

*Of a
Distinguished
Family*

*THE
PACKARD
MOTOR CARS*

THE PACKARD SIX

5-26

5-33

PACKARD SIX



526 MODELS

LIST PRICES

2-Passenger Runabout	\$2275
5-Passenger Sedan	2285
5-Passenger Phaeton	2275
2-Passenger Coupe	2350
2-Passenger Convertible Coupe	2425

533 MODELS

LIST PRICES

7-Passenger Touring	\$2485
4-Passenger Coupe	2685
5-Passenger Club Sedan	2685
7-Passenger Sedan	2685
7-Passenger Sedan Limousine	2785
2-Passenger Runabout	2385
5-Passenger Phaeton	2385

If you prefer to buy out of income instead of capital, you will find the Packard Payment Plan a most attractive one. Your used car will be appraised at the highest market price and its value applied against the new car down and monthly payments. Many take possession of their new cars without any cash outlay and with the small monthly payments made smaller because of the used car allowance being greater than the amount of the new car down payment.

T H E P A C K A R D S I X

5-26



5-33

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PACKARD MOTOR CAR COMPANY
DETROIT

T A B L E O F C O N T E N T S

The 5-26

WHEELBASE 126 INCHES

<i>The Phaeton, Five Passengers</i> - - - - 4	<i>The Coupe, Two Passengers</i> - - - - 6
<i>The Runabout, Two Passengers</i> - - - 5	<i>The Convertible Coupe, Two Passengers</i> - 7
<i>The Sedan, Five Passengers</i> - - - - 8	

The 5-33

WHEELBASE 133 INCHES

<i>The Touring, Seven Passengers</i> - - - 9	<i>The Coupe, Four Passengers</i> - - - - 12
<i>The Phaeton, Five Passengers</i> - - - 10	<i>The Club Sedan, Five Passengers</i> - - 13
<i>The Runabout, Two Passengers</i> - - - 11	<i>The Sedan, Seven Passengers</i> - - - - 14
<i>The Sedan Limousine, Seven Passengers</i> 15	

THE PACKARD SIX 5-26 AND 5-33

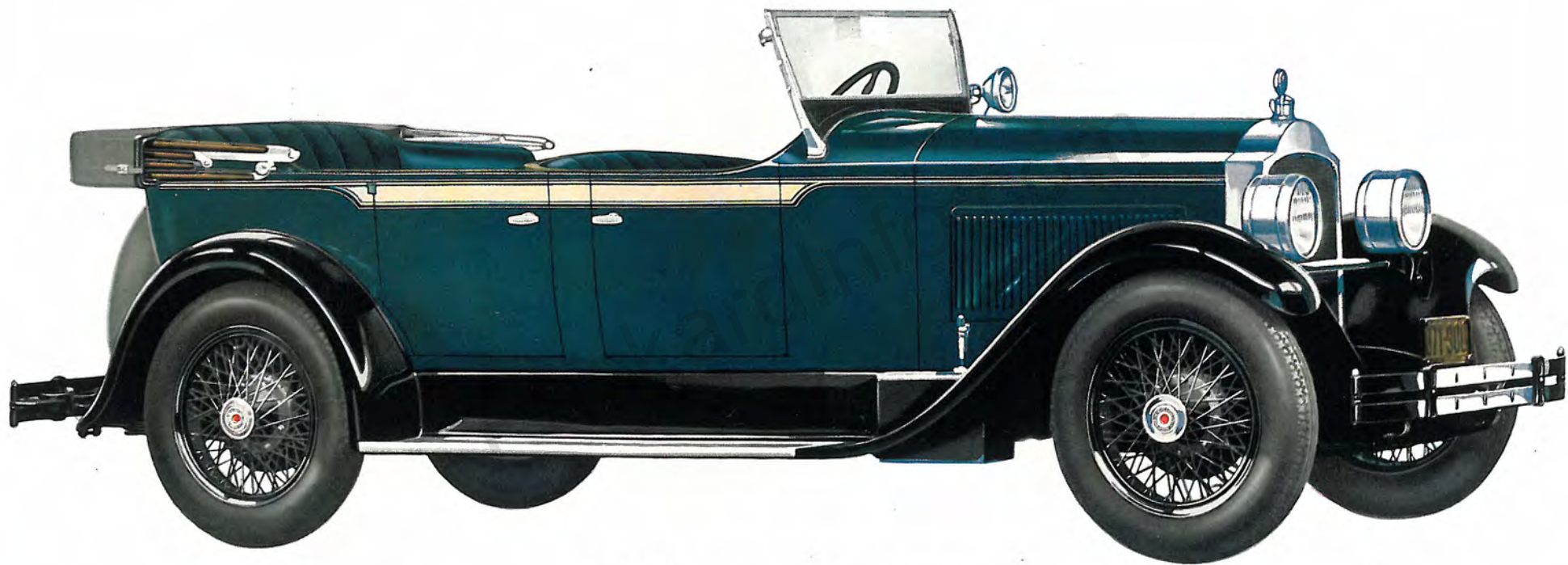
SEVEN years have passed since the Packard Six set advanced marks in mechanical design and body style. Seven years still find it the most imitated car in the world—the very best reason in the world why it should be bought. Imitation, especially in the motor car business, is far more than mere flattery. It is the frank acknowledgment of leadership. The Packard Six, in everything that pertains to performance and luxury in motor cars, stands second to but one car in the country—the Packard Eight.

It has more power and more speed than anyone can use except in emergency. It is, we believe, simpler in design and more economical in operating and maintenance costs than any other high-powered car. Its motor produces more than eighty horsepower with a smoothness and quietness surpassing anything in Packard's history.

Seven out of every ten who buy the Packard Six are graduates of the costly school of ordinary car ownership—costly in that they have been paying for Packard cars without having them. These new owners are coming to Packard having realized that it costs no more to maintain and operate a Packard Six than an ordinary car and that depreciation charges are no greater because of the longer life of the better car.

Depreciation, except for natural wear, is very largely a matter of appearance. Packard has long preserved, and preserves in the new cars, the lines which have identified Packard cars for more than twenty years. Ever refined, each Packard as it comes forth but adds to the beauty and grace of its forerunners. And each one, no matter its years or miles, always stands out as Packard

The Packard Six is Packard in Quality and Therefore Packard in Name



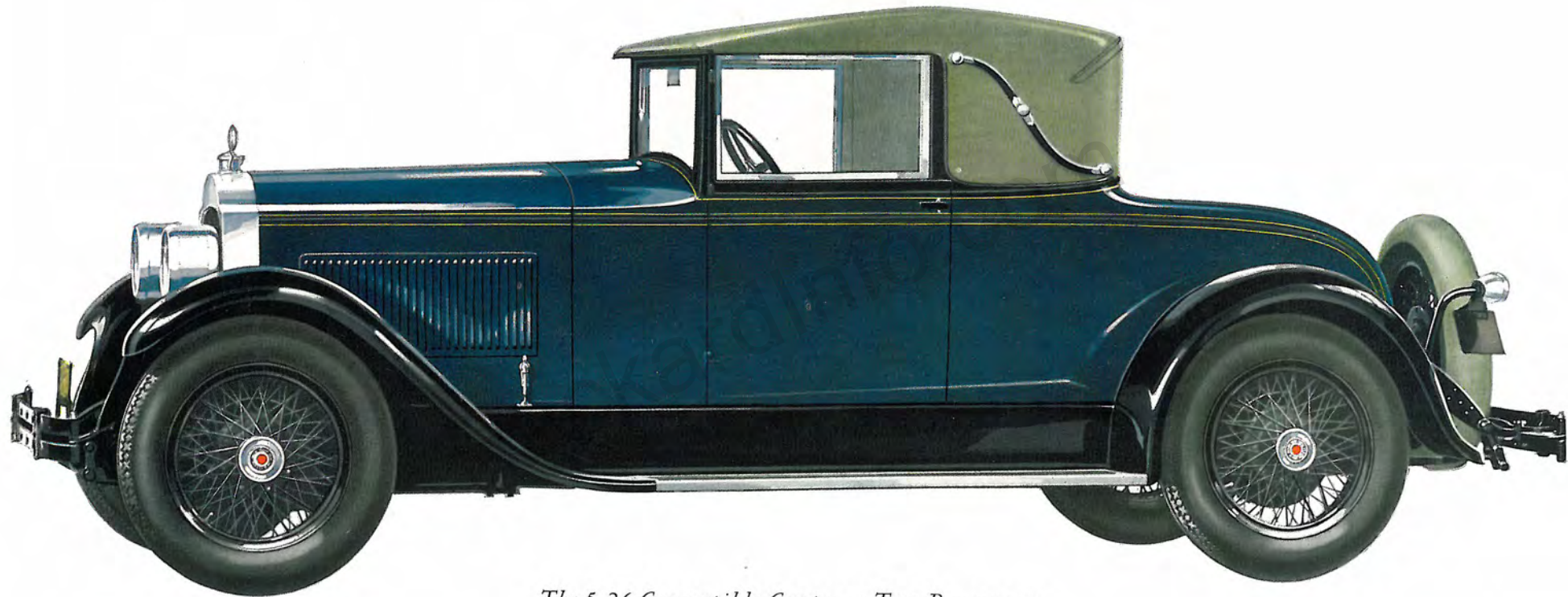
The 5-26 Phaeton ↻ Five Passengers



The 5-26 Runabout ∞ Two Passengers



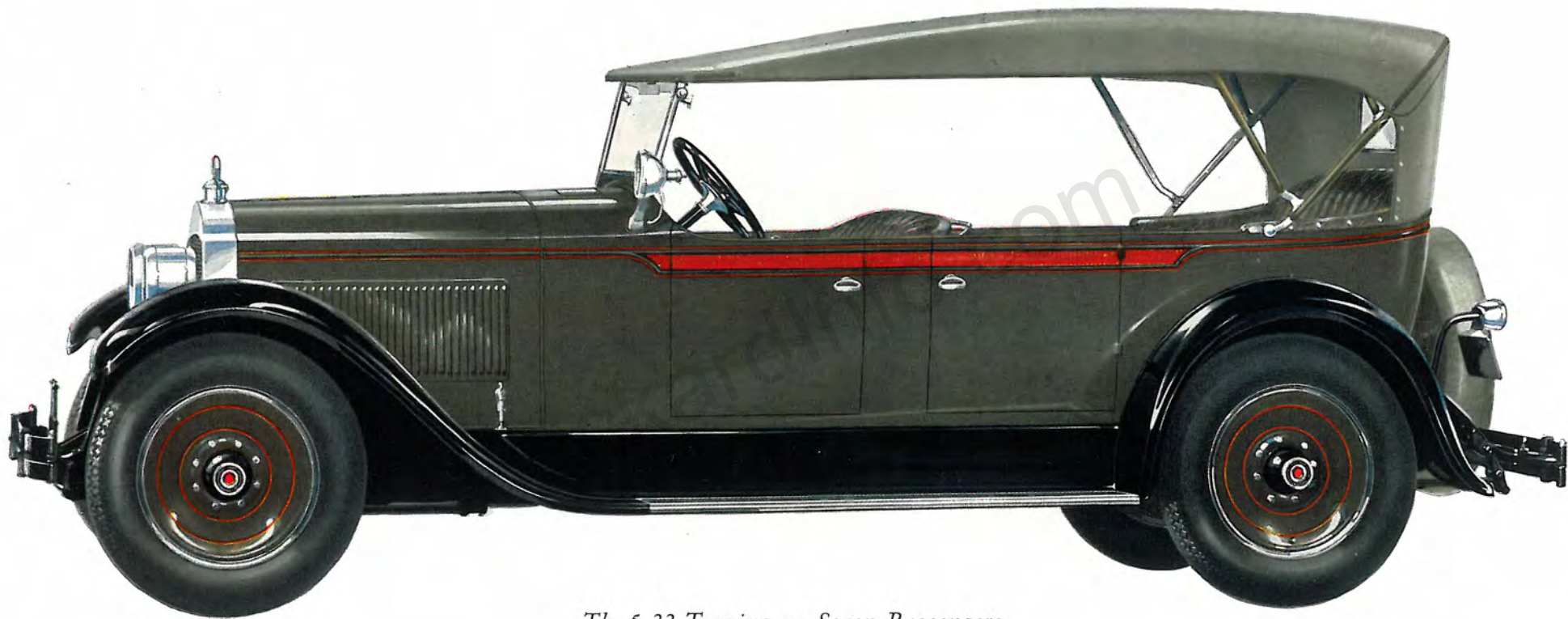
The 5-26 Coupe ~ Two Passengers



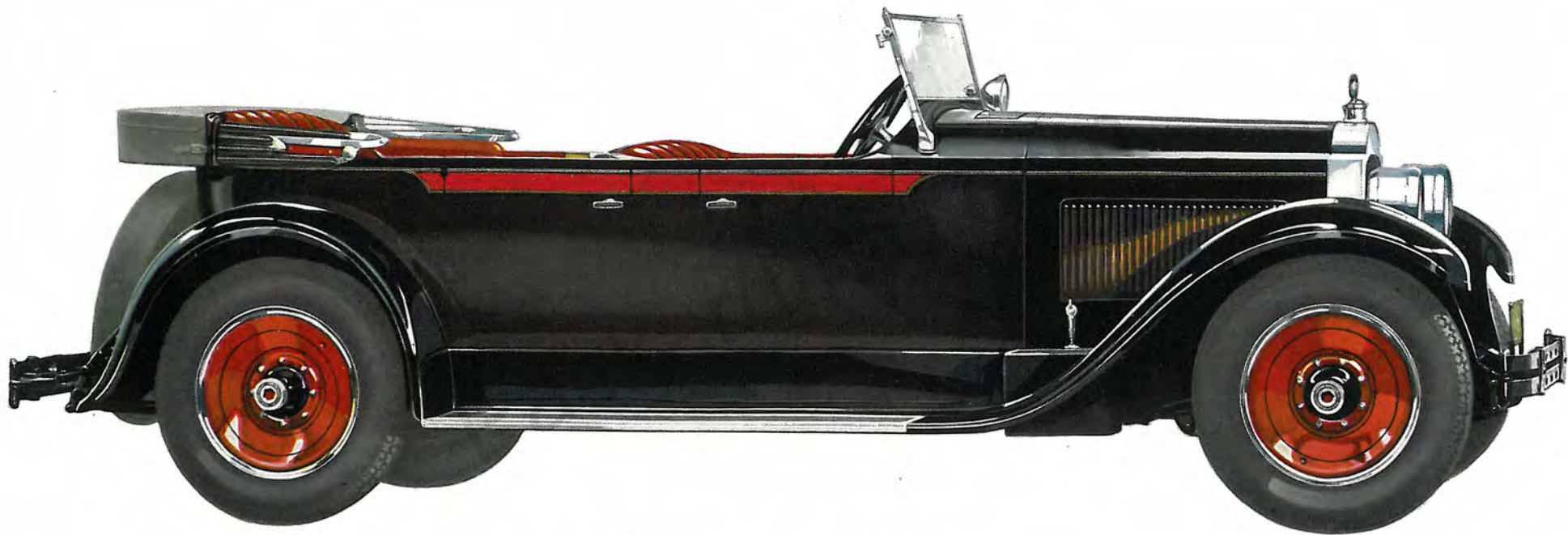
The 5-26 Convertible Coupe ↻ Two Passengers



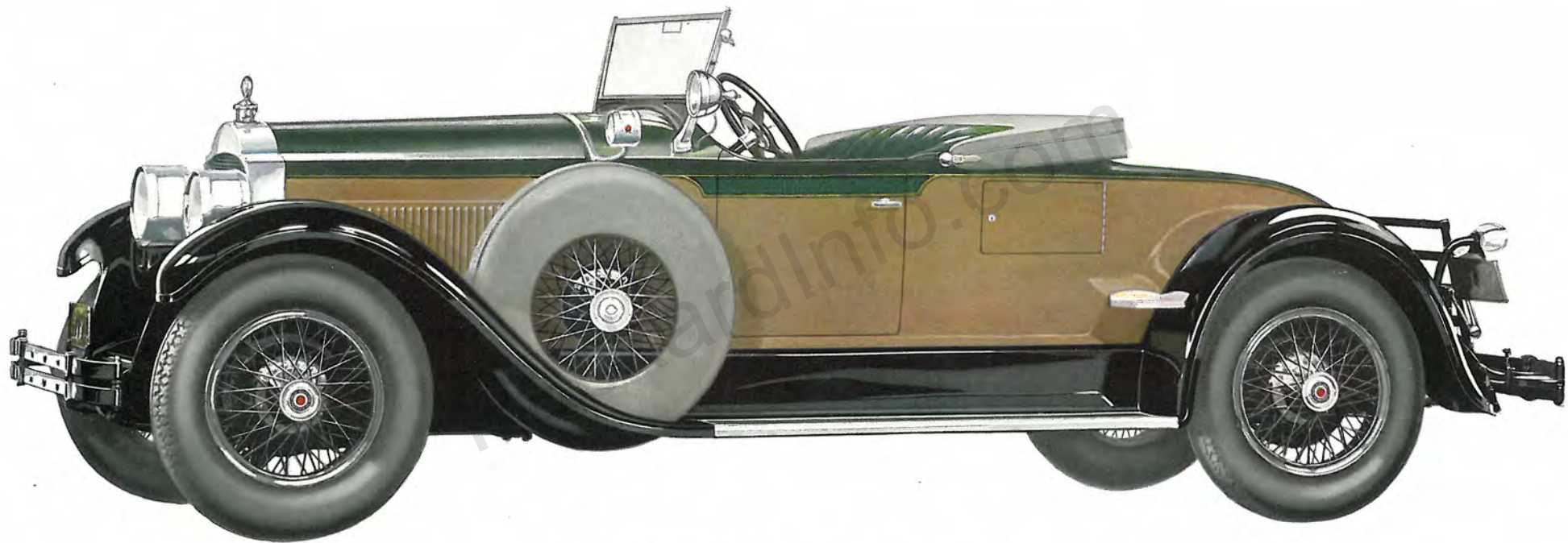
The 5-26 Sedan — Five Passengers



The 5-33 Touring — Seven Passengers



The 5-33 Phaeton ↔ Five Passengers



The 5-33 Runabout ~ Two Passengers



The 5-33 Coupe — Four Passengers



The 5-33 Sedan Limousine — Seven Passengers

S P E C I F I C A T I O N S

MOTOR—Six cylinders cast in one block, L-head type, bore 3 1/2 inches, stroke 5 inches. Detachable cylinder head.

HORSEPOWER—S. A. E. rating 29.4. Block test actually develops more than 80 horsepower.

IGNITION—Generator, storage battery and Packard-Delco-Remy distributor.

STARTING SYSTEM—Packard-Dyneto starting motor.

LIGHTING SYSTEM—Seven-volt headlights, auxiliary, instrument board, tonneau and combination tail, signal and backing lights. Current supplied to battery by Packard-Dyneto generator. Light control on steering wheel.

CRANKSHAFT—Counterbalanced—seven main bearings.

COOLING SYSTEM—5-gallon capacity with automatic thermostat to regulate temperature of water.

LUBRICATION—Chassis, pressure feed to thirty-one points requiring regular attention. Motor, filtered oil forced to all moving parts.

GASOLINE SYSTEM—Vacuum feed, 22-gallon capacity. Filtered before entering carburetor.

STANDARD EQUIPMENT—Electric starter, generator and storage battery. Speedometer and clock. Three-range electric headlight; combined tail, signal and backing light; instrument board and driving compartment light and tonneau light. Spotlight on open cars. Runabout is equipped with a rear compartment and golf compartment light. Electric horn. One-ton jack and complete tool equipment. One extra wheel and rear extra wheel carrier with self-contained lock. Wheel-changing equipment. Stabilators, front and rear. Motometer, gasoline gauge on dash. Bumpers, front and rear. Rear view mirror. Automatic windshield cleaner. Cigar lighter on instrument board. The Sedans and Sedan Limousine have smoking and vanity cases. The Coupe has vanity case only, because of space limitations.

CLUTCH—Single dry plate.

TRANSMISSION—Three speeds forward and reverse, selective type.

FRAME—Pressed steel, 8 inches deep, with cross channels and rigid torsion tubes to prevent frame weave.

SPRINGS—Semi-elliptic.

BRAKES—Service—internal expanding, self-energizing, in 14-inch drums on front wheels and rear wheels. Emergency, internal expanding on rear wheels, operated by a hand lever.

WHEELS—Detachable steel disc wheels, five in number. Wood or wire wheels, side mounted if desired, at slight additional cost, optional on 533 models, wire wheels only optional on 526 models.

TIRES—526 Models 32 inches by 6 inches. 533 Models 32 inches by 6.75 inches.

WHEELBASE—526 Models 126 inches; 533 Models, 133 inches.

TURNING RADIUS—126-inch wheelbase chassis, 23 feet. 133-inch wheelbase chassis, 24 feet 6 inches.

PAINTING—Open and closed models are offered in a broad selection of standard paint designs with striping to harmonize.

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

P A C K A R D M O T O R C A R C O M P A N Y

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