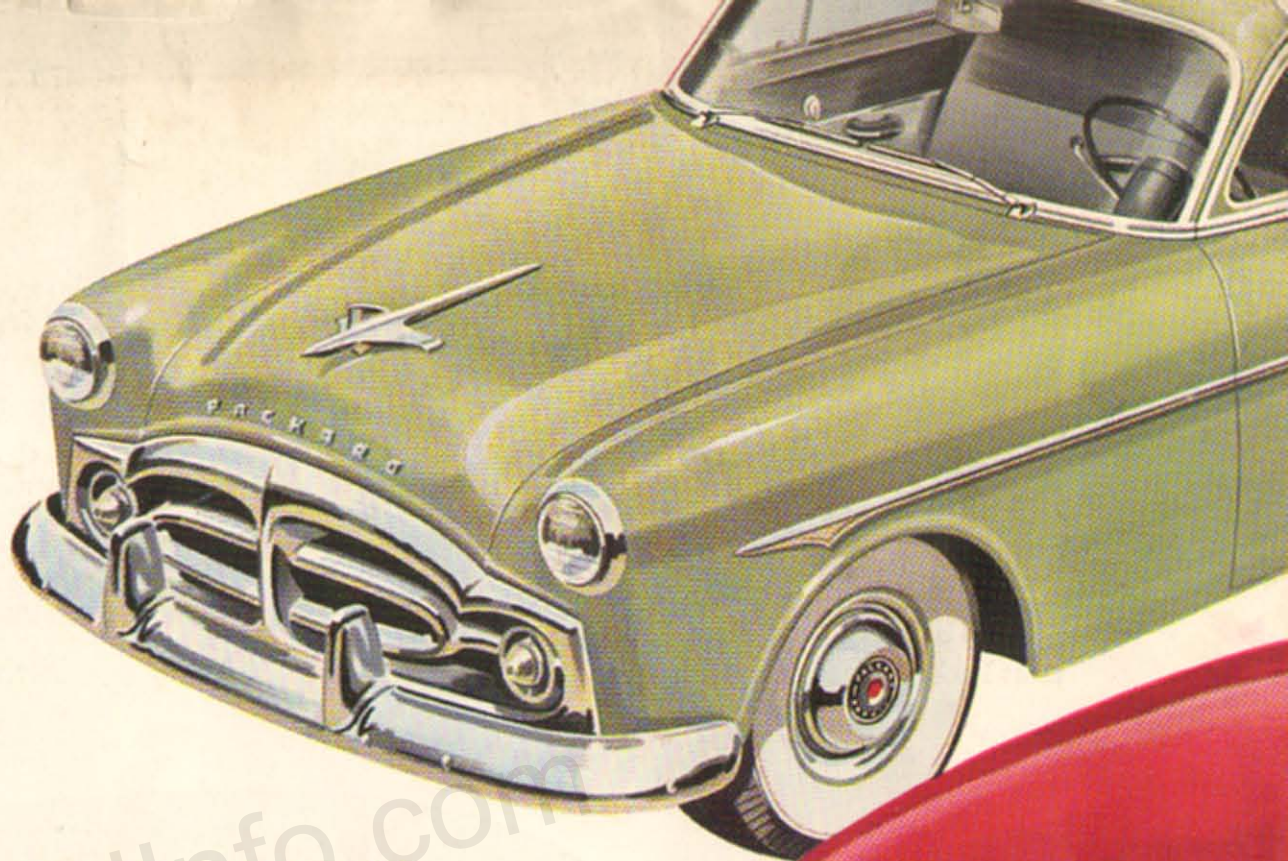
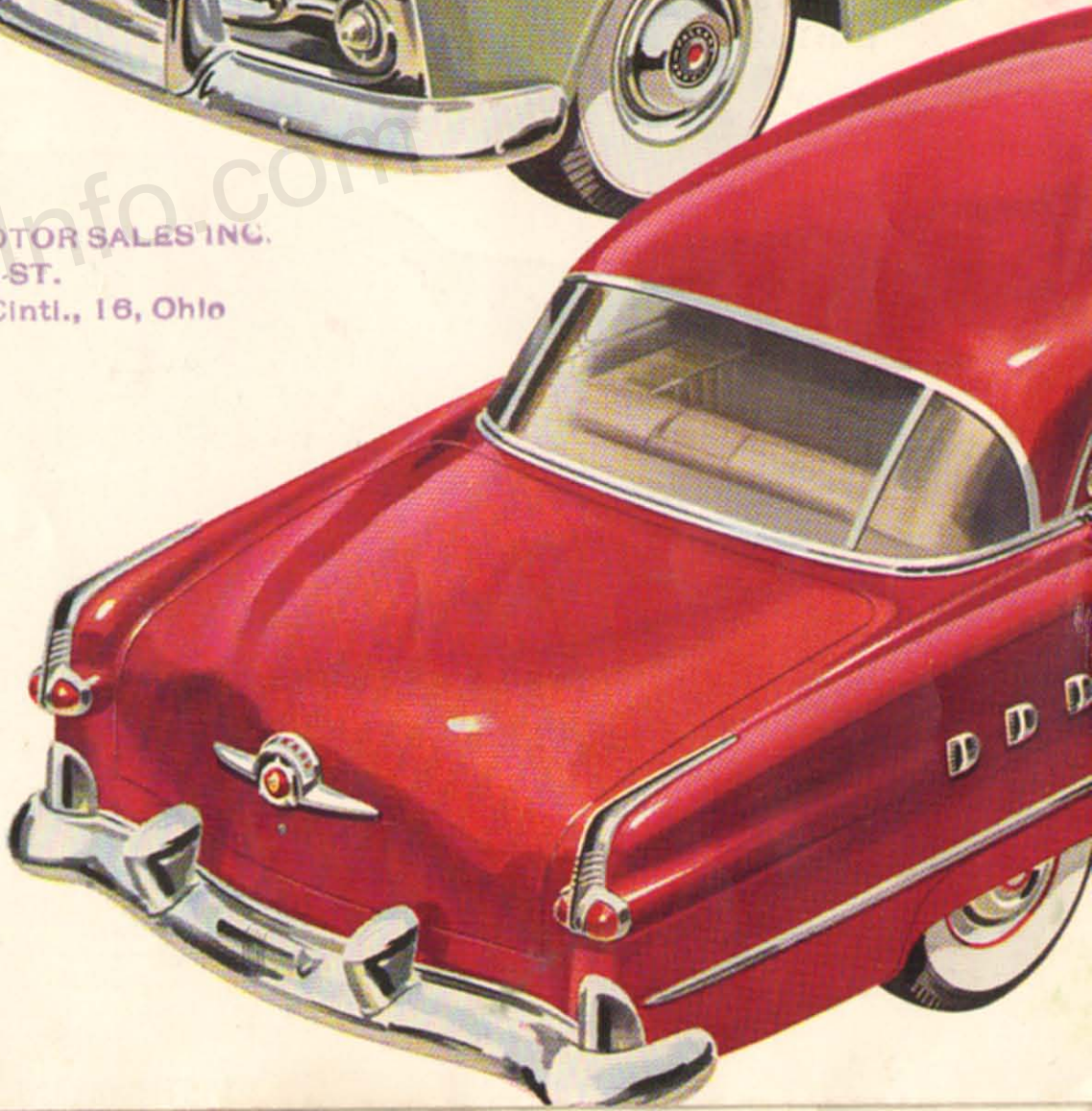


PACKARD'S  
the one  
for '51!



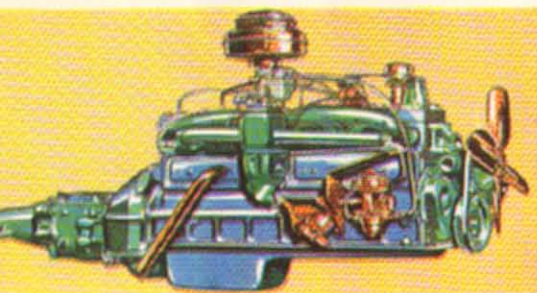
BUSAM MOTOR SALES INC.  
7315 VINE ST.  
Carthage, Cinti., 16, Ohio





Everything here is NEW!

Everything new is HERE!



**New Packard Thunderbolt engines:** With new higher compression ratios—up to 7.8 to 1. Teamed with Packard Ultramatic Drive, they deliver the world's most advanced brand of highway and traffic performance—with spectacular new gasoline economy!



**New low-to-the-road styling:** Only 5' 2 $\frac{1}{2}$ " high for in-the-groove roadability—with "hats on" headroom in front seat or back. The new low bonnet and raised Guide-Line fenders give you the outlook of a custom-built sports car.



**New Horizon-view visibility:** New, one-piece windshield (nearly five feet wide) and low bonnet lines clear the way for close-up visibility in traffic. Narrower front corner pillars. Rear windows are "windshield wide."



**New Tele-Glance instrument panel:** Instruments are scientifically grouped and lighted for easier day and night reading—with no glare or reflections. New warning lights take the place of old-style oil pressure and ammeter gauges.



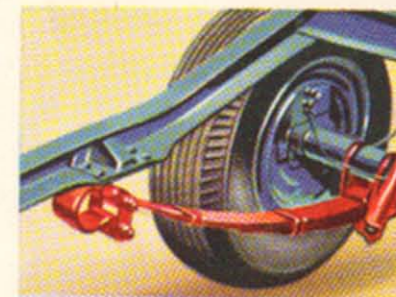
**1951 Packard Ultramatic Drive:** First fully automatic drive to combine the super smoothness of torque-converter acceleration with the advanced efficiency, and most positive responsiveness, of solid direct drive at all cruising speeds.



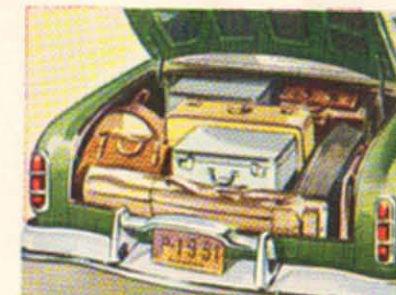
**New Fashion Forum Interiors:** New colors, fabrics, and appointments. There's full-stretch legroom, thanks to new seatback design. And a world of headroom! And so roomy! The deep-cushioned seats, for example, are as wide as the car is high!



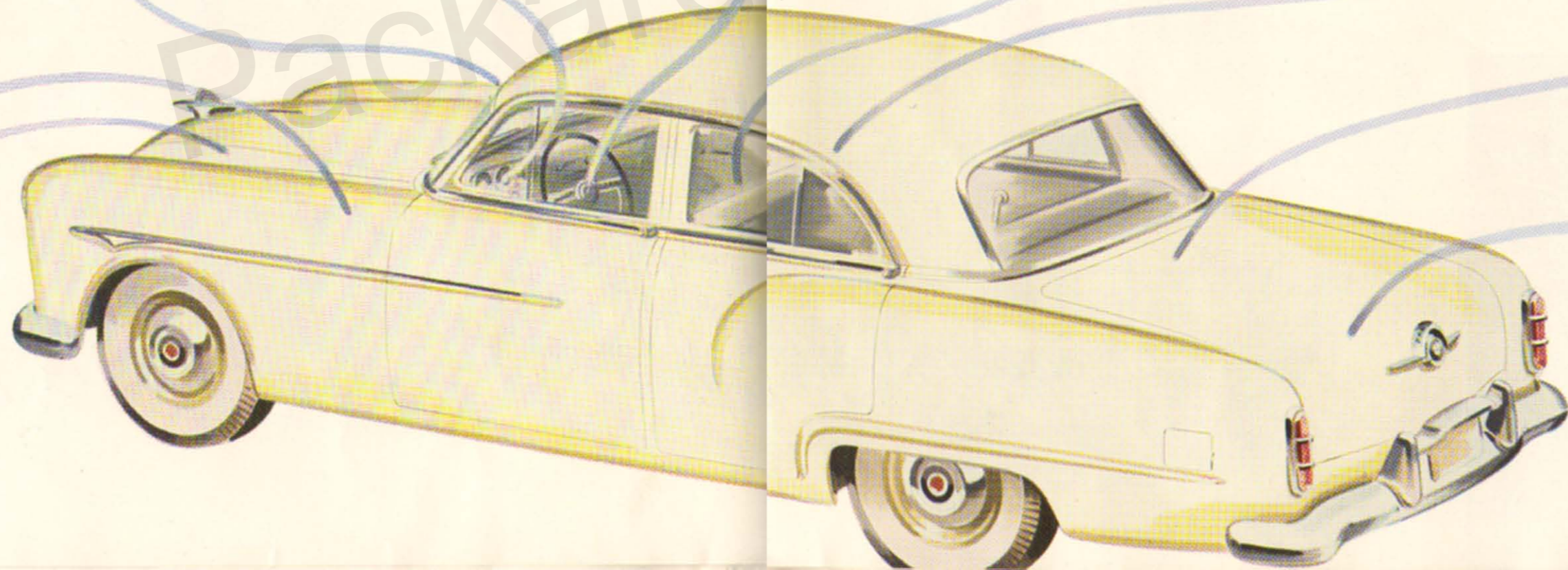
**New Armor-rib body construction:** That deep solid thud as you close a Packard door tells you a safety story of solid, double-walled Armor-rib construction. And Packard's low-slung road-weight provides an extra measure of steady-going security.



**New Broad-beam suspension:** Here's a wonderful new advancement in Packard's famed Limousine Ride! New level-bedded, Broad-beam suspension combines luxurious smoothness with in-the-groove highway stability. Load-case steering design pays off in new handling ease.

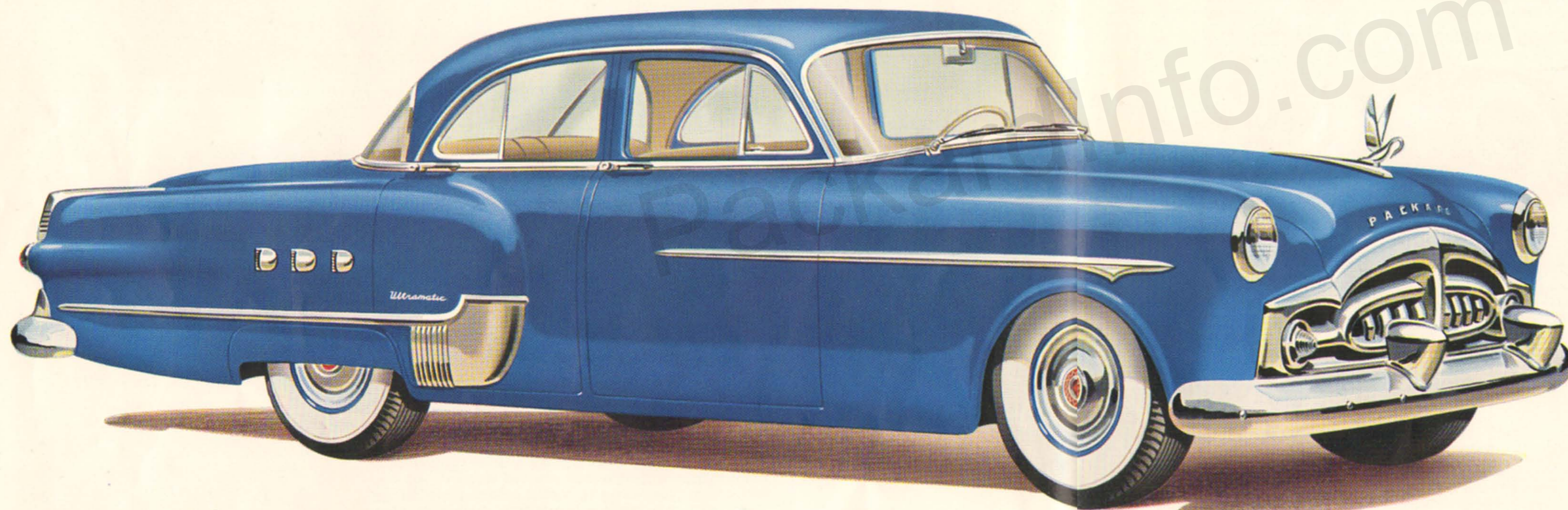


**New Car-load luggage compartment:** New styling pays off in a gain of 88% in storage space—gives you a total of 30  $\frac{1}{2}$  cubic feet . . . enough room for nine "family-size" pieces of luggage. Counterbalanced trunk lid has handy new "turn-key" latch.





# Packard Patrician '400' *The most luxurious motor car in the world*



*Here before you are new concepts of interior beauty and luxury beyond anything you have ever known. Everything is new—the colors . . . the fabrics . . . the style of tailoring. New horizon-view visibility adds to your safety and conveniences, without sacrifice of privacy. And of course you'll find new concepts in spaciousness, too. The kind that invites you to stretch out in wonderful new comfort and enjoy the relaxing quietness and smoothness of Packard's new Hush-toned Limousine ride.*

Never—not even from Packard—has there come a car to rival the new Packard Patrician "400".

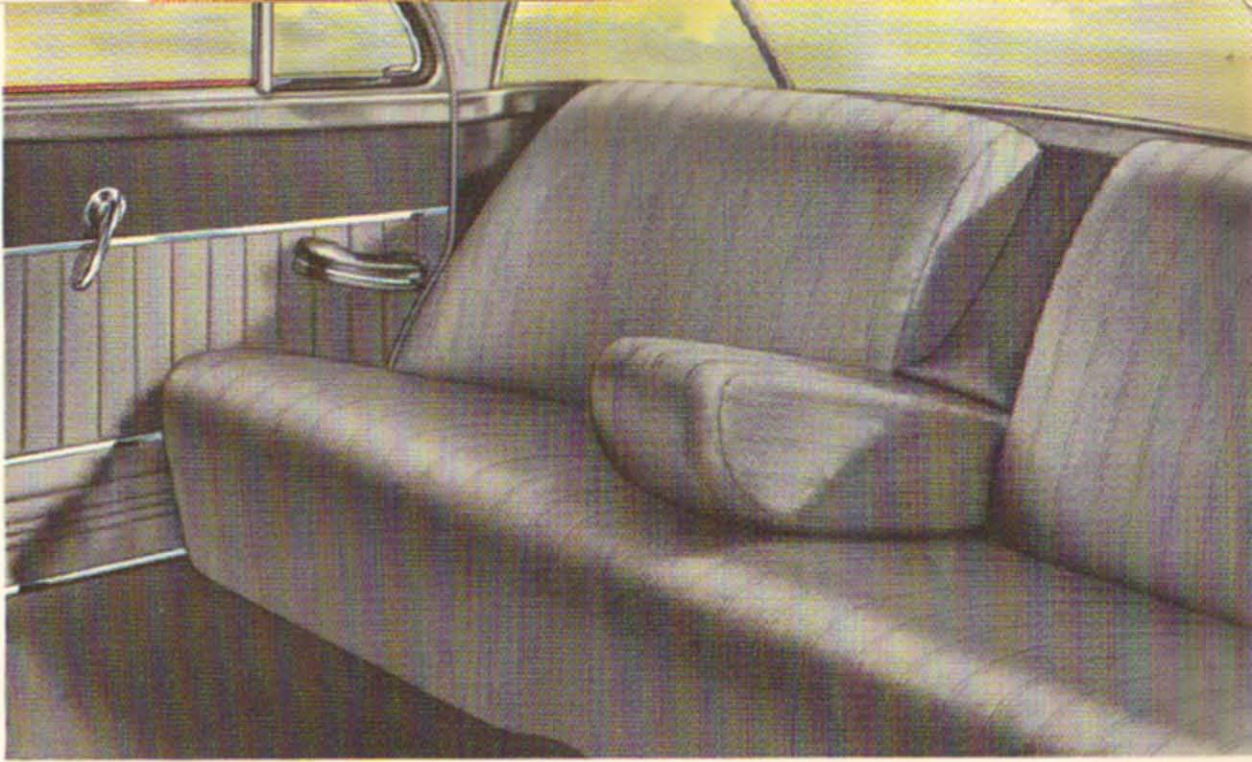
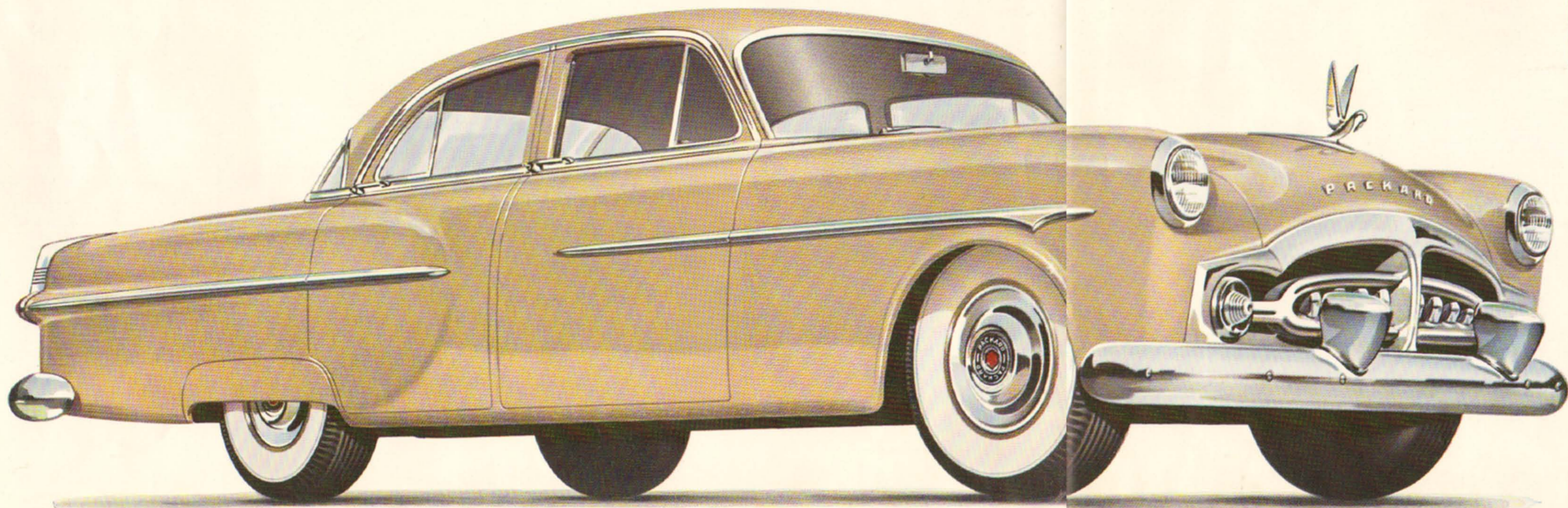
Behind its exclusive new beauty, you'll find the world's most advanced brand of traffic and highway performance . . . with Packard Ultramatic Drive, and a new, 155-horsepower Packard Thunderbolt engine with the highest compression ratio in the full-size passenger car field.

In every detail of its engineering, and its precision workmanship, the Packard Patrician "400" pioneers new concepts in the fine car field.

*A more detailed presentation of the Packard Patrician "400" is made in other literature. Your Packard dealer will be glad to give you a copy.*



# Packard '300' In style and spirit—new master of America's highways



The first thing you'll admire about this Fashion Forum interior will be the ease of stepping into it—with no body-twisting, no tripping, no hat-holding. And once inside, you'll be quick to note with admiration that Packard roominess just begins with the door openings—that in front seat and back, the accommodations for legs, shoulders, hips and hats are more than generous. Add to this the comfort-contoured cushions . . . the luxurious tailoring and appointments . . . the many thoughtful conveniences—and you'll realize that something truly wonderful has happened in the fine car field!

Everything about this car will delight your heart! New low-to-the-road styling for in-the-groove roadability. Low bonnet for close-up vision in traffic. Raised Guide-Line fenders for greater side-to-side sureness. Nearly five feet of one-piece windshield and a "windshield wide" rear window for Horizon-view visibility.

And along with its functional new beauty, the Packard "300" delights you with the masterful performance of a new 150-HP Packard Thunderbolt engine—combined with 1951 Packard Ultramatic Drive.\* Plus load-ease steering design for effortless control in traffic and on the open road.

Level-bedded, Broad-beam suspension for a new luxury ride. Hush-toned soundproofing to lock out wind and road noises. Armor-rib body construction for all-over, solid safety.

\*Optional at moderate extra cost.



New conveniences are everywhere in this "200" Deluxe interior. Appointments include courtesy lights in front and rear . . . new spill-proof vanity drawer . . . foam rubber cushion for enduring softness. In every detail, you'll see what Packard means by "Deluxe!"



You'll cheer the gracious roominess of the "200" interior. The comfort-contoured cushions, finished off with new, long-lasting fabrics, are as wide as the car is high. And you'll cheer the full-stretch legroom . . . the "hats on" headroom in front seat and back . . . the new wealth of thoughtful appointments.



## 1951 Packard "200" Deluxe Touring Sedan

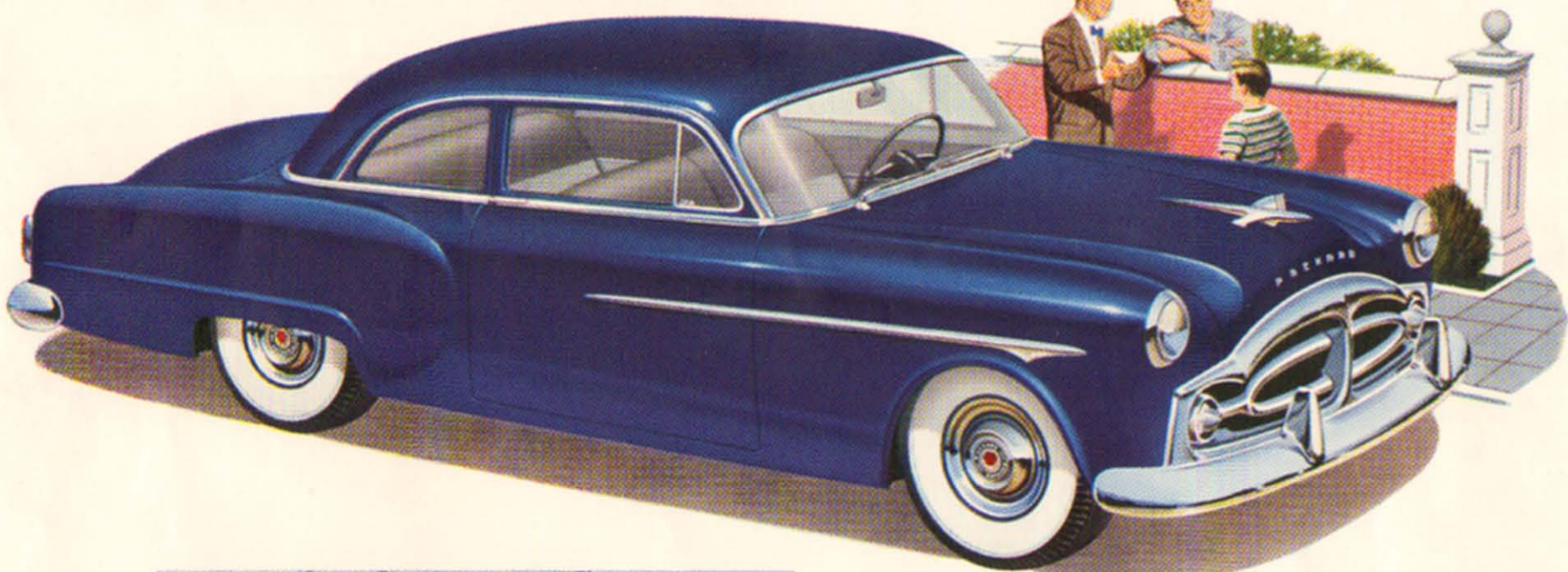
Also available as a "200" . . . see interior, above, right.

A gracefully-rounded, one-piece windshield—nearly five feet wide—and a new "windshield wide" rear window give you "horizon-view" visibility—without sacrificing privacy. New contouring of bonnet gives you greater close-up vision. And in traffic, new Guide-Line fenders tell you at a glance where the sides of your car "are at." Finished in your choice of 11 distinctive new colors.

## 1951 Packard "200" Deluxe Club Sedan

Also available as a "200" . . . see interior, below, right.

New low-to-the-road styling brings you in-the-groove roadability as well as exclusive new beauty. And this beauty is protected by massive wrap-around bumpers with their husky, safety-designed bumper guards. The deep, solid thud as you close the door tells you that you've got the solid safety of Armor-rib body construction all the way through.



In this "200" Deluxe Club Sedan interior, you'll enjoy all the comfort dimensions of a four-door sedan—in legroom, shoulder room, and headroom. And here's the same panoramic visibility of a touring sedan. Swing-aside front seat backs are typical of its many conveniences.



In the "200" Club Sedan, smart new interiors are tailored in top quality broadcloths. 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.

# Packard '200'

—the greatest value car in Packard's 50 year history!



## 1951 Packard "200" Deluxe Convertible

Inside or out, no other convertible at any price can match this Packard beauty. 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. New Packard styling achieves all-around visibility without sacrifice of privacy. And there's exciting performance to match its new beauty!



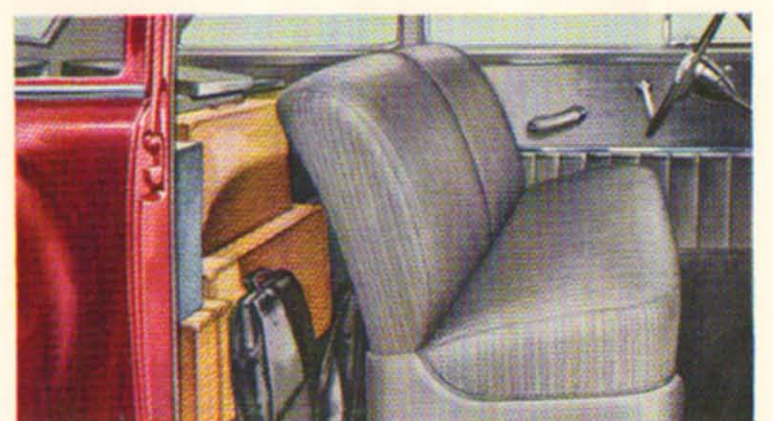
The new low bonnet and the raised Guide-Line fenders give the Packard "200" Deluxe Convertible the outlook of a custom-made sports car. The new low-to-the-road styling brings new concepts of convenience within reach of your fingertips. The smart, high-nylon-content top, available in either black or tan, raises and lowers at the touch of a button.



## 1951 Packard "200" Business Coupe

Here's the latest style note for traveling businessmen—Packard sedan beauty outside, and new concepts of utility within. Like all other great new Packards in the "200" series, this Business Coupe is powered by a thrifty new 135-horsepower\* Packard Thunderbolt engine that delivers spectacular new gasoline economy.

\*138-HP on Ultramatic-equipped models.



The front seat cushion of the Business Coupe seats three in restful comfort. The spacious rear compartment offers 31½ cubic feet of storage space (and there's 30½ cubic feet in the new Car-load luggage compartment). Plus a handy new vanity drawer in the instrument panel for personal items.

# Packard's the one for '51!



# Specifications

## PACKARD PATRICIAN 400

**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: 7.8 to 1. Brake horsepower 155 at 3600 r.p.m. Crankshaft weight 105 pounds. Nine 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.

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

**Automatic Transmission**—Packard Ultramatic Drive is standard equipment.

**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 equipped with filling signal. 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: 19.9 quarts.

**Front Suspension**—Packard independent front wheel suspension. New airplane-type, full-flex shock absorbers. Roll control bar.

**Rear Suspension**—New, 2½ inch wide semi-elliptic springs, 54¾ inches long. Full-length composition inserts between leaves. New direct acting, airplane-type shock absorbers. Lateral stabilizer.

**Electrical System**—Large capacity, 40-ampere, air cooled generator with automatic control. Seventeen-plate, 120 ampere-hour, square-type battery. Sealed Beam headlights. Automatic spark control.

**Drive**—Hotchkiss type, through rear springs. 2¾-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.54 to 1.

**Brakes**—Improved Servo-Hydraulic, self-energizing type service brakes. New Safeti-set hand brake.

**Steering System**—Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. Turning radius, 22½ ft.

**Wheels and Tires**—Disc wheels with individual chain slots. Wheels and tires statically balanced. Four-ply tires, 15 x 8.00.

**Wheelbase**—127 inches.

**Over-all Length**—Bumper to bumper, 217¾ inches.

**Standard Equipment**—Twin horns, two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Oil Bath Air Cleaner. Turn indicators. Tilt-type, glare-proof rear view mirror. Bumper guards front and rear. Bumper jack and tool equipment. Chrome-plated wheel discs with doisonne center. Trunk compartment light. Robe rail.

## PACKARD 300

**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 equipped with filling signal. 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: 19.9 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, 54¾ inches long. Full-length composition inserts between leaves. New direct acting, airplane-type shock absorbers. Lateral stabilizer.

**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.

**Drive**—Hotchkiss type, through rear springs. Three-inch 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.

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

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

**Wheels and Tires**—Disc wheels with individual chain slots. Wheels and tires statically balanced. Four-ply tires, 15 x 8.00.

**Wheelbase**—127 inches.

**Over-all Length**—Bumper to bumper, 217¾ inches.

**Standard Equipment**—Twin horns, two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Oil Bath Air

Latest, greatest drive sensation!

## Packard Ultramatic Drive

Exclusively yours on the 1951 Packard line\*

Packard Ultramatic Drive is 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*.

There's no clutch-pushing, no gear-shifting. No jerking, no clunking. Nothing new to learn. You just set it . . . forget it!

There's no gas-wasting slippage at cruising speeds. You cruise in solid direct drive. No "racing engine sensation"—no over-heating of the drive unit.

There's no chance of risky down-shifts, which might cause a skid on slippery pavement. Smooth gradual engine braking power, whenever you want it. And no "roll back" when stopped on hills, waiting for a signal light to change.

No gearshift lag. Instant change from Forward to Reverse, to rock the car in snow or mud. And more positive responsiveness when cruising.

P.S. Packard now gives you a choice of three popular drives:

1. Ultramatic Drive, the latest automatic drive sensation.
2. Overdrive, with amazing benefits in gasoline economy.
3. Conventional shift, with Uni-mesh transmission.

\*Standard equipment on Patrician '400'—optional, at moderate extra cost, on all other models.



Cleaner. Turn indicators. Tilt-type, glare-proof rear view mirror. Bumper guards front and rear. Bumper jack and tool equipment. Chrome-plated wheel discs. Trunk compartment light. Robe rail.

## PACKARD 200 AND 200 DELUXE

**Engine**—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons. Displacement 288 cubic inches. Bore and stroke 3½ x 3¾ inches. Compression ratio: 7 to 1. Brake horsepower 135 at 3600 r.p.m. Crankshaft weight 95 pounds. Five main bearings. Removable precision-type main and connecting rod bearings. 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 7.5 to 1 compression ratio and has a brake horsepower of 138 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.

**Fuel System**—Dual down-draft carburetor, with two intake jets. Automatic choke, automatic heat control, silencer and flame arrester. Twenty-gallon gasoline tank equipped with filling signal. 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: 19.9 quarts.

**Transmission**—Synchronized, carburized, helically cut gears. Nine ball and roller bearings.

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

**Rear Suspension**—New, 2½ inch wide semi-elliptic springs, 54¾ inches long. Full-length composition inserts between leaves. New direct acting shock absorbers.

**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.

**Drive**—Hotchkiss type, through rear springs. Three-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.9 to 1.

**Brakes**—Improved Packard Servo-Hydraulic, self-energizing service brakes. New Safeti-set hand brake.

**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.

**Wheels and Tires**—Disc wheels with individual chain slots. Wheels and tires statically balanced. Four-ply tires, 15 x 7.60.

**Wheelbase**—122 inches.

**Over-all Length**—Bumper to bumper, 209¾ inches.

**Standard Equipment**—Twin horns, two dual universally-hinged sun visors. Double, variable speed vacuum windshield wipers. Horn ring. Turn indicators, standard on the 200 Deluxe, optional at extra cost on the 200. Bumper guards front and rear. Bumper jack and tools. Wheel trim rings, on the 200 Deluxe.

Specifications, designs and prices subject to change without notice.

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

PRINTED IN U.S.A.

ASK THE MAN WHO OWNS ONE