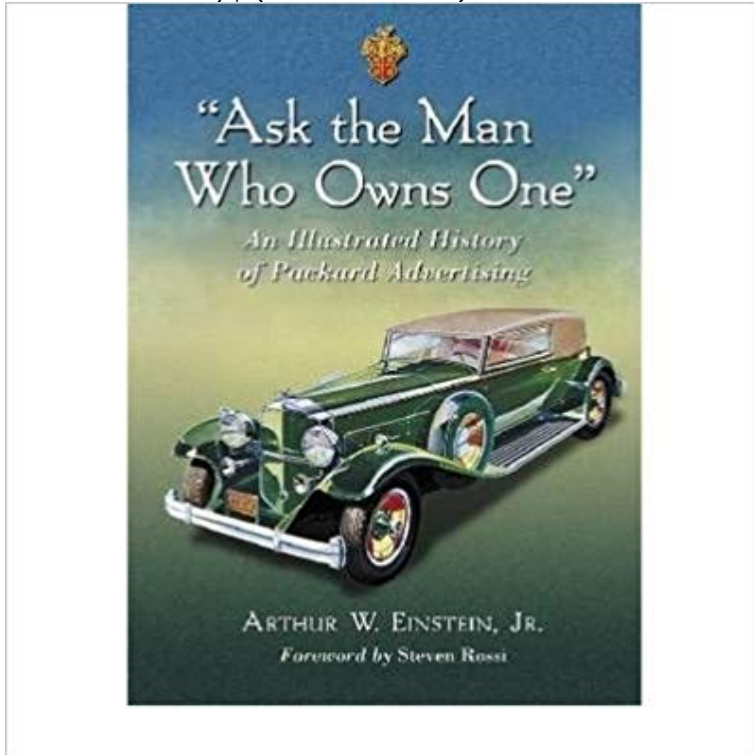


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A major force in the American automobile scene through the 1950s, Packard made a mark on American advertising as well. The cars themselves seemed built for promotion--the red hexagon in the hubcap, the yoke grille, and the half-arrow belt-line molding acted as a logo of sorts, setting a new standard in visual continuity and branding. The company's image became so firmly established, in fact, that

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