

PACKARD
Twelve-Super Eight-Eight
FOR 1936

PACKARD PRESENTS FOR 1936

*a new and finer version of the cars that were chosen by nearly
half of America's fine-car buyers in 1935*



The New

PACKARD TWELVE
PACKARD SUPER EIGHT
PACKARD EIGHT

for 1936



*offered in the widest assortment of body styles and custom models,
as illustrated and described in the pages that follow*





In presenting the new Packard cars

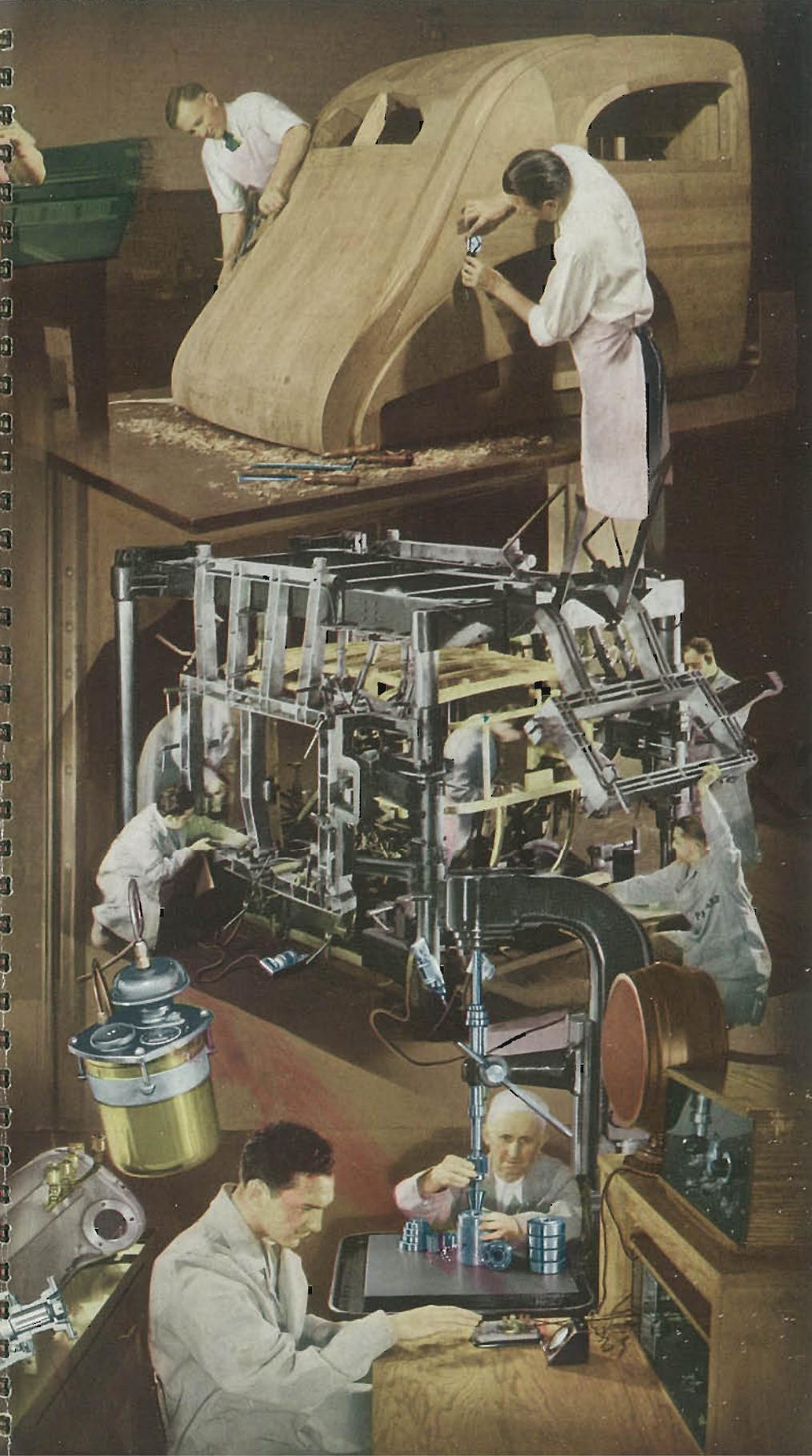
for 1936, Packard believes them to be not only the greatest Packards ever built but the finest cars in all the world. Cars so fine, in fact, that they will doubtless out-rival the previous Packards which secured the amazing record of being chosen by nearly half of all the fine-car buyers during 1935. / / / Were you to ask the men who own them the greatest single reason for their ownership, the answer would be the one word reputation. And that reputation is international, for Packard acceptance literally covers the globe. / / / Abroad, for the past seven years, Packard has alone exported more fine cars than the combined total of its three principal competitors. Despite the barriers of high tariff and the native prejudice imposed against a foreign product, the roster of Packard owners embraces princes and premiers, rajahs and rulers, those whose wealth and position would enable them to own the finest procurable at home or abroad. / / / But enviable as this foreign record may be, it would mean little if Packard were without honor in its own land. Here, it is a fact that more big Packards are registered than the total of all three fine competing cars. From Washington, capital of state, to Hollywood, capital of style, the identifying lines of Packard design that date back to the model of 1905, predominate. And predominate to the impressive extent of including nearly a thousand distinguished families through whose gateways Packards have passed continuously for 21 years or longer. / / / Such world-wide, country-wide and family-wide acceptance is convincing. It is testimony that forms the strongest recommendation for choosing the new Packard for 1936 that best fits your needs.





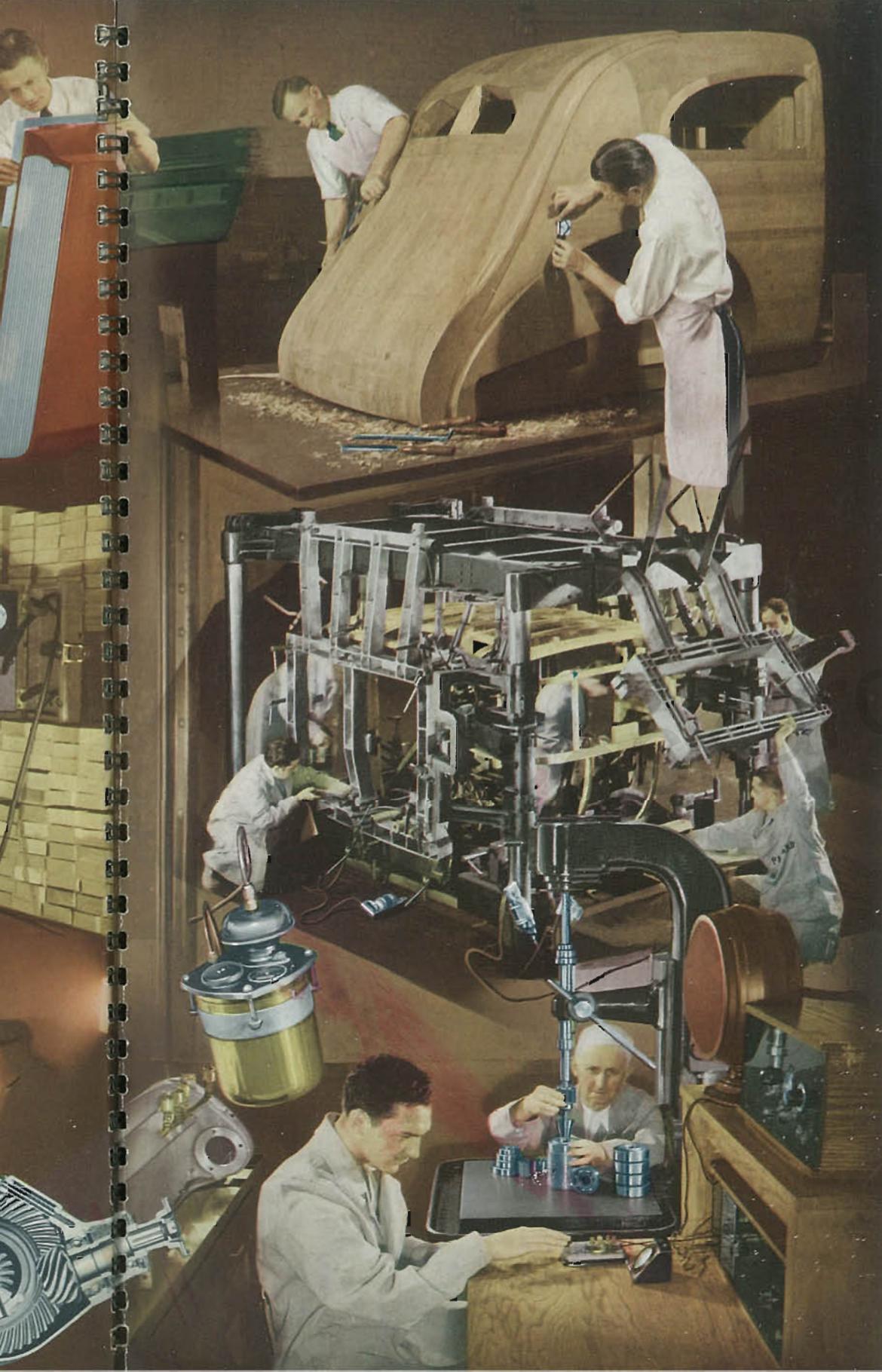
Packard world-wide acceptance

springs from more than the prestige and beauty of the car. It has its very root in the fineness of the car itself. And this fineness begins with the early design, preliminary testing and final proving of every new model. √ √ √ For this purpose Packard has invested a million dollars in its own Proving Ground, 500 acres of the finest facilities devoted solely to improving the quality of but one make of motor car. Winter, summer, spring and fall this work goes on. For the Packard test engineers have little regard for paper and pencil beliefs—to them, everything must be demonstrated by trials and tribulations created to break anything but a thoroughbred motor car. √ √ √ Though the lodge and entrance to their realm may appear to be some handsome estate—being lawned and landscaped as befits the beauty of the cars that enter—all is stern business within. Long miles of dirt roads where men actually earn a living by keeping them rough and ragged, steep grades, sharp drops, hairpin curves and deep sand pits strive to tear down that which Packard design must hold: quality far beyond their clawing reach. Then up and around the two-and-a-half mile oval, fastest concrete track in the world, for lap after lap of relentless running. √ √ √ In and out go these test cars, from badlands to track to adjacent laboratories and shops where specialized test equipment makes its valuable contributions. Their mettle scientifically measured, a change made here or there for even more demanding results, and back they turn—to traverse the same gruelling course for months of ceaseless testing. √ √ √ Through it all, the new Packards for 1936 came with flying colors. And now, with literally millions of miles behind them, they welcome you to enjoy all the proven features they possess.



The sculptured beauty and fineness

of design which has contributed so much to the globe girdling preference for Packard is matched only by its quality manufacture. And in this respect the new Packards for 1936 recognize no equal. They represent the latest triumph of fine car building in a rich history that brands Packard as not only the oldest but the largest fine car maker. √ √ √ Product of the most compact and self contained factories in the industry, these new cars reflect the greatest single control of quality that ranges from pouring the base metals and forging them right in the huge Packard plant, to the building of Packard's own bodies. √ √ √ Quality work all done by the largest corps of skilled craftsmen with the longest record of continuous service. By men who safeguard the precision of design with such uniquely Packard devices as the light ray machine that checks the accuracy of the famed Johansson blocks to a millionth of an inch. The silent test room that uses radio amplification to turn the roll of a ball bearing into a deafening roar. The electric determinator that gauges the very moisture content of the hardwoods used. √ √ √ These, among many, are a few of the means that build such pleasurable motoring features as Ride Control, the All-Quiet Transmission, Hypoid Gears, the Angle-set Rear Axle, and others. √ √ √ But to speak of features is to cover the cars completely, for all are blended into a harmonious whole topped by the greatest feature of all. And that is, the lasting identity of Packard lines which provides style insurance you cannot buy, but which is yours at no extra charge in your purchase of a new Packard for 1936. Style insurance that protects your big car investment against costly depreciation due to quick loss of style through drastic design changes.



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PACKARD

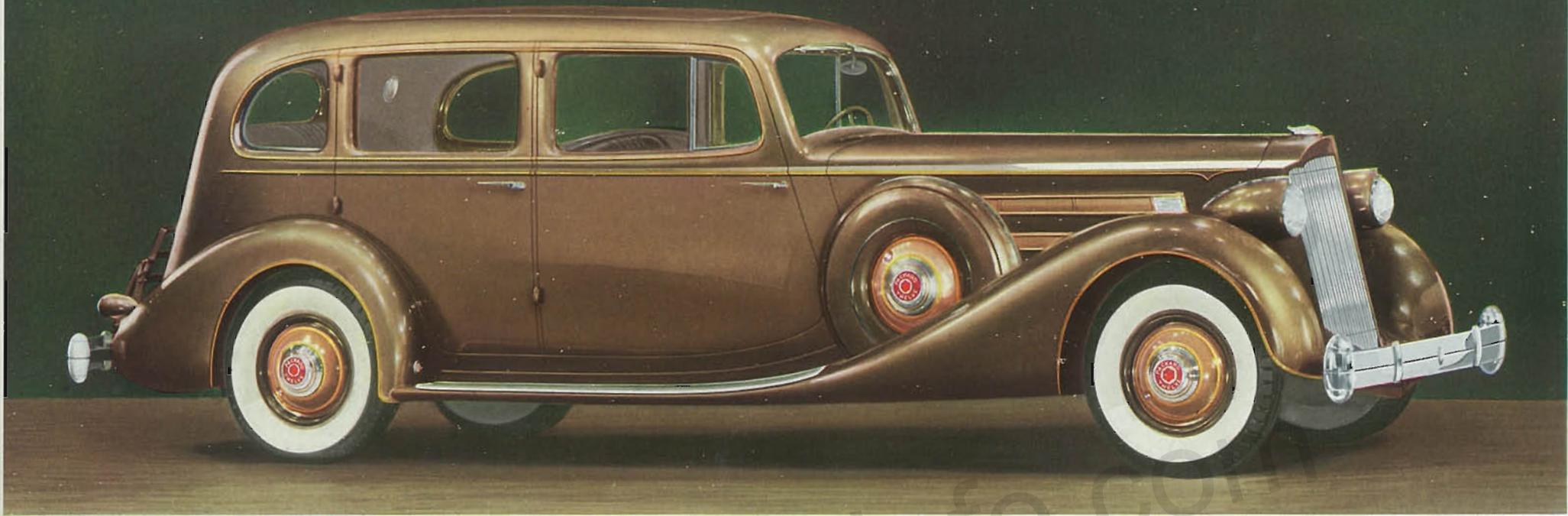
Sixty

FOR 1936

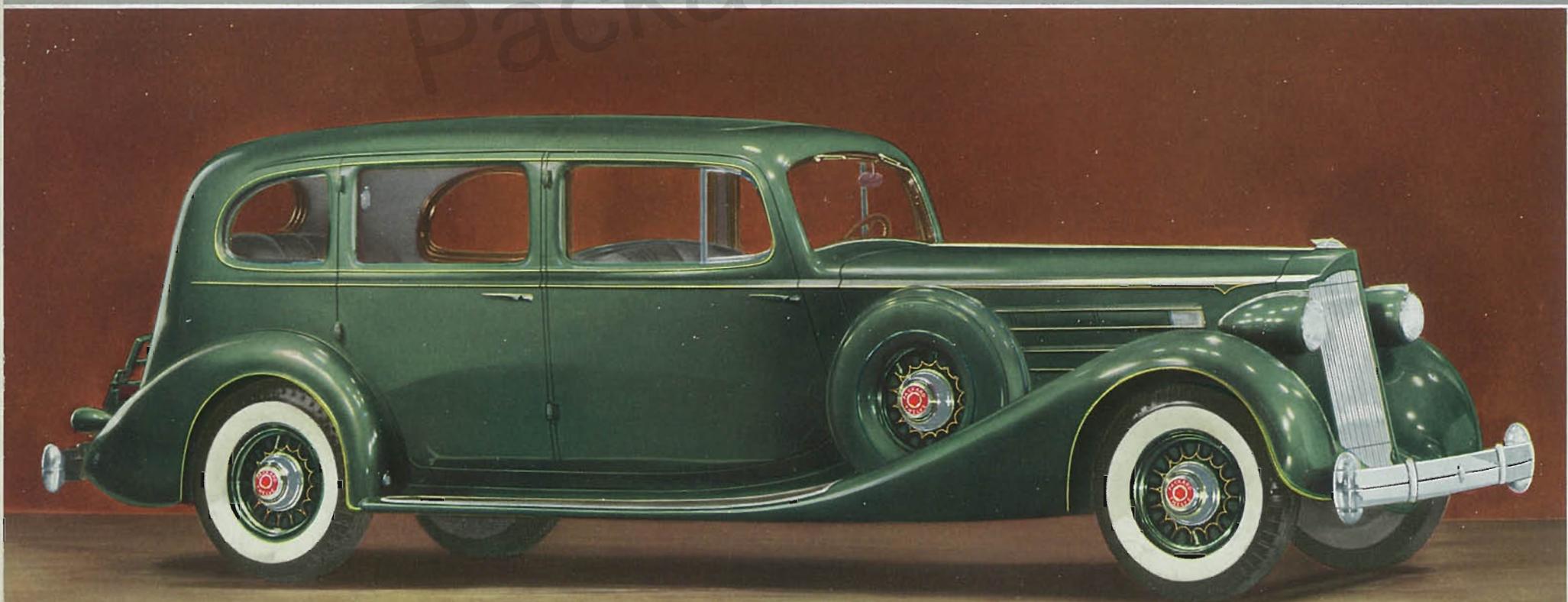


The PACKARD TWELVE *Seven-Passenger* LIMOUSINE

Shown before one of the thousand-odd gateways of distinguished families who have owned Packards continuously for 21 years or more

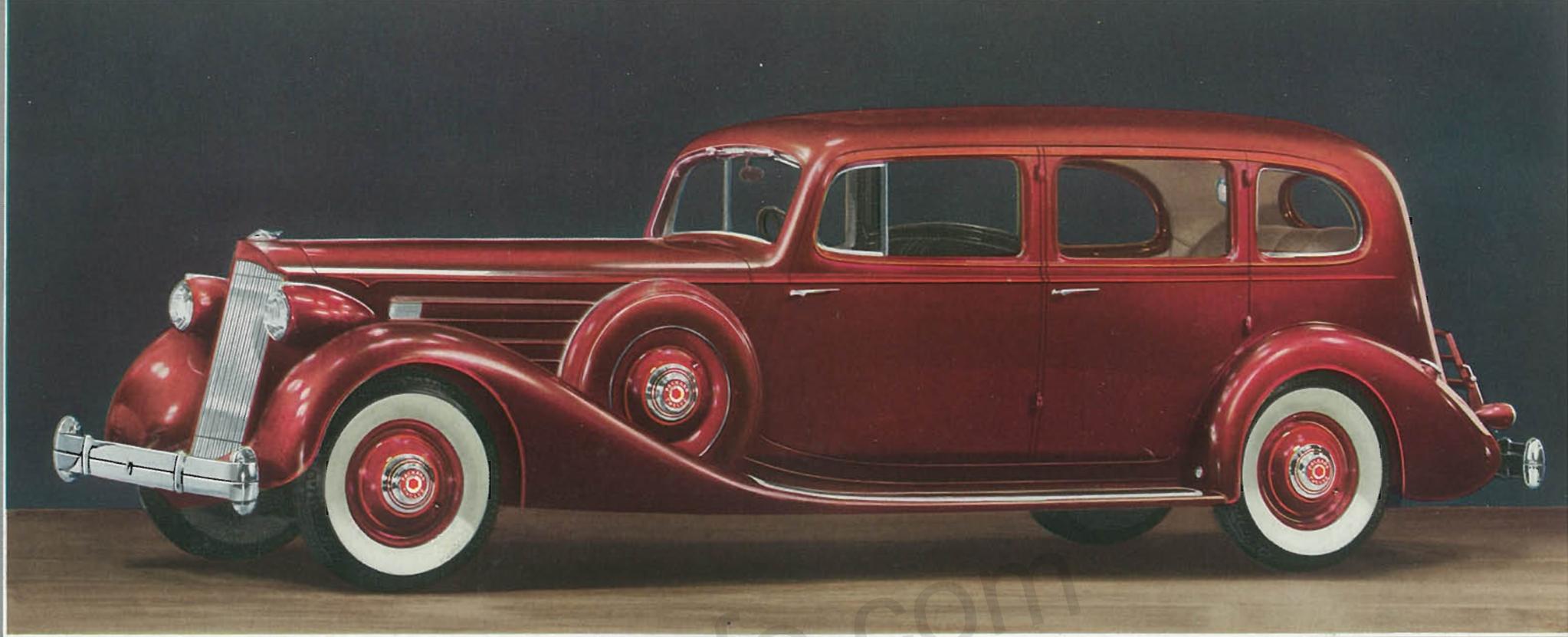


*The
Twelve*
SEDAN
*for Five
Passengers*
♦
*Wheelbase
139 Inches*

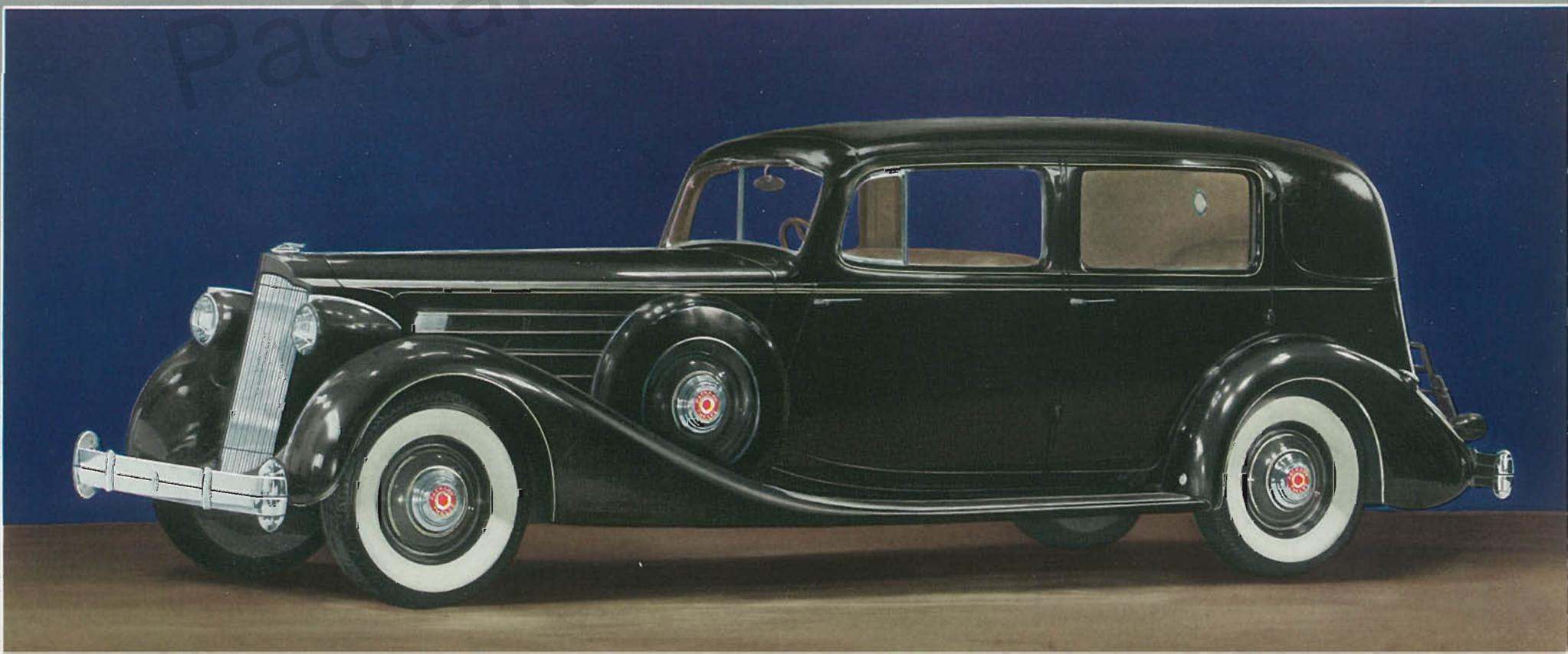


*The
Twelve*
SEDAN
*for Seven
Passengers*
♦
*Wheelbase
144 Inches*

*The
Twelve*
LIMOUSINE
*for Seven
Passengers*
♦
*Wheelbase
144 Inches*



*The
Twelve*
FORMAL
SEDAN
*for Six
Passengers*
♦
*Wheelbase
139 Inches*

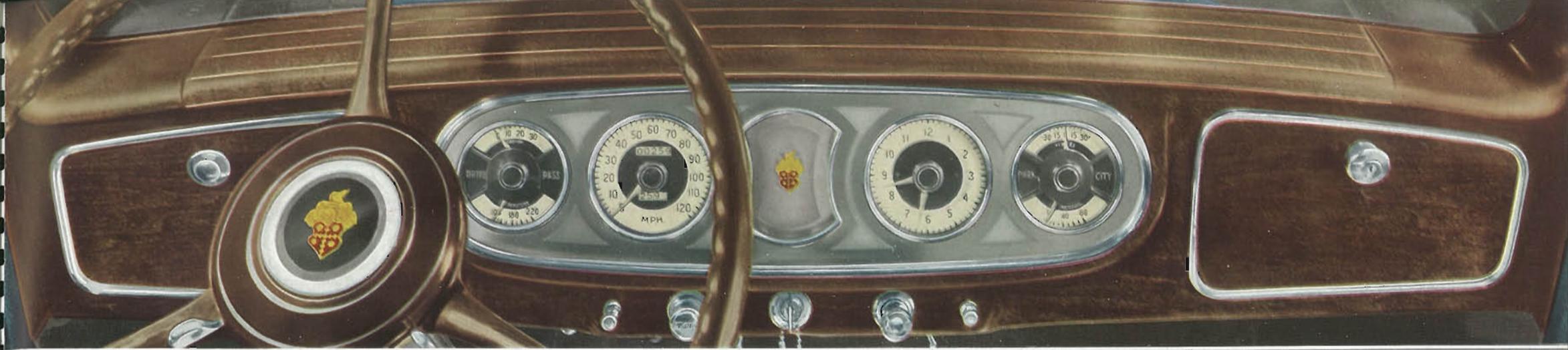




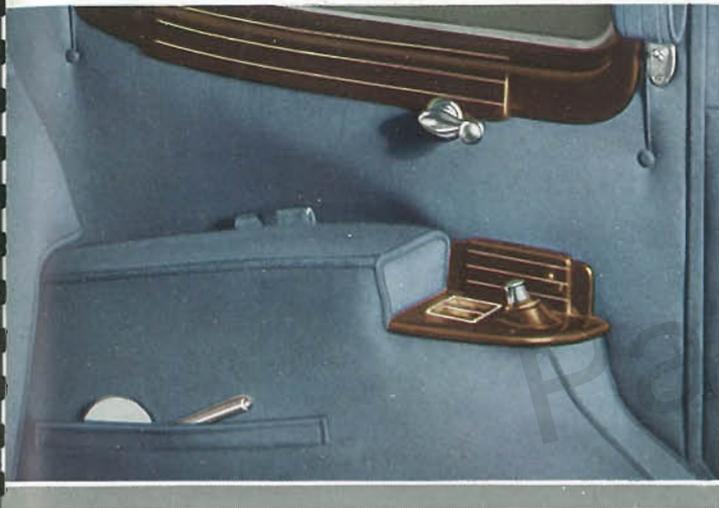
*The
Twelve
CLUB
SEDAN
for Five
Passengers*
♦
*Wheelbase
139 Inches*



*The
Twelve
COUPE
for Five
Passengers*
♦
*Wheelbase
139 Inches*



Aside from placement, instrument design and illumination are all-important factors. Packard uses big readable figures against translucent dials, indirect lighting controlled by a rheostat, and headlight tell-tale signals.



Like the comfortable corner of your favorite lounge, everything is at hand in the rear seat. Cleverly recessed quarter panels grant extra elbow-room. Side arm rests upholstered over sponge rubber contain conveniently placed smoking and vanity sets of polished chrome that blend harmoniously.

In the stately Limousine the smooth artistry that characterizes all Packard interiors is preserved by fitting the deeply upholstered auxiliary seats snugly and evenly into the back of the front seat and by dropping the division glass, when it is desired down, flush with the smooth, tailored seat back.



The lustrous broadcloth that covers seat cushions and arm rests of the luxurious Packard Twelve interior is woven of wool from sheep grazed only in a tiny area of Texas where the lush pasturage and pure water combine to produce a fleece that is unusual for its rich sheen and brilliance.

Thanks to the unique design of the Angleseat rear axle, more room is added to an already spacious rear compartment by the absence of any cumbersome drive shaft tunnel to mar the flat and even floor or break the smooth lie of the carpeted foot rest when it is folded back out of passenger use.



SPECIFICATIONS OF THE PACKARD TWELVE

Purchasers of the Packard Twelve may express their own preferences in choosing color combinations and in selecting from a wide fabric range.

POWER PLANT

Motor—Twelve cylinders cast integral with crankcase. Three-point suspension mounted in rubber. Bore $3\frac{1}{16}$ inches, stroke $4\frac{1}{4}$ inches, horsepower A. M. A. rating 56.7—motor actually develops more than 175 horsepower.

Cylinders—Modified L-head made from special iron and steel alloy.

Pistons—Special aluminum alloy fitted with four special compression and oil control rings.

Connecting Rods—I-beam type, drop-forged from special steel, rifle-bored to provide oil passage from crankshaft to piston pin bearing and equipped with copper alloy bearings.

Valves—Intake, chrome-nickel steel; exhaust, austenitic steel. Valve rocker arms are mounted on roller bearings, and are provided with an automatic adjustment which maintains zero valve clearance at all times and insures quiet operation.

Crankcase—Cast integral with cylinders, four main bearings, oil reservoir in lower half, ventilated and equipped with bayonet-type oil gauge.

Crankshaft—Drop-forged, heat-treated, machined all over and balanced both statically and dynamically. Drilled passages provide for oil distribution under pressure to connecting rods.

Clutch—12-inch, heavy duty, single cushion plate design. Spring cushion drive, special long life facings, and operating levers mounted on anti-friction bearings.

Transmission—Packard silent synchro-mesh with three quiet speeds forward and reverse. Nickel-steel hardened gears insuring long life and quiet operation. Shafts are mounted in highest grade anti-friction bearings, eight ball and two roller bearing assemblies being required in this unit.

FUEL SYSTEM

Supply—30-gallon tank mounted at rear; fuel is drawn from tank to carburetor by mechanical pump located on front of motor. A vacuum pump is also incorporated with fuel pump to provide necessary vacuum for constant operation of windshield wipers on hills or acceleration.

Carburetor—Dual down-draft type equipped with an automatic choke for cold starting. Carburetor has high idle adjustment. Triple resonator silencer combined with air cleaner standard equipment. Intake manifold equipped with ejector vaporizers which prevent liquid fuel from finding its way into the cylinders.

COOLING SYSTEM

Radiator—Vee-type shell with thermostatically controlled shutters. Tubular high efficiency type all-copper radiator core. Capacity 10 gallons, circulation by centrifugal pump. Expansion tank to prevent loss of coolant.

Fan—Aluminum alloy with four blades—21 inches in diameter, mounted on ball bearings which are lubricated by an oil reservoir of ample capacity.

LUBRICATING SYSTEM

Motor Lubrication—Full pressure feed to all crankshaft, camshaft, piston pin bearings, valve rocker lever rollers and

pins by gear-type oil pump submerged in oil supply in lower half of crankcase. Packard flood-type cylinder lubrication from oil bleed hole in lower end of connecting rod. Large capacity oil pump with an external pressure regulating valve. All oil passes through a filter and an automatic temperature regulator before being fed to the bearings.

Chassis Lubrication—Spring shackles and other points on the chassis requiring oil regularly are lubricated by an automatic vacuum operated pressure pump integral with tank. The oil supply is proportioned to the mileage.

ELECTRIC SYSTEM

Ignition—Packard Auto-Lite distributor with high capacity dual coils mounted on front of motor. Ignition system designed to accommodate radio installation.

Generator—Packard-Dyneto mounted left front of motor and driven by dual fan belts easily accessible. The generator is air-cooled and equipped with cut-out relay and voltage regulator entirely automatic in operation and protects battery against overcharge.

Starting Motor—Packard-Dyneto mounted at right rear of motor and automatically engaged with hardened steel flywheel gear. Starter switch located directly on top of motor, controlled by button on instrument board.

Battery—21-plate, 6-volt, 144-ampere-hour, with rubber-ribbed plates and reinforced case.

Warning Signal—Two matched-tone horns located underneath bonnet with relay control by depressing cap at top of steering column.

Lighting Equipment—Single-wire type protected by two 20-ampere fuses. Includes two non-glare main headlamps of 32 candlepower each, which provide parking, city and country driving with passing positions, two combination tail, stop and backing lights. The two stop lights are controlled by the brake pedal and are also illuminated by the gear shift while backing. Instrument board lights indirectly with a dimming switch. Running board and body lights operated by door switches. Spotlight and tonneau light are standard equipment in open bodies.

OPERATING CONTROLS

Gear Shift Lever—At right of driver, housing forward for ample foot-room.

Hand Brake Lever—At left of driver, under instrument board and well forward permitting free use of left front door.

Brakes—15 x 2½ inch duo servo mechanical type. Power operation. Internal expanding on all four wheels. This design has a large reserve capacity and a very light pedal action. All brakes have centrifuse drums.

Steering Gear—Worm and roller tooth type fully adjustable, provides easy steering and parking. Worm mounted on anti-friction roller bearings. Steering wheel 18½ inches in diameter, walnut-finished hard rubber, with a reinforced safety steel core.

Controls—Accelerator pedal with rubber rest at right of brake pedal; hand control and lighting switch levers built into the central portion of the steering wheel.

Instrument Board—Oil pressure gauge, motor thermometer, fuel supply gauge, ammeter, speedometer, electric clock, are grouped in a panel in the center of instrument board and indirectly lighted. The instrument panel is also equipped with tell-tale lights to indicate which headlight beam is being used. The instrument panel is designed to provide the mounting of radio controls in the center of the panel if desired. The speedometer reset stem, the starter button, the key lock ignition switch, the cigar lighter and electric clock reset stem are mounted in the instrument board below the instrument panel. Reading light mounted at center of instrument board.

BODY

Body—Highest quality safety glass in windshield and all windows. Body ventilation controlled by special ventilating window design and a cowl ventilator. Folding center arm rests in the rear seats of all five-passenger and seven-passenger sedans. Windshield wipers, sun visors, rear view mirror, concealed curtains, robe rail, foot rest, also luggage space in some bodies. Radio aerial.

All bodies thermally and noise-insulated. Two smoking sets in rear compartment of all five- and seven-passenger cars except coupe. Two package compartments on all instrument boards.

MISCELLANEOUS

Frame—Exclusive Packard reinforced type, very rigid in construction due to the X-type center cross member and cross channels. The side rails have a depth of 8 inches and are tapered toward the front.

Springs—Semi-elliptical. Front 42 inches by 2¼ inches; rear 60½ inches by 2½ inches. Front springs underslung and shackled at front end. Metal spring covers.

Wheels—Drop center reinforced rims. Wire wheels or wood wheels optional. Demountable at hub, and interchangeable front and rear. Convex steel disc covers available at extra cost.

Wheel Carrier—One spare wheel carried in rear of body except 2-4 passenger coupes.

Shock Absorbers—Hydraulic. Double-acting. Adjustable by Ride Control from front seat.

Tires—Low-pressure non-skid cord tires, front and rear; size 17 x 7.50, six-ply.

Speedometer—Pointer type. Driven through a flexible shaft connected with helical driving gears in the transmission assembly. Mounted at left in instrument panel.

Fenders—Deep crown, of extra heavy gauge steel. Anti-splash design.

Wheelbase—139 and 144 inches.

Turning Radius—24 feet, 6 inches. Long wheelbase, 25 feet, 6 inches.

Tools—Tool roll, with jack and wheel-changing equipment.

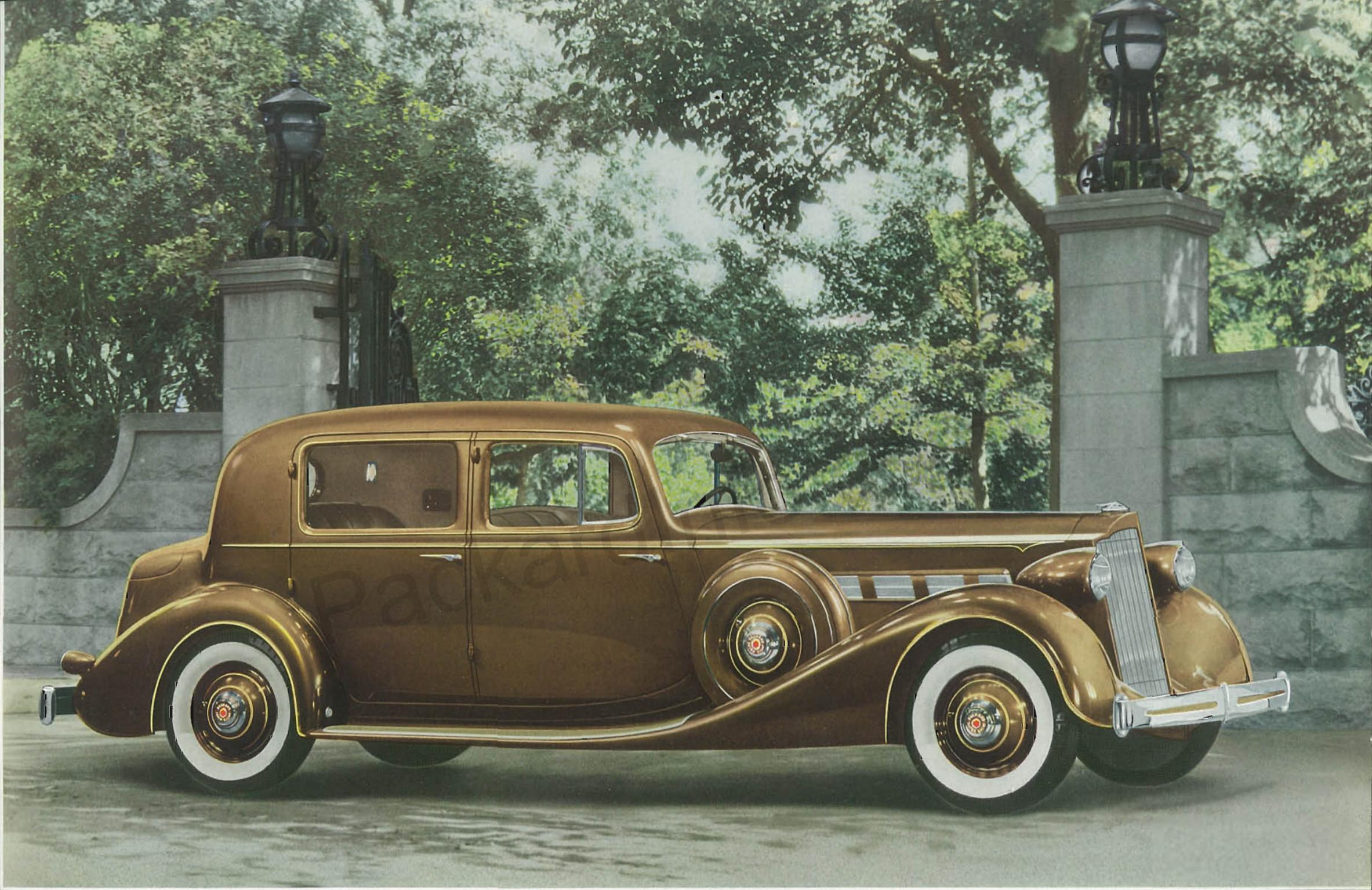
The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.

PACKARD MOTOR CAR COMPANY • DETROIT

PACKARD

Super Eight

FOR 1936



3805

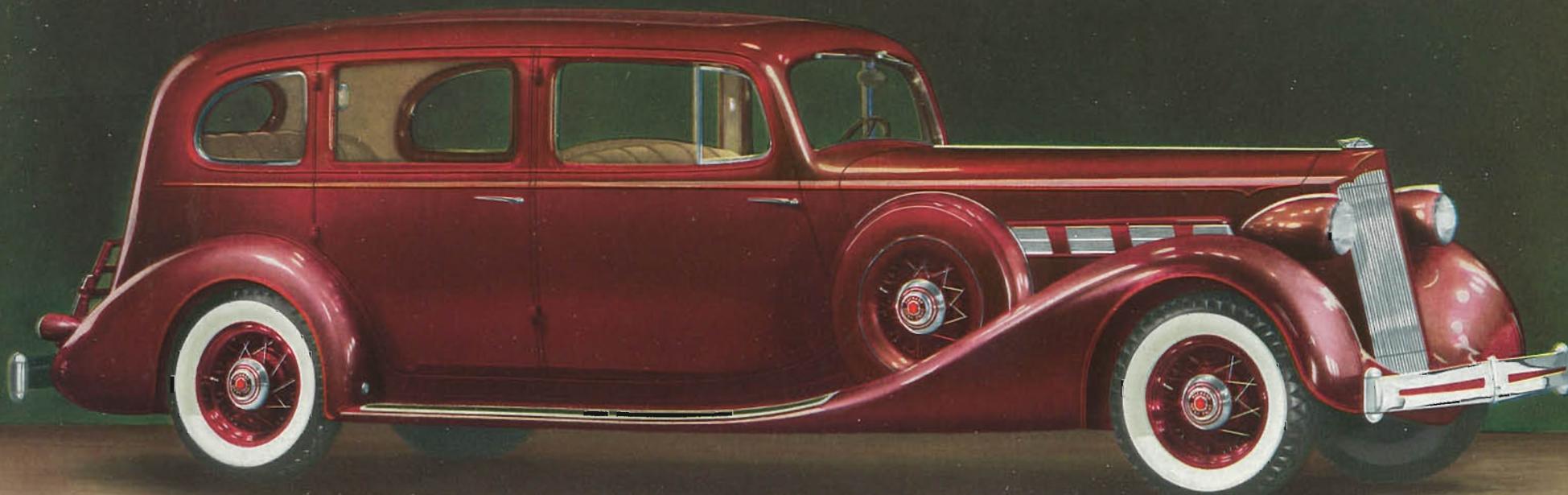
The PACKARD SUPER EIGHT *Five-Passenger* CLUB SEDAN

Standing before another of the thousand-odd gateways of distinguished families who have owned Packards continuously for 21 years or more



3500

*The
Super Eight
SEDAN
for Five
Passengers*
♦
*Wheelbase
132 Inches*



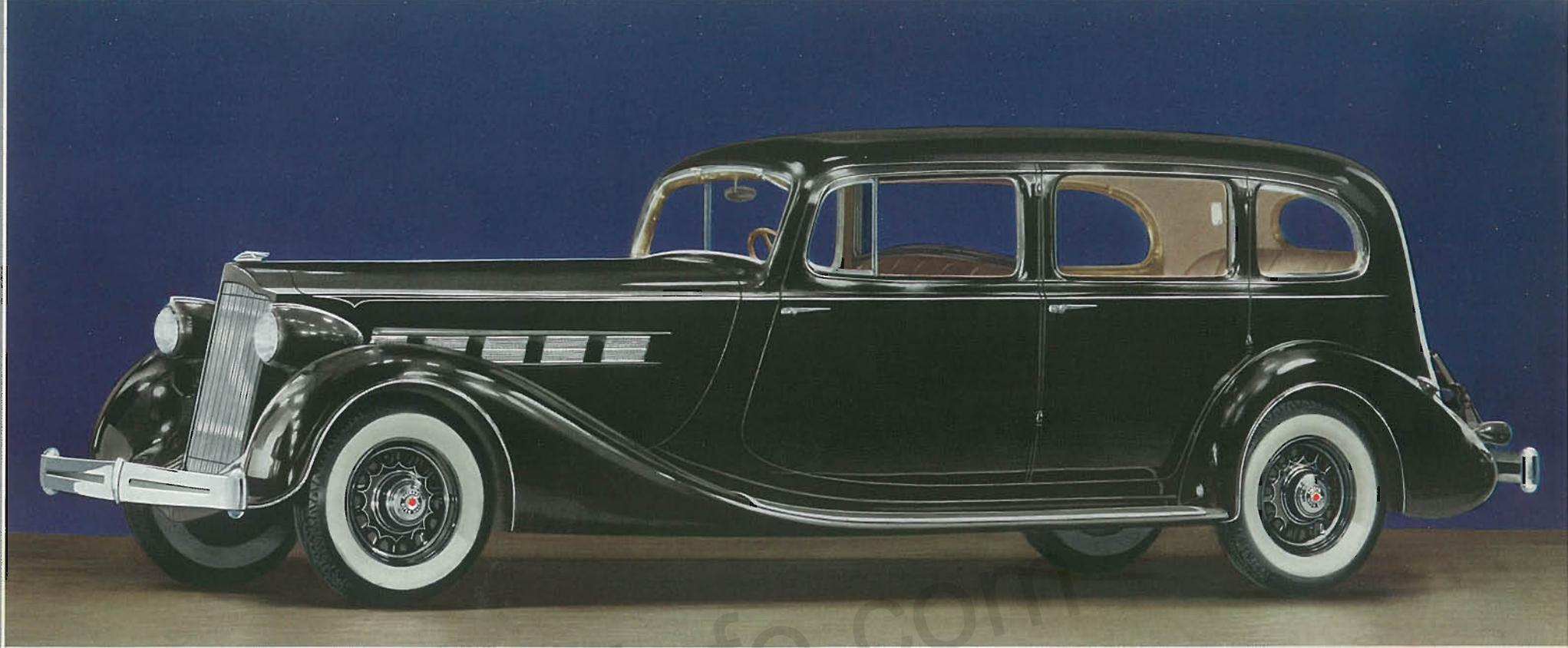
*The
Super Eight
SEDAN
for Seven
Passengers*
♦
*Wheelbase
144 Inches*

3910

The
Super Eight
LIMOUSINE

for Seven
Passengers

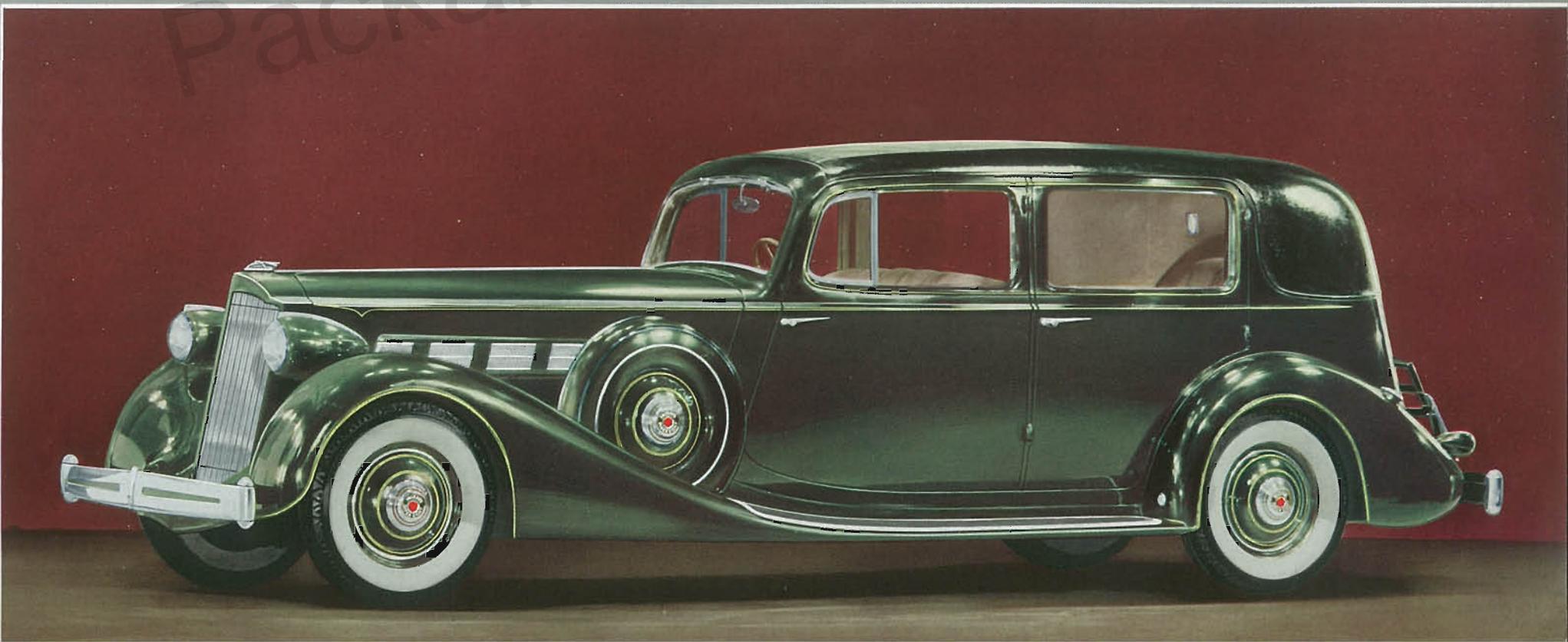
♦
Wheelbase
144 Inches



The
Super Eight
FORMAL
SEDAN

for Six
Passengers

♦
Wheelbase
139 Inches





*The
Super Eight*

**CLUB
SEDAN**

*for Five
Passengers*

♦
*Wheelbase
139 Inches*



*The
Super Eight*

COUPE

*for Five
Passengers*

♦
*Wheelbase
139 Inches*

*The
Super Eight*
COUPE

*for Two-Four
Passengers*

♦
*Wheelbase
139 Inches*



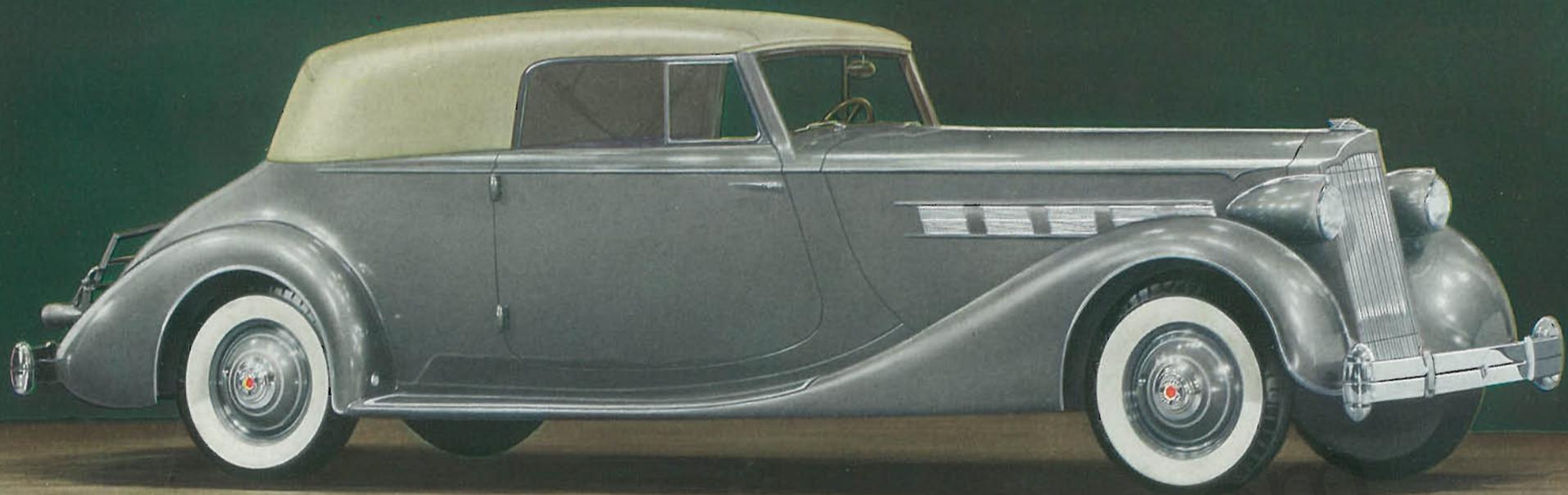
*The
Super Eight*
COUPE

ROADSTER

*for Two-Four
Passengers*

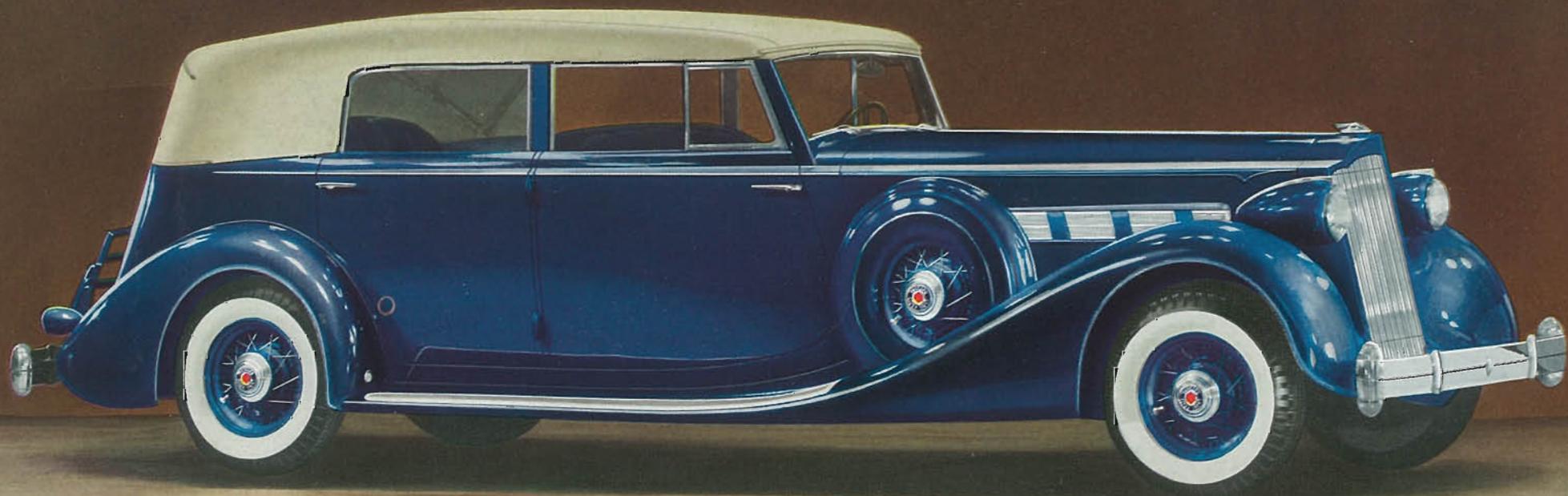
♦
*Wheelbase
139 Inches*





The
Super Eight
CONVERTIBLE
VICTORIA
for Five
Passengers

♦
Wheelbase
139 Inches



The
Super Eight
CONVERTIBLE
SEDAN
for Five
Passengers

♦
Wheelbase
144 Inches

E

*The
Super Eight*
PHAETON
*for Four
Passengers*

♦
*Wheelbase
139 Inches*



E

*The
Super Eight*
TOURING
CAR
*for Seven
Passengers*

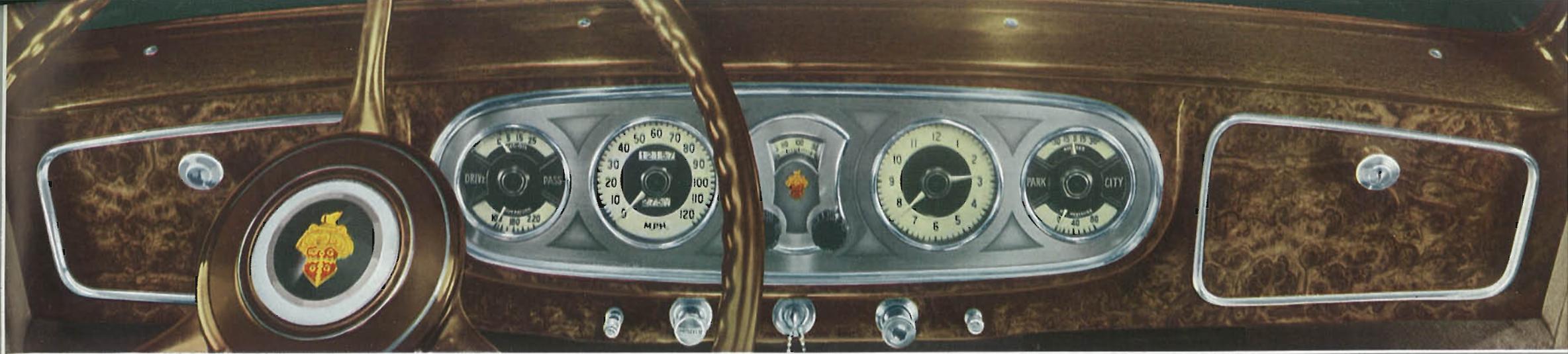
♦
*Wheelbase
144 Inches*





Comfort in the Packard interior is no mere happenstance. As with all Packard cars, the seat cushions of this Super Eight Club Sedan are orthopedically correct in construction and contour, being checked by a master gauge that represents the composite measurements of 40,000 human beings.

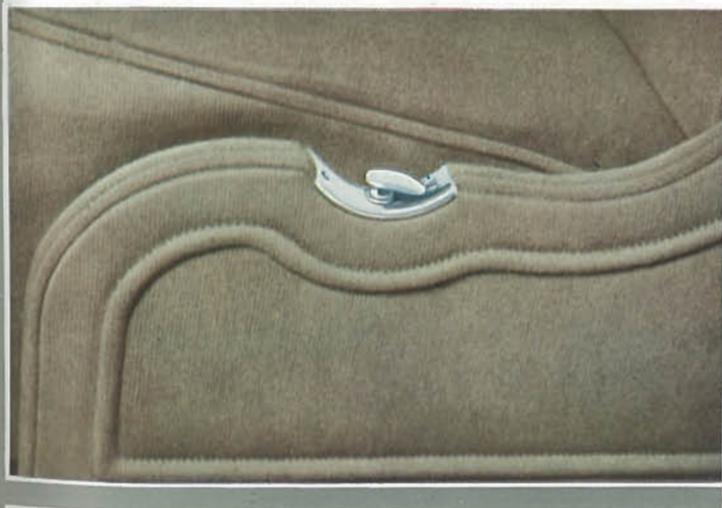
— of a distinguished family



Convenience is an ample feature of the Packard instrument board. Handy package compartments are located at each end and the center escutcheon plate is easily removed for radio controls, when this accessory is specified.



Comparable to the chaste design of fine sterling flatware, the richly patterned door and window regulators add gleaming notes to an interior atmosphere of refinement. The fittings blend charmingly with the warm coloring of the instrument panel and the decorative garnish moldings.



Careful placement of controls for the quick adjustability that makes Packard cars such individualized vehicles, keeps them conveniently accessible yet unobtrusive. For example, the driver's light touch on this button positions his seat without disturbing the passengers beside him.

Packard glass is safety glass, of course, but more than that it is quality checked to remain crystal clear and vision pure over the many long years of service each car offers. The rear window, like the side windows and windshield, is ample in design to afford unusually convenient visibility.



Packard body designers are sure to use to advantage the particular interior space that each body type offers. Here, in the Club Sedan, the enclosed rear quarter is made to combine beauty with utility by the locating of a neatly recessed smoking set and a distinctive chrome-finished corner light.



SPECIFICATIONS OF THE PACKARD SUPER EIGHT

Though a wide variety of stylings and treatments are possible as illustrated by cars on the foregoing pages, please consult the following for specific details of standard equipment, etc.

POWER PLANT

Motor—8 cylinders cast in one block. Three-point suspension mounted in rubber. Bore $3\frac{1}{2}$ inches. Stroke 5 inches. Horsepower A. M. A. rating 39.2. Motor actually develops more than 150 horsepower.

Cylinders—L-head made from special iron and steel alloy.

Pistons—Cast from special aluminum alloy. Piston design developed by Packard fitted with four special compression and oil control rings.

Connecting Rods—I-beam type, drop-forged of special steel and equipped with cooling fins and copper alloy bearings. Rifled bore lengthwise to provide oil pressure to piston pin bearings.

Valves—Intake, chrome-nickel steel. Exhaust, austenitic steel.

Crankcase—Aluminum alloy casting, ventilated. Nine steel-backed babbitt-lined main bearings afford rigid support for the crankshaft. Lower half provides motor oil reservoir. Bayonet-type oil gauge on left-hand side.

Crankshaft—Nine main bearings, drop forged, heat-treated, machined all over and balanced both statically and dynamically. Drilled passages provide for oil distribution to connecting rods under pressure.

Clutch—12-inch, heavy duty, single cushion plate design. Spring cushion drive, special long life facings, and operating levers mounted on anti-friction bearings.

Transmission—Packard silent synchro-mesh with three quiet speeds forward and reverse. Nickel-steel hardened gears insuring long life and quiet operation. Shafts are mounted in highest grade anti-friction bearings, eight ball and two roller bearing assemblies being required in this unit.

FUEL SYSTEM

Fuel Supply—25-gallon tank mounted at rear. Fuel is drawn from tank by mechanical fuel pump located on left-hand side of motor. A vacuum pump is also incorporated with the fuel pump to provide necessary vacuum for windshield wipers on hills or acceleration.

Carburetor—Dual down-draft type equipped with automatic choke for cold starting. Carburetor is designed with an automatic high idle adjustment. Triple resonator silencer combined with air cleaner. Intake manifold provided with thermostatic-controlled hot spot for rapid warm-up. Exclusive Packard manifold drains to provide easy starting.

COOLING SYSTEM

Radiator—V-type shell with thermostatically controlled shutters. Tubular high efficiency type all-copper radiator core. Capacity five gallons. Water circulation by centrifugal pump.

Fan—A special design 21-inch, four-blade fan with exceptionally high capacity, designed for quiet operation. Mounted on ball bearings.

LUBRICATING SYSTEM

Motor Lubrication—Full pressure feed to all crankshaft, camshaft, piston pin bearings, valve rocker lever rollers and pins by gear-type oil pump submerged in oil supply in lower half of crankcase. Packard flood-type cylinder lubrication from oil bleed in lower end of connecting rod. Large capacity oil pump

with an external pressure regulating valve. All oil passes through a filter and an automatic temperature regulator before being fed to the bearings.

Chassis Lubrication—Spring shackles and other points on the chassis requiring oil regularly are lubricated by an automatic vacuum operated pressure pump integral with tank. The oil supply is proportioned to the mileage.

ELECTRIC SYSTEM

Ignition—Packard-Delco distributor with high capacity coil mounted on cylinder head. Ignition system designed to accommodate radio installation.

Generator—Packard-Dyneto mounted at right front of motor and driven by a silent chain. Easily accessible for proper attention. This generator is air-cooled and equipped with a cut-out relay and voltage regulator, which are entirely automatic in operation.

Starting Motor—Packard-Dyneto mounted at left rear of motor and automatically engaged with hardened steel fly-wheel gear. Starter switch located directly on top of motor, controlled by button on instrument board.

Battery—21-plate, 6-volt, 144-ampere-hour battery with rubber-ribbed plates and reinforced case.

Warning Signal—Two matched-tone horns located underneath bonnet with relay control by depressing cap at top of steering gear.

Lighting Equipment—Single-wire type protected by two 20-ampere fuses. Includes two non-glare main headlamps of 32 candlepower each, which provide parking, city and country driving with passing positions; two combination tail, stop and backing lights. The two stoplights are controlled by the brake pedal and are also illuminated by the gear shift while backing. Instrument board lights indirectly with a dimming switch. Running board and body lights operated by door switches. Spot-light and tonneau light are standard equipment in open bodies.

OPERATING CONTROLS

Gear Shift—At right of driver. Housing well forward, giving ample foot-room.

Brake Lever—At left of driver under instrument board and well forward, permitting free use of left front door.

Brakes—14 x $2\frac{1}{4}$ mechanical type power-operated brakes. Internal expanding on all four wheels. This design has a large reserve capacity and a very light pedal action. All brakes have centrifuse drums.

Steering Gear—Worm and roller tooth type fully adjustable, provides easy steering and parking. Worm mounted on anti-friction roller bearings. Steering wheel $18\frac{1}{2}$ inches in diameter, walnut-finished hard rubber, with a reinforced safety steel core.

Controls—Accelerator pedal with rubber rest at right of brake pedal; hand control and lighting switch levers built into the central portion of the steering wheel.

Instrument Board—Oil pressure gauge, motor thermometer, fuel supply gauge, ammeter, speedometer, electric clock, are grouped in a panel in the center of instrument board and indirectly lighted. The instrument panel is also equipped with tell-tale lights to indicate which headlight beam is being used. The instrument panel is designed to provide the mounting of

radio controls in the center of the panel if desired. The speedometer reset stem, the starter button, the key lock ignition switch, the cigar lighter and electric clock reset stem are mounted in the instrument board below the instrument panel. Reading light mounted at center of instrument board.

BODY

Highest quality safety glass in windshield and all windows. Body ventilation controlled by special ventilating window design and a cowl ventilator. Folding center arm rests in the rear seats of all five-passenger and seven-passenger sedans.

Windshield wipers, sun visors, rear view mirror, concealed curtains, robe rail, foot rest, also luggage space in some bodies. Radio aerial.

All bodies thermally and noise-insulated. Two smoking sets in rear compartment of all five- and seven-passenger cars except coupe. Two package compartments in all instrument boards.

MISCELLANEOUS

Frame—Exclusive Packard reinforced type, very rigid in construction due to the X-type center cross member and cross channel. The side rails have a depth of 8 inches and are tapered toward the front.

Springs—Semi-elliptical. Front, 42 x $2\frac{1}{4}$ inches. Rear, $60\frac{1}{2}$ x $2\frac{1}{2}$ inches. Metal spring covers.

Wheels—Wire wheels standard equipment. Drop center reinforced rims. Demountable at hub, and interchangeable front and rear. Wood wheels or convex steel disc covers optional on same hubs at extra cost.

Wheel Carrier—Spare wheel carried in rear of body except 2-4 passenger coupes.

Shock Absorbers—Hydraulic double-acting adjustable from driver's seat by Ride Control.

Tires—7 x 17-inch low pressure, non-skid, 6-ply cord tires.

Speedometer—Pointer type. Driven through flexible shaft connected with helical gears in the transmission assembly, mounted at the left of instrument panel.

Fenders—Deep crown of extra heavy gauge steel. Anti-splash design.

Wheelbase—132, 139, 144 inches.

Turning Radius—22 feet, 6 inches; 23 feet, 8 inches; 24 feet, 4 inches.

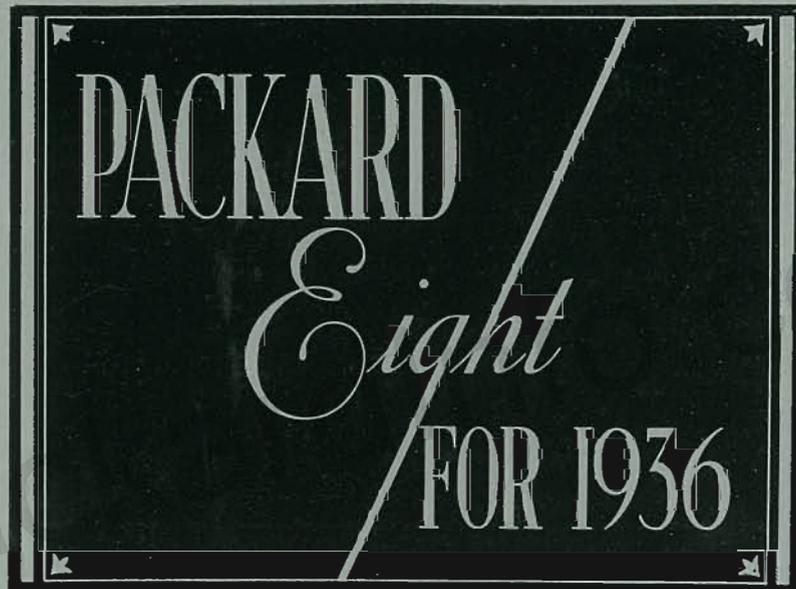
Tools—Tool roll with jack and wheel-changing equipment.

PAINTING AND UPHOLSTERY

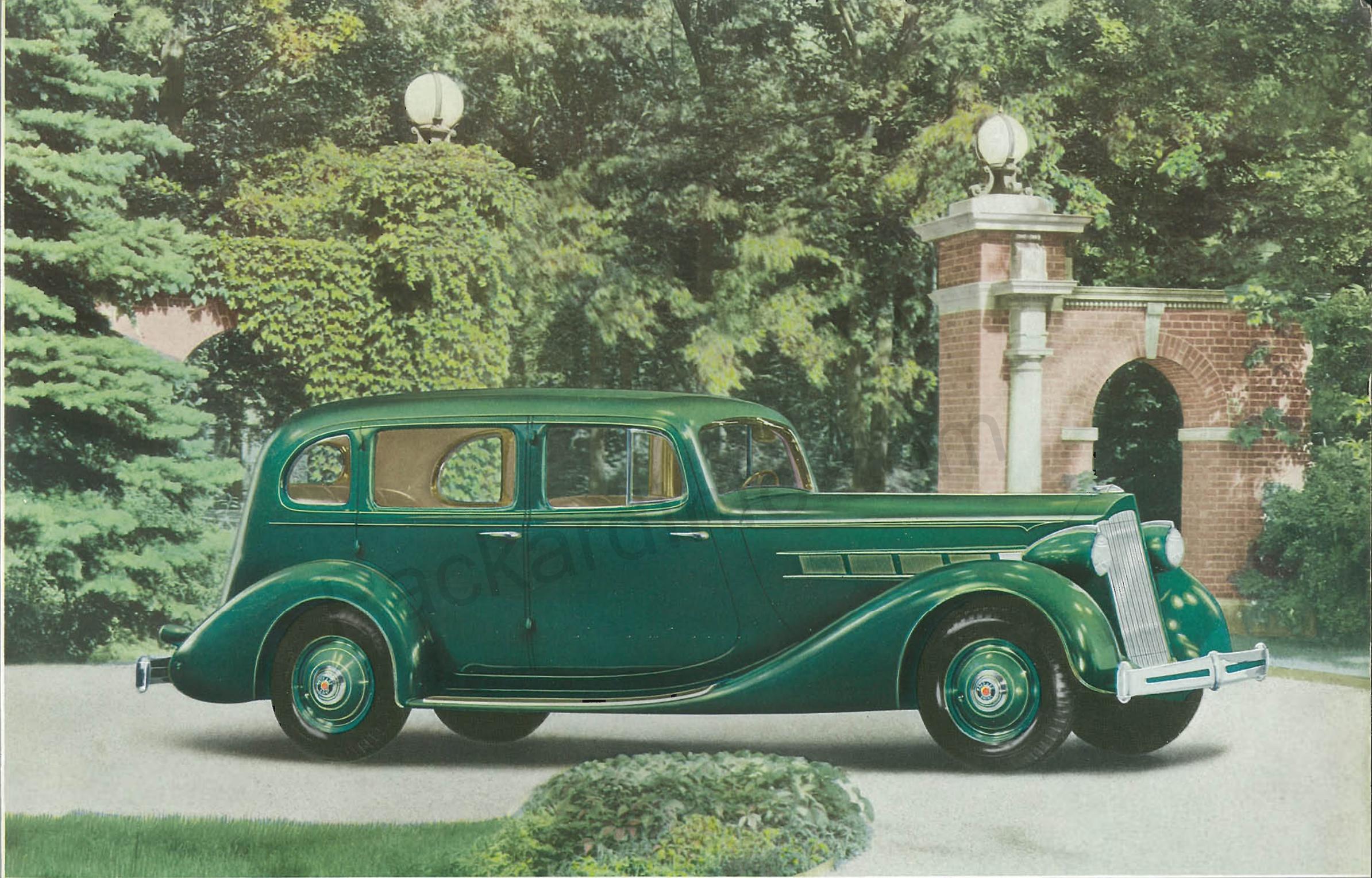
As befits so fine a car as the Packard Super Eight, its purchaser may choose from a wide variety of color combinations. Pictured on the previous pages are cars painted in these combinations as faithfully as printing inks can reproduce their artistic beauty. Included in the options are combinations of lacquer treatments as well as metallic shades such as gunmetal, etc. All-wool broadcloth is used throughout in the upholstery of the Packard Super Eight. A choice of upholstery cloths has been selected for the best harmony of each color combination.

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

PACKARD MOTOR CAR COMPANY • DETROIT

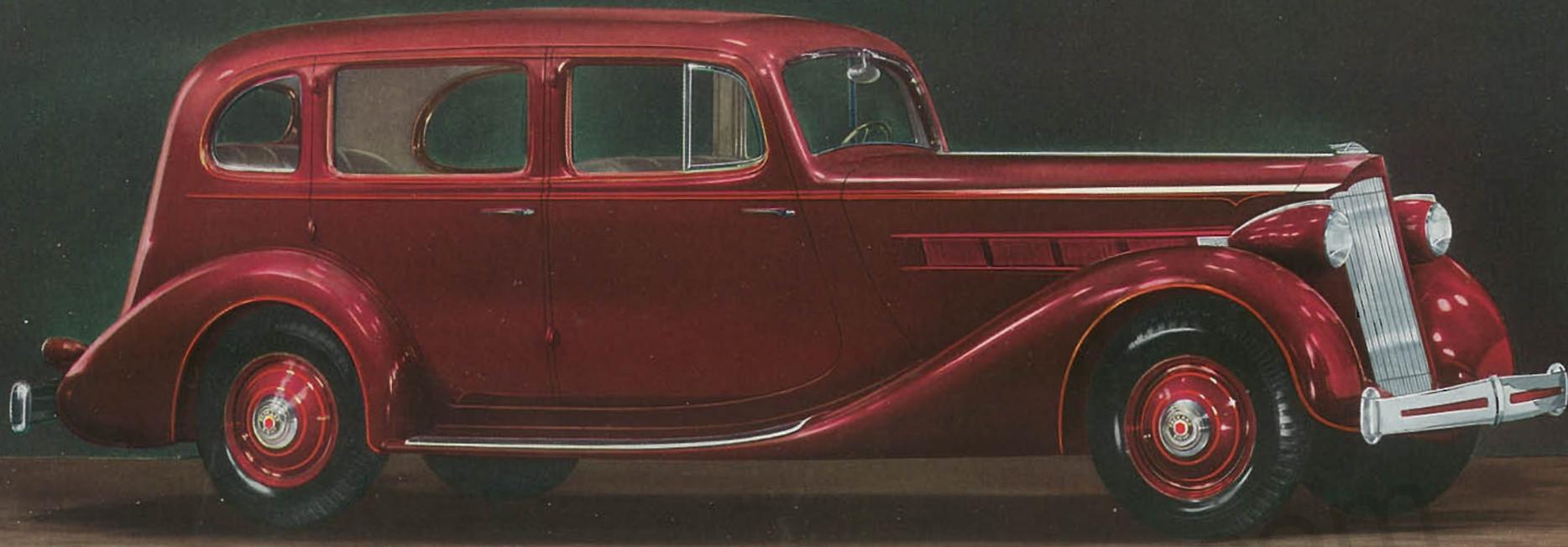


Pa om



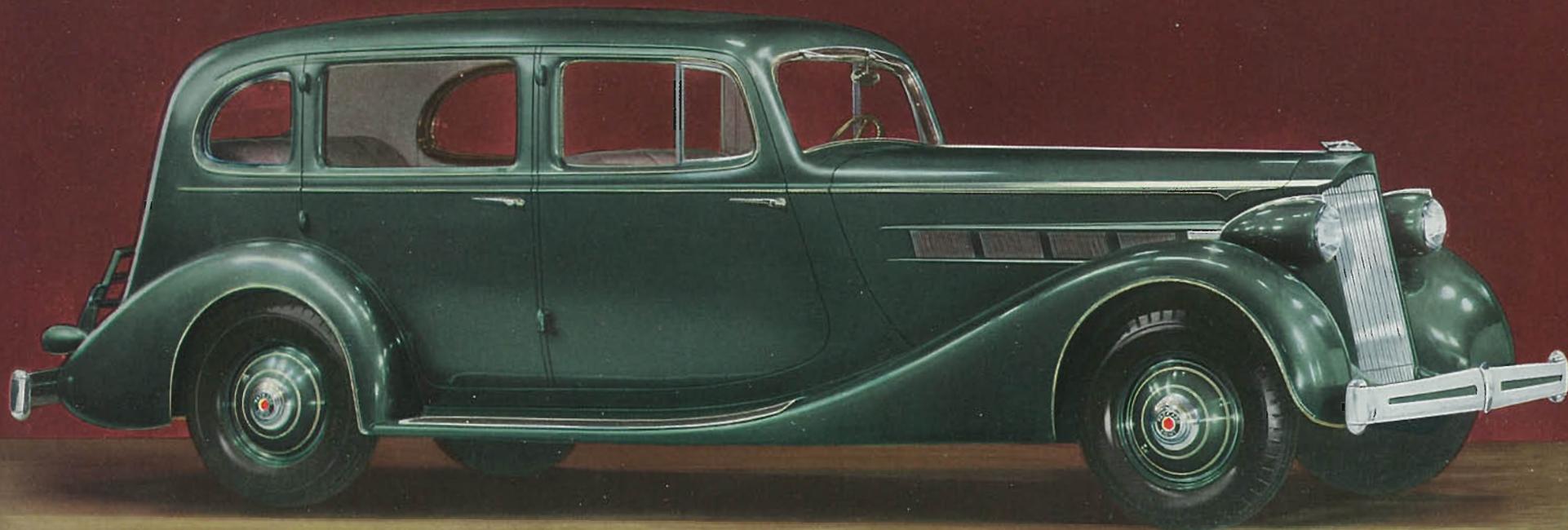
The PACKARD EIGHT *Five-Passenger* SEDAN

In front of a third one of the thousand-odd gateways of distinguished families who have owned Packards continuously for 21 years or more



*The
Eight
SEDAN
for Five
Passengers*

♦
*Wheelbase
127 Inches*



*The
Eight
SEDAN
for Five
Passengers*

♦
*Wheelbase
134 Inches*

*The
Eight*
SEDAN
*for Seven
Passengers*
♦
*Wheelbase
139 Inches*



*The
Eight*
LIMOUSINE
*for Seven
Passengers*
♦
*Wheelbase
139 Inches*





*The
Eight*
FORMAL
SEDAN
*for Six
Passengers*

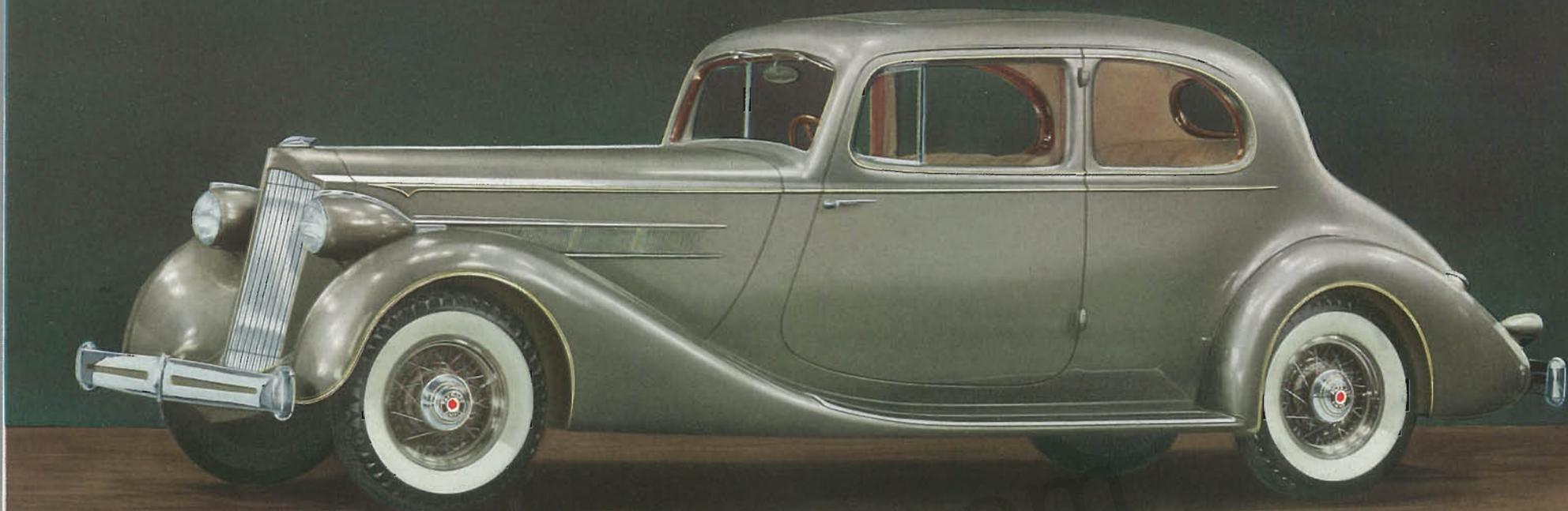
♦
*Wheelbase
134 Inches*



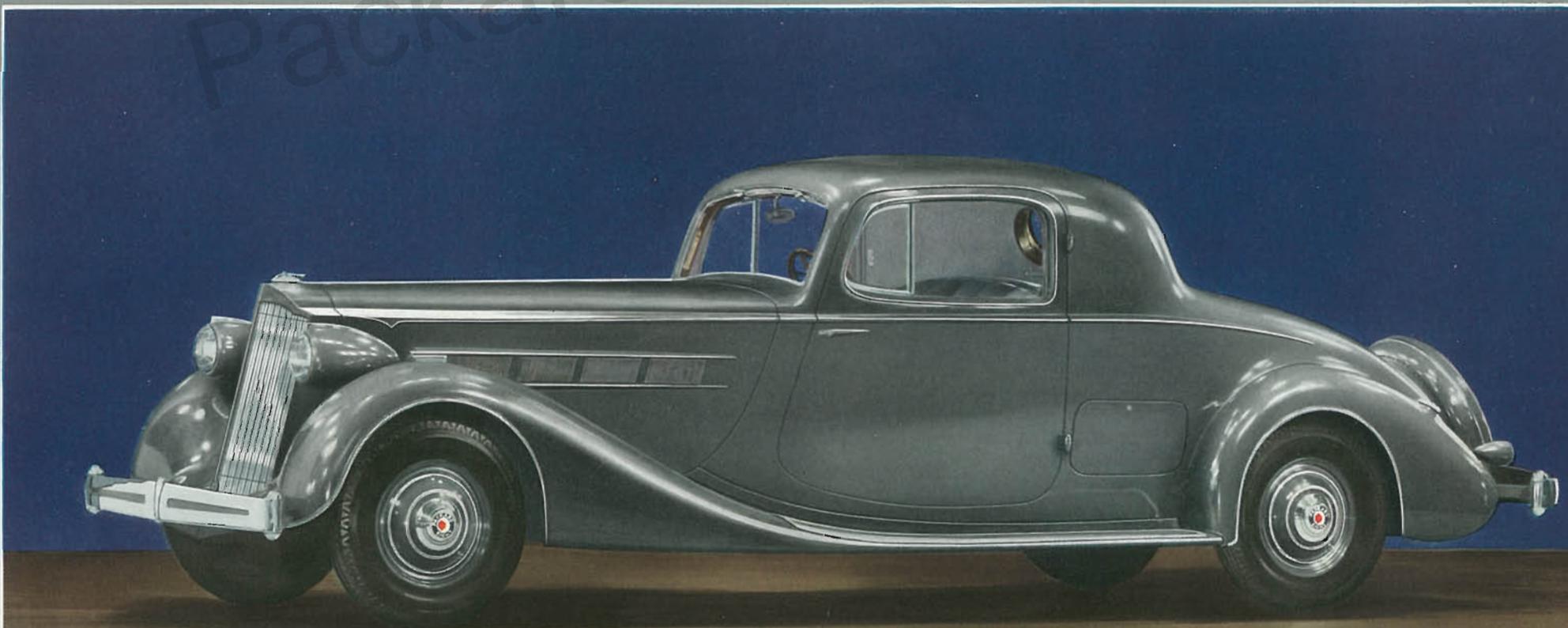
*The
Eight*
CLUB
SEDAN
*for Five
Passengers*

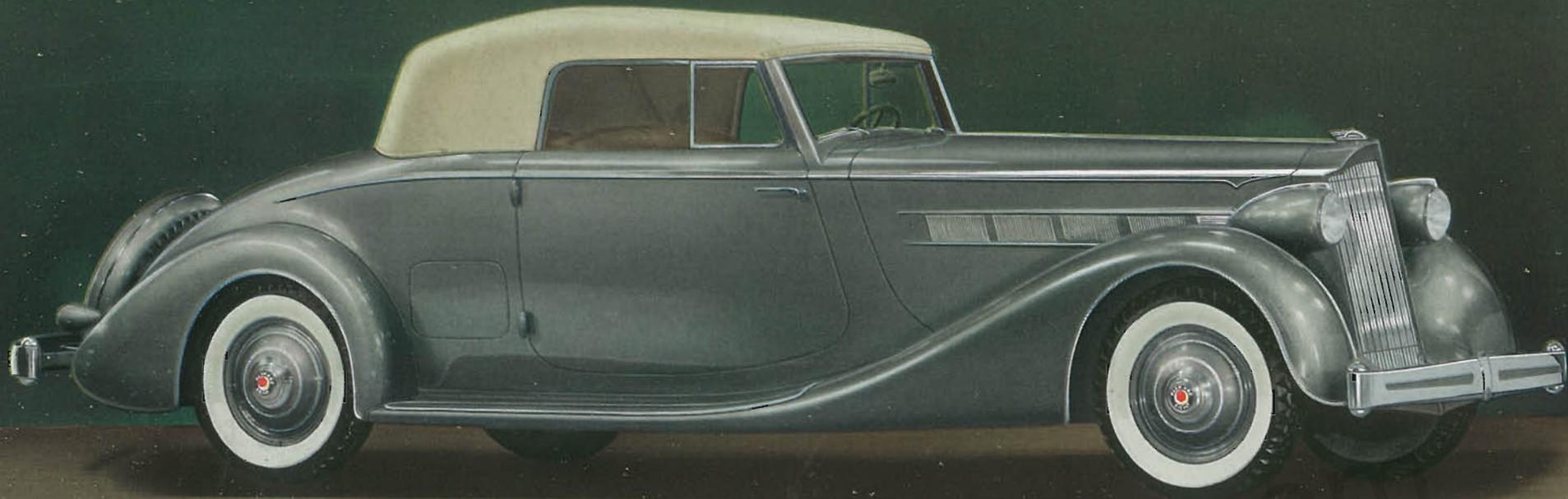
♦
*Wheelbase
134 Inches*

*The
Eight*
COUPE
*for Five
Passengers*
♦
*Wheelbase
134 Inches*



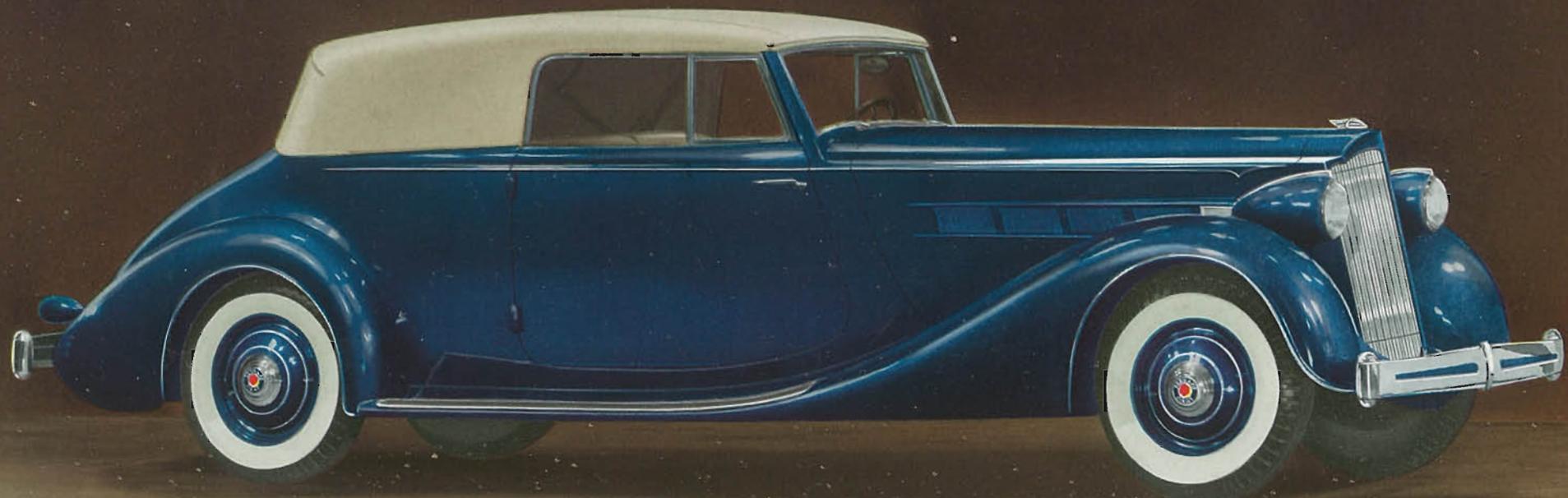
*The
Eight*
COUPE
*for Two-Four
Passengers*
♦
*Wheelbase
134 Inches*





*The
Eight
COUPE
ROADSTER
for Two-Four
Passengers*

♦
*Wheelbase
134 Inches*



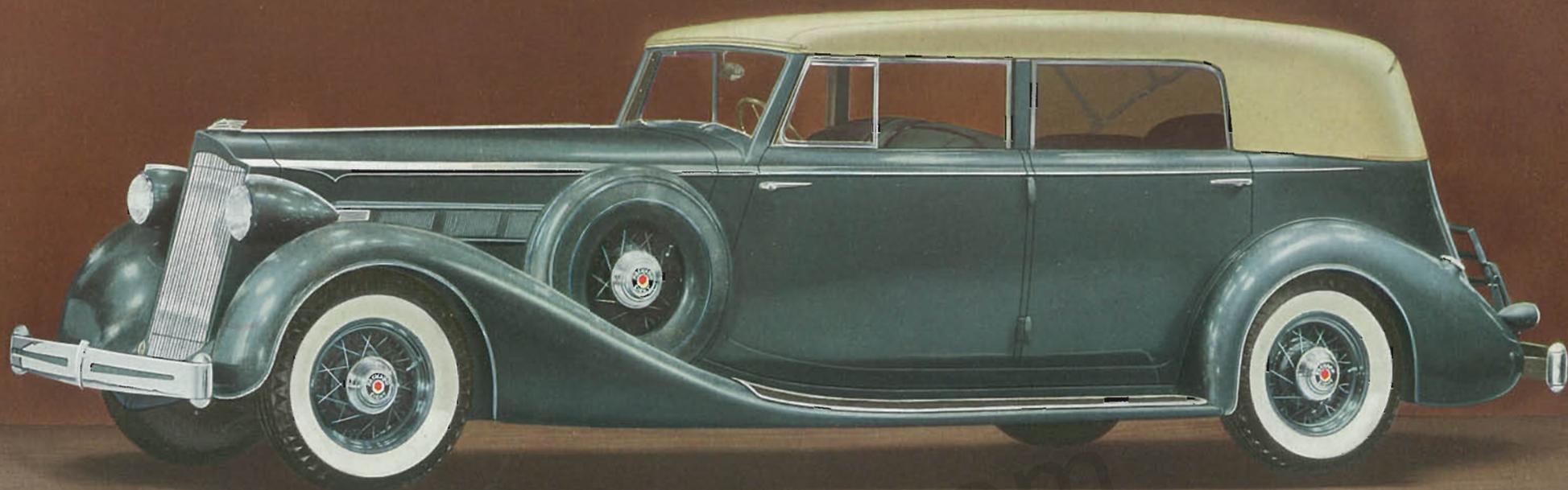
*The
Eight
CONVERTIBLE
VICTORIA
for Five
Passengers*

♦
*Wheelbase
134 Inches*

*The
Eight*
CONVERTIBLE
SEDAN

*for Five
Passengers*

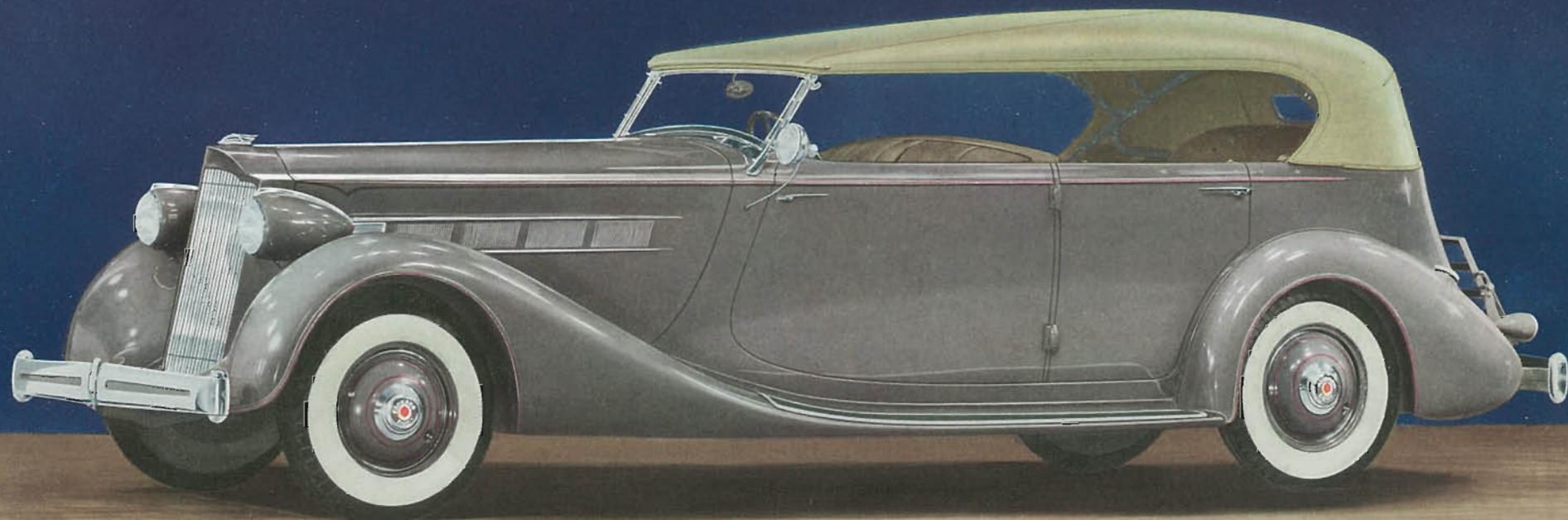
♦
*Wheelbase
139 Inches*



*The
Eight*
PHAETON

*for Four
Passengers*

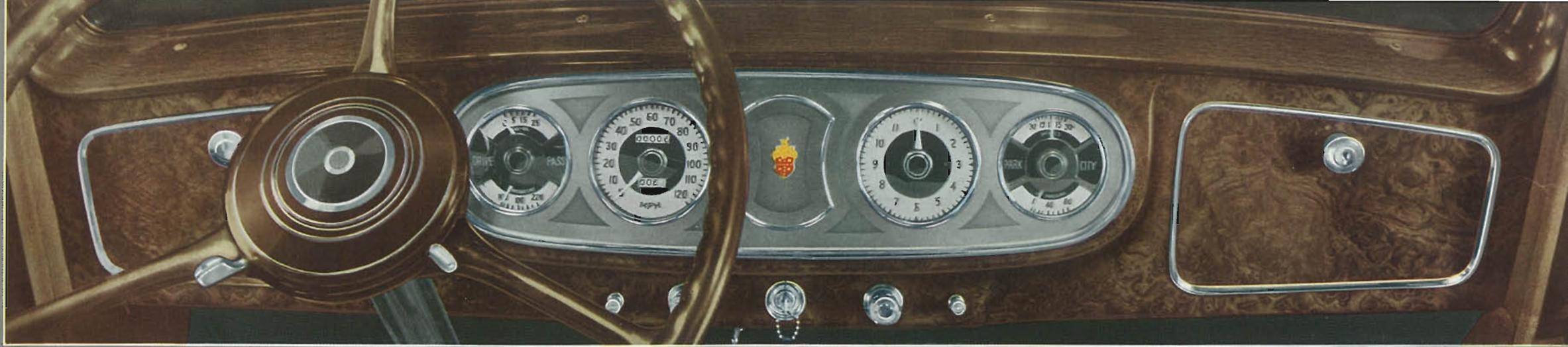
♦
*Wheelbase
134 Inches*





Uncrowded roominess is an underlying thought in Packard interior design. This Eight Sedan presents interesting examples of the wide seats, deep and soft cushions and ample leg-room in both compartments that make short trip or long tour a joy and a delight within a Packard car.

— of a distinguished family



Next to his gaze on the road ahead, the eye of the driver falls most often upon the instrument board. That in Packard cars conveniently groups the dials for quick scrutiny and artfully illuminates them for easy reading.



Packard passengers ride in ventilated comfort. Ingeniously swung ventilating windows grant just the right amount of air to suit the individual without annoying draughts to other occupants. Together with a screened cowl ventilator, the system affords healthful controlled ventilation.

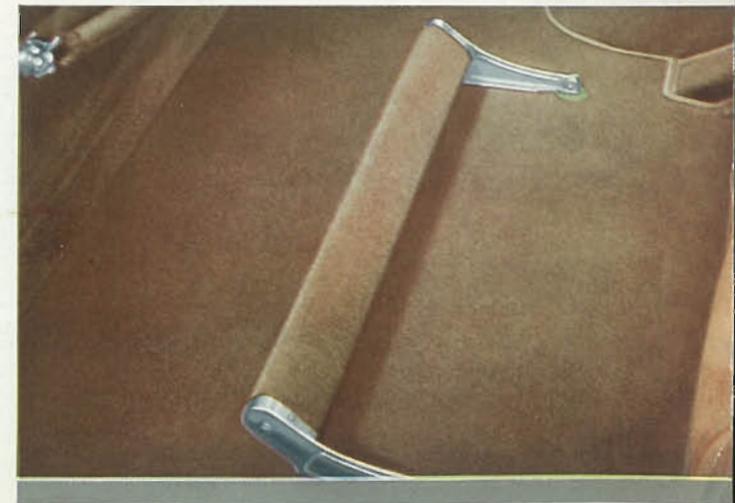


Ventilating windows in the rear quarter grant the same adjustment for air flow to those in the rear compartment. Not only do these pivoted ventilators aid in draught control but also the scientific circulation they help create greatly increases the efficiency of any heater installation.

One reason the passenger steps from his Packard rested and refreshed is the riding repose that is built into the cushions. Even the center arm rest of the rear seat is upholstered and contoured with the same care that is accorded the design and construction of the seat cushion itself.



The Packard formula to increase rear compartment comfort: first, a floor that is smooth and free from annoying tunnel or hump; next, a thick and weather-proof insulation pad; over it, a snug-fitting, well-tailored carpet; and finishing it off, an adjustable two-way, carpet-covered foot rest.



SPECIFICATIONS OF THE PACKARD EIGHT

Cars on the previous pages are depicted in a variety of possible stylings. For standard equipment and details, however, please refer to the outline printed below.

POWER PLANT

Motor—8 cylinders cast in one block. Three-point suspension mounted in rubber. Bore $3\frac{1}{8}$ inches. Stroke 5 inches. Horsepower A. M. A. rating $32\frac{1}{2}$. Motor actually develops more than 130 horsepower.

Cylinders—L-head made from special iron and steel alloy.

Pistons—Cast from special aluminum alloy. Piston design developed by Packard fitted with four special compression and oil control rings.

Connecting Rods—I-beam type, drop-forged of special steel and equipped with cooling fins and copper alloy bearings. Rifle-bored lengthwise to provide oil pressure to piston pin bearings.

Valves—Intake, chrome-nickel steel. Exhaust, austenitic steel.

Crankcase—Aluminum alloy casting. Ventilated. Nine steel-backed babbitt-lined main bearings afford rigid support for the crankshaft. Lower half provides motor oil reservoir. Bayonet-type oil gauge on left-hand side.

Crankshaft—Nine main bearings, drop-forged, heat-treated, machined all over and balanced both statically and dynamically. Drilled passages provide for oil distribution to connecting rods under pressure.

Clutch—12-inch, heavy duty, single cushion plate design. Spring cushion drive, special long life facings, and operating levers mounted on anti-friction bearings.

Transmission—Packard silent synchro-mesh with three quiet speeds forward and reverse. Nickel-steel hardened gears insuring long life and quiet operation. Shafts are mounted in highest grade anti-friction bearings, eight ball and two roller bearing assemblies being required in this unit.

FUEL SYSTEM

Fuel Supply—25-gallon tank mounted at rear. Fuel is drawn from tank by mechanical fuel pump located on left-hand side of motor. A vacuum pump is also incorporated with the fuel pump to provide necessary vacuum for windshield wipers on hills or acceleration.

Carburetor—Dual down-draft type equipped with automatic choke for cold starting. Carburetor is designed with an automatic high idle adjustment. Triple resonator silencer combined with air cleaner. Intake manifold provided with thermostatic-controlled hot spot for rapid warm-up. Exclusive Packard manifold drains to provide easy starting.

COOLING SYSTEM

Radiator—V-type shell with thermostatically controlled shutters. Tubular high efficiency type all-copper radiator core. Capacity five gallons. Water circulation by centrifugal pump.

Fan—A special design 19-inch, four-blade fan with exceptionally high capacity, designed for quiet operation. Mounted on ball bearings.

LUBRICATING SYSTEM

Motor Lubrication—Full pressure feed to all crankshaft, camshaft, piston pin bearings, valve rocker lever rollers and pins by gear type oil pump submerged in oil supply in lower half of crankcase. Packard flood-type cylinder lubrication from oil bleed in lower end of connecting rod. Large capacity oil pump with an external pressure regulating valve. All oil passes through

a filter and an automatic temperature regulator before being fed to the bearings.

Chassis Lubrication—Spring shackles and other points on the chassis requiring oil regularly are lubricated by an automatic vacuum operated pressure pump integral with tank. The oil supply is proportioned to the mileage.

ELECTRIC SYSTEM

Ignition—Packard-Delco distributor with high capacity coil mounted on cylinder head. Ignition system designed to accommodate radio installation.

Generator—Packard-Dyneto mounted at right front of motor and driven by a silent chain. Easily accessible for proper attention. This generator is air-cooled and equipped with a cut-out relay and voltage regulator, which are entirely automatic in operation.

Starting Motor—Packard-Dyneto mounted at left rear of motor and automatically engaged with hardened steel flywheel gear. Starter switch located directly on top of motor, controlled by button on instrument board.

Battery—21-plate, 6-volt, 144-ampere-hour battery with rubber-ribbed plates and reinforced case.

Warning Signal—Two matched-tone horns located underneath bonnet with relay control by depressing cap at top of steering gear.

Lighting Equipment—Single-wire type protected by two 20-ampere fuses. Includes two non-glare main headlamps of 32 candlepower each, which provide parking, city and country driving with passing positions; two combination tail, stop and backing lights. The two stoplights are controlled by the brake pedal and are also illuminated by the gear shift while backing. Instrument board lights indirectly with a dimming switch. Body lights operated by door switches. Spotlight and tonneau light are standard equipment in open bodies.

OPERATING CONTROLS

Gear Shift—At right of driver. Housing well forward giving ample foot-room.

Brake Lever—At left of driver under instrument board and well forward, permitting free use of left front door.

Brakes—14 x $2\frac{1}{4}$ mechanical type power-operated brakes. Internal expanding on all four wheels. This design has a large reserve capacity and a very light pedal action. All brakes have centrifuse drums.

Steering Gear—Worm and roller tooth type fully adjustable, provides easy steering and parking. Worm mounted on anti-friction roller bearings. Steering wheel 18 $\frac{1}{2}$ inches in diameter, walnut-finished hard rubber, with a reinforced safety steel core.

Controls—Accelerator pedal with rubber rest at right of brake pedal; hand control and lighting switch levers built into the central portion of the steering wheel.

Instrument Board—Oil pressure gauge, motor thermometer, fuel supply gauge, ammeter, speedometer, electric clock, are grouped in a panel in the center of instrument board and indirectly lighted. The instrument panel is also equipped with tell-tale lights to indicate which headlight beam is being used. The instrument panel is designed to provide the mounting of radio controls in the center of the panel if desired. The speed-

ometer reset stem, the starter button, the key lock ignition switch, the cigar lighter and electric clock reset stem are mounted in the instrument board below the instrument panel. Reading light mounted at center of instrument board.

BODY

Highest quality safety glass in windshield and all windows. Body ventilation controlled by special ventilating window design and a cowl ventilator. Folding center arm rests in the rear seats of all five-passenger and seven-passenger sedans. Adjustable driver's seats, two sun visors, two automatic windshield wipers, rear view mirror, concealed curtains, robe rail, toggle grips, foot rest.

All bodies thermally and noise-insulated. Smoking case on right side, vanity case on left in rear compartment of all five- and seven-passenger cars except coupe. Two package compartments on all instrument boards with individual locks. Radio antenna in roof of car.

MISCELLANEOUS

Frame—Exclusive Packard reinforced type very rigid in construction due to the X-type center cross member and cross channel. The side rails have a depth of 8 inches and are tapered toward the front.

Springs—Semi-elliptical. Front, 42 x $2\frac{1}{4}$ inches. Rear, 60 $\frac{1}{2}$ x $2\frac{1}{4}$ inches. Metal spring covers.

Wheels—Wire wheels standard equipment. Drop center reinforced rims. Demountable at hub, and interchangeable front and rear. Wood wheels or convex disc covers optional on same hubs at extra cost.

Wheel Carrier—Spare wheel compartment in rear of car except 2-4 passenger coupes.

Shock Absorbers—Hydraulic double-acting, adjustable from driver's seat by Ride Control.

Tires—7 x 17-inch, low pressure, non-skid, 6-ply cord tires.

Speedometer—Pointer type. Driven through flexible shaft connected with helical gears in the transmission assembly, mounted at the left of instrument panel.

Fenders—Deep crown of extra heavy gauge steel. Anti-splash design.

Wheelbase—127, 134, 139 inches.

Turning Radius—22 feet, 4 inches; 23 feet, 4 inches; 23 feet, 9 inches.

Tools—Tool roll with jack and wheel-changing equipment.

PAINTING AND UPHOLSTERY

Those who buy the Packard Eight may choose from a wide variety of color combinations. Cars on the foregoing pages of this catalog have been depicted in these combinations as closely as it is possible for printing inks to reproduce their full beauty of shades and tones. Included in the options are combinations of lacquer treatments as well as metallic treatments such as gun-metal, etc. The Packard Eight is upholstered in all-wool broad-cloth throughout, a choice of four upholstery cloths being selected to harmonize artistically with each color combination. *The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.*

PACKARD MOTOR CAR COMPANY • DETROIT