



ASK
THE MAN
WHO OWNS
ONE

NEVER WAS
QUALITY
SO
IMPORTANT



THIS YEAR, 1942

This is a year for farsighted buyers. It is a year when careful selection of a new motor car—with *Quality* guiding the choice — is bound to pay larger-than-usual returns. . . .



WHAT'S NEW — AND IMPORTANT?

Newness in beauty and style . . . comfort . . . luxury — these are still first-rank considerations, of course. But add to them this year's other standards of appraisal — standards that have suddenly assumed vast new importance.

Utility . . . thriftiness of ownership . . . rugged, trouble-free durability . . . long life — these are the characteristics which thoughtful buyers of 1942 motor cars seek most of all.



A WIDE CHOICE

To such buyers Packard confidently presents its two new lines of Senior Cars for 1942 — the Super-8 One-Sixty and the Super-8 Custom One-Eighty.

Within the covers of this brochure you will find illustrations of the various models and body styles of these finest of Packards . . . in a selection wide enough to please every taste and preference.



SOMETHING TO LOOK INTO

The illustrations give ample evidence of the beauty, distinction and luxury possessed by each of these cars. And, of course, they would not be Packards if they did not lead the motor car world by a wide margin in each of these respects.

The pages of this booklet are devoted to a few of the less easily recognized attributes that make a

Senior Packard the best choice of the thoughtful buyer of a fine motor car in 1942.



WHAT'S UNDERNEATH?

Please examine with us some of the less conspicuous proofs of Senior Packard Quality. These are the materials, the ingenious design developments, the marks of superior craftsmanship, to which engineers and manufacturing men point with pride.



DEFENSE FIRST!

With more pride than usual this year! For the demands of defense production have been great—and *might* have meant a sacrifice in quality. But Packard has met the challenge of the times with all the resourcefulness and ingenuity at its command. And while *fewer* cars will be built they will equal in quality and mechanical excellence any cars Packard has ever built!



AIR POWER — SEA POWER

This despite the fact that Packard has been among the leaders in defense production from the start. Two major assignments are building high-powered Supermarine engines for swift Patrol Torpedo boats of the U. S., British and Canadian navies — and famed Rolls-Royce aircraft engines for the U. S. and British air services.



CAR QUALITY NOT AFFECTED

But these assignments are being handled without impairing the quality of the motor cars Packard builds. The proofs of this fact are in the cars themselves.



YOU CAN FEEL IT!

Because these are Senior cars — the finest of Packards — perhaps their luxurious interiors provide a place to begin . . . to point to *hidden* quality.



FOR YOUR CONVENIENCE

Automatic windows — that rise and lower at the touch of a button — are appropriate, yes, expected, in cars such as the long-wheelbase closed models of the Custom One-Eighty. But *unseen* quality is obvious only to those who know the precision required in the ingenious operating mechanism. This device does no more than complete the list of conveniences in the most convenient of motor cars — but it was tried and tested, proved and improved, for months before being accepted.



YOU CAN'T SEE IT HERE!

And speaking of windows, here is hidden quality that you can't see because you see right through it . . . without distortion, perfectly! True, because the finest of Packards naturally are fitted with the finest of clear-vision, safety glass throughout.



QUALITY BEGINS WITH THE SHEEP

What better economy is there than to insist upon the finest quality materials wherever you want beauty to last? Packard knows you would do it in buying furniture for your home . . . and that is why upholstery and trim selections of pure virgin wool and other cloths are studied and tested painstakingly for color fastness,

durability and ability to remain *new-looking* before they are cut and tailored to go into a One-Sixty or Custom One-Eighty.



BACKBONE OF BEAUTY

Quality, important in a car's interior, is naturally even more so in the chassis — where the wear and stress of road and load must be resisted or absorbed. The chassis which carry Senior Packard bodies vary in some details, but have these most vital attributes in common: *sound engineering design*, backed by Packard's 42 years' experience — *superb craftsmanship*, conscientiously applied with the finest of tools and equipment — and *materials* selected on one simple basis, "Best available for the purpose."



QUALITY TRIPLE TESTED

Steel, for example, is ordered to meet exacting specifications. Then, from each shipment received, a sample is sent to the Packard metallurgical laboratory to make sure that it measures up to the high standards specified. This is the first step — the rigid inspection of all raw materials — in the Packard procedure called "triple testing" which is your assurance of topmost quality in every Packard that comes off the assembly line.



ENVY OF WATCHMAKERS

The second step involves the precision testing of fabricated parts — pistons, for example, which must fit to within fractional thousandths of an inch to enable the 165-horsepower Senior Packard engine to deliver its tremendous power output with amazing low consumption of fuel. This step also includes the testing of the machines that make the parts — and, to guarantee constant accuracy, of the testing devices themselves!



ONE-MILLIONTH OF AN INCH!

For this latter purpose, Packard uses light-ray equipment, accurate to *one-millionth* of an inch, similar to that used by the U. S. Government Bureau of Standards.



WHERE SPEED IS INCIDENTAL

The third and final step in the testing of Packard design and quality takes place at the famous Packard Proving Grounds — where production cars taken from the assembly line, and "engineering cars" — pre-production models — are each year put through hundreds of thousands of miles of the most arduous kind of treatment to which a car can be subjected.



POST-TEST PROOF

It is in these three phases of testing that the hidden quality in Packard chassis and engines is proved to the satisfaction of critical engineers who tear them down — engineers with the *same* Packard background as those under whom the marine and aircraft engines for national defense are now being built.



MOST BEARINGS

They find that the 55 ball and roller bearings which go into a Senior Packard remain hidden from your ear as well as from your eye — by means of a sound-detecting device so sensitive that it makes the sound of human breathing roar like a hurricane. More important, they find that these bearings — more than are used in any other car — add miles upon miles of trouble-free operation to the life of your car.



NEW ANGLE ON ECONOMY

They prove that in actual operation as well as on the test block, Packard-designed angle-set valves, which promote clean, complete combustion, save enough gallons of gasoline to be a most important reason why Senior Packards operate as economically as many cars with 20 to 40 less horsepower. And they learn that hydraulically operated tappets — quieter, but costlier, of course — could cost much more and still pay worthwhile dividends in longer engine life.



SMOOTHER — FOR LONGER LIFE

And by tearing cars down after multi-thousand-mile road tests, the engineers prove that Packard spring suspension, long the best in the industry, does far more than merely add to your comfort. It saves the car as well as you . . . by keeping it from being subjected to shocks, twists and strains that would otherwise have destructive and wearing effects.



BUILT FOR THE TIMES

You have read about just a few of the scores upon scores of the evidences of *hidden quality* that make Packard value outstanding in the motor car field — and that make Packard ownership in times like these an even sounder investment than usual. That you can count upon a Senior Packard to give you lasting, low-cost, reliable transportation is assured by the Packard 42-year reputation for "Quality First" manufacturing . . . by proof from the laboratory and Proving Grounds — by the confidence of those entrusted with securing production for national defense . . . and lastly, by the multitudes of motorists who have learned of Packard excellence through long experience with it. In this year for thoughtful buying, we urge you more than ever to — ASK THE MAN WHO OWNS ONE.

TOP QUALITY "EXTRAS" TOO!



ELECTROMATIC DRIVE

Simplified, automatic driving at its best may be yours in any 1942 Senior Packard — with Electromatic Drive. It's an investment in more economical motoring and in longer car life as well as in safer, easier car handling. High-spot features . . .

NO JERK — when starting. Electromatic is s-m-o-o-t-h-e-r.

NO SLIP — in cruising or to waste gas on the getaway. Electromatic is more positive.

NO CREEP — when you stop. You stay stopped without inching ahead, foot off brake. Electromatic is safer — even for pedestrians!



GENUINE AIR CONDITIONING

The most notable comfort improvement in years, real *Air Conditioning*, is a reasonably priced extra that may be installed at the factory in any 1942 Senior Packard enclosed model.

IT COOLS — by mechanical refrigeration, reduces inside car temperature.

IT FILTERS — and circulates cooled, clean air evenly throughout car. A blessing to hay-fever victims!

IT DEHUMIDIFIES — wrings the moisture out of the air so *neither* the heat nor the humidity can cause discomfort.

* * *

INDEX TO QUALITY

1942 Senior Packard Specifications, in brief One-Sixty and One-Eighty

ENGINE—*L head, 8 cylinders. Bore and stroke, 3 1/2"x 4 3/8". Displacement, 356 cubic inches. Compression ratio, 6.85 to 1. Specially treated alloy pistons with damper type oil rings. Automatically adjusted hydraulic tappets. Brake horsepower, 165 at 3600 r.p.m. Simplicity is the keynote of this big Packard engine.*

ENGINE LUBRICATION—*Pressure lubrication to all main, connecting rod, piston pin and camshaft bearings. Oil filter. Double filtration (floating oil screen, internal oil filter) assures clean oil to all moving parts.*

FUEL SYSTEM—*Mechanical fuel pump with filter. 20-gallon gasoline tank. Positive supply of gasoline to the carburetor. A filter built into the pump collects dirt.*

CARBURETION—*Dual down-draft carburetor, automatic choke, thermostatic manifold heat control. The dual carburetor is really two carburetors in one, each supplying four cylinders. Fuel economy and quick starting are assured by automatic choke and manifold heat control.*

COOLING SYSTEM—*Thermostatic control (Clipper models). Pressure-sealed filler cap. Water pump permanently sealed and greased. Automatic radiator shutters on long-wheelbase Sedans and Convertible Coupes.*

ELECTRICAL SYSTEM—*Large capacity generator, automatic voltage and amperage control. Sealed-Beam headlamps. Ample capacity for all electrical requirements is easily developed by the big Packard generator. Correct output is automatically controlled.*

CLUTCH—*Semi-centrifugal clutch, 11" diameter. Because centrifugal weights in the clutch press the driving disc tighter against the flywheel as speed increases, lighter pressure springs can be used, thus lighter pedal pressure.*

TRANSMISSION—*Synchronized, helically cut gears. Smooth, quiet transmission gears result from the helical cutting of gear teeth. They are easy to shift either up or down because forward speed gears are in constant mesh at all times. Nine ball and roller bearings are used.*

ELECTROMATIC DRIVE—*Automatic clutch and over-drive are available either as a combination or as separate units at moderate extra cost.*

FRAME—*Combination X member and box-section side rails. Exceptional rigidity is solidly built into the frame by a deep X member spread-eagling from side to side. Side rails are boxed for extra ruggedness.*

FRONT SUSPENSION—*Packard Safe-T-flex. Roll control bar. Packard Safe-T-flex permits free and independent action of the front wheels in passing over road irregularities. The roll control bar controls body side roll on curves and improves car handling.*

REAR SUSPENSION—*Rubber-floated, special, self-controlling semi-elliptic rear springs, 5 3/8"x2". Rubber bearings in brackets and shackles. Direct-acting, double-action shock absorbers. Rear roll control bar on 138" and 148" wheelbase models. Fifth shock absorber. Rear springs are automatically controlled for variations in road and load. Changes in temperature have no effect. This is an exclusive Packard feature and one of the secrets of the smooth Pack-*

ard ride. The rear roll control bar serves the same purpose as the front. The fifth shock absorber removes road harshness.

REAR AXLE—*Semi-floating hypoid design, quiet and long lived, introduced by Packard back in 1926.*

DRIVE—*Hotchkiss. Roller bearing universal joints. The springs absorb the shocks of starting and stopping. Roller bearing universal joints last longer.*

BRAKES—*Servo Hydraulic brakes. Mechanical hand brake. The self-energizing principle employed in Servo brakes reduces the pedal pressure required and contributes to ease of operation. The hand brake operates the rear wheel brakes.*

STEERING—*Tru-Course steering. Antifriction worm-and-roller type gear. Lighter, steadier.*

CHASSIS BEARINGS—*Ball and roller bearings—Clippers 49 to 57, varying with models. Through the years Packard has consistently employed more of these expensive bearings.*

WHEELS AND TIRES—*Disc wheels. Tires, 7.00x15, 4-ply, tires on 127" wheelbase models; 7.00x16, 6-ply, tires on 138" and 148" wheelbase models.*

WHEELBASES—*127 inches, 138 inches, 148 inches.*

BODY CONSTRUCTION—*All-steel construction. Comprehensive insulation throughout the body.*

TRIM AND UPHOLSTERY—*Three selections of trim and upholstery selections are available on the One-Sixty, four on the One-Eighty. Nine leather color selections, three two-tone leathers, and five leather and cloth combinations on the One-Sixty Convertible Coupe. All seat cushions have soft pads of foam rubber. Front and rear compartments have a thick carpet backed with a heavy insulating pad.*

BODY EQUIPMENT—*Safety glass is used throughout. Window garnish mouldings and wainscots on the One-Eighty 138" and 148" wheelbase models are of genuine inlaid walnut. A center folding armrest fits into the rear seat back of all 4-door Sedan models and also on the One-Eighty Club Sedan. Automatic window regulators are used on the door windows of the One-Eighty 138" and 148" Sedans and also in the partition windows of the Limousines and One-Eighty Formal Sedan.*

INSTRUMENTS AND CONTROLS—*The instrument panel combines rich graining with chrome and plastics. A chrome-trimmed panel carries speedometer, oil gauge, ammeter, gasoline gauge, and engine temperature gauge.*

STANDARD EQUIPMENT—*One spare wheel and tire. Le Baron 7-passenger Sedan and Limousine, two spare wheels and tires. Triple-tone horns. Wheel jack and standard tool equipment. Two interior sliding sun visors. Double electric, two-speed windshield wipers. Two automatic combination tail and stop lights. Turn indicator. Automatic courtesy lights. Trunk illumination. Electric clock. De luxe steering wheel of colored plastic with chrome horn ring. Robe cord on 4-door Sedan and Club Sedan models. Ash receiver in instrument panel and automatic cigarette lighter. Ash receiver and integral automatic cigarette lighter in rear compartment, two in 7-passenger Sedan models and in One-Eighty Clipper Club Sedan.*

SPECIAL EQUIPMENT—*Packard Air-Conditioning which cools, dehumidifies, filters, and circulates the air. Electromatic drive. Both available at extra cost.*

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