

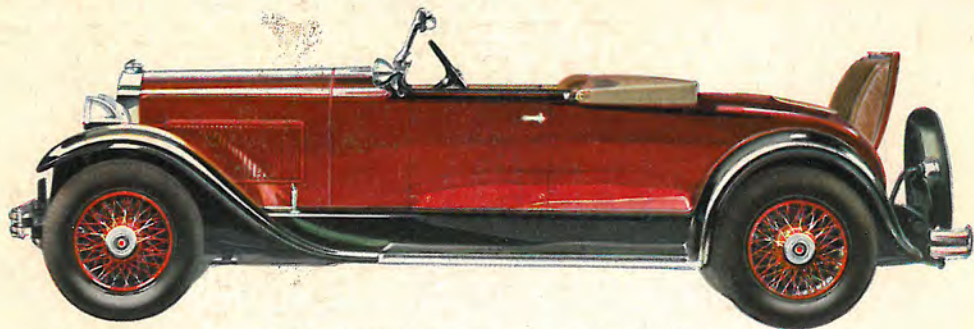
THE PACKARD
STANDARD EIGHT



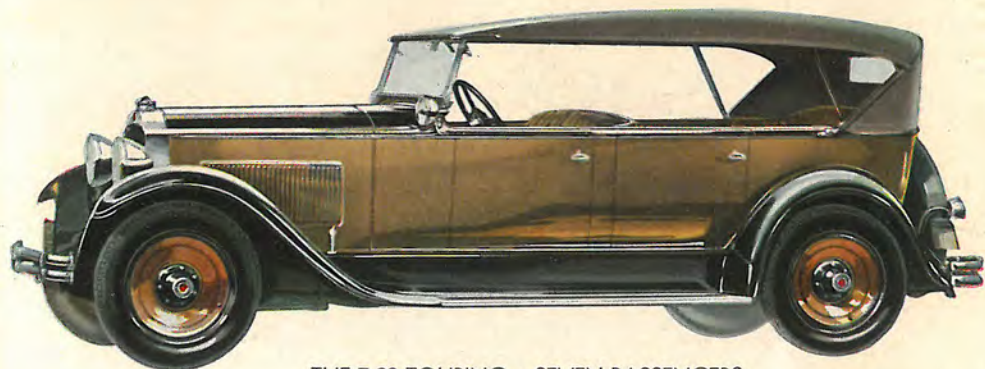
7-26

7-33

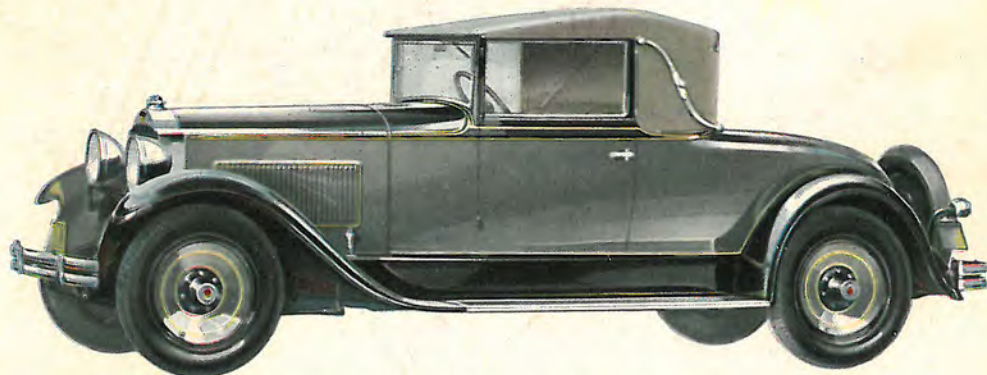
PackardInfo.com



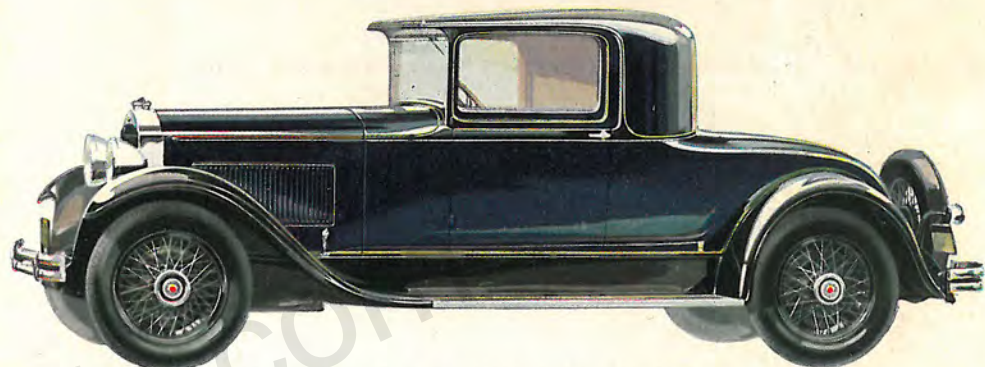
THE 7-33 ROADSTER • TWO OR FOUR PASSENGERS



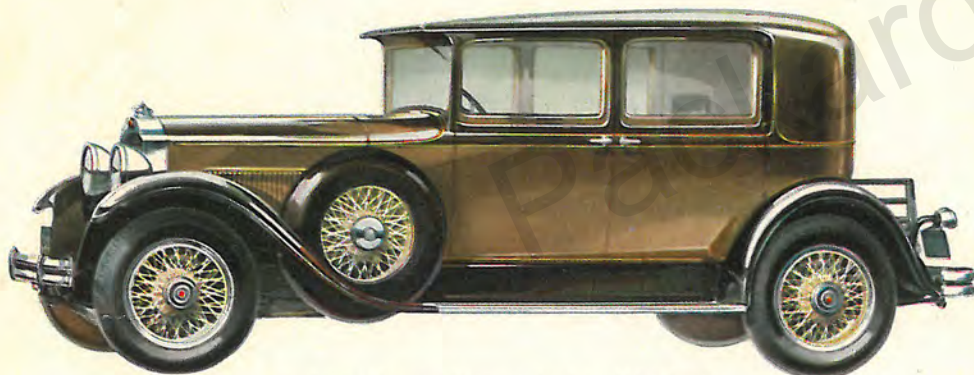
THE 7-33 TOURING • SEVEN PASSENGERS



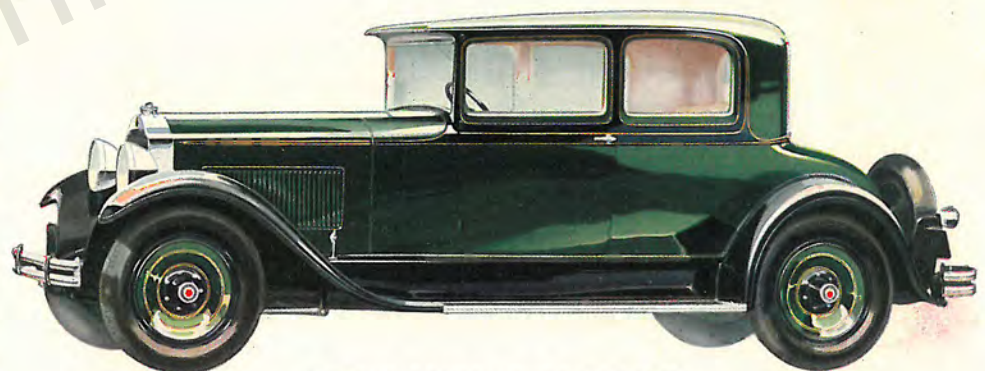
THE 7-33 CONVERTIBLE COUPE • TWO OR FOUR PASSENGERS



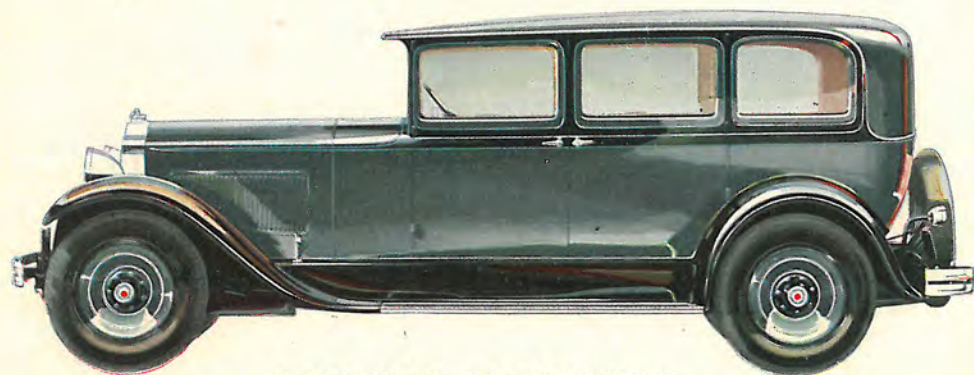
THE 7-33 COUPE • TWO OR FOUR PASSENGERS



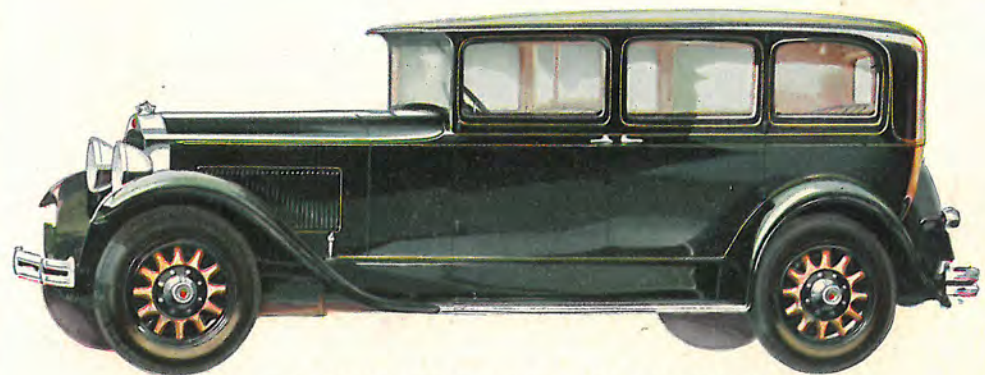
THE 7-33 CLUB SEDAN • FIVE PASSENGERS



THE 7-33 COUPE • FIVE PASSENGERS



THE 7-33 SEDAN • SEVEN PASSENGERS



THE 7-33 SEDAN-LIMOUSINE • SEVEN PASSENGERS



THE 7-33 SPORT PHAETON • FOUR PASSENGERS



THE 7-33 PHAETON • FOUR PASSENGERS

YOU ARE PAYING FOR A PACKARD—WHY NOT OWN ONE?

WHAT would you think of one who would buy a chair in a parlor car and then take a seat in a day coach? Yet that is the way thousands buy their motor cars. And this, in view of the absolute fact that anyone owning a car costing \$1200 to \$1500 or more can have a Packard at no extra cost over his present car ownership!

There are two reasons why this is true. First—after costs are not less because first cost was less. Second—a thing that costs twice as much costs no more if kept twice as long.

These are not mere statements. You can prove them by talking with Packard owners. You will find that they do not have to pay any more for gasoline, oil and tires than do owners of other cars. And that while license costs may vary a little, garage and repair costs are no more. Of course, it does cost a little more to insure a Packard—a few dollars a year. However, this is offset by the fact that it actually costs less to own a Packard as far as depreciation is concerned because it is kept much longer than other cars.

Country-wide records indicate that Packard owners keep their cars nearly twice as long as the lower priced cars traded in; and further, that two out of three who buy the

Packard Standard Eight give up other makes of cars. These facts, for they are facts, present the key to Packard ownership; so we repeat: YOU ARE PAYING FOR A PACKARD—WHY NOT OWN ONE?

Now we call your attention to today's new Packard car. Once more you see that the characteristic beauty of Packard lines has been preserved. And that the investments of those owning two, three and four-year-old cars have been protected. Refined and improved and possessing every worthwhile feature, today's cars do not disgrace yesterday's cars through radical and needless changes.

We cordially invite you to examine these new cars and then to ask for a demonstration under any conditions that your ownership could ever call for. You will find non-shatterable glass of true Packard quality, adjustable driver's seat, adjustable steering gear, a newly designed four-speed transmission and numerous other improvements in addition to such established features as the Packard Shock-Absorbing System and centralized lubrication. Then, also, the most luxurious, and the most completely furnished and finished bodies to be found in any similar priced line of motor cars—the whole providing truly Luxurious Transportation.



THE 7-26 SEDAN • FIVE PASSENGERS

A S K T H E M A N W H O O W N S O N E

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

SPECIFICATIONS

MOTOR—Eight cylinders cast in one block, L-head type; bore, $3\frac{1}{8}$ inches; stroke, 5 inches. Detachable cylinder head.

HORSEPOWER—S. A. E. rating, 32.5. Block test actually develops more than 90 horsepower.

IGNITION—Generator, storage battery and Packard-North East distributor.

STARTING SYSTEM—Packard-Dyneto starting motor.

LIGHTING SYSTEM—Seven-volt headlights with two-filament bulb, parking, reading, instrument board, tonneau or dome and combination tail, signal and backing lights. Current supplied to battery by Packard-Dyneto generator. Light control on steering wheel. Battery, 140-ampere-hour capacity.

CRANKSHAFT—Counterbalanced; nine main bearings.

COOLING SYSTEM—Five-gallon capacity with automatic thermostat to regulate temperature of water.

LUBRICATION—Chassis: pressure feed to 43 points requiring regular attention. Motor: filtered oil forced to all moving parts. Ventilated crankcase.

GASOLINE SYSTEM—Vacuum feed; 25-gallon capacity. Filtered before entering carburetor.

CLUTCH—Single dry plate; spring-cushioned drive.

TRANSMISSION—Four speeds forward and reverse, selective type.

FRAME—Pressed steel, 8 inches deep, with sturdy cross-channels and rigid torsion tubes to prevent frame weave.

SPRINGS—Semielliptic; metal covers.

BRAKES—Service: internal expanding, self-energizing, in 16-inch drums on front wheels and rear wheels. Parking: internal expanding on rear wheels, operated by hand lever.

WHEELS—Detachable steel disc wheels, five in number. Wood or wire wheels, side mounted if desired, at slight additional cost.

TIRES—6 inches x 20 inches (32 inches x 6 inches).

WHEELBASE—7-26 model, 127½ inches. 7-33 models, 134½ inches.

TURNING RADIUS—127½-inch wheelbase, 22 feet 3 inches. 134½-inch wheelbase, 23 feet 9 inches.

PAINTING—Open and enclosed models are offered in a broad selection of standard paint designs with striping to harmonize.

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STANDARD EQUIPMENT

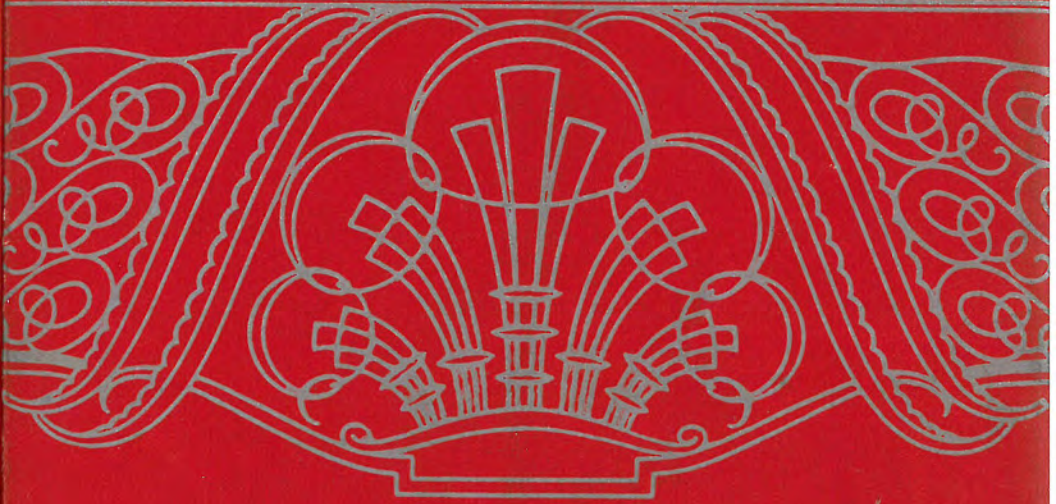
Electric starter, generator and storage battery. Speedometer and clock. Three-range electric headlight; combined tail, signal and backing light; reading light, instrument board and dome light or tonneau light. Spotlight on open cars. Roadster is equipped with a rear compartment and golf compartment light. Electric horn. One-ton jack and complete tool equipment. One extra wheel and rear extra wheel carrier with self-contained lock. Spare tire and tire cover are not included. Wheel-changing equipment. Hydraulic shock absorbers, front and rear. Motor thermometer, gasoline gauge on instrument board. Crankcase oil gauge. Bumpers, front and rear. Thermostatically controlled radiator shutters. Rear-view mirror. Automatic windshield cleaner. Non-shatterable glass all models except rear curtain window in open cars and curved partition in Limousine. Folding windshield all open cars. Carpets in both front and rear compartments all models. Adjustable driver's seat except Limousine. Tonneau cowl and windshield on Sport Phaeton. Metal spring covers on all models. Cigar lighter on instrument board. Ash tray on instrument board on all enclosed bodies. The Sedans, Sedan-Limousine and Five-Passenger Coupe have smoking and vanity cases set into the arm rests. In the Club Sedan they are recessed in the side wall. All enclosed cars have interior type sun visors.

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

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LUXURIOUS
TRANSPORTATION



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