

*Golden Anniversary* PACKARD EIGHT

Character car of the medium price field



LUXURY STORY OF THE YEAR...TOLD IN

# Silence!



● When you take your introductory ride in the new Golden Anniversary Packard, one of the first things you'll exclaim about is . . . *silence!*

Body panels have been treated, in wonderful new ways, with sound-deadening materials that blot out road rumble. Interiors are thoroughly sealed against engine sound—and the engine itself is so refined there's only a hushed whisper to suggest its tremendous power.

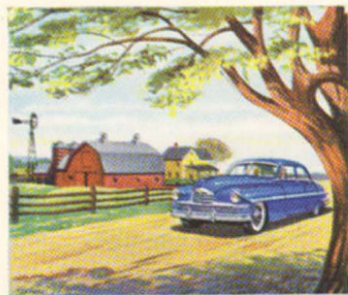
And thanks to Packard's improved all-season ventilation system, even the outside *air* has quieted down. You enjoy a *silent* change of fresh air once every minute, even with windows closed and the car standing still!



Make this discovery for yourself . . . three ways!



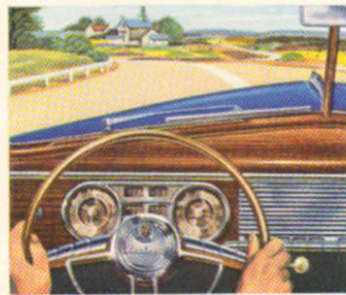
**Brilliant performance, with amazing economy:** In these new, 135-horsepower Eights, Packard "free-breathing" engine design brings you amazing smoothness . . . lightning-responsive "safety-sprint" reserve power . . . and above all, *gasoline economy* that's the envy of the fine car field!



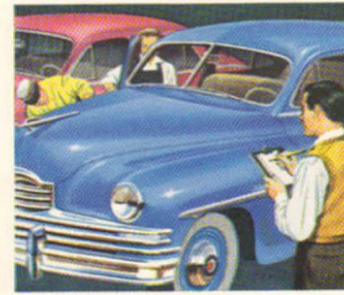
**Smoother "limousine" ride:** Packard's famed "self-controlling" suspension system compensates automatically for changes in load and road . . . cushions your ride up and down, side to side, front to rear. Many of its refinements were originally developed for the limousine.



**All-weather comfort:** In this new Packard, you "tune in" crisp, dry air on rainy days . . . cooling air in summer, without hair-mussing drafts . . . automatic warmth in winter. You enjoy a change of fresh air once every minute, even with the car stopped, and windows closed!



**Street and highway handling ease:** Thanks to Packard's advanced steering-gear design—and its wonderful new visibility and responsive power—you thread traffic with finger-tip ease. And on the open road, you can forget about "wind-wander"—you simply *point* this car!



**Precision-built quality:** Of all the Packards built, in the last 50 years, over 50% are still in service. Many have rolled up individual records of more than 400,000 miles. And today's new Golden Anniversary Packard is precision-built to be the most durable Packard of them all!

1. Step up to the new Golden Anniversary Packard. Tap the body and listen . . . You'll hear no metallic plunk. Just a deep, solid thud.

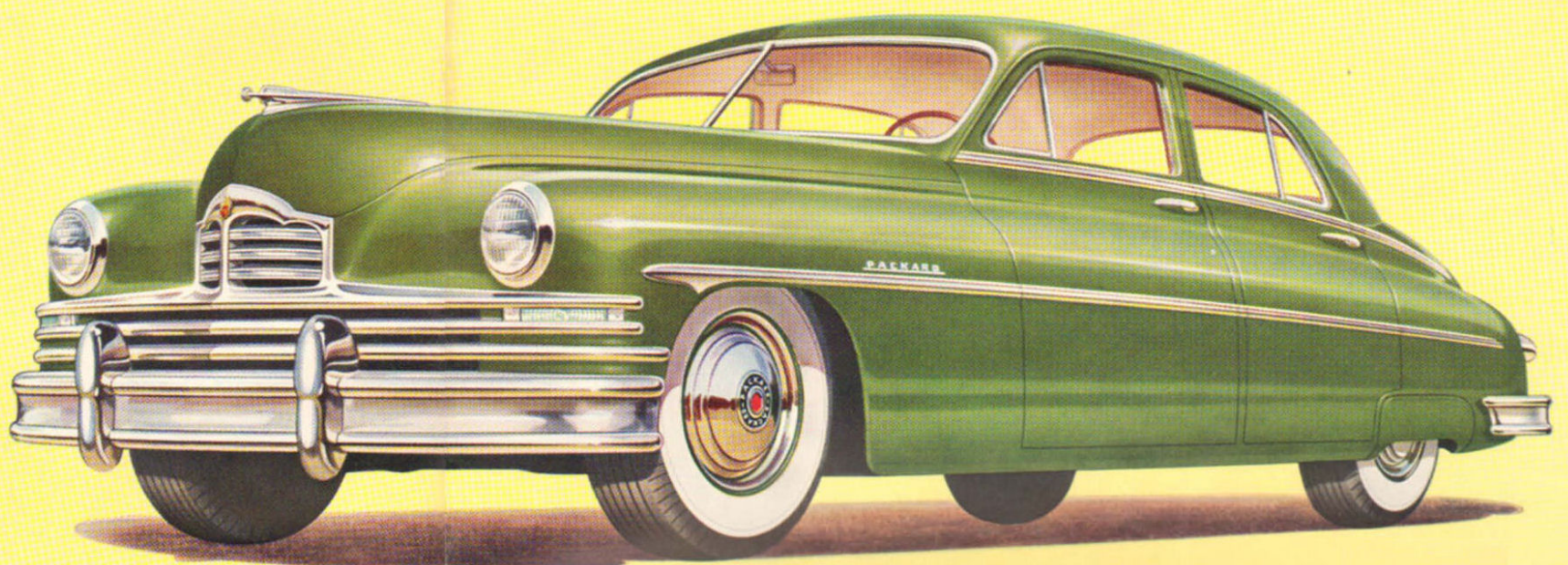
2. Listen for the sound of this car's 135-horsepower engine as it idles at the curb. You'll hear only a soft whisper.

3. Take this new Packard out on the road and get the complete effect of its new golden silence. You'll listen in vain for road hum and "engine sensation."

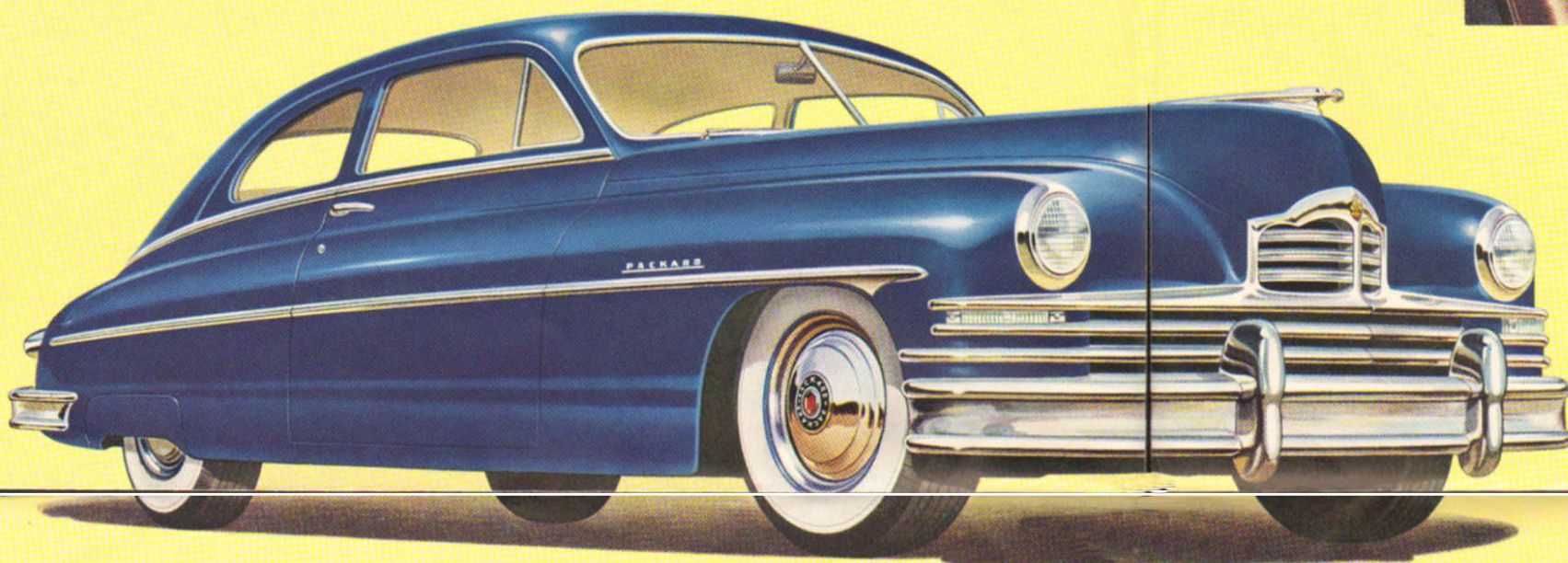
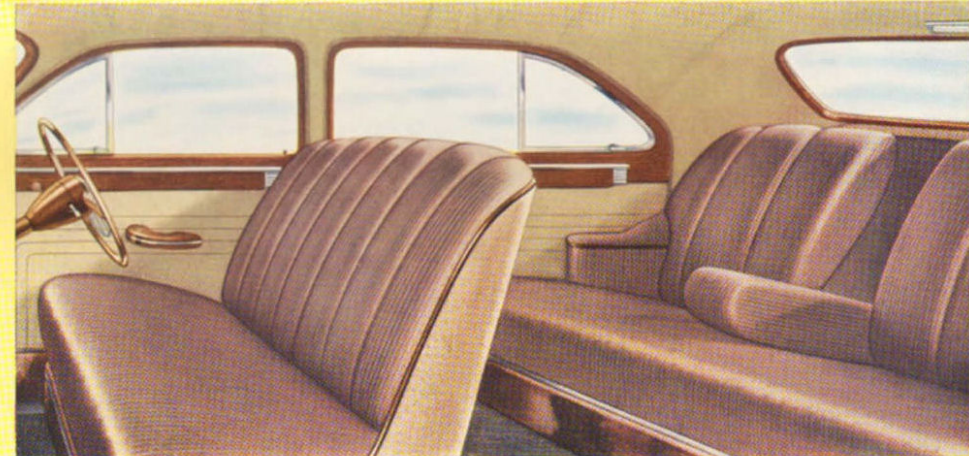
### PACKARD EIGHT DELUXE TOURING SEDAN

Packard brings you beauty that stays in style . . . clean, functional beauty without a trace of passing style fads. The massive, low-slung appearance of this new Packard is a natural reflection of its roadworthy comfort. The distinctive new visibility (without sacrifice of privacy) is a clue to its delightful handling ease. The wrap-around bumpers and stainless steel side moldings, which provide important protection against traffic and parking lot damage, are outward indications of the husky construction of the entire car. Standard equipment includes fender shields, direction signals, wheel trim rings, and many interior luxury features.

135 Horsepower 120-inch Wheelbase



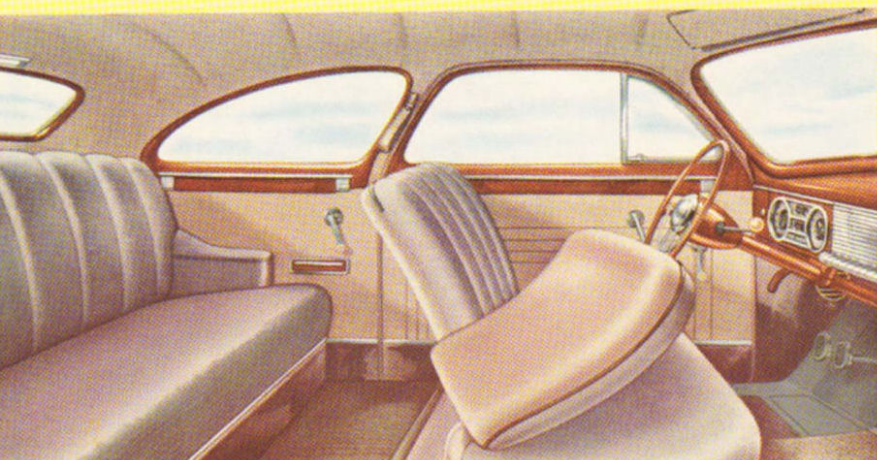
Every mile's a celebration, in this spacious Golden Anniversary interior . . . smartly tailored in rich new broadcloth fabrics, in your choice of gray or tan patterns. The broad seat cushions, softly padded with foam rubber, are equipped with "comfort-selector" springs . . . to give you a choice of extra firmness or softness. Other luxury touches include courtesy lights, robe cord, and a broad center arm rest in the back seat. The instrument board, with its push-button switches and "black-lighted" dials, is typical of Packard's attention to thoughtful conveniences.



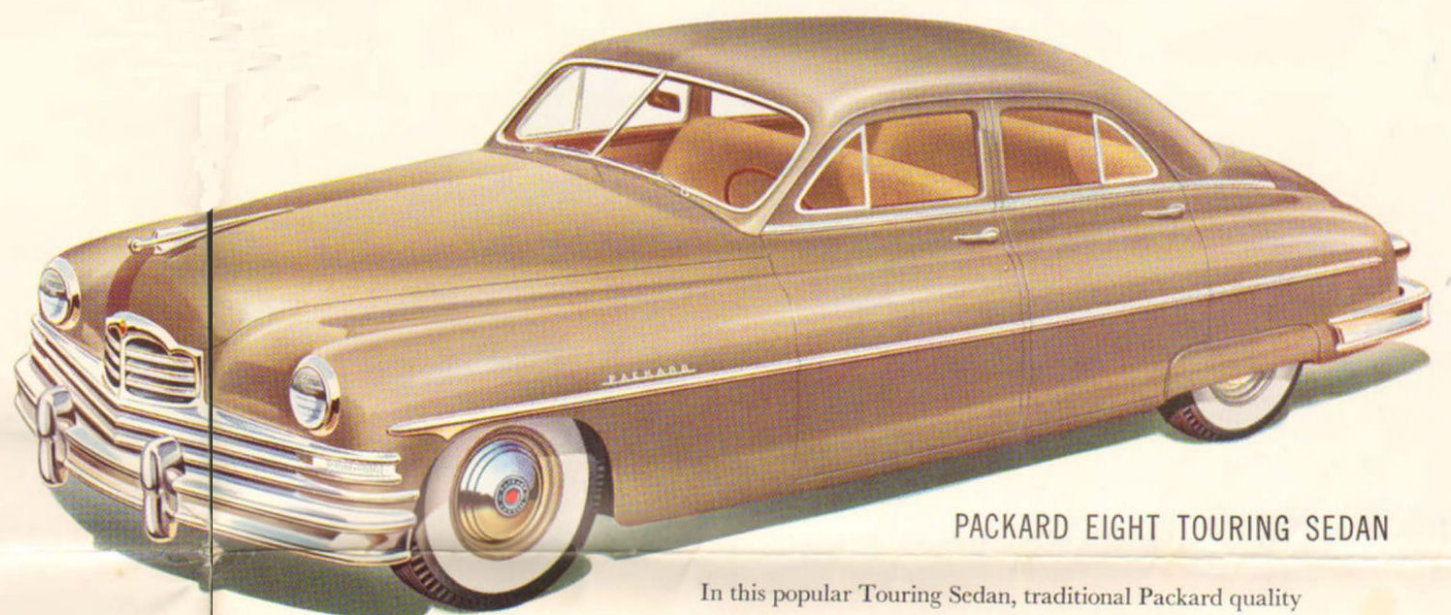
### PACKARD EIGHT DELUXE CLUB SEDAN

From its bold grillework to its sleek rear deck, this popular Packard is styled to match its proud performance. Low-slung and husky, it has the weight of an ideal "road car" . . . and the compact size of an ideal traffic performer, with wrap-around bumpers, stainless steel side moldings, wheel trim rings, and direction signals are typical of the "extras" you receive as standard equipment. And when you step into its spacious interior, you'll discover a stunning new kind of personalized beauty.

135 Horsepower 120-inch Wheelbase



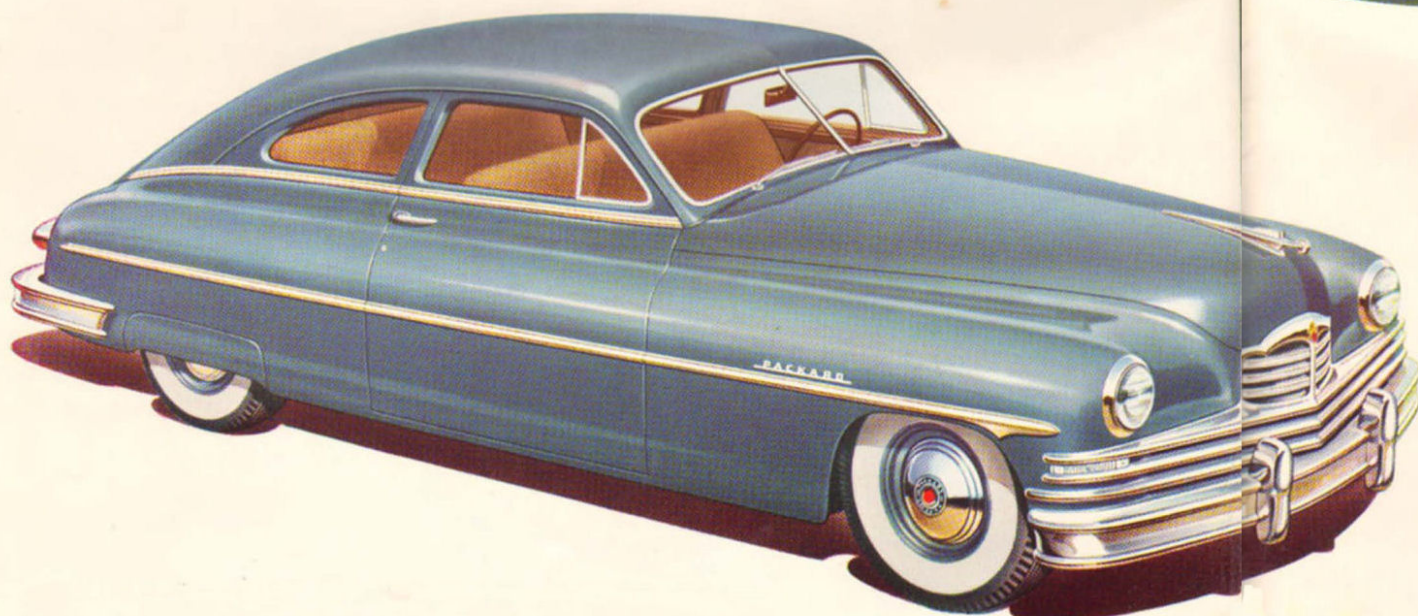
Packard stylists and engineers gave special consideration to the back seat rider, when they designed this luxurious new Club Sedan. They provided generous headroom and legroom, swing-aside front seatbacks, courtesy lights, and other conveniences. They improved on the famous Packard all-season ventilation system that guards back seat riders against chilling, hair-mussing drafts. And then they soundproofed the entire car to make it the quietest two-door sedan you've ever known. Its roomy interior is tailored in quality broadcloths, in a smart new selection of patterns and colors.



### PACKARD EIGHT TOURING SEDAN

In this popular Touring Sedan, traditional Packard quality combines with new, greater value . . . at a most attractive new price. Standard equipment includes fore-and-aft direction signals, fender shields, and many interior appointments which usually are considered as "extras." The interior is tailored in luxurious broadcloth . . . and seat cushions are equipped with "comfort-selector" springs, to give you a personal choice of extra firmness or softness.

135 Horsepower 120-inch Wheelbase



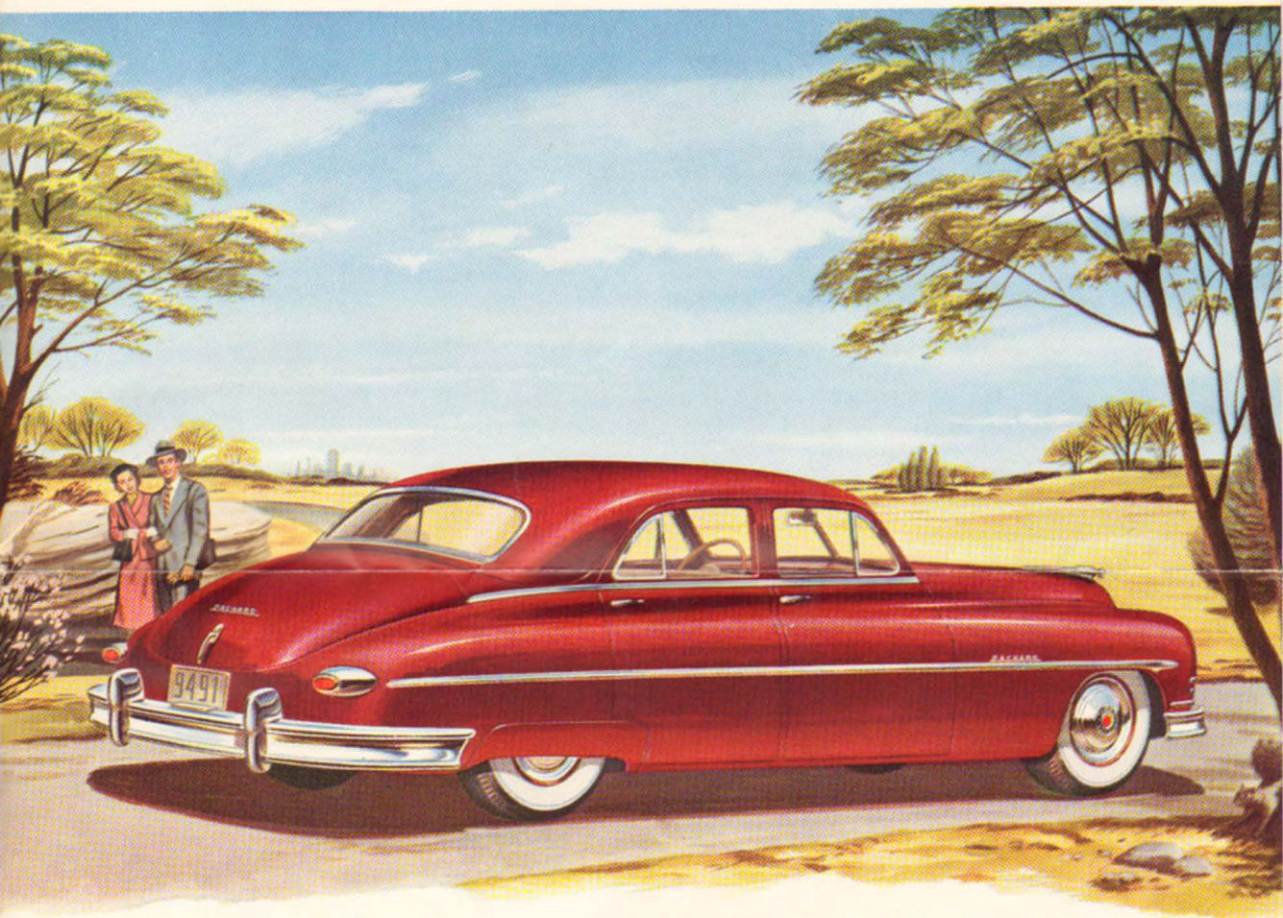
### PACKARD EIGHT CLUB SEDAN

Packard distinction is apparent in every precision-finished detail of this sleek new Club Sedan. And the distinction lasts. Packard quality workmanship is safeguarded by 4,287 precision inspections. Advanced design and husky construction pay off in amazingly low operating and upkeep costs. And even on this lowest-priced Packard, standard equipment includes fender shields, fore-and-aft direction signals, and many interior luxury appointments.

135 Horsepower 120-inch Wheelbase

In a great new Golden Anniversary line

Packard combines enduring distinction  
with spectacular new thrift!



For 50 years, Packard motor cars have been world famous for their distinctive styling . . . their advanced engineering . . . their precision workmanship. And today, on all these counts, the new Golden Anniversary Packards are the finest ever built.

They bring you new beauty. *Functional* beauty that considers passenger comfort. *Exclusive* beauty which Packard shares with no other car of lesser price.

They bring you smoother, quieter, more powerful performance—with no sacrifice of

Packard's brilliant postwar gasoline economy.

They bring you new soundproofed, all-weather comfort . . . new safer visibility . . . new street-and-highway handling ease.

And above all, these new Golden Anniversary Packards bring you a brand of enduring, precision-built quality that will keep them looking and feeling new for years to come.



# Golden Anniversary

## PACKARD DELUXE EIGHT, PACKARD EIGHT

### ● SPECIFICATIONS

**ENGINE**—I-head, eight cylinders in line. Piston displacement 288 cubic inches. Brake horsepower 135 at 3600 r.p.m. Specially treated aluminum alloy, steel strut pistons with new type oil control rings. Bore and stroke 3½ inches x 3¾ inches. Compression ratio 7 to 1. Crankshaft weight 95 pounds. Five main bearings. Removable precision-type main and connecting rod bearings. Advanced design camshaft for quieter operation. Neutropisoid, three point rubber engine mountings. Oil: seven quarts.

**ENGINE LUBRICATION**—Full pressure lubrication to all main, connecting rod, camshaft, and piston pin bearings; also to valve tappets. Floating oil screen.

**FUEL SYSTEM**—Dual down-draft carburetor with two intake jets. Automatic choke, automatic flame control, air cleaner, silencer and flame arrester. Automatic idling control. Mechanical pump with filter, 17-gallon gasoline tank equipped with filling signal.

**COOLING SYSTEM**—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity 18 quarts.

**CLUTCH**—Semi-centrifugal. Single dry plate type. Diameter 10 inches. Ball throw-out bearing, permanently lubricated.

**TRANSMISSION**—Synchronized, carburized, helically cut gears. Nine ball and roller bearings.

**OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed, materially contributing to greater economy and smoothness.

**FRAME**—X-member type frame, with box section side rails.

**FRONT SUSPENSION**—Packard independent front wheel suspension. Double-acting shock absorbers. Roll control bar.

**REAR SUSPENSION**—Semi-elliptic springs, 54¾ inches long. Full length composition inserts between the leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, 40 ampere, air-cooled generator with automatic control. 15-plate battery, 100-ampere-hour capacity. Sealed Beam headlights. Automatic spark control.

**DRIVE**—Hatchkiss type, through rear springs. Three-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.9 to 1.

**BRAKES**—Packard Servo-Hydraulic, self-energizing type service brakes with improved lining. Mechanical hand brake operating rear wheel brake shoes.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. 22-foot turning radius.

**OVER-ALL LENGTH**—Bumper to bumper 204¼ inches.

*Specifications, designs, and prices subject to change without notice.*

**CHASSIS BEARINGS**—Long life assured by 48 ball and roller bearings.

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Chrome trim rings. Large 13-inch hub caps. Wheels and tires statically balanced. Four-ply tires, 15 x 7.60.

**WHEELBASE**—120 inches.

**INSTRUMENTS AND CONTROLS**—Speedometer, oil gauge, gasoline gauge, ammeter, engine temperature gauge. Trip-ometer in Deluxe models. "Black light" illuminates figures and indicators only; dial faces are unlighted. Provision is made for mounting radio speaker and push-button control in center of instrument board. Chrome horn ring. Electric winding clock, automatic cigar lighter, ash receiver are included. Ignition switch is lighted.

Push buttons operate cigar lighter, headlights, instrument lights, map light; also the heater, defroster and electromagnetic clutch when supplied as optional equipment.

**STANDARD EQUIPMENT**—Twin horns. Two dual universally-hinged sun visors. Double, variable-speed vacuum windshield wipers. Front compartment courtesy lights and map light. Reading light in rear compartment. Trunk light. Rear view mirror. Turning indicators built into combination stop and tail lights. Fender shields. Bumper jock and tool equipment.

**PACKARD MOTOR CAR COMPANY**

DETROIT 32, MICHIGAN

ASK THE MAN WHO OWNS ONE