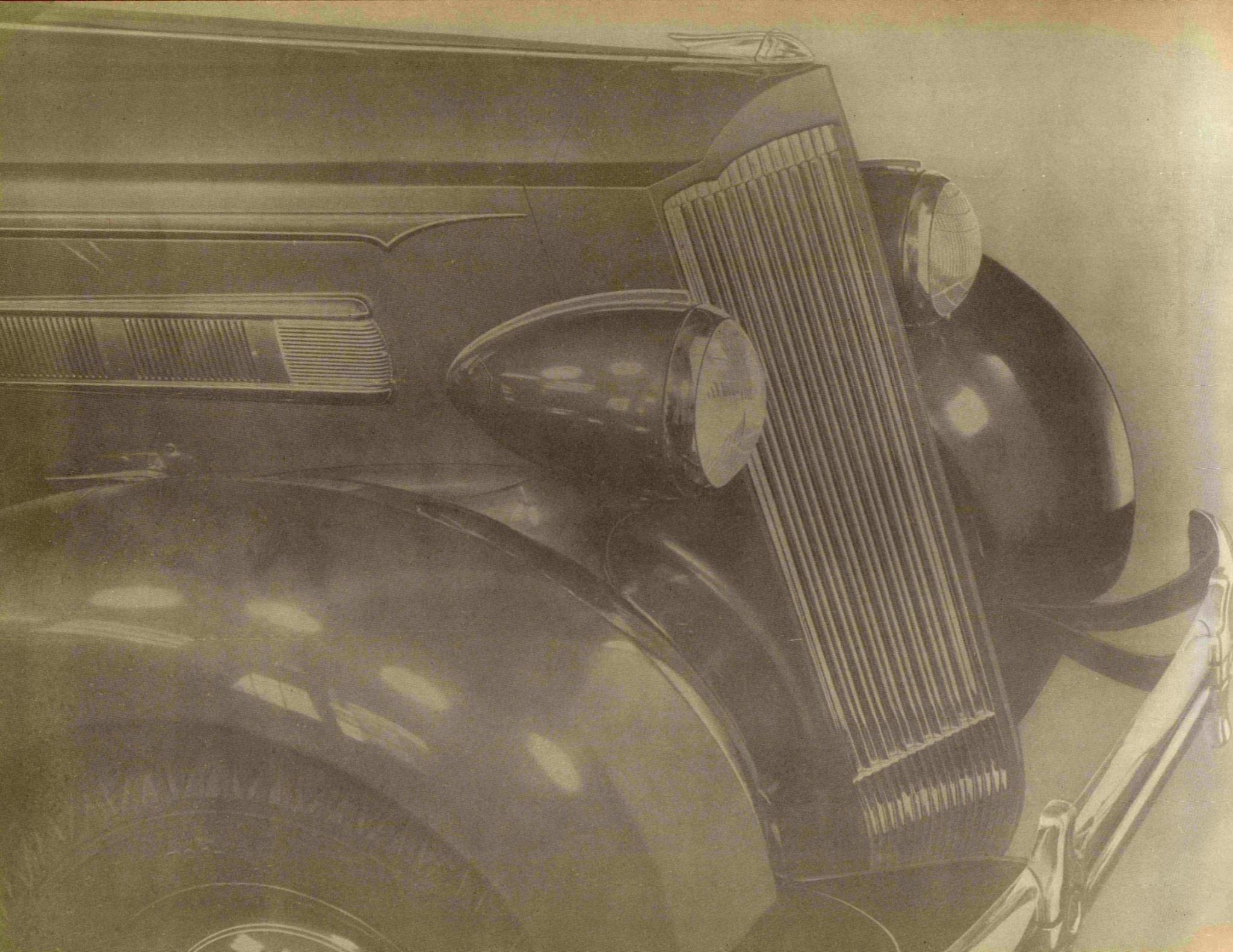




PACKARD ONE TWENTY

1936





No model in the entire history of Packard, as the oldest and largest maker of fine cars, ever had the overwhelming reception accorded the original Packard One Twenty. But outstanding as it was Packard firmly believes that public response to the new and improved Packard One Twenty for 1936, presented in the following pages, will be even more sensational.

That is far from an extravagant statement, and reasons in support of it are many indeed.

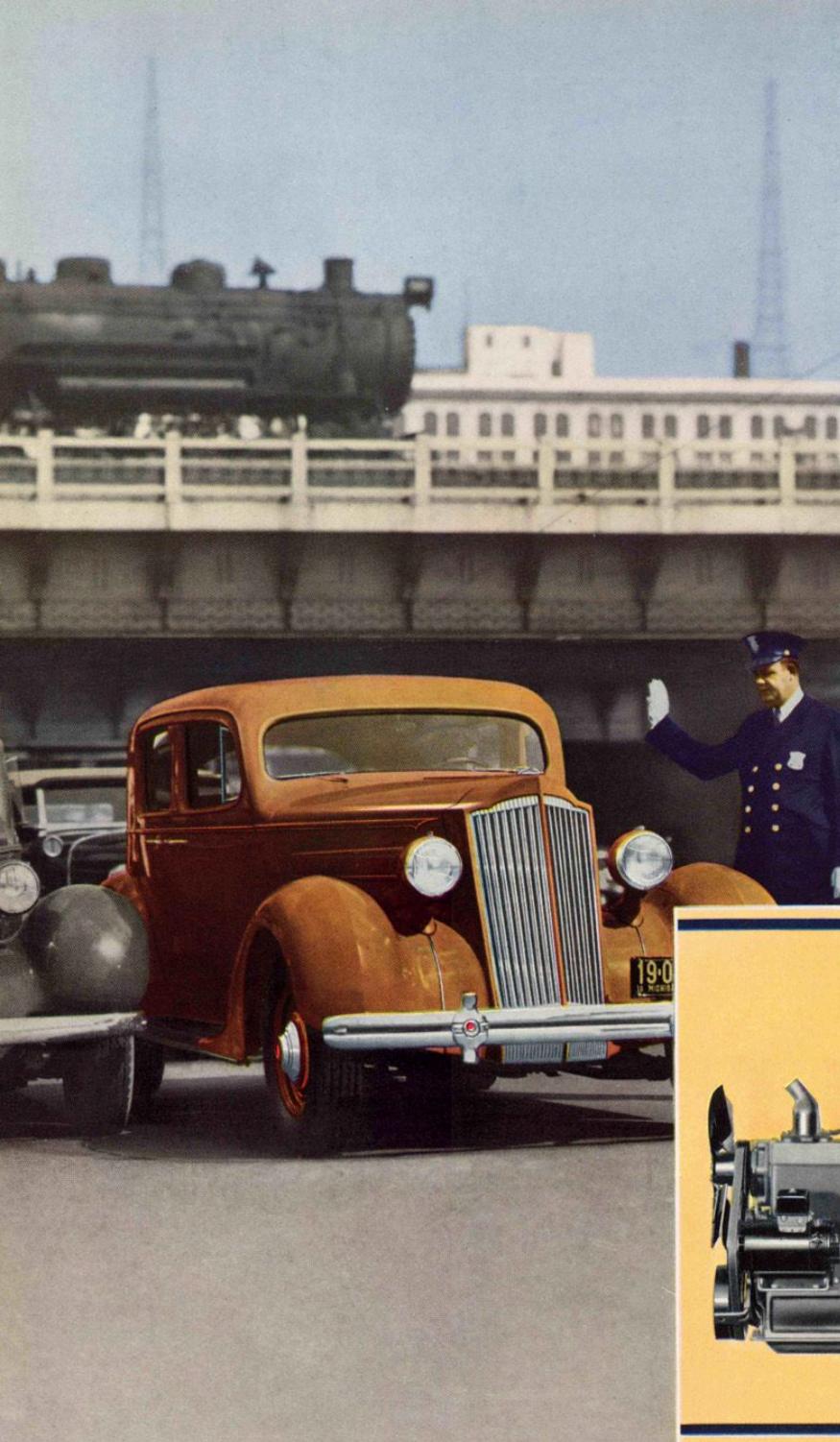
When the newly introduced One Twenty fairly stopped the automobile shows at its inauguration, people doubted how Packard could do it—whether so fine a car could be continued in production at so low a price. But it took a surprisingly short time to replace public fears with Packard facts. In only a few months, the car's success was not merely a hope but a certainty.

Registrations show that in its price class, too, the Packard One Twenty is definitely preferred in a constantly ascending ratio. Thousands upon thousands of new owners are confirming the truth which Packard has so often expressed: that costs of owning and maintaining

the Packard One Twenty are no more than for many cars costing less and giving much less in every respect.

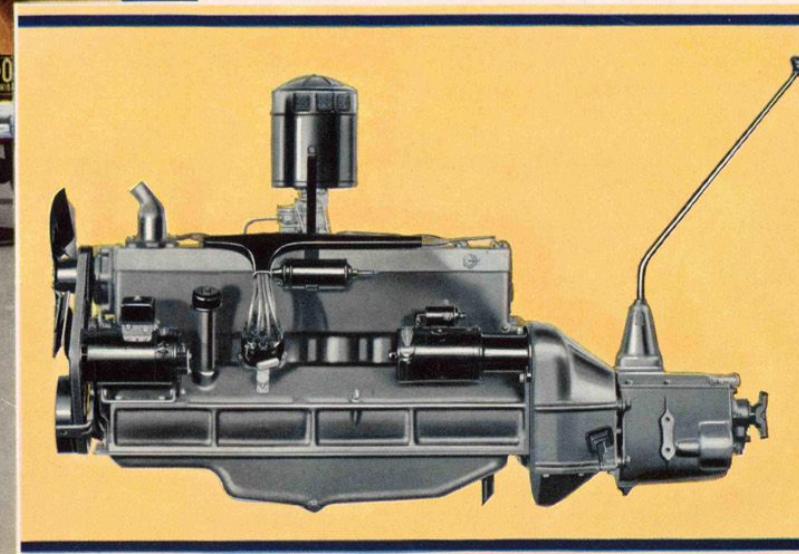
Perhaps the greatest single secret for this astounding success lies in Packard style insurance. It is provided by the ageless lines of Packard identity that control depreciation expense due to drastic design changes. Continued evidence of the faith that Packard keeps with its following is seen in the new cars just over the page. Here, in this first model change, you will nevertheless note the traditional beauty of Packard appearance retained, not rejected in some selfish effort to intrigue the buyer with new lines that obsolete his previous purchase.

And beneath the familiar lines of the Packard One Twenty for 1936 you will find improvements and refinements in performance, control, safety, comfort, and economy. The rest of these pages depict and describe them. Why not turn them through, and then accept our cordial invitation to have your Packard dealer let you ride in and drive one of these new cars? Thus, you may experience for yourself just what the Packard One Twenty for 1936 is and what it would mean to you as—the man who owns one!

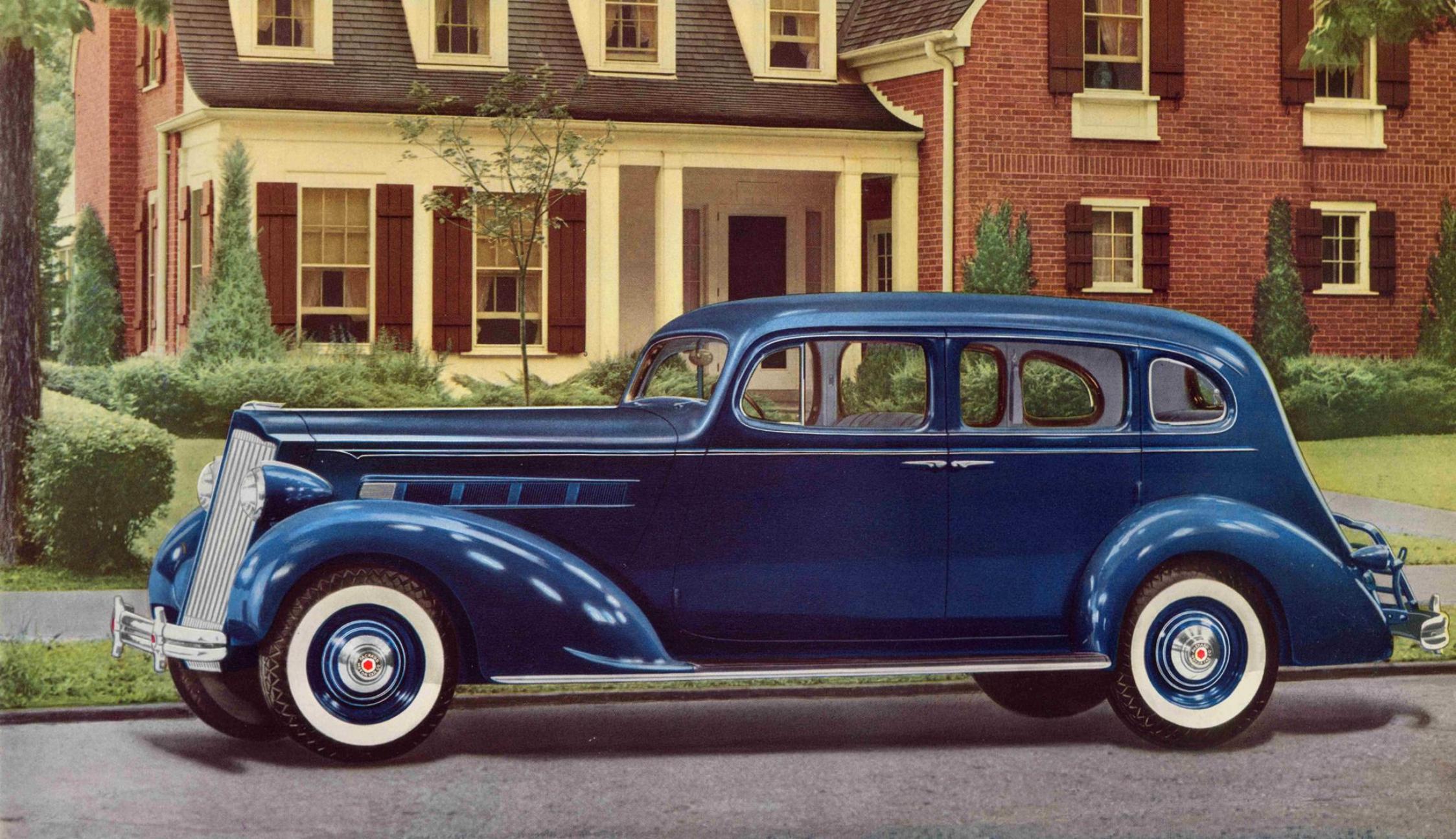


Performance *

Though you may never accept the challenge to head the start at the "GO" light or win the race on the open road, it is reassuring to know that the 120 horsepower of a clean-lined, simply serviced engine of Packard design and manufacture stands ready to display your tail light at the touch of a toe. With a horsepower to match every inch of its wheel base, the new Packard One Twenty presents its increased performance with even greater pocketbook appeal. Both oil and gasoline economy have been stepped up; and a lower rear axle ratio reduces the number of engine revolutions per mile—less work for the engine, with consequent lessened wear of moving parts. And topping it all is the smooth ease with which this economical performance is delivered—a delightful "fine car" sensation that brings a new joy to motoring.



Time-tested outgrowth of the experience of introducing the straight eight as a production design, the One Twenty engine reaches new heights of performance and economy by means of a longer stroke, heavier crankshaft and connecting rods, among other Packard design ingenuities

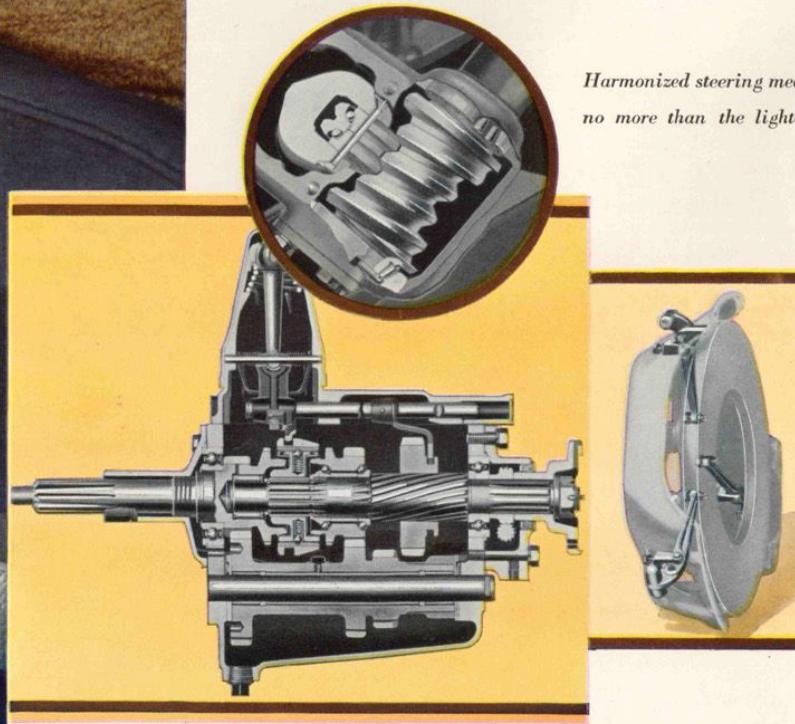


THE *Sedan* FOR FIVE PASSENGERS



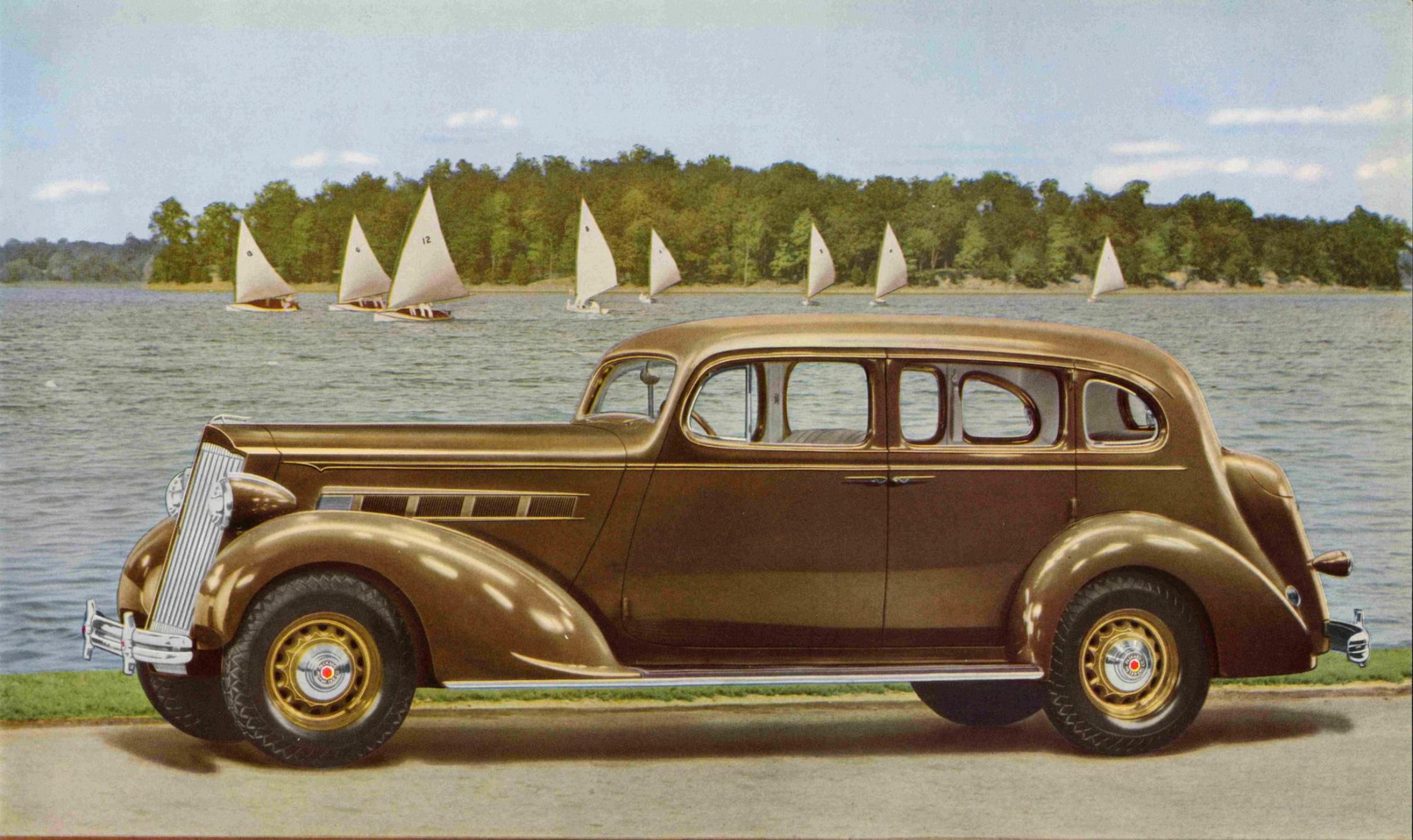
Control *

Hands that rock the cradle also rule the wheel, a truth recognized in the new Packard One Twenty by the careful placement of controls for your quick and easy access. But, whether the touch laid on them be dainty or firm, there is a velvety smoothness of response that makes the seat behind the wheel one of friendly dispute. Driving the car is a joy to wife or husband alike, for it has a soft ease of operation better experienced than described. One secret of its satiny control lies in the typical Packard practice of specifying a more-than-liberal use of antifriction bearings in vital operating units. Thus, the hand and foot controls glide into swift action with a minimum of effort.



Harmonized steering means certain control with no more than the lightest touch on the wheel

The synchronized all-quiet transmission provides a more convenient change of gears by a shorter movement of the shifter lever. Improvements in the semi-centrifugal clutch make its engagement even softer and smoother

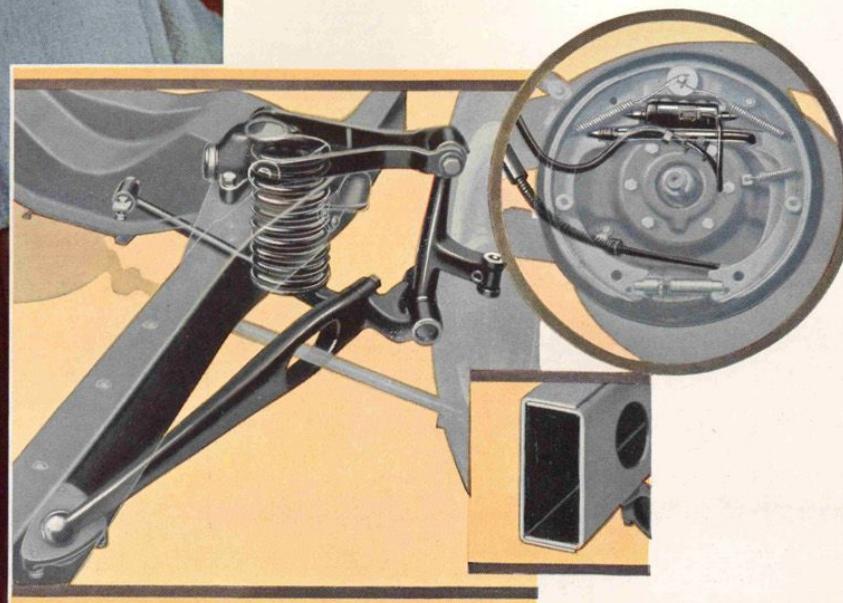


THE *Touring Sedan* FOR FIVE PASSENGERS

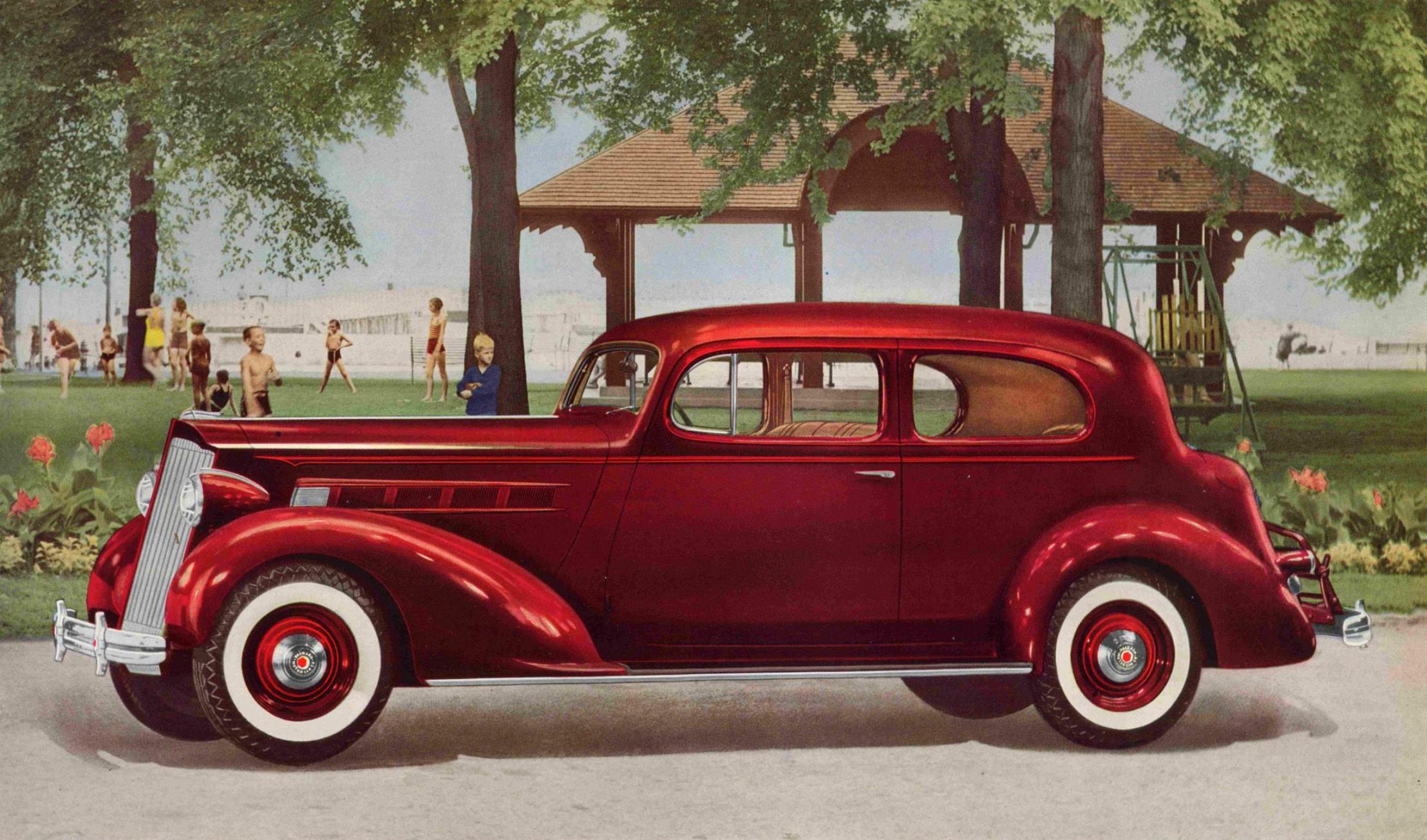


Safety * Perfect peace of mind in the safety of

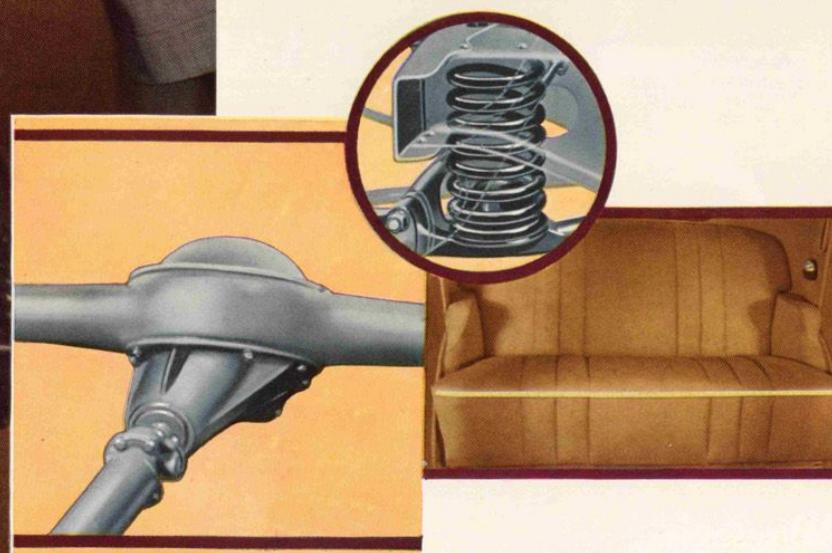
the new Packard One Twenty comes with the knowledge of its sturdy construction. Mounted on a rigid frame employing box section side members for extra strength is the famous SafeTplus body. Created by Packard and built in Packard's own body shops, which are an integral part of the huge Packard plant, its design and manufacture are produced under one centralized quality control. Within the body's roomy interior, you may enjoy in safe comfort the many advantages of ingenious mechanical design, including the pleasurable results of the SafeTflex front wheel suspension. This gives the riding ease of individually sprung wheels safely held by giant torque arms whose mighty grasp helps absorb annoying road shocks. And, thanks to the Servo-Sealed hydraulic brakes, you get safe "straight ahead" stopping power.



More than 25,000 cars rolling up millions of enjoyable miles for owners everywhere give strong testimony to the satisfaction of such safety features as the SafeTflex wheel suspension system, Servo-Sealed hydraulic brakes, and the rugged box section type of sturdy frame

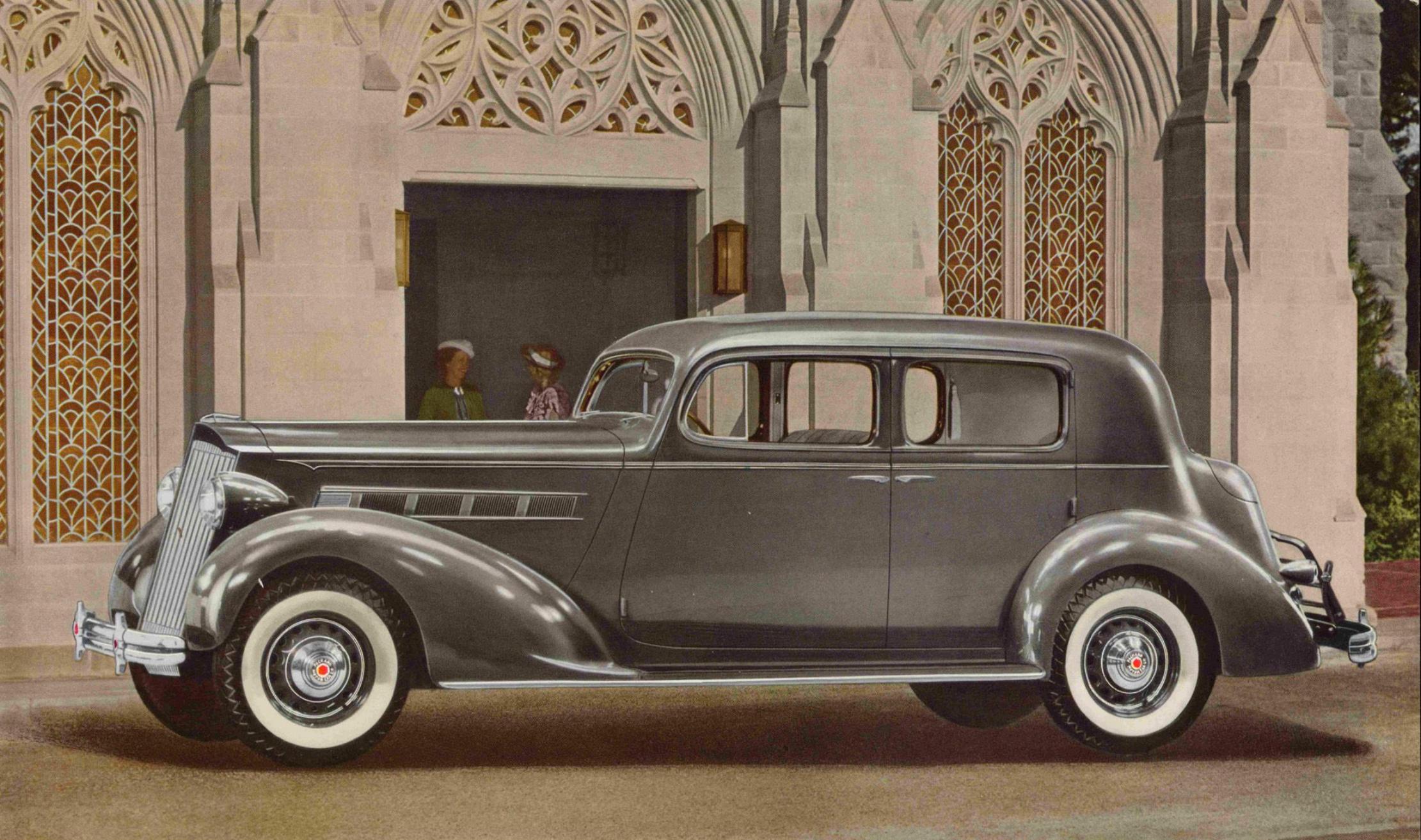


THE *Touring Coupe* FOR FIVE PASSENGERS

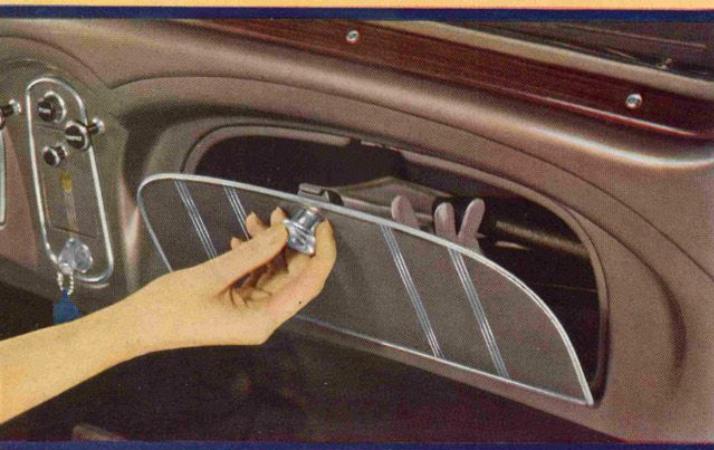


Comfort * Riding ease for old or young—man, woman, or child—is the studied purpose of the new Packard One Twenty design. Knowing full well that comfort is both mental and physical, Packard adds to its exterior lines of graceful artistry and interior appointments of sound good taste many other factors for solid comfort. All through the car, you find these *plus* values. They range from such a uniquely Packard feature as a rear compartment floor free of annoying tunnel to climb over or hump to stumble against, to seat cushions made even softer and wider; from greater headroom in the rear seat to increased leg room in the front compartment. But probably the greatest comfort pleasure is the sensational ride of the car itself, due principally to its SafeTfleX wheel suspension—a ride, surprising to believe, still further improved by a softer coil spring in the system and a redesign of rear spring equipment.

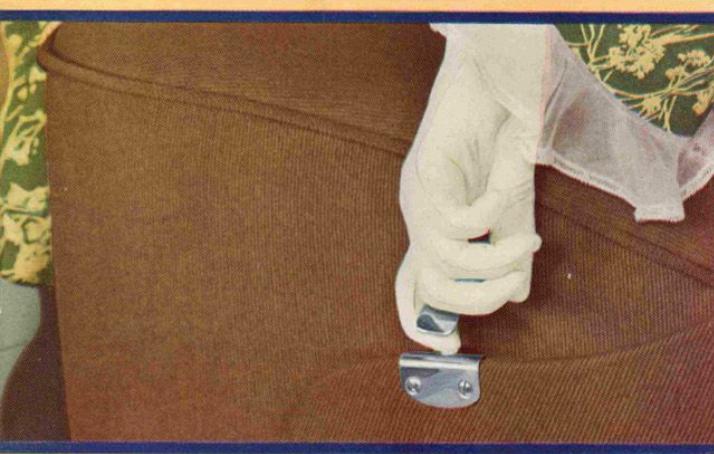
The tilted Angleset rear axle keeps the compartment floor smooth and the body height low. Such design ingenuity is matched by other exclusive Packard originalities well typified by the SafeTfleX wheel suspension system and orthopedically correct seat cushions and backs



THE *Club Sedan* FOR FIVE PASSENGERS



In the softly colored panel are instruments convenient to the driver's gaze, finger-tip controls, and a locked compartment for gloves and incidentals

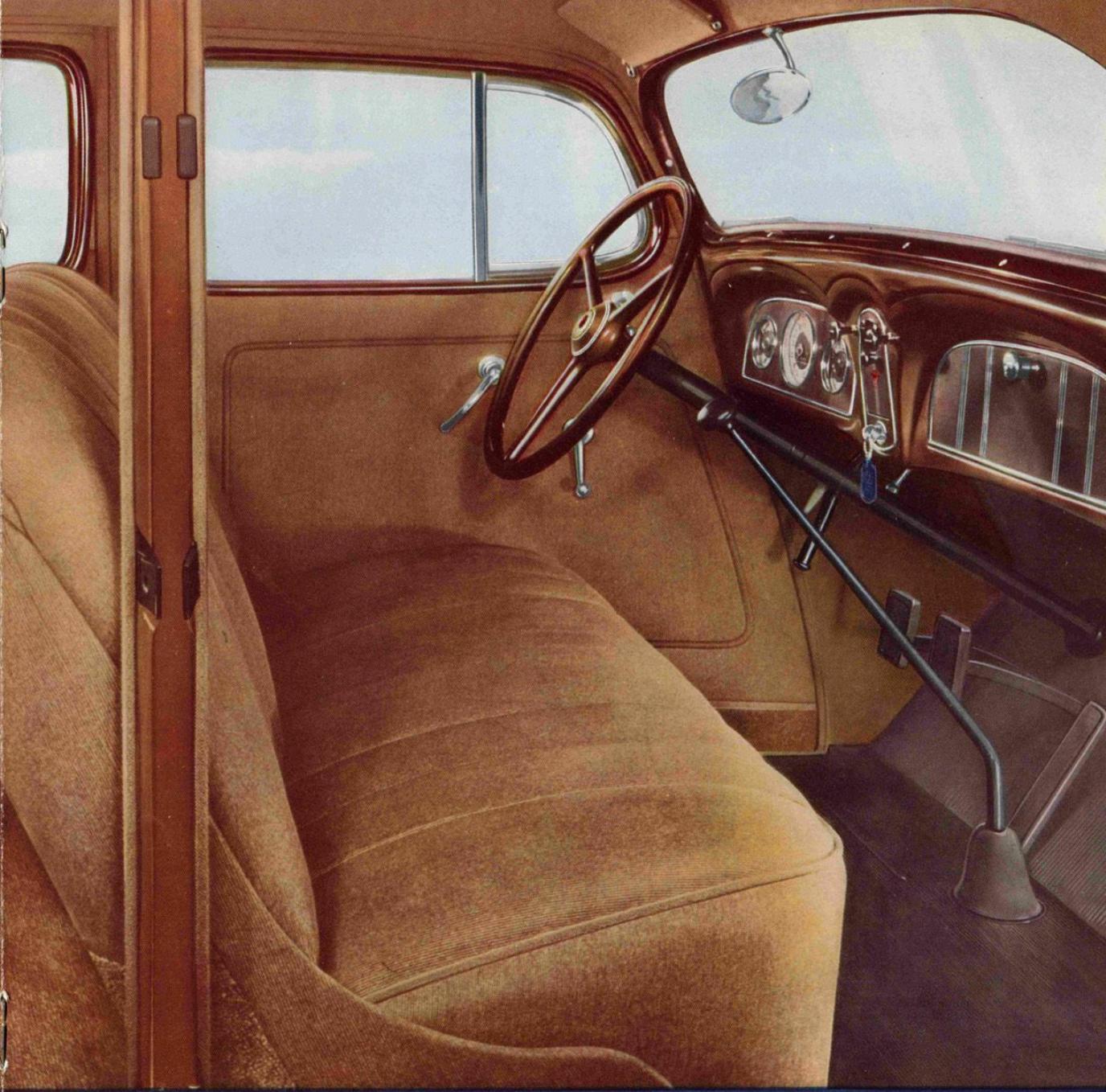


By an easy pull on an adjusting latch located in a handily reached place at the driver's left, the front seat may be moved to suit the individual



Wider seat cushions with improved springs and contours invite true riding repose

Wide doors, a well-placed seat, hand brake swung out of the way, and a low step make it easy for the driver to enter or leave the front compartment

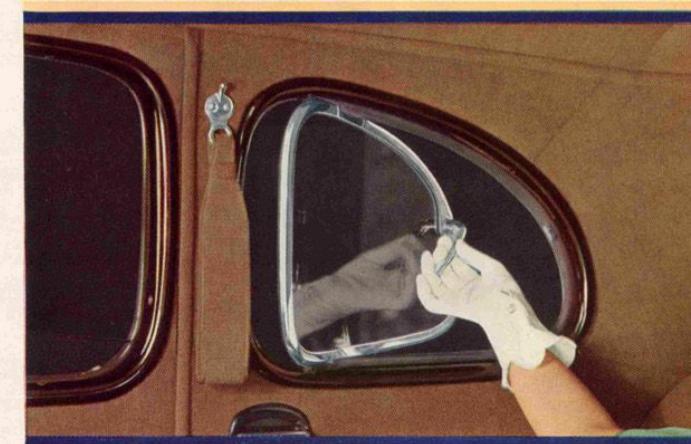


A full inch more leg room in the front compartment increases the driver's comfort

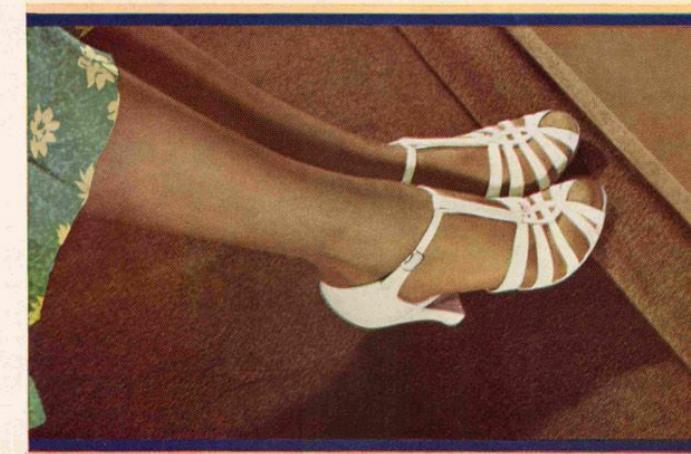
Skillful use is made of the front seat back to accommodate a built-in foot-rest that enhances the unobstructed smoothness of the compartment floor

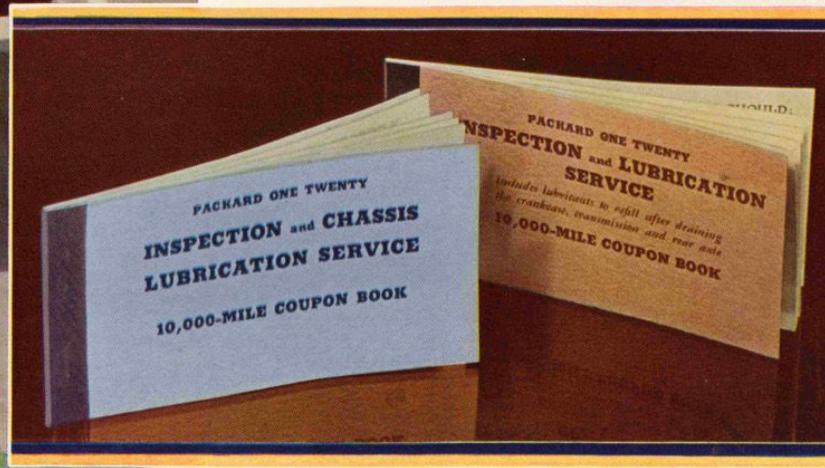


Just the proper degree of ventilation without annoying draughts to other occupants of the car is secured by the clever front window ventilators



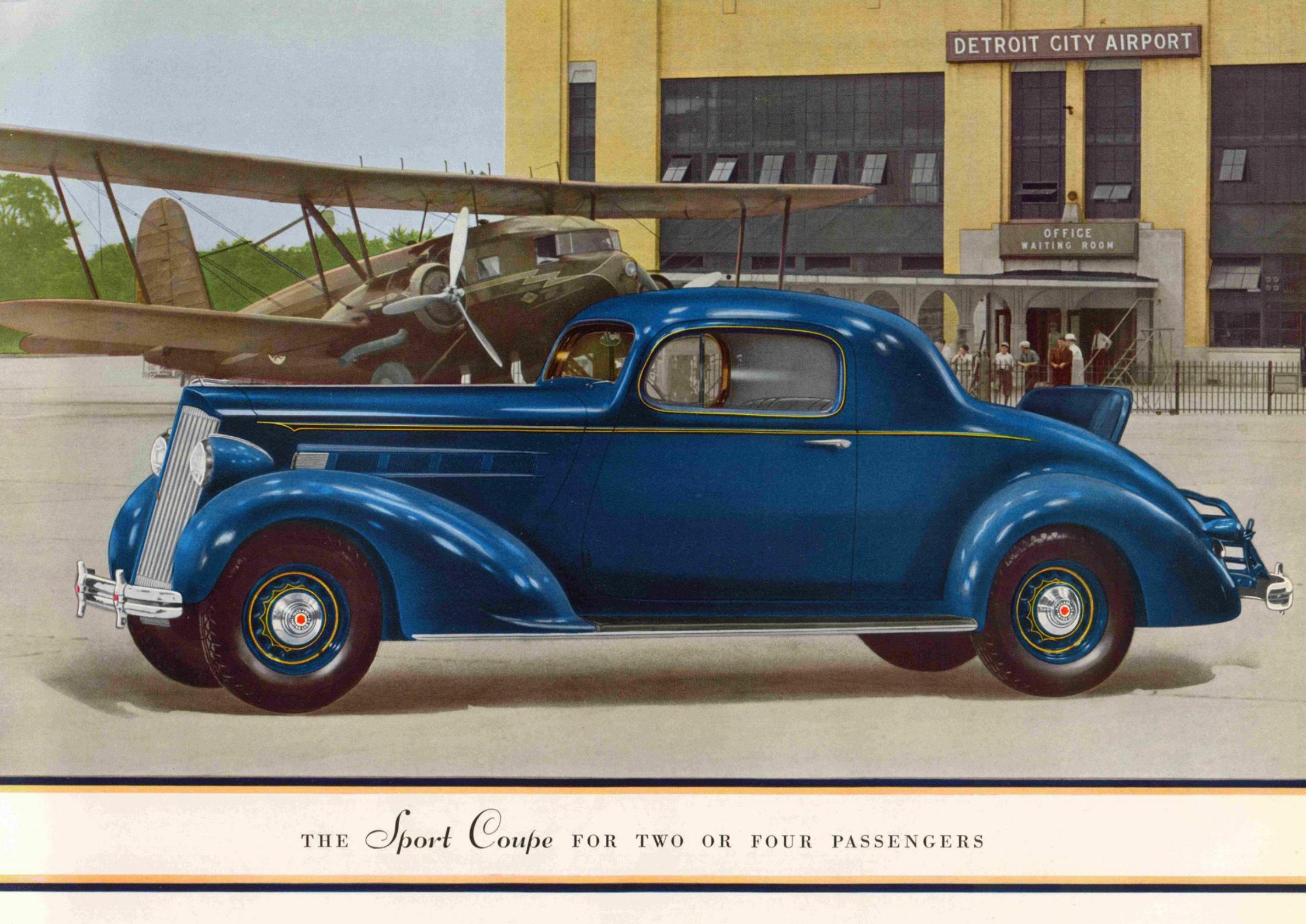
Rear seat passengers, too, may secure air as desired without any draughty currents by adjusting an ingenious casement type of quarter window





Economy * Increased operating economy of the new Packard One Twenty has a parallel in the continued economy of maintenance which present owners report as their cars roll up millions of miles of happy and satisfactory motoring. It is an economy naturally expected from a design that uses more antifriction bearings than any comparable car; and the experience of owners with it confirms the announced determination that service costs on the One Twenty shall be no more than for other cars in its price class. You too should find that, outside of the crankcase, routine service attention is necessary but six times a year, and then at costs which you may prove low before you even buy the car—costs mainly covered by a coupon book system. Any Packard dealer will include the booklet in your purchase arrangements, and, now that the number of Packard dealers has more than doubled, facilities for Packard service should be twice as convenient.

So confident is Packard of the minimum of attention—barring accident or something similar—needed by the new Packard One Twenty that it flat rates its routine service work for the first 10,000 miles at \$4.25 and \$17.00, depending upon the coupon book you choose to buy.

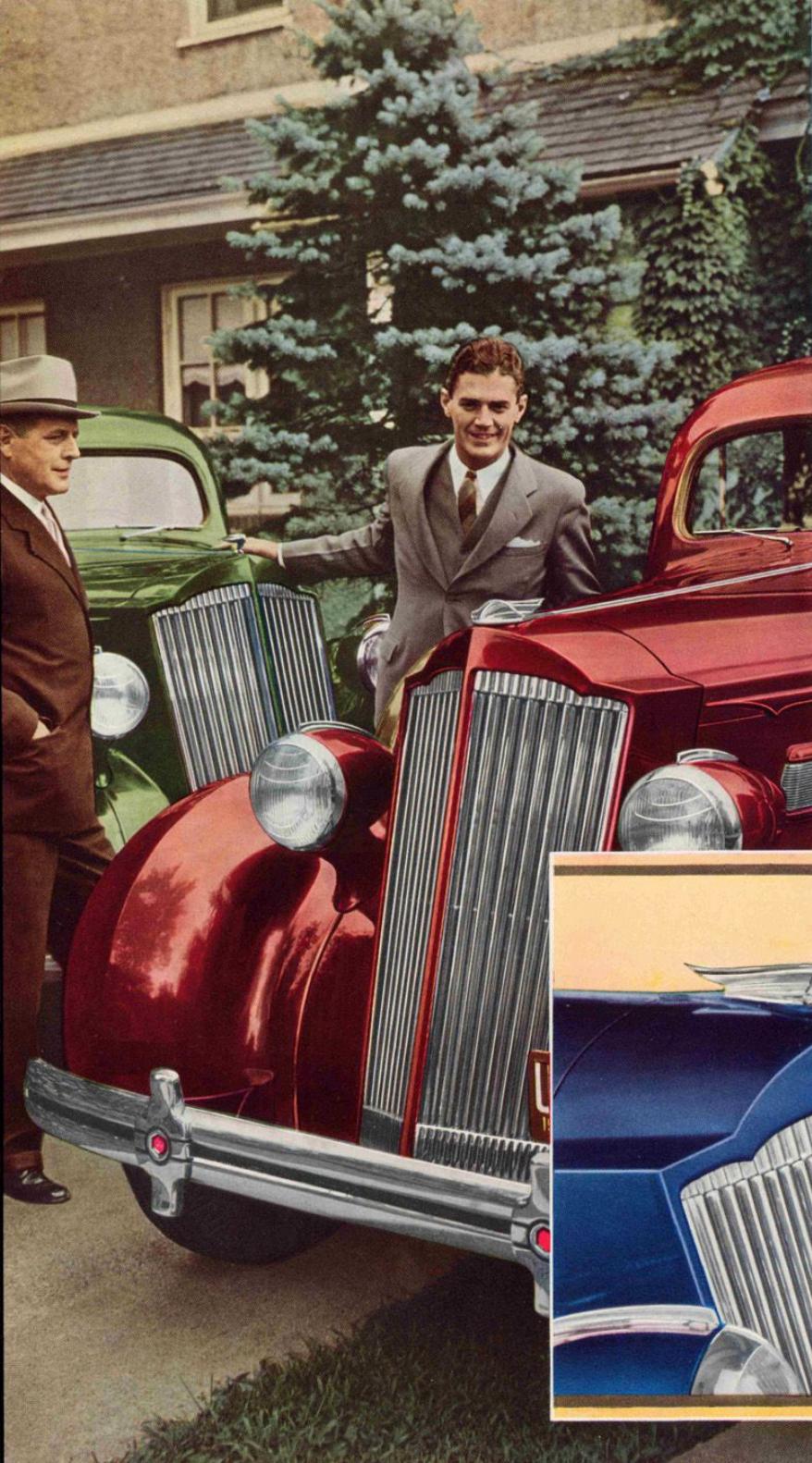


DETROIT CITY AIRPORT

OFFICE
WAITING ROOM



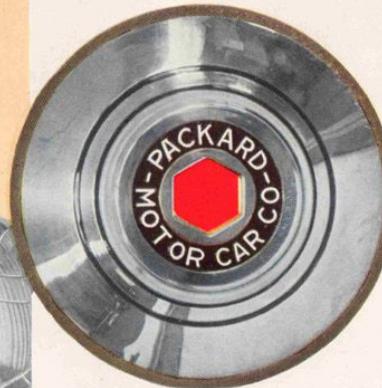
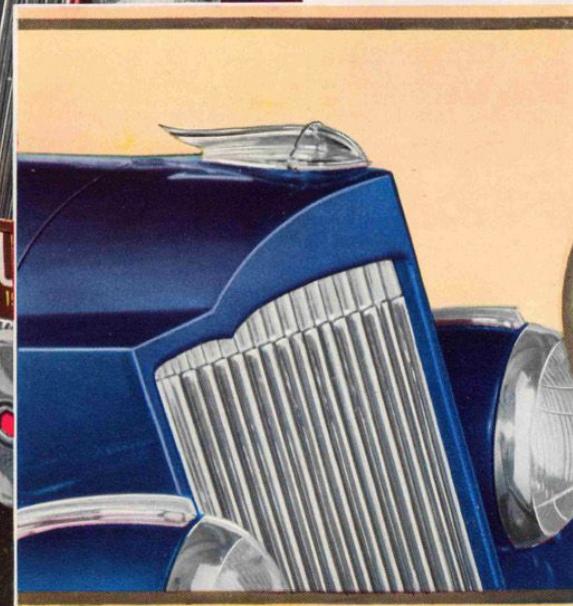
THE *Sport Coupe* FOR TWO OR FOUR PASSENGERS



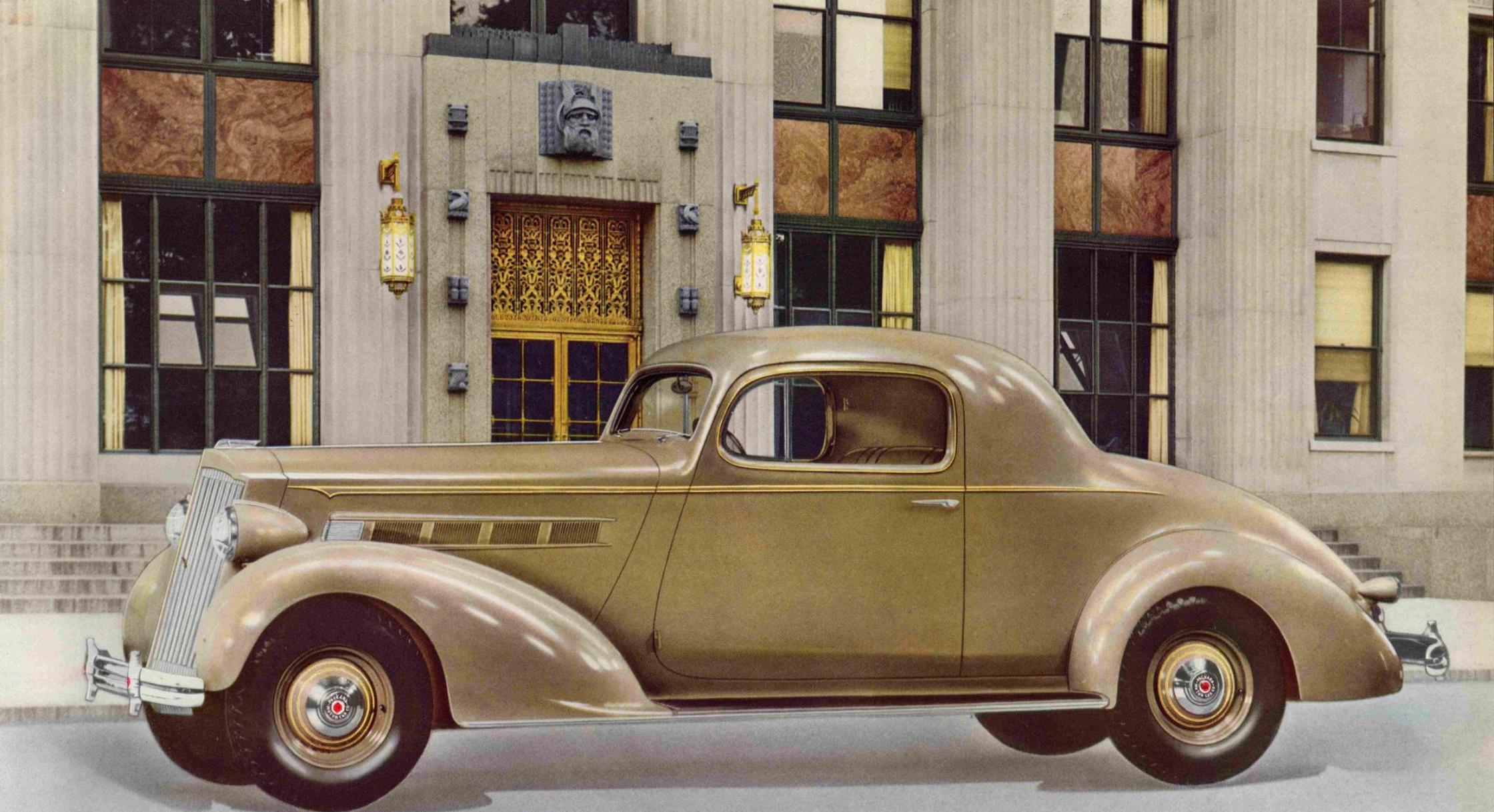
Identity

* Though certain measures of performance, control, safety, comfort, and economy may be had in other cars, they all lack the style insurance of the new Packard One Twenty, and without this one feature no car can be called a completely modern automobile. By controlling costly depreciation due to sudden loss of style through frequent and drastic design changes, style insurance continues to protect your investment in the new Packard One Twenty over long years of pleasurable ownership. The traditional lines of Packard identity proclaim the car of yesterday as Packard in appearance as the new and improved model of today. It is these lines, remaining as they do in distinctive good taste year in and year out, that constitute style insurance not to be bought elsewhere but included at no

extra charge in the purchase of your new Packard One Twenty.



Made even more Packard in character by a radiator emblem that incorporates the familiar Packard bail, the new car retains the well-loved lines and hub cap that have set Packard cars apart in grace and distinction, in beauty and prestige, for more than thirty years



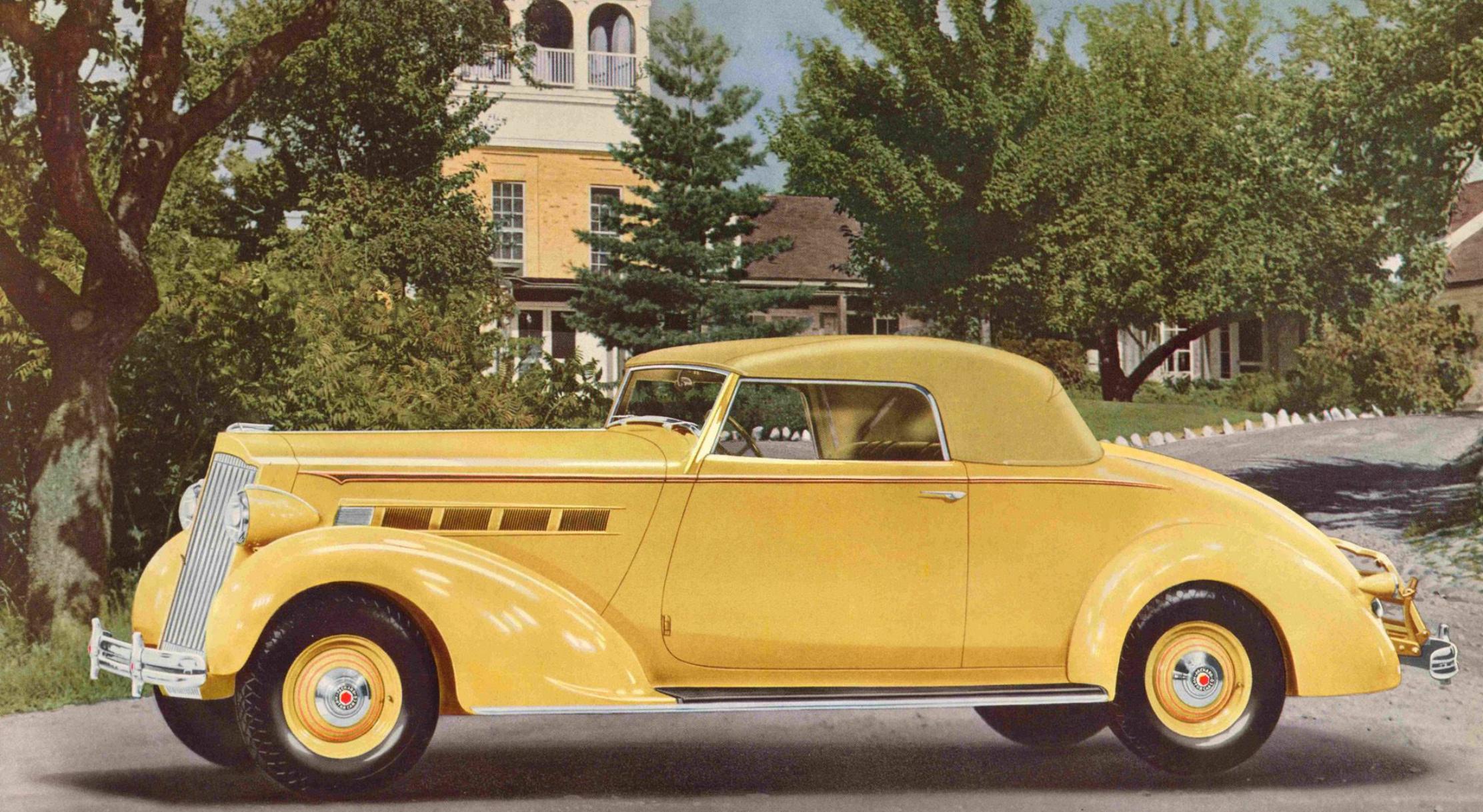
THE *Business Coupe* FOR TWO PASSENGERS



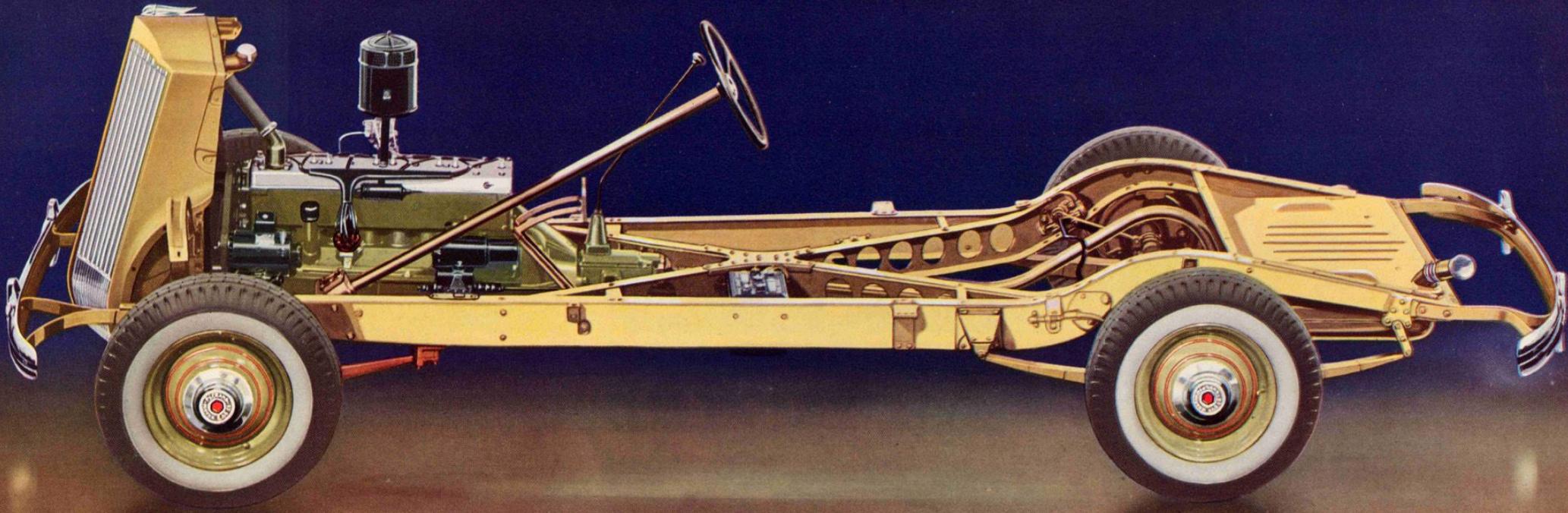
Ownership * You too may be "paying for a Packard without owning one." Since that simple statement came into being ten years ago, more than 275,000 motorists acted upon it, bought Packard cars, and lived it through, discovering to their surprise and delight that it *is* a fact. No doubt, the same is true in your case! Any Packard salesman is qualified to help you determine this, gladly and without obligation. By means of an ingenious Evaluator, he can help you analyze the eight fundamental costs of your present car ownership—license, tires, insurance, garage, gasoline, lubrication, repairs, and depreciation—and show you how easy it is to own a new Packard One Twenty. An ownership made even easier, if you operate on a budget basis or prefer to buy out of income, by the Packard plan of time payments—a plan unexcelled in the industry for fairness and economy. Why not call your Packard salesman today; why not *have* the car you have doubtless been paying for?



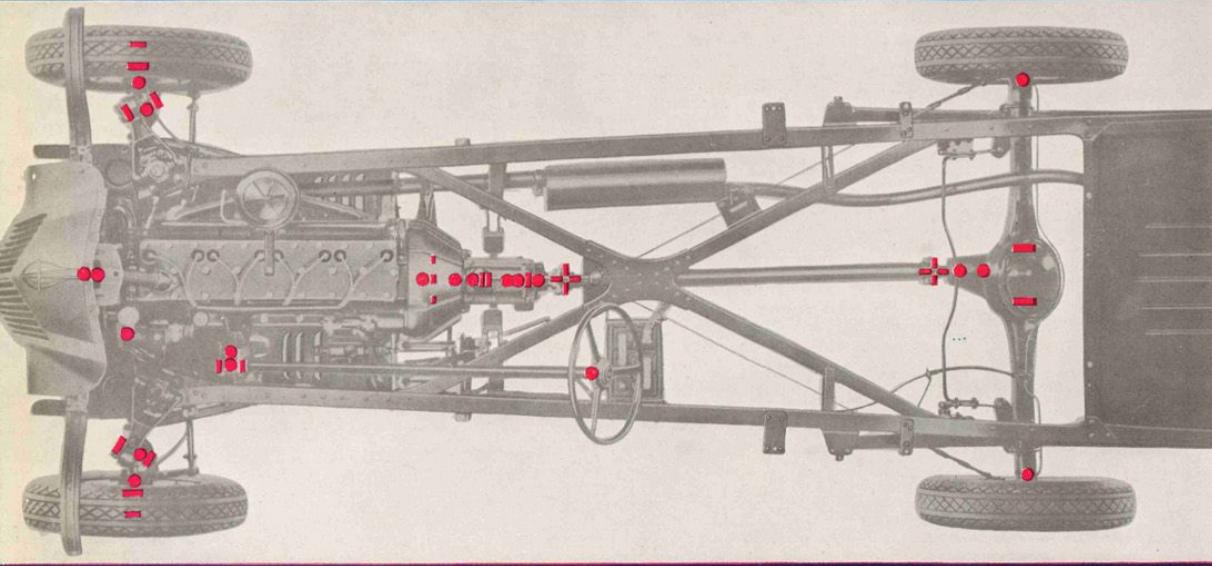
Here are the booklets more often reprinted than any other Packard literature. Good companion pieces of the family budget book, they point the path to Packard ownership and, together with the new Evaluator, show how easy it is now to own the car of your dreams—the new and improved Packard One Twenty.



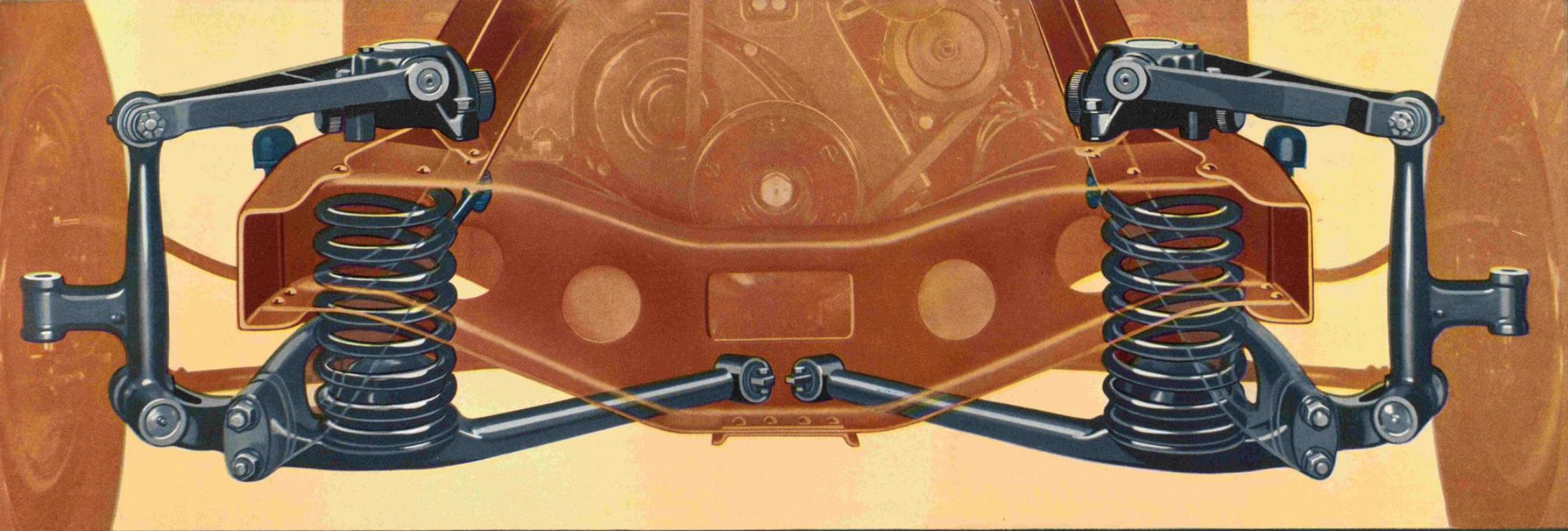
THE *Convertible Coupe* FOR TWO OR FOUR PASSENGERS



Sturdy base for the power plant and operating units, the clean and compact chassis of the new One Twenty reflects in every detail of design and manufacture the Packard name it bears

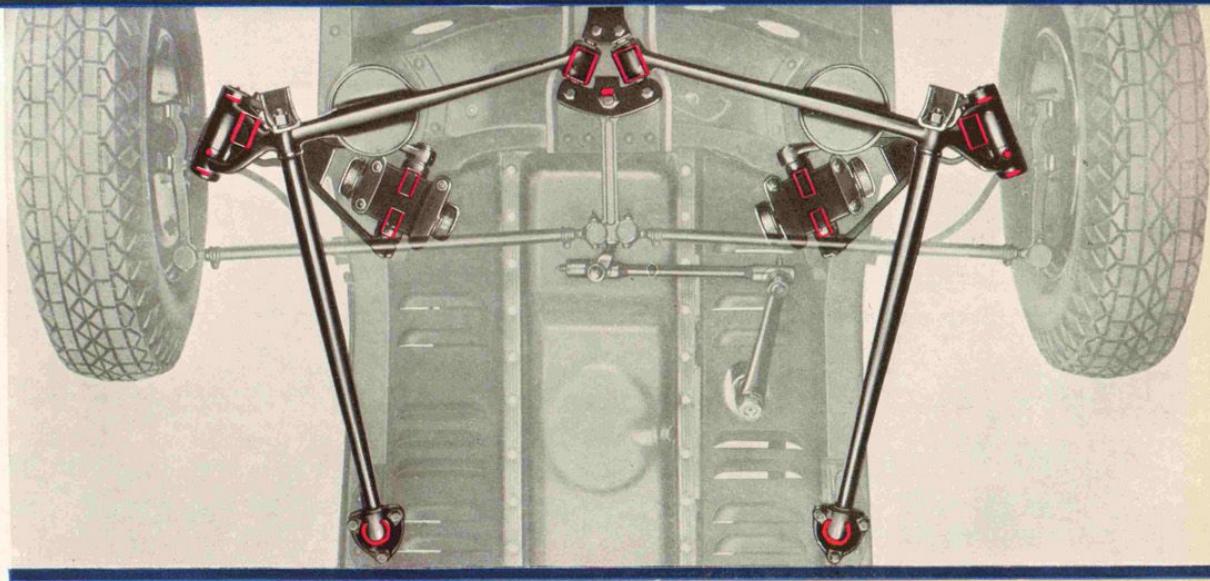


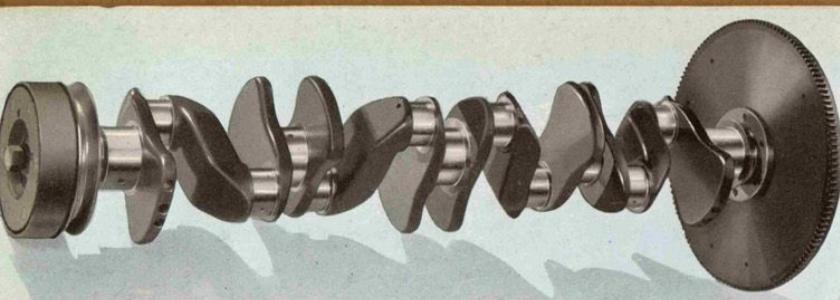
What gain is there in increased horsepower if that added power is slowed up by fighting friction? Through a design that uses more antifriction bearings than any comparable car, the extra power of the clean-lined chassis pictured above is given its fullest value in driving the car. The multifold bearings help achieve this result, being spotted at strategic points throughout the chassis, as the illustration at the left shows. More than this, these bearings, which include some grease-packed for the life of the car and others lined with live and lasting rubber, decrease the need for service attention and thus increase the real economy of Packard ownership.



Secret of the delightful ride that makes the new One Twenty so outstanding in its comfort qualities, the SafeTfleX system reflects its name in combining flexibility with safety

Why have the advantages of independent wheel suspension without the reinforcing safety of torque arm construction? The Packard system lives up to its very name of SafeTfleX by providing just what the name implies. The easy riding action of the softer and more flexible coil type springs shown above is held in safe alignment from road shock or curb bump by the mighty arms seen at the right. Like those of some massive giant, they take and absorb any chance blow. Here, too, servicing costs are lessened by the liberal use of antifriction bearings, marked red. They offer less points to lubricate than conventional or competitive types.

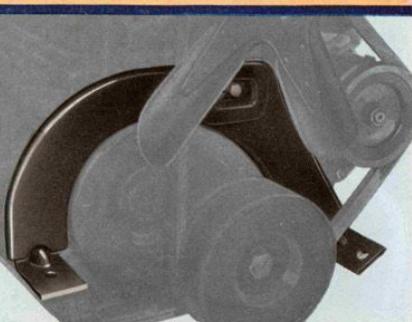




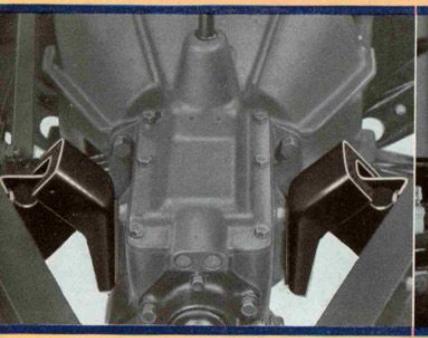
A rigid, heavier 95-pound crankshaft with overlapping bearings is carefully balanced to assure smooth performance



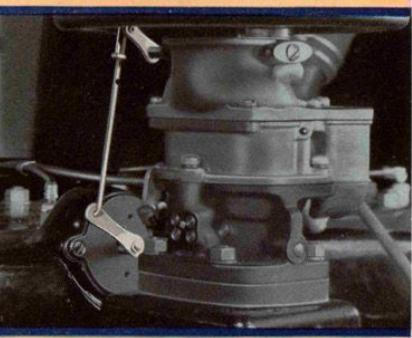
A dirt and water seal guards the brakes against grit and wet



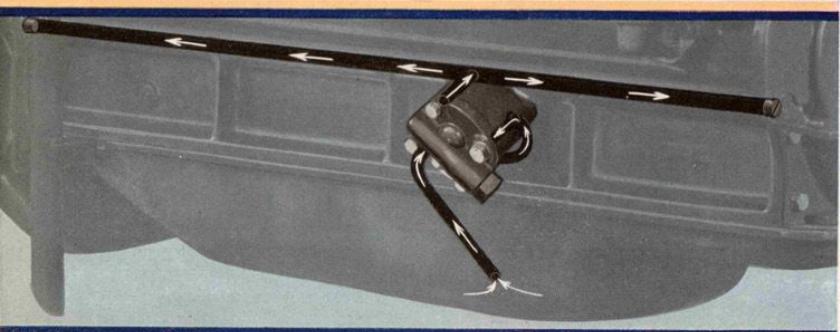
An ingenious front motor mounting beds it on a rubber cushion



Neutro-Poised rubber motor mounts increase engine flexibility



No choke on the dash—it is automatic at the carburetor



Only one short pipe and oil passages drilled in the crankcase walls, prevent leaks from loose joints or broken tubes

Brief Specifications

OF THE NEW PACKARD ONE TWENTY

Motor—Eight cylinders in line. Cylinders and upper crankcase integral. L-head type. Detachable aluminum cylinder head. Aluminum pistons. Bore, 3 1/4 inches. Stroke, 4 1/4 inches. Displacement, 282 cubic inches.

Horsepower—Tax rating, 33.8. Actual brake horsepower developed, 120.

Motor Lubrication—Full-pressure feed to all bearings and cylinder walls. Ventilated crankcase.

Carburetion—Dual down draft. Automatic compensating idle. Automatic choke. Air cleaner and intake silencer.

Clutch—Semi-centrifugal type. 10-inch single plate. Heavy duty spring cushion drive. Friction damper.

Transmission—Silent synchronized. Three quiet forward speeds and reverse.

Cooling System—Cellular radiator core. 18-quart capacity. Centrifugal pump. Thermostatic temperature control.

Fuel System—20-gallon tank at rear. Mechanical pump. Filter and gas gauge.

Brakes—Servo-Sealed hydraulic. Internal expanding. 12-inch centrifuse drums.

Shock Absorbers—Hydraulic double acting.

Chassis Lubrication—Pressure gun.

Front Suspension—Packard SafeTflex independent suspension. Helical springs.

Rear Suspension—Semi-elliptical, 54 x 1 3/4 inches. Metal spring covers.

Wheels—Disc wheels. Drop-center rims.

Tires—7.00 x 16 low pressure. 4-ply cord.

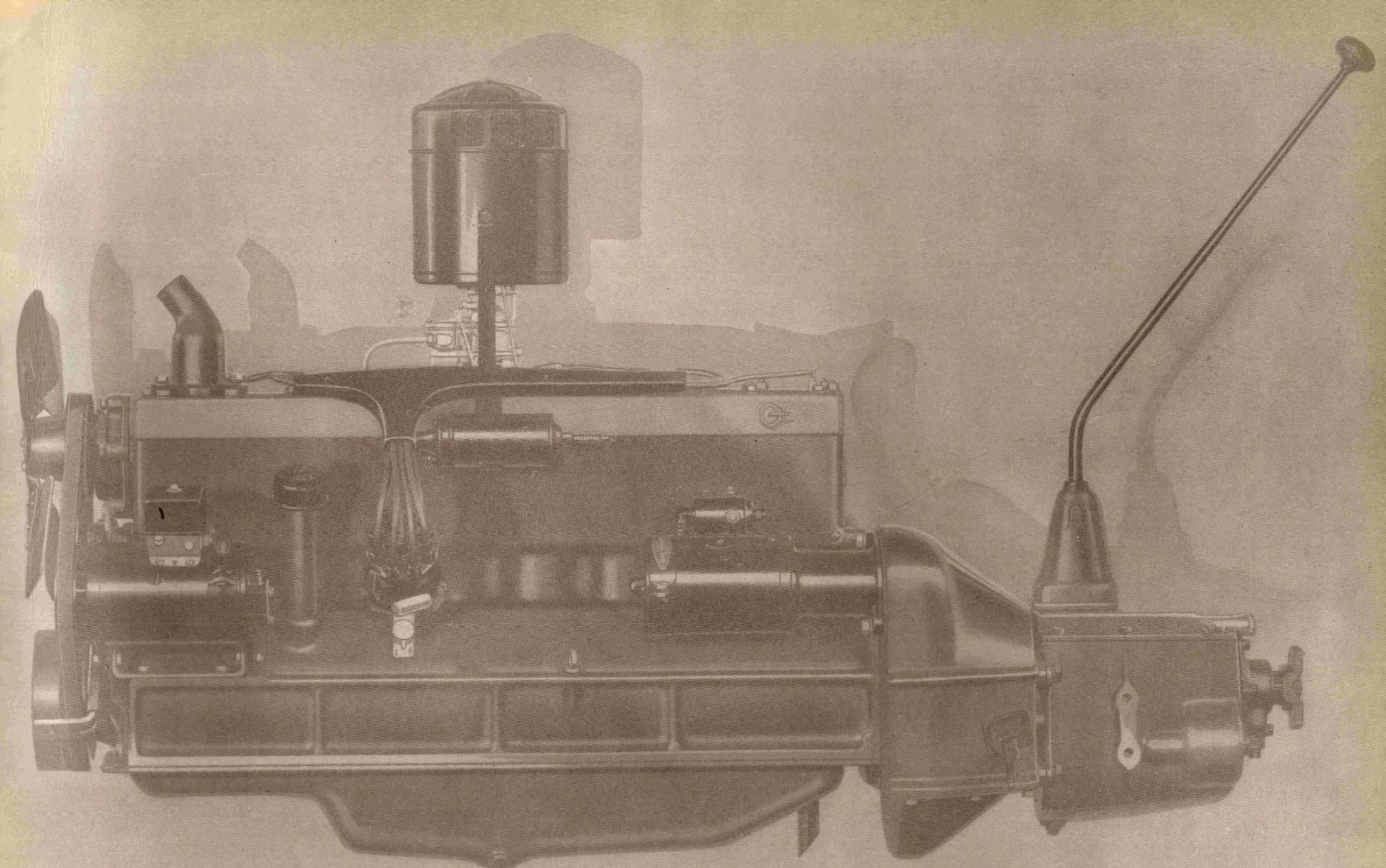
Wheel Base—120 inches. Turning radius, 19 1/2 feet.

Painting—Purchasers may choose from a wide variety of color combinations. Broadcloth upholstery is selected to harmonize artistically with the respective color combinations.

Standard Equipment—One spare wheel. Jack and tool equipment. Body ventilation. Interior sun visor. Two automatic windshield cleaners. Rear view mirror. Ash trays, front and rear compartments. Robe rail. Foot rest in rear compartment. Generator voltage regulator. 17-plate battery. 32-candlepower headlights with four lighting positions. Combination tail and stop light. Dome and front compartment lights. Horn. Speedometer. Gasoline gauge. Oil pressure gauge. Motor thermometer. Ammeter. Locked package compartment in instrument panel. Wheel compartment lock. Cowl ventilator with screen. Adjustable front seat. 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



A S K T H E M A N W H O O W N S O N E