

*Packard* FOR '52

Presenting... America's most exciting car—

# Packard for '52



Take a long look at Packard, the car that's really engineered to outperform



and precision-built to outlast



them all! Here's everything that you've ever looked for



in a motor car—youthful, ageless styling



and smart new color harmonies

inside as well as outside



—Ultramatic, proved in use to be by far the smoothest



automatic drive—fast-acting Easamatic



Power Brakes for quicker, safer stops—road-to-

roof soundproofing



—greater roominess throughout



and better visibility—



plus the largest luggage compartment



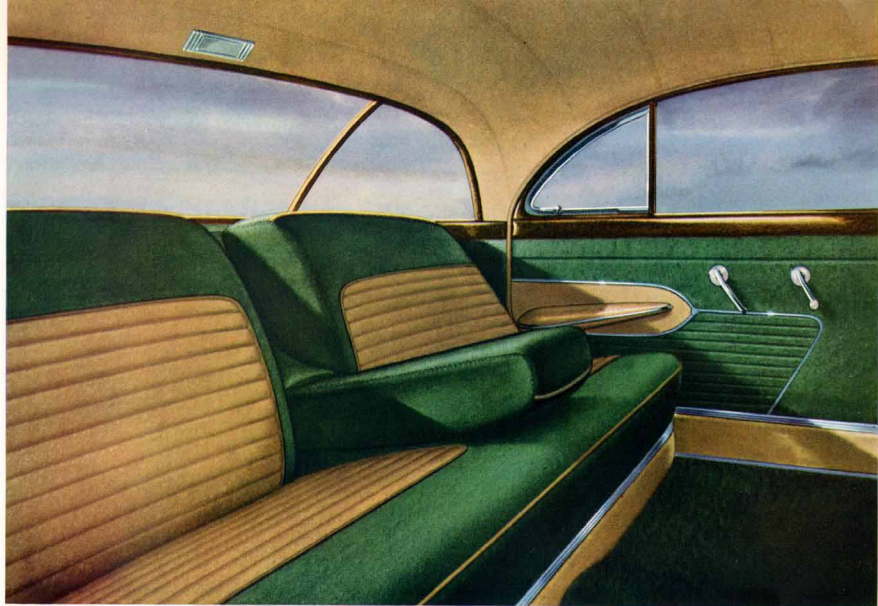
of any sedan! In performance, comfort, beauty



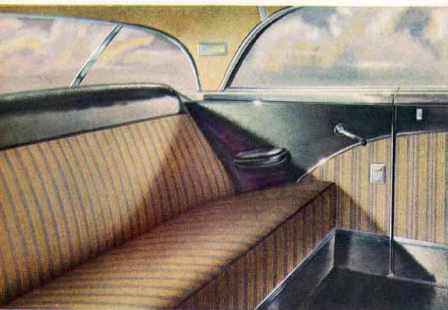
and safety, this '52 Packard brings you big-car benefits at medium-car costs.





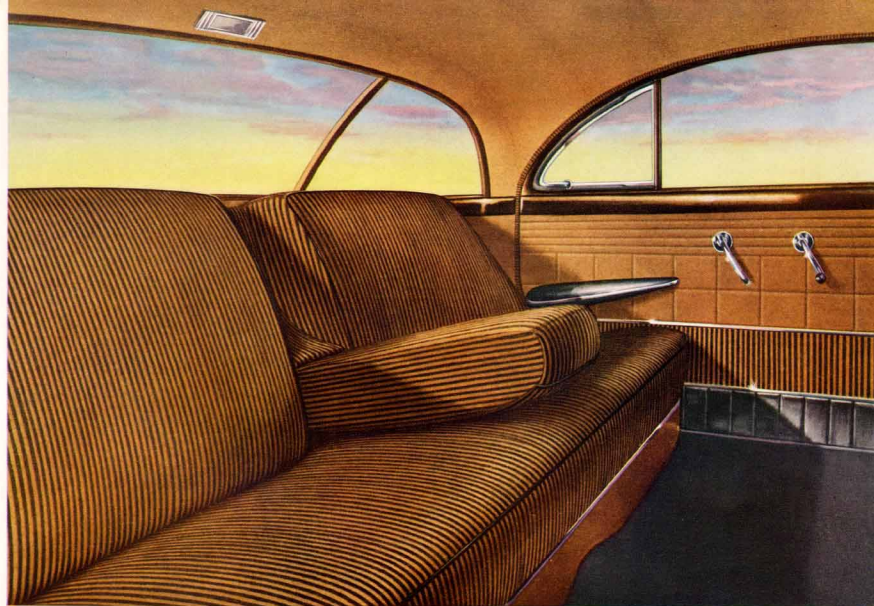


Step inside the new 1952 Packard Patrician '400', settle back on foam-rubber cushions as wide as the car is high and really stretch out! For here is the world's most comfortable and luxurious automobile. Magnificently styled inside and out, the Patrician offers a choice of five expertly tailored interiors of rich-textured fabrics to complement Packard's glorious array of smart, new exterior colors. Here's youthful style that fairly sings!



**More Than 53% Of All Packards  
Built Since 1899 Are Still In Use!**

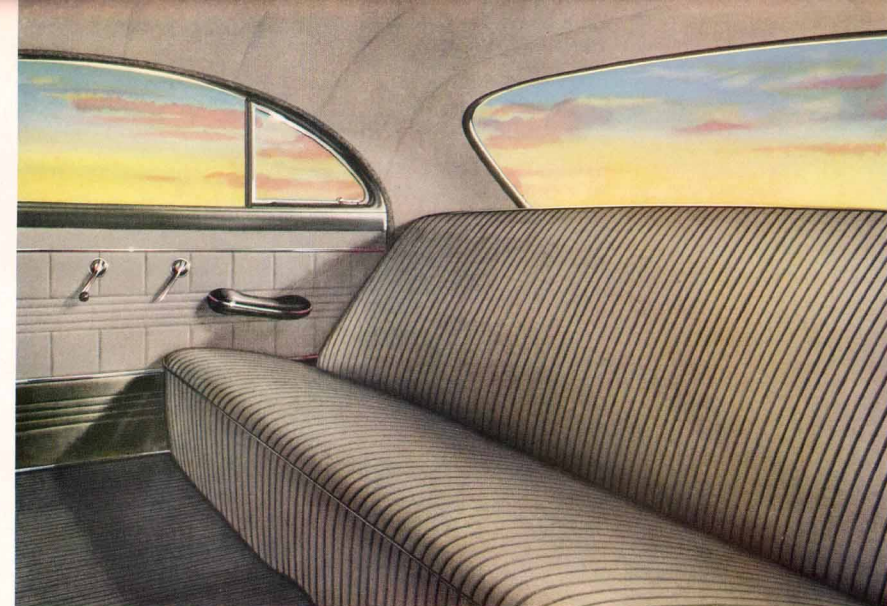
Inside the new 1952 Packard Mayfair, Packard engineers and stylists have added fresh new convertible smartness to the ruggedness and safety of a Packard sedan. The sparkling interior here, one of six smart color combinations, is tailored in top grain leather and ribbed nylon fabric... with new luxury appointments everywhere. New comfort features, too—like the recessed front seat back to give you a new measure of full-stretch leg-room.



One of two distinctive new interiors designed expressly for the 1952 Packard '300', this high-fashion decor contrasts quiet stripes against a matching background color to accent traditional Packard spaciousness. Deep, foam-rubber cushions and arm rest are contoured for comfort. Broad glass areas are kept free of fog by Packard's all-season heating and ventilating system with a windshield-wide defroster.

**"Built Like a Packard" Means Built To Last!**

Every sparkling detail enhances the beauty of this 1952 Packard Convertible—America's most exciting car inside and out! Here is style as practical as it is striking. Spacious, contoured cushions are tailored in your choice of six genuine leather and washable, woven plastic combinations. Packard's sleek instrument panel is hooded against glare, and the drawer-type glove compartment is interlined and lighted.



Every appointment in this 1952 Packard '200' Deluxe compliments your own good taste. Choose from two distinctive new color harmonies rendered in durable, long-lasting fabrics. Wide door openings make entrance and exit easy. Automatic courtesy lights illuminate the floor. There's a heavy rubber matting up front and a thick, rich-looking carpet in the rear. Packard's luggage compartment is the largest of any sedan.



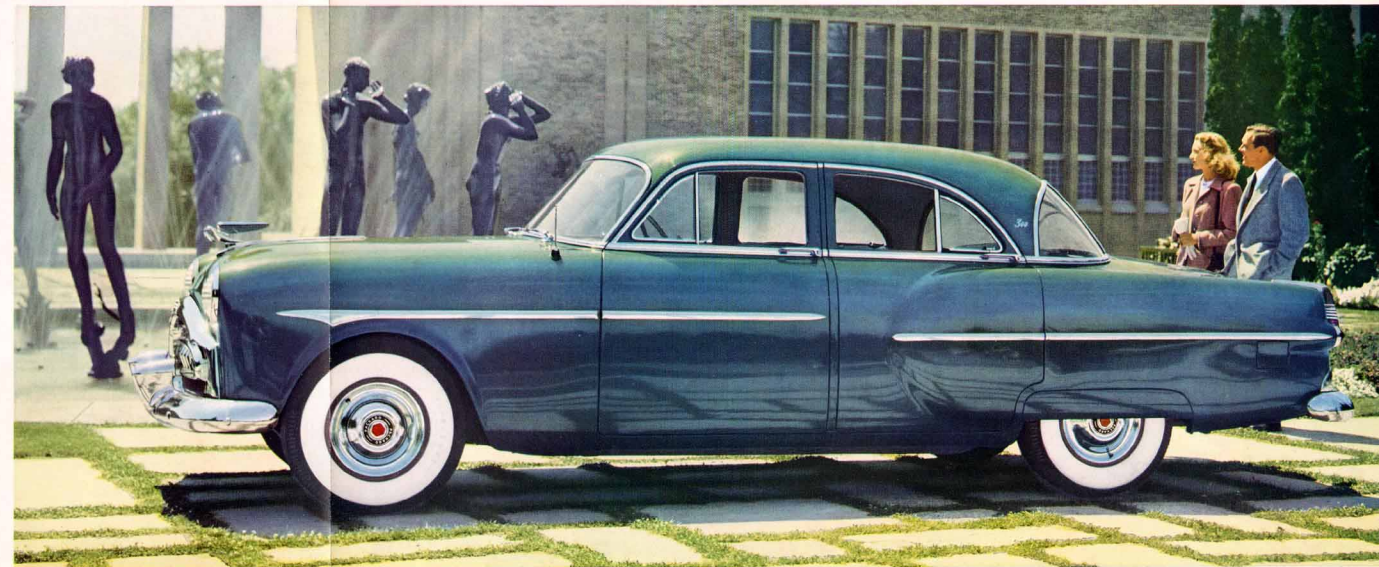
**PACKARD . . . Engineered To Outperform—  
Built To Outlast Them All!**

The 1952 Packard '200' incorporates concepts of spaciousness, fabric richness and fashion-keying that you'd expect to find only in higher-priced cars. For here is a perfect combination of beauty, luxury, and function that you'll enjoy more and more with each swift-passing mile. Here's deep-down durability goodness to more than match the luxurious look and feel of this fine motor car.





1952 Packard Patrician '400'—the most luxurious motor car in the world! Here America's highest-compression eight (the only engine in all of motordom to give you the long-lasting, balanced smoothness of a nine main bearing crankshaft) combines with Packard's exclusive Ultramatic Drive—the most advanced of all automatic transmissions to give you instant responsiveness and silent, trouble-free stamina such as you've never known. Here—and only here—is *everything else* you have ever wanted in a motor car!



1952 Packard '300'—Soft-spoken boss of the road! All of its extra wheel-base length is in interior length! Convenience features, of course, are here in abundance—with Packard's Telegance instrument panel heading the list. And along with all its functional beauty and features, you get an unequalled brand of performance from its precision-built Packard Thunderbolt engine.



1952 Packard '200' Deluxe Touring Sedan—"Surprise Package" of the popular-price field! From its new, smartly designed grillework, with massive wrap-around bumpers, to the fashionable new rear fender louvers—it's exclusively, unmistakably Packard. And beneath its new, low-level hood is the latest, greatest achievement of Packard Thunderbolt power!



1952 Packard '200' Deluxe Club Sedan—With all the roominess of a four-door sedan, this popular model provides extra wide doors and low-folding front seatbacks to make entrance easy. Its 135-H.P. Packard Thunderbolt Engine gives you a world of smooth, efficient power. Packard's soundproofed body is cushioned at all mounting points for utmost riding comfort.



1952 Packard Mayfair—the most exciting new sports car of the decade. Here all the youthful dash of a convertible is combined with the rugged safety of a Packard sedan. The result is the most refreshingly new and beautiful car on the highway—its distinctive styling achieves all-around visibility. And there's thrilling 150-horsepower performance to match its new beauty!



1952 Packard '200' Touring Sedan—Greatest value car in Packard history. With Packard Thunderbolt power—Packard's new kind of driving vision—a Packard brand of spaciousness, including the largest luggage compartment of any sedan on the road. With everything new you've ever wanted in a motor car—and all of it built to stay that way.



1952 Packard '200' Club Sedan—New ideas of steering design and weight distribution let you maneuver this Packard with as little effort as it takes to turn a door knob. And Packard's silent "Limousine Ride," with a level-bedded, broad-beam suspension system that adjusts itself automatically to changes in load and road, gives you America's gentlest, most roadworthy ride.



1952 Packard Convertible—America's smartest! Only Packard—world-famous as the originator of the modern convertible—could present the most individually-styled convertible of them all. Inside you'll find new two-tone beauty—with roominess that rivals a sedan. And there's more "easy-to-get-at" space in Packard's Car-load luggage compartment than in any other convertible on the road! Plus-powered with a 150-horsepower Packard Thunderbolt engine.



The high-nylon-content top—available in black or tan—raises or lowers at the touch of a button. Whether the top is up or down, sleek, young lines make the 1952 Packard Convertible the most graceful car on the road.

## Packard Engineering Highlights for 1952

**Engine**—Liquid, eight cylinders, in line. Specially treated aluminum alloy, steel thro pistons. Removable precision-type main and connecting rod bearings. 14 mm. spark plugs. Oil capacity, 7 quarts. Patrician '400', displacement 327 cubic inches. Compression ratio, 7.8 to 1. Brake horsepower, 155 at 3600 r.p.m. Crankshaft weight, 105 pounds; nine main bearings. Bore and stroke, 3 1/2 x 4 1/2 inches. Hydraulic valve tappets. Packard '300', Mayfair and Convertible displacement 327 cubic inches. Compression ratio, 7 to 1. Brake horsepower, 150 at 3600 r.p.m. Optional high compression head with Ultramatic Drive compression ratio, 7.8 to 1; brake horsepower, 155 at 3600 r.p.m. Crankshaft weight, 103 1/2 pounds; five main bearings. Bore and stroke, 3 1/2 x 4 1/2 inches. Hydraulic valve tappets. '200' and '200' Deluxe displacement 288 cubic inches. Compression ratio, 7 to 1. Brake horsepower, 135 at 3600 r.p.m. Optional high compression head with Ultramatic Drive; compression ratio, 7.5 to 1; brake horsepower, 138 at 3600 r.p.m. Crankshaft weight, 95 pounds; five main bearings. Bore and stroke, 3 1/2 x 3 1/2 inches.

**Transmission**—Packard Ultramatic Drive is standard equipment on Patrician '400', optional at extra cost on other models. Standard transmission has synchronized, carbureted, helically cut gears and rise ball and roller bearings. Overdrive available at extra cost.

**Fuel System**—Dual down-draft carburetor, with two intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

**Front Suspension**—Packard independent front wheel suspension. Roll Control bar. Airplane-type, direct acting full-flex shock absorbers.

**Rear Suspension**—New 2 1/2 inch wide semi-elliptic springs, 24 1/2 inch long; full-length composition inserts between leaves.

**Patrician '400', Packard '300', Mayfair and Convertible** have all-steel shock absorbers. Patrician '400', Packard '300', Direct acting, airplane-type shock absorbers. Patrician '400' and Convertible have lateral stabilizer, '200', '200' Deluxe, Direct acting shock absorbers.

Engineered to outperform—Built to outlast them All!

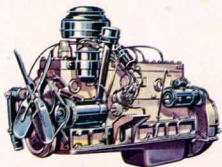
# Packard

Ask the man who owns one

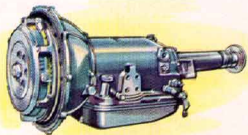
Car details and prices subject to change without notice. White side walls tires when available.



# In every important detail....it's more than a car-- it's a Packard!



With Packard Thunderbolt power to give you the peak efficiency of *America's highest-compression eight*—plus—the service-free simplicity of a design with up to 25% fewer working parts than in engines of comparable power!



With Packard's exclusive Ultramatic Drive to give you the super smoothness of *no gear-changing* when speeding up or slowing down, with the safe, quiet efficiency of *no gas-wasting slippage* when cruising on the highway!



With Packard's new Easomatic power brakes\* to give you the smoothest, fastest, most effortless braking ever. Easy-to-reach Safeti-set parking brake eliminates danger of "half-on" brakes. Extra durability throughout.

\*Optional at right extra cost.



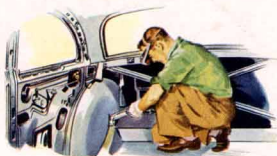
With Packard's new low level hood to give you a new kind of motoring outlook for easier parking — safer passing. Plussed by a new type of heat-resisting glass (optional at extra cost) which cuts light glare and reduces heat penetration.



With Packard's exclusive "Limousine Ride" to give you America's gentlest, most roadworthy ride—thanks to a level-bedded, broad-beam suspension system that adjusts itself automatically to changes in load and road!



With Packard Load-case steering design to give you finger-tip *lightness* for city traffic and waver-proof *sureness* for the open road. And there's nearly two tons of low-slung roadweight for a carefree brand of roadability!



With Packard double-walled Armor-rib body construction to give you new immunity from twists and rattles. With a Packard brand of husky construction and precision workmanship everywhere to give you longer new-car life!



With a Packard brand of spaciousness to give you new, relaxing comfort, front seat and back, plus plenty of easy-to-get-at luggage space in a Car-load luggage compartment. More than in any other sedan on the road today!



With Packard's Tele-glance instrument panel to give you more safety—more convenience. Switches are only a finger's length away. Driving instruments are kept to a minimum—hooded to do away with reflections!