



HERE'S YOUR *First* VIEW OF THE
MOST WIDELY DISCUSSED
NEW CAR OF THE DAY

ONE TWENTY SPECIFICATIONS

Motor—Eight cylinders in line. Cylinder and upper crankcase integral. L-head type. Detachable aluminum cylinder head. Aluminum pistons. Bore, $3\frac{1}{4}$ inches. Stroke, $3\frac{7}{8}$ inches.

Horsepower—N.A.C.C. rating, 33.8. Actual brake horsepower developed, 110.

Motor Lubrication—Full-pressure feed to all bearings and cylinder walls. Ventilated crankcase.

Carburetion—Dual down draft. Automatic compensating idle. Automatic choke. Air cleaner and intake silencer.

Clutch—Semi-centrifugal type. 10-inch single plate. Heavy duty spring cushion drive. Friction damper.

Transmission—Silent synchro-mesh. Three quiet forward speeds.

Cooling System—Cellular radiator core. $16\frac{1}{2}$ -quart capacity. Centrifugal pump. Thermostatic temperature control.

Fuel System—20-gallon tank at rear. Mechanical pump. Filter and gas gauge.

Brakes—Servo-Sealed hydraulic. Internal expanding. 12-inch centrifuse drums.

Shock Absorbers—Hydraulic double acting.

Chassis Lubrication—Pressure gun.

Front Suspension—Packard SafeTflex independent suspension. Coil springs, $5\frac{1}{4}$ -inch diameter; $7\frac{3}{4}$ -inch effective coils.

Rear Suspension—Semielliptical, $54 \times 1\frac{3}{4}$ inches. Metal spring covers.

Wheels—Disc wheels. Drop center rims.

Tires—7.00 x 17 low-pressure. 4 ply cord.

Wheel Base—120 inches. Turning radius, $19\frac{1}{2}$ feet.

Painting—Purchasers may choose from a wide variety of color combinations. Broadcloth upholstery is selected to harmonize artistically with the respective color combinations.

Standard Equipment—One spare wheel. Jack and tool equipment. Body ventilation. Interior sun visor. Two automatic windshield cleaners. Rear view mirror. Ash trays, front and rear compartments. Robe rail. Generator voltage regulator. 17-plate battery. 32-candlepower headlights with three lighting positions. Combination tail and stop light. Dome and front compartment lights. Horn. Speedometer. Gasoline and oil pressure gauges. Motor thermometer. Ammeter. Locked package compartment in instrument panel. Wheel compartment lock. Cowl ventilator with screen. Adjustable front seat. Toggle grips. Foot rail in rear compartment. Radio aerial in all enclosed bodies.

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

PACKARD MOTOR CAR COMPANY
DETROIT

P A C K A R D

Presents

T H E O N E T W E N T Y

AMERICA'S oldest and largest fine car maker presents America's newest motor car, the Packard One Twenty, worthy member of a distinguished family. For the Packard One Twenty is literally the quality car of its price class, being born in the Packard tradition, endowed with Packard identity, and given the Packard name. Rightfully called the newest of new cars, it has been designed out of the widest experience in small car engineering coupled with the creative skill of those long versed in Packard ways. More of it is built in the parent plant, where high standards of design and manufacture are under one centralized control, than is true of any comparable car—and built by the newest of machinery the tool trade could produce. It brings to countless new thousands of eager motorists the pleasure and pride of Packard ownership. Examine it, compare it part for part and ride for ride with every other car in its price class and we are convinced that soon you, too, will say to your friends: "I drive a Packard!"

ASK THE MAN WHO OWNS ONE



ONE TWENTY SPECIFICATIONS

Motor—Eight cylinders in line. Cylinder and upper crankcase integral. L-head type. Detachable aluminum cylinder head. Aluminum pistons. Bore, 3¼ inches. Stroke, 3⅞ inches.

Horsepower—N.A.C.C. rating, 33.8. Actual brake horsepower developed, 110.

Motor Lubrication—Full-pressure feed to all bearings and cylinder walls. Ventilated crankcase.

Carburetion—Dual down draft. Automatic compensating idle. Automatic choke. Air cleaner and intake silencer.

Clutch—Semi-centrifugal type. 10-inch single plate. Heavy duty spring cushion drive. Friction damper.

Transmission—Silent synchro-mesh. Three quiet forward speeds.

Cooling System—Cellular radiator core. 16½-quart capacity. Centrifugal pump. Thermostatic temperature control.

Fuel System—20-gallon tank at rear. Mechanical pump. Filter and gas gauge.

Brakes—Servo-Sealed hydraulic. Internal expanding. 12-inch centrifuse drums.

Shock Absorbers—Hydraulic double acting.

Chassis Lubrication—Pressure gun.

Front Suspension—Packard SafeTfleX independent suspension. Coil springs, 5¼-inch diameter; 7¾-inch effective coils.

Rear Suspension—Semielliptical, 54 x 1¾ inches. Metal spring covers.

Wheels—Disc wheels. Drop center rims.

Tires—7.00 x 17 low-pressure. 4 ply cord.

Wheel Base—120 inches. Turning radius, 19½ feet.

Painting—Purchasers may choose from a wide variety of color combinations. Broadcloth upholstery is selected to harmonize artistically with the respective color combinations.

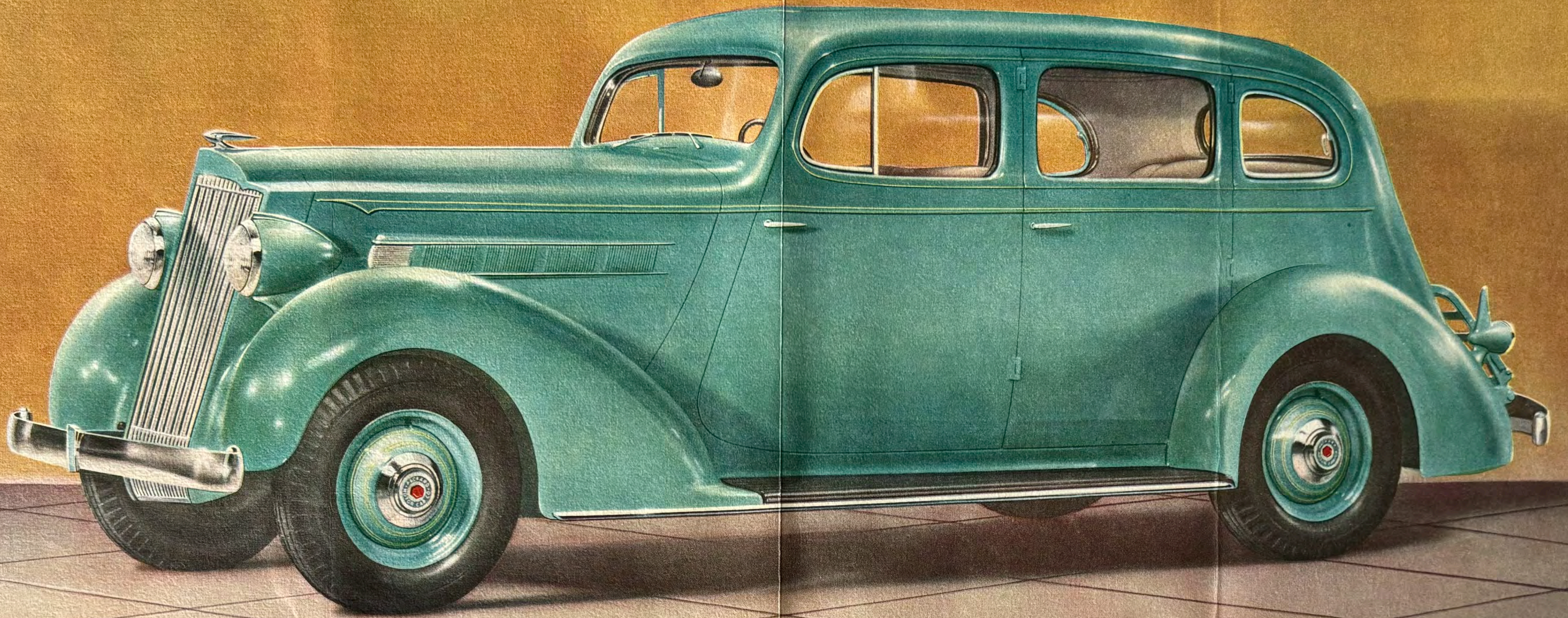
Standard Equipment—One spare wheel. Jack and tool equipment. Body ventilation. Interior sun visor. Two automatic windshield cleaners. Rear view mirror. Ash trays, front and rear compartments. Robe rail. Generator voltage regulator. 17-plate battery. 32-candlepower headlights with three lighting positions. Combination tail and stop light. Dome and front compartment lights. Horn. Speedometer. Gasoline and oil pressure gauges. Motor thermometer. Ammeter. Locked package compartment in instrument panel. Wheel compartment lock. Cowl ventilator with screen. Adjustable front seat. Toggle grips. Foot rail in rear compartment. Radio aerial in all enclosed bodies.

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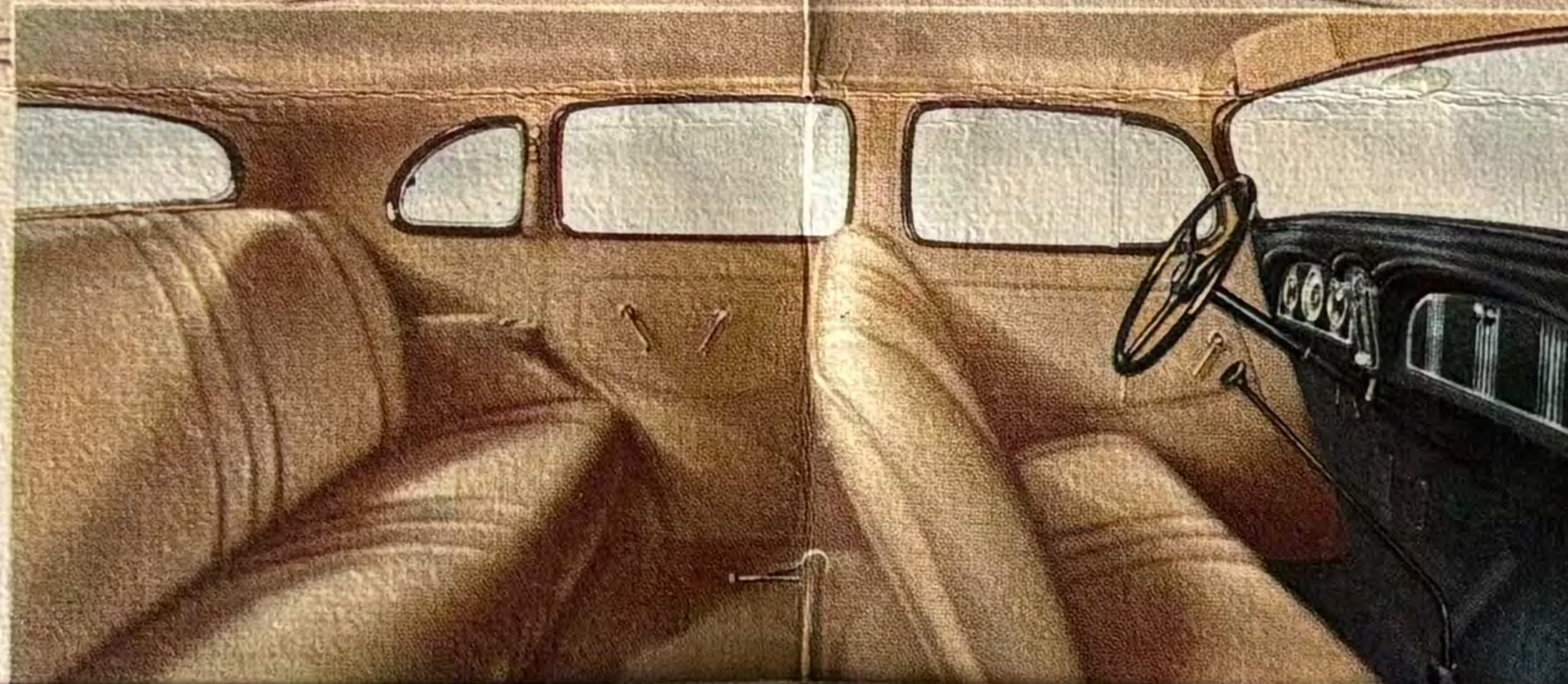
PACKARD MOTOR CAR COMPANY
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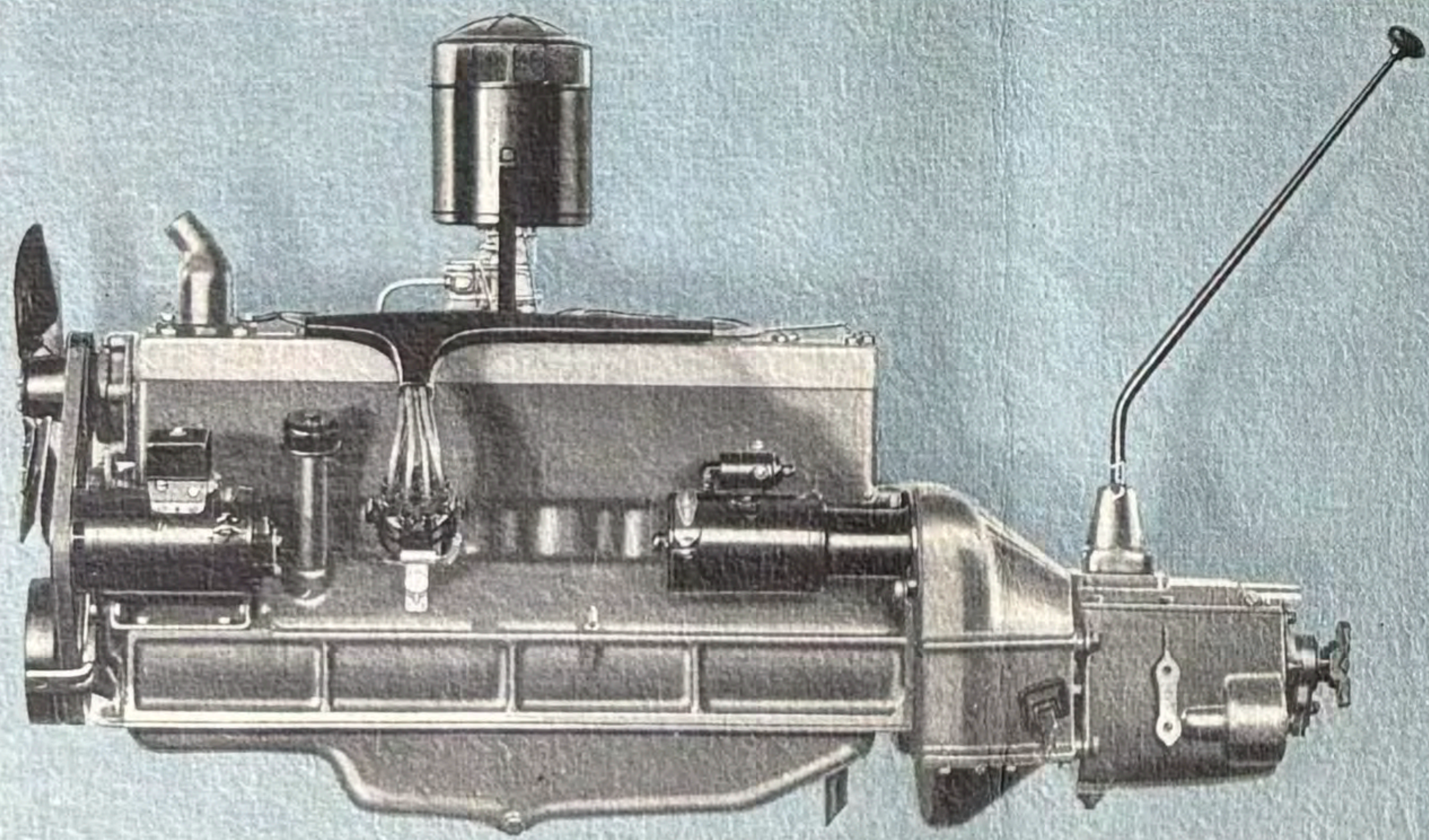


AMERICA'S *Newest* CAR
THE PACKARD



Most popular of all body types, the Five-Passenger Sedan

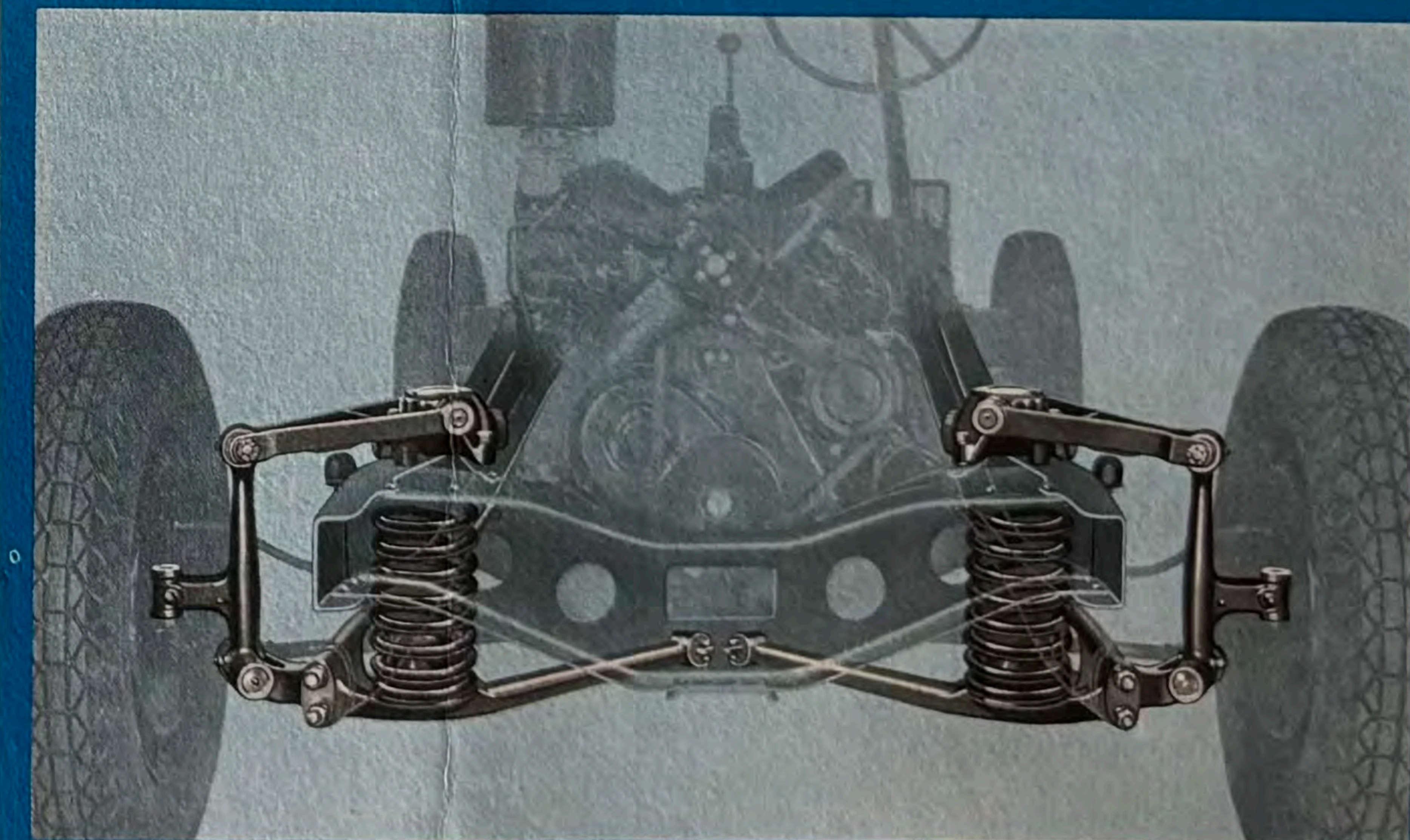
ONE TWENTY



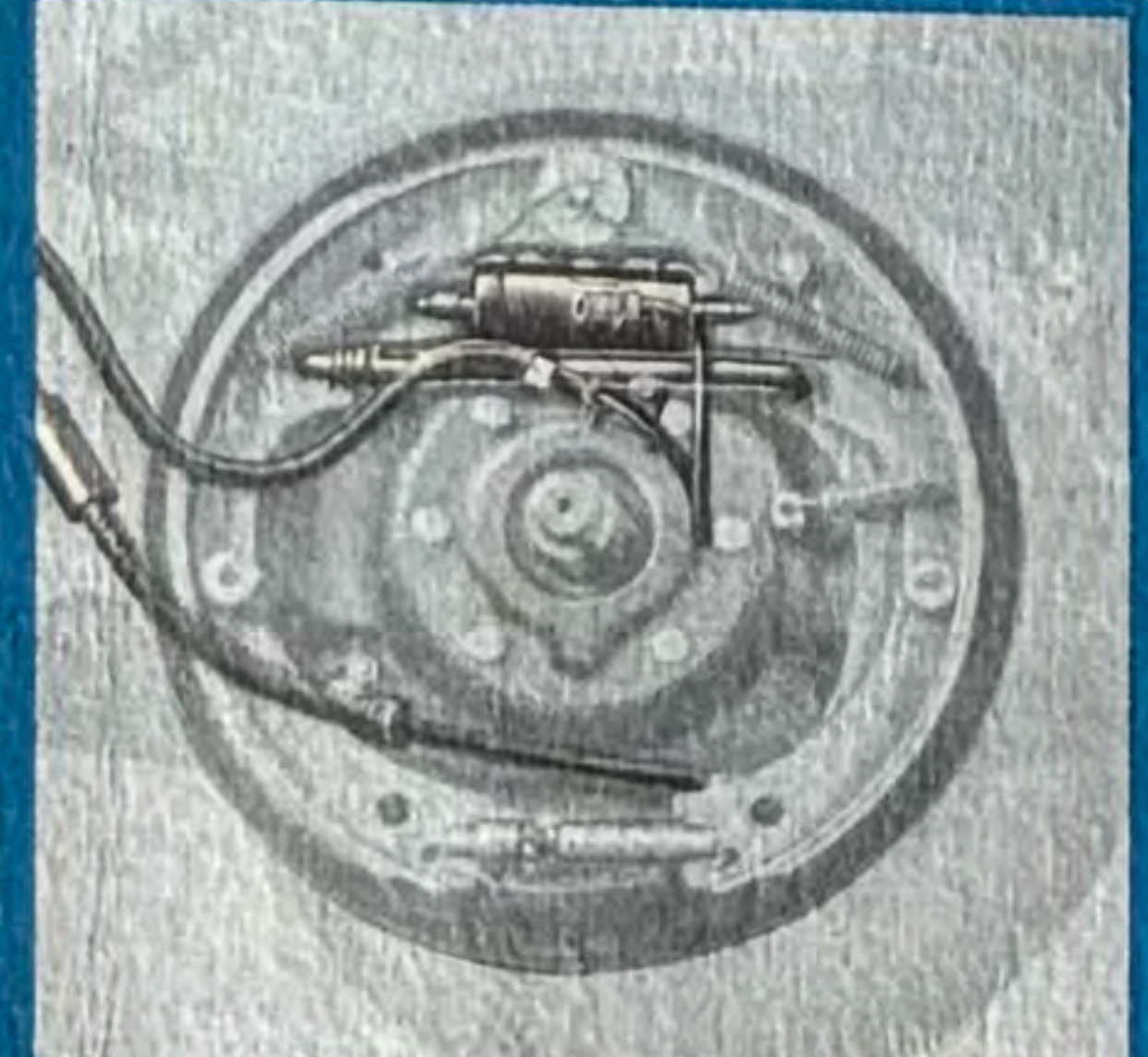
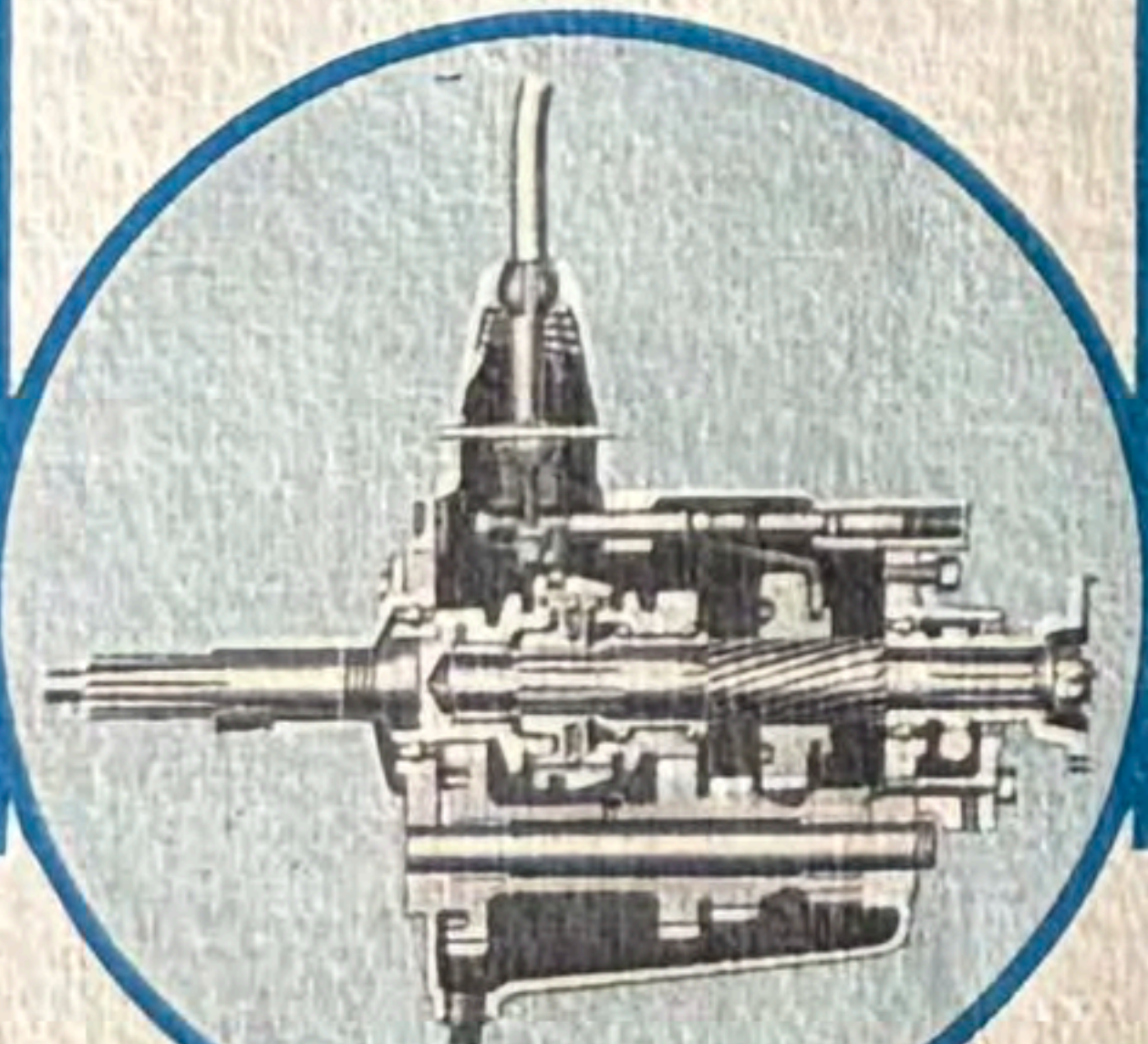
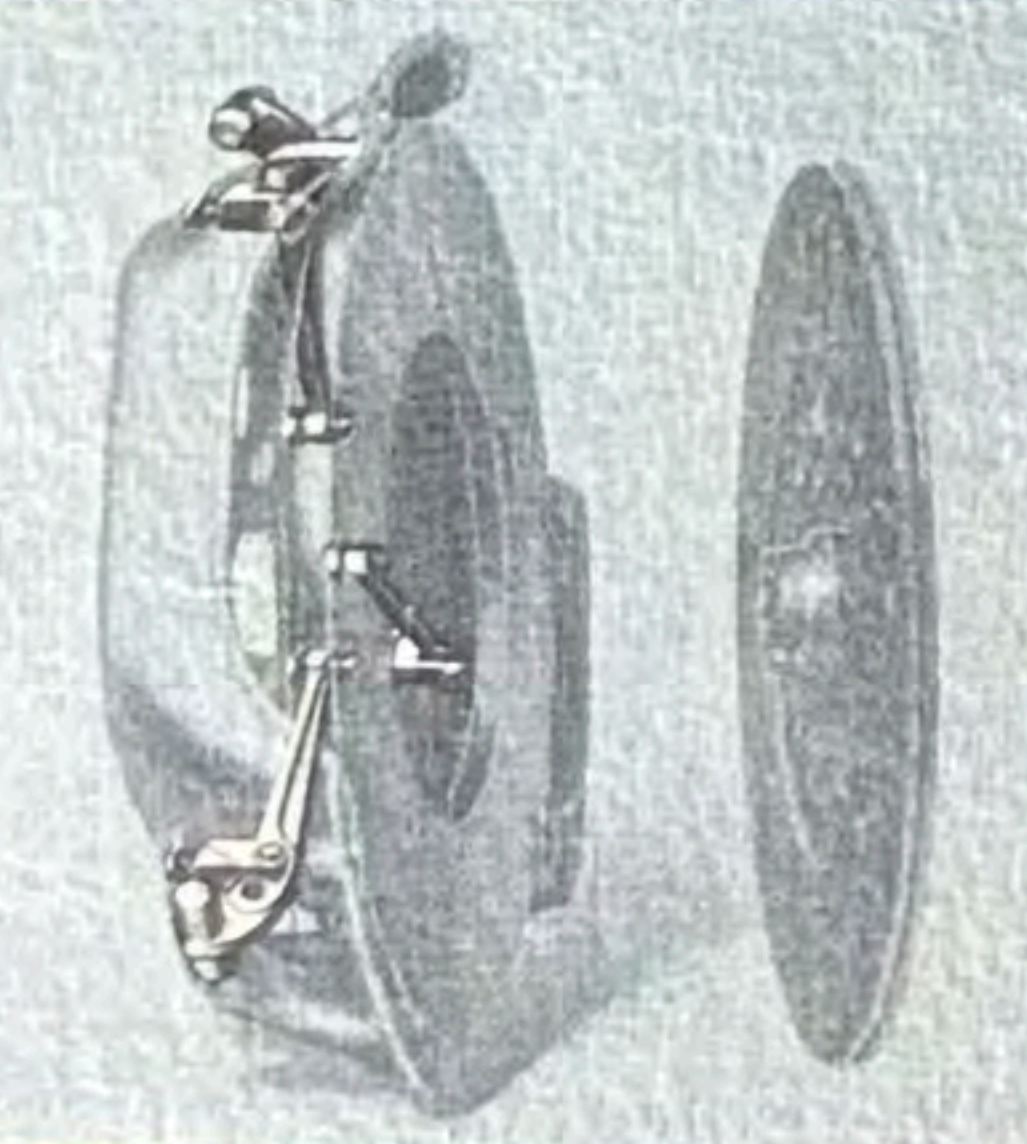
MECHANICALLY, the Packard One Twenty reflects the best of Packard engineering practices—gained through thirty-five years of fine car experience—combined with outstanding new features of smaller car design. As might be expected of this *most completely new* car in America, its very design spells long life and low upkeep. To mention just one of many examples: through the liberal use of anti-friction bearings, Packard engineers have greatly reduced the number of points in the car which need lubrication and service. From radiator to rear axle, the Packard One Twenty reveals an inherent design that gives it the Packard reputation of true mechanical excellence.

So good, the name Packard is proudly embossed on it. The mighty motor of clean-lined accessible straight-eight design develops 110 smooth, velvety horsepower. An aluminum cylinder head, special pistons and valves, and unusual carburetion combine to give it brilliant performance without the necessity of any premium motor fuel.

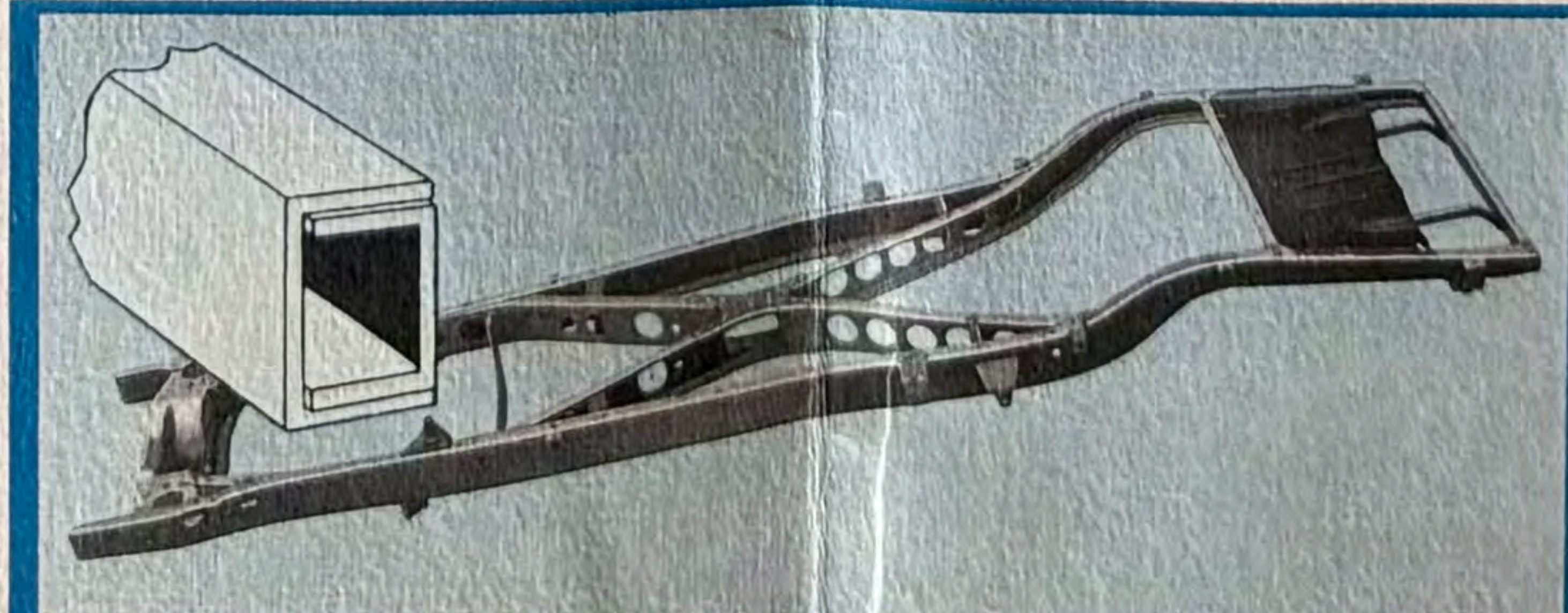
For the first time, the safety of torque arm construction—the rigid grasp of a giant's great arms—is brought to individually sprung wheels in Packard's own exclusive SafeTflex front spring design. This new development gives three times the flexibility of leaf springs—greater resiliency than any other type of independent springs.



More anti-friction bearings than in any comparable transmission insure smooth, quiet gear shifting.



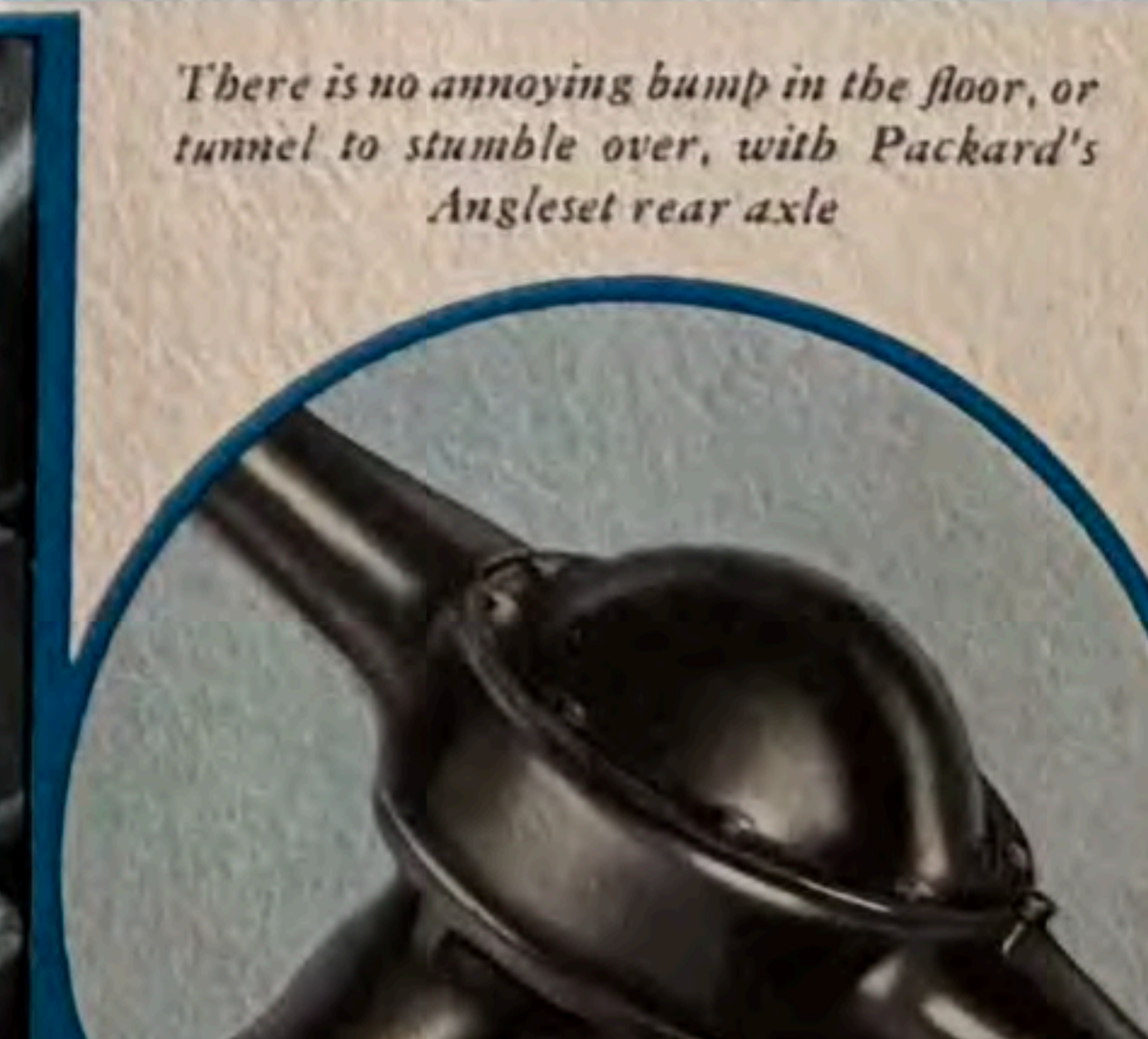
Hydraulic brakes, fitted with mechanical action on the emergency, make stopping safe and positive.



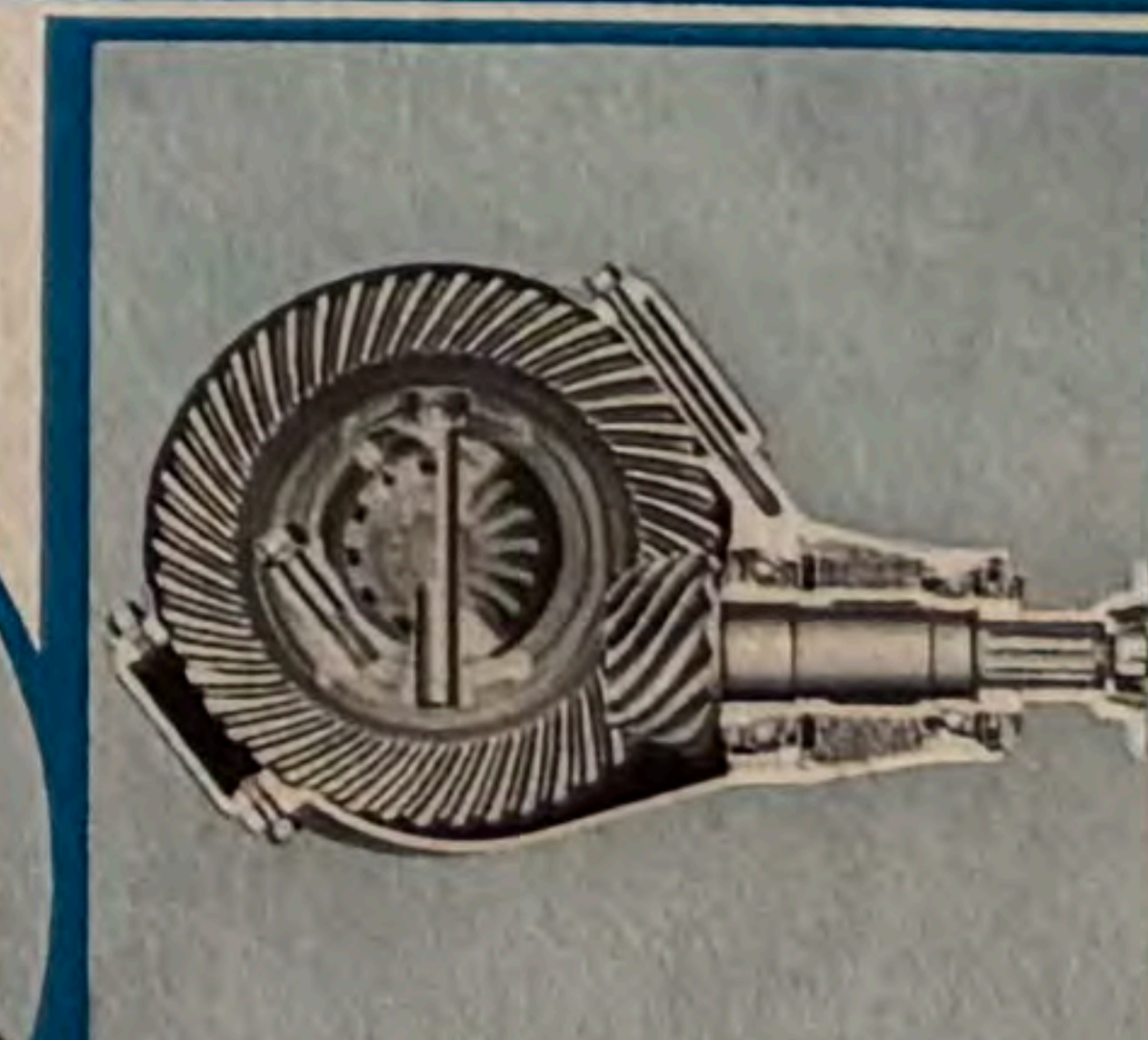
Backbone of the Packard One Twenty is a frame of strength and rigidity unusual in its price class. Note the heavy side members, multiple reinforcing arms, and "box section" construction for added resistance to weave and twist.



Steering, with its light, responsive touch, is a real joy—thanks to the worm and roller tooth.



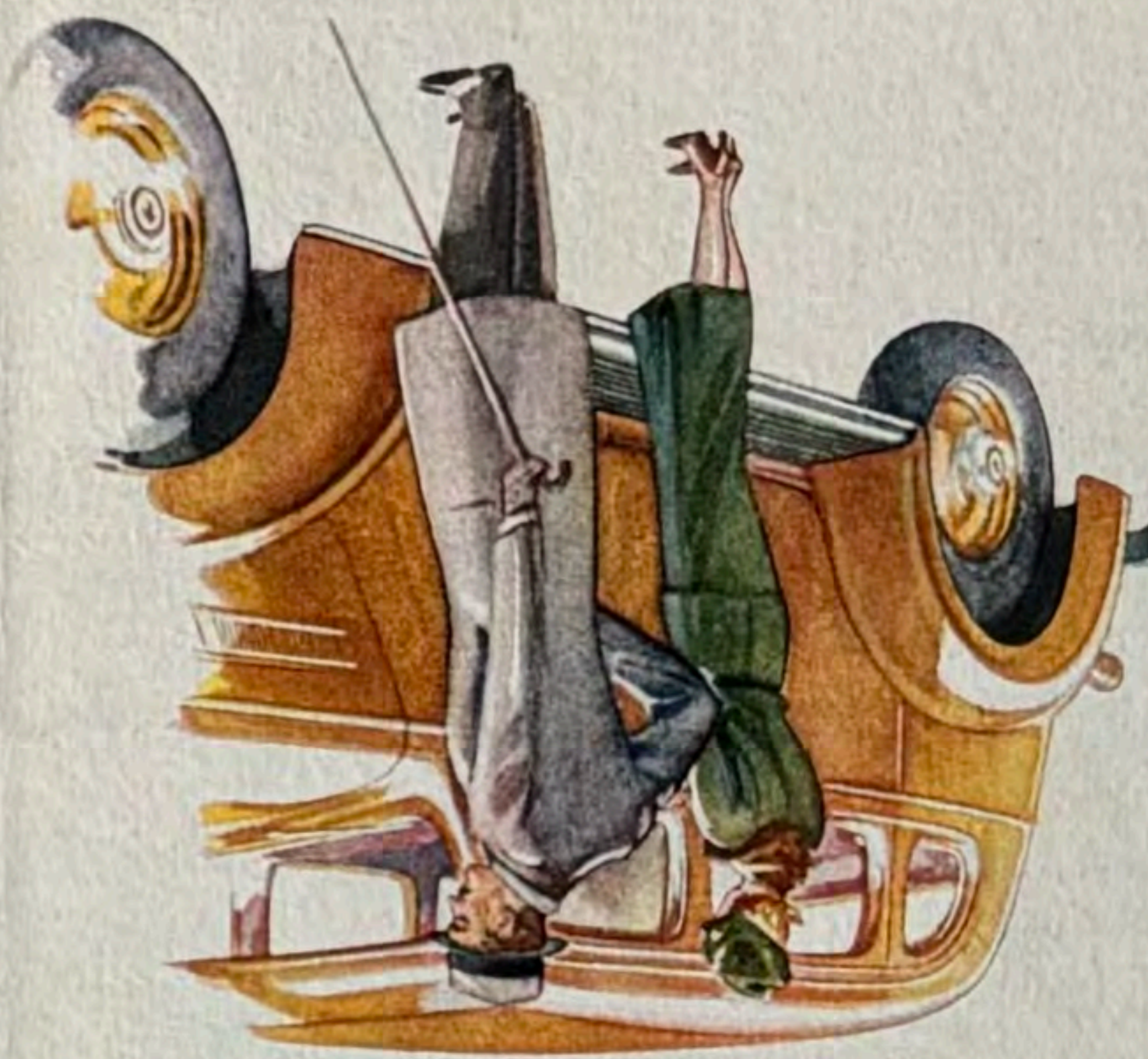
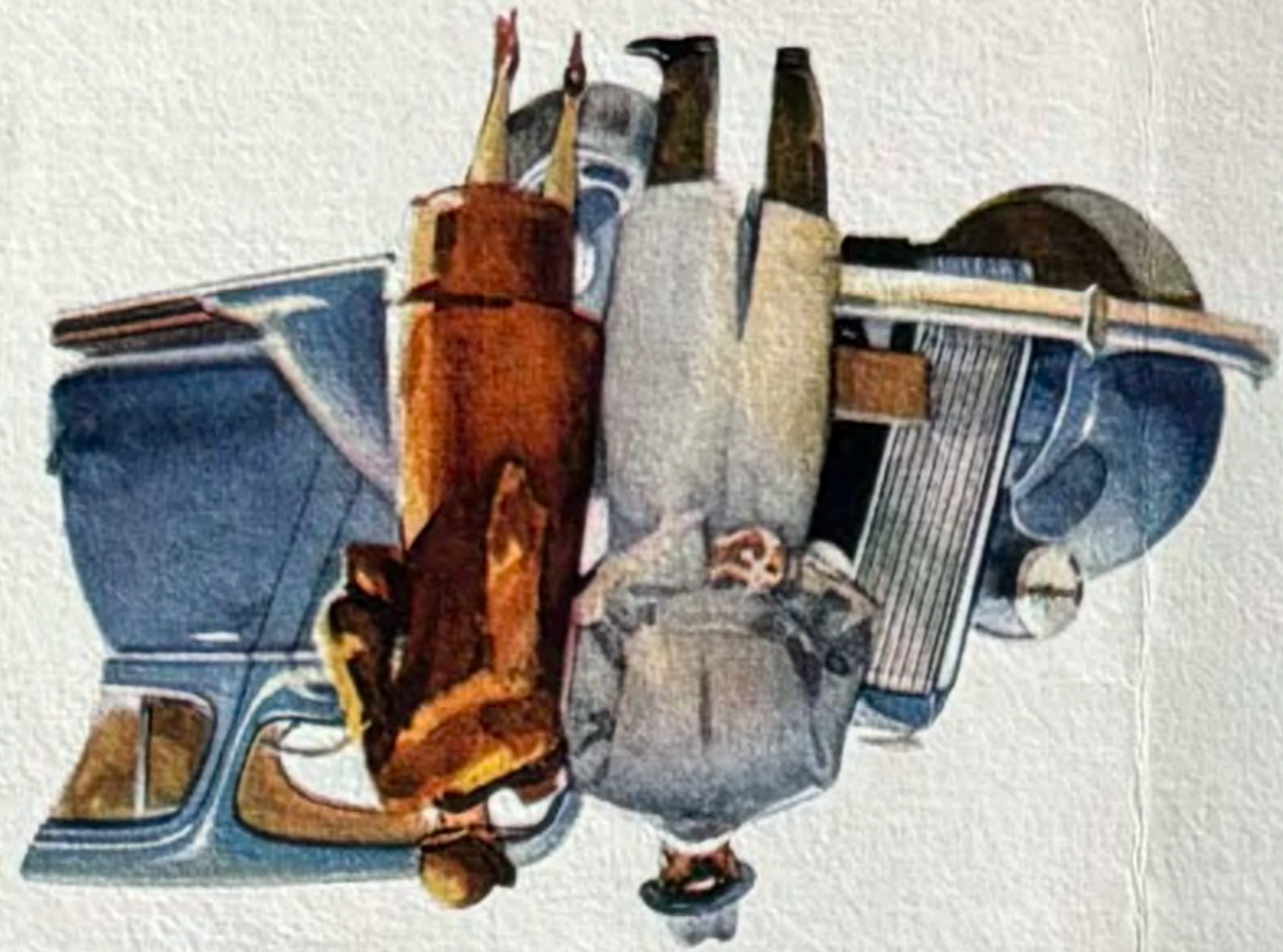
There is no annoying bump in the floor, or tunnel to stumble over, with Packard's Anglet rear axle.



The wider tooth area of Packard hypoid gears means quieter action and longer life.

Light pedal pressure and certain engagement are assured by the semi-centrifugal clutch.

AMERICA'S oldest and largest fine car maker presents America's newest motor car, the Packard One Twenty, worthy member of a distinguished family. For the Packard One Twenty is literally the quality car of its price class, being born in the Packard tradition, endowed with Packard identity, and given the Packard name. Rightfully called the newest of new cars, it has been designed out of the widest experience in small car engineering coupled with the creative skill of those long versed in Packard ways. More of it is built in the parent plant, where high standards of design and manufacture are under one centralized control, than is true of any comparable car—and built by the newest of machinery the tool trade could produce. It brings to countless new thousands of eager motorists the pleasure and pride of Packard ownership. Examine it, compare it part for part and ride for ride with every other car in its price class and we are convinced that soon you, too, will say to your friends: "I drive a Packard!"



P A C K A R D Presents T H E O N E T W E N T Y

ONE TWENTY SPECIFICATIONS

Motor—Eight cylinders in line. Cylinder and upper crankcase integral. L-head type. Detachable aluminum cylinder head. Aluminum pistons. Bore, 3 1/4 inches. Stroke, 3 3/8 inches.

Horsepower—N.A.C.C. rating, 33.8. Actual brake horsepower developed, 110.

Motor Lubrication—Full-pressure feed to all bearings and cylinder walls. Ventilated crankcase.

Carburetion—Dual down draft. Automatic compensating idle. Automatic choke. Air cleaner and intake silencer.

Clutch—Semi-centrifugal type. 10-inch single plate. Heavy duty spring cushion drive. Friction damper.

Transmission—Silent synchro-mesh. Three quiet forward speeds.

Cooling System—Cellular radiator core. 16 1/2-quart capacity. Centrifugal pump. Thermostatic temperature control.

Fuel System—20-gallon tank at rear. Mechanical pump. Filter and gas gauge.

Brakes—Servo-Sealed hydraulic. Internal expanding. 12-inch centrifuse drums.

Shock Absorbers—Hydraulic double acting.

Chassis Lubrication—Pressure gun.

Front Suspension—Packard SafeTflex independent suspension. Coil springs, 5 1/4-inch diameter, 7 3/4-inch effective coils.

Rear Suspension—Semielliptical, 54 x 1 3/4 inches. Metal spring covers.

Wheels—Disc wheels. Drop center rims.

Tires—7.00 x 17 low-pressure. 4 ply cord.

Wheel Base—120 inches. Turning radius, 19 1/2 feet.

Painting—Purchasers may choose from a wide variety of color combinations. Broadcloth upholstery is selected to harmonize artistically with the respective color combinations.

Standard Equipment—One spare wheel. Jack and tool equipment. Body ventilation. Interior sun visor. Two automatic windshield cleaners. Rear view mirror. Ash trays, front and rear compartments. Robe rail. Generator voltage regulator. 17-plate battery. 32-candlepower headlights with three lighting positions. Combination tail and stop light. Dome and front compartment lights. Horn. Speedometer. Gasoline and oil pressure gauges. Motor thermometer. Ammeter. Locked package compartment in instrument panel. Wheel compartment lock. Cowl ventilator with screen. Adjustable front seat. Toggle grips. Foot rail in rear compartment. Radio aerial in all enclosed bodies.

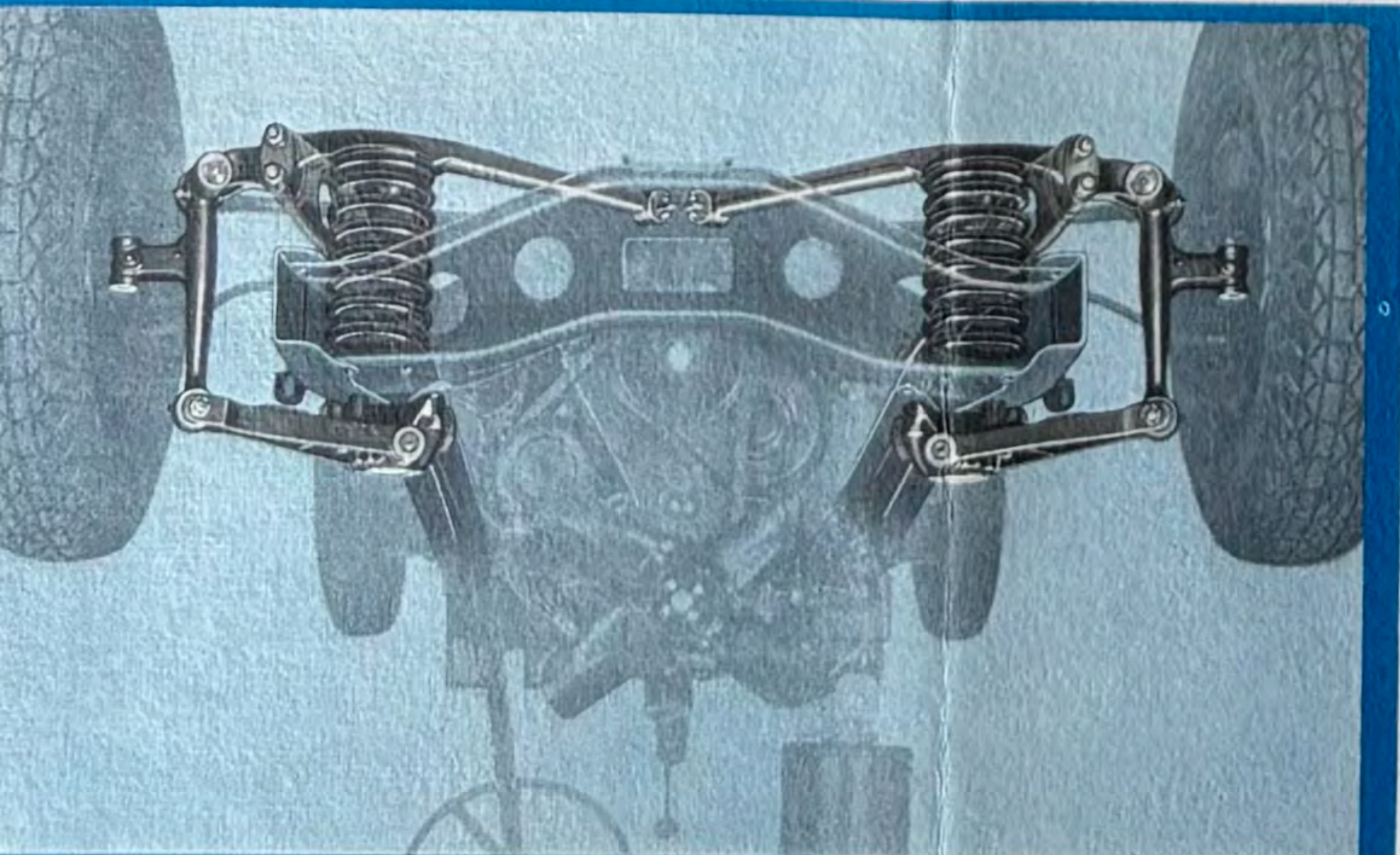
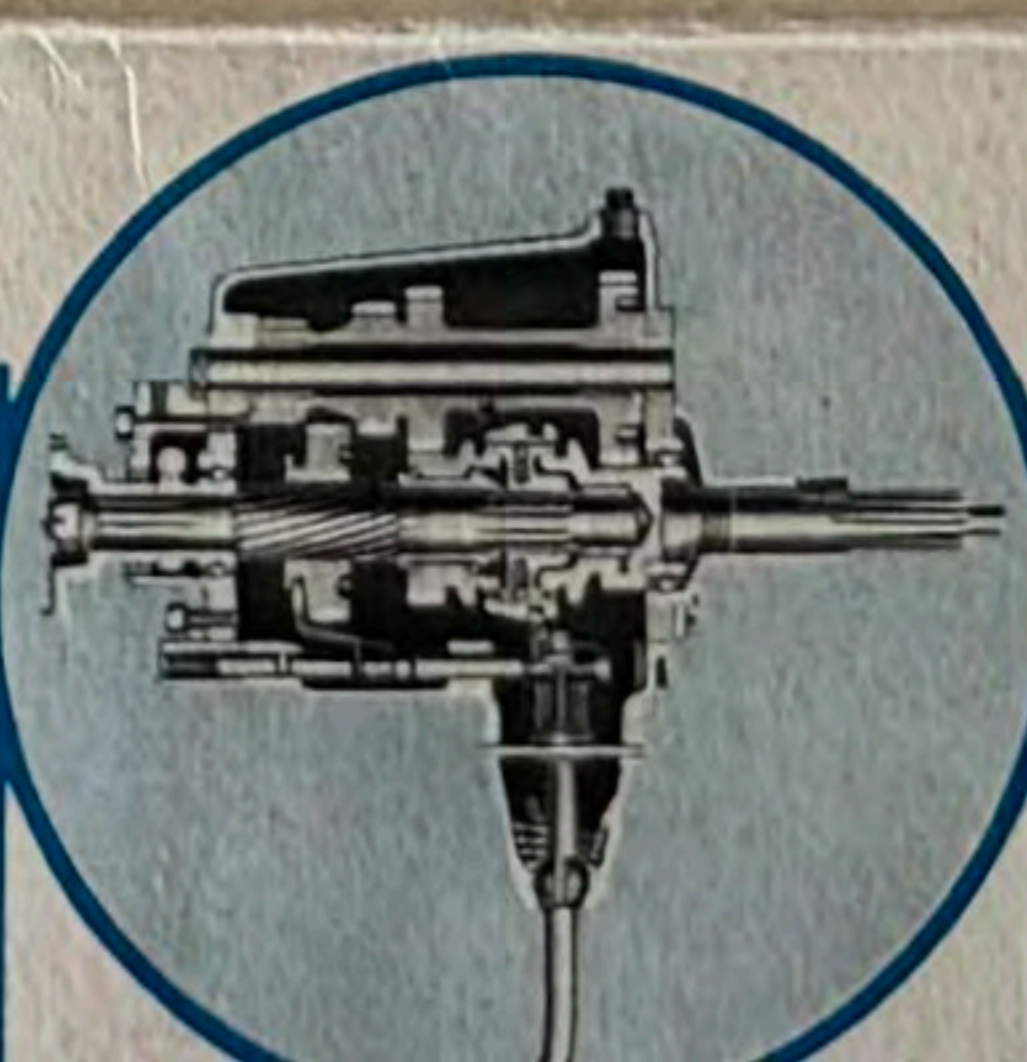
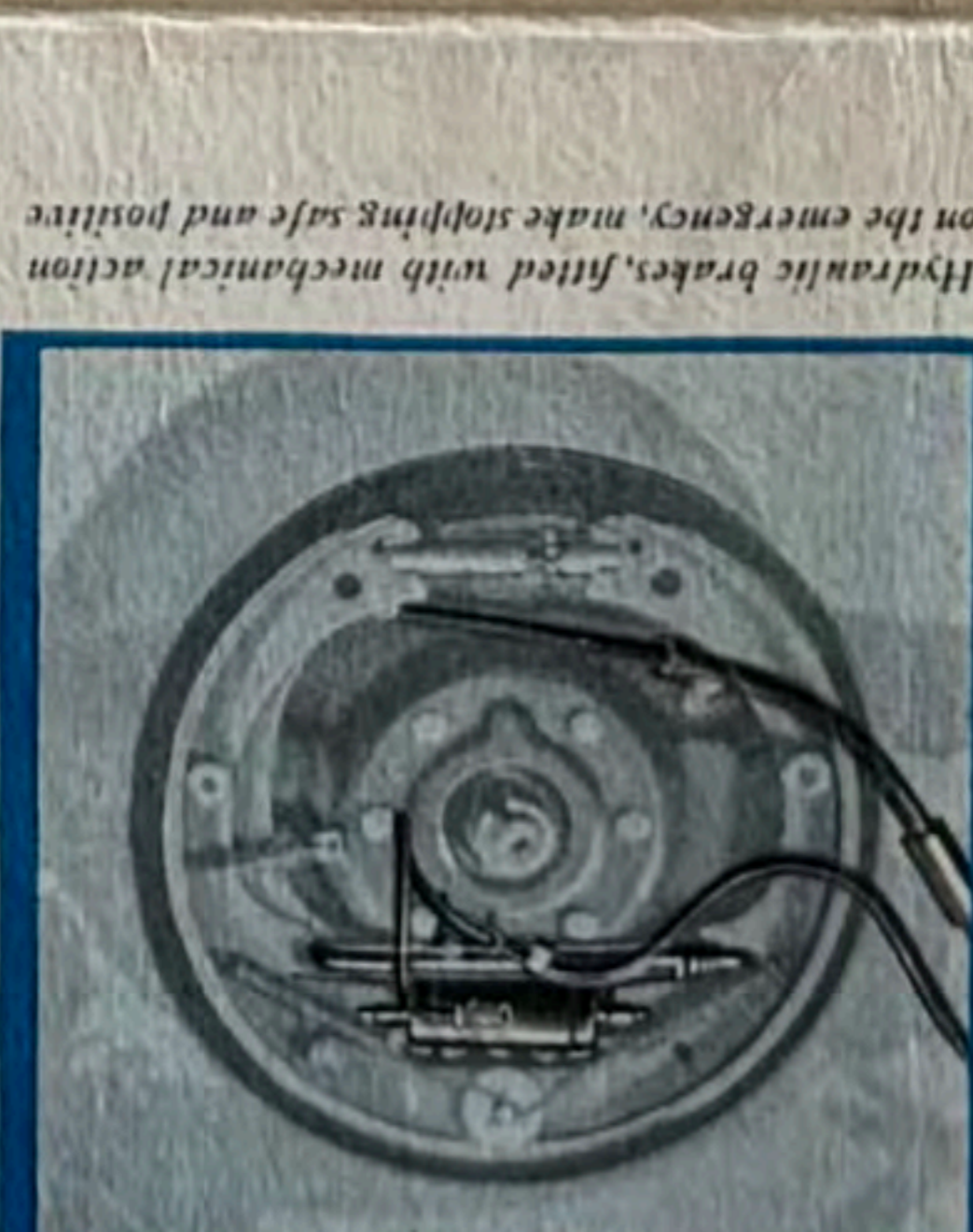
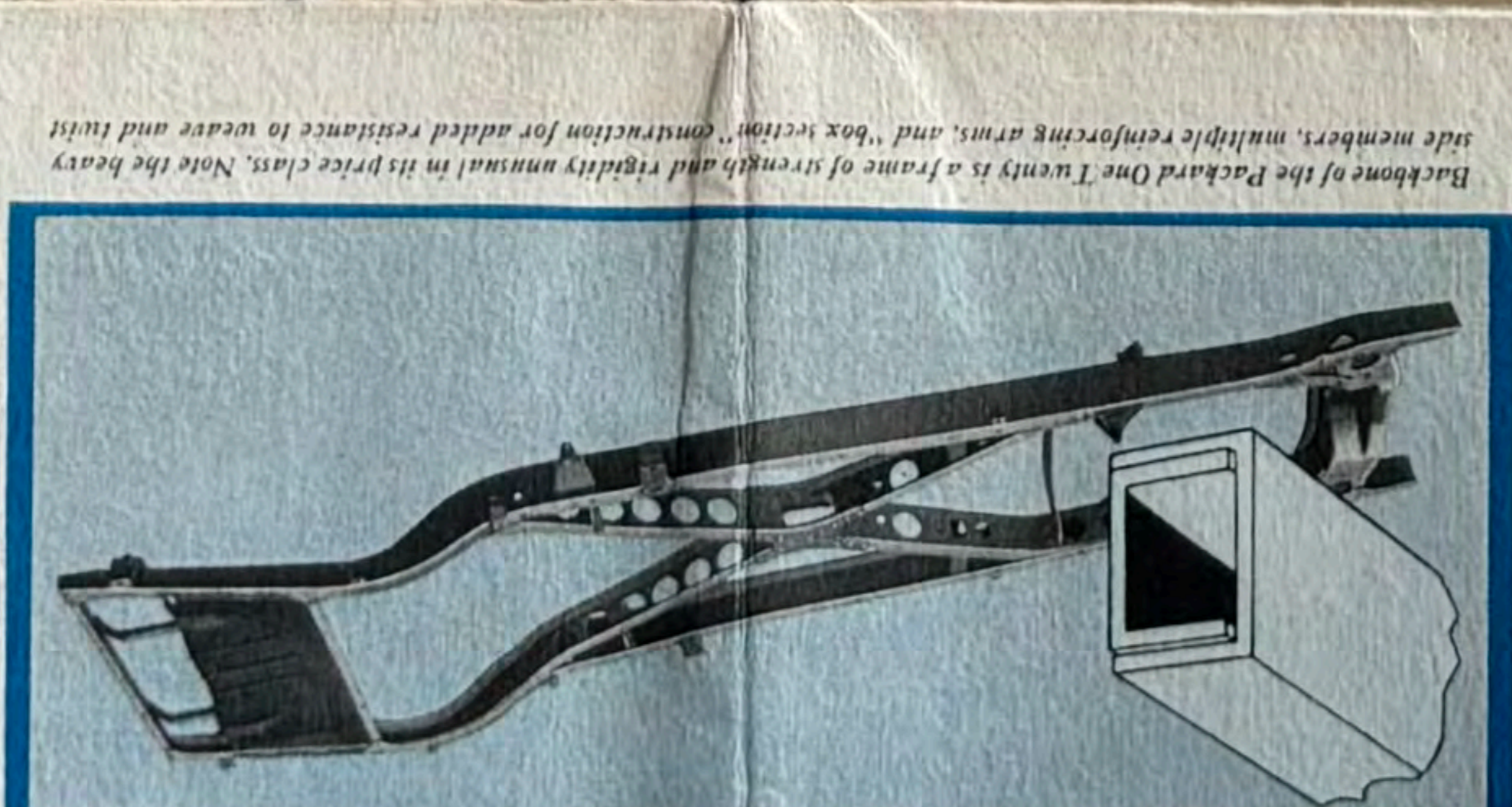
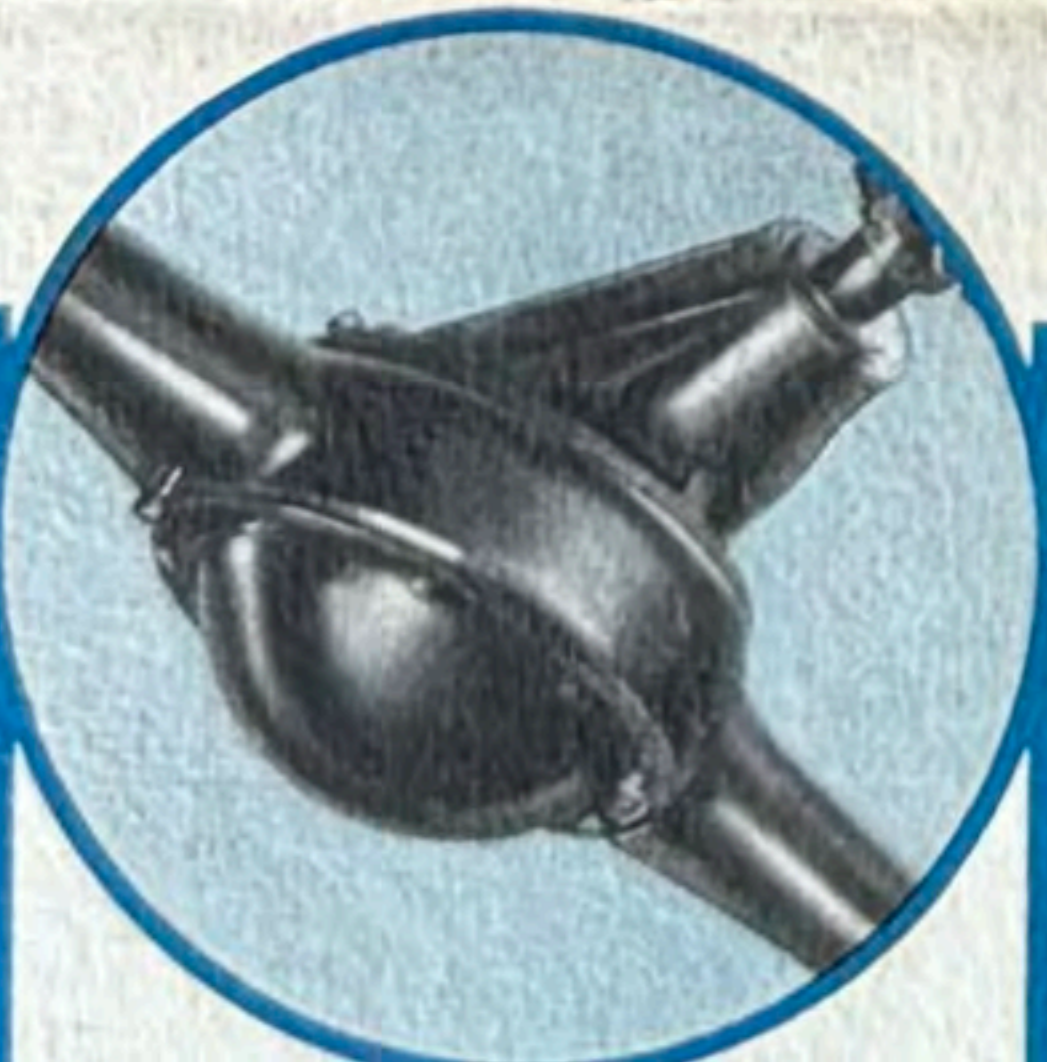
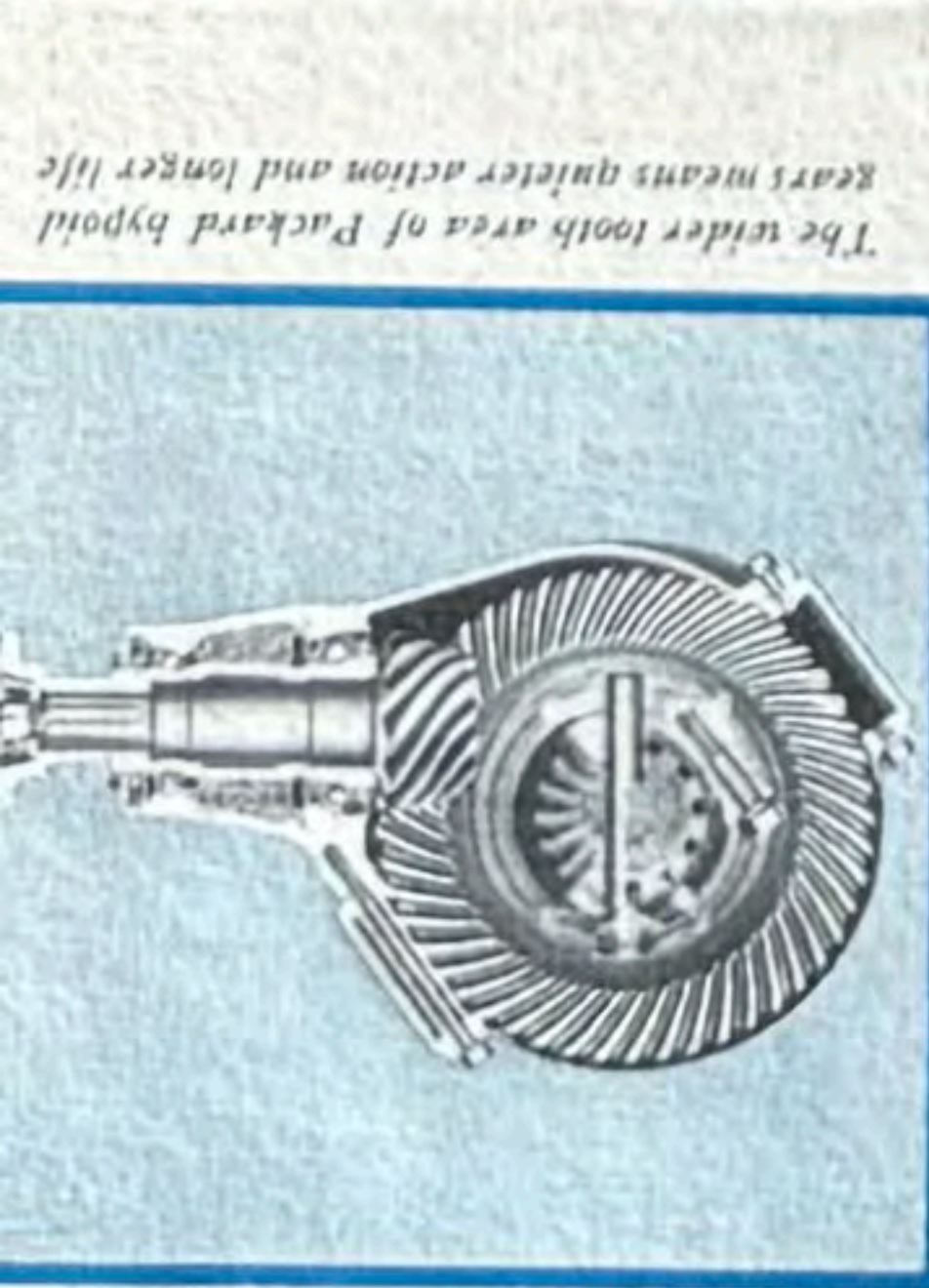
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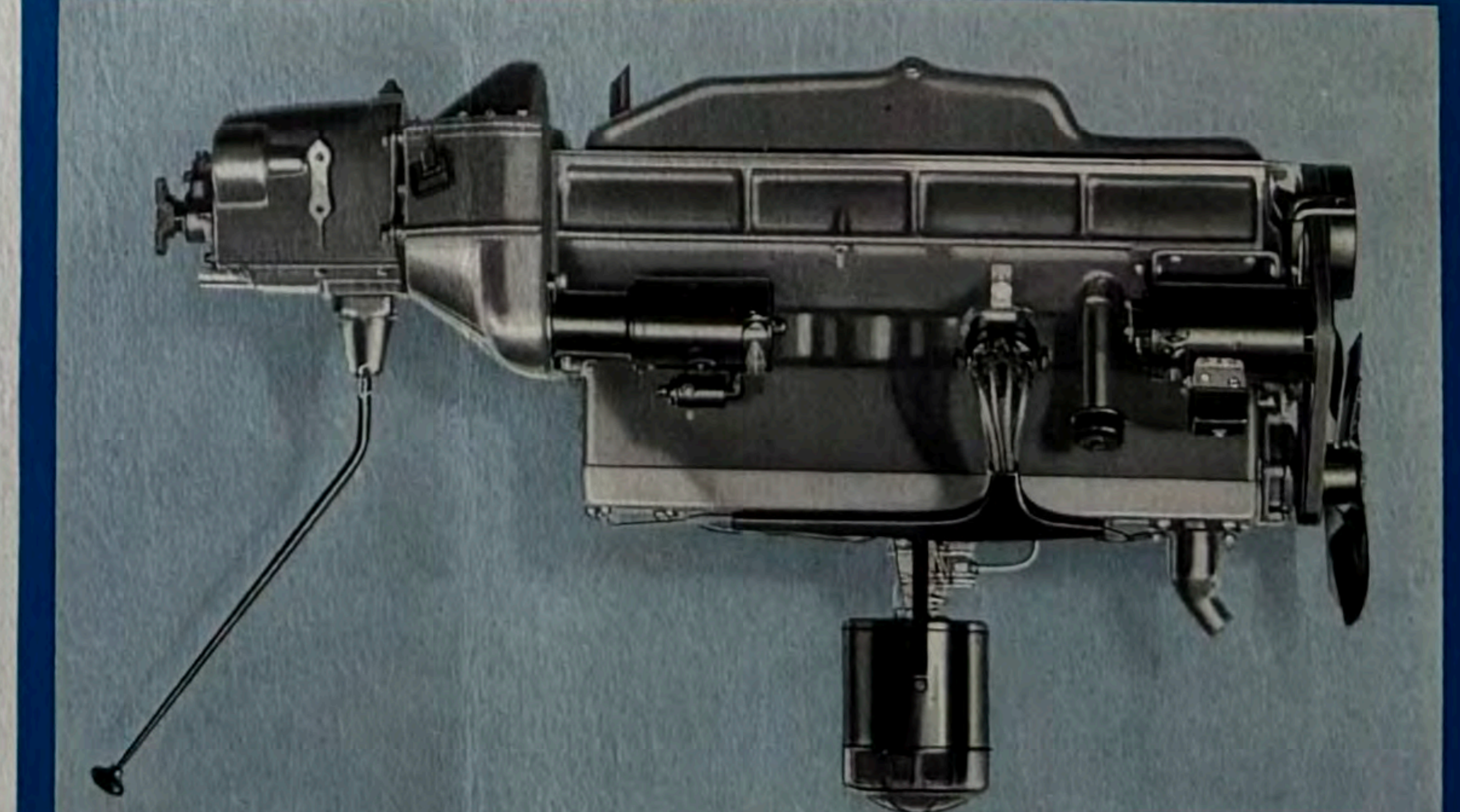


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LITHOGRAPHED IN U.S.A.



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The wider tools wear of Packard hydraulic rear brakes means quieter action and longer life.

There is no annoying hump in the floor, or tunnel to tumble over, with Packard's Amflex front axle.

Steering, with its light, responsive touch, is a real joy—thanks to the worm and roller tooth.

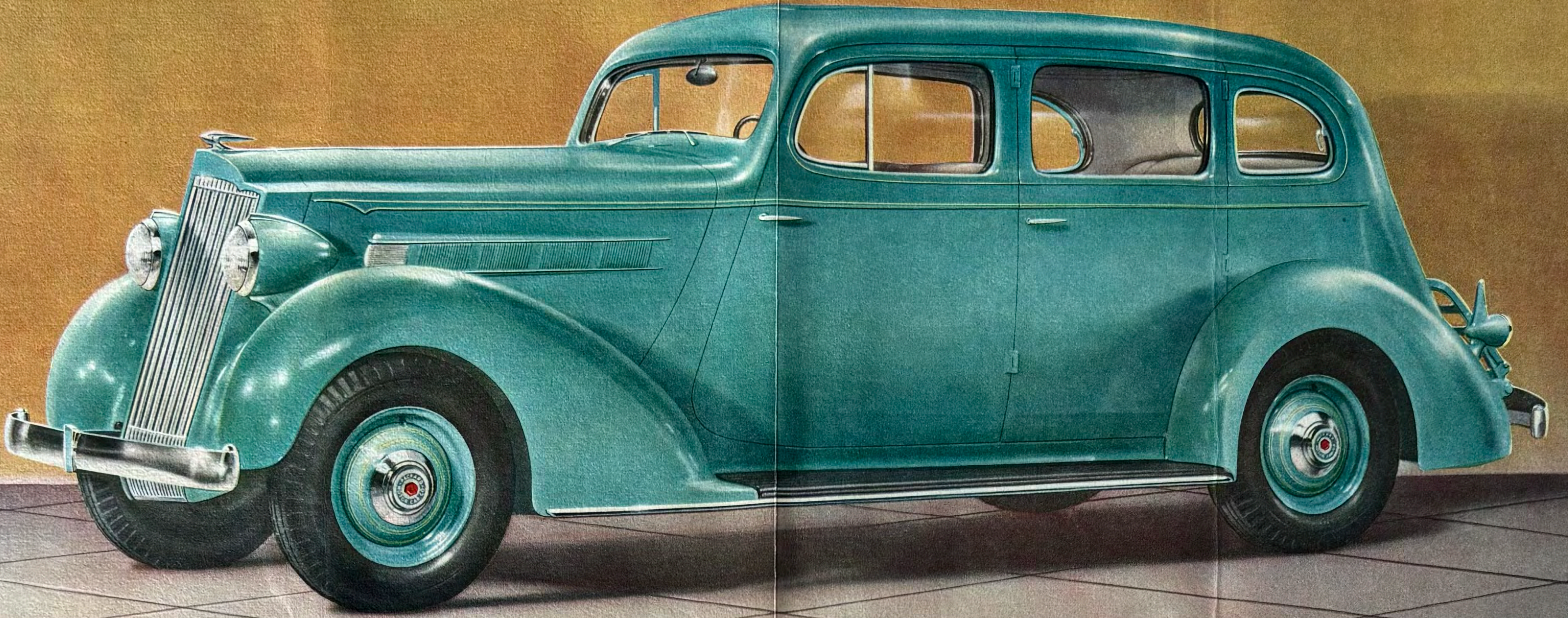
Side members, multiple reinforcing arms, and "box section" construction for added resistance to wear and twist.

Hydraulic brakes, fitted with mechanical action on the emergency, make stopping safe and positive.

More anti-friction bearings than in any comparable transmission insure smooth, quiet gear shifting.

Light pedal pressure and certain engagement are assured by the semi-centrifugal clutch.

So good, the name Packard is proudly embodied on it. The many miles of clean-lined, accessible straight-eight engine develops 110 horse-power, an ample margin develops 110 horse-power. An ample margin develops 110 horse-power. An ample margin develops 110 horse-power. An ample margin develops 110 horse-power.



AMERICA'S *Newest* CAR
THE PACKARD



In the big, roomy Packard body, more than a steel body—a Packard-built Safety-Plus body—are a host of delights: ample leg and head room, luxurious broadcloth upholstery, smooth floor free of tunnel or bumps, convenient appointments in tasteful black and bright finish, adjustable devices, and many other useful features.

Most popular of all body types, the Five-Passenger Sedan

ONE TWENTY



The TOURING SEDAN for five passengers

THE Packard One Twenty might well be called the "car of the twelve firsts". For, before designers set pencil to paper, Packard bought twelve leading cars in the lower price field, gave them exhaustive tests at the Packard Proving Grounds, ranked each for its one best feature, then set out to create a car that would meet and beat these twelve "firsts"! We leave it to you whether this has been done—done by blending in the Packard One Twenty the time-tried identity and advantages of Packard design, together with new mechanical features never before found on any car at its price. Such proven mechanical excellence gives delightful motoring results—mighty power, flashing performance, agile starting, quick stopping, smooth steering, safety and ease of driving and riding, solid comfort, and economy of operation. Service costs, too, are minimized through new design and precision manufacture that cause no point, outside of the crankcase, to need routine attention oftener than six times a year—and through a policy that keeps service charges and parts costs on the Packard One Twenty no more, and often less, than for other cars in its price class. So great is Packard's confidence in your all-around satisfaction in this new car that you may place your order NOW in time to be one of the first to drive a Packard One Twenty—then take delivery or not, as you please, when you actually see your own new Packard car!



The TOURING COUPE for five passengers



The CLUB SEDAN for five passengers



The SPORT COUPE for two or four passengers



The BUSINESS COUPE for two passengers



The SEDAN for five passengers



The CONVERTIBLE COUPE for two or four passengers