

New Luxury Ride...New Ease Of Handling...New Easamatic Brakes!

PACKARD

*Now Better In 70 Ways...With Exclusive Ultramatic,
The Automatic Drive That Outperforms Them All!*



More Than 53%
Of All Packards Built Since
1899 Are Still In Use!

*See And Drive The New Packard
America's Most Exciting Car!*

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.*

● ● Only Packard brings you thrilling Ultramatic, the automatic drive that outperforms all others under all conditions! Only Packard has the mighty Thunderbolt Engine, the world's highest-compression eight—backed by 53 years of motor-building experience! *Only Packard offers you new Easamatic Power Brakes for quicker, safer stops.* Packard's shockproof steering, road-to-roof sound-proofing and new safety bodies cushioned at all 18 mounting points provide the utmost in driving ease and riding luxury. Packard seats, as wide as the car is high, afford ample room even for husky six-footers. And Packard has the largest luggage compartment of any sedan on the road!



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



● ● Look at one more car. 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, for "Built like a Packard" means *built to last!*

★ ★ Packard Ultramatic excels all other automatic drives in performance, safety, economy and dependability. ★ ★ New Easamatic Power Brakes insure faster, safer stops—require 40% less foot pressure, 29% less time to apply! ★ ★ Packard builds great engines. Packard's Thunderbolt Engine is the world's highest-compression eight, with up to 25% fewer working parts than engines of comparable power! ★ ★ Packard's new shockproof steering—balanced for fingertip control—makes driving and parking easier. ★ ★ Packard's all-steel, armor-ribbed safety body is cushioned at all 18 mounting points for the world's most luxurious ride. ★ ★ The Packard sedan's safety-glass area of 3,046 3/4 square inches—permits complete, all-around vision for safer driving. ★ ★ Every Packard undergoes 4,287 separate factory inspections. "Built like a Packard" means *built to last!*



PACKARD

Ask The Man Who Owns One!

With wheels! Free extra, if available.

ENGINEERED TO OUTPERFORM . . . BUILT TO OUTLAST THEM ALL!