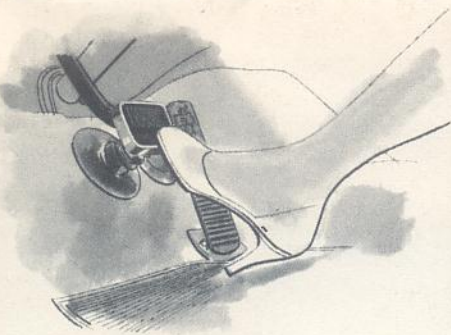


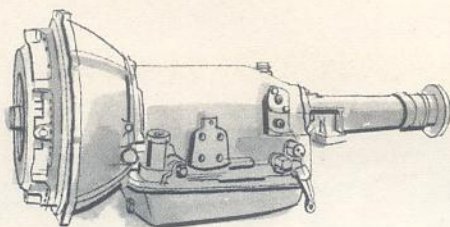
NOW...LOOK TO
PACKARD
for '33





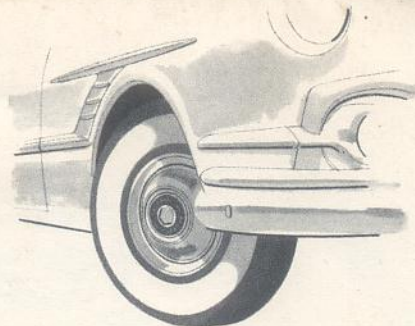
PACKARD POWER BRAKES*

Toe-tip action gives you faster, easier stops with proved Packard Power Brakes. They require 40% less foot pressure, take 29% less time to apply than other brakes.



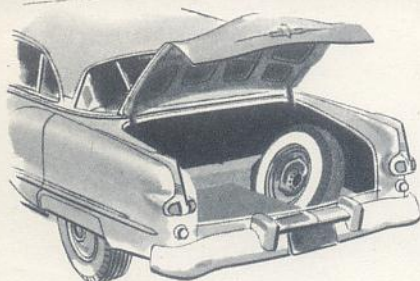
FINEST NO-SHIFT DRIVE

Exclusive Packard Ultramatic* — unlike any other automatic drive for super-smooth performance, safety and dependability — is even faster on the get-away, smoother and quieter for '53.



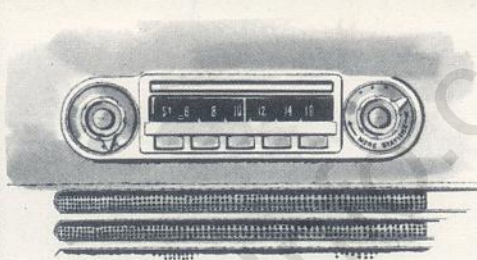
NEW FRONT-END SUSPENSION

Live rubber bushings in Packard's new front-end suspension absorb road shocks, make steering easier. Packard stability is unmatched!



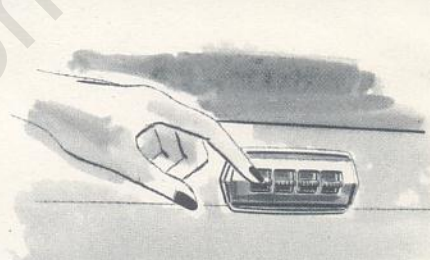
MORE LUGGAGE SPACE

Lift the balanced lid of Packard's sweeping rear deck and you'll find the largest luggage compartment of any sedan. Pivoted Packard crest on ornamental lift protects the lock from weather.



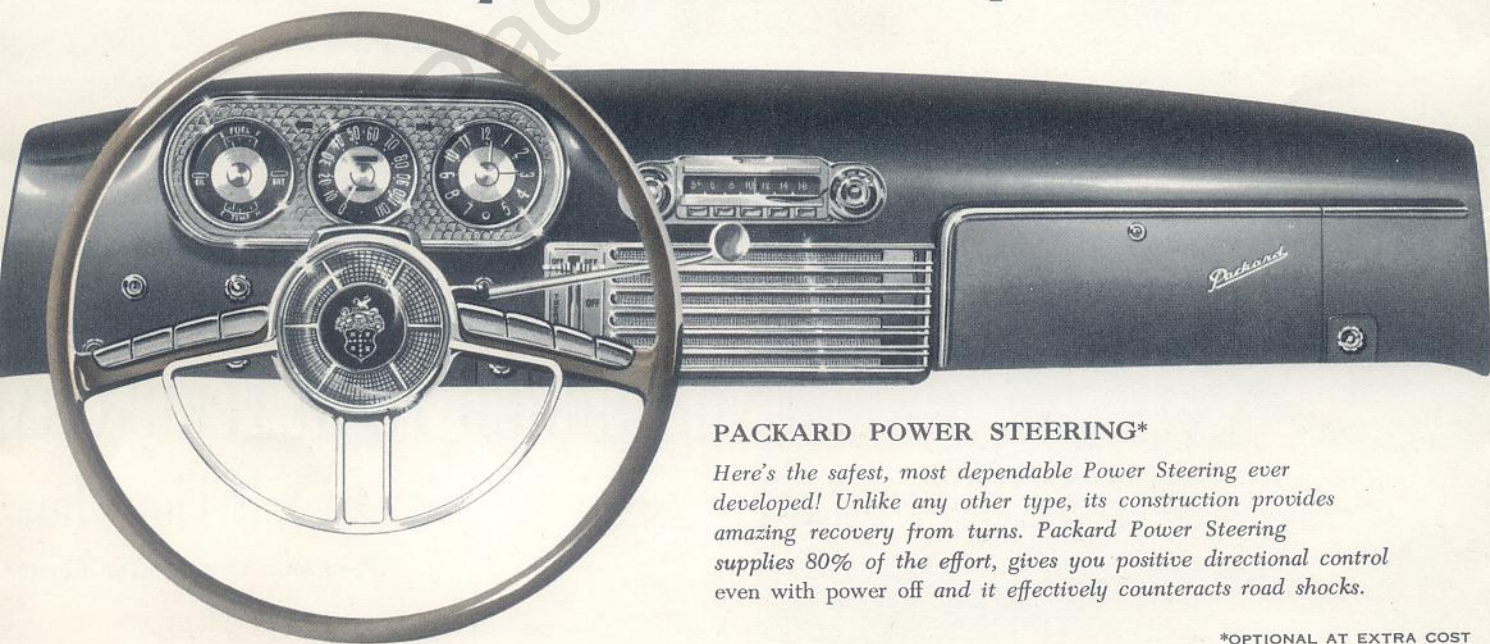
THREE-WAY TUNING RADIO*

Brand new for '53 — and exclusive with Packard — this revolutionary radio gives you pushbutton tuning, manual control and — when out on the open road — automatically tunes in the strongest signal!



PUSHBUTTON WINDOWS*

Just press a button and smooth, silent hydraulic power raises or lowers any window. Master controls permit you to regulate every window from the driver's seat.



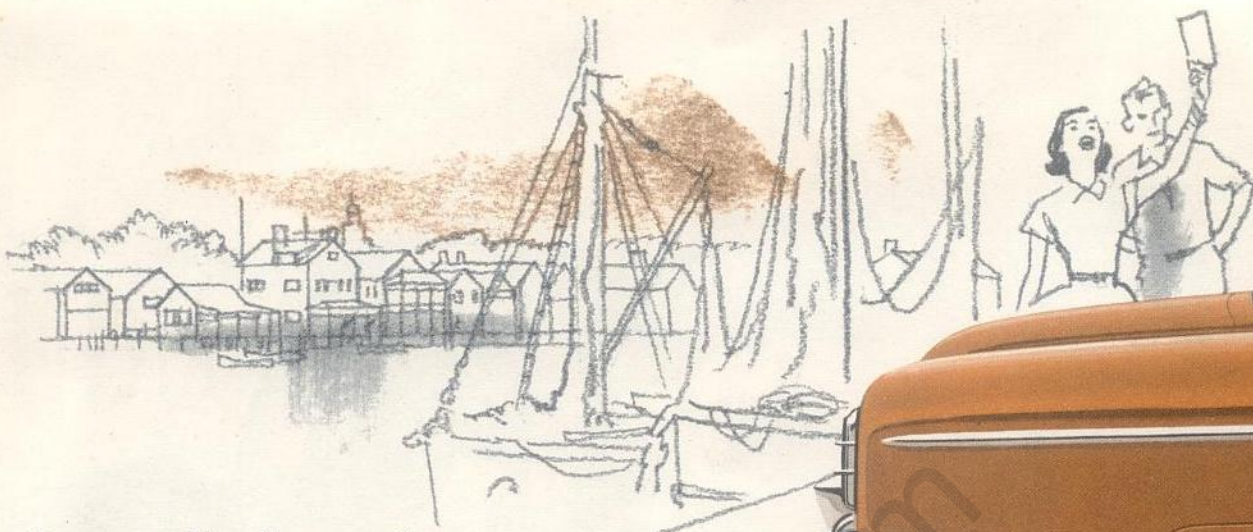
PACKARD POWER STEERING*

Here's the safest, most dependable Power Steering ever developed! Unlike any other type, its construction provides amazing recovery from turns. Packard Power Steering supplies 80% of the effort, gives you positive directional control even with power off and it effectively counteracts road shocks.

*OPTIONAL AT EXTRA COST

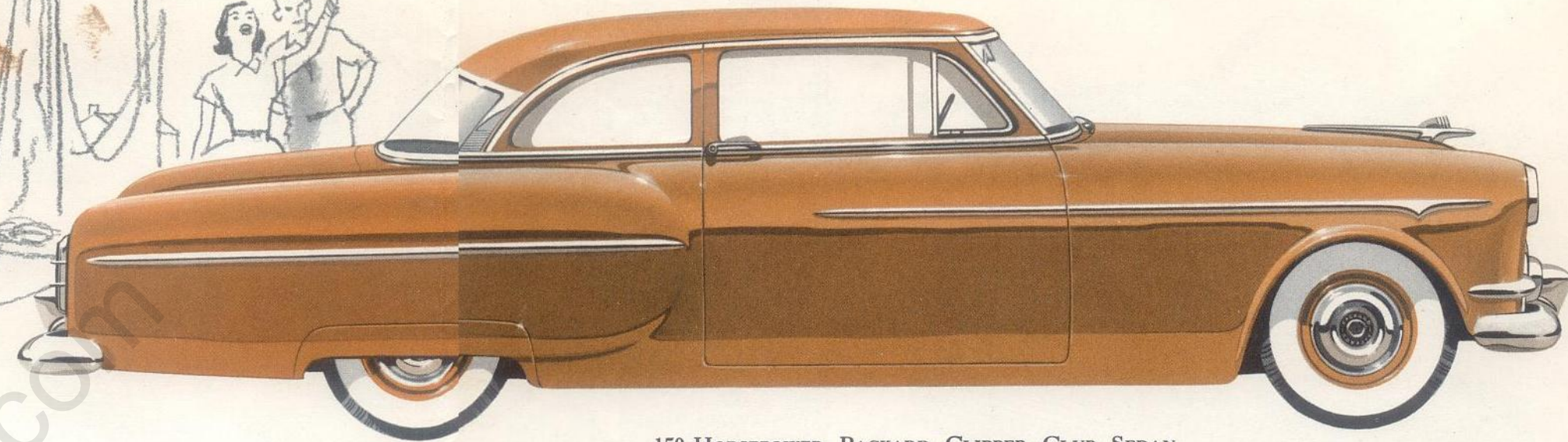
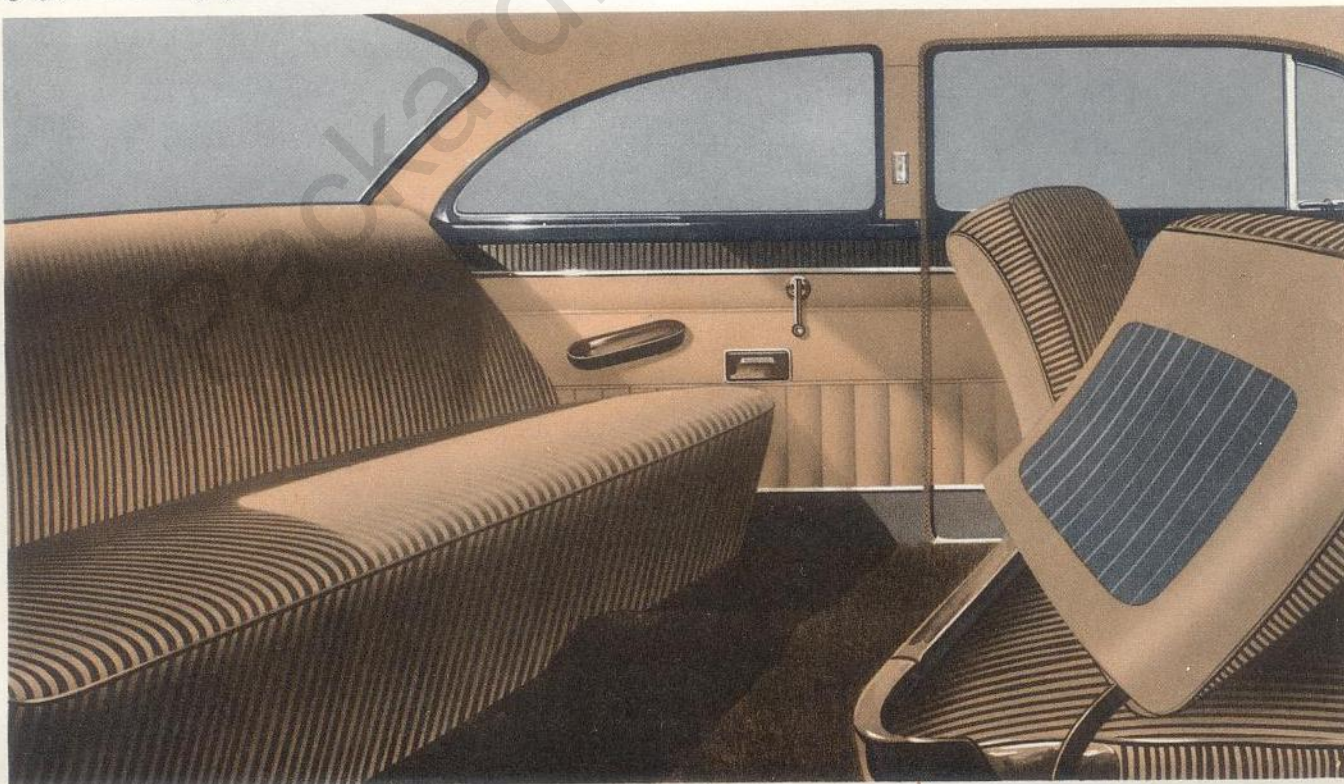


150-HORSEPOWER PACKARD CLIPPER 4-DOOR SEDAN



LUXURIOUS NEW TAILORED INTERIORS

Extra-wide doors make Packard's roomy, comfortable interiors easy to enter. Seats are as wide as the car is high. Instrument panel, window mouldings and hardware harmonize with your smart new color choice. The Packard CLIPPER interior (shown at right) offers you three popular striped patterns — dark and light green, dark and light grey or blue and grey. The Packard DELUXE CLIPPER interior (shown below) features soft stripes of luxurious, long-wearing Bedford Cord. Choose contrasting greens, greys, or blue and grey.



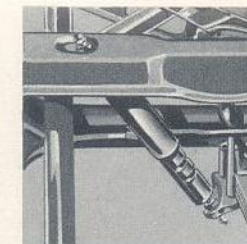
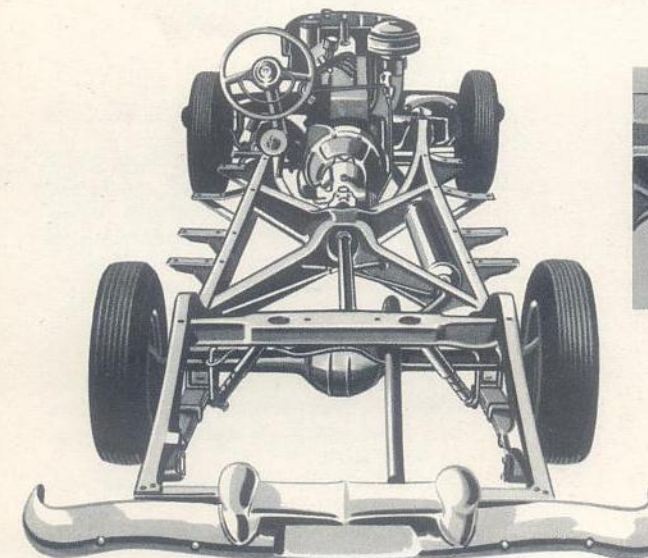
150-HORSEPOWER PACKARD CLIPPER CLUB SEDAN

THE PACKARD CLIPPERS

As trim and taut as the famous Clipper Ships of old, the power-packed 1953 Packard CLIPPER Club Sedan and 4-Door Sedan offer you BIG-car comfort at medium-car cost.

Their 122-inch wheelbase assures exceptional riding qualities, space to spare inside and a turning radius surprisingly short. Note Packard's wrap-around rear windows, guide-line fenders and wide, one-piece windshields. Inside and out, they are the best-LOOKING cars in their price range — as well as the best-performing!

RUGGED PACKARD CHASSIS NOW BETTER THAN EVER

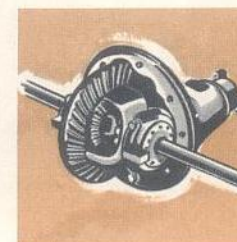


NEW SHOCK ABSORBERS

Packard's direct-acting shock absorbers with natural rubber insulators adjust themselves for a smoother, quieter ride over any road surface.

STRONGER REAR AXLE

The new Packard rear axle assures more quiet and longer service. Its 3.23 to 1 ratio on DELUXE CLIPPERS approaches that of overdrive.



MORE POWER TO PACKARD CLIPPERS!

Look to Packard — for higher horsepower, new Packard Power Steering, proved Packard Power Brakes, Ultramatic Drive and advanced contour styling!

From Packard — master motor builders for 54 years and America's second oldest automobile company — come the cars to see for '53! Here are ten power-packed new models, covering three price ranges. So no matter what you plan to spend, look to Packard for your best new-car value.

SEE PACKARD CLIPPERS AND PACKARD DELUXE CLIPPERS for true big-car value at medium-car cost. These 150- and 160-h.p. beauties offer you the flashing performance and style of a big car at the prices of regular two- and four-door sedans.

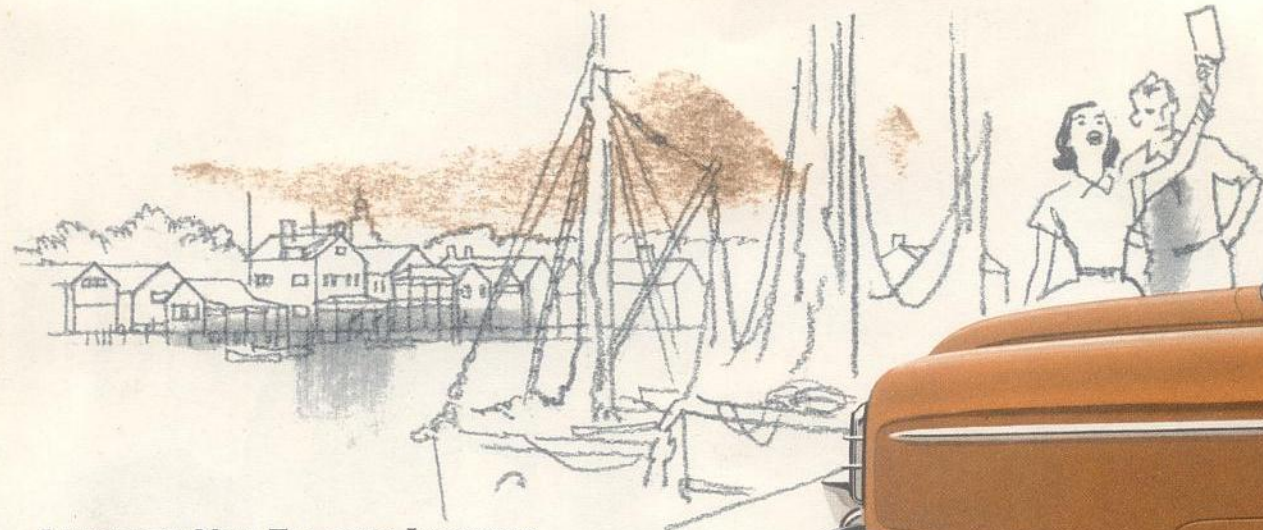
AND MORE POWER TO '53 PACKARDS!

SEE PACKARD'S SUPERB '300' LINE for America's greatest fine-car values. Luxuriously styled inside and out, the 1953 Packard CONVERTIBLE, MAYFAIR

and CAVALIER pack power to spare with their mighty 180-h.p. Packard Thunderbolt Engine, America's highest-compression in-line eight!

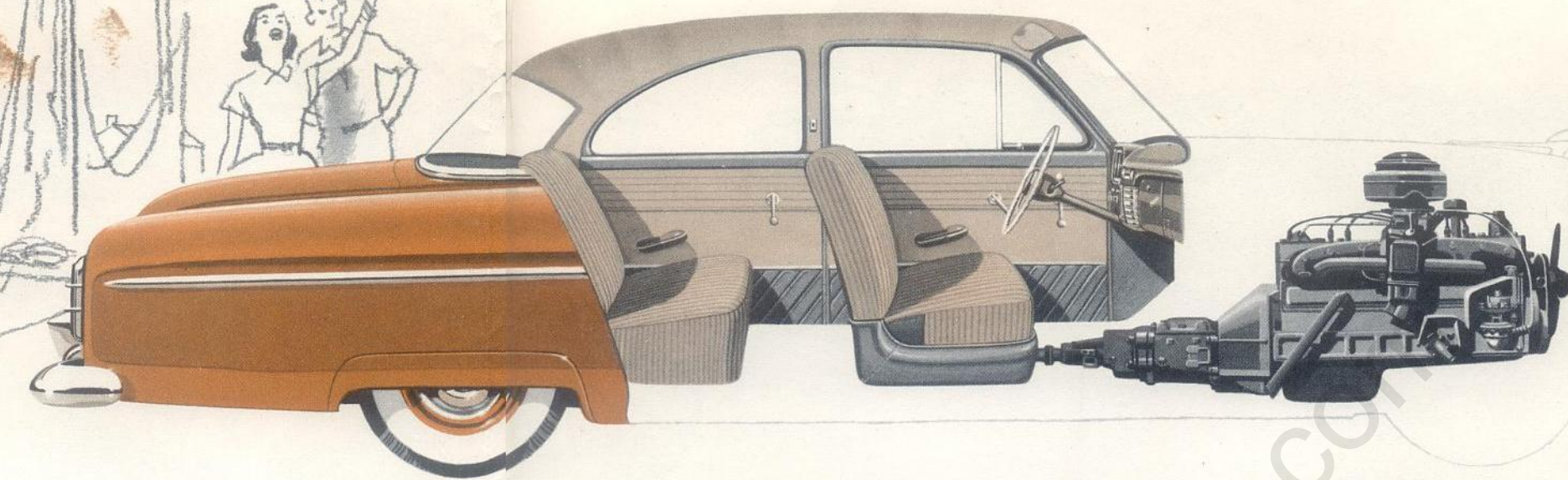
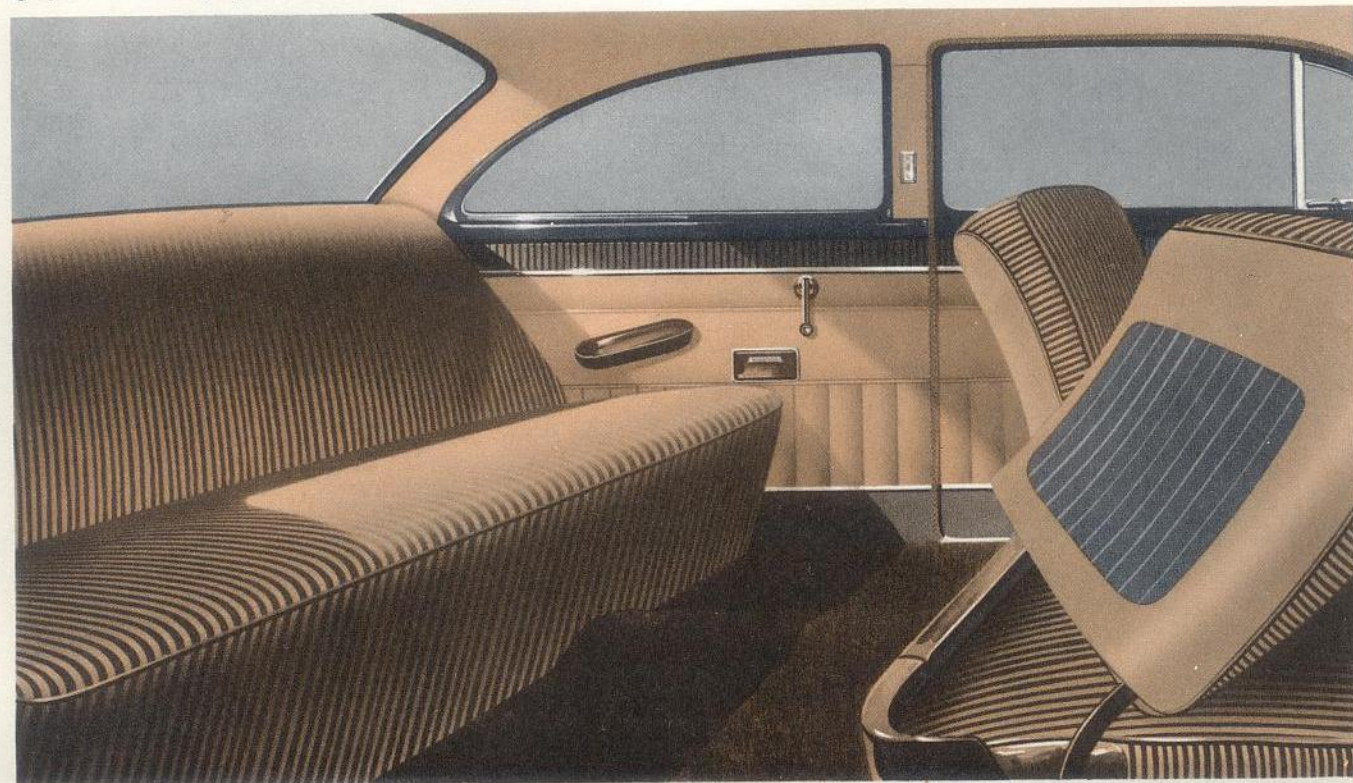
SEE AMERICA'S MOST INDIVIDUAL CAR in the magnificent new Packard PATRICIAN '400' Sedan for 1953. Here you'll find everything you desire in motoring comfort, convenience and pleasure . . . plus the flair of fine-car styling that is so *distinctively Packard!*

IN ADDITION TO THE PATRICIAN '400,' Packard's luxurious Custom Line includes two magnificent eight-passenger cars — the EXECUTIVE SEDAN and the CORPORATION LIMOUSINE. There is also the DERHAM FORMAL SEDAN for six passengers. These cars are described in detail in the 1953 Custom Catalog.



LUXURIOUS NEW TAILORED INTERIORS

Extra-wide doors make Packard's roomy, comfortable interiors easy to enter. Seats are as wide as the car is high. Instrument panel, window mouldings and hardware harmonize with your smart new color choice. The Packard CLIPPER interior (shown at right) offers you three popular striped patterns — dark and light green, dark and light grey or blue and grey. The Packard DELUXE CLIPPER interior (shown below) features soft stripes of luxurious, long-wearing Bedford Cord. Choose contrasting greens, greys, or blue and grey.

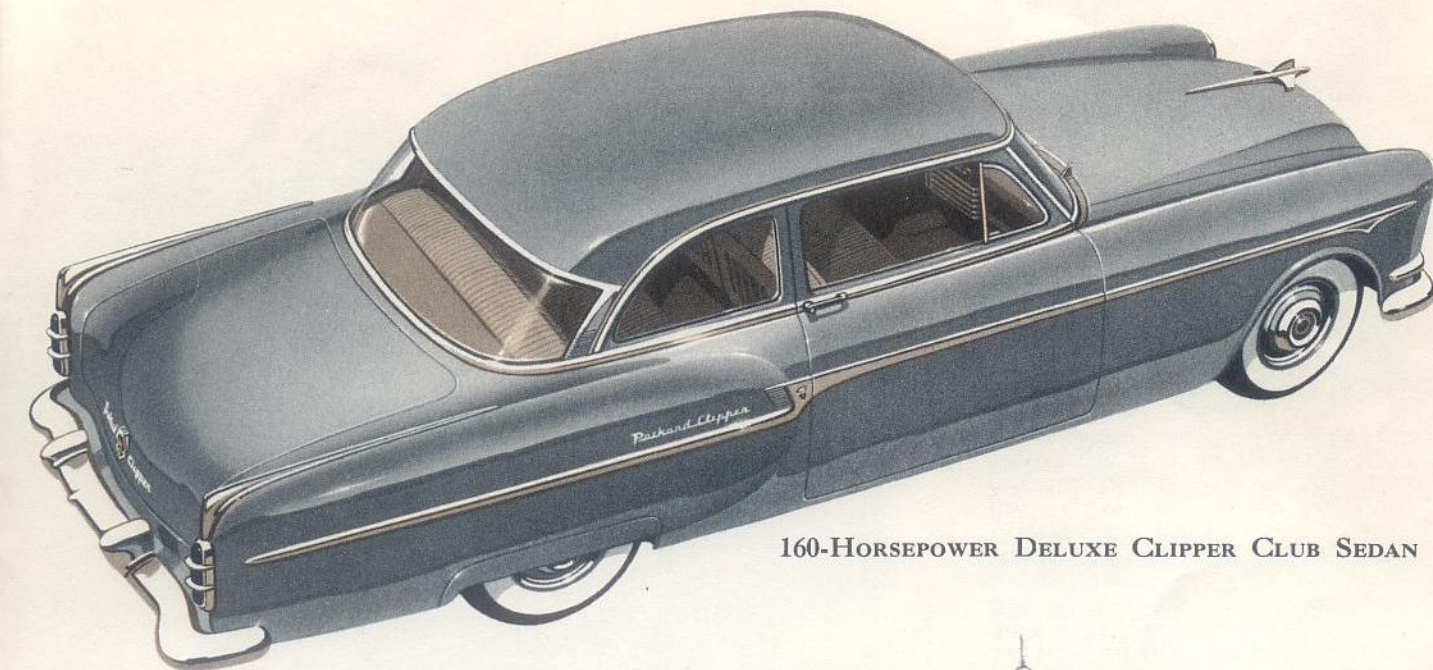


THE PACKARD DELUXE CLIPPERS

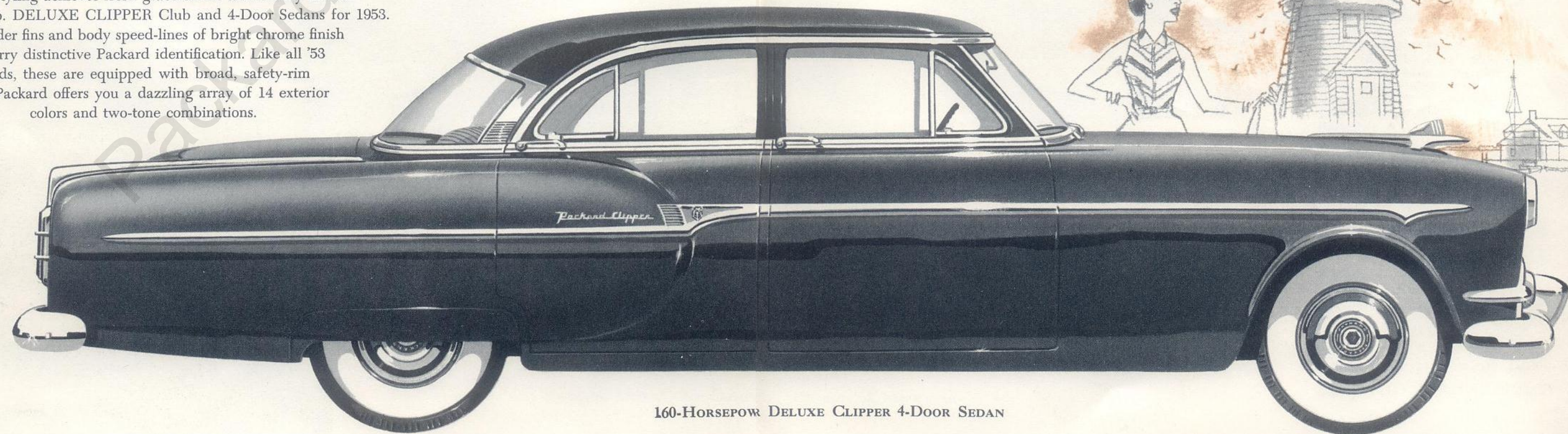
Setting the new trend in automobile design, Packard's advanced contour styling achieves fresh gracefulness and beauty in the 160-h.p. DELUXE CLIPPER Club and 4-Door Sedans for 1953. Rear fender fins and body speed-lines of bright chrome finish carry distinctive Packard identification. Like all '53 Packards, these are equipped with broad, safety-rim wheels. Packard offers you a dazzling array of 14 exterior colors and two-tone combinations.

WORLD'S HIGHEST-COMPRESSION IN-LINE 8

Packard builds great engines — and the 1953 Packard Thunderbolt Eight is more powerful than ever! Improved L-head combustion chamber of new design achieves an 8.0 to 1 compression ratio in DELUXE CLIPPERS.

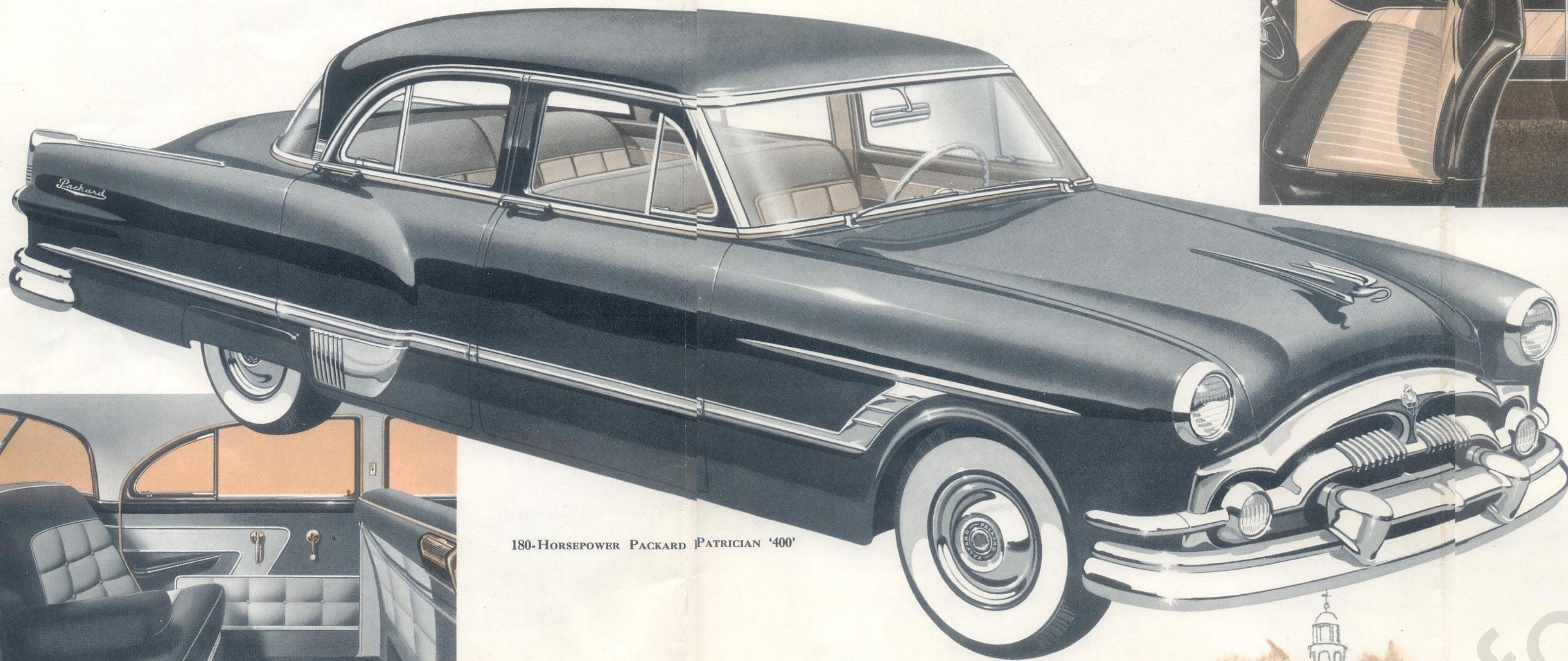


160-HORSEPOWER DELUXE CLIPPER CLUB SEDAN



160-HORSEPOWER DELUXE CLIPPER 4-DOOR SEDAN





180-HORSEPOWER PACKARD PATRICIAN '400'

Finest wool broadcloth in your choice of three distinctive two-tone combinations or grey, accents the subtle tailoring of PATRICIAN interiors. A graceful '400' decorates the glove compartment exterior.

Designed to express your own good taste . . . with Packard's advanced contour styling that sets the new trend in automobile design.

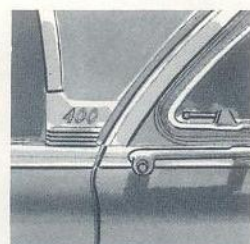
THREE magnificent new Packard '300's offer you America's greatest values in fine motorcars. Powered by America's highest-compression eight-cylinder in-line engine—now mightier than ever with Packard's new four-barrel carburetor for '53, these brilliant cars have more reserve speed than most drivers would ever use. Typical of the superior quality built into Packard '300's are their new chrome plated piston rings. They give better performance while prolonging ring and cylinder life!

THE PACKARD PATRICIAN '400' is truly America's most individual car—superbly styled, luxuriously appointed. It offers every driving convenience that you could desire. Famous Packard Ultramatic—the smoothest, safest and most dependable automatic drive ever built—is standard at no extra cost with the PATRICIAN '400'.



This beautiful ornament—so distinctively Packard—graces the hoods of 1953 Packard '300's and PATRICIAN.

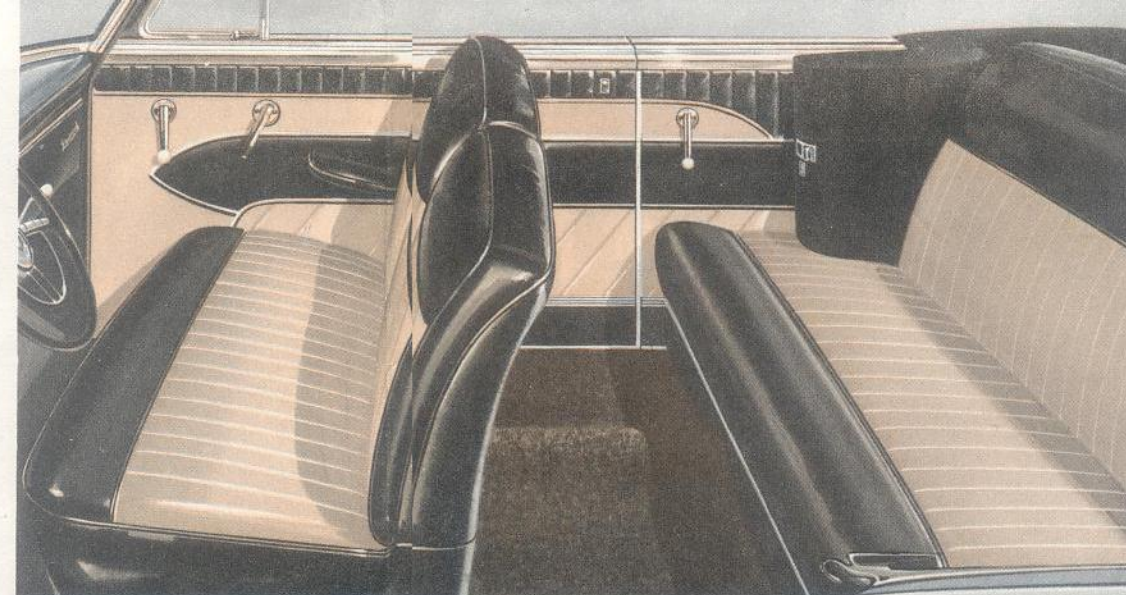
Symbol of America's Most Individual Car, a '400' like this also decorates the glove compartment of the PATRICIAN.



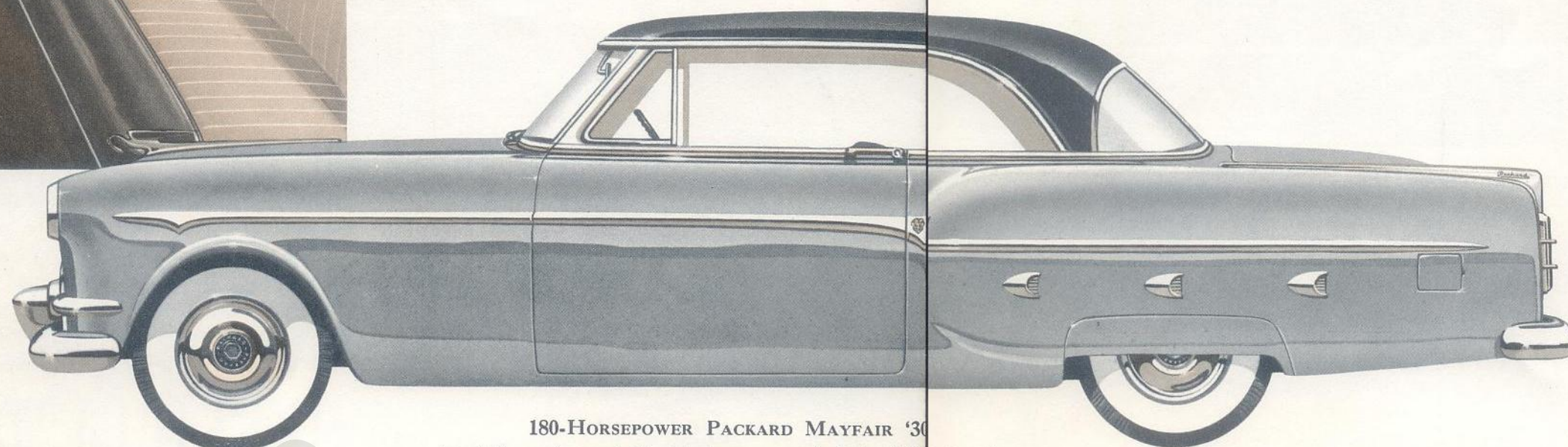
THE PACKARD THREE HUNDREDS and the PATRICIAN FOUR HUNDRED



Interiors of Packard CAVALIERS are richly tailored in one of three deep-webbed nylon fabrics. Instrument panel is copper and gunmetal blue.



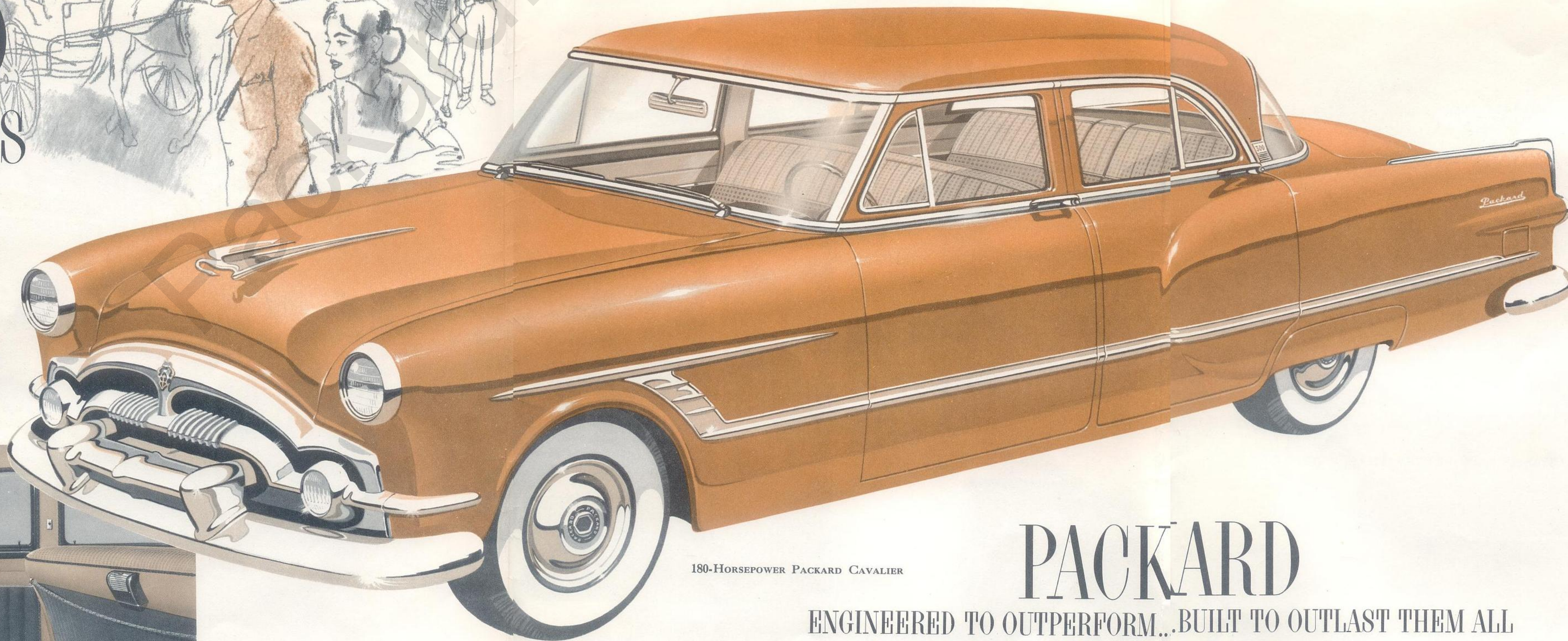
Choose from four genuine-leather trims for the CONVERTIBLE. Select one of six smart interior trims of nylon, finest hand-buffed leather or combinations of the two for the 1953 Packard MAYFAIR. Ceiling cross supports are of sparkling chrome finish.



180-HORSEPOWER PACKARD MAYFAIR '300'
America's premier sports "hard-top" . . . expressly designed for young in heart! Your choice of 14 exciting new exterior colors and two-tone combinations.



180-HORSEPOWER PACKARD '300' CONVERTIBLE
Like the MAYFAIR, this '53 Packard CONVERTIBLE has a wheelbase of 122 inches and really steps out and goes places! Four trim choices of fine leather.



180-HORSEPOWER PACKARD CAVALIER

PACKARD
ENGINEERED TO OUTPERFORM...BUILT TO OUTLAST THEM ALL
Ask The Man Who Owns One

PACKARD MOTOR CAR COMPANY DETROIT 32, MICHIGAN

PACKARD ENGINEERING HIGHLIGHTS FOR 1953

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.

PATRICIAN '400': displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 180 at 4000 r.p.m. Crankshaft weight: 106 pounds; nine main bearings. Bore and stroke: 3½ x 4½ inches. Hydraulic valve tappets.

PACKARD '300': displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 180 at 4000 r.p.m. Crankshaft weight: 104 pounds; five main bearings. Bore and stroke: 3½ x 4½ inches. Hydraulic valve tappets.

DELUXE CLIPPER: displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 180 at 4000 r.p.m. Crankshaft weight: 104 pounds; five main bearings. Bore and stroke: 3½ x 4½ inches. Hydraulic valve tappets.

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 3½ inches.

TRANSMISSION—Packard Ultramatic Drive is standard equipment on PATRICIAN '400', optional at extra cost on other models. Standard transmission has synchronized carburized, helically cut gears and nine ball and roller bearings. Over-drive available at extra cost.

DRIVE—Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios. Standard: 3.9 to 1 on PACKARD '300', CLIPPER and DELUXE CLIPPER. Over-drive: 4.1 to 1 on PACKARD '300', CLIPPER and DELUXE CLIPPER. Ultramatic Drive: 3.54 to 1 on PATRICIAN '400', PACKARD '300' and CLIPPER. 3.23 to 1 on the 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.

PATRICIAN '400', and PACKARD '300'—4 barrel down draft carburetor with 4 intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

PATRICIAN '400' and PACKARD '300'—have oil bath air cleaner.

ELECTRICAL SYSTEM—Large capacity 45 ampere, air-cooled generator with automatic control. Seventeen plate, 120 ampere hour battery on the PATRICIAN '400'. Seventeen plate, 100 ampere hour battery on the PACKARD '300', CLIPPER and DELUXE CLIPPER. New mid-kickout starter drive on all models. New waterproof ignition wiring. Full automatic spark control. Sealed beam headlights.

STEERING—Conventional: Packard-Gemmer worm and 3-tooth roller type. Over-all ratio 27.8 to 1 for CLIPPER and DELUXE CLIPPER; 30.9 to 1 for '300' and '400'. Turning radius 21½ ft. for CLIPPER, DELUXE CLIPPER, CONVERTIBLE and MAYFAIR; 22½ ft. for '300' and '400'. Power Steering: Hydraulic, direct-action type with rotor pump. Overall ratio 22.5 to 1 for all models. Turning radius 20½ ft. for CLIPPER, DELUXE CLIPPER, CONVERTIBLE and MAYFAIR; 21½ ft. for '300' and '400' SEDANS. Optional at extra cost.

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, 54½ inches long. Full-length composition inserts between leaves.

PATRICIAN '400'—PACKARD '300'—Direct acting, airplane-type shock absorbers.

PATRICIAN '400', PACKARD '300' SEDAN and CONVERTIBLE have lateral stabilizer. CLIPPER and DELUXE CLIPPER; Direct acting shock absorbers.

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

WHEELS AND TIRES—With new Safety-Groove rims. PATRICIAN '400' and PACKARD '300': 15 x 8.00. CLIPPER and DELUXE CLIPPER: 15 x 7.60.

WHEELBASE—PATRICIAN '400', PACKARD CAVALIER: 127 inches. PATRICIAN '400' (8 pass.): 149 inches. '300' MAYFAIR, CONVERTIBLE: 122 inches. CLIPPER and DELUXE CLIPPER: 122 inches.

OVER-ALL LENGTH—PATRICIAN '400' and PACKARD CAVALIER: 218-5/32 inches from bumper to bumper. PATRICIAN '400' (8 pass.): 240-5/32 inches.

PACKARD '300' MAYFAIR and CONVERTIBLE: 213-3/32 inches. CLIPPER and DELUXE CLIPPER: 213-3/32 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.

PATRICIAN '400' and PACKARD '300': Turn indicators, tilt-type, glare-proof rear view mirror. Chrome-plated wheel discs; trunk compartment light; robe rail.

CLIPPER and DELUXE CLIPPER: Turn indicators, foam cushion front seat, glove box light, clock. Wheel trim rings on DELUXE CLIPPER.

Our details and prices subject to change without notice. White sidewall tires at extra cost. Litho in U.S.A. 9-580-18-52