



All-new Eights for '48

Excitingly new... Unmistakably

PRESENTING THREE ALL-NEW EIGHTS FOR '48 ... PACKARD SUPER EIGHT ✓ ✓ ✓

- With the new distinction of Packard Free-flow styling
- With new luxury levels of all-weather, all-road comfort
- With the unchallenged performance of new postwar, precision-built Packard straight-eight engines



Packard!

PACKARD DE LUXE EIGHT *v v v* PACKARD EIGHT

1. 1969 CHILDREN OF CHARLES G. BEETEM. GIFT



F U L F I L L I N G A L L T H E G R E A T P R O M I S E I T S N A M E



IMPLIES

Here's a car that makes distance disappear . . .

. . . a motor car so agile, so roadworthy, so smoothly spirited that it stirs your imagination and steals your heart.

Here's performance . . . with the greatest power heritage in all motordom. Performance so spectacular that it almost overshadows the exciting new Free-flow styling and jewel-like luxury of this great motor car.

Overnight, the new Packard Super Eight has become the most discussed car in the fine car field. By all means, make a detailed personal inspection of its incomparable values.



America's most exacting wartime power assignments were entrusted to Packard: precision production of Packard Supermarine engines for the PT boats . . . and Packard-built Rolls Royce aircraft engines for the fastest, highest flying Allied planes. Said one amazed observer: "It's like building fine watches by the pound!"

PACKARD SUPER EIGHT



Postwar performance comes into its own, in this brand-new, 145-horsepower Packard Super Eight engine. Pioneering "Safety-sprint" acceleration—trigger-ready reserve power to whisk you around other cars, and fast highway trucks and buses—it also sets new standards of smoothness and durability . . . with admirable thrift.

P A C K A R D S U P E R E I G H T T O U R I N G



The interior of this distinguished sedan is finished in your choice of a gray or a tan color scheme. The broad, deep-cushioned seats . . . lastingly soft and smooth because of their foam rubber padding . . .

S E D A N

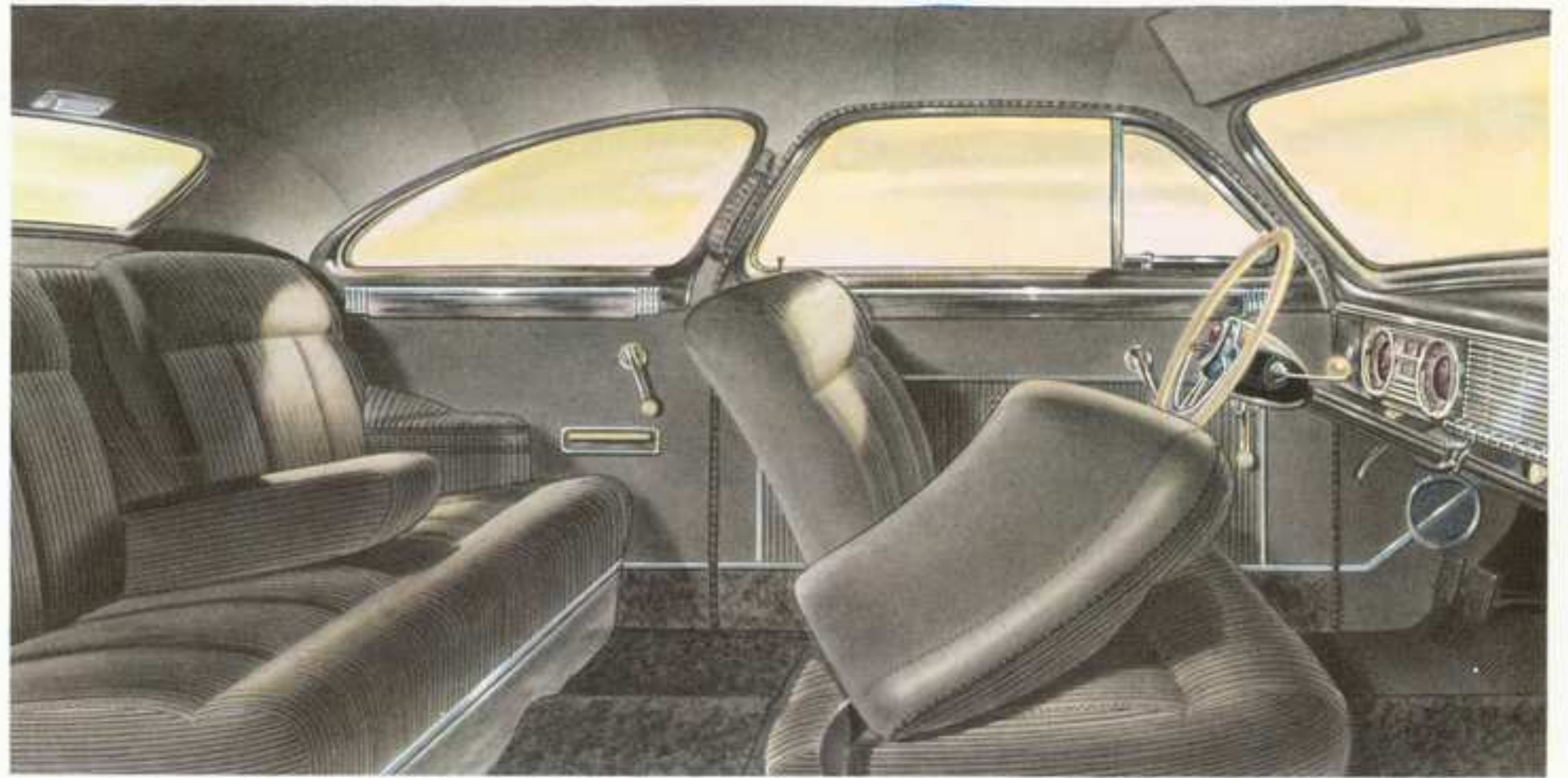
are smartly tailored in new rich-textured broadcloths.

New conveniences are everywhere. The new Console-Key instrument panel has push-button switches, and no-glare Flite-Glo instruments. New Comfort-aire ventilation provides a controlled flow of fresh air in any weather, and helps guard against window-fogging. Doors are equipped with pull-type handles and no-slam rotary latches . . . and *rear doors are broader*, for easier ins-and-outs.



145 HORSEPOWER • 120-INCH WHEELBASE





PACKARD SUPER EIGHT CLUB SEDAN

In this spectacular performance car, Packard has created a companionable two-door style with gracious roominess and appointments. Swing-aside seatbacks make it an easy step to the broad back seat, where generous headroom and leg-room delight rear-seat riders.

The interior color scheme is in your choice of gray or tan. Seats are upholstered in rich new broadcloths, over the smooth softness of foam rubber.

New Comfort-aire ventilation enhances the restful riding ease of this luxury car. The Console-Key instrument panel is typical of its many new conveniences.

145 HORSEPOWER • 120-INCH WHEELBASE



P A C K A R D

In this convertible of convertibles, Packard presents a dream car come true! Glorious new Free-flow styling makes it the most envied convertible that ever greeted the sun. Packard Super Eight performance makes it the proud master of any traffic situation. A specially engineered chassis endows it with the enduring strength and restful roadability of a touring sedan.

And in convenience features—here's magic! The Prest-O-justment front seat . . . the sleek new RoboTop . . . and the door *and* rear-quarter windows—all are equipped with individual automatic controls. The new Console-Key instrument panel has push-button switches, and no-glare Flite-Glo instruments. New Comfort-aire ventilation provides fresh air in any weather, and helps guard against window fogging.

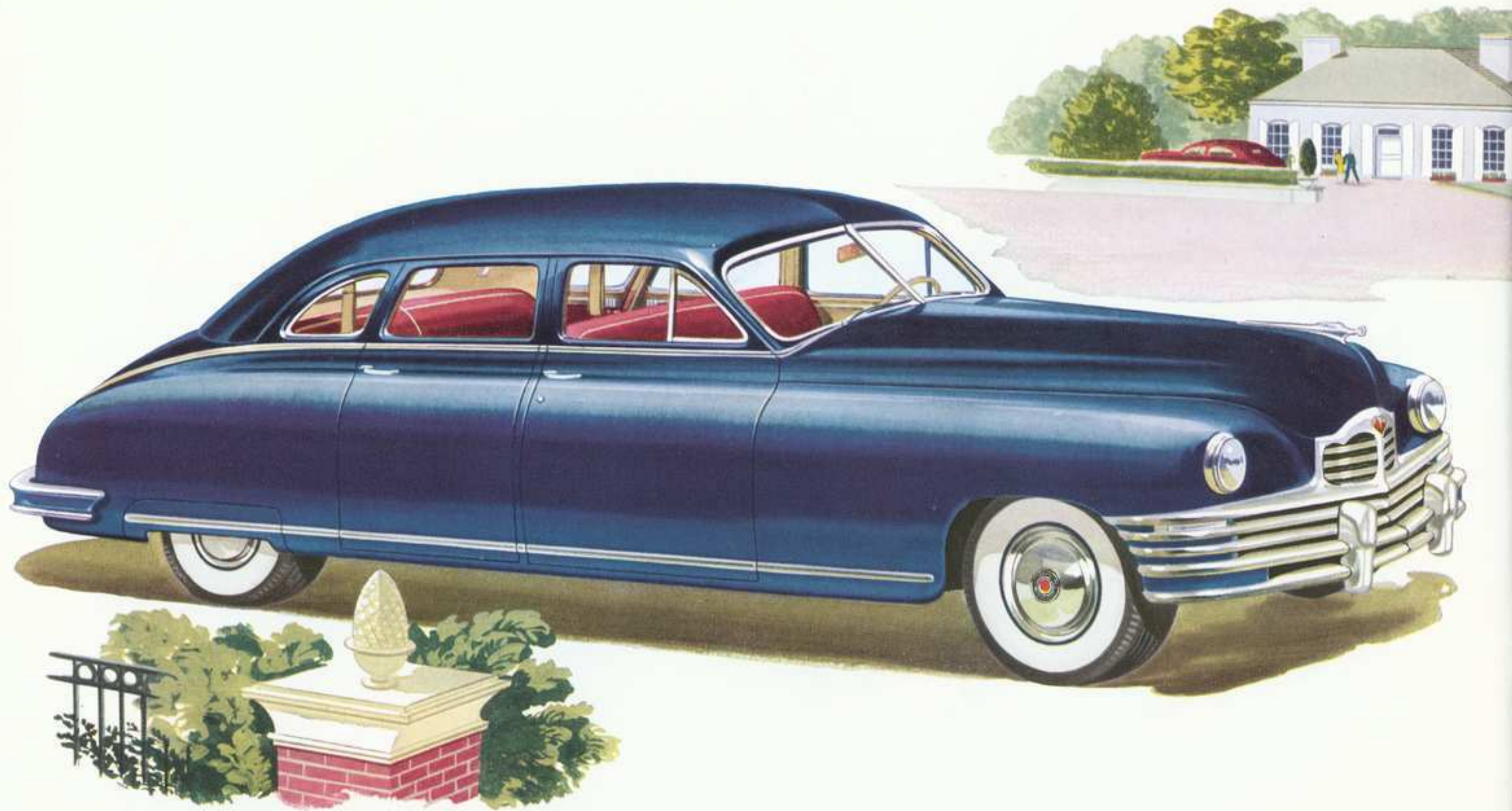
The new Super Eight convertible is finished in your choice of distinctive new colors. The interior is tailored in a combination of Bedford cord and a new weather-resistant material that out-looks and outlasts leather.



145 HORSEPOWER • 120-INCH WHEELBASE

SUPER EIGHT CONVERTIBLE







Styled on a magnificent scale, this largest of the Packard Super Eights is in a class all its own. Over and above its superlative roominess and gracious luxury, it delights the fine car purchaser with a new agility of performance and handling ease . . . and a level-keeled steadiness of roadability that is nothing short of amazing.

This impressive motor car is offered in a selection of two new interior styles: The Sedan for Seven Passengers, pictured here, and the formal Limousine. Each has a distinctive character all its own.

145 HORSEPOWER • 141-INCH WHEELBASE

SUPER EIGHT DE LUXE SEDAN FOR SEVEN PASSENGERS

Two great new chapters in an historic series presenting the new



Packard Eight and Deluxe Eight

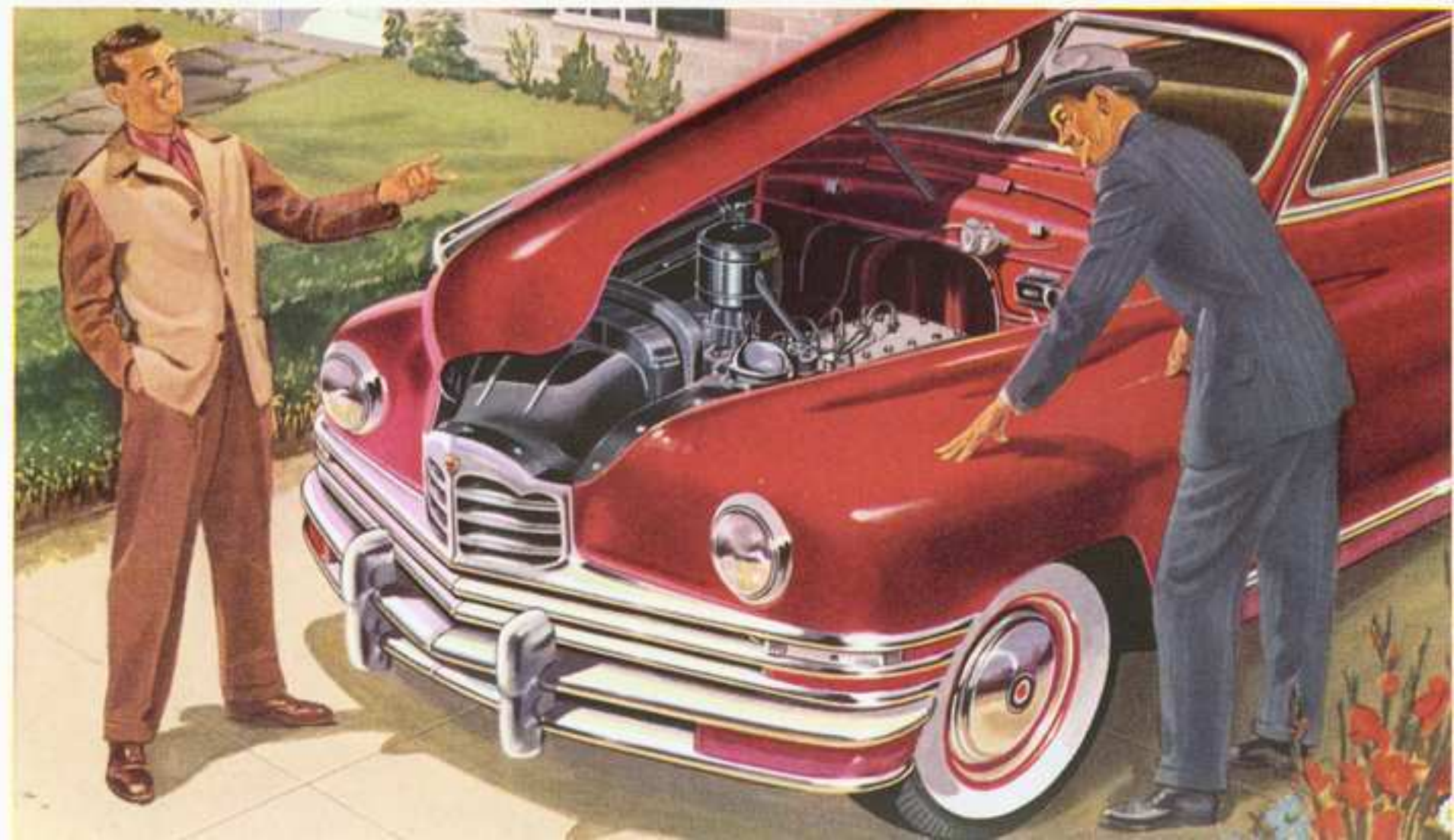
Packard proudly announces the newest members of a celebrated line.

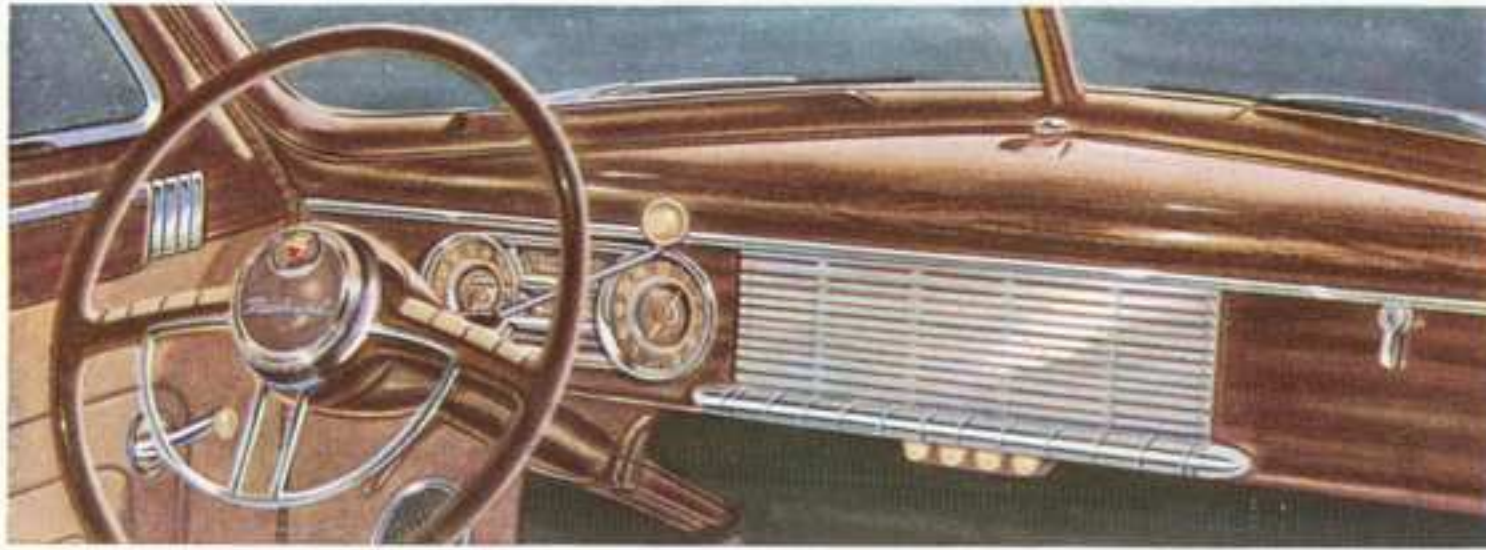
It's a line that began when the original Packard "120" pioneered America's loftiest fine car standards in the medium-price field.

Continuing the traditions of the line, today's all-new Packard Eight and DeLuxe Eight bring you the breath-taking beauty of Packard Free-flow styling . . . the exciting performance of a more powerful postwar Packard straight-eight engine . . . the lasting luxury of new Packard comfort innovations—plus—all the new value dividends from the greatest expansion and new-model program in all Packard history!

Traditional Packard luxury acquires new distinction in the appointments of the Packard Eight and DeLuxe Eight for '48. The new Console-Key instrument panel, for example, brings you push-button control of all switches . . . and new Flite-Glo instruments with new glare-proof black-light illumination. New Comfort-aire ventilation provides a welcome flow of fresh air in any weather . . . and helps guard against window fogging. Roomy, deep-cushioned interiors . . . modishly tailored in rich new broadcloths . . . invite you to step in and enjoy the gentlest ride in all motordom.

"Safety-sprint" acceleration — lightning-responsive reserve power that breezes you into the clear, ahead of other cars and around fast highway trucks and buses — is one of the highlights of the brand-new Packard straight-eight engine. Here, too, are new smoothness and longer life—result of slower piston speeds. And once again, Packard fuel economy is destined to be the envy of all the eights.



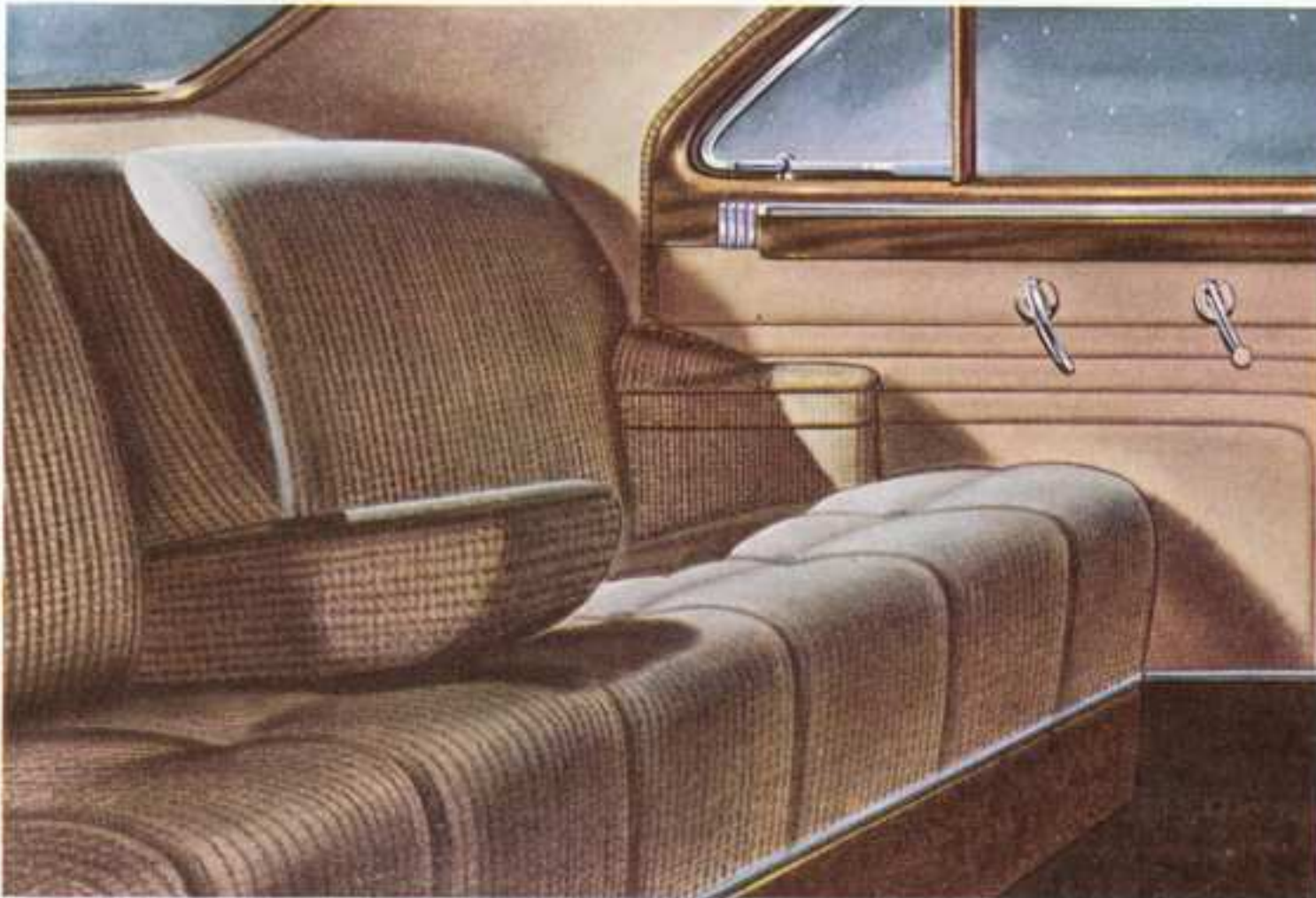


Packard

Gracious luxury awaits your pleasure in this ultra-smart Packard touring sedan.

The broad, downy-soft seats are tailored in smartly styled broadcloths, in your choice of gray or brown, and the rear seatback includes a convenient center arm rest. Courtesy lights glow when the doors are opened. Window controls are at your fingertips, and there's a handy robe cord across the front seatback.

On the new Console-Key instrument panel, push-button switches stay in trim alignment along the glistening chrome strip. Flite-Glo instruments, illuminated by black light, are grouped for easy reading in front of the driver. The controls include a direction signal.



130 HORSEPOWER • 120-INCH WHEELBASE

Deluxe Eight Touring Sedan





Packard Deluxe Eight Club

Behind the sleek, low-slung styling of this popular two-door model is a full measure of roominess. Back seat riders welcome its generous headroom, legroom, and shoulder room . . . and the gracious entry provided by the broad swing-aside seatbacks.

The broad doors open with delightful ease . . . and then tick securely shut, thanks to their no-slam rotary latches. The concealed running boards are full width, and are illuminated by courtesy lights. Complete appointments include a direction signal.

The interior is tailored in rich broadcloths, in your choice of gray or brown, and brings you a host of de luxe touches.

130 HORSEPOWER • 120-INCH WHEELBASE



Sedan

Packard Eight Touring

130 HORSEPOWER • 120-INCH WHEELBASE

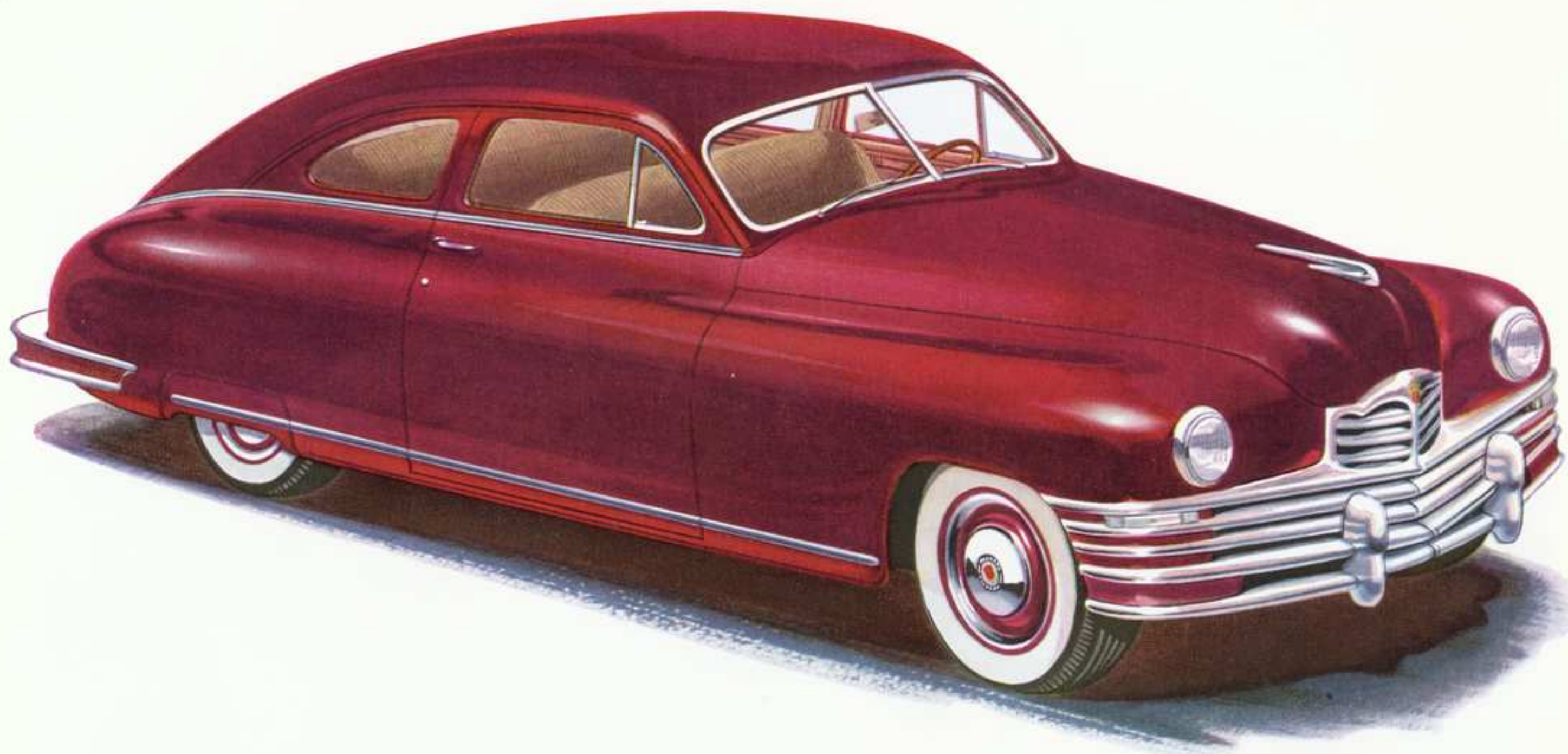


Proud Packard identity is immediately apparent in the massive grillework and Free-flow contours of this roomy, roadworthy touring sedan.

Traditional Packard distinction is apparent, too, in the spacious deep-cushioned interior, upholstered in broadcloth in a fresh new checked pattern. The front seatback is cleverly recessed, to provide additional legroom for rear seat riders. Rear doors are broader, for easier entry . . . and all doors are equipped with pull-type handles and no-slam rotary latches. In every flawless detail, the coachwork reflects the precision workmanship for which Packard is famous.

Sedan





Packard



130 HORSEPOWER • 120-INCH WHEELBASE

Packard value is here in full measure, in this popular new club sedan. It brings you generous roominess, with a club-coupe feeling of close companionship and personal privacy. Its two-door feature makes it a special favorite among parents of small children.

Styled to become the envy of any neighborhood, the new Packard Eight club sedan is finished in your choice of distinctive colors, tailored in a smart new checked broadcloth. New Comfort-aire ventilation . . . and the new Console-Key instrument panel with Flite-Glo instruments . . . are typical new appointments.

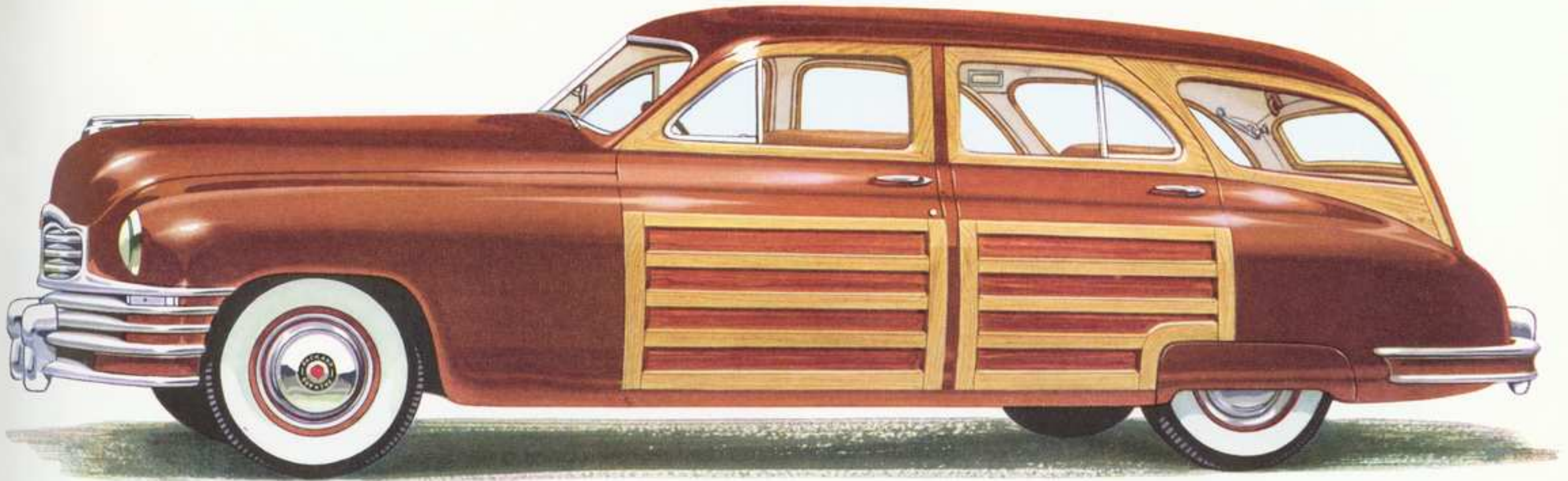
Eight Club Sedan



The Station Sedan has an "inside story" all its own. The broad, three-passenger seats are upholstered in new materials that out-look and out-last natural leather. The roomy cargo compartment is finished in heavy plywood, with stainless steel "no-mar" strips.

Packard ingenuity provides extra-length loading space. The rear seat folds forward, adding two feet to the length of the cargo platform. The lower rear door, when used as an extension of the cargo platform, brings its total length to nearly nine feet.

Packard



Meet the successor to the station wagon! Here's the "all-occasion" beauty and comfort of a sedan, all the traditional utility of a station wagon . . . along with new strength, streamlining, and proud distinction.

To gain new durability, safety . . . and a lastingly quiet ride . . . Packard stylists and engineers insisted on steel for the floor, the roof, and the wall structure. They selected fine-grained hardwoods for the side and rear panels, and specified new types of hardware and other fittings to carry out the massive distinction of its functional styling.

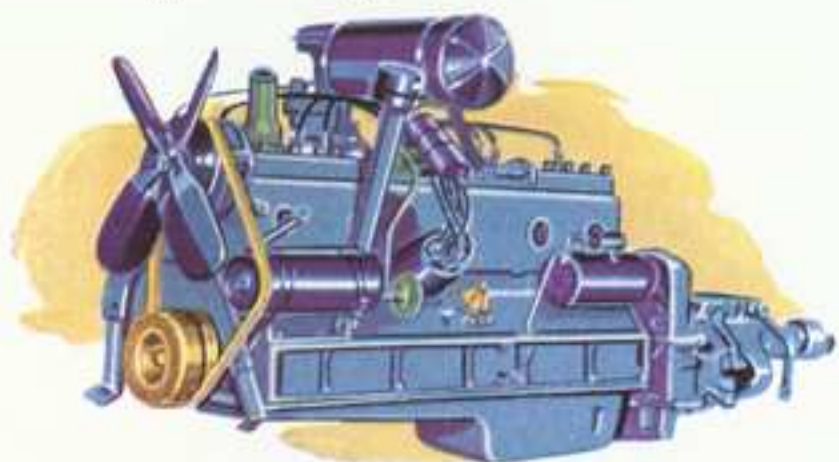
130 HORSEPOWER • 120-INCH WHEELBASE

Eight Station Sedan

Specifications . . . PACKARD SUPER EIGHT

ENGINE—L-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 $3\frac{1}{2}$ inches x $4\frac{1}{4}$ 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.



Completely postwar in design, the new Packard engines are velvet-smooth, lastingly thrifty.

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. 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 $10\frac{1}{2}$ inches. Ball throw-out 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, materially contributing to greater economy and smoothness.

FRAME—X-member type frame, box section side rails. Convertible frame is specially designed X-member type, exclusive to Convertible use.



Distinctive color is available in a selection of 17 new color and combination paint schemes.

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

REAR SUSPENSION—Semi-elliptic springs, $54\frac{3}{8}$ 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, 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. Mechanical hand brake operating rear wheel brake shoes. Centrifuse brake drums provide 171.5 square inches braking area.

STEERING SYSTEM—Worm and three-tooth roller type gear, mounted on double row needle bearings 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, 7.00 x 15.

WHEELBASE—120 inches.

OVER-ALL LENGTH—Bumper to bumper, $204\frac{5}{8}$ inches.

INSTRUMENTS AND CONTROLS—Speedometer, oil gauge, gasoline gauge, ammeter, engine temperature gauge and trip-odometer conveniently arranged on instrument panel. New "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. Push buttons operate cigar lighter, headlights, instrument lights, map light; also the heater, defroster and electromatic clutch when they are supplied as optional equipment.



The Ventalarm is a typical Packard convenience feature. No more slow-speed filling, no more waste and danger of overflowing.

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 light 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.

PACKARD MOTOR CAR COMPANY

Specifications

PACKARD EIGHT and DE LUXE EIGHT

ENGINE—L-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 3½ inches x 3¾ 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.



New Comfort-air ventilation provides a controlled flow of fresh air in any weather.

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, materially contributing to greater economy and smoothness.

FRAME—X-member type frame, with box section side rails.

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

REAR SUSPENSION—Semi-elliptic springs, 54¾ inches long. Rubber and composition inserts between the 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. 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. Mechanical hand brake operating rear wheel brake shoes. Centrifuse brake drums provide 171.5 square inches braking area.



Precision-finished, carburized gears are one of the secrets of Packard's lastingly quiet performance.

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

OVER-ALL LENGTH—Bumper to bumper 204¾ inches.

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.

INSTRUMENTS AND CONTROLS—Speedometer, oil gauge, gasoline gauge, ammeter, engine temperature gauge and trip-odometer (with de luxe equipment) conveniently arranged on instrument panel. New "black light" illuminates figures and indicators only; dial faces are



Packard suspension adjusts itself automatically to changes in load and road . . . and there's a fifth shock absorber to damp out side-to-side tremors.

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 in Deluxe models. Push buttons operate cigar lighter, headlights, instrument lights, map light; also the heater, defroster and electromatic clutch when supplied as optional equipment.

STANDARD EQUIPMENT—Twin horns. Two dual universally-hinged sun visors. Double, variable-speed vacuum windshield wipers. Automatic courtesy light in front compartment of DeLuxe models. Reading light in rear compartment. Rear view mirror. Turning indicators built into combination stop and tail lights of DeLuxe models. Bumpers and bumper guards front and rear. Bumper jack and tool equipment.

Specifications, designs and prices subject to change without notice.



Ask the man who owns one