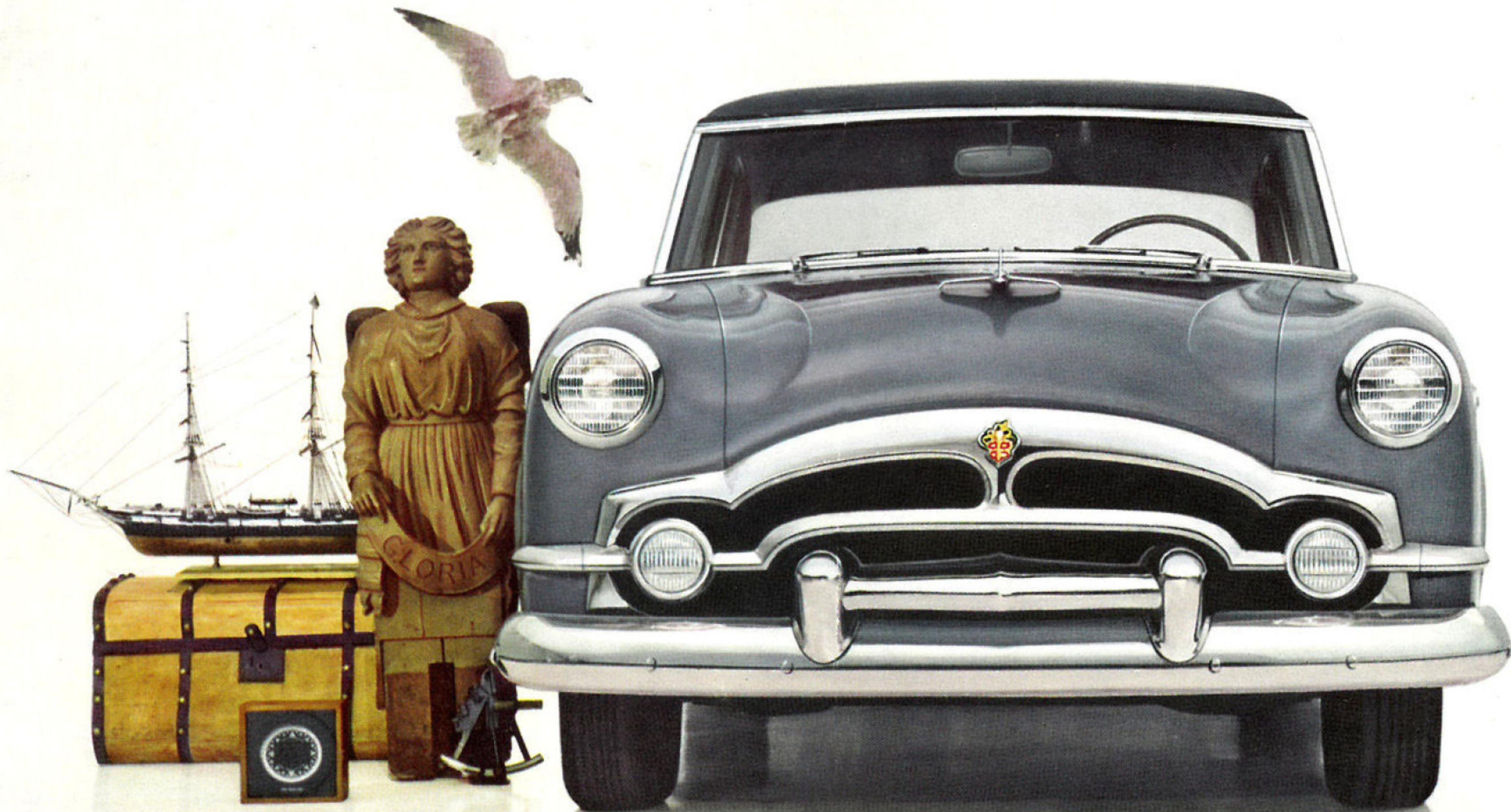


BIG CAR VALUE AT MEDIUM CAR COST



THE
PACKARD CLIPPER

FOR FIFTY-THREE



AMERICA'S MOST EXCITING CAR!

PACKARD

ASK THE MAN WHO OWNS ONE



1953 ENGINEERING HIGHLIGHTS FOR PACKARD CLIPPERS AND DELUXE CLIPPERS

ENGINE—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. Removable precision-type main and connecting rod bearings. 14 mm. spark plugs. Oil capacity: 7 quarts. *Deluxe Clipper*: displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 160 at 3600 r.p.m. Crankshaft weight: 104 pounds; five main bearings. Bore and stroke: 3½ x 4¼ inches. *Clipper*: displacement 288 cubic inches. Compression ratio: 7.7 to 1. Brake horsepower: 150 at 4000 r.p.m. Crankshaft weight: 96 pounds; five main bearings. Bore and stroke: 3½ x 3¾ inches.

TRANSMISSION—Packard Ultramatic Drive is optional at extra cost. Standard transmission has synchronized, carburized, helically cut gears and nine ball and roller bearings. Overdrive available at extra cost.

DRIVE—Hotchkiss type through rear springs, Hypoid rear axle. Axle ratios are: Standard—3.9 to 1. Overdrive 4.1 to 1. Ultramatic Drive 3.54 to 1 on *Clipper* and 3.23 to 1 on *Deluxe Clipper*.

FUEL SYSTEM—*Clipper and Deluxe Clipper*: Dual down-draft carburetor, with two intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

ELECTRICAL SYSTEM—Large capacity 45 ampere, air-cooled generator with automatic control. Seventeen plate, 100 ampere hour battery. New anti-kickout starter drive. New waterproof ignition wiring. Full automatic spark control. Sealed beam headlights.

STEERING—Conventional: Packard Gemmer worm and 3-tooth roller type gear. Over-all ratio 27.8 to 1. Turning radius 21½ feet. Power Steering, optional at extra cost: Hydraulic, direct-action type with rotor pump. Over-all ratio 22.5 to 1. Turning radius 20½ feet.

FRONT SUSPENSION—Packard independent front wheel suspension, rubber cored support arm inner bushings. Roll Control bar. Airplane-type, direct acting full-flex shock absorbers.

REAR SUSPENSION—2½ inch wide semi-elliptic springs, 54¾ inches long. Full-length composition inserts between leaves.

SHOCK ABSORBERS—Direct acting airplane type.

BRAKES—Safeti-set hand brake. Packard Servo-Hydraulic, self-energizing type service brakes. Packard Power Brakes optional at extra cost.

WHEELS AND TIRES—With new Safety-Groove rims. Tire size: 15 x 7.60.

WHEELBASE—122 inches.

OVER-ALL LENGTH—213¾ inches from bumper to bumper.

STANDARD EQUIPMENT—Twin horns, two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Bumper guards front and rear. Bumper jack and tools. Turn indicators, foam cushion front seat, glove box light, clock. Wheel trim rings on *Deluxe Clipper*.

Car details and prices subject to change without notice.

PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN



PACKARD CLIPPER

COSTS LESS THAN YOU THINK

Before you spend \$2500 for a car—see, drive and compare the brilliant new Packard Clipper for '53—the car that's BIG in everything but price! Here's true BIG-car comfort, performance and safety . . . *now yours at medium-car cost and economy.*

Backed by 54 years of motorcar and engine building experience, today's more powerful Packards boast the world's highest-compression eight . . . Ultramatic*, the smoothest, most dependable of all automatic transmissions . . . a revolutionary new type of Power Steering* with direct operation of the steering linkage . . . sensational Packard Power Brakes* for faster, easier stops . . . plus a host of other great Packard features to increase your driving comfort, safety and convenience.

Add to these mechanical superiorities the advanced contour styling of Packard Clippers—youthful beauty in your choice of any one of 14 exciting colors or two-tone combinations. Small wonder the eyes of the motoring world are on Packard for '53. *Now . . . LOOK TO PACKARD!*

*Optional at extra cost.

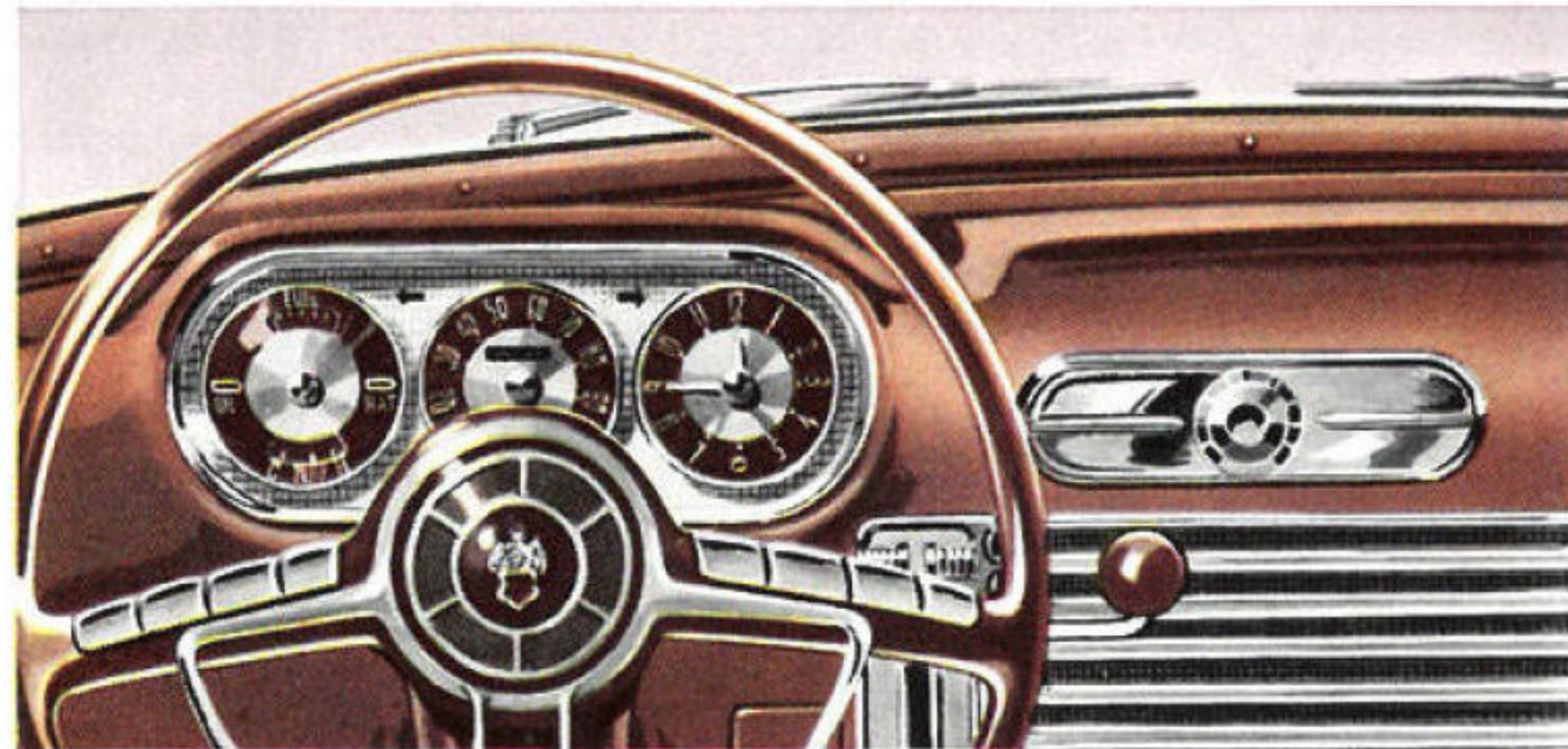


150 HORSEPOWER PACKARD CLIPPER CLUB SEDAN

As gracefully styled and as smooth-running and quiet as the stately clipper ships of old, this power-packed Clipper Club Sedan brings you the flair of a deluxe "hard-top" at the price of a standard two-door sedan! Its wrap-around rear window almost matches the 989 square inches of safety glass in its curved, pillar-free windshield. From inside *and* out, here's the best-LOOKING car in its price range. *And only Packard for '53 offers you true BIG-car value at medium-car cost.*



BIG CAR VALUE AT MEDIUM CAR COST!

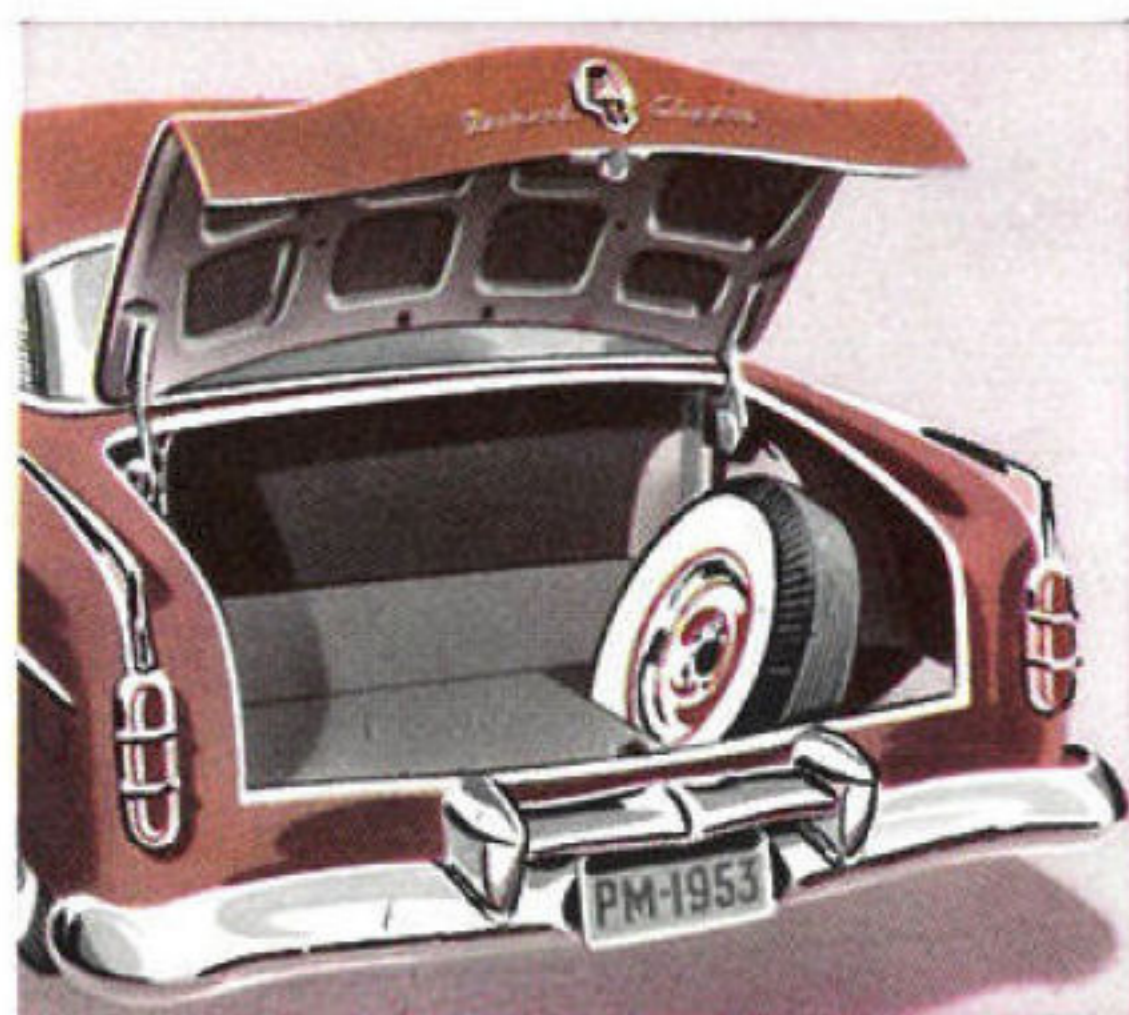


Glare-Free Instrument Panel

As functional in design as aircraft instruments, those on Packard's smart new panel give instant information—but warn *only in emergencies*. Generator and oil gauges flash red warning lights. Electric clock, two-way turn indicators, cigar lighter, 25% more-powerful windshield wipers and glove drawer light are all standard.

Packard Power Steering*

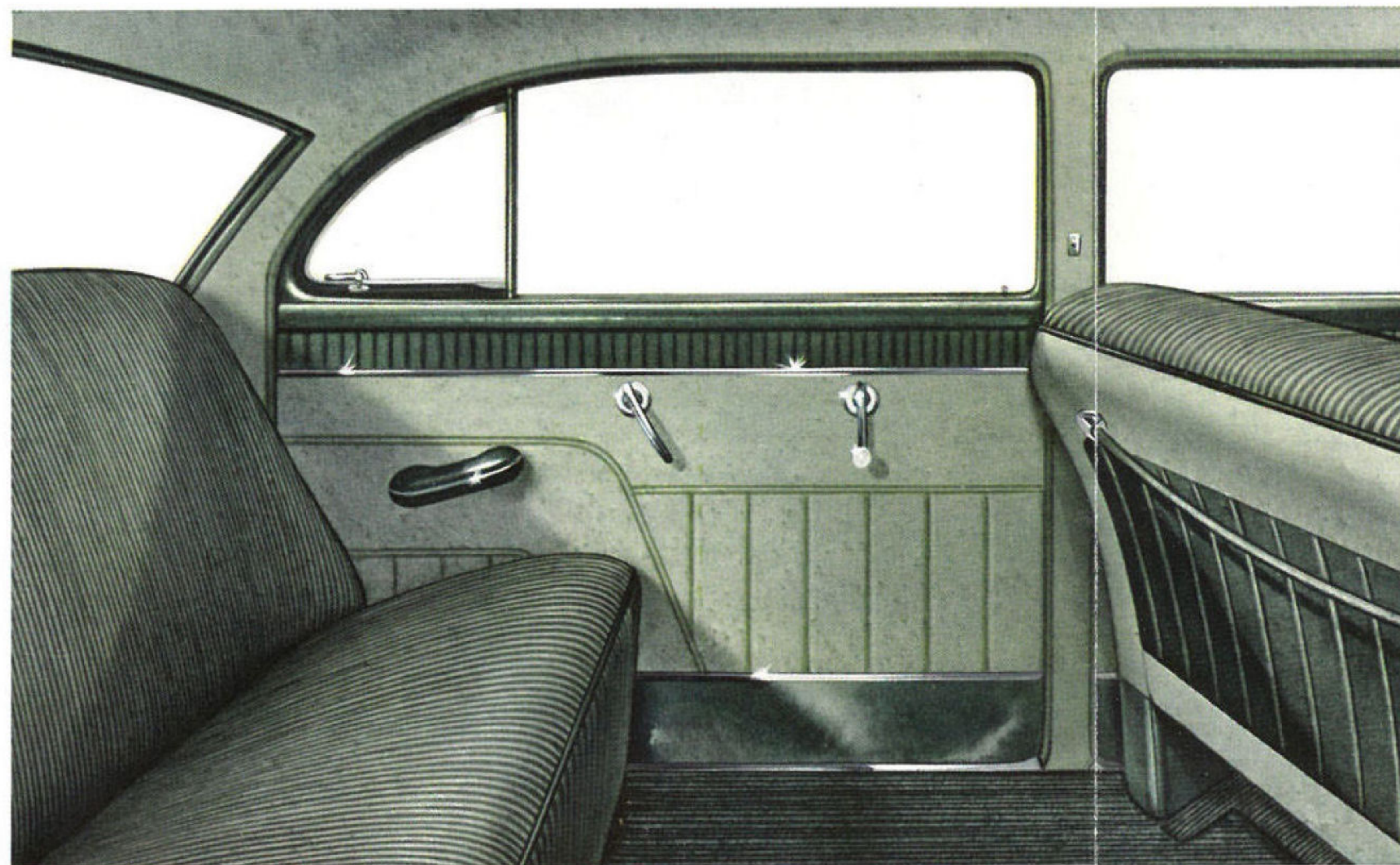
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More Luggage Space

Lift the balanced lid of Packard's sweeping rear deck and you'll find the largest luggage compartment of any 6-passenger sedan on the road—*30 cubic feet of usable space!* Pivoted Packard crest on handle hides trunk lock from man and weather.

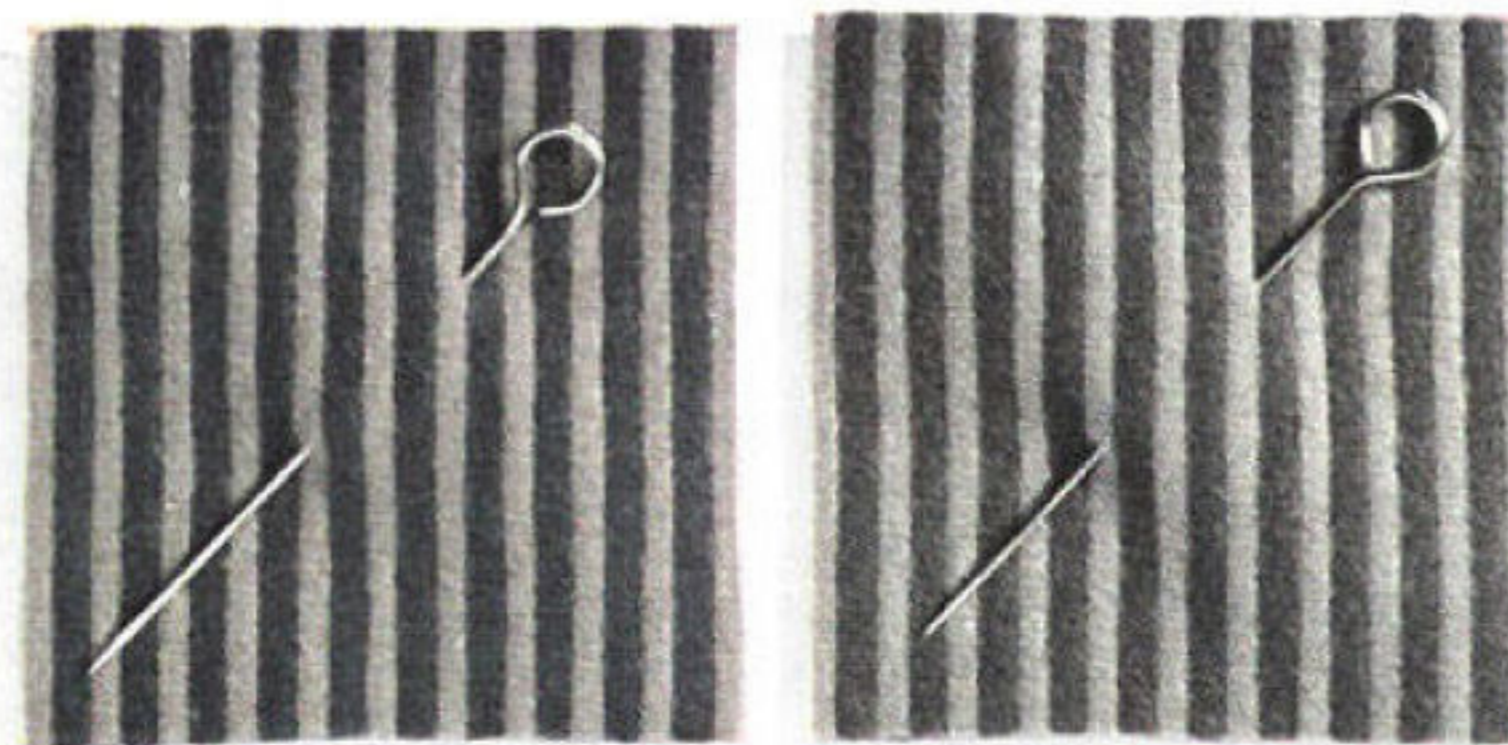
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HERE'S TAILORED LUXURY TO COMPLIMENT YOUR SMART NEW COLOR CHOICE

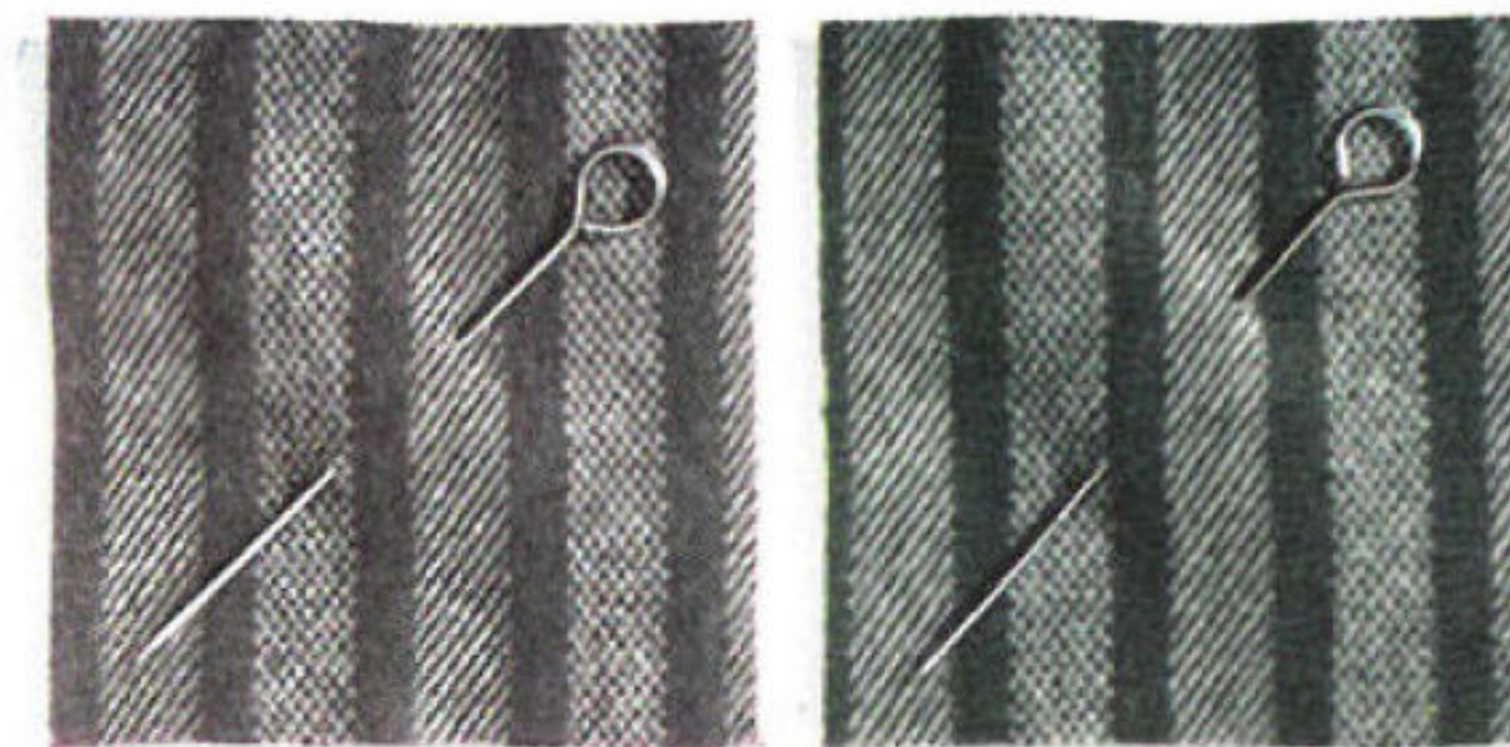
160 H.P. Packard Deluxe Clippers boast a trio of rich Bedford Cords

Soft stripes of luxurious, long-wearing Bedford Cord (as illustrated) are featured in Packard Deluxe Clipper Club and Touring Sedans. Deep-cushioned seats, contoured for utmost riding comfort, *are as wide as the cars are high!* There are 98 inches of usable body length—more legroom, hiproom and headroom than in many cars of even longer wheelbase. (Interior of four-door model shown above.)



High-fashion stripes accent 150 H.P. Packard Clipper interiors

To harmonize with 1953's fresh new exterior colors and two-tone combinations, Packard offers a selection of three popular stripes (as illustrated) for Packard Clipper Club Sedan and Touring Sedan upholsteries. Instrument panels, window mouldings and hardware of sparkling chrome finish are keyed to Packard's beautiful new color stylings. (Interior of Club Sedan model illustrated above.)



BIG CAR VALUE AT MEDIUM CAR COST!

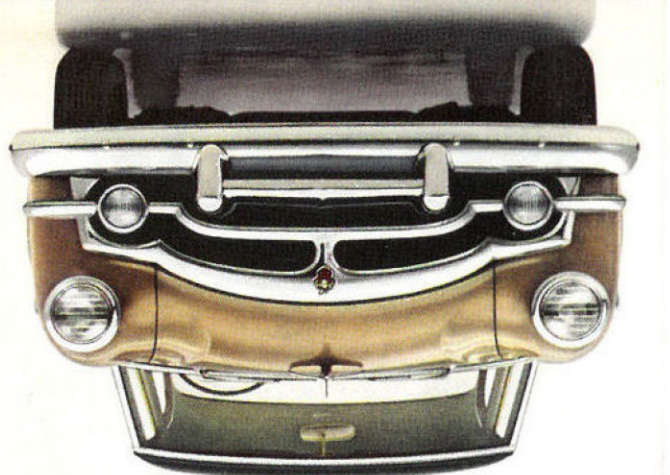
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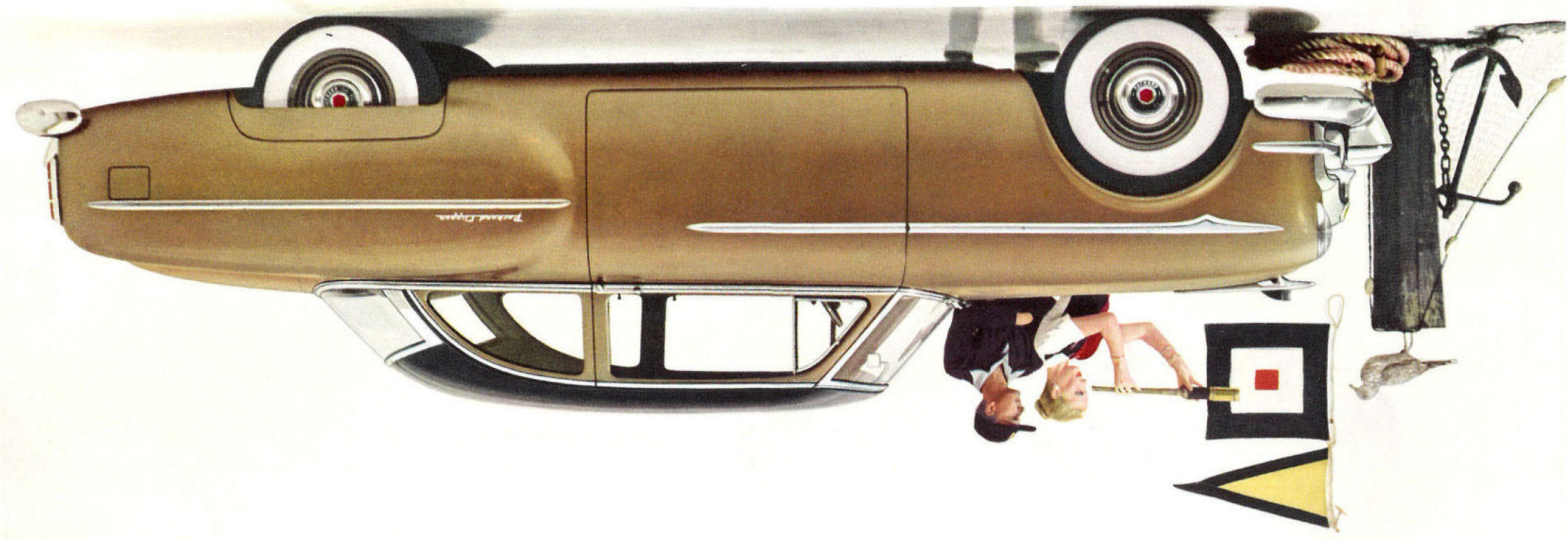
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1953 ENGINEERING HIGHLIGHTS FOR PACKARD CLIPPERS AND DELUXE CLIPPERS

ENGINE—I-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. Removable precision-type main and connecting rod bearings. 14 mm. spark plugs. Oil capacity: 7 quarts. *Deluxe Clipper*: displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 160 at 3600 r.p.m. Crankshaft weight: 104 pounds; five main bearings. Bore and stroke: 3 1/4 x 4 1/4 inches. *Clipper*: displacement 230 cubic inches. Compression ratio: 7.7 to 1. Brake horsepower: 150 at 4000 r.p.m. Crankshaft weight: 96 pounds; five main bearings. Bore and stroke: 3 1/2 x 3 3/4 inches.

TRANSMISSION—Packard Ultramatic Drive is optional at extra cost. Standard transmission has synchronized, carburized, helically cut gears and nine ball and roller bearings. Overdrive available at extra cost.

DRIVE—Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios are: Standard—3.9 to 1. Overdrive 4.1 to 1. Ultramatic Drive 3.54 to 1 on *Clipper* and 3.23 to 1 on *Deluxe Clipper*.

FUEL SYSTEM—*Clipper and Deluxe Clipper*: Dual down-draft carburetor, with two intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

ELECTRICAL SYSTEM—Large capacity 45 ampere, air-cooled generator with automatic control. Seventeen plate, 100 ampere hour battery. New anti-kickout starter drive. New waterproof ignition wiring. Full automatic spark control. Sealed beam headlights.

STEERING—Conventional; Packard Gemmer worm and 3-tooth roller type gear. Overall ratio 27.8 to 1. Turning radius 21 1/2 feet. Power Steering, optional at extra cost: Hydraulic, direct-action type with rotor pump. Over-all ratio 22.5 to 1. Turning radius 20 1/2 feet.

FRONT SUSPENSION—Packard independent front wheel suspension, rubber cored support arm inner bushings. Roll Control bar. Airplane-type, direct acting full-flex shock absorbers.

REAR SUSPENSION—2 1/2 inch wide semi-elliptic springs, 54 1/4 inches long. Full-length composition inserts between leaves.

SHOCK ABSORBERS—Direct acting airplane type.

BRAKES—Safeti-set hand brake. Packard Servo-Hydraulic, self-energizing type service brakes. Packard Power Brakes optional at extra cost.

WHEELS AND TIRES—With new Safety-Groove rims. Tire size: 15 x 7.60.

WHEELBASE—122 inches.

OVER-ALL LENGTH—213 3/4 inches from bumper to bumper.

STANDARD EQUIPMENT—Twin horns, two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Bumper guards front and rear. Bumper jack and tools. Turn indicators, foam cushion front seat, glove box light, clock. Wheel trim rings on *Deluxe Clipper*.

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PACKARD MOTOR CAR COMPANY · DETROIT 32, MICHIGAN

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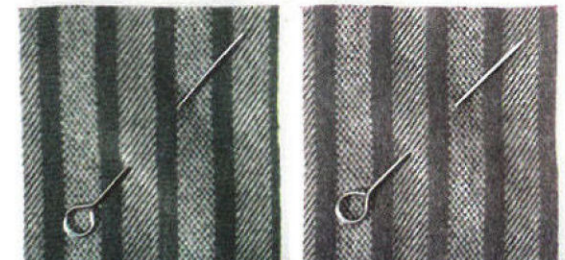
THE PACKARD CLIPPER

FOR FIFTY-THREE



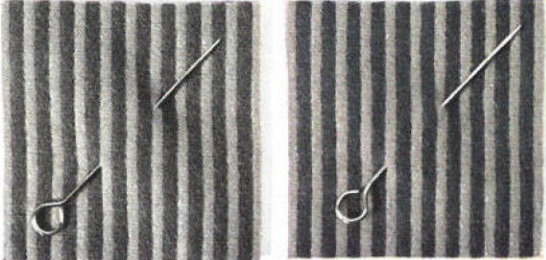
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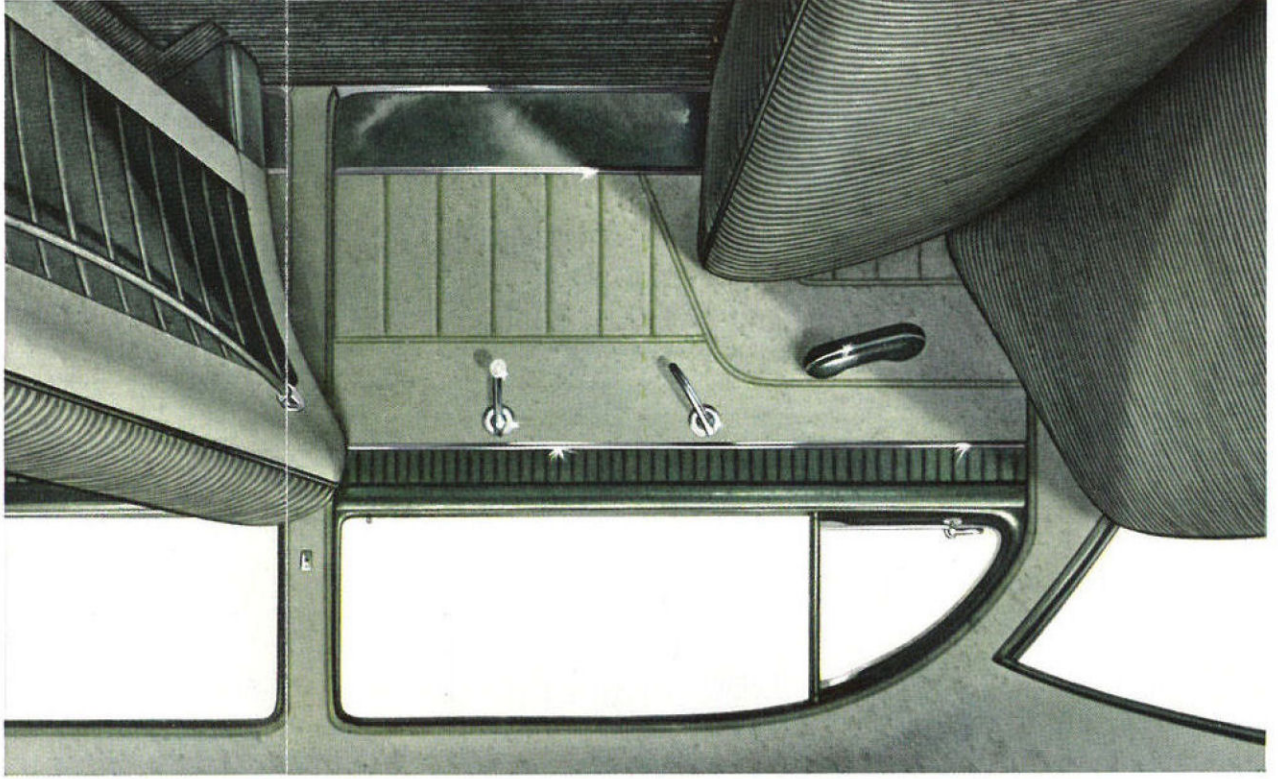
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160 H.P. Packard Deluxe Clippers boast a trio of rich Bedford Cordes

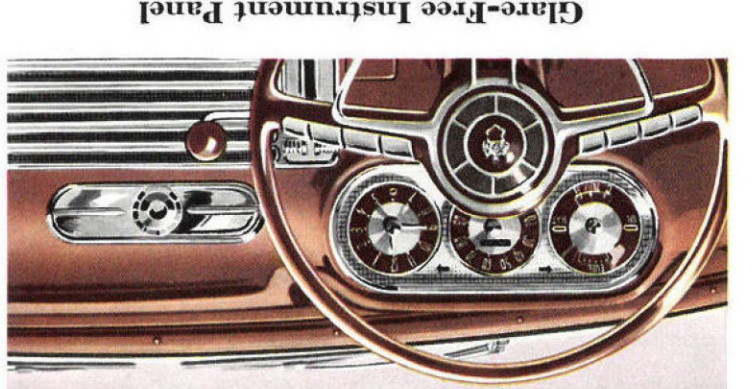
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More Luggage Space

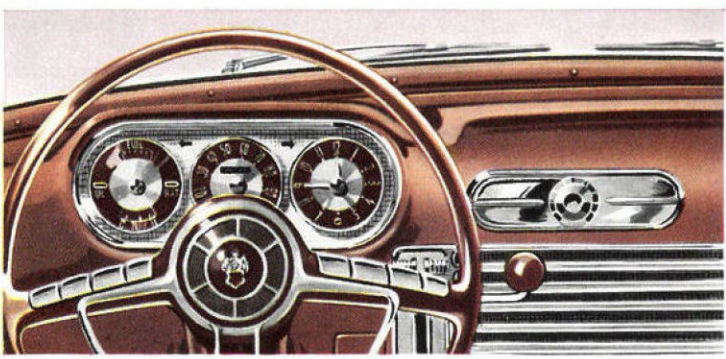
Lift the balanced lid of Packard's sweeping rear deck and you'll find the largest luggage compartment of any 6-passenger sedan on the road—30 cubic feet of usable space! Pivoted Packard crest on handle hides trunk lock from man and weather.

Unlike any other present type in its simple construction, direct action and amazing recovery from turns, Packard's revolutionary new Power Steering for '53 supplies 80% of the effort, gives you positive directional control even with power off and effectively counter-acts road shocks, including those caused by low-coupled electric clock, two-way turn indicators, cigar lighter, 25%-more powerful windshield wipers and glove drawer light are all standard.



Glare-Free Instrument Panel

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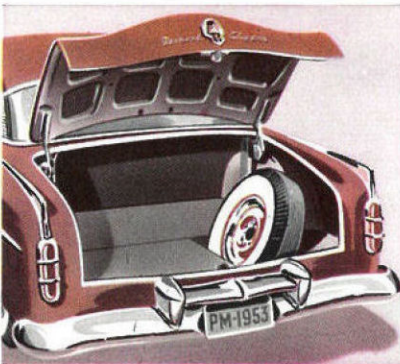


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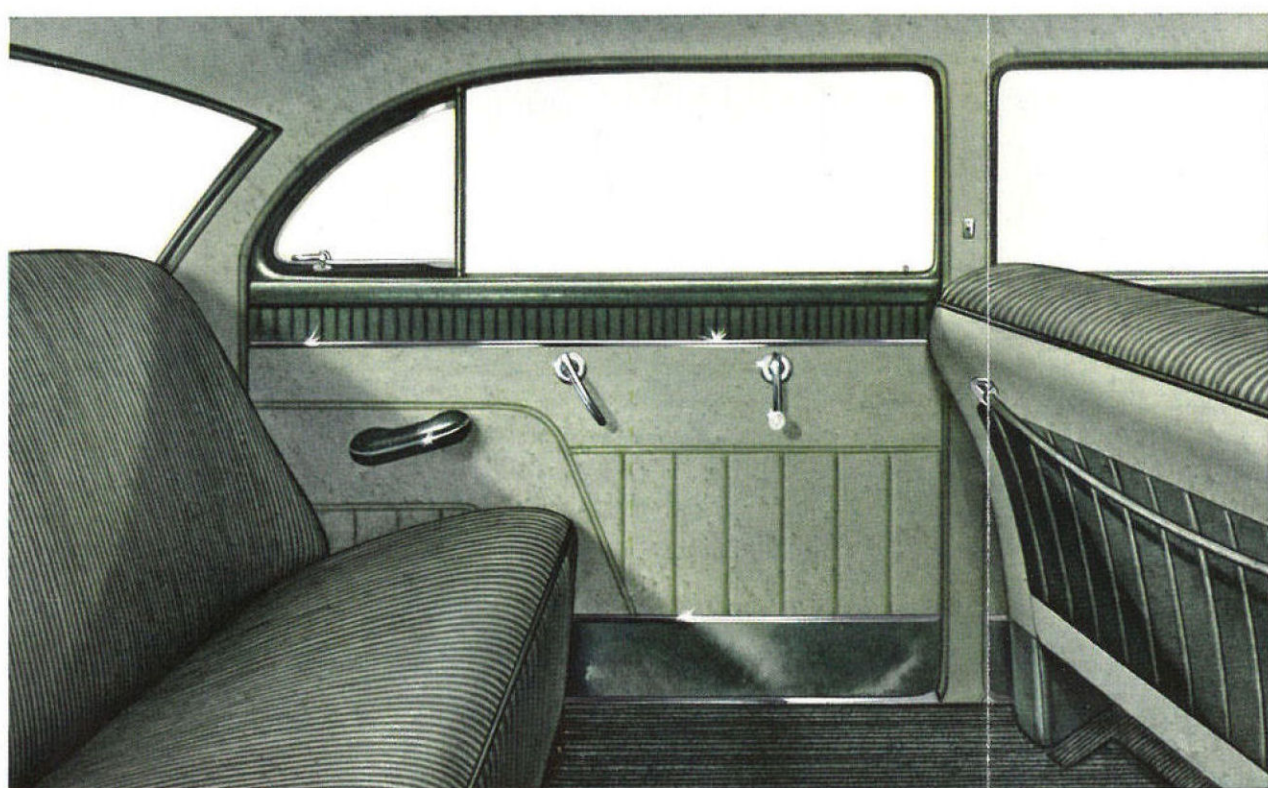
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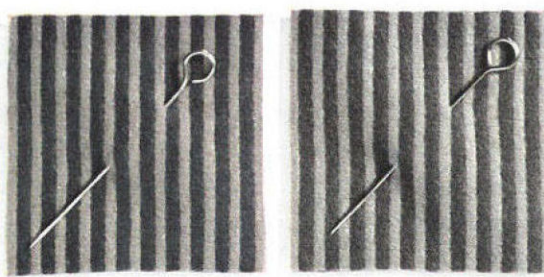
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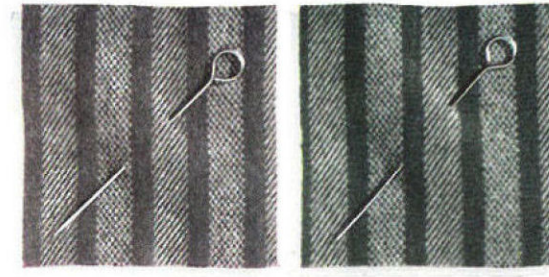
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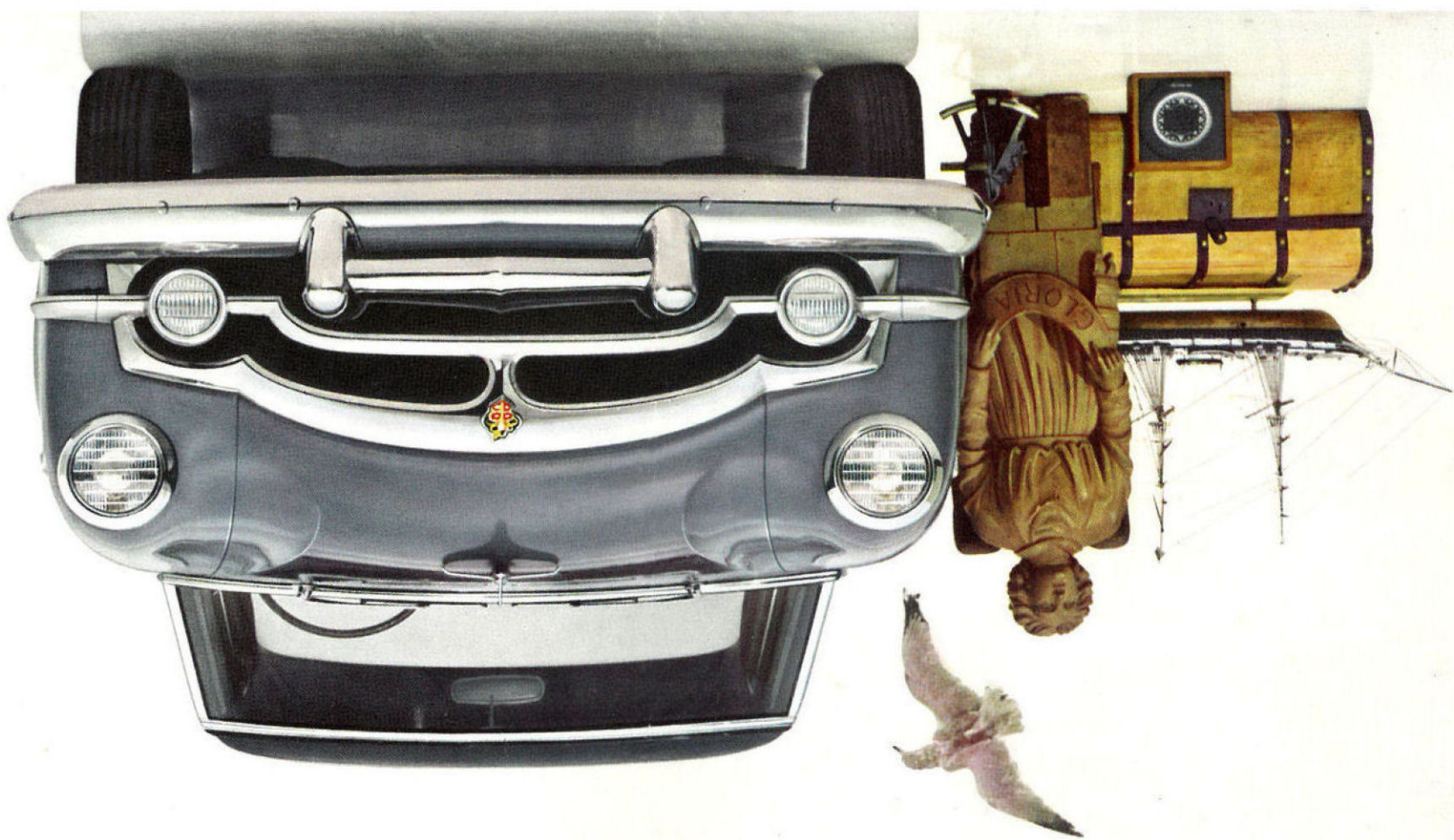


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FOR FIFTY-THREE

PACKARD CLIPPER

THE

BIG CAR VALUE AT MEDIUM CAR COST



PACKARD MOTOR CAR COMPANY - DETROIT 32, MICHIGAN

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STEERING—Conventional; Packard Gemmer worm and 3-tooth roller type gear. Overall ratio 27.8 to 1. Turning radius 21.5 feet. Power Steering, optional at extra cost. Hydraulic, direct-acting type with rotor pump. Overall ratio 22.5 to 1. Turning radius 20.5 feet.

FRONT SUSPENSION—Packard independent front wheel suspension, rubber cord support arm inner bushings, Ball Control bar, Airplane-type, direct acting, full-flex shock absorbers.

REAR SUSPENSION—2 1/2 inch wide semi-elliptic springs, 5 1/2 inches long. Full-length composition inserts between leaves.

SHOCK ABSORBERS—Direct acting airplane type.

BRAKES—Safety-set hand brake, Packard Servo-Hydraulic, self-energizing type service brakes, Packard Power Brakes optional at extra cost.

WHEELS AND TIRES—With new Safety-Croove rims. Tire size: 15 x 7.00.

WHEELBASE—122 inches.

OVER-ALL LENGTH—213 3/4 inches from bumper.

STANDARD EQUIPMENT—Twin horns, two dual universal-hinged sun visors, bumper guards front and rear, bumper jack and tools, Turn indicators, foam cushion front seat, glove box light, clock, Wheel trim rings on Deluxe Clipper.

FUEL SYSTEM—Clipper and Deluxe Clipper: Dual downward carburetor, with two intake jets, automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Airomatic sliding control.

ELECTRICAL SYSTEM—Large capacity 45 ampere, air-cooled generator with automatic multi control. Seventeen plate, 100 ampere hour battery. New anti-lackout starter drive.

NEW WATERPOOF LIGHTING—Full automatic spark control. Sealed beam headlights.

ENGINE—Head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. Removable precision-type main and connecting rod bearings. 14 mm. spark plugs. Oil capacity: 7 quarts. Packard Clipper: 104 pounds; weight: 277 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 150 at 4000 r.p.m.; Crankshaft weight: 90 pounds.

TRANSMISSION—Packard Ultramatic Drive is optional at extra cost. Standard transmission has synchromesh, centrifugal, helically cut gears and nine ball and roller bearings. Five main bearings. Bore and stroke: 3 1/2 x 3 1/4 inches.

DRIVE—Helichex type through rear springs. Hypoid rear axle. Axle ratios are: Standard—3.39 to 1. Overdrive 4.1 to 1. Ultramatic Drive 3.58 to 1 on Clipper and 3.23 to 1 on Deluxe Clipper.

1953 ENGINEERING HIGHLIGHTS FOR PACKARD CLIPPERS AND DELUXE CLIPPERS



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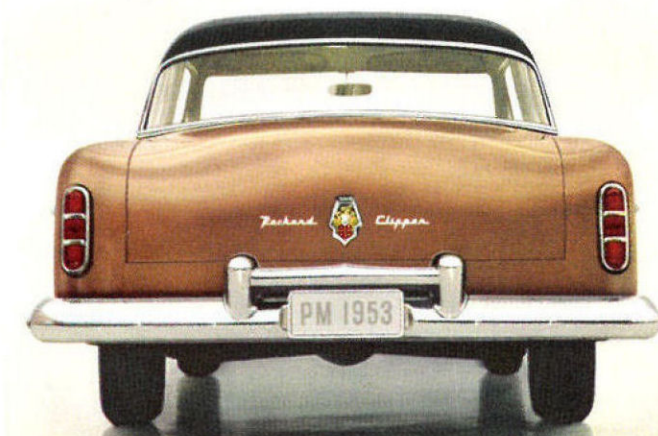
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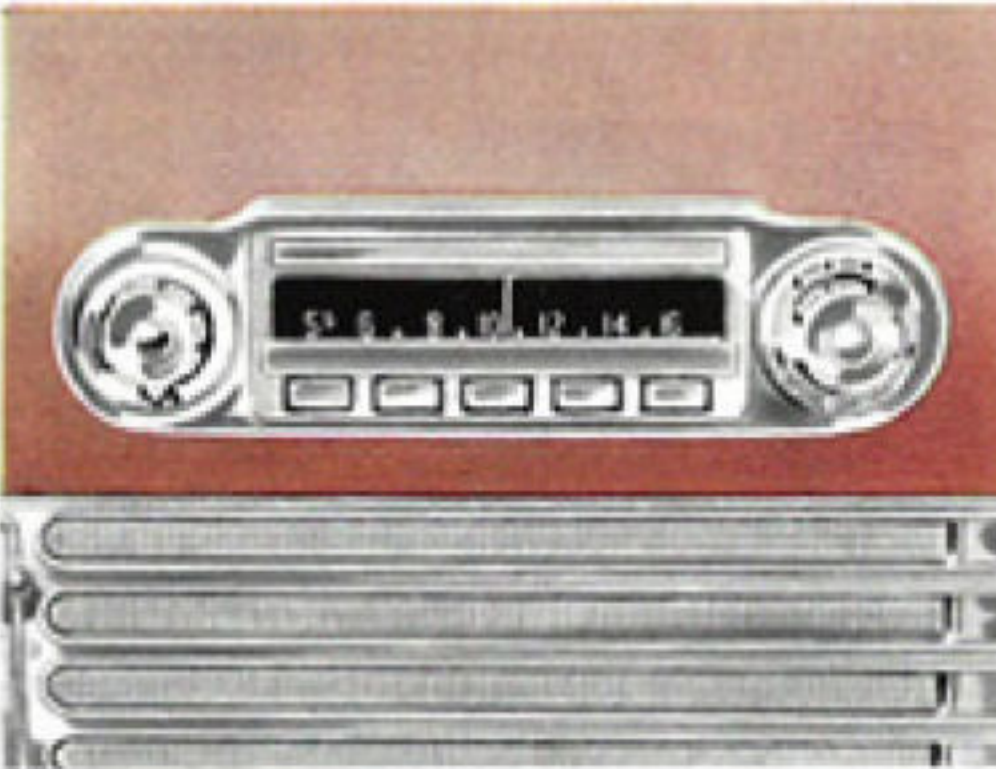
PACKARD CLIPPER

BRINGS YOU THE FEATURES
TO SEE FOR '53

Exciting new driving conveniences—
plus traditional built-in quality—
spotlight Packard's BIG-car value

Tri-Selector Radio*

—brand new and exclusive with Packard for '53—this revolutionary radio gives you push-button tuning, manual control and—when you are out on the open road—automatically tunes in the strongest signal! Conventional push-button radios* are also available.



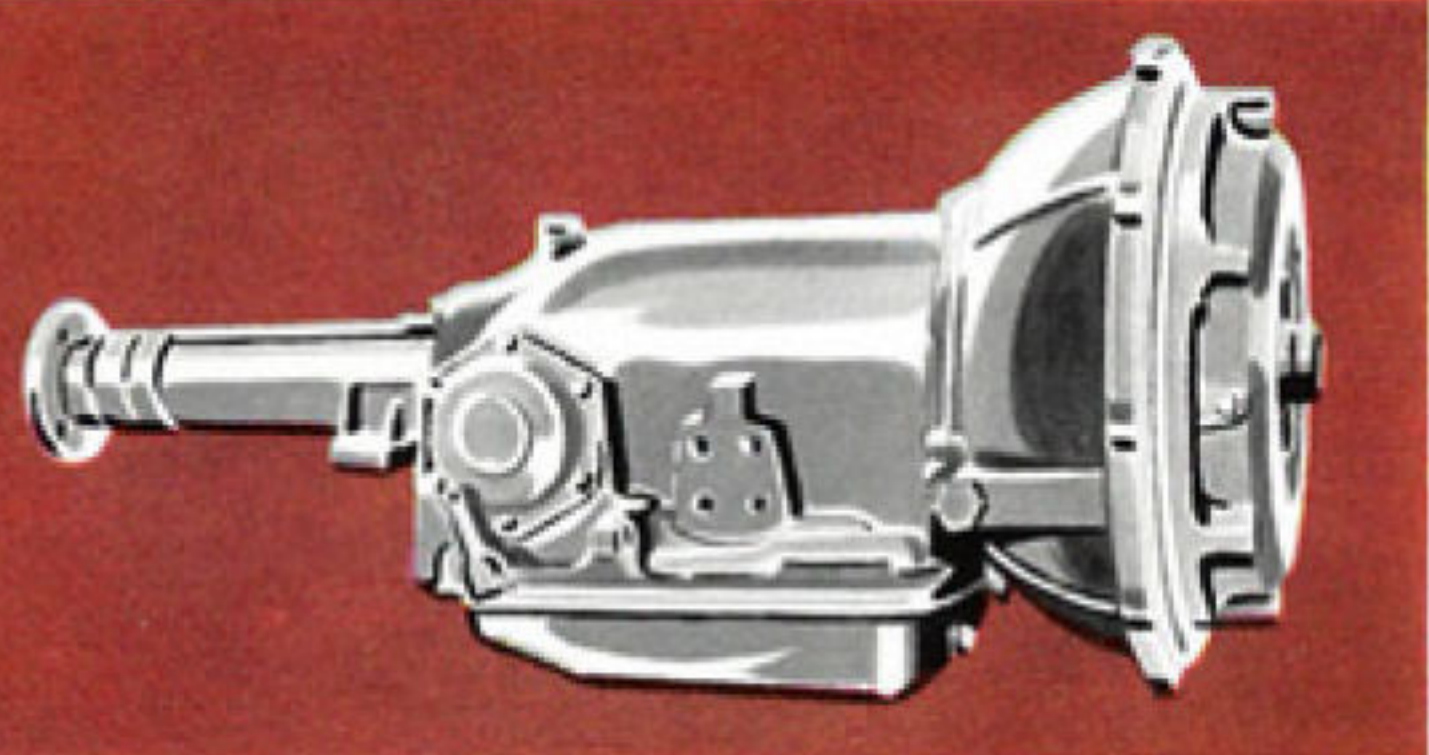
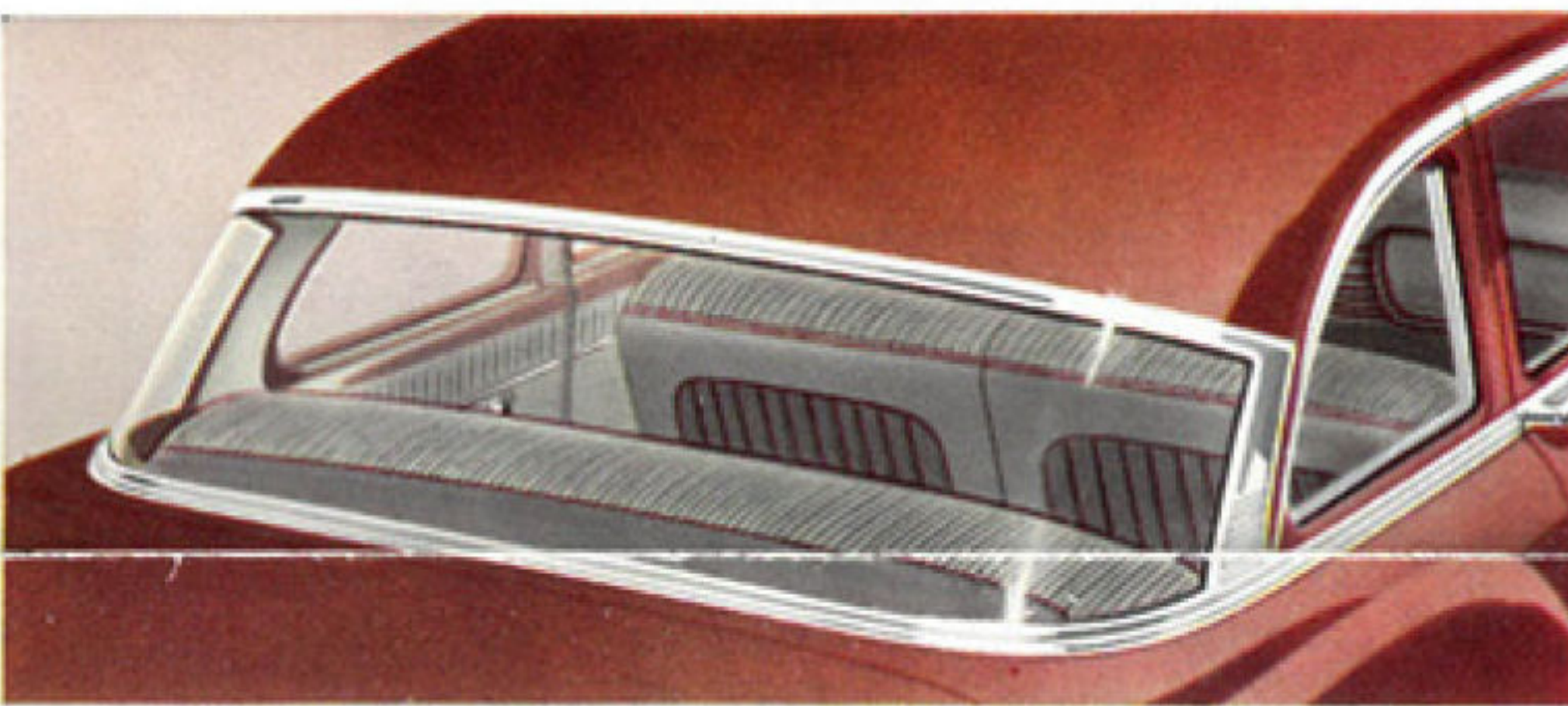
Power Brakes* for Easier Stops

Gentle toe-tip action gives you quick, safe stops with amazing Packard Power Brakes. They take 29% less time to apply, require 40% less foot pressure. Low-level brake pedal permits merely pivoting your foot from accelerator instead of lifting it.



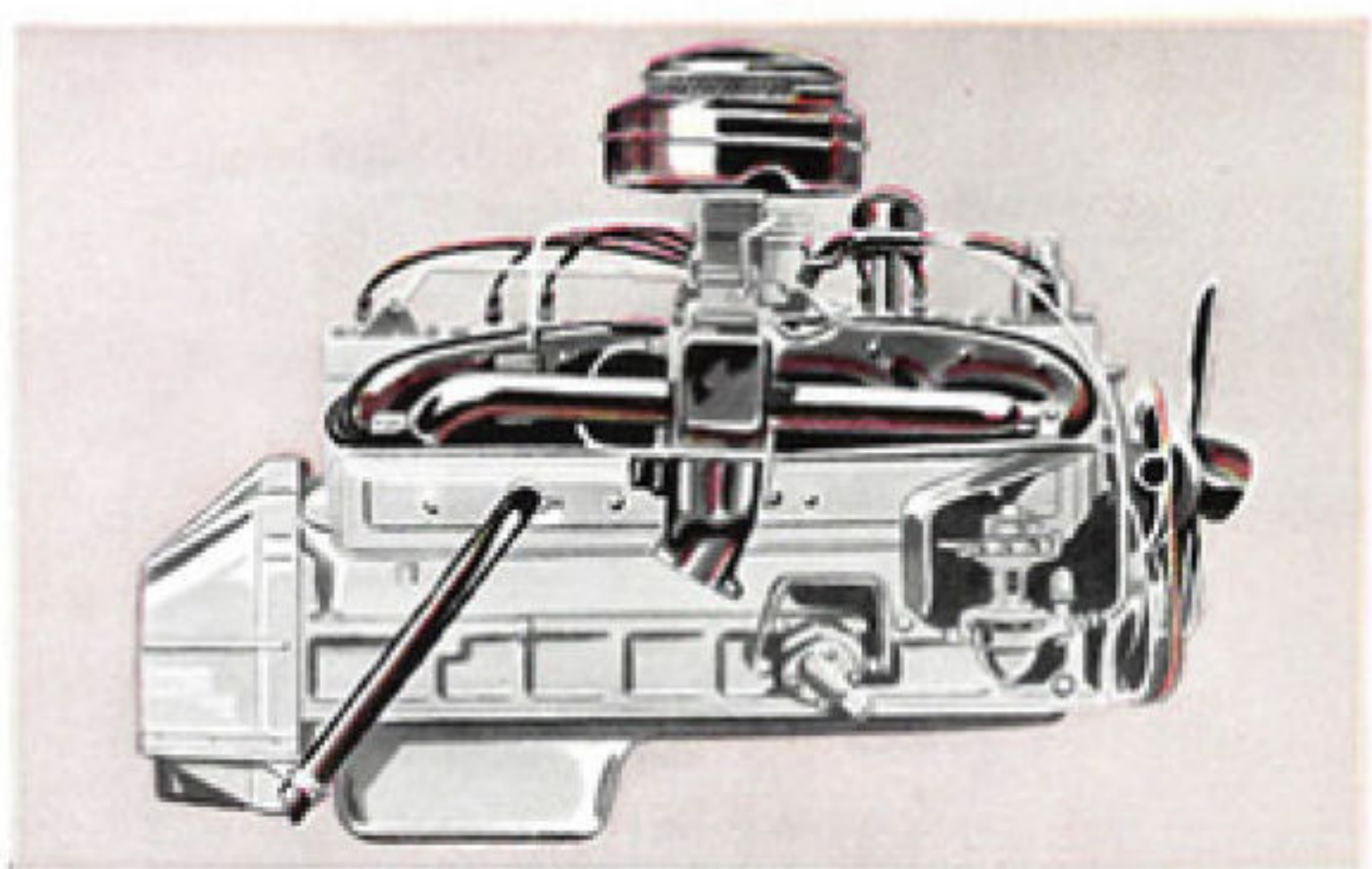
Wrap-Around Rear Window

Longer than a windshield, this broad expanse of safety glass commands a full view to the rear—one of many aids to better visibility offered by Packard's advanced contour styling. Another is Packard's drip moulding which extends across the front of the roof to keep excess rainwater from the windshield.



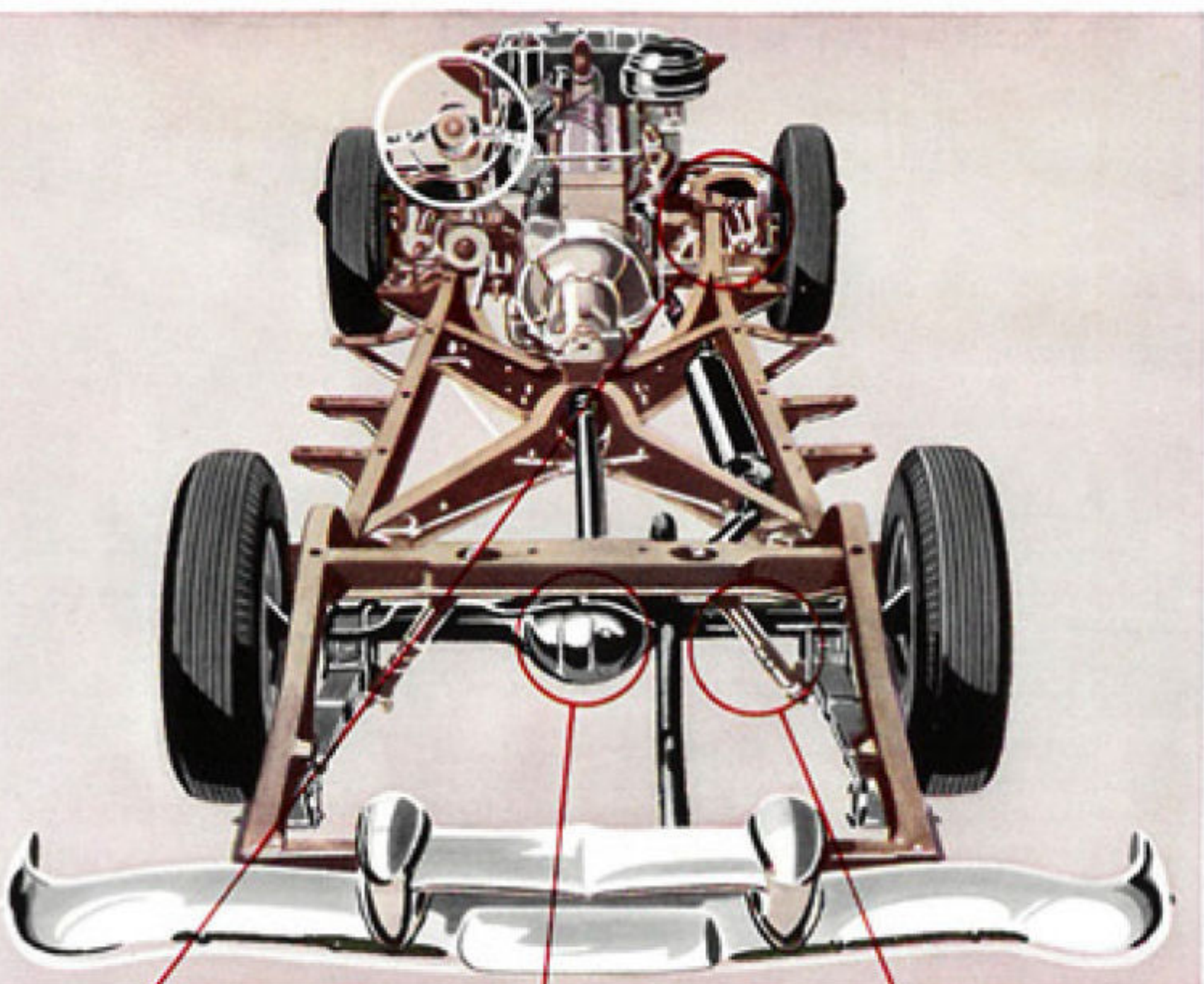
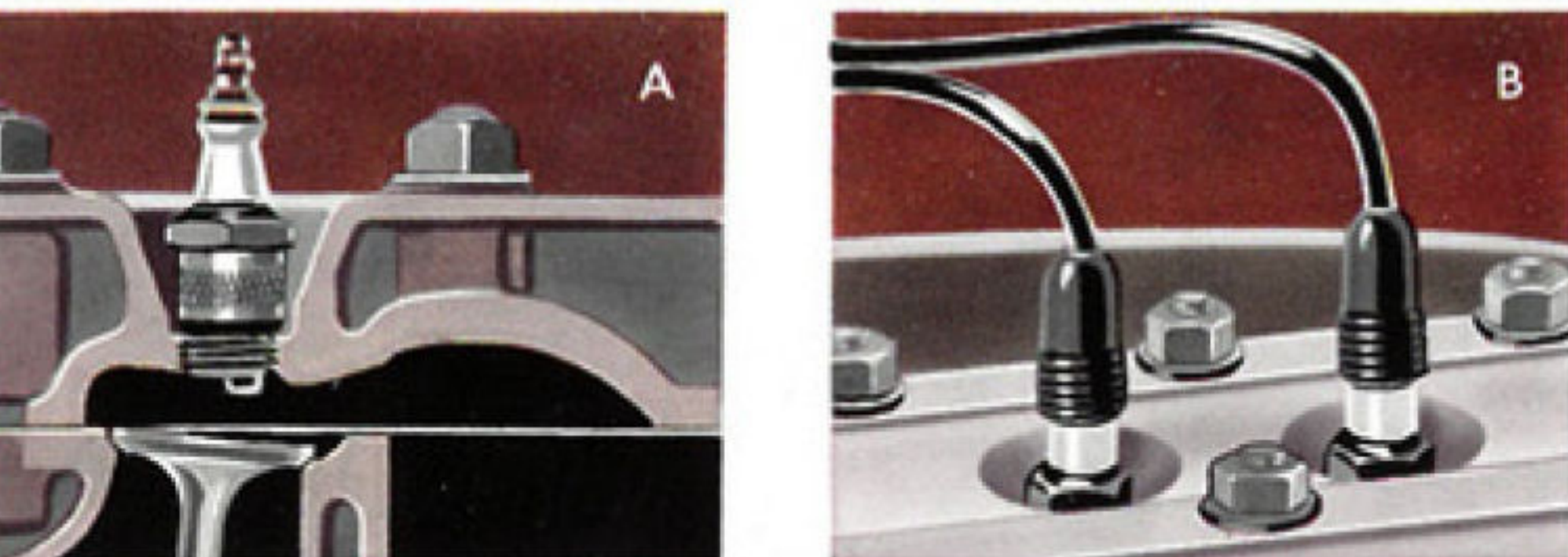
Finest of All No-Shift Drives

Only Packard has Ultramatic*, the automatic drive proved unsurpassed for super-smooth performance, safety and dependability. Ultramatic for '53 is even faster on the get-away, even smoother and quieter than when leading automotive editors acclaimed it "something to send rivals to their drawing boards!"



World's Highest-Compression Eight

Packard packs more power than ever with 1953's great new Packard Thunderbolt Engines. Improved L-head combustion chamber of a new design (see "A" below) achieves an 8.0 to 1 compression ratio in Deluxe Clippers. New waterproof ignition system (see "B" below) assures positive starting under even the most extreme conditions.



NEW FRONT-END SUSPENSION with live rubber mountings and lifetime needle roller bearings gives greater directional stability and smoother ride than ever before.

STRONGER REAR AXLE assures smoother, quieter and far more dependable service. Its 3.23 to 1 ratio approaches that of overdrive for greater gasoline economy.

DIRECT-ACTION SHOCK ABSORBERS have natural-rubber insulators and a greatly improved type of valving for a smoother, quieter ride over any kind of road surface.

*Optional at extra cost.



150-HORSEPOWER PACKARD CLIPPER TOURING SEDAN



THE BRILLIANT NEW PACKARD CLIPPERS FOR FIFTY-THREE

NOW . . . LOOK TO PACKARD—for greater horsepower! advanced contour car styling! new Power Steering! plus famous Ultramatic Drive!

150-Horsepower Packard Clipper Touring Sedan (above) combines the economy, rugged construction and all-round service of a town car with the youthful style and flashing performance of more expensive hard-tops. Packard's armor-ribbed safety bodies are cushioned at all mounting points and heavily insulated against sound for the world's quietest, most relaxing ride.

160-Horsepower Packard Deluxe Clipper Touring Sedan (right) is unquestionably one of the smartest-looking, fastest-stepping cars in Packard's 54-year history. Its 122-inch wheelbase assures exceptional riding qualities plus a surprisingly short turning radius. Guide-line fenders, chair-high seats and low hood give even the shortest driver a clear, unobstructed view ahead.

160-Horsepower Packard Deluxe Clipper Club Sedan (below) has extra-wide doors which open to a full 80 degree angle for easy entrance. The height of the front seat can be adjusted to suit your own individual comfort. Packard's sturdy grille of smart new design increases cooling efficiency from five to ten degrees. All '53 Packards have broad safety-rim wheels and rigid hood-and-fender support.



160-HORSEPOWER PACKARD DELUXE CLIPPER TOURING SEDAN

BIG CAR VALUE
AT MEDIUM CAR COST



160-HORSEPOWER PACKARD DELUXE CLIPPER CLUB SEDAN