



1941

One-Sixty • Custom One-Eighty

PACKARD

*Super-8*

1941

*One-Sixty • Custom One-Eighty*

## An Invitation

**G**ENIUS for fine-car engineering and manufacturing — over a period of more than forty years — has given Packard one of the proudest traditions of the motor car industry. It is a tradition that has gained for Packard a position of pre-eminence in every motor car market of the world. And it is a tradition in which buyers of fine motor cars are placing their confidence in increasing numbers.

This last has been dramatically proved in recent months. For the 1940 Senior Packards — up to now the finest ever built — met with approval on the part of discriminating motor car owners that far surpassed all expectations. During a year in which other fine cars, in total, suffered a decrease in sales, sales of these Senior Packards showed the greatest increase in recent Packard history!

Now are presented the successors to these record-breaking cars — the Senior Packards for 1941 — the Super-8 One-Sixty and the Custom Super-8 One-Eighty. More beautiful, more luxurious — and as much more desirable as three-score new features can make them — these new Packards bid fair to create an unprecedented demand in the fine car field.

You are invited to examine these cars critically as you see them illustrated and described on the following pages. But in addition, we urge that you see and drive a Senior Packard at your earliest convenience. We predict that you will find the experience the most revealing and most pleasurable that a motor car has ever provided.

PACKARD

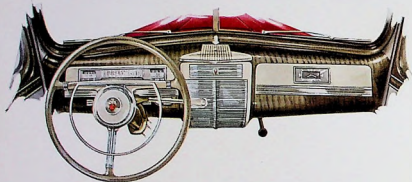
*Super - 8 • One - Sixty*

for 1941





## 1941 Packard Super - 8 One - Sixty



**A LEADER IN POPULARITY AGAIN LEADS IN NEW FINE-CAR ATTRIBUTES**

**I**F you long to be out in front, here's where you belong! . . . with your hands on the wheel and your foot on the throttle of the new Packard Super-8 One-Sixty!

Leaders are ever popular . . . which explains why *one and one-half* times as many motorists have become enthusiastic Super-8 owners as compared to the previous year! But great as it was, the One-Sixty which gained such phenomenal public acceptance is an even greater car for 1941!

New beauty, new luxury, new handling ease — all assure this 1941 Super-8 of even more cheers and acclaim than were accorded its illustrious predecessor.

To see the 1941 One-Sixty is to admire the new smartness of styling that identifies only a Senior Packard. Beginning with the modern design of its new bumper, and extending back over the wind-sweep contours of its rear deck, every detail of line is fresh, handsome and distinguished.

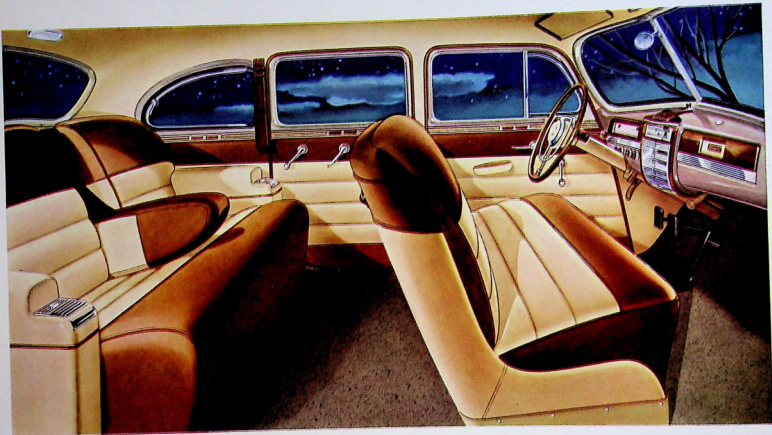
To ride in this new Super-8 is to luxuriate in an interior brimming with new loveliness, irresistible in new comfort. The charm and beauty inherent in a Senior Packard are made infinitely more alluring by new harmonies in Multi-

tone upholstery colors. And topping the list of new contributions to your comfort is a Packard "first" you'll never again want to be without — genuine *Air Conditioning*. How you'll relish it when the first hot spell comes — and you step into the refreshing coolness of air that's actually refrigerated!

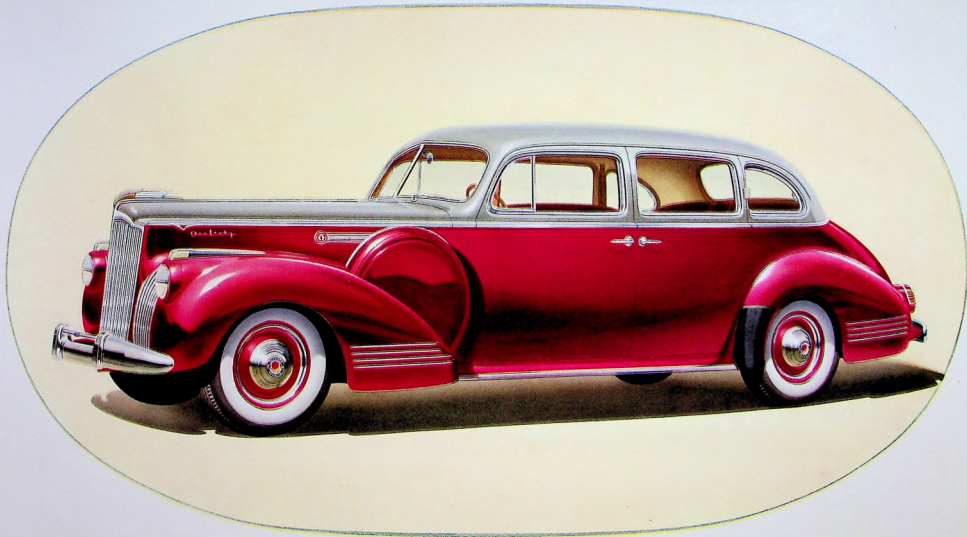
To drive this powerful eight is, of course, the ultimate thrill in motoring. Gun crack getaway starts you off for the most exciting pleasure to be had on wheels! And every superlative accomplishment of 160 horsepower is, for 1941, made even more delightful by two marvels of Packard engineering — *Electromatic Clutch* and *Aero-Drive*. Elsewhere in this brochure you will find these new miracle-mechanisms described in detail.

To own the new Packard One-Sixty is to assure yourself of the most satisfying experience that can come with motor car ownership. And it costs but little more than run-of-the-road transportation. Take your choice of eight stunning and distinctive body styles — and join America's fastest growing family of fine-car owners. Let the One-Sixty prove to you, too, how thrifty it is on every count to travel in Super-8 luxury!

*From the broad choice of equipment and styling treatments offered the One-Sixty purchaser, the pages that follow depict a variety of combinations. For standard details, please turn to back page.*



COMPARE a One-Sixty interior with those of lesser cars and you'll quickly see what a difference it makes to have Senior Packard luxury! The gorgeous color-blend combination of broadcloth and Bedford Cord, shown above in the Touring Sedan, exemplifies the richness and beauty of One-Sixty upholstery fabrics. Four single-color patterns are standard options, with three stunning Multi-tone combinations available in this model. The new rear window, of a single piece of safety glass curved to car contours, is, like other windows, larger for 1941. A total increase of 162 square inches in glass area is provided, for more handsome appearance and much improved visibility.



*Super-8 One-Sixty*

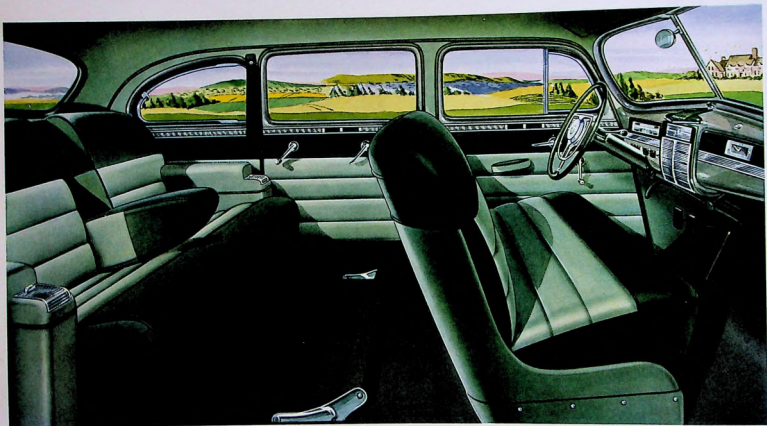
TOURING SEDAN

160 Horsepower

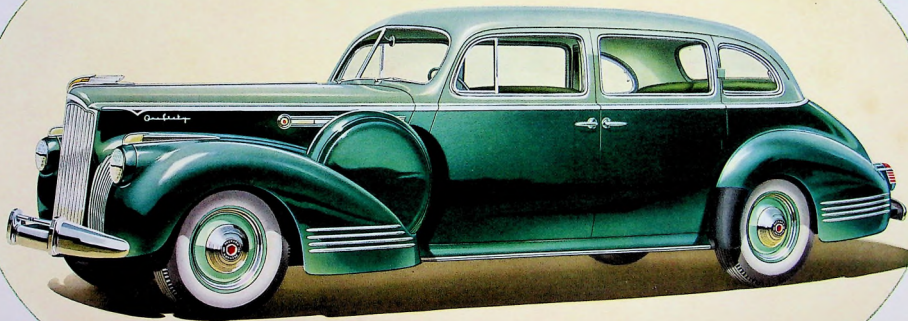


127-Inch Wheelbase





**B**UILT to meet popular demand, this 138-inch wheelbase sedan is the roomiest of 5-passenger cars! With nearly a full yard of leg room in its tonneau you may stretch out in literally unbounded luxury! And although this car, like all One-Sixty models, is lower to the ground for 1941, undiminished head room accommodates even top hats, with inches to spare. Custom-type door handles and window controls, in designs as lovely as heirloom silver, along with unique roll-top ash-trays, lend special distinction to One-Sixty sedan interiors. A wide performance range makes this car ideal for traveling 'cross-town or 'cross-country.



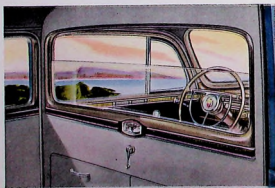
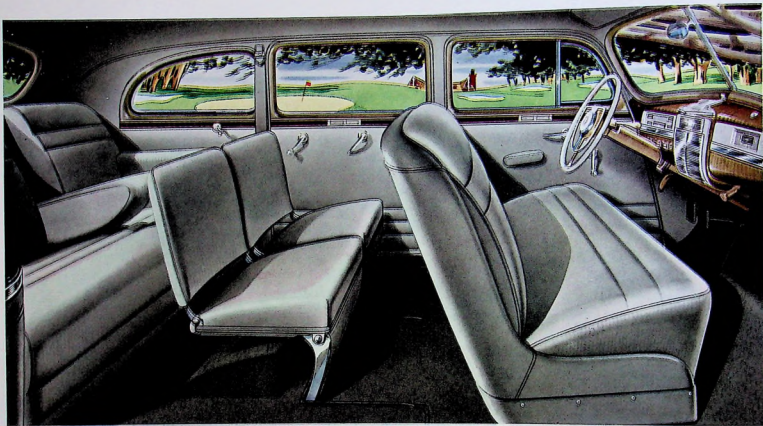
*Super-8 One-Sixty*

TOURING SEDAN

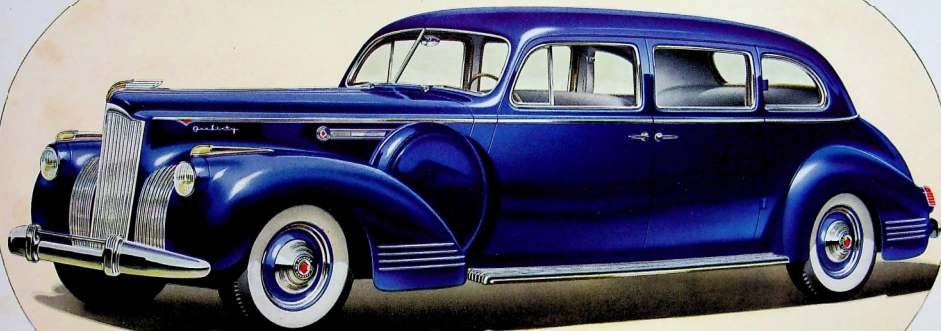
160 Horsepower



138-Inch Wheelbase



**R**OOMINESS is, of course, exceptional in this 7-passenger sedan, on the 148-inch Packard chassis. Equally noteworthy are the interior details which give it charming individuality. Foot hassocks in the same rich material as floor carpeting . . . folding seats beautifully upholstered and deeply cushioned, which tuck neatly out of sight when not in use . . . built-in smoking sets . . . convenient arm rests and assist straps — are all typical of Senior Packard luxury. You will note in the illustration, at left, that a glass partition separates the chauffeur's compartment in this body style when it is fitted with a limousine interior.

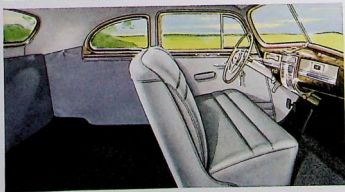
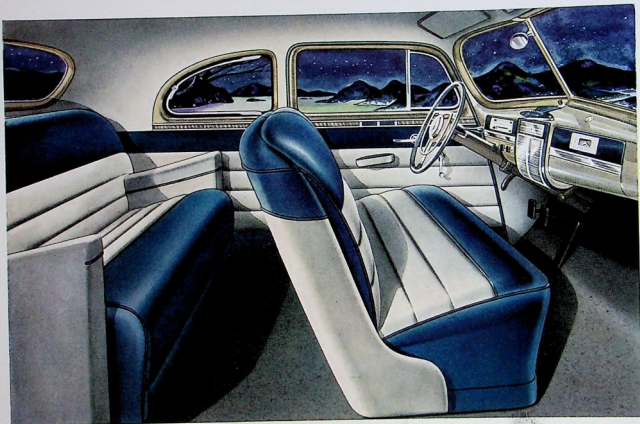


*Super-8 One-Sixty*

7-PASSENGER TOURING SEDAN

160 Horsepower   ♦   148-Inch Wheelbase





A FULL-WIDTH rear seat, one of many new features for 1941, makes the Club Coupe actually a spacious 5-passenger car! Generous side-to-side dimensions, and a full  $3\frac{1}{2}$  inches added length behind the front seat, provide unusual roominess in the rear compartment of this new body style. In the Business Coupe, illustrated at left, the usual rear seat space is reserved for the accommodation of luggage, business paraphernalia or sports equipment. Plenty of room for 8 to 10 large traveling bags! As in sedan models, four single-tone and three stunning color-blend upholstery options are available.



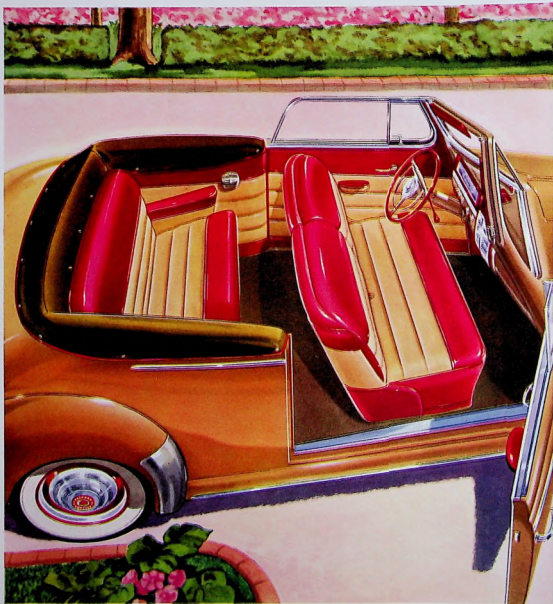
*Super-8 One-Sixty*

CLUB COUPE

160 Horsepower



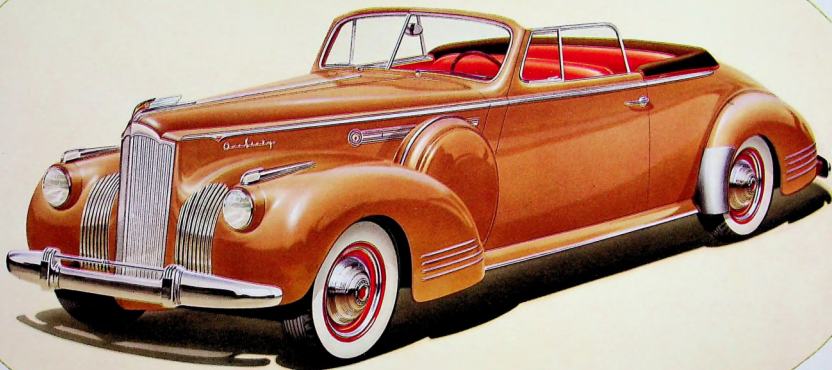
127-Inch Wheelbase



WITHOUT running boards, which are optional, chrome gravel guards grace rear fenders of the One-Sixty Convertible Coupe—an added touch of smartness on an already distinctive car. The chrome-trimmed windshield and wheels—and the stainless speedline strips on fenders—lend further emphasis to its dashing lines. The beauty of its snug, deftly tailored interior shows your preference in any of the six pleasing colors in leather upholstery, or three cloth and leather combinations. Inside, there's plenty of room for five sun-loving, fun-loving passengers—on seats as soft, deep and luxurious as those in any sedan.

*Naturally, the top is automatic. A dash control raises or lowers it—and up, a single latch on the windshield holds it tightly and firmly in place.*

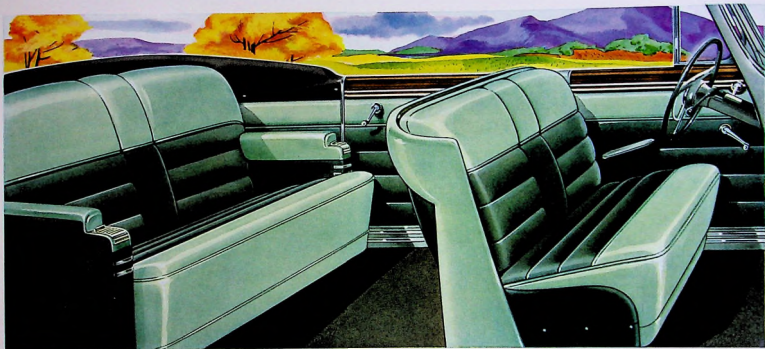




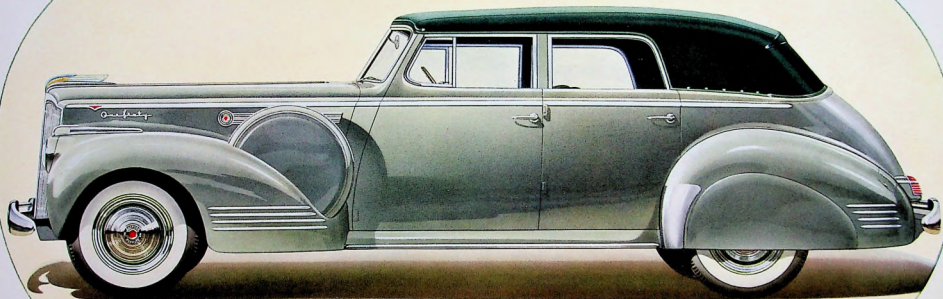
*Super-8 One-Sixty*  
CONVERTIBLE COUPE

160 Horsepower   ♦   127-Inch Wheelbase





IN THE One-Sixty Convertible Sedan, at left, you see open-car luxury that shares honors with no other car save a Packard. In the One-Sixty *Deluxe* Convertible Sedan, above, you see open-car distinction and glamour that not even another Packard can equal! For this creation—entirely new for 1941!—transcends all previous standards of smartness, richness and beauty in a phaeton-type car. Beautifully grained garnish mouldings are genuine walnut. Parallel chrome strips along the base of the door panels add a bright finishing touch. In this uniquely luxurious sports car, with its easy-to-raise, easy-to-lower top, not even a quick change in the weather can dampen your pleasure!



*Super-8 One-Sixty*

CONVERTIBLE SEDAN

160 Horsepower ♦ 127-Inch Wheelbase

# WORTH-READING REASONS FOR THE ONE-SIXTY'S

## ...RIDING COMFORT



**SUSPENSION**—Complete Safe-T-Ride front and rear suspension. Coil springs in front with live rubber bearings in the supports and long torque arms to help control spring resiliency and break noise path from wheels to body. In the rear semi-elliptic springs—54" x 2"—with rubber and special metallic inserts between the tips of spring leaves. Rubber bearings in shackles and brackets insulate against noise. Direct acting shock absorbers and fifth shock absorber control sidevay as well as up and down shocks. Front roll control bar on 127" wheelbase model and front and rear roll control bars on longer models keep the cars on an even keel on curves.



**FRAME**—Deep side rails—6½ inches at the deepest point—are box section throughout the engine compartment. A big I-beam X-member in the center section gives unusual rigidity and prevents body weaving.



**WHEELBASE**—127 inches, 138 inches, 148 inches—every model has ample wheelbase to provide excellent car characteristics as well as seat all passengers between the front and rear axles.



**WHEELS AND TIRES**—Disc wheels with chain shoes and finished with 10" chrome hub caps and chrome wheel trim rings are equipped with 7.00 x 16 low pressure tires. Four ply tires on 127" wheelbase models, six ply tires on 138" and 148" wheelbase models.



**BODIES**—The all steel body is specially insulated with thirteen kinds of insulating material. Safety glass used throughout, one piece bowed glass rear window and all windows including windshield and rear window are framed with chrome. Inbuilt defroster vents, folding rear seat arm rest and straight across rear seat in club and convertible coupes. Four luxurious upholstery selections, also three Multi-tone upholstery combinations in 138" wheelbase sedan (slight extra charge in 127" wheelbase enclosed cars). Six leather selections in convertible models. Two leather and cloth combinations at slight extra charge. Seat cushions padded with foam rubber. Fine mohair carpet in both front and rear compartments of all models.



**DRIVE**—Packard Hotchkiss drive is through the springs which absorb the inevitable shocks of starting and stopping. Two roller bearing universal joints are used.

**STANDARD EQUIPMENT**—One spare wheel and tire. New type jack and standard tool equipment. Twin sun visors and automatic, constant speed windshield wipers. Defroster vents. Rear view mirror. Two combination tail and stop lights inset in the rear of the body. Windstream chrome parking lights in fenders. Dome light on closed models. Tripitone horns. Rheostat switch for instrument panel lights. Electric clock and automatic cigar lighter. Rear seat center arm rest in all sedans. Robe cord in four-door sedans. New chrome, gold and plastic radiator ornament. Roll top ash receiver with automatic cigar lighter in rear compartment of sedan models.

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

PACKARD MOTOR CAR COMPANY • DETROIT, MICHIGAN

## ...PERFORMANCE



**ENGINE**—The simple L-head design of the Packard One-Sixty engine eliminates all extra parts while the overlapping power strokes of its 8 aluminum pistons provide smooth and abundant power. Cylinders have a 3½" bore and a 4½" stroke. Its large displacement—236 cubic inches—and high compression ratio—6.45:1—give it the highest brake horsepower rating of any 8 cylinder engine ever built by Packard—full 160 horsepower at 3600 R.P.M. Further smoothness is contributed by its heavy crankshaft—104 lbs. stripped—and by its nine main bearings.



**COOLING SYSTEM**—A noteworthy feature of One-Sixty engine cooling is the automatic system of radiator shutters which maintain efficient engine temperatures. The whole cooling system is sealed with a pressure cap. The water pump rotates on a double row ball bearing and is permanently greased and packed. Five gallons of water fill the whole system.



**LUBRICATION**—Every vital engine moving part is abundantly supplied with oil under pressure—no starved bearings to reduce wear. The oil is constantly cleaned by an oil filter. Chassis lubrication is equally efficient—only 17 points to lubricate every 1000 miles—4 more at 10,000 miles.



**ELECTRICAL SYSTEM**—An unusually large air-cooled generator with an output capacity of 35 amperes at 8 volts provides ample power for all electrical requirements including a full complement of accessories. All-glass Sealed-Beam headlights give brilliant night road illumination.



**FUEL AND CARBURETION**—A positive mechanical pump supplies the dual down draft carburetor with a constant fuel supply. Automatic choke and manifold heat control combine to assure quick, easy starting and efficient operation.



**REAR AXLE**—Although other manufacturers have only recently adopted the hypoid rear axle design, Packard has used it since 1926.

## ...HANDLING EASE



**STEERING**—Center point steering, cushioned with rubber, gives feather-light directional control. The steering gear, insulated from the frame, is of the worm and roller type.



**SHIFTING AND CLUTCH**—The air-cooled clutch has centrifugal weights to supplement the springs in applying pressure to the driving plate. This minimizes slipping even at high speed and reduces pedal pressure. Electromatic Clutch available at the factory at small extra cost. Helical transmission gears are quiet and long lived and two synchronizers make gear shifting easy and clashless. Nine ball and roller bearings. Aero-Drive cruising transmission available at moderate extra cost.



**BRAKES**—Packard Servo hydraulic service brakes give smooth, positive car speed control. The mechanical handbrake is a separate system independently operated.



**INSTRUMENTS AND CONTROLS**—New modern instrument board of walnut graining and chrome trimmed plastic is infinitely legible and carries all standard gauges. New oblong speedometer with lucent plastic pointer which indicates speed ranges by colored light. Electric clock and automatic cigar lighter.

**SPECIAL EQUIPMENT**—Packard Air-Conditioning for cool summer comfort—Packard Electromatic Clutch for simpler, easier driving—Packard Aero-Drive for fuel economy and engine smoothness. All factory installed at moderate extra cost.

SPECIFICATIONS SO FINE

YOU MIGHT HAVE

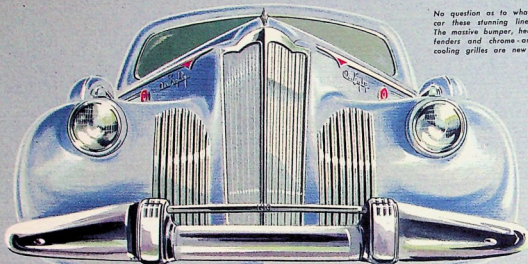
WRITTEN THEM YOURSELF

One-Sixty

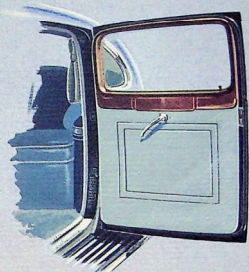


The 1941  
Packard Super - 8  
Custom One-Eighty

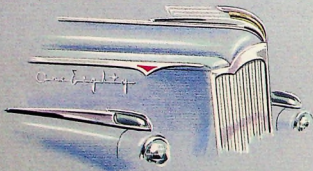




No question as to what make of car these stunning lines identify! The massive bumper, headlamps in fenders and chrome-and-lacquer cooling grilles are new for 1941.



New power-operated door windows—raised or lowered by pressing a button—head the list of new convenience features for 1941 . . . in all Packard One-Eighty sedan models.



ABOVE: Beauty with a hidden purpose! Behind the handsome cloisonné medallion this attractive chrome strip serves as the bonnet lock.

AT LEFT: A new insignia in modern script spells One-Eighty and "beauty" at the same time, on the side of the bonnet of these custom cars.



Plastic, chrome and lacquer have never been more attractively combined than in the instrument panel of the One-Eighty. Exceptionally tasteful and modern in appearance, this grouping of dials and controls will please you for its convenience and readability as much as for its sheer beauty. The integral radio speaker permits installation of a single-piece reception unit.



Spotlighted from any angle, One-Eighty styling reveals distinctive, modern beauty. The newly contoured rear deck, curved one-piece window, new bumper and tail lamp treatments are highspots.

## 1941 Packard Super - 8 Custom One - Eighty

—WITH BODIES BY AMERICA'S FOREMOST CUSTOM DESIGNERS

LOOK UPON the following pages, if you will, as more than a motor car catalog. Please study them as you might examine a printed presentation of precious gems or fine paintings — with a view to enjoying artistic creation.

For reproduced are likenesses of the finest of motor cars, yes — but also of the best creative efforts of America's most able custom designers.

In the eleven body styles shown — five by Packard and two each by Darrin, LeBaron and Rollson — you will see unprecedented beauty and distinction. And, as your personal inspection of these creations will prove, you will find innovations that provide comfort, convenience and luxury heretofore unavailable in a motor car.

For example, in sedan models, you will need only to press a button to raise or lower windows. In any model you will relax in the restful buoyancy of foam-rubber cushions, in seats built to exclusive Packard specifications for orthopedic correctness. You will delight in an almost unlimited variety of upholstery colors and fabrics from which to make a selection.

And, to provide the last word in motoring luxury, you may have the Packard-pioneered feature that ends the discomfort of hot-weather driving — genuine *Air-Conditioning*!

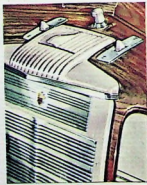
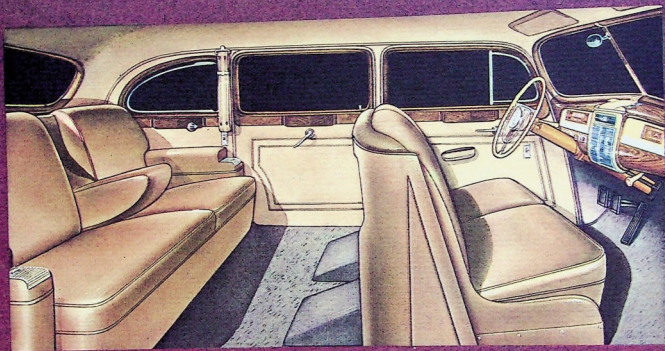
Performance is, of course, superb with the One-Eighty's mighty 160-horsepower engine. Handling ease you would admire in a car of half the size!

But the ultimate delights in motoring become yours when you drive the One-Eighty equipped with either or both of two 1941 Packard mechanical marvels — *Electromatic Clutch* and *Aero-Drive*. It will take only a few miles to show you how completely these almost human mechanisms revolutionize motor car operation and revitalize motoring pleasure.

The price of the One-Eighty? Depends on which model and what complement of equipment you select, of course . . . But indulge yourself, and you're still sure to learn that the most luxurious mode of 1941 transportation costs hundreds of dollars less than any Packard of near-comparable luxury only a few years ago — *much* less than you would estimate!

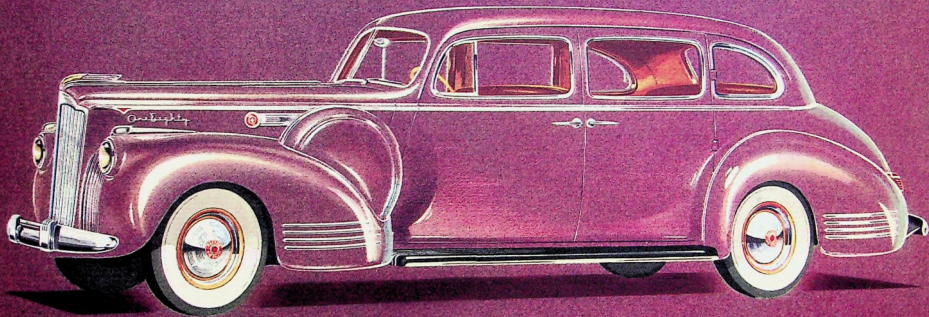
*(Note: Because all Packard One-Eighty models are custom cars, each is illustrated in this brochure with suitable equipment from the wide variety of items available. For standard equipment on any particular model, however, please consult the last page.)*





#### ◀ THE TOURING SEDAN ▶

A REVEALING GLIMPSE of custom luxury as created by Packard for 1941. Note the new shape of windows with larger glass area, the natural wood mouldings. Note, too, the chastely charming design of the new door trim-panel. But what's missing? Window control levers, of course! An electro-hydraulic mechanism raises and lowers windows in the One-Eighty. You merely press a button to adjust window glass to whatever height you desire. Control buttons—to regulate windows individually—are located on instrument panel and just forward of rear seat arm rests.



*Super-8 Custom One-Eighty*

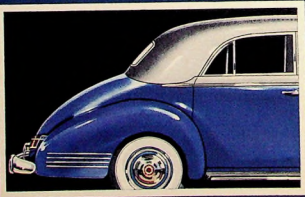
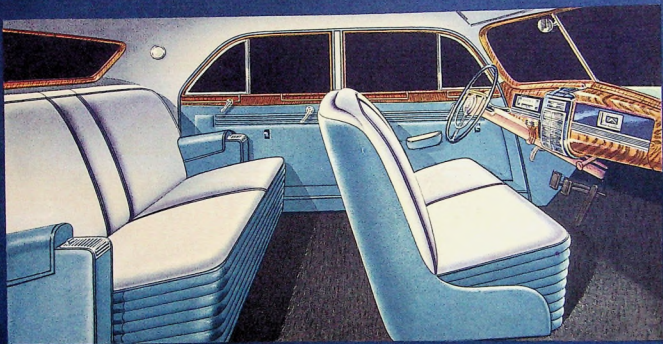
THE TOURING SEDAN—Body By Packard

160 Horsepower

•

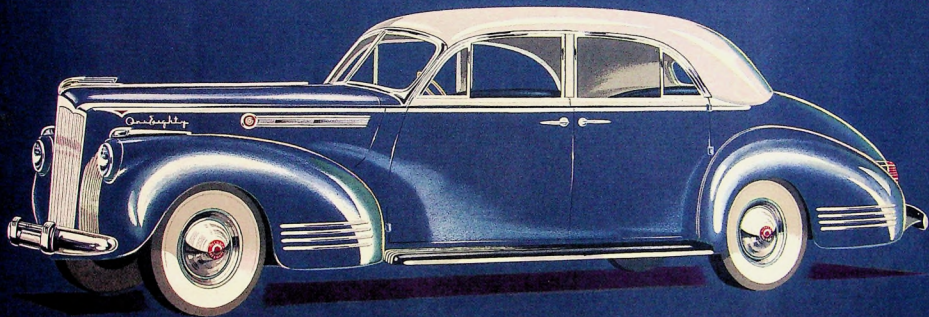
138 Inch Wheelbase





◀ THE SPORT BROUGHAM ▶

**D**EBUTANTE of the year among motor cars is the new Packard-LeBaron Sport Brougham. Fresh and sleek in every line, its entrance upon the scene is bound to capture hearts and imaginations. Roomy, low-hung and long, it resembles a projectile as it speeds along the highway. Its interior reveals the sparkling smartness and rich distinction you would expect such a car to have. And settling in its trimly tailored cushions is a prelude to unsettling any complacent attitude . . . for with its fiery 160-horsepower performance this car definitely belongs to the exciting way of living!



*Super-8 Custom One-Eighty*

THE SPORT BROUGHAM — Body By LeBaron

160 Horsepower

•

135 Inch Wheelbase



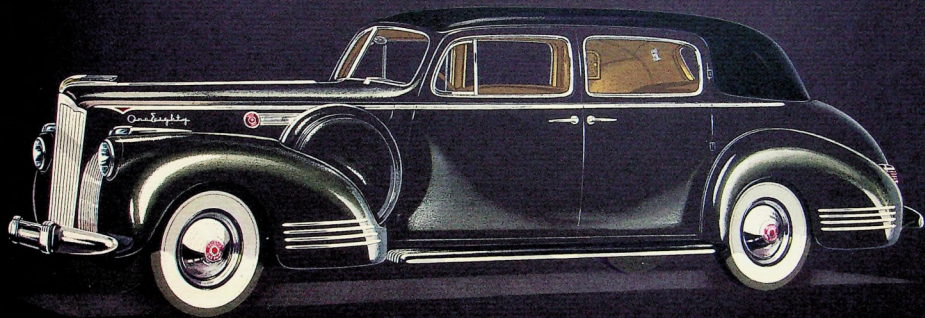
*A lighted, double-mirrored vanity compartment is at your side in the rear-quarter panel of the Formal Sedan. This extraordinary luxury feature is typical of the One-Eighty's many custom details.*



#### ◀ THE FORMAL SEDAN ▶

A FAMILIAR sight on the driveways of America's finest clubs and homes — the Packard One-Eighty Formal Sedan. This truly distinguished motor car is a favorite of those who prefer more dignity and privacy than motor travel usually affords. A black leather top and closed rear quarters emphasize the strictly conventional appearance of this sizable, stately car. For white-tie functions or to-business-and-back it is a car of correctness, comfort and great convenience. Side- and rear-facing auxiliary seats permit five to ride comfortably in the rear compartment. Owners who like to drive, find it amazingly easy to handle.





*Super-8 Custom One-Eighty*

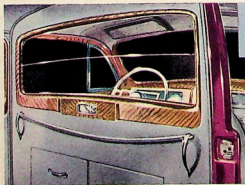
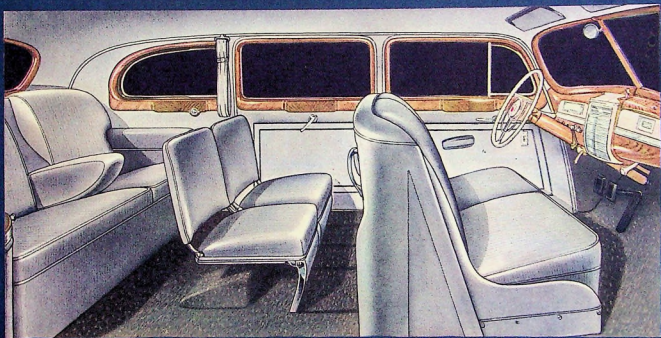
THE FORMAL SEDAN — Body By Packard

160 Horsepower



138 Inch Wheelbase



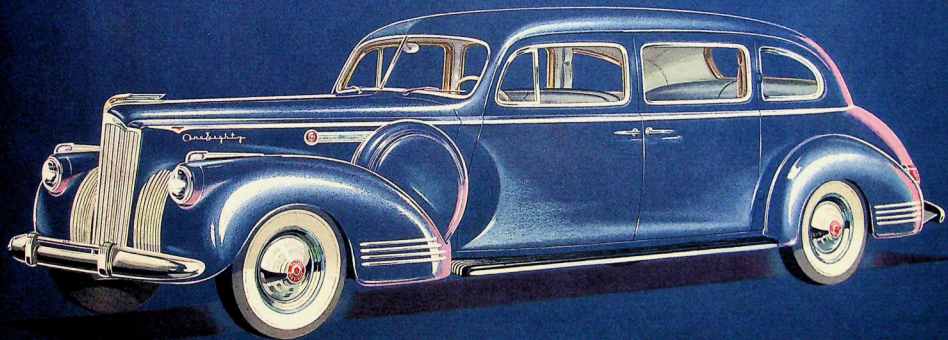


*This roomy body style is available as either a sedan or limousine. With the latter type interior, a telephone to the chauffeur's compartment is regular equipment.*



#### ◀ THE SEDAN FOR 7 PASSENGERS ▶

**L**ARGE FAMILIES and those individuals who have a need for a large, 7-passenger car find this Custom Packard admirably suited to their requirements. The deep pile carpeting stretches more than a full yard from the back of the front seat to the rear seat cushion. With the closely-jointed folding seats in use, there is still leg room to spare. In the limousine design of this body type, the partition window is regulated by pressing a button.



*Super-8 Custom One-Eighty*

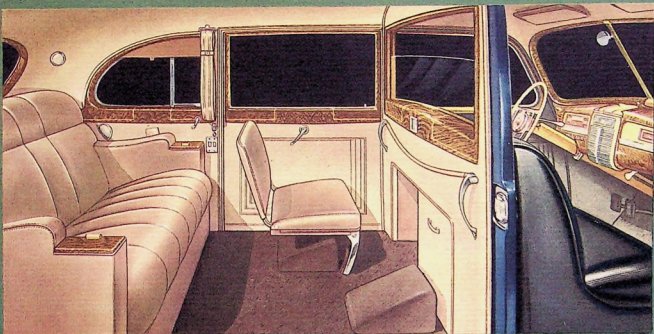
THE SEDAN FOR 7 PASSENGERS—Body By Packard

160 Horsepower



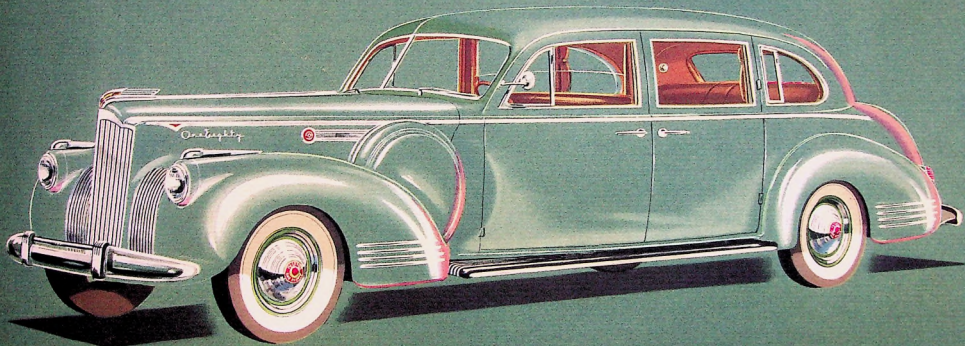
148 inch Wheelbase





#### ◀ THE LIMOUSINE ▶

**S**HEER ELEGANCE in a brand new mould! If you were to order a limousine built to your own specifications, you would probably find that this Packard-LeBaron had anticipated your every whim and fancy. The smartly square-cut window openings and the fine, hand-finished woodwork around them are evidences of the superb artistry and craftsmanship which give this car its special distinction. Without the chauffeur's compartment partition, as illustrated at the left, it is an exceptionally distinguished 7-passenger sedan for owners who prefer to drive themselves.



*Super-8 Custom One-Eighty*

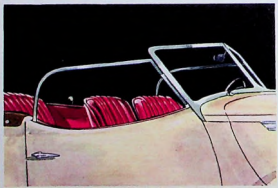
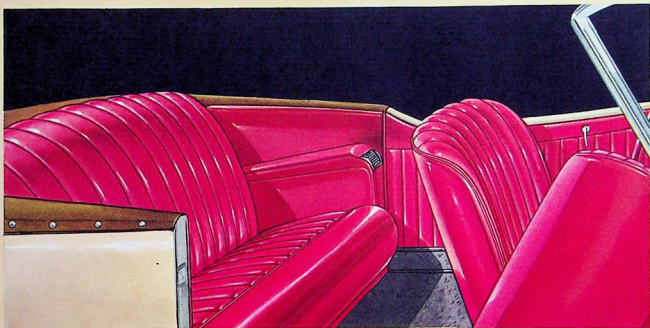
THE LIMOUSINE — Body By LeBaron

160 Horsepower



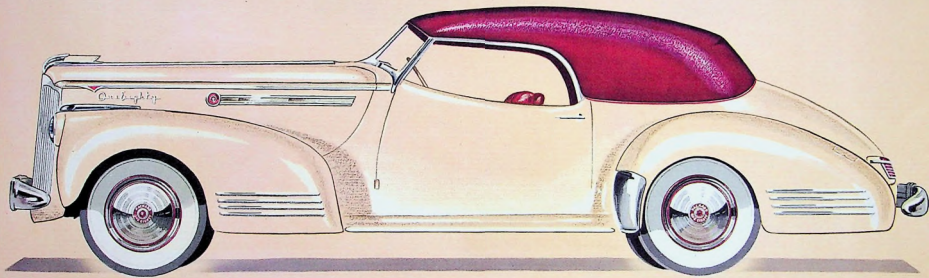
148 Inch Wheelbase





◀ THE CONVERTIBLE VICTORIA ▶

**G**LAMOUR CAR of 1941! The Packard-Darrin Convertible Victoria, the car that restored motoring to the sports realm, is easily the year's most alluring creation. Exceptionally low and speed-streamed, this car would not look out of place on a race course. In fact, its sumptuousness is apt to come as a surprise. Tweeds or tails — either way you're right! This car can even match your moods! Top up, you ride in swank luxury that defies any weather. Top down — *and it completely disappears* — you head into the wind, snug in the lee of the smartly raked windshield and extra wide side windows.



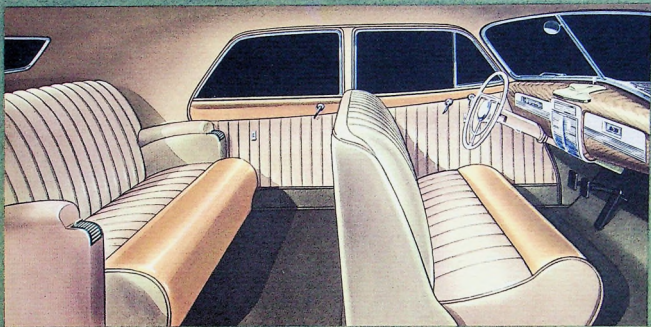
*Super - 8 Custom One - Eighty*

THE CONVERTIBLE VICTORIA—Body By Darrin

160 Horsepower



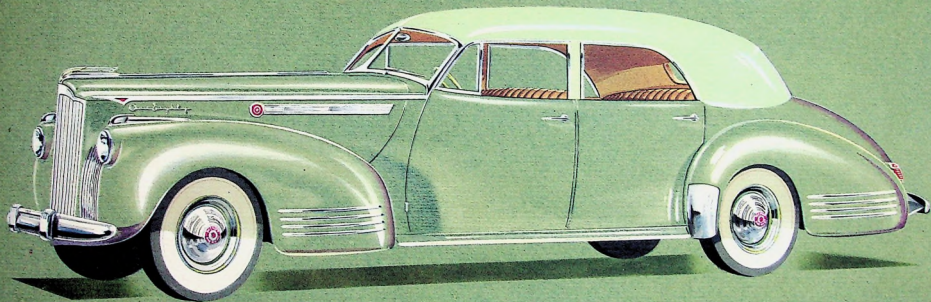
127 Inch Wheelbase



#### ◀ THE SPORT SEDAN ▶

WIDER than it is high—and three times as long—this super sport-car looks just as thrillingly different going away as it does coming toward you! And the term, "arm chair adventure," will take on an entirely new meaning for you once you've driven the Packard-Darrin Sport Sedan. For it's certain that you've never before enjoyed such exciting pleasure in such complete comfort. With delightful color harmonies in cloth and leather, inside—chrome and lacquer, outside—this car presents the most stylish and lustrous appearance the boulevards will see this year.





*Super-8 Custom One-Eighty*

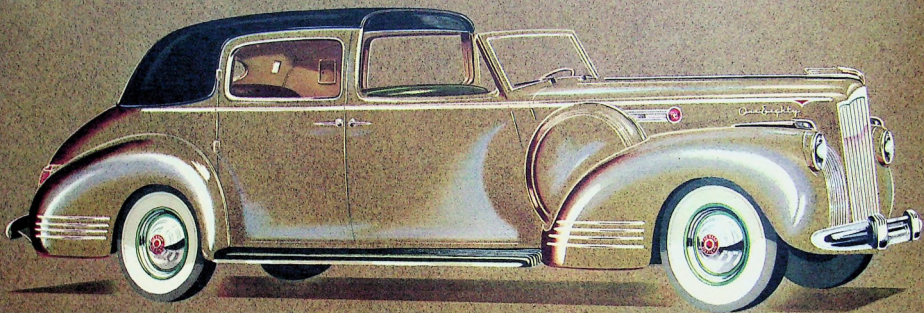
THE SPORT SEDAN — Body By Darrin

160 Horsepower

+

138 Inch Wheelbase

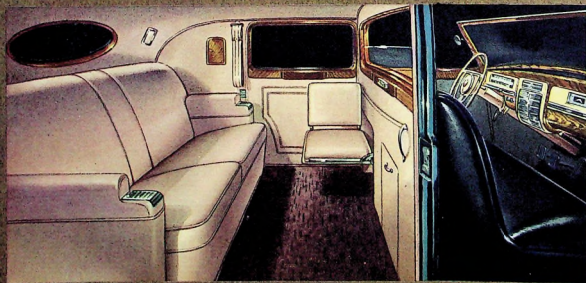




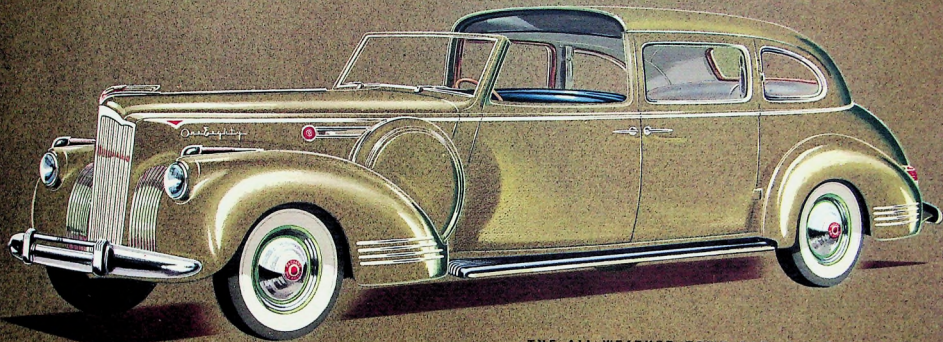
**THE ALL-WEATHER CABRIOLET—Body By Rollson**

160 Horsepower

138 Inch Wheelbase

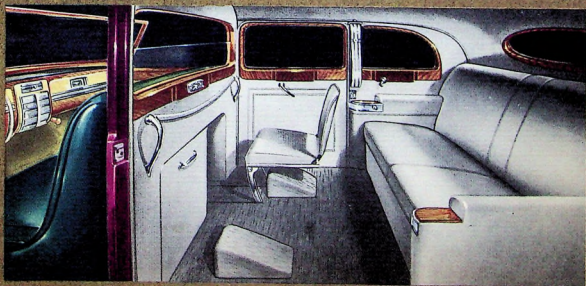


FROM UNDER the marquees where first nighters and first people gather, it is distinct pleasure to step into the Packard-Rollson All-Weather Cabriolet. As definitely a part of the smart, urban scene as top hats and sequins, this is a favorite formal car of a discriminating society. The illustrations on this page give only a hint of its lustre and luxury. But once you've accepted its almost irresistible invitation, you'll delight in the richness of an interior that's unique for sophisticated styling. With the removable top in place, the chauffeur's compartment is completely weather-proof.



THE ALL-WEATHER TOWN CAR—Body By Rollson  
160 Horsepower      148 Inch Wheelbase

HERE is a car for those who incline to the graceful way of living. Trimly modern in both appearance and luxury, the Packard-Rollson All-Weather Town Car provides the height of individuality in this era's transportation. The unmatched smoothness of its power and riding qualities lends dignity to its hospitality. The chauffeur's compartment is made weather-tight by a snug-fitting removable top and the type of adjustable glass windows found in convertible models. It is a car notable for great distinction—supremely comfortable and appropriate for every use and occasion.





# Specifications

**MOTOR**—I-beam, 8 cylinders, Bore and stroke, 3 1/4" x 4 1/2". Displacement, 356 cubic inches. Compression ratio, 6.45 to 1. Brake horsepower, 160 at 3400 r.p.m.

Simplicity, reflected in dependable operation, keynotes this powerful Packard engine. Because valve mechanism is in the L-head type, there is a minimum of parts and no complications. Abundant, smooth power is developed for traffic nimbleness and thrilling highway speed by the overlapping power strokes of eight aluminum alloy pistons. Indicative of the power and speed available, are the large displacement and high compression ratio of this engine. The rugged crankshaft—104 pounds stripped of balancer, flywheel and clutch—and nine main crankshaft bearings, instead of the usual five, further assure smoothness and long life.

**MOTOR LUBRICATION**—Pressure lubrication to main, connecting rod, piston pin, and crankshaft bearings; also to hydraulic valves. Oil filter. With oil the life blood of the engine, it reaches all vital moving parts in constant and abundant supply to minimize friction and eliminate preventable wear. The oil filter cleanses the lubricant constantly as it circulates through the engine, thus preventing wear and also prolonging the effective life of the oil.

**FUEL SYSTEM**—Mechanical fuel pump with filter, 20-gallon gasoline tank. A positive and full supply of gasoline to the carburetor is provided by a mechanical fuel pump operated directly from the camshaft. A filter built into the pump collects any dirt particles from the fuel before it enters the carburetor.

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

A flow of smooth power from every cylinder is assured as all are equally supplied with fuel by the dual down-draft carburetor. At speeds above 65 miles an hour, when a greater supply of fuel is required, a special "economy" valve opens to provide even more power. Quick, easy starting when the engine is cold and the efficient use of all fuel are assured by automatic choke and manifold heat control.

**COOLING SYSTEM**—Automatic radiator shutters. Under fender cooling tunnels. Ball bearing water pump. Cooling system capacity, 5 gallons. Closed when the engine is cold, radiator shutters open automatically as the engine warms up, thus maintaining a constantly efficient engine temperature. Special tunnels under the fenders increase fan capacity. The ball bearing, permanently packed and greased water pump needs no periodic attention.

**ELECTRICAL SYSTEM**—Large capacity generator, voltage and amperage automatically controlled. Sealed-beam headlights with signal light. Ample capacity for all standard accessories plus a full complement of accessories—heater, radio, etc.—is easily developed by the big Packard generator. Current output is automatically controlled to meet varying requirements and prevent over-charging of the battery. All-glass Sealed-beam headlights provide brilliant road illumination.

**CLUTCH**—Semi-centralized clutch, 11" diameter. Electro-mechanical Clutch available at moderate extra cost.

Like giant hands, centrifugal weights in the Packard clutch press the driving disc tighter against the wheel as engine speed increases. Slippage, even at high speeds, is practically eliminated. Also, lighter pressure springs can be used, which reduce the amount of physical effort to operate the clutch. Electro-mechanical Clutch eliminates the need for a clutch pedal. It accomplishes automatically—and better than clutch operation ordinarily performed by the driver with a conventional clutch.

**TRANSMISSION**—Synchronized, helically cut gears. Handshift gearshift lever. Aero-Drive available at extra cost.

Quiet, long-lived transmission gears result from the helical cut of Packard transmission gear teeth. They are easy to shift either up or down at any speed because of the two synchronizers used. All forward gears are in constant mesh at all times. Aero-Drive saves up to 20% gas consumption by reducing engine revolutions 27.8%. It also cuts oil use and saves engine wear.

## STANDARD EQUIPMENT

One spare wheel and tire. LeBaron 7-passenger Sedan and Limousine, two spare wheels and tires. White standard tires on all Darrin and LeBaron models at no extra cost. Chrome wheel trim rings on all wheels. Three-tone horn. New special wheel jack and standard tool equipment. Two interior sun visors with chrome brackets. Rear view mirror with chrome back and bracket. Power-operated door windows on all sedans and partition windows of Limousines and Formal Sedan, open and close at the touch of a switch. Two automatic wind-

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

Exceptional rigidity is solidly built into the frame by a big I-beam X-member spread-eagling from side to side. Arms of this X-member taper from 9 inches at the center to 6 inches where they join the side rails. Tremendous resistance to twisting stresses, which cause body squeaks, results. Side rails are 6 1/2 inches in depth at the deepest point and are box section throughout the engine compartment.

**FRONT SUSPENSION**—Packard Safe-T-Rex independent front wheel suspension. Roll control bar. Packard Safe-T-Rex does much more than merely permit free and independent action of the front wheels in traveling over road irregularities. Long torque arms, joining the front members with a point far back on the frame, hold the front wheels in constant alignment, withstand road shocks and absorb front braking reactions. Rubber bearings in Packard Safe-T-Rex afford spring control and break the noise path between wheels and frame. The roll control bar counteracts outward sway on curves and keeps the car on an even keel.

**REAR SUSPENSION**—Rubber-foamed, semi-elliptic rear springs, 54" x 2". Rubber cushions and special position inserts between top of leaves. Rubber cored brackets and shackles. Direct acting shock absorbers. Rear roll control bar on the 138" and 148" wheelbase models. Fifth shock absorber.

Rubber cushions and special inserts at the tips of the leaves provide a new spring resiliency automatically controlled to give a smooth, level ride in spite of varying loads and roads. Rubber bearings at the front and rear of the springs insulate against noise. The rear roll control bar serves the same purpose as the one in front. Direct acting, airplane type shock absorbers further control the movement of the springs. The shock absorbers—exclusively Packard—cushion side-sway shocks and vibrations.

**REAR AXLE**—Semi-floating, hypoid design.

Hypoid axle design, quiet and long lived, was introduced to the American automobile industry by Packard back in 1926. Most manufacturers have recently adopted it.

**DRIVE**—Hotchkiss. Roller bearing universal joints.

In a Packard, unlike cars with torque-tube drive, the springs absorb the inevitable shocks of starting and stopping, a duty for which they are designed and perfectly suited. Roller bearing universal joints last longer and require no periodic servicing.

**BRAKES**—Packard Servo hydraulic brakes. Mechanical hand brake.

Packard hydraulic brakes utilize the forward movement of the car to help apply the shoes to the drums. This reduces the pressure necessary on the brake pedal. The hand brake is a separate braking system independently operated and operates on the rear drum brakes, not the transmission shaft.

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

Besides the inherent shock-absorbing characteristics of the center point steering design, Packard also uses a rubber bushing on the steering arm and rubber pads on the steering gear housing to reduce steering wheel vibration.

**CHASSIS BEARINGS**—Fifty-five ball and roller bearings.

At 55 points throughout the chassis, either a ball or roller-bearing reduces friction and prolongs the life of each moving part. Through the years, Packard cars have consistently out-distanced the field in the number of these costly bearings used in the chassis.

**CHASSIS LUBRICATION**—Only 17 points to lubricate at 1000-mile periods, 4 at 10,000 miles.

The unusually large number of roller bearings, as well as ball- and roller-bearings, reduces the number of chassis lubrication points to this exceptionally low number. Many less points, where neglect might mean excessive wear!

shield wipers. Defroster vents formed in the windshield garnish moldings. Two automatic combination tail and stop lights. Streamline, chrome parking lights on light on sedan models operated by automatic door switch. Center-point steering. New chrome, gold, and plastic radiator ornament. Electric clock. Automatic trunk light. Wheel of colored plastic with horn ring. Robe cord on sedan models. Center folding arm rest in rear seat back of sedans. One ash receiver in instrument panel with

**WHEELS AND TIRES**—Disc wheels with ten-inch chrome hub caps. Tires, 7.00 x 16 4-ply tires on 17" wheelbase models; 7.00 x 16 4-ply tires on 138" and 148" wheelbase models. Packard tires have always been sized to provide a wide margin of capacity to carry a full quota of passengers. Besides providing their first duty of carrying the car safely and comfortably, these big tires add materially to the impressive appearance of the car.

**WHEELBASES**—127 inches, 138 inches, 148 inches.

Long wheelbases, even in the smaller models, assure better riding qualities. Not only because of the greater distance between front and rear wheel centers, but also because these long wheelbases make it possible to locate the rear seat ahead of the rear axle. Thus all passengers ride amidships, cradled between the axles.

**BODY CONSTRUCTION**—All steel.

From end to end and roof to floor the Packard One-Eighty body is built entirely of steel. The big steel roof is made from one piece of steel. Body panels and doors are of steel construction. The metal of these panels and the roof is rolled in a special machine which really reworks the steel and rearranges the texture of the molecules before it goes to the press. This reworking assures a perfect stamping, satin smooth and without trace of wrinkles or ripples. The floor is made from three large stampings solidly welded into one piece.

## BODY REINFORCEMENTS

Braces and reinforcements of steel strengthen every point in the body where strains and stresses might occur. The front end is strengthened by a box-section frame around the windshield. Two heavy steel braces are located, top and bottom, on each side of the cowl. Door pillars are box construction, and the rear of the body has double reinforcements: first, a wide steel frame down each rear body panel and across its back; second, an X-brace of steel joining the inside corners of the frame.

## TRIM AND UPHOLSTERY

Five selections of upholstery and trim materials are available—three superior grades, and two deluxe Bedford coats. Trim and headlining materials are in contrasting or blending tones. Seat cushions and seat backs have a foundation of Marshall springs, and cushions are softly padded with a thick layer of foam-rubber. Over this, deep cushions of goose down are fitted. Front and rear compartments have a thick carpet of fine mohair backed with sponge rubber and held neatly in place by etched scuff plates. Cracked pile mohair carpet for the rear compartment is optional.

## BODY EQUIPMENT

Safety glass is used in all windows as well as in the windshield. Window garnish moldings and vaintools are of genuine inlet walnut. Door controls and other interior hardware are chrome set off with plastic handles and escrowed buff to the upholstery. Floor and trunk carpets are leather over sponge rubber, and a center folding arm rest fits into the rear seat. The trunk is large—17.8 cubic cubic feet on five-wheel models, 22 cubic feet when the spare tires are carried in fender wells.

## INSTRUMENTS AND CONTROLS

The instrument panel combines chrome walnut graining with harmonizing tan plastics. The center portion of chrome-trimmed plastic houses the controls and speaker when the car is radio equipped. A chrome-trimmed plastic panel carries the new oblong speedometer, oil gauge, ammeter, gasoline gauge, and temperature gauge. The speedometer pointer is of lucent plastic and glows in different colors through the speed ranges. A tell-tale signal located in the speedometer shows the headlight beam to use. Instruments have variable illumination. Another matching plastic and chrome panel forms the door of the locking glove compartment and carries the new modern electric clock. Headlight control knob, starter button, automatic cigar lighter, ignition switch, and throttle control are grouped below the speedometer and gauges.

automatic cigarette lighter. One ash receiver and integral automatic cigarette lighter in each rear seat arm rest. Two satin-lined arm slings in rear compartment of sedans. In Limousine only built-in speaker-type (microphone), clock in rear compartment division header bar.

## SPECIAL EQUIPMENT

Packard Air-Conditioning which cools, dehumidifies, filters and circulates the air; Electro-mechanical Clutch; and Aero-Drive available at extra cost.

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



FOR THOSE WHO HAVE AN INTEREST IN

# MECHANICS AND MARVELS

PACKARD ENGINEERING AGAIN LEADS  
IN NEW DEVELOPMENTS FOR 1941

HERE, in these finest of Packards—the large, lux- Several of these—to be found in the 1941 Packard



ASK THE MAN WHO OWNS ONE



FOR THOSE WHO HAVE AN INTEREST IN

# MECHANICS AND MARVELS

## PACKARD ENGINEERING AGAIN LEADS IN NEW DEVELOPMENTS FOR 1941

HERE, in these finest of Packards—the large, luxurious Senior Cars—Packard engineering has the opportunity to bestow the benefits of its talents and achievements to the fullest extent. And the same engineering genius which has given to motor cars such major contributions as hypoid gears, aluminum pistons, Safe-T-fleX spring suspension and scores of others has a proud list of accomplishments to announce for 1941.

Several of these—to be found in the 1941 Packard Super-8 *One-Sixty* and *Custom One-Eighty*—rank with the most important engineering developments in motor car history. You will find a few—and they may accurately be termed *marvels*—described in these pages. In the Super-8 itself, where you may find them *all*, you may be sure you will also find the ultimate motor-ing enjoyment that fine-car engineering can produce.

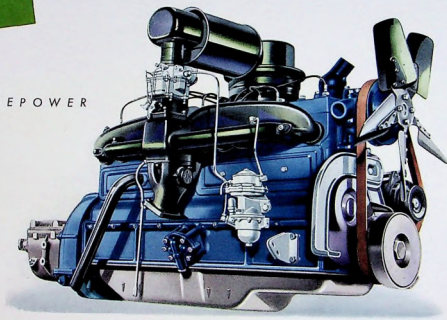
1 9 4 1   P A C K A R D   S U P E R - 8

*One - Sixty   ·   Custom One - Eighty*

**MARVEL**  
**No. 1**

## THE MOST POWERFUL OF PACKARD ENGINES

160 HORSEPOWER



**160 Horsepower!** — the most powerful 8-cylinder engine ever built into a Packard! Just driving behind its smooth, easy, abundant power is a satisfaction in itself. But when you realize that its economy compares favorably with that of engines of 20 to 40 less horsepower — and that its efficient design and Packard-precision construction mean thousands of trouble-free miles with minimum maintenance

— your satisfaction is multiplied many times over. Included in its important design features are several which are particularly noteworthy:

**Angle-Set Valves** which promote clean, complete combustion — improve economy of operation.

**Hydraulically Operated Tappets** — for quieter performance, longer life.

**Thermo-Strut Pistons** which expand and con-

tract with temperature changes to prevent oil waste and power loss.

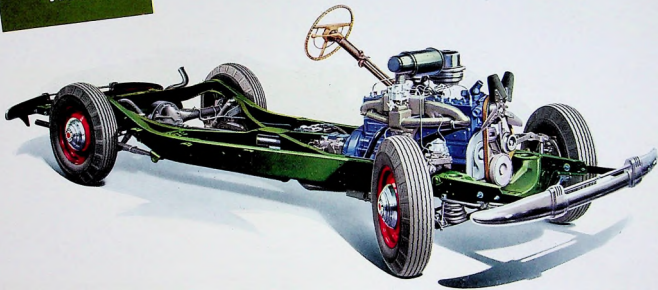
**A Nine-Bearing Crankshaft** — 100% counterbalanced for quiet, smooth engine operation.

**Vacuum - Automatic Spark Control** — self-adjusting for best engine efficiency — better fuel economy.

**Improved Carburetion — Automatic Choke** — quick, easy starting under all weather conditions . . . gasoline mileage that would delight owners of smaller, lighter cars!

MARVEL  
No. 2

## THE FINEST ACHIEVEMENT IN PACKARD ENGINEERING



### 55 BALL AND ROLLER BEARINGS

**A Chassis** that well deserves the right to carry the finest of motor cars is this Packard Super-8 masterpiece. 55 ball and roller bearings — more than in any other motor car — are proof of Packard's determination that this chassis shall be unsurpassed for quality, performance and long life. Consider just a few of its superior design features:

**Safe-T-flex Suspension** front and rear that makes the Packard *Air-Glide* ride the smoothest and most comfortable to be found in a motor car.

**A Frame** so sturdy that when 160 horsepower takes it through Proving Ground sand pits, rigidity remains unaffected.

**An Air-Cooled Clutch** replete with bearings lubricated for life, needs only the gentlest pedal pressure to respond with smooth, powerful action.

**A Hypoid Rear Axle** with carburized gear teeth and plentiful bearings — designed and built to handle the application of 160 horsepower with never a murmur.

**Unimesh Transmission** — with so many bearings that it resembles a watch in its jeweled precision.

**Tru-Course Steering** — Rubber insulated from the frame, to prevent even road "feel" from reaching you at the steering wheel.



**MARVEL  
No. 3**

# PACKARD ELECTROMATIC CLUTCH

**F**OR YOUR 1941 DRIVING, Packard invites you to cut your foot work in half! Drive with the Packard *Electromatic Clutch* and your left foot loafs — just goes along for the ride. The car itself

operates the clutch. The pedal is still there but you use it under only rare conditions. Last, but far from least, is the good news that *Electromatic Clutch* is yours for a *low*—a *very low*—extra cost.



Operation of a simple switch on the dash puts *Electromatic Clutch* to work and your left foot takes a rest. *Electromatic* handles all normal clutch operations.



Drive as usual—but let your left foot loaf! Just step on the accelerator, in any gear, and the car moves forward with magic smoothness.



Lift your right foot off the accelerator and operate *Handshift* as usual—that's all you do! Nothing complicated, nothing new to learn.



Traffic ceases to be a problem. No bucking, no jerking . . . you stop and go with silken smoothness, and you never touch the clutch pedal.



Pull away at a snail's pace—or like a sprinter leaving the mark! Either way, engine engagement is smooth and steady.



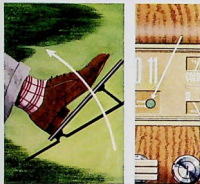
For easier cold weather starting and for driving where engine braking is needed, the dash control permits ready use of a conventional clutch.

**MARVEL  
No. 4**

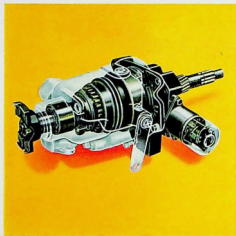
# PACKARD AERO-DRIVE

**T**HERE'S ONLY ONE WAY to improve the performance and economy of the great Packard Super-8 engine! That's to add Packard *Aero-Drive*. With this amazing cruising gear the engine turns over

27% slower — reduces oil consumption and engine wear . . . cuts fuel costs as much as 20%! A saving that alone goes a long way toward covering *Aero-Drive's* reasonable extra investment!



At "20" the green light says "go" and you lift your foot from accelerator momentarily to let thrifty *Aero-Drive* take hold.



A compact, simplified unit, *Aero-Drive* may be installed at the factory on any 1941 Senior Packard. A sound investment because of its important savings in gas, oil and engine wear, *Aero-Drive* adds greatly to the pleasure of open-road driving. Smoothness and quietness you wouldn't believe possible at higher speeds are its contributions to your motoring enjoyment.



The larger the hoop, the fewer the revolutions at the same speed — which parallels the *Aero-Drive* principle of fewer engine revolutions per mile.



For a quick sprint to pass, a sharp thrust on the accelerator cuts in a "mountain climbing gear"—and you fairly zoom past!



For driving in traffic or on steep grades where engine-braking is a desired safety precaution, *Aero-Drive* may be locked out by a convenient dash control knob.

# MARVEL No. 5

## ELECTROMATIC CLUTCH COMBINED WITH AERO-DRIVE

ONLY PACKARD can offer the motoring miracle of 1941—*Electromatic Clutch* and *Aero-Drive*! This combination per-

mits an entirely new way to drive through city traffic—without ever shifting gears! The illustrations below show what happens.

### THE OLD WAY

### THE NEW WAY

1



Decutch—shift to low  
—engage clutch



Leaving Curb



Car in second—no clutch-  
ing—no shifting

2



Use foot clutch, shift to  
second, then high



In Traffic Stream



Leave car in second—  
just step on gas

3



Decutch—shift into  
neutral



Red Light—Stop!



Leave car in second—  
just step on brake

4



Use foot clutch—shift  
through gears



Green Light—Go!



Leave car in second—  
just step on gas

EXPLANATION: How does it work? It's as simple as this. *Electromatic Clutch* takes care of the clutch operations. *Aero-Drive* handles the gear shifting—*automatically*. When you pass "20" it shifts from conventional second gear to *Aero-Drive* second

gear which is the equivalent of conventional "high." When you slow down or stop, it shifts back again—all automatically. When car is stopped and the accelerator pedal not depressed, the engine idles without engaging clutch even though car is in gear.



**MARVEL**  
**No. 6**

## GENUINE AIR CONDITIONING PIONEERED BY PACKARD

**N**OW YOU CAN ignore the weather and drive in comfort in any season. For in the 1941 Senior Packards you may have genuine Air Conditioning—that refrigerates

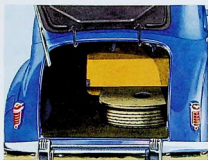
as well as filters and dehumidifies the air in your car. You merely step out of sweltering heat into your Packard—and in a matter of seconds you're cool and refreshed.



Turn on the cold! Comfort is at your fingertips. A dash control regulates the blower that brings you refreshing, cooled air—well below outside temperatures.



An oasis for 6! Cooled air is distributed evenly throughout the car by a powerful electric blower . . . is constantly circulated without drafts, pressure or dampness.



The evaporator assembly—where cooling, filtering and dehumidifying take place—is a compact installation in the trunk compartment.



Hay fever? If you can't go north when pollen and dust are doing their worst—get into an Air Conditioned Packard. Breathe clean, filtered air



An ice plant on wheels! Packard Air Conditioning has a cooling capacity equivalent to the melting of  $2\frac{1}{2}$  tons of ice every 24 hours.



No dust—no noise—no insects! Windows may be kept closed on hot, dusty days. You arrive as cool, clean and fresh as when you started.

## WHAT EVERY OWNER SHOULD KNOW ABOUT PACKARD MANUFACTURING

**I**MPORTANT to the unique position Packard occupies in the motor car industry is its complete production of each car it builds—from drafting board to final inspection. This permits adherence to a single standard of quality—under one centralized control. Extremely few of the more than 10,000 parts which constitute your car enter the Packard plant in a manufactured state. These few are subjected to



extremely rigid tests to make sure they measure up to the strict Packard specifications for quality.

With the exception of custom creations, every Packard body is designed and built in Packard's own body plant. And without exception, each Packard engine is designed and produced under the close scrutiny of the same motor engineers who have developed world-famous Packard power plants for marine, aircraft and automotive use.

But Packard quality control actually begins long before manufacturing of a car is started. The first step in Packard *triple testing* comes with careful laboratory analysis of a sample of each lot of raw materials received at the Packard factory. The second step involves the precision testing of fabricated parts, the machines that make them, and even of the testing devices themselves! For this last purpose Packard uses light-ray equipment, accurate to *one-millionth* of an inch, such as used in the U.S. Bureau of Standards!

For its final check on design, quality and all the factors affecting each phase of motor car operation, Packard takes cars at random off the assembly line and puts them through grueling ordeals at the vast Packard Proving Grounds. These tests are far more severe than any car might ever receive in the hands of an owner. But they give ultimate and complete assurance to Packard as the manufacturer, and to you as the owner, that any car bearing the Packard nameplate is as fine a car as men and machinery can build.

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