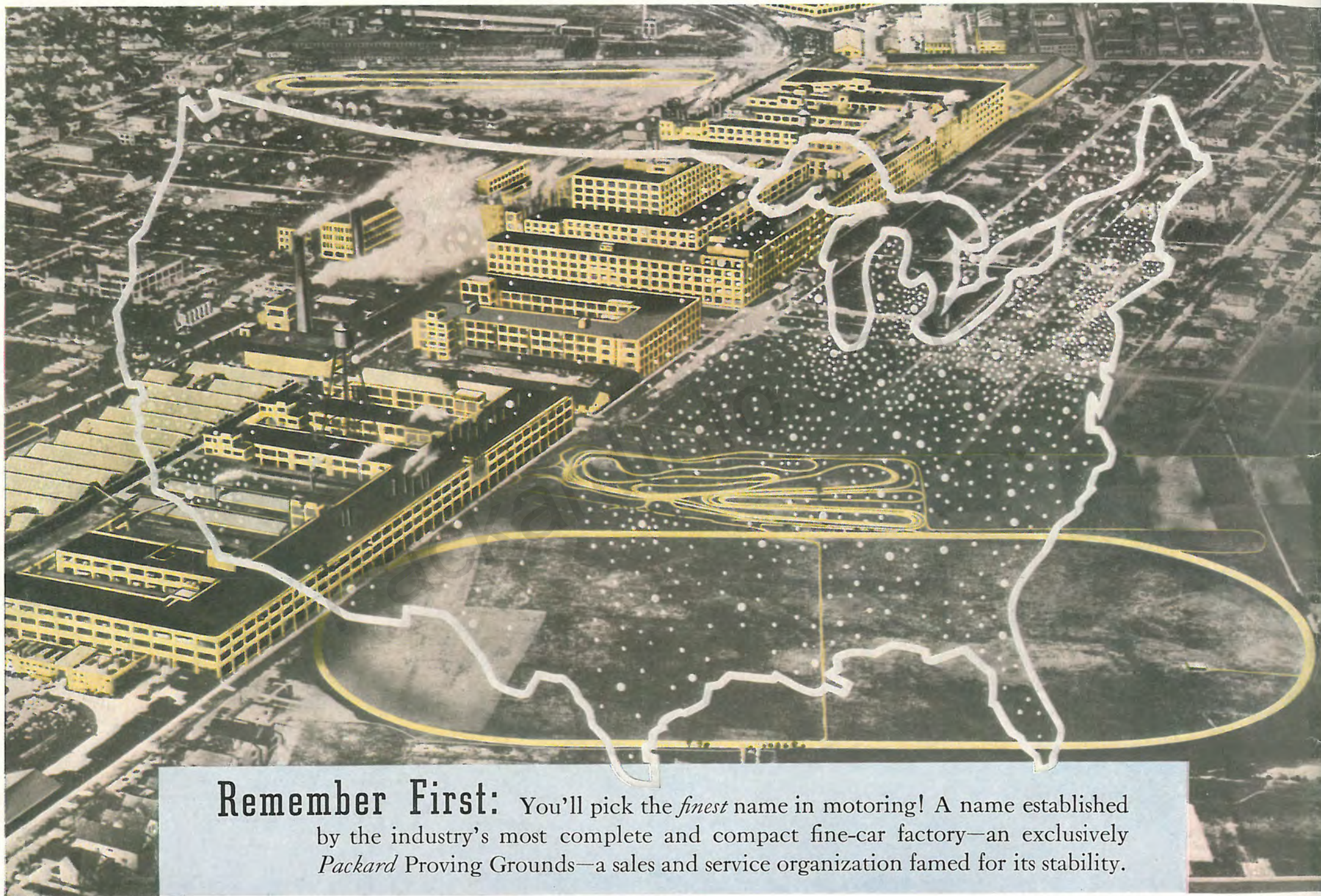


Why you'll pick a Packard for 1939





Remember First: You'll pick the *finest* name in motoring! A name established by the industry's most complete and compact fine-car factory—an exclusively *Packard* Proving Grounds—a sales and service organization famed for its stability.

MOST OF ALL

You'll pick it for its fourteen measures of value

MOTOR car buying this year foretells a keener, more careful procedure than ever. Buying a car in this day and age calls for getting *value received*, possibly as never before. Packard welcomes the turn; for Packard has long believed in *careful car buying*, has long supported the idea of analyzing in detail just how much the purchase price gives the motorist in a values' way.

Such a bold challenge to the intelligence of the car buying public calls for a product well able to back it. The experience of 248,212 owners who have bought the Packard One Twenty and Packard Six since Packard entered the lower price fields, has found that support most adequate. And in the new 1939 versions of these fine cars, the Packard measure of *plus* values promises to again swell the ranks of men and women who own one.

For, if there ever are cars that give the buyer more for his money—that abound in extra values—they are these new models of a distinguished line!

They have *newness* of interest. In the new Packard One Twenty and Packard Six you will find improvements that modern automotive design pronounces outstanding. From the new T & T engine, through Handishift and Econo-Drive (the latter optional at slight extra cost), to the exclusive Fifth Shock Absorber, is many a development for greater motoring pleasure. They



THE NEW 1939 PACKARD 120

created in eight beautiful body types mounted respectively on two wheelbases: 127 and 148 inches.



THE NEW 1939 PACKARD SIX

developed in five handsome body types fitted to one wheelbase length of 122 inches.

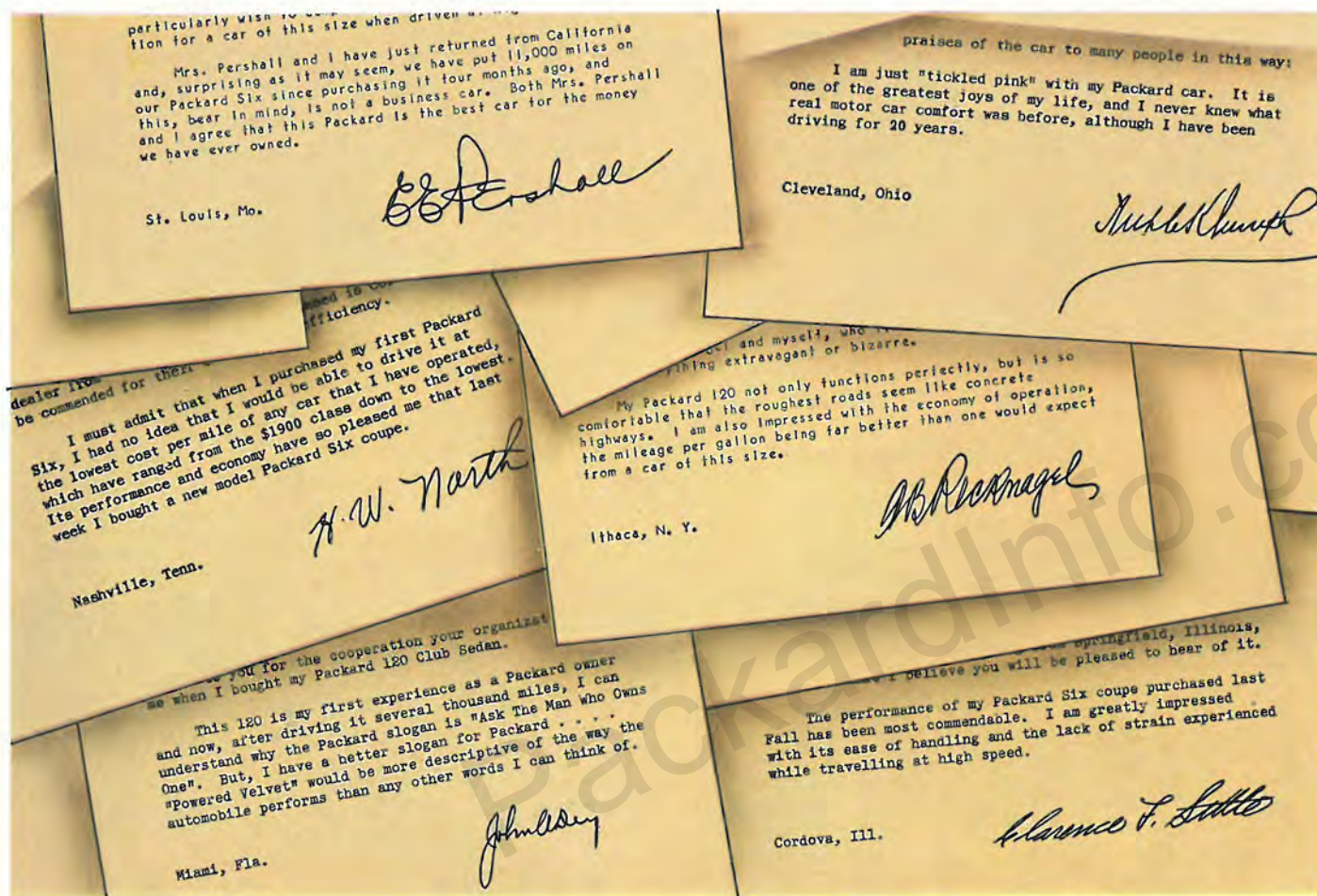
help create a mellower, easier performance—a smoother, gentler ride. And each design is endowed with a definite *Packard* value!

These new cars offer *protection* of investment. The new Packard One Twenty and Packard Six are Packard in appearance and Packard in long life. New styling enhances the familiar lines of unmistakable identity. New refinements add to the traditional length of life of Packard parts. In this era of buying wisely and well, any investment a motorist makes in his personal transportation merits the protection that means its enjoyment through years ahead. Toward this end the new 1939 Packards abound in *extra* values no other car can claim.

It is the frank purpose of the pages that follow to outline these *fourteen* measures of value. It is the honest aim of this catalog to cause your careful comparing of all that Packard offers, with anything to be had in the car you may be considering. As you read on, you will find the comparison an interesting one; for these pages have been designed as a helpful guide to your motoring choice, not a mere listing of superlative claims.

For 1939, then, please make this check in keeping with the trend of the times—and learn why you too will likely pick a Packard for its very *real* worth, in each of the fourteen motoring values discussed on subsequent pages.

YOU'LL PICK IT FOR ITS PROVEN ACCEPTANCE!



"...This is my 32nd automobile—a Packard Six—and it has proven to be the cheapest car 'miles per dollar' I ever drove. Congratulations on a great car backed by great service!..."

H. O. FARLIN, Reading, Penna.

"... Crack professional drivers have rolled up more imposing sounding records than that of my Packard One Twenty, on salt flats and proving grounds. Let them. I prefer a car that keeps faith with my layman's style of driving, inexpert as it may be, over any kind of road that comes along. A car that will take me there and back safely, comfortably and economically. That is why Packard will

always be a respected member of our family until—if ever—a better car is built..."

JOHN R. DEWITT, Canton, O.

"...I know you are interested in knowing just what the Packard Six will do on the highways. On my recent tour of Florida I drove 2028 miles, my gas consumption was 18¾ miles per gallon..."

HARRY BAILEY, Spruce Pine, N. C.

"... Last December I turned in my first One Twenty for a new 1938 model. This proves more than anything else the regard I have for the Packard car—as I have never repeated on any car before, and I have been driving since 1914..."

JAMES H. ROLLING, Utica, N. Y.

ASK The Man Who Owns One is the quickest way to get the convincing reasons why so many prefer a Packard. To ask the man is now easier than ever, with the increasing number of Packard registrations. And when you ask him, you should find sound reasoning as sincere as these excerpts chosen at random from the many letters filed with Packard. In supplement, why not talk personally with a Packard owner of your acquaintance—why not learn, first hand, what it means to *be* the man who owns one!

"... I am going to do one of those things which a customer seldom does: thank you for selling me that new Packard Six. It is all that you claimed for it, and then some. After driving it 4000 miles over Oklahoma's worst roads, I am convinced that it is the easiest riding car which I could have bought. It has been thoroughly satisfactory in every respect..."

ANSEL CHALLENGER, Oklahoma City, Okla.

"...An automobile is as necessary a piece of equipment to me in my engineering business as a derrick or crane and gets just as hard service. For this reason I have to have the best. After my experience with my first One Twenty I knew I had the best and backed my experience and judgment by buying my second One Twenty..."

W. J. HOWARD, Chicago, Ill.

"...I am enthusiastic and pleased to possess, for the first time in my life, such a beautiful automobile—a Packard. It marks a new epoch in my life: initiation into that fraternity of successful men whose choice of motor car is no mere accident..."

KARL E. HIRSCH, Pittsburgh, Pa.

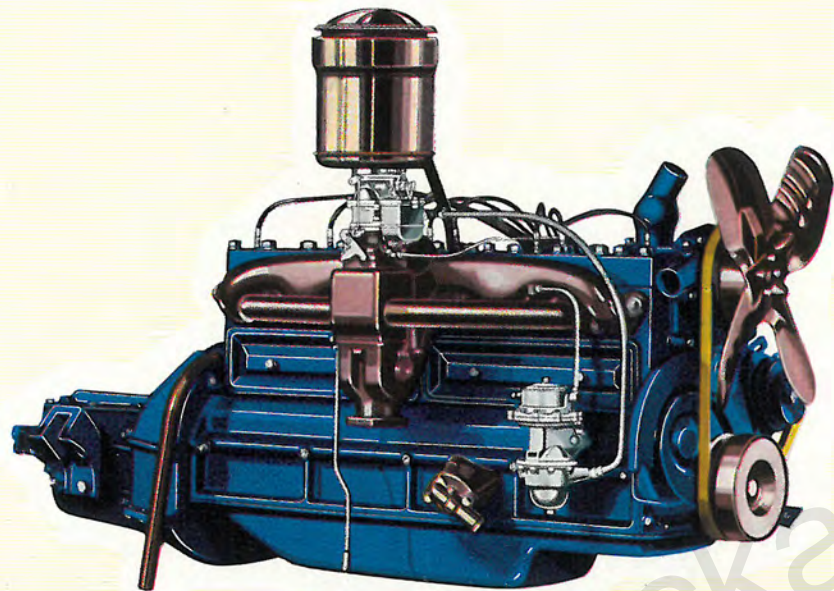
"Your firm has always given me the best service and the cost of repairs for my Packard Six coupe, over its present 29,000 miles, has been practically nil. I know that in the end my cost of operation will be actually less than the cheaper make of car I formerly drove."

PERRY WALKER, Victoria, B. C.

"...May I speak of the efficiency of Packard Service? As a retired Efficiency Engineer, as a fussy old fellow with just enough spare time to be fussy, nothing but the best service could satisfy me. Your concern has more than done so and I'm appreciative..."

SIGISMUND BLUMANN, San Francisco, Calif.

The New 1939 PACKARD 120



HEART of the new Packard One Twenty is its new T & T engine, a name rightfully earned by its smooth combination of deft Traffic agility and dependable Travel ability. Eight cylinders in line, this powerful engine embodies every feature which owner satisfaction has proved worthy and practical. Yes, and tops this with new improvements of modern engineering. Bare specifications list bore at $3\frac{1}{4}$ ", stroke $4\frac{1}{4}$ ", displacement 282 cubic inches, and horsepower 120 at 3600 r.p.m. But only actual experience with its velvety performance can translate these figures into their full measure of new motoring joys in Traffic and Travel.



ONE TWENTY

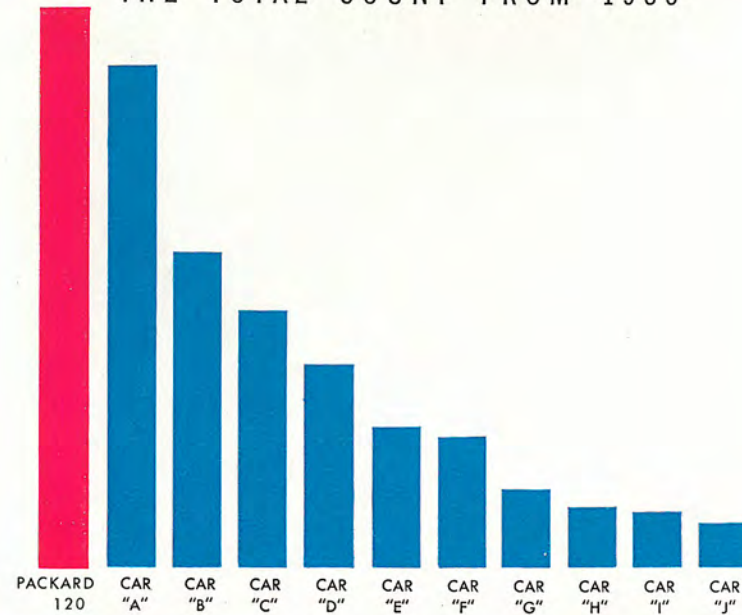


ITS ENDURING BEAUTY!

The car that led its competition from the start

Nothing a company can say of its car speaks so convincingly as the reception given it by the buying public. When the first Packard One Twenty was announced, its wide acceptance was expected—but not so quickly as it came. In eleventh place according to sales among similarly priced cars when presented—in first place among these competitors in less than a year! Since then, the Packard One Twenty has steadily gained owners. Their buying action gives this Packard Eight an accumulated lead in total registrations over its entire field. A lead, too, whose increase is now promised by the many new qualities of the new Packard One Twenty for 1939!

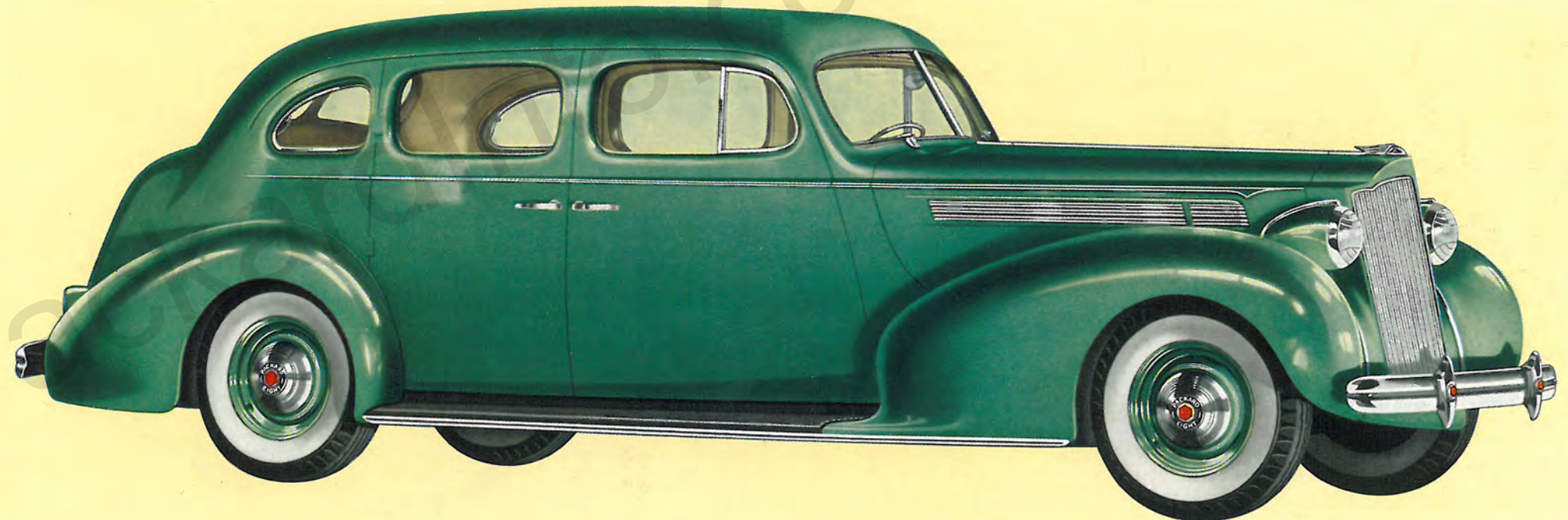
THE TOTAL COUNT FROM 1935



P A C K A R D

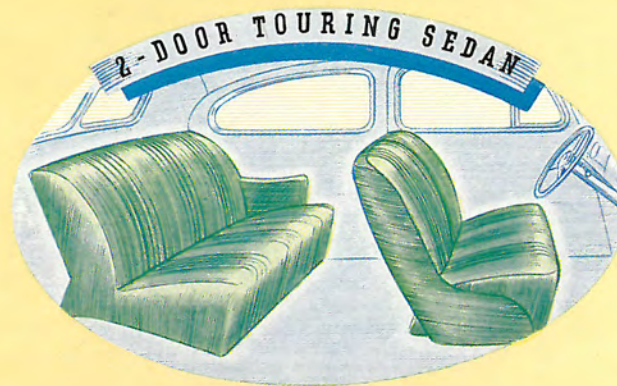


O N E T W E N T Y

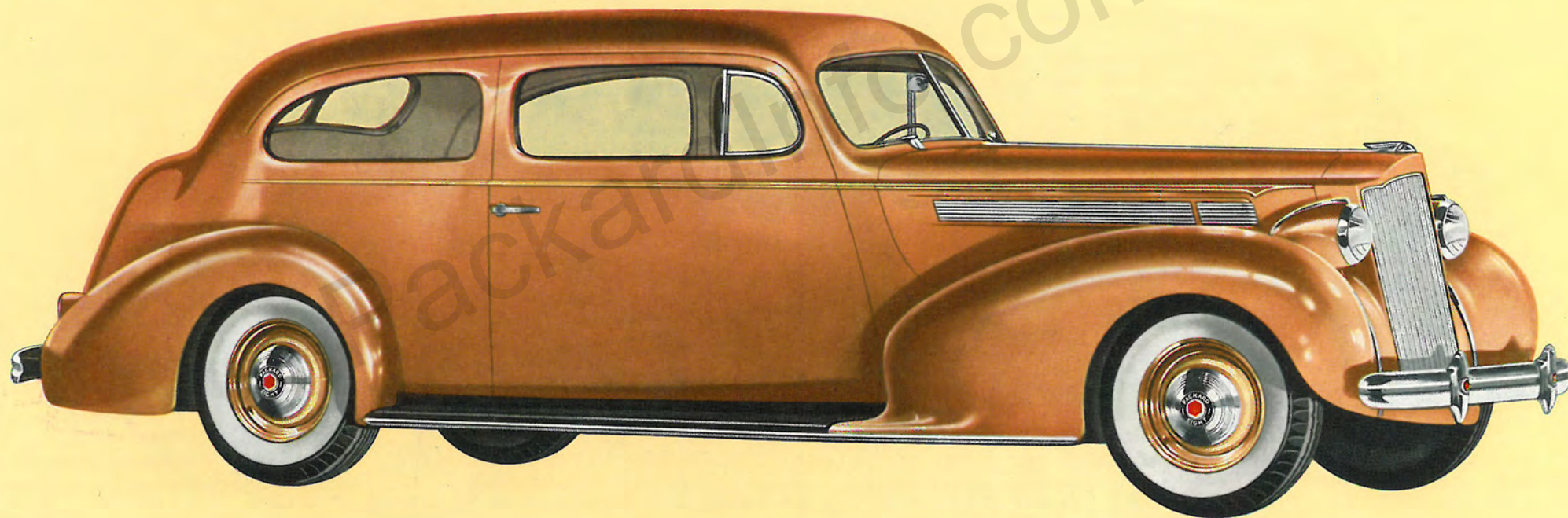


YOU'LL PICK IT FOR ITS ENDURING BEAUTY!

PACKARD

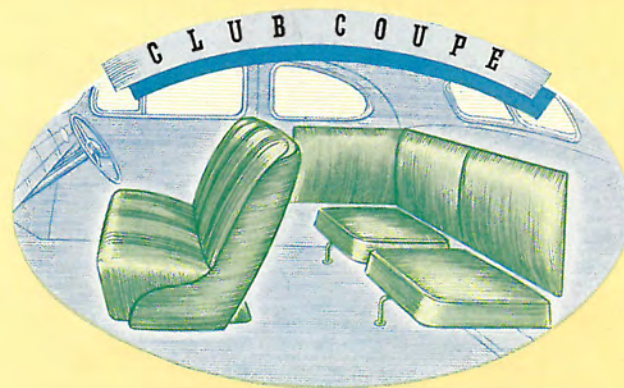


ONE TWENTY

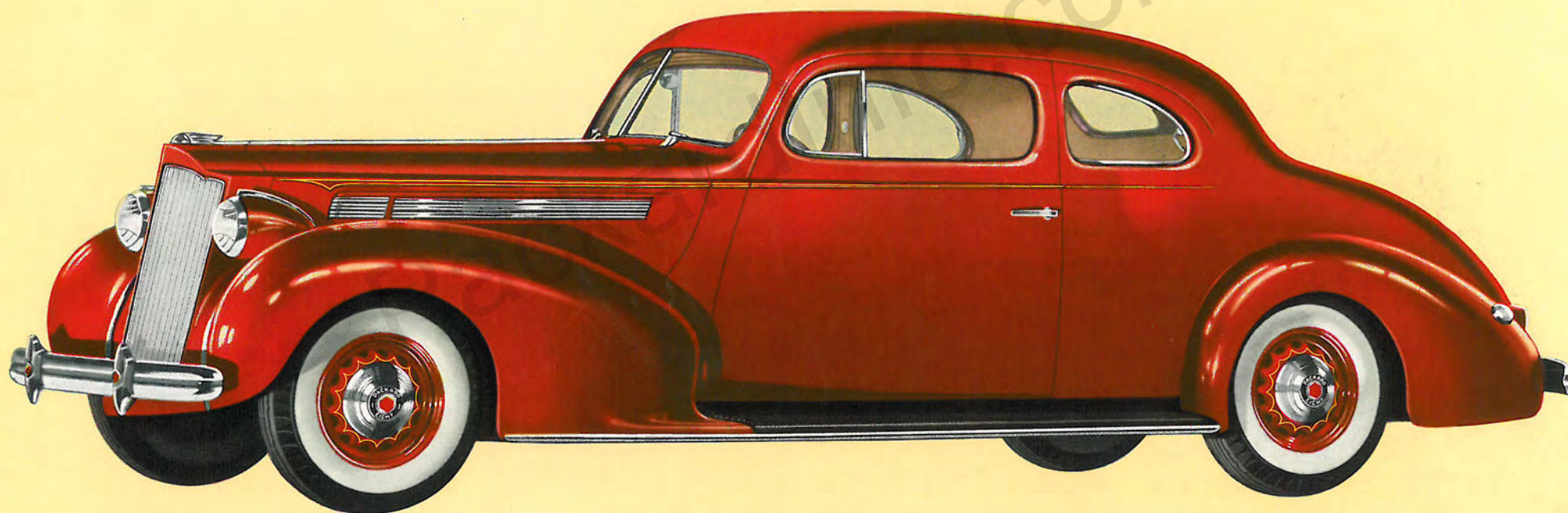


YOU'LL PICK IT FOR ITS REAL LUXURY!

P A C K A R D

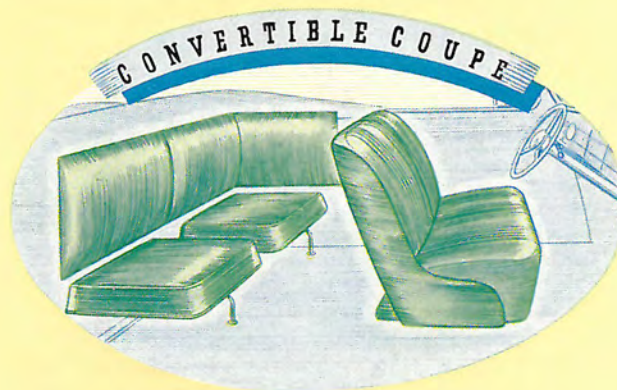


O N E T W E N T Y

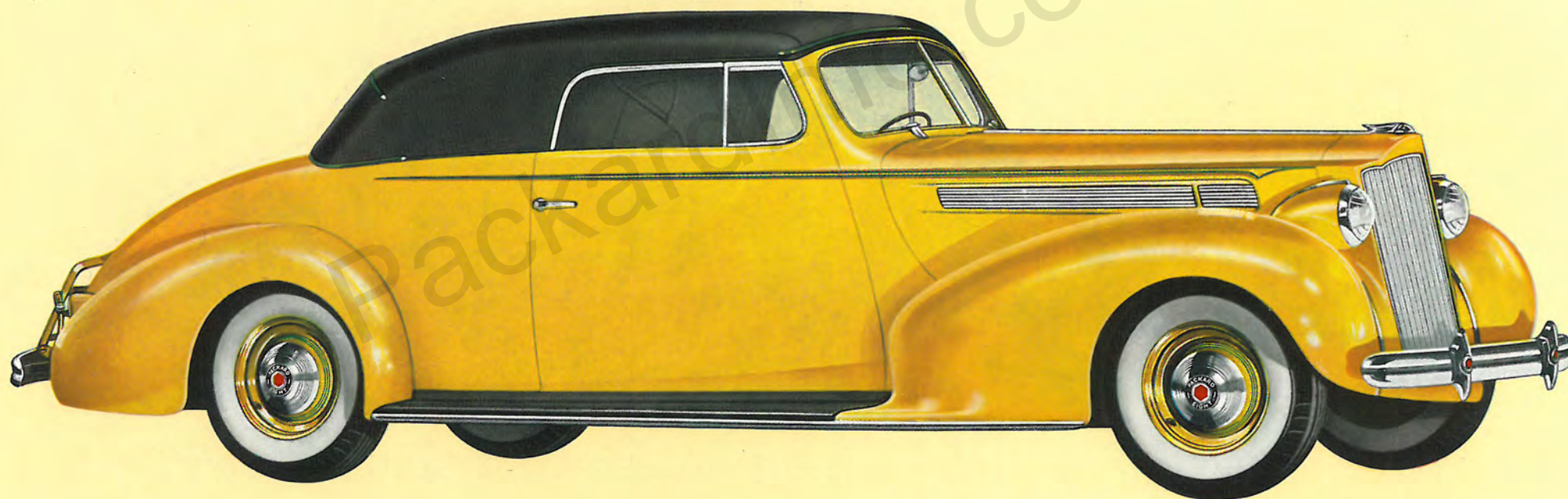


Y O U ' L L P I C K I T F O R I T S S O L I D C O M F O R T !

PACKARD



ONE TWENTY

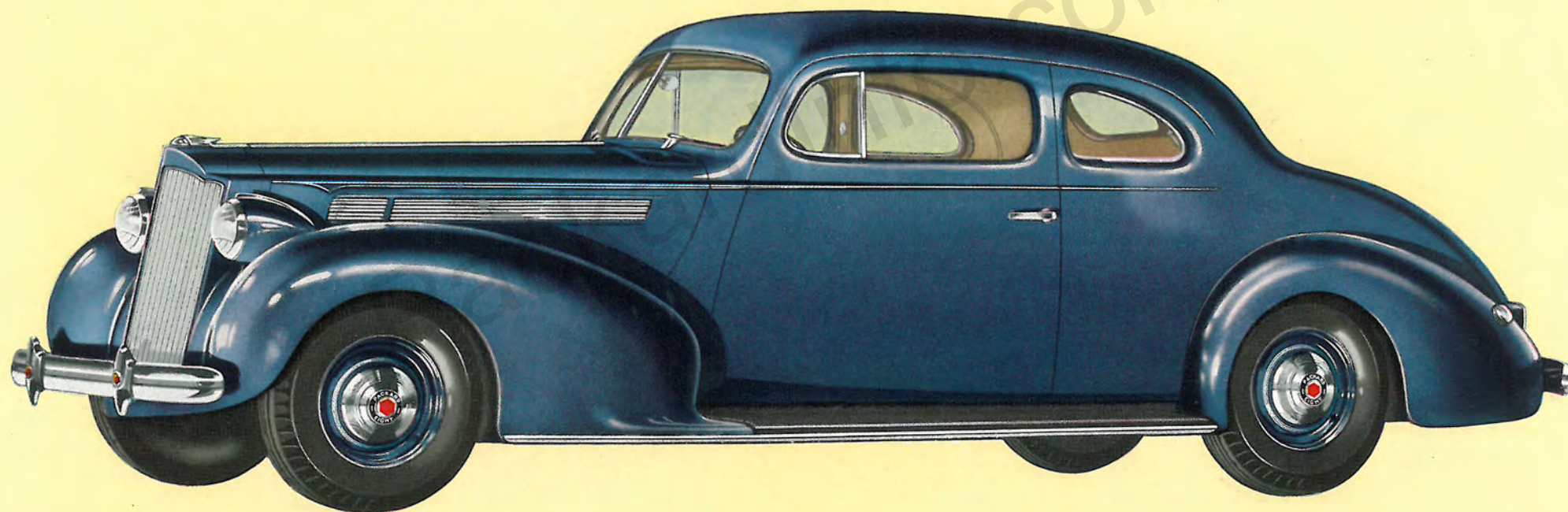


YOU'LL PICK IT FOR ITS SMOOTH PERFORMANCE!

P A C K A R D

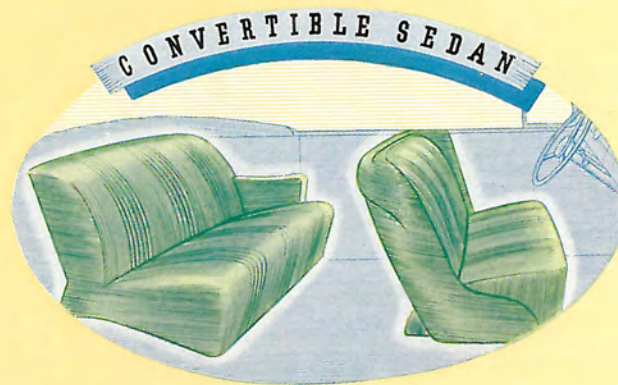


O N E T W E N T Y

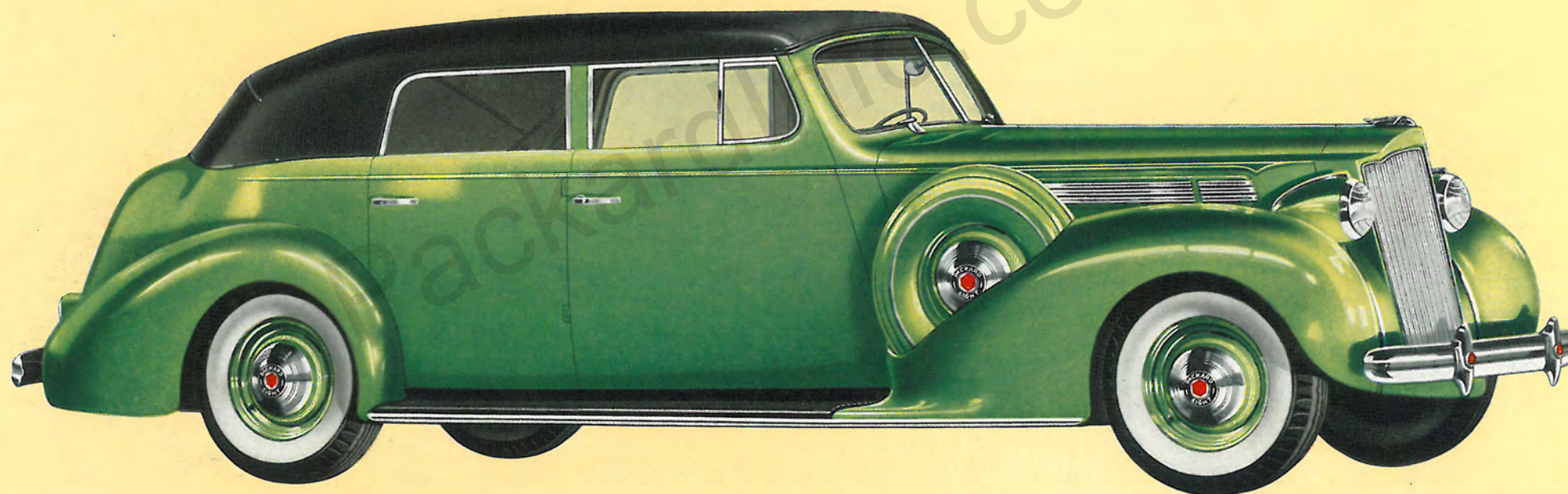


Y O U ' L L P I C K I T F O R I T S G E N T L E R I D E !

P A C K A R D



O N E T W E N T Y

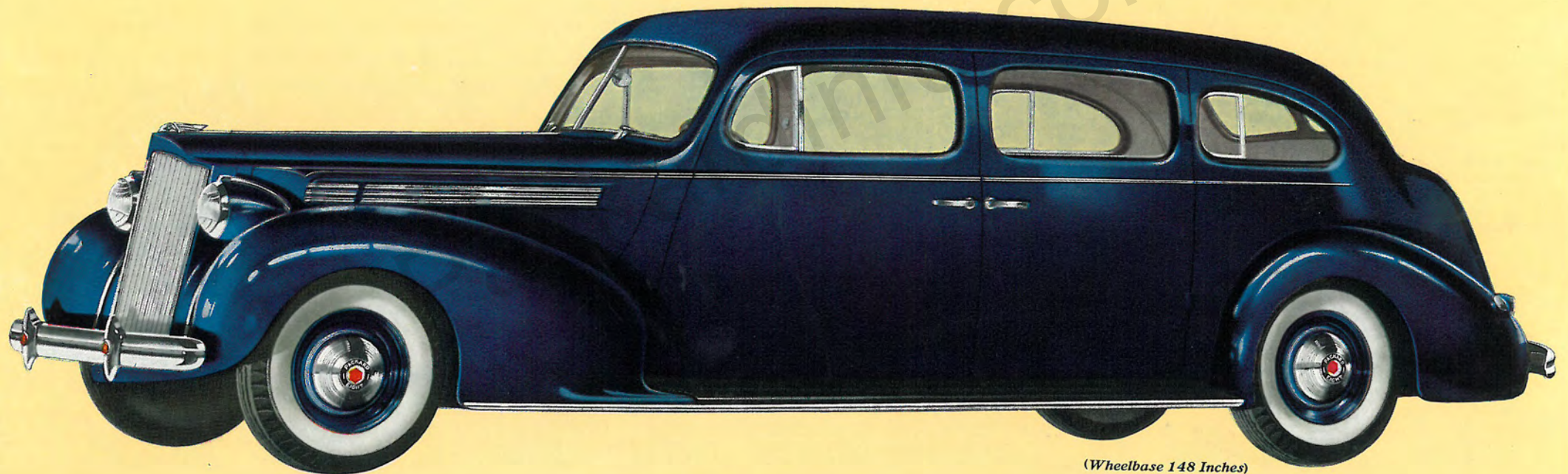


Y O U ' L L P I C K I T F O R I T S E A S Y H A N D L I N G !

P A C K A R D



O N E T W E N T Y



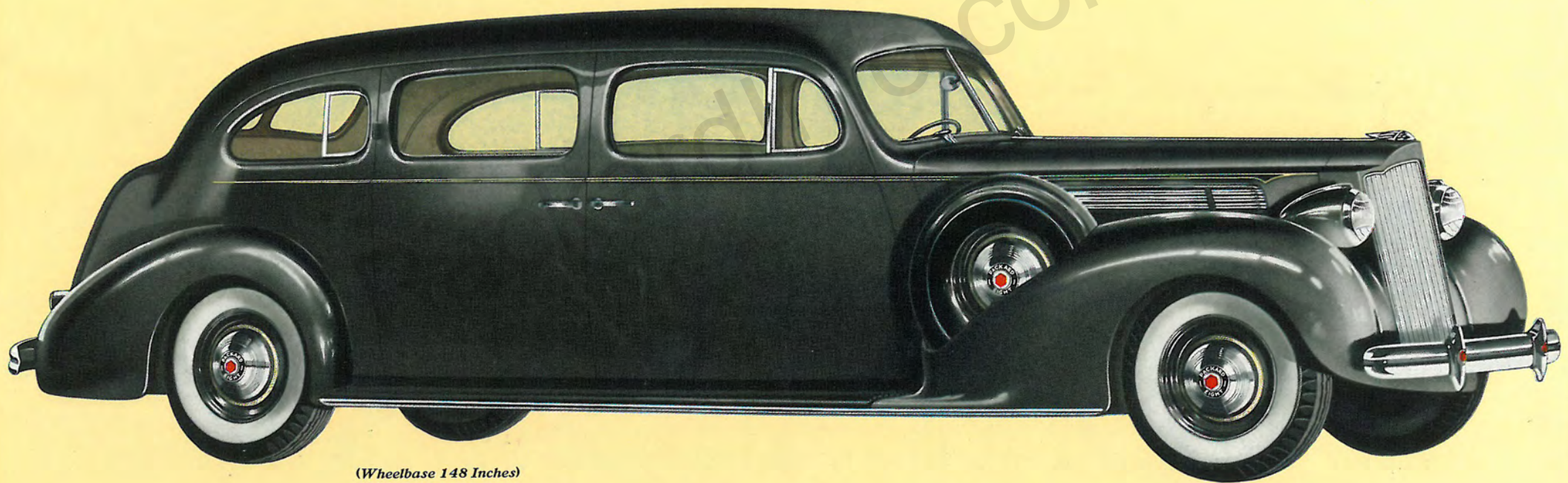
(Wheelbase 148 Inches)

Y O U ' L L P I C K I T F O R I T S I N H E R E N T S A F E T Y !

PACKARD



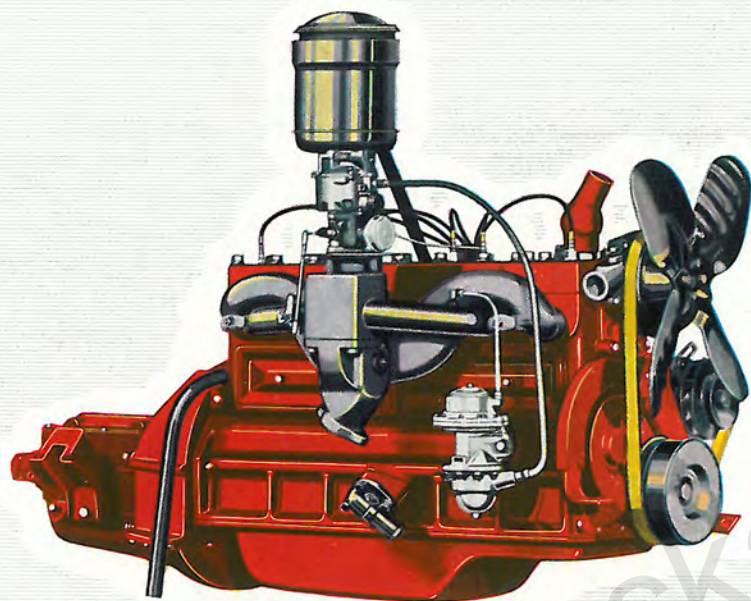
ONE TWENTY



(Wheelbase 148 Inches)

YOU'LL PICK IT FOR ITS FINE PRECISION!

The New 1939 PACKARD SIX



MASTER MOTOR BUILDERS gain added prestige with this new T & T engine for the new 1939 Packard Six. Long years of building engines of various types for various needs give Packard the specialized knowledge to meet today's requirements of Traffic and Travel with this T & T design. Its bore is $3\frac{1}{2}$ ", stroke $4\frac{1}{4}$ ", displacement 245 cubic inches, and horsepower 100 at 3200 r.p.m. Taking the most popular form of engine currently built, the six cylinder, Packard here perfects its overlapping power impulses into Traffic or Travel smoothness scarcely expected from multi-cylindere engines. And this, with the economy of a Six!



S I X



ITS BETTER QUALITY!

Nearly half its business from ranks of cars costing far less

Who buys the Packard Six? Analysis of cars currently traded in shows that *nearly half* of those purchasing the Packard Six formerly owned cars listing among the seven lowest priced makes sold today! With these cars, if of average value, equalling the down payment, many enjoy Packard ownership at no cash outlay; and with the balance retired in convenient monthly payments. Too, many find costs of driving and owning the Packard Six no more than for the cheaper makes traded in. Whatever the car you drive, why not let these facts lead you to the pleasures of a Packard Six?

CARS TRADED IN FOR THE PACKARD SIX

HIGH PRICE
BRACKET



MEDIUM PRICE
BRACKET



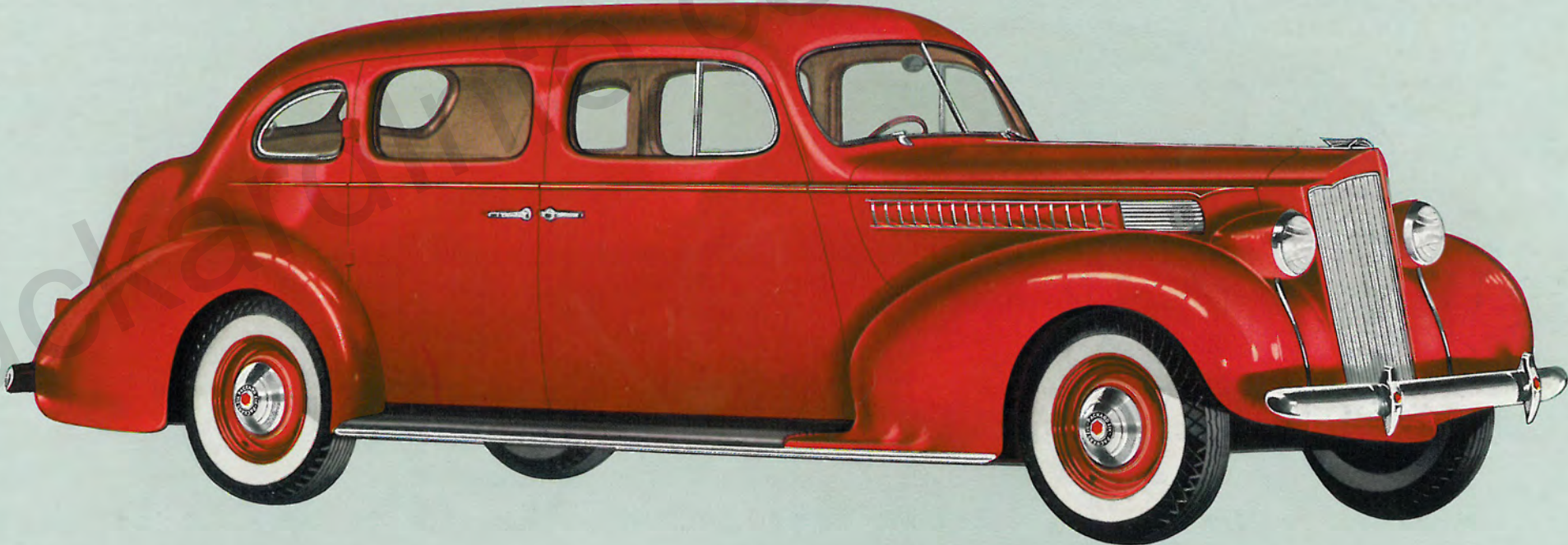
LOW PRICE
BRACKET



P A C K A R D

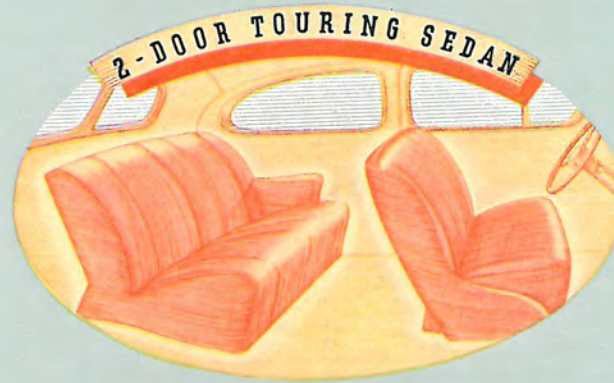


S I X

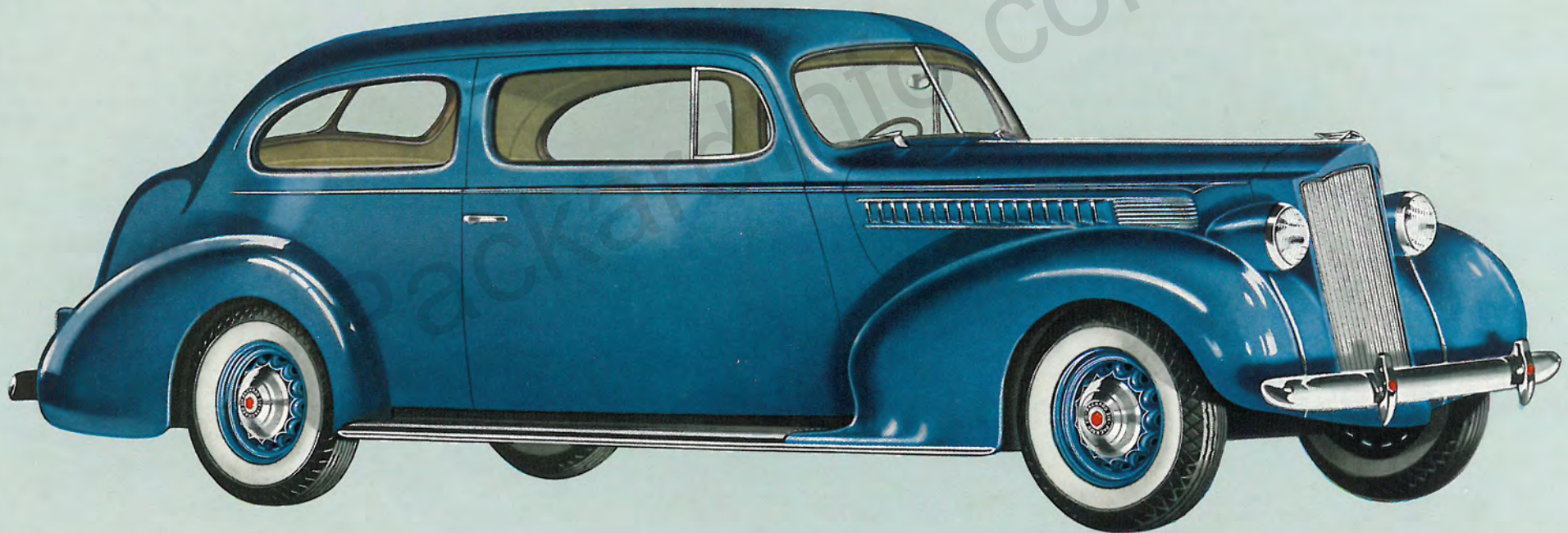


YOU'LL PICK IT FOR ITS BETTER QUALITY!

P A C K A R D



S I X

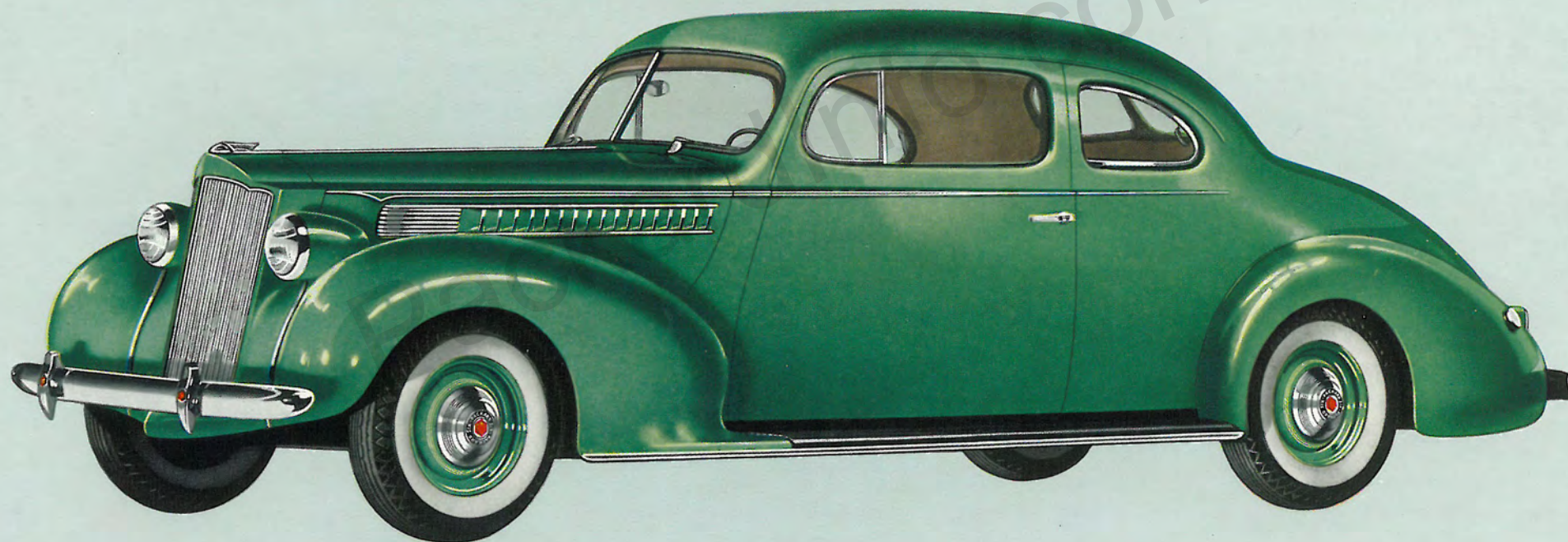


YOU'LL PICK IT FOR ITS SURPRISING ECONOMY!

P A C K A R D

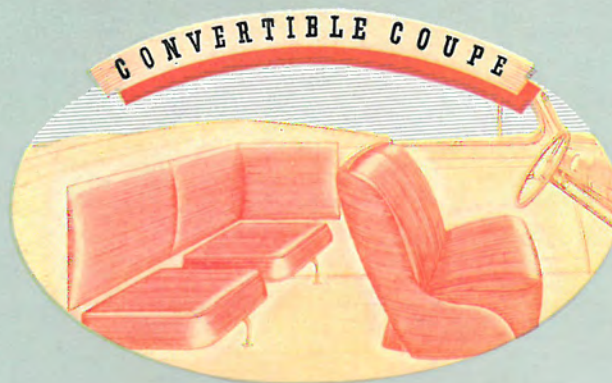


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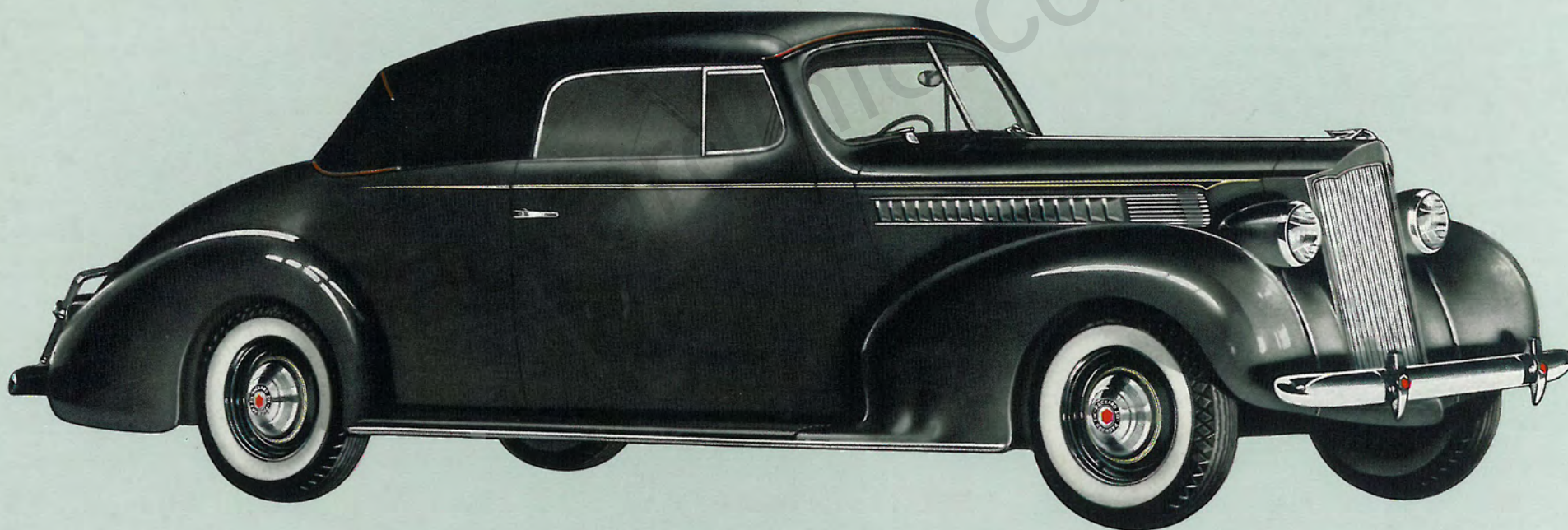


YOU'LL PICK IT FOR ITS FAMED TWO LIVES!

P A C K A R D

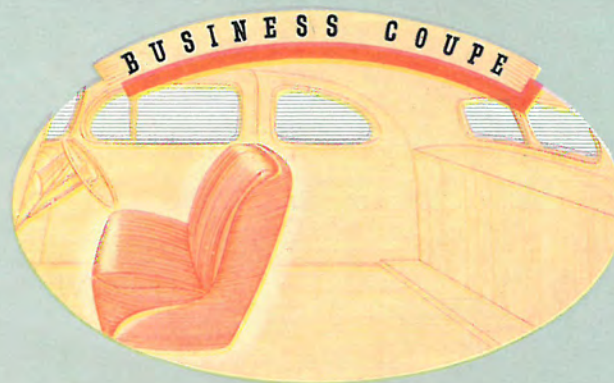


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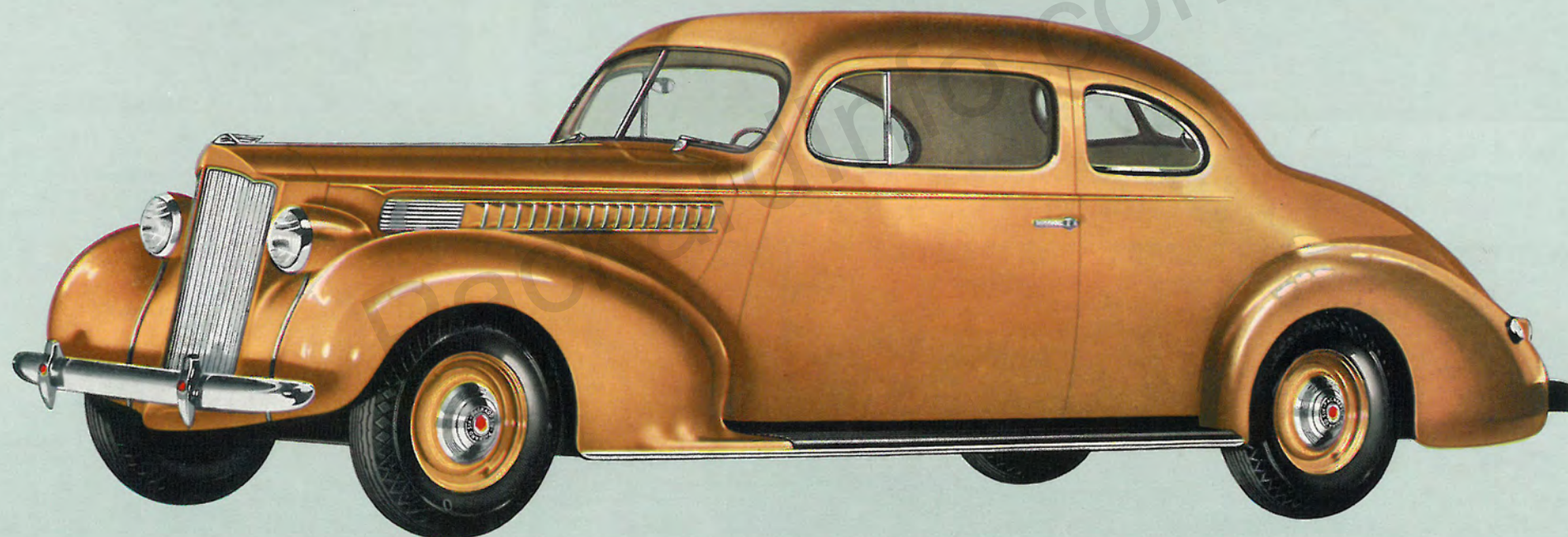


YOU'LL PICK IT FOR ITS 40-YEAR BACKGROUND!

P A C K A R D



S I X



YOU'LL PICK IT FOR ITS LOW OWNING COSTS!

You'll pick it for its *Enduring Beauty*



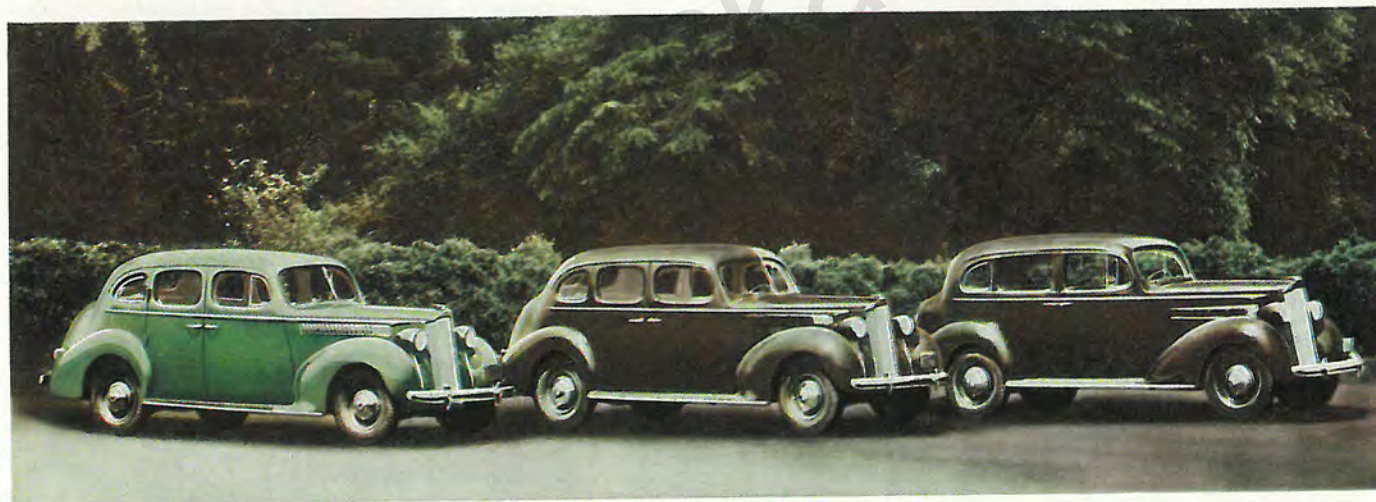
New grace, new charm—but ever the ageless Packard lines! That is the styling formula for the 1939 Packards. From radiator to rear end it beautifies and enhances the car.



Once a fad but now a feature is the Concours d'élégance or motor car beauty contest on the Continent. Here is where Packard beauty wins the real tribute of trophy awards.



When prominent visitors get public welcome, what car leads the procession of public acclaim? Usually, the beauty of a Packard places it out in the forefront, position of honor.



A daring picture: which is the old, which the new? Packard beauty has long protected the owner's investment by the enduring identity of its styling. Passing whims find no part in Packard design, for Packard knows that outmoded appearance can cause greater depreciation than mechanical wear. In this light—an important one—what other car dares face this test?



As the classic contour and proportion of enduring architecture lasts for years, so the pure beauty of Packard lines has long ranked first in the hearts of motorists everywhere.

IT WOULD take many a picture and much print to depict all the luxury touches with which the Packard One Twenty and Six are endowed. Judge, then, this page as only part of Packard design for luxury. For wherever your gaze falls, luxury greets the eye, and wherever you stretch hand or foot, luxury conveniences are there to rest and relax you.

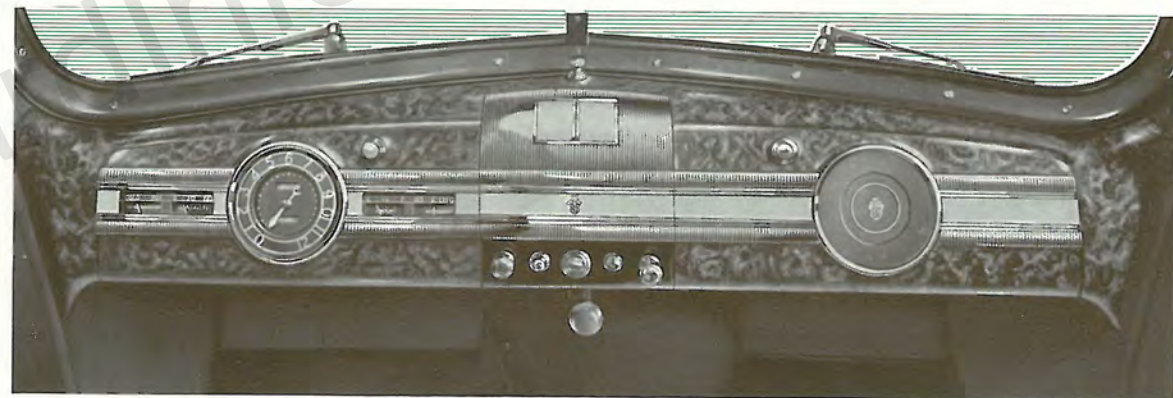
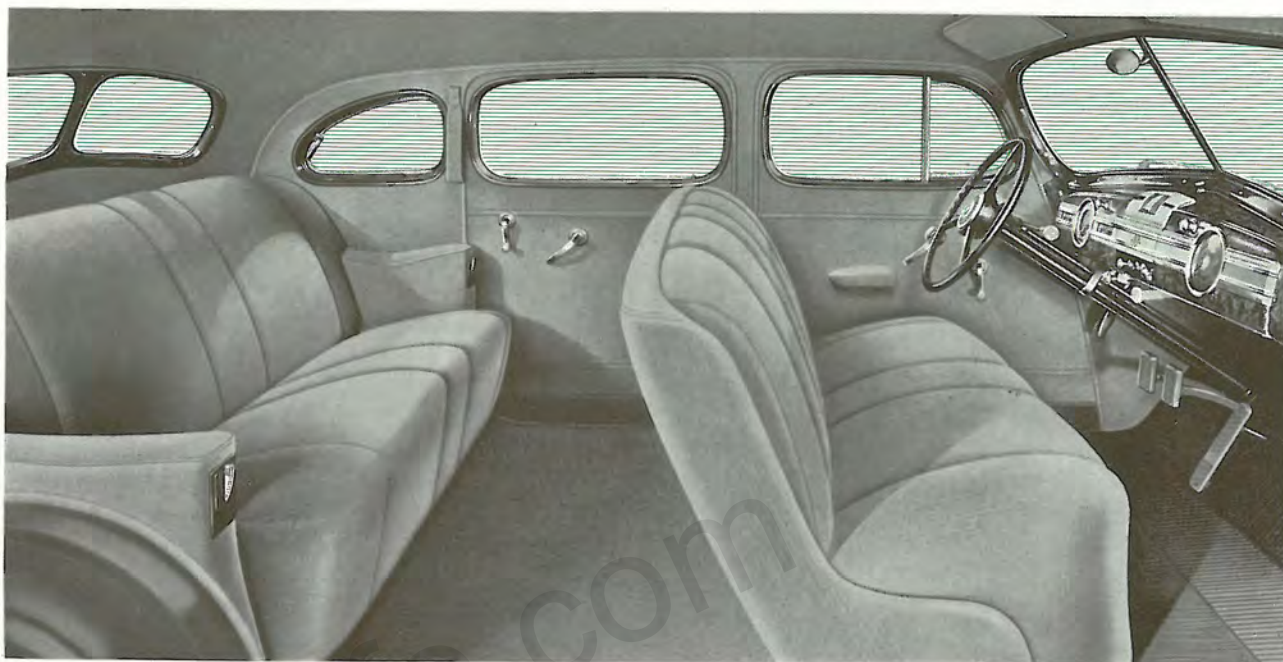


Above—Your choice of rich broadcloth or fine Bedford cord is tailored in a trim style distinctive to each car, 120 or Six.

Invitation to luxuriate! If you like luxury, picture yourself in this interior. Here is luxury of room, luxury of comfort, luxury of good taste. In front or rear compartment, the glint of polished chrome—the color depth of burled walnut graining—the tailored dignity of trim—all bespeak Packard styling.



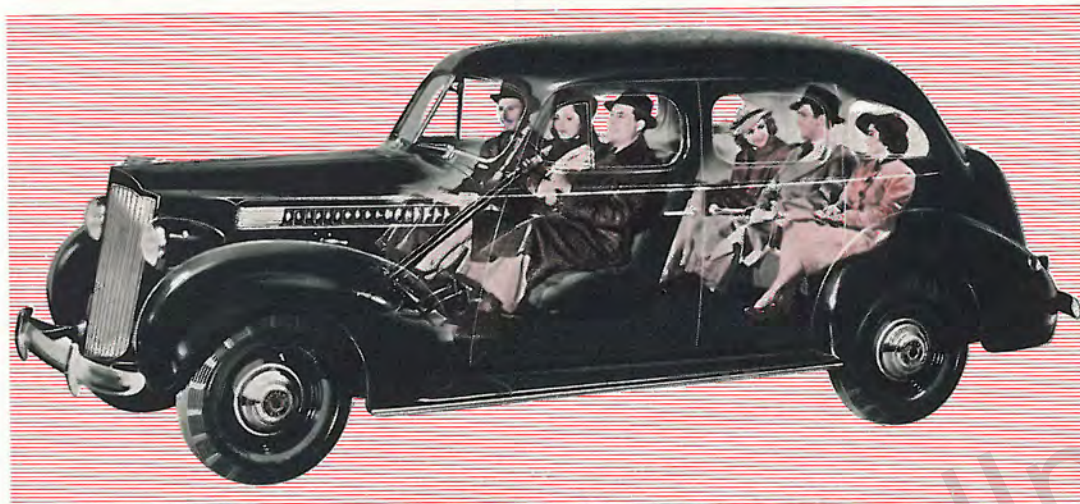
Right—A design as pure and chaste as some fine piece of silver gives tasteful beauty and sparkle to interior fittings.



Why do Packard stylists expend so much thought and care on the instrument panel? Because it is there in fullest view whenever the driver takes the wheel. Dials are clear, legible and indirectly lighted by a rheostat switch ranging from soft to bright. Controls are conveniently at hand. And all is done in a luxury blend of arrangement with artistry.

You'll pick it for its *Real Luxury*

You'll pick it for its *Solid Comfort*



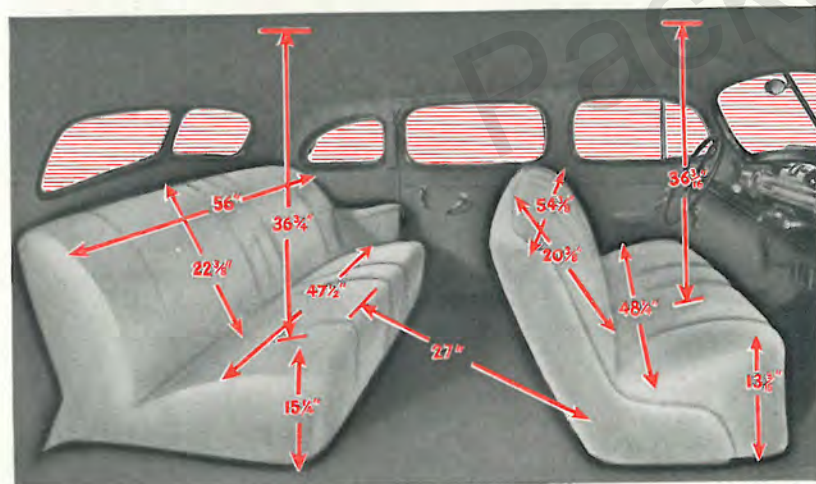
Room in abundance for SIX adults is provided in sedan bodies. Hip-room is unusual in the rear seat—the front cushion, wider still. Elbow-room is proportionately wider than hip-room. Shoulder-room, a most important measurement, is exceptional.



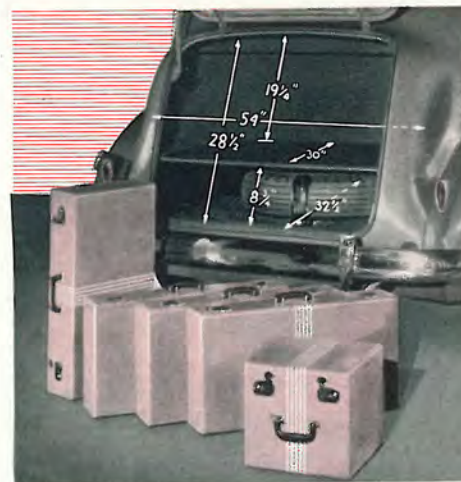
Handshift, one among many Packard innovations, increases comfort. It clears the floor, granting more room for three in front.



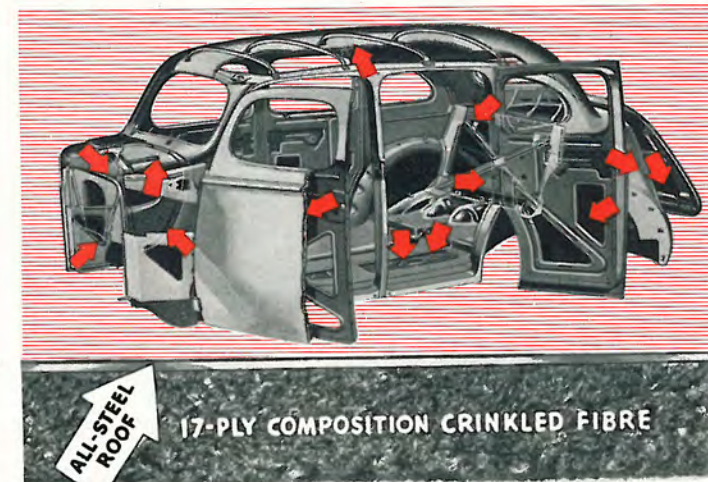
No need to crawl crabwise into a Packard body! Doors are high and wide, so you enter and leave in easy comfort.



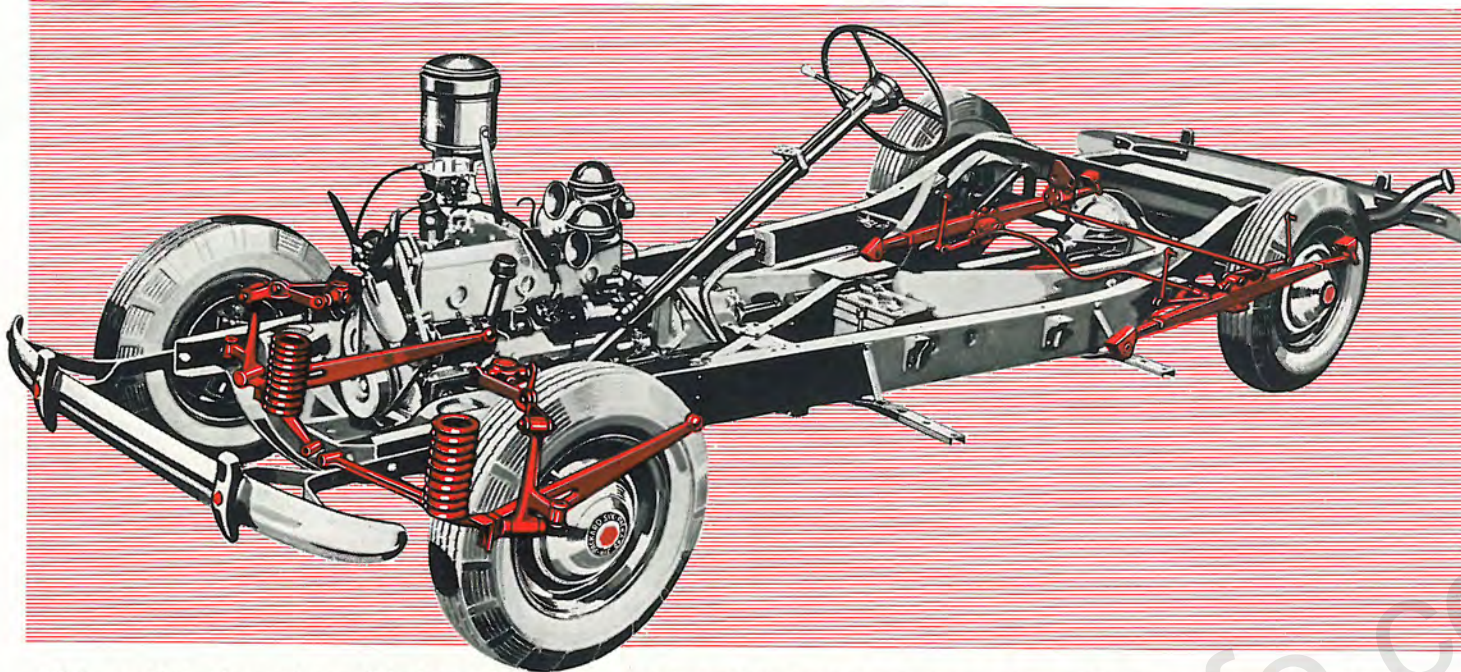
Lay a tape measure along length, breadth or height of the Packard body. Check leg-room, seat width, roof height—any dimension you choose. Note these figures for comparison, because here are dimensions that challenge any for roominess. In a Packard Sedan body six are company, not a crowd.



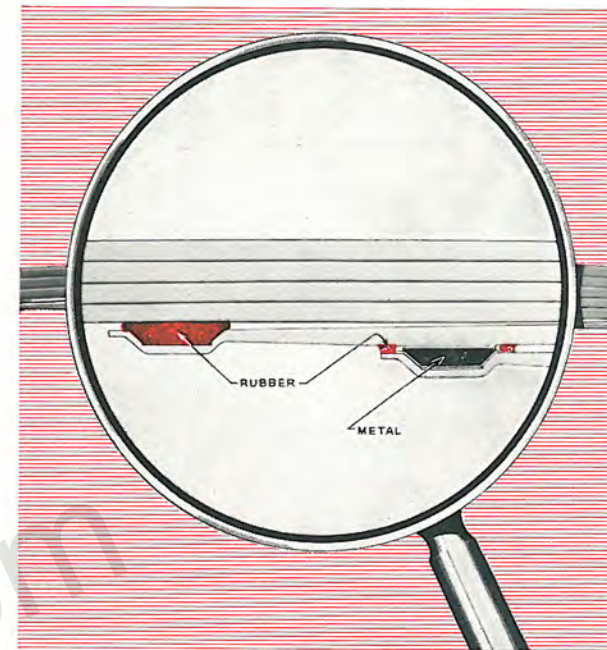
Trunk space of nearly 15 cubic feet holds luggage enough for a cross country trip. The Packard One Twenty with fender wells has more than 21 cubic feet of usable space.



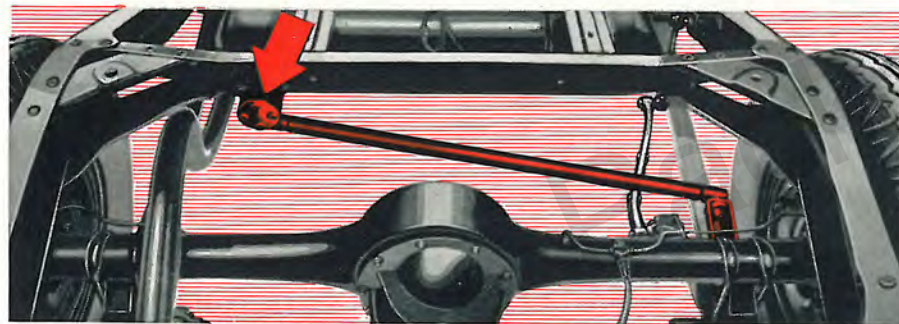
Packard comfort is mental as well as physical. This is assured by sturdy steel body construction, insulated from noise, cold and heat at 14 strategic points. The roof, to give just one of many examples, uses heavy insulating material 17 plies thick.



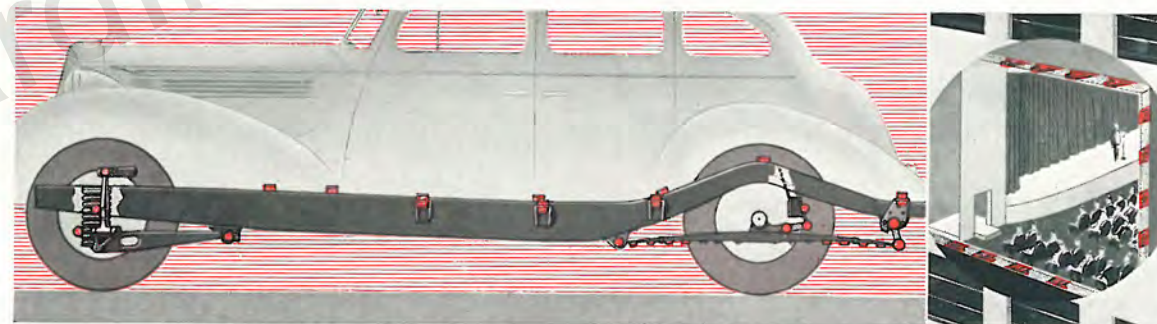
"The gentlest ride on the road" is due to developments exclusively Packard, found on no other motor car in the world. In the front, the famous Safe-T-fleX suspension cushions road shocks in flexible coil springs guarded by giant steel torque arms. In the rear, special springing, opposed arm shock absorber mountings and a transverse stabilizer bring a new riding and handling ease.



Had you a magic eye to see between the rear spring leaves, you would find inserts of lifetime rubber and a special alloy giving a new controlled resilience to springing.



How many shock absorbers has a motor car? Four, generally. Yes, but in the new Packard One Twenty and Six a FIFTH one absorbs the crosswise motion of road jolts. By helping to stabilize the rear end, it also increases steering security.

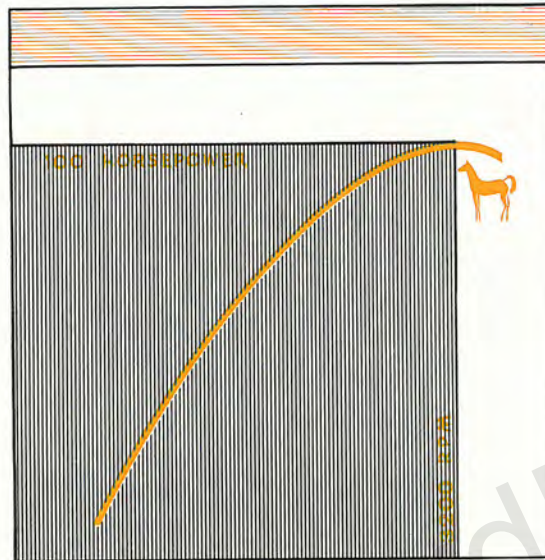


Like the suspended studios of modern broadcasting stations, the Packard body is TRIPLE rubber insulated from outside noise and shock. First break: the large rubber tires. Next: suspensions front and rear are rubber insulated from the frame. Last: rubber impregnated pads separate frame from body at the mountings.

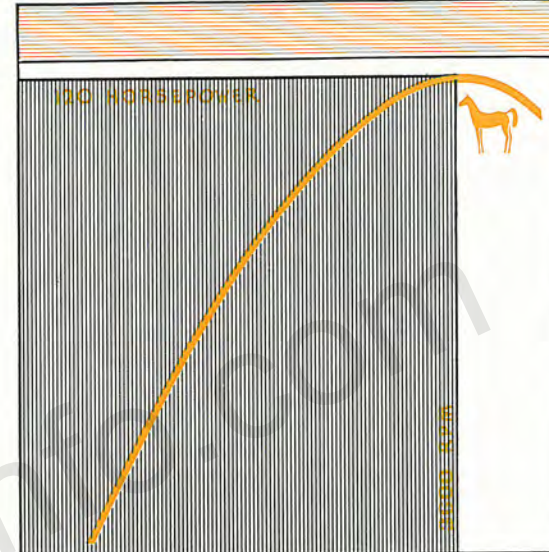
You'll pick it for its *Gentle Ride*

You'll pick it for its *Smooth Performance*

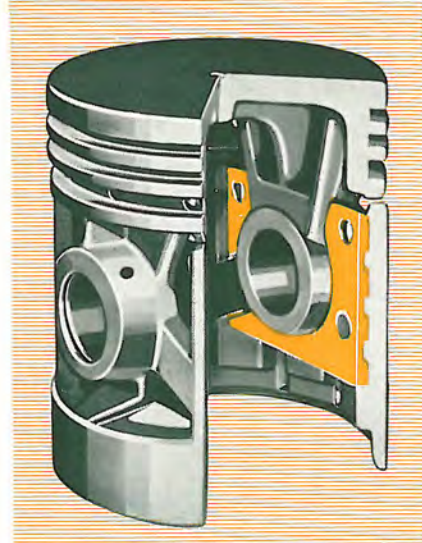
BOTH Traffic and Travel exact a demanding performance, and performance is no slight quality of the new Packard T & T engine. But things that make up this Traffic and Travel performance are many and varied. To Packard, however, the whole is always more important than the feature. Hence, the performance attributes pictured here are only a few among many that cause the T & T engine to give velvety smoothness in Traffic or Travel.



100 horsepower—surprising in a car of its size—is the silky output of the clean lined, thrifty Packard Six T & T engine. It has a pleasing economy.



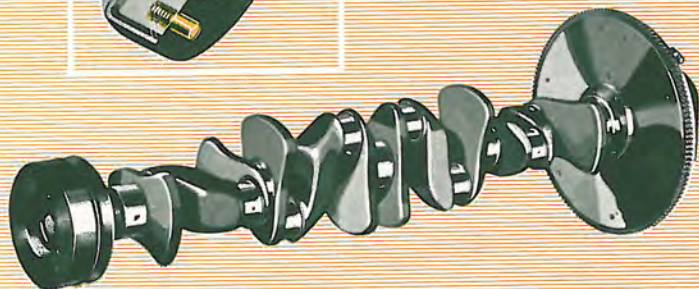
120 horsepower—delivered with the satin-smooth flow of an Eight—is yours in the big T & T engine of the Packard 120. Its fuel use is amazingly low.



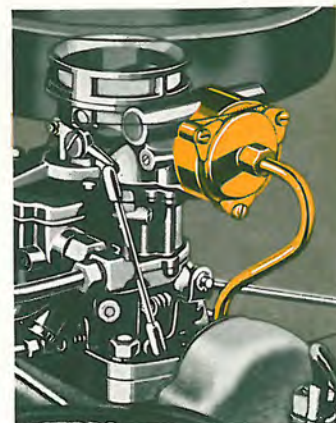
Autothermic pistons of aluminum alloy maintain correct fit and full compression whether engine is cold or hot.



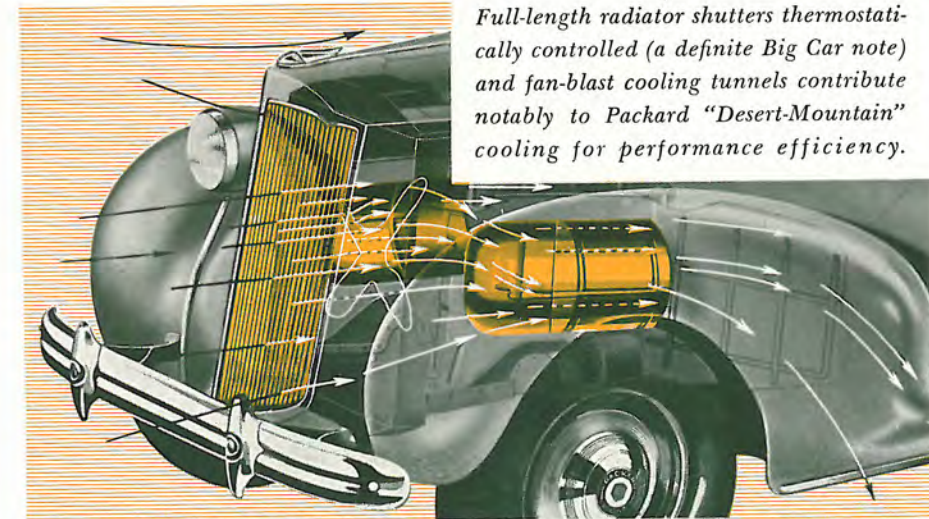
This vibration damper—exclusive to Packard—absorbs torsional quiver in the crankshaft.



Packard crankshafts are heavy forgings with integral counterweights. They are 100% balanced and main and crankpin bearings overlap, serving to further stiffen the shafts and smooth out engine vibration.



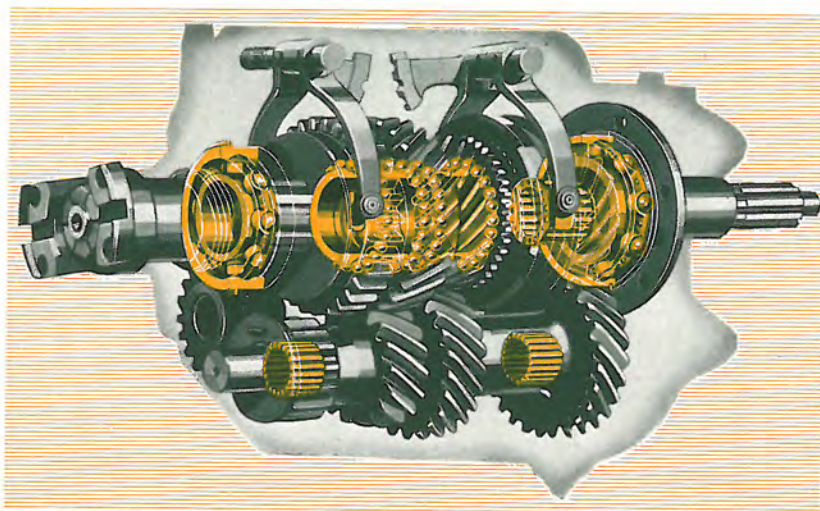
Modern Packard design specifies automatic choke to shorten warm-up and save gasoline.



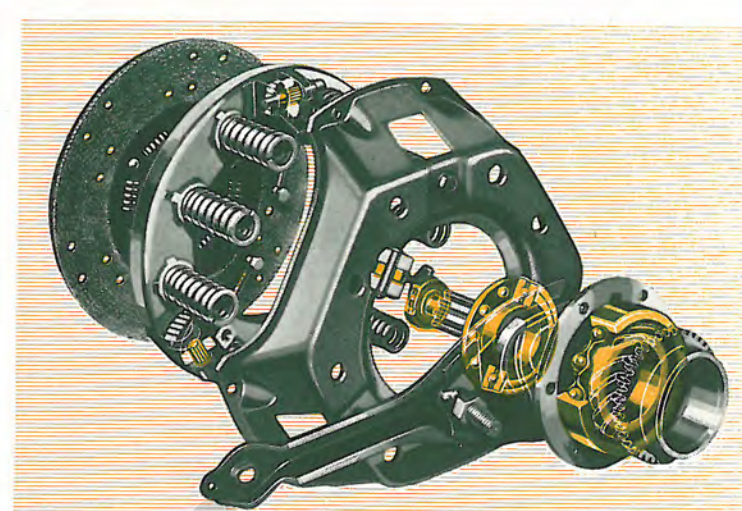
Full-length radiator shutters thermostatically controlled (a definite Big Car note) and fan-blast cooling tunnels contribute notably to Packard "Desert-Mountain" cooling for performance efficiency.



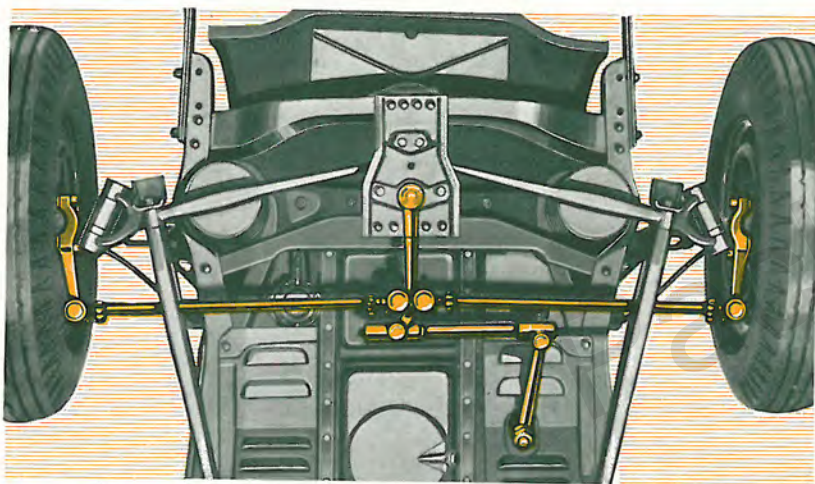
Handishift puts the gear change lever on the steering column, closer to hand for quicker operation. Shifting is easier.



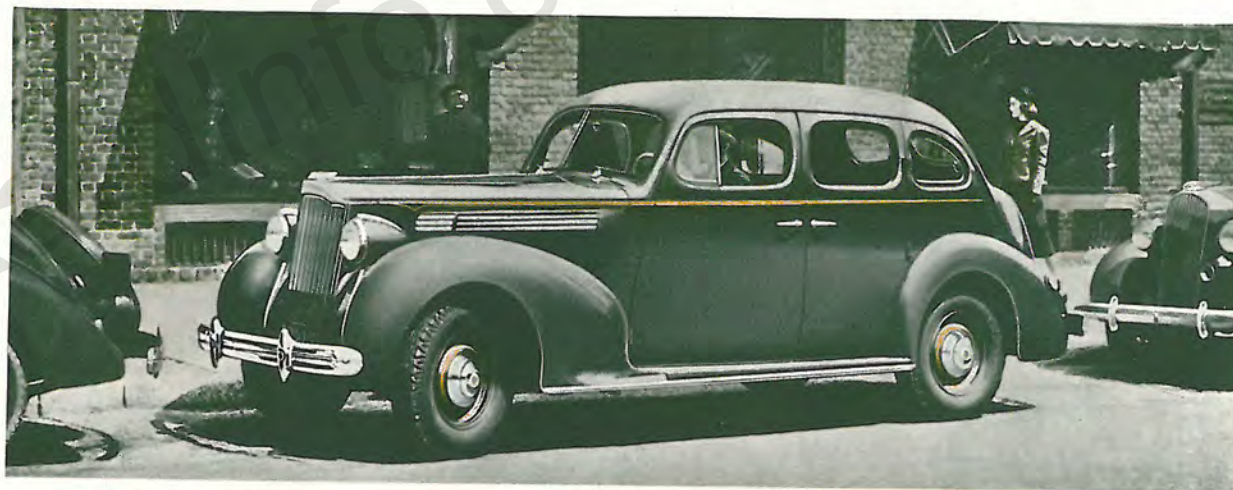
The new Unimesh transmission—a design borrowed from the Packard Twelve—is heavier and now numbers nine ball and roller bearings. Gears are in constant mesh, so shifting becomes quieter, easier than ever.



Centrifugal force skilfully used eases the operation of the Velvetouch clutch. The mere weight of the foot seems almost enough to operate it. A lavish use of bearings certifies its quality construction.



Packard Harmonized Steering allows independent wheel movement in following road irregularity without transferring shock to the steering wheel. Mounted on anti-friction bearings, light action results. It FEELS surer!

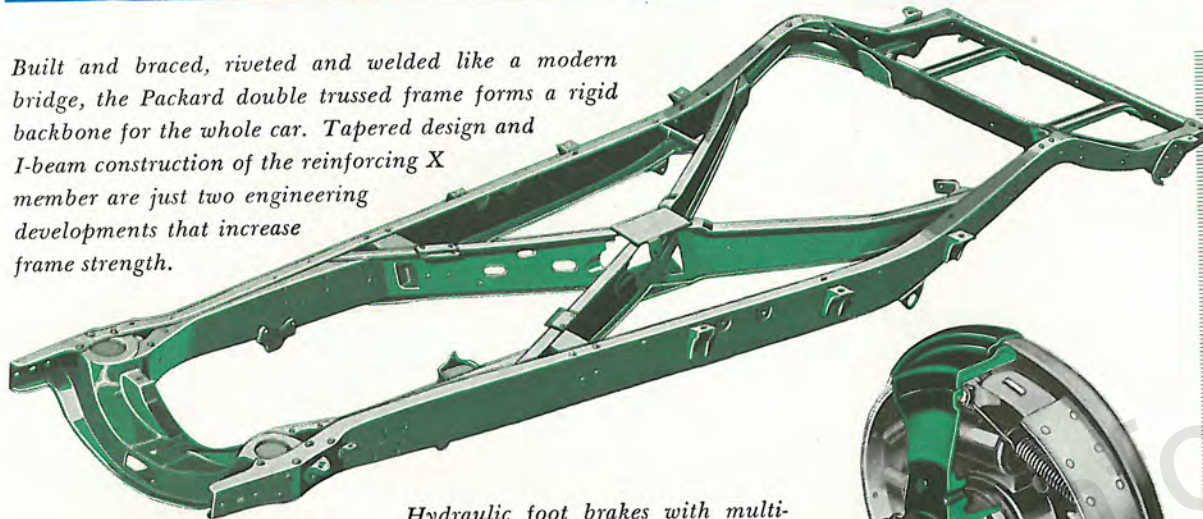


When you ask the man who owns one why he picks a Packard to drive, the answer is as much its easy handling as its beauty and prestige. Its balanced design of quality parts requires only a feather-light touch for starting, stopping, turning, parking. Truly, the privileged place is at the wheel.

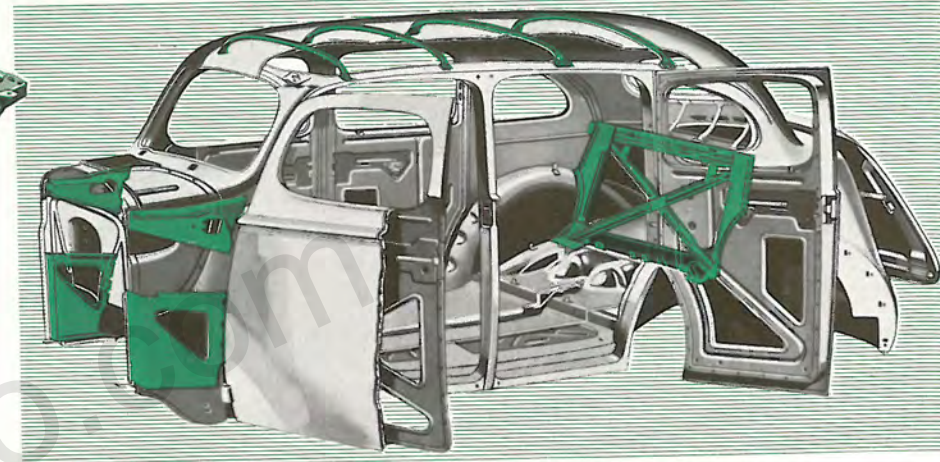
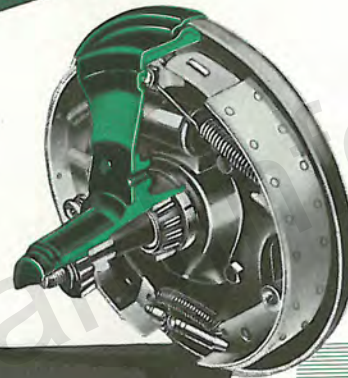
You'll pick it for its *Easy Handling*

You'll pick it for its *Inherent Safety*

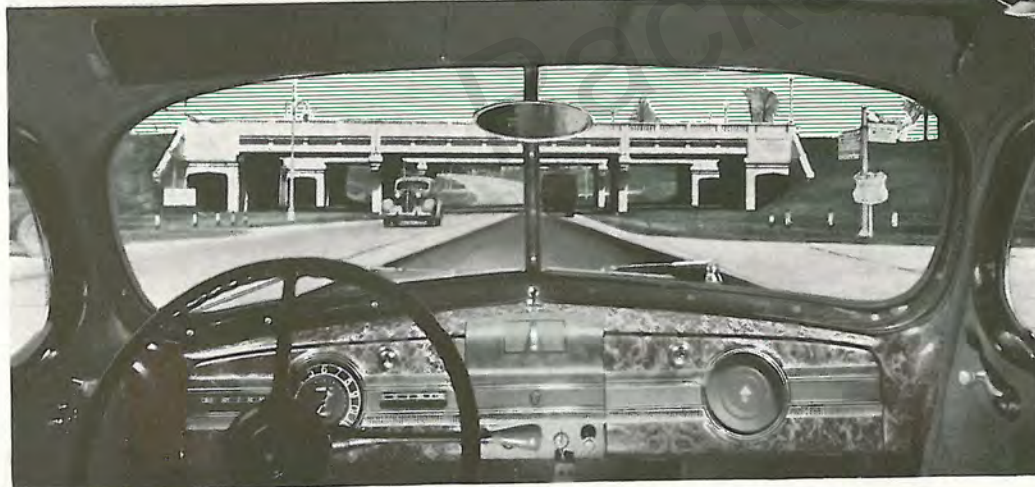
Built and braced, riveted and welded like a modern bridge, the Packard double trussed frame forms a rigid backbone for the whole car. Tapered design and I-beam construction of the reinforcing X member are just two engineering developments that increase frame strength.



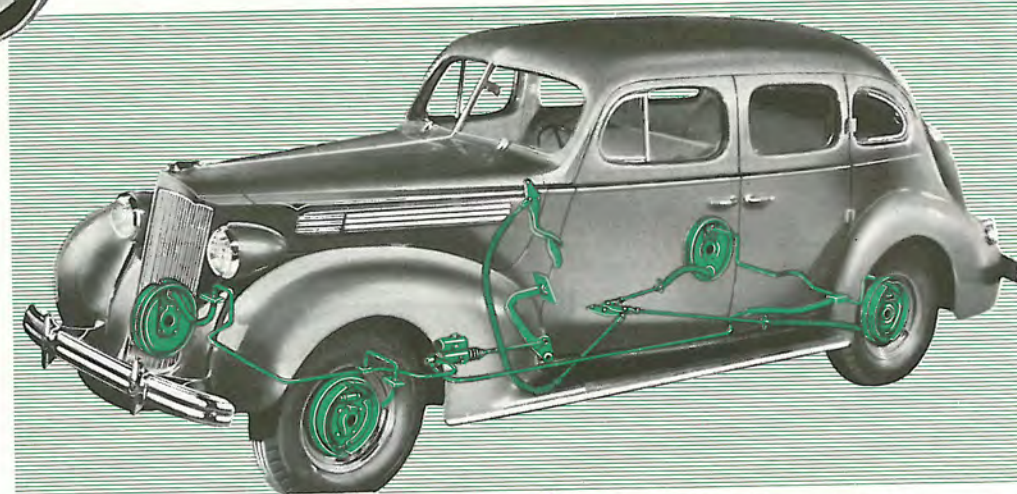
Hydraulic foot brakes with multi-sealed centrifuse drums offer swift, sure stopping power for this big car.



Solid steel reinforced with steel! That is Packard body design. Four sturdy braces stiffen the cowl. The big steel roof is cross lined with steel bows and braces. At rear, rigid X arms prevent weaving.

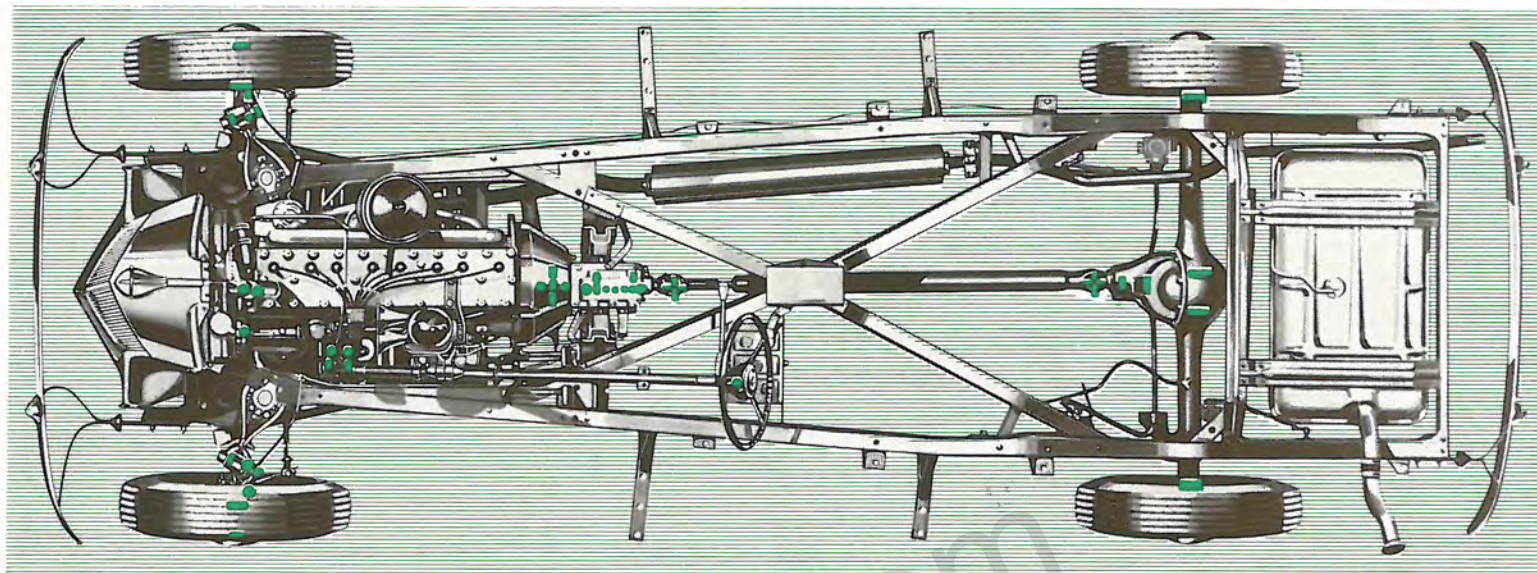


Enter a Packard and note how wide, how deep, how high your vision is. The windshield has exceptional height, 13½ inches—and the cowl bar is so low that even short-statured drivers can see clearly. The slant and vee of the windshield help reduce glare, and its front pillars are kept narrow.



The wrapping action between shoes and drums of Packard Servo-Sealed hydraulic brakes increases brake pressure, thus lightening pedal effort. Another safety precaution is a second braking system—independent and mechanically operated. A pistol grip, swung conveniently under the cowl, sets them.

ECONOMY, to Packard, means more than "how far on a gallon of gas" and "how long on a crankcase of oil." In these respects Packard yields to no car of comparable power and size. In fact, challenges some smaller ones. But Packard economy goes deeper—to the fundamentals of car design. Here, in its engineering drafts, freedom from service need—quality parts—their ready accessibility—are designed into Packard One Twenty or Six. Thus, 248,212 owners have found Packard long life more than a proverb, Packard economy more than a promise.



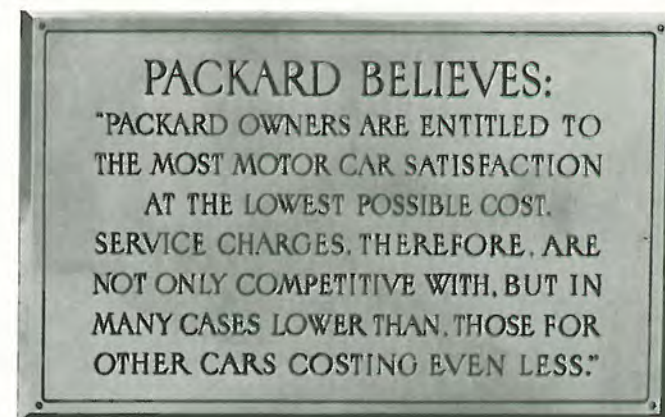
At 48 points throughout the chassis costly ball and roller bearings function like the jewels of an expensive watch. No other car can match this Packard quality count—some score only half as many. In combination with 24 other bearings of lifetime rubber this "jeweled movement" means longer life to the chassis, fewer points to lubricate.



So confident is Packard of its service-free design that it flat rates routine operations most frequently called for, on a low cost coupon book basis.



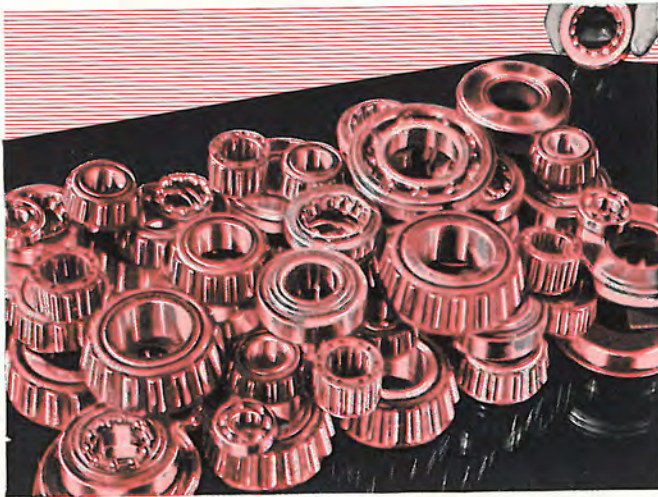
The smooth balance of a better design, the thriftier operation of the new T & T engine grant a fuel economy amazing in view of Packard size and power.



The Packard creed is that of after-sale interest in the owner. Service charges, for example, you may prove competitively low before you even buy your car.

You'll pick it for its *Surprising Economy*

You'll pick it for its *Better Quality*



Good index of a motor car's quality is its number of ball and roller bearings. Packard uses these 48. How does any other car you may be considering compare in this value?



Wear and tear that would take an owner years to subject his car to, are poured on the test Packard in just a few weeks over rough roads actually kept in bad repair by men hired for that sole purpose. Seldom would you strike such travel.



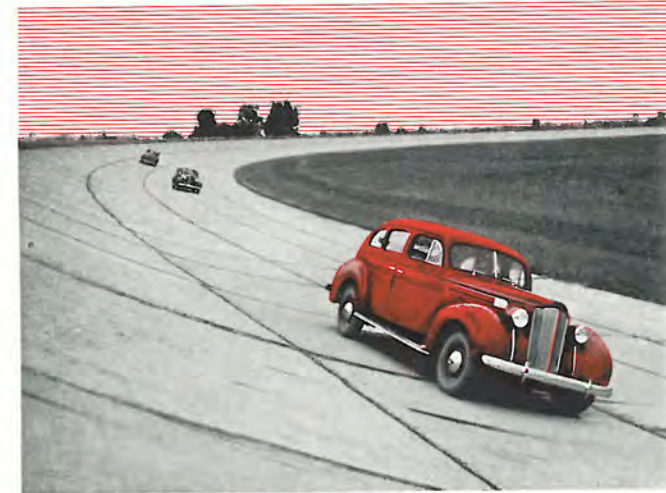
Basic quality gets the industry's greatest test. At any time, without warning, production cars are "kidnapped" from the shipping line for Proving Grounds check. Quality comes first.



Twisting and turning, careening around curves on loose gravel, mile after mile day in and day out, Packard proves that Packard quality is not only designed into each new model but built into production cars. Testing is constant.



In these Packard test fields—this one a sand pit—the car under scrutiny plows through its paces to prove the quality in every part of engine, chassis and body. It has to "take it."



The Proving Grounds boast one of the world's fastest tracks—and all for the test and proof of quality in but one make of motor car: Packard. On it, many a car runs 25,000 to 50,000 miles under tests. Durability gives its answer.

FORTY YEARS ago at the turn of the century, Packard entered the infant automobile industry. Born a fine car, to serve fine people, it has consistently maintained its birthright through ensuing years. Today as in days of the past, the name Packard is synonymous with all that is fine in precision manufacture. Improved methods, the advance in automotive ingenuity, have called for steady progress in Packard manufacture to maintain its leadership as a fine-car factory. Without exaggeration it is the focal point of interest for those who know precision building. In the mile-long Packard plant visitors find, at every turn, special machinery and special methods which insure a continuance of the "Quality First" motto that has helped build Packard reputation. This limited space allows only a scattered few of the constantly improved processes that make Packard precision a byword of quality.



Harnessing the accuracy of electricity is another development for fine measurement. It is used here in checking diameter of cylinders.



How tight is tight? This precision wrench for tightening connecting rod nuts knows accurately. A gauge measures the proper tension.



Packard has more facilities for precision manufacture under one roof than any other fine-car maker. Above, its own stamping mill.



Body building, too, with such special processes as painting door and trunk edges—most difficult operations—are Packard's own.

Reputation
THE man who builds and the man who buys are both beneficiaries of a good reputation. To the one it is a continuous spur and an incentive to the other the strongest of all guarantees that what he buys is worthy. We sometimes speak of winning a reputation as though that were the final goal. The truth is contrary to this. Reputation is a reward, to be sure, but it is really the beginning, not the end of endeavor. It should not be the signal for a let-down, but, rather, a reminder that the standards which won

President Macauley's REPUTATION, most widely read Packard booklet ever printed, sums up the Packard policy of precision building.



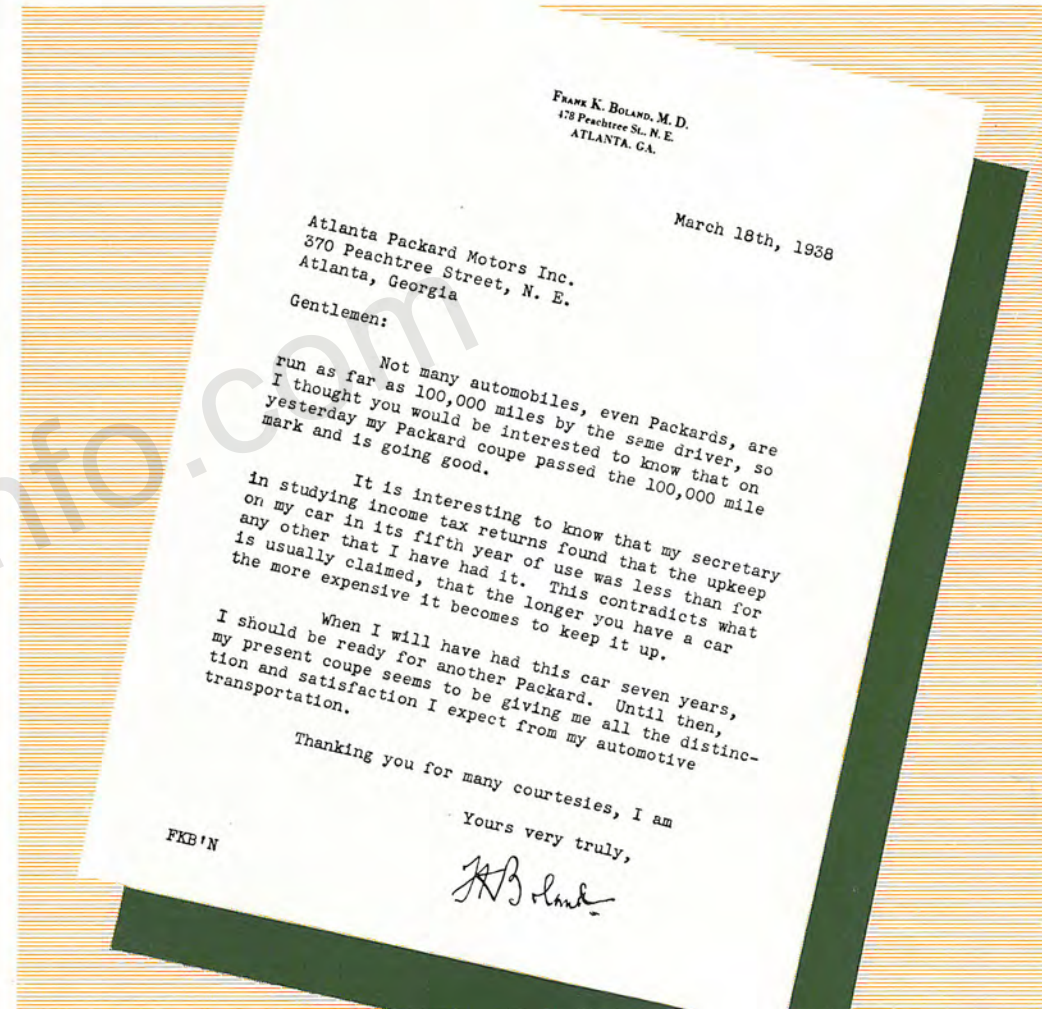
The Supreme Court of all measurement is this superaccurate light ray machine which checks gauges to a tiny millionth of an inch.

You'll pick it for its *Fine Precision*

You'll pick it for its *Two Lives*



LIFE NO. 1—How old is this Packard? Even a motor car expert would have difficulty in calling its year. And in the hail it gets from the doorman is exemplified the prestige of Packard identity. Down through the years the "life lines" of radiator and bonnet have established the grace of Packard design. Modern styling enhances its beauty in trend with the times. But no ruthless change has brought to Packard owners drastic loss through rapid style depreciation.

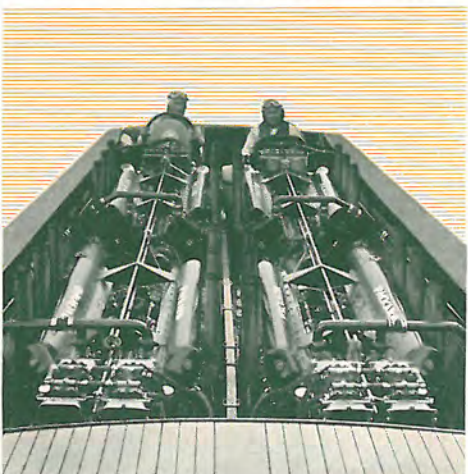


LIFE NO. 2—Matching the enduring identity which has characterized Packard design for so many years, is a long mechanical life. This mechanical excellence is not built upon a few well advertised features but upon a well rounded out automotive mechanism. It springs from quality design and workmanship exclusively Packard. And it brings from Packard owners many an evidence such as the one above, of the years of dependable motoring they enjoy through Packard long mechanical life.



Enshrined in the Packard Laboratory at Lehigh University is the old 1899 Model A Packard, beautiful then and still able to run under power.

Added claim to the title—Master Motor Builders—came with the creation of mighty engines for Gar Wood's record breaking "Miss America X."



Back in 1904 Packard set the well loved lines of radiator design that present styling keeps modern—keeps the car looking like a Packard.

The long list of "Famous Packard Firsts" embraces engineering inventions and developments now found on practically every motor car built.



Building its own bodies in production dates with Packard to this 1907 model, first enclosed body built in quantity for an American motor car.

Not only is Packard acceptance widespread at home but, abroad, Packard has long exported more truly fine cars than any other maker.



Remember the wartime Liberty Motor? A wealth of engineering experience made Packard its co-designer. Then as now, Packard testing was ingenious.

Through the gateways of more than 1000 distinguished families, Packards have passed continuously for 25 years or longer—an unparalleled record.



You'll pick it for its *40-Year Background*

You'll pick it for its *Low Owning Costs*

WHATEVER the make of car you now own or the model you may buy, it carries certain definite expenses of ownership. If you were to keep a set of books for these car costs you would open eight accounts. These are: *license, insurance, garage, tires, gasoline, lubrication, repairs and depreciation.*

Today, 248,212 Packard One Twenty and Six owners could testify they found these costs no more for their Packard than for lesser cars. And they found, as well, that they could keep their Packards longer—for a Packard has long been a Packard in prestige, in styling and in mechanical excellence.

C O S T

C O M P A R I S O N

1. LICENSE



Does it cost any more for the license plates on a Packard than on any other car? If your state has blanket requirements, the cost for Packard is the same. If on horsepower or weight, then your license may cost a dollar or two more a year—a few cents a month.

2. INSURANCE



All careful motorists protect their investment with insurance. Property damage and public liability insurance costs are the same for all. Collision insurance costs may be slightly higher for Packard but this is often offset by a substantially lower fire and theft rate.

3. GARAGE



No matter what make or model of car you buy, the cost for garage space is the same. Very few would think of leaving a new car on the street all night where it would be exposed to the weather, a likely object for theft and liable to damage.

4. TIRES



Tires of the same size cost the same on whatever car they are used. But, due to Packard engineering, to car balance, to Packard exclusive Safe-T-fleX front and rear suspension, longer tire life for Packard tires may be confidently expected.

C O S T

C O M P A R I S O N

5. GASOLINE



Of course, the cost of gasoline per gallon is the same for all cars. Unbiased tests have proved that the new 1939 Packards with their new thrifter T & T engines incorporating all modern features, give as good or better mileage than other cars of like size and weight.

6. LUBRICATION



Oil changes are necessary only every 2000 miles with Packard Six and One Twenty, and chassis lubrication (14 points on the Six, 15 on the One Twenty) is only necessary at 2000 mile intervals. Compare this with the usual 30 or more points to be greased every 1000 miles.

7. REPAIRS



What about repair charges? It is universally conceded that superior design and better workmanship in any mechanism assure longer life and greater freedom from maintenance. And Packard owners experience service charges as low, or lower, than for similarly priced cars.

8. DEPRECIATION



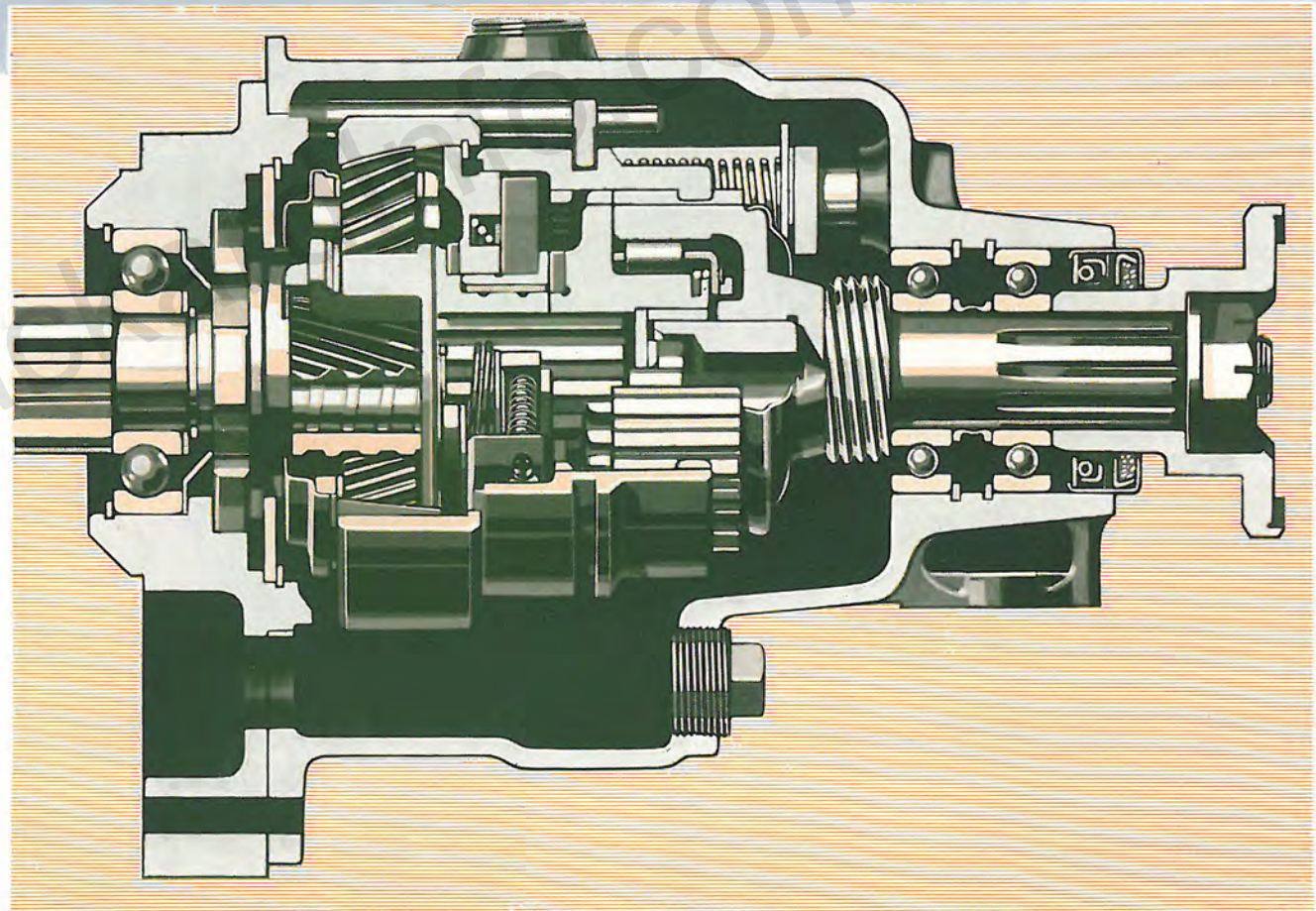
As many a motorist has learned, depreciation is more often a wearing out of style than a wearing out of parts. With its famed two lives, Packard scores a twofold win in any comparison of depreciation—greatest of all motoring costs.

AND IN ADDITION PACKARD NOW OFFERS* YOU:

(*OPTIONAL AT SLIGHT EXTRA COST)

New Econo-Drive

WHAT is Econo-Drive? A new standard of engine smoothness—new motoring economy—new cruising comfort are accomplished with the new Packard Econo-Drive Transmission. After years of experiment, test and development Packard now offers its new Econo-Drive available in either the new 1939 One Twenty or Six at slight extra cost. Econo-Drive provides a new fourth speed or cruising ratio at car speeds over 30 miles per hour—engine speed is reduced 27.8%—good reductions in fuel and oil consumption are effected—engine life prolonged. Econo-Drive is automatic in operation, is simple and easy to use. In a single step this modern feature provides a new measure of comfort, long life and economical operation.

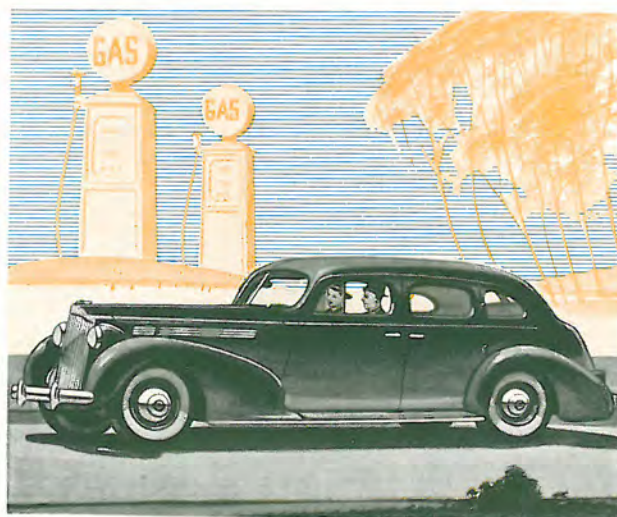




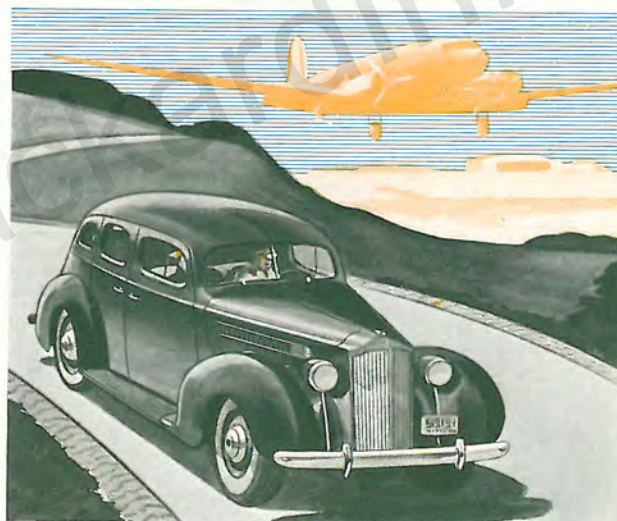
When a sudden burst of power is needed, pressure on the accelerator just a little beyond full throttle cuts in third speed and gives flashing acceleration.



At speeds below 20 miles per hour, Econo-Drive may be locked out *when accelerating slightly* by a control button at the driver's right below the instrument panel.



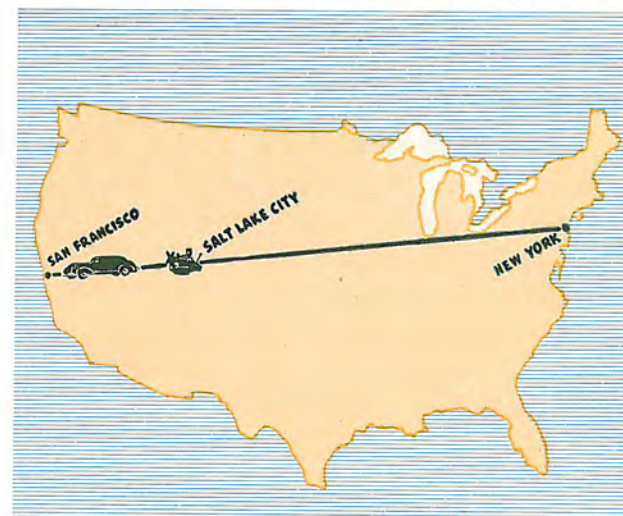
With Econo-Drive in operation gasoline savings up to 20% are possible, depending upon conditions under which the car is driven. It makes the pump look smaller!



There's a new thrill to driving with Econo-Drive—a new smoothness—a new quietness. High speed nerve tension disappears and long trips yield added new pleasure.



When driving on the highway even at high cruising speeds with Econo-Drive in operation, oil consumption is materially reduced. The quart assumes less size!



Because engine revolutions are reduced, engine life is increased. On this trip, according to r.p.m.'s, the engine stops at Salt Lake City while the car goes on to 'Frisco.

BRIEF SPECIFICATIONS

PACKARD ONE TWENTY

MOTOR—L-head type, 8 cylinders in line. High turbulence cylinder head. Autothermic aluminum alloy pistons. Bore and stroke $3\frac{1}{4} \times 4\frac{1}{4}$ inches. Piston displacement 282.05 cubic inches. Compression ratio 6.4 to 1. Actual brake horsepower 120 at 3600 r.p.m. Crankshaft weight 95 pounds. Neutro-poised, 3-point rubber engine mountings.

MOTOR LUBRICATION—Full pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, also to valve tappets. Oil filter standard equipment.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gauge. 21-gallon gasoline tank.

CARBURETION—Improved, duplex, down-draft carburetor; automatic choke; oil-bath air cleaner; automatic manifold heat control.

COOLING SYSTEM—Automatic, thermostatically controlled radiator shutters. Cellular radiator core; 18-inch fan. Fan-blast cooling tunnels. Ball bearing permanently lubricated and packed water pump. Cylinders completely surrounded by water. Valve cooling tube. Radiator capacity 4 gallons.

CLUTCH—Semi-centrifugal, air-cooled clutch. Single dry plate type 10 inch diameter.

UNIMESH TRANSMISSION—Quiet, synchronized, carburized, helically cut gears throughout. All forward speeds in constant mesh. Nine ball and roller bearings. Hand-shift gear shift lever. Econo-Drive, cruising gear transmission available at slight extra cost.

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

SUSPENSION—Complete Safe-T-flex effect in front and rear.

FRONT—Famous Packard Safe-T-flex independent front wheel suspension cushioned in pads of live rubber.

REAR—Semi-elliptical, leaf springs—54 x 2 inches. Rubber cushions and special alloy discs between the leaves. Rubber cored brackets and shackles. Double-acting shock absorbers mounted on axle; opposed

mounting. Roll control bar. New fifth shock absorber cushions ride harshness.

ELECTRICAL SYSTEM—Large capacity generator with voltage control. Vacuum spark advance; fuel compensator. Vari-beamed headlighting; tell-tale signal.

DRIVE—Hotchkiss. Through roller-bearing universal joints and 3-inch propeller shaft to hypoid rear axle.

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

CHASSIS LUBRICATION—Only 15 points on whole chassis that require lubrication at 2000 mile periods.

WHEELS AND TIRES—Disc wheels with 10-inch chrome hub caps. Tires 7.00 x 16 low pressure, 4-ply cord.

WHEELBASE—127 inches. 148 inches.

BODIES—All-steel body with one-piece steel top and steel floor. Special comprehensive insulation. Fifteen kinds of insulating material used. Safety glass in windshield and all windows. Defroster vents. Handsome upholstery selections. Sparkling hardware with tan-colored handles. Extra large luggage compartment. Large luggage space under rear deck of coupes, and accommodation for two passengers or extra luggage inside Club and Convertible coupes.

INSTRUMENTS AND CONTROLS—Handsome, crowned instrument panel in French burled walnut graining with chromium trim. Speedometer, oil gauge, ammeter, gasoline gauge, and engine temperature gauge. Rheostat switch. Provision for mounting radio dials.

STANDARD EQUIPMENT—Jack pads. One spare wheel and tire. Jack and tool equipment. Two interior sun visors. Two automatic windshield cleaners. Rear view mirror. Combination tail light, stop light. Dome light. Horn. Robe rail in four-door touring sedan only. Toggle grips in both sedans.

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

PACKARD SIX

MOTOR—L-head type, 6 cylinders in line. High turbulence cylinder head. Autothermic aluminum alloy pistons. Bore and stroke $3\frac{1}{2} \times 4\frac{1}{4}$ inches. Piston displacement 245.34 cubic inches. Compression ratio 6.5 to 1. Actual brake horsepower 100 at 3200 r.p.m. Crankshaft weight 81½ pounds. Neutro-poised, 3-point rubber engine mountings.

MOTOR LUBRICATION—Full pressure lubrication to all main, connecting rod, piston pin, and camshaft bearings, also to valve tappets. Oil filter standard equipment.

FUEL SYSTEM—Mechanical pump with built-in gasoline filter. Electric gauge. 18-gallon gasoline tank.

CARBURETION—Improved, single barrel, down-draft carburetor; automatic choke; oil-bath air cleaner; automatic manifold heat control.

COOLING SYSTEM—Automatic, thermostatically controlled radiator shutters. Cellular radiator core; 18-inch fan. Fan-blast cooling tunnels. Ball bearing permanently greased and packed water pump. Cylinders completely surrounded by water. Valve cooling tube. Radiator capacity 3¾ gallons.

CLUTCH—Semi-centrifugal, air-cooled clutch. Single dry plate type, 9½ inches diameter.

UNIMESH TRANSMISSION—Quiet, synchronized, carburized, helically cut gears throughout. All forward speeds in constant mesh. Nine ball and roller bearings. Hand-shift gear shift lever. Econo-Drive, cruising gear transmission available at slight extra cost.

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

SUSPENSION—Complete Safe-T-flex effect in front and rear.

FRONT—Famous Packard Safe-T-flex independent front wheel suspension cushioned in pads of live rubber.

REAR—Semi-elliptical, leaf springs—54 x 2 inches. Rubber cushions and special alloy discs between the leaves. Rubber cored brackets and shackles. Double-acting shock absorbers mounted on axle; opposed

mounting. Roll control bar. New fifth shock absorber cushions ride harshness.

ELECTRICAL SYSTEM—Large capacity generator with voltage control. Vacuum spark advance; fuel compensator. Vari-beamed headlighting; tell-tale signal.

DRIVE—Hotchkiss. Through roller-bearing universal joints and 3-inch propeller shaft to hypoid rear axle.

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

CHASSIS LUBRICATION—Only 14 points on whole chassis that require lubrication at 2000 mile periods.

WHEELS AND TIRES—Disc wheels with 10-inch chrome hub caps. Tires 6.50 x 16 low pressure, 4-ply cord.

WHEELBASE—122 inches.

BODIES—All-steel body with one-piece steel top and steel floor. Special comprehensive insulation. Fifteen kinds of insulating material used. Safety glass in windshield and all windows. Defroster vents. Handsome upholstery selections. Sparkling hardware with tan-colored handles. Extra large luggage compartment. Large luggage space under rear deck of coupes, and accommodation for two passengers or extra luggage inside Club and Convertible coupes.

INSTRUMENTS AND CONTROLS—Handsome, crowned instrument panel in French burled walnut graining with chromium trim. Speedometer, oil gauge, ammeter, gasoline gauge, and engine temperature gauge. Rheostat switch. Provision for mounting radio dials.

STANDARD EQUIPMENT—Jack pads. One spare wheel and tire. Jack and tool equipment. Two interior sun visors. Two automatic windshield cleaners. Rear view mirror. Combination tail light, stop light. Dome light. Horn. Robe rail in four-door touring sedan only. Toggle grips in both sedans.

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

...SO EASY TO BUY!

MANY THINK the Packard price higher than it really is. They overlook the fact that their used car, if of average value, may cover the down payment. They fail to find out that monthly payments may total little, if any, more than those they already intend to budget for a lesser car. So why not check the Packard proposition first—why not get the figures on the handy check sheet below—why not learn *now* how easy it is to OWN a new 1939 Packard 120 or Six!

CHECK THE FIGURES YOURSELF!

CASH PRICE OF 1939 PACKARD

(Model and Body Type)

ILLUSTRATED ON PAGE \$.....

COST OF INSURANCE INCLUDING

(Type of Coverage)

TOTAL \$.....

ALLOWANCE FOR YOUR

(Model and Type of Used Car)

AS APPRAISED ON (Date)

\$.....

BALANCE (IF ANY) OF REQUIRED DOWN PAYMENT

\$.....

TOTAL DOWN PAYMENT \$.....

AMOUNT TO BE CONVENIENTLY FINANCED

RETIRED IN (No. of Payments)

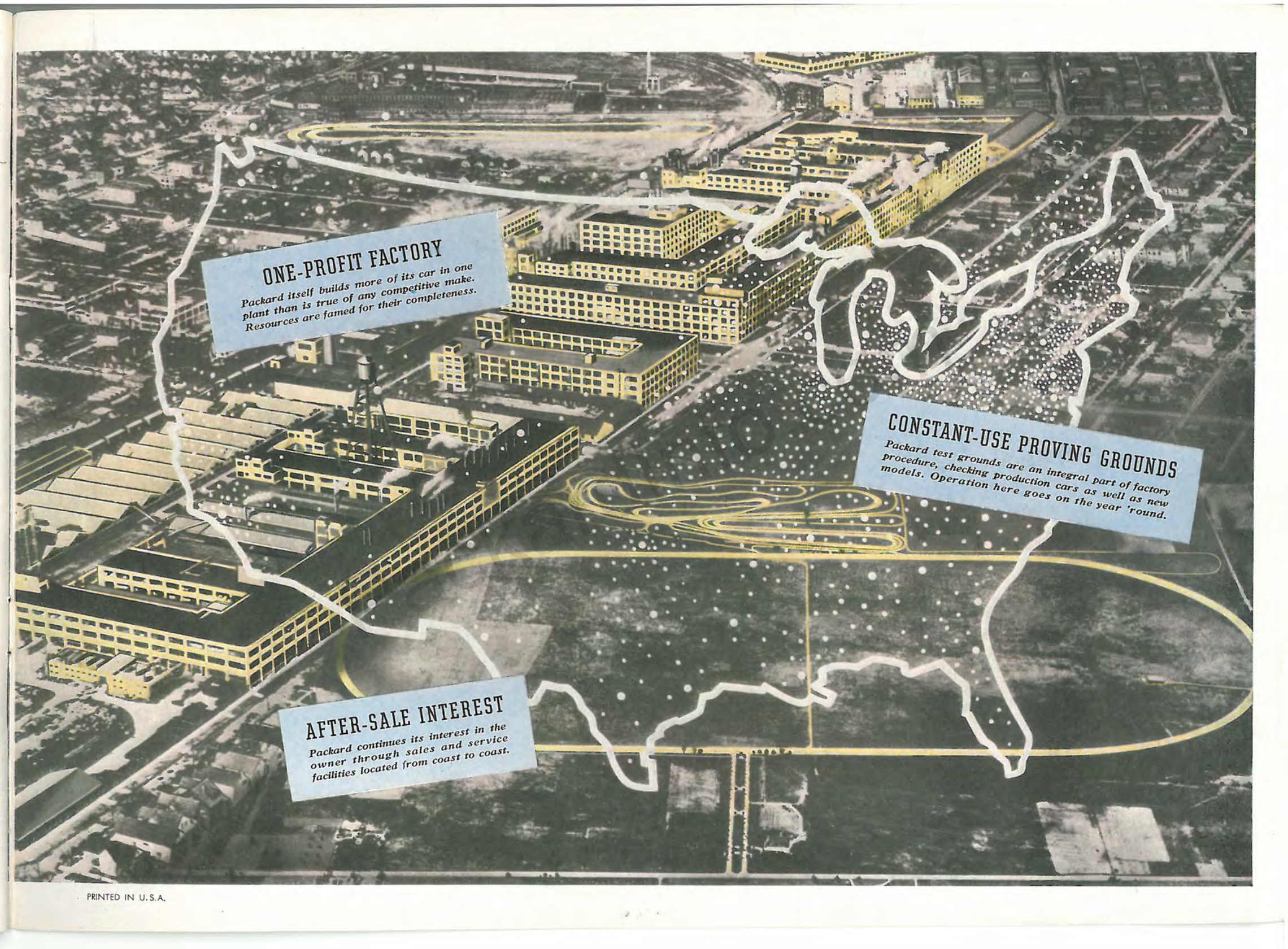
MONTHLY PAYMENTS OF ONLY \$.....

EACH (Including cost of Financing)

\$.....

SALESMAN'S NAME

TELEPHONE

An aerial photograph of the Packard plant in Detroit, Michigan. The image is annotated with white hand-drawn lines and three callout boxes. A large white line outlines the main factory complex. Another white line outlines a large area to the right of the factory, which is filled with a stippled pattern. A third white line outlines a large oval area at the bottom of the image, also filled with a stippled pattern. The callout boxes contain text describing different aspects of the plant's operations.

ONE-PROFIT FACTORY

Packard itself builds more of its car in one plant than is true of any competitive make. Resources are famed for their completeness.

CONSTANT-USE PROVING GROUNDS

Packard test grounds are an integral part of factory procedure, checking production cars as well as new models. Operation here goes on the year 'round.

AFTER-SALE INTEREST

Packard continues its interest in the owner through sales and service facilities located from coast to coast.



ASK THE MAN
WHO OWNS ONE

PackardInfo.com