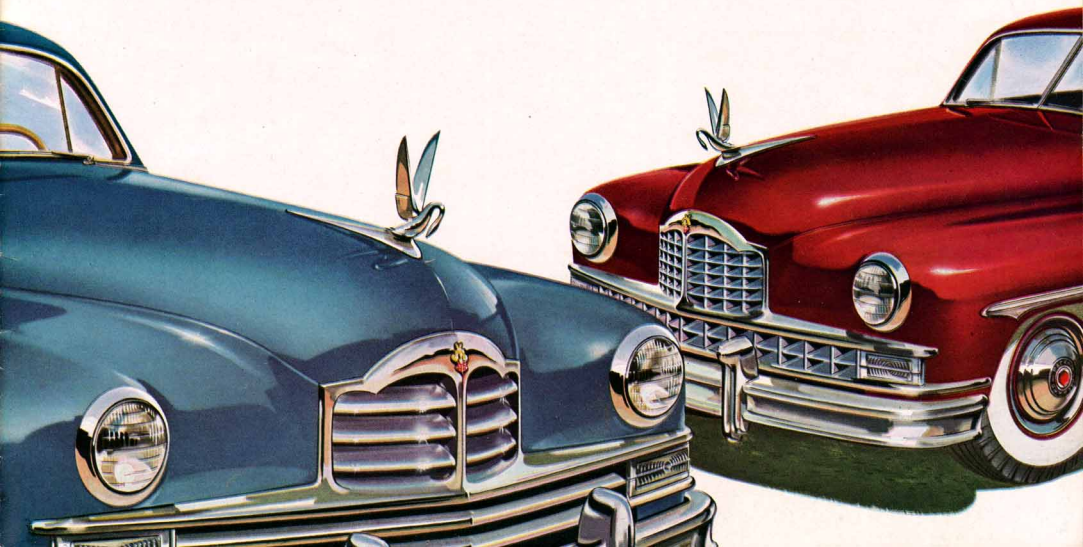


NEW *Golden Anniversary*

PACKARD SUPER — PACKARD SUPER DELUXE



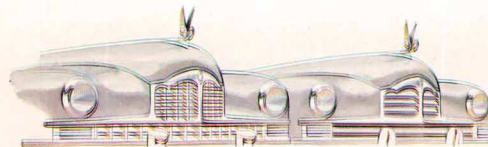
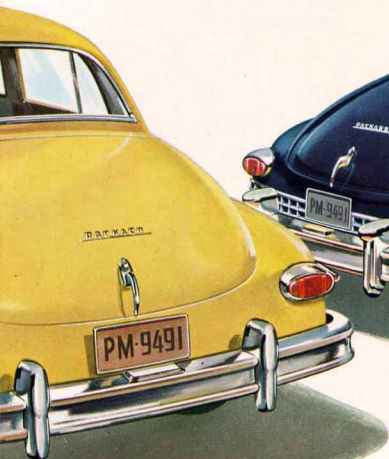
ACCENT ON Individuality

New, and exclusive, in their bold new beauty. New, and exclusive, in their spectacular performance and roadability. New, and exclusive, in their relaxing comfort and luxury appointments . . .

That's your introduction to the new Golden Anniversary selection of Packard

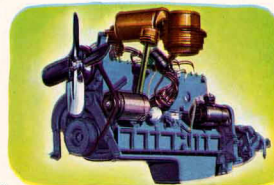
Super and Packard Super Deluxe creations.

There are seven in all—ranging from a glamorous convertible to a formal limousine—and each of them has a personality all its own. Each of them has the individuality that transforms fine car ownership into a rich and very personal adventure!



NEW INDIVIDUALITY IN STYLING

Historic Packard identity is carefully preserved in the massive new grilles of the Super Deluxe (left) and the Super. And then each of them goes on to achieve additional style distinction all its own!



NEW INDIVIDUALITY IN PERFORMANCE

The new "free-breathing," 150-HP Packard Super Eight will delight you with its silent smoothness at all speeds . . . thrill you with its "safety-sprint" reserve power. And gasoline economy? Terrific!



NEW INDIVIDUALITY IN RIDING COMFORT

The new, longer, 127-inch wheelbase contributes importantly to Packard's masterful roadability, and traffic sureness. And all the while, you enjoy the three-way cushioning of a costly "self-controlling" suspension system.

NEW INDIVIDUALITY IN LUXURY INTERIORS

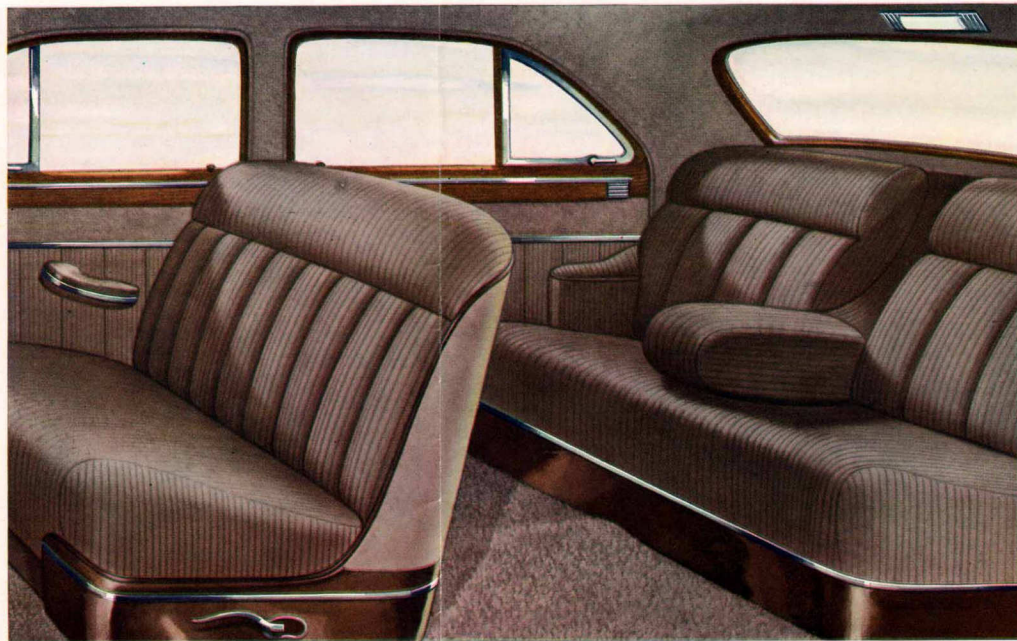
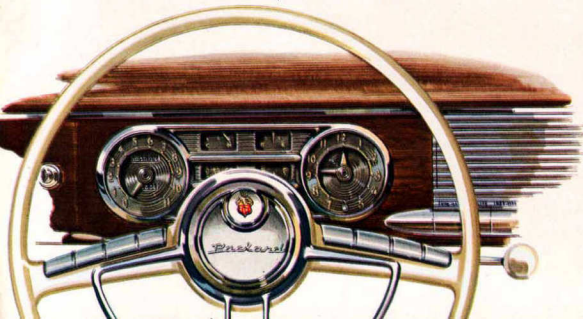
Here's traditional Packard good taste, and flawless workmanship—with rich new fabrics and colors for greater beauty . . . new all-over soundproofing for restful comfort . . . new luxury appointments everywhere!



Exclusively yours . . .

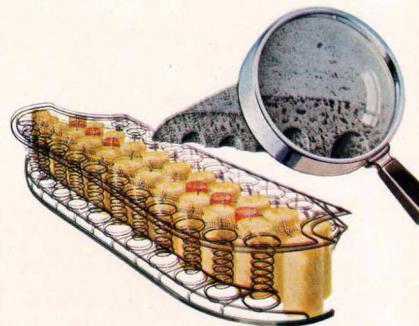
In this richly appointed Super Deluxe touring sedan, Packard presents new *personalized* beauty . . . new *personalized* comfort . . . to delight the heart of even the most sophisticated fine car buyer. Everything about its new interior styling and its spacious, soundproofed comfort is designed to match the distinction of its spectacular new performance.

"Black-lighted" instruments put an end to night-time glare and reflections. Softly illuminated push-button switches combine distinctive beauty with new convenience.



Interior of the Packard Super Deluxe Touring Sedan
Generous accommodations for six people with long legs, broad shoulders . . . and hats! Smartly tailored in traditional Packard good taste . . . in your choice of rich new broadcloth and bedford cord fabrics. Expansive windshield

and side windows—and a new rear window with 33% greater glass area—provide safer visibility without sacrifice of privacy. New advanced soundproofing of body and chassis banishes road hum and "engine sensation." Traditional Packard craftsmanship is apparent in every detail.



"Comfort-selector" seat cushion springs, topped by a padding of foam rubber, give you a choice of extra firmness or softness. They're especially important in the front seat, where luxurious softness for a passenger often meant "sag" for the driver.



And weather? Make your own! Improved all-season ventilation (optional at moderate extra cost) provides automatic warmth in winter, with no window-fogging worries . . . dry air on rainy days . . . cooling air in summer, without drafts. You enjoy a quiet change of air once a minute, even with the car stopped and windows closed!

Specifications

ENGINE—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons with new type oil control rings. Piston displacement 327 cubic inches. Bore and stroke 3½ inches x 4¼ inches. Compression ratio 7 to 1. Brake horsepower 150 at 3600 r.p.m. Crankshaft weight 103½ pounds. Five main bearings. Removable precision-type main and connecting rod bearings. Advanced designed camshaft for quieter operation. Neutra-poised, three-point rubber engine mountings. Oil: seven quarts.

ENGINE LUBRICATION—Full pressure lubrication to all main, connecting rod, camshaft, and piston pin bearings, and to valve tappets. Floating oil screen.

FUEL SYSTEM—Dual down-draft carburetor with two intake jets. Automatic choke, automatic heat control, air cleaner, silencer and flame arrester. 20-gallon gasoline tank equipped with filling signal. Automatic idling control. Mechanical pump with filter.

COOLING SYSTEM—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity: 19 quarts.

CLUTCH—Semi-centrifugal. Single dry plate type. Diameter 10½ inches. Ball throwout bearing, permanently lubricated.

TRANSMISSION—Synchronized, carburized, helically cut gears. Nine ball and roller bearings. **OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed. **FRAME**—X-member type frame, box section side rails. Convertible frame is specially designed X-member, exclusive to Convertible use.

FRONT SUSPENSION—Packard independent front wheel suspension. Double-acting shock absorbers. Roll control bar.

REAR SUSPENSION—Semi-elliptic springs, 54¾ inches long. Full length composition inserts between leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

ELECTRICAL SYSTEM—Large capacity, 40 ampere air-cooled generator (Convertible generator is 45 ampere capacity) with automatic control. 15-plate, 100-ampere-hour battery. Sealed Beam headlights. Automatic spark control.

DRIVE—Hotchkiss type, through rear springs. Three-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.9 to 1.

BRAKES—Packard Servo-Hydraulic, self energizing type service brakes with improved lining. Mechanical hand brake operating rear wheel brake shoes. Centrifuge brake drums.

STEERING SYSTEM—Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. 22½-foot turning radius (7-passenger sedan—24½ ft.) **CHASSIS BEARINGS**—Long life assured by 48 ball and roller bearings.

WHEELS AND TIRES—Disc wheels with individual chain slots. Four-ply tires. Super has 15 x 7.60;

Super Deluxe has 15 x 8.00; Super Deluxe Convertible has 15 x 8.20. Super Deluxe 7-passenger has 6-ply 15 x 8.20.

WHEELBASE—127 inches. (7-passenger sedan is 141 inches.)

LENGTH OVER-ALL—Bumper to bumper, 211½ inches. (7-passenger sedan 225½ in.)

INSTRUMENTS AND CONTROLS—Speedometer, oil gauge, gasoline gauge, ammeter, engine temperature gauge and trip-odometer conveniently arranged on instrument panel. "Black light" illuminates figures and indicators only; dial faces are unlighted. Provision is made for mounting radio speaker and push-button control in center of instrument board. An electric winding clock, automatic cigar lighter, ash receiver and map light are included as standard. Ignition switch is lighted. Push buttons operate cigar lighter, headlights, instrument lights, map light; also the heater, defroster and electromagnetic clutch when they are supplied as optional equipment.

STANDARD EQUIPMENT—Twin horns. Two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Convertible equipped with power-operated windows, front seat, and top. Automatic courtesy lights in front compartment. Reading light in rear compartment. Rear view mirror. Turning indicators built into combination stop and tail lights. Bumpers and bumper guards front and rear. Bumper jock and tool equipment.

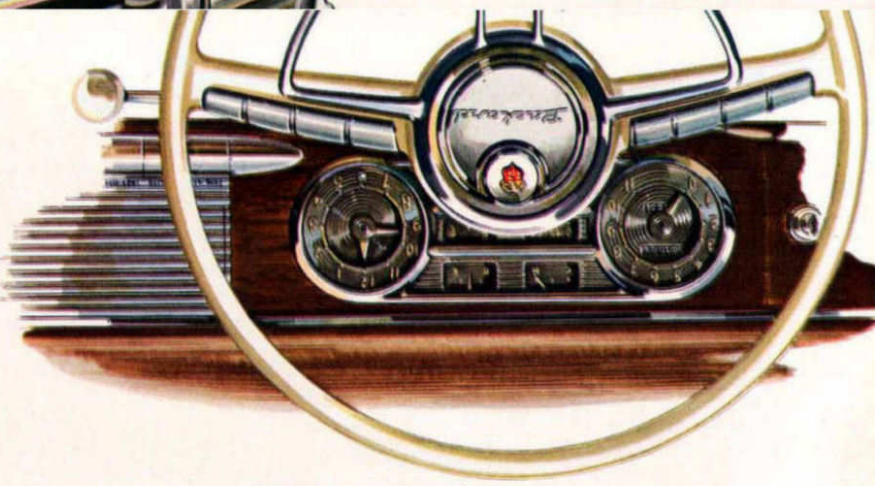
Specifications, designs, and prices subject to change without notice.

PACKARD MOTOR CAR COMPANY
DETROIT 32, MICHIGAN

ASK THE MAN WHO OWNS ONE

The detailed story of PACKARD *Ultramatic Drive* is told in a separate booklet—Ask your Packard Dealer for a copy!

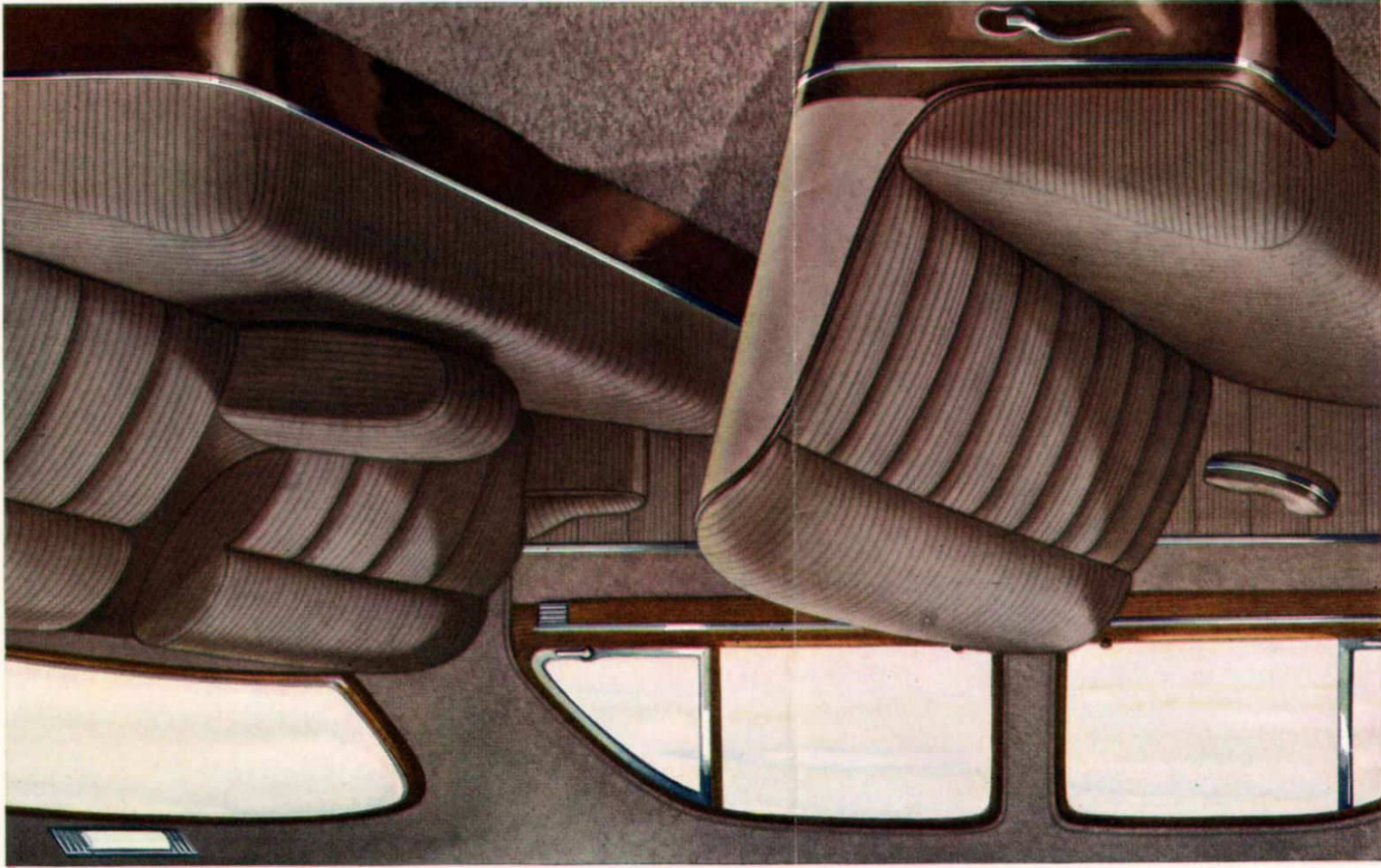
NEW *Golden Anniversary* PACKARD SUPER DE LUXE • PACKARD SUPER



"Black-lighted" instruments put an end to night-time glare and reflections. Softly illuminated push-button switches combine distinctive beauty with new convenience.

In this richly appointed Super Deluxe touring sedan, Packard presents new personalized beauty . . . new personalized comfort . . . to delight the heart of even the most sophisticated fine car buyer. Everything about its new interior styling and its spacious, soundproofed comfort is designed to match the function of its spectacular new performance.

Exclusively yours . . .



"Comfort-selector" seat cushion springs, topped by a padding of foam rubber. They're especially in- extra firmness or softness. They're especially im- portant in the front seat, where luxurious softness for a passenger often meant "sag" for the driver.

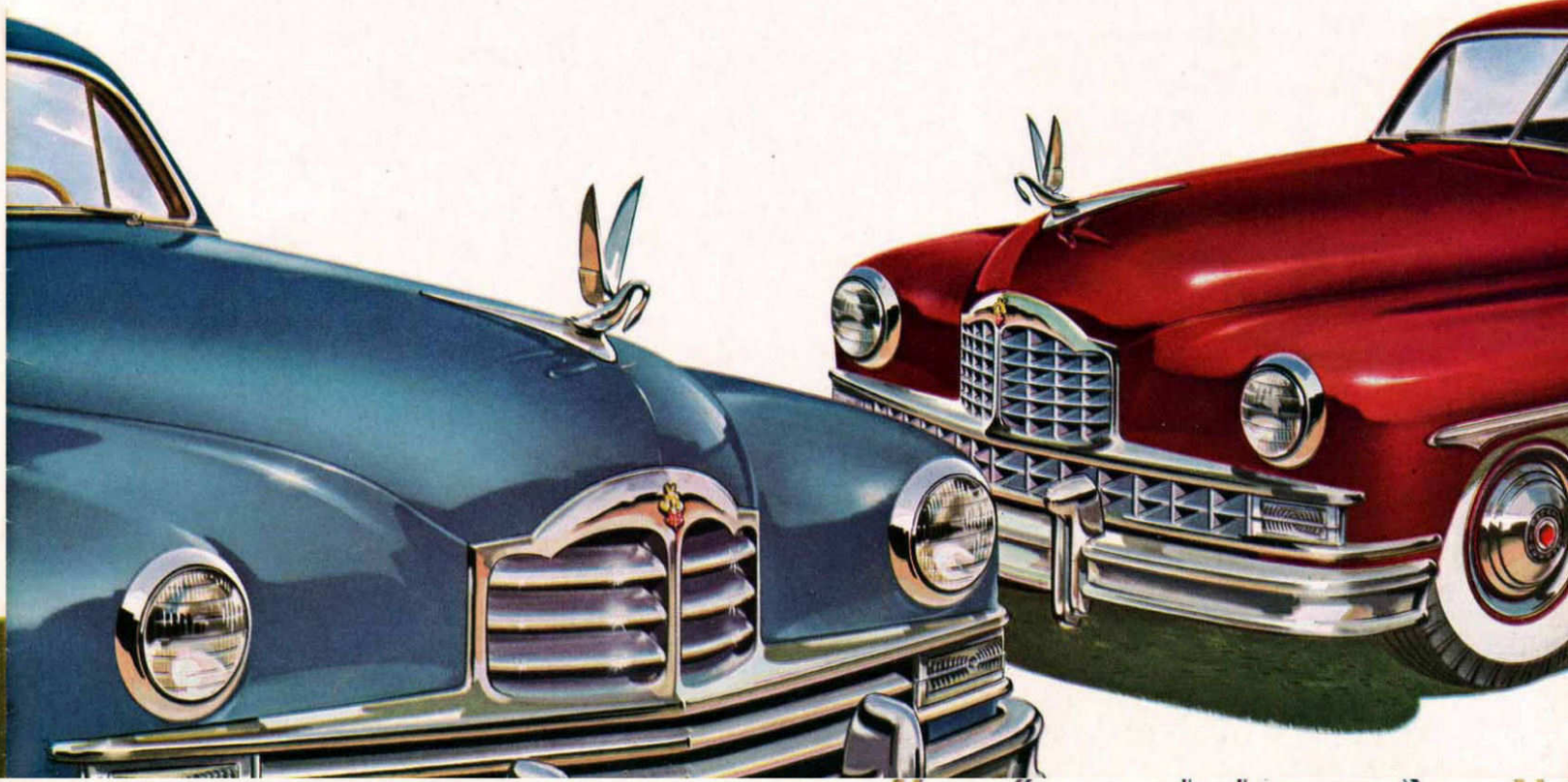


And weather? Make your own! Improved all- season ventilation (optional at moderate extra cost) provides automatic warmth in winter, with no window-logging worries . . . dry air on rainy days . . . cooling air in summer, without drafts. You enjoy a quiet change of air once a minute, even with the car stopped and windows closed!

Interior of the Packard Super Deluxe Touring Sedan . . . and here! Smartly tailored in tri- broad shoulders . . . in your choice of rich new broadcloth and Bedford cord fabrics. Expansive windshield and side windows—and a new rear window with 33% greater glass area—provide safer visibility without sac- rifice of privacy. New advanced soundproofing of body and chassis banishes road hum and "engine sensation." Trad- itional Packard craftsmanship is apparent in every detail.

NEW Golden Anniversary

PACKARD SUPER — PACKARD SUPER DELUXE

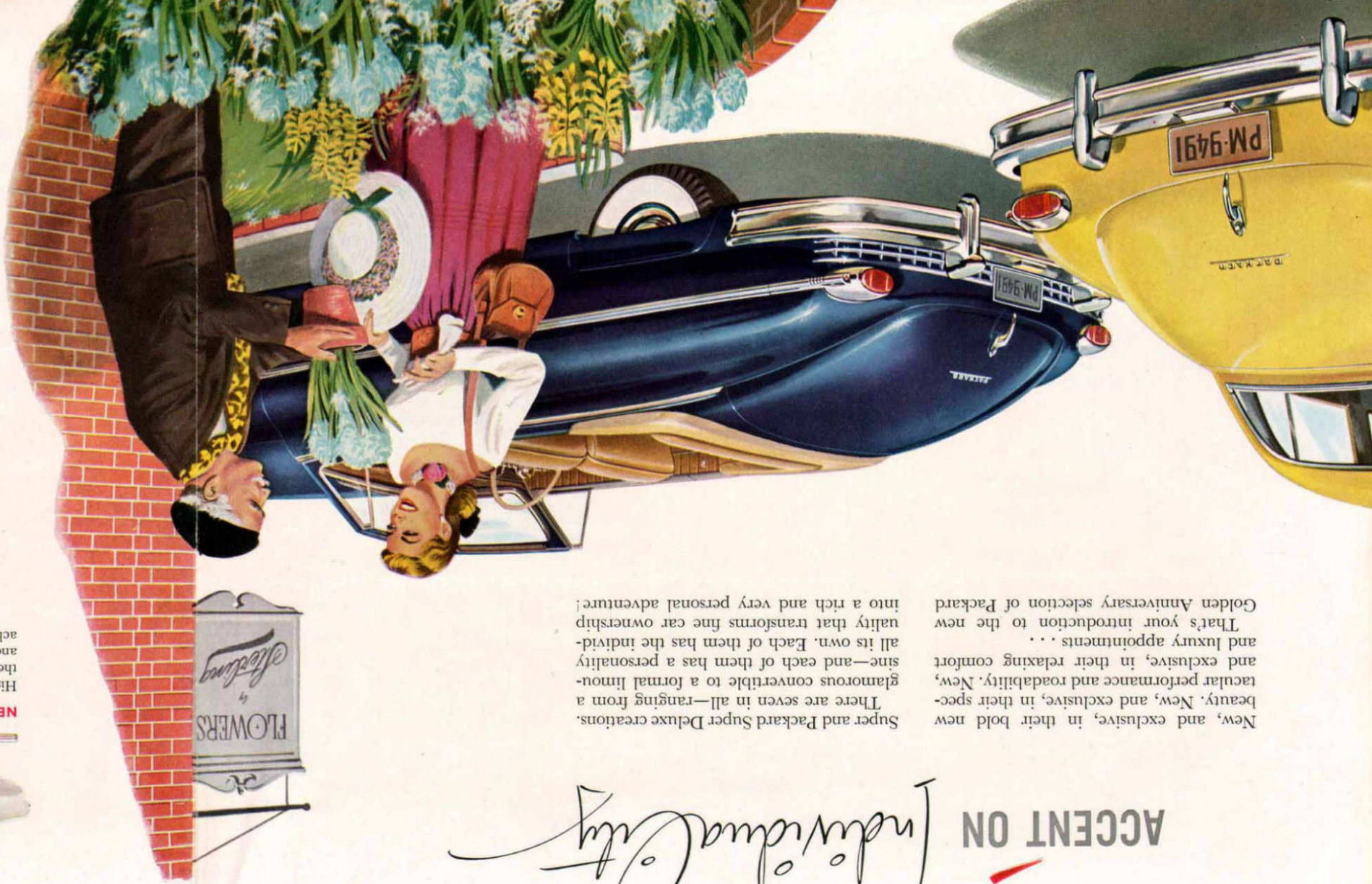


PACKARD MOTOR CAR COMPANY
DETROIT 32, MICHIGAN

ASK THE MAN WHO OWNS ONE

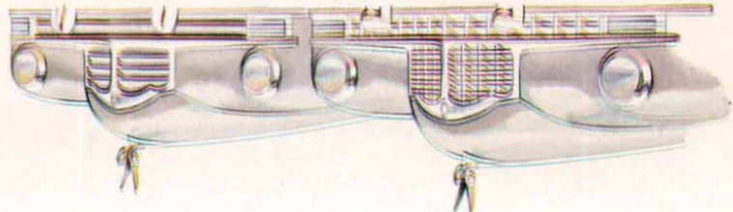
New, and exclusive, in their bold beauty. New, and exclusive, in their spec- tacular performance and roadability. New, and exclusive, in their relaxing comfort and luxury appointments . . . That's your introduction to the new Golden Anniversary selection of Packard Super and Packard Super Deluxe creations. There are seven in all—ranging from a glamorous convertible to a formal limou- sine—and each of them has a personality all its own. Each of them has the individ- uality that transforms fine car ownership into a rich and very personal adventure!

ACCENT ON Individuality



Historic Packard identity is carefully preserved in the massive new grilles of the Super Deluxe (left) and the Super. And then each of them goes on to achieve additional style distinction all its own!

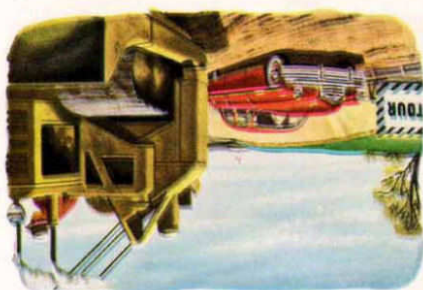
NEW INDIVIDUALITY IN STYLING



NEW INDIVIDUALITY IN PERFORMANCE

The new, longer, 127-inch wheelbase contributes importantly to Packard's masterful roadability, and less workmanship—with rich new fabrics and colors for greater beauty . . . new all-over sound- proofing for peaceful comfort . . . new luxury appoint- ments everywhere!

NEW INDIVIDUALITY IN RIDING COMFORT



The new "free-breathing," 150-HP Packard Super Eight will delight you with its silent smoothness at all speeds . . . thrill you with its "safety-sprint" reserve power. And gasoline economy? Terrific!

NEW INDIVIDUALITY IN LUXURY INTERIORS



Her's traditional Packard good taste, and fla- vors workmanship—with rich new fabrics and colors for greater beauty . . . new all-over sound- proofing for peaceful comfort . . . new luxury appoint- ments everywhere!

Specifications

ENGINE—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons with new type oil control rings. Piston displacement 227 cubic inches. Bore and stroke 3 1/2 inches x 4 1/4 inches. Compression ratio 7 to 1. Brake horsepower 150 at 3600 r.p.m. Crankshaft weight 103 1/2 pounds. Five main bearings. Removable precision-type main and connecting rod bearings. Advanced design camshaft for quieter operation. Neutro-poised, three-point rubber engine mountings. Oil: seven quarts.

ENGINE LUBRICATION—Full pressure lubrication to all main, connecting rod, camshaft, and piston pin bearings, and to valve tappets. Flooding oil screen.

FUEL SYSTEM—Dual down-draft carburetor with two intake jets. Automatic choke, automatic heat control, air cleaner, silencer and flame arrester. 20-gallon gasoline tank equipped with filling signal. Automatic idling control. Mechanical pump with filter.

COOLING SYSTEM—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity: 19 quarts.

CLUTCH—Semi-centrifugal. Single dry plate type. Diameter 10 1/2 inches. Ball throwout bearing, permanently lubricated.

TRANSMISSION—Synchronized, carburized, helically cut gears. Nine ball and roller bearings. **OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed. **FRAME**—X-member type frame, box section side rails. Convertible frame is specially designed X-member, exclusive to Convertible use.

FRONT SUSPENSION—Packard independent front wheel suspension. Double-acting shock absorbers. Roll control bar.

REAR SUSPENSION—Semi-elliptic springs, 54 3/4 inches long. Full length composition inserts between leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

ELECTRICAL SYSTEM—Large capacity, 40 ampere air-cooled generator (Convertible generator is 45 ampere capacity) with automatic control. 15-plate, 100-ampere-hour battery. Sealed Beam headlights. Automatic spark control.

DRIVE—Hotchkiss type, through rear springs. Three-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.9 to 1.

BRAKES—Packard Servo-Hydraulic, self energizing type service brakes with improved lining. Mechanical hand brake operating rear wheel brake shoes. Centrifuge brake drums.

STEERING SYSTEM—Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. 22 1/2-foot turning radius (7-passenger sedan—24 1/2 ft.)

CHASSIS BEARINGS—Long life assured by 48 ball and roller bearings.

WHEELS AND TIRES—Disc wheels with individual chain slots. Four-ply tires. Super has 15 x 7.60;

Super Deluxe has 15 x 8.00; Super Deluxe Con- vertible has 15 x 8.20. Super Deluxe 7-passenger has 6-ply 15 x 8.20.

WHEELBASE—127 inches. (7-passenger sedan is 141 inches.)

LENGTH OVER-ALL—Bumper to bumper, 211 1/2 inches. (7-passenger sedan 225 1/2 in.)

INSTRUMENTS AND CONTROLS—Speed-ometer, oil gauge, gasoline gauge, ammeter, engine temperature gauge and trip-odometer conveniently arranged on instrument panel. "Black light" illuminates figures and indicators only; dial faces are unlighted. Provision is made for mounting radio speaker and push-button control in center of instrument board. An electric winding clock, automatic cigar lighter, ash receiver and map light are included as standard. Ignition switch is lighted. Push buttons operate cigar lighter, head- lights, instrument lights, map light; also the heater, defroster and electromagnetic clutch when they are supplied as optional equipment.

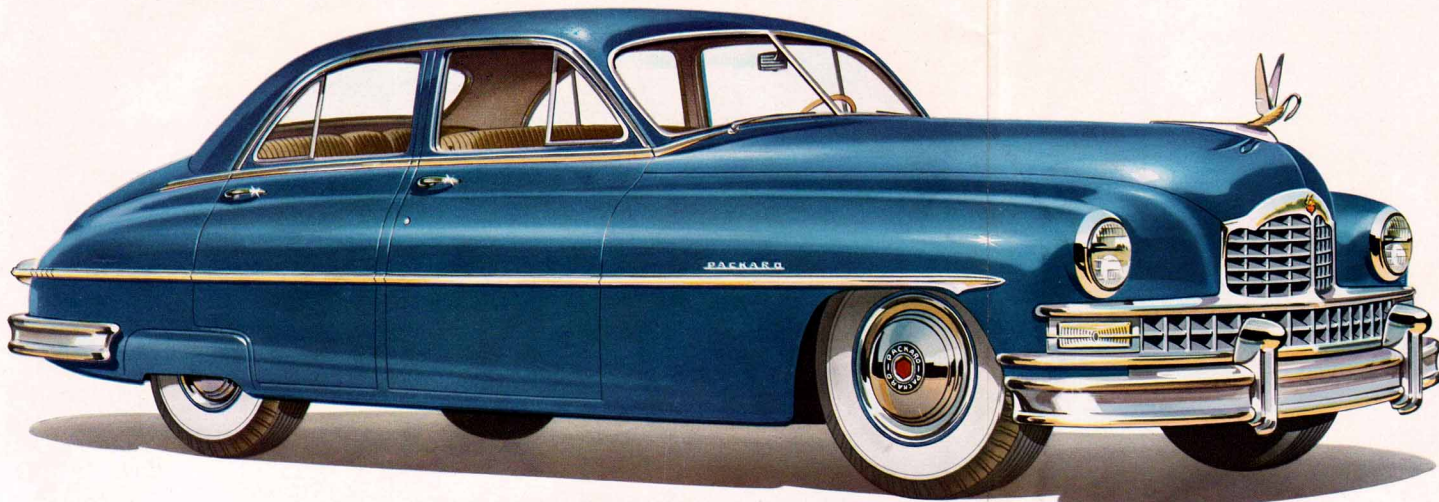
STANDARD EQUIPMENT—Twin horns. Two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Convertible equipped with power-operated windows, front seat, and top. Automatic courtesy lights in front compartment. Reading light in rear compartment. Rear view mirror. Turning indicators built into combination stop and tail lights. Bumpers and bumper guards front and rear. Bumper jack and tool equipment.

Specifications, designs, and prices subject to change without notice.

The detailed story of PACKARD Ultramatic Drive is told in a separate booklet—Ask your Packard Dealer for a copy!

NEW Golden Anniversary PACKARD SUPER DELUXE • PACKARD SUPER

NEW *Golden Anniversary* PACKARD SUPER DELUXE



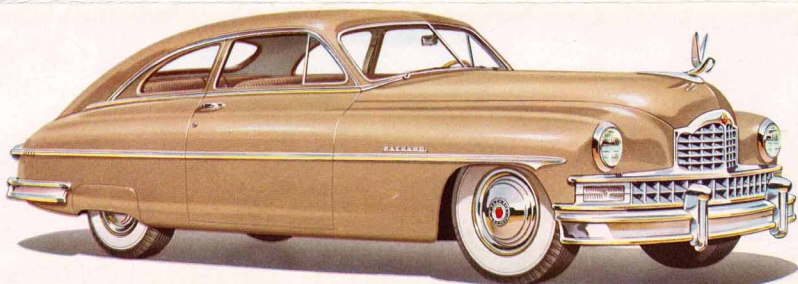
PACKARD SUPER DELUXE TOURING SEDAN

150 Horsepower 127-inch Wheelbase

In every flowing curve and sweeping line, this new Golden Anniversary Packard is styled to reflect its spectacular performance. The massive distinction of its radiator grillework is repeated in new rear-deck grille treatment. Stainless steel side molding accentuates its low-slung length . . . and new visibility enhances its sleek, overall appearance. Packard offers this Super Deluxe Touring Sedan in black, or your choice of eight metallic colors. Fender shields, wheel trim rings and fore-and-aft direction signals are among the many "extras" that are included as standard equipment. White sidewall tires are optional, at moderate extra cost.



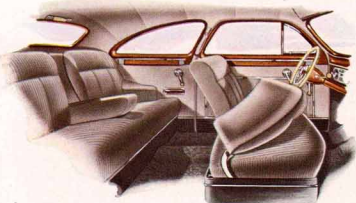
Packard convertible top material, in your choice of sun-tan or black, has a high nylon content, to make it wrinkle-resistant.



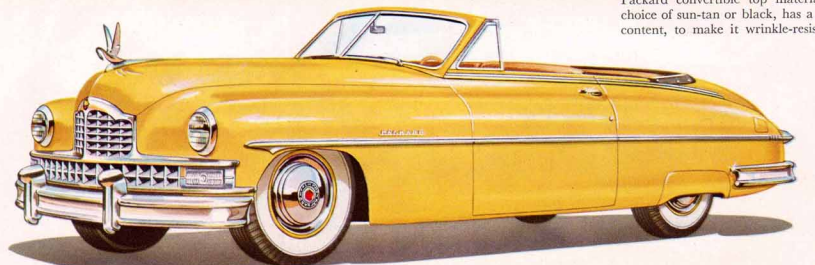
PACKARD SUPER DELUXE CLUB SEDAN

150 Horsepower 127-inch Wheelbase

To look at the road-hugging lines of this new Super Deluxe Club Sedan, you'd never expect to find the great roominess that awaits you inside. But you'll soon discover that *passenger comfort* dictated the dimensions. Back seat riders will praise its generous head room and leg room. And its luxurious appointments—some of which are pictured in the interior view at left—will make you love it more with every passing mile.



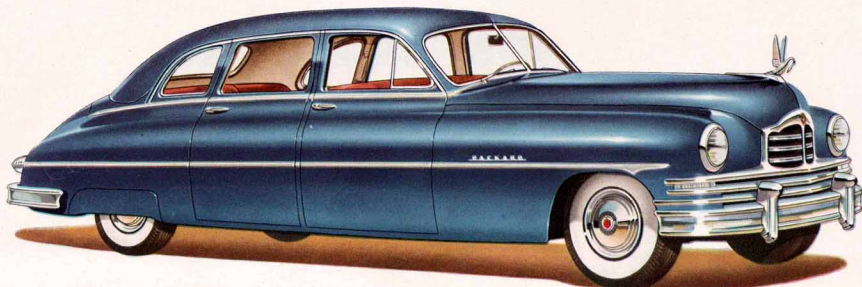
The Super Deluxe Club Sedan is tailored in your choice of broadcloth or bedford cord, in smart new patterns and colors.



PACKARD SUPER DELUXE CONVERTIBLE

150 Horsepower 127-inch Wheelbase

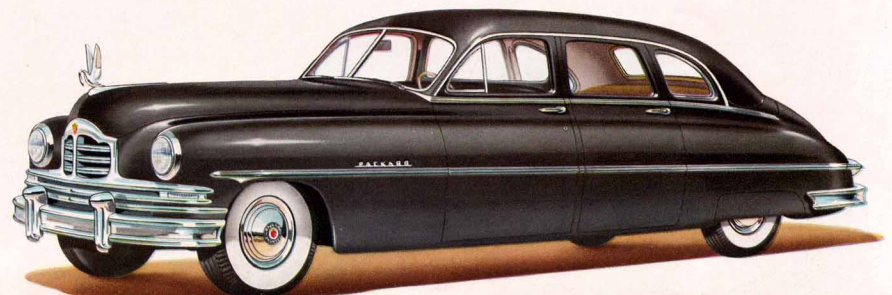
Sleek new convertible styling combines with convertible engineering in this glamorous new sun-loving Packard. Its husky, specially-engineered chassis gives this convertible a degree of quietness and luxurious smoothness no other convertible will challenge. Appointments include push-button controls for the top, front seat, and all four windows. The car is finished in your choice of black, or six metallic colors . . . with harmonizing interior upholstery.



PACKARD SUPER DELUXE SEDAN FOR SEVEN PASSENGERS

150 Horsepower 141-inch Wheelbase

With new responsiveness of performance, and new ease of handling, Packard has glorified a traditionally luxurious body style. Once again, the Sedan for Seven is winning the preference of large families, and of other motorists who want more roominess than they find in conventional body styles. Closely-joined, softly-padded auxiliary seats provide the equal of a third full-width seat. When not in use, they fold neatly away.



PACKARD SUPER DELUXE LIMOUSINE

150 Horsepower 141-inch Wheelbase

In this formal limousine, Packard combines new convenience, new luxury comfort, with the fastidious good taste which has always characterized Packard coachwork. The passenger compartment, tailored in harmonizing broadcloths, has accommodations for as many as six passengers, and is separated from the chauffeur's compartment by an adjustable glass partition.



The chauffeur's compartment, in the formal limousine, is upholstered in a new plastic material that out-looks and out-lasts leather.

NEW *Golden Anniversary* PACKARD SUPER



PACKARD SUPER TOURING SEDAN

150 Horsepower 127-inch Wheelbase

This popular sedan equals its Super Deluxe companion in size and performance . . . and rivals it in distinctive styling and luxury appointments. Its spacious interior, finished in smart new broadcloths, includes such conveniences as rear compartment center arm rest, "comfort-selector" springs and foam rubber padding,

and front and rear courtesy lights. Its attractive price includes such "extras" as fore-and-aft direction signals, fender shields, wheel trim rings, oil bath air cleaner, automatic trunk light, and many other features that contribute to your motoring pleasure. The car is finished in your choice of black or eight metallic colors.



PACKARD SUPER CLUB SEDAN

150 Horsepower 127-inch Wheelbase

Like all the other Super and Super Deluxe models, this spacious Club Sedan combines new greater size, and breath-taking performance, with amazingly low operating and up-keep costs. And its new lower price makes it an easy step up from cars of conventional size and power. The Packard Super Club Sedan

is finished in your choice of black, or eight metallic colors, and the interior is tailored in rich new broadcloths. Its new lower price includes fore-and-aft direction signals, "comfort-selector" springs and foam rubber padding, courtesy lights, fender shields, oil bath air cleaner, and other traditional fine car features.