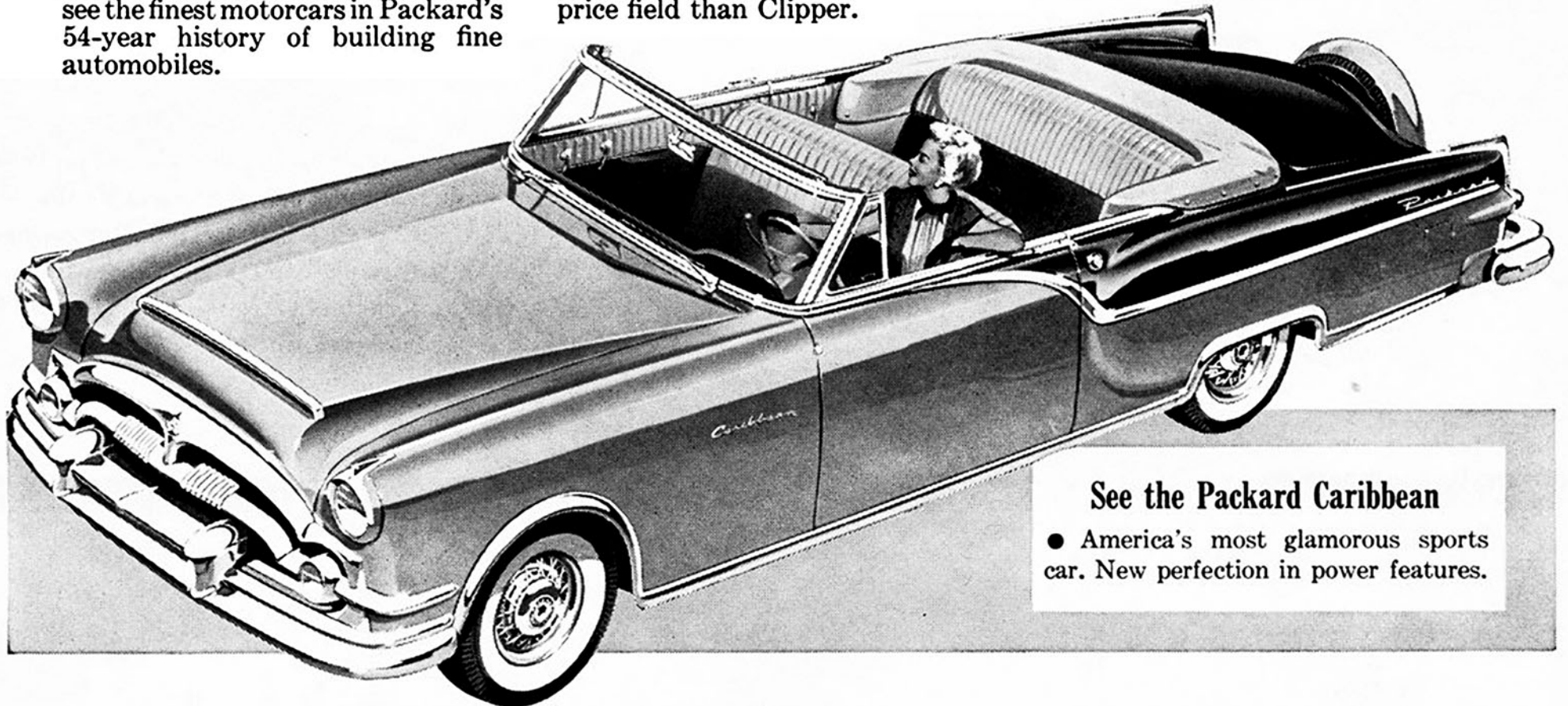


'54 is PACKARD'S year... see why at the Auto Show!

YOU'LL SHARE our enthusiasm, we feel certain, when you see the 1954 Packard and Packard Clippers at the Auto Show. You'll see contour styling that's setting today's trend in automotive design. You'll see the finest motorcars in Packard's 54-year history of building fine automobiles.

● **Yes, for '54** Packard gives you more—more of those famous developments which bring the joy back to driving. You'll see no finer car than Packard at the show—nor a greater value in the medium-price field than Clipper.

● **This year,** like last, Packard is the newsmaker. You'll see news written in superpowered engines, all the new power-driving optional features and in a new high in luxurious interiors.



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● **See the Clipper**—Luxury at a lot less—because Packard builds it. That best describes the new Packard Clipper, lauded as the top buy in the medium-price field. Prove this to your own satisfaction at the show.

● **Clipper Panama**—The smart new hardtop above is representative of the 1954 Clipper line. There are three Clipper series. And—hold your hat—prices are much, much lower than you would expect!

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