

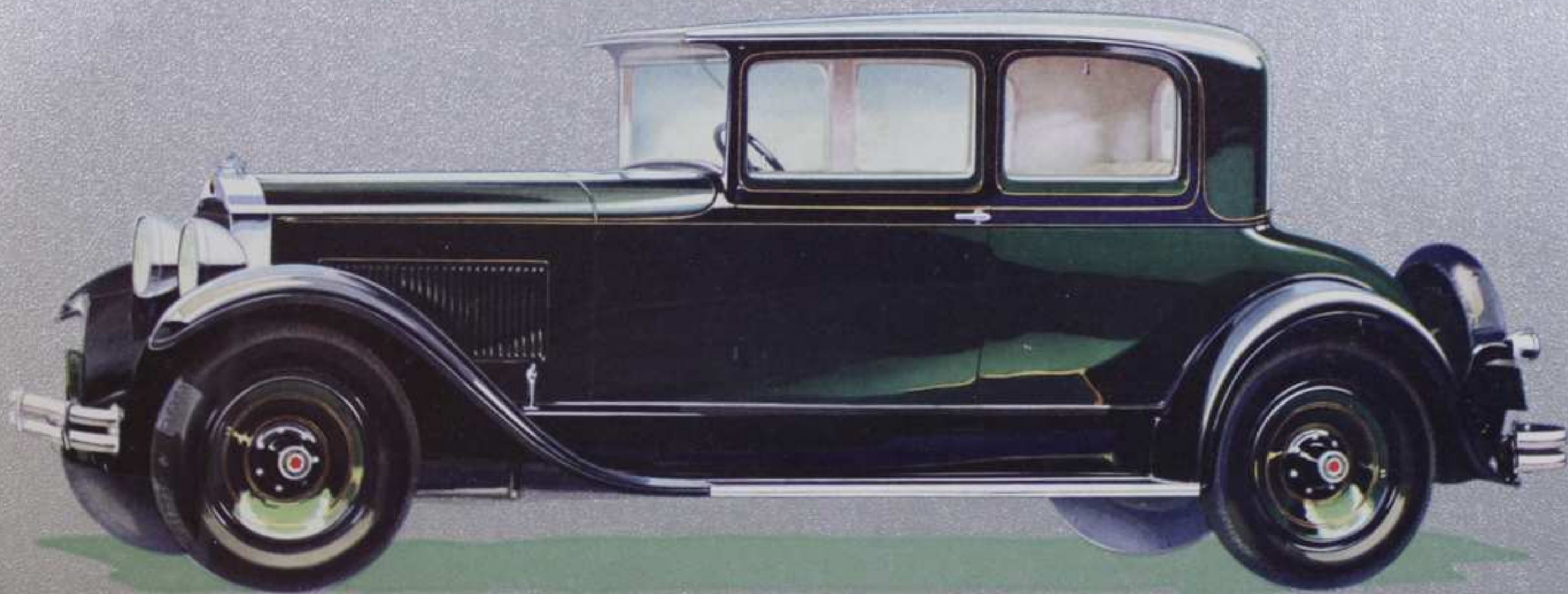
THE PACKARD

STANDARD EIGHT



7-26

7-33



THE PACKARD STANDARD EIGHT
7-33 COUPE
FIVE PASSENGERS



INTERIOR OF THE 7-33 COUPE — FIVE PASSENGERS

AS popular demand indicates body preferences, Packard forecasts them—this time with a new design offering the close-coupled seating arrangement of a coupe and the full-width rear seat of a sedan. Both of the individual front seats are adjustable and each tilts forward to permit easy entrance or exit.



AMPLE carrying space for baggage or packages is contained in a rear compartment neatly lined with carpeting and gracefully concealed by the rear deck. Its clean sweep down to the body sill in back and the fixed hinge make it easy to load or unload bulky luggage in various odd shapes.

Please refer to Specifications for details of standard equipment and color options

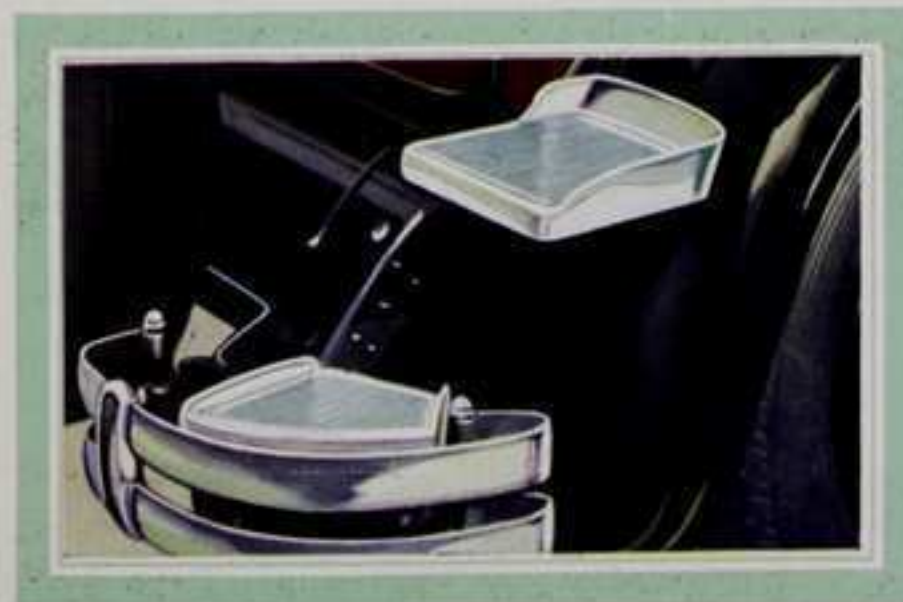


THE PACKARD STANDARD EIGHT
7-33 ROADSTER
TWO OR FOUR PASSENGERS

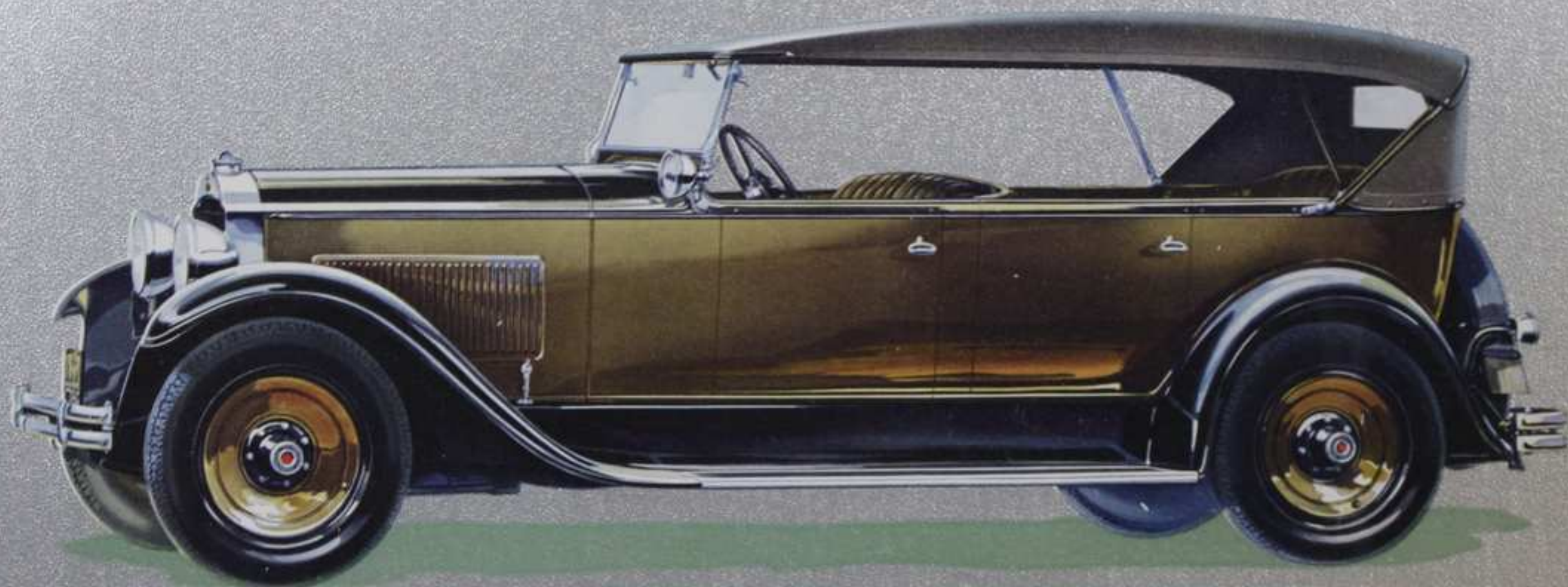


INTERIOR OF THE 7-33 ROADSTER — TWO OR FOUR PASSENGERS

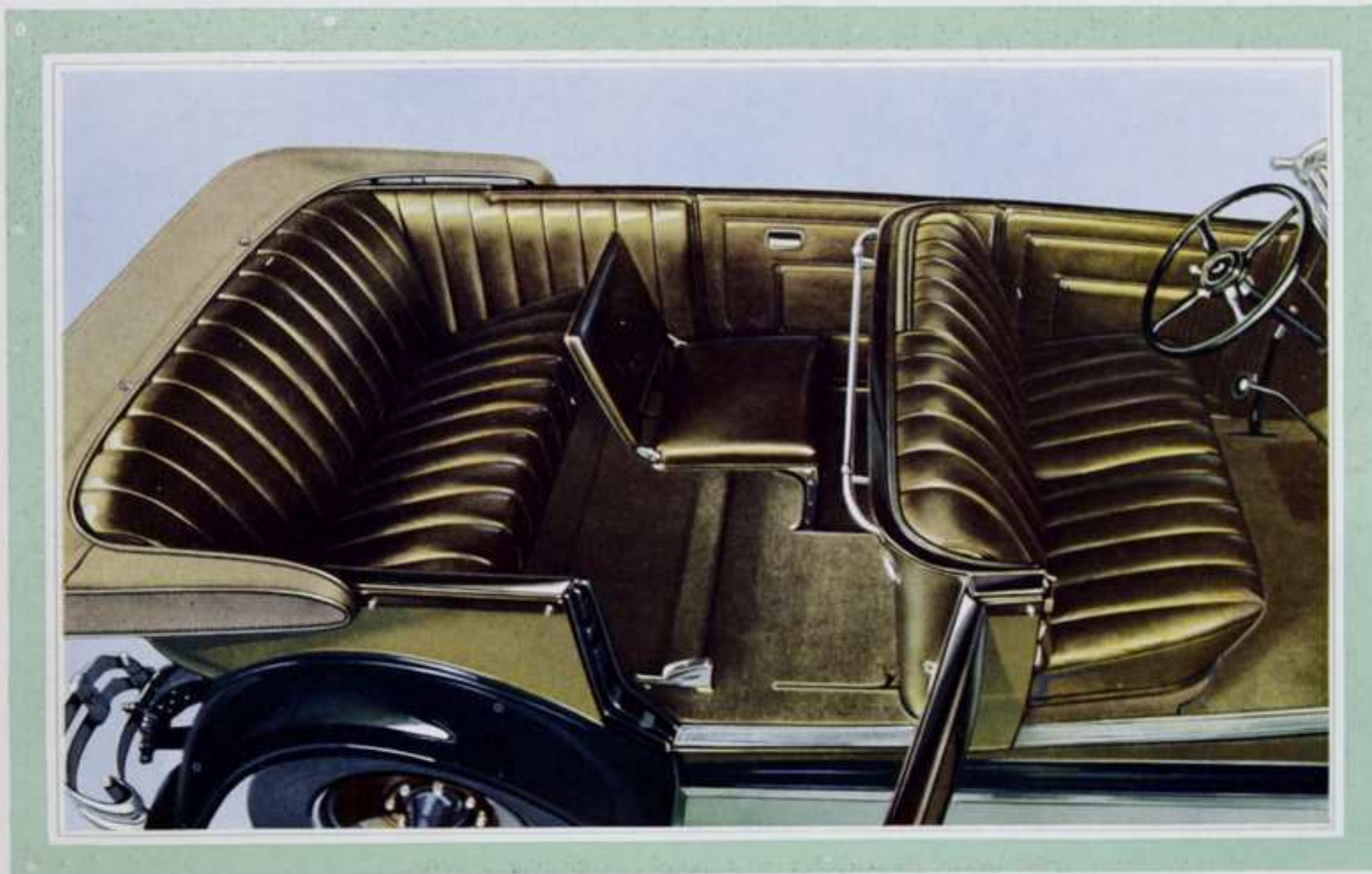
MUCH favored among cars for the open road, this popular type offers the same refinements that are standard on all Packard bodies equipped with rumble seats. Leather arm protectors fold into position on each side as desired and a foot rest gives added riding comfort to those in the rear compartment.



STEP plates that permit quick and easy access to the rear compartment are designed as an integral part of the body. They are inconspicuously located at the rear and each plate is grooved, guarded and of such ample size as to afford sure and certain footing when entering or leaving.

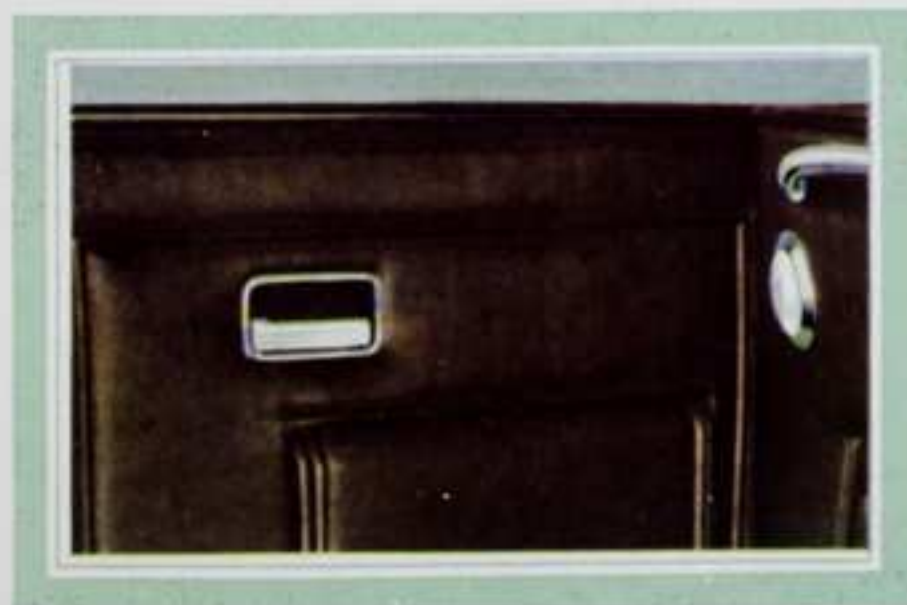


THE PACKARD STANDARD EIGHT
7-33 TOURING
SEVEN PASSENGERS



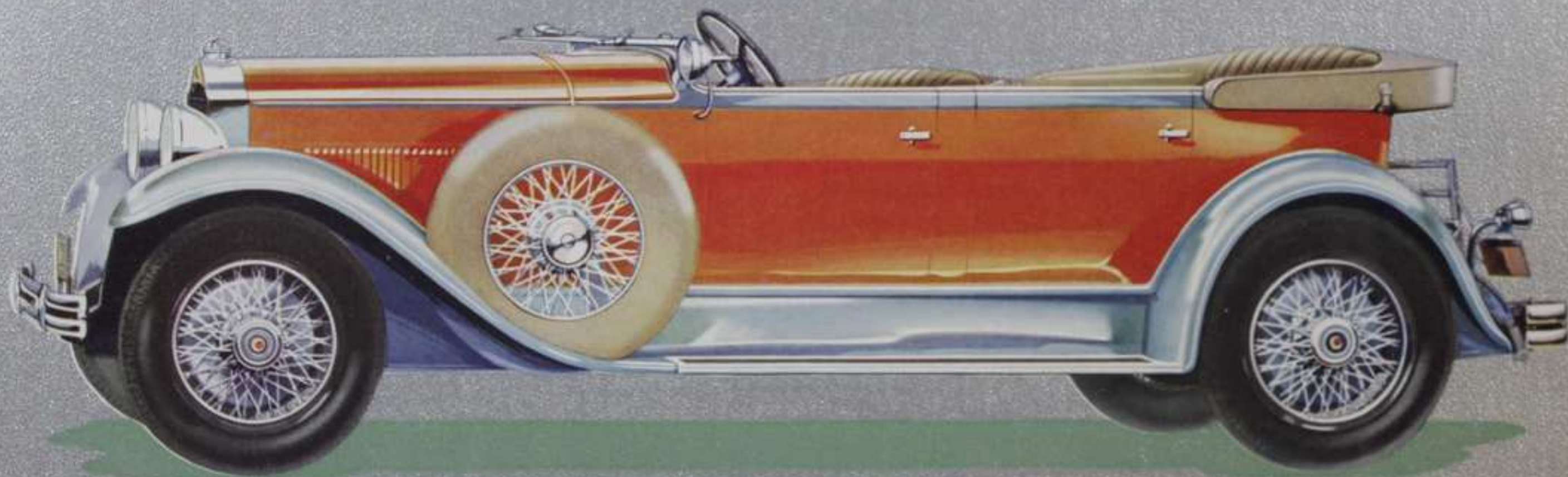
INTERIOR OF THE 7-33 TOURING — SEVEN PASSENGERS

THOSE who require a larger open car for exclusive use or in addition to an enclosed model have been kept in mind in this touring design. The auxiliary seats that fold flush into the back of the front seat have been made wider, and comfortable room for seven passengers is assured throughout.



SMOOTH interior lines that harmonize with the clean-cut exterior appearance have been studied in the design of the recessed door handles, the end curve of the robe rail and the courtesy light located at each side of the division to illuminate entrance or exit through either rear door.

Please refer to Specifications for details of standard equipment and color options



THE PACKARD STANDARD EIGHT
7-33 PHAETON
FOUR PASSENGERS



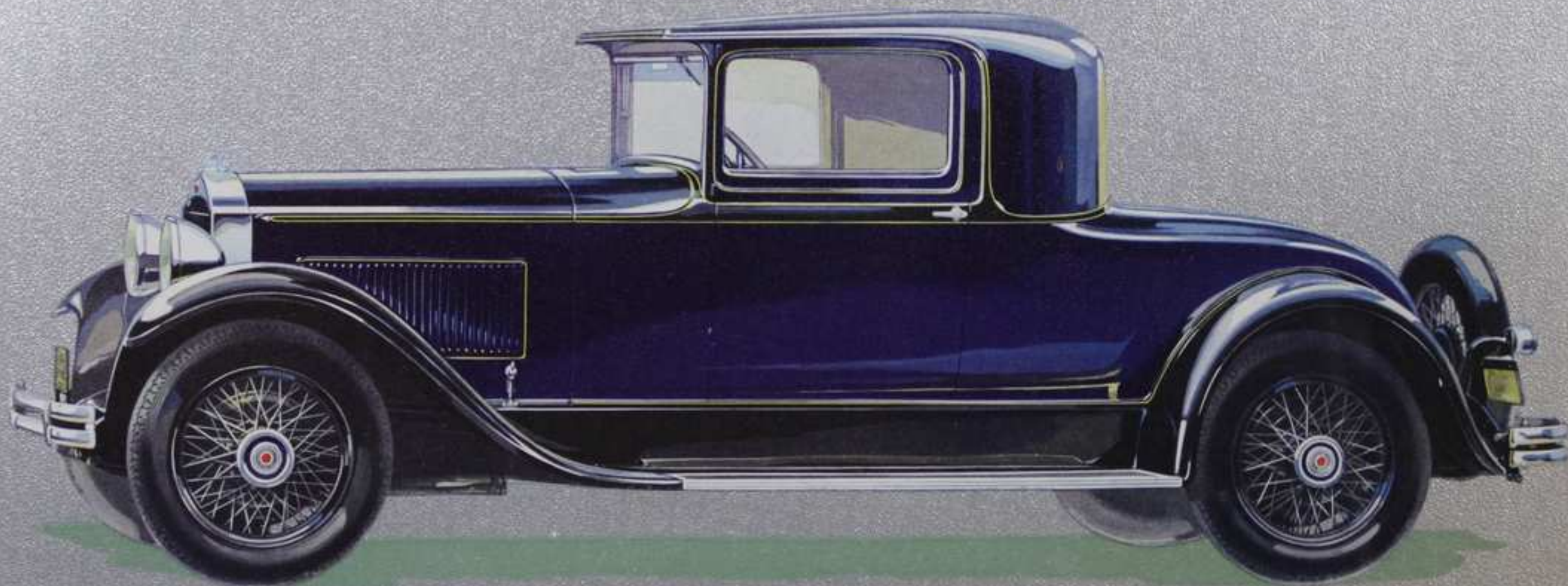
INTERIOR OF THE 7-33 PHAETON — FOUR PASSENGERS

ENTHUSIASTS responsible for a widespread return to the vogue of the open car will be delighted with such details as these built-in rear seat arm rests, the harmonious blend of the soft leather upholstery with the entire color ensemble of the car and the low-lying lines of its top which folds compactly.



AN ADDITIONAL convenience of design is the compartment located at each end of the instrument board on all Packard models. It is floored with carpet, closed with a neatly fitting door and is of such size as to accommodate gloves, tools, parcels and packages that measure nearly a foot in length.

Please refer to Specifications for details of standard equipment and color options.



THE PACKARD STANDARD EIGHT
7-33 COUPE
TWO OR FOUR PASSENGERS



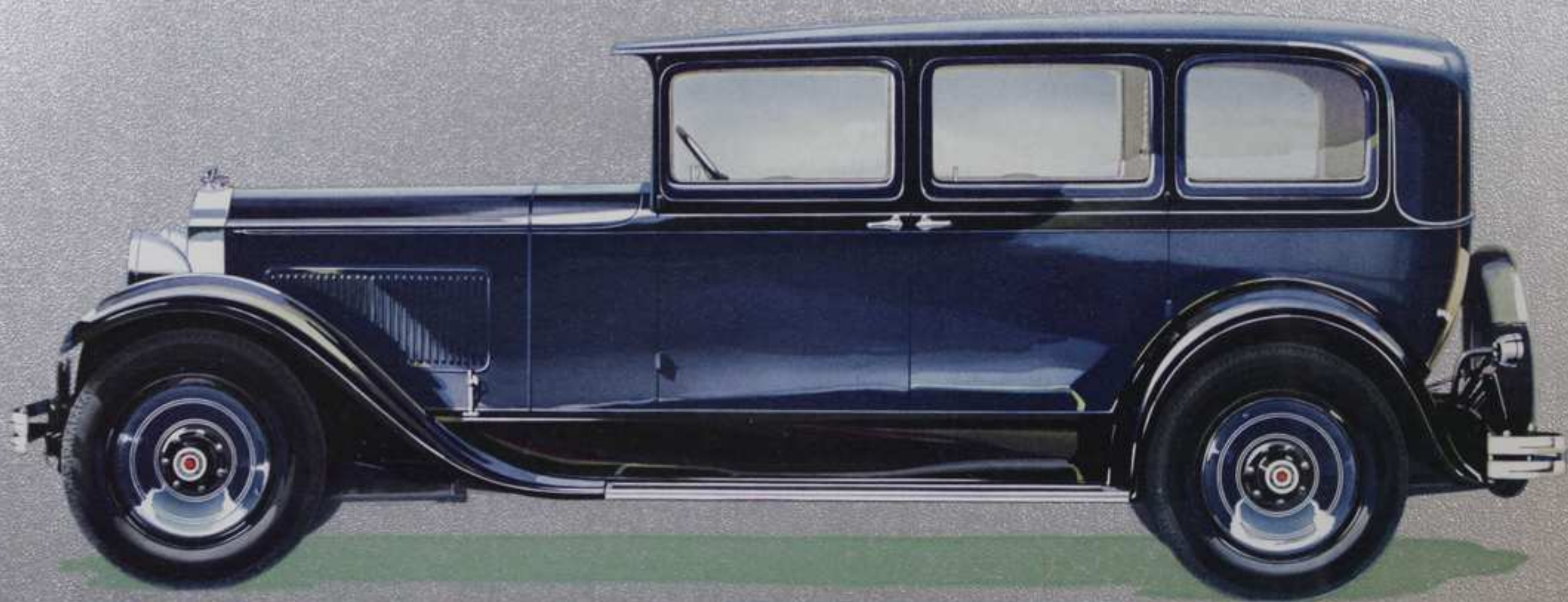
INTERIOR OF THE 7-33 COUPE — TWO OR FOUR PASSENGERS

FOR professional use or as a second car the features of this body are outstanding. A compartment back of the front seat and another reached from the side provide luggage space, and a comfortable rumble seat affords emergency room for two. The rear window lowers for ventilation or communication with the back.



FRONT pillars of a special type have been narrowed to the last degree consistent with preserving the body strength necessary to support the roof. A two-way safety results, for the driver now has unusual vision and yet the body remains the same strong housing for the passengers as in previous designs.

Please refer to Specifications for details of standard equipment and color options



THE PACKARD STANDARD EIGHT
7-33 SEDAN
SEVEN PASSENGERS



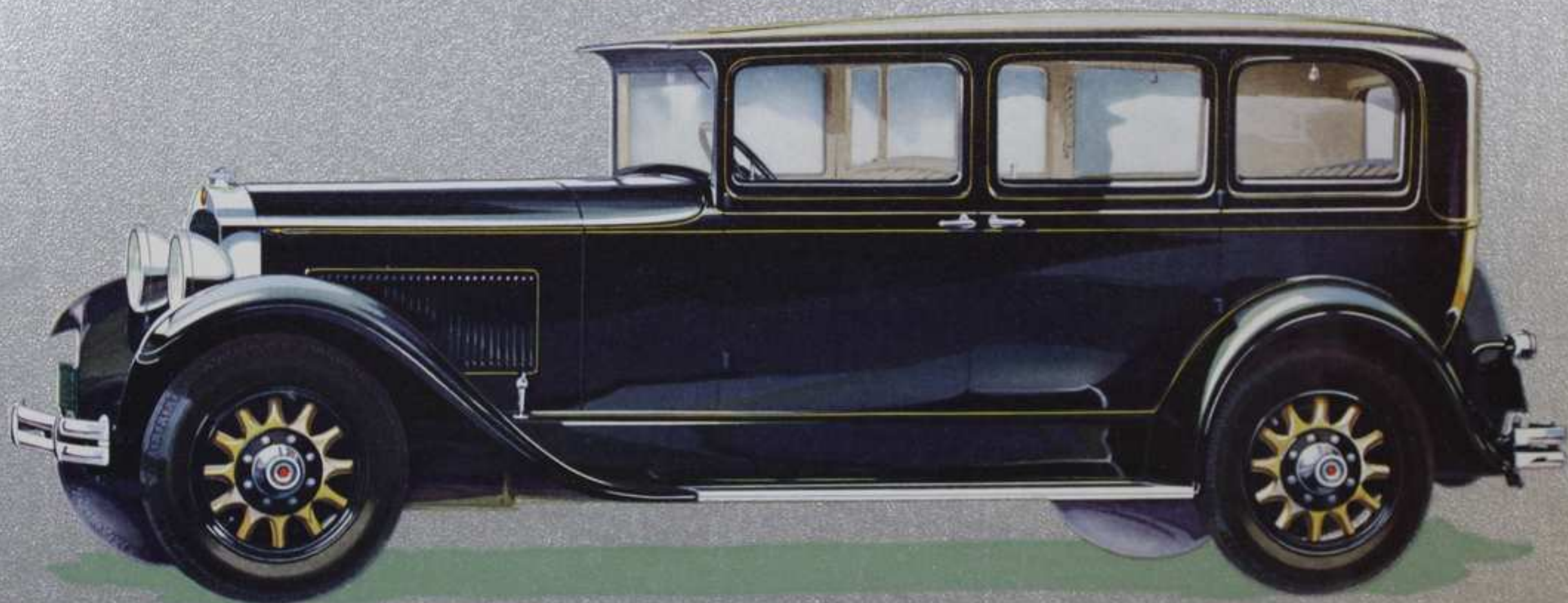
INTERIOR OF THE 7-33 SEDAN — SEVEN PASSENGERS

THIS enclosed body for informal use of the larger family has, like all Packard cars, built-in safety factors to protect its occupants. Glass in the windshield and windows is of the non-shatterable type, now that it can be secured in a quality fit for Packard standards of design and manufacture.



CONCEALED in the rear seat arm rests are a dainty vanity case and convenient smoking set, one located on each side. A shaped flap trimmed in the same interior upholstery material snaps neatly down over each accessory and a silk corded tassel gives a note of finished good taste to the ensemble.

Please refer to Specifications for details of standard equipment and color options.



THE PACKARD STANDARD EIGHT
7-33 SEDAN-LIMOUSINE
SEVEN PASSENGERS

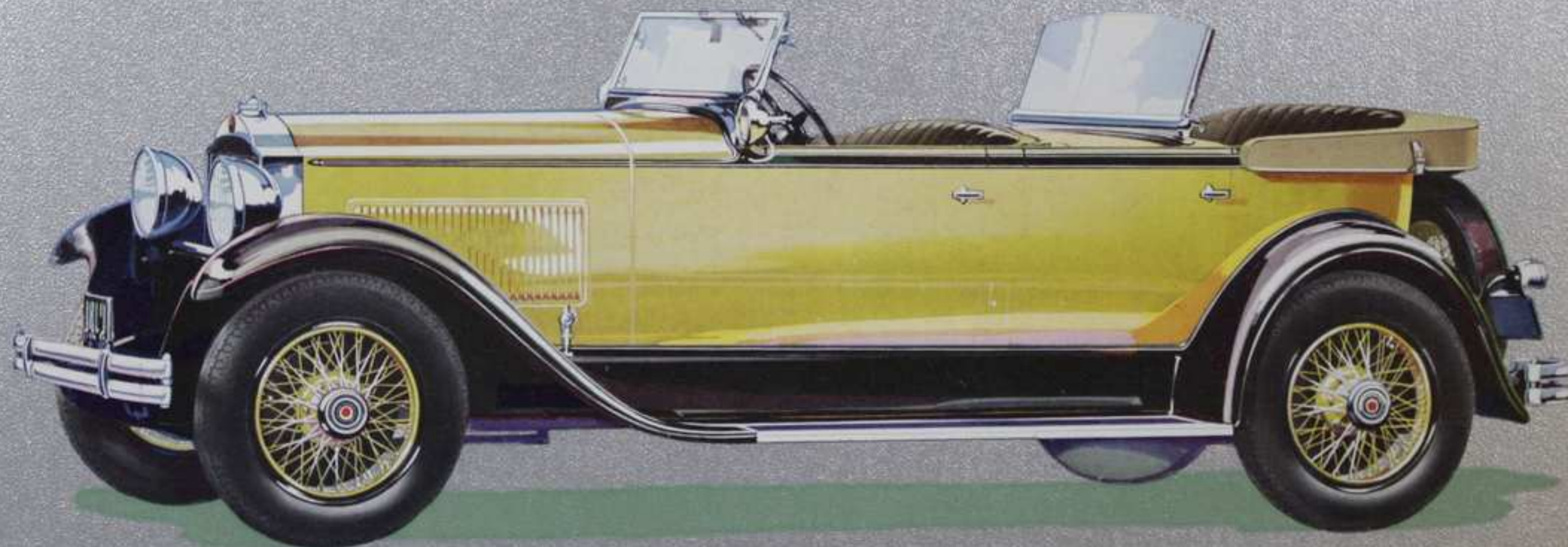


INTERIOR OF THE 7-33 SEDAN-LIMOUSINE — SEVEN PASSENGERS

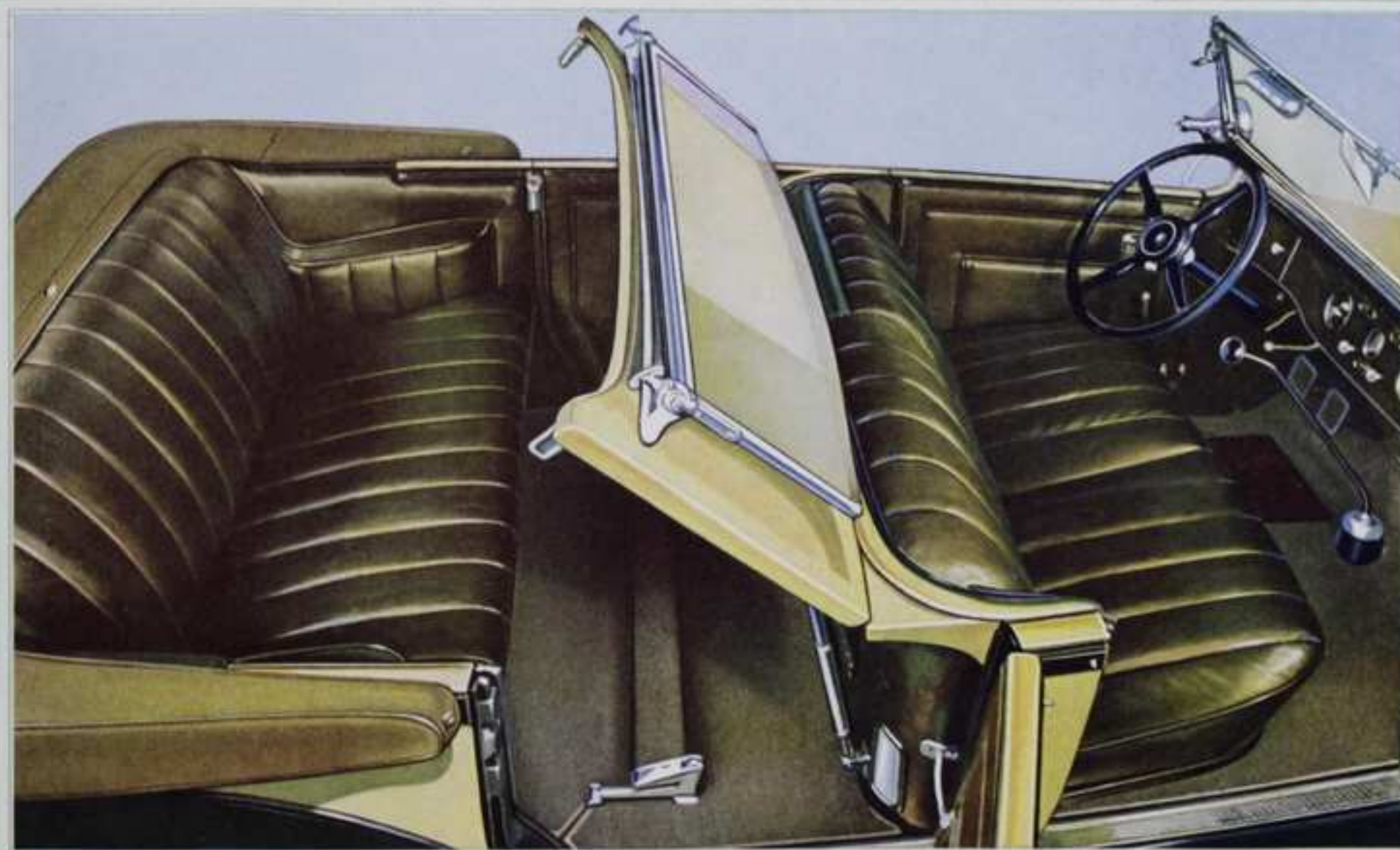
FORMAL or informal driving arrangements are instantly available in the Packard Sedan-Limousine by the simple raising or lowering of a division glass between the front and rear compartments. Room for two extra passengers is provided by auxiliary seats that fold flush into the back of the division.



A STRAIGHT glass panel dropping flush with the top of the division, yet allowing the auxiliary seats to fold smoothly into the division back, a robe cord of heavy woven silk and a division glass regulator harmonizing with the other metal fittings, add touches of formal good taste to this easily adaptable design.



THE PACKARD STANDARD EIGHT
7-33 SPORT PHAETON
FOUR PASSENGERS



INTERIOR OF THE 7-33 SPORT PHAETON — FOUR PASSENGERS

RAKISH lines, pleasing to the eye of the ardent sports lover, form the keynote of this beautiful body. From the new low-necked radiator filler cap to the interesting repetition of the radiator outline in the central part of the new tail light, youthful grace sweeps throughout the entire design.

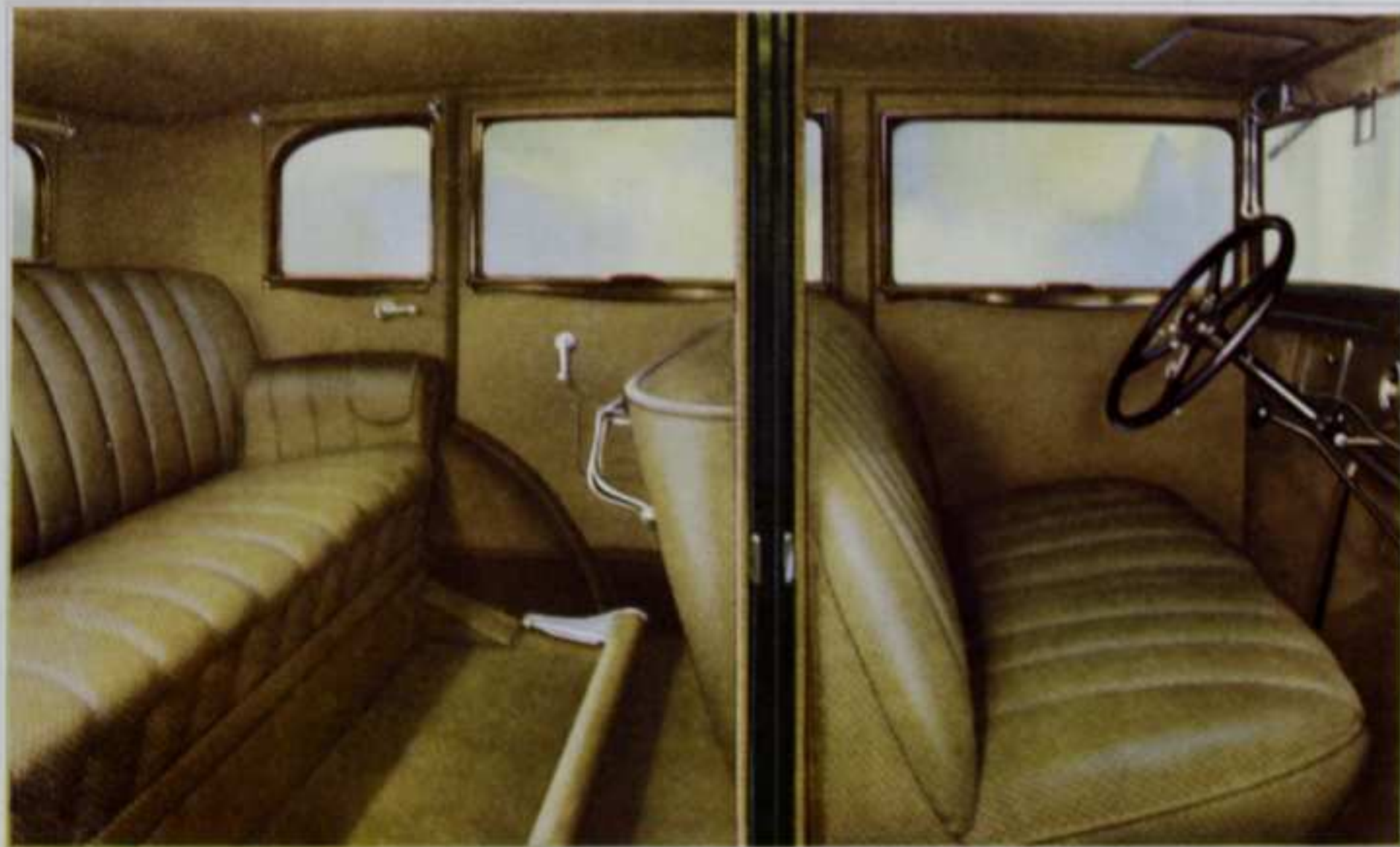


A counterbalanced cowl is easily raised for entrance or exit from the rear seat. Its windshield folds forward as does the front one, a standard feature on all open bodies. Another unusual note is the rear compartment ventilator located on each side at the bottom of the center body panel.

Please refer to Specifications for details of standard equipment and color options



THE PACKARD STANDARD EIGHT
7-26 SEDAN
FIVE PASSENGERS



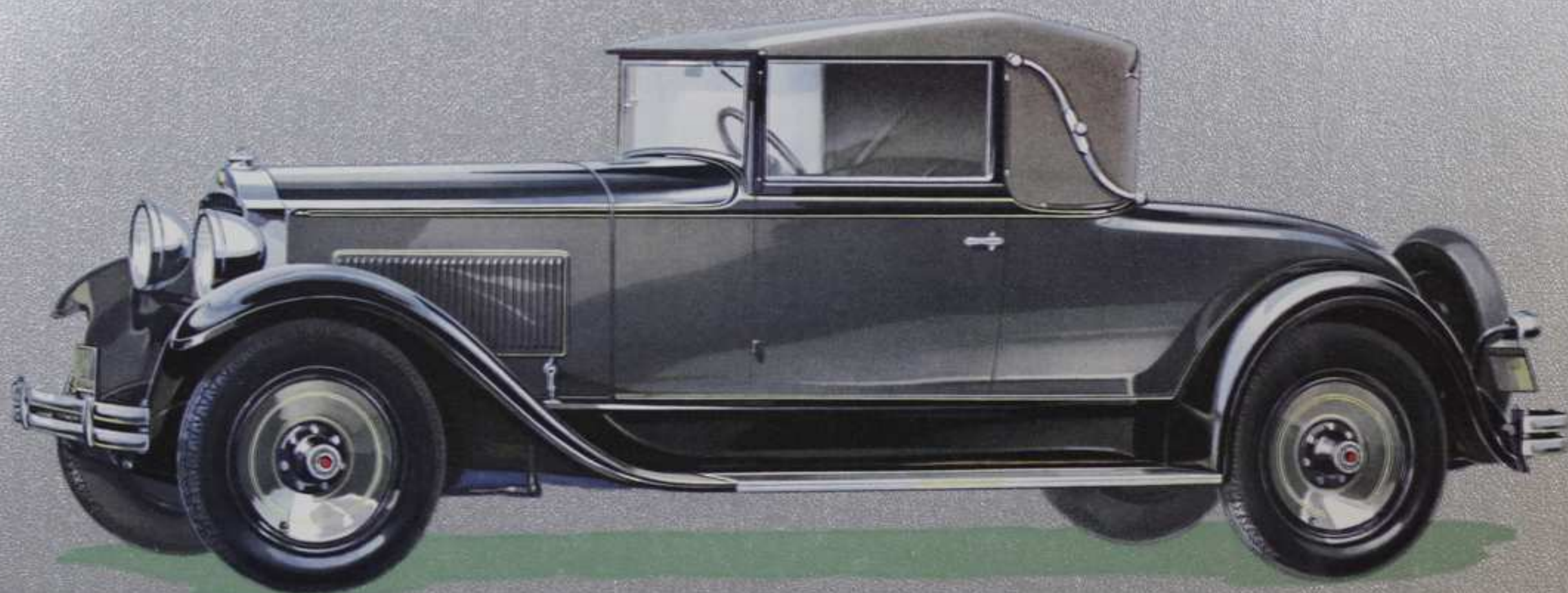
INTERIOR OF THE 7-26 SEDAN — FIVE PASSENGERS

THE Five-Passenger Sedan is the great utility car, meeting as it does every requirement of the average family. Its rich beauty is now enhanced by such refinements as concealed vanity case and smoking set, a carpet-covered foot rest, and a platinum-finished metal robe rail and handhold combined in one design.

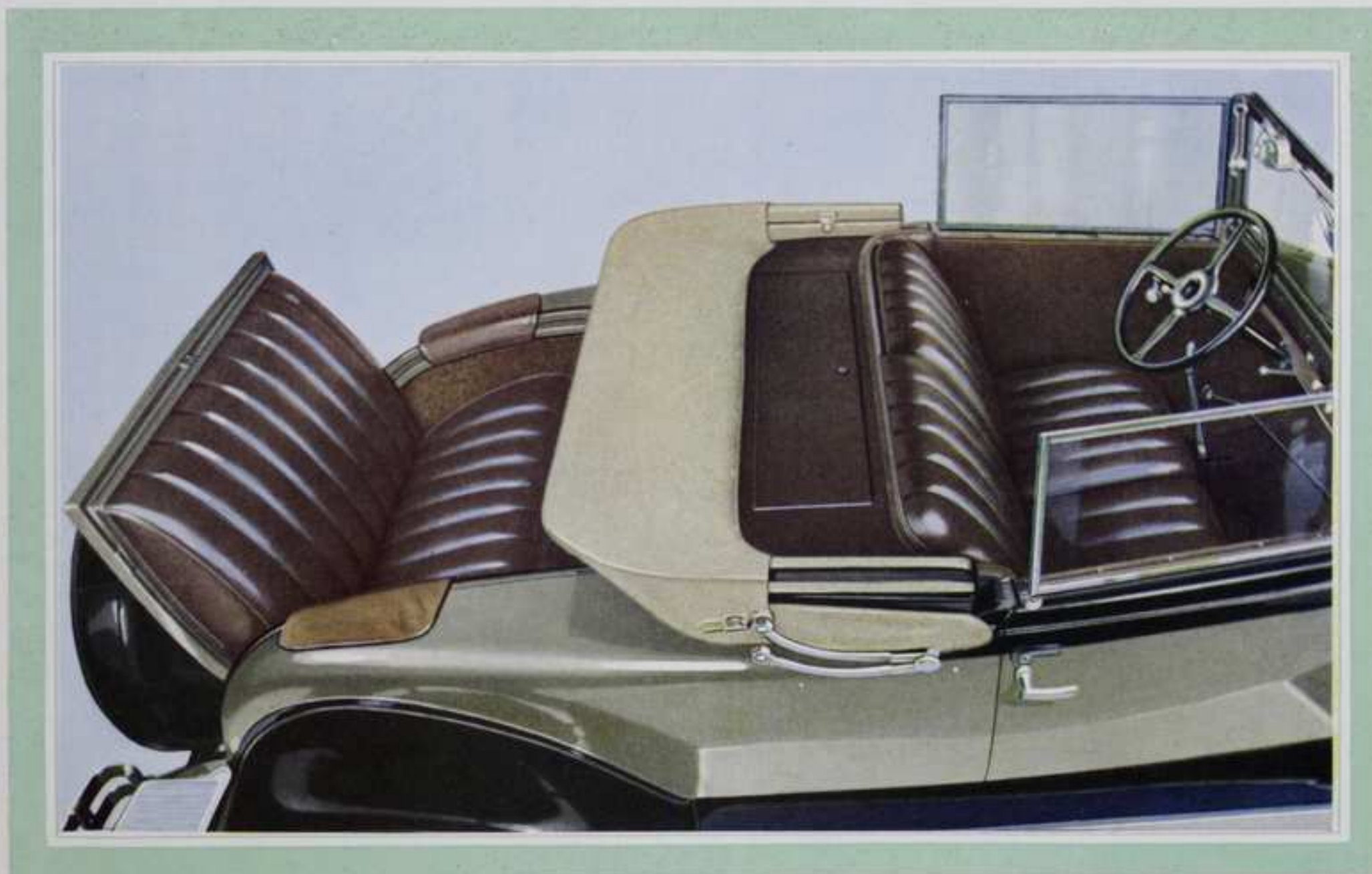


SUN visors of the interior type which may be easily set at the touch of a hand to suit the individual preference of driver or front seat passenger are specified in all models of Packard enclosed cars. Hinged and swung from the top, their quick adjustment gives additional measures of driving and riding comfort.

{ Please refer to Specifications for details of standard equipment and color options }



THE PACKARD STANDARD EIGHT
7-33 CONVERTIBLE COUPE
TWO OR FOUR PASSENGERS



INTERIOR OF THE 7-33 CONVERTIBLE COUPE — TWO OR FOUR PASSENGERS

THOSE motorists who enjoy Nature with top down and wind whipping free, and yet desire the convenience of an enclosed car for inclement weather will find this model admirably suited. Even with the top folded, the windows in the front compartment may be raised to serve as side windshields.



INDIVIDUAL comfort is assured by an adjustable driver's seat, standard on all Packard models except the Sedan-Limousine. An adjustable operating bar located at the front near the floor provides easy adjustment, forward or backward, to suit the operating comfort of the short or tall driver.

• THE PACKARD EIGHT •

MECHANICAL FEATURES



• • STANDARD MODELS 7-26 & 7-33 • •

WHILE contour of cushion and depth of upholstery spring are important, luxurious transportation really begins with the proper design of motor and chassis and the use of the best in materials and workmanship. We believe that the new Packard cars excel all others in those mechanical features which make for comfort in riding and driving. So sure are we of this that we politely, but quite insistently, challenge you to compare today's Packard with any other car.

We ask you to examine the model of your choice and then to tell us even one thing you think we have neglected. We invite you to take the car out in traffic and over the open road. You will find an ease and quietness of operation that you have long wished for. This comes from important refinements and improvements almost too numerous to mention.

Of course, the simple straight eight motor has been retained. No other now affords such insurance against rapid depreciation due to motor design change, a most important consideration. For in one way, a car is only as young as its motor. And added youth has been given the proven Packard engine design with new carburetion which provides a tremendous motor activity with surprising quietness.

Together with the improved motor is a four-speed transmission designed and built by Packard to meet changing traffic conditions. It not only provides easier and quieter gear shifting but also the

extra gear shift to make possible a better relationship among all speeds. With motor speed and car momentum more closely in keeping with each other lower upkeep costs quite naturally follow, to say nothing of the greater comfort enjoyed due to the elimination of power-jerk.

Springs of new specifications add greatly to the famous Packard Shock-Absorbing System, which includes shock absorbers of Packard design and a mechanism that eliminates steering whip and dangerous front wheel shimmy. Quite naturally, too, centralized chassis lubrication has been retained after six years of most successful use.

Everything possible has been done in motor and chassis to keep step with the refinements and improvements in the luxurious bodies from Packard's own body shops. And speaking of bodies, we might

mention that they offer the same polite challenge for your examination and comparison. Safety is insured by improved-vision pillars of narrow design and a non-shatterable glass made to Packard standards of quality. Individual comfort is provided by an adjustable driver's seat, adjustable steering gear and even adjustable sun visors.

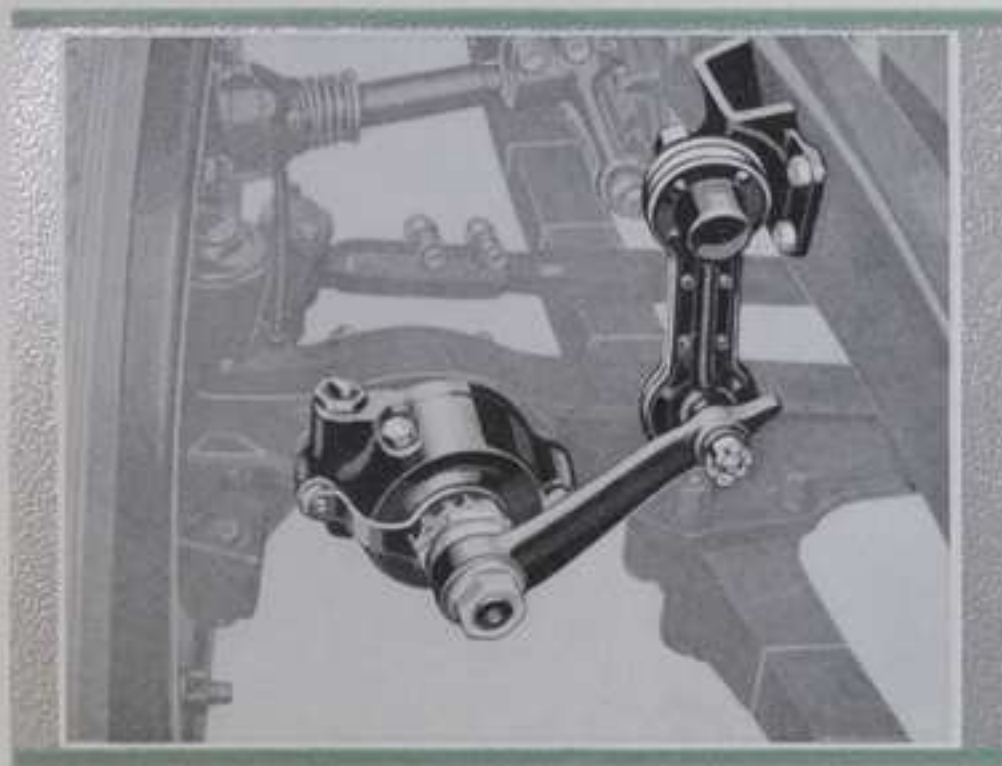
Nothing has been overlooked in an effort to make each Packard the most luxurious car in its price range and the most delightful to drive and ride in.

Won't you please put the car to the test of all that we have said? And then, we shall let the car speak for itself. It will tell you, over and over, the real story of luxurious transportation.



The hand that rocks the cradle now also guides the steering wheel, and things mechanical must now respond to feminine influence. Today's new Packard cars offer much to interest and delight Milady.

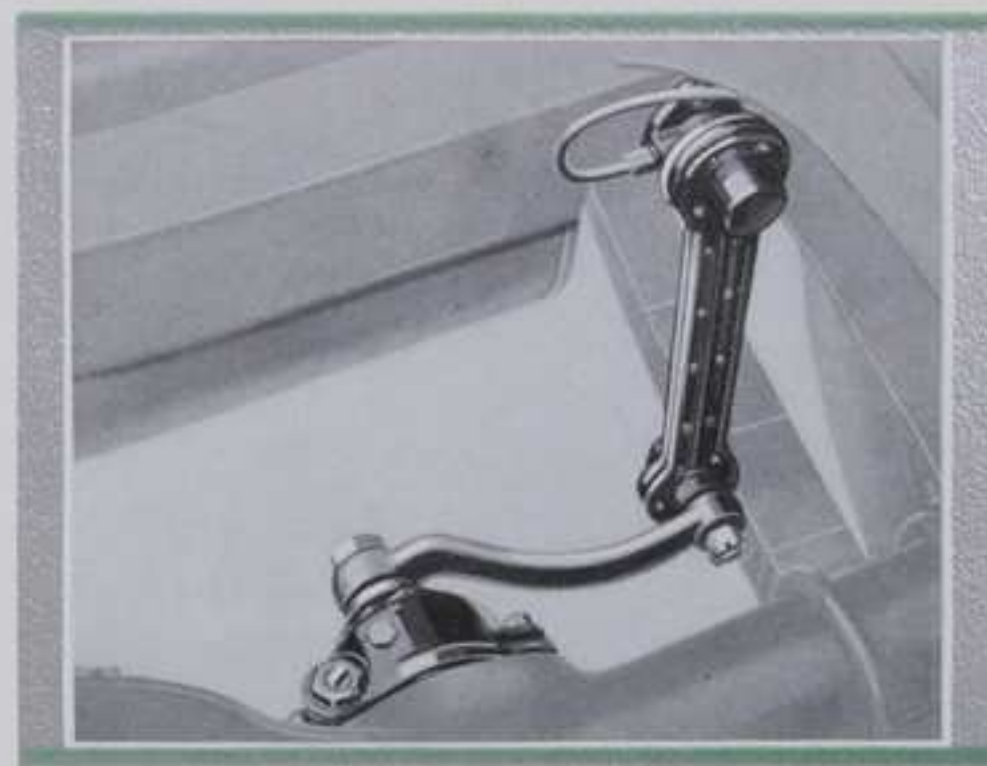
THE SHOCK ABSORBERS AND STEERING GEAR



Hydraulic shock absorbers of Packard design and manufacture are standard equipment on all new Packard cars. As indicated, they are built right into the axles and, of course, found in no other car.



Cross section showing oil chambers and metering valve for riding adjustments.



Packard shock absorbers are two-way in their action and make possible the use of very resilient and soft riding springs. Being mounted crosswise, they control side-sway also, a desirable advantage.



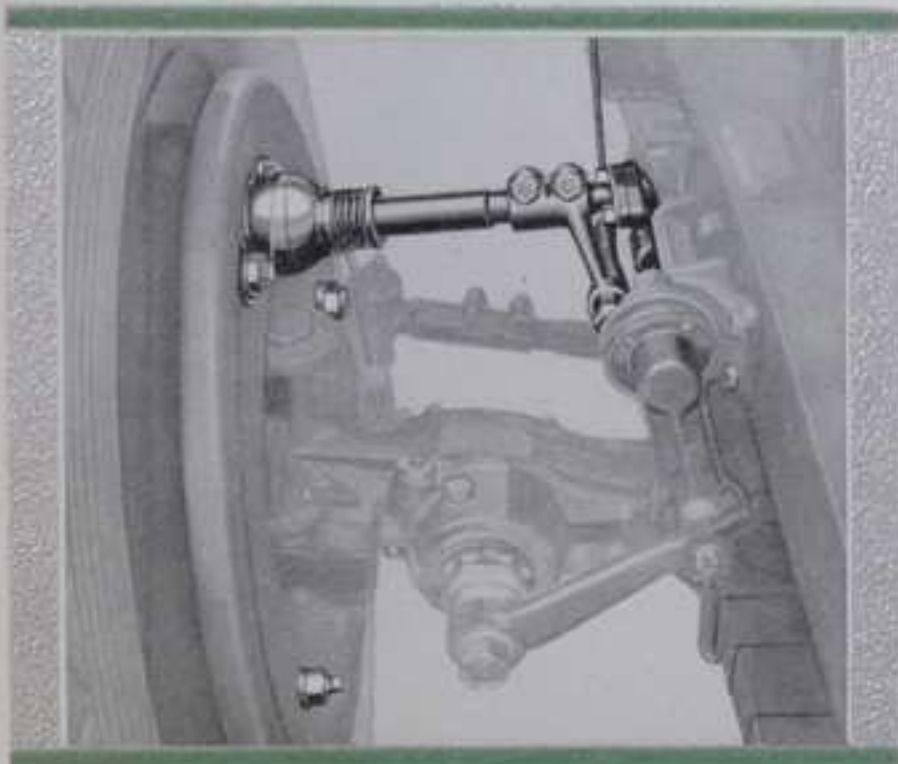
The steering gear is fitted with roller and ball bearings for thrust advantage and ease of handling.



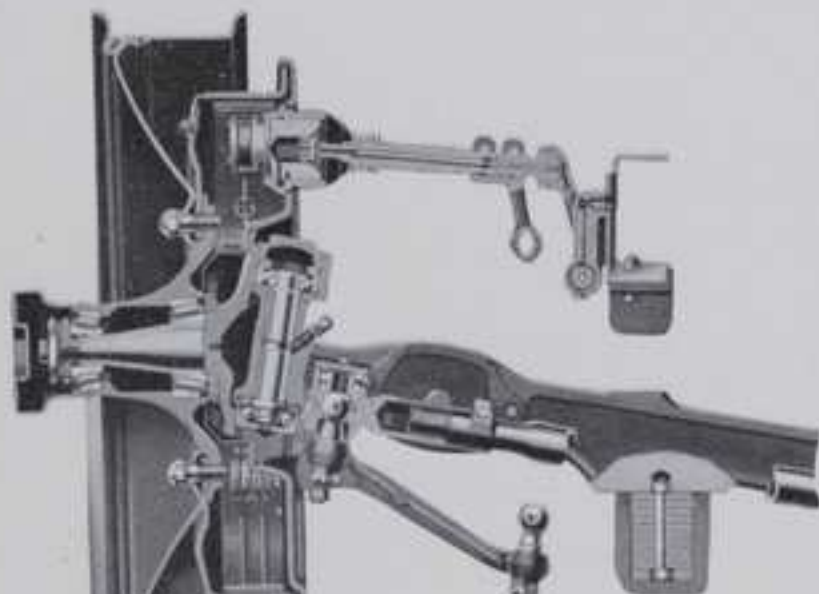
A patented shock-absorbing device mounted on the driver's side at the rear of the front spring eliminates wheel shimmy.



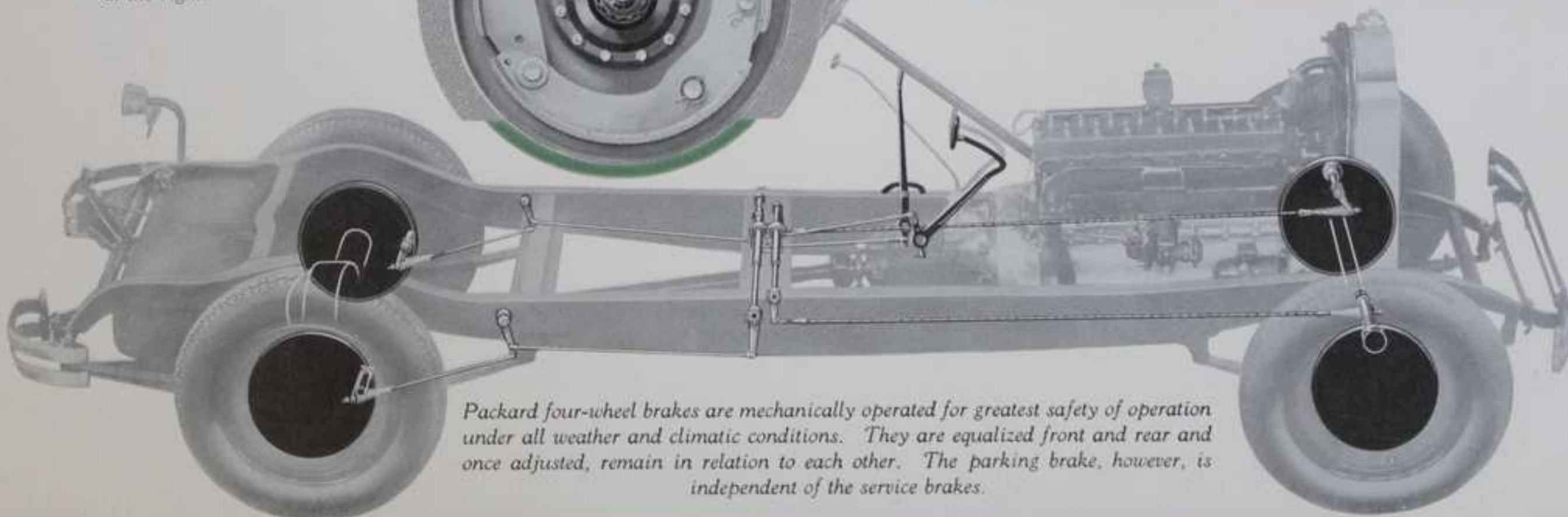
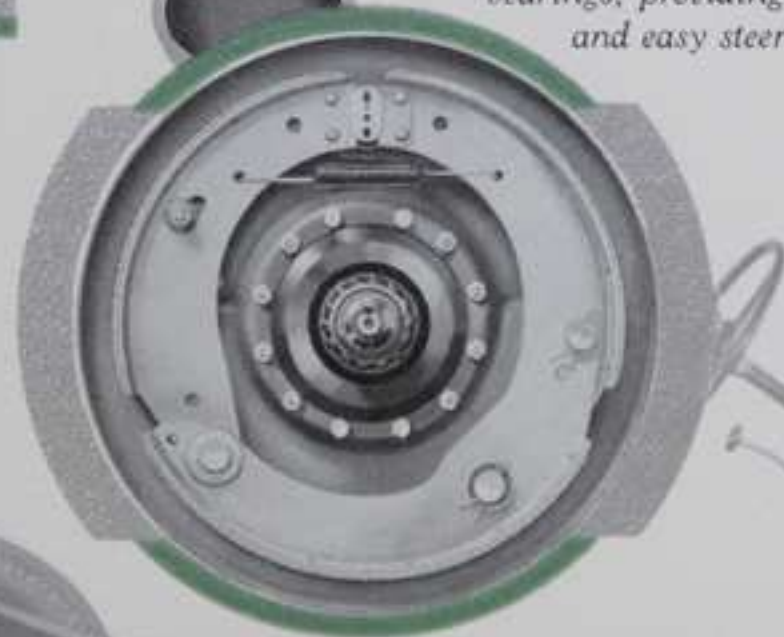
THE PACKARD BRAKING SYSTEM



Brakes are of internal-expanding type with flanged drums for protection against oil and dirt, eliminating undue wear and loss of efficiency. Wear is equally distributed all the way around the brake shoes and drums as indicated at the right.



The steering knuckles are inclined and mounted on ball bearings, providing very free and easy steering.



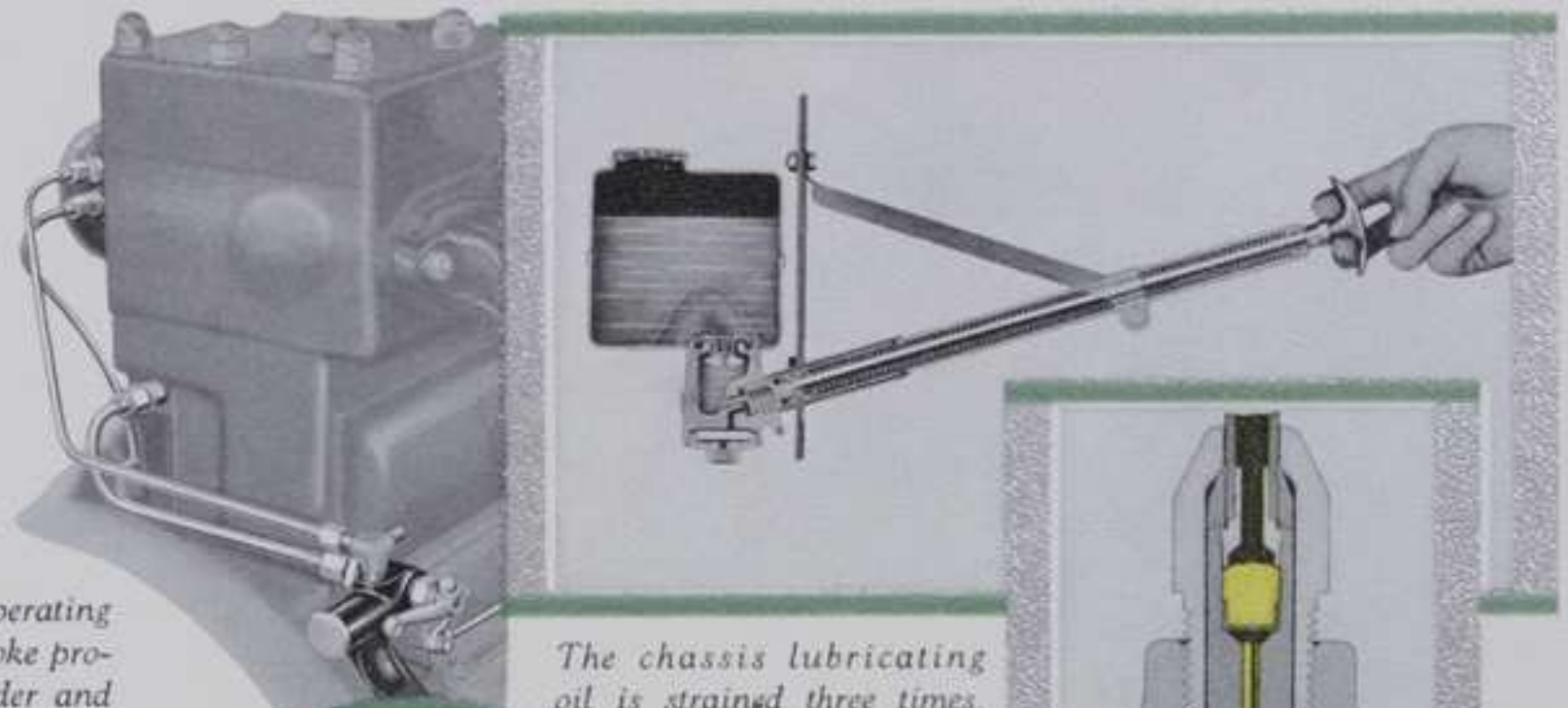
Packard four-wheel brakes are mechanically operated for greatest safety of operation under all weather and climatic conditions. They are equalized front and rear and once adjusted, remain in relation to each other. The parking brake, however, is independent of the service brakes.



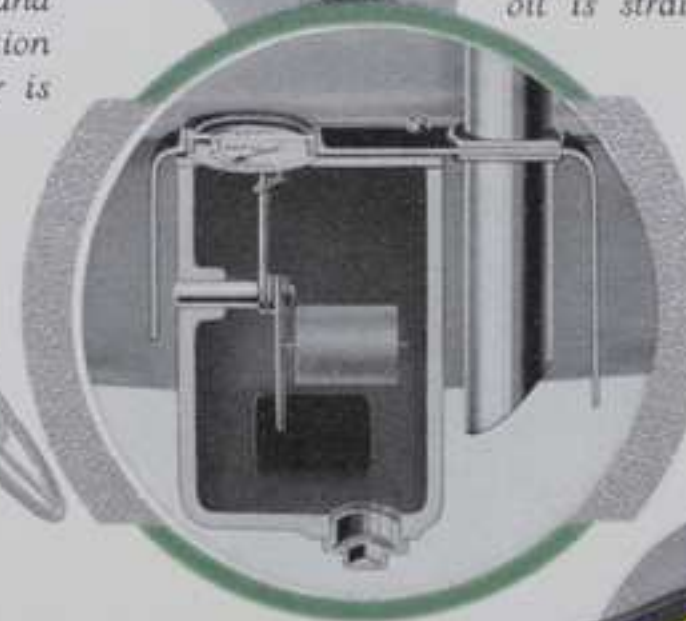
THE PACKARD LUBRICATING SYSTEM



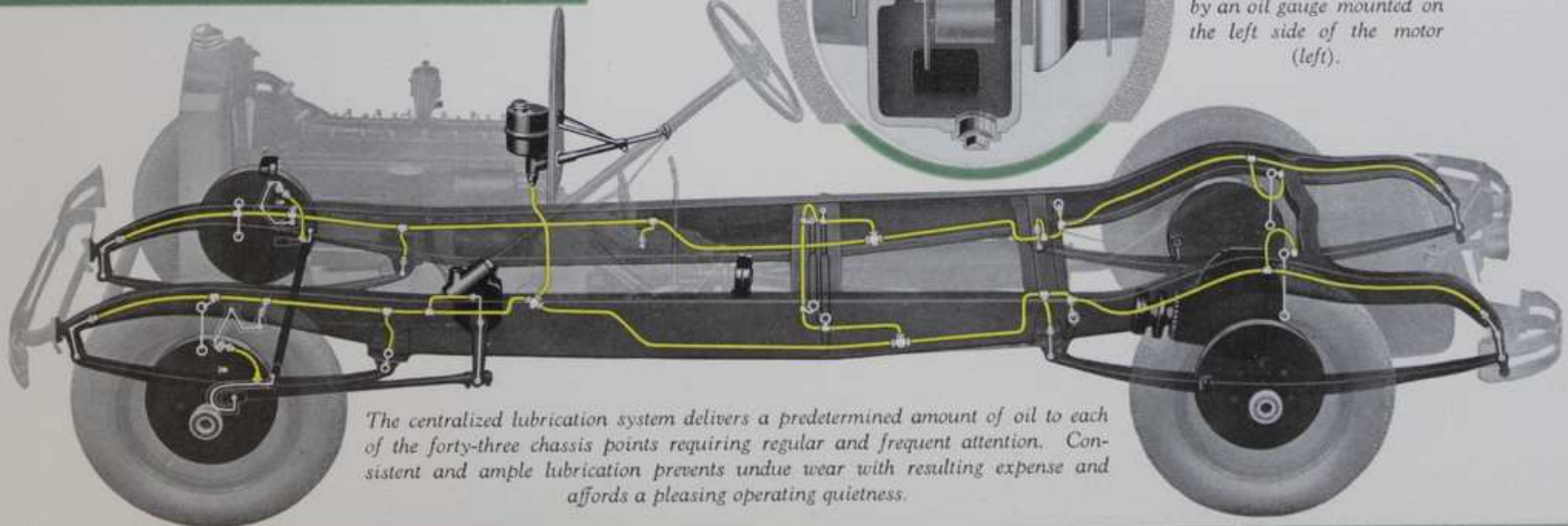
A valve operating with the choke provides cylinder and piston lubrication when the motor is cold.



The chassis lubricating oil is strained three times.



Motor oil level is indicated by an oil gauge mounted on the left side of the motor (left).

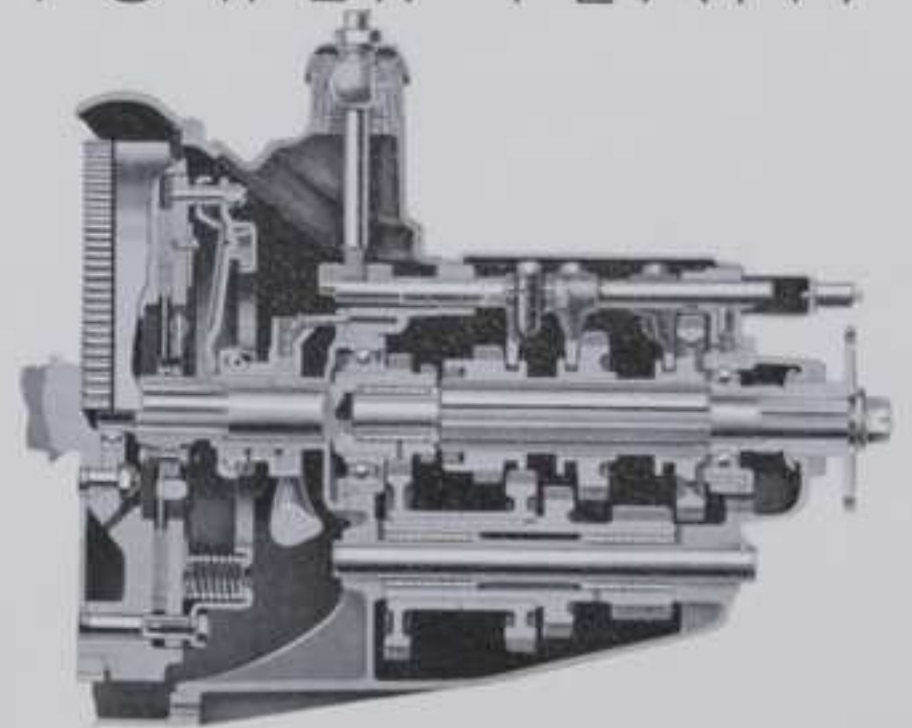


The centralized lubrication system delivers a predetermined amount of oil to each of the forty-three chassis points requiring regular and frequent attention. Consistent and ample lubrication prevents undue wear with resulting expense and affords a pleasing operating quietness.

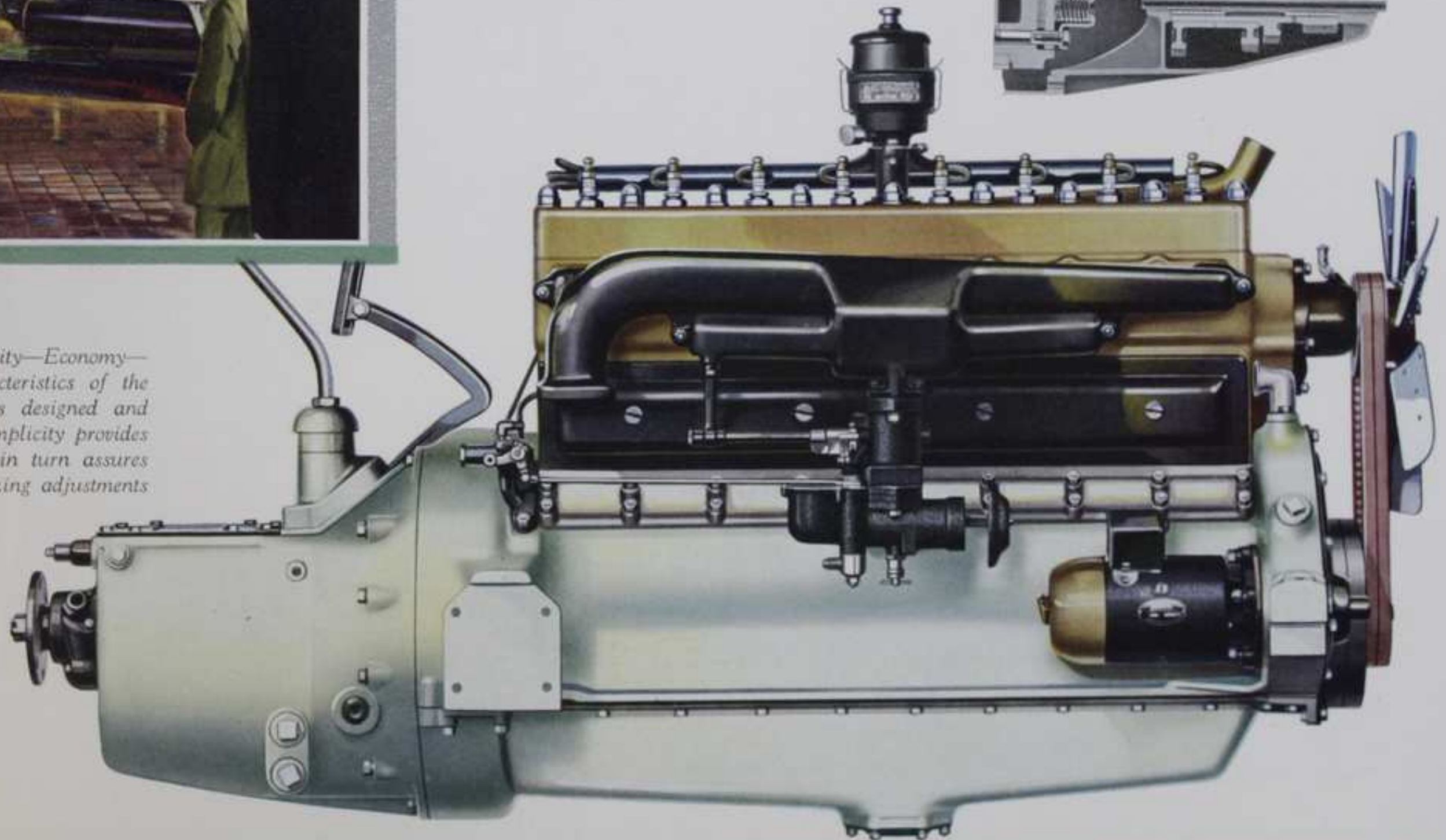
THE PACKARD STRAIGHT-EIGHT POWER PLANT



The new Packard four-speed transmission is of Packard design and manufacture. It provides a much improved arrangement between gear steps. First speed, or low, is used only for emergency starting while second, third and direct speeds provide the advantages of four-speed gear ratios with the operating simplicity of a three-speed transmission.



Simplicity—Accessibility—Economy—are outstanding characteristics of the straight-eight motor as designed and built by Packard. Simplicity provides accessibility and this in turn assures low labor costs in making adjustments and repairs. You are particularly asked to compare the Packard motor with that of any other car you may consider.



STRAIGHT-EIGHT SIMPLICITY AND STRENGTH

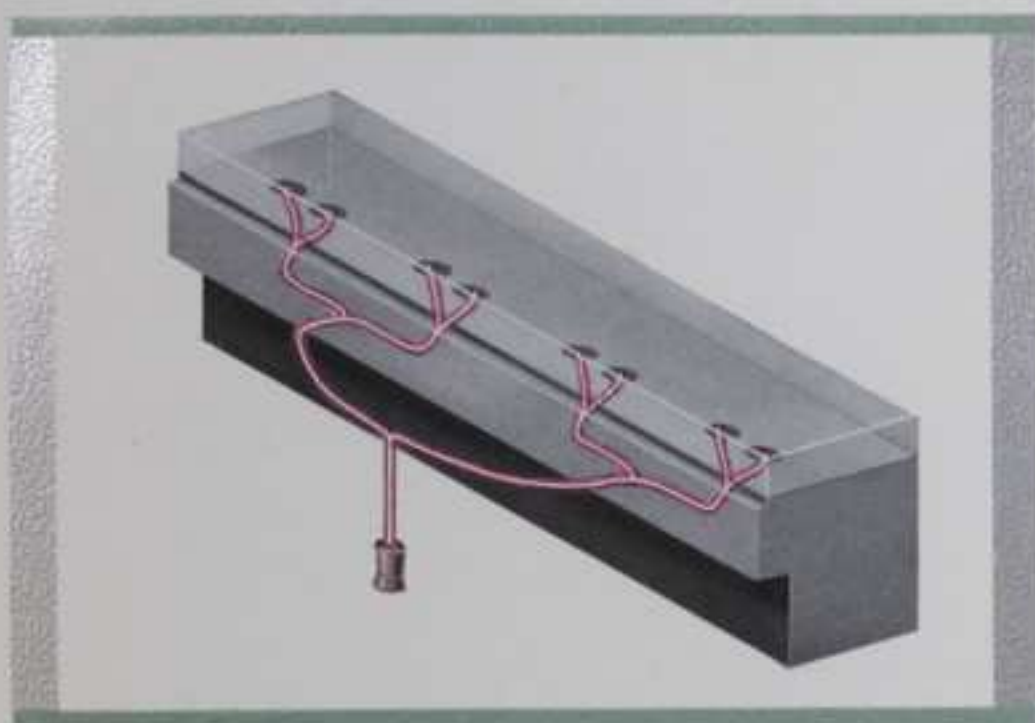


ILLUSTRATION A



LEFT—Fuel passages from the carburetor to inlet valves in the Packard Eight motor.

RIGHT—Fuel passages in the typical 90-degree V-type eight motor.

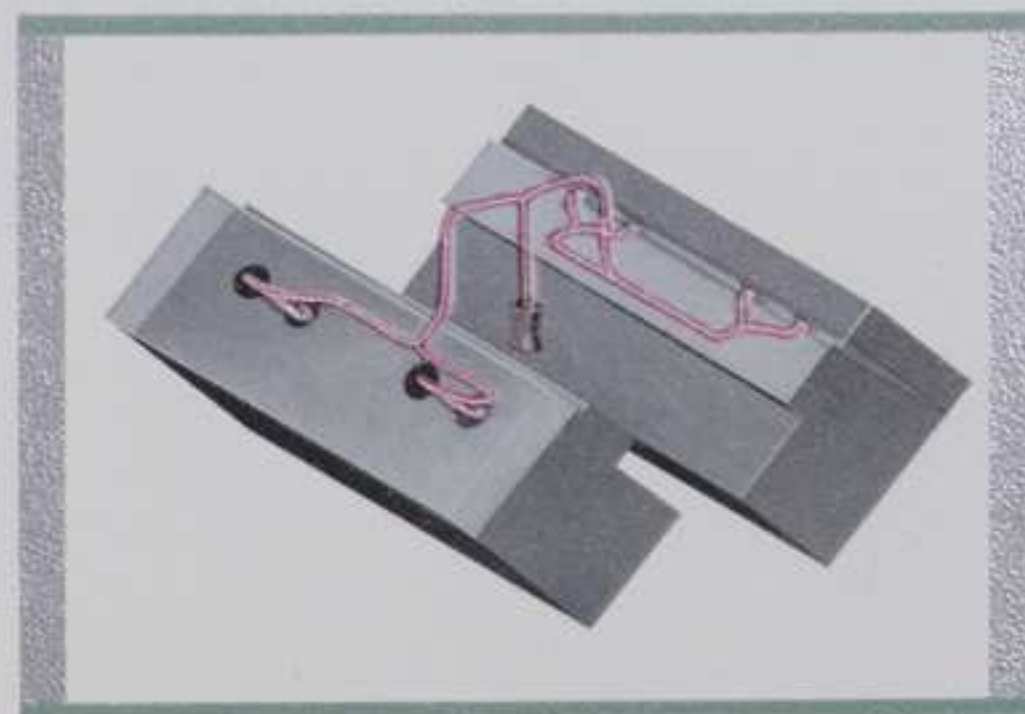
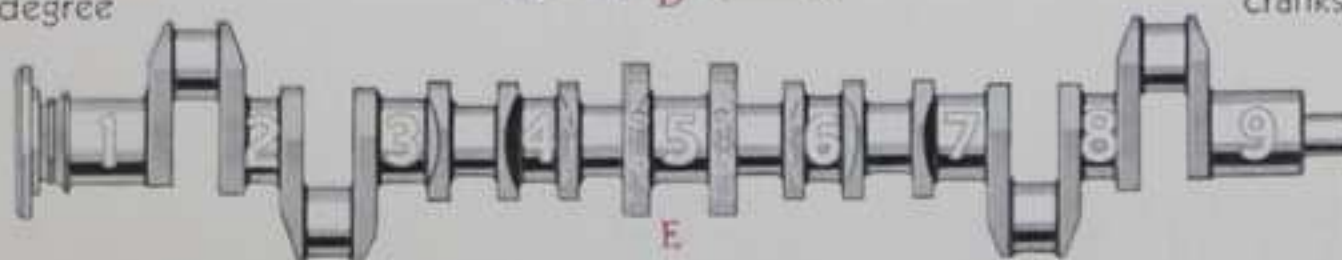
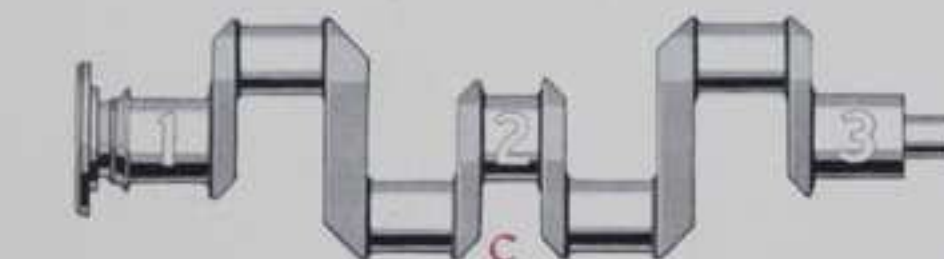
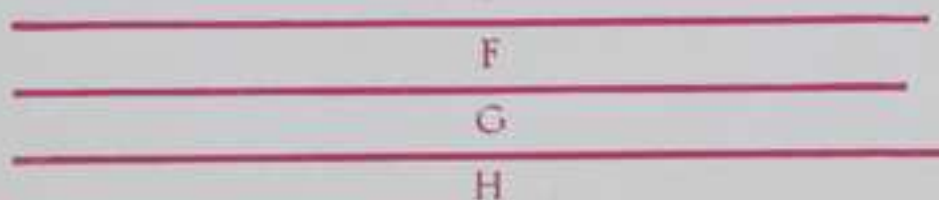


ILLUSTRATION B

WE PRESENT these pictures because those not familiar with the principles of motor design often wonder whether the end cylinders in a straight-eight motor get gas equally with the others and also whether a straight-eight crankshaft can be as strong as a shorter one. Illustrations A and B show that the gas travels the same distance from the carburetor to each inlet valve in either the straight-eight or V-type eight motor. In A, the gas goes up and right and left. In B, the gas goes up, THEN DOWN and right and left. The red lines, F, G and H, are drawn to scale and show the comparative distances the gas has to travel in three types of motors—the Packard Straight-Eight (F), the three-bearing 90-degree V-type eight (G) and the five-bearing 90-degree V-type eight (H). These simple pictures prove that neither type of motor is at any practical dis-



advantage over the others in fuel distribution. The three crankshafts are shown for length and bearings distribution only and do not include counterweights. All engineers know that as an unsupported section is doubled the tendency to spring or give is multiplied by eight. The best engineering practice calls for a crankshaft main bearing on each side of each crank pin. This is provided in both the Packard Eight crankshaft (E) and in the five-bearing V-type eight crankshaft (D). However, in C, a three-bearing V-type eight crankshaft, there are two crank pins, taking four piston blows from the four pistons and connecting rods, between each pair of crankshaft main bearings, the unsupported section being nearly three times as great as in E, the Packard crankshaft, and according to the accepted engineering formula—not nearly so stiff as the Packard crankshaft.

SPECIFICATIONS FOR STANDARD MODELS 7-26 & 7-33

POWER PLANT

MOTOR—Eight cylinders cast in one block. Four-point suspension. Bore, $3\frac{1}{8}$ inches; stroke, 5 inches. Horsepower, S. A. E. rating, 32.5.

CYLINDERS—L-head. Made from special iron and steel alloy.

PISTONS—Cast from special aluminum alloy. Piston design developed by Packard. Fitted with four rings.

CONNECTING RODS—Drop-forged from special steel. I-beam in type and rifle bored lengthwise to provide oil passage from crankshaft to piston-pin bearing.

VALVES—Intake, chrome-nickel steel. Exhaust, silicon-chrome steel.

CRANKCASE—Aluminum alloy casting. Mounted at four points. Ventilated. Nine main bearings afford rigid support for the crankshaft. Lower half provides motor-oil reservoir. Oil gauge with dial indicator on left-hand side.

CRANKSHAFT—Nine main bearings. Drop-forged, heat-treated, machined all over, and balanced both at rest and at speed. Drilled passages provide for oil distribution, and newly designed counterbalances result in operating smoothness and relief from excessive bearing pressures.

CLUTCH—Single dry plate. Positive and dependable. Spring-cushioned drive. Operates equally well under all climatic conditions.

TRANSMISSION—Selective sliding-gear type, four speeds forward and one reverse. All gears alloy steel, hardened and ground, insuring long life and quiet operation. Shafts mounted in best quality ball and roller bearings.

FUEL SYSTEM

SUPPLY—Twenty-five-gallon tank mounted at rear between frame members. Fuel drawn from tank by vacuum system located on dash and then to carburetor by gravity feed. Filtered through fine mesh screen before entering carburetor.

CARBURETOR—Designed for maximum efficiency under varied conditions.

COOLING SYSTEM

RADIATOR—Highly polished chromium-plated casing of new design with cellular core. Thermostatically controlled shutters are standard equipment.

WATER COOLING—Capacity, 5 gallons. Forced circulation by centrifugal pump located in forward end of cylinder block. Only two hose connections required.

FAN—Steel with six blades $18\frac{1}{2}$ inches in diameter, mounted on ball bearing.

LUBRICATING SYSTEM

MOTOR LUBRICATION—Pressure feed by gear-type oil pump,

submerged in oil supply in lower half of crankcase. Oil is automatically filtered and its circulation controlled as required by different motor speeds.

CHASSIS LUBRICATION—The forty-three chassis points requiring regular lubrication are oiled by means of a pressure-pump plunger, located at the left and operated from the driver's seat. Operates perfectly at any temperature.

ELECTRICAL SYSTEM

IGNITION—Packard-North East distributor mounted in accessible position on cylinder head. Coil is mounted on back of instrument board, protected from excess heat and water.

GENERATOR—Packard-Dyneto. Mounted at right front of motor and driven by silent chain, easily accessible for proper attention. Furnished with cut-out relay and voltage regulator and entirely automatic in operation.

STARTING MOTOR—Packard-Dyneto. Mounted at left rear of motor, and automatically engaged with hardened-steel gear ring shrunk on flywheel. All parts enclosed and automatic in operation.

BATTERY—Six-volt, 140-ampere-hour, located on right running board at juncture with fender. Accessible for routine attention and long life through better cooling due to radiation.

WARNING SIGNAL—Mounted at left of motor, under hood. Electrically operated by push button at center of steering wheel.

LIGHTING EQUIPMENT—Single-wire type, fully protected by a 20-ampere fuse. Includes two non-glare main headlights of 21 candlepower with tilting beam feature; parking lamps; combination tail, signal, and backing light, the signal light automatically operated by brake-pedal action, and the backing light by gear-shift lever; instrument-board light; reading light; spotlight and tonneau light in open bodies; dome light in enclosed bodies.

OPERATING CONTROLS

GEAR-SHIFT LEVER—Housing well forward, giving increased foot room.

BRAKE LEVER—Well forward, permitting free use of front foot.

SERVICE BRAKES—Mechanically operated, internal expanding on front and rear wheels. Automatically equalized, front to rear.

HAND BRAKE—Internal expanding on rear wheels. All brakes have 16-inch drums.

STEERING GEAR—Worm-and-sector type. Worm mounted in Timken bearings. Sector end thrust taken on ball thrust

bearings. Steering wheel, $18\frac{1}{2}$ inches in diameter. Black rubber over a steel frame.

MOTOR—Accelerator conveniently located. Hand-throttle and lighting-switch levers built into the central portion of steering wheel.

INSTRUMENT BOARD—Oil-pressure gauge, motor thermometer, ammeter, fuel-supply gauge, speedometer and clock are grouped in the center of the instrument board and are indirectly illuminated for night driving. Ignition switch, integral with the coil, mounted at the right of center panel and fitted with lock and key. Cigar lighter and reading lamp at the right of panel.

MISCELLANEOUS

TOILET AND SMOKING CONVENIENCES—The Sedans, except the Club Sedan and Sedan-Limousine, having smoking and vanity cases.

GLASS—Non-shatterable glass on all bodies except rear curtain window in open cars and curved partition in Limousines.

FRAMES—Depth, 8 inches. Tapered in design to eliminate offsets. Very rigid in construction, due to liberal use of cross-members and heavy cross-tubes, all riveted securely.

SPRINGS—Semielliptical. Front, 38 inches by 2 inches; rear, 56 inches by $2\frac{1}{4}$ inches. Front springs underslung and shackled at front end. Metal spring covers.

WHEELS—Disc steel type. Demountable at hub and interchangeable, front and rear. Wood or wire wheels optional special equipment on same hubs at slight additional cost.

WHEEL CARRIER—One extra wheel and carrier with self-contained flush-type lock.

SHOCK ABSORBERS—Packard hydraulic.

TIRES—6 inches x 20 inches (32 inches x 6 inches). Low-pressure nonskid cord tires, front and rear.

SPEEDOMETER—Driven through a flexible shaft connected with spiral driving gears in the transmission assembly. Mounted on the left-hand side of instrument board.

FENDERS—Deep crown, of extra heavy gauge steel.

WHEELBASE—127 $\frac{1}{2}$; 134 $\frac{1}{2}$ inches.

TURNING RADIUS—7-26: 22 feet 3 inches; 7-33: 23 feet 9 inches.

TOOLS—Tool roll with complete equipment of tools, one-ton jack, wheel-changing equipment.

PAINTING

Those who buy the Packard Standard Eight may express their own preferences in selecting from a wide range of colors.

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



1930



LUXURIOUS TRANSPORTATION

