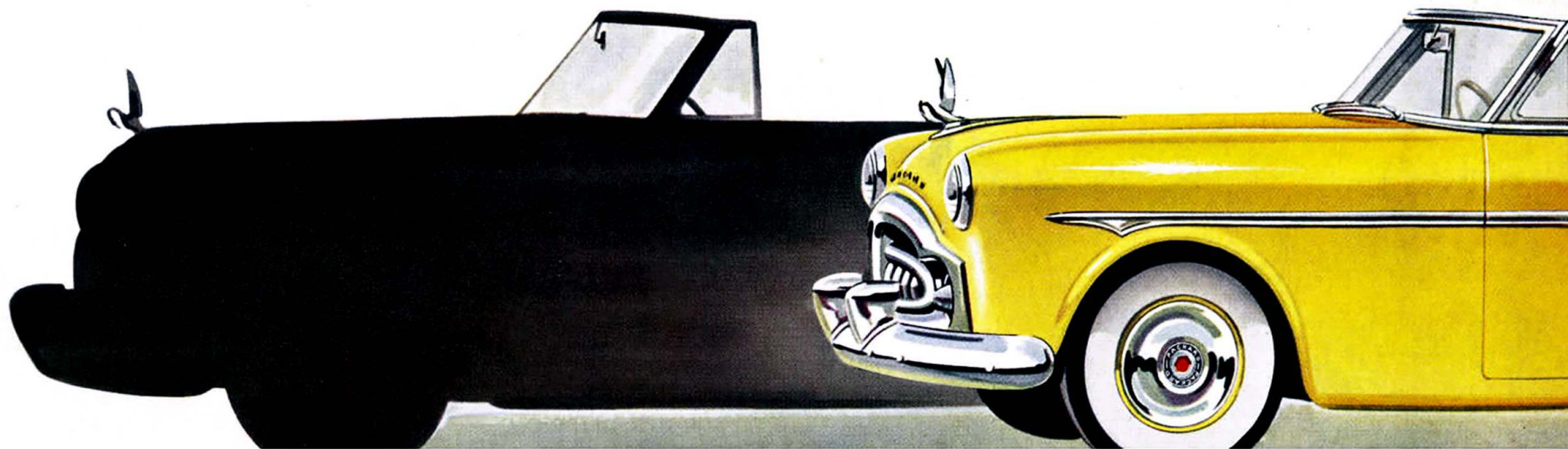


Packard proudly presents the newest new cars in the world!

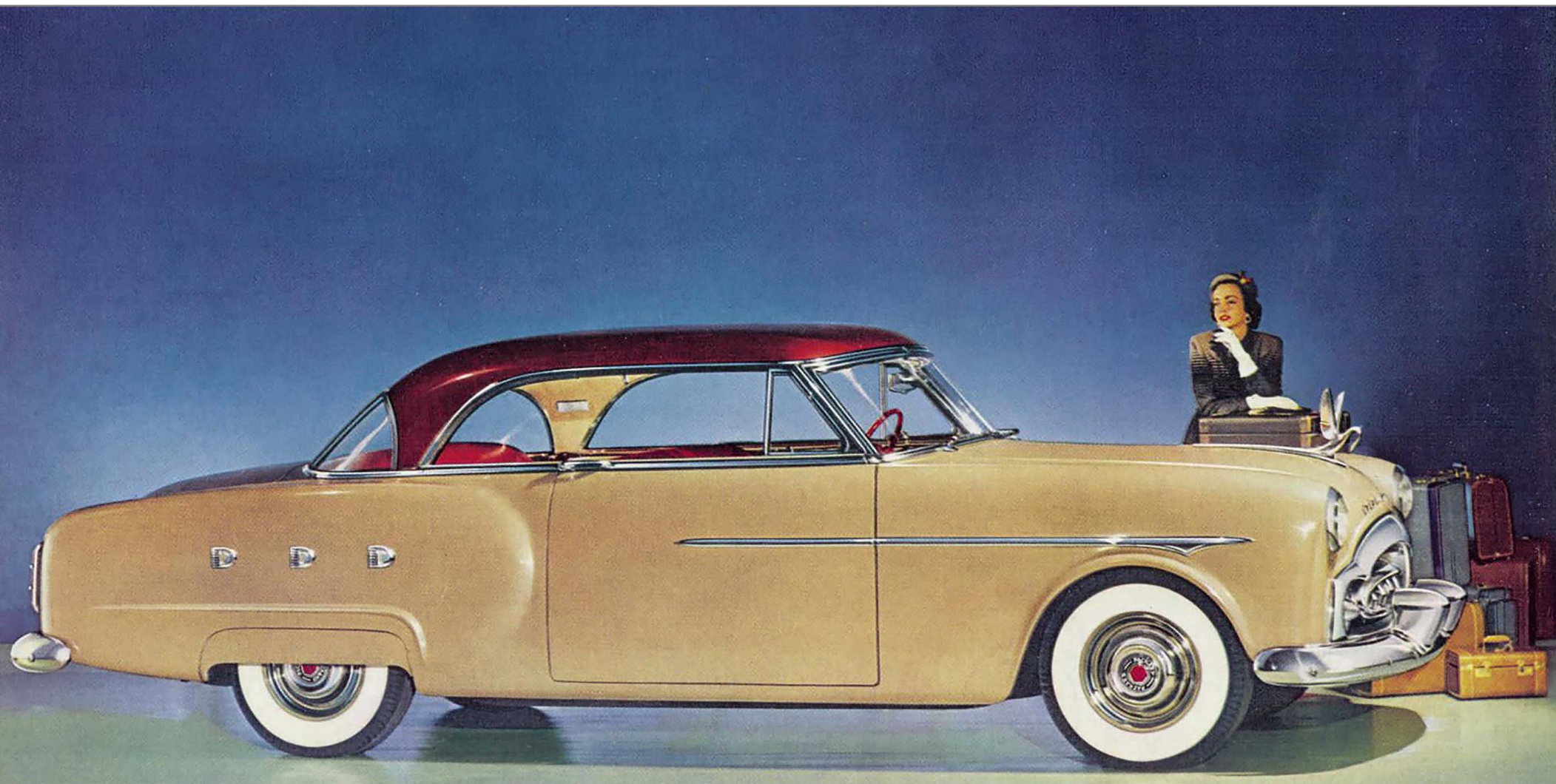


The most exciting sports car of the decade

1951 PACKARD MAYFAIR

Everything you've ever dreamed about in a car is here: The graceful lines and visibility of a convertible . . . the ruggedness

of a rigid-top . . . the gay lilt of brightly-contrasting color schemes inside and out. The stunning new interior is smartly tailored in top grain leather and striped woven plastic . . . with new luxury appointments everywhere. And there's exciting new power to match its new beauty! New, top-compression Packard Thunderbolt power — with a choice of two power ratings—to give you the smoothest, most responsive performance you've ever known.



America's newest, smartest -

1951 PACKARD CONVERTIBLE

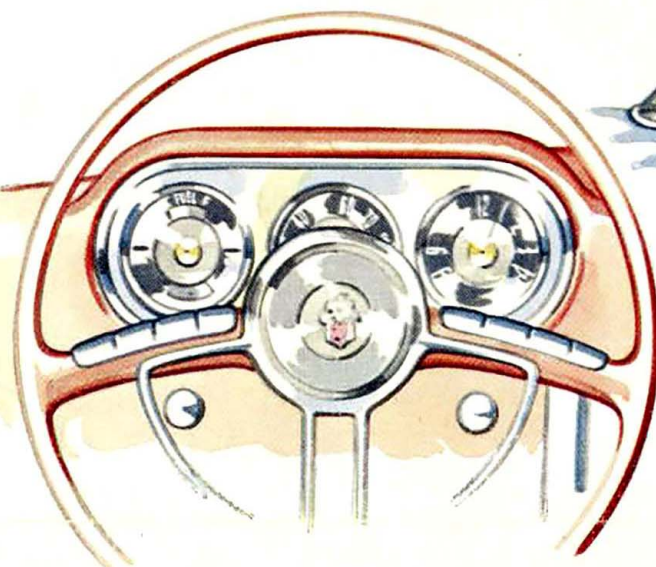
Only Packard—famed originator of the modern convertible—could design and precision-build the most individually-styled

convertible of them all. Convertible-engineered from tires to top, it brings you new concepts of sensational performance, unequalled visibility, and restful riding—all backed by Packard precision quality. The two-tone beauty of the tastefully-tailored interiors combines genuine leather with a new, smartly-striped, weather-worthy fabric that cleans at the touch of a damp cloth. And there's new, top-compression Packard Thunderbolt power—with a choice of two power ratings.

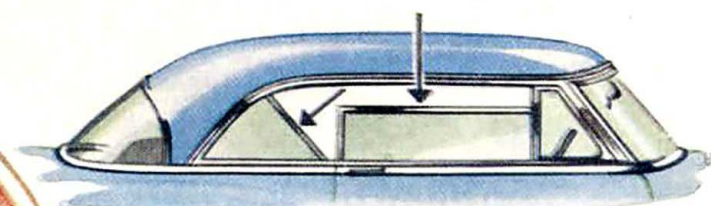




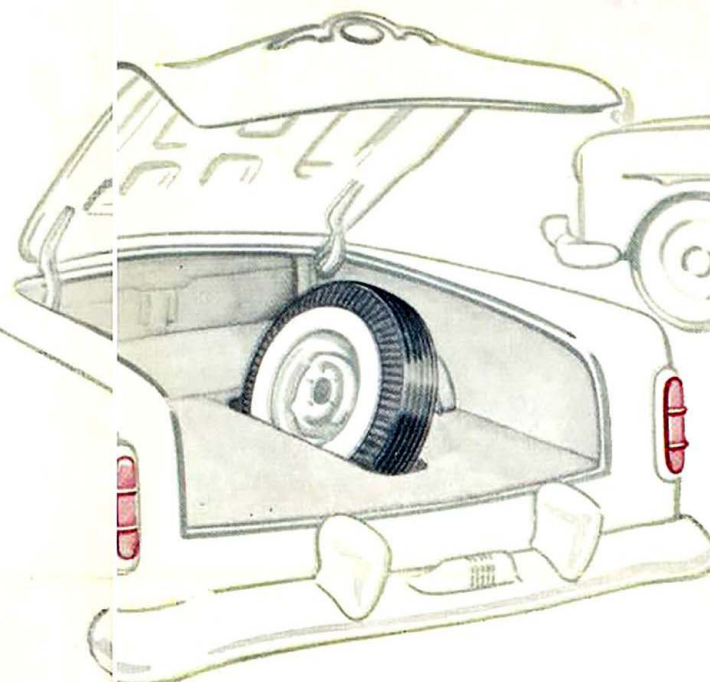
Everywhere you look . . . you look *everywhere*—without sacrifice of privacy. And you'll find new concepts in spaciousness, too. The kind that invites you to stretch out in wonderful new comfort and enjoy motordom's smoothest, most relaxing ride—Packard's new Hush-toned Limousine Ride.



Controls were never more convenient—and never safer. Driving instruments are scientifically grouped and lighted for easier day and night reading—with no reflections. Instrument panel finished in harmonizing color.



The wide windows, framed in glistening chrome, roll away to leave you the dashing outlook of a convertible. Extra-reinforced body adds to the structural strength of the car . . . eliminates the need for conventional center posts.

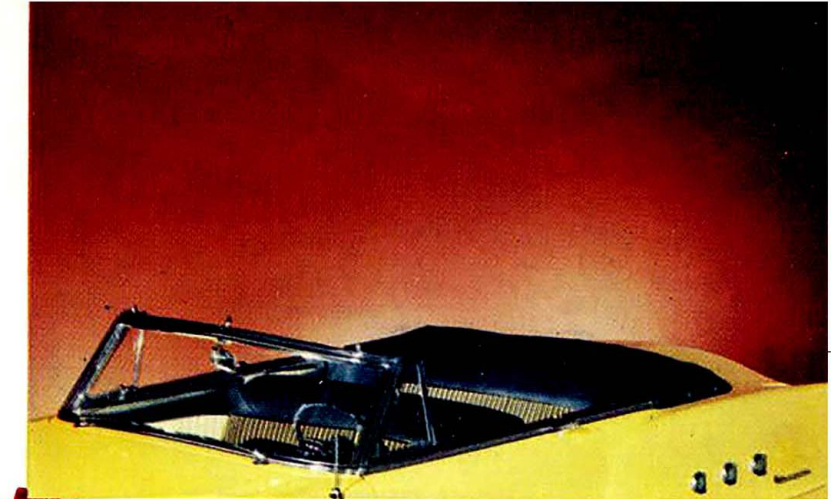


There's plenty of easy-to-get-at space your luggage in Packard's new Car-load luggage compartment. More than in any other convertible on the road today!

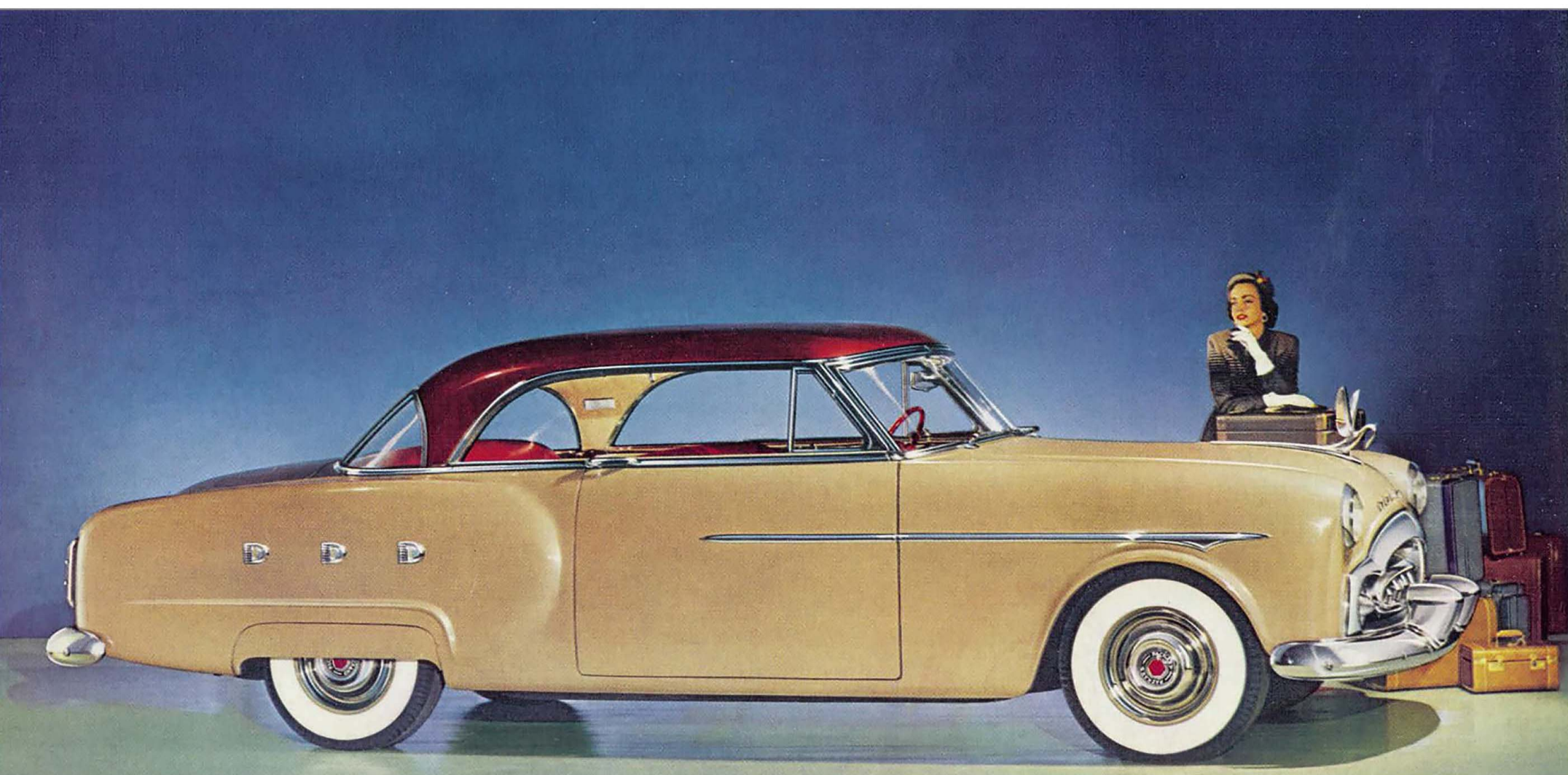
Packard has combined a new low-level bonnet with Guide-line fenders to give this Packard Convertible the outlook of a custom-made sports car. The smart, high-nylon-content top, available in either black or tan, raises and lowers at the touch of a button, and has a flexible "zip-out" rear window.



You have a choice of eleven stunning colors for both the Mayfair and the convertible—plus three smart, new two-tone combinations for the Mayfair. In all, Packard combines durability with new beauty for long-lasting protection of the original lustre against traffic grime and weather.

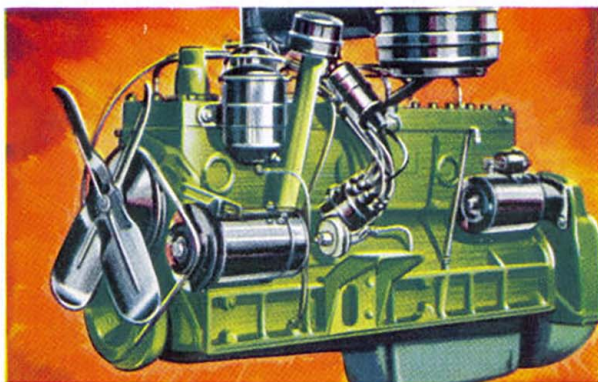


Spacious, comfort-contoured cushions are tailored in a combination of genuine leather and a new synthetic material with the "feel" of high quality cloth as well as the advantage of being washable and stainproof.

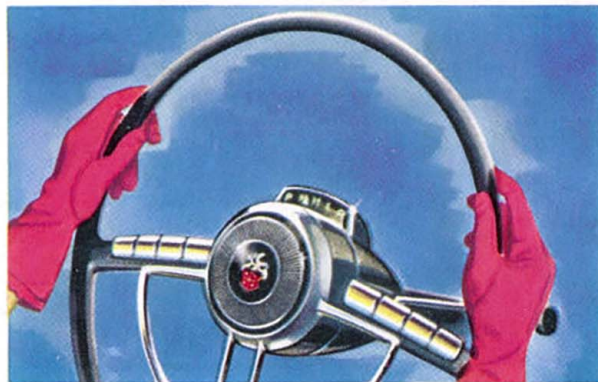


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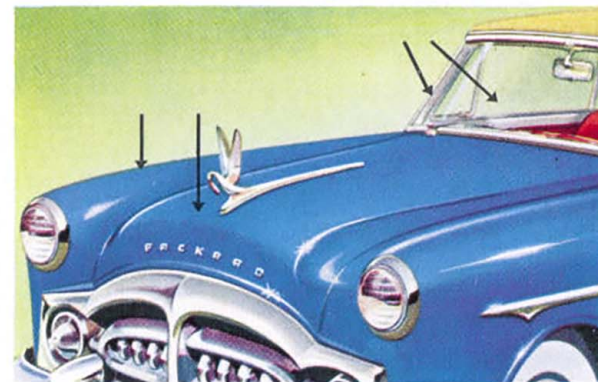
with soul-stirring performance to match their stunning beauty!



New Packard Thunderbolt engines—America's highest-compression eights—bring you an exciting new kind of peak-efficient power. Jet-smooth for that effortless responsiveness you want in city traffic. Jet-responsive for that burst of speed you may need on the highway to put you safely ahead in the clear.



Packard and *only* Packard gives you Ultramatic Drive—first fully automatic drive to give you the super-smoothness of *torque-converter acceleration* (with no intermediate gear-changing) with the extra efficiency and more positive responsiveness, of *solid direct drive* at all cruising speeds.



Packard has changed your entire outlook. You get a new kind of safer visibility . . . a new kind of safer control. Packard combines a new, low-level bonnet for close-up visibility in traffic, with new Guide-line fenders to mark the sides of your car for easier parking and safer parking.

Specifications

PACKARD MAYFAIR and CONVERTIBLE

Engine—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. Displacement 327 cubic inches. Bore and stroke 3½ inches x 4¼ inches. Compression ratio: 7 to 1. Brake horsepower 150 at 3600 r.p.m. Crankshaft weight 103½ pounds. Five main bearings. Removable precision-type main and connecting rod bearings. New hydraulic valve tappets. 14 mm. spark plugs. Improved engine mountings and vibration damper. Oil capacity: 7 quarts. Optional high compression head for use with Ultramatic Drive gives a 7.8 to 1 compression ratio and has a brake horsepower of 155 at 3600 r.p.m.

Engine Lubrication—Full-pressure lubrication to all main, connecting rod, camshaft and piston pin bearings, and to valve tappets. Floating oil screen. Oil filter.

Fuel System—Dual down-draft carburetor, with two intake jets. Automatic choke, automatic manifold heat control, oil bath air cleaner, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

Cooling System—Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Pump relocated to insure circulation when level is low. Cooling capacity: 20 quarts.

Front Suspension—Packard independent front wheel suspension. New direct acting shock absorbers. Roll control bar.

Rear Suspension—New, 2½ inch wide semi-elliptic springs, 54⅞ inches long. Full-length composition inserts between leaves. New direct acting, airplane-type shock absorbers.

Brakes—Improved Packard Servo-Hydraulic, self-energizing type service brakes. New Safetiset hand brake.

Drive—Hotchkiss type, through rear springs. Propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.9 to 1. With Ultramatic Drive 3.54 to 1.

Steering System—Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. Twenty-one and a half foot turning radius.

Electrical System—Large capacity, 40-ampere, air cooled generator with automatic control. Seventeen-plate, 100-ampere-hour, square-type battery. Sealed Beam headlights. Automatic spark control.

Body—All steel construction. Double-panelled doors. Safety glass throughout. Convertible has "zip-out" flexible rear window. Harmonizing Mayfair and Convertible interior trim features top grain leather and striped woven plastic in combination of black and ivory or red and ivory. Front seat has foam rubber cushion. Front and rear carpets are of hair pile. Mayfair headlining is two-tone fabric, accented with three chrome-plated crossbows.

Instruments—Speedometer, gasoline gauge, engine temperature, and warning lights for oil pressure and battery on Teleglance instrument panel. Indirect light illuminates indicator. Push-pull switches for headlights, instrument and map lights.

Standard Equipment—Twin horns. Two universally-hinged sun-visors. Double, variable-speed vacuum windshield wipers with booster. Horn ring. Turn indicators. Courtesy and reading lights. Ashtrays. Electric clock. Vanity-drawer light and lock. Cigarette lighter. Tilt-type, glare-proof mirror. Chrome-plated wheel discs. Luggage compartment light. Pelican bonnet ornament. Oil bath air cleaner. Front and rear bumper guards. Rear fender shields. Bumper jack and tools. Hydraulic seat and window controls available at moderate extra cost.

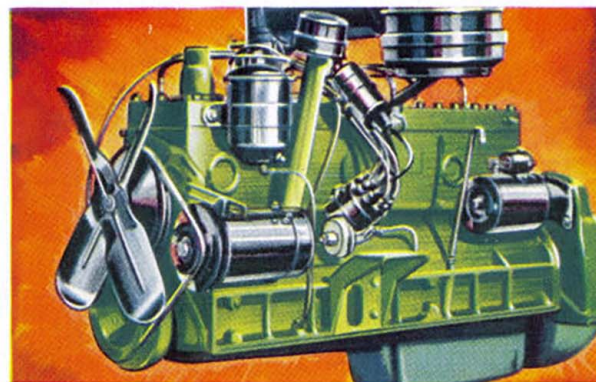
Weight—Convertible, 4000 lb. Mayfair, 3750 lb.

Wheels and Tires—Safety rim disc wheels. Wheels and tires statically balanced. Four-ply tires, 15 x 8.00.

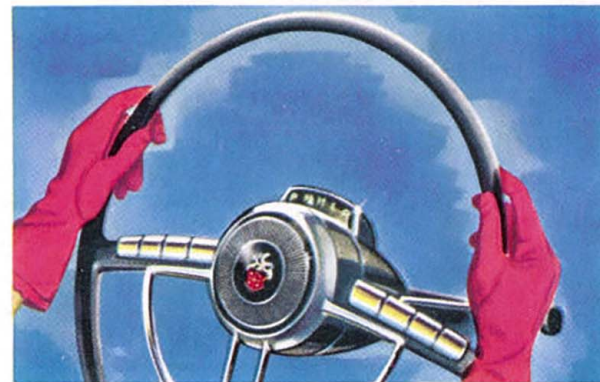
Wheelbase—122 inches.

Length—Bumper to bumper, 212¼ inches.

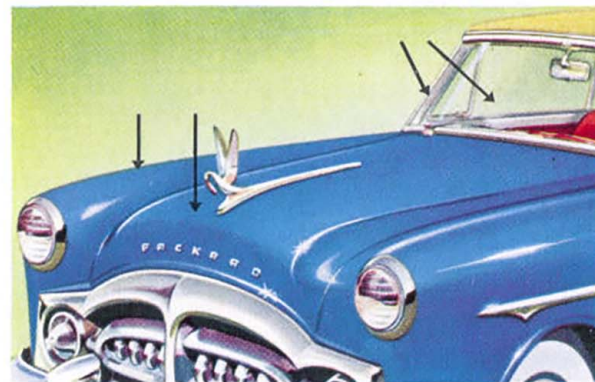
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PACKARD MAYFAIR and CONVERTIBLE

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Fuel System—Dual down-draft carburetor, with two intake jets. Automatic choke, automatic manifold heat control, oil bath air cleaner, silencer and flame arrester. Twenty-gallon gasoline tank. Automatic idling control.

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Steering System—Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. Twenty-one and a half foot turning radius.

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Body—All steel construction. Double-panelled doors. Safety glass throughout. Convertible has "zip-out" flexible rear window. Harmonizing Mayfair and Convertible interior trim features top grain leather and striped woven plastic in combination of black and ivory or red and ivory. Front seat has foam rubber cushion. Front and rear carpets are of hair pile. Mayfair headlining is two-tone fabric, accented with three chrome-plated crossbows.

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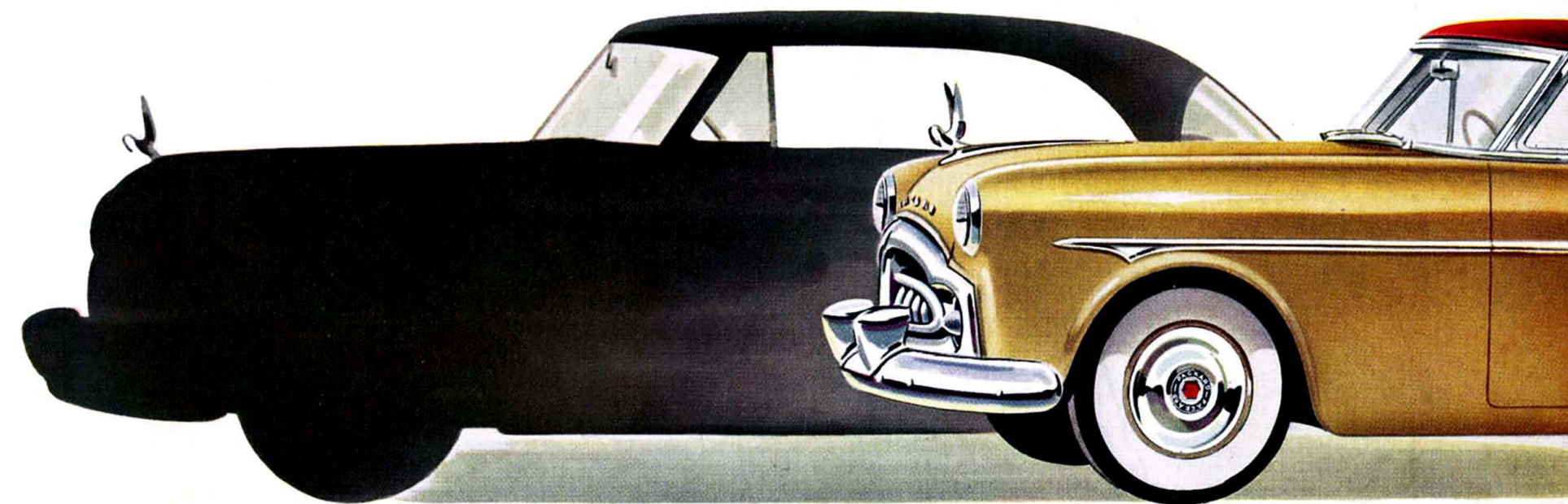
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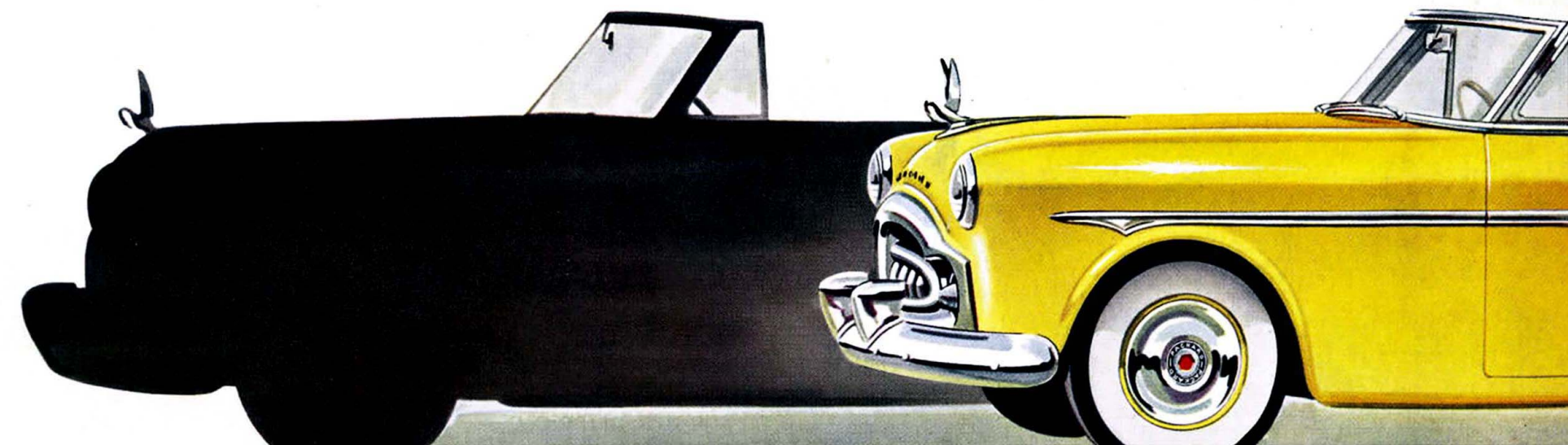
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Length—Bumper to bumper, 212¾ inches.

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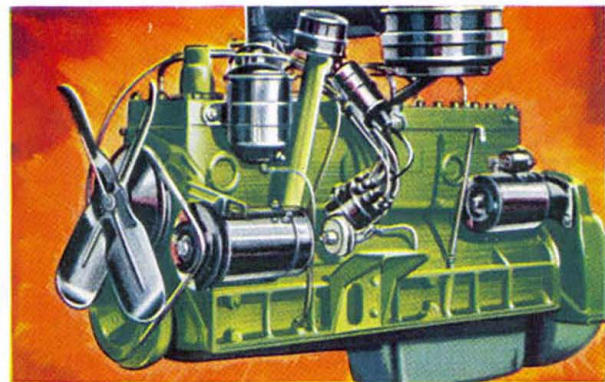


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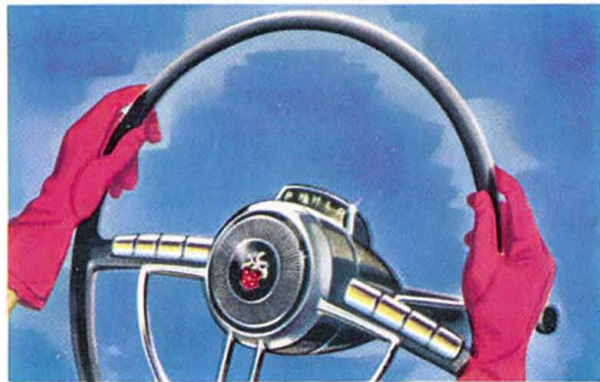


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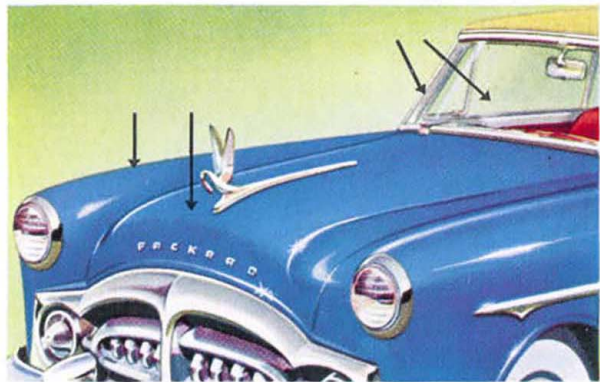
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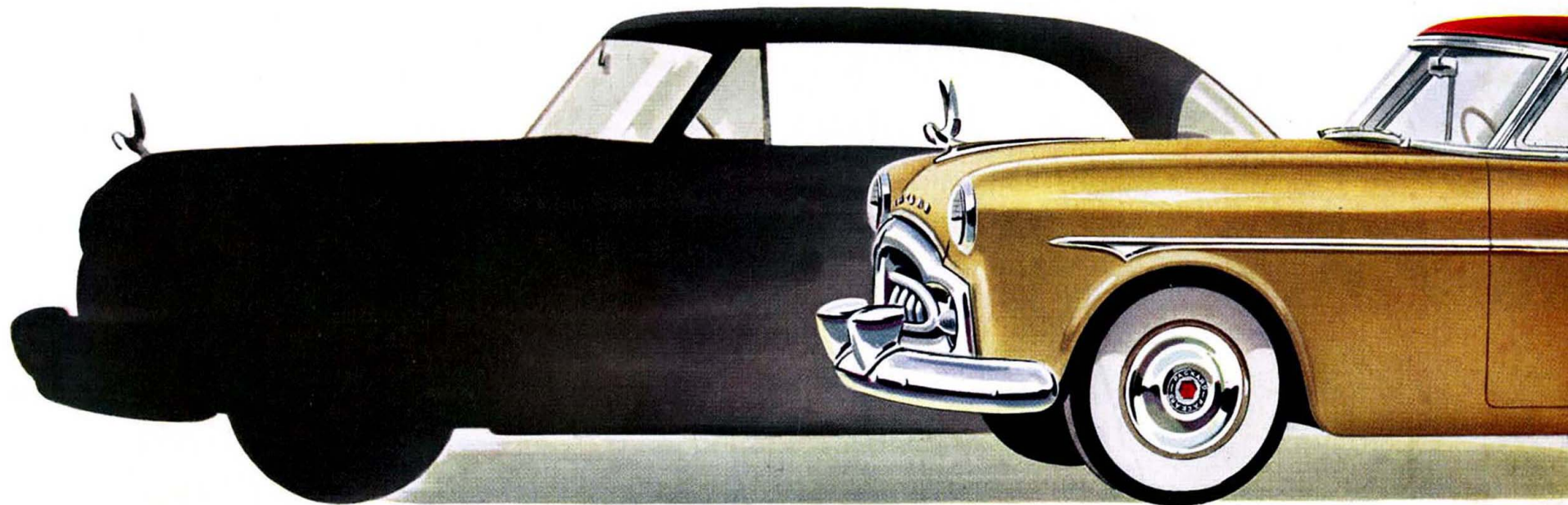
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