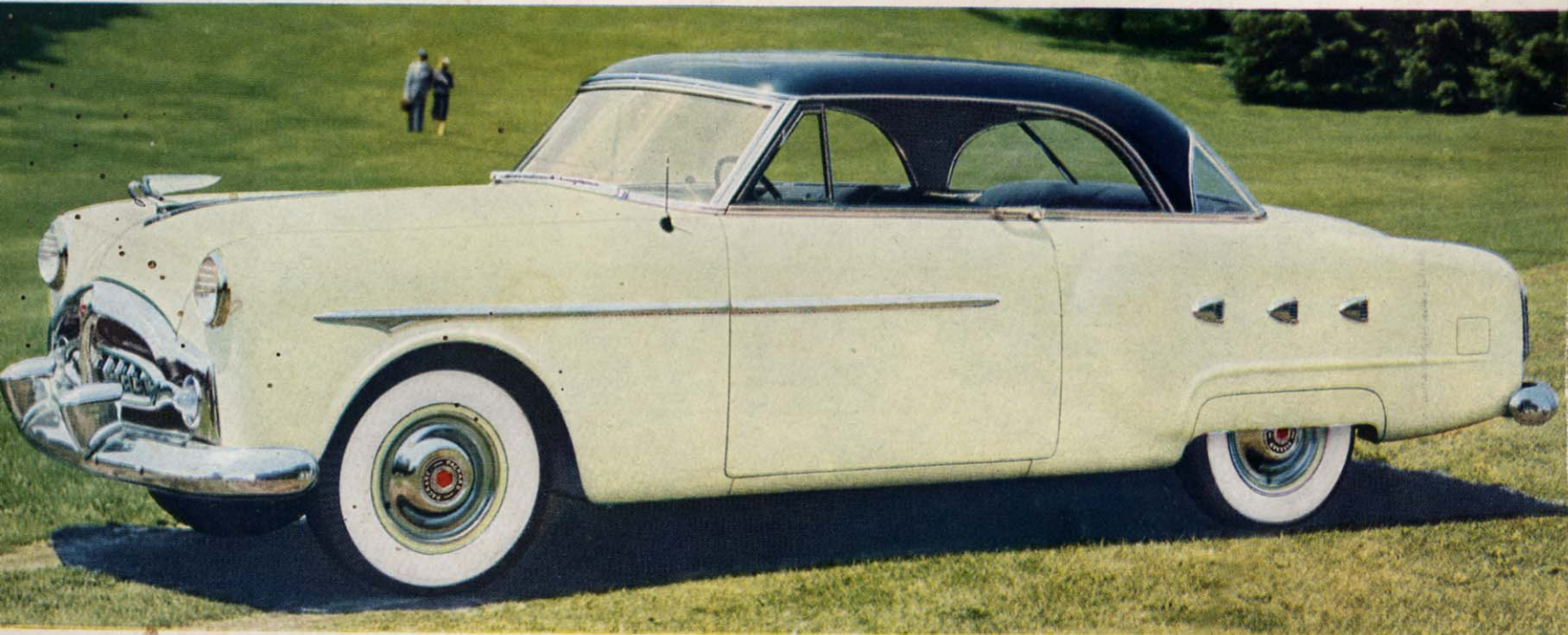


“Show Stopper”

Packard for 1952

Finer for you in '52

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!



PACKARD MOTOR CAR COMPANY
DETROIT 32, MICHIGAN

The most exciting new cars in America . . .

You'll never know how beautiful—how thrifty, power-packed and luxurious—a car can be until you see and drive the new Packard for '52

Here's everything you could hope for in America's most exciting new car! Better in 70 ways—lovelier to look at, livelier to drive—*it's engineered and precision-built to last!* You get flashing performance, amazing economy and *more built-in new car miles than in any other automobile!* Packard for '52 is truly the challenging car of today and for the years ahead. Packard's great record for long life proves that “Built like a Packard” means *built to last.*

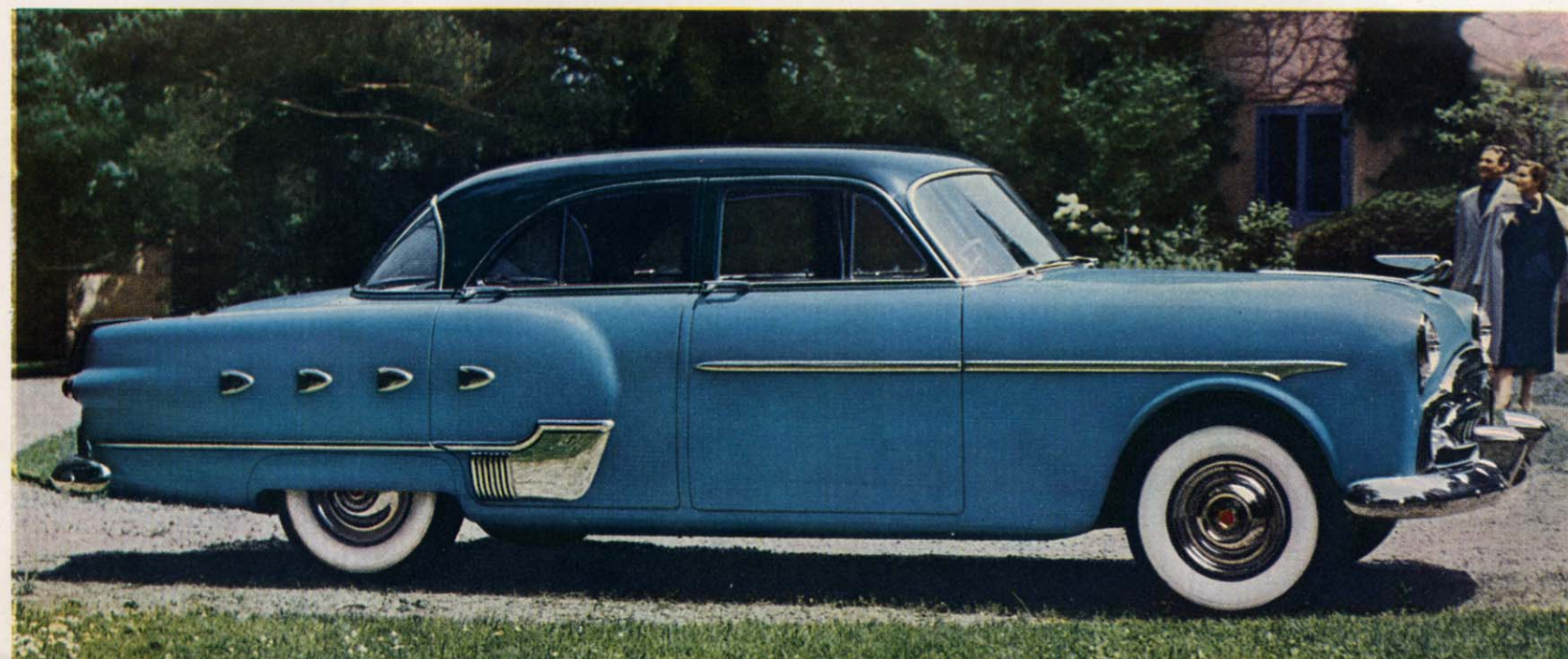
Handsome new interiors and fresh exterior color combinations accent the smart, low lines and youthful beauty of the magnificent new Packard for 1952.

If you are going to spend \$2500 for a car, then invest one hour in seeing how few dollars more it takes to own a Packard. Packard costs less to buy than you may think and the record over the years proves it costs less to own.



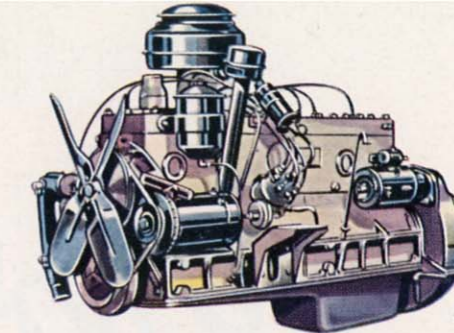
Here is everything you ever wanted in a motor car!

1952 Packard Patrician '400'—the most luxurious motor car in the world! Here America's highest-compression eight (rated at 155-horsepower and 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.

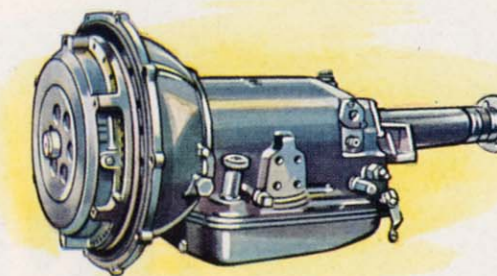




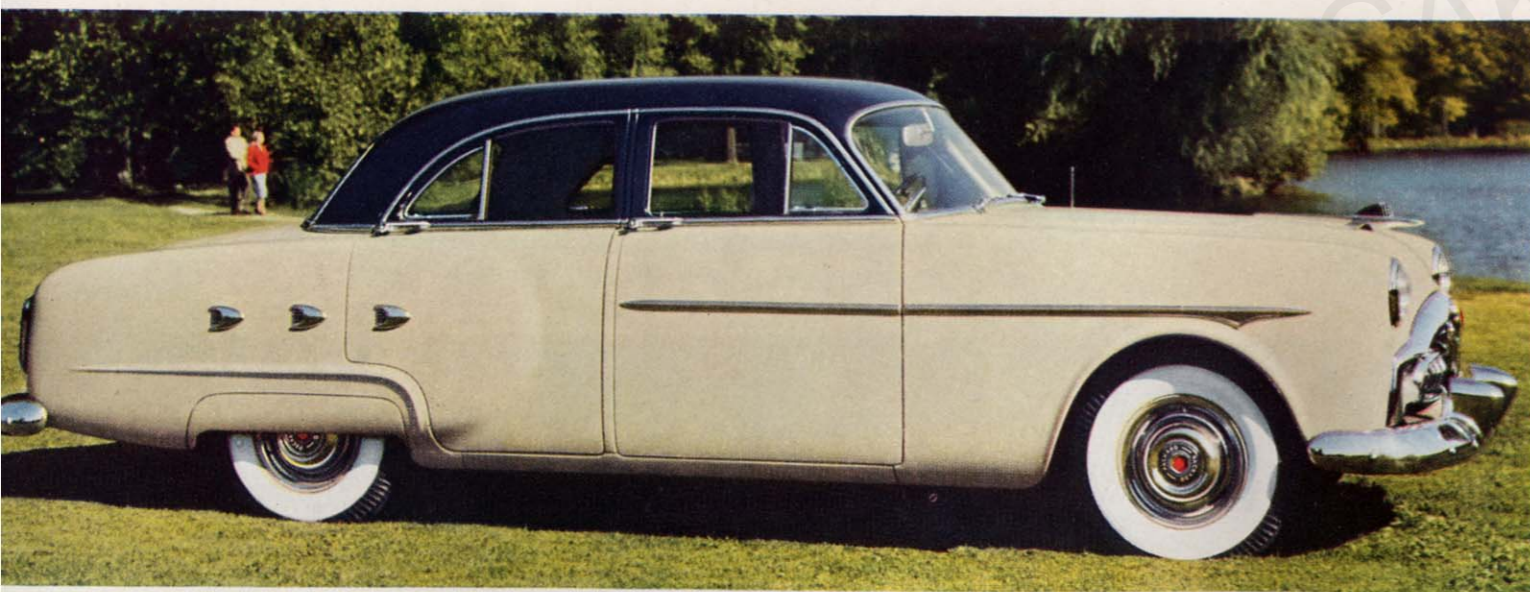
1952 Packard '300'—Soft spoken boss of the road! All of its extra wheel-base length is in interior length! Convenience features, of course, are here in abundance—with Packard's Teleglance instrument panel heading the list. And along with all its functional beauty and features, you get an unequalled brand of performance from its precision-built 150-horsepower Packard Thunderbolt engine.



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



Packard's *exclusive Ultramatic Drive* provides 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!



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 low-level hood is the greatest 135-horsepower achievement of Packard Thunderbolt Power!

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.

It's more than a car--it's a
Packard
Ask the man who owns one



Packard's new Easomatic power brakes* bring you the smoothest, fastest, most effortless braking ever. Easy-to-reach Safetiset parking brake eliminates danger of “half-on” brakes. Extra durability throughout.

*Optional at slight extra cost.

