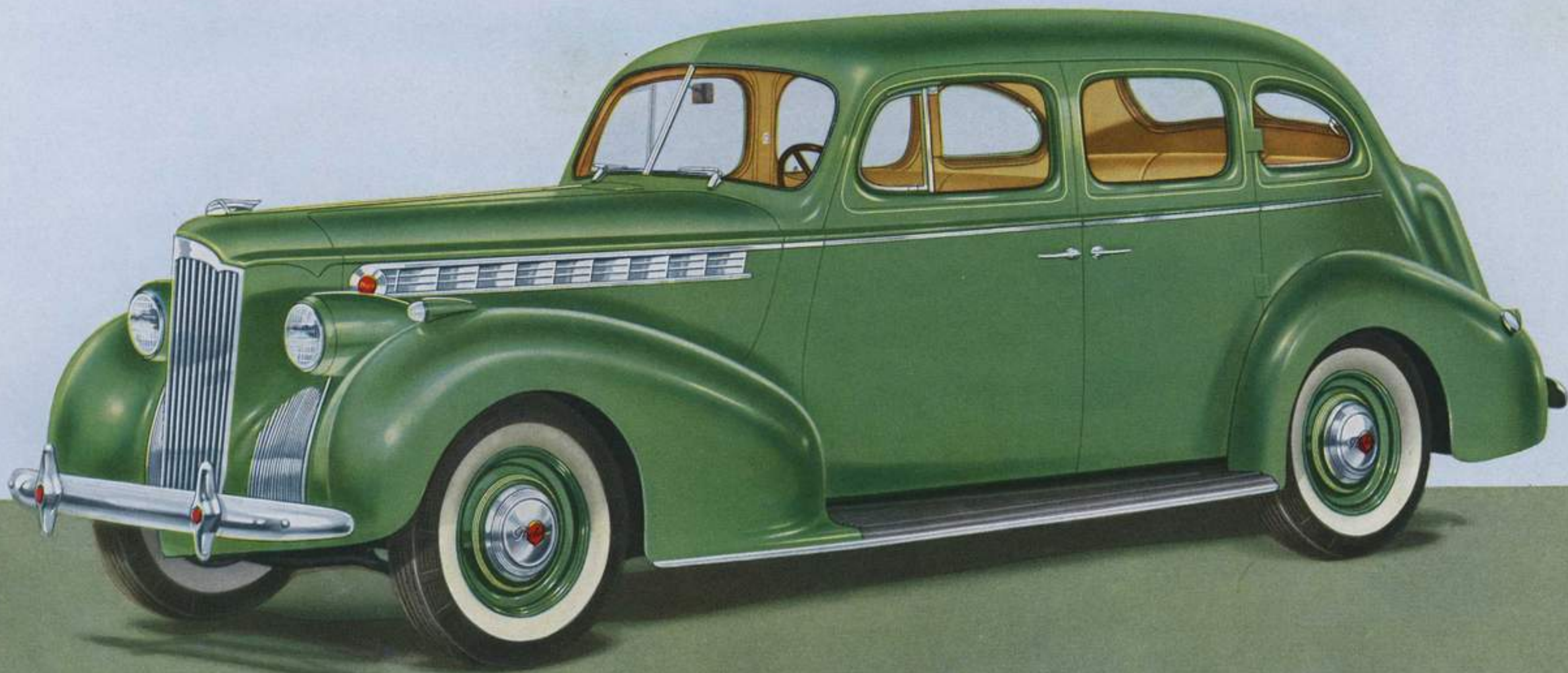
In roominess, luxury and conveniences, you will have to compare the Packard One-Ten with cars

much higher in price to find anything near its equal.

This year, take a good, long look at the Packard One-Ten before you buy any car—for if you don't, you'll overlook more sound, honest value than your motor car dollar ever bought before.



Exceptional economy for its horsepower features the One-Ten engine—designed and built by Packard.

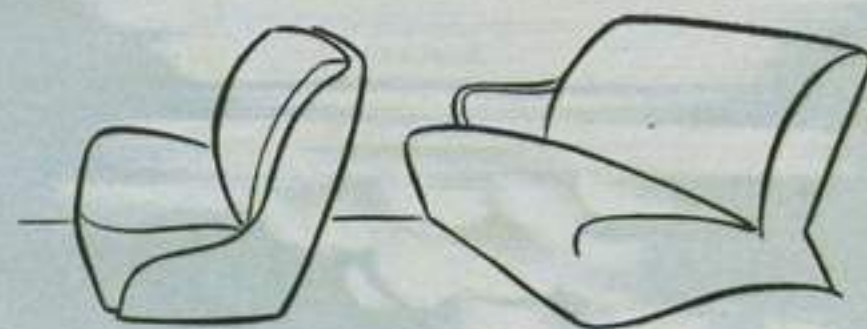


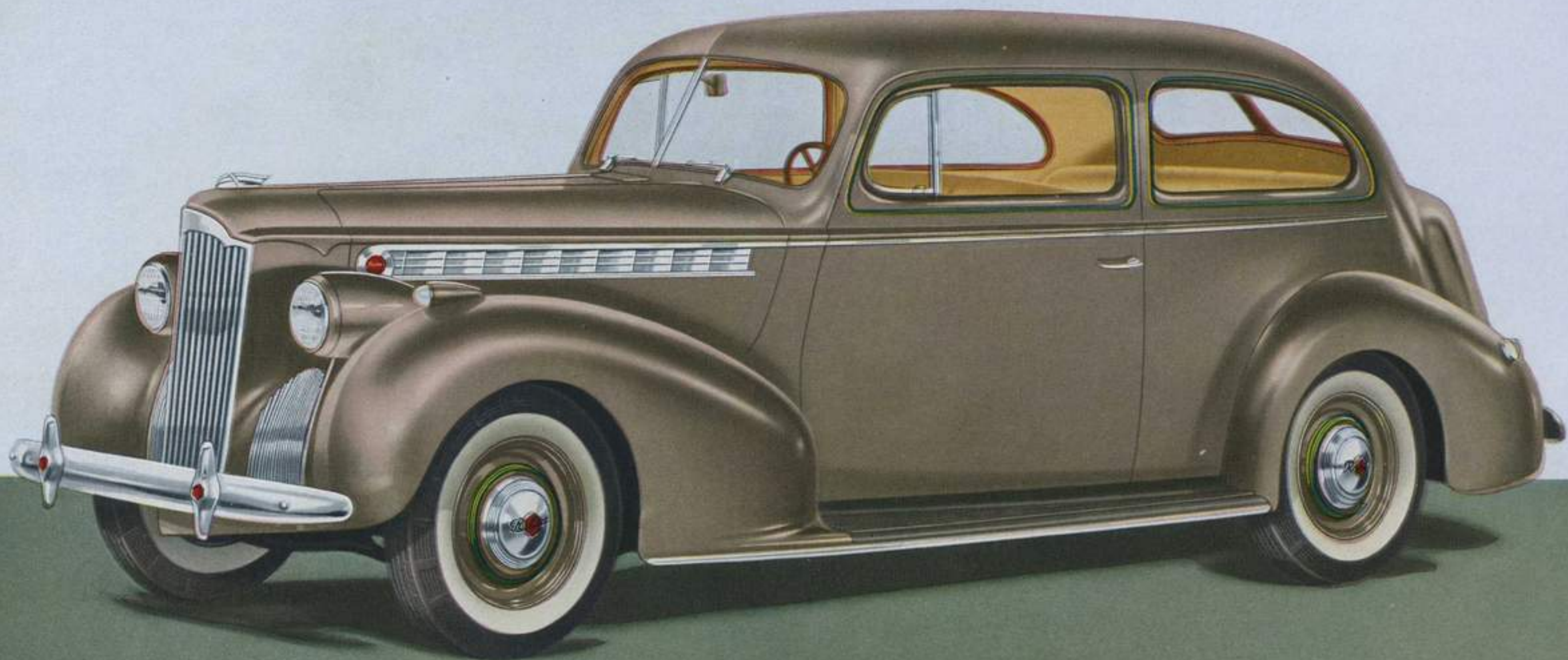
The attractive and practical robe loop with a full load of coats or wraps still leaves the ash tray accessible.

PACKARD ONE-TEN

Touring Sedan

122" wheelbase • 100 horsepower





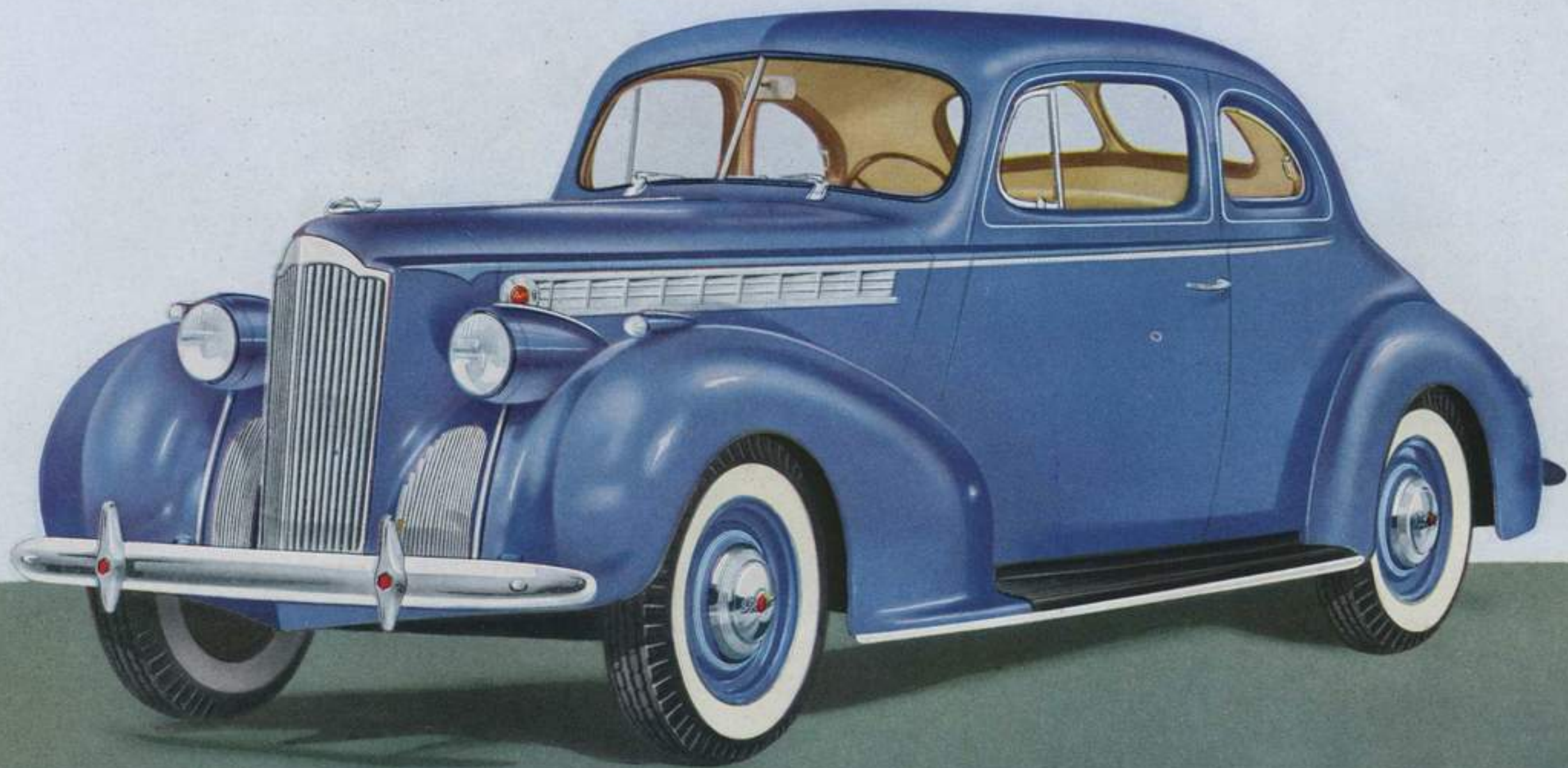
No mother needs to be told the priceless value of inside door locks, safely out of the way of inquisitive youthful fingers.

PACKARD ONE-TEN

Family Sedan

122" wheelbase • 100 horsepower



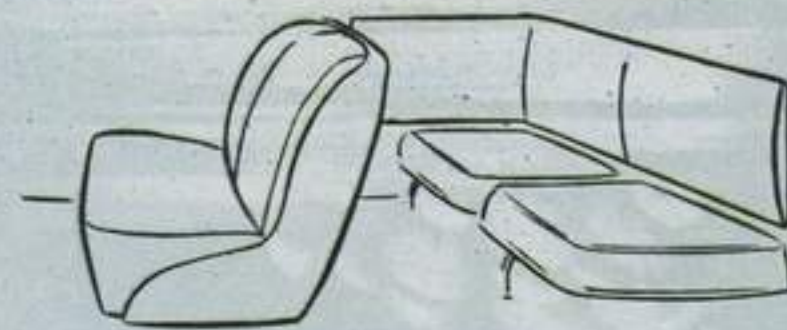


Dash illumination—for ignition key or dials—is easily adjusted to any degree of brightness by a handy rheostat.

PACKARD ONE-TEN

Club Coupe

122" wheelbase • 100 horsepower



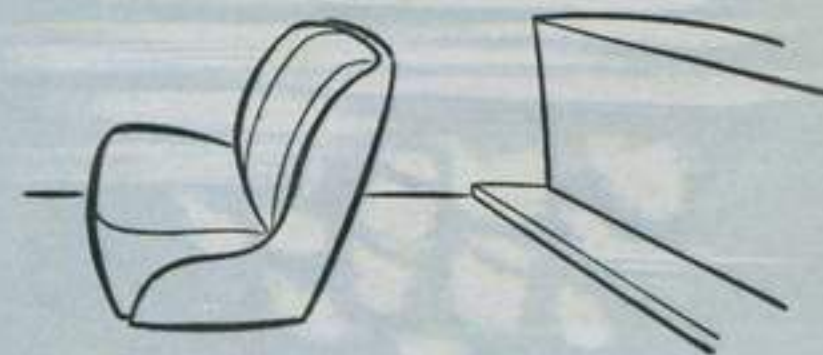


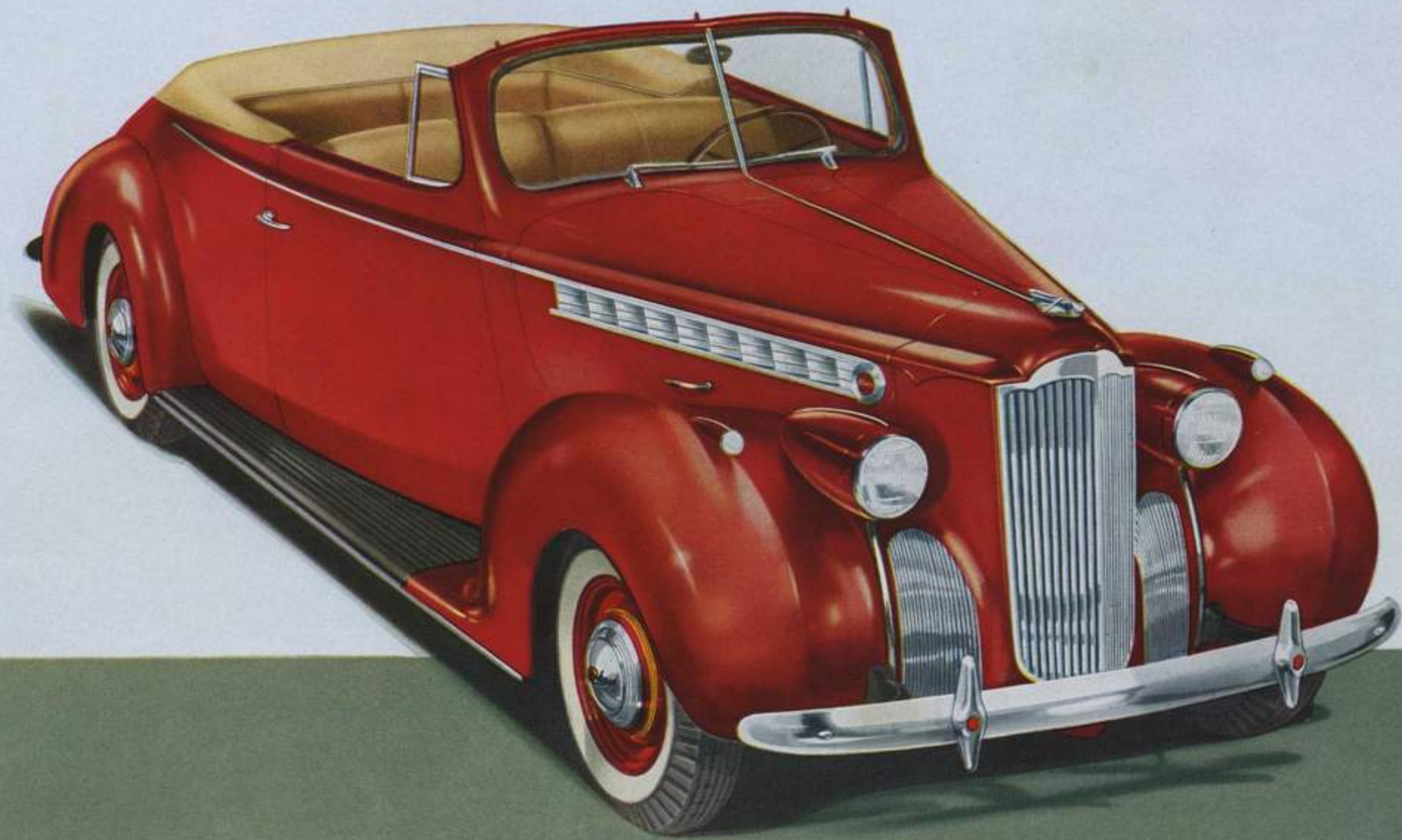
No mere cubby hole, the useful package compartment occupies more than a full third of the total instrument panel width.

PACKARD ONE-TEN

Business Coupe

122" wheelbase • 100 horsepower



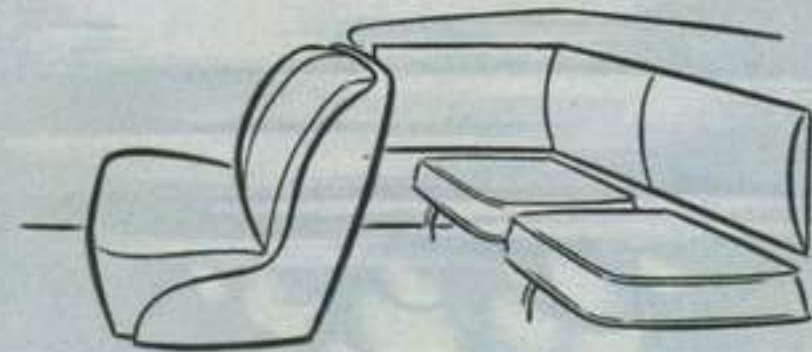


Convertible enthusiasts need not fear sudden squalls, for a finger flick of the control raises or lowers this "No Man" top.

PACKARD ONE-TEN

Convertible Coupe

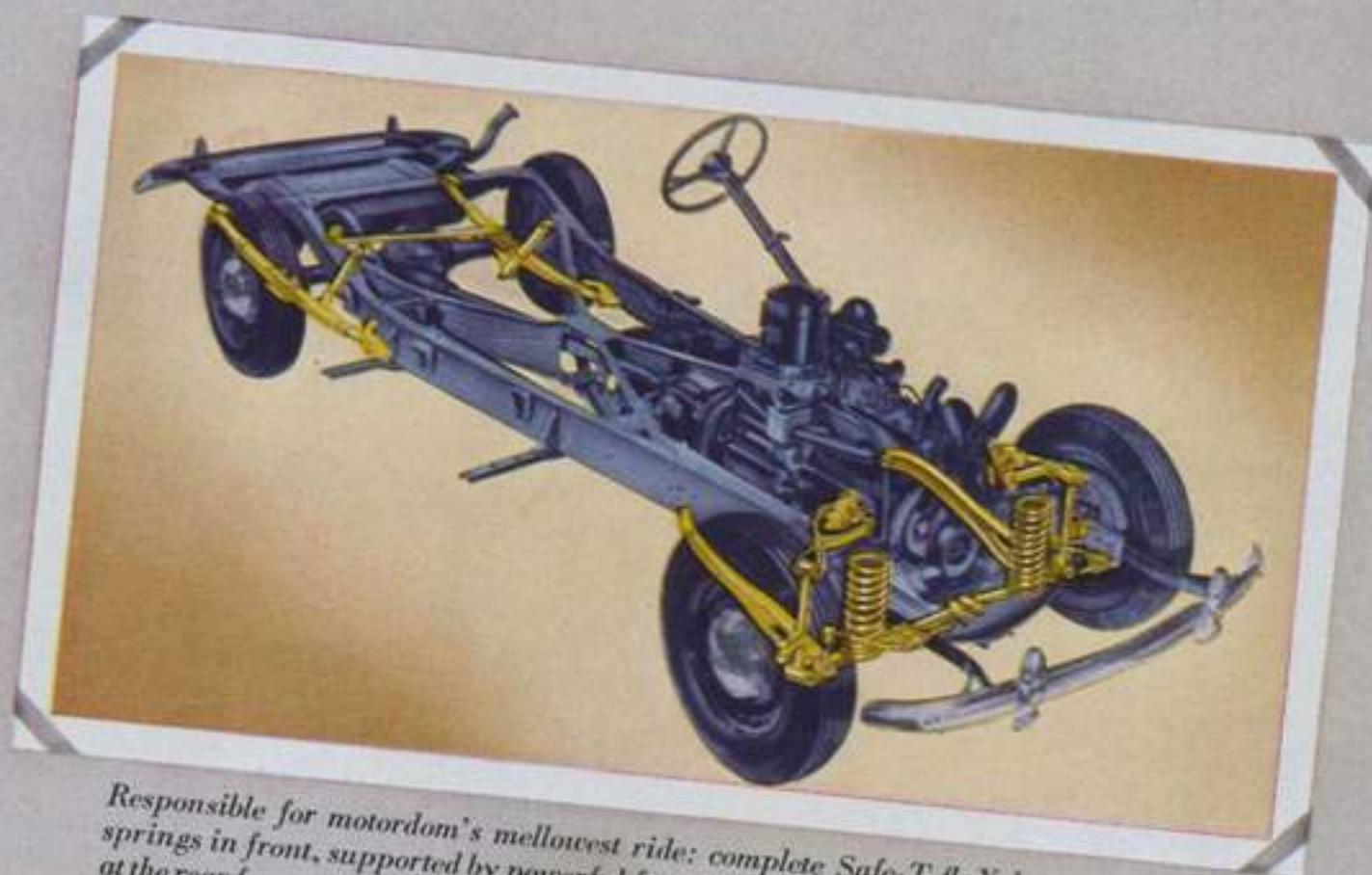
122" wheelbase • 100 horsepower



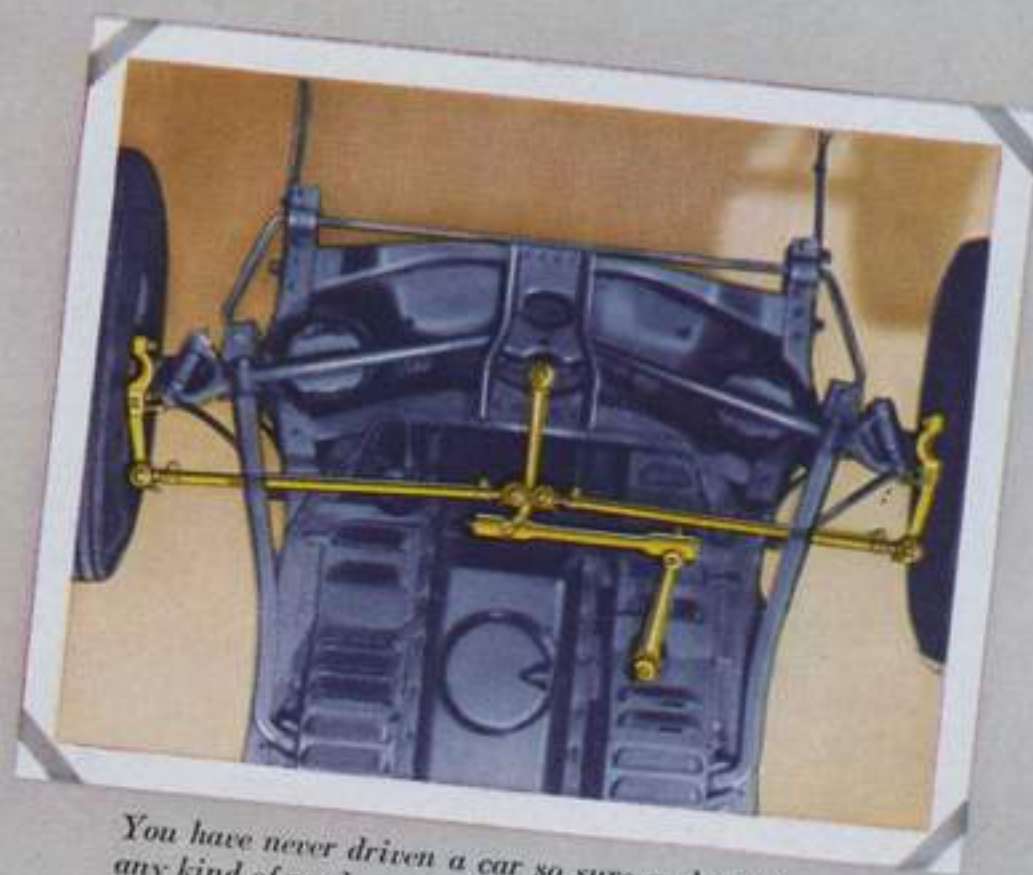
DO YOU ADMIRE ADVANCED DESIGN?



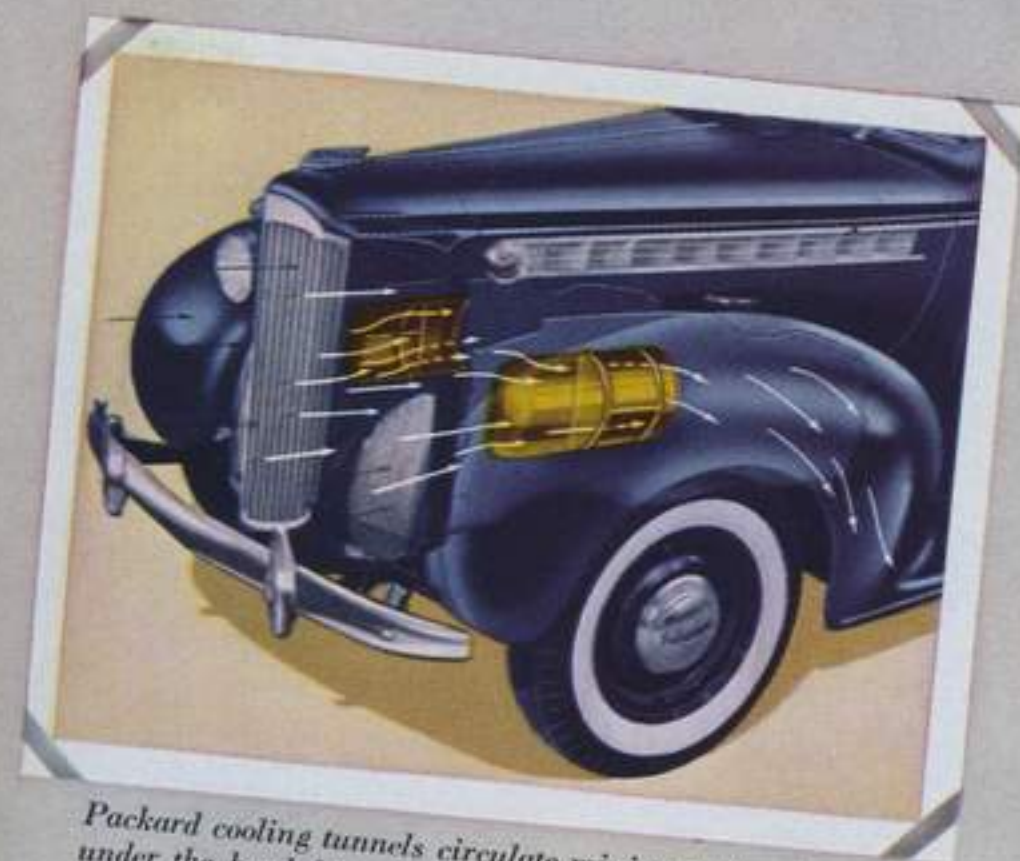
A Packard engineering development that will save you money—angle-set valves promote more efficient and complete combustion.



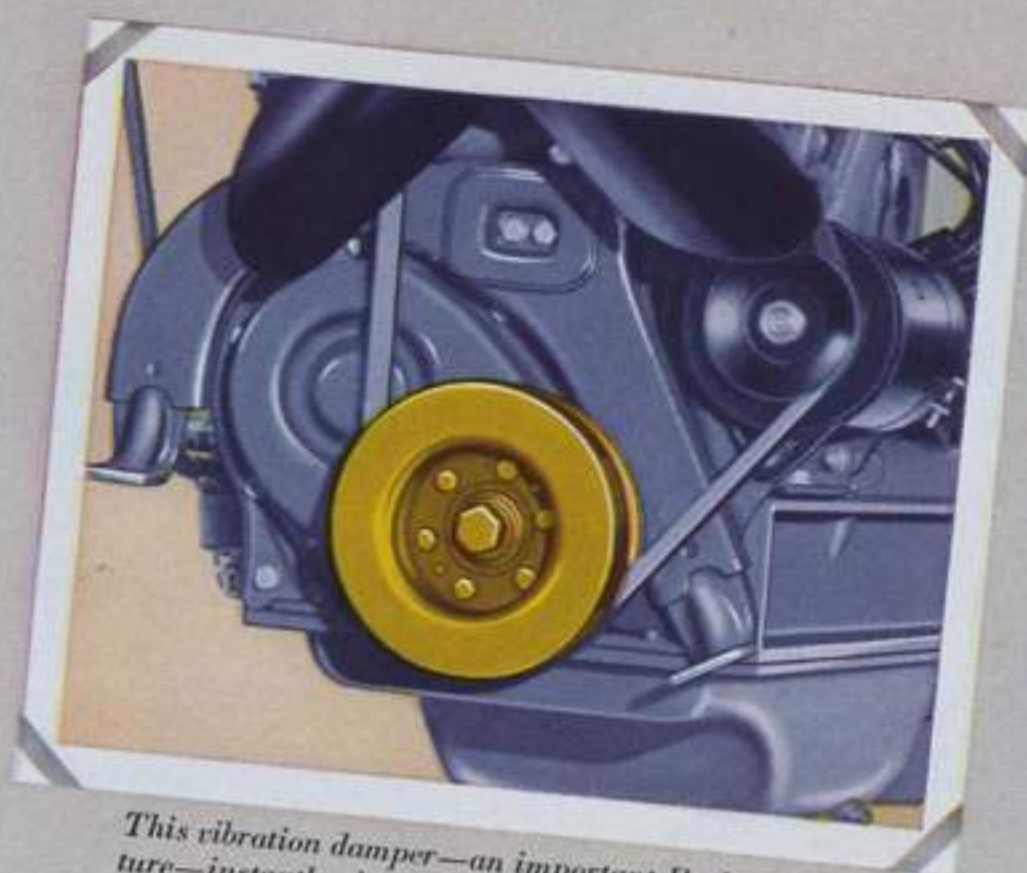
Responsible for motordom's mellowest ride: complete Safe-T-flex has giant coil springs in front, supported by powerful forged arms—ingenious leaf spring design at the rear for controlled resilience—direct-acting and parallel-type shock absorbers.



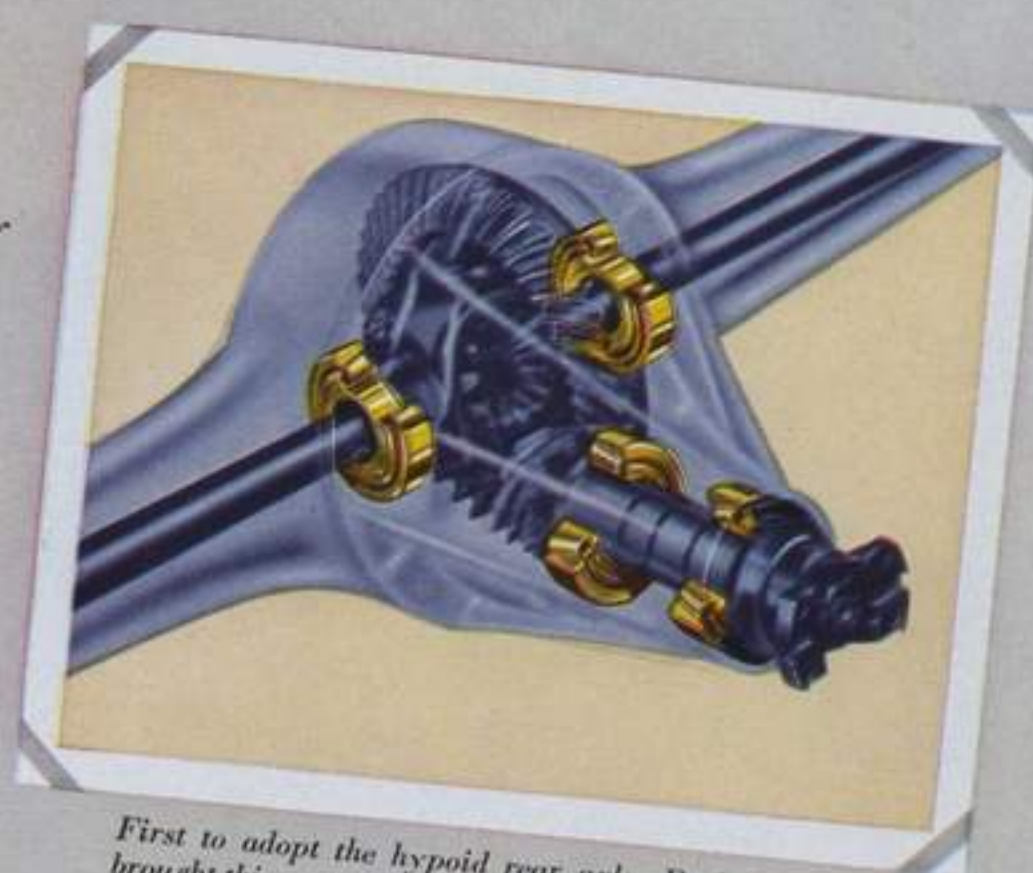
You have never driven a car so sure and steady on any kind of road—nor one that steers with such uncanny ease and marked freedom from road shocks.



Packard cooling tunnels circulate miniature hurricanes under the hood for efficient cooling. The heated air is directed under and away from the car, for your comfort.



This vibration damper—an important Packard feature—instantly absorbs torsional quiver that even the most perfectly balanced crankshaft cannot eliminate.



First to adopt the hypoid rear axle, Packard has brought this superior design to its very highest degree of excellence, quietness and trouble-free long life.

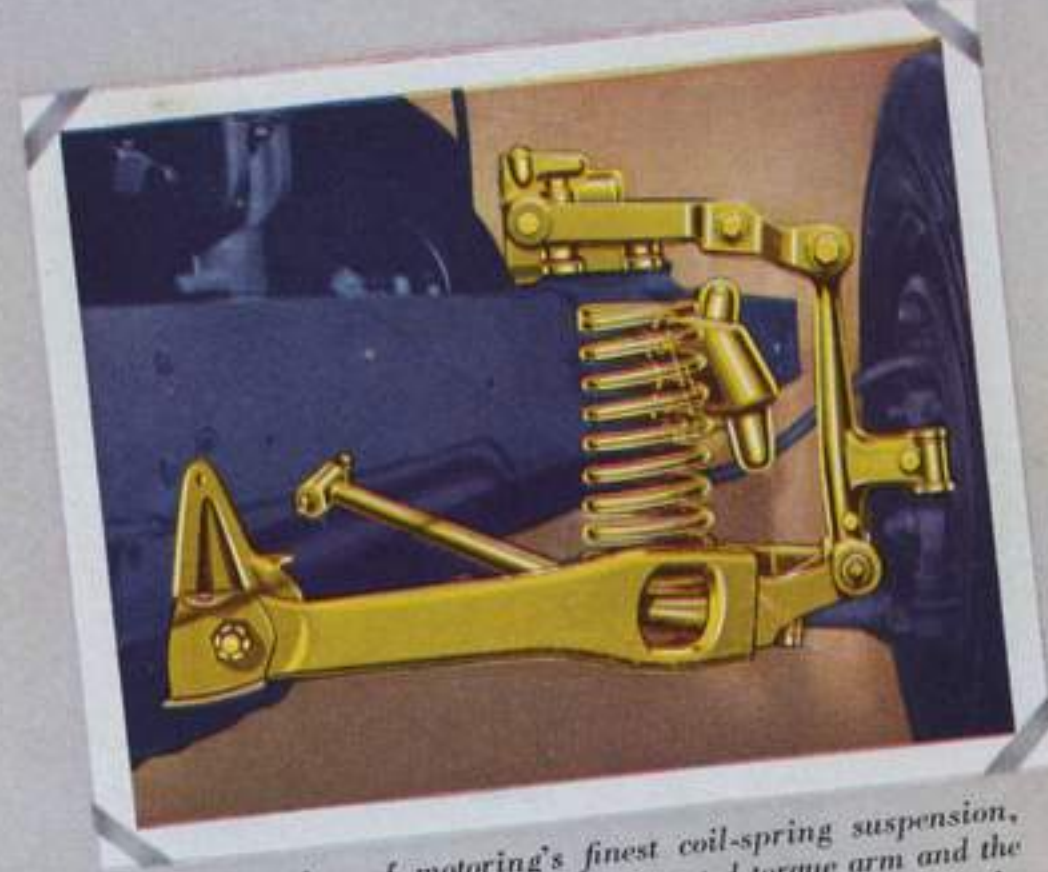
DO YOU RESPECT RUGGED DURABILITY?



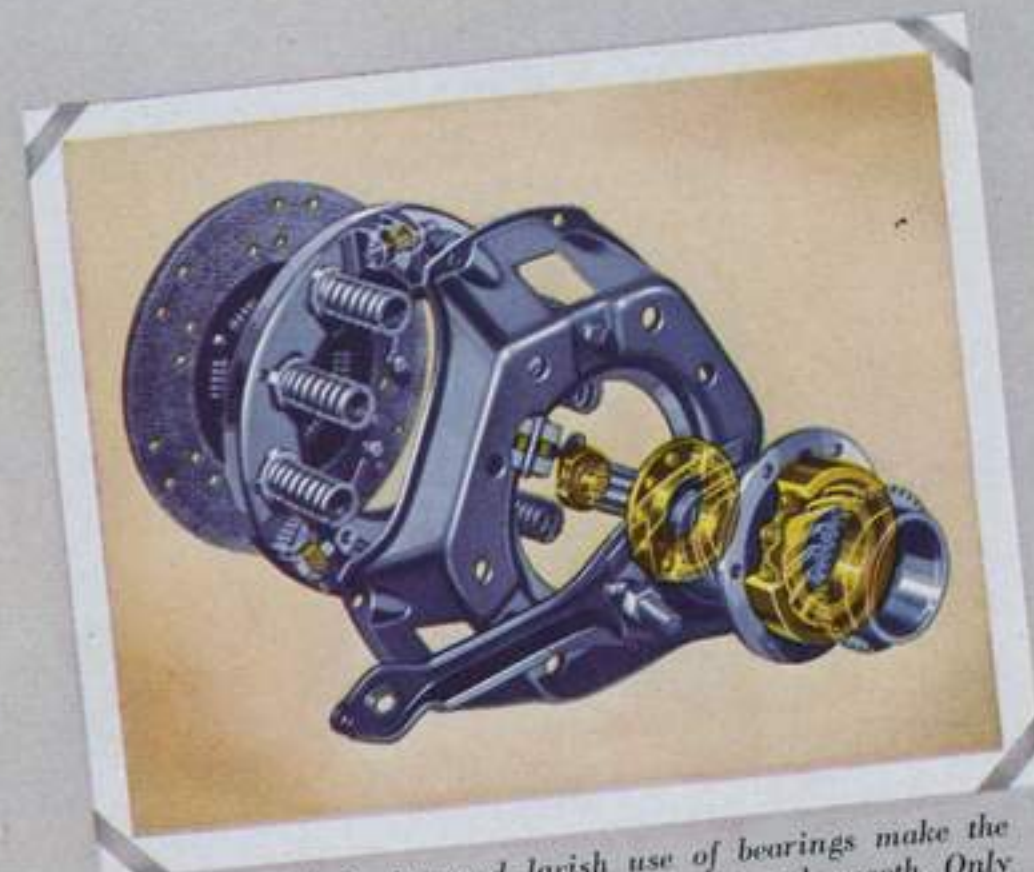
The tremendous strength of Packard frames is enough to make a bridge engineer exclaim in wonder. And rightly so, for here is rigidity and durability far beyond motoring needs.



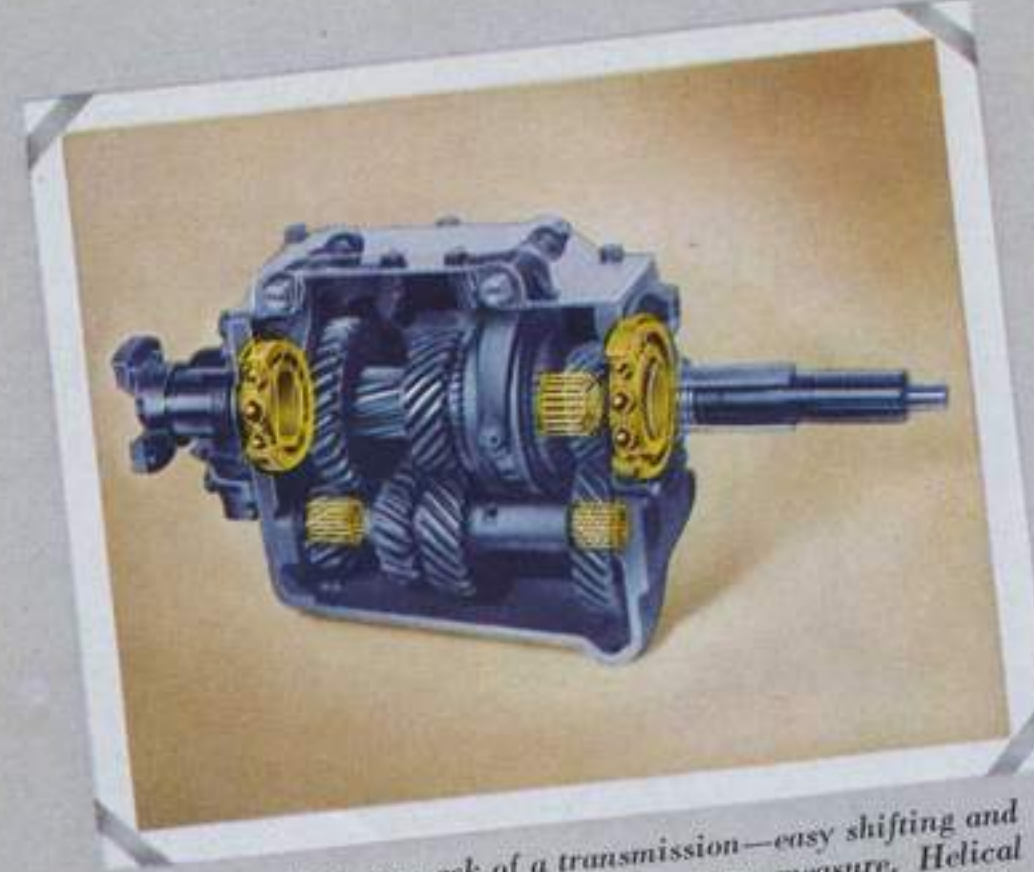
A heavyweight champion, this crankshaft—toughened and balanced for years of quiet, vibration-free service. The main and crankpin bearings overlap for strength and stiffness.



Close-up view of motoring's finest coil-spring suspension, exclusively Packard. The rubber-mounted torque arm and the sturdily constructed spring, result in a finer, safer ride.



Lifetime lubrication and lavish use of bearings make the Packard Velvetouch clutch superbly quiet and smooth. Only a light touch of your foot is required to put it in action.



The two things you ask of a transmission—easy shifting and silent operation—Packard gives in extra measure. Helical gear teeth are larger in size and super-hardened for long life.

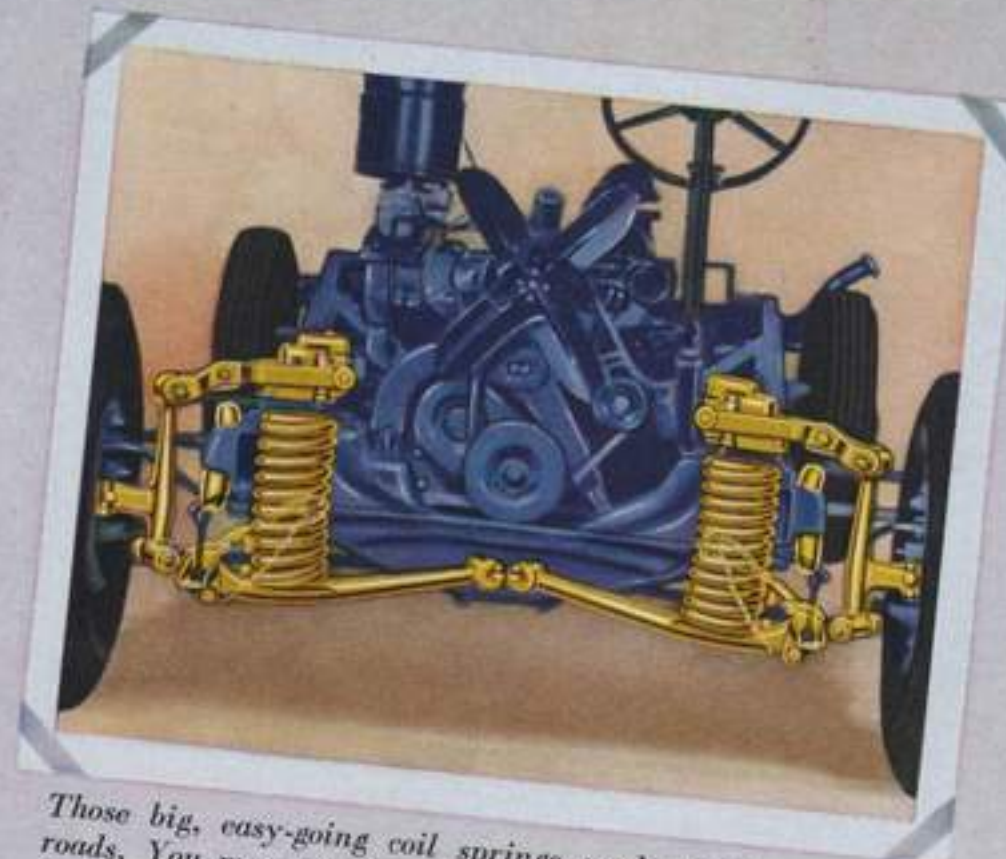


The secret of swift, sure stops—oversized brakes encased for safe and positive action in all kinds of weather. The foot brakes are hydraulic—self-energizing for less pedal pressure.

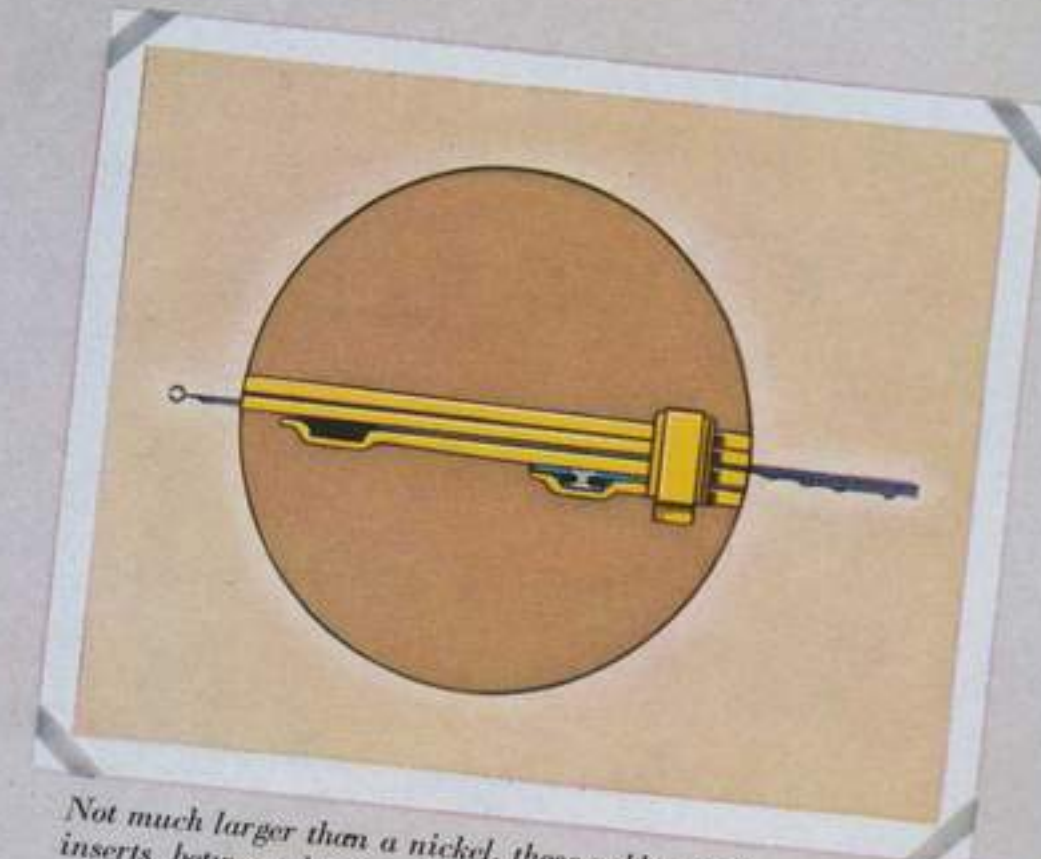
DO YOU SEEK A RESTFUL RIDE?



You'll welcome Packard's riding comfort. Safe-T-flex suspension smooths out bad roads, makes good roads better—gives the gentlest ride that ever made a tired body say "Thanks!"



Those big, easy-going coil springs work wonders on bad roads. You may see bumps that make you brace your feet, but you don't feel them. You'll travel faster, more restfully.



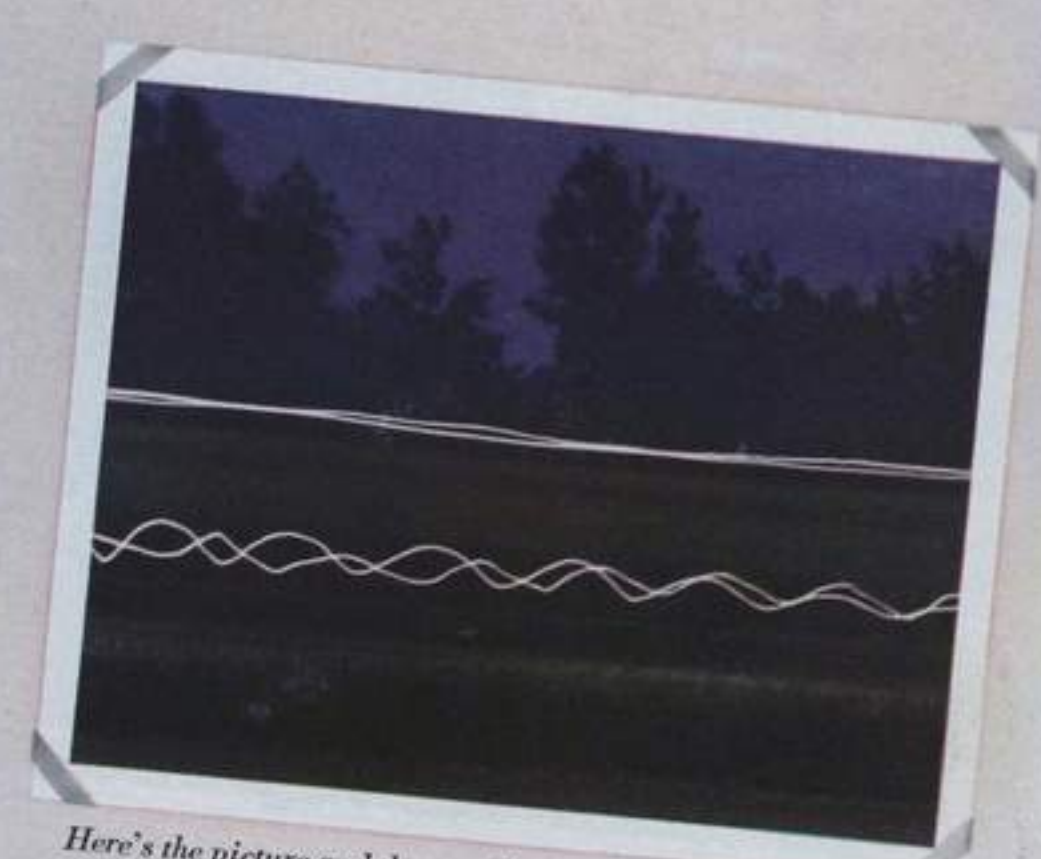
Not much larger than a nickel, these rubber and composition inserts between leaves of rear springs are worth hundreds of dollars to motoring enjoyment. They help control the ride.



The cameraman is set to take a picture that will prove how completely jolts are absorbed by Packard's exclusive Safe-T-flex springing. Paths made by lights on wheels and on window sills will be photographed simultaneously on a single negative.



Where could you find a rougher road than this? For the photographic proof of Packard's mellow, controlled ride, Packard selected not a road of any description, but railroad ties! A good ride over railroad ties will be smooth on any kind of road!



Here's the picture and the proof! The dancing lines below indicate the bouncing wheels. The amazingly level upper line at window height indicates the superbly smooth ride passengers enjoy. Complete Safe-T-flex has literally blotted out the jolts.

DO YOU INSIST UPON SAFETY FIRST?



The safest surroundings for any family, when motoring: all-steel body panels, welded together as a single, solid unit. Sturdy steel on all sides means peace of mind.



Why there's a big difference in all-steel bodies . . . the steel you see on the outside needs reinforcement underneath. Packard uses husky braces—top, front and back.



Two ways to stop in a hurry: (1) The large pedal puts big hydraulic brakes (red) into action; (2) the hand lever controls the independently operated mechanical braking system (yellow).



Left: Yearly loss of illumination with ordinary lights. Center: Larger pattern and far less loss with new Sealed-Beam lighting. Right: Traffic beam not in other drivers' eyes—brightest at road edge.



A sun-porch view . . . rain or shine! 288 square inches are swept clean by constant speed, electric windshield wipers. There's no jerky, feeble action.



Keep your eyes on the road! And you can, with this speedometer. The translucent hand glows green at lower speeds, yellow at medium, red at high speeds.

DO YOU PRIZE MANUFACTURING EXCELLENCE?



Packard castings come from Packard's own modern, year-old foundry . . . Quality control has its beginning right at the start, when molten metal is poured.



A typical part vital to safety and comfort—the Safe-T-fle X support arm. Such parts must be built tough, strong and durable, and they are—by workmen in Packard's own forge plant.



Giant presses more than two stories high exert tons of pressure as they stamp bodies out of solid steel sheets. Even the largest shapes are pressed in Packard's own mammoth stamping mill.



Packard builds its own bodies, too. Each one benefits from the painstaking work of Packard's own master craftsmen. Even "in the raw" these bodies show the beauty of expert finishing.



Packard engine blocks are cast and finished entirely under the Packard roof. This honing machine imparts a mirror-like finish to cylinder wall surfaces.



From foundry to finishing machine to testing, and finally to the chassis assembly line—Packard centralized control guards the quality of every part through every step of manufacturing.

DO YOU JUDGE A PRODUCT BY ITS TESTING?



Testing begins before manufacturing. . . . All raw materials must live up to Packard standards—as in this retort test to determine the basic quality of steel.



Packard precision demands frequent checks of measuring instruments. In this Supreme Court of measurement, light waves check gauge-blocks within one-millionth of an inch.



Sub-zero operating conditions, made to order in this cold room, enable engineers to test quick starting and the exceptionally brief warm-up period so important to saving engine wear.



Kidnapped and put through the third degree! Without warning, any car on the assembly line may be seized for Proving Ground testing—a double check on manufacturing excellence.



Why punish a car like this? Because hub-deep sand and other Proving Ground tests enable Packard engineers to check results and determine the most durable rugged design for your car.

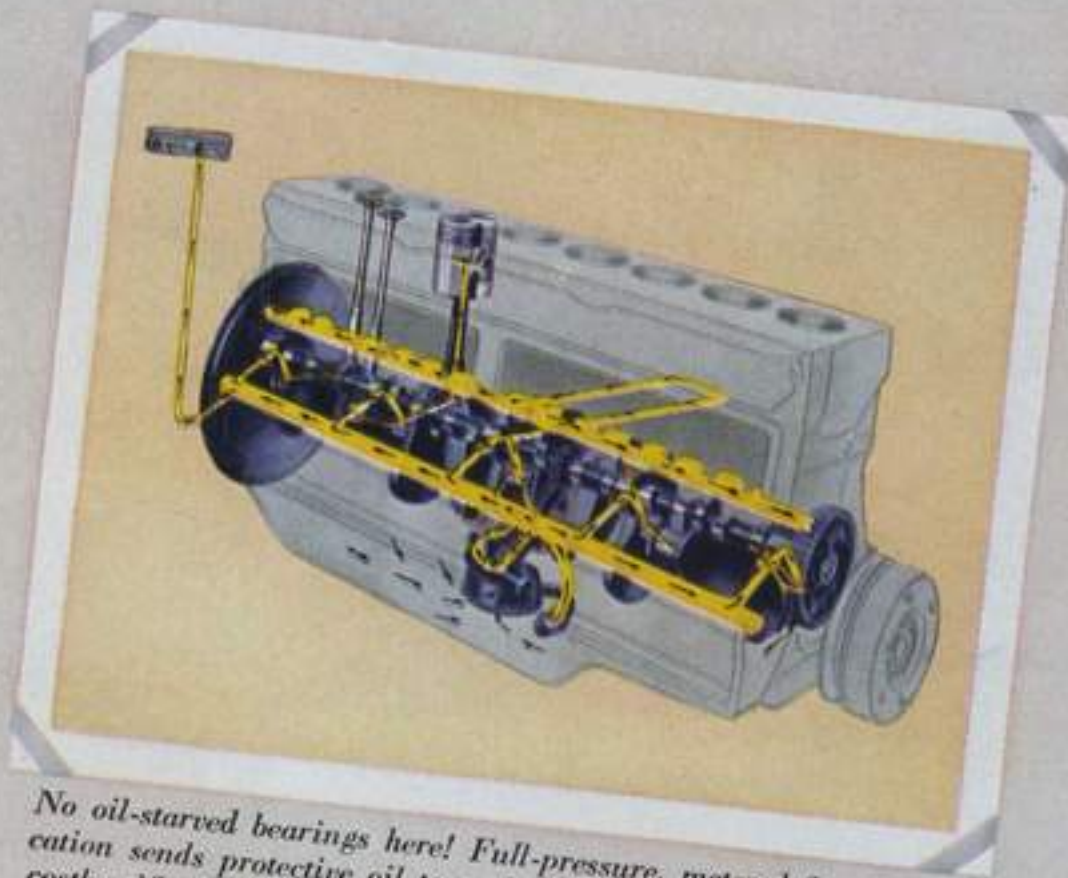


Hour after hour—cars taken at intervals from the production line roar around the 2½-mile Proving Ground track. Performance, economy, brakes, long life—are checked repeatedly.

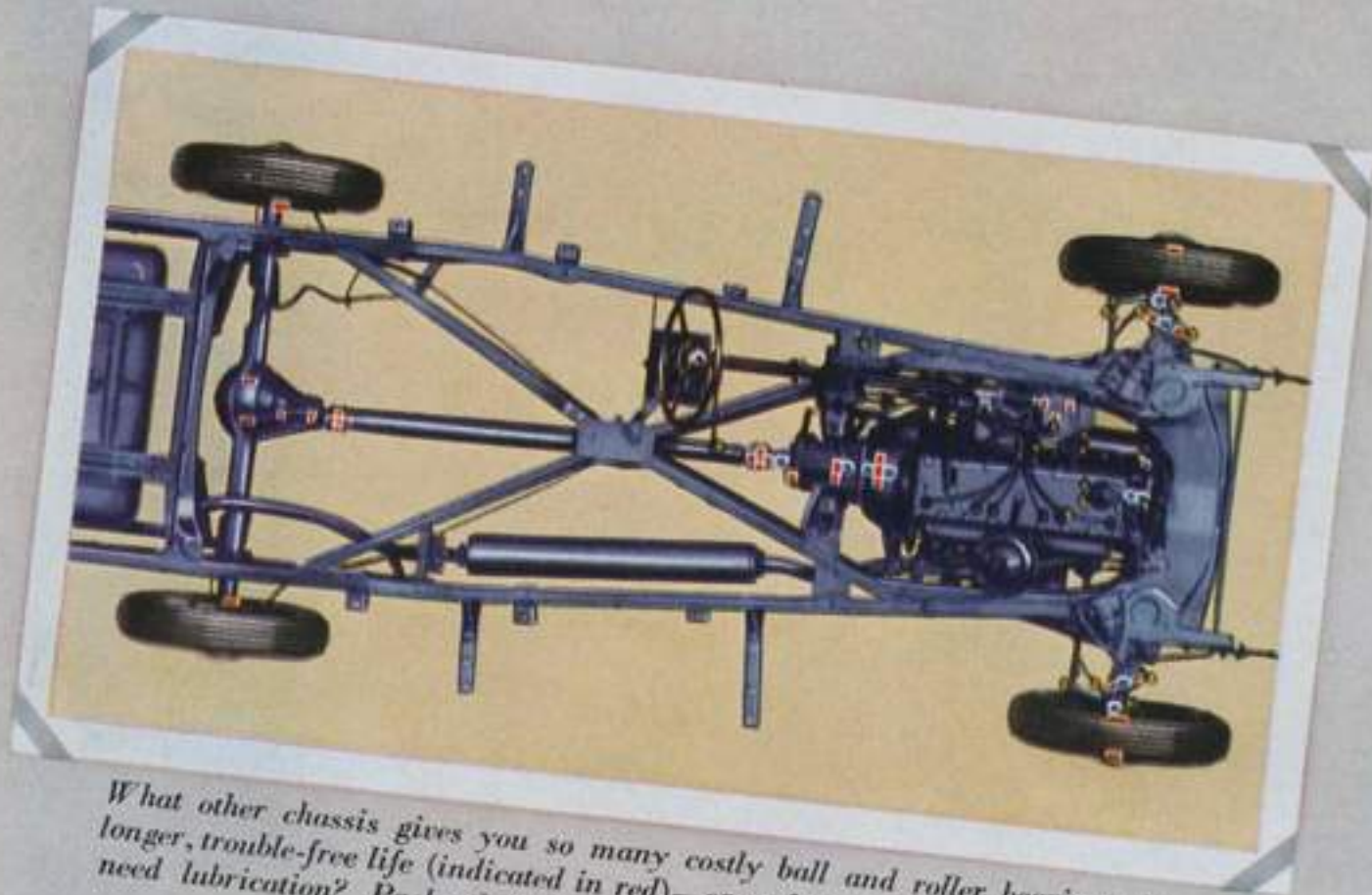
DO YOU WANT TO TRIM EXPENSES?



Short stride, more work—long stride, less work. Like a long stride, a new lower ratio of rear axle gearing reduces piston strokes per mile—saves on gas, oil, engine wear.



No oil-starved bearings here! Full-pressure, metered-flow lubrication sends protective oil to each bearing equally . . . through costly rifle-drilled connecting rods to lubricate vital piston pins.



What other chassis gives you so many costly ball and roller bearings for longer, trouble-free life (indicated in red)—or so few points (yellow) that ever need lubrication? Packard design leads in providing built-in long life.



The 1940 Packard delivers even better economy than its thrifty predecessor! Improved automatic choke quickens cold weather starting.



Only Packard dares show a picture like this! The neatness and enhanced beauty of the 1940 model's speed-stream styling is apparent—but you recognize it as being as distinctively Packard as the older car next to it.



If your car is worth as much as 4 out of every 5 cars traded in, it will more than cover the low down payment on a Packard . . . thus making monthly payments even lower.

DO YOU WELCOME THRIFTY INVESTMENTS?



Here, in a compact, simplified unit, is the improved 1940 Packard Econo-Drive—an investment in pleasure and economy worth far more than its moderate extra cost. At speeds as low as 21 miles per hour, this thrifty fourth speed reduces engine speeds by 27.8%—saving on gasoline, oil and engine wear. Performance becomes incredibly smooth and quiet.



With Econo-Drive in operation, substantial savings on gasoline are effected. Each gallon goes farther.



Econo-Drive materially reduces oil consumption. You benefit from greatest savings at cruising speeds.



A thrifty sentinel! When this new signal light glows, you know your speed is right to lift your foot and let money-saving Econo-Drive go to work.



Lifting your foot from the accelerator pedal engages Econo-Drive—pressing downward beyond full throttle position restores the flashing acceleration of normal high gear operation.



This lever, conveniently located under the instrument panel, permits the driver to lock Econo-Drive out of operation completely if he wants to drive without it.

DO YOU FANCY FINISHING TOUCHES?



A guide book of 1940's most handsome and useful automobile accessories. Consult it to select finishing touches for your own car or to choose gifts for Packard owners among your friends.



For the owner who welcomes distinctive touches that are individual, yet definitely Packard in character, this smart and handsome radiator ornament in sparkling chrome and glass will hold instant appeal.



The attractive deluxe steering wheel has a pearl-finished plastic horn button and wheel rim. The horn ring and spokes are finished in chrome.



Dual filaments in two of the seven tubes in this de luxe radio give it nine-tube performance. The speaker, a third larger than that of the average car radio, brings you home-radio tonal quality.



The Super Deluxe heater with built-in defroster delivers either direct heat for quick warming or indirect heat for sustained comfort.



Chrome wheel trim rings have the effect of making wheels appear smaller—the car longer. They lend a bright and attractive contrast to tires.

ASK THE MAN WHO OWNS ONE

BRIEF SPECIFICATIONS

One-Ten

MOTOR—L-head type, six cylinders in line. High compression, high turbulence cylinder head, Thermo-Strut aluminum alloy pistons with high compression and expander type oil control rings. Bore and stroke $3\frac{1}{2} \times 4\frac{1}{4}$ inches. Piston displacement 245 cubic inches. Compression ratio 6.39 to 1. Actual brake horse power 100 at 3200 r.p.m. 100 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight $81\frac{1}{2}$ pounds, diameter main bearings $2\frac{3}{4}$ inches. Removable precision type main and connecting rod bearings. Neutro-poised, three-point engine mountings.

MOTOR LUBRICATION—Full pressure lubrication to all main, connecting rod, piston pin and camshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Floating oil screen takes only clean oil from top in the crankcase.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gauge on instrument panel. 17 gallon gasoline tank. Protected fuel lines.

CARBURETION—Improved, single barrel down draft carburetor; automatic choke; automatic manifold heat control and automatic fast idle. Fuel compensator permits adjustment for various grades of gasoline.

COOLING SYSTEM—Auxiliary radiator grilles in fenders; Cellular radiator core independently mounted in a cushioned metal harness. 18-inch fan. Fanblast cooling tunnels. Ball bearing permanently greased and packed water pump. Long water jackets with cylinders completely surrounded by water. Valve cooling tube. Cooling system capacity $3\frac{3}{4}$ gallons.

CLUTCH—Semi-centrifugal, air cooled clutch. Single dry plate type, $9\frac{1}{2}$ inches in diameter. Spring cushion drive. Friction damper.

TRANSMISSION—Quiet, synchronized, carburized, helically cut gears—tough, long wearing and quiet. Handshift gear shift lever on steering post. Econo-Drive cruising gear transmission available at moderate extra cost. Econo-Drive signal light on instrument panel.

FRAME—Tapered I-beam X member; box section side rails. Side rail depth maximum $6\frac{1}{8}$ inches.

SUSPENSION—Complete Safe-T-fleX effect in front and rear.

FRONT—Famous Packard Safe-T-fleX independent front wheel suspension cushioned in pads of live rubber. Integral hydraulic double-acting shock absorbers. Roll control bar.

REAR—Semi-elliptical, leaf springs— $54\frac{3}{8} \times 2$ inches. Rubber cushions at both ends of two upper leaves; special low friction composition inserts at ends of lower leaves. Rubber cored brackets at front end of springs and rubber cored

shackles at rear ends. Airplane, direct-acting, two way shock absorbers mounted in inverted V or "sea leg" fashion.

ELECTRICAL SYSTEM—Large capacity generator with voltage control. Distributor with fuel compensator adjustment. Sealed-beam head lamps with tell-tale signal. Parking lights on fenders.

DRIVE—Hotchkiss, through roller bearing universal joints and three-inch propeller shaft to hypoid rear axle. No tunnels in either front or rear compartment of body.

CHASSIS BEARINGS—All chassis moving parts operate on ball and roller bearings or rubber bushings. 44 ball and roller bearings. 24 rubber bushings.

CHASSIS LUBRICATION—Only 15 points on the whole chassis that require lubrication at 2000 to 3000 mile periods, four more points at 10,000 mile intervals.

WHEELS AND TIRES—Disc wheels with slots for individual tire chains and 10-inch chrome hub caps. Tires 6.25 x 16 low pressure, 4 ply cord.

WHEELBASE—122 inches.

OVER-ALL LENGTH— $196\frac{1}{8}$ inches.

Note: Packard One-Ten has less overhang—over-all length minus wheelbase—than any other car in its class. This assures better handling, easier parking and a smoother ride.

BODIES—All-steel body with one-piece steel top and steel floor. Special comprehensive insulation. Safety glass in windshield and all windows. Defroster vents built-in. Handsome upholstery materials. Genuine leather in convertibles. Sparkling chrome hardware with plastic knobs and escutcheons. Extra large trunk—18 cubic feet capacity. Large luggage space under rear deck of coupes. Accommodation for two extra passengers on auxiliary seats or extra luggage inside Club coupe.

INSTRUMENTS AND CONTROLS—Handsome, crowned instrument panel in silvery aspen graining and chrome trim. Speedometer with translucent pointer indicating speed in red, amber and green light; oil gauge, ammeter, gasoline gauge and engine temperature gauge. Rheostat control of instrument panel lighting. Provision for mounting radio controls. Large glove compartment with lock.

STANDARD EQUIPMENT—One spare wheel and tire. Bumper jack and tool equipment. Two interior sun visors. Two automatic windshield wipers electrically operated. Rear view mirror. Ash receivers, 2 in Touring Sedans, 1 in coupes. Two combination tail and stop lights. Dome light. Two horns. Robe cord in four door Touring Sedan. Arm rest on each front door. Assist cords in both sedans. Bumper and bumper guards front and rear.

BRIEF SPECIFICATIONS

One-Twenty

MOTOR—L-head type, eight cylinders in line. High compression, high turbulence cylinder head, Thermo-Strut aluminum alloy pistons with high compression and expander type oil control rings. Bore and stroke $3\frac{1}{4}$ x $4\frac{1}{4}$ inches. Piston displacement 282 cubic inches. Compression ratio 6.4 to 1. Actual brake horse power 120 at 3600 r.p.m. 100 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight 95 pounds, diameter main bearings $2\frac{3}{4}$ inches. Removable precision type main and connecting rod bearings. Neutro-poised, three-point engine mountings.

MOTOR LUBRICATION—Full pressure lubrication to all main, connecting rod, piston pin and camshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Floating oil screen takes only clean oil from top in the crankcase.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gauge on instrument panel. 21 gallon gasoline tank. Protected fuel lines.

CARBURETION—Improved, duplex down draft carburetor; automatic choke; automatic manifold heat control and automatic fast idle. Fuel compensator permits adjustment for various grades of gasoline.

COOLING SYSTEM—Auxiliary radiator grilles in fenders; Cellular radiator core independently mounted in a cushioned metal harness. 18-inch fan. Fanblast cooling tunnels. Ball bearing permanently greased and packed water pump. Long water jackets with cylinders completely surrounded by water. Valve cooling tube. Cooling system capacity 4 gallons.

CLUTCH—Semi-centrifugal, air cooled clutch. Single dry plate type, 10 inches in diameter. Spring cushion drive. Friction damper.

TRANSMISSION—Quiet, synchronized, carburized, helically cut gears—tough, long wearing and quiet. Handshift gear shift lever on steering post. Econo-Drive cruising gear transmission available at moderate extra cost. Econo-Drive signal light on instrument panel.

FRAME—Tapered I-beam X member; box section side rails. Side rail depth maximum $6\frac{1}{8}$ inches.

SUSPENSION—Complete Safe-T-flex effect in front and rear.

FRONT—Famous Packard Safe-T-flex independent front wheel suspension cushioned in pads of live rubber. Integral hydraulic double-acting shock absorbers. Roll control bar.

REAR—Semi-elliptical, leaf springs— $54\frac{3}{8}$ x 2 inches. Rubber cushions at both ends of two upper leaves; special low friction composition inserts at ends of lower leaves. Rubber cored brackets at front end of springs and rubber cored shackles at rear ends. Airplane, direct-acting, two-way

shock absorbers mounted on the axle and sloping forward. Fifth shock absorber.

ELECTRICAL SYSTEM—Large capacity generator with voltage control. Distributor with fuel compensator adjustment. Sealed-beam head lamps with tell-tale signal. Parking lights on fenders.

DRIVE—Hotchkiss, through roller bearing universal joints and three-inch propeller shaft to hypoid rear axle. No tunnels in either front or rear compartment of body.

CHASSIS BEARINGS—All chassis moving parts operate on ball and roller bearings or rubber bushings. 44 ball and roller bearings. 24 rubber bushings.

CHASSIS LUBRICATION—Only 16 points on the whole chassis that require lubrication at 2000 to 3000 mile periods, four more points at 10,000 mile intervals.

WHEELS AND TIRES—Disc wheels with slots for individual tire chains and 10-inch chrome hub caps. Tires 6.50 x 16 low pressure, 4 ply cord.

WHEELBASE—127 inches.

OVER-ALL LENGTH— $200\frac{11}{16}$ inches.

Note: Packard One-Twenty has less overhang—over-all length minus wheelbase—than any other car in its class. This assures better handling, easier parking and a smoother ride.

BODIES—All-steel body with one-piece steel top and steel floor. Special comprehensive insulation. Safety glass in windshield and all windows. Defroster vents built-in. Handsome upholstery materials. Genuine leather in convertibles. Sparkling chrome hardware with plastic knobs and escutcheons. Extra large trunk—18 cubic feet capacity. Large luggage space under rear deck of coupes. Accommodation for two extra passengers on auxiliary seats or extra luggage inside Club coupe.

INSTRUMENTS AND CONTROLS—Handsome, crowned instrument panel in silvery aspen graining and chrome trim. Speedometer with translucent pointer indicating speed in red, amber and green light; oil gauge, ammeter, gasoline gauge and engine temperature gauge. Rheostat control of instrument panel lighting. Provision for mounting radio controls. Large-glove-compartment with lock.

STANDARD EQUIPMENT—One spare wheel and tire. Bumper jack and tool equipment. Two interior sun visors. Two automatic windshield wipers electrically operated. Rear view mirror. Ash receivers, 2 in Touring Sedans, 1 in coupes. Two combination tail and stop lights. Dome light. Two horns. Robe cord in four door Touring Sedan. Arm rest on each front door. Assist cords in both sedans. Bumper and bumper guards front and rear.