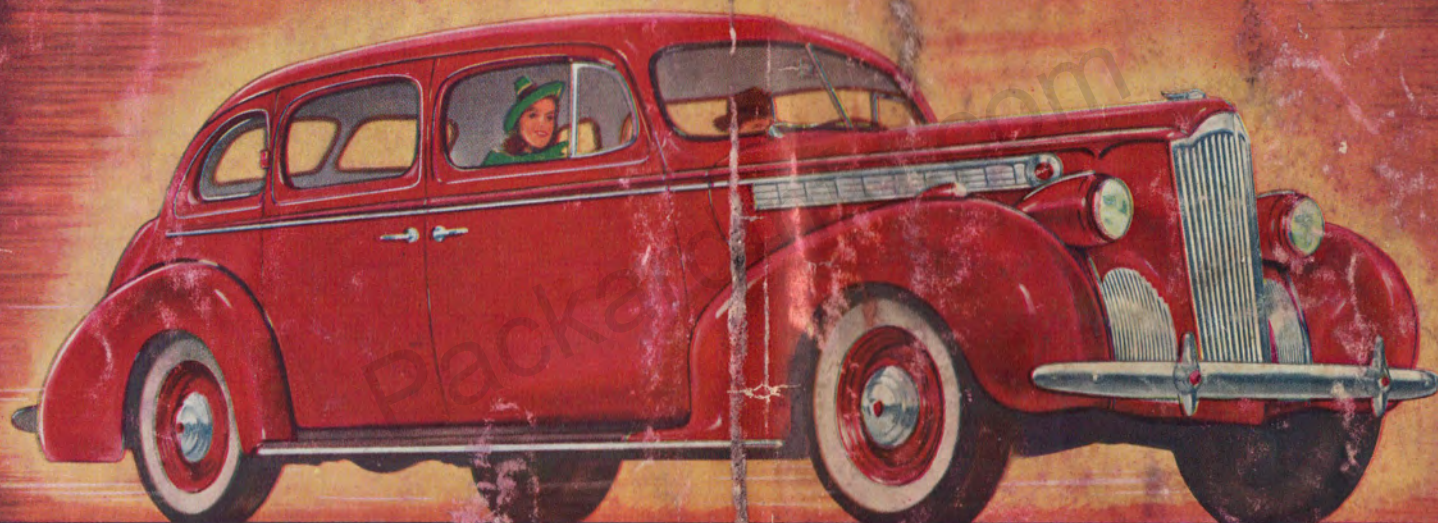


More car for your money!



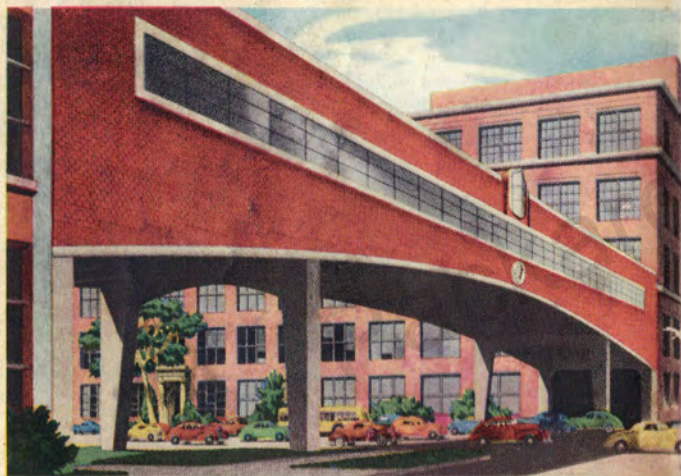
P A C K A R D F O R 1 9 4 0

The One-Ten - The One-Twenty

THE FIRST GREAT NEW CARS TO RESULT FROM

Packard's 4-Year Plan

WHEN you first look at the 1940 Packard One-Ten and One-Twenty, you'll see cars that are *new*...with greatly enhanced beauty, stepped-up performance, marvelous new handling ease and riding comfort. But despite these truly sensational improvements,



This new bridge over Detroit's Grand Boulevard connects Packard's two vast plants — symbolizes the completion of the Packard 4-year plan.

your greatest, most pleasing surprise will come when you learn the price. You'll find it hard to believe that such big and magnificent cars can be priced so low!

And, until this year, it couldn't have been possible to offer you so much car for your money.

For these 1940 Packards are the first new models to benefit from Packard's recently completed 4-year

expansion plan. In its entirety, this tremendous plan involved the expenditure of millions of dollars for ultra-modern equipment . . . for the rearrangement and expansion of plant facilities . . . all so that manufacturing costs could be reduced and the savings passed along to you.

As a result of this long-range program, you can now buy a Packard—a fine car 100% worthy of the Packard nameplate—for a lower price than ever before.

On the following pages, you will find proof after proof that a 1940 Packard offers you so much more of everything you want in a motor car that you'll never be quite satisfied until you own one.

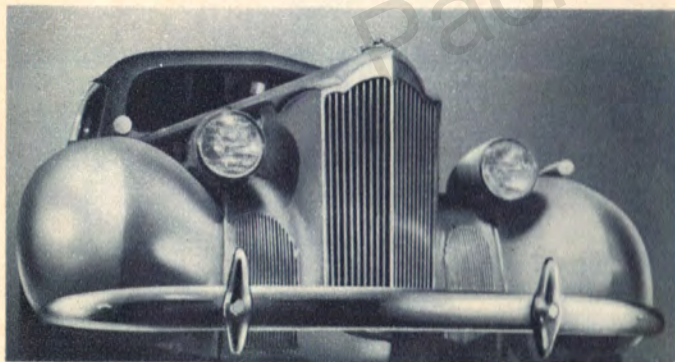

**LOWEST
PRICES
IN
PACKARD
HISTORY**

NEW BEAUTY

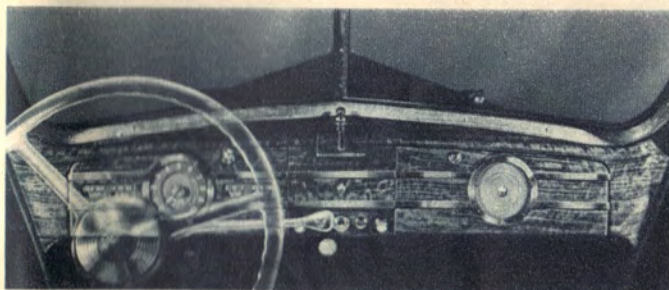
that makes your heart beat faster

YOU'LL *want* a new 1940 Packard the moment you set eyes on it. Here is speed-streamed beauty that delights the eye . . . that spells grace and performance in every smooth-flowing line.

Here is styling that's new—and as distinctive as only Packard can make it. The beauty of the narrower, tapered radiator . . . of the trim cooling grilles and smart new fender lamps . . . of the sparkling new louvers on the *longer* hood . . . will earn your unstinted admiration. And the *double thrill* of owning this new Packard comes when you find that everyone shares this admiration with you!



Curving contours characterize the new Packard speed-stream styling. Wherever you look, you will note a pleasing softness and graceful blending of lines.



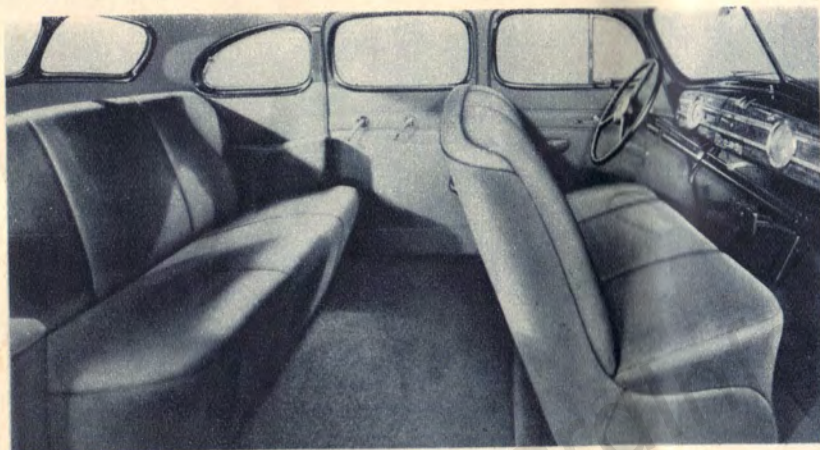
Beauty is imperative here, for what spot is more often seen than the instrument panel? Your eyes will never tire of this tasteful arrangement, or its richly grained background.



This rear view is not a rare view for other motorists—but it's always a pleasing one. Speed-stream beauty carries through to every final detail.

NEW COMFORT

that brings you a motoring rest cure

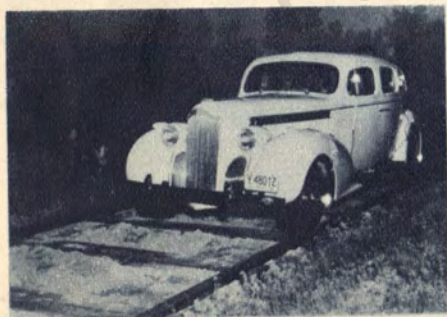


Six passengers are company, not a crowd, when the car is a Packard. There's plenty of room, and in the right places—where your elbows, knees, and shoulders need it most.

THE mellowest ride that ever made a tired body say "Thanks!" . . . the ride that's the envy of the motor car industry is the result of exclusive Packard Safe-T-fleX. But it's only part of the supreme comfort that awaits you in a Packard One-Ten or One-Twenty.

You don't just ride, you luxuriate! . . . in seats a full 56 inches wide at shoulder level . . . on deep, resilient cushions that make a day-long ride a motoring rest cure!

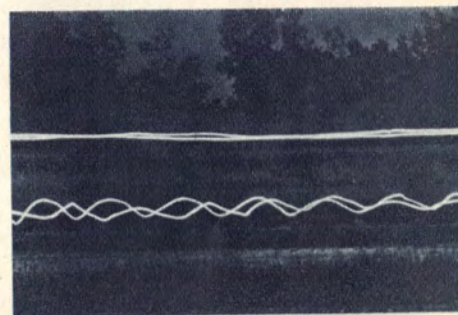
You revel in the luxury of fine broadcloth upholstery . . . and with every convenience so near at hand you can't help but take things easy. You'll find a Packard a grand place to loaf!



To obtain photographic proof of Packard's finer, mellower ride, Packard selected not a road but railroad ties! A good ride over railroad ties will be smooth on any kind of road!



Ready to take a picture that will prove the level ride with Packard's exclusive Safe-T-fleX springing! Paths of lights on wheels and windows will be photographed simultaneously.



Here's the picture and the proof! The dancing lines below indicate the bouncing wheels. The amazingly level upper line indicates the superbly smooth ride passengers enjoy.

NEW PERFORMANCE

that's more than just power and speed

HILL-CONQUERING power and ample speed reserves—these are just two of the many phases of Packard eye-opening performance.

Wait 'til you see the way you flash to the front at signal lights, so quietly and easily that the engine hardly seems to be working! Or wait 'til you settle down to business on a long open stretch! A Packard One-Ten or One-Twenty clips off the miles so smoothly that you feel like you're just easing along.

The biggest surprise of all comes at the gas station! That first tankful of gas lasted amazingly long, and no wonder. These new '40 Packards are even more economical than their famous thrifty predecessors.



Short stride, more work—long stride, less work. Like a long stride, reduced rear axle gear ratios for 1940 cut piston strokes per mile—save gas, oil, engine wear.



The "rush hour" is more of a rest hour. These lively, easy-handling Packards get you home faster with less work at the wheel.



It's fun to gain speed on the long hills that force most other cars into second—particularly, when Packard power does it in high gear!



Ever have a strong tail wind to help push you along? That's the way you'll feel cruising in a Packard with its greater power per pound of car weight.

NEW HANDLING EASE

that makes the wheel the favored spot

YOUR hands and feet have so little to do you scarcely know you're driving.

Steering a Packard seems as magically easy as turning a radio dial, whether you're slipping through heavy traffic or into a parking space with just a few inches to spare.

Truly—Handishift, shock-free steering and feather-touch pedal action take the hard work out of driving. You'll find it's fun to drive again.



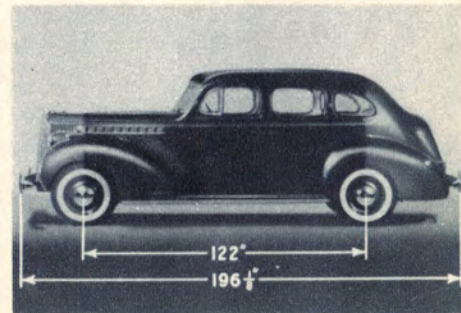
There's not much to do when piloting a Packard except enjoy yourself. Here is the closest thing to a self-driving car you've ever handled.



You won't get your setting-up exercises driving a Packard. No need to stretch for any control—and you steer and shift with your fingertips.



Save your footwork for dancing or sports! Packard pedals need no more than a gentle touch of your toe for flashing starts or safe, sure stops.



Long wheelbase for luxurious roominess and a level, mellow ride . . . short over-all length for easier handling. No ungainly overhang here!

THE NEW 1940 PACKARD *One-Twenty*

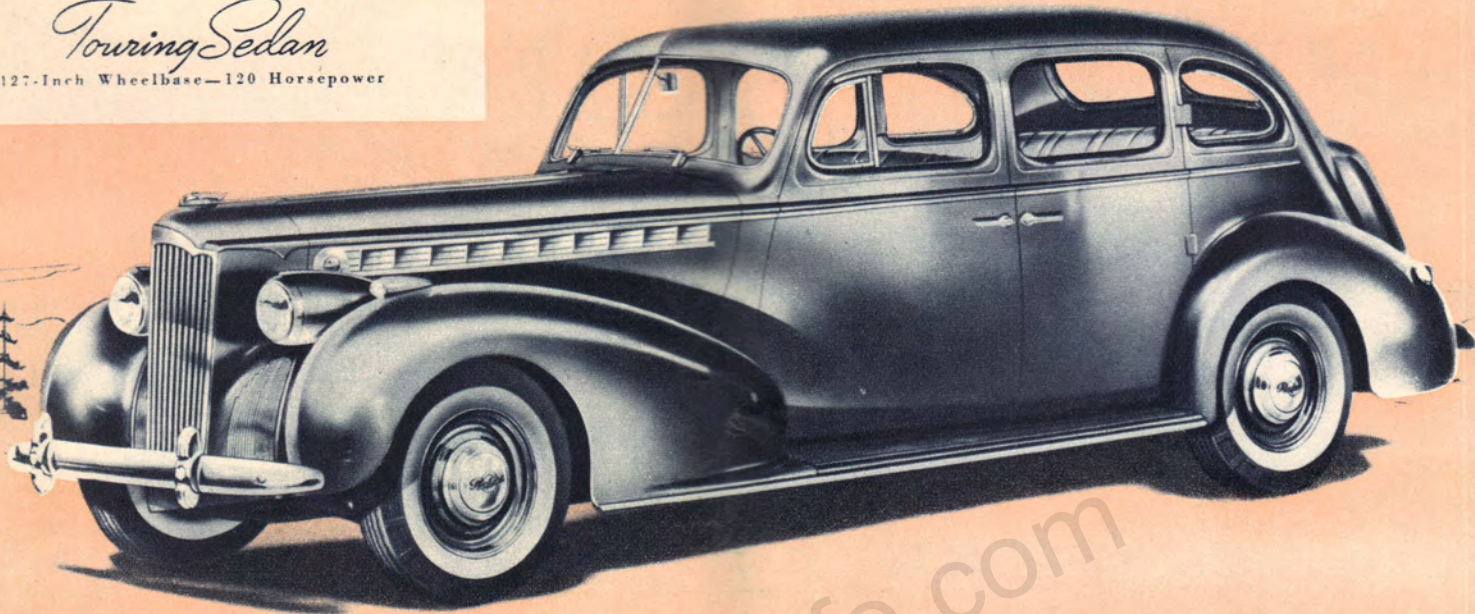
— spoils you for all other cars

THERE'S a 120-horsepower  straight-eight that's something new in smooth power and flashing getaway! It's a big car of 127-inch wheelbase  with extra safety and stamina that come with added pounds  of weight. In it you settle back in cushions made softer  and deeper by the use of additional coils. You enjoy the greater luxury of a choice of upholstery fabrics.  Stretching before you is a longer, sleeker  hood that enhances speed-stream styling to its fullest. Greater length permits side mounting of  spare wheels if this extra equipment is specified, thus reserving the entire spacious trunk for luggage.  Bigger balloon tires  and an exclusive fifth  shock absorber are important contributions to motoring's finest ride. Vital chassis units like rear axle  are oversize in design. A larger, heavier clutch  improves magic ease of handling. Bigger brakes  make stopping extra smooth and extra sure. Luxury features such as stunningly grained  window mouldings, and a wider range of optional extra equipment including a rear-seat center arm rest  combine with other qualities to make the One-Twenty  THE eight-cylinder car!

PACKARD ONE-TWENTY

Touring Sedan

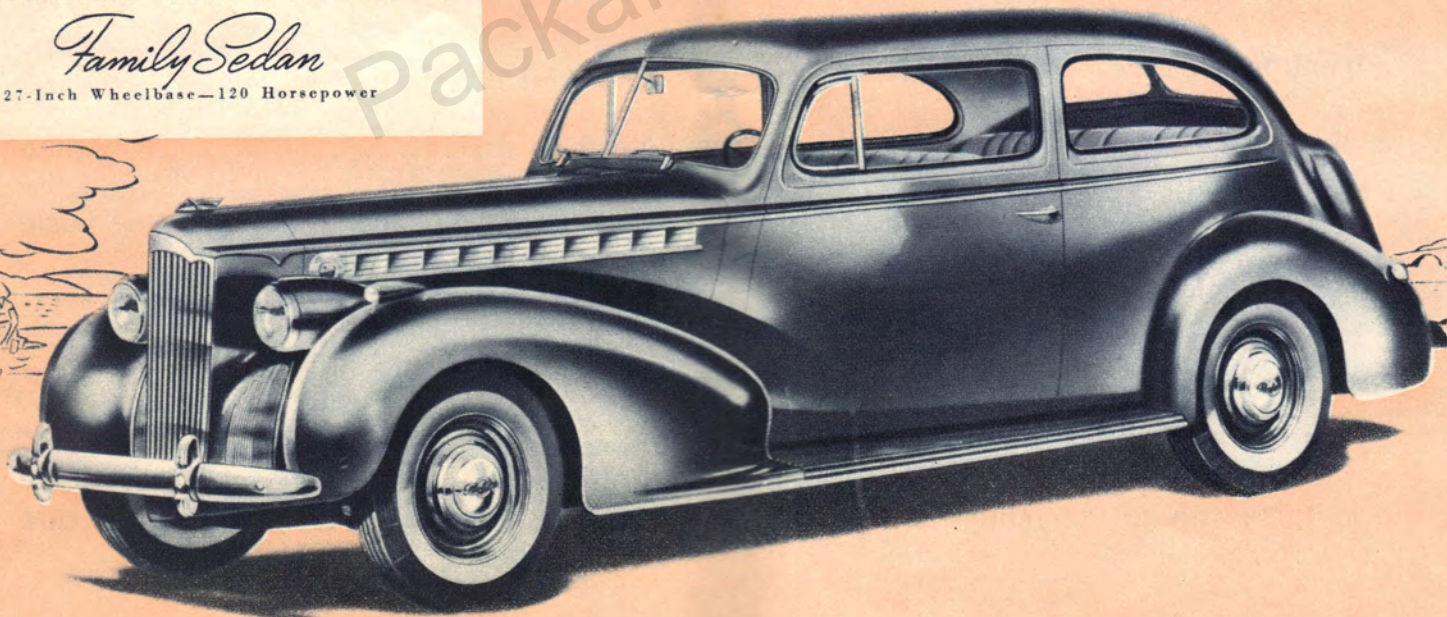
127-Inch Wheelbase—120 Horsepower



PACKARD ONE-TWENTY

Family Sedan

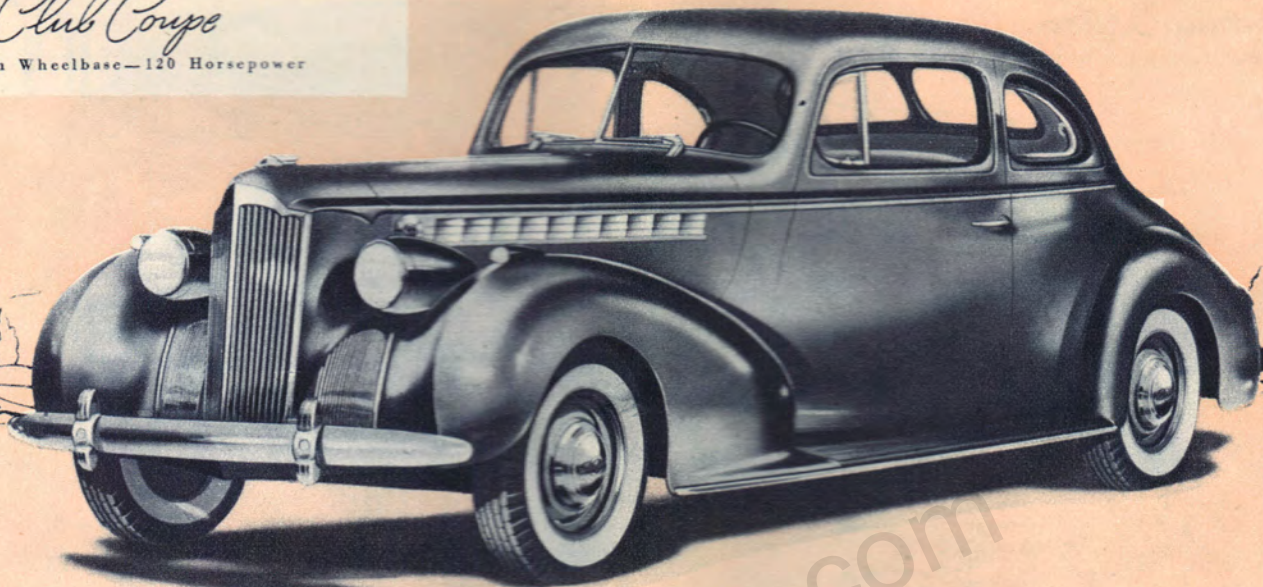
127-Inch Wheelbase—120 Horsepower



PACKARD ONE-TWENTY

Club Coupe

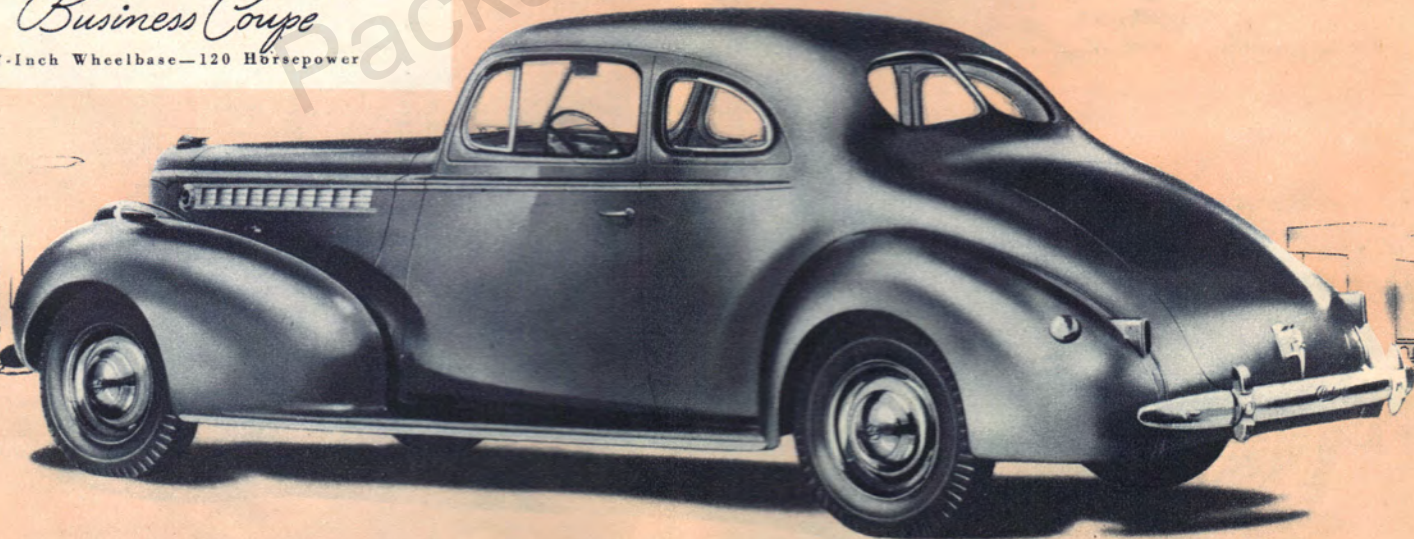
127-Inch Wheelbase—120 Horsepower



PACKARD ONE-TWENTY

Business Coupe

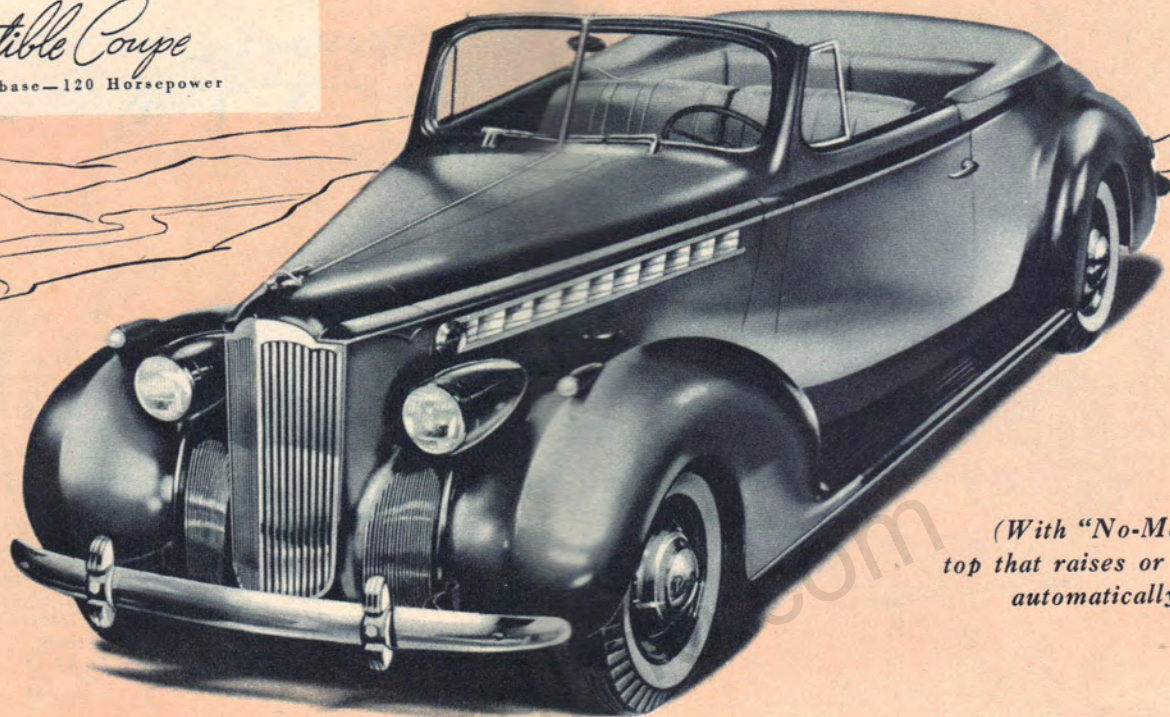
127-Inch Wheelbase—120 Horsepower



PACKARD ONE-TWENTY

Convertible Coupe

127-Inch Wheelbase—120 Horsepower

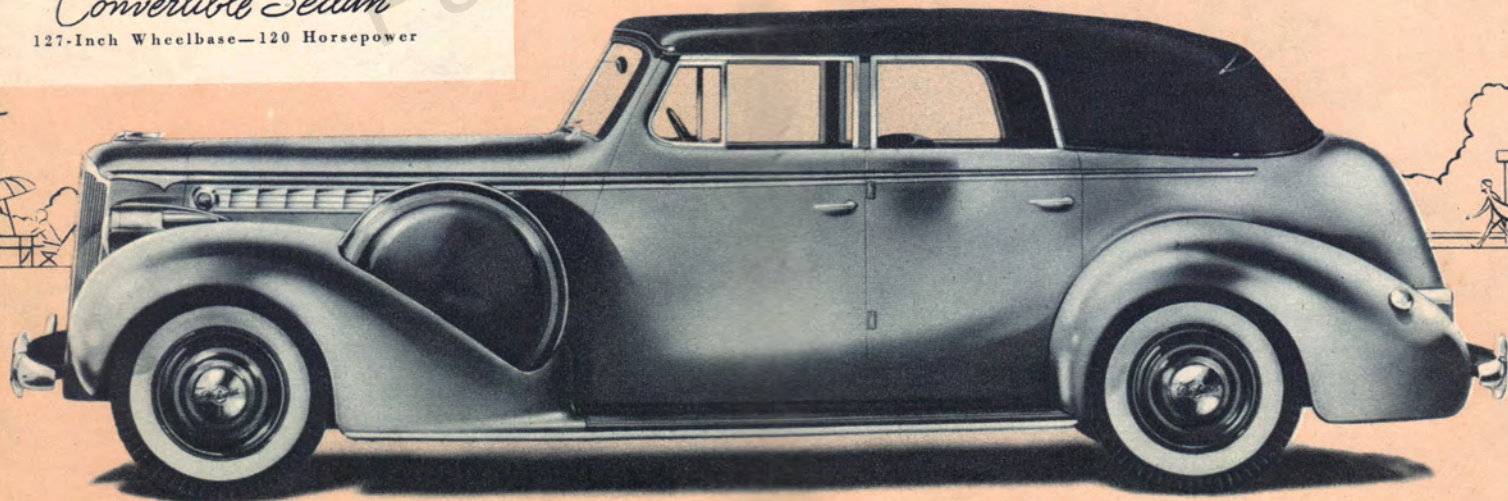


(With "No-Man"
top that raises or lowers
automatically)

PACKARD ONE-TWENTY

Convertible Sedan

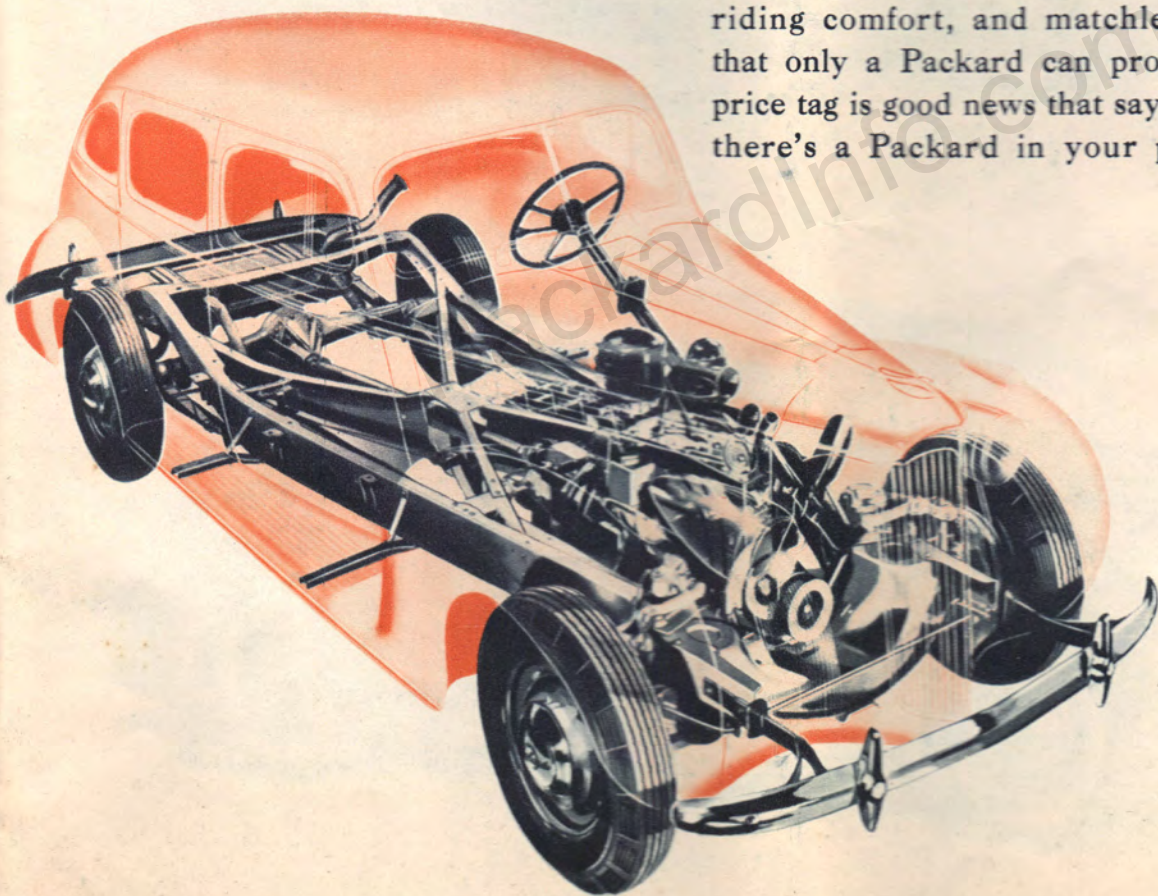
127-Inch Wheelbase—120 Horsepower



THE NEW 1940 PACKARD *One-Ten*

— more than your motor car dollar ever bought before

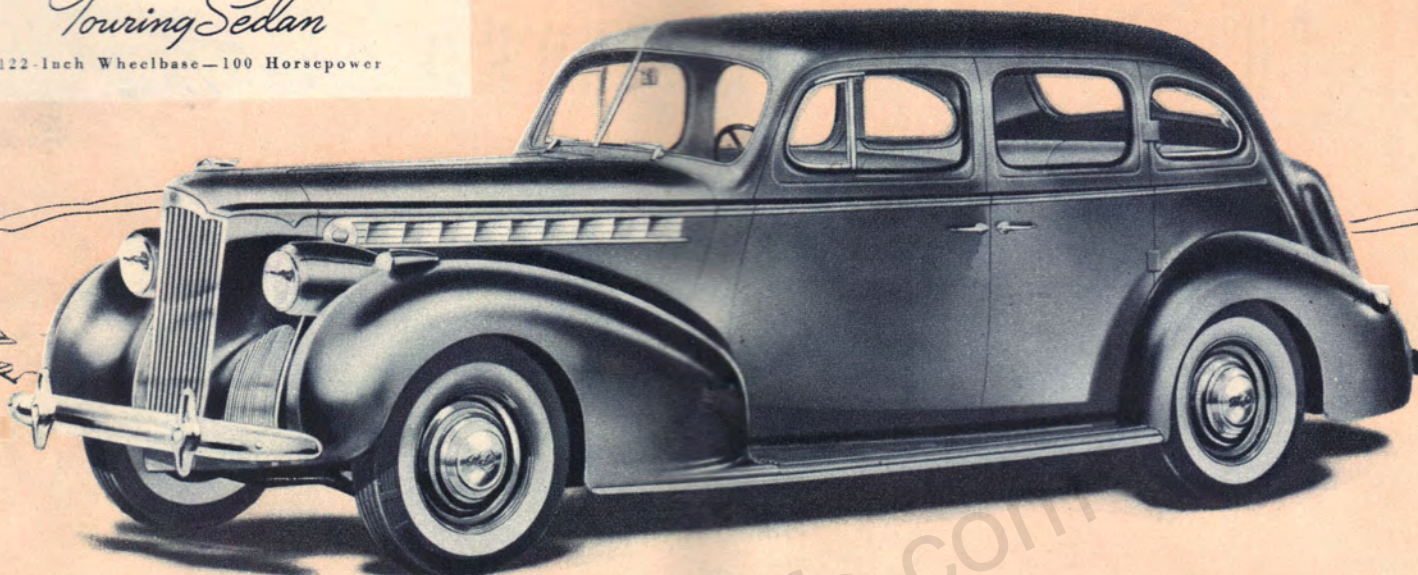
Here is a car really worth looking into—for it offers Packard quality all the way through. Into its long 122-inch wheelbase chassis is packed the superb performance, unsurpassed riding comfort, and matchless durability that only a Packard can provide. And its price tag is good news that says: "This year, there's a Packard in your pocketbook!"



PACKARD ONE-TEN

Touring Sedan

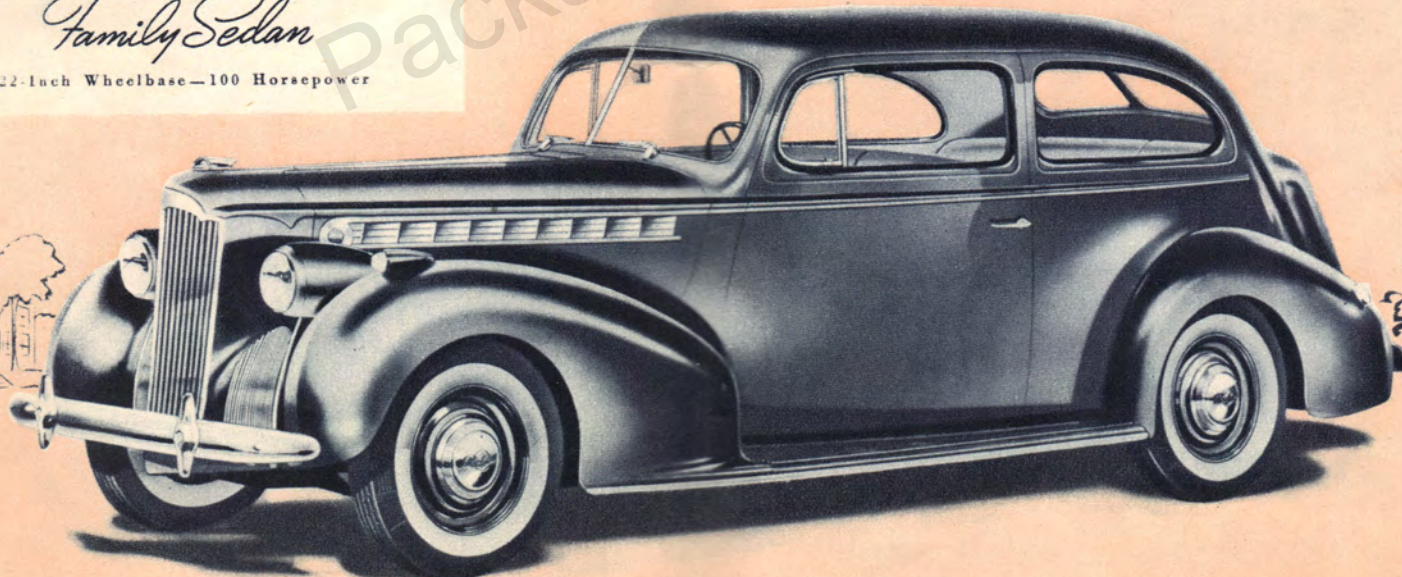
122-Inch Wheelbase—100 Horsepower



PACKARD ONE-TEN

Family Sedan

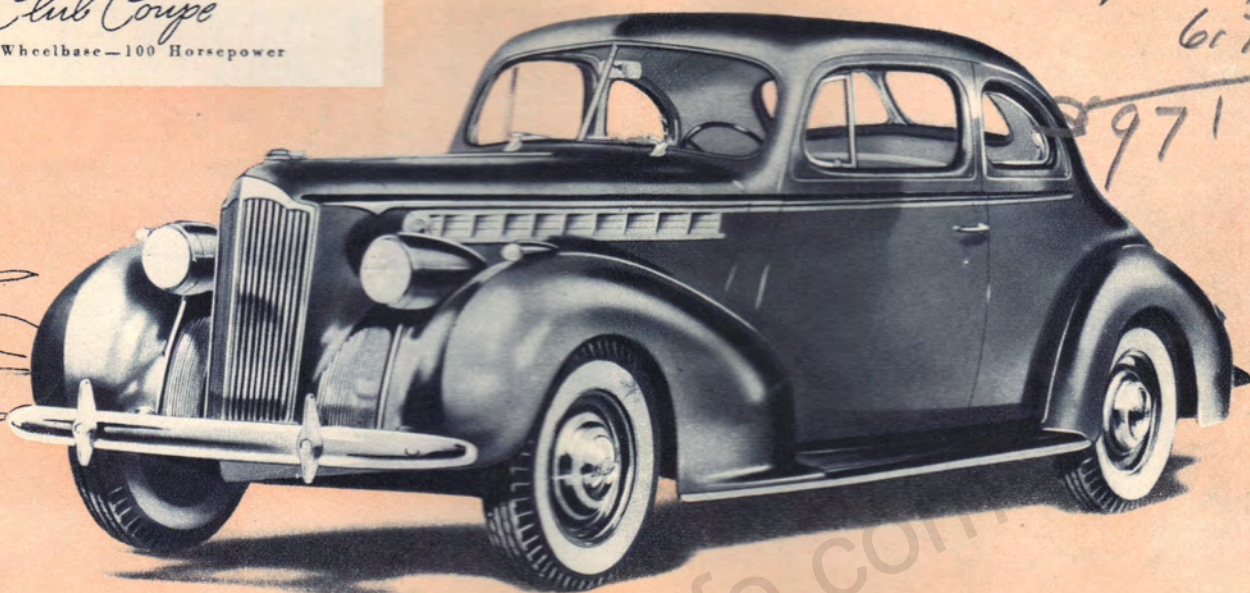
122-Inch Wheelbase—100 Horsepower



PACKARD ONE-TEN

Club Coupe

122-Inch Wheelbase—100 Horsepower



964.44
61.78 fee
971.22

PACKARD ONE-TEN

Business Coupe

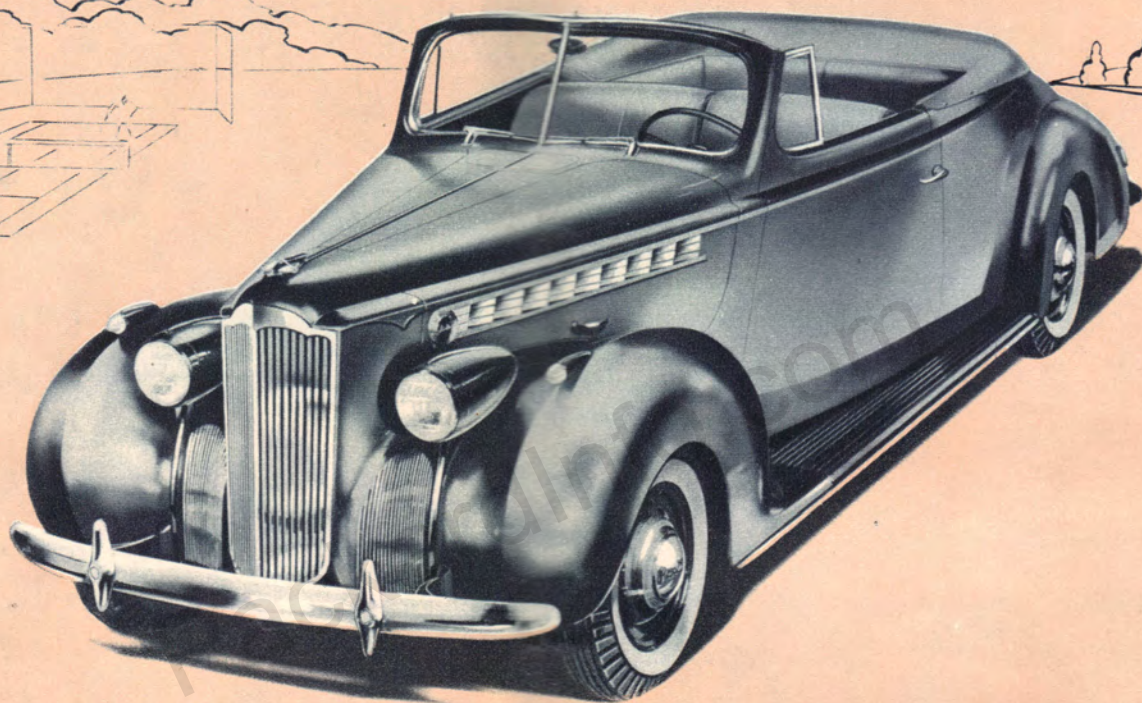
122-Inch Wheelbase—100 Horsepower



PACKARD ONE-TEN

Convertible Coupe

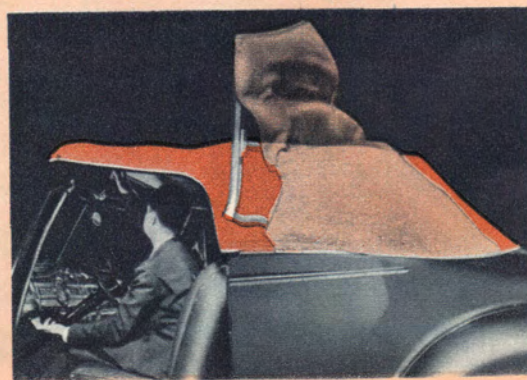
122-Inch Wheelbase—100 Horsepower



HERE's the car convertible enthusiasts have been awaiting for years—a Packard convertible coupe with a “No-Man” top!

Just touch a button on the dash—the top raises or lowers itself. The driver has nothing to do but operate the windshield latch that locks the top in place.

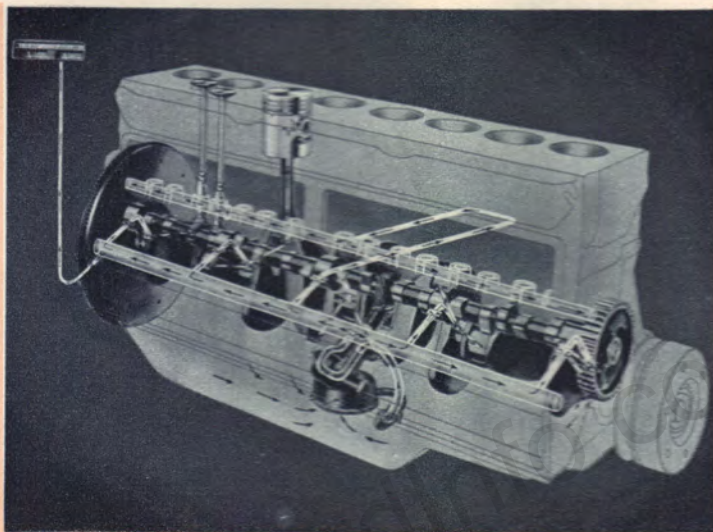
And in addition to everything else, this sport-car of the year easily seats five—all inside and under cover!



WHY YOU'LL THRILL TO PACKARD POWER



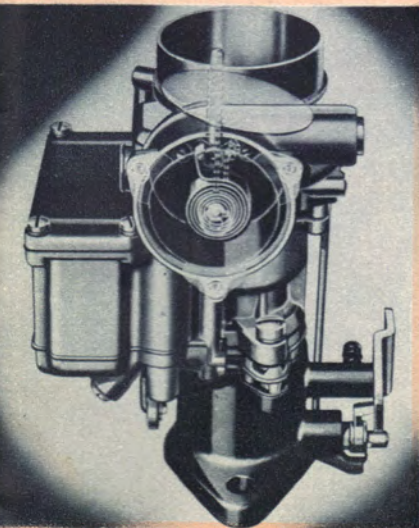
Angle-set valves—for more efficient and complete combustion, improved economy.



No oil starved bearings here! Packard full-pressure, metered-flow lubrication sends protective oil to each bearing equally.



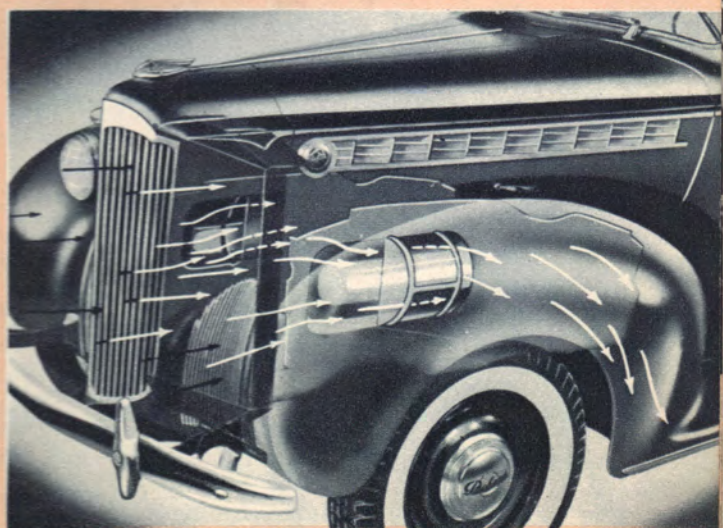
A heavyweight champion, this crankshaft—toughened and balanced for years of quiet, vibration-free service.



Better mileage, and quicker starting, too—with this carburetor and an improved automatic choke.

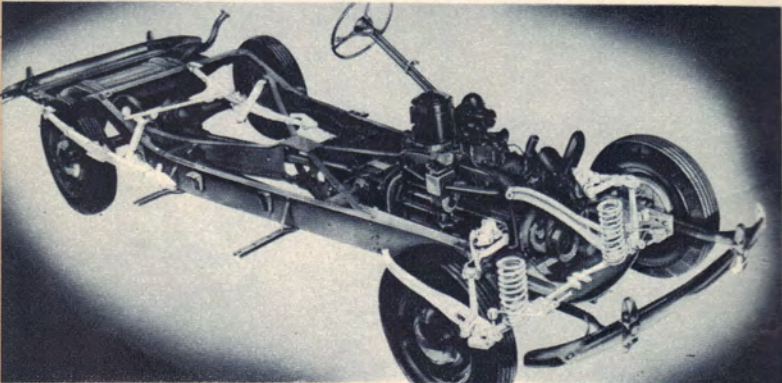


Rifle-drilled connecting rods direct oil to the piston pins. Thermo-strut pistons prevent power loss.

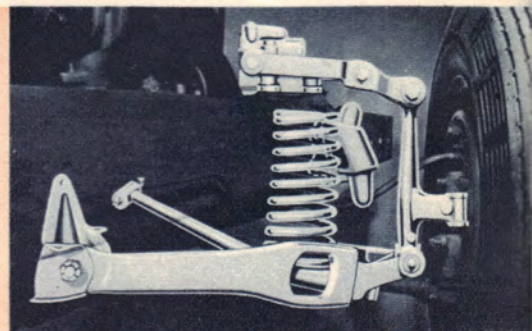


Cooling tunnels circulate miniature hurricanes under the hood for efficient cooling—direct the heated air under and away from the car for your comfort.

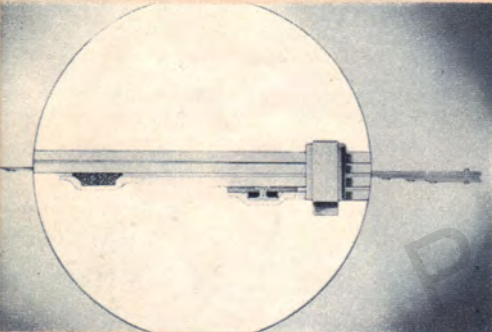
WHY EVERY TRIP IS A PLEASURE TRIP



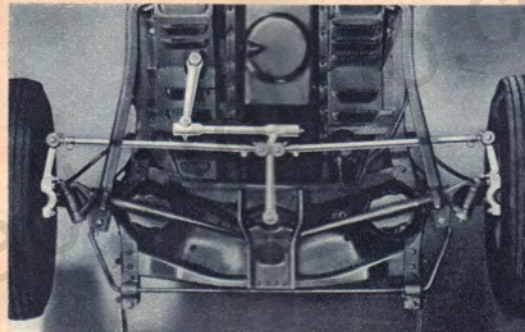
Motoring's mellowest ride depends upon complete Safe-T-flex—giant coil springs in front; unique rear springs with rubber and composition inserts control resilience.



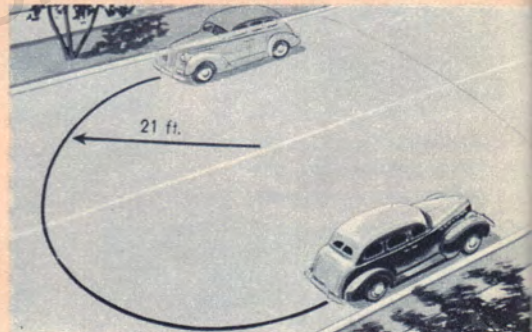
Rubber mounted torque arms brace the front springs—an exclusive Packard feature.



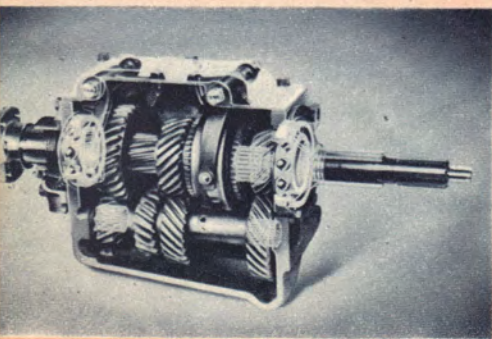
Rubber and composition inserts control resilience in rear springs.



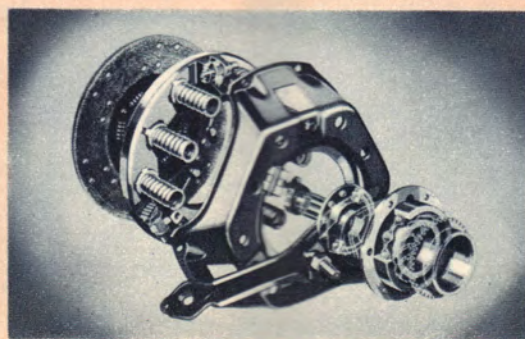
A light touch steers—and road shocks rarely reach your fingers with Harmonized Steering.



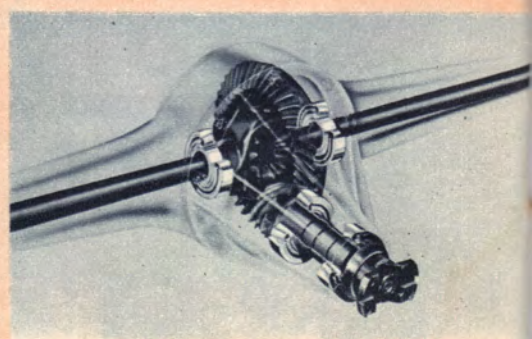
A remarkably short turning radius makes both driving and parking easier.



Extra-large gear teeth in the transmission, super-hardened for longer life.



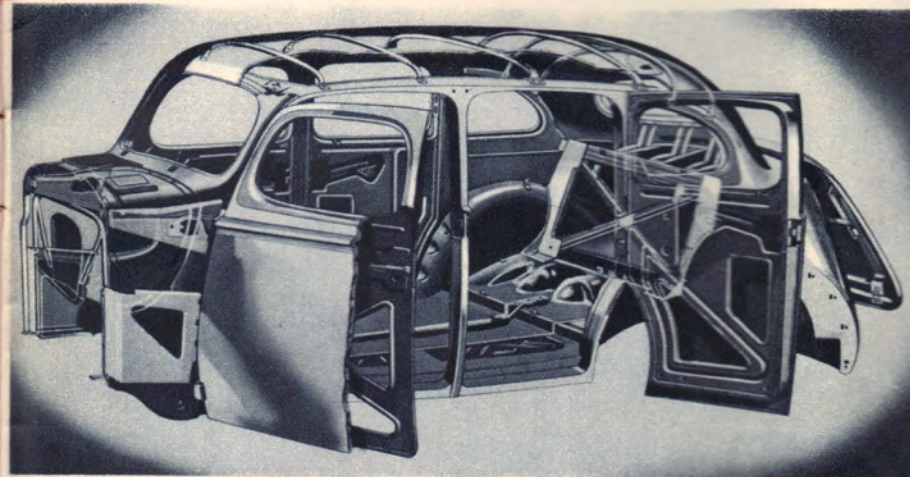
The Velvetouch clutch is lubricated for life—superbly quiet and s. 100th.



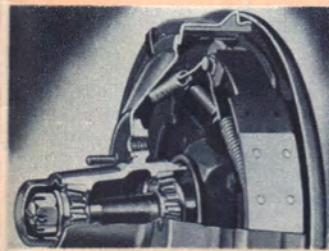
No better axle than a hypoid—and no better hypoid than a Packard!



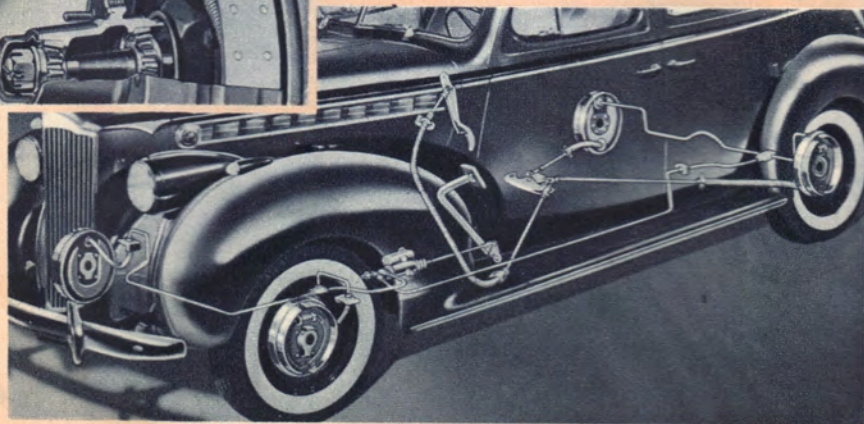
WHY YOU'RE SAFE IN A PACKARD



The safest surroundings for any family when motoring — this all-steel body has steel reinforcements at every vital point . . . cowl, floor, doors and across the rear.



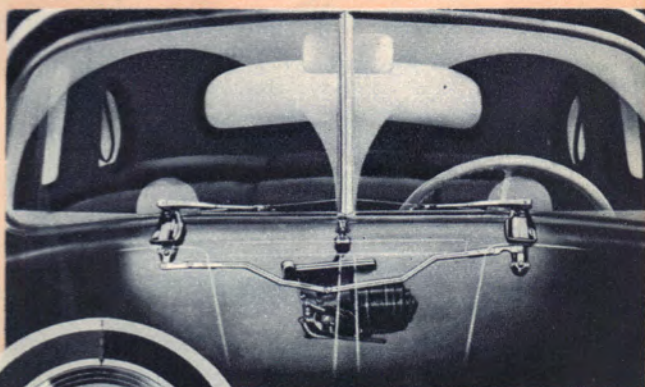
Stops are swift and safe with oversized brakes like this — self-energizing; light pedal touch.



Two sure ways to stop in a hurry: a foot-operated, positive hydraulic system — and a hand-operated mechanical system.



LEFT: Patterns show how ordinary lights lose power in one and two years. CENTER: Far less light loss with new Packard Sealed-Beam. RIGHT: Traffic beam throws bright light to right — not in other drivers' eyes.



Electric, constant-speed windshield wipers sweep two wide arcs clean.



A warning hand — translucent speedometer needle changes colors in different speed ranges.



WHY IT'S EASY TO OWN A PACKARD

LOWEST PRICES IN PACKARD HISTORY.

New low prices for 1940 put a Packard in reach of anyone who can afford a new motor car. Only a few cars are lower in price—and none of these offers anywhere near the combination of size, power, riding comfort and desirable features that Packard ownership brings. The small difference in price of a Packard buys a world of difference in lasting value and motoring pleasure.

THE LOW-DOWN ON GAS AND OIL.

Because a Packard is big and powerful, you might suspect it of gas and oil greediness. But ask any Packard owner and you'll find he doesn't make comparisons with cars of equal size and performance. He talks in terms and mileage figures usually associated with small, light cars! Efficient 1940 design makes a Packard even thriftier to own.

UPKEEP COSTS ARE DOWN, TOO. The higher quality and longer life built into every Packard pay you in savings on upkeep expense. Your Packard should seldom need service attention—and on those rare occasions, you will find typical Packard service charges most agreeably low.

4 TIMES OUT OF 5, the car traded in more than covers the small down payment on a Packard! So the chances are you can drive home in a Packard of your own without paying out a cent in cash.

BUY OUT OF INCOME. Packard's new low prices mean there is astonishingly little difference, if any, between the monthly payments on a Packard and those on cars which do not give you anywhere near as much for your money.

HOW MUCH?

Packard (110¢ 120¢) Cash Delivered Price \$ _____

Required Down Payment.....\$ _____
(Usually covered by trade-in allowance)

Unpaid Balance.....\$ _____

(No.) Monthly Payments of Only...\$ _____

BRIEF SPECIFICATIONS

PACKARD *One-Twenty*

MOTOR—L-head type, 8 cylinders. Bore and stroke, $3\frac{3}{4}$ x $4\frac{1}{4}$ inches. Piston displacement, 282 cubic inches. Brake horsepower, 120 at 3600 r.p.m. Crankshaft weight, 95 pounds.

MOTOR LUBRICATION—Pressure to main, connecting rod, piston pin, and camshaft bearings, also valve tappets.

FUEL SYSTEM—Pump with built-in filter. 21-gallon tank.

CARBURETION—Duplex, down-draft carburetor, automatic manifold heat control.

COOLING SYSTEM—Cellular radiator core, 18-inch fan. Fan-blast cooling tunnels. Ball bearing, permanently lubricated and packed water pump.

CLUTCH—Semi-centrifugal. Single dry plate, 10" diameter.

TRANSMISSION—Synchronized, helically cut gears. Handshift gearshift lever. Econo-Drive, available at moderate extra cost.

FRAME—I-beam, tapered X-member. Box side rails.

FRONT SUSPENSION—Packard Safe-T-fleX independent wheel suspension. Roll control bar.

REAR SUSPENSION—Semi-elliptical leaf springs—54 x 2 inches. Rubber cushions and special composition discs between leaves. Rubber-cored brackets and shackles. Direct-acting shock absorbers.

ELECTRICAL SYSTEM—Large generator with voltage control. Sealed-Beam headlights.

DRIVE—Hotchkiss. Roller bearing universal joints. Hypoid rear axle.

CHASSIS BEARINGS—44 ball and roller bearings.

CHASSIS LUBRICATION—Only 16 points to lubricate at 2000- to 3000-mile periods, 4 at 10,000 miles.

WHEELS AND TIRES—Disc wheels, 10-inch hub caps. Tires, 6.50 x 16, 4-ply cord.

WHEELBASE—127 inches.

BODIES—All-steel body. Special insulation. Safety glass. Defroster vents. Handsome upholstery. Genuine leather in convertibles. Extra large luggage compartment. Large luggage space under rear deck of coupes.

INSTRUMENTS AND CONTROLS—Handsome instrument panel. Speedometer, oil gauge, ammeter, gasoline gauge, and engine temperature gauge.

STANDARD EQUIPMENT—One spare wheel and tire. Bumper jack and tool equipment. Two interior sun visors. Two windshield cleaners. Two combination tail and stop lights. Fender lights. Dome light. Two horns. Lock in glove compartment door. Robe rail in four-door Touring Sedan only. Arm rest on each front door. Assist cords in both sedans. Bumpers and bumper guards, front and rear.

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

Do You Welcome

Thrifty Investments?

Only a moderate addition to the first cost of your Packard gives you improved Econo-Drive which cuts engine speed 27.8%. In addition to improving performance, it decreases wear, saves gas and oil at cruising speeds.



Oil goes farther



Saves on gas, too

PACKARD *One-Ten*

MOTOR—L-head type, 6 cylinders. Bore and stroke, $3\frac{1}{4}$ x $4\frac{1}{4}$ inches. Piston displacement, 245 cubic inches. Brake horsepower, 100 at 3200 r.p.m. Crankshaft weight, 81½ pounds.

MOTOR LUBRICATION—Pressure to main, connecting rod, piston pin, and camshaft bearings, also valve tappets.

FUEL SYSTEM—Pump with built-in filter. 17-gallon tank.

CARBURETION—Single barrel, down-draft carburetor, automatic manifold heat control.

COOLING SYSTEM—Cellular radiator core, 18-inch fan. Fan-blast cooling tunnels. Ball bearing, permanently greased and packed water pump.

CLUTCH—Semi-centrifugal. Single dry plate, 9½" diam.

TRANSMISSION—Synchronized, helically cut gears. Handshift gearshift lever. Econo-Drive, available at moderate extra cost.

FRAME—I-beam, tapered X-member. Box section side rails.

FRONT SUSPENSION—Packard Safe-T-fleX independent wheel suspension. Roll control bar.

REAR SUSPENSION—Semi-elliptical leaf springs—54 x 2 inches. Rubber cushions and special composition discs between leaves. Rubber-cored brackets and shackles. Direct-acting shock absorbers.

ELECTRICAL SYSTEM—Large generator with voltage control. Sealed-Beam headlights.

DRIVE—Hotchkiss. Roller bearing universal joints. Hypoid rear axle.

CHASSIS BEARINGS—44 ball and roller bearings.

CHASSIS LUBRICATION—Only 15 points to lubricate at 2000- to 3000-mile periods, 4 at 10,000 miles.

WHEELS AND TIRES—Disc wheels, 10-inch hub caps. Tires, 6.25 x 16, 4-ply cord.

WHEELBASE—122 inches.

BODIES—All-steel body. Special insulation. Safety glass. Defroster vents. Handsome upholstery. Genuine leather in convertibles. Extra large luggage compartment. Large luggage space under rear deck of coupes.

INSTRUMENTS AND CONTROLS—Handsome instrument panel. Speedometer, oil gauge, ammeter, gasoline gauge, and engine temperature gauge.

STANDARD EQUIPMENT—One spare wheel and tire. Bumper jack and tool equipment. Two interior sun visors. Two windshield cleaners. Two combination tail and stop lights. Fender lights. Dome light. Two horns. Lock in glove compartment door. Robe rail in four-door Touring Sedan only. Arm rest on each front door. Assist cords in both sedans. Bumpers and bumper guards, front and rear.

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ASK THE MAN
WHO OWNS ONE

