

Motordom's closest approach to

"The car that drives itself"

**PACKARD FOR 1952**





Newest ideas in  
automatic  
**GOING**

New... for '52  
**PACKARD**  
*Ultramatic Drive*

... for smoothness, responsiveness  
... thrifty efficiency!

Most advanced of them all — now even smoother, more responsive, more efficient for '52. An all exclusive with Packard.

That's Packard Ultramatic Drive!

With a single city block, you'll know why this great advancement has been hailed by independent authorities as "the last word in automatic no-shift control."

You'll know, too, why over 86% of all Packard buyers are ordering Ultramatic Drive with their cars — making this the most popular engineering feature in all Packard history!



**Simplicity** of operation — there's no clutch pedal to push — no gears to shift. With Ultramatic, you just set the lever at "H" (for High Range) and off you go — smoothly, evenly, quietly.



**Safety** — no danger of down-shifts that can cause skids. Ultramatic's direct drive assures you of sure, gradual engine braking whenever you need it... under all weather conditions.



**Smoothness** — never a clunk, never a jerk — the whole operation is hushed and silken smooth. And Ultramatic makes parking effortless — you can shift from forward to reverse in an instant.



**Responsiveness** — never a lag! When you need a safety-sprint burst of speed, Ultramatic answers with the mighty response of the Packard Thunderbolt Engine — with plenty of power in reserve!



**Durability** — Ultramatic's simplicity of design cuts maintenance costs to the vanishing point. Your Packard serviceman can keep it in topnotch shape — without having to step into your car.



**Flexibility** — no gear-shift lag. Instant shift from forward to reverse lets you rock your car in mud, sand or snow, without any clash. You're in complete control of your car all the time.



**Agility** — never a hint of sluggishness — even on the steepest grades. For extended hill climbing, Low Range assures positive action of direct drive without engine strain or overheating.



**Thrift** — watch the filling stations roll by as Ultramatic carries you smoothly, dependably, economically along. No gas-wasting slippage — Ultramatic and the Thunderbolt are an efficient team.

That's a straightforward look at Packard Ultramatic Drive.

Teamed with the mighty Packard Thunderbolt Engine, it's the most exciting power package on the road today... advanced over all other automatic transmissions in principle, design, performance.

Let it speak for itself — as it so easily can, even within a city block.

Then decide.

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN



A wonderful new kind of  
automatic

**STOPPING**

*New for '52!* **PACKARD**

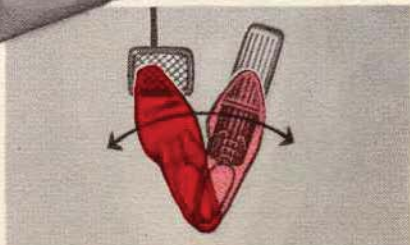
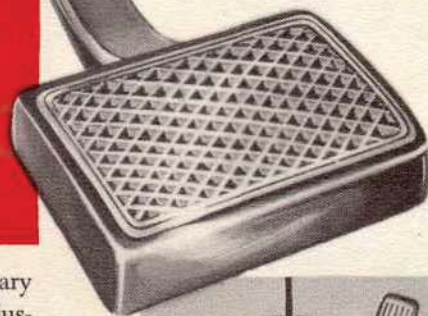
*Easomatic*

**POWER BRAKES**

Exclusive with Packard for 1952 . . . revolutionary Easomatic Power Brakes—another Packard plus-value for you. Easomatic makes brake applications “almost as effortless as pressing the accelerator.” Merely by swinging your toe from accelerator to brake treadle, you can enjoy *smoother, quicker, safer* stops! With the slightest touch of your toe, this new unit brings full braking surface to work. Packard Easomatic Power Brakes . . . unlike any other in the industry . . . operate through a simple unit combining *power* and brake master cylinders, and are optional at extra cost on all 1952 Packard models.



**40% less pressure**—New vacuum power does the work. For safety's sake, the new Packard Easomatic Brakes are designed to give you positive action whether power is on or off.



**29% less "leg work"**—No need to shift your entire leg. Simply pivot your foot from accelerator pedal to the low-set brake pedal. Your heel rests on the floor for smoother, better control.



Come along and enjoy the ride in "the car that drives itself"

# PACKARD FOR 1952

WITH NEW **ULTRAMATIC DRIVE**...NEW **EASAMATIC BRAKES**

**PLUS:** Guide-line safety fenders

**PLUS:** Horizon-view visibility

**PLUS:** Hush-toned soundproofing

**PLUS:** Armor-rib body construction

**PLUS:** Level-bedded, Broad-beam  
suspension

**PLUS:** Everything you want in a  
modern motor car

*and*

Distinctive beauty —  
inside and out  
fashion-keyed by Dorothy Draper

*Ask the man who owns one*