

CUSTOM LUXURY IN THE LOWER PRICE FIELD



## THE PACKARD 120

*Touring Sedan and Touring Limousine for 1937*

ON THE 138 INCH WHEELBASE

*"I want Packard 120 features with more room for a larger family."*

*"I want the Packard 120 advantages in a chauffeur-driven car."*

*"I want all the Packard 120 attributes in a larger, heavier model."*

To the above and similar wants Packard makes answer in the new 1937 Packard 120 Seven-Passenger Sedan and Limousine on the 138-inch wheelbase. It meets them perfectly and through its many exclusive features, promises to be as popular among the larger cars of the lower price field as the regular models of the Packard 120 have proven to be.

In these larger, heavier body types Packard uses larger, heavier units . . . in the frame, rear axle, springs, brakes and tires, to mention a few. For Packard permits no compromise . . . no utilization of standard parts asked to overtax themselves in oversize duty.

All of the extra luxury which accompanies large cars will be found in these new Packards. The inviting appearance of the interiors with their rich broadcloth upholstery and tasteful appointments present an atmosphere of distinction and warmth fully matched by the restful comfort created by spacious dimensions, luxurious seat cushions and many items of convenience.

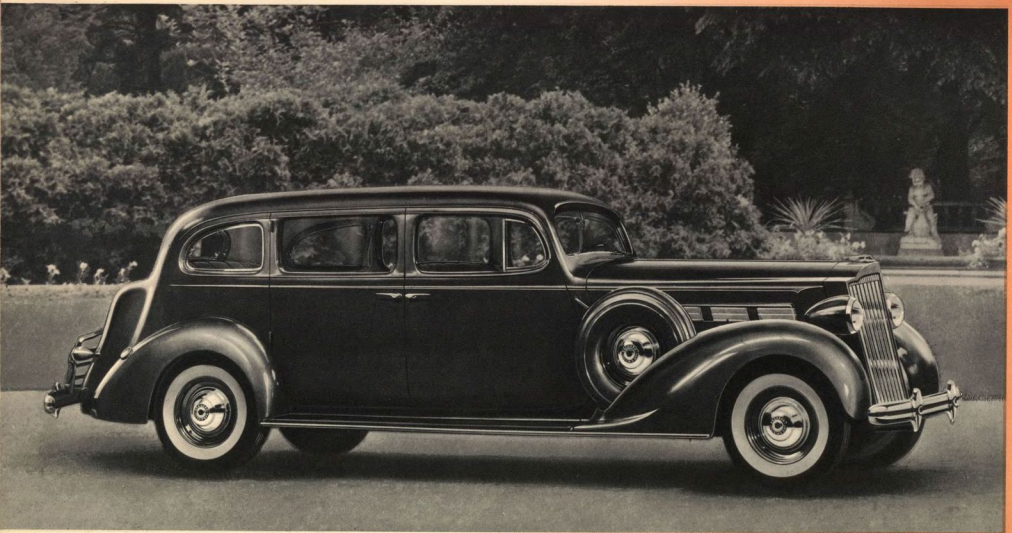
Without doubt these benefits appeal to you. Won't you check them against your own wants and if any are missing, check the car itself to find for yourself what this brief description may have overlooked.



ASK THE MAN WHO OWNS ONE

2000<sup>00</sup> } as  
2058<sup>00</sup> } Pickard  
# 1934<sup>00</sup> } - Side  
# 1937<sup>00</sup> } Time

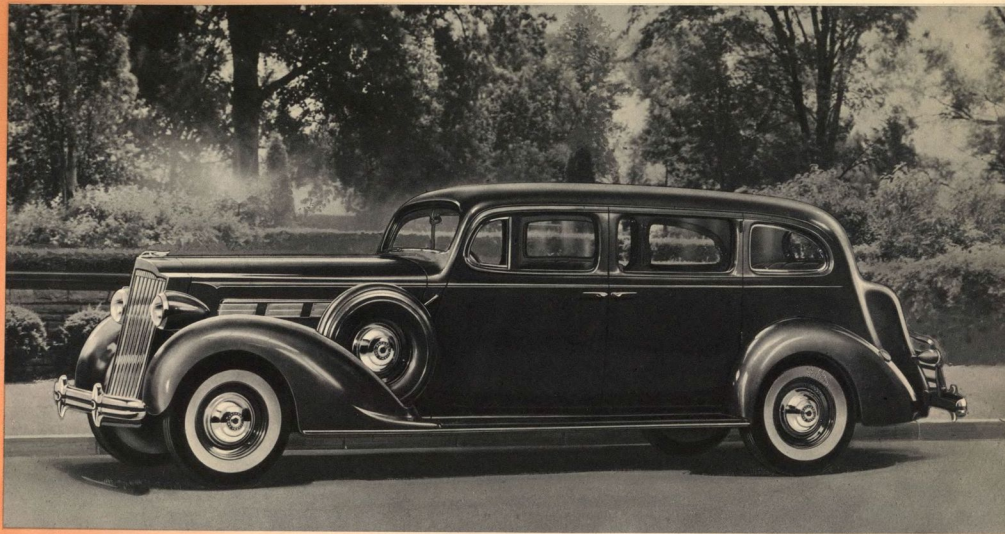
Custom Luxury in the



The TOURING SEDAN FOR SEVEN PASSENGERS—The New 1937 Packard 120 on the 135-inch wheelbase

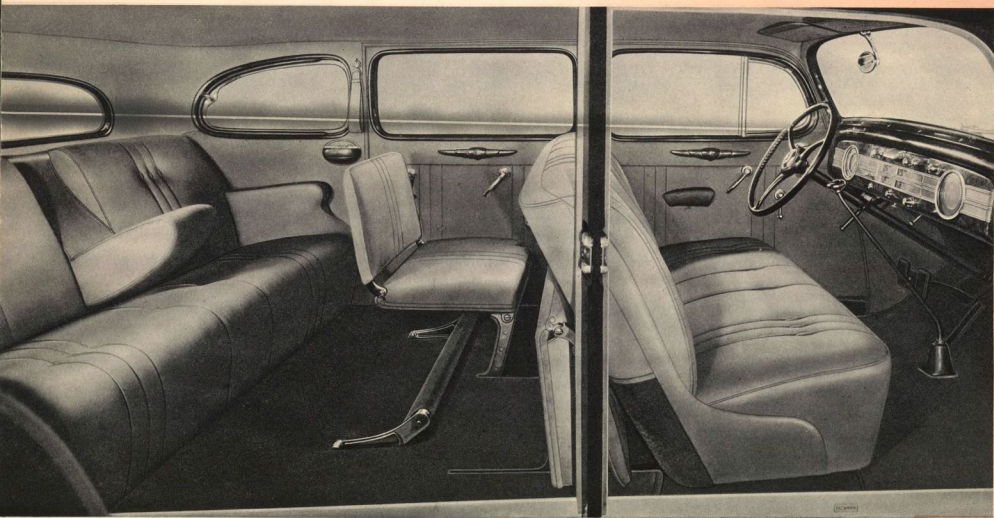
e Lower Price Field

# 2158<sup>00</sup> } op. returned  
# 2216<sup>00</sup> }  
# 209<sup>00</sup> } - Side  
# 2139<sup>00</sup> } tires



The TOURING LIMOUSINE FOR SEVEN PASSENGERS—The New 1937 Packard 120 on the 135-inch wheelbase

*Custom Luxury in the Lower Price Field*



*Sedan, or Limousine with down-dropping division glass, each presents an interior whose roomy comfort, beauty of finish and convenience of fittings invite true riding repose. The above view merits careful study, from front to rear compartment, for the many delights of big-car luxury now brought to the increasingly popular Packard 120*



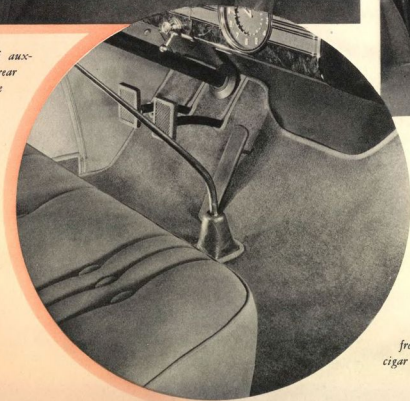


*The wide doors make it easy to enter and leave in uncrowded room. Arms full of packages—or children—cause no awkward side-sliding entrance or exit*



*Even the auxiliary seats provide their passengers with knee room. Besides being comfortably cushioned, their extra width and close-touching design can accommodate three occupants*

*An ingenious design of auxiliary seat that uses no rear support assures ample knee and foot room to occupants of the rear seat*



*A quick glance takes in such welcome extras as deep tufted broadcloth upholstery, a carpeted front compartment, automatic cigar lighter and electric clock*



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

## *The PACKARD 120 Seven-Passenger Sedan and Limousine (135" W. B.)*

**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 3600 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.

**FUEL SYSTEM**—Mechanical pump (incorporating filter). Gas capacity gauge on instrument board. Tank capacity—20 gal. at rear.

**BRAKES**—Servo-Sealed hydraulic. Internal expanding.  $12\frac{1}{2}$ " x  $2\frac{1}{4}$ " centrifuse drums.

**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 . . . Carpets front and rear . . . Generator voltage regulator . . . 32-candle power headlights with four lighting positions . . . Combination tail and stop light . . . Dome and front compartment lights . . . Horn . . . Speedometer . . . Clock . . . 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**

**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"x2". Metal spring covers.

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

**TIRES**—7:00 x 16 low pressure. 6-ply cord.

**WHEELBASE**—138".

**TURNING RADIUS**—22' 5".

**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 seven-passenger cars may choose from a wide variety of color combinations. Upholstery material is broadcloth of the finest quality, a wide range of colors being optional. The front compartment of the limousine is upholstered in natural grain leather.