

*Packard*

*1936*

*Twelve —  
Super Eight  
— Eight*





## *Packard*

presents for 1936 a new  
and finer version of the  
cars that were chosen by  
nearly half of America's  
fine-car buyers in 1935.

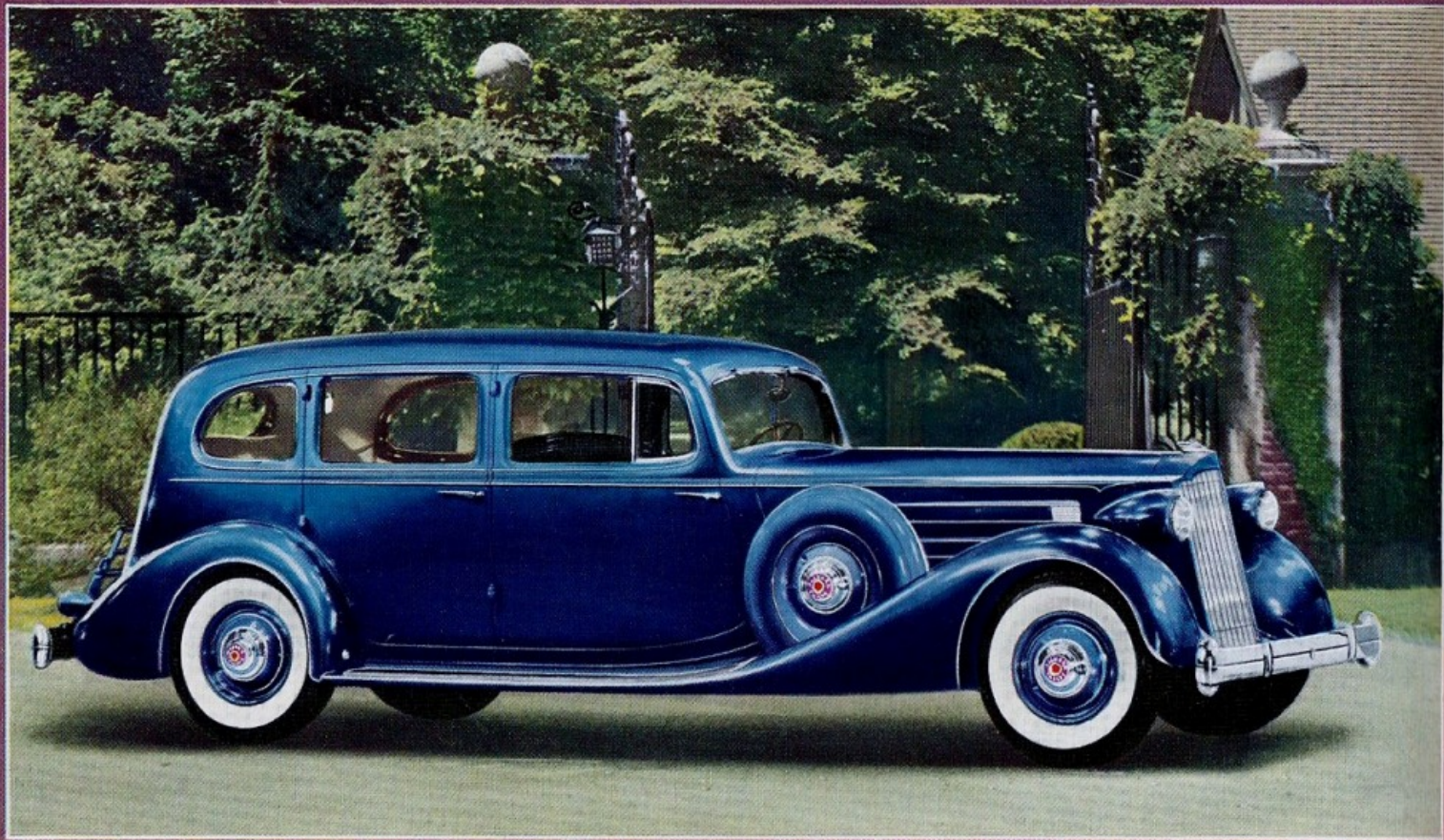
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THE PACKARD

*Twelve*

*Super Eight*

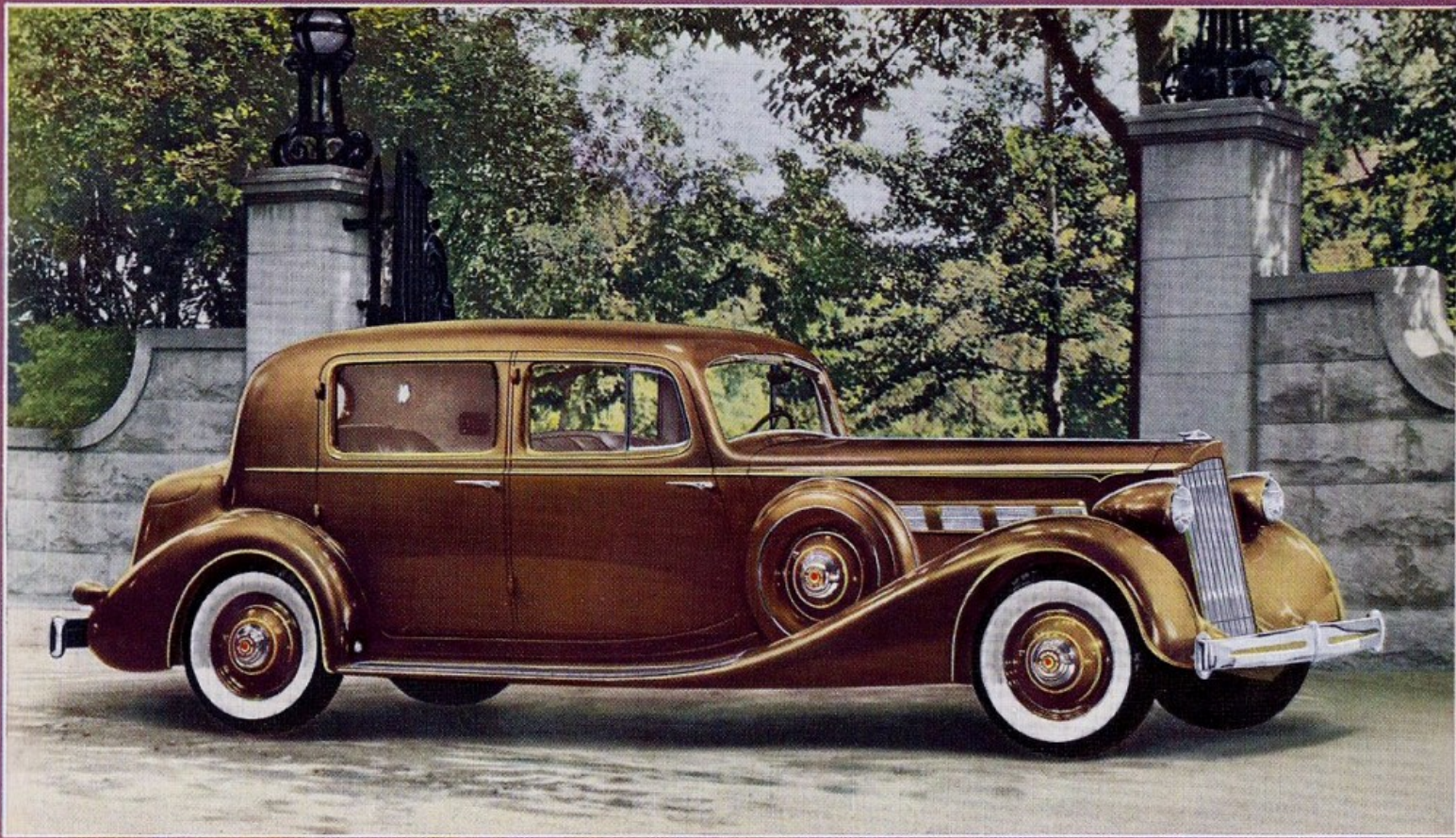
*Eight*



**PACKARD TWELVE for 1936**

The 7-passenger LIMOUSINE is a favored type among 13 luxurious body styles.

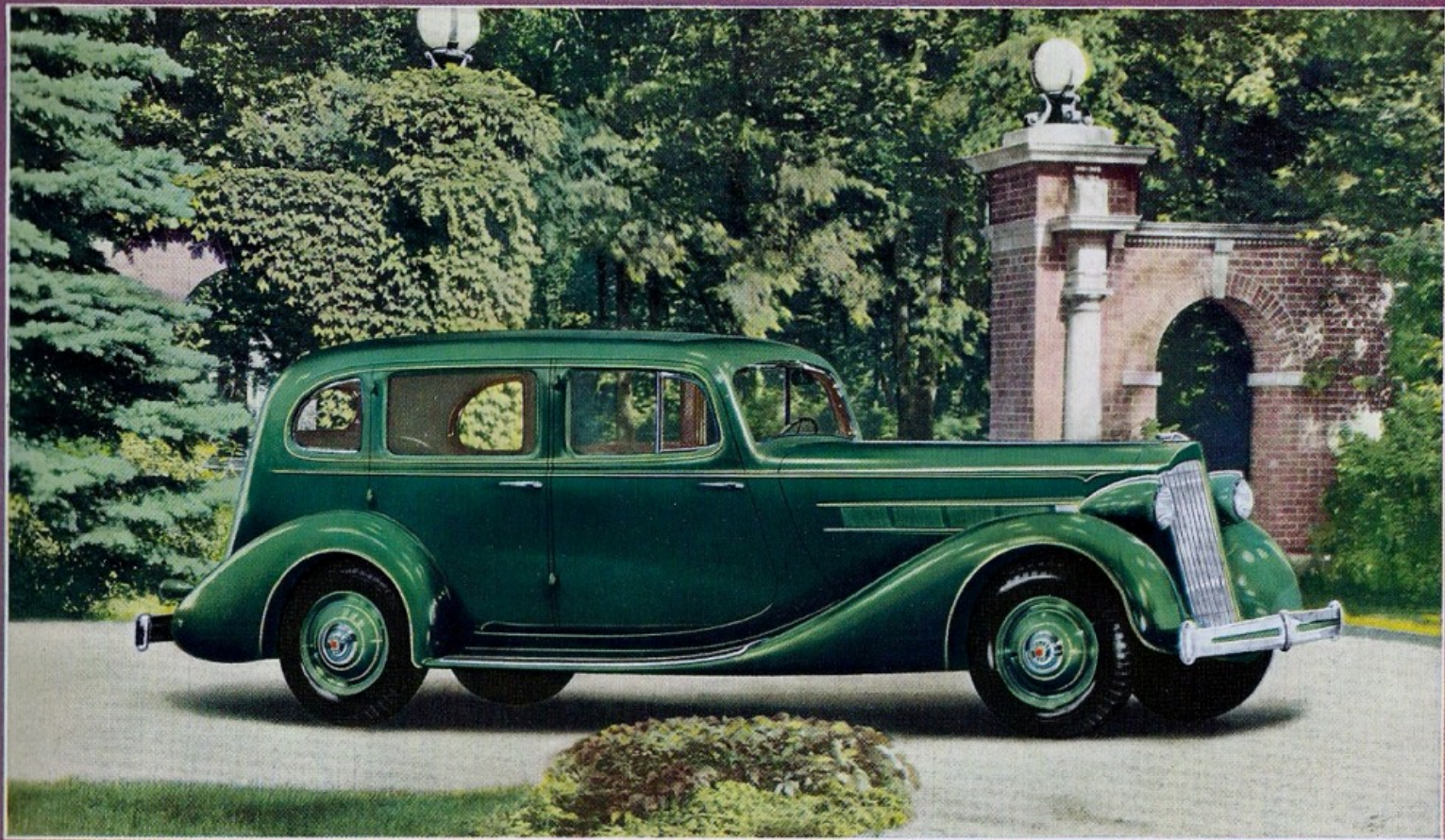
*Shown before one of the thousand-odd gateways of distinguished families who have owned Packards continuously for 21 years or more.*



**PACKARD SUPER EIGHT for 1936**

The 5-passenger CLUB SEDAN is a pleasing design among 13 stunning body styles.

*Shown before another of the thousand-odd gateways of distinguished families who have owned Packards continuously for 21 years or more.*



**PACKARD EIGHT for 1936**

The 5-passenger *SEDAN* is the most popular model among 13 handsome body styles.

*Shown before a third one of the thousand-odd gateways of distinguished families who have owned Packards continuously for 21 years or more.*

## Packard for 1936

IN presenting its new Packard Twelve, Super Eight and Eight for 1936 Packard believes them to be not only the greatest Packards ever built but the finest cars in all the world. So sincere is this belief that Packard cordially invites you to test its truth on any basis of comparison you choose. Please accept this invitation at its face value, for buying a fine car means comparing cars on an unhurried basis of careful evaluation. In this, your Packard dealer is ready and able to help you. An easy way to start the study is to ride in

and drive the 1936 Packard model of your choice, over whatever route you prefer, without the slightest obligation on your part. When you do this, you will find mechanical features matching motor car fineness. You will discover stability of design coupled with beauty of line. But only ownership of the car itself can ever reveal the pleasure in pride of ownership—in having your purchasing judgment confirmed by an overwhelming public preference which has granted to Packard *nearly half* of all the business in the fine car field.

## COVERING THE FIELD OF LUXURIOUS TRANSPORTATION

The widest offering of standard body types—39 all told—  
—together with a choice of richly appointed custom  
models and practically designed business cars, makes the  
line of Senior Packard cars complete enough to cover  
every requirement in the field of luxurious transportation.

### *Packard Twelve*

—includes 13 body styles fitted on two wheelbase lengths, 139 and 144 inches. Each is powered by the smoothest 12-cylinder engine built, one that delivers 175 mighty horsepower.

### *Packard Super Eight*

—includes 13 body styles with three wheelbase lengths to accommodate them, 132, 139 and 144 inches. The engine provides 150 horsepower, with the utmost in simplicity and economy of straight-eight motor design.

### *Packard Eight*

—includes 13 body types mounted on three wheelbase lengths: 127, 134 and 139 inches. An engine perfected from the experience of introducing the straight-eight as a production design, develops 130 horsepower.

ASK THE MAN WHO OWNS ONE