

FOR YOUR

ACCESSORIES

PACKARD

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# PACKARD APPROVED



## ACCESSORIES

BEAUTY, comfort, utility and traditional quality distinguish the Packard accessories for 1937.

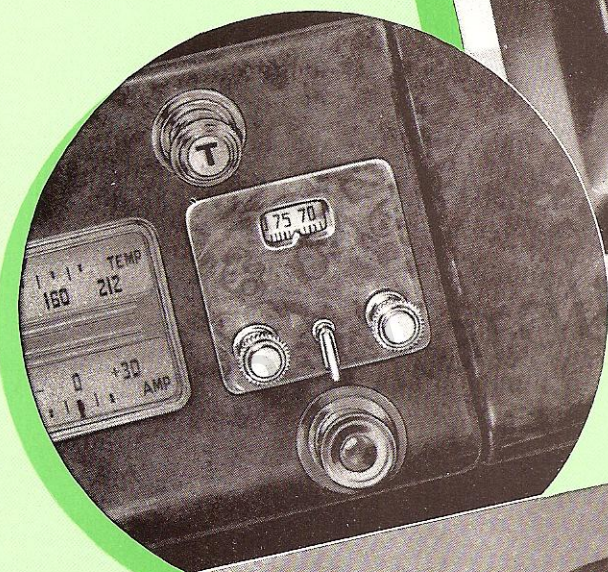
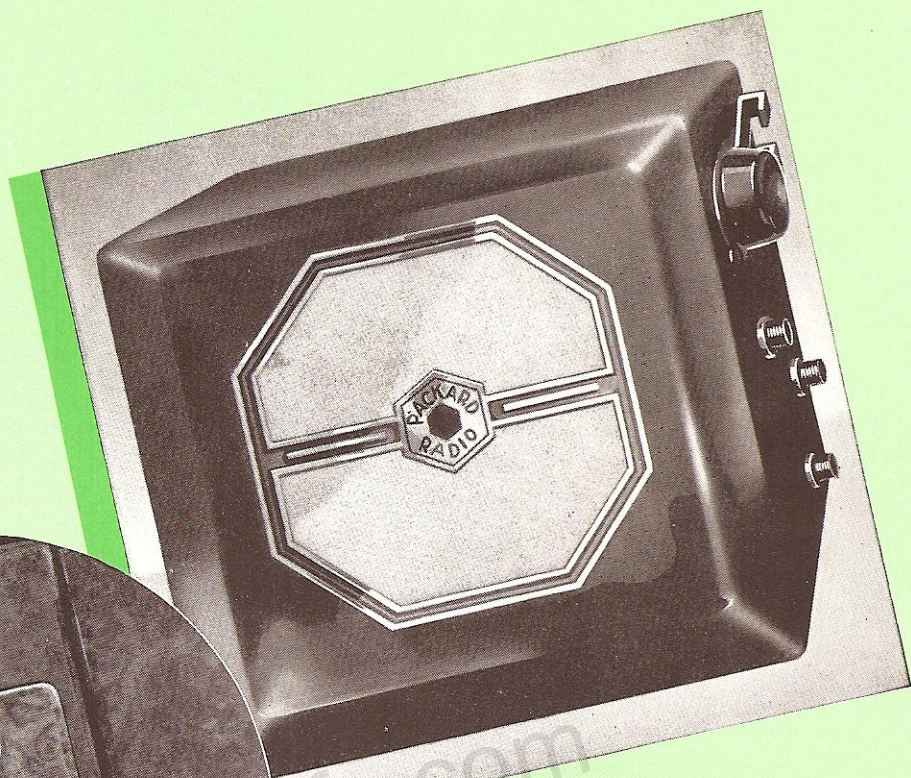
No one can be more certain that the radio, heater or other accessory is correctly designed and built to give you satisfactory service on your Packard car than the men who designed your car. For this reason every item in this catalog has been tested and approved by the Packard engineers.

Accessories purchased with new cars may be included in the convenient time payment plan. Select your accessories from your dealer's display. He is prepared to install any item quickly and satisfactorily.

General Accessory Division  
PACKARD MOTOR CAR COMPANY  
Detroit, Michigan



**SINGLE-UNIT RADIO**—This new moderate priced single-unit radio provides clear reception and true reproduction. The instrument panel control matches the other instruments and affords easy selection of favorite stations and volume control. Installed \$49.50.

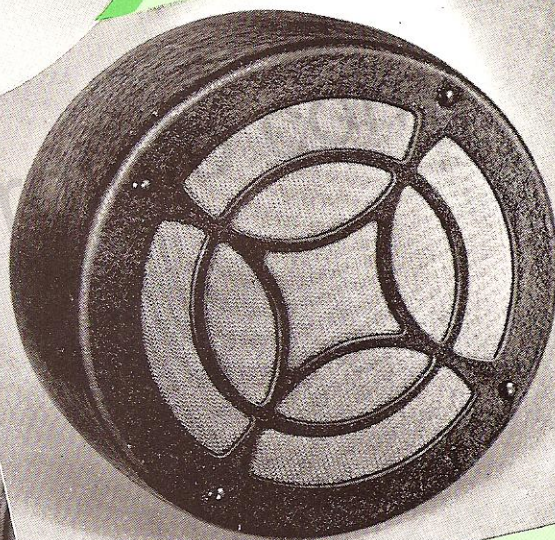
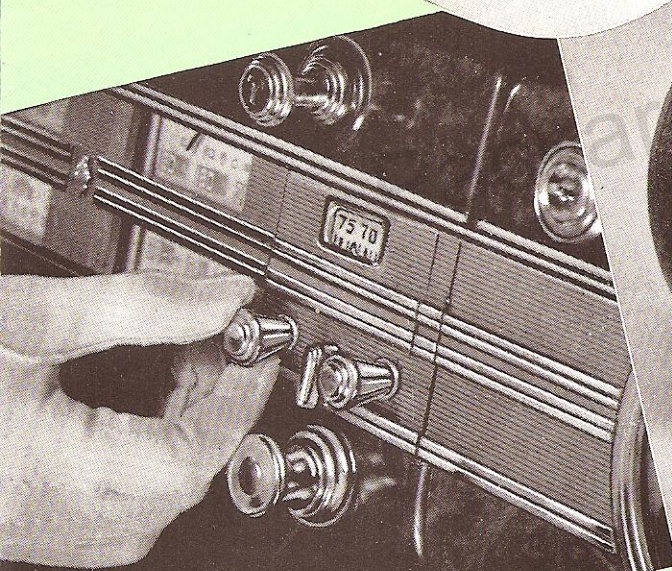


**OVERHEAD SPEAKER**—This new overhead speaker provides perfect sound distribution, with equal reception in the front and rear seats. Stations may be tuned in when driving at high car speeds without tone distortion or loss of volume. **NOTE:** This type speaker is optional at no extra cost with a Packard Custom Radio.





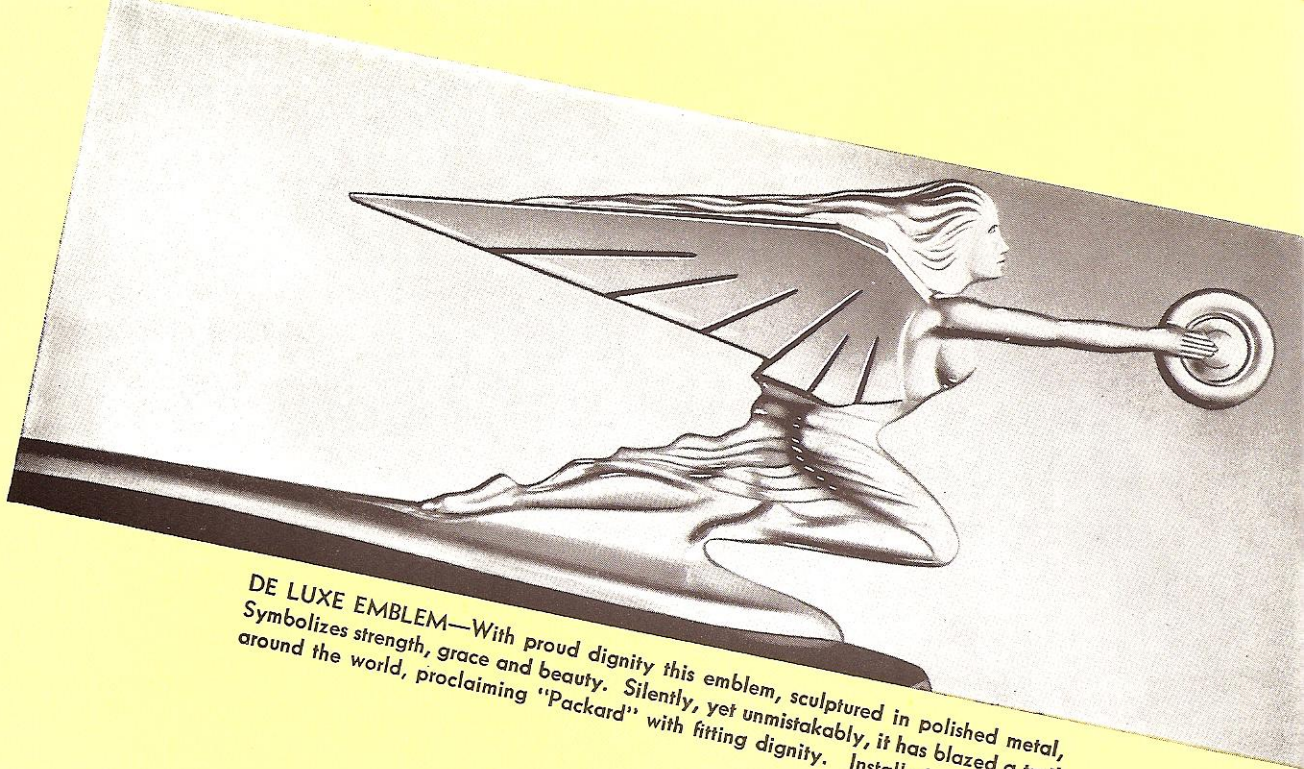
**PACKARD CUSTOM RADIO—**  
Culminating months of research  
and engineering, the Packard  
Custom Radio is outstanding and  
specially designed for use in the  
new Packard One Twenty and  
Packard Six.



The enjoyment of your Packard car will be immeasurably increased  
if it is equipped with a Packard Custom Radio—then, wherever  
you go, important news events, delightful music and clever enter-  
tainment will be at your finger tips.

Incorporated in its design are new features and develop-  
ments to give more faithful reproduction, wider tuning range  
and clearer reception. Installed price \$59.50.



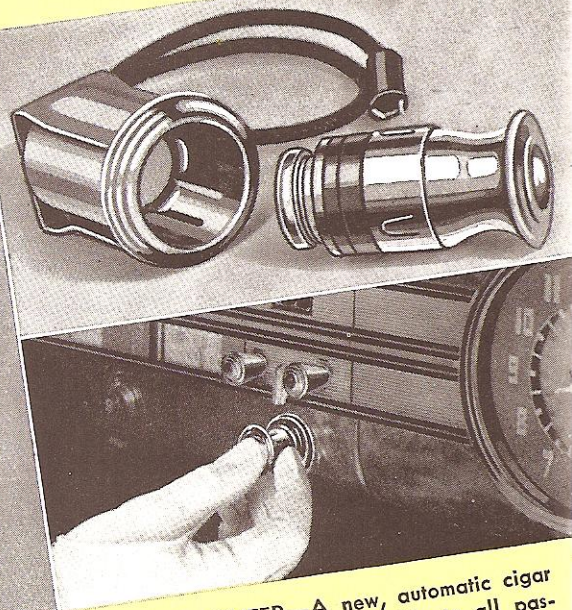


**DE LUXE EMBLEM**—With proud dignity this emblem, sculptured in polished metal, Symbolizes strength, grace and beauty. Silently, yet unmistakably, it has blazed a trail around the world, proclaiming "Packard" with fitting dignity. Installed price \$6.00.

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**LICENSE PLATE FRAMES**—Chrome license plate frames add beauty and a finished appearance to any car. They are adjustable and can be installed easily. Installed price \$2.50.



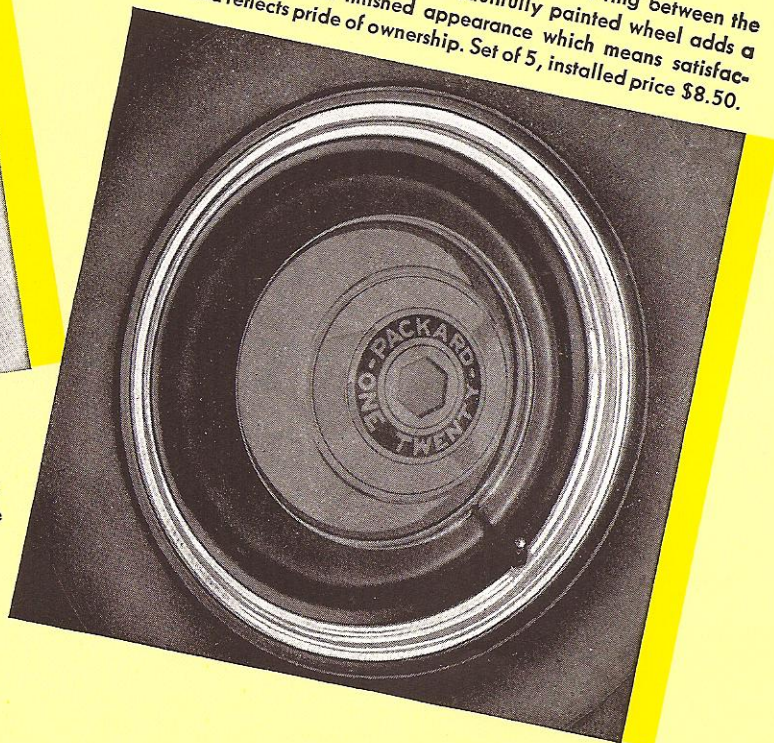
**CIGAR LIGHTER**—A new, automatic cigar lighter. This lighter is available to all passengers as it is designed to pass around. Installed price \$2.50.



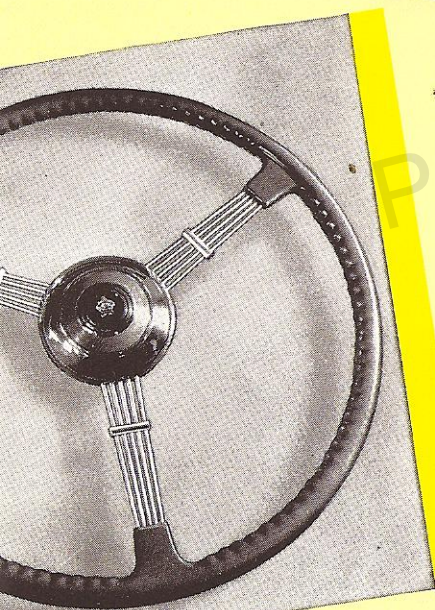
**ELECTRIC PANEL CLOCK**—Beautiful and serviceable, this electric clock is a day and night convenience. The dial and hands are indirectly lighted to prevent glare and provide clear visibility at all hours. The clock is easily installed in the glove compartment door. Electrically wound, it is accurate and requires no attention. Designed to match the other dials on the dash, it adds much to the rich appearance of your car. Installed price \$11.50.



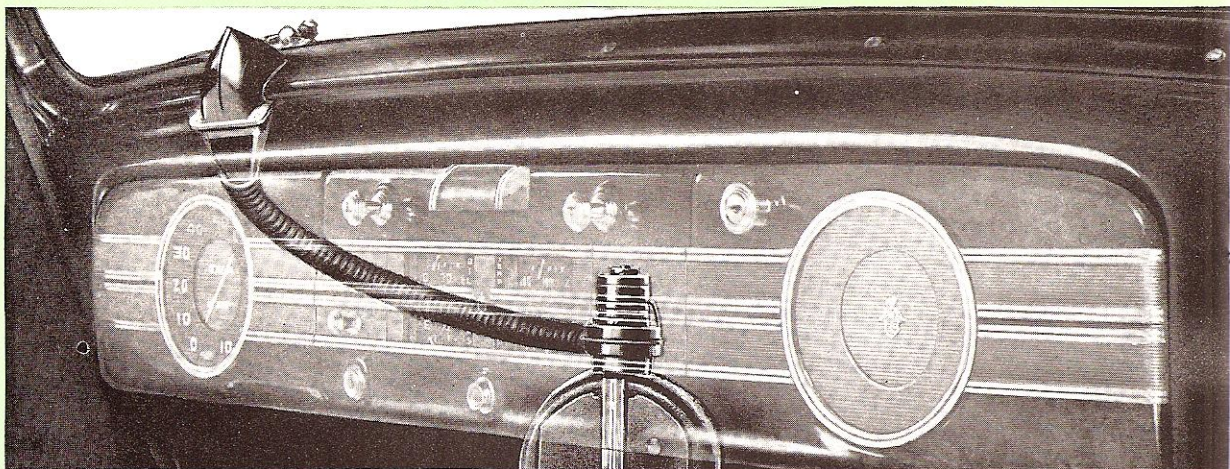
**CHROME WHEEL TRIM RINGS**—A chrome ring between the inner edge of the tire and the beautifully painted wheel adds a lustrous touch—that finished appearance which means satisfaction and reflects pride of ownership. Set of 5, installed price \$8.50.



**FLEXIBLE STEERING WHEEL**—An added touch of smartness in the front compartment is obtained by using this attractive steering wheel. The spokes are made of a series of small-diameter, chrome plated steel rods. Installed \$11.95



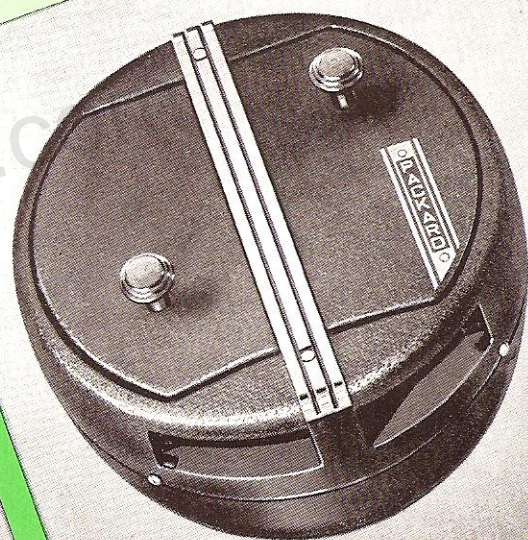




**WINDSHIELD DEFROSTER**—A new Packard unit. It forces a stream of hot air across the windshield in front of the driver, keeping the glass free of mist, sleet and frost. Independent of the car heater, it can be used at any time. Its use will add immeasurably to the pleasure and safety of driving in bad weather, summer or winter. Installed price \$6.75.



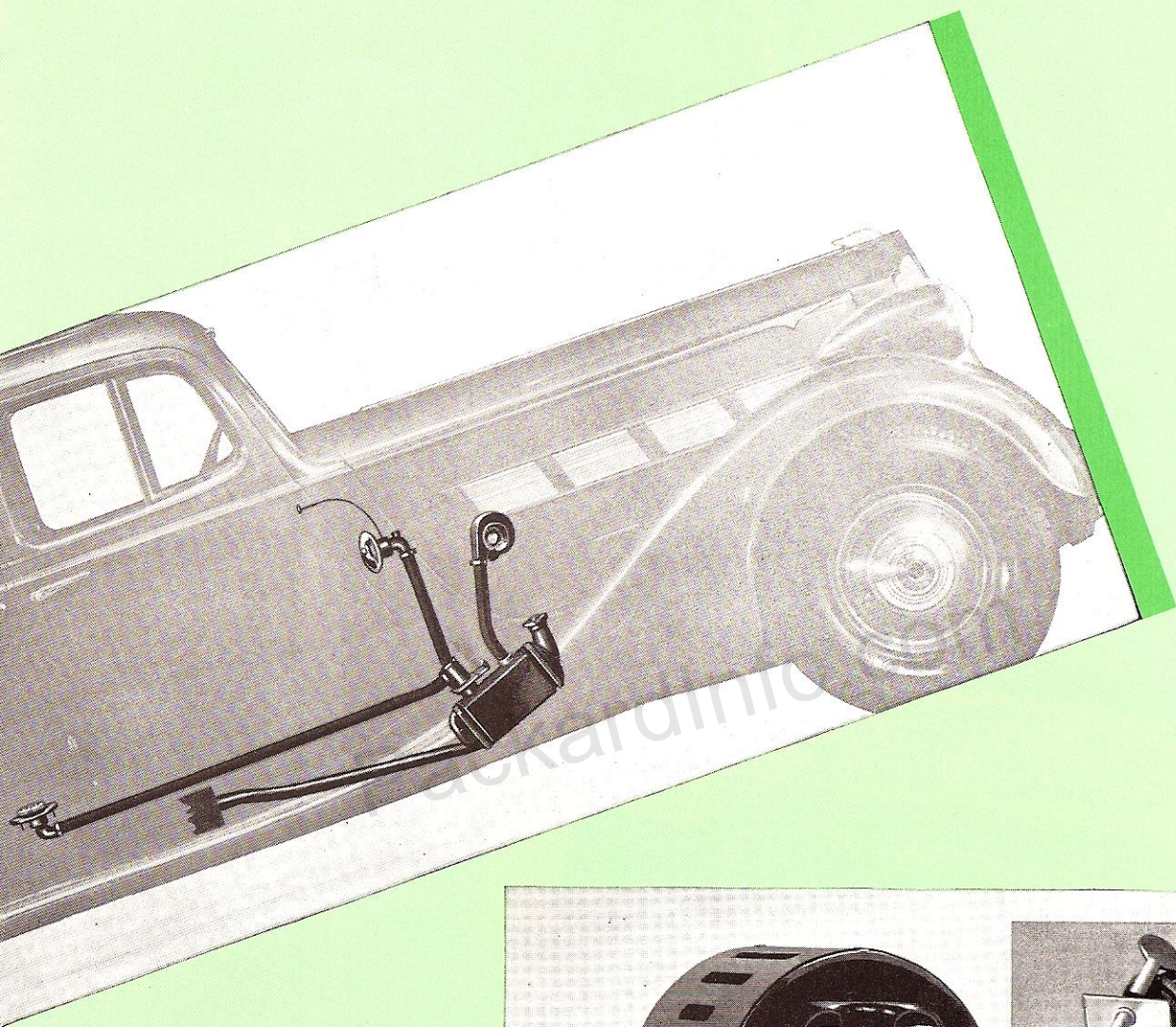
**DE LUXE HOT WATER HEATER**—A large and efficient heater with a SEVEN INCH FAN. Two deflector doors together with the down draft openings in the bottom permits perfect distribution of heat. An illuminated rheostat switch regulates the volume of heat. The new Packard Windshield Defroster may be used with this heater. Installed \$18.75.



**STANDARD HOT WATER HEATER**—A smaller and more moderately priced heater. About 70% as efficient as the De Luxe model, this heater supplies ample heat for milder climates or where the maximum heat is not desired. Installed price \$14.95.



**PACKARD DOUBLE HOT AIR HEATER**—Quick heat throughout the car. A steady flow of warm, fresh air is constantly maintained by the power-driven fan. Circulated through two registers, the amount of heat may be regulated by the rheostat control switch. Installed price \$37.50.

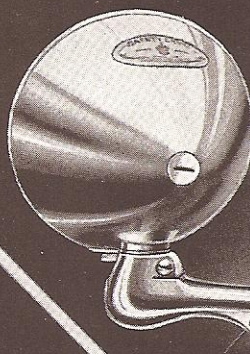
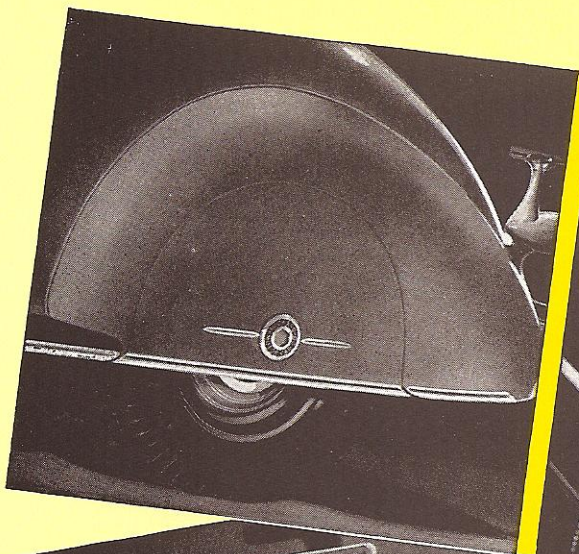


**BATTERY CHARGER**—A valuable aid in keeping your battery fully charged during the cold winter months. It is easy to use in your own garage. Just connect one of the plugs in a light socket and leave it there. When you drive your car in at night, plug the other end of the wire into the convenient instrument board socket. Installed \$8.25.

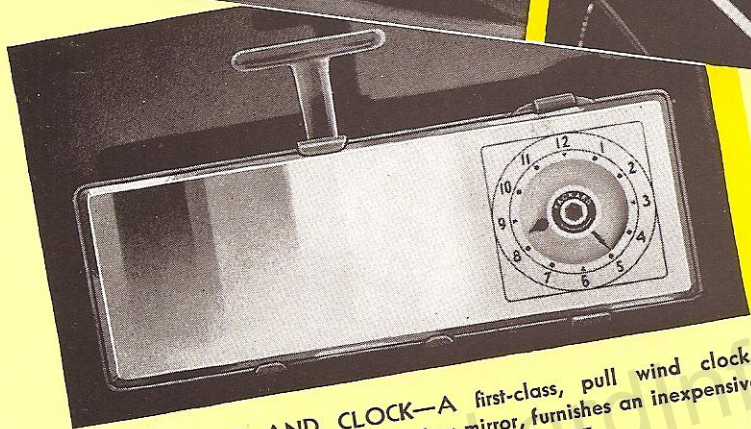
**NOTE:** Extra instrument board sockets are available for use on your second car or motor boat. Price 75c.





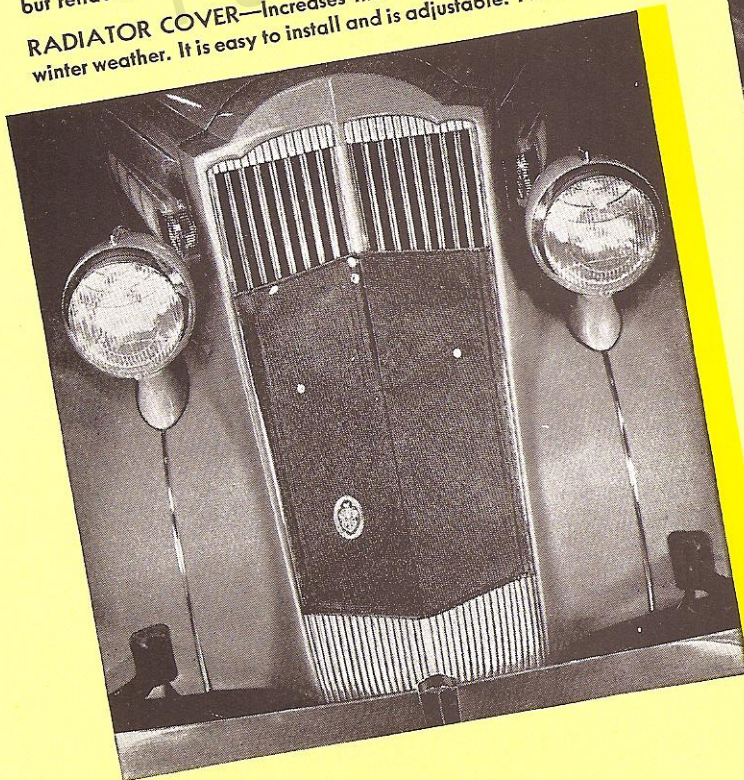


**INNER-CONTROL SPOTLIGHT**—The light beam may be focused in any direction from the interior of the car. Installed price —Closed Models, \$18.50; Convertible Models, \$21.00.

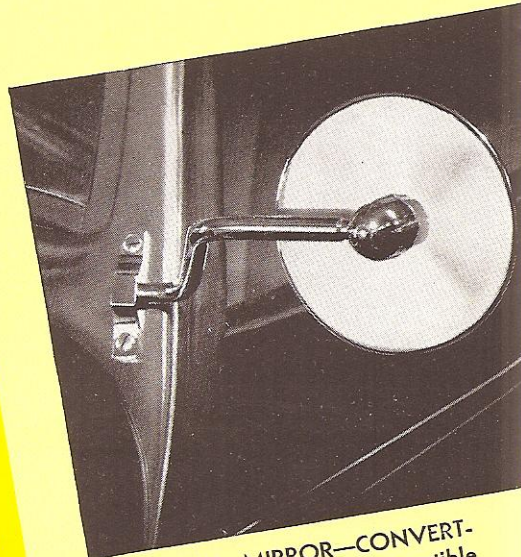


**MIRROR AND CLOCK**—A first-class, pull wind clock, mounted in a special rear-view mirror, furnishes an inexpensive but reliable timepiece. Installed price \$4.25.

**RADIATOR COVER**—Increases the efficiency of your car in winter weather. It is easy to install and is adjustable. Price \$1.85.



**WHEEL SHROUDS** harmonize with the car. They are stylish and reduce the spray of mud or water. Pair installed \$22.50.

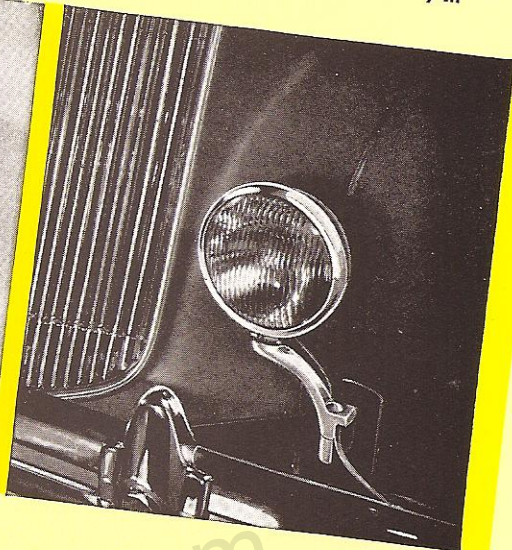
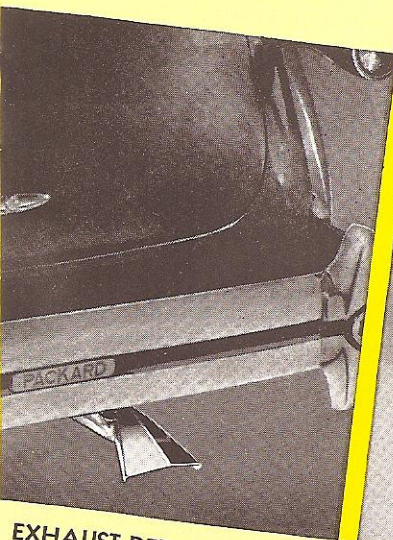


**REAR-VIEW MIRROR—CONVERTIBLE MODELS**—For the convertible coupe or sedan this special extension mirror is mounted on the windshield post. Installed price \$5.00.

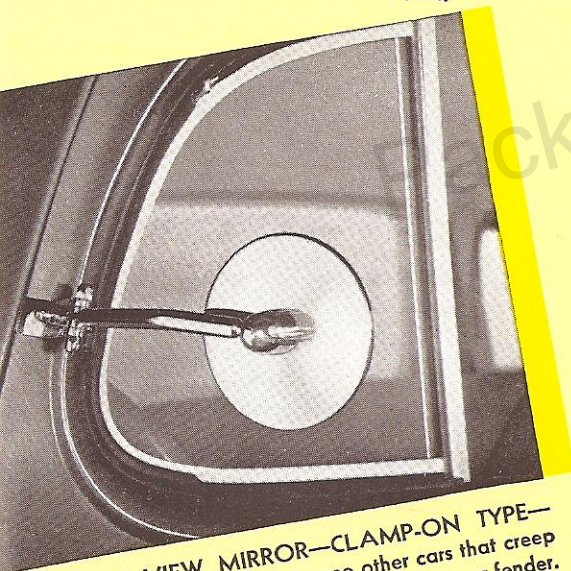


**GAS TANK LOCKING CAP**—This cap will prevent the theft of your gasoline. Its cost is less than the cost of half a tank of gasoline. Installed price \$1.50.

**FOG LIGHT**—A powerful driving light to cast a long, low beam of fog penetrating light. It will be appreciated by the motorist who drives at night, especially in fog, snow and rain. Installed price \$6.95 each.

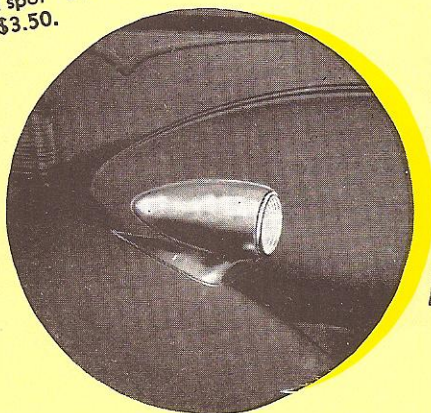


**EXHAUST DEFLECTOR AND EXTENSION**—Inexpensive, strong and easy to install, this attachment prevents the chrome bumper from becoming discolored from the exhaust vapors. Installed price \$1.25.

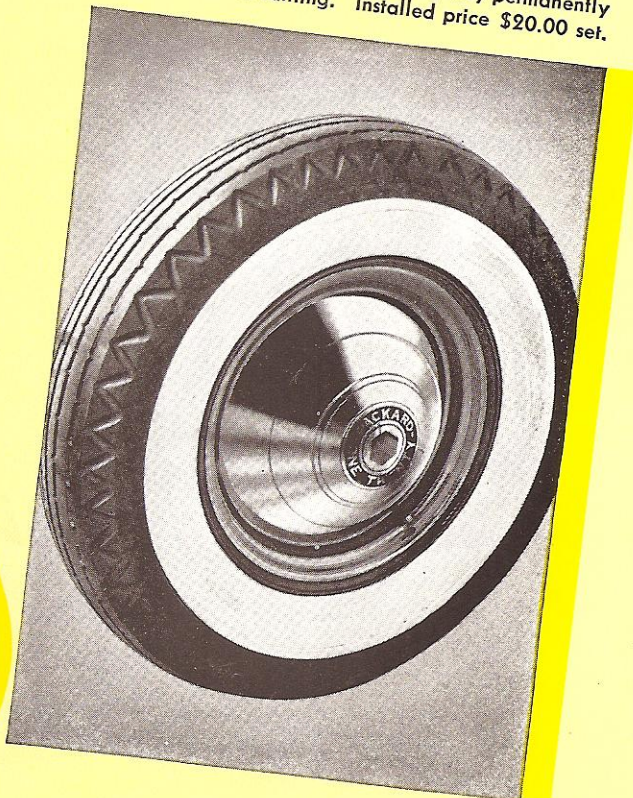


**REAR-VIEW MIRROR—CLAMP-ON TYPE**—This item enables you to see other cars that creep into that "blind spot" beside your left rear fender. Installed price \$3.50.

**FENDER LIGHTS**—Beside the sleek, bullet-like headlights on the new Packard cars, you will often see miniature, tear-drop fender lights. Lacquered to match the car or in full chrome finish, they add an extra flare. Installed price \$13.50.

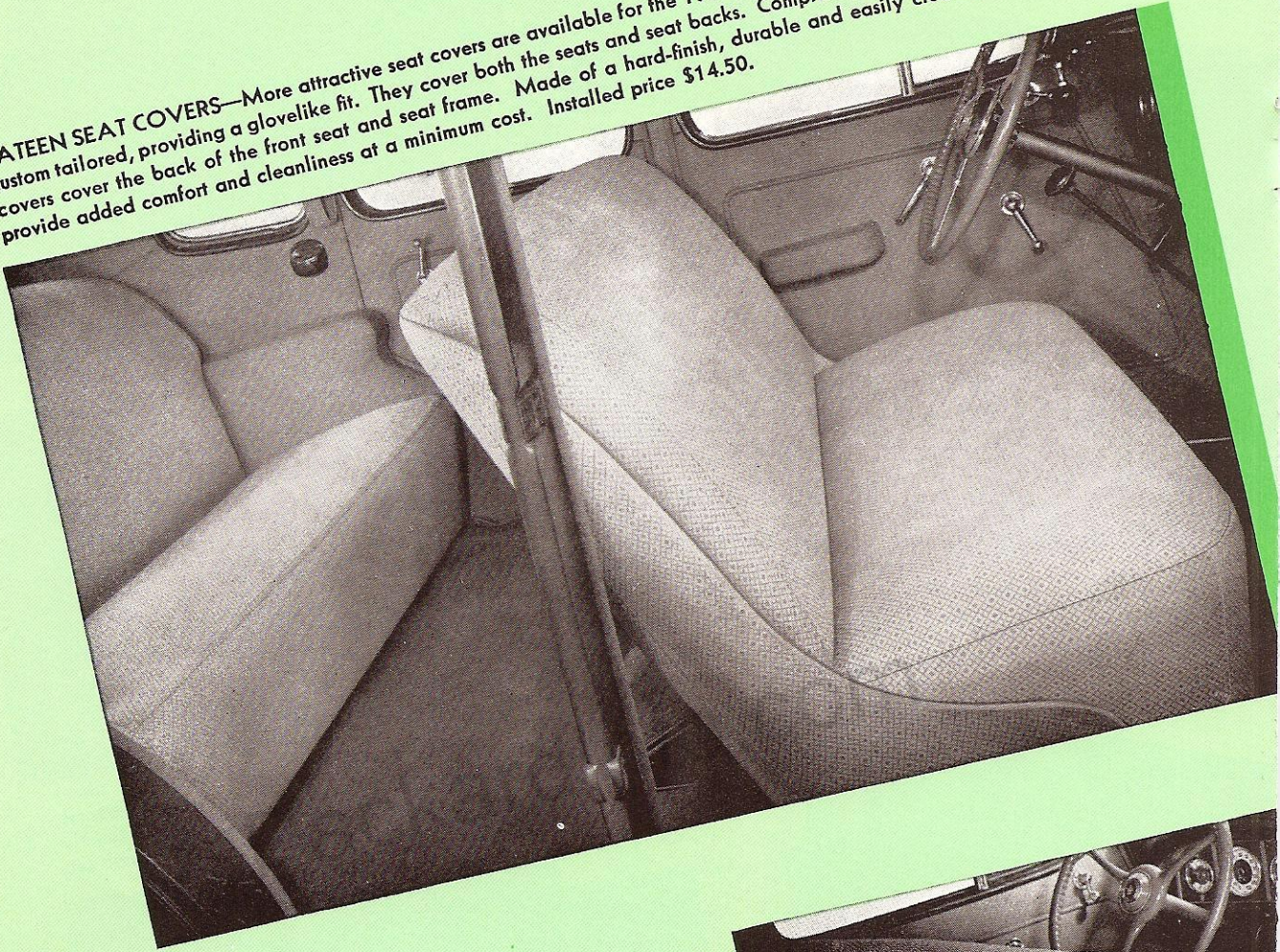


**CHROME WHEEL DISCS**—Pride in appearance and that added note of exclusive styling—these requirements are met by the use of Packard chrome wheel discs. They are made of pressed steel and chrome plated. Installation is easy and they stay permanently in place without rattling. Installed price \$20.00 set.



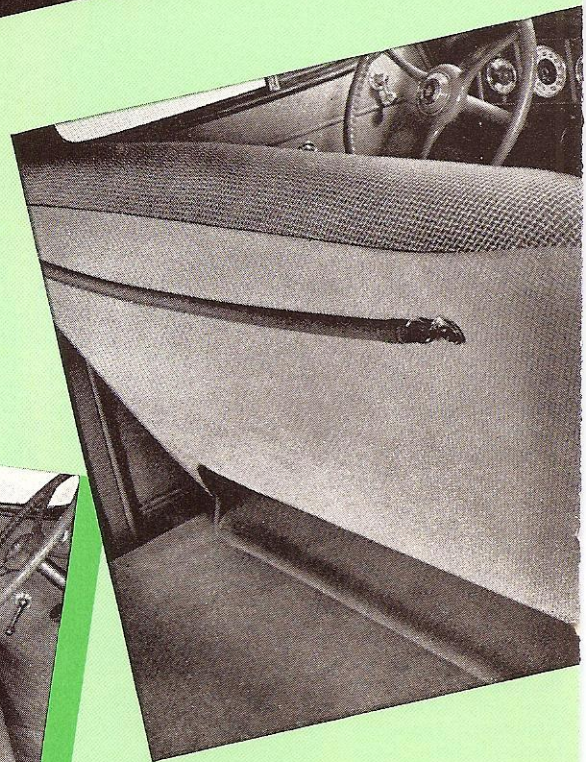
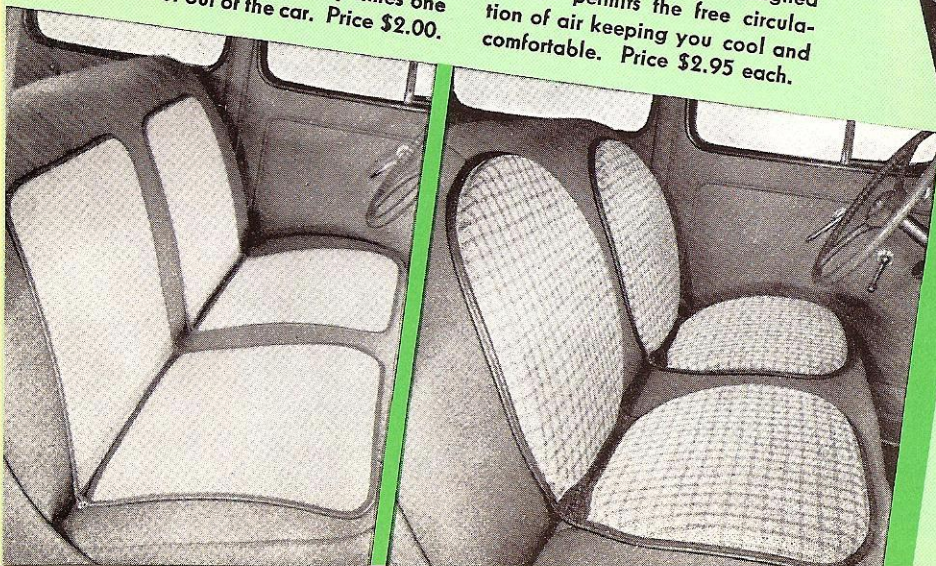


**SATEEN SEAT COVERS**—More attractive seat covers are available for the 1937 Packard 120 and Packard Six. They are custom tailored, providing a glove-like fit. They cover both the seats and seat backs. Complete protection is provided, as the covers cover the back of the front seat and seat frame. Made of a hard-finish, durable and easily cleaned material, they provide added comfort and cleanliness at a minimum cost. Installed price \$14.50.

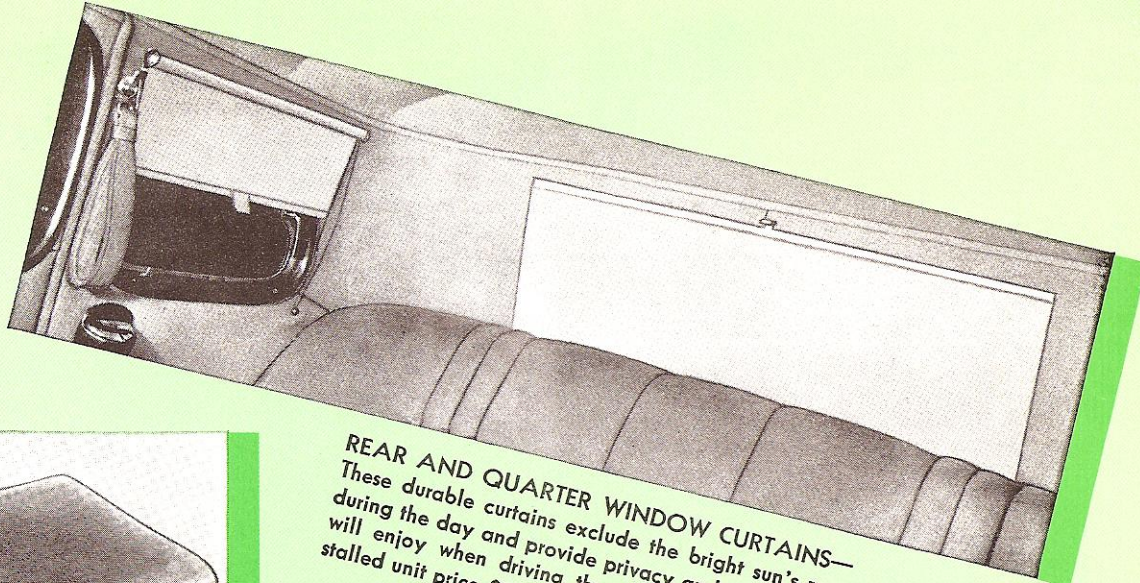


**SPRINGHOLD SEAT PADS** are made of a loosely woven, fiber material smooth and soft. The pad stays in an upright position, no matter how many times one may get in or out of the car. Price \$2.00.

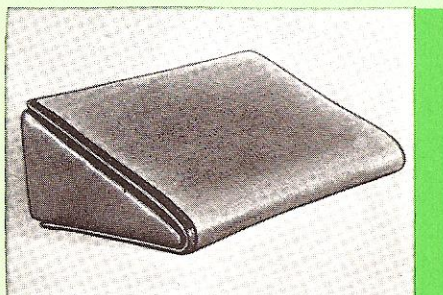
**PACKARD KOOL KOOSH-ION**—This specially designed cushion permits the free circulation of air keeping you cool and comfortable. Price \$2.95 each.



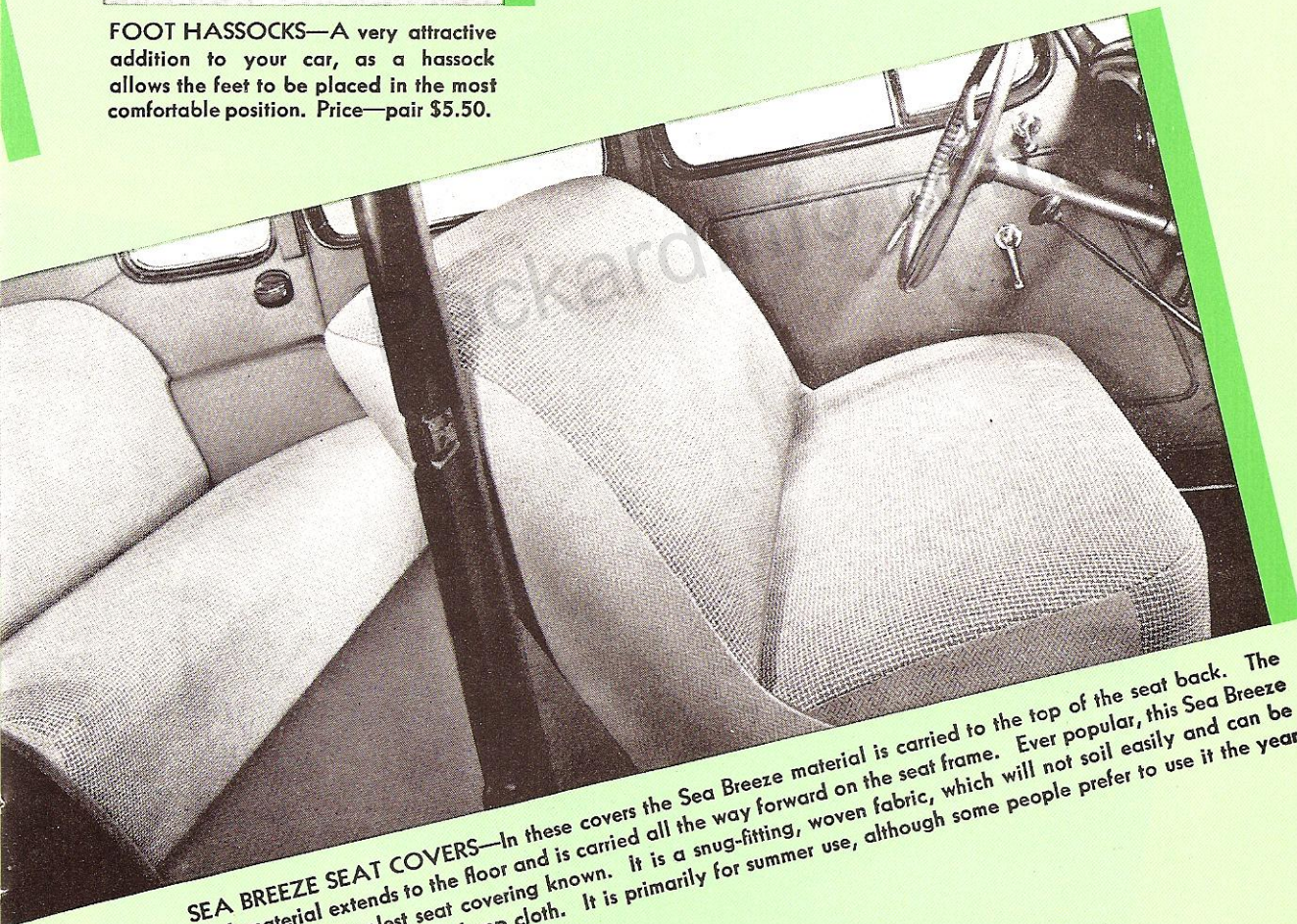




**REAR AND QUARTER WINDOW CURTAINS—**  
 These durable curtains exclude the bright sun's rays during the day and provide privacy and comfort you will enjoy when driving through heavy traffic. Installed unit price \$3.00.

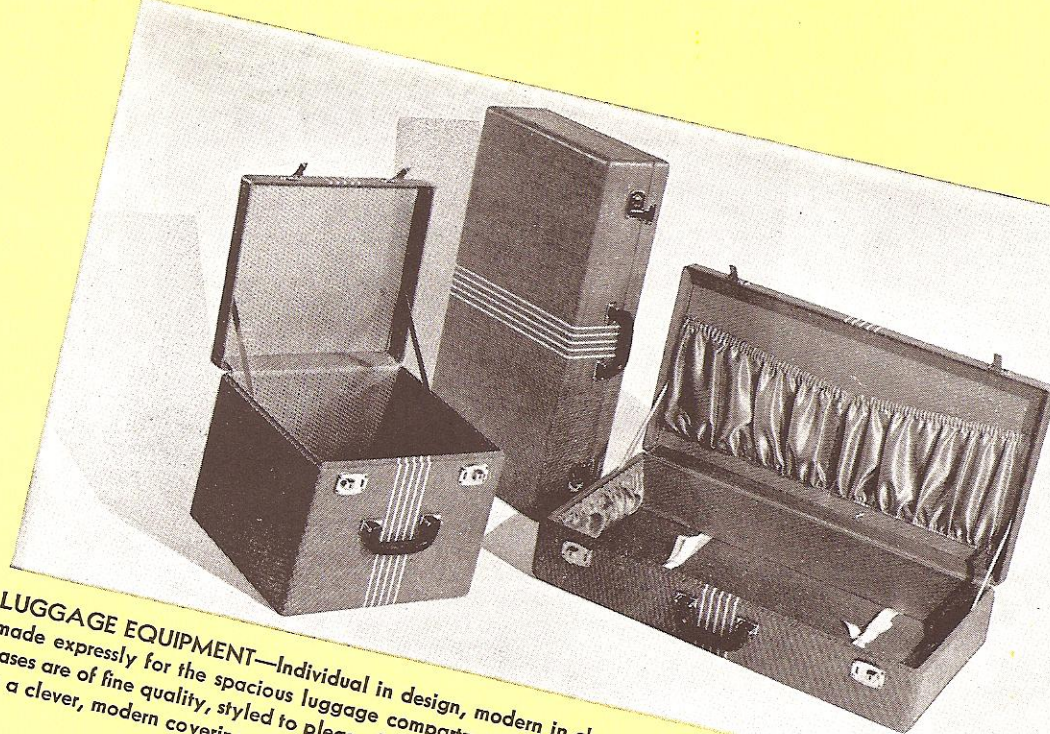


**FOOT HASSOCKS—**A very attractive addition to your car, as a hassock allows the feet to be placed in the most comfortable position. Price—pair \$5.50.

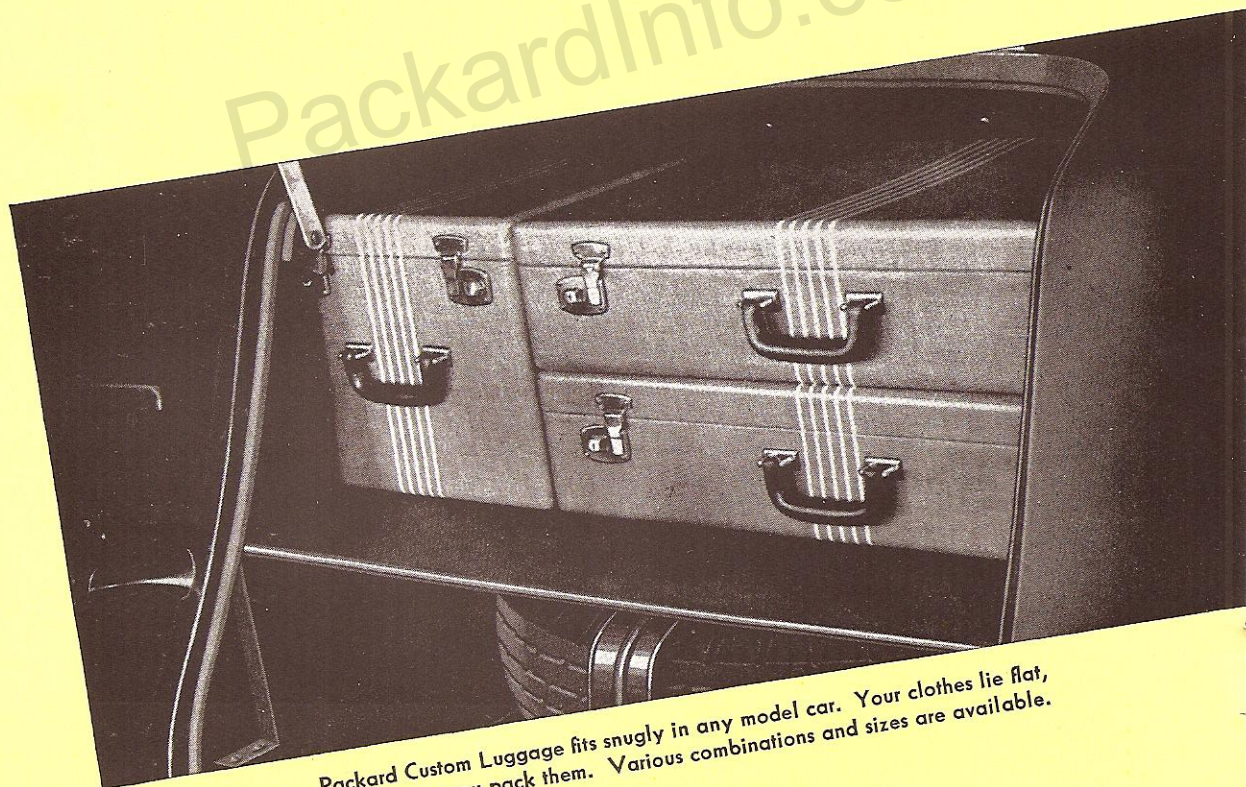


**SEA BREEZE SEAT COVERS—**In these covers the Sea Breeze material is carried to the top of the seat back. The back material extends to the floor and is carried all the way forward on the seat frame. Ever popular, this Sea Breeze material is the coolest seat covering known. It is a snug-fitting, woven fabric, which will not soil easily and can be cleaned by wiping with a damp cloth. It is primarily for summer use, although some people prefer to use it the year around. Installed price \$11.95.





**LUGGAGE EQUIPMENT**—Individual in design, modern in character, these cases are made expressly for the spacious luggage compartment in your new Packard car. All cases are of fine quality, styled to please the most discriminating, and are now available in a clever, modern covering. Price on request.



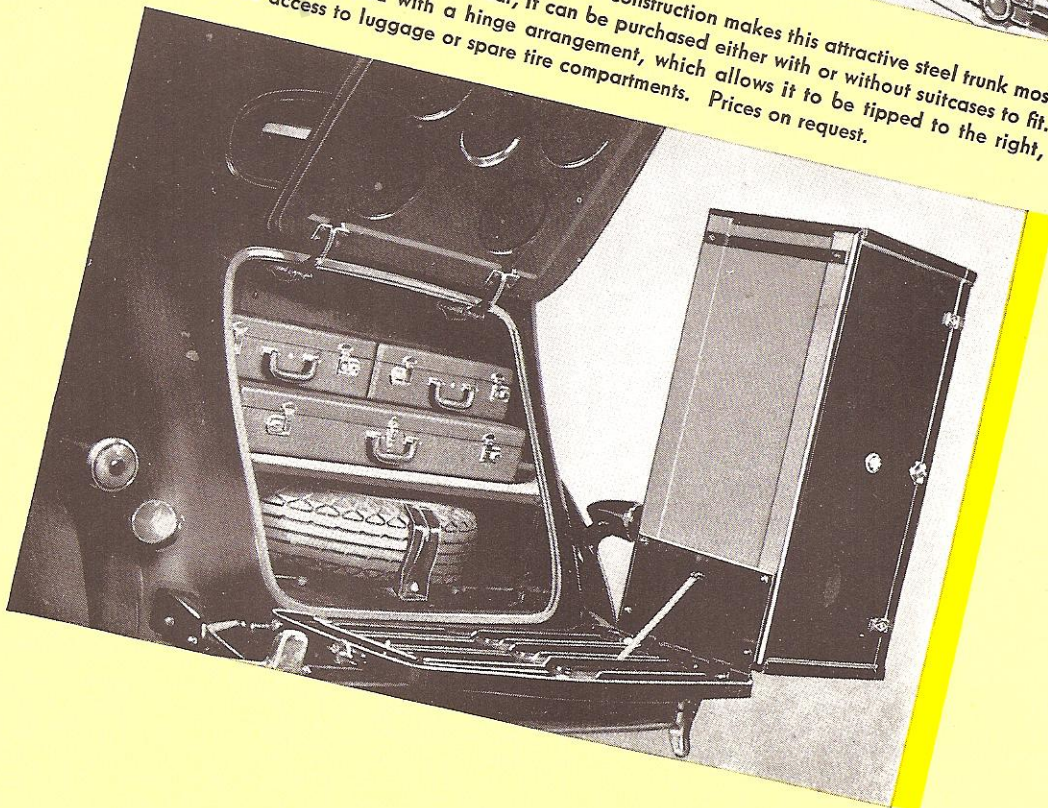
Packard Custom Luggage fits snugly in any model car. Your clothes lie flat, just the way you pack them. Various combinations and sizes are available.



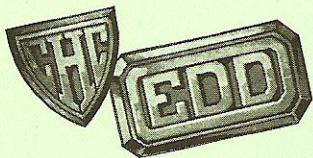
**CUSTOM ROBES**—Packard motoring robes, soft and snugly warm, are tailored in the correct style. They are of the finest silk plush and lend a distinctive touch, even more so if your monogram in harmonious colors graces one corner. Prices upon request.



**REAR RACK TRUNK**—Open top, drop front construction makes this attractive steel trunk most efficient. Painted to match your car, it can be purchased either with or without suitcases to fit. Each trunk is equipped with a hinge arrangement, which allows it to be tipped to the right, giving free access to luggage or spare tire compartments. Prices on request.







**MONOGRAMS**—Packard De Luxe Monograms are skillfully wrought in sterling silver, satin finish, with solid letters. The background can be had in any color enamel inlay. We have a design to fit your initials. Prices on request.

**RADIATOR SCREEN**—This rustproof wire screen will protect the radiator from all kinds of insects which become lodged in the radiator when easily installed; may be removed for cleaning. The screen is easily installed; may be removed for cleaning. The

the radiator core, causing the motor to over-heat. fasteners are invisible. Installed price \$1.85.

**TIRE MIRRORS**—Beauty, utility and quality go to make these tire mirrors very popular with Packard owners. Adjustable in every direction, they give an unusually wide reflection. Installed price \$5.00 each.

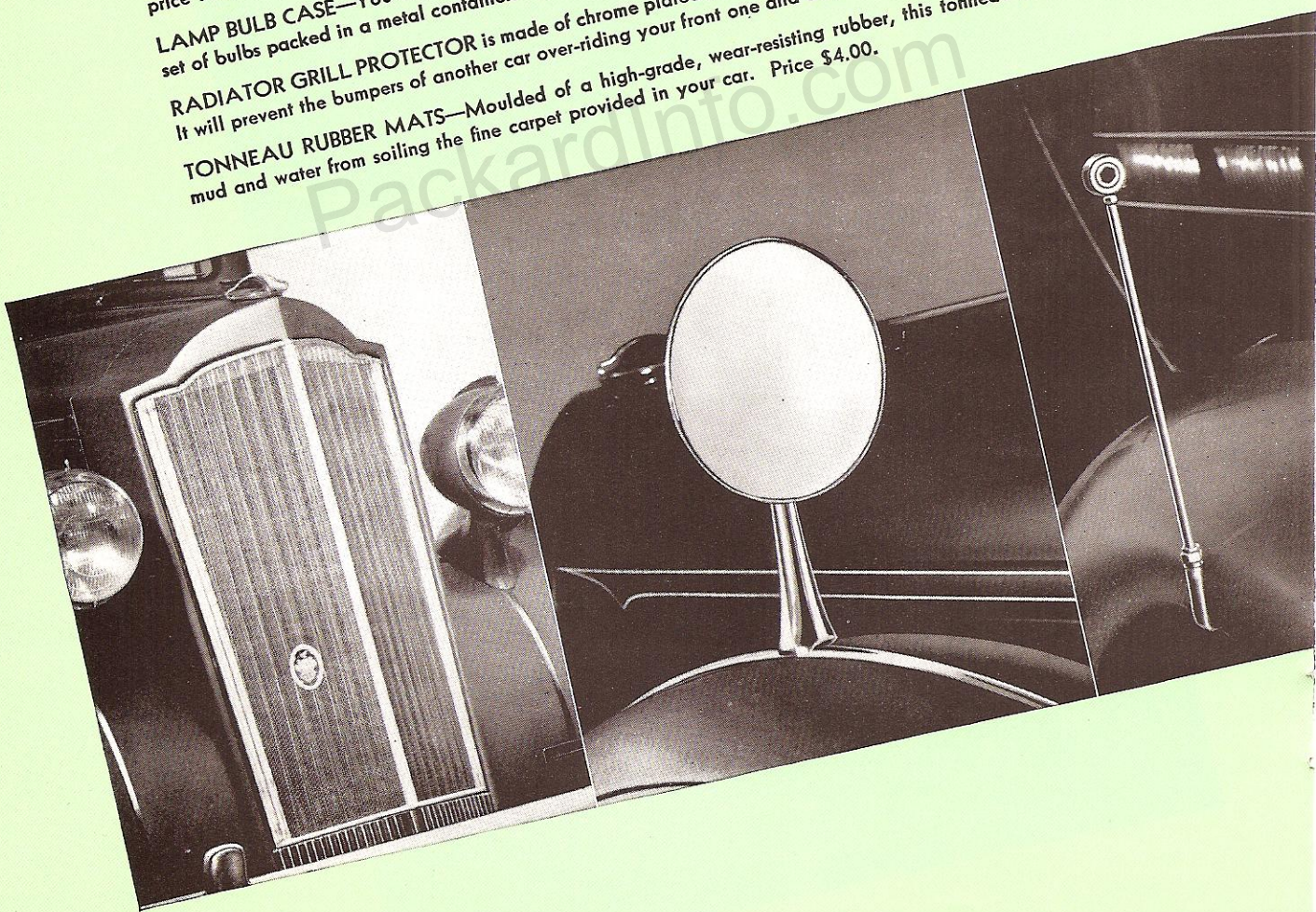
**FENDER GUIDES**—Fender guides are useful when driving in congested traffic, narrow driveways, or when parking, as they locate the outer edge of the fenders. They are visible from the lowest driving position. The head is a replica of the Packard hub cap, finished in bright red catalin with a heavy chrome plated shaft. Installed price \$1.25.

**VANITY MIRROR**—This large-size vanity mirror is mounted on the back side of the sun visor and is an item ladies will appreciate. Made of beveled, French mirror plate, it gives a flawless, life-size reflection. Installed price 95c.

**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.

**RADIATOR GRILL PROTECTOR** is made of chrome plated steel and is bolted to the center of your front bumper. It will prevent the bumpers of another car over-riding your front one and damaging the radiator grill. Price \$2.50.

**TONNEAU RUBBER MATS**—Moulded of a high-grade, wear-resisting rubber, this tonneau mat will keep the mud and water from soiling the fine carpet provided in your car. Price \$4.00.



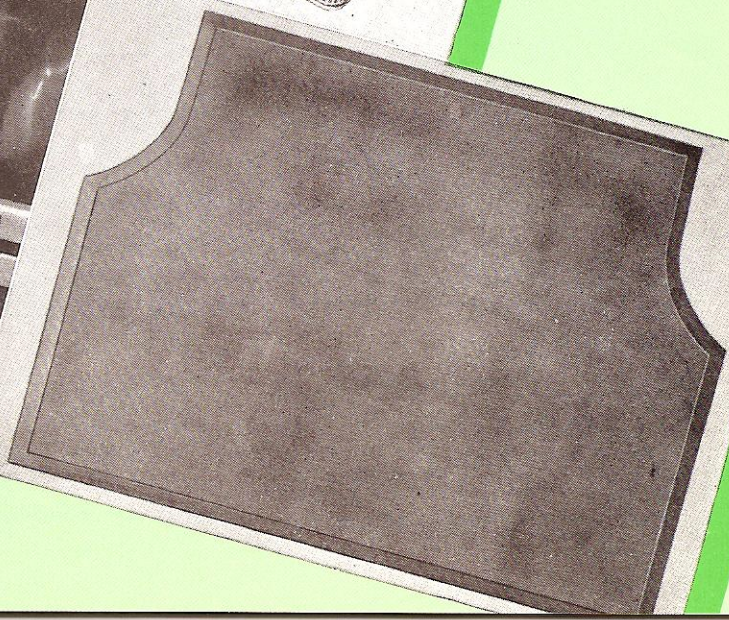
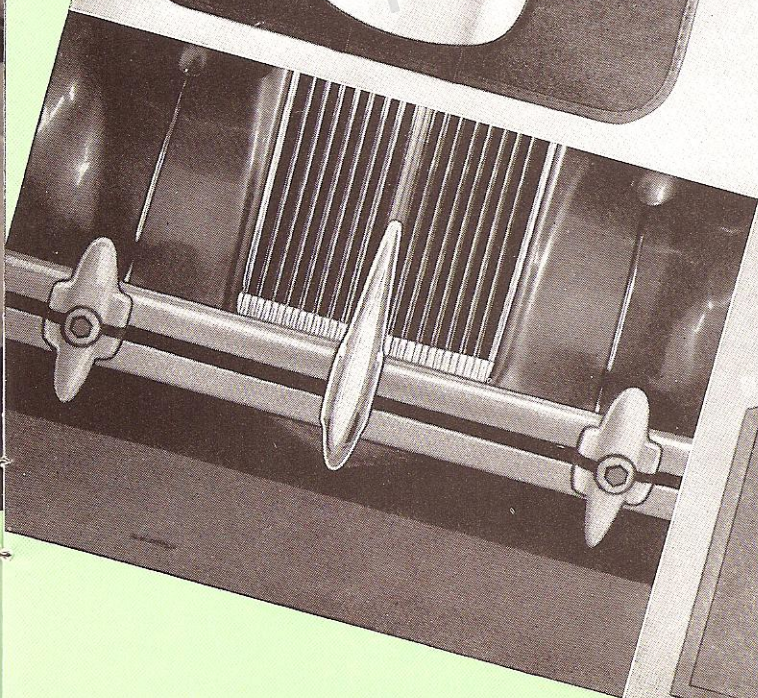




**PUROLATOR**—An added protection at low cost. This Purolator equipment keeps the motor oil free of dust and foreign particles, thereby prolonging the life of the motor. Installed price \$6.50.



**SUN VISORS**—Fully adjustable, these sun visors provide protection and comfort to owners of convertible models. They are covered with the same material as the lining of the top. Installed \$3.25 each.







**MISCELLANEOUS ITEMS**—Appearance, that super-salesman of one's character, must be given an occasional polishing touch. It is a simple matter to retain the lustrous beauty of your Packard car indefinitely if you will follow the recommendations of Packard paint and finish experts. These cleaning and polishing materials have been tested in the Packard laboratory and used on Packard cars for years. They carry the factory approval, are easy to use and will not spoil the finish of your car.



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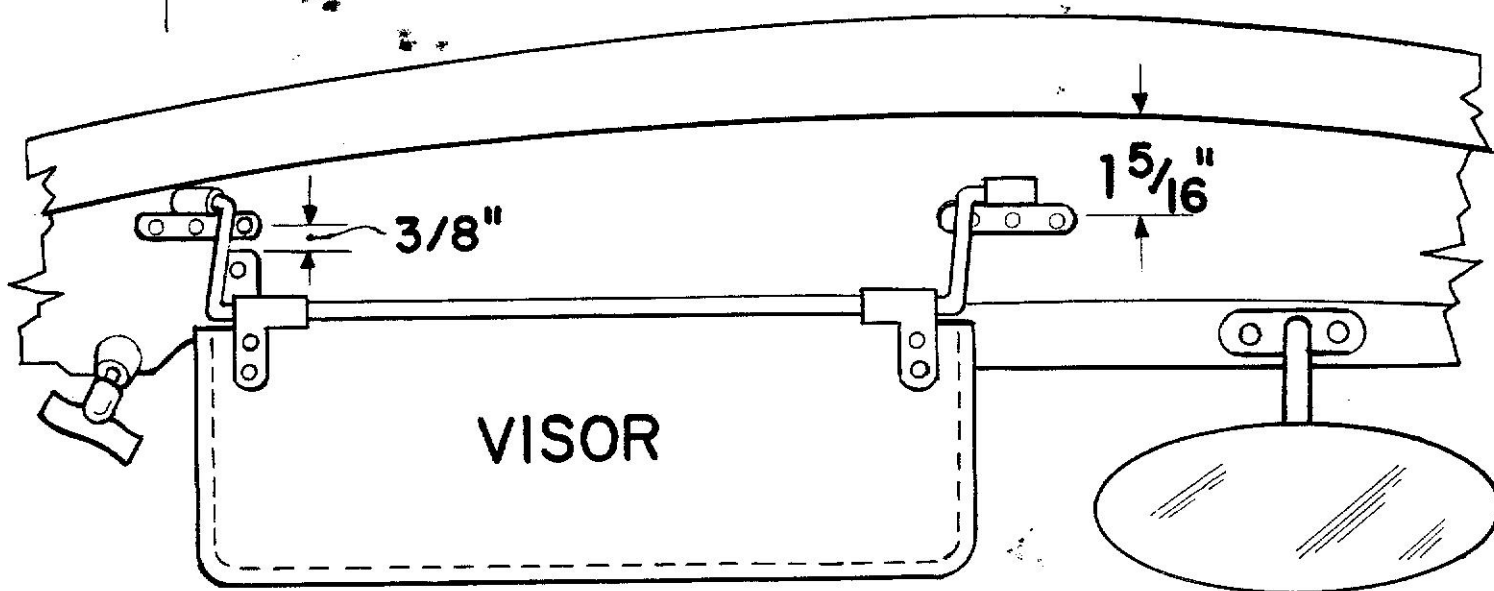
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# INSTRUCTIONS FOR INSTALLING PA-5513 CONVERTIBLE SUN VISOR

*To properly mount the Sun Visor in the 115C, 120-120B Standard 8, Super 8 and 12 Convertible coupe it should be assembled as shown in the illustration. The hole in the left hand bracket should be in line with the edge of the windshield clamp bracket and  $\frac{3}{8}$ " above the top edge of the same bracket.*

*The right hand visor bracket should be located  $1\frac{5}{16}$ " down from the top edge of the header bar. By using the Visor brackets as templates the four holes can be easily marked and drilled using a #31 drill. This same method of attaching the Sun Visor applies to the 14th series Convertible jobs.*



GENERAL ACCESSORY DIVISION  
PACKARD MOTOR CAR COMPANY  
DETROIT, MICHIGAN