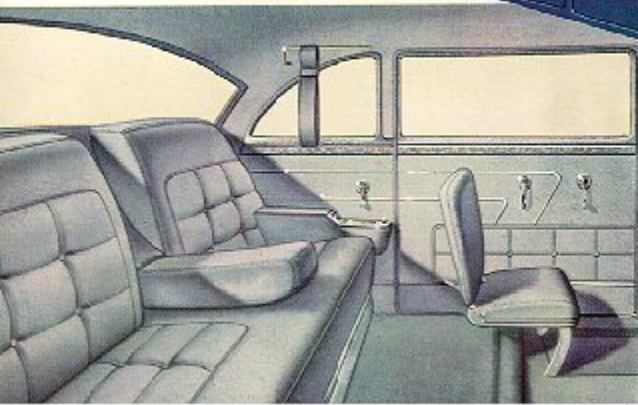
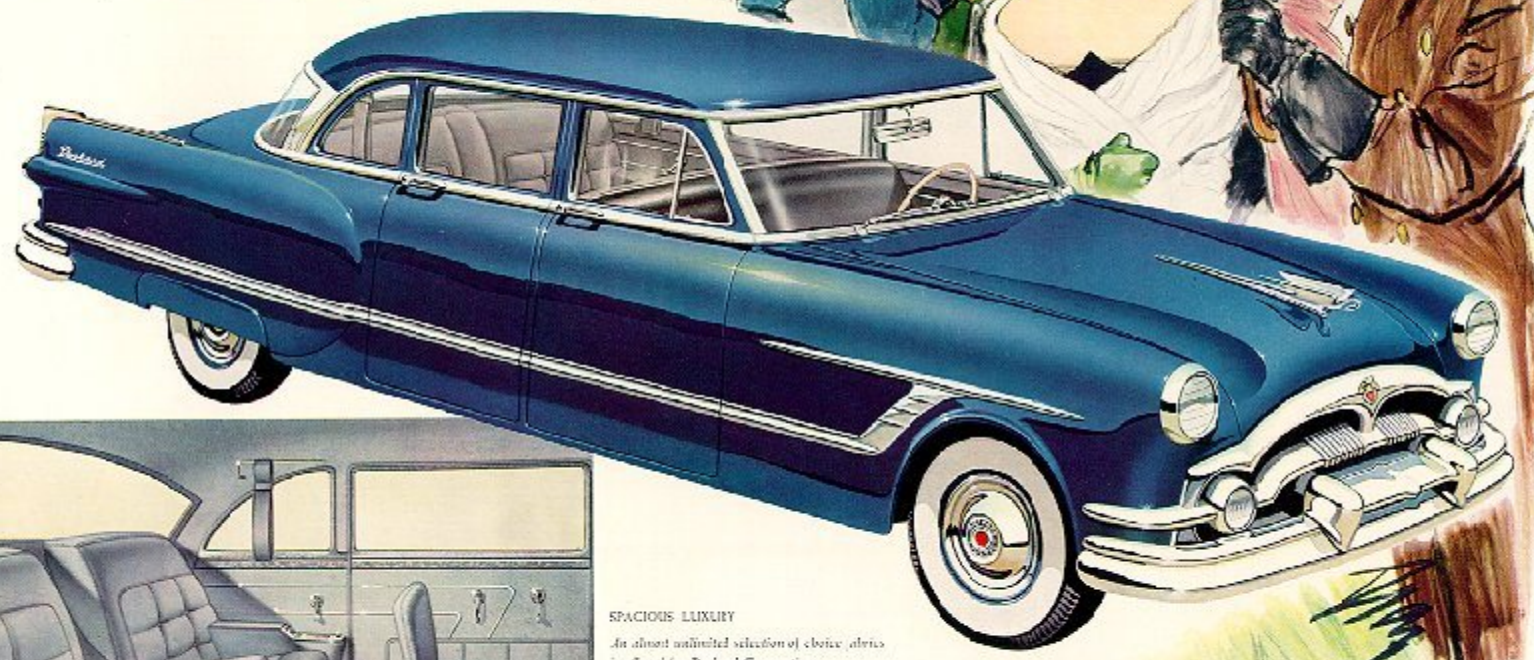


PACKARD

AMERICA'S
MOST INDIVIDUAL
CARS!



Quiet dignity finds expression in every magnificent line and formal detail of this, America's premier town car. Available on special order as the Corporation Limousine with disappearing glass partition, or as the Executive Sedan without partition, this superb motorcar provides the famous Packard Custom Body . . . Packard Ultramatic Drive . . . Packard Power Steering* . . . Packard Power Brakes* . . . hydraulic window lifts* . . . and an all-season ventilation system which effects a complete change of air inside the car every sixty seconds.



SPACIOUS LUXURY
An almost unlimited selection of choice fabrics is offered for Packard Corporation Limousine and Executive Sedan interiors. The faultless tailoring, the greater roominess and comfort tell you that there is no finer formal car in all the world!

Horsepower 180, wheel base 149 inches, interior length 125 inches

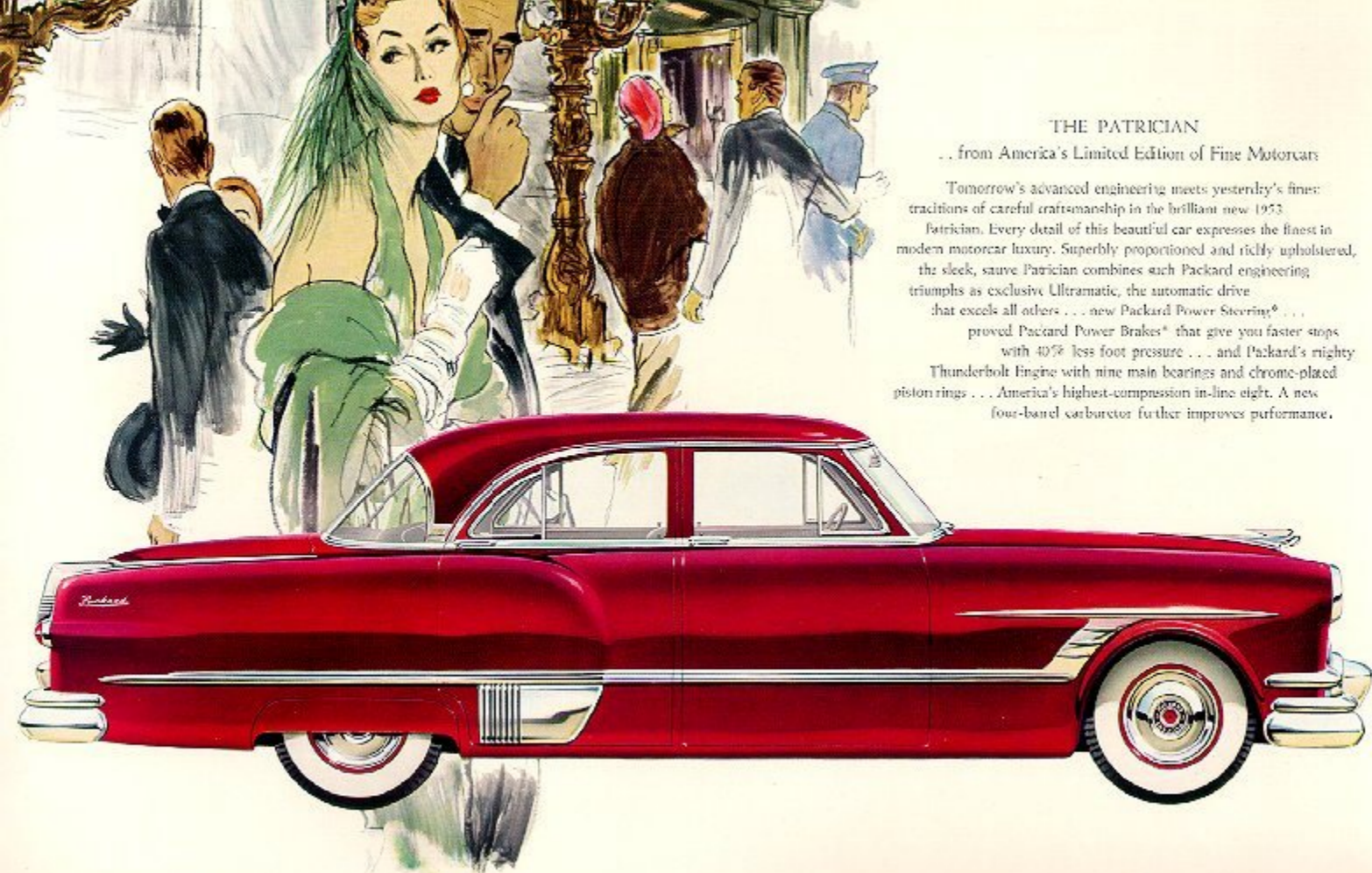
PLEASURE OF DRIVING EASE
Packard's many firsts modern steering wheel (particular one, with the Packard family crest, central center of Packard's Steering and Packard's Drive. It's the sign the easiest-handling car ever built!



Horsepower 180, wheel base 127 inches.

THE PACKARD CUSTOM FORMAL SEDAN by Derham

For the past 46 years the name "Derham" on a motorcar body has stood for the ultimate in luxury throughout the world. Derham is that company of perfectionists who have built custom bodies on the Packard chassis for famous opera stars, Persian princes and other royalty. In the Packard Custom Formal Sedan



THE PATRICIAN

... from America's Limited Edition of Fine Motorcars

Tomorrow's advanced engineering meets yesterday's finest traditions of careful craftsmanship in the brilliant new 1953 Patrician. Every detail of this beautiful car expresses the finest in modern motorcar luxury. Superbly proportioned and richly upholstered, the sleek, suave Patrician combines such Packard engineering triumphs as exclusive Ultramatic, the automatic drive that excels all others . . . new Packard Power Steering® . . . proved Packard Power Brakes® that give you faster stops with 40% less foot pressure . . . and Packard's mighty Thunderbolt Engine with nine main bearings and chrome-plated piston rings . . . America's highest-compression in-line eight. A new four-barrel carburetor further improves performance.



Most beautiful car on the road, the 1953 Packard Patrician blends the grace of long, sweeping lines with the artistic accent of new moldings, handsome wrap-around rear window and a low-slung rear deck that's trim and yacht-smart in every detail. The new Packard doors are wider than the inside doors of many homes and the angle of opening is greater than other cars, for easier entry and exit.

SUPERB APPOINTMENTS

Rich-textured and colorful in their smartly tailored new upholstery, the spacious new Packard Patrician interiors afford the added luxury of supremely quiet, soundproofed bodies, cushioned at all mounting points. Extra-thick padding lies under the carpets.





PACKARD CAVALIER — America's Most Advanced Motorcar

With heart-winning beauty from its sleek hood to the graceful sweep of its spacious rear deck, the new Packard Cavalier is built to make ownership a thrilling adventure. Here's everything you would dream of or hope for in America's most advanced motorcar! With its new improved and exclusive Ultramatic Drive® you get a great new 180-h.p. Packard Thunderbolt Engine with chrome plated piston rings plus a new four-barrel carburetor that gives improved engine breathing for flashing new performance and power. With Packard Power Brakes® and Packard Power Steering,®—this easy handling Cavalier all but drives itself!

Your luggage rides in luxury, too . . . in the spacious, weather-protected trunk compartment of the new Packard Cavalier. Under the big, handsome rear deck, there's ample room for carrying plenty of bags, hat-boxes and hobby equipment without crowding or crushing. And you'll find the tightly sealed compartment safeguards your personal things from moisture and dust on long trips.

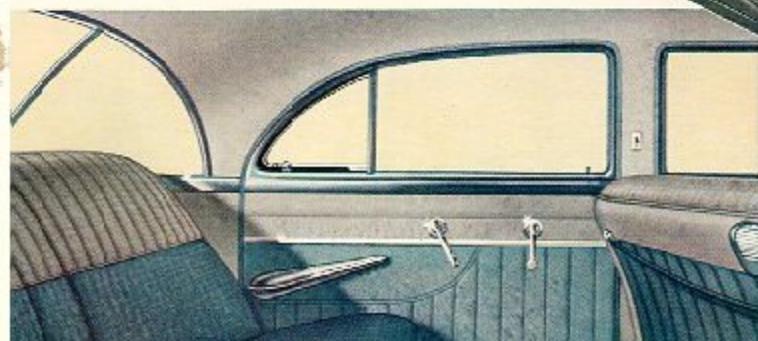
Horsepower 180, wheel base 127 inches.



LUXURIOUS COMFORT

Wide, gracious doors of the new Packard Cavalier open on generous and roomy interiors, with your choice of many rich, beautiful upholsterys. The great car affords lavishly wide,

Your Packard's identity is expressed with pride and distinction, in flowing cars, by a smart, new trunk lift bearing the beautifully wrought Packard crest.



NEW PACKARD MAYFAIR

Here's the Power-Packed Sports Car
You've Always Wanted!

You only need glimpse the breathtaking beauty of the new Packard Mayfair—feel the live horsepower of its brilliant new Packard Thunderbolt Engine—relax in the cradled comfort of its luxurious new interiors—to realize why owners and experts, everywhere, hail this stunning model as America's finest sports car! Here's a car for the young in heart—built, styled and appointed to give you more enjoyment to look at, to ride in, to drive.



STUNNING INTERIORS

A wide variety of beautiful upholstery is available in the two new Packard Mayfair sports cars for 1952. They include six smart combinations in leather and nylon fabric, with choice of colors.

ADD CONTINENTAL FLAIR

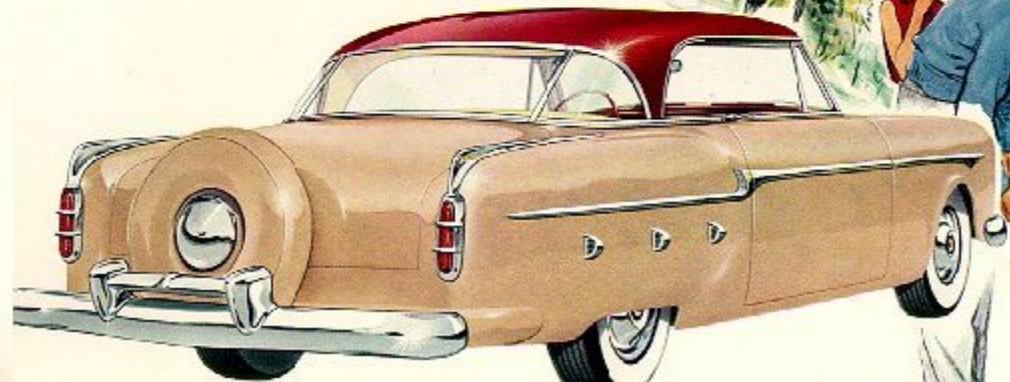
The spare tire mounted at the rear* is a new note of continental swank and styling, presented in this new Packard sports car, which otherwise is exactly like the Mayfair on the preceding page.

Lithe, sleek masterpieces of steel and luxury, this beautiful car fairly skims over the highways and levels the hills with the surging power of the sensational new 180 h.p. Packard Thunderbolt Engine.



At a touch the spare tire mounted on the rear swings down to a ample clearance for lifting the trunk lid and storing or removing luggage.

This beautiful ornament—so distinctively Packard—gives the looks of 1951 Mayfairs, Convertibles, Cavaliers, Particars and Packard Custom cars.



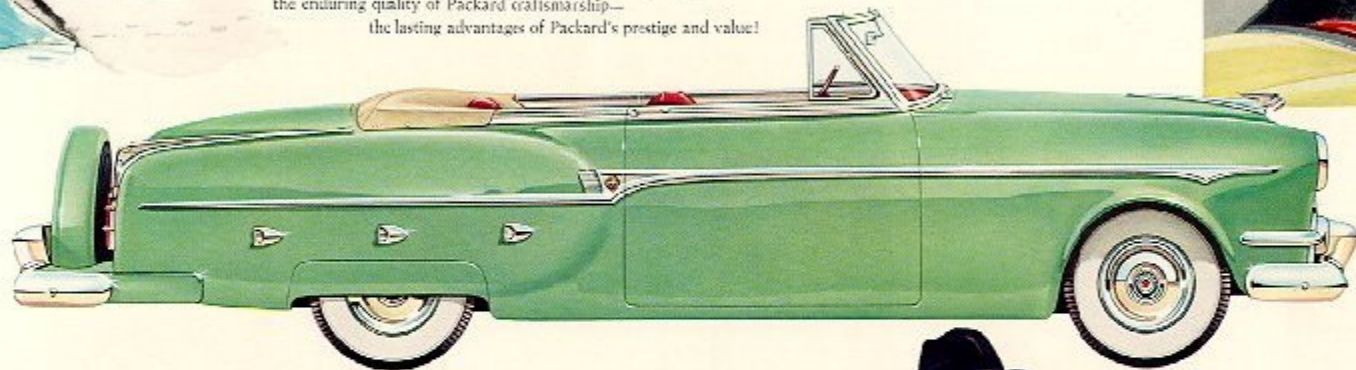
Lite, low and rakish—as modern as tomorrow—the beautiful new Packard Convertible is styled throughout with continental flair and distinction. Even more important, it is built from stem to stern with the integrity and precision that are traditional in Packard craftsmanship. For supreme performance, this smart new Convertible is powered with the great new 180-h.p. Packard Thunderbolt Engine, with longer-lasting, chrome-plated piston rings and a new four-barrel carburetor for improved engine “breathing,” increased horsepower and torque.



New Packard Convertible styling includes smart new dash panel with glare-free instrument cluster. Big, deep package compartment is lined and lighted. Three-way tuning radio automatically brings in the strongest signal as well as giving you pushbutton and manual control.

ANOTHER PACKARD CONVERTIBLE... With That Continental Flair!

All eyes will turn to look again at the bold, masculine heft and suave distinction of this new Packard for '52! Styled like its stablemate on the opposite page, this Packard Convertible adds a final touch of continental swank with the spare tire mounted snugly at the rear.* And with it all you get the brilliance of Packard engineering—the enduring quality of Packard craftsmanship—the lasting advantages of Packard's prestige and value!



Horsepower 180, wheel base 122 inches.



From bumper to bumper and road to roof, the new Packard Convertibles are styled to thrill you. Their nylon fabric tops—available in black or tan—raise and lower at the touch of a button.



WEATHER-PROOF LUXURY

There's a world of fresh new styling and smartness in the glamorous interiors of the two Packard Convertibles. The brilliant interior shown below is but one of two color combinations that include finely hued top grain leather in solid color or two-tone combinations.

You'll like the extra leg room in the back seat and the laconic profusion of smart appointments throughout.

80% LESS WORK AND NO "PLAY"

Smooth, silent hydraulic power takes the work out of steering while Packard's exclusive direct action linkage eliminates instability or tendency to wander.



Easier, faster parking is yours with Packard's amazing new power steering: just the slight pressure of one hand turns the front wheels through their entire range, even when standing still! And Packard's stepped-up power steering ratio lessens the amount you have to turn the steering wheel.

PACKARD POWER STEERING*

Now it's actually fun to steer—and parking's no longer a chore! Revolutionary new Packard Power Steering supplies 80% of the effort, gives you positive control even with power off and effectively counteracts road shocks—including those caused by blow-outs! It's the only power steering which acts directly on the front wheels. Anchored to the frame of the car and to the steering assembly, it uses no complex linkage where instability or even breakdowns might occur. Packard Power Steering is the safest, most dependable type ever built.

Routine checks of the fluid level—that's the only service Packard Power Steering requires. And you have nothing new to learn. You enjoy the same sure feeling of control and have no tendency to "over-steer."

Far more simple in construction than any other power steering system, Packard's direct-action unit includes a rotor-type pump, reservoir, control valve and power cylinder. Turning the steering wheel operates the control valve, directing pressure which turns the front wheels.

Positive control over any type of road! You won't "fidget" the wheel over bumps because Packard Power Steering holds the car true on your course, counteracting road shocks and greatly reducing driving fatigue.



TEST CARS RUN UP 1,078,125 CHASSIS-JOLTING MILES
A YEAR AT PACKARD'S MULTIMILLION-DOLLAR
PROVING GROUNDS

Thirty thousand grueling miles around the world's fastest closed track start the tortoise brand-new cars picked at random, meet at Packard's 560-acre Proving Grounds. After every conceivable driving test—in heat, water and sub-zero cold—each test car is dismantled and the condition of all mechanical parts studied at Packard's Engineering Laboratories.



Packard "takes steps" to meet over railroad ties to prove that they can take most anything—to prove that "Built like a Packard" really means built to last. Research shows more than 75% of all Packard built since 1935 are still running.



The demands of South Dakota, the loose gravel and mix of treacherous detours everywhere, are duplicated here in order to test and prove the quality of Packard design, engineering and construction under every possible driving condition.



Water trials like this would dampen the ignition system—and spin—of most cars, but this is Packard built to stand up to it. And Packard Ultramarine Drive means to stay on 20% grades which rival San Francisco's steepest hills!

PACKARD ENGINEERING HIGHLIGHTS FOR 1953

ENGINE—In-line, eight cylinders in V-8. Specially treated castings; alloy, steel and piston. Removable precombustion valve and preheating and heating. 11 mm. spark plugs. 93 cc. capacity 2 valves. Displacement 371 cubic inches. Compression ratio 8.0 to 1. Brake horsepower 100 at 4000 rpm. Base and output, 56 1/2 and 65. Hydraulic stop tappets. Packard Puritan gas, Capran, over-Crankshaft trigger. 101 possible valve train layouts. Packard Cavalier, Marlin and Conestoga-Crankshaft weight 101 pounds; for main bearings.

TRANSMISSION—Packard Ultramarine Drive is standard equipment on Packard Puritan and Capran cars, optional at extra cost on Packard Cavalier, Marlin and Conestoga. Standard transmission has synchronized, carburized, helical cut gears and nine full and rube bearings. Overdrive mail-shoe at extra cost.

TIRES SYSTEM—4 barrel down drive mechanism with 4 handle pins. Automatic shock absorber, wheel control, wheelers and loose wheels. Swerve pulley, shock absorber. Automatic idling control. Oil bath air cleaner.

FRONT SUSPENSION—Packard Independent from wheel suspension.

steer, rubber lined support and inner bearings. Roll Control Bar. Airplane-type, direct action ball-joint shock absorbers. **REAR SUSPENSION**—2 1/2 inch wide semi-elliptic springs, 240 lbs. inch long, 2 1/2-inch composition leaves between leaves. Lateral stabilizer.

BRAKES—Self-actuated hand brake. Packard Super-Hydrostat, self-energizing type service brake. Power brakes optional on extra cost on all models.

WHEELS AND TIRES—With new Safety-Groove tires, 1.6 x 8.00. **WHEELBASE**—Custom Conestoga Expedition and Executive Sedan 149 inches, Capran Federal Sedan, Riveline and Cavalier 147 inches, Marlin and Conestoga 142 inches.

OVER-ALL LENGTH—Custom Conestoga Expedition 210 inches, Capran Federal Sedan, Puritan and Cavalier 210 1/2 inches from bumper to bumper, Marlin and Conestoga 217 1/2 inches.

STANDARD EQUIPMENT—Tide lights, hot dual self-energizing dual side lights, bumper, outside wheel covers, windshield wipers, horn ring, bumper guard front and rear, bumper

jack and track. Turn indicators, tilt-type, glass-panel rear view mirror. Chromed-out wheel discs (most conventional light) robe rail.

DRIVE—Hatchback type-through rear spring. Hypoid rear axle. Ace axle, Ultramarine Drive 5.54 to 1. Cavalier, Marlin and Conestoga—Standard 2.9 to 1. Overdrive 4.1 to 1. **ELECTRICAL SYSTEM**—Large capacity 45 ampere, automatic generator with automatic control. Secondary plate, 120 ampere four battery on Packard Puritan and Capran cars. Secondary plate, 110 ampere four battery on Cavalier, Marlin and Conestoga. New anti-kickout starter drive on all models. New waterproof ignition wires. Full automatic spark control.

STEERING—Conestoga, Packard Marlin and Marlin roller gear. Overall ratio 8.0 to 1. Turning radius 20 1/2 ft. In Conestoga and Marlin 22 1/2 ft. In Cavalier, Capran Federal Sedan and Puritan, Power Steering. Hydraulic drive with turn ratio 2.5 to 1. In Marlin 2.5 to 1. In Conestoga and Marlin 3 1/2 to 1. In Cavalier, Capran Federal Sedan and Puritan.

*PACKARD MOTOR CAR COMPANY MAKES NO WARRANTY AS TO THE MERCHANTABILITY OF ANY PRODUCT OR SERVICE. THE ONLY WARRANTY IS THAT OF THE QUALITY OF THE PRODUCT AND THE SERVICE. THE QUALITY OF THE PRODUCT AND THE SERVICE IS GUARANTEED BY THE QUALITY OF THE PRODUCT AND THE SERVICE. THE QUALITY OF THE PRODUCT AND THE SERVICE IS GUARANTEED BY THE QUALITY OF THE PRODUCT AND THE SERVICE.

PACKARD

for '53

Ask The Man Who Owns One

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

