



Packardine.com

9-15-33
Packard
1934-8

Presenting

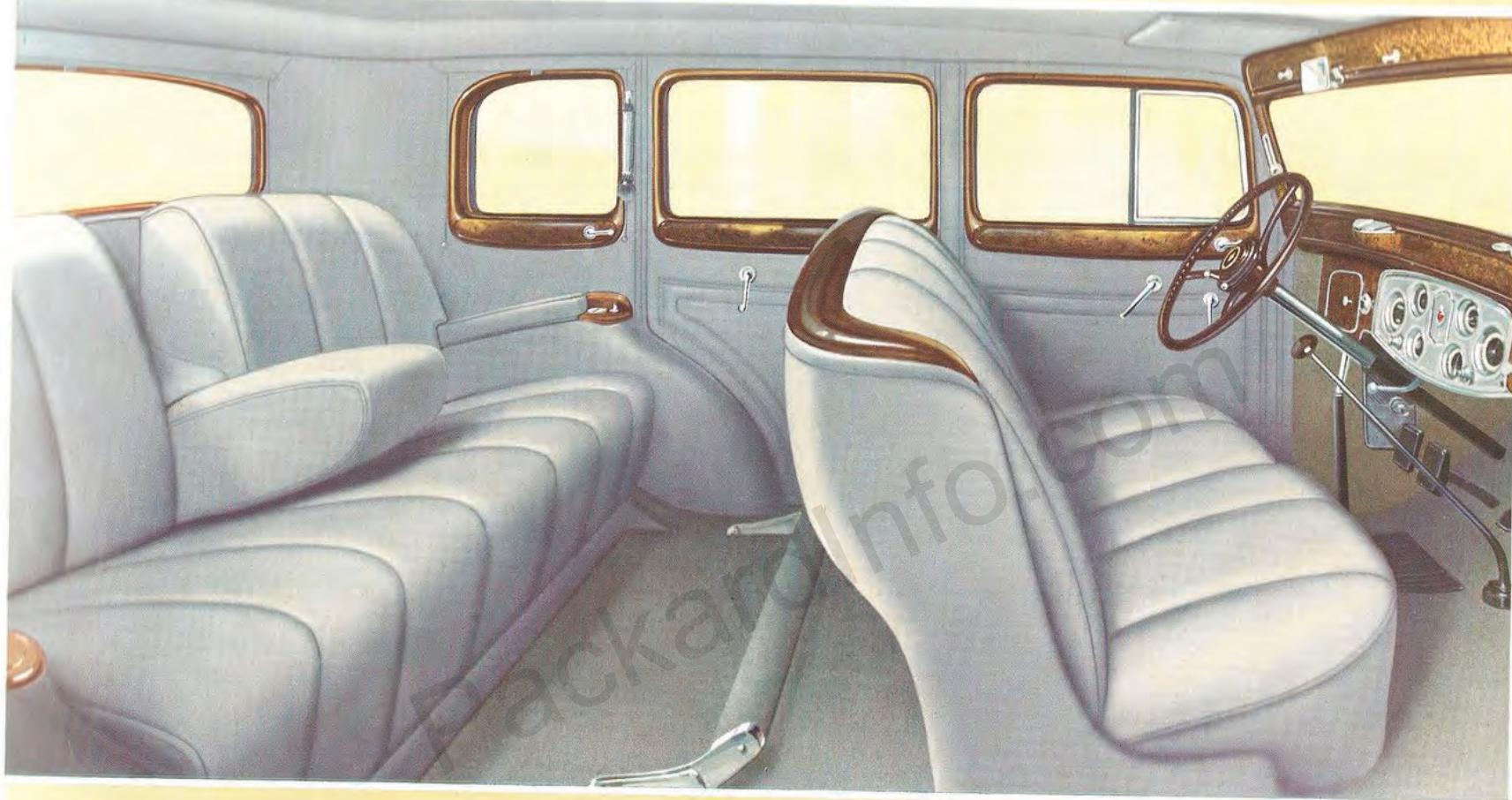
THE NEW PACKARD EIGHT

| 'T|H|E| | "Y|A|R|D|S|T|I|C|K|" | 'W|I|T|H| | 'W|H|I|C|H| | 'T|O| | 'M|E|A|S|U|R|E| | 'A|L|L| | 'F|I|N|E| | 'C|A|R| | 'V|A|L|U|E|S| |



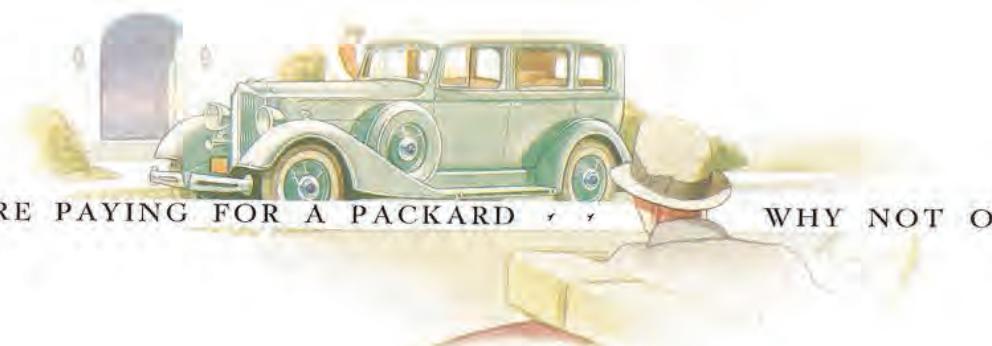
Ask The Man Who Owns One

THIRTEEN HANDSOME BODY TYPES — OPEN AND ENCLOSED



The Five-Passenger Sedan

A typical Packard Eight interior where beauty, luxury, comfort, convenience and safety are combined in a tasteful new design that assures long years of motoring enjoyment for passengers and driver alike.



YOU ARE PAYING FOR A PACKARD

WHY NOT OWN ONE?

*F*OR YEARS Packard has insisted that the purchase of a motor car in the Packard price class is a most important business transaction. Not only because of the money involved but also because of the penalties incurred in making any wrong choice. For that reason Packard believes it is also true of a motor car that "to marry in haste is to repent at leisure." Such an important purchase is something to be entered into on a sound investment basis utterly divorced from buying habit, friendship, prejudice and, certainly, from misinformation about cars deserving consideration.

Building on that groundwork Packard nearly ten years ago introduced the merchandising theory of: You Are Paying For A Packard —Why Not Own One? At first it was necessarily a theory but as people believed it and put it into application to the extent that the largest fine car clientele in the world is a Packard one, the promise became a proven fact in a short space of time.

It is also a fact that five years ago two out of every three people buying a Packard bought a fine car for the first time. These people accepted our merchandising theory and acted upon it. Now they have lived it through. Together with the rest of the Packard clientele

they may be approached not only on the basis of our third-of-a-century-old challenge to Ask The Man Who Owns One, but also with questions as to whether their Packard purchase was a wise investment and a sound business choice.

Their motoring experience which on the part of many has consisted of keeping their cars years longer than they ever expected, proves our Packard story true. If it is true with the cars these people bought —finest of fine cars though they were at the time—it is even truer with the new Packard cars of today. Challenged by their splendid predecessors, these 1934 models nevertheless meet and beat the challenge to the point where their many improvements literally earn for them the title of being the "yardstick" by which to measure all other fine car values of the past or present.

On the following pages we present these cars. Also, for the first time in any automotive catalog, we portray a playlet in which we ask *you* to act the leading role. No matter your name, just imagine yourself the Mr. Colby of the scenario that follows and for the few minutes it takes, live through the eight episodes in the cost of car ownership. Doubtless you will be as pleasantly surprised at the conclusion as Mr. Colby!



T|H|E| + | " " Y|A|R|D|S|T|I|C|K| " " | W|I|T|H| + | W|H|I|C|H| + | T|O| + | M|E|A|S|U|R|E| + | A|L|L| + | F|I|N|E| + | C|A|R| + | V|A|L|U|E|S| + |

The PACKARD EIGHT

Sedan for five passengers

Shown in one of the numerous color combinations, "A", a two-tone treatment of Gunmetal Deep Pearlite and Gunmetal Light Pearlite with a Flake Whitestripe.

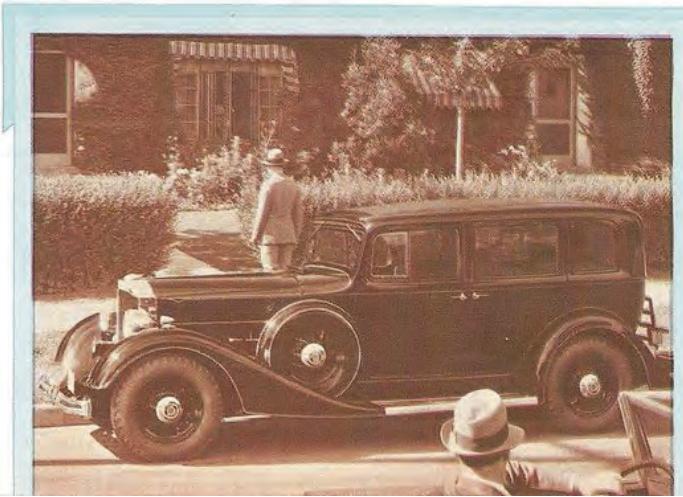


"Look, Tom, what this Packard booklet says: 'You Are Paying For a Packard—Why Not Own One?' Clara Moore told me yesterday that five years of owning a Packard proved it true in their case. Let's meet at noon in the Packard store and find out for ourselves."



' | 'T|H|E| | " | "Y|A|R|D|S|T|I|C|K| " | | W|I|T|H| | 'W|H|I|C|H| | | T|O| | | M|E|A|S|U|R|E| | | A|L|L| | | F|I|N|E| | | C|A|R| | | V|A|L|U|E|S| |

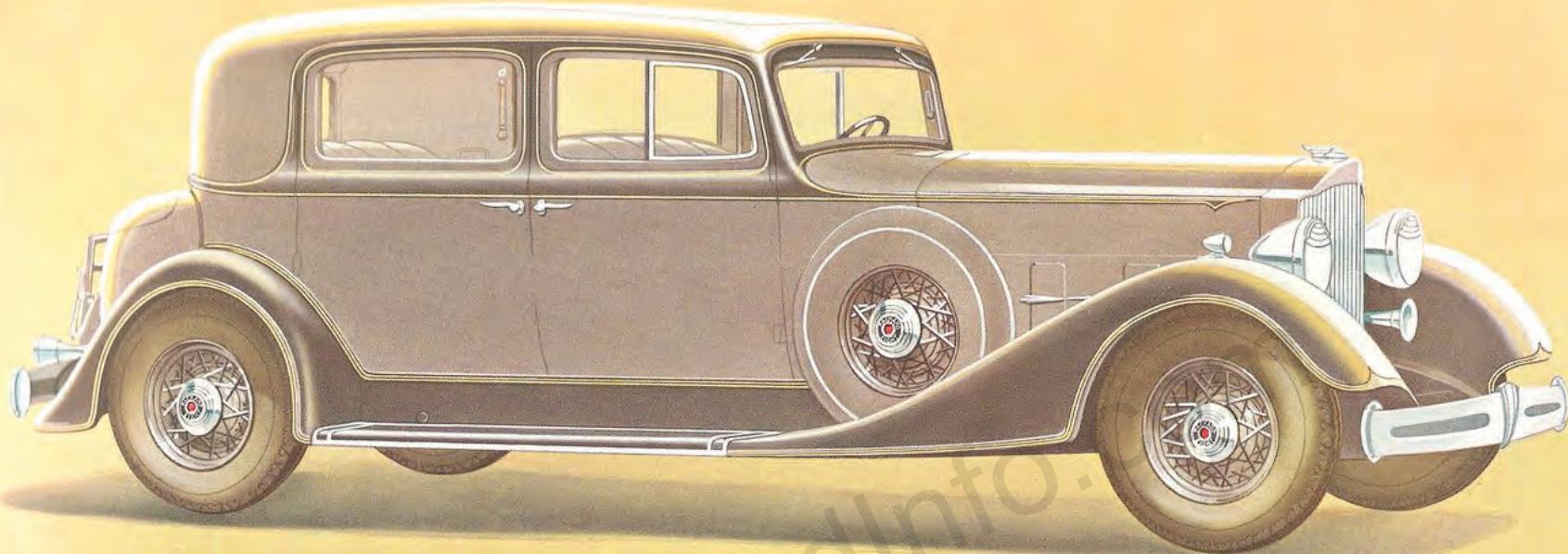
"There's one of the new Packards now. It certainly is a beautiful car but it looks like too much money for me. However, Mary won't be satisfied until she checks Clara's story and since I'm on my way to meet her at the Packard place, I'll know for myself pretty soon."



The PACKARD EIGHT

*Sedan for five passengers
(long wheelbase)*

Shown in one of the numerous color combinations, "D", an all-over treatment of Shirvan Green striped in Gold Bronze.



T|H|E| + | " | Y|A|R|D|S|T|I|C|K| " | | W|I|T|H| | | W|H|I|C|H| | | T|O| | | M|E|A|S|U|R|E| | | A|L|L| | | F|I|N|E| | | C|A|R| | | V|A|L|U|E|S| | |

The PACKARD EIGHT Club Sedan for five passengers

Shown in one of the numerous color combinations, "M", a two-tone treatment of Columbian Beige Polychromatic trimmed in Brazilian Beige Polychromatic with a Sunset Tan stripe.



"You do me a favor, Mr. Colby, by inviting me to demonstrate the facts concerning motoring costs. No matter the car you now own, there are running against it the eight charges listed here. To understand them better let's visit the point where each originates."



| | | T H E | | " Y A R D S T I C K " | | W I T H | | W H I C H | | T O | | M E A S U R E | | A L L | | F I N E | | C A R | | V A L U E S |

"Any car the world over must bear a set of license plates and we have seen that here in Michigan licensing a Packard is actually no more than licensing the cheaper car you now drive. This proves at the start that after costs are not less just because first cost is less."



The PACKARD EIGHT

Sedan for seven passengers

Shown in one of the numerous color combinations, "B", an all-over treatment of Packard Blue with Gold Bronze stripe.



'T|H|E| | " " Y|A|R|D|S|T|I|C|K| " " | W|I|T|H| | W|H|I|C|H| | T|O| | M|E|A|S|U|R|E| | A|L|L| | F|I|N|E| | C|A|R| | V|A|L|U|E|S| | |

The PACKARD EIGHT

Formal Sedan

for seven passengers

Shown in one of the numerous color combinations, "F", an all-over Bruce Blue Pearlite with a stripe in Old Ivory.



"Every thoughtful motorist buys insurance and comparison proves that Packard safety features reduce risk. Fire, theft and the usual public liability, property damage and collision insurance total only about a cent and a half a day more on a new Packard."



| T|H|E| | "Y|A|R|D|S|T|I|C|K| | | W|I|T|H| | W|H|I|C|H| | T|O| | M|E|A|S|U|R|E| | A|L|L| | F|I|N|E| | C|A|R| | V|A|L|U|E|S| |

"The third cost of car ownership is Garage and in this typical neighborhood garage I'm going to show you that they charge no more for storage just because the first cost of a Packard is a little higher. Space is space, you know, and rates for all cars are the same."



The PACKARD EIGHT

Limousine for seven passengers

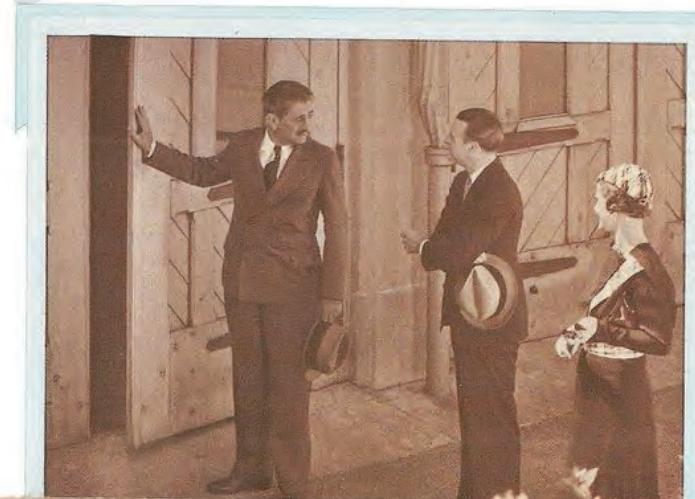
Show in one of the numerous color combinations, "X", an all-over treatment of Lignum-vitae Black with a Straw stripe.



T H E | " Y A R D S T I C K " | W I T H | W H I C H | T O | M E A S U R E | A L L | F I N E | C A R | V A L U E S | |

The PACKARD EIGHT Coupe for five passengers

Shown in one of the numerous color combinations, "X", a two-tone treatment of Mt. Vernon Gray, Roanoke Gray and Packard Red with Packard Red stripe.

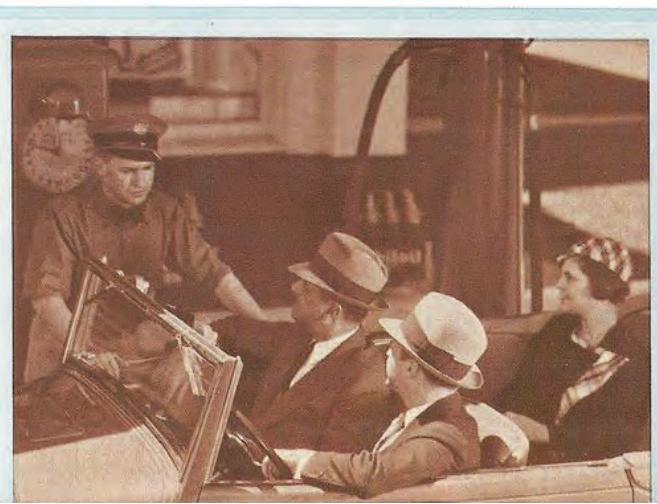


"Owning your own garage and storing your car there at night means that it will cost you no more to house a Packard in it. Wouldn't a new Packard look fine in there, Mr. Colby? It would fit in just as easily as the old car you've been driving years longer than you want."



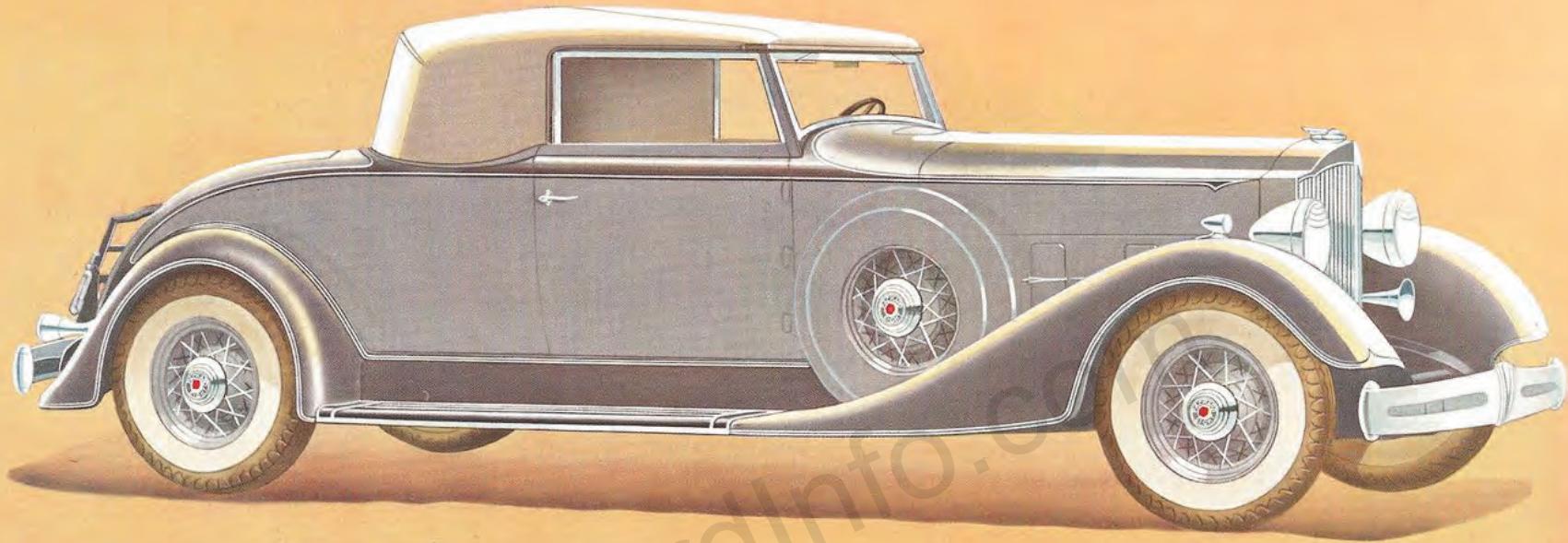
| 'T|H|E| | " " | Y|A|R|D|S|T|I|C|K| " " | | W|I|T|H| | 'W|H|I|C|H| | T|O| | M|E|A|S|U|R|E| | | A|L|L| | F|I|N|E| | C|A|R| | V|A|L|U|E|S| | |

"*You* heard the attendant say that gasoline costs the same per gallon for all cars, so any advantage one car has over another must come in the mileage. The new Packard rightfully claims advantage with automatic choke, high thermal efficiency and down-draft carburetor."



The PACKARD EIGHT Coupe for two or four passengers

Shown in one of the numerous color combinations, "E", an all-over treatment of Grayling Green Pearlite, a semi-luminous finish, with a Tokio Ivory stripe.

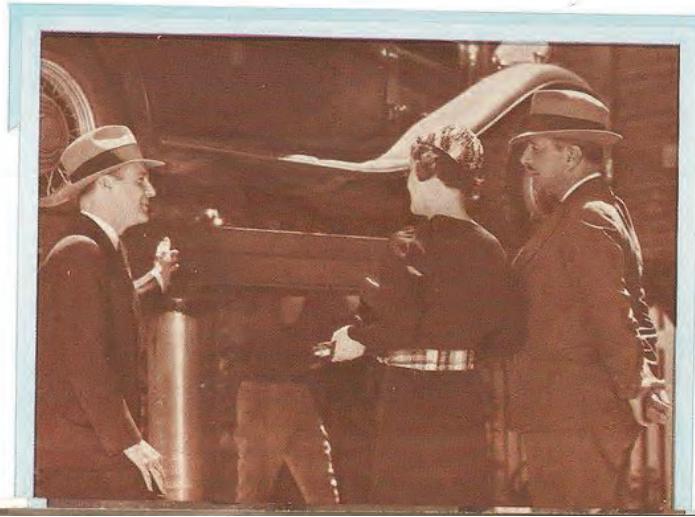


| | 'T|H|E| | " " | Y|A|R|D|S|T|I|C|K| " " | | W|I|T|H| | W|H|I|C|H| | T|O| | M|E|A|S|U|R|E| | A|L|L| | F|I|N|E| | C|A|R| | V|A|L|U|E|S|

The PACKARD EIGHT Coupe-Roadster

for two or four passengers

Shown in one of the numerous color combinations, "Y", a two-tone treatment of Storm Cloud Gray and Silver Fox Gray with a Sea Shell Gray stripe.



"Oil too costs the same per quart regardless of which car it goes into, and oil changes are made about as frequently for one as another. But the modern engineering of the new Packard calls for less oil at one filling and its automatic chassis lubrication furthers economy."



| 'T|H|E| | "Y|A|R|D|S|T|I|C|K|" | 'W|I|T|H| | 'W|H|I|C|H| | 'T|O| | 'M|E|A|S|U|R|E| | 'A|L|L| | 'F|I|N|E| | 'C|A|R| | 'V|A|L|U|E|S| |

"Nails and tacks play no favorites among new or worn tires and every car owner must buy a spare. One for a new Packard costs the same as that on the back of your present car, for the size is the same and wear will be no greater since the Packard carries no excess weight."



*The PACKARD EIGHT
Convertible Victoria
for five passengers*

Shown in one of the numerous color combinations, "C", a two-tone treatment of Lignum-vitae Black and Roosevelt Maroon with a Vermilion stripe.



T H E | " Y A R D S T I C K " | W I T H | W H I C H | T O | M E A S U R E | A L L | F I N E | C A R | V A L U E S |

The PACKARD EIGHT

Convertible Sedan

for five passengers

Shown in one of the numerous color combinations, "F", an all-over treatment of Bruce Blue Pearlite in a lustrous finish with a stripe of Old Ivory.

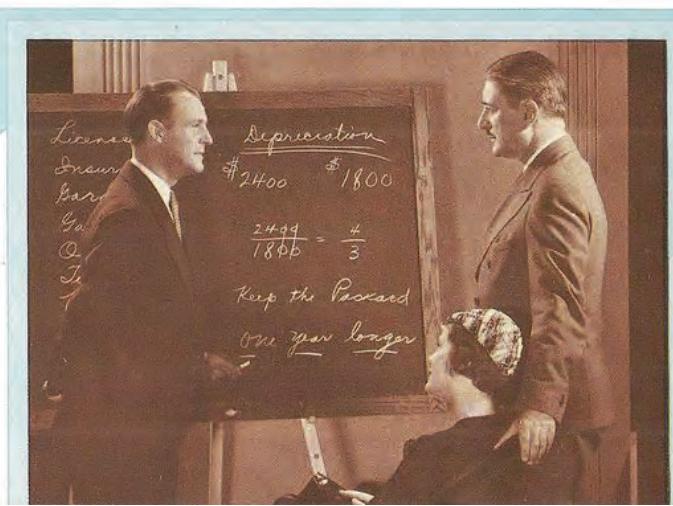


"As Service Manager I have found that a thing built well from quality materials lasts longer and costs less for repairs than a shorter lived and lower priced article. That's why the Packard factory shipped but \$13.54 worth of parts for each Packard in service last year."



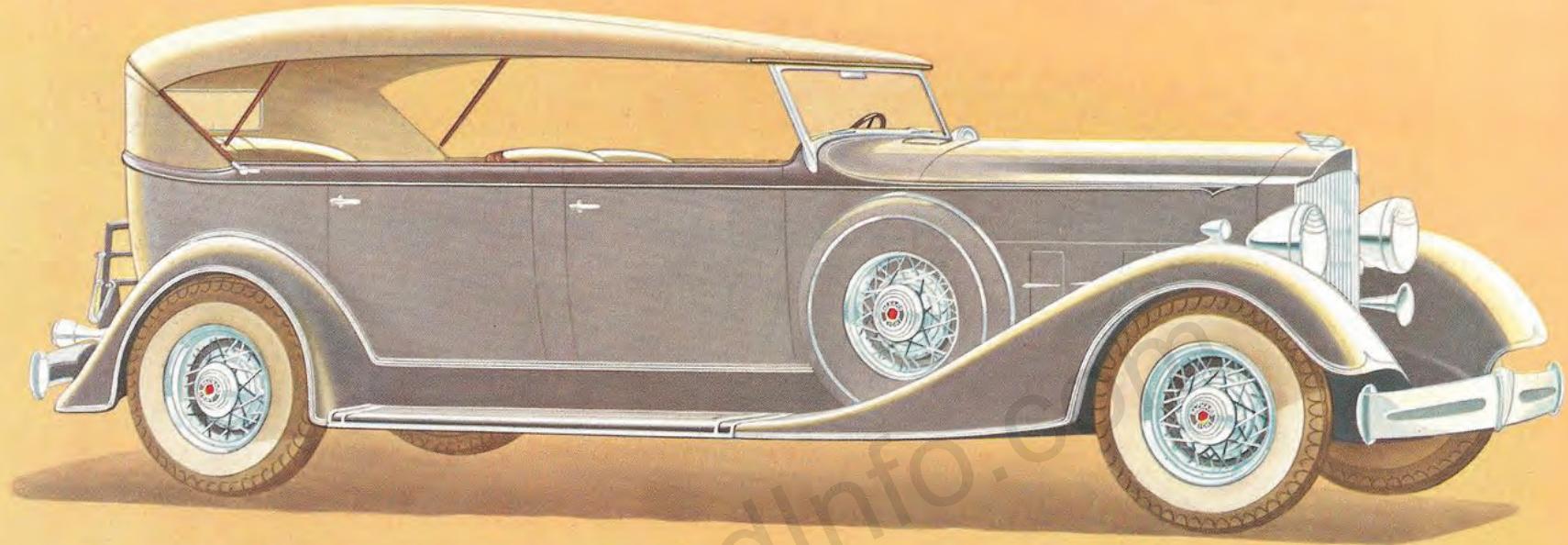
| 'T|H|E| | "Y|A|R|D|S|T|I|C|K|" | 'W|I|T|H| | 'W|H|I|C|H| | 'T|O| | 'M|E|A|S|U|R|E| | 'A|L|L| | 'F|I|N|E| | 'C|A|R| | 'V|A|L|U|E|S| |

"*Mr. Colby*, depreciation balances out when the car of higher first cost is kept proportionately longer. Thanks to the undying style of the Packard, its quality materials, its long lived comfort and safety, you can enjoy it over the longer period at no sacrifice in after costs."



The PACKARD EIGHT Phaeton for four passengers

Show in one of the numerous color combinations, "M", a two-tone treatment of Columbian Beige Polychromatic trimmed in Brazilian Beige Polychromatic with a Sunset Tan stripe.

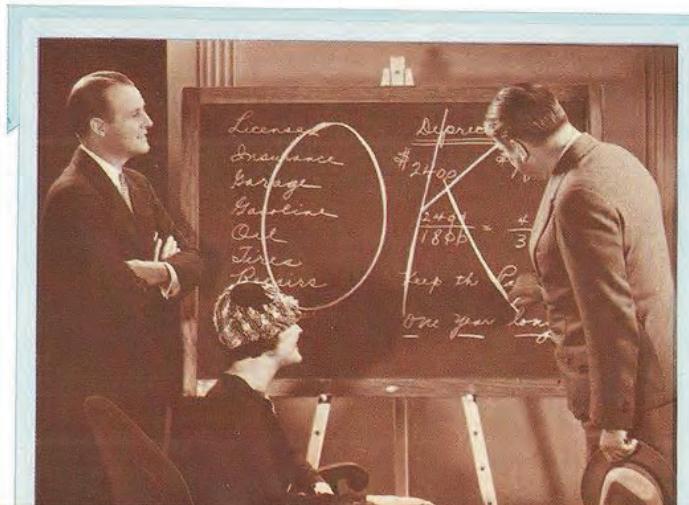


THE "YEAR'S HIGH MEASURE" | THE HIGHLIGHTS OF THE PAST YEAR

The PACKARD EIGHT Touring Car

for seven passengers

Shown in one of the numerous color combinations, "A", a two-tone treatment of Gunmetal Deep Pearlite and Gunmetal Light Pearlite striped in Flake White.



"Okay, Mary, this applies to us as to the Moores. I never realized how pennywise we've been in our lesser expenditures such as in clothing, and how pound-foolish in our more important purchases. We surely have been paying for a Packard without having one!"



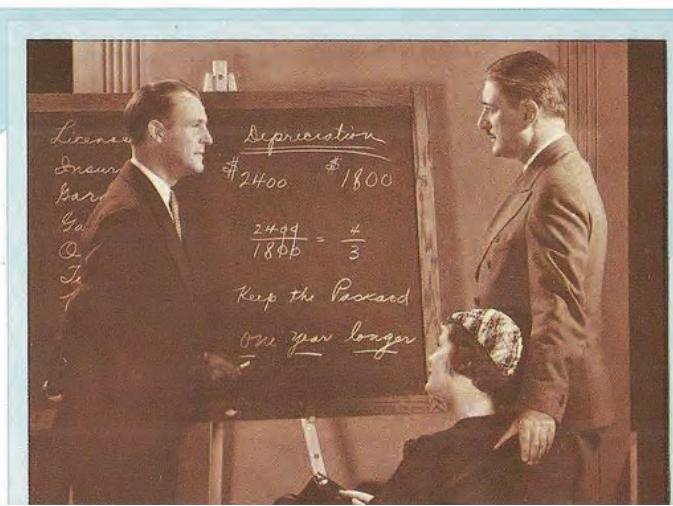
THE best introduction to the mechanical features of the new Packard Eight logically comes behind its wheel. Here, through operating controls handily grouped in attractive settings, you are well placed to sense the quick start, swift acceleration, brilliant performance, velvety power flow and speedy stop of this great car. Truly, its motor and chassis match in their mechanical excellence the artistry of exterior design and beauty of interior treatment. Too long a list to enumerate in detail here, just a few of its many engineering advances nevertheless indicate the complete mechanical thoroughness of the car. Even longer motor life is guaranteed by a

full flow oil filter and oil temperature regulator that cools the engine oil in summer and warms it in winter. Even easier steering is assured by a new design of steering gear that facilitates parking and handling the car under all driving conditions. And even quieter car operation is secured by a new type of muffler with tail pipe acoustically tuned to the proper silence level. Your introduction at the wheel will reveal these and many more mechanical advantages that the words and pictures on the following pages can but suggest. When may we meet you, then, with a demonstrating car to have you in turn meet and know better the engineering that is Packard?



| 'T|H|E| | "Y|A|R|D|S|T|I|C|K|" | 'W|I|T|H| | 'W|H|I|C|H| | 'T|O| | 'M|E|A|S|U|R|E| | 'A|L|L| | 'F|I|N|E| | 'C|A|R| | 'V|A|L|U|E|S| |

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The PACKARD EIGHT Phaeton for four passengers

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