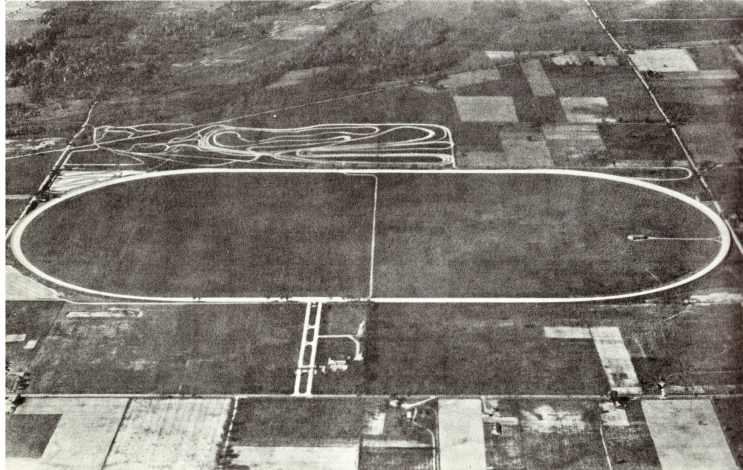


**THE  
PACKARD  
EIGHT**



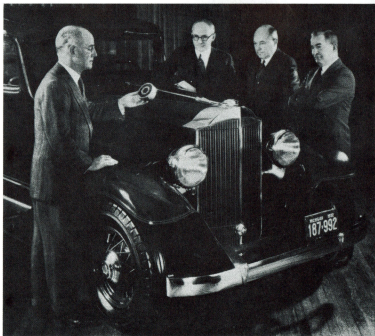
*TWENTY MILES from the Packard factories lie the Packard Proving Grounds, extending over 500 acres, and devoted solely to improving the quality of Packard motor cars*



## "THE GREATEST PACKARDS EVER BUILT,"

Says ALVAN MACAULEY, President

"I sincerely believe that the new PACKARD EIGHT contains greater improvements than any car offered during the preceding ten years. Not all of these improvements are sensational or as observable as the new ventilating system, the adjustable brake control, downdraft carburetion, boosted brakes, and other features I might mention. The great strides we have made in the new Packard Eight touch all the essentials of fine motor cars: appearance, luxury, power, acceleration, roadability, ease and assurance of control, and safety under all conditions of traffic. They result from our knowledge that people are tired of bargain merchandise at bargain prices and are already turning to the quality market we have always engaged in. In the thirty-three years that Packard has been selling and servicing fine cars, 543 manufacturers have entered the industry and left. Some lacked money, others idealism; but Packard had plenty of both. It still has, as your scrutiny of our latest fine product will show. Our ample assets and excellent cash position have enabled us to even enlarge our engineering staff and improve plant facilities. We have done this with the avowed intention of giving the 1933 buyer his choice of, literally, *the greatest Packards ever built*. I feel satisfied that in the new Packard Eight, so typical of them all, we offer you new standards of modern automotive value."



*With just pride in their latest creation, the Packard Eight, President Macauley and Vice-Presidents Vincent, Gilman, and Roberts contemplate the familiar Packard hubcap—hallmark of all that is fine in motor cars for over three decades.*

**87** YEARS of Packard experience, representing the combined service records of the factory executives pictured above, confirm the fact that Packard Eight quality is safeguarded by veterans comprising the industry's oldest independent company.

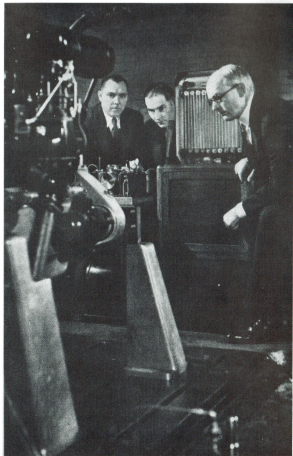
*The delicate Acoustimeter helps Packard engineers eliminate annoying sounds.*



## "THE MOST CHALLENGING PACKARDS EVER DESIGNED," Declares

*J. G. VINCENT, Vice-President of Engineering*

"When we laid out the new Packard Eight on our drafting boards, we designed a challenge into every model. In fact, we engineered a double challenge into each one, for this fine new car challenges any competitive make to meet it and beat it on any motoring score, and it challenges you, politely of course, to make it prove its points over any route you may choose. I know that it won't fail, for it is one of a line of the best tested cars we have ever turned over to the manufacturing department. More than 600,000 miles of proving work lie back of the engineering in the new Packard Eight. Subsequent pages of this catalog picture some of the gruelling runs it made at our own Proving Grounds. But they do not include the mountain climbs and cold of Colorado; the desert sand and heat of Arizona; or the wear and tear of crowded city traffic, night and day on end. Because of the recent recess buyers have taken and the extraordinary efforts of engineers to create designs that will attract business, I honestly believe the motor car today is far ahead of what it would have been otherwise. I am convinced that the new Packard Eight will give a man a motoring thrill such as he has not had since he bought his very first car."



Colonel Vincent and his engineering executives with that marvelous precision device, the Strobarama, whose accuracy contributes so much to Packard Eight quality.

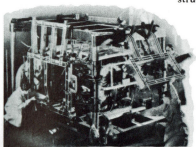


Diamonds are actually worn out in drilling to a jewel-like smoothness such quality parts as the bearing surfaces of the connecting rod which Mr. Roberts is inspecting.

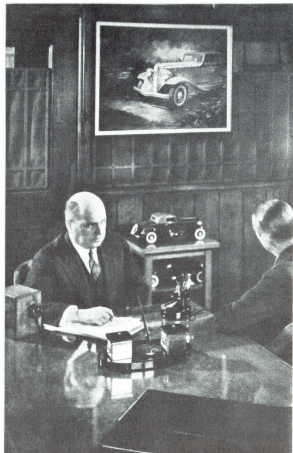
## "THE MOST THRILLING BLUE PRINTS EVER BUILT TO," States

E. F. ROBERTS, *Vice-President of Manufacturing*

"Some may wonder how pieces of blue paper with little white marks on them can give a man a thrill, but if you had handled as many sets of new car blue prints as I have you would know the 'kick' that comes from building to specifications like those of the new Packard Eight. It has been my pleasure and privilege to have a hand in the manufacturing of every Packard since the founding of the Packard Motor Car Company, but I have never received a set of car details that inspired the *Quality First* ideal as much as those for this fine new car. That phrase *Quality First* is part of the sign you never see—a big electric one that illuminates the long factory avenue within the Packard walls, and it never shone brighter than it does right now on the men and machines building the new Packard Eight. I know you will find the full meaning of that sign an integral part of every unit fashioned into this magnificent new car by the 80 skilled trades needed to build a Packard. It has been our guide in every new Packard series, but among the many I have helped inaugurate I tell you sincerely that I have never built one that set such a complete gulf between it and its predecessors as this fine car. While it retains the same quality structure and well-loved Packard lines, it is mechanically so far ahead of anything you have yet known that your first ride will be a revolutionary motoring experience."



Implacable accuracy in Packard Eight body building is assured by the Packard-designed "iron maiden"



Mr. Gilman explains that this quality product is sold on the quality basis of paying a little more and keeping a little longer.

## “THE SECRET OF OWNING A PACKARD: PAY A LITTLE MORE AND KEEP A LITTLE LONGER.” *Affirms*

M. M. GILMAN, *Vice-President of Distribution*

“Over a period of 33 years, Packard has established the largest and finest of fine car clienteles on maintained quality and the axiom that it pays to pay a little more and keep a little longer. More than a quarter million families own Packard cars, and, literally, thousands of these families traded in on their first Packard, cars costing less. They came to us in the belief that a Packard would not only last longer and keep in style longer but that it would cost no more to operate and maintain than the cars they traded in. Now, many of these people are driving their old cars, literally, years longer than they expected; but they are able to do so because a Packard is always a Packard in beauty and comfort, performance and prestige. So I urge you, regardless of whether you have long been a Packard owner or have never been a Packard owner, to take Col. Vincent and Mr. Roberts at their words and try for yourself all that has been designed and built into the new Packard Eight. Put it over any road or route you please. Then, I am sure you will want one of these fine new cars that hold more sensations for you than the first automobile you ever bought.”



*The Packard showroom is glad to welcome and eager to serve casual visitor or earnest buyer alike*

## *New beauty of exterior in* **THE PACKARD EIGHT**

**T**o the traditional beauty of the well-loved Packard lines have been added modern design influences that include full-fashioned fenders, a deeper radiator, more angle to the windshield, and a general streamlining that gives a new and graceful sweep to the appearance of the car.

*Fourteen handsome bodies offered on two wheel base lengths*  
**ENCLOSED · CONVERTIBLE · OPEN**

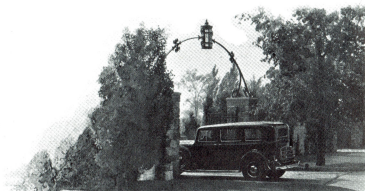
THE SEDAN.....	<i>for Five Passengers</i>
THE COUPE-SEDAN.....	<i>for Five Passengers</i>
THE COUPE.....	<i>for Two or Four Passengers</i>
THE COUPE-ROADSTER.....	<i>for Two or Four Passengers</i>
THE SEDAN (long wheel base).....	<i>for Five Passengers</i>
THE CLUB SEDAN.....	<i>for Five Passengers</i>
THE SEDAN.....	<i>for Seven Passengers</i>
THE LIMOUSINE.....	<i>for Seven Passengers</i>
THE COUPE.....	<i>for Five Passengers</i>
THE COUPE (long wheel base).....	<i>for Two or Four Passengers</i>
THE CONVERTIBLE SEDAN.....	<i>for Five Passengers</i>
THE CONVERTIBLE VICTORIA.....	<i>for Five Passengers</i>
THE PHAETON.....	<i>for Four Passengers</i>
THE TOURING CAR.....	<i>for Seven Passengers</i>

*The brilliant color combinations available for the Packard Eight are indicated on the following pages as closely as the printer's art can reproduce the lustrous effects of Packard beauty. The specifications page should be consulted for complete information on standard equipment, etc.*

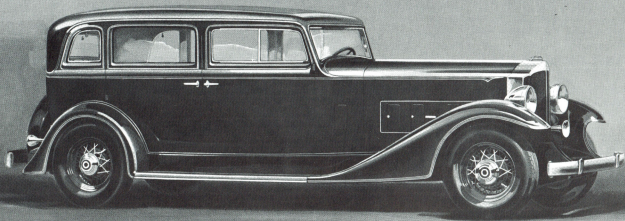


*The Packard Eight stands ready to prove all that we say about it. Why not try out this new car over your most familiar route where you know every bump and rut or turn and grade?*

*"The Packard you never see" is entering the Proving Grounds where it will be subjected to every deliberate abuse to learn whether its quality can even be increased.*



THE PACKARD EIGHT SEDAN *for Five Passengers*





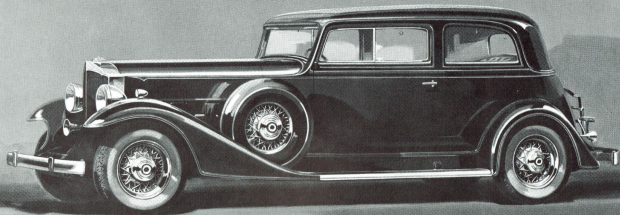


*Beautifully landscaped as befit the handsome products proven there, the Proving Grounds also include a lodge and a home for the resident manager and his testing staff.*

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**THE PACKARD EIGHT COUPE-SEDAN** *for Five Passengers*

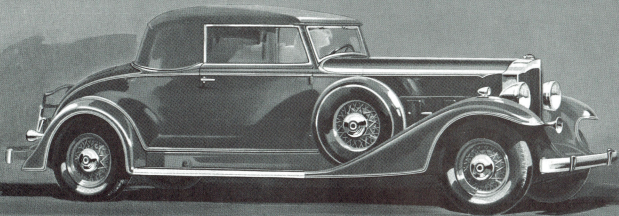
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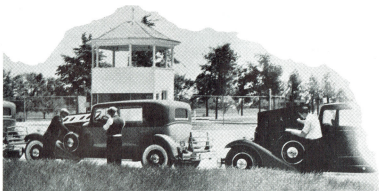


*Completely equipped shops and laboratories  
manned by technical experts are important  
parts of the extensive proving and testing  
equipment at these busy Proving Grounds.*



**THE PACKARD EIGHT COUPE** *for Two or Four Passengers*



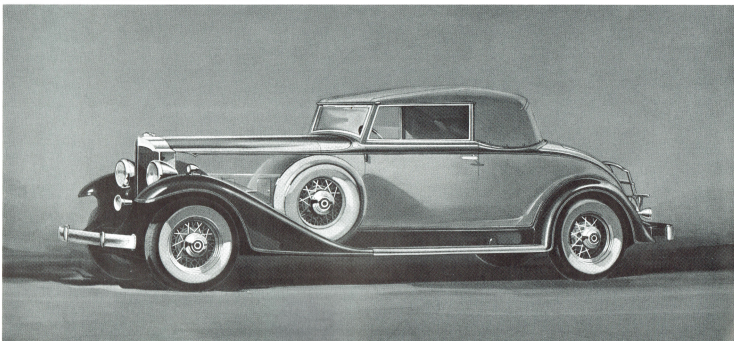


*As each test car goes on to the Proving Grounds' track, a "case history" goes along with it, and on this chart are recorded all findings in its test development.*

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**THE PACKARD EIGHT COUPE-ROADSTER** *for Two or Four Passengers*

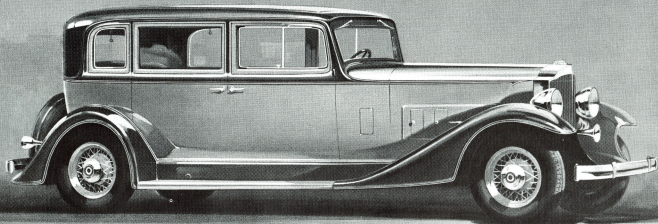
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**Ride 'em cowboy!** *All wheels leave the ground as this test car zooms over the famous "roller coaster"—steepest hill among the many tough grades which help roll up the test mileage.*



**THE PACKARD EIGHT SEDAN** (long wheelbase) *for Five Passengers*



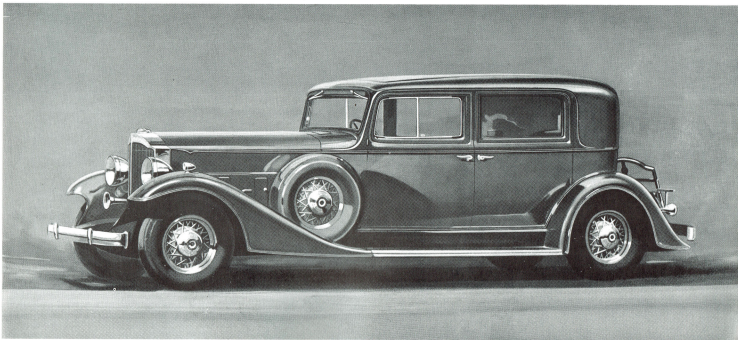


Up hill and down grade for thousands of miles, the Packard Eight proves its hill-handling ability. In addition, mechanical traction devices provide difficult climbing tests.

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THE PACKARD EIGHT CLUB SEDAN *for Five Passengers*

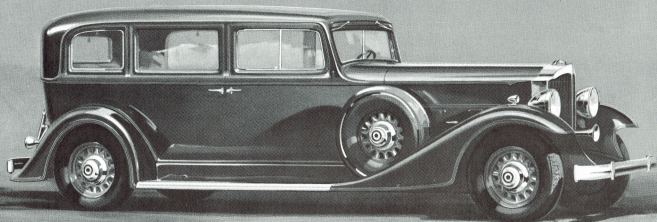
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**I**n this man-made desert, Packard cars are forced to plough and grind hub deep in sand for days on end to prove the stamina of clutch and transmission, propeller shaft and axle.



THE PACKARD EIGHT SEDAN *for Seven Passengers*





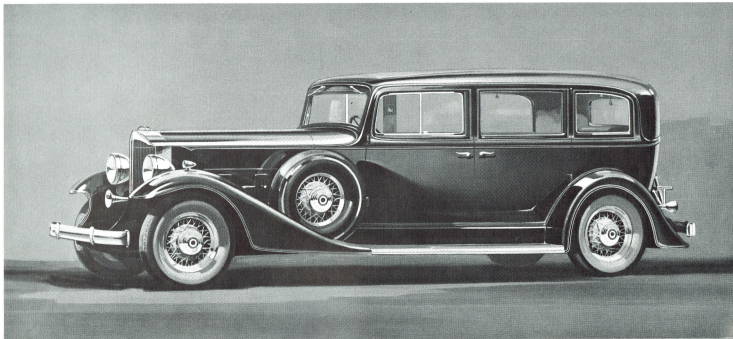


Miles and miles of road with twists and tortuous curves show the "stuff" in Packard steering and ease of handling. Only the best can withstand these gruelling dirt tracks.

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THE PACKARD EIGHT LIMOUSINE *for Seven Passengers*

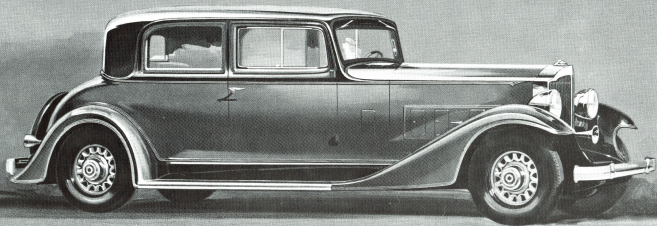
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*Men are actually hired to keep roads in bad shape so that the chuck holes, ruts, and bumps can twist and weave the frame for any flaw in the design of chassis or body.*



THE PACKARD EIGHT COUPE *for Five Passengers*



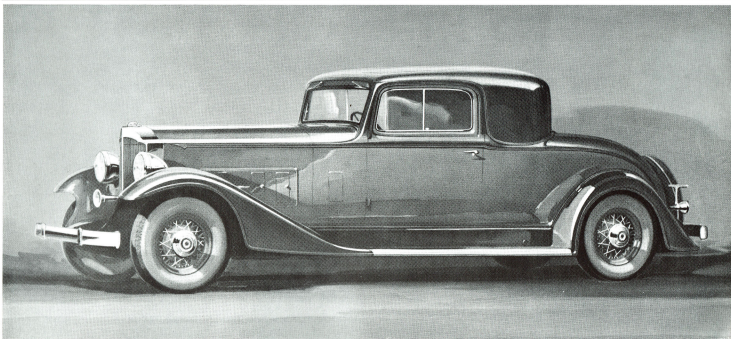


*Country pikes with gritty dust and wash-board surfaces try their best to outwear Packard quality. Just another sample of the steady diet that's meat and drink for test cars.*

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**THE PACKARD EIGHT COUPE** (long wheelbase) *for Two or Four Passengers*

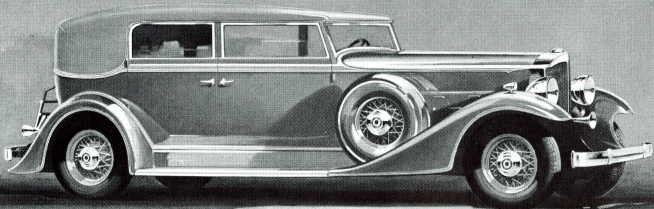
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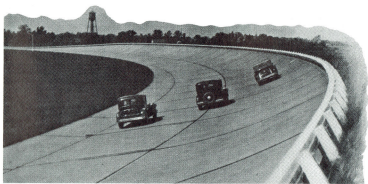


*Old Man Winter at his worst, but testing goes on; for subzero days serve a Proving Grounds' purpose in providing valuable cold weather studies of perfect operation.*



**THE PACKARD EIGHT CONVERTIBLE SEDAN** *for Five Passengers*



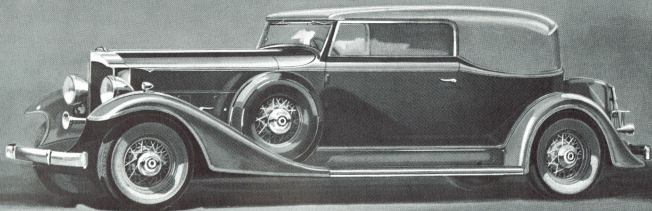


Hour after hour, stopping only for gasoline and oil, go the test cars "pushed" unsparingly around the two-and-a-half-mile speedway—fastest concrete track in the world.

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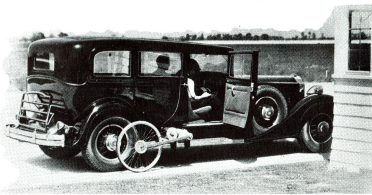
THE PACKARD EIGHT CONVERTIBLE VICTORIA *for Five Passengers*

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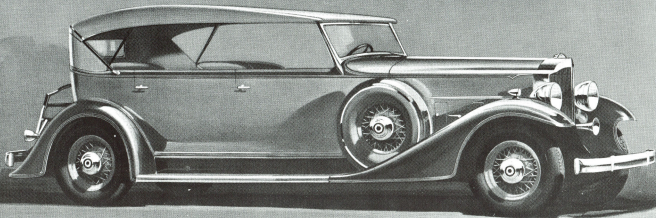




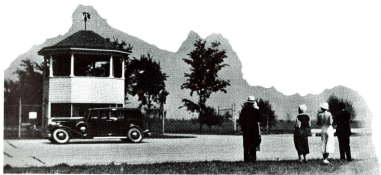
*One of the many precision devices for Proving Grounds' routine is the fifth wheel speedometer. It records with electrical accuracy the miles per hour and acceleration.*



**THE PACKARD EIGHT PHAETON** *for Four Passengers*

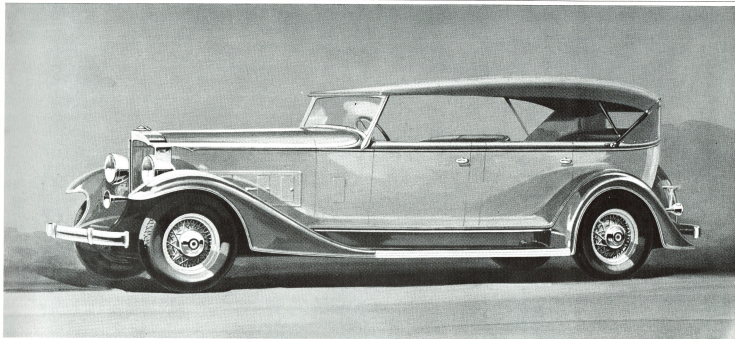






*Visitors are frequent to the estatelike beauty of the Packard Proving Grounds. Here, landscaped charm vies for interest with all varieties of rigorous car testing procedures.*

THE PACKARD EIGHT TOURING CAR *for Seven Passengers*





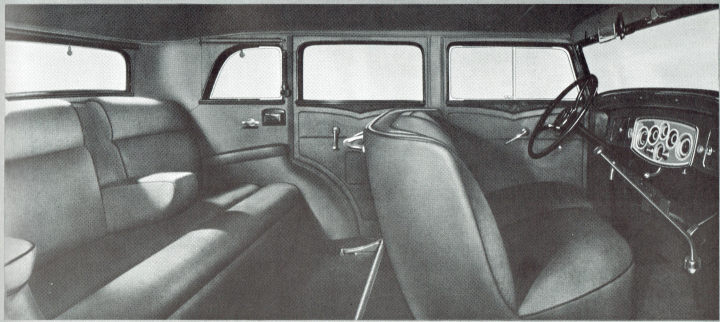
*All operating mechanisms for the driver and conveniences for the passenger are handily grouped, so well expressed in this neat front compartment arrangement.*



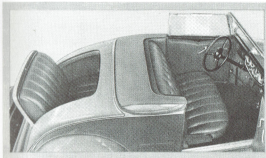
*Luxury, beauty, and comfort in*

## THE PACKARD EIGHT *Interior*

PICTURE the rich luxury of genuine, long-wearing wool broadcloth smoothly contoured over deep hair cushions and oil tempered springs and you have a first impression of the tasteful design of the Packard Eight interior. One of the world's leading orthopedic surgeons gave his aid in determining the exact size, thickness, and position of back and seat cushions to provide against any possible riding and driving fatigue. Added comfort in all sedan types is assured by a rear seat center arm rest that folds neatly into the cushion back when not in use. Matching the tailored trim of the beautiful upholstery are instruments and fittings pleasingly simple in their artistic design. Such accessories as smoking sets and ash receivers form an integral rather than an added part of smooth lined harmony. Even the combination robe rail and assist grips of the rear compartment blend in an unobtrusive styling that combines beauty with utility. All driving mechanisms are placed at just the right angle, in proper location for quick and easy accessibility. Roofs of enclosed cars are equipped with antenna properly shielded against interference, and the dash is designed for the easy installation of radio equipment. The whole thought in designing the Packard Eight interior has been to anticipate every taste of driver or passenger.



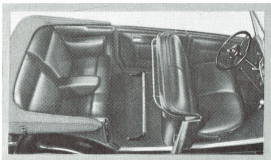
*From the rear seat center arm rest to the new ventilating windows, every detail of the Five-Passenger Sedan interior reflects luxurious comfort and convenience*

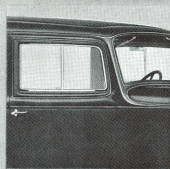


*Rich broadcloth upholstery and smooth tailored trim grace the interiors of all Packard Eight enclosed models. Safety glass, of course, adds its protection in windows and windshields.*

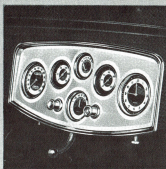
*Typical of the convertible body choices is the ever popular Coupe-Roadster with disappearing top, spacious rumble seat, and hand-crushed leather upholstery.*

*Long famous for its open models, yachtlike in their graceful lines, the Packard Eight continues the tradition with this typical Phantom design, pride of the touring world.*





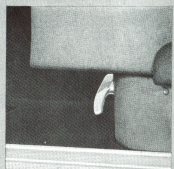
*Note the ventilator windows, newly tilted swinging windshield, and the double cleaners which are constant in operation.*



*Easily read instruments set into a richly chased background panel may be directly or indirectly lighted to suit the driver.*

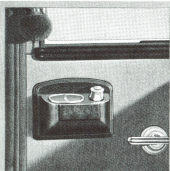


*Double tail and stop lights pleasingly harmonize with the streamlined rear. The license bracket is made an integral part.*

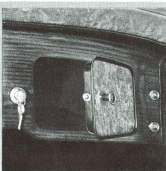


*A finger touch on the concealed lever quickly adjusts the driver's seat to a choice of five easy, individual positions.*

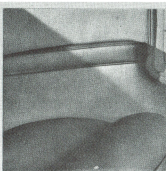
## DESIGN DETAILS HARMONIZE WITH THE SMOOTH BEAUTY OF INTERIOR AND EXTERIOR TREATMENT



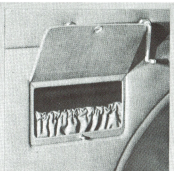
*Sedan bodies include a neat combination smoking set for rear seat passengers. The front compartment has its own set.*



*A handy package compartment is located at either end of the instrument board which is attractively finished in walnut.*



*An orthopedic surgeon helped contour cushions and arm rest to provide against fatigue of either passenger or driver.*



*Deep, convenient pockets in the doors are fitted with a smooth lying flap cover set beneath the bright finished handles.*

## A mechanical brief of THE PACKARD EIGHT

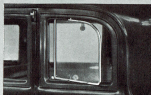


PENDING the time you set for the new Packard Eight to prove itself mechanically with you at the wheel, these pages will suggest a few of the many advantages that the trip of your choosing will reveal. Probably first to catch the interest in the new car is its fine system of controlled body ventilation. It results from years of research to provide healthful ventilation safely confined to front or rear seat at will. Many noteworthy advances are found in the compact straight eight 120 horsepower motor, including an increase in power with lower engine speeds. Its quick starting is due to an automatic choke and a special warming up device. Increased power and a new snap in acceleration result from a highly developed downdraft carburetion system. Improved body insulation, new rubber motor mountings, special fan, and silent exhaust system make the quiet motor scarcely audible in operation. Another important development is an oil flood plan of engine lubrication that more than doubles the life of motor parts. The cushion clutch is feather light in operation, velvety smooth in engagement, and together with the silent synchro mesh transmission, quiet in all forward speeds, provides a delightful new ease of car handling. Even as big and powerful a car as the new Packard Eight is stopped swiftly and surely by power brakes that utilize a vacuum "assistant". The car pioneers the Brake Selector, which increases braking ease by adjusting the pressure of the brake pedal to just the desired amount of foot reaction. Newly developed steering geometry makes parking or high-speed driving equally easy. At night, a four-way light adjustment and diverted beam head lamps introduce a much desired safety of road illumination. All engineering factors combine to make a delightful quality termed "road adhesiveness", learned only through actual experience with the car itself. Confining the new Packard Eight to its catalog is robbing it of a tongue that can speak the answer to your motoring needs, no matter how exacting your mechanical requirements. Behind its wheel, won't you let it prove all these printed pages say, as well as the other mechanical details omitted because of space limitations?

### Packard Ventilation Control—New Health, Comfort, and Safety



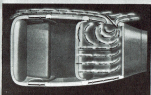
*Packard controlled ventilation is simple in operation and practical in application.*



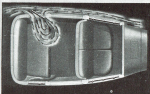
*Now, for the first time, healthful ventilation may be confined to the rear seat too.*



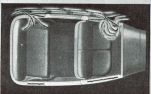
*OLD: Air rushing in the driver's window eddies around the necks and shoulders of the passengers*



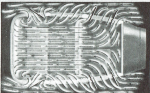
*NEW: Proper ventilation for the front seat alone is controlled by the forward section of the front window*



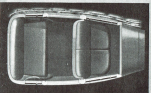
*NEW: Swinging out the rear quarter window can confine the air flow to the rear seat only*



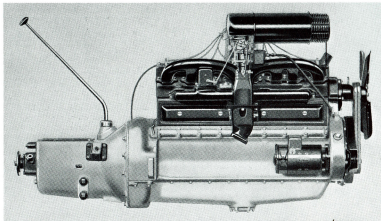
*NEW: Windows in this position give perfect ventilation, even in a rain or with occupants smoking*



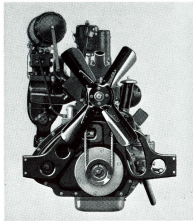
*NEW: Setting the windows wide catches all possible air and deflects it into the car for summer ventilation*



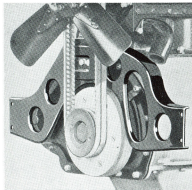
*NEW: Windows may be pulled shut and locked as on any former design to keep the car equally as tight*



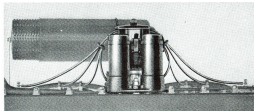
*Long life, economical operation, and servicing simplicity result from the compact design of the 120 horsepower engine. An automatic choke insures quick starting and downdraft carburetion increases motor power and performance.*



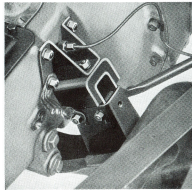
*A scientifically designed fan driven by double belts contributes to motor quietness and cooling efficiency*



*An ingenious front motor mounting cushioned in rubber absorbs all vibrational thrusts common to any engine*

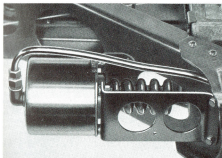


*Dual coils for a better and longer lived ignition system are close to the distributor to prevent high frequency losses.*



*Thick rubber cushions in the rear motor mountings help make the engine equally smooth and quiet at all speeds*

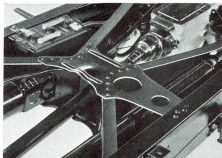




*Positive, easy braking of the big, powerful Packard Eight is insured by a vacuum "assistant". It applies pressure equally to all brakes, forward or in reverse.*

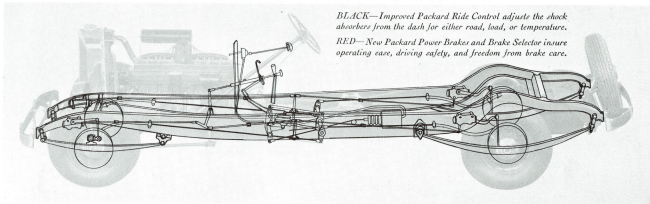
*A turn of the hand on the Brake Selector, conveniently placed on the dash, and brake pedal pressure is set to suit the driver's personal taste.*

*Ride Control, introduced by Packard and quickly adopted by the industry, is improved in three new ride options.*



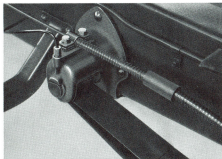
*First, the X-member frame which contributed so much to motoring solidity, and now the new Packard reinforcing plate which combines to make a strongly trussed X-member frame. This sturdy backbone of a rigid, nonweaving car helps prevent body squeaks.*

## IMPROVED RIDE CONTROL FOR COMFORT AND LUXURY—NEW POWER BRAKES FOR CONVENIENCE AND SAFETY



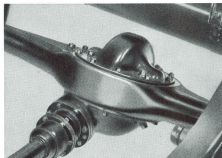
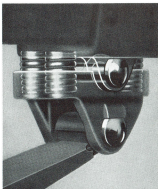
**BLACK**—Improved Packard Ride Control adjusts the shock absorbers from the dash for either road, load, or temperature.

**RED**—New Packard Power Brakes and Brake Selector insure operating ease, driving safety, and freedom from brake care.



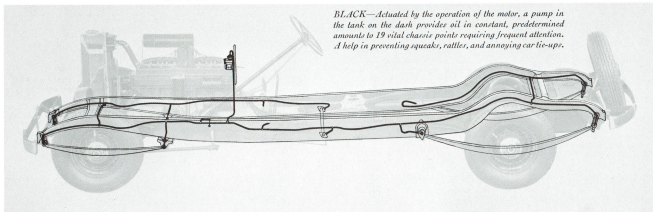
*Long, balanced front and rear springs on either side of the car total approximately 75 per cent of the wheel base length. All are grease packed in tight metal covers, and squeakless comfort results from constant lubrication by the automatic chassis system.*

*Another Packard advance quickly appreciated by other designers is the famous trunnion block which aids smooth, velvety steering by eliminating annoying road whip and shimmy.*



*The exclusive Angleset Rear Axle, reason for modishly low bodies without sacrificing any head room, features the quiet, long-lived hypoid gears pioneered by Packard. Grease capacity has been increased and a new type oil filter protects the pinion bearings.*

## MORE THAN 225,000 PACKARD CARS PROVE THE SUCCESS AND SATISFACTION OF THE AUTOMATIC CHASSIS LUBRICATION SYSTEM



*BLACK—Actuated by the operation of the motor, a pump in the tank on the dash provides oil in constant, predetermined amounts to 19 vital chassis points requiring frequent attention. A help in preventing squeaks, rattles, and annoying car-tie-ups.*

# 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**—Eight cylinders cast in one block. Three-point suspension, mounted in rubber. Bore, 5  $\frac{1}{8}$  inches; stroke, 5 inches. Horsepower, S.A.E. rating, 52.5. Motor actually develops more than 120 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 rings.

**CONNECTING RODS**—I-beam type drop-forged from special steel and equipped with cooling fins. Rille bored lengthwise to provide oil pressure to piston pin bearing.

**VALVES**—Intake, chrome-nickel steel. Exhaust, silicon-chrome steel.

**CRANKCASE**—Aluminum alloy casting. Ventilated. Nine 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 at rest and at speed. Drilled passages provide for oil distribution to connecting rods under pressure.

**CLUTCH**—Single dry plate. Positive and dependable. Spring-cushioned drive. Operates equally well under all climatic conditions.

**TRANSMISSION**—Packard silent synchro mesh, three quiet speeds forward. Nickel steel-hardened gears, insuring long life and quiet operation. Shafts mounted in highest quality ball and roller bearings.

## FUEL SYSTEM

**SUPPLY**—20-gallon tank on 1001; 25-gallon tank on 1002, mounted at rear. Fuel is drawn from tank by mechanical fuel pump located on left side of motor. A vacuum pump is also incorporated with the fuel pump to insure constant operation of the windshield wipers.

**CARBURETOR**—Dual downdraft type equipped with automatic choke. Carburetor is designed to provide immediate full power performance. Silencer and air cleaner included. Carburetor manifold is equipped with thermostatically controlled hot spot.

## COOLING SYSTEM

**RADIATOR**—V type, chromium-plated shell with thermostatically controlled shutters. Capacity, 5 gallons. Circulation by centrifugal pump. Only two hose connections required.

**FAN**—Aluminum with six blades 19 inches in diameter, mounted on ball bearings.

## LUBRICATING SYSTEM

**MOTOR LUBRICATION**—Pressure feed by gear type oil pump submerged in oil supply in lower half of crankcase. Oil is automatically filtered, and its circulation controlled as required by different motor speeds.

**CHASSIS LUBRICATION**—The chassis points requiring oil regularly are lubricated by an automatic vacuum-operated pressure pump with integral tank. Operates perfectly at any temperature.

## ELECTRICAL SYSTEM

**IGNITION**—Packard-North East distributor mounted in accessible position on cylinder head. Two coils are mounted adjacent to distributor.

**GENERATOR**—Packard-Dyneto. Mounted at right front of motor and driven by silent chain, easily accessible for proper attention. Furnished with cut-out relay and voltage regulator and entirely automatic in operation.

**STARTING MOTOR**—Packard-Dyneto. Mounted at left rear of motor and automatically engaged with hardened steel gear ring shrunk on flywheel. All parts are enclosed and automatic in operation.

**BATTERY**—Six volt, 160 ampere hour,

**WARNING SIGNAL**—Mounted at left of motor, under hood. Electrically operated by push button at center of steering wheel.

**LIGHTING EQUIPMENT**—Single-wire type, fully protected by two 20-ampere fuses. Includes two monglare main headlights of 32 candlepower with Solaray feature; two combination tail and signal lights. The signal light automatically operated by brake pedal action. Instrument board light; reading light; spotlight; and toneless light in open bulbs. Dome light door operated in enclosed bodies.

## OPERATING CONTROLS

**GEAR SHIFT LEVER**—At right of driver. Housing well forward, giving ample foot room.

**BRAKE LEVER**—At left of driver, well forward, permitting free use of left front door.

**SERVICE BRAKES**—Power operated, mechanical internal-expanding on front and rear wheels.

**HAND BRAKE**—Internal-expanding on rear wheels. All brakes have 14 x 2  $\frac{1}{2}$  inch drums.

**STEERING GEAR**—Worm-and-sector type. Worm mounted in Timken bearings. Sector and thrust taken on ball thrust bearings. Steering wheel, 18  $\frac{1}{2}$  inches in diameter. Black rubber over a steel frame.

**MOTOR**—Accelerator at right of brake pedal. Hand throttle and lighting switch levers built into the central portion of steering wheel.

**INSTRUMENT BOARD**—Oil pressure gauge, motor thermometer, fuel and oil supply gauge, ammeter, speedometer, clock, starter button, and cigar lighter are grouped in a panel in the center of the instrument board and are indirectly lighted. Key lock ignition switch is mounted to the right of instrument panel and brake selector to left. Reading light and air tray are mounted in center of cowl rail on all 1002 models, and reading light only in 1001 models.

## BODY

Safety glass in windshield and windows of all cars. Controlled body ventilation without drafts by means of a new window design.

Ventilators in top and sides of cowl. Center arm rests in rear seats of all five and seven-passenger bodies. All bodies insulated against noise, heat, and cold.

Two smoking sets in rear compartment of all five and seven-passenger cars of 1002 models. Package compartments in all instrument boards.

Smoking set and extra ash tray in rear compartment of all five-passenger cars of 1001 models.

## MISCELLANEOUS

**FRAMES**—Depth, 8 inches. Tapered in design to eliminate offsets. Very rigid in construction due to the heavy X-type center cross member and cross channels, all riveted securely.

**SPRINGS**—Semielliptical. Front, 42 inches by 2  $\frac{1}{4}$  inches; rear, 60  $\frac{1}{2}$  inches by 2  $\frac{1}{4}$  inches on 1002 and 56 by 2  $\frac{1}{4}$  inches on 1001.

**WHEELS**—Wire standard equipment. Drop center rims. Demountable at hubs and interchangeable, front and rear. Wood wheels optional; special equipment on same hubs at slight additional cost.

**WHEEL CARRIER**—One extra wheel and carrier with self-contained flush type lock.

**SHOCK ABSORBERS**—Hydraulic. Adjustable from front compartment.

**TIRES**—7 inches x 17 inches. Low pressure non-skid cord tires, front and rear.

**SPEEDOMETER**—Polar type. Driven through a flexible shaft connected with spiral driving gears in the transmission assembly. Mounted on the left-hand side of instrument board.

**FENDERS**—Deep crown, of extra heavy gauge steel. Antislip design.

**WHEEL BASE**—127  $\frac{3}{4}$ -136 inches.

**TURNING RADIUS**—23 feet; longer wheel base, 24 feet.

**TOOLS**—Tool roll with complete equipment of tools, one-ton jack, wheel-changing equipment.

## PAINTING

Those who buy the Packard Eight may express their own preferences in choosing from artistically selected color combinations.

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

Packard Motor Car Company • Detroit

## A STATEMENT OF SERVICE TO PACKARD OWNERS

*By Packard Distributors and Dealers*

THE Packard Motor Car Company intends that every owner of a Packard motor car shall receive fair and satisfactory treatment. Should any owner not receive it, the Company asks to be advised.

The original purchaser of a new Packard car will be entitled to the following service at the service station of the Authorized Packard Dealer or Distributer from whom such car was purchased:



*Liberal as is this service policy, it is not alone the wording but the company supporting the words that is most important—and Packard has been selling and servicing fine motor cars for nearly a third of a century!*

**1 PARTS AND LABOR:** For 90 days after the original delivery of such motor car to the owner, provided the car has not been driven to exceed 4,000 miles, any parts, including all standard equipment except tires, that may be adjusted by Packard Motor Car Company to be defective under its warranty will be replaced or repaired by any Packard Dealer in the United States and Canada without charge to the owner for material or labor.

**2 ADJUSTMENT:** The owner is entitled to receive three inspections and adjustments of his new car during the first 90 days after delivery, provided it is taken to the service station for that purpose and provided such adjustments are not made necessary by accident, neglect, or misuse. These inspections and adjustments will be made without charge only by the dealer from whom the car was purchased. The owner will pay for this service when it is obtained from other than the dealer who sold the car.

**3 INSPECTIONS:** Throughout the life of the car, the owner is entitled to have his car tested and inspected without charge every 30 days or 1,000 miles by an Authorized Packard Service Station, provided such inspection requires no removal or dismantling of parts or units.

**4 OWNER'S SERVICE CARD:** At the time of delivery, the owner is provided with a Service Card which will introduce him to any Authorized Packard Service Station and entitle him to receive service in accordance

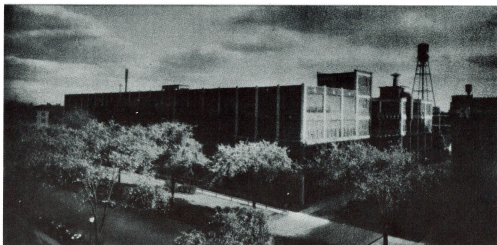
with this policy. The owner should carry the card with him at all times so he can present it when necessary.

**5 TOURIST PRIVILEGES:** When touring, the owner is entitled, upon presentation of his Service Card, to all of the benefits of this policy during the warranty period at any Authorized Packard Service Station in the United States and Canada, provided the date of delivery and name of the dealer from whom the car was purchased are stamped on the plate provided for that purpose on the front face of the dash.

**6 CHANGE OF RESIDENCE:** In case the owner changes his residence from one location to another before the warranty period has expired, the Packard Service Station serving the locality into which the owner moves will, upon presentation of the owner's Service Card, render any no-charge service to which the owner may be entitled as outlined in paragraph one.

**7 SERVICE CHARGES:** Every Authorized Packard Service Station is provided with a Manual containing the flat rate charges for service work. In order that maintenance costs may be kept as low as possible, these flat rates have been based on careful studies of the shortest times for doing the service operations consistent with proper workmanship. Genuine Packard parts are sold through Authorized Packard Service Stations, and can be secured anywhere in the United States and Canada at the published list.

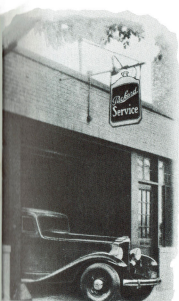
SERVICE PARTS  
FOR  
PACKARD OWNERS  
AVERAGED ONLY  
\$15.31  
LAST YEAR



*This factory within a factory is dedicated to the manufacture and distribution of economical Packard parts.*

SERVICE with the new Packard Eight began with the car on the engineers' drafting boards, when designs were approved and specifications set for built-in features that more than doubled the life of certain parts and reduced servicing to a minimum on others. Back of your investment in this fine car stands an additional insurance policy worth more than two million dollars—the big factory Service Building whose four floors are devoted to the manufacturing, stocking, and shipping of service parts for any Packard ever built. Out of its

doors last year went parts for cars as old as 1910. Replacement parts for Packards of all ages totaled an average cost of only \$15.31 per Packard owner. Included in this building is a division devoted to the design and manufacture of special tools to short-cut servicing work and a department that standardizes time and cost on every service operation. All this means that service on the Packard Eight is seldom needed, and when necessary during the long years of its quality life is accurate, efficient, economical, and intelligently rendered.



*"We serve" is the motto for which this emblem stands.*

## MENTAL TOOLS AID PHYSICAL TOOLS FOR GOOD PACKARD SERVICE



*Frequent letters and bulletins acquaint the service personnel with specific operations, new tools, and improved methods.*

*Special precision tools and shop equipment are being developed constantly for servicing the owner's car accurately and economically. An entire factory department is devoted to service tool design and creation.*



*The bimonthly "Packard Service Letter" treats fully of all service activities*



*Field organizations receive direct assistance from traveling factory experts.*

*Virtual education also contributes to training dealer service men.*

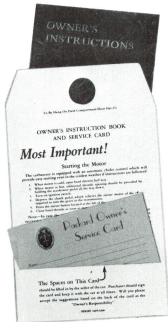
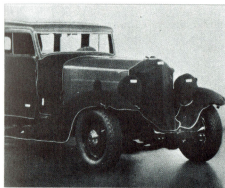
GOOD as the physical equipment of any service station may be, it can be no better than the man-power that staffs it. Not content with the average long experience of its service personnel, Packard strives constantly to better the knowledge of their practical experience with every possible educational aid in the furtherance of good service. Bulletins and publications on better and less expensive ways of doing service work, traveling field supervisors constantly on the go, and regular meetings of all service contact and shop men are some of the mental tools that help service tools to be better and more efficiently manned.





## PACKARD SERVICE IS MADE A PLEASANT TWO-WAY PROPOSITION

INVESTING the purchaser with his Service Card and Information Book is no less a rite than bestowing upon him the keys of his new car. Service with Packard is a mutual proposition, and Packard helps the owner see his side of the picture by providing him with ample passports to the pleasures of courteous service that are his due during the long life of his car. Simple hints on car care, written in understandable layman language, and full credentials to a liberal service policy are made as much a part of the sales transaction as the title to the car itself. The policy is valid at home or away, for Packard service interests are nation wide.



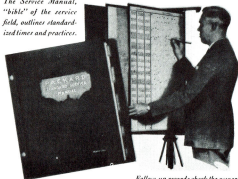
Self-service information is given the owner in nontechnical, usable form. Besides suggestions for the best car operation, it includes a set of simply written instructions and a convenient policy card.

Factory thought for the owner's interest extends even to its design of protective coverings.



Alertness, intelligence, neatness, and courtesy are among the aims of Packard service.

The Service Manual, "bible" of the service field, outlines standardized times and practices.



Follow-up records check the owner on service need and satisfaction.





