For 1938

THE PACKARD EIGHT

THE PACKARD SIX

PACKARD EIGHT

PACKARD SIX

PACKARD QUALITY

Memo from

PACKARD MOTOR CAR COMPANY

FRANK STATEMENT

We tell you sincerely that never before have you seen such motor cars as this catalog now presents. They are longer and sleeker, bigger, more beautiful and endowed with a gliding ride that defies description. And we tell you honestly that never have you seen such a motor car catalog as the one now before you. It is brighter, more complete and more helpful than any we know. Therefore, we frankly urge you to read it page by page for the instructive guide it can be. Then, we cordially invite you to let the cars themselves confirm every statement this catalog makes.

The New PACKARD EIGHT *for 1938*

(FORMERLY CALLED THE 120)

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The New PACKARD SIX *for 1938*

(A DIFFERENT KIND OF SIX)

CARS THAT ARE EASY TO BUY AND EASY TO OWN

featuring

Longer and larger size with six-passenger capacity . . . Riding qualities hitherto unknown in any kind of spring suspension . . . Really quiet all-steel bodies with all-steel tops . . . Packard identity enhanced by greater big-car beauty . . . Long mechanical life made even longer through new designs in engine and chassis . . . And a host of other improvements that increase the pleasure of Packard ownership

PACKARD EIGHT

PACKARD SIX

PACKARD QUALITY

A PACKARD IS EASY TO BUY

It costs only a few dollars more a month to buy a Packard than any car in the "Low-Priced Five"

ONE REASON for careless car buying is the fact that not all know the Packard price. Of those who do take the care to check this important point, most find the actual price much lower than they thought. With some two out of every three cars being bought on deferred payments, the low Packard price can be made even more attractive by spreading it as this frequently used plan so conveniently arranges. Assuming you have been considering a lower-priced car why not let us figure with you, showing you how surprisingly little more it will take to own a Packard. Considering the value of the average car traded in, many a Packard buyer drives his own down payment right to the store—taking delivery of his new Packard with no additional cash outlay and with the remainder covered by small monthly payments. If there ever was a car to be bought this way, it is a Packard—for not only its first-cost but its after-costs balance out better than any lesser car, as the table below clearly shows.

IN BUYING, CONSIDER NOT ONLY FIRST-COST BUT AFTER-COSTS*

COST	COMPARISON	COST	COMPARISON
1. LICENSE	If your state calls for blanket requirements, the Packard license cost is the same. If on horsepower or weight, the Packard costs but a dollar or two—if any—more.	5. GASOLINE	Unbiased tests at the Proving Grounds show that a Packard will give as good mileage as others its own size and weight, and better than some cars costing even less.
2. INSURANCE	No more for property damage and public liability on the Packard. Slightly higher cost of collision insurance often offset by substantial reductions in fire and theft rate.	6. LUBRICATION	Oil changes are less frequent than for some other cars, and Packard's new greater use of rubber bushings insures a minimum of lubrication points requiring attention but twice a year.
3. GARAGE	The same to all cars for space, regardless of the car's first-cost.	7. REPAIRS	Aside from the general truth that the better designed and built mechanism will last longer with less repair, note the Packard showing in the actual costs tabled across the page.
4. TIRES	No more than for some other car of the same size and power, with longer wear naturally expected for the Packard due to the better balance of its multi-bearinged design and construction.	8. DEPRECIATION	Packard wins on two counts, for it alone offers two lives. As many a careless car buyer has learned, depreciation is more a wearing out of style than the wearing out of parts. Matching Packard long mechanical life is a life of enduring identity. This keeps it smartly recognizable as a Packard the years you will want to drive it longer than a lesser-priced car whose drastic style changes soon outmode it.

**Exactly eight costs are involved in the purchase of any car and should be compared on a local figure basis*

A PACKARD IS EASY TO OWN

It costs no more for operation, the same—or less—for service on a Packard than for cars selling even lower in price

WHEN PACKARD entered the lower-price field, it realized that economy of operation and maintenance was paramount. In its very design, definite features were set to achieve these ends. Careful carburetion was developed to give astounding results. More ball and roller bearings were specified than in comparable designs for two purposes: to lessen friction and hence improve operating efficiency, to lessen the number of lubrication points and hence increase maintenance economy. To cap it all, Packard then established the policy that service costs on its new cars shall be as low, or lower, than for cars of like price. In the 1938 Packard Eight and Packard Six, there are even greater advances in all of these original aims. Gasoline and oil consumption tests prove the new cars holding their own in this department. By a greater use of live rubber, more ageless "muscle" now protects these cars against the wear that means costly replacement. And in actual service costs, read below!

IN OWNING, LOOK WELL TO THE COSTS* OF COMMON MAINTENANCE

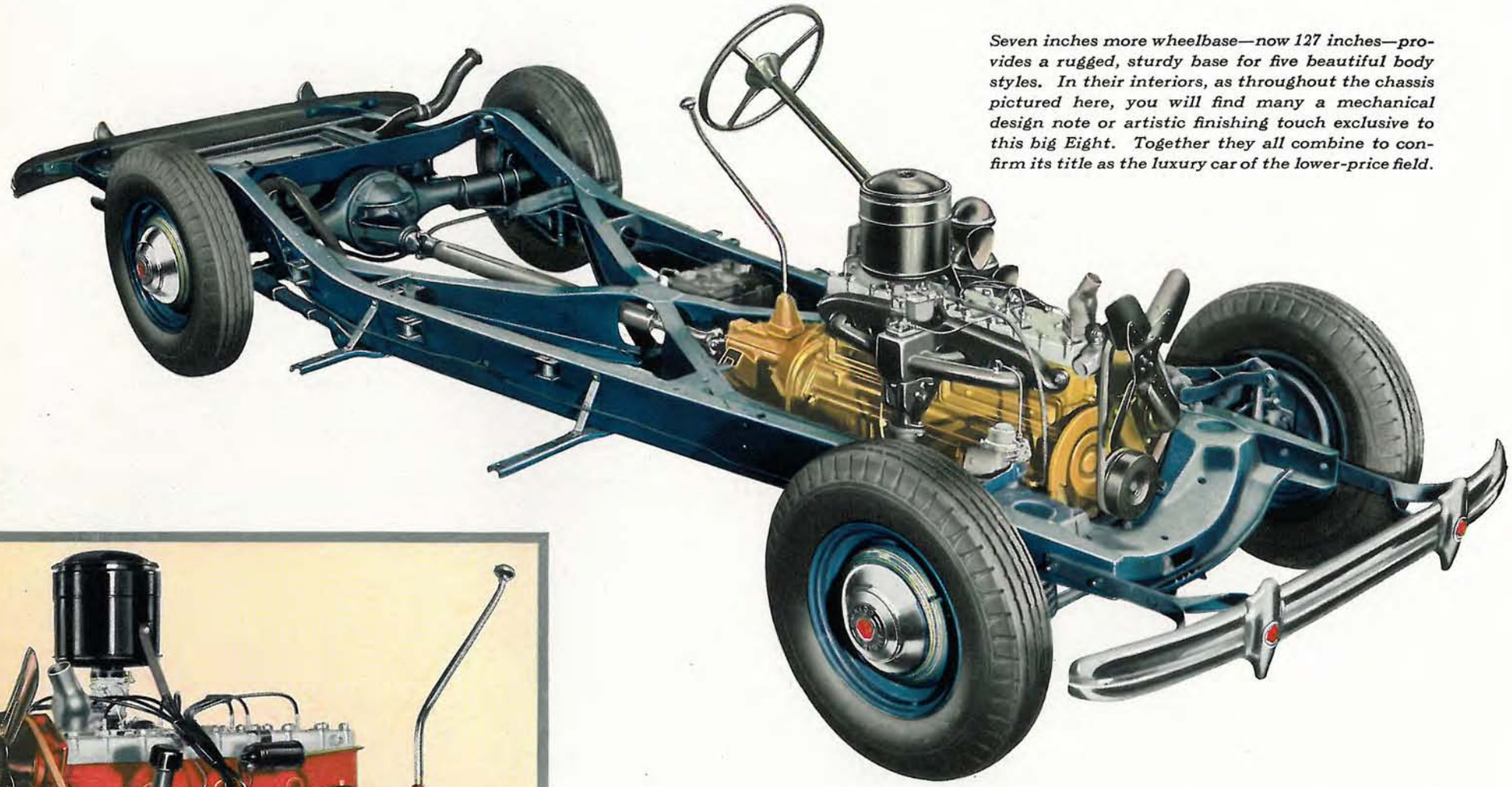
SERVICE OPERATION	**Packard Six**	Car "A"	Car "B"	Car "C"	Car "D"	Car "E"	**Packard Eight**	Car "1"	Car "2"	Car "3"	Car "4"	Car "5"
Foot Brake Adjustment—minor adjustment	**$1.20**	$1.60	$1.00	$2.43	$1.00	$1.00	**$1.20**	$1.20	$1.00	$1.40	$1.00	$1.20
Foot Brakes—reline and adjust	**13.20**	13.00	12.60	11.83	12.60	14.80	**14.10**	16.00	14.95	14.20	14.80	14.65
Fan Belt—renew	**2.06**	.70	1.40	1.64	1.40	1.50	**2.06**	1.65	1.40	1.15	1.50	1.65
Motor Tune—major tune up	**3.40**	3.00	4.80	4.30	4.80	2.60	**3.80**	2.80	6.40	4.80	3.60	3.80
Clean Carbon—Grind Valves—Tune Motor	**11.90**	8.55	13.65	16.22	13.65	8.80	**13.14**	11.15	21.00	14.60	11.40	14.00
Valve Spring—renew one	**1.58**	2.12	5.15	4.40	5.15	3.00	**1.58**	1.30	7.75	3.95	3.60	3.20
Cylinder Head Gasket—renew	**3.10**	4.15	3.85	3.51	3.85	3.20	**3.74**	5.95	4.50	5.60	4.00	3.00
Manifold Gaskets—renew all	**2.64**	1.30	3.15	3.98	3.15	3.30	**3.15**	3.35	4.40	3.30	3.30	3.95
Carburetor—remove, clean and adjust	**2.00**	2.00	3.00	1.50	3.00	1.80	**2.00**	2.60	3.00	3.20	1.80	2.00
Oil Pan—remove, clean and replace	**2.36**	3.25	2.62	2.71	2.62	4.10	**2.64**	2.80	3.30	2.45	4.50	2.35
Tappets—adjust	**2.20**	.60	1.60	3.18	1.60	1.00	**2.60**	1.00	2.40	2.80	1.40	2.00
Total	**$45.64**	$40.27	$52.82	$55.70	$52.82	$45.10	**$50.01**	$49.80	$70.10	$57.45	$50.90	$51.80

**Figures quoted are from respective labor and parts prices in effect and available at time of printing*

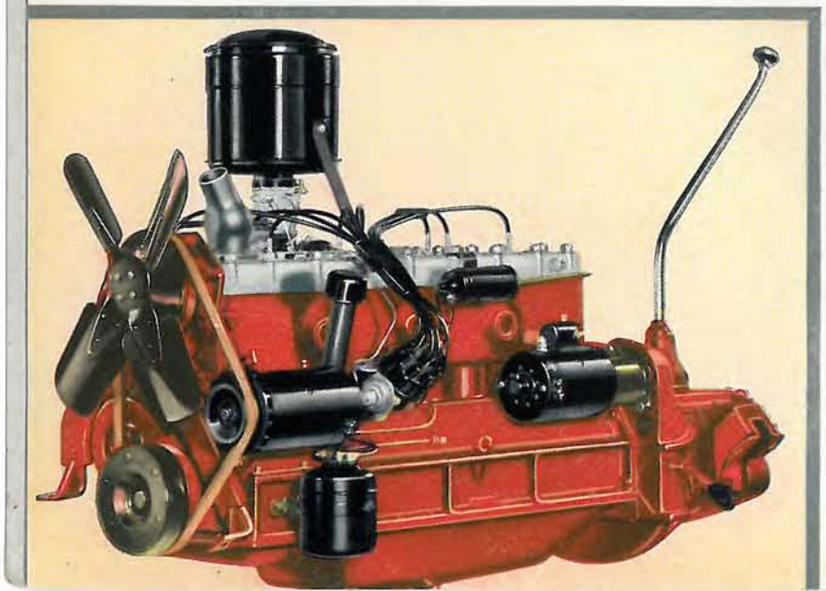
PACKARD EIGHT PACKARD SIX PACKARD QUALITY

HEREIN PACKARD DEVELOPS THE STRAIGHT EIGHT TO NEW HEIGHTS

Those who want even a larger, faster car than the big powerful Packard Six are the ones Packard had in mind in developing its new 1938 Packard Eight. Thousands of owners of medium-priced cars will be irresistibly attracted to its many advantages. In them they get typical Packard quality, superlative eight-cylinder performance, luxurious comfort and surprising economy—at a price competitive with lesser cars.



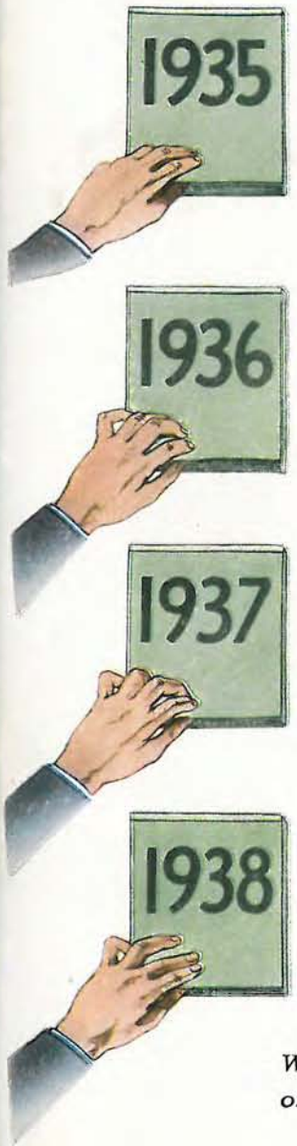
Seven inches more wheelbase—now 127 inches—provides a rugged, sturdy base for five beautiful body styles. In their interiors, as throughout the chassis pictured here, you will find many a mechanical design note or artistic finishing touch exclusive to this big Eight. Together they all combine to confirm its title as the luxury car of the lower-price field.



Packard was the first to build the straight-eight design as a production engine. This latest development reflects its rich heritage of motor building experience in many ways distinctive to its Packard design and construction. It has a bore of 3¼ inches, a stroke of 4¼ inches, displacement of 282 cubic inches, and develops 120 horsepower at 3800 r.p.m.

CALENDAR OF EIGHT-CYLINDER SUCCESS

BRIEF HISTORY OF THE GREATEST RECEPTION EVER ACCORDED ANY NEW MOTOR CAR



1935 — The Packard Eight is introduced as the Packard 120, a brand-new entrant in a highly competitive field whose critics pronounce the car too good to be built at its price.

Born with Packard identity

1936 — Within its very first year, it sweeps into first place in registrations of all motor cars represented by list prices advertised then as ranging from $910 to $1255.

Once more, Packard style

1937 — It continues to meet such wide favor among big-car and small-car enthusiasts that the rising barometer of public acceptance forces up production to 49,290 units a year.

Still, familiarly Packard

1938 — Now numbering 129,385 owners, the Packard Eight enters its fourth year with new features and new fineness that promise to win it even a larger loyal following.

Again Packard in appearance

What other new car can show so strong a record of public favor accomplished in so short a time?

What other motor car can show the same protection of owner's investment by consistent styling?

PACKARD EIGHT

PACKARD SIX

PACKARD QUALITY

PACKARD EIGHT *The Touring Sedan*

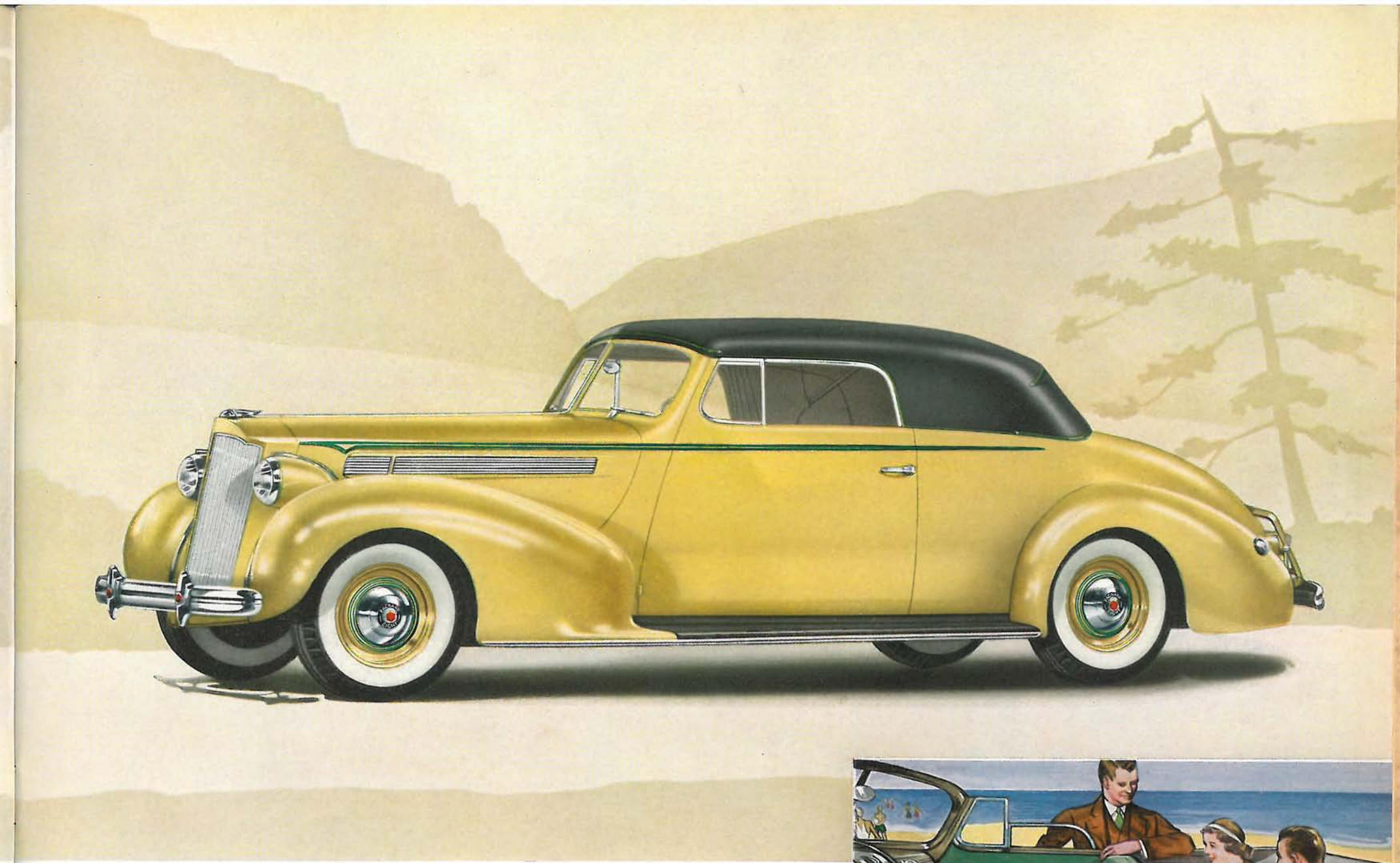
This is the most popular body type in the entire Packard line. Its ample passenger capacity and commodious trunk built into the rear give it a utility value enjoyed by the greatest number of people. Truly, the great family car for motoring's greatest family—the Packard clientele!

PACKARD EIGHT *The 2-Door Touring Sedan*

Here is a body style whose many unusual advantages are going to make it vie with the leader in public favor. The family with younger children will appreciate the easy security of the rear compartment. It has no door that curious little fingers can inadvertently unlock.

PACKARD EIGHT *The Business Coupe*

For the professional man who needs but the passenger space of a single seat, or the business man who wants double locked luggage space in abundance, this is the car. Besides all the interior carrying room indicated, there is the usual capacity in the locked rear compartment.



PACKARD EIGHT *The Convertible Coupe*

Youth, especially, is going to go for the streamlined grace and space of this brand-new Packard development. With top up or folded into complete disappearance, two extra passengers may be carried on the separate folding opera-type occasional seats built into the rear deck.

PACKARD EIGHT *The Club Coupe*

Again it is hard to predict the lead that the most popular body type will establish when it is hard pressed by such an intriguing design as this. There are many—quite likely those of smaller family—who will say: "Why, this is the most practical style we have yet seen!"

BRIEF SPECIFICATIONS OF THE PACKARD EIGHT

Motor—L-head type, eight cylinders in line. Cylinder block and crankcase cast integral from nickel iron alloy. High compression, high turbulence aluminum cylinder head. Autothermic aluminum alloy pistons with high compression and damper type oil rings. Bore and stroke 3¼" x 4¼". Piston displacement 282.04 cu. in. Compression ratio 6.5 to 1. Actual brake horsepower 120 at 3800 r.p.m. 100 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight 95 lbs. Neutro-poised, three-point rubber engine mountings.

Motor Lubrication—Full pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Oil filter standard equipment. Crankcase ventilator removes injurious gases and moisture from crankcase, reduces oil dilution.

Fuel System—Mechanical pump with built-in gasoline filter. Electric gasoline gauge on instrument panel. Protected copper tubing fuel lines. Possibility of "vapor lock" minimized. 20-gallon gasoline tank at rear of frame.

Carburetion—Improved, duplex, downdraft carburetor—automatic choke—condensation drain—oil bath air cleaner and silencer—automatic manifold heat control and automatic fast idle. Fuel compensator permits adjustment for various grades of fuel.

Cooling System—Automatic, thermostatically controlled radiator shutters, a fine car feature exclusive to Packard in the lower price field. Cellular radiator core independently mounted in a cushioned metal harness. 18-inch fan. New under-fender cooling tunnels. Ball bearing centrifugal water pump. Long water jackets with cylinders completely surrounded by water. Valve cooling tube carries water direct from pump to each valve and cylinder. Heat indicator on instrument panel. Radiator capacity 4 gallons.

Clutch—Semi-centrifugal, air-cooled clutch. Single dry plate type, 10" diameter. Spring cushion drive. Friction damper.

Transmission — Quiet, synchronized, carburized, helically-cut gears throughout—tough, long wearing, quiet in all speeds. Seven ball and roller bearings instead of conventional three or five.

Frame—I-Beam, tapered X-member with box section side rails front and rear.

Suspension — Complete Safe-T-fleX effect in front and rear.

Front—Packard Safe-T-fleX independent front wheel suspension cushioned in pads of live rubber. Integral, hydraulic double-acting shock absorbers.

Rear—Semi-elliptical, leaf springs—54" x 2". Rubber cushions and special oil impregnated metal discs between the leaves. Rubber cored bracket at front of rear spring and rubber cored shackle at rear of spring. Double-acting shock absorbers mounted on axle. Control arm of one points toward front of car and the other to the rear. Roll control bar helps prevent sway in rounding curves, etc. New lateral stabilizer keeps car steady at all speeds.

Electrical System—Large capacity, air-cooled generator with voltage control. Improved distributor with vacuum spark advance and fuel compensator. Modern vari-beamed head lighting with tell-tale red signal.

Drive—Hotchkiss. Through roller-bearing universal joints and three-inch propeller shaft to hypoid rear axle. No tunnels in front or rear of body.

Chassis Bearings—Chassis "jeweled" with 48 ball and roller bearings for long life.

Chassis Lubrication—Only 16 points on whole chassis that require lubrication and these only twice a year.

Wheels and Tires—Disc wheels with large ten-inch chromium hub caps and slots for individual tire chains—drop center rims. Tires are 7.00 x 16 low pressure, four-ply cord.

Wheelbase—127 inches.

Bodies—All-steel, safety-plus body with one-piece steel top and steel floor. Special comprehensive insulation makes Packard quietest steel body built today. Eleven combinations of insulating material used. Safety glass in windshield and all doors and windows. Defroster vents in windshield moulding. Handsome upholstery material in two choices. Arm rests front and rear and sparkling new hardware with ivory-colored handles. Extra large luggage compartment exclusive of spare tire compartment. Large luggage space under rear deck of coupes and accommodations for two passengers or extra luggage inside coupes.

Instruments and Controls—Handsome, crowned instrument panel in antique tan with die-cast chromium trim. Speedometer, oil gauge, ammeter, gasoline gauge and engine temperature gauge grouped under glass and edge lighted. Degree of illumination controlled by rheostat switch. Provision for mounting of radio dials and knock-out panel in the back of front seat for auxiliary speaker. Unusually large glove compartment with key at the right of panel.

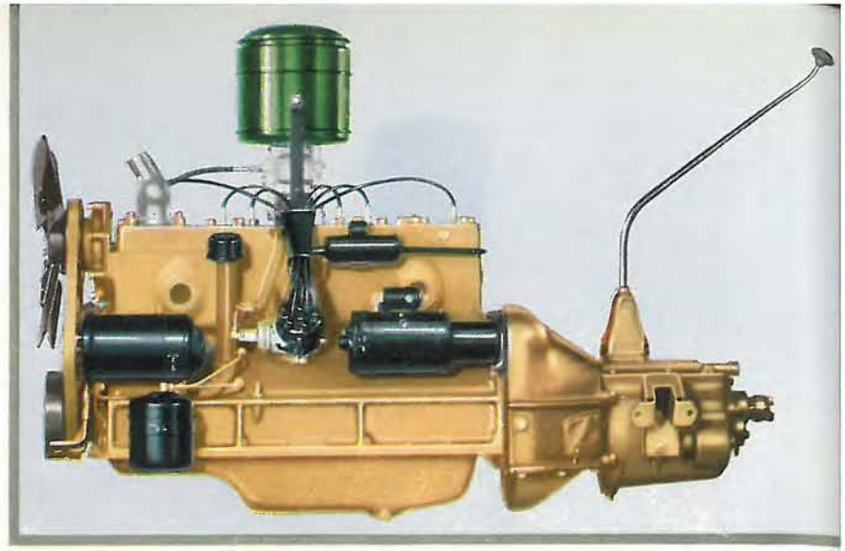
Standard Equipment—Jack pads—One spare wheel—Jack and tool equipment—Body ventilation—Two interior sun visors—Two automatic windshield cleaners—Rear view mirror—Spring adjusted robe rail—Foot rest in rear compartment—Combination tail light, stop light and reflector button—Dome and front compartment light—Horn—Cam-operated screened cowl ventilator—Toggle grips.

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

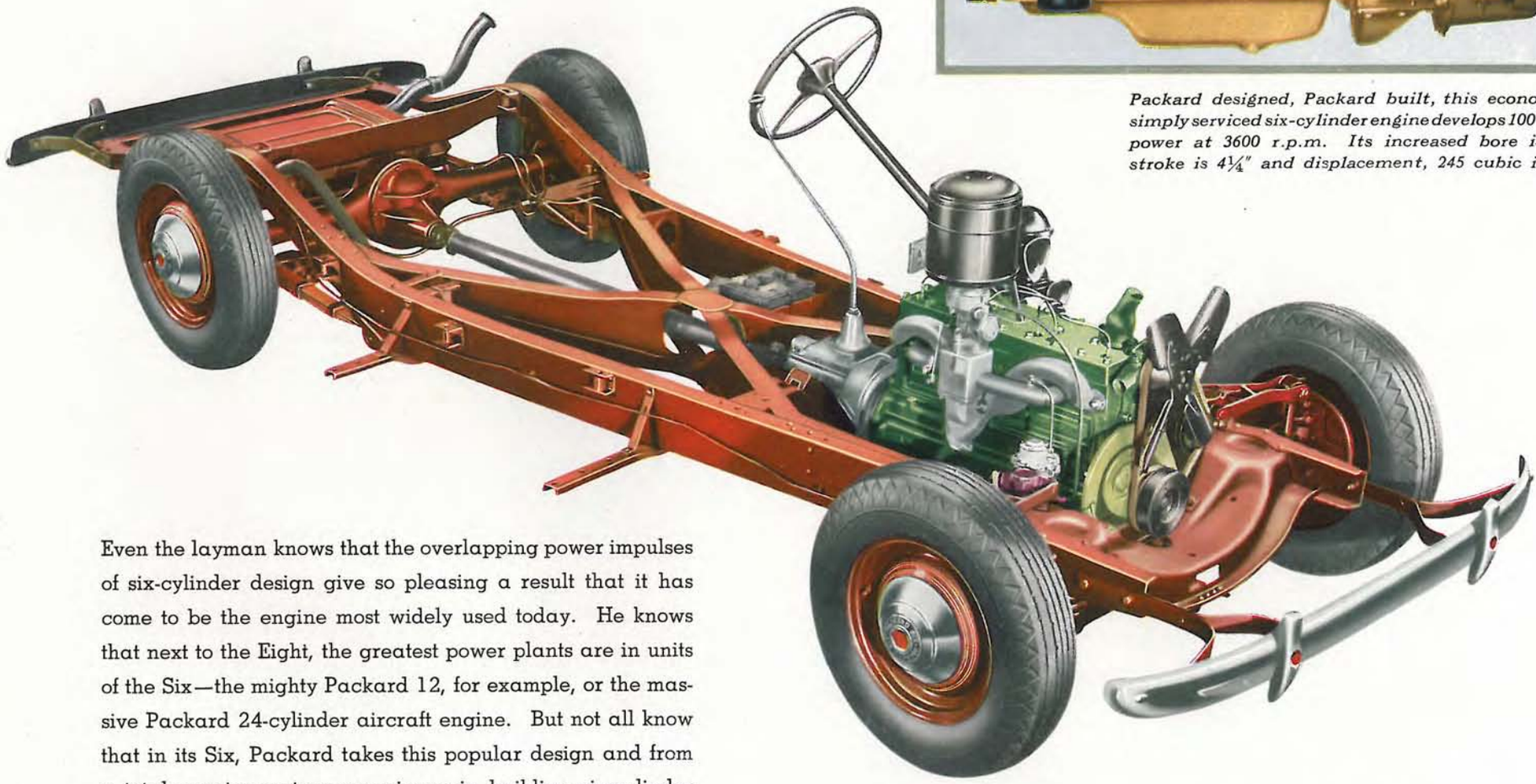
PACKARD QUALITY

A DIFFERENT SIX – A PACKARD SIX

There is a bigness and luxury to this car which one instinctively expects from Packard. This Six lives up to the name it bears in these respects and in many others, including the important one of economy. Despite its roomier size and weight, tests show gasoline and oil economy unusual even when compared with the smaller cars.



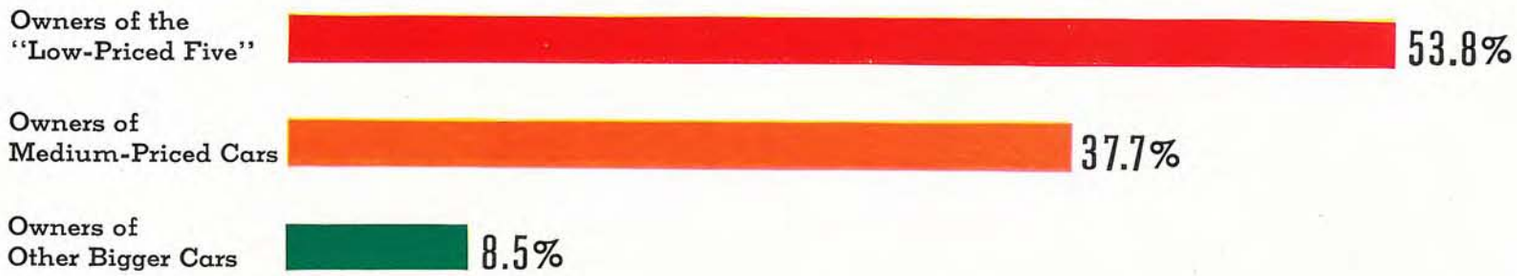
Packard designed, Packard built, this economical, simply serviced six-cylinder engine develops 100 horsepower at 3600 r.p.m. Its increased bore is 3½", stroke is 4¼" and displacement, 245 cubic inches.



Even the layman knows that the overlapping power impulses of six-cylinder design give so pleasing a result that it has come to be the engine most widely used today. He knows that next to the Eight, the greatest power plants are in units of the Six—the mighty Packard 12, for example, or the massive Packard 24-cylinder aircraft engine. But not all know that in its Six, Packard takes this popular design and from a total quarter-century experience in building six-cylinder engines and multiples of the six-cylinder principle, creates a Six whose impressive power, size and majesty set it absolutely apart in the field of six-cylinder cars.

A seven inch longer wheelbase—now 122 inches—mounts five handsome body styles. Mechanically and artistically, chassis and body combine so many exclusive quality features that leadership in the Six field is at once established.

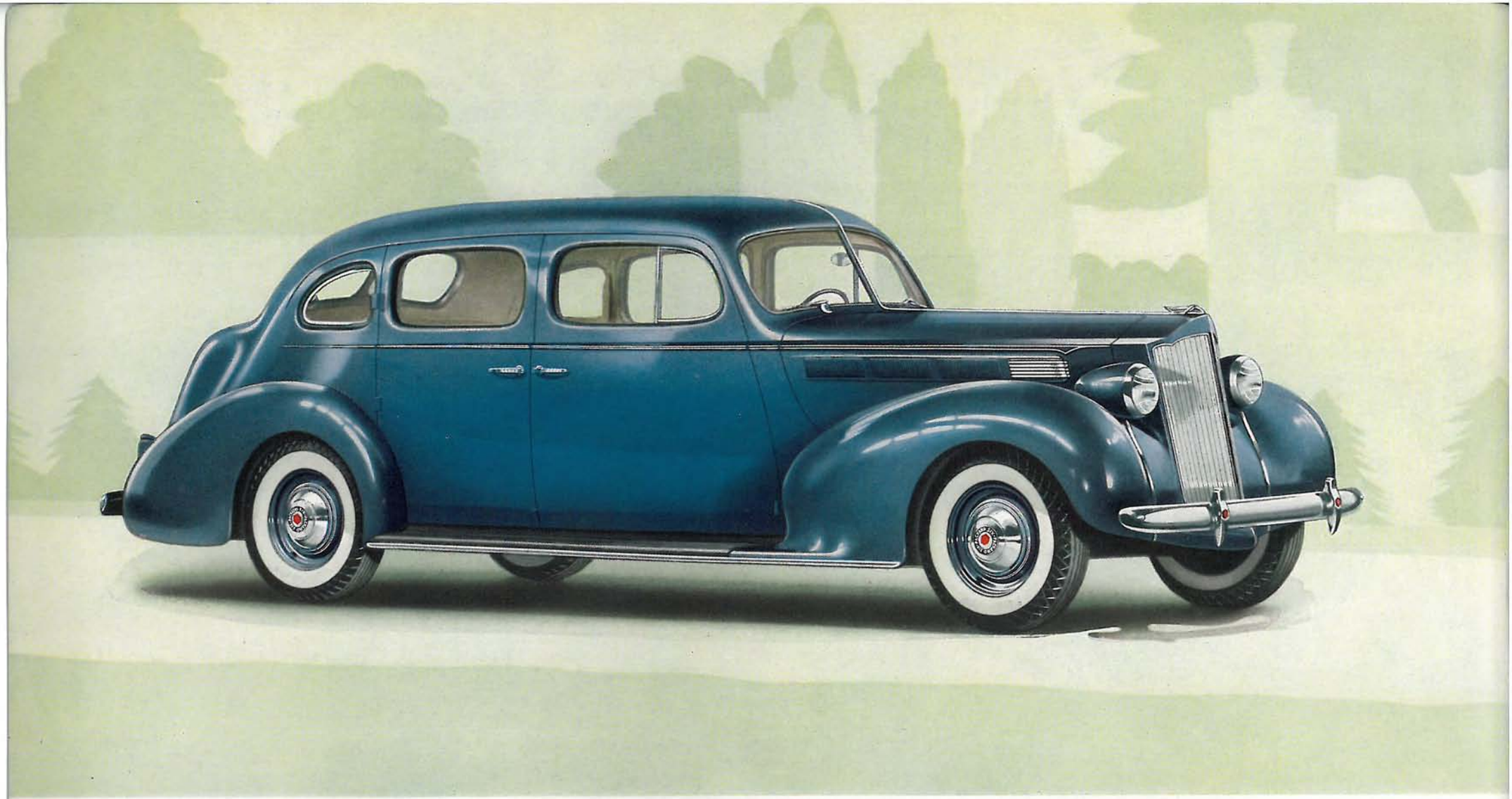
PICTURE OF THOSE WHO BUY THE PACKARD SIX



Among the 65,401 Packard Six owners in its very first year, analysis of cars traded in reveals that more than half the Packard Six buyers previously drove cars in the "low-priced five" classification. Such broadspread acceptance again confirms the fact that anyone affording any motor car can much better afford a Packard. For 1938, this is truer than ever as you read further about the big new Packard Six.

PICTURE OF WHY THEY BUY IT

Here is the new with the old and each has Packard identity, greatest of the many fine-car features found in the new 1938 Packard Six. With the introduction of this second car in its series came the opportunity for Packard to follow the trend of the price class and outmode its predecessor by a drastic change in appearance. Instead, the clean-cut policy of Packard identity was maintained—adherence to the same familiar lines that make the first Packard Six as readily recognized as the smart new beauty of the cars appearing on the following pages.

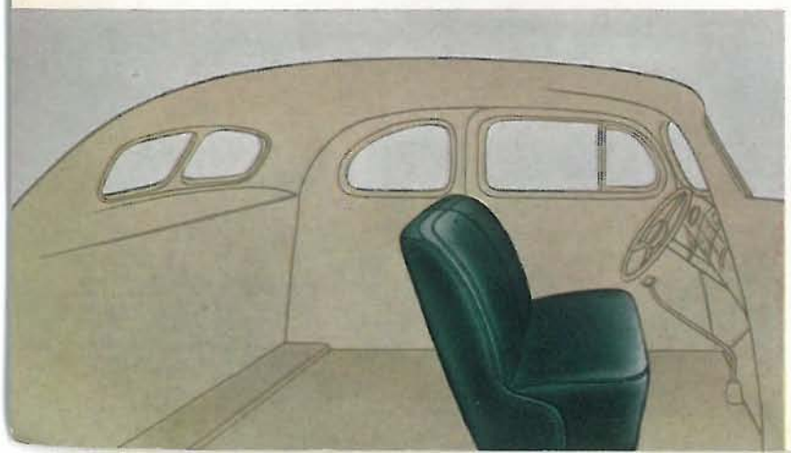


PACKARD SIX *Touring Sedan*

Room in the front, room in the rear, room in the built-in rear trunk. That is the formula which makes most buyers select this body choice as their ideal. Nor are they wrong, for nothing offers quite the same adaptable combination of interior beauty and exterior grace.

PACKARD SIX *2-Door Touring Sedan*

You enter this body through a door wider than the door into the average home. You get into or out of the rear seat without annoyance to front seat passengers. It has all the room of a sedan and the intimacy of a close-coupled design. And extra wide windows.



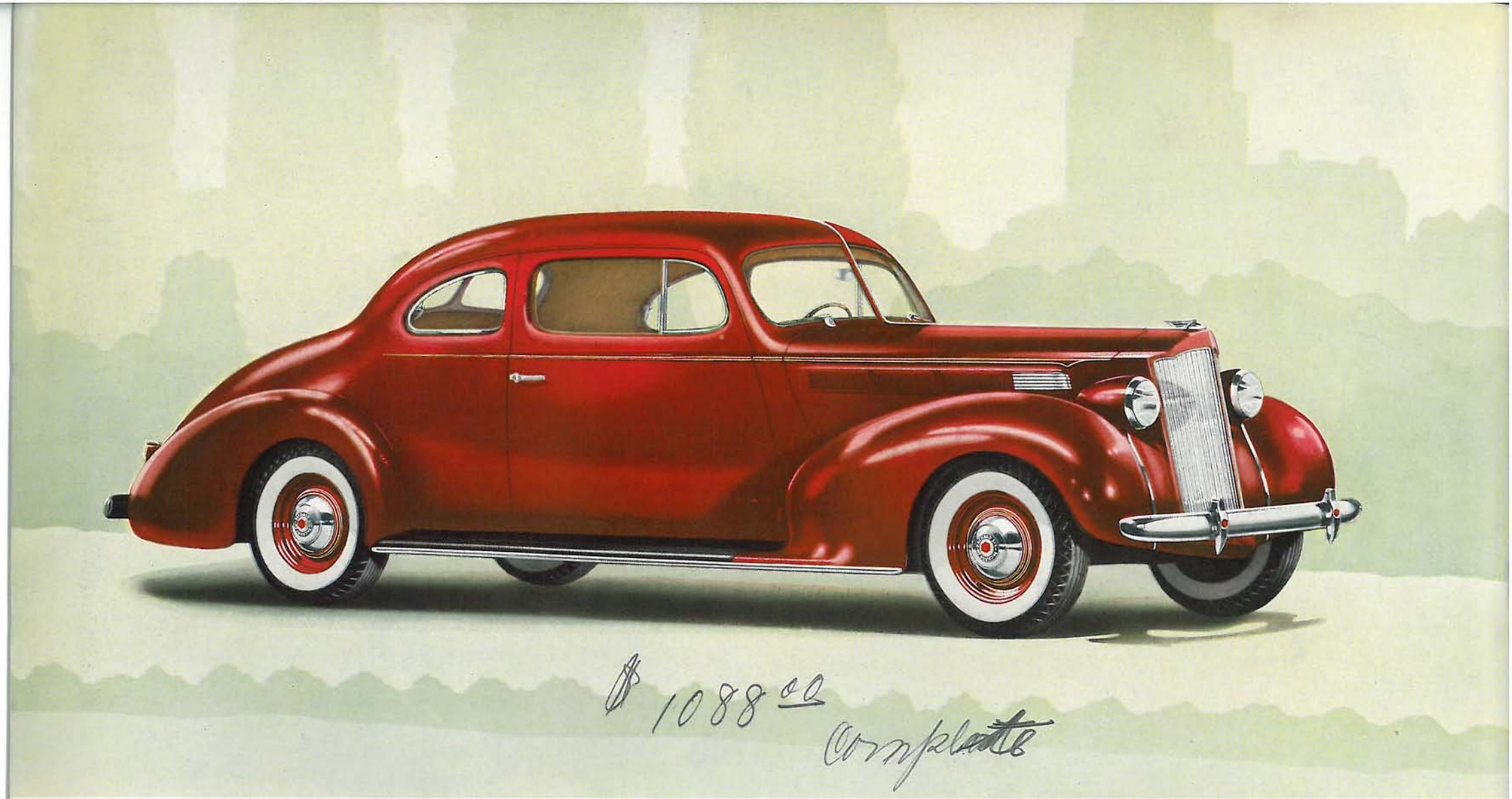
PACKARD SIX *Business Coupe*

Want a body of lesser passenger capacity and greater luggage capacity? Here is the best answer. That seat back is divided and tilts forward. It gives easy access to carrying space large enough for a good-sized trunk. Behind its division is more space, too.

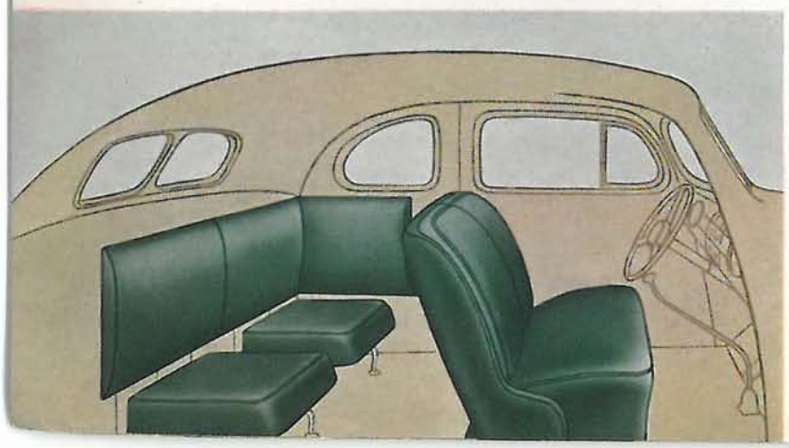
PACKARD SIX *Convertible Coupe*

Gone are the days of the dusty, weather-catching rumble! Now comes the sensible style of seating extra passengers inside the car on folding occasional seats. They pull down for riding comfort or fold up for carrying capacity when luggage is placed inside.

PACKARD QUALITY

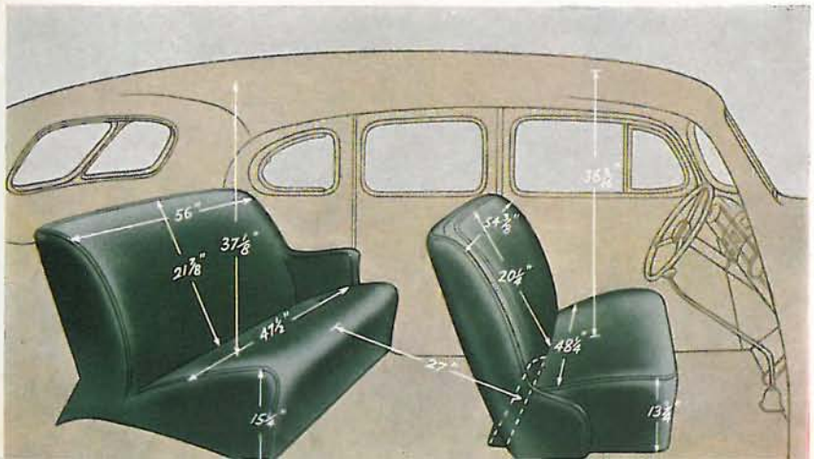


$1088.00 complete



PACKARD SIX *Club Coupe*

A "back seat" car makes some feel lost. They crave compact passenger space, and sometimes extra passengers. All right; they have everything they ask for right in this unusual body. Like all these bodies: designed, of course, and built by Packard in their own body shops.



Interior of the Touring Sedan

You expect more room in a car with seven inches more wheelbase—and you get it in abundance in the new 1938 Packards. Here are no compromising dimensions, but measurements that challenge comparison with any car. But room is not the mere all that the Packard interior holds. It has a new grace and the familiar Packard taste—artistry with restraint which marks any masterpiece. And what the eye sees, the senses feel; for comfort without stint is built into every line of interior design of which the one shown above is so typical.

BRIEF SPECIFICATIONS OF THE PACKARD SIX

Motor—L-head type, six cylinders in line. Cylinder block and crankcase cast integral from nickel iron alloy. High compression, high turbulence cylinder head. Autothermic aluminum alloy pistons with high compression and damper type oil rings. Bore and stroke 3½" x 4¼". Piston displacement 245.33 cu. in. Compression ratio 6.52 to 1. Actual brake horsepower 100 at 3600 r.p.m. 100 per cent balanced crankshaft with integral counterweights and vibration damper. Crankshaft weight 81½ lbs. Neutro-poised, three-point rubber engine mountings.

Motor Lubrication—Full pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, also to valve tappets. Metered spray to cylinder walls and timing chain. Oil filter standard equipment. Crankcase ventilator removes injurious gases and moisture from crankcase, reduces oil dilution.

Fuel System—Mechanical pump with built-in gasoline filter. Electric gasoline gauge on instrument panel. Protected copper tubing fuel lines. Possibility of "vapor lock" minimized. 17-gallon gasoline tank at rear of frame.

Carburetion—Improved, single barrel, downdraft carburetor—automatic choke—condensation drain—oil bath air cleaner and silencer—automatic manifold heat control and automatic fast idle. Fuel compensator permits adjustment for various grades of fuel.

Cooling System—Automatic, thermostatically controlled radiator shutters, a fine car feature exclusive to Packard in the lower price field. Cellular radiator core independently mounted in a cushioned metal harness. 18-inch fan. New under-fender cooling tunnels. Ball bearing centrifugal water pump. Long water jackets with cylinders completely surrounded by water. Valve cooling tube carries water direct from pump to each valve and cylinder. Heat indicator on instrument panel. Radiator capacity 3¾ gallons.

Clutch—Semi-centrifugal, air-cooled clutch. Single dry plate type, 9½" diameter. Spring cushion drive. Friction damper.

Transmission—Quiet, synchronized, carburized, helically-cut gears throughout—tough, long wearing, quiet in all speeds. Seven ball and roller bearings instead of conventional three or five.

Frame—I-Beam, tapered X-member with box section side rails front and rear.

Suspension—Complete Safe-T-fleX effect in front and rear.

Front—Packard Safe-T-fleX independent front wheel suspension cushioned in pads of live rubber. Integral, hydraulic double-acting shock absorbers.

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Chassis Bearings—Chassis "jeweled" with 48 ball and roller bearings for long life.

Chassis Lubrication—Only 15 points on whole chassis that require lubrication and these only twice a year.

Wheels and Tires—Disc wheels with large ten-inch chromium hub caps and slots for individual tire chains—drop center rims. Tires are 6.50 x 16 low pressure, four-ply cord.

Wheelbase—122 inches.

Bodies—All-steel, safety-plus body with one-piece steel top and steel floor. Special comprehensive insulation makes Packard quietest steel body built today. Eleven combinations of insulating material used. Safety glass in windshield and all doors and windows. Defroster vents in windshield moulding. Handsome upholstery material in two choices. Arm rests front and rear and sparkling new hardware with ivory-colored handles. Extra large luggage compartment exclusive of spare tire compartment. Large luggage space under rear deck of coupes and accommodations for two passengers or extra luggage inside coupes.

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

LONG MECHANICAL LIFE MADE EVEN LONGER

ALREADY you have seen ample evidence of the life of enduring identity built into the Packard Eight and Packard Six by their readily recognized Packard appearance. You have read that these are the only cars at their respective prices to offer you two lives: a life of enduring identity to match their long mechanical life. Now come pages devoted to showing you how, for 1938, this famed mechanical life is made even longer.

On the basis that the example most easily proves the point, just consider but a single instance in each main division of motor car design. In the engine, a new camshaft hardened by the costlier induction process used in all Packard Senior cars, has even better wearing qualities. In the chassis, a new frame whose X-member arms continue forward and backward into box section side rails, increases torsional stiffness with direct reduction of car racking. In motor operation, a new purifying type of oil filter assures longer life to bearings by a film of cleaner lubricant. In chassis operation, the new cradling of passengers between the axles distributes weight more advantageously so that bounce frequency has been reduced and the resultant slower spring reactions mean less jouncing wear to the car.

But Packard has no need to depend upon one or two well-advertised features to establish its mechanical excellence. Rather, the car as a whole—engine, chassis, body—is so well engineered as a composite that it requires examination of each major unit to reveal features whose fineness could cause less stable a designer to ballyhoo them indiscriminately.

It is this conservative love of fine things mechanical that has enshrined Packard on a pedestal apart from others in the industry. For long years Packard has been synonymous with quality craftsmanship in design and manufacture. Nor is there any deviation from this quality standard in the mechanics of the Packard Eight and Packard Six. Quite to the contrary, these cars are the direct beneficiaries of the bigger Packard 12 and Packard Super 8.

Unlike other makers who start with their lesser car and build mechanically from the bottom up, Packard makes its mighty 12 the spearhead of its engineering program. It designs, tests and builds to these massive needs—then, where possible and practical, endows the car below with features of strength and stamina to do more than their assigned task.

Many of these appear on the following pages. They can be shown in detail. They can be explained fully. But they never can be truly appreciated until you let them speak for themselves in actual car operation, whatever the demonstration YOU choose!

In ✓ *Engine*

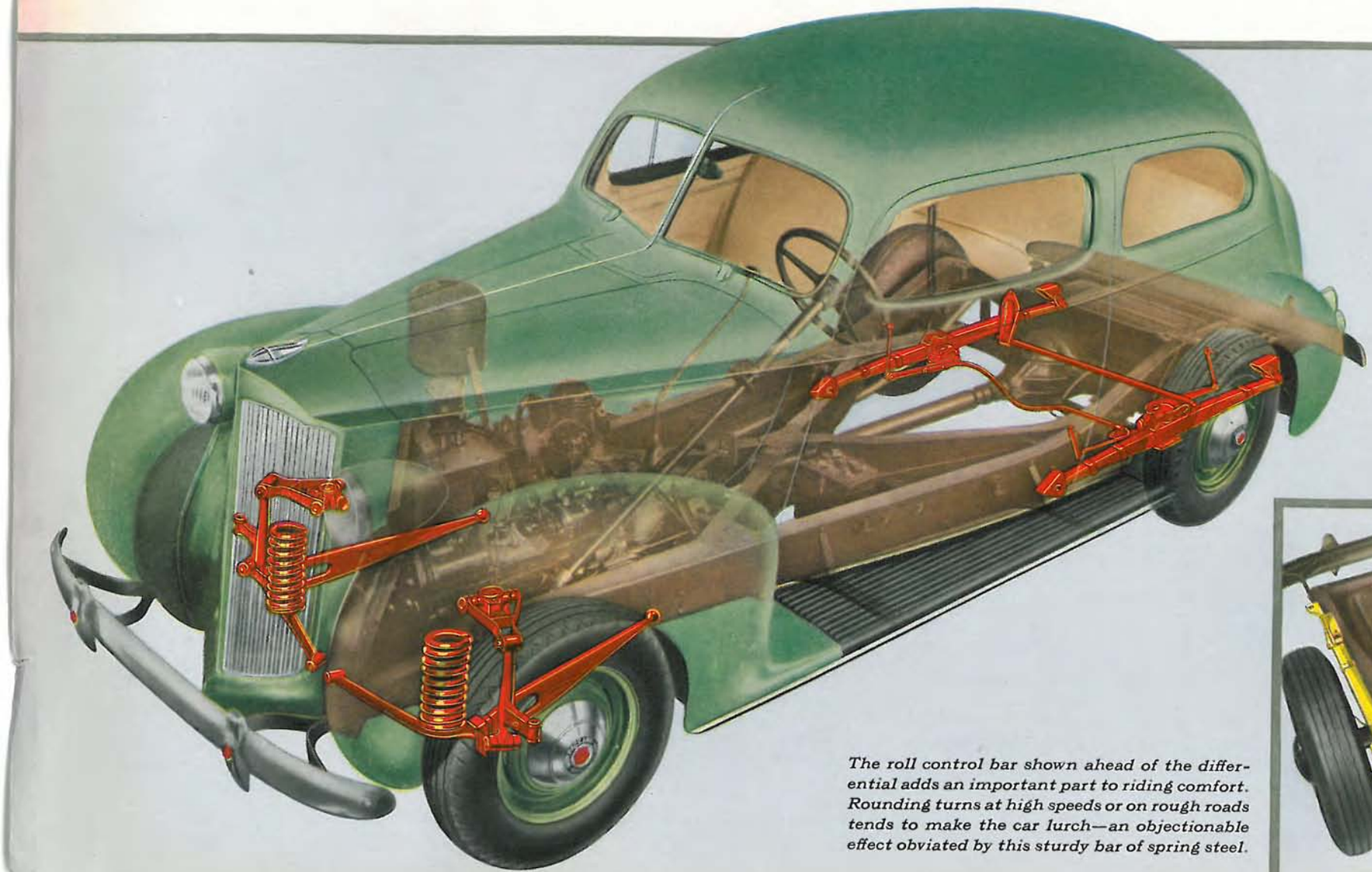
In ✓ *Chassis*

In ✓ *Operation*

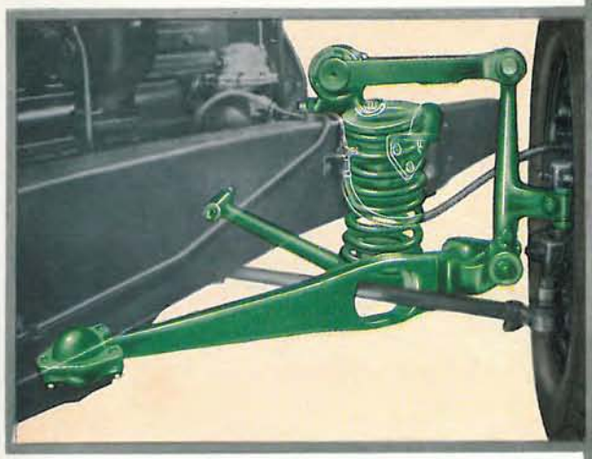
PACKARD QUALITY

COMPLETE SAFE-T-FLEX NOW GIVES THE GENTLEST RIDE ON THE ROAD

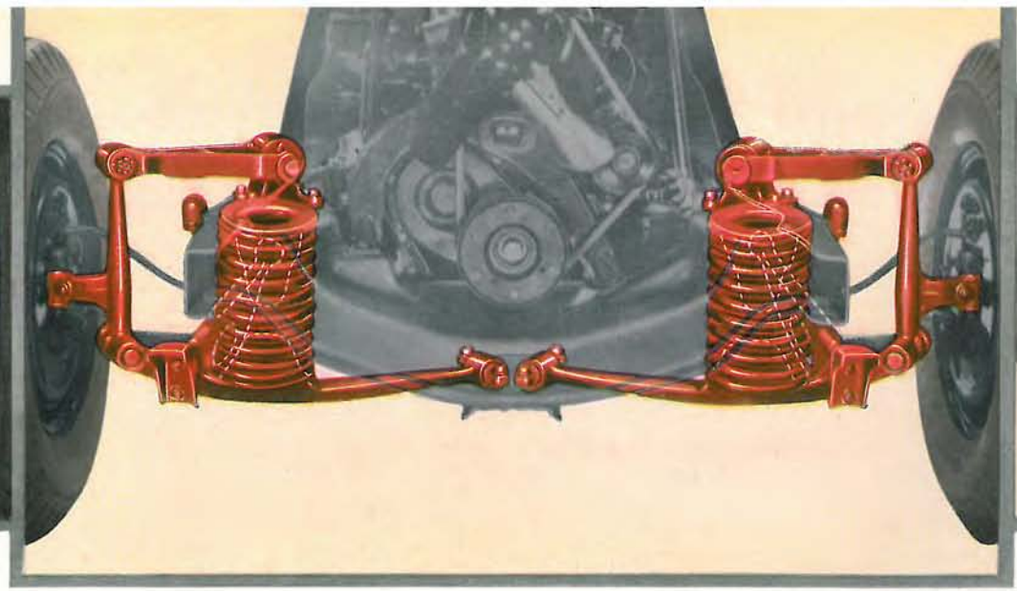
To the exclusive Safe-T-fleX front wheel suspension whose marvelous advantages have made the Packard ride outstanding for several years, Packard ingenuity now adds the same effect from the rear wheels. This is achieved by a Packard combination of three factors: rubber pads of lifetime resiliency strategically inserted between the leaves of the rear springs, a big-car type of transverse stabilizer, and offset mounting of shock absorbers with arms opposed. That is the simple technical description, but nothing except an actual ride can describe the astounding new buoyancy that now revolutionizes former concepts of rear seat comfort.



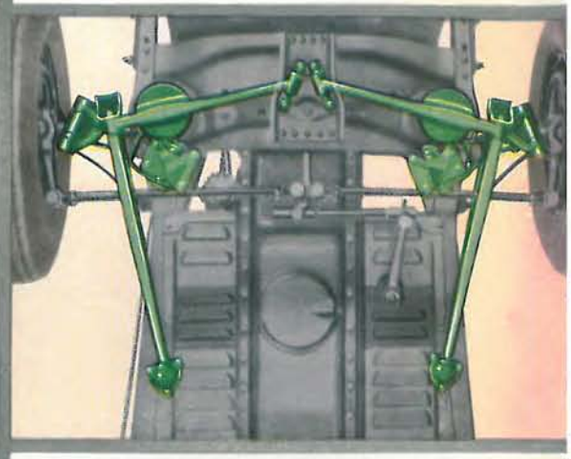
The roll control bar shown ahead of the differential adds an important part to riding comfort. Rounding turns at high speeds or on rough roads tends to make the car lurch—an objectionable effect obviated by this sturdy bar of spring steel.



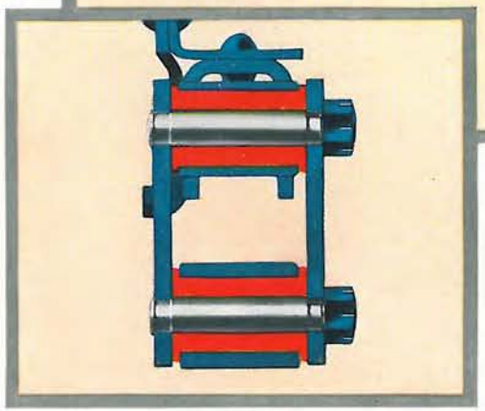
Exclusive to Packard Safe-T-fleX is this sturdy torque arm construction which holds front wheels in rigid alignment. This mighty steel arm imbedded in a thick spherical bearing of live rubber easily takes severest road shocks "on the chin."



Though Packard Safe-T-fleX front wheel suspension uses coil springs and gives independent front wheel action, it is totally unlike other designs of independently acting front wheels and includes advantages found in no other system. Its name suggests them.



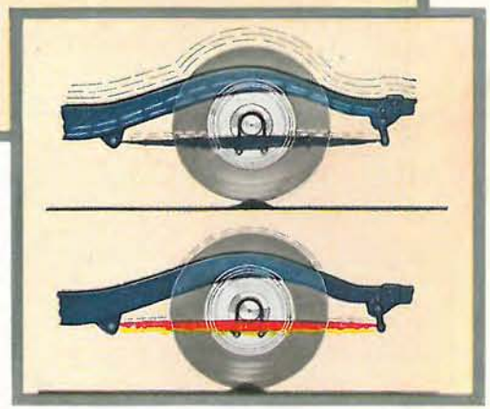
Simplicity of design and strength of construction mark Packard Safe-T-fleX. Compared to the multiple lubrication points of other designs, it has but two bearings requiring attention only at each 10,000 miles.



The Packard secret of gentle ride starts with a rear spring whose leaf ends are formed into cups. At strategic points these cups contain pads of live rubber whose life improves with flexing. The firm separation they provide allows spring movement with soft smoothness.

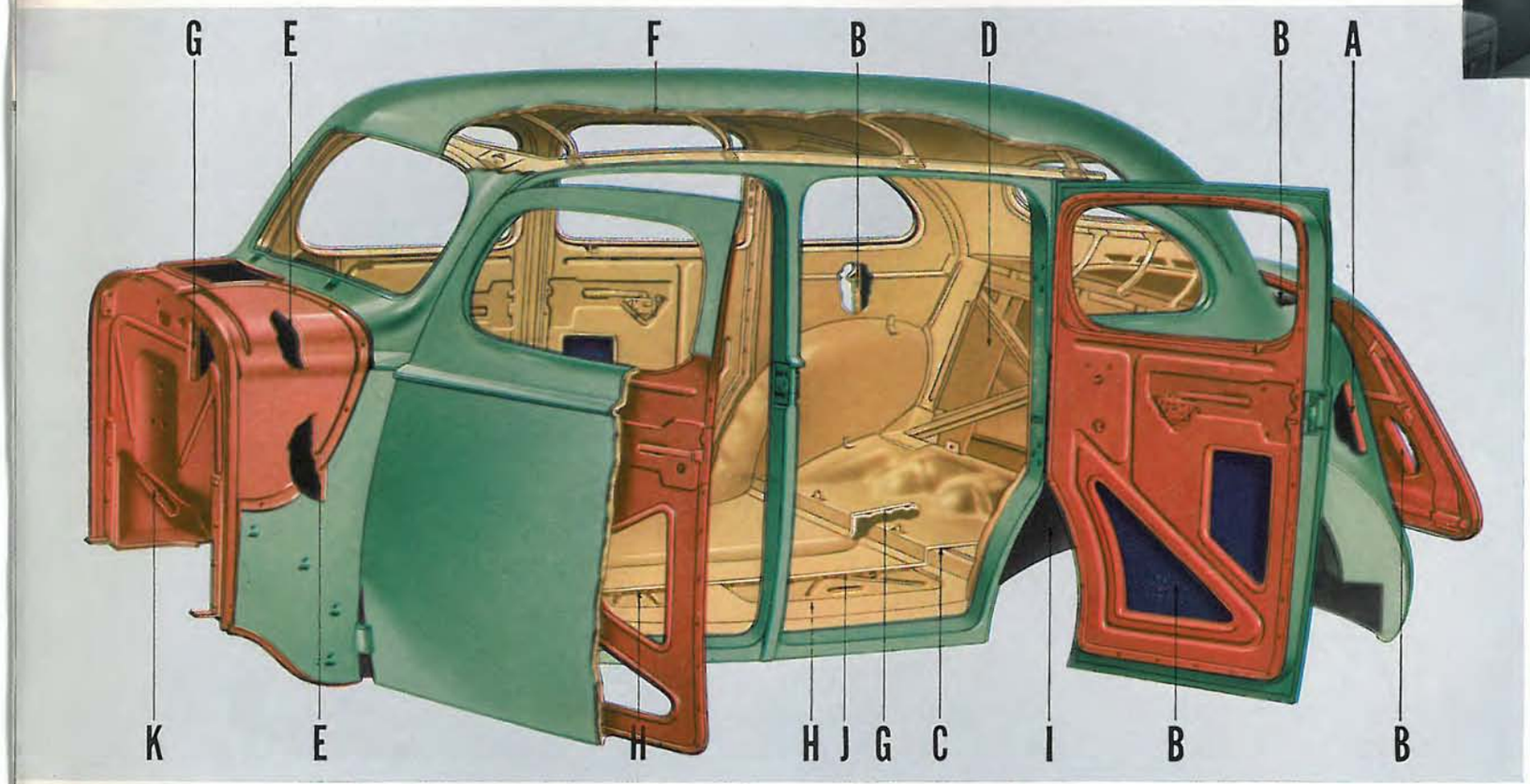
So marvelous an advance in rear springing could be left incomplete—or given further advances, as has Packard in its rubber insulating of spring brackets and spring shackles.

This simple graph charts the jolting action of wheel, frame and spring under the conventional type of rear spring design. Below, how the new Packard rear spring operates.



AN ALL-STEEL BODY THAT'S QUIET!

First to build a body for an enclosed car, Packard body experience covers 30 years of building—not buying—its own bodies. Now it climaxes this experience by giving the new Packard Eight and Packard Six an all-steel body with all-steel top—a body that is *quiet!* Sound scientists in a great university worked with Packard in deadening noise. From their research came 11 combinations of 10 insulating materials strategically used throughout the body to blot out sound, heat and cold. The result is a *new* body quiet, as this decibel machine or sound device shows.



1. ASPHALT COMPOSITION SPRAY. 2. BODY PANEL. 3. ASPHALT COMPOSITION BOARD. 4. WOOD COMPOSITION BOARD. 5. ASPHALT COMPOSITION BOARD. 6. JUTE. 7. RUBBER.

1. ASPHALT COMPOSITION SPRAY. 2. METAL PANEL. 3. ASPHALT COMPOSITION BOARD. 4. JUTE. 5. CARPET

1. ASPHALT COMPOSITION SPRAY. 2. METAL PANEL. 3. ASPHALT COMPOSITION BOARD. 4. JUTE. 5. RUBBER.

1. ASPHALT COMPOSITION SPRAY. 2. METAL PANEL. 3. ASPHALT COMPOSITION BOARD. 4. JUTE. 5. RUBBER.

1. BODY METAL. 2. JUTE. 3. INSULATION FIBRE.

1. BODY METAL. 2. 26-PLY COMPOSITION CRINKLED FIBRE.

1. BODY METAL
2. JUTE.

1. BODY METAL.
2. ASPHALT COMPOSITION SPRAY.

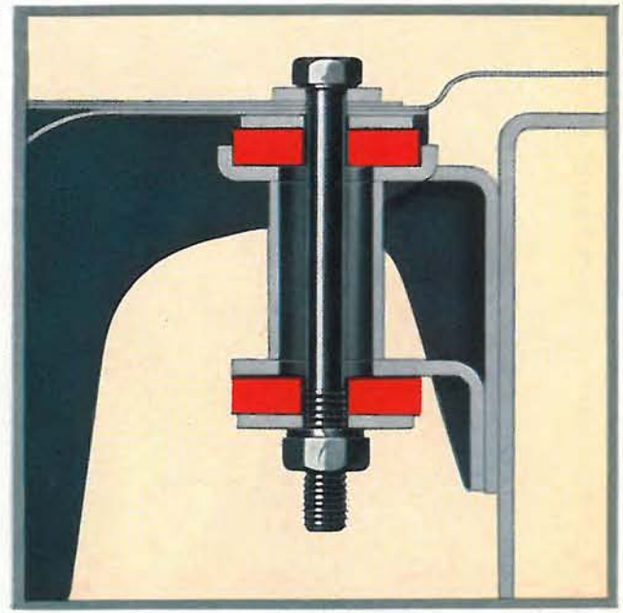
1. ASPHALT COMPOSITION BOARD. 2. BODY METAL.
3. ASPHALT COMPOSITION SPRAY.

1. BODY METAL. 2. ASPHALT COMPOSITION BOARD.
3. PRINTED JUTE.

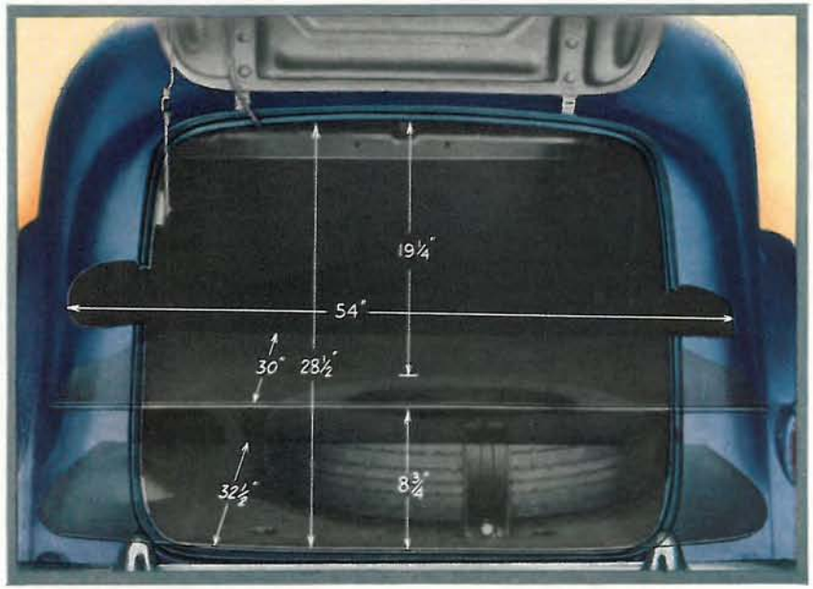
1. BODY METAL.
2. JUTE.

One solid sheet of moulded steel—smooth and gleaming, without a seam from end to end—forms the Packard top. Not only are the resulting curves and contours more beautiful, but this new construction possesses rugged strength. It binds the whole body structure into one rigid unit of steel and even more top strength is added by the reinforcing beneath it—bows of steel on steel.

With the new all-steel body so thoroughly insulated against sound and with the new chassis so completely floated in silent rubber, the joining of the two must be equally soundproof. This Packard engineers have done by producing a new rubber insulated type of body mounting.



The rear quarter has a new grace of sweeping beauty further enhanced by a divided V-type rear window of ample width and height whose safety glass panes are slanted against glare of following cars at night. The trunk is designed as an integral part of the modern rear contouring and its utility matches its beauty.



To an already roomy trunk Packard has added nearly 60 per cent greater capacity; 14¾ cubic feet of luggage space exclusive of the spare tire. More, too, in the Packard Eight when side mounted wheel equipment is specified as extra to carry the spares forward. Yet trunk space is secured at no deprivation of interior comfort.

ROOM IN COMFORT FOR SIX PASSENGERS

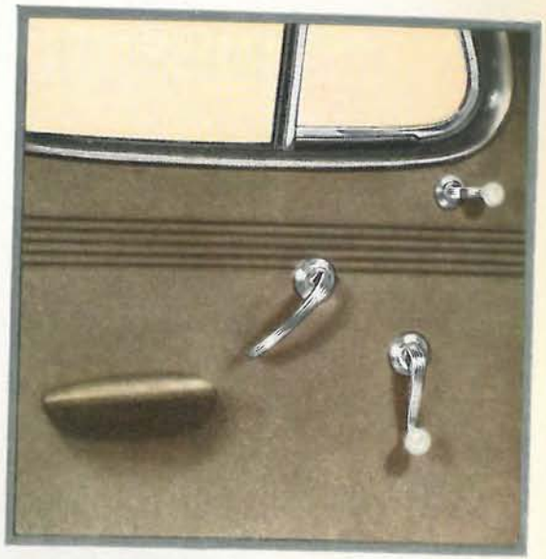
The big new windshield smartly split by a free-vision divider—increases ease in watching overhead traffic lights.

Instead of the tiny pie-shaped wedge of the usual design, the Packard rear quarter window is larger. No cross bar breaks the vision and the whole window swings for better ventilation.

You have but to open the door of either the 1938 Packard Eight or Packard Six to be instantly aware of the comfort, taste, refinement—and roominess! Lay a tape line across seat cushions or between floor and roof, and actual measurement confirms your impression. There is more room than ever. Sedan types are now real six-passenger models. The front seat is actually wider than the wide rear seat, typical of all the other new generous dimensions.

Both rear and front seat passengers know the luxury of room in which to stretch. Even with the front seat adjusted back to the last of its nine positions, ample leg-room is provided passengers in the rear. The new and more comfortably recessed foot-rest adds materially to roominess of the rear compartment.

A choice of upholstery between wool broadcloth or Bedford cord and this developed in keeping with the car, features the interior of the Packard Eight or Packard Six. New lounge arm-rests with pull-out ash receivers add luxury.



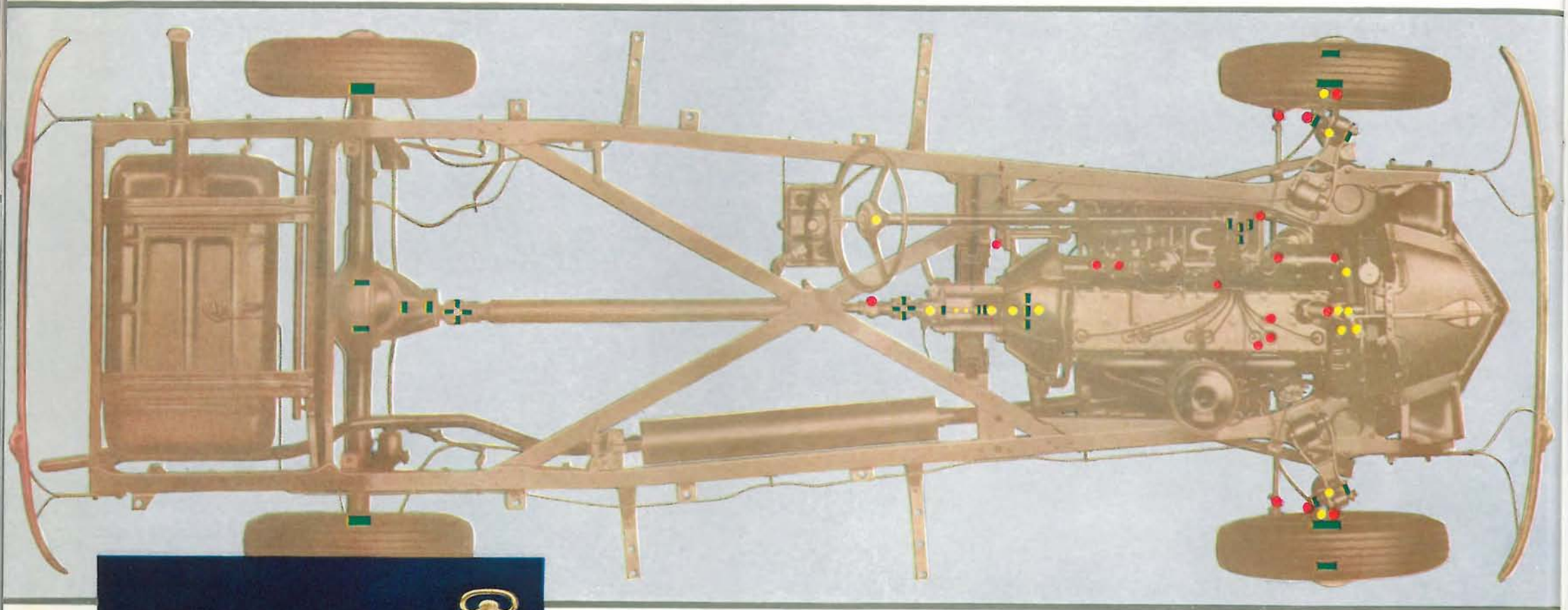
Though there is plenty of sparkle and style to interior decoration, above all there is that feeling of good taste, of well-bred restraint instinctively associated with Packard design. Even in the fittings, artistry is well blended.

Next to the road ahead, what the driver's eye most often sees is the instrument panel. Packard makes this not only useful but beautiful as well. Instruments are conveniently grouped to best suit the driver's ease, and dash controls are kept close at hand. A rheostat switch gives just the desired degree of edge-lighted instrument illumination. A locked compartment at the right has more room than before.

Characteristic of the Packard combining of utility with beauty is the drip moulding sweeping the length of the car. It supplements the ventilator top guard in carrying away water and adds a body line.

A combination system of door locks now satisfies various demands of safety and convenience. Rear doors may be locked by pushing a plunger. Front doors are remote control and the driver cannot lock himself out.

ONLY A MULTI-JEWELED CHASSIS INSURES LONG LIFE AND LOW UPKEEP

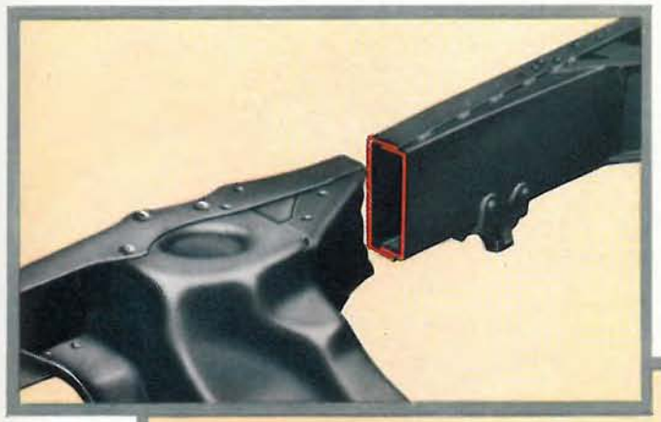


the 16 ball bearings *the 32 roller bearings* *the 16 lubrication points (two 10,000 mile)*

Though watches may look alike on their faces, open their backs and study their jewels to judge their true quality

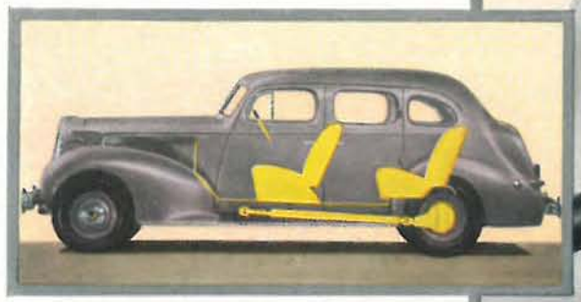
As jewels are to a watch, so are bearings to a motor car. It is one thing to design this car with performance and comfort—quite another to merge these qualities with long life and low upkeep. But Packard sensed the obligation long ago and met it in the very layout of the Packard Eight and Packard Six. Each chassis is "jeweled" with 48 ball and roller bearings to lengthen life and lessen the need for service attention. And in its multiple "jewels" Packard easily outpoints other low-priced cars in this quality construction.

Base of the Packard chassis is the famous double trussed frame. Built like the steel superstructure of a modern bridge, the arms of its X-member bracing fabricated from deep tapered I-beam steel, intersect in straight lines at the point where road shocks are centralized. This advanced design distributes strain more evenly and prevents body weave.

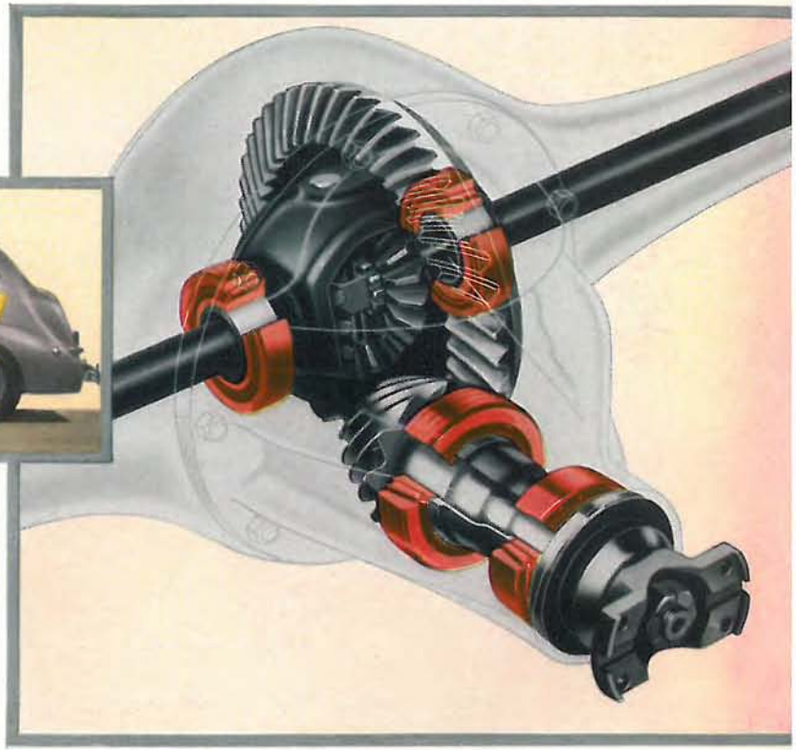


Box-section construction provides a much stronger frame at the points of greatest stress.

In addition to box sections at the front of the frame, this reinforcing type of construction is now carried backward over the rear kick-up where its welding and riveting add strength.



In designing the new Packard Eight and Packard Six, Packard engineers have achieved a more advantageous distribution of weight than ever before. All passengers now sit cradled between the axles.



Just as Packard engineers pioneered the spiral bevel gears, so did they perfect and introduce the hypoid gearing in the rear axle. Although a decade old with Packard, other cars are now featuring the advantages of the design.

A FLOOD OF OIL BATHES MOVING PARTS

Let metal-to-metal contact occur without a tough film of lubricant between moving surfaces and costly wear results. No inanimate mechanism can replace wear from within itself, and the lack of adequate lubrication spells short-lived parts and expensive replacements. Long mechanical life is a claim only partially due to the quality construction Packard uses. Its full justification is completed by the costlier Packard design—a design that protects the fine precision fit of bearings throughout the engine by a flood of filtered clean oil supplied under constant pressure to every vital point in the motor.

Long life protection to engine parts is well illustrated by this interesting diagram which charts the complete oil flow in the following colors:

drilled passage through crankshaft from main to connecting rod bearings.

drilled passage from connecting rod bearing to piston.

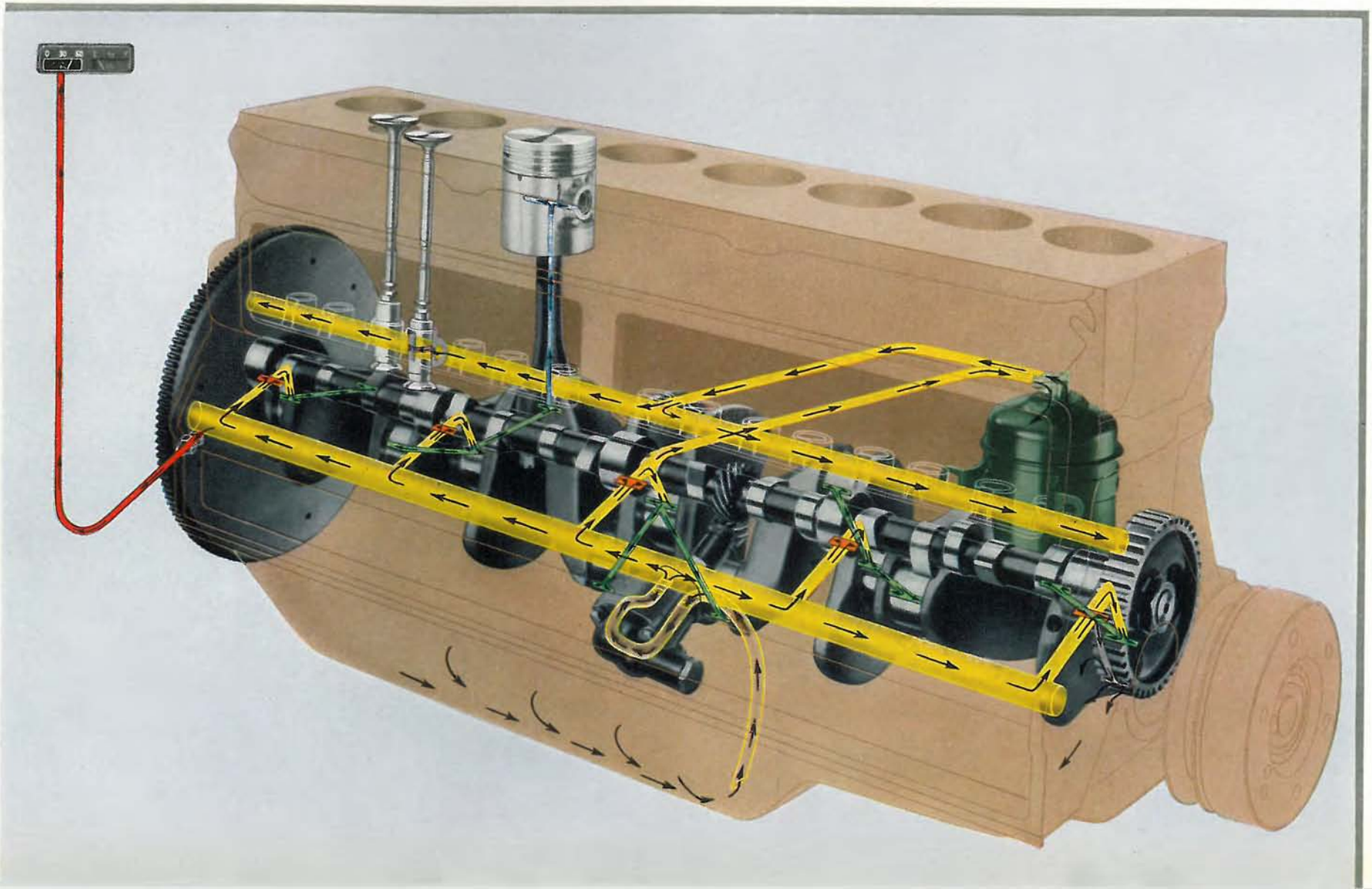
filter tubes and main passages drilled in cylinder block.

drilled hole in tappet bushing to tappet.

intersection of drilled passages in cylinder block at camshaft bearings.

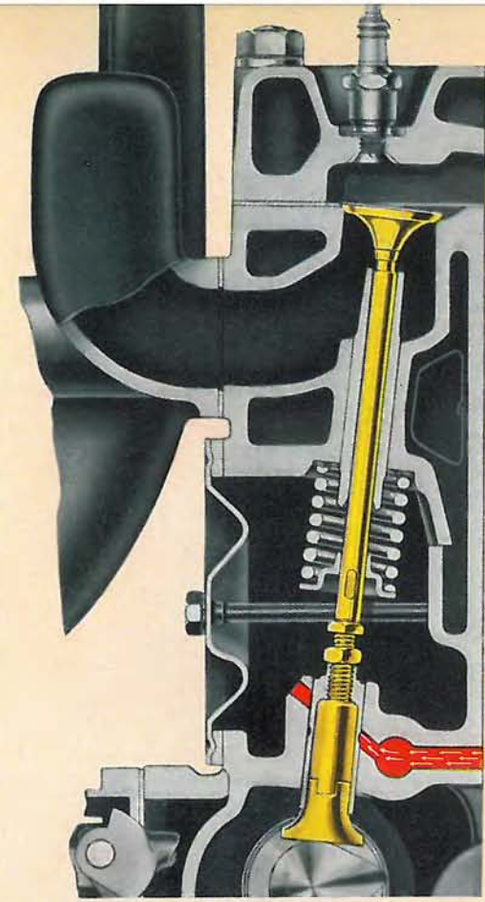
tube to oil pressure gauge on instrument panel.

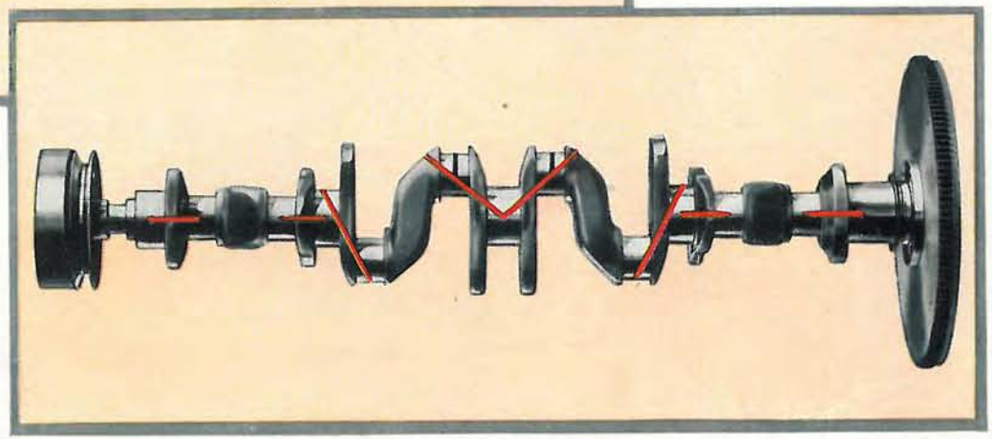
passage from camshaft front bearings to timing chain and return to crankcase.



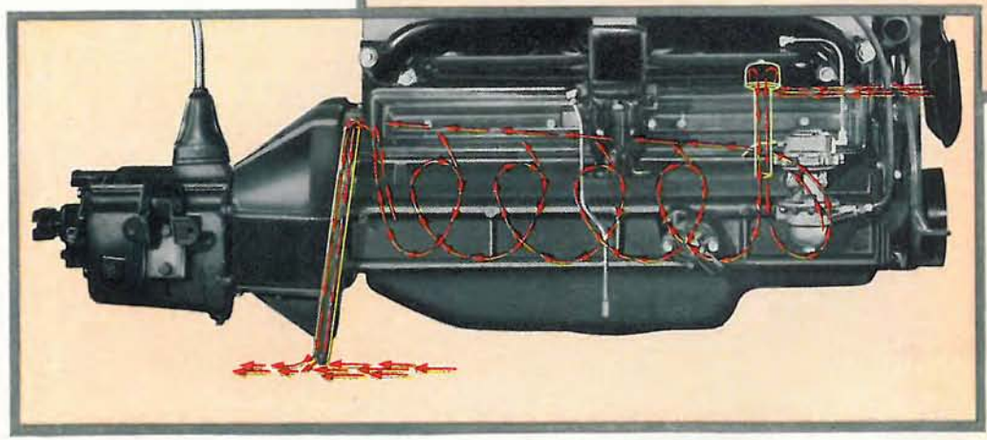
Connecting rods are rifle drilled from crank pin to piston pin to flood the piston pin bearings with oil under full pressure. This costlier design assures more positive lubrication at these important points than the splash system still found in many engines. The lower connecting rod bearings are the removable precision type, consisting of a steel shell lined with babbitt. Being manufactured to such precision limits, no special fitting is required should replacement be necessary.

Being inclined at an angle to bring the head of the valve closer to the cylinder bore, Packard angle-set valves supply fuel mixture to the combustion chambers more directly and efficiently, and remove exhaust gases more rapidly. Note also the metered oil passage which conducts oil under full pump pressure direct from the two-stage oil filter to the valve tappets. This new advanced engineering design causes Packard tappets to retain their closer fit and remain quiet longer.



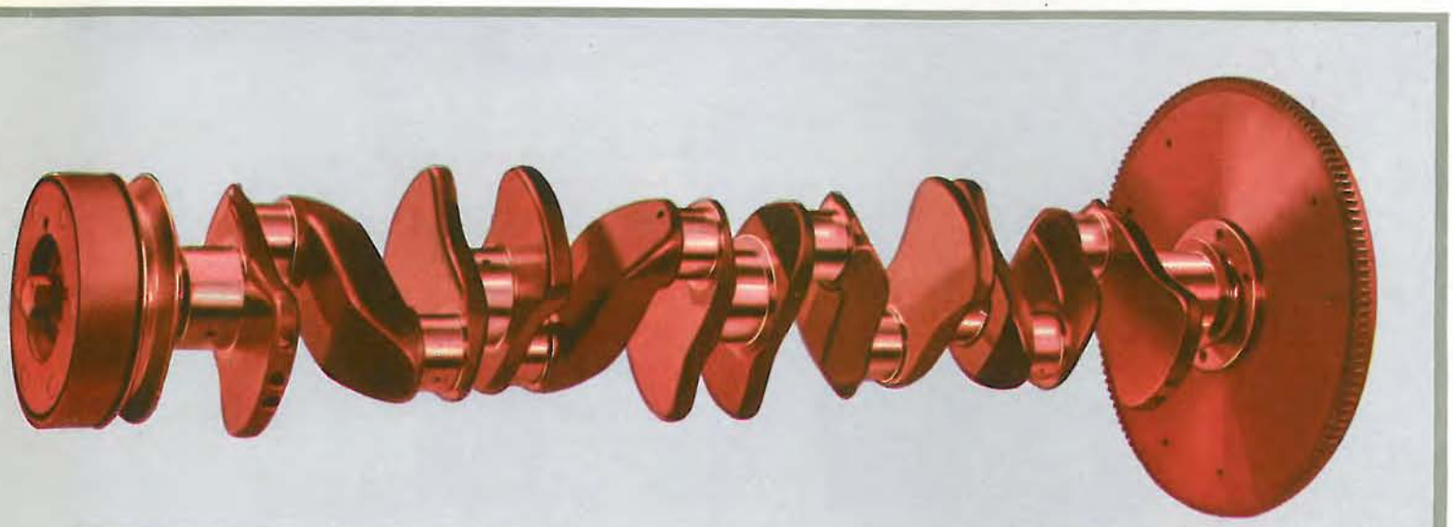


Each main crankshaft bearing gets oil under pressure through an oil manifold drilled in the crankcase. Crankshafts are also drilled from main bearings to connecting rod bearings, thus providing passage for oil under pressure to every bearing on the crankshaft.



The oil filler pipe is fitted with an air cleaner for entry of clean air, while a pipe at the rear serves as an outlet. Partial vacuum at this outlet plus the fanning action of the crankshaft, effectively remove injurious gases and moisture from the crankcase.

THESE—FOR A SMOOTH FLOW OF VELVETY POWER

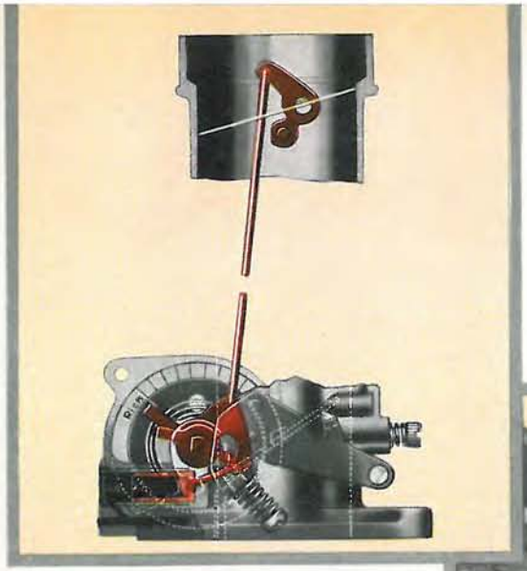


A vibration damper absorbs torsional vibration by the combined action of a spring tensioned friction member and the natural damping effect of rubber.

Now, note the large diameter of crankshaft main and connecting rod bearings, which permits an overlap of 17/64 inch. It stiffens the shaft and lessens its vibrations.

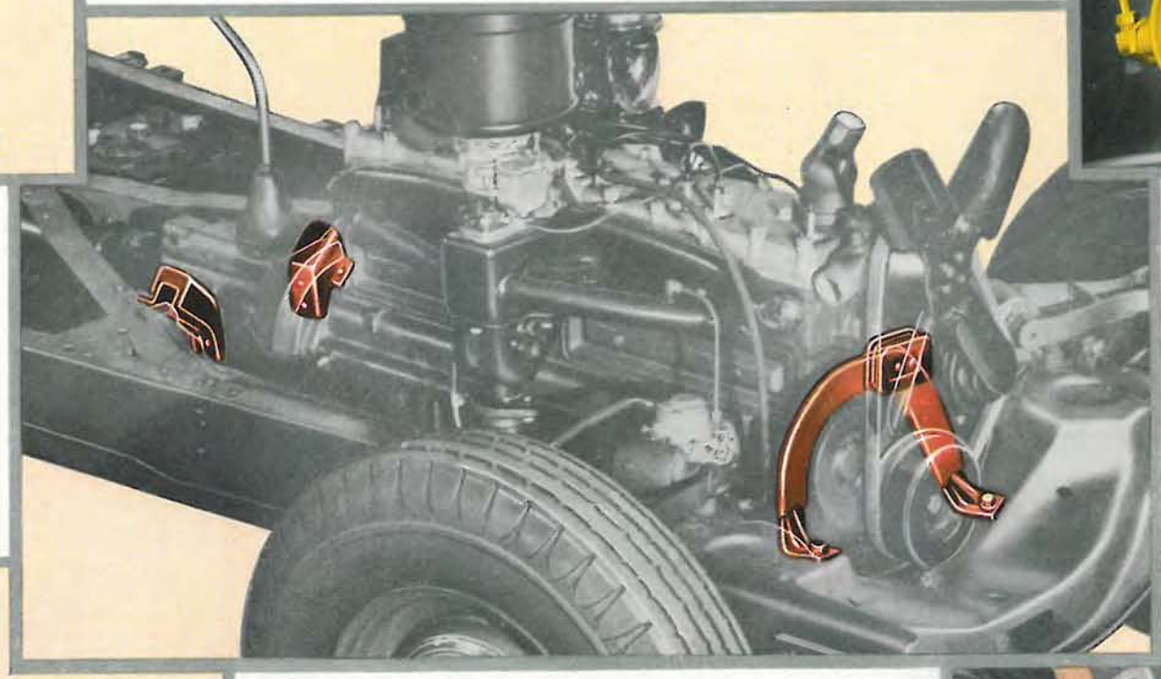
Very backbone of the motor car and very backbone of motoring enjoyment is the engine crankshaft. Directly dependent upon the designing talent and manufacturing skill expressed in crankshaft construction is the satin smoothness of engine performance and the silky flow of engine power. Small wonder, then, that Packard pays this part unusual attention. It designs its crankshafts well, with integral counterweights. It builds them of unusually heavy forgings, 95 lbs. for the Packard Eight and 81½ lbs. in the Packard Six. And it balances them 100 per cent, statically (at rest) and dynamically (in motion). Each crankshaft is unusually large in diameter—so large that main and crank pin bearings overlap. This serves to further stiffen the shaft and smooth out vibration. But even with all this, Packard engineers add a vibration damper to counteract even slight twisting.

Master Motor Builders is the title rightfully earned by Packard engineers. Back of the Packard Eight and Packard Six motors lies a wealth of engine building experience without parallel in the whole industry. Constant advancement and the incorporation of every proved modern feature assures the owner of superb performance.

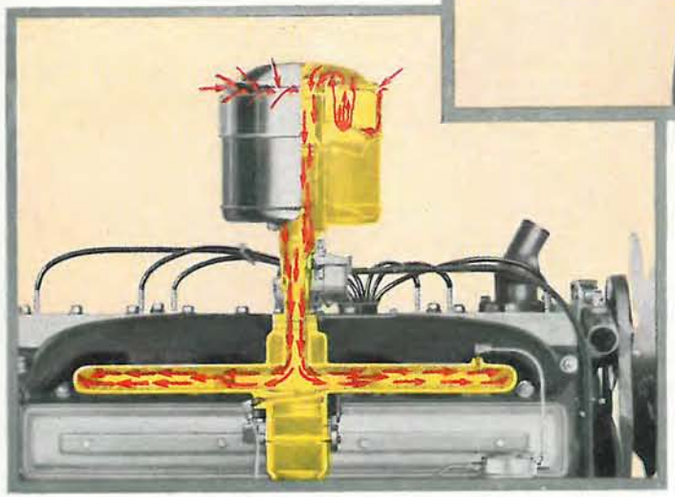


Of course, the Packard owner does not use a hand choke. Instead, this automatic choke shortens the warm-up period and saves gasoline by giving just the right mixture.

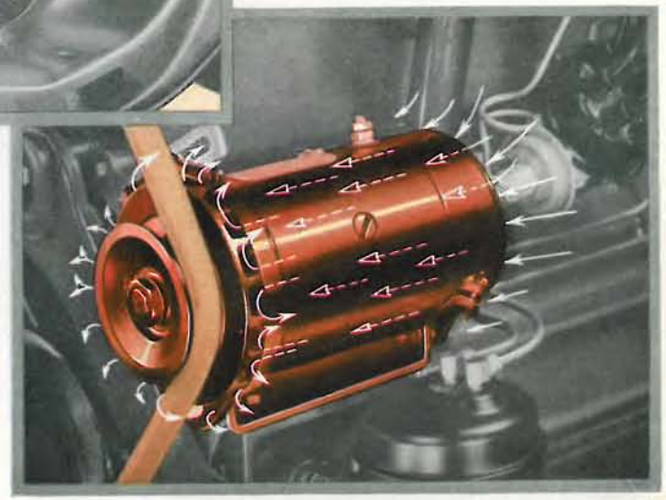
The spark is automatically controlled by engine vacuum. Under motor load, the vacuum decreases and retards the spark. Normal operation will then advance it.



Even the minor motor tremors are absorbed in huge blocks of resilient rubber before they can telegraph their impulses to the body through the frame. Packard Neutro-Poised three-point engine suspension prevents this by a single mounting at the front and two rear ones.



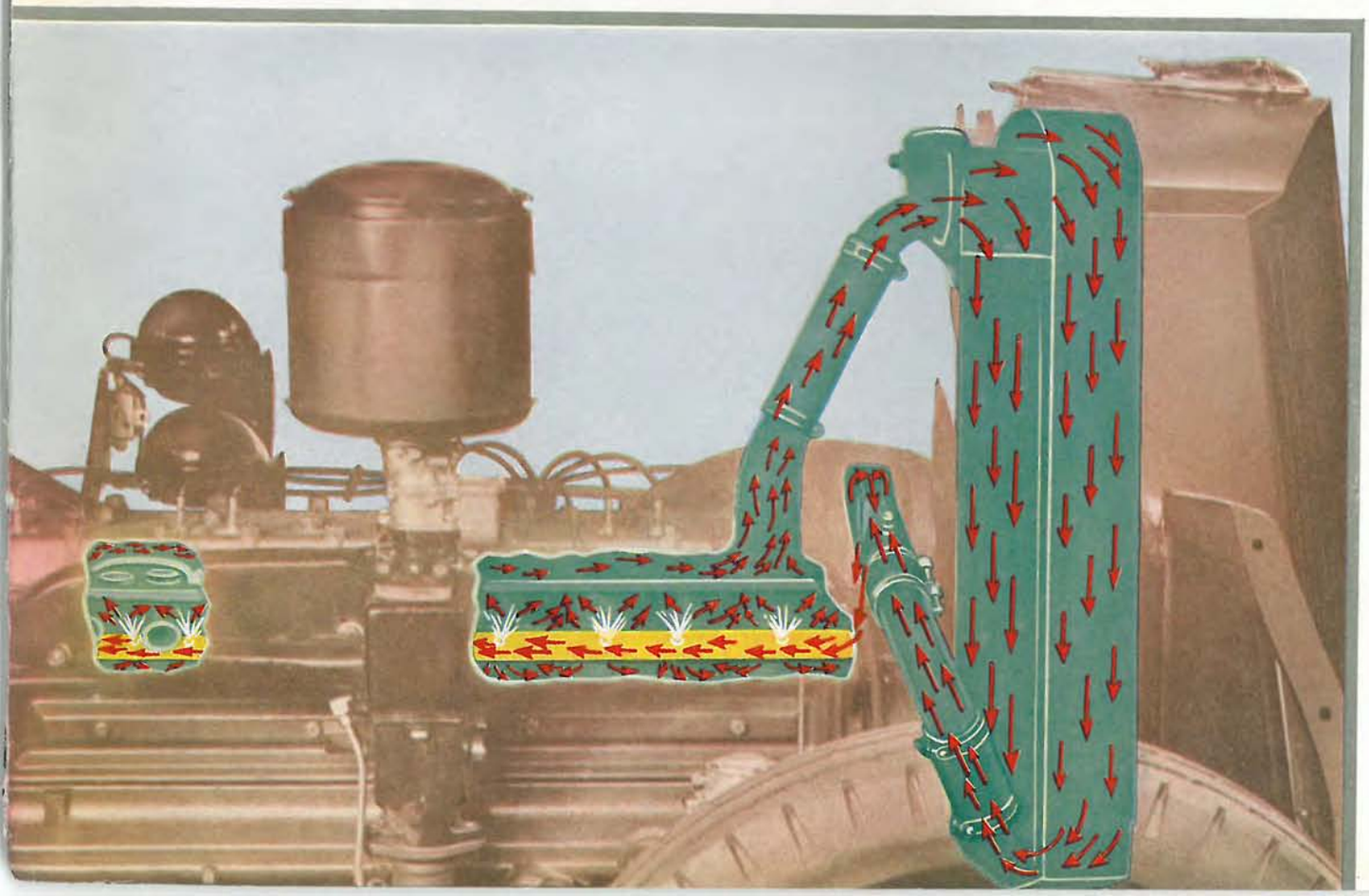
No starved cylinders exist with equal fuel distribution to each combustion chamber. All air "breathed" into the engine is cleaned by an oil-bath air cleaner.

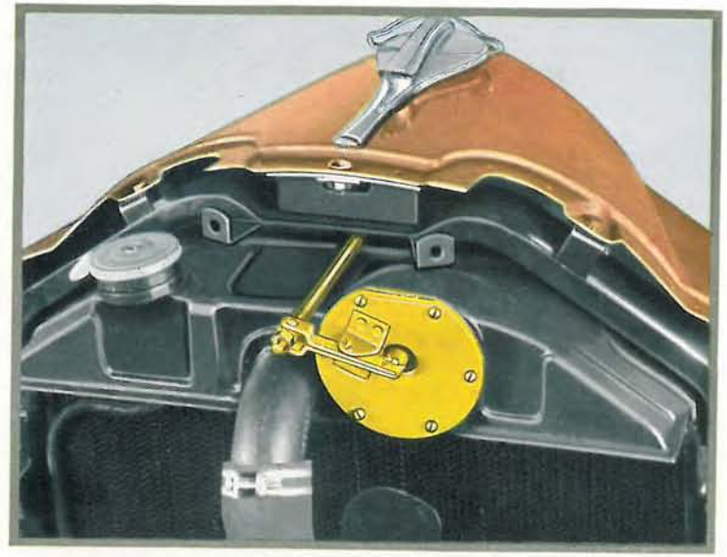


Modern driving demands ample electrical output for car operation and extra loads of radio, heater, etc. Packard meets them with a large air-cooled generator.

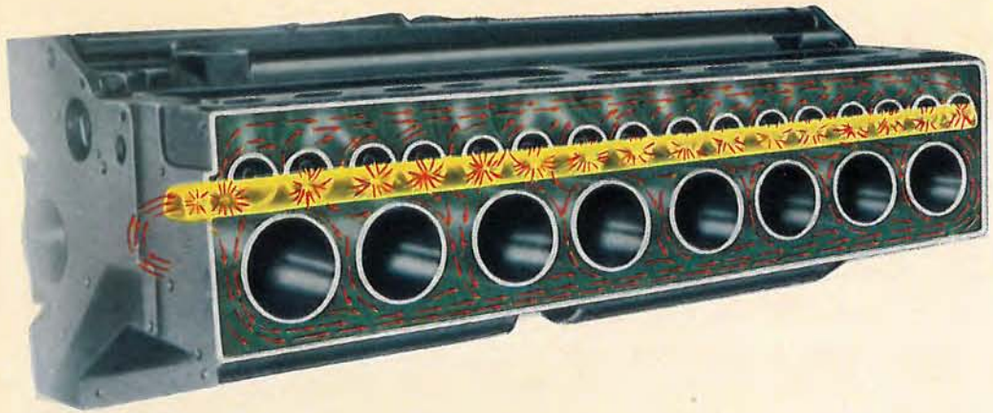
"DESERT-MOUNTAIN" COOLING IN EVERYDAY OPERATION

Everyone knows that the hot dry air of the desert and the rarefied atmosphere of the mountain cause water to boil a great deal quicker and make cooling a problem. In solving it for the new 1938 Packard cars, no better example of engineering thoroughness can be found. Not only does the solution call for costlier design features heretofore found only in bigger cars, but many other fine-car results as well. In the first place, provision is made for quick starting requirements. Next, a constant efficient operating temperature is assured in normal driving. Last, full provision is made for extremes—for severe conditions encountered only in certain isolated parts of the globe. To accomplish these triple purposes requires exclusive design notes that range from such a big-car feature as automatic thermostatically operated radiator shutters, through valve and cylinder cooling jackets, to a larger fan and unique under-fender air scoops. Quite naturally, this unusual combination gives the utmost in engine performance under all conditions and grants the motor a new efficiency.



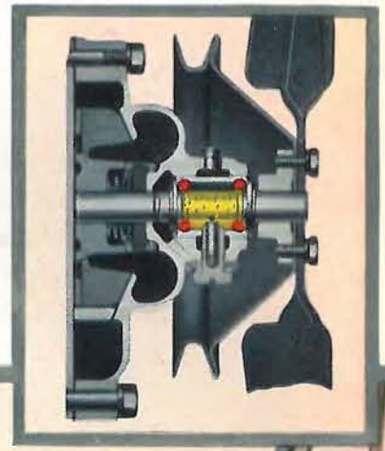


A thermostat in the radiator operates the new shutters in accordance with engine temperature. The shutters remain closed until water in the cooling system reaches its normal operating temperature. Then the thermostat opens the shutters gradually, admitting just the right amount of cooling air.



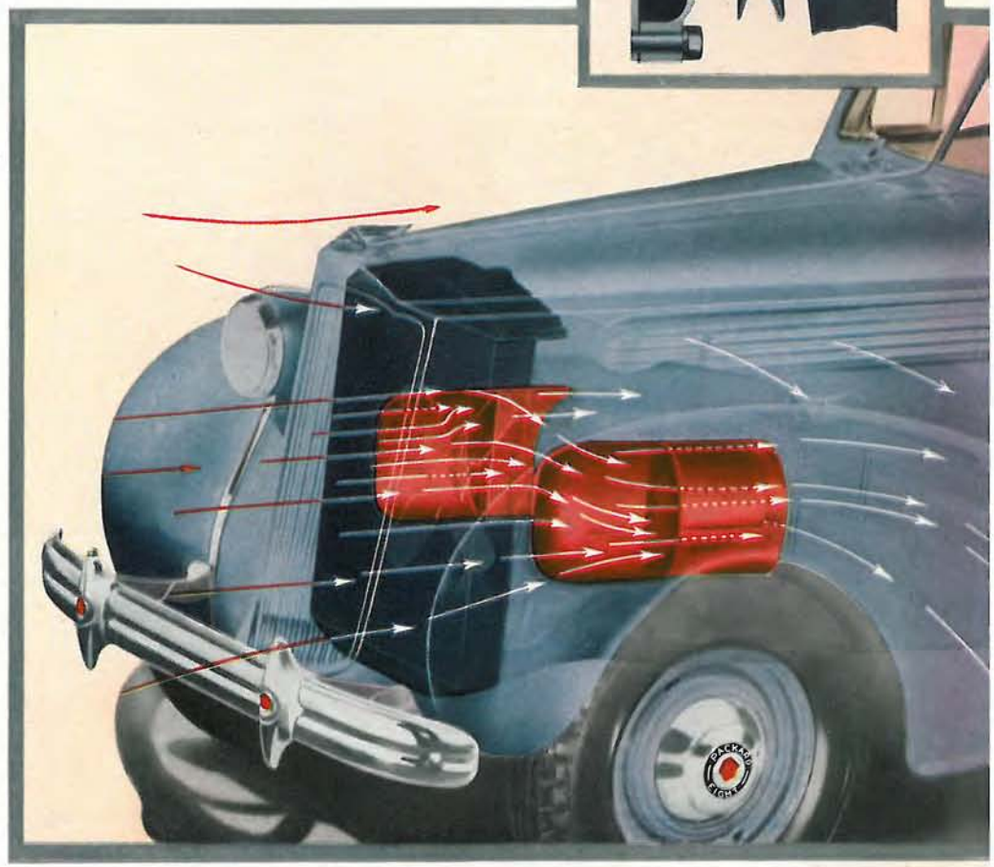
Here are two examples in the cylinder block of greatest importance to correct engine cooling. First, the block is so designed that each cylinder is completely surrounded by water. Through such even cooling, a minimum of distortion and a more constant fit of the pistons result. Second, a special cooling tube carries water direct from the pump and sprays it equally around each hot exhaust valve and cylinder. Thus, valves operate at a lower temperature. Also, cylinders are cooled uniformly.

The improved water pump now carried on a new double ball bearing courses 36 gallons per minute through the cooling system at a car speed of 40 miles an hour.



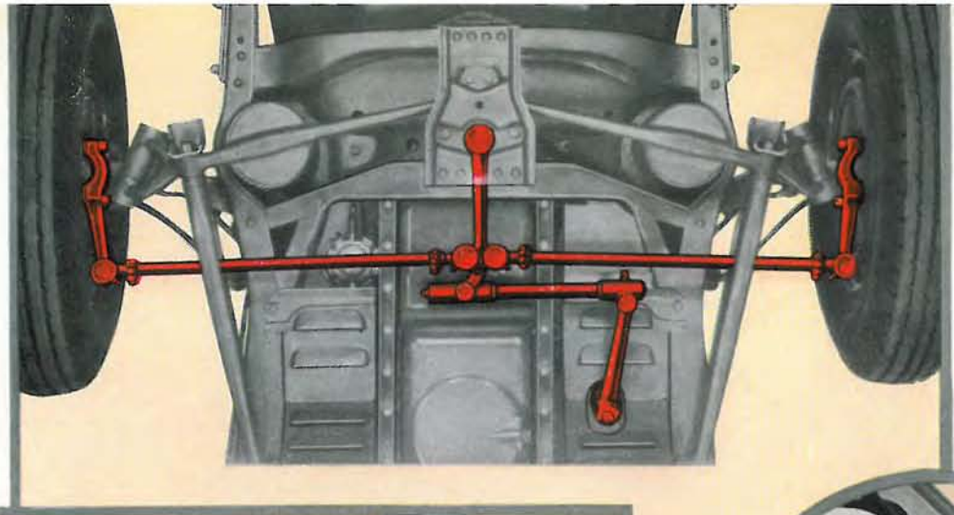
A fine-car feature never before offered in the lower-price field is the new automatic radiator shutters of these new 1938 cars. Extending from top to bottom in unbroken lines, the shutters not only add greater big-car beauty but greater utility as well. They are thermostatically operated.

The inrush of cooling air through the radiator core can be no greater than the exhaustion of heated air already under the bonnet. Ingenious splashproof cooling tunnels built in beneath the front fenders supplement the larger fan in removing heated air quickly from under the bonnet. This increases cooling efficiency, decreases interior temperature and directs hot air away from the ventilating wings in the front doors.

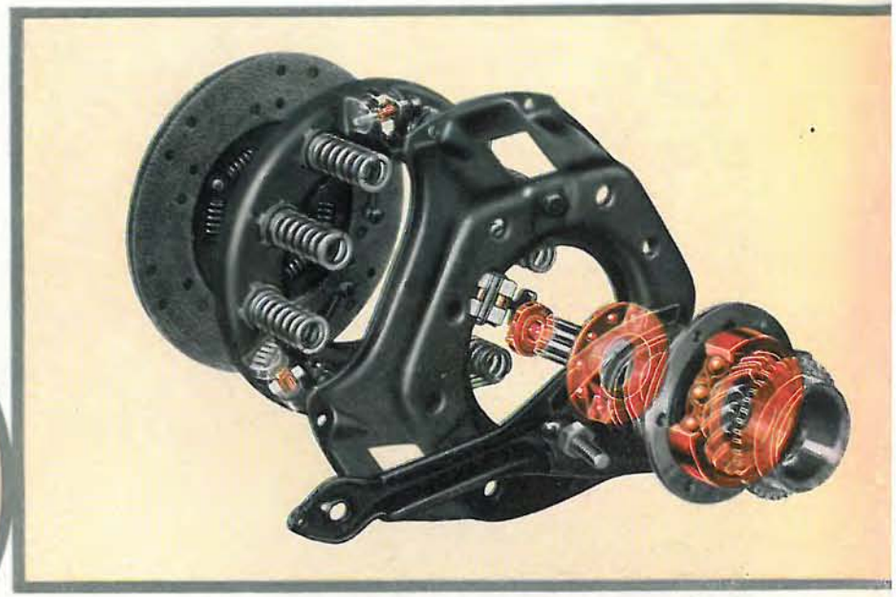


THE CAR THAT SEEMS TO HANDLE ITSELF

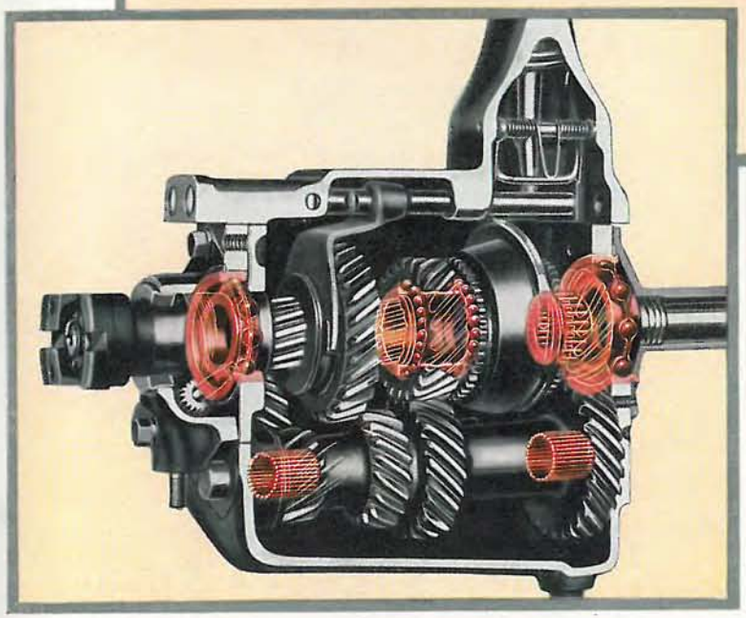
Even with its longer wheelbase and bigger size, the new 1938 Packard Eight or Packard Six challenges smaller cars for easy handling. Despite its masculine power and weight, women especially like to drive the new Packard. Nor is this hard to understand; for aside from the prestige impression which is only human nature to enjoy, there is an easy command over car controls that adds a new zest to motoring. No small part of this is due to the inherent fine balance built into Packard design. Then, control units of the biggest-car type—clutch, transmission, brakes and steering—give a "feel" to the car that makes its handling a joy and not a tugging task.



Designed to harmonize perfectly with the Safe-T-fleX suspension system, Packard Harmonized Steering combines excellent straight-line steering with an unusually short turning radius for easier parking. Those who drive hundreds of miles a day claim less fatigue with Packard steering than in other cars costing more.



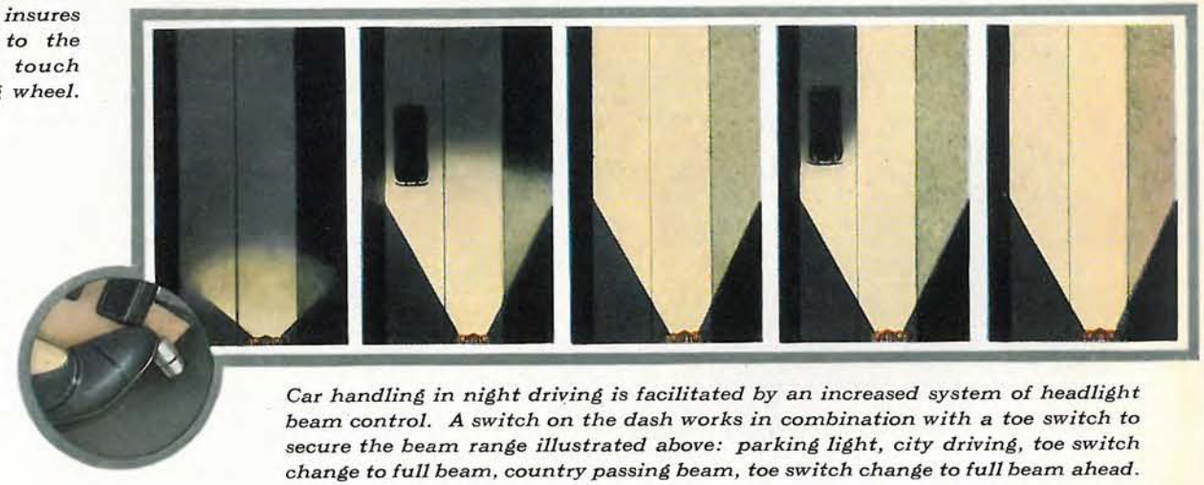
The Packard clutch, scaled in size to each car to handle the greater or lesser torque of its respective engine, is a marvel of engineering design for easy operation and quick engagement. In modern days of increased stop-and-go driving the multiple bearings mean much.



One of the finest examples of Packard "plus value" is its transmission. Gears are given the costlier carburizing process for longer life—not the usual oil tempering which leaves them brittle. Bearings total seven—four ball and three roller as shown below.

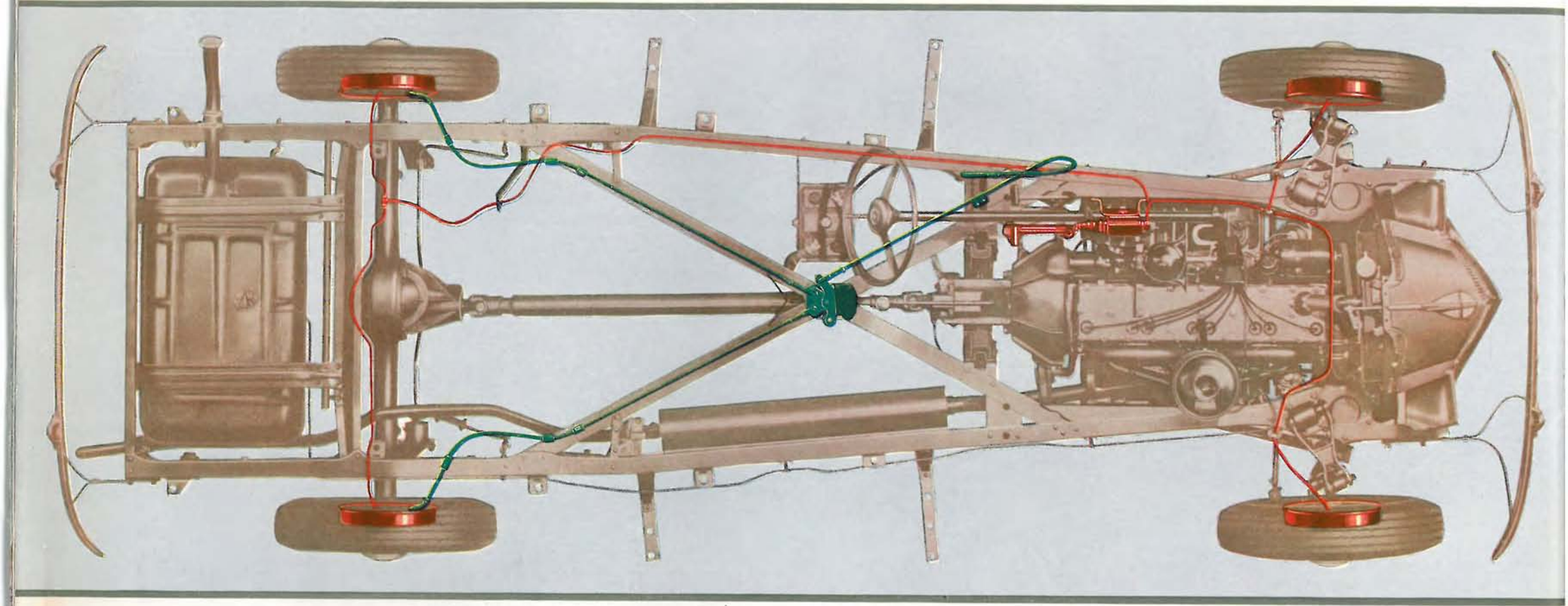
Ball and roller bearing mounting of the steering gear itself insures easy response to the most delicate touch on the steering wheel.

Other car makers specify only these three transmission bearings. Or, at best, just five.



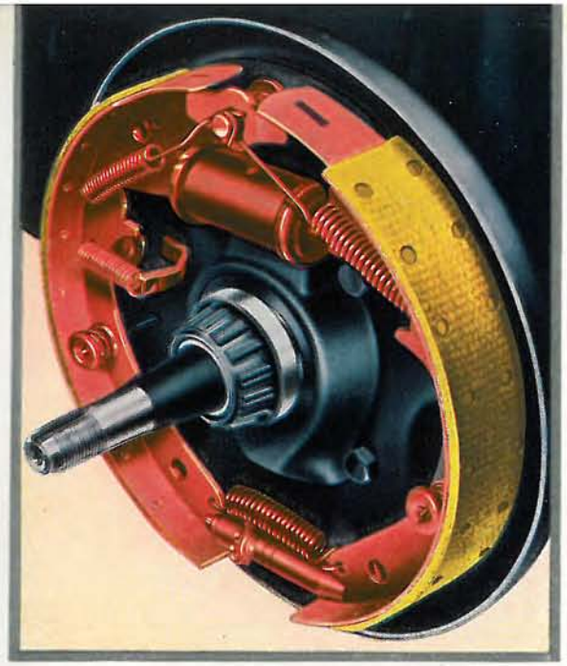
Car handling in night driving is facilitated by an increased system of headlight beam control. A switch on the dash works in combination with a toe switch to secure the beam range illustrated above: parking light, city driving, toe switch change to full beam, country passing beam, toe switch change to full beam ahead.

"STOP" MEANS **STOP!** WITH PACKARD HYDRAULIC BRAKES

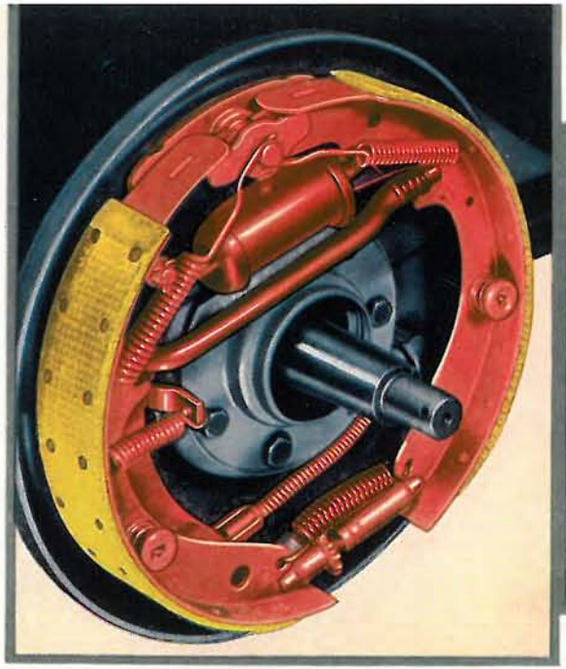


RED: *hydraulic service brakes* GREEN: *mechanical parking or emergency brakes*

With Packard having pioneered 4-wheel brakes in this country, it is to be expected that Packard would employ the safer, modern method of hydraulic brake actuation. But there are many ways to utilize the equalized pressure at the wheels. Some cars depend entirely upon foot pedal pressure to operate the brakes. They disregard the self-energizing principle which takes advantage of car momentum and, like the snubbing of a ship when docking, uses it to help the car stop itself. Packard Servo-Sealed Hydraulic Brakes employ this full action for a quicker stop—easier for the driver to make and easier for brake lining to take.

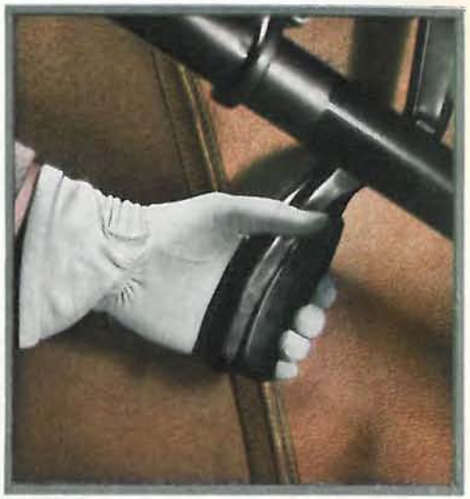


Note how the brake shoes are movably mounted and connected at the bottom by a coupling. When foot pedal pressure is applied and the shoes forced against the brake drum, its turning sets up a "wrap up" motion in the shoes.

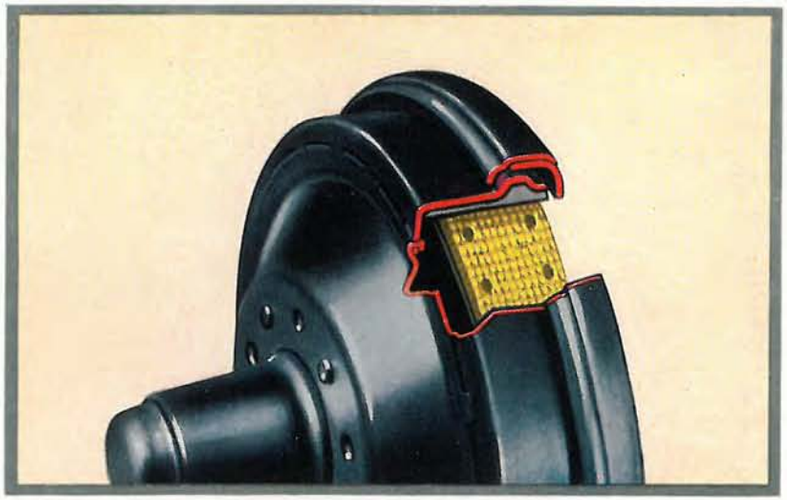


The wrapping action of brake shoes and drum in stopping definitely increases braking pressure at every point around the braking surfaces. This means it is increased equally, and thus, more equally distributed wear on brake linings.

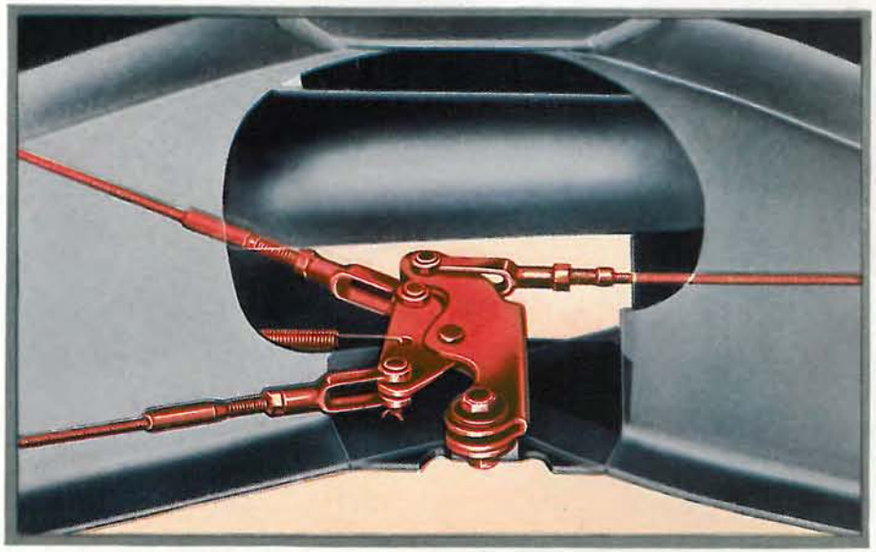
Just a touch of the toe is enough to put Packard brakes into easy action. Because of the self-energizing principle employed, the amount of effort required in pedal pressure is much less.



Besides its hydraulic brakes, Packard uses a second system of mechanical brakes for parking or emergency use. A new pistol grip hand control placed conveniently off the floor operates them.



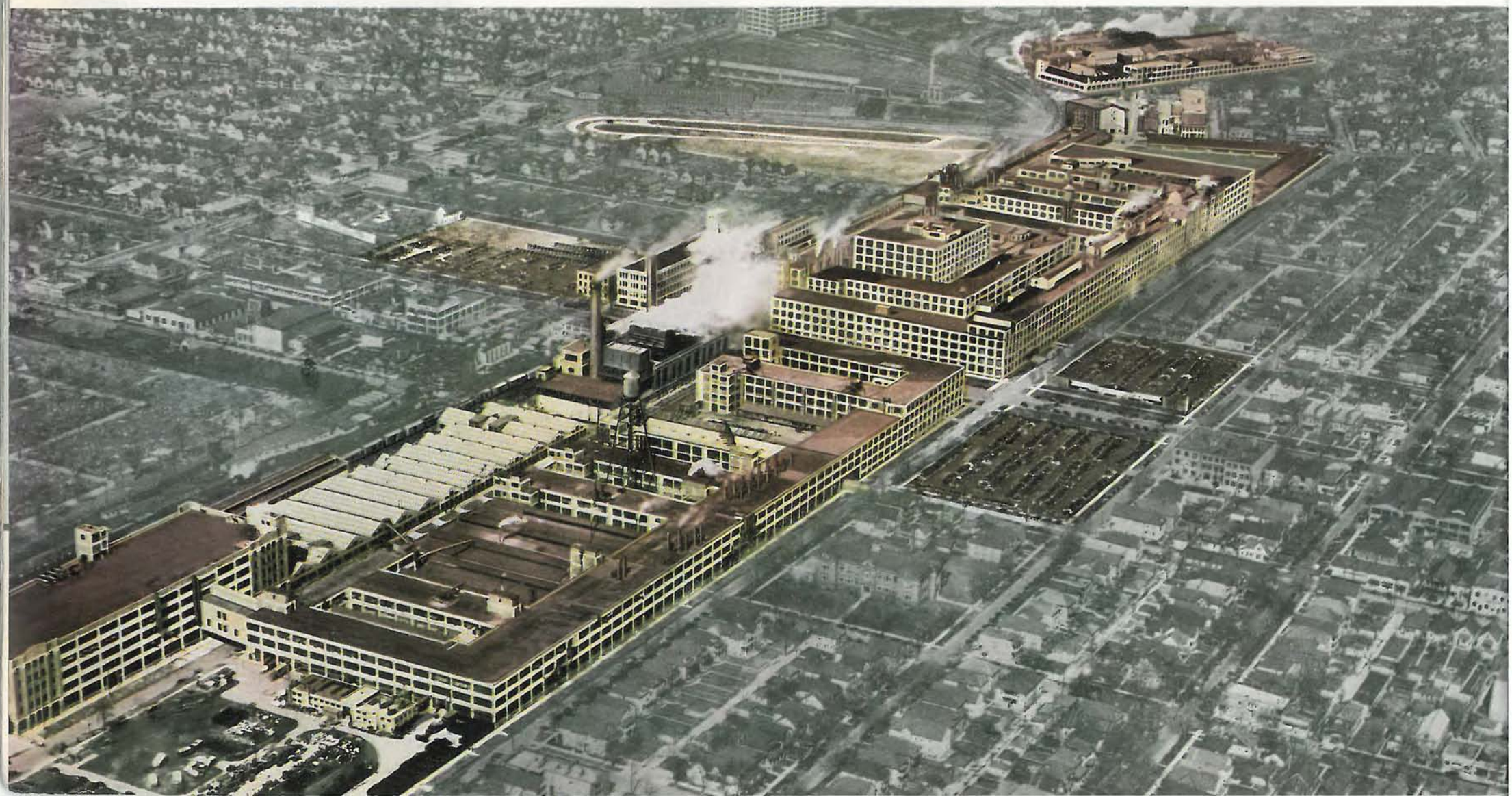
Two things whose costlier design is important to the owner are pictured in the above cutaway. First, the multi-brake seal which protects against water, sand or dirt entering the braking mechanism to cause scoring or wear. Next, centrifuse brake drums. These combine the lightness of steel with desirable qualities of cast iron brake surfaces.



A pendulum type of equalizer bar plays an important part in the mechanism of the second braking system whose operation is separate from the hydraulic service brakes. This bar insures equal distribution of braking action to both rear wheels and the cable reaching them is now insulated in rubber at points where it had previous contact.

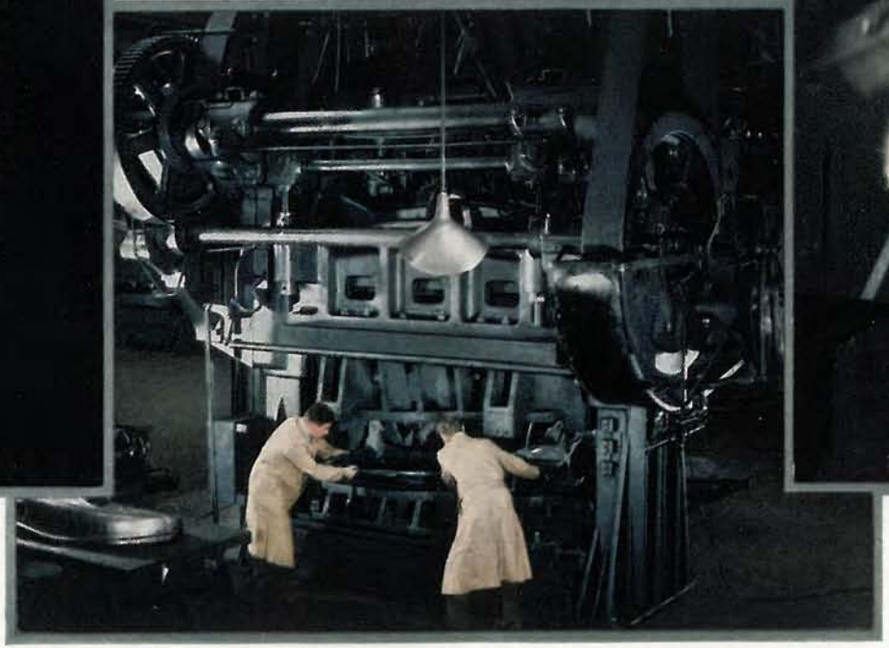
THE ONE-PROFIT FACTORY WITH A SINGLE QUALITY STANDARD

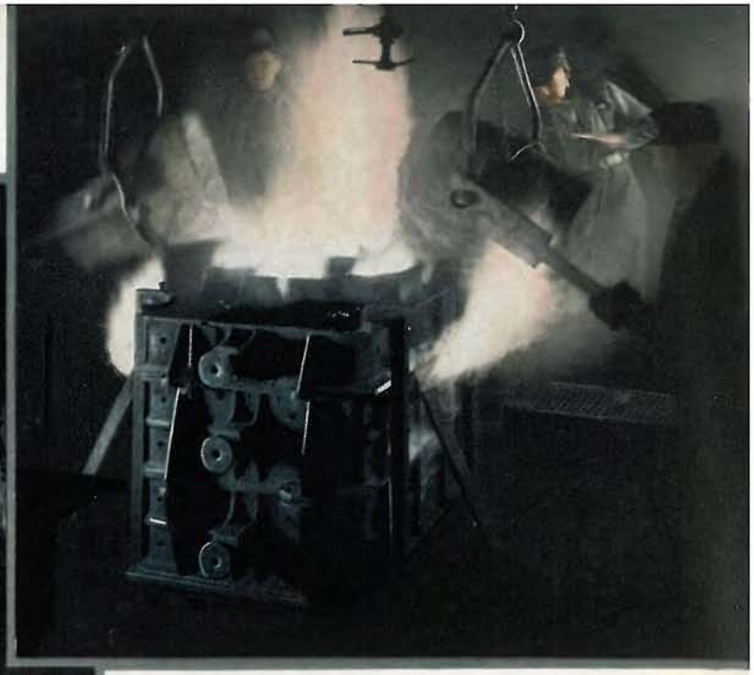
Visitors to Detroit are impressed by the tremendous span of the mile-long Packard factories. They are even more impressed as they travel through the 88 acres of floor space included in the many buildings and discover how complete and compact this plant is. Under one roof, figuratively speaking, Packard builds its own bodies, engines, axles, transmissions, front wheel suspensions and other major units of its cars—all under one centralized control of quality and one need for profit.



Out in the great forge shop Packard makes its own forgings. Mighty steam hammers toughen and shape the glowing white-hot steel into vital parts whose extra safety is assured by Packard forging.

Stamping mills are a very part of Packard's own body shops. Giant presses of many tons' weight stamp out body panels to precision accuracy.

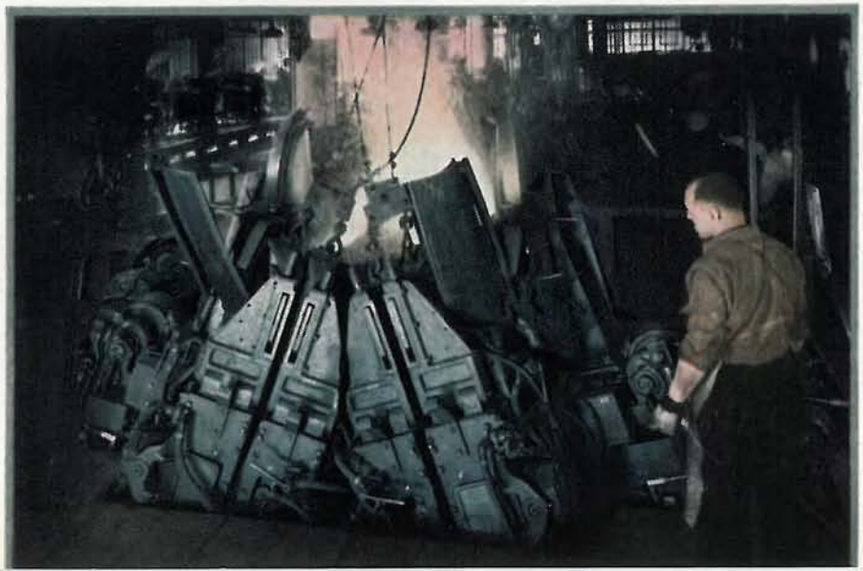




A factory within a factory is the newly enlarged and equipped foundry whose splendid facilities are now pronounced years ahead of the industry. Packard pours its own metals and controls the start of each car.

Parts necessarily bought outside, have their quality rigidly checked. This unique sound room using radio amplification tests roller bearings for silence.

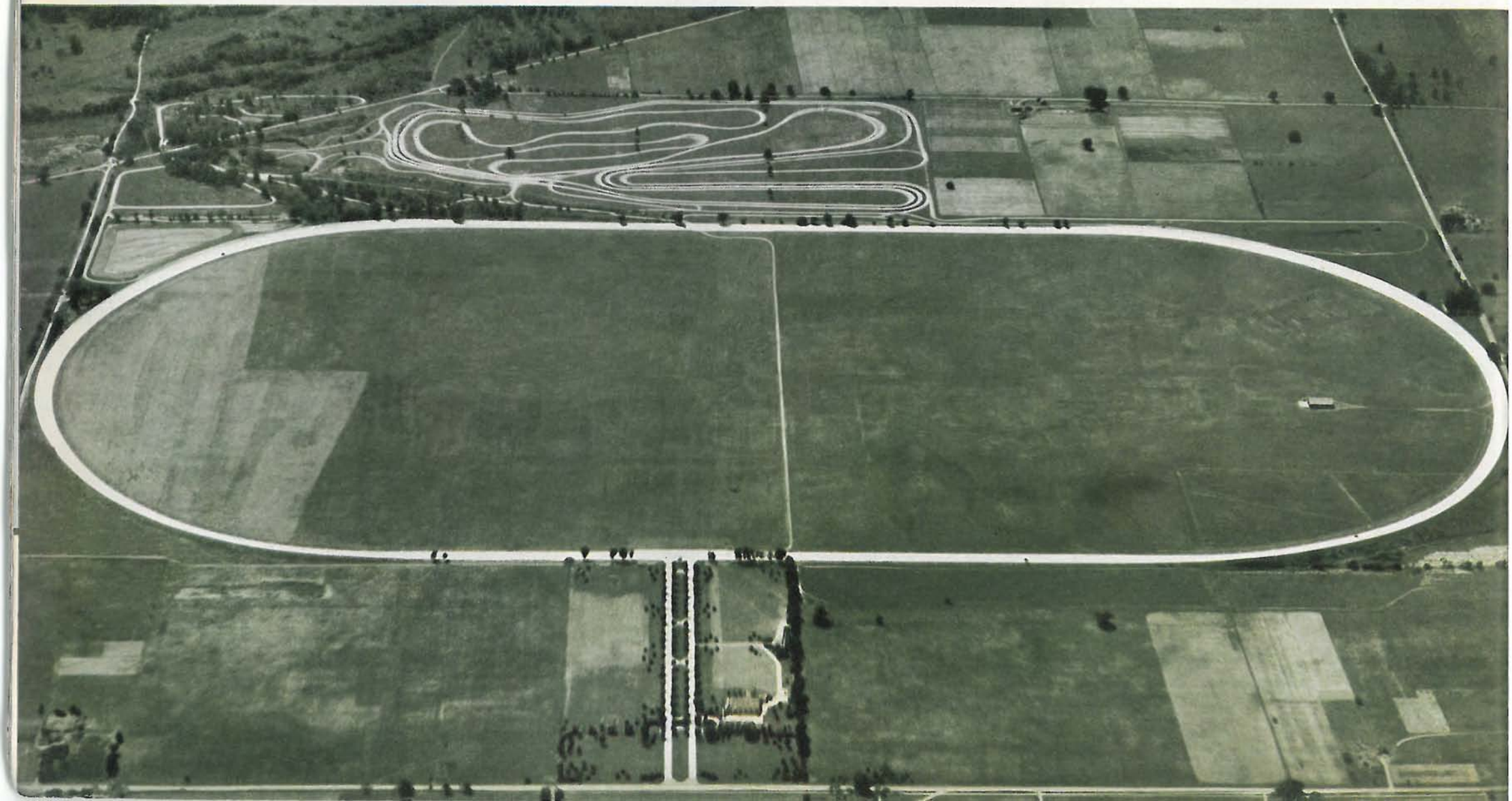
Packard builds its own bodies—and builds them in facilities fitted with the finest equipment. When opportunity presents itself to improve quality through the use of new machinery or more efficient methods, Packard can move faster and make changes quicker than other large companies with outside ties.



This comparator enlarging a tiny cutting tool is one of many precision devices checked even further by the famously accurate light ray machine.

SAFEGUARDING THE QUALITY OF BUT ONE MAKE OF CAR

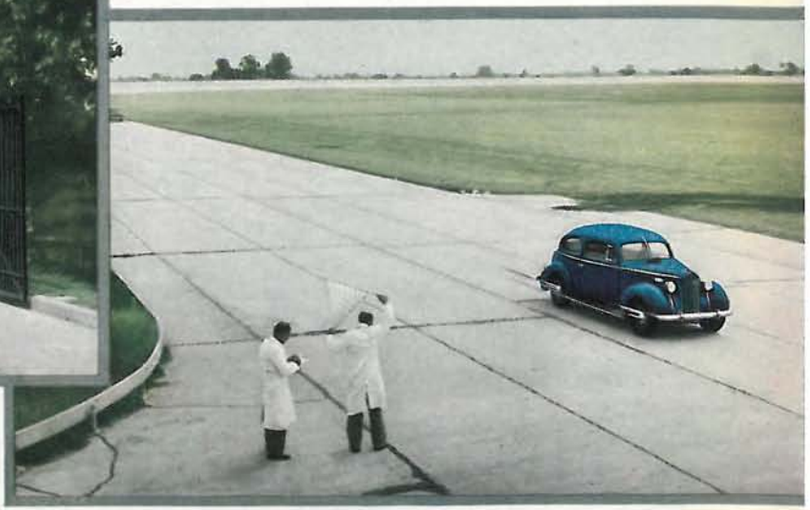
Supplementing the countless factory inspections is a vast stretch of 504 acres located 20 miles away at Utica, Mich. These acres form the greatest inspection of all, for here the Packard Proving Grounds function not only as a testing field for new models but as a checking point on production cars. Nobody knows when a finished car will be chosen at random, given the mileage of years in the space of a week; then torn down for measurement and a report made as to any possible quality improvement in factory routine.



This handsome entrance leads to the gate lodge, manager's home, laboratory, shops, speedway and 12 miles of hell-hole roads for all possible testing.

Beautifully landscaped like a millionaire's estate, surroundings are in full keeping with the beauty of the cars which are relentlessly checked within them.

Delicate devices accurate to the tiniest measurement are in constant use. The fifth wheel is but one, being used here to make a close study of gasoline economy.



On one of the world's fastest concrete ovals ample opportunity is provided to test non-stop endurance as well as top speed, acceleration and deceleration.

Manager C. H. Vincent (right) takes a test reading on fuel efficiency with his assistant, M. A. Forester—one of the large staff.

Sahara sand in a huge test pit is a portion of the miles and miles of badlands for which men are actually hired to keep in bad repair. Hours on end, cars plow through this sand.

Man-made contraptions like this extensive splash basin can simulate driving conditions whose severity is seldom equalled in average car ownership. The unusual is policy here.

Another interesting machine is this old Packard converted into a tow whose drag machinery exerts a pull the equivalent of the severest mountain grade.

GREATER INDIVIDUALITY ENGINEERED INTO YOUR CAR AS DESIRED

THAT word "engineered" is used advisedly, for the Packard accessories you may choose to express even greater individuality in your motor car are engineered as integral additions to its present full comfort and beauty.

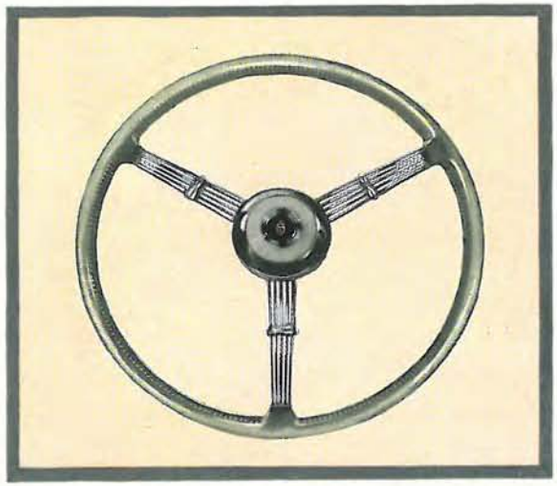
Complete as these measures are in the new Packard Eight and Packard Six, the new cars are bound to number buyers whose tastes necessarily vary. Some live in the south and west where a car heater is a white elephant. Others hail from the north and east where winter comes cold. There are those who like music and entertainment while travelling—and those who care for it not at all. Many are entirely pleased with the artistic grace of Packard design. Yet others crave even the gilding of the lily with extra beauty.

To meet these needs according to the pleasure of the customer, Packard therefore offers a limited number of tried and tested accessories whose utility, beauty and quality are fit to bear the Packard seal. Many of these have been laid out on factory drafting boards—designed as a possible part of the car itself. And all have been rigidly tested to strict Packard standards. In fact, a portion of the factory engineering laboratories is set aside for the exclusive development and perfection of Packard accessories.

Testing a Packard hot water heater calls for more than a trial drive and a cold day. This apparatus and these men make their scientific check before the heater gets the stamp of approval.

Across the page is portrayed some of the most popular extra equipment. As long as mankind's nature seeks even greater self expression, the need for accessories will continue. But in their choosing, one needs to consider the style and type in keeping with the Packard car. That is why typical Packard taste runs throughout the designs pictured here—for you to select or not, as your own preference indicates.

Most popular of all the approved accessories is the streamlined Packard De Luxe radiator emblem.

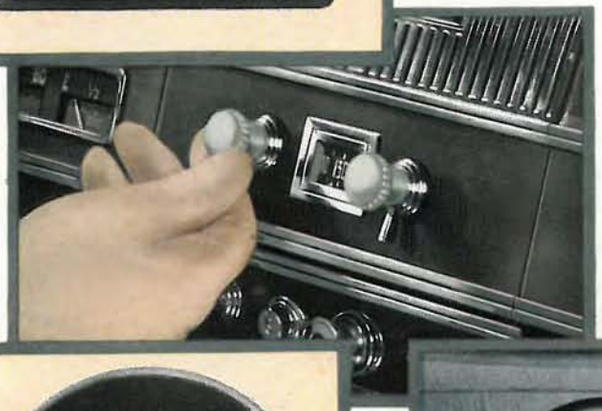


The closely bound wire spokes and colorful emblem of the De Luxe steering wheel add a note of individuality—a touch of foreign design—that lends a difference to the entire front compartment.

Knowing the time of day or night is useful to anyone and this electric clock tells it accurately.

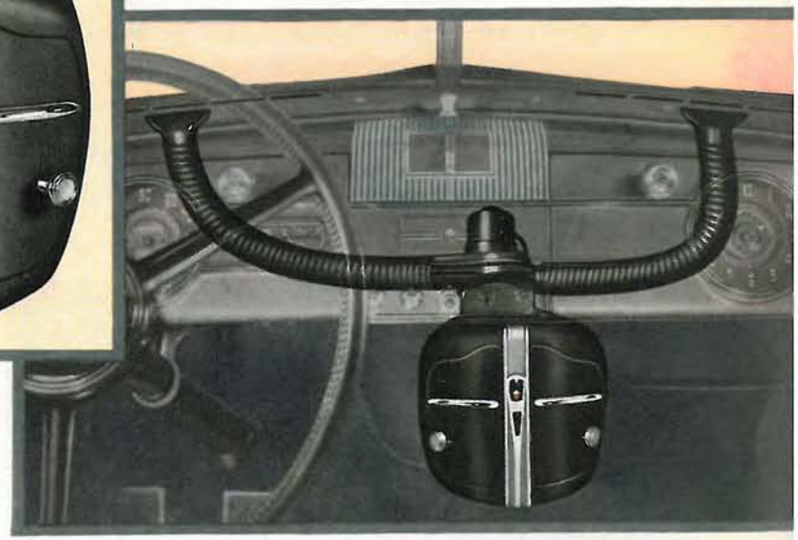
Even with the new all-steel body, a uniquely inconspicuous aerial and improved radio give outstanding reception with tone clarity.

Many color harmonies present a totally distinctive appearance when set off by the brilliant sparkling touch of chrome trim rings which dress the wheels attractively.

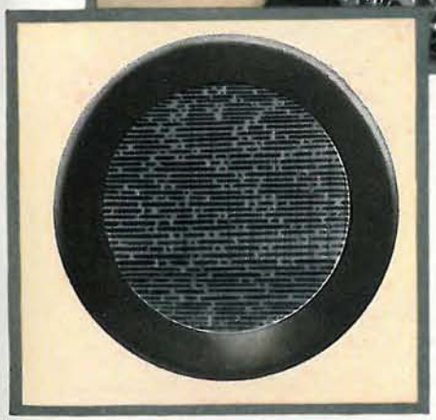


Those who once drive a radio equipped car say that motoring pleasure is incomplete without this easily tuned-in travelling companion.

Packard offers two hot water heaters: this De Luxe with exceptional heating power, or the Standard with ample but lower heating capacity.



As a part of new Packard design, defroster slots are already in each car extending nearly the full width of the divided windshield. A dual defroster attachment is available for either of the heaters.



An overhead loud speaker may be installed directly above the windshield for greater effect.

The back of the front seat has a quickly removed panel to contain a rear compartment loud speaker.

SERVICE THAT SAVES

MENTION service to the owner of many another car and it usually means an expense of costly upkeep. To Packard, however, its honest interpretation is something that will prove a means of saving money for the Packard owner.

Thus, in the original engineering drafts for the Packard Eight and Packard Six, the principle was laid down that need for excessive and expensive service must be designed out of these popular-priced Packards. That more ball and roller bearings than comparable cars should be specified to lessen tearing wear. That there should be fewer points to require lubrication attention. Then Packard went a step farther. It set up as a merchandising policy that costs for any needed service operation must be no more, if not lower, than for other cars costing the same.

Some 200,000 lower-priced Packards in the hands of satisfied owners have already acquitted themselves well on these scores. In fact, a current country-wide survey among thousands of owners reveals the startling fact that for an average 10,000 miles of operation, service costs exclusive of accident repair or owner neglect totalled but 2/10 of a cent a mile!

With the improvements in the new 1938 Packards described in the previous pages, with traditional Packard long mechanical life made even longer throughout engine, chassis and body, it is reasonable to assume service a less-than-ordinary cost of car maintenance. So confident is Packard of this belief that it flat rates at lower cost its most commonly needed service attention: lubrication care with safety inspections.

Two plans are offered. Plan No. 1 covers chassis lubrication and a complete chassis check for 10,000 miles at only $3.80 in the United States. Plan No. 2 includes the same items but adds crankcase oil changes at current intervals and seasonal changes for transmission, rear axle and steering gear lubricant. The local price for this service is materially less than the total of these operations if done separately.

But whatever the service needed or specified by the owner, it is the Packard pledge that it be done courteously, quickly, completely—and at costs which welcome comparison with those of any car, no matter its purchase price!

So completely has Packard lessened the need for lubrication—usual item of regular attention in most cars—by the use of sealed bearings and "flowing" rubber that it can coupon-book this work at an even lower nominal cost according to the book chosen.

Besides regular educational material, Packard service stations are constantly being supplied with the very latest service equipment and special tools. The result is work better done, in less time and at lower cost to the Packard owner whether in large city or small.

PRINTED IN U. S. A.

Memo from

PACKARD MOTOR CAR COMPANY

A FRIENDLY CHALLENGE

The very first Packard was born from a challenge Alexander Winton made James Ward Packard to build a better car -- if he could! Shortly after young Packard met this with his successful design, he innocently coined a great slogan by suggesting another challenge to a prospective customer that he "ask the man who owns one" to learn about Packard merit. Down through the years, the stimulus of that friendly challenge has inspired each new Packard model to meet it unhesitatingly through its sheer goodness. For the 1938 cars about which you have just read, Packard now repeats that challenge more confidently than ever:

Ask The Man Who Owns One