

# SALES FACTS

*for*

## PACKARD

## PEOPLE



PackardInfo.com

**PACKARD MOTOR CAR CO.**

**Detroit, Michigan**

## SALES FACTS FOR PACKARD PEOPLE



### Why This Booklet?

Every Packard man or woman is a Packard salesman.

Everyone of us is vitally concerned in the sale of more and more Packard cars. Because you may be confined to a desk or bench and doing what you may consider mere routine work, never consider yourself as a "non-selling" part of Packard.

You may be a billing clerk at the factory, a stenographer in San Francisco, a mechanic in London, England, a telephone operator in New York. But wherever you are and no matter what niche you occupy in the far-flung Packard organization, at some time or other you have opportunities to influence people toward Packard.

In the course of a year you meet and talk with many people and some of them are good prospects for Packard cars. It may need only a word from you to turn them into the Packard fold. The mere fact that you are not directly engaged in selling may cause people to listen to you closely. Your doctor, dentist and the many others whom you meet are interested in motor cars. It is one of the favorite topics for discussion wherever people gather. You have no idea how much your enthusiasm for Packard will register with others.

With this in mind we want you to know more about Packard and the wonderful new Tenth Series cars. We know the following pages will be of interest to you and that they will enable you to spread the Packard story

COPYRIGHT 1933  
PACKARD MOTOR CAR COMPANY  
DETROIT

## The Packard Story

In the year 1899 at Warren, Ohio, the first Packard car was built. It was built by two brothers, J. W. and W. D. Packard. It is interesting to know that this first Packard car is now a permanent exhibit at Lehigh University. It will still run as well as when first built.

The Packard brothers were men of high ideals and were extremely "fussy" about the materials used in the construction of their cars. Because they could not purchase a satisfactory grade of steel in those days from regular sources, they purchased armor plate from the government to provide durability in the early Packards.

That they built well is amply proven by their adoption of what is today the most fearless slogan used in the business world, "Ask The Man Who Owns One."

As the business thrived and the Packard reputation grew, the little factory soon became inadequate; so in 1903 the plant was moved to Detroit into what was then considered a most modern and complete motor car factory.

Time changes all things, so that today we find not a trace of the original Detroit factory. It was dismantled years ago to make ready for what is now one of the most modern and complete quality motor car factories in existence.

When it is considered that more than 500 automobile companies have come and gone, it is interesting to know that Packard has never occupied anything but a strong position since its inception. This is the more impressive when we realize that Packard is today the oldest independent motor car manufacturer.

What are the reasons for this?

A number of things are responsible. First, Packard has always been blessed with ample capital and is today in a strong financial posi-

tion. It has no bonded indebtedness nor preferred stock outstanding. It is ultra conservative in its bookkeeping. Good will, for example, is carried on the books at \$1.00, whereas some others value this item at millions.

To appreciate the growth of Packard let us look at a few figures which represent the last ten-year period. During that time Packard built 287,000 quality motor cars. The business volume amounted to \$1,200,000,000. Taxes paid not only in Detroit but in many other key cities amounted to \$38,000,000. Cash dividends paid during this period amounted to \$83,890,000.

Packard has been most fortunate in having the same management guide its destinies for many years. Some of the same names appear on the directorate that were there over thirty years ago.

Ideals and policies are another vital factor in the success of Packard. No deviation has ever been made from the early decision of the Packard brothers to always build the best they knew how. *This idea of "quality first" has always been a dominating policy of Packard and is inbred throughout the entire organization.*

Again Packard is blessed with a strong distributing organization. For example, nearly half of our distributors have been handling Packard products for over eleven years. Hundreds of the employes in these organizations have been with Packard for years.

Another tremendous asset of Packard is found in its loyal personnel. In shops where working conditions are the best, new employes come in contact with a nucleus of men trained to Packard ideals and standards. Sixty-six have been with Packard for twenty-five years or more while over fifteen hundred

have been with the company over ten years. Constant experience in working under precision requirements cannot breed other than a natural bent for doing things in a painstaking manner. The factor of properly trained employes is another excellent reason for the dependability and quality of Packard cars. It exists in the distributing organization to the same extent as at the factory.

Quality in workmanship is also dependent on excellence of tools and machinery. Packard has always kept abreast of the times and has never refused to scrap even whole batteries of machines when some new method and equipment would make possible greater precision in manufacturing. In the mile-long factory, precision instruments for maintaining quality will be found in all departments. This includes everything from a 12,000-pound giant gauge used for checking a chassis down to a delicate light-ray instrument that will accurately measure down to one-millionth of an inch.

To prove the quality of its cars under all conceivable conditions Packard has its own Proving Ground. It is located 20 miles north of the factory, covers 504 acres of ground and represents an investment of approximately one and one-half million dollars. It contains an oval concrete track, two and one-half miles in length and is the fastest concrete track in the world. Another system of roads over ten miles in length presents in exaggerated form all conceivable grade and road conditions. The Proving Ground laboratories are completely equipped with modern testing and measuring devices so that cars may be completely dismantled, thoroughly inspected and rebuilt. The Proving Ground is where all engineering theory and manufacturing processes have to render a complete accounting of themselves.

Packard is one of the few manufacturers which have facilities of this kind.

Another much treasured factor in the strength and success of Packard is found in the loyal host of owners. On July 1, 1932, there were 227,917 Packard cars registered in the United States and Canada. This figure represents by far the greatest number of automobile registrations in the fine car field by any one manufacturer.

### Packard Achievements

While Packard has no desire to rest its success on things spectacular, it is interesting to view some of its achievements. Within the past few years Packard engines have shattered many records and have been singularly recognized.

In 1931 an airplane powered with a Packard-Diesel engine and flown by Packard men made a new non-stop record without refueling by staying in the air 84 hours and 33 minutes. This record was made at Jacksonville, Fla., May 25 to 28, 1931.

On March 31, 1932, President Hoover on behalf of the National Aeronautic Association presented to Mr. Alvan Macauley for the Packard Motor Car Co. the Collier Trophy for 1931. This trophy is awarded annually for the greatest achievement in aviation. It was awarded to Packard for the development of the Packard-Diesel engine.

The Harmsworth Trophy was won in 1932 by Gar Wood in Miss America X equipped with Packard engines. Packard engines in Gar Wood's boats have successfully defended the trophy against the determined efforts of England for the last five years.

A few days after winning the Harmsworth Trophy, Gar Wood in Miss America X brought back to America the world record for speed on

water. The Packard engines made it possible for him to attain a speed of 124.91 miles per hour.

Horace E. Dodge's Delphine IV won both the 1932 Gold Cup and the President's Cup. The boat was equipped with a Packard engine. Packard engines have won the Gold Cup race nine times in the last eleven years. It is interesting to know that in the 1932 Gold Cup race the only four boats that finished out of a big starting fleet had Packard engines.

Although Packard does not rest its laurels upon events such as these there is nevertheless a very important relationship between these events and Packard motor cars. *The connection lies in the fact that the same engineering talent, the same exacting workmanship, the same excellence of materials used in all of these engines are every bit incorporated in any Packard car a person may choose to buy.*

### "The Greatest Packards Ever Built"

We now come to a greater achievement than any of the events just mentioned.

With the introduction of the new Tenth Series cars Packard offers what are unquestionably **the greatest Packards ever built.**

We want you to know about these precision-built cars. We will try to avoid being technical and tell you about them in such a manner that you can in turn explain about them to your friends.

The new line of cars is divided into three groups, the Packard Eight, Packard Super Eight and Packard Twelve.

The Packard Eight with fourteen body types ranges in price from \$2150.00 to \$2890.00.

The Super Eight with twelve body types is priced from \$2750.00 to \$3590.00.

The Twelve with eleven body types ranges from \$3720.00 to \$4650.00.

Before beginning the discussion of the new cars let us all understand that every one of these thirty-seven different models is a true blue quality Packard. The Packard Eights are not as powerful or large in size as the Super Eights and Twelves and neither are they as luxurious in their appointments, but from the standpoint of quality in materials and precision in workmanship there are no better cars made.

The new Packards are beautiful in appearance. They have been modernized but they still retain the traditional Packard lines. It has been and still is the policy of some manufacturers to bring out a new model each year which is so radically changed in appearance that it stamps the preceding model as being decidedly out of date.

Packard over a long period of years has successfully followed a different policy and one much more difficult of execution. Its policy has been to keep the new models modern in appearance without serious detriment to the previous year's model. The result has been that in the Packards of today certain characteristics of appearance are present that were embodied in the Packard of years ago. Thousands of letters from owners have expressed appreciation for this protection of their investments.

If you will examine the new Packards other characteristics of appearance present themselves. Without any suggestion of clumsiness the cars have a sturdy and substantial appearance. A safe car for the family.

Because there is nothing freakish in the appearance of a Packard and due to the use of tasteful and refined lines the car creates an impression of dignity and prestige.

The radiators and the bonnets on the new Tenth Series cars are higher. Skirted, anti-

splash fenders are now used. The windshields have been given a greater inclination and the windshield pillar posts blend into the cowl without a visible joint. Body moldings have been raised, which increases the impression of lowness and length. The well proportioned lines that sweep from radiator to rear bumper produce a streamlining effect that adds a new and decided appearance of fleetness in keeping with the flashing performance of the new cars.

### **Body Details**

In examining the interior of any one of the new Packards one cannot help but be impressed with the luxurious atmosphere that is created.

The rear seat invites you to try its restful comfort. The seats are the result of long study in designing to secure the minimum of fatigue when making long journeys. A contributing factor to rear seat comfort is found in the center arm rests.

Nothing but highest quality broadcloth is used for upholstery material because no other material adapts itself so well to the creation of a smartly tailored effect. It wears longer and is cooler in summer.

Window and cowl moldings are rich in appearance and, with the conservatively patterned hardware, blend in perfectly with the general scheme.

Convenient ash receptacles and cigar lighters are conveniently placed. The neatly bound wool carpet harmonizes with the rest of the interior. Safety glass is, of course, installed throughout the car.

The front compartment is likewise beautiful in appearance and designed for utmost comfort and ease in operating the car.

The beautiful new instrument panel with its easily read instruments is flanked at either end with convenient package compartments.

The driver's seat is instantly adjustable to provide the most comfortable driving position.

Let us examine the controls. The adjustable steering is designed to meet the needs of any driver. The hand brake lever is to your left, out of the way, but instantly available. The gear shifting lever is also designed to offer no interference with exit or entrance yet it is at your finger tips. The starter button on the instrument board leaves your right foot free for the sole manipulation of the accelerator pedal. A new accelerator pedal foot rest offers foot comfort at that point.

The new cars are equipped with a powerful and rugged clutch, yet only a minimum of foot pressure is required to operate the pedal.

To suit your preference the brake selector on the instrument board offers four different degrees of brake pedal pressure. More about this later.

To the left of the steering post is the Ride Control lever which operates with hardly any effort but produces amazing results in riding comfort.

### **Insulation Advantages**

Like a well built home, Packard bodies are heavily insulated for protection against heat, cold and noise. The dash, floor boards and seat pans are covered with materials that best serve this purpose. Body panels are also covered with an effective noise-deadening material. Openings in the floor boards through which pedals and levers enter are effectively closed to the entrance of drafts and dirt by snugly fitting seals.

## Ventilation Control

The system of ventilation employed in the new Packards is most complete and brings a new healthful comfort to motoring.

A constant supply of clean fresh air is maintained without incurring any drafts. This is even possible in severe rainstorms without water being blown into the car. Passengers in the front compartment can receive abundant fresh air without causing discomfort to the occupants of the rear seat. With this system windows will no longer become steamed or frosted. Either front or rear windows can be deflected in hot weather to force a maximum supply of fresh air into the car. The outstanding advantage of this ventilating system over others now in use is that it is possible to make an instant adjustment of any glass section without the necessity of raising or lowering one section to adjust the other. It is the final result of many long years of research work.

For maximum ventilation on a hot day the windshield can be opened widely. To insure complete floor ventilation of the front compartment floor there are two side cowl ventilators and one located in the cowl top, all of which are covered with screens to prevent the entrance of insects.

## Road Lighting

In the new Packards will be found a new system of road lighting which is another Packard safety factor. There are four positions on the lighting switch. The first provides parking lights; the second, lights for city driving; the third, lights that permit a new safety in passing cars in the country; and the fourth, lights which permit a higher speed to be maintained when driving in the country at night.

Full provision has been made for radio installation.

Space does not permit of any lengthy description of how Packard bodies are built. We will only emphasize a few brief facts about them. Packard has been building bodies since 1903, so rest assured that years of intelligent study and experience have produced the best in body design.

Packard has its own body plant, so does not have to "farm-out" its requirements for bodies. The body plant contains 22 acres of floor space and is much larger than some complete automobile plants.

Packard bodies are made of the finest materials procurable for this purpose and all materials must pass a most exacting inspection before being used.

You need not hesitate in stating that Packard bodies offer the maximum safety when compared to any other bodies built today. Like the chassis they are quality built in every respect.

## Power Plant

The new Tenth Series engines provide a new conception of silent and flashing power. They make possible a new kind of motor car performance.

Whether at top speed, when accelerating or when under a heavy pull, these new power plants *are different*. They are built to dominate any competitive situation in which they are placed.

It is difficult to describe on paper the smoothness and quietness of engine operation. This has been accomplished through an unusual evenness of power impulses and the rubber-cushioned motor mountings.

The new system of Packard dual down-draft carburetion is chiefly responsible for the outstanding power and acceleration.

This system combines all the advantages of previously known up-draft and down-draft types. With it is obtained all the advantages of two separate carburetors without any of the complications. With this new carburetion the mixture is delivered to the cylinders comparatively cool, thus providing a greater charge of gas with a consequent power increase.

The Tenth Series engines are all equipped with mechanisms which cause them to warm up quickly. You get in and drive without any fuss and bother usually encountered with a cold motor.

They are all provided with automatic "chokes" which do perfectly what none of us ever did well. These automatic chokes also prolong motor life by preventing the entrance of raw gasoline into the combustion chambers with the consequent and harmful washing away of the oil film.

Adequate provisions have been made in all new cars to provide against vapor-lock or "boiling gas."

Powerful engines need proper cooling. Larger radiators, a new fan and properly proportioned water circulation generously provide protection in this respect.

Vital as the blood-stream is to human life so is the distribution of oil in the motor car engine.

In the new Packard engines the circulation of oil is such that all frictional parts are liberally supplied with oil, yet the oil distribution is so well balanced that over-oiling conditions will not develop. The oil is thoroughly strained before entering the oil pump and it is continuously cleaned by passing through the

oil filter which removes the finest particles of any harmful abrasive material. Long engine life can be confidently expected, thus providing a further reduction in maintenance cost.

### **Electrical System**

The electrical system is of unusual capacity. All Packard cars are equipped with two ignition coils, which improves electrical efficiency and provides longer life to distributor points and spark plugs. Large generators are used which will amply care for the increasing use of radio equipment and other electrical accessories.

To prevent overcharging of the battery a unique type of voltage regulator is employed, which automatically compensates for different driving conditions such as the shorter days of winter when lights are used more frequently than they are in summer.

In the event a lighting fuse should burn out in a Packard car the driver would not be left without lights because a device is employed which permits enough current to be used to provide somewhat dimmer but safe road lighting. Many competitive cars do not have this feature.

### **Cushion Clutch**

This important unit which connects and disconnects the power of the engine to the rear axle is of a most rugged construction. When it is considered how many times it is used, especially in city traffic, it should be constructed to provide long life. The new Packard single-plate cushion clutch not only offers exceptional clutch life but it is so designed with the use of anti-friction bearings that only a minimum of effort is required to operate the pedal.



## **Synchro-Mesh Transmission**

The Packard synchro-mesh transmission is quiet in all forward speeds and enables the operator to change gears with practically no effort and without gear clashing. The excellence of design and materials used has made this unit practically trouble-proof. In a recent test a Packard transmission was driven on a chassis dynamometer for 1600 miles in first gear and 6700 miles in second gear. At the end of this severe test the transmission was perfectly satisfactory, showing no signs of noise or wear. The excellence of Packard transmissions is found in the fact that gear failures are unknown.

## **Trussed Frame**

The frame of a car is its backbone and it is called upon to encounter many strains and twists from irregularities found in the road. If of unsubstantial design it causes strains on other parts of the car and will produce weaknesses, squeaks and rattles. The new Packard frame is so scientifically designed that without excessive weight it easily resists the shocks which it is called upon to meet.

## **Front Axle**

Conforming to the exceptional strength requirements established for different parts the front axle is of the most rugged construction. The steering knuckles have a tensile strength of 120,000 pounds per square inch which provides a safety factor many times that which would probably ever be required.

## **Angle-set Rear Axle**

Packard cars are equipped with Angle-set axles which means that the axles are tilted. By the development of this axle Packard is able to

lower the height of the car, yet without any loss in body headroom or road clearance. This not only adds to appearance but provides safety through a lower center of gravity. Hypoid gears pioneered by Packard provide exceptional silence and maximum gear life.

## **Full Power Brakes**

The new power braking system is remarkable for its ease in stopping the car. Through the aid of vacuum taken from the motor the small foot of a woman can stop the car just as easily as the foot of a powerful man. As previously mentioned there is a brake selector located on the instrument board having four positions. The number one position requires but a minimum pressure of the foot to provide a quick stop. Number two, three and four positions all require a correspondingly greater effort or pressure to brake the car. Thus Packard provides brake pedal pressures to suit the preference of the driver. Not only does this power system reduce physical effort to a minimum but it increases the safety of driving. Other important improvements in the braking system, such as Centrifuse drums and generous brake lining area, provide much greater brake life with far less attention to brake adjustments.

## **Steering Ease**

The new Packards possess a surprising new ease in steering. Whether at top speed or when parking it requires but little effort in steering. This perfect control is accomplished by a steering mechanism that contains a maximum in anti-friction bearings and devices which eliminate any transmission of road shocks to the steering wheel. The steering ease of a Packard is unequalled.

## Long Front and Rear Springs

The combined length of the front and rear springs ranges from 69% to 75% of the total wheelbase length. Packard uses springs of unusual length, thickness and width to provide the exceptional spring action so necessary to riding comfort. All springs are encased in metal covers which permanently retain the spring lubricant and keep out dirt and grit.

## Improved Ride Control

This system of regulating the ride to suit conditions was developed by Packard. Briefly it is a mechanism which controls the action of the shock absorbers. By pushing the Ride Control knob (to the left of the steering post) to its downmost position the "hard" ride is produced, the one most suitable for fast driving. The middle position gives the "medium" ride, the one for average conditions. Pulling the knob out to the farthest position obtains the "soft" or "boulevard" ride. Through the use of Ride Control the driver is master of conditions caused by different types of roads, different passenger loads, or changes in spring action caused by near zero temperatures. Ride Control is one of the contributing causes for the unexcelled riding comfort of Packard cars.

## Automatic Chassis Lubrication

In the Tenth Series cars will be found a refinement of the famous Chassis Lubrication System. This mechanism pioneered by Packard eight years ago has been the means of saving thousands of dollars for owners. It prevents wear caused by lubrication neglect. It lubricates chassis parts not on a "feast or famine" basis but continuously. Oil in a measured quantity reaches each vital part. The oil enters from within the bearing and permanently excludes dirt and water, which is

impossible with other lubrication systems providing new lubricant only occasionally. It is fully automatic in its operation. It frees the owner from annoying tie-ups due to frequent and necessary chassis lubrication. It serves to prevent squeaks and rattles. It is not an attached device but is engineered into the car design.

## Road Adhesiveness

Road adhesiveness is a characteristic of Packard cars. This quality gives a new sense of security through the ability of the car to hug the road at high speeds and when turning curves. One of the factors which produces this desirable feature and also the impression of a "floating" ride is the nicety of balance of the cars. The weight distribution between front and rear parts has been so carefully worked out that the car seems grooved to the road.

## Harmonized Balance

From the foregoing it will be gathered that Packard cars contain many features. Dual down-draft carburetion, power operated brakes with selector, controlled body ventilation, cushion clutch, and many other features.

Packard has always taken the stand that its cars should not be sold on any one particular feature but on the balanced whole. One musical instrument does not produce a beautiful symphony but rather it is the synchronization of tones from many instruments that produces the perfected masterpiece. So, too, with a Packard car, it is not this or that feature but the aggregation of all which, blended together, forms the highest development in motor car transportation.

The Packard Eight, Super Eight and Twelve each dominates in its own field. Each represents the highest value for its price. **They are the greatest Packards ever built.**

## Use This Booklet

All of us are interested in a common cause—the sale of more Packard cars. Whenever we assist in the sale of a car we help ourselves. Not only that but we help others by providing employment. It is estimated that it would take a man skilled in 80 trades one full year to bring a car from nature's resources to the showroom floor.

Therefore in the interest of all let us become more sales minded. Let us learn more about *our* company and its products. You will find others willing to help you. Read all the Packard literature you can obtain. Let us overlook no opportunity in spreading the Packard story.

Far too many people harbor the thought that Packard cars are beyond their means. We must let them know that these quality cars are most reasonably priced and within their reach—that they can be purchased on a convenient payment plan. Their present cars will probably more than equal the down payments. Let them know that while Packard cars cost a little more than some other cars, they form a wise investment because they last much longer.

Check over your acquaintances and when you think someone is interested in a Packard car by all means notify your sales department, so that a comparative ride can be arranged.

What is meant by a "comparative ride?"

Simply this: the new Tenth Series cars are such remarkable cars that we want people to ride in them and compare them with any other make of car they may have in mind.

The new Packards will more than hold their own on any basis of comparison. They will dominate any situation in which they are placed, because in every respect—**they are the greatest Packards ever built.**

# LIST PRICES

# TENTH SERIES CARS

19

	Packard Eight		Packard Super Eight		Packard Twelve	
	1001 W.B. 127 1/2"	1002 W.B. 136"	1003 W.B. 135"	1004 W.B. 142"	1005 W.B. 142"	1006 W.B. 147"
5-Pass. Sedan . . . . .	\$2150.00	\$2385.00	\$2750.00	.....	\$3860.00	.....
5-Pass. Coupe . . . . .	2190.00	2440.00	.....	\$2980.00	3890.00	.....
2-4-Pass. Coupe-Roadster . . . . .	2250.00	.....	.....	2870.00	3850.00	.....
2-4-Pass. Coupe . . . . .	2160.00	2350.00	.....	2780.00	3720.00	.....
7-Pass. Touring . . . . .	.....	2390.00	.....	2980.00	.....	.....
5-Pass. Phaeton . . . . .	.....	2370.00	.....	2890.00	3790.00	.....
5-Pass. Sport Phaeton . . . . .	.....	.....	.....	3150.00	4090.00	.....
5-Pass. Club Sedan . . . . .	.....	2390.00	.....	2975.00	3880.00	.....
7-Pass. Sedan . . . . .	.....	2455.00	.....	3090.00	.....	\$4085.00
7-Pass. Limousine . . . . .	.....	2550.00	.....	3280.00	.....	4285.00
5-Pass. Convertible Sedan . . . . .	.....	2890.00	.....	3590.00	4650.00	.....
5-Pass. Convertible Victoria . . . . .	.....	2780.00	.....	3440.00	4490.00	.....
Chassis . . . . .	1750.00	1880.00	2190.00	2290.00	2980.00	3170.00

(The right is reserved to change prices or specifications without notice.)

## MECHANICAL SPECIFICATIONS

	Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
<b>Engine</b>			
Make.....	Packard	Packard	Packard
Type.....	L-head vert. en bloc	L-head vert. en bloc	Modified L-head vee type en bloc
H. P. N. A. C. C. rating.....	32.5	39.2	56.7
Maximum brake h.p.....	120 h.p.	145 h.p.	160 h.p.
Revolutions per minute.....	3200	3200	3200
Bore.....	$3\frac{3}{16}$	$3\frac{1}{2}$	$3\frac{7}{16}$
Stroke.....	5	5	4
Piston displacement.....	320 cu. in.	384.8 cu. in.	445.5 cu. in.
Compression ratio—Standard.....	6.00—1	6.00—1	6.00—1
<b>Crankcase</b>			
Oil capacity.....	8 qts.	10 qts.	10 qts.
<b>Front End Drive</b>			
Type of drive.....	Silent chain— Adjustable	Silent chain— Adjustable	Silent chain
Number camshaft bearings.....	8	8	4

## MECHANICAL SPECIFICATIONS

	Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
<b>Piston</b>			
Piston material.....	Aluminum alloy with strut	Aluminum alloy with strut	Aluminum alloy with strut
Number of rings per piston.....	4	4	4
Lubrication of piston pin.....	Full pressure	Full pressure	Full pressure
<b>Crankshaft</b>			
Type.....	Counterbalanced	Counterbalanced	Counterbalanced
Number main bearings.....	9	9	4
Main bearing diameter.....	$2\frac{5}{8}$	$2\frac{5}{8}$	$2\frac{3}{4}$
Vibration damper—Type.....	Lanchester	Lanchester	Lanchester
<b>Motor Lubrication</b>			
Type.....	Full pressure	Full pressure	Full pressure
Oil pump type.....	Gear	Gear	Gear
Crankcase capacity.....	8 qts.	10 qts.	10 qts.
<b>Clutch</b>			
Type.....	Single plate	Single plate	Single plate

## MECHANICAL SPECIFICATIONS

	Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
<b>Transmission</b>			
Type.....	Selective synchro- mesh transmission	Selective synchro- mesh transmission	Selective synchro- mesh transmission
Number of forward speeds.....	3	3	3
Oil capacity.....	4½ pts.	4½ pts.	4½ pts.
<b>Frame</b>			
Type.....	Taper double drop	Taper double drop	Taper double drop
Depth.....	8"	8"	8"
Thickness.....	$\frac{5}{32}$ "	$\frac{5}{32}$ "	$\frac{5}{32}$ "
Number of cross members.....	6, X member in center	6, X member in center	6, X member in center
<b>Front Axle</b>			
Make.....	Packard	Packard	Packard
Tread.....	57½"	58½"	58¾"
<b>Steering Gear</b>			
Make.....	Packard	Packard	Gemmer
Type.....	Worm and sector	Worm and sector	Worm and roller

## MECHANICAL SPECIFICATIONS

	Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
<b>Steering Gear—Continued</b>			
Minimum turning radius.....	23'—23', 11"	23', 1"—24'	24', 7"—24', 8"
Steering wheel.....	18½" rubber over steel	18½" rubber over steel	18½" rubber over steel
<b>Electrical</b>			
Starting switch.....	On instrument board	On instrument board	On instrument board
Ignition current source.....	Storage battery 19- plate, rubber rib	Storage battery 19- plate, rubber rib	Storage battery 19- plate, rubber rib
Capacity.....	144 amp. hr.	144 amp. hr.	144 amp. hr.
Spark control.....	Full automatic	Full automatic	Full automatic
Light control.....	On steering wheel	On steering wheel	On steering wheel
Type generator drive.....	Silent chain	Silent chain	Fan belt
Spark plug size.....	14 m.m.	14 m.m.	14 m.m.
Battery location.....	Under left front seat	Under left front seat	Under left front seat
<b>Cooling System</b>			
Radiator core.....	Tubular	Tubular	Tubular
Capacity.....	5 gal.	5 gal.	10 gal.
Fan.....	4 blade	4 blade	4 blade
Shutters.....	Automatic	Automatic	Automatic

## MECHANICAL SPECIFICATIONS

Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
-------------------------------------	---	--------------------------------------

### Gasoline System

Carburetor—Make—Size.....	Stromberg Duplex down-draft 1 $\frac{1}{8}$ " with automatic choke	Stromberg Duplex down-draft 2 $\frac{1}{8}$ " with automatic choke	Stromberg Duplex down-draft 1 $\frac{1}{8}$ " with automatic choke
Gasoline feed.....	Mech. pump—AC	Mech. pump—AC	Mech. pump—AC
Pump drive.....	Off camshaft— left side	Off camshaft— left side	Off camshaft— front end
Gasoline filter.....	Visible-screen type	Visible-screen type	Visible-screen type
Gasoline gauge.....	Electric	Electric	Electric
Gas tank capacity.....	20 gal.	25 gal.	32 gal.
Carburetor heat control.....	Thermostatic	Thermostatic	Fixed

### Rear Axle

Type.....	Angleset— Semi-floating	Angleset— Semi-floating	Angleset— Semi-floating
Make.....	Packard	Packard	Packard
Final drive.....	Hypoid gears	Hypoid gears	Hypoid gears
Propulsion.....	Through springs	Through springs	Through springs
Minimum road clearance.....	8 $\frac{1}{4}$ "	7 $\frac{7}{8}$ "	8 $\frac{1}{16}$ "

## MECHANICAL SPECIFICATIONS

Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
-------------------------------------	---	--------------------------------------

### Rear Axle—Continued

Universal joints.....	Spicer	Spicer	Spicer
Number required.....	2	2	2
Oil capacity.....	6 pts.	6 pts.	6 pts.
Tread.....	59 $\frac{1}{2}$ "	59 $\frac{3}{8}$ "	60 $\frac{5}{16}$ "
Gear ratio—Standard.....	4.36—1	4.41—1	1005—4.41—1 1006—4.69—1

### Springs

Type.....	Semi-elliptic	Semi-elliptic	Semi-elliptic
Front size.....	42 x 2 $\frac{1}{4}$ "	42 x 2 $\frac{1}{4}$ "	42 x 2 $\frac{1}{4}$ "
Number of leaves.....	12	12	12
Rear size.....	1001—56 x 2 $\frac{1}{4}$ " 1002—60 $\frac{1}{2}$ x 2 $\frac{1}{4}$ "	60 $\frac{1}{2}$ x 2 $\frac{1}{2}$ "	60 $\frac{1}{2}$ x 2 $\frac{1}{2}$ "
Number of leaves.....	9	9 and 10	9 and 10
Spring covers.....	Metal	Metal	Metal
Shock absorbers.....	Hydraulic—two way adjustable from front compartment with static control valve	Hydraulic—two way adjustable from front compartment with static control valve	Hydraulic—two way adjustable from front compartment with static control valve

## MECHANICAL SPECIFICATIONS

	Packard Eight Model 1001-1002	Packard Super Eight Model 1003-1004	Packard Twelve Model 1005-1006
<b>Brakes</b>			
Type.....	Int. expanding on all four wheels	Int. expanding on all four wheels	Int. expanding on all four wheels
Operation.....	Mechanical with selective control vacuum booster	Mechanical with selective control vacuum booster	Mechanical with selective control vacuum booster
<b>Wheels</b>			
Type.....	Wire	Wire	Wire or Wood
Size of tire.....	17 x 7.00—6 ply	17 x 7.00—6 ply	17 x 7.50—6 ply
Recommended tire pressure.....	35-40 lbs.	35-40 lbs.	35-40 lbs.
<b>Body</b>			
Make.....	Packard	Packard	Packard
Panel material.....	Steel	Steel	Steel
Upholstery material—Open cars.....	Colonial leather	Colonial leather	Colonial leather
Closed cars.....	Broadcloth	Broadcloth	Broadcloth
Steering column adjustment.....	2"	2"	2"
Glass.....	Non-shatterable	Non-shatterable	Non-shatterable
Windshield wiper.....	Two—vacuum type	Two—vacuum type	Two—vacuum type
Trunk rack.....	Special equipment	Special equipment	Special equipment
Wired for radio.....	Yes	Yes	Yes

## EQUIPMENT SPECIFICATIONS

	Model 1001	Model 1002	Model 1003	Model 1004	Model 1005	Model 1006
<b>Standard Equipment</b>						
Ventilating front door windows.....	*	*	*	*	*	*
Bumpers—Front.....	*	*	*	*	*	*
Bumper—Rear.....	No	*	*	*	*	*
Bumperette.....	*	No	No	No	No	No
Horn.....	1	1	2	2	2	2
Windshield wipers—Vacuum.....	2	2	2	2	2	2
Gasoline filter.....	*	*	*	*	*	*
Air cleaner and silencer.....	*	*	*	*	*	*
Oil filter.....	*	*	*	*	*	*
Front carpet.....	*	*	*	*	*	*
Cowl ventilator.....	*	*	*	*	*	*
Cowl ventilator screens.....	*	*	*	*	*	*
Non-shatterable glass—All around.....	*	*	*	*	*	*
Adjustable front seat.....	*	*	*	*	*	*
Tail lamp.....	2	2	2	2	2	2
Stop light.....	2	2	2	2	2	2
Hydraulic shock absorbers with ride control.....	*	*	*	*	*	*

\*Indicates used.



## EQUIPMENT SPECIFICATIONS

	Model 1001	Model 1002	Model 1003	Model 1004	Model 1005	Model 1006
<b>Standard Equipment—Continued</b>						
Inside sun visors.....	*	*	*	*	*	*
Rear view mirror.....	*	*	*	*	*	*
Spare wheel.....	*	*	*	*	*	*
Spare wheel lock.....	*	*	*	*	*	*
Smoking cases—Closed cars.....	*	*	*	*	*	*
Chassis lubricator.....	*	*	*	*	*	*
Metal spring covers.....	*	*	*	*	*	*
Crankcase oil gauge.....	*	*	*	*	*	*
Instrument board oil gauge.....	*	*	*	*	*	*
Ignition lock.....	*	*	*	*	*	*
Heat indicator.....	*	*	*	*	*	*
Cigar lighter.....	*	*	*	*	*	*
Oil pressure gauge.....	*	*	*	*	*	*
Speedometer.....	*	*	*	*	*	*
Gasoline gauge.....	*	*	*	*	*	*
Ammeter.....	*	*	*	*	*	*
Reading light.....	*	*	*	*	*	*
*Indicates used.						

## EQUIPMENT SPECIFICATIONS

	Model 1001	Model 1002	Model 1003	Model 1004	Model 1005	Model 1006
<b>Standard Equipment—Continued</b>						
Starting switch (Instrument board).....	*	*	*	*	*	*
Automatic choke.....	*	*	*	*	*	*
Domelight—Closed cars (2 in limo.).....	*	*	*	*	*	*
Toggle grips.....	*	*	*	*	*	*
Foot rest.....	*	*	*	*	*	*
Fender lights.....	No	No	*	*	*	*
Automatic radiator shutters.....	*	*	*	*	*	*
Front end stabilizer.....	No	No	No	No	*	*
Rubber mounted motor.....	*	*	*	*	*	*
Down-draft carburetion.....	*	*	*	*	*	*
Courtesy light.....	No	No	*	*	*	*
Clock.....	*	*	*	*	*	*
Vacuum booster brake with selector valve.....	*	*	*	*	*	*
Vacuum pump.....	*	*	*	*	*	*
Quarter light.....	No	No	*	*	*	*
Thermostatic carburetor heat control.....	*	*	*	*	No	No

\*Indicates Used.

Chassis	Body	Stripe
A Chatillon Gray	Chatillon Gray—Musketeer Gray	Grecian Gray
B Packard Blue	Packard Blue	Gold Bronze
C Black	Black and Maroon	Gold
D Shirvan Green	Shirvan Green	Gold Bronze
E Swiss Green	Swiss Green	Silver
F (Enclosed cars) Abington Blue	Abington Blue—Marquis Blue	Silver Bronze
F (Open and Convertible cars) Marquis Blue	Abington Blue—Marquis Blue	Silver Bronze
K (Enclosed cars) Mt. Vernon Gray	Mt. Vernon Gray—Roanoke Gray	Old Ivory
K (Open and Convertible cars) Roanoke Gray	Mt. Vernon Gray—Roanoke Gray	Old Ivory
M Bruin Beige, Dark	Bruin Beige, Light	Sunset Tan
X Black	Black	Old Ivory
Y Storm Cloud Gray	Storm Cloud Gray—Silver Fox Gray	Sea Shell Gray

## UPHOLSTERY

Closed cars—Broadcloth to match paint scheme.

Open and Convertible cars—Colonial Grain Leather—to match paint scheme.

## COMPLETE CAR SHIPPING WEIGHTS

	Model 1001	Model 1002	Model 1003	Model 1004	Model 1005	Model 1006
<b>Complete Car Shipping Weights</b>						
5-Pass. 4-door Sedan	4335	4590	4815	.....	5385	.....
5-Pass. Coupe-Sedan	4245	.....	.....	.....	.....	.....
2-4-Pass. Coupe-Roadster	4150	.....	.....	4625	5160	.....
2-4-Pass. Coupe	4200	4455	.....	4670	5255	.....
7-Pass. Touring	.....	4275	.....	4610	5185	.....
5-Pass. Phaeton	.....	4270	.....	4490	.....	.....
7-Pass. Sedan	.....	4640	.....	4965	.....	5600
7-Pass. Sedan-Limousine	.....	4725	.....	5025	.....	5650
5-Pass. Club Sedan	.....	4545	.....	4795	5400	.....
5-Pass. Coupe	.....	4500	.....	4780	5300	.....
5-Pass. Sport Phaeton	.....	.....	.....	4690	5175	.....
5-Pass. Convertible Sedan	.....	4515	.....	4840	5405	.....
5-Pass. Victoria	.....	4540	.....	4795	5225	.....
Chassis	3220	3240	3425	3550	4185	4235
Wheelbase	127½"	136"	135"	142"	142"	147"

*Ask  
The Man Who  
Owns One*

PackardInfo.com