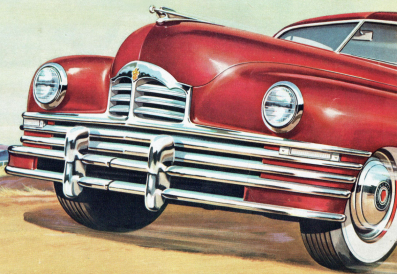


# Packard

ALL NEW EIGHTS FOR '48!

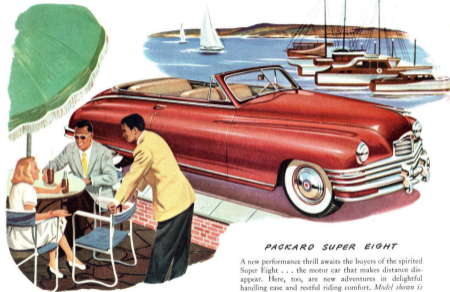


THREE NEW EIGHTS. . . . all with the stunning new distinction of Packard "Free-flow" styling



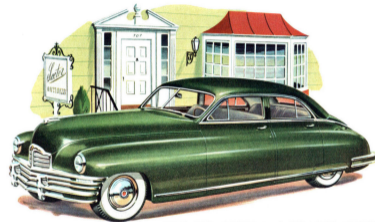
**PACKARD CUSTOM EIGHT**

This great motor car enjoys an identity all its own . . . an identity so distinctive that it requires no name-plate or series insignia. Its exterior is identical to that of the Packard Custom Limousine for seven passengers. Model shown is the new Packard Custom Eight Sedan for seven passengers. Wheelbase: 148 inches.



**PACKARD SUPER EIGHT**

A new performance thrill awaits the buyers of the spirited Super Eight . . . the motor car that makes distance disappear. Here, too, are new adventures in delightful handling ease and restful riding comfort. Model shown is the new Packard Super Eight Convertible for six passengers. Wheelbase: 120 inches.



**PACKARD EIGHT and DE LUXE EIGHT**

World-famous Packard identity acquires new distinction in the luxurious Eight and De Luxe Eight for 1948. Here's precision-built excellence in every rich detail . . . at a most attractive price. Model shown is the new De Luxe Eight Touring Sedan for six passengers, (also available in the Packard Eight Series). Wheelbase: 120 inches.

Presenting  
3 great new EIGHTS for '48....

They're new—all-new—from tires to top! Three exciting new lines of Packard motor cars . . . powered by three new, precision-built, straight-eight engines. Available now in a selection of 17 individual body styles, covering three broad price classes!

**PACKARD CUSTOM EIGHT**

America's most distinguished motor car. Powered by the 160-horsepower Packard Custom Eight engine. Produced in five new body styles—three with 127-inch wheelbase, two with 148-inch wheelbase.

**PACKARD SUPER EIGHT**

An overnight sensation in the fine car field. Powered by the new 145-horsepower Packard Super Eight engine. Produced in seven new body styles—three with 120-inch wheelbase, four with 141-inch wheelbase.

**PACKARD DE LUXE EIGHT—PACKARD EIGHT**

They bring you traditional Packard quality in the popular-price field. The Packard De Luxe Eight is available in two new body styles; the Packard Eight in three new body styles. All are powered by the new 130-horsepower Packard Eight engine, and have 120-inch wheelbase.

*Three great new eights. . . all with spectacular new "Safety-Sprint" acceleration*

Here's trigger-quick reserve power—ready to breeze you into the clear, ahead of highway trucks and busses. Here's real *postwar* power—with new smoothness and *efficiency* throughout the entire range of performance!



# Specifications

## FOR THE NEW 1948 PACKARD EIGHTS

### PACKARD CUSTOM EIGHT

**ENGINE**—I-head, eight cylinders in line. Piston displacement 356 cubic inches. Brake horsepower 140 at 3600 r.p.m. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Bore and stroke 3 1/2 inches x 4 1/2 inches. Compression ratio 7 to 1. Crankshaft weight 104 pounds. Five main bearings. Removable pre-lubrication-type main and connecting rod bearings. Hydraulic adjusted tappets. Neutro-poled, five-piston rubber engine mountings. Oil sump quartz.

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

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



Three-core bearing

completely surrounded by water. Cooling capacity 20 quarts.

**CLUTCH**—Semi-centrifugal. Single dry plate type. Diameter 11 inches. Ball throw-out bearing, permanently lubricated.

**TRANSMISSION**—Synchronized, carbureted, helical cut gears. Nine ball and roller bearings used in the Packard Unimesh transmission.

**OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed.

**FRAME**—Specially designed X-member type frame, with box section side rails. Convertible frame is specially designed.

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

**REAR SUSPENSION**—Semi-elliptic springs, 54% inch long. Rubber and composite inserts between ends of leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, air-cooled generator with automatic control, 17-plate battery, 120 ampere-hour capacity.

**DRIVE**—Hotchkiss type, through rear springs. Three-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.92 to 1.

**BRAKES**—Packard Servo-Hydraulic, self-energizing type service brakes. Mechanical hand-brake operating rear wheel brake shoes. Centrifuge brake drums provide 208.25 square inches braking area.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double rear needle and two taper roller bearings. 22 1/2-foot turning radius.

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

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 7.00 x 15.

**WHEELBASE**—127 inches.

**OVER-ALL LENGTH**—212 1/2 inches.

### PACKARD SUPER EIGHT

**ENGINE**—I-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Piston displacement 327 cubic inches. Bore and stroke 3 1/2 inches x 4 1/2 inches. Compression ratio 7 to 1. Brake horsepower 145 at 3600 r.p.m. Crankshaft weight 102 pounds. Five main bearings. Removable pre-lubrication-type main and connecting rod bearings. Neutro-poled, three-piston rubber engine mountings. Oil sump quartz.

**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, oil filler, silencer and flame arrester. 20-gallon gasoline tank equipped with filling signal. Automatic idling control. Mechanical pump with filter.

**COOLING SYSTEM**—Thermosatic temperature control. Sealed cooling system—pressure-sealed filler cap. Four blades, 18-inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity: 20 quarts.



Fifth Shock Absorber

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

**TRANSMISSION**—Synchronized, carbureted, helical cut gears. Nine ball and roller bearings are used in the Packard Unimesh transmission.

**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.

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

**REAR SUSPENSION**—Semi-elliptic springs, 54% inch long. Rubber and composite inserts between ends of leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, air-cooled generator with automatic control, 15-plate battery, 100 ampere-hour capacity.

**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. Mechanical hand-brake operating rear wheel brake shoes. Centrifuge brake drums provide 171.5 square inches braking area.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double rear needle and two tapered roller bearings. 22-foot turning radius.

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

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

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 7.00 x 15.

**WHEELBASE**—120 inches.

**OVER-ALL LENGTH**—204 1/2 inches.

### PACKARD EIGHT and DE LUXE EIGHT

**ENGINE**—I-head, eight cylinders in line. Piston displacement 288 cubic inches. Brake horsepower 130 at 3600 r.p.m. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Bore and stroke 3 1/2 inches x 3 1/2 inches. Compression ratio 7 to 1. Crankshaft weight 95 pounds. Five main bearings. Removable pre-lubrication-type main and connecting rod bearings. Neutro-poled, three-piston rubber engine mountings. Oil sump quartz.



Five-Piston Mountings

**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, oil filler, silencer and flame arrester. Automatic idling control. Mechanical pump with filter. 17-gallon gasoline tank equipped with filling signal.

**COOLING SYSTEM**—Thermosatic temperature control. Sealed cooling system—pressure-sealed filler cap. Four blades, 18-inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity: 18 quarts.

**CLUTCH**—Semi-centrifugal. Single dry plate type. Diameter 10 inches. Ball throw-out bearing, permanently lubricated.

**TRANSMISSION**—Synchronized, carbureted, helical cut gears. Nine ball and roller bearings are used in the Packard Unimesh transmission.

**OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed.

**FRAME**—X-member type box section side rails.

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

**REAR SUSPENSION**—Semi-elliptic springs, 54% inch long. Rubber and composite inserts between ends of leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, air-cooled generator with automatic control, 15-plate battery, 100 ampere-hour capacity.

**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. Mechanical hand-brake operating rear wheel brake shoes. Centrifuge brake drums provide 171.5 square inches braking area.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double rear needle and two tapered roller bearings. 22-foot turning radius.

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

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 6.50 x 16.

**WHEELBASE**—120 inches.

**OVER-ALL LENGTH**—204 1/2 inches.



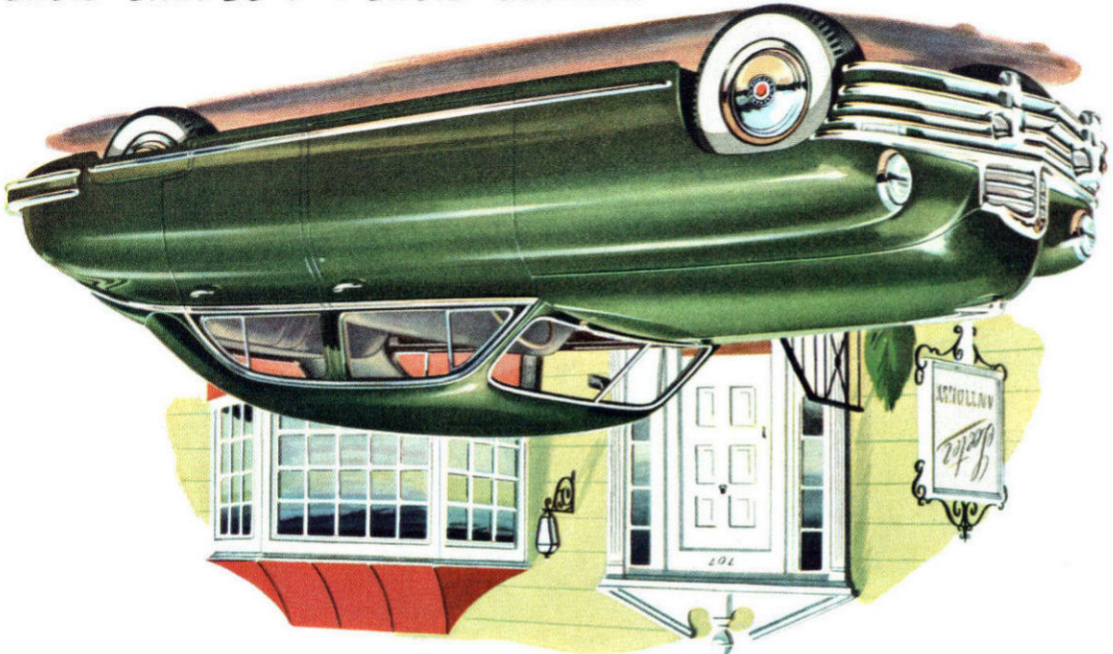
Service

"ASK THE MAN WHO OWNS ONE"

PACKARD MOTOR CAR COMPANY DETROIT 32, MICHIGAN

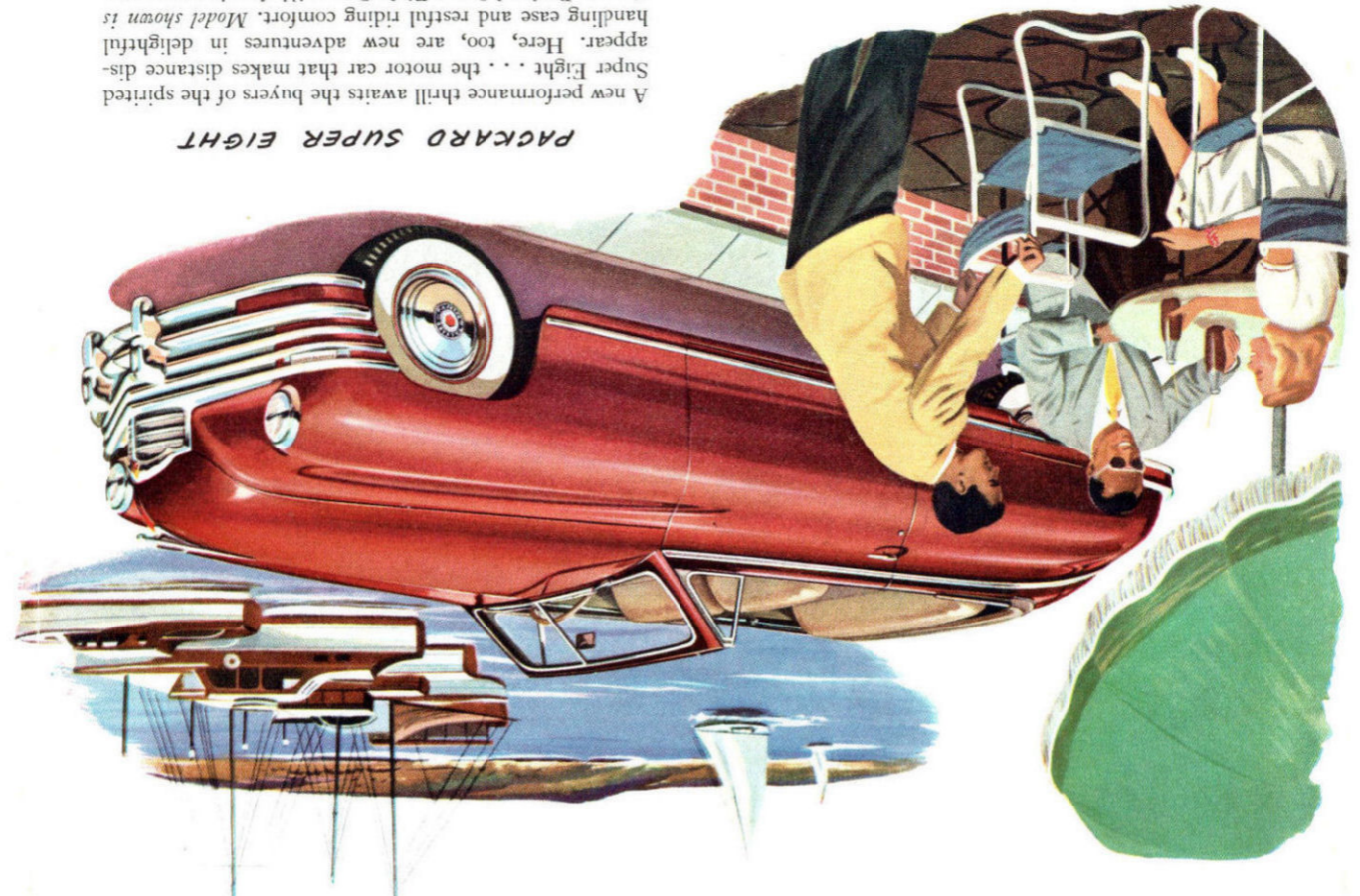


PACKARD EIGHT and DE LUXE EIGHT



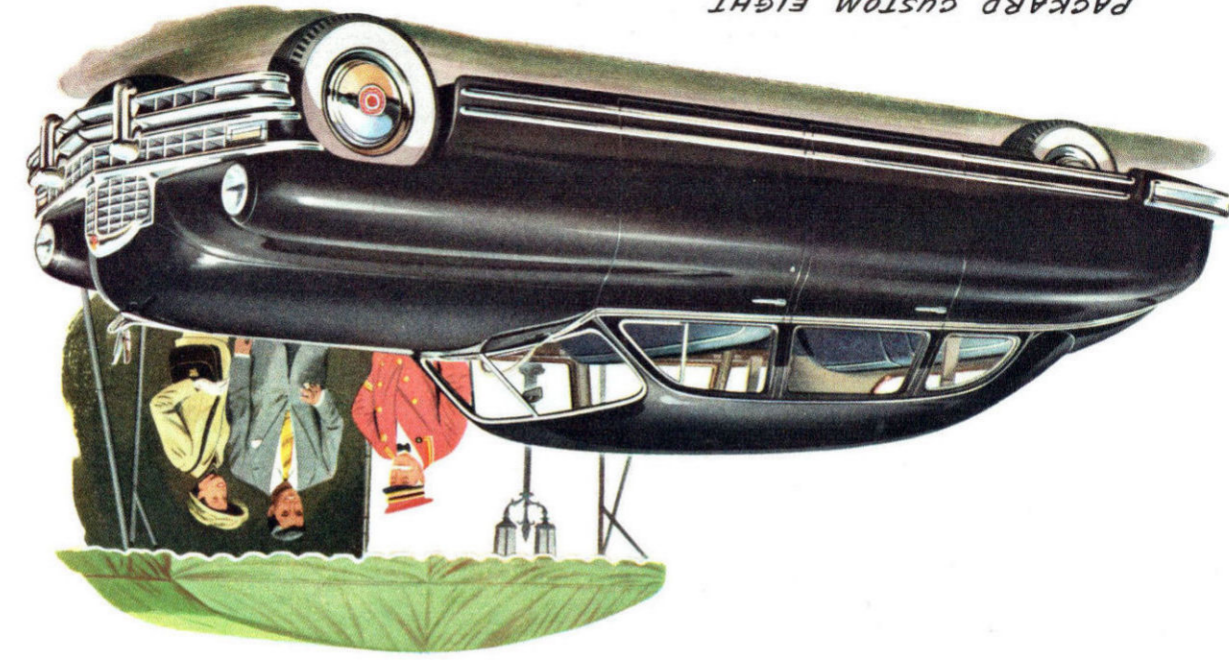
World-famous Packard identity acquires new distinction in the luxurious Eight and De Luxe Eight for 1948. Here's precision-built excellence in every rich detail . . . at a most attractive price. Model shown is the new De Luxe Eight Touring Sedan for six passengers. (Also available in the Packard Eight Series). Wheelbase: 120 inches.

PACKARD SUPER EIGHT



A new performance thrill awaits the buyers of the spirited Super Eight . . . the motor car that makes distance disappear. Here, too, are new adventures in delightful handling ease and restful riding comfort. Model shown is the new Packard Super Eight Convertible for six passengers. Wheelbase: 120 inches.

PACKARD CUSTOM EIGHT



This great motor car enjoys an identity all its own . . . an identity so distinctive that it requires no name-plate or Packard Custom Limousine for seven passengers. Model shown is the new Packard Custom Eight Sedan for seven passengers. Wheelbase: 148 inches.

THREE NEW EIGHTS. . . all with the stunning new distinction of Packard "free-flow" styling

# Presenting 3 great new EIGHTS for '48....

They're new—all-new—from tires to top! Three exciting new lines of Packard motor cars . . . powered by three new, precision-built, straight-eight engines. Available now in a selection of 17 individual body styles, covering three broad price classes!

## PACKARD CUSTOM EIGHT

America's most distinguished motor car. Powered by the 160-horsepower Packard Custom Eight engine. Produced in five new body styles—three with 127-inch wheelbase, two with 148-inch wheelbase.

## PACKARD SUPER EIGHT

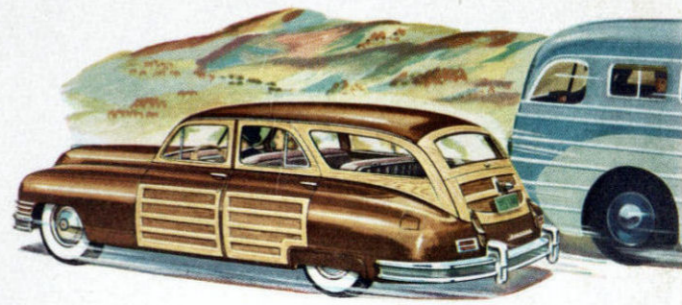
An overnight sensation in the fine car field. Powered by the new 145-horsepower Packard Super Eight engine. Produced in seven new body styles—three with 120-inch wheelbase, four with 141-inch wheelbase.

## PACKARD DE LUXE EIGHT—PACKARD EIGHT

They bring you traditional Packard quality in the popular-price field. The Packard De Luxe Eight is available in two new body styles; the Packard Eight in three new body styles. All are powered by the new 130-horsepower Packard Eight engine, and have 120-inch wheelbase.

Three great new eights. . . all with spectacular new "Safety-Sprint" acceleration

Here's trigger-quick reserve power—ready to breeze you into the clear, ahead of highway trucks and busses. Here's real *postwar* power—with new smoothness and efficiency throughout the entire range of performance!



# Specifications

FOR THE NEW 1948 PACKARD EIGHTS

### PACKARD CUSTOM EIGHT

**ENGINE**—I-head, eight cylinders in line. Piston displacement 356 cubic inches. Brake horsepower 160 at 3600 r.p.m. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Bore and stroke 3 1/2 inches x 4 1/4 inches. Compression ratio 7 to 1. Crankshaft weight 104 pounds. Nine main bearings. Removable precision-type main and connecting rod bearings. Hydraulic adjusted tappets. Neutropoised, five-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, oil filter.

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

**COOLING SYSTEM**—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Five blade, 18 1/2-inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling capacity 20 quarts.

**CLUTCH**—Semi-centrifugal. Single dry plate type. Diameter 11 inches. Ball throw-out bearing, permanently lubricated.

**TRANSMISSION**—Synchronized, carburized, helically cut gears. Nine ball and roller bearings used in the Packard Unimesh transmission.

**OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed.

**FRAME**—Specially designed X-member type frame with box section side rails. Convertible frame is specially designed.

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

**REAR SUSPENSION**—Semi-elliptic springs, 54 1/2 inches long. Rubber and composition inserts between ends of leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, air cooled generator with automatic control. 17-plate battery, 120 ampere-hour capacity.

**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. Mechanical hand-brake operating rear wheel brake shoes. Centrifuge brake drums provide 208.25 square inches braking area.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double row needle and two taper roller bearings. 22 1/2-foot turning radius.

**CHASSIS BEARINGS**—Long life assured by 50 ball and roller bearings.

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 7.00 x 15.

### PACKARD SUPER EIGHT

**WHEELBASE**—127 inches.  
**OVER-ALL LENGTH**—212 3/4 inches.

**ENGINE**—I-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Piston displacement 327 cubic inches. Bore and stroke 3 1/2 inches x 4 1/4 inches. Compression ratio 7 to 1. Brake horsepower 145 at 3600 r.p.m. Crankshaft weight 102 pounds. Five main bearings. Removable precision-type main and connecting rod bearings. Neutro-poised, three-point rubber engine mountings. Oil: six 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. Automatic idling control. Mechanical pump with filter.

**COOLING SYSTEM**—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Four blade, 18-inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity: 20 quarts.

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

**TRANSMISSION**—Synchronized, carburized, helically cut gears. Nine ball and roller bearings are used in the Packard Unimesh transmission.

**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.

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

**REAR SUSPENSION**—Semi-elliptic springs, 54 1/2 inches long. Rubber and composition inserts between ends of leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, air-cooled generator with automatic control. 15-plate battery, 100 ampere-hour capacity.

**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. Mechanical hand-brake operating rear wheel brake shoes. Centrifuge brake drums provide 171.5 square inches braking area.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double row needle and two tapered roller bearings. 22-foot turning radius.

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

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 6.50 x 16.

**OVER-ALL LENGTH**—204 3/4 inches.

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

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 7.00 x 15.

**WHEELBASE**—120 inches.

**OVER-ALL LENGTH**—204 3/4 inches.

### PACKARD EIGHT and DE LUXE EIGHT

**ENGINE**—I-head, eight cylinders in line. Piston displacement 288 cubic inches. Brake horsepower 130 at 3600 r.p.m. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Bore and stroke 3 1/2 inches x 3 3/4 inches. Compression ratio 7 to 1. Crankshaft weight 95 pounds. Five main bearings. Removable precision-type main and connecting rod bearings. Neutropoised, three point rubber engine mountings. Oil: six quarts.

**ENGINE LUBRICATION**—Full pressure lubrication to all main, connecting rod, camshaft, and piston pin bearings; also 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. Automatic idling control. Mechanical pump with filter. 17-gallon gasoline tank equipped with filling signal.

**COOLING SYSTEM**—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Four blade, 18-inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity 18 quarts.

**CLUTCH**—Semi-centrifugal. Single dry plate type. Diameter 10 inches. Ball throw-out bearing, permanently lubricated.

**TRANSMISSION**—Synchronized, carburized, helically cut gears. Nine ball and roller bearings are used in the Packard Unimesh transmission.

**OVERDRIVE**—Optional at extra cost. Reduces engine speed 27.8% without changing car speed.

**FRAME**—X-member type box section side rails.

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

**REAR SUSPENSION**—Semi-elliptic springs, 54 1/2 inches long. Rubber and composition inserts between ends of leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane-type shock absorbers. Fifth shock absorber and lateral stabilizer.

**ELECTRICAL SYSTEM**—Large capacity, air-cooled generator with automatic control. 15-plate battery, 100-ampere hour capacity.

**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. Mechanical hand brake operating rear wheel brake shoes. Centrifuge brake drums provide 171.5 square inches braking area.

**STEERING SYSTEM**—Worm and three-tooth roller type gear, mounted on double row needle and two tapered roller bearings. 22-foot turning radius.

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

**WHEELS AND TIRES**—Disc wheels with individual chain slots. Four-ply tires, 6.50 x 16.

**WHEELBASE**—120 inches.

**OVER-ALL LENGTH**—204 3/4 inches.



Five-Blade Fan



Fifth Shock Absorber



Comfort-Aire Drive Shaft

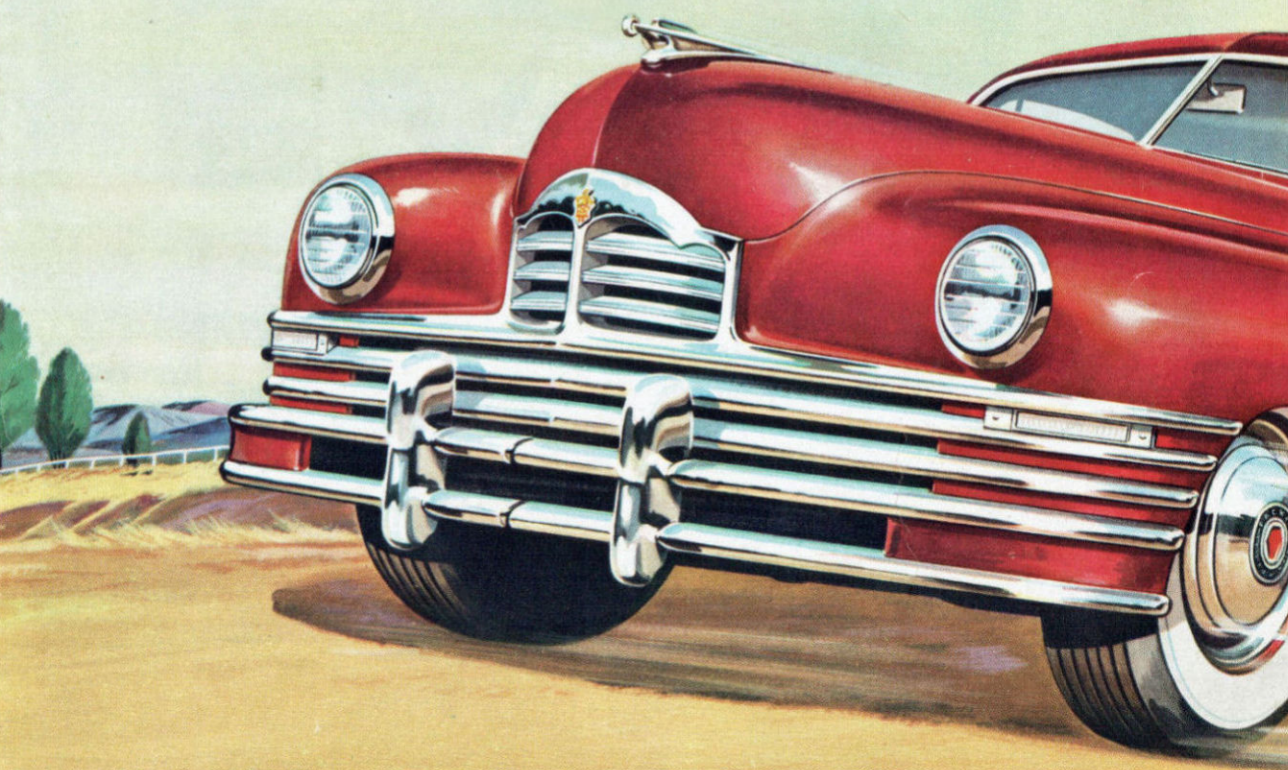


Ventilator

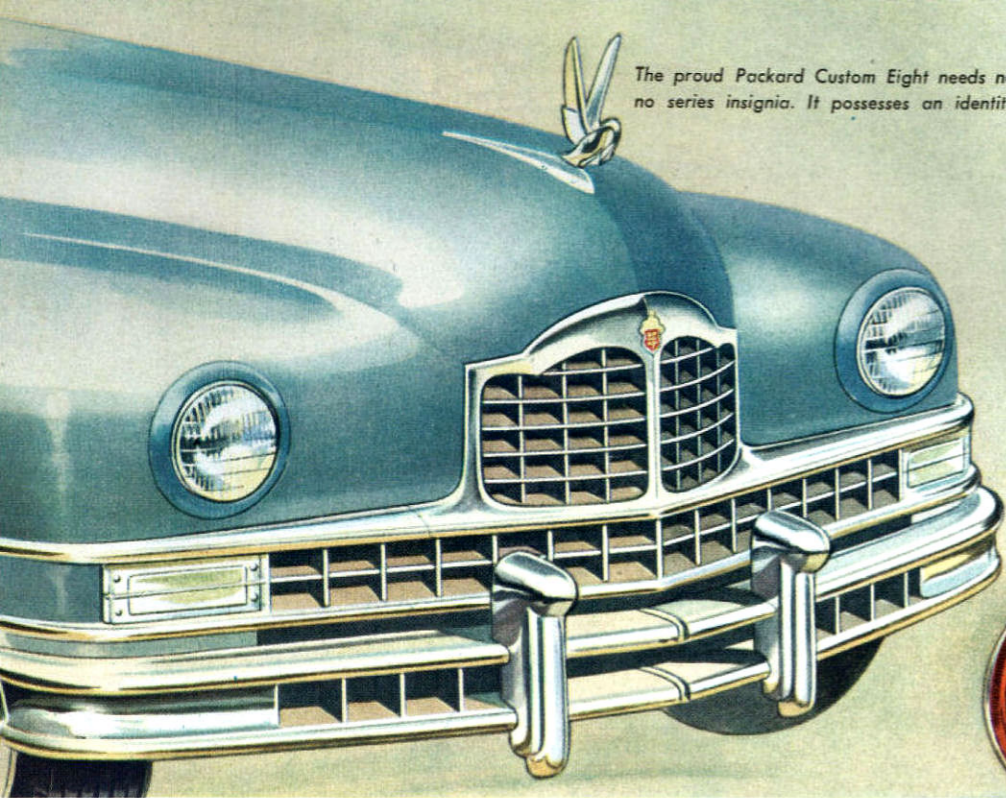
ASK THE MAN WHO OWNS ONE  
PACKARD MOTOR CAR COMPANY DETROIT 32, MICHIGAN

# Packard

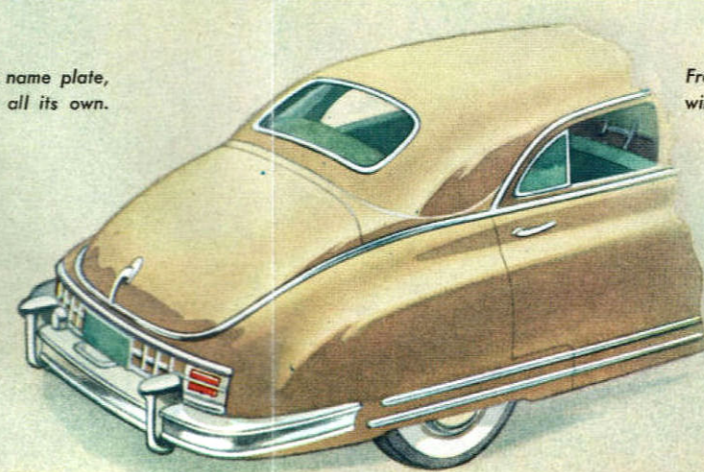
ALL NEW EIGHTS FOR '48!







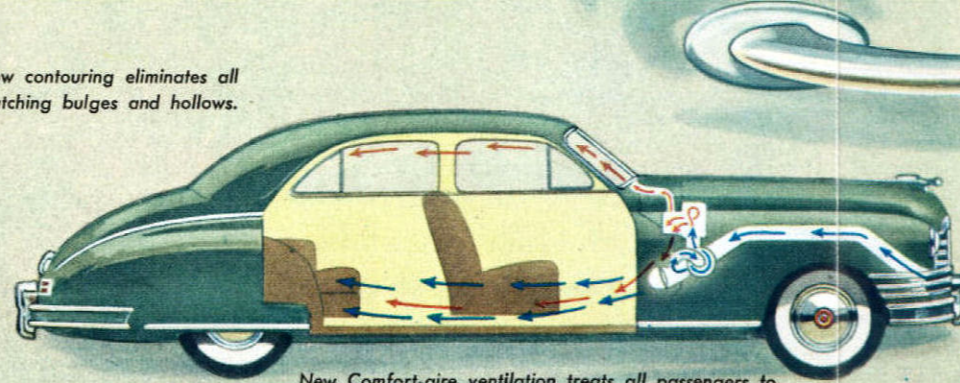
The proud Packard Custom Eight needs no name plate, no series insignia. It possesses an identity all its own.



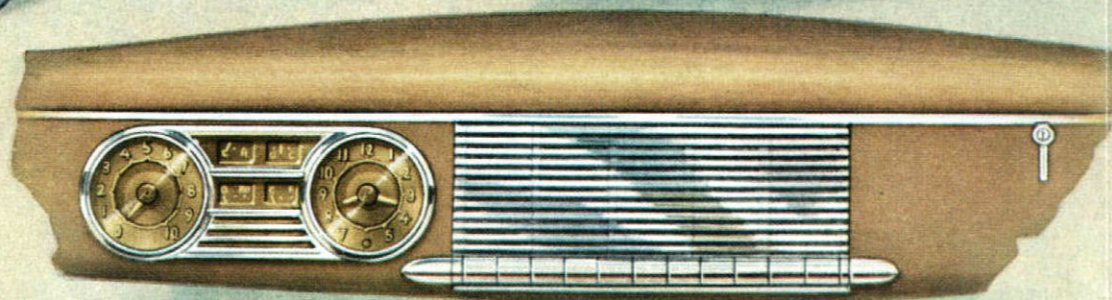
Massive new hubcaps retain the familiar red hexagon.



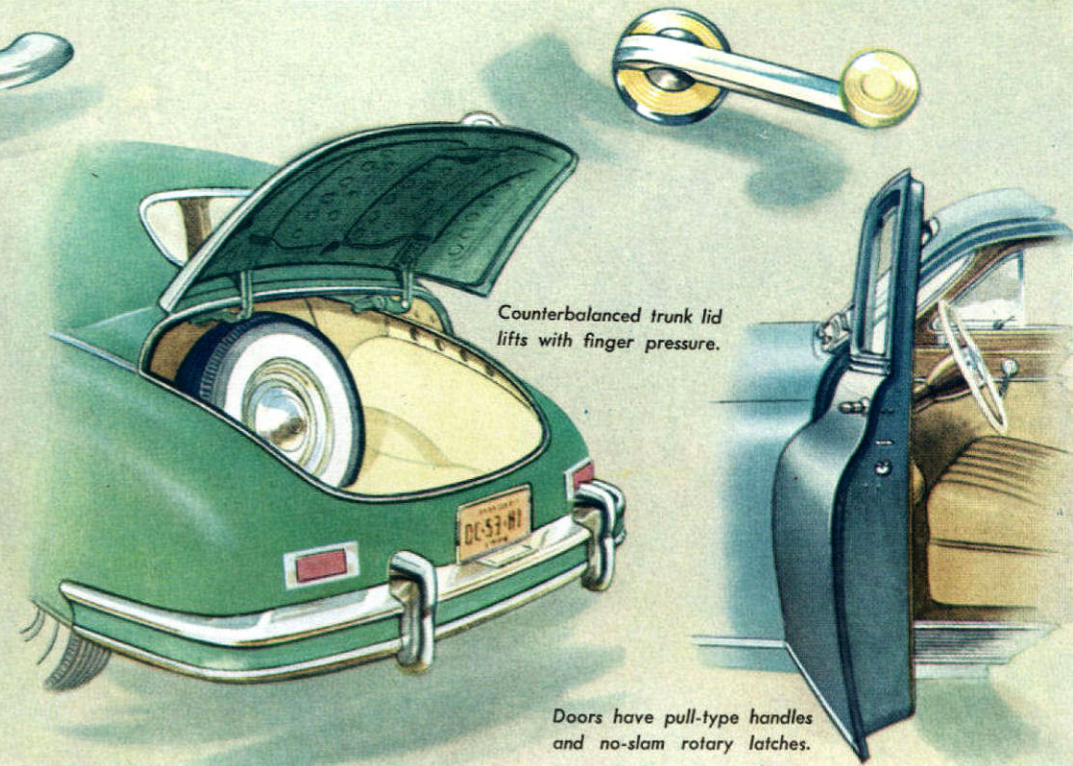
Free-flow contouring eliminates all wind-catching bulges and hollows.



New Comfort-air ventilation treats all passengers to a quiet, controlled flow of fresh air in any weather.



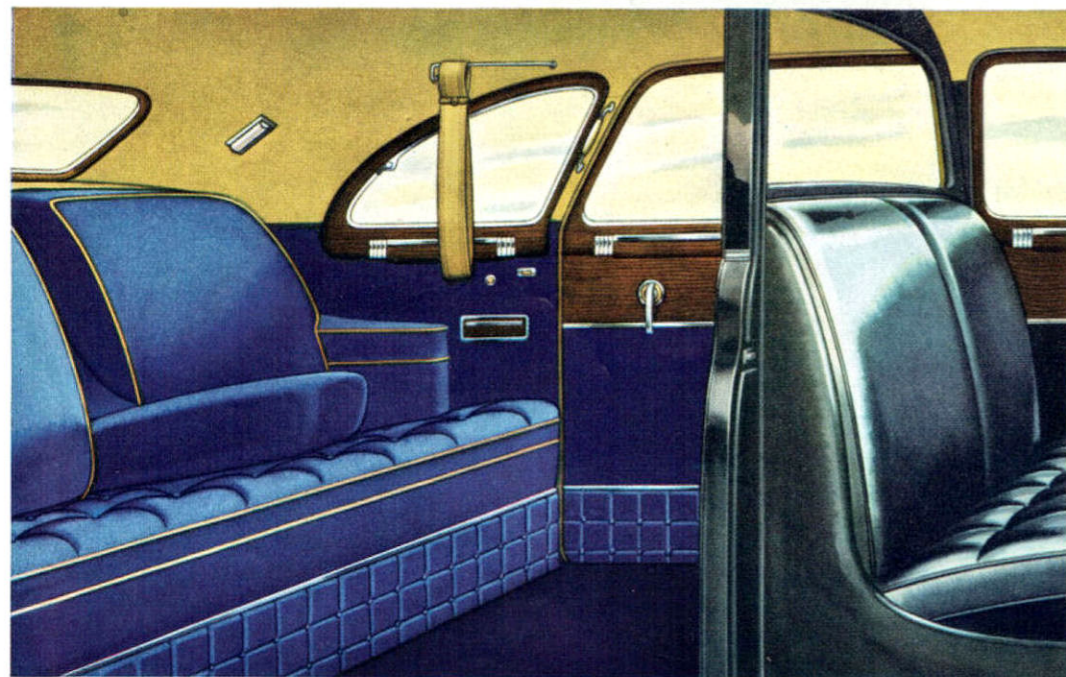
Presenting the new Console-Key instrument panel, with push-button switches, and "black-lighted" Flite-Glo dials.



Counterbalanced trunk lid lifts with finger pressure.

Doors have pull-type handles and no-slam rotary latches.

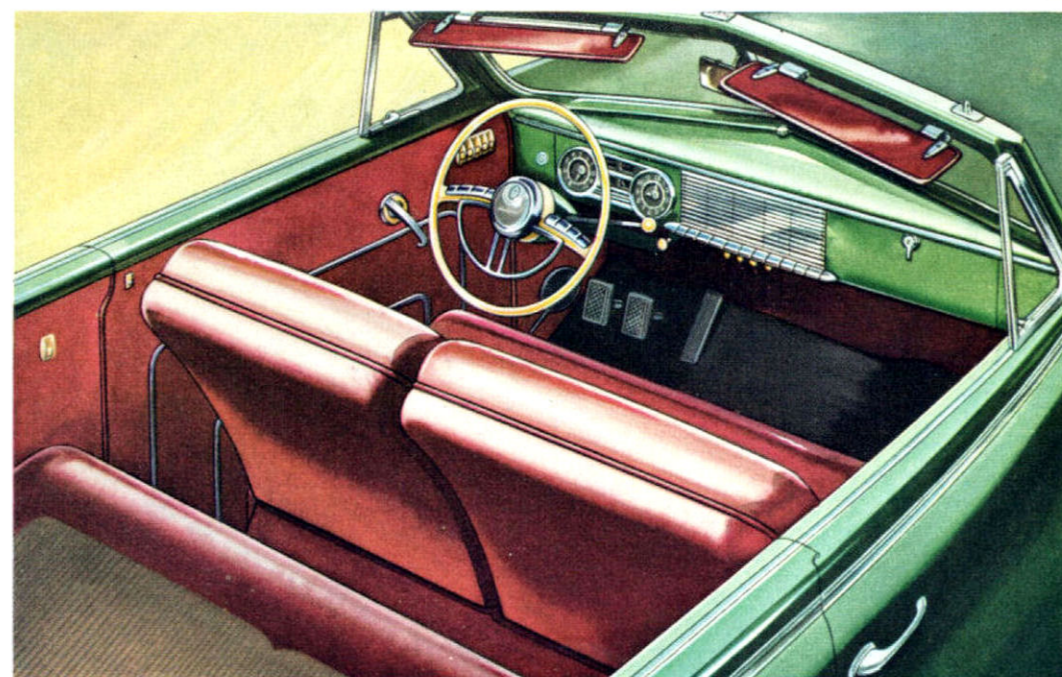
*Traditionally Packard in fine car appointments.....inside and out!*



**PACKARD CUSTOM EIGHT**

Custom models are characterized by magnificent size, and a new richness of appointment. New styling concepts are reflected in such details as the cushion and seat-base design, and the deep window mouldings.

Seats are upholstered in a selection of finest quality broadcloths, with smart piping around the cushions. In the Limousine, pictured above, and in the Sedan for seven passengers, generous space is allowed for the folding auxiliary seats. The chauffeur's compartment of the Limousine is upholstered in black leather, and the partition has an adjustable window.



**PACKARD SUPER EIGHT**

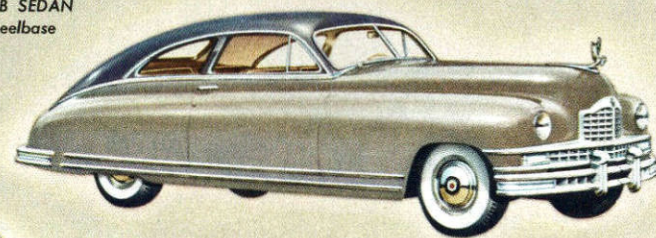
Models in the Super Eight series have an "inside story" all their own. Interiors of the sedans are available in a choice of gray or tan color schemes, with harmonizing broadcloth upholstery. The Convertible, pictured above, is tailored in a combination of bedford cord and a new weather-resistant material that outlooks and outlasts natural leather. Special controls, in the Convertible, include push-button operation of the top, the front seat . . . and all four windows. All models tell their own story of personalized beauty.



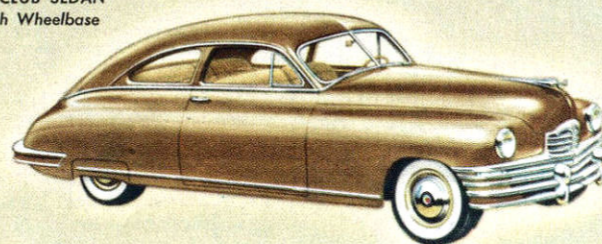
**PACKARD EIGHT and DE LUXE EIGHT**

Here's deep-cushioned roominess you'll revel in . . . while you enjoy motor-dom's gentlest ride. In the DeLuxe Eights, the smart new interiors are tailored in a choice of rich broadcloths, and are equipped with new luxury appointments. And convenience—the new Console-Key instrument panel has push-button control of all switches, and black-lighted Flite-Glo dials. New Comfort-air ventilation treats all passengers to a controlled flow of fresh air in any weather, and helps guard against window fogging. Model illustrated: Packard DeLuxe Eight Touring Sedan.

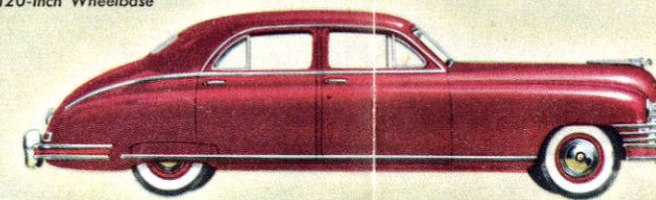
PACKARD CUSTOM EIGHT CLUB SEDAN  
160 Horsepower—127-inch Wheelbase



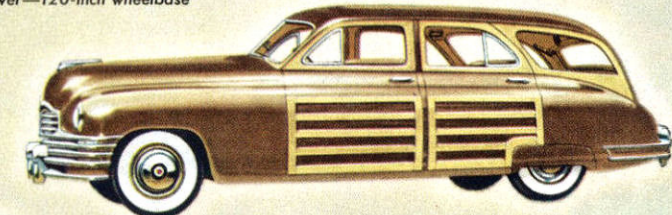
PACKARD SUPER EIGHT CLUB SEDAN  
145 Horsepower—120-inch Wheelbase



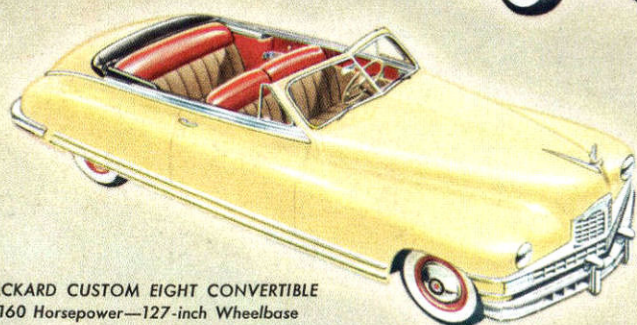
PACKARD SUPER EIGHT TOURING SEDAN  
145 Horsepower—120-inch Wheelbase



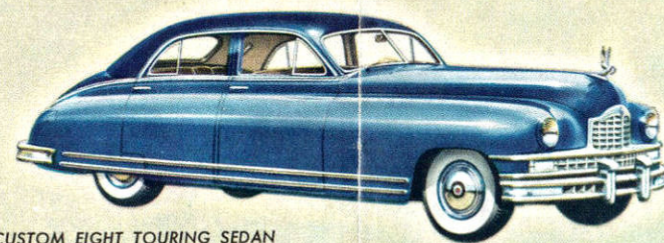
PACKARD EIGHT STATION SEDAN  
130 Horsepower—120-inch wheelbase



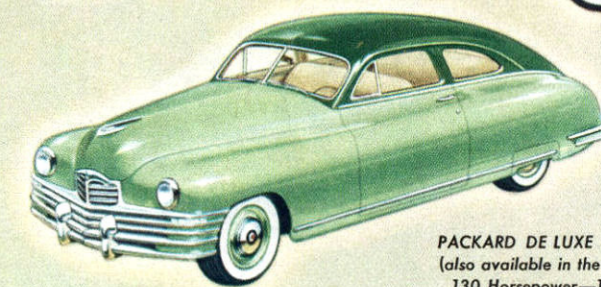
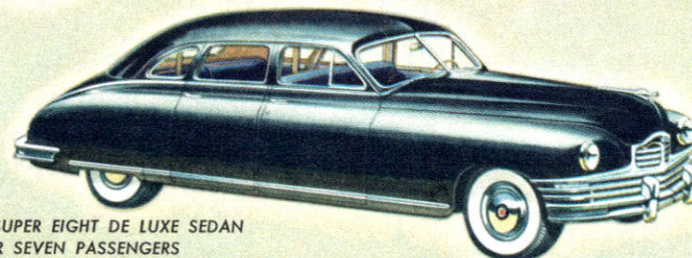
PACKARD CUSTOM EIGHT CONVERTIBLE  
160 Horsepower—127-inch Wheelbase



PACKARD CUSTOM EIGHT TOURING SEDAN  
160 Horsepower—127-inch Wheelbase



PACKARD SUPER EIGHT DE LUXE SEDAN  
FOR SEVEN PASSENGERS  
(also available as the Super Eight DeLuxe Limousine) 145 Horsepower—141-inch Wheelbase

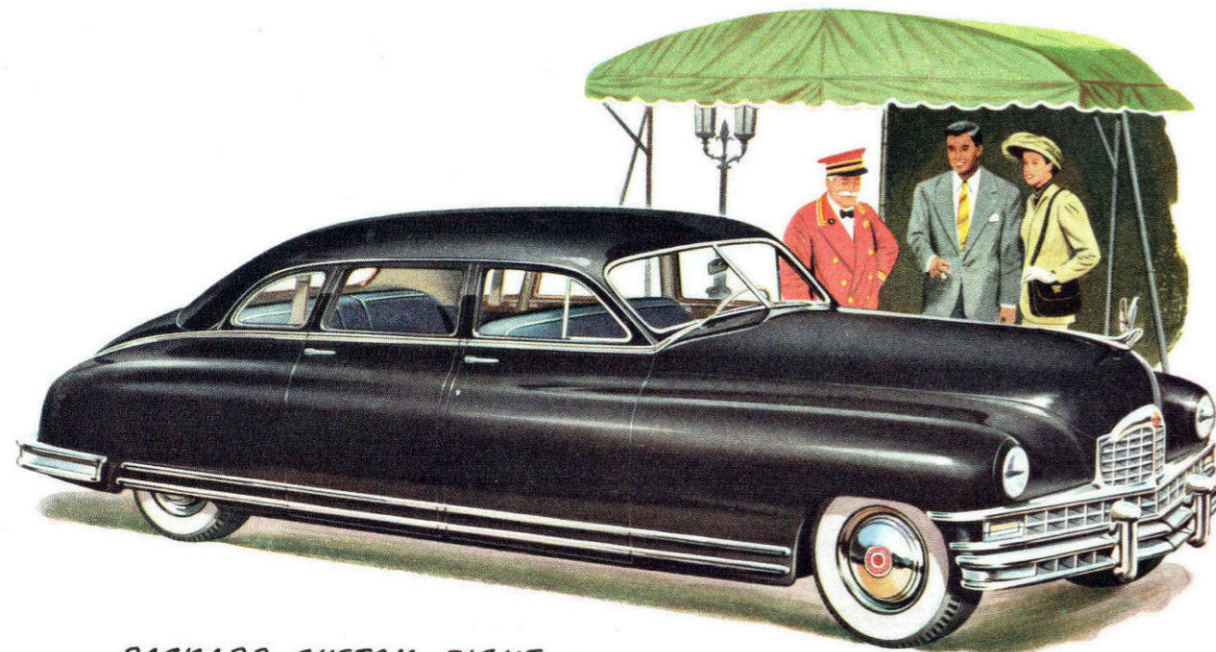


PACKARD DE LUXE EIGHT CLUB SEDAN  
(also available in the Packard Eight series)  
130 Horsepower—120-inch Wheelbase



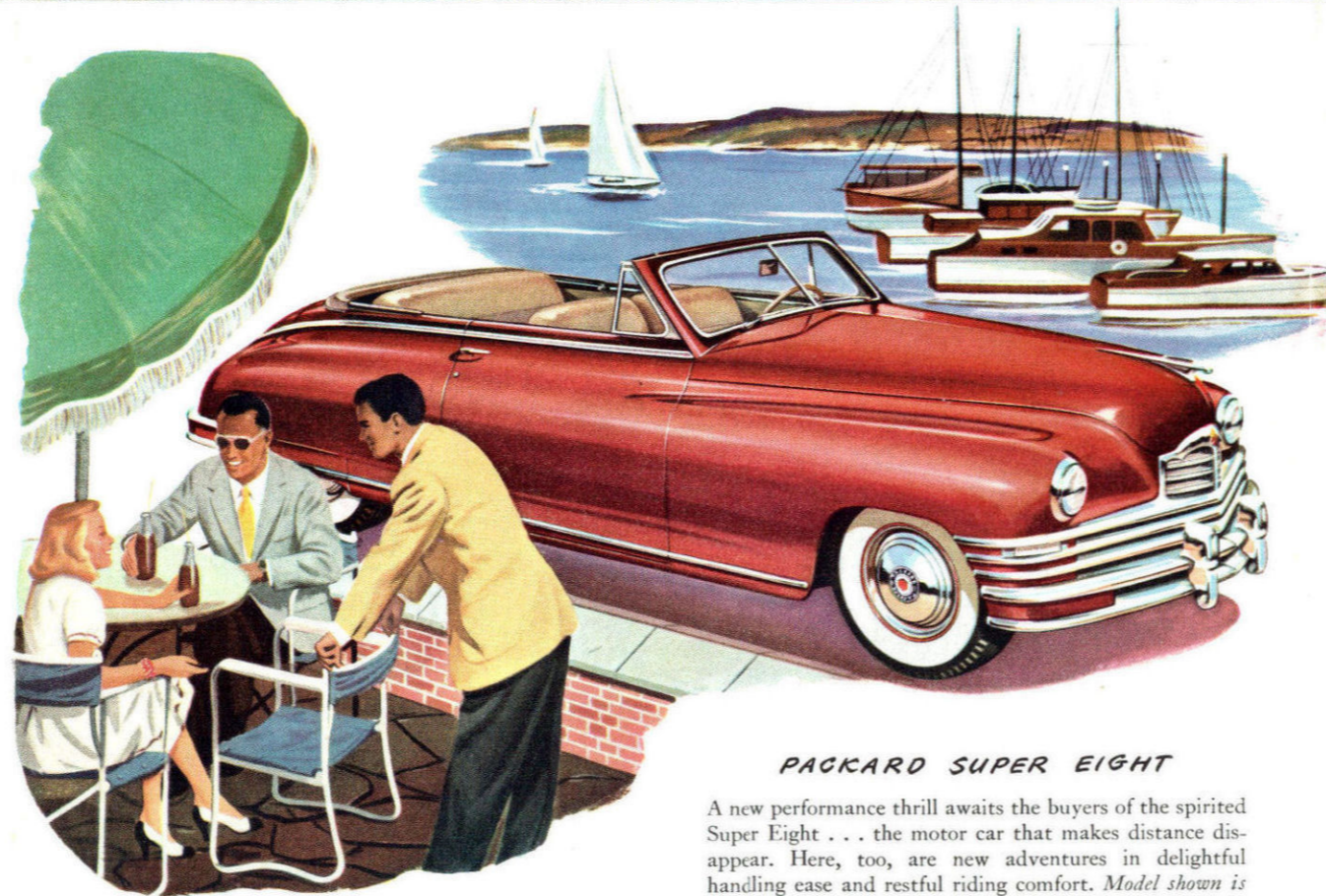


THREE NEW EIGHTS. . . . all with the stunning new distinction of Packard "Free-flow" styling



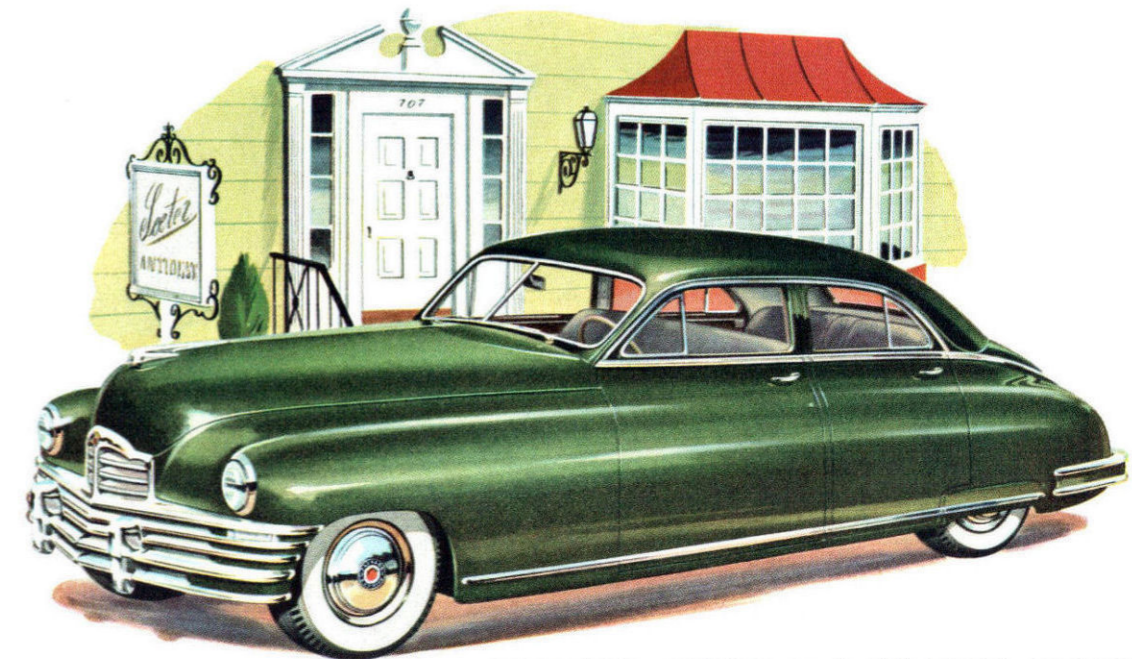
**PACKARD CUSTOM EIGHT**

This great motor car enjoys an identity all its own . . . an identity so distinctive that it requires no name-plate or series insignia. Its exterior is identical to that of the Packard Custom Limousine for seven passengers. Model shown is the new Packard Custom Eight Sedan for seven passengers. Wheelbase: 148 inches.



**PACKARD SUPER EIGHT**

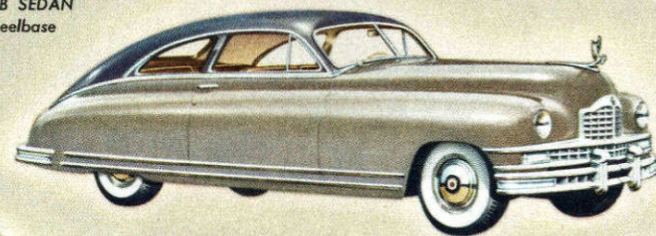
A new performance thrill awaits the buyers of the spirited Super Eight . . . the motor car that makes distance disappear. Here, too, are new adventures in delightful handling ease and restful riding comfort. Model shown is the new Packard Super Eight Convertible for six passengers. Wheelbase: 120 inches.



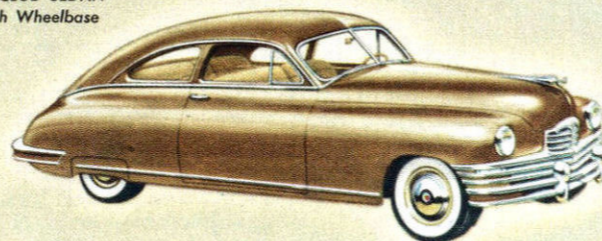
**PACKARD EIGHT and DE LUXE EIGHT**

World-famous Packard identity acquires new distinction in the luxurious Eight and De Luxe Eight for 1948. Here's precision-built excellence in every rich detail . . . at a most attractive price. Model shown is the new De Luxe Eight Touring Sedan for six passengers, (also available in the Packard Eight Series). Wheelbase: 120 inches.

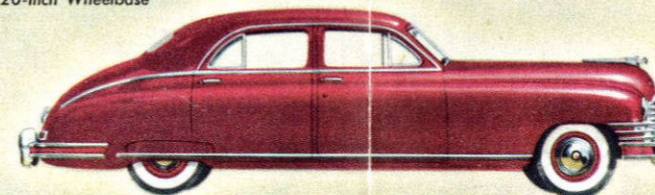
**PACKARD CUSTOM EIGHT CLUB SEDAN**  
160 Horsepower—127-inch Wheelbase



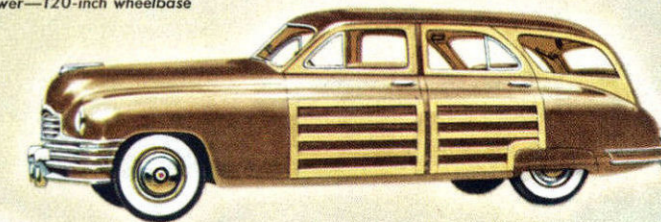
**PACKARD SUPER EIGHT CLUB SEDAN**  
145 Horsepower—120-inch Wheelbase



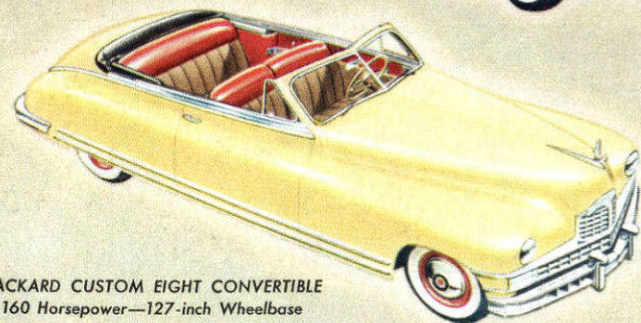
**PACKARD SUPER EIGHT TOURING SEDAN**  
145 Horsepower—120-inch Wheelbase



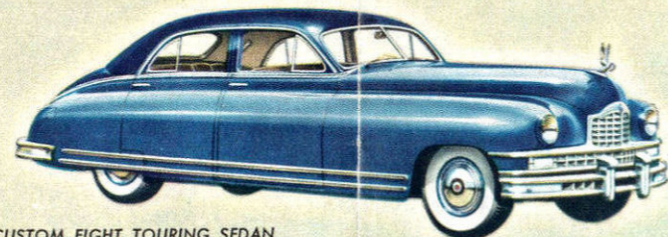
**PACKARD EIGHT STATION SEDAN**  
130 Horsepower—120-inch wheelbase



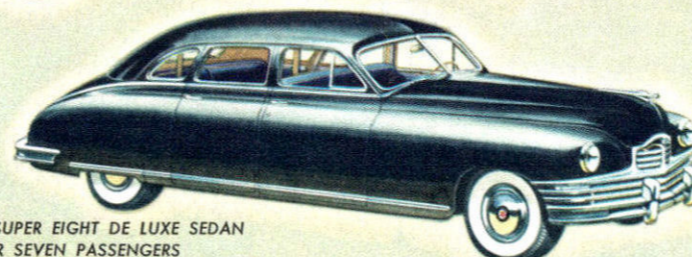
**PACKARD CUSTOM EIGHT CONVERTIBLE**  
160 Horsepower—127-inch Wheelbase



**PACKARD CUSTOM EIGHT TOURING SEDAN**  
160 Horsepower—127-inch Wheelbase



**PACKARD SUPER EIGHT DE LUXE SEDAN FOR SEVEN PASSENGERS**  
(also available as the Super Eight De Luxe Limousine) 145 Horsepower—141-inch Wheelbase



**PACKARD DE LUXE EIGHT CLUB SEDAN**  
(also available in the Packard Eight series)  
130 Horsepower—120-inch Wheelbase

