



*Story of a
Living
Legend*



and the world in which it grows





The Packard family's Coat of Arms was adopted by the Packard Motor Car Company in 1929, six years after the death of James W. Packard, builder of the first Packard, and first president of the Company.

*Timeless Hallmarks
of the
Living Legend*



The Red Hexagon is one of the automobile industry's earliest marks of quality. From the early Packard days, the hexagonal hubcaps were painted red to signify "Final O.K." after rigid factory inspection.



The Packard Hood Ornament—evolved from the bird at the top of the Packard Coat of Arms—adds its special note of distinction to the beauty of Packard styling.

THESE ARE the hallmarks of Packard. They began in a point of time, yet they have become timeless. They are symbols, yet the quality they symbolize is as real today, as it was in 1899, the year of the first Packard.

Ask the Man Who Owns One

Perhaps the most famous slogan ever to originate in America, "Ask the man who owns one," has been used with justifiable pride by Packard since 1901.

THE FACE of the legend changes every year in keeping with the times. But the roots of the legend—Packard craftsmanship, creative engineering, leadership, quality and beauty—remain unchanged in character.

As you go on, you will see a few of the Packard achievements pinpointed against the happenings of their times—the background events against which the living legend comes sharply into focus.

*THE
Legend's
Roots
Lie
Deep*



*From 1899 government income
to Teddy Roosevelt*

1899-1904

U. S. Government's net 1899 receipts: \$515,960,621. U. S. sends 126,468 troops to quell Philippine insurrection. William McKinley re-elected President. Automobile industry produces 9,000 passenger cars in 1902. Canada and United States settle Alaskan boundaries. Teddy Roosevelt becomes President at age 42.



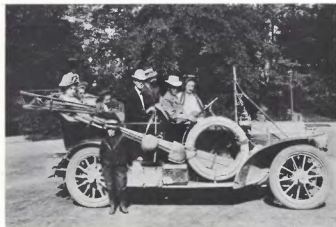
James W. Packard and brother William build first Packard in 1899, sell it for \$1250. Packard invents automatic spark advance. Steering wheel and rigid post replace spade-handle tiller, give better car control. Packard Motor Car Company is formed. Packard introduces "H" gear-shift slot. Packard's "Grey Wolf" becomes first racing car to travel a mile in less than a minute.



*From the 1905 World Series
to Bleriot's cross-channel flight*

1905-1909

National League's New Yorkers win world series from Philadelphia, 4 to 1. Quake and fire hit San Francisco. Oklahoma enters Union. William Howard Taft elected President. Robert E. Peary discovers North Pole. Electric iron invented. Bleriot flies from France to England in first international flight.



Packard production hits 700 units yearly. Semi-elliptic springs displace platform type. Packard hexagon appears on hubcaps. First of Packard "30's" introduced. Extra reverse gear-shift lever omitted. Headlamps standard equipment. First family to cross continent in an automobile drives a Packard.



*From the first dirigible air line
to the start of World War I*

1910-1914

Germany's Count von Zeppelin establishes first regular dirigible air line. Amundsen discovers South Pole. The *Titanic* sinks. New Mexico and Arizona enter the union. Woodrow Wilson becomes President. The modern machine gun is invented. Panama Canal, vital link between Atlantic and Pacific Oceans, is first opened to traffic. World War I begins.



Packard offers shock absorbers as standard equipment. The Packard "Six" supersedes the Model "30," offers 48 horsepower engine. Packard truck becomes first to cross continent, hauling three-ton load from New York to San Francisco. Pressure lubrication system replaces splash-force feed system. Packard introduces the "38," with lighting, ignition and carburetor controls all on steering column. Electric starter introduced on Packard cars.



*From the sinking of the Lusitania
to Ralph De Palma's speed record*

1915-1919

Lusitania sinks with loss of 139 Americans. Germans use gas against French, British against Germans. The tank is first used. U. S. declares war on Germany. Mechanical stoker for railroad locomotives invented. First transatlantic airplane flight completed. Germans come within 37 miles of Paris. Revolution in Russia. Ralph De Palma sets mile record of 149.875 mph in Packard car.



Packard introduces "Twin-Six" with most powerful motor ever to appear on an American production car. Aluminum pistons used for first time. J. G. Vincent, Packard's chief engineer, designs famed Liberty engine—first standardized aircraft engine for mass production. A LaPere biplane, designed by Vincent, with a supercharged Liberty engine, sets altitude record of 34,509 feet.



*From Warren G. Harding
to Nikolay Lenin*

1920-1924

Warren G. Harding elected President. Cleveland beats Brooklyn in World Series, 5 to 2. League of Nations holds first meeting. 18th amendment proclaiming nation-wide prohibition goes into effect. 1,468,067 passenger cars produced in 1921. Benito Mussolini marches on Rome, overthrows government. First round-the-world flight completed. Calvin Coolidge elected President. Nikolay Lenin dies.



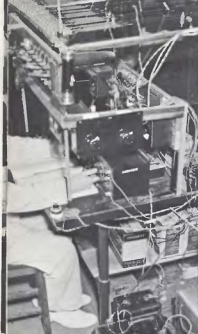
Packard completes \$16,000,000 building and production expansion program. Packard engines power Navy's first dirigible. J. G. Vincent, Packard's chief engineer, wins Gold Cup race in boat powered with Packard engines. Packard discontinues truck manufacture. Packard becomes first in auto industry to check precision tools with light-ray measuring device. Packard introduces ball-bearing steering knuckles. Packard builds first engine specifically designed for an Army tank.



*From Benny Leonard's retirement
to the 1929 "Oscar" awards*

1925-1929

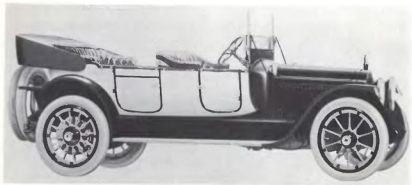
Benny Leonard retires as undefeated light-weight champion. The talking picture is invented. League of Nations admits Germany. Television is invented. Herbert Hoover elected President. First Diesel-electric locomotive built. 4,587,400 passenger cars produced in 1929. Warner Baxter and Mary Pickford win motion picture "Oscars."



*From "All Quiet on the Western Front"
to the German Dictator*

1930-1934

The movie "All Quiet on the Western Front" wins Oscar. U. S. Government takes in \$4,177,941,702 in 1930. Japan invades Manchuria. Harold Urey wins Nobel Prize for discovery of heavy hydrogen. *Morro-Castle* burns off New Jersey coast. Dictator assumes control of Germany.



Packard "Phaeton" becomes first American production car to introduce swanky English Burbank top, built for easy folding. Packard introduces hypoid gears for rear axle, and single-plate clutch. Packard completes Proving Grounds. Builds first Diesel engine to lift an airplane from the ground. Car Wood's series of Gold Cup and Harmsworth Trophy-winning boats—the Miss Americas—powered by Packard engines. Romania's Prince George Bibesco conquers Sahara Desert with a Packard.



Plane powered by Packard Diesel engine sets world record for sustained flight without refueling. Packard opens plant in Windsor, Ontario, Canada. Packard "V-12" appears with device important to all cars of this longer, heavier type—the front-end stabilizer. Vacuum-operated brake and clutch booster provide easier handling, safer operation.



From German denunciation of Versailles to Russian invasion of Finland

1935-1939

Germany denounces Versailles disarmament clauses; Saar votes for reunion with Germany. German troops march into Rhineland. Italy annexes Ethiopia. Eugene O'Neill wins Nobel Prize for his plays. Sulfanilamide discovered. U. S. produces 2,000,985 passenger cars in 1938. Radar invented. First jet-propelled plane built by Germans. World War II begins with German invasion of Poland and Czechoslovakia. Russia invades Finland.



From the Battle of Dunkerque to the Allied invasion of France

1940-1944

In battle of Dunkerque, British heroically evacuate 75% of troops from France but lose almost all equipment. Japanese attack cripples U. S. Fleet at Pearl Harbor. Germany invades Russia. Churchill and Roosevelt sign Atlantic Charter affirming democratic war aims. Allies invade Italy. 139 passenger cars produced in U. S. in 1943. Atomic bomb invented. Allies invade France.



Packard produces the "120" for the medium-price field. Rubber-cored front suspension introduced to eliminate road shock and provide better control of the automobile. Packard introduces the "110." 1937 becomes Packard's biggest production year to date with 109,518 cars. Closed-type door handles introduced to eliminate danger of hooking clothing. Packard scores another industry "first" in 1939 with introduction of air conditioning.



Packard signs Plancor No. 1 with Defense Plant Corporation to produce aircraft engines. Packard electromatic clutch introduced. LeBaron bodies added to Packard's custom-car line. Chair-height seats introduced. Packard introduces thicker door cross sections for added safety. Last wartime Packard produced February 9, 1942. Packard produces 55,523 Rolls-Royce aircraft engines and 13,000 marine engines used in Navy PT boats.



*From Cordell Hull's Nobel Prize
to Chiang Kai-shek and Formosa*

1945-1949

Cordell Hull wins Nobel Prize for work as Secretary of State. Doenitz surrenders Germany. First A-bombs dropped. Japan signs surrender on *Missouri* in Tokyo Bay. UN's first session meets in London. Philippines secure independence. First flight faster than sound. Tito's Yugoslavia breaks with Russia. Russia blockades Berlin. William Faulkner wins 1949 Nobel Prize for Literature. Chiang Kai-shek moves to Formosa.



*From Detroit Red Wings' Stanley Cup
to the 1951 Baseball Hall of Fame*

1950-1951

Detroit Red Wings win hockey's Stanley Cup. New Bluefin tuna record established: 977 lb., 9'8" length, 94.5" girth. U. S. produces 6,665,863 passenger cars in 1950. Chinese and Russians sign 30-year pact. North Koreans attack South Koreans. Britain's Bertrand Russell wins Nobel Prize for Literature for his defense of humanity and freedom of thought. Forty-nine nations sign Japanese peace treaty at San Francisco. Mel Ott and Jimmy Foxx elected to baseball's Hall of Fame.



Packard resumes production on Packard "Eight," "Six," "Super-Eight" and "Custom Super-Eight." Postwar organizational problems and materials restrictions interfere with production. Packard station sedan becomes first vehicle of its type to have steel top and body. 1948 production climbs to 98,898 automobiles.



Packard automobiles undergo major styling change with introduction of "contour styling" concept. Fenders raised, hood lowered for greater visibility, safer driving. Wider leaf-type rear springs provide better control. Packard is first to offer low-pedal full-power brakes as optional equipment. Packard power steering introduced.



*From Eisenhower's election
to the scaling of Mt. Everest*

1952-1953

Eisenhower becomes first Republican president in 20 years. In Egypt, Farouk abdicates and Naguib comes into power. Stalin dies and Malenkov becomes Soviet Premier. Elizabeth II accedes to British throne. USS *United States* crosses Atlantic in record 3 days, 10 hours, 40 minutes. Ray Robinson retires as undefeated middleweight champion. Korean cease fire is signed. Climbers reach Mt. Everest's peak.



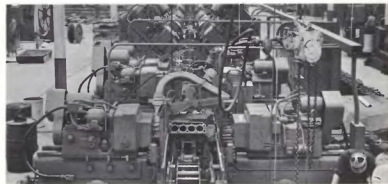
James J. Nance elected new Packard president, announces sweeping revitalization plan. Clipper lines of medium-priced cars brought back and company returns to fine-car field with Packard cars when 1953 models are introduced. As company becomes re-established in luxury market, limousine, formal sedan and executive sedan are introduced. Air conditioning re-introduced as optional equipment.



*From Mars' close approach to earth
to estimates of A-bomb production*

1954

Mars comes within 39,740,000 miles of Earth. U. S. Government income over \$64 billion. U. S. Patent 2,676,471 issued on snow-making machine for winter resorts. Metropolitan Opera completes 67th season. U. S. launches *Nautilus*, first atomic-powered submarine. Japan and U. S. sign mutual defense pact. 127,000,000 radios in use in America. Air Force Academy established. Soviet A-bomb output estimated at 100 yearly; U. S. at 1000.



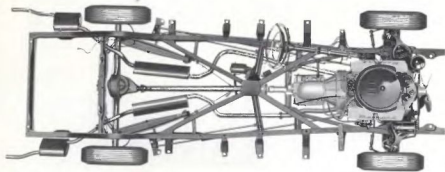
Packard increases engine torque to provide maximum acceleration. Highest compression ratio in the industry—8.7 to 1. Tubeless tires introduced as optional equipment. Packard announces multi-million dollar facility modernization and improvement program; moves engine, transmission and axle manufacture to industry's most advanced automation plant. Packard returns to making its own bodies for first time since 1941.



*From Churchill's retirement
to world's speedboat record*

1955

Winston Churchill resigns as Prime Minister after 50 years of public service. Western Big 3 ratifies German sovereignty. First commercial production of atomic power begins at West Milton, New York. Civil War battleship *Monitor* reported located near Cape Hatteras, North Carolina. Heat sears the U. S.; Brazil suffers one of worst cold spells in 50 years. Donald Campbell sets water speed record of 202.32 mph.



Packard introduces Torsion-Bar Suspension with Load Levelizer—a revolutionary improvement in riding comfort and car control. New advanced valve-in-head V-8 Packard engine delivers mightiest driving force of any 1955 passenger-car engine. Ultra-smart, ultra-sophisticated Caribbean makes its debut. New Ultramatic transmission gives driver choice of torque convertor and gear start for lightning-fast acceleration or torque convertor alone for ultra smoothness and economy.

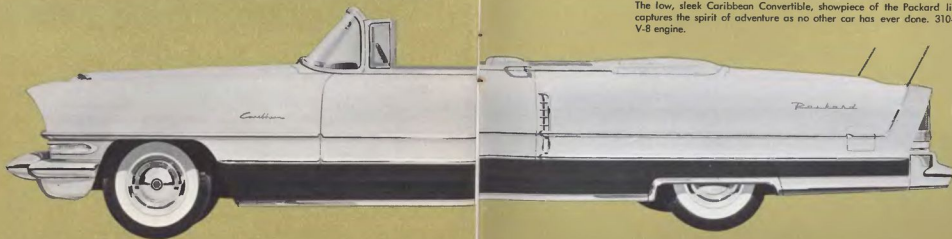
*And now let's look
closely at the face of
the legend in 1956*



New Packard Patrician with 290-hp V-8 engine developing the greatest driving force in any passenger car today.

*The Living Legend
expressed anew*

The brilliant engineering that brought you Torsion-Level Ride, now brings you the greatest Packard of them all—the nineteen hundred fifty-six Packard.



The low, sleek Caribbean Convertible, showpiece of the Packard line, captures the spirit of adventure as no other car has ever done. 310-hp V-8 engine.

New contemporary sofa seats in Caribbean Series feature slip-out, reversible cushions with zip-on upholstery for easy cleaning—leather on one side, fabric on the other. Thick cellular foam rubber pads eliminate coil springs. Pads are seated on no-sag springs contoured to provide deep-comfort support.

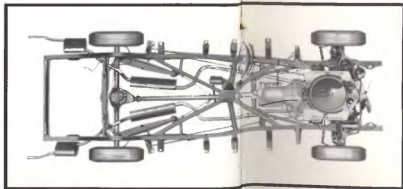


In the New Electronic Push-Button Ultramatic, electronic push buttons replace conventional selector lever, permit selection of desired driving range with tap of the finger.

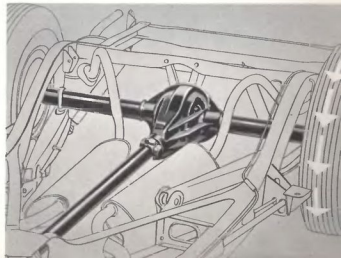


NEW Hallmarks of the Living Legend

New rear axle offers 2.87 to 1 ratio, makes it possible to combine exceptional fuel economies, heretofore thought possible only in overdrive transmissions, with brilliant performance of Packard automatic transmission.



Still further advanced, Packard Torsion-Level Ride brings you new ride control and boundless comfort. Your ride is flawlessly smooth, perfectly level, thoroughly relaxing all of the time.





*With every tick of the clock
the Packard Legend grows*

PACKARD DIVISION
STUDEBAKER-PACKARD CORPORATION