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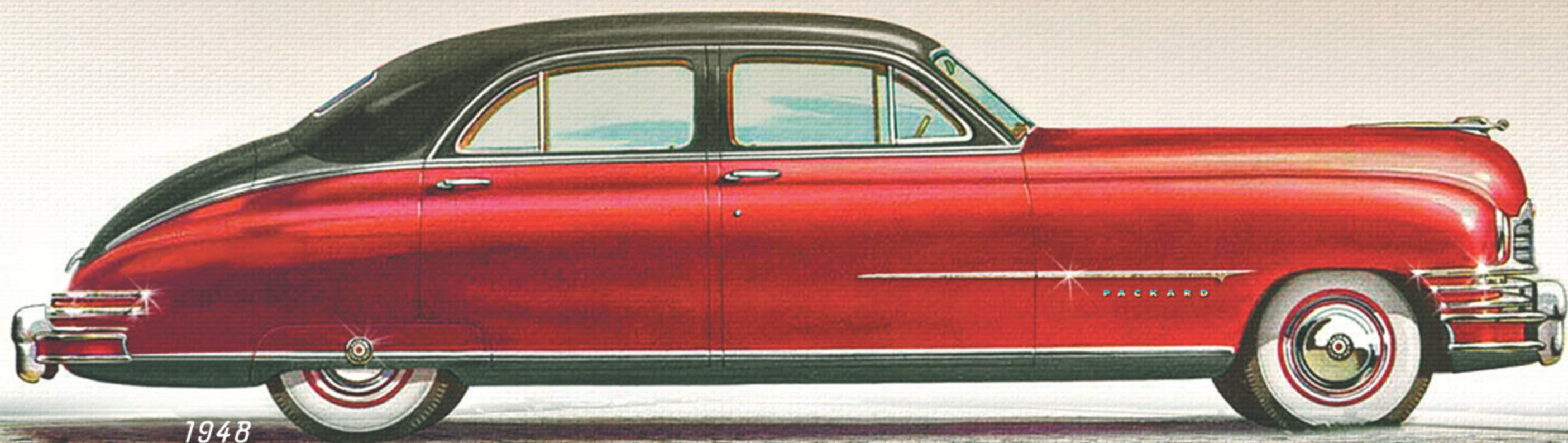
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YOUR DAY HAS ARRIVED

PACKARD SUPER EIGHT TOURING SEDAN



1948

*Wish you were here -
in this new kind of car....*

*Packard
Station Sedan*



*your first glance says
"Packard"*

*Styled to lend distinction
to any boulevard occasion.*

*Wish you
were here!*



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



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 . . .



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-air 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





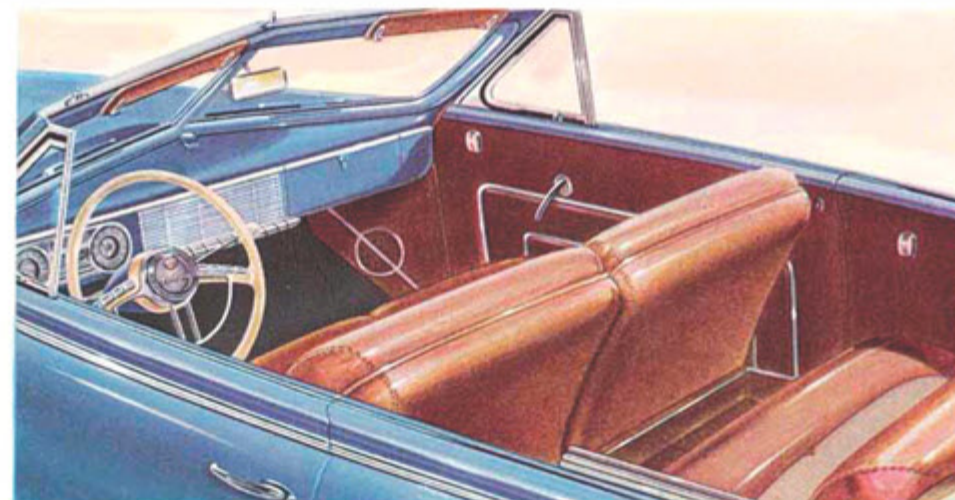
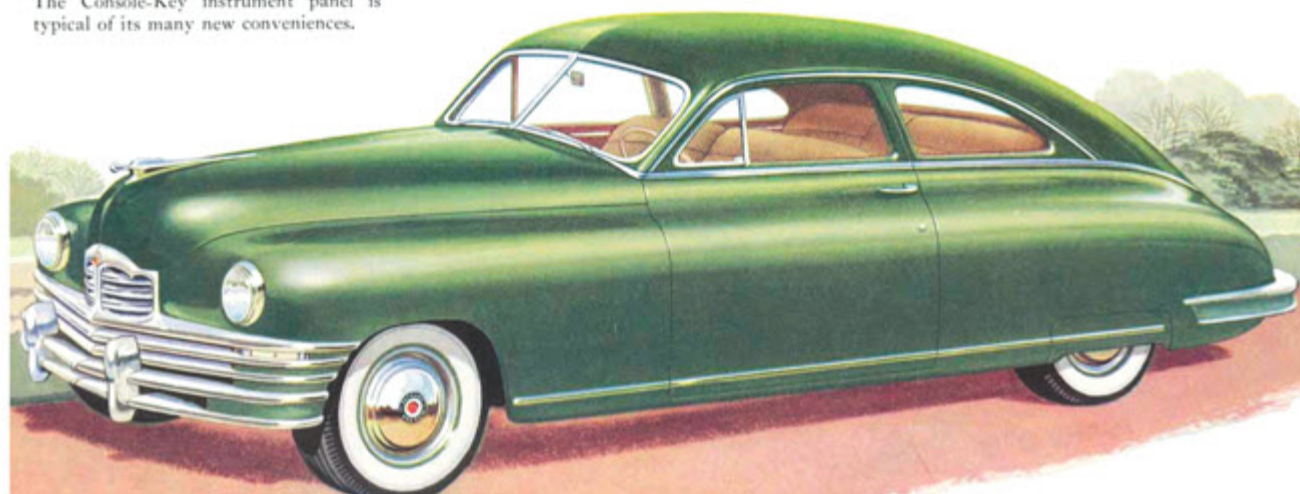
PACKARD SUPER EIGHT CLUB SEDAN

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



145 HORSEPOWER • 120-INCH WHEELBASE

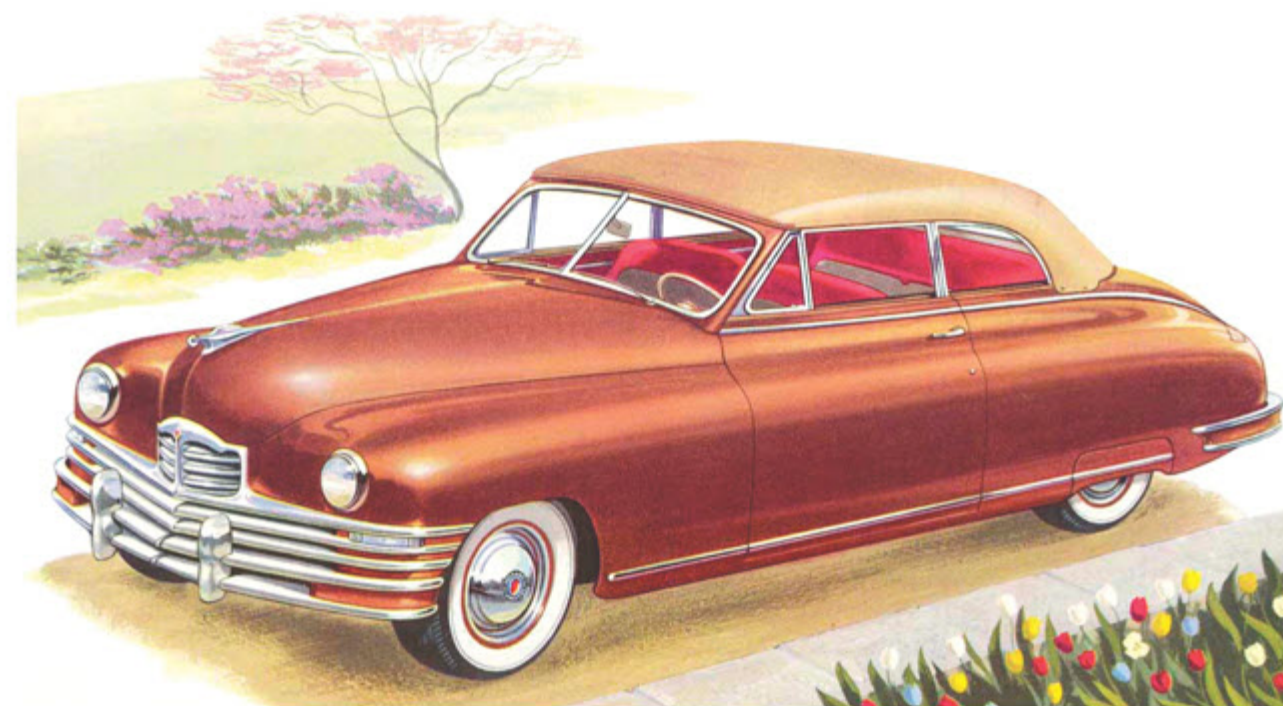
In this convertible of convertibles, Packard presents a dream car come true!

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.

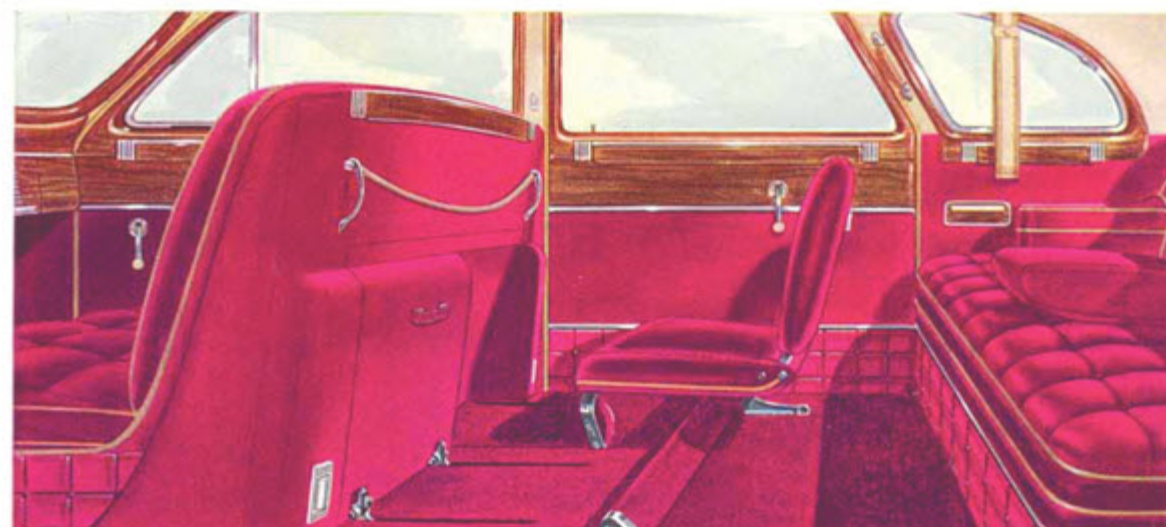
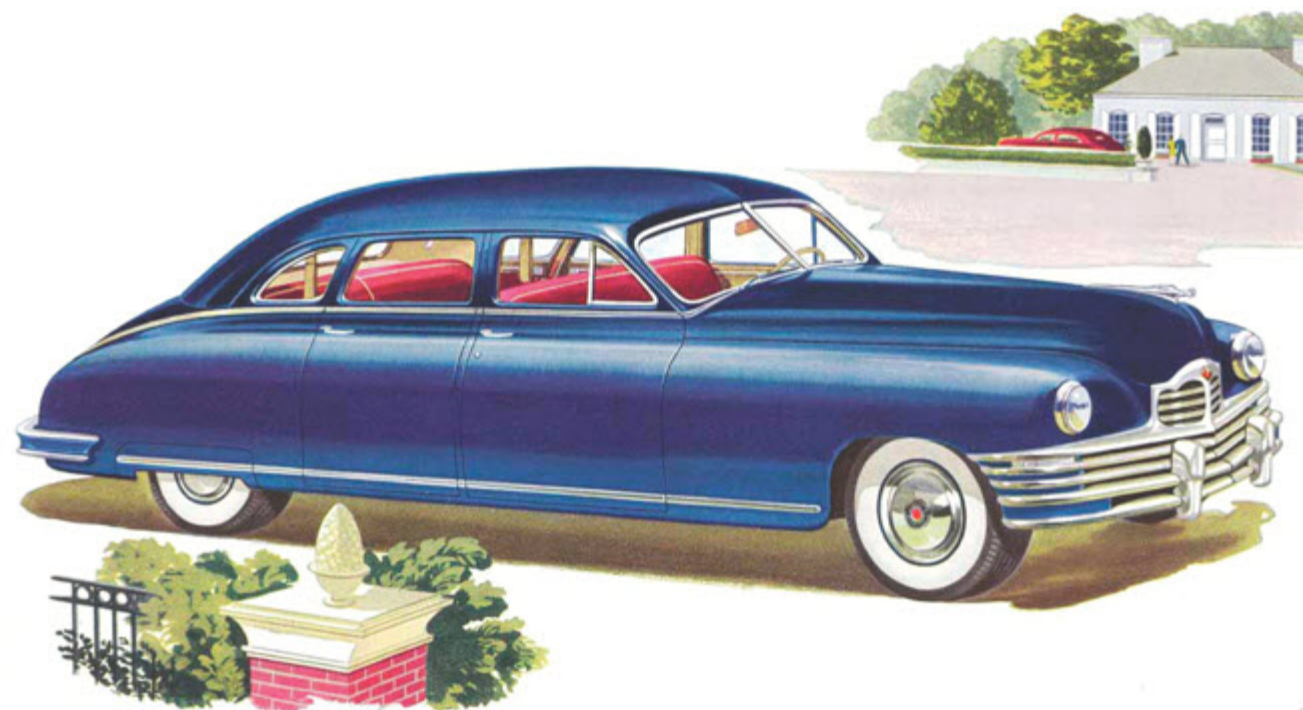
And in convenience features—here's magic! The Prest-O-justment front seat . . . the sleek new RoboTop . . . and the door and rear-quarter windows—all are equipped with individual automatic controls. The new Console-Key instrument panel has push-button switches, and no-glare Flite-Glo instruments. New 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.

PACKARD SUPER EIGHT CONVERTIBLE



SUPER EIGHT DE LUXE SEDAN FOR SEVEN PASSENGERS



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

Two great new chapters in an historic series . . .
presenting the new Packard Eight
and Deluxe Eight



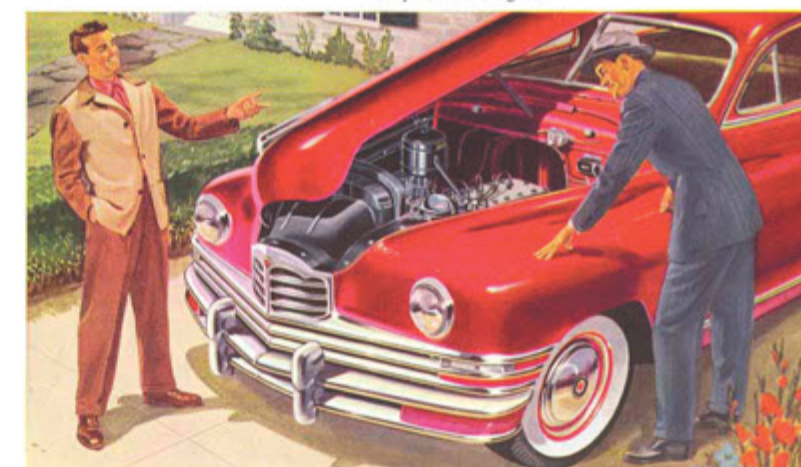
Packard proudly announces the newest members of a celebrated line.

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!

"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.

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.



Packard Deluxe Eight Touring Sedan

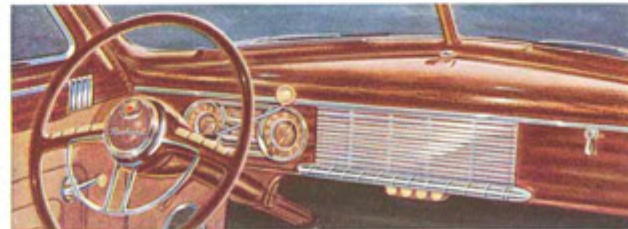
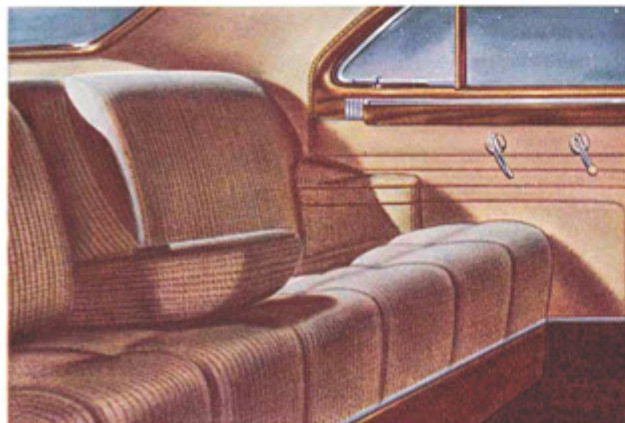


130 HORSEPOWER • 120-INCH WHEELBASE

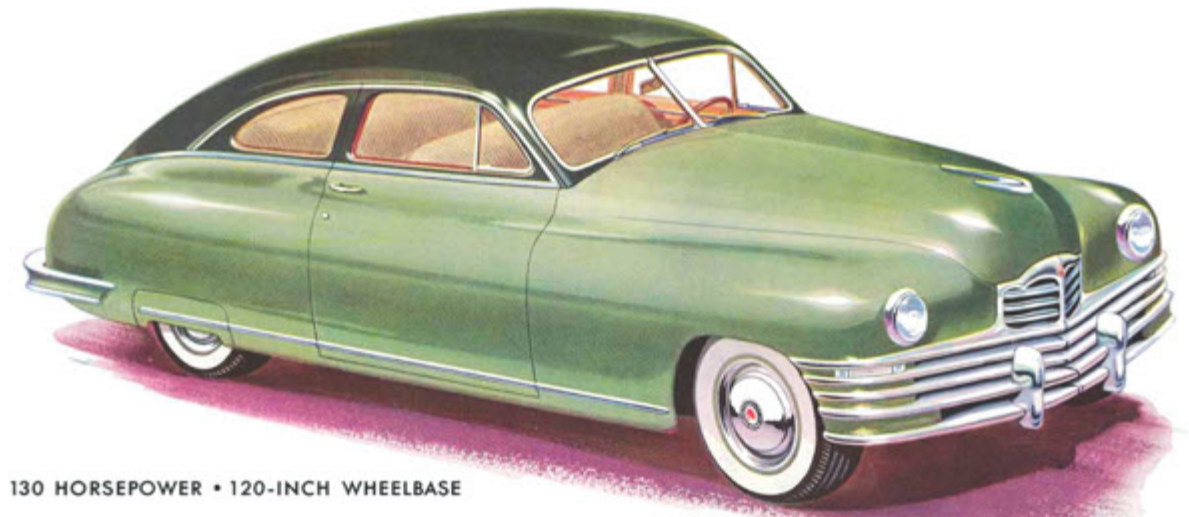
Gracious luxury awaits your pleasure in this ultra-smart Packard touring sedan.

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.



Packard Deluxe Eight Club Sedan

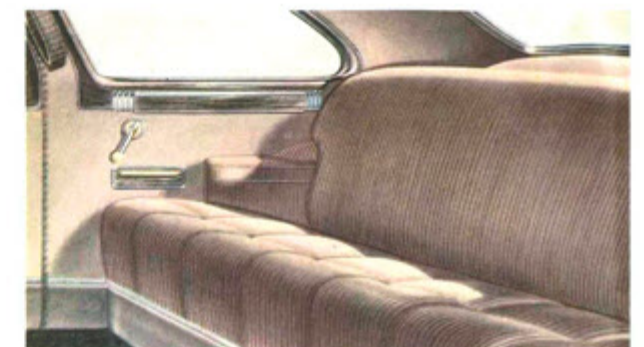


130 HORSEPOWER • 120-INCH WHEELBASE

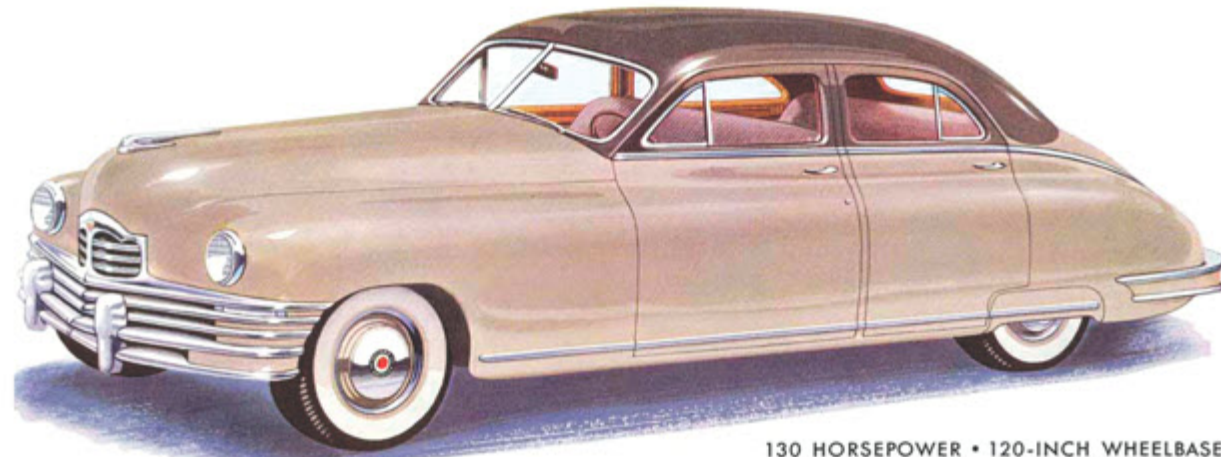
Behind the sleek, low-slung styling of this popular two-door model is a full measure of roominess. Back seat riders welcome its generous headroom, legroom, and shoulder room . . . and the gracious entry provided by the broad swing-aside seatbacks.

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.



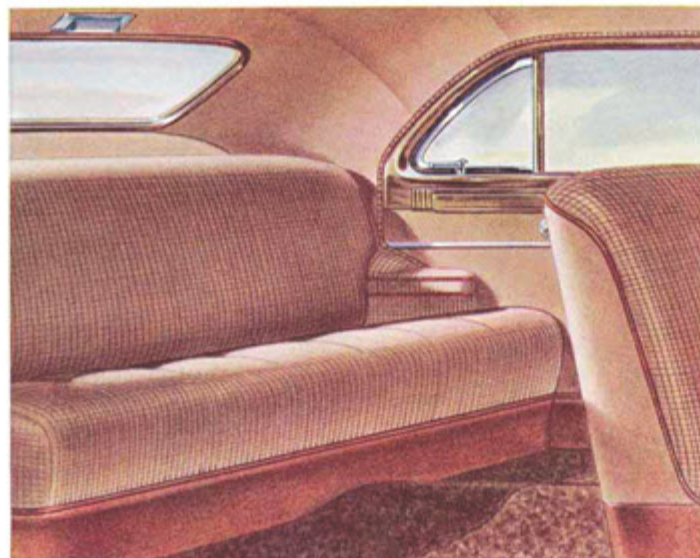
Packard Eight Touring Sedan



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.

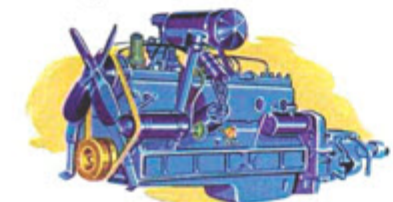
Traditional Packard distinction is apparent, too, in the spacious deep-cushioned interior, upholstered in broadcloth in a fresh new checked pattern. The front seatback is cleverly recessed, to provide additional legroom for rear seat riders. Rear doors are broader, for easier entry . . . and all doors 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.



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 1/8 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. Neutrapoised, 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 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 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, 100-ampere-hour battery. Sealed Beam headlights. Automatic spark control.

DRIVE—Hatchkiss 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 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 1/2 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 electronic clutch when they are supplied as optional equipment.



The Ventafarm 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 . . . 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 3 1/8 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. Neutrapoised, 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.

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.



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, 54 1/2 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—Hatchkiss 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.



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.

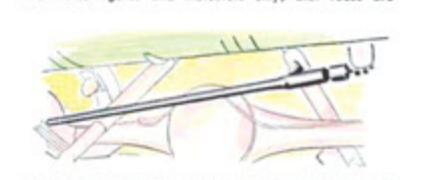
OVER-ALL LENGTH—Bumper to bumper 204 1/2 inches.

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.

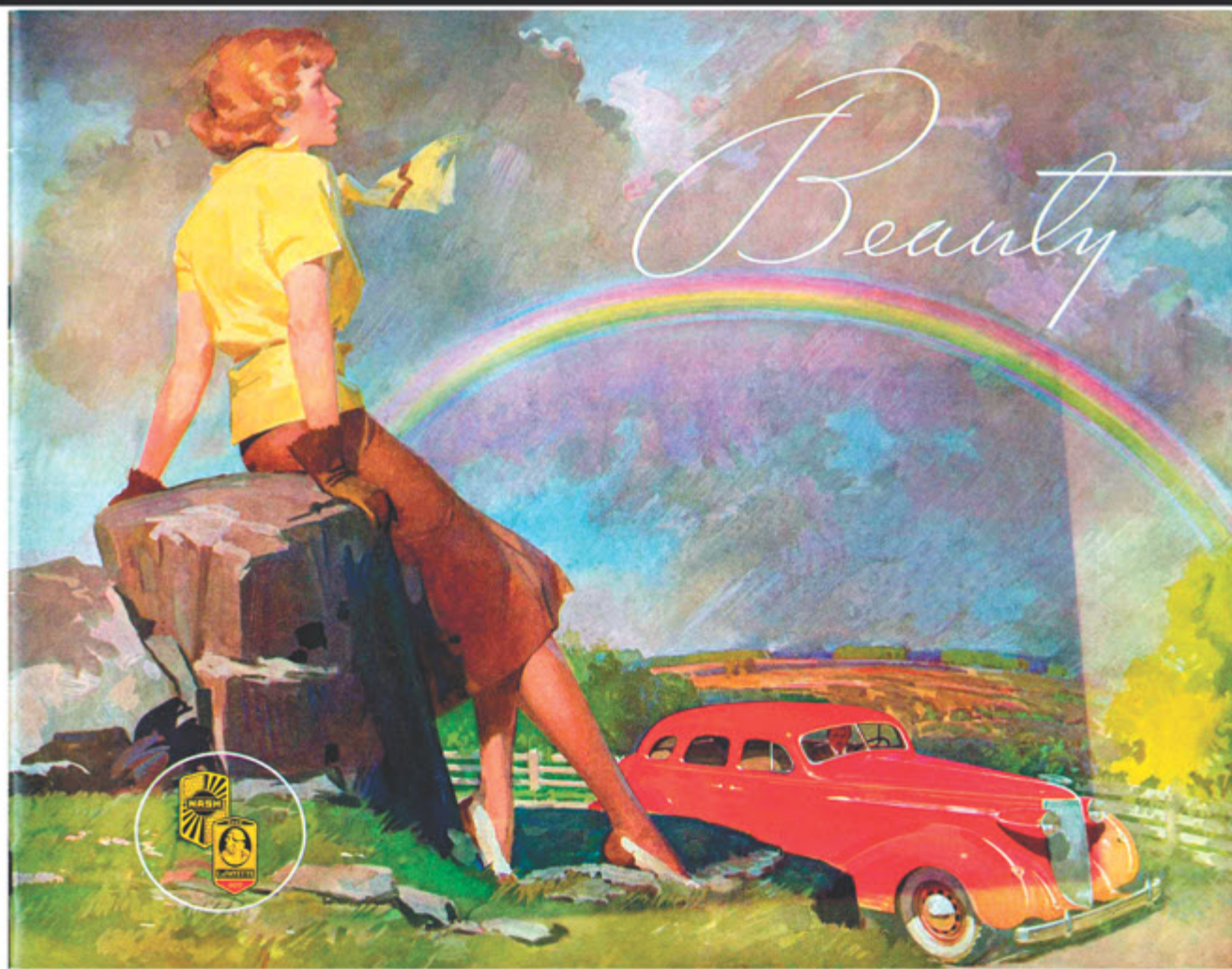
INSTRUMENTS AND CONTROLS—Speedometer, oil gauge, gasoline gauge, ammeter, engine temperature gauge and trip-odometer (with de luxe equipment) conveniently arranged on instrument panel. New "black light" illuminates figures and indicators only; dial faces are



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 electronic clutch when supplied as optional equipment.

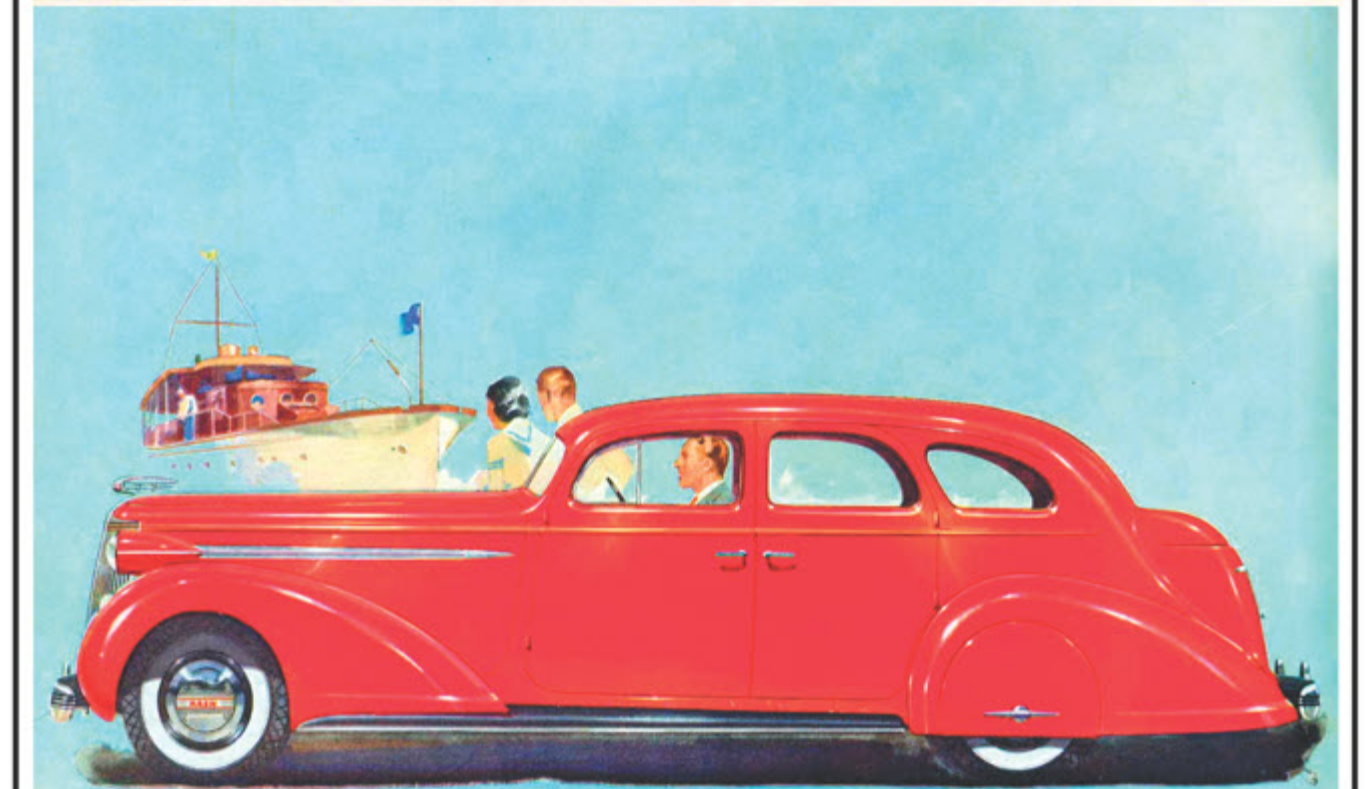
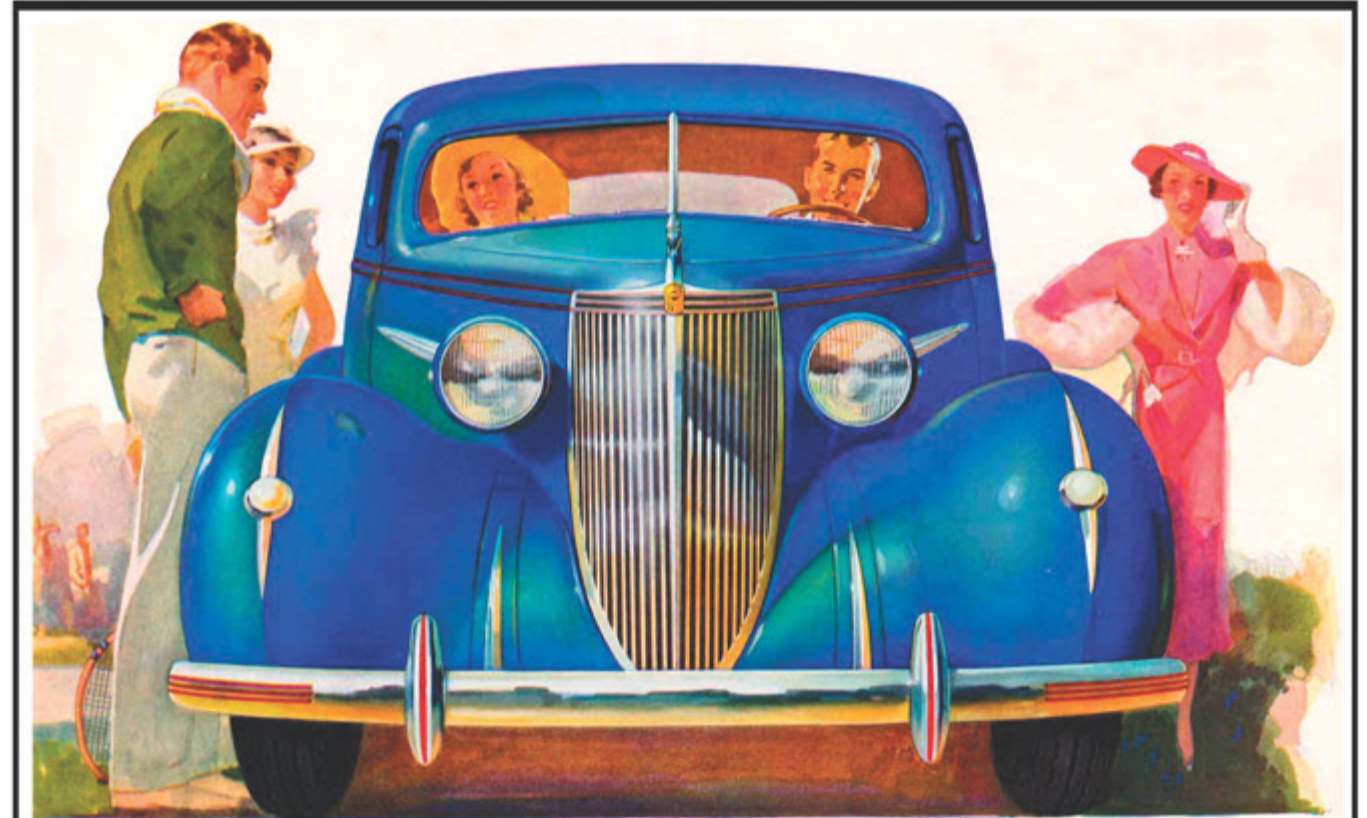
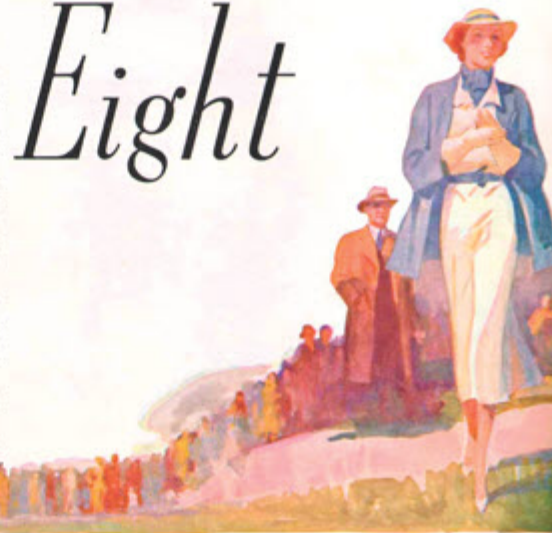
STANDARD EQUIPMENT—Twin horns. Two dual universally-hinged sun visors. Double, variable-speed vacuum windshield wipers. Automatic courtesy light in front compartment of DeLuxe models. Reading light in rear compartment. Rear view mirror. Turning indicators built into combination stop and tail lights of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



NASH *Ambassador* *Eight*

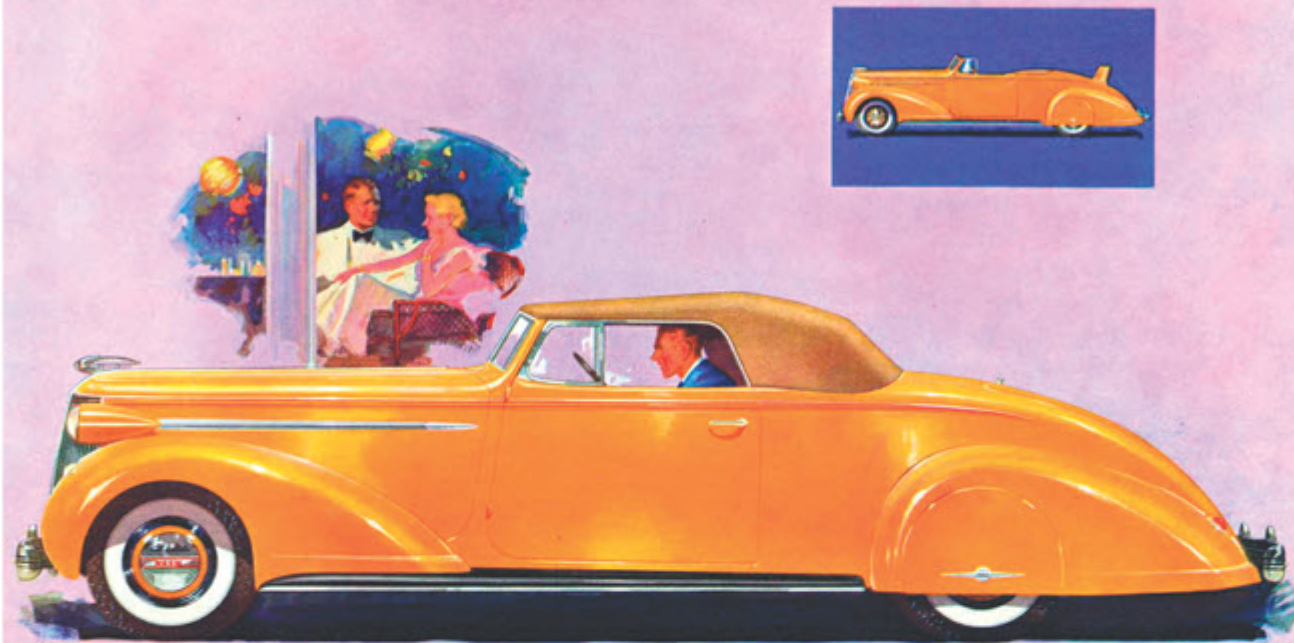
Built for the nation's most discriminating car owners, the 125-inch wheelbase NASH Ambassador Eight for 1937 establishes a standard of value never before approached in the fine-car field. In the flawless beauty of its long, flowing lines; in the graceful sweep of its fenders; in its imposing size; in its striking radiator design; you will instantly recognize an aristocrat among today's fine motor-cars.

No car can give you an interior more luxuriously beautiful. No car can give you a power plant more capable than the Ambassador Eight's 105 Horsepower Twin-Ignition motor. In deep, spacious seats, custom-upholstered in the finest broadcloth, you ride amid an atmosphere of dignified elegance. Your instrument panel, richly embellished in oxidized silver, is a masterpiece of modern design. De Luxe fittings throughout complete the picture of beauty.



AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

NASH AMBASSADOR EIGHT CABRIOLET



NASH AMBASSADOR EIGHT VICTORIA SEDAN



AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

NASH AMBASSADOR EIGHT COUPE
(Three and Five Passenger Models)



AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

BEAUTY UNSURPASSED IN THE MOST EXPENSIVE CARS

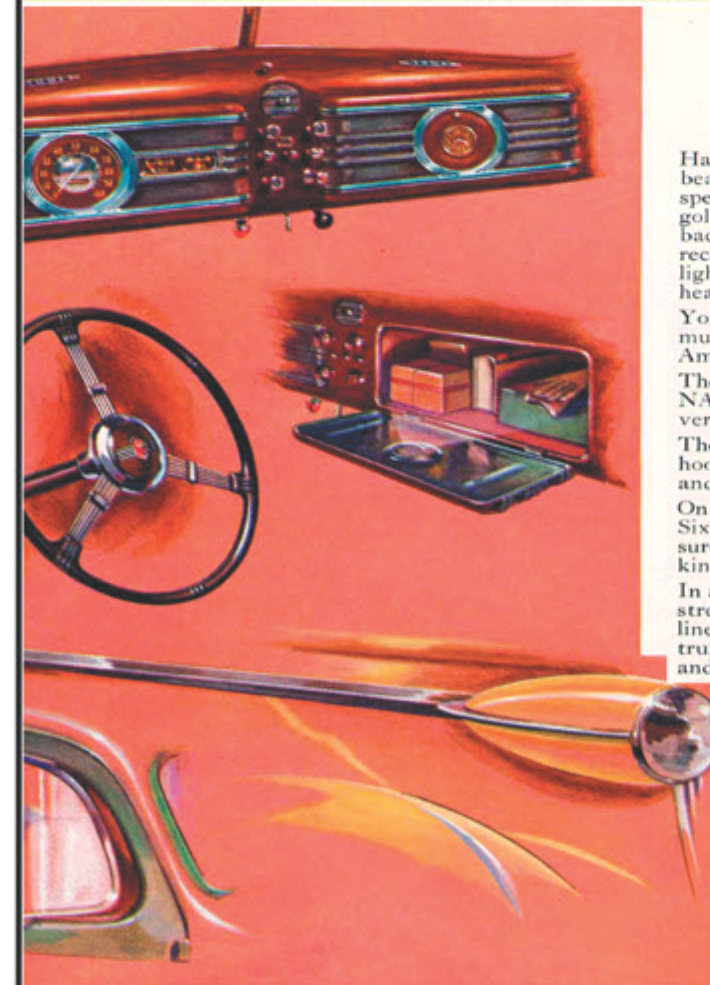
Have you ever seen an instrument panel more strikingly beautiful than the panel on the NASH Ambassador? Large speedometer dial has figures etched in glass and inlaid in gold. The two panels are of oxidized silver mounted on a background of rich, dark mahogany. An oxidized silver ash receiver is placed in the center near the top. Note signal light on speedometer which indicates that your long-range headlight beam is on.



You probably have never seen a glove compartment with as much room for parcels, road maps, etc. as the one on the Nash Ambassador! It's exceptionally large and extremely useful. The beautiful, de luxe steering wheel is standard on the NASH Ambassador Eight; available on all other models at very slight extra cost.

The long, "tear-drop" headlamps and beautiful Ambassador hood louvres of stainless steel conform perfectly to the grace and swiftness of the car itself.

On all series of Nash cars: Ambassador Eight, Ambassador Six, and Nash LaFayette-"400", "no-draft" ventilation insures perfect temperature control without drafts in all kinds of weather.

In all Nash sedan models, the trunk is an integral part of the streamline design, completing the graceful sweep of the body lines. License plate light is placed in the center below the trunk opening. Thus, one light illuminates both the license and the trunk interior.



When you sink down in the deep-cushioned seat of a NASH-built sedan, you will instantly recognize the extraordinary value that Nash has built into these beautiful cars. In this four-door NASH Ambassador sedan the richness of the broadcloth fabric; the paneling and tufting, the braiding and edging of the custom-upholstered seats; the fittings; the placing of the ash receivers; the arm-rest in the rear seat recessed into the body . . . are typical of the luxurious beauty of all Nash-built sedans. There is plenty of extra legroom in front and back. In the front compartment the emergency brake is placed at the left side under the cowl, completely out of the way.

NASH *Ambassador* *Six*

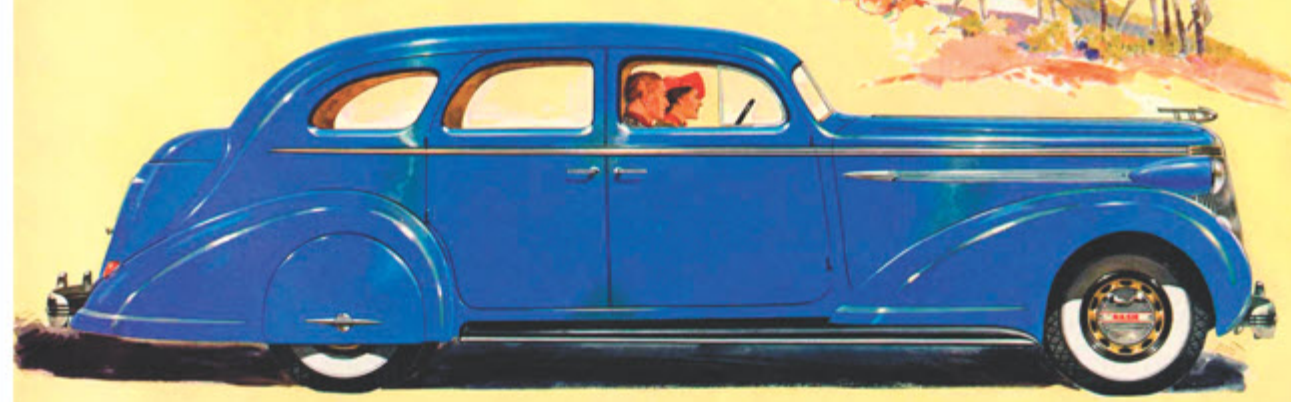
DISTINGUISHED FROM the Ambassador Eight by distinctive variations in front-end design and exterior trim, the 121-inch wheelbase NASH Ambassador Six offers you the same breath-taking beauty; the same exceptional comfort for three passengers both front and rear; the same superlative performance!

Its big 95 Horsepower, Twin-Ignition engine insures smooth, effortless power and long life. The spaciousness and beauty of its interior design is approached only by the most expensive cars.

Everything about the NASH Ambassador Six, inside and outside immediately marks it as a genuinely fine car . . . a car that will stand apart from all other cars . . . no matter where you drive it!




NASH AMBASSADOR SIX SEDAN

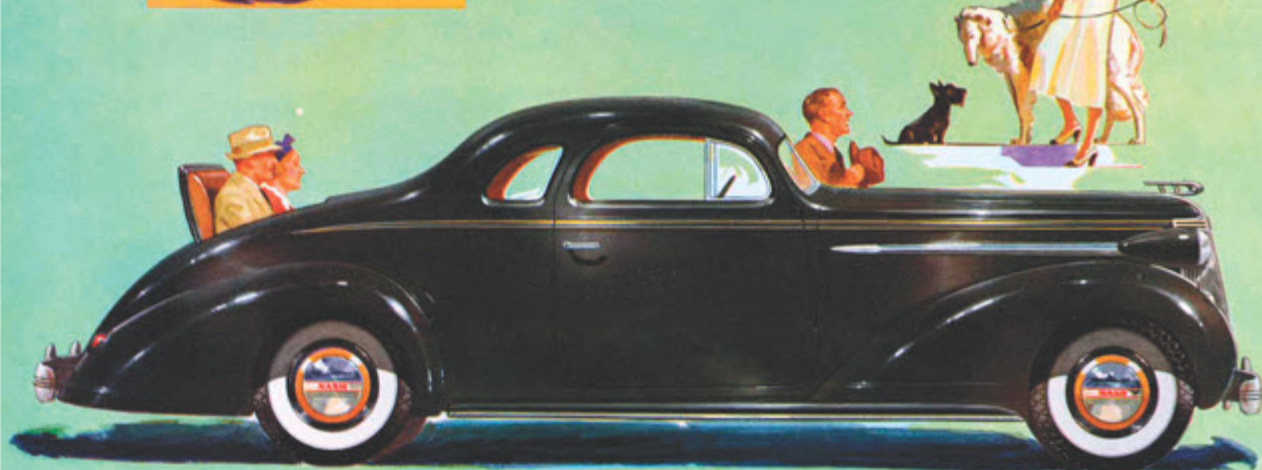


AGAIN . . . NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

NASH AMBASSADOR SIX VICTORIA SEDAN



NASH AMBASSADOR SIX COUPE
(Three and Five Passenger Models)



NASH AMBASSADOR SIX CABRIOLET

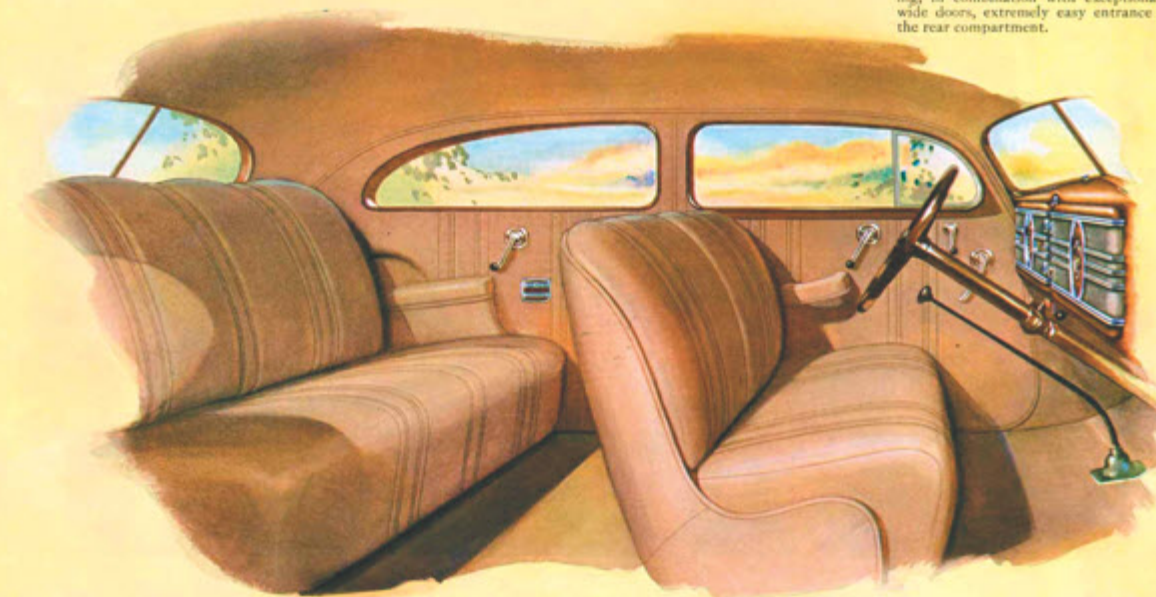


AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

This picture can only give you a hint of the luxurious beauty of Nash Victoria models. In this particular NASH Ambassador Six Victoria, rich broadcloth fabric—beautifully paneled and tufted—covers the custom-built seats. In the rear compartment, comfortable arm-rests are recessed into the body. From the sparkling beauty of the instrument panel, enhanced by oxidized silver panels, to the graceful, carefully-designed door handles and ash-receivers, no detail has been overlooked.



In all Nash Victoria models, backs of the front seats fold forward separately providing, in combination with exceptionally wide doors, extremely easy entrance to the rear compartment.



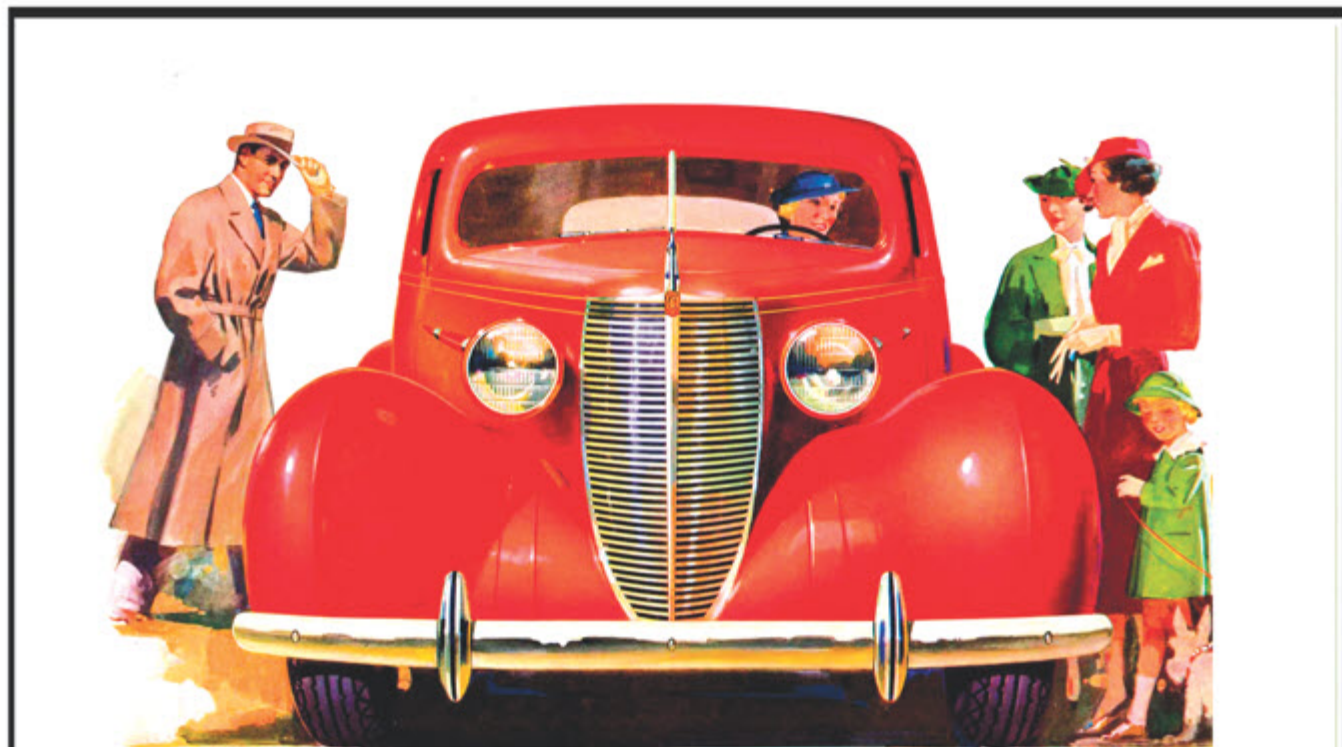
NASH *LaFayette* "400"

With the introduction of the 1937 NASH LaFayette-"400", Nash Motors presents to America a new kind of low-priced car! A car that will enable thousands of former small-car owners to drive a bigger, more beautiful, better-engineered car, yet a car that costs little more than the lowest-priced cars!

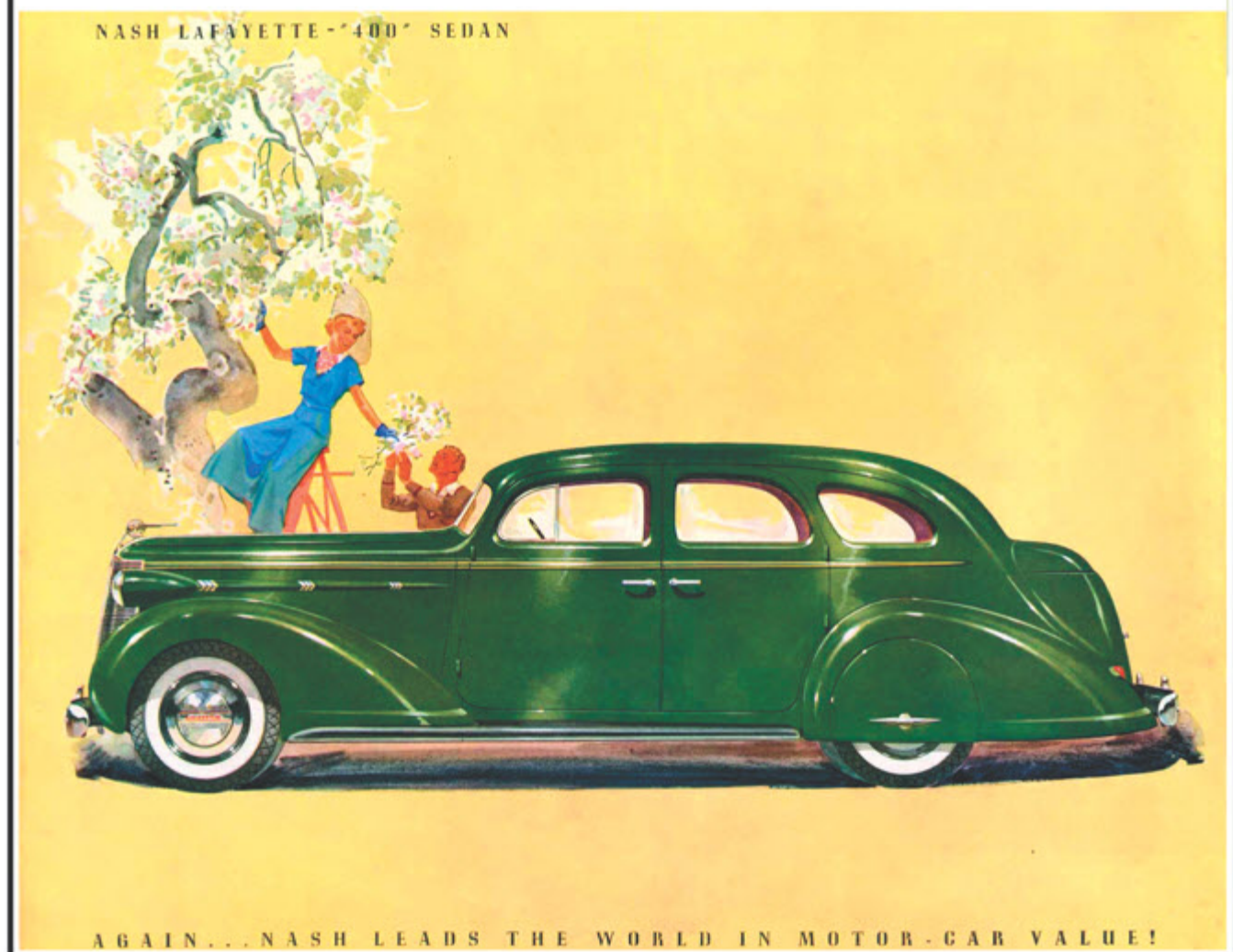
This is made possible by building into the La Fayette-"400" the remarkable, 90 Horsepower Monitor-Sealed Motor that established such sensational economy records in thousands of Nash-built cars now on the road! A motor that actually makes this beautiful big, 117-inch wheelbase car cost less to run than the smallest cars!

Before you buy a smaller car—get the facts about the NASH LaFayette-"400".

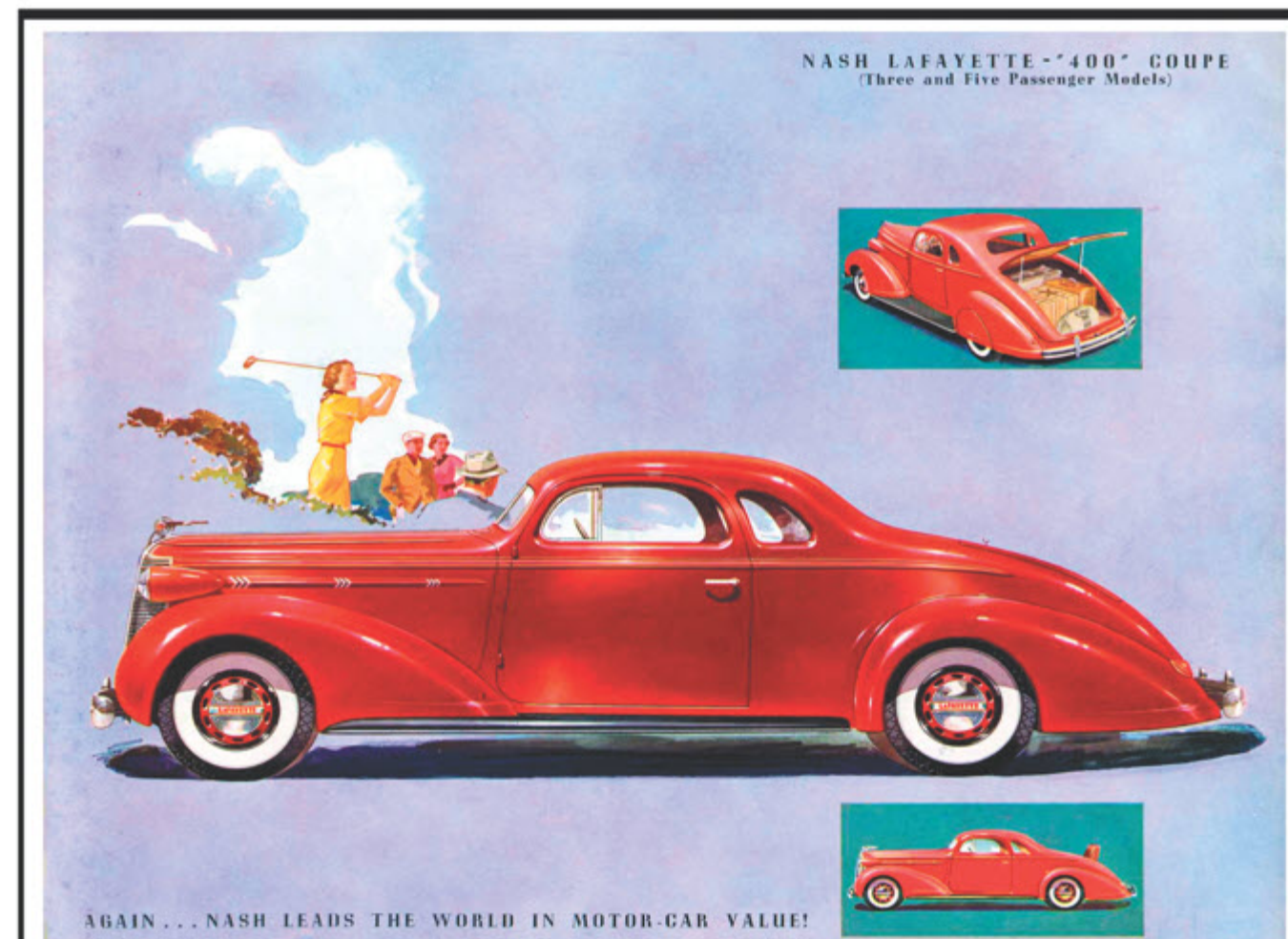




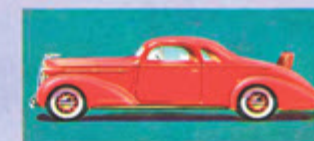
NASH LAFAYETTE - "400" SEDAN



AGAIN... NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

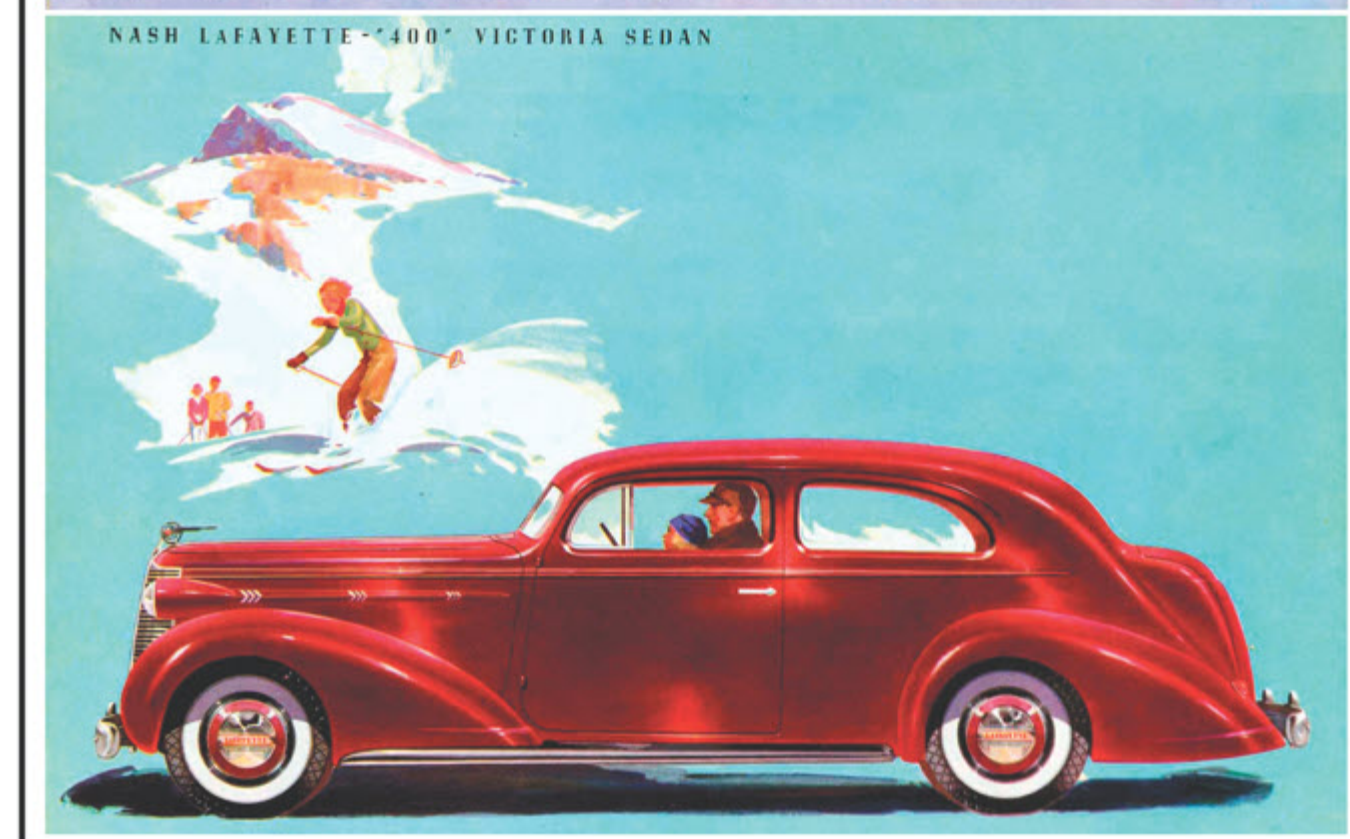


NASH LAFAYETTE - "400" COUPE
(Three and Five Passenger Models)

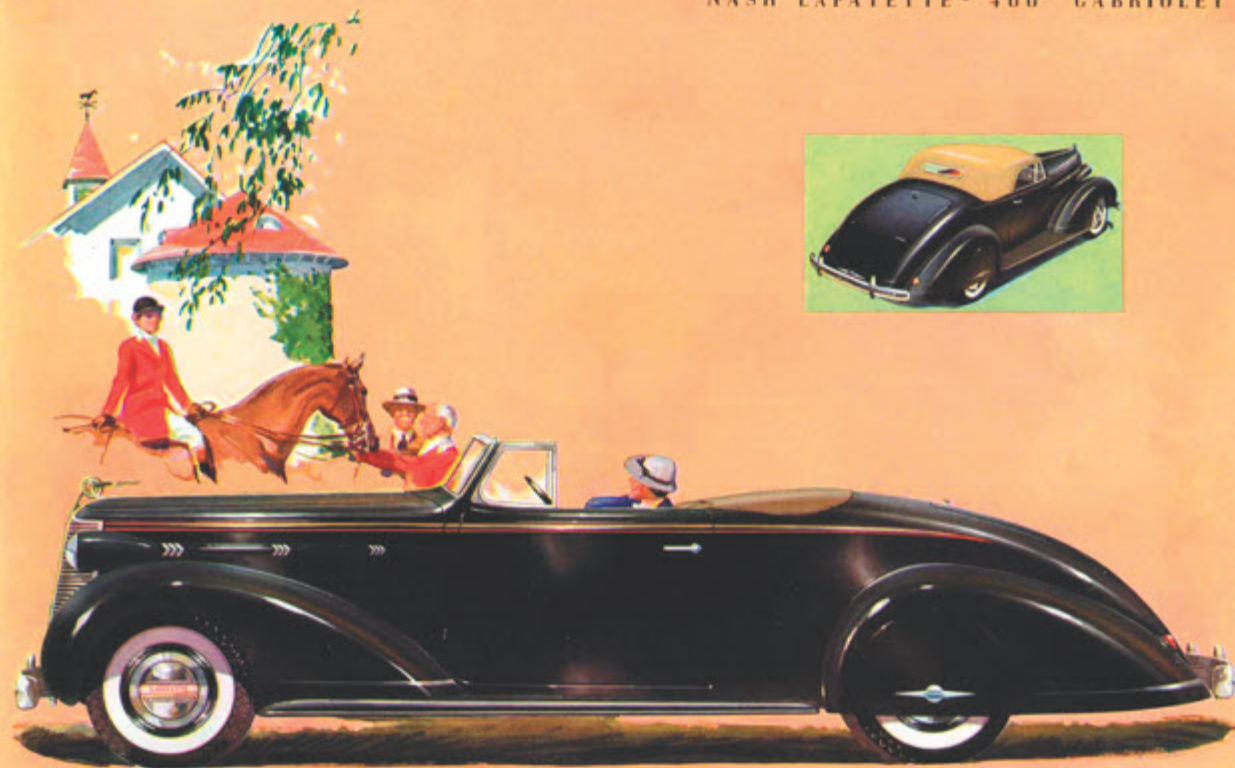


AGAIN... NASH LEADS THE WORLD IN MOTOR-CAR VALUE!

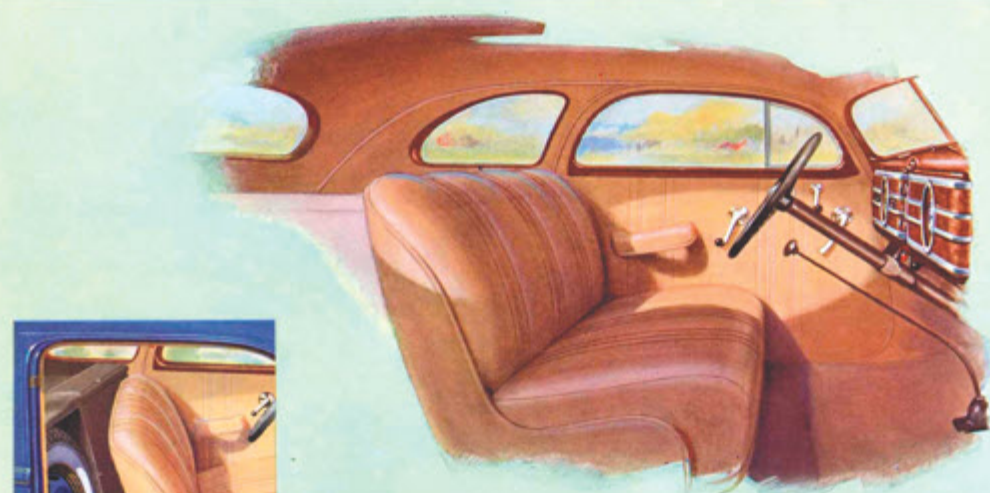
NASH LAFAYETTE - "400" VICTORIA SEDAN



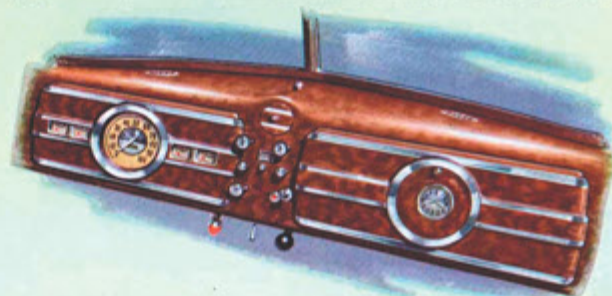
NASH LAFAYETTE "400" CABRIOLET



AGAIN...NASH LEADS THE WORLD IN MOTOR-CAR VALUE!



Beautiful Nash LaFayette-"400" instrument panel (below). Rich, dark mahogany embellished with chromium strips. Speedometer has large figures on brushed silver dial. Large glove compartment. All Nash-built cars for 1937 are equipped with special outlets from heater for defrosting both sides of windshield.



Nash coupe models are smartly-styled, inside and out. Space for spare tire is provided behind the seat which swings forward, pivoted at its left corner. Exceptionally generous luggage space is provided in the large rear deck and on the shelf above the seat. The beautiful Nash LaFayette-"400" coupe interior at the top of the page illustrates how much extra room and how much extra luxury Nash has built into these remarkable, value-giving cars!

MORE ROOM than in high-priced cars!

NASH cars for 1937 give you wider seats, more headroom and legroom, than in high-priced cars! In front or back seat, three big people ride in luxurious comfort without the slightest suggestion of crowding. All of this extra room has been built in without the necessity of a large, unsightly bump in the rear seat floor.

Comfortable, correctly-placed arm-rests are provided in front and rear seats. In the rear seat, the passenger's arm fits into a recessed arm-rest allowing more room and comfort.

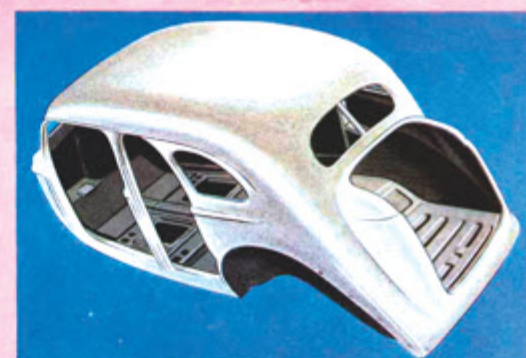
You ride cradled between the axles (not over them) in heavily-padded custom-built seats beautifully paneled and tufted and exceptionally rich in appearance.



Large, built-in trunks provide a roomy luggage compartment in all sedan models. Opening from floor to top makes loading easy. Interior illuminated.

Nash-built cars give you the protection of the world's first completely seamless one-piece all-steel body with steel sides, steel top, steel floor and girder-steel frame!

Passengers are thus surrounded in all new 1937 Nash models by a complete enclosure of steel supported with exceptionally strong steel braces.



The NASH Automatic Cruising Gear*

If you've never driven a Nash-built car with the Gas-Saving Automatic Cruising Gear, you've missed the newest thrill in motoring!

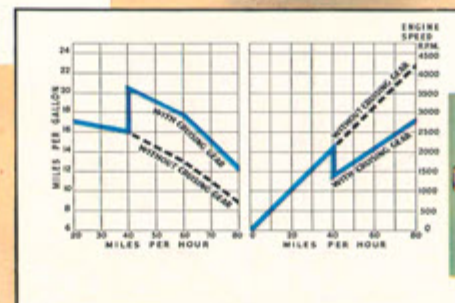
Engine revolutions at these higher cruising speeds are reduced about 30%. In other words, when you're sailing along at "60", your engine is turning only as fast as it would at "42" in a car without the Cruising Gear!

Thus, wear on moving parts is reduced to a minimum. And the savings in gasoline and oil are remarkable.

Even in these inherently economical cars, you save 15% to 25% in gasoline; up to 50% in oil! Drop in the nearest Nash-LaFayette showroom and drive one of these new cars equipped with the Cruising Gear.

*Cruising Gear available on all Nash-built cars at slight extra cost.

The engine of a car without Automatic Cruising Gear may be compared to a short-legged pony which must take 4-5 steps to travel a given distance. In contrast, the engine of a Nash car with automatic Cruising Gear may be likened to a long-legged riding horse which covers the same distance in 3 easy strides.



Cross-section view of the Automatic Cruising Gear. The Cruising Gear acts as a "fourth gear". It comes into operation automatically when your car reaches a speed of about 45 miles an hour!

