

PACKARD

APPROVED ACCESSORIES



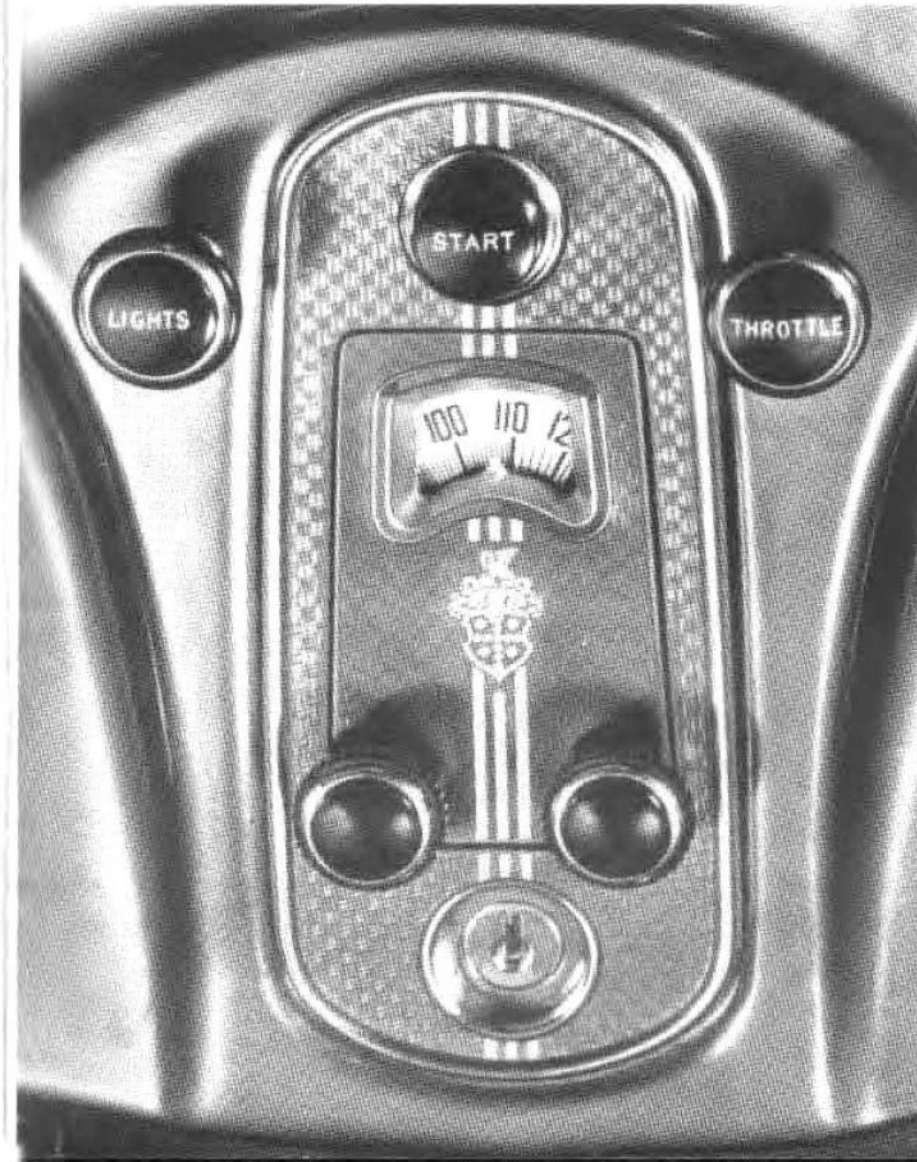
for the
1936
One Twenty

THAT *added* TOUCH

THE Packard car is exceptionally well equipped, yet, due to the wide variation of personal preferences, it is impossible to include as standard equipment everything the ultimate user may require. To assure you of the fullest enjoyment, the greatest comfort and convenience, to give you the opportunity for extra adornment and to set your Packard apart from others, we present for your consideration the carefully planned and nicely wrought accessories illustrated in the following pages. The approval of the Packard Engineering Department assures their quality and suitability for installation. You will find them on display at our showroom, awaiting your inspection and choice.

THE PACKARD CUSTOM RADIO

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An exclusive, custom-built Packard radio incorporating all the latest and most dependable features of modern radio reception. The control fits in a convenient location in the instrument panel. Price installed \$59.50.



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PACKARD MOTOR CAR CO.
General Accessory Division
Detroit, Michigan

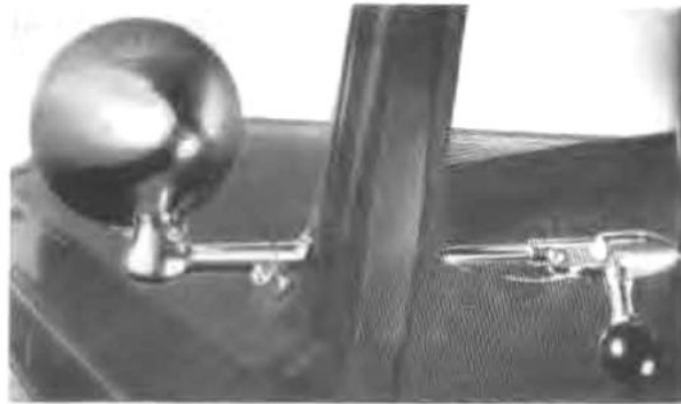


DE LUXE RADIATOR EMBLEM

Symbolic of grace, speed and beauty—Sculptured in modern style of polished metal—Adds a distinctive touch. Installed \$6.00.

SPOTLIGHT

The powerful beam of this spotlight is conveniently controlled from within the car. Its position remains fixed, despite the roughest roads. Installed \$18.50.



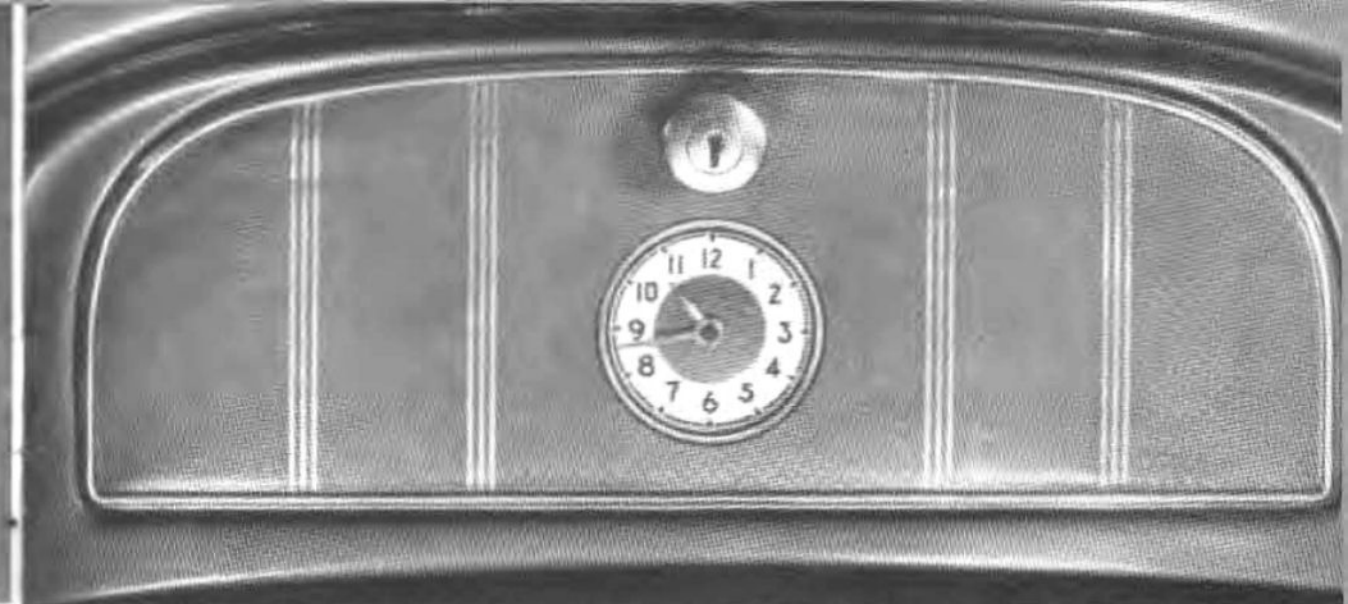
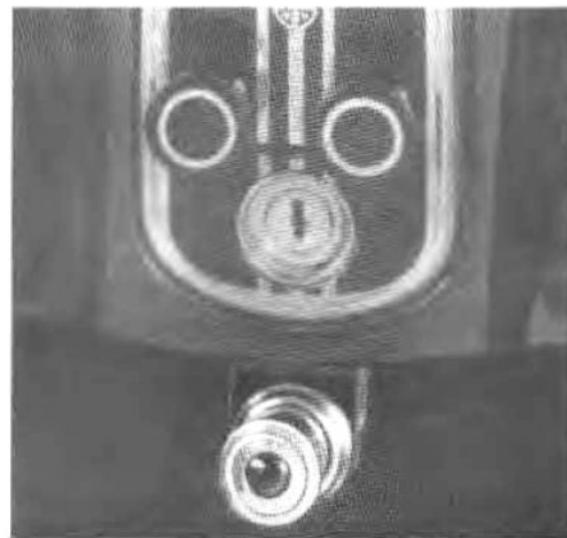
WHEEL DISCS

A disc in brilliant chromium finish changes the appearance of the wheel and adds a custom touch to the car. Set of four installed \$22.00.



CIGAR LIGHTER

An extremely useful and convenient accessory—Finished to harmonize with the instrument board. Price installed \$2.25.

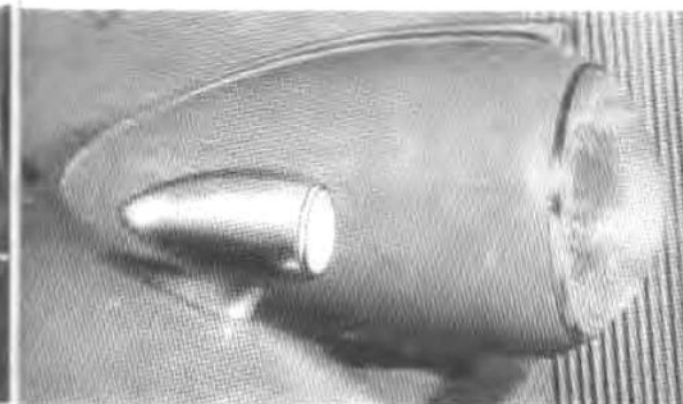


INSTRUMENT BOARD CLOCK

An electric clock, designed to harmonize with the other instruments. It is illuminated when the light switch is on. Installed \$13.50.

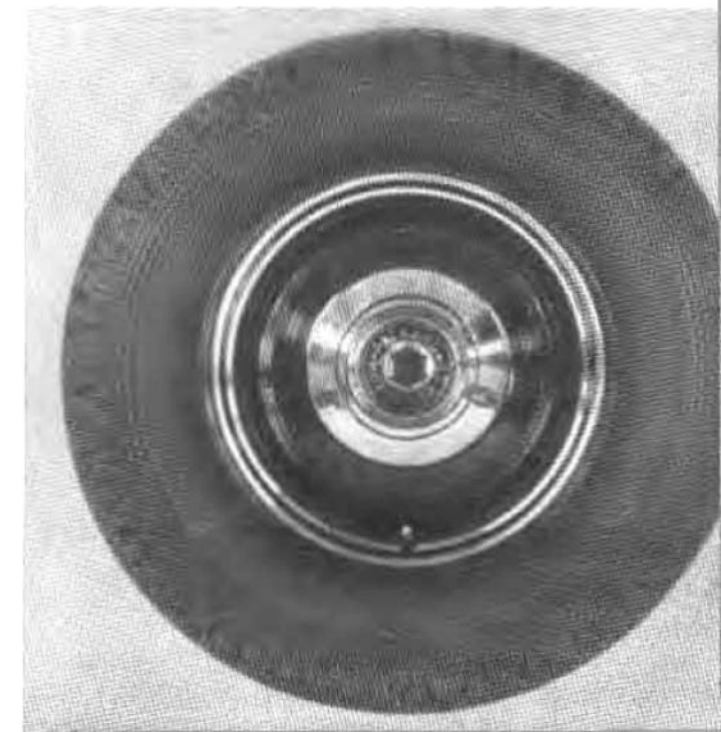
FENDER LAMPS

Miniature auxiliary lamps, to match the headlamps, for dusk driving, or night parking. They give the car that swank touch. Pair installed \$13.50.



WHEEL TRIM RINGS

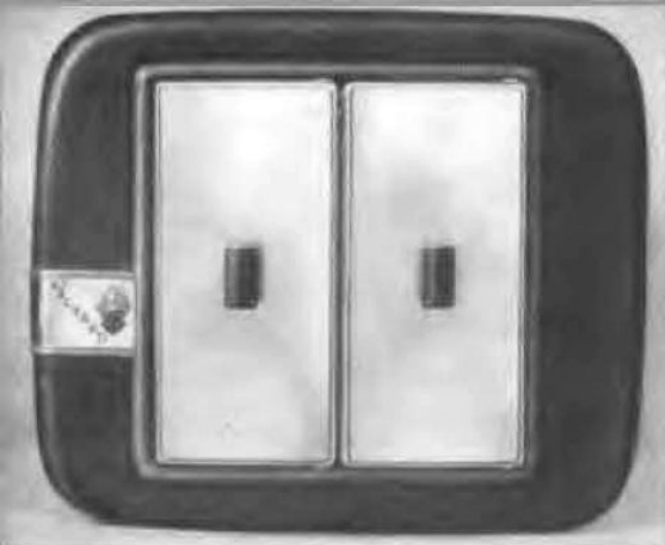
A lustrous touch to set off Packard wheels. These attractive trim rings are finished in chromium. Set of five installed \$8.50.



ARM RESTS

For right and left doors—Add to comfort of both driver and passenger—Upholstered to match interior of car. Pair installed \$4.00.





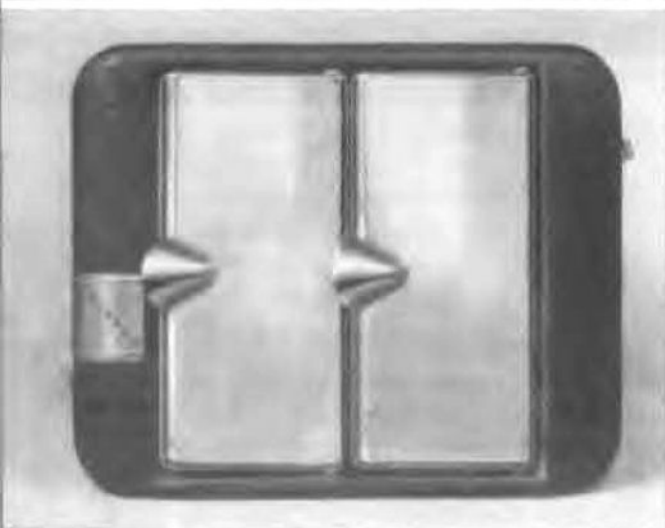
DE LUXE MODEL

The finest and most efficient hot water heater available. It is larger and will supply more heat than the Standard model. Price installed \$19.50.



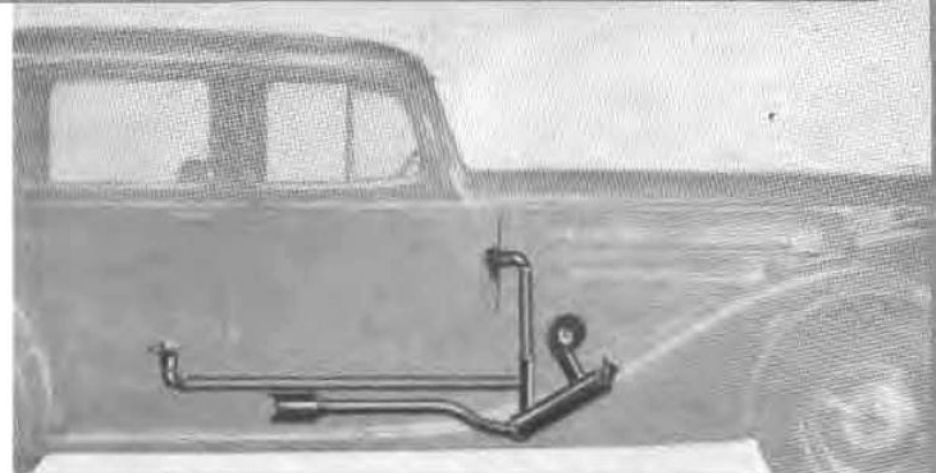
STANDARD MODEL

An excellent, moderate priced hot water heater. It will keep you comfortable by supplying ample heat for all normal winter temperatures. Price installed \$15.75.



THE PACKARD HOT AIR HEATER

For those who demand a maximum flow of quick heat throughout the car's interior, we recommend the Packard hot air heater. Heating action begins almost immediately after the engine starts. A fresh, steady flow of warm air is constantly maintained by a power-driven fan. The amount of heat can be regulated either by the illuminated rheostat control switch or registers installed in front and rear compartments. Installed \$37.50.



For COMFORT and CONVENIENCE



Both De Luxe and Standard hot water heaters are built to exclusive Packard specifications which embody the most advanced features of heater construction. Their compact designing leaves sufficient room for radio installation, and still gives the maximum amount of leg-room in the front compartment. Each hot water equipment includes an illuminated rheostat control switch which permits heat regulation. Dual deflectors direct the heat in any direction.



CASES FOR THE LUGGAGE COMPARTMENT

Many owners will appreciate the convenience of these custom cases—built to utilize the space to the best advantage. Cases have a wood frame covered with a leather grained fabric and lined with an attractive, durable material, including a lid pocket.



TOURING SEDAN, CLUB SEDAN AND TOURING COUPE

2 Cases 27½ x 15 x 7
1 Case 15½ x 14 x 11
Price \$24.00 per set

5-PASSENGER SEDAN

1 Case 32¾ x 15½ x 5¼
2 Cases 18¾ x 9¾ x 5¼
Price \$21.00 per set



REAR RACK TRUNK

A steel trunk designed to give maximum luggage capacity; can be furnished with or without cases, and can be lacquered to match any paint scheme. Each trunk is equipped with a very unique hinge arrangement, which allows it to be tipped to the right to give free access to the luggage and spare tire compartments without removing the trunk from the rack. Price on request.



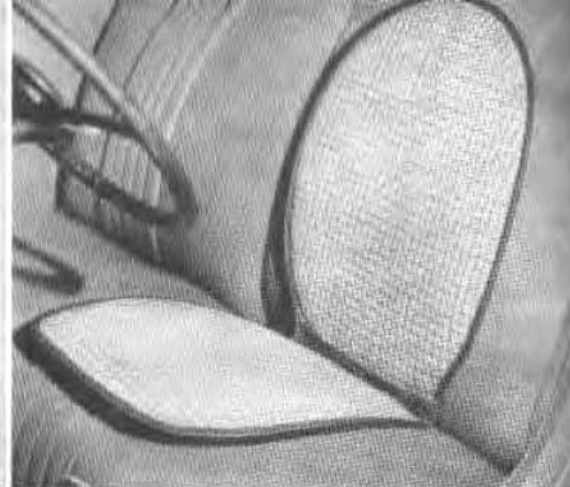
SEAT COVERS

Two types of seat covers—one of fabric, which is suitable for year-around use; the other of a special, woven material, primarily for summer use. Price on request.



BATTERY CHARGER

The use of radio, motor-driven heaters and other electrical devices will put an extra drain on your battery. The occasional use of this charger will assist in keeping it in prime condition. Price \$8.25.



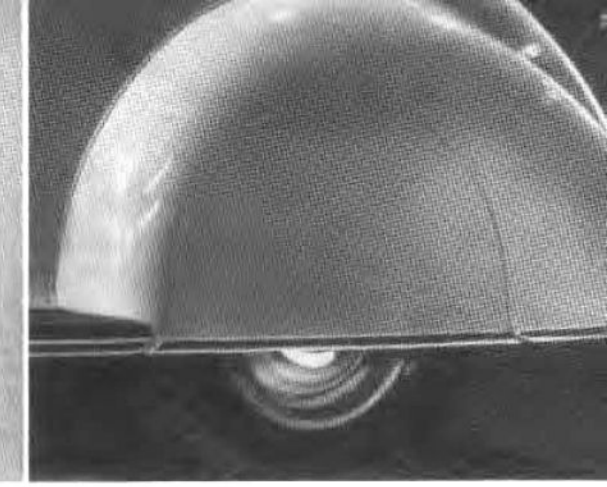
SEAT PAD

This seat pad will keep you cool and comfortable in warm weather. The ventilating space allows free circulation of air. Price \$2.95.



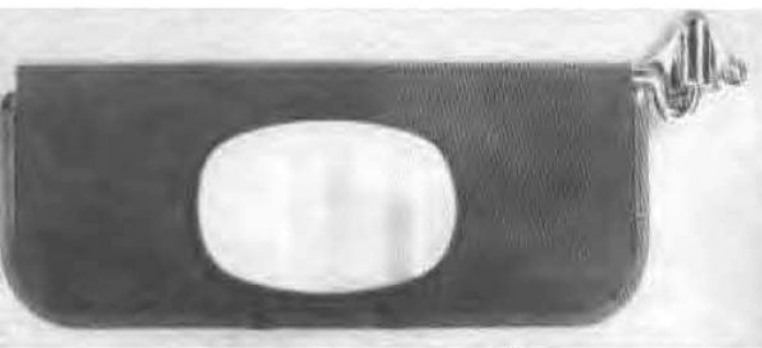
LICENSE PLATE FRAME

The license plate can be made as inoffensive as possible by enclosing it in this chromium plated frame—Adjustable, will accommodate any license plate. Price installed \$2.50.



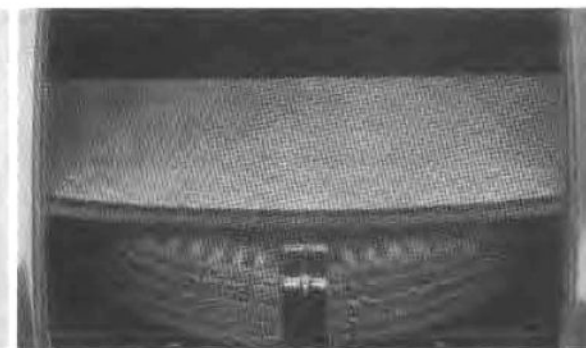
REAR WHEEL SHROUDS

These shrouds harmonize with the car. They are stylish, and reduce the spray of mud and water on the body. Price on request.



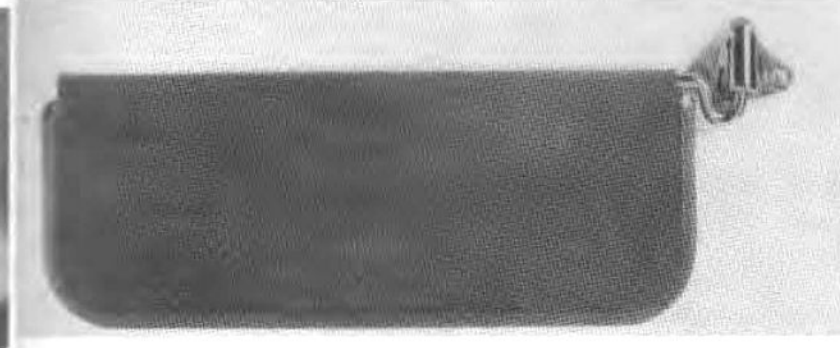
VISOR VANITY MIRROR

Something for the ladies—an attractive mirror that clamps to the visor, and can be installed on one or both visors. When the visor is folded the mirror is out of sight. Price 95 cents.



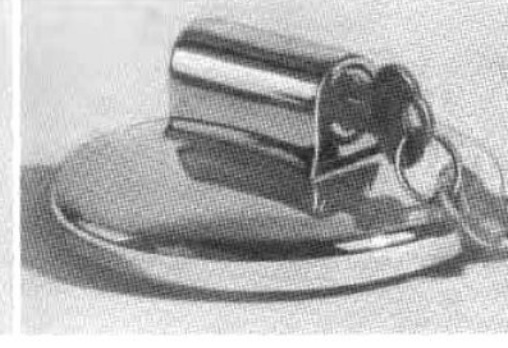
LUGGAGE COMPARTMENT RUG

This soft carpet rug adds that custom touch to the luggage compartment and protects suitcases and other articles. Price \$3.00.



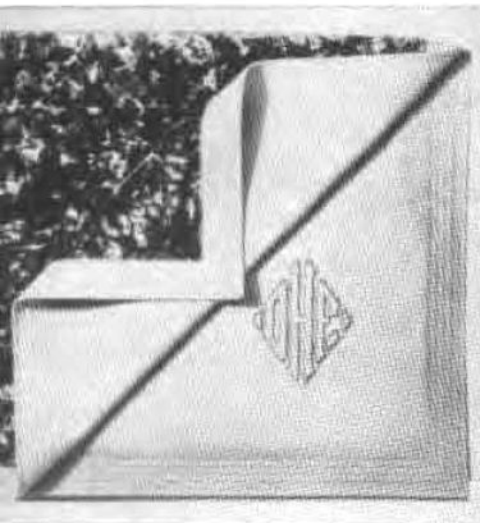
VISOR RIGHT SIDE

This visor matches the one on the driver's side of the car, and affords the same convenience and protection to the front seat passenger. Provision has been made for its installation. Installed \$2.45.



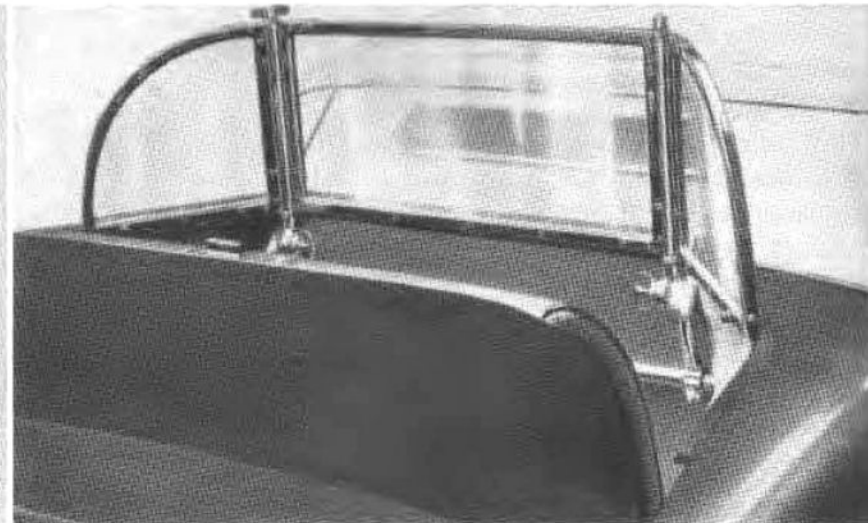
GAS TANK LOCKING CAP

Prevents theft of gasoline. Thieves cannot drive car farther than contents of tank allow. Price \$1.50.



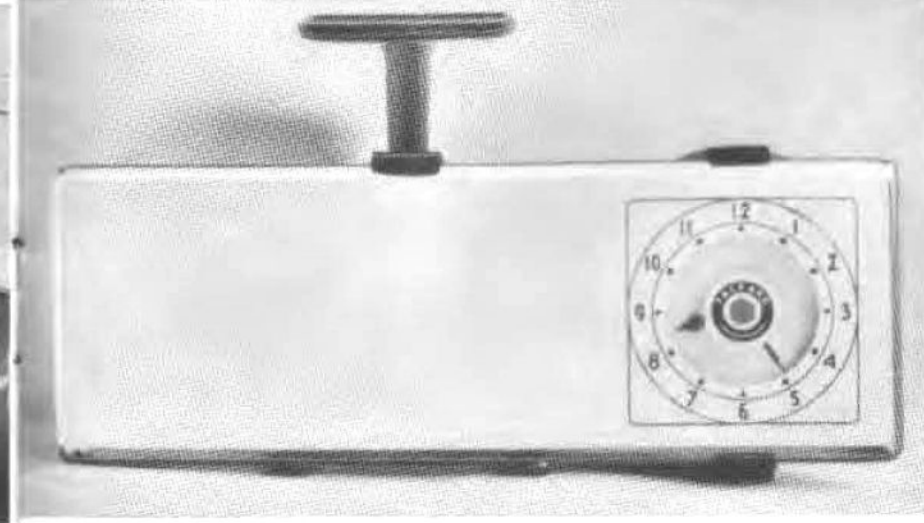
ROBES OF WARMTH

Tailored of finest silk plush, cloth, or wool to fit your selection. A monogram lends a distinctive touch. Price on request.



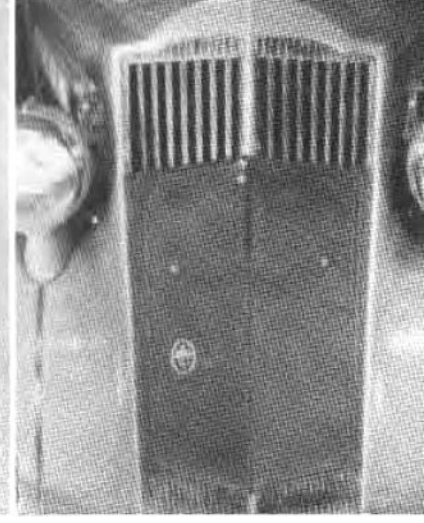
RUMBLE SEAT SHIELD

This shield protects rumble seat passengers—is adjustable to any angle. The curtain affords added protection in inclement weather. When not in use, the shield can be folded into the tonneau. Installed \$85.00.



CLOCK AND MIRROR COMBINATION

An inexpensive clock and mirror assembly. In the center of the clock is a small replica of the well-known Packard hub cap. The clock is of the pull-wind type and runs for thirty hours without rewinding. Price installed \$4.25.



RADIATOR COVER

In cold weather this radiator cover will facilitate warming up motor and increase heater efficiency. Installed \$1.85.

LAMP BULB CASE

You will feel more at ease when driving at night with a lamp bulb kit in your car—an extra set of bulbs packed in a metal container. Price \$1.40.

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AUTOMATIC STARTING SWITCH

Turn the ignition key—like magic your motor is started—Stalled?—This clever, practical device automatically starts the motor immediately. Price installed \$14.50.

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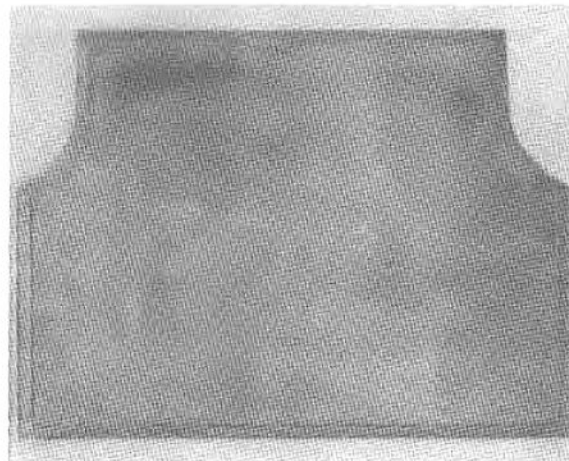
RUBBER MAT

For the rear compartment—Made from high-grade, moulded rubber, specially treated to resist wear, mud and water. Price \$2.85.

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PUROLATOR

An added protection to insure keeping the motor oil free of dust and foreign particles, thereby prolonging the life of the motor. Price installed \$6.50.



Appearance Counts

"Appearance," super-salesman of one's character, simply must be given that occasional polishing touch—A full list of maintenance materials—endorsed by Packard.

TIRE CHAINS—A safety item—they are packed to carry in your car for any emergency.

ANTI-FREEZE—Packard approved solution—the right solution for every winter condition.

