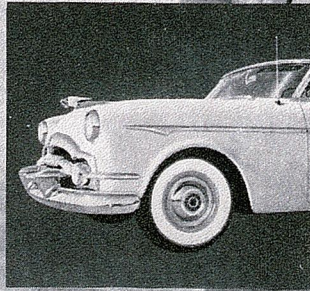


*So automatic...
it almost seems
to read your mind*

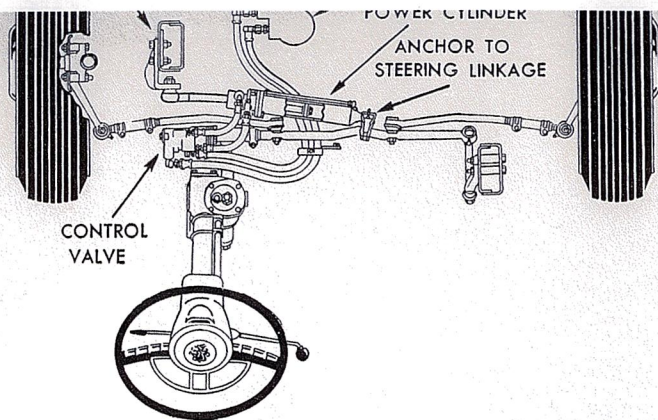
PACKARD *for '53*



PACKARD POWER STEERING

PACKARD ULTRAMATIC DRIVE

PACKARD POWER BRAKES

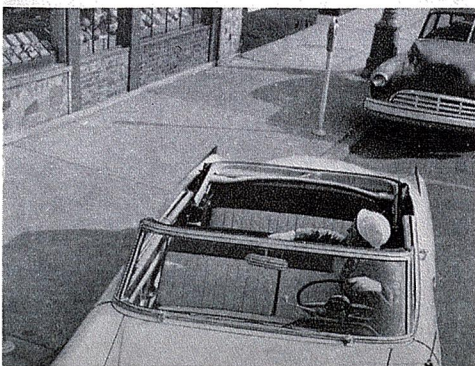


New milestone in ease of handling!

PACKARD POWER STEERING*

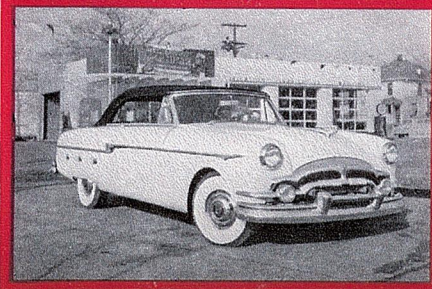
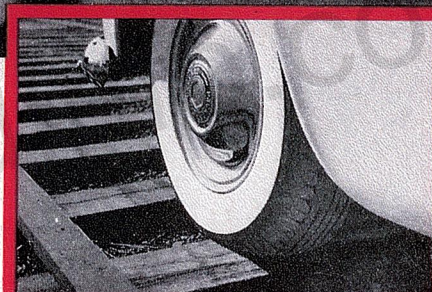
*Does 80% of the work - but you
always have positive control!*

Ever since James Ward Packard discarded the cumbersome, old-fashioned tiller and replaced it with the first modern steering wheel, the cars which bear his family name and crest have been known for their ease of handling and exceptional stability. Now Packard introduces the first power steering that acts *directly* on the front wheels, supplies 80% of the effort needed to turn them and further improves Packard's traditional roadworthiness. Packard Power Steering, Power Brakes and Ultramatic Drive are practical results of the dream of Packard Engineers to build the mythical car "that practically drives itself"—a dream that almost comes true with this year's great new Packards, and *Packard Clippers*—the *easiest-handling cars ever built!*



Quicker, easier parking!

The light touch 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. Now parking's no longer a chore!



Less driving fatigue!

The same smooth, silent, hydraulic power that helps you turn the front wheels effectively counteracts road shocks—holds the wheels true to the course you steer. You no longer "fight" the steering wheel over bumps, ruts or through snow.

Eliminates wheel "play"!

You enjoy the same sure sense of control with Packard Power Steering, which does 80% of the work and eliminates instability or "play". There's no tendency to "over-steer" and nothing new to learn.

No special service needed!

Routine checks of the fluid level—which any serviceman can do when your car is being lubricated—is all the attention that Packard Power Steering normally requires. Its simpler construction makes it safer, more dependable.

PACKARD POWER STEERING

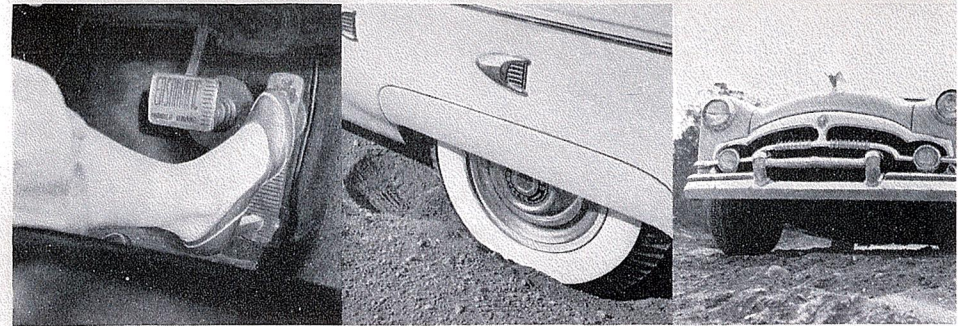


Now faster on the get-away, even smoother for '53!

When famous Packard Ultramatic Drive was first introduced—after 16 long years of development—the automotive editor of one leading national magazine acclaimed it something to send rival automakers back to their drawing boards!” Since then thousands upon thousands of Packard owners have endorsed his opinion. In everyday use—over hills, through traffic and in deep mud and snow—Packard Ultramatic has

proved itself the smoothest, safest and most dependable automatic drive in use today. Now 1953 brings 21 new advancements in famous Packard Ultramatic—refinements which mean faster pickup, smoother performance, thriftier cruising. Truly, even without Packard’s other great engineering advantages, Ultramatic Drive would be reason enough for choosing a Packard or Packard Clipper!

Easy to operate—safe at all times!



No clutch to push

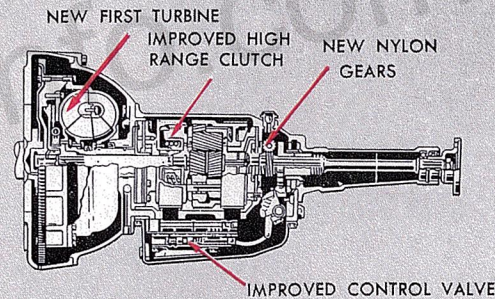
It won't take you more than a minute to feel new driving ease with Packard Ultramatic. Nothing could be simpler to learn.

Easy to "rock" car

You can change from forward to reverse almost instantly with Packard Ultramatic—can rock the car in deep sand or snow!

Full engine braking

Ultramatic gives you the safety of direct drive at speeds as low as 11-mph—full engine braking power is always available.



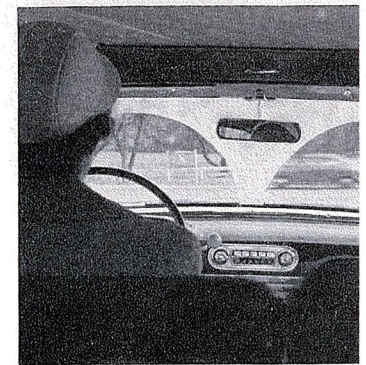
Two transmissions in one

Packard Ultramatic Drive combines the surging pickup of an all-fluid transmission with the safety and gas economy of direct-drive transmission at cruising speeds.

*Last word in smooth,
no shift control!*

**PACKARD
ULTRAMATIC***
*unlike any other
AUTOMATIC DRIVE*

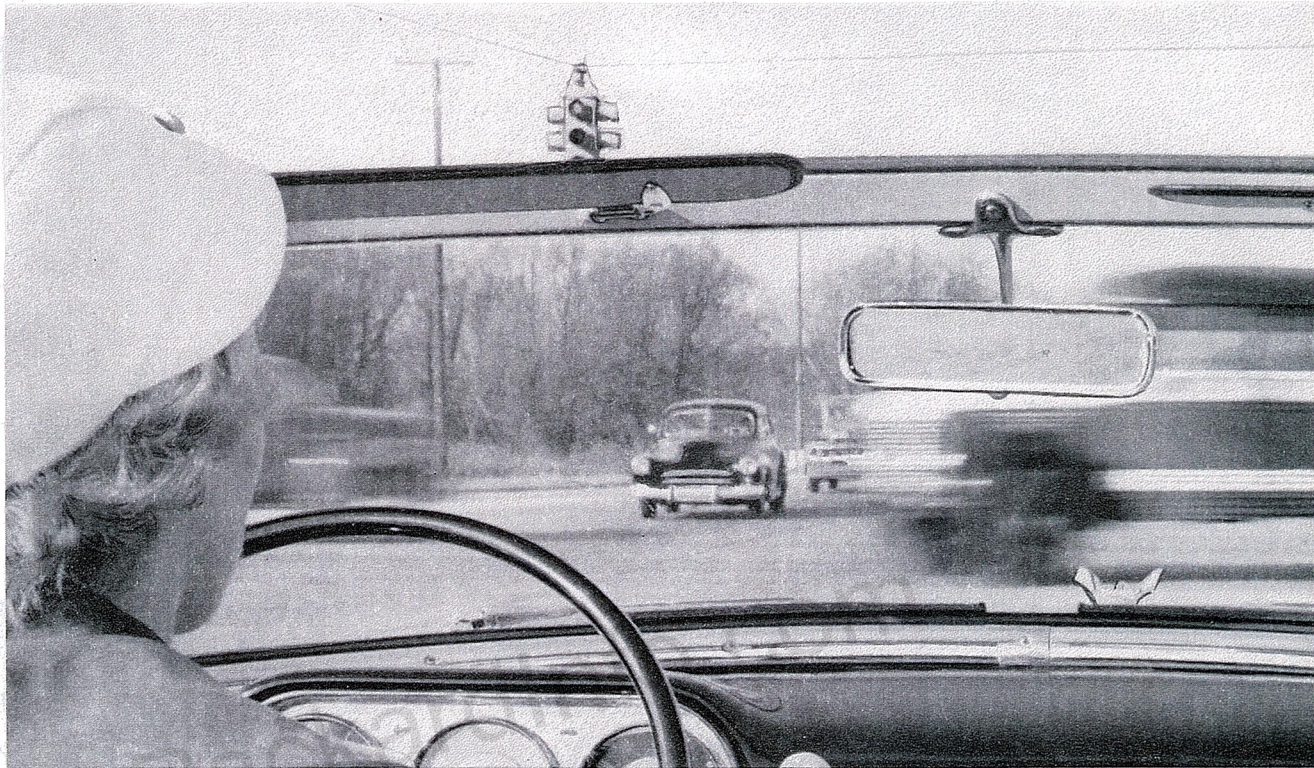
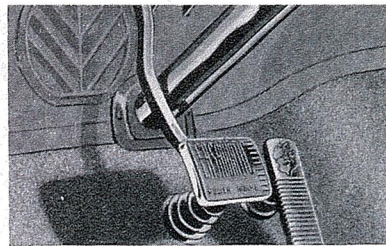
*in its
better design,
performance and safety*



Few service worries

Periodic checkups on the fluid level by Packard Dealer—when your car is lubricated—is all the attention that Packard Ultramatic Drive normally requires.

Power Brakes
for Easier, Safer Stops



A great new high in driving safety

PROVED

PACKARD POWER BRAKES*

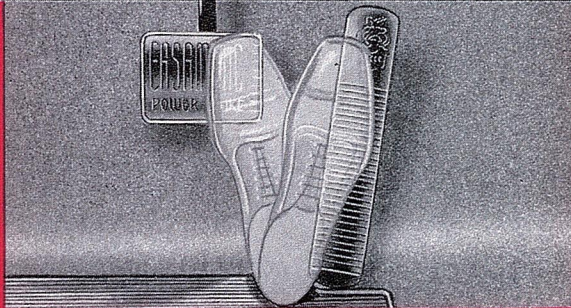
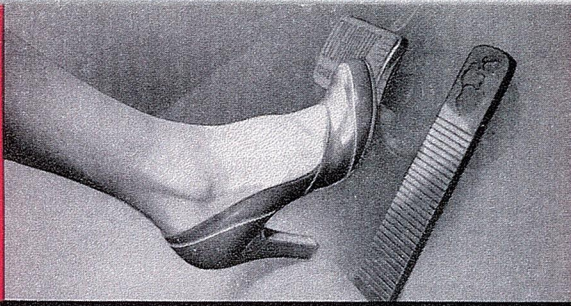
for the fastest, easiest stop in any car!

Not since 1924, when Packard was one of the first to offer four-wheel brakes as standard equipment, has there been so important a contribution to safer, easier stopping as Packard Power Brakes! Proved by thousands of Packard owners in hundreds of thousands of motoring miles, these fast-acting brakes use engine vacuum to

supply 40% of the braking effort and to assure normal pedal action. In the unlikely case of engine failure, Packard's vacuum reservoir takes over. These are the first power brakes on any passenger car to offer you the extra convenience of a low-level brake pedal, *which cuts 29% from the average time it takes to apply brakes!*

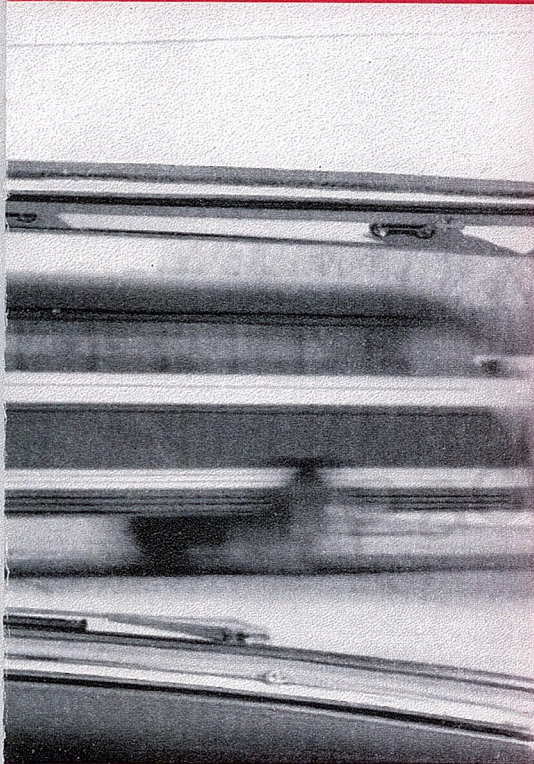
So Safe, So Sure!

You don't even have to lift your foot off the floor to get faster, easier stops with proved Packard Power Brakes! Just the gentlest of toe-tip pressure—40% less pressure, in fact—is all that they require. Proved safe, sure and thoroughly dependable under every driving condition, Packard Power Brakes are a great advancement in car control.



So Easy to Use!

You merely pivot your foot from the accelerator to press Packard's convenient, low-level, power brake pedal. This "step"-saver cuts 29% from the average time it takes to apply brakes—means faster stops! In emergencies, when a split second can make all the difference in the world—Packard Power Brakes prove they are worth many times more than their small extra cost.

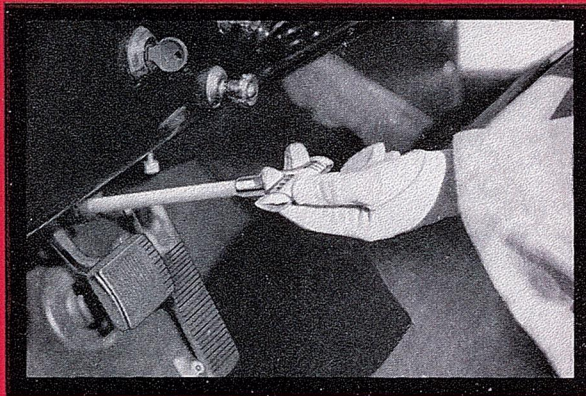


Smooth,
Straight-
Line
Stops
Every
Time

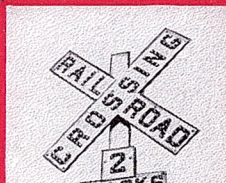


Exclusive "ON" or "OFF" hand brake

You find another Packard first in the Safti-Set Parking Brake, which can't accidentally be left halfway "ON" to cause brake-lining wear when the car is in motion. Your Packard won't budge until this hand brake is all the way "OFF."

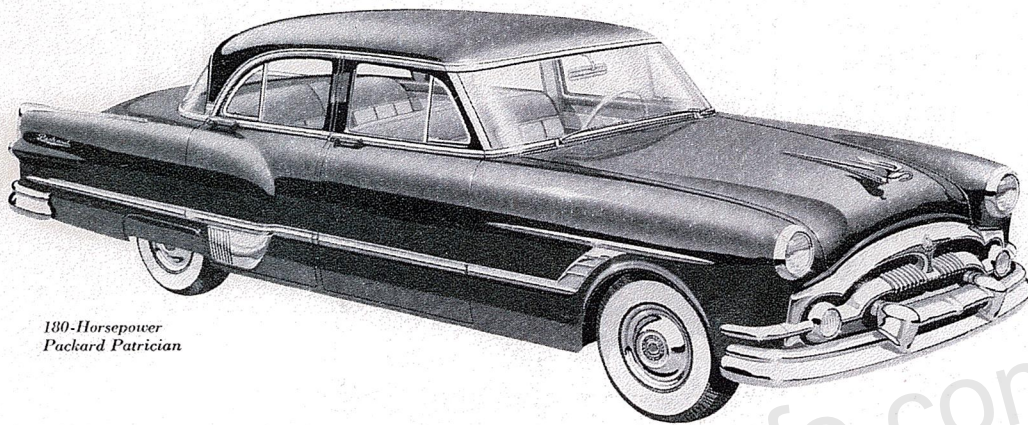


You can't imagine how quick and easy stopping a car can be until you've tried proved Packard Power Brakes.



PACKARD POWER BRAKES

Now — you can choose from
12 New Exciting Models for '53!

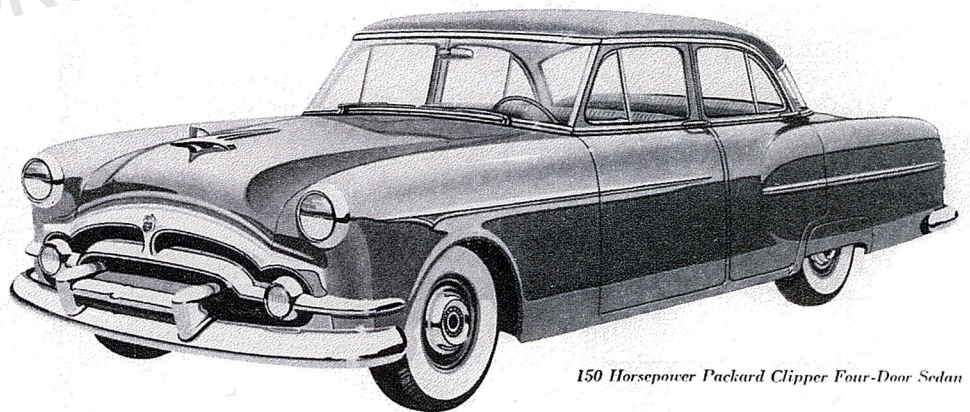


130-Horsepower
Packard Patrician


For America's
 Most Individual Fine Car
 ... A Choice of Seven
 Distinguished PACKARDS!
 Great New Cars
 with a Grand Old Name!

PackardInfo.com

For America's Truly
 BIG-CAR VALUE
 at Medium-Car Cost . . .
 A Choice of Five Sensational
 All-New PACKARD CLIPPERS!



150 Horsepower Packard Clipper Four-Door Sedan


 All PACKARDS
 and PACKARD CLIPPERS!

. . . are personalized by a wide selection of exquisite color and upholstery combinations to meet the most discriminating tastes.

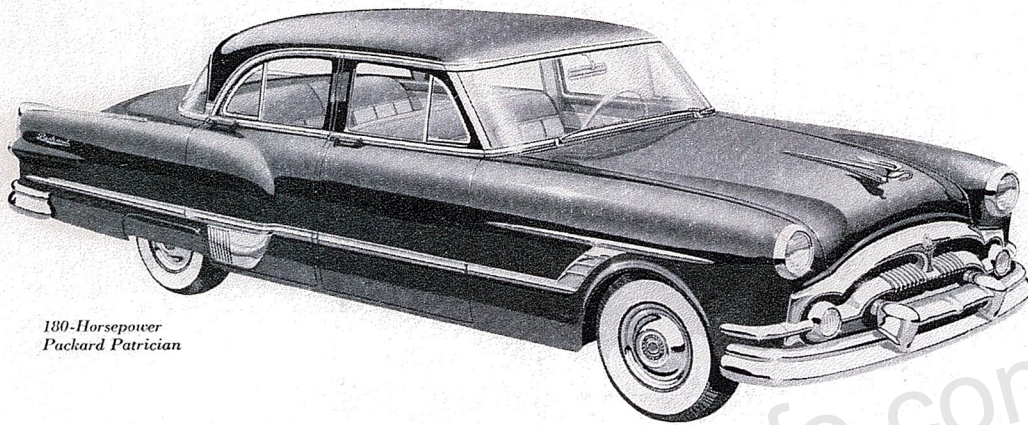
*NOW...ask the Man Who Owns One
 and the Woman Who Drives One!*

PACKARD

*Optional equipment at extra cost. White wall tires, rear fender shields are also extra cost equipment.

PACKARD MOTOR CAR CO. RESERVES RIGHT AT ANY TIME, AND WITHOUT NOTICE OR OBLIGATION, TO ALTER THE DESIGN OF, OR TO DISCONTINUE ANY MODEL OR PRODUCTS; TO CHANGE PRICES; AND TO CHANGE ANY SPECIFICATIONS INCLUDING, BUT NOT LIMITED TO, COLORS, MATERIALS, DIMENSIONS OR EQUIPMENT.

Now — you can choose from
12 New Exciting Models for '53!

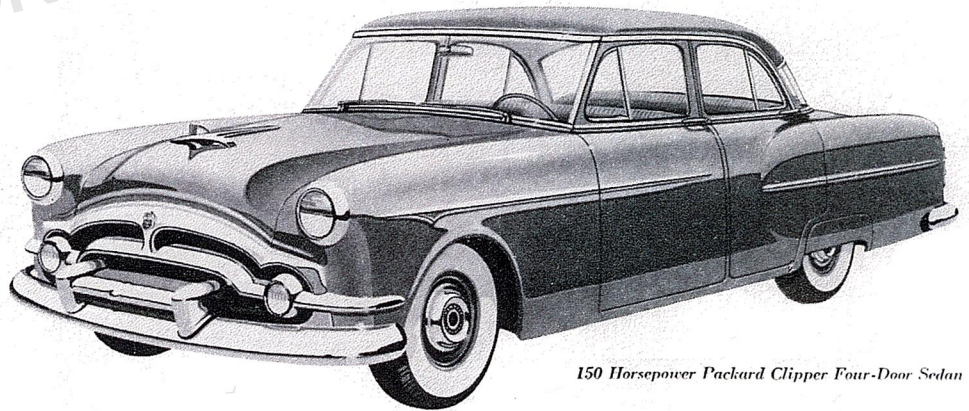


180-Horsepower
Packard Patrician


For America's
Most Individual Fine Car
... A Choice of Seven
Distinguished PACKARDS!
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with a Grand Old Name!

PackardInfo.com

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BIG-CAR VALUE
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