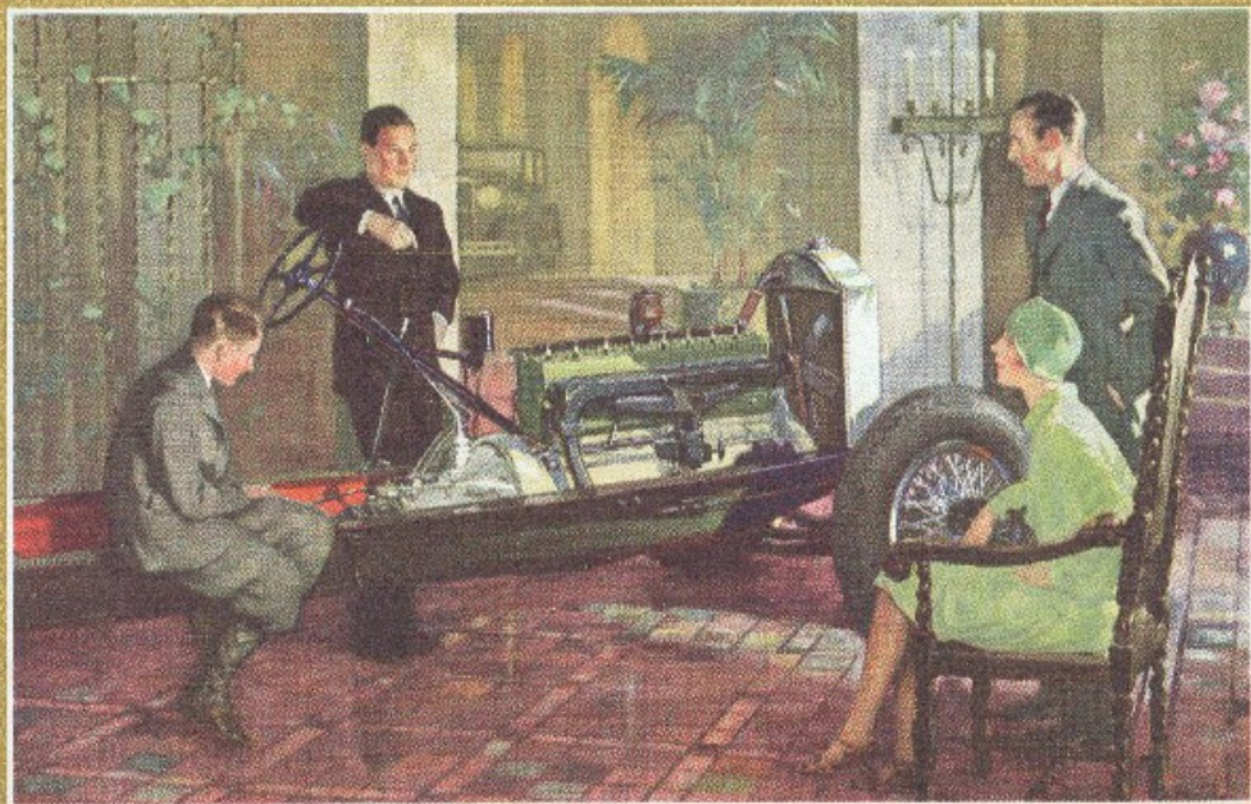




THE PACKARD CUSTOM EIGHT 7-40

THE PACKARD CUSTOM EIGHT 7-40



MECHANICAL FEATURES

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 complete-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.

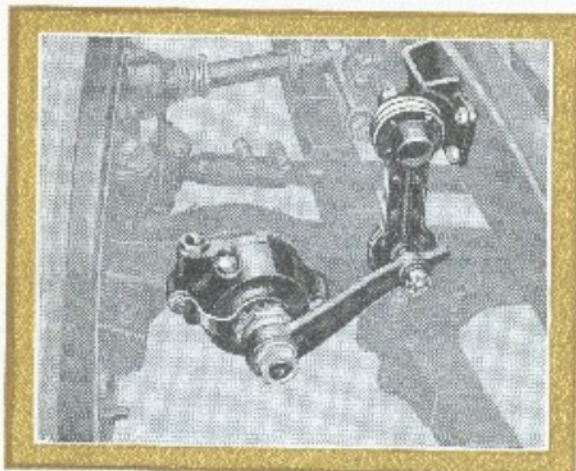
Nothing has been overlooked in an effort to make each Packard the most luxurious car in its price range and the most delightful to drive and ride in.

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.

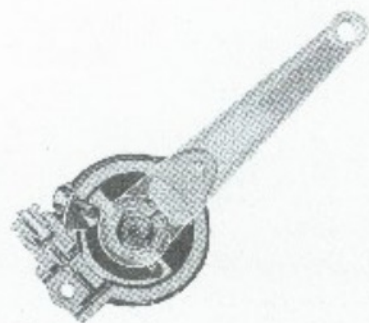


The hand that rocks the cradle now also guides the steering wheel, and things mechanical must now respond to feminine influence. Today's new Packard cars offer much to interest and delight Madam.

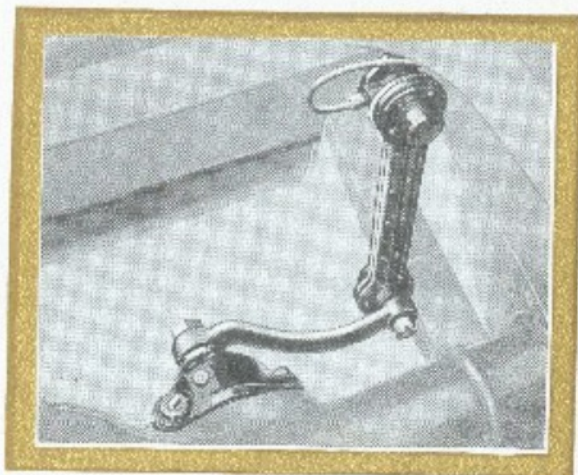
THE SHOCK ABSORBERS AND STEERING GEAR



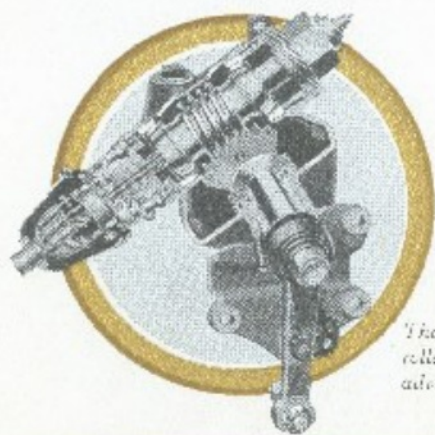
Hydraulic shock absorbers of Packard design and manufacture are standard equipment on all new Packard cars. As indicated, they are built right into the axles and, of course, found in no other car.



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 cross-ways, they control side-sway also, a desirable advantage.

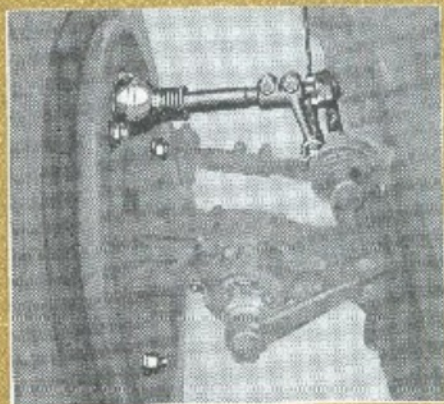


The steering gear is fitted with roller and ball bearings for thrust advantage and ease of handling.

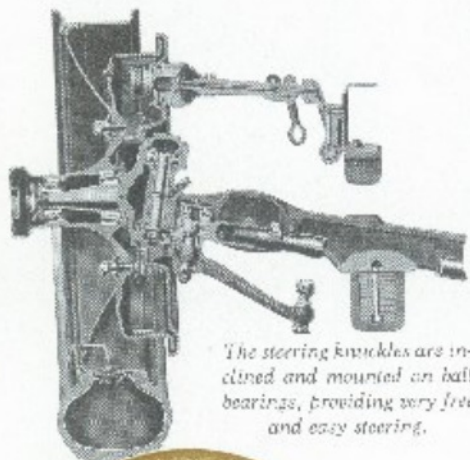


A patented shock absorbing device mounted at the rear of the left front spring eliminates wheel shimmy.

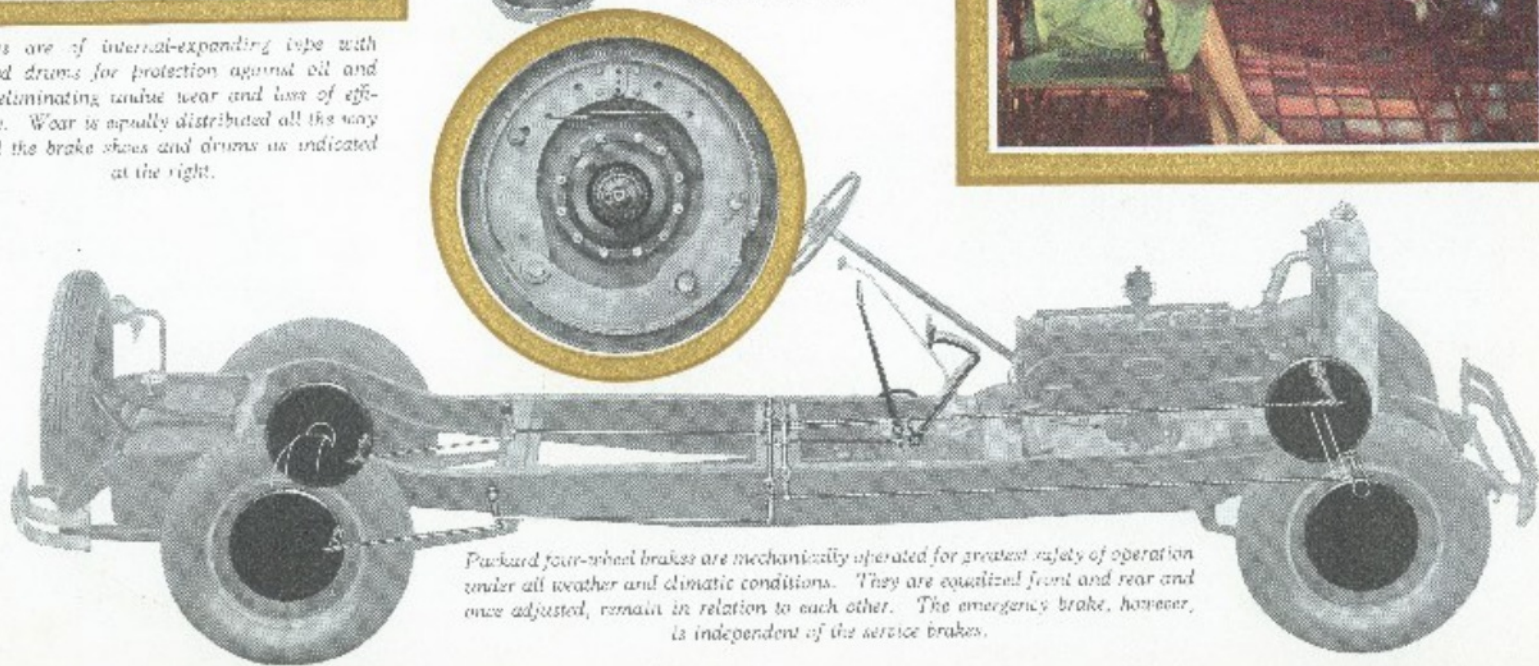
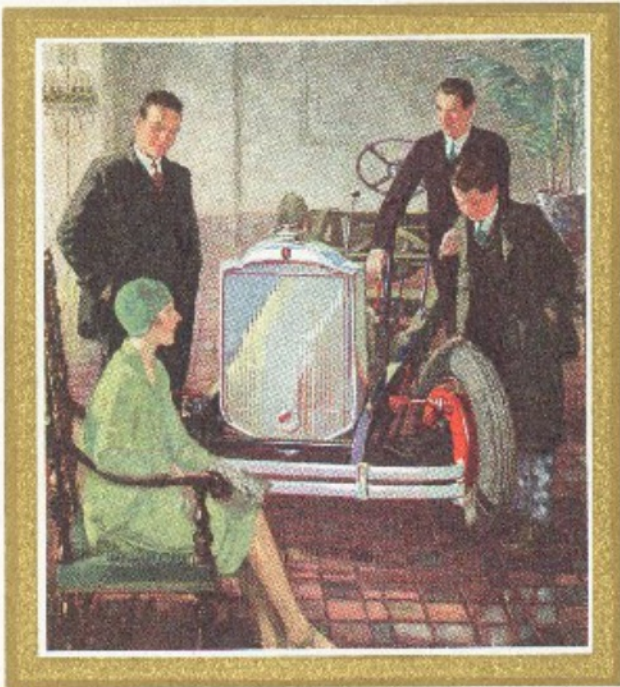
THE PACKARD BRAKING SYSTEM



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 round 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.

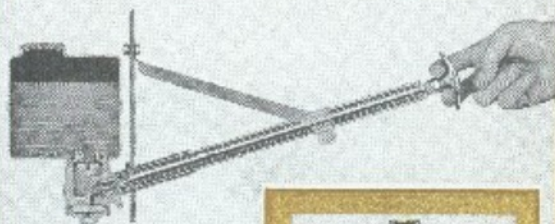


Packard four-wheel brakes are mechanically operated for greatest safety of operation under all weather and climatic conditions. They are equalized front and rear and once adjusted, remain in relation to each other. The emergency brake, however, is independent of the service brakes.

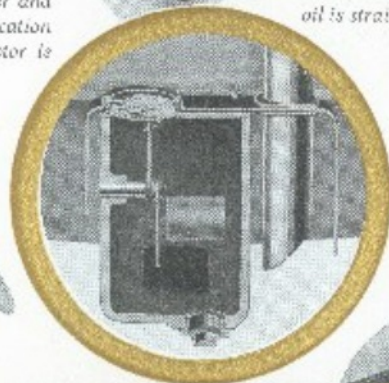
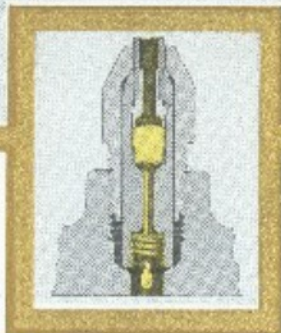
THE PACKARD LUBRICATING SYSTEM



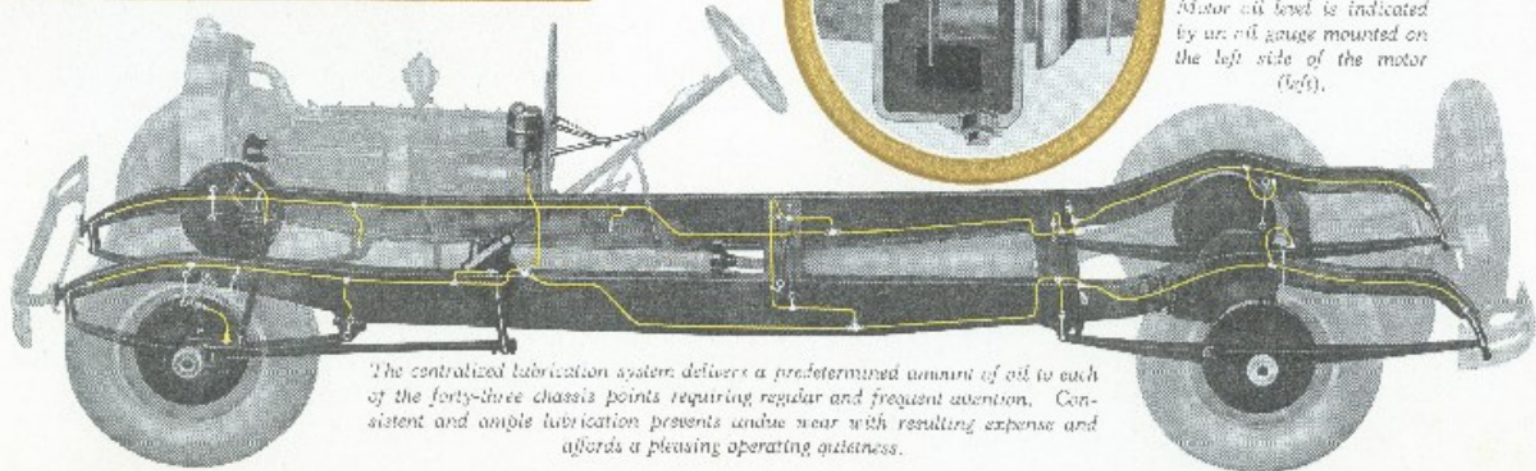
A valve operating with the choke provides cylinder and piston lubrication when the motor is cold.



The chassis lubricating oil is strained three times

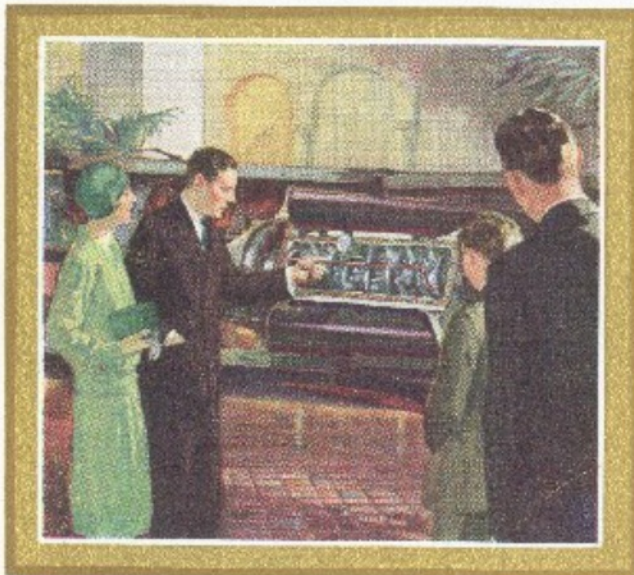


Motor oil level is indicated by an oil gauge mounted on the left side of the motor (left).

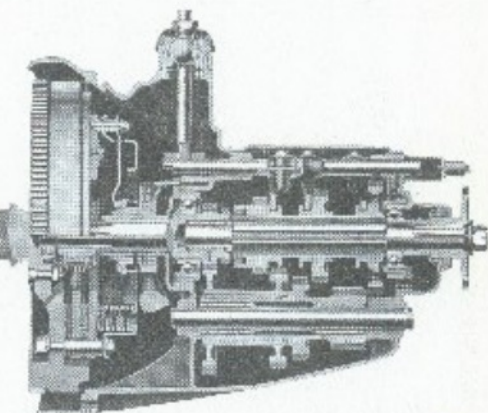


The centralized lubricating system delivers a predetermined amount of oil to each of the forty-three chassis points requiring regular and frequent attention. Consistent and ample lubrication prevents undue wear with resulting expense and affords a pleasing operating quietness.

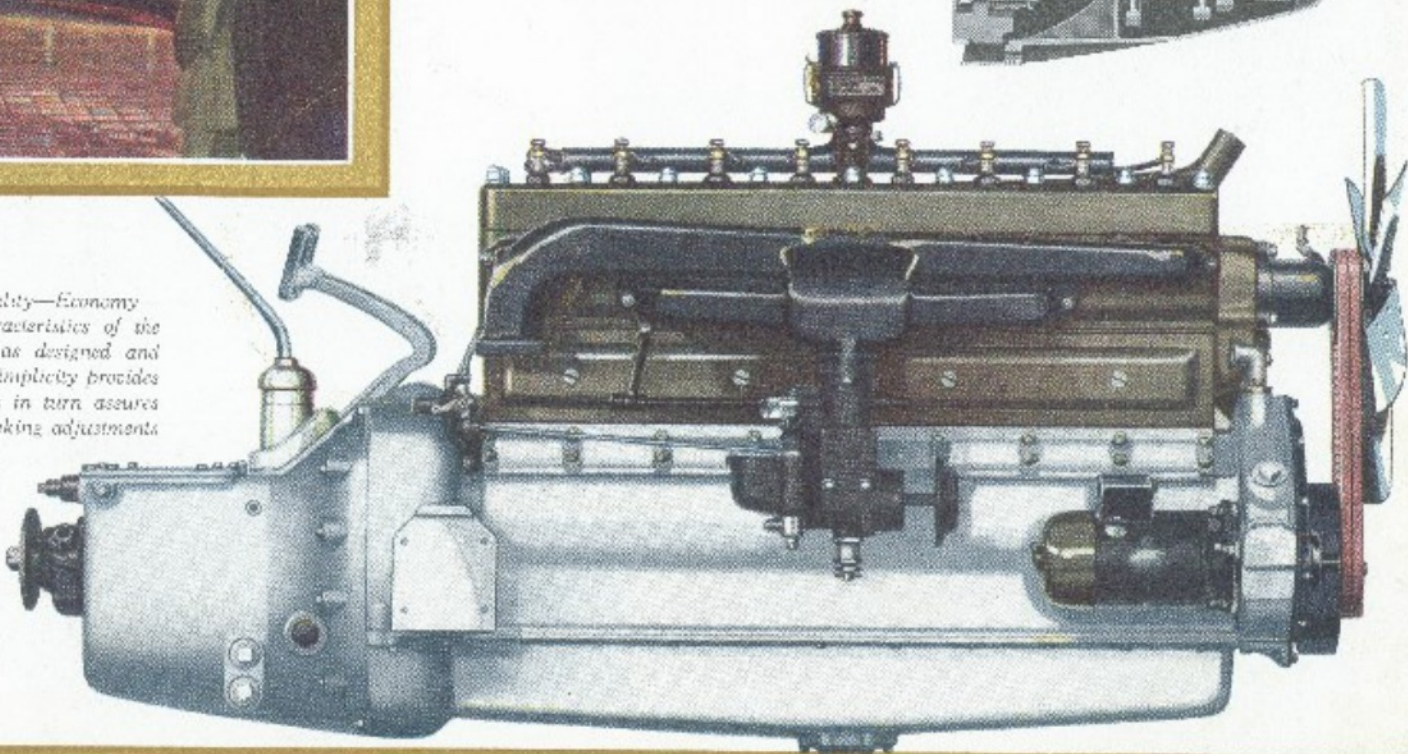
THE PACKARD STRAIGHT-EIGHT POWER PLANT



The new Packard four speed transmission is of Packard design and manufacture. It provides a much better 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

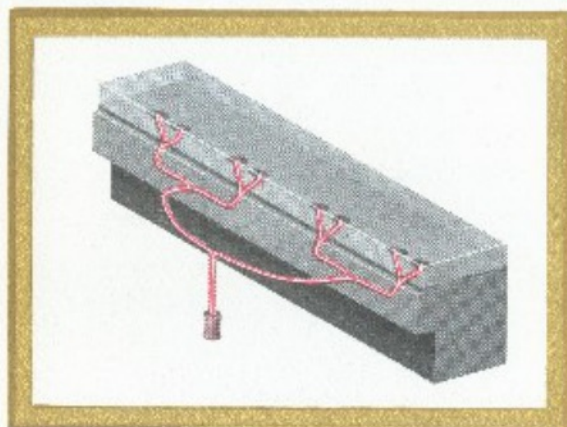


ILLUSTRATION A



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.

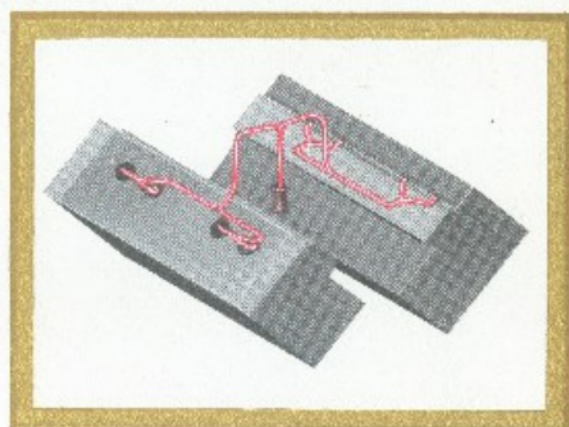
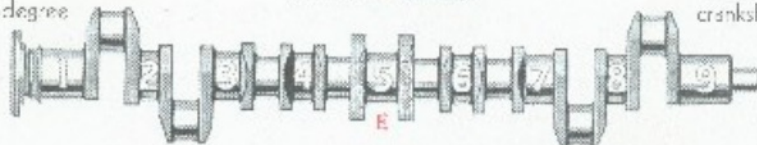
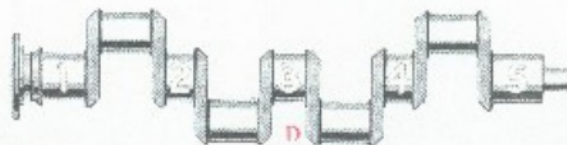
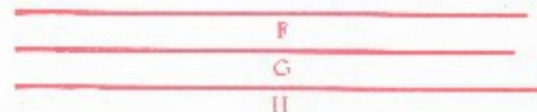


ILLUSTRATION B

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 soring 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.

PACKARD MODEL 7-40 SPECIFICATIONS

LOWER PLANT

- Motors**—Eight cylinders cast in one block. Four-pipe suspension. Bore, 3½ inches; stroke, 5 inches. Engineering, S. A. B. rating, 39.2. Motor actually develops more than 125 horse-power.
- Cylinders**—In-line. Made from special iron and steel alloy.
- Pistons**—Cast from special aluminum alloy. Piston design developed by Packard. Fitted with four rings.
- Crossed-axis Rims**—Drop-forged from special steel. (Form in type and ribbed lengthwise to provide oil passage from crankshaft to piston-pin bearing.)
- Valves**—Turbo, chrome-nickel steel. Exhaust, silver-chrome steel.
- Camshaft**—Aluminum alloy casting. Mounted at four points. Ventilated. Nine main bearings affixed rigidly in pairs for the crankshaft. Lower half provides more oil clearance. Oil gauge with dial indicator on left-hand side.
- Cross-over**—Nine main bearings. Drop-forged, heat-treated, machined all over, and balanced both at rest and in speed. Drilled passages provide for oil distribution and newly designed counter-balancers result in operating smoothness and relief from excessive bearing pressures.
- Crank**—Dry plate with four driving surfaces. Frictionless, dependable. Spring-actuated 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

- Source**—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 Gaskets**—Capacity, 5½ gallons. Forced circulation by centrifugal pump located in forward end of cylinder block. Only two hose connections required.
- Pump**—Aluminum with six blades 20½ inches in diameter, mounted on ball bearing.

LUBRICATING SYSTEM

- Motor Lubrication**—Pressure fed 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 of the steering column and operated from the driver's seat. Operates perfectly at any temperature.

ELECTRICAL SYSTEM

- Ignition**—Packard No. 1 Bob distributor mounted in accessible position on cylinder head. Coil is mounted on back of instrument board, protected from excess heat and water.
- Generator**—Packard Dynamo. 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-Dynamo. Mounted at left rear of motor, and automatically engaged with hardened-steel gear ring shaft on flywheel. All parts enclosed and automatic in operation.
- Battery**—Six volt, 150 ampere-hour, located on right running board at junction 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 separate main headlights of 21 candle-power with tilting beam frames; fender 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; spot light and running light in open bodies; dome light in enclosed bodies.

OPERATING CONTROLS

- Gas-Split Lever**—At right of driver. Raising well forward giving increased foot room.
- Brake Lever**—At left of driver, well forward, permitting free use of left front door.
- Service Brakes**—Mechanically operated, internal expanding on front and rear wheels. Automatically equalized, beam to rear.
- Hand Brakes**—Integral expanding on rear wheels. All brakes have 16-inch drums.
- Steering Gear**—Worm-and-sector type. Worm mounted in Timken bearing, sector on thrust rider on ball thrust bearing. Steering

wheel, right-hand and one-half inches in diameter. Black rubber over a steel tire set.

- Master Accelerator**—At right of brake pedal. Hand throttle and lightingswitch levers built into the central portion of steering wheel.
- Instrumentation**—Oil-pressure gauge, motor thermometer, vacuum, tire-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. Cigarette lighter and reading lamp at the right of panel.

MISCELLANEOUS

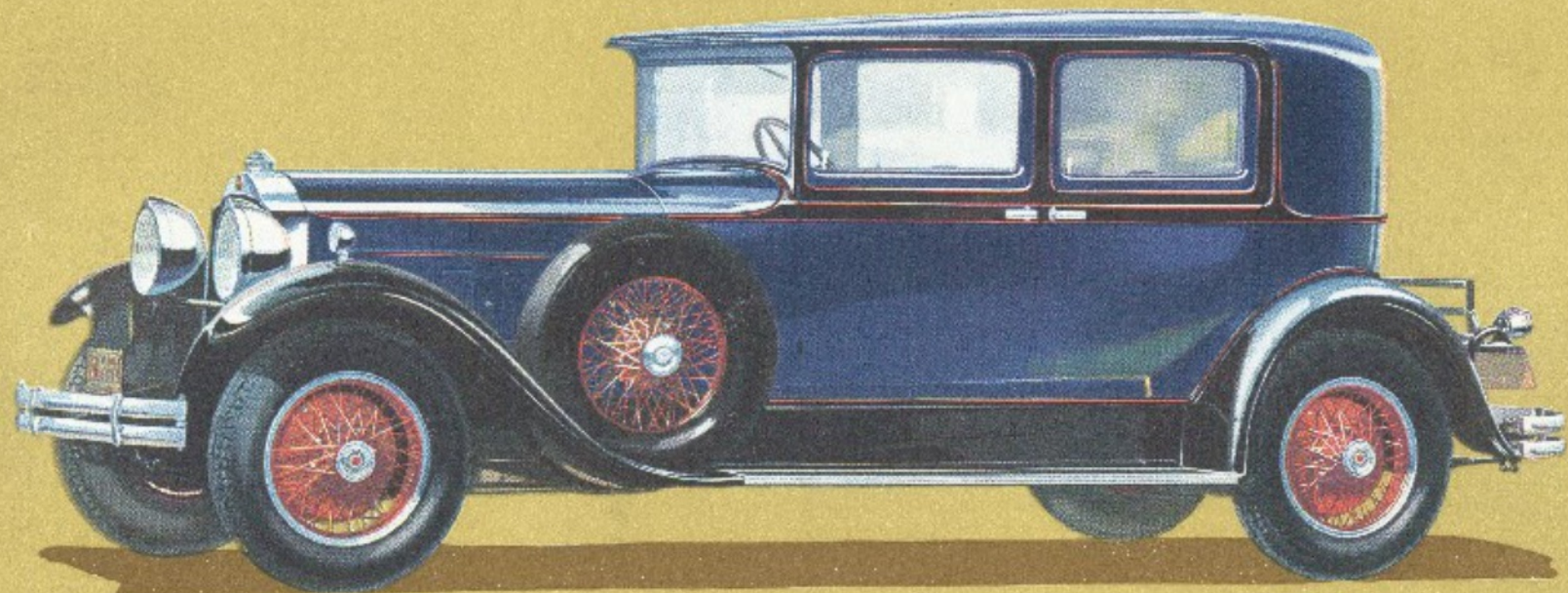
- Turret and Steering Constructions**—The Sedan, the Club Sedan, Packard Limousine and 5-pass. Coupe have ample and sure room.
- Glass**—Non-shatterable glass in all bodies except rear window glass in open cars and curved partition in limousines.
- Fenders**—Depth, 5 inches. Tapered in design to eliminate offset.
- Very rigid in construction, due to liberal use of cross-members and heavy cross-tubes, all riveted securely.
- Seals**—Veneal type. Front, 18 inches by 2 inches; rear, 36 inches by 2½ inches. From springs underlining and shackled at front end. Metal spring covers.
- Wheels**—Disc steel type. Removable at hub and interchangeable, front and rear. Would be worn wheels optional special equipment on some hubs at slight additional cost.
- Wheels, Center**—One extra wheel and center with self-contained tire-type lock.
- Auto Antilocks**—Packard hydraulic.
- Tires**—Low pressure biased cord tires, front and rear size, 19 inches by 7 inches. (33 inches by 7 inches).
- Steering Gear**—Driven through a flexible shaft connection with spiral driving gears in the transverse assembly. Mounted on the left-hand side of instrument board.
- Frame**—Drop frame of extra heavy gauge steel.
- Weight**—140½ and 64.
- Transmission**—24 feet 5 inches.
- Tools**—Tool roll with complete equipment of tools, one tool pack, wheel-line gaging equipment.

PAINTING AND UPHOLSTERY

Though beautiful standards have been created, those who buy the Packard 7-40 may express their own preferences in coloring, colors and fabrics for its individualities at reasonable extra cost.

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

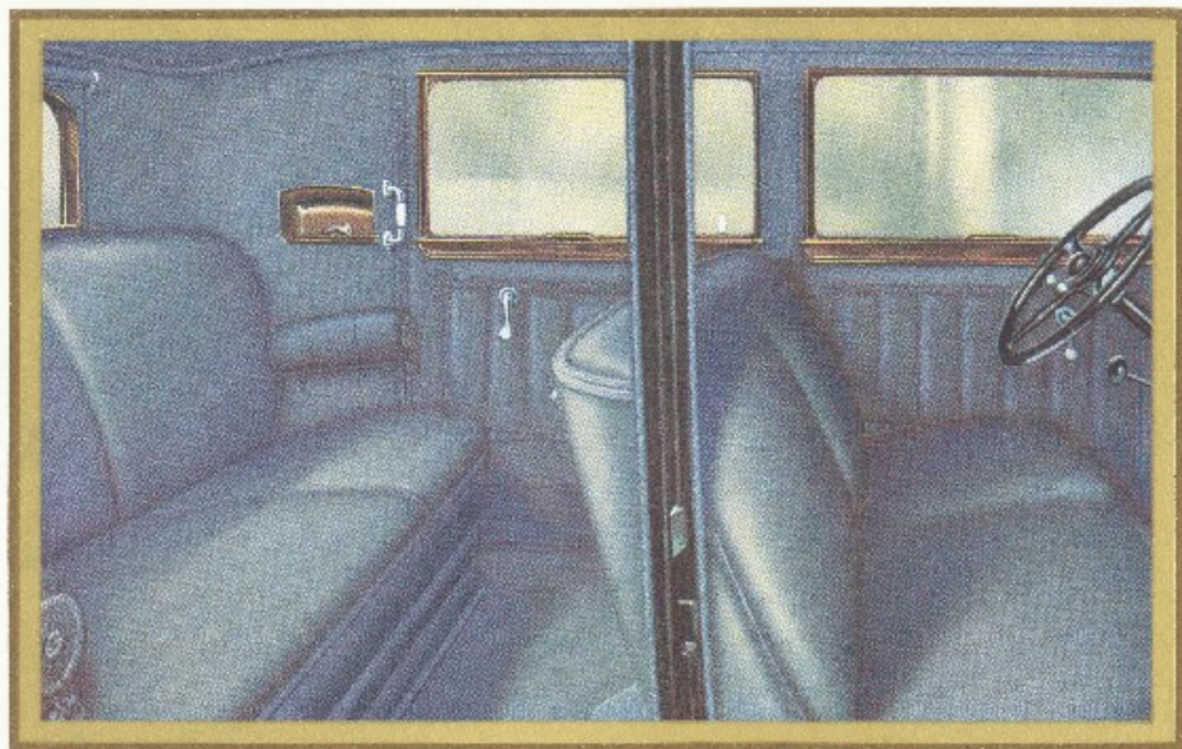
PACKARD MOTOR CAR COMPANY, DETROIT



The Club Sedan

A CUSTOM BUILT BY TACKARD

Five Passengers

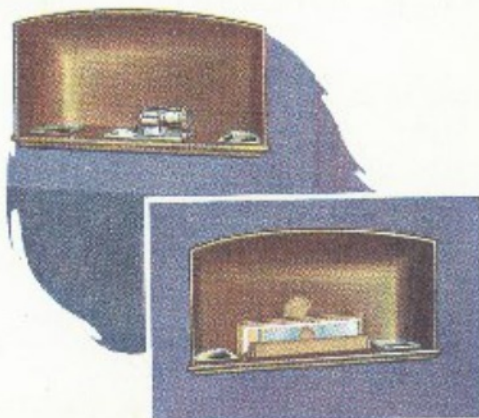


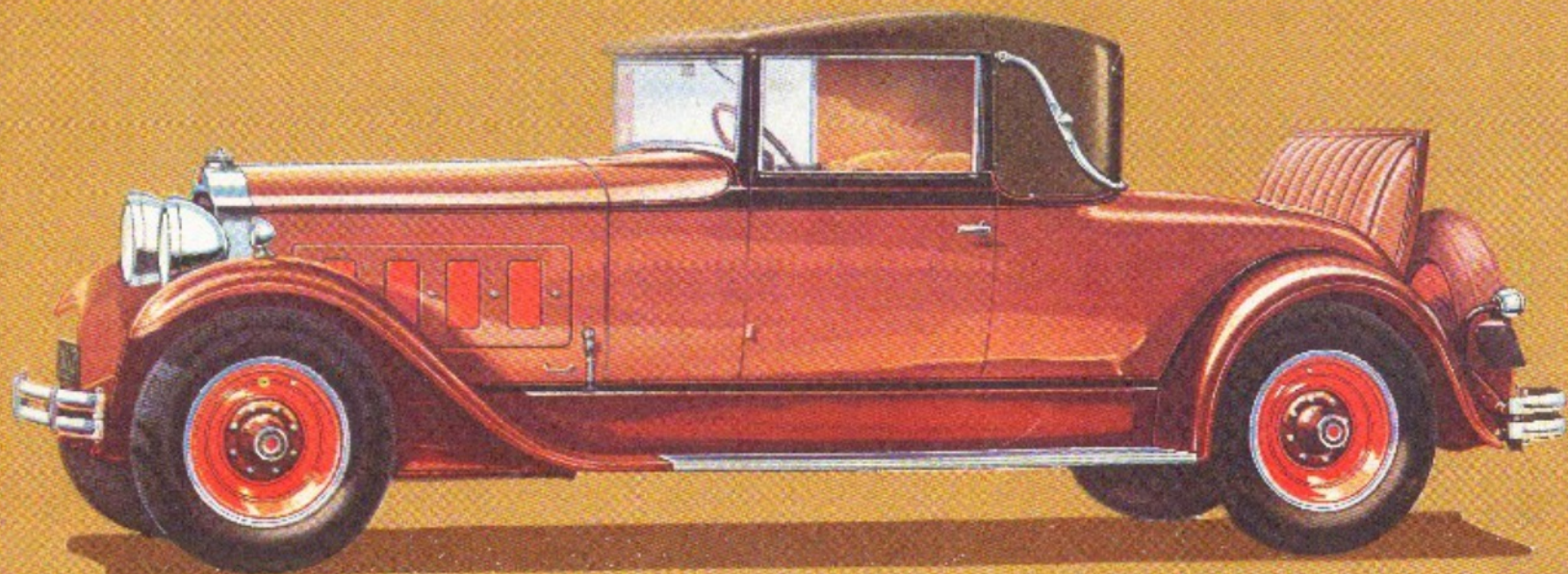
INTERIOR
OF THE
CLUB SEDAN
Five Passengers

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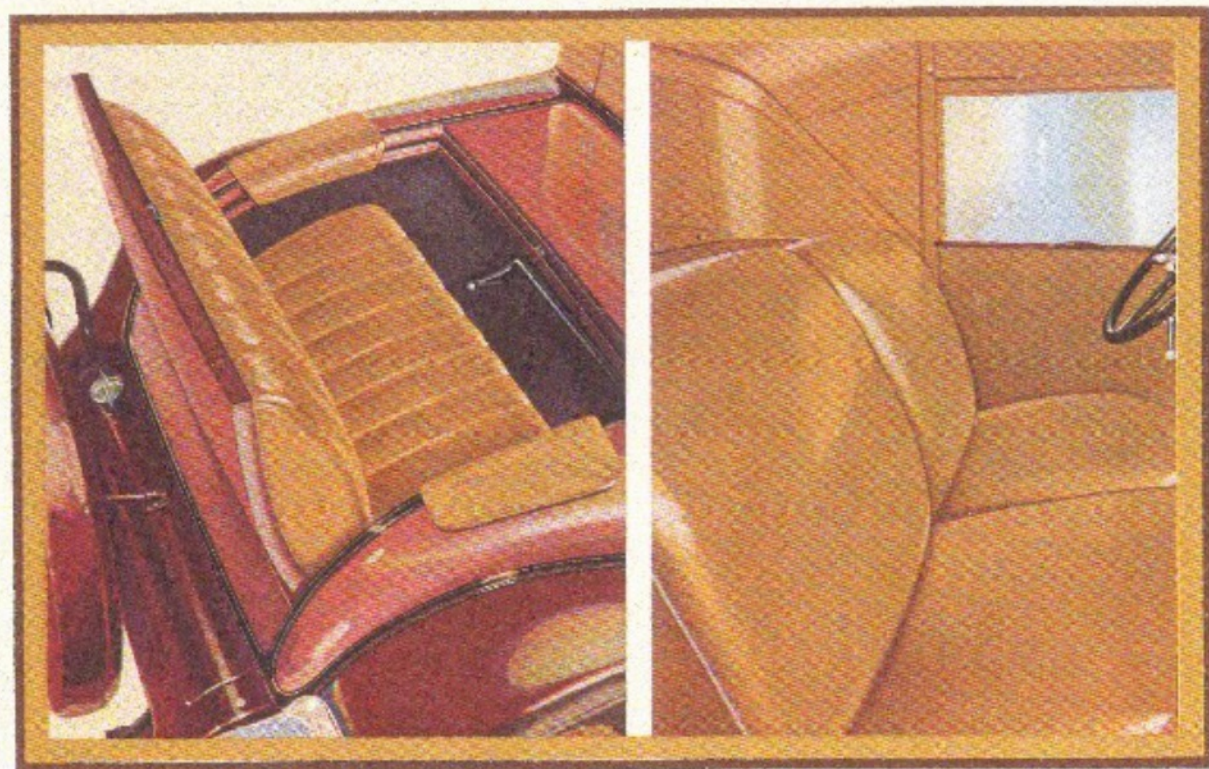
Please refer to Specifications
for details of standard equip-
ment and color options.

REALIZING that many desire added distinction in their luxurious transportation, Peckard has just established new attractive prices on color and fabric options and special accessories, although a wide variety of beautiful and unusual combinations are carried as standard. Thus, unlimited choice in color harmonies, fabric ensembles and extra equipment to express the individual taste of the owner is offered in all models of the Peckard Custom Eight at an additional charge. Fabric samples and color albums are available to let the purchaser choose his own harmonies. Or, as illustrated on the reverse side of this plate, a distinctive note may be added by specifying De Luxe equipment which includes tires mounted on the sides and a trunk rack at the rear.





The Convertible Coupe
A CUSTOM EIGHT BY PACKARD
Two or Four Passengers

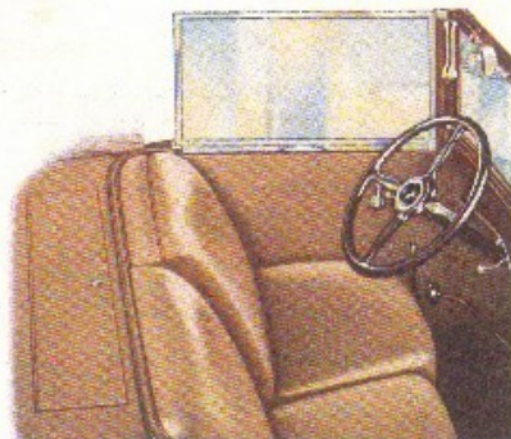


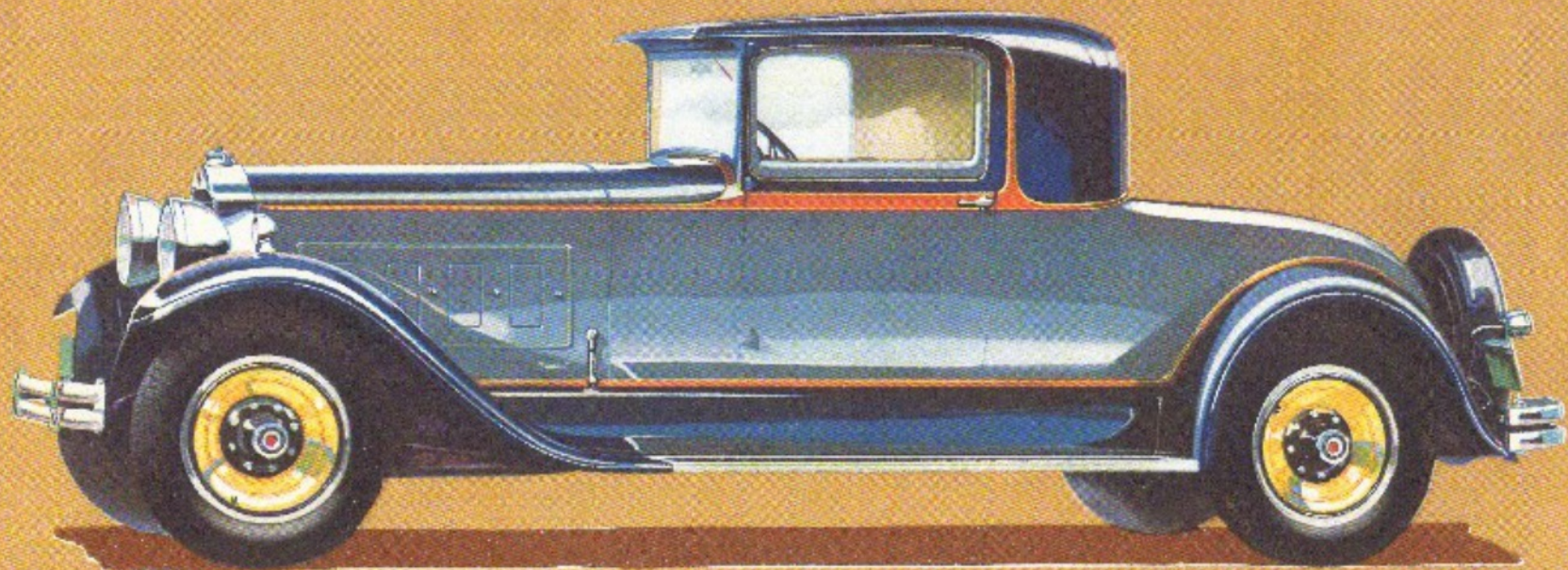
INTERIOR
OF THE
7-40 CONVERTIBLE COUPE
Two or Four Passengers



For more information
on details of steering control
and other features

PLACE of mind as to driving and riding safety is an integral part of the luxurious transportation expressed by the Custom Eight. Packard insures it for driver and rider alike by using a new type of front pillar narrowed to the minimum consistent with preserving the strength necessary to support the roof. A twofold safety results, for the driver now has unusual vision and passengers are protected by the same sturdy housing which Packard bodies have always been. And now that non-shatterable glass has been perfected to meet the rigid standard of Packard quality, it is specified for windshields and windows in all Packard bodies except, for obvious reasons, in the rear curtain of open models and the curved sections of the sedan-limousine division.

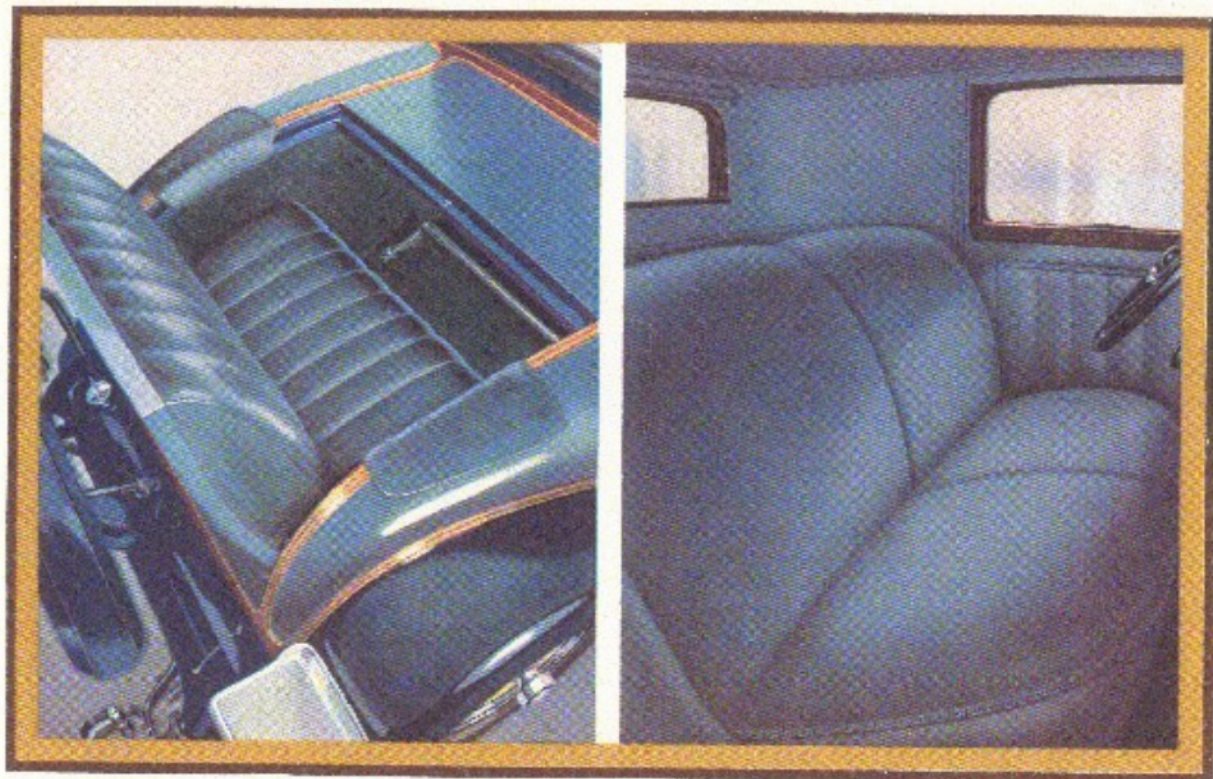




The Coupe

A CUSTOM BUILT BY PACKARD

Two or Four Passengers

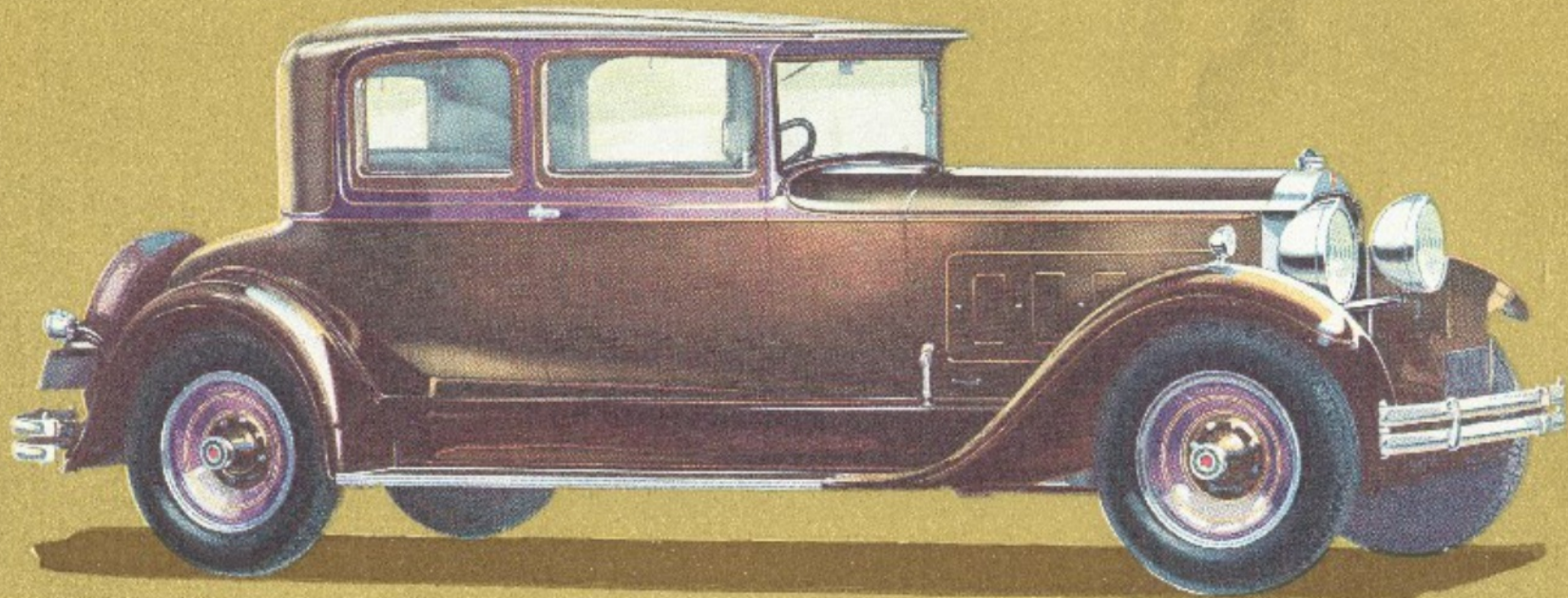


INTERIOR
OF THE
7-40 COUPE
Two or Four Passengers

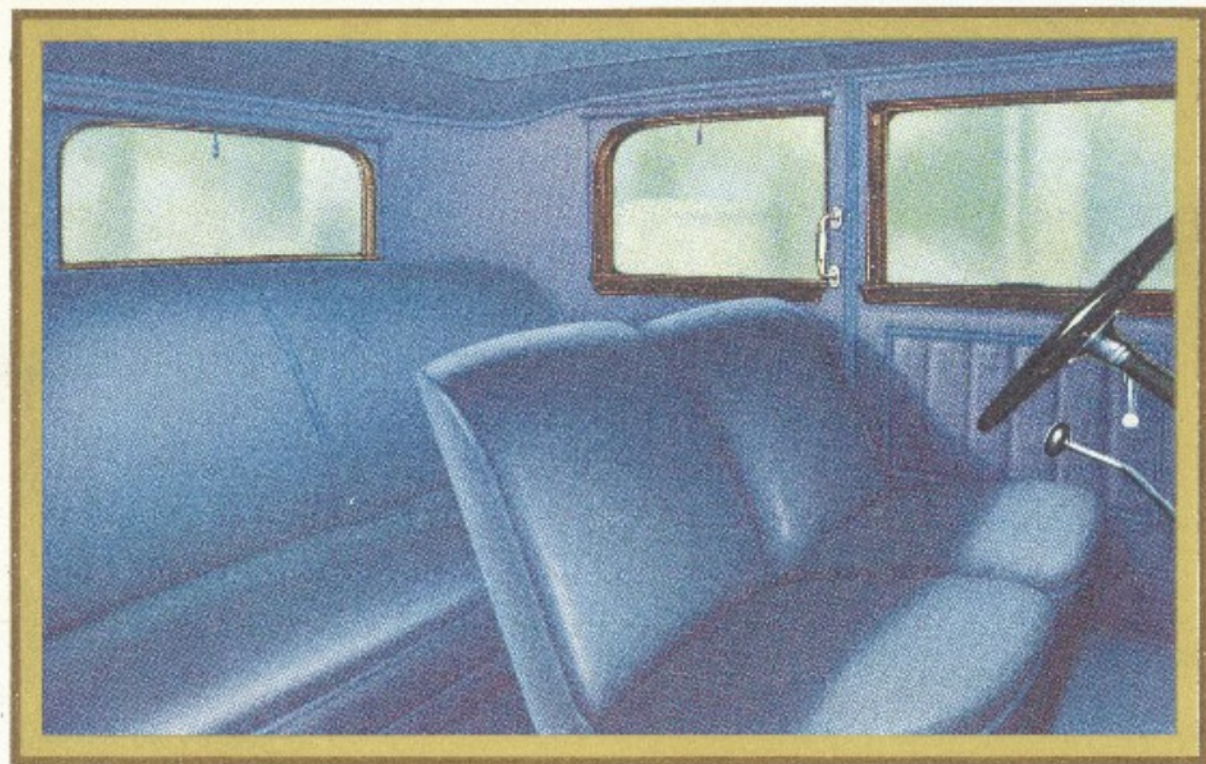
Refer to Specifications
for details of standard equip-
ment and color options

PACKARD attributes of riding and driving comfort are twofold—physical and mental. The relaxation afforded by a cradled chassis, soft springs and cushions is no more important than that insured by the absence of squeaks and rattles, thanks to the centralized lubrication system. And equally important is the knowledge that features contributing to physical comfort may be set to suit the individual taste. The driver's seat, for example, is adjustable forward or backward. The steering gear may be raised or lowered. Sun visors of the interior type may be placed at just the desired angle. Even the passengers in the rumble seat can protect their sleeves with adjustable leather dust flaps, and can fold their foot rest back out of the way if desired.





The Coupe
A CUSTOM LIGHT BY FACARE
For Motorcars



INTERIOR
OF THE
7-40 COUPE
Five Passengers

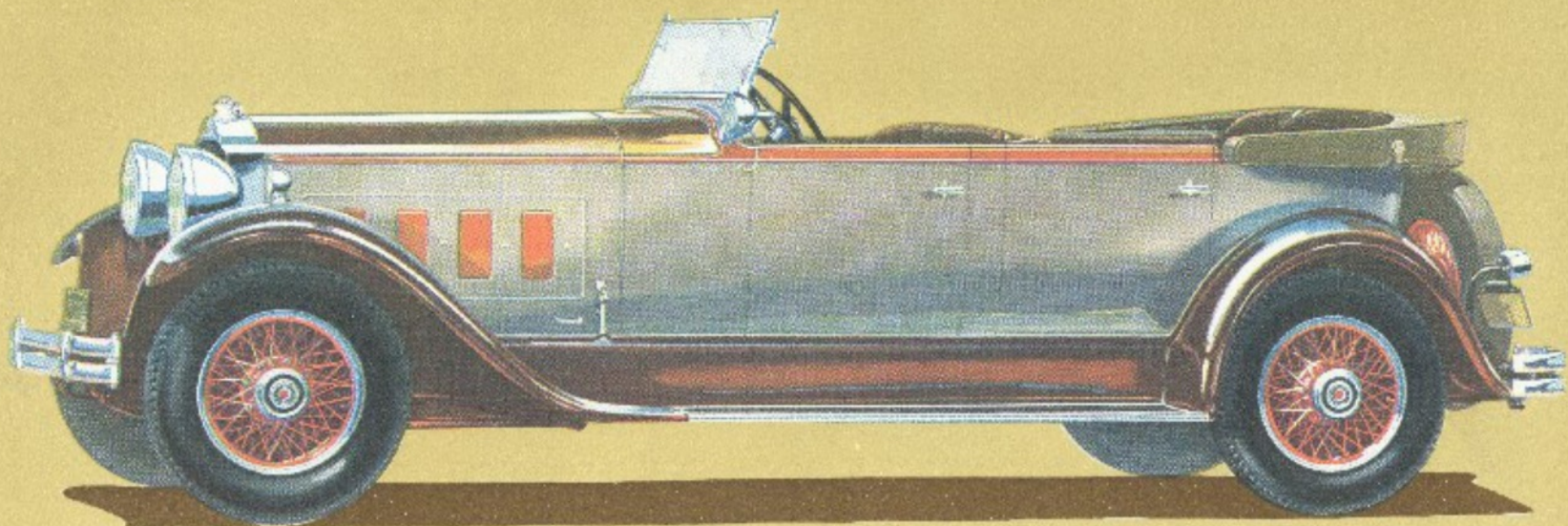


Direct control over specifications
to details of material, equip-
ment and color selection.

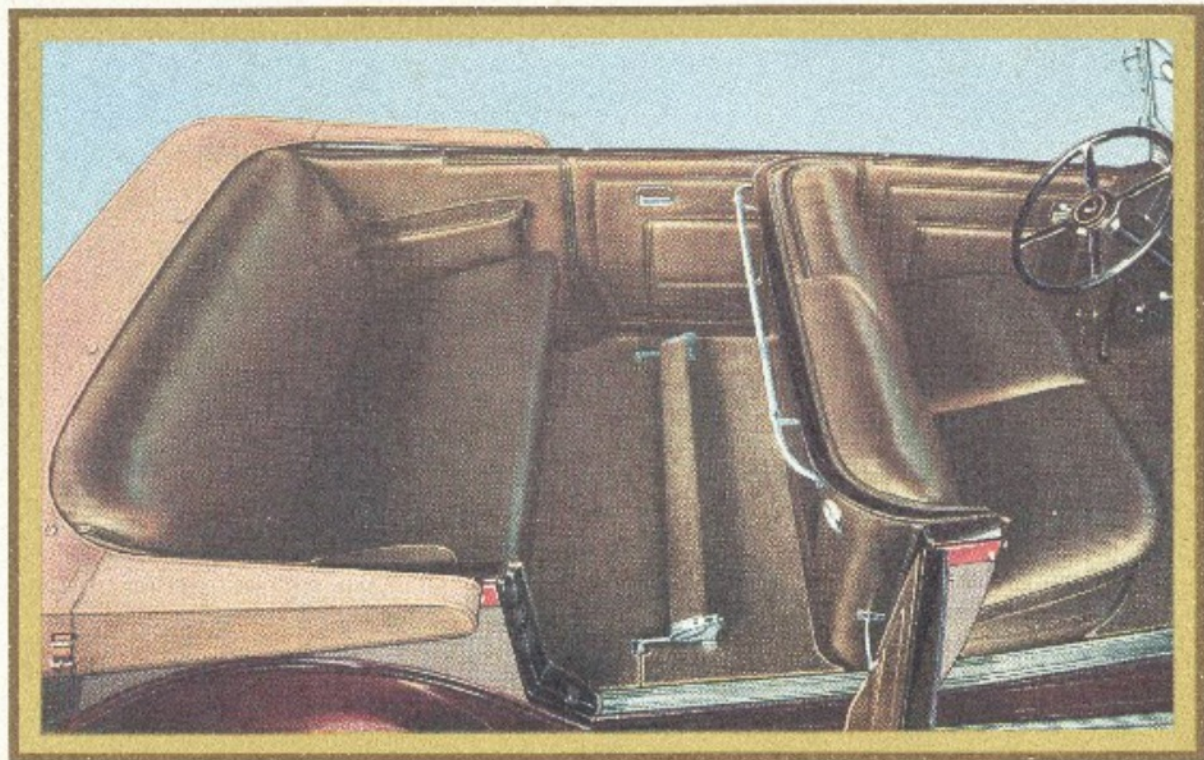
DIRECT control over body design and manufacture as made possible by the huge body shops at the Packard plant which produce all the Custom Eight coachwork, means bodies made to the exacting limits of Packard specifications. It also means the creation and perfection of new styles such as the Five-Passenger Coupe. This interesting type combines the full width seating comfort of a sedan with the close-coupled intimacy of a coupe. The forward seats designed for individual driving or riding comfort are adjustable forward and backward, and each tilts forward to facilitate entering or leaving the rear seat. Luggage ranging in size and shape from small parcels to bulky suitcases is easily loaded or unloaded from the covered rear deck.



L U X U R I O U S T R A N S P O R T A T I O N



The Pharon
A CUSTOM LIGHT BY PACKARD
Four Passengers

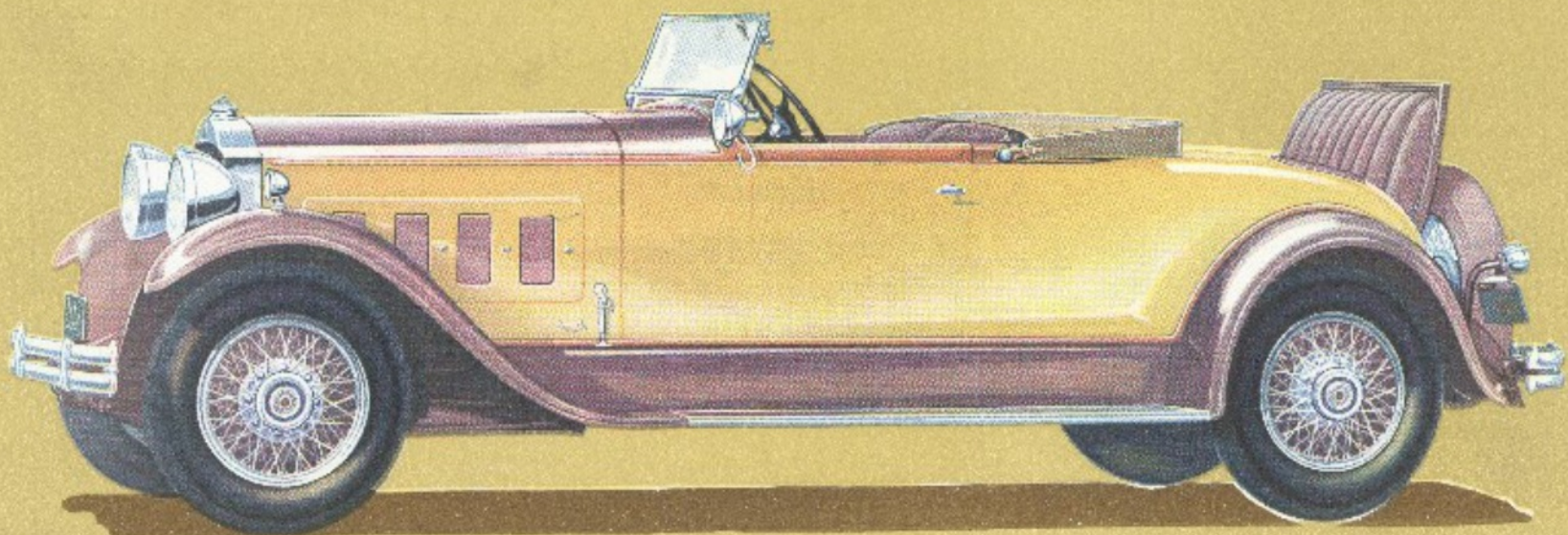


INTERIOR
OF THE
7-40 PHAETON
Four Passengers

*Press near to Satisfaction
for details of standard equip-
ment and color options*

SUBTLE hints of the continental influence on fine car design give an atmosphere of added distinction to the unchanging good taste of the familiar Peckard lines. Among outstanding touches which refine all models of the Peckard Custom Eight are lower doors vertically hinged to swing outward from each side of the bonnet, parking lights mounted on the front fenders, an upper molding that sweeps over the cowl and a lower bead paralleling the body sills, a handy compartment fitted at each end of the instrument board, and chased scuff plates. Open models include forward folding windshields and stanchions, a tailored top designed to fold compactly and set without breaking the smooth sweep of the body lines, and a snugly fitting top boot.

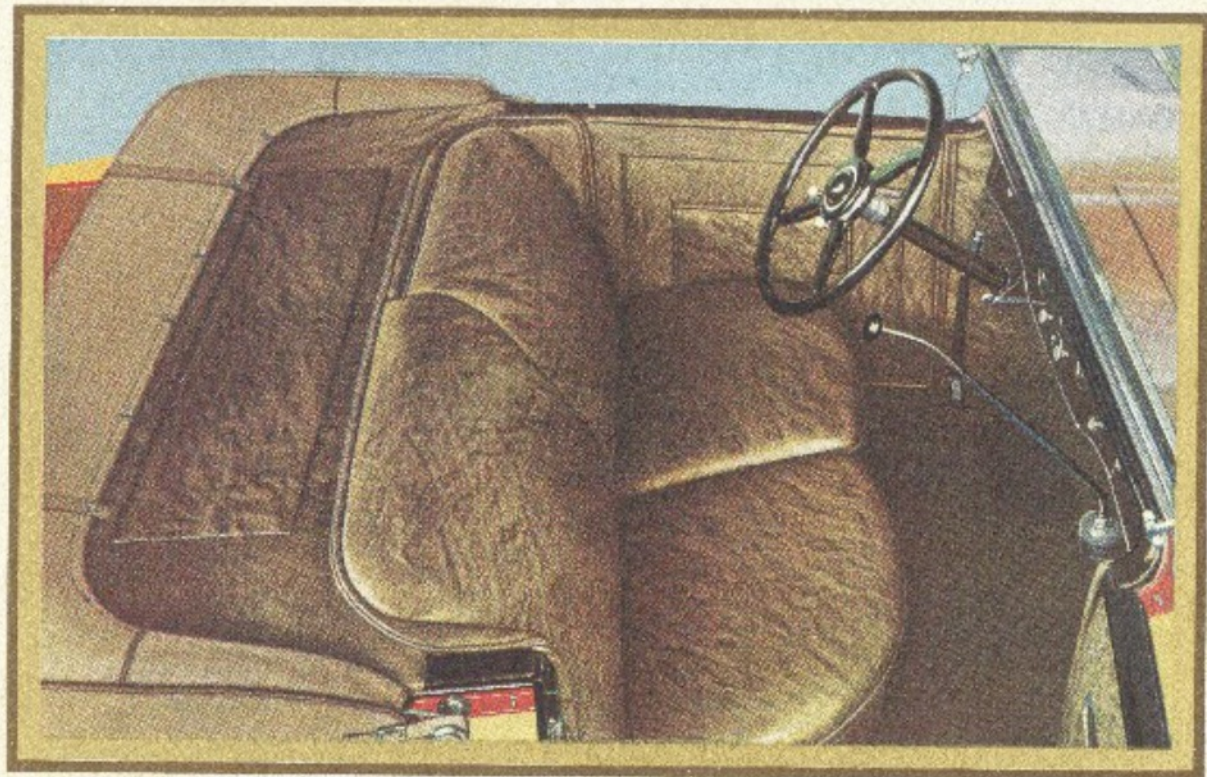




The Roadster

A CUSTOM EIGHT BY PACKARD

Two or Four Passengers

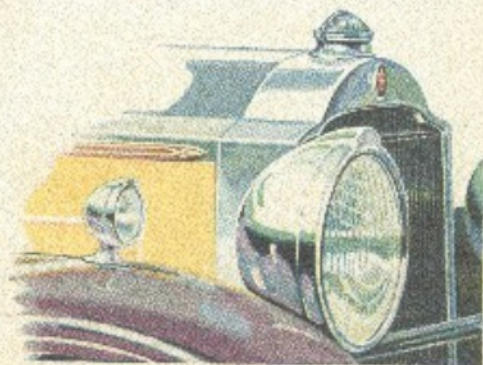


INTERIOR
OF THE
7-40 ROADSTER
Two or Four Passengers

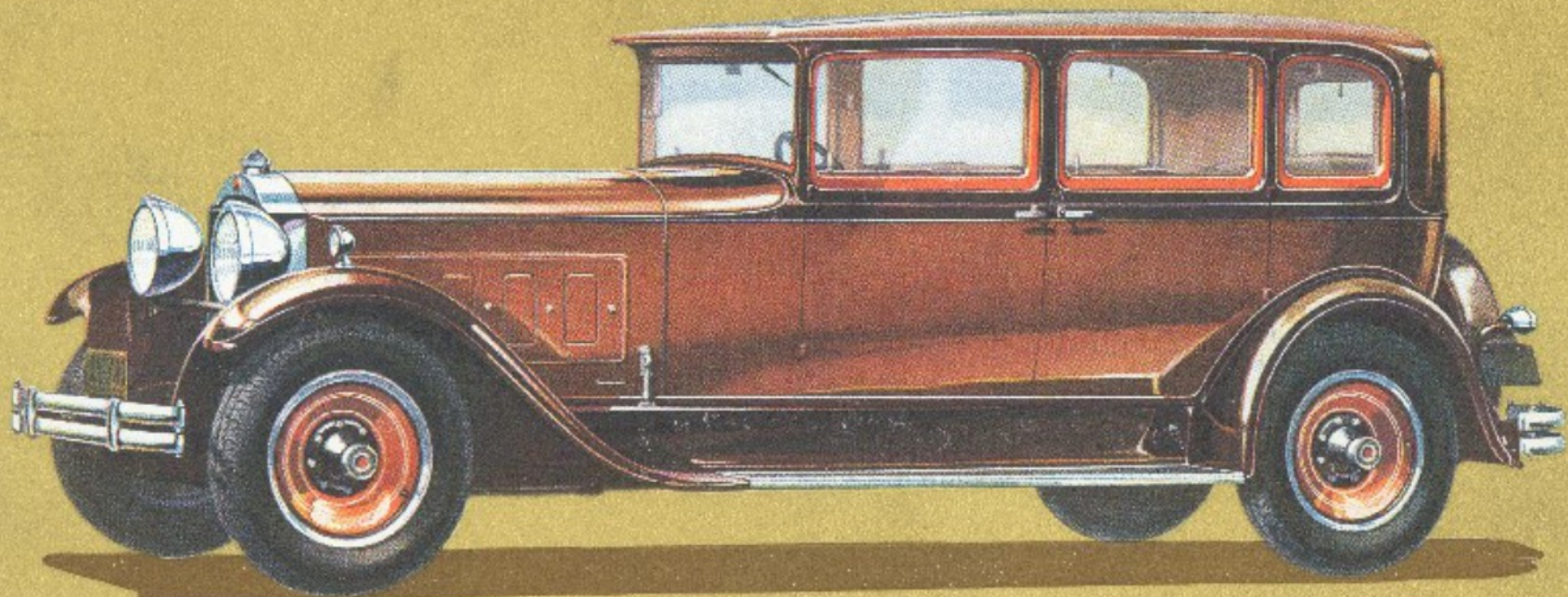
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*Please refer to Specifications
for details of standard equip-
ment and other options.*

LUXURY and convenience are not alone confined to enclosed bodies now that the open car is again coming into greater vogue. Packard open models, too, list as improvements which afford greater convenience such important items as the wider doors, the hand brake ingeniously offset to the left and the neat parking lights on the front fenders. In addition, convenient carrying space is assured throughout the design. The Roadster, for example, provides the sportsman ample room for athletic equipment in a locked compartment reached from the right hand side. The slipper will appreciate the package space immediately in back of the front seat. And for the tourist, the rear deck lifts to accommodate baggage when the rumble seat is unoccupied.



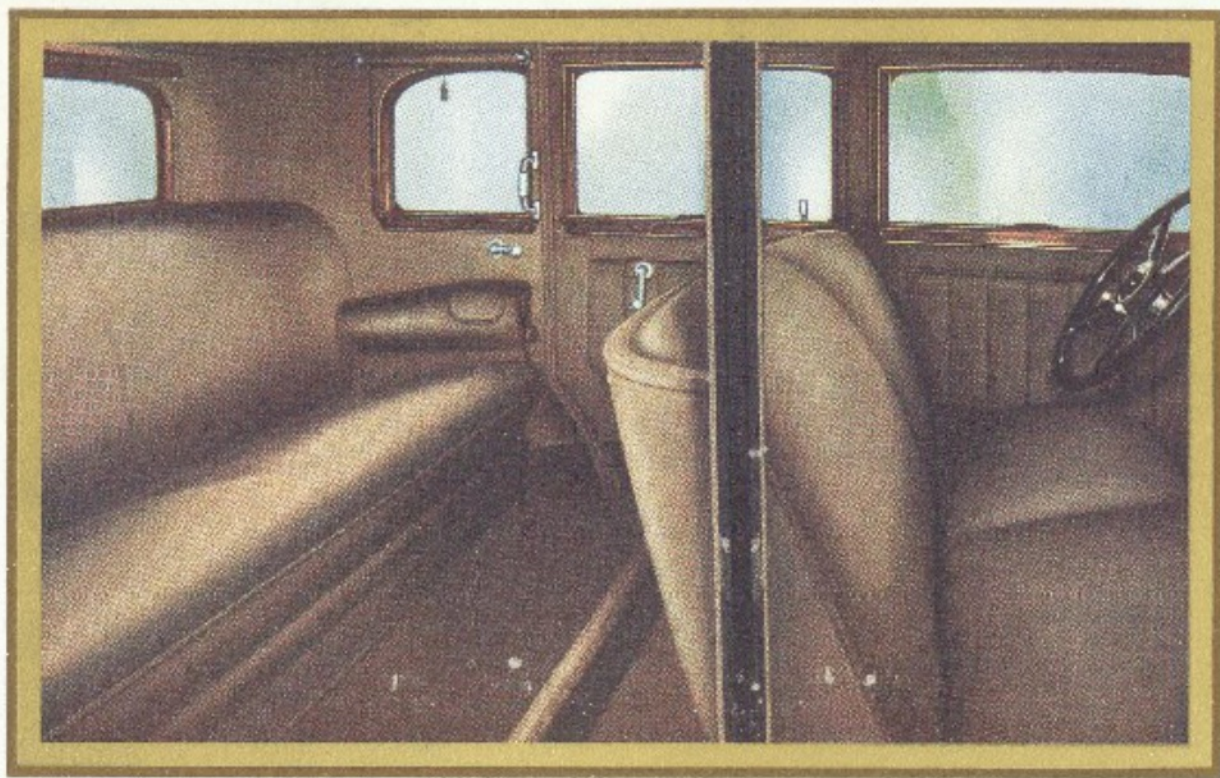
L U X U R I O U S T R A N S P O R T A T I O N



The Sedan

A CUSTOM BUILT BY PACKARD

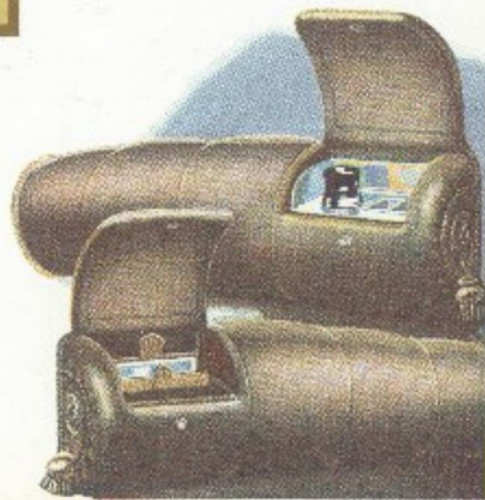
Five Passengers

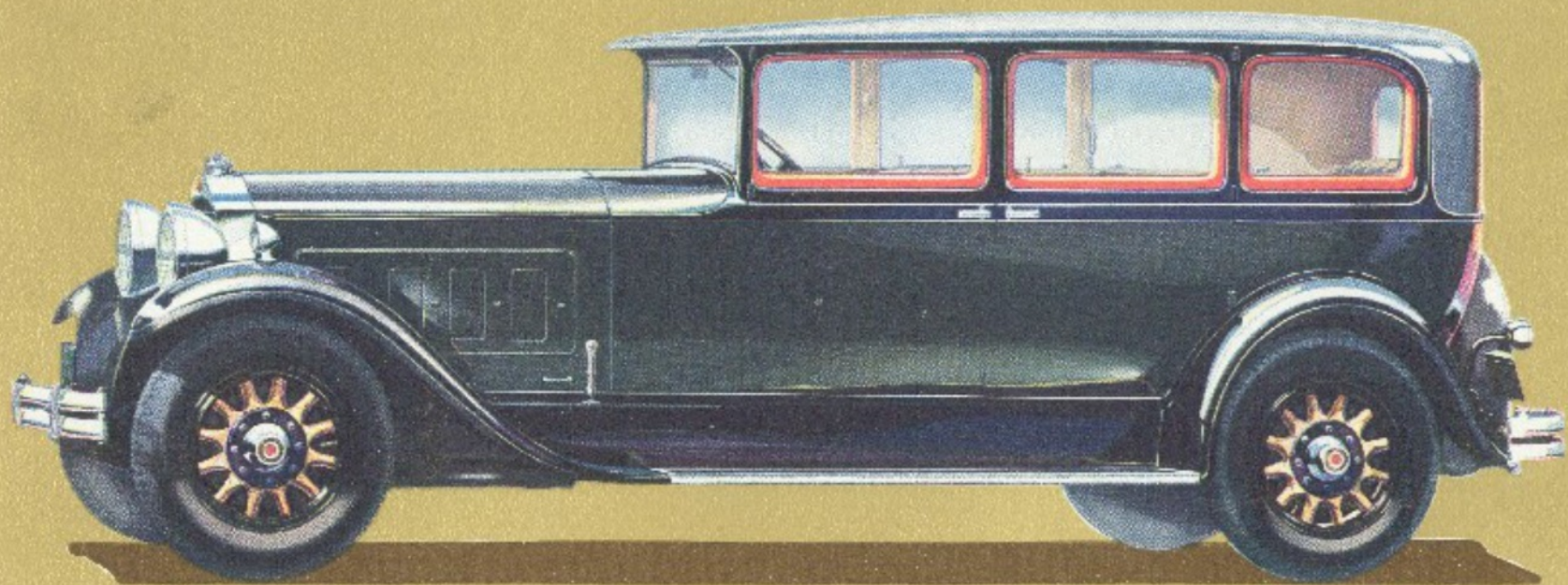


INTERIOR
OF THE
7-40 SEDAN
Five Passengers

⌈ Please refer to Specifications
for details of standard equip-
ment and color options ⌋

MANY a prize for beauty has been won by Packard cars in the frequent Concours d'Élégance or automobile beauty contests held throughout the season at fashionable European resorts. But beauty with Packard is more than surface deep and hence it penetrates beneath the sweet lines of exterior appearance, from the refinements of interior finish to inbuilt quality of unseen materials. Every curve and angle of body design shows soft restraint. Each pleat and seam spells harmony with the whole. The placing of foot rest, robe cord and window regulators reflects an artistry unconsciously pleasing to the eye. And the clean simplicity of this ensemble, achieved by such devices as concealing the smoking set and vanity case, matches the exterior in its charming grace.

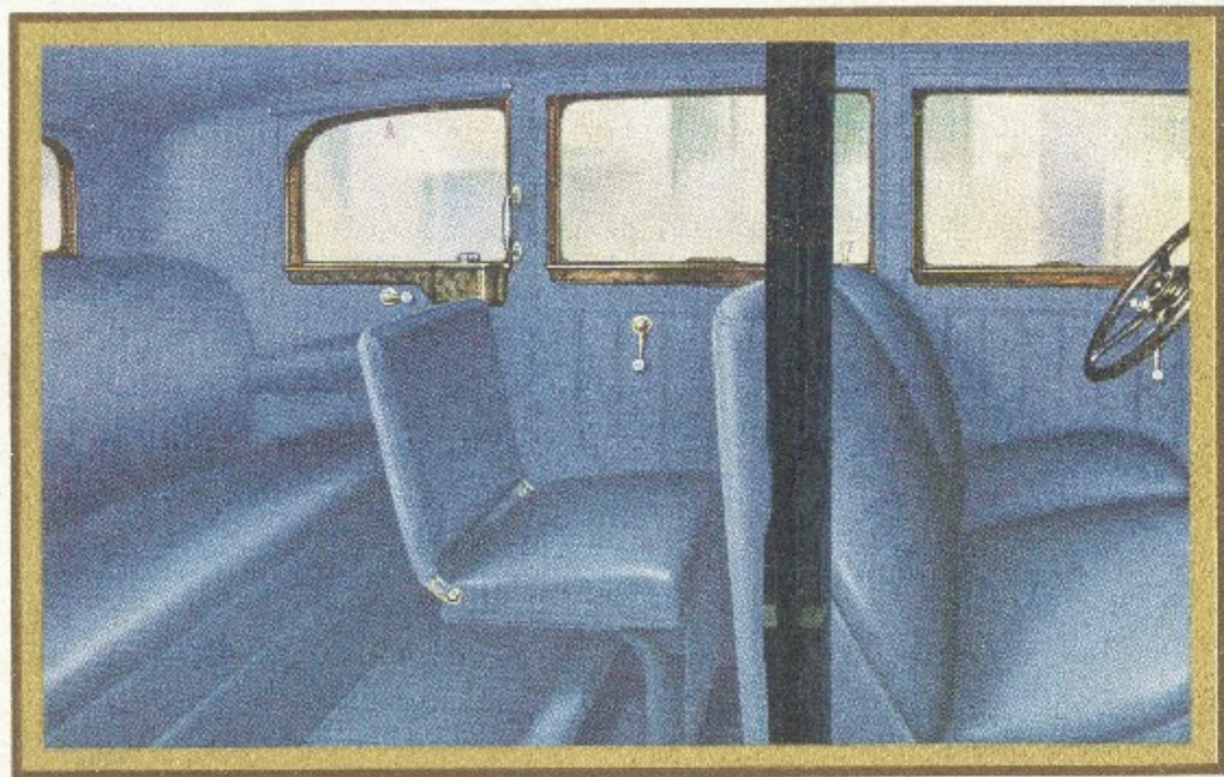




The Sedan

A CUSTOM EIGHT BY PACKARD

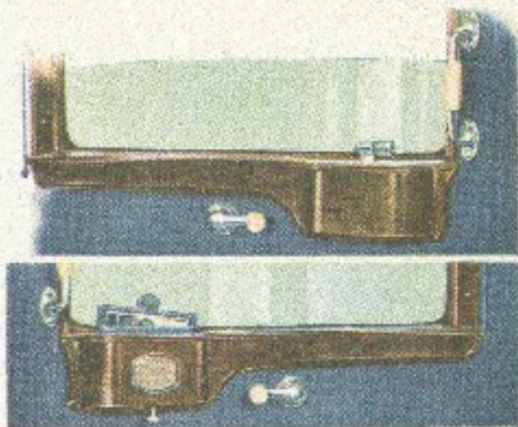
Seven Passengers

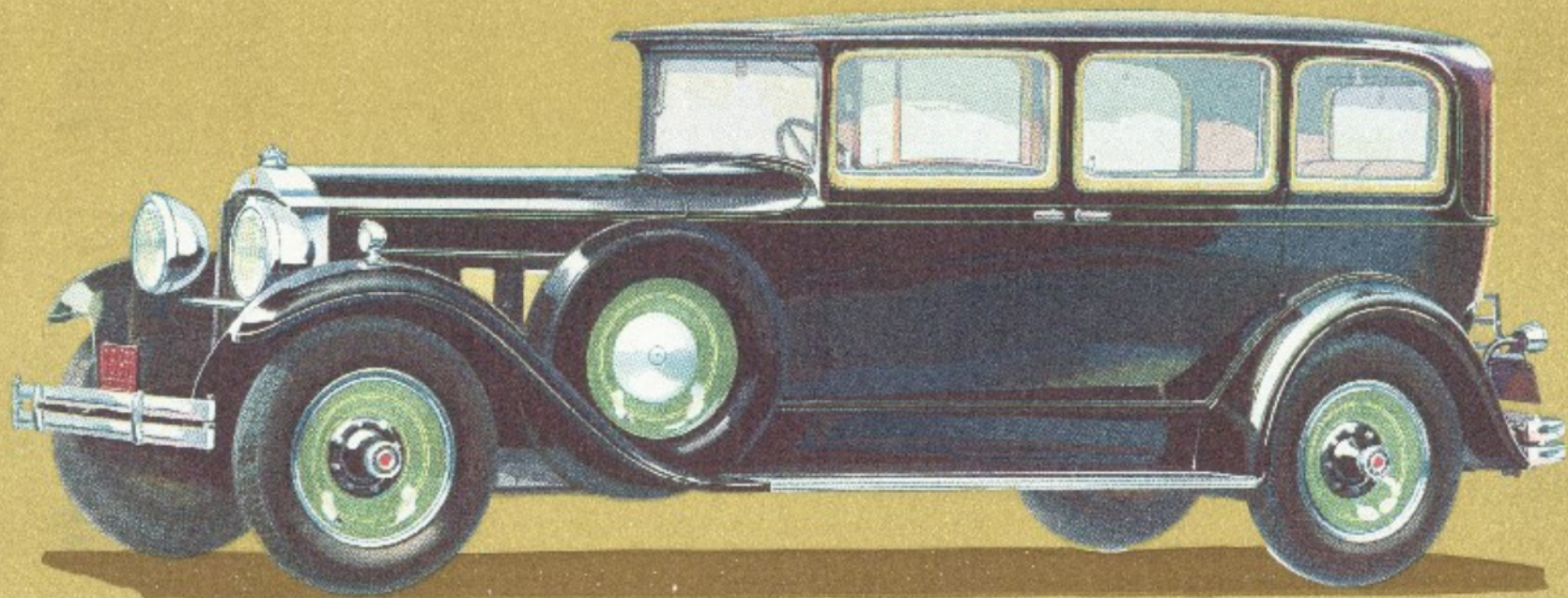


INTERIOR
OF THE
7.40 SEDAN
Seven Passengers

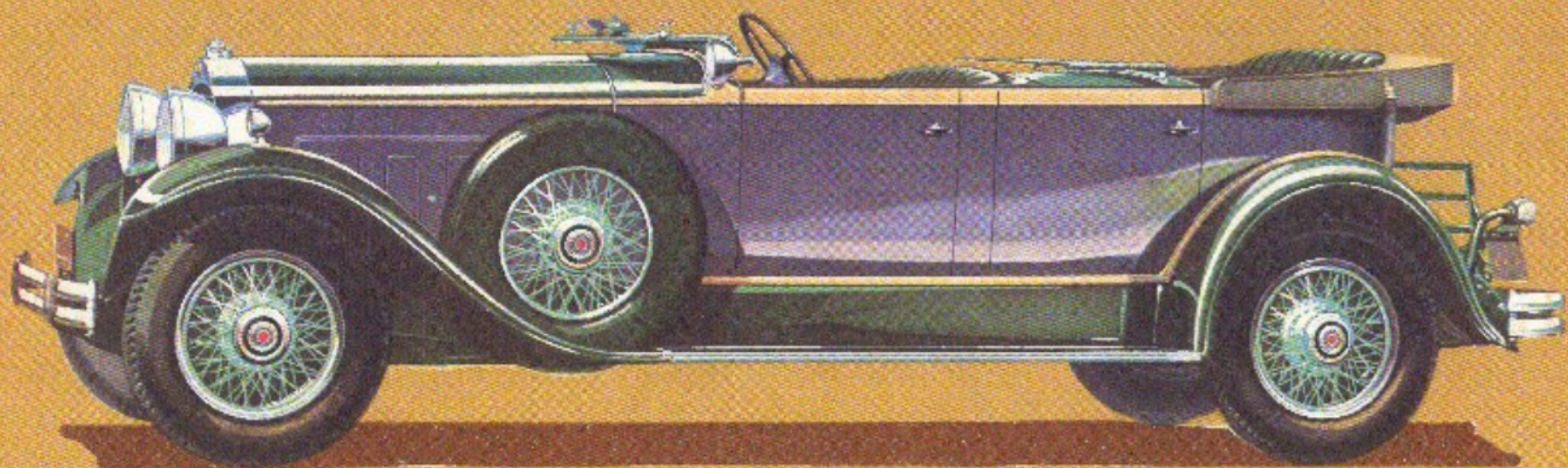
Please refer to the literature for details of standard equipment and color options.

LIKE the appointments of a pleasingly furnished living room, the accessories of Packard enclosed bodies reflect the quiet good taste of some master decorating hand. Mouldings of richly figured walnut are artfully shaped beneath the rear windows to enclose a complete smoking set on one side and on the other, a dainty vanity case and gemlike French clock. Metal fittings finished in a dull platinum effect are patterned in the exquisite simplicity of Colonial design. Even the handgrips and operating knobs on the window regulators, steering column controls, spark and choke rods are fashioned of smooth ivory Castlin. And the arm rests, executed in the comfort-giving pillow style, are trimmed with a silk corded tassel.

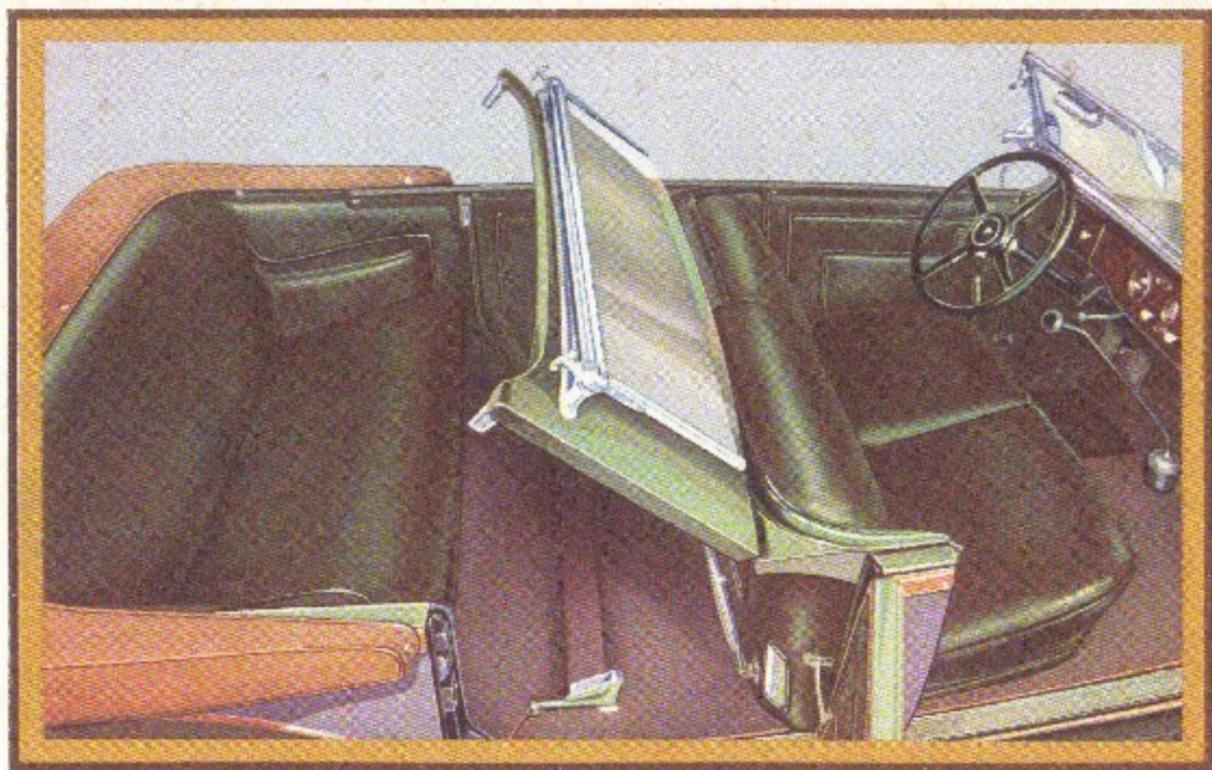




The Sedan Limousine
A CUSTOM LIGHT BY PACKARD
Seven Passengers



The Sport Phaeton
A CUSTOM LIGHT BY PAUKARD
Four Passengers



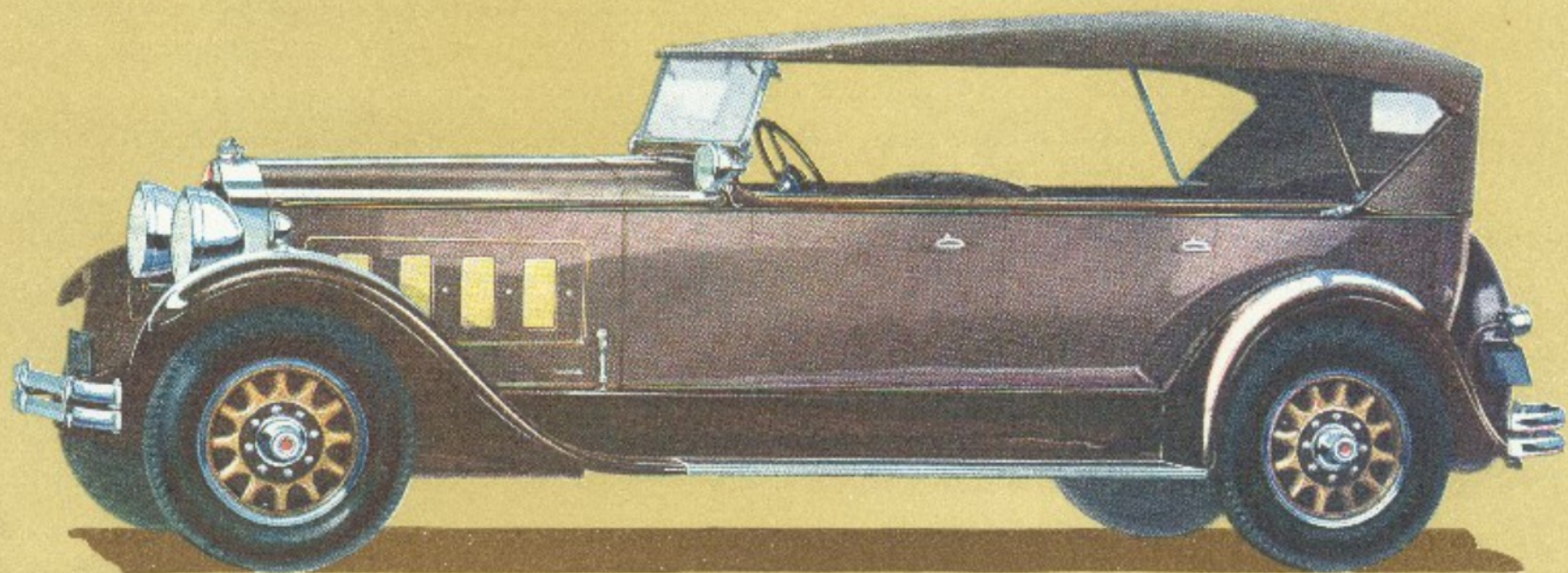
INTERIOR
OF THE
7-40 SPORT PHAETON
Four Passengers

+

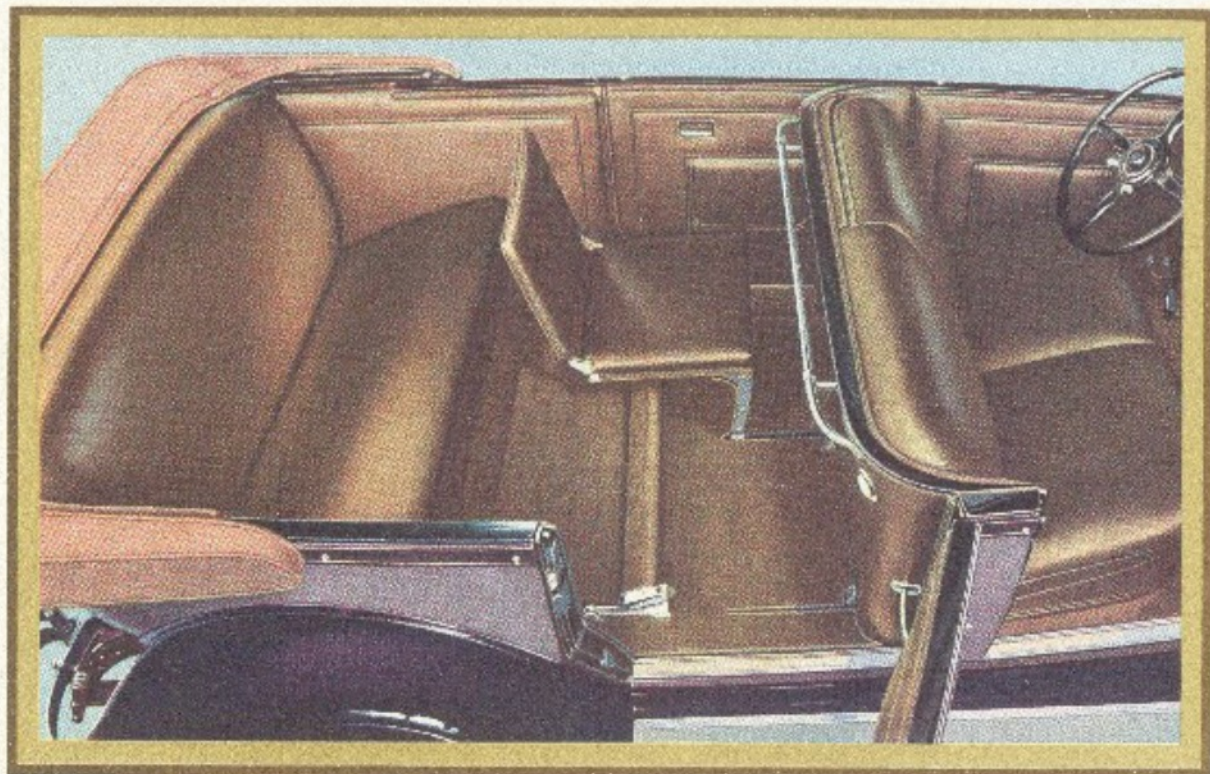
{ Please refer to Specifications
for details of standard equip-
ment and 26 or options }

SMART sophistication flashes from every trim line of yacht-like grade that sweeps through Packard open cars. One can easily visualize this Sport Phaeton as a colorful spot among the brilliant turnouts at Meadowbrook, a center of motoring interest at Miami, or along some western trail leaving the rest behind with its swift and silent flight of the swallow. For front or rear seat passengers alike, comfort is retained at no sacrifice of smart appearance. Occupants of the rear compartment may ride behind their own forward folding windshield and close fitting cowl, counterbalanced for easy entrance or exit. Additional comfort is provided by ventilators hinged in keeping with the bonnet, hinged and advantageously placed at the base of each center body panel.





The Touring
A CUSTOM EIGHT BY PACKARD
Seven Passengers



INTERIOR
OF THE
7-40 TOURING
Seven Passengers

Please refer to Specifications
for details of standard equip-
ment and color options.

TOURING in this modern age with its thousands of miles of improved roads leading to hundreds of interesting places, gains more enthusiasts each year. But touring without comfort is joyless, so Packard has created in this touring body an harmonious blend of comfortable features that equal the chassis and motor qualities of luxurious travel. Since ample room is essential, full space for five passengers and baggage—or for two extra passengers on the upholstered auxiliary seat that otherwise folds flush into the division back—is a fundamental design feature. Projecting ends to catch clothing or to impair the neat stowing of luggage are eliminated by the smooth design of the recessed door handles and a combination metal robe rail and hand hold.

