

For 1938

THE PACKARD EIGHT

THE PACKARD SIX

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The New **PACKARD EIGHT** *for 1938*

(FORMERLY CALLED THE 881)



The New **PACKARD SIX** *for 1938*

(A DIFFERENT KIND OF SIX)

CARS THAT ARE EASY TO BUY AND EASY TO OWN

featuring

Longer and larger size with six-passenger capacity . . . Riding qualities hitherto unknown in any kind of spring suspension . . . Really quiet all-steel bodies with all-steel tops . . . Packard identity enhanced by greater big-car heft . . . Long mechanical life made even longer through new designs in engine and chassis . . . And a host of other improvements that increase the pleasure of Packard ownership

TWO NEW SOLUTIONS TO THE PROBLEM

Solution 1 This is the new 1938 Packard Eight, formerly called the Packard 120. It has the silky smoothness of powerful eight cylinder performance, coupled with beauty and richness that make it truly the luxury car of the lower-price field.



AMONG the 26 millions of motorists now driving the roads, there are literally millions who buy their cars almost carelessly—who fail to first measure the motoring value that each car offers and that make sure they are getting the greatest possible value.

The straightforward purpose of Packard in presenting its new 1938 Eight and new 1938 Six is to bring home to this host of motorists the greater pleasure that can be theirs in owning and driving a Packard. That purpose prompted Packard to enter the lower-price field three short years ago. Since then, nearly 300,000 motor car buyers have acted on the Packard suggestion, that there is a better car of no greater total expense; and their experience bears out the contention, that a Packard is easy to buy and easy to own.

One of the main factors in economical ownership of a car is upkeep. In terms of actual money this means service maintenance, valve grinding, brake relining, or any of a number of other routine service operations. These, when necessary, are important factors in the cost of owning a car.

Herein lies one of the main reasons why the ownership of a Packard Six or a Packard Eight is economical, for these cars are built to two chief standards—precision and simplicity. Every component part is so carefully designed and built that all wear which would result from less accurate manufacture is eliminated. Simple, the Packard motor is so constructed as to make every part easily accessible, thereby reducing labor costs to a minimum.

To the soundness of these principles the Packard Six and the Packard Eight owe their durability and their economical service. For almost costs of ordinary service operations, ask your local Packard dealer

OF "CARELESS MOTOR CAR BUYING"

Solution 2 This is the new 1936 Packard Six, a really different kind of six. It has the velvety overlapping power impulses of the most popular form of engine design, together with greater size and majesty that make it the outstanding six.

tributor, and compare them with the costs of similar work on other makes of cars.

A surprising statement? Yes; and here are some more, equally surprising, about the new 1936 Packard Eight and Packard Six:

- that they give you the gentlest ride you ever had in a motor car;
- that they have an exclusive rear suspension which gives the rear wheels the superb effect of independent wheel suspension;
- that they have a new safety on curves and wet pavement;
- that they have the first really quiet all-steel bodies with all-steel tops;
- that they have more length and size developed to the greatest luxury ever offered at their respective prices;
- that they have an economy of operation, and of twice-a-year chassis lubrication at fewer points than others;
- that they are the only cars in their price classes to offer the double value of long mechanical life and enduring identity.

Sterling statements? Yes; but your Packard dealer stands ready to prove every one—including the truth that you can afford a Packard. Get these proofs. Make buying your next car a more casual procedure by first learning the Packard figures to fit your exact case. Then no longer will you need to resist the realization of that desire to BE the man who owns one.

Toward that end, why not turn the page and read on?





PACKARD EIGHT *The Touring Sedan for Seven Passengers*

Those who require larger seating capacity or prefer a chauffeur-driven car will be pleased with the handsome new Packard Eight seven-passenger bodies. Available as a sedan or as a limousine with glass division, it fills a long recognized need in the Packard Eight field. The wheelbase is unusually long—140 inches.



PACKARD EIGHT *The Convertible Sedan*

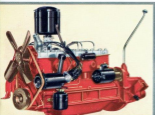
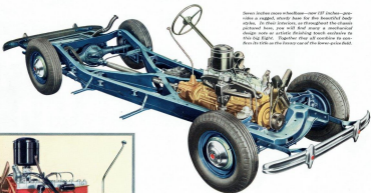
Most practical of convertible types, this sparkling new Packard Eight is a joy to behold and a thrill to drive. Richly upholstered in your choice of leather colorings, its trim lines and luxurious interior are an invitation to travel—as an open car with top snugly folded, or as an enclosed car with its top raised.

HEREIN PACKARD DEVELOPS THE STRAIGHT EIGHT TO NEW HEIGHTS

Those who want even a larger, better car than the big powerful Packard Six use the same Packard tool in mind in developing its new 1934 Packard Eight. Thousands of owners of medium priced cars will be

irresistibly attracted to its many advantages. In them they get typical Packard quality, superlative eight-cylinder performance, luxurious comfort and surprising economy—of a price competitive with lesser cars.

Seven inches more wheelbase—now 117 inches—provides a rugged, sturdy base for the beautiful body style. In their interiors, as throughout the chassis, polished brass, you will find many a mechanical design more an artistic finishing touch exclusive to this big Eight. Together they all combine to make its ride on the heavy car of the lower-price field.



Packard was the first to build the straight-eight design as a production engine. This latest development reflects its rich heritage of motor building experience in many ways distinctive to its Packard design and construction. It has a bore of 3 $\frac{1}{2}$ inches, a stroke of 4 $\frac{1}{2}$ inches, displacement of 283 cubic inches, and develops 119 horsepower at 3000 r.p.m.

CALENDAR OF EIGHT-CYLINDER SUCCESS

BRIEF HISTORY OF THE GREATEST RECEPTION EVER ACCORDED ANY NEW MOTOR CAR

1935

The Packard Eight is introduced as the Packard 120, a brand-new entrant in a highly competitive field whose critics pronounce the car too good to be built at its price.



Born with Packard identity

1936

Within its very first year, it sweeps into first place in registrations of all motor cars represented by low list prices.



One year, Packard style

1937

It continues to meet such wide favor among big-car and small-car enthusiasts that the rising barometer of public acceptance forces up production to 49,290 units a year.



25% increase Packard

1938

Now numbering 129,385 owners, the Packard Eight enters its fourth year with new features and new fitness that promise to win it even a larger loyal following.



Again Packard in appearance

What other new car can show so strong a record of public favor accomplished in so short a time?

What other motor car can show the same protection of owner's investment by consistent styling?



PACKARD EIGHT *The Touring Sedan*

This is the most popular body type in the entire Packard line. Its ample passenger capacity and commodious trunk built into the rear give it a utility value enjoyed by the greatest number of people. Truly, the great family car for motoring's greatest family—the Packard clientele!



PACKARD EIGHT *The 2-Door Touring Sedan*

Here is a body style whose many unusual advantages are going to make it vie with the leader in public favor. The family with younger children will appreciate the easy security of the rear compartment. It has no door that curious little fingers can inadvertently unlock.





PACKARD EIGHT *The Business Coupe*

For the professional man who needs but the passenger space of a single seat, or the business man who wants double locked luggage space in abundance, this is the car. Besides all the interior carrying room indicated, there is the usual capacity in the locked rear compartment.



PACKARD EIGHT *The Convertible Coupe*

Truth, especially, is going to go for the streamlined grace and space of this latest new Packard development. With top up or tilted into complete disappearance, two extra passengers may be carried on the separate folding sports-type occasional seats built into the rear deck.





PACKARD EIGHT *The Club Coupe*

Again it is hard to predict the lead that the most popular body type will establish, when it is lead pressed by such an intriguing design as this. There are many—quite likely those of smaller family—who will say: "Why, this is the most practical style we have yet seen!"

BRIEF SPECIFICATIONS OF THE PACKARD EIGHT

Motor—Liquid type, eight cylinders in line. Cylinders block and crankcase and integral base skirted iron alloy. High compression, high turbulence aluminum cylinder head. Auto-lubrication aluminum alloy pistons with high compression and damping type of rings. Base and skirt $3\frac{1}{2}$ " x $4\frac{1}{2}$ ". Piston displacement 362.64 cu. in. Compression ratio 5.8 to 1. Actual brake horsepower 130 at 2400 r.p.m., 1000 psi test instrument connected with integral counterweights and vibration damper. Crankshaft weight 90 lbs. Stroke-pinned, three-point roller engine mounting.

Motor Lubrication—Full pressure lubrication to all main, connecting rod, piston pin, and crankshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Oil like standard equipment. Crankcase ventilator removes injurious gases and moisture from crankcase, reduces oil dilution.

Fuel System—Mechanical pump with built-in pressure filter. Electric pressure gauge on instrument panel. Protected copper tubing fuel lines. Possibility of "popcorn hot" minimized. 30-gallon gasoline tank at rear of base.

Combustion—Tapered, duplex, dovetailed combustion—automatic choke—compression ducts and both air streams and exhaust—automatic variable heat control and automatic hot air. Full compressor pressure adjustment for various grades of fuel.

Cooling System—Automatic, thermostatically controlled radiator fan motor, a five van feature exclusive to Packard in the lower price field. Cellular radiator core independently mounted in a reinforced metal housing. 18-inch fan. New under-leader cooling fan belt. Hot bearing cylindrical water pump. Long water jackets with cylinder completely surrounded by water. Valve cooling tube carries water direct from pump to each

valve and cylinder. Heat indicator on instrument panel. Radiator capacity 4 gallons.

Clutch—Semi-enclosed, air-cooled clutch. Single dry plate type, 17" diameter. Spring cushion drive. Friction dampers.

Transmission—Quiet, synchronized, enclosed, heli-coil-cut gears throughout—tough, long wearing, quiet in all speeds. Thru-shaft and roller bearings instead of conventional shaft or pin.

Frame—I-beam, tapered I-beam with box section side rails front and rear.

Suspension—Complete Sub-T-80X effect in front and rear.

Front—Packard Sub-T-80X independent front wheel suspension combined in pairs of six rubber. Integral, hydraulic double-acting shock absorbers.

Rear—Semi-elliptical, leaf springs—34" x 7". Rubber cushions and special oil-impregnated metal discs between the leaves. Rubber cone bracket at front of rear spring and rubber cone shackle at rear of spring. Double-acting shock absorbers mounted on axle. Control arm of one guide toward front of car and the other to the rear. Ball control bar hinged prevent sway in winding curves, etc. New lateral stabilizer keeps car steady at all speeds.

Electrical System—Large capacity, air-cooled generator with voltage control. Improved distributor with vacuum spark advance and fuel compensator. Motorized non-enclosed head lighting with full-size red signal.

Wires—Electricity. Through roller-bearing universal joints and three-inch propeller shaft to tapered rear axle. Six terminals in front or rear of body.

Chassis Bearings—Chassis "bushes" with 40 ball and roller bearings for long life.

Chassis Lubrication—Only 16 points on whole chassis that require lubrication and these only twice a year.

Wheels and Tires—Five wheels with large top-rib chromite hub-rings and steel reinforced tire chains—deep center flange. Tires are 7.80 x 16 low pressure, heavily cord.

Wheelbase—127 inches.

Body—All steel, safety glass body with one piece steel top and steel floor. Special compressive insulation makes Packard quieter and body built today. Glass combination of insulating material used. Safety glass in windshield and all doors and windows. Durable seats in windshield moulding. Resilience upholstery material in two choices. Arm rests front and rear and spooling new hardware with ivory-colored handles. Extra large luggage compartment exclusive of spare tire compartment. Large luggage space under rear deck of engine and accommodations for two passengers or extra luggage inside compartments.

Instruments and Controls—Headroom, mirrored dash control panel in collapse form with direct chromite trim. Speedometer, oil gauge, ammeter, gasoline gauge and engine temperature gauge grouped under glass and edge lighted. Degree of illumination controlled by dimmed switch. Provision for mounting of radio dial and knock-out panel in the back of front seat for auxiliary speaker. Unusually large glove compartment with key at the side of panel.

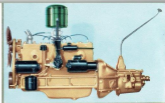
Standard Equipment—lock pins—Car spare wheel—lock and tool equipment—Body protection—Two interior sun visors—Two automatic windshield cleaners—Rear view mirror—Spring adjusted side rail—Foot rest in rear compartment—Combination tail light, stop light and reflector button—Rear and front compartment light—Rear—Car-operated automatic road van blades—Toggle grips—Electric clock.

A DIFFERENT SIX — A PACKARD SIX

There is a bigness and luxury in this car which one instinctively expects from Packard. This Six lives up to the name it bears in these respects and in many others, including the important one of economy. Despite its roomier size and weight, tests show gasoline and oil economy surpass even when compared with the smaller cars.



Even the layman knows that the overlapping power impulses of six-cylinder design give so pleasing a result that it has come to be the engine most widely used today. He knows that next to the eight, the greatest power plants are in units of the six—the mighty Packard 12, for example, or the massive Packard 24-cylinder aircraft engine. But not all know that in its Six, Packard takes this popular design and from a total quarter-century experience in building six-cylinder engines and multiples of the six-cylinder principle, creates a Six whose impressive power, size and majesty set it absolutely apart in the field of six-cylinder cars.



Packard designed Packard Six's six-cylinder, deeply overbored six-cylinder engine developed 100 horsepower at 2600 r.p.m. Its compression ratio is 21:1, stroke is 4 1/2" and displacement, 147 cubic inches.

A more Six longer wheelbase—over 111 inches—comes in the Packard Six's style. Preferentially and effectively, Packard and Six's combine its many mechanical qualities to further the leadership in the Six field in all ways established.

PICTURE OF THOSE WHO BUY THE PACKARD SIX

Owners of the
"Low-Priced Five"



Owners of
Medium-Priced Cars



Owners of
Other Bigger Cars



Among the 45,481 Packard Six owners in its very first year, analysis of cars traded in reveals that more than half the Packard Six buyers previously drove cars in the "low-priced five" classification. Such

broadspeed acceptance again confirms the fact that anyone affording any motor car can much better afford a Packard. For 1933, this is true than ever as you read further about the big new Packard Six.

PICTURE OF WHY THEY BUY IT



Here is the new with the old and each has Packard identity, greatest of the many fine-car features found in the new 1933 Packard Six. With the introduction of this second car in its series comes the opportunity for Packard to follow the trend of the price class and outdo its pre-

decessor by a drastic change in appearance. Instead, the classic policy of Packard identity was maintained—adherence to the same familiar lines that make the first Packard Six so readily recognized as the smart new beauty of the cars appearing on the following pages.



PACKARD SIX *Touring Sedan*

Room in the front, room in the rear, room in the built-in rear trunk. That is the formula which makes most buyers select this body choice as their ideal. Not one they wrong, for nothing offers quite the same adaptable combination of interior beauty and exterior grace.





PACKARD SIX 2-Door Touring Sedan

You enter this body through a door wider than the door into the average limousine. You get into or out of the rear seat without assistance to front seat passengers. It has all the room of a sedan and the intimacy of a close-coupled design. And extra wide windows.





PACKARD SIX *Business Coupe*

Want a lady of lesser passenger capacity and greater luggage capacity? Here is the best answer. That seat back is divided and tilts forward. It gives easy access to carrying space large enough for a good-sized trunk. Behind its division is more space, too.





PACKARD SIX *Convertible Coupe*

Give use for days of the dusty, weather-catching rumble road! Now comes the sensible style of seating extra passengers inside the car on folding occasional seats. They pull down for riding comfort or fold up for carrying capacity when luggage is placed inside.





PACKARD SIX *Coupé*

A "back seat" car makes some feel lost. They crave compact passenger space, and sometimes enter passengers. All right; they have everything they ask for right in this unusual body. Like all these bodies designed, of course, and built by Packard in their own body shops.



Interior of the Touring Sedan

You expect more room in a car with seven inches more wheelbase—and you get it in abundance in the new 1938 Packards. Here are no compromising dimensions, but measurements that challenge comparison with any car. But room is not the mere all that the Packard interior holds. It has a new grace and the familiar Packard taste—artistry with restraint which marks any masterpiece. And what the eye sees, the senses feel for comfort without stint is built into every line of interior design of which the one shown above is so typical.

BRIEF SPECIFICATIONS OF THE PACKARD SIX

Motor—Liquid type, six cylinders in line. Cylinders block and crankcase cast integral from aluminized iron alloy. High compression, high turbulence cylinder head. Automatic aluminum alloy pistons with high compression and damper type ring rings. Ring and stroke 5.7" x 4 1/2". Flat displacement 145.87 cu. in. Compression ratio 8.50 to 1. Actual brake horsepower 126 at 3800 r.p.m. 108 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight 80 1/2 lbs. Neutralpoint, three-point rubber engine mounting.

Motor Lubrication—Full pressure lubrication in all main, connecting rod, piston pin, and crankshaft bearings, also to valve tappets. Metered supply to cylinder walls and timing chains. Oil filter standard equipment. Crankcase ventilator removes injurious gases and moisture from crankcase, reduces oil dilution.

Fuel System—Mechanical pump with built-in spring-filter. Electric pressure gauge on instrument panel. Protected copper tubing fuel lines. Possibility of "empty tank" minimized. 17-gallon gasoline tank at rear of frame.

Exhaust System—Improved, single barrel, dual-chamber automatic choke—combination down—oil bath air cleaner and silencer—automatic controlled heat control and automatic heat lift. Fuel compressor permits adjustment the various grades of fuel.

Cooling System—Automatic, thermostatically controlled radiator shutter, a fan on throttle valve on Packard in the lower price field. Cellular radiator cast independently mounted in a treatment metal housing 18 inch fan. New water-pump cooling tunnel. Bell bearing centrifugal water pump. Low water pump with cylinder completely surrounded by water. Water cooling tube carries water direct from pump to each

valve and cylinder. Heat indicator on instrument panel. Radiator capacity 20 gallons.

Clutch—Semi-cantilever, air-cooled clutch. Single dry plate type, 8 1/2" diameter. Spring cushion drive. Friction dampers.

Transmission—Quiet, synchronized, mechanical, ball-and-socket gear throughout—tough, long wearing, quiet in all speeds. Seven ball and roller bearings instead of conventional three or five.

Frame—I-beam, tapered X-section with low center air-cushion and rear.

Suspension—Complete Self-Talk effect in front and rear.

Wheels—Packard Self-Talk independent front wheel suspension combined in pods of five rollers. Integral, hydraulic shock-absorbing shock absorbers.

Rear—Semi-elliptical, leaf springs—24" x 7". Rubber cushions and spiral oil impregnated metal discs between the leaves. Rubber covered lever-plate at front of rear spring and rubber cover shield of rear of spring. Shock-absorbing shock absorbers mounted on axle. Control arm of one piece toward front of car and the other to the rear. Ball control bar holds prevent sway in crossing curves, etc. New lateral stabilizer keeps car steady in all speeds.

Electrical System—Large capacity, air-cooled generator with voltage control. Improved distributor with vacuum spark advance and fuel compressor. Meters, and instrument panel lighting with tell-tale red signal.

Drive—Shaftless. Through roller-bearing universal joints and three-link propeller shaft to herring rear axle. No transfer in front or rear of body.

Chassis Bearings—Chassis "pinned" with oil ball and roller bearings for long life.

Chassis Lubrication—Only 15 points on whole chassis that require lubrication and these only twice a year.

Wheels and Tires—Disc wheels with large treaded shock-resist tires and slats for individual tire chains—strong rear drive. Tires are 8.50 x 16 low pressure, long-life cord.

Wheelbase—112 inches.

Body—All-steel, safety glass body with one-piece steel top and steel floor. Special comprehensive insulation makes Packard quietest steel body built today. Heavy combination of insulating material used. Safety glass in windshield and all doors and windows. Door-latch vents in windshield mounting. Maximum upholstery mounted in two choices. Arm rests front and rear and sparkling new leatherette with deep-colored leather. Extra large luggage compartment exclusive of spare tire compartment. Large luggage space under rear deck of coupe and accommodations for two passengers or extra luggage inside coupes.

Instruments and Controls—Handsome, curved instrument panel in unique line with die-cast aluminum trim. Speedometer, oil gauge, ammeter, gasoline gauge and engine temperature gauge grouped under glass and edge lighted. Engine illuminator controlled by rheostat switch. Provision for mounting of radio dial and knock-out panel in the back of front seat for standard speaker. Unusually large glove compartment with key at the side of panel.

Standard Equipment—Lock pads—One spare wheel—Lock and tool equipment—Body ventilation—Two interior car mirrors—Two automatic windshield wipers—Rear view mirror—Spring adjusted roller seat—Foot rest in rear compartment—Combination tail light, stop light and reflector bulbs—Dome and front compartment light—Horn—Concealed concealed rear window—Trophy grips—Electric clock.

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

LONG MECHANICAL LIFE MADE EVEN LONGER

ALREADY you have seen ample evidence of the life of enduring identity built into the Packard Eight and Packard Six by their readily recognized Packard appearance. You have read that these are the only cars of their respective prices to offer you two lives: a life of enduring identity to match their long mechanical life. Now some pages devoted to showing you how, for 1934, this tested mechanical life is made even longer.

On the basis that the example most easily proves the point, just consider but a single instance in each main division of motor car design. In the engine, a new crank-shaft hardened by the coiler induction process used in all Packard Sedan cars, has even better wearing qualities. In the chassis, a new frame whose X-member arms continue forward and backward into box section side rails, increases torsional stiffness with direct reduction of car rocking. In motor operation, a new purifying type of oil filter assures longer life to bearings by a film of cleaner lubricant. In chassis operation, the new cradling of passengers between the axles distributes weight more advantageously so that bounce frequency has been reduced and the resultant slower spring reactions mean less jouncing wear to the car.

But Packard has no need to depend upon one or two well-reinforced features to establish its mechanical excellence. Rather, the car as a whole—engine,

chassis, body—is as well engineered as a composite that it requires excruciation of each major unit to reveal features whose fitness could cause less stable a designer to least of them indelicately.

It is this conservative love of fine things mechanical that has sustained Packard on a pedestal apart from others in the industry. For long years Packard has been synonymous with quality craftsmanship in design and manufacture. Not in these any deviation from this quality standard in the mechanics of the Packard Eight and Packard Six. Quite to the contrary, these cars are the direct beneficiaries of the biggest Packard 12 and Packard Super 8.

Unlike other makers who start with their lesser car and build mechanically from the bottom up, Packard makes its mighty 12 the spearhead of its engineering program. It designs, tests and builds to these massive needs—then, where possible and practical, adapts the car below with features of strength and sturdiness to do more than their assigned task.

Many of these appear on the following pages. They can be shown in detail. They can be explained fully. But they never can be truly appreciated until you let them speak for themselves in actual car operation, whatever the demonstration YOU choose!

In 
Engine

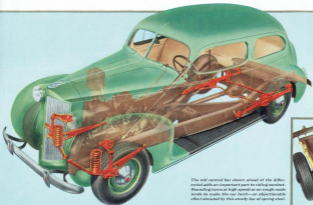
In 
Chassis

In 
Operation

COMPLETE SAFE-T-FLEX NOW GIVES THE GENTLEST RIDE ON THE ROAD

To the exclusive Safe-T-Flex front wheel suspension whose marvelous advantages have made the Packard ride outstanding for several years, Packard ingeniously now adds the same effect from the rear wheels. This is achieved by a Packard combination of three factors: rubber pads of lifetime resiliency strategically in-

serted between the leaves of the rear springs, a lay-out type of transverse stabilizer, and offset mounting of shock absorbers with arms opposed. That is the simple technical description, but nothing except an actual ride can describe the astounding new buoyancy that now revolutionizes former concepts of rear seat comfort.

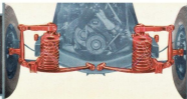


The self-control bar shown ahead of the differential adds an important part to riding comfort. Remotely from all high speeds or on rough roads, tends to steady the car itself—an objectionable effect obviated by this steady bar of spring steel.





Exclusive to Ford's Stake-Bed is this sturdy heavy-duty construction which holds four wheels in rigid alignment. This mighty structure is housed in a thick spherical housing of the rubber-ceramic fabric-reinforced steel shells.



Though Ford's Stake-Bed front wheel suspension uses coil springs and gives independent front wheel action, it is totally unlike other designs of independently acting front wheels and includes advantages lacking in all other systems. Its name suggests them.



Simplicity of design and strength of construction mark Ford's Stake-Bed. Compared to the multiple fabrication points of other designs, it has but two bearings supporting vibration only at each 10,000 miles.



The Ford's secret of gentle ride starts with a rear spring whose two ends are forced into eyes. At strategic points these eyes contain pads of fine rubber which fit snugly with design. The free separation they provide allows spring movement with soft smoothness.

No matter how an advance in rear springing could be achieved—no given further advance, as has Ford's in its rubber housing of springs, brackets and spring shackles.

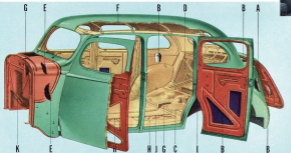


This simple graph charts the jolting action of wheel, frame and spring under the conventional type of rear spring design. Below, see the new Ford's rear spring system.

AN ALL-STEEL BODY THAT'S QUIET!

First to build a body for an enclosed car, Packard body experience covers 20 years of building—not buying—its own bodies. Now it climaxes this experience by giving the new Packard Eight and Packard Six an all-steel body with all-steel top—a body that is quiet! Sound scientists in a

great university worked with Packard in developing noise. From their research came 11 combinations of 10 insulating materials strategically used throughout the body to blot out sound, heat and cold. The result is a new body quiet, on this decibel machine or sound device shown.



1. BODY METAL
2. AIR
3. INS.



1. BODY METAL
2. ASPHALT COMPOSITION BOARD



1. ASPHALT COMPOSITION BOARD
2. BODY METAL
3. ASPHALT COMPOSITION BOARD



1. BODY METAL
2. ASPHALT COMPOSITION BOARD
3. PAPER FELT



1. BODY METAL
2. AIR



1. ASPHALT COMPOSITION BOARD
2. BODY METAL
3. ASPHALT COMPOSITION BOARD
4. WOOD COMPOSITION BOARD
5. ASPHALT COMPOSITION BOARD
6. AIR
7. RUBBER



1. ASPHALT COMPOSITION BOARD
2. METAL PANEL
3. ASPHALT COMPOSITION BOARD
4. FELT
5. CARPET



1. ASPHALT COMPOSITION BOARD
2. METAL PANEL
3. ASPHALT COMPOSITION BOARD
4. AIR
5. RUBBER



1. ASPHALT COMPOSITION BOARD
2. METAL PANEL
3. ASPHALT COMPOSITION BOARD
4. AIR
5. RUBBER



1. BODY METAL
2. AIR
3. INSULATION FIBER

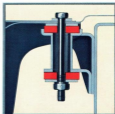


1. BODY METAL
2. AIR
3. DAILY COMPOSITION BOARD
4. INSULATION FIBER

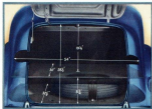


One solid sheet of equalized steel—smooth and gleaming, without a seam from end to end—forms the Ford top. Not only are the molding curves and contours more beautiful, but this new construction promises rugged strength. It binds the whole body structure into one rigid unit of steel and even more top strength is added by the reinforcing bar with 11 bars of steel on steel.

With the new all-steel body so thoroughly insulated against sound and with the new sheet so completely floated in sheet rubber, the joining of the two must be equally successful. This Ford engineers have done by producing a new rubber-insulated type of body mounting.



The new quarter has a new grade of wrapping beauty further enhanced by a divided top rear window of simple width and height whose safety glass pane is slanted against glare of following cars at night. The trunk is designed as an integral part of the machine and its ability creates its beauty.



To an already roomy trunk Ford has added nearly 50 per cent greater capacity; 120 cubic feet of baggage space available at 100 pounds per cubic foot. More, too, in the Ford's Right when safe mounted wheel equipment is specified as extra to carry the spare forward. The trunk space is increased at no sacrifice of interior capacity.



ROOM IN COMFORT FOR SIX PASSENGERS



The big new windshield amply split by a two-ribbed divider—increases room by matching overhead traffic light.



Instead of the ring pin-shaped wedge of the usual design, the Packard rear-quarter window is larger. It covers the inside the wheel and the whole window is large for better visibility.

You have but to open the door of either the 1938 Packard Eight or Packard Six to be instantly aware of the comfort, looks, refinement—and roominess! Lay a tape line across seat cushions or between floor and roof, and actual

measurement confirms your impression. There is more room than ever. Sedan types are now real six-passenger models. The front seat is actually wider than the wide rear seat, typical of all the other new generous dimensions.



Both rear and front seat passengers know the luxury of room in which to stretch. Even with the front seat adjusted back to the limit of its adjustments, ample leg room is provided passengers in the rear. The rear seat comfortably cradles feet and adds noticeably to the roominess of the rear compartment.



Absence of upholstery between wheelbase/height or shoulder/seat and this developed in keeping with the car. Interior of the Packard Eight is Packard Six. New leather covers with pull-out cut creases add luxury.



Though there is plenty of space and style in interior decoration, above all there is that feeling of good taste, of well-bred restraint instinctively associated with Packard design. Even in the fittings, attention is well attended.



Next to the road ahead, what the driver's eyes must often see is the instrument panel. Packard makes this not only useful but beautiful as well. Instruments are conveniently grouped to best suit the driver's view, and their controls are kept close at hand. A master switch gives you the desired degree of edge-lighted instrument illumination. A heated compartment at the side has more room than before.

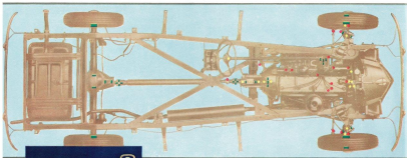


Characteristic of the Packard combination of style with luxury is the drip moulding sweeping the length of the car. It displaces the ventilator top guard in carrying away water and adds a body line.



A combination system of door locks guarantees various demands of safety and convenience. Door doors may be lockably pushed in or pulled out. Front doors are constructed and the driver cannot lock himself out.

ONLY A MULTI-JEWELED CHASSIS INSURES LONG LIFE AND LOW UPKEEP



Though watches may test skills on their faces, open their backs and study their jewels to judge their true quality.

● the 18 ball bearings

■ the 21 roller bearings

● the 18 distribution points (top 18,000 miles)

As jewels are to a watch, so are bearings to a motor car. It is one thing to design this car with performance and comfort—quite another to merge these qualities with long life and low upkeep. But Packard sensed the obligation long ago and met it in the very layout

of the Packard Eight and Packard Six. Each chassis is "jeweled" with 48 ball and roller bearings to lengthen life and lessen the need for service attention. And in its multiple "jewels" Packard easily outpaces other low-priced cars in this quality construction.



Base of the Packard chassis is the famous double truss frame. Built like the steel superstructure of a modern bridge, this unusual 20-member design has curved/rearward-tapered I-beams which increase in straight line at the point where road shocks are contained. This advanced design distributes stress more evenly and prevents body warp.



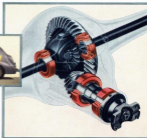
Reinforcement construction provides a much stronger frame at the points of greatest stress.



In designing the new Packard Eight and Packard Six, Packard engineers have achieved a more advantageous distribution of weight than ever before. All passengers can sit cozily between the seats.



In addition to the service at the front of the frame, this advanced type of construction is now carried forward over the rear end-up where its welding and chasing add strength.



Just as Packard engineers pioneered the spiral bevel gear, so did they perfect and introduce the hypoid gearing in the rear axle. Although a standard axle with Packard, other cars are now featuring the advantages of the design.

A FLOOD OF OIL BATHES MOVING PARTS

Let metal-to-metal contact occur without a tough film of lubricant between moving surfaces and costly wear results. No intricate mechanism can replace wear from within itself, and the lack of adequate lubrication spells short-lived parts and expensive replacements. Long mechanical life is a

claim only partially due to the quality construction Packard uses. Its full justification is completed by the cooler Packard design—a design that protects the fine precision fit of bearings throughout the engine by a flood of filtered clean oil supplied under constant pressure to every vital point in the motor.

Long life protection for engine parts is well illustrated by this interesting diagram which shows the complete oil flow in the following order:

 drilled passage through main crankshaft bearing and bearing cap.

 drilled passage from crankshaft and bearing to piston.

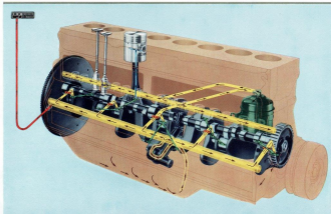
 filter tubes and main passages inside to cylinder walls.

 drilled hole in upper bearing to piston.

 lubrication of drilled passages in cylinder walls at mainshaft bearings.

 tube to oil pressure chamber in crankshaft joint.

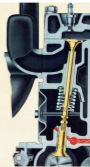
 passage from mainshaft to timing shaft and return to sump.





Connecting rods are also drilled from wrist pin to piston pin to flood the piston pin bearings without under full pressure. This cooling design ensures more positive lubrication at these important points than the splash system still found in many engines. The lower connecting pin bearings are the removable precision type, consisting of a steel shell lined with babbitt. Being manufactured to such precision limits, no special fitting is required should replacement be necessary.

Being inclined at an angle to bring the head of the valve closer to the cylinder bore, Packard angle cut valves supply fuel mixture to the combustion chamber more directly and efficiently, and remove exhaust gases more rapidly. Note also the inclined oil passage which conducts oil under full pump pressure direct from the lower edge of skirt to the valve tappets. This new advanced engineering design causes Packard tappets to retain their clear fit and remain quiet longer.



Each main crankshaft bearing gets oil under pressure through an oil manifold drilled in the crankcase. Manifolds are also drilled from main bearings to connecting rod bearings, thus providing passage for oil under pressure to every bearing in the crankcase.



The oil dilute pipe is fitted with an air cleaner for entry of clean air, while a pipe at the rear serves as an outlet. Partial vacuum of this outlet plus the forcing action of the crankshaft, effectively removes injurious gases and moisture from the crankcase.

THESE—FOR A SMOOTH FLOW OF VELVETY POWER



A vibration damper absorbs torsional vibrations by the combined action of a spring, balanced friction weights and the natural damping effect of rubber.

Now, note the large diameter of crankshaft's main and connecting rod bearings, which permits an overlap of 0.014 inch. It stiffens the shaft and breaks its vibrations.



Very backbone of the motor car and very backbone of motoring enjoyment is the engine crankshaft. Directly dependent upon the designing talent and manufacturing skill expressed in crankshaft construction is the calm smoothness of engine performance and the silky flow of engine power. Small wonder, then, that Packard pays this part unusual attention. It designs its crankshafts well, with integral counterweights. It builds them of unusually heavy forgings, 60 lbs. for the Packard Eight and 81½ lbs. in the Packard Six. And it balances them 100 per cent, statically (at rest) and dynamically (in motion). Each crankpin is unusually large in diameter—so large that main and crank pin bearings overlap. This serves to further stiffen the shaft and smooth out vibrations. But even with all this, Packard engineers add a vibration damper to counteract even slight beating.

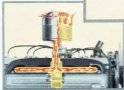
Master Motor Builders is the title rightfully earned by Packard engineers. Back of the Packard Eight and Packard Six motor lies a wealth of engine building experience without parallel in the whole industry. Constant advancement and the incorporation of every proved modern feature assure the owner of superb performance.



Of course, the Packard motor does not use a hand valve. Instead, this automatic valve closes the warm-up period and saves gasoline by giving just the right mixture.

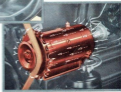


The spark is automatically controlled by engine vacuum. Under motor load, the vacuum decreases and retards the spark. Reverse operation will then advance it.



No steam injection valve with equal fuel distribution to each combustion chamber. All air "breathed" into the engine is cleaned by an oil-bath air cleaner.

Even the motor motor bearings are attracted to high levels of rubber before they can impart their impulses to the body through the frame. Packard uses the Packard three-point engine suspension principle that by a slight amounting of the front and rear seats.

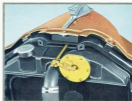
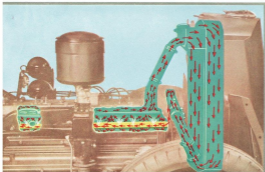


Modern driving demands ample electrical output for car operation and extra loads of radio, heater, etc. Packard meets them with a large air-cooled generator.

"DESERT-MOUNTAIN" COOLING IN EVERYDAY OPERATION

Everyone knows that the hot dry air of the desert and the rarified atmosphere of the mountain cause water to boil at great deal quicker and make cooling a problem. In solving it for the new 1938 Packard cars, no better example of engineering thoroughness can be found. Not only does the solution call for cooler design features heretofore found only in bigger cars, but many other fine-car results as well. In the first place, provision is made for quick starting requirements. Next, a constant efficient operating temperature is assured in normal driving.

Just, full provision is made for extremes—for severe conditions encountered only in certain isolated parts of the globe. To accomplish these triple purposes requires exclusive design notes that range from such a big-car feature as automatic thermostatically operated radiator shutters, through valve and cylinder cooling jackets, to a larger fan and unique underhood air scoop. Quite naturally, this unusual combination gives the utmost in engine performance under all conditions and grants the motor a new efficiency.



A thermostat in the radiator operates the new shutters in accordance with engine temperature. The shutters remain closed until water in the cooling system reaches its normal operating temperature. Then the thermostat opens the shutters gradually, admitting just the right amount of cooling air.



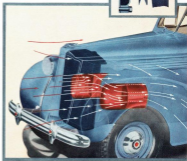
Here are two examples in the grille, the field of greatest importance in correct engine cooling. First, the block is so designed that each cylinder is completely surrounded by water. Through each water-cooling, a minimum of distance and a more constant fit of the piston rods. Second, a special cooling tube carries water direct from the pump and sprays it equally around each hot exhaust valve and cylinder. Thus, valves operate at a lower temperature. Also, cylinders are cooled uniformly.



A Packard feature never before offered in the automobile field is the new automatic radiator shutters of these new 32M cars. Extending from top to bottom in vertical lines, the shutters not only add greater rigidity but greater utility as well. They are thermostatically operated.

The details of cooling air through the radiator were not the less studied than the extraction of cooled air directly under the hood. Engineers experimented cooling tunnels built to breach the front fenders (suppressed the danger fan in removing heated air quickly down under the hood). This increases cooling efficiency, decreases the brake temperature and directs hot air away from the nearby wings in the front doors.

The improved water pump now installed on a new double ball bearing carries 26 gallons per minute through the cooling system at a rate equal to 48 miles an hour.



THE CAR THAT SEEMS TO HANDLE ITSELF



Even with its longer wheelbase and bigger size, the new 1935 Packard Eight or Packard Six challenges smaller cars for easy handling. Despite its masculine power and weight, women especially like to drive the new Packard. Now is this hard to understand? For aside from the passage impression which is only human nature

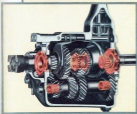
to enjoy, there is an easy command over car controls that adds a new zest to motoring. No small part of this is due to the inherent line balance built into Packard design. Then, control units of the biggest-car type—clutch, transmission, brakes and steering—give a "feel" to the car that makes its handling a joy and not a tugging task.



Designed to harmonize perfectly with the Side-F-600 suspension system, Packard's telescopic steering combines excellent straight-line steering with an unusually slow turning action for easy parking. Those who drive thousands of miles a day claim that fatigue with Packard steering is less than in other cars costing more.



The Packard knuckle, made in one piece to each car to handle the greater or lesser torque of its respective engine, is a marvel of engineering design for easy operation and quick engagement. It enables drive at increased speed and job-driving the multiple bearings more easily.



One of the finest examples of Packard "plus value" is its differential. Gears are given the cooling carburizing process for longer life...not the usual oil tempering which leaves them brittle. Double the total wear...four ball and three roller as shown below.



Ball and roller bearing mounting of the steering gear shaft insures easy response to the most delicate touch on the steering wheel.



Car handling in night driving is facilitated by an increased system of beam-light beam control. A switch on the dash works in coordination with a toe switch to raise the beam range illustrated above: parking light, city driving, low switch change to full beam - country passing beam, the switch change to full beam ahead.

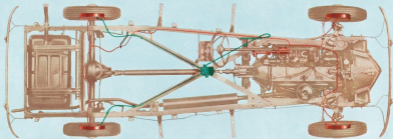


Other car makers usually use three transmission bearings. Six, at best, just five.



30

"STOP" MEANS **STOP!** WITH PACKARD HYDRAULIC BRAKES

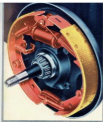


RED: Hydraulic service brakes

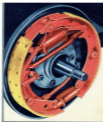
GREEN: mechanical parking or emergency brakes

With Packard having pioneered 4-wheel brakes in this country, it is to be expected that Packard would employ the safer, modern method of hydraulic brake actuation. But there are many ways to utilize the equalized pressure at the wheels. Some cars depend entirely upon foot pedal pressure to operate the brakes.

They designed the self-energizing principle which takes advantage of our momentum and, like the snubbing of a ship when docking, uses it to help the car stop itself. Packard Servo-Braked Hydraulic Brakes employ this full action for a quicker stop—water for the driver to make and water for brake lining to take.



Here how the brake shoes are axially mounted and connected at the bottom by a coupling. When final pedal pressure is applied and the shoes forced against the brake drum, its turning sets up a "wrap up" motion in the shoes.



The wrapping action of brake shoes and drum in stopping effectively increases braking power—over any point around the braking surface. This means it is increased equally, and this, more equally distributed, means no brake lining.



Just a touch of the toe is enough to get Packard brakes into easy action. Because of the self-weighting principle employed, the amount of effort required to pedal pressure is much less.



Besides its hydraulic brakes, Packard uses a second system of mechanical brakes for parking or emergency use. A new pedal, grip hand control placed conveniently at the floor operates them.



Two things whose careful design is important in the seal are pictured in the above cutaway. First, the multi-brake seal which protects against water, sand or dirt entering the braking mechanism to cause scoring or wear. Next, vent holes brake drums. These combine the lightness of steel with desirable qualities of cast iron brake castings.

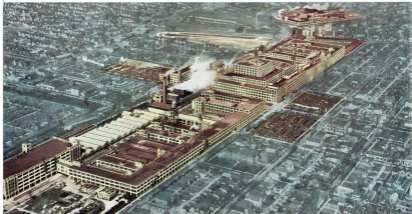


A precision type of suspension bar plays an important part in the mechanism of the second braking system whose operation is separate from the hydraulic service brakes. This bar controls equal distribution of braking action in both rear wheels and the cables retaining them in case detached in rubber at points where it had previous contact.

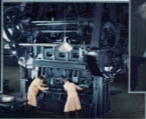
THE ONE-PROFIT FACTORY WITH A SINGLE QUALITY STANDARD

Visitors to Detroit are impressed by the tremendous span of the mile-long Packard factories. They are even more impressed as they travel through the 88 acres of floor space included in the many buildings and discover how complete and con-

spicuous this plant is. Under one roof, figuratively speaking, Packard builds its own bodies, engines, axles, transmissions, front wheel suspensions and other major units of its cars—all under one centralized control of quality and one need for profit.



Stamping mills are a very part of Packard's tire body shops. Giant presses of many tons' weight stamp out body panels to precision accuracy.



Out in the great body shops Packard makes its own bodyings. Mighty steam locomotive bogies and other the glowering wheel-and-axle steel cars vital parts which extra safety is assured by Packard bogging.

A factory within a factory in the newly enlarged and equipped bodying shops splendid facilities are now permanent parts ahead of the industry. Packard pours its own materials and controls the start of each car.



Packard builds its own bodies—builds them in facilities fitted with the latest equipment. When opportunity presents itself to improve quality through the use of new machinery or more efficient methods, Packard can move faster and make changes quicker than other large companies with outside committees.



Packard increases its output on tools, fast—these quality rigidity shapers. This unique novel tool control with amplified line tests rubber bearings for tolerance.

This compressor enlarging a tire setting had a use of many precision devices checked over there than by the amazingly accurate light ray machine.



SAFEGUARDING THE QUALITY OF BUT ONE MAKE OF CAR

Supplementing the ceaseless factory inspections is a vast stretch of 1004 acres located 20 miles away at Utica, Mich. These acres have the greatest inspection of all, for here the Ford Road Proving Grounds function not only as a testing field for new models but as a

checking point on production cars. Nobody knows when a finished car will be shown at roadside, given the mileage of years in the space of a week; then torn down for measurement and a report made as to any possible quality improvement in factory routine.



This handsome entrance leads to the gate lodge, manager's home, laboratory, shops, swimming and 17 miles of golf-links ready for all possible testing.



Exotic to obtain accuracy to the finest measurement car is constant use. The drive wheel is flat now, being used here to make a close study of gasoline economy.



Manager C. W. Vincent (right) takes a test reading on fuel efficiency with his assistant, M. J. Fawcett—one of the bugs staff.

Beautifully landscaped like a millionaire's estate, surroundings are in full keeping with the beauty of the cars which are minutely checked with in them.



On one of the new M's latest models small ample opportunity is provided to test non-stop endurance as well as top speed, acceleration and deceleration.



Subsidiary in a huge test pit is a portion of the miles and miles of backroads for which cars are actually tried to keep in best repair. Down an end, care plan through this road.



Wet-made contraptions like this extensive splash basin are absolute driving conditions where severity is seldom equalled in average car ownership. The constant in place here.



Another interesting condition is this old Ford car converted into a car when drag machinery runs a part the revolution of the several massive gears.

GREATER INDIVIDUALITY ENGINEERED INTO YOUR CAR AS DESIRED

THAT word "engineered" is used advisedly, for the Packard accessories you may choose to suggest even greater individuality in your motor car are engineered as integral additions to its present full comfort and beauty.

Complete as these accessories are in the new Packard Eight and Packard Six, the new cars are found in numberless homes whose tastes necessarily vary. Some live in localities where a car heater is unnecessary. Others hail from places where winter comes cold. There are those who like music and entertainment while traveling—and those who care for it not at all. Many are entirely pleased with the artistic grace of Packard design. Yet others crave even the gliding of the lily with extra beauty.

To meet these needs according to the pleasure of the customer, Packard therefore offers a limited

number of tried and tested accessories whose utility, beauty and quality are fit to bear the Packard seal. Many of these have been laid out on factory drafting boards—designed as a possible part of the car itself. And all have

been rigidly tested to strict Packard standards. In fact, a portion of the factory engineering laboratories is set aside for the exclusive development and perfection of Packard accessories.

Across the page is portrayed some of the most popular extra equipment. As long as mankind's nature seeks even greater self-expression, the need for accessories will continue. But in their choosing, one needs to consider the style and type in keeping with the Packard car. That is why typical Packard taste runs throughout the designs pictured here—for you to select or not, as your own preference indicates.



Testing a Packard hot water heater calls for more than a drink of hot and a cold day. This apparatus and these men make their scientific check before the heater gets the stamp of approval.



Most popular of all the approved accessories is the streamlined Ford De Luxe radiator hood ornament.



Knowing the time of day or night is useful to anyone and this electric clock tells it accurately.



Even with the new all-steel body, a uniquely designed sound shield and improved radio give outstanding reception with ease clarity.



The newly formed wire spokes and colorful sections of the De Luxe steering wheel add a note of individuality—a touch of continental design—that lends a difference to the entire front compartment.

Many color buyers discovered a totally distinctive appearance when set off by the brilliant spring-steel wheels of chrome rim rings which dress the wheels attractively.



Those who want where a radio equipped car top that motorized phonograph is incomplete without this newly formed-in-steel companion.



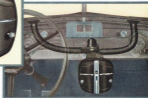
Ford De Luxe offers two hot water heaters: the De Luxe with exceptional heating power, or the Standard with ample hot water heating capacity.



An optional door speaker may be installed directly above the window for greater effect.



The back of the front seat has a quickly removed panel to contain a rear compartment door speaker.



As a part of new Ford De Luxe design, discoloration plates are already in each car covering nearly the full width of the divided windshield. A steel discoloration attachment is available for either of the heaters.

SERVICE THAT SAVES

MENTION service to the owner of many another car and it usually means an expense of costly upkeep. To Packard, however, its lowest interpretation is something that will prove a means of saving money for the Packard owner.

Thus, in the original engineering drafts for the Packard Eight and Packard Six, the principle was laid down that need for excessive and expensive service must be designed out of these popular-priced Packards. That more ball and roller bearings than comparable cars should be specified to lessen bearing wear. That there should be fewer points to require lubrication attention. That Packard wear a step farther. If set up on a merchandising policy that costs for any needed service operation must be no more, if not lower, than for other cars costing the same.

Some 200,000 lower-priced Packards in the hands of satisfied owners have already acquitted themselves well on these scores. In fact, a current survey among thousands of owners reveals the startling fact that for an average 25,000 miles of operation, service costs exclusive of accident repairs or owner neglect totalled but 1/16 of a penny a mile!

Packard has resolved—

that service costs on its new 1933 cars shall be no more, if not less, than for other cars costing the same.

With the improvements in the new 1933 Packards described in the previous pages, with traditional Packard long mechanical life made even longer through-out engine, chassis and body, it is reasonable to assume service a less-than-ordinary cost of car maintenance. So confident is Packard of this belief that it flat rates at lower cost its most commonly needed service attention: lubrication care with safety inspections.

Two plans are offered. Plan No. 1 covers chassis lubrication and a complete chassis check for 10,000 miles at a nominal price. Plan No. 2 includes the same thing but adds crankcase oil changes at current intervals and seasonal changes for transmission, rear axle and steering gear lubricant. The total price for this service is materially less than the total of these operations if done separately.

But whatever the service needed or specified by the owner, it is the Packard pledge that it be done courteously, quickly, completely—and at costs which welcome comparison with those of any car, no matter its purchase price!

Besides regular educational courses in Packard service methods are conducted by being equipped with the very latest service equipment and special tools. The result is most definitely done, in less time and at lower cost to the Packard owner when he is largest of your crowd.

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