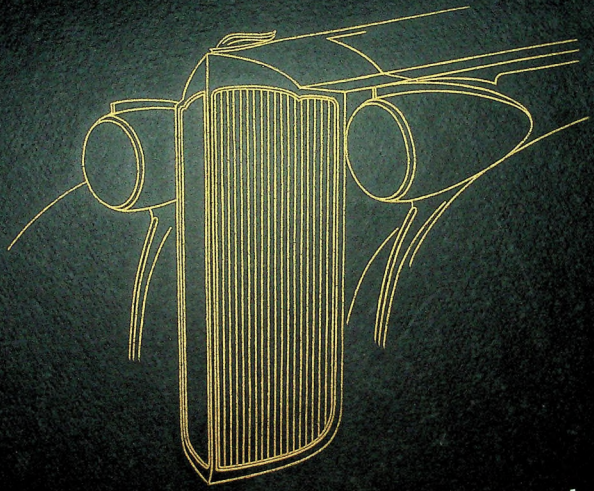
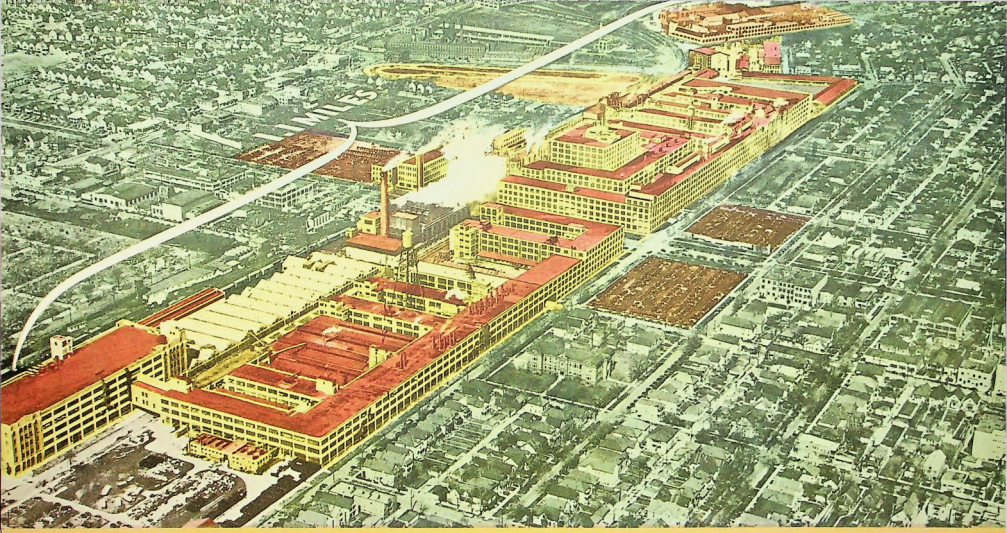


PACKARD FOR 1938

The 12 — The Super 8



THE MOST COMPACT, SELF-CONTAINED PLANT IN THE INDUSTRY

As the oldest and largest builder of fine motor cars, it is natural that the impressive span of the Packard factories is eye-filling. Extending more than a mile with one of Detroit's tree-shaded show drives dividing it, 88 acres of floor space house the most modern of automotive machinery. Moved in 1903 from its 1899 "cradle" at Warren, Ohio the establishment has kept pace with current progress until it is rated today as the most complete, compact, and self-contained plant in the industry. Here, under one centralized control of *Quality First,* are facilities that range from Packard's own body shops seen at the lower left to Packard's own forge and foundry shown at the upper right.

PACKARD PRESENTS

for 1938

A NEW PACKARD 12

A NEW PACKARD SUPER 8

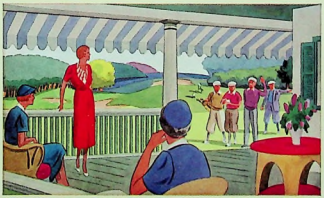
Modern Contributions to Comfortable Living

PACKARD MOTOR CAR COMPANY · DETROIT, MICHIGAN

. . . for those who know the ART of living

"There is an art to living that not all master. There are a certain few who know the life abundant and live it in its fullest. To them, time rightfully unfolds a host of comfortable pleasures. For the world creates for them—and for them only—its limited edition of masterpieces."

These are the ones for whom a place is saved at the Captain's table—to whom ocean travel is an open book



They know the glory of leisure that allows them to enjoy recreational associations amidst magnificent surroundings

Be it a yacht or a yawl, the feel of the wheel is at home in their hands as the grip of a friendly companion

Music of the masters who live forever matches their tastes in their appreciation of the finest

Good books and good art need no interpreter to acquaint them with the joys that lie beneath a cover or on a canvas

The beauty of man-made architecture or nature's vistas strike a responsive chord in the hearts of those who really live

. . . for them, of course, a CAR in keeping

And that car, the very FIRST car of motordom

FOR you whose importance to family and business life merits extra measures of safety, comfort and distinction, Packard has created its new 1938 line of Senior cars. In offering them to you, Packard does so with the honest conviction that they are the finest Packards ever built. And this conviction is based on the envied experience of the only motor car maker who has adhered unswervingly for nearly forty years to the successful formula of building large fine cars.

These latest products of Packard designing talent and manufacturing quality climax a period in which steadily and surely the field of luxurious comfort in all forms of big transportation has been marked by marvelous forward strides.

While recent years have laid great stress on the small and efficient in motoring—the surprising horsepower packed into a short wheelbase car, its flashing ability to start and stop—this very period also records epoch making advances in luxurious travel. Huge liner after liner has slid into the seaways, each outvying the other in rich appointments. It has been the era of the clipper ship over the airways, and the plane with new comforts of night travel. Railroads have air conditioned their Pullmans—furthered the use of the compartment, the bedroom, the drawing room.

And why all these advances? Because the efficiency of the apartment can never lead everyone away from the luxury of the home. Because the convenience of small sized travel can never replace the comfort of larger quarters. Simply because the art of living has now known a re-birth which causes its adherents to again gratify their inherent desire for nothing but the best.

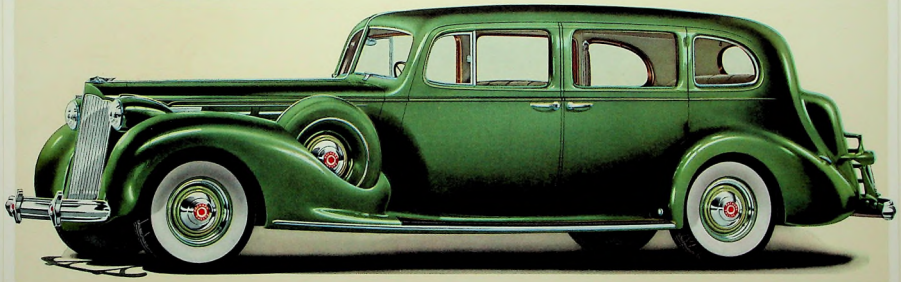
Nor has the large fine car been laggard in keeping abreast of the startling developments enjoyed by other forms of luxurious transportation. Not alone has the sound principle that there is no substitute for size and weight in motoring comfort and safety, been followed out. In addition, new standards of performance and economy have been set. Furthermore, it has been given lower operating costs and a lower first cost that will pleasantly astonish the previous buyer of big cars.

To all of these attributes, the new 1938 Packard 12 and Super 8 rightfully lay the best claim. Beyond that forthright statement, this introductory page will go no further. In the first place, the car itself will speak more completely than any printed word. In the second place, the host of refinements and improvements abounding throughout these magnificent new motor cars can be properly listed in no mere single page.

So Packard cordially invites you to learn for yourself, by ride or drive in the model of your choice, the sensational progress made in general by the large fine car, and in particular by its new 1938 Packard version.

And as a supplement, Packard takes pleasure in giving you this new type of motor car catalog. You will find it sectioned for your convenience—car pages for those interested in a body choice; for the technically minded, a detailed mechanical division; for those who love precision craftsmanship, a section of manufacturing practices; the real truth about big car buying for those who like to know the majority trend of public preference.

Thus, we suggest you treat this presentation as you would a fine reference book. In the quiet of your library, study its pages as a guide to your big car decision—unhurried and carefully considered, as it should be. Then put your own car findings and catalog readings together and we feel sure you will agree that, for 1938, it's harder than ever to resist having a big Packard!



The TOURING SEDAN for Seven Passengers

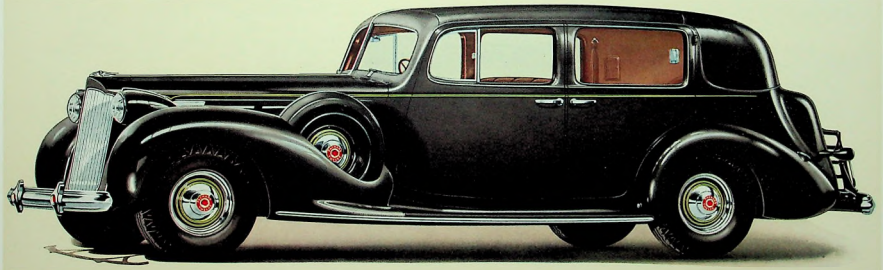
WHEEL BASE · 139 INCHES

The TOURING SEDAN for Five Passengers

WHEEL BASE · 134 INCHES

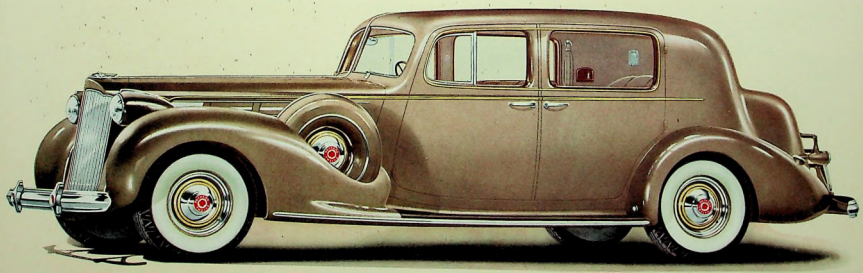
The TOURING LIMOUSINE for Seven Passengers

WHEEL BASE · 139 INCHES



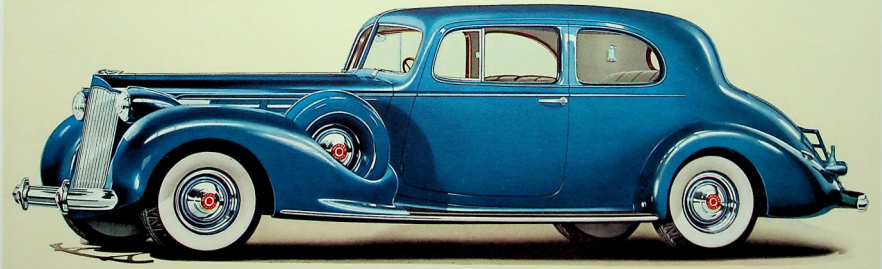
The FORMAL SEDAN for Six Passengers

WHEEL BASE · 134 INCHES



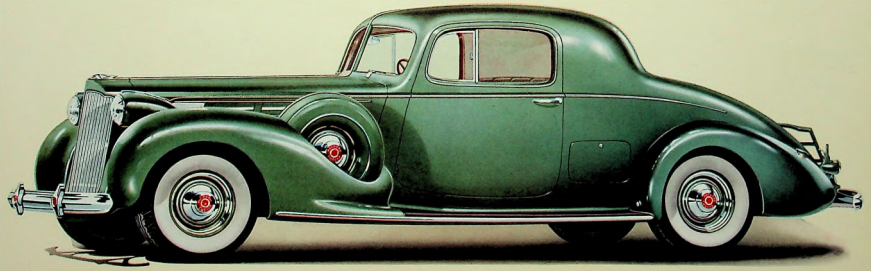
The CLUB SEDAN for Five Passengers

WHEEL BASE · 134 INCHES



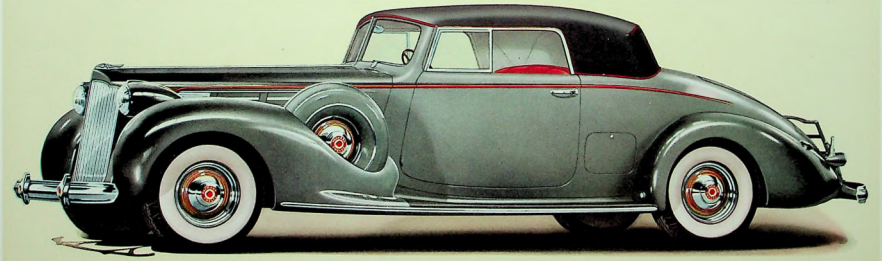
The COUPE for Five Passengers

WHEEL BASE · 134 INCHES



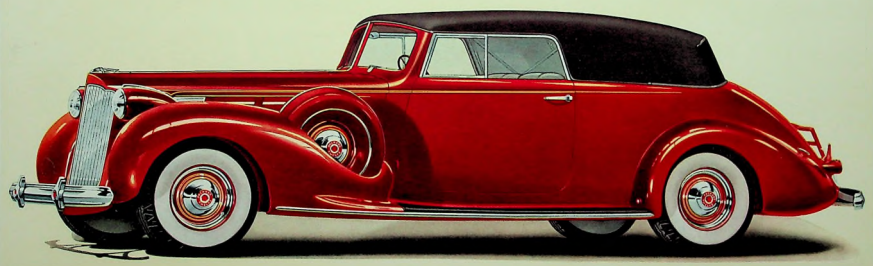
The COUPE for Two or Four Passengers

WHEEL BASE · 134 INCHES



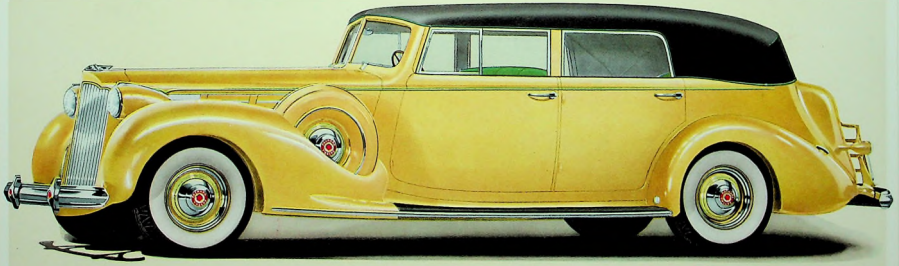
The COUPE-ROADSTER for Two or Four Passengers

WHEEL BASE · 134 INCHES



The CONVERTIBLE VICTORIA for Five Passengers

WHEEL BASE · 134 INCHES



The CONVERTIBLE SEDAN for Five Passengers

WHEEL BASE · 139 INCHES

For Comfortable Living, a Packard 12 LIVING ROOM on Wheels

Typical of Packard 12 interior luxury is the deep-pile carpet's sponge rubber backing to seal out stray wet or weather

Overstuffed like a household divan, the armchair upholstered rear seat invites the passenger to enjoy true repose

Genuine burled walnut, not patterned metal, mouldings harmonize with the artistic richness of the sparkling fittings

The Luxury of ROOM

Width where it really counts provides generous dimensions for three to ride in comfort on rear or front seat. Note the ample shoulder room for these good-sized adult passengers

A cunning blend of exterior contouring in the rear quarter and interior doming over the rear seat gives the pleasing combination of modern outside beauty and inside headroom for top hats on tall passengers

Wide doors make it possible to enter or leave without going edgewise, even though shopping parcels, or little tots may fill the arms

Getting into or out of the front compartment is equally easy, thanks to an absence of dwarflike dimensions and upholstery that tugs clothing

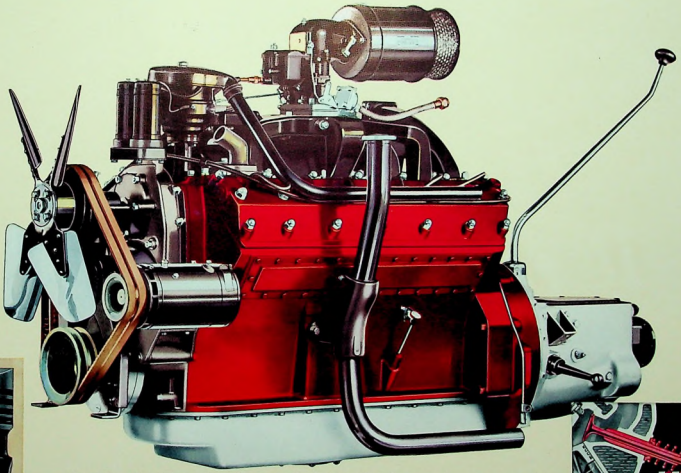
PACKARD SUPER-EIGHT

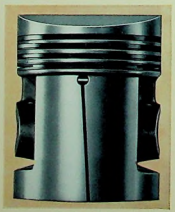
PACKARD QUALITY

PACKARD PRECISION

PACKARD ACCEPTANCE

THE 12 MOTOR





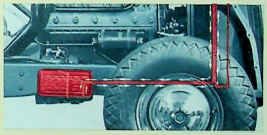
Another exclusive design note is the gable head piston. By its ingenious ridging, the combustion chamber is kept adequate even with the cylinder blocks wee'd out to an angle of 67° for greater engine smoothness

Out of the rich experience of building more 12-cylinder engines than any other motor car maker comes this mighty power plant. Cold type lists its brief specifications at bore of $3\frac{7}{16}$"; stroke, $4\frac{1}{4}$"; piston displacement, 473 cubic inches; and developed brake horsepower of 175 at 3200 r.p.m. But put this product of Packard engineering and manufacturing skill under your command and no words can express your sheer thrill at finding how its velvety power flow restores the sport that motoring was!

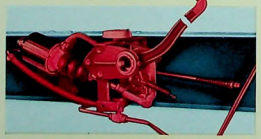
Among the many features of unusual interest in the Packard 12 is its automatic valve take-up mechanism. By keeping the rocker arm at zero clearance against the valve stem, it eliminates noise and need for adjustment

THE 12 CHASSIS

Just one indication of the way the Packard 12 chassis is engineered to the specialized needs of this mighty motor car, is the size of its tires. These are 16 x 8.25, largest used on any American production car. This massive base is built in two wheelbase lengths—139⅜" to accommodate three body types, and 134⅜" on which to mount seven others. Throughout this sturdy base, keynote of the entire Packard engineering policy, is many an example of design ingenuity that will delight the one who admires the finest expression of quality mechanics.



Extra cooling protection for the high speed driving the majestic power of the Packard 12 will inspire, is the expansion tank on the chassis. Connected to the radiator, it provides a closed circulation system thus preventing vaporization and loss of antifreeze



Even as big a car as the Packard 12 can be started and stopped without effort. A vacuum "booster" on clutch and brake insures a feather-light ease of handling comparable to smaller cars

BRIEF SPECIFICATIONS OF THE NEW 1938 PACKARD TWELVE

MOTOR—Twelve cylinders V type. Bore and stroke $3\frac{1}{2}$ x $4\frac{1}{4}$. Piston Displacement 473 cubic inches, Taxable H.P. 56.7—actual brake H.P. 175 at 3200 R.P.M.

Cylinders and upper crankcase integral—3 point rubber mounted suspension—Aluminum high compression cylinder head—Autothermic aluminum alloy pistons with 2 compression rings, 2 oil rings above pin—Floating type piston pins, Austenitic chrome nickel steel exhaust valves prevent warping—Hydraulic valve silencers.

CRANKSHAFT AND BEARINGS—$2\frac{3}{4}$ inches diameter 100% counterbalanced, 4 main bearings, weight 120 lbs., Connecting rods with copper lead alloy lined bearings removable type with steel backs. Exclusive type vibration damper.

CAMSHAFT—Silent chain driven from crankshaft supported on 4 bearings. Rocker arm valve lifters pressure lubricated. Rocker rollers and rocker pivots provided with roller bearings.

LUBRICATION SYSTEM—Full pressure feed to main, connecting rod and camshaft bearings also piston pins and valve rocker lever mechanism. Flood type lubrication to cylinder walls and pistons from oil bleed hole in connecting rods. Overflow to timing chain. Full flow type oil filter. All oil passes through filter and oil temperature regulator before circulated to bearings. Pressure crankcase ventilation—Oil pump screened in lower crankcase driven by distributor shaft extension. Pressure regulation by external valve.

FUEL SYSTEM—One carburetor dual downdraft type with automatic choke. Air cleaner and silencer—Fuel compensator on distributor. Mechanical driven combination vacuum and fuel pump and air cooled fuel lines. Vacuum pump provides additional vacuum for constant windshield wiper operation on hills or when accelerating motor. Fuel tank 30 gallons. Fuel gauge on instrument panel.

COOLING SYSTEM—Desert-Mountain cooling efficiency—Capacity 10 gallons. Tubular all copper high efficiency radiator core—Ball bearing centrifugal pump—Thermostatic controlled radiator shutters—Oversize fan 21" diameter driven by double V type adjustable fan belt.—Fender air tunnels for rapid air discharge beneath car. Heat control indicator on instrument panel. Expansion tank with closed circulation to prevent loss of coolant.

ELECTRICAL SYSTEM—Distributor double breaker type with high capacity dual coils, centrifugal governor spark advance. Ignition switch wiring protected in metal clad conduit. Battery 21 plates 150 ampere hour capacity, high-level type requires infrequent attention. Generator air cooled with high capacity for peak electrical load. Vibrator voltage and current control of charging rate. Headlighting circuits protected by circuit breaker—Foot control switch lowers one or both headlight beams depending on headlamp beam selected. Starting motor with automatic engagement of flywheel gear controlled by starting button on instrument panel.

TRANSMISSION—All-quiet helical cut gears carburized, ground and lapped, insure long life and quiet operation. Three forward speeds and reverse. Synchronized non-clash shifting. Gears mounted on ten ball and roller bearings to insure alignment and quiet operation.

CLUTCH—Heavy Duty single plate semi-centrifugal type 12" diameter. Spring cushion drive with friction damper. 15 roller bearings. Clutch throwout ball bearing has sealed in lubrication. Vacuum booster on clutch pedal to reduce physical effort in operation.

FRAME—Rigid I Beam X type center frame, $9\frac{1}{2}$" deep at center. Strong reinforced box section side rails $\frac{3}{4}$" thick, massive front steel cross member.

HOTCHKISS DRIVE—Two roller type bearing universal joints with sealed in lubrication. Driving strains cushioned through rubber mounted rear springs.

REAR SPRINGS—60" long—$2\frac{3}{4}$" wide, semi-elliptic with lubrication protected from dirt and water by metal covers. Rubber mountings front and upper rear. Threaded type steel shackle bolt and bushings at lower rear.

REAR AXLE—Semi-floating type with Angleset hypoid gearing. Straddle mounted driving pinion supported at front and rear by two ball bearings, extra large lubrication capacity of 6 pints protects hypoid gear lubricant from oxidization.

ROLL CONTROL BAR—Two, located at front and rear. Maintains car stability when driving on curves.

LATERAL RIDE STABILIZER—Mounted at rear and attached to frame and rear spring saddle.

BRAKING SYSTEM—Hydraulic self-energizing type, 14" x $2\frac{3}{4}$", with separate hand operated mechanical brakes on rear wheels for parking or emergency use. Triple sealed against dirt, dust and water. Centrifuse drums 14" diameter. Vacuum booster on brake pedal reduces physical effort in operation.

WHEELS AND TIRES—Disc type steel wheels with drop-center rims and chrome hub caps—Tires largest on any American production car, low pressure 6 ply cord 8.25 x 16.

STEERING SYSTEM—Worm and double roller type—Worm gear mounted top and bottom on tapered roller bearings—Roller shaft straddle mounted on anti-friction bearings—Roller carried on two large ball bearings. Center steering lever mounted on two ball bearings, separate steering cross tubes to each wheel have spring loaded ball joints at each end to cushion road shock. Steering wheel $18\frac{1}{2}$ inches diameter with reinforced safety steel centre core.

CHASSIS BALL AND ROLLER BEARINGS—A total of 122 ball and roller bearings reduce friction, wear and expense, an important exclusive feature of Packard Quality.

CHASSIS LUBRICATION—Simplified design and generous use of ball, roller and rubber bearings reduce friction points and wear. Pressure lubrication required at only eleven points every 5000 miles with two additional points every 10,000 miles.

SHOCK ABSORBERS—Double acting Hydraulic front and rear.

FRONT SUSPENSION—Packard design Safe-T-FleX independent front wheel suspension with exclusive torque arm provides greater safety and front end rigidity—Large soft helical coil front springs greatly improve ride by eliminating pitching and tossing motions. System completely rubber insulated from frame—Rubber bushings used instead of steel, soften and cushion the ride and eliminate friction, wear and expense—Only two points to lubricate every 10,000 miles. Thoroughly proven design in three years production of cars and millions of miles driving by Packard owners.

BODY—Highest quality safety glass in windshield and all windows. Body ventilation by cowl ventilator and individually controlled windows. Arm rests on each front door and in centre and sides of sedan rear compartments. Floor carpets front and rear. Rear window and concealed side rear quarter window curtains on all closed models. Body scientifically insulated, soundproofed and rubber mounted. Modern instrument panel with oil, water, fuel and ammeter dials, speedometer with trip mileage, electric clock, ignition switch, starter button, throttle control and cigar lighter. Double map reading lights and two package compartments with locks. Radio, heater and defroster installation provided for. Tell-tale lights indicating which headlight beam is being used, located in control dials.

STANDARD EQUIPMENT—Two matched tone electric horns—Two windshield wipers—Two adjustable sun visors—Rear view mirror—Front and rear compartment ash trays and cigar lighters—Robe cord support—Foot rest in rear compartment—Carpets front and rear—Adjustable driver's seat—Two tail and stop lights—Dome and rear quarter reading lights—Fender courtesy light—Headlight beam control by foot switch—Toggle grip straps—Built-in aerial for radio—air cleaner—Front and rear bumpers and bumper guards—Tools and jack—Front and rear jack pads—One spare wheel, and wheel compartment lock. Large capacity built-in trunks on all closed models.

Presenting

THE NEW 1938 PACKARD SUPER 8

Greatest of All Eight-Cylinder Big Cars

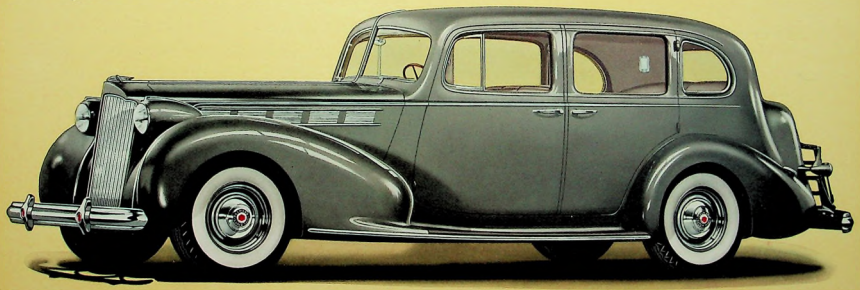
On the pages that follow is shown the car that challenges all comers on any motoring count. It bows to but one alone and that is the flagship of the fleet, the glorious Packard 12. For if ever there was a challenging car, it is the Packard Super 8 and it welcomes comparison no matter the competitive size.

The new 1938 model is the more popular personification of the modern large car. With all its weight and roominess, its fine-lined chassis and powerful straight-eight engine offer operating economies new to the field of big car comfort. Priced at a figure several hundred dollars less than the luxurious transportation of an earlier day, its lower first-cost and lower after-costs now enable many more to know the pleasures of large car ownership. And there are now even greater pleasures in view of the host of 1938 improvements.

The independence of Packard policy which causes it to be subservient to no lesser affiliate, enables the new Packard Super 8 to be the top quality car of its price class. This car knows no adaptation of frame, body or other vital unit first engineered for cars of lighter power and weight.

But discounting its power and comfort, its quietness and safety, it alone has what none other in its price field can offer—enduring identity. For 1938 its many mechanical advances are again crowned by the graceful lines of Packard beauty enhanced by modern new styling. To its even longer mechanical life is added a second life of Packard identity—appearance that will stay smart and recognizable over the years you will want to enjoy a big-car investment. And this is a fact not lightly cast aside in any large car consideration.

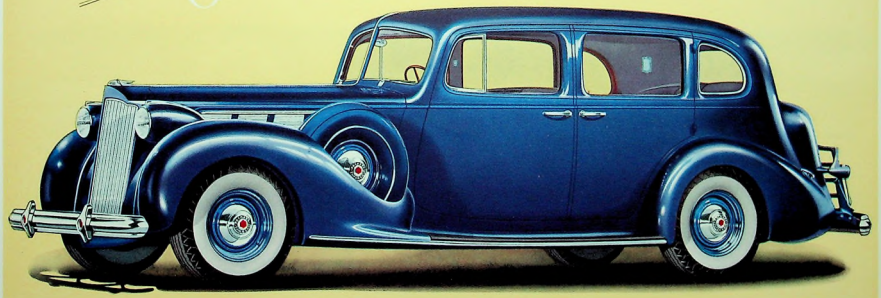
Super 8



The TOURING SEDAN for Five Passengers

WHEEL BASE · 127 INCHES

Super 8



The TOURING SEDAN for Five Passengers

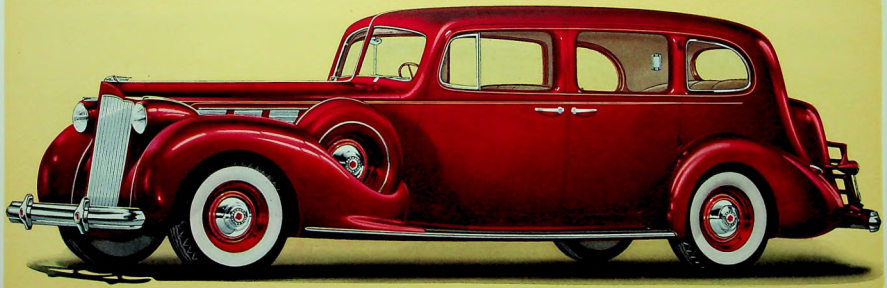
WHEEL BASE · 134 INCHES

PACKARD QUALITY

PACKARD PRECISION

PACKARD ACCEPTANCE

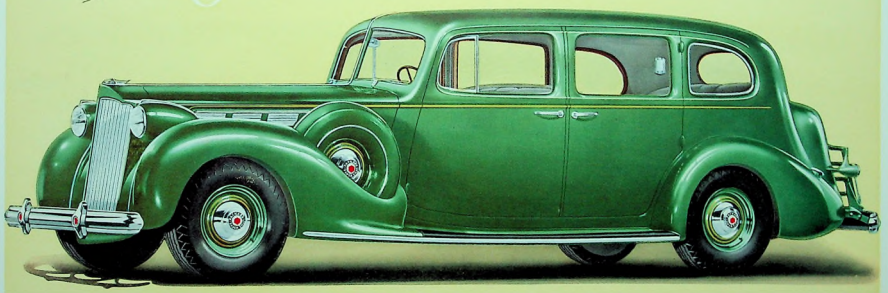
Super 8



The TOURING SEDAN for Seven Passengers

WHEEL BASE - 139 INCHES

Super 8



The TOURING LIMOUSINE for Seven Passengers

WHEEL BASE · 139 INCHES

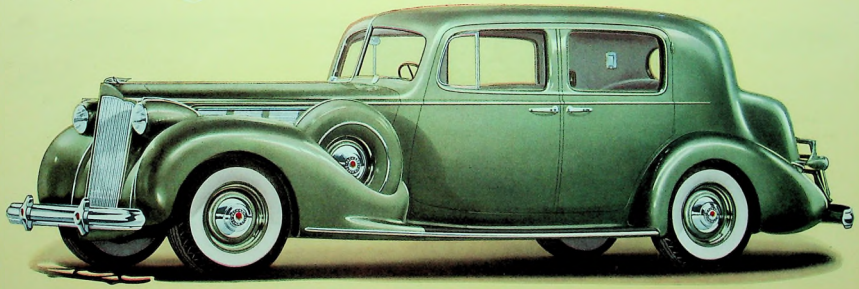
PACKARD QUALITY | PACKARD PRECISION | PACKARD ACCEPTANCE

Super 8

The FORMAL SEDAN for Six Passengers

WHEEL BASE · 134 INCHES

Super 8

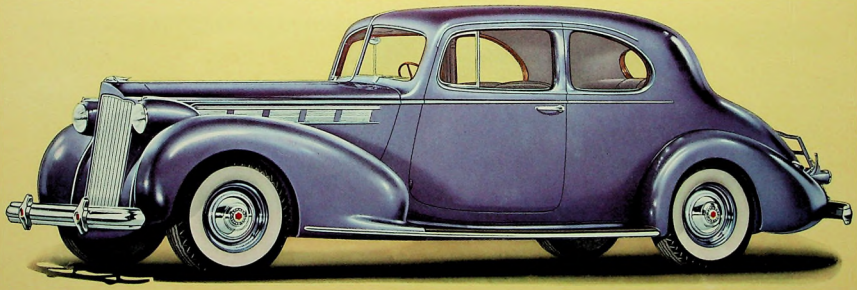


The CLUB SEDAN for Five Passengers

WHEEL BASE · 134 INCHES

PACKARD QUALITY | PACKARD PRECISION | PACKARD ACCEPTANCE

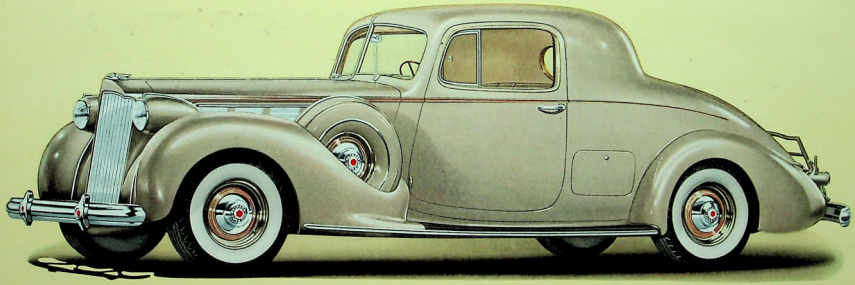
Super 8



The COUPE for Five Passengers

WHEEL BASE · 134 INCHES

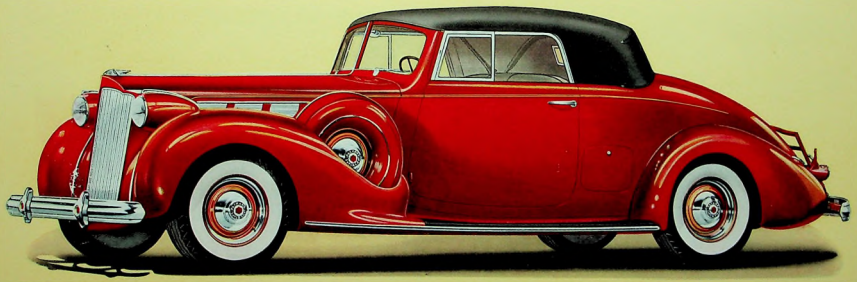
Super 8



The COUPE for Two or Four Passengers

WHEEL BASE · 134 INCHES

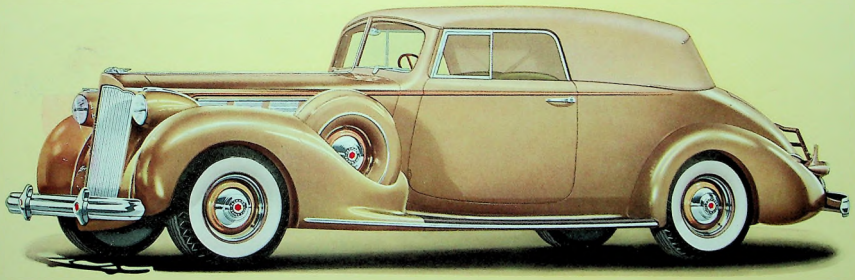
Super 8



The COUPE-ROADSTER for Two or Four Passengers

WHEEL BASE · 134 INCHES

Super 8

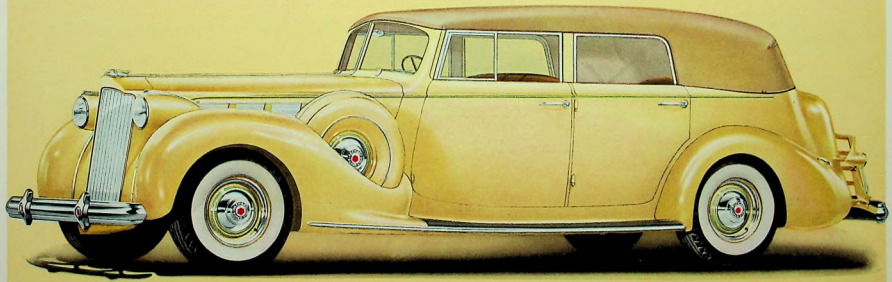


The CONVERTIBLE VICTORIA for Five Passengers

WHEEL BASE · 134 INCHES

PACKARD QUALITY | PACKARD PRECISION | PACKARD ACCEPTANCE

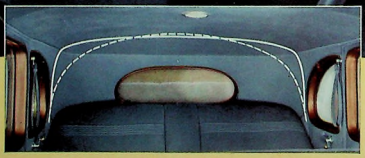
Super 8



The CONVERTIBLE SEDAN for Five Passengers

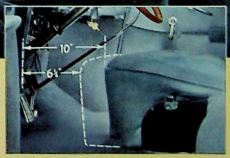
WHEEL BASE • 139 INCHES

An Interior That Looks Well, Lasts Well and Gives COMFORT



Unlike other cars with narrowed dome tops, seat corner occupants have uncrowded shoulder and head room. Space where it counts is a principle of Packard design

Generous overall body length allows ample trunk space without narrowing rear seat depth so that passengers suffer the "blind spot" of other designs



The front compartment entrance space grants half again as much room as another car design

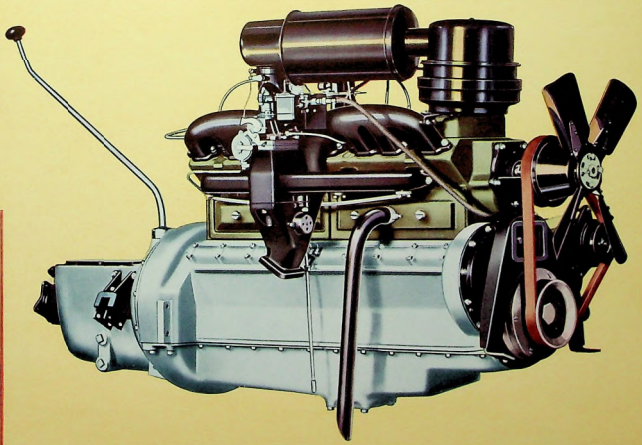
PACKARD QUALITY

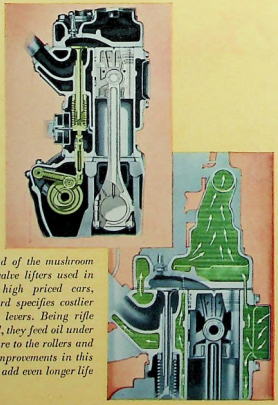
PACKARD PRECISION

PACKARD ACCEPTANCE

THE SUPER 8 MOTOR

First to build the straight-eight engine in American production volume, Packard has perfected it to its highest point in this sensational power plant. Brief specifications quote its bore at $3\frac{7}{8}$"; stroke 5"; piston displacement, 320 cubic inches; and 135-horsepower developed at 3200 R.P.M. Not only has it the satin smoothness of eight-cylinder output, but its simple cleancut design shows proven economies of operation and maintenance.



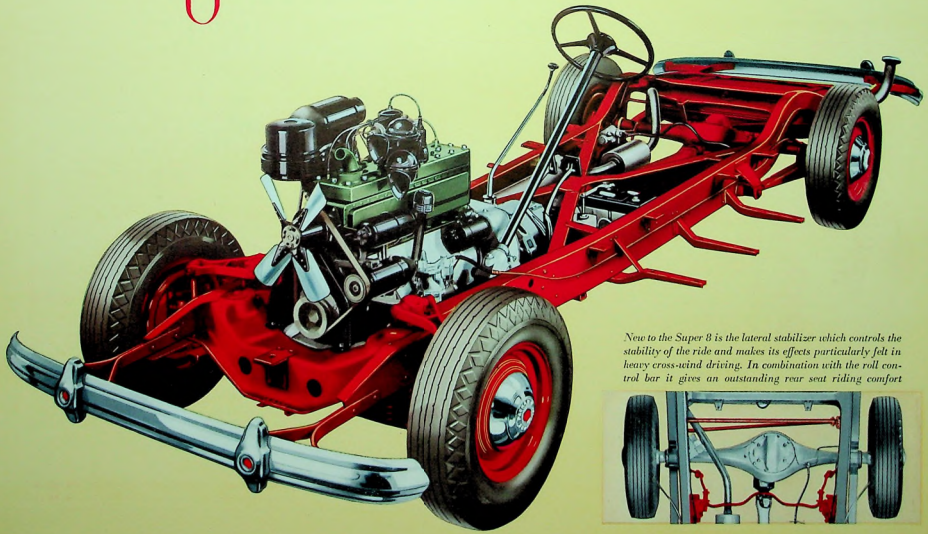


Instead of the mushroom type valve lifters used in other high priced cars, Packard specifies costlier rocker levers. Being rifle drilled, they feed oil under pressure to the rollers and new improvements in this oiling add even longer life

Among the many new refinements are longer water jackets which step up the water volume 29 per cent. This increases cooling efficiency, reduces oil temperature and improves oil economy

THE SUPER 8 CHASSIS

Typical of the extra measure built into this splendid example of mechanical excellence is the tread—59¼ inches front and 61 inches rear—wider for comfort than other competitive cars. The sturdy base comes in three wheelbase lengths—139⅜" to accommodate three body styles, 134⅜" for seven others, and 127⅜" for one more. From bumper to bumper, its many unusual features serve as a standard of big car quality.



New to the Super 8 is the lateral stabilizer which controls the stability of the ride and makes its effects particularly felt in heavy cross-wind driving. In combination with the roll control bar it gives an outstanding rear seat riding comfort

BRIEF SPECIFICATIONS OF THE NEW 1938 SUPER EIGHT

MOTOR—Eight cylinders L head type. Bore and stroke 3 1/16 x 5. Piston Displacement 320 cubic inches, Taxable H.P. 32.5—actual brake H.P. 135 at 3200 R.P.M.
Cast aluminum upper crankcase—3 point rubber mounted suspension—Aluminum high compression cylinder head—Autothermic aluminum alloy pistons with 2 compression rings, 2 oil rings above pin—Floating type piston pins, Austenitic chrome nickel steel exhaust valves prevent warping.

CRANKSHAFT AND BEARINGS—2 1/2 inches diameter 100% counterbalanced, 9 main bearings, weight 97 1/2 lbs. Connecting rods with copper lead alloy lined bearings removable type with steel backs. Exclusive type vibration damper.

CAMSHAFT—Silent chain driven from crankshaft supported on 8 bearings. Rocker cam followers pressure lubricated.

LUBRICATION SYSTEM—Full pressure feed to main, connecting rod and camshaft bearings also piston pins and valve rocker lever mechanism. Flood type lubrication to cylinder walls and pistons from oil bleed hole in connecting rods. Overflow to timing chain. Full flow type oil filter. All oil passes through filter and oil temperature regulator before circulated to bearings. Pressure crankcase ventilation—Oil pump screened in lower crankcase driven by distributor shaft extension. Pressure regulation by external valve.

FUEL SYSTEM—One carburetor dual downdraft type with automatic choke. Oil bath air cleaner and silencer—Fuel compensator on distributor. Mechanical driven combination vacuum and fuel pump and air cooled fuel lines. Vacuum pump provides additional vacuum for constant windshield wiper operation on hills or when accelerating motor. Fuel tank 25 gallons. Fuel gauge on instrument panel.

COOLING SYSTEM—Desert-Mountain cooling efficiency—Capacity 5 gallons. Tubular all copper high efficiency radiator core—Ball bearing centrifugal pump—Thermostatic controlled radiator shutters—High efficiency fan 19" diameter driven by V type adjustable fan belt—Fender air tunnels for rapid air discharge beneath car. Heat control indicator on instrument panel.

ELECTRICAL SYSTEM—Distributor with high capacity coil, centrifugal governor and vacuum control spark advance. Ignition switch wiring protected in metal clad conduit—Battery 21 plates 150 ampere hour capacity, high-level type requires infrequent attention. Generator air cooled with high capacity for peak electrical load. Vibrator voltage and current control of charging rate. Headlighting circuits protected by circuit breaker—Foot control switch lowers one or both headlight beams depending on headlamp beam selected. Starting motor with automatic engagement of flywheel gear controlled by starting button on instrument panel.

TRANSMISSION—All-quiet helical cut gears carburized, ground and lapped, insure long life and quiet operation. Three forward speeds and reverse. Synchronized non-clash shifting. Gears mounted on ten ball and roller bearings to insure alignment and quiet operation.

CLUTCH—Heavy Duty single plate semi-centrifugal type 12" diameter. Spring cushion drive with friction damper. 15 roller bearings. Clutch throwout ball bearing has sealed in lubrication. Clutch pedal linkage designed to reduce physical effort in operation.

FRAME—Rigid I Beam X type center frame 9 1/32" deep at center. Strong reinforced box section side rails and massive front steel cross member.

HOTCHKISS DRIVE—Two roller type bearing universal joints with sealed in lubrication—Driving strains cushioned through rubber mounted rear springs.

REAR SPRINGS—58" long—2" wide, semi-elliptic with lubrication protected from dirt and water by metal covers. Rubber mountings front and upper rear. Threaded type steel shackle bolt and bushings at lower rear.

REAR AXLE—Semi-floating type with Angleset hypoid gearing. Straddle mounted driving pinion supported at front and rear by two ball bearings, extra large lubrication capacity 6 1/2 pints protects hypoid gear lubricant from oxidization.

ROLL CONTROL BAR—Located at rear to maintain car stability when driving on curves.

LATERAL RIDE STABILIZER—Mounted at rear and attached crosswise to frame and rear spring saddle.

BRAKING SYSTEM—Hydraulic self-energizing type, 12" x 2 1/2", with separate hand operated mechanical brakes on rear wheels for parking or emergency use. Triple sealed against dirt, dust and water, centrifuse drums 12" diameter. Brake pedal linkage reduces physical effort in operation.

WHEELS AND TIRES—Disc type steel wheels with drop-center rims—Low pressure 6 ply cord tires 7.50 x 16.

STEERING SYSTEM—Worm and double roller type—Worm gear mounted top and bottom on tapered roller bearings—Roller shaft straddle mounted on roller bearings—Roller carried on two large ball bearings. Center steering lever mounted on two ball bearings, separate steering cross tubes to each wheel have spring loaded ball joints at each end to cushion road shock. Steering wheel 18 1/2 inches diameter with reinforced safety steel centre core.

CHASSIS BALL AND ROLLER BEARINGS—A total of 68 ball and roller bearings reduces friction, wear and expense, an important exclusive feature of Packard Quality.

CHASSIS LUBRICATION—Simplified design and generous use of ball, roller and rubber bearings reduce friction points and wear. Pressure lubrication required at only eleven points every 5000 miles with two additional points every 10,000 miles.

SHOCK ABSORBERS—Double acting Hydraulic front and rear.

FRONT SUSPENSION—Packard design Safe-T-fleX independent front wheel suspension with exclusive torque arm provides greater safety and front end rigidity—Large soft helical coil front springs greatly improve ride by eliminating pitching and tossing motions. System completely rubber insulated from frame—Rubber bushings used instead of steel, soften and cushion the ride and eliminate friction, wear and expense—Only two points to lubricate every 10,000 miles. Thoroughly proven design in three years production of cars and millions of miles driving by Packard owners.

BODY—Highest quality safety glass in windshield and all windows. Body ventilation by cowl ventilator and individually controlled windows. Arm rests on each front door and in centre and sides of sedan rear compartments. Floor carpets front and rear. Rear window and concealed side rear quarter window curtains on all closed models. Body scientifically insulated, soundproofed and rubber mounted. Modern instrument panel with oil, water, fuel and ammeter dials, speedometer with trip mileage, electric clock, ignition switch, starter button, throttle control and cigar lighter. Double map reading lights and two package compartments with locks. Radio, heater and defroster installation provided for. Tell-tale lights indicating which headlight beam is being used, located in control dials.

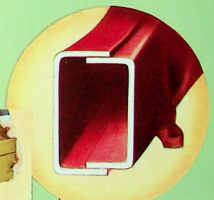
STANDARD EQUIPMENT—Two matched tone electric horns—Two windshield wipers—Two adjustable sun visors—Rear view mirror—Front and rear compartment ash trays and cigar lighters—Robe cord support—Foot rest in rear compartment—Carpets front and rear—Adjustable driver's seat—Two tail and stop lights—Dome rear compartment reading lights—Headlight beam control by foot switch—Toggle grip straps—Built-in aerial for radio—Oil bath air cleaner—Front and rear bumpers and bumper guards—Tools and jack—Front and rear jack pads—One spare wheel, and wheel compartment lock. Large capacity built-in trunks on all closed models.

Riding Luxury Begins With This Rigid Frame

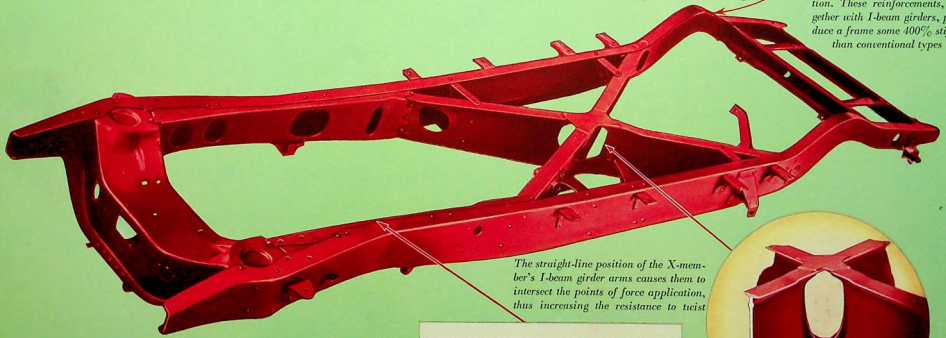
Packard's own system of Safe-T-fleX front wheel suspension which provides incomparable riding luxury, could be given to a large, long wheel-base car only by developing a massive stiff base. This has been done in the double-trussed frame whose rigidity, strength and safety are in sharp contrast to the lighter frame construction of other cars. The Packard base best resists torsional strain.

Ever try to bend a box? It's easy to twist it when the cover is off

But try the same thing with the cover in place and note the rigidity



This covered box analogy is carried into the Packard frame by a wide use of box-section construction. These reinforcements, together with I-beam girders, produce a frame some 400% stiffer than conventional types

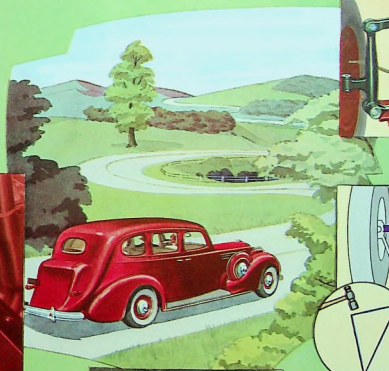


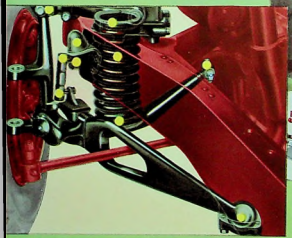
The straight-line position of the X-member's I-beam girder arms causes them to intersect the points of force application, thus increasing the resistance to twist

Not only are frame joints riveted but spot welding — which fuses metals together for extra strength as this micro-photo shows — is used at all strategic points

With Safe-T-fleX You Sense What You See

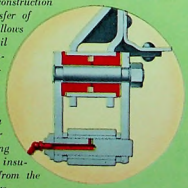
Ahead unfolds a ribbon of road whose apparently smooth surface suggests real touring joy. Travel it in an ordinary car and the ride proves that the eye can deceive. But go over the same stretch in a Packard and its exclusive Safe-T-fleX system of independent wheel suspension gives a ride that really lets you sense what you see in the road ahead.



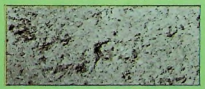


Rubber insulation used throughout Safe-T-fleX construction reduces the transfer of road noise and allows more resilient coil springs, thus contributing to a quieter, softer ride

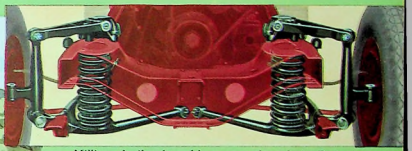
Another ride improvement is a rubber floated rear spring mounting which completely insulates the frame from the rear springs



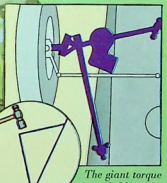
In an average mile of concrete road an ordinary car gets 80 jolts from frost strips—minimized by Safe-T-fleX



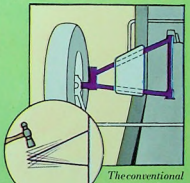
A close-up of smooth looking roadway reveals these multiple irregularities which Safe-T-fleX uniquely irons out



Millions of miles of travel have proven the exclusive Packard design of soft coil springs reinforced by rigid torque arms is the most advanced type of independent front wheel suspension



The giant torque arm holding the Packard front wheel in alignment takes road impacts just as a wide angle bracket resists hammer blows without vibrating



The conventional front wheel support tends to vibrate under similar impacts just as a narrow angle bracket shakes when struck by a hammer blow

Packard is the only car offering the important wheel suspension feature of mighty torque arms cushioned in live rubber to hold the front wheels in rigid alignment

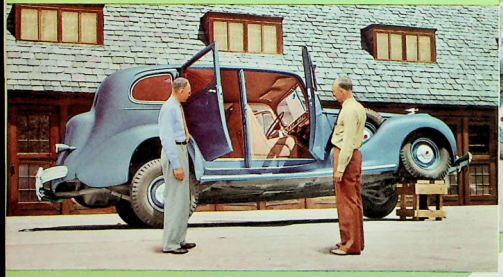
PACKARD PRECISION

PACKARD ACCEPTANCE

Structure, Not Skin, Determines Body Safety

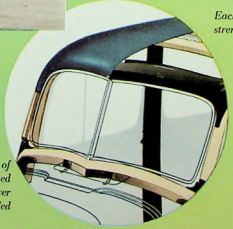
Building both composite and all-steel bodies, Packard knows full well the merits of each. Accustomed as they are to standards of comfort and quietness which no all-steel body can give, customers for the Packard 12 and Super 8 are therefore offered the one type of body that best meets these exacting needs. But in building to them, Packard again stresses the fundamentals of true body safety—structure, not skin.

Two tons of dead weight is shown in this unretouched photograph resting safely on the roof—mute evidence of its tremendous structural strength



Despite the racking angle of the body twist test, all doors open and close firmly without the slightest inclination to jam, warp or stick

Each triple-section bag used in the body strength test contains 100 pounds of sand



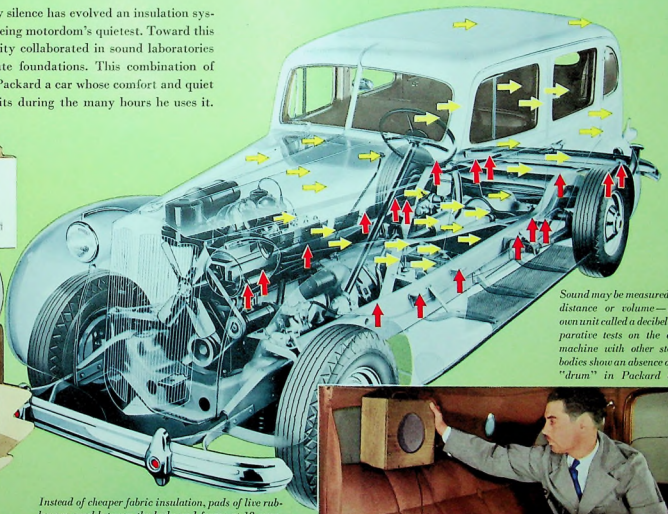
This clearly shows the plussing safety of steel, steel mesh and hardwood used separately and as reinforcements, one over the other, where extra strength is needed

With approximately three out of every four large cars sold today specifying radio, clear reception is an important factor and none can surpass that provided by the aerials built into Packard roof construction

University Physicists Helped Create Motordom's Quietest Body

Three years' research in body silence has evolved an insulation system that rightfully lays claim to being motordom's quietest. Toward this end, physicists of a great university collaborated in sound laboratories deadened and isolated on separate foundations. This combination of genius gives the owner of a large Packard a car whose comfort and quiet grant him the relaxation he merits during the many hours he uses it.

Oscillograms, or actual pictures of body noise, were made in working out Packard insulation



Instead of cheaper fabric insulation, pads of live rubber are used between the body and frame at 18 separate points to prevent any chassis noise vibrations from entering the body. In addition, 17 insulation combinations are used at 31 different points in the body for the effective suppression of sound. The red arrows in the above "phantom" indicate body mountings. The yellow arrows, points of body insulation

Sound may be measured—like distance or volume—in its own unit called a decibel. Comparative tests on the decibel machine with other steel-top bodies show an absence of body "drum" in Packard design

PACKARD PRECISION

PACKARD ACCEPTANCE

Orthopedic Science Builds Packard Cushions

Seat comfort is no haphazard guess with Packard. It is a combination of structure and dimension fitted to the scientific comfort of the human body. With the counsel of a famed orthopedist, measurements of some 40,000 people were made to determine the physical average. These form the standard of construction, hence Packard cushions really rest and relax, being orthopedically correct.

A Individual coiled springs of smaller diameter in separate containers distribute weight evenly.

B Transverse cross bracing helps retain cushion shape.

C A lateral spring runs the width of the cushion for end-to-end comfort.

D Sturdy fabric forms the base for the multiple padding.

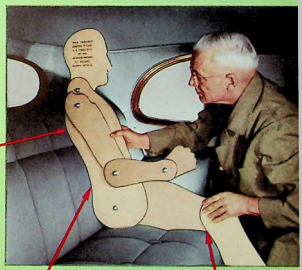
E Genuine curled hair, nearly three pounds to each seat, is evenly distributed to prevent wadding.

F Contour and support is insured by a cotton knee roll.

G Strong saddcloth covers the soft materials.

H Crushed black wool adds its springy depth.

I Long wearing all-wool broadcloth applied with tailoring deftness completes the construction.



Rear seat backs are unusually high, with healthful rest at the shoulder blades

Just the right amount of contouring at the small of the back for proper comfort

Seats are built out with a padded roll for scientific support under the knees

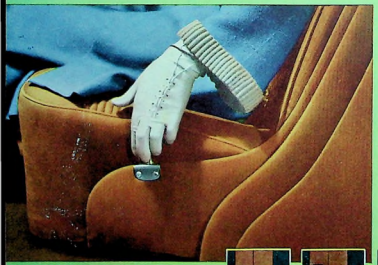
The firm construction of Packard cushions causes them to keep their shape over thousands of miles of roadway — not showroom — riding

The mushy "give" of other cushion construction provides an excellent showroom ride, but one that "bunches" in long use

All-Day Drives Become A Motoring Pleasure

No small pleasure of owning a large car is the long tours its joys inspire. Every big Packard is endowed with so many features for riding and driving comfort that the arduous trip of former days is transformed into relaxing travel. Whether on the seat or at the wheel, all-day motoring now becomes a genuine delight for passenger or driver.

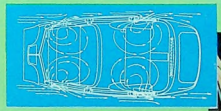
Room to stretch, in no small dimensional confines, over compartment floors that are really flat, add to your touring enjoyment



When passengers shift places to take the wheel, greater room of Packard design facilitates the change. The short statured driver gets a snugger fit with the automatic cushion raise and seatback tilt of the nine-way adjustable front seat

Night driving safety and convenience are increased by an added light beam controlled by a foot switch

Besides the full headlight and passing beam combination, full headlights are now available in combination with the city driving beam as shown by this chart of Packard safety lighting

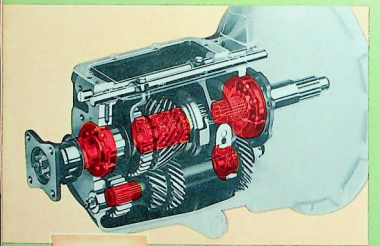


An unusual ventilation system controls circulation of air currents without causing annoying drafts to passengers

Cooling tunnels under the hood accelerate air flow through the radiator and by rapidly discharging hot air volume, keep body interior temperature cooler

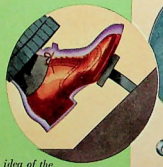
Effortless Operation Makes Driving a Joy

When the light flashes green or the open road beckons, there is no thrill comparable to the surge of mighty power that is unleashed by a toe touch on the accelerator pedal of a big Packard. With it all there is a silky smoothness, a feeling of solid control and effortless operation that a lesser piece of motoring mechanism can never provide you.

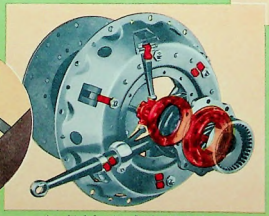


Nearly twice as many ball and roller bearings as competitive designs, and carburized gears make the 70% greater cost of the Packard transmission worthwhile in easier gear shifting, quieter operation and longer life

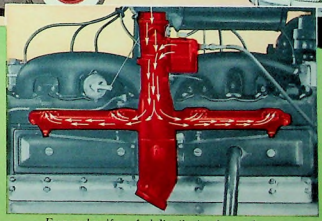
The short travel of the gear shift lever removes the usual tiresome reach



Here is a good idea of the lesser foot poundage to operate the Packard clutch compared to other designs



A multiple bearing clutch with the throw-out bearing lubricated for life grips like a bulldog at a touch softer than his ear

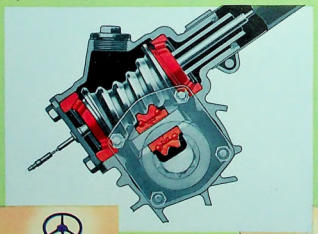


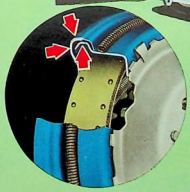
Even and uniform fuel distribution from a down-draft carburetor provides power for every driving condition without excessive fuel consumption

Big-Car Handling With Small-Car Ease

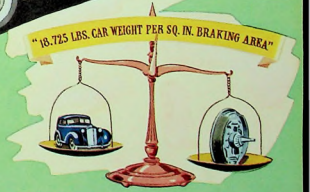
If you have thought a large car too big to handle comfortably, you can dispel that idea in connection with a Packard. For Packard design grants a "mellowness" of handling that belies its heavily safe construction. Its soft control makes this big car virtually handle itself with but your slightest guidance.

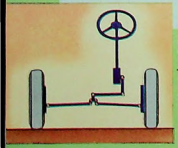
The delightful ease of Packard ball bearing steering engineered to harmonize with Safe-T-fleX suspension is heightened by a remarkably short turning radius for the easy parking of so large a car



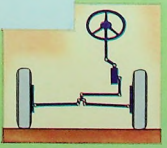


Centrifuse brake drums and a multi-seal against dirt and water prevent warping and insure longer life

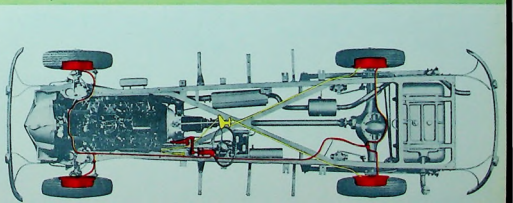




Packard steering control is direct from the steering wheel to the steering worm



Another design specifies two universal joints, with their attendant complications



Packard hydraulic brakes with their many exclusive advantages are supplemented for safety by a second system of independently operated mechanical brakes

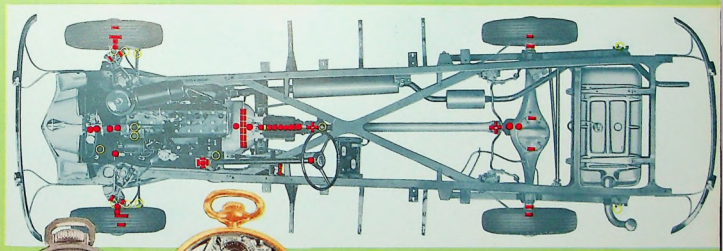
RED: Hydraulic foot brakes. YELLOW: Mechanical hand brakes

PACKARD PRECISION

PACKARD ACCEPTANCE

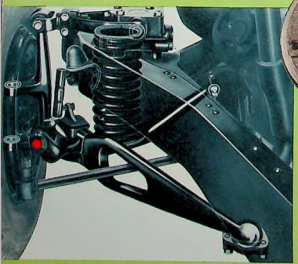
Multiple Bearings "Jewel" The Chassis And Minimize Lubrication

There is no better summary of Packard quality than its lavish use of ball and roller bearings—nearly twice as many as in a competitive chassis. Not only do these insure longer operation, but better economy; for the less the friction points, the less the need for pressure lubrication. Packard requires this every 5000 miles at only 11 points; every 10,000, these and two additional.



RED: Ball and roller bearings
YELLOW: Lubrication points

Though watches may look impressive on the face, their open back tells their real value through their jewels which are to them as bearings to a motor car



Just two points—one each side—on Packard Safe-T-fleX need lubrication compared to six times that many on other front wheel suspension systems

Further economy results from the many points on the Packard chassis with lubricant sealed in for the long-time life of the car

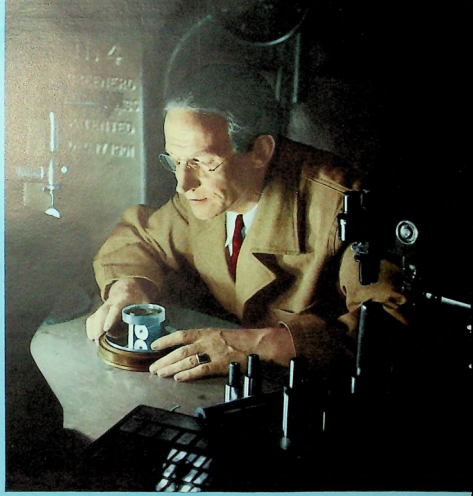
Where Accepted Accuracy is Questioned Further

It was not so many years ago that the motoring public first learned the story of the famed Johansson blocks. These bits of metal, so precisely made that they adhere one to the other through sheer accuracy, have come to be generally accepted as the last word in precision measurement. Many a motor car maker uses them as his Supreme Court of manufacturing limits.

But there is one company—and *only* one, so far as known—that does not rest its precision case on these gauges alone. Packard goes even further and checks the accuracy of its Johansson blocks with the light ray machine pictured here, a delicate device that measures to a millionth of an inch. For Packard precision knows no compromise.

To properly realize what this means to the motor car buyer, he should understand that all vital tools used in the precision manufacture of his fine car are checked against Johansson blocks to catch and correct the slightest deviation from established limits of accuracy. Not only is this done in Packard manufacture but more, too; for a tiny beam of infallible light checks the very checkers themselves!

Such insistence upon accuracy is nothing new to Packard. One must remember that the very first Packards were the creations of men who loved precision workmanship. Good as the practices were of others in that day, they failed to meet the Packard brothers' demands for accuracy. Instead, grey iron was imported from France for cylinder blocks—

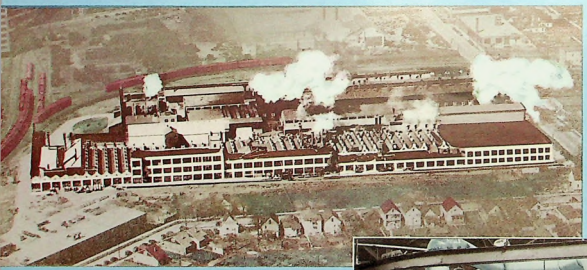


armor plate steel was used for other parts, and special tools developed to cut and shape its ultra hardness.

With this long heritage, it is but natural that the new Packard 12 and Super 8 should have a manufacturing precision that pays dividends to their purchaser. It gives them a long mechanical life now made even longer by engineering improvements whose manufacture follows the precision practices shown in part by the pages which follow. Won't you read on for further proof?

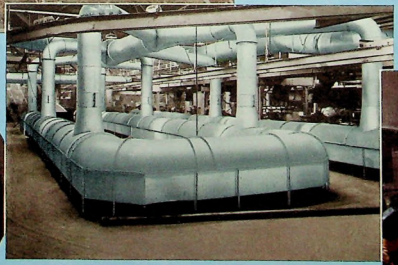
Quality Control, From The Car's Very Start

A single standard of *Quality First* is best possible where a motor car is produced complete under one roof, figuratively speaking. In the Packard plant it is but a few minutes' walk from the drafting rooms of engineering design to the foundry and forge where raw materials are shaped, according to rigid Packard specifications, into the car's very start.



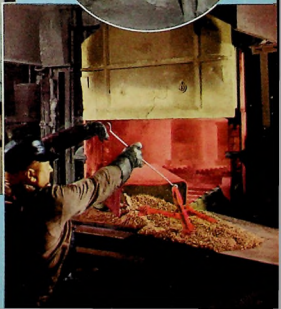
Pronounced by experts the industry's finest foundry, the just completed re-building and re-equipping of this important factory unit sets Packard years ahead in manufacturing efficiency

Packard pours its own metals. Control of quality runs through the very base materials of each car



An extensive ventilation system draws off noxious fumes and gases to improve working conditions for the foundrymen

Packard makes its own forgings. Strength and safety are fused into vital parts the Packard way

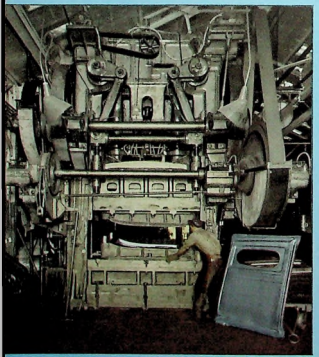


Not only did Packard pioneer in heat treating but its continued developments in toughening steel structure mark a standard for metallurgy

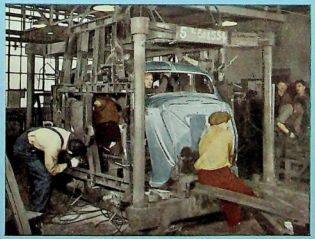
Centralization, Even to Stamping Mill and Body Shops

Packard factories are called a one-profit plant for the very good reason that more of the car is built complete in one manufacturing set-up than is the general rule in fine car building practice. Unlike other makers whose corporate affiliations require them to buy so important a unit as a body from outside production manufacturers, the vast Packard facilities embrace even its own stamping mill, pattern and body shops complete.

Old-school art of the wood carver's craft blooms to full flower in the pattern shop. Here, the preliminary base for dies whether large or small is hewn by hand



Giant presses of many tons' weight stamp out parts from heavy-gauge metal to limits of unvarying accuracy



First to build an enclosed body for a motor car, Packard practices have taught much to all body builders

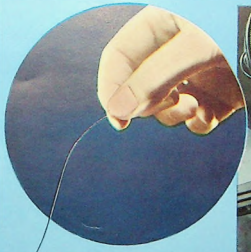
The silky sheen of rich fabrics—a choice of 10 broadcloths in the 12, and four broadcloths and two Bedford cords in the Super 8—inspire the tailor's fine workmanship

Painstaking care of the accomplished seamstress is expressed in many divisions of Packard's own body shops, for a fine car can be no finer than the control of its basic quality

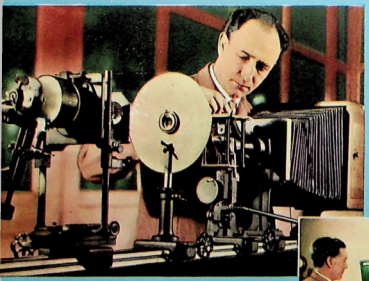
PACKARD ACCEPTANCE

Packard Believes in Splitting Hairs

"Where a hairsbreadth is too thick" throws out many a measurement in the Packard 12 or Super 8. Probably the greatest example of multiple accuracy in any manufactured product exists in the motor car of today. For instance, there are roughly some 10,000 inspections made throughout the building of a Packard Senior car. These range from the millionth-of-an-inch check given Johansson blocks by the light ray machine, to hundreds of others that are less than two thousandths of an inch—the thickness of an average human hair. Of these many operations, space permits showing but a few, with countless others just as fascinating.



Ingenious machines like this comparator throw a huge enlargement of tiny cutting teeth on a measuring screen to check the accuracy of the tool



Microphotographs of steel are made to study the grain of the metal and thus verify its strength for vital parts

Parts bought on the outside, such as roller bearings, are also questioned. Radio amplification in this unique sound room ferrets out any noise in bearing revolution

Sets of moving parts, like these connecting rods, are weighed individually to insure their uniform proper balance

Accuracy of uniform size in the compression head for most efficient engine operation is determined to the tiniest drop of an intricate fluid check

One Place Where "Kidnaping" is Condoned

The test that nobody knows in advance is the greatest precision check in the automotive industry. It is Packard's famous "kidnaped car" procedure and its practice serves to keep every one of the 16,391 Packard craftsmen eternally vigilant. Without warning, men from the Proving Grounds arrive at the factory, choose a finished car at random, give it a gruelling run of some 25,000 miles, then tear it down to measure and report any possible improvement. Precision is made to keep pace with progress.

Even a car that has passed its factory inspection and has been loaded for shipment to a customer is liable to the call of the "kidnaping" crew

The car gets night and day running on the Proving Grounds' speedway, stopping only for fuel and relief drivers

Hours of plowing hub-deep through desert sand is torture no owner could normally give his car's power line. Yet the test car must take it—and like it!

Ordeal by water through the splash basin is added to the stint of every conceivable test given the intensive checking of the "kidnaped car"

Then comes the pay-off—the tear down, disassembly, exhaustive scrutiny and complete report on how Packard quality may be improved

504 Acres That Say: "SO WHAT?"

Twenty miles from the Packard factories at Detroit lie the Packard Proving Grounds at Utica, Mich. But they report directly to the Packard management and as such, the fulltime job of these 504 acres of testing facilities is to challenge point-blank Packard design and construction, to improve it further where possible.

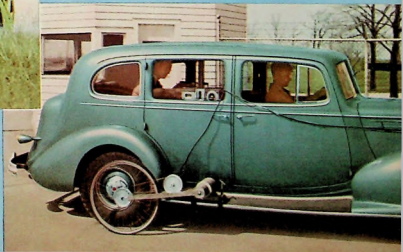
Meet Mt. Packard, a 10-year-old model fitted as a retarding tow whose drag equals a terrific mountain grade

High speed driving on one of the world's fastest concrete ovals gives an unbiased report of ability to "stay put" over years of service

Mile after mile of twisting badlands are included in the extensive layout that duplicates every possible driving condition

Up a sudden ascent and down a sharp drop, bullet the test cars as part of a relentless research on riding qualities

Scores of scientific devices get constant use, like the delicately operated fifth wheel for checking gasoline economy



Asking The WORLD Who Owns One

Whatever the convincing force of the printed or spoken sales claim, the careful buyer is going to check his fine car choice with present owners before his final decision.

In the case of Packard this is both an easy and welcome matter, as the pages that follow clearly show. Checking with owners is welcomed because it follows out the suggestion of the famous Packard slogan. It is easy because there are more large Packard owners to ask, than the owners of any other truly fine car. In fact, there are even more owners of large Packards than the combined total of *all other* fine car owners.

This majority Packard influence has grown in a most logical way. As the oldest fine car maker, Packard has never deviated from its fine car principles and practices. The very first Packards were high priced cars appealing to a limited clientele, and more than a third of a century devoted to meeting the needs of that field has quite naturally given Packard the largest fine car clientele of any maker in the industry.

Nor is this true of any one locale. When Packard says "Ask The Man Who Owns One", it could very well say: ask the family, ask the nation, ask the *world* who owns one. For Packard acceptance is without frontiers—it is familywide, nationwide, worldwide.

How helpful this is, too, for the large car buyer! Though one may look at fine car offerings with the eye of an engineer and another with the sense of a stylist, only occasionally is the fine car purchaser so mechanically minded or technically informed that he can choose his car on his detailed knowledge. Instead, the majority can spare neither the time nor the task of such analysis, and for them a majority opinion is the most useful guide in considering the purchase of a large fine motor car.

If they are but willing to accept the judgment of most others, then their fine car selection is very definitely a Packard. Facts and figures just over the page prove this most convincingly.

Worldwide Pre-Eminence

Year after year Packard has exported more large fine cars than the combined total of any three similar makes. In spite of higher price due to tariff walls and limited buying because of national prejudices, this Packard record abroad is an outstanding tribute to the sheer merit of Packard cars.

Nationwide Acceptance

State by state, the ratio of large Packard registrations to that of its nearest competitor gives the balance of favor to Packard. At home, too, cold fact proves that motordom's most discriminating clientele — the entire field of large fine car buyers — registers a majority choice with Packard.

Familywide Preference

Through the gateways of more than a thousand of America's distinguished families Packards have passed for 25 years or longer. This unchallenged record of long-time continuous ownership is even more convincing in view of the smaller volume of fine car sales a quarter-century ago and the greater number of makes to claim them.

Socially . . . America's FIRST Motor Car

Whether or not your inclinations lean to the world of society, the social usage made of the motor car wields a powerful gauge of motoring preference. From coast to coast, wherever an event brings out the socially prominent, more distinguished families arrive in Packards than in any other truly fine American car.

In many exclusive suburbs of which Southampton is typical, the community choice is Packard as reflected by the cars that meet commuting trains

At the International Horse Show in Madison Square Garden, for example, just count the number of large Packards that bring the smart attendance

Off Newport, one sees a majority of cars with the best loved radiator lines as their occupants embark to watch the America's Cup races

Were you to ask the doorman at an event like opening night of the Metropolitan Opera House the car that gets the greatest call, his answer would be "Packard"

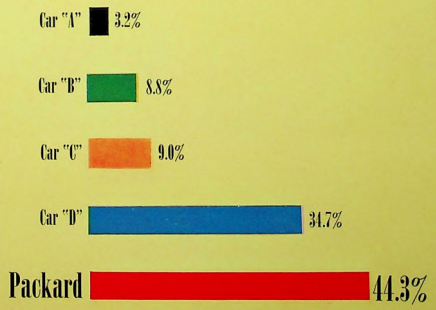
How The Large Car Majority Vote Goes To Packard

While conflicting claims are made for fine car supremacy, Packard believes that the field of honest comparison is determined by the amount of money invested in the car. On this fair and square basis of price-class study, the large Packard wins on two counts: total registrations, and new registrations. Such a vote of the buying public strongly confirms a present Packard selection, for a majority opinion is hard to set lightly aside.

TOTAL CHOICE

In the entire field of fine cars large Packards comprise 50.3% of total registrations according to figures compiled as of July 1, 1937—latest date for which data was available at time of printing

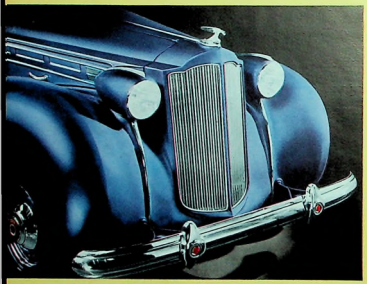
CURRENT CHOICE



Among the five makes that constitute the present fine car field, Packard gets 44.3% of the total market according to registrations from September 1, 1936 to July 1, 1937—latest date for which data was available at time of printing

Greatest Protection of Big-Car Investment the Industry Knows

PACKARD IDENTITY



The new 1938 Packard 12

Years ago, Packard decided that the investment a purchaser makes in his Packard should be protected by no frequent style change to annually outmode the model of the moment. Since then, Packard identity has saved Packard owners literally millions of dollars. It controls costly depreciation which, as many a motorist has learned to his sorrow, is more the loss of style than the wearing out of parts. Considering the size of any big car investment, this is something of real dollars-and-cents concern. Among all cars Packard can offer better value in this respect as the only car with *two* lives. In the new 1938 Packard 12 or Super 8 their long mechanical life insures long years of pleasurable motoring. And a life of enduring identity makes their years of ownership proudly enjoyed.

The new 1938 Packard Super 8

Which is the new and which the old? Cars of years past prove how Packard has kept faith with its owners in sustained smart appearance