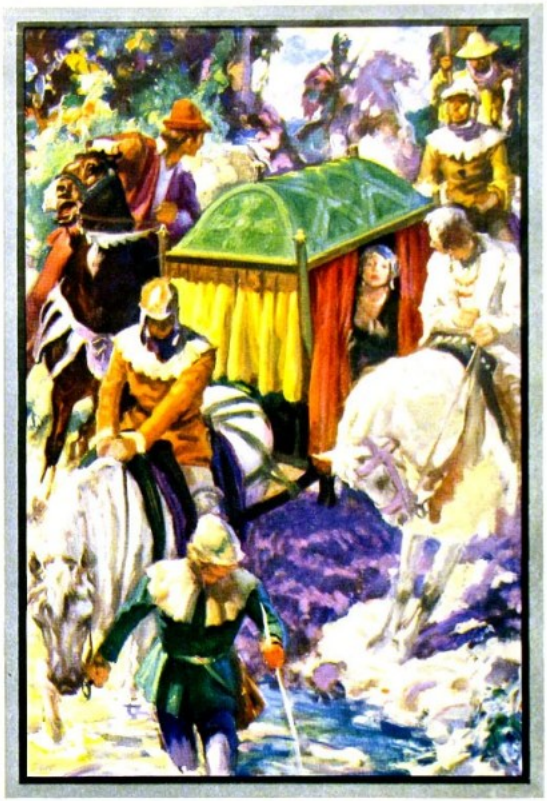
LUXURIOUS TRANSPORTATION

THE PACKARD

PACKARD EIGHT MODELS 8-26 AND 8-33

THREE out of five who buy the Packard Straight Eight give up cars costing less. Why? Because they know that "You Are Paying for a Packard—Why Not Own One?" is a statement of fact and not a mere slogan. There is nothing new in the idea of paying a little more and keeping a little longer, but it has taken a long time for it to become recognized in motor car buying. Perhaps the early days of the industry are at fault, the days in which such progress was made from year to year that each succeeding model was revolutionary in everything from things mechanical to external appearance. These days, as the motor car has developed, are gone. Now the motor car manufacturer who has his customers' best interests at heart refines and improves and does everything possible to prevent any undue discounting of previous model values. It is good business to do this and much of Packard's success can be attributed to an early adoption of the principle which long ago led some one to say "Once a Packard—Always a Packard."

We are particularly pleased to point out to present owners of our cars that today's Packards are typically Packard in appearance and that they are but refined and improved as experience has made possible. True, we may lose a little business by not doing the sensational more often but in the end we make up for it many times over through the loyalty and satisfaction of our clientele—one that comes back to us over and over. The chances are at least nine out of ten that you will not buy any other make of car once you have had a Packard. We invite you most cordially to peruse the following pages and then to come to us or let us go to you, in your own home or office, so that you may learn that in your own case Luxurious Transportation bears no added cost.



All the wealth and genius of an earlier day could provide nothing more luxurious than the horse litter

Interior
of the
FIVE-PASSENGER
SEDAN

LED by the ever popular Five-Passenger Sedan, the new Packard Standard Eight models are offered in a new upholstery and body interior treatment. Luxurious in every detail, each is in that good taste which encourages those who like fine and good things to pay a little more and then keep them a little longer.

Smoking and vanity sets are most conveniently placed out of the way and yet at finger-tip for instant use

LUXURIOUS TRANSPORTATION

THE PACKARD STANDARD EIGHT

8-26 SEDAN

Five Passengers

Interior
of the
SEVEN-PASSENGER
SEDAN

Much appreciated are the fixed hand grips so useful in lifting one's self forward in leaving the car

FOR those of larger family is available the Seven-Passenger Sedan. The folding seats fit flush into the front seat back when not in use. They are full size and most comfortable and courtesy alone, not lack of comfort, will make the host insist that favored guests sit elsewhere.

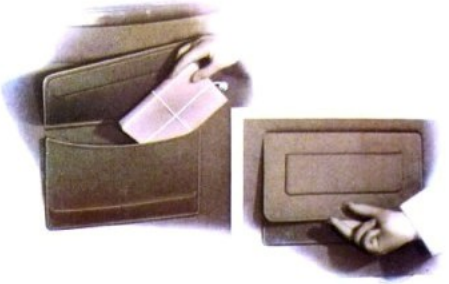
LUXURIOUS TRANSPORTATION

THE PACKARD STANDARD EIGHT

8-33 SEDAN

Seven Passengers

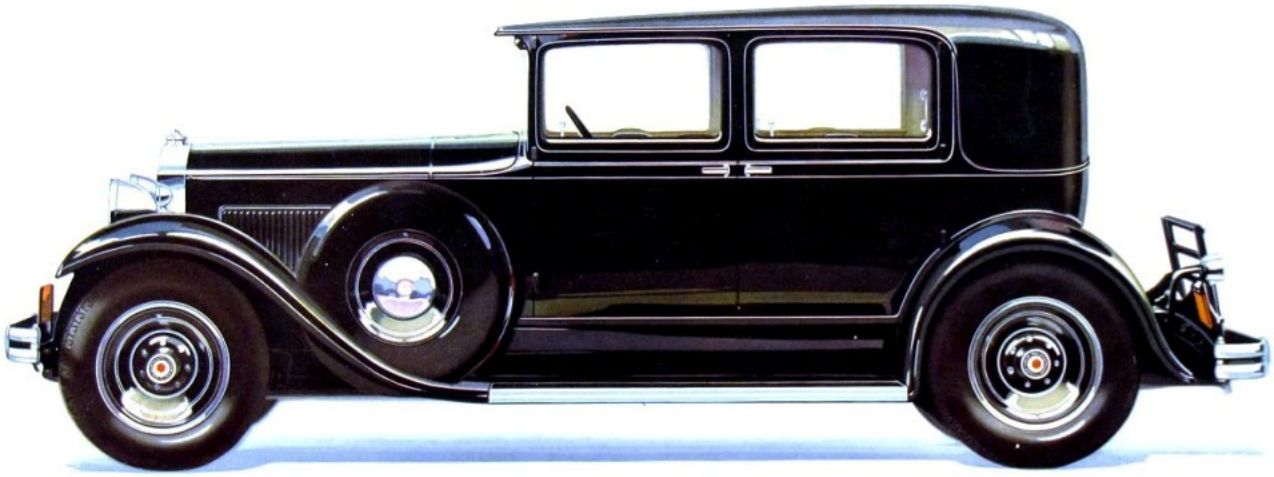
MANY, especially mothers of small children, prefer a little closer passenger grouping than in the sedan. The Five-Passenger Club Sedan is then most useful. Unlike most cars of this type, ample foot room is provided. Fitted with trunk, it proves an ideal traveling car.



Rear seat passengers often need storage space for light articles and handy recessed pockets are set into the rear doors

Interior
of the
CLUB SEDAN

LUXURIOUS TRANSPORTATION



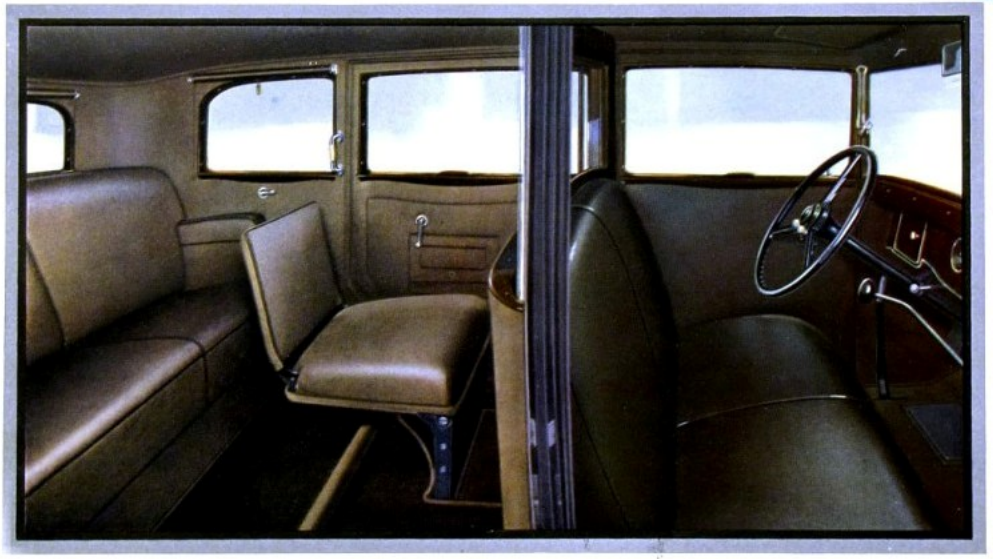
THE PACKARD STANDARD EIGHT

8-33 CLUB SEDAN

Five Passengers

THE mere lowering of a division glass converts the Seven-Passenger Sedan Limousine into a sedan. Thus, the car may be used for formal or informal use as the occasion may decree. Like all the new Packard cars, it has shatter-proof glass for greatest safety.

The extra seats are full size and completely upholstered. They afford ample knee and foot room for adults



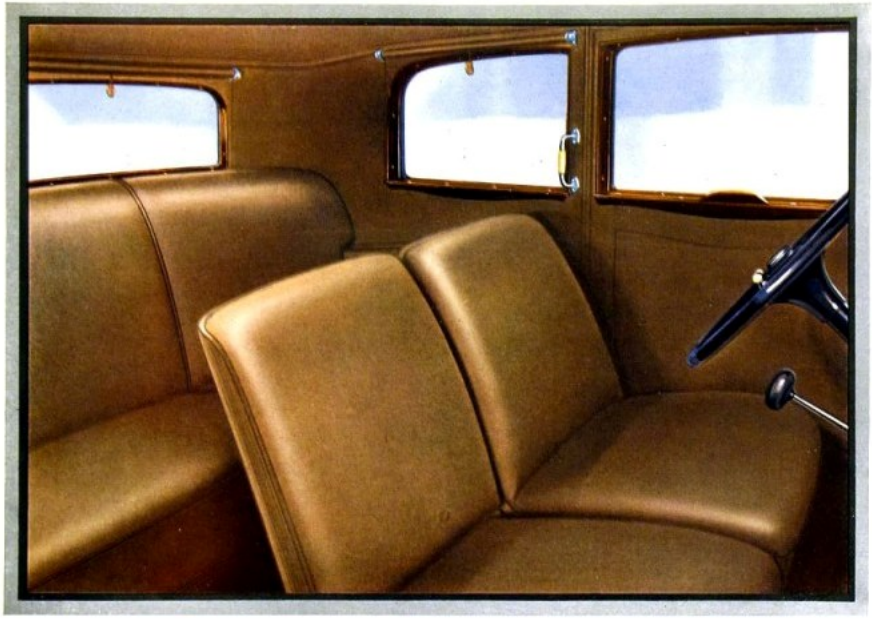
Interior
of the
SEDAN LIMOUSINE

LUXURIOUS TRANSPORTATION

THE PACKARD STANDARD EIGHT

8-33 SEDAN LIMOUSINE

Seven Passengers

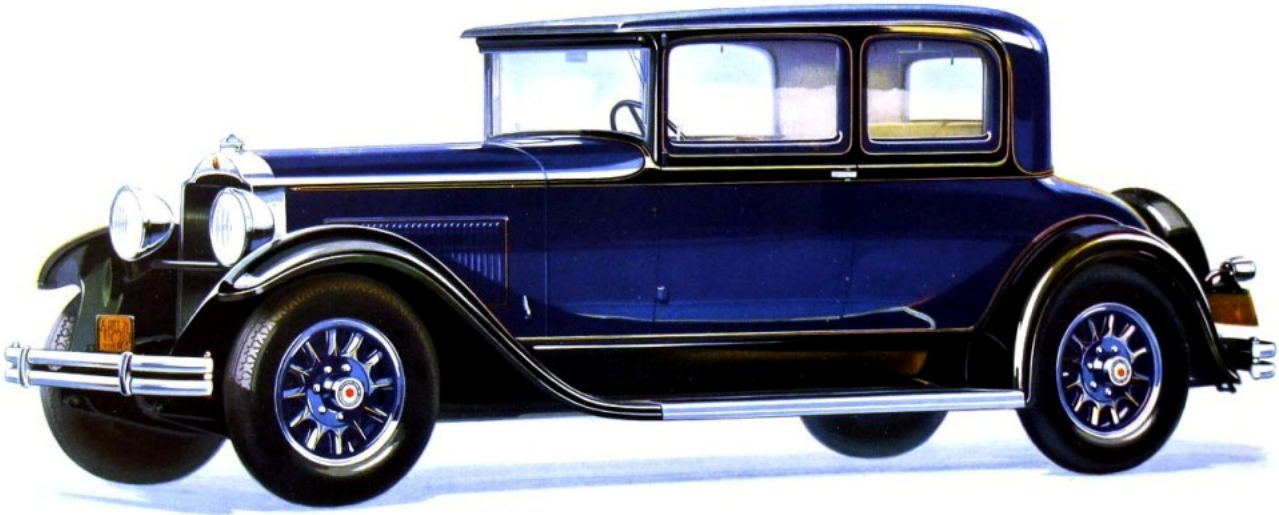


Interior
of the
FIVE-PASSENGER
COUPE

THE right front seat in the Five-Passenger Coupe is counterweighted and so balanced that but a touch tilts it forward for passenger access to the rear seat. Five adults can be seated very comfortably. Ample baggage space is provided in the rear deck compartment.

Just a finger's pressure on the release latch and each may, while seated, position himself for driving comfort

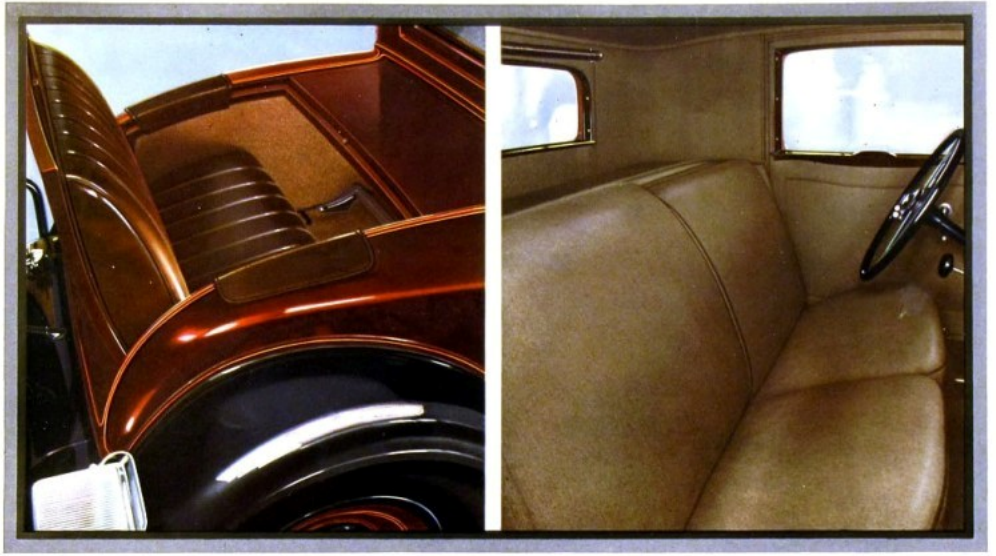
LUXURIOUS TRANSPORTATION



THE PACKARD STANDARD EIGHT

COUPE

Five Passengers

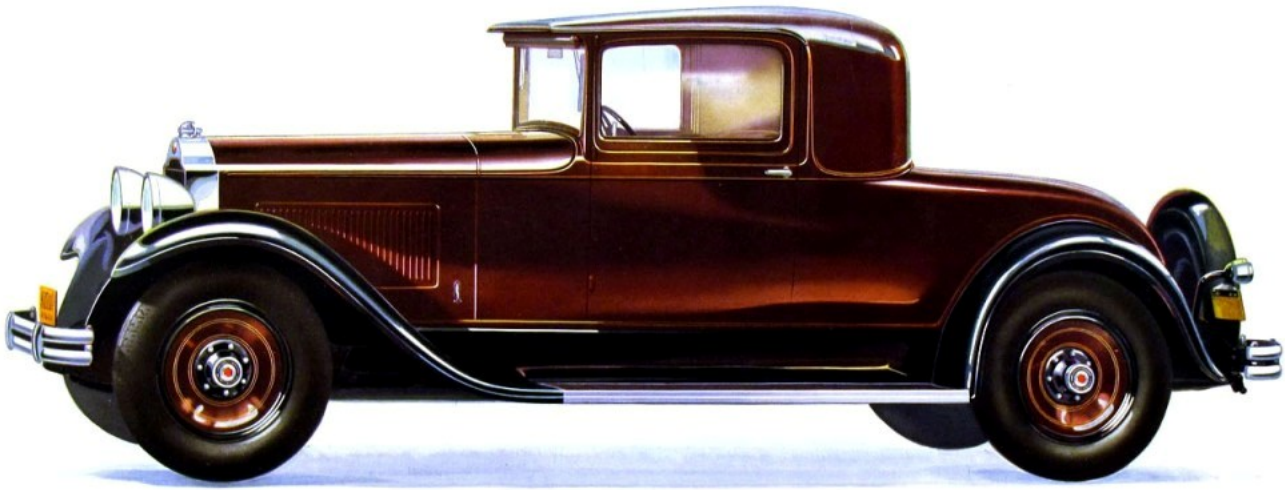


Interior
of the
TWO-PASSENGER
COUPE

All enclosed models of the Standard Eight have interior sun visors, adjustable to the front seat occupants' comfort

AMONG families of two and those engaged in professional work, the Stationary Coupe is in high favor. A leather upholstered rumble seat, really luxurious in its comfort, provides room for extra passengers. The rear window lowers for ventilation or passenger communication and two large compartments afford ample baggage space.

LUXURIOUS TRANSPORTATION



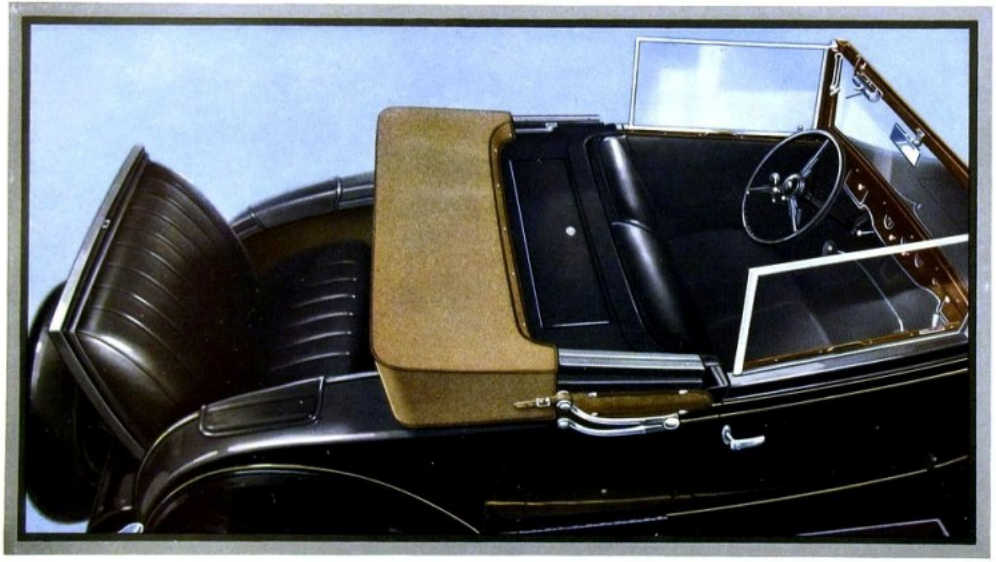
THE PACKARD STANDARD EIGHT

COUPE

Two or Four Passengers

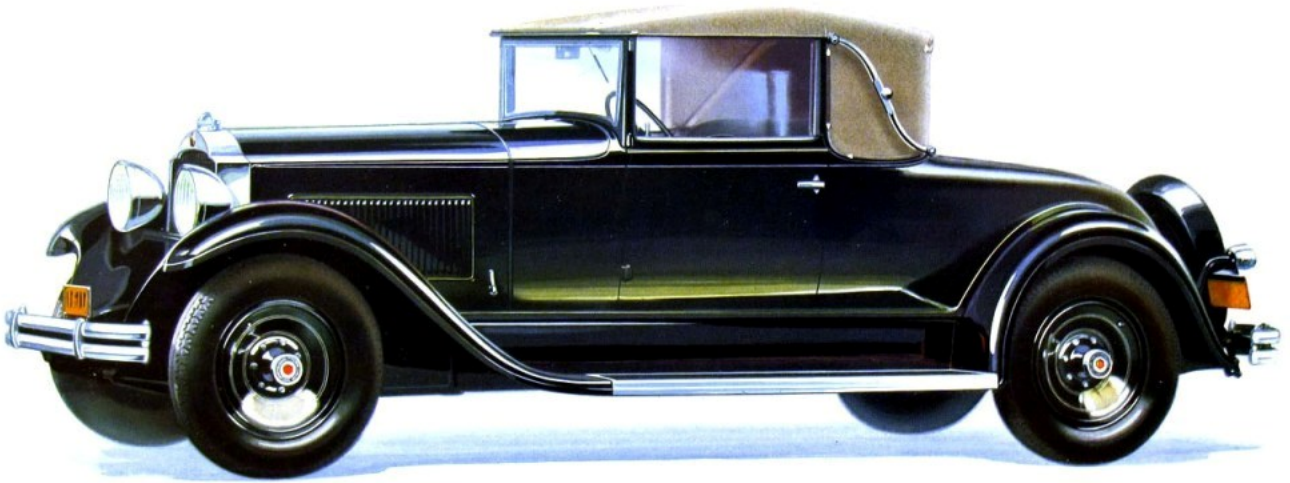
AN increasing number of motorists desire a combination of open and closed car, something to be used as either a roadster or coupe. The Packard Standard Eight Convertible Coupe is most often the first choice among those who have had experience with ordinary convertible cars, too often noted for their squeaks and rattles.

Door locks are a necessity and locking ease is much appreciated, for the operation is often one of haste



Interior
of the
CONVERTIBLE
COUPE

LUXURIOUS TRANSPORTATION



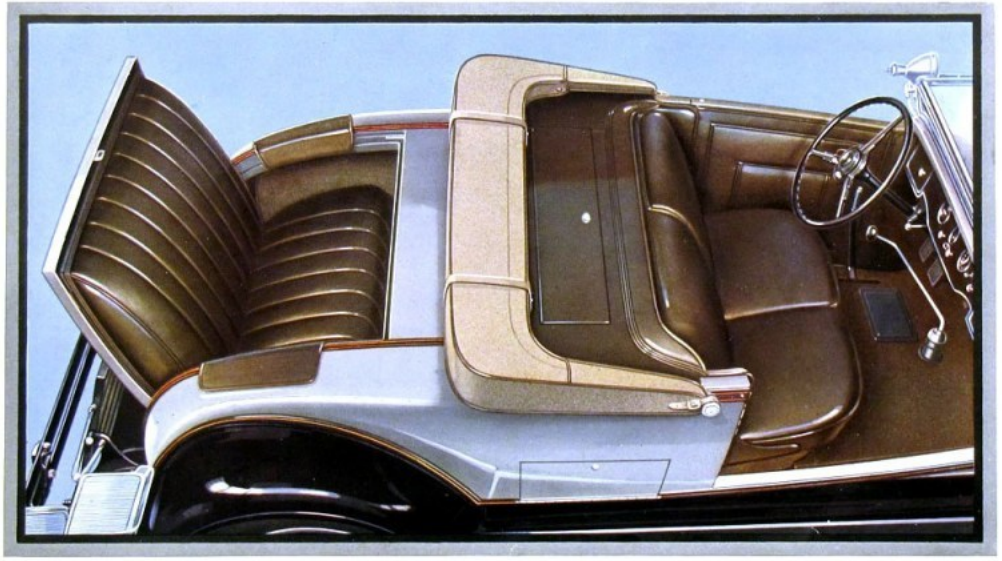
THE PACKARD STANDARD EIGHT

CONVERTIBLE COUPE

Two or Four Passengers

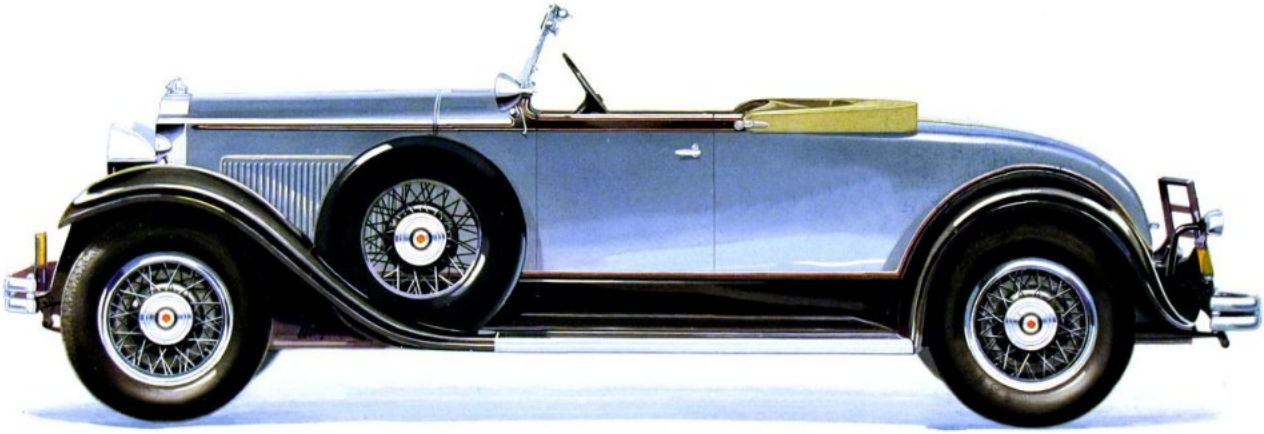
OBSERVED in the Two-Passenger Roadster with its rumble seat for two are its compactly folded top, its leather arm rests, the two compartment doors found in both coupe and runabout and the new thin-rimmed, three-spoke steering wheel, standard on all new Packard cars.

Who has not wished for a reading light for map reading or other reference when driving at night?



Interior
of the
ROADSTER

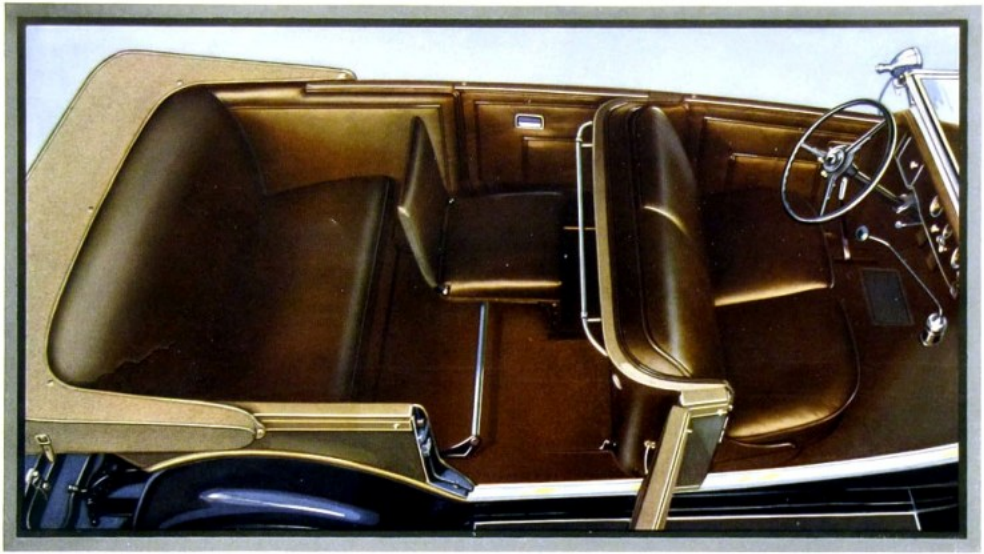
LUXURIOUS TRANSPORTATION



THE PACKARD STANDARD EIGHT

ROADSTER

Two or Four Passengers



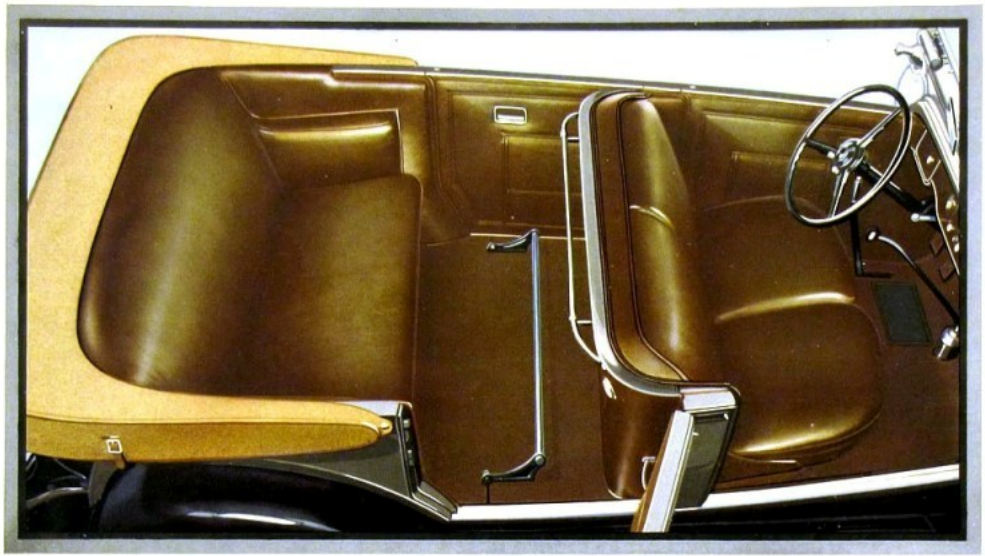
Interior
of the
TOURING

Dainty hands now often grip the steering wheel and demand a combination of lightness and great strength

THE open touring car still has its champions. Full leather trimmed and with comfortable extra seats and readily raised top, the Packard Standard Eight Seven-Passenger model is most outstanding. Mother of Packard's graceful open car lines, it never fails to command appreciation and attention on city street or broad highway.

LUXURIOUS TRANSPORTATION

THE PACKARD STANDARD EIGHT
TOURING CAR
Seven Passengers



Interior
of the
PHAETON

Compartments built into the instrument board provide storage space for gloves, maps and other things motorists need

TRIM and sleek, the Four-Passenger Phaeton is offered to those who live in fine and sunny climes or who can afford the pleasures of both open and closed cars. Upholstered in rich leather harmonizing with car color plan, the Packard Phaeton is the bright spot in any traffic.

LUXURIOUS TRANSPORTATION

THE PACKARD STANDARD EIGHT

PHAETON

Four Passengers

YACHT-LIKE in its rakish lines and complete with every appointment the Four-Passenger Sport Phaeton is, we believe, the most beautiful open car on the road. Fitted with tonneau windshield it is, in effect, a double roadster with all its open air joys for those in front or rear.

Even such a detail as the hood latch has been given attention for the convenience of both driver and service attendant

Interior
of the
SPORT PHAETON

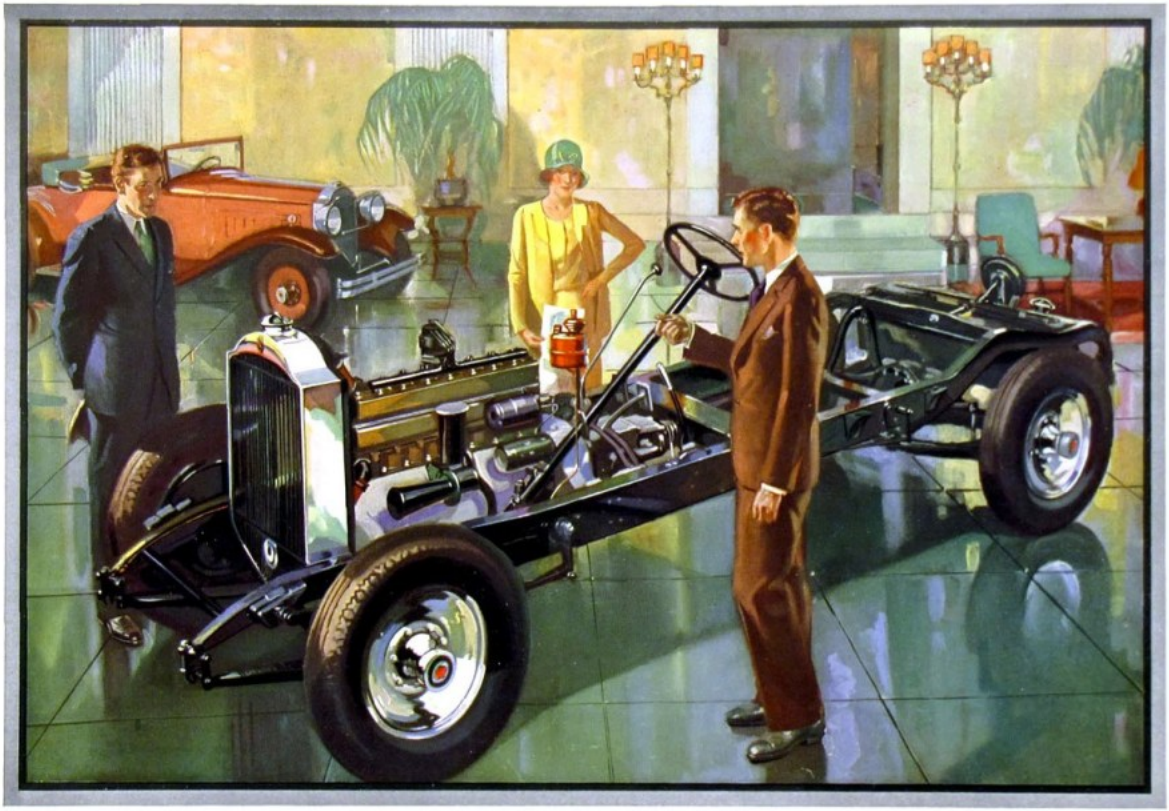
LUXURIOUS TRANSPORTATION

THE PACKARD STANDARD EIGHT
SPORT PHAETON
Four Passengers

THE FOREGOING CARS HAVE BEEN PRESENTED TO SHOW A VARIETY OF TASTES. THEY MAY BE MET BY THE WIDE RANGE THROUGH BEAUTIFUL STANDARD CHOICES TO COMBINATIONS OF SPECIAL COLOR HARMONIES AND EXTRA EQUIPMENT. FOR DETAILS OF STANDARD EQUIPMENT AND COLOR OPTIONS, HOWEVER, PLEASE REFER TO SPECIFICATIONS ON PAGE 34.

MECHANICAL FEATURES AND SPECIFICATIONS

THE PACKARD STANDARD EIGHT



NEARLY every one would rather buy a refinement or improvement than an experiment. The new Packard cars are not an experiment in any sense of the word. They are, instead, greatly improved; and present many refinements. They represent all that Packard has progressively been able to do in seven years of straight-eight motor experience. While nothing short of a personal examination and some experience with the new car in traffic or on the highway can evaluate for you the things that have been done, some mention can be made of them here in the hope that you will be led to let the car speak for itself. Naturally, the eight-in-line motor has been retained. And without increasing its size but through new features, including a new fuel manifold system, its power has been increased ten to fifteen per cent. Features for added quietness include a new, unique rubber vibration damper and a rubber mounting of the muffler with a built-in expansion chamber to deaden out explosion roar. Of course, more power means more performance. Better idling and operation at all speeds have been obtained through the use of a mechanical fuel pump with its steady pressure. The transmission has been given much attention for ease of gear shifting and quietness in operation, along with the retention of parts' life and freedom from service attention. Merely a flick of the lever takes one from third to high or back to third. Because used so much in traffic the improved transmission will find high favor, especially with women who drive.

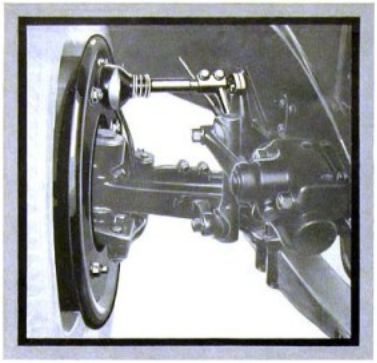
More than thirty years ago two brothers built the first Packard car for their own use and gave it their name

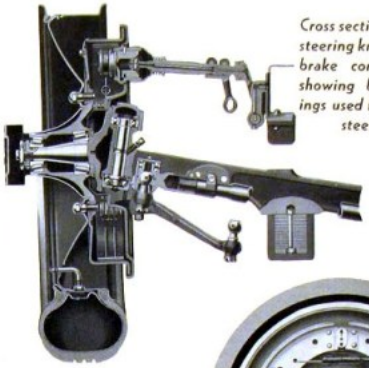
The brakes have been still further improved to offer greater operating ease and more positive action. New springs, front and rear, longer and wider, contribute to better riding comfort. Spring shackles have been fitted with self-tightening devices. Automatic lubrication has been provided. In fact, attention has been given to everything, big and little, wherever any change might make a Packard even more appreciated by the Packard owner.

In this modern day of mechanical understanding, structural details often prove interesting to layman and expert alike. Hence, on the following pages we picture and describe the principal motor and chassis features which altogether provide—Luxurious Transportation.

THE BRAKING SYSTEM

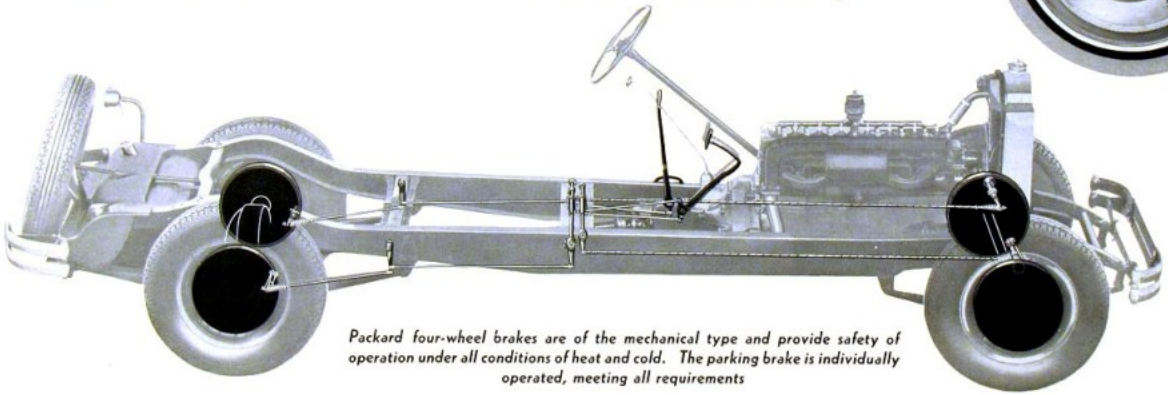
LARGE and powerful cars like the Packard Eight with its great speed and traffic agility, demand the utmost in braking safety. Packard engineers have never given more attention to any one feature than to brakes. Notable evidence of this is the fact that Packard was the first prominent American car builder to offer four-wheel brakes, now so neccessary for the swift and orderly movement of traffic, either on city streets or at top speed on the highway.





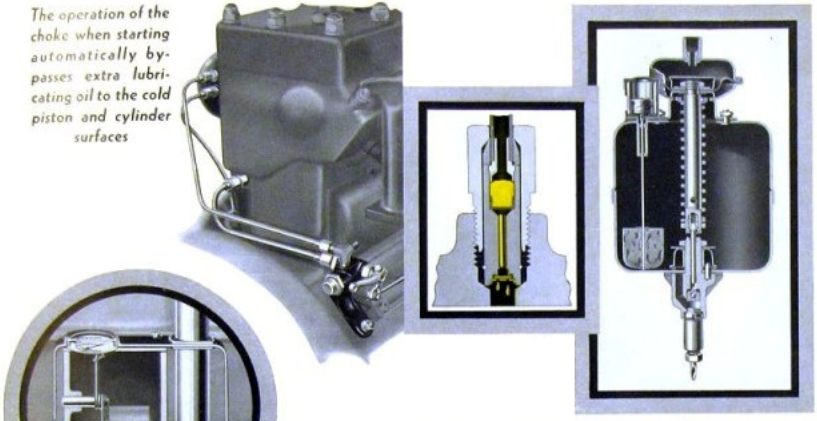
Cross section view of steering knuckle and brake construction, showing ball bearings used for ease of steering

The brakes are of the internal-expanding type with flanged drums for protection against oil and dirt, eliminating undue wear and loss of efficiency. Wear is equally distributed in brake shoes and drums as indicated at the right



Packard four-wheel brakes are of the mechanical type and provide safety of operation under all conditions of heat and cold. The parking brake is individually operated, meeting all requirements

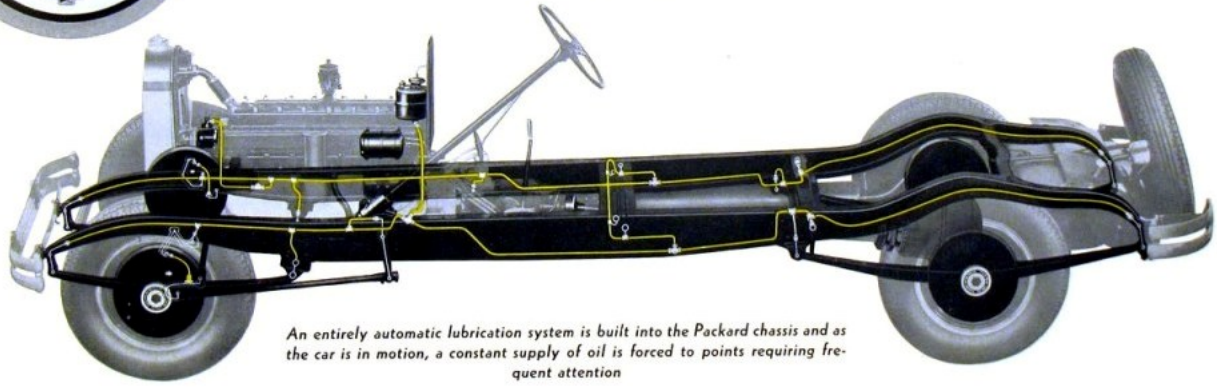
The operation of the choke when starting automatically by-passes extra lubricating oil to the cold piston and cylinder surfaces



Left—cross section of motor oil gauge. Above—cross section of chassis lubricator reservoir and a typical outlet at the point of application

THE LUBRICATING SYSTEM

THOSE who make a car as fine as the Packard Eight know that it is not enough to design well and build well. Fine workmanship and fine materials must be protected and long life insured and without any personal drudgery, unnecessary inconvenience or expense. Therefore in Packard cars you find many features of automatic lubrication, several of which are shown and described on this page. Long life in stability of appearance is attained by long life of mechanical excellence. Packard builds precision into its vital parts—then protects that precision automatically.



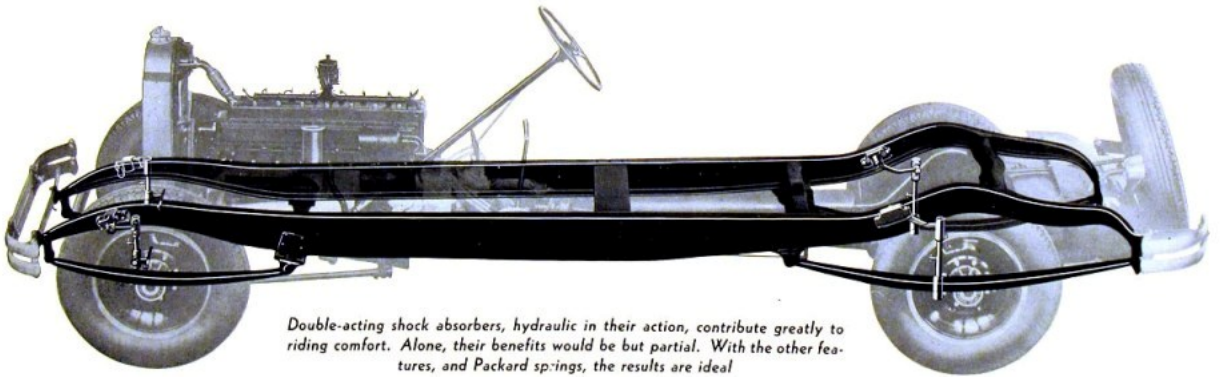
An entirely automatic lubrication system is built into the Packard chassis and as the car is in motion, a constant supply of oil is forced to points requiring frequent attention

SHOCK ABSORBERS AND STEERING GEAR

ONLY an hour back of the wheel can disclose the ease of Packard riding and car control. A complete shock absorbing system, including a device for the elimination of front wheel "shimmy" and steering wheel "whip" together with finger-tip ease of steering control, reveal more than mere words can tell. It is the Packard engineering formula of building a smoothly fitted ensemble rather than a single feature, that gives such outstanding results of riding and driving comfort.

Four coiled springs encased at the rear of the left front spring accomplish magical results in steering safety and control

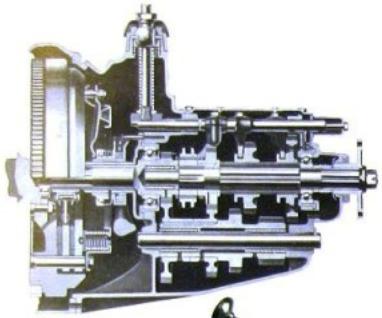
The steering gear is exclusively Packard in design and manufacture and fitted with a combination of ball and roller bearings to insure against fatigue in parking and in traffic operation



Double-acting shock absorbers, hydraulic in their action, contribute greatly to riding comfort. Alone, their benefits would be but partial. With the other features, and Packard springs, the results are ideal

THE POWER PLANT

SIMPLICITY is the keynote of Packard engine design. All Packard cars are amply powered with motors of eight cylinders, refined and improved through years of experience. First of the country's noted motor car makers to offer the eight-in-line motor, now almost universally used in larger cars, Packard claims for its design an all-around superiority for the best interests of all its owners.



Packard designed and Packard built, the improved four-speed transmission will be much appreciated by those who must shift gears often in traffic

Motor, transmission, and clutch have been designed to provide a compact and balanced power plant and yet with maximum accessibility for service attention

PACKARD STANDARD EIGHT SPECIFICATIONS

MODELS 8-26 AND 8-33

POWER PLANT

Motor—Eight cylinders cast in one block. Four-point suspension. Bore, 3⅛ inches; stroke, 5 inches. Horsepower, S. A. E. rating, 32.5. Motor actually develops more than 100 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 newly designed counterbalances 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.

Transmission—Selective sliding-gear type, four 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.

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.

COOLING SYSTEM

Radiator—Highly polished chromium-plated casing 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 18½ 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-six 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, located on right running board at juncture with fender. Accessible for routine attention, 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 a 20-ampere fuse. Includes two non-glare main headlights of 21 candlepower with tilting beam feature; parking lamps; combination tail, signal, and backing light, the signal light automatically operated by brake-pedal action, and the backing light by gear shift lever; instrument-board light; reading light; spotlight and tonneau light in open bodies; dome light in enclosed bodies.

OPERATING CONTROLS

Gear-Shift Lever—At right of driver. Housing well forward giving increased 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 and thrust taken on ball thrust bearings. Steering wheel, 18½ 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, ammeter, fuel-supply gauge, speedometer and clock are grouped in the center of the instrument board and are indirectly illuminated for night driving. Ignition switch, integral with the coil, mounted at the right of center panel and fitted with lock and key. Cigar lighter and reading lamp at the right of panel.

MISCELLANEOUS

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

Glass—Non-shatterable 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 liberal use of cross-members and heavy cross-tubes all riveted securely.

Springs—Semi-elliptical. Front, 42 inches by 2¼ inches; rear, 60½ inches by 2½ inches. Front springs underslung and shackled at front end. Metal spring covers.

Wheels—Disc steel type. Demountable at hub and interchangeable, front and rear. 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.

Tires—6½ inches x 19 inches. Low-pressure nonskid cord tires, front and rear.

Speedometer—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—127½; 134½ inches.

Turning Radius—8-26: 22 feet 9 inches; 8-33: 24 feet .

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

PAINTING

Those who buy the Packard Standard 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