

THE GATEWAY



TO OWNERSHIP

A CATALOG
OF THE NEW
PACKARD EIGHT

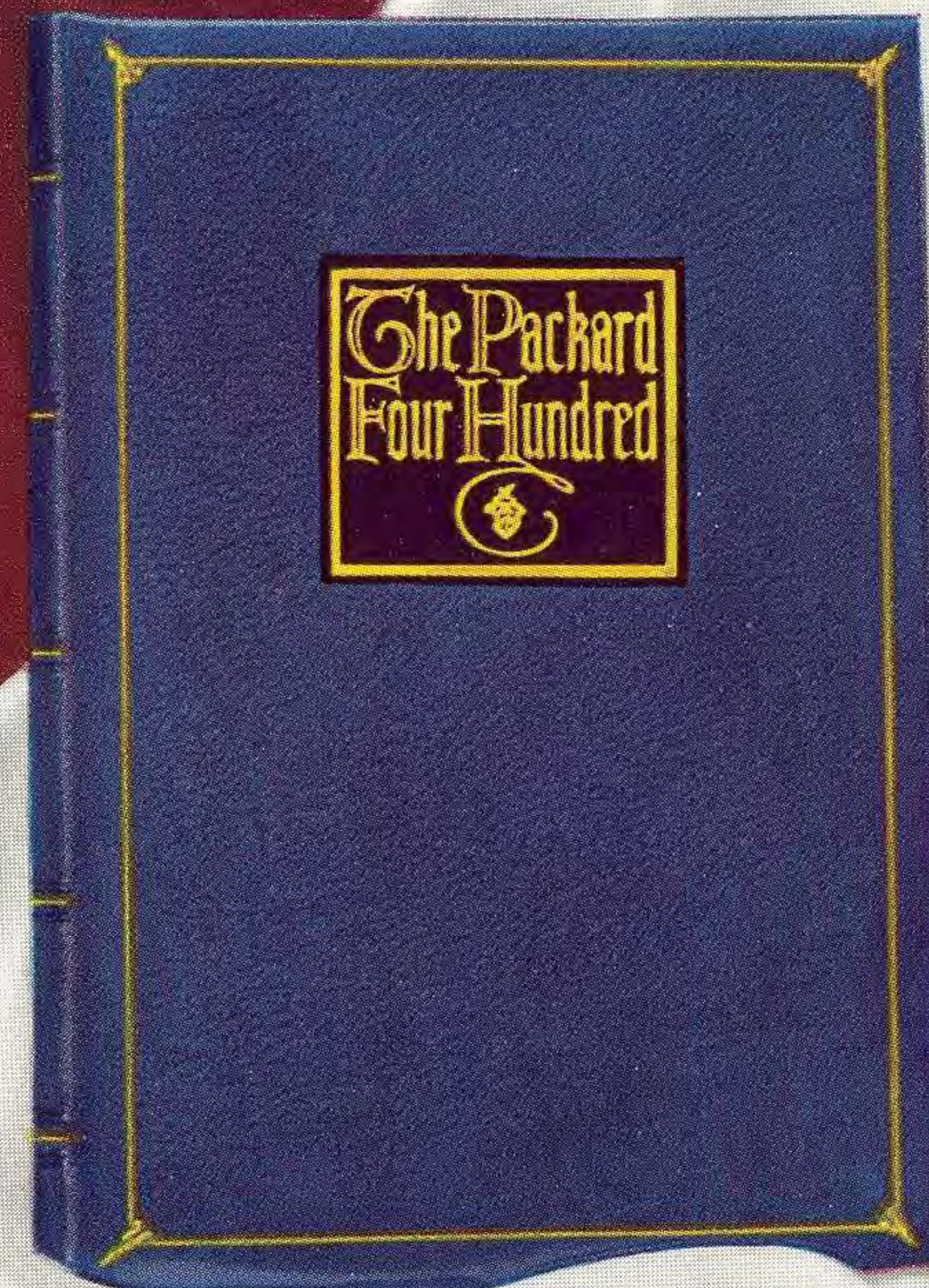
THE GATEWAY TO OWNERSHIP



A CATALOG OF THE NEW PACKARD EIGHT

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One of Packard's
most treasured possessions
is this roster of nearly a
thousand distinguished
families who have owned
Packard cars continuous-
ly for twenty-one years
or more



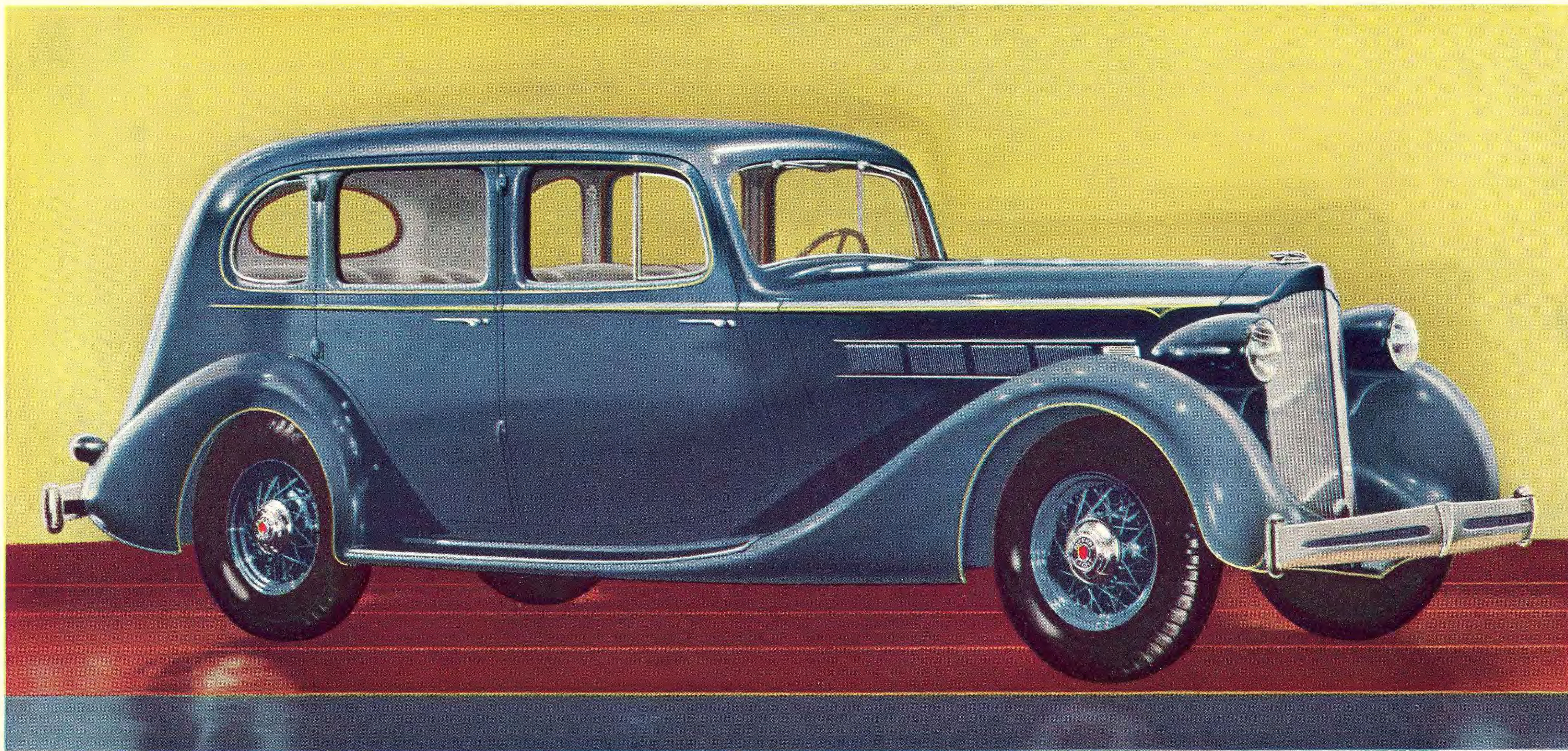
The strongest testimonial ever paid a motor car ~ one literally ACTED through years of continuous ownership

THE NEW PACKARD EIGHT

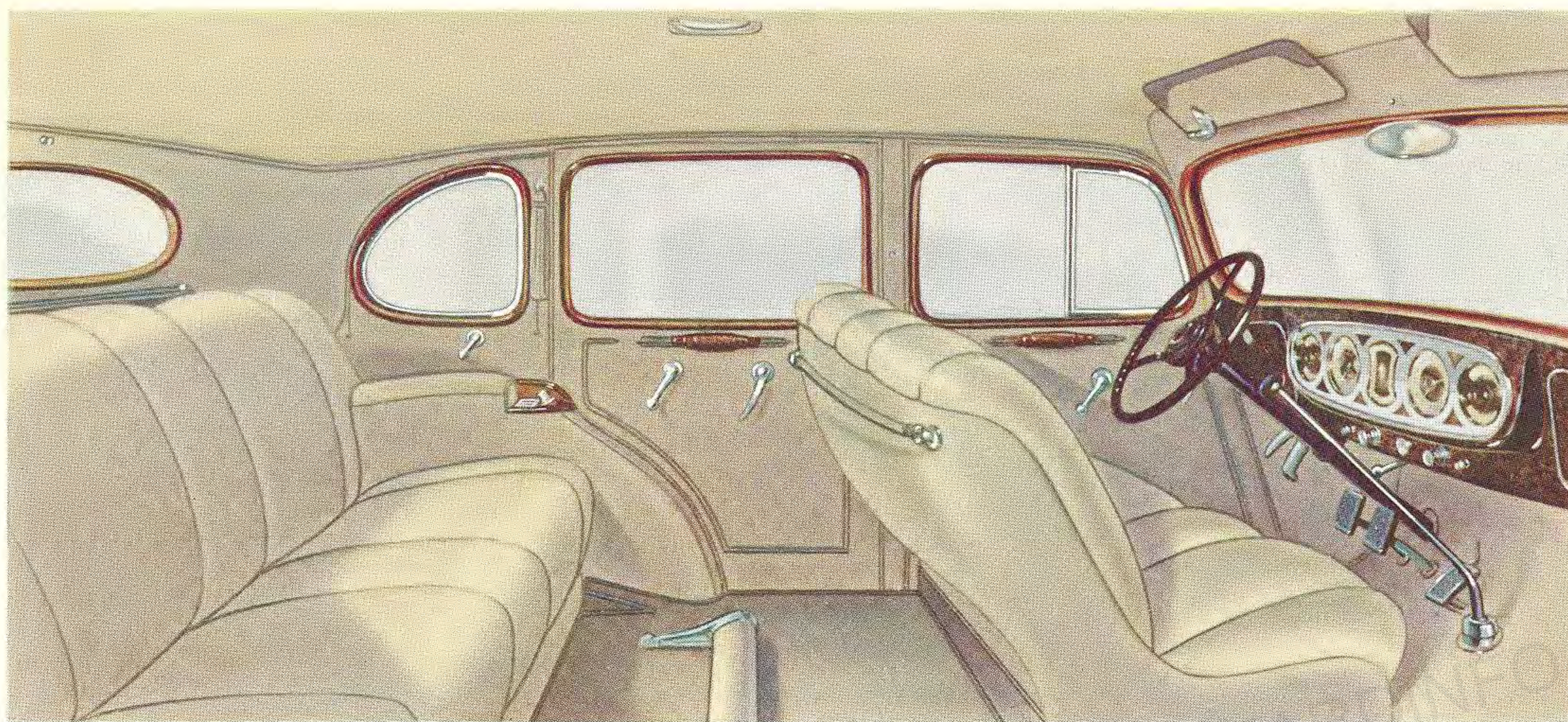


*P*ROUD as Packard is of having long sold in foreign lands twice as many cars as any other American fine car maker, Packard is even prouder of its record at home. Despite the fact that in the early days but few fine cars were sold—and those mostly to older people—Packard has accumulated an acceptance magnificently expressed in a roster of *nearly a thousand distinguished families who have owned Packard cars continuously for 21 years or more!* Literally skilled in the art of fine living, these famous patrons have made Packard an intimate part of their daily lives for more than a generation, from christenings to weddings. Such acceptance offers the strongest testimonial ever paid a motor car. Instead of being a written one, it is one actually lived through years of continuous ownership. Though like may draw like, it is not alone the prestige of driving a Packard car that has led thousands into its ownership. Its enduring style, mechanical

excellence and luxurious comfort make its possession a lasting joy. In the new Packard Eight, Packard now offers increased degrees of these age-old characteristics. Each model presents new sculptured beauty—new mechanical perfection in motor and chassis—new luxury and comfort in body and fittings. On the pages that follow we show these cars, together with close-ups of their refinements and improvements. Gracing the pages, too, it is our privilege to reproduce a few of the thousand-odd gateways that have seen Packard cars come and go for 21 years or more. And just as these gates have swung wide on many a Packard, you too can open your own gateway to Packard ownership. Your Packard dealer holds a helpful key: a ride in the new Packard Eight model of your choosing, an appraisal of your present car and an explanation of the sound policy of paying a little more—enjoying a little longer.



The SEDAN for Five Passengers . . . Wheelbase, 127 inches



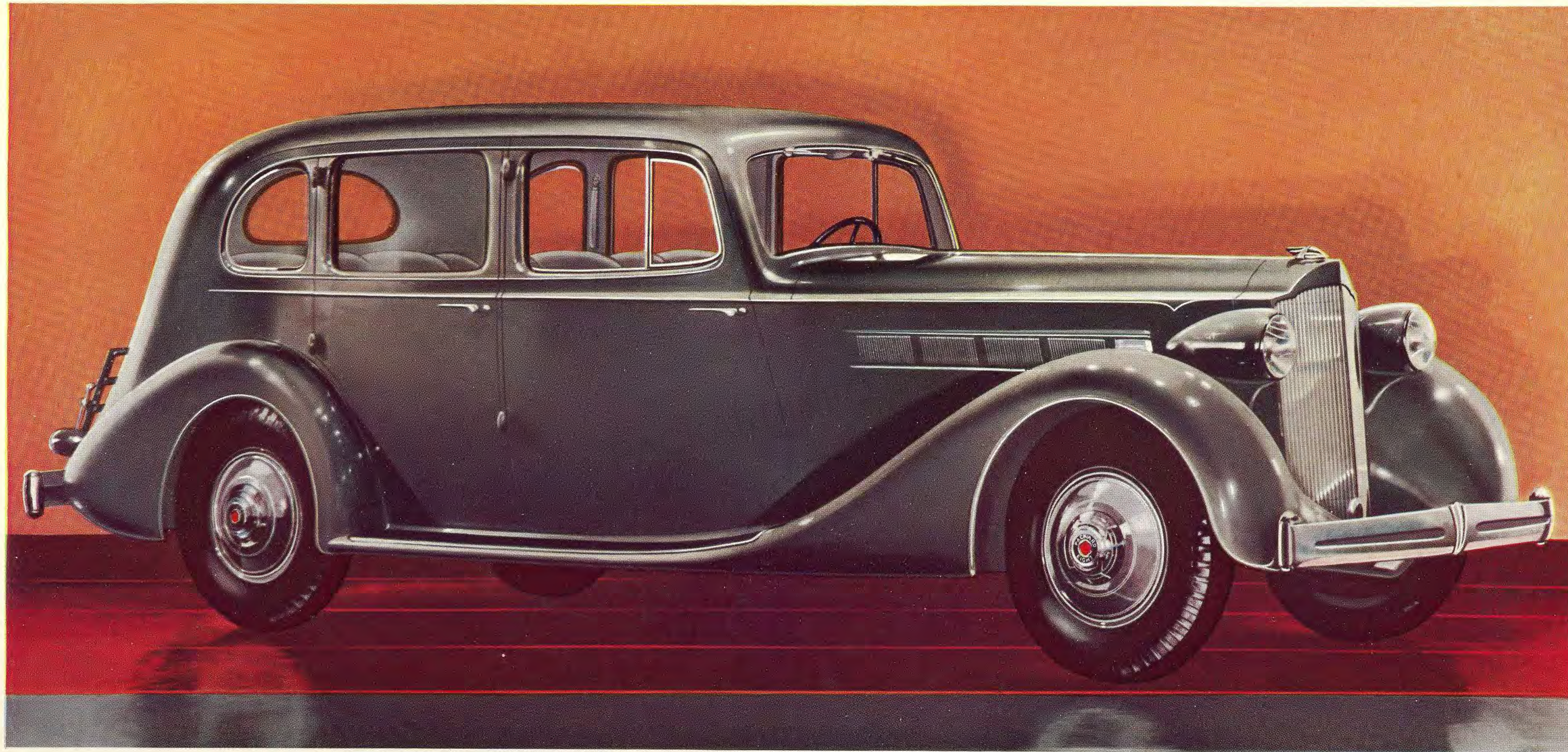
Packard designers now present the roomiest standard bodies built. Practically all dimensions have been increased to give the riding and driving comfort that comes only with uncrowded room.



*One of the
Twenty-One-Year-Old
Packard Gateways*



*—that of W. K. JEWETT
Pasadena*

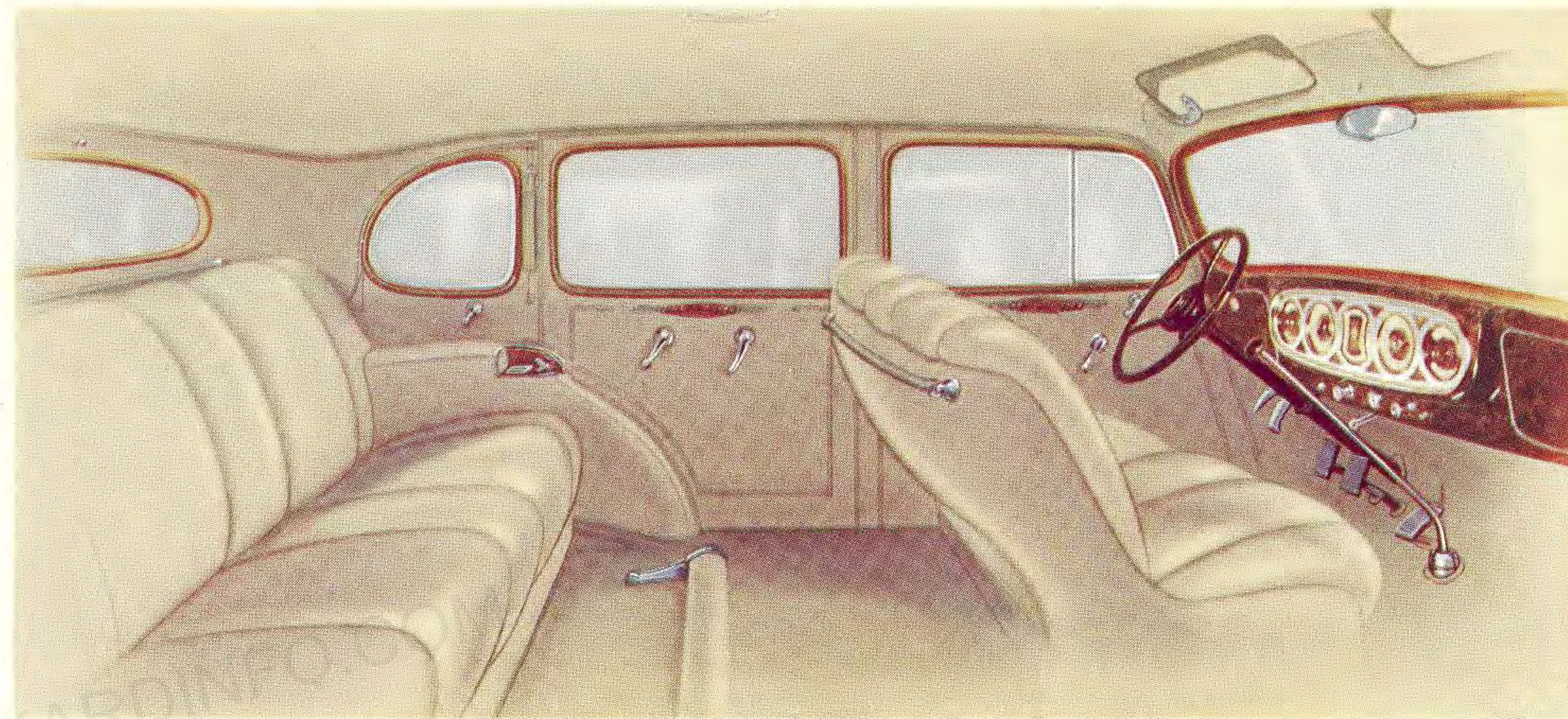


The SEDAN for Five Passengers . . . Wheelbase, 134 inches

*Another
Twenty-One-Year-Old
Packard Gateway*

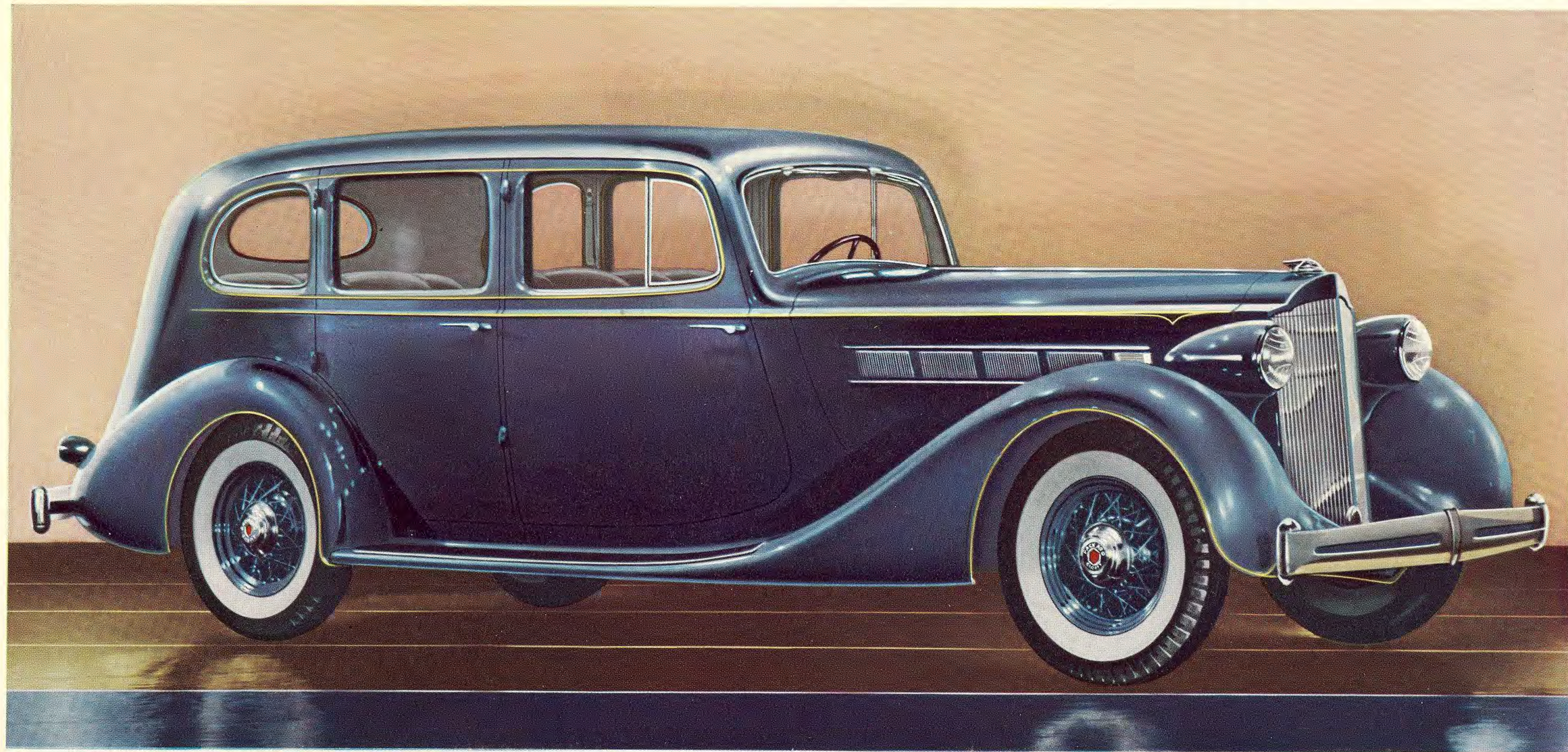


*—that of T. B. WILCOX
Portland*

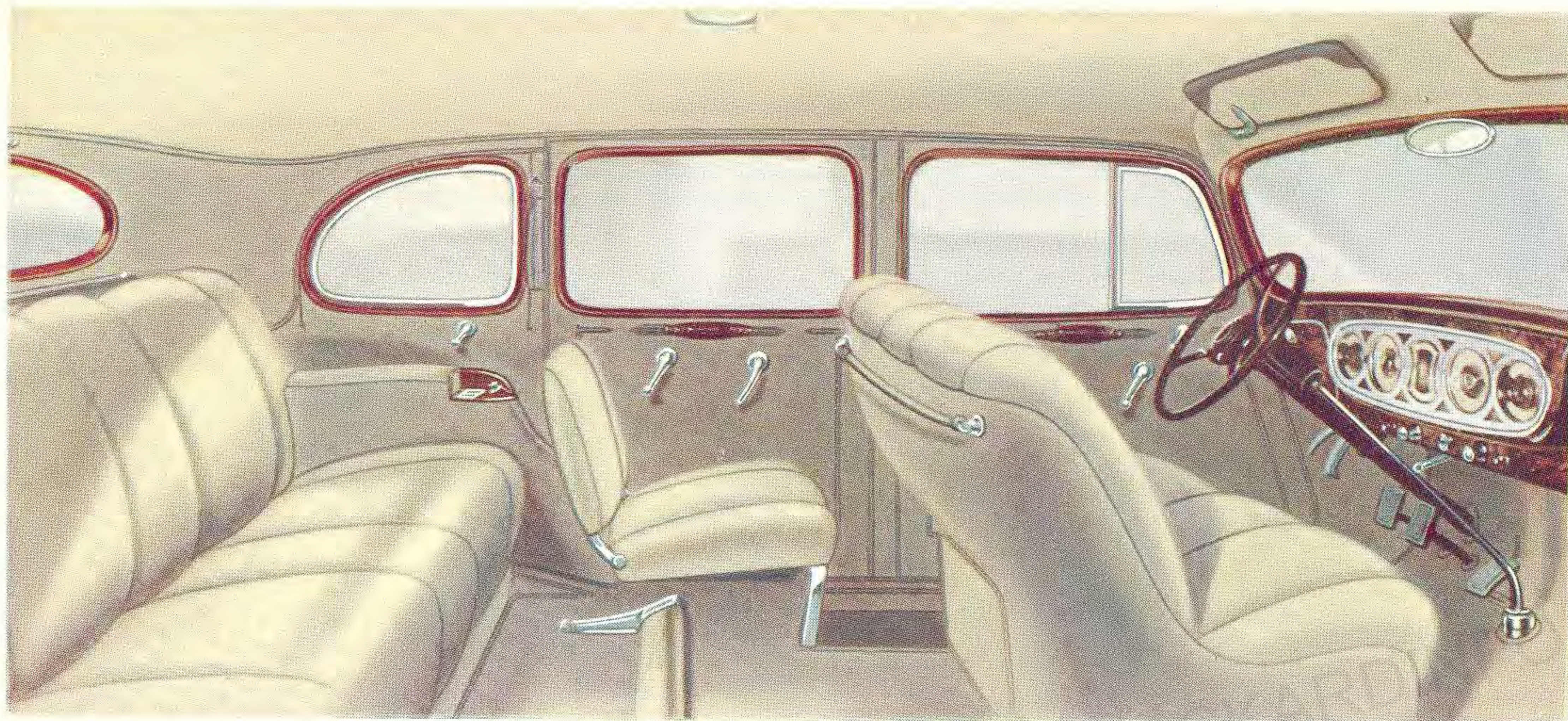


Both windshield and windows have greater visibility. The result is ease for the driver in watching overhead signal lights and pleasure for the passengers in observing scenic views.





The SEDAN for Seven Passengers . . . Wheelbase, 139 inches



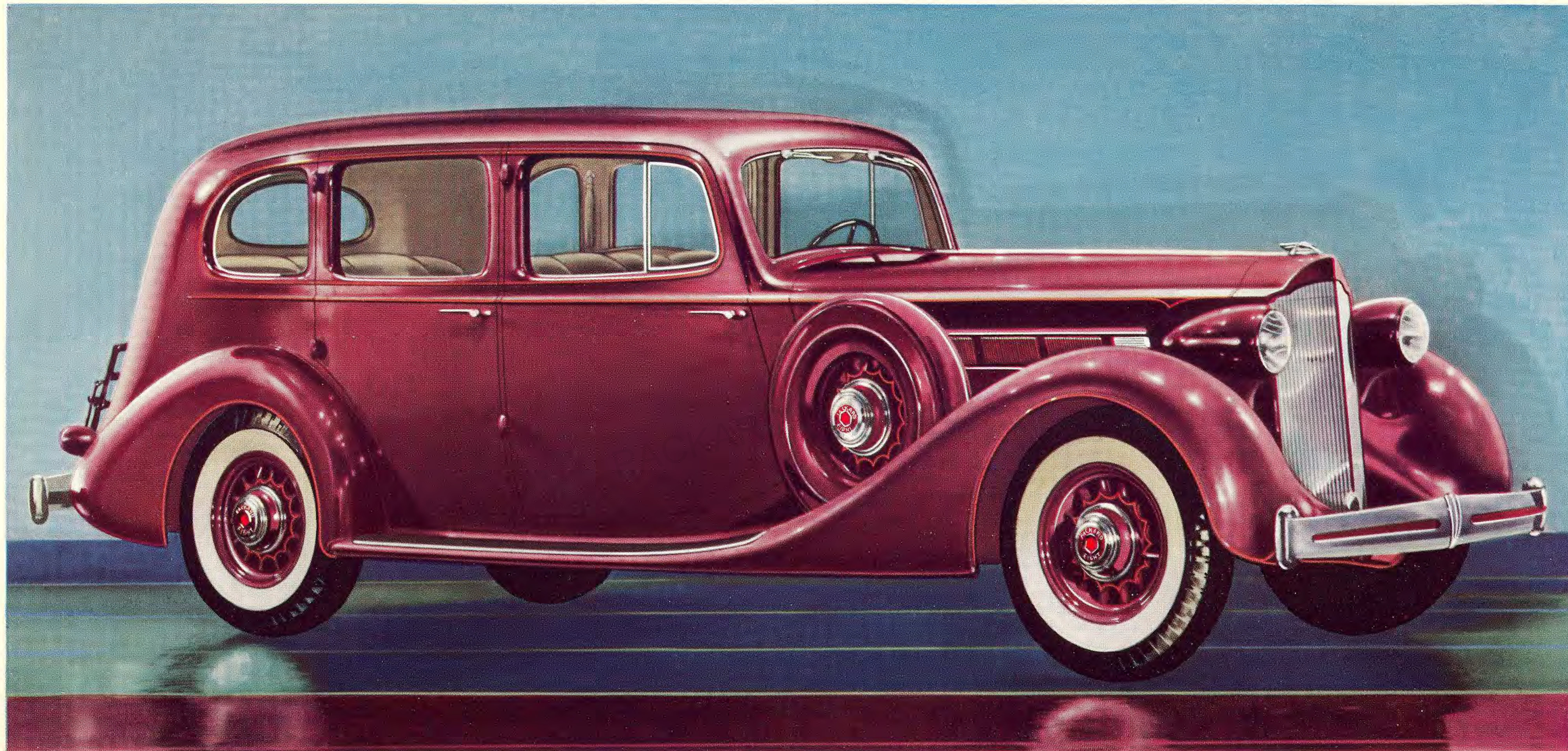
All interiors offer a pleasingly smooth appearance. Auxiliary seats fit snugly into the back of the front seat, window curtains are concealed and even the robe rail is deftly hand tailored.



*Another
Twenty-One-Year-Old
Packard Gateway*



*—that of A. R. ROGERS
Minneapolis*

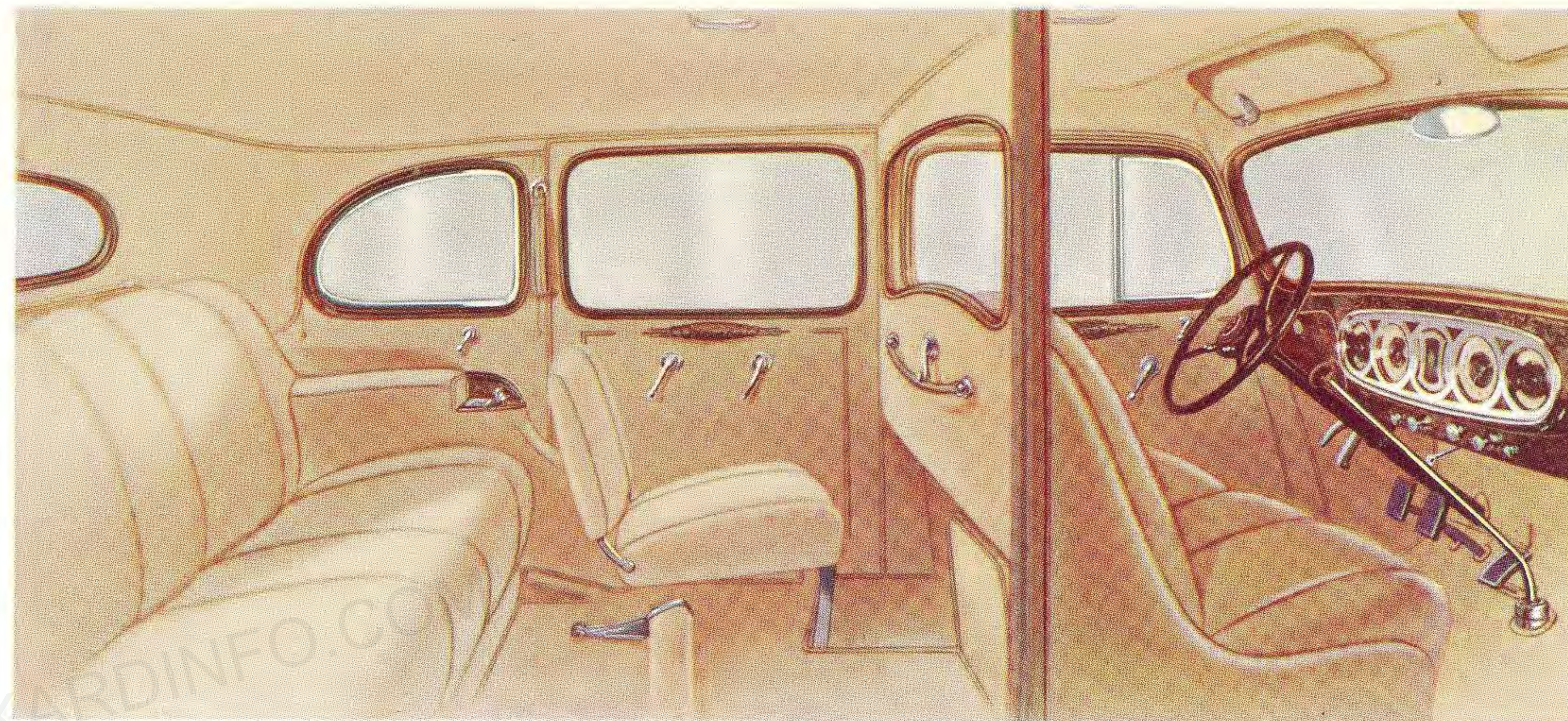


The LIMOUSINE for Seven Passengers . . . Wheelbase, 139 inches

*Another
Twenty-One-Year-Old
Packard Gateway*

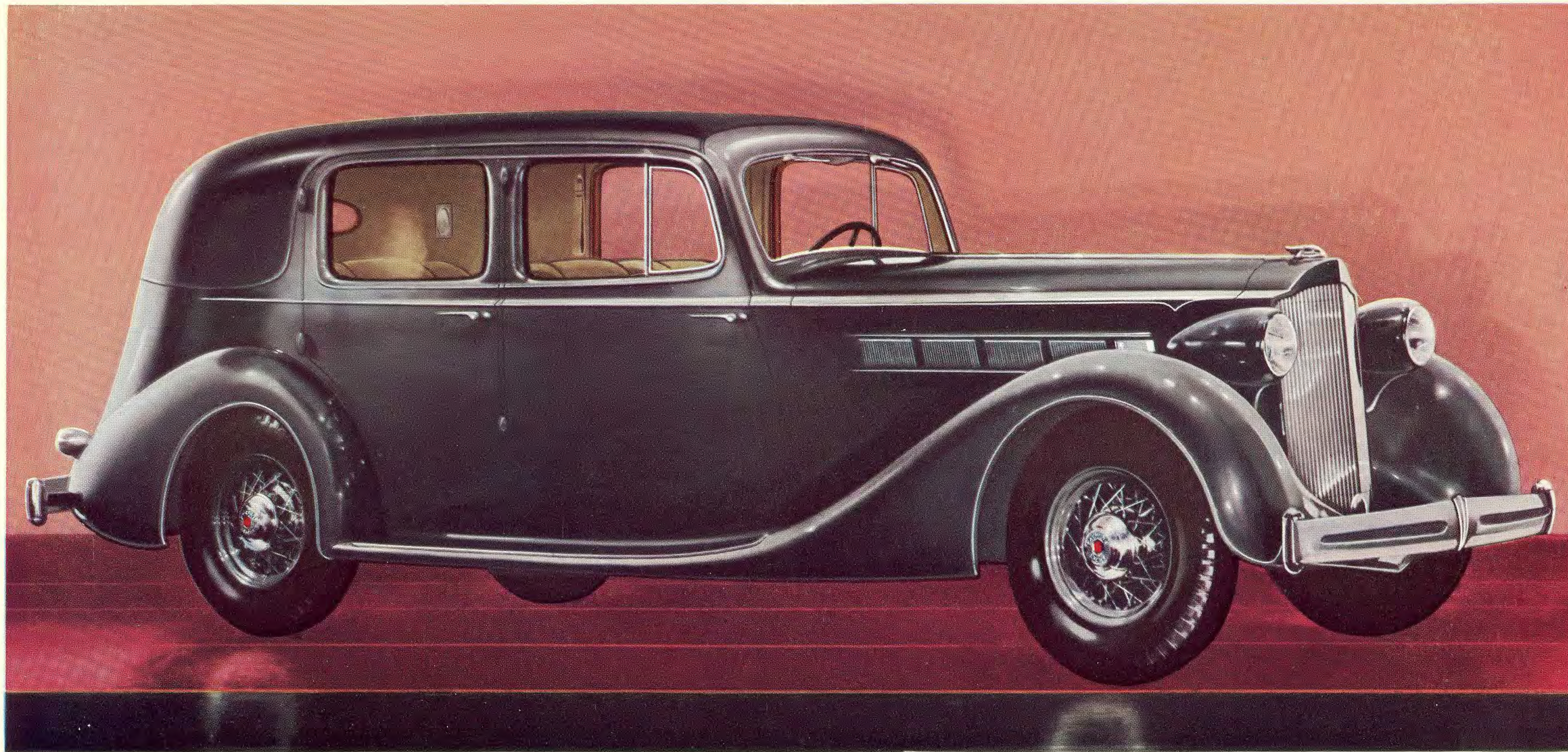


*—that of JAMES C. YOUNGLOVE
Glencoe*

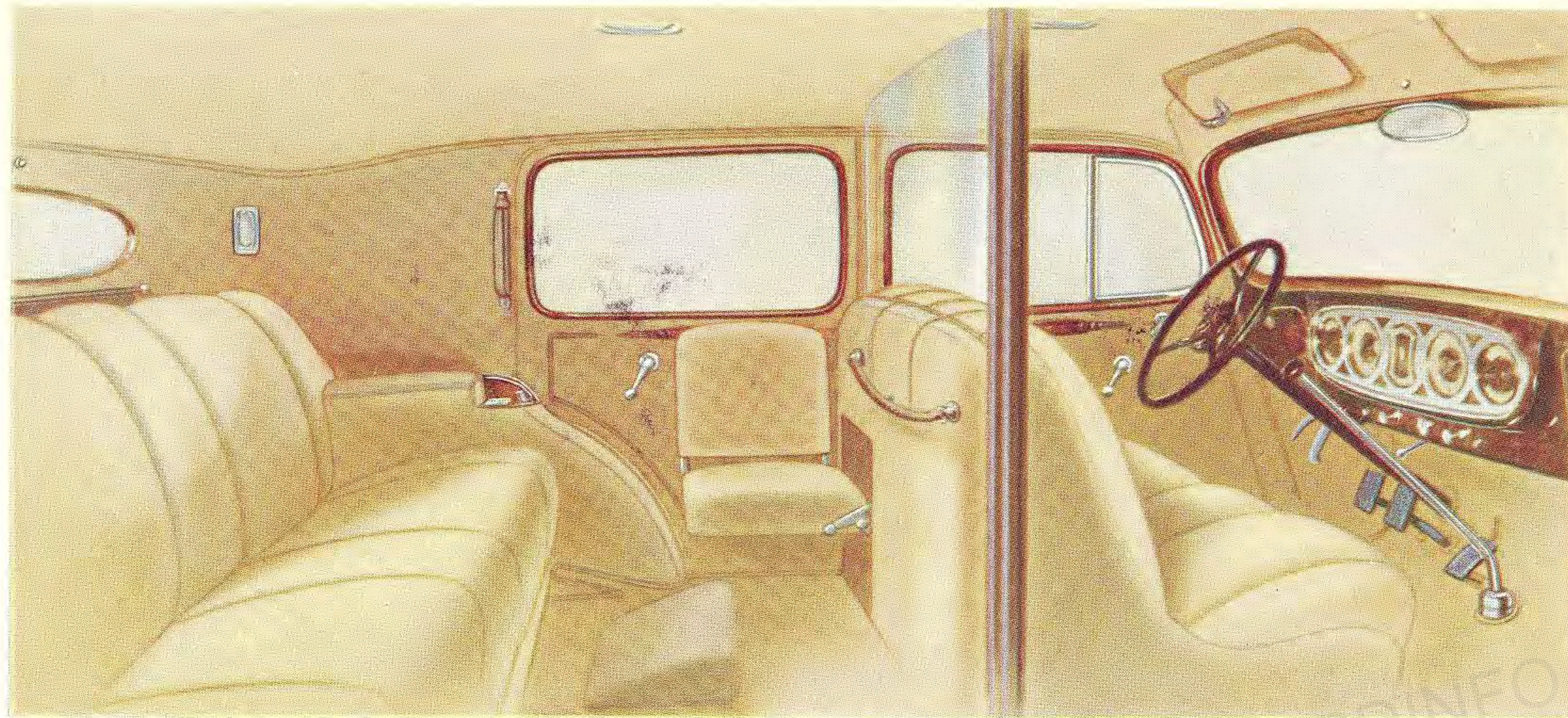


In addition to the healthful ventilation control provided by the front windows, those in the rear quarter swing outward. In this model, too, the division glass is raised or lowered completely.





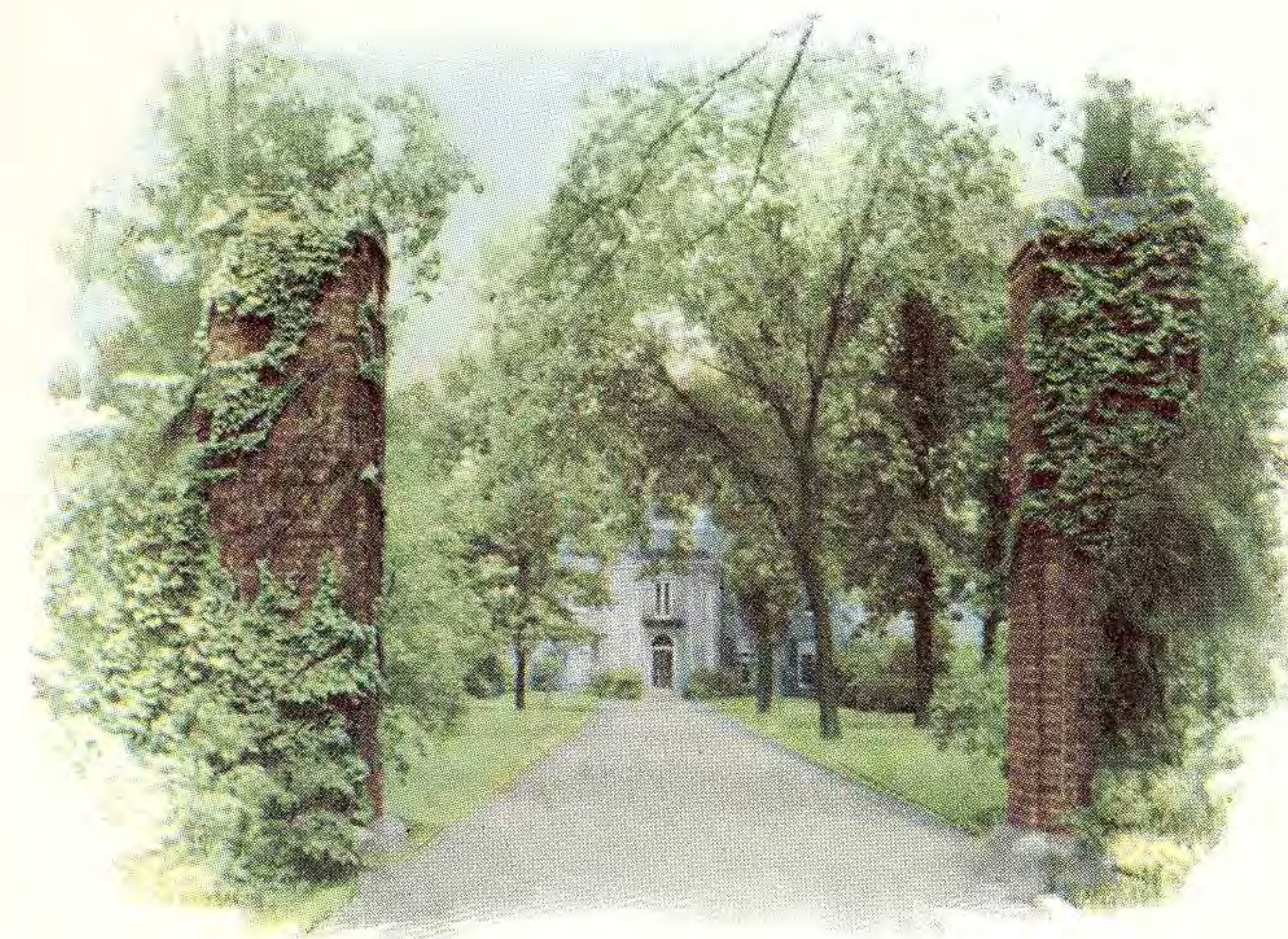
The FORMAL SEDAN *for Seven Passengers . . . Wheelbase, 134 inches*



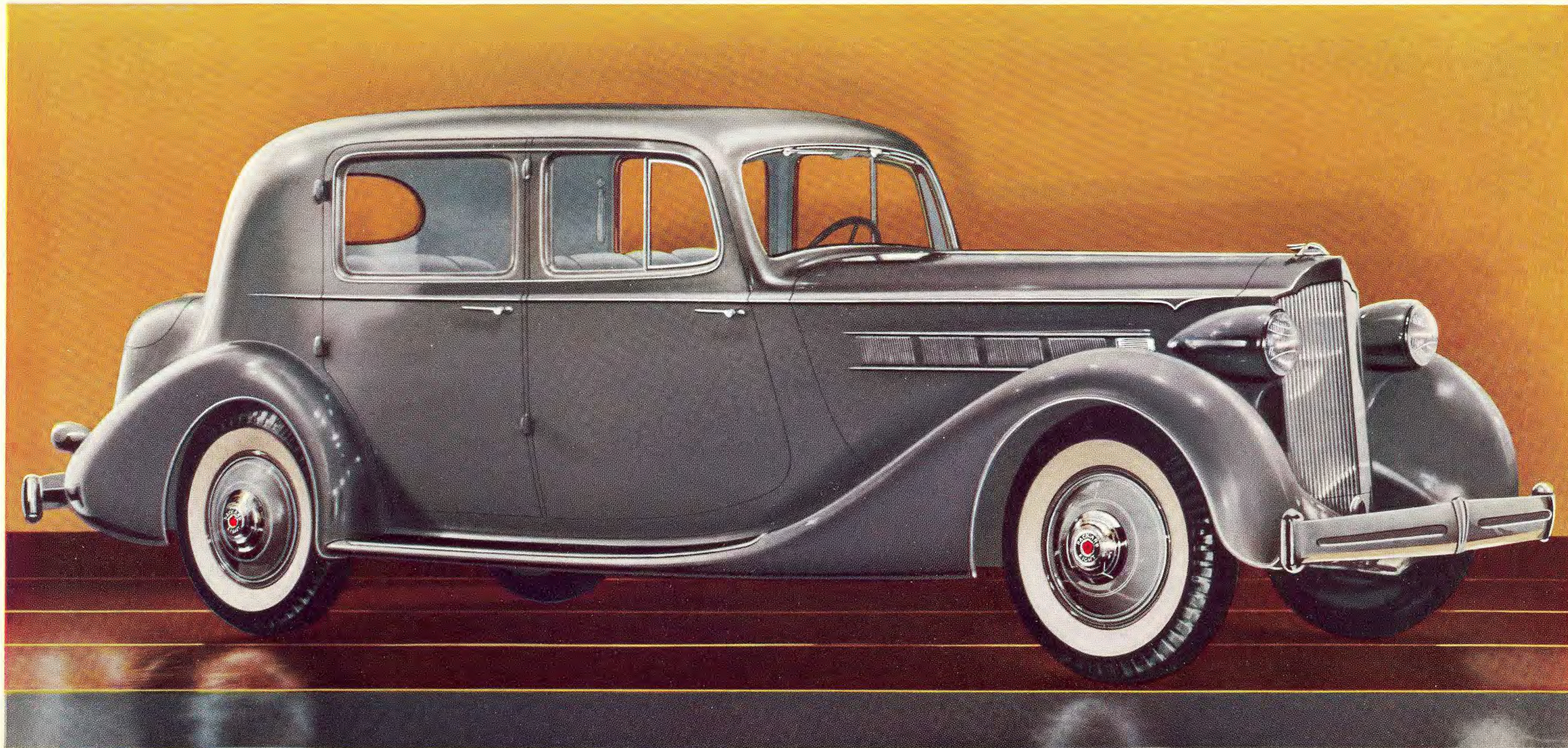
Arm rests are neatly recessed in the rear quarter panels for extra room. They contain dainty smoking and vanity sets finished in the polished chrome of the other interior fittings.



*Another
Twenty-One-Year-Old
Packard Gateway*



*—that of HENRY E. SHEFFIELD
Cleveland*

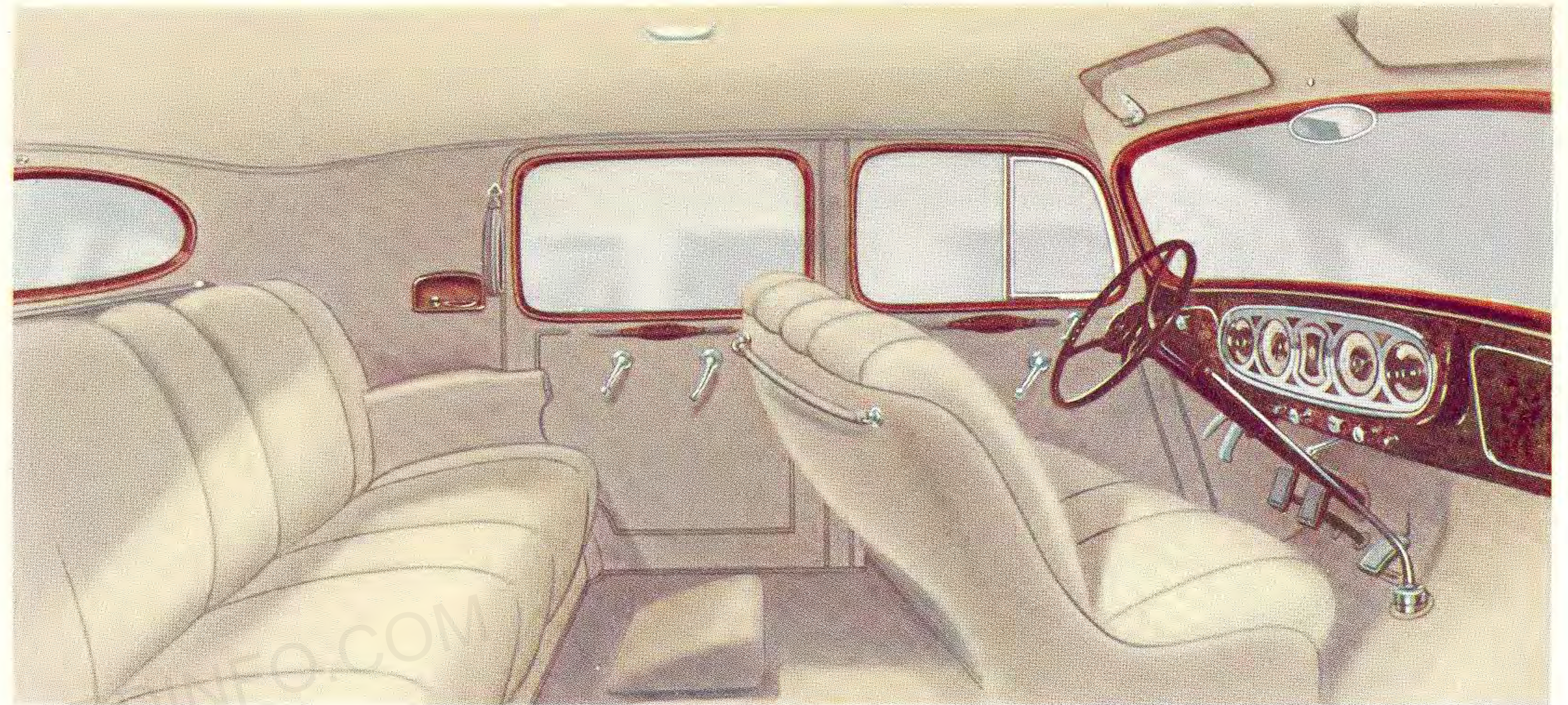


The CLUB SEDAN for Five Passengers . . . Wheelbase, 134 inches

*Another
Twenty-One-Year-Old
Packard Gateway*

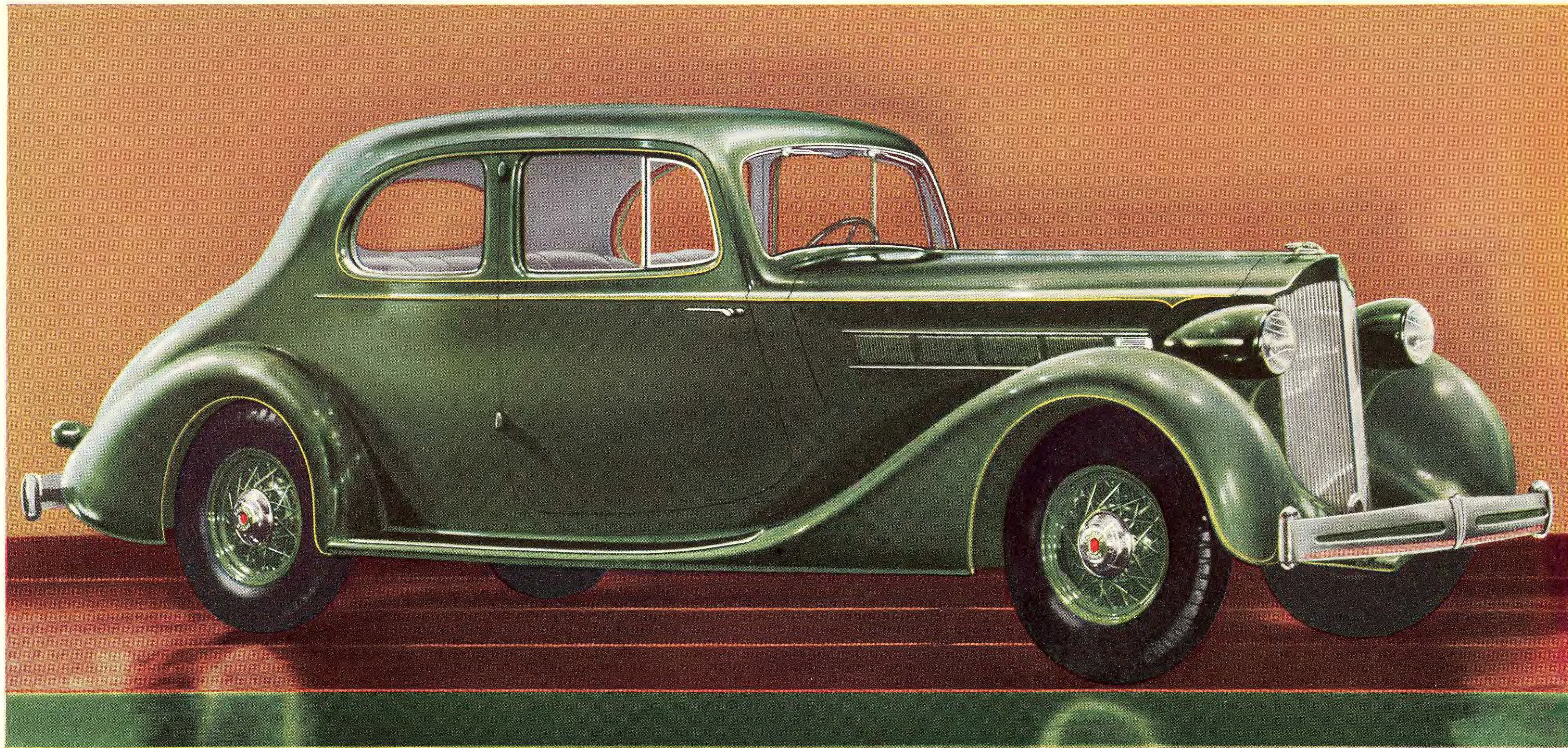


*—that of MRS. R. B. MELLON
Pittsburgh*



First to engineer its bodies for radio, Packard provides complete facilities for the quick and easy installation of this pleasure giving accessory, when specified as extra equipment.





The COUPE for Five Passengers . . . Wheelbase, 134 inches



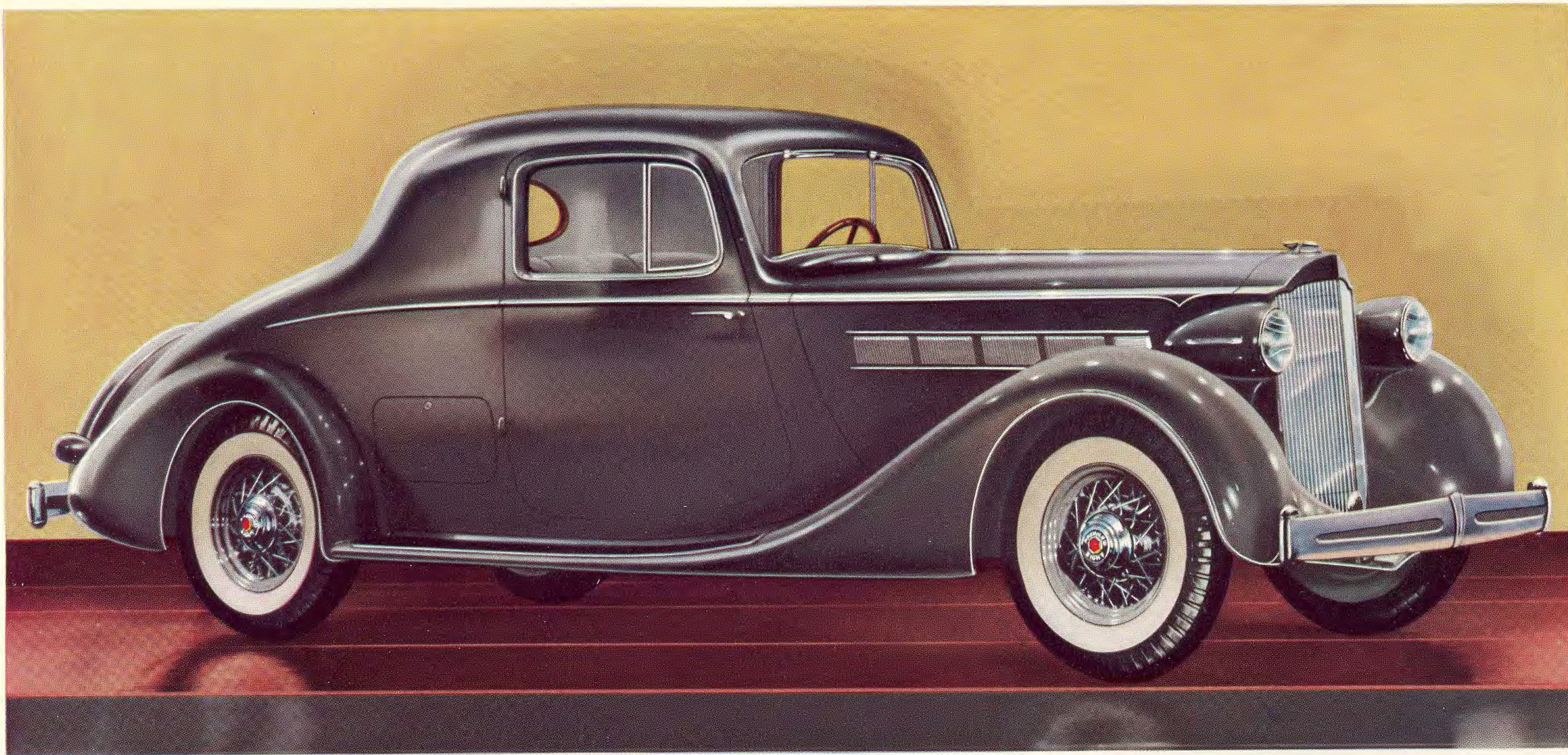
Augmenting the smooth floor design, free from awkward mounds and bumps, is an insulation system carried out also in the seat construction to prevent uncomfortable temperatures.



*Another
Twenty-One-Year-Old
Packard Gateway*



*—that of VAL DUTTENHOFER, JR.
Cincinnati*



The COUPE for Two or Four Passengers . . . Wheelbase, 134 inches

*Another
Twenty-One-Year-Old
Packard Gateway*

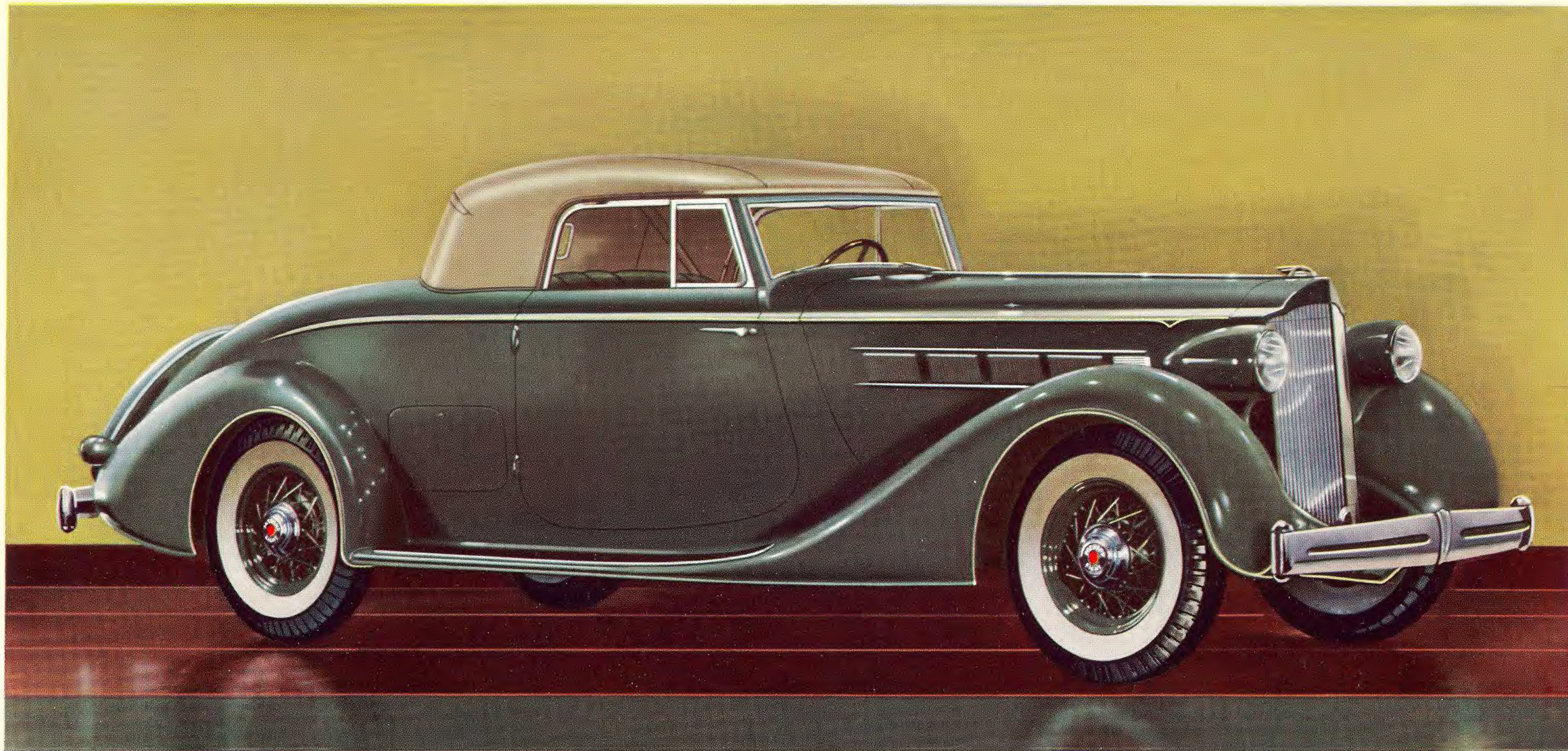


*— that of H. M. ATKINSON
Atlanta*

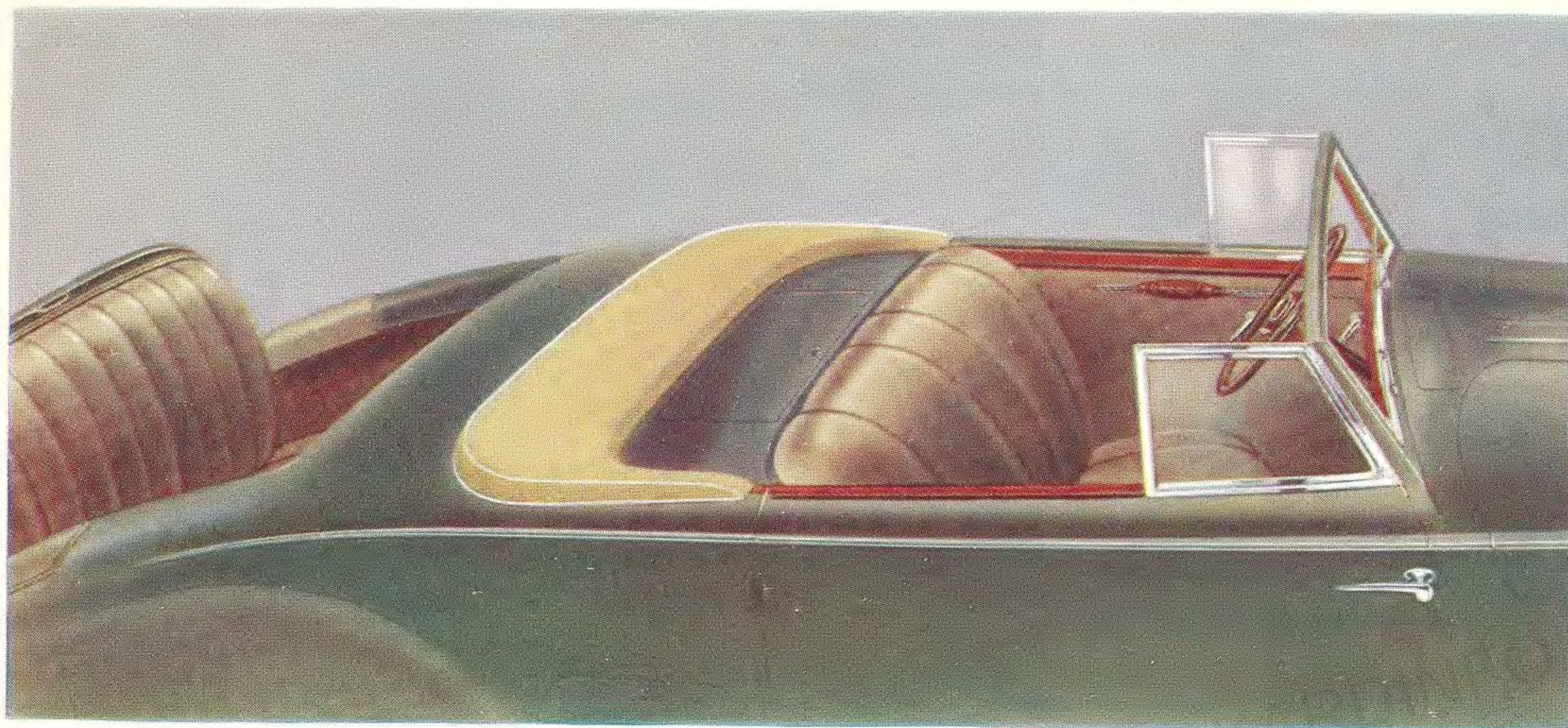


*Wider doors make entrance or exit easier. Further room
in the front compartment is secured by a new hand brake hung
from the cowl at the driver's left for quicker, easier operation.*





The COUPE ROADSTER for Two or Four Passengers... Wheelbase, 134 inches



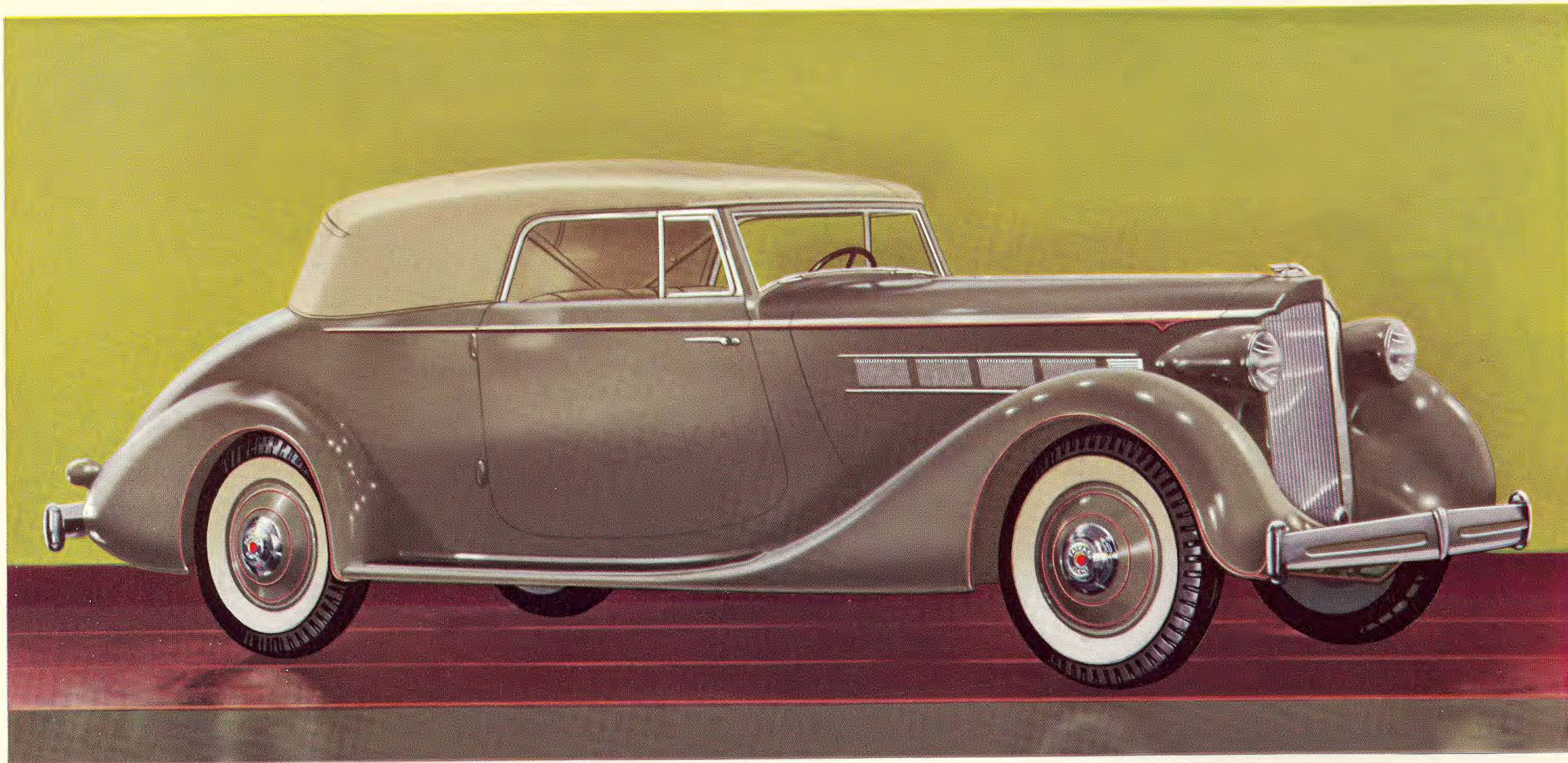
Convertible and open cars are now upholstered in hand buffed, smooth finished choice leathers. This neat type of sports trim gives a graceful tailored effect to the handsome interiors.



*Another
Twenty-One-Year-Old
Packard Gateway*



*—that of D. M. FERRY, JR.
Grosse Pointe*

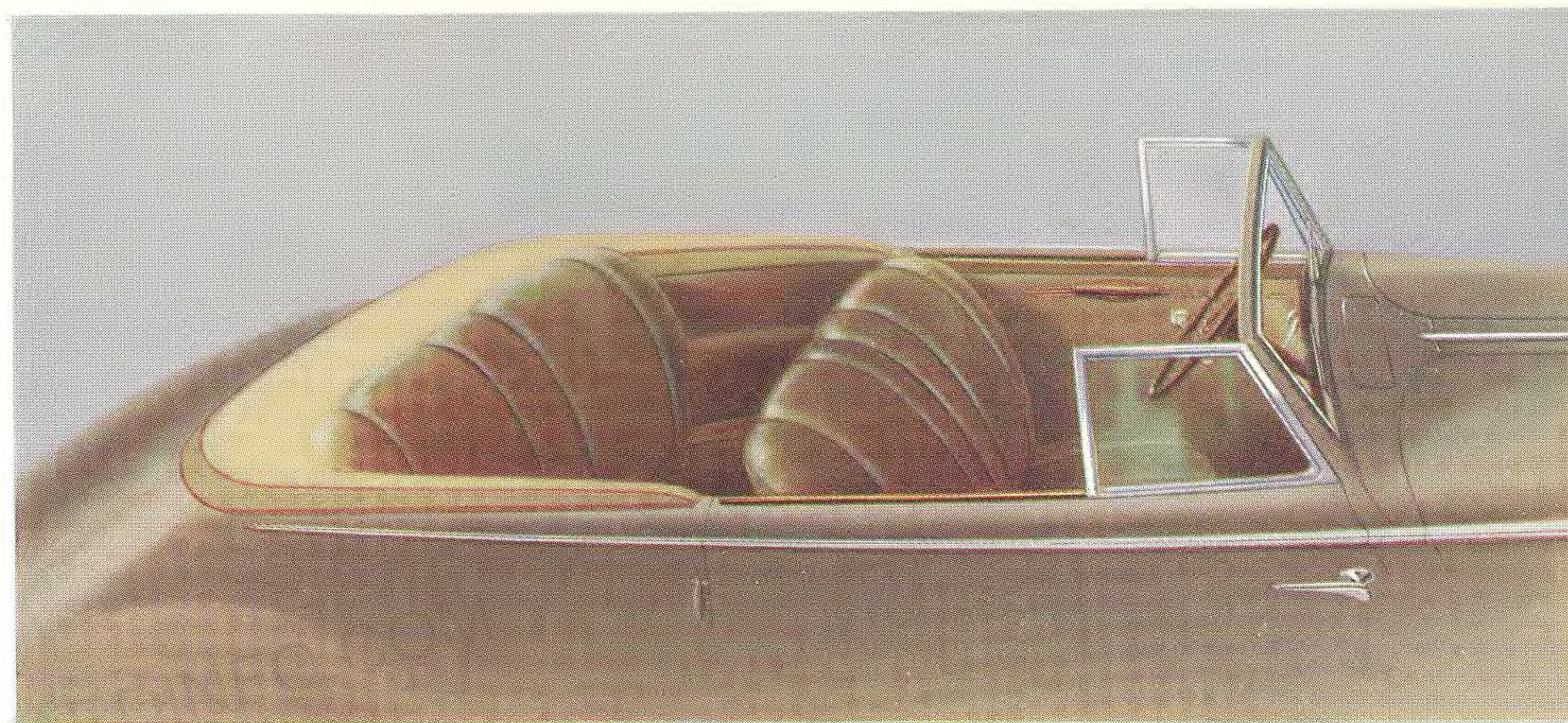


The CONVERTIBLE VICTORIA *for Five Passengers. . . Wheelbase, 134 inches*

*Another
Twenty-One-Year-Old
Packard Gateway*

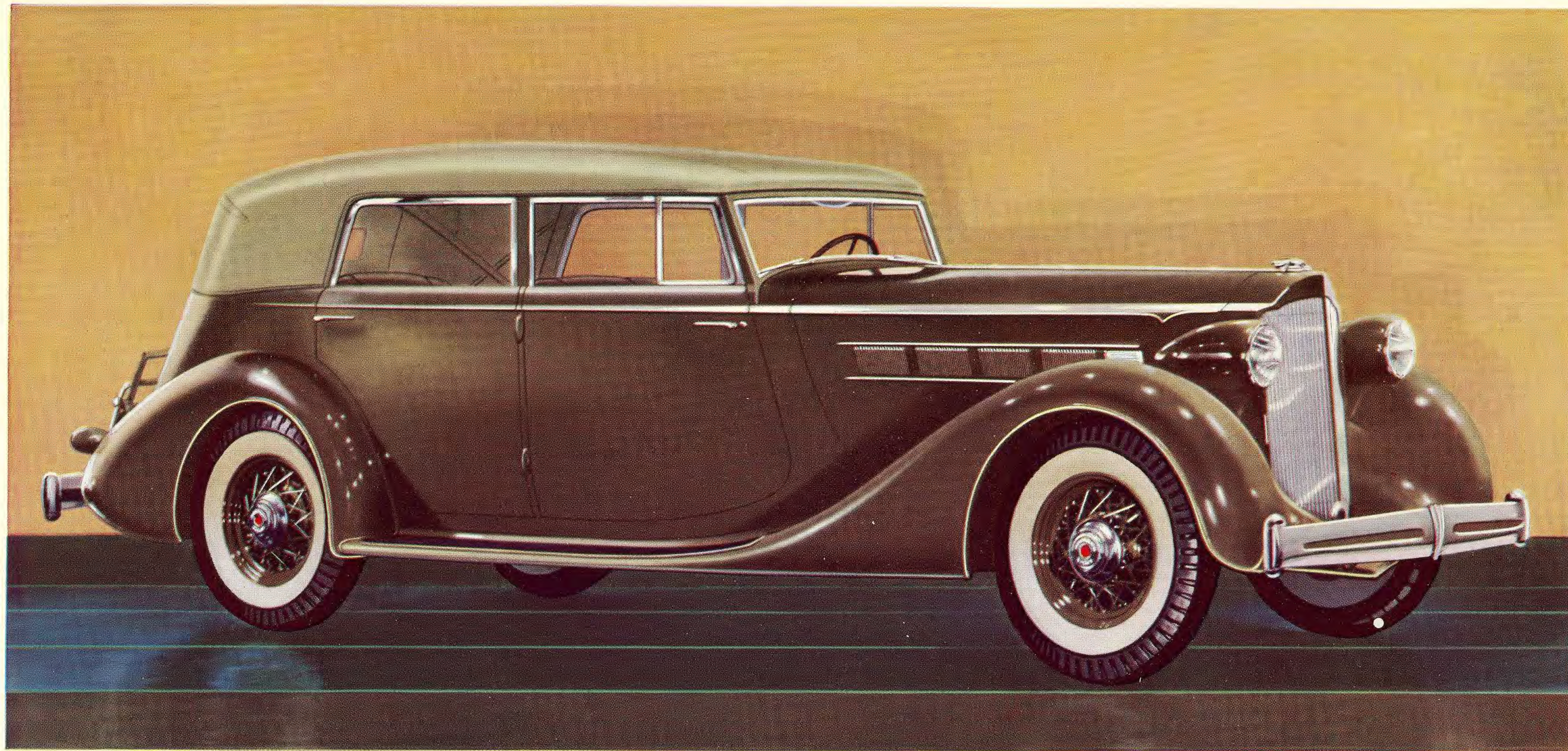


*—that of MRS. JOHN T. DORRANCE
Radnor*

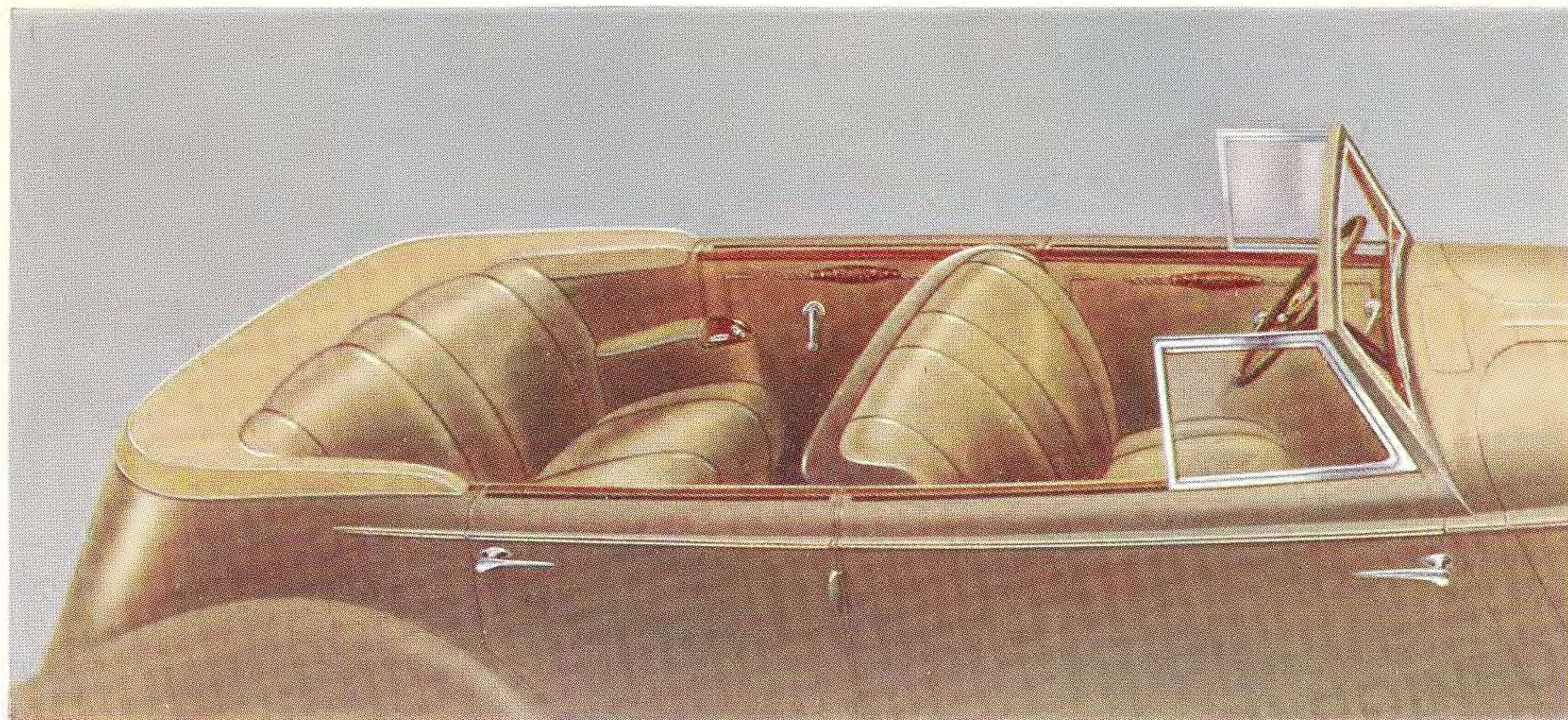


The deft use of body space has long been a characteristic of Packard design. This model, for example, utilizes its long rear streamlining to contain an appreciated built-in trunk.





The CONVERTIBLE SEDAN for Five Passengers... Wheelbase, 139 inches



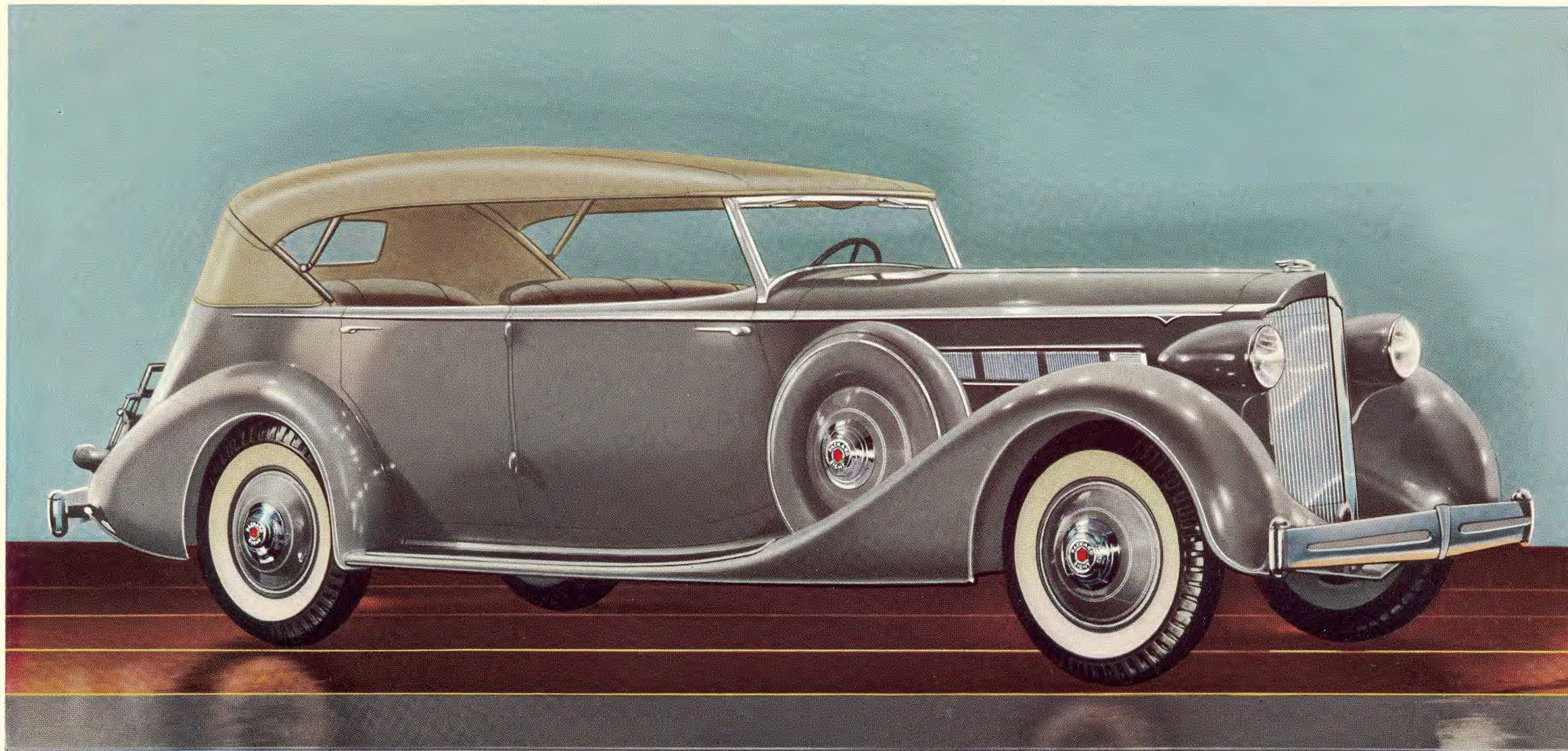
An instrument panel with graceful new dials is slanted for easier reading. Illumination is instantly adjustable from dull to bright. The panel also includes an ingenious headlight tell-tale.



*Another
Twenty-One-Year-Old
Packard Gateway*



*—that of EX-GOVERNOR JOHN H. TRUMBULL
Plainville*

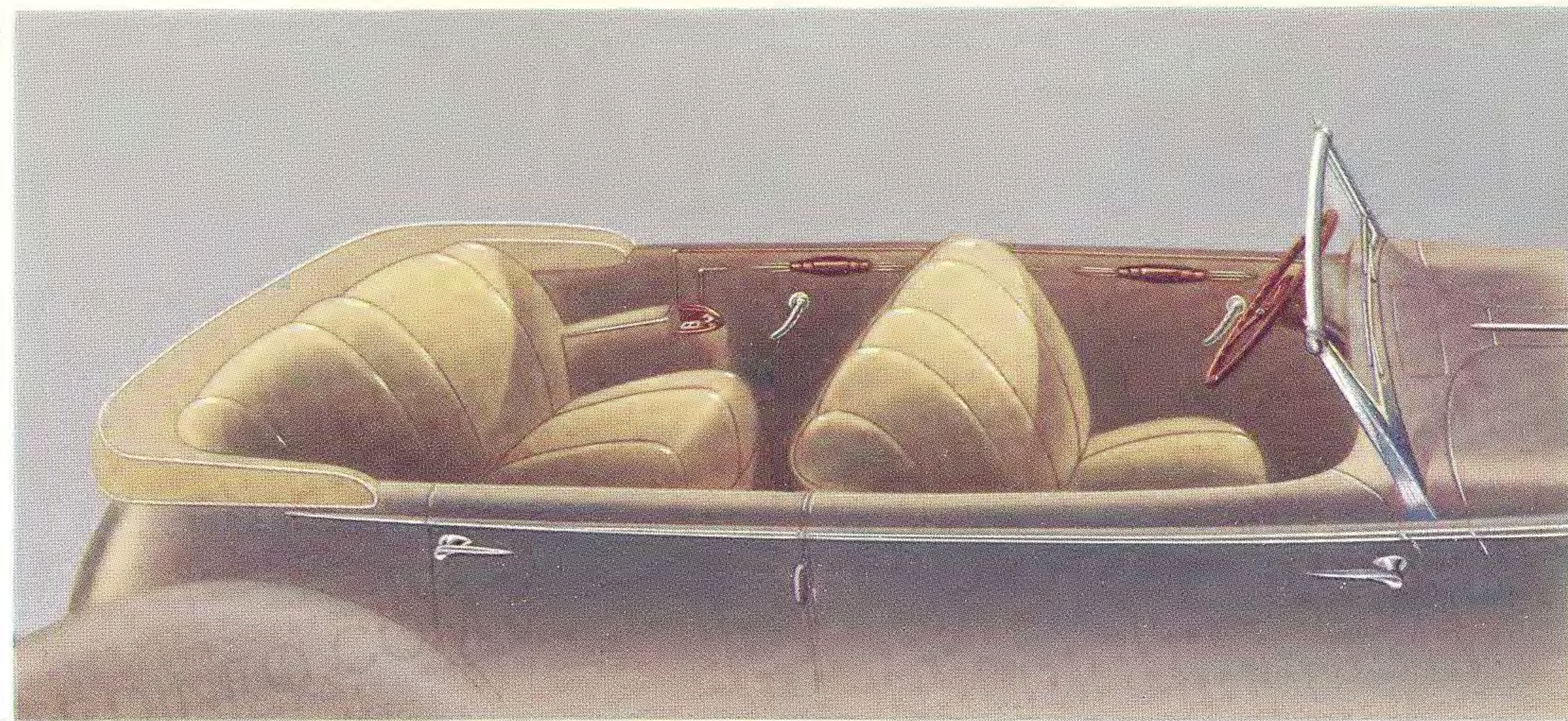


The PHAETON for Four Passengers . . . Wheelbase, 134 inches

*Another
Twenty-One-Year-Old
Packard Gateway*

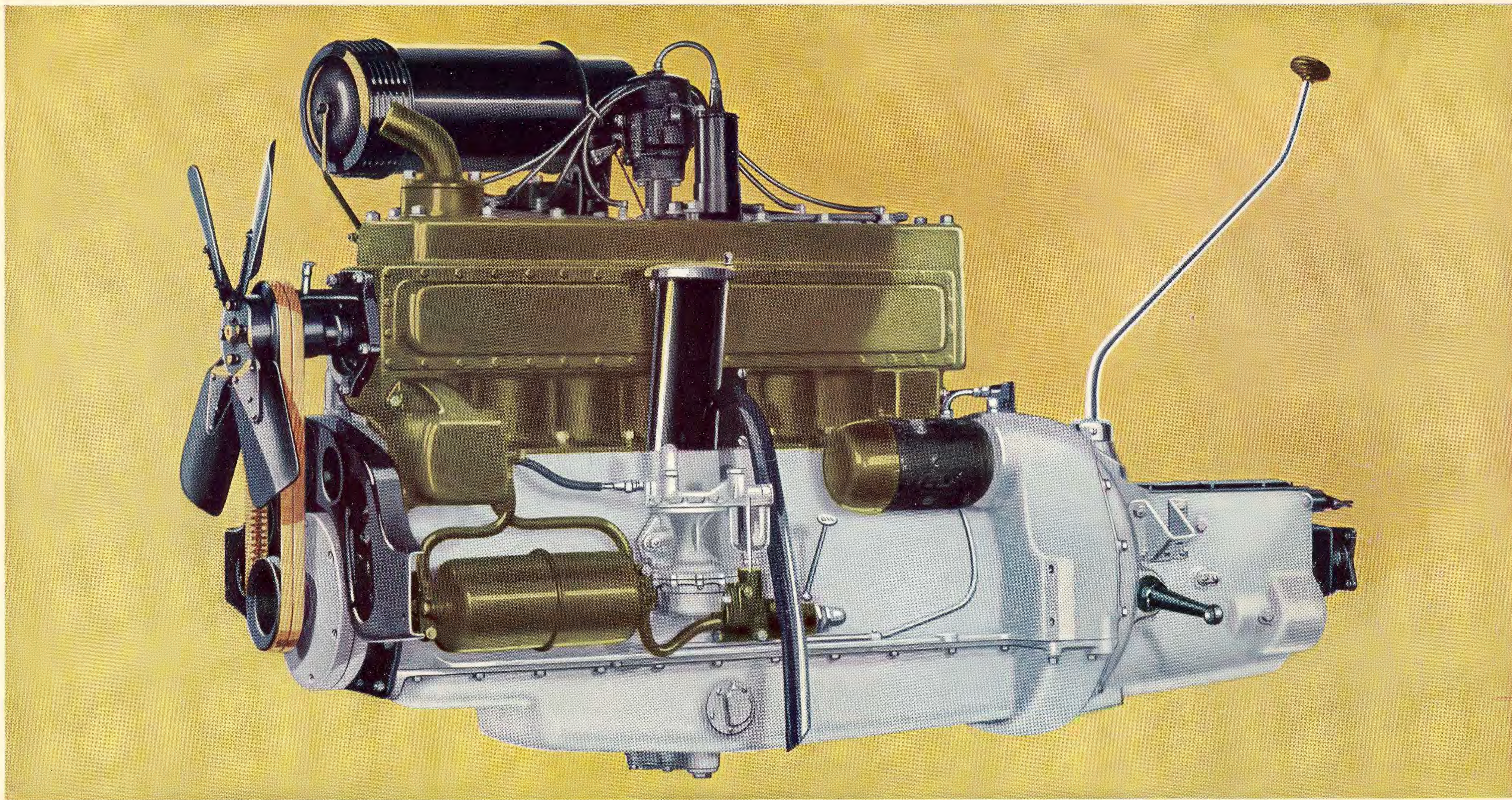


*— that of A. H. MORSE
West Manchester*



Typical of interior conveniences are the handy package compartments built into the dash. The one on the right is locked by an extra key for added security when parked in a public place.





Powerplant of the new Packard Eight, a simply serviced economical straight-eight design

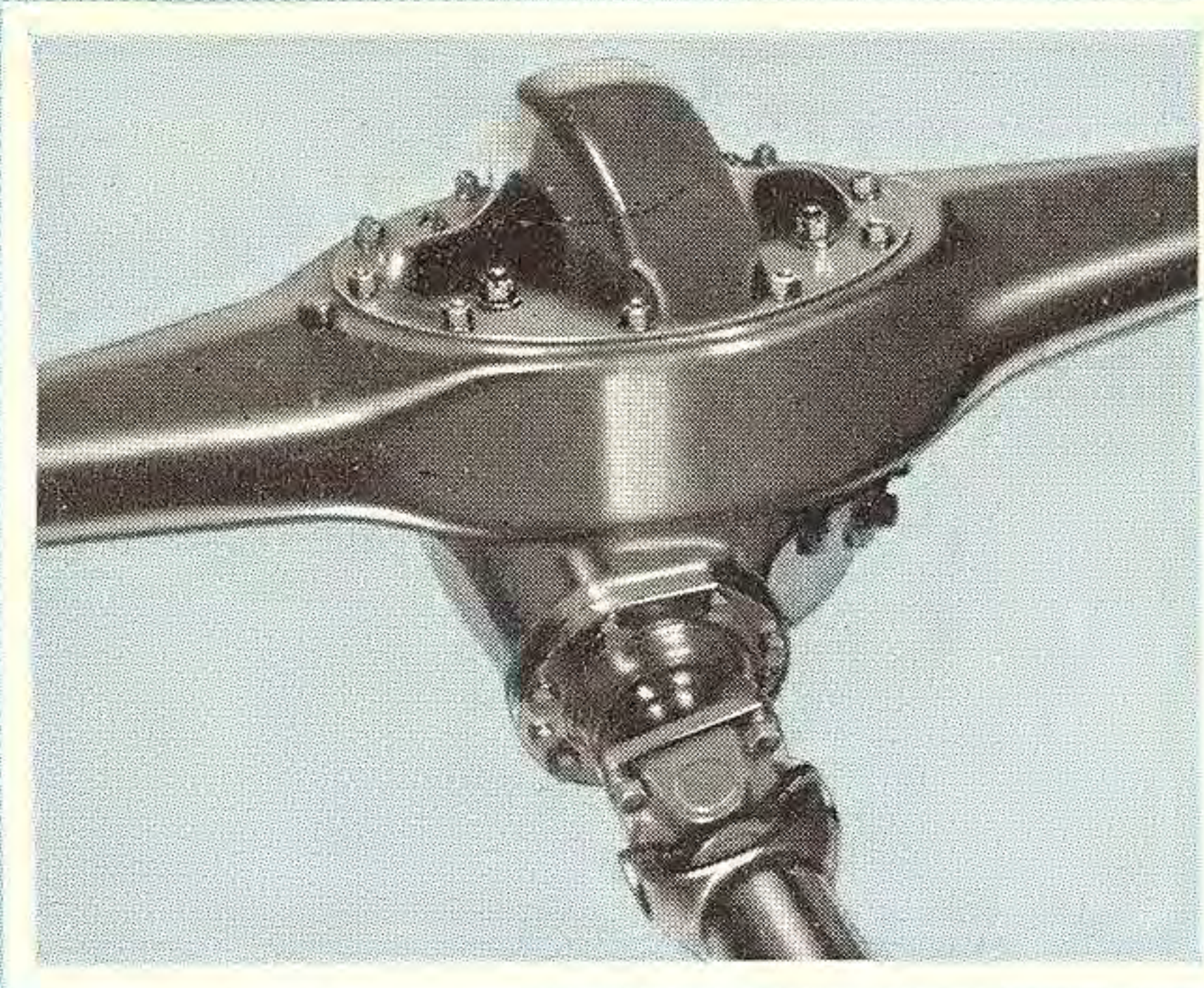


So confident is Packard of the mechanical quality of the new Packard Eight that it firmly believes the car could be driven at wide open throttle half way 'round the world in a single week without precision loss

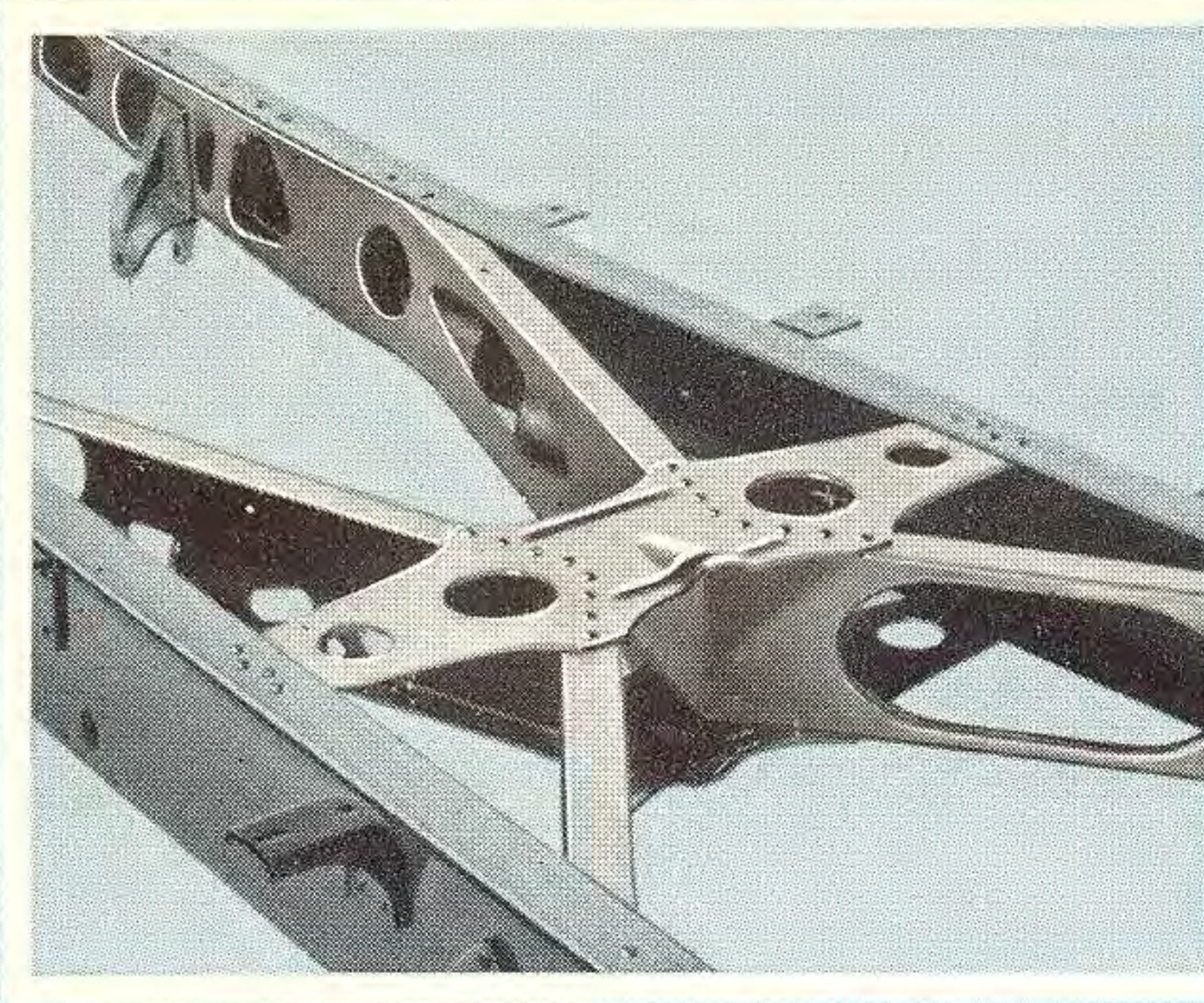


THAT statement well summarizes the contribution of Packard engineers in designing and building mechanical features that offer you even greater mechanical excellence. Taking a time-tried design whose all-around satisfaction is attested by the thousands now in use, they have added a host of refinements and improvements. These represent, literally, the greatest advance along mechanical lines Packard has yet announced. Greater power, faster acceleration, longer life, added driving ease, increased comfort and extra luxury are the direct result. Motor, chassis and body alike show many an example of which three are typical. In the stepped-up motor, a new

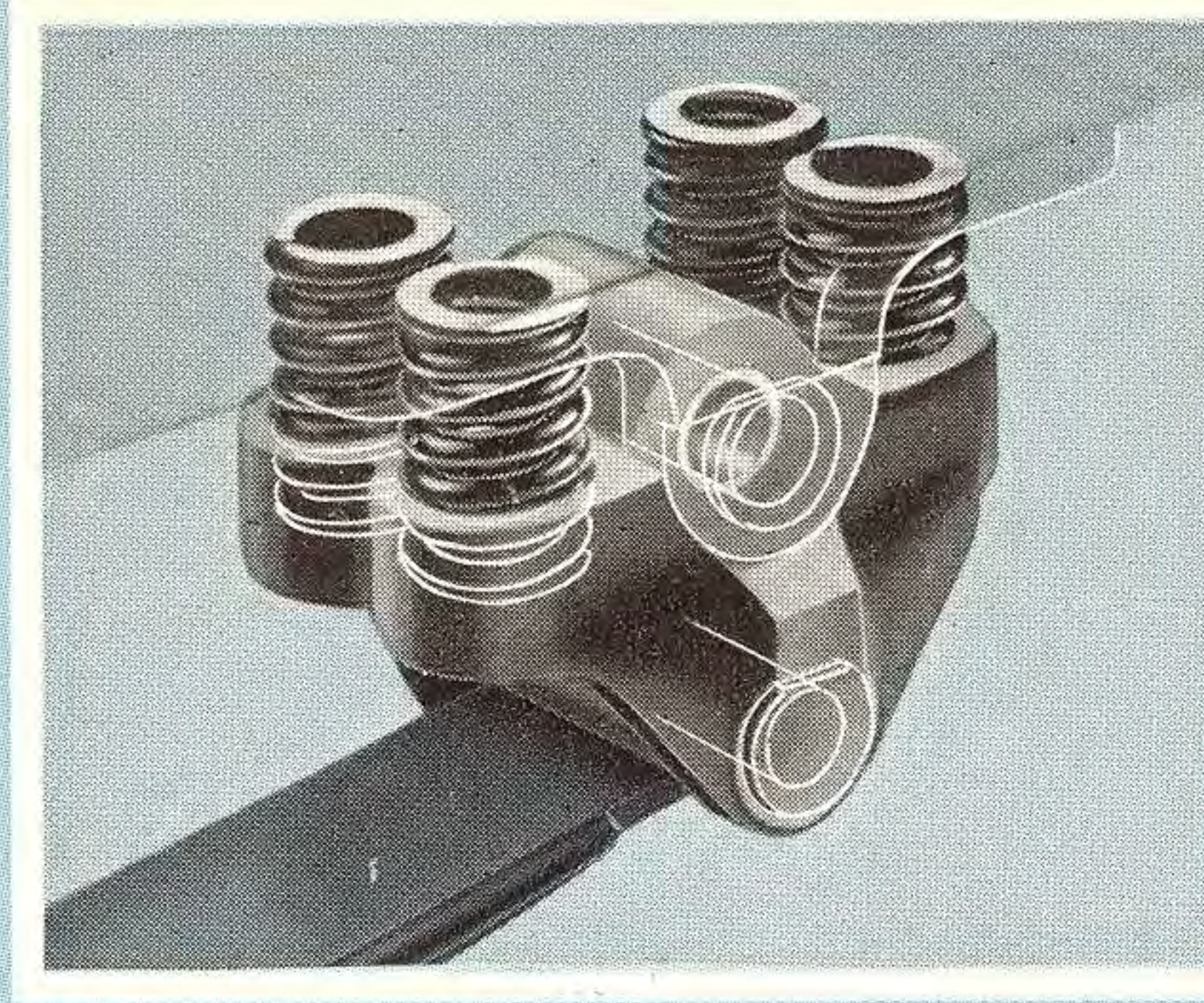
design of copper alloy connecting rod bearing adds much to its life. In the strengthened chassis, a new design frame with forward reinforcing sections permits a new weight distribution for an improved ride. And in the enlarged body, reinforcements at eight new points increase its squeak-proof durability. To the eye, on paper or on the car, these seem little more than cold details. But *in* the car with you at the wheel they combine with the many other mechanical advantages to tell a story of motoring pleasure that no pen could ever create. Won't you let the car, then, speak for itself —on city street or open road, whatever the route of your choosing?



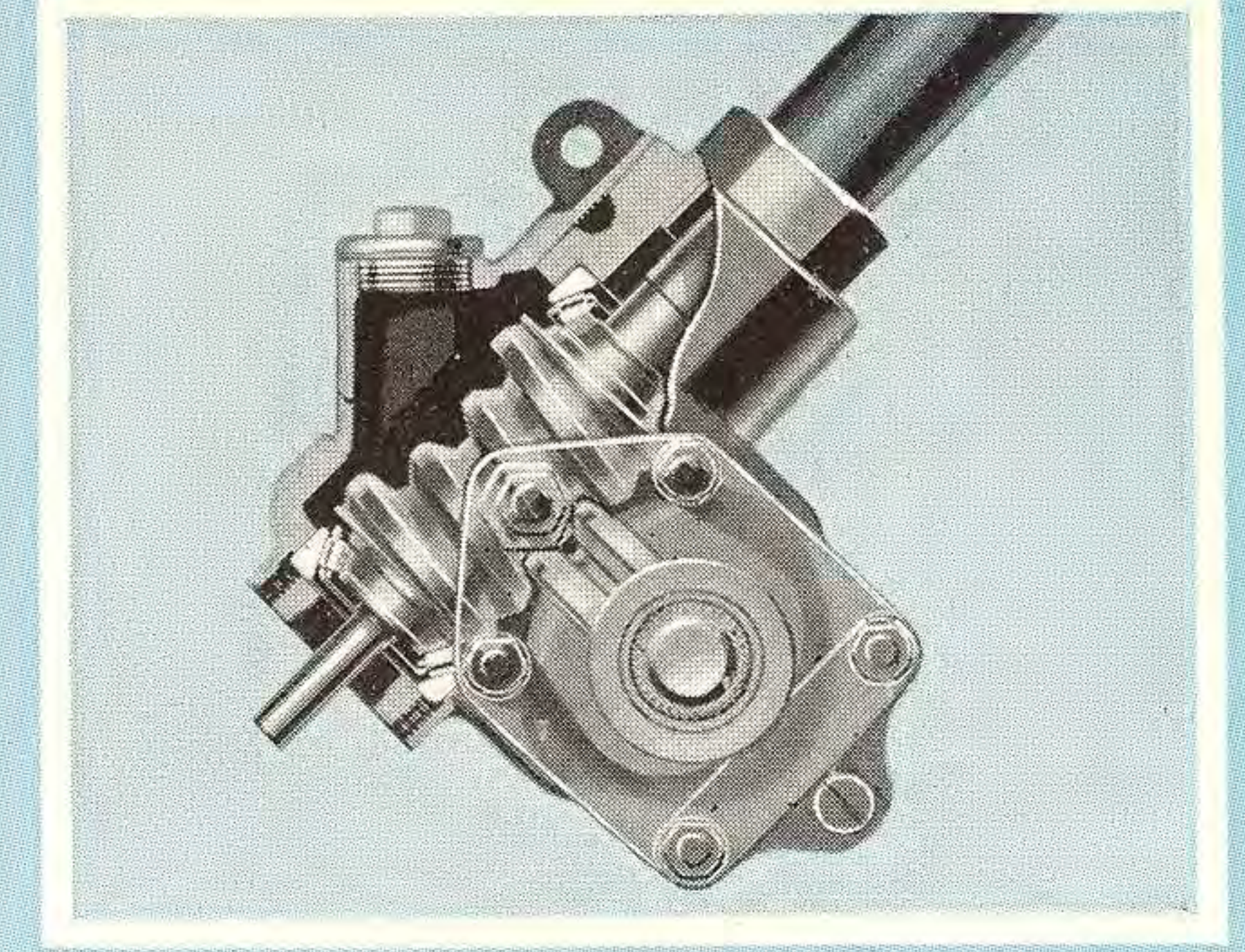
Secret of lower bodies with headroom maintained is the Packard-developed Angleset rear axle



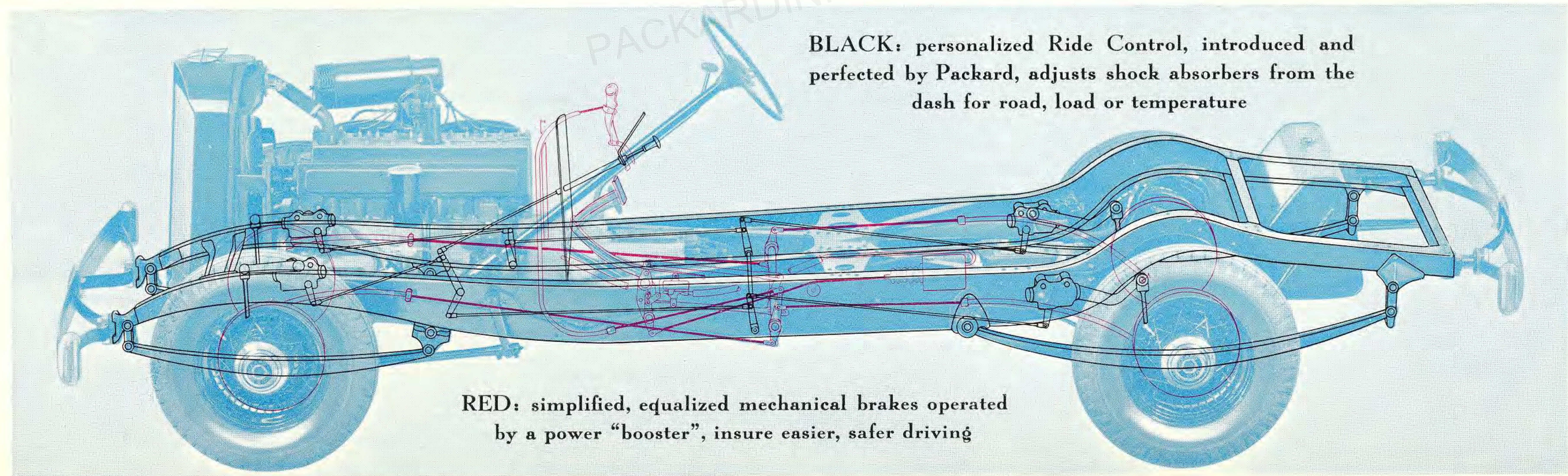
Another important mechanical feature is the double trussed frame with forward reinforcing extensions



The famous Packard trunnion block absorbs road shocks otherwise passed to the steering gear

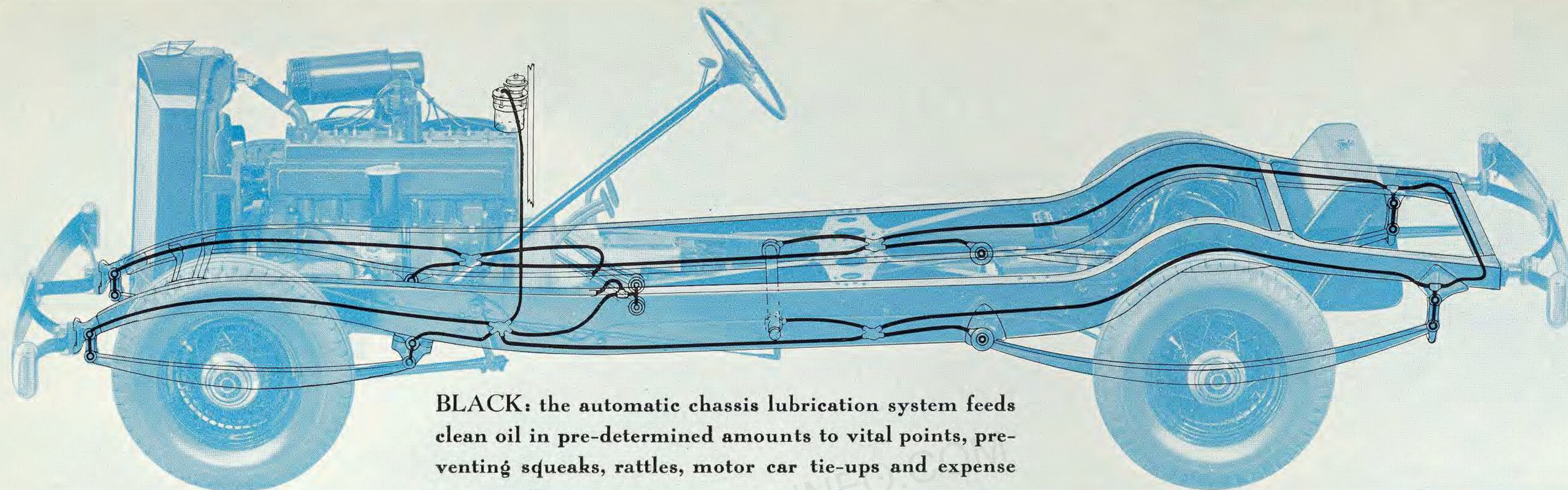


Velvety steering is assured by fully mounting the mechanism on ball and roller bearings

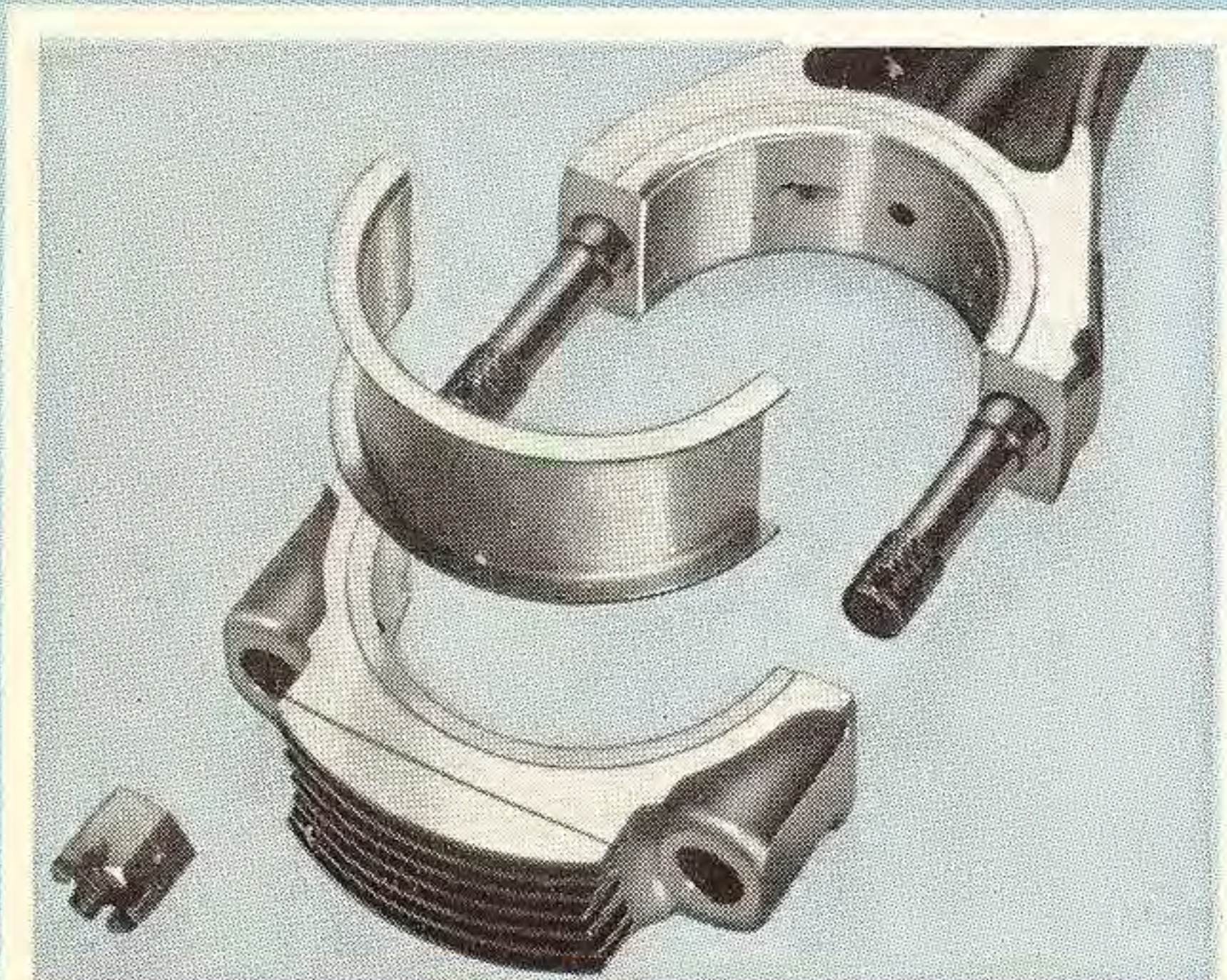


BLACK: personalized Ride Control, introduced and perfected by Packard, adjusts shock absorbers from the dash for road, load or temperature

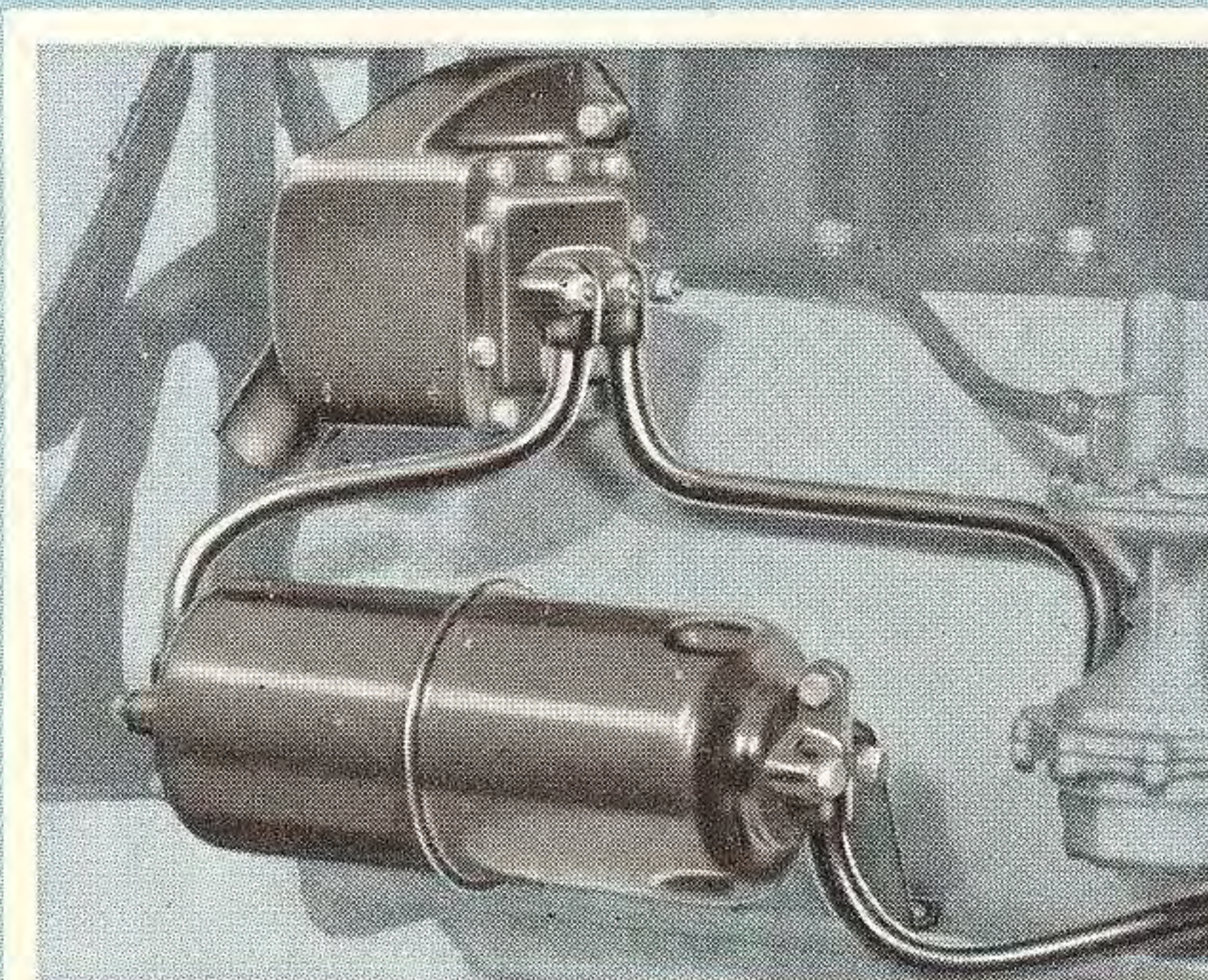
RED: simplified, equalized mechanical brakes operated by a power "booster", insure easier, safer driving



BLACK: the automatic chassis lubrication system feeds clean oil in pre-determined amounts to vital points, preventing squeaks, rattles, motor car tie-ups and expense



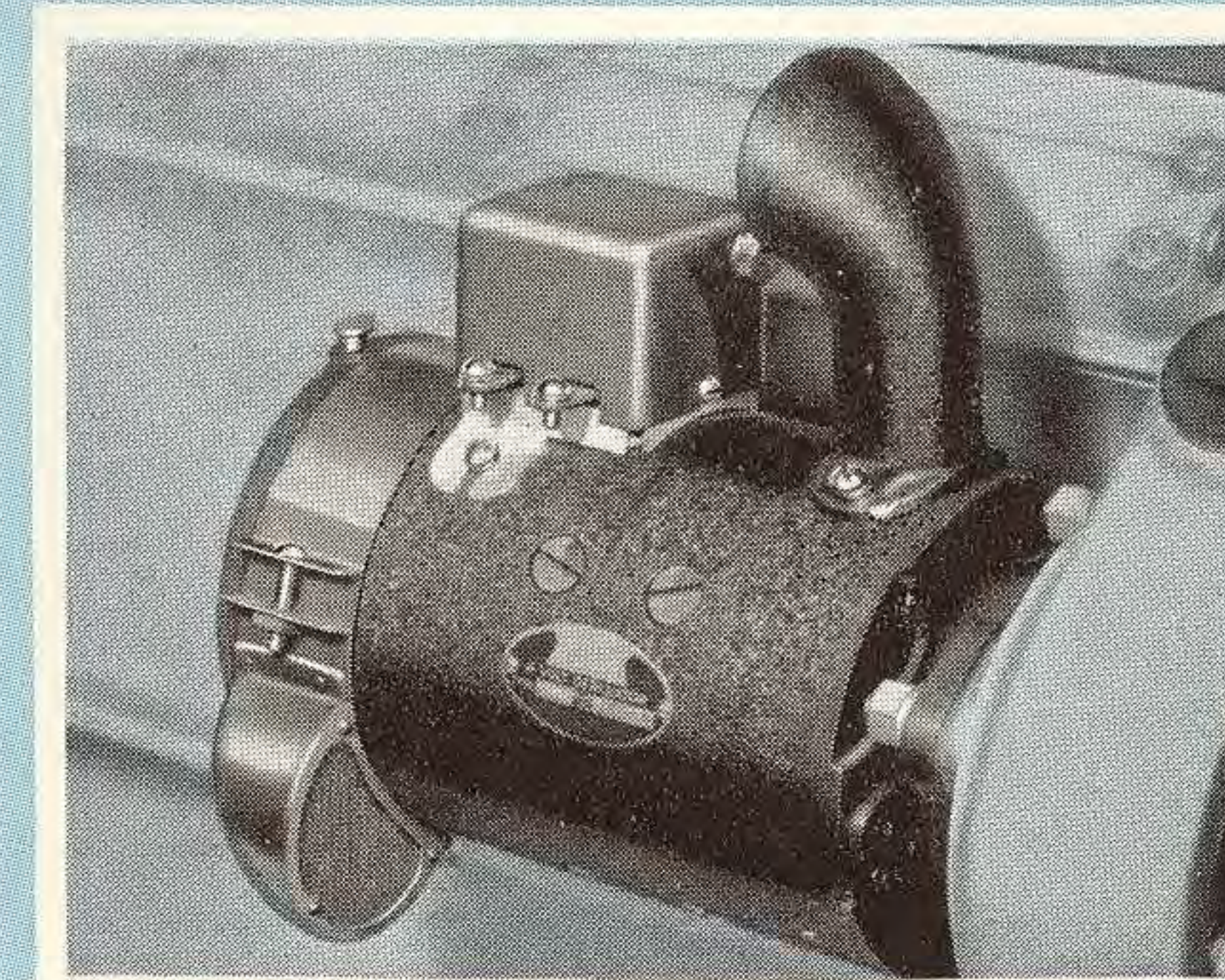
Longer motor life is among the contributions of the new copper alloy connecting rod bearings



The oil temperature regulator and full-flow filter condition the oil for weather efficiency



Efficient ignition is insured by a new type distributor and waterproof coil using less current



Added loads of radio, heater, etc., are well handled by a rugged generator cooled by clean air

BRIEF SPECIFICATIONS OF THE NEW PACKARD EIGHT

Packard Eight cars on the previous pages are shown in a variety of wheel mountings, stylings, etc. For standard equipment and other details, please refer to the listing below.

MOTOR—Eight cylinders cast in one block. L-head type. Bore, $3\frac{3}{16}$ inches; stroke, 5 inches. Detachable block and cylinder head. Aluminum alloy pistons.

HORSEPOWER—N.A.C.C. rating, 32.5. Motor actually develops 130 horsepower.

MOTOR LUBRICATION—Full pressure feed to all bearings. Full flow filter and oil temperature regulator. Ventilated crankcase.

CARBURETION—Dual downdraft, automatic choke, air cleaner and silencer.

CLUTCH—12-inch single plate, heavy duty, spring cushioned drive.

TRANSMISSION—Silent synchro-mesh; hardened nickel steel spiral gears; three quiet speeds forward.

COOLING SYSTEM—All-copper radiator core, capacity five gallons, automatic chrome-plated shutters.

FUEL SYSTEM—25-gallon fuel tank, mechanical pump.

BRAKES—14 x $2\frac{1}{4}$ four-wheel self-energizing power-operated mechanical brakes, centrifuse drums.

SHOCK ABSORBERS—Hydraulic double-acting adjustable from driver's seat by Ride Control.

CHASSIS LUBRICATION—Automatic pressure feed.

SPRINGS—Semi-elliptical, front 42 x $2\frac{1}{4}$ inches, rear $60\frac{1}{2}$ x $2\frac{1}{4}$ inches, metal covers.

WHEELS—Wire wheels standard equipment, drop center rims, wood wheels or convex steel disc covers optional on same hubs at extra cost.

TIRES—7 x 17-inch low pressure 6-ply cord tires.

WHEELBASE—127—134—139 inches.

PAINTING—Those who buy the new Packard Eight may choose from a wide variety of color combinations. Upholstering is all-wool broadcloth throughout, selected to harmonize artistically with the respective color combination.

STANDARD EQUIPMENT OF THE NEW PACKARD EIGHT—Front and rear bumpers. One spare wheel. Jack and tool equipment. Safety glass in windshield and all windows. Body ventilation. Two interior sun visors. Two automatic windshield cleaners. Rear view mirror. Center arm rest in all rear seats. Smoking set and vanity case in all rear compartments. Concealed curtains. Robe rail. • Air-cooled generator with voltage regulator, 19-plate battery, 32-candle power headlamps with four lighting positions. Two combination stop, tail, and backup lights. Domelight, instrument board and reading lights. Radio aerial in all enclosed cars. Phaetons equipped with spot light and tonneau lights. Dual horns under bonnet. • Speedometer, electric clock, gasoline and oil level gauge, oil pressure gauge, motor thermometer, ammeter, cigar lighter, and two package compartments in all instrument boards.

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

ASK
THE MAN
WHO OWNS
ONE