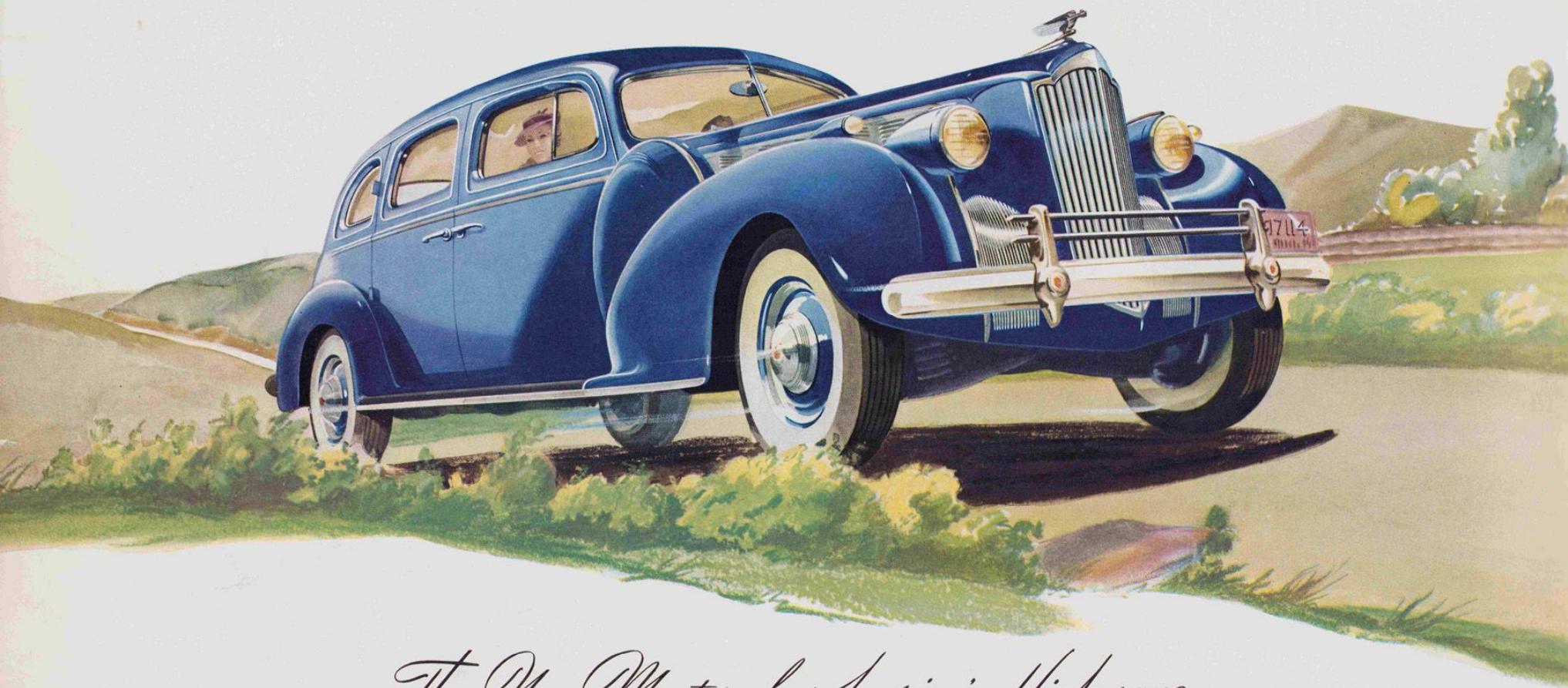


*NEW MASTER OF
AMERICA'S HIGHWAYS*



THE *New* 1940
PACKARD *Super-8* ONE-SIXTY

A BORN LEADER



The New Master of America's Highways

An exciting new car has been born—a car created to rule the roads of America! This car is the new Packard Super-8 One-Sixty. This New Master of the Highways will change your entire idea of what a motor car should be and *can be*.

Behind its wheel waits the most gloriously thrilling experience motoring has ever offered. Reading these pages may enable you to anticipate a little of that experience—but you can let your imagination soar—and you won't be disappointed!

Don't follow the Leader



DRIVE IT!

*H*AVE YOU EVER envied the confident poise of a real champion in any field — his ability to coast until suddenly he chooses to brush all competition aside?

If you have, you'll thoroughly enjoy driving the new Packard One-Sixty. And it is new! . . . with new speed-streamed beauty . . . new magical handling ease . . . new unmatched riding comfort . . . new palatial luxury . . . and a brand new engine that will give you a whole new conception of thrilling motor car performance!

This masterful car gives you a champion's calm certainty of superiority . . . *you know the lead is always yours if you want it!* And to take it you need only put the throttle part way down!

That's what it means to drive a car with *so much extra power per pound of weight* . . . a car that puts 160 flashing horsepower at your command!

So new and superlative are all of the qualities of

this big, roomy car that it can be truly said that the Packard One-Sixty introduces a wholly new era in fine motor cars.

You'd think such a motor car would cost a fortune. Yet, as a result of Packard's recently completed 4-year expansion program, manufacturing economies make it possible for this great new Packard to be yours at an unbelievably low price. As you turn these pages, bear in mind that the cars you see described are actually *medium-priced*. In eight body models and three wheelbase lengths, the complete Packard One-Sixty line includes a car to meet nearly every motoring requirement.

You are urged to see and drive the new Super-8 One-Sixty. But with this warning: the moment you see this car, the moment you take the wheel—you'll decide to stop following the leader . . . you'll decide then and there to *own* the New Master of America's Highways!

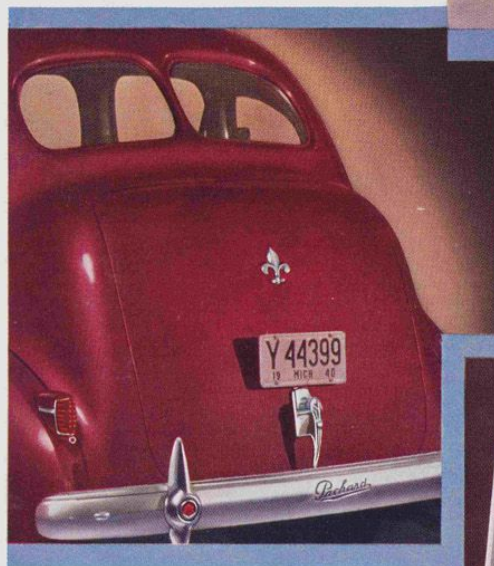


New
Master of America's Highways
AND LOOKS IT!

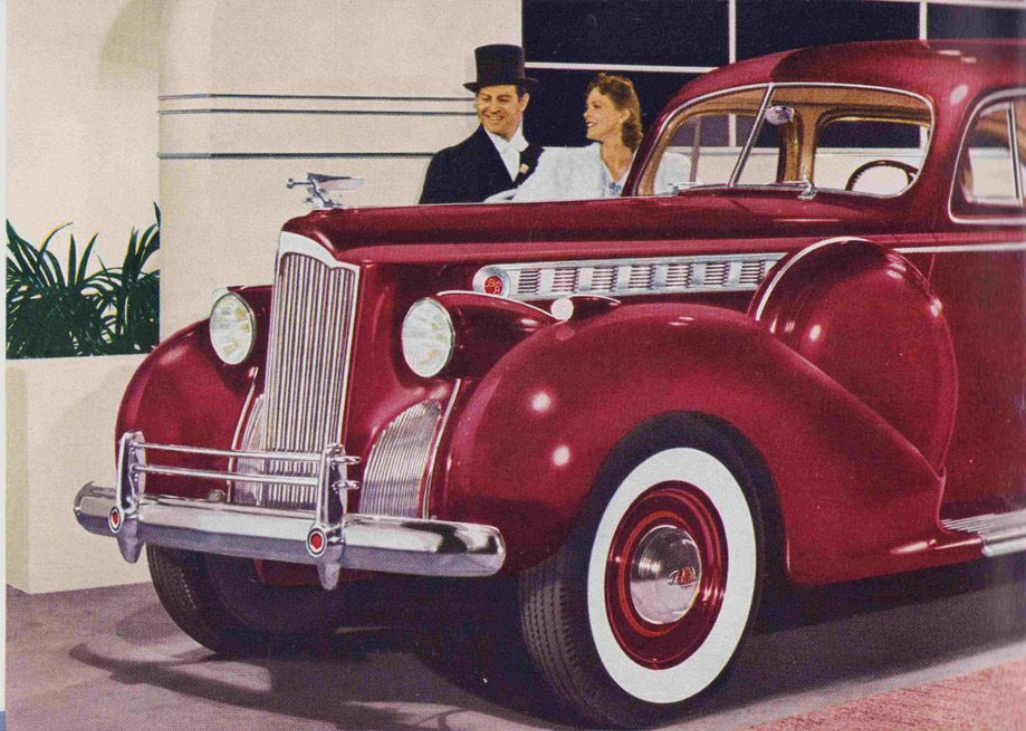
STANDING at the curb, the *One-Sixty* asserts its right to leadership as eloquently as it does on the open road. Its sleek, speed-streamed styling is *new*—and so distinctly Packard that no other car can even approach it! Your first glance will tell you that here is beauty that belongs in the *Number One* position—wherever it goes or wherever it's parked!



A BRIGHT new face you'll never forget—fine distinction is apparent in the slender, trim automatic shutters . . . the deft use of chrome on cooling grilles.



"PICTURE AHEAD" will flash into the minds of motorists who drive behind the *One-Sixty*. It has beauty to remember.



You can't help but admire it! And your eye notes the absence of garishness, the sheer gracefulness of its design from its distinctive bumper to its new artfully styled tail light.



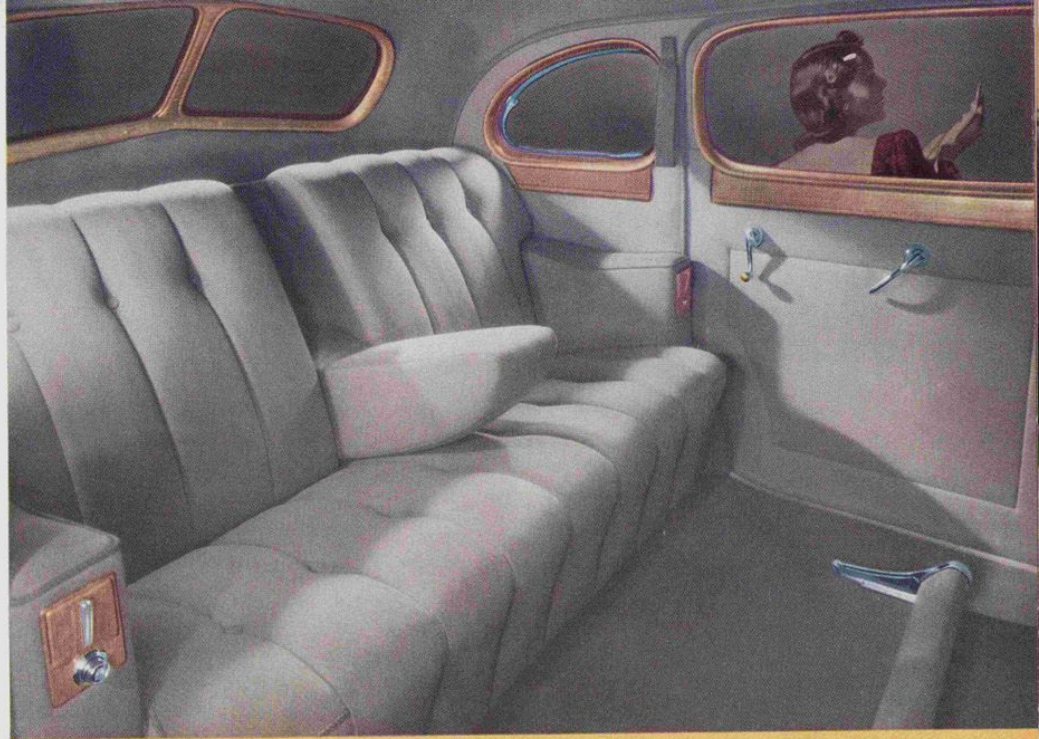
TOUCHES that proclaim excellence as well as beauty—the new chrome window reveals, graceful door handles and the chrome belt moulding.



HIGHLIGHTS of 1940's smartest design: radiator ornament, fender lamp and lower—each an inspired detail of speed-stream styling.

New
Master of America's Highways
AND REFLECTS IT!

A MIRROR of your own ideas of usable luxury greets your eyes when you enter the Super-8. You see fine upholstery tailored as smartly as you would order it . . . rich carpeting, beautifully finished window mouldings and tasteful fittings that you might have selected yourself. It's an interior you'll prize for its comfort and convenience—and be proud of for its distinguished individuality.

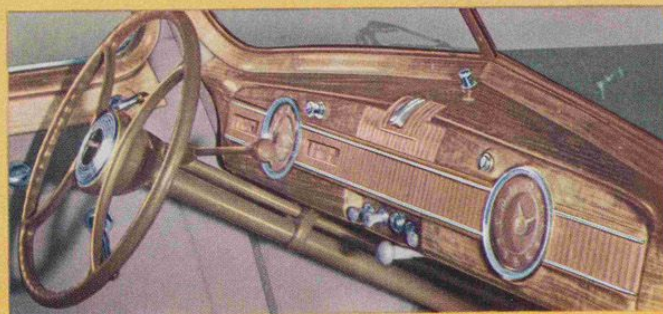
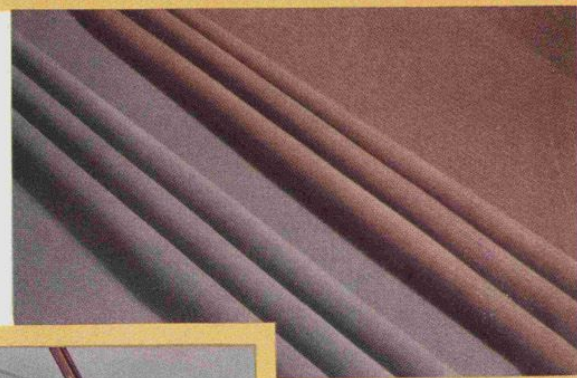


WALK in and enjoy yourself. No athletic ability is needed to get in or out of a Packard.



WHERE to put it? . . . This roomy compartment occupies a full third of the instrument panel—is a safe, handy place for glasses, gloves, cigarettes, handbag and packages.

CONVENIENCES at every hand spell luxury. Both side arm rests have ash trays—the right one a lighter. The center arm rest folds out of the way when not needed.



THE weaver's artistry brings you a choice of two stunning upholstery fabrics in colors harmonizing with car exteriors.

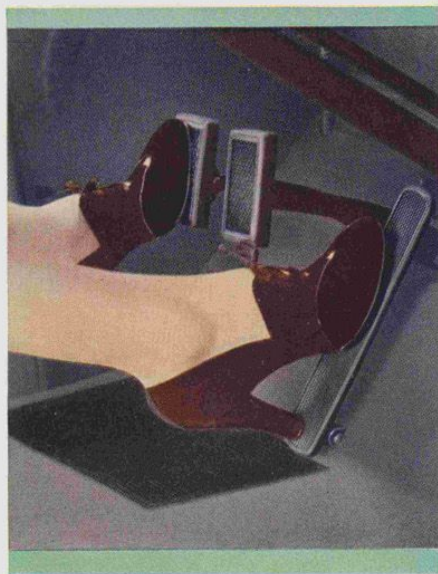
A DASH of distinction! Though you see it many times every day, you'll never tire of this handsome, well-arranged panel.

New
Master of America's Highways
 AND ACTS IT!

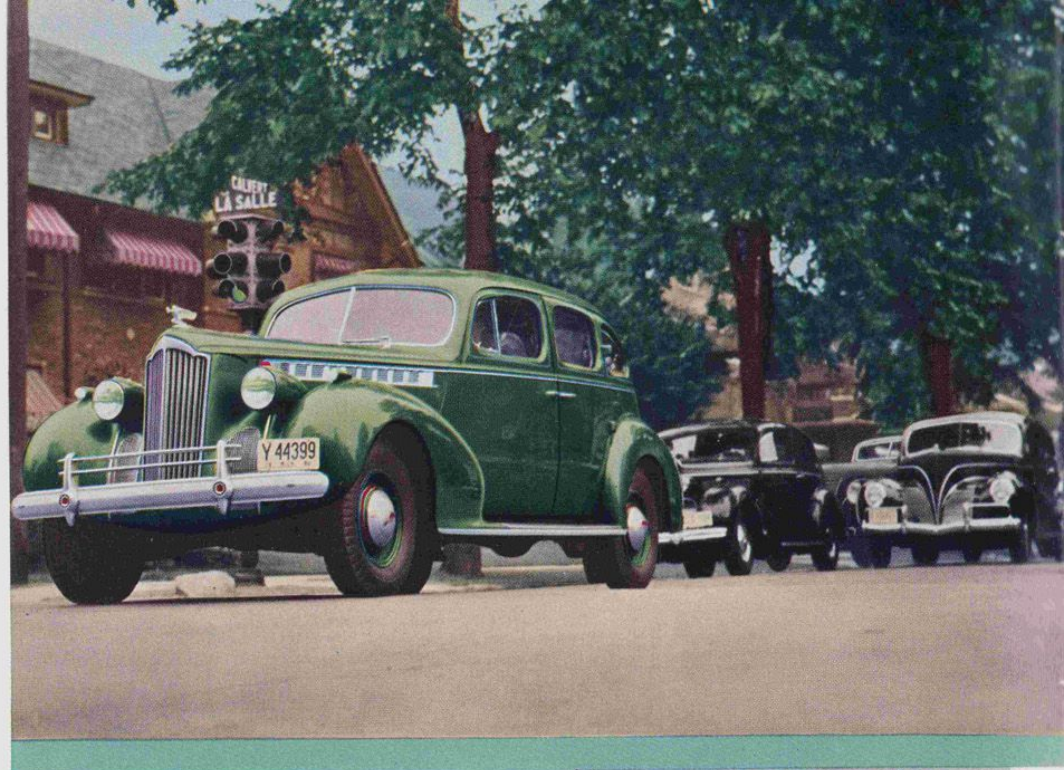
*T*HERE'S no longer any question as to what car belongs at the head of the traffic parade. That's settled the minute the light turns green and the *One-Sixty* shoots to its rightful position yards in front! And not only does this road-hungry performer show its mastery on the getaway—on the highway, too, it stars. Imagine, if you can, a car so powerful that it can zoom up hills that other cars cannot make in high, and pick up speed all the way to the top!



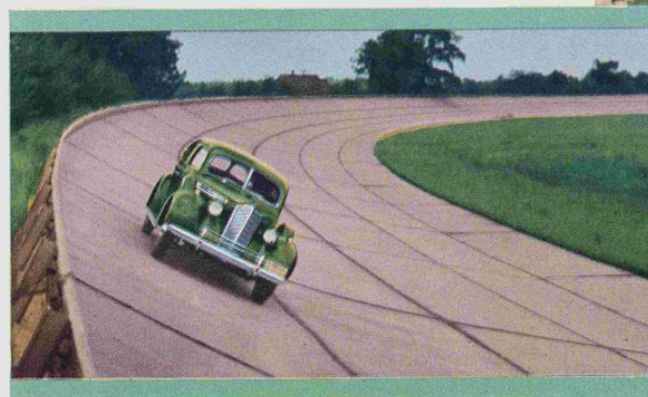
*A*T THE wheel of a One-Sixty, there is magic in your mastery. Shifting gears with the Handishift, or steering, is as easy as waving a wand.



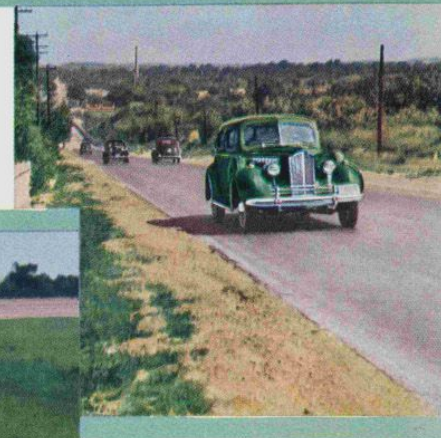
*W*ITH these three pedals you tame 160 horsepower! And your bidding requires only little more effort than to issue spoken commands!



*C*RUISING—at traffic speeds through city streets or on the straightaway—is so effortless and silky you seem to be just idling along.



*O*NLY on a speedway would you ever use the reserve power and speed at your disposal in a One-Sixty, but it's always reassuring to know you have it.



*Y*OU'LL brag about this car that seems to make molehills out of mountains—gaining speed in high on long hills that make other cars shift to second.

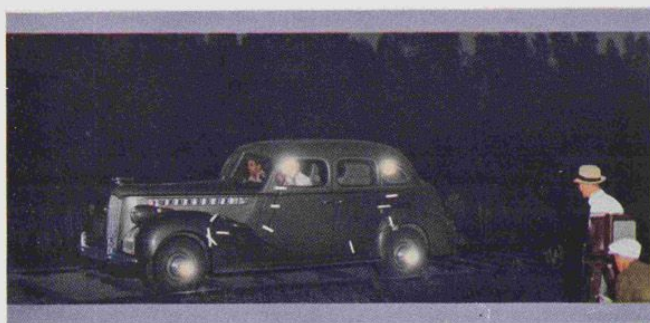
New Master of America's Highways

RIDES LIKE IT!

HERE'S a "good roads movement" on four wheels! Not only is the *One-Sixty* the Master of America's Highways, but so far as your comfort is concerned, it literally *improves* them! So incredibly level and mellow is the ride with exclusive Packard Safe-T-fleX suspension that rear seat passengers can scarcely tell if the road is good or bad unless they look to see it!



PROOF of the last word in riding comfort is ability to make good roads better—even smothering the "thuds" as tires cross expansion joints.



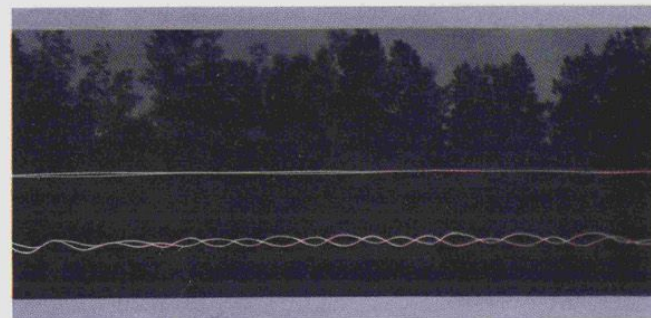
NINE reasons Packard seats are the most comfortable: 1, heavy fabric; 2, foam rubber; 3, layers of cotton; 4, cotton pad; 5, wrapped coil springs; 6, frame; 7, long-wearing broadcloth; 8, spring braces; 9, support wires.

READY to take a picture that will prove the level ride with exclusive Packard Safe-T-fleX springing. Paths made by lights on wheels and window will be photographed simultaneously as car travels over railroad ties!

HERE is the picture and the proof! The dancing lines below indicate the wheels bouncing over the ties. The amazingly level upper line indicates the superbly smooth ride passengers enjoy.



INDEPENDENTLY SPRUNG front wheels follow the road, in and out of holes, but jolts are taken by giant coil springs and shock absorbers.



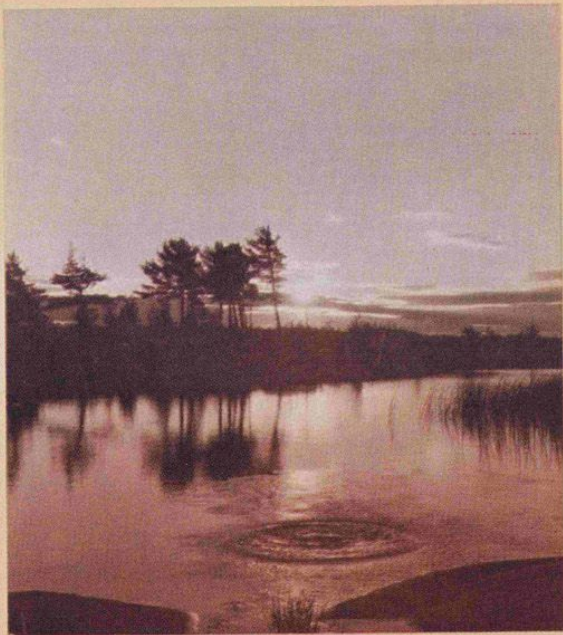


*The
New Master
of America's
Highways*

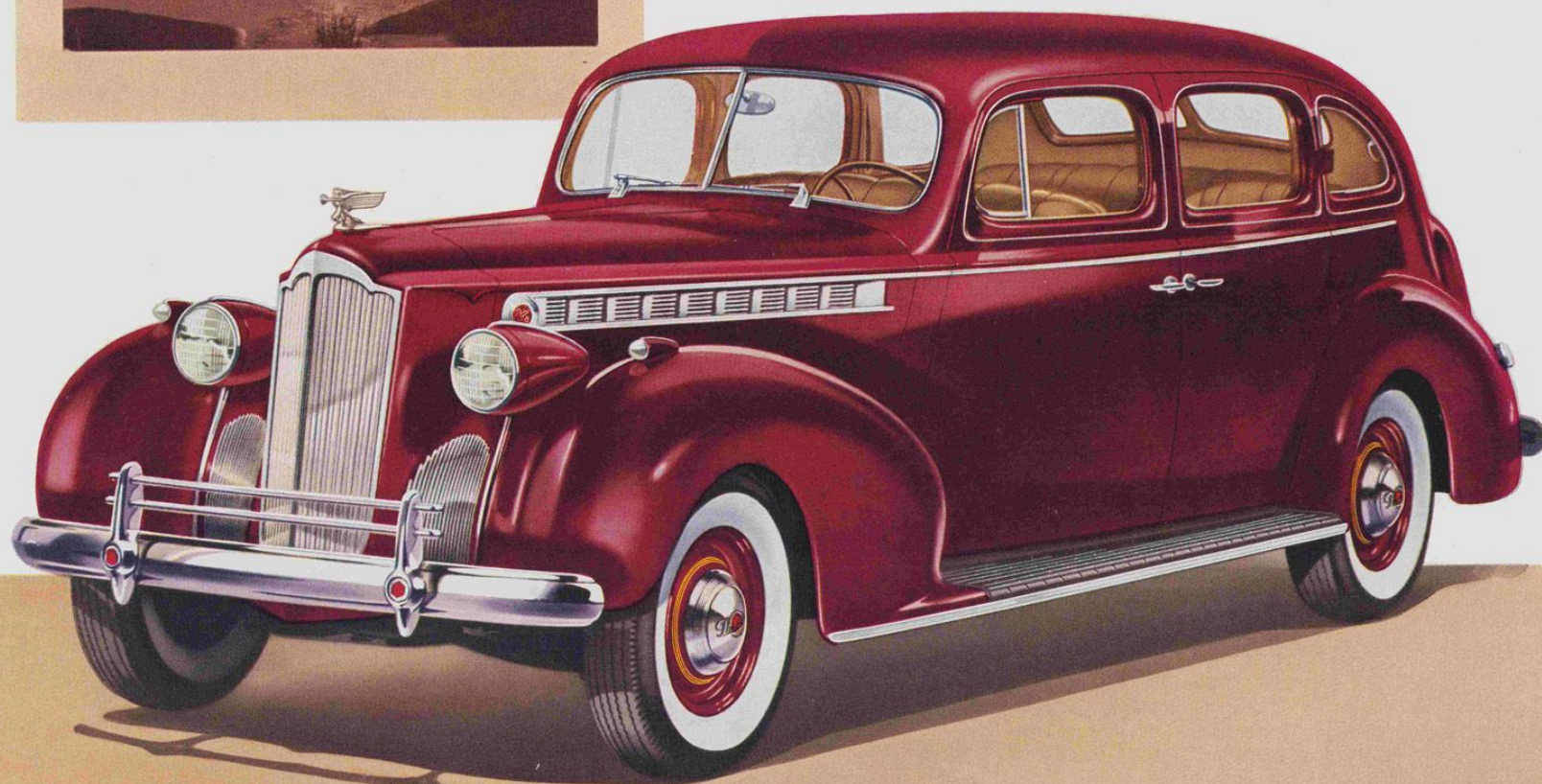
AS DISTINCTLY Packard inside as out . . . you will enjoy inviting others to ride with you in this well-groomed, strikingly individual sedan interior.



TOURING has added pleasures when you have a spacious trunk like this to hold all the luggage. There's no need to cramp either your body or wanderlust when you go in a Super-8.



*Sunset Along a
Michigan By-Path*



Packard SUPER-8 One-Sixty TOURING SEDAN • 127-INCH WHEELBASE • 160 H.P.

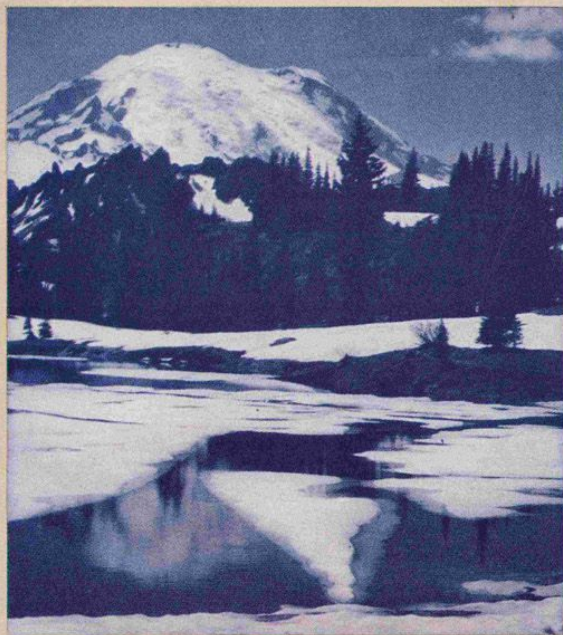


*The
New Master
of America's
Highways*

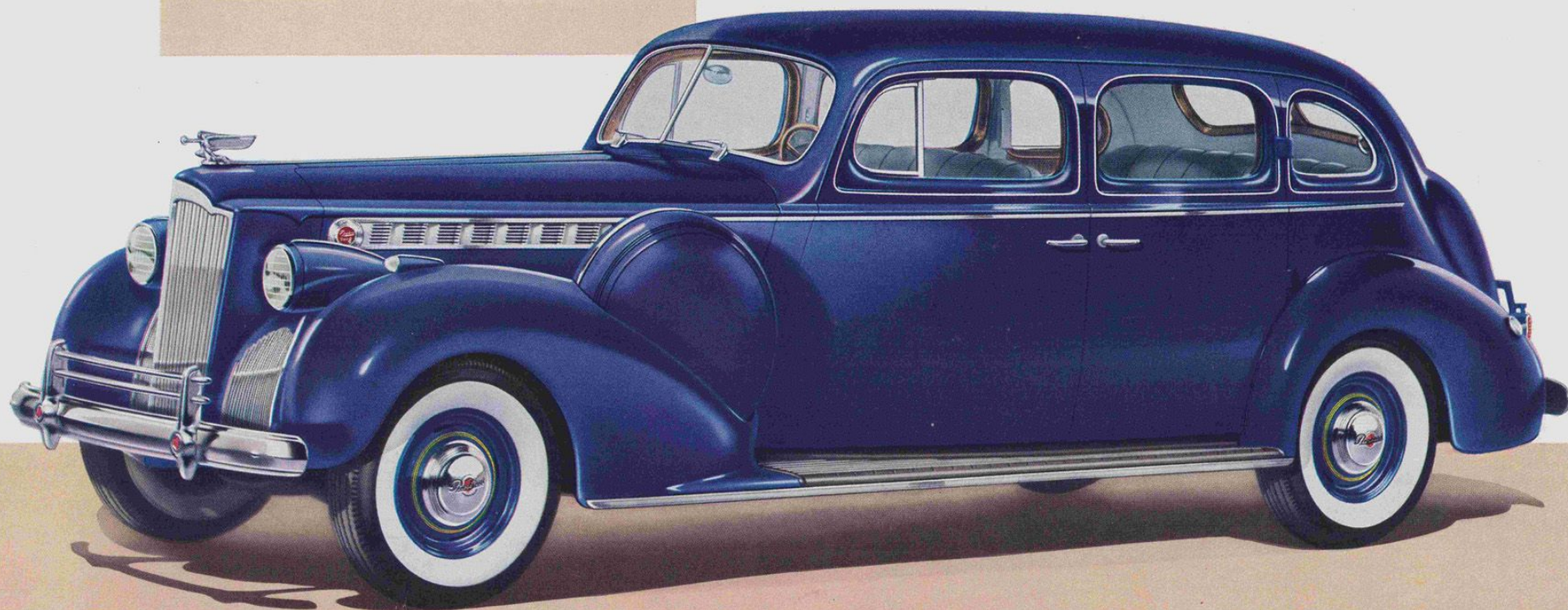
ATTRACTIVE pleating identifies Super-8 upholstery as custom trimmed. The foot rest and deeply padded safety roll indicate fine car completeness.



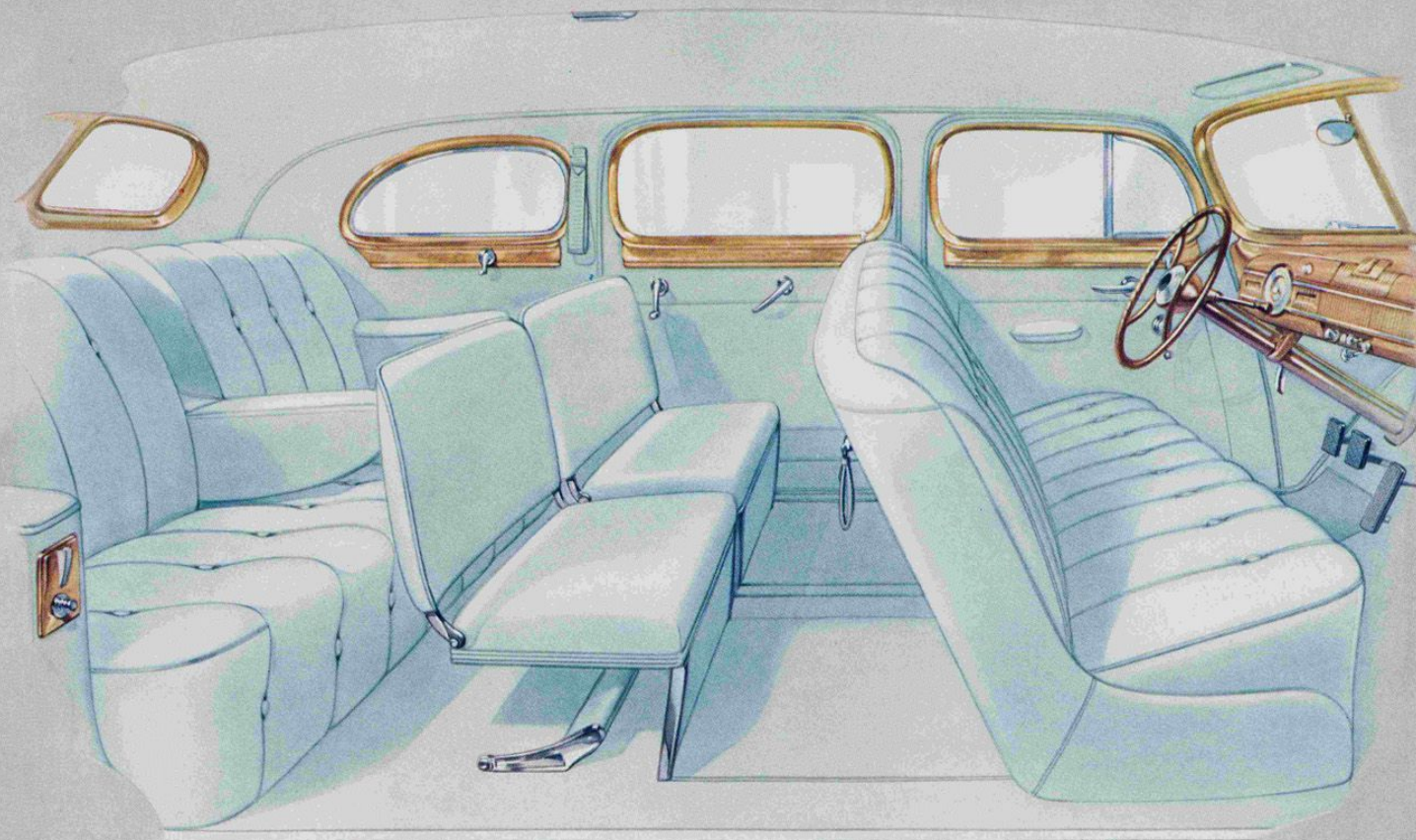
REAR seat passengers have a lighter, too . . . conveniently located in the right-hand arm rest. Both rests have ash trays.



*Mt. Ranier from a
Washington Highway*

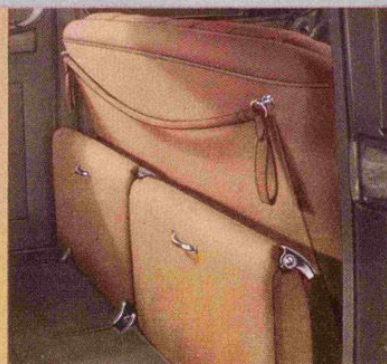


Packard SUPER-8 *One-Sixty* TOURING SEDAN • 138-INCH WHEELBASE • 160 H.P.

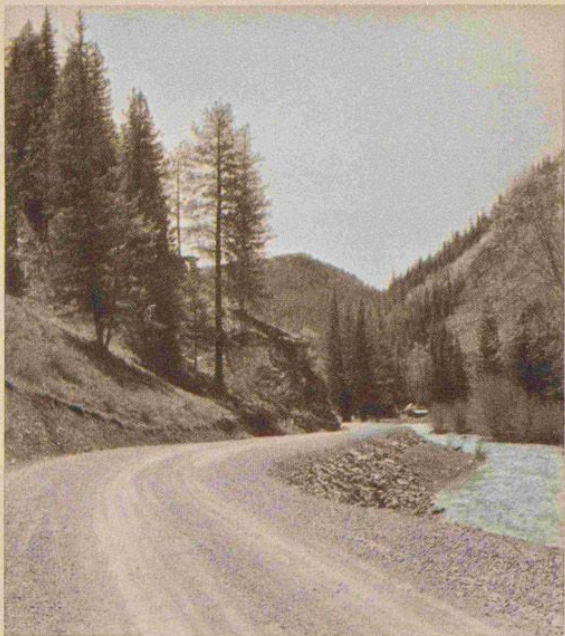


*The
New Master
of America's
Highways*

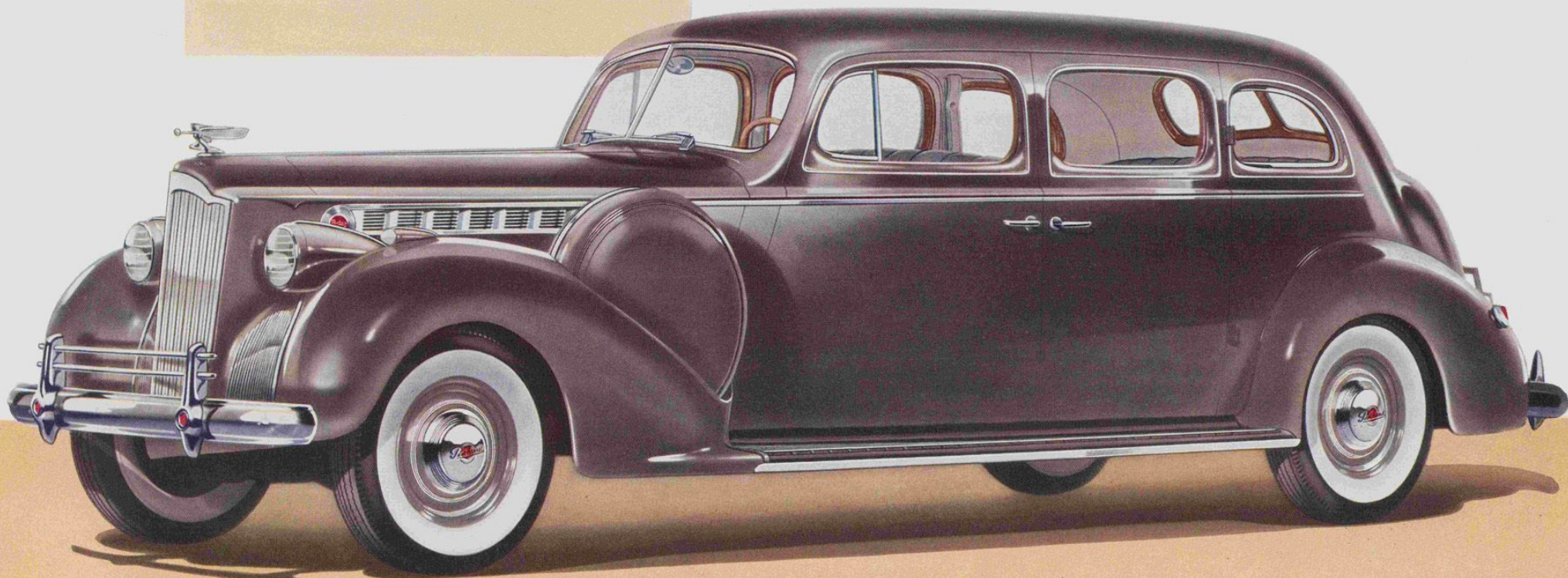
*H*ERE'S roominess that makes "Let's all go in one car" a well-received suggestion. Closely joined, well-padded auxiliary seats provide comfort for *three* extra passengers.



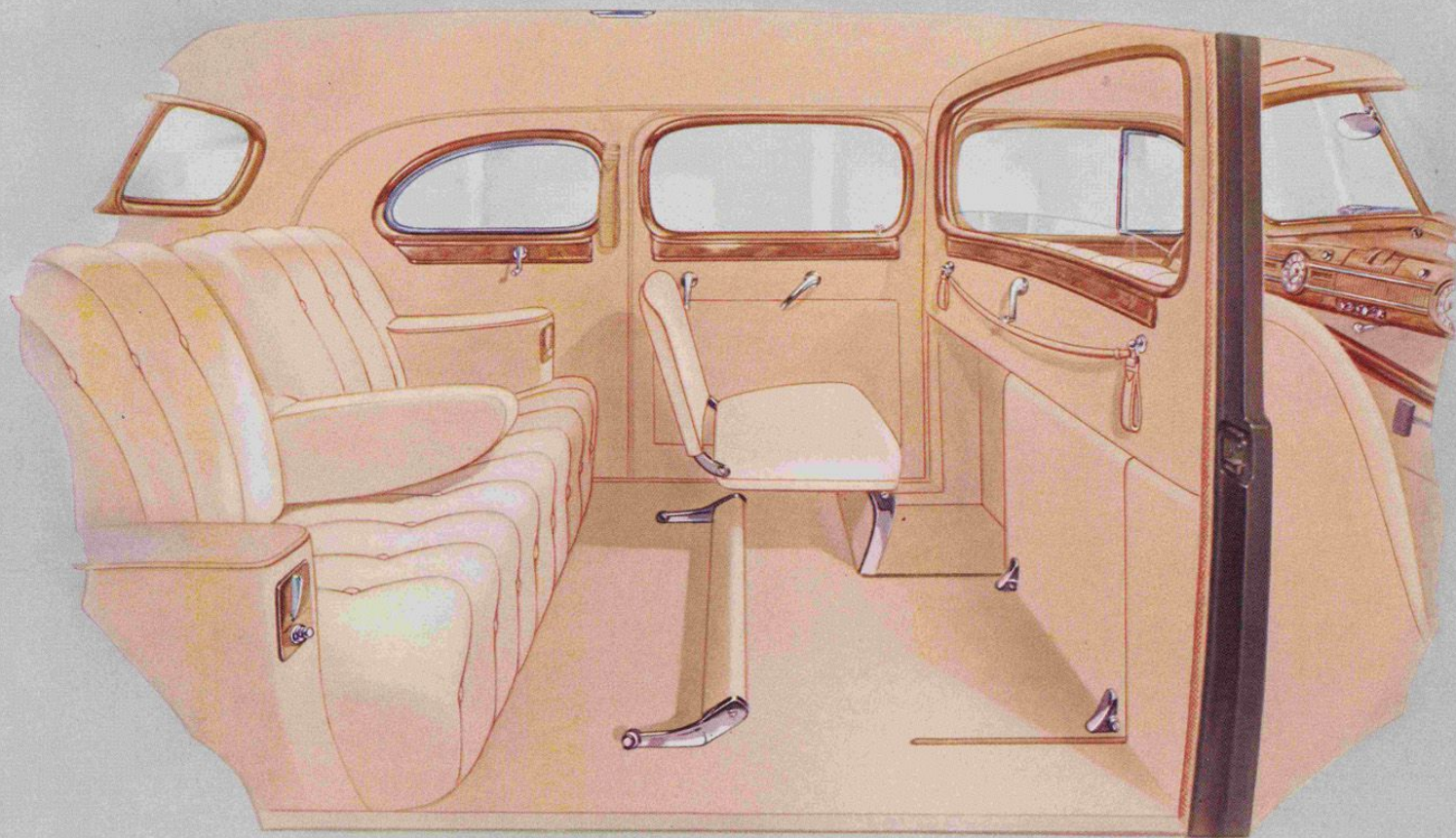
*W*HEN not in use, auxiliary seats fold inconspicuously out of the way. The upholstered robe loop and handy assist cords are attractive as well as useful.



*A Tennessee Trail
Beckons Invitingly*

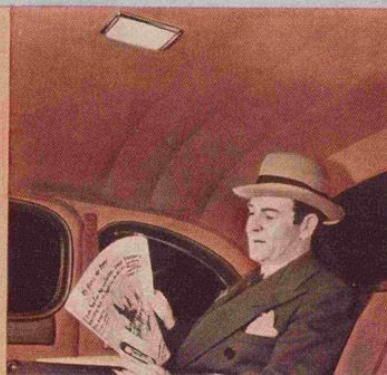


Packard SUPER-8 *One-Sixty* 7-PASSENGER TOURING SEDAN • 148-INCH WHEELBASE • 160 H.P.

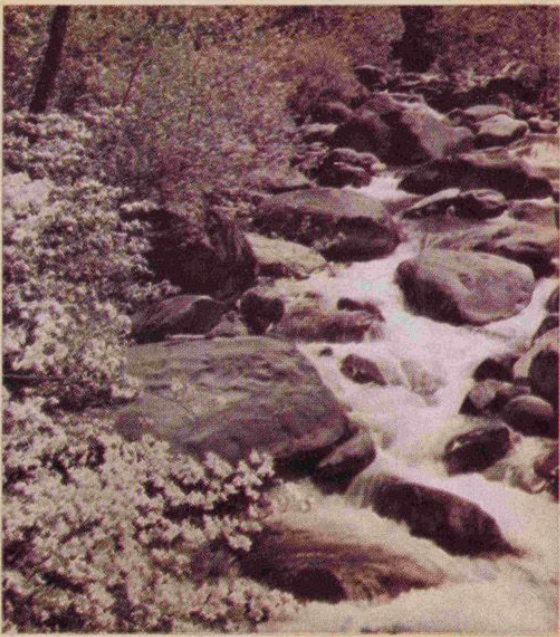


*The
New Master
of America's
Highways*

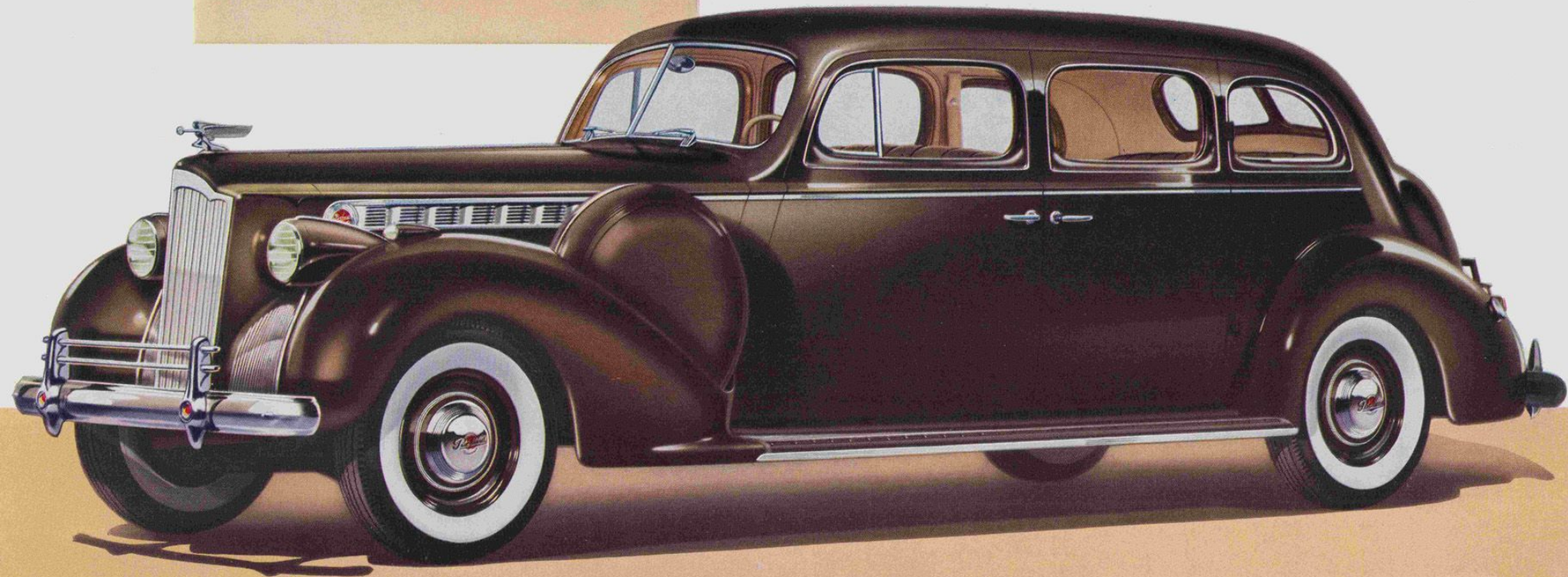
A DISTINGUISHED interior. The formal limousine may easily be converted into an informal family sedan by lowering the chauffeur-compartment window.



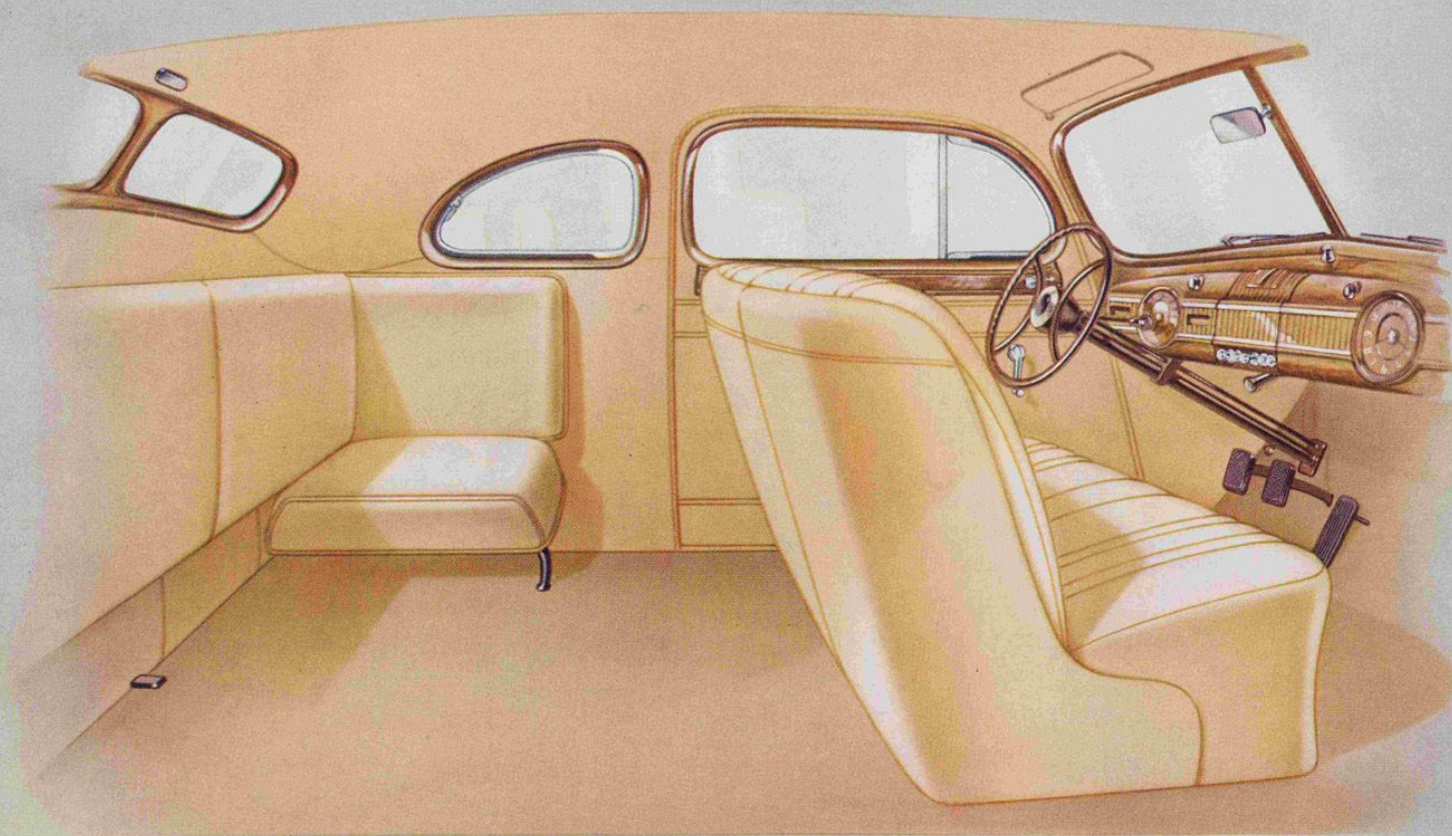
*R*EAD as you ride if you care to . . . even at night! This dome light provides brilliant illumination—and, of course, road bumps won't disturb you in a Packard.



*White Water Beneath a
Wisconsin Bridge*

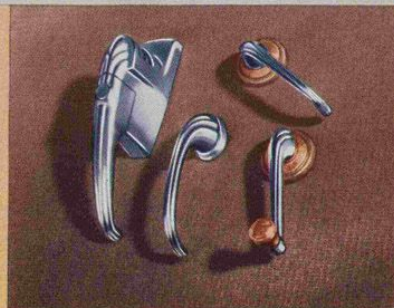


Packard SUPER-8 *One-Sixty* 7-PASSENGER LIMOUSINE • 148-INCH WHEELBASE • 160 H.P.

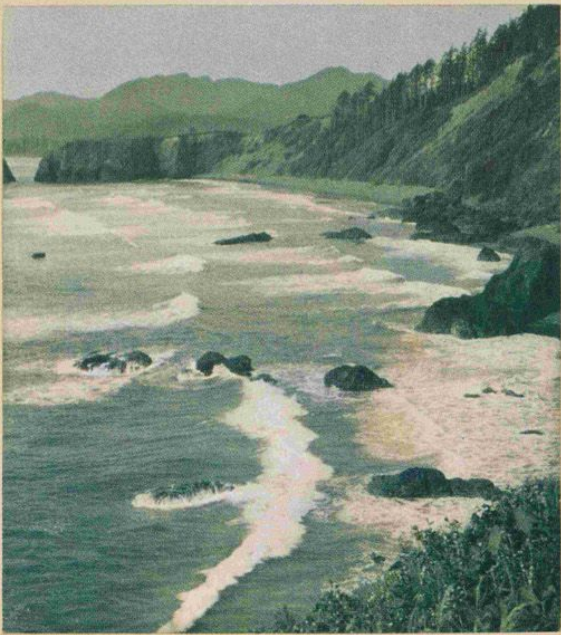


*The
New Master
of America's
Highways*

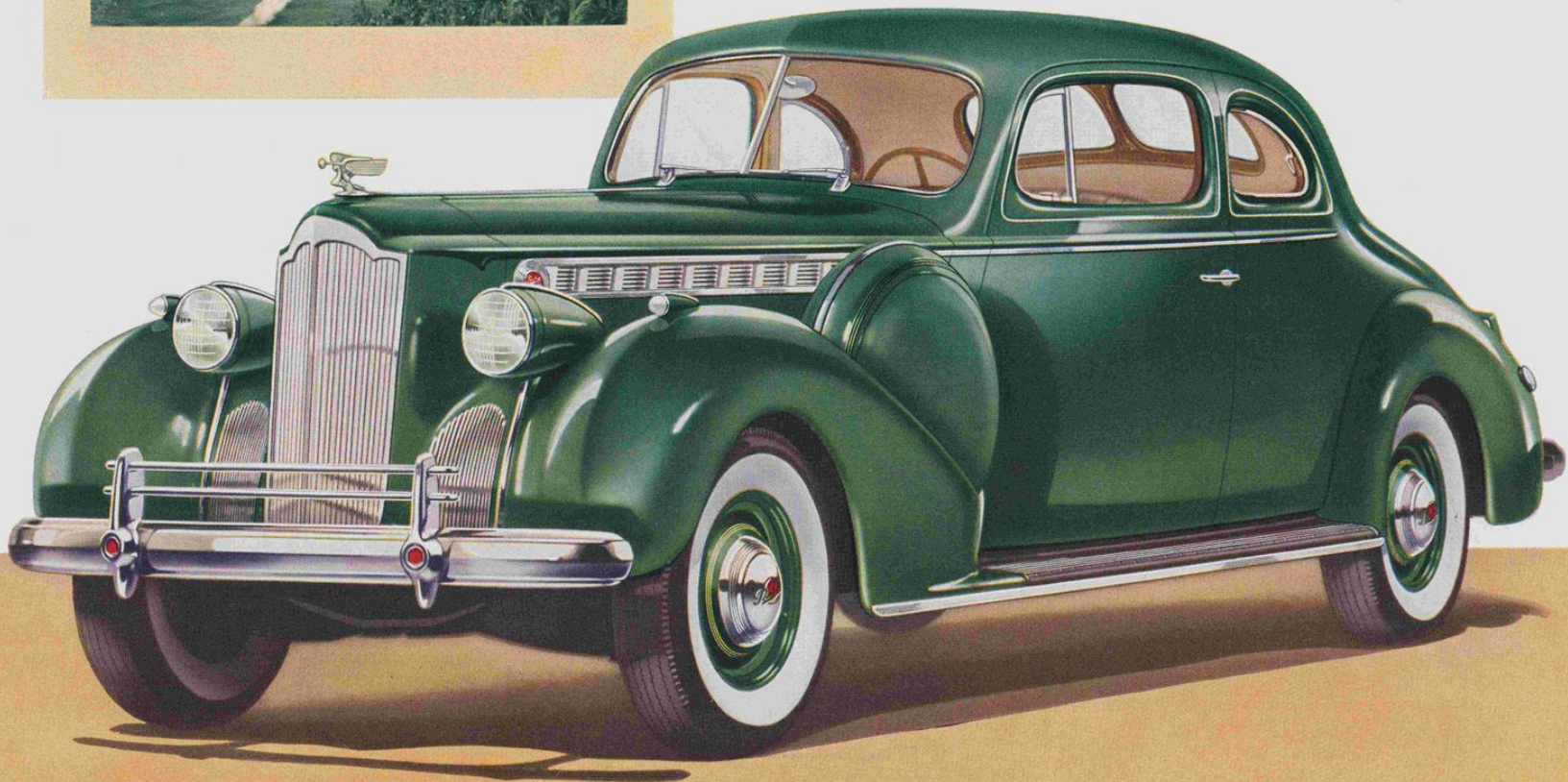
*T*WO interior auxiliary seats make the intimate Club Coupe a five-passenger car if the occasion demands. Here is ideal personal transportation.



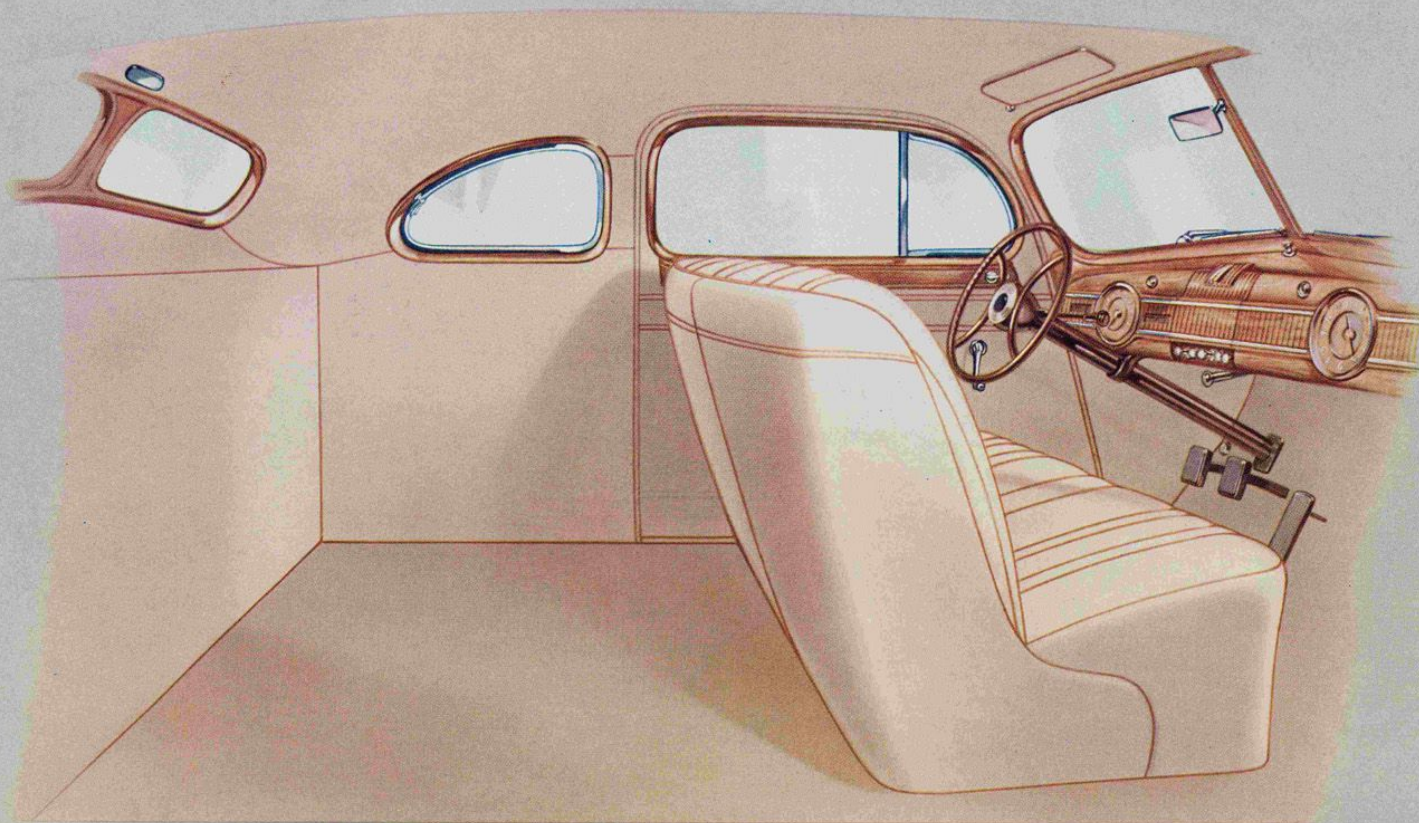
*N*EW, modern fittings in all One-Sixty models feature plastic escutcheons and knobs that match the grained instrument panel and garnish mouldings.



*Beside a California
Ocean Boulevard*

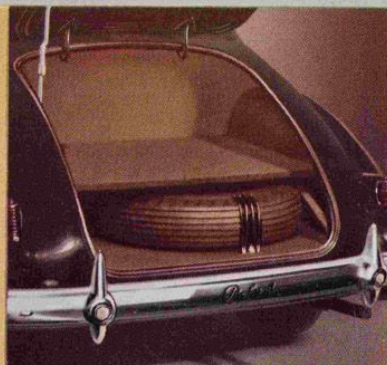


Packard SUPER-8 *One-Sixty* CLUB COUPE • 127-INCH WHEELBASE • 160 H.P.

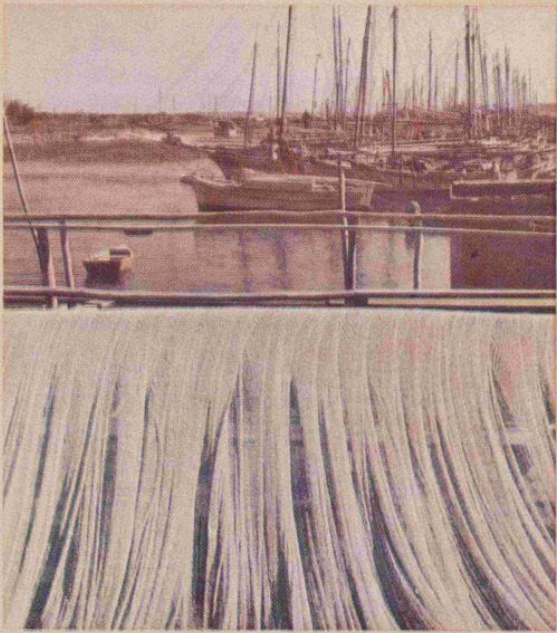


*The
New Master
of America's
Highways*

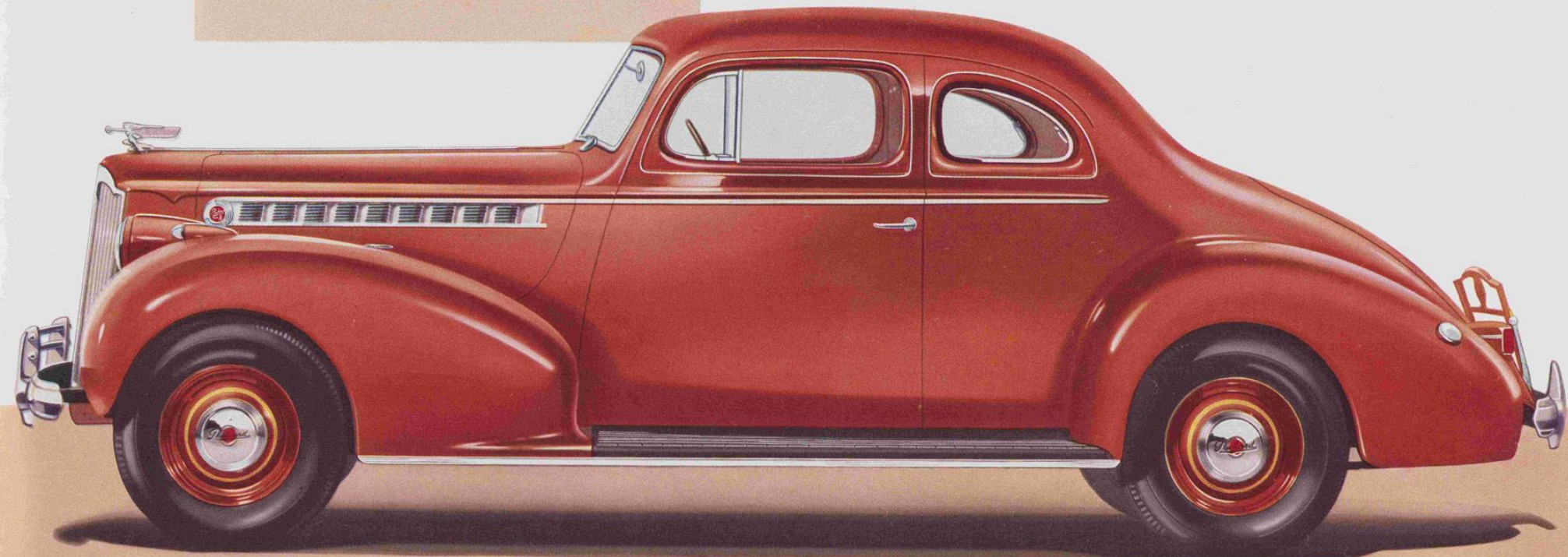
A PERFECT car for business, sport or traveling . . . with room inside for a full complement of the equipment needed for almost any kind of expedition.



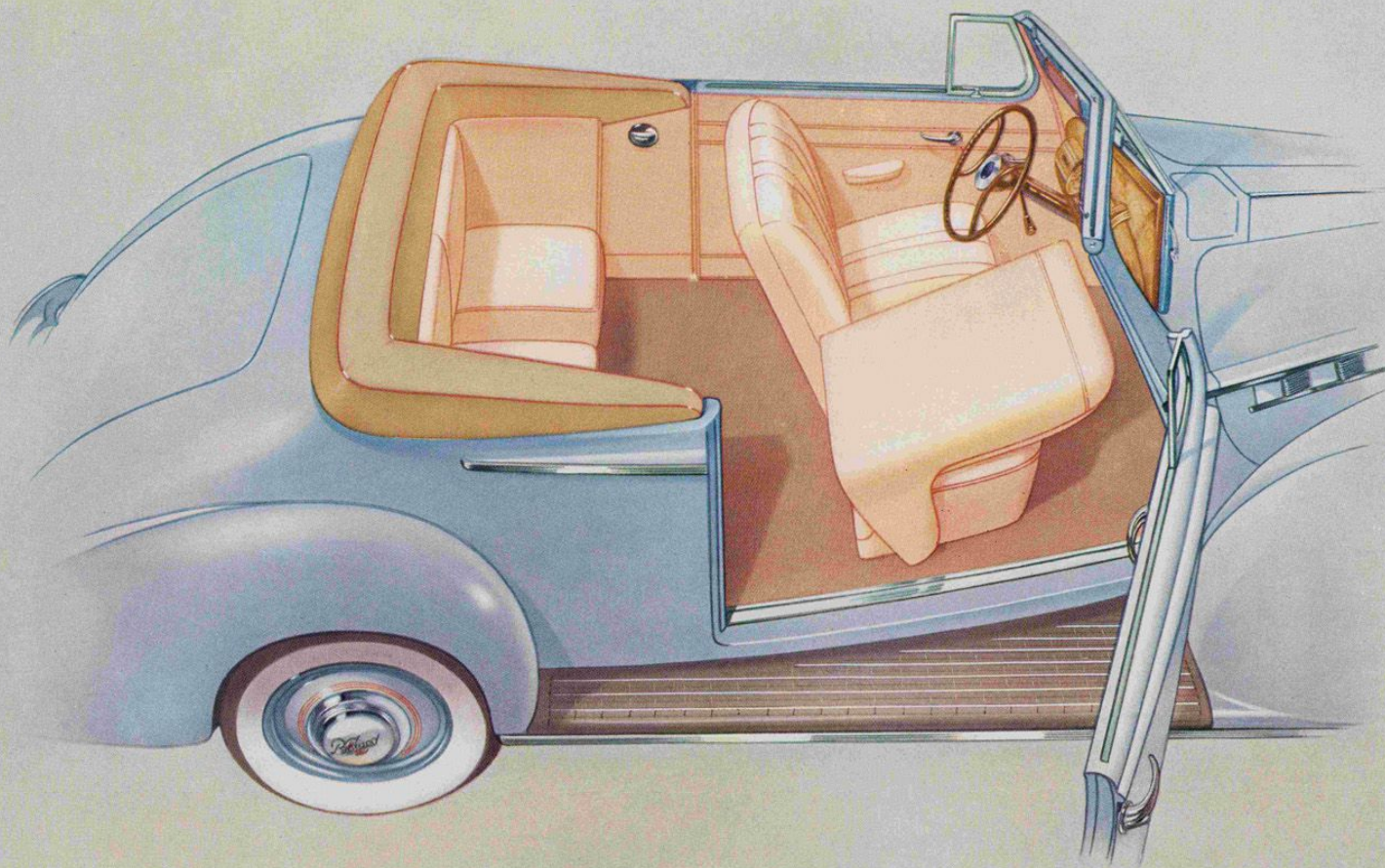
*U*NDER the rear deck is still more storage space. Roomy and accessible, this compartment is sealed against dust and weather . . . has a sturdy lock for protection of contents.



*A Road in Maine
Goes Down to the Sea*



Packard SUPER-8 *One-Sixty* BUSINESS COUPE • 127-INCH WHEELBASE • 160 H.P.

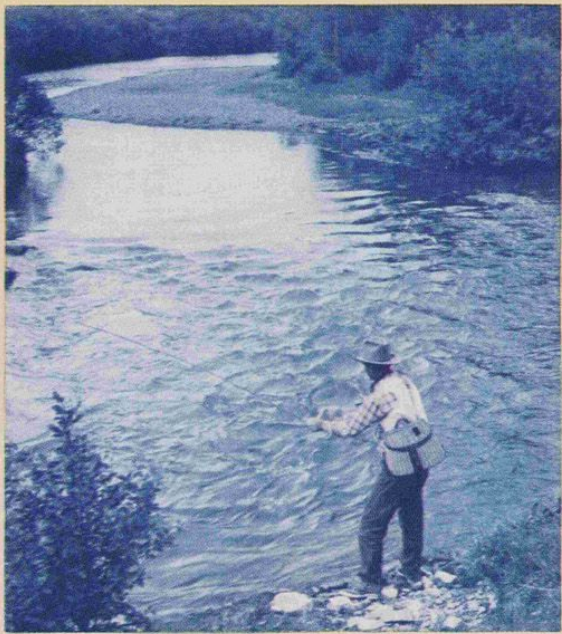


*The
New Master
of America's
Highways*

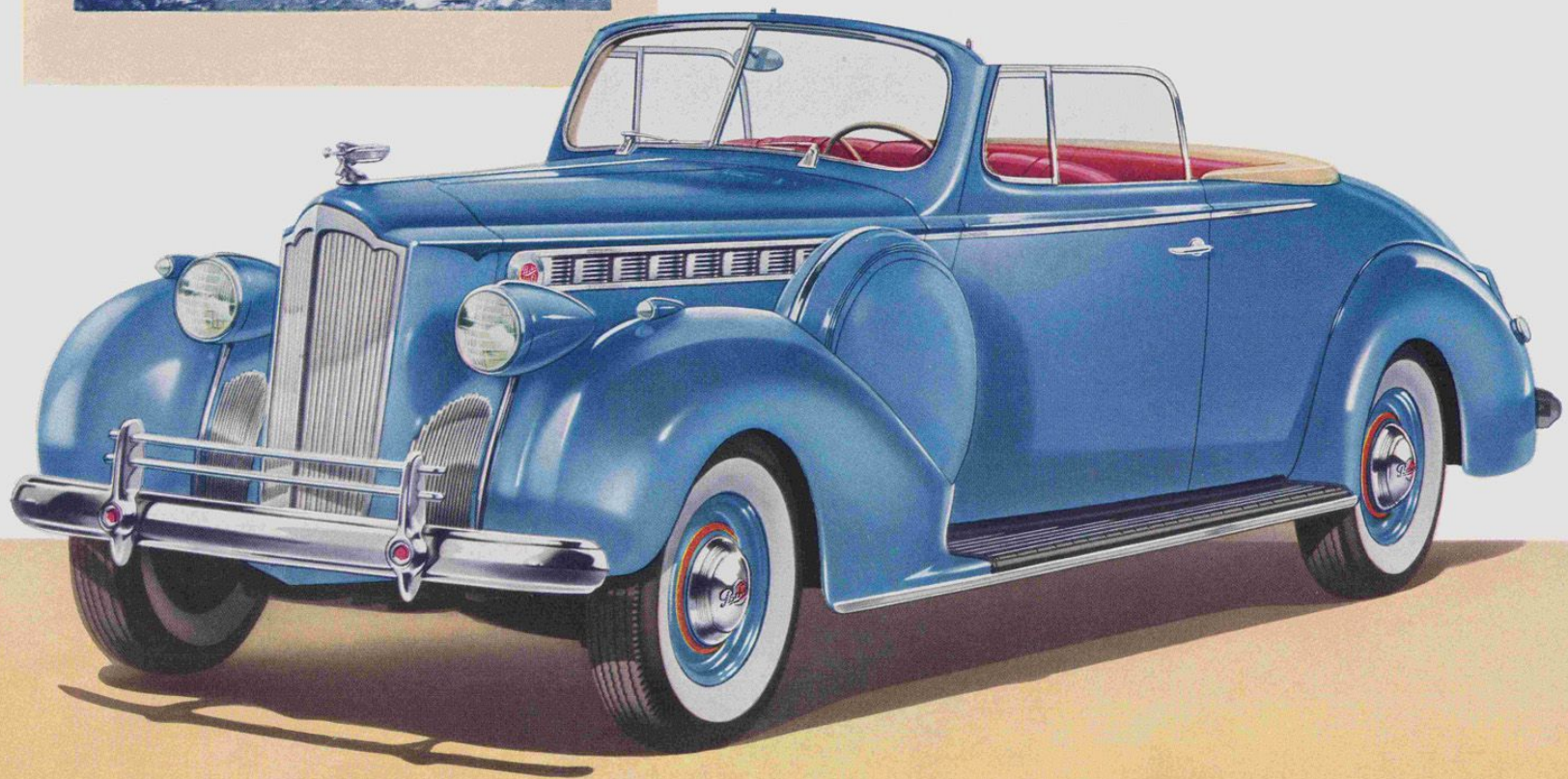
*F*IRST choice of open-car enthusiasts this year will be the Super-8 One-Sixty Convertible Coupe with Packard's "No-Man" top . . . the car with 1940's raciest lines.



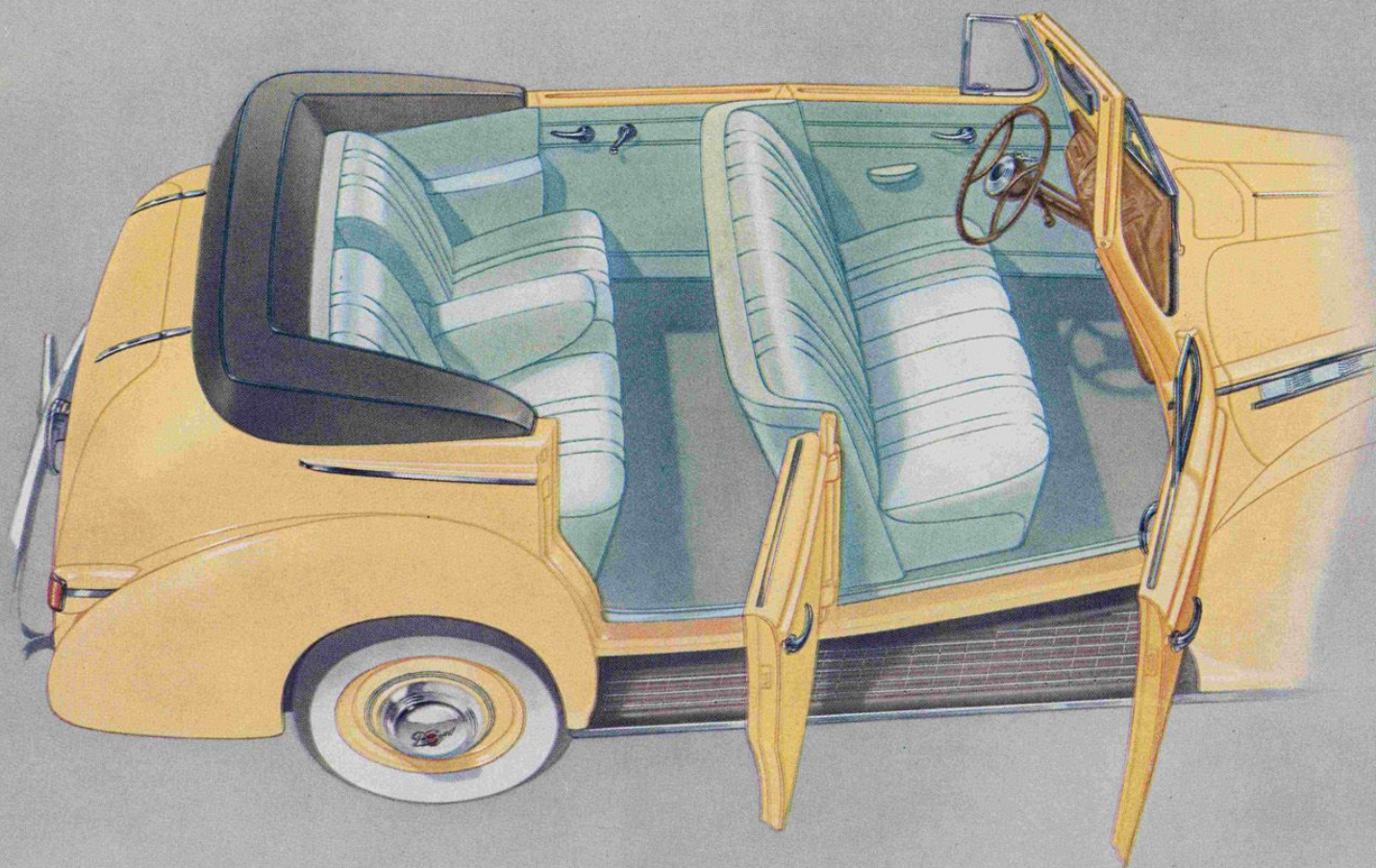
*T*OUCH a button on the dash and the "No-Man" top raises or lowers itself. When rain threatens you're under cover before the first clap of thunder has died.



*Upstate By-Ways
Lure New York Anglers*

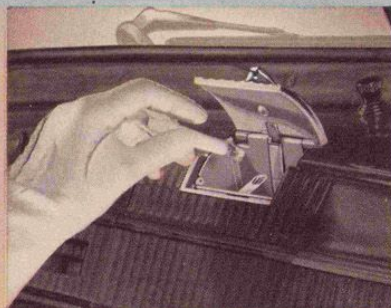


Packard SUPER-8 *One-Sixty* CONVERTIBLE COUPE • 127-INCH WHEELBASE • 160 H.P.

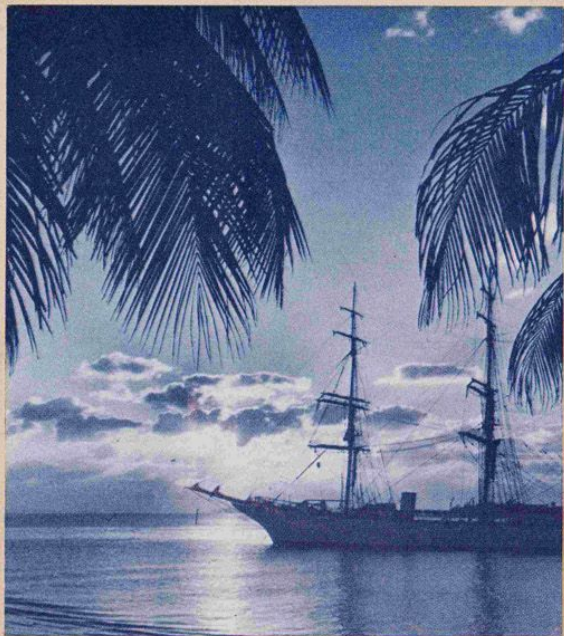


*The
New Master
of America's
Highways*

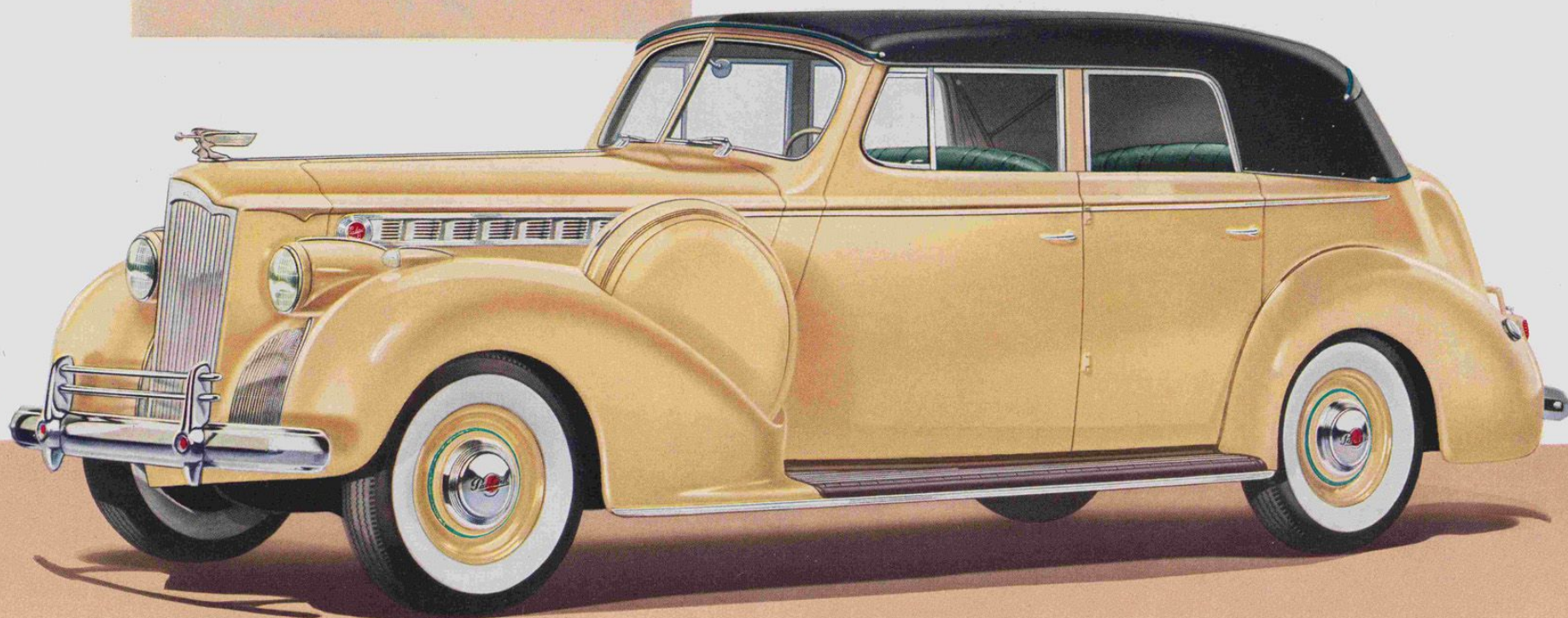
No NEED to sacrifice closed car comfort or luxury just because you enjoy air and sunshine. Top up, convertible models are snug as any sedan.



An ash tray in the center of the dash is a well-liked convenience in every Super-8 body style. The receptacle is easily removed for cleaning.

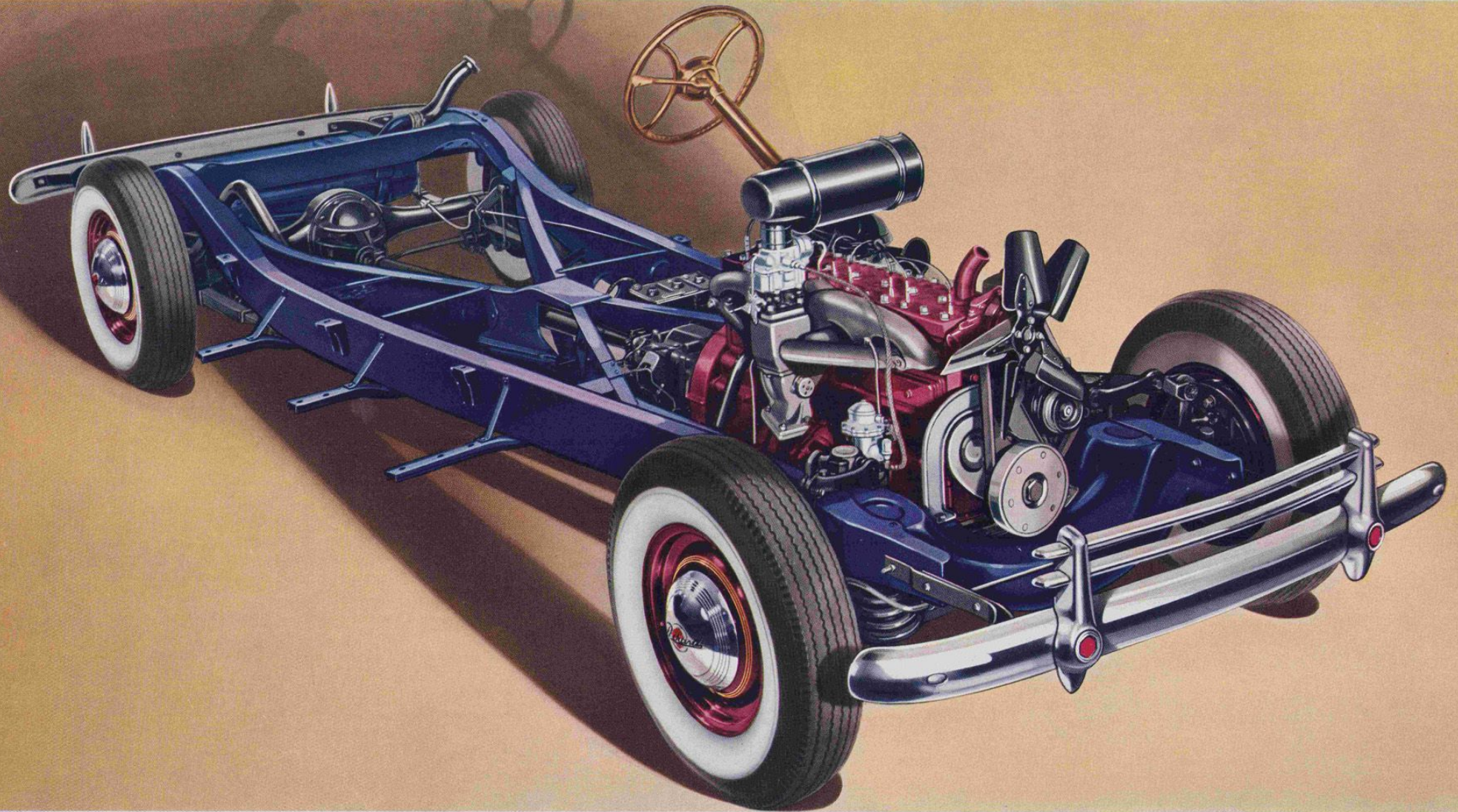


*Romance at the
End of a Florida Lane*



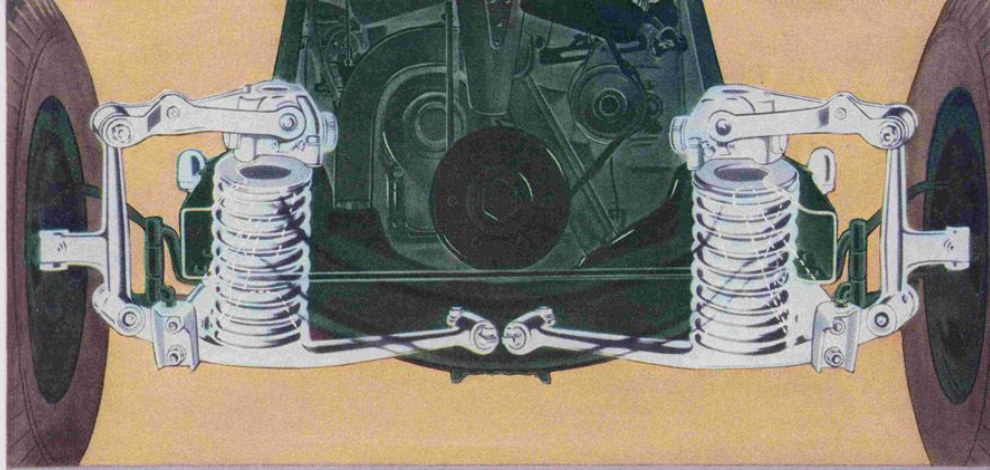
Packard SUPER-8 *One-Sixty* CONVERTIBLE SEDAN • 127-INCH WHEELBASE • 160 H.P.

BUILT to be Master of America's Highways

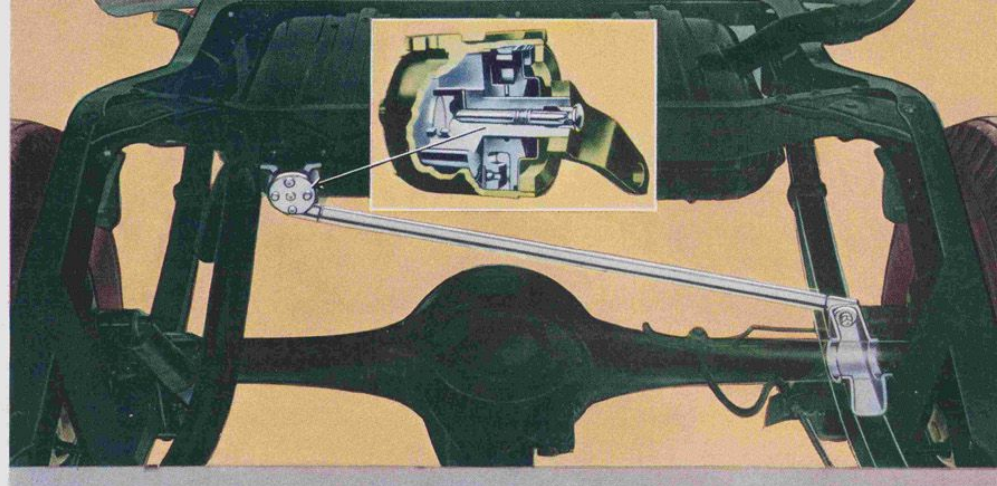
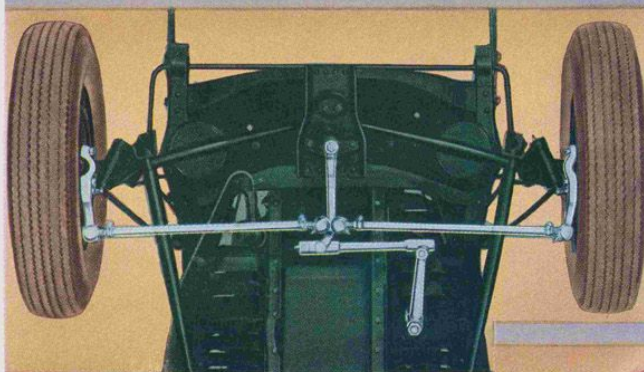


*S*TRIPPED to bare essentials it's still a beauty . . . a classic of clean design. Here you see the Super-8 chassis . . . exposed are the reasons it rides so gently—handles so easily—and is able to go in such spectacular fashion!

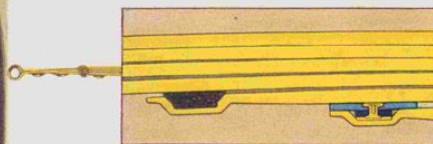
Compactness and sturdiness make this chassis a masterpiece of modern engineering. Massive and strong throughout—it is a chassis admirably built to handle the tremendous power of the giant engine it cradles.



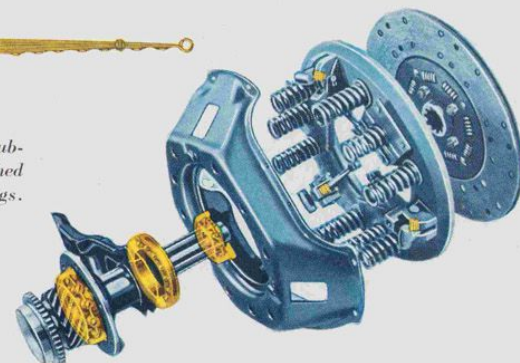
HERE'S where the bumps disappear. These extra-big coil springs which absorb road-shocks are firmly anchored to the frame by sturdy rubber-bushed torque arms. Parallel cylinder-type front shock absorbers and a roll-control bar complete the front-end equipment for motoring's mellowest ride.



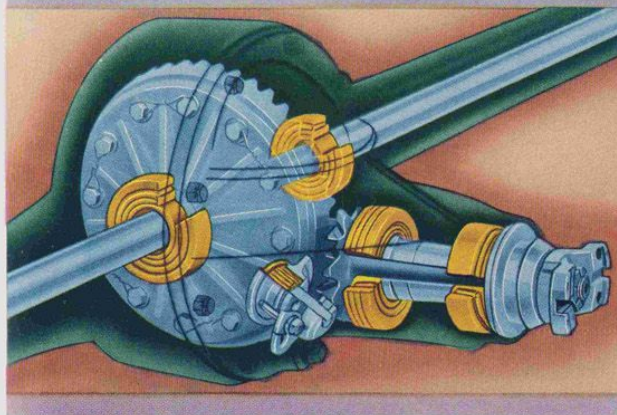
Why a fifth shock absorber? . . . To stop cross-wise shocks while the other four check up-and-down shocks—an exclusive Packard feature.



CONTROLLED RESILIENCE made possible by rubber and composition inserts is the unmatched advantage of Packard's rear leaf springs.

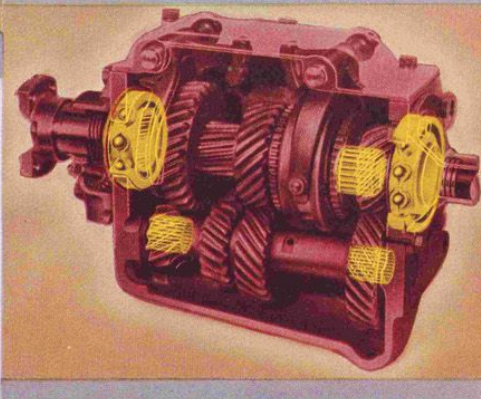


A BIG air-cooled clutch, lubricated for life, responds with powerful action to your light touch.

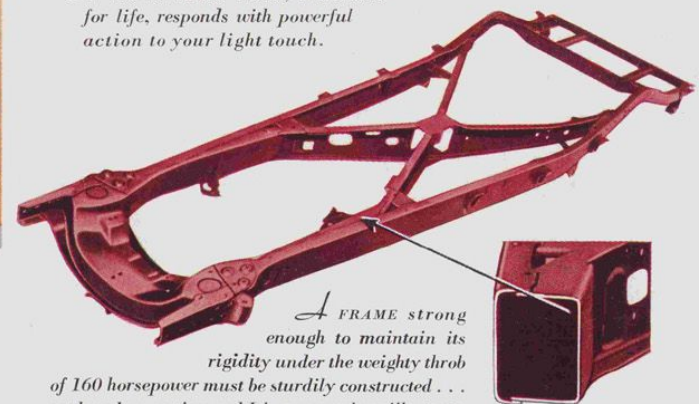


ENOUGH strength in just one finger to steer this big, powerful car! . . . The result of ingenious design plus liberal use of bearings in the shock-free steering mechanism.

No ordinary axle could be expected to handle 160 horsepower! This hypoid-type Packard axle is made of finest alloy steel . . . has extra bearings to reduce friction, lengthen life.

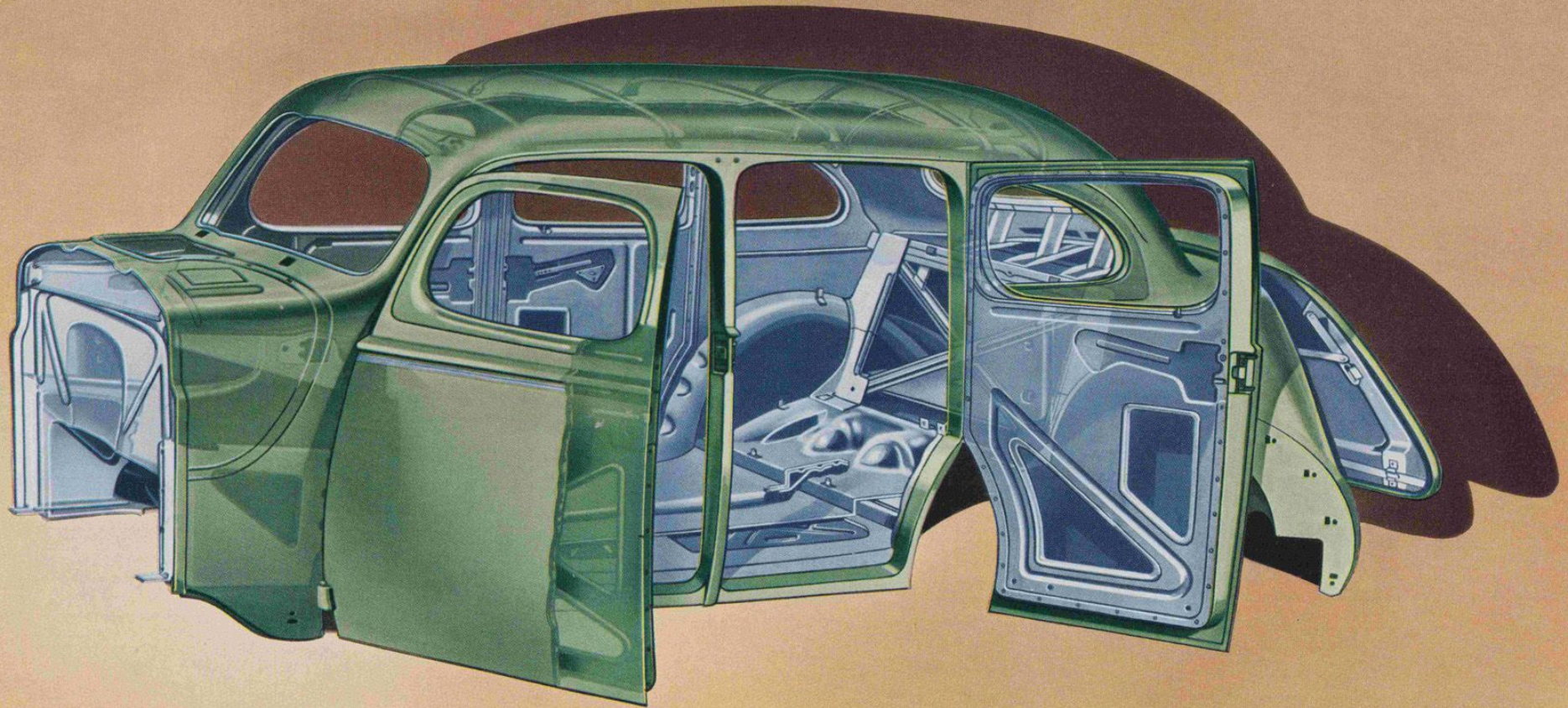


YOUR "silent partner" in driving a Packard . . . the big, multiple-bearing transmission has carburized helical gears—operates smoothly, quietly.



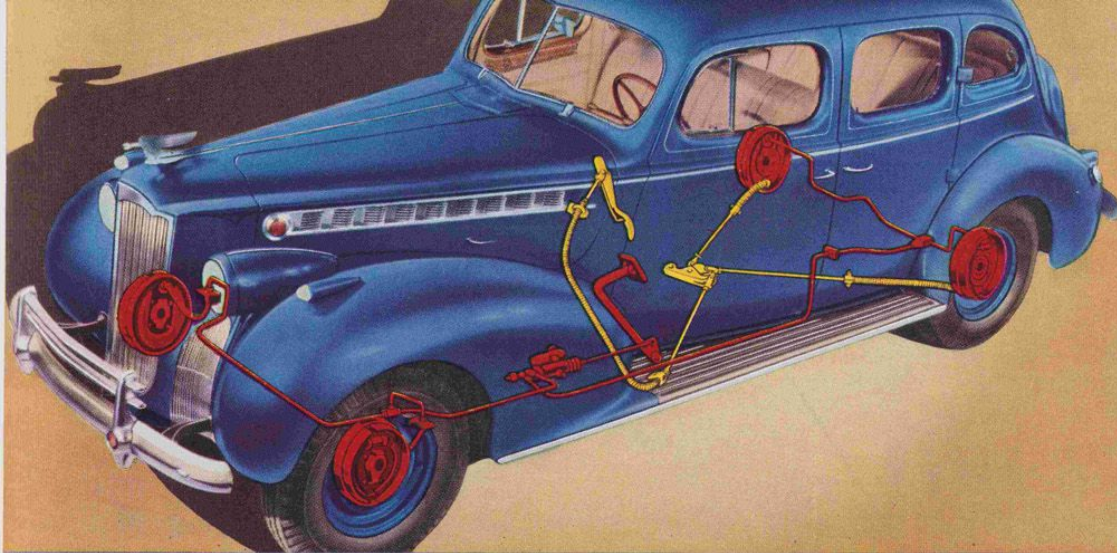
A FRAME strong enough to maintain its rigidity under the weighty throb of 160 horsepower must be sturdily constructed . . . as these box-section and I-beam members illustrate.

SAFETY worthy of the Master of the Highways

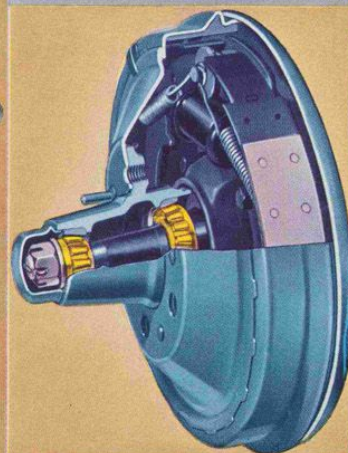


ON THE surface, the Packard Super-8 body may look to you like other all-steel bodies. But this great body is built in Packard's own body plant—by Packard craftsmen. If you watch it being built, or study this phantom view, you realize the tremendous difference. Packard does not believe that just to use steel is enough . . . it must be *steel reinforced with steel*.

The above picture shows the steel reinforcements. Four steel cowl braces, extra thicknesses of steel where needed in the floor, steel supporting panels in the doors and a steel X-member at the rear provide an extra margin of strength and safety. Thirteen kinds of insulating material keep heat, cold and noise from disturbing your comfort.

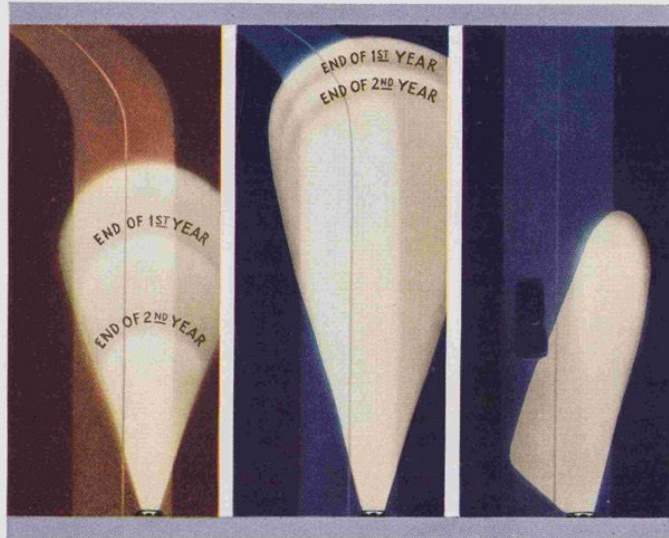


DOUBLE assurance of safe stopping: your foot applies the smooth, powerful hydraulic braking system—your hand applies an independently operated mechanical system.

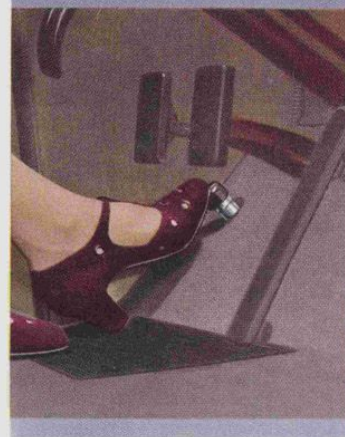


THE motion of the car helps stop it! . . . by causing a "wrapping" action of lining around shoe in big Servo-Sealed hydraulic brakes when pedal pressure is applied.

HALF a glance tells you your speed range. The translucent speedometer-hand glows green at traffic speeds—yellow in the middle range—and red at high speeds.



LEFT: Retreating patterns show loss of illumination with ordinary lights at end of first and second year. CENTER: Much larger pattern and far less loss with Packard's Sealed-Beam lighting. RIGHT: Traffic beam is out of the eyes of other drivers. Has a "bright spot" where you need it most.



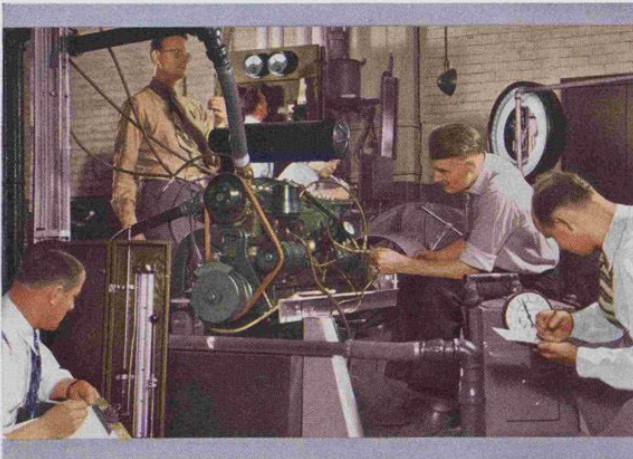
KEEP hands on the wheel—eyes on the road! . . . Your foot readily finds the button that depresses your light beam for passing other cars.



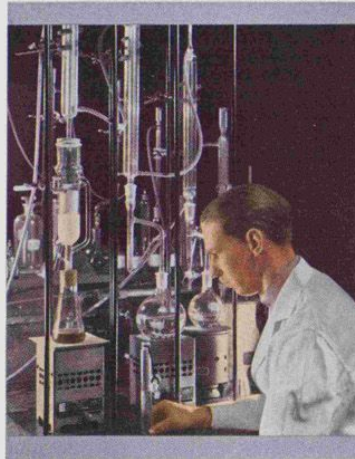
TWO wide arcs free of rain or snow! Long-bladed wipers provide unobstructed stormy weather visibility through the big glass area of the windshield.

Built By MASTER CRAFTSMEN

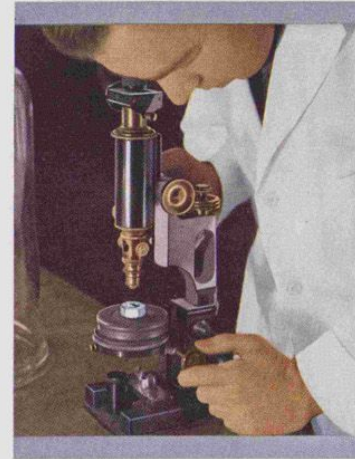
Packard quality control begins in the Packard engineering laboratory with the rigid inspection of all raw materials. It continues through every step of manufacturing in the plant where "Quality First" is the creed—and is finally checked at the Packard Proving Ground.



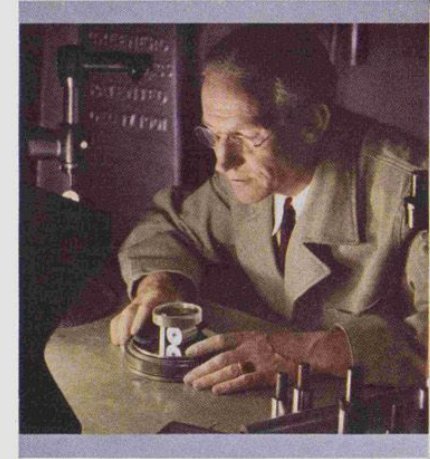
PROOF of 160 horsepower! With the dynamometer, Packard engineers can get a true picture of engine performance characteristics. Power, efficiency and economy are tabulated—comparisons made with other engines.



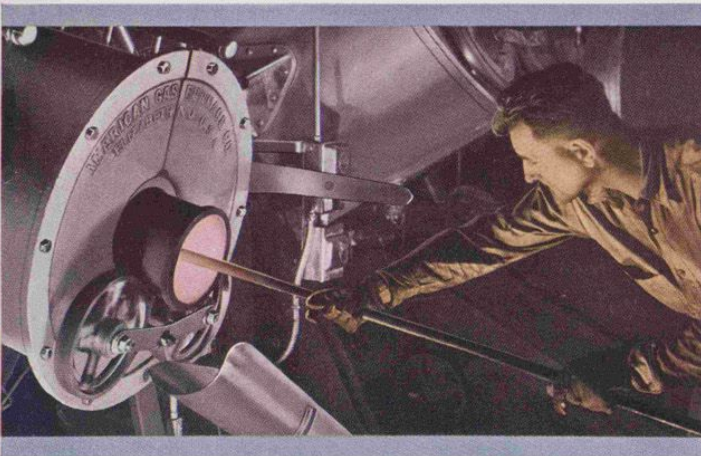
ENGINE oil is analyzed before and after use to help engineers determine most suitable engine lubricants.



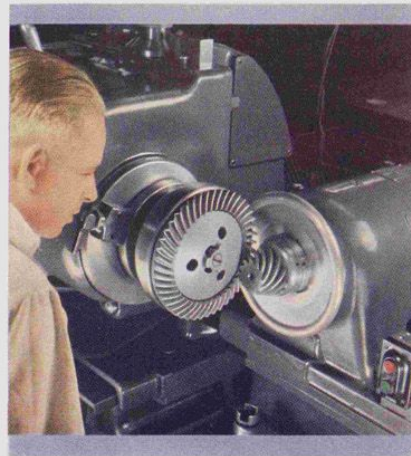
Why the sparkle of a Packard lasts . . . Chrome plating is subjected to microscopic scrutiny—must be uniform.



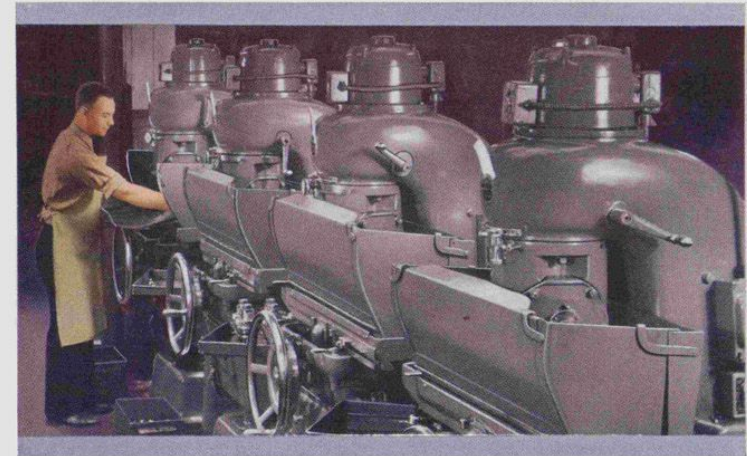
THE Supreme Court of Measurement . . . Light waves check the accuracy of gauge-blocks to within one-millionth of an inch.



HARDNESS means wear resistance and long life. Here Packard parts are carburized under intense heat to give them ultra-hard surfaces. Quiet, trouble-free transmission and rear axle operation are the results.



CONSCIENTIOUS craftsmen take pains to achieve precision. Here, rear axle gear teeth are matched to assure smooth operation.



SKILLED operators work miracles with ingenious machines. This one burnishes gear teeth to jewel-like perfection by shaving off hard steel in layers so thin they are hardly visible to the naked eye.

Proven By MASTER DRIVERS

AT THE famous Packard Proving Ground, busy technicians work all year long. Their greatest responsibility is checking and proving production cars taken off the line at unexpected intervals. These are put through the most arduous ordeals to which a car can be subjected.



OCCUPYING an area of 504 acres, the proving ground has a two and a half mile speedway, mile after mile of good roads and bad, grades equaling those on the steepest mountain roads, sand pits, gumbo mud and samples of every other kind of road condition a car might encounter.



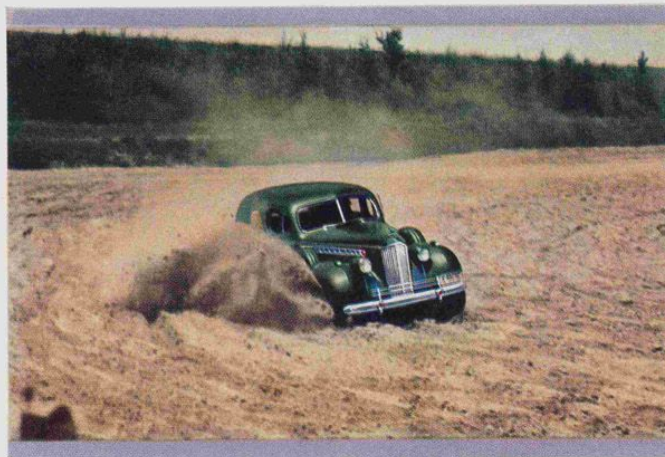
ON THE speedway, cars are often driven continuously for days at a time at high speeds—roll up as many miles in a few weeks as the average car does in its lifetime. Engineers then check every moving part for possible improvements.



WORKMEN stay busy all day long making and keeping some Proving Ground roads as bad as possible! Speeding over these roads is one method of proving the amazingly level ride with Safe-T-fleX springing.



DO YOU drive with comfort on a winding, hilly, gravel road? Such roads at the Proving Ground enable Packard engineers to design steering and springing that make this kind of driving easy and enjoyable.

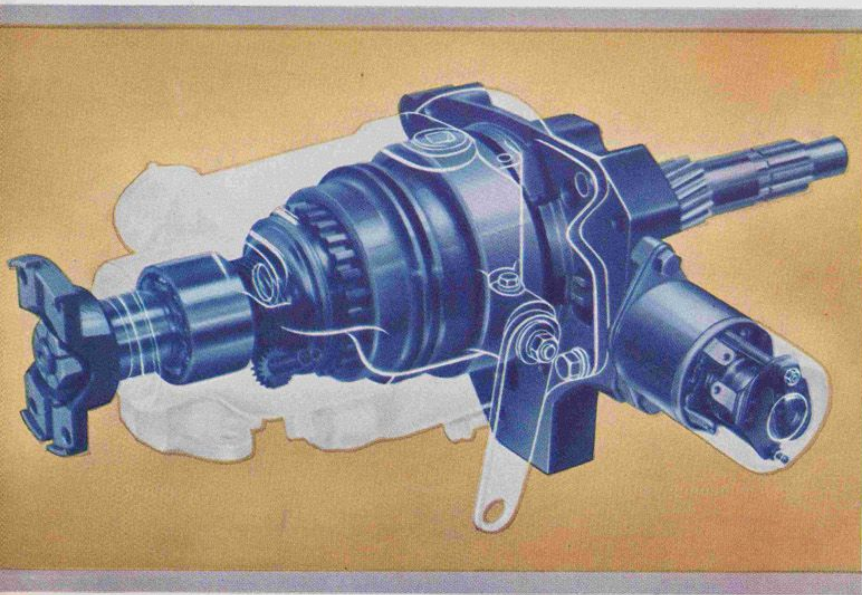


THE Sahara could put no tougher strain on axles and other driving mechanism than the Packard sand pit . . . Proof of how Packards are built to take far more severe treatment than you will ever give yours.

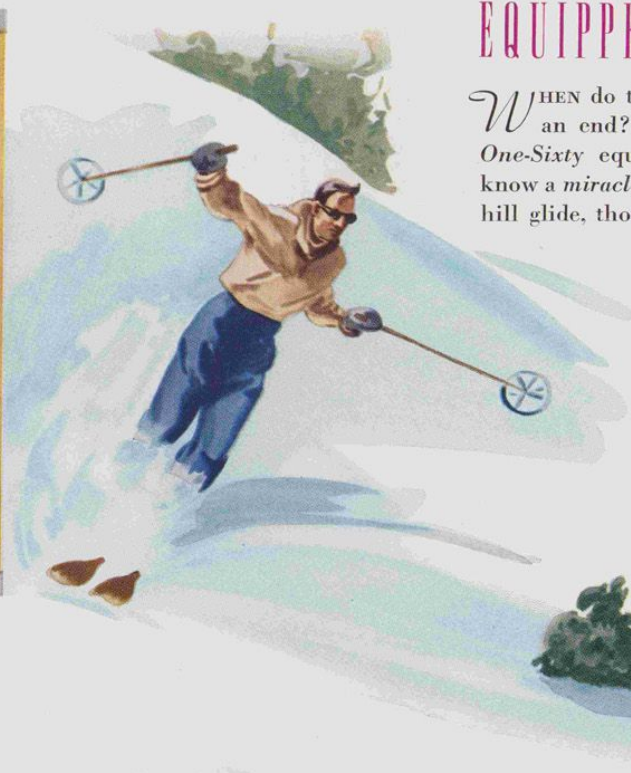


AFTER a car has been put through its paces at the Proving Ground, it is disassembled and engineers examine it part by part for signs of strain or wear.

1940'S MASTER COMBINATION - A PACKARD Super-8 ONE-SIXTY

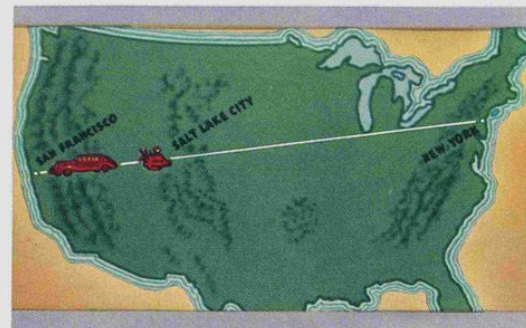


TO BE sure, Econo-Drive adds a moderate amount to the cost of your car, but you'll agree it's more than worth the investment when you learn how this thrifty fourth speed saves on gas, oil and in engine wear.

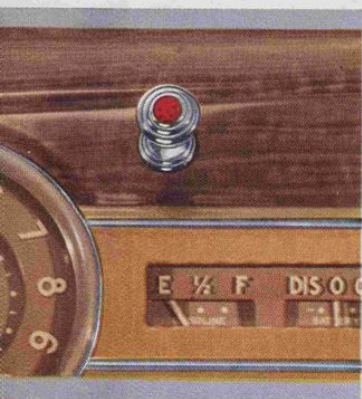


EQUIPPED WITH ECONO-DRIVE

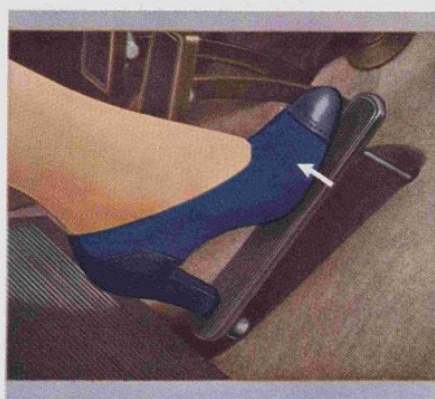
WHEN do the marvels of Master Engineering come to an end? Certainly not until you have driven the One-Sixty equipped with Econo-Drive! Then you will know a *miracle sensation*—the quiet smoothness of a downhill glide, though you are actually cruising on the level!



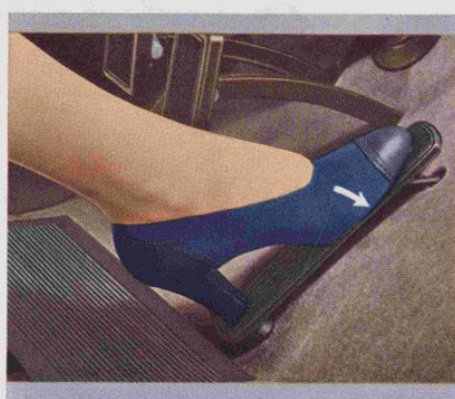
ECONO-DRIVE reduces engine speed 27.8%. In effect, this is equivalent to reaching 'Frisco on the same engine travel usually required to reach Salt Lake.



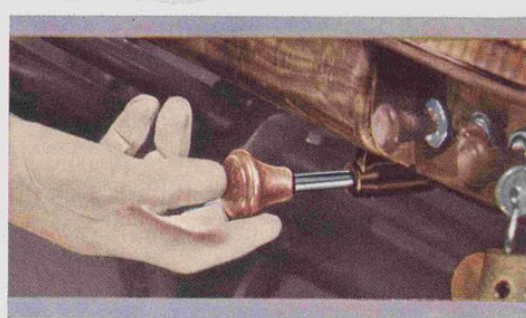
WHEN the dash light comes on, your foot comes off the accelerator—and money-saving Econo-Drive goes to work.



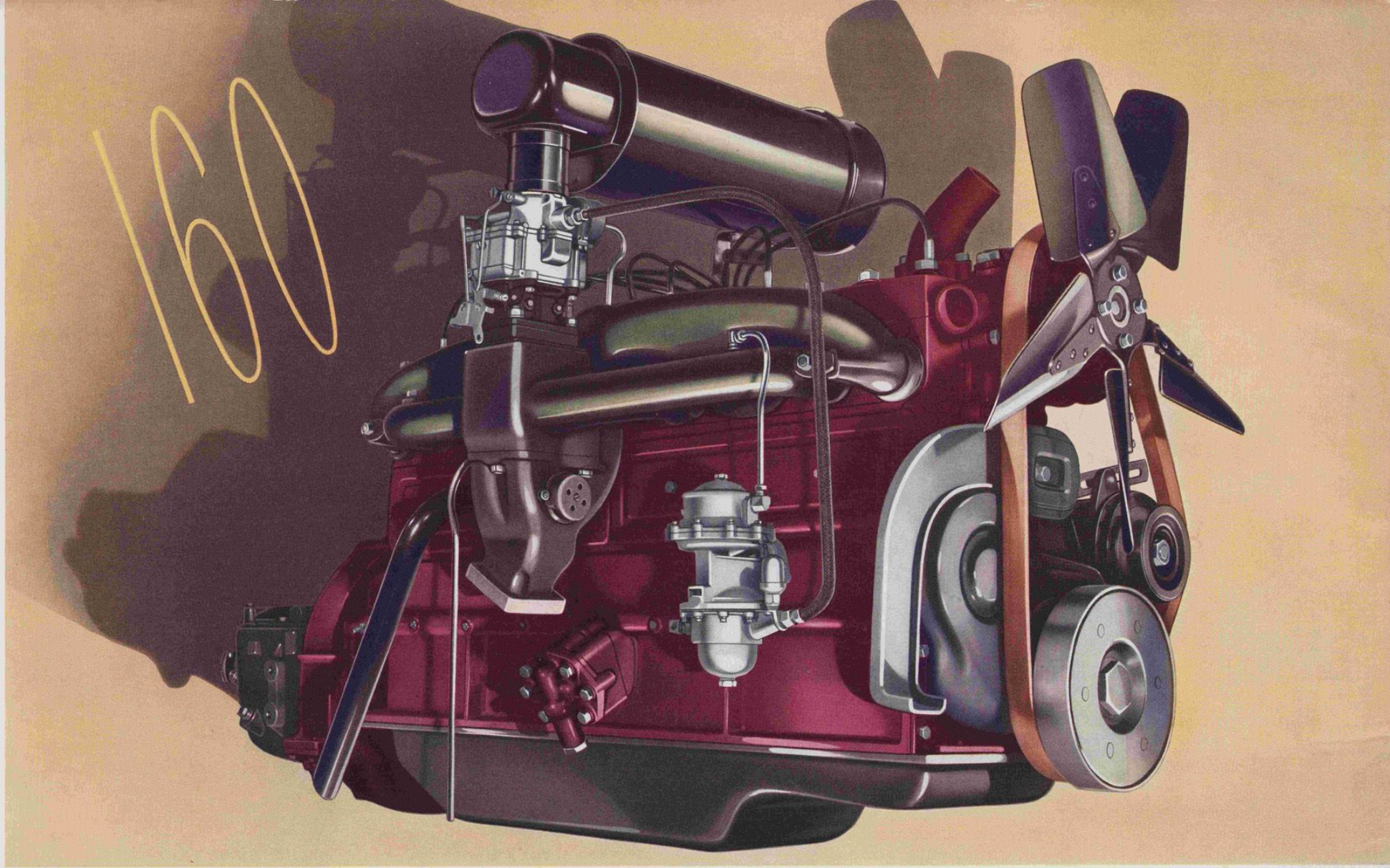
ECONO-DRIVE now operates at speeds as low as 21 m.p.h.—a boon for city driving. To engage it, merely lift foot off accelerator momentarily.



NEED a quick burst of power for quick passing or a steep hill? Press the accelerator sharply through full throttle position and you're back in high.



WHEN the advantages of Econo-Drive are not needed, it may be completely locked out by a handy dash control. No complications with this simplified mechanism.



POWERED for Master Performance

160 HORSEPOWER! . . . the most powerful eight-cylinder engine ever put into a Packard! This newest of the many famous power plants built by America's Master Motor Builders well deserves a prominent place in motordom's Hall of

Fame. For the performance promised by its clean, advanced design and huge capacity for power has been far exceeded by its *actual* performance on the road. It adds another palm to Packard's honors for leadership in motor engineering.

BRIEF SPECIFICATIONS

THE NEW 1940 Packard SUPER-8 One-Sixty

MOTOR—L-head type, eight cylinders in line. High turbulence cylinder head. Thermo-Strut aluminum alloy pistons. Bore and stroke, $3\frac{1}{2}$ inches x $4\frac{5}{8}$ inches. Piston displacement, 356 cubic inches. Compression ratio, 6.45 to 1. Actual brake horsepower, 160 at 3500 r.p.m. Crankshaft weight, 104 pounds. Hydraulic valve silencers, floating type piston pins, 9 main bearings. Removable precision type main and connecting rod bearings. Neutro-poised, three-point rubber engine mountings.

MOTOR LUBRICATION—Full-pressure lubrication to all main, connecting rod, piston pin and camshaft bearings, also to valve mechanism. Two-stage oil filter standard equipment; floating type oil screen.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gauge. 21-gallon gasoline tank.

CARBURETION—Dual down-draft carburetor, automatic choke, air cleaner and flame arrester, automatic manifold heat control.

COOLING SYSTEM—Automatic, thermostatically controlled radiator shutters. Tubular radiator core, $18\frac{1}{2}$ -inch fan. Under-fender cooling tunnels. Ball bearing, permanently lubricated and packed water pump. Cylinders completely surrounded by water. Cooling system capacity, 5 gallons. Engine heat indicator on instrument panel.

CLUTCH—Semi-centrifugal, air-cooled clutch. Single dry plate type, 11-inch diameter. Clutch throw-out ball bearing permanently lubricated.

TRANSMISSION—Quiet, synchronized, carburized, helically-cut gears. Hand-shift gearshift lever located on steering column. Econo-Drive cruising gear transmission available at moderate extra cost.

FRAME—I-Beam, tapered X-member, box section side rails. Massive front cross-member.

SUSPENSION—Complete Safe-T-flex effect in front and rear.

FRONT—Famous Packard Safe-T-flex independent front wheel suspension, cushioned in pads of live rubber. Front roll control bar.

REAR—Semi-elliptical leaf springs, 54 inches x 2 inches. Rubber cushions and special composition discs between the tips of the leaves. Rubber-cored brackets and shackles effectively break the noise path between wheels and frame. On 127-inch wheelbase model, direct-acting shock absorbers mounted on axle, sloping forward. On 138-inch and 148-inch models, double-acting shock absorbers mounted on axle, opposed mounting. Roll control bar, all models. Fifth Shock Absorber cushions ride harshness.

REAR AXLE—Semi-floating type of hypoid design for silence and long life. Pinion and differential both mounted on tapered roller bearings.

ELECTRICAL SYSTEM—Large capacity, air-cooled generator with vibrator type voltage control. 17-plate high level battery, 114-hour capacity. Fuel compensator. Sealed-Beam headlighting, tell-tale signal.

DRIVE—Hotchkiss. Through two roller bearing universal joints, with sealed-in lubricant, and 3-inch propeller shaft to hypoid rear axle.

BRAKES—Packard Servo hydraulic service brakes on all four wheels, mechanical hand brake operating rear wheel brake shoes.

STEERING SYSTEM—Center-point steering. Worm and roller type gear, mounted on a double-row ball and two roller bearings.

CHASSIS BEARINGS—Chassis "jeweled" with 50 ball and roller bearings.

CHASSIS LUBRICATION—Only 16 points on whole chassis that require lubrication at 2000- to 3000-mile periods, 4 at 10,000 miles.

WHEELS AND TIRES—Disc wheels with 10-inch chrome hub caps. Tires, 127-inch wheelbase model—7.00 x 16, low pressure, four-ply cord; 138-inch and 148-inch wheelbase models—7.00 x 16, six-ply cord. 148-inch wheelbase models are equipped with rayon twist tires.

WHEELBASE—127 inches, 138 inches, 148 inches.

BODIES—All-steel body with one-piece steel top and steel floor. Special comprehensive insulation. Thirteen kinds of insulating material used. Safety glass in windshield and all windows. Chrome trim around windshields and rear windows, chrome reveals around side windows. Defroster vents. Handsome upholstery selections. Sparkling interior fittings. Front arm rests and center folding arm rest in rear seat back of sedan types. Floor carpet in both front and rear compartments. Extra large luggage compartment. Large luggage space under rear deck of coupes, and accommodations for extra passengers or luggage inside Club and Convertible coupes.

INSTRUMENTS AND CONTROLS—New, modern instrument panel of silvery aspen graining and tinted plastic, chromium trimmed. Indirect lighting and rheostat switch. Speedometer speed ranges indicated by colored lights, oil gauge, ammeter, gasoline gauge and engine temperature gauge. Provision for mounting radio dials.

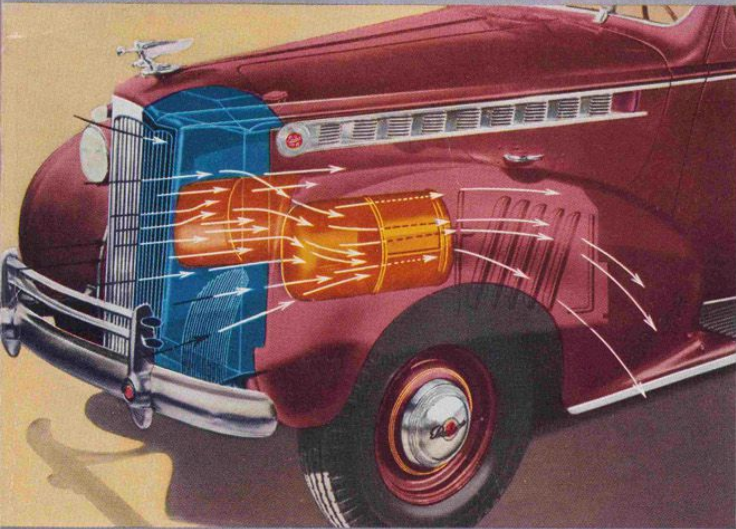
STANDARD EQUIPMENT—One spare wheel and tire. Jack and tool equipment. Two interior sun visors. Two automatic windshield wipers. Defroster vents in windshield moulding and body. Rear view mirror. Two combination tail and stop lights with reflector buttons. Fender lights. Center license light. Dome light (closed models). Twin horns. De luxe radiator ornament. Rheostat switch for instrument panel lights. Electric clock and automatic cigar lighter. In all sedans, including the convertible: Robe cord, center folding arm rests in rear seat back. In 127-inch wheelbase model, ash receiver in back of front seat. In 138-inch and 148-inch wheelbase models, ash receiver and cigarette lighter in rear seat arm rest.

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

Master Features of a MASTER ENGINE

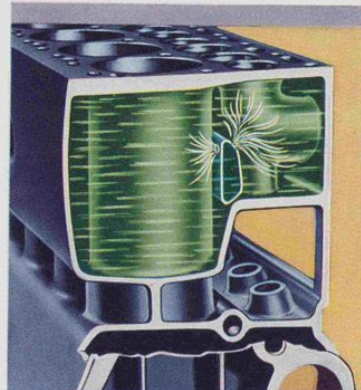
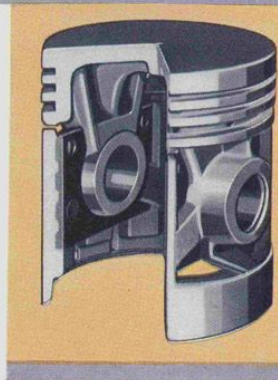


An "air-conditioned" engine!
These handsome shutters open and close automatically to keep the engine cool or warm as needed.



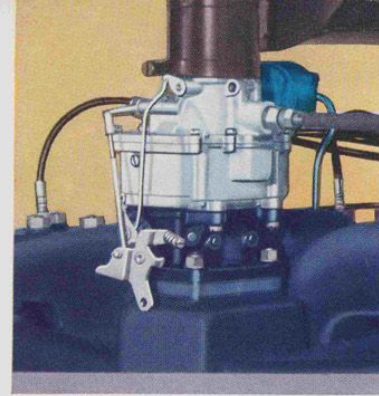
ONLY Packard provides these tunnels for fan-blast air cooling in addition to efficient water cooling. Heated air is directed under and away from car for your comfort.

THERMO-STRUT pistons expand and contract, depending on engine temperature, to keep a snug fit against cylinder walls . . . prevent oil waste and power loss.

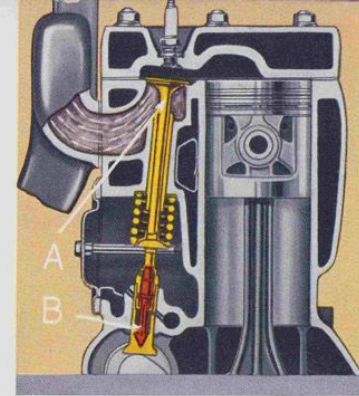


"FLOOD CONTROL" that saves you money . . . a swirling river of cooling water is directed to every point in the engine where excessive heat can cause wear.

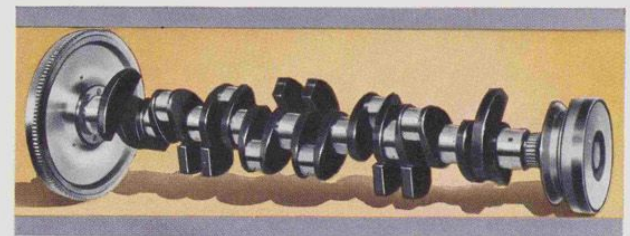
OIL flows under pressure to every bearing surface—is metered to assure correct lubrication for each bearing.



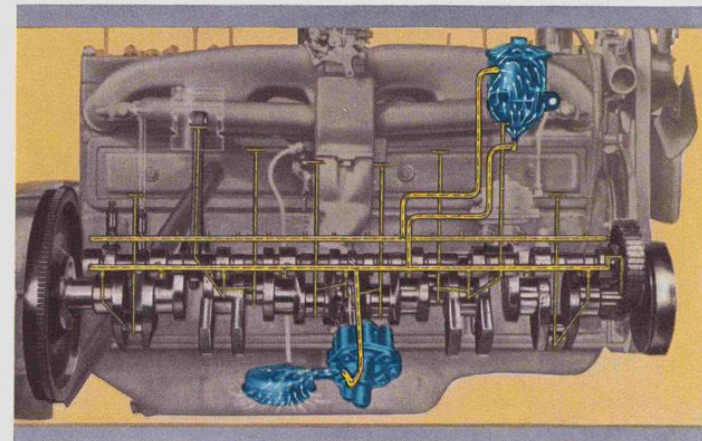
ECONOMY . . . a major virtue of this efficient down-draft carburetor . . . is the only thing about the Super-8 that belies its abundant power.



IMPORTANT contributions to better engine operation —(A) angle-set valves and (B) hydraulic tappets.



SIXTY revolutions a second! . . . and never a tremor reaches you, so perfectly balanced and vibration-free is this heavy, nine-bearing crankshaft.





A S K T H E M A N W H O O W N S O N E