



*The*

*of buying*

*the RIGHT new car*

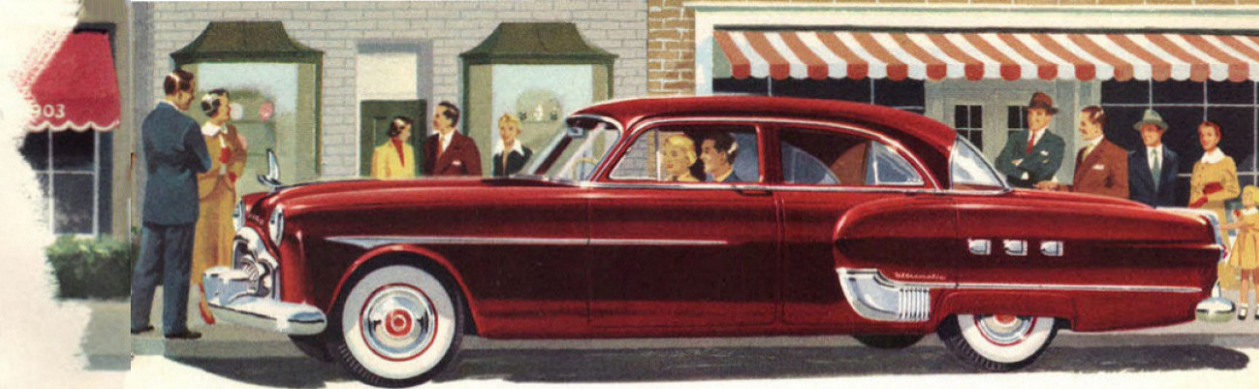
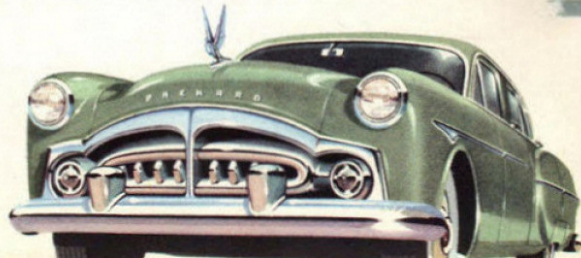


# A is for Appearance

Important because a car's beauty is your first source of pride of ownership . . . and can also be important protection for your investment.

Moral: Look for distinctive styling that will stay in style!

**Individuality** is the first point-of-difference between Packard and today's "look-alikes." Packard identity—known throughout the world as the trademark of precision-built quality—is shared with no other car.



To be enduring, beauty must be functional. And here's functional beauty at its best—low-slung and roadworthy (at no sacrifice of Packard's generous headroom) . . .

with new Horizon-view visibility . . . and the low, flat bonnet and Guideline safety fenders that pioneer motordom's newest, most significant style trend.

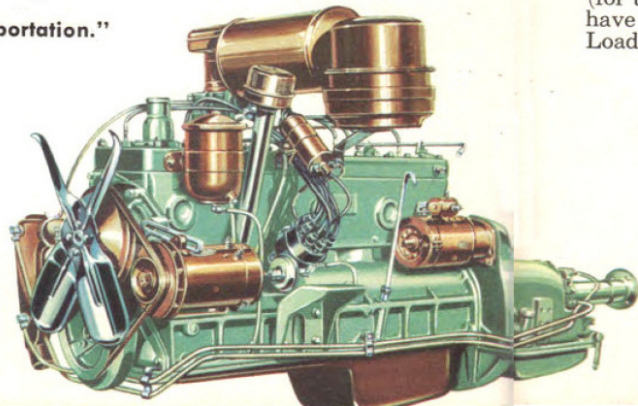


# is for Behavior

Important because *performance, handling, and roadability* are the sources of a motor car's *personality*. And *personality* makes the difference between a good companion and "just plain transportation."

Look for 4 important qualities in a power plant:  
(1) Silent *smoothness*, at *all* speeds, for restful riding. (2) Abundant *reserve* power, for safety. (3) Simplified design, for lastingly trouble-free performance. (4) Amazing gasoline economy.

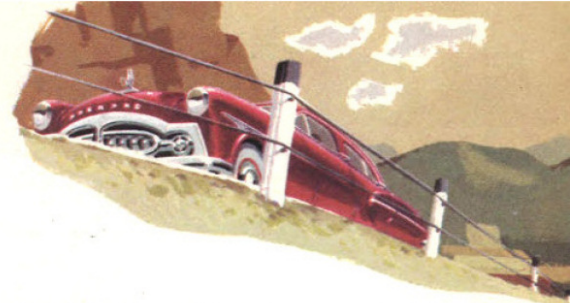
On all these fundamental points, Packard Thunderbolt engines qualify as the greatest achievement of America's Master Motor Builders. Teamed with 1951 Packard Ultramatic Drive, they give you America's most advanced brand of traffic-and-highway performance.



The goal of all steering-gear designers is to combine finger-tip *lightness* (for city traffic) with waver-proof *sureness* (for the open road). Packard engineers have accomplished this in their new Load-ease steering design.



**Advanced roadability**, like advanced steering, calls for a *double* achievement: Gentle *smoothness* (for relaxing comfort) and husky *firmness* (for constant safety under all road conditions). Packard meets this double requirement with a suspension system all its own—a *self-controlling, Broad-beam* suspension system that compensates automatically for changes in load and road, and cushions the ride up and down, side to side, front to rear.





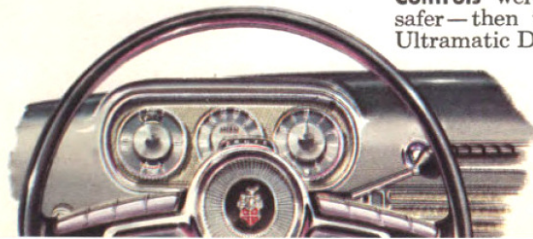
# is for Comfort

Important, not only because of your personal liking for luxury but, because the advanced *comfort* features of a car are usually clues to its *safety*.

The famed Packard "Limousine Ride" (with all its advancements in safer roadability) combines with new Hush-toned soundproofing to make traffic tension a thing of the past.



The Packard automatic, all-season heating and ventilating system treats you to automatically-controlled temperature—and keeps you alert, because you enjoy a silent change of clear, fresh air once every minute . . . even with the windows closed and the car standing still. What's more—the fresh-air heating, and new Clear-across defroster, are your assurance of perfect visibility in wet and wintry weather.



Controls were never more convenient—and never safer—then they are in a Packard. 1951 Packard Ultramatic Drive is the last word in safer, simplified, automatic motoring. Other typical conveniences: the new Tele-glance instrument panel . . . new Safeti-set hand brake.



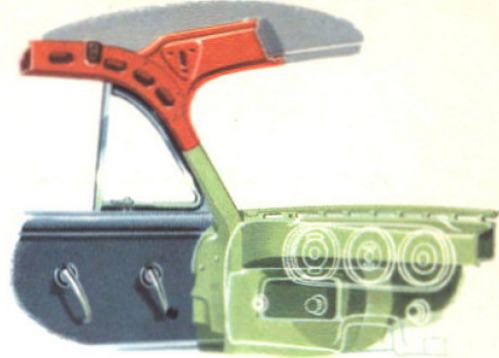
# D is for Durability

Important because longer *total* life also means longer new-car life . . . lower operating and upkeep expense . . . higher re-sale value.

**Take this "long-range" view:** While visiting a Packard showroom step into the service department and study the *underside* of a Packard. You'll get an idea of how thoroughly Packard carries out its ideals of husky construction and precision workmanship.



**Special alloys** and advanced metallurgical methods, play a big part in Packard's amazing durability. Take the engine, for example. In high speed, 25,000-mile durability runs, cylinder wear is less than the thickness of this sheet of paper. Countless Packards have rolled up individual records of over 400,000 miles of faithful service.



**Armor-rib** body construction is a worthy match for Packard's husky chassis construction. The solid thud you hear, when you close a Packard door, is quick evidence of this body's immunity to twists, rattles, and outside noise.

Finally—in judging any car—remember that a manufacturer's best spokesman should be the product itself. So we invite you to accept motordom's most famous invitation . . .

## "Ask the man who owns one"



"Driving 800 to 1,000 miles a week in business, I get better gasoline mileage from my 150-HP Packard than many of the little cars deliver. And repairs are negligible. During the war, I drove a Packard 181,000 miles at a total expense for repairs—including a paint job—of only \$306.

—Howard F. Barton, Salesman  
Hartford, Conn.



"Packard Ultramatic Drive gives me the comfortable feeling of being in complete control of my car at all times—whether I'm in fast city traffic or up in the mountains Packard to me is the most relaxing, most easily operated car in the world!"

—Mrs. Max Solomor  
Beverly Hills, Calif



"I can assure you that a Packard, with Ultramatic Drive, is the ideal car for a woman. I've driven mine through 28 states, Canada, and Mexico, on a pleasure tour—and I use it continuously in business."

—Mrs. Elizabeth H. Devins  
Venice, Fla.



"285,000 miles—that's what my 1932 Packard rolled up in 13 years of service . . . with no major repairs whatsoever. Naturally, my new car is another Packard!"

—Walter S. Peterson, Sr.,  
Consulting Engineer  
Denver, Colo.



"From here to the Arctic Circle and back—gathering information and making movies for my lectures—I recently rolled up another 10,000 miles on my Packard. We took a heavy load, and pulled a trailer—and nearly half the time, the road was so rough I couldn't even hear my partner talking to me! So I thought the trip would spell 'finish' for the car. But the Packard didn't even develop a rattle. No failures of any kind."

—J. Howard Mitchell, Travel Lecturer  
Pittsburgh, Pa.

ASK THE MAN WHO OWNS ONE



10 minutes at the wheel  
will tell you:

Clapper Motor  
Distributors  
Mont.

**PACKARD'S**  
the one for '51!

PACKARD MOTOR CAR COMPANY  
DETROIT 32, MICHIGAN