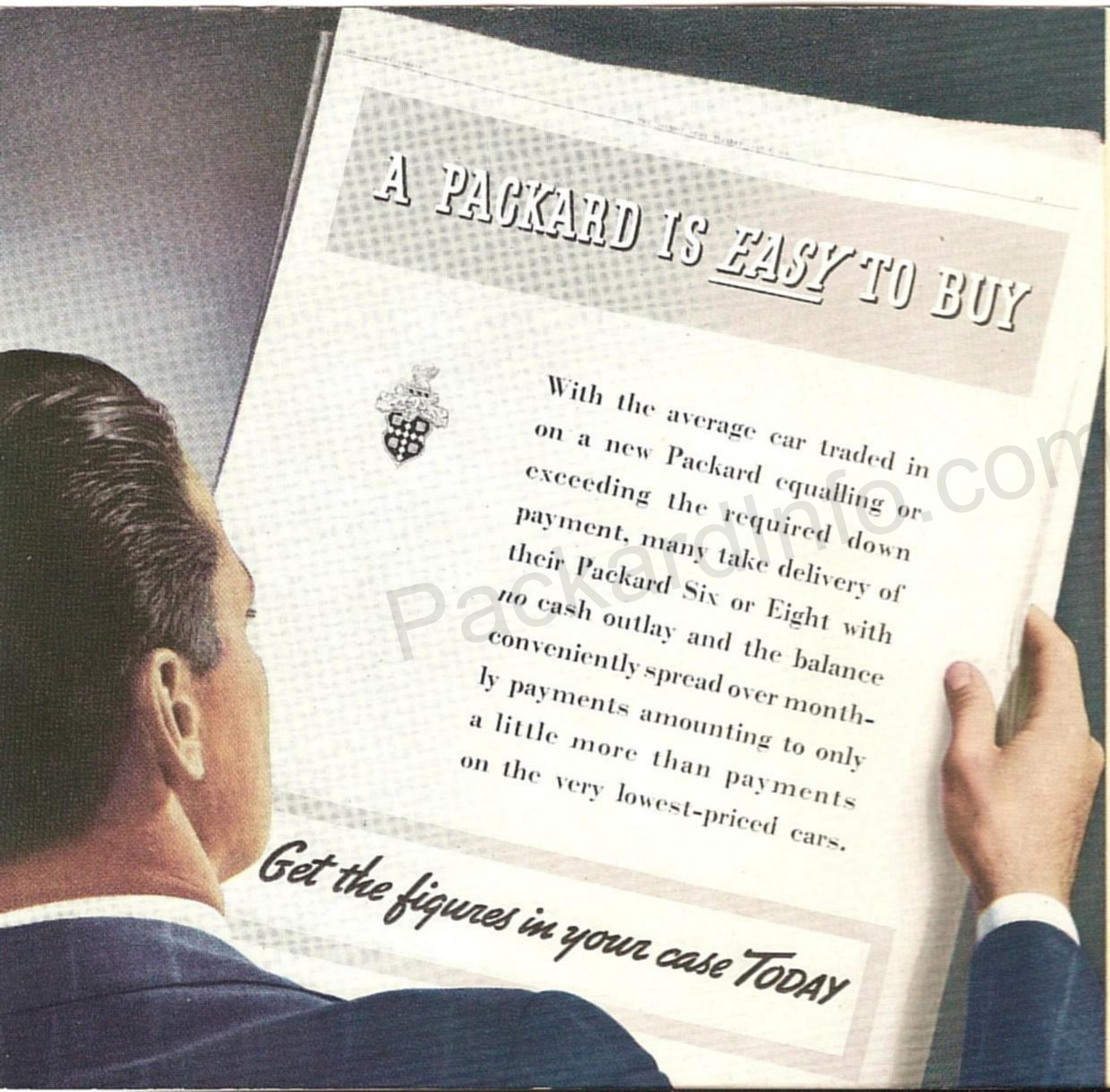
FOR 1938

THE PACKARD EIGHT

THE PACKARD SIX



For 1938 Buy Your New Car On the Basis of Careful Comparison

Of those who do take the care to check the relative costs of car ownership, most find the Packard price actually *less* than they thought—with costs of operation and maintenance no more, if not less, than on their present cars.

The New PACKARD EIGHT for 1938

(formerly called the 120)

This is a new, longer and larger version of the car whose introduction three short years ago got the greatest reception ever accorded any new motor car. It is now developed for those who want an even greater, faster car than the big, powerful Packard Six. Owners of medium priced cars will be irresistibly attracted to its many advantages. In them they will get typical Packard quality, superlative eight cylinder performance, luxurious comfort and surprising economy—at a price competitive with much lesser cars. And with features exclusive to this big model.

For 1938 We Promise You in The Packard Eight a Car That:

—gives you the *gentlest* ride you ever had in a motor car;

—has an exclusive rear suspension which gives the rear wheels the superb effect of independent wheel suspension;

—has a new safety on curves and wet pavement;

—has the first really quiet all-steel body with all-steel top;

—has more length and size developed to the greatest luxury ever offered at its price;

—has an economy of operation, and of twice-a-year chassis lubrication at fewer points than others;

—is the *only* car in its price class to offer the double value of long mechanical life and enduring identity.

Why Not Make This Car Make Good These Promises?

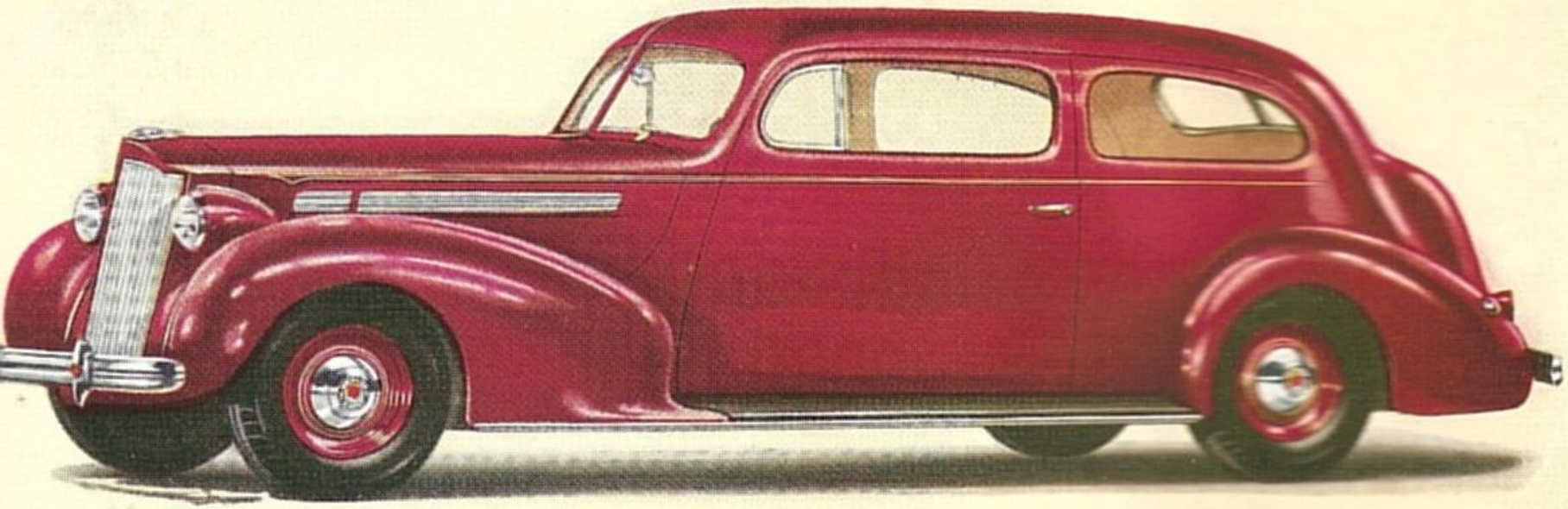
The

PACKARD EIGHT

for 1938

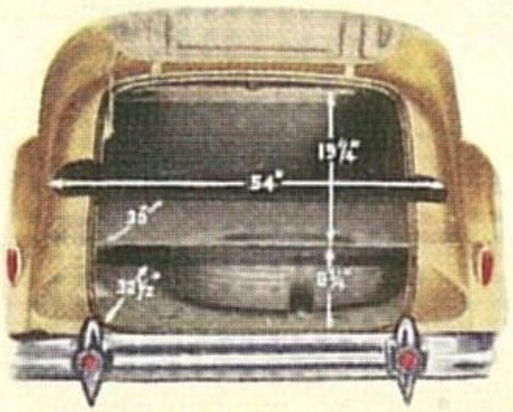
The Touring Sedan

Of all the five handsome body styles fitted to the seven inch longer 127″ wheelbase of the new 1938 Packard Eight, none is more popular than that pictured above. Its ample passenger capacity and commodious trunk built into the rear give it a utility value enjoyed by the greatest number of buyers.



The
PACKARD EIGHT
for 1938

The 2-Door Touring Sedan



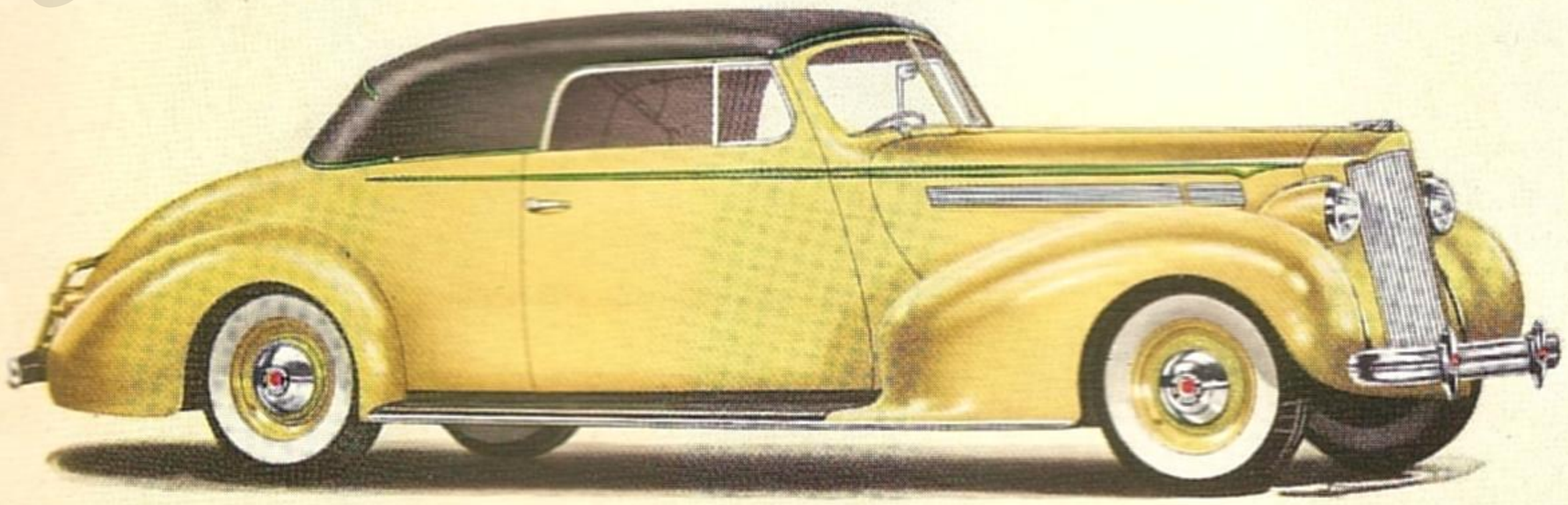
All sedans have built-in trunks now 59% larger. With the Eight, additional trunk space is offered by the extra equipment of spare tires mounted forward.

The Business Coupe

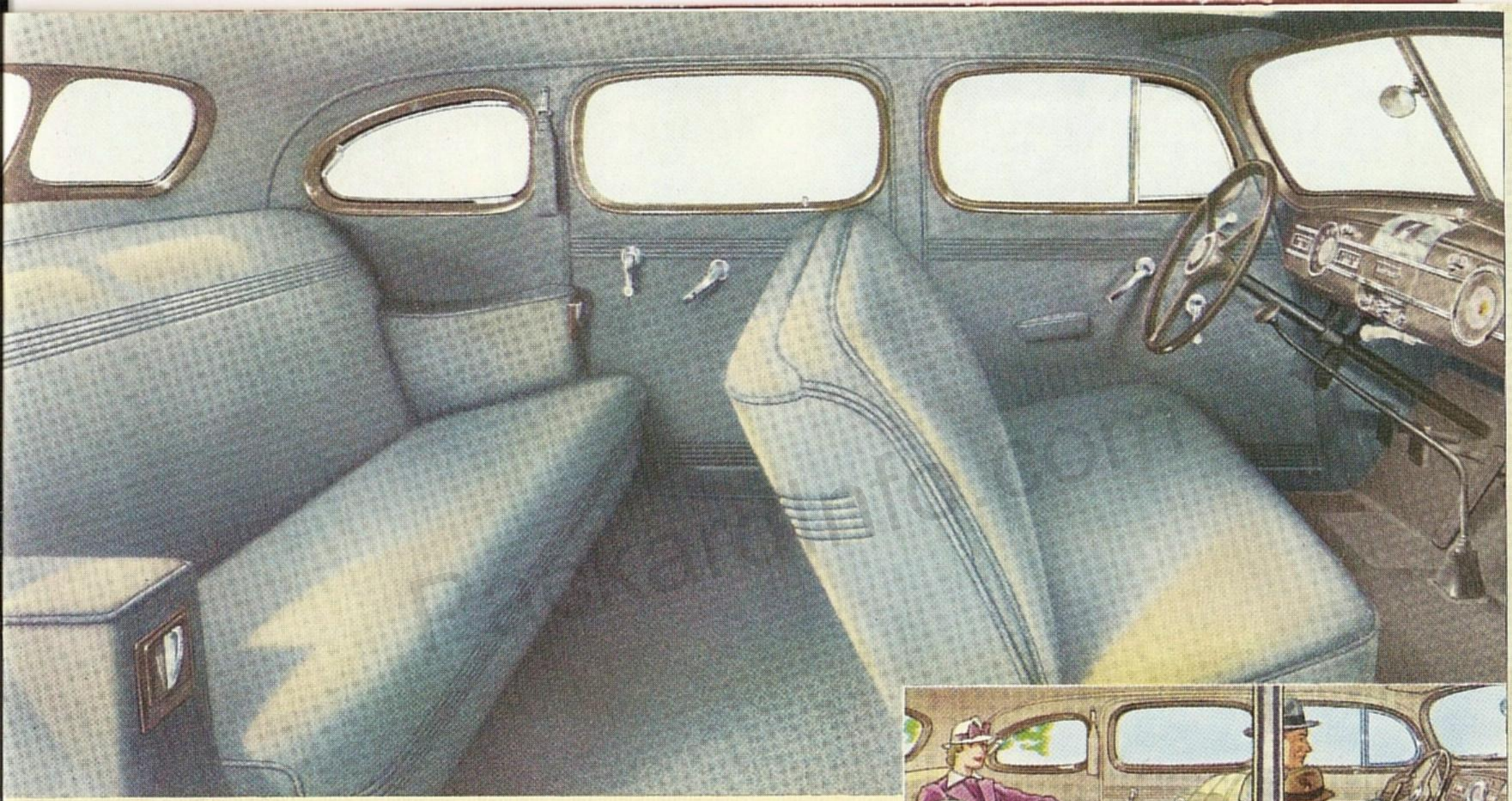
The Club Coupe

The
PACKARD EIGHT
for 1938

Both body types shown on this page have carrying capacity inside the car for occasional passengers on opera-type folding seats built into the rear deck.

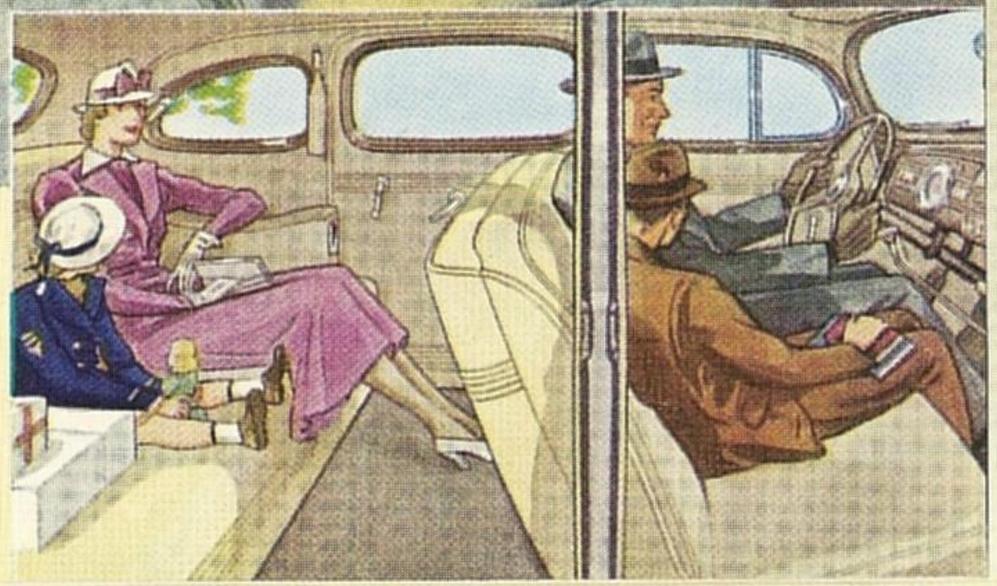


The Convertible Coupe



A Representative Packard Eight Interior

A choice of three upholstery materials—Bedford cords or wool broadcloth harmonized to the color combination of the car—is developed into a pleasing stitched trim distinctive to the Packard Eight. Both front and rear seat passengers know the luxury of space in which to s-t-r-e-t-c-h thanks to a roomier, wider body.



Brief Specifications of the Packard Eight

MOTOR—L-head type, eight cylinders in line. Cylinder block and crankcase cast integral from nickel iron alloy. High compression, high turbulence aluminum cylinder head. Autothermic aluminum alloy pistons with high compression and damper type oil rings. Bore and stroke —3 1/4" x 4 1/4". Piston displacement 282.04 cu. in. Compression ratio 6.5 to 1. Actual brake horsepower—120 at 3800 r.p.m. 100 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight 95 lbs. Neutro-poised, three-point rubber engine mountings.

MOTOR LUBRICATION—Full pressure lubrication to all main, connecting rod, piston pin and crankshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Oil filter standard equipment. Crankcase ventilator removes injurious gases and moisture from crankcase, reduces oil dilution.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gasoline gauge on instrument panel. Protected copper tubing fuel lines. Possibility of "vapor lock" minimized—20-gallon gasoline tank at rear of frame.

CARBURETION—Improved, duplex, downdraft carburetor—automatic choke—condensation drain—oil bath air cleaner and silencer—automatic manifold heat control and automatic fast idle. Fuel compensator permits adjustment for various grades of fuel.

COOLING SYSTEM—Automatic, thermostatically controlled radiator shutters, a fine car feature exclusive to Packard in the lower price field. Cellular radiator core independently mounted in a cushioned metal harness. 18-inch fan. New under-fender cooling tunnels. Ball bearing centrifugal water pump. Long water jackets with cylinders completely surrounded by water. Valve cooling tube carries water direct from pump to each valve and cylinder. Heat indicator on instrument panel. Radiator capacity 4 gallons.

CLUTCH—Semi-centrifugal, air-cooled clutch. Single dry plate type, 10" diameter. Spring cushion drive. Friction damper.

TRANSMISSION—Quiet, synchronized, carburized, helically-cut gears throughout—tough, long wearing, quiet in all speeds. Seven ball and roller bearings instead of conventional three or five.

FRAME—I-Beam, tapered X-member with box section side rails front and rear.

SUSPENSION—Safe-T-fleX, rubber-cushioned suspension front; and special low static springing rear.

FRONT—Packard Safe-T-fleX independent front wheel suspension cushioned in pads of live rubber. Integral, hydraulic double-acting shock absorbers.

REAR—Semi-elliptical, leaf springs—54" x 2". Rubber cushions and special oil impregnated metal discs between the leaves. Rubber cored bracket at front of rear spring and rubber cored shackle at rear of spring. Double-acting shock absorbers mounted on axle. Control arm of one points toward front of car and the other to the rear. Roll control bar helps prevent sway in rounding curves, etc. New lateral stabilizer keeps car steady at all speeds.

ELECTRICAL SYSTEM—Large capacity, air-cooled generator with voltage control. Improved distributor with vacuum spark advance and fuel compensator. Modern vari-beamed head lighting with tell-tale red signal.

DRIVE—Hotchkiss, through roller-bearing universal joints and three-inch propeller shaft to hypoid rear axle. No tunnels in front or rear of body.

CHASSIS BEARINGS—Chassis "jewelled" with 48 ball and roller bearings for long life.

CHASSIS LUBRICATION—Only 16 points on whole chassis that require lubrication and these only twice a year.

WHEELS AND TIRES—Disc wheels with large ten-inch chromium hub caps and slots for individual tire chains—drop center rims. Tires are 7.00 x 16 low pressure, four-ply cord.

WHEELBASE—127 inches.

BODIES—All-steel, safety-plus body with one-piece steel top and steel floor. Special comprehensive insulation makes Packard quietest steel body built today. Eleven combinations of insulating material used. Safety glass in windshield and all doors and windows. Defroster vents in windshield moulding. Handsome upholstery material in three choices. Arm rests front and rear and sparkling new hardware with ivory-colored handles. Extra large luggage compartment exclusive of spare tire compartment. Large luggage space under rear deck of coupes and accommodations for two passengers or extra luggage inside coupes.

INSTRUMENTS AND CONTROLS—Handsome, crowned instrument panel in Antiqua tan with die-cast chromium trim. Speedometer, oil gauge, ammeter, gasoline gauge and engine temperature gauge grouped under glass and edge lighted. Degree of illumination controlled by rheostat switch. Provision for mounting of radio dials and knock-out panel in the back of front seat for auxiliary speaker. Unusually large glove compartment with key, at the right of panel.

STANDARD EQUIPMENT—Jack pads—One spare wheel—Jack and tool equipment—Body ventilation—Two interior sun visors—Two automatic windshield cleaners—Rear view mirror—Spring adjusted robe rail—Foot rest in rear compartment—Combination tail light, stop light and reflector button—Dome and front compartment light—Horn—Cam-operated screened cowl ventilator—Toggle grips.

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

The New PACKARD SIX for 1938

(a different kind of six)

Here is new bigness and luxury in a car whose overlapping power impulses of six cylinder engine design give so pleasing a result that it is the motor most widely used today. Analysis among the 65,401 buyers of the first Packard Six shows that 53.8% traded in cars of the "low-priced five." This proves further that anyone affording *any* motor car can much better afford a Packard. For 1938 that is truer than ever, considering the new size and comfort of the Packard Six—with similar low costs of owning and operating this *different* Six.

For 1938 We Promise You in The Packard Six a Car That:

—gives you the *gentlest* ride you ever had in a motor car;

—has an exclusive rear suspension which gives the rear wheels the superb effect of independent wheel suspension;

—has a new safety on curves and wet pavement;

—has the first really quiet all-steel body with all-steel top;

—has more length and size developed to the greatest luxury ever offered at its price;

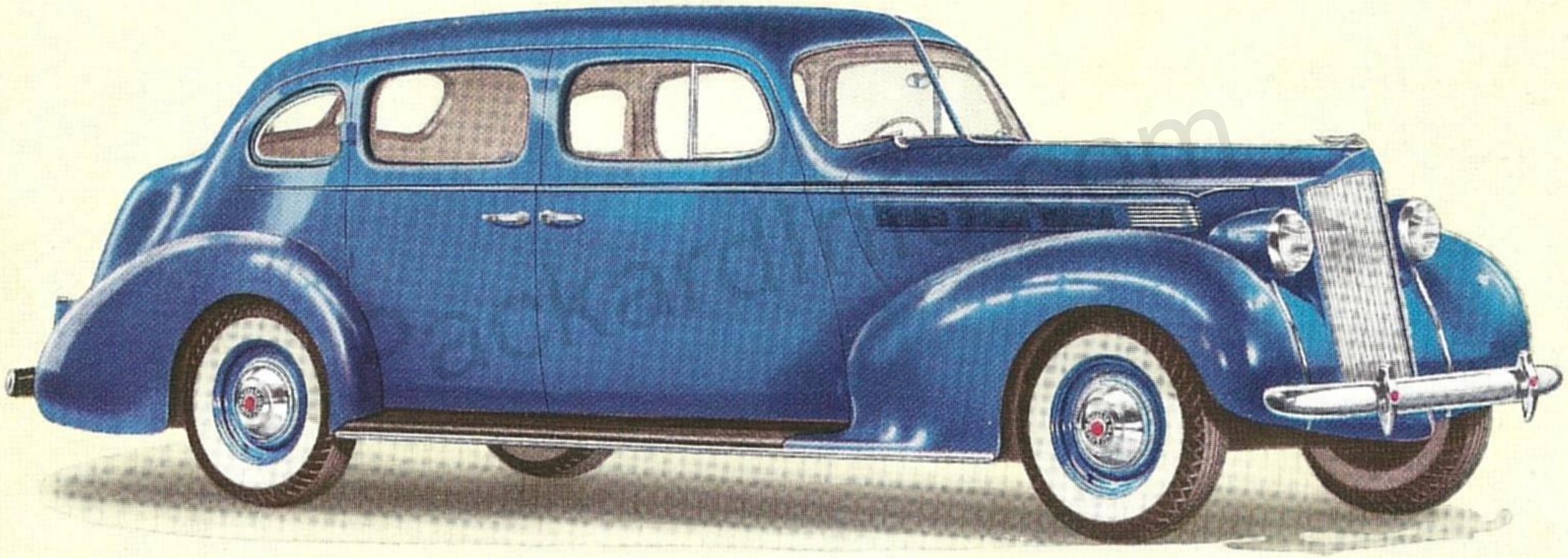
—has an economy of operation, and of twice-a-year chassis lubrication at fewer points than others;

—is the *only* car in its price class to offer the double value of long mechanical life and enduring identity.

Won't You Make This Car Make Good These Promises?

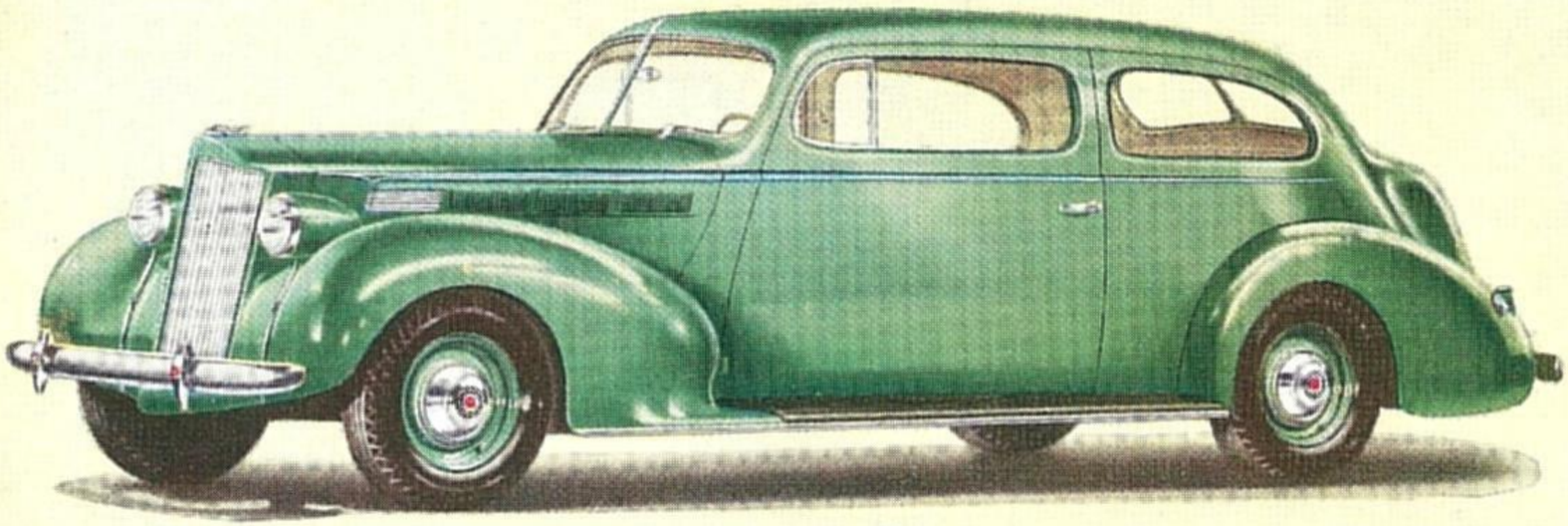
The 1938

PACKARD SIX



Touring Sedan

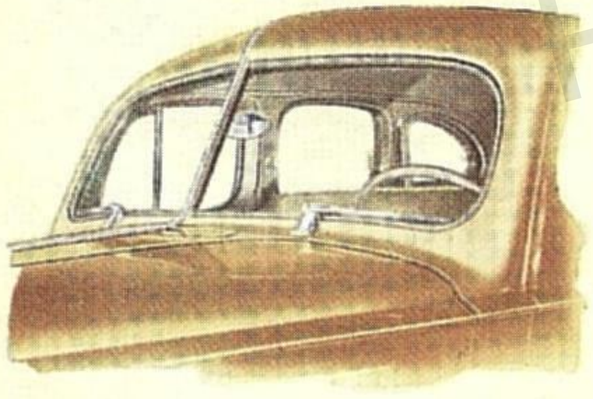
This is the leader among the five beautiful body types mounted on the 122″ —seven inch longer—wheelbase of the new 1938 Packard Six. There is room in the front, room in the rear and room in the built-in trunk. All good reasons why most buyers select this acceptable body style as their ideal.



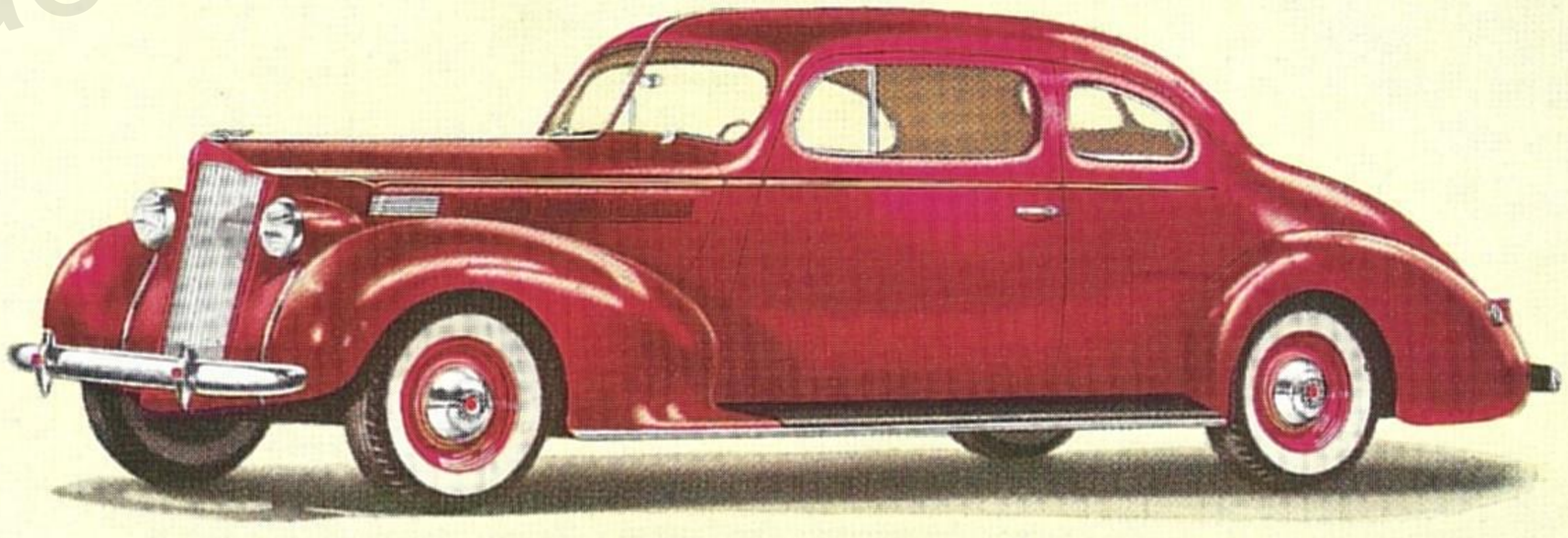
2-Door Touring Sedan

The 1938

PACKARD SIX



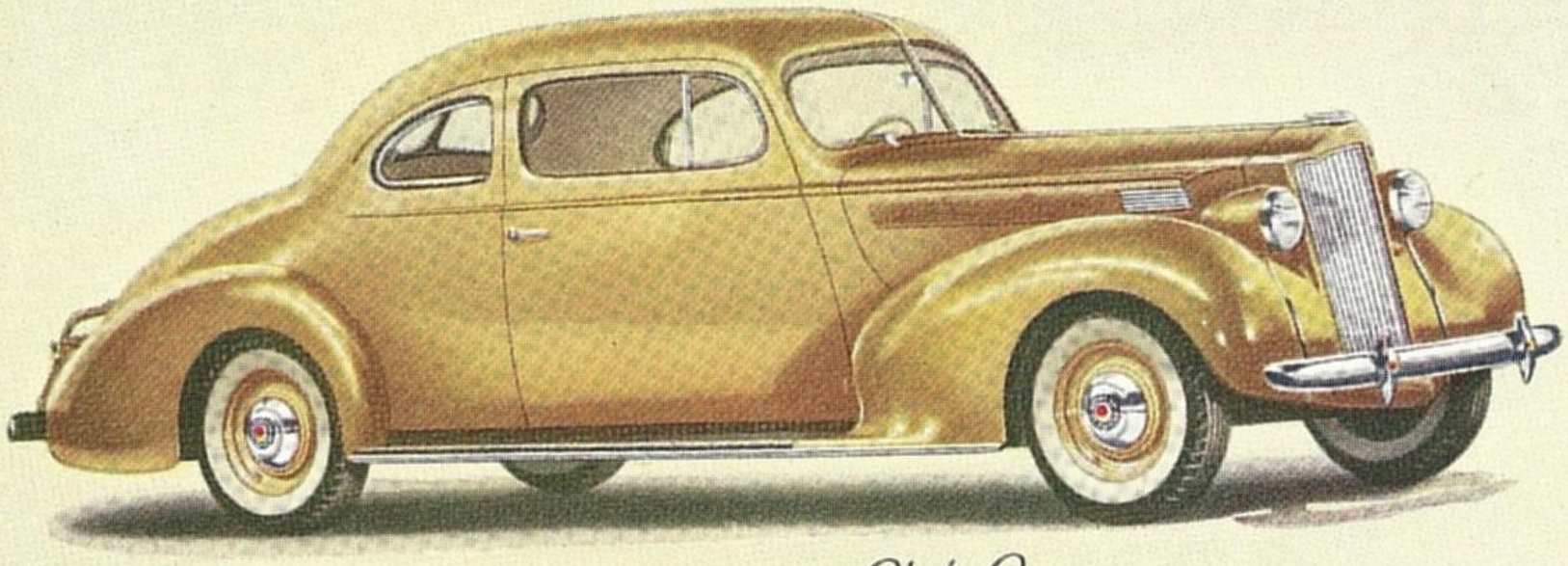
Deeper than ever, the big new windshield smartly split by a free-vision divider strip, increases ease for the driver when watching overhead traffic lights.



Business Coupe

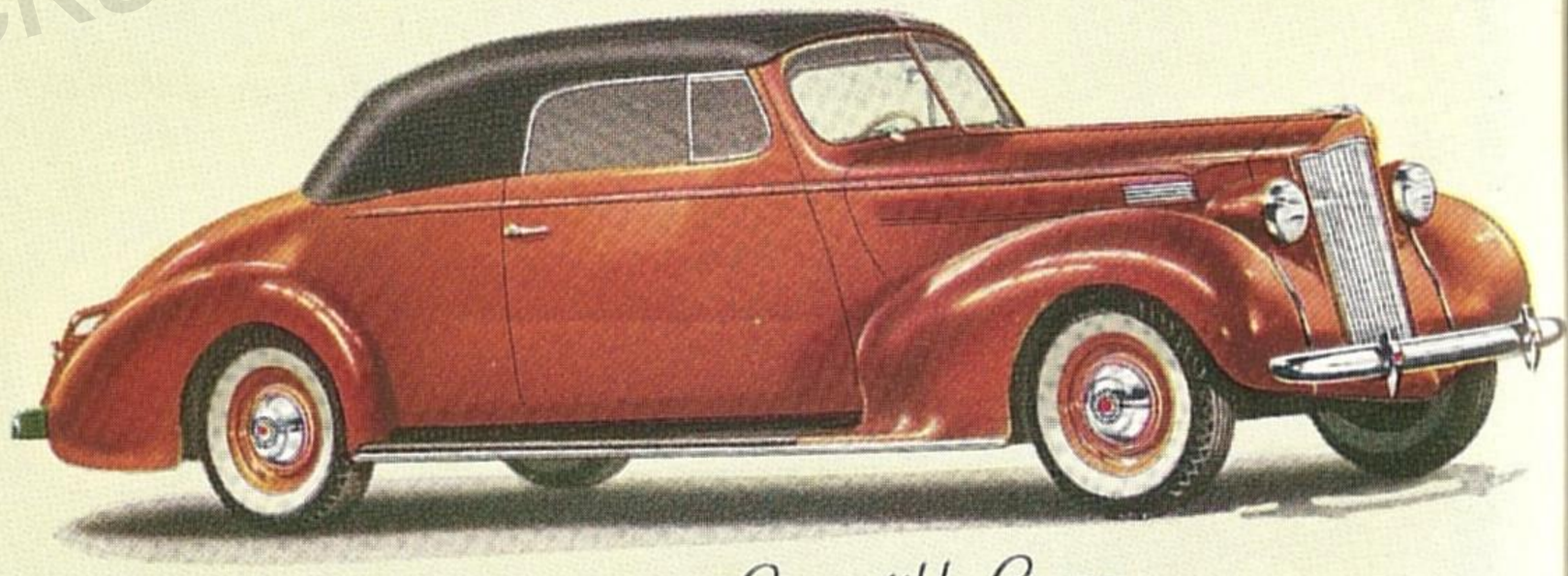
The 1938

PACKARD SIX



Club Coupe

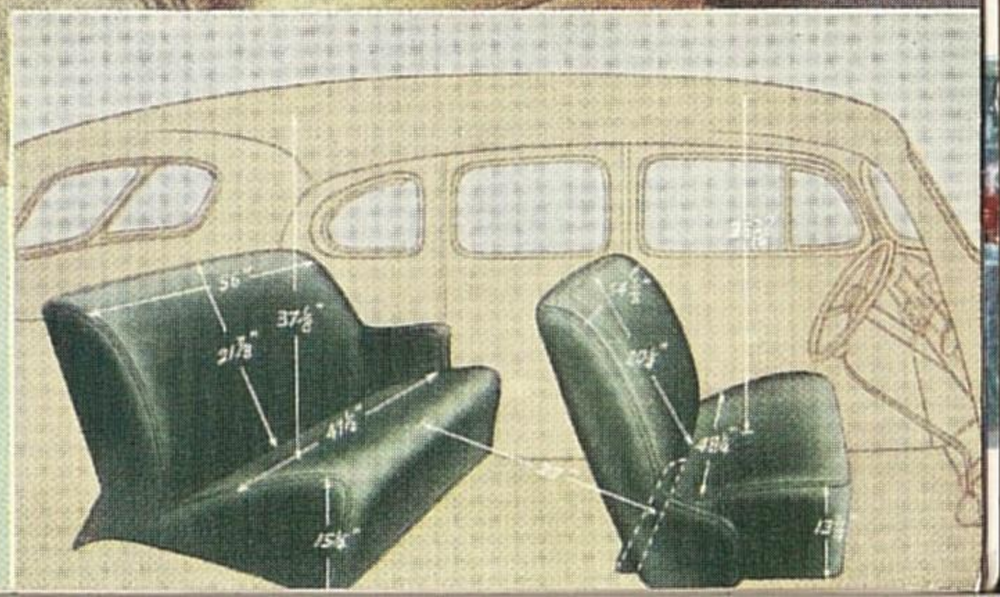
Graceful contouring of the all-steel body with all-steel top ends in a flowing sweep set off by a center identification light and two warning flashers.



Convertible Coupe

An Interior Typical Of The Packard Six

Room in comfort for six passengers, with the front seat actually wider than the rear, is provided by a larger body. Here are no compromising dimensions, but measurements that challenge comparison with any car. And an interior artistry done with Packard taste and the wise restraint that marks any masterpiece of design.



Brief Specifications of the Packard Six

MOTOR—L-head type, six cylinders in line. Cylinder block and crankcase cast integral from nickel iron alloy. High compression, high turbulence cylinder head. Autothermic aluminum alloy pistons with high compression and damper type oil rings. Bore and stroke—3½" x 4¼". Piston displacement 245.33 cu. in. Compression ratio 6.52 to 1. Actual brake horsepower—100 at 3600 r.p.m. 100 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight 81 ½ lbs. Neutro-poised, three-point rubber engine mountings.

MOTOR LUBRICATION—Full pressure lubrication to all main, connecting rod, piston pin and crankshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Oil filter standard equipment. Crankcase ventilator removes injurious gases and moisture from crankcase, reduces oil dilution.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gasoline gauge on instrument panel. Protected copper tubing fuel lines. Possibility of "vapor lock" minimized—17-gallon gasoline tank at rear of frame.

CARBURETION—Improved, single barrel, downdraft carburetor—automatic choke—condensation drain—oil bath air cleaner and silencer—automatic manifold heat control and automatic fast idle. Fuel compensator permits adjustment for various grades of fuel.

COOLING SYSTEM—Automatic, thermostatically controlled radiator shutters, a fine car feature exclusive to Packard in the lower price field. Cellular radiator core independently mounted in a cushioned metal harness. 18-inch fan. New under-fender cooling tunnels. Ball bearing centrifugal water pump. Long water jackets with cylinders completely surrounded by water. Valve cooling tube carries water direct from pump to each valve and cylinder. Heat indicator on instrument panel. Radiator capacity 3¾ gallons.

CLUTCH—Semi-centrifugal, air-cooled clutch. Single dry plate type, 9½" diameter. Spring cushion drive. Friction damper.

TRANSMISSION—Quiet, synchronized, carburized, helically-cut gears throughout—tough, long wearing, quiet in all speeds. Seven ball and roller bearings instead of conventional three or five.

FRAME—I-beam, tapered X-member with box section side rails front and rear.

SUSPENSION—Safe-T-fleX, rubber-cushioned suspension front; and special low static springing rear.

FRONT—Packard Safe-T-fleX independent front wheel suspension cushioned in pads of live rubber. Integral, hydraulic double-acting shock absorbers.

REAR—Semi-elliptical, leaf springs—54" x 2". Rubber cushions and special oil impregnated metal discs between the leaves. Rubber cored bracket at front of rear spring and rubber cored shackle at rear of spring. Double-acting shock absorbers mounted on axle. Control arm of one points toward front of car and the other to the rear. Roll control bar helps prevent sway in rounding curves, etc. New lateral stabilizer keeps car steady at all speeds.

ELECTRICAL SYSTEM—Large capacity, air-cooled generator with voltage control. Improved distributor with vacuum spark advance and fuel compensator. Modern vari-beamed head lighting with tell-tale red signal.

DRIVE—Hotchkiss, through roller-bearing universal joints and three-inch propeller shaft to hypoid rear axle. No tunnels in front or rear of body.

CHASSIS BEARINGS—Chassis "jewelled" with 48 ball and roller bearings for long life.

CHASSIS LUBRICATION—Only 15 points on whole chassis that require lubrication and these only twice a year.

WHEELS AND TIRES—Disc wheels with large ten-inch chromium hub caps and slots for individual tire chains—drop center rims. Tires are 6.50 x 16 low pressure, four-ply cord.

WHEELBASE—122 inches.

BODIES—All-steel, safety-plus body with one-piece steel top and steel floor. Special comprehensive insulation makes Packard quietest steel body built today. Eleven combinations of insulating material used. Safety glass in windshield and all doors and windows. Defroster vents in windshield moulding. Handsome upholstery material in two choices. Arm rests front and rear and sparkling new hardware with ivory-colored handles. Extra large luggage compartment exclusive of spare tire compartment. Large luggage space under rear deck of coupes and accommodations for two passengers or extra luggage inside coupes.

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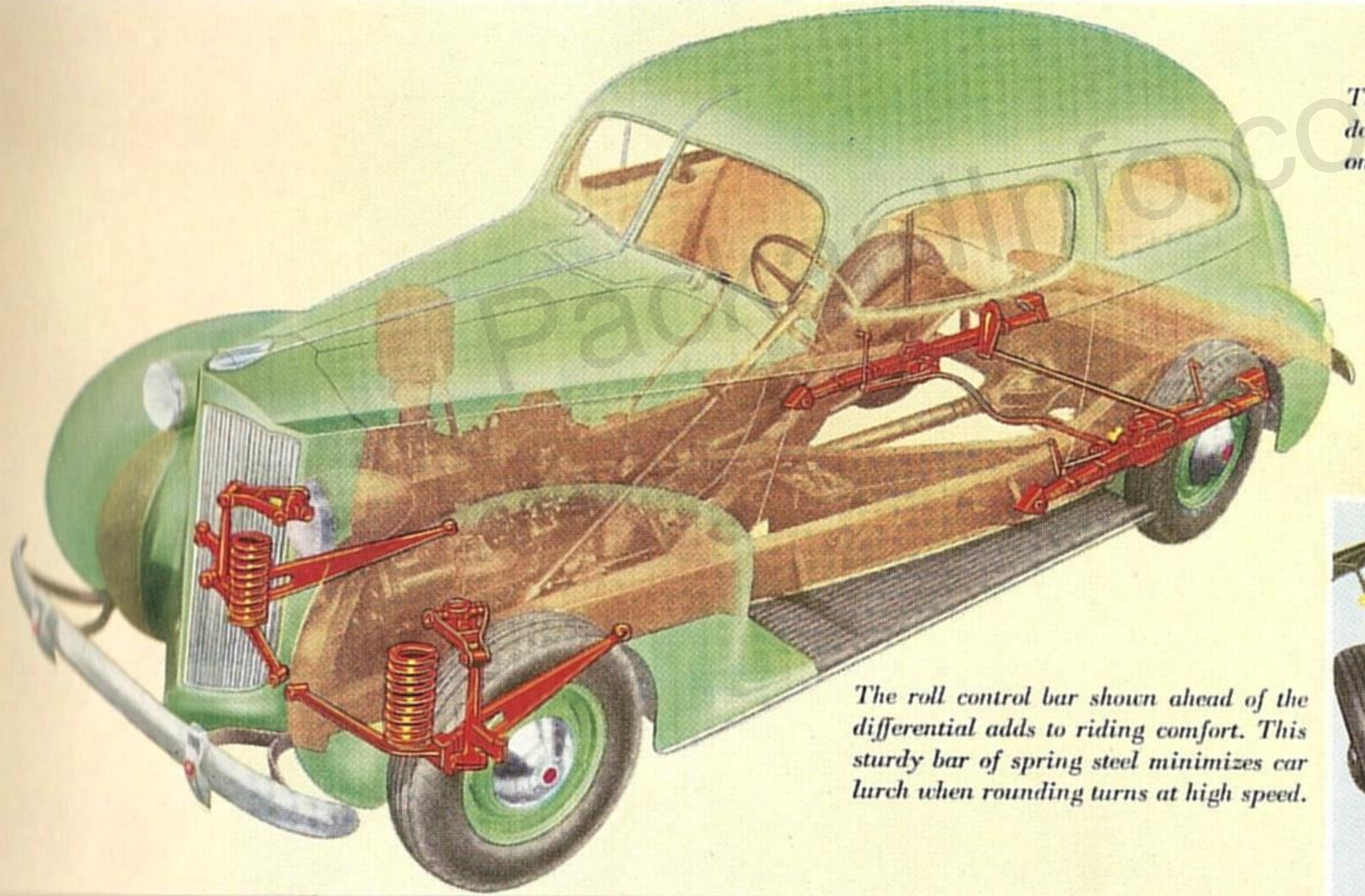
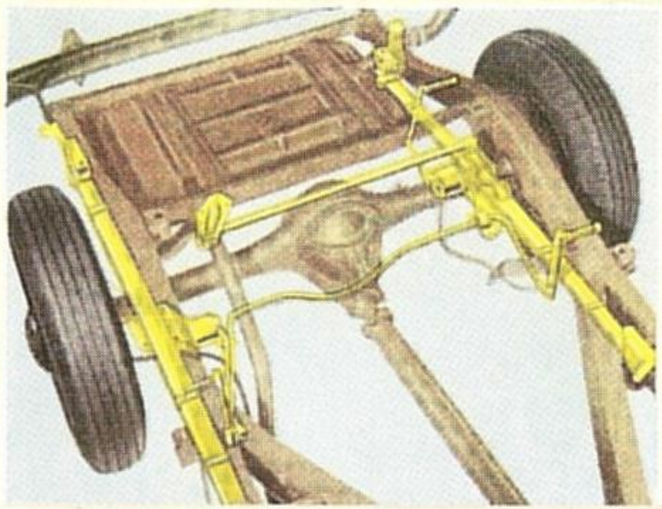
Complete Safe-T-fleX Now Gives the Gentlest Ride on the Road

Something that makes bad roads seem smooth and smooth roads seem smoother than they are! The effect of Safe-T-fleX front wheel suspension whose advantages have been exclusively Packard for years, is now to be had from the rear wheels. A Packard combination of three factors does it. As this "phantom" shows, these are: rubber discs of lifetime resiliency inserted between rear spring leaves, a big-car type transverse stabilizer, and offset shock absorbers with arms opposed. But no picture can ever tell the story of the *gentle* ride that results!



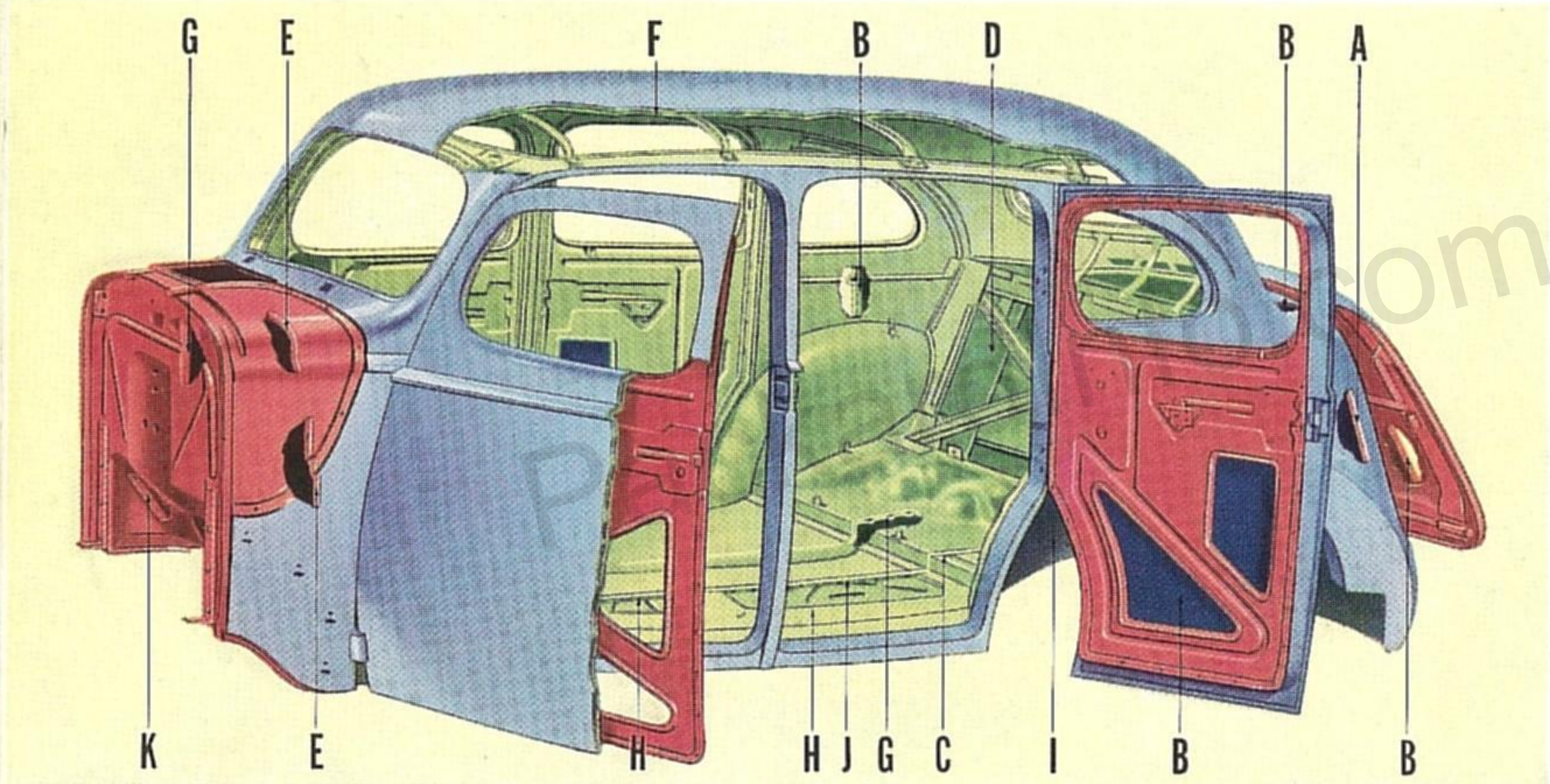
This revolutionary new engineering design of rear springing is found only in the new 1938 Packards.

The roll control bar shown ahead of the differential adds to riding comfort. This sturdy bar of spring steel minimizes car lurch when rounding turns at high speed.



An All-Steel Body That's Quiet!

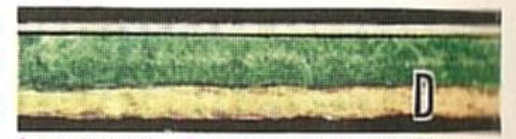
Packard builds its own bodies—has built, not bought, them for 30 years. Now it climaxes this long experience with an all-steel body with an all-steel top. And a body that is *quiet*. Sound scientists in a great university worked with Packard in deadening noise. Their research brings 11 combinations of 10 insulating materials worked into the body as shown below, to blot out sound, heat and cold. The result is the *quietest* steel body yet built.



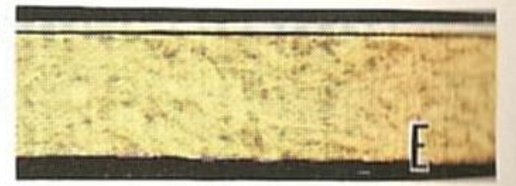
1. BODY METAL
2. JUTE.

1. BODY METAL.
2. ASPHALT COMPOSITION SPRAY.

1. ASPHALT COMPOSITION BOARD. 2. BODY METAL.
3. ASPHALT COMPOSITION SPRAY.



1. BODY METAL. 2. ASPHALT COMPOSITION BOARD.
3. PRINTED JUTE.

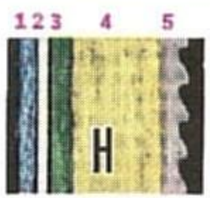


1. BODY METAL.
2. JUTE.

1. ASPHALT COMPOSITION SPRAY. 2. BODY PANEL.
3. ASPHALT COMPOSITION BOARD. 4. WOOD COMPOSITION BOARD. 5. ASPHALT COMPOSITION BOARD. 6. JUTE. 7. RUBBER.

1. ASPHALT COMPOSITION SPRAY. 2. METAL PANEL. 3. ASPHALT COMPOSITION BOARD. 4. JUTE. 5. CARPET

1. ASPHALT COMPOSITION SPRAY. 2. METAL PANEL. 3. ASPHALT COMPOSITION BOARD. 4. JUTE. 5. RUBBER.



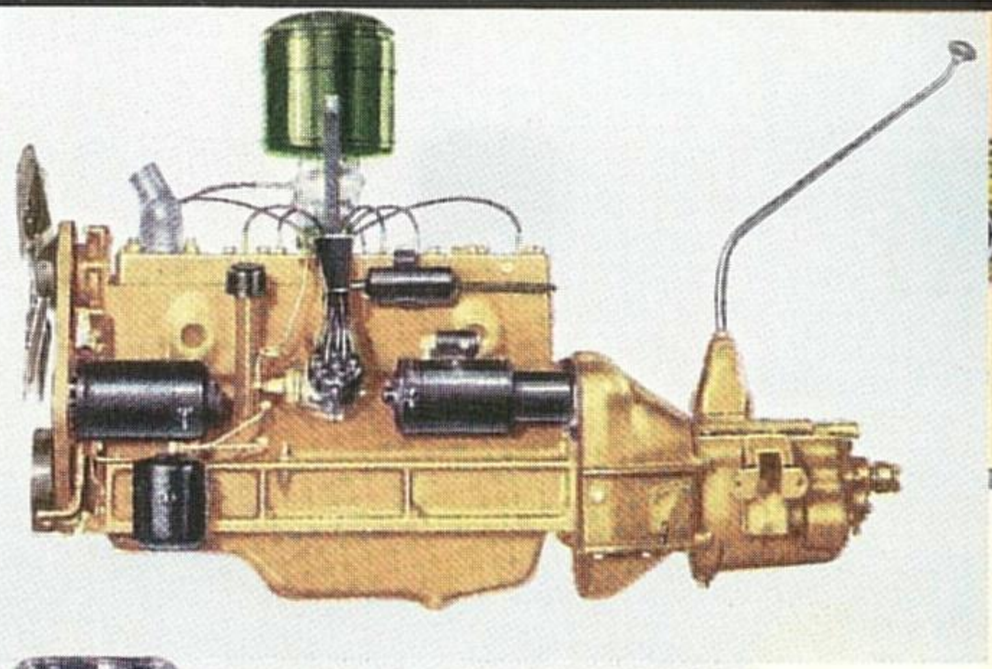
1. ASPHALT COMPOSITION SPRAY. 2. METAL PANEL. 3. ASPHALT COMPOSITION BOARD. 4. JUTE. 5. RUBBER.

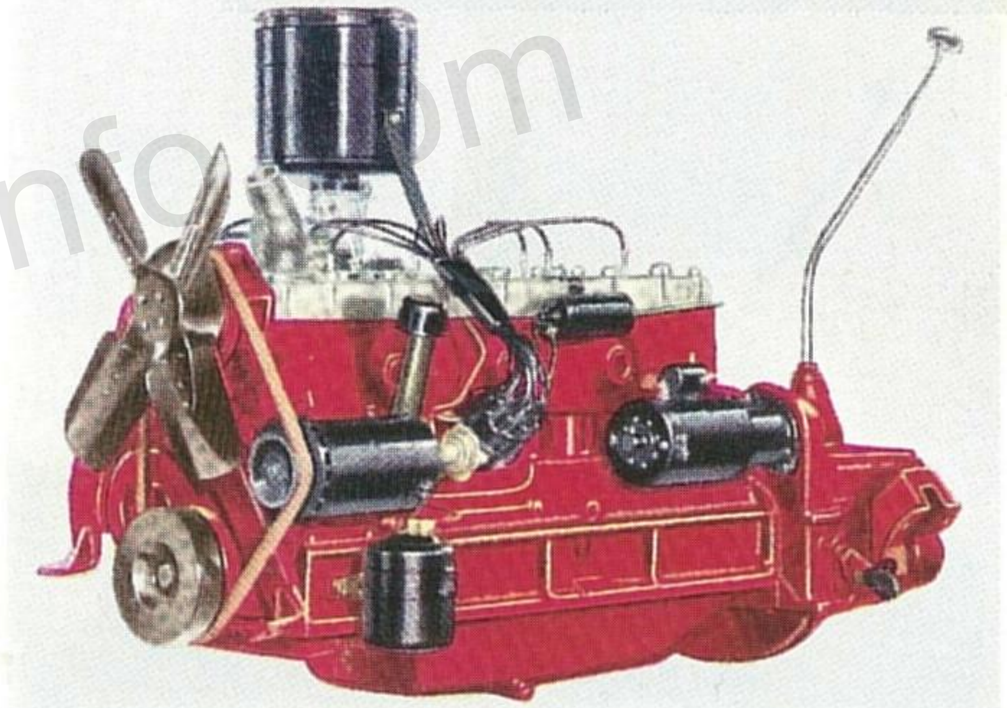
1. BODY METAL.
2. JUTE.
3. INSULATION FIBRE.

1. BODY METAL.
2. 76-PLY COMPOSITION CRINKLED FIBRE.

Two Engines—Two Chassis
ONE Quality

Master Motor Builders is the title rightfully earned by Packard engineers. Back of the Packard Eight and Six motors lies a wealth of engine building experience without parallel in the industry. For years Packard has been synonymous with quality design and manufacture. Nor is there any deviation from this standard in the mechanics of the new 1938 Packard Eight and Six. With the mighty Packard 12 the spearhead of its engineering program Packard designs, tests and builds to its massive needs. Then, where possible and practical, endows its smaller cars with similar features of strength and stamina to do *more* than their assigned mechanical task.

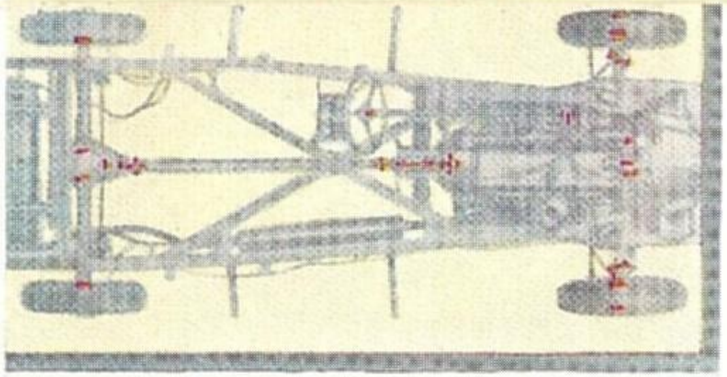




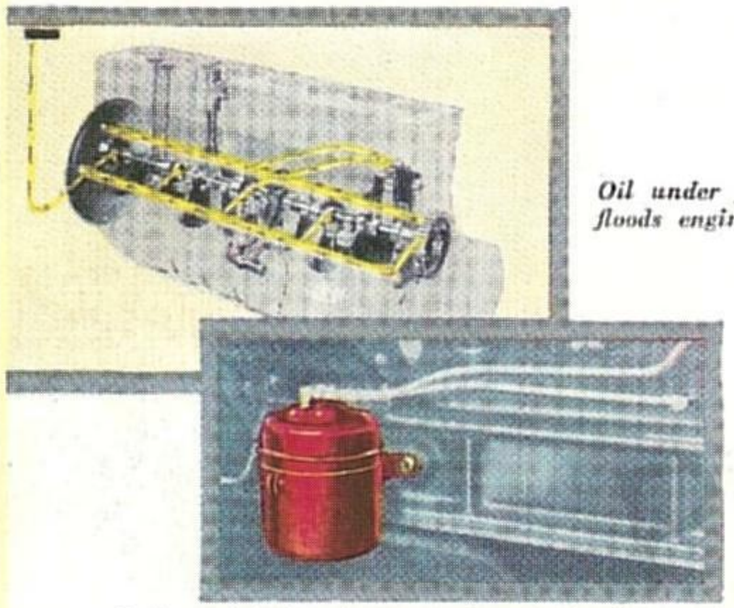
ABOVE—*the Packard Six engine, designed and built by Packard. Bore 3½", stroke 4¼", displacement 245 cubic inches. Develops 100 horsepower at 3600 r.p.m.*

BELOW—*the Packard Eight engine, Packard in quality and Packard in name. Bore 3¼", stroke 4¼", displacement 282 cubic inches. Develops 120 horsepower at 3800 r.p.m.*

Packard That Make Long Even

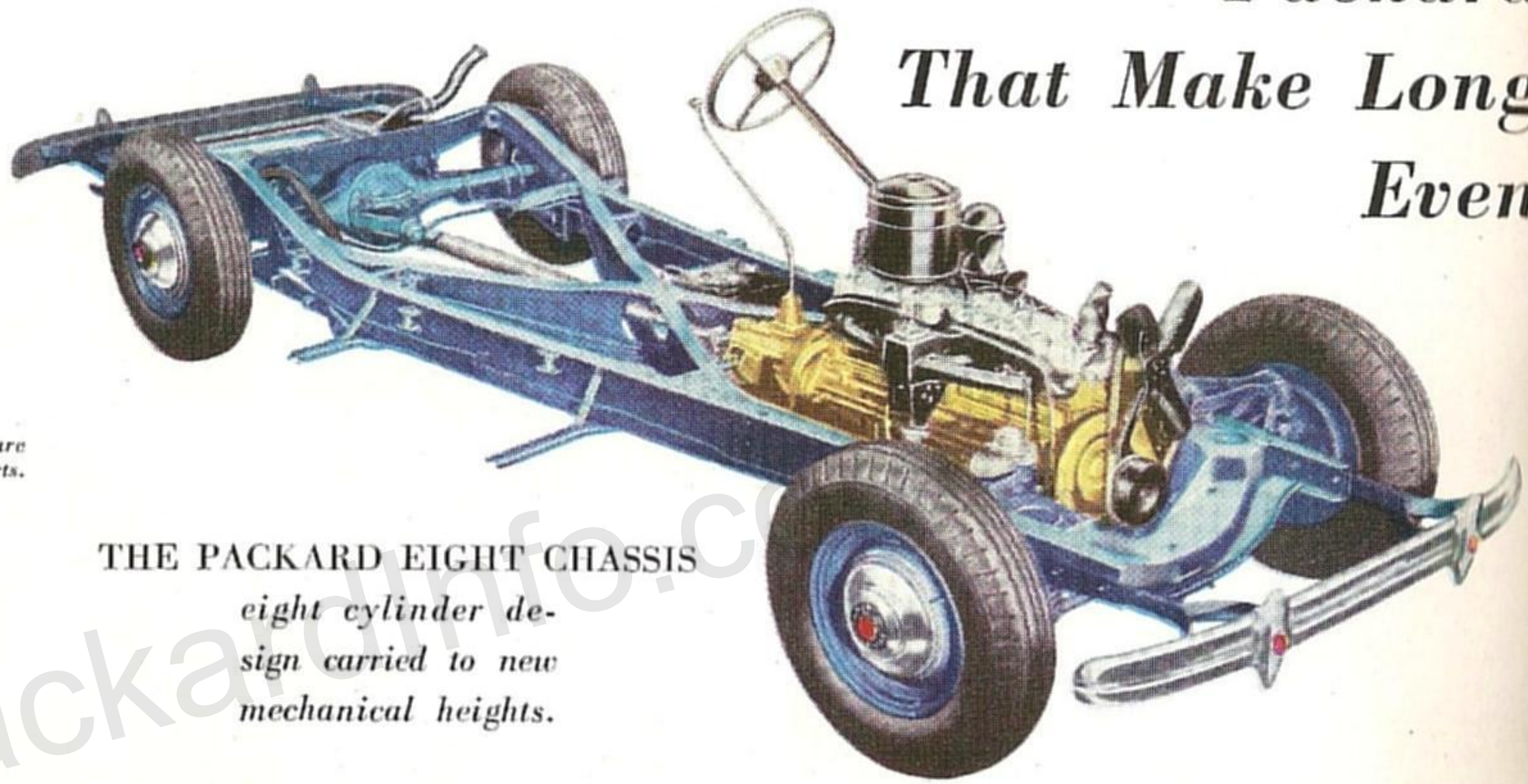


The chassis is "jeweled" with 48 ball and roller bearings—more than in any other car of comparable price.



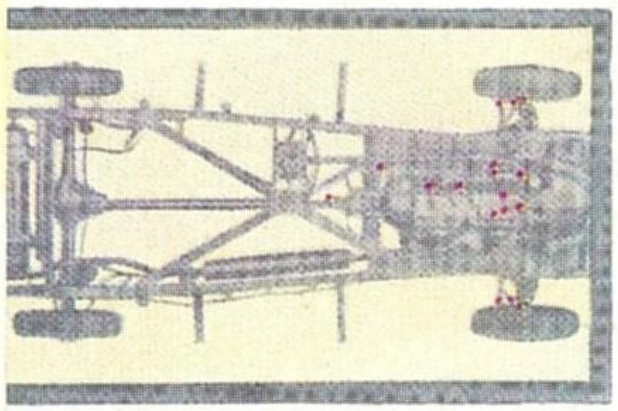
Oil under pressure floods engine parts.

So thorough is the microscopic cleansing by the new oil filter that oil practically regains its original color.

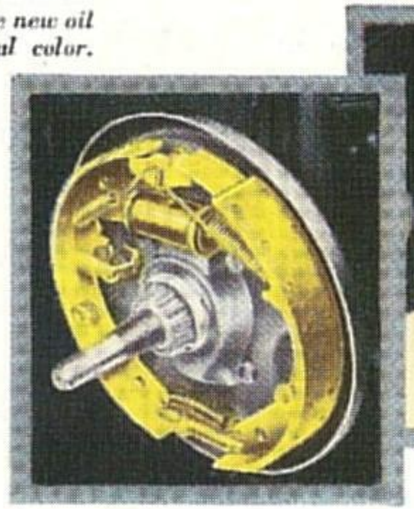


THE PACKARD EIGHT CHASSIS

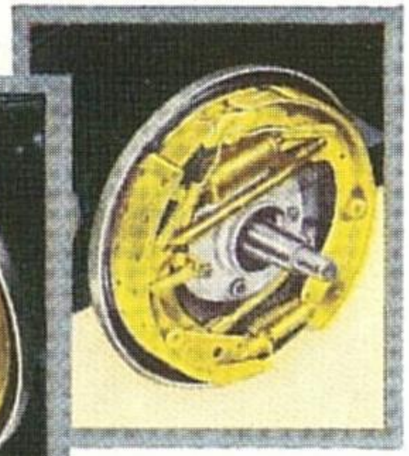
eight cylinder design carried to new mechanical heights.



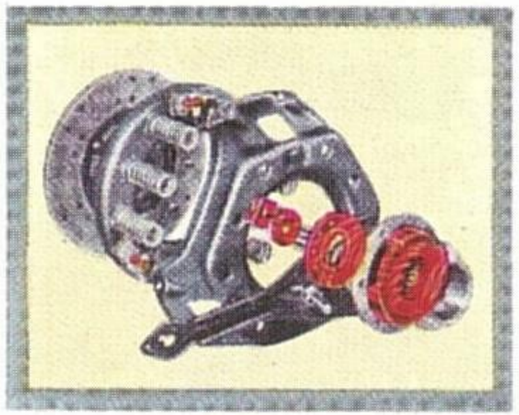
A maximum of 18 lubrication points (two at 10,000 miles) is less than on other cars.



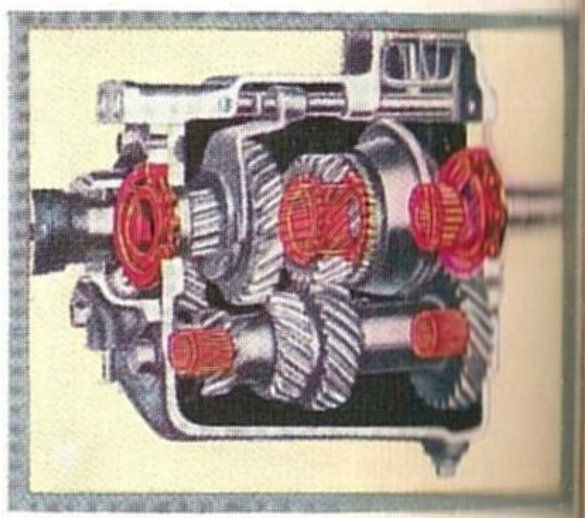
Safe-T-fleX construction allows big, powerful front wheel brakes.



Rear brakes join two operations; hydraulic and mechanical braking.

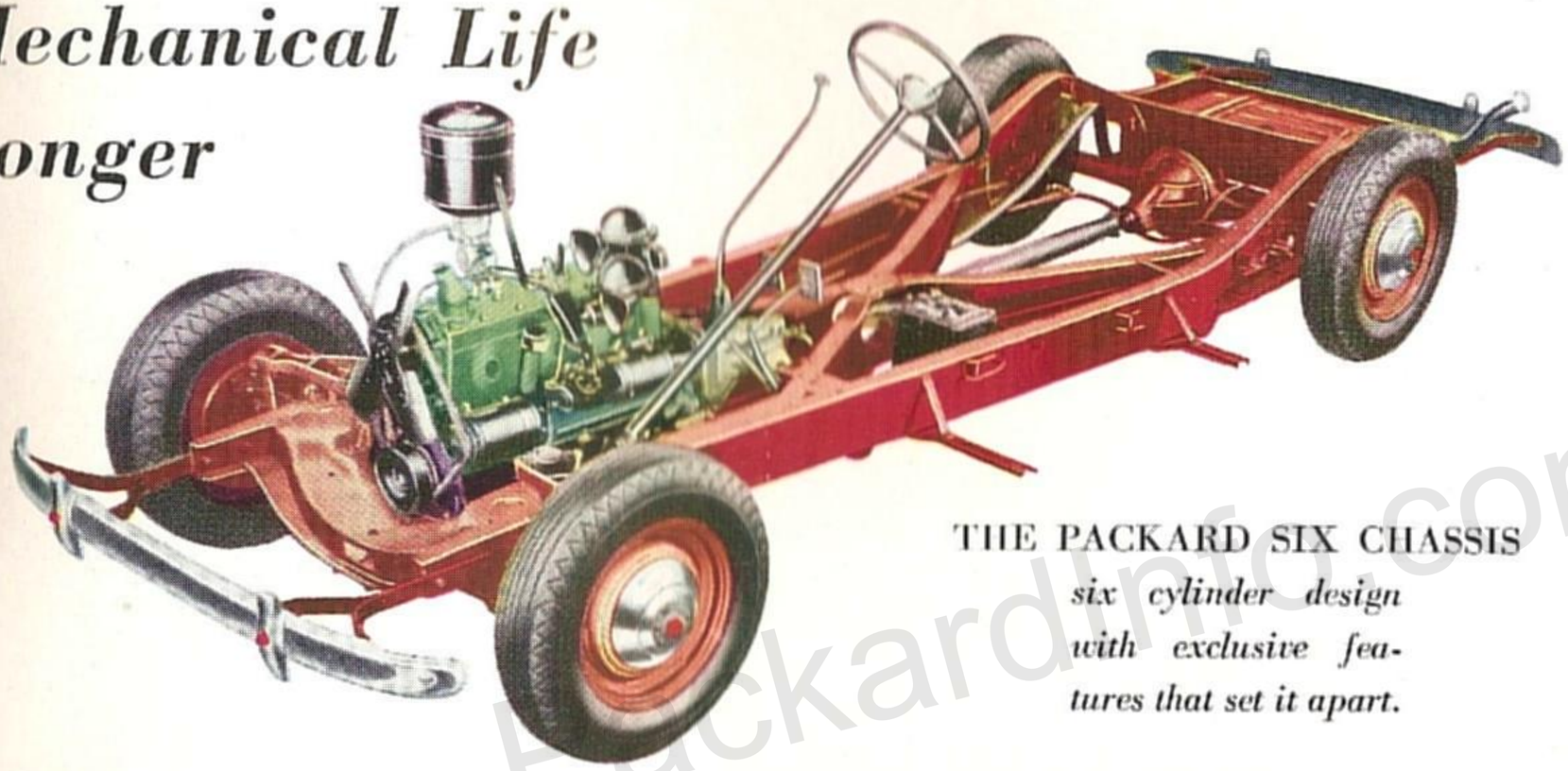


The many clutch bearings make action easy and lengthen life.



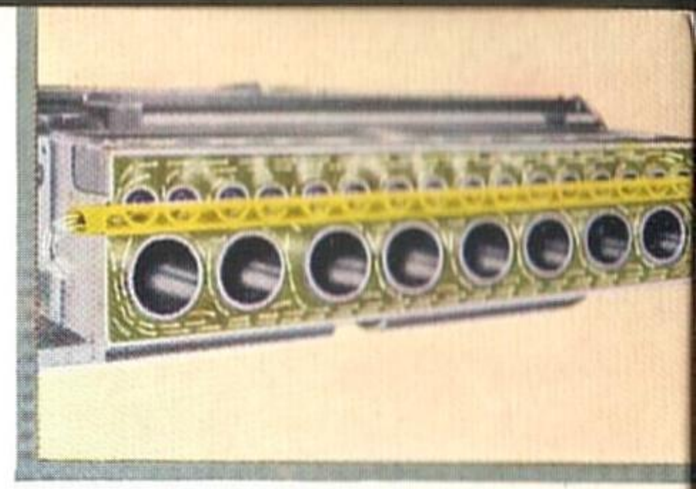
Seven, not the usual three or five, bearings guard the transmission.

Designs Mechanical Life Longer

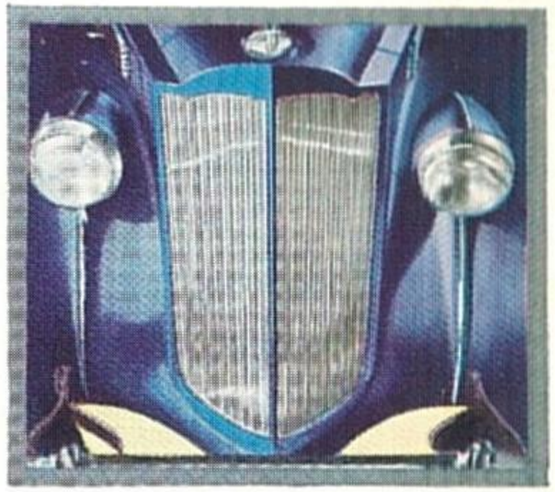


THE PACKARD SIX CHASSIS

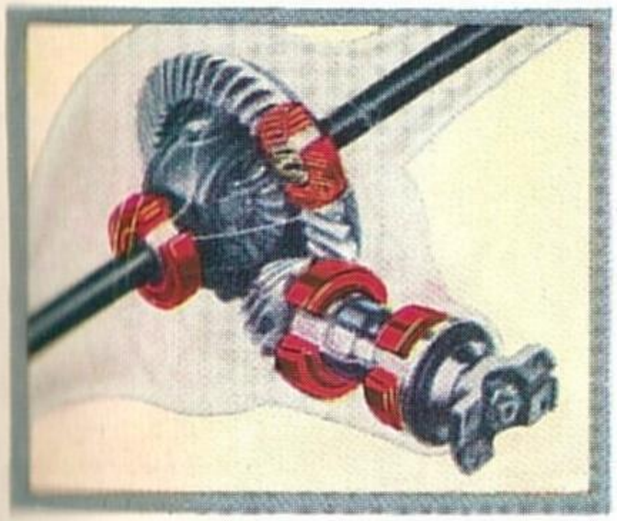
six cylinder design with exclusive features that set it apart.



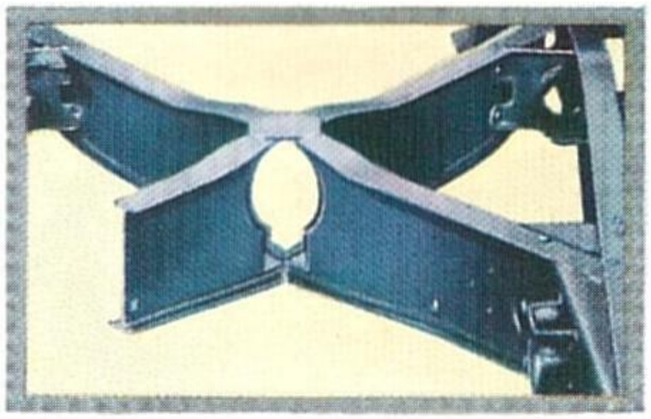
Full jacketed cylinder cooling and a water cooling tube increase motor efficiency.



New to the lower-price field are these automatic radiator shutters.

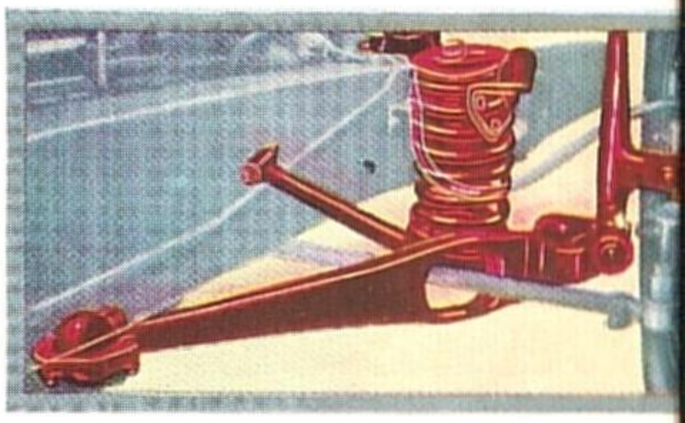


Packard pioneered these hypoid rear axle gears now featured by so many.



That tapering of the I-beam girder in the X-member adds strength to a rigid frame.

Ball-and-roller-bearing mounted steering insures easy operation.



Only Packard offers torque arm rigidity in its independent front wheel suspension.

We take pleasure in giving you this Packard information and hope it will interest you further in learning how little it costs to own and operate a new 1938 Packard Six or Eight. Figures to fit your exact case will be gladly furnished—no obligation, of course.

JUST CALL

ASK THE MAN WHO OWNS ONE

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