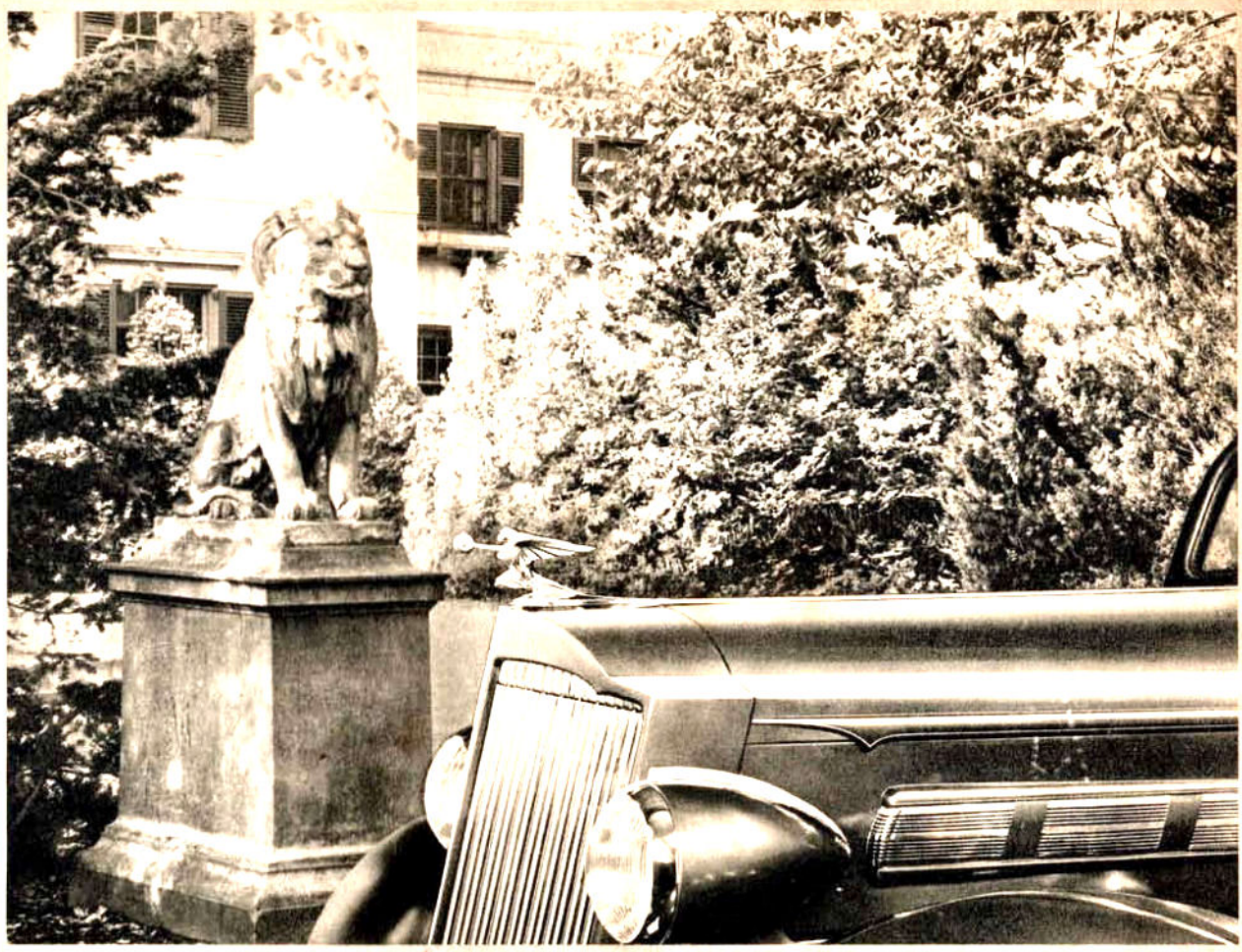


*Custom Luxury  
in the Lower  
Price Field*



P A C K A R D 1 2 0

D E L U X E M O D E L S

*for 1937*





## THE PACKARD ONE TWENTY DELUXE

OFFERED IN THREE BEAUTIFUL BODY TYPES

*A*dd to the long mechanical life and long style life of the Packard 120 even greater measures of comfort and luxury, and you have the Packard 120 *Deluxe*. Here is a car combining the custom touches that have long characterized the bigger Packards with the relaxed riding, easy handling, economical operation and service-free design of a model that upset the accepted standards of its price class.

The minute you see the Packard 120 Deluxe you note styling differences that set this car apart. From its big-car radiator shutters which are thermostatically controlled to give even greater engine efficiency and better body temperatures, to its richer luster of paint, special harmony of striping, smarter trim of wheels and tires, you note an exterior appearance that spells instant distinction.

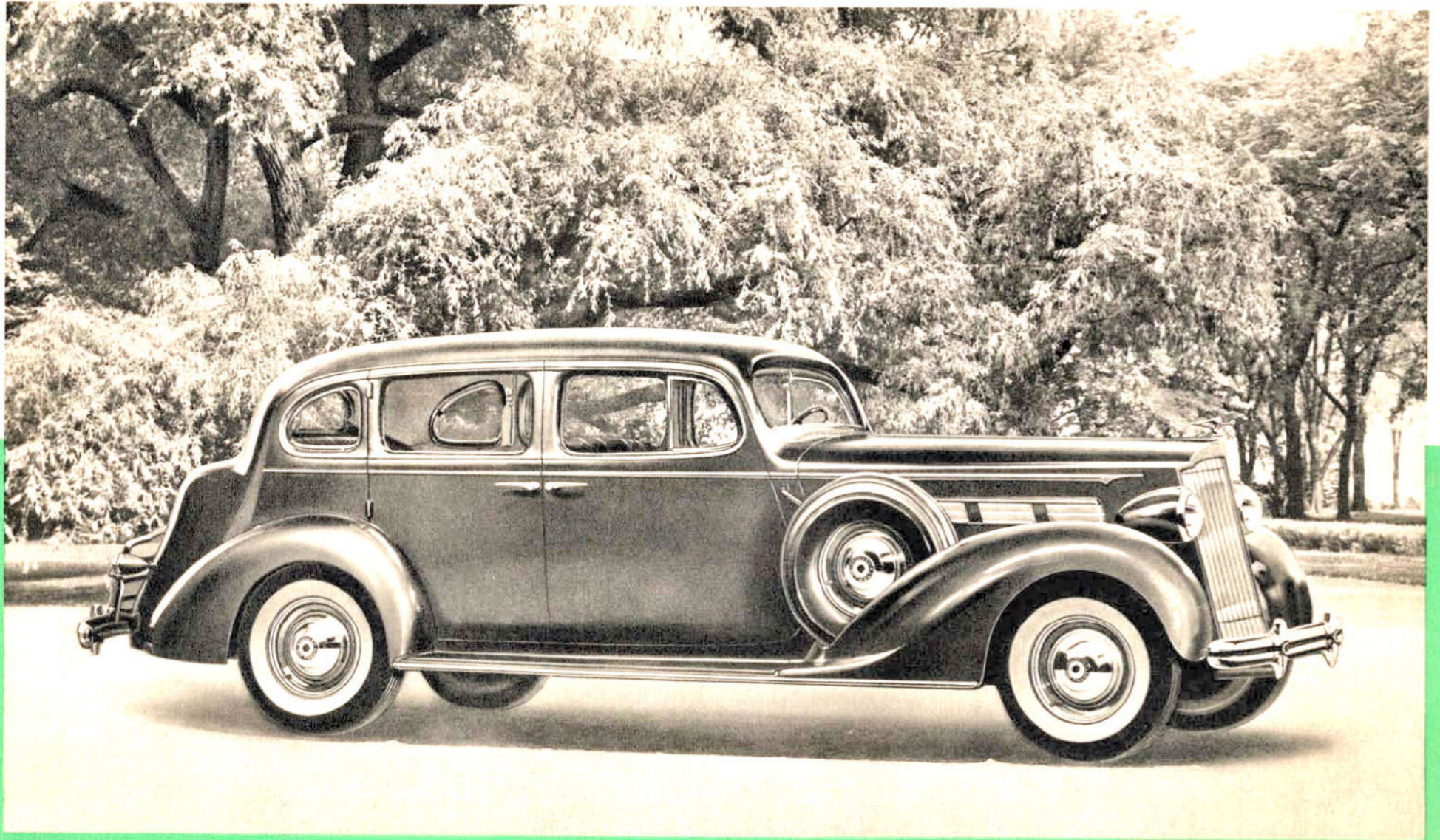
Now open the doors. Greeting your gaze is an interior abounding in big-car refinements in every detail: silky-fine broadcloth upholstery hued to the color harmony of the car, floor carpets front and rear, smoking sets complete in each compartment and many, many other appreciated conveniences.

But when you enter and sink into the specially soft cushions luxuriously contoured over deep springs—adjust the rear seat center arm rest for utmost relaxation—or, at the controls, grasp the chromium plated wire-spoked wheel and gracefully trimmed gear shift lever—then you have the answer to your wish for greater Packard distinction in a Packard of greater popularity.

Then you know you may at last experience custom luxury in the lower price field—in the Packard 120 Deluxe.



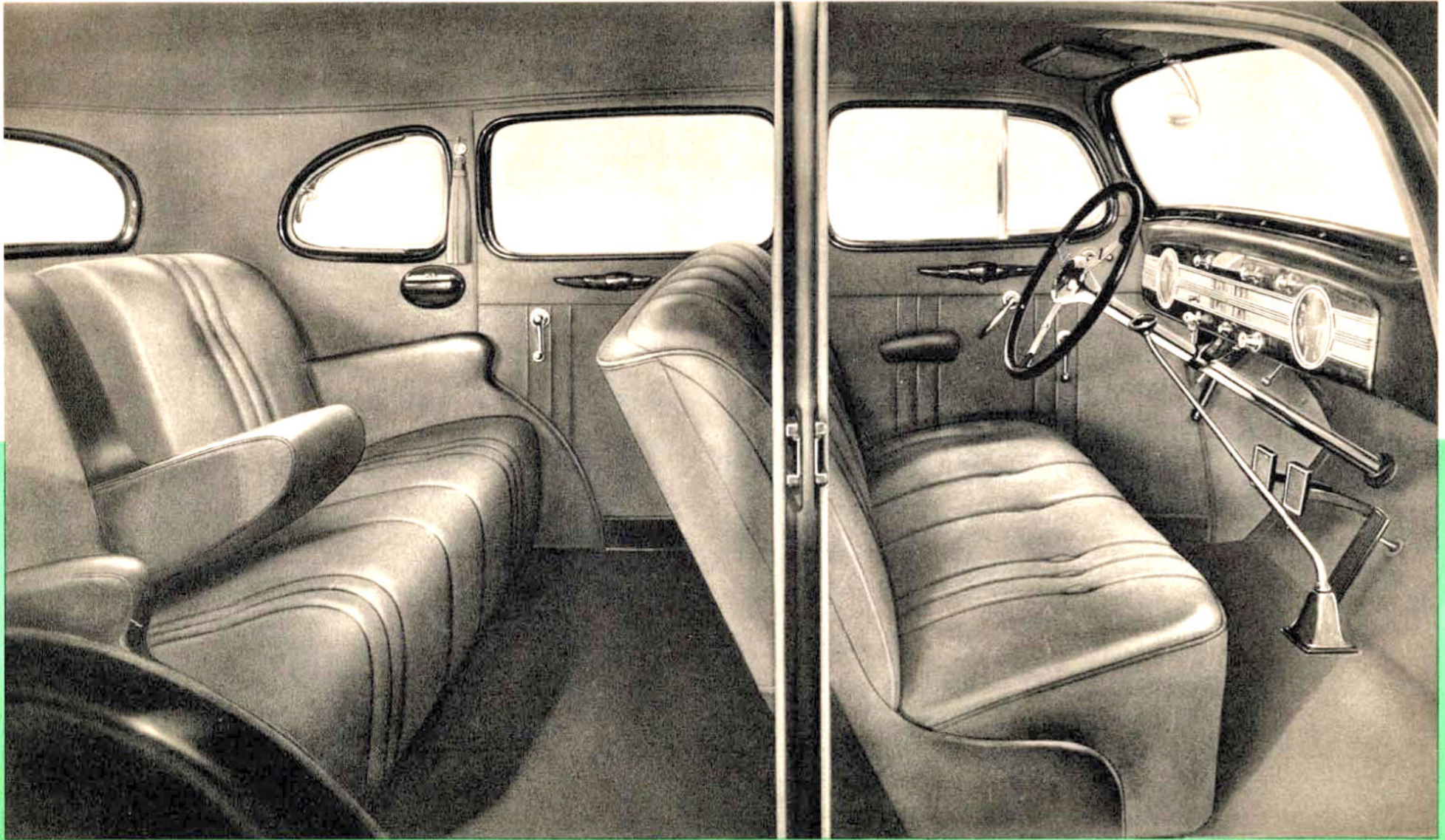
THE PACKARD 120 DE LUXE ••• FIVE-PASSENGER TOURING SEDAN





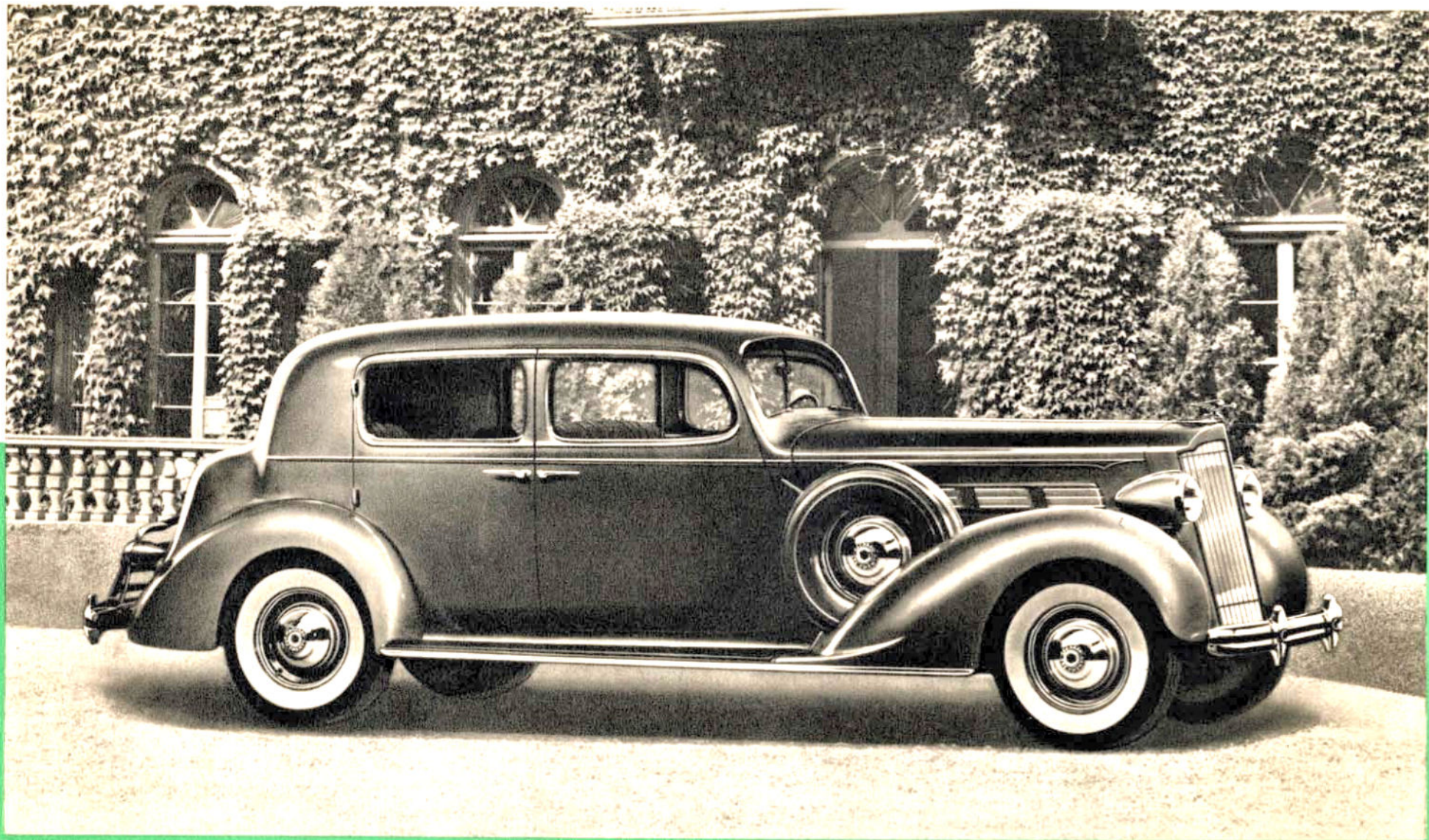
## INTERIOR OF THE TOURING SEDAN

A typical example of the greater measures of comfort and luxury built into every one of the three new Deluxe body styles.



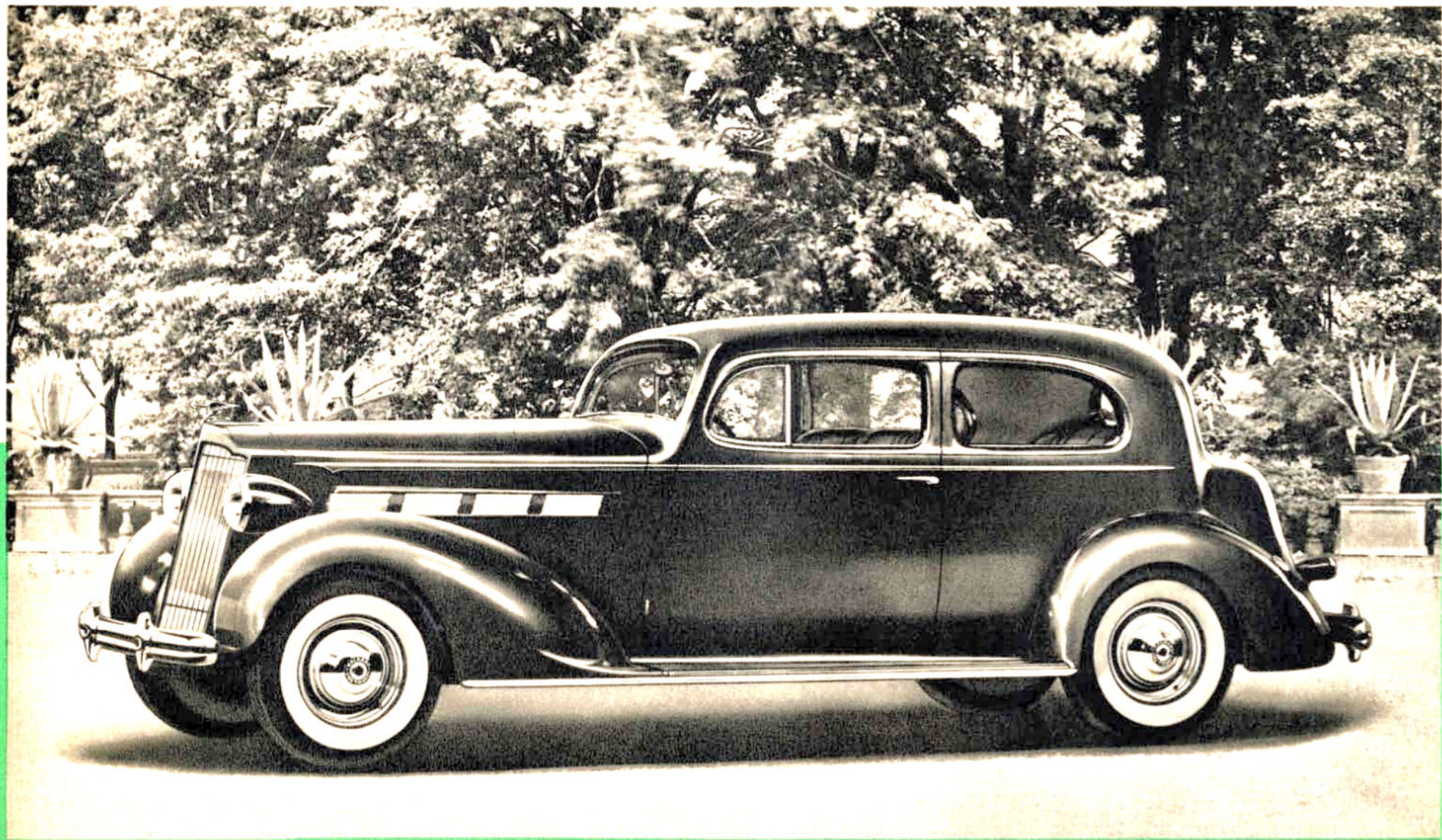


THE PACKARD 120 DE LUXE ••• FIVE-PASSENGER CLUB SEDAN

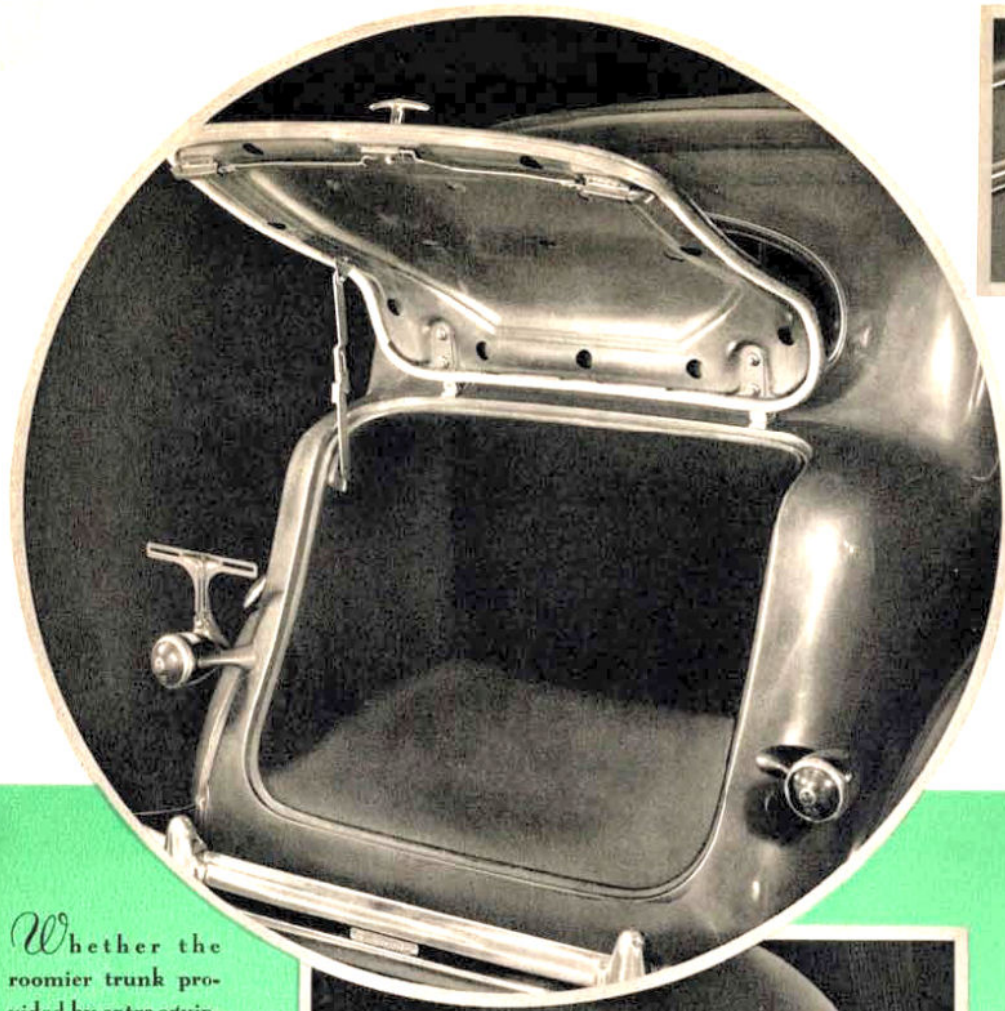




THE PACKARD 120 DE LUXE ••• FIVE-PASSENGER TOURING COUPE

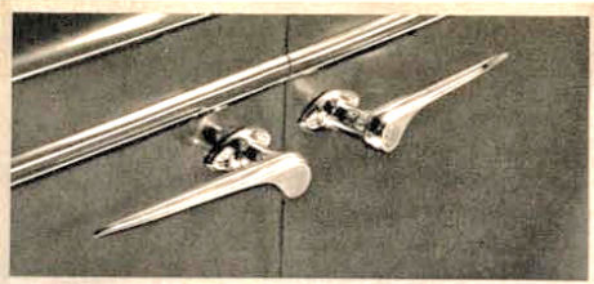
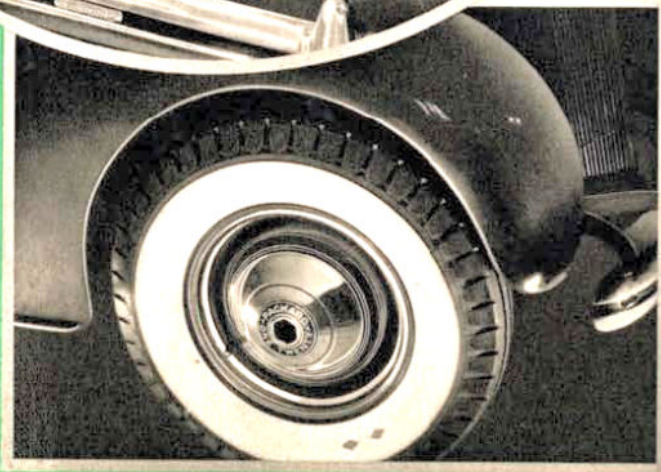






Whether the roomier trunk provided by extra equipment of side mounted spare wheels or the regular trunk compartment, each is neatly rubber matted.

White side-walls and chrome trim rings dress tire and wheel appearance.



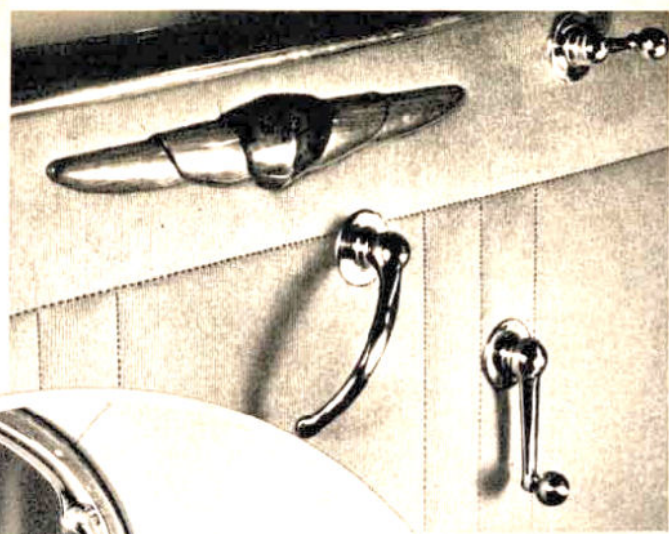
A glossier luster to the paint, a special harmony in the stripe and richer fittings contribute to the feeling of big-car luxury.



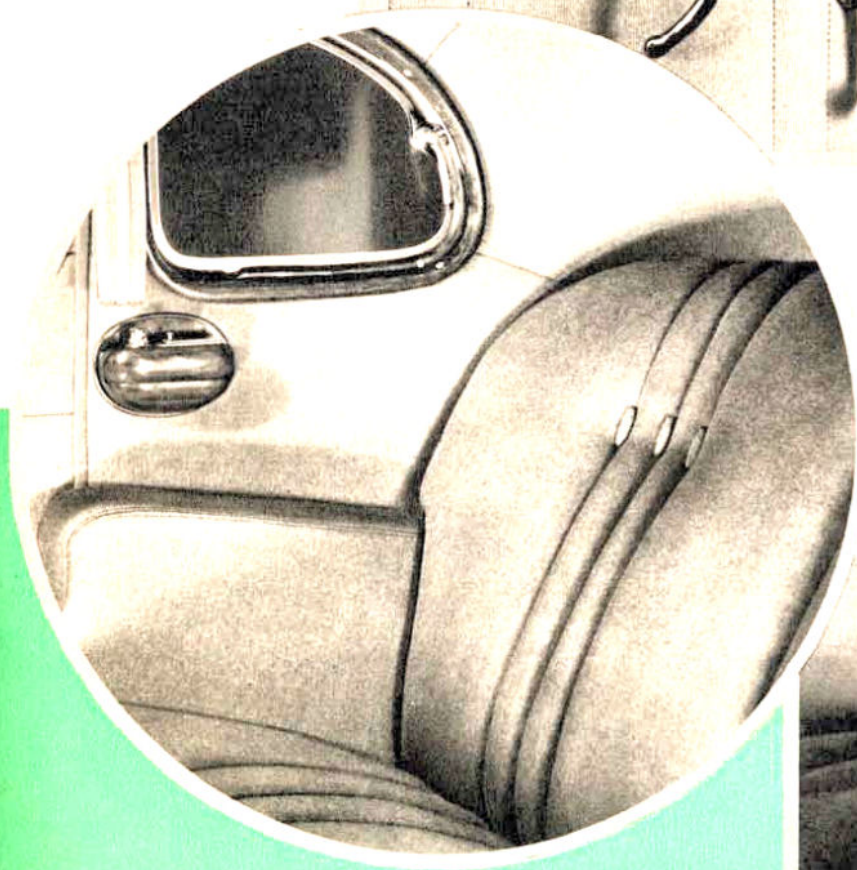
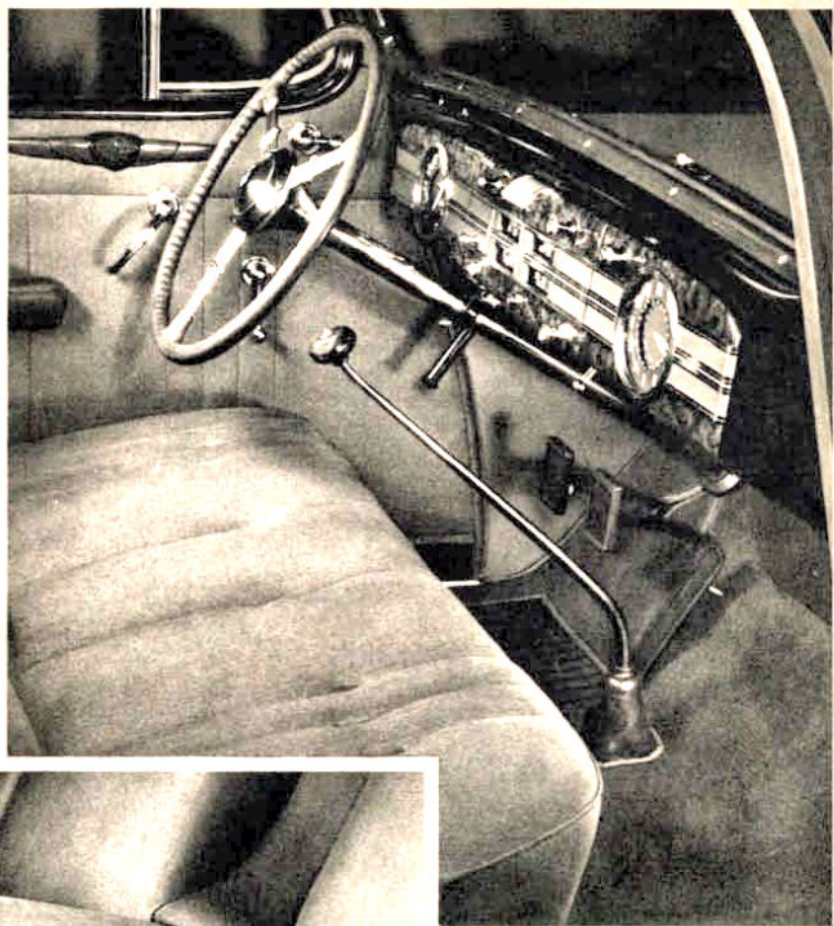
Announcing a distinctive appearance at the very front of the Deluxe models are the special radiator emblem and thermostatically controlled radiator shutters.



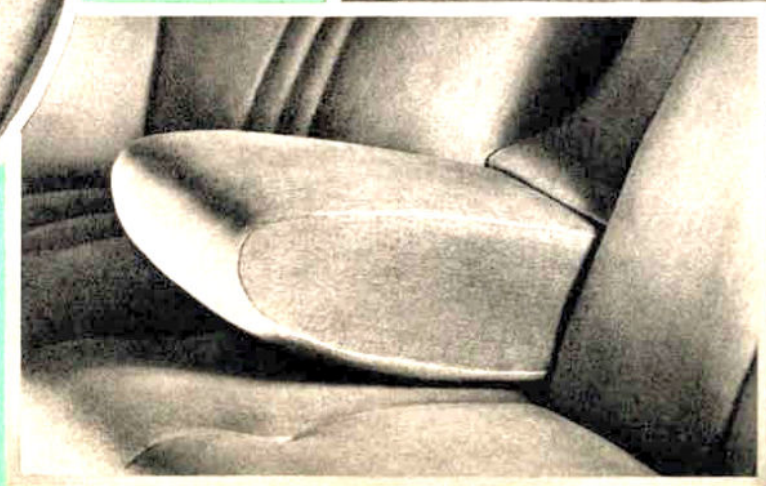
Interior panels stitched to match the narrow pleated upholstery, decorative garnish molding and smartly designed handles add distinction.



Every detail of the front compartment provides a *different* completeness—the continental wire-spoked wheel, automatically heated cigar lighter, electric clock and fully carpeted floor.



No need to pass the cigar lighter back and forth—the rear seat has its own fitted into one of two larger ash receivers.



When two persons occupy the rear seat, their riding relaxation is increased by a center arm rest upholstered over a soft sponge rubber base.



# B R I E F      S P E C I F I C      A T I O N S

## THE PACKARD 120 (CD) DE LUXE

**MOTOR**—Cylinders and upper crankcase integral. L-type head. Rubber mounted. Aluminum pistons. Cylinder head—detachable aluminum. Bore and stroke— $3\frac{1}{4}'' \times 4\frac{1}{4}''$ . 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. Walnut color hard rubber gear shift knob with chrome plated cap.

**COOLING SYSTEM**—Cellular radiator core.

Centrifugal pump. Thermostatic temperature control. 16" fan. Heat indicator on instrument board. Capacity—5 gal. Automatic radiator shutters. Special radiator ornament.

**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" 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,  $54'' \times 1\frac{3}{4}''$ . Metal spring covers.

**STEERING**—Flexible steel-spoked steering wheel. Steering pillar tube nickel-plated at upper end.

**WHEELS**—Disc wheels, drop center rims. Chrome-plated wheel trim rings.

**TIRES**—7:00 x 16 low pressure. 4-ply cord. White side wall.

**WHEELBASE**—120".

**TURNING RADIUS**—19' 6".

**ELECTRICAL SYSTEM**—Generator voltage regulator—vibrator type mounted on dash. Foot control light switch. Rubber cap on foot control switch plunger. Starting switch with remote control. 10 mm. spark plugs. Tail lamps with jewel lens.

**DISTRIBUTOR**—Auto-lite—with vacuum control.

**PAINTING**—Those who buy the new Packard 120 Deluxe cars may choose from a wide variety of color combinations. Upholstery material is broadcloth, a wide range of colors being optional.

**STANDARD EQUIPMENT**—Oil bath cleaner . . . 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 . . . Center arm rest in rear seat . . . Ash trays, front and rear compartments . . . Cigar lighter in instrument board and combined with right rear ash tray . . . Robe rail . . . Foot rest in rear compartment . . . Mohair floor mats front and rear . . . Generator voltage regulator . . . 32-candle power headlights with four lighting positions . . . Combination tail and stop light . . . Dome and front compartment lights . . . Clock . . . Horn . . . Speedometer . . . Gasoline gauge . . . Oil pressure gauge . . . Motor thermometer . . . Ammeter . . . Locked package compartment in instrument panel . . . Garnished medallions on interior of all doors . . . Wheel compartment lock . . . Cowl ventilator with screen . . . Heavy type door handles . . . Adjustable front seat . . . Marshall type cushion springs . . . 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









A S K T H E M A N

W H O O W N S O N E