

## 1950 PACKARD EIGHT Series

In these great 1950 Eights, Packard combines enduring distinction with traditional Packard quality . . . the responsive smoothness of a 135-horsepower engine with the most sensational gasoline economy in the fine car field. And what's the price of a car so fine? Less than for many of today's smaller eights—even less than for some of the *sixes!*

## 1950 PACKARD SUPER Series

Here's sleek, exclusive beauty . . . backed by the spectacular performance of a thrillingly smooth and responsive 150-horsepower straight-eight engine. Here, too, is the ultimate in luxury comfort—completely soundproofed, restful interiors, cradled by Packard's "limousine ride" to give you delightful smoothness and level-keeled roadability.

## 1950 PACKARD CUSTOM Series

There can be only one description: "America's most luxurious motor car." For here is the *only* American motor car that is built without regard for conventional "price class" limitations.

*Specifications, designs, and prices subject to change without notice.*

PACKARD MOTOR CAR COMPANY • Detroit 32, Michigan

ASK THE MAN WHO OWNS ONE

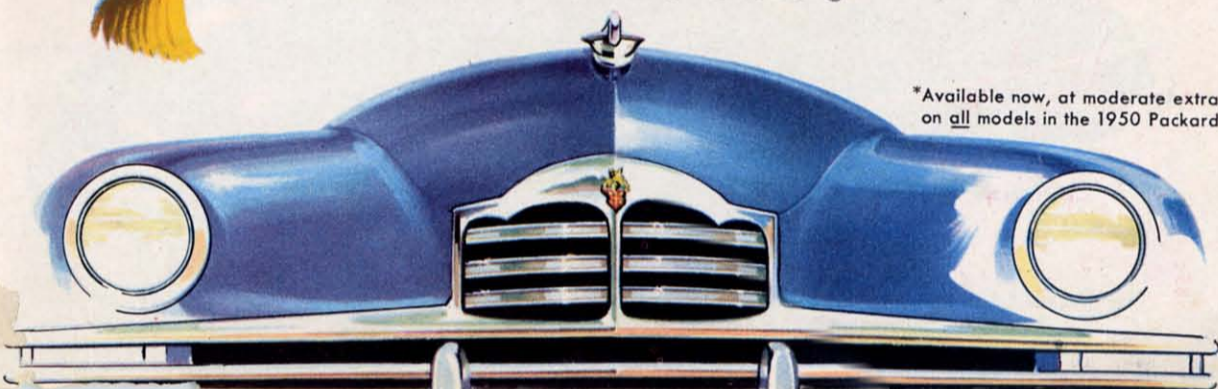
LITHO IN U. S. A.

# "Show Stopper.."

# 1950

# PACKARD

WITH *Ultramatic Drive*\*



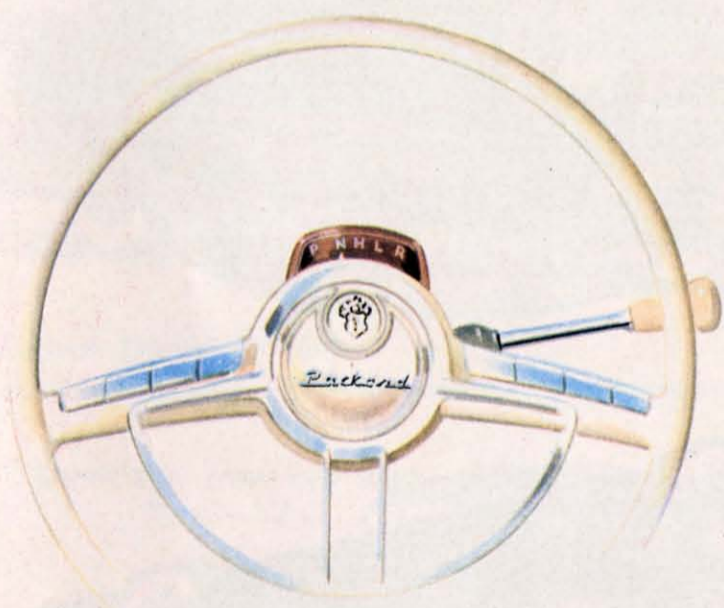
\*Available now, at moderate extra cost, on all models in the 1950 Packard line!

—the last word in automatic, no shift control!

## PACKARD

# *Ultramatic Drive*

Available now, at moderate extra cost, on all models in the 1950 Packard line



**T**HERE'S NEVER been anything like Packard Ultramatic Drive!

It's new—and *exclusive*. Born of a Packard 16-year research and development program. Backed by seven million dollars' worth of new precision manufacturing facilities.

Ten minutes with this Packard triumph will tell you why it's the *successor* to all the other automatic drives you've ever known.

It's the *last word* in automatic, no-shift control!



**New safety:** Packard Ultramatic Drive removes the risk of "down-shifts" which cause prolonged skids on slippery pavement.



**New smoothness:** In Packard Ultramatic Drive, there's no jerking because there's no clutch-pushing 'ever . . . no gear-shifting anywhere, any time.



**New responsiveness:** There's no lag in Ultramatic, waiting for gears to shift. For instant bursts of "safety-sprint" acceleration—just "tramp down!"



**New flexibility:** Packard Ultramatic Drive lets you change from Forward to Reverse—instantly—without clashing. Yes, you can rock it in snow!



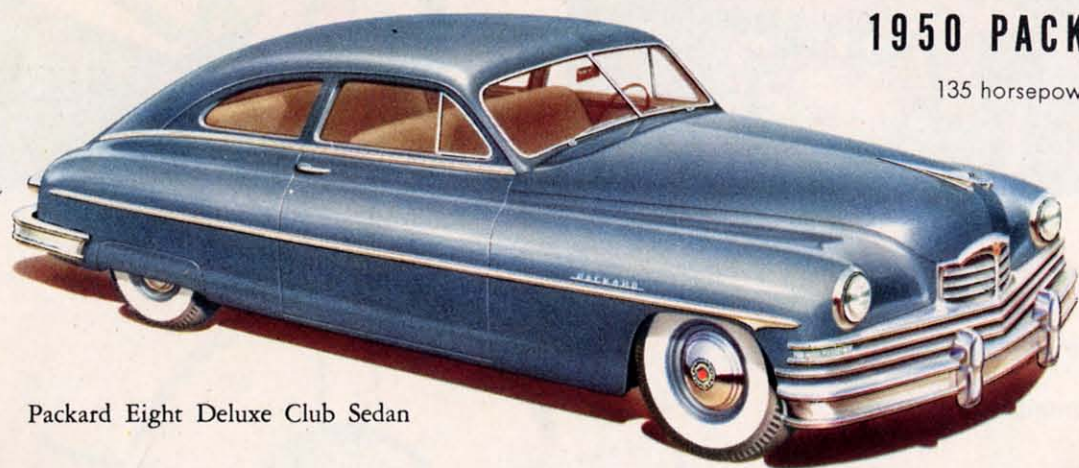
**New economy:** Packard Ultramatic Drive saves gas . . . gives you more responsive performance—because you cruise in solid direct drive.

# the 1950 PACKARD line

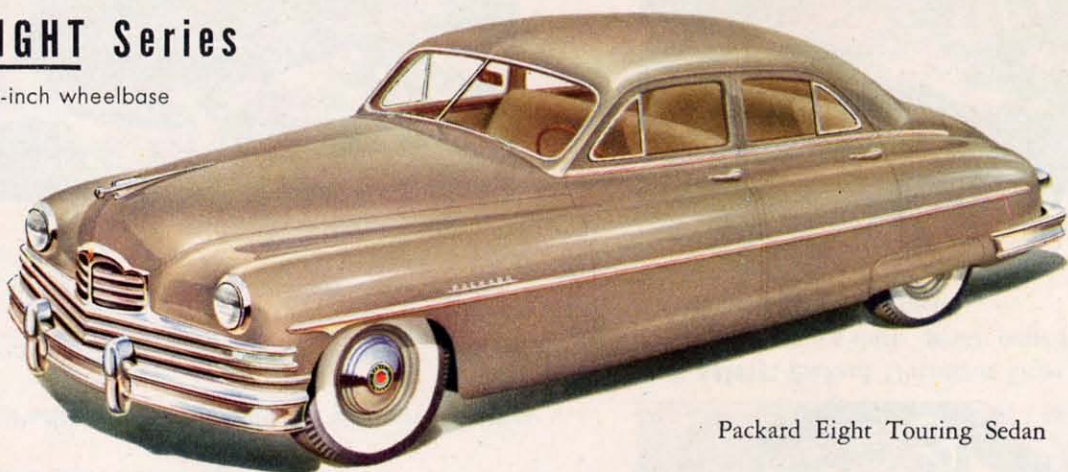
## 1950 PACKARD EIGHT Series

135 horsepower

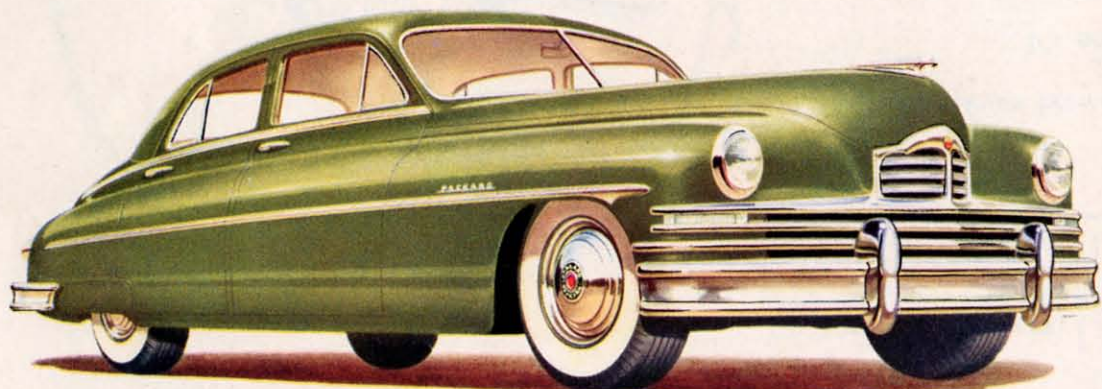
120-inch wheelbase



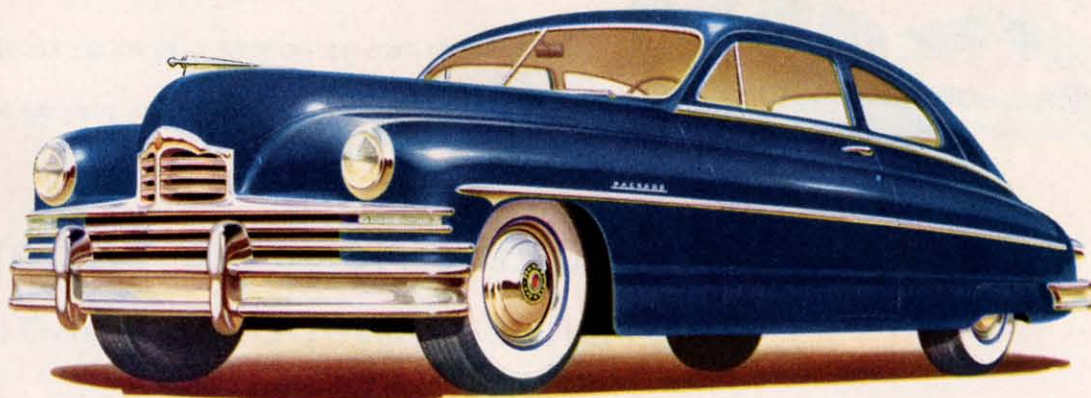
Packard Eight Deluxe Club Sedan



Packard Eight Touring Sedan



Packard Eight Deluxe Touring Sedan



Packard Eight Club Sedan

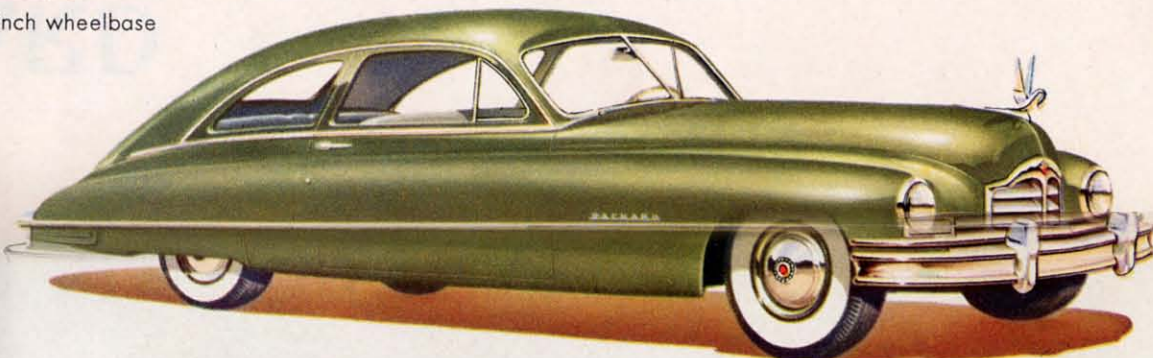
## 1950 PACKARD SUPER Series

150 horsepower

127-inch wheelbase



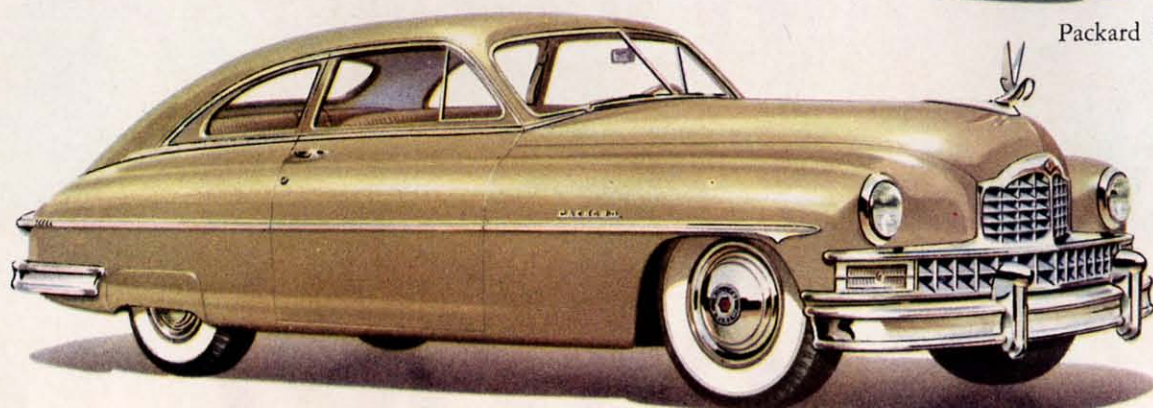
Packard Super Touring Sedan



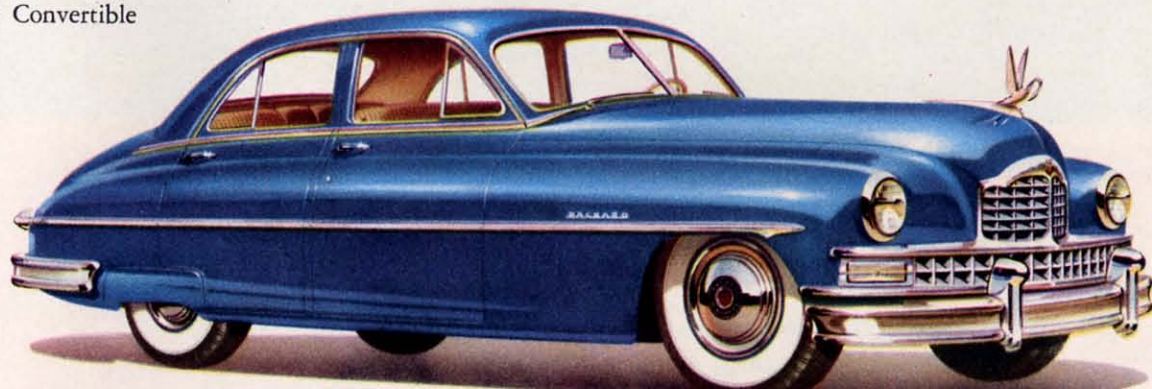
Packard Super Club Sedan



Packard Super Deluxe Convertible



Packard Super Deluxe Club Sedan

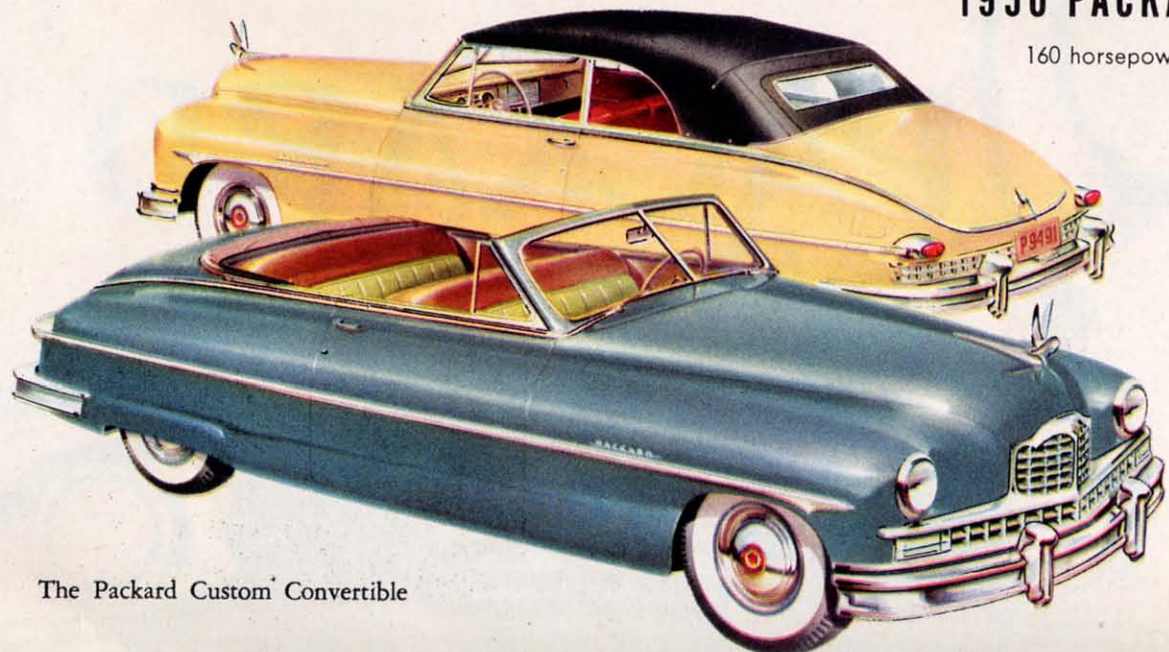


Packard Super Deluxe Touring Sedan

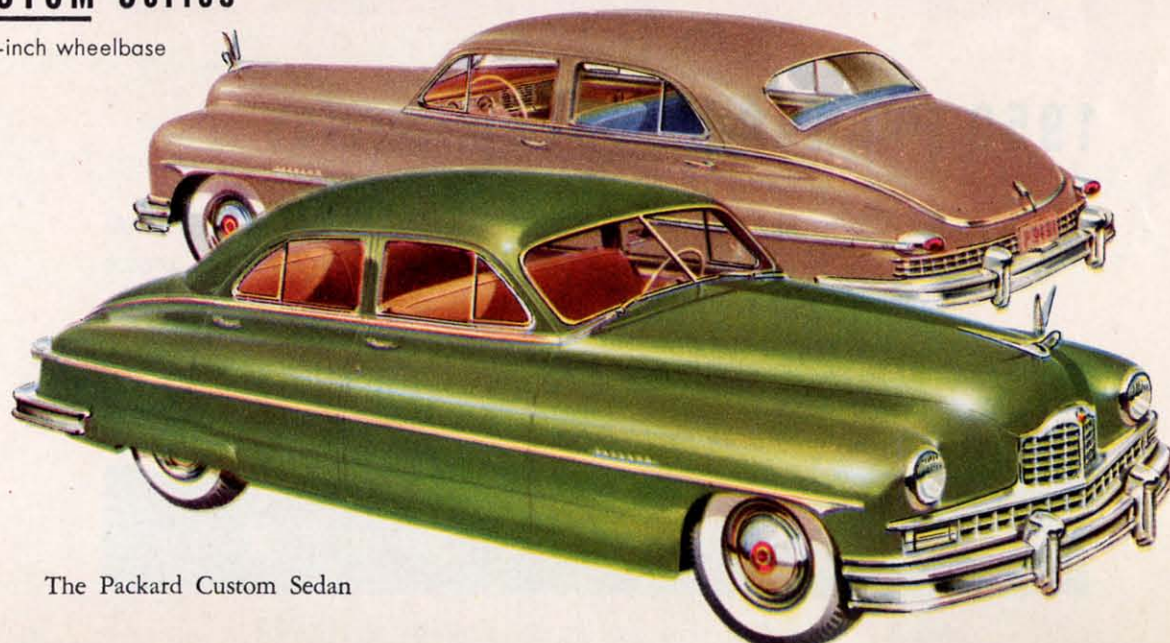
## 1950 PACKARD CUSTOM Series

160 horsepower

127-inch wheelbase



The Packard Custom Convertible



The Packard Custom Sedan