



make this your year of discovery

1954

PACKARD

and Packard

CLIPPER





# Discover the new PACKARD

*America's new choice in fine cars*

The great new 1954 Packard is the result of an idea—an idea born in Detroit just a short time ago—that Packard could rightfully achieve a new high place in the fine-car field.

Backed by Packard's 55-year-old tradition of quality and its historic record of highest excellence and superb craftsmanship, a new management determined that Packard, by the most modern methods, could logically become *America's New Choice In Fine Cars*.

That was the beginning of the New Packard Program, which is making big news in the industry. The results of that program speak for themselves, and during 1953 thousands of fine-car owners changed to Packard.

But the important point is this: *This story and the*

*New Packard Program reach their climax with the introduction of the 1954 line of seven great new Packard cars.*

Here are cars which are the finest examples of Packard's ability to produce fine cars . . . the greatest of a long line of superb cars produced by Packard.

These cars are designed for men and women who do not like to follow the crowd. They are fine, proud and distinguished—in looks and performance.

Their individuality stems in part from the fact that they are in the custom-built tradition—as closely tailored to the discriminating owner's choice as scores of combinations of optional features, colors and interiors can make them. The car you choose is *your* car, different from any other on the road.

## The PACKARD PATRICIAN

A brilliant new engine . . . trend-setting contour styling . . . ultra-luxurious interiors. The Packard Patrician is America's most distinguished car, the finest car on the road today.

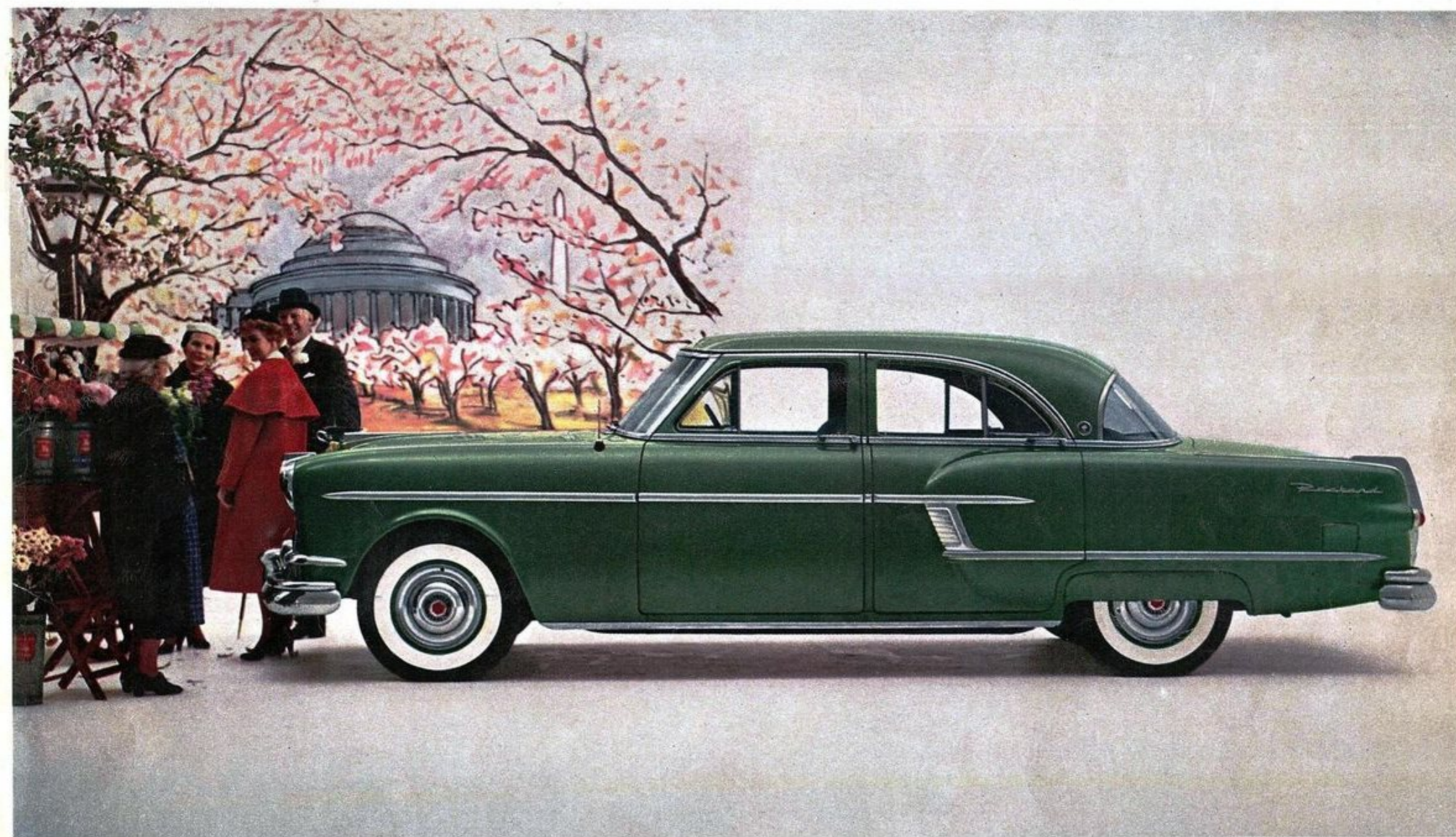
Here you will find the superb performance of a great new 212-horsepower engine—a big, able, high-compression and high-torque engine that provides all the power you need when and where you need it most!

And in combination with this tremendous new power are all the features that permit *the world's most relaxed driving!* Among them . . . Packard Ultramatic, finest of no-shift drives . . . Packard Power Steering . . . Packard Power Brakes . . . power operated windows . . . electric four-way seat adjustment.

This is a car designed for the fortunate people who know what they want and can have their choice of the field.



Shining symbol of Packard's supremacy on every highway—the handsomely modeled pelican in gleaming chrome ornaments the hoods of the new Packard Pacifics, Convertibles, Patricians, Packard Cavaliers and Custom cars.



Inside the Patrician you see for the first time how much luxury can be built into one automobile. For example, an entirely new fabric—nylon matelasse. Only when you have felt the sleek, cool richness of it can you appreciate its elegance. Or, for those who prefer traditional interiors, closely woven and durable broadcloth of the finest quality is also available in colorful two-tone combinations.

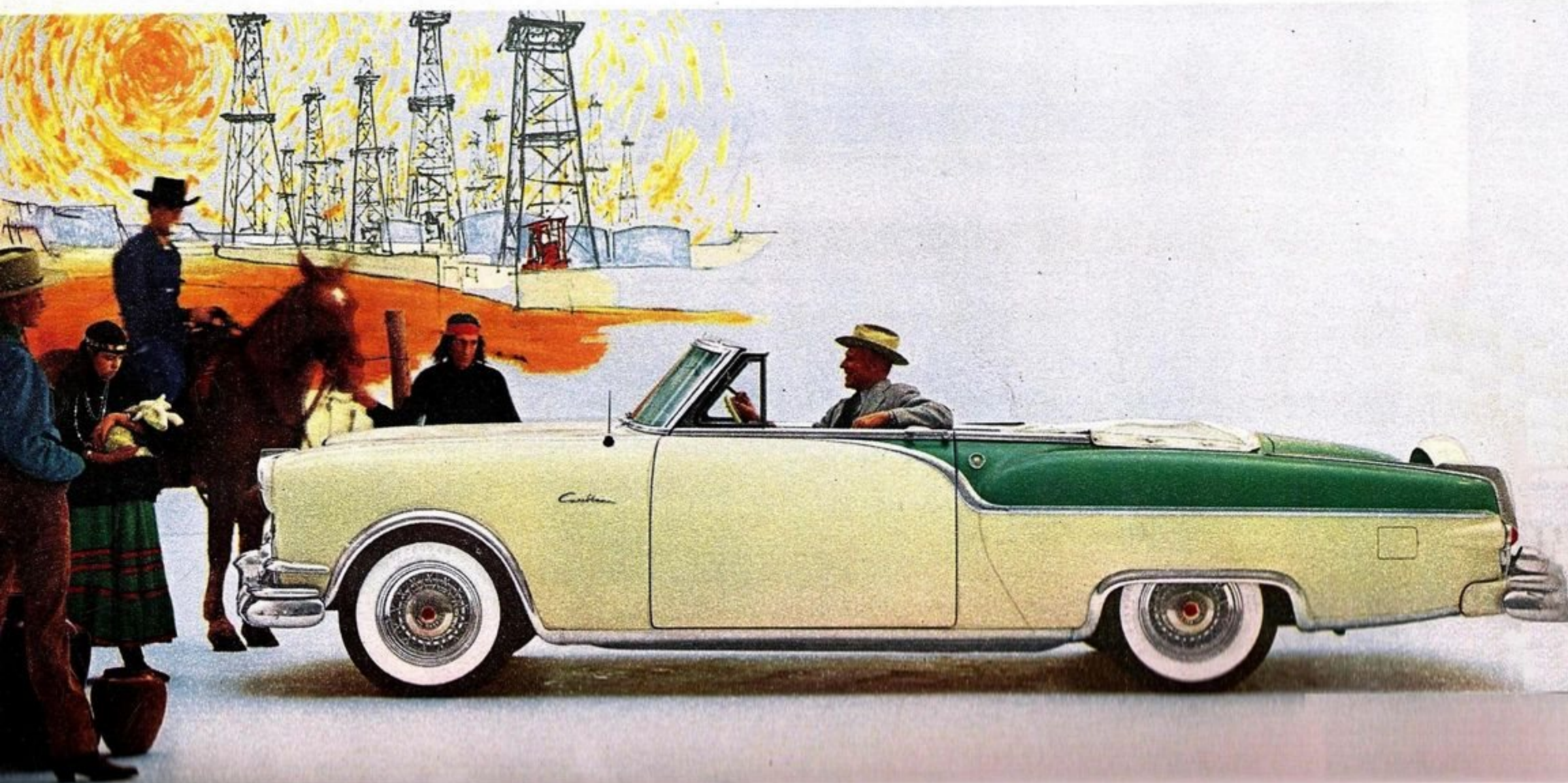
## The PACKARD CARIBBEAN

There is no more glamorous car than the new Packard Caribbean. Low, lithe lines . . . the swank continental look will turn all eyes in your direction—toward this smartest of all convertibles.

Like its sister cars, the Caribbean is built in the tradition of more than 55 years of engineering experience and craftsmanship.

The great new Packard 212-horsepower engine offers new performance that is one of the truly great new thrills in motoring.

You have the choice of handsome two-tone interior combinations of genuine leather—tailored to perfection—with colors and appointments that harmonize with the exterior of the car.



## The PACKARD PACIFIC

Something new in hardtop styling—the Packard Pacific. New inside and out—with new power, new performance, new driving ease.

And wherever you go—at the club—in town—or on the open highway, the Packard Pacific attracts admiring glances. Low, racy lines—the beauty of smartly customized, two-tone interiors finished

in luxurious nylon and leather. All these and a wealth of beautifully designed special appointments make the sleek new Pacific an ideal car for the young in heart.

On the road, the Pacific—with the brilliant power of its new 212-h.p. engine—more than lives up to the promise of its jaunty lines.

## The PACKARD CAVALIER

This car is designed with the family in mind, yet with all its luxury, comfort, and performance, it is also a great new value in its field.

Below, you see the trend-setting styling and color harmony of one of the many beautiful new Packards. The new interiors are keyed to the rich, handsome color of the car itself.

Your first ride will impress you with the many superior qualities which Packard Cavalier owners enjoy: Sumptuous "living-room" comfort and richness and elegance; the famous Packard ride engineered in, with springs and shock absorbers carefully matched to the car; the smooth, surging power of its 185-horsepower engine!



## The PACKARD CONVERTIBLE

Sparkling performance and the sheer joy of living speak from every jaunty line of the new Packard Convertible.

Beneath that gleaming hood are 212 horses, alert and eager to sweep you forward with breath-taking power! And so quiet, so responsive and easily controlled that only the sense of effortless

power and a climbing speedometer tell you that they are really there.

And the interiors! Genuine top-grain leather all the way through—with six brilliant colors from which to choose.

Power Steering—Power Brakes—Power Seat—Pushbutton Windows are optional extra features.

## SMART, RICHLY UPHOLSTERED INTERIORS IN A WIDE CHOICE OF COLORS

Few homes are as tastefully and lavishly furnished, few private clubs as richly appointed as the colorful Packard interiors for 1954.

Faultless tailoring . . . an almost unlimited selection of richly textured, colorful fabrics . . . the gleam of chrome . . . the quiet of soundproofed bodies—all contribute to a feeling of luxury matched by no other car.

Here you find the Packard "idea" in its highest form. And the Packard idea today, as always, is simply this—"How fine can we make it?"

You'll find the evidence in superb new fabrics:

- Nylon matelassé, a new kind of durable nylon fabric, of unbelievable richness and luxury.
- Broadcloth of the finest quality and texture

—Nylon and broadcloth in colorful two-tone combinations

—Nylon and leather that set the Pacific apart from all other cars

—Genuine top-grain hair cell leather in the Caribbean, the Convertible, and the Pacific

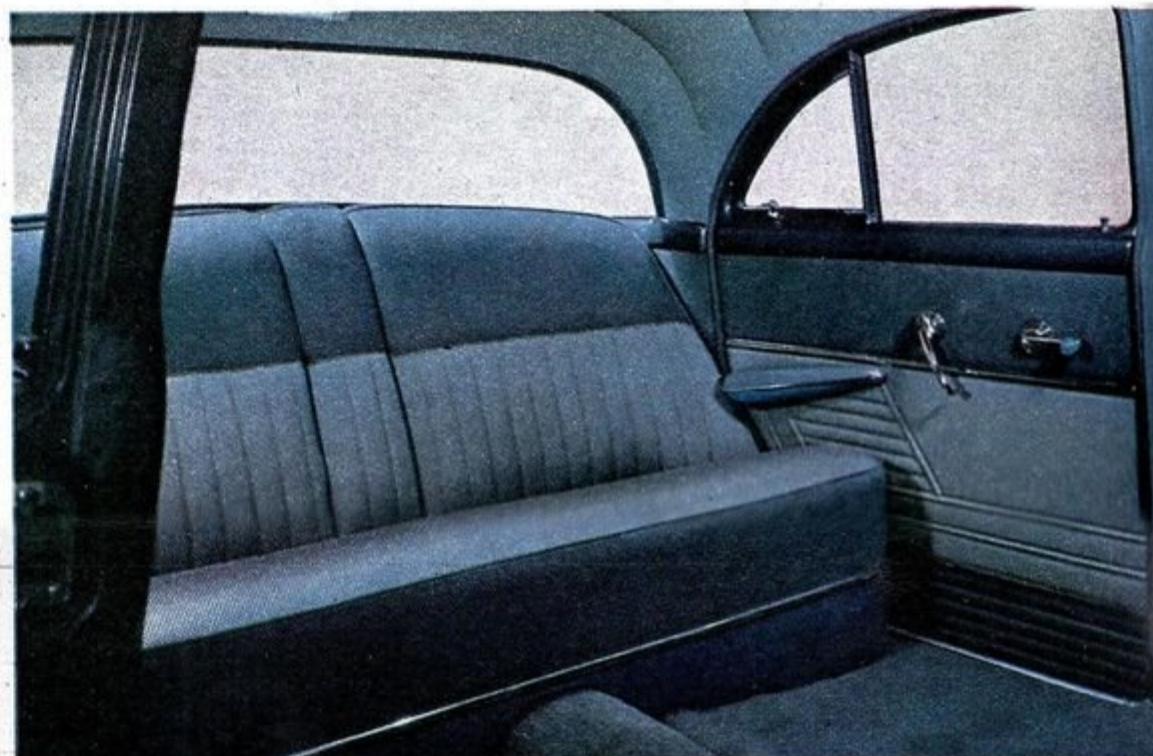
You'll find it in the seats themselves, where Packard's specially designed springing and thick pads of foam rubber let you sink into a new depth of luxury.

Room? Head room, hat room, shoulder room, hip room, leg room. Plenty of it everywhere.

In addition, the interiors of these new Packard cars are as modern, as lavish, as tastefully appointed as the foremost stylists in the industry today can make them.



Most glamorous American sports-type car, the Packard Caribbean offers you four choices of two-tone interiors in finely tailored genuine leather, with colors and appointments that harmonize with the exterior of the car.



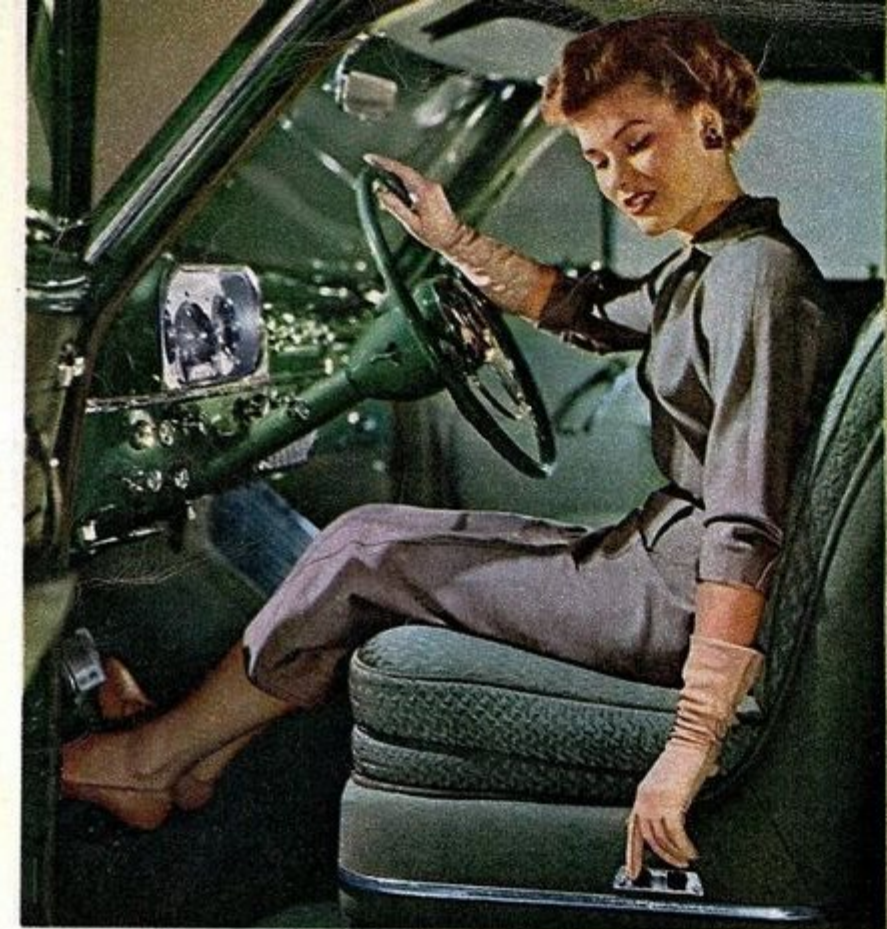
Three different two-tone combinations of nylon and broadcloth mark the new Packard Cavalier as one of America's most colorful and beautifully finished cars. Genuine leather upholstery is optional.



Sleek, cool nylon and genuine leather upholstery combine in the new Packard Pacific to make one of the most distinctive and luxurious interiors of any car ever built in the sporting tradition. Five two-tone choices.



The new Packard Convertible gives you a wide range of individual selections—with genuine top-grain, hair cell leather interiors with a choice of six color combinations. Appointments are keyed to the luxurious interiors.



### NEW ELECTRIC 4-WAY SEAT

The new Packard electrically operated 4-way seat, available on all Packard models, will raise or lower—slide smoothly and silently forward or back—at the touch of a finger.

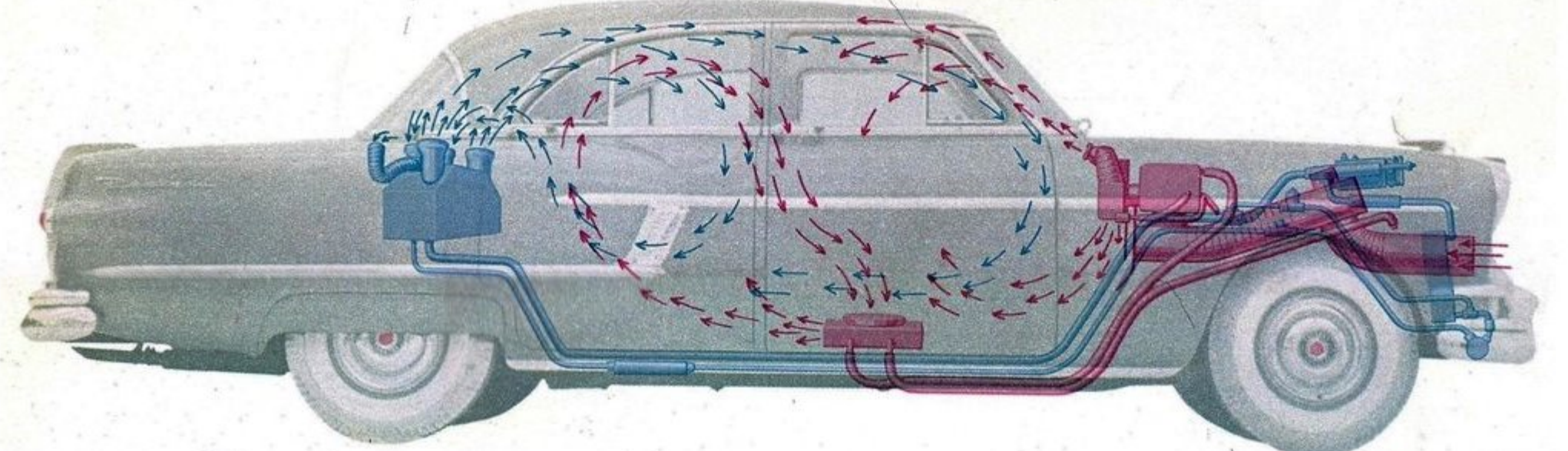
Two buttons conveniently located at the side of the seat permit instant adjustment for the comfort of any driver.



### PUSHBUTTON WINDOWS

Raise 'em or lower 'em at the touch of a button. Silent, dependable hydraulic power boosts windows up or drops them down to any position you wish.

No cranking—no twisting. Just a touch of the finger and whichever window you want zips up or down.



### PACKARD AIR CONDITIONING

Even when air conditioning was in its infancy, Packard pioneered its application to motorcars. Packard's great engineering background, together with that of air-conditioning experts, has produced as efficient and dependable an air-conditioning unit as has yet been built for any automobile.

### NEW DUAL HEATING SYSTEM

Here's something new and exclusive to Packard in 1954. Not one—but TWO heaters—bring you a continuous flow of fresh, heated air. The new Packard dual-heating system is a fresh-air ventilating, under-dash heater *plus* an under-seat heater that completely warms the rear of the car.



### NEW INSTRUMENT PANEL AND CLUSTER

Smartly modern in appearance, easy to scan at a glance and operate with a finger touch, the new Packard instrument panel and instrument cluster are scientifically designed for easy control and freedom from windshield glare and other visual inter-

ference. Packard universal-tuning radio provides pushbutton tuning for your home town, manual tuning for other stations and "signal-seeking" automatic selection of the strongest signals in the area.

Discover the new  
Packard

# CLIPPERS

*Packard-built quality at a popular medium price*



## 165-H.P. CLIPPER SUPER TOURING SEDAN

*Smartest car in its price class for performance, styling and comfort*

You'll find the CLIPPER Super Touring Sedan a superb example of Packard style—the style that stays in style.

People on the street have been heard to comment, "Looks longer, is longer"—and it is . . . over 215 inches in over-all length.

High fenders and low hood look better, let *you* look better, too. That's modern Packard contour styling, which also makes it the "fastest" looking car of them all!

Interiors, too, are smartly new, with your choice of color combinations in luxurious new upholsteries.

We would like to add that a CLIPPER brings you ease of handling, comfort of ride, pride of ownership that cannot be matched by any other car at a medium price.



Two things must be uppermost in the mind of anyone reading this book: The fact that the Packard CLIPPER is a new car is obvious at a glance, but . . .

—just *how* new is it?

—exactly *what* new features and qualities does it have?

You will find the answers to these questions in full detail as you read on—and they are answers that we are confident will prove to be the big news of this automotive year.

*But a few words of introduction first:*

The Packard CLIPPER for 1954 is brand-new—new in style, new in comfort, new in many important engineering features. In this new and different car you'll feel as though you're entering a new world of adventure.

YET—

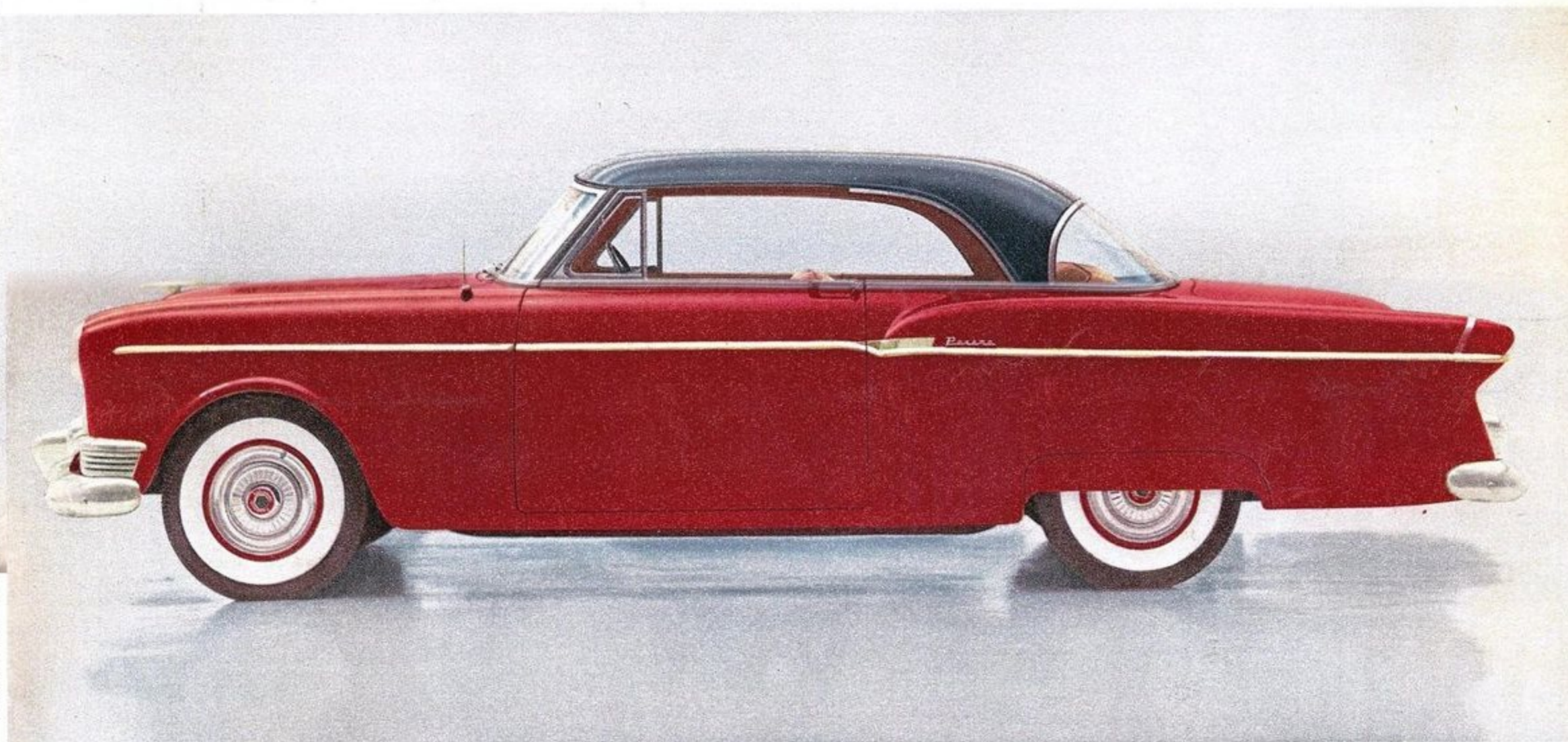
You will notice the CLIPPER retains the regal "Packard look." This is Packard style, the style that stays in style.

You will notice new features that will make the CLIPPER one of America's most talked about cars—including a new richness of finish in interiors, the finest new appointments.

You will notice, too, engineering features offered by no other car in the medium-price field. This is as it should be, for these cars are designed and built by Packard—the world's foremost builder of fine cars.

One more thing. Relaxed driving. In the 1954 CLIPPER, you will find the world's most relaxed driving! The exciting new story on that score needs more than this brief mention. Look for the details in the pages that follow.

*But first, meet the Packard CLIPPER for 1954!*



## The CLIPPER PANAMA

*America's newest glamour car is this dream-lined hardtop beauty*



Your first comments when you see the glamorous new CLIPPER Panama may be on hardtop styling and the new jaunty rear quarter section. "Smartest-looking car on the road"—"Built-in speed lines"—"A new kind of sports-car styling" are likely to be among your observations.

The new power of the 165-h.p. Packard engine will claim its share of attention, too. With flashing responsiveness and performance, this brilliant, high-compression engine gives realism to the *fast look* of the CLIPPER Panama.

Glamorous new interiors—with rich new upholstery finished in nylon and genuine leather and in four beautiful two-tone combinations. These things mark the new CLIPPER Panama as one of America's outstanding sports-type cars.

## 165-H.P. CLIPPER DE LUXE TOURING SEDAN

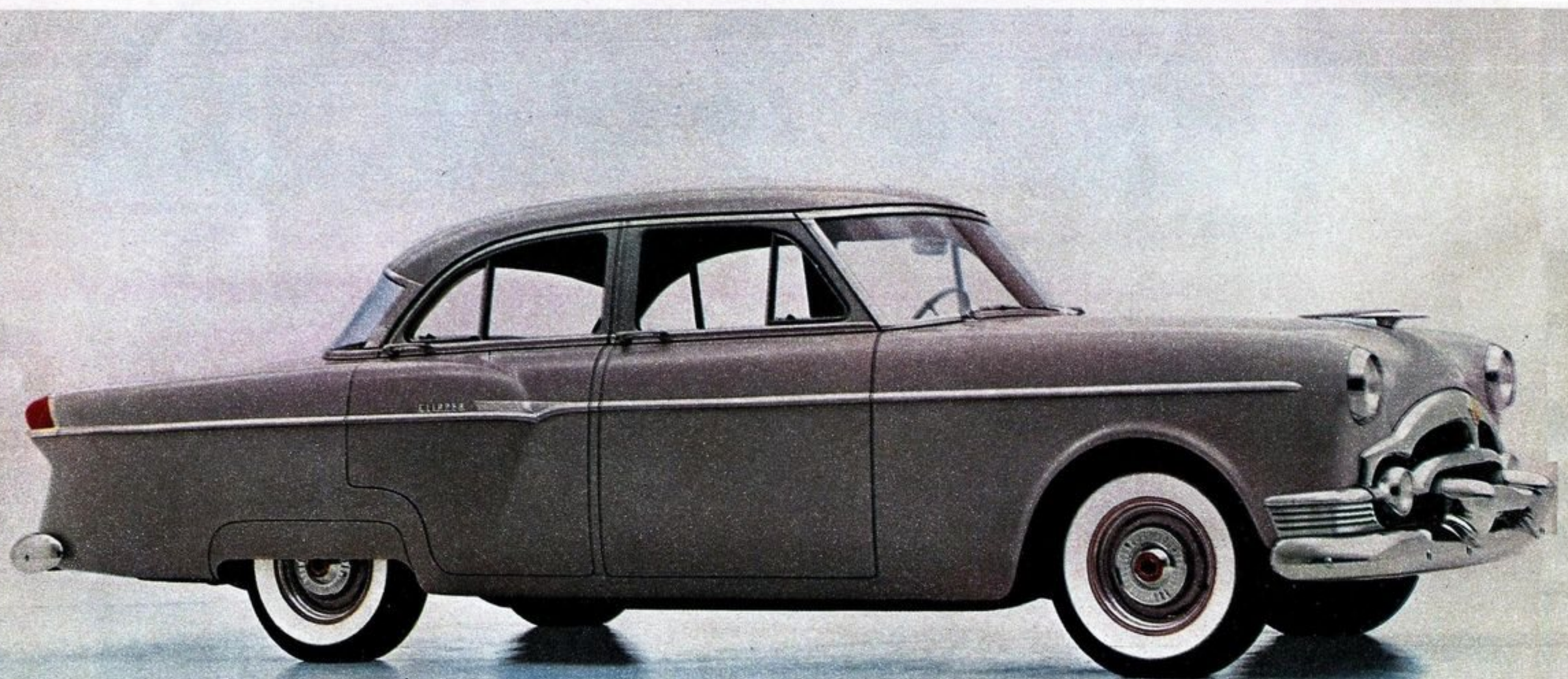
The new CLIPPER ride, the new ease of handling, are two of the most impressive things about this brilliant new car for 1954.

You'll find it hard to believe the way this car smooths out the roughest stretch of road.

We could explain the new driving characteristics by such things

as new front suspension supports—less unsprung weight—new, longer over-all length—new brakes with wider lining and drums.

But it is the ride itself and the handling that is important. And, no one has yet matched Packard on this score. Proof? Try a CLIPPER out on the road.



## 165-H.P. CLIPPER DE LUXE CLUB SEDAN

You've heard manufacturers talk about relaxed driving, but now, in the new CLIPPER, here it is! It's *real*! And you can feel it the moment you slip under the wheel.

Posture—visibility—ride—silence—transmission—steering and brakes. All are new and scientifically designed for your greater

comfort in 1954. They add up to "the world's most relaxed driving"—and it's yours in this CLIPPER De Luxe Club Sedan.

Relaxed driving . . . built in! It's a new idea in motoring comfort—and the most important new idea in many a year. And remember, you get the *value* that "Packard-built" traditionally means!

## 165-H.P. CLIPPER SPORTSTER

A thrilling new car with hardtop styling . . . at a pleasing low price. This is a "young" car. And in the swift, racy lines of the Sportster, you almost hear the sing of tires . . . catch the sound of laughter tossed back by the breeze.

Its flashing performance, rich interiors, beauty and comfort are

outward expressions of Packard-built quality through and through.

Here, too, you find Packard quality at a thrifty price. You find the famous 165-h.p. Packard engine and the "hidden" engineering extras that make the wonderful difference between a Packard-built car of traditional quality and other cars in its field.



## 150-H.P. CLIPPER SPECIAL CLUB SEDAN

"The flair of a hardtop . . . the price of a standard two-door sedan." That's one way to sum up what this car has to offer. Another is, "Luxury at a lot less."

But there are extras, too—not things that you see and list, but important all the same. For example: the "extra" of Packard design

and engineering. The "extra" of the Packard ride—finer than ever in 1954 with new spring liners and calibration. The "extra" of Packard style, the style that stays in style.

And price is an "extra," too—extra-low in this case, for you will find this CLIPPER priced to compete with the lowest in its field.

FLAIR . . . BRILLIANT COLOR INSIDE AND OUT!



Inside the CLIPPER Sportster you find smart, new hardtop styling in a choice of four two-tone combinations. Gleaming chrome roof bows accent the leather and nylon upholstery that is every bit as practical as it is brilliant in color.



## PLENTY OF LUGGAGE SPACE

Contour styling contributes another *plus* in that it makes possible *king-size* luggage compartments. In the new Packard CLIPPER you will find over 30 cubic feet of usable luggage space.

You and your family will enjoy outings and vacations all the more when you can take along all the clothing, sports gear and hobby equipment you need. Here's plenty of room, well protected, for all the luggage you need on any normal trip.



CLIPPER De Luxe interiors are beautifully finished in your choice of three cord and broadcloth two-tone combinations as shown in Club Sedan illustrated above. Instrument panels, window mouldings and hardware are keyed to the Packard CLIPPER'S new color styling.

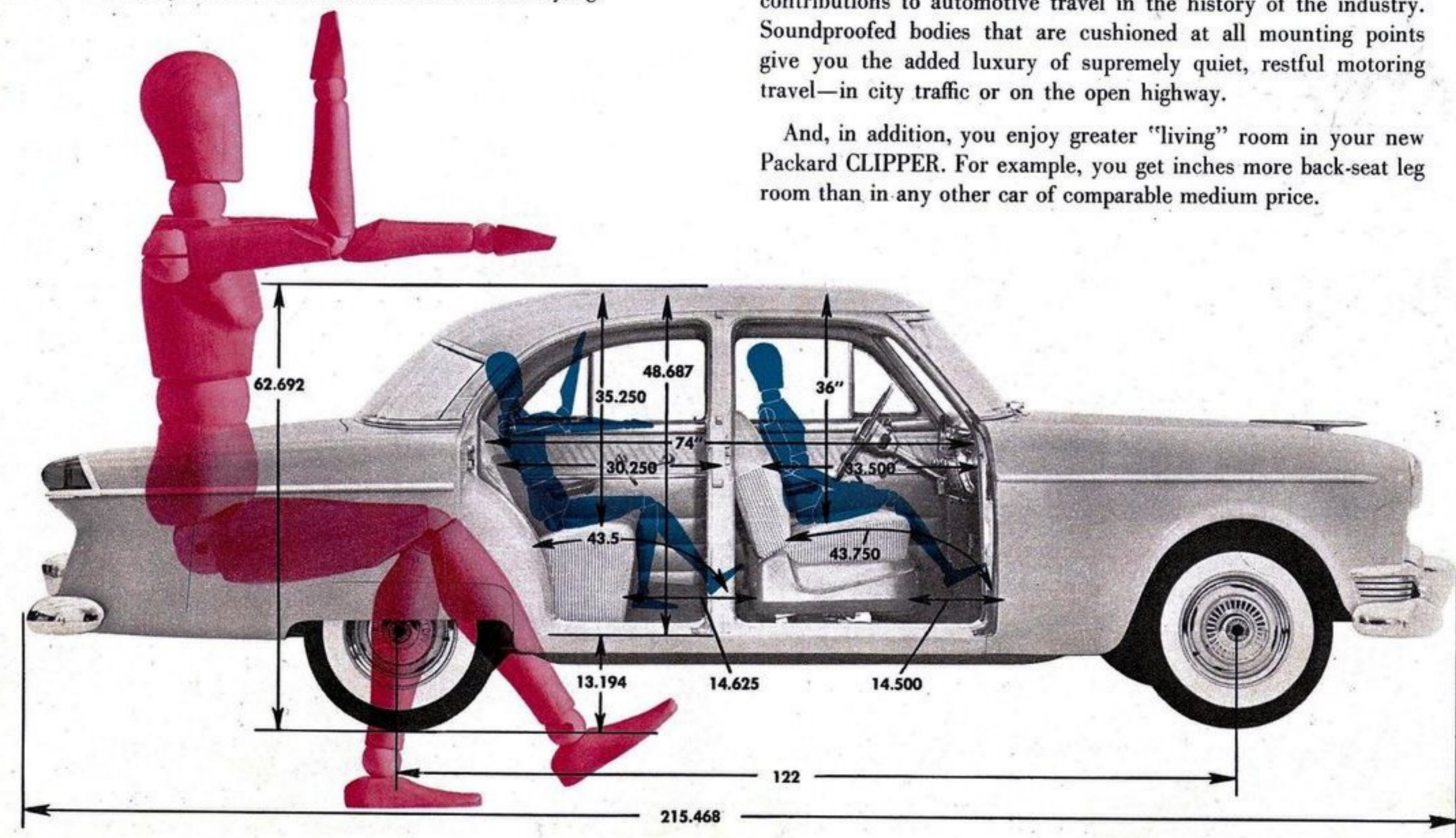
## MORE ROOM... MORE RELAXED DRIVING

Here are six steps we have taken to give you the most relaxed driving you have ever enjoyed—in your 1954 Packard or CLIPPER car:

Scientifically correct posture—wide-angle visibility  
—the new Packard ride—new Packard quiet—new steering and braking—improved transmission.

With these six steps we believe we have made one of the greatest contributions to automotive travel in the history of the industry. Soundproofed bodies that are cushioned at all mounting points give you the added luxury of supremely quiet, restful motoring travel—in city traffic or on the open highway.

And, in addition, you enjoy greater "living" room in your new Packard CLIPPER. For example, you get inches more back-seat leg room than in any other car of comparable medium price.



For the man who knows what he wants and can have it—the new "Custom" interiors. Three two-tone combinations or rich broadcloth. Thick foam rubber pads in front and rear seats—the extra comfort of rear-seat center armrest. Available on CLIPPER Super Touring Sedan only.

A rainbow of color lets you tailor your new Packard CLIPPER to your personal taste.

A wide choice of exterior color combinations! Five bright new colors and four special color schemes—plus eleven optional two-tone choices! Four different upholstery materials in more than twenty standard and optional single-tone and two-tone combinations.

### Fresh Air Heater and Defroster

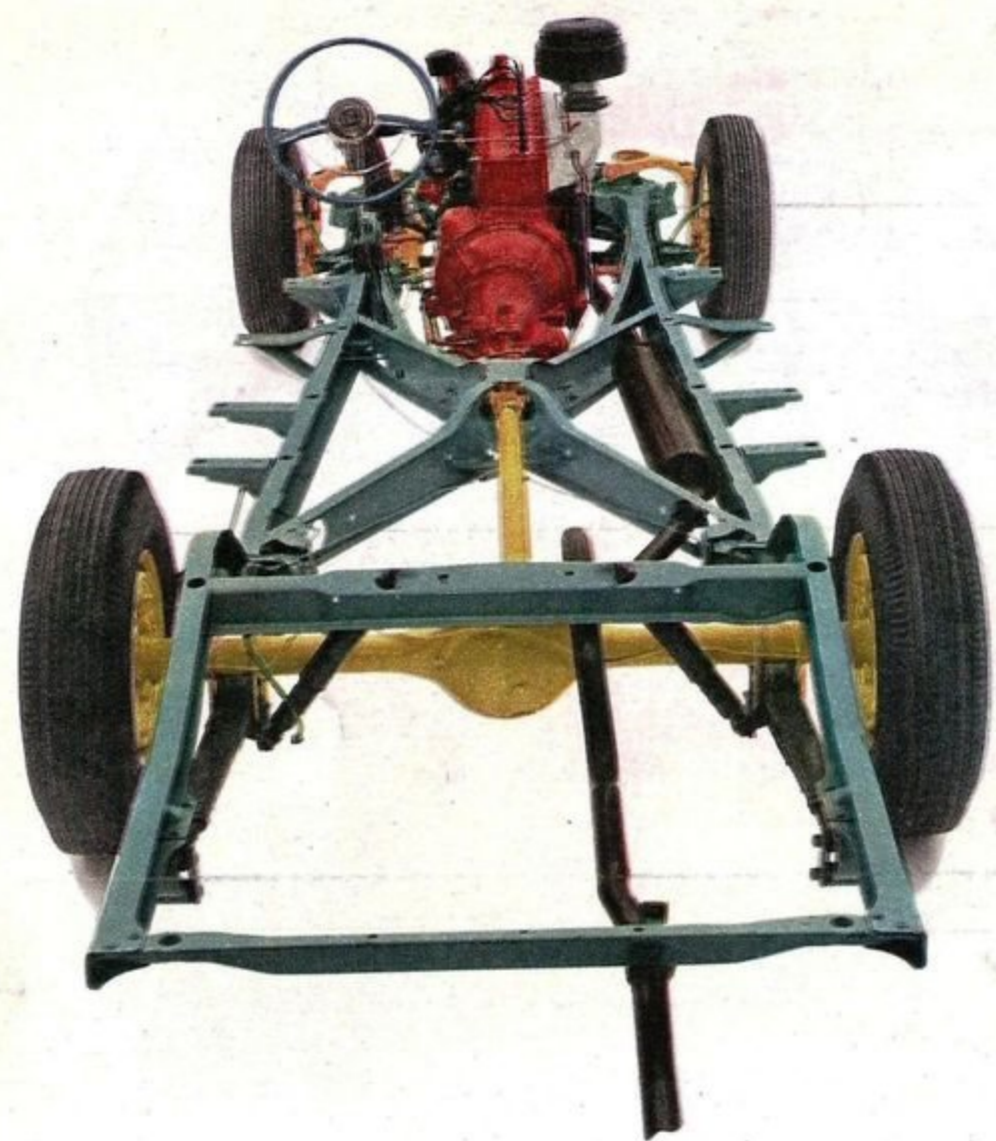
If you have never driven with the Packard Fresh Air Heater and Defroster unit you cannot know what comfort one heater can bring.

In winter, fresh warm air is spread evenly throughout the car. This compact heater brings fresh air *in*, forces stale air *out*!

In summer a powerful fan circulates a constant flow of cool, fresh air.



Interior styling of the new Packard CLIPPERS is marked by harmonious arrangements that blend the modern decorator colors of the exterior with rich upholstery of complementary tones and also includes smart new dash panels with glare-free instrument cluster.



## The PACKARD CLIPPER CHASSIS

The chassis you see above is the solid foundation on which are based the qualities of stamina, roadability and ride for which Packard is well and widely known.

And in 1954 the Packard CLIPPER chassis is engineered with even greater precision, with greater built-in strength.

Note the rugged X-member frame so typical of sturdy Packard construction. From this comes greater lateral stability, better ride.

Note, too, that Packard springs are tailored to the car. Each model is equipped with springs built for that model. In fact, springs may be varied with the addition of extra equipment to assure the utmost comfort under all circumstances.

## PACKARD POWER STEERING

Suppose for the moment you have never driven with power steering. What does it do? The answer, in simplest terms, is this:

It takes over the work of driving—makes steering a joy instead of a job.

The silent hydraulic "muscles" of Packard Power Steering supply up to 80% of steering effort—even when your car is standing still on dry pavement or parked in a tight spot at the curb.

Parking? It's a breeze—no job at all with power steering doing the work.



1. Rough going on the road? You may never feel it, because Packard Power Steering cushions the shock . . . holds wheels steady and on course.
2. A steep, sweeping curve looms up ahead. But your CLIPPER with power steering carries you effortlessly around it, instantly responsive to your slightest wish.
3. The finger on the wheel above is no exaggeration of the ease with which power steering operates. This car could be in deep sand, but steering would be just this easy.

## PACKARD and PACKARD CLIPPER ENGINES

*More Brilliant Than Ever for 1954*

Packard's great new 212-H.P. engine is entirely new—with a new four-barrel carburetor, new type combustion chamber and the heaviest crankshaft in the industry. Its 8.7 to 1 compression ratio is the highest of any stock car in the world. Its 359-cubic-inch displacement means 8½% more "breathing capacity"—greater economy and smoother operation. Nine main bearings, an exclusive feature of this engine, dampen vibration, prolong engine life.

In two great Packard-built engines, the brilliant new Packard CLIPPER line for 1954 offers you far more power and performance than you'll ever need!

Among advantages that you enjoy with either the new Packard CLIPPER 165-h.p. engine or the improved 150-h.p. engine is a design that has up to 25% fewer working parts than other engines of comparable power. With less wear and fewer complicated parts to require attention, the Packard-built CLIPPER engines not only give you brilliant ranges of performance but stay young longer and cost less for maintenance. High compression and high torque contribute to greater power and economy.

## PACKARD POWER BRAKES

What you are now reading about is, in our opinion, one of the most important safety features ever to be put on any automobile. Here's why—

Packard Power Brakes reduce foot pressure by 40% . . . take 29% less time to apply—greatly reduce the distance required for stopping!

You can see for yourself what this means in terms of super car control and quicker stops under all conditions.

Yes, you'll find driving with power brakes easier, safer—and it's fun!



4. A touch of the toe does it! The gentle pressure of your foot brings the car to a smoother, safer stop with Packard Power Brakes.
5. Pivot your foot—don't lift it. The low-level pedal is at the same convenient height as the accelerator—lets you apply brakes seconds sooner.
6. Low-level suspension (from above) leaves extra floor space clear. It reduces "time-to-apply" by up to 29%—lets you stop in 13 feet less distance at 30 m.p.h.

### The PACKARD Specifications:

**ENGINE**—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. 212 brake horsepower at 4,000 rpm. Compression ratio 8.7 to 1. Displacement 359 cubic inches. Bore and stroke 3½ x 4½ inches. Hydraulic valve tappets. Crankshaft weight: 107 pounds; nine main bearings. Aluminum alloy cylinder head. Standard on Patrician, Caribbean, Pacific, Convertible and Custom-built cars.

**185-horsepower engine**—L-head, eight cylinders in line. Compression ratio 8.0 to 1. Displacement 327 cubic inches. Bore and stroke 3½ x 4¼ inches. Five main bearings. Standard on the Cavalier.

**TRANSMISSION**—Packard Ultramatic Drive is standard equipment on the Packard Patrician, Pacific, Convertible and the Caribbean, and optional at extra cost on the Cavalier and Custom-built cars. Overdrive available at extra cost.

**FUEL SYSTEM**—4-barrel, down-draft carburetor with 4 main jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control. Oil bath air cleaner.

**FRONT SUSPENSION**—Packard independent front-wheel suspension, rubber cored support arm inner bushing. 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. Lateral stabilizer. (Except on the Pacific.)

**BRAKES**—Safeti-set hand brake. Packard Servo-Hydraulic, self-energizing type service brakes. Power brakes optional at extra cost.

**WHEELS AND TIRES**—Low pressure 8.00 x 15 tires (8.20 x 15 on Custom Limousine and 8-Passenger Sedan) on Safety-Groove wheels. New tubeless tires optional at extra cost.

**WHEELBASE**—Custom Limousine and 8-Passenger Sedan: 149 inches. Patrician and Cavalier: 127 inches. Pacific and Convertible: 122 inches.

**OVER-ALL LENGTH**—Custom Limousine and 8-Passenger Sedan: 238½ inches from bumper to bumper. Patrician and Cavalier: 216½ inches, from bumper to bumper. Pacific and Convertible: 211½ inches. Caribbean: 220½ inches.

**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. Turn indicators; tilt-type, glare-proof rear view mirror. Chrome-plated wheel discs; trunk compartment light; robe rail.

**DRIVE**—Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios—Ultramatic Drive: 3.54 to 1. Overdrive: 4.1 to 1. Standard transmission: 3.9 to 1.

**ELECTRICAL SYSTEM**—Large capacity 45-ampere, air-cooled generator with automatic control. Seventeen plate, 120-ampere hour battery on Packard Patrician, Pacific, Caribbean and Custom Cars. Seventeen plate, 100-ampere hour battery on Cavalier and Convertible. New anti-kickout starter drive on all models. New waterproof ignition wiring. Full automatic spark control.

**STEERING**—Conventional: Packard worm and 3-tooth roller type. Over-all ratio: 30.9 to 1. Turning radius 21½ ft. for Convertible and Pacific; 22½ ft. for Packard Sedan and Patrician.

**CARIBBEAN STANDARD EQUIPMENT**—Ultramatic, Power Steering, Power Brakes, Windshield Washer, White Sidewall Tires, Hydraulic Windows, 4-Way Power Front Seat, Dual Heater and Defroster, 3-Way Radio and Electric Antenna.

## PACKARD ULTRAMATIC no-shift drive...

*The smoothest, finest automatic transmission of them all!*

With Ultramatic there are no surprise up-shifts, no gear steps of any kind. That makes for a smooth, even flow of power at all times.

Direct drive is another advantage Ultramatic enjoys over other automatic transmissions now on the market. No gas-wasting slippage at road speeds with Ultramatic. No fear of overheating on hills. That's why Ultramatic has achieved world fame as the finest no-shift drive of them all.



7. Flick to low! Flick to reverse! That's all there is to rocking your car in sand or snow. Low and reverse are side by side on the shifting quadrant.
8. Climb steep hills without a thought of overheating. Ultramatic's direct drive lets your engine run slower and cooler—means less heat, less engine wear.
9. Coming down on the other side of the hill, Ultramatic lets you use engine braking all the way—right down to 11 miles per hour. That's one more advantage of direct drive!

### The Packard CLIPPER Specifications

**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. *Super and DeLuxe Clipper*: displacement 327 cubic inches. Compression ratio: 8.0 to 1. Brake horsepower: 165 at 3600 r.p.m. Crankshaft weight: 104 pounds; five main bearings. Bore and stroke: 3½ x 4¼ inches. *Clipper Special*: 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 3¾ inches.

**TRANSMISSION**—Packard Ultramatic Drive is optional at extra cost. Standard transmission has synchronized, carburized, helically cut gears and nine ball and roller bearings. Overdrive available at extra cost.

**DRIVE**—Hotchkiss type through rear springs. Hypoid rear axle. Axle ratios are: Standard—3.9 to 1. Overdrive—4.1 to 1. Ultramatic Drive—3.54 to 1 on *Clipper Special* and 3.23 to 1 on *Super and DeLuxe Clipper*.

**FUEL SYSTEM**—*Clipper Special, Super and DeLuxe*: Dual downdraft carburetor, with two intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

**ELECTRICAL SYSTEM**—Large capacity 45-ampere, air-cooled generator with automatic control. Seventeen plate, 100-ampere hour battery. New positive-engagement starter drive on *Clipper Super*. New waterproof ignition wiring. Full automatic spark control. Sealed beam headlights.

**STEERING**—Conventional: Packard Gemmer worm and 3-tooth roller type gear. Over-all ratio: 27.3 to 1. Turning radius 21½ feet. Power Steering, optional at extra cost: Hydraulic, direct-action type with rotor pump. Over-all ratio: 22 to 1. Turning radius 20½ feet.

**FRONT SUSPENSION**—Packard independent front-wheel suspension, rubber cored support arm inner bushings on *Clipper Super*—threaded steel bushings on *Clipper Special and DeLuxe*. 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 liners between leaves.

**SHOCK ABSORBERS**—Direct-acting airplane type.

**BRAKES**—Safeti-set hand brake. Packard Servo-Hydraulic, self-energizing type service brakes. Packard Power Brakes optional at extra cost.

**WHEELS AND TIRES**—With new Safety-Groove rims. Tire size: 15 x 7.60.

**WHEELBASE**—122 inches.

**OVER-ALL LENGTH**—215½ inches from bumper to bumper.

**STANDARD EQUIPMENT**—Twin horns, two dual, universally hinged sun visors. Double, variable-speed vacuum windshield wipers. Horn ring. Bumper guard front and rear. Bumper jack and tools. Turn indicators\*, foam cushion front seat\* and clock\*. Glove box light standard in *Super*—also available in *Special and DeLuxe* at slight extra cost. Chrome wheel discs standard on *Super*.

\*Available on *Special* at extra cost.

PACKARD MOTOR CAR COMPANY, DETROIT 32, MICHIGAN



## The PACKARD PROVING GROUNDS

*Where Packard quality proves itself in action!*

Through the gates of the great Packard Proving Grounds constantly pass test cars embodying new ideas. Within these 560-acre grounds are facilities for an endless variety of tests devised by Packard engineers to prove each new idea. Here have been proved many of the famous Packard advancements that have revolutionized motorcar travel.

*One such idea has been built into the 1954 line of Packard cars with the world's most relaxed driving!*

It all began when Packard engineers asked themselves two questions: "Can there be such a thing as truly relaxed driving?"

Can relaxed driving be built into an automobile?"

These questions were answered with an unqualified "yes" and you see the results in the new Packard and CLIPPER line.

You see, too, the results of one of the most thorough and devastating testing programs ever devised for an automobile.

And again you see the results in new dependability, new durability and new over-all economy—to name just a few of the qualities we think will make these cars famous wherever there are cars and roads on which to drive them.

1. Trial by water! Time after time this Packard ran through the water bath. Result: not the slightest hint of dampened spirit or ignition.

2. Drive over the railroad ties proves how Packard minimizes road shock transmitted to body, steering, suspension and other chassis parts.

3. Sand, loose gravel and ruts at high speeds! Packard holds the road even under conditions like these. A real test of steering and brakes.

4. Test runs on the world's fastest 2½-mile closed track show the new high-torque 212-h.p. engine provides extra power where you need it—in the 40 to 70 mile range.



5. Climbing power checked on grades up to 35%. Packards with standard transmissions and with Ultramatic take them right in stride.

6. Ruts, dips, broken pavement. The Packard ride is tested on all types of roads under all kinds of conditions to develop maximum passenger riding comfort.

7. Packard engines are tested in the temperature control room, from 40° F. below zero to 135° above, to prove their performance under all conditions.

8. Quiet-level check on a new '54 Packard fresh from the factory. Scientific instruments show Packard quiet greater than other cars in its field.