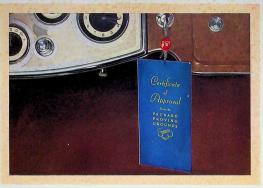


PACKARD TWELVE





Sealed to the key of every Packard Twelve is its unique "diploma of mechanical excellence," earned by a 250-mile examination at the Packard Proving Grounds

THE PACKARD TWELVE

A PORTFOLIO OF THE LATEST AND GREATEST CREATIONS IN LUXURIOUS TRANSPORTATION





THE STEP THAT ONLY PACKARD TAKES

Old master among motor cars that it is,

the Packard Twelve vies with the old



masters in beauty of artistic conception and brilliance of mechanical execution.



THOSE who know the Century, the ocean leviathan or I fleet air transport are the ones for whom the Packard Twelve is conceived. To design it as a thing of beauty is not enough. To build it as a thing of excellence is not sufficient. To grant its buyer his taste in color combinations and upholstery harmonies is no more than may be expected in the purchase of such a car. But this important investment in luxurious transportation merits the utmost enjoyment immediately and to further please this discriminating group which helps comprise the largest fine car clientele in the world, Packard now goes a step farther. No Packard Twelve owner ever has to "break in" his new car! In addition to its hundreds of factory inspections, every Packard Twelve is hand groomed by 250 long miles of running in and tuning up at the Packard Proving Grounds. Here each individual creation, with body mounted and full equipment installed, comes for a final checking over after its release from the factory. Within this 500-acre estate, devoted solely to improving the quality of but one make of motor car, each Packard Twelve gets a searching quality examination of each functional unit in test track operation and building up to a logical climax, straight-away speedingall done by veteran mechanics who know every whim of this great car. Then, conditioned, tuned, adjusted and whetted for instant enjoyment, the Packard Twelve Certificate of Approval is sealed to the key as a silent testimony to the hand wrought care of design, manufacture, finish and, above all, motoring readiness. Beautiful to look at and comfortable to sit in, the Packard Twelve is nevertheless silent as its Certificate-unless you give it voice on open highway or in crowded traffic. Then it will speak for itself in a language no other car can approach, for it knows no rival. Born out of a challenge years ago when Alexander Winton dared W. D. Packard to build a better car, matured in the challenges that meet the manufacturer who has built and sold more 12-cylinder motor cars than all other American makers combined, the Packard Twelve is truly a challenging car. It challenges any car on any count, and it politely challenges you to let it prove its points, with no more words but those of the car itself!



The PACKARD TWELVE SEDAN for Seven Passengers As Executed in Immess Green

GEORGE INNESS was born at Kingston, N. Y., in 1825 and died in 1894. Abundant honors graced his painting life and he ranks as one of the American landscape painters generally known in Europe today.



The deep, luminous greens that characterize the art of Inness admirably fit this handsome motor car. It is shown against a background strongly reminiscent of Afterglow, one of his many medaled paintings.

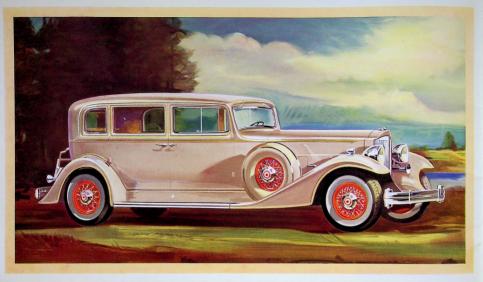


The PACKARD TWELVE LIMOUSINE for Seven Passengers As Wrought in Titian Maroon

TIZIANO VECELLIO, better known as Titian, was born in Cadore, Italy, in either 1477 or 1489 and died in 1576. He began his career at the age of eighteen, working in frescoe, but in oils he reached his highest plane.



The glowing rich reds which have become legend through the deep shades in Titian's greatest pictures are well adapted to this big car that echoes the spirit of his palette and brush in its masterful coloring.



The PACKARD TWELVE SEDAN for Five Passengers

As Conceived in Rubens Ochre

PETER PAUL RUBENS was born in Siegen, Westphalia, in 1577 and died in 1640. His start was in landscaping, but through his later choice of figures he became widely known to critics as "the painter" spainter."



The sunlit earthy tones in Rubens' great color range are caught in the shading of this popular body type. The treatment springs from such effects as those in his world famous great canvas, The Judgment of Paris.



The PACKARD TWELVE CLUB SEDAN for Five Passengers

As Harmonized in Gainsborough Blue

THOMAS GAINSBOROUGH was born in Sudbury, England, 1727 and died in 1788. At the age of ten he was painting trees, rocks, shepherds and ploughmen. Later his ability won him the coveted R. A. honor.



The vibrant blues immortalized in Gainsborough's Blue Boy, favorite of art lovers the world over, repeat themselves in showing to advantage the full beauty of this custom type of smart close-coupled body design.



The PACKARD TWELVE COUPE for Five Passengers

As Developed in Fragonard Blue

JEAN HONORE FRAGONARD was born in Grasse, France, in 1732 and died in 1770. He studied at the King's school, and later at the King's own expense in Italy. The Louvre proudly display's much of his art.



The powder-blue skies in Fragonard's outdoor scenes, like Le Voeu a L'Amour, are caught in the charming tones of soft pastel hue that portray this enclosed model which provides for an intimate seating arrangement.



The PACKARD TWELVE COUPE for Two or Four Passengers

As Depicted in Rembrandt Red

REMBRANDT VAN RIJN was born in Holland in 1606 and died in 1669. He aimed at a truthful rendering and painted his objects as they are, that is, enveloped in air so that the subjects blend into the atmosphere.



The deep shadowed reds that give such a stirring depth to The Night Watch by Rembrandt and to his frequent sacred subjects are seen in this car, favored by professional men for its compact convenience.



The PACKARD TWELVE COUPE-ROADSTER for Two or Four Passengers
As Finished in Cellini Metal

BENVENUTO CELLINI was born in Florence, Italy, in 1500 and died in 1571. Goldsmith, sculptor, bronze-caster, poet and prose writer, his greatest contribution to the arts was his artful work in metals.



The sheen of metallic colors mindful of Cellini's figures Perseus and Medusa lives again in the opalescent lustre of this youthful convertible style, either an open or an enclosed car to suit the occupants.



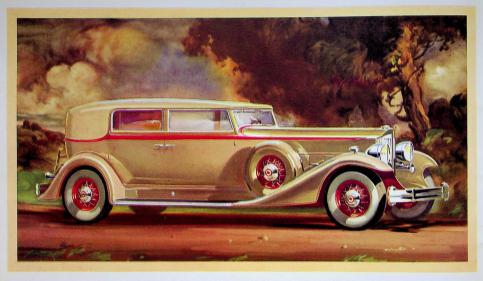
The PACKARD TWELVE CONVERTIBLE VICTORIA for Five Passengers

As Done in Van Dyck Brown

ANTHONY VAN DYCK was born in Antwerp, Holland, in 1599 and died in 1641. He too started his art career at ten and being an admirer of the great Rubens, did work that has marked similarities.



Van Dyck's suaveuse of virile browns
—warm, rich and deep in their
values as so independently portrayed
in The Repose In Egypt—dresses the
fine lines of this widely admired
convertible type of sports car.



The PACKARD TWELVE CONVERTIBLE SEDAN for Five Passengers
As Pictured in Raphael Tan

RAPHAEL SANZIO was born in Urbino, Italy, in 1483 and died in 1520. He was the son of a painter and when only seventeen was producing independent work in rich oils that met with early acclaim.



Raphael's tan, so wonderfully expressed in the subdued warmth of the distant hills in his well known La Belle Jardinière, forms a harmonizing base for the beauty of this convertible sports car, open or enclosed to suit.



The PACKARD TWELVE PHAETON for Four Passengers

As Portrayed in Corot Green

JEAN BAPTISTE CAMILLE COROT was born in Paris in 1796 and died in 1875. Leaving school at nineteen, he worked in a shop, painting between times. In 1825 he really devoted himself to art,



Corot's cool, diaphanous greens that mark his gorgeous landscapes, of which Souvenir de Montefontaine is so typical, are in fine keeping with this out-of-doors design of open car for open road or broad highway.



The PACKARD TWELVE SPORT PHAETON for Four Passengers

As Painted in Turner Gold

JOSEPH MALLORD WILLIAM TURNER was born in London in 1775 and died in 1851. Destined to be a hairdresser, he early proved himself more suited to palette and brush than comb and curling tongs.



The golden yellow of the remarkable sunshine Turner was so fond of throwing over a crumbling tower or boiling torrent seems especially created for the youthful grace of this sleek-lined design of open car,

Luxurious Interiors of THE PACKARD TWELVE

HE WHO buys the Packard Twelve may develop its interior to suit wide tastes, and may color the graceful exterior lines in any harmony he chooses. Nearly a score of heavy broadcloths from the world's finest looms and leathers from deep cut hides await his selection for interior artistry, and an unlimited range of color combinations permits the purchaser to individualize appearance as he pleases. Such a liberal exercise of personal preference befits the discriminating clientele for which this fine car is created, and is matched in good taste by every detail of interior development. From the latest convenience of Ventilation Control down to the last little refinement for riding or driving comfort, the appeal of its

interior beauty is the same. Body fittings resemble Sheffield silver, so fine is their plating and polishing. The rich wood trimming is American walnut, graced with panels of richly burled Carpathian elm. Cushions that are contoured by a leading orthopedic surgeon to avoid body fatigue are scientifically shaped over tempered steel springs, genuine curled hair and thick wool batts carded and combed for just the proper softness and resiliency. Arm slings and assist cords are hand tailored and many another instance of fine seam-stress work, hand done for luxurious comfort, abounds in this tasteful design. Even the roofs of enclosed cars hold built-in antennae and full provision is made for easy radio installation. Truly, you are at home in a Packard Twelve, for its interior is stylized to match the comfort and convenience of a richly appointed drawing room in some luxurious home.

PACKARD VENTILATION CONTROL - A Modern INTERIOR IMPROVEMENT for ADDITIONAL HEALTH, COMFORT and SAFETY



OLD: Air rushing in the driver's window eddies around the necks of the passengers



Front windows are simply operated for quick



Rear seat passengers also easily adjust windows to provide their choice of comfortable ventilation



NEW: Ventilation for the front seat alone is controlled by the forward window section



NEW: Swinging out the rear quarter window can confine the air flow to the rear seat only



NEW: Windows in this position give perfect ventilation in rain or with occubants smoking



NEW: Setting the windows wide catches all air and deflects it for summer ventilation



NEW: Windows may be locked as on any former design to keep the car equally as tight

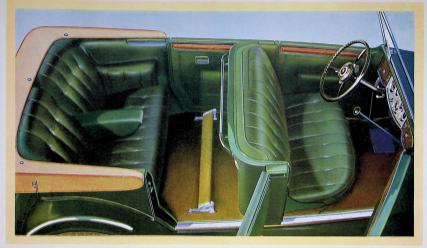


Abundant room characterizes the Packard Twelve interior typified by the luxuriously appointed Seven-Passenger Sedan

EVERY Packard Twelve interior reflects the guiding thought of Packard designers: to create luxurious comfort with every taste of the most discriminating owner fully anticipated. You see it in the choice fabrics. You feel it in the deep resilient cushions and you sense it in the smallest detail of appointment for comfort or convenience.

THE intimacy of a close-coupled design is a feature of the Five-Passenger Club Sedan whose deep rear quarter gives a smart custom car note.





As in all open models, the Four-Passenger Phaeton is finished in hand-crushed leather harmonizing with its colorings



W INNER of many a Continental Concours d'Elegance, or motor car beauty contest, the Packard open design is still accounted the most graceful of road cars. The Phaeton continues the envied tradition with its sweeping flow of yachtlike symmetry developed in every sleek line of smoothly blended exterior and interior treatment.

THE Coupe-Roadster is at will an open car or a snug enclosed model. A roomy rumble for emergency passengers and a luggage compartment are included.

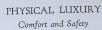
MENTAL LUXURY Beauty and Prestige



Cushions are orthopedically contoured

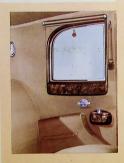








Sponge rubber pads the adjustable foot rest



 $P_{\text{ackard}} T_{\text{welve}} \text{ interior luxury is both mental} \\ \text{and physical.} \quad \text{Through its blended artistic} \\ \text{design, the purchaser enjoys pride of possession} \\ \text{and prestige of ownership along with riding and} \\ \text{driving ease, comfort, convenience and safety.} \\$



The driver has his own arm rest positioned to suit



Dainty appointments grace the rear seat

Wood trimmings are of burled walnut



All driving controls are carefully placed for quick handling and instruments with large dials for easy reading are conveniently mounted

THIS GRACEFUL WHEEL INVITES YOUR CONTROL OF THE FINEST AUTOMOTIVE MECHANISM EVER BUILT

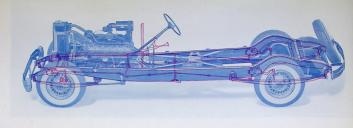
THERE never was such a "MOTOR" car as the Packard Twelve, and each of its mechanical corollaries measures up to its superb motor. Allare the result of thrity-three years of fine car engineering—engineering experience that has designed and built more 12-cylinder cars than all other American manufacturers combined, and several times as many as all other makes in use today. Now some other motor cars may strive to approach Packard beauty in exterior lines or try to rival the comfort and convenience of interior design, but no fine car can provide truly luxurious transportation unless its engine and chassis are the last word in mechanical excellence. While others may claim it, the Packard Twelve stands ready to prove it.

Such statements are no mere extravagance with this great car, for, mechanically as artistically, it challenges any car on any count. No matter how deftly turned the phraseology in these and the mechanical descriptions that follow, the car itself will back them up. Packard knows full well that fine words never built a fine motor car and their purpose with the Packard Twelve is to inspire you to accept its friendly challenge—to prove for yourself how its mighty power, vivid performance, silent smoothness, easy handling, solid comfort and ultra safety combine to give you the new surprise of your very first automobile—a motoring thrill of thrills, the greatest sensation that any finely built automotive mechanism has ever provided



THE RIDE CONTROL SYSTEM —instantly makes possible

desired adjustments for individual riding comfort





THE
CHASSIS
LUBRICATING
SYSTEM
—automatically feeds oil
in properly
determined

amounts to chassis parts





THE
POWER
BRAKING
SYSTEM
— provides
new braking
security and
pedalpressure
to suit individual taste



ORIGINAL Ride Control, first introduced by Packard, is now improved in each of its three ride options. Just the desired type of ride—soft, medium or firm—may be had to suit. Ride Control adjusts the shock absorbers from the dash not only for road but also for load, and in addition offers the positive control over temperature conditions impossible with automatic adaptations for controlling the ride.

OT content with building precision into the Packard Twelve, Packard protects that precision automatically by a system of chassis lubrication. Time-proven by more than 225,000 Packard cars into which it is engineered, the system gives important chassis points a constant supply of clean oil to prevent squeaks and rattles and avoids annoying car tie-ups due to frequent and necessary lubrication service.

The first prominent American motor car builder to provide four-wheel brakes, Packard adds mechanical power brakes adjusted to the desired pedal pressure by the Brake Selector on the dash. Now the light touch of a woman's foot stops the car as quickly as the heavy tread of a man. The natural brake "feel" is maintained and the rapid deceleration of the big car is assured with velvety smoothness.



A three-position lever controls the oil flow



Shock absorbers are double-action hydraulic



The clutch bearing is automatically oiled

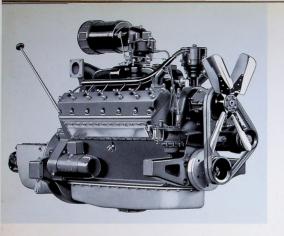
A vacuum "assister" multiplies pedal pressure



The self-adjusting shackles are also oiled A reactory valve guards the power brakes







HEART of the hand-groomed Packard Twelve is its clean-lined power plant, thoroughly broken in by a 250-mile Proving Grounds run. Eighteen years of experience in building more 12 cylinder motors than all other American manufacturers combined lie back of its modern design. Conservatively rated at 160 horse-power, it includes all the latest Packard engineering offerings—downdraft carburetion, automatic choke, an ingenious conical hot-spot for quick warming up, an automatic valve take-up mechanism, rubber cushioned motor mountings and a host of features that contribute silence and smoothness to its mighty power. All combine to provide a brilliance of acceleration and top speed operation that literally challenges the engine performance of any other motor car.

The
Packard
synchromesh
transmission,
quiet in all
forward
speeds, and
new
cushion
clutch provide quick
and easy
shifting



Velvety engine smoothness is further assured by a rugged front motor support cushioned in rubber at each end



A carburetor silencer and cleaner reduces airintake noises and prevents harmful road dust from entering the engine





Whether at top speed or when parking, steering as big a car as the Packard Twelve is delightfully easy, due to its precision mechanism and steering geometry.

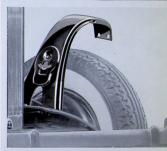
> Ingenious Stabilizers, exclusive to the Packard Twelve, in both ends of the heavy steel bumper dampen out front end movement found in other big cars at high speeds on rough roads.





A non-weaving base for luxurious long-lived bodies is provided by a deep X-member frame made doubly strong by rigid reinforcing plates exclusively Packard.







The exclusive Angleset Rear Axle fitted with silent hypoid gears, pioneered by Packard, permits modiship low bodies with no sacrifice of headroom or clearance.







From the newly built body die plant in the foreground to the distant forge and foundry, the Packard factories cover 88 acres of land, include nearly 4,000,000 square feet of floor space and employ 80 skilled trades necessary for the design and building of as fine a motor car as the Packard Twelve.



Mile-Long PACKARD

Factories

Packard Twelve bodies are built in these 22-acre body shops, larger than many another entire motor car plant.

> Packard Twelve metals are poured and steels forged in the quality controlled modern foundry and forge.





Even the fine precision of the famous Johansson blocks is not enough for Packard experts who check their accuracy by the Light Ray machine that millionths an inch.

Unique in the industry is this sound-proof room especially designed and built for Packard by University of Michigan scientists. Here precision parts get exacting tests for utmost silence.





While modern progress may substitute on a widespread scale machine for manual labor, fine car manufacture demands in many details hand craftsmanship of the old school such as careful wood carving.

Where

QUALITY FIRST

is the Rule

Nimble feminine fingers deftly shape luxurious fabrics from the world's finest looms over the soft pads and deep springs that build riding comfort into seat cushions.





To insure that the beauty of upholstery materials is matched by their durability, Packard proves them in its laboratories by alkalies, ultra-violet rays, water and the keen microscope.

Diamonds, hardest substance known, are carefully set by micrometer readings into special cutting tools and actually worn out in giving a jewel-like finish to many precision parts.





Twenty miles from the Packard factories lie the Packard Proving Grounds extending over 500 acres and including all facilities for improving the

quality of but one make of motor car. Here, in addition, the Packard Twelve is prepared for immediate enjoyment by a special 250-mile run.

Packard

PROVING Grounds

estled in the beautif

Nestled in the beautiful landscape that befits the handsome products they prove, are the Lodge and laboratories of the Resident Manager and his skilled engineers.

> Miles of test roads and tracts of desert-like sand are included among the man-made driving hells that prove the stamina of the Packard Twelve.







The Packard you never see, one of the cars constantly on test at the Proving Grounds to learn how quality can be still further advanced.







Where Packard and Nature fight it out. Hub-deep in sand, test cars are forced to plough and grind, for days on end, to prove axles, transmission, motor and frame strength.

SUMMER and WINTER Proving

DAY and NIGHT Testing

How does the Packard Twelve handle on hills? Miles of steep grades and sharp descents in Packard proving work make certain the answer is a satisfactory one.





One of the many precision devices for accurate testing is the fifth wheel speedometer that electrically determines acceleration and speed.





SPECIFICATIONS OF THE PACKARD TWELVE

POWER PLANT

MOTOR—Twelve cylinders cast integral with crankcase. Four-point suspension mounted in rubber. Bore $3\frac{1}{16}$ inches, stroke 4 inches, horsepower N. A. C. C. rating 56.7—motor actually develops more than 160 horsepower.

CYLINDERS—Modified L head made from special iron and steel alloy. PISTONS—Special aluminum alloy fitted with four rings.

CONNECTING RODS—I beam type drop-forged from special steel, rifle-bored to

provide oil passage from crankshaft to piston pin bearing.

VALVES—Intake, chrome nickel steel; exhaust, silicon chrome steel. Valve rocker arms are mounted on roller bearings, and are provided with an automatic adjustment which maintains the proper valve clearance at all times and insures quiet operation.

GRANKCASE—Cast integral with cylinders, four main bearings, oil reservoir in lower half, ventilated and equipped with auxiliary bayonet-type oil gauge. GRANKSHAFT—Dropforged, heat-treated, machined all over and balanced both at

CRANKSHAFI—Drop-forged, neat-treated, machined an over and manneed both at rest and at speed. Drilled passages provide for oil distribution under pressure to connecting rods.

CLUTCH—Single dry plate positive and dependable spring cushioned drive, operates equally well under all climatic conditions.

TRANSMISSION—Packard Silent Synchro-mesh, three quiet speeds forward, nickel steel hardened gears insuring long life and quiet operation. Shafts mounted in highest quality ball and roller bearings, a total of ten.

FUEL SYSTEM

SUPPLY—Thirty-two gallon tank mounted at rear; fuel is drawn from tank to carburetor by mechanical pump located on front of motor. A vacuum pump is also incorporated with fuel pump to insure constant operation of windshield wipers. CARBURETOR—Dual down-draft type, equipped with automatic choke, designed

CARBURETOR—Dual down-draft type, equipped with automatic choke, designed to provide immediate full power performance. Silencer and air cleaner included. Carburetor manifold is equipped with ejector vaporizers which prevent liquid fuel from finding its way into cylinders.

COOLING SYSTEM

RADIATOR—Vee type shell with thermostatically controlled chromium-plated shutters. Capacity 10 gallons, circulation by centrifugal pump. Expansion tank to prevent loss of coolant.

Vent toss of coals.

FAN—Aluminum with four blades—21 inches in diameter, mounted on ball bearings which are lubricated by an oil reservoir of ample capacity.

LUBRICATING SYSTEM

MOTOR LUBRICATION—Pressure feed by gear type oil pump from lower half of crankoase. Oil is filtered and its circulation controlled by different motor speeds. CHASSIS LUBRICATION—Points on the chassis that require oil regularly are lubricated by an automatic vacuum-operated pressure pump.

ELECTRICAL SYSTEM

IGNITION—Pickard Auto-lite distributor mounted in accessible position on top of motor. A double coil is mounted on dash, protected from excess heat and water. GRNERATOR—Packard-Dyneto mounted left front of motor and driven by dual fan belts easily accessible. The generator is equipped with cut-out relay and voltage regulator entirely automatic in operation and protects battery against overcharge. STARTING MOTOR—Packard-Dyneto mounted at the rear of the motor and auto-matcally engages with hardened steel ring gar on flywheel.

BATTERY—Six-volt 160-ampere-hour.

WARNING SIGNAL—Two trumpet horns underneath head lamps electrically operated by push button at center of steering wheel.

LIGHTING EQUIPAENT—Single wire type fully protected by two 20 ampere fuses. Includes two non-glare headlings with side lighting feature for passing. Two two combination tail and signal lights, one on each side. The signal lights are automatically operated by brake pedial action. Courtesy light in each running board splasher; these, and dome light operated by switch in rear doors; instrument board light, reading light, are quarter lights.

OPERATING CONTROLS

GEAR SHIFT LEVER —At right of driver, housing forward for ample foot room. BRANE LEVER—At left of driver, well forward permitting free use of left front door. SERVICE BRAKES—Fower operated exhanical brakes internal-expanding on all four wheels. Selector on instrument board which provides brake action to suit the tast. HAND BRAKE—Internal-expanding on all wheels. All brakes have 15 x 2½-inch

centrifuse drums and $\frac{1}{2}$ -inch brake lining. STEERING GEAR—Worm and roller type, steering wheel $18\frac{1}{2}$ inches in diameter, walnut finish rubber over a steel frame.

walnut finish rubber over a steel frame.

MOTOR-ACCELERATOR—At right of brake pedal. Lighting switch and throttle control levers built into central portion of steering wheel.

CLUTCH—All operating mechanism mounted on roller bearings.

INSTRUMENT BOARD—OIl pressure gauge, motor thermometer, fuel and oil supply gauge, ammeter, speedometer, clock, starter button, and cigar lighter are grouped in a panel in the center of the instrument board and are indirectly lighted. Key lock ignition switch is mounted to the right of instrument panel and brake selector to left. Reading light and ab tray are mounted in center of covol rail.

BODY

Safety glass in windshield and windows of all cars. Controlled body ventilation without drafts by means of Ventilation Control. Ventilators in top and sides of cowl. Center arm rest in rear seats of all five- and seven-passenger bodies. Arm rests on those particular control of the contr

Package compartments in all instrument boards.

MISCELLANEOUS

FRAMES—Depth, 8 inches. Tapered in design to eliminate offsets. Very rigid in construction, due to heavy "X" type center cross member and heavy cross channels, all riveted securely.

SPRINGS—Semi-elliptical. Front 42 inches by 2½ inches; rear, 60½ inches by 2½ inches. Front springs underslung and shackled at front end. Metal spring covers. WHEELS—Drop center rims. Wire, standard equipment, demountable at hub and interchangeable, front and rear. Wood wheels optional at no extra cost.

WHEEL CARRIER—One extra wheel and carrier. Self-contained flush-type lock SHOCK ABSORERS—Hydrauls. Adjustable by Rule Control from front seat. TIRES—Low-pressure non-shad cord tires, front and rear; size 17×7.50 , size ply. SPEDOMET ERR—Pointer type. Driven through a fleatible shaft connected with spiral series of the strength o

TURNING RADIUS—24 feet, 7 inches. Long wheelbase, 24 feet, 8 inches. TOOLS—Tool roll completely equipped, one-ton jack, wheel-changing equipment. Purchasers of the Packard Twelve may express their own preferences in

Purchasers of the Packard Twelve may express their own preferences in choosing color combinations and in selecting from a wide range of fabrics.

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.

PACKARD MOTOR CAR COMPANY • DETROIT

"Ask The Man Who Owns One"



