

- O F A D I S T I N G U I S H E D F A M I L Y

PACKARD FOR 1937

Get the "plus"
of a Packard

THE PACKARD 120

THE PACKARD SIX

for **1937**

ASK THE MAN WHO OWNS ONE

Note to the Reader!
This is a new kind of motor
car catalog, designed to
serve you more completely
in determining which
make of car you should
buy. For that reason it
deserves your careful
reading of every page.
Helpfully yours,
Packard

THE PACKARD 120

THE PACKARD SIX



A NEW IDEA IN THE LOWER-PRICE FIELD

. . . Projected STYLING . . . Projected ENGINEERING



MORE important than any new body design, more important than any new motor principle is the combination of enduring identity and mechanical excellence now to be had in a car of lower price. For years the lower-price field has offered the buying public a wide choice of vehicles. But, for years each has lacked the value of projected styling and projected engineering to which Packard owners have long been entitled. Nearly two years ago Packard met that lack part way with its distinguished Packard 120. Now it continues the successful formula of this bigger car and carries it within reach of thousands more, by an even lower-priced model also of long style life *plus* long mechanical life *plus* a fine name.

HISTORY OF THE IDEA

Whether you buy the Packard 120 or the Packard Six, you will find nothing experimental about either. The One Twenty grew out of the experience of the larger Packards which for years have given their owners the double value of sustained styling and advanced engineering. The Six quite naturally follows the same pattern of the Packard 120 which has so successfully demonstrated its ability to enter and command a lower-price market.

GREATEST NAME IN THE INDUSTRY

Your Packard 120 or Packard Six is built by the oldest and largest maker of fine cars. Its plant is the most compact and self-contained—a one-profit factory, debt-free, and owned by the second greatest number of stockholders in the industry. Your Packard is a product of a stable company that has never known financial upheaval, never lacked capital for the most modern testing and building facilities, and has grown into fine-car leadership under the same quality-minded management for more than a quarter-century.

WORLD'S LARGEST FINE-CAR CLIENTELE

Your Packard 120 or Packard Six establishes your position immediately as a member of the largest and most distinguished group of fine-car owners the world over. For Packard acceptance is international, national, local. In eight consecutive years Packard has exported more fine cars than any three other large cars combined. In every state of the Union more Packards are registered than any other single fine car. More than a thousand foremost families have driven Packards continuously for 25 years or longer.

NEW ECONOMIES OF PACKARD OPERATION

Your Packard 120 or Packard Six will give you operating economies that

match the economical long life of styling and engineering. Not only does the One Twenty use less gasoline than before, but its oil economy has been more than doubled. Tests on the Six show more than 20 miles to the gallon of gasoline, with oil mileage equally amazing in relation to the power, size and weight of the car.

SERVICE COSTS PROVEN LOW IN ADVANCE

Your Packard 120 or Packard Six wins its title as the most service-free car in America by reason of a design that uses more anti-friction bearings to resist tearing wear, than any comparable car. When the One Twenty was introduced, Packard flatly determined that its service costs would be no more—if not less—than for cars costing the same. The experience of 80,037 owners confirms this. Barring accident or owner neglect, your Packard, like theirs, will need but infrequent routine service attention and this, at costs which you may prove low before you even buy the car.

BEST CAR TO BUY OUT OF INCOME

Your Packard 120 or Packard Six if bought out of income which is true of two out of every three motor car purchases, will last you years after the final payment is forgotten. You have but to scan the history of Packard's long adherence to styling that keeps a Packard always looking like a Packard, or ask the man who owns one about the long life of motor and chassis, to know that spreading the purchase of a Packard over the future is a safe and sound practice. Should you, too, decide to do so, an attractive payment-out-of-income plan arranges payments to suit your convenience.

YOU ARE PAYING FOR A PACKARD. WHY NOT OWN ONE?

Both the Packard 120 and Packard Six subscribe to this statement which Packard owners have long proven not a theory but a fact. Each of these two great cars—one larger, more powerful, more luxurious, but each a Packard through and through—confirms the good business of paying a little more and enjoying a lot longer, as is possible only with a car of projected styling and projected engineering. One of these new Packards may cost you no more and most likely less to own and operate than your present car. Why not turn the page to your favorite model—why not let your Packard dealer show you how easy it is for you to have it—why not decide right now to “get the *plus* of a Packard”!

PACKARD 120

THE TOURING SEDAN FOR FIVE PASSENGERS



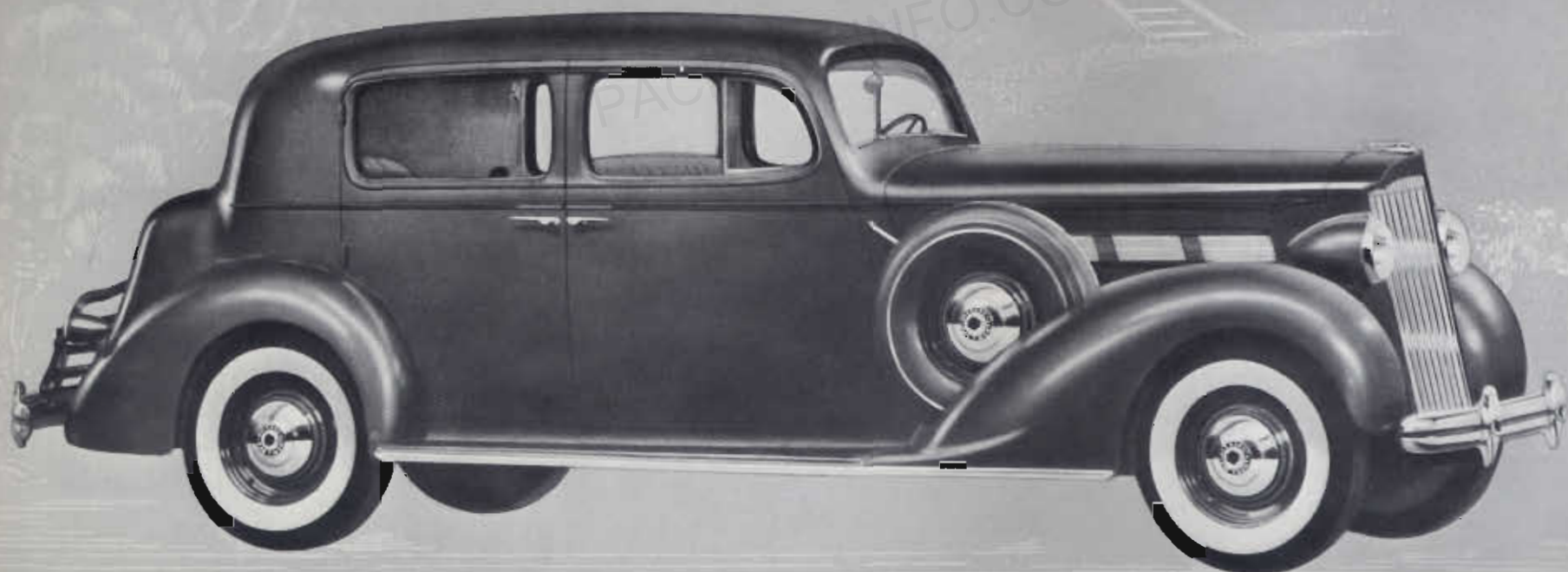
THE SEDAN FOR FIVE PASSENGERS

PACKARD 120



PACKARD 120

THE CLUB SEDAN FOR FIVE PASSENGERS



THE TOURING COUPE FOR FIVE PASSENGERS

PACKARD 120



PACKARD 120

THE BUSINESS COUPE FOR TWO PASSENGERS



THE SPORT COUPE FOR TWO-FOUR PASSENGERS

PACKARD 120

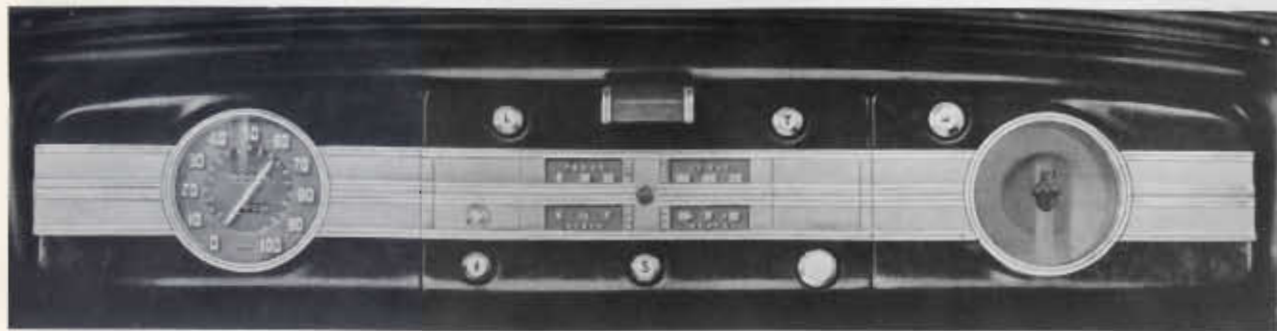


PACKARD 120

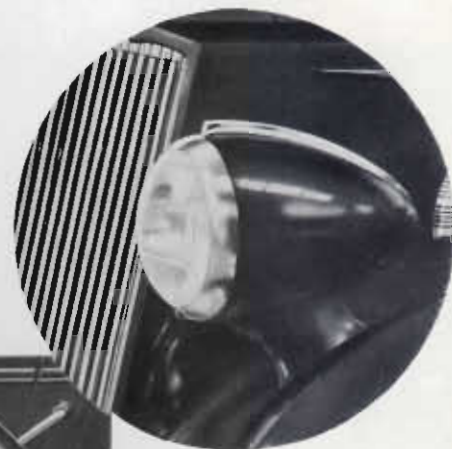
THE CONVERTIBLE COUPE FOR TWO-FOUR PASSENGERS



REAL LUXURY IN THE LOWER-PRICE FIELD



Artistry and utility mark the instrument board which contains dials and controls convenient to eye and hand.

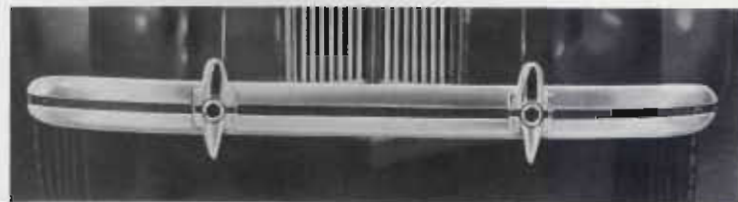


A chrome beading on headlamps adds a note of distinction.

THAT the Packard 120 is the luxury car of the lower-priced field, is no empty statement. Not only is it distinguished by greater size and power, but also by a host of design refinements exclusive to this fine big car. There is nothing new about this policy in regard to the Packard 120, for when Packard introduced it nearly two years ago its luxury in a car of its price bracket literally startled the automotive world. But there is much that is new about the luxury of the Packard 120 for 1937—more “big car” in feature and fineness. The smartness of its exterior lines may be enhanced by the distinctive appearance of side mounted spare tires set gracefully lower, if the purchaser elects to specify this popular special equipment. Not one broadcloth but a choice among three upholstery materials is offered in the interior, differing in color and weave and selected to best harmonize with the hue and tone of the many artistic schemes. And the extra size and length of the car is capitalized in luxury notes not found elsewhere. The result is a motor car whose artistry is gracefully outstanding.



The graceful length of the car permits the side mounting of spare tires as extra equipment.

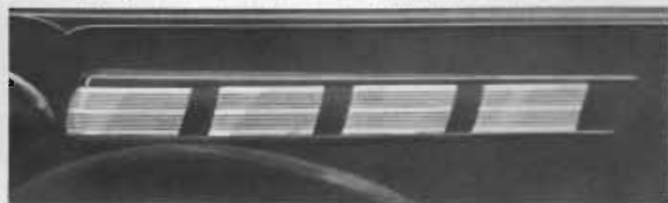


Even the bumpers are given their own exclusive design—big and massive in appearance as befits a car of this size—and fitted with integral bumper guards so useful in modern parking.

Sleek lines emphasize the graceful long bonnet.



Bright chromed louvers distinguish the Packard 120.



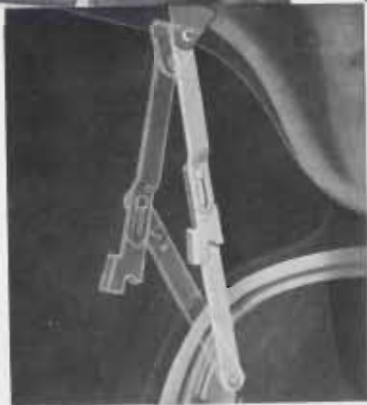
Blending with the chrome-trimmed instrument board is another luxury touch in the front compartment — a decorative nickel-plated treatment of the gear shift lever.



With side mounted spare tires, the Packard 120 adds even more space to an already roomy built-in trunk.



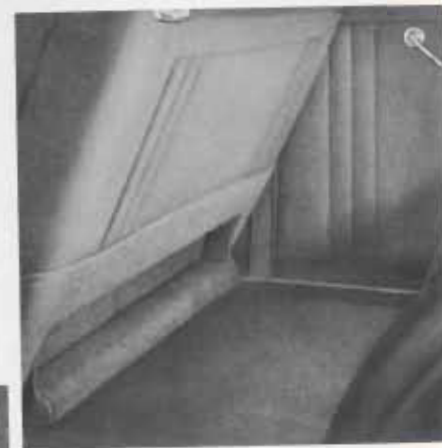
Oversize seats and seat backs are first orthopedically contoured for comfort, then upholstered for beauty in a stylish narrow-pleat type of tailored trim.



No need to pinch fingers with the self-locking self-releasing hinge supporting the one-piece lid.



When specified as extra equipment, radio has unmatched reception with roof aerials built into all Sedan bodies.

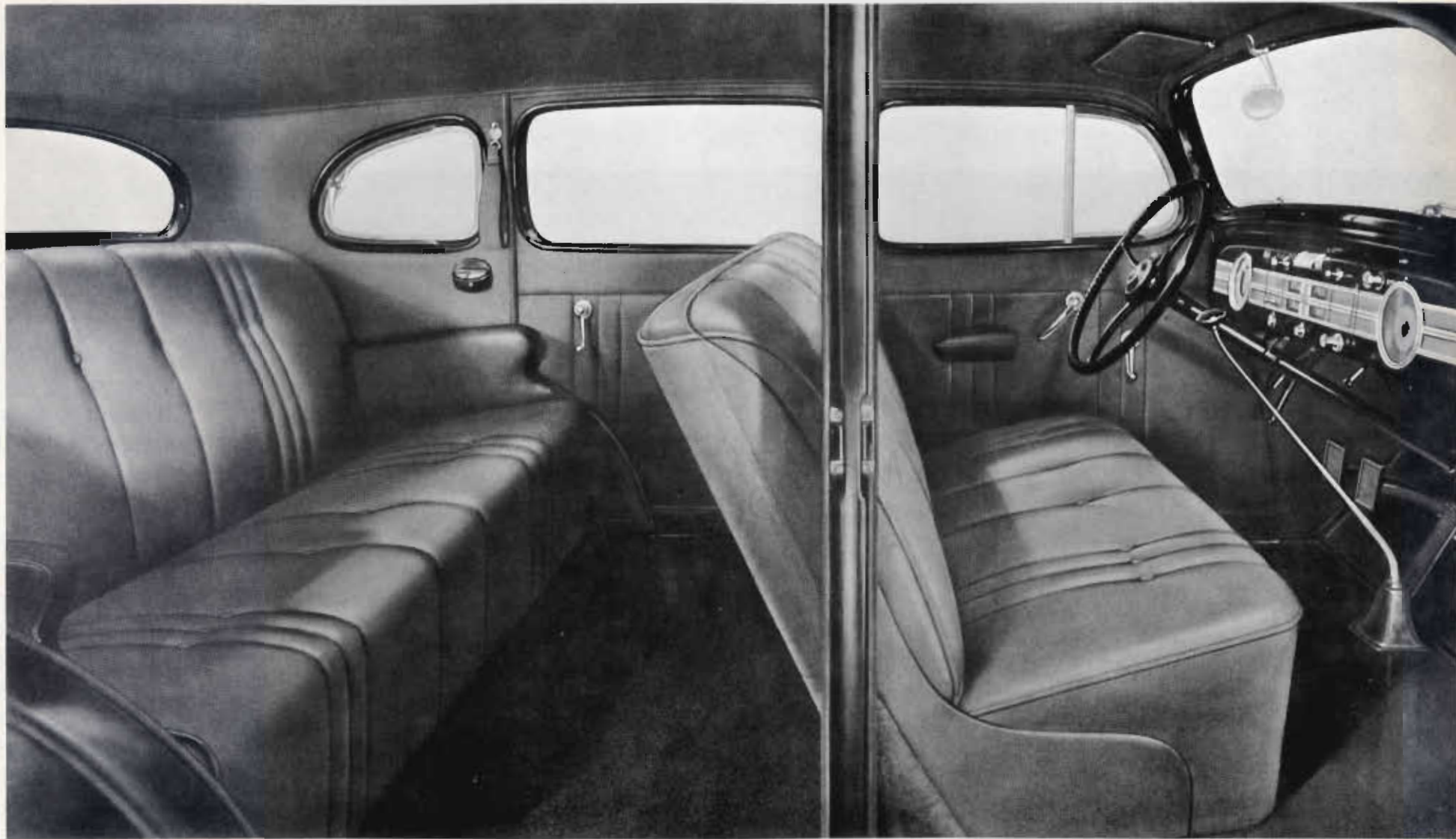


Here are refinements for beauty and comfort, too—a stitched panel front-seat back and a cleverly recessed foot-rest.

An adjustable front seat moves through ten positions. As it does so, the seat edge rises and the back tilts forward to aid short drivers.



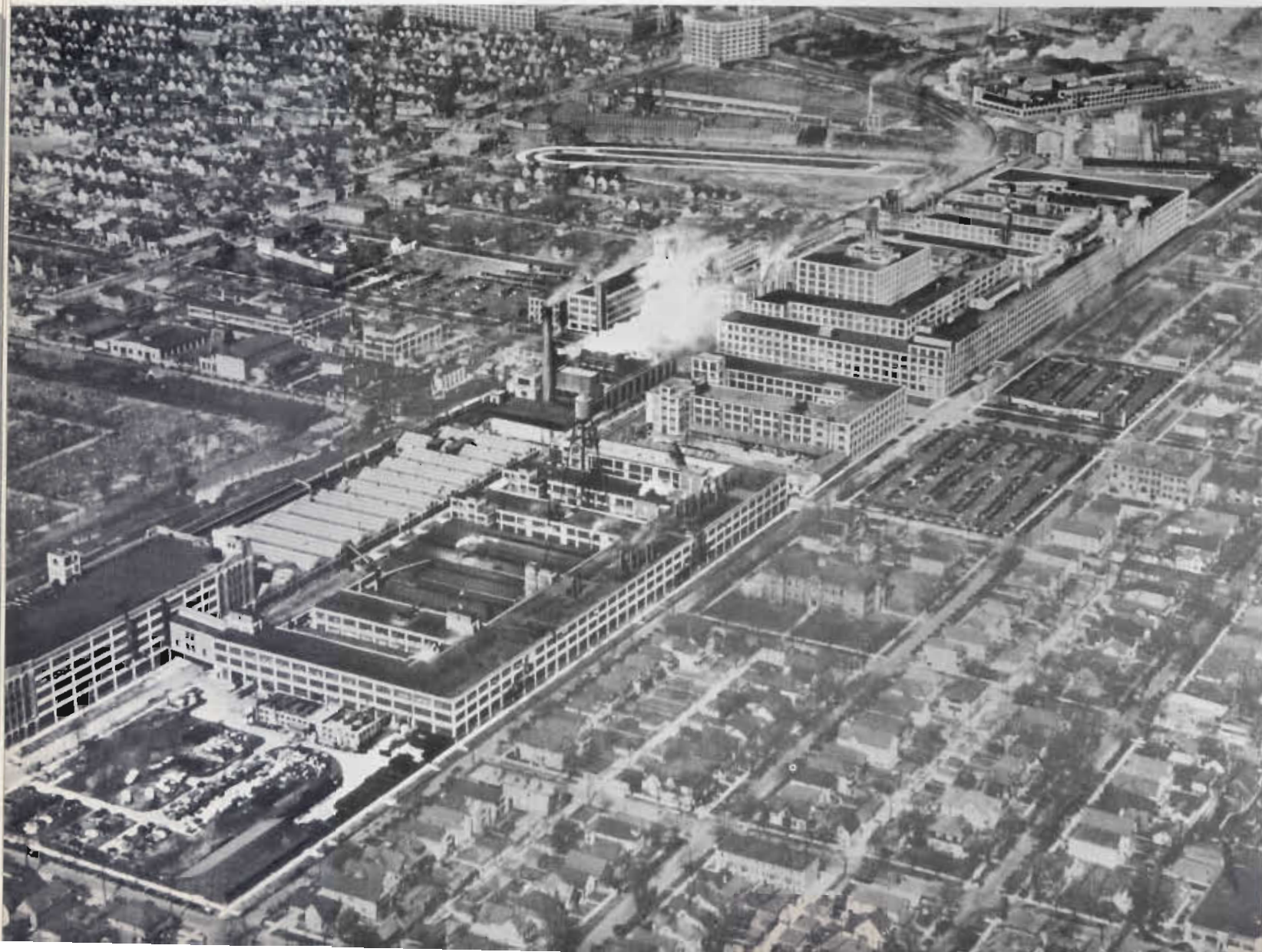
This is the choice upholstery material selected for the most artistic color blends—rich broadcloth, pin-striped or plain.



THE PACKARD 120 INTERIOR

Typical of the comfort, luxury, convenience and safety found in all Packard 120 body types is this interesting close-up of the 5-passenger Touring Sedan.

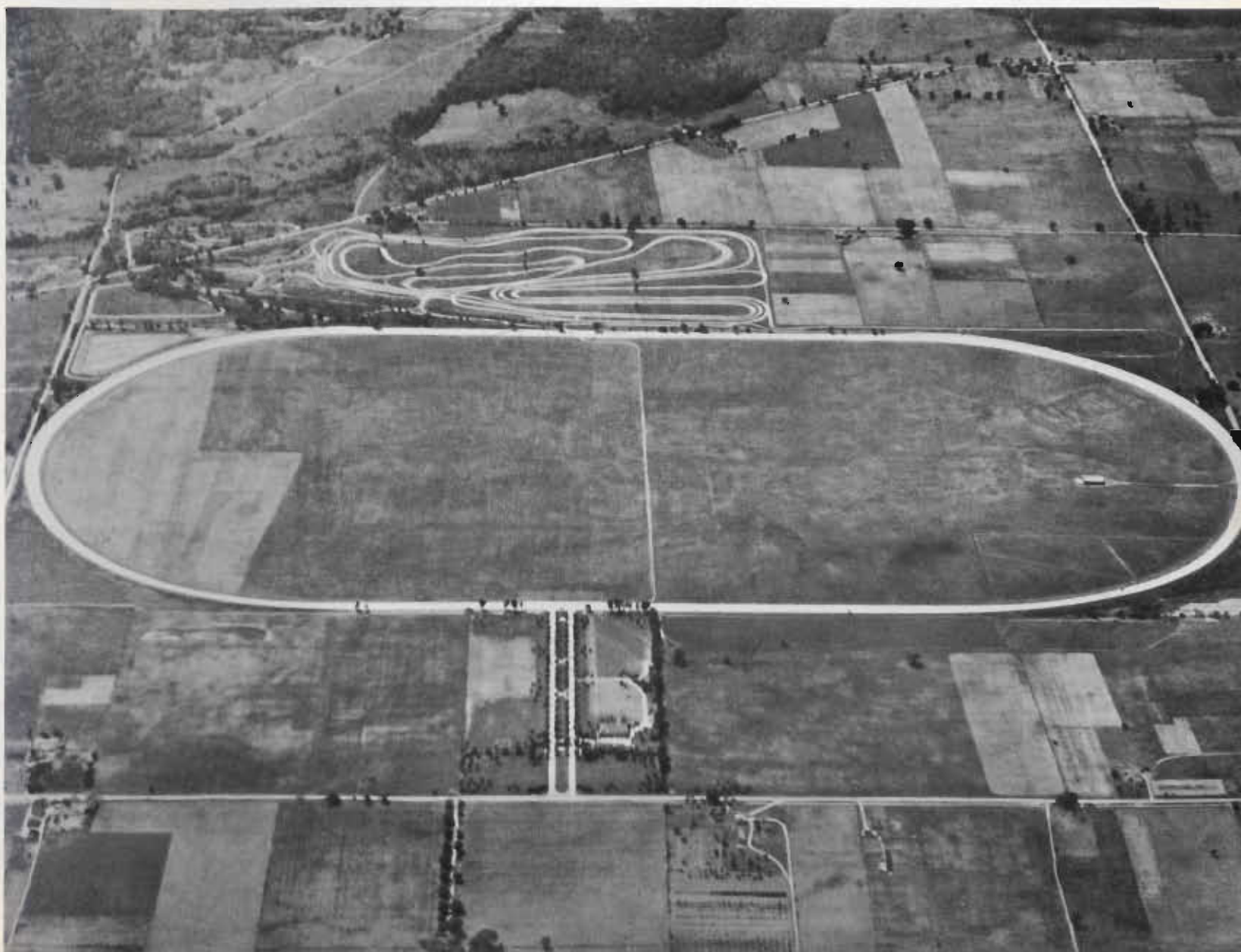
ALL THESE PACKARD RESOURCES



THE world's largest fine car factory builds the Packard Six. A stretch of buildings a mile and a quarter in length comprise the most self-contained plant in the industry. These same central sources and standards of "Quality First" reflected in the larger Packards also serve this brother car. From the body shops in the foreground to the forge and foundry at the upper right, more of the Packard Six is built complete in one institution under a single quality control than we believe true of any comparable car.

TEST AND BUILD THE PACKARD SIX

THE world's finest proving grounds devoted solely to improving the quality of but one make of motor car tests the Packard Six. Facilities spread over 504 acres prove the design and construction of all Packards alike. From the engineering laboratories in the foreground to the badlands and sand pits at the back, the Packard Six was put through its paces. Supplementing these gruelling tests were thousands of miles of countrywide driving before this new-idea car was pronounced ready for the approval of the buying public.



PACKARD SIX

THE TOURING SEDAN FOR FIVE PASSENGERS



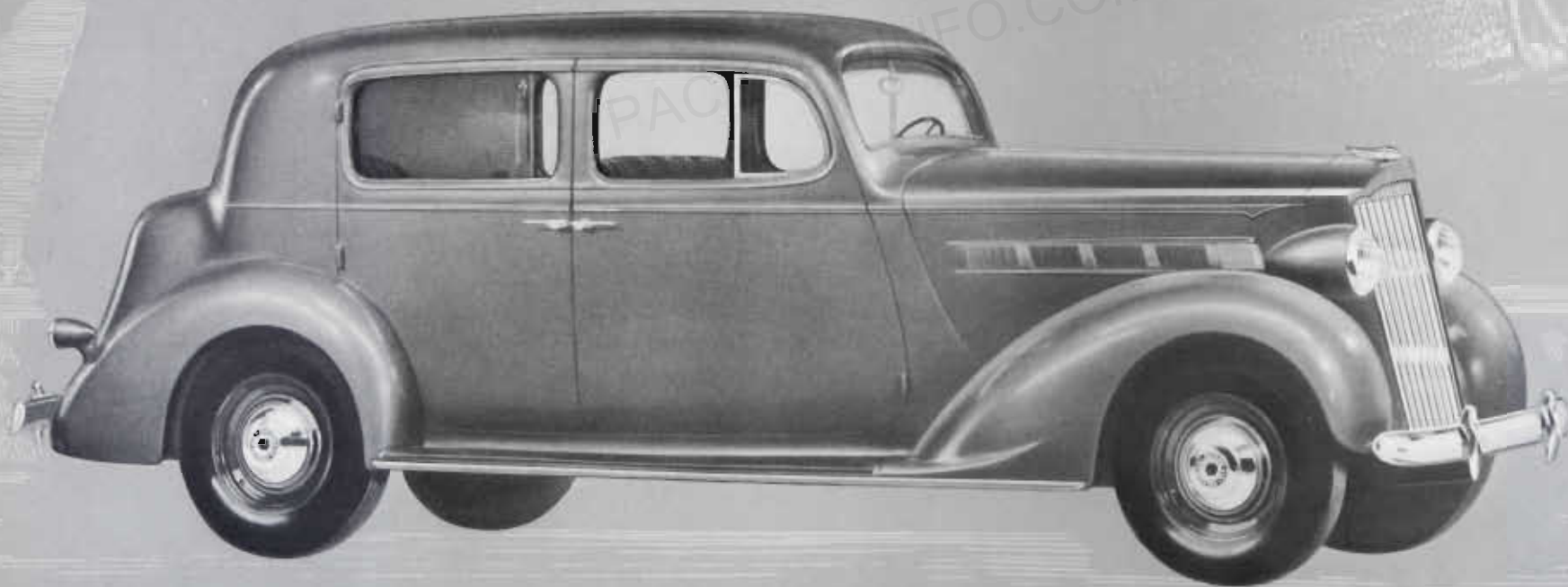
THE SEDAN FOR FIVE PASSENGERS

PACKARD SIX



PACKARD SIX

THE CLUB SEDAN FOR FIVE PASSENGERS



THE TOURING COUPE FOR FIVE PASSENGERS

PACKARD SIX



PA
PACKARD SIX

THE BUSINESS COUPE FOR TWO PASSENGERS



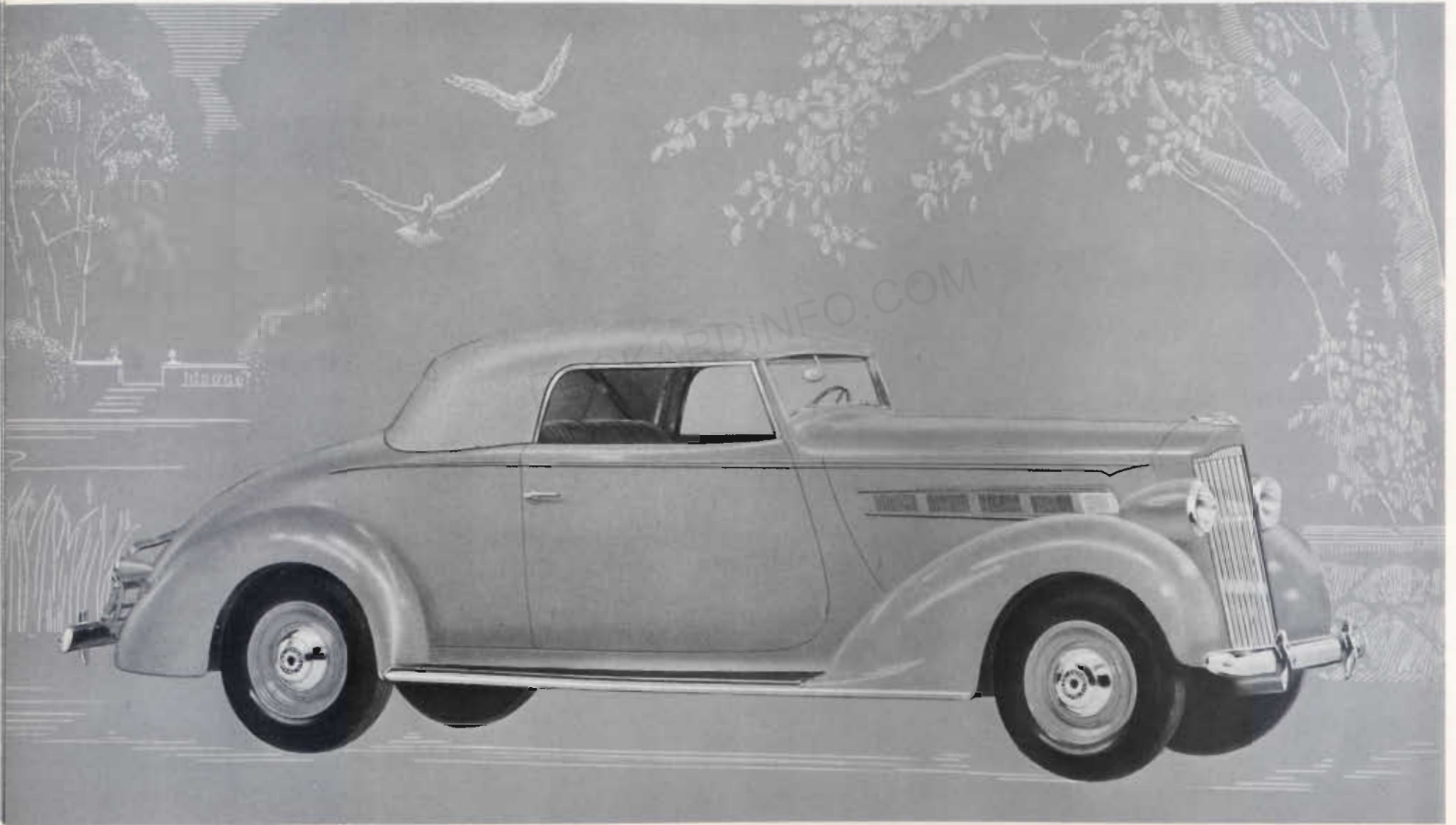
THE SPORT COUPE FOR TWO-FOUR PASSENGERS

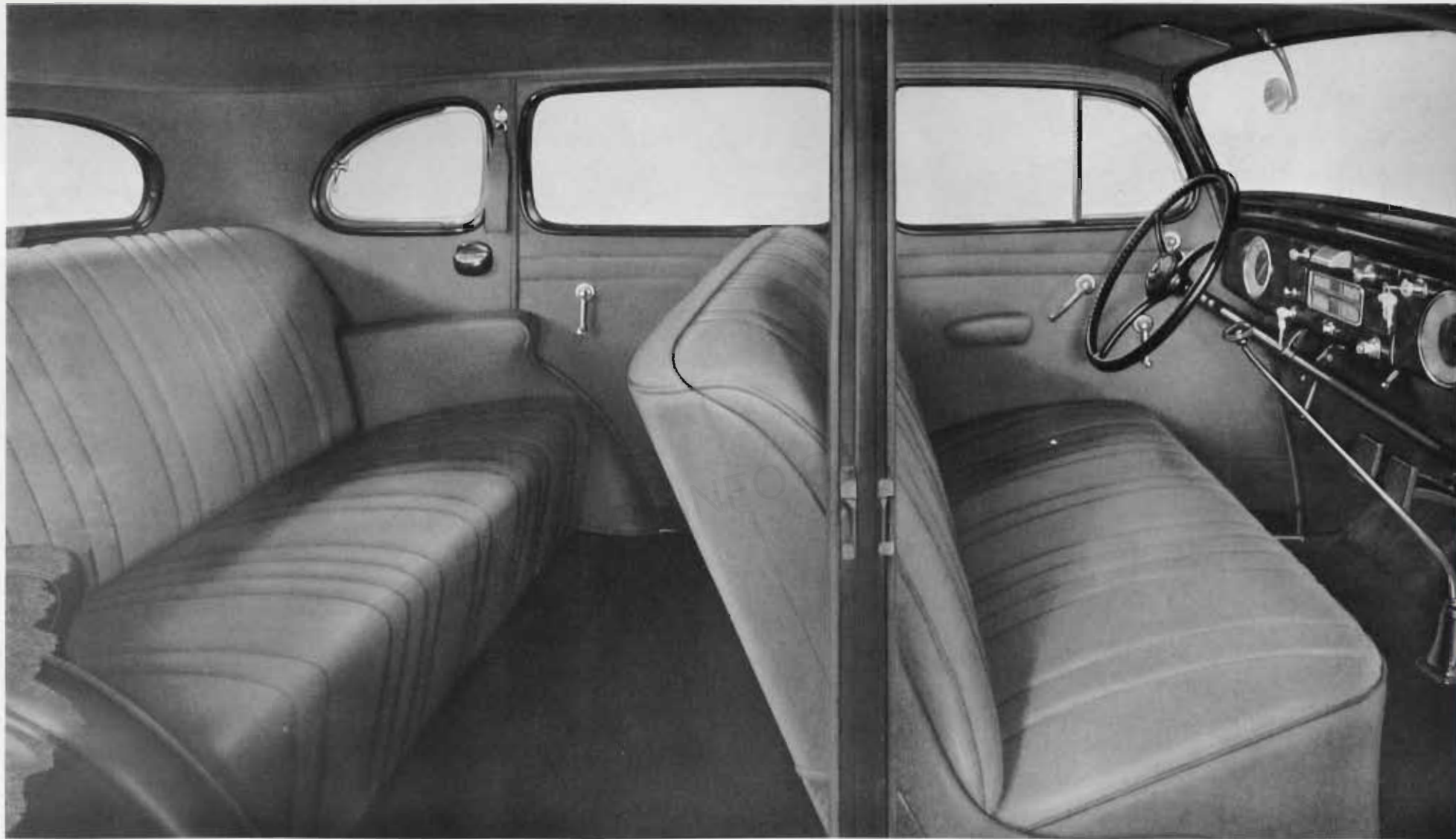
PACKARD SIX



P **PACKARD SIX**

THE CONVERTIBLE COUPE FOR TWO-FOUR PASSENGERS





THE PACKARD SIX INTERIOR

Whatever the body type chosen, each Packard Six has the same measures of riding and driving ease as shown in this close-up of the 5-passenger Touring Sedan.



Smokers in the front compartment may flick their ashes into a drawer-type receiver conveniently covered.



Tasteful design makes this instrument board attractively useful. Dials are nicely balanced and conveniently placed. Indirect lighting provides sure night vision without eyestrain.

Front doors are hung forward for safety and convenience. The upper hinge—a sturdy steel strap—is uniquely concealed to preserve the smooth unbroken lines of exterior appearance.

Seats in the Packard are wide—unusually so. A distinctive style of plain pleating adds to their tailored trim. Orthopedic contouring makes them as comfortable as they look.



A spring-loaded robe cord keeps taut when not in use, yet it expands to hold extra coats or wraps.



A comfort-giving foot-rest cleverly built into the back of the front seat keeps the rear compartment floor—already free of annoying tunnel or hump—flat and uncluttered.



A sponge rubber seal completely encircling each door shuts out wind and weather by its tight fit.



Raising the one-piece trunk lid locks this safety hinge. Another lift and it is automatically released.



Corrugated rubber mats cover the pedals and front floor. Footing is sure and cleaning is made easier.

A foot-high windshield gives extra vision for overhead traffic lights and adds much to ease of driving.



A roomy trunk built into the rear of every sedan type accommodates a flat mounted spare tire and provides ample luggage space for even a long touring trip.



As the adjustable front seat is moved forward, the front edge of the seat cushion rises and the seat back tilts forward. A more comfortable position for the shorter driver is thus assured.

Another appreciated convenience is a cushioned arm-rest mounted on each front door.

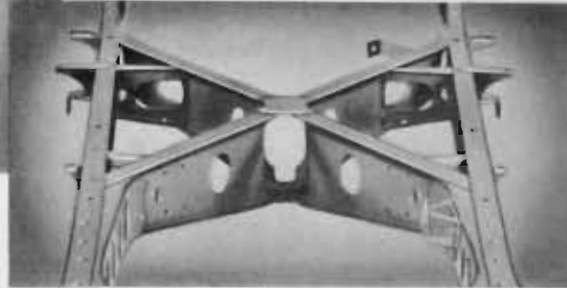
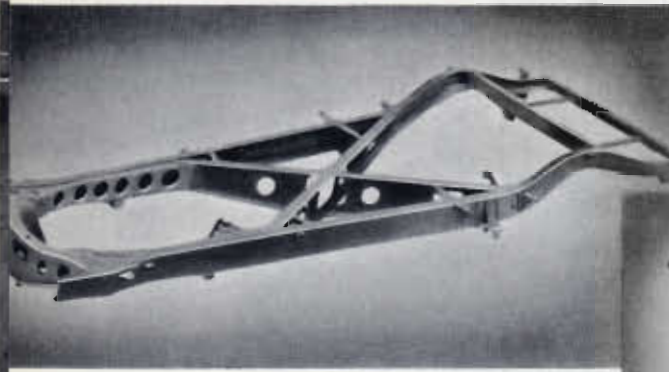
Not only is the front seat wide enough for three to ride in comfort, but head-room is most ample. The driver's eye-line cuts the windshield squarely in half, with good vision in all directions.



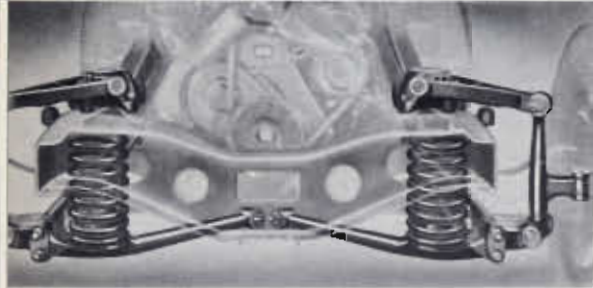
THE MECHANICS

Structural safety starts with the very backbone of the car—a frame more than four times as rigid as previous types.

The tapered I-beam construction of the reinforcing X-member adds stiffness to a non-weaving base for the body.



Packard's own Safe-T-Flex system of independent front-wheel suspension combines safety with flexibility.



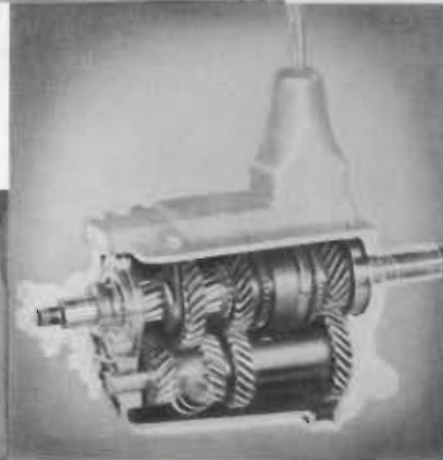
The torque arms of the Safe-T-Flex system grip the front wheels in rigid alignment and increase the ability to stop quickly.



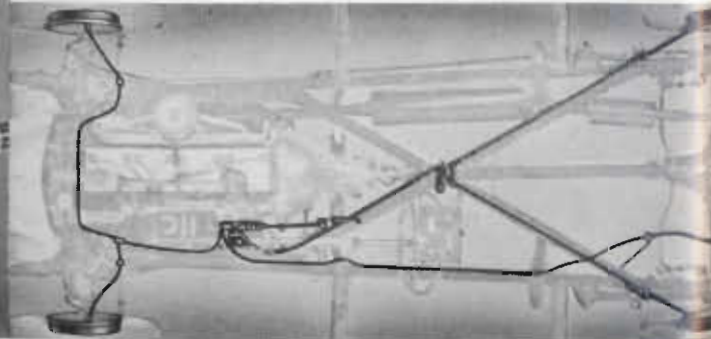
Ball-bearing construction insures the safety of easy, light, yet positive steering.



The transmission well shows Packard plussing—carbureted gears and more anti-friction bearings than others.



A double braking system provides swift, sure stopping. The service brakes are hydraulic, with fluid lines protected from any objects thrown up by the wheels. The hand-brake actuates an independent mechanical system operating on the rear wheels.



Modulated pedal action, easier on the foot, gives a natural feel to car control.



The Semi-Centrifugal Clutch uses its own action to intensify positive clutch engagement.

O F S A F E T Y

mighty Packard Twelve — if Packard chose to start with its lowest-priced car and follow the economies of volume in standardizing its parts strength.

But that is not the way Packard engineers its cars. Instead, the reverse is true and the part amply safe for the bigger car may be found giving a plus value to its smaller brother.

The combination of this plussing and correlating of all vital parts endows every Packard with extra measures of safety. Pictured on these pages are a few of the many units in which Packard applies this practice. As a result, safety with Packard sweeps through the car's fundamental mechanical features. Not alone durability of construction but car control, braking performance and even a low noise-level that frees the driver of the nervous fatigue of drumming sound, are just some of the items blended into the composite whole that reflects Packard motoring safety.

A muffler system that thoroughly silences the engine exhaust contributes much to the low noise-level of these cars. Throughout chassis, motor and body are devices to deaden sound — so often the disturber of safe driving repose.



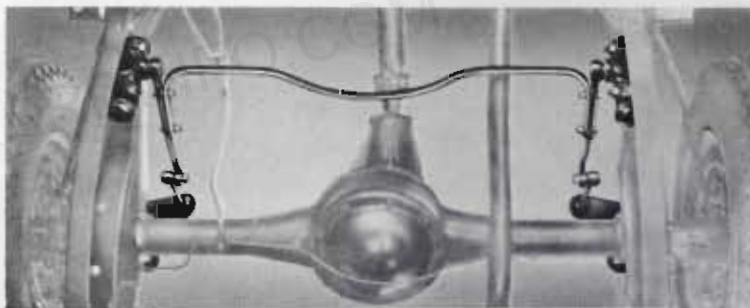
Wider surfaces of the large section, low pressure tires increase braking effectiveness.



Body safety has been proven more a matter of structure than surface. Packard-built bodies PLUS the safety of steel bracing with hardwood reinforcements strategically used throughout.



Narrow pillar posts and a wide foot-high windshield eliminate the usual blind spots—so annoying to the driver.



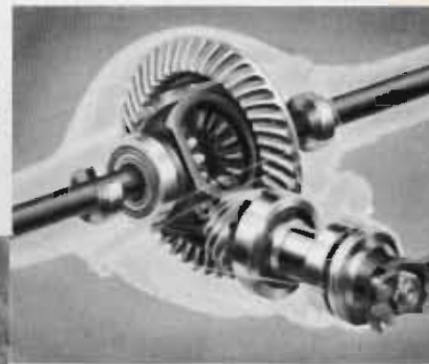
Keeping the car steady and stable when driving in a stiff crosswind, on a badly rutted road, cornering at high speed or darting in and out of traffic is the Roll Control Bar at the rear.

Safety glass, of course, in comfortably wide and high windshield and windows — quality tested to remain crystal-clear and vision-pure.



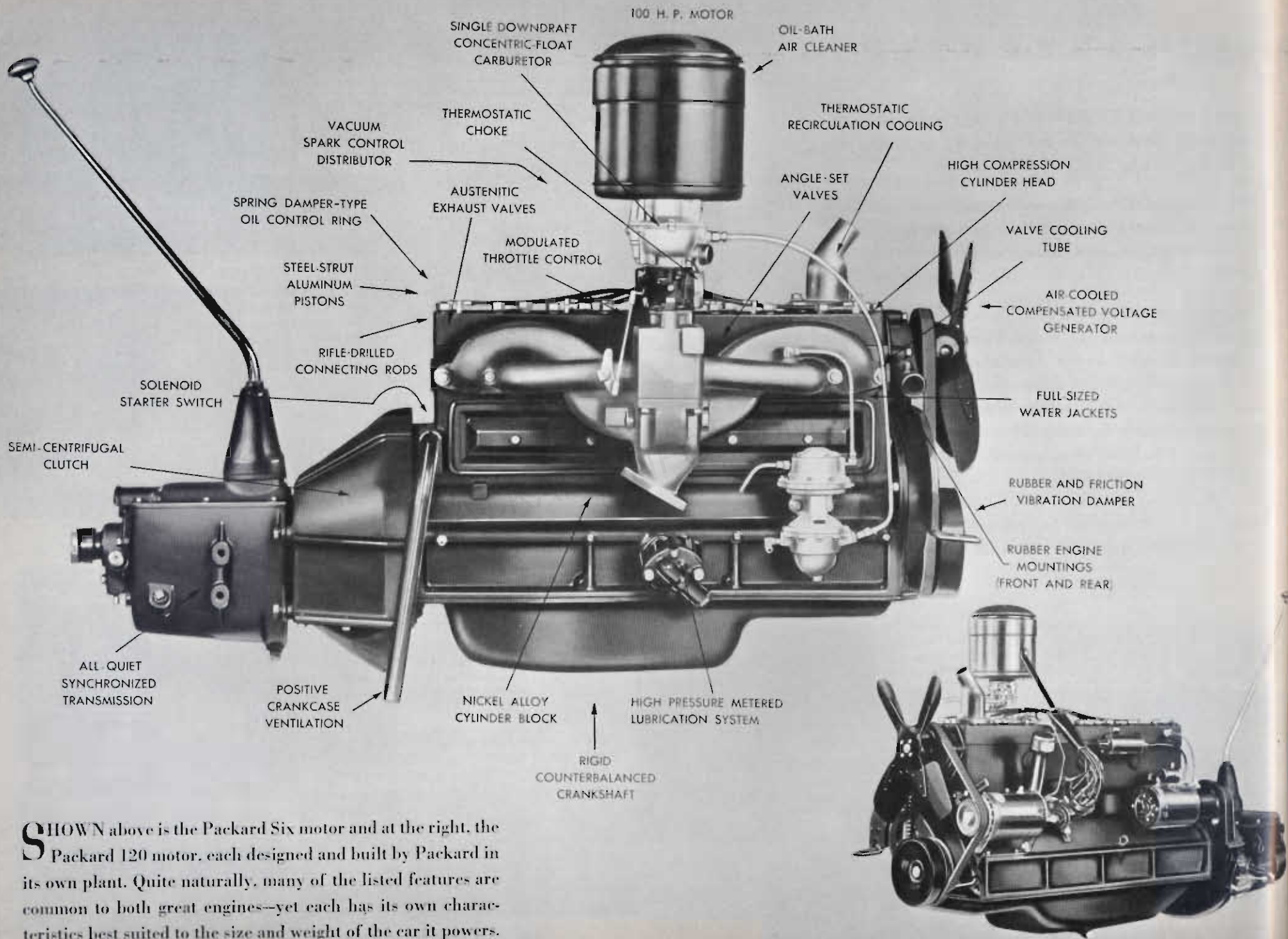
The extra brake is close at hand—yet off the floor and out of the driver's way.

The Angleset Rear Axle with its hypoid gearing keeps the center of car gravity low by decreasing the over-all body height at no head-room sacrifice.

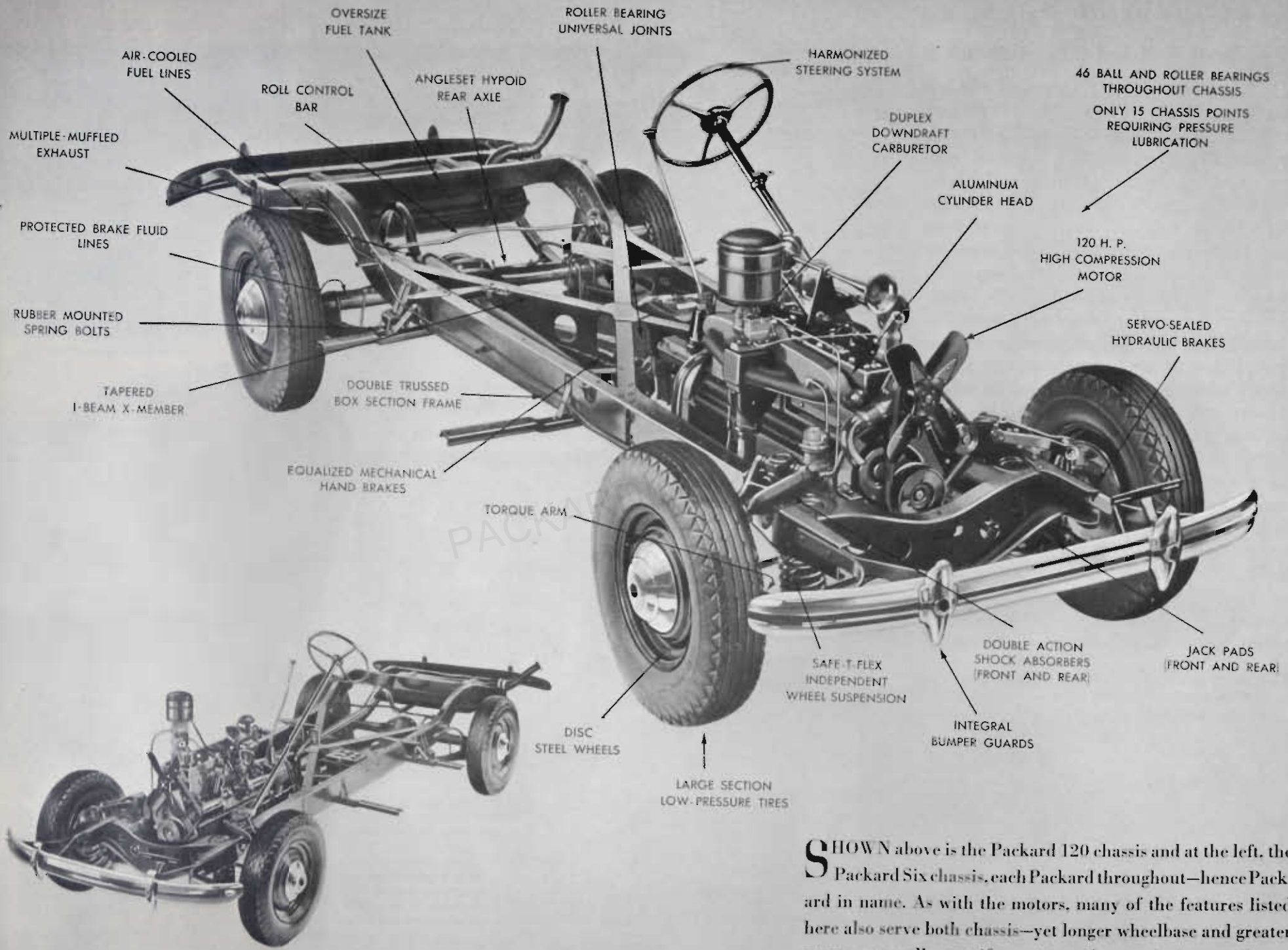


Instruments are conveniently mounted and indirectly lighted.





SHOWN above is the Packard Six motor and at the right, the Packard 120 motor, each designed and built by Packard in its own plant. Quite naturally, many of the listed features are common to both great engines--yet each has its own characteristics best suited to the size and weight of the car it powers.



OVERSIZE FUEL TANK

ROLLER BEARING UNIVERSAL JOINTS

HARMONIZED STEERING SYSTEM

46 BALL AND ROLLER BEARINGS THROUGHOUT CHASSIS
ONLY 15 CHASSIS POINTS REQUIRING PRESSURE LUBRICATION

AIR-COOLED FUEL LINES

ROLL CONTROL BAR

ANGLESET HYPOID REAR AXLE

DUPLEX DOWNDRAFT CARBURETOR

ALUMINUM CYLINDER HEAD

120 H. P. HIGH COMPRESSION MOTOR

MULTIPLE-MUFFLED EXHAUST

PROTECTED BRAKE FLUID LINES

RUBBER MOUNTED SPRING BOLTS

SERVO-SEALED HYDRAULIC BRAKES

TAPERED I-BEAM X-MEMBER

DOUBLE TRUSSED BOX SECTION FRAME

EQUALIZED MECHANICAL HAND BRAKES

TORQUE ARM

SAFE-T-FLEX INDEPENDENT WHEEL SUSPENSION

DOUBLE ACTION SHOCK ABSORBERS (FRONT AND REAR)

JACK PADS (FRONT AND REAR)

DISC STEEL WHEELS

INTEGRAL BUMPER GUARDS

LARGE SECTION LOW-PRESSURE TIRES

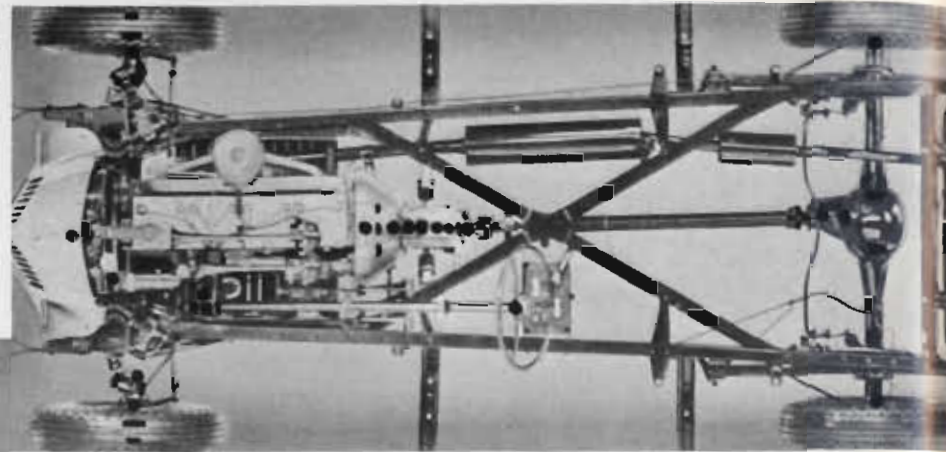
SHOWN above is the Packard 120 chassis and at the left, the Packard Six chassis, each Packard throughout—hence Packard in name. As with the motors, many of the features listed here also serve both chassis—yet longer wheelbase and greater power naturally specify certain other exclusive attributes.

GOOD DESIGN *DESIGNS* OUT SERVICE COSTS

LOW service costs on the Packard 120 and Packard Six came into being with the very stroke of the draughtsman's pencil in developing the original design. For Packard engineers specified that more ball and roller bearings be used than in other cars at or near the Packard prices. By this multiple use of bearings, by engineering forethought in many instances as illustrated by the few samples on this page, wear is prevented—parts life lengthened—and the need for service work materially lessened. And when this infrequent need does occur, it may be met by predetermined prices which Packard has flatly stated shall be as low, or lower, as for cars in the same price brackets. Not only does the experience of more than 80,000 One Twenty owners lend confidence to this statement, but Packard adds further confidence with a coupon book system for routine service work. Barring accident or owner neglect, Packard flat rates this work for the first 10,000 miles at \$4.25 or \$18.00. The former low charge includes inspection and chassis lubrication; the latter, these plus crankcase, steering, transmission and rear axle refills.

There MUST be a minimum of routine service work—or else Packard could never issue these flat-rate coupon books.

Spotted in red are the 46 ball and roller bearings whose lavish use helps make the new Packards the most service-free cars ever to bear the well known Packard name.



This new damper-type piston ring doubles oil economy.

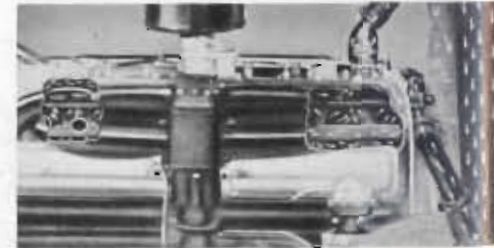


That hard-to-reach clutch release bearing has lubrication sealed in for its life.

The cutaway section shows the use of a costlier Centrifuse brake drum and an exclusive dirt and water shield—longer life to the brakes and less frequent adjustments.

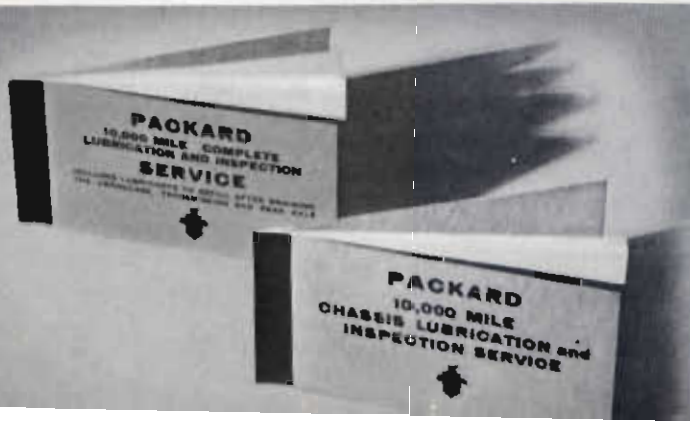
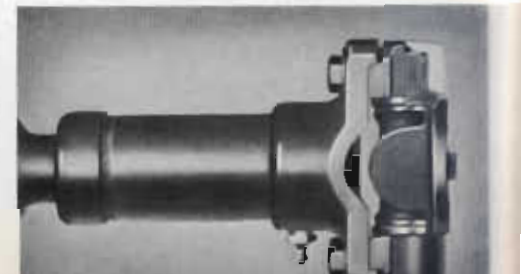


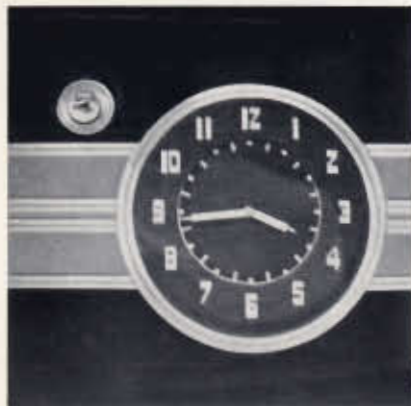
Adequate cooling and a special valve cooling tube minimize the need for grinding the valve.



Jack pads front and rear make it easy for the owner himself to change a flat tire.

Universal joints incorporate anti-friction bearings to free them of frequent attention.





An accurate electric clock with illuminated dial harmonizes with the other instruments.



Most popular of all accessories is the de luxe radiator emblem sculptured in modern style as a streamlined symbol of grace, speed and beauty.



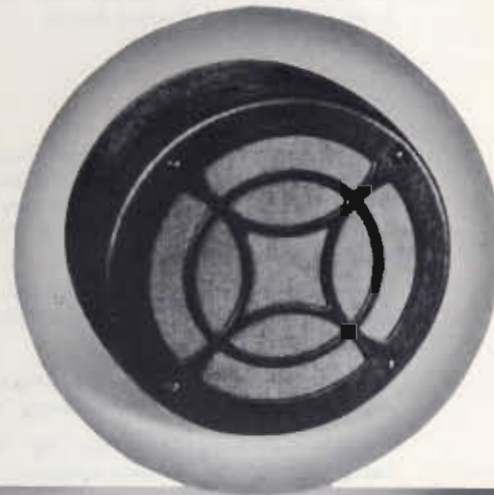
Chrome trim rings add a flashing note to the artistry of the color combinations.

AS long as man chooses to express his own individuality, so long will there be a need for the thoughtful motor car maker to provide well chosen, well styled and well tested accessories. Complete as is the equipment of the Packard 120 or Packard Six, the desire for further self-expression on the part of the purchaser as well as climatic needs that vary the country over, suggest a choice of tasteful accessories. For these purposes Packard engineers have designed and approved the assortment pictured here—to provide the very utmost in style, comfort and service.



This flexible steering wheel combines resilient comfort with a smart new style continental in appearance.

With more and more motorists electing to add the pleasures of radio and with Packard built-in roof aeriels providing unmatched reception, the exclusive features of this new custom model will appeal to many.



Colder climates are offered two hot water heaters: the De Luxe, with exceptional heating power and windshield defroster attachment; and the Standard, with ample but lower heating capacity at lower price.



BRIEF SPECIFICATIONS

THE PACKARD 120

Motor—Cylinders and upper crankcase integral. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke— $3\frac{1}{4}$ " x $4\frac{1}{4}$ ". Piston displacement—282 cu. in. Actual brake horsepower—120 at 3800 r.p.m.

Motor Lubrication—Full pressure feed to all bearings and metered oil spray to cylinder walls and chain. Ventilated crankcase.

Carburetion—Dual downdraft, automatic choke, oil bath air cleaner and silencer.

Clutch—Semi-centrifugal type. 10" single plate. Spring cushion drive. Friction damper.

Transmission—Silent synchronized. Three quiet forward speeds and reverse. Helical gear teeth.

Cooling System—Cellular radiator core. Centrifugal pump. Thermostatic temperature control, 16" fan. Heat indicator on instrument board. Capacity—5 gal.

Fuel System—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—20 gal. at rear.

Brakes—Servo Sealed hydraulic. Internal expanding. 12 inch 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, 54" x $1\frac{3}{4}$ ". Metal spring covers.

Wheels—Disc wheels, drop center rims.

Tires—7:00 x 16 low pressure. 4 ply cord.

Wheelbase—120".

Turning Radius—19' 6".

Electrical System—Generator voltage regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 mm. spark plugs.

Distributor—Auto-lite—with vacuum control.

THE PACKARD SIX

Motor—Cylinders and upper crankcase integral. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable cast iron. Bore and stroke— $3\frac{7}{8}$ " x $4\frac{1}{4}$ ". Piston displacement—237 cu. in. Actual brake horsepower—100 at 3600 r.p.m.

Motor Lubrication—Full pressure feed to all bearings and metered oil spray to cylinder walls and chain. Ventilated crankcase.

Carburetion—Single barrel downdraft, automatic choke unit construction, oil bath cleaner and silencer.

Clutch—Semi-centrifugal type. $9\frac{1}{2}$ " single plate. Spring cushion drive. Friction damper.

Transmission—Silent synchronized. Three quiet forward speeds and reverse. Helical gear teeth.

Cooling System—Cellular radiator core. Centrifugal pump. Thermostatic temperature control. 16" fan. Heat indicator on instrument board. Capacity— $4\frac{1}{4}$ gal.

Fuel System—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—17 gal. at rear.

Brakes—Servo Sealed hydraulic. Internal expanding. 11 inch 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, 54" x $1\frac{3}{4}$ ". Metal spring covers.

Wheels—Disc wheels, drop center rims.

Tires—6:50 x 16 low pressure. 4 ply cord.

Wheelbase—115".

Turning Radius—19' 2".

Electrical System—Generator voltage regulator—vibrator type mounted on dash. Foot control light switch. Starting switch with remote control. 10 mm. spark plugs.

Distributor—Delco—with vacuum control.

Standard Equipment—Oil bath cleaner . . . Roll control bar . . . Jack pads . . . 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 . . . Foot rest in rear compartment . . . Generator voltage regulator . . . 32-candlepower headlights with

four lighting positions . . . Combination tail and stop light . . . 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.

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

PACKARD MOTOR CAR COMPANY . DETROIT, MICHIGAN