

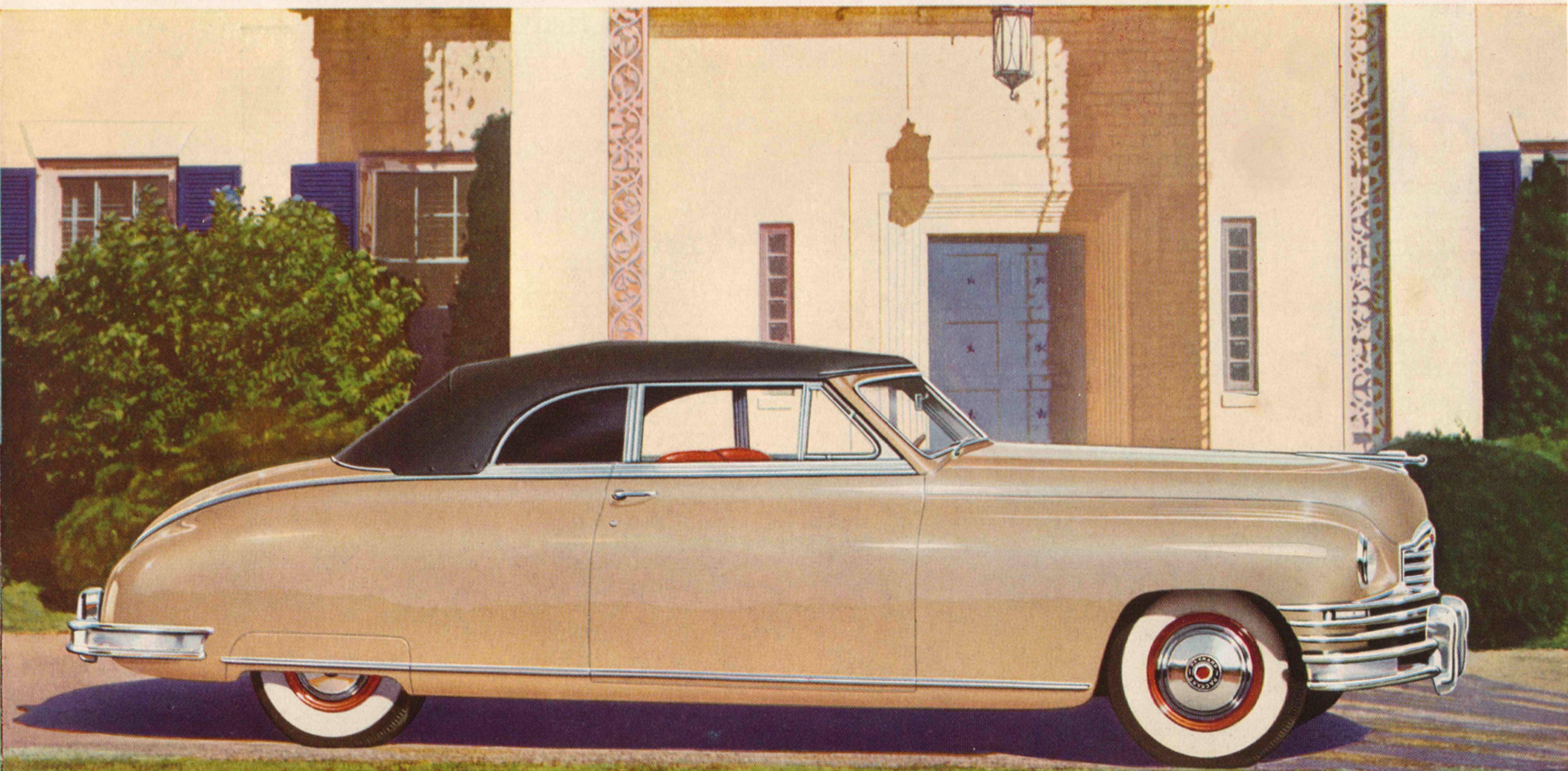
Packard presents

America's first All-New Postwar Convertible



Top up.....Top

Your choice of 6 stunning new colors: Packard Ivory (shown below), Cavalier Maroon, Sardonyx Brown (shown at right), Black, Golden Green, and French Blue



down.....It's Tops!

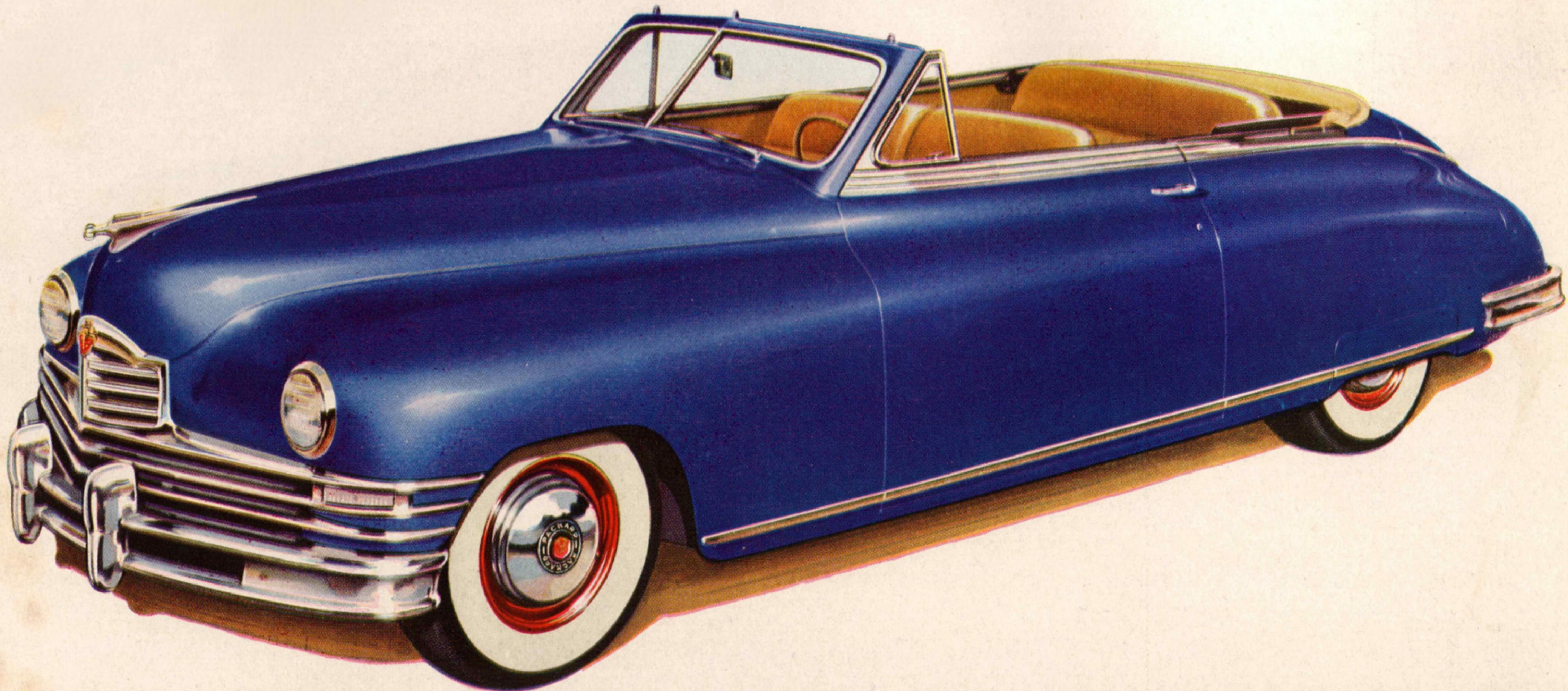
NEW 1948 PACKARD CONVERTIBLE

Just watch the heads turn when this glossy new Packard glides up to the curb!

Watch the envious glances that follow its daring new Free-Flow design.

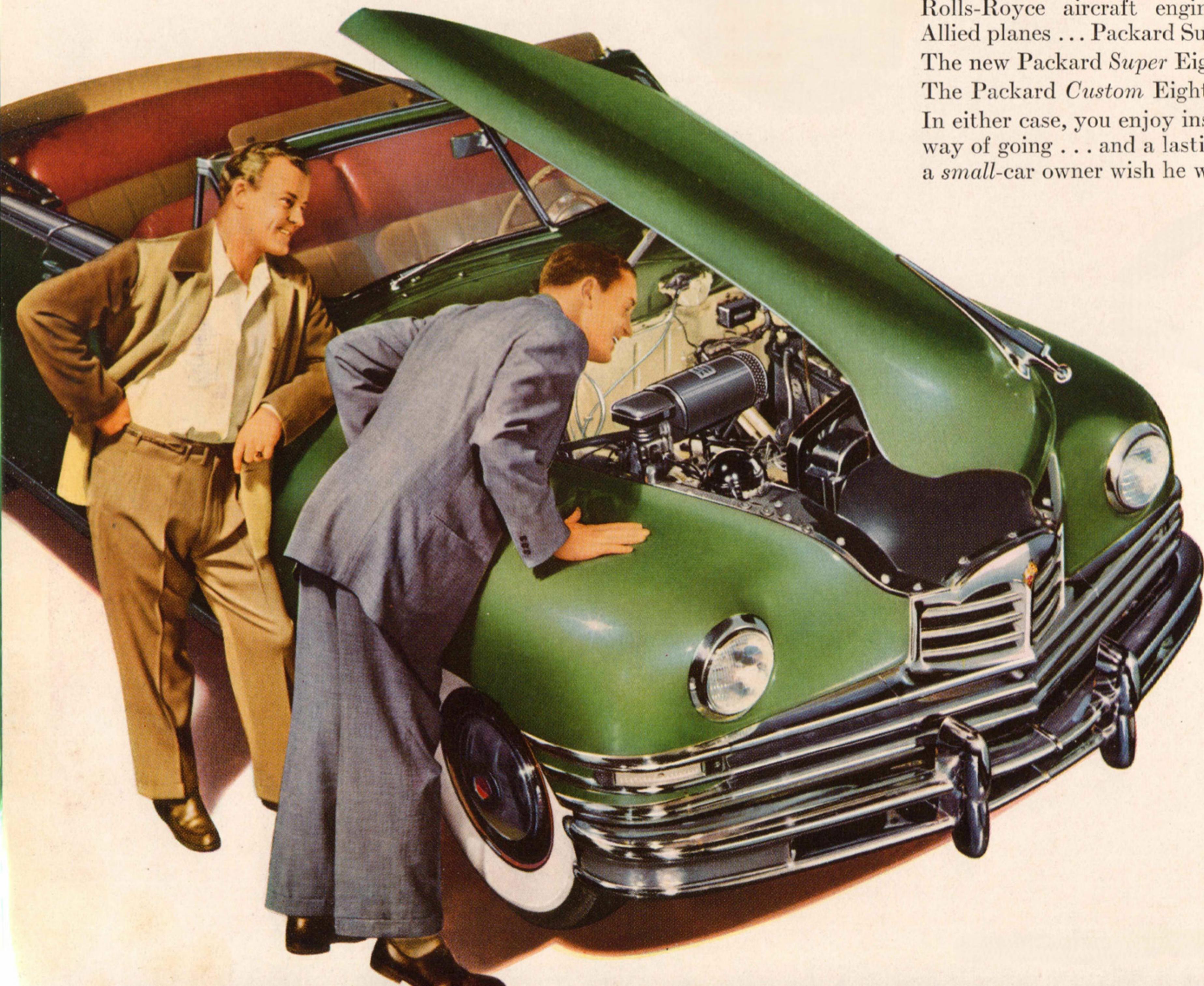
For it's gloriously new . . . proudly appointed . . . and every precision-built inch a Packard!

Packard presents this ultra-smart convertible in two new models . . . new from the tires up: the Packard Super Eight . . . the Packard Custom Eight. Each tells its own story of brilliant performance and personalized beauty.



With new pride in its power

Here's a hood-full of engine—and it's a beautiful thing to see! It's *Packard* power, precision-built by the wartime makers of Rolls-Royce aircraft engines for the fastest, highest-flying Allied planes ... Packard Supermarine engines for the PT boats. The new Packard *Super Eight* engine develops 145 horsepower. The Packard *Custom Eight* develops 160 horsepower. In either case, you enjoy instant responsiveness, a silky-smooth way of going ... and a lasting brand of thrift that makes many a *small-car* owner wish he weren't!



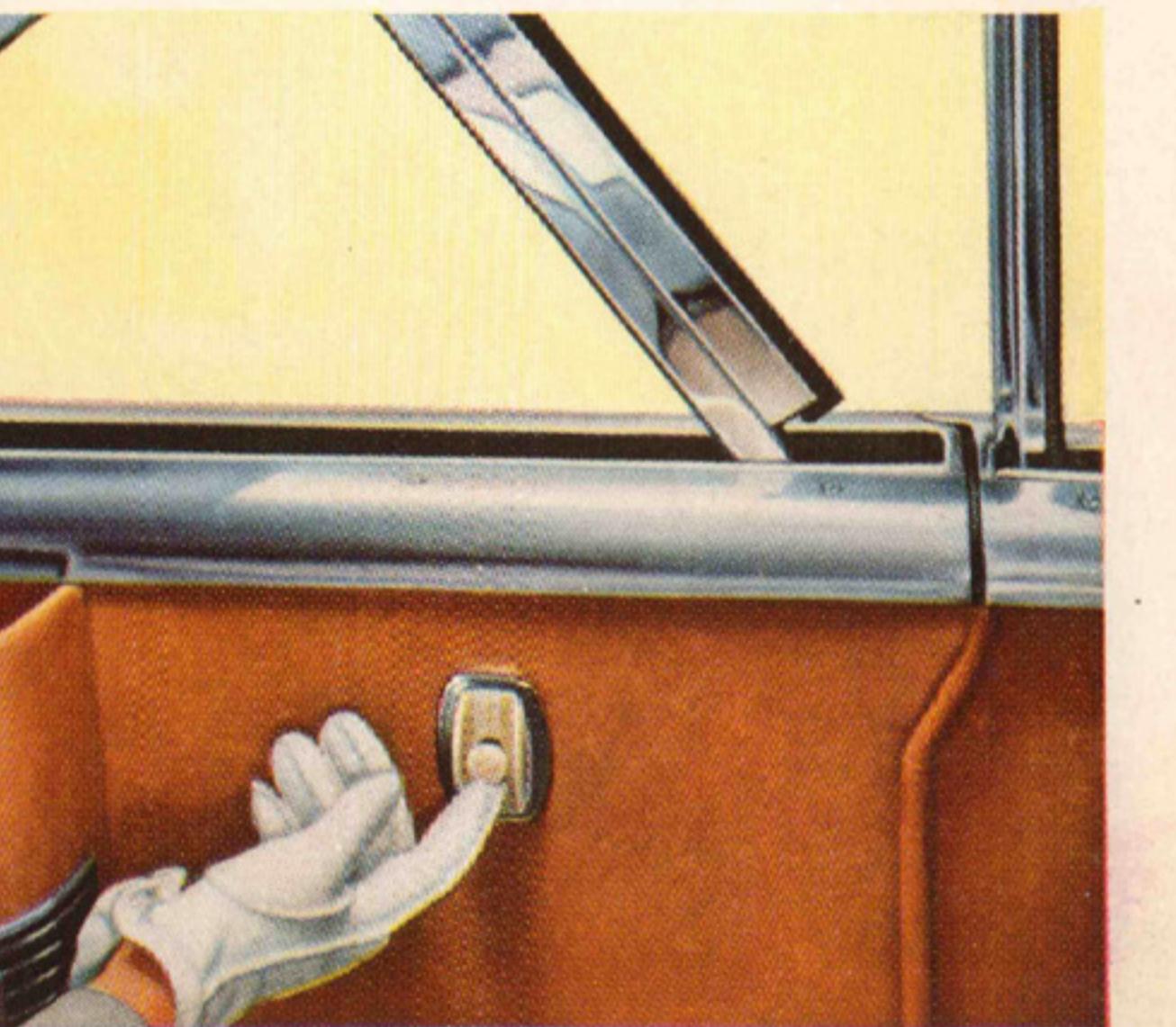


The new **Console-Key** instrument panel brings a fresh concept of functional beauty. Push for "on," push for "off" . . . the headlight and other control keys stay in trim alignment along the smartly styled chrome strip. Flite-Glo instrument dials, softly illuminated by black light, put an end to nighttime glare and reflections. All controls are at your fingertips.

Magic-trol Panes! All four windows move silently up or down, at the touch of a button. Controls are individually placed for each passenger, and there's a master set beside the driver. Windows are outlined with glistening chrome. Packard styling achieves all-around visibility without sacrificing your feeling of privacy.



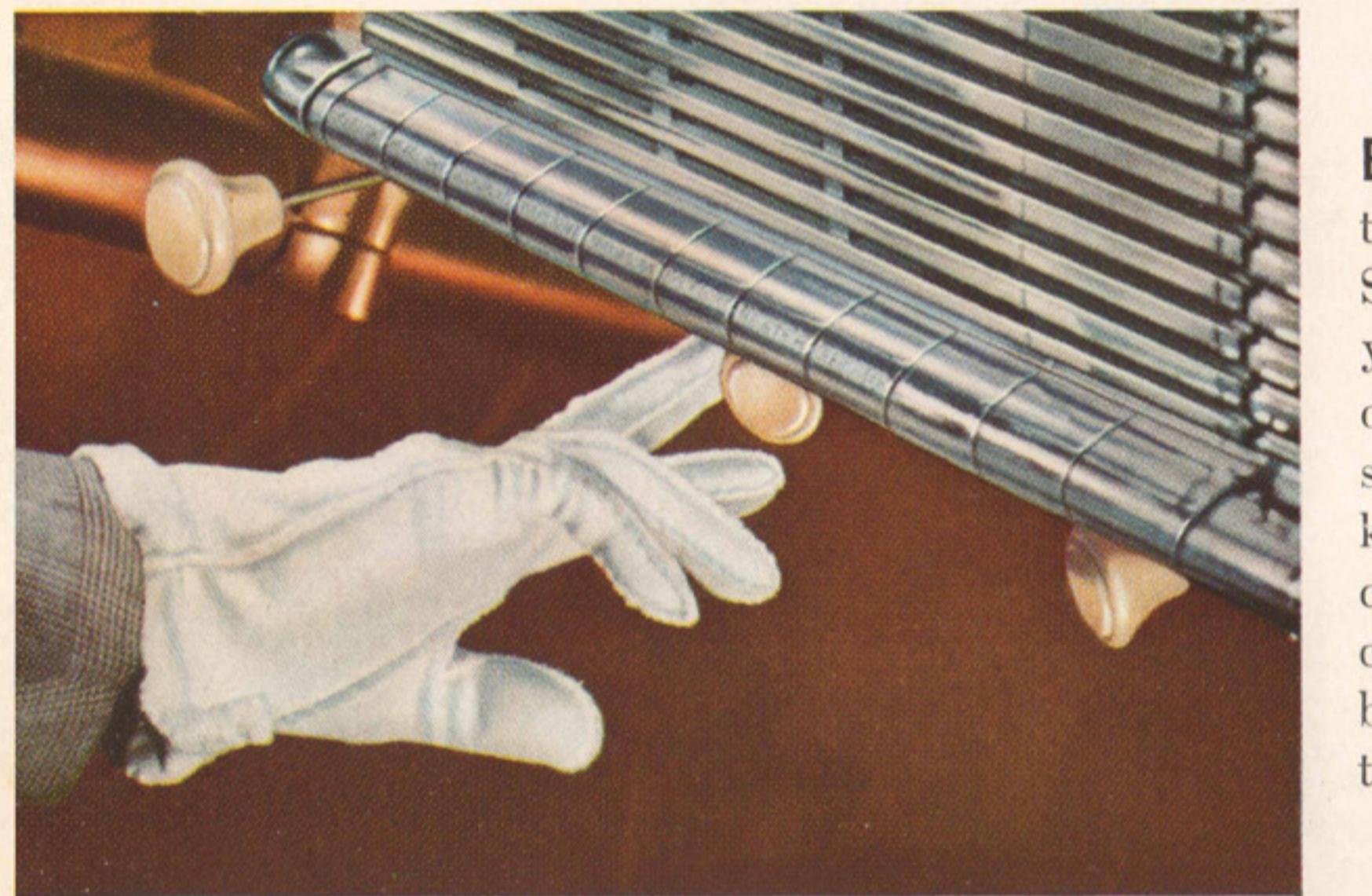
Prest-O-justment! That's how easy it is to adjust the power-operated front seat. As the seat moves to the front, it rises and tilts slightly forward, to maintain restful back support and perfect vision. Seat cushions are padded with foam rubber. The swing-aside seat-backs make it an easy step to the roomy rear compartment.



It's a dream car come true!



The RoboTop locks and unlocks with the turn of a single lever . . . raises and lowers at the touch of a button. The smart new top fabric, with a generous addition of rayon, is trimly tailored, durable . . . and virtually immune to creasing. Quality-first workmanship keeps it quiet on any road, snug in any weather.



Enjoy the seasons best! In winter, the new Packard Comfort-Aire System supplies fresh air with your warmth . . . ends the drafts and wind-whistle of slightly-open windows . . . keeps windshield and windows clear. In warm weather, it aids cooling. And it does all this for back seat riders, as well as for those in front.



Take your place in the sun in this richly-appointed Packard Convertible! The Packard Super Eight is upholstered in smart new shades of plastic upholstery and Bedford cord. The Packard Custom Eight is tailored in leather and Bedford cord. And all the while, you enjoy the most restful ride in all motorcars—for this Convertible is special-engineered from the frameup.

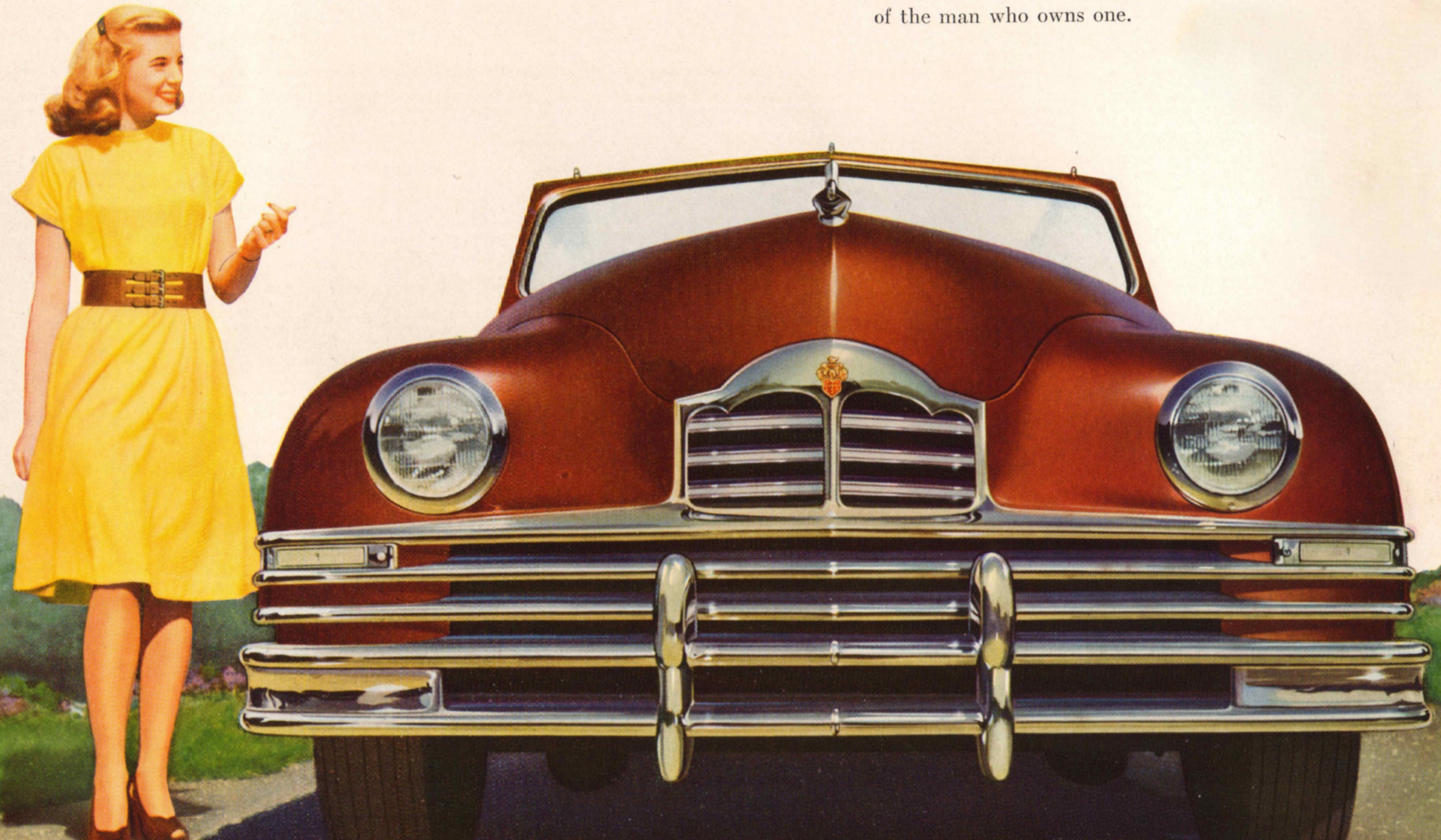
And all the world knows it!

Here's the *recognized* beauty leader!

When you drive a Packard, people all know it's a Packard. For Packard has never shared its identity with any other make of car.

They know, too, that Packard, through the years, has consistently placed quality first . . . in tested engineering and precision workmanship . . . and dignified business practice.

As a consequence, public recognition of the Packard motor car carries with it a tribute to the good judgment of the man who owns one.



Specifications

PACKARD SUPER EIGHT CONVERTIBLE

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 3½ inches x 4½ inches, respectively. Compression ratio 7 to 1. Brake horsepower 145 at 3600 r.p.m. Crankshaft weight 103 pounds. Five 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, 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. Twenty-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 capacity: five gallons.

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 are used in the Packard Unimesh transmission.

OVERDRIVE—Optional at extra cost. Reduces engine speed 27.8 percent without changing car speed, materially contributing to greater economy and smoothness.

FRAME—Specially designed X-member type frame, exclusive to Convertible use; box section side rails provide a wide, rugged foundation.

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

REAR SUSPENSION—Semi-elliptic springs 54½ inches. 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. Fifteen-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.

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

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

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

WHEELBASE—120 inches.

OVER-ALL LENGTH—Bumper to bumper, 204½ inches.

BODY—All steel. Double panelled doors; safety glass windows. Floor is all steel, electrically welded. Top material is water repellent, woven fabric of high luster finish; available in Sun Tan or Black. Upholstery is bedford cord and war-developed plastic material resembling but out-wearing leather. Hair pile carpeting. "Comfort-Aire" ventilation system introduces fresh air through built-in ducts, to enable driving with windows closed and unfogged.

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 dash. An electric winding clock, automatic cigar lighters, ash receiver and map light are included as standard. 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—Bumper jack and tool equipment. Twin horns. Two dual-hinged sun visors. Double, variable speed windshield wipers. Power-operated windows. 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.

WEIGHT—4170 pounds, shipping weight.

PACKARD CUSTOM EIGHT CONVERTIBLE

ENGINE—L-Head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons with new coil-spring-expanded oil control rings. Piston displacement 356 cubic inches. Bore and stroke 3½ inches x 4½ inches, respectively. Compression ratio 7 to 1. Brake horsepower 160 at 3600 r.p.m. Crankshaft weight 104 pounds. Nine bearings. Removable precision-type main and connecting rod bearings. 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.

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. Twenty-gallon gasoline tank equipped with filling signal.

COOLING SYSTEM—Thermostatic temperature control. Sealed cooling system; pressure-sealed filler cap. Five blade, 18½-inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling capacity: five gallons.

CLUTCH—Semi-centrifugal. Single dry plate type. Diameter 11 inches. Ball throwout 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 percent without changing car speed, materially contributing to greater economy and smoothness.

FRAME—Specially designed X-member type frame, exclusive to Convertible use; box section side rails provide a wide, rugged foundation.

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

REAR SUSPENSION—Semi-elliptic springs 54½ inches. 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. Seventeen-plate battery, 120 ampere hour capacity. Sealed beam headlights. Automatic spark control.

WEIGHT—4378 pounds, shipping weight.

ASK THE MAN WHO OWNS ONE

PACKARD MOTOR CAR COMPANY

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.

DETROIT 32, MICHIGAN