

genuine  
**Leather**

The New **PACKARD**  
*Caribbean*

Only genuine leather wears as well as it looks



A thrilling new kind of beauty skims along the highways, riding the wheels of the *new* Packard Caribbean. Only genuine leather upholstery can match the high standards of styling and performance set by this distinguished car! Like the car, leather is a symbol of quality and good taste. It gives outstanding service with a minimum of care. Mild soap and water will remove any stain, and its finish actually improves with age and use!

THE UPHOLSTERY LEATHER GROUP, INC.

99 West Bethune, Detroit 2, Mich. • 141 E. 44th Street, New York 17, N. Y.

Created for the most discriminating motorists in America

The *new* Packard Caribbean has been custom-crafted to suit the tastes of a most important segment of America . . . those people who set the mode . . . the natural leaders who initiate trends and establish new concepts of distinction and style.

In styling and engineering perfection, the Caribbean is a true trendsetter. It gives you an entirely new principle of ride control—Packard Torsion-Level Ride . . . a sensational new system of suspension that eliminates conventional coil and leaf springs and smooths the road . . . levels the load . . . *automatically*.

Packard's Twin Ultramatic is the industry's most advanced automatic transmission . . . with a choice

of starts at your finger tips . . . lightning getaway or cruising glide.

It has a mighty "free-breathing" 275 horsepower V-8 engine that delivers *more driving force to the rear wheels at all road speeds than any other American passenger car engine*.

The roomy interior actually glows with the beauty of its two-toned leather upholstery. Genuine leather complements the Caribbean's airy grace and contributes colorfully to its gay and spirited manner.

Indeed, the *new* Packard Caribbean is fashioned for those who insist on a car distinctive in power, precision and exclusive luxury.

"Ask the Man Who Owns One."

PACKARD DIVISION — STUDEBAKER-PACKARD CORPORATION



**LEATHER IS 77% STRONGER!**  
The rugged strength you get in genuine leather means your upholstery is far less likely to tear, no matter what kind of rough treatment you may give it.



**LEATHER IS MORE SCUFF-AND-SCRATCH RESISTANT BY 10%!**  
Because ordinary wear and tear polishes it to a brighter finish, genuine leather adds to your car's trade-in value.



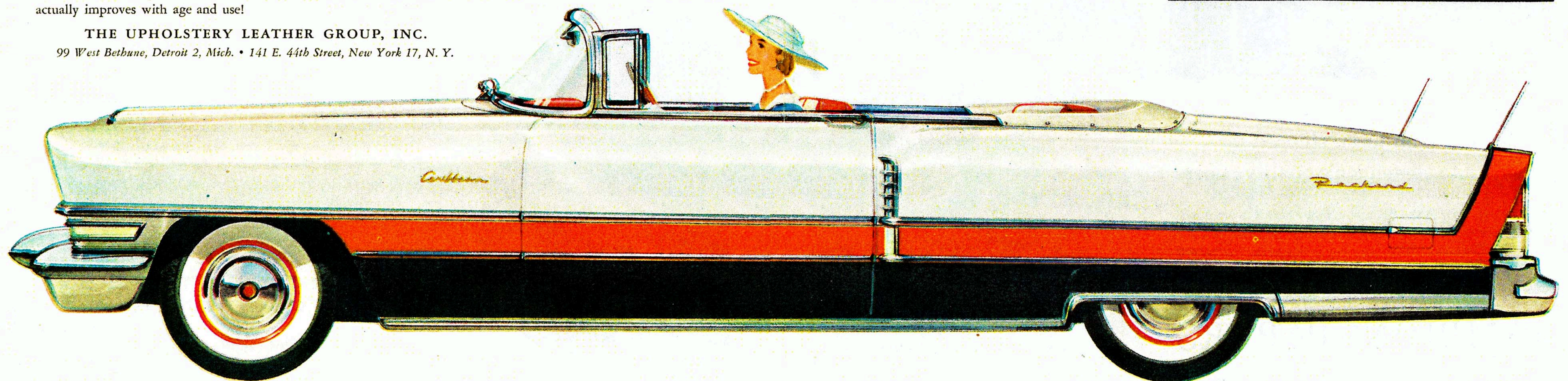
**151% STRONGER ALONG STITCH LINES!**  
Because genuine upholstery leather is strong where other materials are weak, it stands up much better under the strains caused by rough roads or junior rough riders.

Take the Key and See...



**LET THE RIDE DECIDE**

Why not call your Packard dealer now. He will be happy to give you the key to a better ride by placing a new Packard at your disposal.







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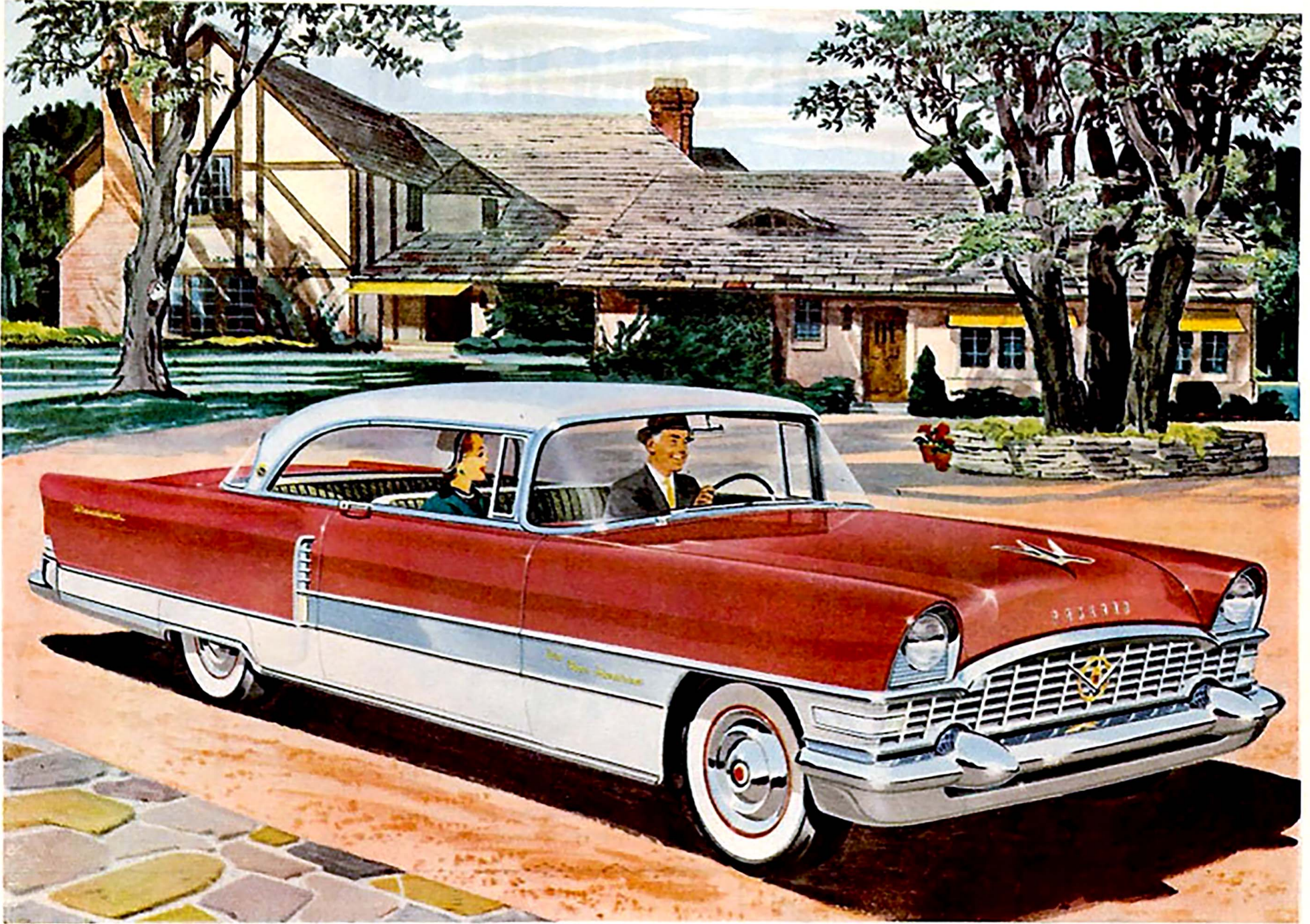
"Ask the Man Who Owns One."

The *New* PACKARD  
*Caribbean*  
WITH TORSION-LEVEL RIDE



# *The* *New* PACKARD

WITH EXCLUSIVE TORSION-LEVEL RIDE



THE NEW PACKARD "FOUR HUNDRED"

Discover for yourself . . . *nothing on earth rides like a Packard!*

**A**CROSS America there is tremendous acclaim for the distinguished styling, the luxurious elegance of the *new* Packard. But only when you drive it, will you get a true picture of the greatness of this *one* new car in the fine car field.

The exclusive Packard Torsion-Level Suspension system eliminates conventional springs and utilizes torsion action to smother road shocks. The roughest roads become velvety smooth and the fatigue factor of travel is reduced to a minimum.

In the *new* Packard you see the road but never feel it!

The *new* Packard has the world's most powerful V-8 engine . . . 275 horsepower in the Caribbean, 260 in the Patrician and Four Hundred models. Linked to the engine is the new Packard Twin Ultramatic Transmission—two drives in one—with finger-tip choice of flashing getaway or smooth cruising glide.

Impressively styled . . . elegantly upholstered . . . distinctively color harmonized . . . the *new* Packard is designed to *reflect your pride in the finest!* Your Packard dealer will be happy to place the keys to a *new* Packard at your disposal. Call him soon . . . drive the *new* Packard and *let the ride decide.*