PACKARD ANNOUNCEMENT PUBLICITY

ON 1941 MODELS

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FOR RELEASE ANY TIME AFTER SEPTEMBER 23, 1940

TO PACKARD DISTRIBUTERS AND DEALERS

The enclosed "announcement" stories were prepared especially for your use in connection with automobile show and announcement publicity.

Any surplus of stories not used by your papers in special show issues should be re-submitted for use in subsequent issues. Wherever possible these stories should be personalized through insertion of local Packard names and comment. Supplemental stories on the 1941 models will follow from time to time.

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C. M. Vandeburg
Public Relations Director

PACKARD NEWS SERVICE

Sensitive to beauty and allergic to style, the Packard Motor Car Company this year presents five complete "lines" of cars as a strong bid for discriminating public favor.

From the newly designated One-Ten Special and One-Ten DeLuxe, through the popular One-Twenty and the luxurious One-Sixty and One-Eighty, Packard has re-styled to hold the popular demand for sleek streamlines and rich, harmonious color combinations.

Matching the vogue for multi-hued sports wear, Kodachrome photographs and Technicolor movies, Packard offers to a color-conscious public a tasteful blending of two-tone body colors with gay interiors in contrasting hues of soft colored leather and rich toned cloth.

Color styled, within and without, the Packard line offers an unprecedented choice of two-tone body and upholstery combinations at small extra cost. A typical degree of the color-styling is found in the One-Ten DeLuxe. An interior of harmonizing two-tone upholstery gains added richness through the generous use of chrome trim on the instrument panels and window reveals. Two-tone color, carried to the last degree, is also found in the matching plastic instrument panel, steering wheel and other interior accessories.

New from bumper to bumper, the 1941 Packard exterior presents a pleasing combination of streamlines, moulded fenders, recessed headlights, re-styled rear section with rich, chrome trimmed body and fender mouldings framing two-tone body color combinations.

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Despite strong emphasis on style, color, comfort and luxury innovations, the Packard line for 1941 offers an impressive list of mechanical improvements.

Outstanding in the mechanical list are:

(1) The full mechanical refrigeration cooling system at extra cost and first introduced to motorists last year. Packard is the first to offer this authentic type of air refrigeration. Operating on the same simple principle as the popular household refrigerator, the Packard air-conditioner introduces cooled, dehumidified, filtered air into the rear compartment of the car from the refrigerating unit located in the rear trunk compartment. Controlled air under fan-draft circulation cools the car even under extreme heat conditions. The air-conditioner unit operates from a separate fan belt driven compressor mounted above the engine. The capacity of the Packard air conditioner is rated at $1\frac{1}{2}$ to 2 tons of ice melting in a twenty-four-hour period at a car speed of 60 miles an hour.

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(2) A second striking innovation on the 1941 Packard is the automatic hydraulic window lift provided as standard equipment on the One-Eighty. This remarkable automatic window lift provides power operation on all four windows and the division compartment glass in the limousine. Power is supplied through a self contained unit under the frame, consisting of a reversible starter motor coupled to a hydraulic pump with a reservoir tank. Each window is fitted with a hydraulic cylinder which raises or lowers the window at the touch of a switch located conveniently at hand. Additional window lift controls are provided in the Packard One-Eighty enabling operation of all windows from the drivers compartment. A system of electrical interlocks prevents any attempt to raise or lower the windows simultaneously.

(3) A third mechanical advancement is the improved Handishift mechanism, now enclosed within the steering column housing. It is fitted with an over-center type servo spring which reduces shifting effort.

(4) A fourth improvement is offered in the two-speed electric windshield wiper on the One-Ten and One-Twenty models.

Offered again as optional equipment is Packard's successful overdrive, rechristened Aero-Drive this year by Packard. This unit features a striking electrical control system with a governor which acts to cut in or out of overdrive at a speed of approximately 21 miles per hour. The cut out permits the use of Aero-Drive under practically all city driving conditions without resorting to the manually controlled cut-out.

Mounted on the rear of the standard transmission, the Aero-Drive automatically provides a fourth speed or cruising gear when desired. Automatic, it produces up to 20 per cent in fuel economy.

BODIES AND STYLING: Sleek distinction characterizes each line and plane of the 1941 models. A blending of popular streamline styling with traditional Packard lines achieves new perfection. New, bumper to bumper, the 1941 models tend toward decorative color, luxury, convenience and additional comfort. From the front the narrow radiator and flanking auxiliary grilles are distinctively modern and immediately identify the car. The side grilles are larger this year and feature an unusual combination of bright chrome and body color.

Massive new bumpers and bumper guards, differing in style in the 110 and 120, protect new and smoothly moulded fenders with wide-spaced, inserted headlights. A new radiator ornament blends into the chrome bonnet moulding which rounds gracefully down from the hood line to join the gleaming chrome frame of the radiator grille. On either side, crowning the fenders, long streamlined parking lights add a

highly decorative note. Rear windows in all bodies are a single piece of heat-treated curved glass affording clearer rear vision and adding to the perfection of rear end styling. New front and rear fenders, separated running boards, heavier chrome belt moulding and parallel stainless steel bars on fender aprons give a touch of smart distinction to the line.

Two-tone paint options in a variety of harmonizing colors, and a compensating variety of two-tone interior trim and upholstery combinations permit striking color combinations to suit individual tastes. Multi-toned cars are fitted with a continuous chrome belt moulding extending backward from the bonnet and completely around the car. This belt is standard on all 160 and 180 models.

All models with the exception of the 110 are supplied with outside door locks on both front doors. Gas filler door is smoothly fitted into the left rear fender on all models. Spare tire mounting is vertical on all sedans.

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Colorful new interior trim treatment is offered on all models with a handsome new plastic and chrome instrument panel with matching "T" spoke steering wheel. Plastics are generously used in the panel and dash accessories with chrome highlights adding bright distinction.

Fender mounted six-wheel jobs are available at extra cost on all models except the 110. Airfoam seat cushions are available on the 110 and 120 at extra cost.

Hood lengths are longer by $2\frac{1}{2}$ inches on all models with the new bonnet featuring two top panels hinged at the center moulding for access to the engine compartment. Attractive hood latches of new design have inset enamel medallions at the forward end of the flush lock on the 110 models. The Packard 120 is identified by the familiar crest done in full color enamel at the forward end of the hood lock. The 120

is additionally identified by a chrome name plate done in script style and extending along the bonnet just below the well-known Packard spear-head. Louvers have been eliminated from the bonnet sides.

The front grille is a sheet metal assembly quite similar to last year's design and, as before, has thermostatically controlled shutters on the senior models. Interesting from a service standpoint is the location of the shutter thermostat directly under the hood where the entire mechanism is readily accessible for service or replacement.

The side grilles are die castings, larger in area than last year, with wider bars. License plates are mounted in the center and the side grilles are expected to handle the bulk of the cooling air to the hood compartment.

The totally new rear end styling of the body has pronounced windstream lines which add to the sweeping proportions of the whole car. The roof line at the rear is re-styled so as to flow more gracefully into the rear panel, while the rear trunk is of the smart new coupe type. Rear fenders are contoured to blend to the new trunk lines. Parallel stainless steel bars, matching those on the front, trim the 120, 110 DeLuxe and all convertible rear fenders. New chrome trimmed tail and stop lights of modern design are inset flush in the body.

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From a mechanical standpoint engines on the 1941 Packard line are basically unchanged:

The 110 series, six cylinder, L-head, $3\frac{1}{2}$ inch bore and $4\frac{1}{4}$ inch stroke, 245 cubic inch displacement, rated 100 horsepower at 3600 r.p.m. with standard compression ratio of 6.39 to 1; optional ratio of 6.71 to 1.

The 120 series, L-head straight eight, $3\frac{1}{4}$ inch bore x $4\frac{1}{4}$ inch stroke, 282 cubic inch displacement, rated 120 h.p. at 3600 r.p.m. with standard compression ratio of 6.41 to 1; optional 6.85 to 1.

The 160 series, also used in the 180 chassis, L-head straight eight, $3\frac{1}{2}$ inch bore x 4-5/8 inch stroke, 356 cubic inch displacement, rated 160 h.p. at 3600 r.p.m., with a standard compression ratio of 6.45 to 1. Optional ratio 6.85 to 1.

Among engine changes to be noted briefly are new engine mountings on the 160 and 180; a more accessible oil gauge; new connecting rod bearings featuring a thin high lead babbitt surface bonded to a porous matrix on a steel back; new exhaust valves having an austentic stem as well as head; vacuum advance on all models; Carter and Stromberg carburetors on the 110 and 120; pressure cooling system with $4\frac{1}{2}$ lb. pressure on the 110 and 120, $7\frac{1}{2}$ lb. on the Super models.

In addition, the Super models are fitted with oil bath air cleaners. Hydraulic valve lifters are continued on the Super-8 engine, using the improved steel body. Spark plugs are 10 mm. on all engines. On the Super-8 they use both an oil slinger and an oil seal at the rear main bearing.

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In continuance of the program to lower car floors without introduction of the unsightly and awkward tunnel, the front suspension has been lowered by altering the wheel carrier forging to drop the center of the knuckle. Steering gear and the pitman arm are now rubber-insulated to absorb shock. In addition, needle bearings have been applied in the steering knuckles of the 110 and 120. The steering gear roller now is mounted on a ball bearing in all models. Opposed piston-type front shock absorbers are found on the 110 and 120.

At the rear, direct acting shock absorbers have been adopted on the 160 and 180 chassis. The gooseneck rear tension shackle mounting has now been extended to include the 160 and 180.

Offered again as optional equipment is Packard's successful

Econo-Drive overdrive, rechristened Aero-Drive by Packard. This unit features the striking electrical control system with an electric governor which acts to cut in or out of overdrive at a speed of approximately 21 miles per hour. The cut out permits the use of overdrive under practically all city driving conditions, without resorting to the manually controlled cut-out.

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All up and down the far frontiers the bones of hardy plainsmen rest uneasy in their graves. To all that dusty-throated legion who braved the deserts of the West, comes news of a mechanical innovation that will green their moulding dust with envy. Kit Carson heeds and remembers the burning dust of the Mojave. Captain Kearny rolls a wistful eye and recalls the blazing plains of New Mexico and the thick, cool flood of the Colorado before the plunge into the desert beyond Yuma.

Out of the molten maws of Detroit's industrial machines comes a new miracle of surcease to burning throats, and temperate climate for fiery deserts.

The Packard Motor Car Company presents these twin miracles coincident with the introduction of the new Packard cars of 1941. With the miracle of swift miles far behind it, Packard re-announces mechanical refrigeration for its speeding cars and introduces another feature for the dusty-throated. At extra cost, Packard now offers a companion piece to air-conditioning. It is the sensational, new, refrigerated cellarette manufactured for installation in the rear compartment of Packard sedans. Housed in a handsome, compact cabinet mounted on the back of the front seat, the cellarette provides a freezing compartment with replenishing trays of ice cubes manufactured from the refrigerating unit that runs the air-conditioning system.. In addition to trays of sparkling ice, the cellarette has space for glasses, beverages, ice water, and the necessary accessories to serve six people. An air-conditioned Packard, equipped with the Ice Bar, will be on display at the Fall automobile shows.

And so will another mechanical miracle write its record over the hot miles of the western deserts this year. Over the long reaches of the Butterfield stage route, over the torturing distances of the

Sante Fe Trail, across the parching waste of the Utah desert, air-conditioned Packards will make their swift, comfortable way. Against the smacking impact of hurtling tires, over the soft tinkle of ice-cubed glasses, the traveller may hear the vast stirring of a thousand ghosts -- these will be the legions of the dusty-throated turning wistfully in their unmarked graves to view the passage of another miracle.

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In step with the national vogue of sun tan and under-the-sky motoring, the Packard Motor Car Company offers the acme of convenience and comfort in the convertible styles of the 1941 line.

Again for 1941, all convertible coupes, including the One-Ten Special, One-Ten DeLuxe, One-Twenty and One-Sixty, are standard equipped with power-operated tops. Flawless in operation, the new tops are dependable, quick and convenient.

This year larger cylinders are used in the raising mechanism providing more power for the lowering and raising operation. A single control handle, located above the divider strip of the windshield, operates three locks simultaneously to lock or unlock the top in position.

At the touch of a button located conveniently just below the instrument panel, the top folds gently back or rises out of the container into closed position.

The mechanism is simple. Two pistons, in two cylinders, one on each side, utilize vacuum from the engine as power to raise or lower the top.

The advantage of the automatic top is obvious. It is neat--no mechanism can be seen inside or out; the operating mechanism is built into the wall of the body. Simplicity and convenience are outstanding features--a single locking handle to release or fasten the top and a single push-pull knob to give it power. Freedom of complication permits the easy use of the top under all conditions in the least possible time.

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Automatic window controls, offered for the first time by Packard this year, are available as standard equipment on all closed models of the Super-8, Packard One-Eighty.

This luxury refinement does away with manual control of all car windows and permits their simple operation under power control.

Hydraulic lifts, located in the door panels, are powered by an electric starter motor installed beneath the chassis.

Individual windows may be raised or lowered by flicking a small plastic switch located on each quarter panel of the rear door and from a similar location on the front doors.

Two additional switches, for operating rear windows from the front seat, are located on the instrument panel of the One-Eighty sedans. This permits driver control of all windows.

Switches for operating the division glass in One-Eighty limousines are located alongside the rear window switch.

To raise a given window, the plastic switch is raised to an "up" position. The switch contact actuates the starter motor which in turn gives power to the hydraulic window lifts. A down pressure on the switch reverses the operation and lowers the window to any desired position. Action is smooth, noiseless and utterly simple.

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Quick to accept the national trend toward rich-toned color combinations, the Packard Motor Car Company offers tremendous variety in exterior and interior color variations available on the 1941 line.

With fourteen single-color paint combinations and seven multi-tone exterior variations, Packard makes her 1941 debut in a colorful array of paint selections.

In step with the exterior combinations, Packard offers equal variety in the selection of color combinations for interiors. A total of twenty basic upholstery options in cloth and nine in multi-color cloth are offered with the 1941 line. Leather options include six standard selections and ten leather and Bedford cord variations.

Multi-tone interior upholstery combinations this year stress lighter colors trimmed in darker cloth as contrasted to the previous style of dark trimmed with light.

The degree into which color enters Packard styling in 1941 is evident in the wide selection of plastic color combinations available for interior trim.

The selection of matching plastics for instrument panel buttons and other interior fixtures is largely governed by color selections in upholstery. In the array of colored plastics offered for this purpose are three shades of tan, blue, gray, brown, maroon and green:

Color-styled, within and without, the new Packard line offers hue-harmony to match the sleek, new streamlines and general body re-styling.

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One of the great comfort innovations of the decade is the Packard air conditioner, introduced to the public for the first time in 1940. It found instant acceptance beyond the anticipation of Packard designers who introduced it without undue fanfare.

Offered again this year, as optional equipment, the mechanically refrigerated cooling system has undergone definite improvements in design and cooling effectiveness.

As the first authentic refrigerating unit of its kind offered for passenger car comfort, some idea of its utility may be gained from the rating, and the method of rating, its capacity. Since the Packard air-conditioner operates on the identical principle of popular household refrigerators, Packard designers have adopted a similar method of capacity rating. It is judged in accordance with the cooling effectiveness of a like quantity of natural ice used for the same purpose in a twenty-four-hour period.

Under this rating the Packard air conditioner is capable of producing 1½ to 2 tons of ice, melting in each twenty-four-hour period at an engine speed of sixty miles per hour.

The system requires no mechanical knowledge to operate. A separate compressor mounted on the engine and driven from the fan belt provides power to the refrigerating coils and unit in the rear compartment of the car. Adjustable controls are provided on a simple switch located on the instrument panel. Quick, effective and continuous cooling is possible under all conditions.

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One of the great comfort innovations of the decade is the Packard air conditioner, introduced to the public for the first time in 1940. It found instant acceptance beyond the anticipation of Packard designers who introduced it without undue fanfare.

Offered again this year, as optional equipment, the mechanically refrigerated cooling system has undergone definite improvements in design and cooling effectiveness.

As the first authentic refrigerating unit of its kind offered for passenger car comfort, some idea of its utility may be gained from the rating, and the method of rating, its capacity. Since the Packard air-conditioner operates on the identical principle of popular household refrigerators, Packard designers have adopted a similar method of capacity rating. It is judged in accordance with the cooling effectiveness of a like quantity of natural ice used for the same purpose in a twenty-four-hour period.

Under this rating the Packard air conditioner is capable of producing $1\frac{1}{2}$ to 2 tons of ice, melting in each twenty-four-hour period at an engine speed of sixty miles per hour.

The system requires no mechanical knowledge to operate. A separate compressor mounted on the engine and driven from the fan belt provides power to the refrigerating coils and unit in the rear compartment of the car. Adjustable controls are provided on a simple switch located on the instrument panel. Quick, effective and continuous cooling is possible under all conditions.

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PACKARD NEWS SERVICE

Writing its thesis upon color appreciation, the Packard Class of 1941 offers an amazing variety of rich color combinations to meet discriminating public favor.

Making her bow in 1941 Packard directs appeal to the color-conscious public whose preference for gay hues is already evidenced in the popular acceptance of multi-hued sports wear, Kodachrone photography and technicolor motion pictures.

With fourteen glowing, single-tone paint combinations and seven beautiful multi-tone schemes in outside finish, the Packard Class of 1941 will step out in a harmonious array of rich colors.

Single-tone paint variations, obtainable on any car in the line, include Puritan gray, Packard blue, grove green, chickory green, Andes tan, Barola blue, French silver gray, Wilshire brown, black, royal red, crescent blue, sun bronze, Saratoga beige, and Packard maroon.

Multi-tone paint schemes, obtainable at small extra cost on all models, are available in seven rich combinations of striking Packard colors.

Of particular interest to the color-conscious is news of twenty basic upholstery options in cloth and nine in multi-tone hues. In addition, there are six standard leather options and ten leather and Bedford cord variations.

An important feature of this year's color combinations on multi-tone interiors is the predominance of light upholstery with dark trim. This is a reversal of the usual style featuring dark upholstery cloth trimmed in light colors. The dominant light colors brighten interiors and add gaiety.

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NEW FEATURES - NINETEENTH SERIES PACKARD

1. New bumpers and bumper guards - One-Ten, One-Twenty, One-Sixty and One-Eighty
2. New front fenders
3. New Sealed Beam headlamps inset in fenders - all glass units
4. New streamlined chrome parking lights
5. New larger auxiliary radiator grilles
6. New radiator ornament
7. New DeLuxe radiator ornaments (special equipment)
8. New longer bonnet line- 2-1/2"
9. New decorative hood lock
10. New chrome model insignia on bonnet side - One-Twenty, One-Sixty, One-Eighty
11. New stainless steel trim bars on fenders - One-Twenty, One-Sixty, One-Eighty
12. New chrome wheel trim rings - One-Twenty
13. New chrome wheel discs on Convertibles - One-Twenty, One-Sixty
14. New heavier chrome belt moulding
15. New continuous belt moulding around the back of all two-tons paint cars and One-Sixty and One-Eighty models.
16. New separated running boards
17. New models without running boards
18. Newly designed bodies
19. New exterior hardware - One-Twenty
20. New chrome side window reveals - One-Twenty, One-Sixty and One-Eighty
21. New larger side windows
22. New chrome windshield frame - One-Twenty
23. New Coupe type trunk
24. New wider trunk door
25. New vertical spare tire mounting in Sedans
26. New heat-treated curved glass rear window

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27. New chrome rear window frame - One-Twenty

28. New chrome model insignia on trunk lid - One-Twenty, One-Sixty and One-Eighty

29. New rear fenders

30. New gas filler door in rear fenders

31. New tail lights

32. New stone guard between rear bumper and body

33. New outside locks on both front doors - One-Twenty, One-Sixty and One-Eighty

34. New lower over-all height

35. New greater over-all length

36. New two-tone paint combinations

37. New type radio antenna available as special equipment

38. New chrome rear fender stone guards on Convertibles

39. New interior trim - all models

40. New instrument panel and gauges

41. New oblong type speedometer

42. New radio grill in instrument panel

43. New improved defrosters (special equipment)

44. New two-speed electric windshield wipers

45. New two-tone garnish mouldings and wainscots

46. New trim fabric selections

47. New two-tone trim and plastics - One-Twenty, One-Sixty (Special equipment)

48. New leather trimmed upholstery - One-Twenty

49. Airfoam cushions - One-Ten, One-Twenty (special equipment)

50. New front seat latch

51. New interior hardware - One-Twenty and One-Sixty

52. New steering wheel - One-Ten

53. New horn button design

54. Three-tone horns - One-Sixty and One-Eighty

55. New two-toned steering wheel - One-Twenty, One-Sixty and One-Eighty

56. New enclosed steering column

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57. New leather covered front arm rests

58. New front compartment carpet - One-Twenty

59. New lace welt around window garnish mouldings - One-Twenty, One-Sixty and One-Eighty

60. New styling door trim panels

61. New rear seat center arm rest - One-Twenty

62. New more comfortable rear arm rests

63. New rear compartment heater - One-Eighty (special equipment)

64. New built-in front seat back with parcel compartment - One-Eighty5Sedan

65. New flush folding seats in 7-passenger models - One-Eighty

66. New inlaid wood farnish mouldings - one-Eighty

67. New power-operated windows on One-Eighty and LeBaron and Darrin closed cars

68. New smoking sets and ash trays - One-Sixty, One-Eighty

69. New front seat cushion trim

70. New larger Coupe bodies

71. New straight-across rear seat in Coupes

72. New greater rear seat head and leg room in Coupes

73. New DeLuxe One-Ten models - all closed bodies except Business Coupe

- Rear Seat center arm rest
- Special and trim front seat cushion
- New lace welt around window mouldings
- Chrome window reveals
- Chrome frame windshield and rear window
- Carpet in front compartment
- Two-tone steering wheel with horn ring
- Chrome wheel trim rings
- Stainless steel trim bars on fenders
- Two-tone upholstery, trim and plastics - One-Ten DeLuxe - (special equipment)
- Leather trimmed upholstery - Standard One-Twenty - One-Ten DeLuxe special equipment

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Convertible Coupe

- Chrome windshield moulding
- Chrome wheel discs
- White side-wall tires
- Carpet in front compartment
- Two-tone plastic steering wheel
- Two-tone cloth and leather trim-DeLuxe at extra cost
- Stainless steel trim bars on fenders

74. New engine mountings - One-Sixty and One-Eighty
75. New more accessible oil gauge
76. New sealed cooling system
77. New non-corrosive valve stems
78. New precision type connecting rod bearings
79. New improved cooling of exhaust valves
80. New improved carburetion
81. New longer frame
82. New lower front suspension
83. New opposed piston type front shock absorbers One-Ten and One-Twenty
84. New direct-acting rear shock absorbers - One-Sixty and One-Eighty
85. New gooseneck rear shackle mounting - One-Sixty and One-Eighty
86. New rubber insulated steering gear
87. New rubber insulated steering gear drop arm
88. New needle bearings in steering knuckles - One-Ten and One-Twenty
89. New improved handling
90. New improved Handishift
91. New heavier car weights
92. New larger tires - One-Ten and One-Twenty
93. New nickle plated acorn nuts, hose clamp and exposed pipes on Custom Super Eight One-Eighty
94. New oil bath air cleaner - One-Sixty and One-eighty
95. New vacuum spark advance - One-Ten and One-Twenty

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ACCOMPLISHMENTS

Nearly all motor cars made today are in some way or other, beneficiaries of Packard pioneering in engineering and manufacturing. Following are but a few of the contributions made by Packard to the motor car world in the past forty years.

First to develop thermostatic control of water circulation in a motor car.

First to locate the hand-brake lever at driver's left.

First to use the selected gear shift with the "H" movement.

First to use a steering wheel instead of a tiller handle.

First to hook up accelerator pedal and hand throttle, now common to all cars.

First to patent automobile wheels interchangeable at hub.

First to offer a ribbed jacket water cooled cylinder. Packard cars built in 1900 had sheet metal jacket around single cylinder.

First to obtain patent on radiator with top and bottom reservoirs with tubes -- the universally used radiator of today.

First to obtain a patent on the baggage rack used at rear of car.

First to use machines for boring both ends of connecting rods with diamonds.

First to rifle bore an oil passage in connecting rods for piston pin lubrication.

First American company to offer a straight-eight L-head engine.

First American company to offer a V-type, twelve cylinder engine.

First American automobile company to build a 24 cylinder engine.

First company to build a 1000 horse power aircraft engine.

First to build an engine in form of an "X".

First to develop and fly a Diesel aircraft engine.

First to offer an eight cylinder automobile engine with nine main bearings.

First American production car to provide four-wheel brakes as standard equipment.

First automobile company to use spiral bevel gears in rear axle. Included the designing of the complicated machinery for cutting the gear teeth.

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First to offer hypoid gears in rear axle, (1926).

First to use the central automatic chassis lubricator system.

First to introduce in America the "trunnion-block" which in its day added to driving safety by eliminating wheel "shimmy."

First to offer "ride control" in motor cars -- a mechanism for controlling shock absorber activity.

First to pioneer the use of and largely responsible for the development of steel backed bearings.

First to make use of the double door latch -- not universally used.

First automobile company to use Light Ray Machine (which calibrates down to one-millionth of an inch) for checking precision tools.

First automobile company to use radio amplification for inspecting ball and roller bearings.

First to patent and use a striping instrument which greatly simplified and improved the accuracy of striping bodies.

First to provide a package compartment in instrument board.

First to provide sun visors.

First automobile company to standardize labor and material service charges.

First to use iron and steel jig for body assembly.

First American car to introduce crankshaft vibration damper.

First to use aluminum pistons.

First to employ weights in ends of front bumper for stabilizing movement of heavy weight cars.

First to use metal spring covers.

First to use constant action windshield wipers by employing a vacuum pump.

First to use lateral stabilizer.

First to use built-in under fender cooling tunnels.

First to use both rubber and metal inserts in rear springs.

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First to introduce complete weather-conditioning in production cars.

First to use a Fifth Shock Absorber for control of lateral vibration.

First to use automatic radiator shutters as standard equipment.

First to use electrically controlled overdrive.

First to use water temperature indicator as standard equipment.

First to include front and rear bumpers as standard equipment.

First to equip cars with balloon tires as standard equipment

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PACKARD AUTOMATIC HYDRAULIC WINDOW LIFT

Fig. 1. Motor and pump unit consist of a 4 inch 6 volt reversible motor with a built-in direct connected gear pump which circulates hydraulic brake fluid under pressure to the operating mechanism in each door through metallic tubing and rubber hose connections.

The motor is a standard starter motor with four field coils, but is especially wound with two coils for pressure, or raising rotation, and the other two for opposite, or lowering rotation. The coils are wound to give approximately the same speed in either direction.

The fluid pump is a conventional gear pump mounted in a die cast housing which also forms one end frame of the motor - the gears being spiral cut to eliminate noise.

A non-adjustable spring loaded maximum pressure regulating valve is fitted in the pump cover with a dash pot to prevent chatter. This valve operates to by-pass the fluid when the window reaches its upper limit or should strike an obstruction.

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Fig. 2. A solenoid operated valve normally closed is fitted in the line to each window - these valves being controlled by the operating switch of each particular door.

Fig. 3. Within each door and the division partition of limousines is a cylinder and piston assembly, connected to the conventional window regulator mechanism, to raise or lower the window.

The down stroke, which is produced by the vacuum created in the cylinder by withdrawal of the oil, is supplemented by an assist spring.

Fig. 4. A fluid reservoir is connected to one pump opening to hold the fluid withdrawn from the cylinders when the windows are in a lowered position.

Fig. 5. Double acting control switches are provided for each window, the rear window switches being located above each arm rest, and the front window switches on each front door.

Two additional switches for operating the rear windows are located at the top of the instrument panel in Standard Sedans, to provide operation of these windows by the driver.

Switches for operating the division glass in limousines are located alongside the rear window switches.

To raise any window, the proper switch is moved to the "up" position which starts the motor, and at the same time opens the solenoid valve in the line to the window to be raised - thus allowing oil under pressure to flow to the operating cylinder. When in a raised position, the window is held by the oil trapped in the cylinder by the normally closed solenoid valve. To lower the window, the control switch is moved to the "down" position starting the motor in the reverse direction again opening the solenoid valve, and thus withdrawing the fluid from the cylinder to the reservoir.

Two solenoid operated switches are provided in the battery connection circuit, one for each pair of field windings, and with a relay to prevent the closing of both switches at the same time. The relay so connected as to give control to the wiring which lowers the window, therefore if one operating switch is held in the "down" position and at the same time some other switch is moved to the "up" position both windows will open. Two or more windows may be operated simultaneously in the same direction, but not in opposite directions, and in all cases downward movement will dominate.

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