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A C C E S S O R Y
D A T A B O O K



FOR PACKARD NEW CAR AND SERVICE SALESMEN

GENERAL ACCESSORY DIVISION

PACKARD MOTOR CAR COMPANY

DETROIT

INDEX

Description	Page	Description	Page
A		Light-Courtesy	24
Antenna-Rotary	1	Light-Luggage Compartment	25
Antenna-Cowl	3	Spotlight-Inner Control	26
Antenna-Running Board	5	M	
Antenna-Vacuum	4	Mirrors	27-28
C		Mirror-Vanity	30
Clock	7	Mirror-Non Glare	29
Cap-Gas Tank Locking	8	N	
Cigar Lighter	6	NoRol	31
Courtesy Lights	24	O	
D		Oil Filter	32
Defroster	20	P	
E		Polish-Wax and Cleaners	33
Electric Clock	7	R	
Emblem-Glass Wing Deluxe	9	Radiator Insect Screen	34
Emblem-Packard Cormorant	10	Radiator Winter Front	35
Exhaust Pipe-Trim	11	Radio-Packard Custom	36-37
F		Radio-Short Wave	38
Fender Guide	12	Rubber Mat	40
Foot Hassoeks	12	Robes	39
Fresh Air Intake, Heater	16	S	
G		Seat Covers, San-Tex	41
Guard, Auxiliary Front Bumper .	13	Seat Covers, "Pack-Tex"	42
Guard-Dual Trunk Lid	14	Steering Wheel, Deluxe	44
Guard-Fender	15	Sun Visor, Adjustable	43
H		V	
Heater, Fresh Air Intake	16	Venetian Shade	45
Heater-Deluxe	17	Visor, Adjustable Sun	43
Heater-Dual Stream	19	W	
Hub Shell Covers	46	Wheel-DeLuxe Steering	44
L		Wheel Trim Rings-Chrome	47
License Plate Frame	21	Wheel Shields	48
Light-Backing	22	Wheel Hub Shell Covers	46
Light-Road and Fog	23		

This book is written to give you an accurate description of each Packard approved accessory and to outline the major selling points of each. Keep it with you--use it often--as it will help you to increase your accessory sales and commission earnings.

NOTE: Full instructions and drawings for installations are packed with each accessory item. All prices subject to change without notice.

Check Accessory Price List for correct PA number and price.

ANTENNA, ROTARY

MOTIVE FOR BUYING - Pleasing radio reception - Appearance - Convenience.

SALES FEATURES:-

1. Raised and extended as well as lowered from inside car.
2. Telescope section extended from inside car.
3. Has center stop in down position.
4. Folds back if antenna strikes obstacle.
5. Matched to radio receiver in three positions.

1. The antenna is raised and extended as well as lowered by rotating a convenient hand knob which is located on the header board inside the car. Turn the knob to the right (clockwise) to raise the antenna. Turning the knob to the left (counter clockwise) lowers the antenna against a fixed stop in line with the windshield divider strip.

2. To extend the center telescope section of the antenna, to improve reception from a distant station, rotate the hand control knob to the right five full turns. To lower the extension, rotate the hand control knob to the left. The extension will retract itself before the antenna folds down.

3. The antenna will seat itself against an insulated support when in a retracted position. The antenna is very inconspicuous when in this position.

4. A new feature in the design of this antenna permits it to fold either backward or forward if it strikes an overhead obstruction like the garage door frame. The antenna is built on a spring

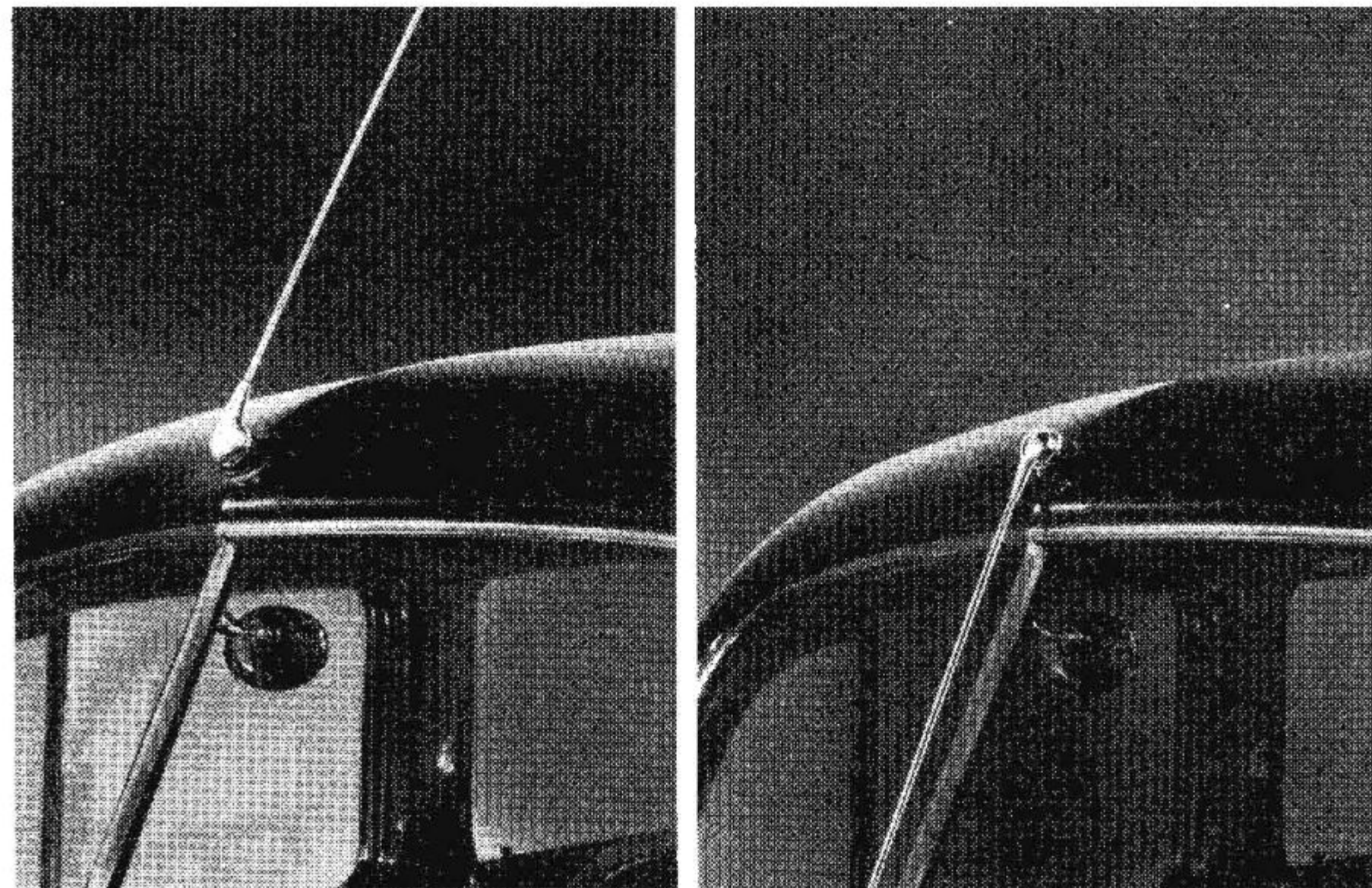
hinge that is strong enough to hold the antenna upright at any car speed, but will permit it to fold when submitted to excessive pressure.

5. The 1942 Packard Custom Radio is so perfectly matched to this antenna that local reception is possible with the antenna down. The antenna can be rotated to an upright position for general use and fully extended to overcome great distances or local reception difficulties.

DESCRIPTION - For use with the Packard Custom Radio and Packard Clipper radios only.
One rotating antenna with telescoping extension. Base is hinged in two directions.
Inside control knob.
Lead-in wire.

MODELS - All 1942 closed cars with solid steel tops.

NOTE: Use the under car antenna with the rear compartment radio.



ANTENNA-COWL

For use on convertible cars.

MOTIVE FOR BUYING - Appeal to desire for perfect, Radio Reception and neat appearance.

SALES FEATURES - Adjustable capacity for increasing signal strength at varying distances from broadcast stations. Adjusted from driver's seat.

Short lead-in cable from end of antenna to receiver, assuring minimum loss of signal pick-up.

Antenna capacity matched to the radio circuit--perfect balance assuring best performance.

Made of special, rustless, steel chrome plated with brass anti-rattle device inside.

Neat, streamlined in appearance.

Needs only to be extended when broadcast stations are at great distances from the receiver.

This new Packard cowl antenna gives the most efficient and satisfactory radio performance developed to date. It is built to work with Packard radio and will insure obtaining the best radio reception.

DESCRIPTION - Packard engineers have thoroughly tested all types of antennas and have selected the cowl extension type. This is a telescoping rod made of rustless steel, chrome plated and mounted with a small Bakelite stanchion on the left cowl panel of the car midway between the hood and door hinges. It is adjustable, vertically, to several different positions.

MODELS - All Convertible Packard cars or Sedans.

ANTENNA - VACUUM

MOTIVE FOR BUYING - Neat appearance and ease of control.

SALES FEATURES -

1. Antenna raised or lowered 21" by vacuum.
2. Does not show more than 3" of rod when down.
3. Two extra sections may be extended by hand, if desired.
4. Matched to radio receiver.

1. The vacuum from the car motor furnishes the power to raise or lower the vacuum antenna 21". This is the length of one section of antenna rod.
2. The telescoping sections are mounted under the front fender, out of sight. Only about 3" of the rod protrudes above the fender grommet.
3. The antenna is built in three sections. Either of the two top sections may be raised or lowered by hand. The vacuum section moves this selected and exposed section up or down 21" by pressing a convenient button on the instrument panel.
4. This matched antenna can be raised just far enough to receive local reception or fully extended to overcome great distance.

DESCRIPTION - One vacuum antenna with all pipes and two-way valve assembly to operate antenna.

MODELS - All Packard Clipper models.

ANTENNA-UNDER CAR

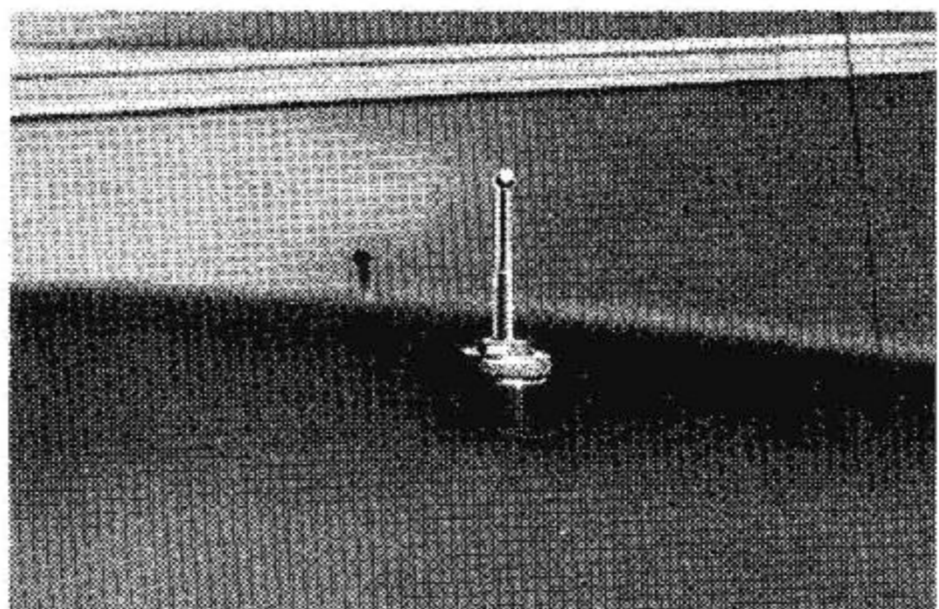
MOTIVE FOR BUYING - Strictly an alternative - use only to save a Radio Sale.

SALES FEATURES - While it does not have all the outstanding characteristics and is only approximately 65% as efficient as the other Packard antennas, it is by far the most satisfactory under-carriage antenna we know of. For the car owners who do not want the antenna attached to the body of the car, but prefer one hidden from view, we suggest the use of this under-carriage type. However, we still strongly recommend the use of the other antennas.

DESCRIPTION - This antenna has been carefully developed over a number of years and is especially designed with attaching brackets to fit Packard cars. There are two antenna rails fastened under each side of the car and joined by a connecting cable. A lead-in cable is brought from the end of this antenna to the radio receiver.

MODELS - All 1941 Packards and 1942 Senior cars.

NOTE: Use this antenna only with the new rear compartment radios.



ANTENNA - VACUUM

LIGHTER - CIGAR

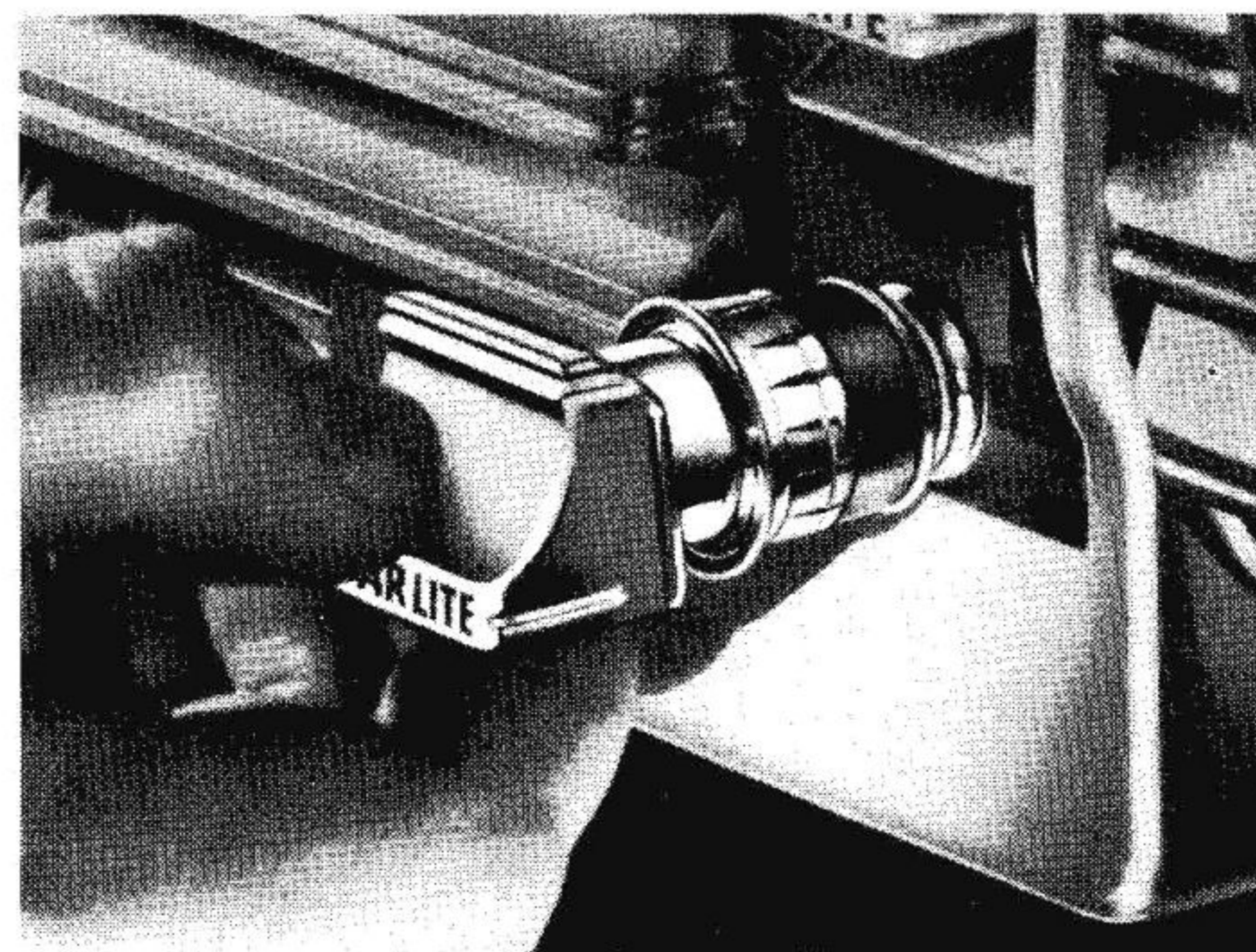
MOTIVE FOR BUYING - Convenience - Safety.

SALES FEATURES - This safety feature allows the driver to keep both hands on the wheel while the element is heating. This lighter reduces the chance of fire and eliminates windshield glare at night as no actual flame is present. It can be passed around to all passengers. To operate the lighter you merely push in the chrome knob and then let go. When the heater element is hot it pops out automatically.

DESCRIPTION - The latest type of automatic lighter available on the market. Mounts flush with the dash, except for the knob of bright chrome finish. A hole is drilled through the dash for the lighter, making the installation easy.

PACKAGING - One lighter packed to a carton.

MODELS - All.



CLOCK - ELECTRIC

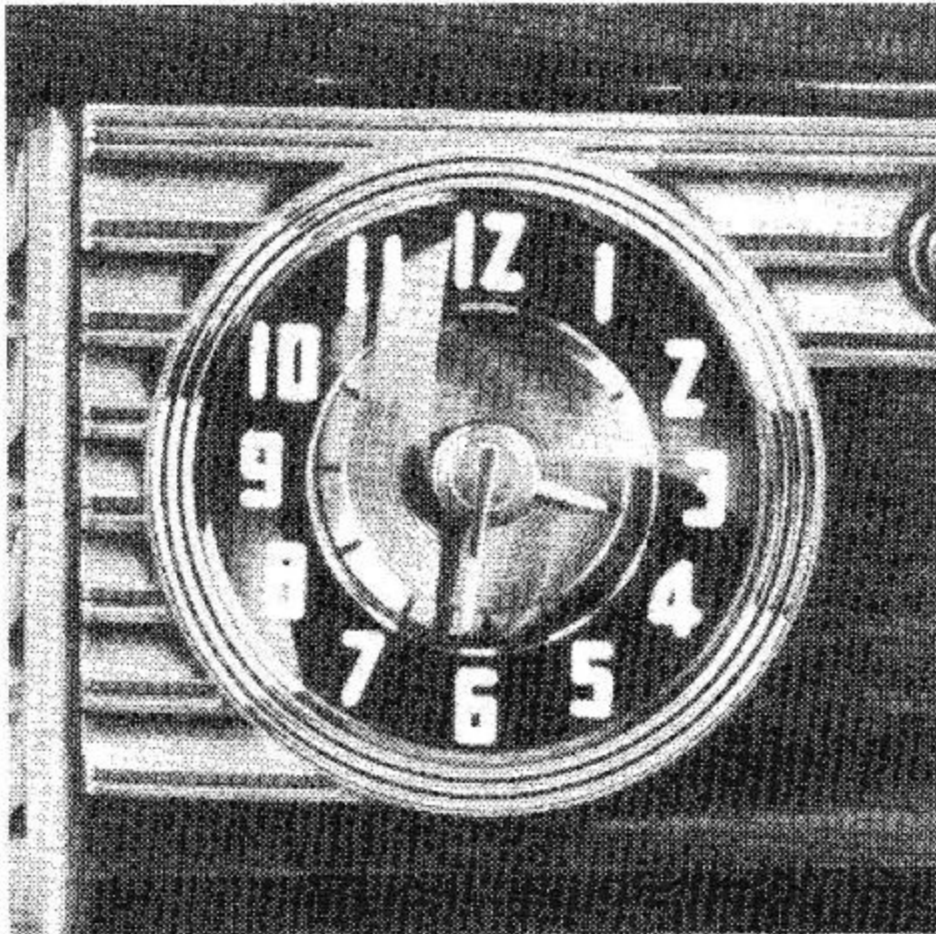
MOTIVE FOR BUYING - Convenience and appearance.

SELLING FEATURES - A real convenience in keeping social and business appointments. Very modern in appearance and matches the instrument group. The dial and large hands match those of the other instruments in the car. The clock is illuminated when the headlamps are turned on, another bulb also illuminates the interior of the glove compartment.

DESCRIPTION - An electrically wound clock movement. Set in rubber and mounted in the glove compartment door panel. The clock is a jewelled movement of nationally advertised make, and guaranteed for a year by the manufacturer.

PACKAGING - One clock packed in an individual shipping carton.

MODELS - All Packard Six and Eight models.



CAP-GAS TANK LOCKING

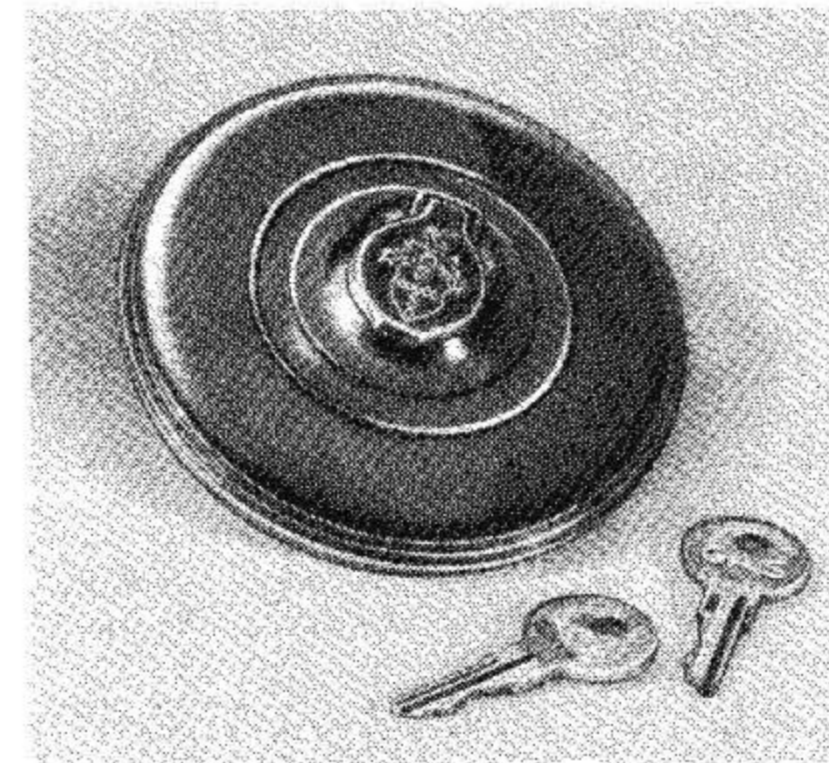
MOTIVE FOR BUYING - Insurance and safety.

SALES FEATURES - Thieves cannot open the cap to steal gas. But, more important, the car thief cannot put more gas in the tank, and, therefore, must abandon the car when the tank runs dry. This cap protects the gas from any foreign matter being unlawfully placed in the tank. It can be sold easily in metropolitan areas and especially to those who use unguarded parking spaces, such as do many apartment house dwellers. It cannot be forgotten as the key cannot be removed until the cap is locked.

DESCRIPTION - A positive locking device for the gas tank. A cylinder lock engages or releases the upper part of the cap. A weatherproof cap protects the lock cylinder from dirt and water.

INSTALLATION - Installs the same as the ordinary cap.

MODELS - All.



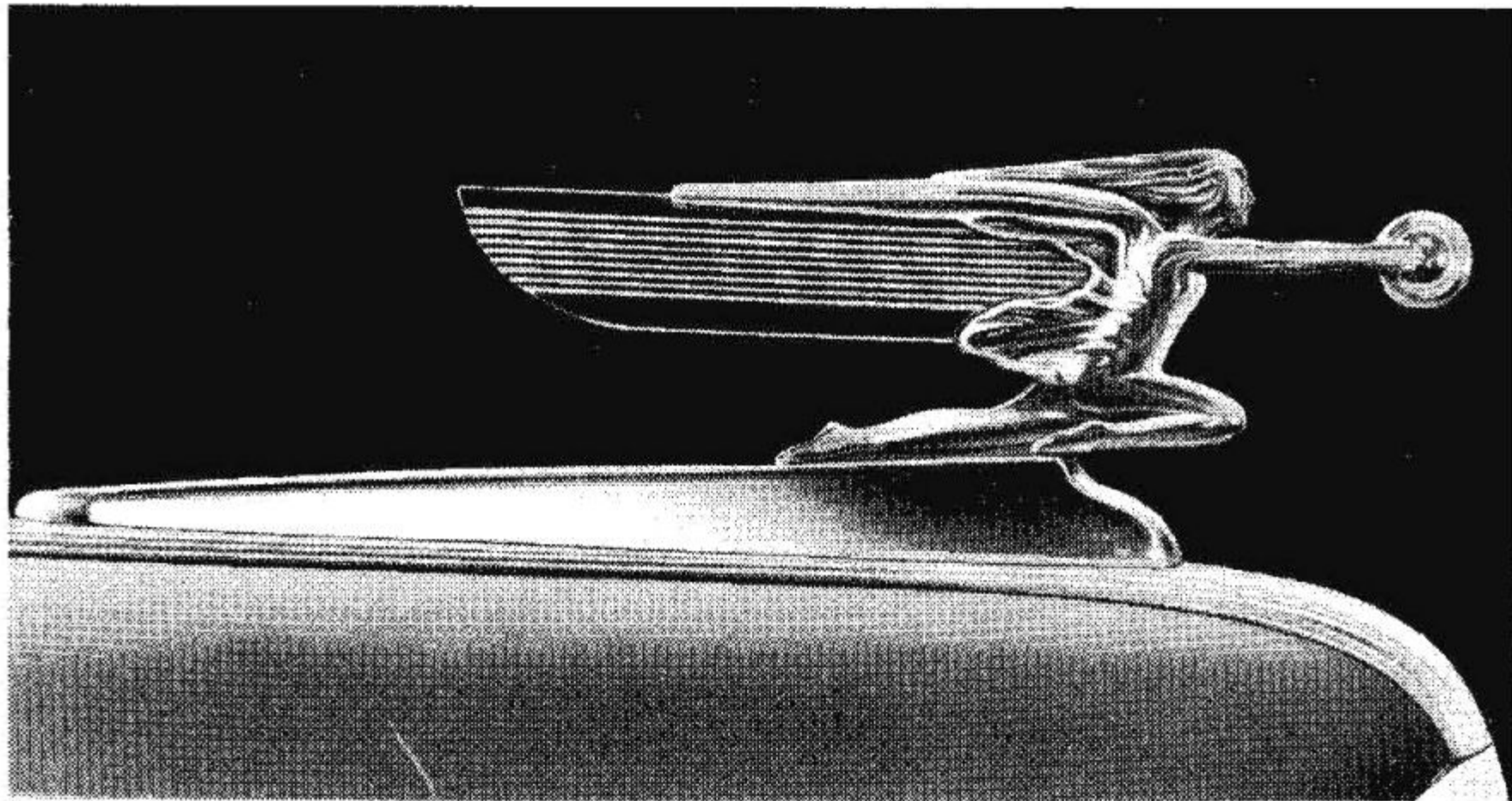
EMBLEM-GLASS WING DELUXE

MOTIVE FOR BUYING - Appearance, pride of ownership, distinction.

SALES FEATURES - This emblem is traditionally Packard. The winged goddess portrays the four great characteristics that are built into every Packard - speed, power, beauty and that intangible quality known as character. The flowing lines of this Deluxe Emblem add length to the appearance of your car. It will complement the beauty and protect the individuality of your Packard car.

DESCRIPTION - This emblem is moulded of a special metal into a traditional and exclusive Packard Design and carries a crystal glass wing firmly attached to the body. The die cast base will fit both the Senior or Junior cars.

MODELS - All Convertible models and long wheelbase Senior cars only.



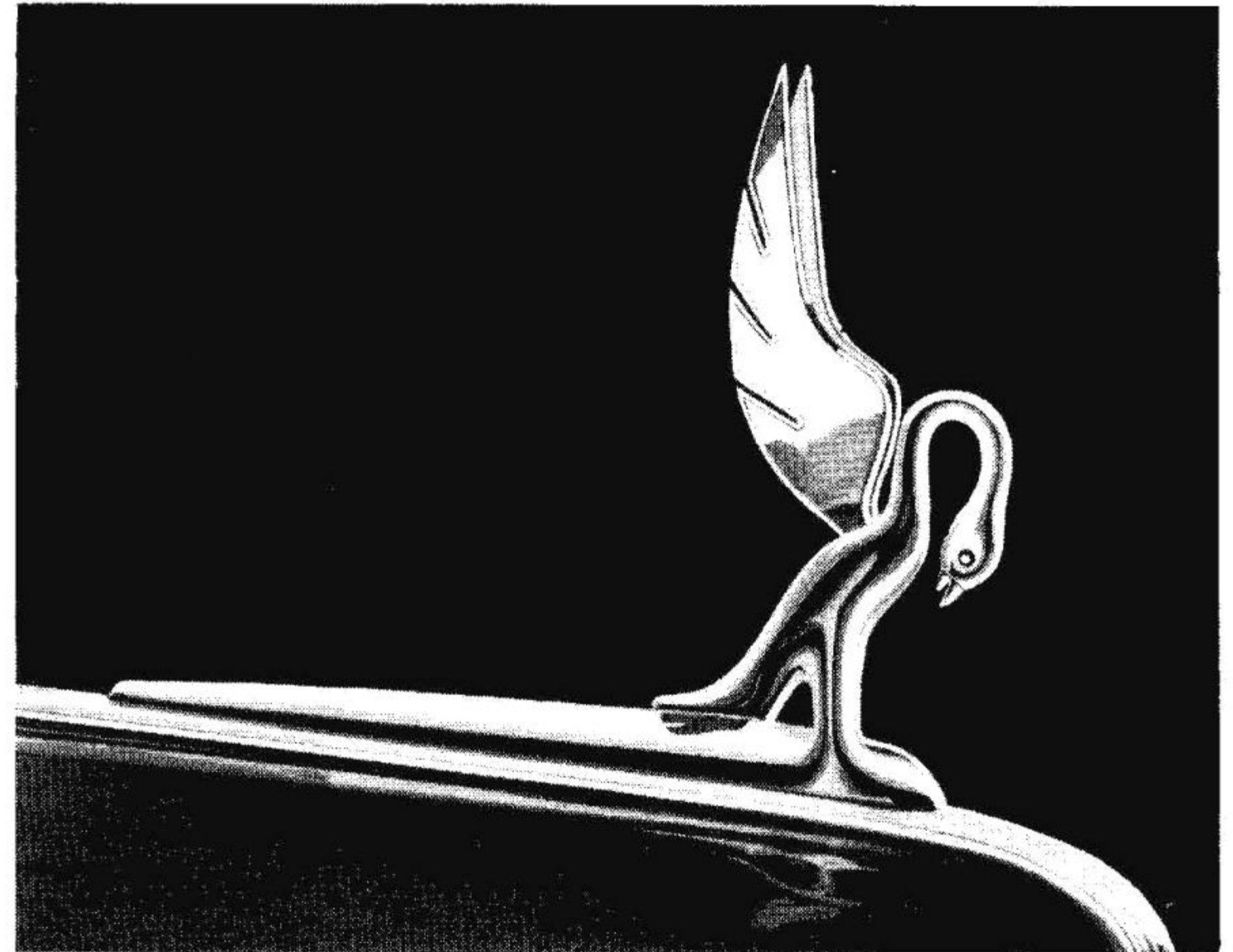
EMBLEM-PACKARD CORMORANT

MOTIVE FOR BUYING - Pride of ownership, appearance.

SALES FEATURES - Symbolic of the grace, speed and power of the car it complements, this time-honored radiator emblem reflects the pride of Packard ownership enjoyed by its many owners. Recognized throughout the world, the Packard Cormorant emblem will seal the identity of the new Packard cars.

DESCRIPTION - Modernly designed emblem, cast of a special metal and plated in brilliant chromium to Packard specifications.

MODELS - All Convertible models and long wheelbase Senior cars only.



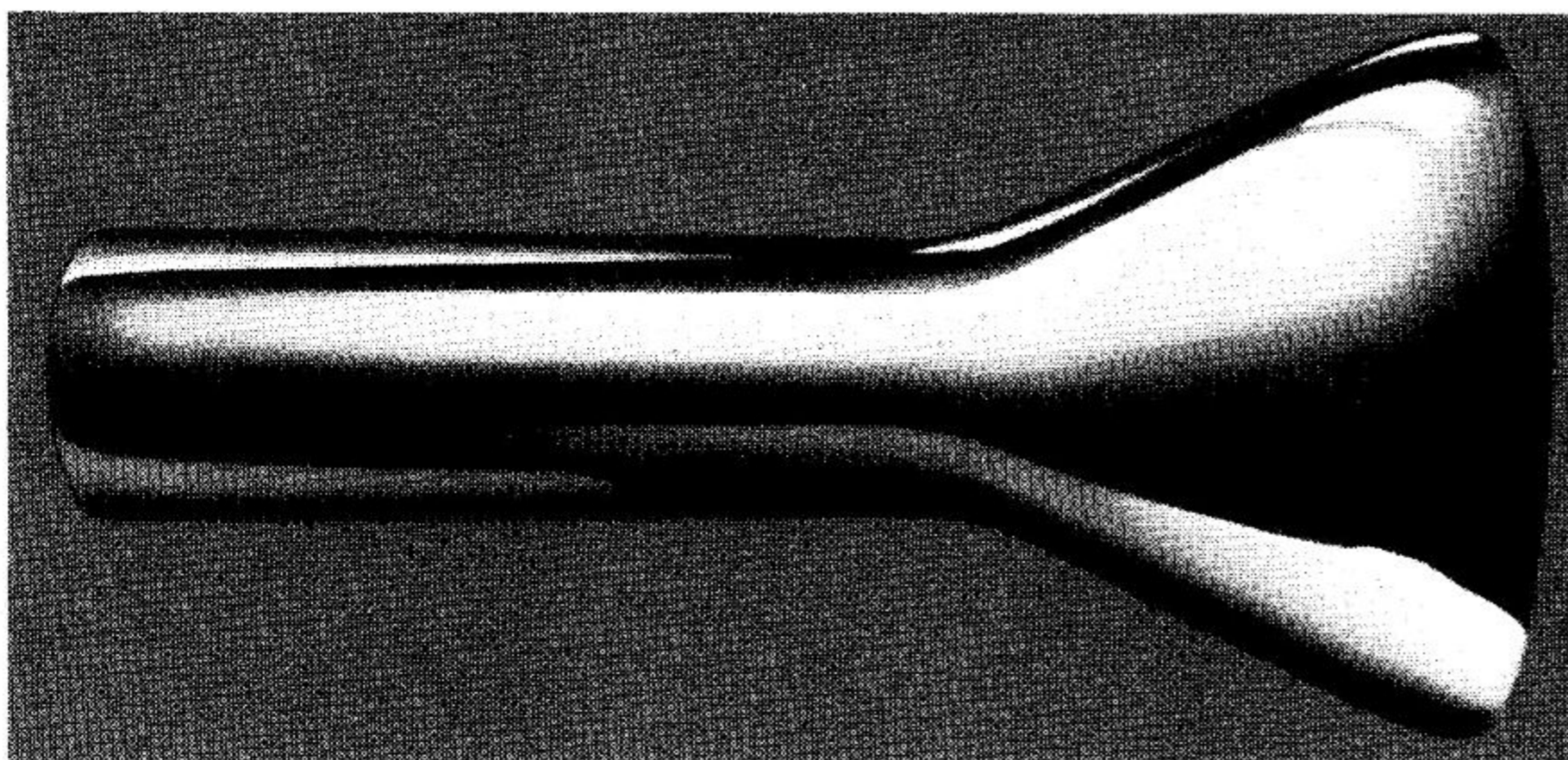
EXHAUST PIPE TRIM

MOTIVE FOR BUYING - Appearance, protection.

SALES FEATURES - In addition to shielding the exhaust pipe, the exhaust extension carries gases well beyond the rear of the car. By deflecting gases downward and away from the bumper, it minimizes the bumper discoloration frequently caused by exhaust gases. It is designed to conform with the rear end car design and its chromium finish matches the rear bumper.

DESCRIPTION - Constructed of heavy gauge steel, this attractive unit is chromium plated to Packard specifications. A heat shield protects the chrome on the end of the extension from the heat of the exhaust gases.

MODELS - All Packards.



FENDER GUIDE

MOTIVE FOR BUYING - Convenience, protection, economy.

SALES FEATURES - These markers are a decided aid to driving and parking in congested streets. They are adjustable so that each guide is just high enough for the driver to see. They indicate clearly at all times the outer edge of both front fenders and prevent one from bumping against other cars, garage doors, etc. Their attractive design in bright red and chrome make them attractive ornaments.

DESCRIPTION - An indicator of fender location, consisting of an adjustable tubular, upright shaft surmounted by a replica of the Packard hub cap finished in bright red Catalin and chrome.

MODELS - Use on any car.

FOOT HASSOCKS

MOTIVE FOR BUYING - Comfort, real comfort!

SALES FEATURES - A foot hassock is a convenient addition to the right front or rear compartment. Its value will be appreciated, as the hassock allows one to rest more by placing the feet in any comfortable position.

DESCRIPTION - The foot hassocks are trimmed to match the floor carpet with reinforced, imitation leather sides and binding.

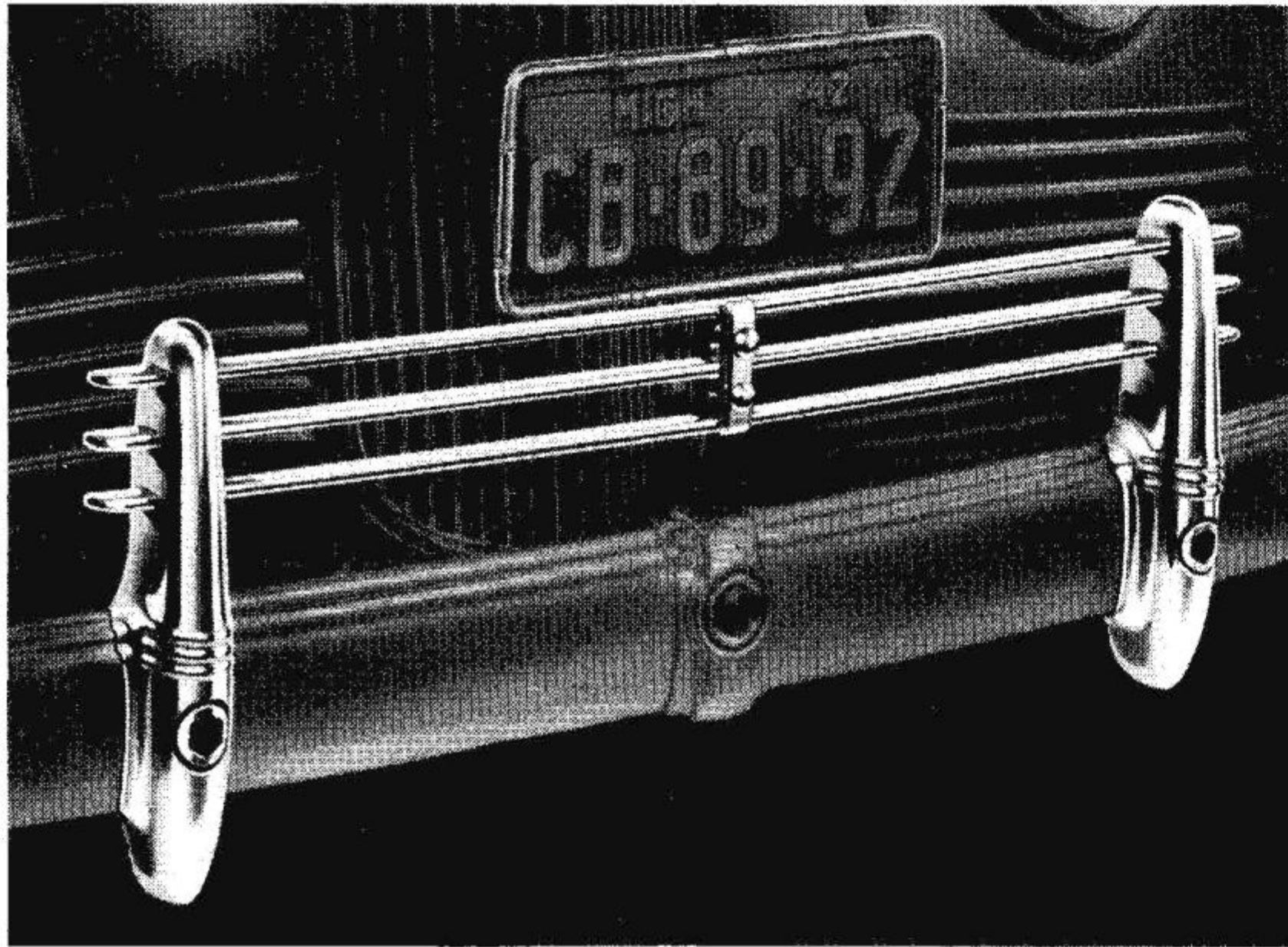
MODELS - Fits all Packards.

AUXILIARY FRONT BUMPER

MOTIVE FOR BUYING - Assurance of added protection, modern appearance.

SALES FEATURES - The two radiator grille guards, which replace the regular bumper guards, afford a great deal of additional protection for the front of the car. They are connected with three V-shaped steel rods which are designed to absorb a sudden shock. This whole assembly is chrome plated to Packard specifications and is decorated with two Packard red hexagon emblems on the upright guards. It gives a finished appearance to the front end of the car and provides a very sturdy guard for the radiator, driving lights, etc.

MODELS - Models 110-120 Convertible coupes.



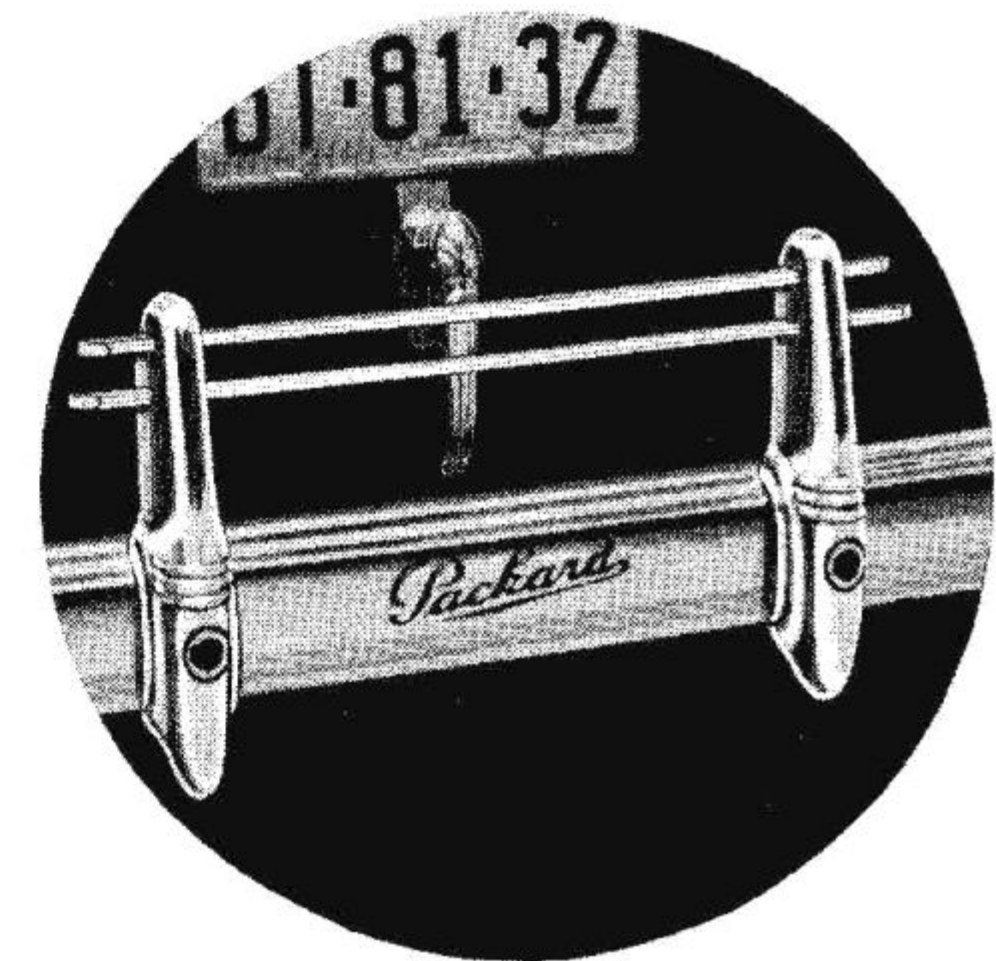
GUARD-DUAL TRUNK LID

MOTIVE FOR BUYING - Protection, economy, convenience of hinge.

SALES FEATURES - Newly designed to protect the trunk door from damage when the front bumpers of other cars strike and over-ride the rear bumper of your car. This strong, chrome plated guard is bolted to the rear bumper and folds down when you wish to open the trunk door.

DESCRIPTION - A very heavy steel guard of new modern design, finished in polished chromium plate to Packard specifications, decorated with the traditional Packard hub cap design. It has 2 strong adjustable hinges which permits the guard to be lowered when a person wants to open the trunk.

MODELS - Packard Six, Eight and Senior Convertible coupes. Also long wheelbase Senior cars.



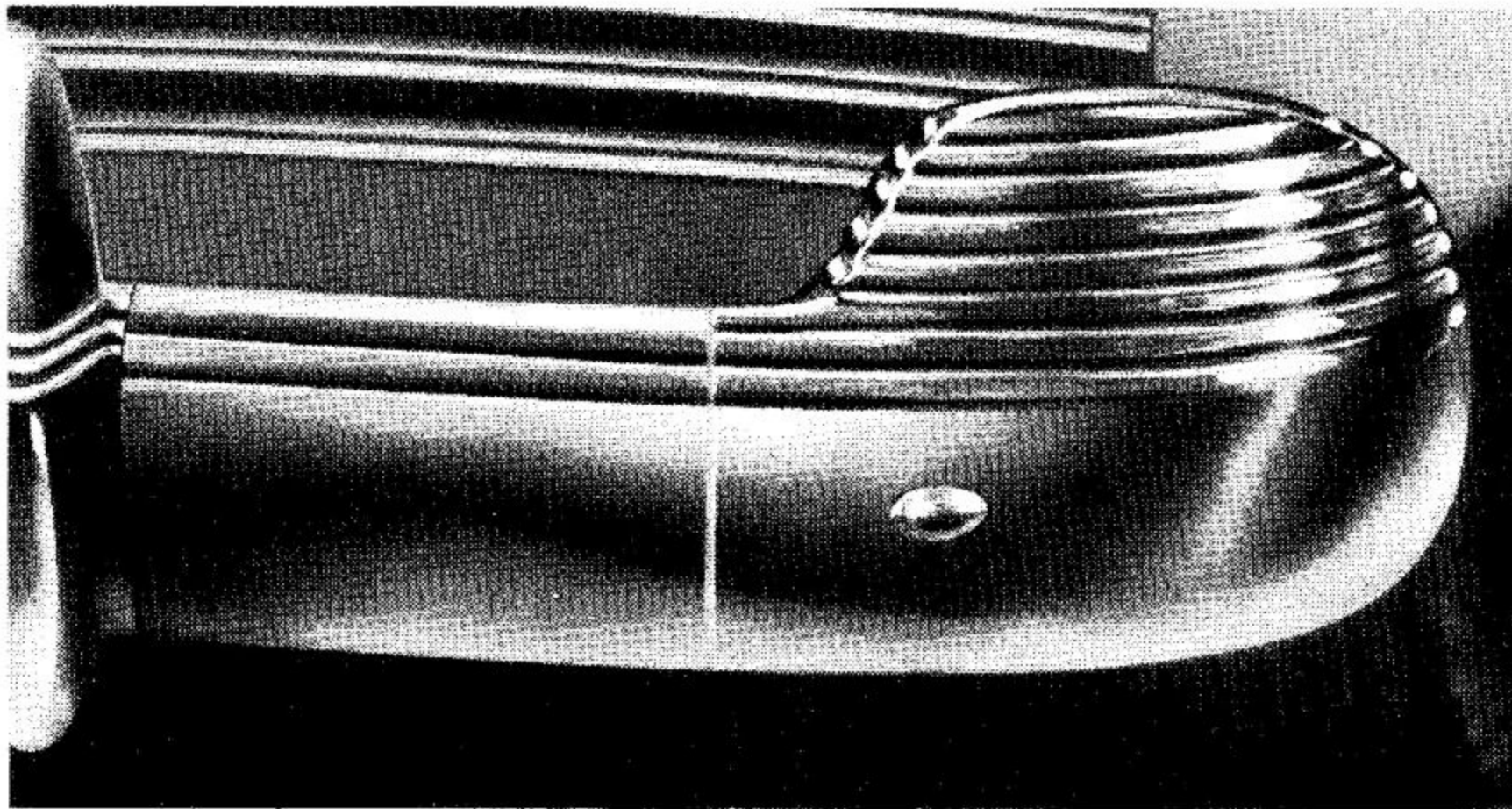
GUARDS - FENDER

MOTIVE FOR BUYING - Protection - Beauty.

SALES FEATURES - Appearance and added safety are both served by these new fender guards. They prevent locked bumpers, damage to lamps and fenders. Day and night they guard one's car from the careless driving of others, when parking, or hurrying in heavy traffic.

DESCRIPTION - Two heavy metal guards, chromed to match the regular bumpers bolt onto each end of either front or rear bumper. No holes to drill - held in place by the bumper bar bolts. One pair (2) to a shipping carton.

MODELS - Six and Eight Convertible coupe.



HEATER AIR INTAKE

MOTIVE FOR BUYING - Increased comfort - Better vision - No cold drafts.

SALES FEATURES - This air intake permits the circulation of fresh air throughout the car in all kinds of weather, without subjecting the occupants to unusual cold or drafts.

The entrance of this fresh air into the car through the heater eliminates car fatigue and headaches formerly caused by driving with all windows closed and breathing stale air, providing additional comfort and enjoyment for all passengers.

It also overcomes the tendency of the windshield and windows to steam and frost. This assures better vision and less fatigue.

The unit is controlled by opening or closing a 3" door in the fresh air intake tube. Opening the door permits a generous supply of fresh air to be blown in from outside the car and conveyed directly to the back of the hot water heater. The heater warms this new, fresh air and re-distributes it throughout the car.

The Packard Fresh Air Intake works with either the DeLuxe Dash Heater or through the defroster equipment furnished as part of all the other Packard heaters.

DESCRIPTION -

1. An instrument panel control with flexible cable.
2. A fresh air conduit made of flexible tubing.
3. Shield for back of car heater, or defroster.

MODELS - All 20th Series cars. See Accessory Price List for correct models and prices.

HEATER DELUXE WITH
BUILT IN DEFROSTER

MOTIVE FOR BUYING - Comfort, the safety of clear vision through the windshield, convenience and appearance.

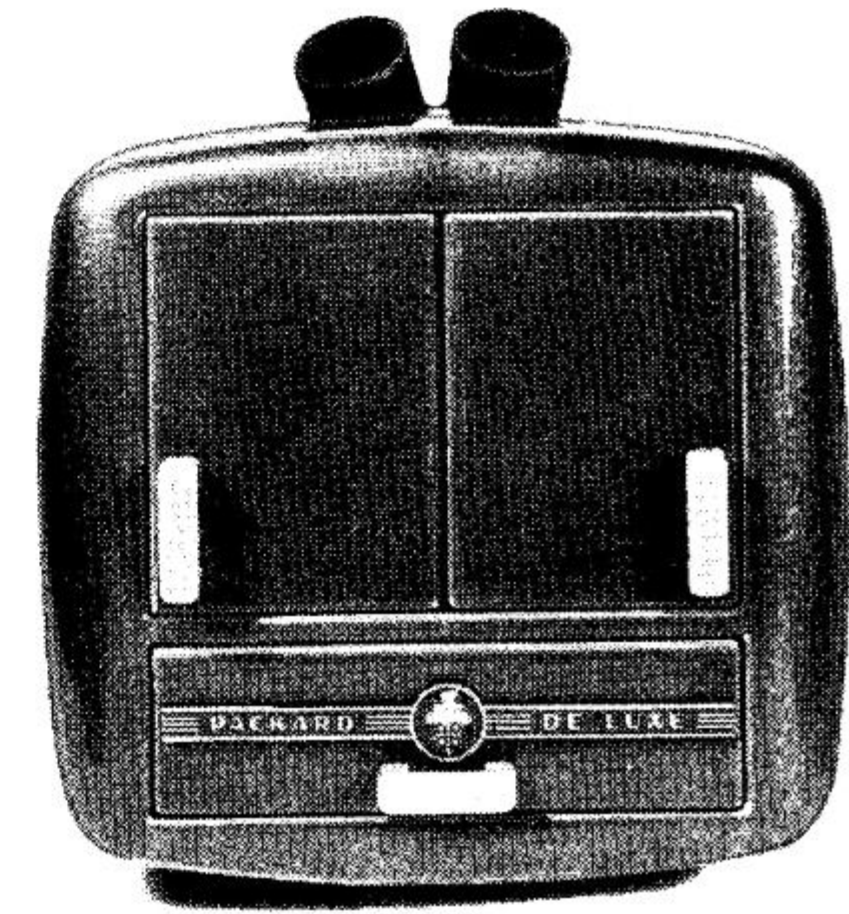
SALES FEATURES - This new Deluxe Heater is designed to provide an abundance of direct heat to quickly warm the interior of the car and its occupants, and indirect heat for continuous driving. This dual design insures plenty of warm air throughout the car at all driving speeds. Thorough and proper distribution of heat is assured as the reversible motor has two speeds and the three doors are hinged, permitting the waves of direct heat to be deflected as desired.

Defroster attachments are built in, with outlets to both sides of the windshield, directly in front of both driver and passenger, providing a clear, unobstructed view of the road in all kinds of weather. The attractive design and ornamented doors are designed to harmonize with the interior of the car.

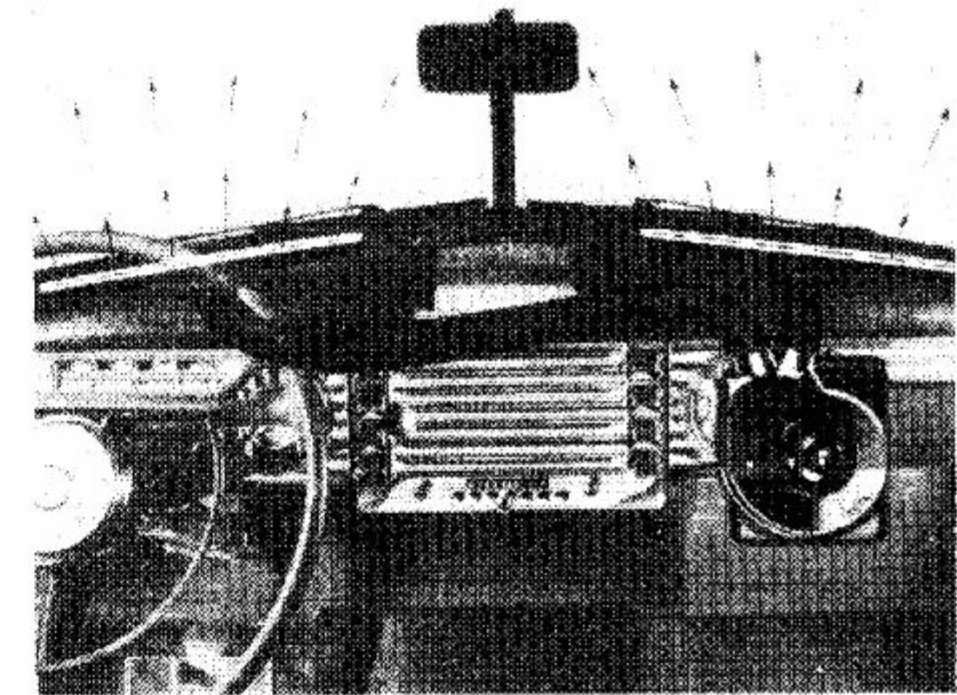
DESCRIPTION - A hot water heater with defroster combination, with a reversible, two-speed motor to provide direct or indirect heat. The illuminated switch harmonizes in color and design with the other car instruments. Two defroster attachments assure an abundance of warm air against the windshield when the heater motor is in INDIRECT drive. Leave doors open when defrosting windshield.

The color is harmonious with the car trim, with a decorative chrome Packard name plate.

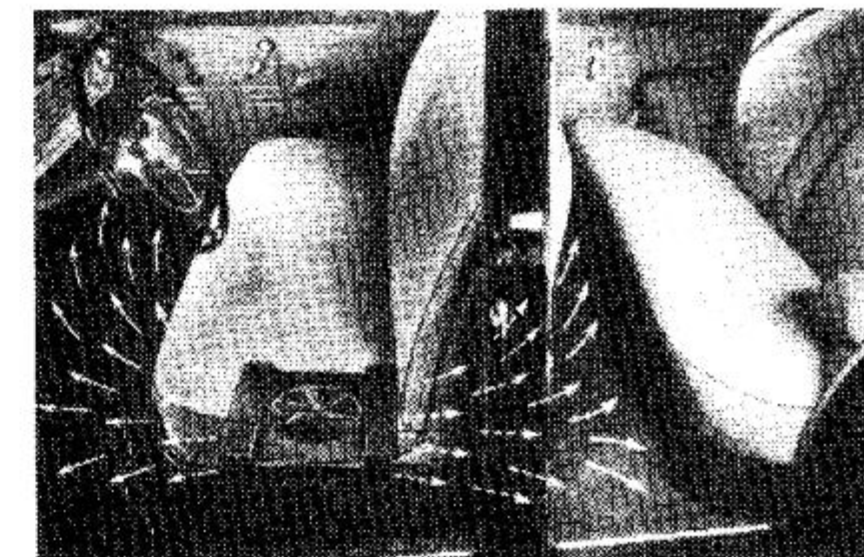
MODELS - All 1941-42.



DELUXE HEATER
WITH BUILT-IN DEFROSTER



DEFROSTER AND FOOT WARMER FURNISHED
WITH DUAL STREAM HEATER



DUAL STREAM HEATER

DUAL STREAM HEATER AND DEFROSTER }
(Under the Front Seat)

MOTIVE FOR BUYING - Greater comfort and safety for all passengers.

SALES FEATURES - This new heater delivers a continuous stream of warm air to both the front and rear compartments of the car, providing cozy comfort for all passengers, regardless of weather. The silent motor and big heating cores with an 8-inch fan are placed under the front seat, leaving the front compartment free. All drafts and direct blasts of heat are overcome by this design. A handy switch controls the volume of warm air from the heater as desired. A separate windshield defroster and foot warmer is included in this equipment.

DESCRIPTION - The new Dual Stream Heater is a very powerful heater of new design to be installed under the front seat. Special deflectors distribute the warm air to all parts of the car, both back and front. The switch is mounted in the conventional place on the instrument panel. The special windshield defroster provided is a separate heater with a strong fan to deliver plenty of warm air to both sides of the windshield glass or to the right side of the front compartment if desirable.

MODELS - All 19th and 20th Series. See Price List for PA number.

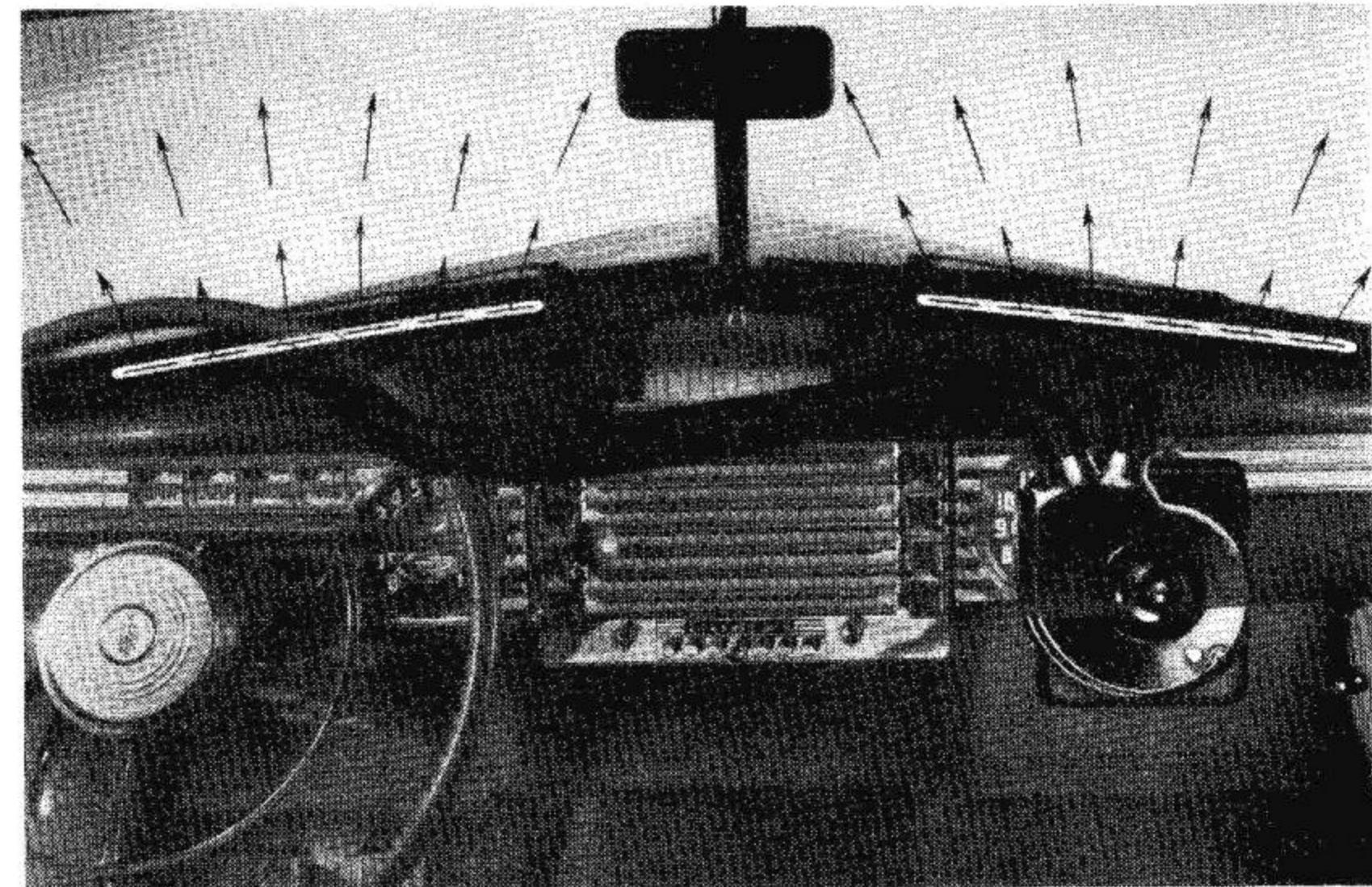
WINDSHIELD DEFROSTER (Used with Dual Stream Heater)

REASONS FOR BUYING - Safety, Comfort.

SALES FEATURES - This defroster is new in design. It is a two-purpose unit. The defroster blows warm air against both sections of the windshield glass, clearing it of fog, snow and frost. By opening a small door in the right side of the defroster unit, the stream of warm air is diverted from the windshield to the right side of the front compartment. The warm air flows just above the floor boards, keeping everyone's feet warm. Used in this way, the defroster acts as an auxiliary to the Dual Stream Heater, providing additional heat for severe weather.

DESCRIPTION - One heater core with an electric Sirocco blower. Two air hoses, and a trap door in the blower case.

MODELS - All 19th and 20th Series.



LICENSE PLATE FRAME

MOTIVE FOR BUYING - Appearance, protection.

SALES FEATURES - The car license plate is not a thing of beauty at best and becomes easily bent. These frames not only dress up the license but afford protection against the plate's sharp edges. They hold the plates from bending and vibrating. They are smart and distinctive in appearance, easily attached and will fit practically any license plate due to their adjustable feature.

DESCRIPTION - A tubular, telescopic frame of brass, finished in polished chromium plate to Packard specifications for use on car license plates. The new frame snaps on the license without the use of screws or bolts. They are easier to install and will not rattle.

MODELS - Fits practically any license plate.



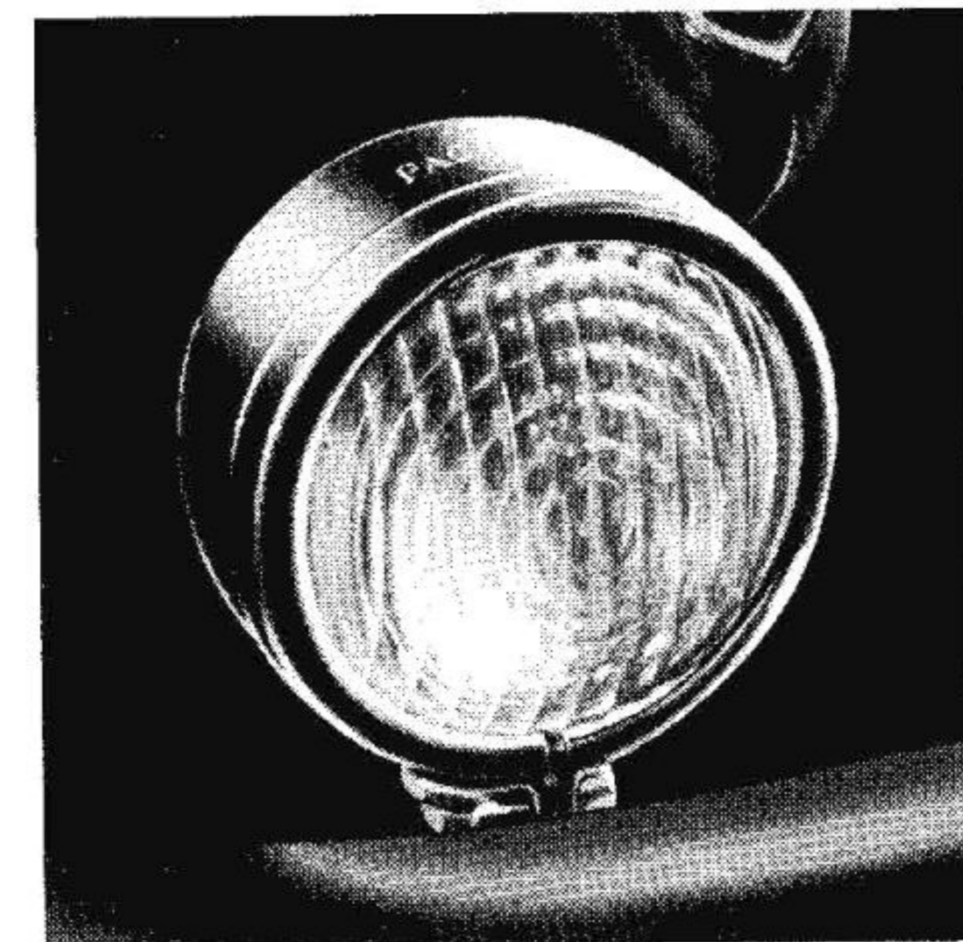
BACKING LIGHT

MOTIVE FOR BUYING - Safety, convenience, time saver.

SALES FEATURES - A safety accessory for aiding motorists in backing out of narrow driveways or on unlighted highways. This light throws a wide beam of white light directly to the rear of the car, revealing hidden hazards. It will be especially welcome to doctors, salesmen and women drivers. The new automatic switch turns the light "ON" when the driver shifts into reverse, and "OFF" when the gear shifter is returned to the neutral or low speed position.

DESCRIPTION - This small, attractive backing light is designed to harmonize with the rear end car design. It is chromium plated over a heavy brass shell and is easily installed to the rear bumper bracket. This bracket is unique in design, readily adapted to any car, and allows the light to be focused in different directions. It is provided with a new automatic switch coupled to the gear shifter on the steering post that works the light automatically.

MODELS - All 1939-1940-1941-1942 models.



FOG AND DRIVING LIGHTS

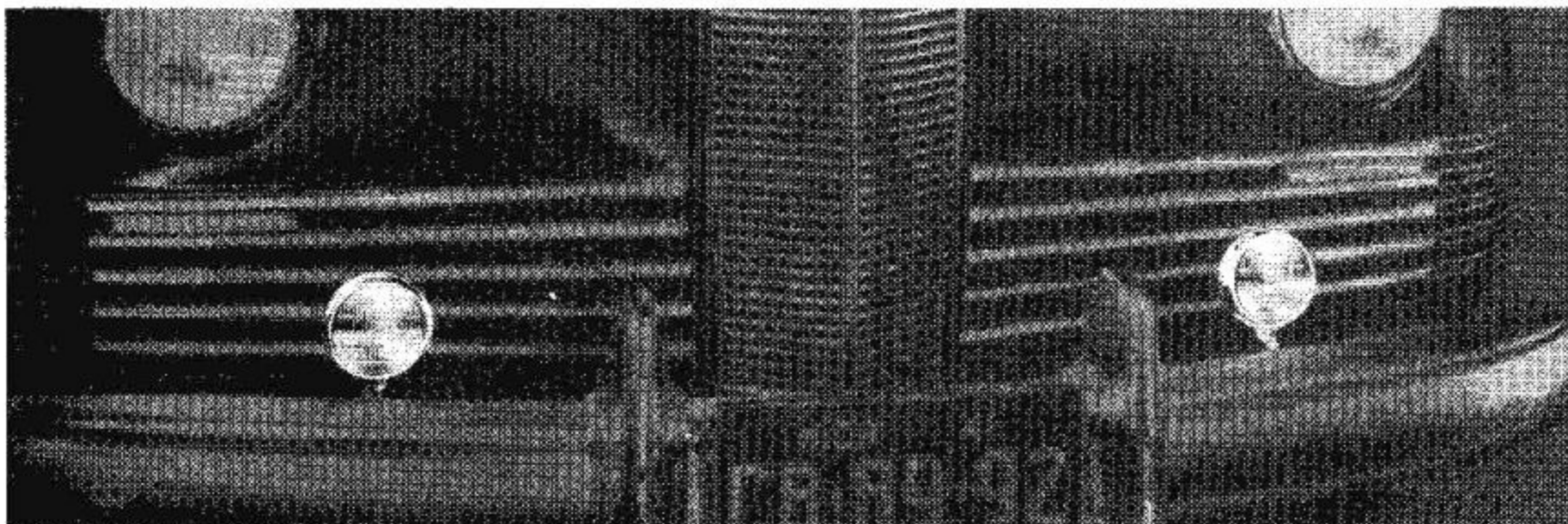
MOTIVE FOR BUYING - Safety, Convenience, Saving of Time.

SALES FEATURES - A set of two very powerful, sealed bulb driving lights with a new two-purpose lens. The lens has a very sharp cut-off to provide the maximum visibility of the right-hand curb and driving lane.

Reflections, when driving in fog, rain, snow and dust have been reduced to a minimum by a new lens design. Opaque bands across the lens prevent the light from showing above the top of the bulb and concentrate all the candle power on the road. This provides a low, fog-penetrating light. The long range of these lights increase the safety of driving in clear weather.

DESCRIPTION - These powerful lights are of sealed bulb design with a new, special white lens. The white lens with opaque stripes provides a two-purpose light which produces the maximum candle power. The shell is of brass, chromium plated. The attaching bracket is unique in design, readily adapted to any car, and allows the light to be focused in different directions.

MODELS - All.



COURTESY LIGHTS

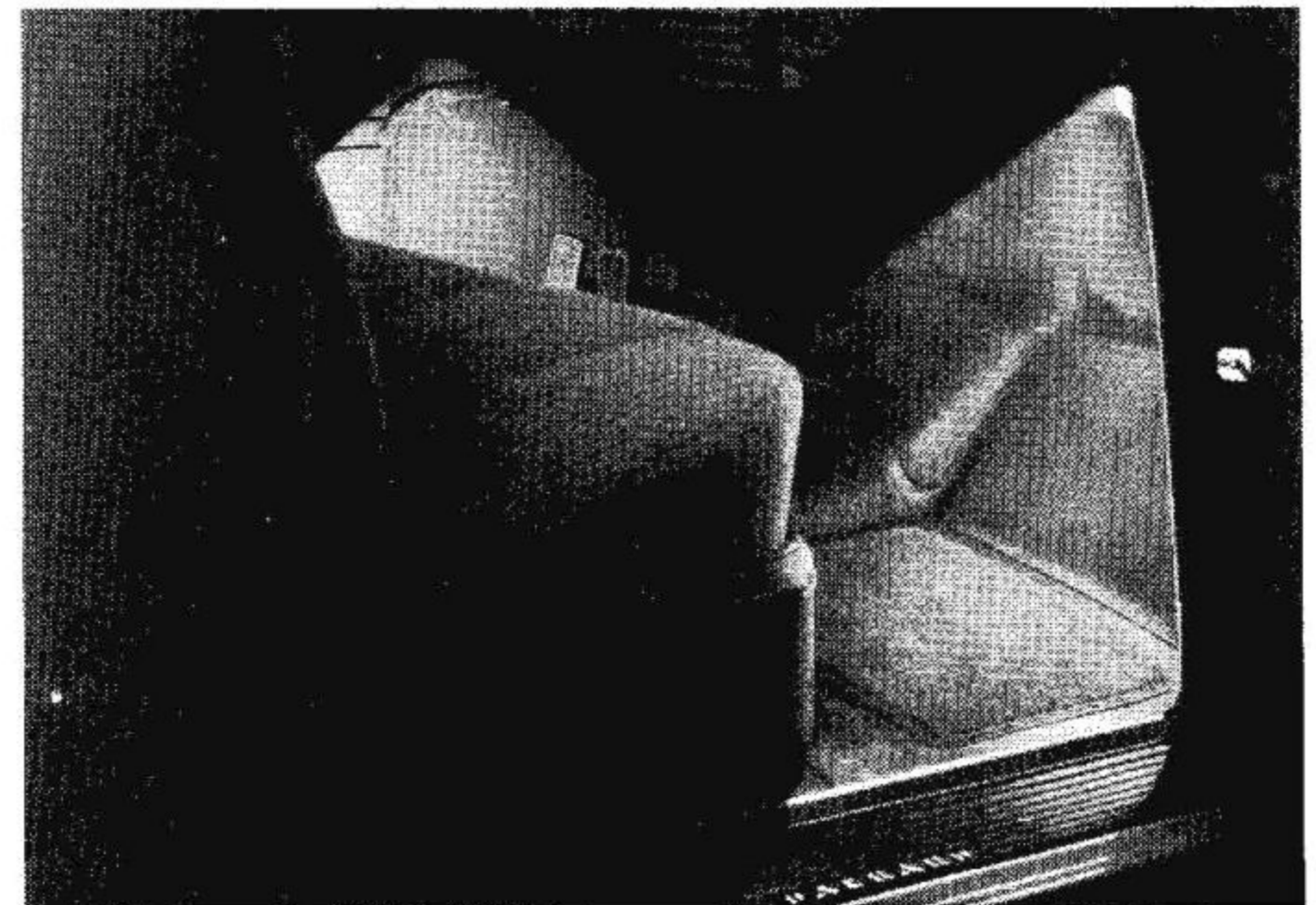
MOTIVE FOR BUYING - Extra safety - Convenience.

SALES FEATURES - Courtesy lights provide perfect vision for entering the front compartment of the car on the darkest nights. By illuminating the floor and step, they assist one to enter or leave the car. They are operated automatically when either front door is opened or closed.

DESCRIPTION - Packard Courtesy Lights consist of two brilliant lights that are mounted under the edge of the instrument panel. An automatic switch is built into each front door pillar post. Opening either front door automatically lights the courtesy lights, flooding the floor boards with light. Closing both doors extinguishes the lights. They are easy to install and use very little current.

PACKAGING - One set of lights, switches and necessary wire in a shipping carton.

MODELS - 110 and 120 special models only.



LUGGAGE COMPARTMENT LIGHT

REASONS FOR BUYING - Convenience - Time Saver.

SALES FEATURES - Illuminates the entire luggage compartment of the car whenever the built-in trunk lid is raised and the light switch is on. It permits one to load or unload any luggage with ease, at any time, day or night. This light also illuminates the spare tire rack and tools. It is a real convenience and time saver.

DESCRIPTION - One light with automatic switch and wire. Plugs into wire leading to license light.

MODELS - All 1940-1941-1942.



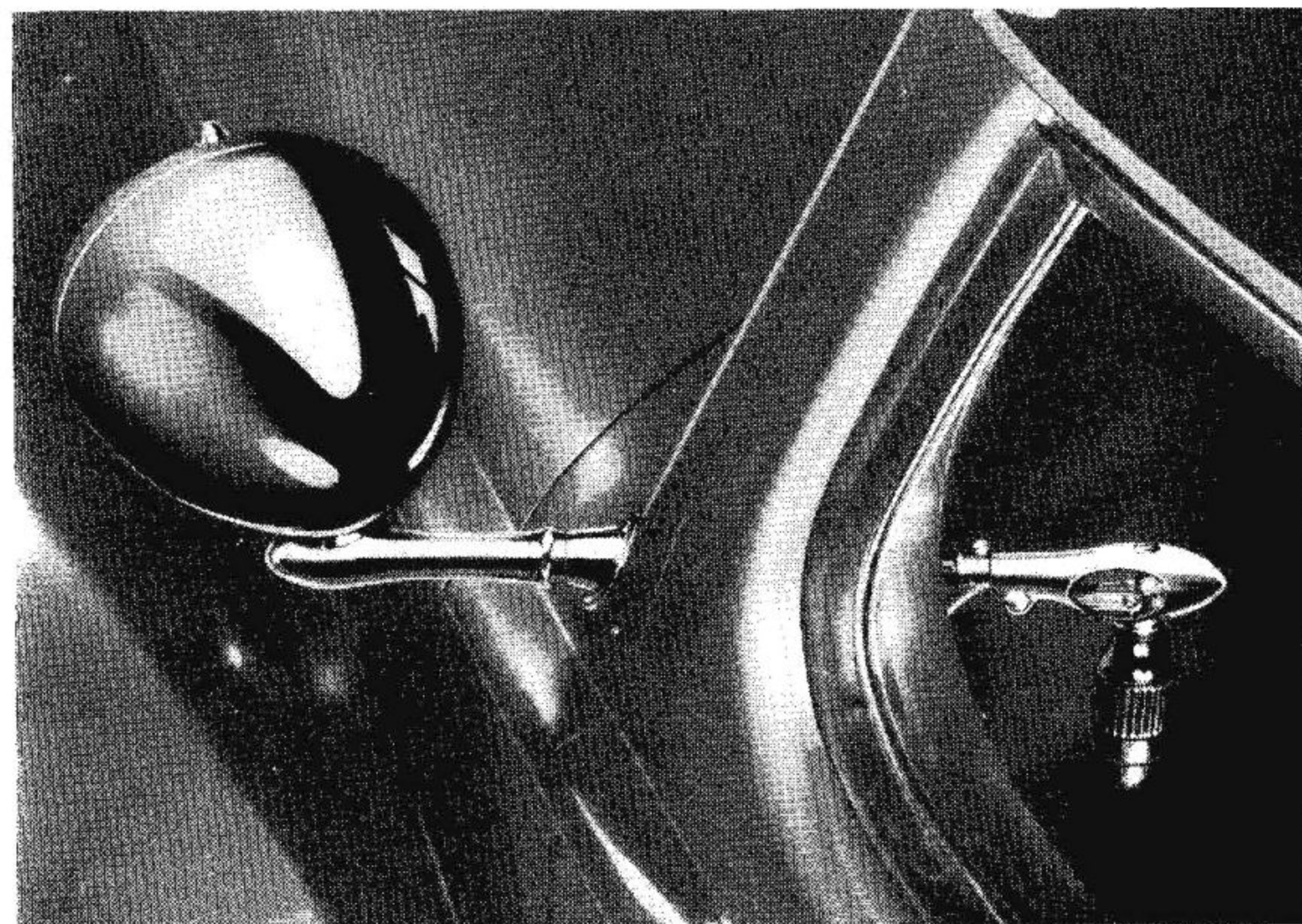
LIGHT - SPOTLIGHT-INNER CONTROL

MOTIVE FOR BUYING - Convenience, time saver, safety.

SALES FEATURES - It really is an extra headlamp under the complete control of the driver. Its rays can be directed up, down, to right or left. It lights up the dark spot just beyond oncoming cars. It is perfect for reading street or road signs or house numbers at night. It is useful to tourists, doctors, salesmen, etc., as it will save valuable time. A safety accessory.

DESCRIPTION - A smart-appearing chromium-plated auxiliary lamp with interior control handle. It has an extremely efficient silver-plated reflector and throws a strong beam of light. A built-in switch is located conveniently on the handle.

MODELS - All. See Accessory Price List for correct models.



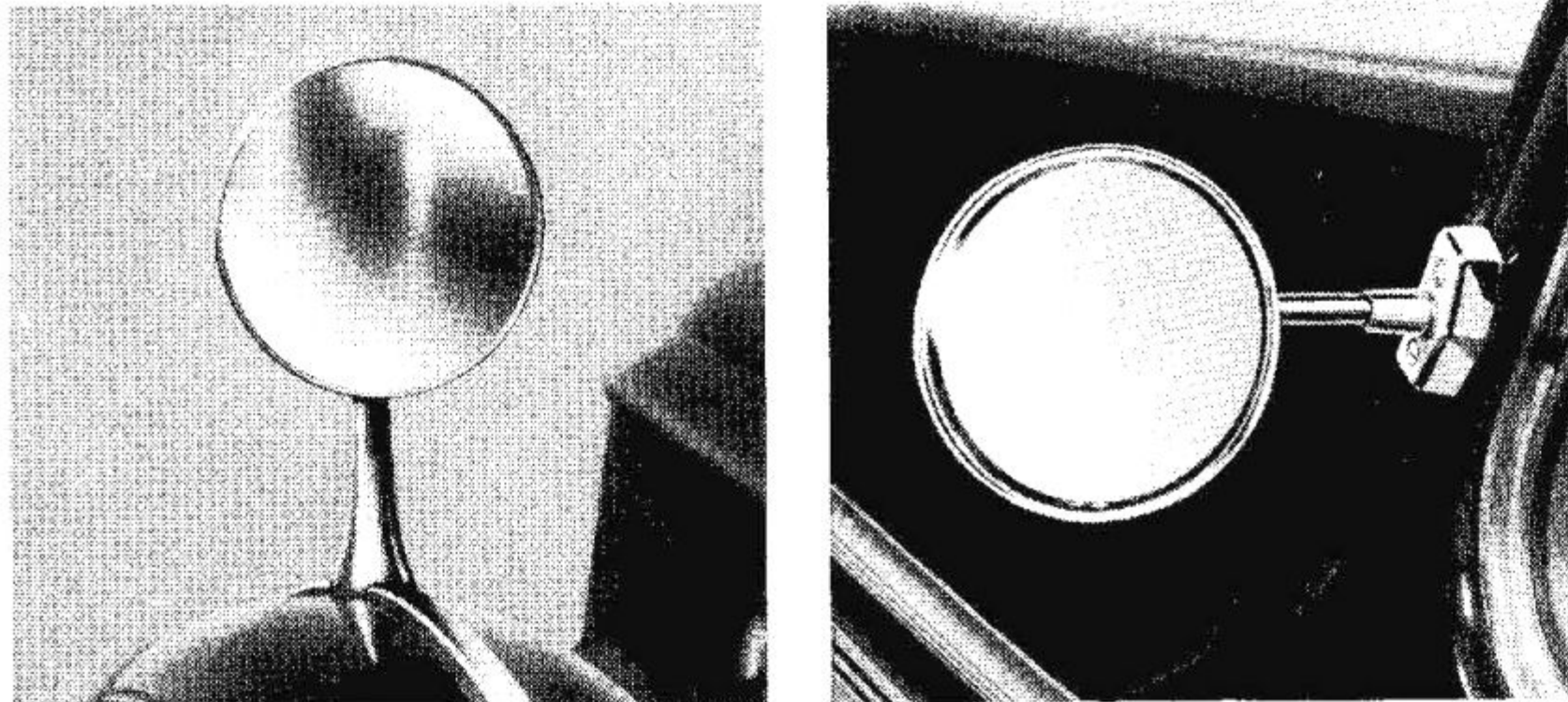
MIRRORS

MOTIVE FOR BUYING - Safety, convenience.

SALES FEATURES - Beauty, utility, and quality go to make these mirrors popular. They provide a wide range of vision and eliminate the "blind spot" at the left rear corner of the car.

DESCRIPTION - Packard offers three distinct types of rear-view mirrors, each finished in brilliant chrome: Tire cover mirrors which are attached firmly, with a machine screw, to the metal tire covers. Detachable mirror, which clamps onto either front door, allowing transfer from car to car. Moulding bracket mirror that bolts to either right or left car moulding.

MODELS - Fit all cars.



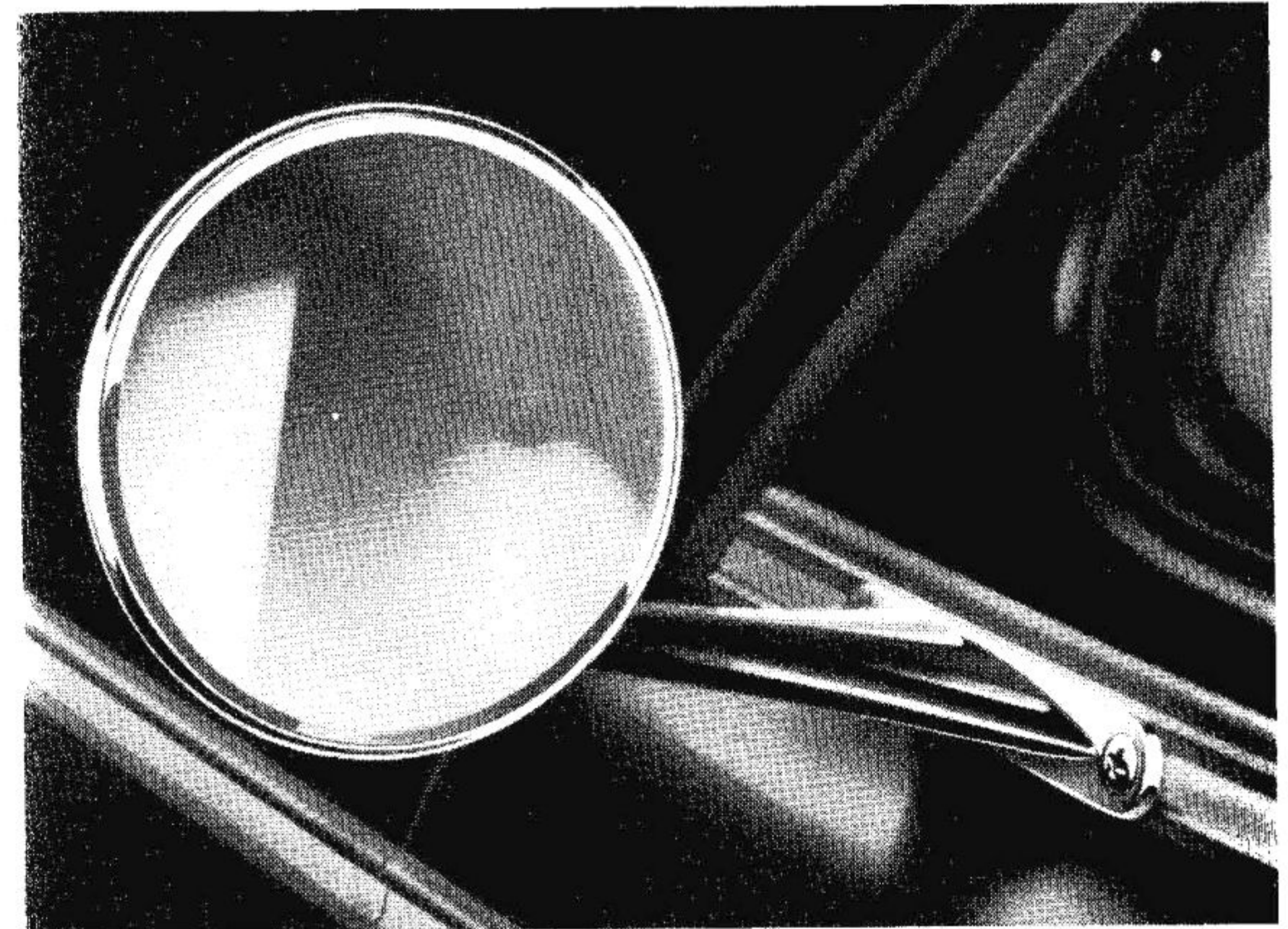
MIRROR, PACKARD DELUXE

MOTIVE FOR BUYING - Added safety, Appearance, Convenience.

SALES FEATURES - This wide angle mirror provides an unusually clear picture of approaching traffic. It is a real convenience when starting to pull away from the curb or to make a left turn. The increased safety of driving with this mirror will be appreciated by your owners.

DESCRIPTION - One wide angle mirror, mounted on an adjustable swivel. The long arm is moulded to fit the belt moulding on the car. It replaces the chrome trim and bolts firmly to the body of the car.

MODELS - All 20th Series - Available for right or left sides. See Price List for PA number.



MIRROR - NON GLARE

MOTIVE FOR BUYING - Increased safety - Additional driving pleasure.

SALES FEATURES - This mirror will be appreciated by any driver or passenger, as it is a very fine two-purpose mirror.

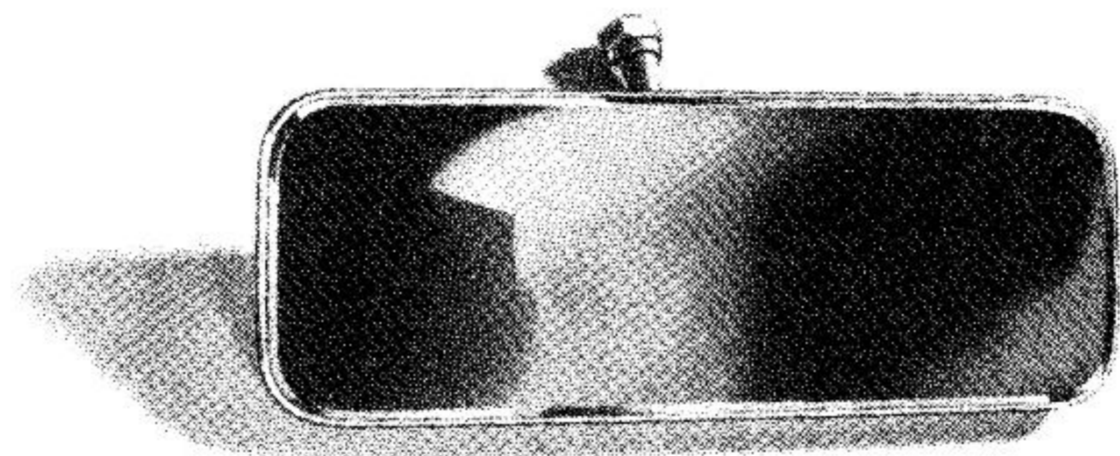
Increased safety in night driving is assured, as the mirror can be left in a position to reflect the headlights of any following car. The reflection will be dimmed to a point where it will not bother the driver.

A very vivid, true-shape reflection is provided by this mirror during daylight hours. This special glass does not lose its reflecting strength in its coloring.

Additional driving pleasure is obtained by using this new mirror, as it minimizes the road glare and headlight glare usually reflected into the driver's eyes, night and day.

DESCRIPTION - A quality, bevelled mirror, mounted in a chrome plated metal back that replaces the standard white mirror. It bolts to the windshield divider moulding.

MODELS - Can be used on all 18th, 19th and 20th Series Junior cars.



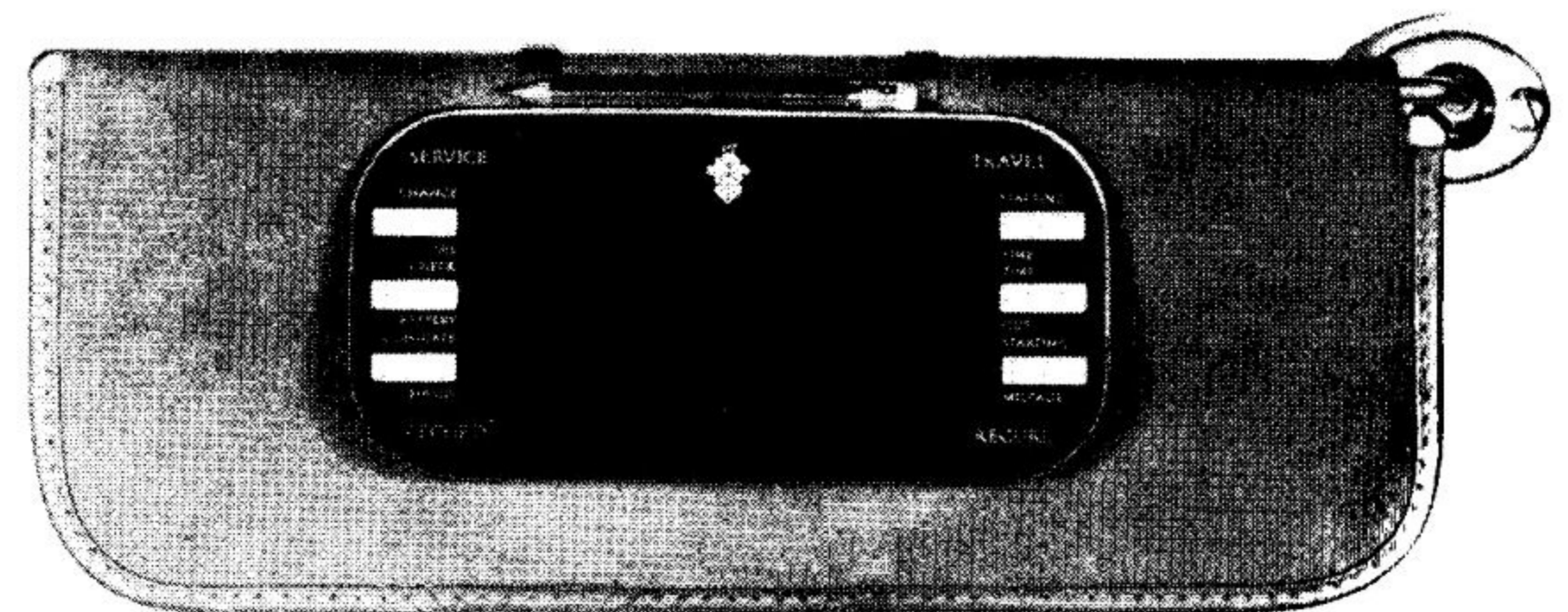
MIRROR-VANITY

MOTIVE FOR BUYING - Time saver, convenience.

SALES FEATURES - This mirror will be appreciated by any woman driver or passenger for adjusting her personal appearance. It gives a true color reflection. It may be clipped onto either the right or left sun visor of practically any car. Furthermore, this new mirror serves a new purpose - it provides a means of recording trip data, oil changes etc., on the frosted spaces provided for this purpose, which may be written on with a lead pencil and easily erased.

DESCRIPTION - A quality bevelled mirror, mounted in a metal back with spring clips to attach to any sun visor. A small pencil is attached to the top of the mirror for convenience of marking down data in the space provided.

MODELS - Can be used on practically any car equipped with an inside sun visor.



PACKARD NoRol

MOTIVE FOR BUYING - Safety, convenience, comfort.

SALES FEATURES - Each start on a hill is the same as if the car were parked on a level street. A new safety device to hold a Packard car from rolling back down a hill or incline if you have to stop on a hill in the country, or for traffic on a busy city street.

There is nothing new for the driver to learn or worry about. When he brings the car to a stop on a hill he depresses the brake and clutch pedals. The NoRol unit holds the car from rolling back. He can then remove his foot from the brake to operate the accelerator and drive on as soon as traffic permits. When the clutch is engaged the NoRol is automatically released, permitting the car to move ahead without risk of rolling back. It cannot stick or trip the car regardless of direction or speed.

DESCRIPTION - The Packard NoRol is a check valve built into the hydraulic brake line to hold the pressure against the brake drums when you apply the brake to stop your car while driving up hill. It holds the car from slipping, or rolling back down the hill or incline when one stops for traffic on a busy street or on a hill in the country.

MODELS - From 1937 to 1942 inclusive. See Price List for correct models.

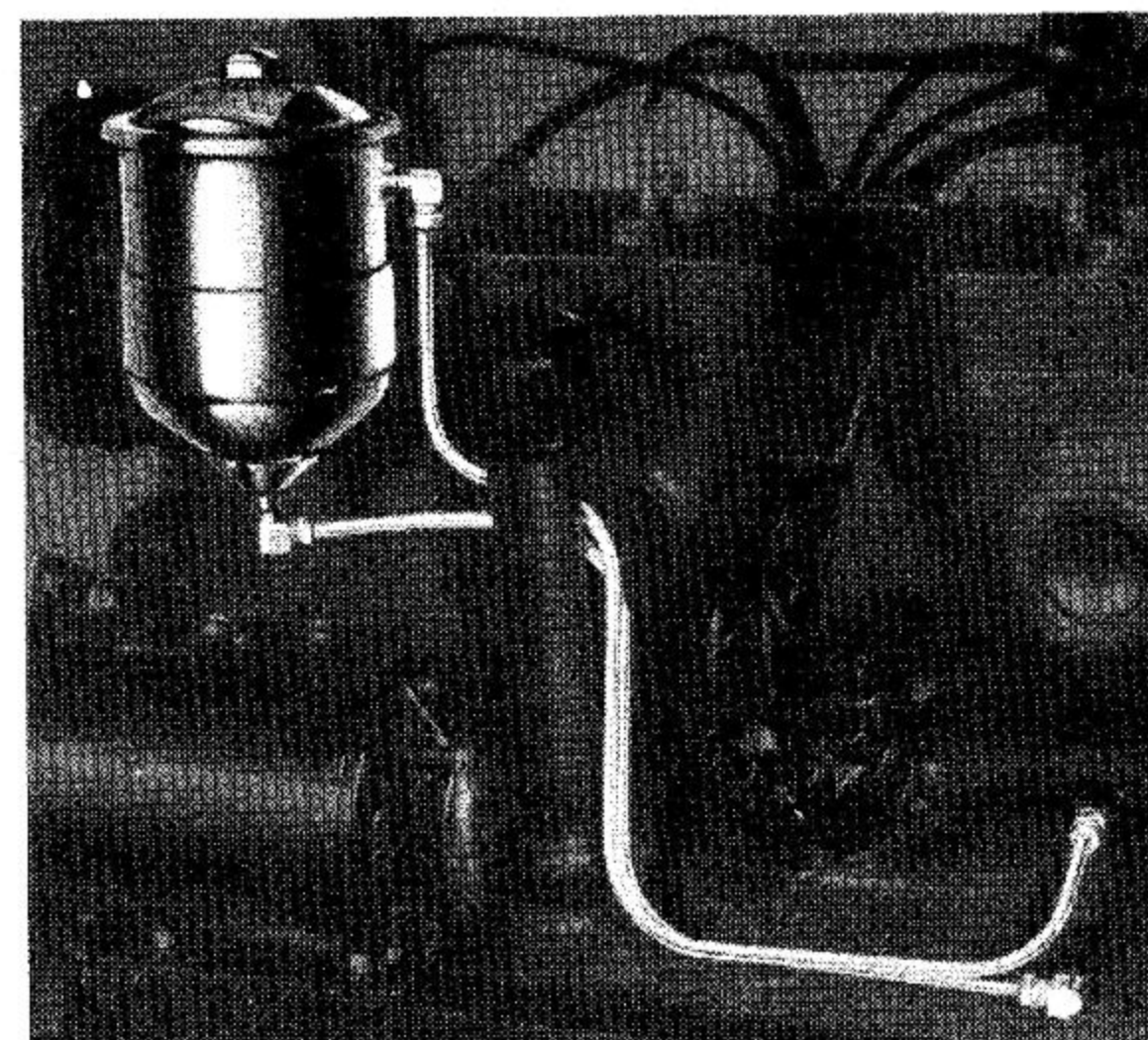
PACKARD OIL FILTER

MOTIVE FOR BUYING - Prolonged motor life - Quicker and smoother motor performance - Oil economy.

SALES FEATURES - The Packard oil filter is of the new cellulose type! This new design provides over 700 square inches of filtering area - twice the size of the old style filters! The filtering unit can be replaced when oil appears discolored. A new filtering unit can be installed quickly at very little cost.

DESCRIPTION - This assembly consists of one Packard filter with all necessary attaching pipes and bolts. The filtering unit is made up of 34 separate filtering envelopes, each using both top and bottom sides to filter the oil. This gives more than 700 square inches of filtering area - twice the amount formerly obtained in the same container.

MODELS - 110 - 120 models. See Accessory Price List for correct part numbers.



POLISH-WAX AND CLEANERS

Renew the beauty of your fine PACKARD -

Fabric Cleaner
Car Polish
Top Dressing
Cleaner and Wax Kit
Chrome Cleaner
Super Hard Gloss
Tar Remover
Touch-up Black Paint

Packard offers you a complete line of cleaners and polishes to help you renew the beauty of your car --

Each is designed to do a thorough job, depending on the condition of the car. Each is available for either customer or shop use.



RADIATOR INSECT SCREEN

SALES FEATURES - This attractive, yet practical screen keeps bugs, grasshoppers and other insects from getting into the radiator core where they stop the air circulation and, in many cases, cause over-heating. This silver-finished, rust-proof insect screen is distinctive and engineered to fit the radiator and fender grilles perfectly. Customers will insist on Packard approved accessories.

DESCRIPTION - An insect screen, especially woven and cut to conform to the contour of the radiator and fender grilles. It is composed of a light, yet sturdy, galvanized silver wire and trimmed in imitation leather. It is well tailored and carries the Packard crest. All attaching clips are furnished.

MODELS - All. See Accessory Price List.



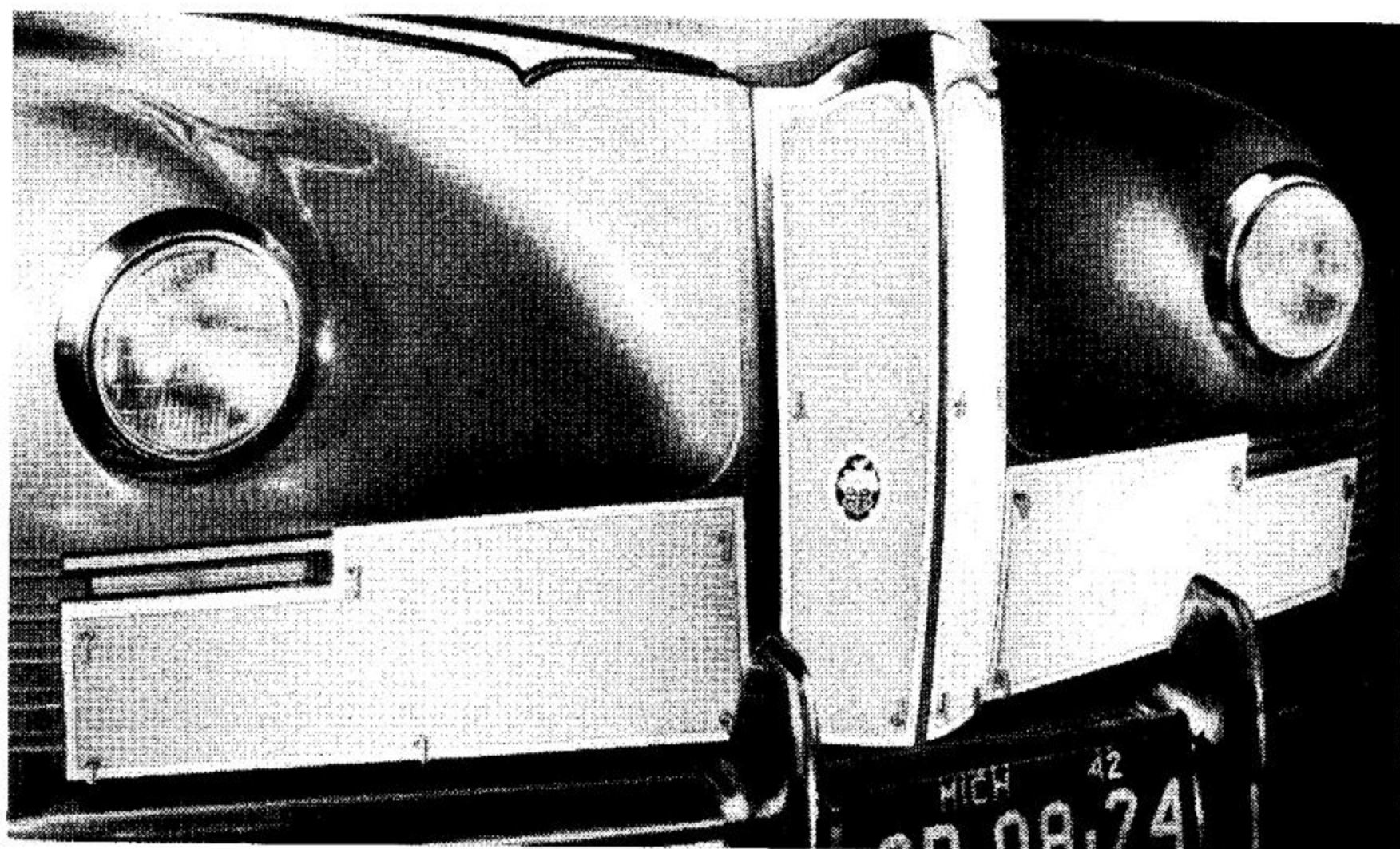
RADIATOR WINTER FRONT (FABRIC)

MOTIVE FOR BUYING - Economy, convenience, appearance.

SALES FEATURES - The purpose of this special radiator cover is to insure a quick motor warm-up in the coldest weather. This enables the motor to reach an economical working temperature quickly and to provide plenty of hot water for the car heater on a cold morning. The four-piece design, with the platted attaching clips and the Packard crest embossed on the front, makes a very neat and attractive cover.

DESCRIPTION - A sturdy, silver fabric cover made in four sections to cover the entire radiator and fender grilles. The Packard crest in colors is embossed on the right side.

MODELS - All Models. See the accessory price list for correct part number.



RADIO - CUSTOM

MOTIVE FOR BUYING - Entertainment - Convenience.

SALES FEATURES -

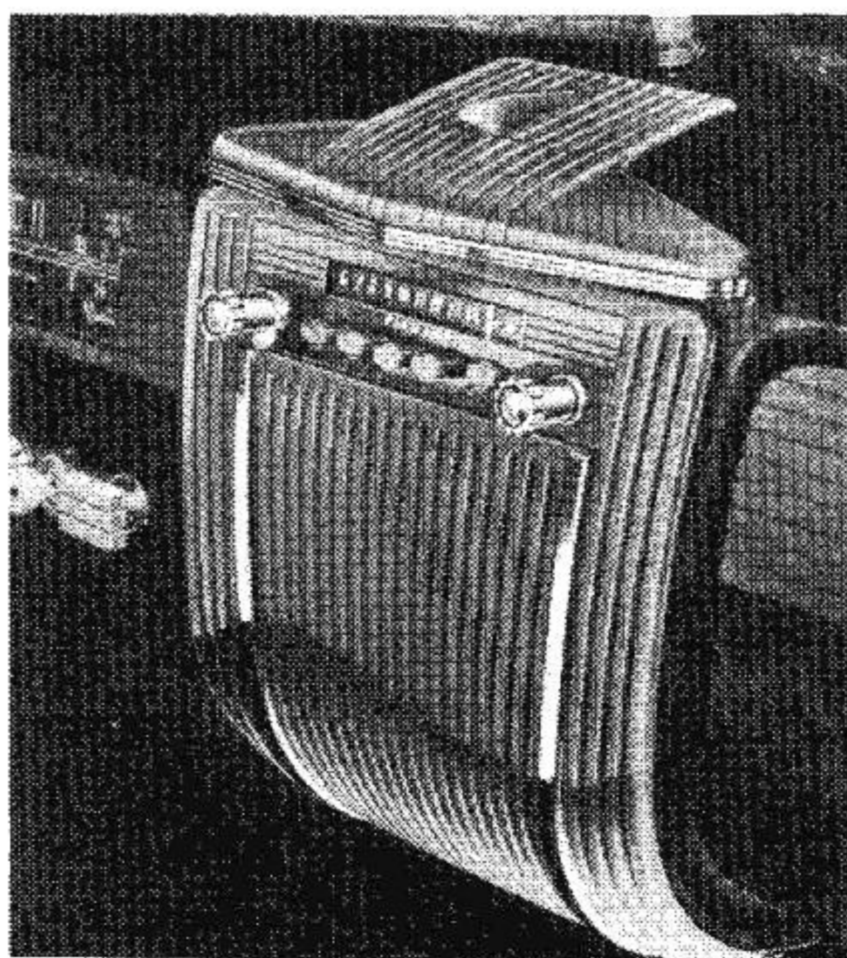
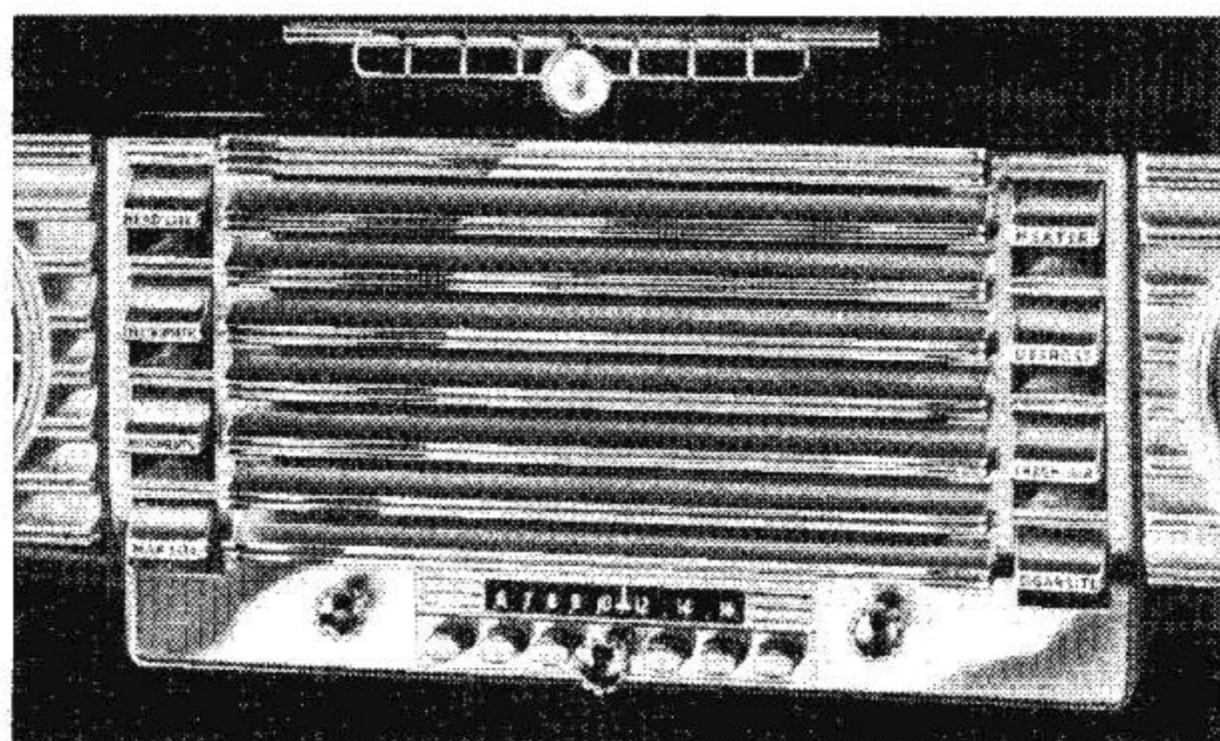
1. Mutable button, automatic radio.
2. Color-tone reception.
3. Radio mounted in instrument panel.
4. Eight working tubes, superheterodyne circuit providing performance equal to 10 tube sets.
5. New "Tun-O-Matic" selection for automatic button adjustment.

1. Any one of a number of predetermined stations can be selected at will by the lightest touch of a control button. An electric magnet does 70% of the work. Additional stations may be tuned in by depressing and rotating the control knob.
2. The Color-tone illumination of the radio dial is new.
3. The new centerline mounting of the radio in the instrument panel improves the tone of the large 8" speaker and permits rear seat passengers to hear better. It also permits the construction of the radio in a single case.
4. Eight working tubes in a superheterodyne circuit provide the performance of a ten-tube set. Improved selectivity with low circuit noise and long reception distance are characteristics. The sensitivity is better and the automatic adjustments finer. A three-gang, coil condenser is used for better tuning.

5. The automatic adjustment for any button can be changed at any time in a few minutes without the use of tools. Depress the control button and rotate the "Tun-0-Matic" wheel in the button until the desired station is secured.

These radios work with any one of the three antennas described in the front of this book.

MODELS - All 19th and 20th Series. See Price List for correct PA number.



SHORT WAVE RADIO CONTROL

MOTIVE FOR BUYING - Entertainment.

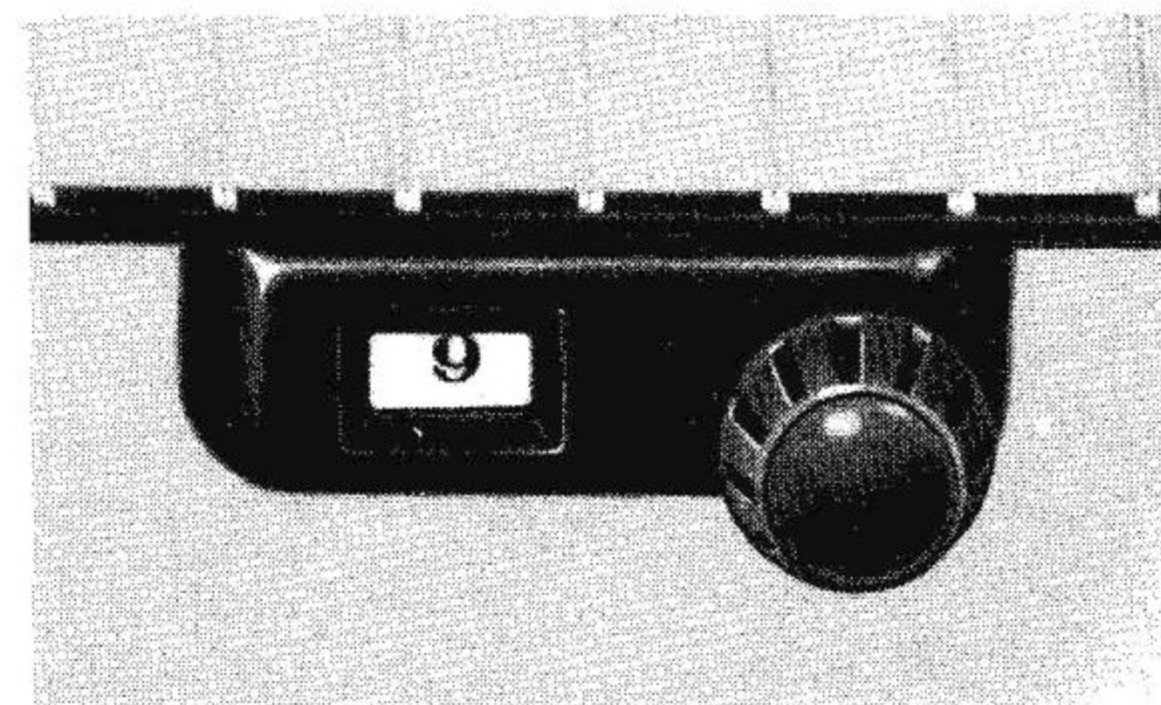
SALES FEATURES - This control permits one to hear foreign radio programs direct. It also enables one to hear the American short wave stations that broadcast daily.

Short wave programs may be heard in territories where standard broadcast reception is difficult, especially in the daytime. It will not pick up interference from high tension power lines and other overhead wires.

DESCRIPTION - The short wave control plugs into the regular Packard Custom Radio, adding two special tubes to the circuit, which increases the power of the set. A small control dial is mounted under the edge of the instrument panel. This is used to select the "Wave Band" desired. The regular radio manual control is used to pick out the desired program.

PACKAGING - One short wave radio control unit with necessary filters in a shipping carton.

MODELS - All 19th and 20th Series cars.



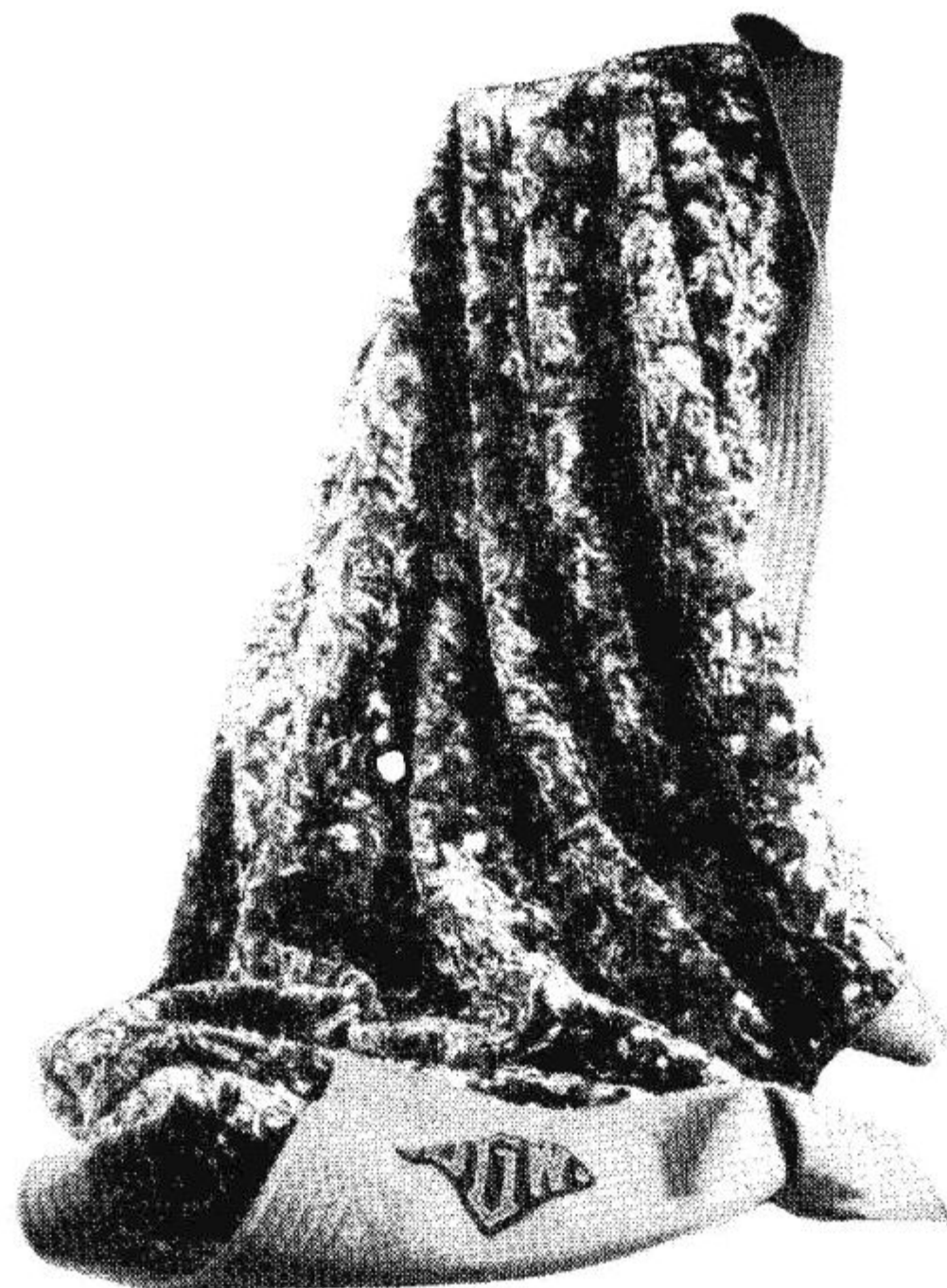
ROBES

REASONS FOR BUYING - Comfort - Beauty - Pride of Ownership.

SELLING FEATURES - These robes are extremely warm. They are beautiful - made of the finest silk plush, and upholstery material. One side is silk plush and the other is the same upholstery material as used in your car. They are full size - large enough for three persons to use.

Any monogram can be worked into the robe to personalize it. Many buyers use contrasting colors for these monograms.

MODELS - All (See Accessory Price List for correct part numbers).



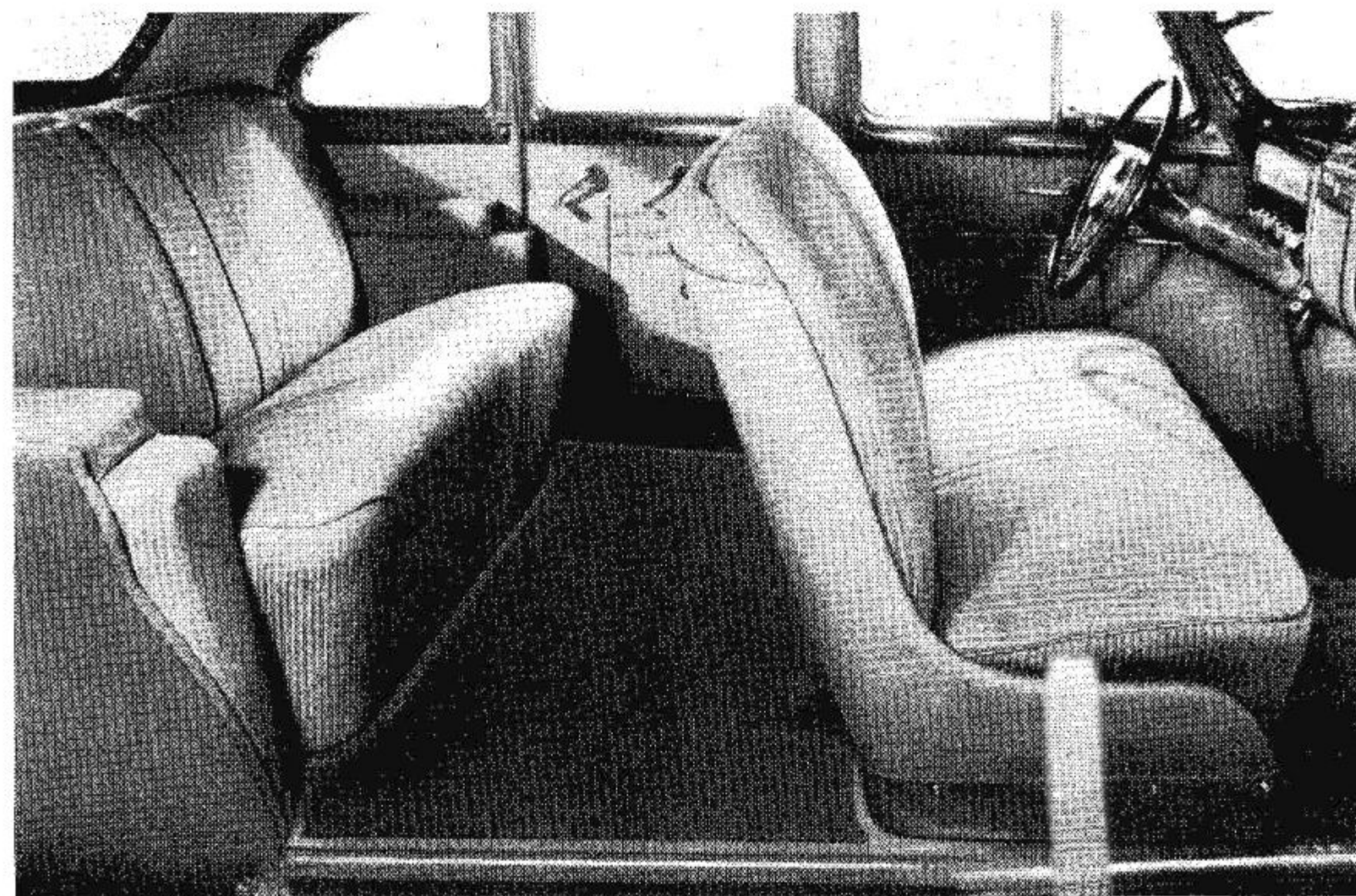
RUBBER MAT

REASONS FOR BUYING - Economy, beauty of car's interior.

SALES FEATURES - A moulded rubber mat to place on top of the regular tonneau carpet in bad weather. This mat will protect the carpet from mud, slush and dirt. It will prolong the life of the beautiful carpet and safeguard the appearance of the rear compartment.

DESCRIPTION - This mat is moulded to a custom fit of the carpet to be protected. An attractive pattern has been cast into the mat. It will give long service and pay for itself several times over in keeping the interior of the car beautiful.

MODELS - All sedans (See Accessory Price List for correct part numbers).



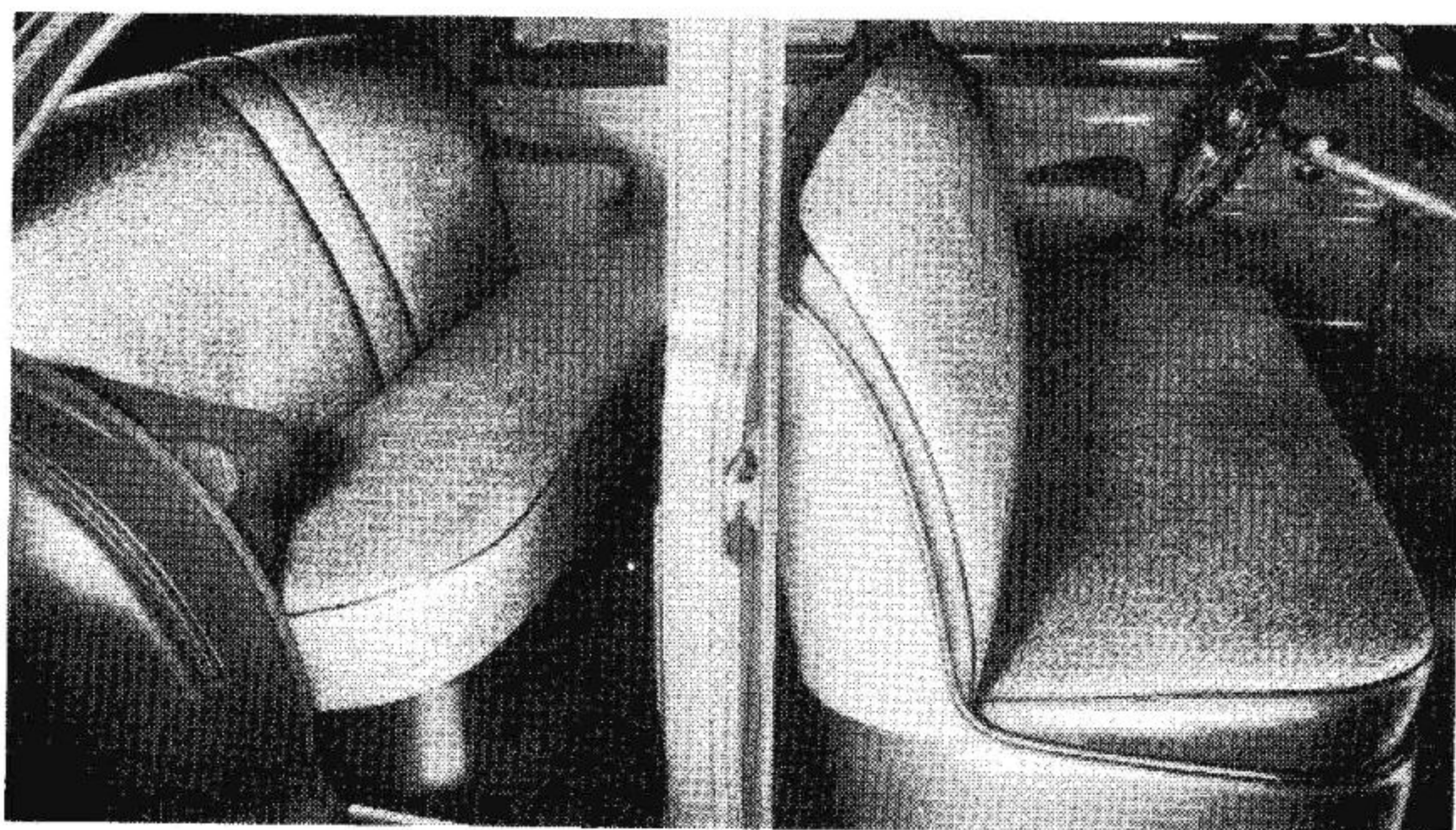
SEAT COVERS-SAN-TEX

MOTIVE FOR BUYING - Comfort, appearance, convenience.

SALES FEATURES - San-Tex seat covers are very desirable in warm weather because of their coolness, neat appearance and cleanliness. They are also very much appreciated in winter because heavy clothing does not adhere to them enabling one to slide across the seats. These covers entirely cover the seats and seat backs and have a tailored appearance because of their snug fit. They can be cleaned easily, without removing them from the car, by using a damp cloth.

DESCRIPTION - San-Tex seat covers are made of a woven fibre material which covers the seats and seat backs. A leather material covers the seat frames. The edges are bound with imitation leather binding. These seat covers are supplied in an attractive color pattern to harmonize with the interior of the car.

MODELS - Covers are available to fit all Packards. Order by numbers furnished in the Accessory Price Book.



SEAT COVERS - "Pack-TEX" Cloth

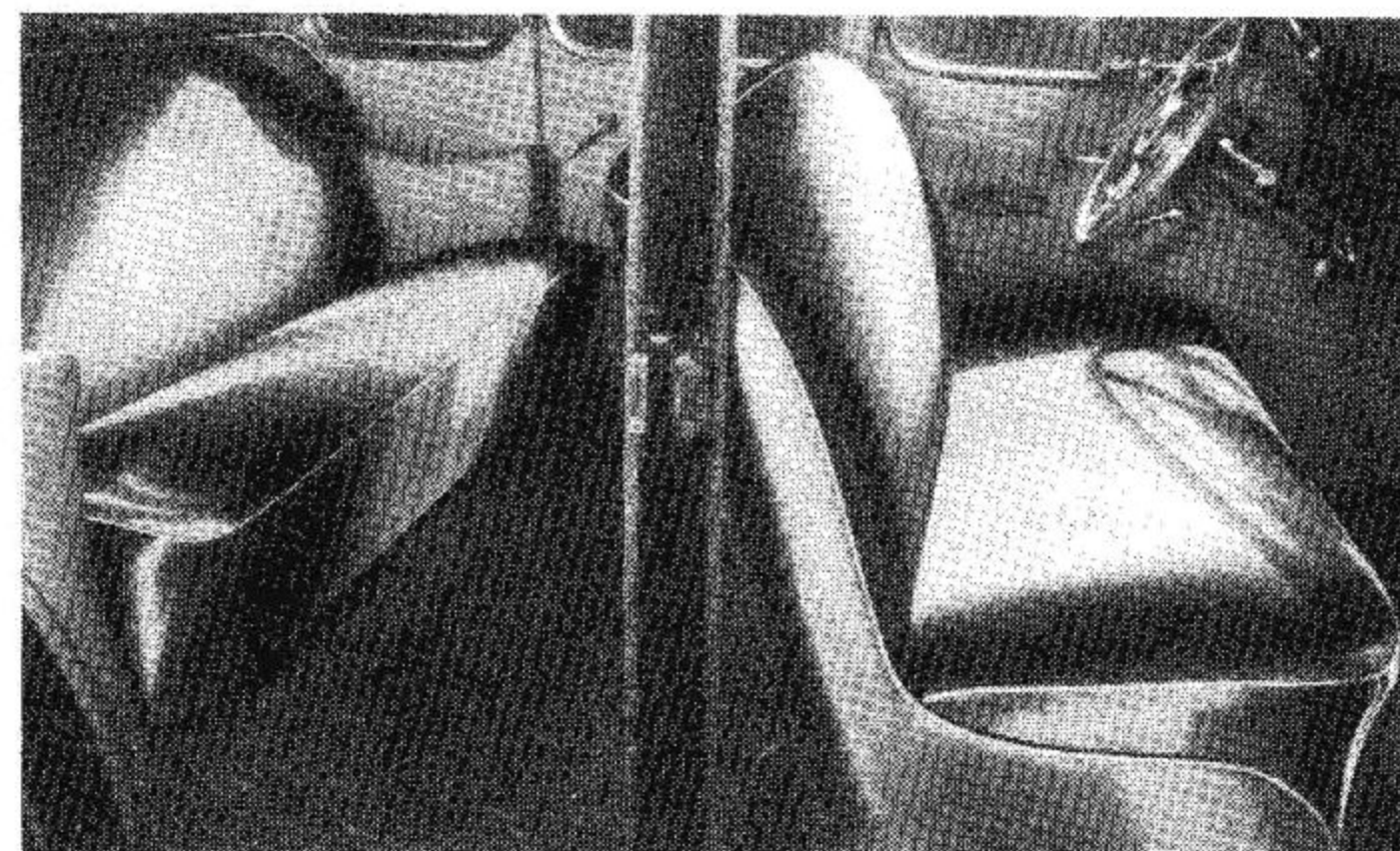
MOTIVE FOR BUYING - Comfort - Appearance.

SALES FEATURES - These beautiful covers add much to the appearance of the car. They are cool to sit on, easy to slide on and very beautiful to look at. "Pack-TEX" covers are very durable. They will withstand the hard usage of baby's feet and Junior's pets. These covers are easily dry-cleaned.

DESCRIPTION - "Pack-TEX" cloth is a hard, durable cloth with a satin finish. It is color-fast and can be cleaned when necessary. Four colors are available - Maroon, Light Blue, Green and Navy Blue. The binding is in silver colored sateen. Each set of covers is custom tailored to order.

PACKAGING - One complete set of covers with all attaching parts.

MODELS - All. See Price List for correct number and prices.



SUN VISOR - ADJUSTABLE

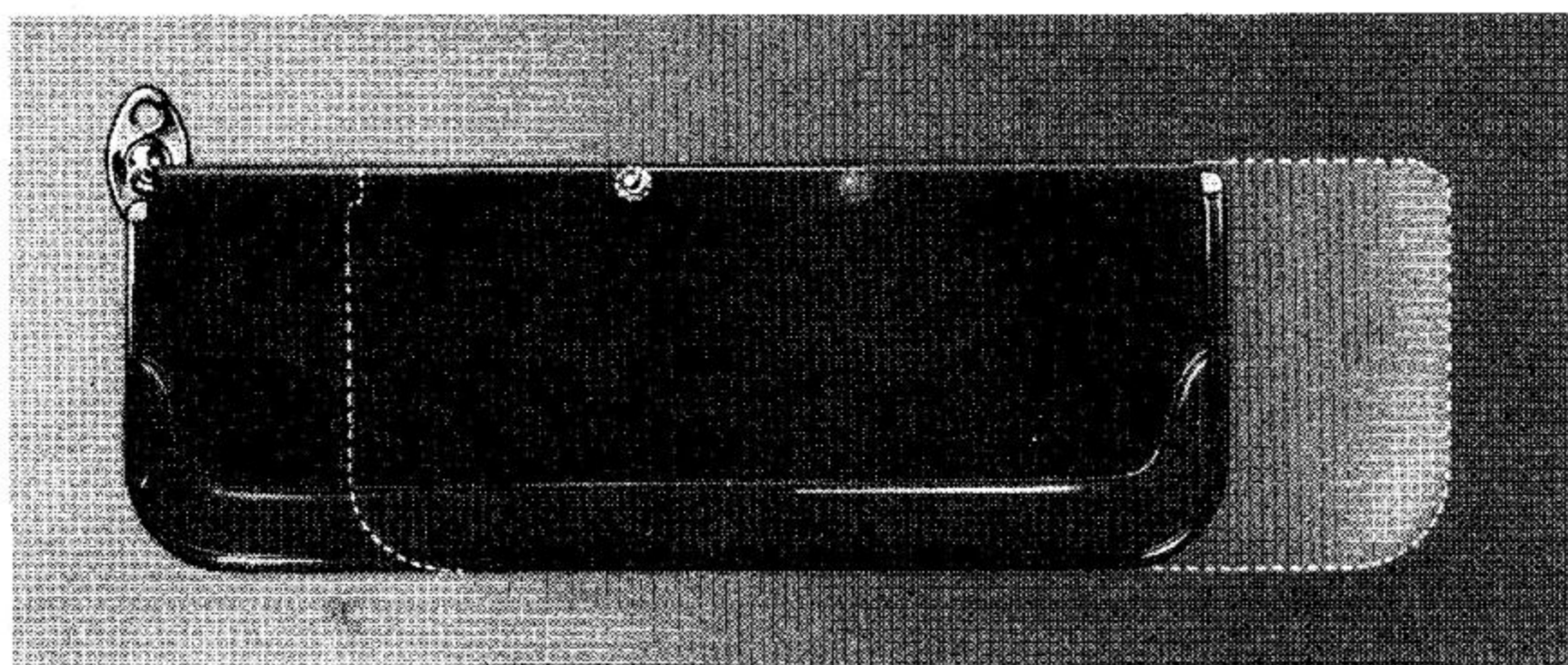
MOTIVE FOR BUYING - Comfort - Convenience.

SALES FEATURES - This visor is adjustable to slide over to the right visor. It will add much to the pleasure of driving, relieve eye strain and eliminate the blinding glare of the late afternoon sun. The visor will swing to cover the door window and pull back to protect the driver.

DESCRIPTION - This large sun visor is adjustable. It permits one to cover the space in the center of the windshield. The visor is leather trimmed and covered with upholstery cloth of a neutral color. The visor is held securely in place by tightening a wing nut which is within easy reach. Visors are available for either the right or left side of the car. They replace the regular visors furnished with the car.

PACKAGING - One visor, either right or left, to a package.

MODELS - 2000-1-10-11.

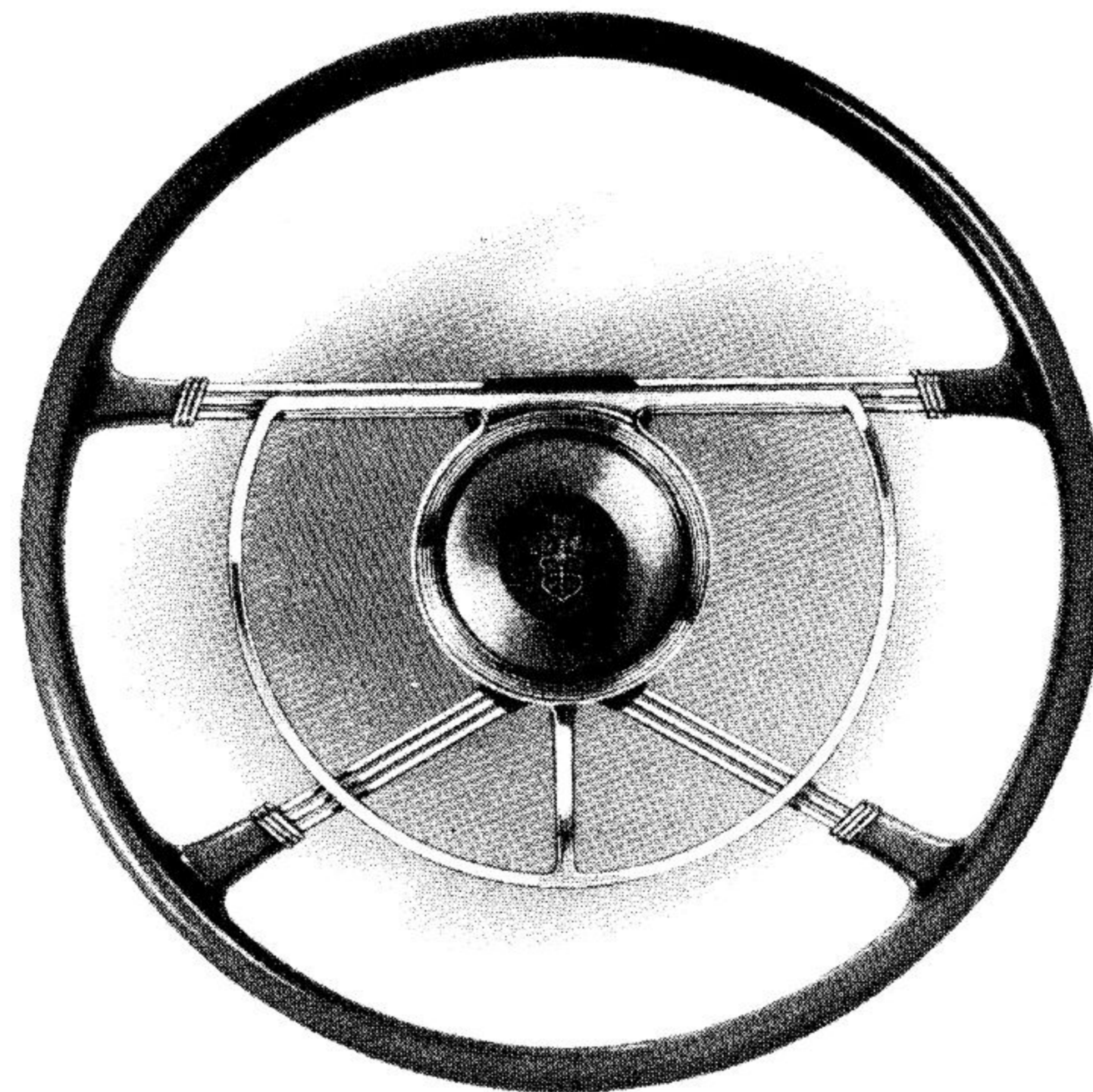


STEERING WHEEL - DELUXE

MOTIVE FOR BUYING - Beauty, Comfort, Convenience, Pride of Ownership.

SALES FEATURES - This new, exclusive, four-spoke wheel, with its convenient horn ring will appeal to many. The comfort of driving with the new hand-grip moulded into the ring, and the distinctive design add to the luxurious front compartment appointments in any car. The new design gives an unobstructed view of the instrument panel. The Tenite rim and horn button emblem harmonize with the other car accessories.

MODELS - All 19th and 20th Series. (See Accessory Price List for the correct part numbers and colors.)



VENETIAN SHADE

MOTIVE FOR BUYING - Extra comfort, reduced headlight glare.

SALES FEATURES - This practical sun shade prevents the direct rays of the sun from shining through the rear window. This provides extra comfort and protection for rear seat passengers.

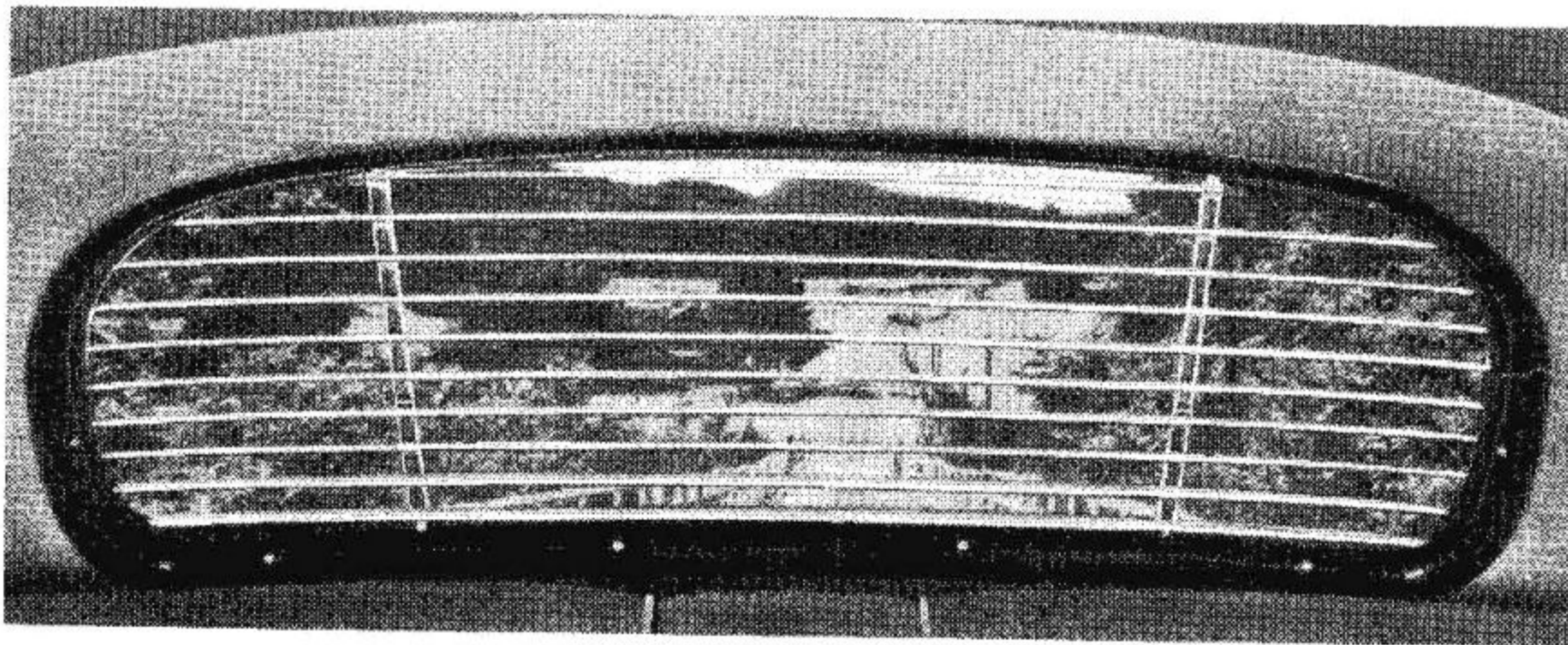
Unobstructed vision through the rear window is assured because the metal slats are welded in place.

Headlight glare is minimized by the reflecting value of the slats across the rear window.

DESCRIPTION - The shade consists of a number of thin, metal slats assembled onto a steel frame and lacquered to harmonize with the interior finish of the car. Two strong, concealed springs hold the shade in place. It can be installed in a very few minutes without the use of tools.

PACKAGING - One shade in a carton.

MODELS - All 19th and 20th Series closed cars. See Price List for correct PA number.



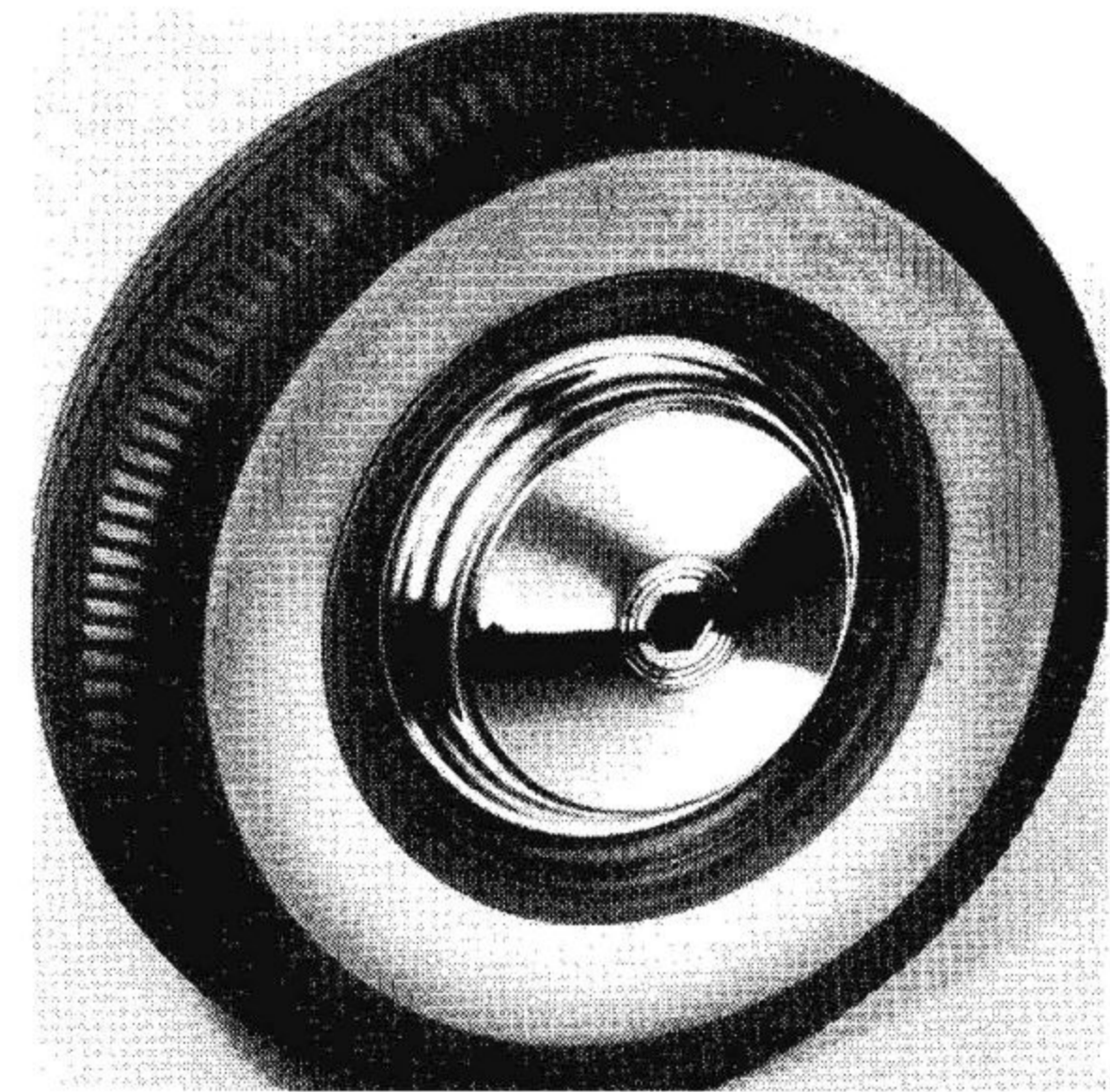
WHEEL HUB SHELL COVERS

MOTIVE FOR BUYING - Appearance, Individualize Car.

SALES FEATURES - These covers are for the car owner who wants his car to have a smart, distinctive appearance. They tend to give the appearance of smaller wheels and larger tires. They are ideal for convertible cars. The tire valves are convenient with these covers installed.

DESCRIPTION - A bright, steel disc, which is attached to the hub by steel spring fingers. It completely covers the outside of the wheel except for the outer edge of the rim. This band of color around the rim gives a finished appearance to the ensemble. Wheel trim rings may also be used.

MODELS - Six and Eight. See Accessory Price List for correct part number.



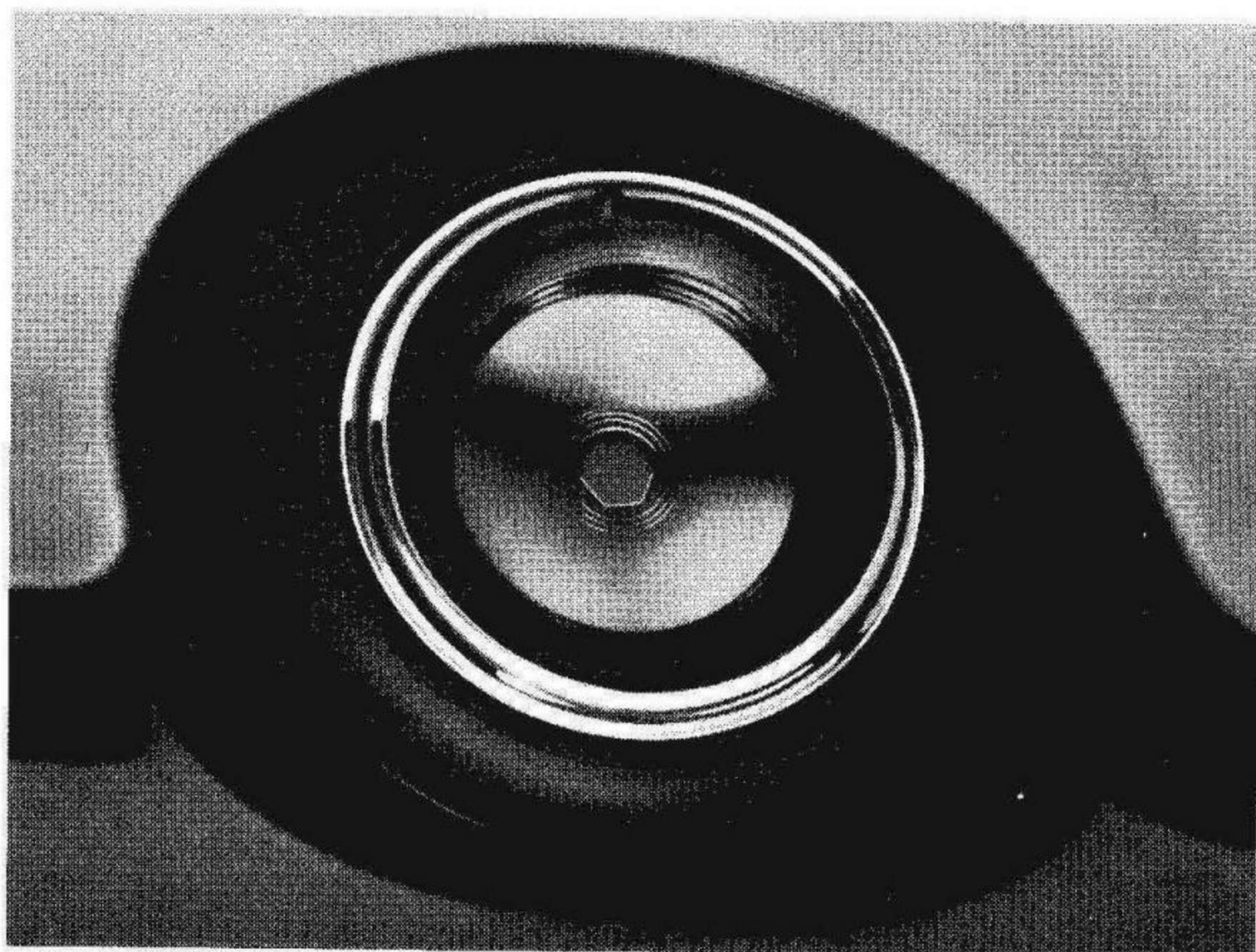
WHEEL TRIM RINGS (5)

MOTIVE FOR BUYING - Appearance, Pride of Ownership.

SALES FEATURES - They add brilliance, smartness and distinction to Packard cars. The wheels appear even smaller and the tires and hub caps larger. They add that final touch of individuality. They will not rust or tarnish. Sell them to owners who want distinction and smartness in their cars.

DESCRIPTION - Made of highly polished steel. Metal serrations on the rear of these mouldings attach them to the wheel rims.

MODELS - Six, Eight and Super Eight.



SHIELDS - REAR WHEEL

MOTIVE FOR BUYING - Appearance - Pride of ownership.

SALES FEATURES - The 1942 Packard wheel shields "streamline" the appearance of the car. They make it look much longer and lower. The shields cover a little more than half the wheel and line up with the bottom of the fender. They have a patented locking device that makes it easy to remove and reinstall the shields.

DESCRIPTION - Pressed steel shields to mount on each rear fender. An easy-operating locking device for holding them in place. Furnished in prime or painted to match car.

MODELS - All 1941 and 1942 model cars. See Accessory Price List for correct part number.

