

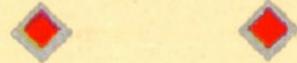


THE

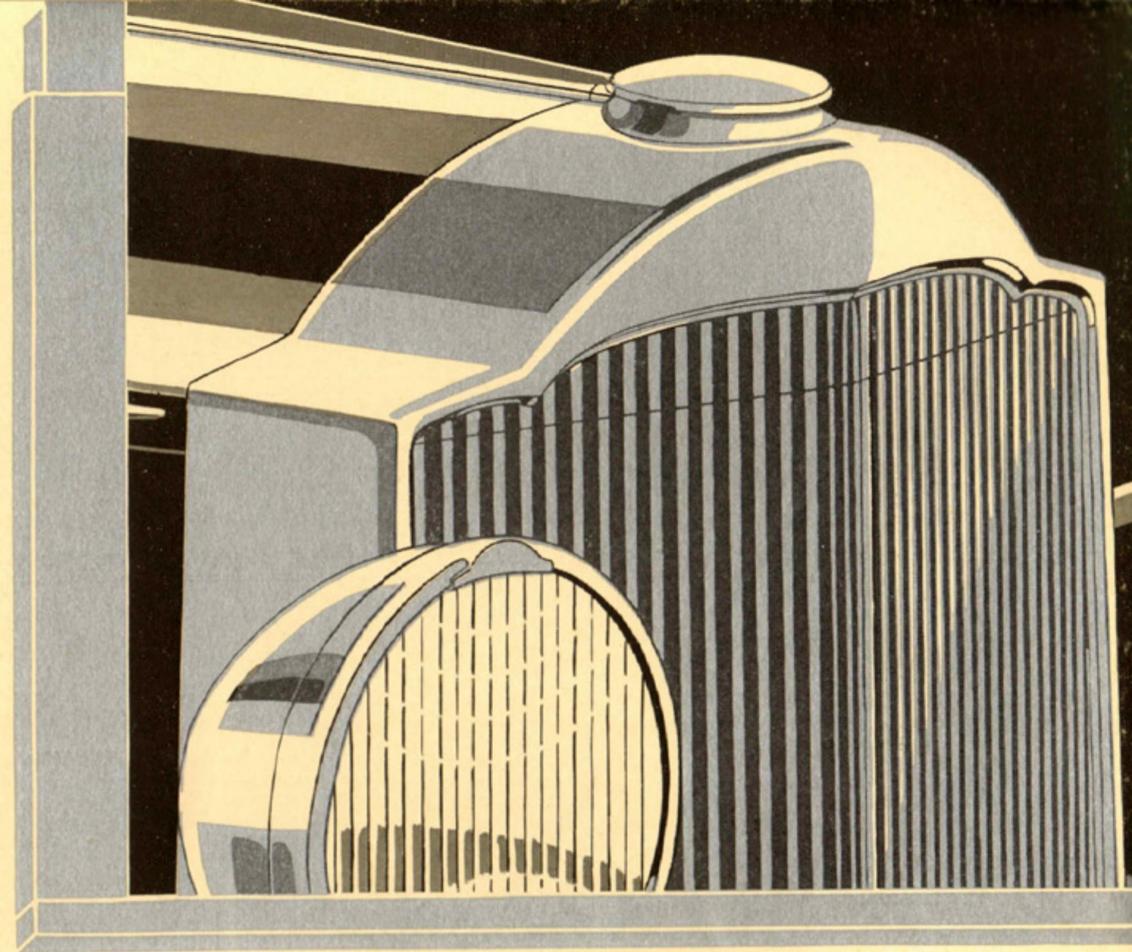
PACKARD

STANDARD

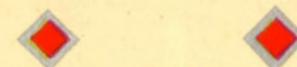
EIGHT



T H E N E W

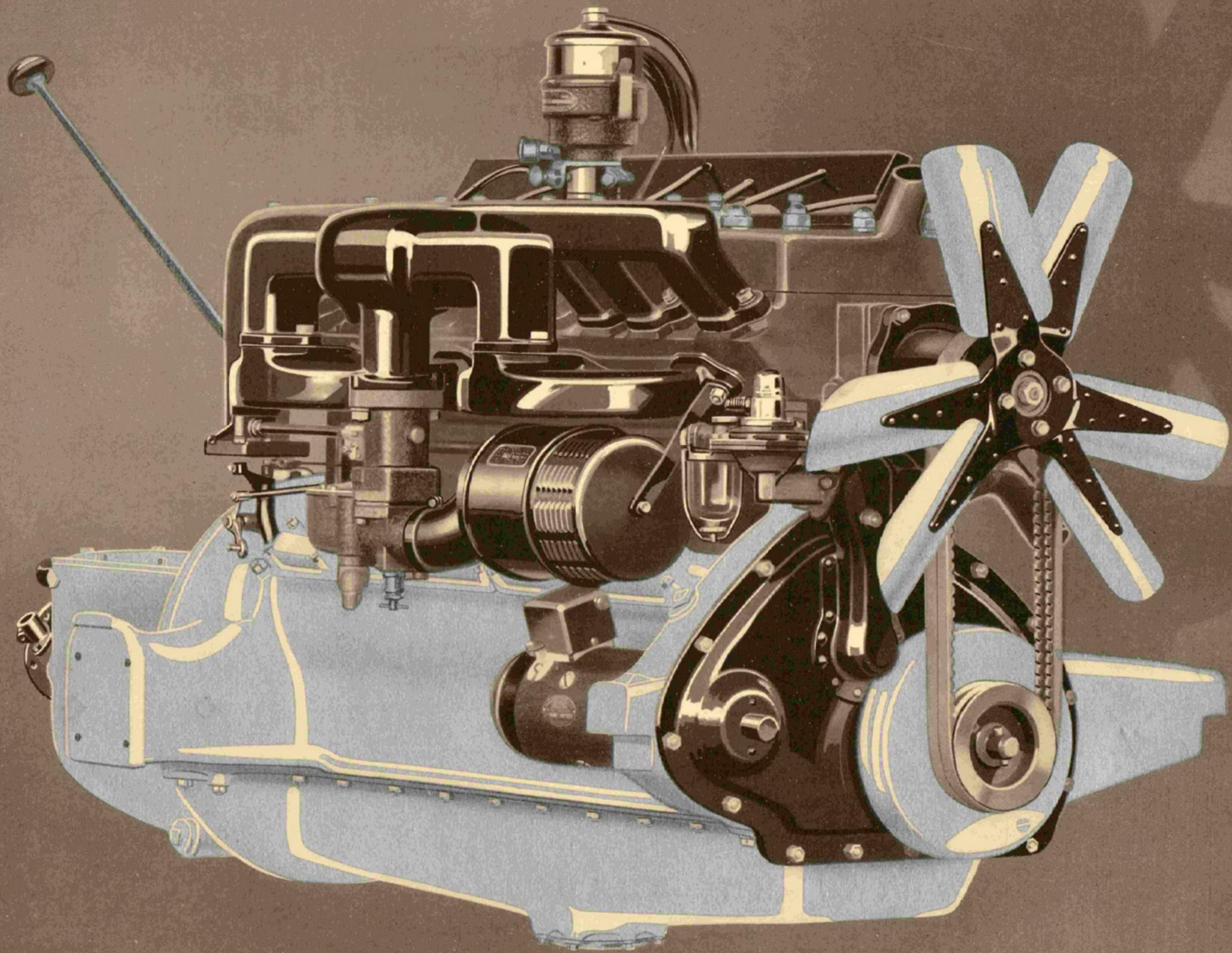


P A C K A R D S T A N D A R D E I G H T



T H I R T E E N B E A U T I F U L B O D Y T Y P E S

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The POWER PLANT of the PACKARD STANDARD EIGHT

THE PACKARD STANDARD EIGHT



Newly refined and improved by such engineering advances as Automatic Clutch Control with Free Wheeling Results  and  Silent Synchro-Mesh Transmission Quiet in all Three Speeds

For Those Who Prefer the stricter adherence to the conservatively beautiful lines of Packard design, who desire the luxury of motoring weight and size and power, who want to balance their automotive investment over the years of longer life that only a Packard can give, for them especially—the Packard Standard Eight.

Proven among the most popular cars that Packard has ever built as evidenced by the thousands in use today, this model gives new authority to the good old slogan, Packard's for more than thirty years, of Ask The Man Who Owns One. And when you ask the man who owns a new Standard Eight, why not ask the man who owns the other car—the one you will buy if you do not buy a Packard? Isn't that the quickest and best way to come to a motor decision?

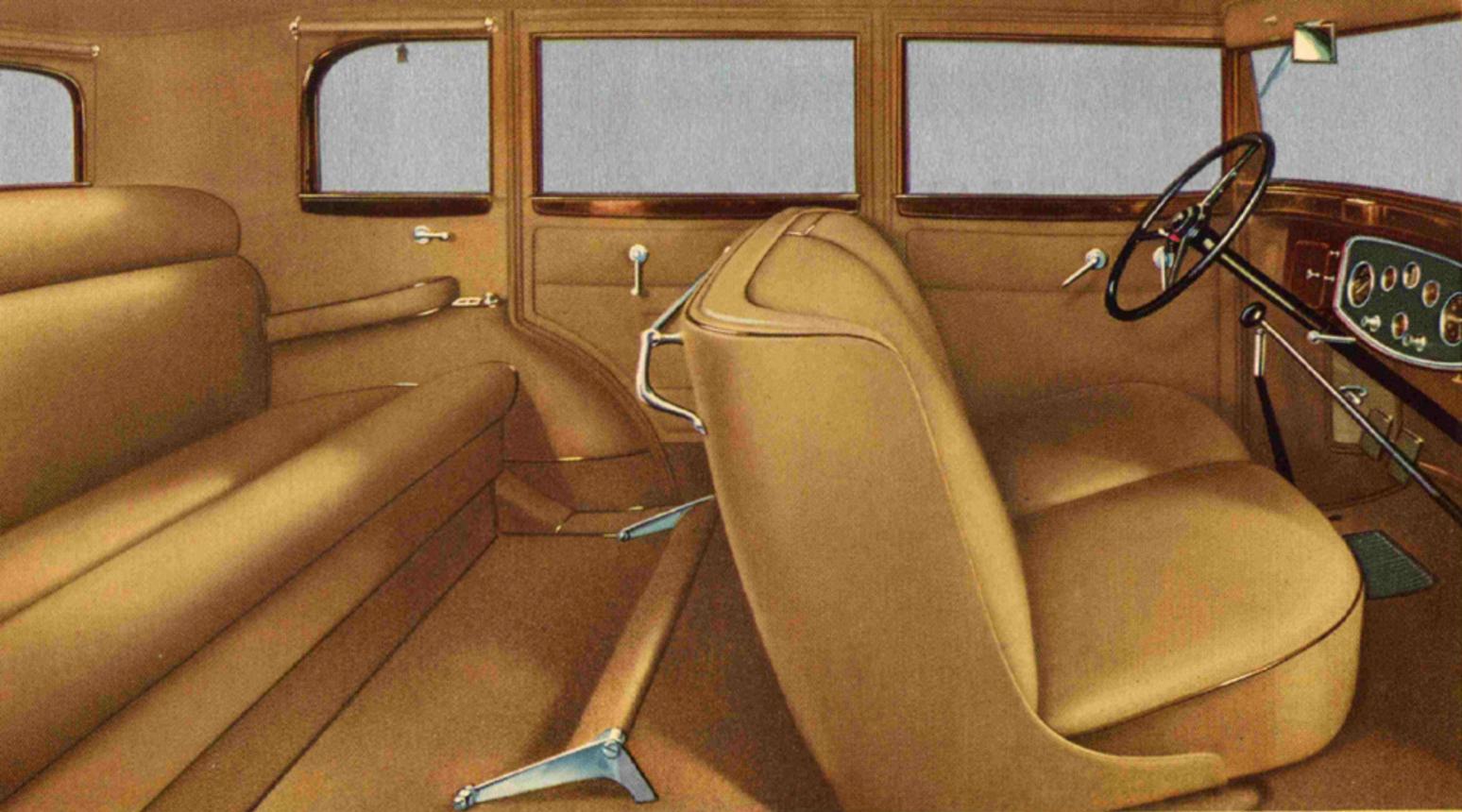
So confident are we of the new Packard Standard Eight that we willingly rest its case on the above challenge—a polite one, of course. Or on the car itself, for it can tell you even more than any of its many, many enthusiastic owners.

Why not let it speak for itself, in demonstra-

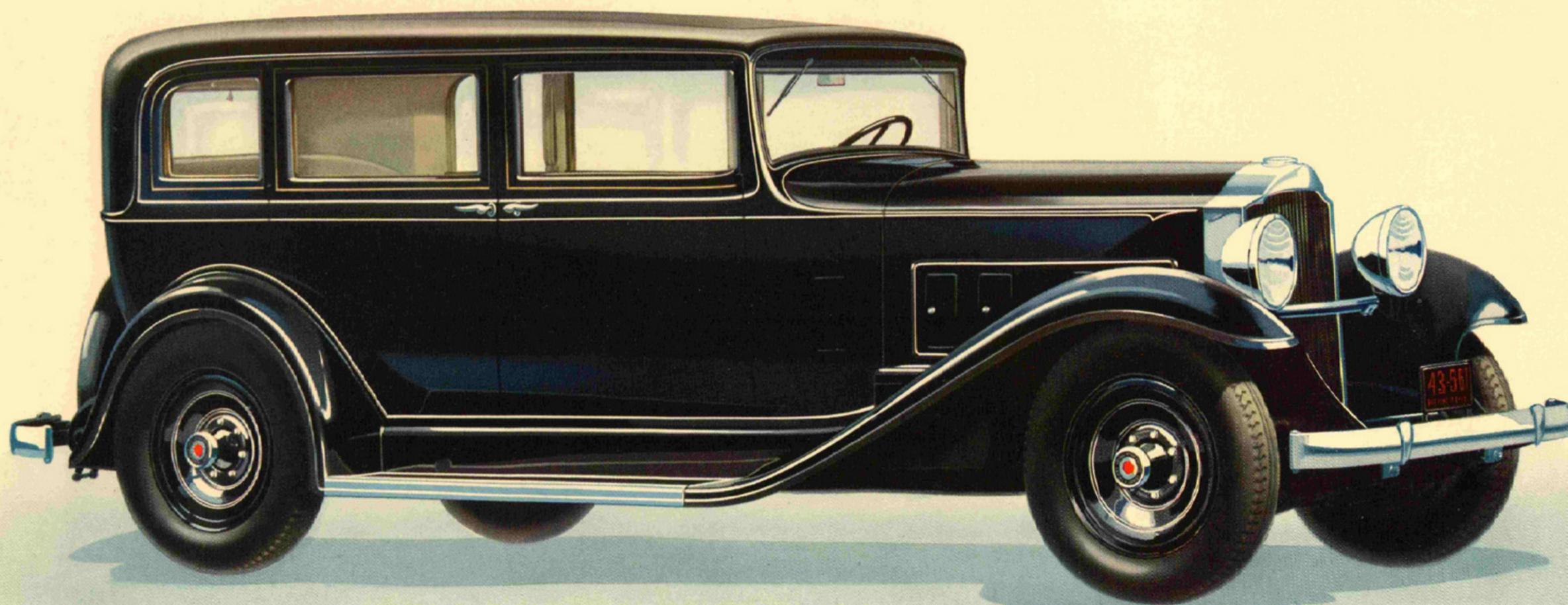
tion or test trip over any route you please, and without the slightest obligation? Let it tell you of its engineering advances—of original Ride Control first introduced by Packard and now so widely followed by others; of its automatic clutch affording safe free wheeling results; of its new and quiet gear shifting ease; of its powerful improved straight eight engine, its longer wheelbase, wider tread, new frame construction and advances throughout in motor, chassis and body?

Following are pages which depict and describe these features in detail, and also present the thirteen beautiful models in which the Standard Eight is offered. Please study them carefully, for from them you will learn that Packard has built **new** cars for you—cars so new that not even the Packard owner can say: "Oh, I know all about a Packard."

And in buying a new car today when so many people have kept their old ones a year or two longer than usual, why not get something extra in repayment? Why not get the extra in beauty, safety, comfort, performance, luxury and distinction that is included in—the new Packard Standard Eight?

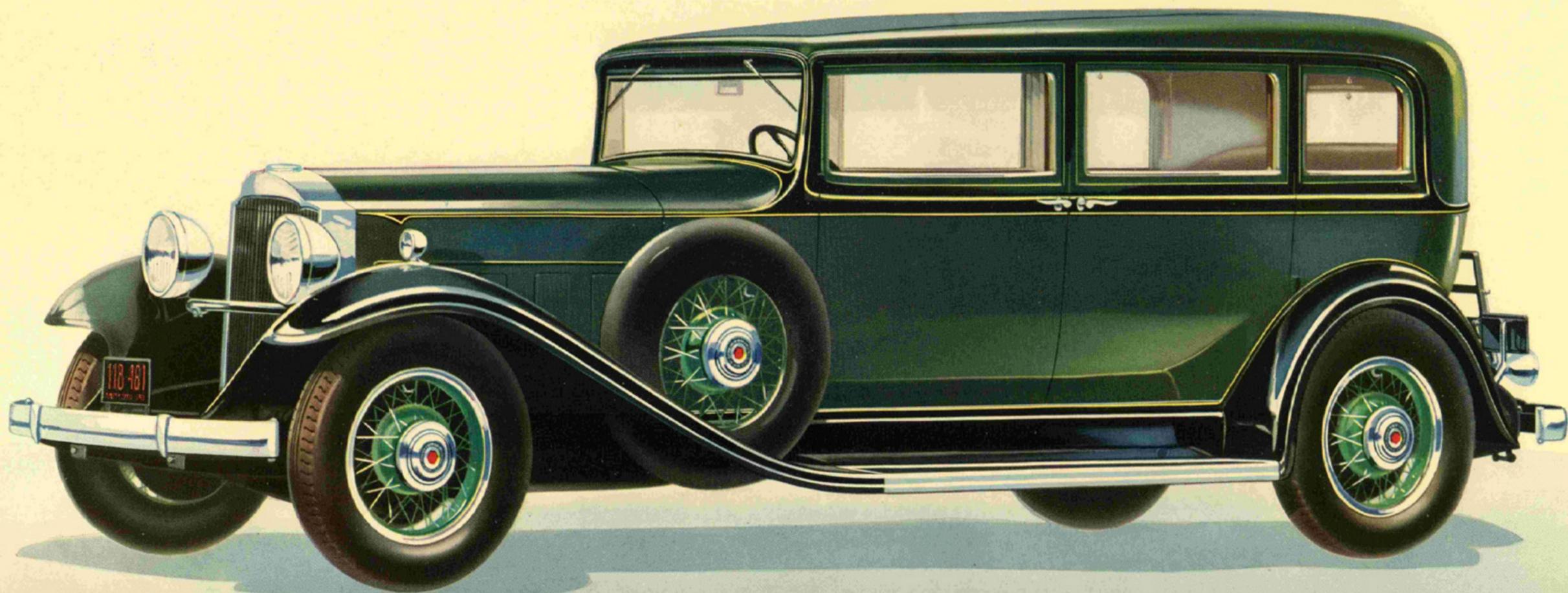
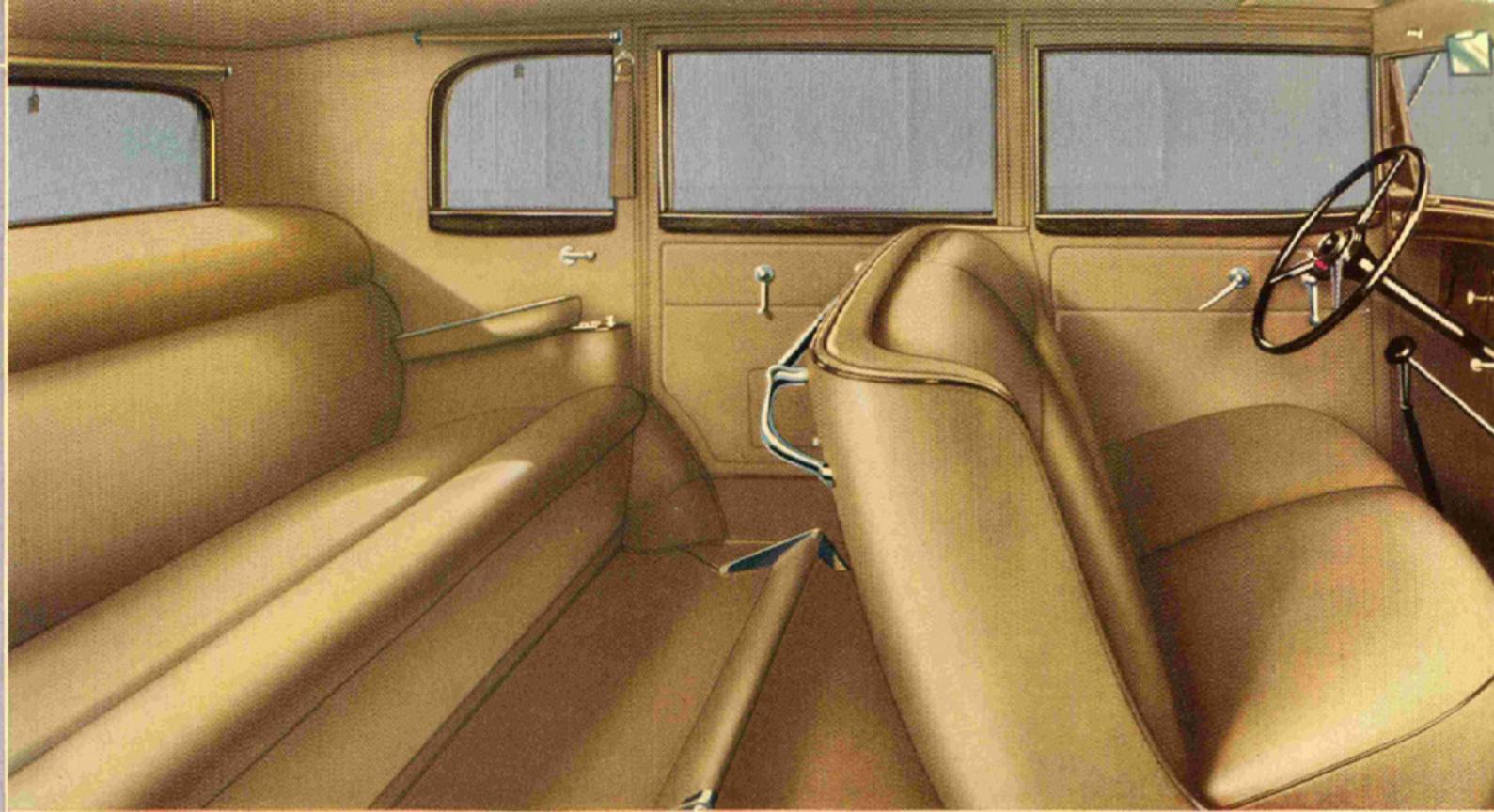


THE new Standard Eight Five Passenger Sedan is larger, more powerful, and more luxurious in every way. Its wheelbase has been extended to 129½ inches; its horsepower has been increased to 110; it includes every luxury that the intention to make the finest car could bring forth. Always Packard's most popular model, the new car will lead new thousands to Packard ownership.



The STANDARD EIGHT Five Passenger SEDAN

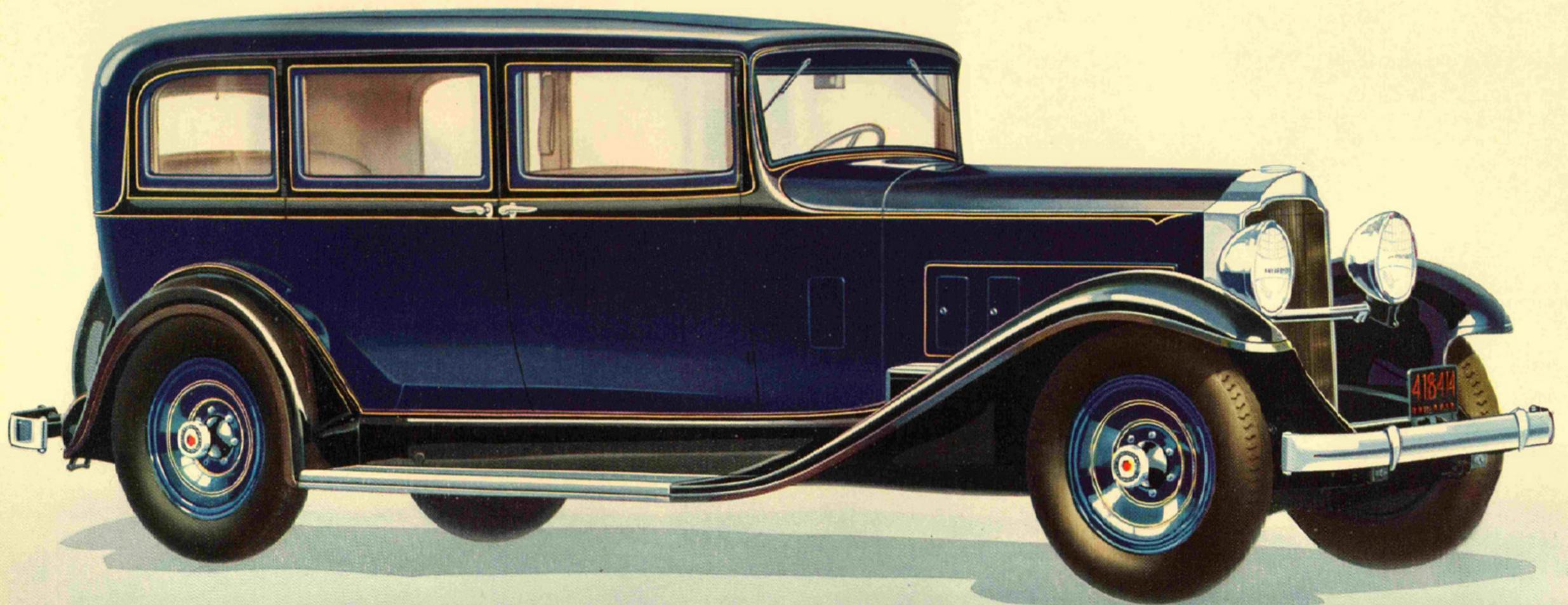
MANY with ample garage space and who do not use their cars where frequent parking is necessary, have asked for the Five Passenger Sedan body on the longer chassis. Packard has now accommodated these with a 136½-inch wheelbase model. Its increased length spells even greater beauty and riding comfort and offers a fine adaptability to custom equipment, including side-mounted wheels.



The STANDARD EIGHT Five Passenger SEDAN—Long Wheelbase

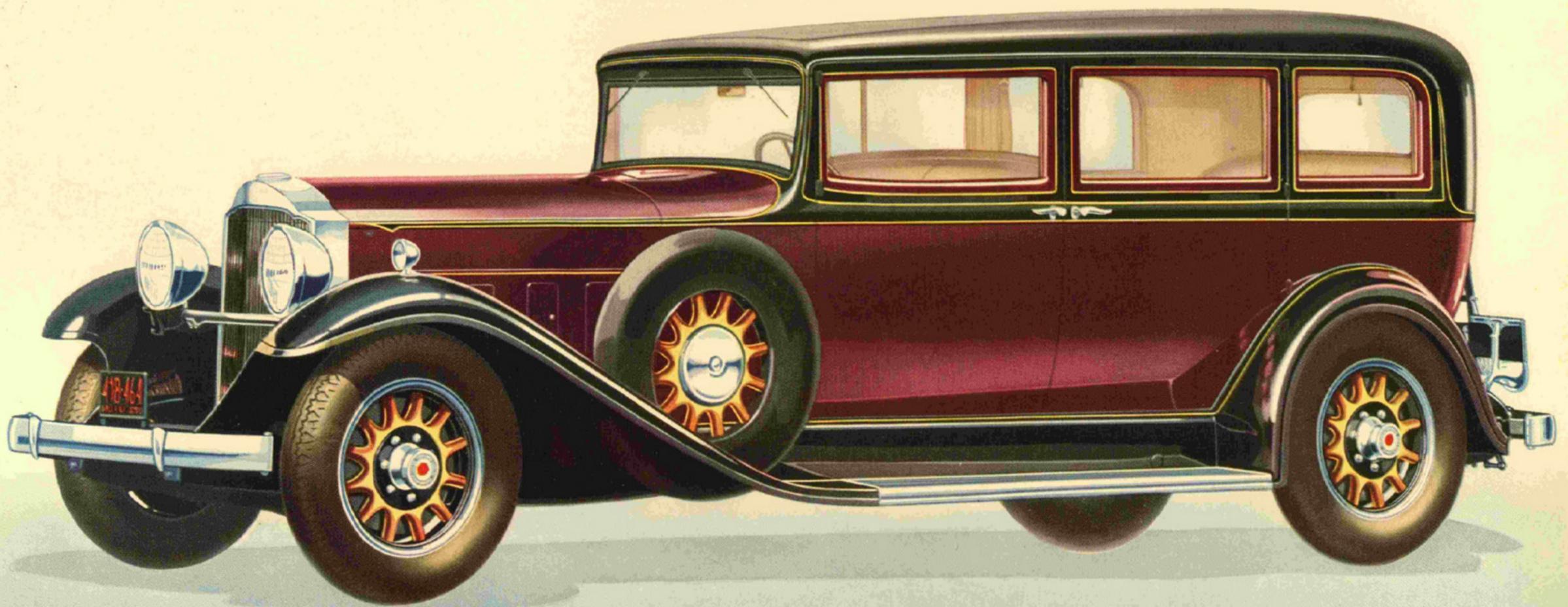
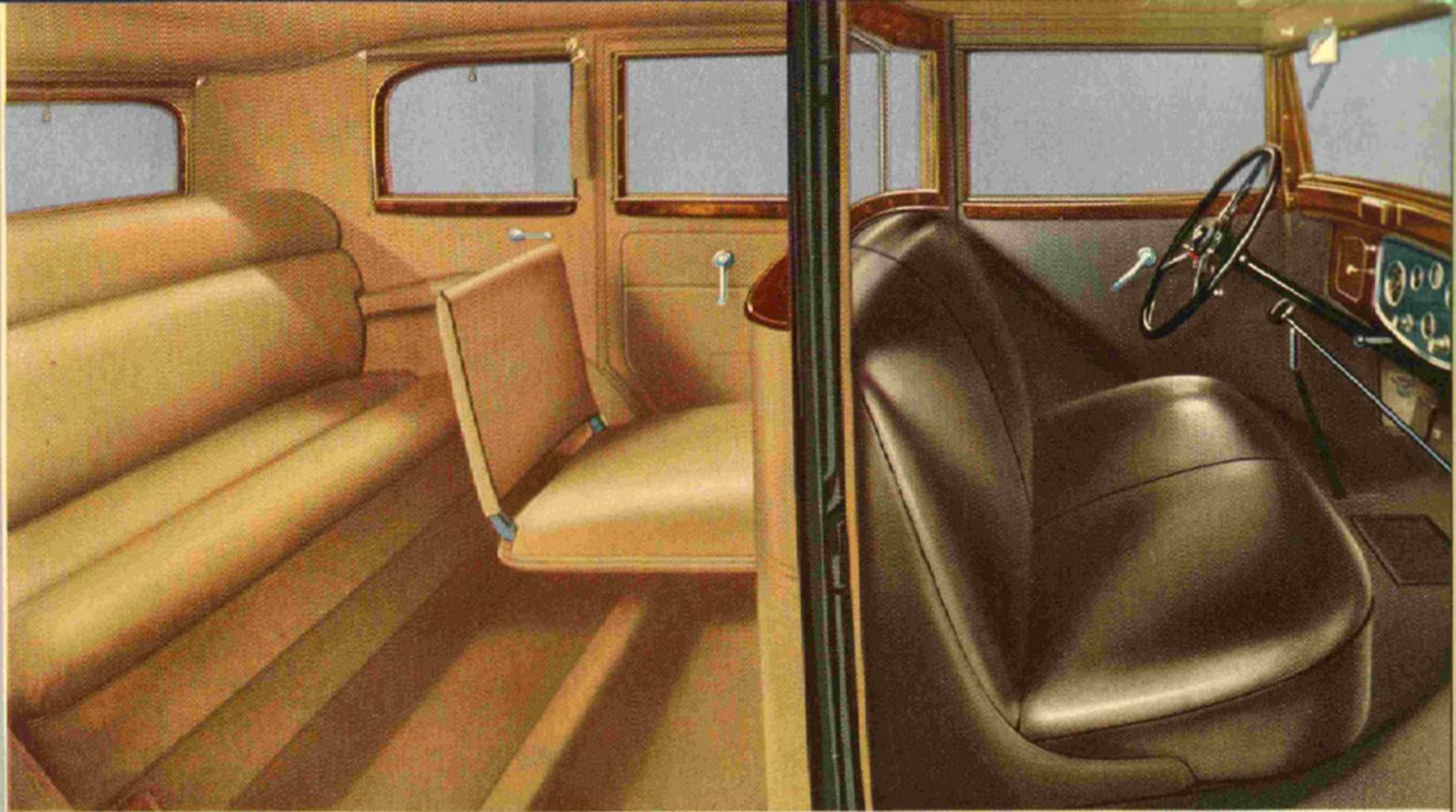


THE new Standard Eight models are readily identified by everyone "as one of those new Packards." Still typically Packard in appearance, they have been given new lines that add to an old beauty. Outstanding in gracefulness is the long, low, Seven Passenger Sedan. It displays to full advantage the blending of body and fender lines with the Continental type radiator of vee-shaped design.

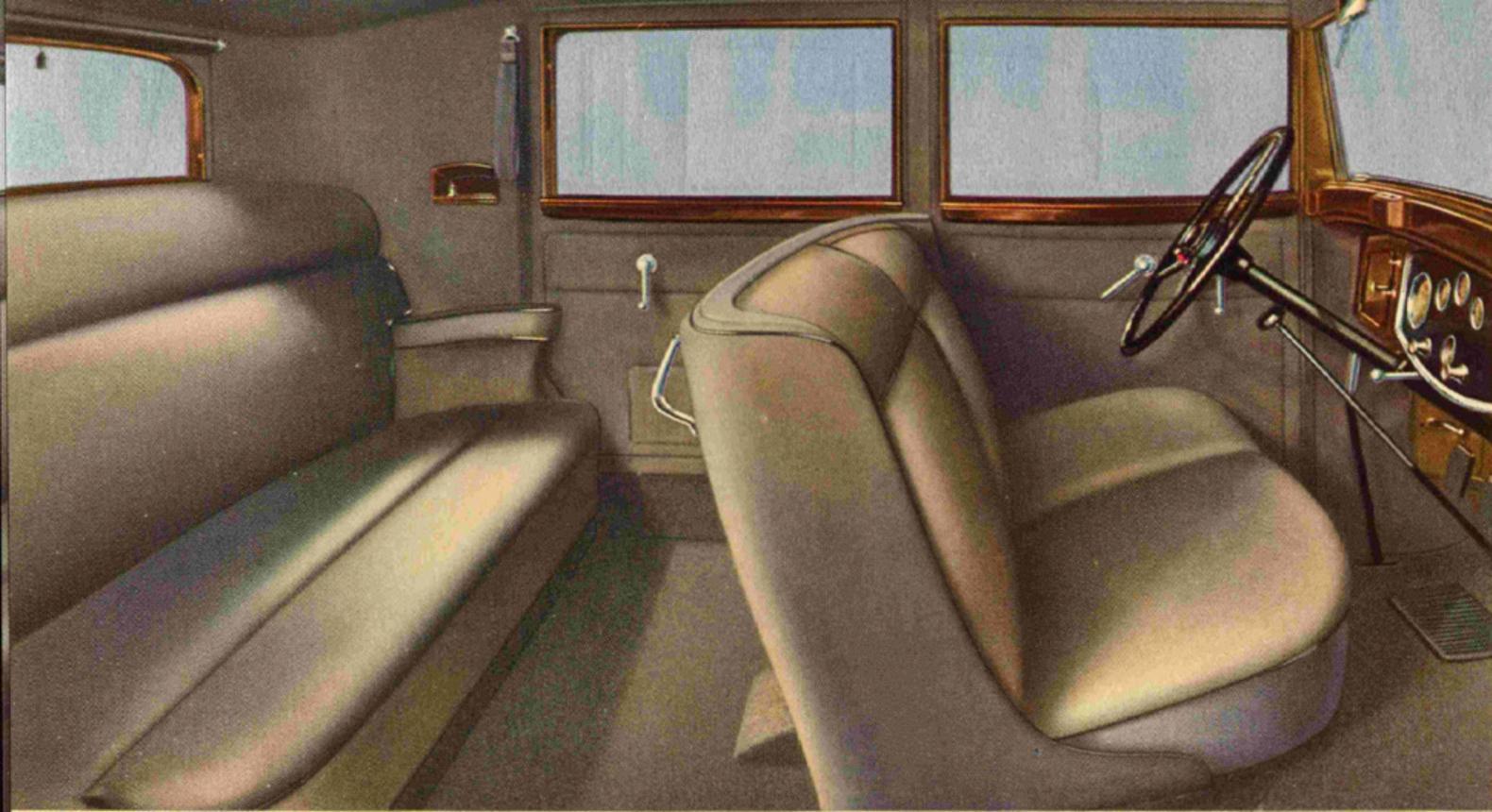


The STANDARD EIGHT Seven Passenger SEDAN

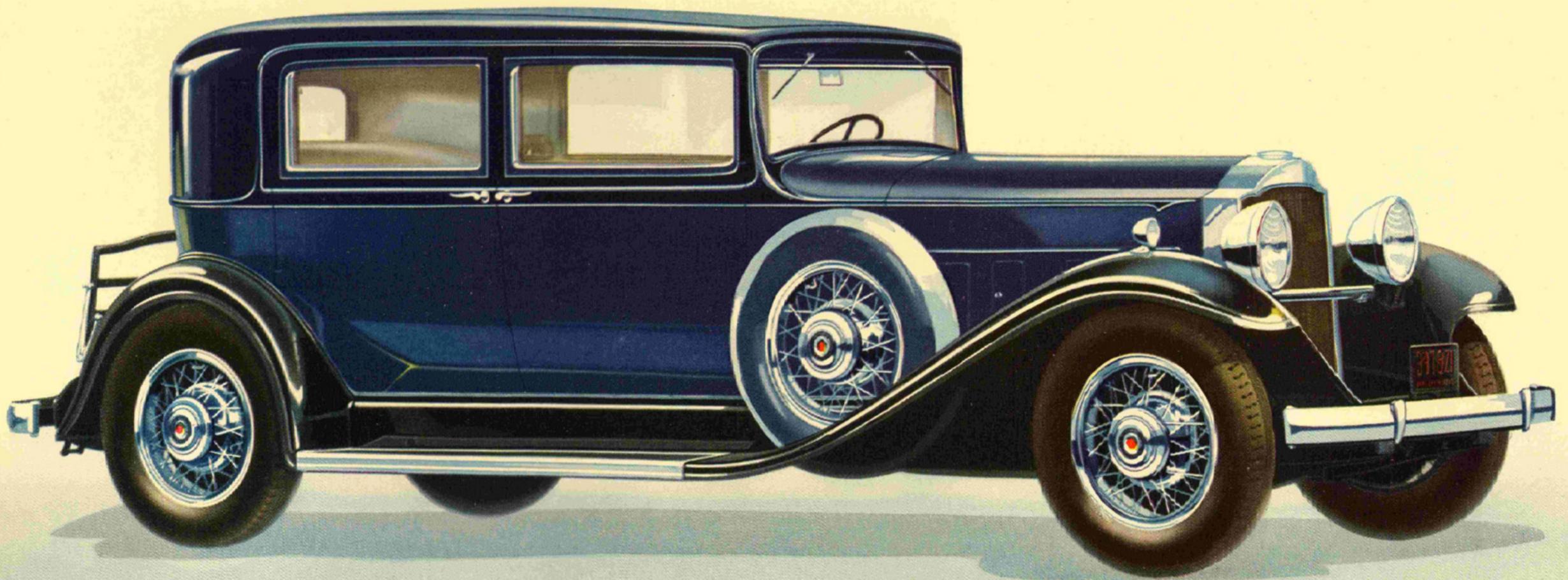
NO line of fine cars would be complete without a Seven Passenger Sedan-Limousine. Packard, most naturally, provides a distinguished model, for what car is more desirable on formal occasion than the historic Packard, long esteemed the leader in social acceptance? On informal occasion the mere lowering of a shatterproof division glass converts the Sedan-Limousine into a Sedan.



The STANDARD EIGHT Seven Passenger SEDAN-LIMOUSINE

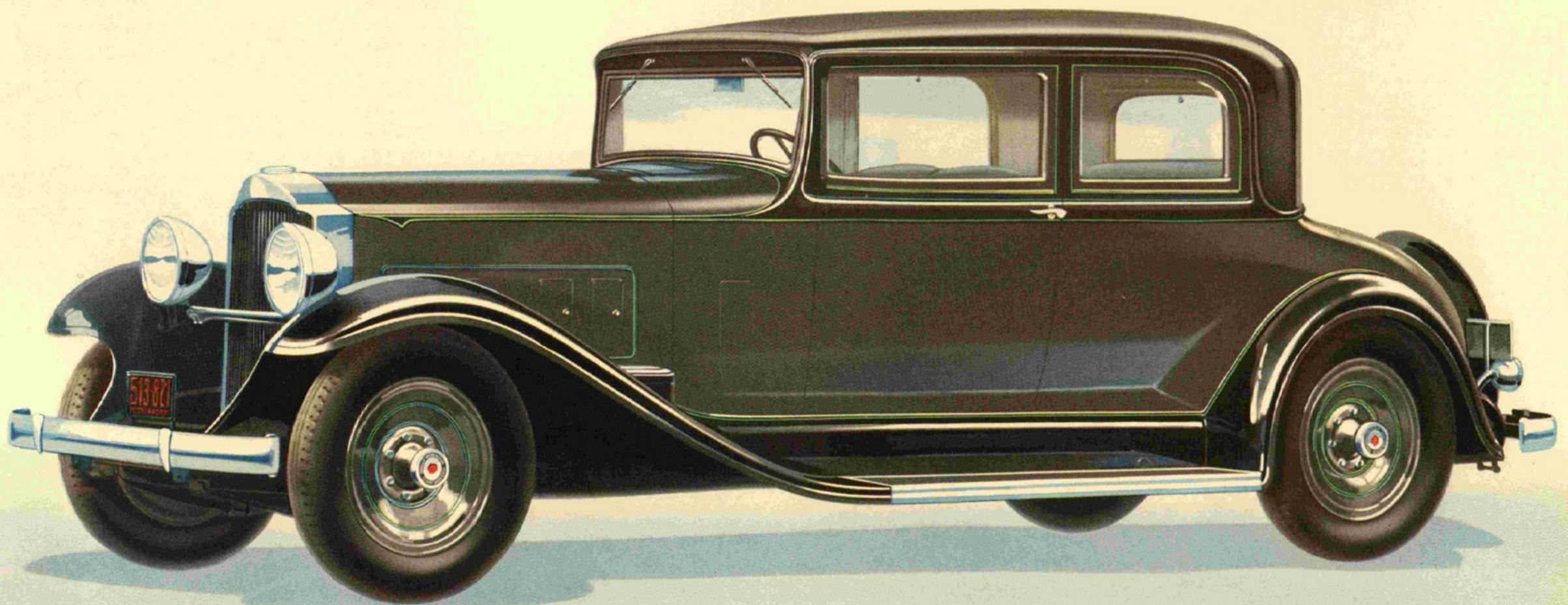


THE Five Passenger Club Sedan is a most natural combination of coupe and sedan. It provides the intimacy of one with the roominess of the other. As designed by Packard, ample leg-room is provided in the rear section. Many prefer this model for touring, stowing all baggage into a trunk with cases, obtainable for mounting on the platform provided at the rear of this graceful car.

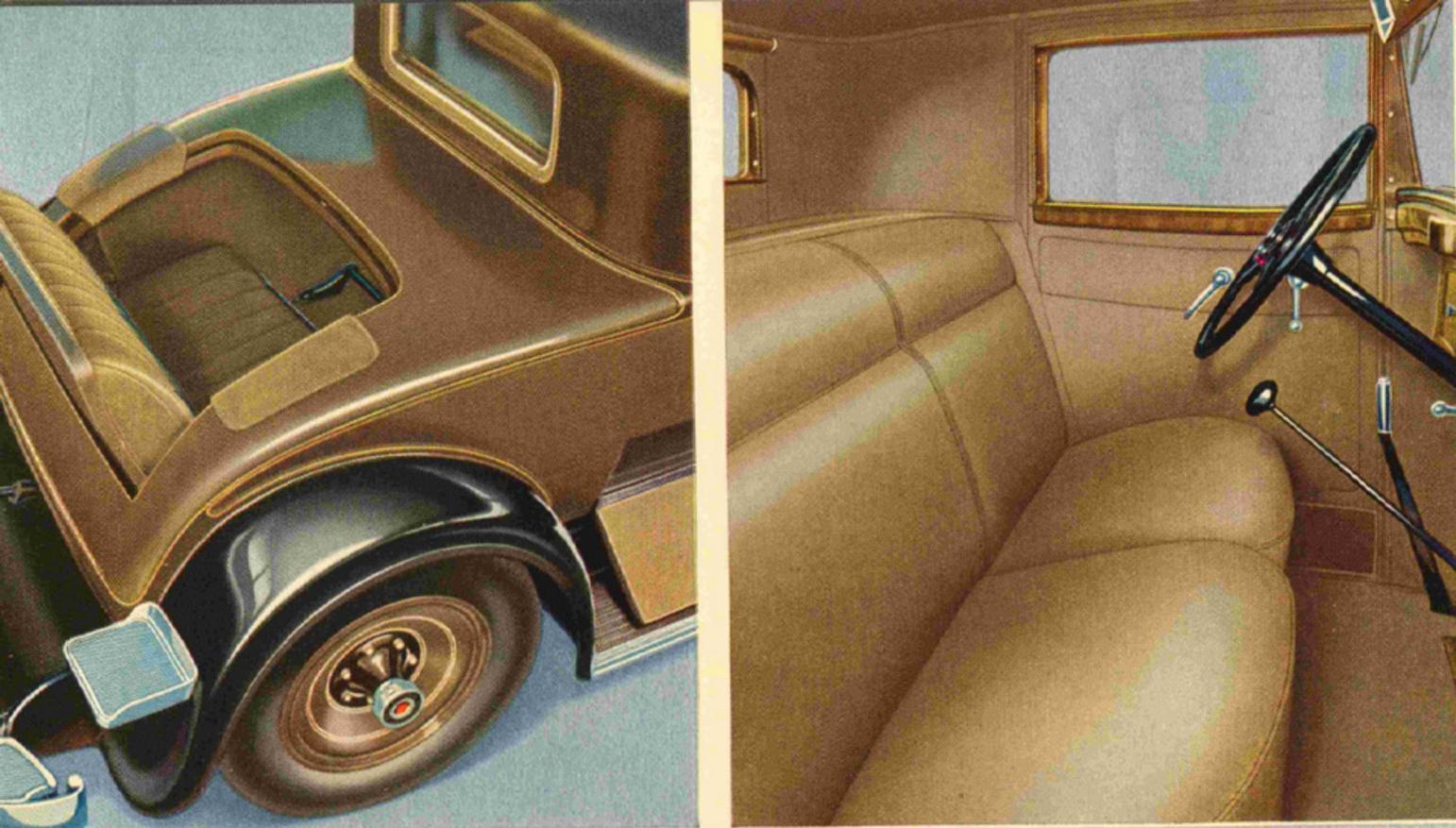


The STANDARD EIGHT Five Passenger CLUB SEDAN

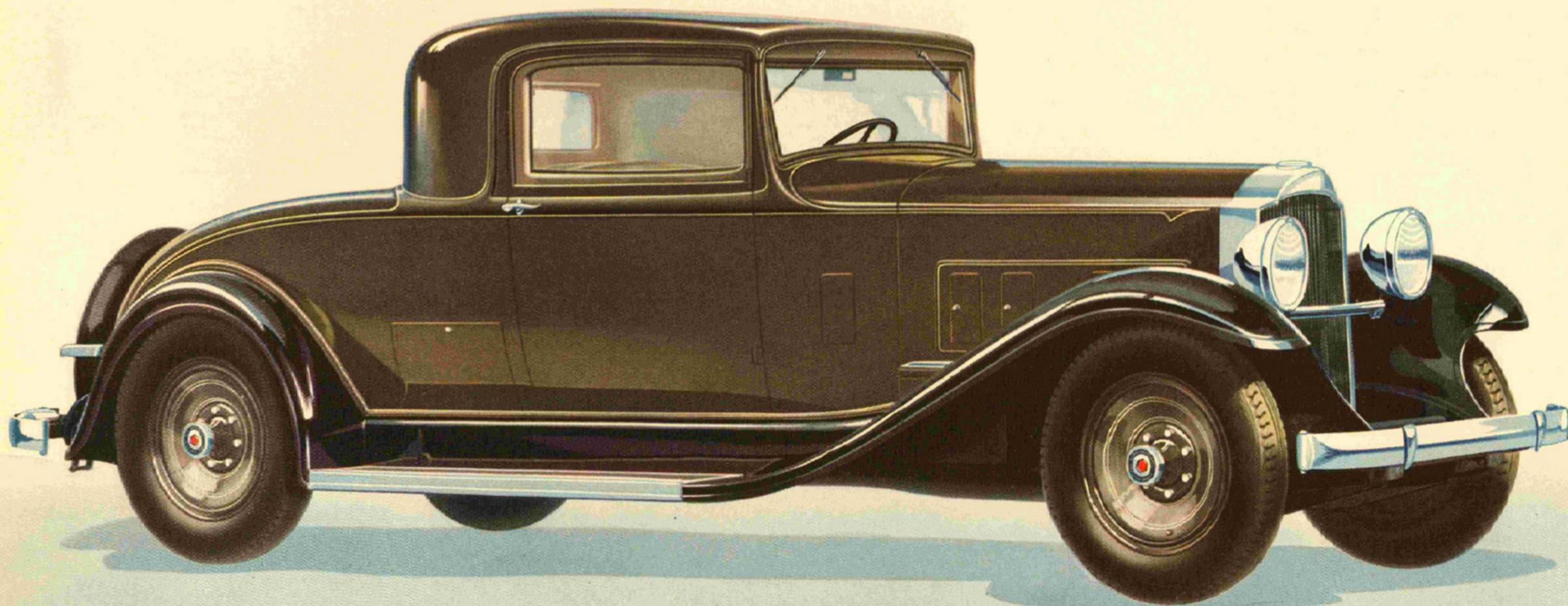
ENDEAVORING to satisfy every desire, Packard includes among its new Standard Eight models a Five Passenger Coupe. As in the Club Sedan, the passengers are grouped intimately, yet most comfortably, with ample luggage space provided in the rear deck. The Coupe as shown in the illustration, affords excellent vision, has individual or bucket-type front seats and a single door on either side.



The STANDARD EIGHT Five Passenger COUPE

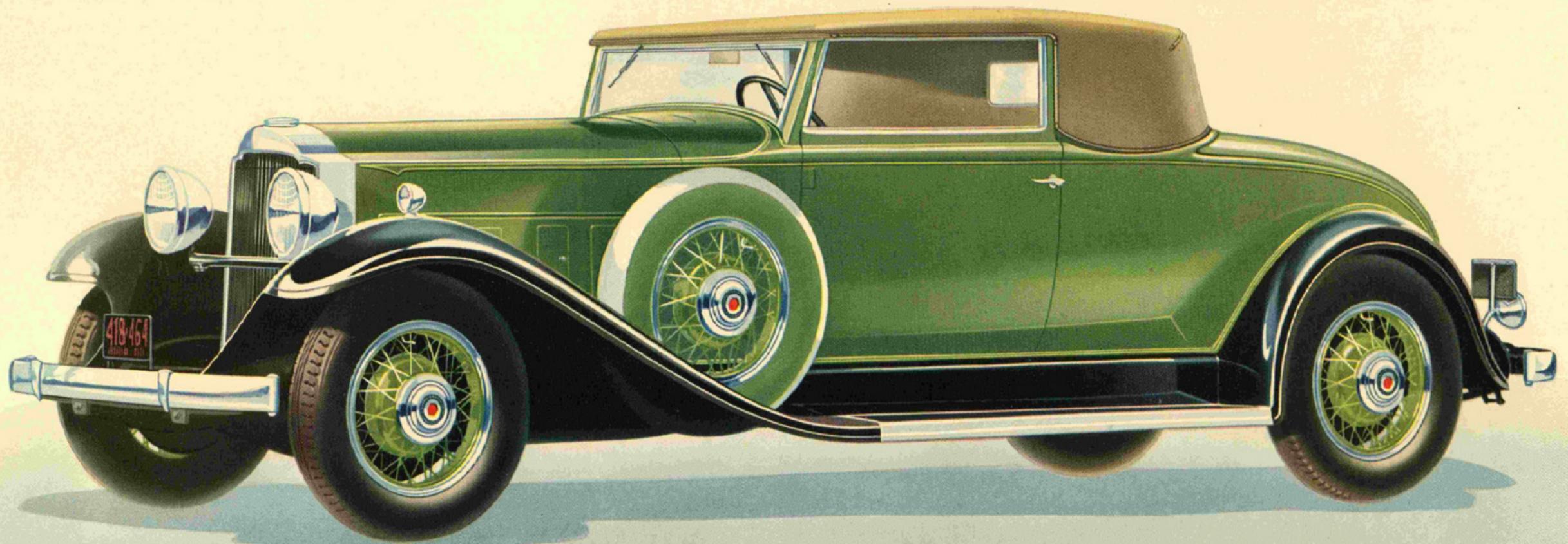
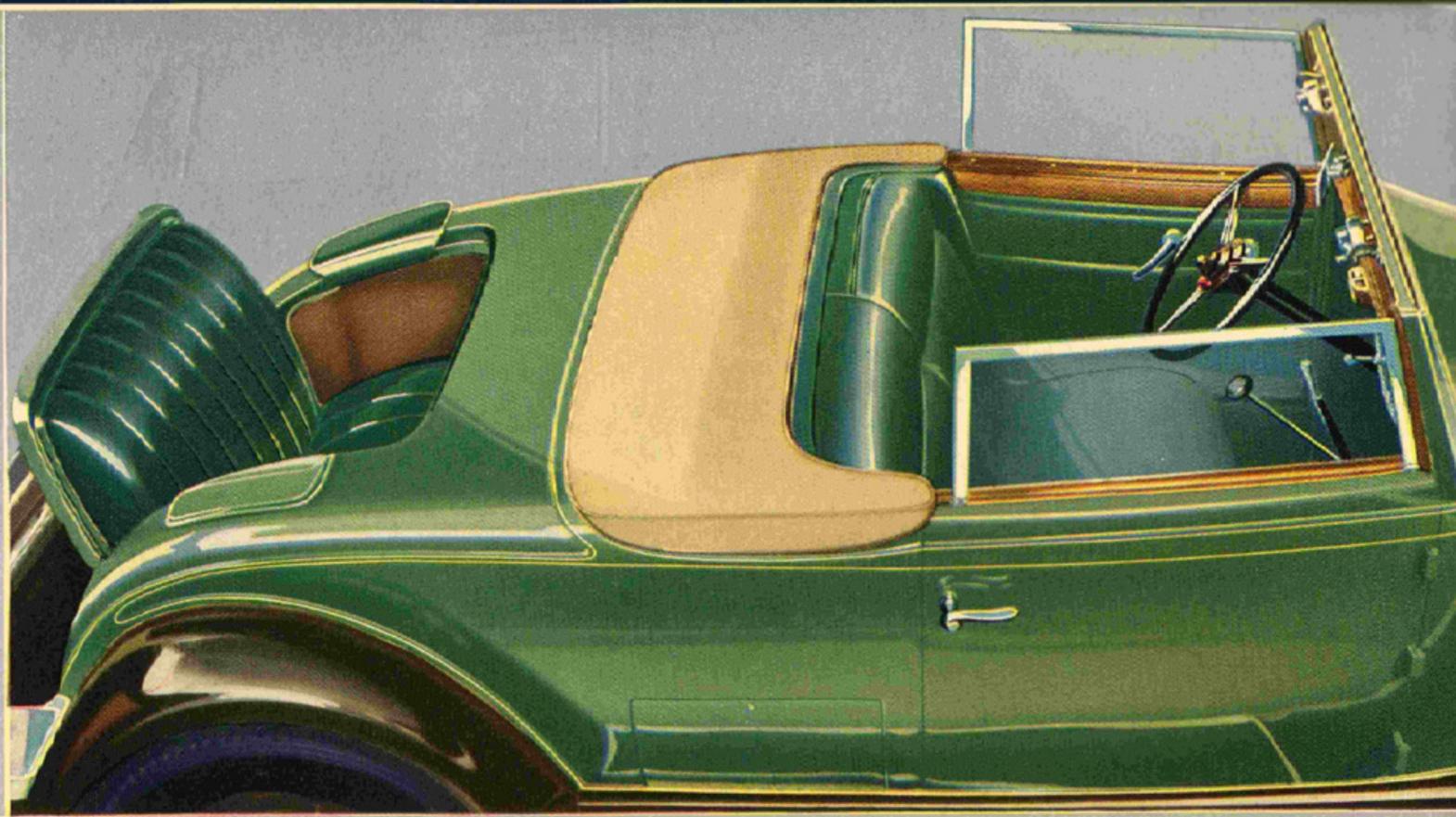


THOUGH often referred to as "the Two Passenger Coupe" this model as presented by Packard accommodates three quite comfortably in the front seat and two in the fully upholstered rumble seat. It is, however, most frequently found as an added car or among those engaged in business or professional activities. Ample luggage space is provided in two compartments each fitted with a lock.

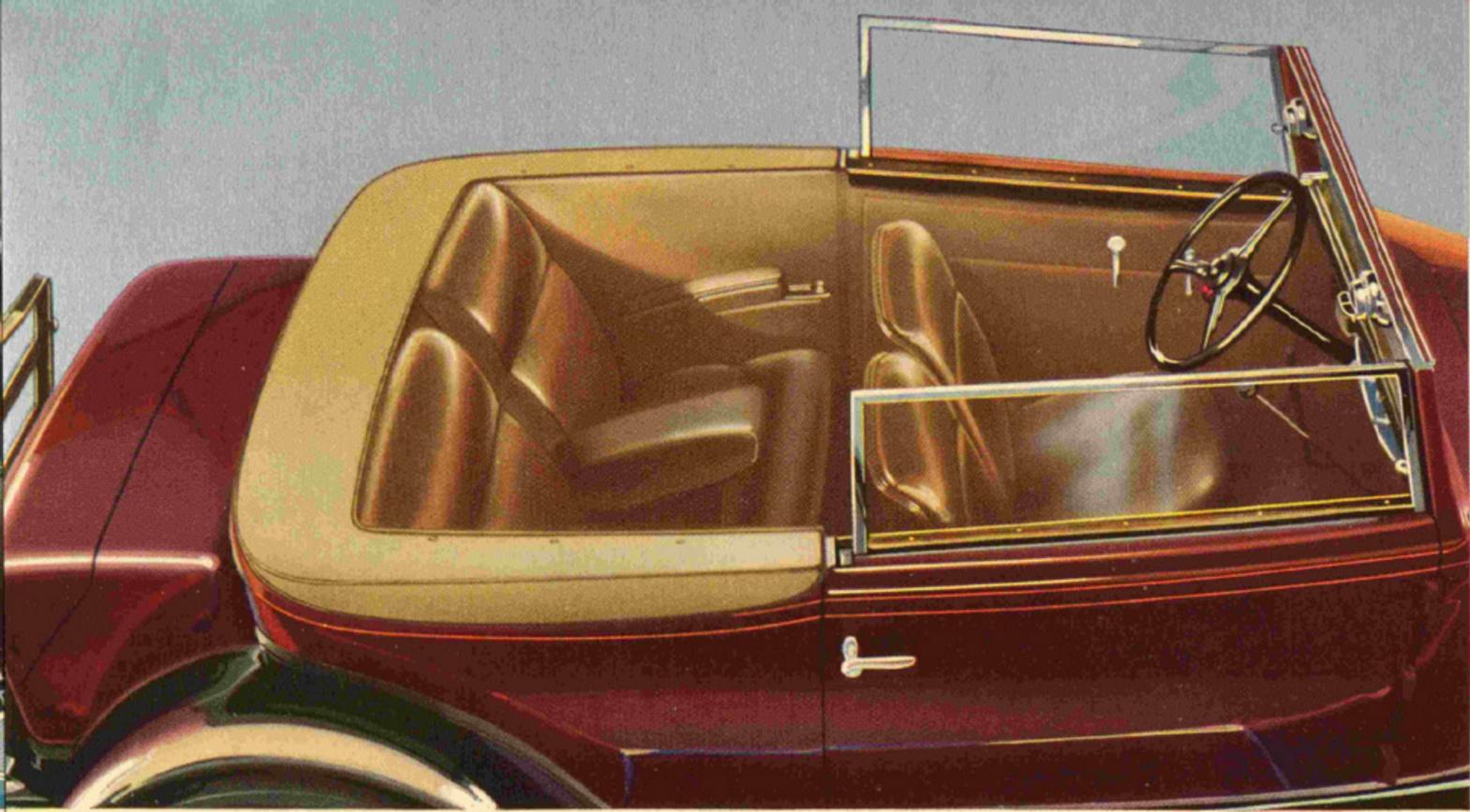


The STANDARD EIGHT Two-Four Passenger COUPE

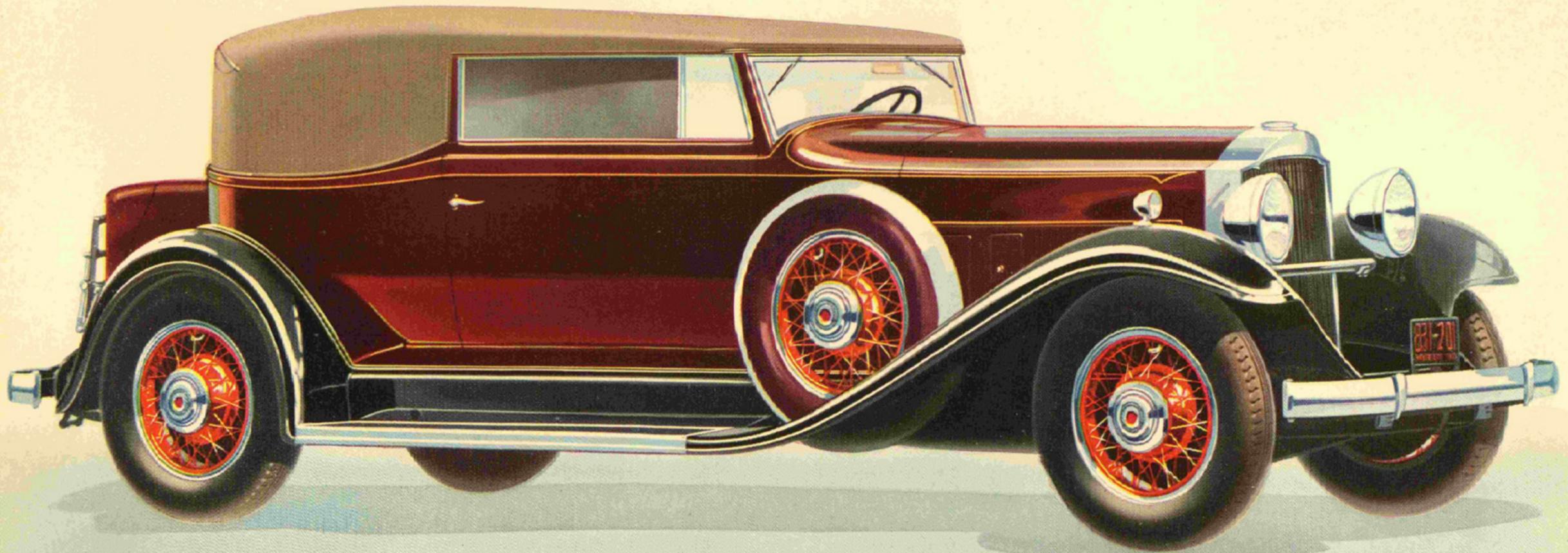
IN the early days of the industry there were no closed cars. Then came the closed car and almost the elimination of the open car. Now, a happy medium has been struck for those who delight in open air driving but who want protection against rigorous weather. Packard now offers a Coupe-Roadster suitable for two or four passengers, and with a completely disappearing top.



The STANDARD EIGHT Two-Four Passenger COUPE-ROADSTER



IMAGINE a combination of Five Passenger Phaeton and Five Passenger Coupe and you have the new Victoria, an added model to the Standard Eight line. Its top folds back and flush into a pocket, leaving the clean lines of a racing car. Water-tight and weather-tight, storms may be endured in comfort and with top down, sunshine enjoyed to the fullest.



The STANDARD EIGHT Five Passenger VICTORIA

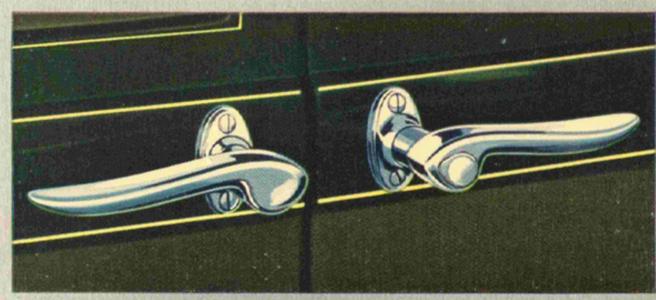
COLORS AND FABRICS OF THE NEW STANDARD EIGHT

THE new Standard Eight models are presented in a wide variety of color combinations at no extra charge. Any one of these may be selected with the assurance of proper color balance. Each is a color ensemble that has been passed upon favorably by Packard's own "Board of Color", a group that has had long experience in combining good color taste with the trend of popular demand. Reference to car pages will display to you the many options now available as standard.



FABRICS complementary in appearance to the color combinations have been specially made for the new Packard cars. In the enclosed cars the best of all-wool material has been specified. The open cars are trimmed in the finest grade of colorful leathers. The life of a motor car is dependent upon its upholstery, for once it appears worn, interest in the car fades rapidly. Packard has been careful to insure that mechanical excellence and body beauty will round out long lives thus together.

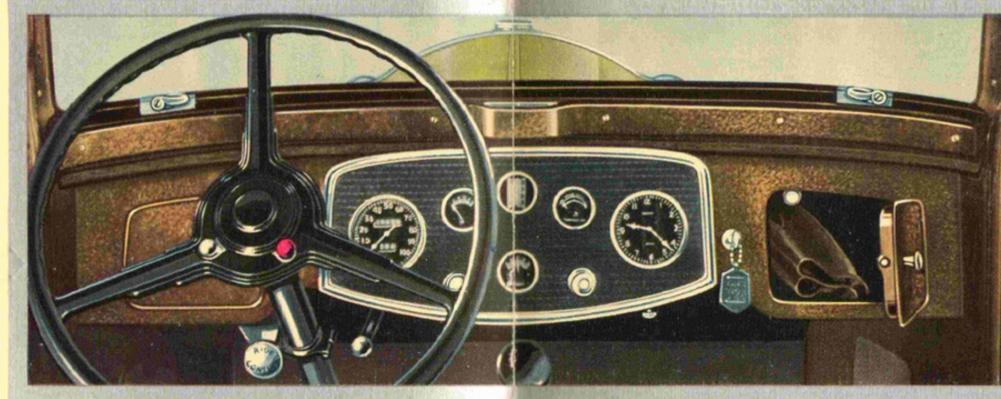
SOME OF THE NEW FEATURES OF SAFETY AND CONVENIENCE IN THE NEW STANDARD EIGHT MOTOR CARS



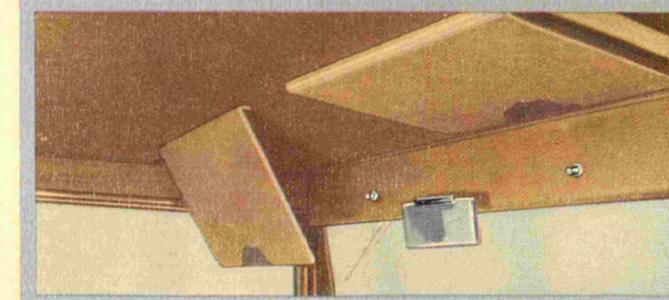
All will appreciate the wing-type, finger touch, door handles.



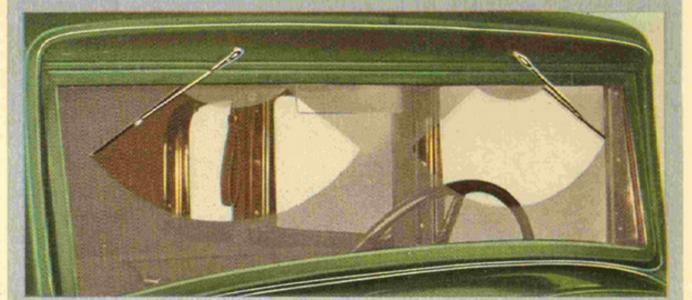
Bonnets have doors instead of louvers, and a single handle.



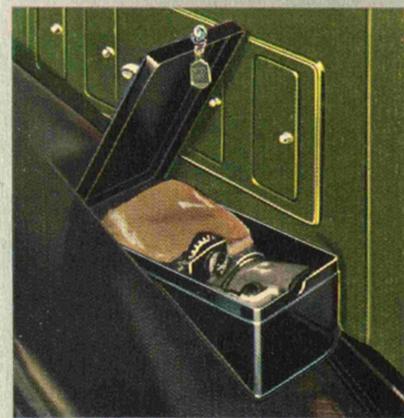
All operating mechanism has been mounted for natural and easy handling including the Finger Control button for automatic clutch action with free wheeling results.



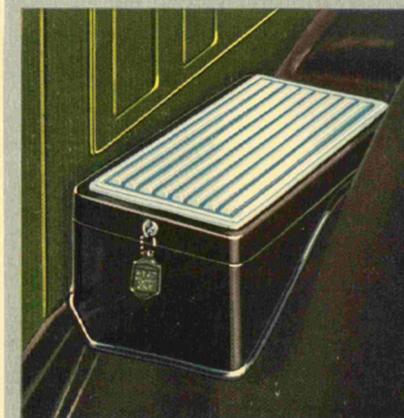
Folding visors protect against the low sun's eye-straining rays.



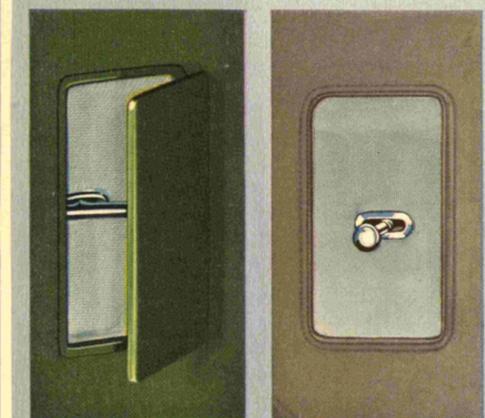
Rugged windshield cleaners clear the way for good vision.



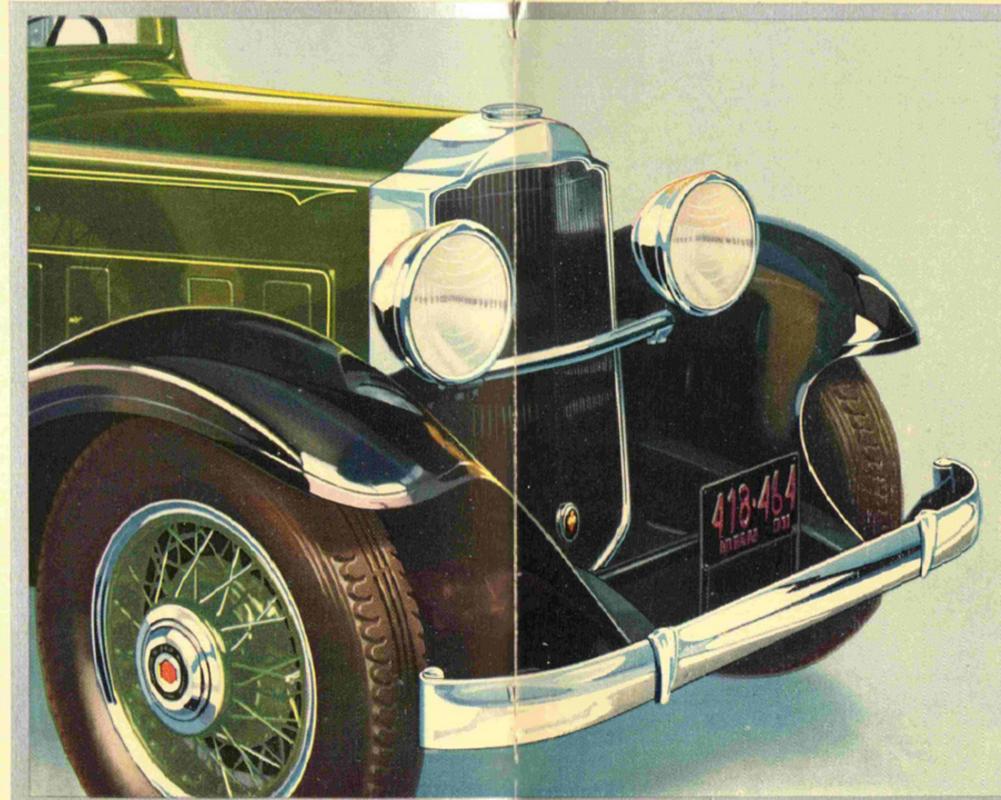
The tool box matches the battery box.



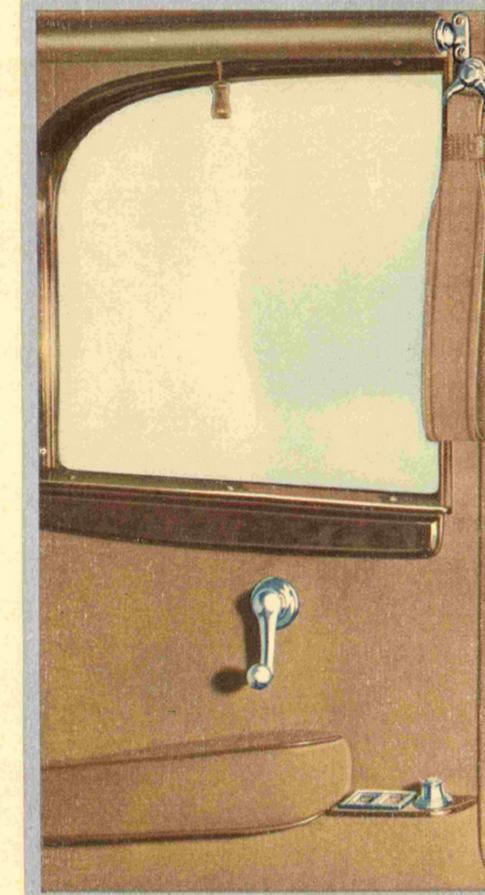
Tool and battery boxes are locked.



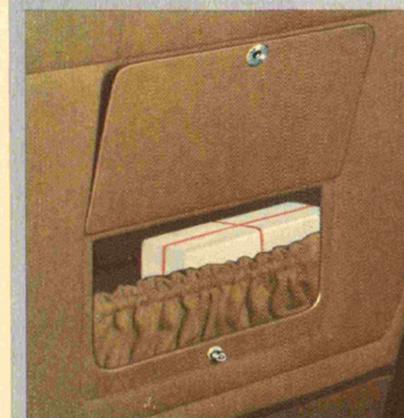
Side cowl ventilators are foot-controlled.



Every facility of Packard's engineering laboratories and proving grounds has been extended in an effort to present a car easy to drive, easy to control, and one that is safest.



The old-fashioned vanity case has given place to an added lighter and ash tray.



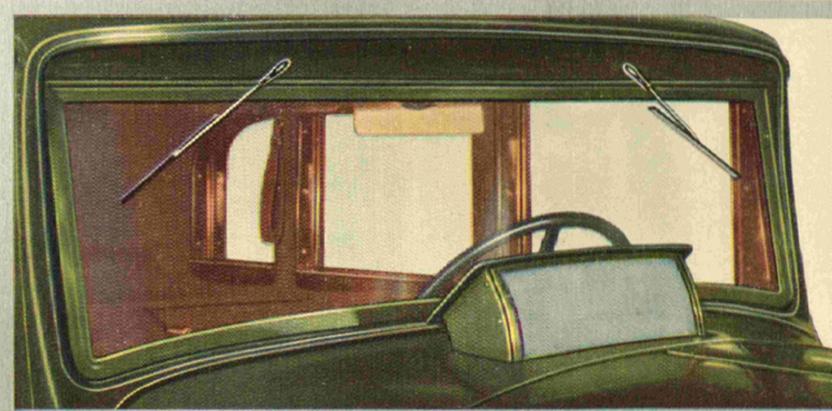
Commodious door pockets are flat.



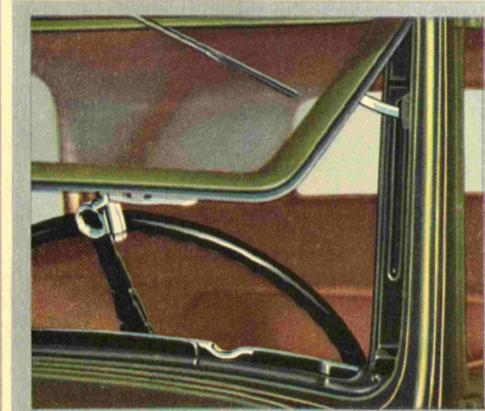
Handles are anti-garment catching.



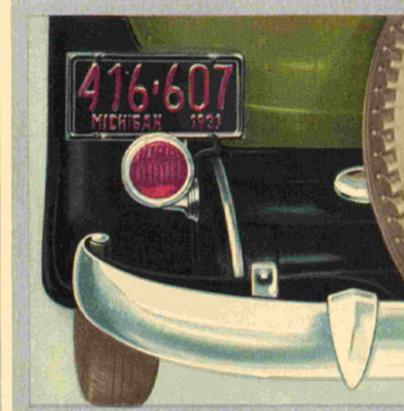
A quickly and easily operated mechanism adjusts the front seat position.



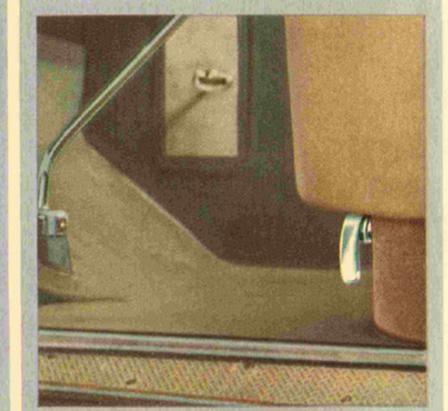
Windshields are angle set to eliminate the dangers of headlight glare. The cowl ventilator also is fitted with screen to keep disturbing insects out of the car.



Narrow pillar posts, affording good vision, hide the windshield operating mechanism.

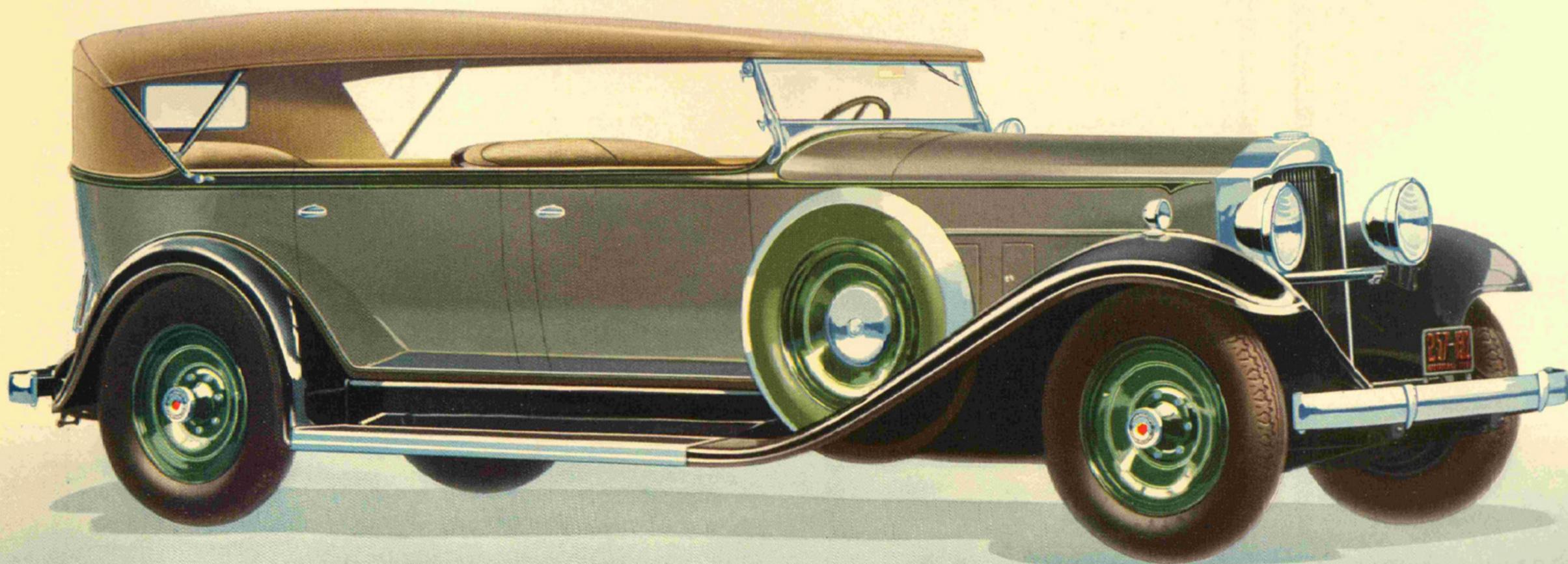


The new bumpers are sturdy and handsome, affording good protection.



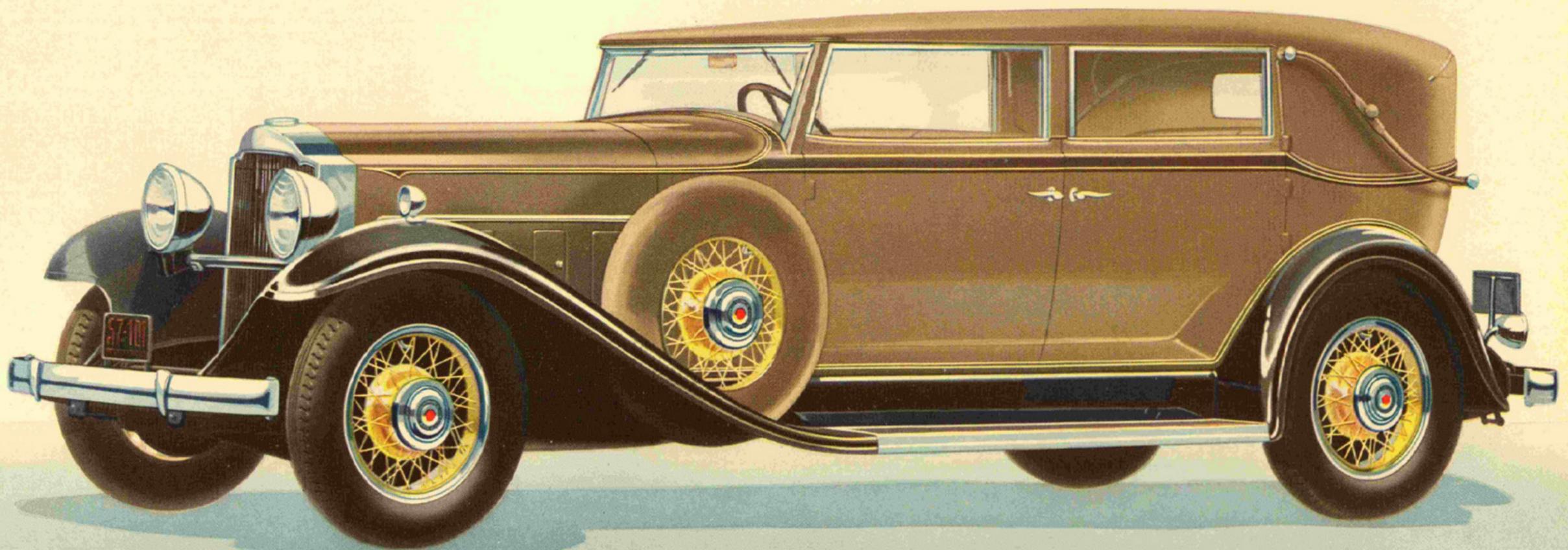
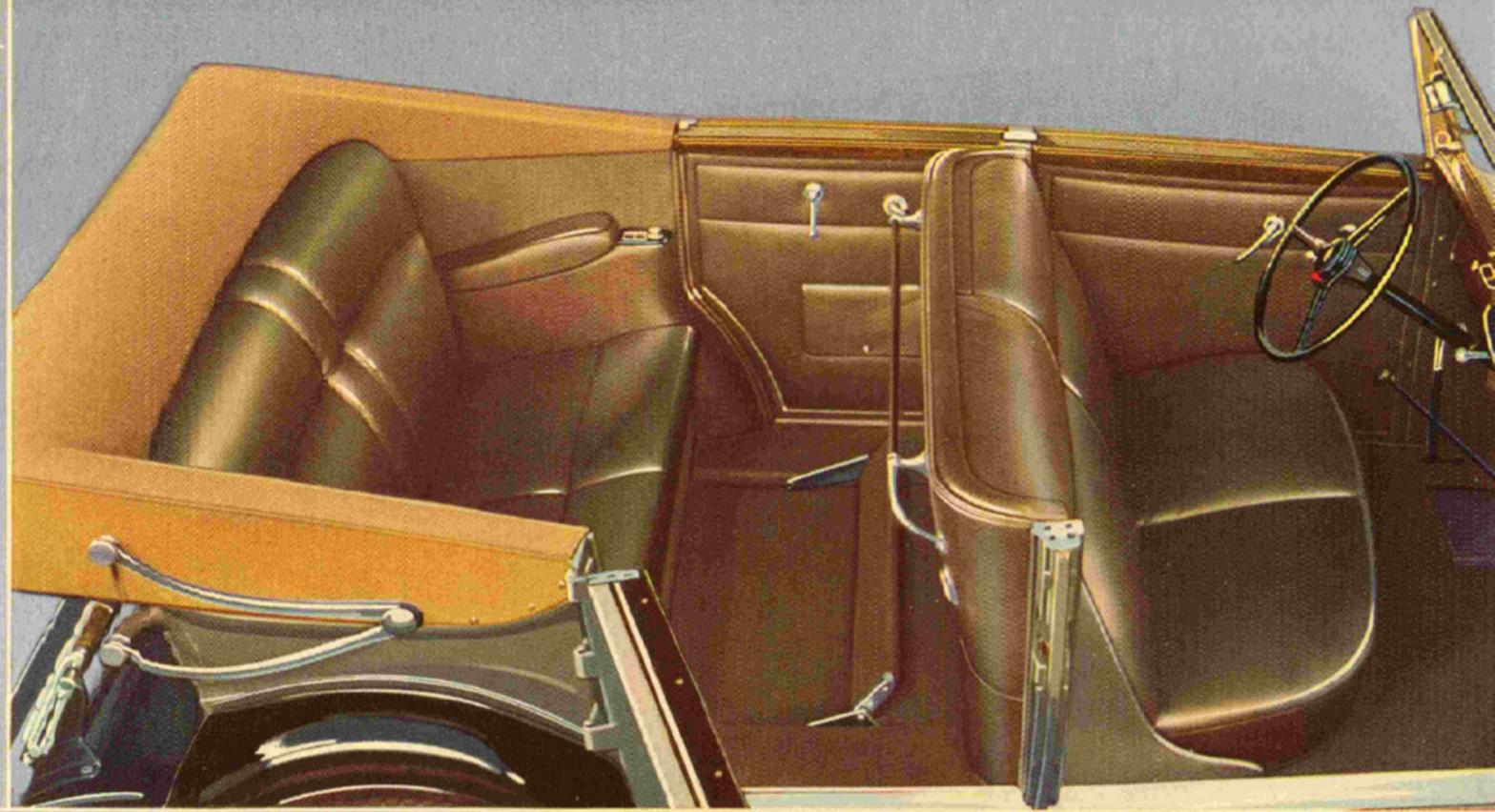


P
ATRIARCH of all Packard open cars is the Seven Passenger Touring Car. With or without custom equipment, it is a thing of beauty, making one think of some great land Leviathan as it sweeps along—the Beauty of the Boulevard and the friendly Boss of the Road—ever ready to exert its superiority when either pride or necessity commands.



The STANDARD EIGHT Seven Passenger TOURING CAR

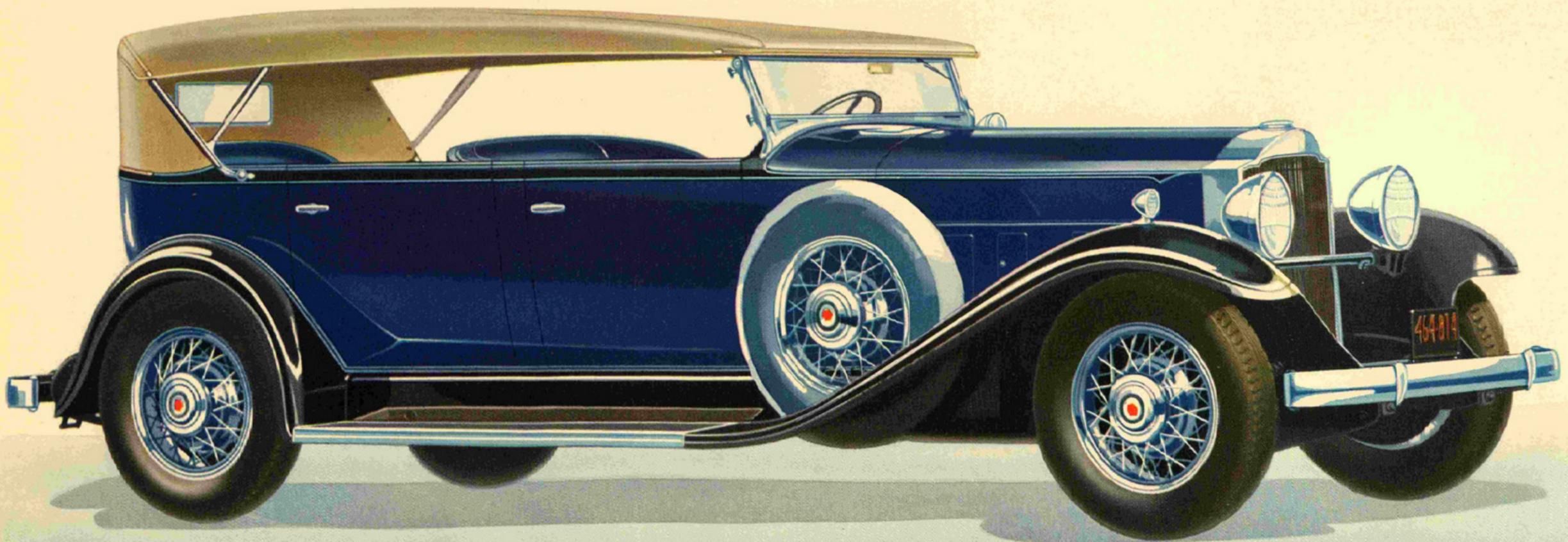
THE Five Passenger Convertible Sedan will most naturally please those who like sedans. Those who are coupe-minded will prefer the Coupe-Roadster and those who have had the larger Coupes or Club Sedans will feel at home in the Victoria. The Sedan, as you will note, has four doors for greatest ease of entering or leaving and, of course, ample roominess in front or rear seat.



The STANDARD EIGHT Five Passenger CONVERTIBLE SEDAN

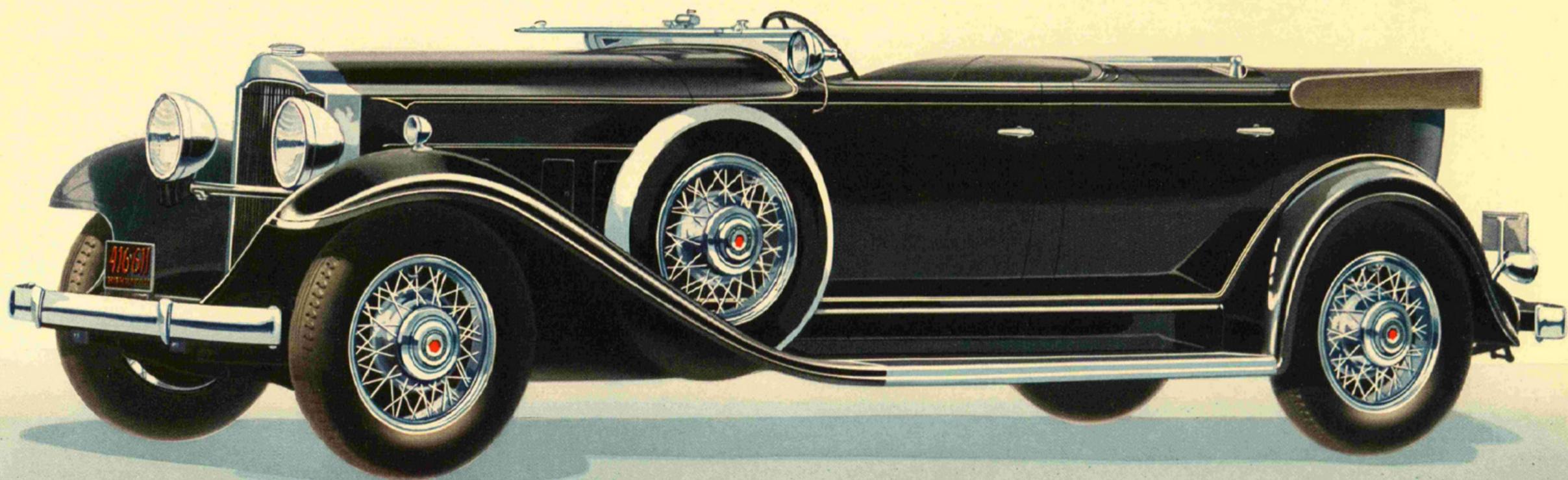
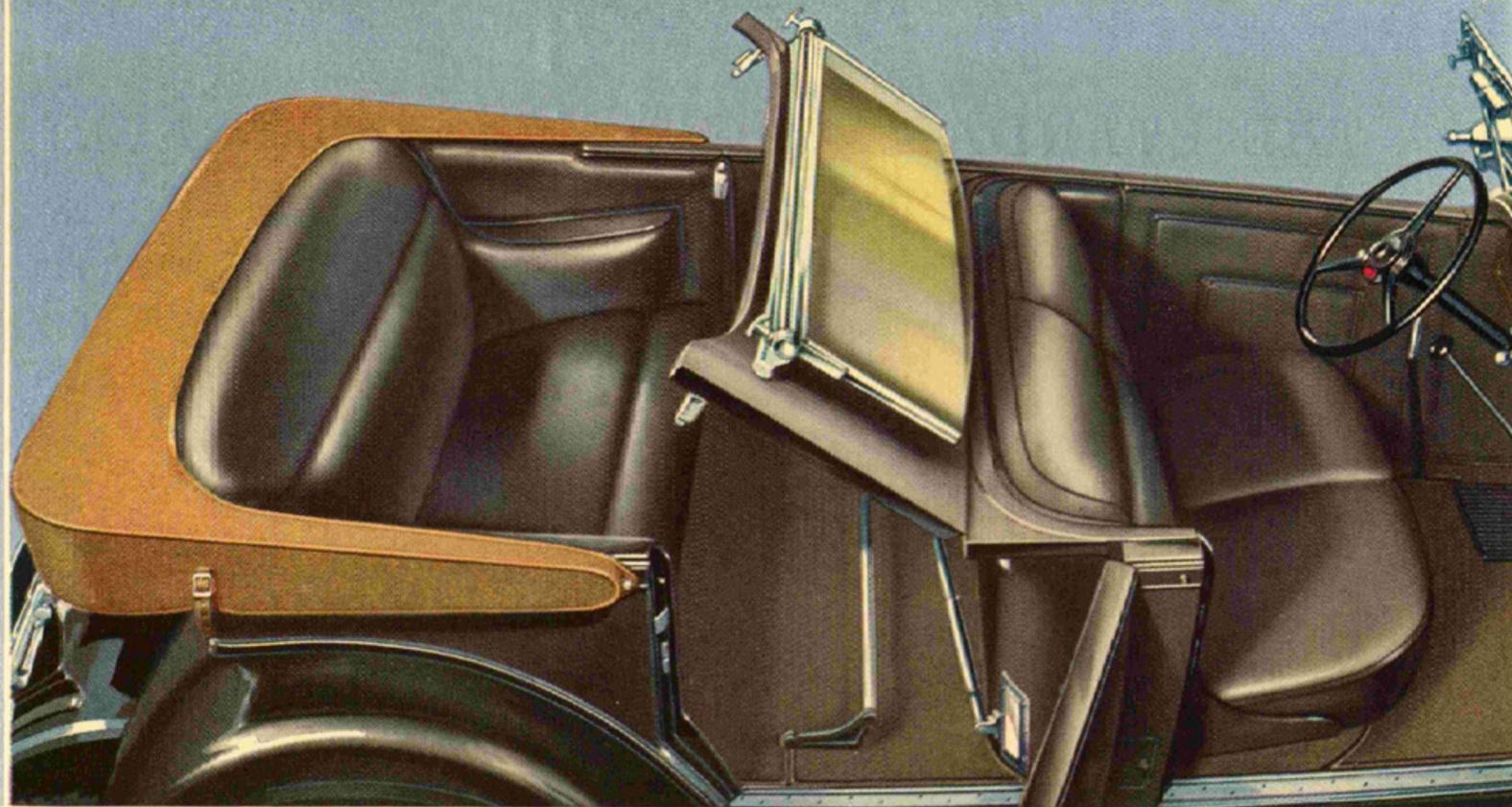


P
ACKARD'S original claim to distinguished appearance and motor car beauty was established in open car days. Today, the new Standard Eight open cars carry this claim to new and greater heights. Lower and flowing back from the new radiator, the bodies, especially those of the Phaeton models, seem more like racing hulls than anything else. To have a Phaeton is to know the sunshine.



The STANDARD EIGHT Four Passenger PHAETON

THIS page illustrates the new Sport Phaeton with its tonneau deck and shield, together with certain custom equipment. It is most truly an open air model. With top down and windshields up, sunshine can be enjoyed without any great sweep of wind. Offered in beautiful colors and with its fleet lines, the Sport Phaeton soars through traffic like some bird of gay and colorful plumage.

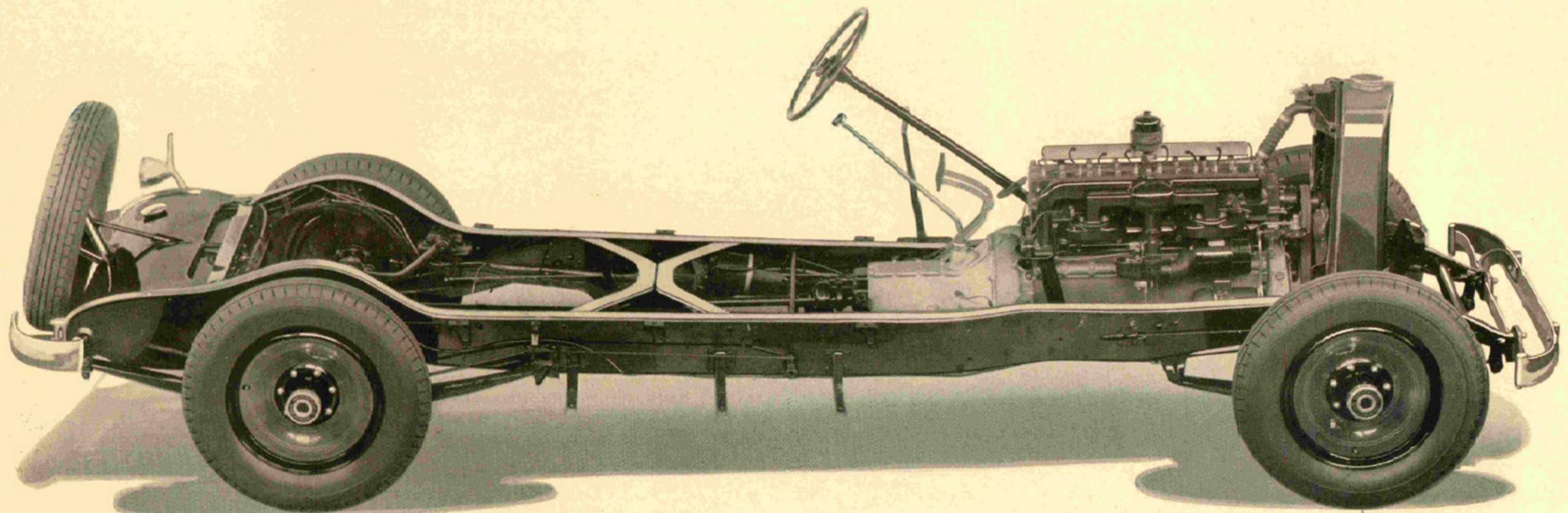
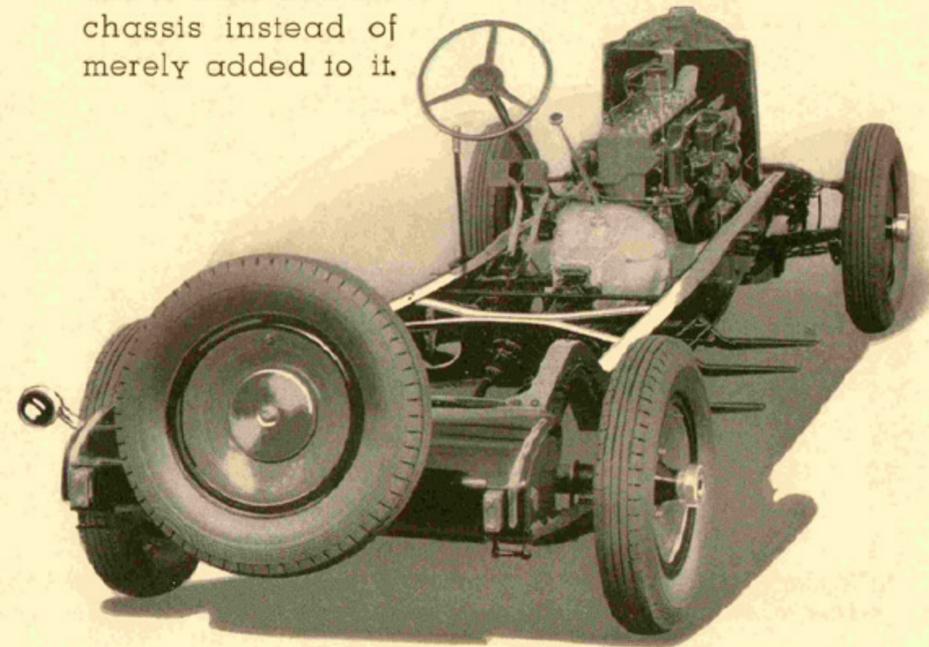


The STANDARD EIGHT Four Passenger SPORT PHAETON

THE STANDARD EIGHT, MECHANICALLY

NO matter how graceful the body lines or how soft the cushions, a car can be no longer-lived than its basic foundation. The underlying structure of the new Standard Eight, though hidden beneath the smooth beauty of body and bonnet, can well withstand the closest scrutiny of the most engineeringly minded purchaser. From its stiff backbone—a deep frame of new design reinforced for extra strength by a sturdy X-member—to other important refinements such as the cowled gasoline tank and new Continental designed vee radiator, the chassis stands an example of engineering forethought. Built INTO it, rather than merely built on to it, are the various mechanical systems described in detail in the following pages, and which contribute so much to motoring performance, safety, comfort and luxury.

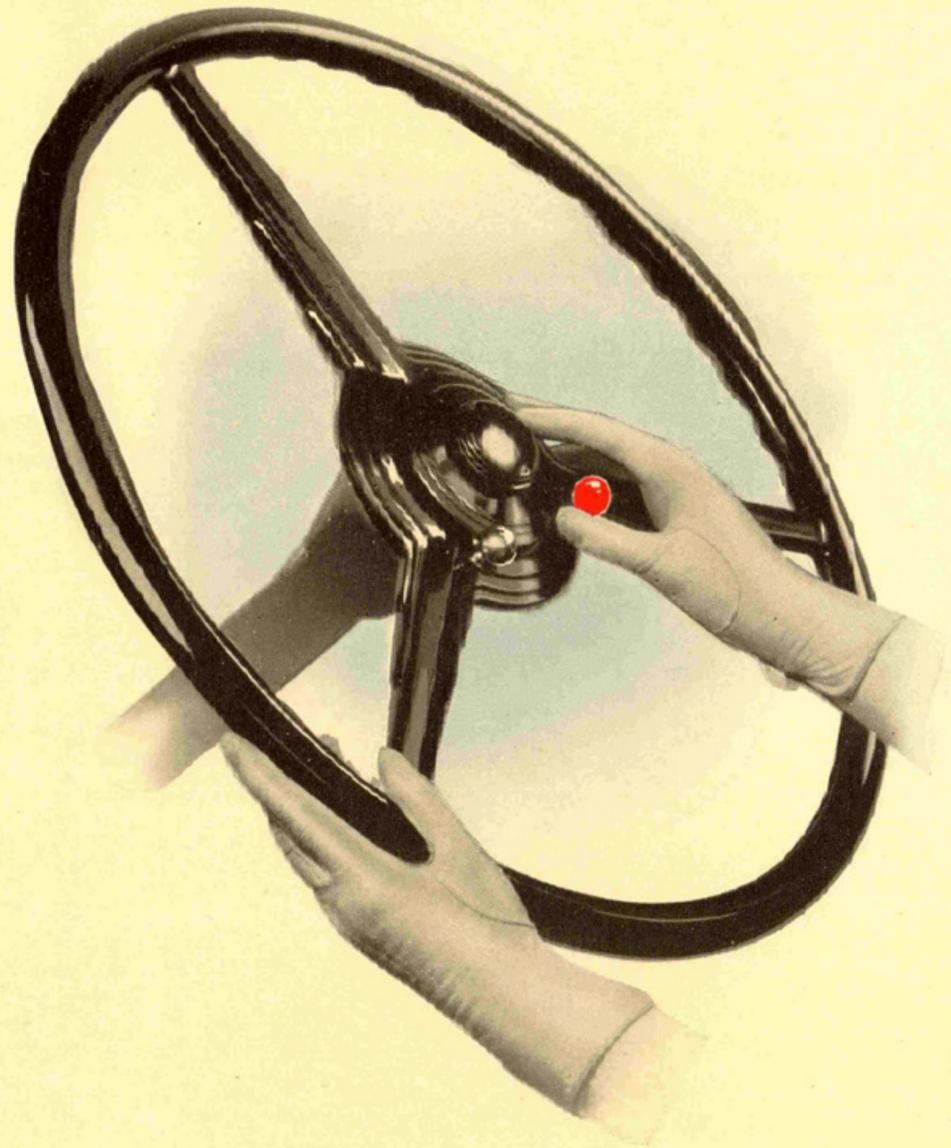
From spare wheel to vee radiator, every unit is built into the chassis instead of merely added to it.



Whether in the long or the shorter wheelbase, the units of the Standard Eight chassis are skilfully engineered into a harmonized ensemble of mechanical simplicity, strength and stability.

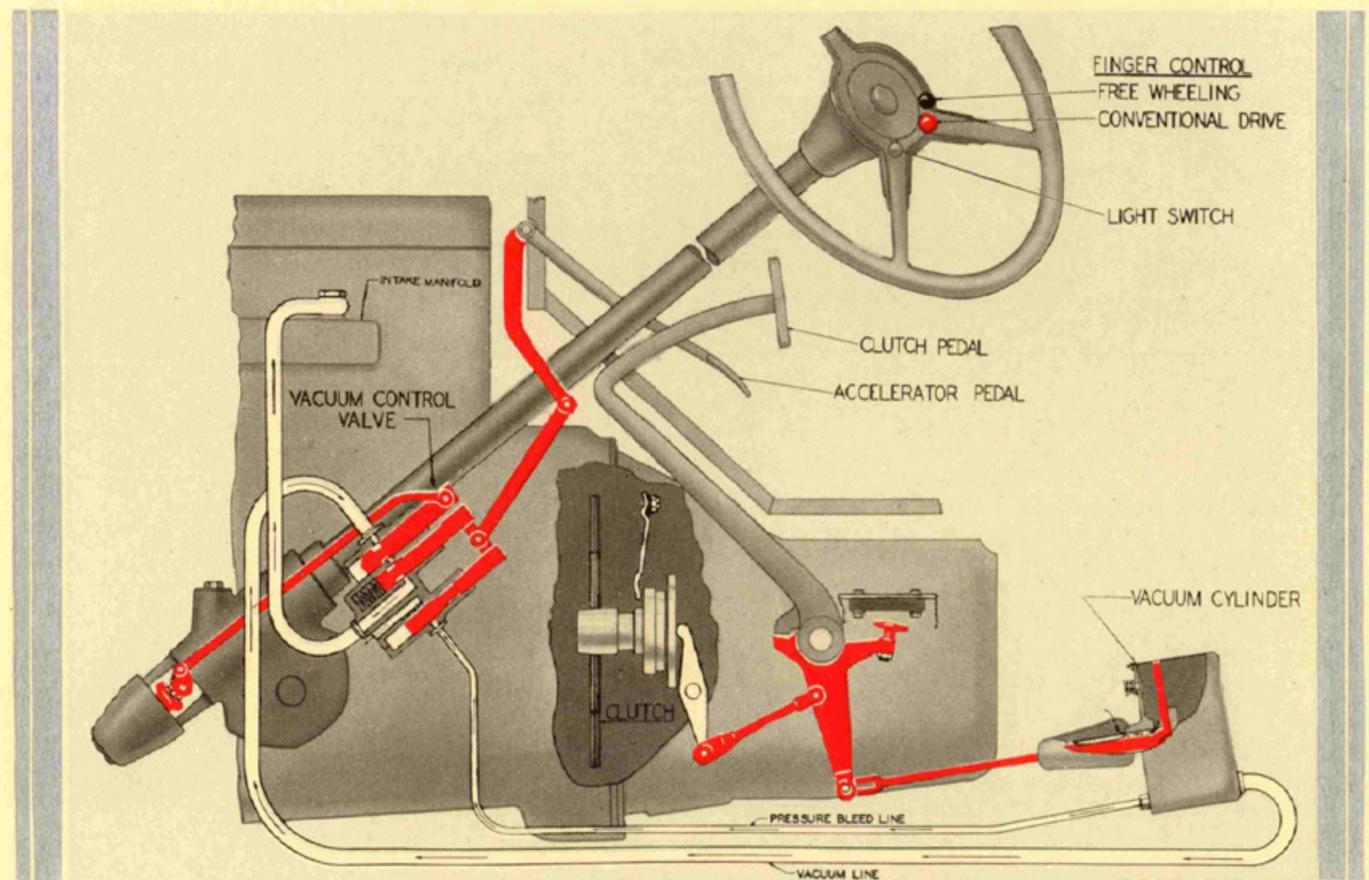
THE CLUTCH OPERATING SYSTEM

Just moving a button within the steering wheel leaves the driver free to stop, start and shift gears without once using the clutch pedal. In addition, free wheeling results are secured in an easy and natural manner.



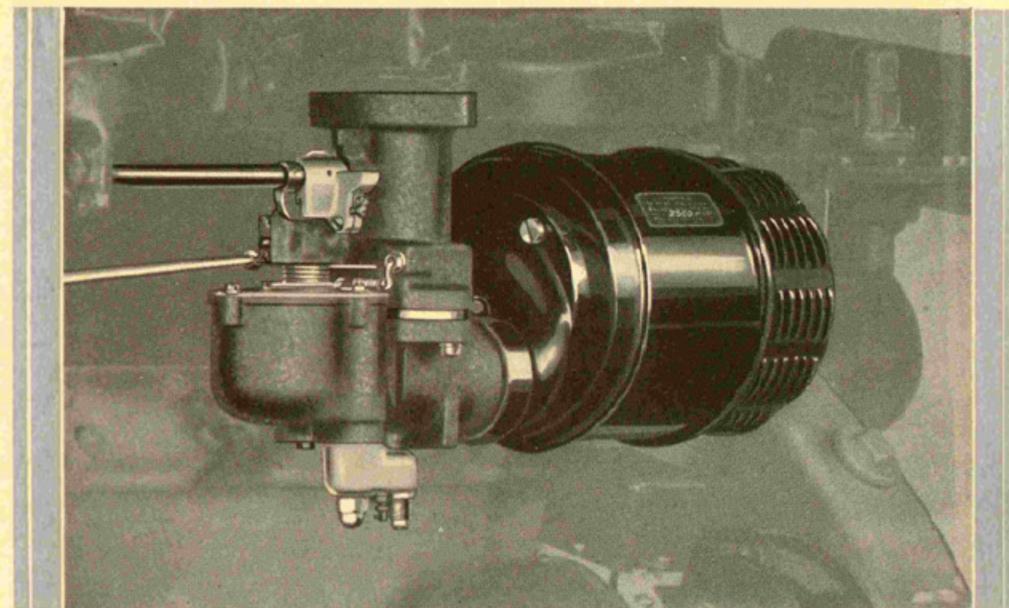
This split view is colored to show the vacuum operation of the automatic clutch when the button within the steering wheel is moved into action. Note the trouble-free simplicity of the mechanical system.

MODERN motoring demands that driving be as effortless as possible and Packard responds with an automatic clutch operation that brings to the Standard Eight a new ease of car handling—with nothing new to learn about driving! At the will of the driver, full use of the engine's braking power may be had through the use of the clutch pedal in the conventional manner. Or, by a mere flick of the finger, automatic clutch operation is instantly available for free wheeling results and foot-free gear shifting. Besides the pleasure of coasting effortlessly at will, automatic clutch operation enables the car operator to drive all day long without once touching the clutch pedal, or as instantly assume conventional drive when desired.

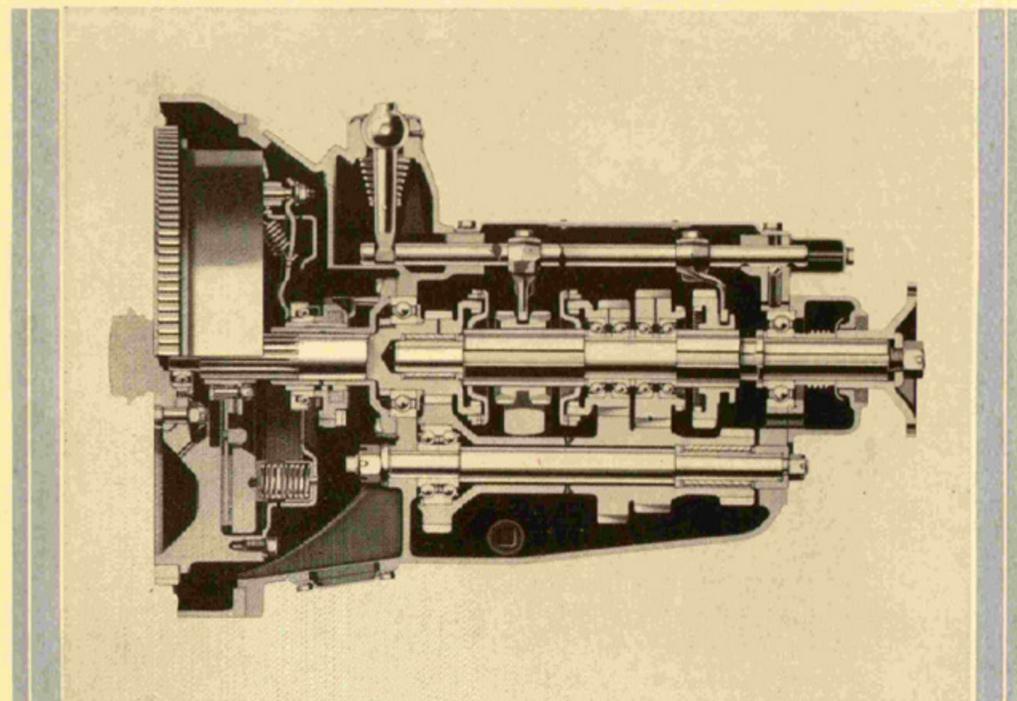


T H E P O W E R S Y S T E M

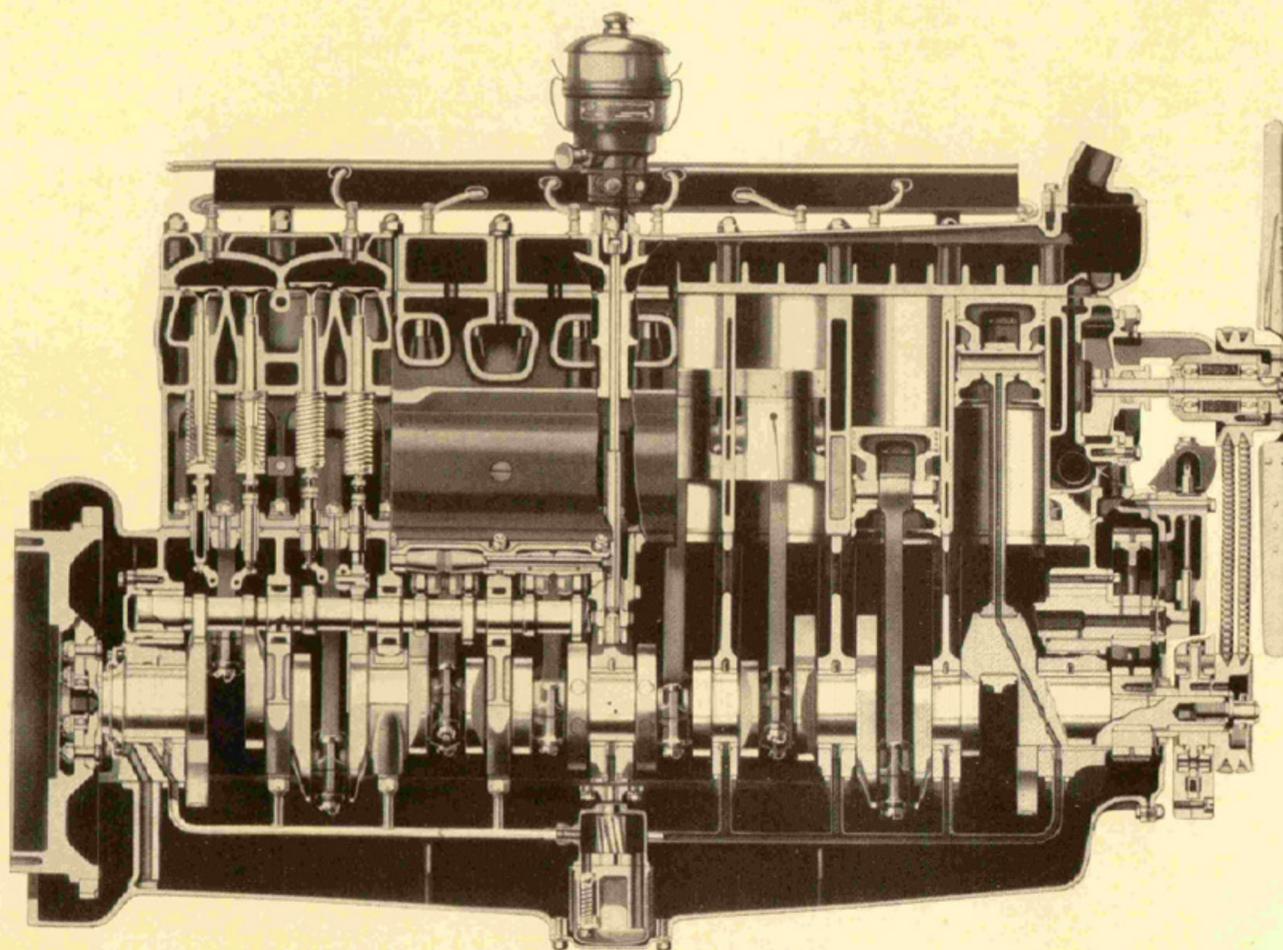
THE true test of motor design rests not in engineering argument but rather in comparative performances and out of these Packard continues to present, for the best purposes of the Standard Eight, the simplicity of the eight-in-line motor. This new engine has been improved in more than a score of vital points and today challenges on any score—quietness and smoothness—power and performance—simplicity and economy. Its power is controlled through an improved clutch and a Packard-built synchro-mesh transmission **quiet in each of its three forward speeds.** Before you buy any car look well to its power plant. It often, more than anything else, controls the resale value of the car. Used car purchasers do not like complicated and costly-to-operate motors. Packard owners never meet this resistance, as reference to any used car dealer will disclose.



A combined air cleaner and air intake silencer has been added to the carburetor for further protection of the cylinders against abrasives and as an aid to more quiet motor operation.

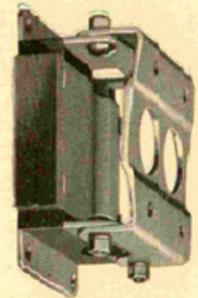


Packard-built, the three speed transmission is synchronized to make shifts from low to second as quiet and easy as second to high.

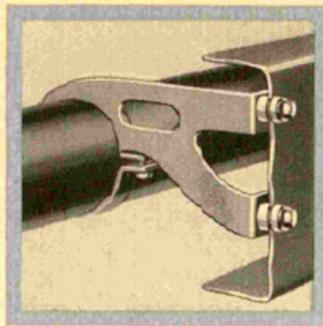


This split view of the motor illustrates its compactness of design, and also, the obvious crankshaft rigidity due to the use of nine main bearings.

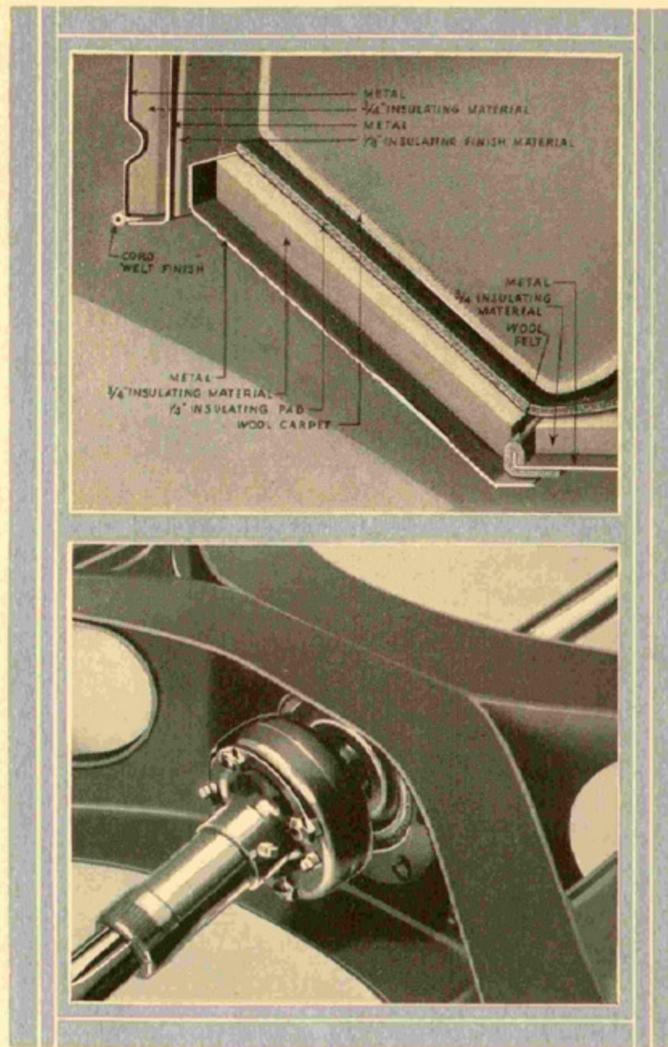
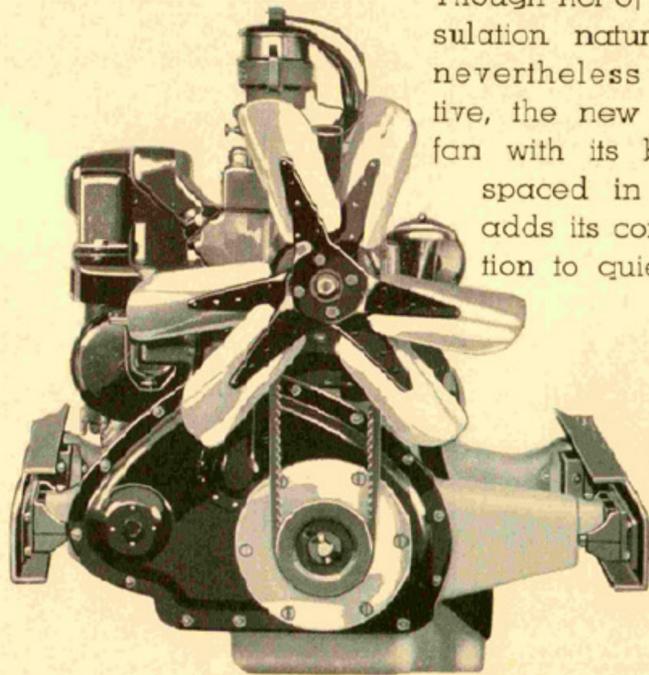
THE SOUND ABSORBING SYSTEM



The detail views show points at which rubber blocks are used between metal contacts as in the crankcase to frame.

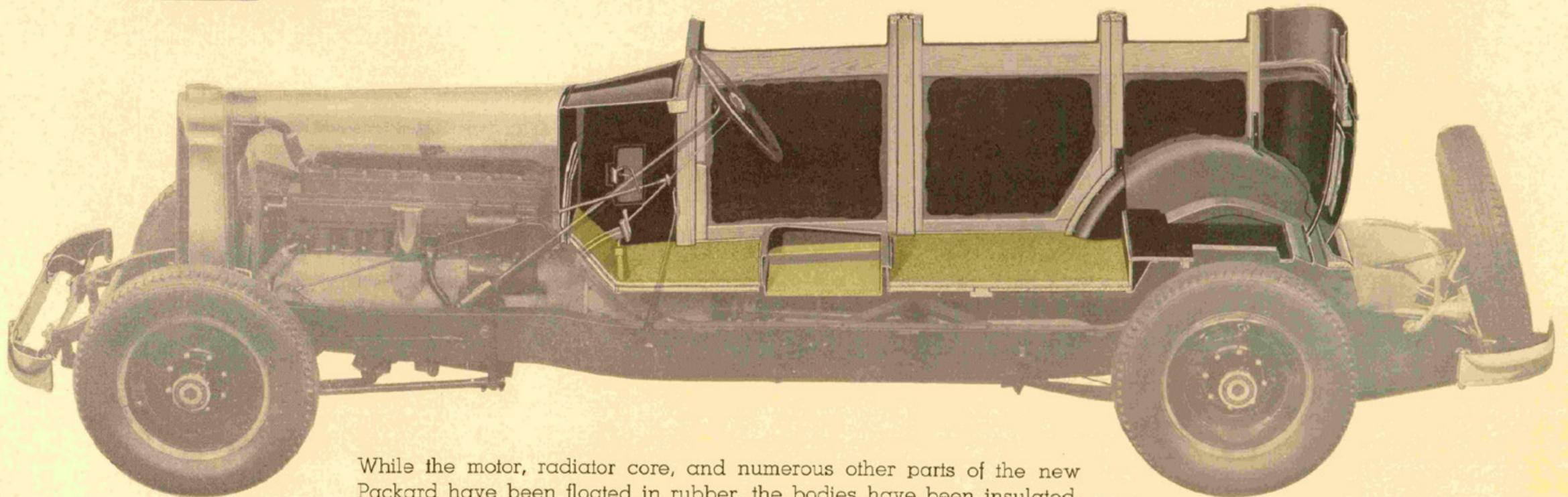


Though not of an insulation nature but nevertheless effective, the new motor fan with its blades spaced in pairs adds its contribution to quietness.



Even the propeller shaft is rubber floated.

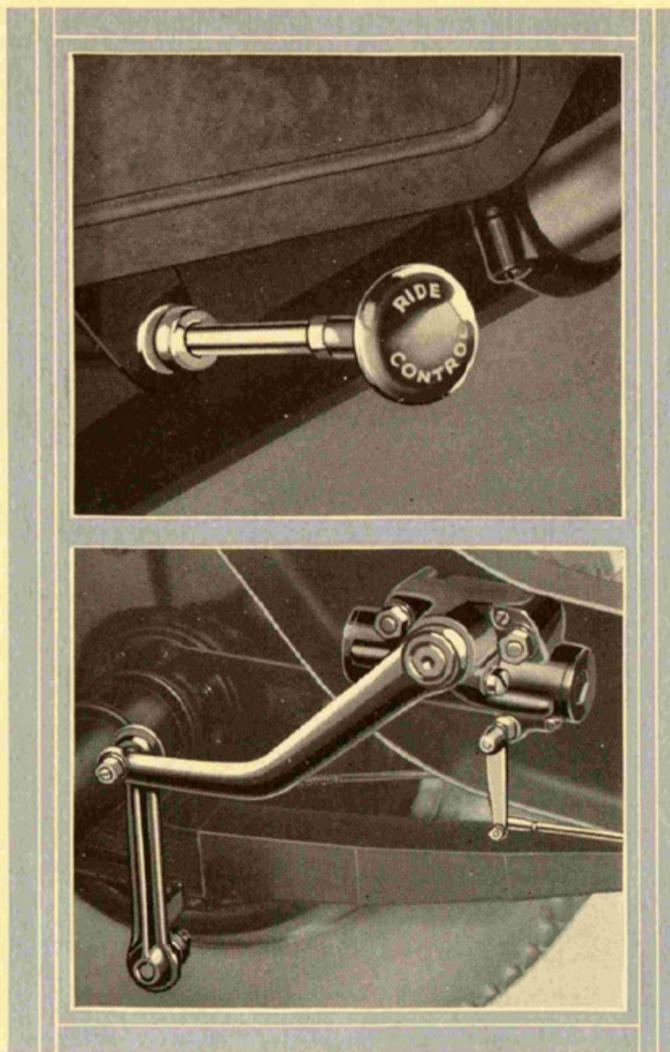
EVEN the finest watch, with its delicate parts, makes some noise. How much more so, then, the motor car weighing thousands of times as much. The very finest motor car makes some noise when it is new and of course, more as it wears and becomes older. After eliminating the causes of noise as far as possible, Packard engineers now present a sound absorbing system. Though this system is quite completely pictured and described, nothing short of a ride in the new Packard car can give you any real appreciation of its effectiveness. If "silence is golden", you will find treasure galore.



While the motor, radiator core, and numerous other parts of the new Packard have been floated in rubber, the bodies have been insulated. The dash and floor boards have been treated to keep out noise and heat and cold. Body panels have had "plasters" applied to prevent rumble.

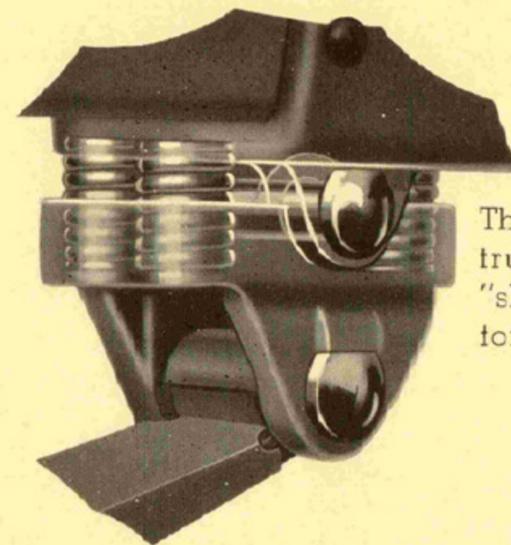
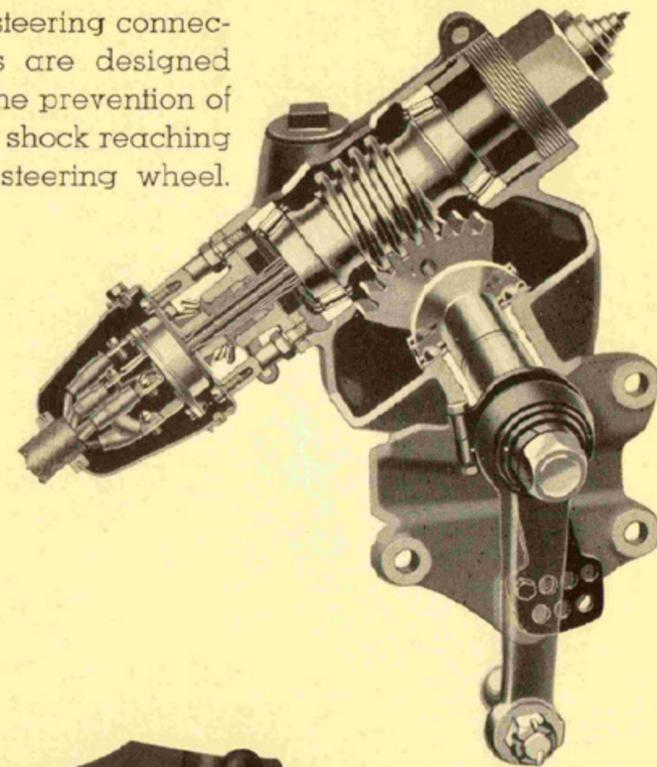
SHOCK ABSORBING SYSTEM

IN a car of the Standard Eight class nothing short of luxury should be acceptable. And luxury you, the passenger as well as the driver, will find in the new Standard Eight for it has Ride Control! Pioneered by Packard in this country, the acceptance of Ride Control was so overwhelming that adaptations of the principle are now found on many another car built today. Without, however the same engineering balance between car weight, spring strength and shock absorber action that makes original Ride Control velvet out any road condition regardless of the number of passengers, temperature changes or speed of the car.

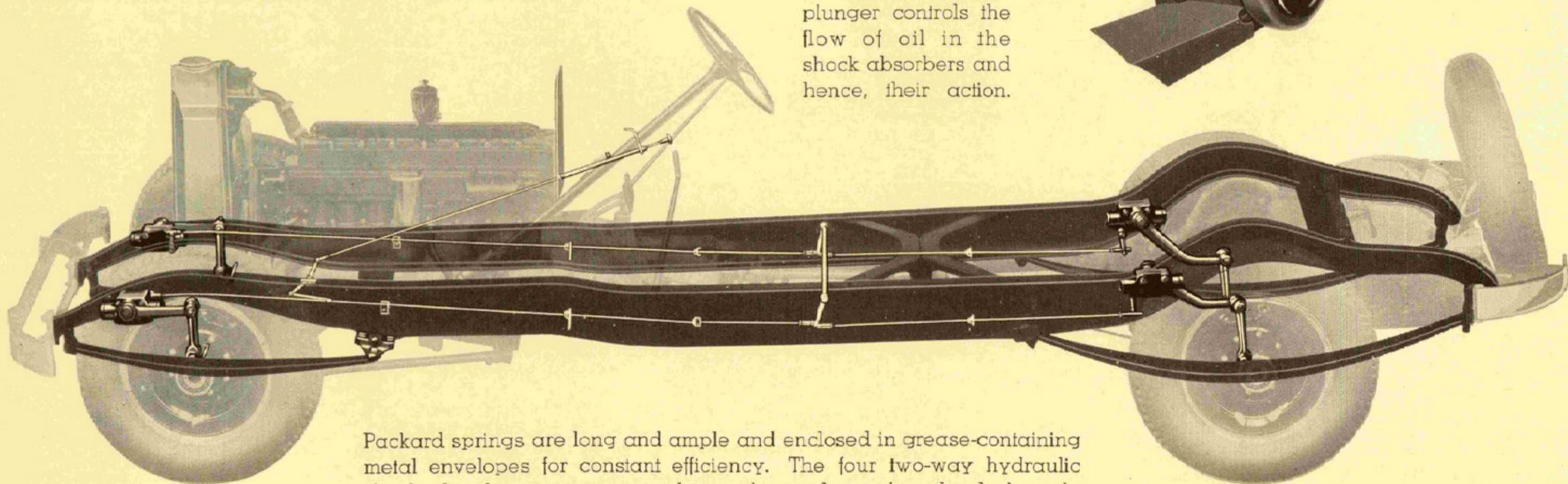


A rattle-proof arm actuated by a dash plunger controls the flow of oil in the shock absorbers and hence, their action.

All steering connections are designed for the prevention of any shock reaching the steering wheel.

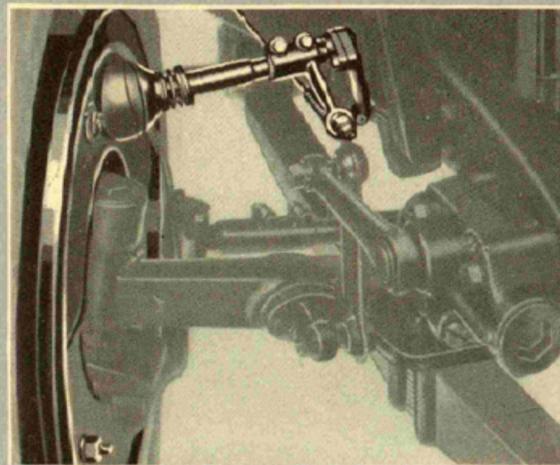
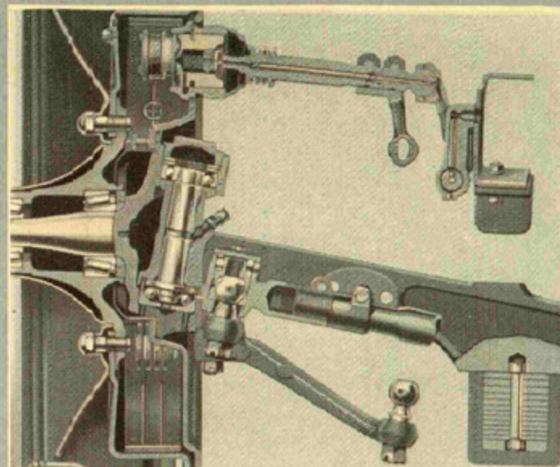
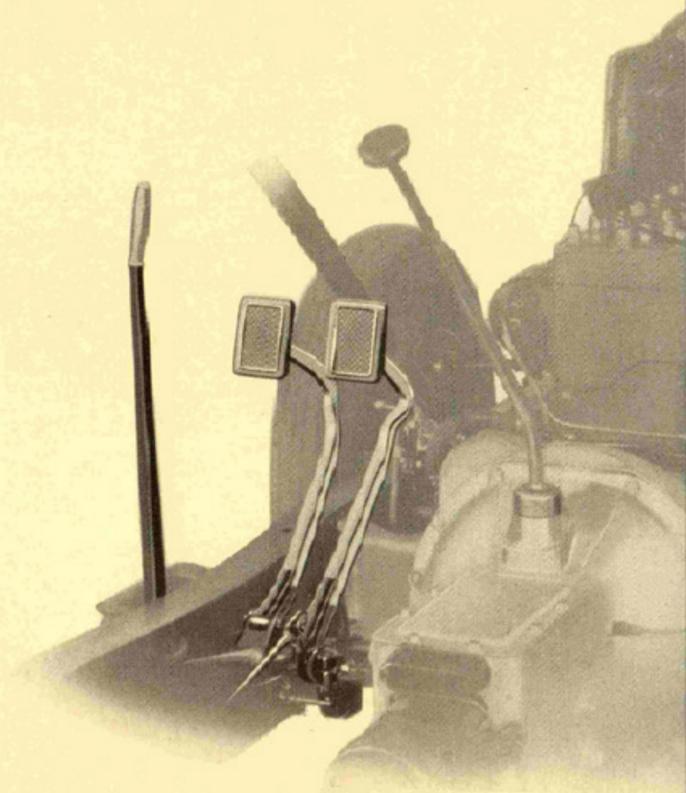


The left front spring trunion block or "shimmy" eliminator, as introduced by Packard.



Packard springs are long and ample and enclosed in grease-containing metal envelopes for constant efficiency. The four two-way hydraulic shock absorbers are connected to a plunger located on the dash, making possible instantaneous adjustments for individual riding comfort.

The steering knuckle and brake construction—showing the ball-bearing spindle.

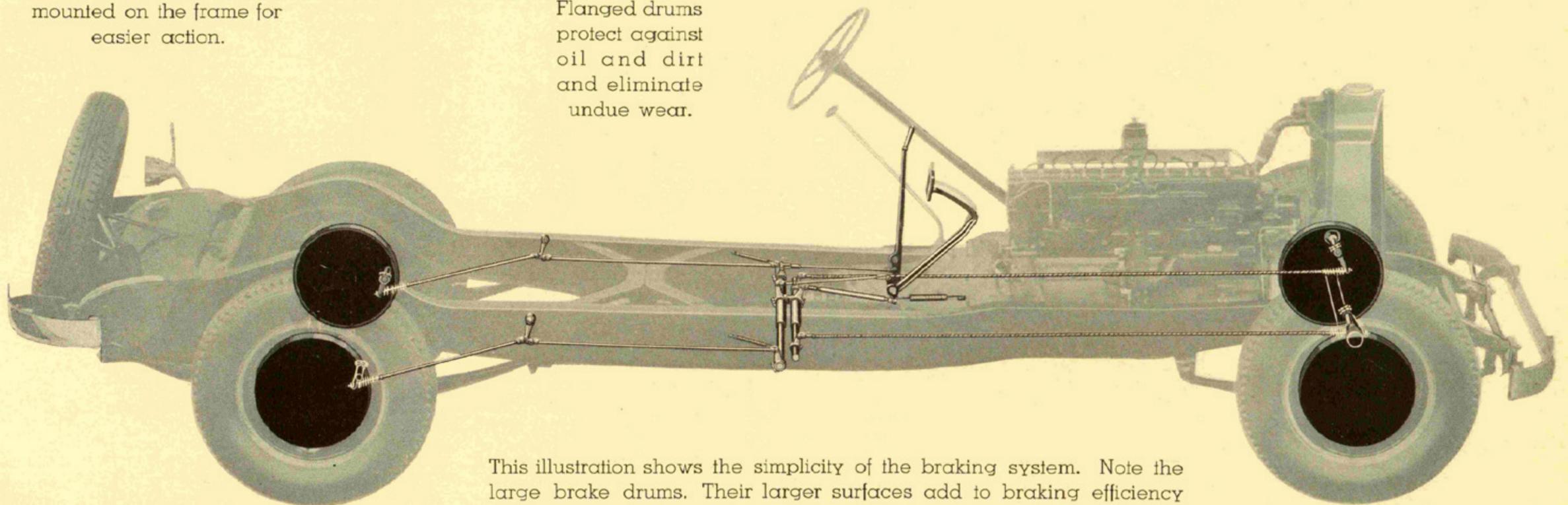


THE BRAKING SYSTEM

THE larger and more powerful Standard Eight demands more than ever the sure and even efficiency of mechanical four-wheel brakes. Packard was the first prominent American motor car builder to provide four-wheel brakes and thus started a movement that has allowed traffic to speed up in greater safety on every street and highway. But brakes must do more than stop cars. They must operate quietly and evenly under any and all conditions. Packard engineers have given their best attention to the Packard braking system in a most successful effort to give owners not only sure and safe but noise-proof brakes.

The foot brake and clutch pedal levers are newly mounted on the frame for easier action.

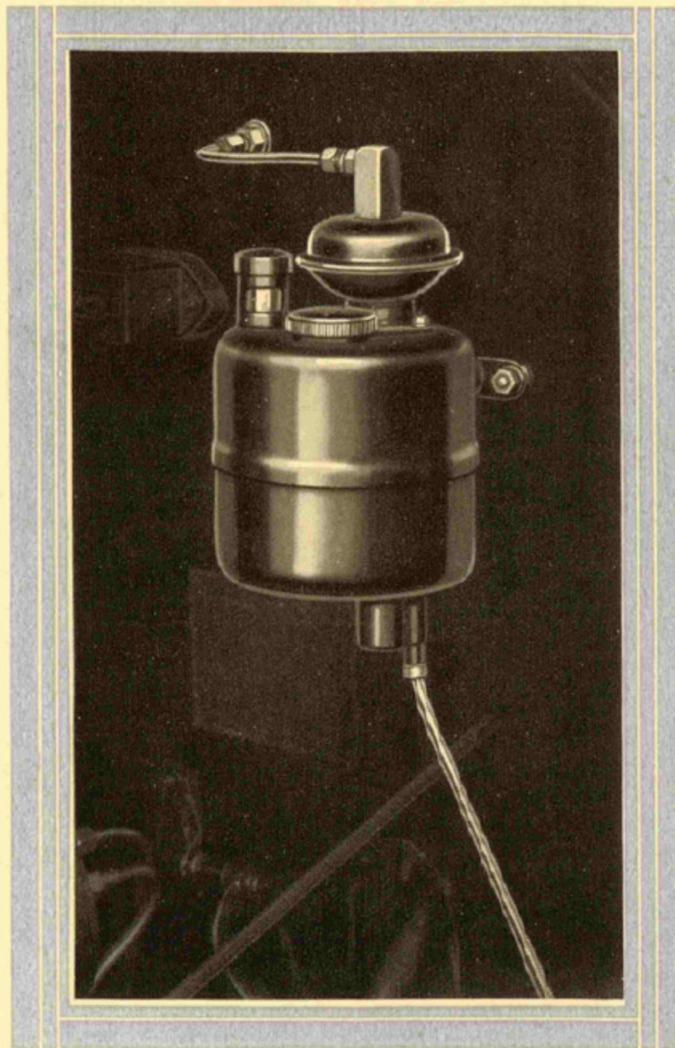
Flanged drums protect against oil and dirt and eliminate undue wear.



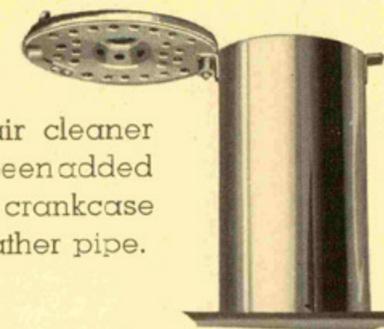
This illustration shows the simplicity of the braking system. Note the large brake drums. Their larger surfaces add to braking efficiency and life of brake lining, a saving in money and of time. The parking brake is individually operating, which meets certain legal requirements.

LUBRICATION SYSTEM

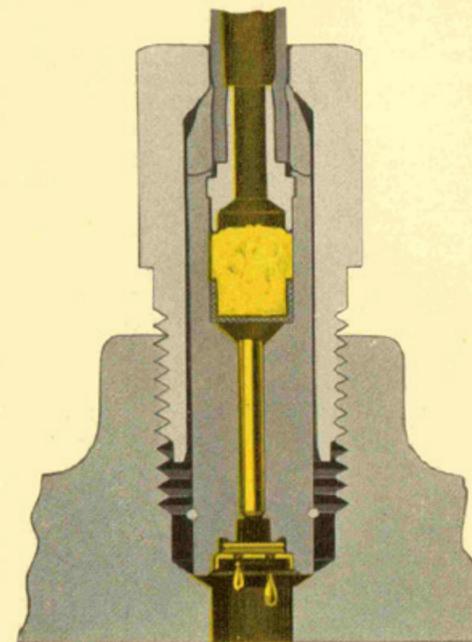
PACKARD has said many times that it is not enough to design smart cars and build them well. The finer the workmanship and the better the material, the more surely both should be protected through adequate lubrication. Worn metal, unlike worn physical tissue cannot replace itself. A dimension once gone, after costly and painstaking effort to make it, is gone forever and with wear comes noise and then more wear. So, realizing this, and knowing that Packard owners do not want to engage in the personal drudgery of oiling and greasing their cars, Packard continues to present—the automatic chassis lubricator.



The chassis lubricator reservoir needs attention but four or five times a year under normal mileage conditions.

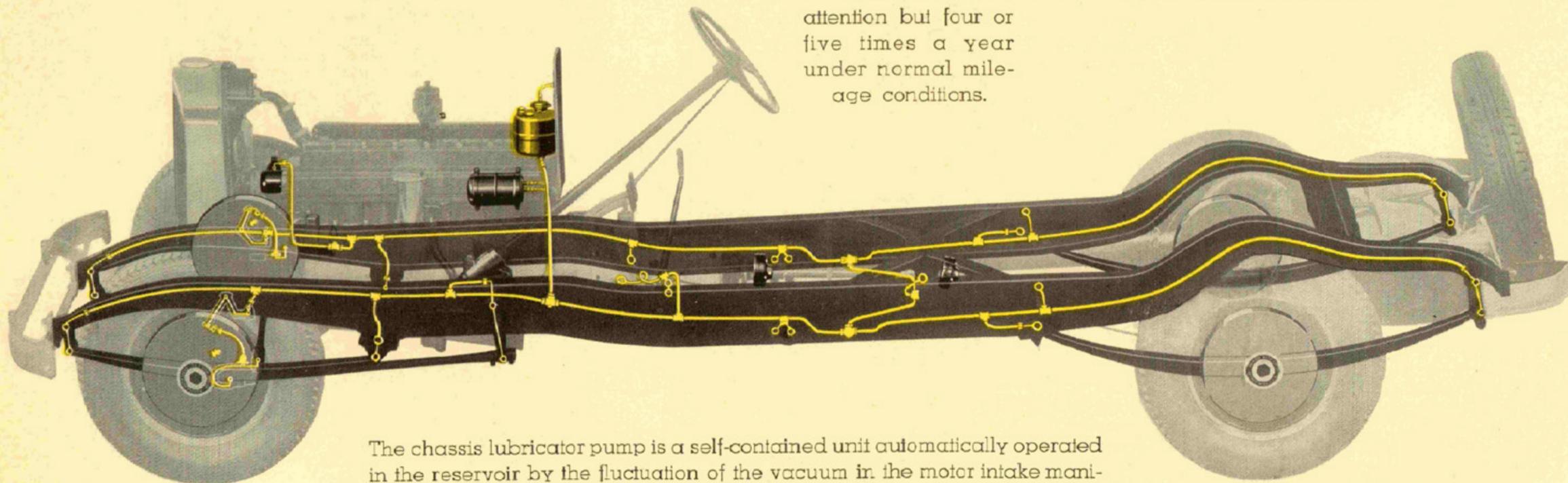


An air cleaner has been added to the crankcase breather pipe.



This shows the actual size of a typical lubrication outlet.

Each outlet emits a predetermined amount of oil according to individual requirement.



The chassis lubricator pump is a self-contained unit automatically operated in the reservoir by the fluctuation of the vacuum in the motor intake manifold. It assures adequate and continuous lubrication to forty important points requiring frequent attention.

THE NEW PACKARD STANDARD EIGHT SPECIFICATIONS

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. Four-point suspension, mounted in rubber. Bore, $3\frac{1}{8}$ inches; stroke, 5 inches. Horsepower, S.A.E. rating, 32.5. Motor actually develops more than 110 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—Drop-forged from special steel. I-beam in type and rifle bored lengthwise to provide oil passage from crankshaft to piston-pin bearing.

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

Crankcase—Aluminum alloy casting. Mounted at four points. Ventilated. Nine main bearings afford rigid support for the crankshaft. Lower half provides motor-oil reservoir. Oil gauge with dial indicator 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 and counter-balances result in operating smoothness and relief from excessive bearing pressures.

Clutch—Single dry plate. Positive and dependable. Spring-cushioned drive. Operates equally well under all climatic conditions. Vacuum controlled for automatic operation.

Transmission—Selective sliding-gear type, three speeds forward and one reverse. All gears alloy steel, hardened and ground, insuring long life and quiet operation. Shafts mounted in best quality ball and roller bearings. Synchronizers on 2nd and 3rd speeds. Quiet in all forward speeds.

FUEL SYSTEM

Supply—Twenty-five gallon tank mounted at rear between frame members. Fuel is drawn from tank by mechanical fuel pump located on front of motor and then to carburetor. Fuel is filtered through fine mesh screen before entering pump.

Carburetor—Designed for maximum efficiency under varied conditions. Silencer and air cleaner standard equipment.

COOLING SYSTEM

Radiator—Highly polished chromium-plated casing of the vee-type with cellular core of new design. Thermostatically controlled shutters are standard equipment.

Water Cooling—Capacity, 5 gallons. Forced circulation by centrifugal pump located in forward end of cylinder block. Only two hose connections required.

Fan—Aluminum with six blades $18\frac{1}{2}$ 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 thirty-nine (forty on the longer wheelbase) chassis points requiring oil regularly are lubricated by an automatic vacuum-operated pressure pump with integral tank. The pump is located on the left side of the dash under the bonnet and vacuum is obtained from the intake manifold. Operates perfectly at any temperature.

ELECTRICAL SYSTEM

Ignition—Packard-North East distributor mounted in accessible position on cylinder head. Coil is mounted on back of instrument board, protected from excess heat and water.

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 enclosed and automatic in operation.

Battery—Six-volt, 160-ampere-hour, high level, located on right running board at juncture with fender. Requires attention only three times per year, and has long life through better cooling due to radiation.

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 nonflare main headlights of 32 candlepower with tilting beam feature; parking lamps; combination tail and signal light. The signal light automatically operated by brake-pedal action; instrument-board light; reading light; spotlight and tonneau light in open bodies; dome light door-operated in enclosed bodies.

OPERATING CONTROLS

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

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

Service Brakes—Mechanically operated, internal-expanding on front and rear wheels.

Hand Brake—Internal-expanding on rear wheels. All brakes have 16-inch drums.

Steering Gear—Worm-and-sector type. Worm mounted in Timken bearings. Sector end 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. Clutch control and lighting-switch levers built into the central portion of steering wheel.

Instrument Board—Oil-pressure gauge, motor thermometer, ammeter, fuel-supply gauge, speedometer and clock are grouped in a panel in the center of the instrument board, indirectly illuminated. Ignition switch, integral with the coil, mounted at the right of center panel and fitted with lock and key. Cigar lighter, right, and hand throttle, left of center panel. Reading lamp and ash tray in center of cowl rail.

MISCELLANEOUS

Toilet and Smoking Conveniences—All enclosed cars, except the Two Passenger Coupe and Convertible Coupe, have two smoking cases.

Glass—Nonshatterable glass on all bodies except rear curtain window in open cars and curved partition in Limousines.

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 $2\frac{1}{2}$ inches. Front springs underslung and shackled at front end. Metal spring covers.

Wheels—Disc steel type. Demountable at hub and interchangeable, front and rear. Wire wheels optional at no extra cost on all convertible and certain open models. Wood or wire 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— $6\frac{1}{2}$ inches x 19 inches. Low pressure nonskid cord tires, front and rear.

Speedometer—Pointer-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.

Wheelbase—129 $\frac{1}{2}$; 136 $\frac{1}{2}$ inches.

Turning Radius—23 feet; longer wheelbase—24 feet, 3 inches.

Tools—Tool roll with complete equipment of tools, one-ton jack, wheel-changing equipment carried in metal tool box in left front fender.

PAINTING

Those who buy the Packard Eight may express their own preferences in selecting from a wide range of colors.

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

PACKARD MOTOR CAR COMPANY, DETROIT

ASK THE MAN WHO OWNS ONE