

*The Packard Twelve*  
**FOR 1937**

**ASK THE MAN**



**WHO OWNS ONE**

*The Packard Super-Eight*  
**FOR 1937**

The Fifteenth Series Packards for 1937 were introduced on September 3, 1936. Hydraulic brakes were added as well as doors hinged at the front, as compared to the "suicide doors" on earlier Packards. Completely Re-Designed was the keynote feature.

**1,340 Packard Twelve's were produced (serial #'s 905,501 to 906,841).**

There are 13 Twelve models (175 hp), in three wheelbases - 144" (1508 series), 139" (1507 series) and 132" (1506 series).

**5,835 Packard Super-Eight's were produced (serial #'s 395,501 to 401,336).**

There are 15 Super-Eight models (130 hp) in three wheelbases - 139" (1502 series), 134" (1501 series) and 127" (1500 series).

## The Packard Twelve's

### 144 INCH WHEELBASE

**Town Car** 5,790# \$5,900

**LeBaron**  
**1508-L395**



**Touring Sedan** 5,600# \$3,385

**Touring Limousine** 5,660# \$4,085  
**1508-1035**



### Convertible

**Sedan** 5,680# \$4,650

**1508-1073**



### 139 INCH WHEELBASE

**Cabriolet** 5,740# \$5,700

**LeBaron**  
**1507-L394**



**Victoria** 5,345# \$4,490

**Convertible**  
**1507-1027**



### Formal Sedan

**1507-1032**



**Touring Sedan** 5,525# \$3,650

**1507-1033**



**Club Sedan** 5,520# \$3,660

**1507-1036**



**Coupe 5 Pass** 5,415# \$3,590

**1507-1037**



**Coupe** 5,255# \$3,420

**2 or 4 Pass**  
**1507-1038**



**Convertible** 5,235# \$3,450

**Roadster**  
**1507-1039**



## The Packard Super-Eight's

### 139 INCH WHEELBASE

**Touring Sedan** 4,700# \$2,705

**1502-1014**



**Touring Limousine** 4,815# \$2,840

**1502-1015**



**Convertible Sedan** 4,945# \$3,350

**1502-1063**



### 134 INCH WHEELBASE

**Convertible Victoria** 4,650# \$3,150

**1501-1007**



**Formal Sedan** 4,795# \$3,235

**1501-1012**



**Touring Sedan** 4,670# \$2,535

**1501-1013**



**Club Sedan** 4,600# \$2,530

**1501-1016**



**Coupe 5 Pass** 4,595# \$2,510

**1501-1017**



**Coupe 2 or 4 Pass** 4,585# \$2,420

**1501-1018**



**Convertible Coupe** 4,580# \$2,680

**1501-1019**



### 127 INCH WHEELBASE

**Touring Sedan** 4,530# \$2,335

**1500-1003**



### 132 INCH WHEELBASE

**Touring Sedan** 5,335# \$3,490

**1506-1023**



Refer to the Back Inside Cover for the 1937 Packard 8 Models (120C & 120CD) and the Packard 6 Models (115C) - This page added by Neil R. Anderson 714/990-0405

*P*  
*Presenting*

TWO MAGNIFICANT NEW MOTOR CARS  
WITH  
COMPLETELY RE-BALANCED DESIGN

*The Packard Twelve*

*The Packard Super-Eight*

ASK THE MAN WHO OWNS ONE



## Before You Read These Pages:

So unusually new are the facts in this catalog that we truly believe you should read it as though it were the very first motor car presentation ever to come into your hands.

That is a strong statement, but an honest one. It is prompted by the thought that you as a fine car buyer have probably been reading motor car catalogs for so many years you may be inclined to take them all lightly. If so, please accept our friendly urge to treat with a new regard the one you are now holding. For this book brings you such important news of a fresh development in the fine-car field that it merits your most careful study, page by page.

You will find presented on pages 4 through 20 the magnificent Packard Twelve, the finest car the world

has ever seen—and we mean that! From pages 21 through 36, the brand new Packard Super-Eight, conceding nothing to any car except the Packard Twelve—we mean that with equal sincerity! And from pages 37 through 44, a layman's interpretation of the astounding mechanical advances that give these new models a performance and handling hitherto impossible to join with big car benefits of comfort and luxury.

Though you may not be mechanically minded, though you may not understand engineering detail, you will find these pages translating technical points into terms of fine-car importance to you—into gains that can be yours only with a car of *Completely Re-Balanced Design*. So again, we say: read it throughly, for the sake of your own fine-car appreciation.

# *Completely Re-Balanced Design*

That is the keynote of the Packard Twelve for 1937, a car so new it totally supplants its mighty predecessor; and the Packard Eight and Super-Eight. Whatever the previous standard of that which constitutes a fine car, these new models establish a fresh gauge. Here is the reason. Each year throughout the recent disturbing times Packard has held to its quality ideals by presenting improved models bettered and refined over those of the year before. Each Year fine-car buyers have responded by according Packard a more than generous share of the fine-car business.

## **APPEARANCE**

*Completely-Balanced Design* retains the characteristic Packard lines that have kept a Packard looking distinguished year in and year out. Its new weight distribution grants a sleeker appearance, and a modern tapering of radiator front and incorporating of trunk at rear greatly enhances the original beauty. With its side-placed spare wheel equipment, the effect is even more pleasing and the ride balanced improved by reason of a new mounting.

## **COMFORT**

*Completely-Balanced Design* brings for the first time to any big car the riding ease of the most advanced independent front wheel suspension. It makes possible the use of Packard's own Safe-T-fleX system. It employs large section low pressure tires that improve riding qualities as much as 30%. This one change alone would be drastic enough if its far reaching effects to call for an entire new chassis design. It is but one of many that increase comfort.

## **PERFORMANCE**

*Completely-Balanced Design* provides more brilliant acceleration and even higher maximum speed. Its Packard-improved hydraulic brakes enable the very biggest car to be stopped with velvety quickness. Its multiple use of anti-friction bearings in steering, clutch and transmission gives an ease of operation hitherto impossible in a big car. Its low noise-level endows every phase of performance with a pleasurable new silence.

## **ECONOMY**

*Completely-Balanced Design* steps up the gasoline economy as much as 10% by improved carburetion and reduced weight. It more than doubles oil mileage by improved oil control including a new type oil saver piston ring. Its greater simplicity and structural advantages combine to produce what 1,834,564 miles of testing under all conceivable conditions to prove to be the most service-free big cars that Packard has ever built.

Now, with a vast fresh interest kindled in the enjoyment of the finer things of life, with more and more people about to satisfy their desire of owning a fine big car, Packard times its 1937 offering not as improved models but as new cars. Cars whose newness comes about only by a thorough-going engineering revision called *Completely R-Balanced Design*. It starts with a backbone of the car – a frame four times as rigid – and sweeps its resultful effects through fundamental design. Just read these high-spot contributions it makes to the major attributes of:

## **SAFETY**

*Completely-Balanced Design* creates a new concept of motoring safety since, instead of stressing a single element of design or construction, it treats every detail with painstaking care. It blends strength of basic construction with flexibility of control and convenience features of driving and riding into such a scientific strong whole that we firmly believe the new Packards to be the safest cars to be seen on the roads today.

## **LONG LIFE**

*Completely-Balanced Design* links a new and even longer mechanical life to the traditional long style life for which Packard is famed. A most important combination, for, whatever your fine-car purchase you will want to keep it the years the investment warrants. If it has the projected styling and projected engineering of the new Packards, you are sure to get from your car the pleasurable long life deserving of the sizable investment.

*Through you may see the cars on the following pages, you cannot sense all they offer without riding in them and driving them. Do so—without obligation, of course—and you will know what it means to:*

**GET THE “plus” OF A PACKARD IN 1937**

**5,600#**  
**\$3,885**

**MODEL 1508-1034**

*The Twelve*  
**TOURING SEDAN**  
*for Seven Passengers*  
WHEEL BASE • 144 INCHES



*Beauty without, is matched by luxury within. The Packard body is designed by Packard and built by Packard in its own body shops, the oldest fine-car body plant in the industry. This interior of the car shown on the opposite page is an excellent example of Packard quality craftsmanship. Note the many details of cushions and rests for relaxed comfort - the careful placing of controls for greater convenience. Typical of all the luxury built into every Packard Twelve interior is the fact that wool for its silky-fine broadcloth is selected from sheep grazed in a tiny area of Texas where the lush pasturage and pure water produce a fleece of unusual sheen and brilliance.*



**5,335#**  
**\$3,490**

**MODEL 1506-1023**

*The Twelve*  
**TOURING SEDAN**  
*for Five Passengers*  
WHEEL BASE • 132 INCHES



*The Twelve*  
TOURING SEDAN  
*for Five Passengers*  
WHEEL BASE • 139 INCHES

5,525#  
\$3,650

MODEL 1507-1033



**5,660#**  
**\$4,085**

**MODEL 1508-1035**

*The Twelve*  
**TOURING LIMOUSINE**  
*for Seven Passengers*  
WHEEL BASE • 144 INCHES



*The Twelve*

**FORMAL SEDAN**

*for Six Passengers*

WHEEL BASE • 139 INCHES

**5,550#**  
**\$4,620**

**MODEL 1507-1032**



**5,520#**  
**\$3,660**

**MODEL 1507-1036**

*The Twelve*  
**CLUB SEDAN**  
*for Five Passengers*  
WHEEL BASE • 139 INCHES



*The Twelve*  
COUPE  
*for Five Passengers*  
WHEEL BASE • 139 INCHES

MODEL 1507-1037

5,415#  
\$3,590



**5,255#**  
**\$3,420**

**MODEL 1507-1038**

*The Twelve*  
**COUPE**  
*for Four Passengers*  
WHEEL BASE • 139 INCHES



*The Twelve*

COUPE-ROADSTER  
*for Two or Four Passengers*  
WHEEL BASE • 139 INCHES

5,235#  
\$3,450

MODEL 1507-1039



**5,345#**  
**\$4,490**

**MODEL 1507-1027**

*The Twelve*  
CONVERTIBLE VICTORIA  
*for Five Passengers*  
WHEEL BASE • 139 INCHES



*The Twelve*

**CONVERTIBLE SEDAN**  
*for Five Passengers*  
WHEEL BASE • 144 INCHES

**5,680#**  
**\$4,650**

**MODEL 1508-1073**



**5,740#**  
**\$5,700**

**MODEL 1507-L394**

*The Twelve*  
**ALL-WEATHER CABRIOLET**  
*for Five or Seven Passengers*  
WHEEL BASE • 139 INCHES  
BODY BY LE BARON



*The Twelve*

ALL-WEATHER TOWN CAR  
*for Five or Seven Passengers*  
WHEEL BASE • 144 INCHES  
BODY BY LE BARON

5,790#  
\$5,900

MODEL 1508-L395





Here in one compact unit, is a most interesting instance of the blend of beauty, utility, convenience, comfort and safety expressed throughout Packard design. This instrument panel is handsome. It utilizes waste space for handy locked package compartments. It groups instruments for the quickest convenience of the driver and illuminates them by indirect rheostat-controlled light ranging from dark to bright as eye comfort asks. And it neatly accommodates the controls hitherto located in less practical positions on the steering wheel.

Since 72 per cent of all big cars sold specify radios as extra equipment, brilliant air reception is important. A quality uniquely Packard results from aerials built into the roof of every enclosed body.



Double windshield cleaners operated by motors 40 per cent more powerful facilitate stormy driving. Even heavy snow yields to the squeegee action of the long sweeping blades. When not in use, they are out of the line of vision.



Provision is made for easy installing a windshield defroster, an accessory whose need may vary with the climate.



One light press and the front compartment cigar lighter heats to the right degree, automatically cutting off when hot. Easier, safer and faster to use.



Relax, Reader, and respond to the invitation of restful riding extended by this corner of the back seat! As it befits the massive design of the mighty Packard Twelve, its cushions are plainly overstuffed. A tufted pillow-type upholstery provides riding comfort as real as this picture. Yet cushion springs, curled hair, wool pads and broadcloth are cunningly contoured into seat and back shapes that are orthopedically correct - that measure to the average of the 40,000 human beings and hence provide comfort that leaves the rider actually refreshed.

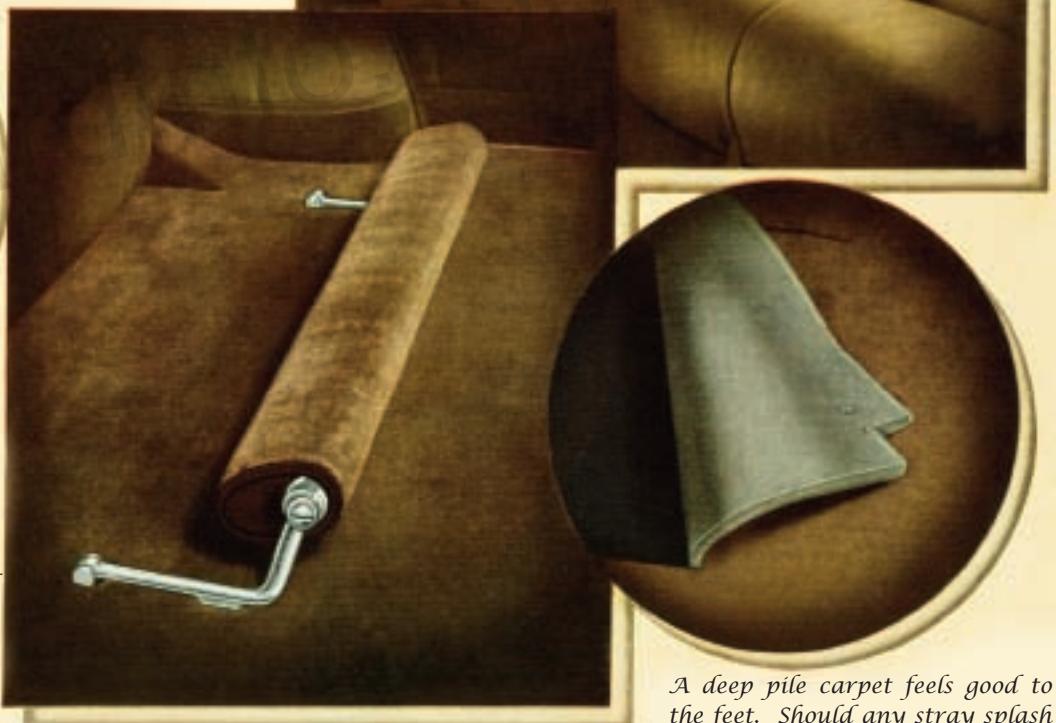
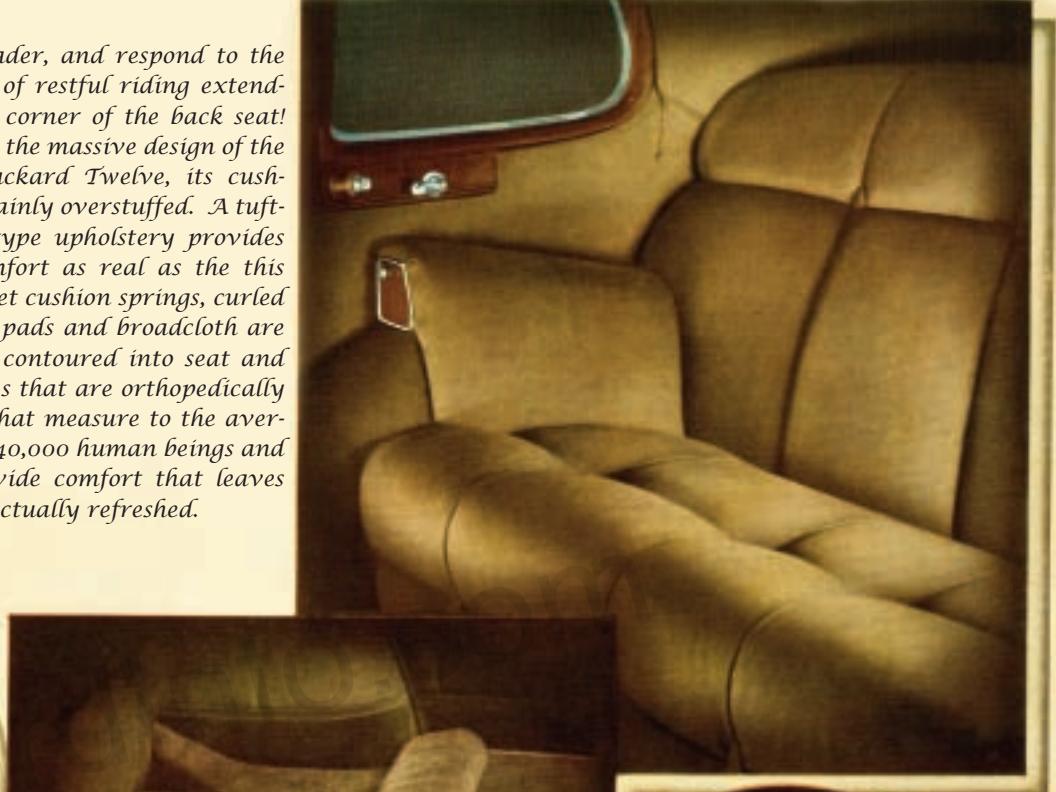
True luxury combines the mental with the physical. This close-up nicely proves the point. Joining the comfort of the side arm-rests is the artistry of the garnish molding, the stitched panelling and the chastely designed remote control handles.



No need to pass a single lighter back and forth, for, built into the rear compartment garnish molding and faced conveniently toward seat occupants is another useful lighter



A clever use of the space under the side arm-rest of the rear seat shapes it to contain a conveniently reached ash receiver. It is covered to prevent ashes from blowing.

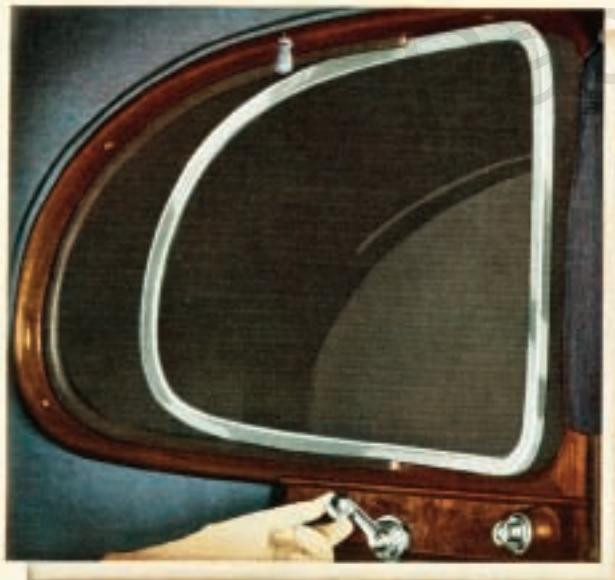


Rest your feet naturally on the flat floor of the rear compartment. Or stretch them out on the adjustable foot rest. It is neatly carpeted over a comfortable sponge rubber base to match the interior trim.

A deep pile carpet feels good to the feet. Should any stray splash or draft seep through the tight jointed floor boards, a rubber backing shuts it effectively out of the rear compartment.



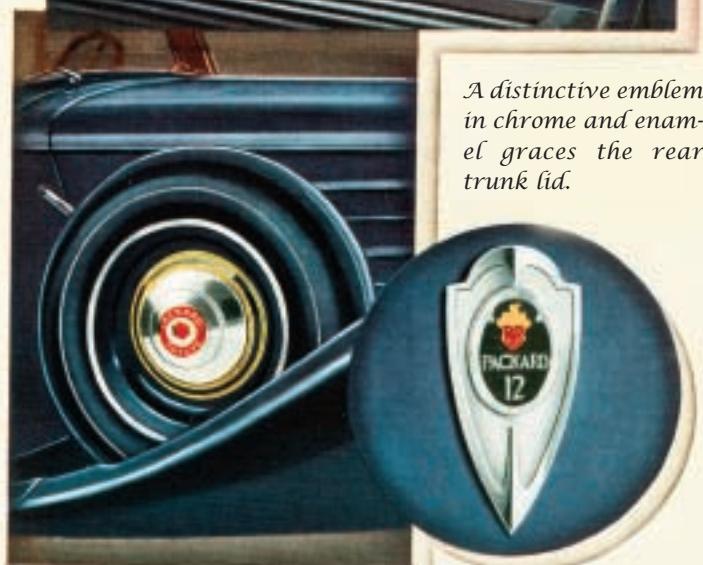
With side mounted spare wheel equipment so popular on the Packard Twelve, the resulting luggage space in the built in trunk compartment is truly commodious - 14.96 cubic feet, to be exact. Carpeting neatly lines the roomy interior.



One of many appreciated conveniences is the ventilation system-windows hinged to give air without annoying drafts to others in the car.



Extra wide low-pressure tires-largest used on any passenger car-improving riding qualities 30 per cent.



A distinctive emblem in chrome and enamel graces the rear trunk lid.

*Introducing*

THE CAR THAT RECOGNIZES NO RIVAL  
SAVE THE MIGHTY PACKARD TWELVE -

*The* BRAND-NEW  
**PACKARD**  
*Super-Eight*

A car to bear that famous name must keep pace with progress. The new Packard Super-Eight does just that. In it are merged the good points of two great cars—and then, these improved upon. On the pages that follow we invite you to inspect the pictorial results. After that, to experience the physical result—over the route of your choosing at the wheel of your favorite model.

11 HANDSOME BODY TYPES  
MOUNTED ON THREE  
WHEELBASE LENGTHS

**4,530#**  
**\$2,335**

**MODEL 1500-1003**

*The Super-Eight*  
**TOURING SEDAN**  
*for Five Passengers*  
WHEEL BASE • 127 INCHES



*For so vital a part of car comfort as the body Packard turns to no outside source. Rather, it builds its bodies in its own body shop under a single standard of quality control. Here is a good example - the interior of the car shown across the page. It provides ample opportunity to study cushion contours orthopedically shaped to rest and relax the human body. Note too the flat floor of the rear compartment, free of annoying tunnel or bump - a convenience typical of Packard design. To cite but one more of many details of the Packard Super-Eight interior, it has height and width of windows and windshield for easy vision that makes driving a pleasure and touring a joy.*



**4,670#**  
**\$2,535**

**MODEL 1501-1013**

*The Super-Eight*  
**TOURING SEDAN**  
*for Five Passengers*  
WHEEL BASE • 134 INCHES



*The Super-Eight*  
**TOURING SEDAN**  
*for Seven Passengers*  
WHEEL BASE • 139 INCHES

**MODEL 1502-1014**

**4,700#**  
**\$2,705**



**4,815#**  
**\$2,840**

**MODEL 1502-1015**

*The Super-Eight*  
**TOURING LIMOUSINE**  
*for Seven Passengers*  
WHEEL BASE • 139 INCHES



*The Super-Eight*  
FORMAL SEDAN  
*for Six Passengers*  
WHEEL BASE • 134 INCHES

4,795#  
\$3,235

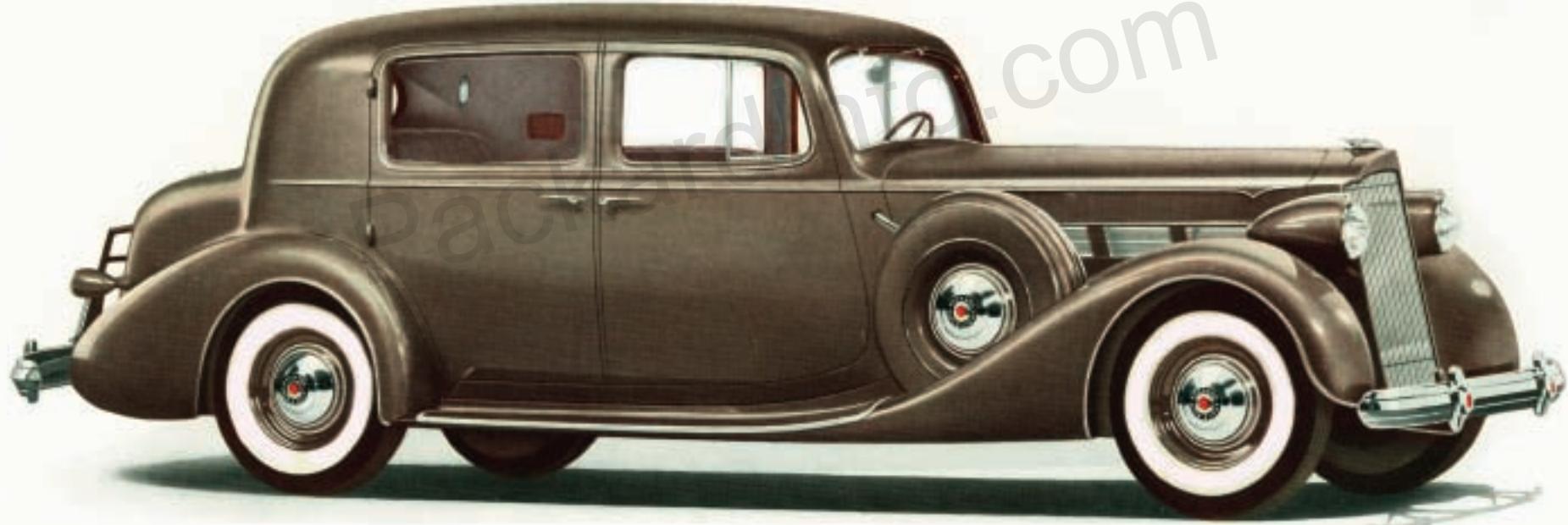
MODEL 1501-1012



**4,600#**  
**\$2,530**

*The Super-Eight*  
**CLUB SEDAN**  
*for Five Passengers*  
WHEEL BASE • 134 INCHES

**MODEL 1501-1016**



*The Super-Eight*  
COUPE  
*for Five Passengers*  
WHEEL BASE • 134 INCHES

MODEL 1501-1017

4,595#  
\$2,510



**4,585#**  
**\$2,420**

**MODEL 1501-1018**

*The Super-Eight*  
**COUPE**  
*for Four Passengers*  
WHEEL BASE • 134 INCHES



*The Super-Eight*  
COUPE-ROADSTER  
*for Two or Four Passengers*  
WHEEL BASE • 134 INCHES

MODEL 1501-1019

4,580#  
\$2,680



**4,650#**  
**\$3,150**

**MODEL 1501-1007**

*The Super-Eight*  
CONVERTIBLE VICTORIA  
*for Five Passengers*  
WHEEL BASE • 134 INCHES



*The Super-Eight*

**CONVERTIBLE SEDAN**

*for Five Passengers*

WHEEL BASE • 139 INCHES

**4,945#**  
**\$3,350**

**MODEL 1502-1063**





Have you ever pressed the cigar lighter indefinitely only to have it glow a useless sullen red? This new installation now does away with that annoyance, automatically cutting out when the proper temperature is reached.

Packard challenges any other car to give as good radio reception as that provided by its built-in roof antenna.



Sunk flush in the windshield rail is a handy ash receptacle. Its center location makes it conveniently accessible to either driver or front seat passenger, and keeps ashes from messily blowing about.



The next best thing to air conditioning in a motor car is ventilation that may be adjusted to suit the individual without causing the general draft of a down-dropped window. Packard does it in front and rear compartments with an ingeniously pivoted window design which, besides controlling the flow of air scientifically, increases the effectiveness of any heater device.



Things that paint a portrait of solid comfort for the rear seat rider are the heavy pleated trim of broadcloth cushioned upholstery, arm rests center and side, flat floor and adjustable foot rest. In the Packard interior you know neither mile nor moment, thanks to its many comfort-giving features.



*Finger-tip control is afforded the driver by this artistic panel. Its instruments have large, easily read dials indirectly lighted for night vision. When radio is specified, the handsome escutcheon plate is replaced by the control board for this accessory.*



*Fitted to each front door is a comfortable arm rest contoured to prevent crowding, and upholstered to harmonize with the interior. It blends well with the new stitched panelling that adds another note of interior luxury.*

*Ease of operating controls adds pleasure to Super-Eight handling. This chrome plated treadle type accelerator really rests the foot.*



*A front seat that merely slides is not enough for Packard. It now combines a cushion that rises slightly at the front edge and a seat back that automatically tilts to make the forward position a snugger one for the short statured driver.*



With free-wheel equipment calling for spare tire mounted flat, the built-in trunk of all Sedan bodies provides 7.85 cubic feet of storage space in its neatly carpeted interior.



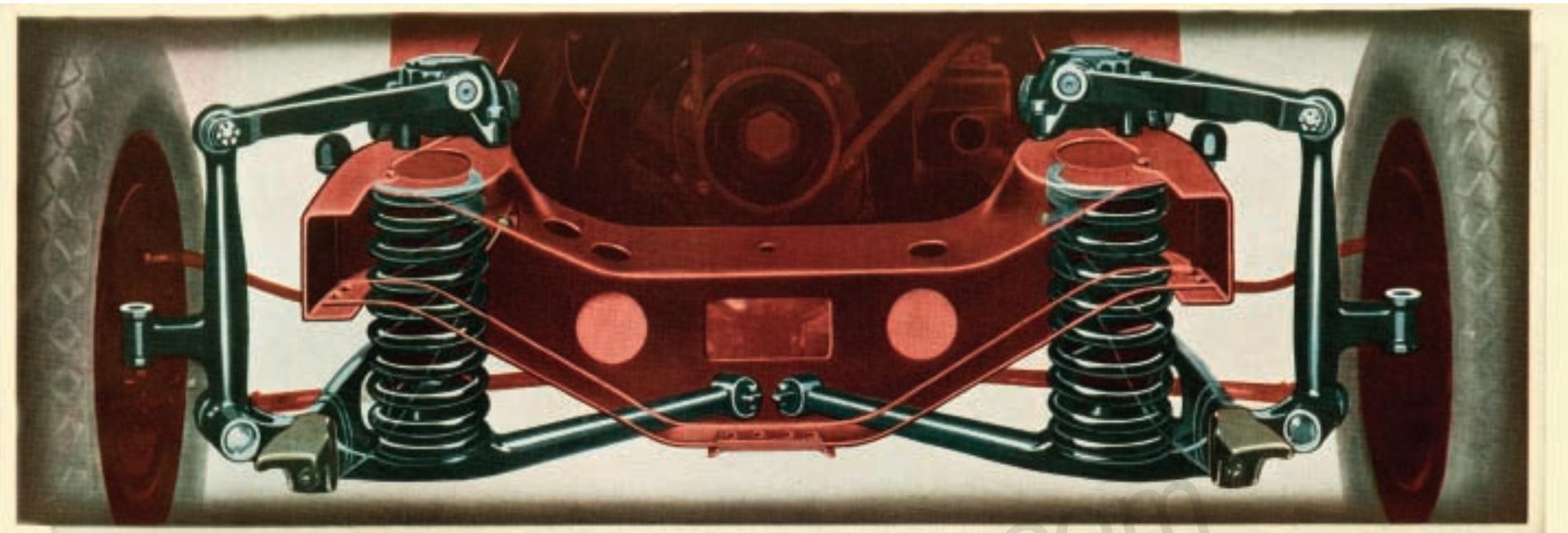
Perhaps this is just a door to you, hinged at the front pillar for your greater convenience in entering, leaving and vision when backing. But to one who knows design it is an example of skill supreme—from the sturdy two-hinge construction with the wide steel strap of the top hinge ingeniously concealed, to the striker plates, double door-catch and rubber door seal to blot out noise, draft and dust.



See that little trough above each door? It is a rain gutter that drains away moisture as it collects, preventing water from dripping down when the door is opened.



Trunks are sealed shut with a single one-piece lid supported by a hinge that requires no finger-pinching effort to close. A further convenience is a double lock to afford extra protection against theft.



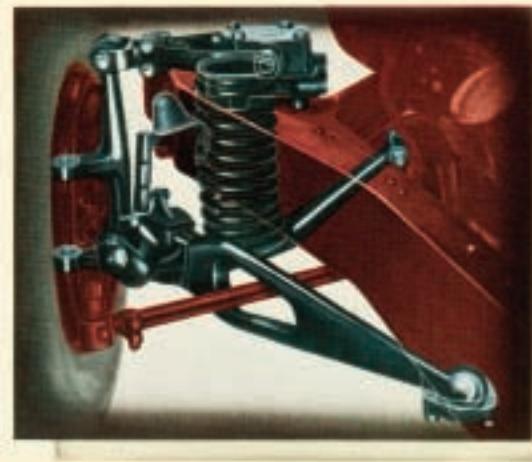
As its name implies, the Packard Safe-fleX suspension system links safety of car control with flexibility of ride—the most advanced type of independent front wheel springing.

Now that you have had a hint of the beauty, comfort and luxury built into the new 1937 Packards, we invite you to scan the section devoted to the mechanical details of *Completely Re-Balanced Design*.

In this epochal achievement, Packard has done things of outstanding mechanical importance to the fine-car field. And it does this through a complete re-design starting with the very foundation of the car. It is a frame four times as stiff and rigid—a frame that now allows the fullest advantages of the finest independent front wheel suspension. This new design of a big car frame permits the inclusion of Packard's own Safe-T-fleX suspension system—what some believe to be the greatest single feature of *Completely Re-Balanced Design*. There is no

gainsaying the fact that results of this single development leave speechless one who is accustomed to the ordinary big car ride. But Safe-T-fleX, though it shows its pleasing effects not only in riding qualities but in

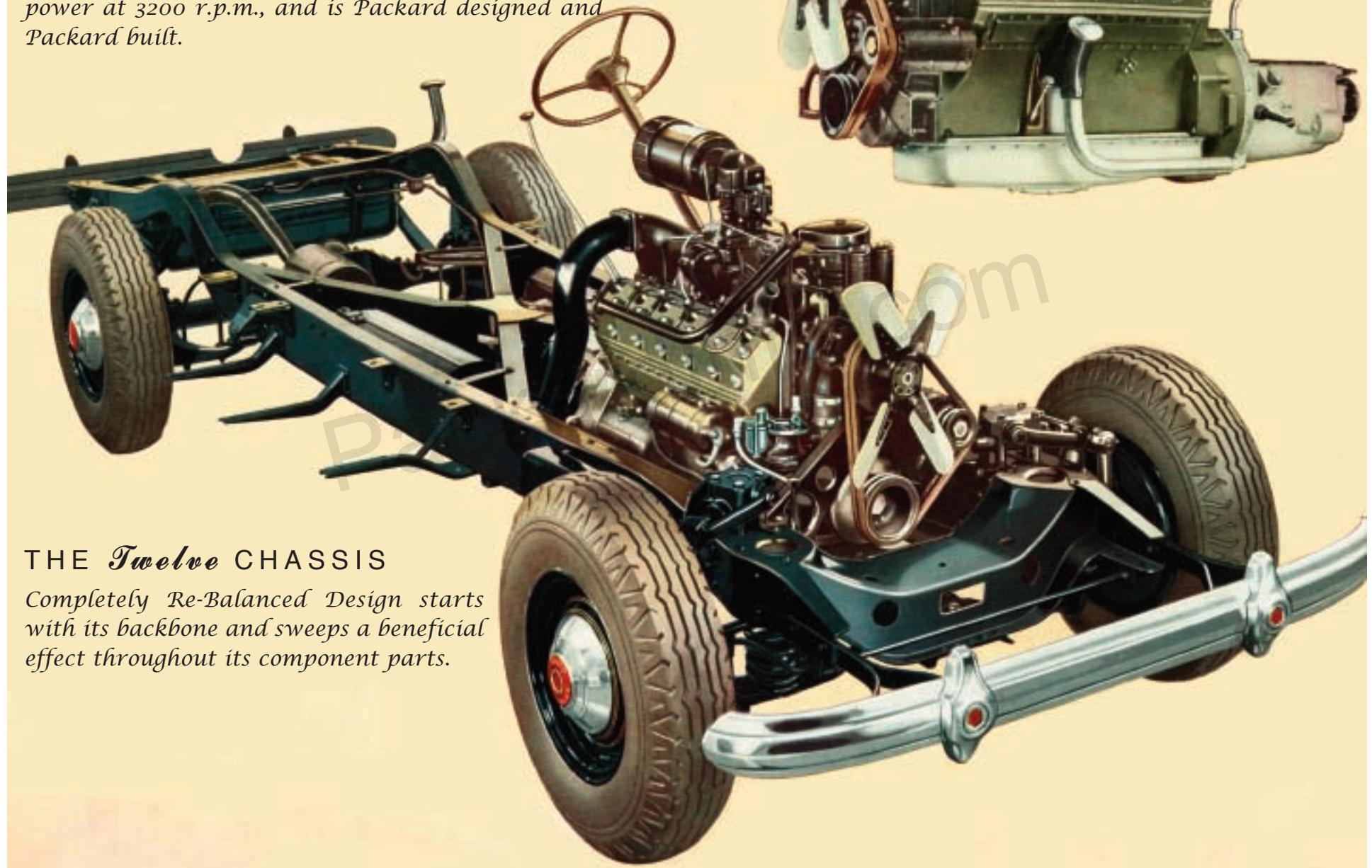
driving and car handling as well, is just one of the units in *Completely Re-Balanced Design*. As the following pages show, you will note it predominating in chassis and motor alike. Yes, you will note it—but not until you take the wheel will you know it for the new “mellowness” it brings to big car operation. Then you will find how physical effort has been reduced in big car handling—how harshness has been eliminated from big car riding and driving. Then you can learn the PLUS that Packard built into big car ownership.



Torque arms mounted and cushioned in live rubber firmly hold the front wheels in rigid alignment.

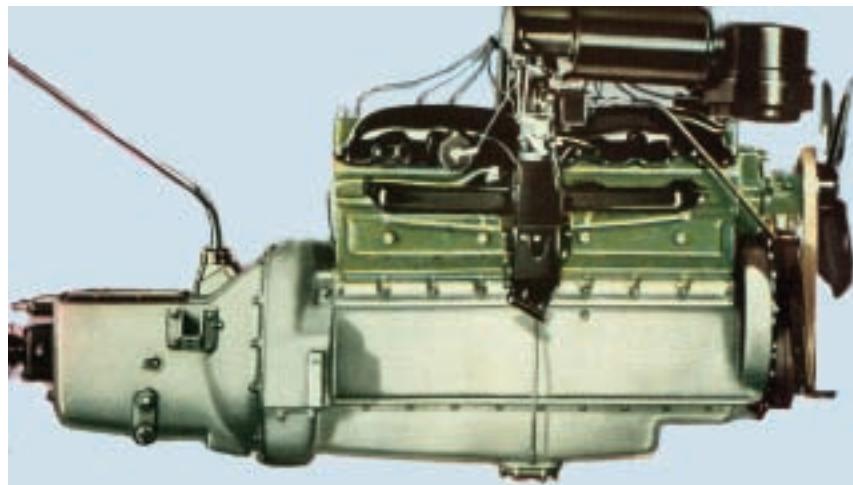
## THE *Twelve* MOTOR

-challenges any power plant on any score! Its bore is 3 7/16 inches; its stroke 4 1/4 inches; its displacement 473 cubic inches. It develops more than 175 horsepower at 3200 r.p.m., and is Packard designed and Packard built.



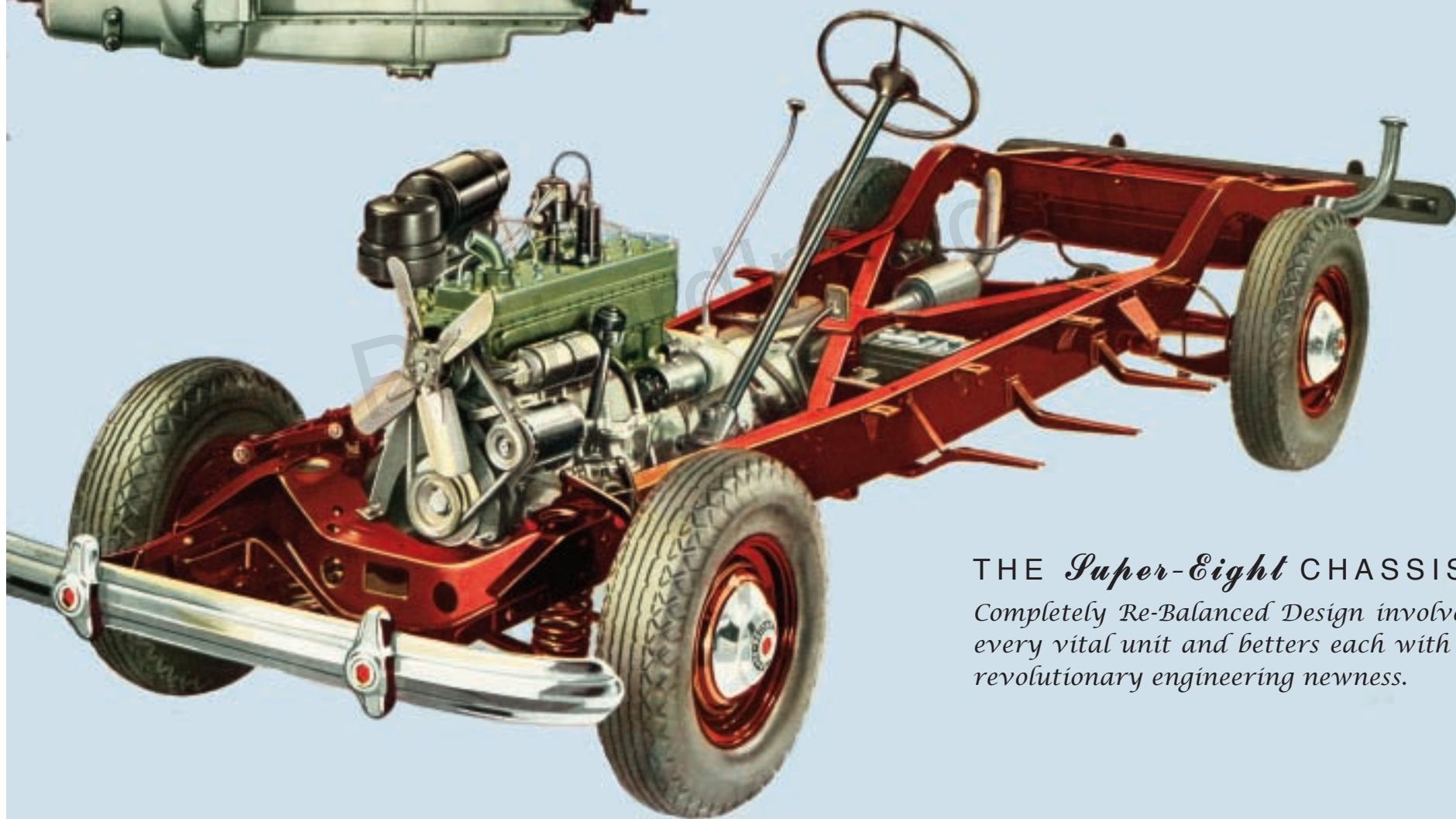
## THE *Twelve* CHASSIS

Completely Re-Balanced Design starts with its backbone and sweeps a beneficial effect throughout its component parts.



## THE *Super-Eight* MOTOR

-bows to no power plant save the Packard Twelve! Its bore is 3 3/16 inches; its stroke, 5 inches; its displacement, 130 cubic inches. It develops more than 135 horsepower at 3200 r.p.m., and is Packard throughout-hence Packard in name.

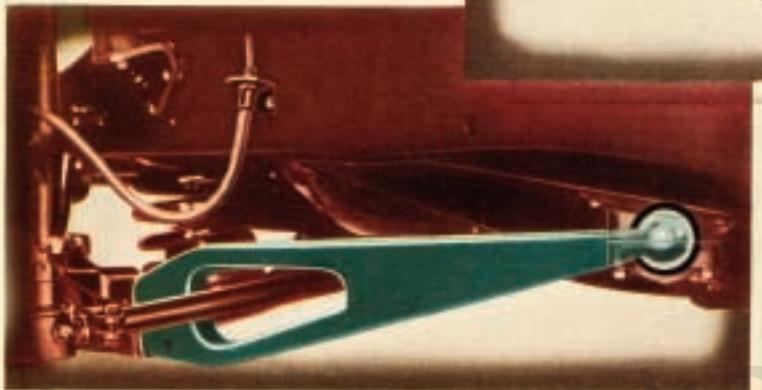
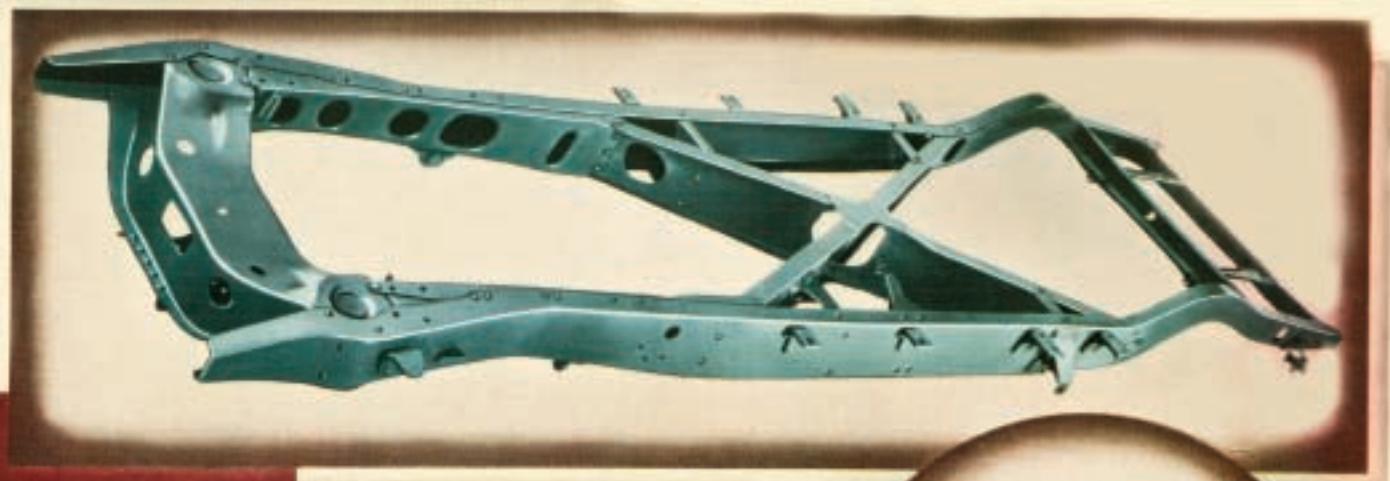


## THE *Super-Eight* CHASSIS

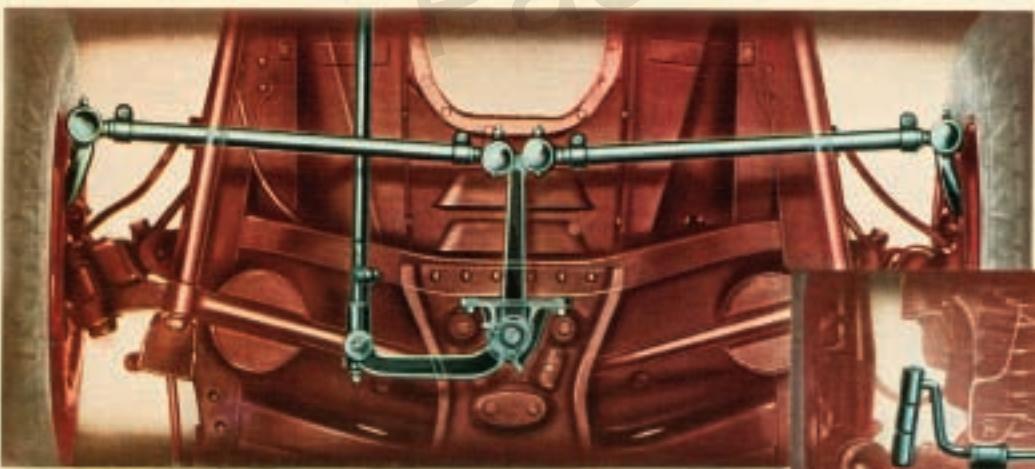
Completely Re-Balanced Design involves every vital unit and betters each with a revolutionary engineering newness.

*Completely Re-Balanced Design* starts with the very backbone of the car in a frame some 430 per cent more rigid to provide a stiffer non-weaving base.

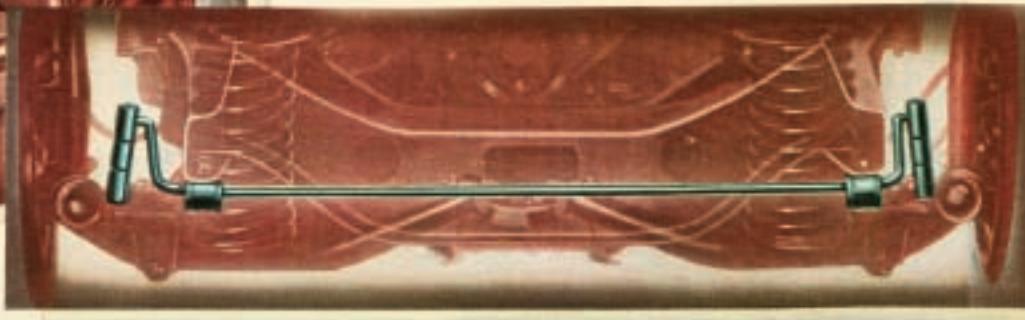
Like the grasp of some mighty giant, the torque arms of the Safe-T-Flex system holds the front wheels in alignment against road shock, prolong front tire life and increases stopping distance.



This shows the tapered I-beam construction of the sturdy X-member. Reinforcing strength is added by spot welds at strategic points. With such a base there is little chance to rack and twist the superstructure.



The added weight of a heavier motor at the front of the big Packard Twelve makes a front roll control bar advantages. Its presence steadies the car at high speeds and prevents annoying sway the extra weight could cause when cornering.



Unusual design and ball bearing construction throughout reduce steering effort appreciably and make the car easier to park despite the larger tires.



The new damper-type piston ring that steps up oil economy.

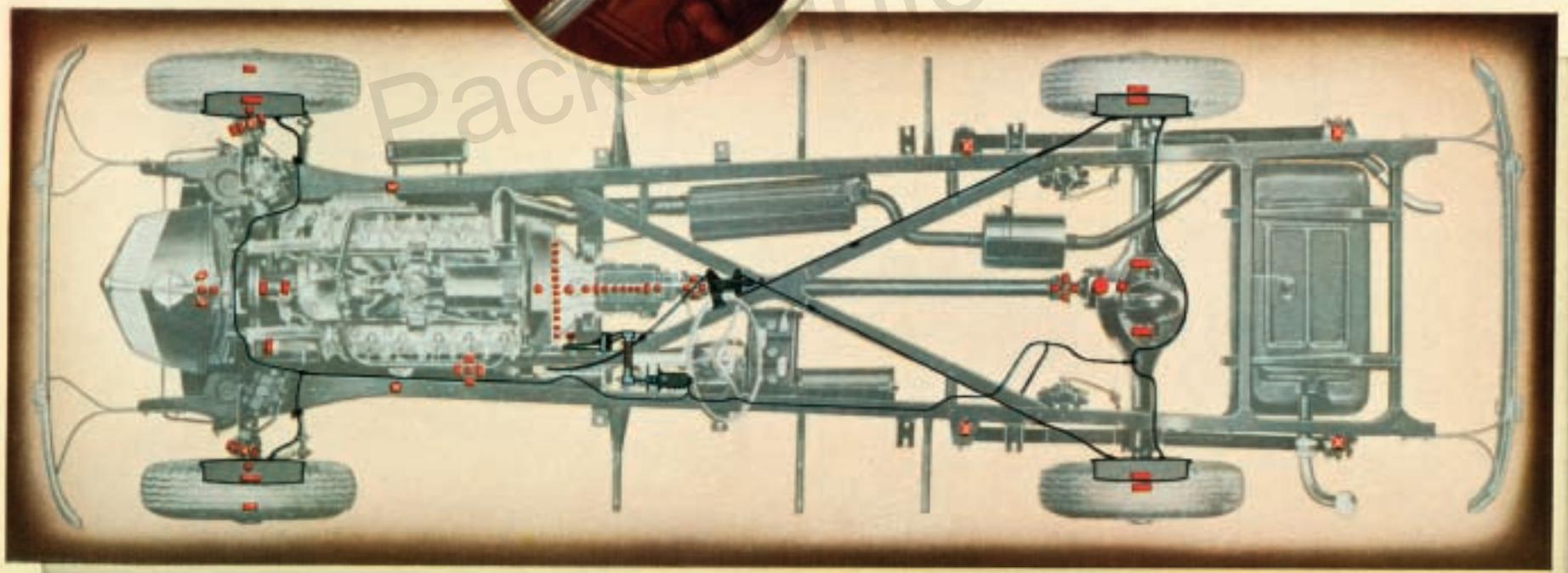


Here is a sectional view of a disassembled Packard rubber-and-friction vibration damper. It is a contributing factor to the smoothness of the power plant.

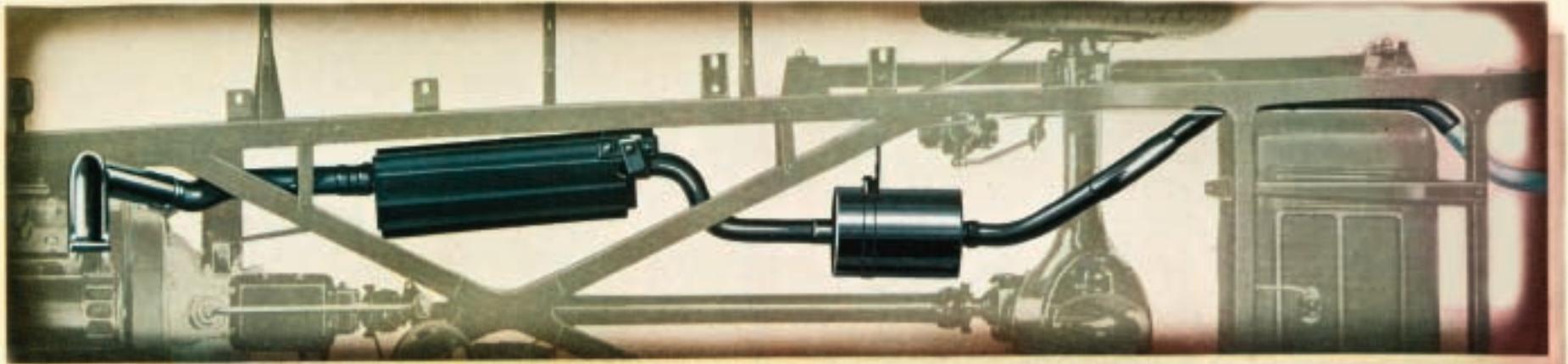


The compensated-voltage generator well handles extra electrical loads.

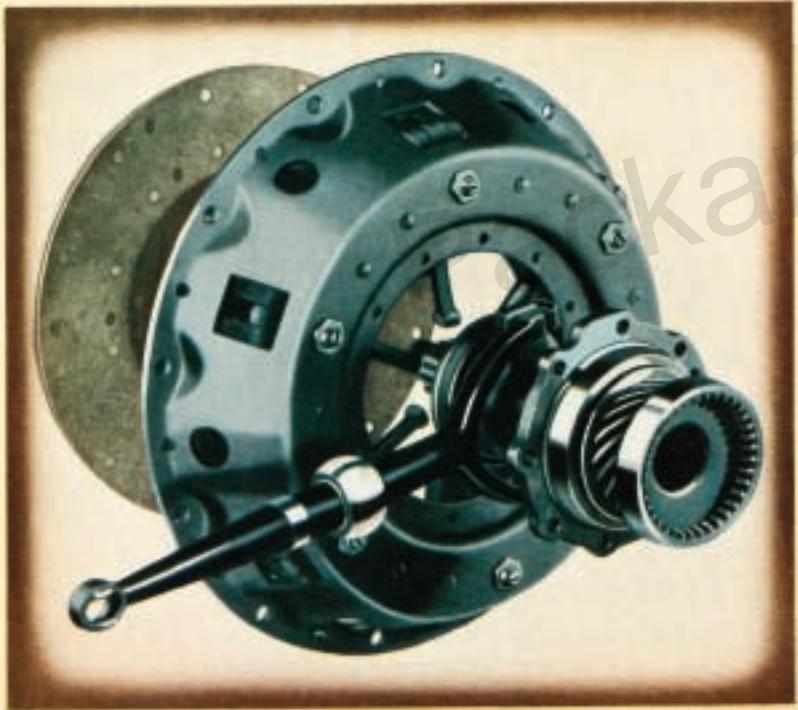
Gears in the All-Quiet Synchronized Transmission respond to the shifter lever smoothly by virtue of finely calibrated dash-pot control. Gears are carburized and mounted on an unusual number of anti-friction bearings.



RED marks the multiple use of anti-friction bearings—roller, ball and live rubber—to prevent wear; BLACK, the two breaking systems hydraulic service breaks and independent mechanical hand break.



A tandem muffler system adds much to the low noise-level of the new 1937 Packard cars.  
The silence of operation is a pleasurable relief from fatigue of usual exhaust throb.



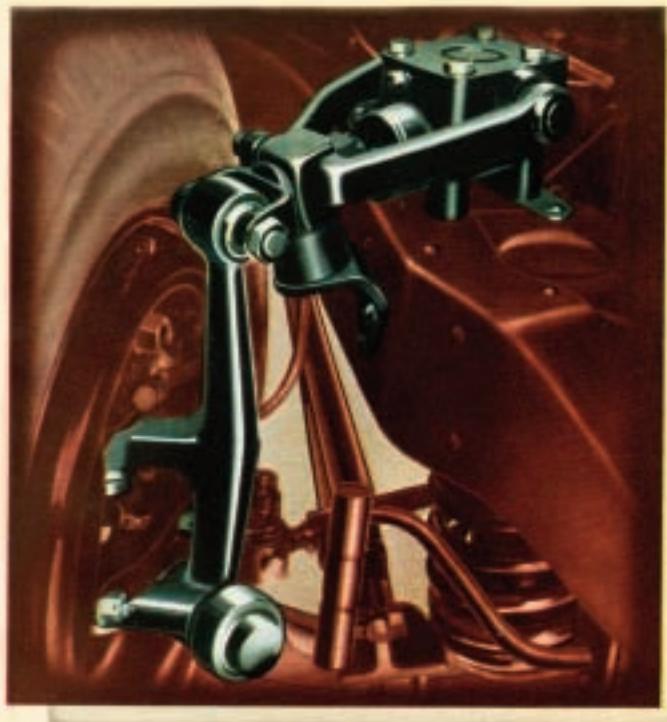
The artist has "exploded" the clutch assembly to show the parts responsible for its velvety action. Note the little arms projecting into the center opening. These are mounted on 12 roller bearings to make clutch engagement smooth and positive.



"Booster" assistance on the Packard Twelve gives easy command over its greater power. As shown here, the clutch has a vacuum assist and a vacuum device also "boosts" break control.

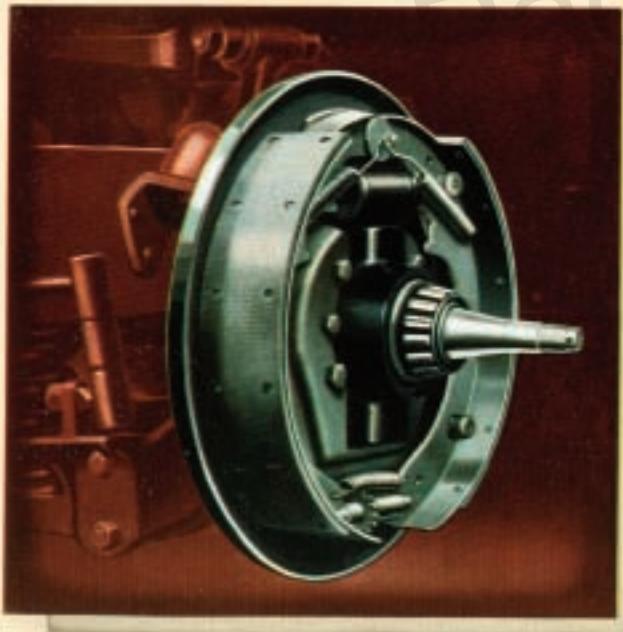
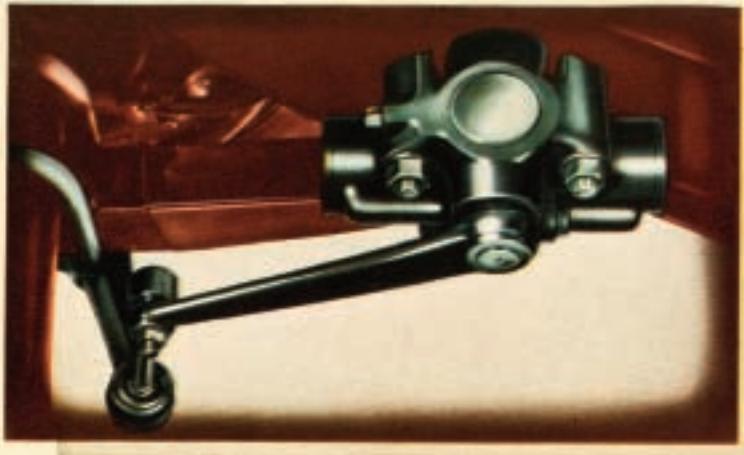


Modulated pedal action helps make it easy for even a small woman to drive the new big Packard. The ratio of pedal movement to final actuation gives a natural "feel" to car operation.

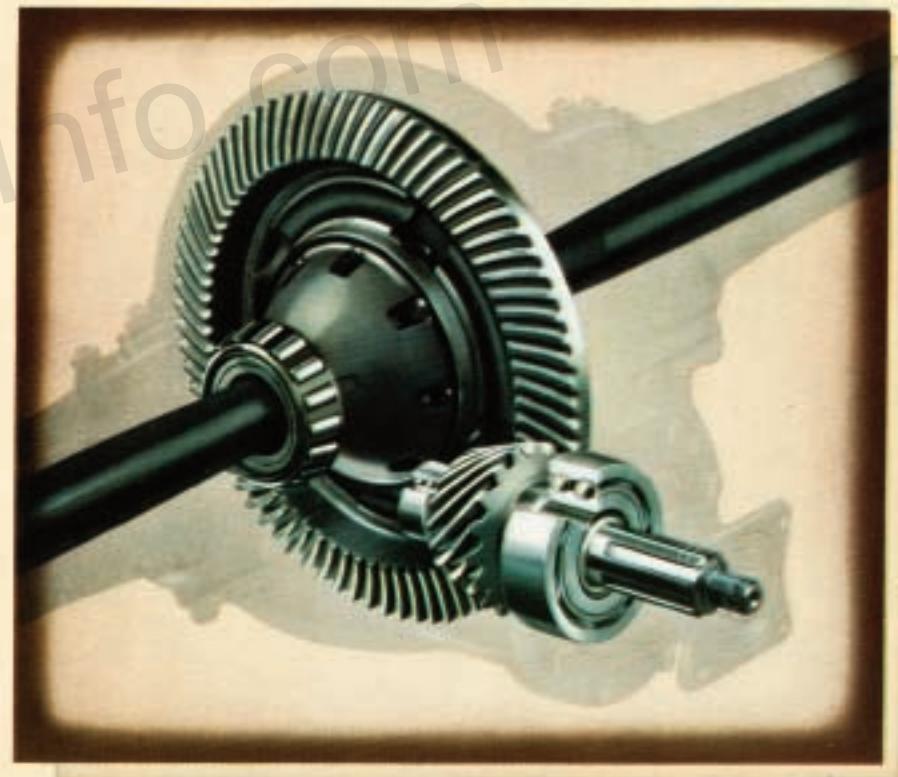


*Double acting hydraulic shock absorbers form an integral part of the Safe-T-fleX wheel suspension system. They add to the amazing riding qualities inherent in the new Packards, controls wheel camber and also contributes ease of general handling.*

*Of equal importance in contributing to the marvelous ride are the rear shock absorbers. All function with a new ease and quietness.*



*Servo-sealed Hydraulic Brakes stop these big cars with silky quickness. Increased area brake lining spells longer life also furthered by a shield that seals out dust, dirt, and wet. The costlier type of Centrifuse brake drum completes this service-free assembly.*



*The phantom shows the unique tilt of the Angleset rear axle and its quiet hypoid gearing. This decreases total overall body weight without sacrificing headroom, and insures a flat floor for the car.*

# BRIEF SPECIFICATIONS

## *The Packard Twelve*

**MOTOR**—Cylinders and upper crank case integral. Modified L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke—3 7/16 x 4 1/4. Piston displacement—473 cu. in. Actual break Horsepower — 175 at 3200 pr.p.m.

**MOTOR LUBRICATION**—Full pressure feed to all bearings and metered oil spray on cylinder walls and chain. Full flow filter and oil temperature regulator. Ventilated crank case.

**CARBURETION**—Dual downdraft, automatic choke, air cleaner and silencer.

**CLUTCH**—Single plate—vacuum booster. 12" diameter plates. Spring cushion drive. Friction damper.

**TRANSMISSION**—Silent synchronized, three quiet forward speeds and reverse. Helical gear teeth.

**COOLING SYSTEM**—Tubular radiator core. Centrifugal pump. Thermostatic temperature controlled shutters. 21" fan. Heat indicator on instrument board. Capacity 10 gal.

**FUEL SYSTEM**—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity — 30 gal. at rear.

**BRAKES**—Servo Sealed hydraulic — vacuum booster. Internal expanding 14" centrifuse drums.

**SHOCK ABSORBERS**—Hydraulic double acting.

**CHASSIS LUBRICATION**—Pressure gun.

**FRONT SUSPENSION**—Packard Safe-T-fleX independent suspension. Helical coiled springs.

**REAR SUSPENSION**—Semi-elliptical—60 1/2" x 2 1/2". Metal Covers

**WHEELS**—Disc wheels, drop center rims.

**TURNING RADIUS**—1506—24'-0", 1507—24'-6", and 1508—25'-8 1/2".

**ELECTRICAL SYSTEM**—Generator regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 m.m. spark plugs.

**DISTRIBUTOR**—Autolite.

**STANDARD EQUIPMENT** — Oil bath air cleaner on Eight, standard cleaner on Twelve. Roll control bar. Jack pads. One spare wheel. Jack and tool equipment. Body ventilation. Two interior sun visors, Two automatic windshield cleaners. Rear view mirror. Ash trays. Robe rail. Foot rest in rear compartment. Generator voltage regulator. 32 candle power headlights with four lighting positions. Two combination tail and stop lights. Dome and front compartment lights. Horn. Speedometer. Gasoline gauge. Oil pressure gauge. Motor thermometer. Ammeter. Locked package compartment in instrument panel. Wheel compartment lock. Cowl ventilator with screen. Adjustable front seat. Toggle grips. Radio aerial in all enclosed bodies. Bumpers. Arm rest. Bumper guards. Two cigar lighters. Clock.

## *The Packard Super-Eight*

**MOTOR**—Cylinders and upper crank case separate. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke—3 3/16 x 5. Piston displacement—320 cu. in. Actual break Horsepower — 135 at 3200 pr.p.m.

**MOTOR LUBRICATION**—Full pressure feed to all bearings and metered oil spray on cylinder walls and chain. Full flow filter and oil temperature regulator. Ventilated crank case.

**CARBURETION**—Dual downdraft, automatic choke, air cleaner and silencer.

**CLUTCH**—Single plate — vacuum booster. 12" diameter plates. Spring cushion drive. Friction damper.

**TRANSMISSION**—Silent synchronized, three quiet forward speeds and reverse. Helical gear teeth.

**COOLING SYSTEM**—Tubular radiator core. Centrifugal pump. Thermostatic temperature controlled shutters. 19" fan. Heat indicator on instrument board. Capacity 6 gal.

**FUEL SYSTEM**—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity — 25 gal. at rear.

**BRAKES**—Servo Sealed hydraulic — vacuum booster. Internal expanding 12" centrifuse drums.

**SHOCK ABSORBERS**—Hydraulic double acting.

**CHASSIS LUBRICATION**—Pressure gun.

**FRONT SUSPENSION**—Packard Safe-T-fleX independent suspension. Helical coiled spring

**REAR SUSPENSION**—Semi-elliptical—58" x2". Metal Covers

**WHEELS**—Disc wheels, drop center rims.

**TURNING RADIUS**—1500—22'-0", 1501—23'-3 1/2", and 1502—25'-9".

**ELECTRICAL SYSTEM**—Generator regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 m.m. spark plugs.

**DISTRIBUTOR**—Delco-Remy —with vacuum control.

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

PACKARD MOTOR CAR COMPANY • DETROIT, MICHIGAN

# 1937 Packard Body Types (Models)

1937 WAS PACKARD'S BEST PRODUCTION YEAR WITH 7,175 TWELVES & SUPER-EIGHTS PLUS 115,869 EIGHTS & SIXES!

- PACKARD TWELVE'S  
(1,340 VEHICLES)

- PACKARD SUPER-EIGHT'S  
(5,835 VEHICLES)

- PACKARD 8'S  
(50,266 VEHICLES)

- PACKARD 6'S  
(65,603 VEHICLES)

## CLASS

- TWELVES
- SUPER-EIGHTS
- EIGHTS
- SIXES

## HORSEPOWER

- 175 HP
- 130 HP
- 120 HP
- 100 HP

## WHEELBASE

- 144" (4-models), 139" (8-models) & 132" (1 model)
- 139" (7-models), 134" (7-models) & 127" (1 model)
- 138" (2-models) & 120" (13-models)
- 115" (8-models)

WEIGHT RANGED FROM 5,790# (*12 cylinder Town Car LeBaron*) TO 3,140# (*6 cylinder Business Coupe*)

COST RANGED FOR THESE MODELS FROM \$5,900 (*Town Car LeBaron*) TO \$840 (*Business Coupe*)

## PACKARD 8'S (120C & 120 CD)

3 1/4" BORE & 4 1/4" STROKE @ 120 HP

SERIAL #S X100,000 TO X150,267

Model/Name/Number	No.	WB	Pass	Weight#	\$Price
• Touring Limousine	1090CD	138	5-7	3,900	2,050
• Touring Sedan	1091CD	138	5-7	3,835	1,900
• Station Sedan	1090	120	8	3,590	1,485
• Sedan	1093	120	5	3,465	1,235
• Club Sedan	1096	120	5	3,455	1,255
• Touring Sedan	1092	120	5	3,520	1,250
• Deluxe Touring Sedan	1092CD	120	5	3,520	1,465
• Convertible Sedan	1097	120	5	3,650	1,550
• Touring Coupe	1094	120	5	3,435	1,200
• Touring Coupe	1094CD	120	5	3,550	1,415
• Club Sedan	1096CD	120	5	3,485	1,455
• Touring Sedan	1096CD	120	5	3,485	1,455
• Sport Coupe	1095	120	2-4	3,415	1,175
• Convertible Coupe	1099	120	2-4	3,485	1,250
• Business Coupe	1098	120	2	3,340	1,130

## PACKARD 6'S (115C)

3 7/16" BORE & 4 1/4" STROKE @ 100 HP

SERIAL #S T1,501 TO T67,104

Model/Name	No.	WB	Pass	Weight#	\$Price
• Station Sedan	1080	115	8	3,500	1,295
• Touring Sedan	1082	115	5	3,310	910
• Sedan	1083	115	5	3,265	895
• Touring Coupe	1084	115	5	3,235	860
• Club Sedan	1086	115	5	3,275	900
• Sport Coupe	1085	115	5	3,235	860
• Convertible Coupe	1089	115	2-4	3,285	910
• Business Coupe	1088	115	2	3,140	840

*Packard Twelve*

1937

*Packard Super-Eight*