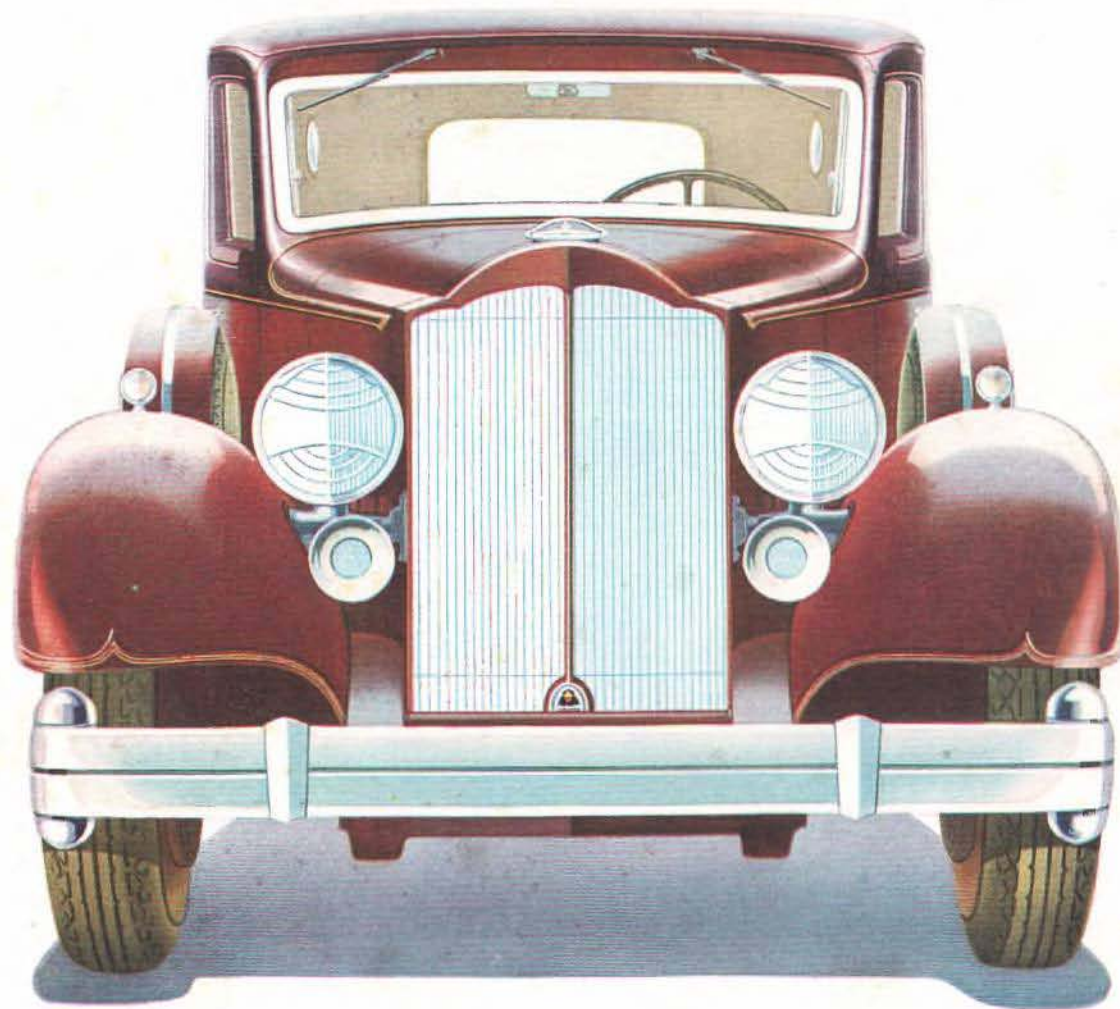
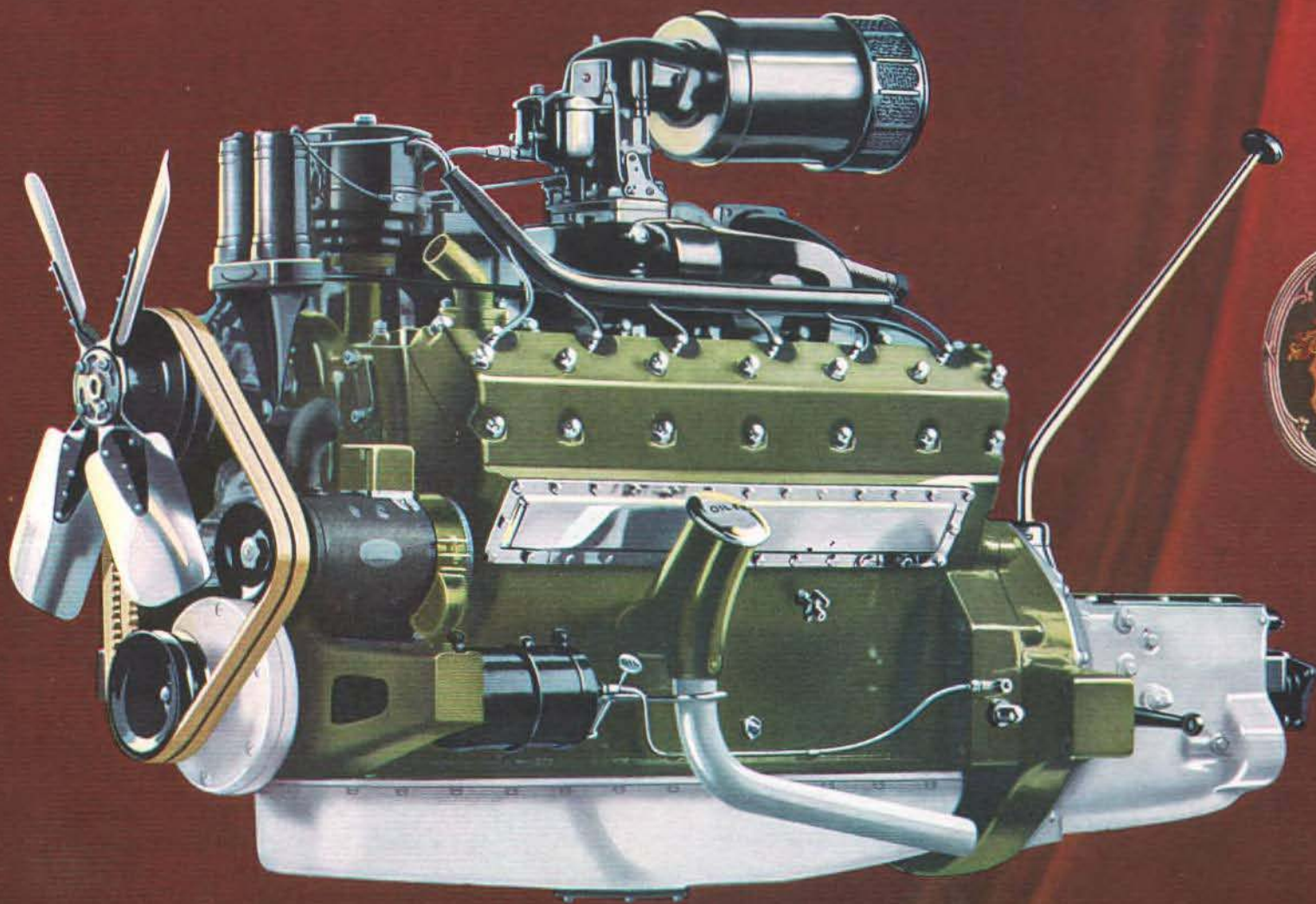


Announcing
THE NEW PACKARD TWELVE
A Portfolio of Twelve Luxurious Body Styles



THE "YARDSTICK" WITH WHICH TO MEASURE ALL FINE CAR VALUES

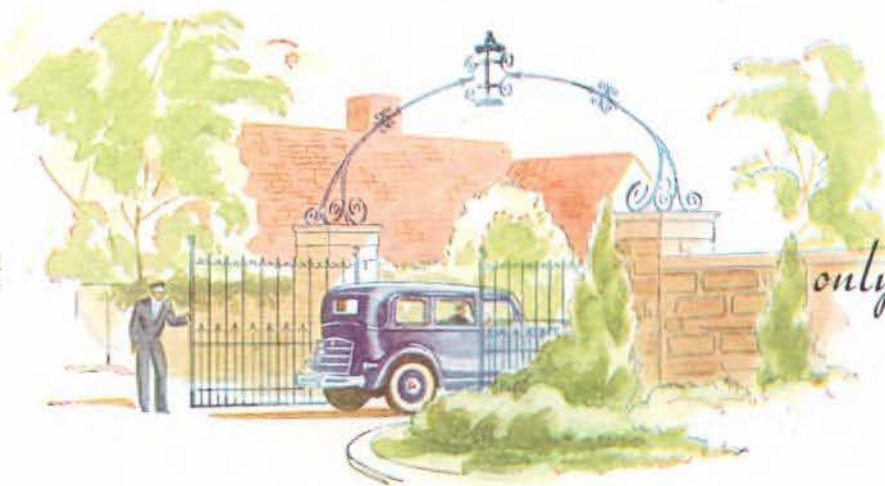
Ask The Man Who Owns One



Packard has built and sold nearly three times as many 12-cylinder motor cars as all other American makers combined

The Power Plant

The Step that



only Packard Takes

WHEN the gates of the Packard Proving Grounds close on each Packard Twelve, a step is taken whose benefits no other car owner in the world can enjoy save the man who owns a Packard Twelve. For after every car passes its hundreds of factory tests, after it is released complete from the factory halls with the approval of hundreds of inspectors, it goes to the Packard Proving Grounds. There, on the world's fastest oval track, skilled mechanics tune and adjust it during 250 miles of graduated driving that ends with a final test of straight-away speed.

Is this extra care necessary? No, not to catch any chance flaw of design or manufacture, for factory inspections are too rigid to let any escape. Then why take this extra step? Solely because the buyer of so fine a car as the Packard Twelve is entitled to no delays when he takes delivery of his automobile—no babying of his car in its early operation, no time-taking process of breaking it in.

For him, the Century waits. His place is there at the Captain's table. The fleet air liner always holds his chair. His tastes in transportation deserve to be matched by the perfection of his personal transportation. This, Packard provides in the majestic Packard Twelve.

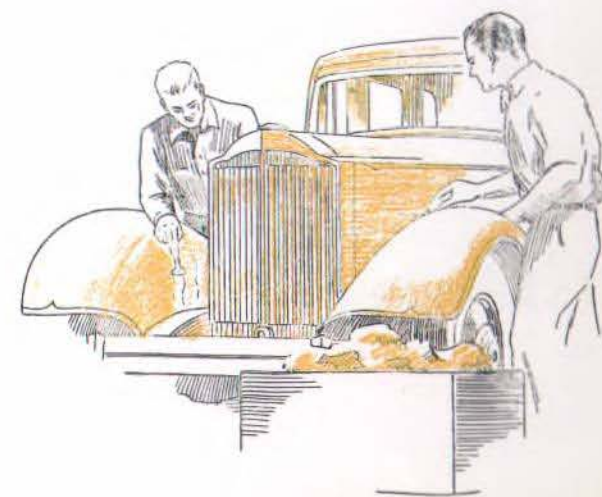
And who better than Packard to know and appreciate these discriminating tastes? For Packard is the oldest fine car maker in the industry. The Packard clientele is the largest fine car clientele of any motor car manufacturer. But more than that, for its clientele Packard has built more 12-cylinder motor cars than all other American makers combined—nearly three times as many, to be exact.

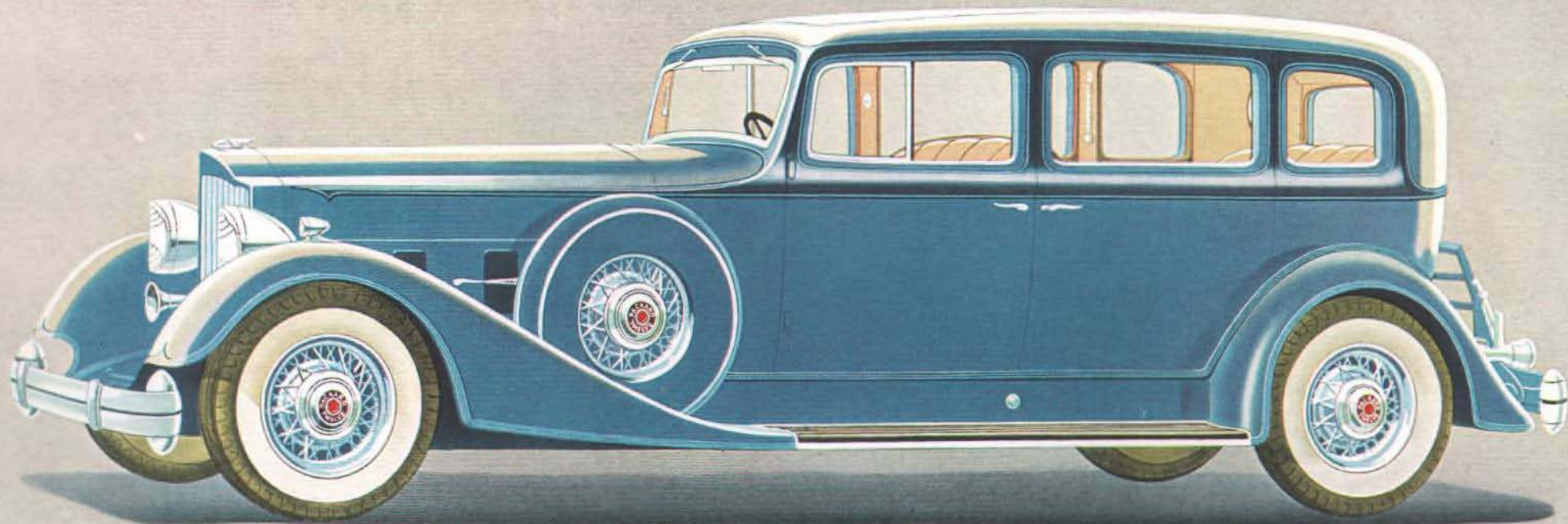
Out of this rich background of fine car experience comes the New Packard Twelve. Its title of the "yardstick" by which to measure all fine car values is no empty slogan. For Proving Grounds tests and comparisons, on any score with any car, confirm its right to the claim.

On the pages that follow are shown the handsome models that make up this beautiful line, together with camera studies of some of the precision processes that build this great car. But pictures and words can only hint at all the motoring attributes it holds. To learn the true story of luxurious transportation you must let the Packard Twelve speak for itself on city street or country road, and this we cordially invite you to do, without the slightest obligation on your part, of course!



FROM a crude base of cold clay, deft hands shape a living design of rare charm. Grace of line in a Packard Twelve is no mere accident, for the engineering draft is developed dimensionally by artisans whose creative talent matches that of many a well known sculptor. Thus does Packard mold and fashion its artistic lines into a design of lasting beauty.



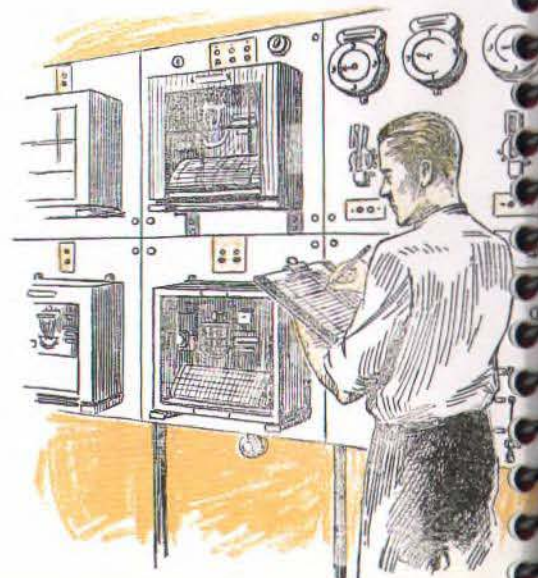


The Sedan
for Five Passengers

Shown in one of the unlimited color combinations: Star Thistle
Blue Light and Star Thistle Blue Dark, with a Bali Blue stripe.



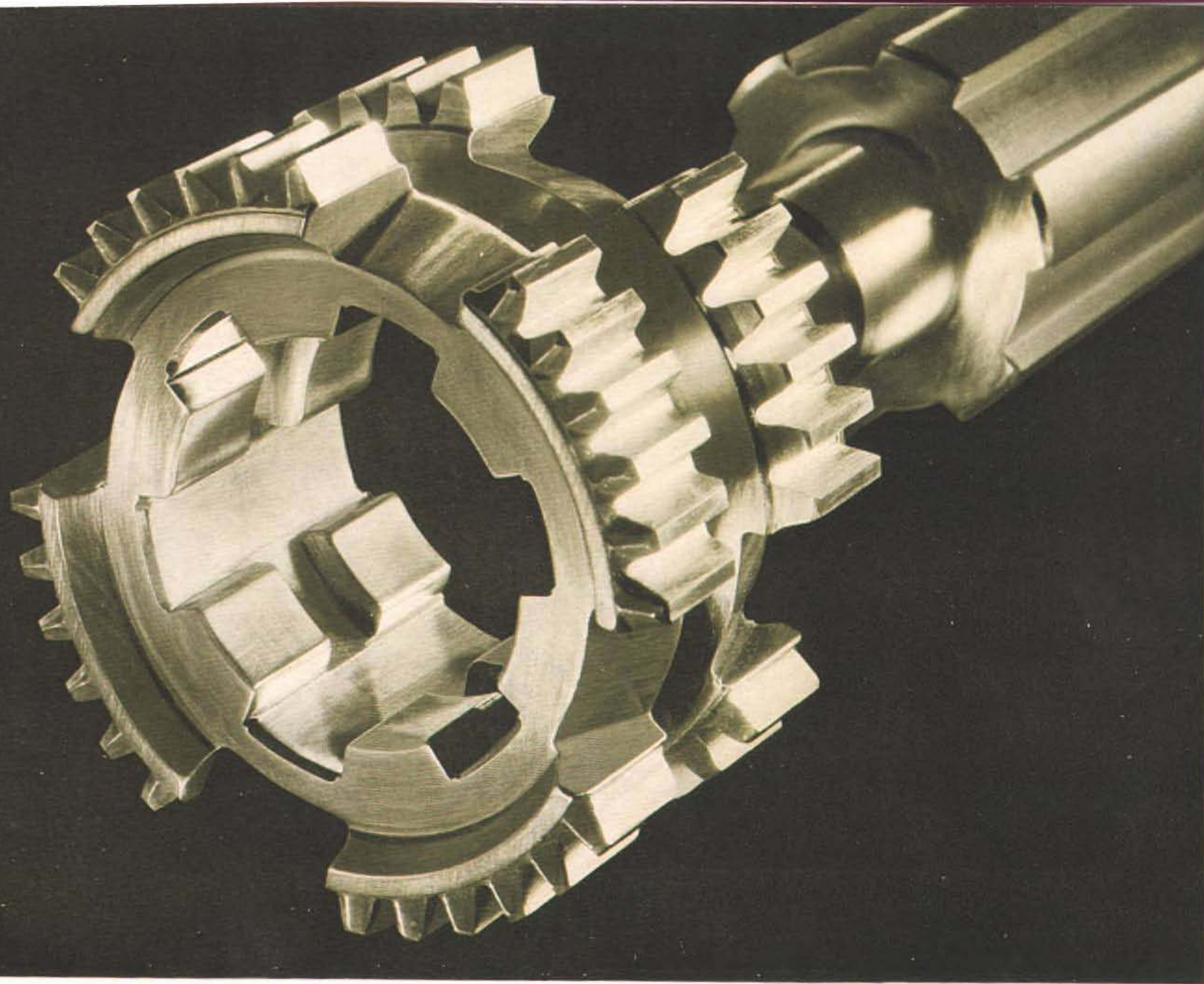
*L*ONG before steels and their heat treating were the common thing they are today, Packard had pioneered processes of making the molecules behave. So widely known are these advances that a famous visitor doffed his hat before a battery of electrical heat treat recorders in mute tribute to Packard progress in toughening metals for greater safety and longer life.



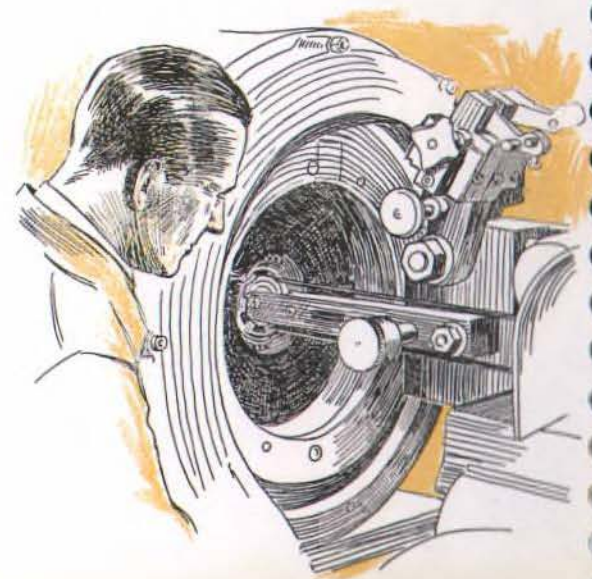


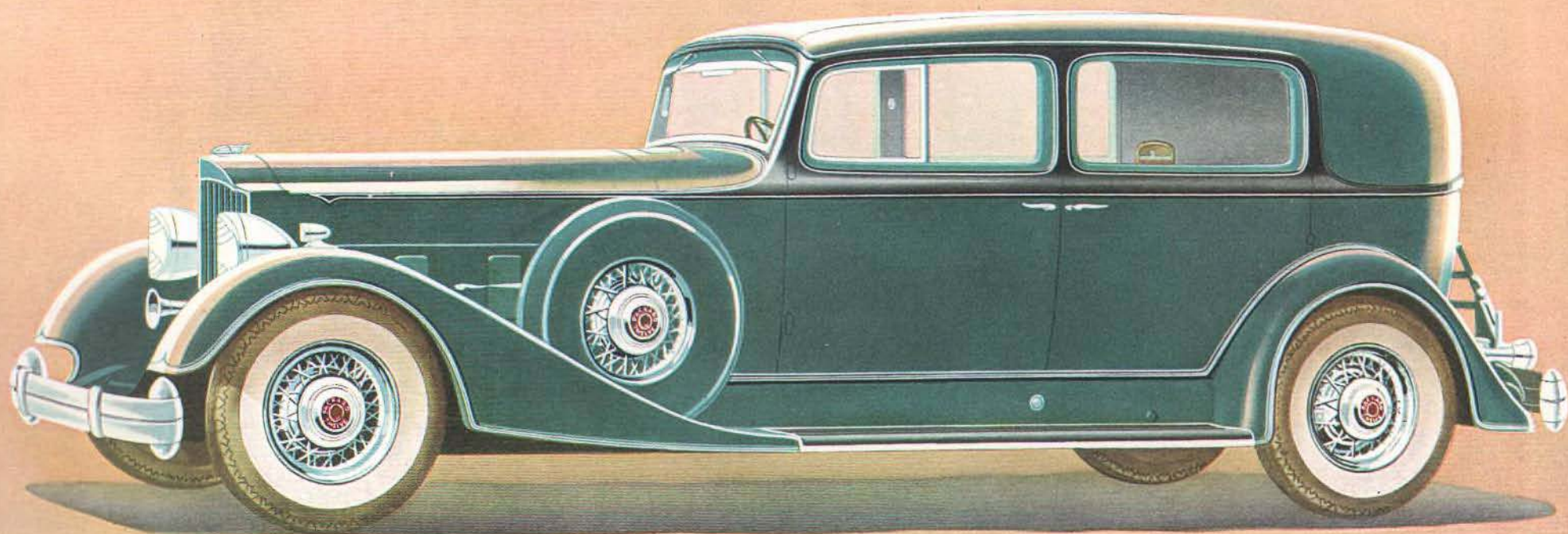
The Sedan
for Seven Passengers

Shown in one of the unlimited color combinations: Ascot Maroon Light and Ascot Maroon Dark, with a Copper stripe.



ONLY one other motor car in the world, Rolls-Royce, can show such a picture that portrays the ground internal splines of a transmission gear. Because harder, finer steel is used for trouble-free gears, grinding is necessary. Whereas the famed English car does this work by hand, an exclusive machine performs the Packard operation with unerring accuracy.

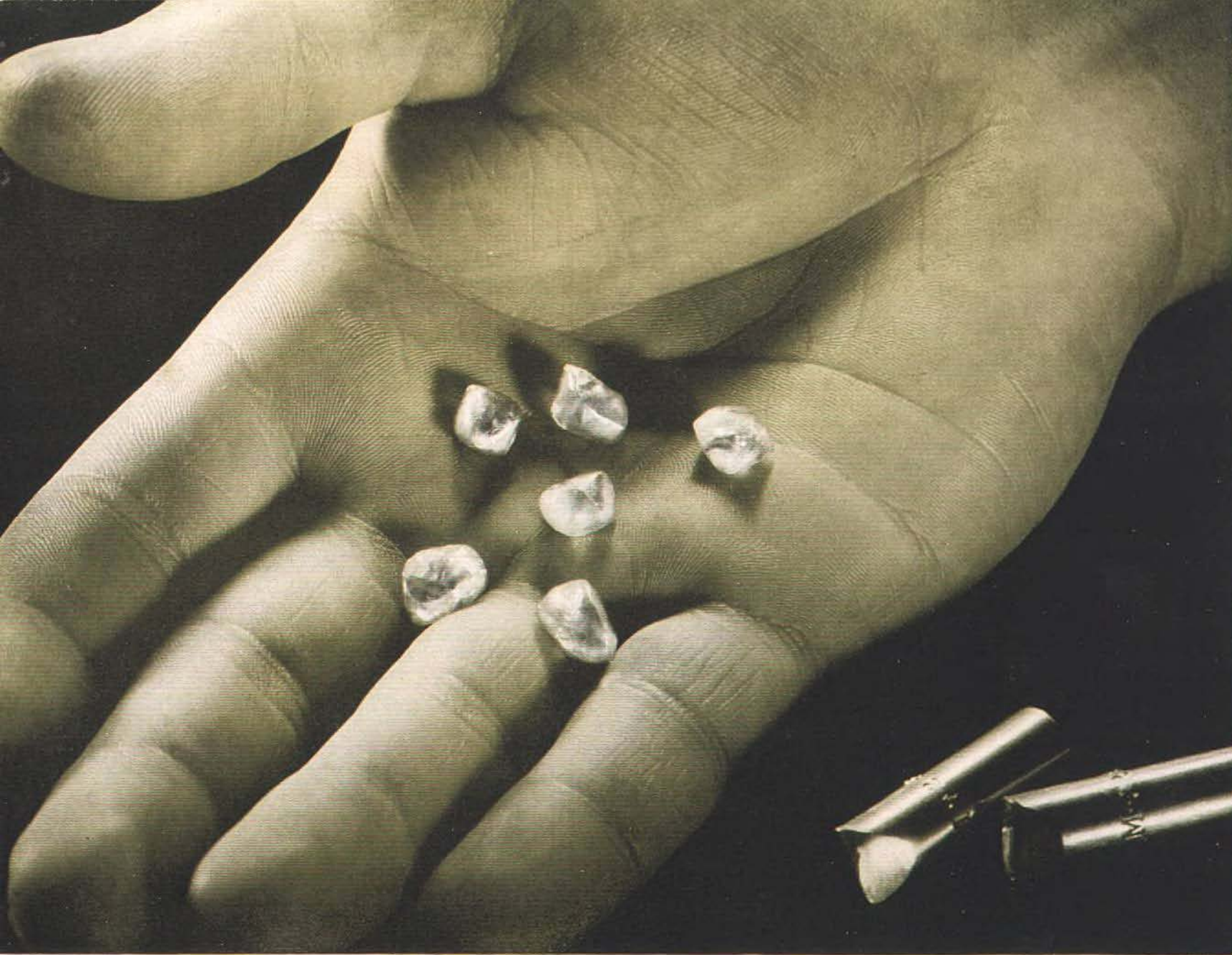




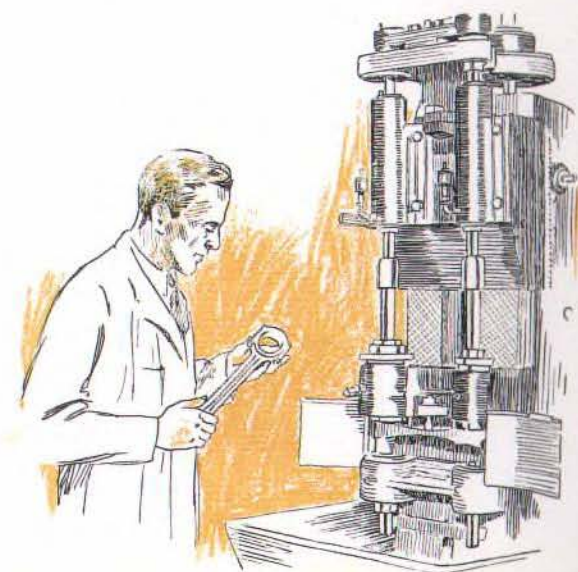
The Formal Sedan

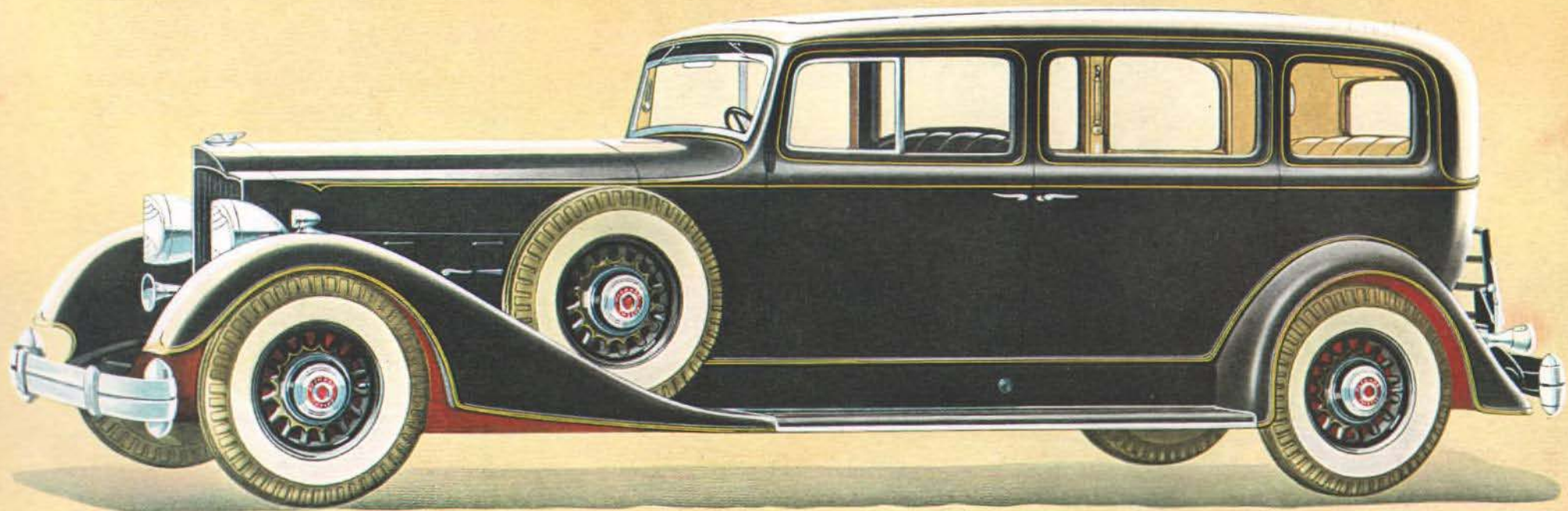
for Seven Passengers

Shown in one of the unlimited color combinations: Morgan Blue, Badminton Green and Ivory Black, with a White stripe.



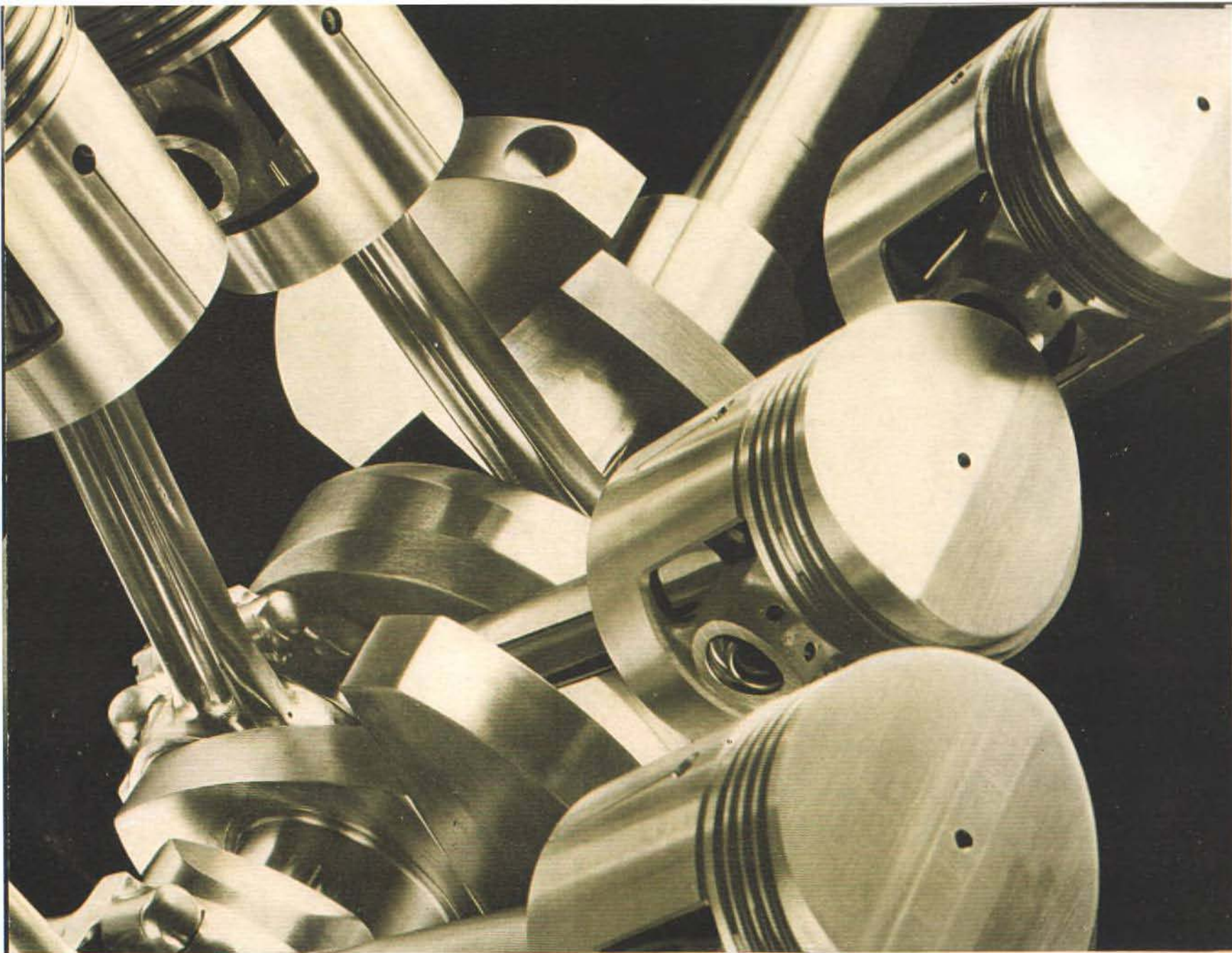
It takes fine stones to make a fine car and the wealth of diamonds displayed above are but a few of the priceless tools that fashion the luxurious Packard Twelve. When these precious gems are set into drills, their tough cutting edges give a satin finish to bearing surfaces. The result is an accurate fit to vital motor parts for quiet, long-lived service.



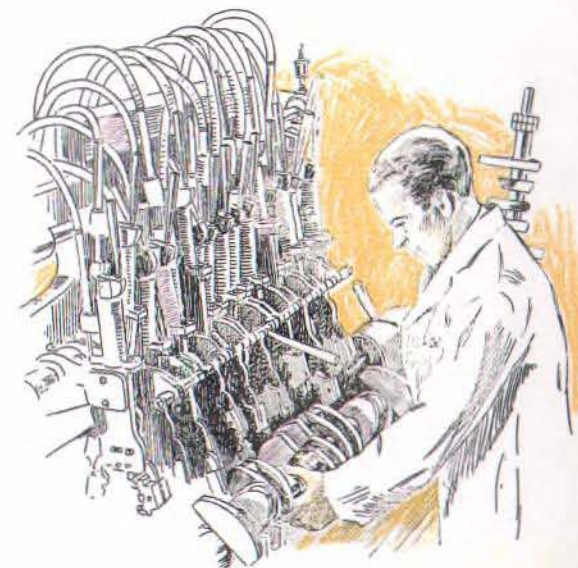


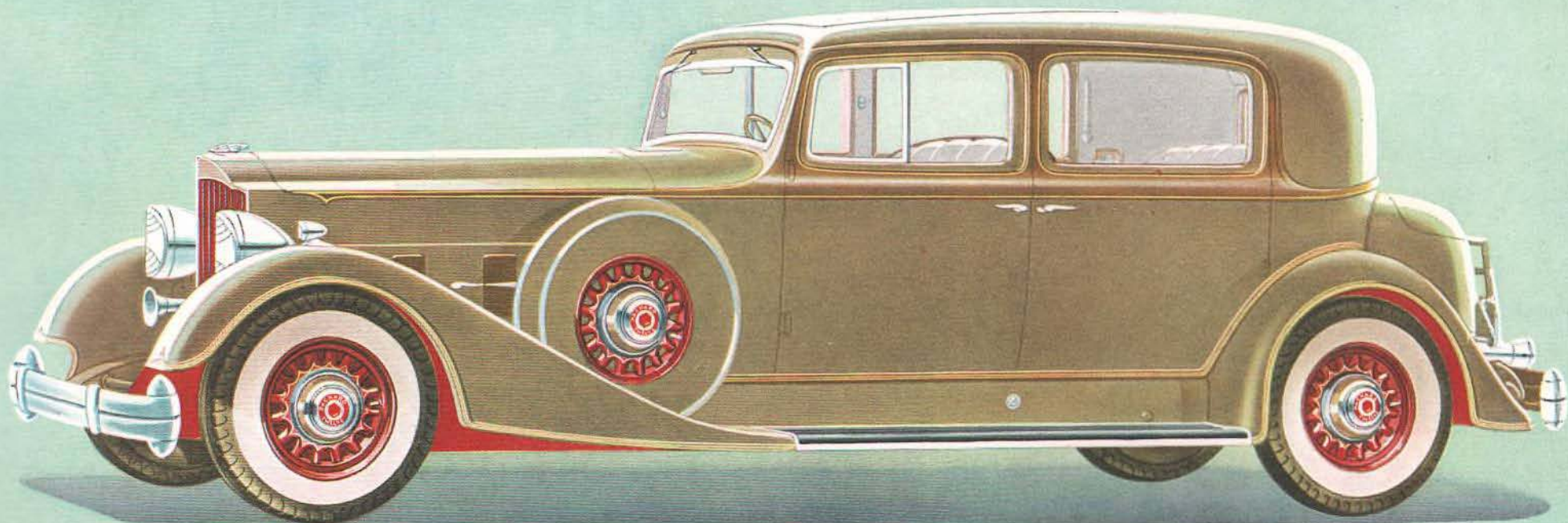
The Limousine
for Seven Passengers

Shown in one of the unlimited color combinations:
Sable Black and Flame Cardinal, with a Gold stripe.



If fine motor cars were bought solely on the beauty of unseen parts, then none would have anything but the Packard Twelve. Its hidden surfaces are honed by special machines to a polish that could grace some jeweler's display. Here beauty is linked with practicality, for this rich sheen means but one thing and that is: precisely fitted parts.

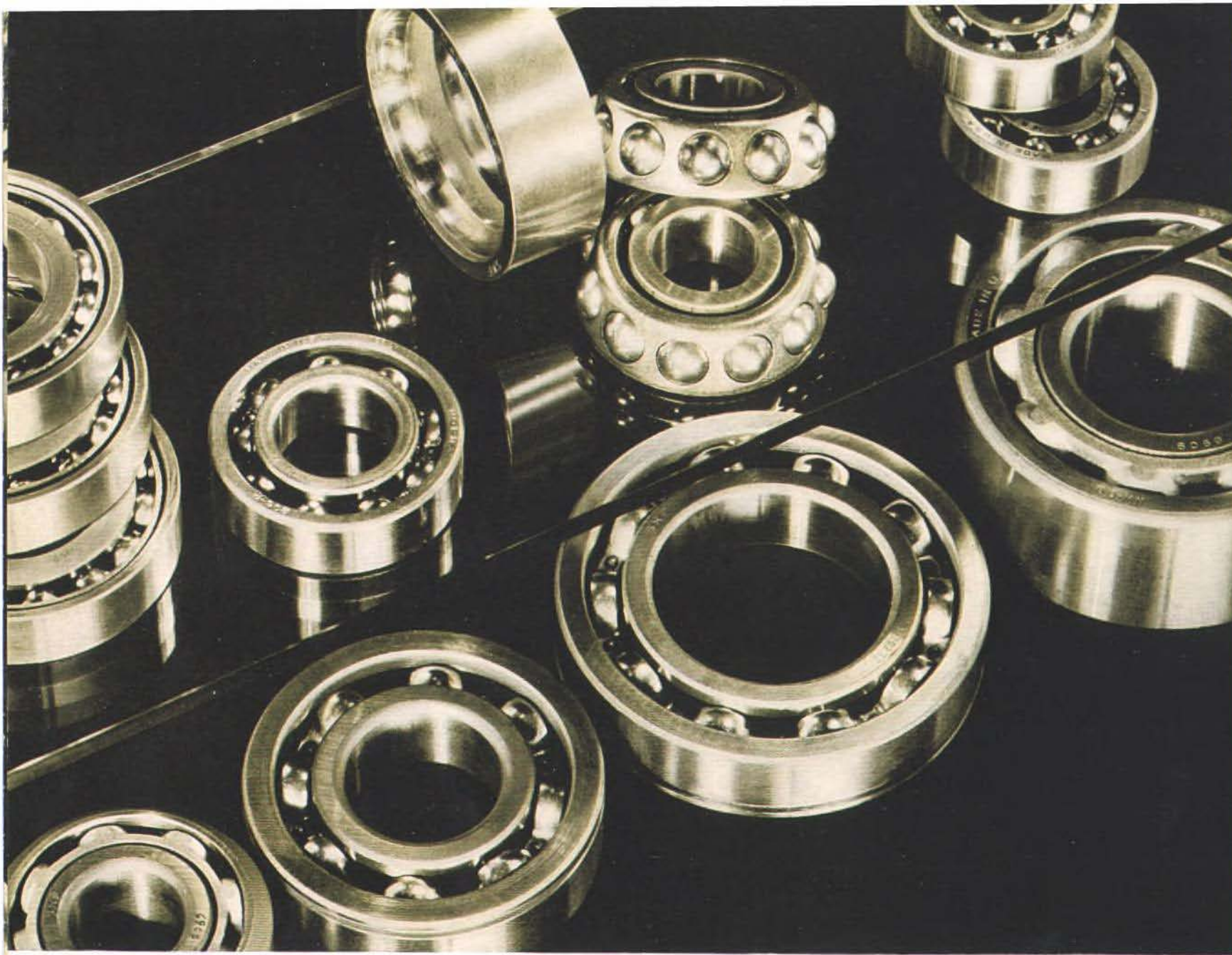




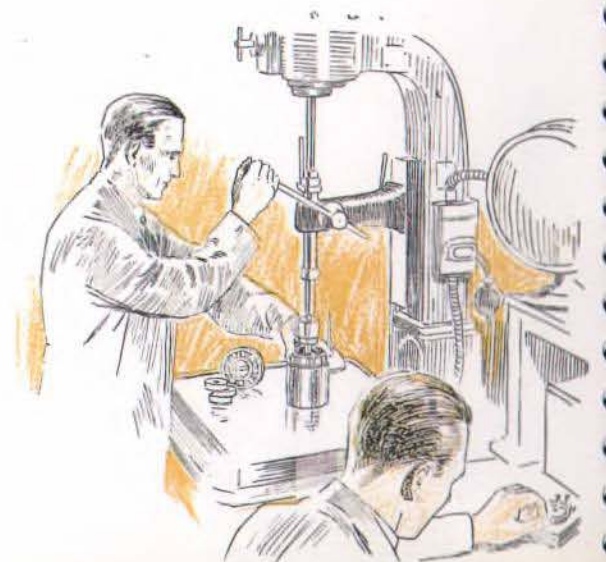
The Club Sedan

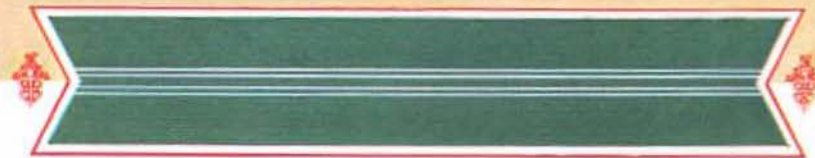
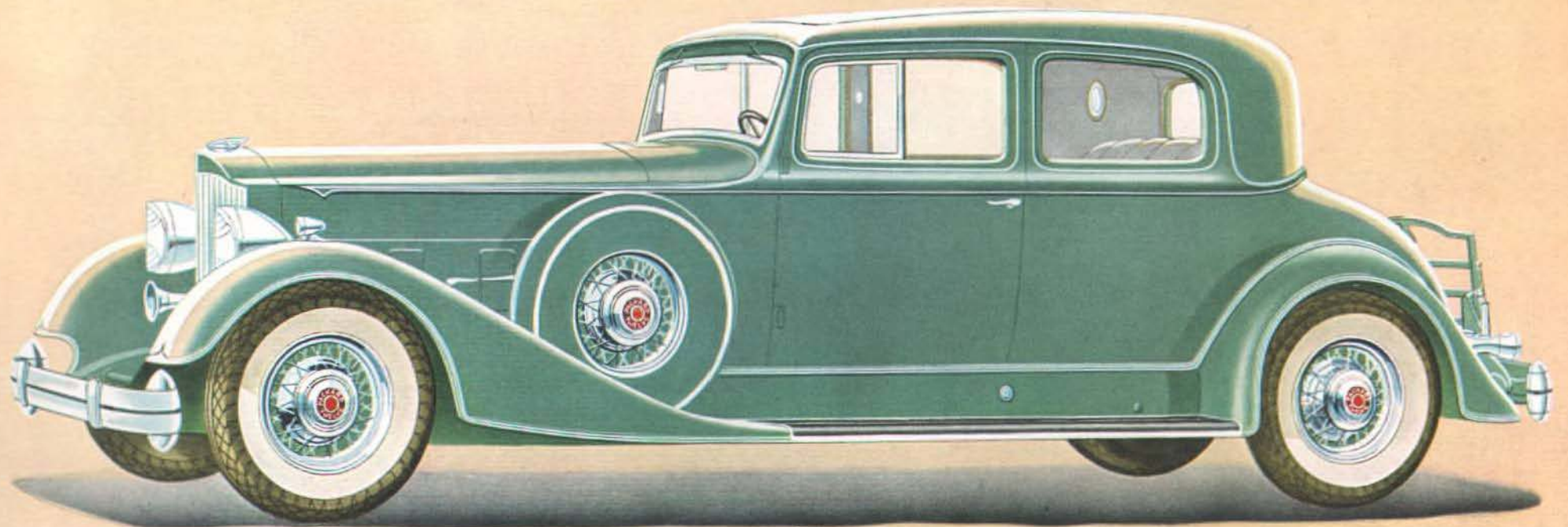
for Five Passengers

Shown in one of the unlimited color combinations: Alhambra Tan, Pottery Brown and Rose Marie, with a Calgary Tan stripe.



*A*CCURATE as may be the ball bearings that go into the Packard Twelve, their reputation for accuracy is not enough for Packard. In a special sound-proof room, only one of its kind in the industry, a radio amplifier that could make a pin drop sound like a pistol shot, tests every ball bearing for the silence that must be Packard.





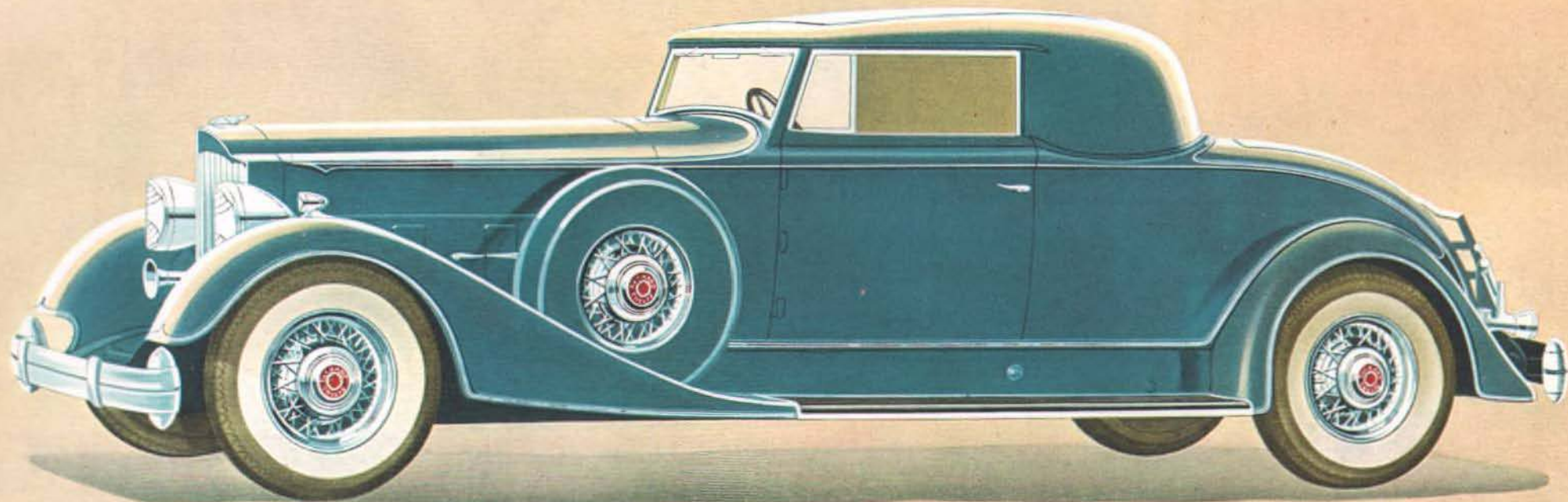
The Coupe
for Five Passengers

Shown in one of the unlimited color combinations: an all-over treatment of Arcady Green, finished with a Silver stripe.



*J*OHANSSON blocks, those widely advertised bits of steel so finely made that they adhere by preciseness alone, play an important part in building the Packard Twelve. But more than that, their famed accuracy is kept ultra accurate in the Packard plant by the light ray machine, a checking device that can measure the millionth of an inch.

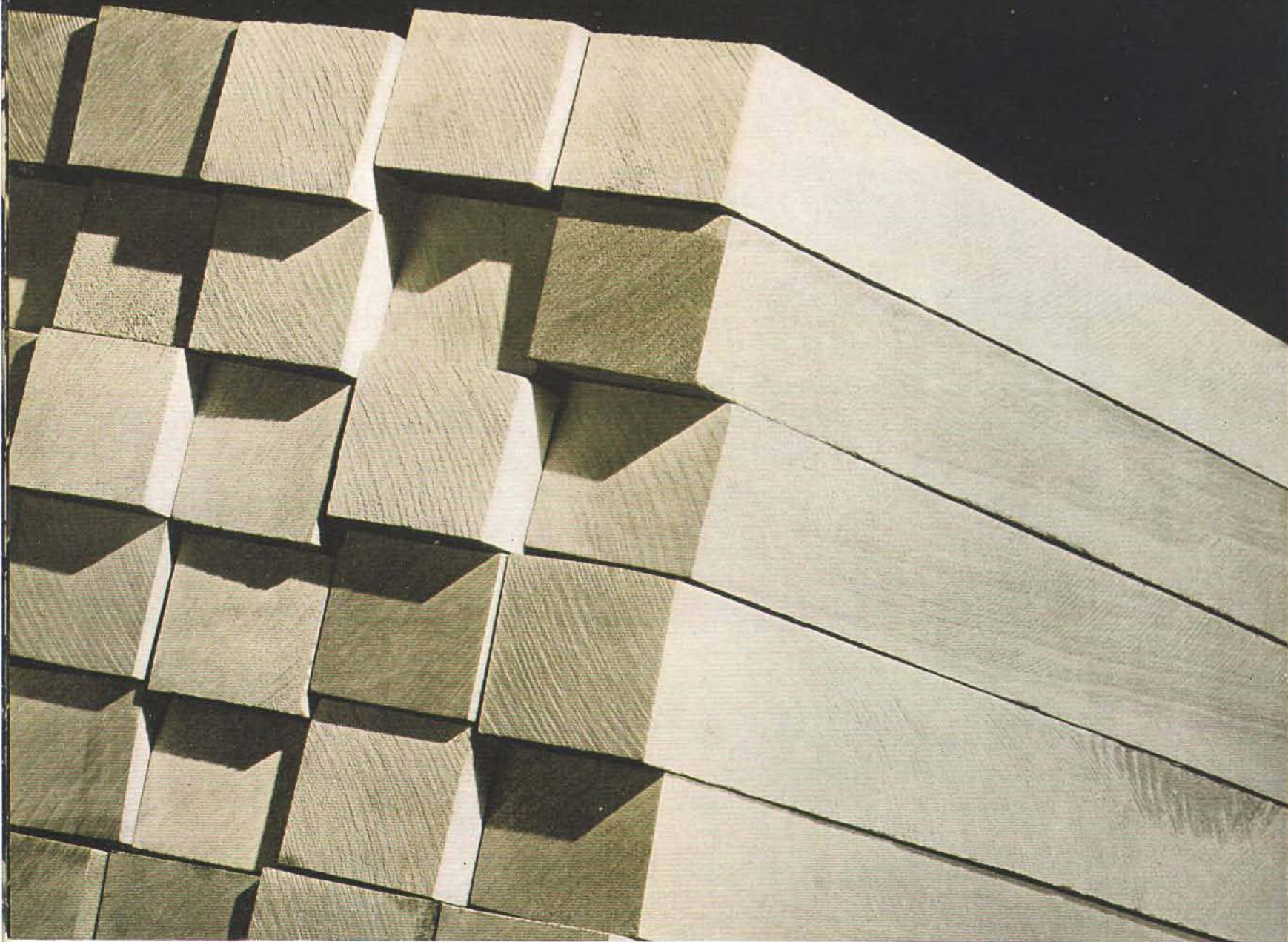




The Coupe

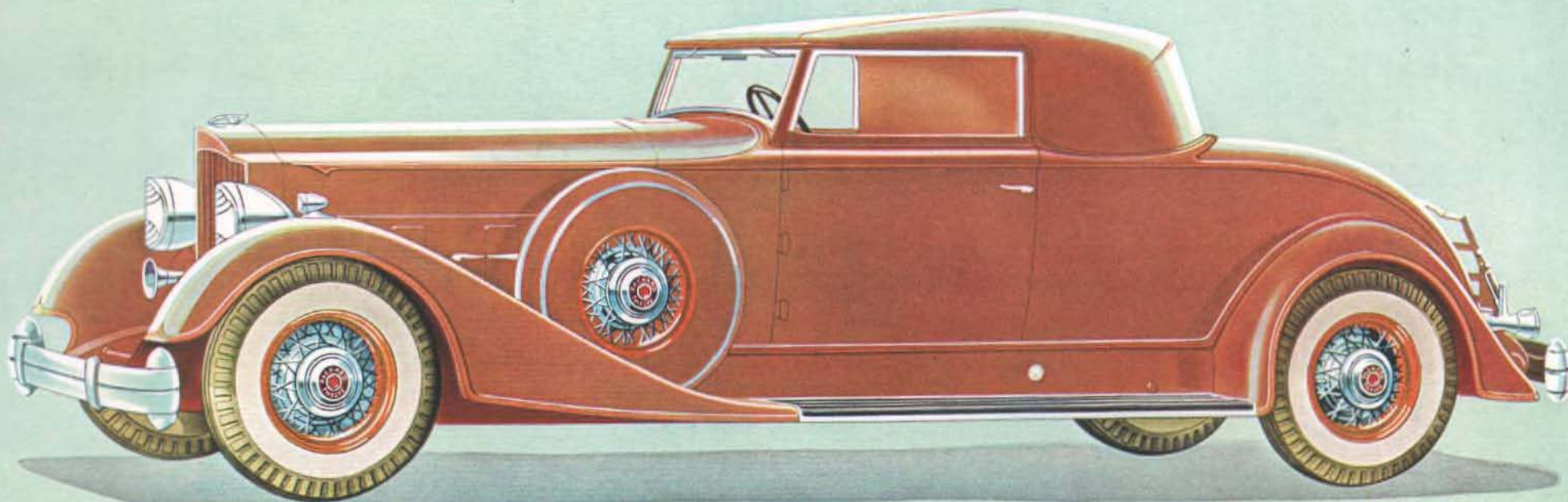
for Two or Four Passengers

Shown in one of the unlimited color combinations:
Ohio Blue and Peacock Blue, with a Silver stripe.



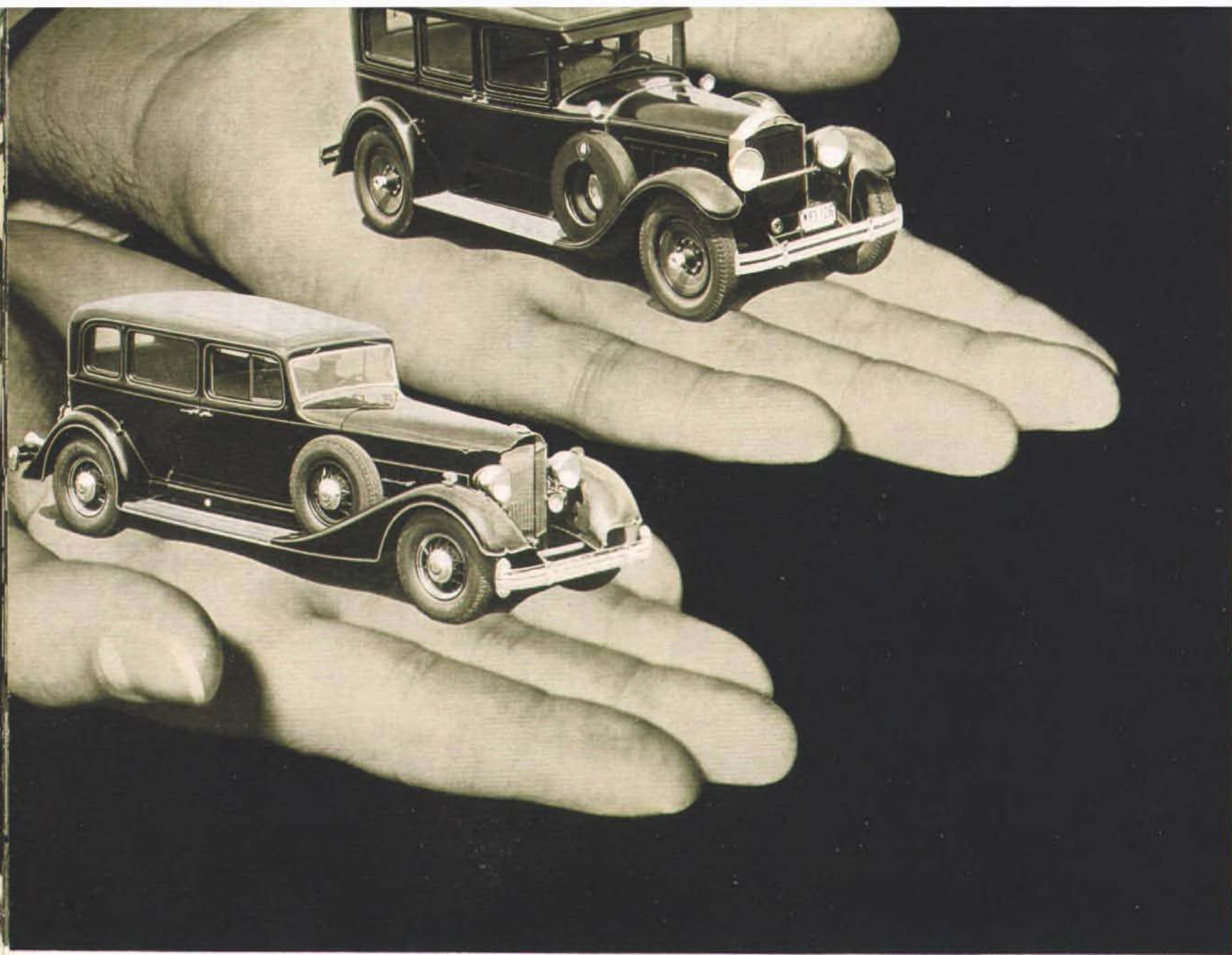
WOOD where it is best suited and steel where its necessity is felt, are the materials which make Packard Twelve bodies in Packard's own body shops. So that tight joints and squeakproof coachwork will result, each incoming load of lumber is tested for the proper moisture content by a sensitive electrical determinator.





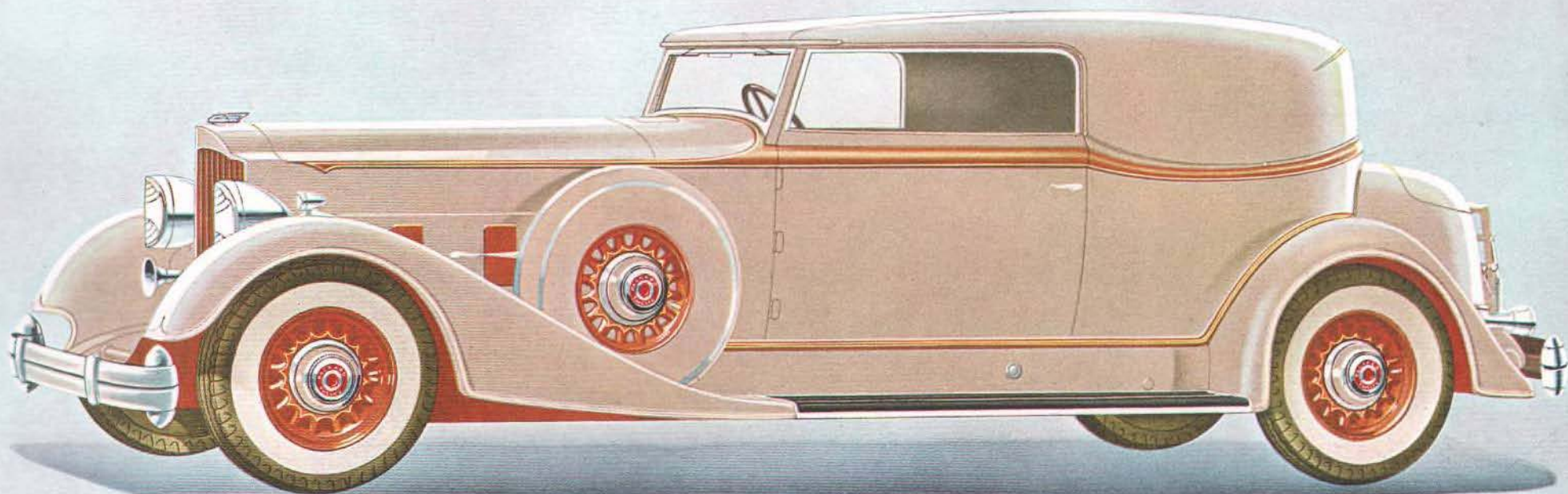
The Coupe-Roadster
for Two or Four Passengers

Shown in one of the unlimited color combinations: Khartoum
Brown and Rust Gold, with a Chrome Yellow stripe.



ANY fine car purchaser deserves to have his sizeable investment protected over the years of long life he is entitled to expect. Packard owners have no worry here, for like the big car of five years ago the ageless beauty of well loved Packard lines proclaim the old car as much a Packard as the modern grace of today's model.





The Convertible Victoria

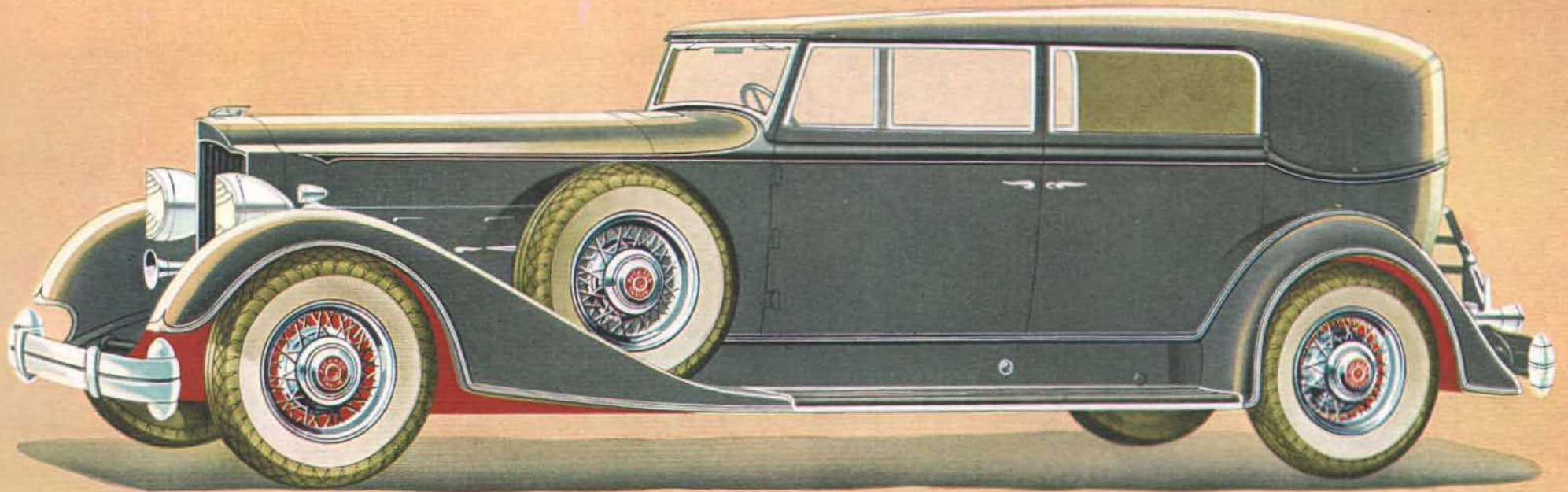
for Five Passengers

Shown in one of the unlimited color combinations: Dusk Rose
Light, Flama Brown and Philippine Brown, with an Ivory stripe.



COLOR in abundance and at the will of the purchaser is his who buys the Packard Twelve. If he wishes, he may select his own paint combination and have it applied on the car especially for him. Or he may choose from a variety of lustrous harmonies that factory color experts have developed for their lasting artistic effects.





The Convertible Sedan

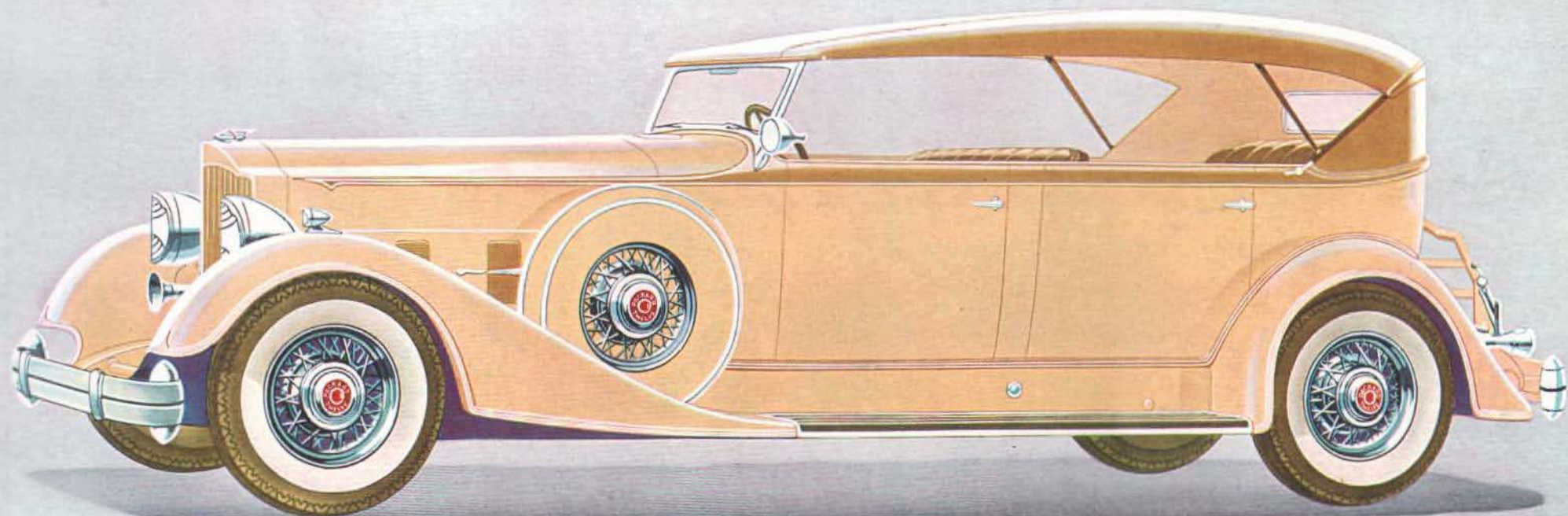
for Five Passengers

Shown in one of the unlimited color combinations: Steel Dust, Steel Dust Dark and Tampico Red, with a Silver stripe.



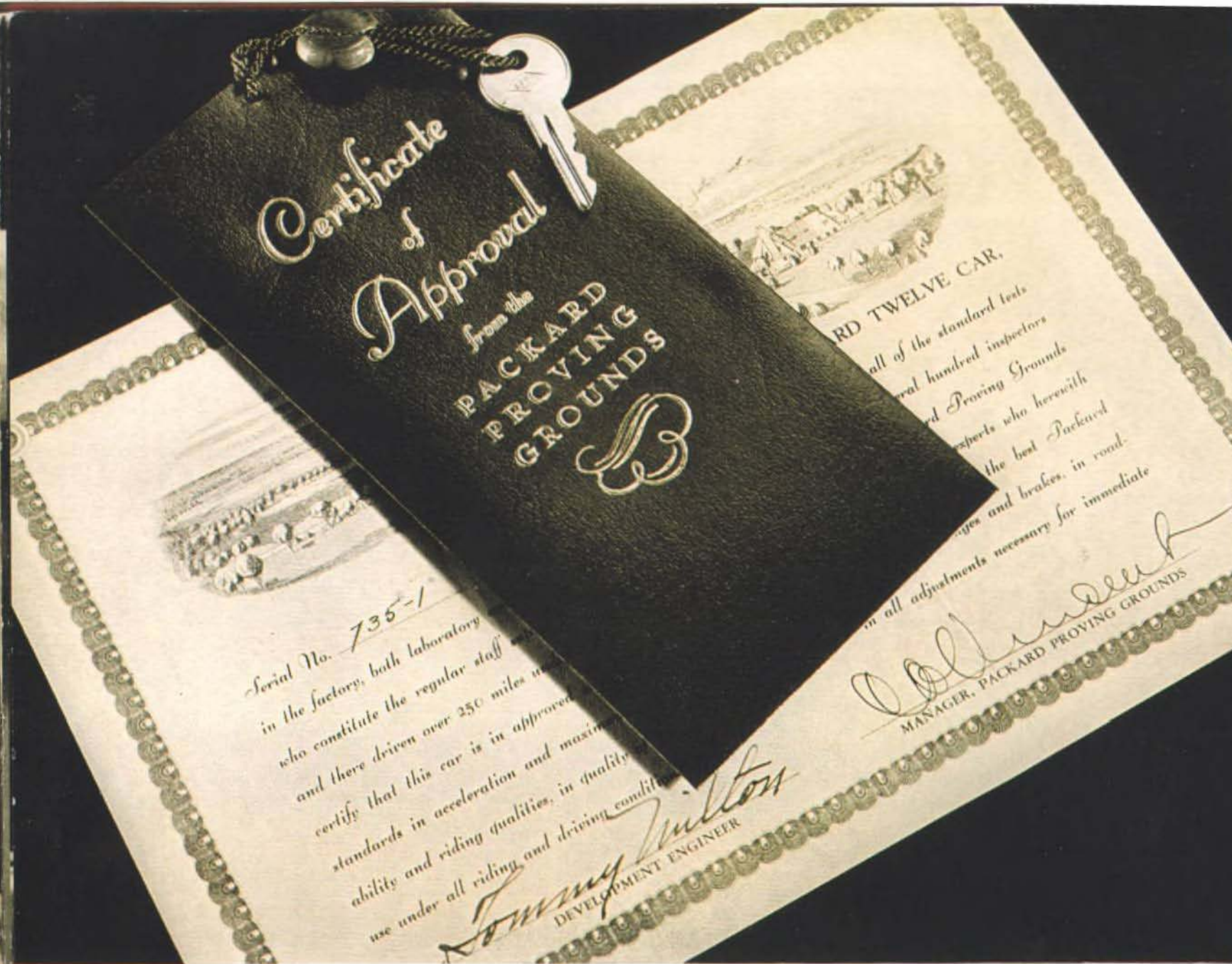
*R*ICH broadcloths from the finest looms of the land are those that cover Packard Twelve cushions which have been scientifically contoured by an orthopedic surgeon to avoid any possible fatigue. The buyer may choose from a wide range of carefully suggested fabrics or, if he prefers, have his own selection cut from the bolt.



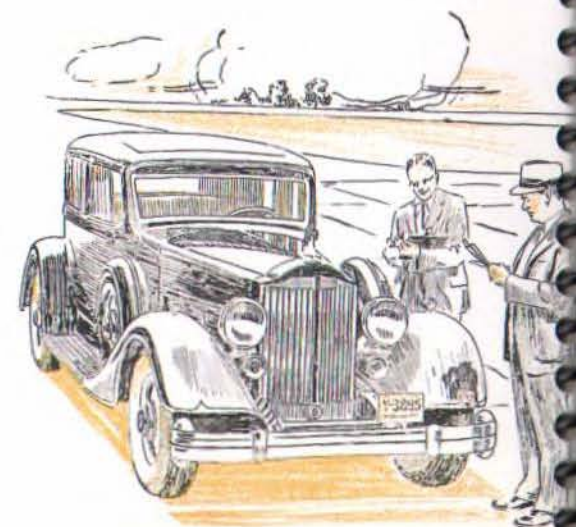


The Phaeton
for Four Passengers

Shown in one of the unlimited color combinations: Pastel Cream, Seashore Tan and Consular Blue, with a White stripe.



ONLY car in the world to get this diploma of mechanical excellence is the Packard Twelve. Sealed to each key, it certifies that after hundreds of routine factory tests, the car has been checked during 250 miles of careful driving at the Packard Proving Grounds. Tommy Milton, Development Engineer, and C. H. Vincent, Grounds Manager, attest this.

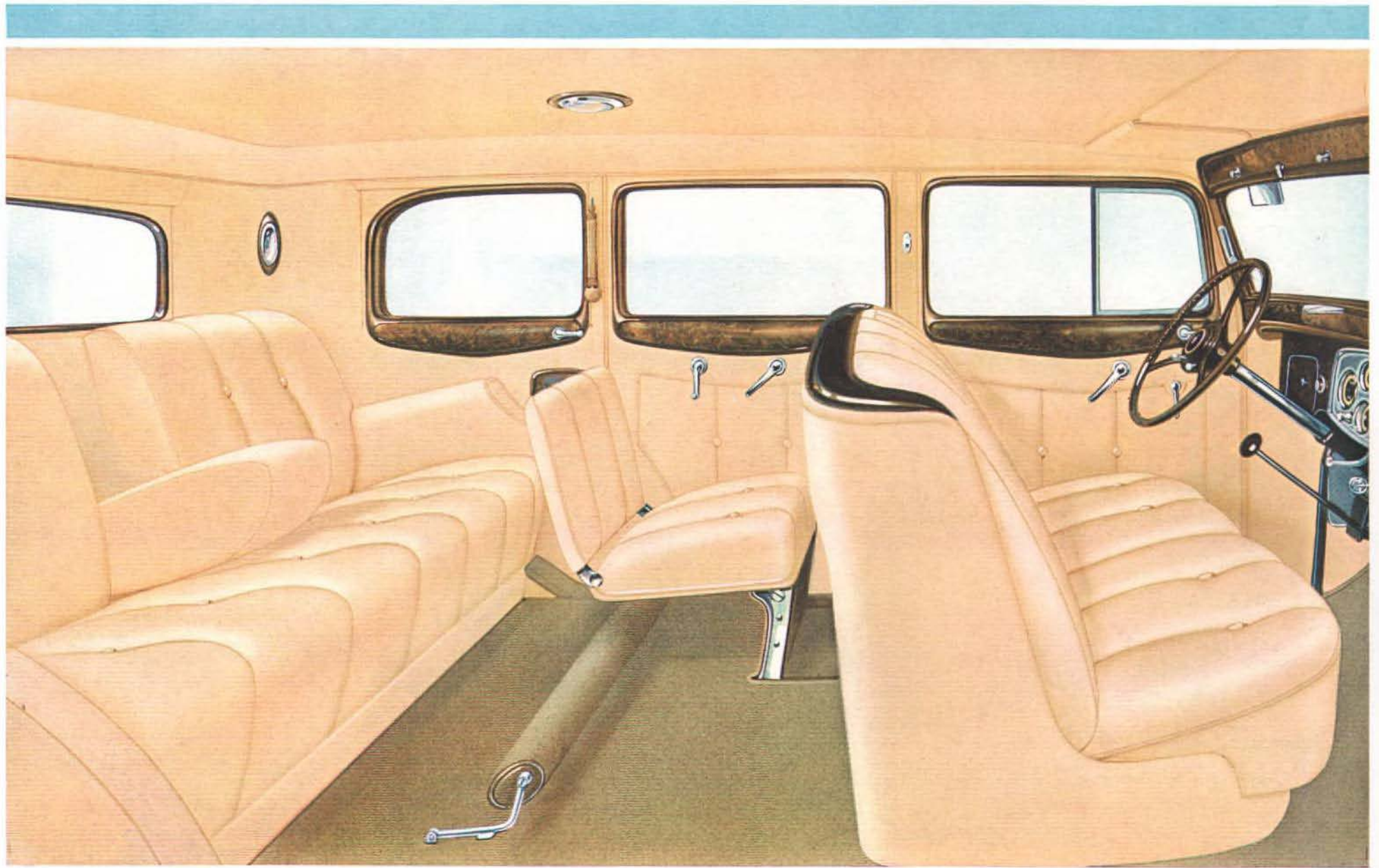




The Sport Phaeton

for Four Passengers

Shown in one of the unlimited color combinations: Poulet Beige,
Liqueur Yellow and Fullamore Gray, with a Liqueur Yellow stripe.



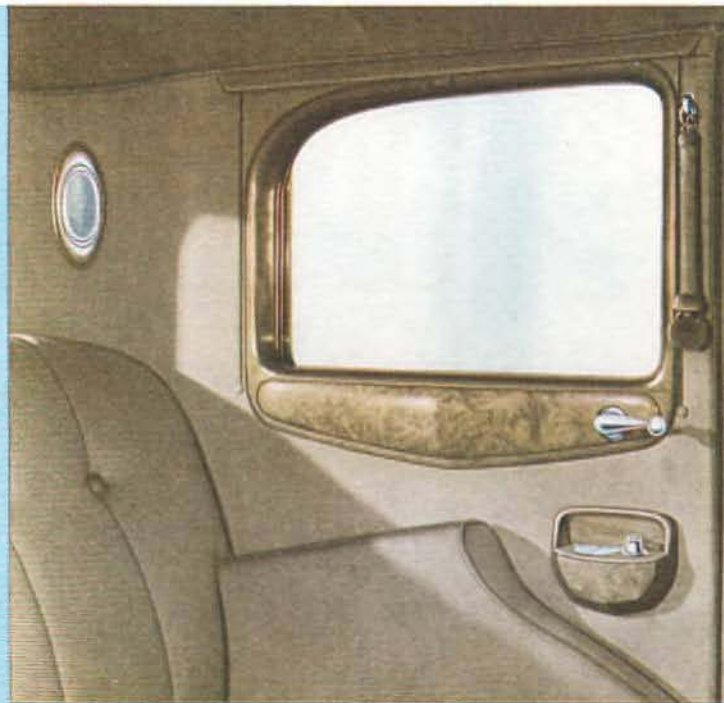
This Seven-Passenger Sedan interior is characteristic of the massive luxury and richness expressed in every body design.

A Typical Interior



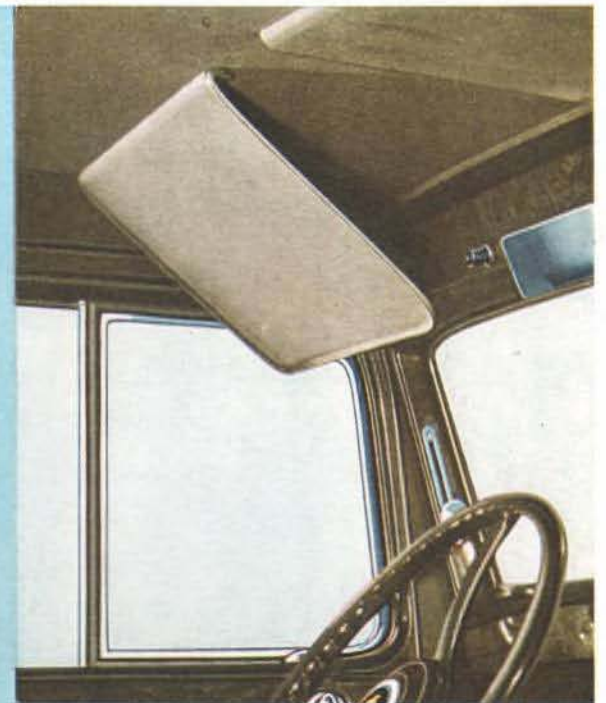
Cushions are orthopedically contoured

Seat backs are higher and more restful



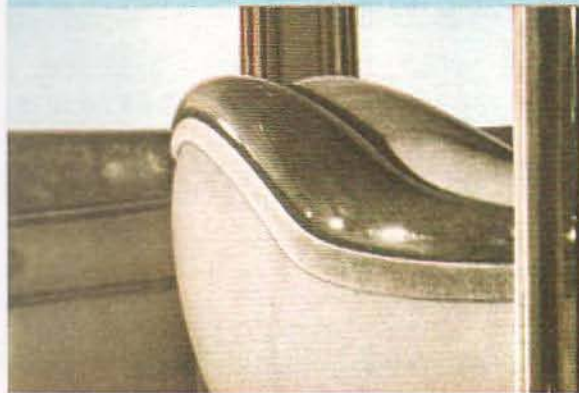
The rear quarter invites riding repose

Grouping accessories aids streamlining



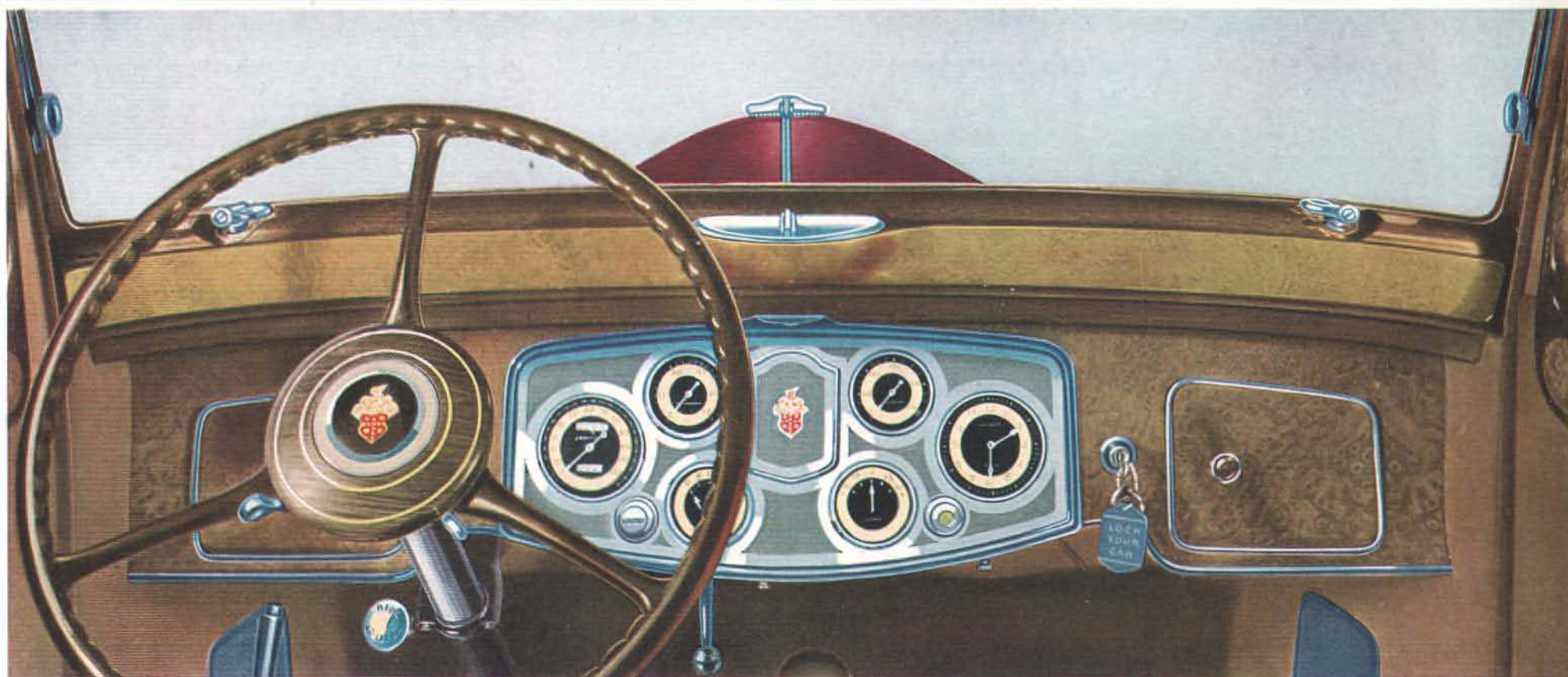
Ventilating windows and sun visors help

The driver's seat is quickly adjusted



Some of the many conveniences that insure comfort, safety, health and ease for Packard Twelve driver and passengers

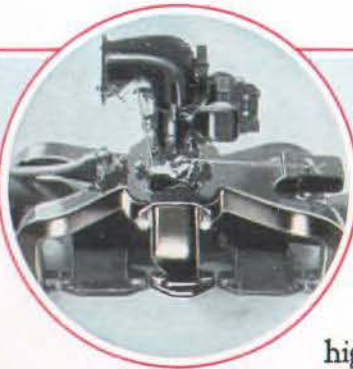
Appreciated Details



Inviting Controls

IT TAKES NO mechanically minded man to thrill at the invitation of the controls in the New Packard Twelve to put it through its paces. Whatever his mechanical bent, whether owner or chauffeur, each will find the finely wrought engineering of this great car fairly urging him to know it for the full worth of its performance. Beautiful to look at, luxurious to sit in, convenient to handle, it is on the road that the mighty Packard Twelve shows qualities which no verbal or printed description can ever do justice to. Smooth, silent power . . . flashing acceleration . . . soaring top speed . . . safe

and certain stops . . . riding and driving comfort over mile after mile . . . all this and much more result from mechanical systems deftly engineered into motor, chassis and body. Their skillful blend combines to match the mental sense of well-being that artistic exterior and interior provide, with the physical attributes of motoring luxury that so fine a mechanism supplies. Only a ride in the New Packard Twelve can truly reveal these physical features, and only a ride can give you the real gauge by which to measure the mechanical offerings of others. When shall that ride be, if you please?



Performance

THE Packard Twelve induction system uses cold carburetion for high power, brilliant performance and smooth operation. It includes a device for rapid warm-up without excessive heating of the intake charge, and economy is furthered by a hot cover for vaporizing any heavy loads of fuel.



Long Life

WHEN natural wear is prevented by ample, constant lubrication, longer life is the result. Through the automatic chassis lubrication system the dash tank pump, actuated by the operation of the motor, supplies clean oil in pre-determined quantities to all vital chassis points.



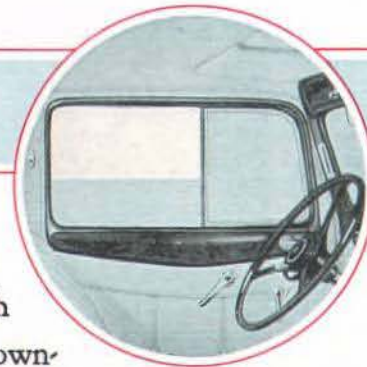
Comfort

PIONEERED by Packard and quickly adopted by the industry, Ride Control adjusts shock absorbers from the dash for road, load or temperature conditions. No other system can yet offer the same combination of comfort or degree of safety incorporated in the improved rides of the New Packard Twelve.



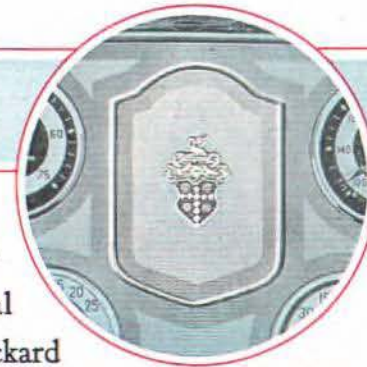
Safety

EVEN as big and swift a car as the New Packard Twelve can be speedily stopped by its power brakes. A turn of the hand on the Brake Selector and brake pedal pressure may be had to suit the light touch of milady's toe or the heavy tread of her 200-pound husband. Each has the foot resistance he desires.



Health

VENTILATING windows divided by a permanent water-tight frame, with the rear section designed to roll downward and the forward section pivoted to swing outward, control air currents as desired. Together with three screened cowl ventilators they give almost any degree of healthful ventilation.



Pleasure

THE first car to be completely engineered for radio as an integral part of its design, the New Packard Twelve enclosed models have not only built-in antenna and fully shielded wiring but also a handsome panel in the instrument board for a radio dial, should this extra equipment be specified.

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



Packard Twelve Specifications



Purchasers of the Packard Twelve may express their own preferences in choosing color combinations and in selecting from a wide fabric range.

POWER PLANT

MOTOR—Twelve cylinders cast integral with crankcase. Four-point suspension mounted in rubber. Bore $3\frac{7}{8}$ inches, stroke 4 inches, horsepower N. A. C. C. rating 56.7—motor actually develops more than 160 horsepower.

CYLINDERS—Modified L-head made from special iron and steel alloy.

PISTONS—Special aluminum alloy fitted with four special compression and oil control rings.

CONNECTING RODS—I-beam type drop-forged from special steel, rifle-bored to provide oil passage from crankshaft to piston pin bearing.

VALVES—Intake, chrome nickel steel; exhaust, silicon chrome steel. Valve rocker arms are mounted on roller bearings, and are provided with an automatic adjustment which maintains the proper valve clearance at all times and insures quiet operation.

CRANKCASE—Cast integral with cylinders, four main bearings, oil reservoir in lower half, ventilated and equipped with auxiliary bayonet-type oil gauge.

CRANKSHAFT—Drop-forged, heat-treated, machined all over and balanced both statically and dynamically. Drilled passages provide for oil distribution under pressure to connecting rods.

CLUTCH—12-inch heavy duty single cushion plate design. Spring cushion drive, special long life facings, and operating levers mounted on anti-friction bearings.

TRANSMISSION—Packard silent synchro-mesh with three quiet speeds forward. Nickel-steel hardened gears insuring long life and quiet operation. Shafts are mounted in highest grade anti-friction bearings, eight ball and two roller bearing assemblies being required in this unit.

FUEL SYSTEM

SUPPLY—Thirty-two gallon tank mounted at rear; fuel is drawn from tank to carburetor by mechanical pump located on front of motor. A vacuum pump is also incorporated with fuel pump to provide necessary vacuum for constant operation of windshield wipers (on hills or acceleration).

CARBURETOR—Dual down-draft type equipped with an automatic high idle adjustment for cold starting, thus making full power immediately available. Triple resonator silencer combined with air cleaner standard equipment. Intake manifold equipped with ejector vaporizers which prevent liquid fuel from finding its way into the cylinders.

COOLING SYSTEM

RADIATOR—Vee-type shell with thermostatically controlled shutters, chromium-plated if desired. Tubular high efficiency type all copper radiator core. Capacity 10 gallons, circulation by centrifugal pump. Expansion tank to prevent loss of coolant.

FAN—Aluminum with four blades—21 inches in diam-

eter, mounted on ball bearings which are lubricated by an oil reservoir of ample capacity.

LUBRICATING SYSTEM

MOTOR LUBRICATION—Full pressure feed to all crankshaft, camshaft, piston pin bearings, valve rocker lever rollers and pins by gear type oil pump submerged in oil supply in lower half of crankcase. Packard flood type cylinder lubrication from oil bleed hole in lower end of connecting rod. Large capacity oil pumps with an external pressure regulating valve.

CHASSIS LUBRICATION—Spring shackles and other points on the chassis requiring oil regularly are lubricated by an automatic vacuum operated pressure pump with integral tank. The oil supply is proportioned to the mileage.

ELECTRICAL SYSTEM

IGNITION—Packard Auto-Lite distributor with high capacity dual coils mounted on front of motor. Ignition system designed to accommodate radio installation.

GENERATOR—Packard-Dyneto mounted left front of motor and driven by dual fan belts easily accessible. The generator is air-cooled and equipped with cut-out relay and voltage regulator entirely automatic in operation and protects battery against overcharge.

STARTING MOTOR—Packard-Dyneto mounted at left rear of motor and automatically engaged with hardened steel flywheel gear. Starter switch located directly on top of motor, controlled by button on instrument panel.

BATTERY—19-plate, 6-volt—144-ampere-hour with rubber ribbed plates and reinforced case.

WARNING SIGNAL—Two dual matched tone horns located underneath headlamps with relay control by depressing cap at top of steering column.

LIGHTING EQUIPMENT—Single wire type protected by two 20-ampere fuses. Includes two non-glare main headlamps of 32 candlepower each, which provide city and country driving with passing positions, two combination tail, stop and backing lights. The two stop lights are controlled by the brake pedal and are also illuminated by the gearshift while backing. Instrument board lights directly or indirectly with an optional switch. Running board and body lights operated by door switches. Spotlight and tonneau light are standard equipment in open bodies.

OPERATING CONTROLS

GEAR SHIFT LEVER—At right of driver, housing forward for ample foot room.

HAND BRAKE LEVER—At left of driver, well forward permitting free use of left front door.

BRAKES—15 x $2\frac{1}{2}$ inch duo servo mechanical type. Power operation. Internal expanding on all four wheels. This design has a large reserve capacity and a very light pedal action. All brakes have centrifuse drums. Brake selector on instrument board provides brake pedal pressure to suit driver.

STEERING GEAR—Worm and roller tooth type fully adjustable, provides easy steering and parking. Worm mounted on anti-friction roller bearings. Steering wheel 18 $\frac{1}{2}$ inches in diameter, walnut finished hard rubber, with a reinforced safety steel core.

MOTOR ACCELERATOR WITH RUBBER REST—At right of brake pedal. Lighting switch and throttle control levers built into central portion of steering wheel.

INSTRUMENT BOARD—Oil pressure gauge, motor thermometer, fuel and oil supply gauge, ammeter, speedometer, clock, starter button and cigar lighter are grouped in a panel in the center of instrument board and indirectly lighted. The instrument panel is designed to provide the mounting of radio controls in the center of the panel if desired. Key lock ignition switch is mounted at the right of instrument panel and the brake selector at the left. Reading light and ash receiver are mounted at center of cowl rail.

BODY

BODY—Highest quality safety glass in windshield and all windows. Body ventilation controlled by special ventilating window design and three cowl ventilators. Folding center arm rests in the rear seats of all five-passenger and seven-passenger sedans.

All bodies thermally and noise insulated. Two smoking sets in rear compartment of all five- and seven-passenger cars except Coupe. Two package compartments on all instrument boards.

MISCELLANEOUS

FRAME—Exclusive Packard reinforced type, very rigid in construction due to the X-type center cross member and cross channels. The side rails have a depth of 8 inches and are tapered towards the front.

SPRINGS—Semi-elliptical. Front 42 inches by $2\frac{1}{4}$ inches; rear 60 $\frac{1}{2}$ inches by $2\frac{1}{2}$ inches. Front springs underslung and shackled at front end. Metal spring covers.

WHEELS—Drop center reinforced rims. Wire, standard equipment, demountable at hub and interchangeable, front and rear. Wood wheels optional at no extra cost.

WHEEL CARRIER—One extra wheel and carrier. Self-contained flush-type lock.

SHOCK ABSORBERS—Hydraulic. Double-acting. Adjustable by Ride Control from front seat.

TIRES—Low-pressure non-skid cord tires, front and rear; size 17 x 7.50, six-ply.

SPEEDOMETER—Pointer type. Driven through a flexible shaft connected with spiral driving gears in the transmission assembly. Mounted at left in instrument panel.

FENDERS—Deep crown, of extra heavy gauge steel. Anti-splash design.

WHEELBASE—142 and 147 inches.

TURNING RADIUS—23 feet, 6 inches. Long wheelbase, 24 feet, 6 inches.

TOOLS—Tool roll, one-ton jack, wheel-changing equipment.

PACKARD MOTOR CAR COMPANY • DETROIT

