

# PACKARD COMPETITIVE COMPARISONS

PUBLISHED BY SALES TRAINING DEPARTMENT • MERCHANDISING DIVISION • PACKARD MOTOR CAR COMPANY



Compare

## THE 1953 PACKARD CLIPPER WITH THE NEW DODGE CORONET

Dodge has invaded the medium-priced car bracket! Not by value or quality: Dodge has moved up in price alone! The new Dodge Coronet equipped retails in Detroit for approximately \$3,123.96 including license. A Packard *Clipper* comparably equipped delivers for \$3,163.23 including license. Your customers will want to know about these cars. They'll want to know how the Packard *Clipper* stacks up against the Coronet in looks, luxury, roominess, roadability and price. Outlined in this comparison are all the answers that offer positive proof that Dodge is no match for the Packard *Clipper* in any bracket.

The Dodge Coronet for '53 has made some interesting claims regarding their so-called new body. Granted, it's quite a departure for the Chrysler organization to drop their boxy design, but a closer look will prove the design is not so new, and in places it isn't too original.

In the first place, grille treatment usually designates a new model year. The Dodge grille has not been altered. In fact, it will be very difficult to tell the difference between the 1952-3 Dodge from the front.

The new grille used on the 1953 Packard *Clipper* is distinctively Packard. Its functional beauty aids engine cooling and enhances the luxury of the finest car in the medium-priced field.



PACKARD CLIPPER



DODGE CORONET



PACKARD CLIPPER



DODGE CORONET

This automotive comparison analysis is based on manufacturer's published information, and is compiled solely to help the Packard salesman to better understand the quality of the product he sells. While the information contained herein has been obtained from sources considered reliable, its accuracy is not guaranteed.

PUBLISHED BY PACKARD MOTOR COMPANY, DETROIT, MICHIGAN, MARCH 31, 1953.



From the side view, it can be seen that Dodge has lowered their roof line slightly and altered the chrome side trim, Dodge stylists have finally followed the trend and have gone to a one piece windshield.

The side view of the Packard *Clipper* reveals the new, lower roof silhouette for 1953. The new Packard *Clipper* features the new look in windshields. The broad, curved expanse of glass is framed by a heavy chrome moulding. The square-cornered beauty of the windshield complements the new rear quarter panels and the full wrap-around rear window. The Packard *Clipper* offers over 3,000 square inches of safety glass for extra visibility—extra safety.

A last look at the Dodge Coronet from the rear, reveals the filler cap mounted on the rear deck sill, and the rear fender kick-ups so much like the Henry J's or Willys. In contrast to the plain rear end of the Dodge, the brilliant styling of the Packard *Clipper* offers the pleasing line of the contour-styled rear deck. Its functional script and crest rear deck-lid handle, true wrap-around rear window and large vertical tail lights accentuate the beauty of the 1953 Packard *Clipper*.

## PACKARD OFFERS Centrifuse Brake Drums Plus Power Brakes

Although Chrysler engineers realize the advantages of centrifuse brake drums (all Chryslers are equipped with centrifuse brake drums), they do not offer them on the Dodge. Centrifuse brake drums, the frictionally perfect braking drum with the cast iron friction surface and fused on steel outer shell, prevents brake drum distortion by controlling expansion. Thus, making a better, longer-wearing brake drum with more perfect and consistent braking. The centrifuse drum is used throughout the entire Packard *Clipper* and Packard line. Chrysler Corporation also realizes the advantage of a full power brake. Although the Chrysler brake is not a true power brake, but a booster unit, they do offer it on the Chrysler cars. However, Dodge is not able to offer any type of power brakes.

On the other hand, Packard engineers realizing the vital importance of safety in braking made it possible to offer Packard Power Brake on the Packard and Packard *Clipper* cars for 1953.



PACKARD  
CLIPPER

Styling originality and chrome brilliance highlight rear quarter roof panel of the Packard *Clipper*



DODGE  
CORONET

Drab unimaginative styling add little to false ventipane on the 1953 Dodge Coronet

In the light of the facts, the styling and newness of the Dodge Coronet loses much of its luster . . . Style-wise Dodge is no match for the Packard *Clipper*!

Since size is an accepted gauge of car value, the following chart will show exactly how the Coronet and Packard *Clipper* compare in exterior size.

	Packard <i>Clipper</i>	Dodge Coronet
Wheelbase . . . . .	122	119
Overall Length . . . . .	213.09	201.3
Overall Height . . . . .	62.6	62
Overall Width . . . . .	77.8	73.5
Front Tread . . . . .	59.5	55.9
Rear Tread . . . . .	60.7	58.7

There's the picture! Packard's *Clipper* offers more big car looks and dimensions, in every category than the Dodge Coronet.

## PACKARD FRAMES are Sturdier • Stronger • Safer

Although Dodge has laid considerable emphasis on their new and increased horsepower, they have done nothing to improve the car's frame.

The main function of a frame is to serve as a foundation for the entire car. The accompanying illustrations point out better than any words how weak the Dodge frame is with its 4 cross-members and how STRONG the Packard X-type with its 5 cross-members built to tame the roughest roads and engineered to the highest standards in the industry.



Dodge Coronet Frame  
(Ladder Type)



Packard *Clipper* Frame  
(X-Type)



# THE CLIPPER has MORE Hip and Leg Room than DODGE

The Main Function of any automobile is to provide passenger carrying space. All cars provide this space in some manner, but with varying degrees of comfort. The advertised roominess of the Dodge is easily eclipsed by the extra inches of comfort offered by the brilliant new Packard *Clipper*.

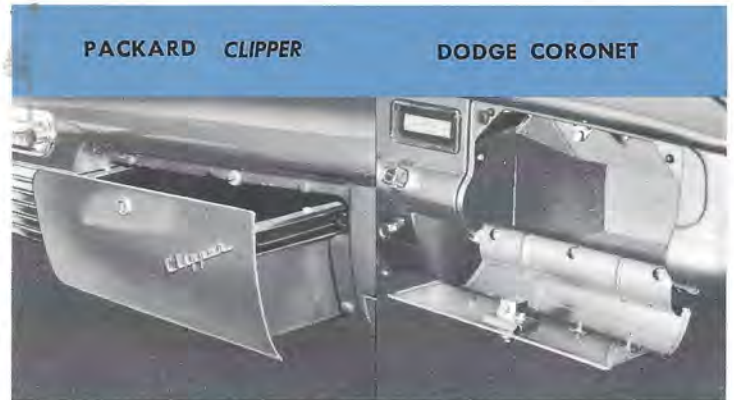
	Packard Clipper	Dodge Coronet
Hip Room (Front).....	62.7	60.6
Hip Room (Rear).....	62.	60.5
Shoulder Room (Front)..	57.	57.
Shoulder Room (Rear)..	55.5	55.2
Leg Room (Front).....	43.5	44.5
Leg Room (Rear).....	43.7	42.6

Although Dodge engineers have greatly reduced the weight of the Dodge body, they have not altered the overall weight of the car. Since the Dodge Coronet body is lighter than last year, and since the Red Ram engine has increased the car's horsepower the 1953 Dodge has considerably more git-up-and-git than previous models. Unfortunately this increased performance has been made by sacrificing interior room and passenger comfort.

Packard engineers, on the other hand, have produced the 1953 Packard *Clipper*; offering the owner the ultimate in roominess, comfort, safety and performance. The Packard *Clipper* is engineered to offer the medium-priced car buyer more dollar value and more fine car quality than the Dodge Coronet.

*PACKARD CLIPPER has many standard luxury features which the DODGE buyer must pay for—*

	Packard Clipper	Dodge Coronet
Electric Clock.....	Std.	Extra
Directional Signals.....	Std.	Extra
Cigar Lighter.....	Std.	Extra
Two Ash Receivers, front..	Std.	One
Two Sun Visors.....	Std.	One
Glove Drawer Light.....	Std.	Extra
Map Light.....	Std.	Extra
Aluminum Scuff plates on door sill.....	Std.	Rubber
Rear Vent Window.....	Std.	N.A.



Functionally beautiful non-spill drawer-type glove compartment

Dodge Coronet offers only the drop-door type of glove box

## Although the engine claims made by Dodge are interesting,

their V-8 does not measure up to the standards of the Packard Thunderbolt engine used in the *Clipper*.

	Clipper Thunderbolt	Dodge Red Ram
Horsepower.....	150 @ 4000	140 @ 4400
Torque.....	260 @ 2200	220 @ 2000
Compression Ratio.....	7.7-1	7.1-1
Rotating-Type Valves..	Yes	No
Carburetor Type.....	Dual Downdraft	Single Downdraft
Ease of Servicing.....	Very Easy	Difficult

Listed above are six advantages where the Packard Thunderbolt engine outpoints the Dodge Red Ram. The owner-proved Packard Thunderbolt engine has been acclaimed by millions of owner-driven miles. The Packard Thunderbolt has two main engine advantages that assure long life and top engine performance—full pressure engine lubrication and rotating-type valves. Packard valves are engineered to rotate during the operation of the engine. Thus, any carbon or combustion deposit on the valves' face or seat are literally wiped from the operating surface assuring perfect compression sealing with the benefits of increased performance and economy.

Packard's Thunderbolt engine has 100% pressure lubrication, which forces clean engine oil onto all bearing surfaces even to the piston pins the instant the engine is started. In the Dodge engine during cold weather starting and normal operation, there are certain friction parts which are fed by the old-fashioned splash system that could wear and make costly service bills a reality.



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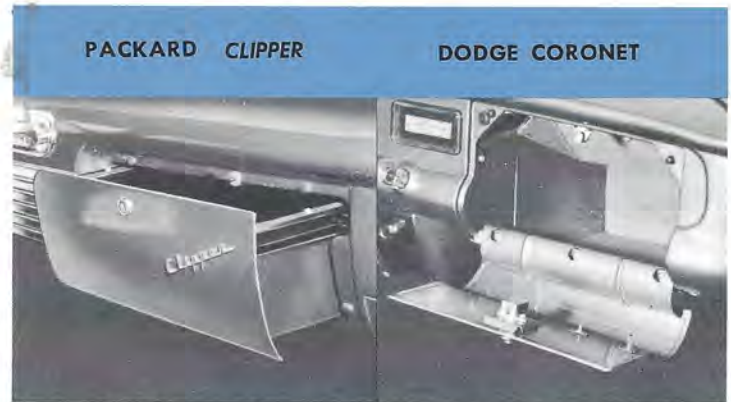
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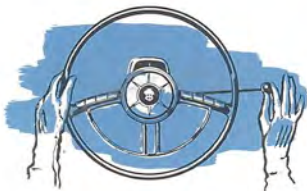
# Summary

## OF PACKARD CLIPPER ADVANTAGES OVER FEATURES OF THE DODGE CORONET

The Packard *CLIPPER* offers more passenger comfort



PACKARD'S



Ultramatic drive is miles ahead of Gyro-Torque

PACKARD Power Brakes cut driver reaction time 29%—



reducing braking effort 40%

The Packard *CLIPPER* has more visibility . . . over 3,000 square inches of safety glass



PACKARD'S



"Advanced Contour Styling" is years ahead of Dodge's style

PACKARD'S Thunderbolt engine offers 10 more horsepower



The Packard *CLIPPER* offers



more "Big Car" features