



Where Luxury Reaches a New High

THE 1940

PACKARD CUSTOM
Super-8 ONE-EIGHTY





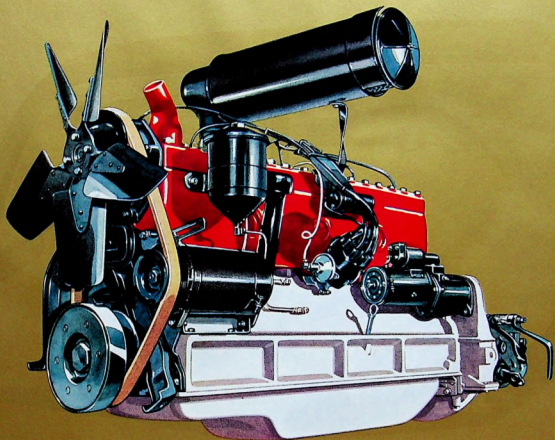
A CAR IN WHICH *Luxury Reaches a New High* . . AND PRICE A NEW LOW

THE WORLD OVER, for each of the last forty years, owners of fine motor cars have looked to Packard to give them everything newest, finest and most luxurious. This year, even the most ardent Packard enthusiasts will find their highest hopes more than realized when they see the new Super-8 Custom One-Eighty.

Never has such a stunning creation taken to the roads—and never has a motor car offered such all-inclusive luxury. For, added to the myriad luxuries of its roominess, comfort, and conveniences are new luxuries of unequalled riding smoothness,

of almost effortless operation, and of superb performance made possible by a giant new engine of 160 horsepower!

As you review the ten Custom-styled body types, you will see that the *One-Eighty* is a car unmistakably new and distinctive—yet just as unmistakably a Packard. Whichever handsome body style you may select, you will find it several hundred dollars lower in price than any previous Packard of comparable size and luxury . . . and we predict it will bring you more genuine satisfaction and pleasure than any other car you might consider.



Powered by Master Motor Builders

BENEATH the bonnet of the new Packard One-Eighty a brand-new power plant softly hums to the tune of 160 horsepower, the most powerful 8-cylinder engine ever built into a Packard!

True, you may never have occasion to test the full performance range of such a mighty power plant—nor did the master motor builders who created it expect that you would. But the brilliant qualities of this great engine also grant you a new sense of motoring pleasure in everyday use.

Its masterful performance on crowded streets is an eye-opening

experience. At cruising speeds on the open road, no Packard has ever demonstrated so completely the luxury of power. Yet the economy figures on this 160-horsepower masterpiece are unbelievably close to those of engines which have considerably lower power rating and cannot compare in performance!

Motordom's Hall of Fame, already studded with famous Packard engines that have made engineering history, must accord a place of honor for this newest Packard achievement. It rightfully deserves to rank with the finest of them all.



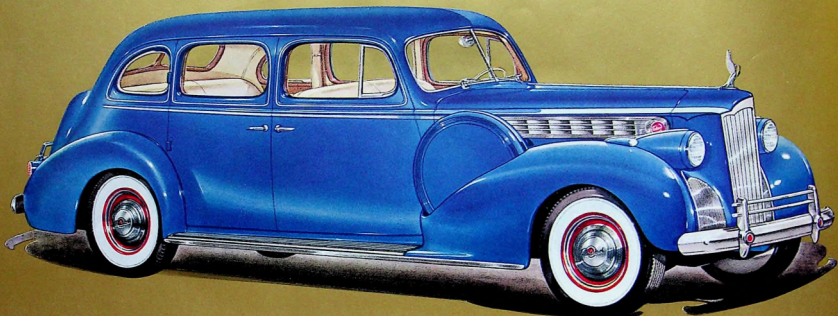
Created by Master Stylists

HERE, in a typical Custom One-Eighty interior, you see what master stylists can achieve when their creative talents are allowed full, unfettered expression. When you see the car itself, you will acknowledge their artistry at a glance.

The superb and costly upholstery — the most graceful fittings and tasteful trim hands can design — the most stunning combinations of harmonizing color-tones the palette and loom can produce — all will elicit your unqualified admiration and delight. Underfoot, deep pile carpeting adds a note of restful luxury

and individualized style. The bronze-trimmed plastic instrument panel and chrome-trimmed steering wheel are richly endowed with modern beauty fully deserving of the prominence they are accorded. Dials and controls combine distinction with convenience.

In fact, so expertly tailored, so artfully adorned and so completely fitted is the sumptuous interior of any Custom One-Eighty model you may select, that you will come to look upon it as a mobile room for living. It will make "going places" in your Packard the most luxury-surrounded pastime in your day.

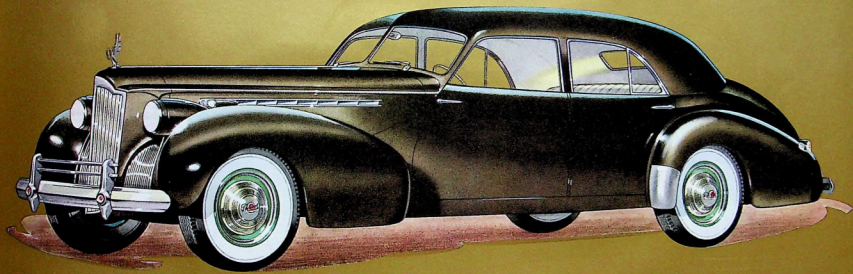


THE TOURING SEDAN — Body by PACKARD

THE TERM "quality" takes on its true meaning as applied to this five-passenger sedan in the Packard One-Eighty series. For here is a car abounding in luxury—in a way that makes even other higher-priced cars seem commonplace by comparison. In it, cool, finely woven, modern fabrics provide a pleasing background for chastely elegant fittings . . . are available in such a wide variety of color options that each owner may express his individual taste. It is a car from which its owner may step at any important function and be sure of a "distinguished arrival."

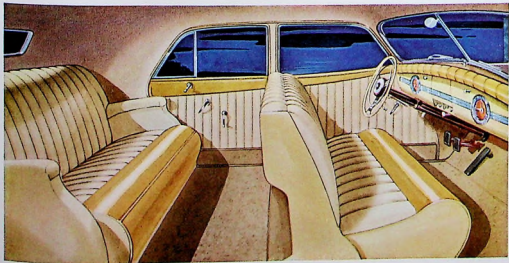
138-INCH WHEELBASE



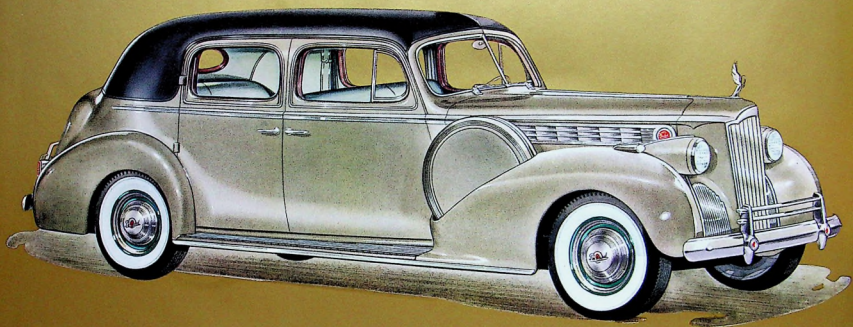


THE CUSTOM SPORT SEDAN — Body by DARRIN

138-INCH WHEELBASE



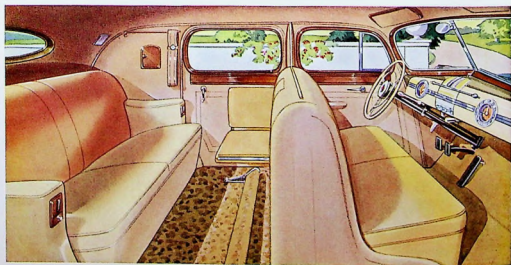
FOR those who favor the Continental flair—here's Riviera smartness on wheels...the peak of custom-built sophistication. The car that will be the sensation in 1940 from the Champs Elysées to Sunset Boulevard is the Darrin-designed Packard Custom Sedan. Smartness and distinguished individuality are accentuated, but without sacrifice of roominess and comfort. Long, low and eager for action, it will appeal to the world's most adventurous motorists—and none will fail to be excited by the thrilling way in which this super speed-streamed car lives up to its looks.

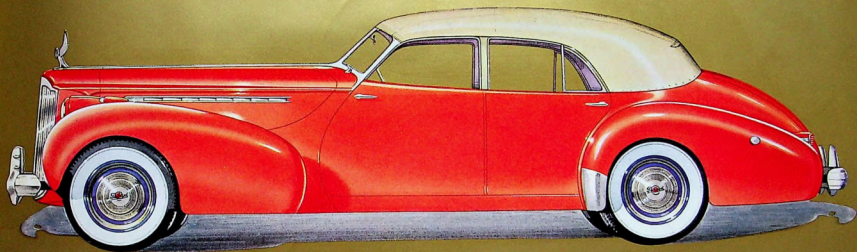


THE FORMAL SEDAN — Body by PACKARD

138-INCH WHEELBASE

EMPHASIS is on dignity and privacy in the One-Eighty Formal Sedan. Its exterior appearance qualifies it as one of the most handsome and distinguished motor cars of 1940—a car suitable for the highest occasions. The pronounced excellence of its tailoring and fittings and its out-of-the-ordinary conveniences, such as a vanity compartment and adjustable-length arm-resting, make it a car that gains the favor of even the most exacting owners. Either owner- or chauffeur-driven, the Formal Sedan meets every personal and social demand required of a motor car.



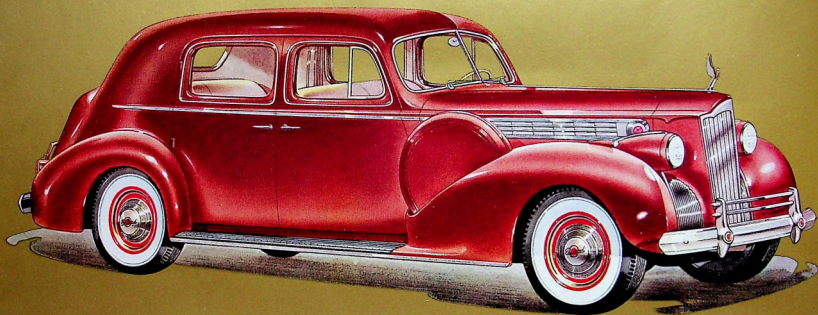


THE SPORT CONVERTIBLE SEDAN ~ Body by DARRIN

138-INCH WHEELBASE



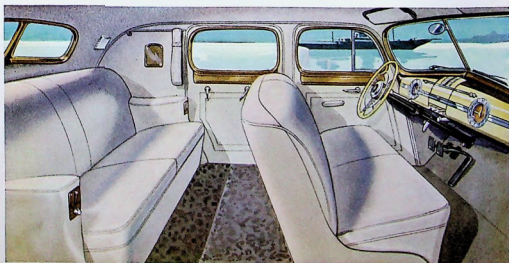
THE most daring lines ever to grace a Packard—and the most dashing beauty ever bestowed upon a motor car, this Darrin-designed Packard Sport Convertible is for those who see no reason to keep their love of adventure a secret. It is Packard's answer to the hundreds who have clamored for a car so modish, so sporting, and so thrillingly different that driving it can be the most exciting of outdoor pleasures. Not in years has a car been built that so completely captures lively imaginations. This 160-horsepower speed-streamed creation restores motoring to the sport realm!

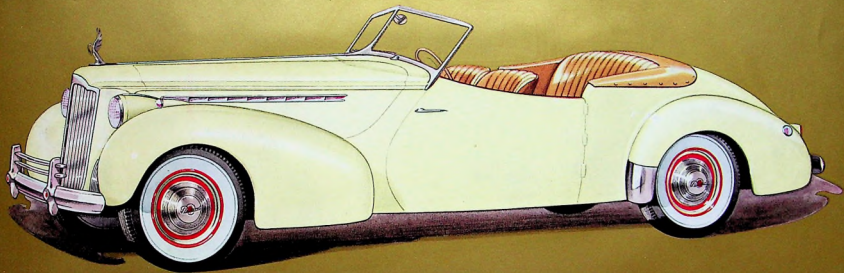


THE CLUB SEDAN — Body by PACKARD

127-INCH WHEELBASE

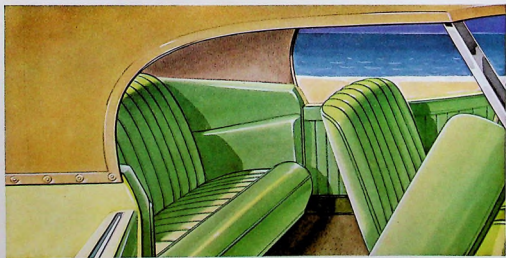
ADDED individuality that makes ownership a cherished satisfaction distinguishes the Club Sedan. It possesses both the flair and features that characterize custom cars. In appearance it is as distinctive as it is handsome. The casual charm of its interior suggests indulgent relaxation—and roomy, deep-cushioned comfort makes the promise a reality in which you can revel. Packard quality at its finest throughout, added to all-around appeal, establishes the Club Sedan as in the mode for smart traveling—economically, socially or geographically speaking!



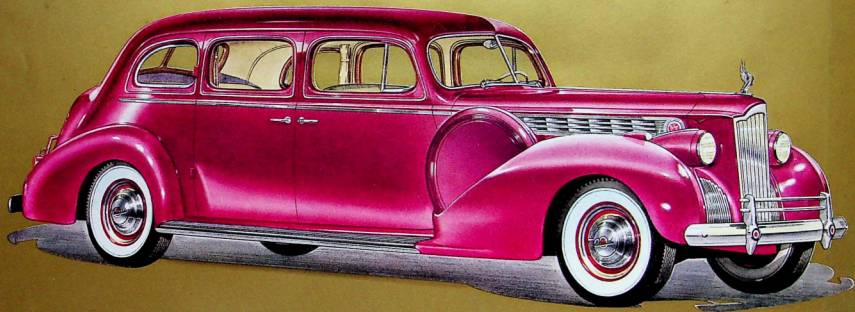


THE CONVERTIBLE VICTORIA — Body by DARRIN

127-INCH WHEELBASE



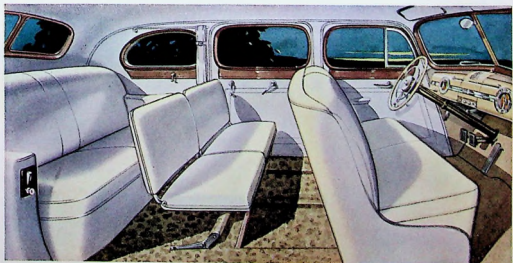
HERE is a car to make heads turn and hearts pound...and with ownership, the urge to drive it becomes an *obsession*! The Packard-Darrin Convertible Victoria has so little in common with most motor cars that it looks entirely out of place on a showroom floor. It finds its element at the smartest gatherings the world of sport can offer...or cruising silkily down the highway like a pursuit ship scudding across the sky. The inspired beauty of its appearance, outside and in, is matched in no other car than Packard — sets a mark for others to shoot at for years to come.

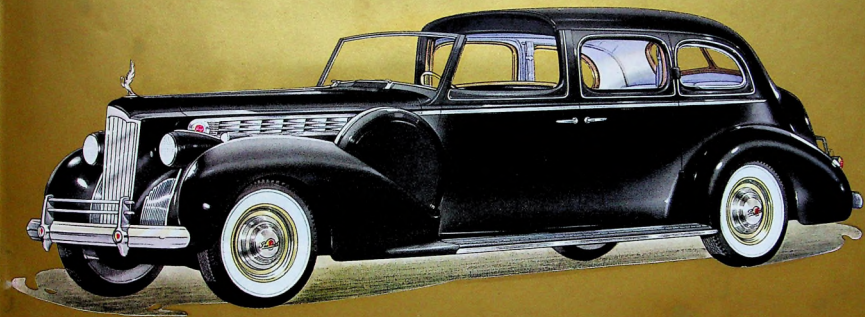


THE SEVEN-PASSENGER TOURING SEDAN — Body by PACKARD

148-INCH WHEELBASE

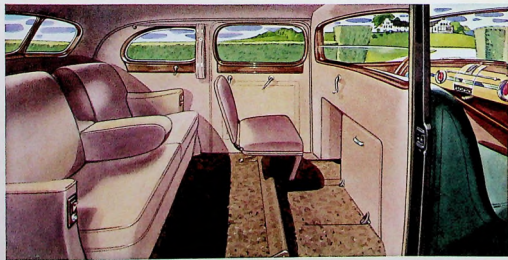
HOSPITALITY goes with you when this supremely luxurious car, with complete comfort for seven passengers, is at the disposal of you and your guests. The folding seats are deeply upholstered and far too comfort-giving to be considered mere auxiliary seating for brief trips or occasional use. It is a car that makes a week-end trip to the country or an extended family vacation tour thoroughly enjoyable from beginning to end. The beauty of its interior combines with that of its distinguished exterior to create an atmosphere of prestige and luxury unsurpassed in motoring.



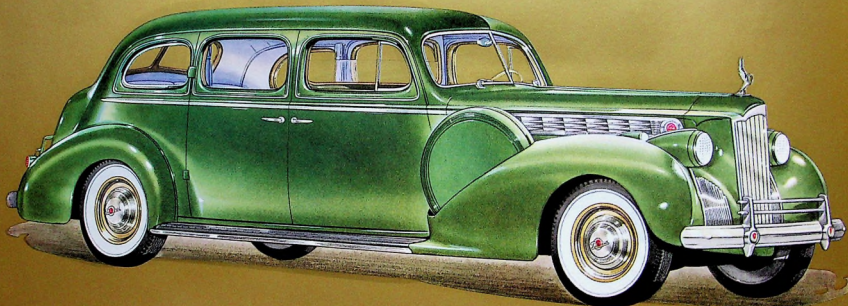


THE ALL-WEATHER TOWN CAR — Body by ROLLSON

148-INCH WHEELBASE



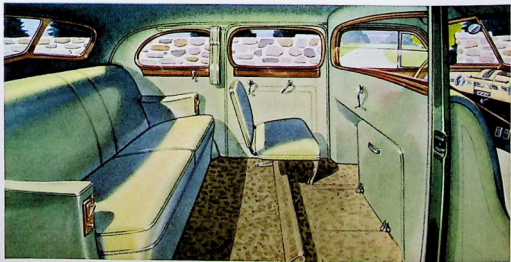
A MASTERPIECE of custom coachcraft, it is appropriate for this Rollson-designed body to be borne on motordom's finest chassis—the Packard Custom One-Eighty. This perfect combination of exquisite, personalized surroundings with superbly smooth power and riding qualities makes this a Town Car up-to-the-minute for sophisticated, modern living. The chauffeur's compartment, with a snug-fitting removable top and the type of adjustable glass windows found in convertible models, makes it an all-weather car, the whole year through, for any climate.

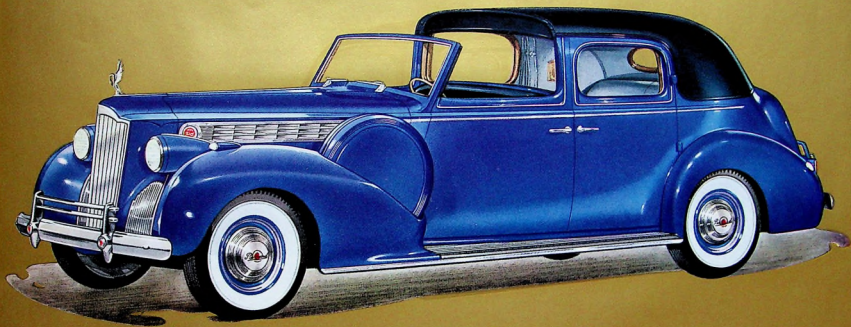


THE SEVEN-PASSENGER LIMOUSINE ~ Body by PACKARD

148-INCH WHEELBASE

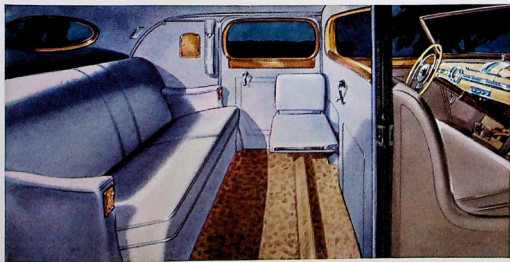
THE ultimate in luxurious transportation—the Custom One-Eighty Seven-Passenger Limousine carries traditional Packard distinction to new heights. Throughout the world, at affairs of social or political importance, Packards in this body style roll up the driveways. Unequaled in the distinctive luxury of its appointments, and equipped to give the most complete riding comfort to be had in a motor car—this Super-8 Limousine will be the most certain choice of those who will not afford anything short of the finest to fill their personal or official needs.





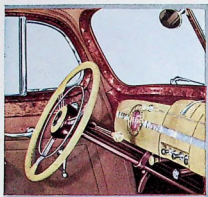
THE ALL-WEATHER CABRIOLET — Body by ROLLSON

134-INCH WHEELBASE

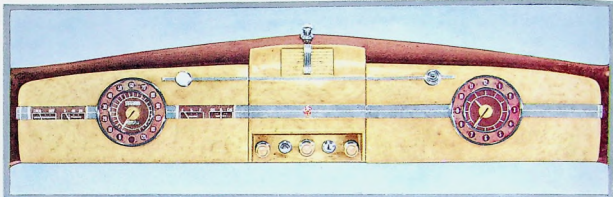


LIMOUSINE formality and coupe intimacy are delightfully combined in the Packard-Rollson All-Weather Cabriolet. And there's room for five together if the occasion demands. A car of marked individuality, only a hint of its distinctive luxury can be suggested in a picture. The crushed-pile floor covering, deftly piped upholstery and delicately turned-out fittings represent the best in modern coachcraft. Glass windows, rolled up with a crank-type control, and a removable top make the chauffeur's compartment comfortable in uncomfortable weather.

Hallmarks of Master Coachcraft



A COOL, waxy texture sets off the steering wheel and Handilift knob . . . these matching controls in light plastic are delightful both to look at and touch.



A WELL-ARRANGED instrument board to purpose, this handsome bug-grained panel could admirably serve as pure artistic decoration. Its symmetrical design, highly visible dials and conveniently grouped control buttons combine

beauty and utility to an unequalled degree. The translucent speedometer needle glows in different colors in each of three speed ranges to help you drive safely. A clock, a lighter, and an ash tray, of course, are there for your convenience.



AS GRACEFULLY designed and turned out as a gold artisan's finest effort, the One-Eighty's fittings speak for its aristocracy among motor cars.

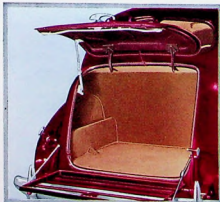


FIFTEEN STUNNING upholstery options for the One-Eighty await your selection: 1—tan pin-stripe broadcloth; 2—brown two-tone combination; 3—green pin-stripe broadcloth; 4—blue two-tone combination; 5—green two-tone

combination. All are finest quality materials and fabric-tones harmonize with the car's exterior colors. Varieties of attractive leather upholstery and cloth and leather combinations are available in all convertible models.



ARM-RESTS with lighter and ash tray built in . . . richly grained window moldings . . . curtains for rear-quarter windows . . . and the adjustable-length arm-rest—all serve as indications of the unique luxury and convenience the One-Eighty provides.

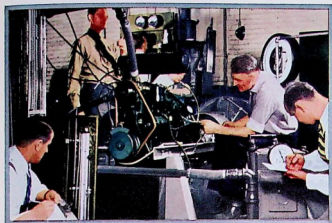


SPACE HERE is not only abundant but invitingly usable. The compartment is lined to protect the surfaces of luggage or whatever else may be carried in its 21 cubic foot

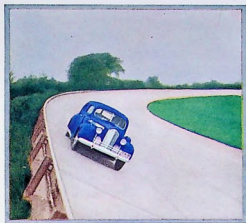


TWO KINDS of foot rest—on the padded rail that swings out of the way when not in use . . . and in the deep pile carpeting that's as pleasantly comfortable underfoot as springy green moss. Luxury in the One-Eighty is complete—from the floor up!

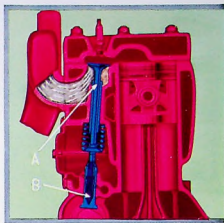
Proofs of Master Manufacturing



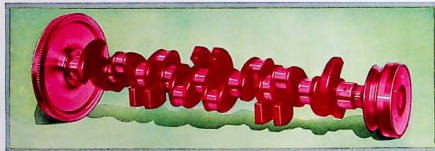
HOW MUCH POWER will the One-Eighty's giant engine develop? How does its efficiency compare with other engines? . . . Its economy? The gratifying answers to these and other important questions are thoroughly checked by Packard engineers with the dynamometer test.



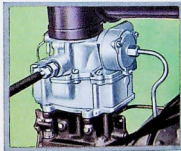
MORE POWER and speed than you'll seldom have occasion to use are proved by tests on the Packard Proving Ground Speedway. These abundant reserves mean smoother operation, better economy at normal driving speeds.



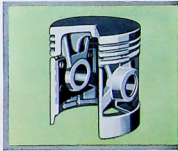
EXAMPLES of advanced engineering that improve engine operation and economy are Packard angle-set valves (A) and hydraulically operated tappets (B).



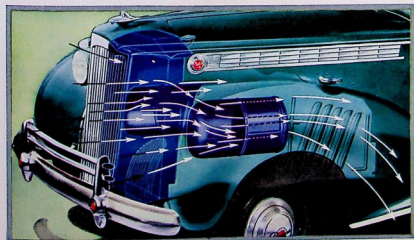
THE SECRET of ultra-smooth and quiet engine performance lies in the design and construction of the crankshaft. This Packard-built shaft for the One-Eighty is exceptionally heavy and 100% counterbalanced—has the advantage of nine main bearings to reduce friction and wear—and to quiet operation.



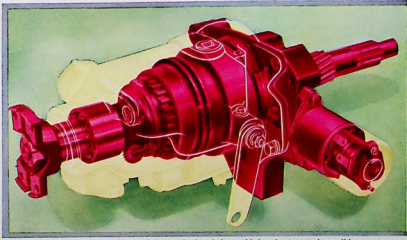
ECONOMY HEADQUARTERS . . . the carburetor mixes free air with gasoline in a miserly fashion for amazingly low fuel consumption. Automatic choke prevents flooding, quickens starting.



KEEPING in close touch with cylinder walls—by expanding and contracting with temperature changes—enables Thermo-steel pistons to prevent oil waste and power loss.

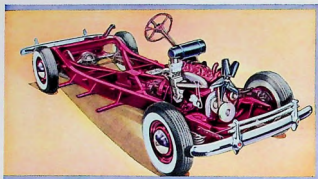


"GONE WITH THE WIND" is excessive heat that would lower engine efficiency and cause wear. It's fan-blasted out through Packard designed cooling tunnels under the hood. Expelled hot air is directed under and away from the car for the comfort of passengers.

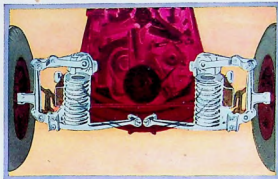


IN ALL THE WORLD, only one thing can be found that, added to the One-Eighty, will better its operation. That is the improved Packard Econo-Drive which cuts engine speeds 27.8% at car speeds as low as 21 miles per hour. Fuel savings at cruising speeds and exhilarating, gliding smoothness are results well worth the moderate additional cost of this thirty fourth speed.

Evidences of Master Engineering



UNDERNEATH BEAUTY and luxury lies fundamentally sound engineering. The massive sturdiness of the One-Eighty chassis is visible evidence of the advanced design and master construction that give every model a full quota of durability and long life in the Packard tradition.



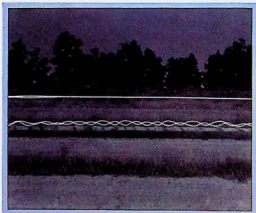
NEITHER YOU nor Packard can keep your front wheels from hitting the high spots—and low spots—on the roads you travel. But Packard does keep the jolts from reaching you—with these big coil springs that absorb the shocks as front wheels go over bumps and into chuckholes.



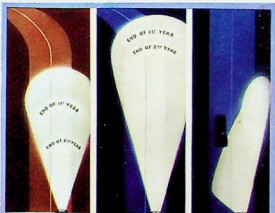
OTHER CARS boast of four shock absorbers, but Packard has a fifth! Why? To increase your comfort by absorbing the crosswise shocks while the other four absorb those that are up-and-down.



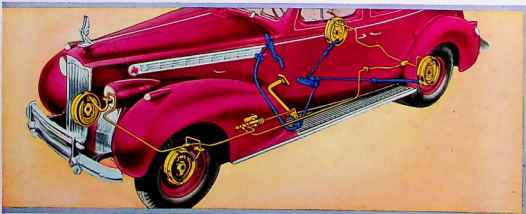
READY TO TAKE a picture that will prove the level ride with exclusive Packard's "FLX" springing, even over railroad ties. Puffs made by lights on wheels and window sills will be photographed simultaneously.



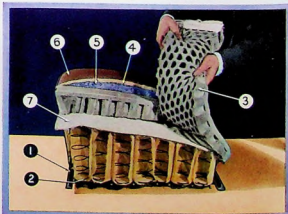
HERE IS THE PICTURE and the proof! The dancing lines below indicate the bouncing wheels as the car travels over the ice. The amazingly level upper line indicates the expertly smooth ride passengers enjoy.



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.



DOUBLE ASSURANCE of safe stopping: your foot applies the smooth, powerful hydraulic braking system—your hand applies an independently operated mechanical system. Drums are extra large and are sealed against dirt and weather. The forward motion of the car is utilized to help stop it when brakes are applied—by a "wringing" action of the lining around the drum.



SEVEN REASONS for super-comfort: 1—strong seat frame; 2—separately wrapped springs; 3—foam rubber pad; 4—cotton padding; 5—soft down; 6—all-wool upholstery; 7—heavy cloth between springs and rubber.

— for the more mechanically minded



HOW PACKARD
QUALITY IS PROVED
AND IMPROVED

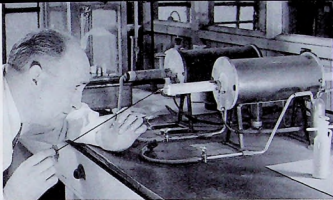




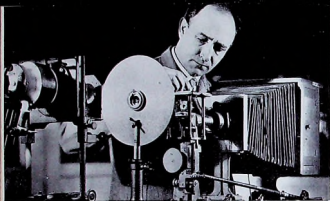
*P*ACKARD quality control—made possible by all-under-one-roof manufacturing—begins with the rigid inspection of raw materials when they are received at the Packard plant. It continues through each step of precision machining and carefully inspected assembly until

the completed car rolls off the line. At frequent intervals throughout the year, a completed car is "kidnaped" without warning — taken to the Packard Proving Ground and put through a series of the most rigorous tests to which a car can be subjected. Ability to stand this terrific abuse is proof that Packard built-in quality will enrich your motoring enjoyment in daily use for many extra thousands of miles.

On the following pages are pictured twenty-three typical examples of the countless steps in precision manufacturing and critical testing that make Packard quality the envy of the motoring world.



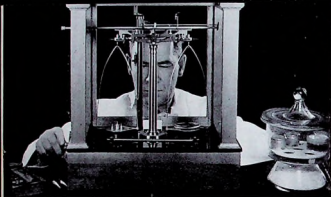
A Shipment of Steel is received—and immediately a sample goes to the Packard laboratory where it is burned at 2000° to determine whether it measures up to Packard's high standards.



The Eye Can't See It, but the microscope camera can. This invaluable aid to the metallurgist shows up the grain in hard metals, which indicates their toughness and endurance.



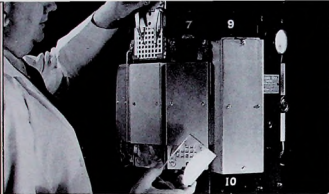
The "Beauty Treatment" your car receives should last for life, so Packard subjects all lacquers used in body finishing to the viscosimeter test to prove their consistency and quality.



***This Delicate Instrument** will tell you the amount of pencil carbon in a single written word. With it, Packard paint experts check the proportion of solids to liquids in lacquers.*



***The Sun Takes a Back Seat** compared to this brilliant light which proves the fade-resisting abilities of Packard upholstery fabrics before they are exposed to the sun's brightest rays.*



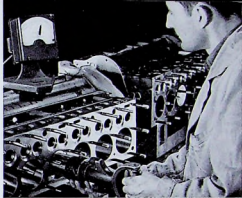
More Light Comes in 48 Hours from this ultra-violet light machine than from a year of hot southern sun. It tells if the glass Packard uses is properly treated so as not to discolor.



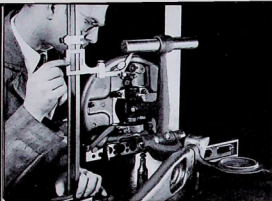
Sea Air and Sunshine may be highly beneficial to you,
but not to the finish on your car. Sample Packard body panels are
exposed for days on end in tropical weather, to prove resistance.



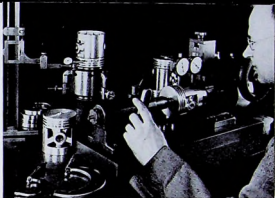
***Your Breathing** would sound like a hurricane if recorded by this device. It detects noises the ear can't hear in the quietest of ball and roller bearings, and thus exposes any imperfection.*



Pistons Travel Four Miles for every mile you drive.
Consequently, they must fit to within fractional thousandths of
an inch to prevent power loss and to avoid wear.



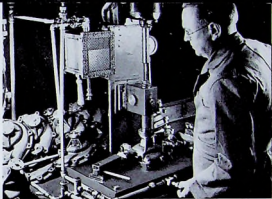
***He Knows He's Got the Right Angle!** This ingenious device checks the geometry of front suspension—**toe-in**, **caster** and **camber**—so important to safe and easy steering control.*



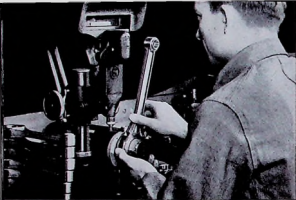
Are Machines Infallible? Not in Packard's opinion. Samples of work of even costliest machines are constantly checked against master patterns in the machine shop layout room.



Camshafts Must Be Hard on the surface to withstand wear, but not underneath where stresses are absorbed. Electrical induction in these cabinets controls surface hardening depth.



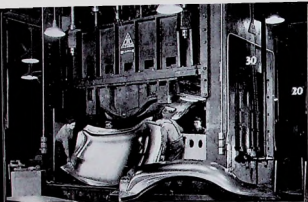
On the Lookout for Leaks. Every Packard water pump is subjected to this vacuum test which rejects any pump that permits bubbles to rise, indicating a defect in housing or packing.



The Dial on this delicate measuring instrument would have to be over 6 feet long to show as large a variation as $1/32$ of an inch. Its small superaccurate dial reads in ten-thousandths.



The Supreme Check of all Packard precision is the light ray device for proving the accuracy of other checking instruments. It is accurate to within one-millionth of an inch.



In Packard's Own Huge Body Plant, bodies are built by Packard's own craftsmen with the same insistence on "Quality First" that applies to every detail of the chassis.



Typifying the Painsstaking Care Packard devotes to body building is the deoxidine treatment which gives the body a clean, dry, rust-free surface before paint is applied



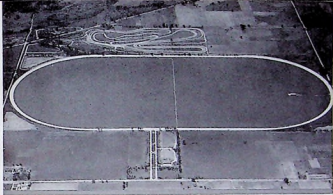
***Finished to Perfection.** Packard quality extends to the smallest hidden detail, includes extra coats of lacquer for infrequently seen door edges, trunk lids and trunk openings.*



One of the Final Steps in the conclusive proof of Packard Quality: a test car at the Proving Ground is driven over the worst roads men can build as part of its gruelling ordeal.



At Frequent Intervals, cars are taken without warning from the end of the Packard assembly line and sent to the Proving Ground for an exhaustive check on quality.



The Proving Ground represents a million-dollar investment for Packard . . . and to every Packard owner it represents sounder investment and greater value for every dollar spent.

BRIEF SPECIFICATIONS

The New 1940 Packard Custom Super-8 One-Eighty

MOTOR—L-head type, 8 cylinders. Bore and stroke, 3 1/8" x 4 5/8". Displacement, 356 cubic inches. Compression ratio, 6.45 to 1. Brake horsepower, 160 at 3500 r.p.m. Crankshaft weight, 104 pounds. Nine main bearings.

MOTOR LUBRICATION—Full-pressure lubrication to all main, connecting rod, piston pin and camshaft bearings, also to hydraulic valve mechanism. Oil filter.

FUEL SYSTEM—Mechanical pump with filter. 21-gallon gasoline tank.

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

COOLING SYSTEM—Automatic radiator shutters. Under-fender cooling tunnels. Ball bearing water pump. Cooling system capacity, 5 gallons.

CLUTCH—Semi-centrifugal clutch, 11" diameter.

TRANSMISSION—Synchronized, helically cut gears. Handishift gear-shift lever. Econo-Drive available at moderate extra cost.

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

FRONT SUSPENSION—Famous Packard Safe-T-flex independent front wheel suspension. Roll control bar.

REAR SUSPENSION—Semi-elliptical leaf springs, 54" x 2". Rubber cushions and special composition discs between tips of leaves. Rubber-cored brackets and shackles. Double-acting shock absorbers. Rear roll control bar on long wheelbase models. Fifth shock absorber.

REAR AXLE—Semi-floating type, hypoid design.

ELECTRICAL SYSTEM—Large capacity generator, voltage control. Sealed-Beam headlights, tell-tale signal.

DRIVE—Hotchkiss. Roller bearing universal joints.

BRAKES—Packard Servo hydraulic service brakes. Mechanical hand-brake.

STEERING SYSTEM—Center-point steering, worm and roller type gear.

CHASSIS BEARINGS—Fifty ball and roller bearings.

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

WHEELS AND TIRES—Disc wheels with ten-inch chrome hub caps. Tires, 7.00 x 16 low-pressure, 4-ply cord; 6-ply on 138" and 148" wheelbase models.

WHEELBASES—127 inches, 138 inches, 148 inches.

BODIES—All-steel body. Special insulation. Safety glass. Three hand-picked upholstery selections. Sparkling interior fittings. Front arm-rests and center folding arm-rest in rear seat back of sedan types. Mohair floor mats in front compartments. Crushed pile mohair in rear. Extra large luggage compartment.

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

STANDARD EQUIPMENT—One spare wheel and tire. Chrome wheel nut caps and discs. Jack and tool equipment. Two interior sun visors. Two automatic windshield wipers. Defroster vents. Rear view mirror. Two combination tail and stop lights. Fender lights. Center license light. Dome light (closed models). Twin horns. Cormorant radiator ornament. Electric clock. Deluxe steering wheel. Robe cord with assist strap at rear end. Center folding arm rests in rear seat back. Three ash receivers and cigarette lighters. In sedans: Two satin-lined arm-slings in rear compartment. In limousine only: Built-in speaker-type dictograph. Clock in rear compartment division header bar.

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

ASK THE MAN WHO OWNS ONE

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