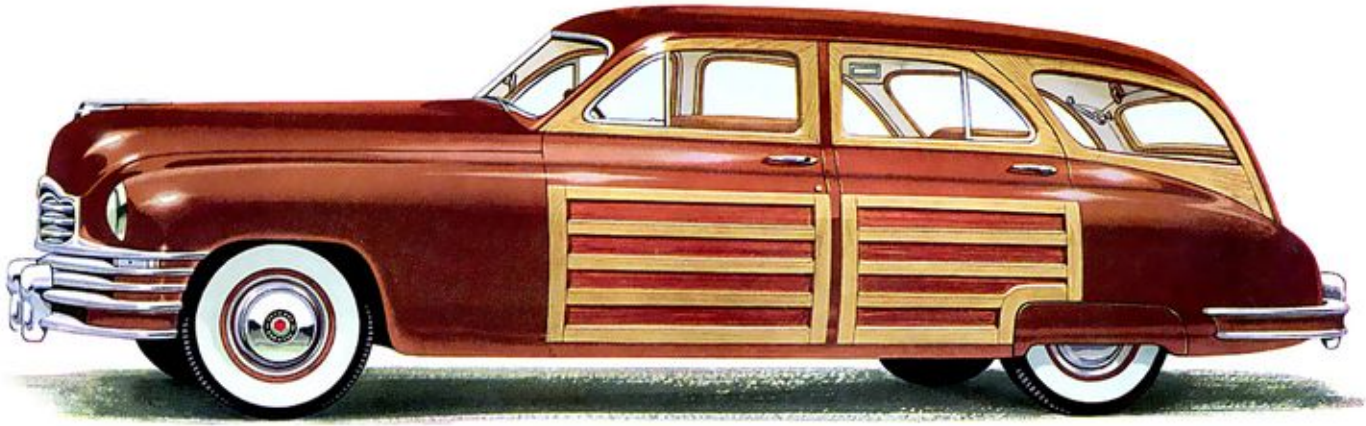


Meet the successor to the station wagon! Here's the "all-occasion" beauty and comfort of a sedan, all the traditional utility of a station wagon . . . along with new strength, streamlining, and proud distinction.

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

PACKARD EIGHTS FOR '48!

new cars—the Packard Eight, *Super* Eight, *Custom* Eight—at your Packard dealer's.

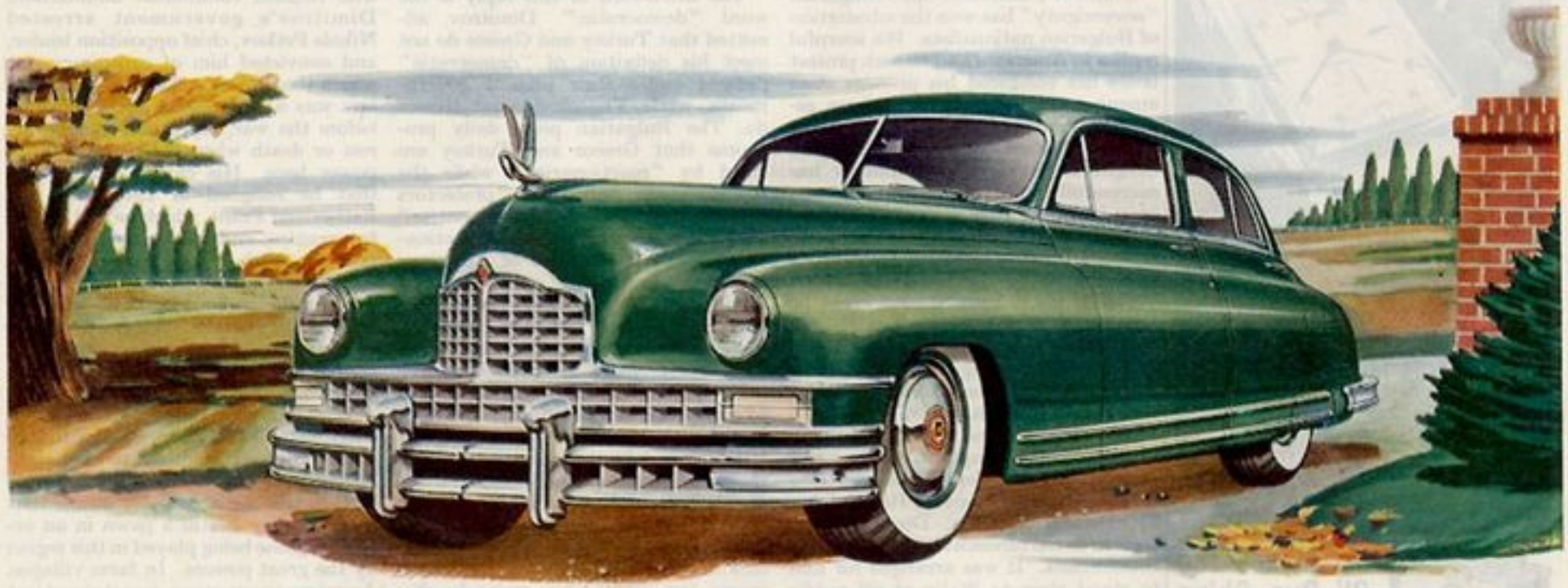
You'll find yourself saying they're "out of this world" . . . with beauty that steals right into your heart!

And don't be surprised when you find yourself placing your order and saying: "I'm going to *be* the man who owns one!"

ASK THE MAN WHO OWNS ONE

New "Free-flow" styling!

New straight-8 engines!



NEW PACKARD CUSTOM EIGHT

Illustrated: The Touring Sedan

This magnificent new Packard enjoys an identity all its own . . . an identity so distinctive that no name or series insignia has been affixed to its proud exterior.

To the fine car field, it brings a brilliance of styling and luxurious comfort that proclaim it as the finest expression of Packard custom coachwork. And the new 160-horsepower Packard Custom Eight engine is postwar power at its precision-built best!

The Packard Custom Eight series includes five distinguished new body creations.



Extra Power for "Safety-sprint" acceleration

You'll rarely call upon the full reserve of these new power-packed straight-eight engines . . . but when you do—*something happens!*

A nudge on the throttle and you feel the pull of Packard "Safety-sprint" acceleration—that breezes you around other cars, and fast trucks and busses, with a more-than-ample safety margin!

You'll revel, too, in the *smoothness* of these new Packard eights!

The new Packard Eight Station Sedan, above, is a new kind of car . . . combining sedan comfort with station wagon utility. Roomy accommodations for six passengers.

Here's the enduring safety and quietness of steel—handsomely finished in fine-grained hardwoods. Rear seat folds forward, tail-gate lowers, to provide a level loading platform nearly eight feet long.

Nov. 29, 1949 G. T. CHRISTOPHER Des. 156,211

AUTOMOBILE OR SIMILAR ARTICLE

Filed Feb. 14, 1948

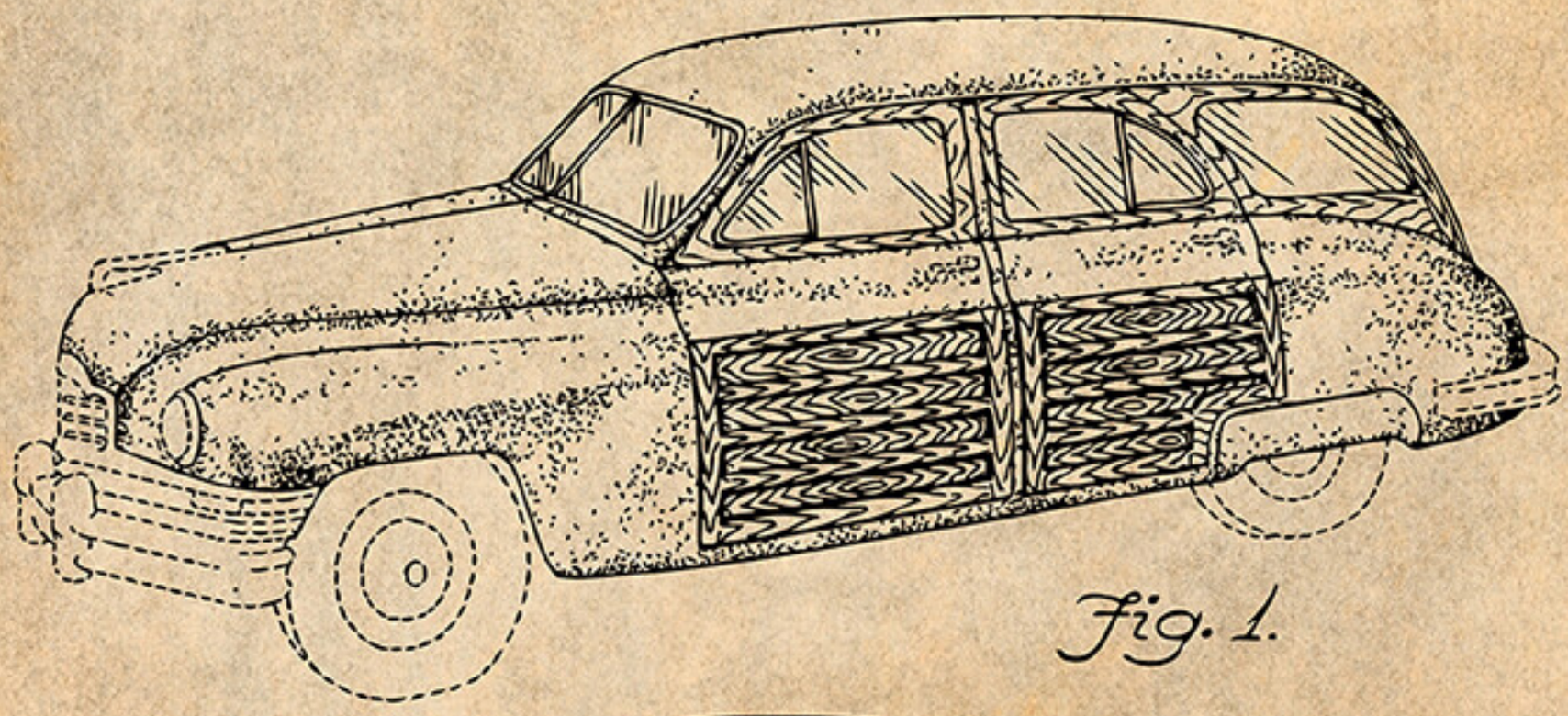


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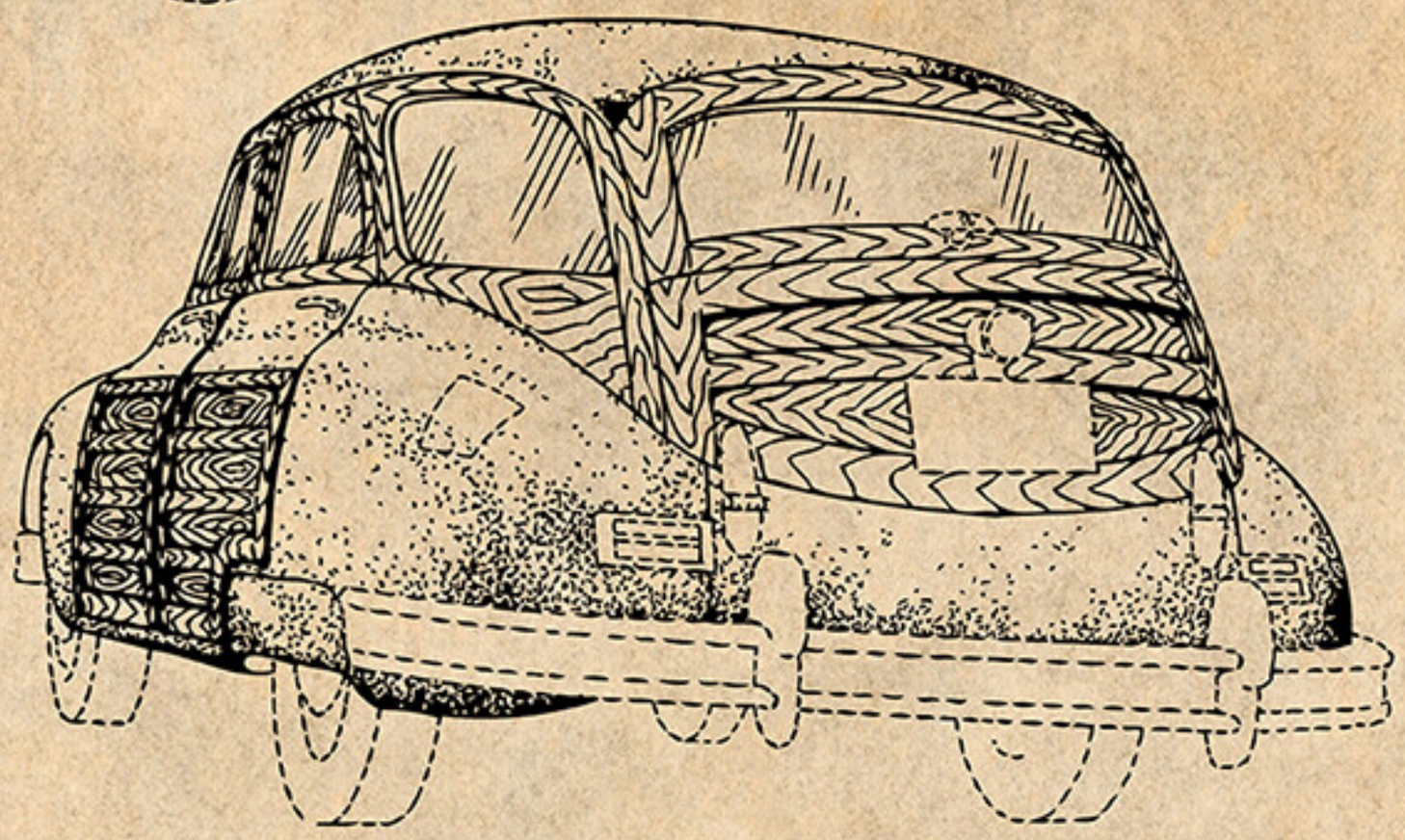


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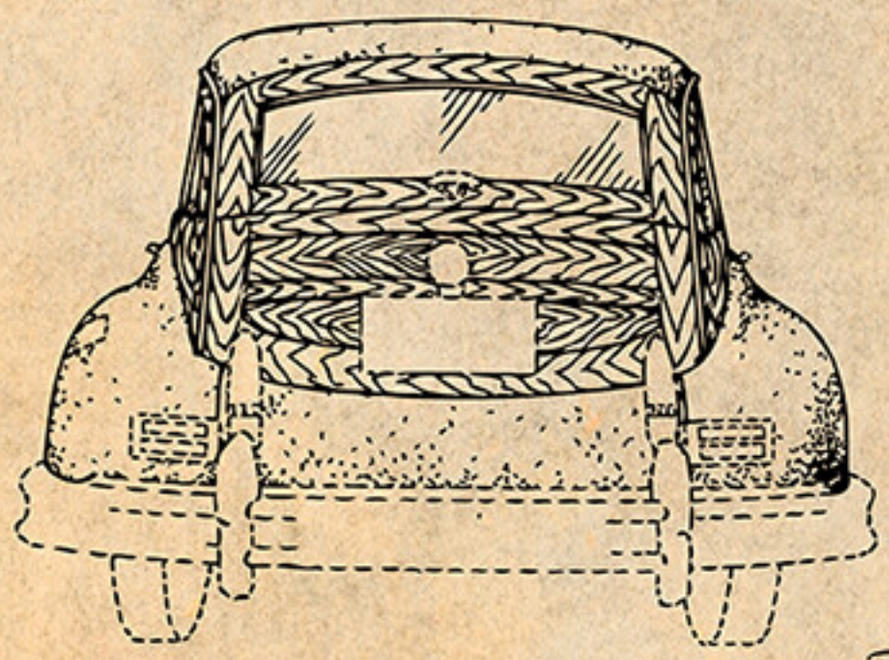


Fig. 3.

INVENTOR.
George T. Christopher
BY
Millen & Gibbetts
ATTORNEY.

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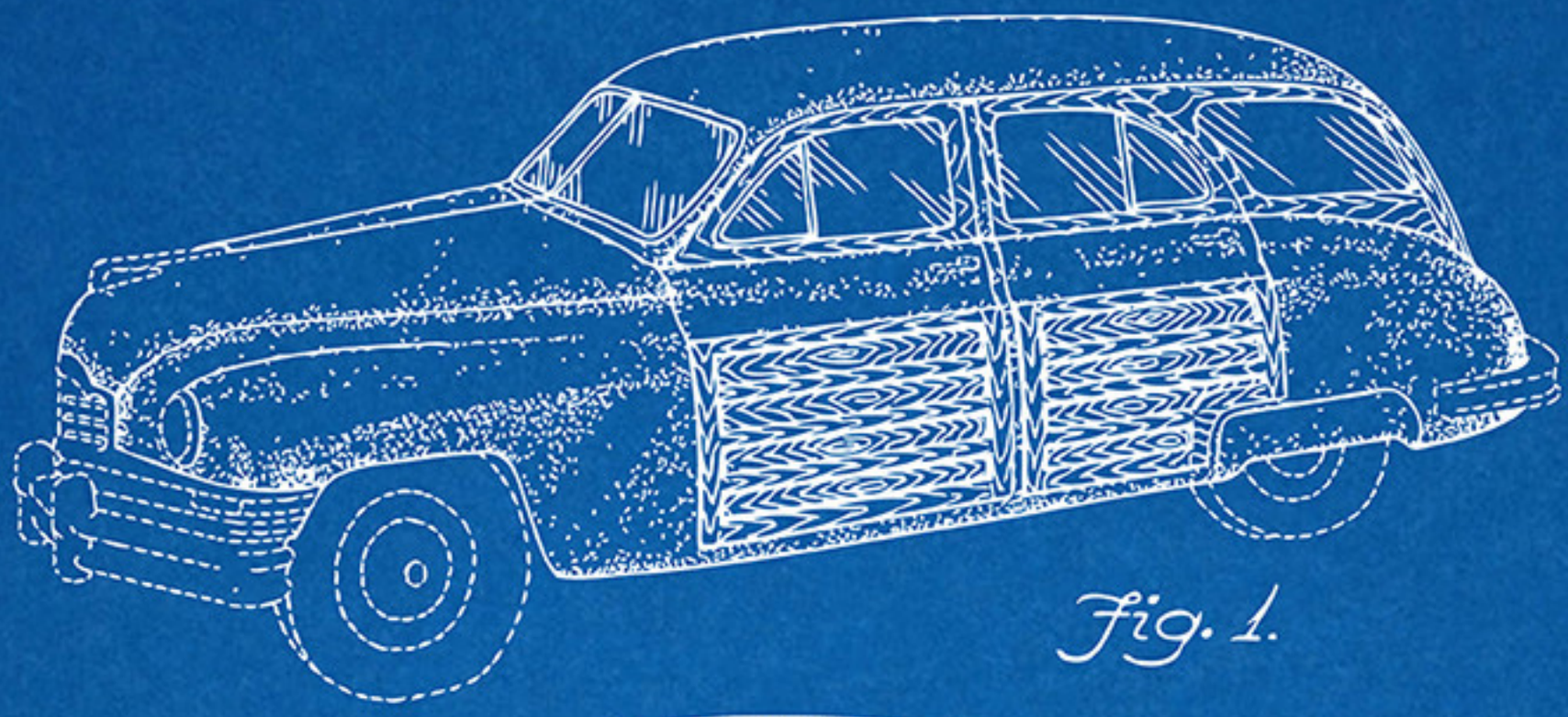


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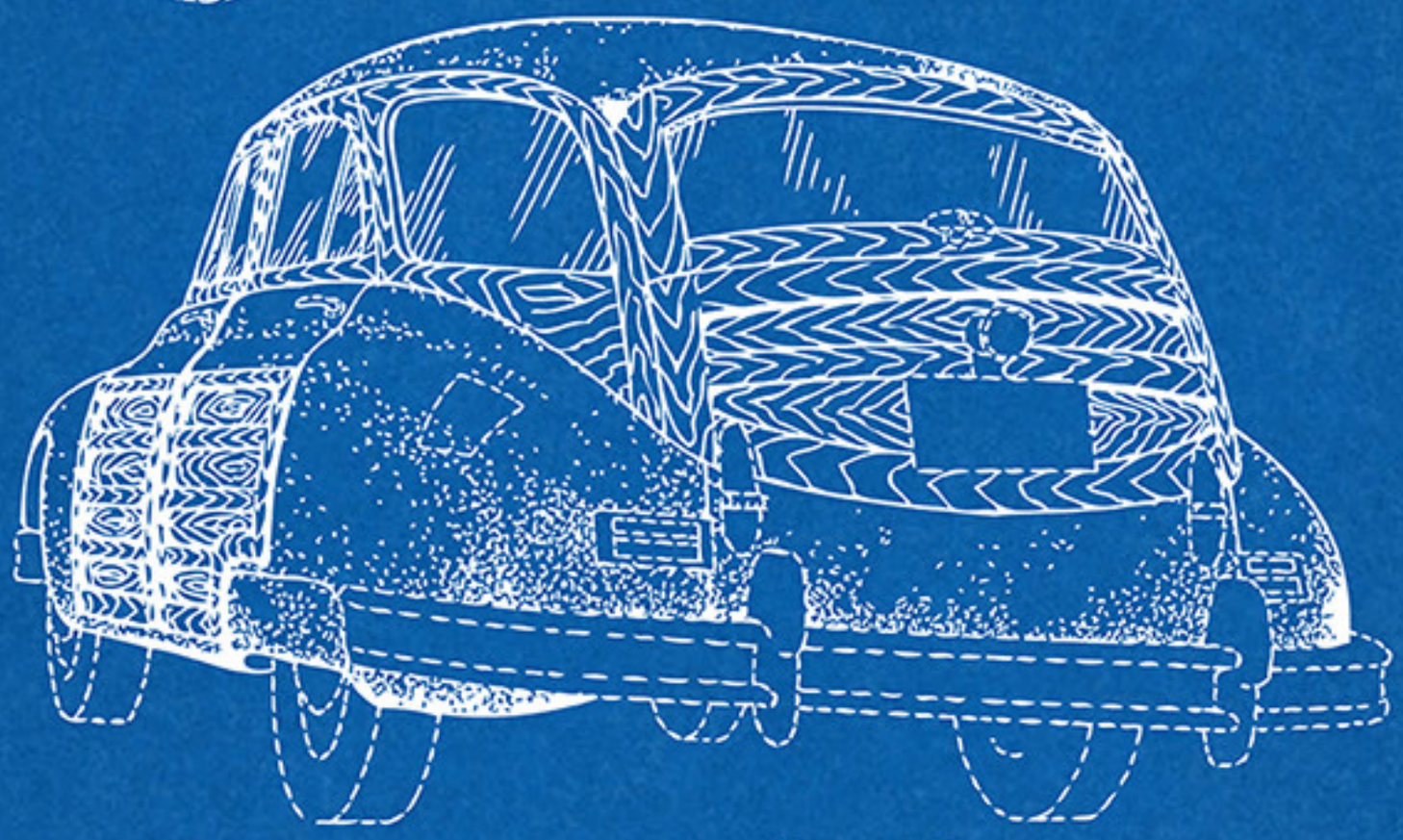


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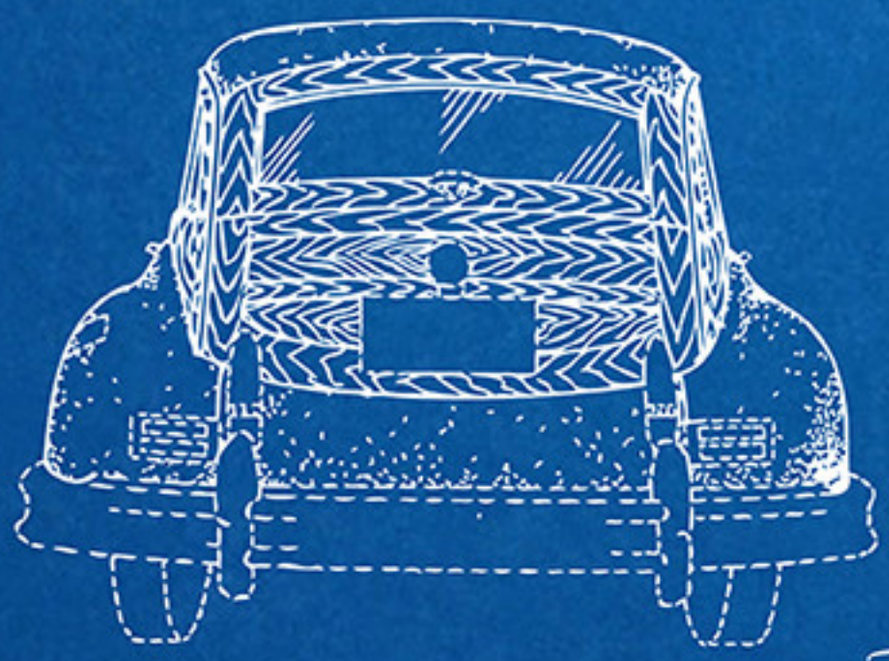


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Specifications



NEW PACKARD VENTILATION *leads you to flash air in all weather, with windows closed. When combined with the Packard under-seat heater, it provides fresh warm air with automatic control.*



FLITE-GLO INSTRUMENTS, *as the newly-designed instrument panel, are softly illuminated by "black light." They foil an end to nighttime glare and reflections. Daytime readability is equally good.*



FIFTH SHOCK ABSORBER, *one of the many "plus" features in a Packard, damps out side shocks. Packard suspension is celebrated for its knee-kind roadability, and its automatic compensation for differences in passenger load and in road surface.*



TRUE COURSE STEERING *combines fingertip control with shockproof steadiness. You can command this new Packard . . . you simply set a course.*



VENTALARM, *typical of Packard convenience features, permits full-speed gasoline tank filling; prevents the waste and danger of overflow. Just tell the attendant, "Fill it up until the wheels stop!"*

ENGINE—L-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 3⅛ inches x 4⅝ inches. Compression ratio 7 to 1. Crankshaft weight 104 pounds. Nine main bearings. Removable precision-type main and connecting rod bearings. Hydraulic adjusted tappets. Neutralized, 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, 18½-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 Ultimesh transmission.

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

FRAME—Specially designed X-member type frame, with box section side rails, provides a wide rugged foundation. Convertible frame is specially designed X-member type frame, exclusive to Convertible use.

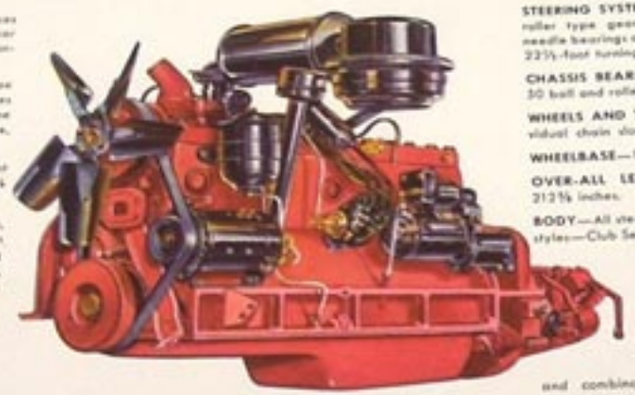
FRONT SUSPENSION—Packard independent front wheel suspension. Double acting shock absorbers. Roll control bar.

REAR SUSPENSION—Semi-elliptic springs, 54⅛ 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. Sealed Beam headlights. Automatic spark.

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. Centrifuse brake drums provide 208.25 square inches braking area.



"THE ENGINEER'S ENGINE" *is the way many owners describe this great 160-horsepower Packard Custom Eight. A precision-built masterpiece of advanced engineering, it goes unchallenged for silky smoothness . . . enduring dependability and amazing long life . . . and a brand of instantly-responsive "Safety-sprint" performance no other car can match.*

STEERING SYSTEM—Worm and three-tooth roller type gear, mounted on double row needle bearings and two taper roller bearings. 23½-foot turning radius.

CHASSIS BEARINGS—Long life assured by 30 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—Bumper to bumper, 212⅛ inches.

BODY—All steel body. Available in five body styles—Club Sedan, Touring Sedan, Seven Passenger Sedan and Limousine, and Convertible. Special comprehensive insulation against heat, cold and sound. Safety glass throughout. Front arm rests and folding center arm rest in rear seat back. Large trunk, 17.3 cubic feet. 18 color and combination paint schemes, and four harmonizing upholstery selections (maroon, blue, green and tan) are available for the Custom models. Rugs are sponge-rubber-backed mohair. Folding foot rest is provided for rear seat occupants.

The Custom Convertible is available in six color schemes. A choice of five upholstery selections (genuine leather in tan, blue, red, green and ivory, combined with a light tan bedford cord) is obtainable to harmonize with the various paint schemes. Hair pile carpeting. The top material is a water repellent woven fabric of high luster finish available in Sun Tan or Black. The new Packard ventilation system introduces fresh air through built-in ducts, to permit driving with windows closed.

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 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 electromatic clutch when supplied as optional equipment.

STANDARD EQUIPMENT—Twin horns. Horn ring. Plastic steering wheel. Two dual universally-hinged sun visors. Double, variable-speed vacuum windshield wipers. 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. Convertible equipped with power operated windows, front seat, and top.

Ask the man who owns one

PACKARD MOTORS EXPORT CORPORATION · NEW YORK 23, NEW YORK

Specifications, designs and prices subject to change without notice.

PRINTED IN U.S.A.

Specifications

FOR PACKARD CUSTOM SUPER CLIPPER BUSINESS CARS

Engine—The powerful Packard precision-built, straight eight L-head engine develops 165 brake horsepower at 3600 r.p.m., rated by the A.M.A. at 39.2 horsepower. This engine has a 3⅜" bore and 4⅜" stroke. The compression ratio is 6.85:1. Neutro-poised engine mountings using three large blocks of resilient rubber, plus two additional cushions at the front, contribute to smooth engine operation.

Carburetion—Dual down-draft carburetor with two intake jets is really two carburetors built into one. It provides the most advantageous fuel and air mixtures for all speeds. A bi-metal coil spring thermostat operates the automatic choke, facilitating easy starting. An automatic manifold heat control is used on this engine which assures a smooth warm-up. Special oil bath type air cleaner, silencer and flame arrester is used.

Pistons—Special aluminum alloy thermo-strut tin plated pistons are used for better acceleration, greater smoothness and less bearing load. The piston is fitted with two compression rings and an entirely new coil-spring expanded oil ring.

Cooling System—The centrifugal type water pump with a capacity of thirty-six gallons per minute at forty miles per hour provides ample and efficient water circulation. Large pressure type radiator insures proper cooling at all speeds. A restriction type thermostat insures a quick warm-up to normal temperature.

Clutch—Packard's large 11" semi-centrifugal dry-plate type clutch, using three extra roller bearings in the throw-out lever, assures ease of operation and long life. The release bearing is permanently lubricated at the factory.

Generator—The generator used is a heavy-duty type incorporating regulated voltage and amperage control.

Transmission—Exceptionally wide helically-cut gears, carburized to insure long life, are used in the transmission. A redesigned improved gear shift lever and linkage assembly further contribute to smooth shifting. A total of nine ball and roller bearings are used in the Packard Unimesh transmission, more than any competitive car.

Lighting—Sealed beam headlights assure excellent night vision. They are spaced wide for complete coverage of the road. A red signal light in the speedometer dial tells the driver when the upper beam is in use.

Turn Indicators—Turn indicators are located in the parking and rear lights. These are operated by a lever located on the left side of the steering column. This lever returns to a neutral position when the turn is completed.

Front Suspension—Independent front wheel suspension incorporating double acting shock absorbers with low frequency helical coil-springs gives unequaled riding comfort.

Rear Suspension—Safe-T-fleX rear suspension is an achievement in riding comfort. The springs are 54¾" long, using rubber and composition inserts between ends of leaves. Rubber insulated spring brackets, rubber bearing shackles and direct-acting airplane type shock absorbers are used.

Ride Stabilizer—A fifth shock absorber and lateral stabilizer suppress any lateral movement in the rear suspension, improving both the ride and the steering. The front roll control bar is made of spring steel and effectively levels the front end on turns.

Drive Shaft—The double drive shaft has a ball bearing center mounting with three roller bearing universal joints.

Rear Axle—The hypoid rear axle introduced by Packard to the industry is still in use. A ratio of 4.09 to 1 is used on this Custom Super Clipper rear axle.

Overdrive—Packard Econo-Drive available at moderate extra cost. Engine speed is reduced 27% without changing car speed. The ratio on standard drive is 4.36 to 1 while it is only 3.15 to 1 with the overdrive. This materially contributes to greater economy and smoothness.

Brakes—Packard Servo hydraulic self-energizing type service brakes utilize the momentum of the car to increase the braking pressure. A mechanical hand brake operates the rear wheel brake shoes. Centrifuse drums, which provide 260 square inches of braking area, contribute to longer brake lining life.

Steering Gear—Packard Tru-course steering which employs Gemmer worm and three-tooth roller type gear is mounted on double row needle bearings and two tapered roller bearings.

Gasoline Tank—A twenty-gallon tank of corrosion resistant material incorporating a tank signal which indicates when the tank is full, is used on all Custom Super Clipper models. Filler cap is concealed in the left rear fender and an electrically operated gasoline gauge is located on the instrument panel.

Frame—A specially designed X-member type frame provides a wide rugged foundation for the body.

Battery—A large seventeen plate 120 ampere hour battery is located under the hood to facilitate servicing.

Fenders—Fenders, hood and gravel guards, parts most exposed to damage from rust, are bonderized.

Muffler—The muffler is fabricated from corrosion resistant metal, rubber mounted to prevent transmission of vibration and noise. It is designed for maximum silencing with minimum back pressure.

Wheelbase and Over-all Length—The wheelbase is 148 inches. Over-all length, bumper to bumper, is 236½ inches.

Instruments and Controls—Instruments and controls such as the oil gauge, ammeter, gasoline gauge and engine temperature gauge are conveniently arranged in modern design on the instrument panel. Indirect lighting is provided with a three-way control switch. Provision is made for mounting a radio-speaker and push-button control in the center of the dash. An electric winding clock, automatic cigar lighter, ash receiver, map light, speedometer and tripodometer are included.

Turning Radius—The turning radius is 26 feet.

Shipping Weight—Limousine 4675 lbs. Sedan 4700 lbs.

Body Construction—All steel top construction with comprehensive insulation throughout.

Upholstery and Trim—Broadcloth fabrics of the finest procurable quality are available in tan, blue, green, and maroon for selection to harmonize with various paint schemes. Head lining, cord welts, and wind cords are matched in a contrasting light fawn color. Interior fittings and appointments are luxurious and in excellent taste and include down-filled arm slings; assist handles on rear pillars and on either side of the front seat back; flush-type ash trays equipped with lighters; courtesy, dome, and corner lights operated by the doors or conveniently located switches. Method of trim is of the pleated cushion and plain back, type with folding center arm rest, using individually nested marshall springs in combination with air-foam pads. Rugs are sponge-rubber backed mohair. A folding foot-rest is included. Provision is made for the installation of under-the-seat heaters for the rear compartment with a defroster on the dash.

Partition—The limousine is equipped with a drop-glass partition and the front compartment, including doors, is trimmed in black leather.

Front Seats—Both sedan and limousine front seats are the solid, built-in type. The sedan seat is adjustable.

Occasional Seats—The forward-facing occasional seats come together in the center and are the full width of the body, comfortably seating three persons.

Ventilation—Vent windows of the quick operating friction type are provided in both front doors and in the right and left rear quarter panels.

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

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

ASK THE MAN WHO OWNS ONE

LITHO. IN U. S. A.