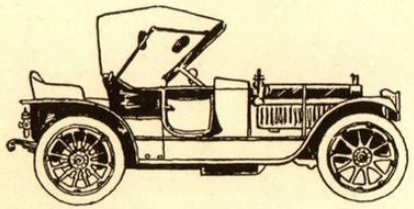
Packard presents

the most advanced, most luxurious motor car in the world

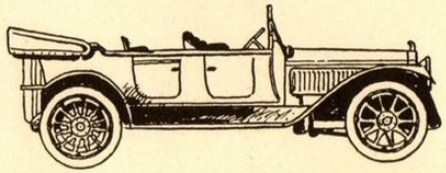
Here begins the newest, most exciting chapter in

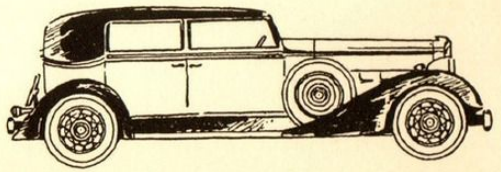


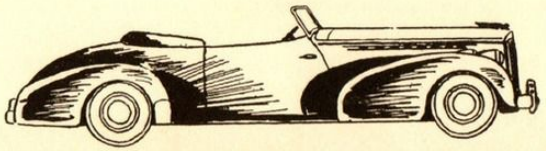
Year after year, since 1899, Packard motor cars have sought and won . . . and *held* . . . the favor of the world's most exacting clientele.

A remarkable number of these models, in fact, have become legendary . . . not only for their distinctive, exclusive beauty of design, but for their proved, long-enduring mechanical excellence.

But never—not even from Packard—has there been a car so widely acclaimed as the new Packard Patrician '400'. Here, you will agree, is a car that steps above all previous concepts of fine car goodness. Here, definitely, is a car that pioneers a whole new era of fine car development.



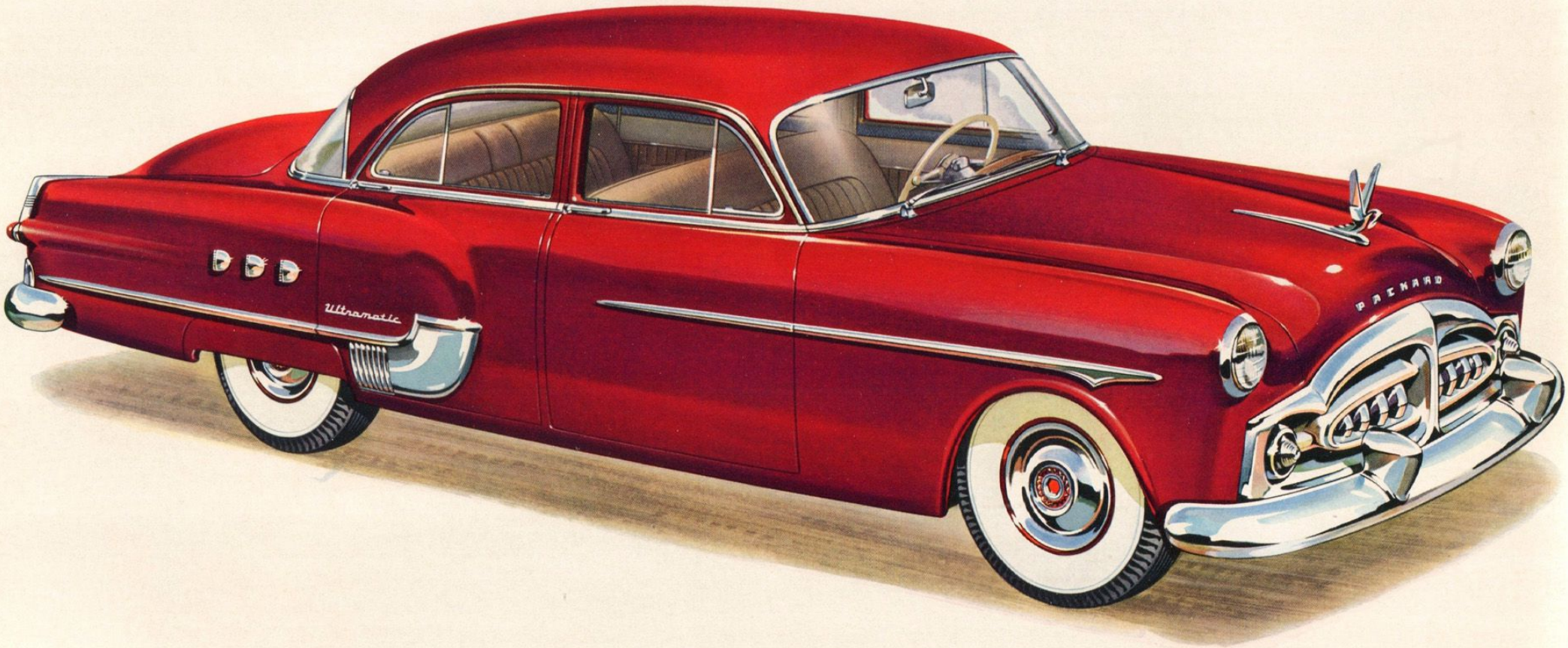




motordom's proudest fine car history!

The Packard Patrician '400'

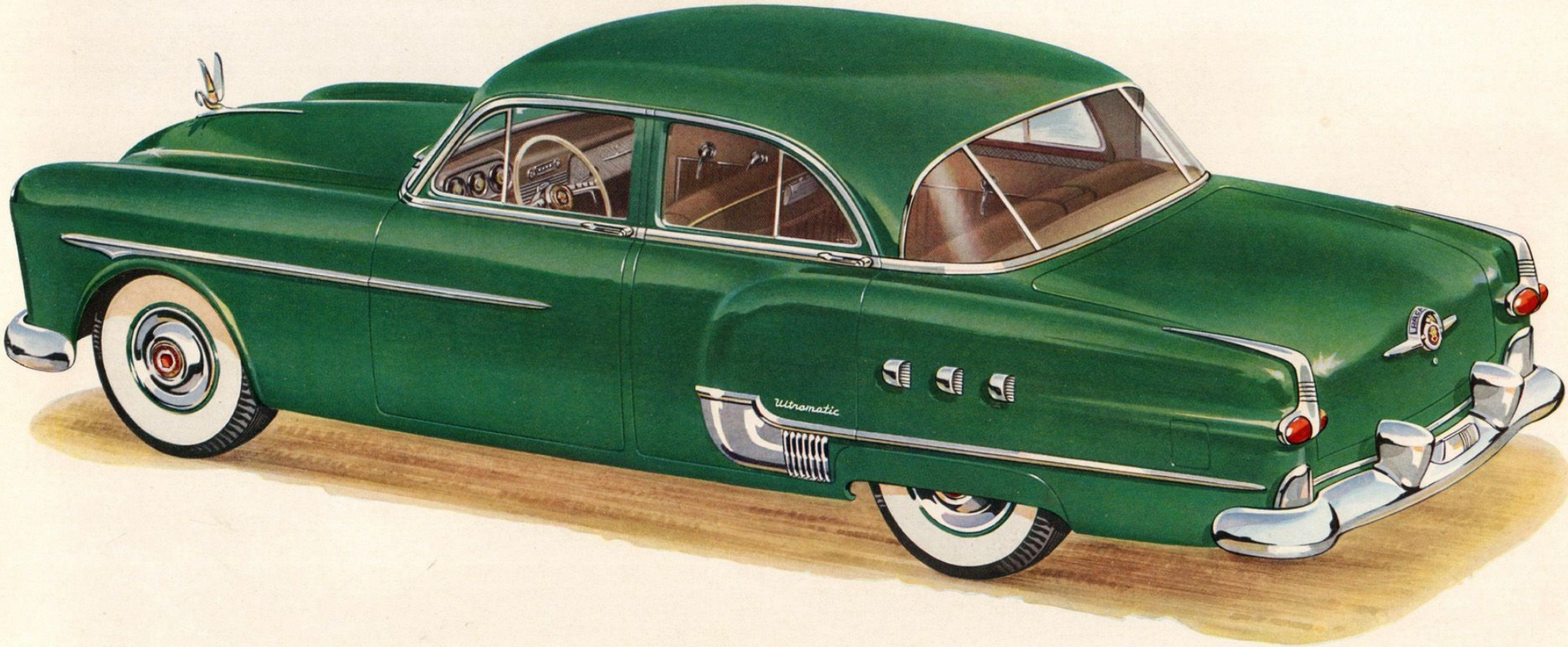
The most advanced, most luxurious motor car in the world **Packard**



Patrician '400'

WITH NEW CONCEPTS OF FUNCTIONAL BEAUTY!

Daring new low-to-the-road styling! And every sleek, lovely line was designed for a Packard "pay-off"! In lower, safer, highway-hugging weight! In new Horizon-view visibility, achieved with new larger, one-piece windshield and wide rear window . . . new Guide-line fenders . . . and the low bonnet of a custom-built sports car! In roomier "living space," and greater carry-all space. And every distinctive inch of it is exclusively, unmistakably *Packard* . . . from the gleaming new grillework to the smart new rear fender louvers.

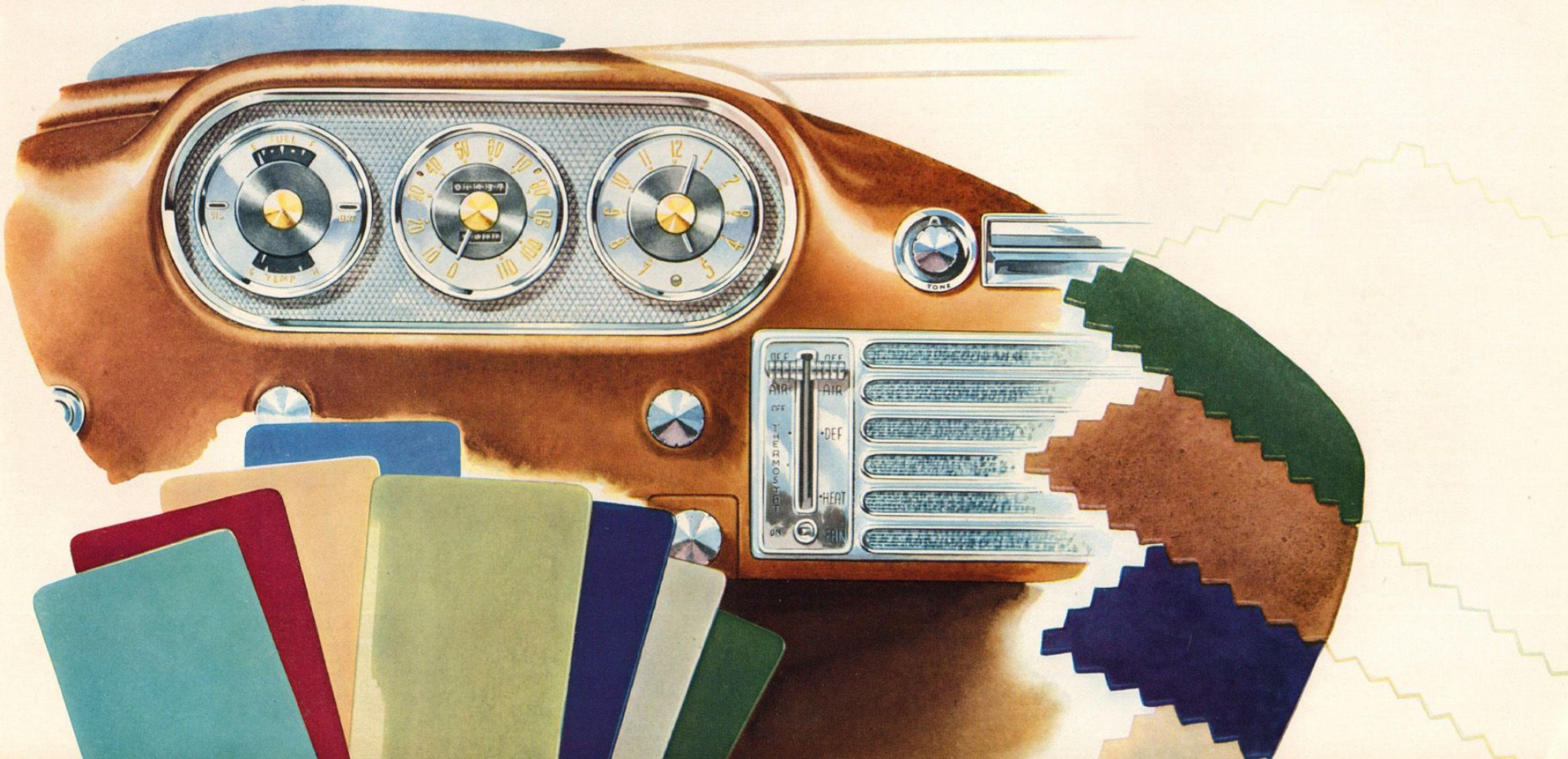


The most advanced, most luxurious motor car in the world **Packard**

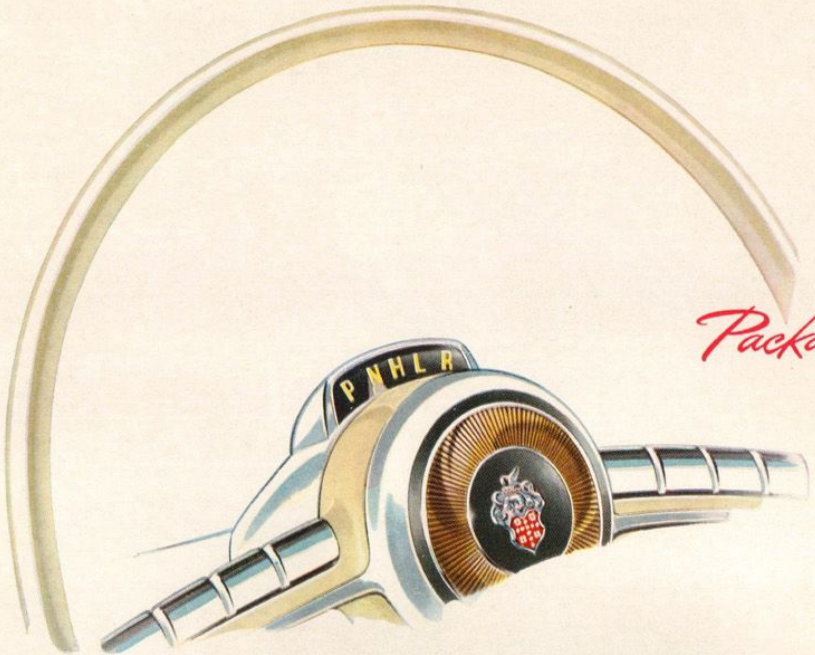
Patrician '400'

WITH NEW CONCEPTS OF GRACIOUS INTERIOR LUXURY

Everything here is new—the comfort dimensions, the rich-textured fabrics, the advanced style of tailoring, the new Hush-toned sound-proofing, and the many thoughtful appointments. There's smart new Packard Perma-plait upholstery, over new lounge-contoured cushions. There's new "hats on" headroom, as great in the *rear* as it is in the front! And a new measure of full-stretch legroom—not only because of the new "foot-rest style" front seatback, but because the extra wheelbase length of the car is in *interior* length. Convenience features, of course, are here in abundance—with Packard's exclusive Ultramatic Drive heading the list. And everywhere you see evidence of the fastidious good taste and painstaking craftsmanship for which Packard is renowned.



The most advanced, most luxurious motor car in the world Packard



Packard Ultramatic Drive

Exclusively yours from *Packard* . . . the last word in automatic, no-shift control. Packard Ultramatic Drive is the *first* fully-automatic drive to combine the super smoothness of *torque-converter acceleration* with the extra efficiency, and more positive responsiveness, of *solid direct drive at all cruising speeds.* Ultramatic Drive —now even finer for '51—is standard equipment on the Packard Patrician '400'.

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

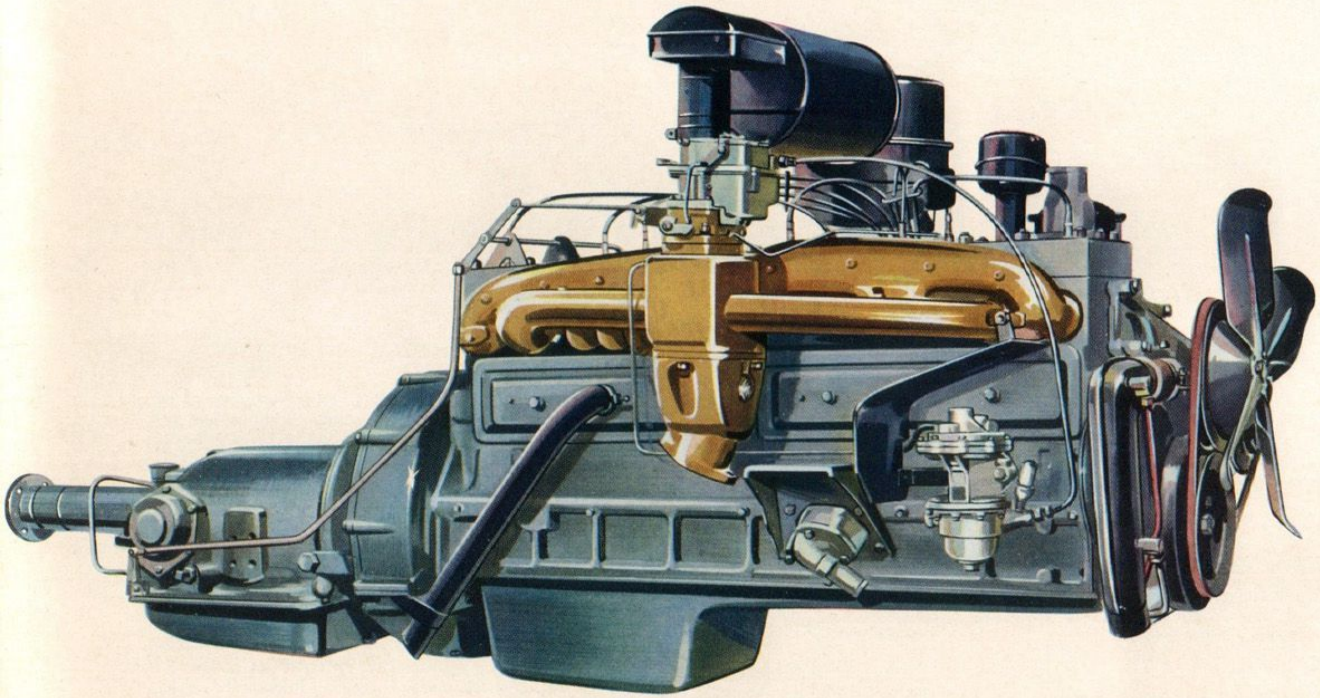
No gas-wasting slippage at cruising speeds. You cruise in direct drive. No "racing engine sensation"—no overheating of the drive unit.

No risky down-shifts, which might cause a skid on slippery pavements. And no "roll back" on hills, waiting for signal light to change.

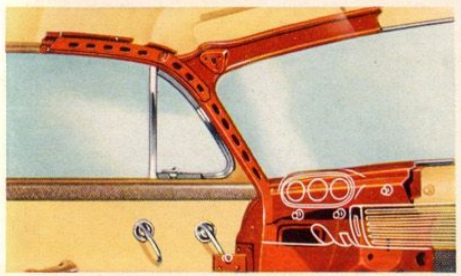
No gear-shift lag. Instant change from Forward to Reverse, to rock the car in snow or mud. Positive responsiveness when cruising.

Patrician '400'

. . . WITH NEW CONCEPTS OF BRILLIANT ENGINEERING AND PRECISION CRAFTSMANSHIP



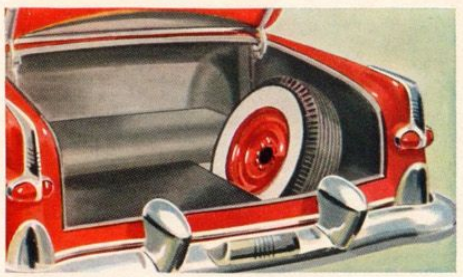
New Packard Thunderbolt Engine: Latest, greatest achievement of America's Master Motor Builders—a new 155-horsepower, precision-built straight-eight with the highest compression ratio in the full-size passenger car field. Here's instant responsiveness and silent, trouble-free stamina such as you've never known—together with spectacular new gasoline economy! Coupled with Packard Ultramatic Drive, this new power plant delivers the world's most advanced brand of highway and traffic performance!



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. With Packard's 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.

New Hush-toned Limousine Ride: New all-over soundproofing locks out wind and road noises. New level-bedded, broad-beam suspension combines luxurious smoothness with in-the-groove stability. Load-ease steering design delights you with a new kind of steering ease. Gentle-flexing, direct-acting shock absorbers increase your comfort.

New, all-weather comfort: Improved all-season ventilation provides automatic warmth in winter, with no window-fogging worries . . . dry air on rainy days . . . cooling air in summer—without drafts. No stuffy, smoke-filled interiors ever. You enjoy a quiet change of air once a minute, even with the car stopped and all the windows closed.



New Car-load luggage compartment: New concepts of convenience and capacity. New styling pays off in a gain of 88% in storage space—gives you a total of 30½ cubic feet . . . largest of any sedan on the road! Counter-balanced trunk lid has new "turn-key" latch. Spare tire is vertically mounted for greater convenience.

Specifications

FOR THE 1951 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 for greater durability. Improved engine mountings and vibration damper for quieter, smoother operation. Oil capacity: 7 quarts.

● **ENGINE LUBRICATION**—Full-pressure lubrication to all main, connecting rod, camshaft and piston pin bearings, and to valve tappets. New oil level indicator prevents dust and dirt from entering crank case. Floating oil screen. Oil filter.

● **FUEL SYSTEM**—Dual down-draft carburetor—recalibrated for greater economy and performance—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. Fuel pump includes a double acting vacuum pump for increased capacity.

● **COOLING SYSTEM**—Redesigned water pump to reduce possibility of leakage and noise. Thermostatic temperature control. Sealed cooling system—pressure-sealed filler cap. Pump relocated to insure circulation when level is low. Cylinders completely surrounded by water. Cooling capacity: 19.9 quarts.

● **ULTRAMATIC DRIVE**—A Packard-designed, Packard-engineered and Packard-built, automatic transmission, standard on the Patrician '400'. The Ultramatic transmission has been refined to provide maximum smoothness, quietness and reliability.

● **FRAME**—Specially designed X-member type frame, box section side rails.

● **FRONT SUSPENSION**—Packard independent front wheel suspension. New direct acting shock absorbers. Roll control bar.

● **REAR SUSPENSION**—New, 2½-inch wide semi-elliptic springs, 54⅜ inches long. Full-length composition inserts between leaves. Rubber bearing spring brackets and shackles. 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. Three-inch propeller shaft with two roller bearing universal joints driving hypoid rear axle. Rear axle ratio: 3.54 to 1.

● **BRAKES**—Larger and improved Packard Servo-Hydraulic, self-energizing type service brakes for longer life and easier, safer stopping. New positive type mechanical hand brake operating rear wheel brake shoes. Centrifuse brake drums.

● **CHASSIS BEARINGS**—Long life assured by 44 ball and roller bearings.

● **STEERING SYSTEM**—Redesigned linkage for easier steering, greater stability and longer life. Worm and three-tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings. Turning radius, 22½ feet.

● **WHEELS AND TIRES**—Disc wheel with individual chain slots. Wheels and tires statically balanced. Four-ply tires, 8.00 x 15.

● **WHEELBASE**—127 inches.

● **OVER-ALL LENGTH**—Bumper to bumper, 217¾ inches.

● **BODY**—Available in the six-passenger touring sedan only. A daring new styling concept, featuring Guide-line safety fenders and Horizon-view visibility. All steel construction with box section side and roof rails for greater rigidity. Special comprehensive insulation against heat, cold and sound. Safety glass throughout. Double-panelled doors. Floor is all-steel, electrically welded. Movable hassock-type rear seat foot rests. Front and rear arm rests and also folding center arm rest in rear seat back. Eleven body colors available. Colorful Fashion Forum interiors with Perma-plait upholstery. Three harmonizing upholsteries available—blue, green and tan. Seats and seat backs are semi-bolster and plaited. Cushions are softly padded with foam rubber over a foundation of "Comfort-Selector" seat springs. Extra large trunk capacity totals 30.5 cubic feet. Packard all-season ventilation system has been improved with a larger capacity blower for greater comfort and new, improved defroster clears more area. Increased windshield and rear window areas, by 18 and 150 percent respectively. Luxurious pile carpet on front and rear floors.

● **INSTRUMENTS AND CONTROLS**—Speedometer, gasoline gauge, engine temperature gauge and trip-odometer conveniently arranged on "Tele-glance" instrument panel directly in front of the driver. Special new "warning" lights for oil pressure and battery included on instrument panel. Indirect light, eliminating glare, illuminates figures, indicators and dial faces. Provision is made for mounting radio speaker and controls in center of instrument board. Ignition switch is lighted. Push-pull switches operate headlights, instrument lights, map light; the heater and defroster, optional equipment at extra cost, are operated by new type levers. New vanity drawer, with light. Available, at extra cost, is a rear compartment speaker with variable control relative to front speaker.

● **STANDARD EQUIPMENT**—Twin horns, two dual universally-hinged sun visors. Automatic courtesy lights, front and rear. Electric clock. Automatic cigar lighters (front and rear). Three ash receivers. Map light. 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 cloisonne center. Trunk compartment light. Robe rail. Rear fender shields.

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—