

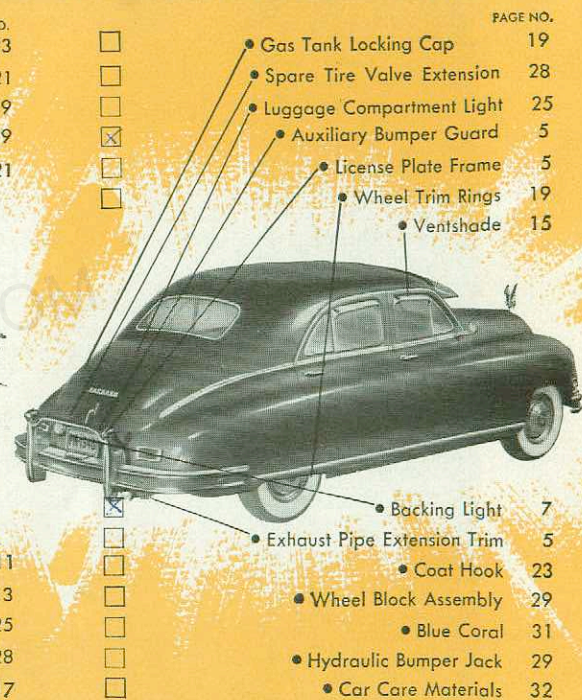
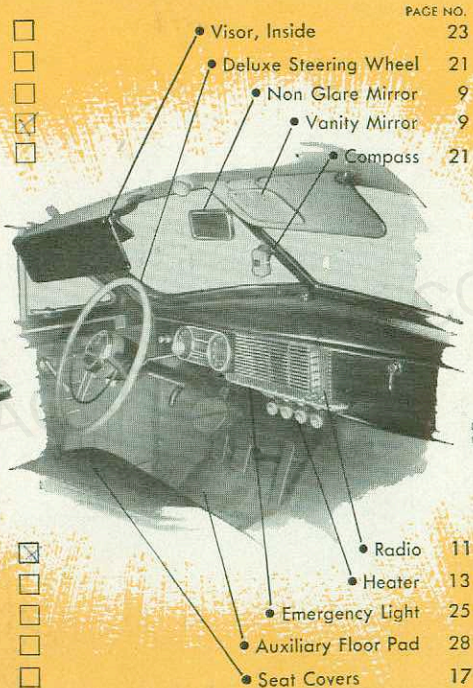
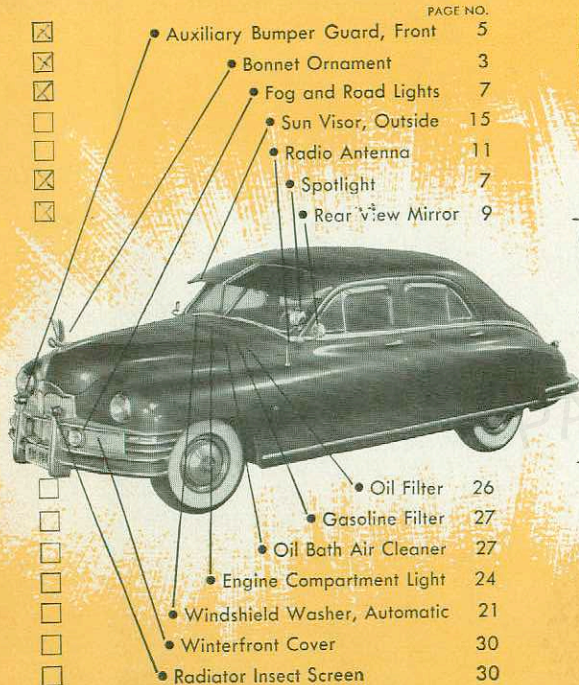
# Packard Accessories

CUSTOMER DESIGNED



ENGINEERING APPROVED







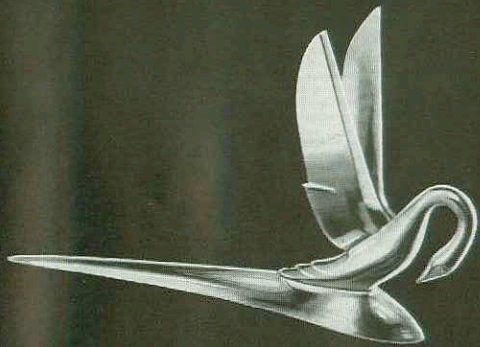


Designed and created to blend harmoniously into the over-all styling interpretation, Packard's exciting new line of accessories graciously invites added comfort, increased convenience, and greater pride in the possession of a truly "personalized" automobile.

## **DISTINCTION—EXCLUSIVELY YOURS**

Your individuality may be characterized by one of three new bonnet ornaments...original creations with quiet beauty captured in the depth of dazzling chrome.





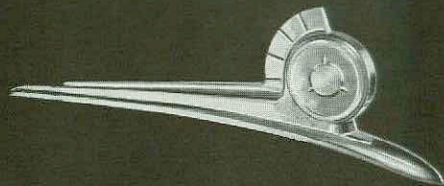
#### CORMORANT

Artistically wrought to portray the magnificent splendor of your new Packard, the Cormorant will complement its graceful lines.



#### GODDESS OF SPEED

Packard stylists have artfully depicted in brilliant chrome an ornament symbolic of strength, grace, and beauty.



#### EGYPTIAN

Thrill to this unique symbol of the glorious reign of Egyptian Monarchs. A golden jewel handsomely set in translucent plastic surrounded by chrome.



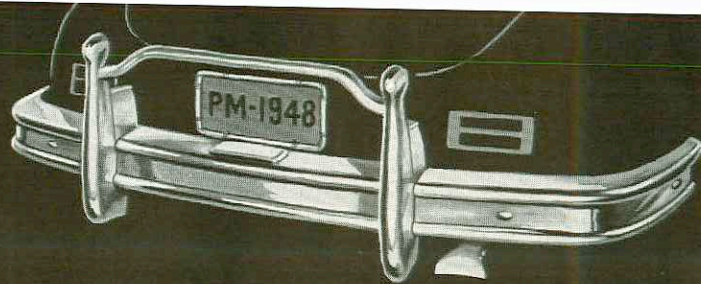
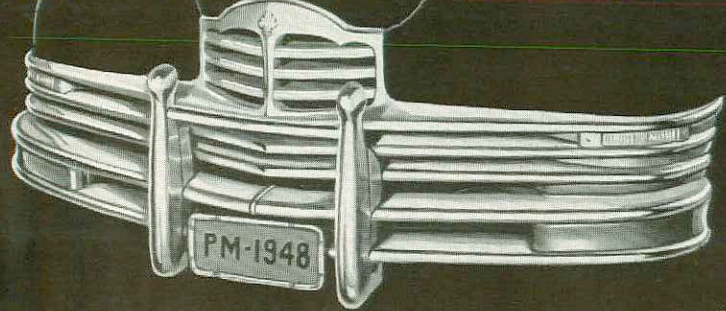


The parkway during the rush hour...the overcrowded  
parking lot...the carelessness of the other fellow...the  
mad pace of present day motoring...all necessitate accessories  
which give full protection as well as beauty and design.

## **POSITIVE PROTECTION AND DISTINCTION**

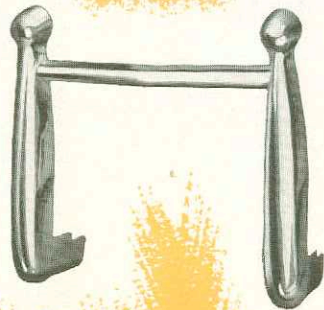
Rendering the 1948 Packard safe from all but violent  
impacts, are the rugged auxiliary bumper guards. They also  
prevent overriding and annoying interlocking with other cars.





#### FRONT AUXILIARY BUMPER GUARD

This unit is sturdily constructed of heavy steel, chrome plated. Provides vital protection for lamps, grille and fenders.



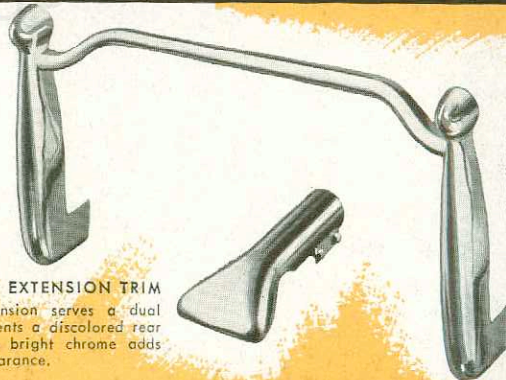
#### LICENSE PLATE FRAMES

These bright chrome, adjustable frames improve the over-all appearance. They are smart, distinctive, and easily attached to any size plates.



#### EXHAUST PIPE EXTENSION TRIM

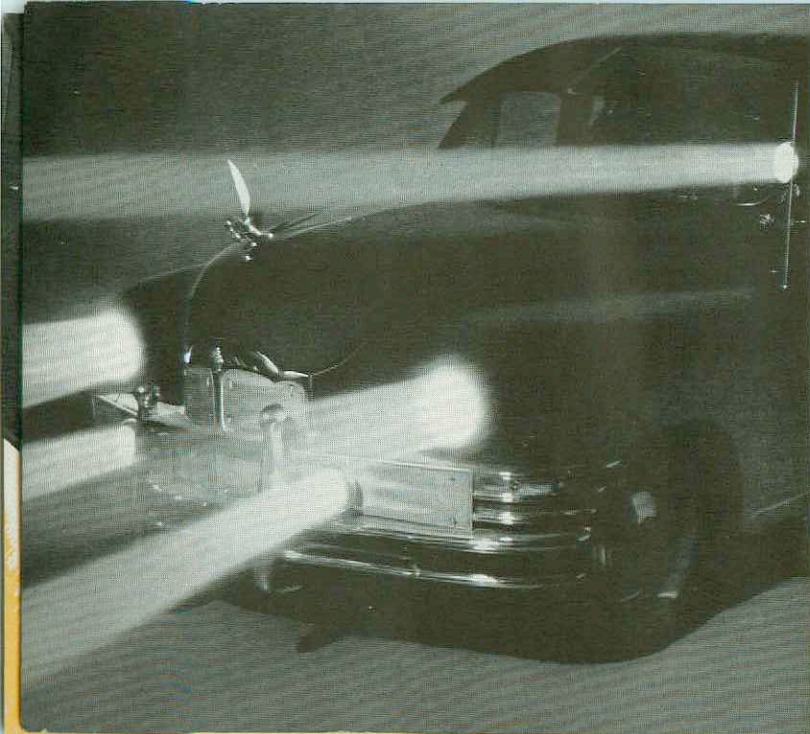
This flared extension serves a dual purpose. It prevents a discolored rear bumper and the bright chrome adds dressed up appearance.



#### REAR AUXILIARY BUMPER GUARD

This unit gives the rear end protection from other vehicles and simultaneously complements the factors of good design.





The National Automotive Safety Council reveals night driving is 3 times more dangerous than daytime driving. Why risk the limbs or lives of those you cherish by driving with inadequate lights?

### **LIGHTING THE WAY... ADEQUATELY**

Packard road and fog lights assure intense penetration in mist, fog, rain or snow. A spotlight is a helpful convenience in identifying names, house numbers and highway signs. The backing light lights the way for you and tells others the direction your car is moving.





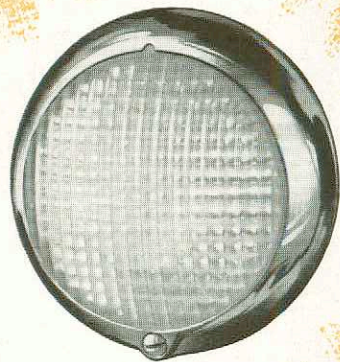
#### ROAD AND FOG LIGHTS

Mounted in pairs on the upper side of the front bumper, these powerful sealed beam lamps will light your way through dense fog with a wide, penetrating beam.



#### SPOTLIGHT

Available in right and left hand models, this spotlight is mounted in either pillar post and is operated by a pistol grip handle.



#### BACKING LIGHT

This lamp, mounted at the rear, so it automatically casts its beam when the car is in reverse, makes backing operations much easier and safer.



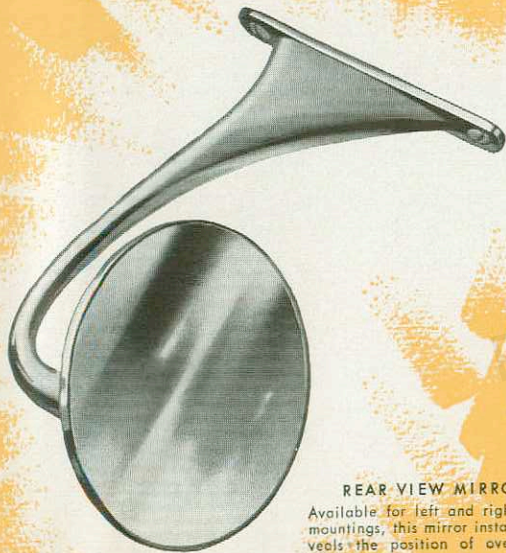


Suburban drivers, city drivers, country drivers, men and women, young and old, know how tremendously important rear vision is to their motoring safety. It is as essential to see the scene to the rear of the car as quickly and completely as it is to have full clear vision ahead.

### **REAR VISION IS VITAL TOO!**

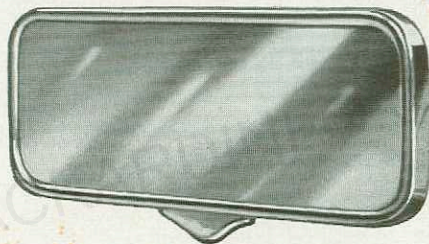
Created especially for Packard owners, these new mirrors make it possible for drivers to keep the overtaking motorist constantly within his vision. Of finest quality materials and workmanship these mirrors offer the driver the added safety that MAY save a life.





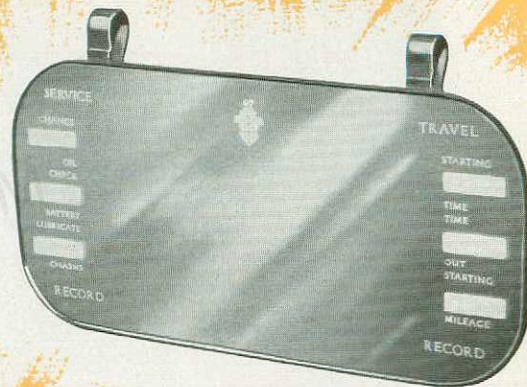
#### REAR-VIEW MIRROR

Available for left and right hand mountings, this mirror instantly reveals the position of overtaking vehicles.



#### NON GLARE MIRROR

This scientifically constructed tilt type mirror completely eliminates the bothersome light rays of cars coming up from the rear.



#### VANITY MIRROR

A joy to passengers and owner alike is this large vanity mirror. Spaces are provided to record mileage and service information.





The pleasure of fine car motoring is greatly increased by the clear, faithful reproduction of all types of radio programs. Enjoy the thrill of hearing them while driving.

## **YOU SHALL HAVE MUSIC...**

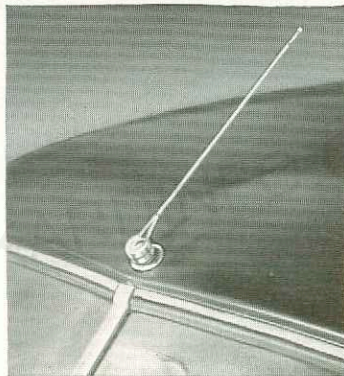
And news, drama, humor, sports events, weather forecasts. This beautifully styled, top performing, powerful Packard Radio brings a new note of quality for your utmost listening pleasure.





#### PACKARD RADIO

This 8 tube radio, with magic black light dial illumination offers long range reception, clear, life-like tones, light touch push button or manual selector.

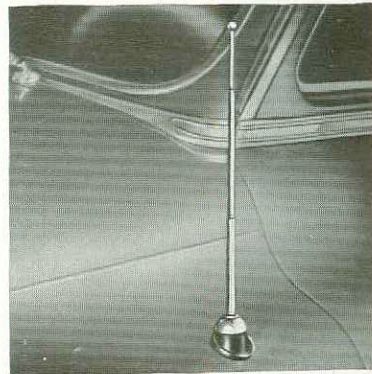


#### ROTARY ANTENNA

An easily accessible control knob adjusts its height for greater radio reception. Springs either backward or forward if it strikes an overhead obstruction.

#### VACUUM ANTENNA

This push button actuated, vacuum operated antenna is constructed of quality, rust-proof material. Adjustable from 5 inches to 42 inches in height.







Packard's modern heating system is unexcelled in automatic, all-season heating and ventilation. It combines fresh air and automatic warmth to provide maximum comfort. In winter it maintains the car air at a preselected temperature. Fresh air circulation eliminates window fogging.

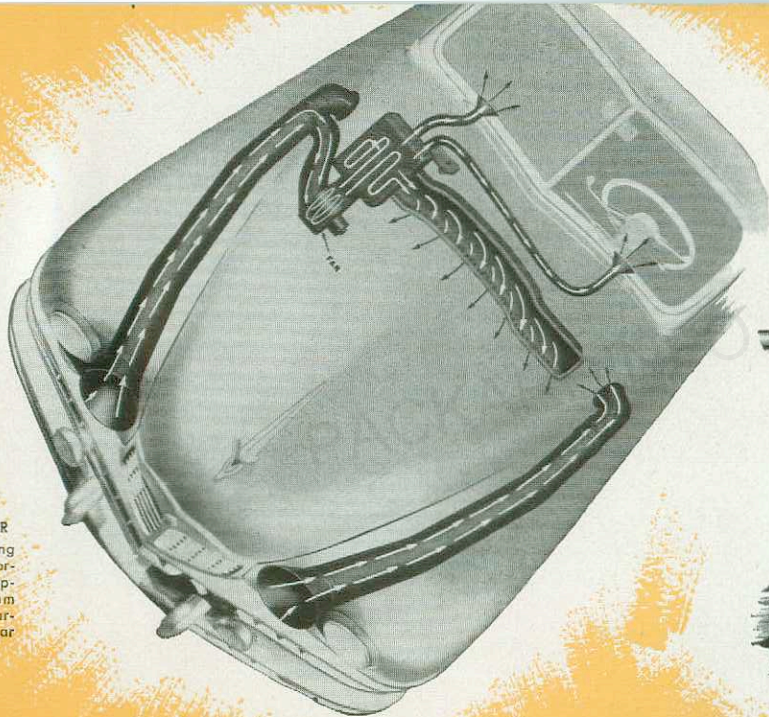
### **COZY WINTERTIME WARMTH . . . ... COOL SUMMERTIME COMFORT**

On hot, sticky days and even when driving through summer rain storms, this new conditioning system brings in dry, fresh air and circulates it through the car. Truly, Packard's compactly designed automatic heating and ventilating system is the answer to year-round driving comfort.



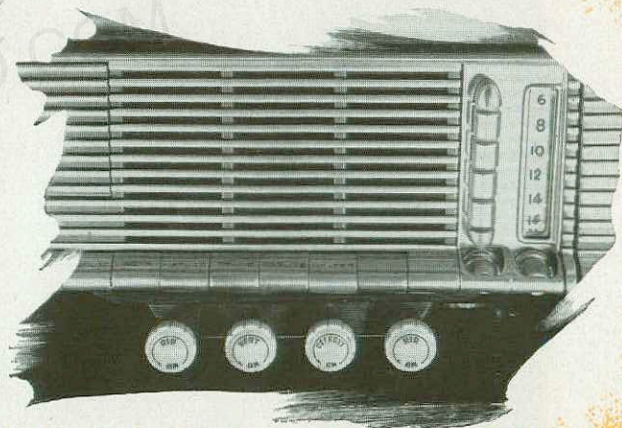
#### PACKARD HEATER

An automatic heating system which incorporates the latest developments for maximum comfort through year-round controlled car temperatures.

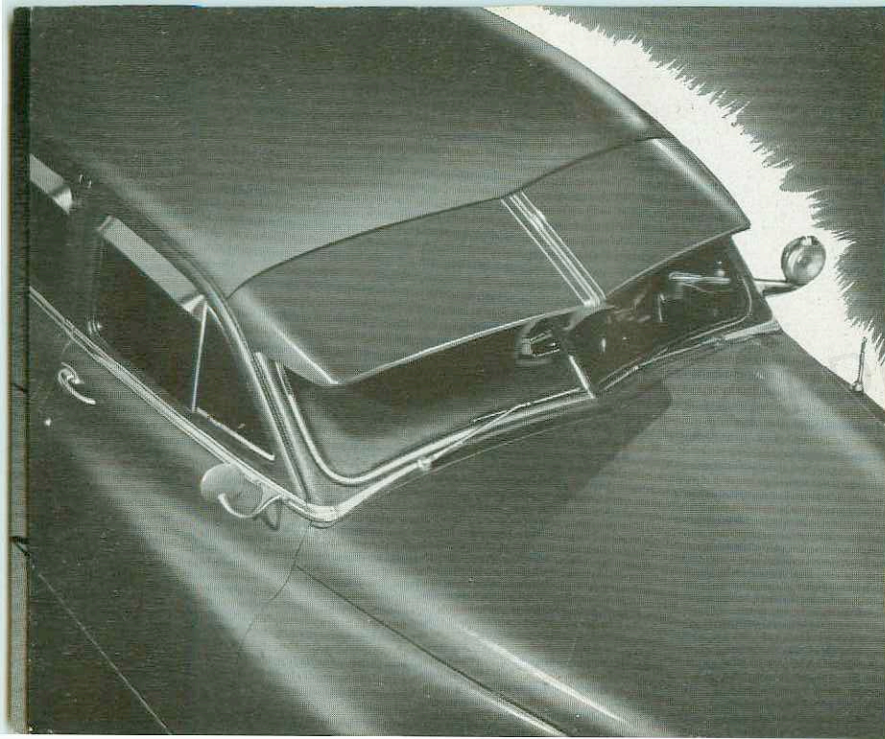


#### HEATER AND VENTILATOR CONTROLS

Conveniently located controls provide adjustment for every kind of weather.







Modern design, rakish windshields, high windows and fadeaway lines invite the sun's rays from every angle.

Wherever there's lots of sunshine these visors are invaluable.

### **EYE APPEALING—EYE RELIEVING**

They cut down glare, relieve eye strain and shield the legs of the driver and front seat passengers

from the hot sun, and, Packard stylists have again coupled utilitarian value with graceful design.





### VENTSHADES

Provide protection from rain when windows are slightly lowered and serve as convenient shades against sun rays, thus reducing glare and heat.

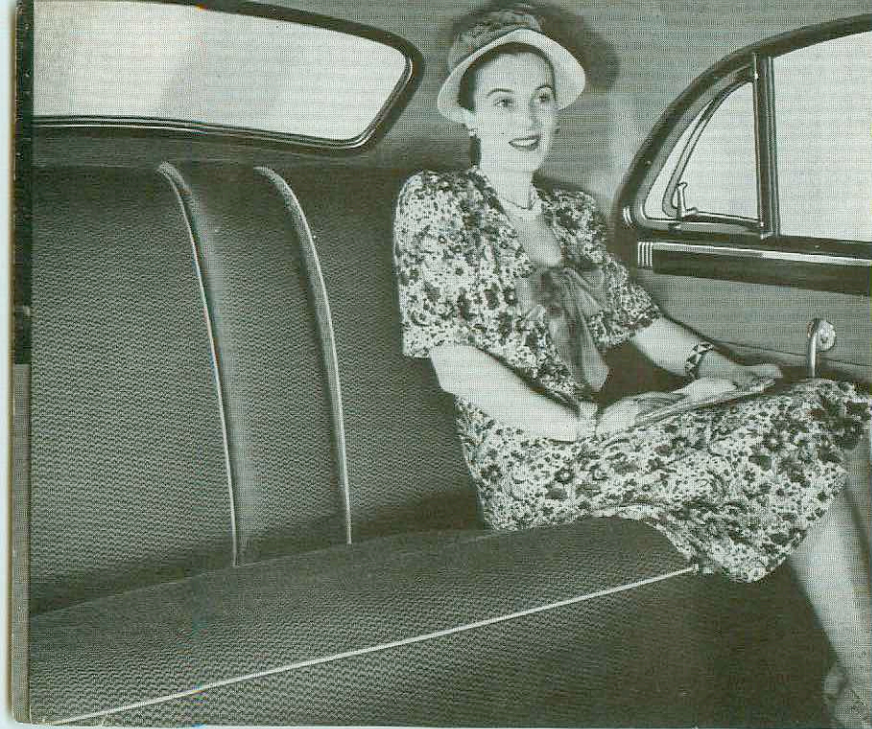
### CUSTOM VISOR

Exclusively Packard. Streamlined to the body styling, it adds dashing new beauty as well as comfort and safety while driving.

### SUN VISOR

Eye-appealing and eye-relieving is this adjustable leatherette visor. The top is painted to match the color scheme of your car.





Custom tailored of the finest fabrics, these seat covers provide an exceptionally smooth surface—making it easy to slide in or out of your car. Damage to your clothing, especially overcoats and fur coats, is prevented.

### **SEAT COVERS FOR FULL DRESS INTERIORS**

Not only do they beautify your car, add freedom of movement, greater summertime coolness, and comfort to year-round driving, they also serve to preserve and protect the original appearance of the upholstery.





#### PACK-TEX SEAT COVERS

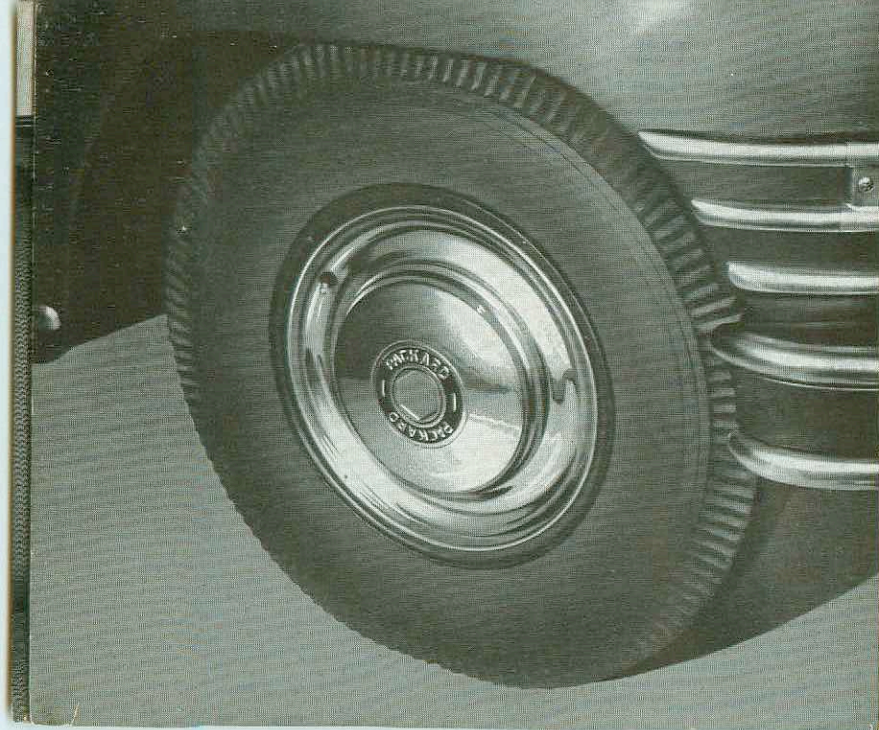
Beautifully made of new long wearing satin rayon type fabric. Easily cleaned, water repellent and fade-proof. Available in maroon, green and blue.



#### SAN-TEX SEAT COVERS

Made of closely woven fiber in an attractive pattern, these durable, medium priced seat covers are custom tailored for smooth fit.





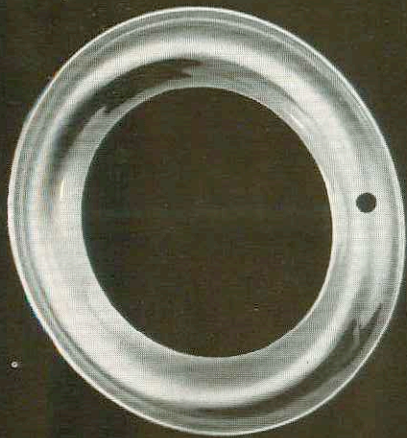
Add to your wheels a touch of beauty and that  
luxurious appearance which reflects good taste.

The flashing beauty of a shining wheel disc provides  
the ultimate in smart wheel ornamentation.

### **WHEELS BRIGHTLY ATTIRED**

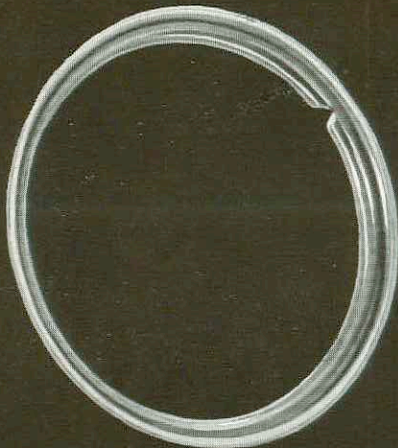
Wheel trim rings, with their brilliant stainless steel  
finish create a shining, frame-like contrast with the brightly  
painted wheels to add refinement and true pride of ownership.





#### WHEEL TRIM DISCS

These wheel discs are designed to provide the utmost in ornamentation and sparkle.



#### WHEEL TRIM RINGS

Made of polished stainless steel, they retain lasting lustre and beauty. They lock snugly in place and are rattleproof.



#### GAS TANK LOCK

Protects your gasoline from theft and tampering. A pivoting shield protects the keyhole from snow, rain, ice, and dirt.



#### ELECTRIC GAS TANK LOCK

Electrically operated, this lock prevents thievery and tampering. It enables the driver to unlock the cap from inside the car.





A clear view ahead in spite of splashed muddy water or slush is vital for relaxed, safe driving. With a windshield washer and your wipers working, the windshield is clean in a flash—of insects, dust, or road splash.

### **FOR THE MOST IMPORTANT ONE —THE DRIVER...**

Beautifully-translucent plastic steering wheels add their lifetime sparkle to the beauty of your car.

And, ease of the driver's mind, even on unfamiliar roads or under adverse weather conditions, is provided by the Packard precision compass.



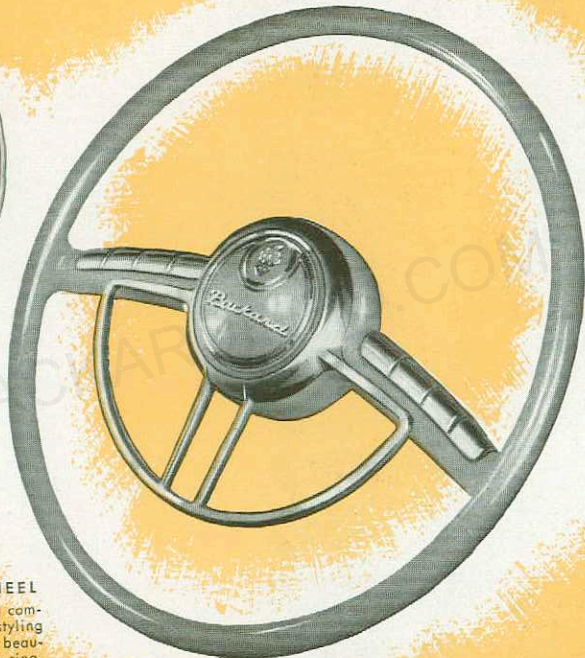


#### WINDSHIELD WASHER

Convenient button control, dual jets for complete windshield cleansing, with a half gallon underhood reservoir, assures clear vision driving always.

#### DELUXE STEERING WHEEL

This modern two-spoke wheel combines jewel-like beauty with styling and utility. The Packard Crest beautifully embellishes the horn ring.



#### COMPASS

An accurate and dependable floating dial, precision type compass. The plastic case blends with Packard's interior color harmony. Easy to install — Easy to adjust.







The intense glare when driving into a low sun, the blinding intensity of approaching car lights, or annoying reflections are all eliminated by this remarkable sun visor.

### **THE LITTLE THINGS THAT MEAN SO MUCH!**

Eye strain from driving in bright sunshine or against bright headlights can be avoided. Controllable density of this Packard visor eliminates even the worst glare and maintains visibility.






FOR NIGHT DRIVING

**INSIDE SUN VISOR**

The glare filtering qualities of this visor equal those of fine sun glasses. The two lenses may be used independently.



FOR DAY DRIVING



FOR INTENSE GLARE

**COAT HOOK**

Indispensable for the traveler who likes orderliness in his car. And, those well pressed clothes are always assured on arrival at the destination.



At night, whether in the garage, on the side drive,  
or along the country highways, every driver has

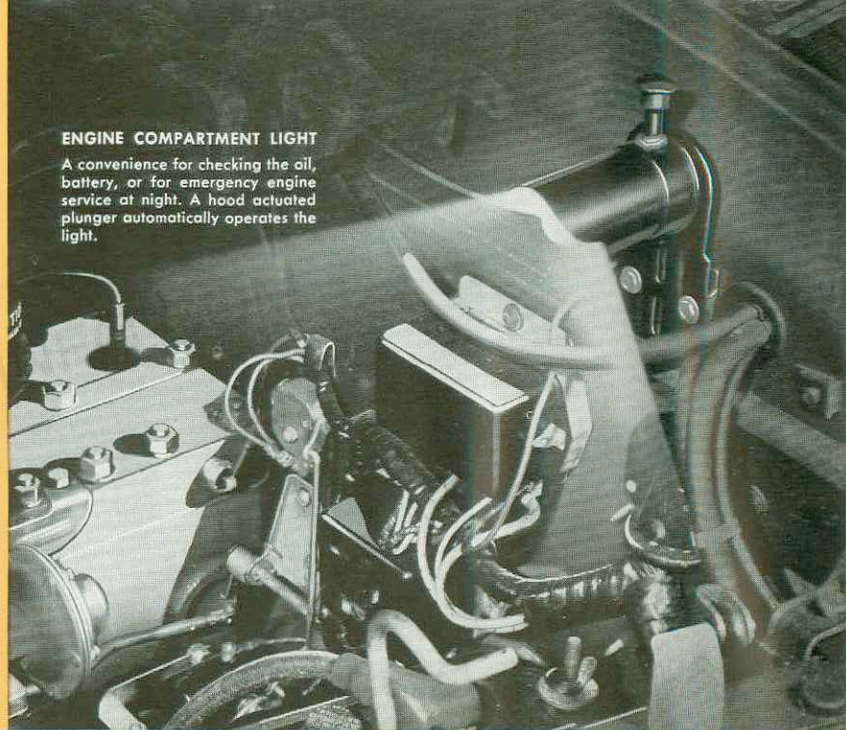
discovered the need for extra light to accomplish  
some emergency service to his automobile.

## **AMPLE LIGHT WHEN IT'S MOST NEEDED**

Designed to meet every emergency and to provide  
that extra convenience when you need it most,  
these three handy low priced lights are offered.

### **ENGINE COMPARTMENT LIGHT**

A convenience for checking the oil,  
battery, or for emergency engine  
service at night. A hood actuated  
plunger automatically operates the  
light.





A black and white photograph showing the installation of an emergency light. A cylindrical light fixture is mounted on a car's body panel. A power cord runs from the light, through a hole in the body, and ends in a cigarette lighter plug. The plug is inserted into a cigarette lighter socket on the dashboard. The dashboard also features three other circular gauges or switches. A spare tire is visible in the lower left corner, and a screwdriver lies on the ground next to the plug.

### EMERGENCY LIGHT

Operates from the cigar lighter socket. The cord is sufficiently long to reach all parts of the car. A red plastic shield over the bulb warns oncoming cars.

A black and white photograph of a car's open trunk. A light fixture is mounted on the inside of the trunk lid, casting a beam of light onto the trunk's interior. The trunk contains a spare tire in the center, flanked by two rectangular boxes. A license plate is visible at the bottom of the trunk.

### LUGGAGE COMPARTMENT LIGHT

Groping around the trunk compartment at night is eliminated with this handy light which operates automatically when the deck lid is raised.

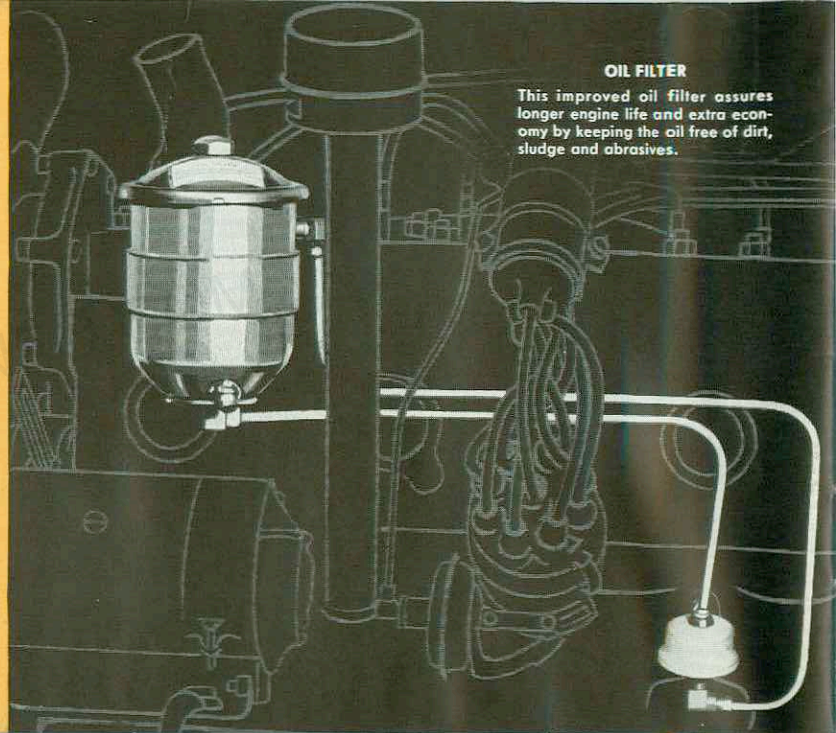
PM-1948



Your Packard Engine is the finest power plant in the automotive field. It gives surging acceleration, speed on the hills, satin-smooth cruising power and remarkable top speed, all balanced with improved economy and trouble-free engine life.

### **SPECIAL ACCESSORIES FOR LONGER ENGINE LIFE**

It is now possible for you to protect and lengthen the life of your new Packard engine by keeping it free from foreign particles and abrasives with these special filters and new air cleaner.



#### **OIL FILTER**

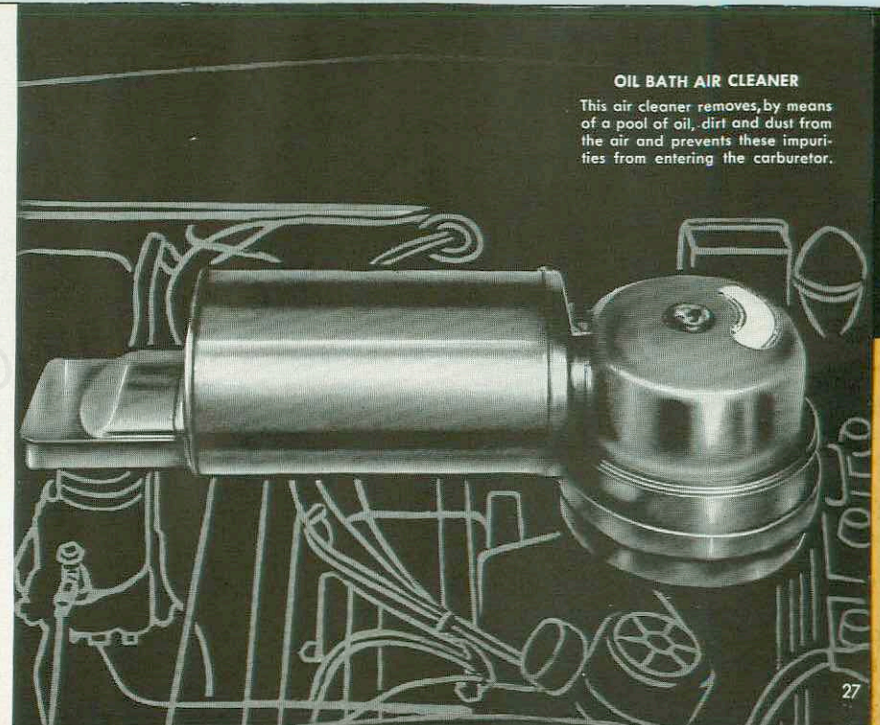
This improved oil filter assures longer engine life and extra economy by keeping the oil free of dirt, sludge and abrasives.





#### **GASOLINE FILTER**

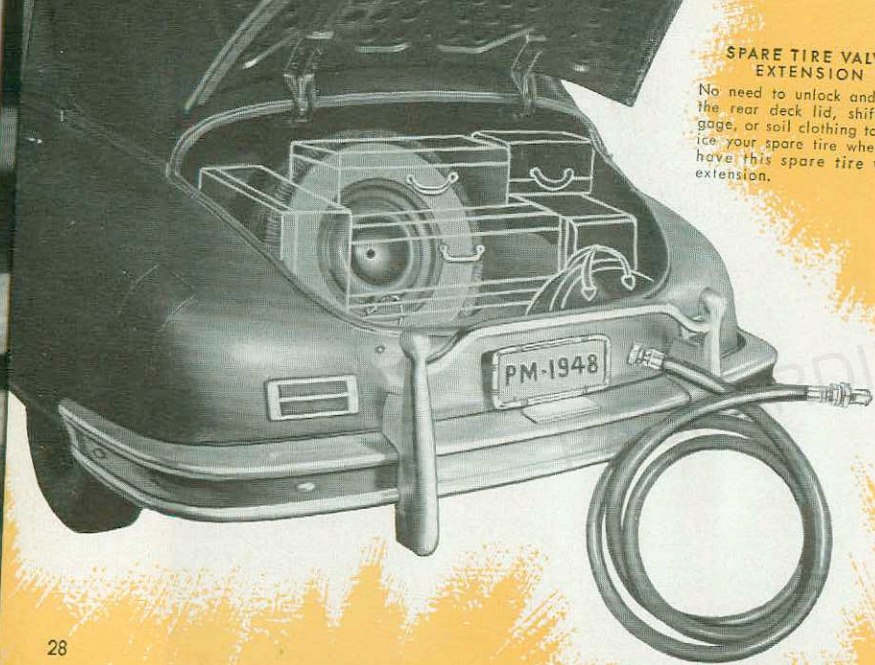
Removes particles of foreign matter and separates water from the fuel. This gasoline filter is a definite aid in maintaining peak engine performance.



#### **OIL BATH AIR CLEANER**

This air cleaner removes, by means of a pool of oil, dirt and dust from the air and prevents these impurities from entering the carburetor.





#### SPARE TIRE VALVE EXTENSION

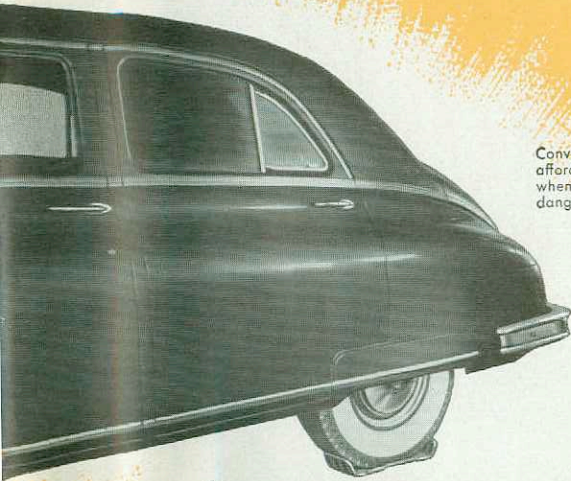
No need to unlock and raise the rear deck lid, shift luggage, or soil clothing to service your spare tire when you have this spare tire valve extension.



#### AUXILIARY FLOOR MAT

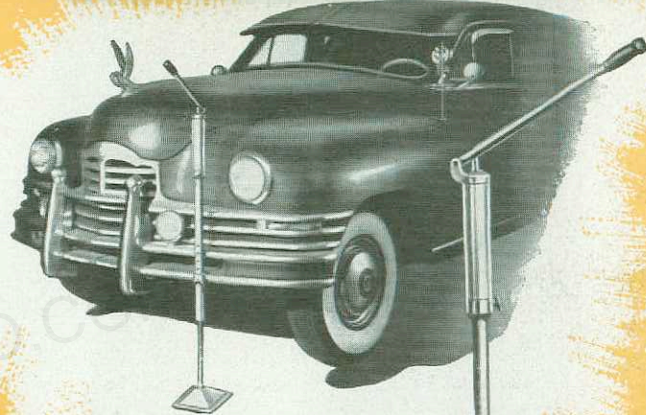
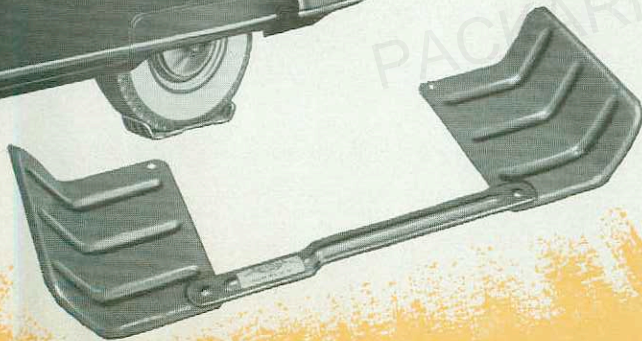
These mats 13½ inches by 21¼ inches are made of heavy ribbed rubber. They protect your permanent floor mats and are especially appreciated in bad weather.





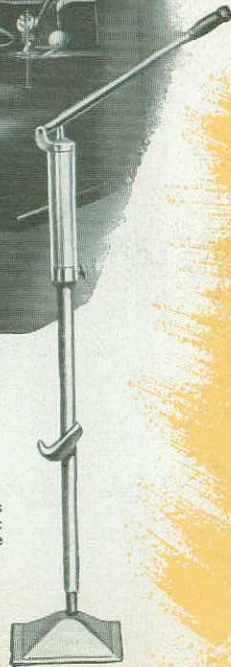
#### WHEEL BLOCK

Convenient and compact, this wheel block affords additional safety and protection when changing tires. It eliminates the dangers of car movement.

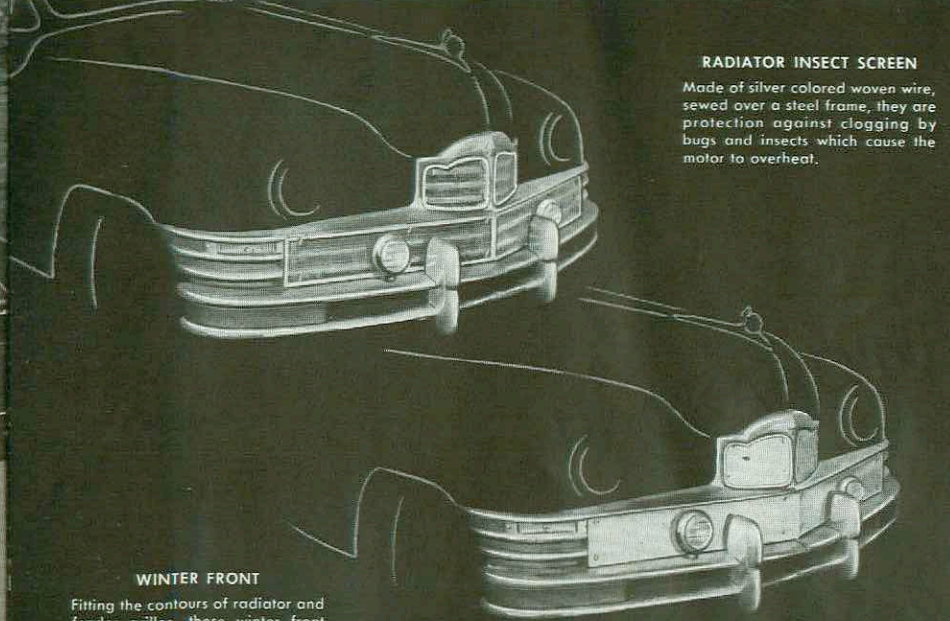


#### HYDRAULIC BUMPER JACK

Available for convenience in changing tires is this light weight, sturdy hydraulic bumper jack. Easy to position, simple to operate.







#### RADIATOR INSECT SCREEN

Made of silver colored woven wire, sewed over a steel frame, they are protection against clogging by bugs and insects which cause the motor to overheat.

#### WINTER FRONT

Fitting the contours of radiator and fender grilles, these winter front covers are easily installed on either or both radiator and fender grilles.

In winter efficient operating temperatures are quickly reached when the cold airstream over the motor is controlled by winterfront covers. Quick warm-up prevents excessive wear of all moving engine parts.

### RADIATOR PROTECTION ...WINTER AND SUMMER

In summer Packard radiator insect screens serve as a protection against insects and foreign material blocking off portions of the radiator, thereby assuring high cooling efficiency.



To give the finish of your car the care that it truly deserves, there can be but one choice...PACKARD BLUE CORAL. It is a scientific method of cleaning, restoring and protecting the finish of your car.

## **ADD MIRROR-LIKE LUSTER TO THE FINISH OF YOUR CAR**

Blue Coral seals the surface against attack by elements and keeps it streakproof, rainproof and spotproof. Because it has no paint softening chemicals or harsh abrasives, it removes none of the paint finish, but actually burnishes it to a hard, glasslike finish.





**"ASK THE MAN WHO OWNS ONE"**

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**PACKARD MOTOR CAR COMPANY**

**DETROIT 32, MICHIGAN**