

PACKARD
ONE-TEN DELUXE

...the Class of '41

DELUXE IN LOOKS . . . DELUXE IN LUXURY

CALL IT "glamour" or call it "distinction"—but you know it when you see it!

You'll spot it the moment you set longing eyes on the new Packard One-Ten *Deluxe*! For this is no ordinary car merely dressed up with "dual equipment" and "special accessories."

No, this is a car that becomes *Deluxe* long before it reaches the end of the assembly line. Its special treatment is *built in*, not added on.

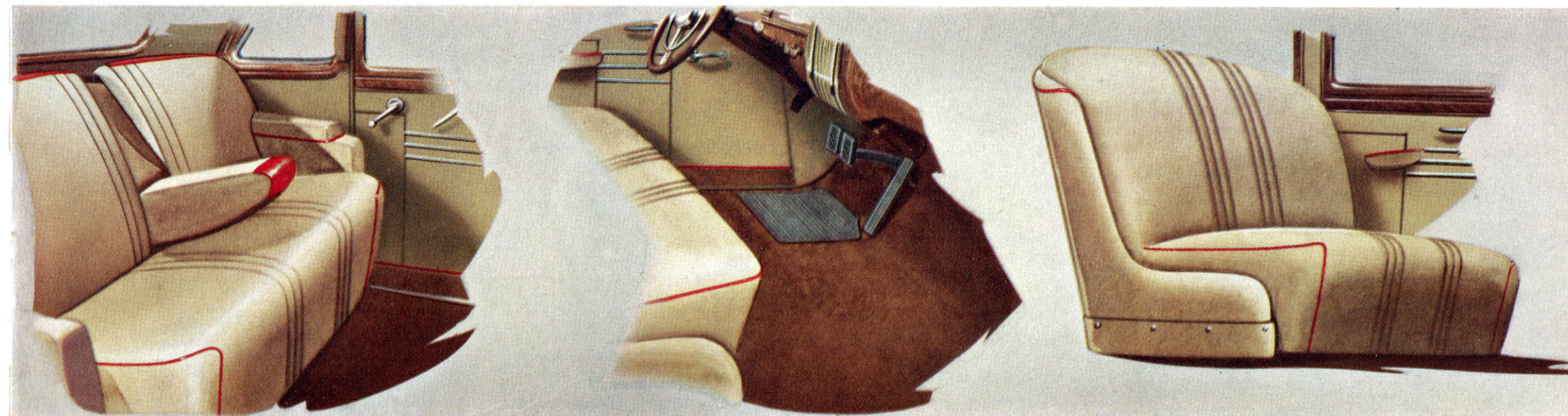
Should you watch it being manufactured, you would see it gain its *Deluxeness* at nearly every stage—as it acquires specially styled wheels and fenders . . . bright chrome

moulding instead of the usual lacquered metal . . . more luxurious trim materials, such as broadcloth and leather combined, instead of usual fabrics.

Truly, this is an exceptional motor car—one that benefits from extraordinary consideration in the plant where the finest of custom cars are conceived. Yet it is not an expensive car.

The Packard One-Ten is in the price bracket just above the lowest. And you may pay but a *modest* premium for the *customized* design and building that bring special honors to *the Class of '41*—in this, the Packard One-Ten *Deluxe*!

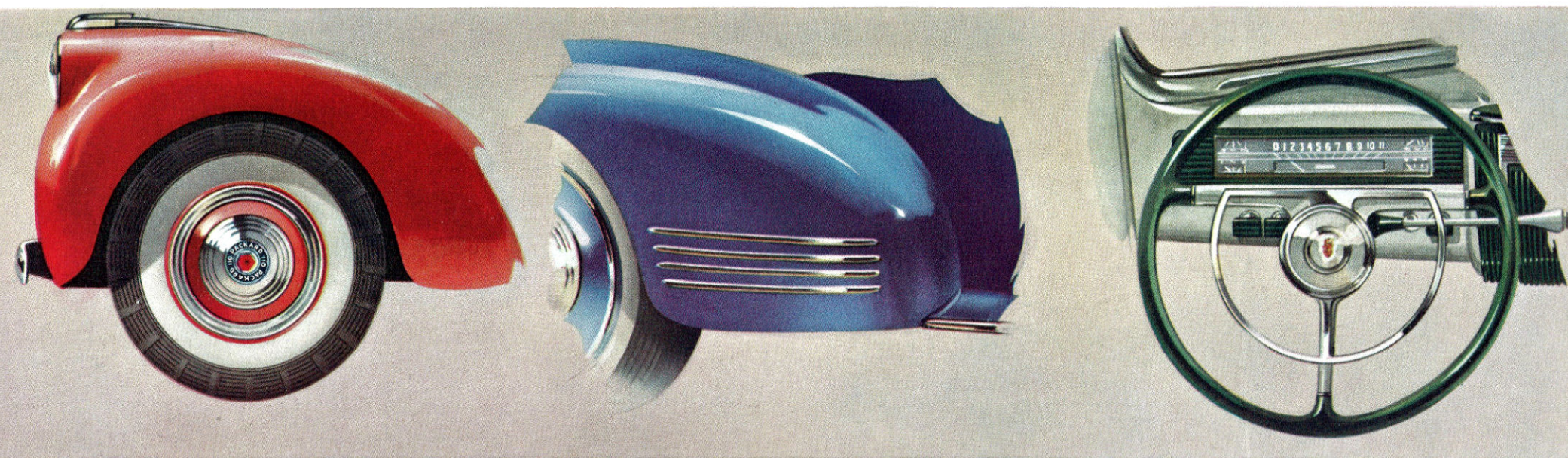
Special Honors for the Class of '41



Literally, the comfort of your favorite arm chair—and that's what it's apt to become!—when the center arm rest is folded down in this wide, deeply cushioned rear seat.

Rich carpeting on the front floor, as well as the rear, is one of the luxury details of this *Deluxe* interior—one that typifies the completeness of its customized finish.

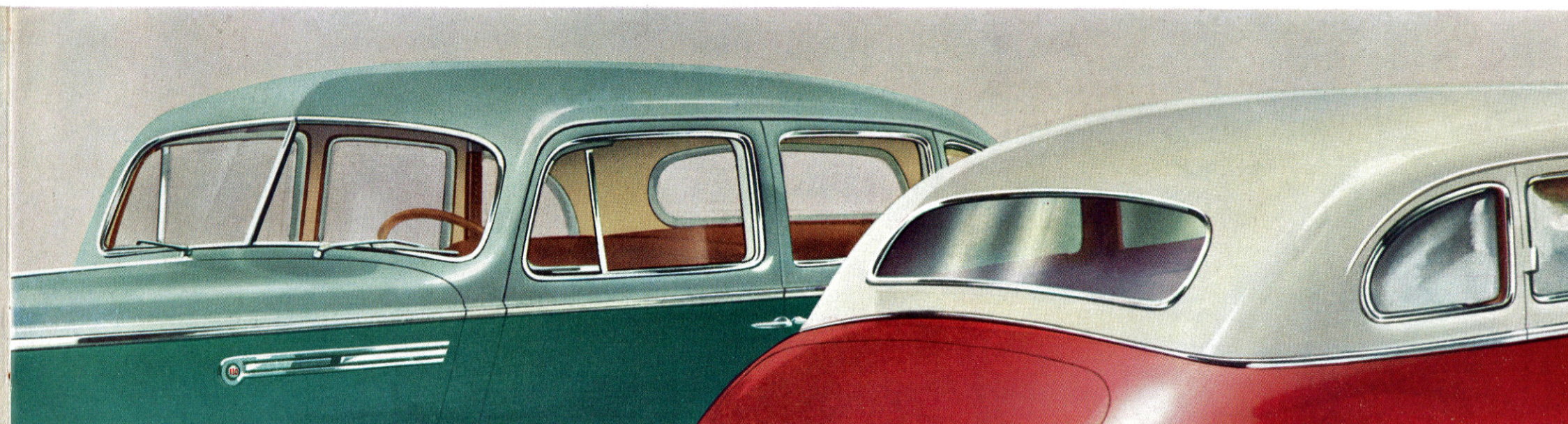
Open the door of your present car and notice the end of the front seat. In all probability it's encased in a side-piece—not upholstered clear to the floor as in this picture.



The famous red hexagon in its most glamorous surroundings! . . . in the center of the handsome wheel with chrome trim rings that give distinction to the One-Ten *Deluxe* from the ground up!

Suggestive of the fleet performance that awaits you in this Packard are sparkling speedline stripes on fenders. They give emphasis to the increased length and sleekness of the 1941 One-Ten.

This attractive combination of plastic and chrome will please your hand as well as your eye. The horn ring makes it unnecessary to remove your hand from the wheel when signaling.



What chrome can do to add smartness to graceful shapes and angles is well demonstrated by the sparkling mouldings that outline the windows and windshield of the One-Ten *Deluxe*. Windows for 1941 are larger—with a total of 162 square inches more glass area, for more pleasing appearance and better visibility.

Stunning Multi-tone colors are only a modest extra on One-Ten *Deluxe* closed models. The chrome belt moulding which completely encircles the rear of the car, and chrome around the new curved glass rear window are standard finishing touches with either alluring Multi-tone or lustrous Mono-tone finishes.

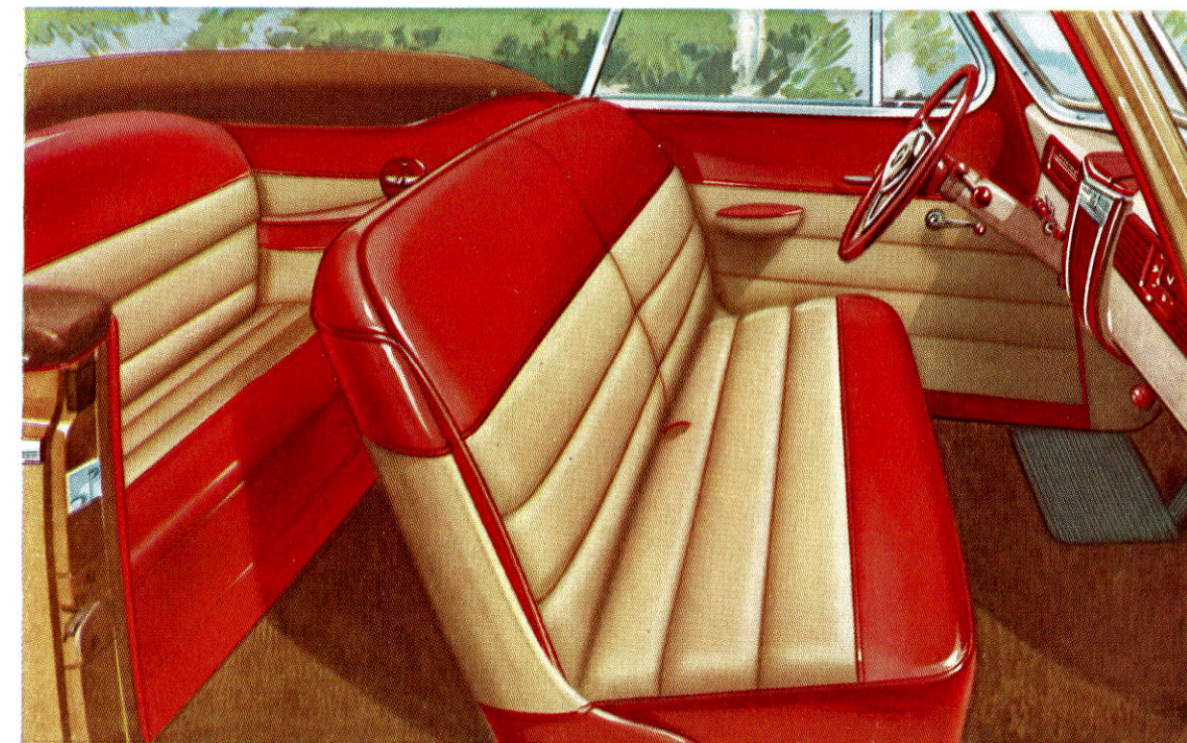
THE "INSIDE STORY" OF WHAT PACKARD MEANS BY *Deluxe!*



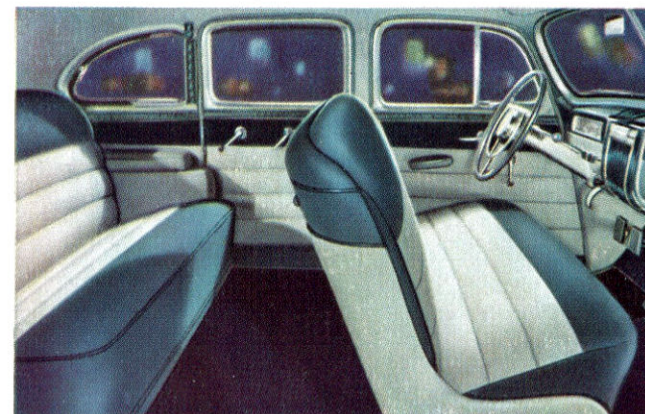
*the Class
of '41*

THE YEAR'S most glamorous "inside story!" But the story of Packard One-Ten Deluxe interiors is not one that can be adequately told in words—nor even in pictures. The richness, the smartness, the over-all impression of resplendent luxury—must be seen by your own eyes to be appreciated. In fact, in the smartly conservative leather-trimmed interior pictured above, you must actually *feel* the quality of the finely woven broadcloth and rich leathers—and observe at close range the deft tailoring that combines these two materials so stunningly! This is one of the standard trim options in the One-Ten Deluxe.

COLOR—nature has it... our clothes have it... the homes we live in have it—why shouldn't motor cars have it? Packard agrees with you—they *should!* And the illustrations on this page show how the motor car industry's leading stylists have taken *color*, in its richest, most pleasing shades, and used it with skill and discretion to create Packard Multi-tone combinations—effects that give the One-Ten Deluxe the most gorgeous of color-blend interiors. Pictured below are the three glamorous Multi-tone interpretations available in closed models, at only a modest additional cost.



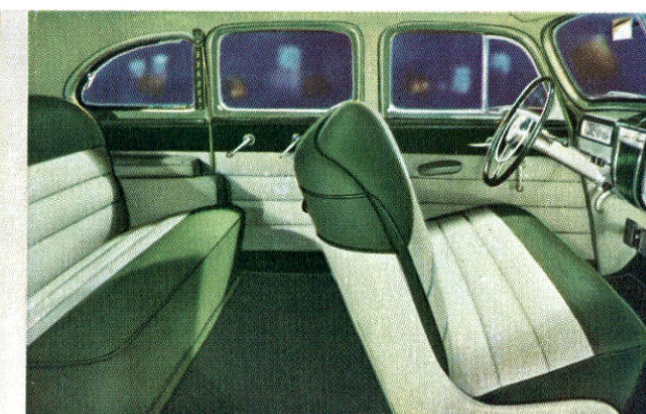
YEAR AFTER YEAR, Packard builds a larger percentage of its cars in convertible body styles than any other manufacturer. The demand that makes this necessary comes from owners who know that Packard gives special attention to convertible construction. In the 1941 Packard One-Ten Deluxe, the Convertible benefits additionally from the greater lustre and luxury that identifies this line...with a few finishing touches all its own! The handsome leather-and-cloth interior shown at left, for example, is available at extra cost only in this glamorous open-car body style. Naturally, the top is automatic.



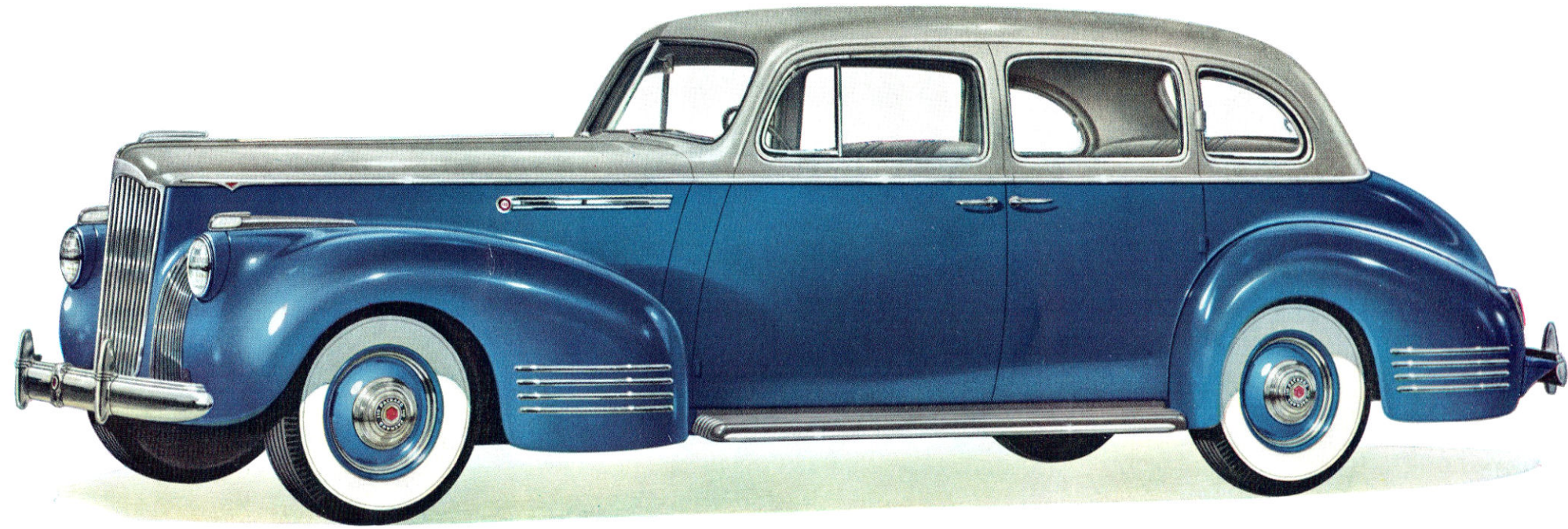
Note that the instrument panel matches this grey and blue combination, stunning in its contrasts.



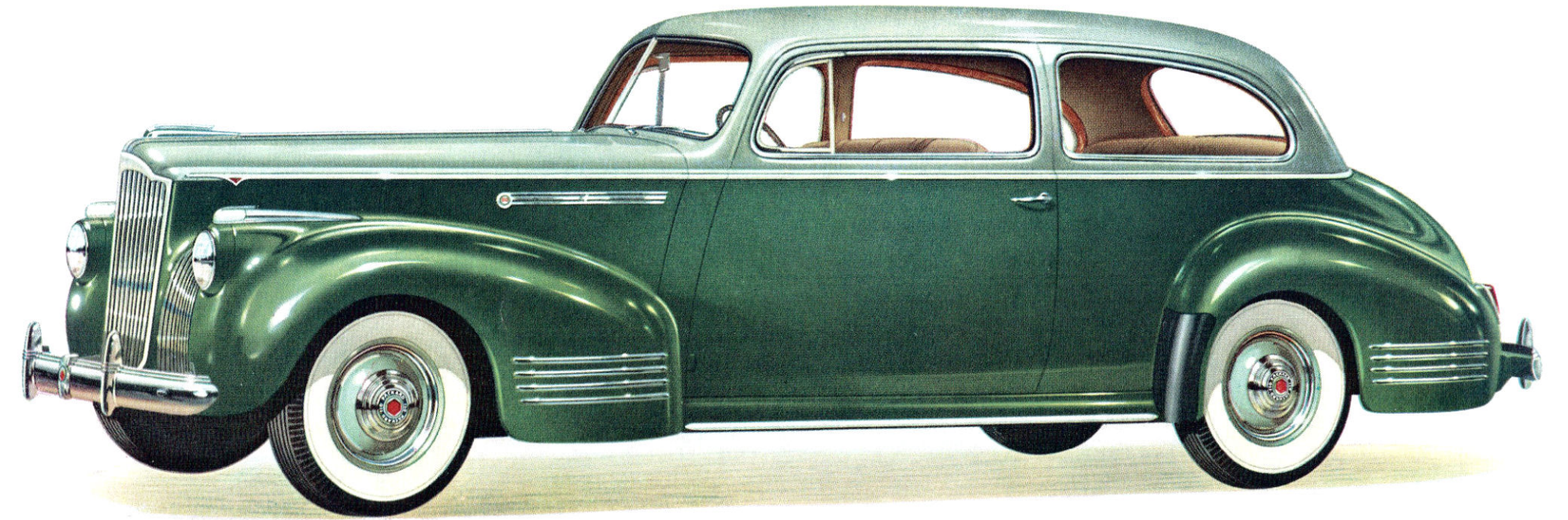
This rich brown-and-tan scheme, like others, harmonizes with the car's Multi-tone exterior.



Green and green—light and dark—combine to make one of the most pleasing Multi-tone effects.

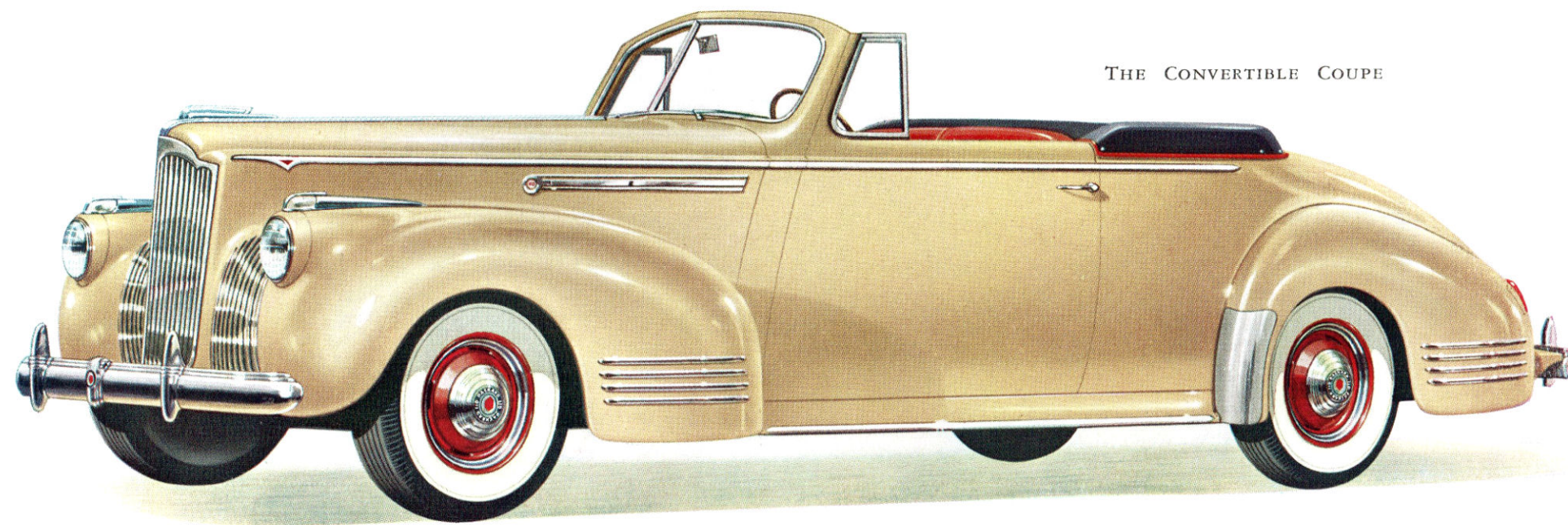


THE TOURING SEDAN

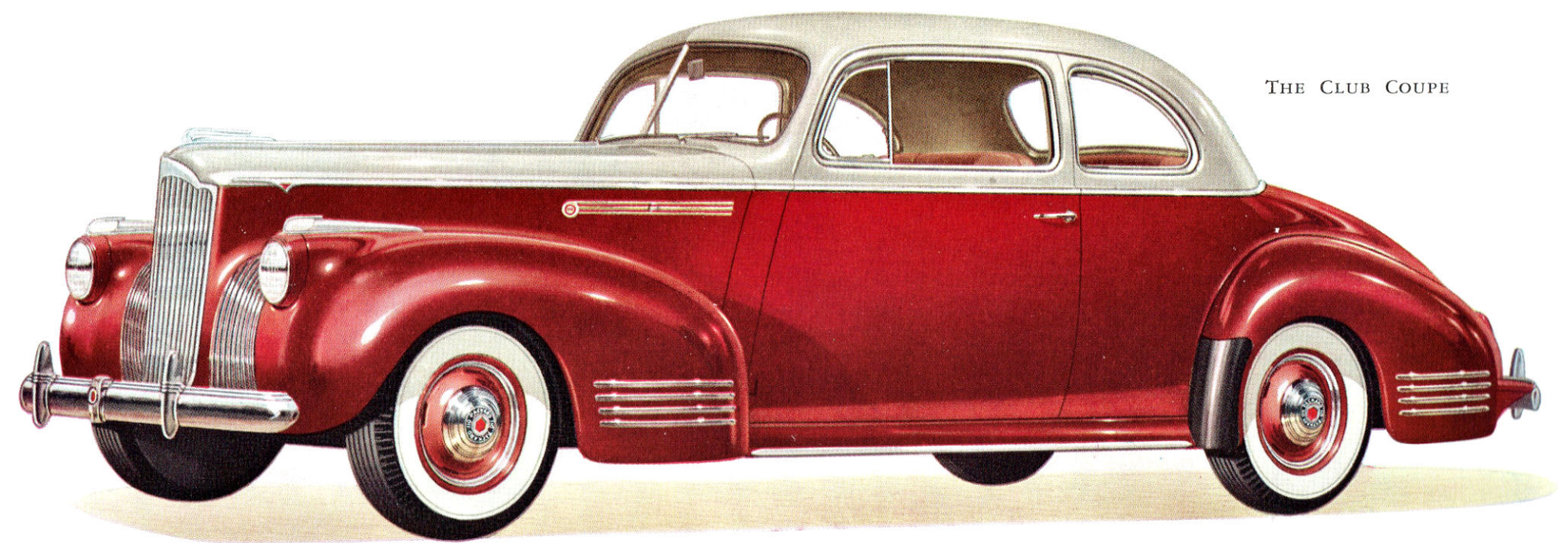


THE FAMILY SEDAN

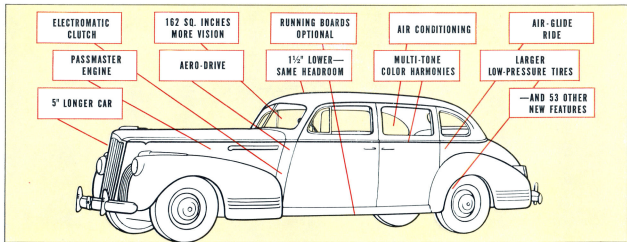
100 Horsepower **P A C K A R D O N E - T E N D E L U X E** 122-Inch Wheelbase



THE CONVERTIBLE COUPE



THE CLUB COUPE



NEW FROM ROOF TO ROAD!

64 New Features

BECAUSE it is Deluxe, this One-Ten benefits to the utmost from the more than threescore new features which characterize Packard for 1941. In it, you will enjoy at their best such new comfort contributions as the *Air-Glide* ride, and seats that are both softer and lower . . . also, engineering improvements that enable the great Packard *Passmaster* engine to deliver up to its full one hundred horsepower's worth of fiery performance with 10% better economy! And new shifting and steering ease that makes driving sheer pleasure!

Too, at reasonable extra cost, you may have the same new



Electromatic Clutch, you let your left foot loaf—it never touches a pedal! The car itself operates the clutch!

Then there is the thrill of Packard *Aero-Drive*. At speeds above 20 you let this thrifty cruising gear take hold—and you drive along in hushed smoothness. An automatic *mountain-climbing*



miracle-mechanisms that Packard has made available for the finest of its custom cars.

With the first of these, *miracle-mechanisms* that Packard has made available for the finest of its custom cars.

gear cuts in whenever you need a quick sprint to pass. Best of all, this money-saving device cuts engine wear and oil consumption—and reduces fuel costs as much as 25%!

Finally, and it's the last word in year-around comfort, you may have Packard *Air Conditioning*. When the mercury begins to soar you step into your *Air Conditioned* Packard and find the welcome, *refreshing coolness of air* that's actually *refrigerated!* And this sensational Packard "first" is far from the last reason that will make the One-Ten Deluxe—once you've driven it—a car you're sure to want . . . *the Class of '41!*



ASK THE MAN WHO OWNS ONE

PACKARD
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