

# PACKARD

AMERICA'S  
MOST INDIVIDUAL  
CARS!

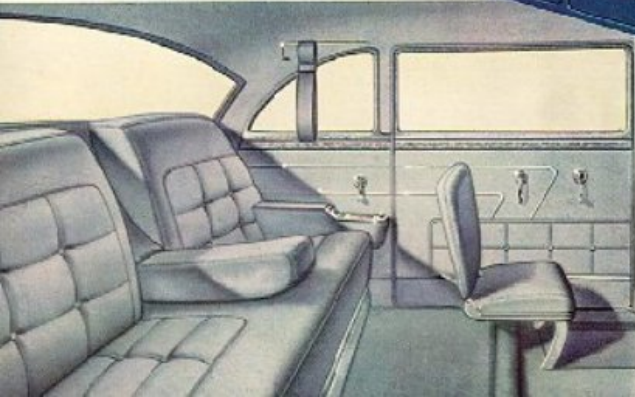
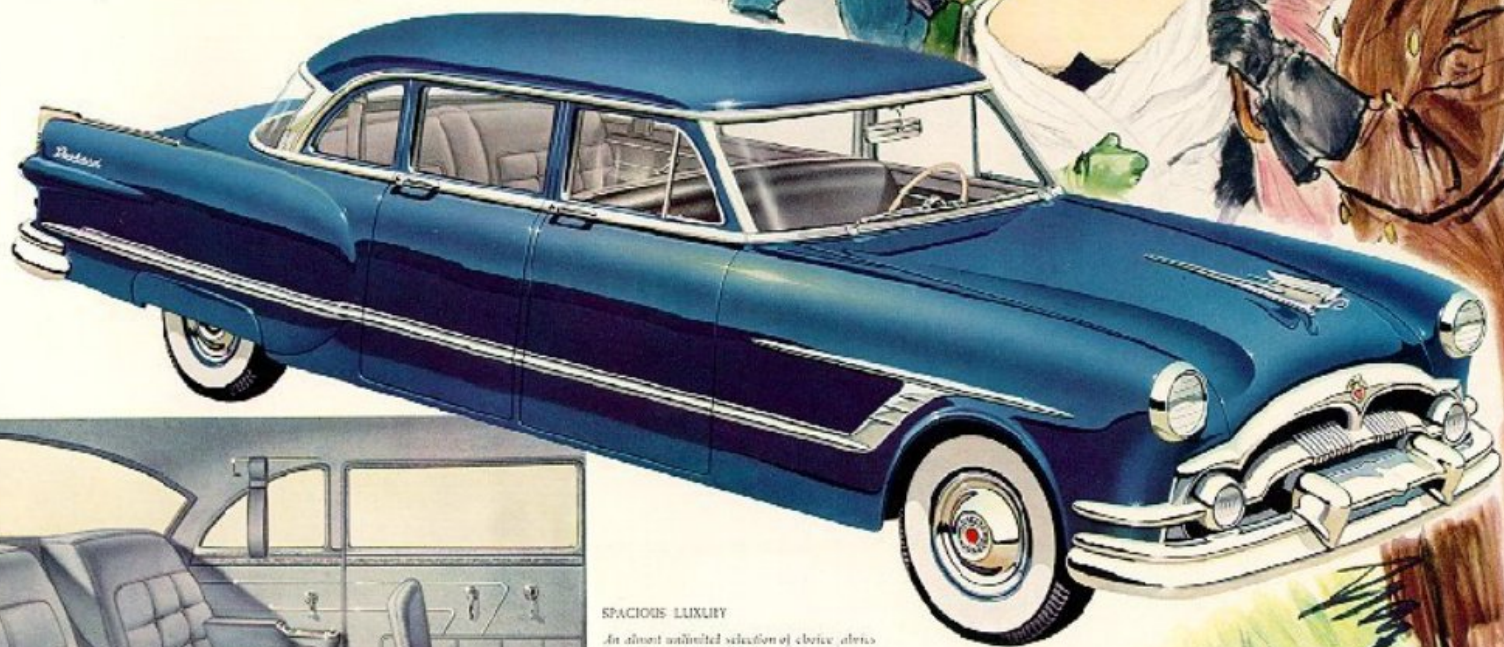


Quiet dignity finds expression in every magnificent line and formal detail of this, America's premier town car. Available on special order as

the Corporation Limousine with disappearing glass partition, or as the

Executive Sedan without partition, this superb motorcar provides the famous Packard Custom Body . . . Packard Ultramatic Drive . . . Packard Power Steering\* . . .

Packard Power Brakes\* . . . hydraulic window lifts\* . . . and an all-season ventilation system which effects a complete change of air inside the car every sixty seconds.



#### SPACIOUS LUXURY

*An almost unlimited selection of choice colors is offered for Packard Corporation Limousine and Executive Sedan interiors. The faultless tailoring, the greater roominess and comfort tell you that there is no floor fernal car in all the world!*

*Horsepower 150, wheel base 149 inches, interior length 125 in. bus*

CONTROL OF DRIVING EASE  
 Packard's many firsts  
 modern steering wheel  
 particular one, with the  
 Packard family crest,  
 control center of Packard  
 or Steering and Packard  
 Castle Drive. It's the sign  
 the easiest-handling car  
 ever built!



Horsepower 180, wheel base 127 inches.



THE PACKARD CUSTOM FORMAL SEDAN by Derham

For the past 46 years the name "Derham" on a motorcar body has stood for the ultimate in luxury throughout the world. Derham is that company of perfectionists who have built custom bodies on the Packard chassis for famous opera stars, Persian princes and other royalty. In the Packard Custom Formal Sedan

## THE PATRICIAN

... from America's Limited Edition of Fine Motorcars

Tomorrow's advanced engineering meets yesterday's finest traditions of careful craftsmanship in the brilliant new 1953

Patrician. Every detail of this beautiful car expresses the finest in modern motorcar luxury. Superbly proportioned and richly upholstered, the sleek, suave Patrician combines such Packard engineering triumphs as exclusive Ultramatic, the automatic drive

that excels all others . . . new Packard Power Steering® . . .

proved Packard Power Brakes® that give you faster stops with 40% less foot pressure . . . and Packard's mighty

Thunderbolt Engine with nine main bearings and chrome-plated piston rings . . . America's highest-compression in-line eight. A new four-barrel carburetor further improves performance.





Most beautiful car on the road, the 1953 Packard Patrician blends the grace of long, sweeping lines with the artistic accent of new moldings, handsome wrap-around rear window and a low-slung rear deck that's trim and yacht-smart in every detail. The new Packard doors are wider than the inside doors of many homes and the angle of opening is greater than other cars, for easier entry and exit.

**SUPERB APPOINTMENTS**

*Rich-textured and colorful in their smartly tailored new upholstery, the spacious new Packard Patrician interiors afford the added bonus of supremely quiet, soundproofed bodies, cushioned at all mounting points. Extra-thick padding lies under the carpets.*

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**PACKARD CAVALIER — America's Most Advanced Motorcar**

With heart-winning beauty from its sleek hood to the graceful sweep of its spacious rear deck, the new Packard Cavalier is built to make ownership a thrilling adventure. Here's everything you would dream of or hope for in America's most advanced motorcar! With its new improved and exclusive Ultramatic Drive<sup>®</sup> you get a great new 180-h.p. Packard Thunderbolt Engine with chrome plated piston rings plus a new four-barrel carburetor that gives improved engine breathing for flashing new performance and power. With Packard Power Brakes<sup>®</sup> and Packard Power Steering<sup>®</sup>—this easy-handling Cavalier all but drives itself!

Your luggage rides in luxury, too . . . in the spacious, weather-protected trunk compartment of the new Packard Cavalier. Under the big, handsome rear deck, there's ample room for carrying plenty of bags, hat-boxes and hobby equipment without crowding or crushing. And you'll find the tightly sealed compartment safeguards your personal things from moisture and dust on long trips.

Horsepower 130, wheel base 127 inches.



#### LUXURIOUS COMFORT

Wide, gracious doors of the new Packard Cavalier open on generous and roomy interiors, with your choice of many rich, beautiful upholstery. The great car affords lavishly wide,



Your Packard's identity is expressed with pride and distinction, in following cars, by a smart, new trunk lift bearing the beautifully wrought Packard crest.

## NEW PACKARD MAYFAIR

Here's the Power-Packed Sports Car  
You've Always Wanted!

You only need glimpse the breathtaking beauty of the new Packard Mayfair—feel the live horsepower of its brilliant new Packard Thunderbolt Engine—relax in the cradled comfort of its luxurious new interiors—to realize why owners and experts, everywhere, hail this stunning model as America's finest sports car! Here's a car for the young in heart—built, styled and appointed to give you more enjoyment to look at, to ride in, to drive.





#### ADD CONTINENTAL FLAIR

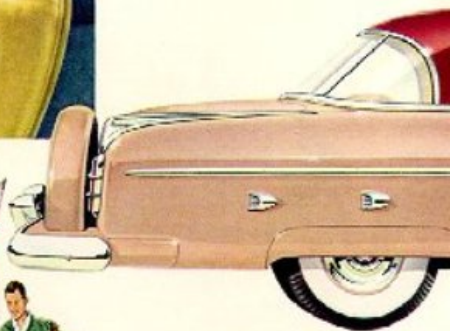
The spare tire mounted at the rear<sup>7</sup> is a new note of continental swank and styling, presented in this new Packard sports car, which otherwise is exactly like the Mayfair on the preceding page.

Lite, sleek masterpiece of steel and luxury, this beautiful car fairly skims over the highways and levels the hills with the surging power of the sensational new 180 h.p. Packard Thunderbolt Engine.



#### STUNNING INTERIORS

A wide variety of beautiful upholstery is available in the two new Packard Mayfair sports cars for 1933. They include six smart combinations in leather and rayon fabric, with choice of colors.



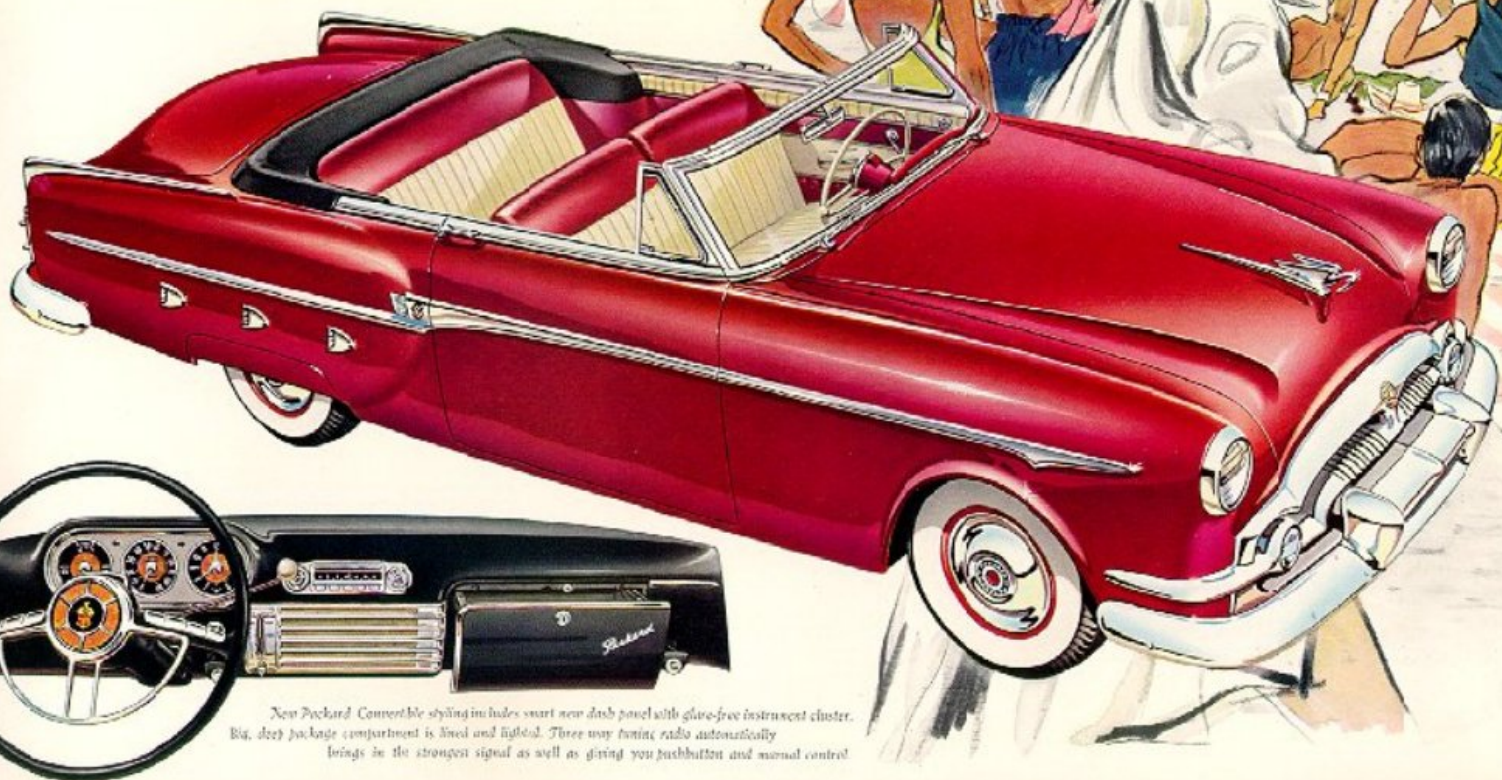
At a touch the spare tire mounted on the rear swings down to a ample clearance for lifting the trunk lid and storing or removing luggage.

This beautiful ornament—so distinctly Packard—gives the boys of 1933

Mayfairs, Convertibles, Cavaliers, Patriots and Packard Custom cars.

Lite, low and rakish—as modern as tomorrow—the beautiful new Packard Convertible is styled throughout with continental flair and distinction. Even more important, it is built from stem to stern with the integrity and precision that are traditional in Packard craftsmanship.

For supreme performance, this smart new Convertible is powered with the great new 180-h.p. Packard Thunderbolt Engine, with longer-lasting, chrome-plated piston rings and a new four-barrel carburetor for improved engine "breathing," increased horsepower and torque.

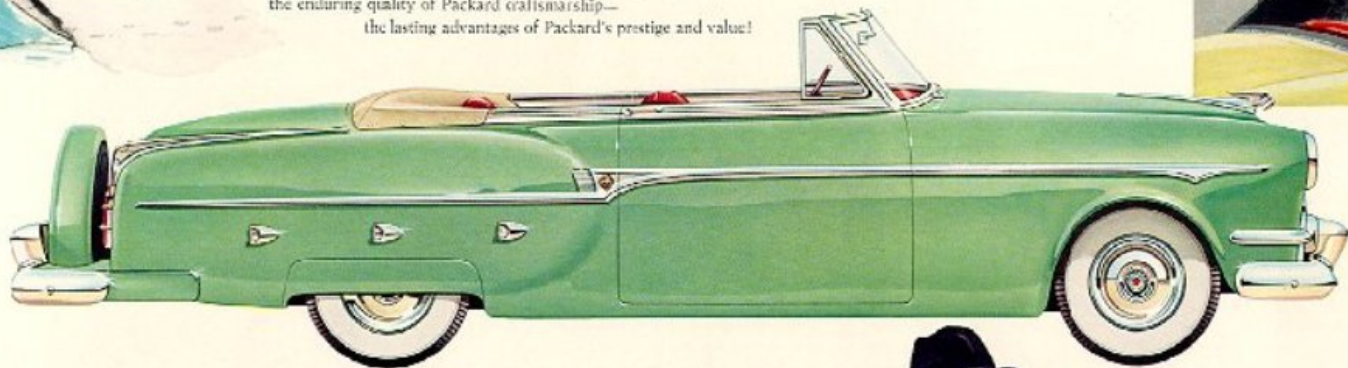


New Packard Convertible styling includes smart new dash panel with glare-free instrument cluster. Big, deep package compartment is lined and lighted. Three way tuning radio automatically brings in the strongest signal as well as giving you pushbutton and manual control.

ANOTHER PACKARD CONVERTIBLE . . . With That Continental Flair!

All eyes will turn to look again at the bold, masculine beauty and suave distinction of this new Packard for '52! Styled like its stablemate on the opposite page, this

Packard Convertible adds a final touch of continental swank with the spare tire mounted snugly at the rear.\* And with it all you get the brilliance of Packard engineering—the enduring quality of Packard craftsmanship—the lasting advantages of Packard's prestige and value!



Horsepower 150, wheel base 122 inches.



From bumper to bumper and roof to roof, the new Packard Convertibles are styled to thrill you. Their styles feature tops—available in black or tan—raise and lower at the touch of a button.



WEATHER-PROOF LUXURY

There's a world of fresh new styling and smartness in the glamorous interiors of the two Packard Convertibles. The brilliant interior shown below is but one of two color combinations that include finely tailored top grain leather in solid color or two-tone combinations.

You'll like the extra leg room in the back seat and the facile profusion of smart appointments throughout.

80% LESS WORK AND NO "PLAY!"

Smooth, silent hydraulic power takes the work out of steering while Packard's exclusive direct action linkage eliminates instability or tendency to wander.

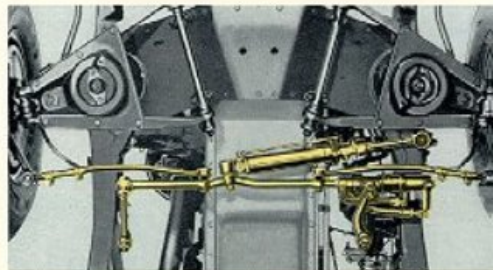


Easier, faster parking is yours with Packard's amazing new power steering: just the slight pressure of one hand turns the front wheels through their entire range, even when standing still! And Packard's stepped-up power steering ratio lessens the amount you have to turn the steering wheel.

### PACKARD POWER STEERING\*

Now it's actually fun to steer—and parking's no longer a chore!

Revolutionary new Packard Power Steering supplies 80% of the effort, gives you positive control even with power off and effectively counteracts road shocks—including those caused by blow-outs! It's the only power steering which acts directly on the front wheels. Anchored to the frame of the car and to the steering assembly, it uses no complex linkage where instability or even breakdowns might occur. Packard Power Steering is the safest, most dependable type ever built.



Far more simple in construction than any other power steering system, Packard's direct action unit includes a rotor-type pump, reservoir, control valve and power cylinder. Turning the steering wheel operates the control valve, directing pressure which turns the front wheels.

Routine checks of the fluid level—that's the only service Packard Power Steering requires. And you have nothing new to learn. You enjoy the nice sure feeling of control and have no tendency to "over-steer."

Positive control over any type of road! You won't "fight" the wheel over our because Packard Power Steering holds the car true on your course, counteracting road shocks and greatly reducing driving fatigue.



TEST CARS RUN UP 1078,125 CHASSIS-JOLTING MILES  
A YEAR AT PACKARD'S MULTIMILLION-DOLLAR  
PROVING GROUNDS

Thirty thousand grueling miles around the world's  
fastest closed track start the tortoise brand-new  
cars picked at random, meet at Packard's 560-acre  
Proving Grounds. After every conceivable driving test—  
in heat, water and sub-zero cold—each test car is  
dismantled and the condition of all mechanical parts  
studied at Packard's Engineering Laboratories.



The DeLuxe of South Dakota, the loose gravel and mix of treacherous detours everywhere, are duplicated here in order to test and prove the quality of Packard design, engineering and construction under every possible driving condition.

Water trials like this would dampen the ignition system—and spin—of most cars, but this '33 Packard keeps running hot for miles. And Packard Ultra-Luxure Drive (shown) is staff on 20th grade which rival San Francisco's steepest hills!

Packard "jolts" steps are tested over railroad ties to prove they can take most anything—to prove that "Built like a Packard" really means built to last. Research shows more than 95% of all Packard built since 1929 are still in use.

PACKARD ENGINEERING HIGHLIGHTS FOR 1953

**ENGINE**—In-line, eight cylinders in V-8. Specially treated aluminum alloy, steel crank pistons. Removable precombustion chamber and overvalve jet bearings. 11 mm. spark plugs. Oil capacity 3 quarts. Displacement 373 cubic inches. Compression ratio: 8.0 to 1. Bore: 4.125 inches. Stroke: 4.00 to 4.000 in. Max. and min. 365 x 43 inches. 130-hp. electric start system. Packard Powerpak gas. Capstan, open-Crankshaft weights 150 pounds; six main bearings. Packard Cavalier, Marlin and Convertible—Crankshaft weight 164 pounds; four main bearings.

**TRANSMISSION**—Packard Ultra-Luxure Drive is standard equipment on Packard Parkman and Chateau cars, optional at extra cost on Packard Cavalier, Marlin and Convertible. Standard transmission has overdrive, carburator, helical set gear and steel hull and axle bearings. Overdrive mail-shut at over cost.

**RIFI SYSTEM**—4 barrel down draft carburetor with 4 barrel jets. Automatic choke, automatic low control, vacuum and boost sensors. Powerpak carburetor rack. Automatic idling control. Oil bath air cleaner.

**FRONT SUSPENSION**—Packard independent front wheel suspension.

steer, rubber lined support and inner bushings. Red Carpet Bar. Anti-lunge, direct action ball-joint shock absorbers.

**REAR SUSPENSION**—21/2 inch wide over-riding springs, 5475 lbs. torsion bar, 21/2-inch composition leafs between leaves. Lateral stabilizer.

**WHEELS**—Self-set hand lock. Packard Super-Hydrostat, self-cleaning type vacuum brake. Brake linings optional on extra cost on all models.

**WHEELS AND TIRES**—With new Safety-Groove tires, D & K 8.0. Wheelbase—Custom Customization Equipment and Executive Sedan: 119 inches. Custom Federal Sedan, Runabout and Cavalier: 127 inches. Marlin and Convertible: 122 inches.

**OVER-ALL LENGTH**—Custom Customization Equipment: 210 inches. Custom Federal Sedan, Parkman and Cavalier: 219 inches from bumper to bumper. Marlin and Convertible: 217 1/2 inches.

**STANDARD EQUIPMENT**—Tide locks, hot dual self-energized dual rear brakes. Double, variable speed vacuum windshield wipers. Horn ring. Bumpers guard front and rear. Bumper

jack and tool. Toss indicator, tilt-type, glasspool rear view mirror. Chromoplated wheel disc; food composition light; robe rail.

**DRIVE**—Hatchback type-through rear carrier. Fixed rear axle. A-axle cables. Ultra-Luxure Drive: 5.54 to 1. Cavalier, Marlin and Convertible—Standard: 2.9 to 1. Custom: 4.1 to 1.

**ELECTRICAL SYSTEM**—Large capacity 60 ampere, automatic overvoltage with automatic control. Secondary plate, 120 ampere linear battery on Packard Parkman and Custom gas. Secondary plate, 110 ampere linear battery on Cavalier, Marlin and Convertible. New anti-kickback surge drive on all models. New waterproof ignition wiring. Full automatic start control.

**STEERING**—Customized. Packard wheel and steering roller gear. Overall ratio: 8.5 to 1. Turning radius: 30 1/2 ft. for Convertible and Marlin; 29 1/2 ft. for Cavalier, Custom Federal Sedan and Parkman. Power Steering. Hydraulic shock absorber type with auto pump. Overall ratio: 2.5 to 1 for all models. Turning radius: 30 1/2 ft. for Convertible and Marlin; 30 1/2 ft. for Cavalier, Custom Federal Sedan and Parkman.

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PACKARD  
for '53

Ask The Man Who Owns One

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