

For beauty that's new all-new
-outside, inside...all the way through...

Packard's
the one for '51!



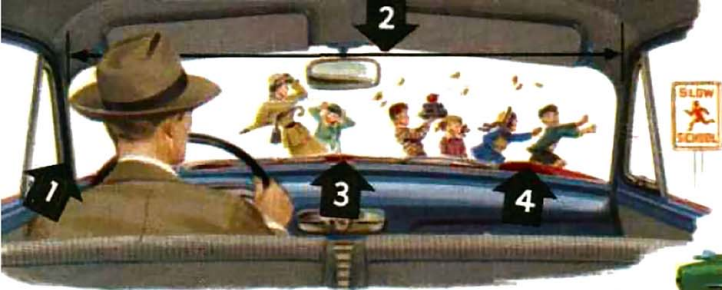
Everything here is new! Everything new is here!

What you see here is more than the world's most beautiful motor car. It's a daring new concept of *everything* a modern car should be.

And all of its new functional beauty—
outside, inside . . . all the way through—
is *exclusively Packard*.

In the pages that follow you will see how
wonderful new Packard features pay off
in greater safety . . . longer-lasting comfort . . .
smoother, thriftier performance for years to come.





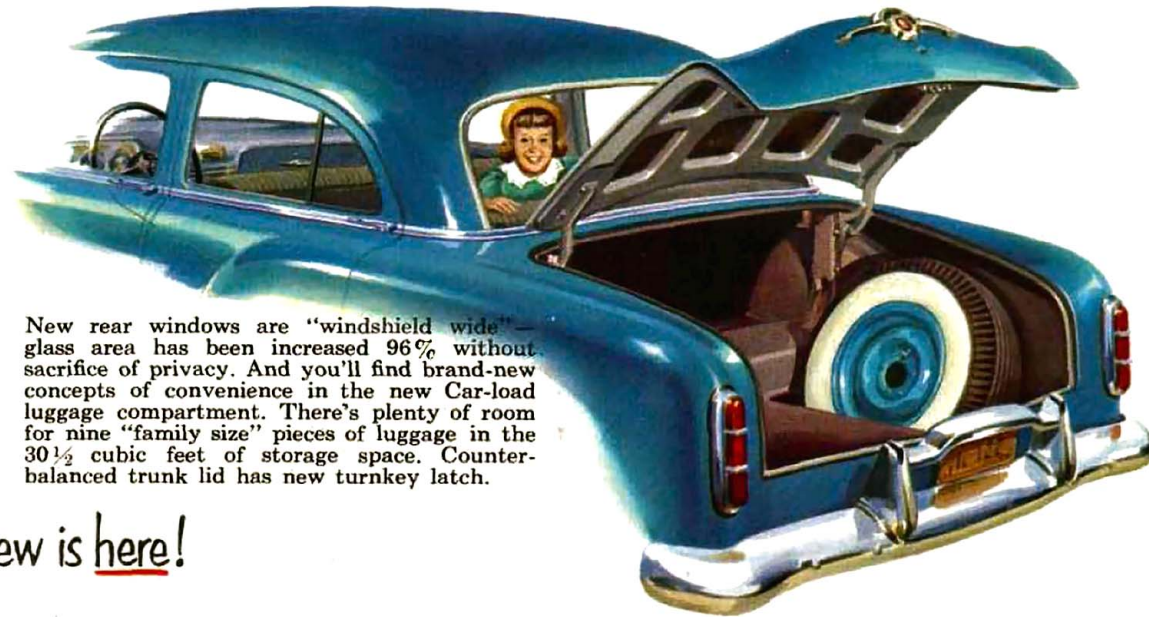
This changes your entire outlook: 1. New narrower corner pillars—among the narrowest in the industry. 2. New, curved, one-piece windshield—nearly 5 feet wide—gives you “wide horizon” vision. 3. New low, flat bonnet clears the way for close-up visibility in traffic. 4. New raised Guide-line fenders tell you, at all times, where the sides of your car “are at.”

Everything here is new!



In this sleek, low-to-the-road Packard—only 5' 2½" from roof to road—you enjoy new Horizon-view visibility all the way around. And Packard's low-slung road-weight provides an extra measure of steady-going security.

Everything new is here!



New rear windows are “windshield wide”—glass area has been increased 96% without sacrifice of privacy. And you'll find brand-new concepts of convenience in the new Car-load luggage compartment. There's plenty of room for nine “family size” pieces of luggage in the 30½ cubic feet of storage space. Counter-balanced trunk lid has new turnkey latch.



Everything here is new!
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The first thing you'll admire about a new Packard Fashion Forum interior is the ease of stepping into it—with no body twisting or hat holding. And once inside you'll be quick to note that the roominess only *begins* with the door openings—that in front seat and back there's generous room for hips, shoulders, hands . . . and *hats*! The comfort-contoured cushions are tailored in smart new fabrics. All-season ventilation

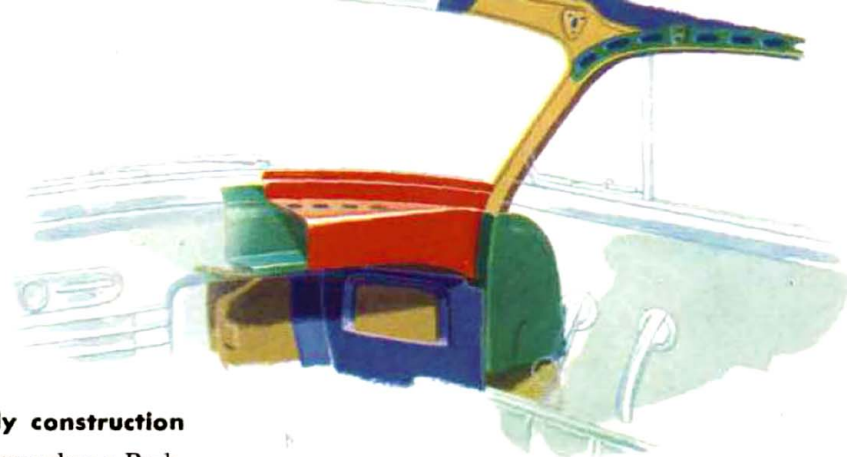
system gives you crisp, dry air on rainy days . . . cooling air in summer . . . automatic warmth in winter. You enjoy a change of fresh air once every minute, even with the car stopped and windows closed! The new Tele-glance instrument panel (illustrated on the next page) is typical of the new conveniences you'll find everywhere you look.

Everything here is new! Everything new is here!



The driving instruments on Packard's new Tele-glance instrument panel are scientifically grouped and lighted for easier day and night reading—with no glare or reflections. Simplified switches are at your fingertips. Flashing

warning lights take the place of old-style oil and temperature gauges. Vanity drawer provides spill-proof space for personal items. Clear-across defroster gives you wonderful, full-width vision the year 'round.



Armor-rib body construction

That deep solid thud as you close a Packard door tells you a safety story of solid, double-walled Armor-rib body construction. . . lastingly immune to twists and rattles. With Packard's nearly two tons

of solid, low-slung roadweight you get a steady-going, carefree conception of what it means to drive the safest, most advanced motor car in the world.

Everything here is new! Everything new is here!

New Packard Thunderbolt engines: Horsepower ratings range from 135 to 155. Compression ratios range from 7.0 to 1 to 7.8 to 1 — the highest in the full-size passenger car field. Combined with Packard Ultramatic Drive, they deliver the world's most advanced conception of driving yet developed — a new thrill in motoring!

New Load-ease steering design: Here's a Packard exclusive with a pay off in a new kind of handling ease . . . a new freedom from traffic or long trip fatigue.

New level-bedded, Broad-beam suspension: New, wider-leaf springs and new airplane-type, full-flex shock absorbers provide luxurious smoothness and in-the-groove stability.

New smoother stopping power from new service-brake design. And there's a new Safeti-set parking brake that does away with the danger of "half-on" brakes. Parking brake is either *all the way on* or *all the way off*.

1951 Packard Ultramatic Drive: The first, fully-automatic drive to combine the super smoothness of *torque converter acceleration* with the gasoline-saving efficiency, and more positive responsiveness, of *solid direct drive* at all cruising speeds.

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The new, *all-new* **PACKARD** -the one for '51!

with ★ New Packard Thunderbolt engines ★ New Guide-line safety fenders ★ New 1951 Packard Ultramatic Drive
★ New Armor-rib body construction ★ New Hush-toned soundproofing ★ New Horizon-view visibility
★ New Fashion Forum interiors ★ New level-bedded, Broad-beam suspension ★ New everything!

PACKARD MOTOR CAR COMPANY, DETROIT 32, MICHIGAN • ASK THE MAN WHO OWNS ONE

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