The NEW

nineteen
hundred
fifty six

PACKARD

THE NEW

'56 Clipper

WITH TORSION-LEVEL RIDE

The Greatest **PACKARD** of Them All

We present to you the *New* nineteen hundred fifty-six Packard, the car that is outstripping time itself.

There have been outstanding automobiles that were ahead of their times in one way or another. But we have seen none, even the great Packards of the past, that have been so far ahead in so many ways.

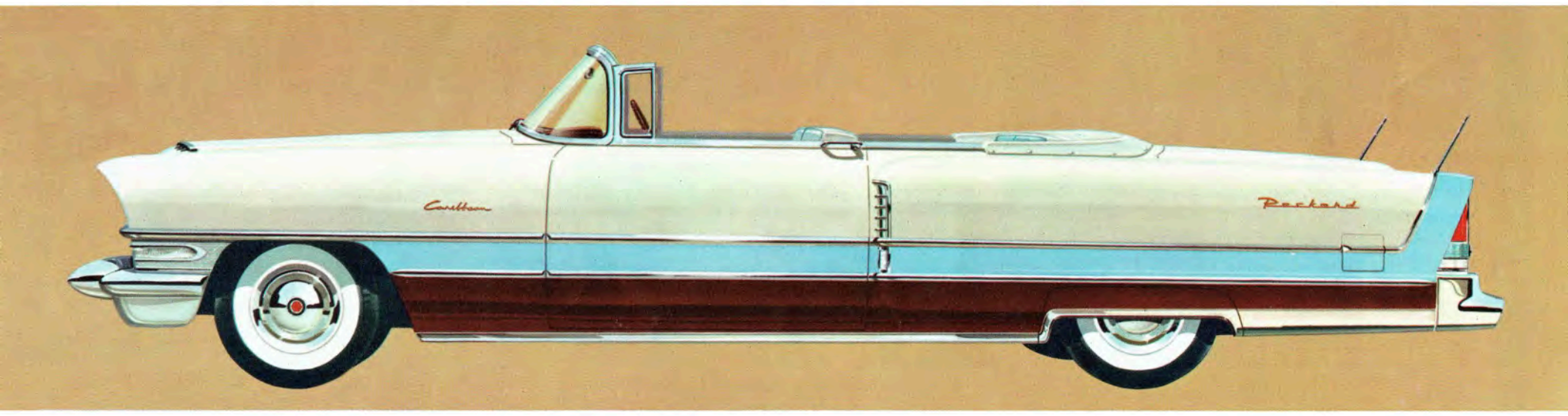
The advanced *New* Packard styling is a model of eloquent simplicity, with inspired touches of the future crowning its distinctive beauty of today.

In the *New* Packard, you will enjoy motion as never before. For it is the culmination of the advanced planning of Packard Creative Engineering.

In Packard's new, advanced V-8 engine, you command the mightiest driving force in any passenger car. You control it precisely with the most responsive, smoothest, most versatile of automatic transmissions. And you drive in the boundless comfort of Packard Torsion-Level Ride—flawlessly smooth, perfectly level, thoroughly relaxing all of the time—one of the most far-reaching automotive developments in decades. Piling pleasure upon pleasure, the *New* Packard brings you the convenience of push-button motoring, too. In our new *Electronic* Push-Button Ultramatic, electronic push-buttons replace the conventional selector lever, permit you to obtain the desired driving range by a little tap of your finger on the appropriate button.

And there are dozens of other Packard advancements dedicated to bringing you the driving pleasure of tomorrow . . . today.

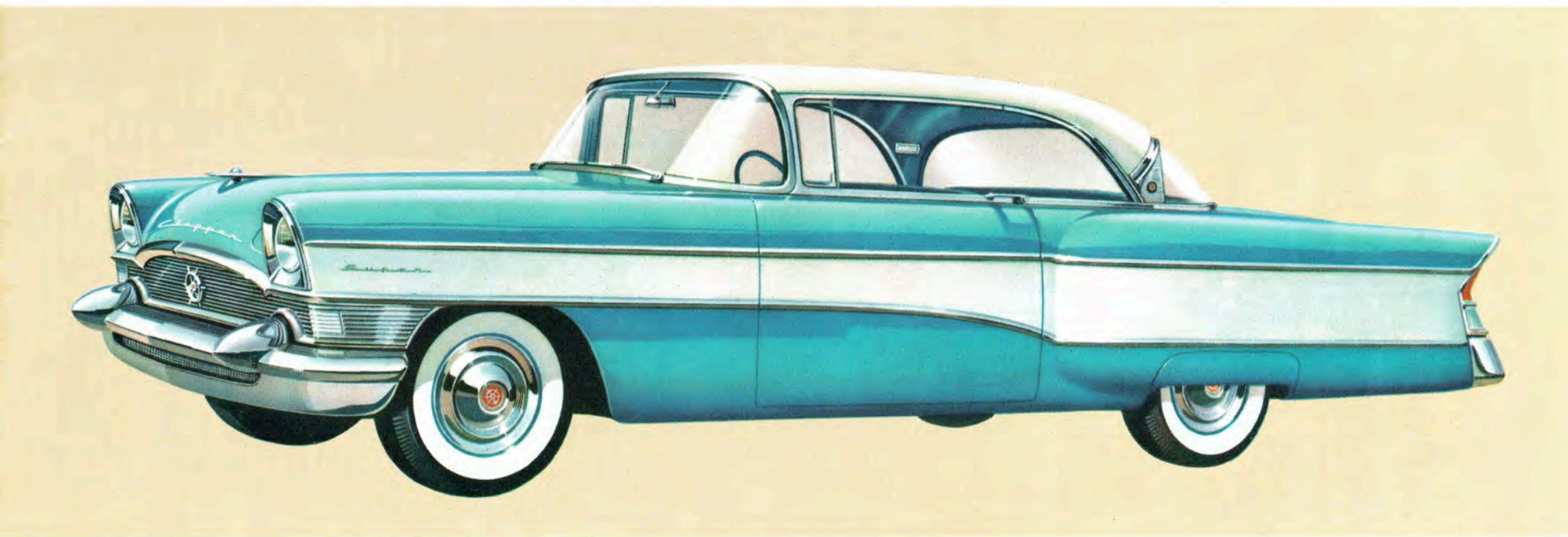
In styling, engineering and performance . . . in pride of ownership and progress . . . in every way you choose to look at it . . . this is the greatest Packard of them all.



THE *Caribbean* CONVERTIBLE

Here is the power of a mighty engine to fire your imagination, and the responsiveness of a unique transmission to obey your slightest command. Here is the quiet elegance of rich interiors to please your fancy, and the subtle ebb and flow of clean, smooth lines to please your eye. Here, too, is the incredible comfort and ride control of Packard-pioneered Torsion-Level Ride. Here, then, in all of its glory, is the greatest Packard of them all—the nineteen hundred fifty-six Packard.

The *NEW* '56 Clipper

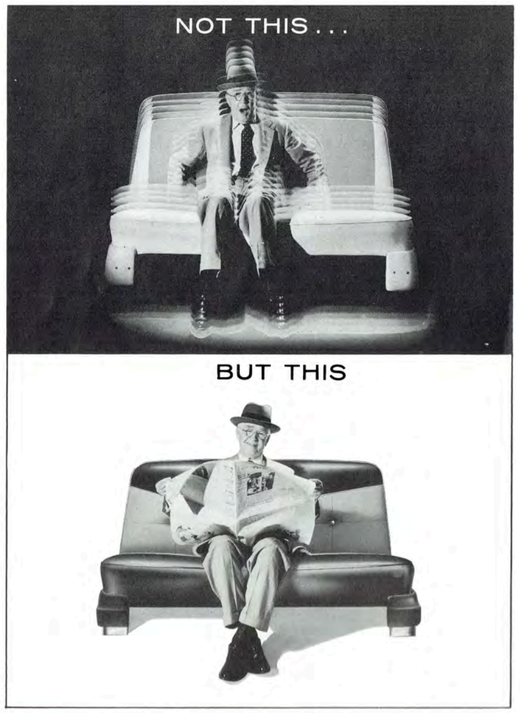


Only Medium-Priced Car with TORSION-LEVEL RIDE

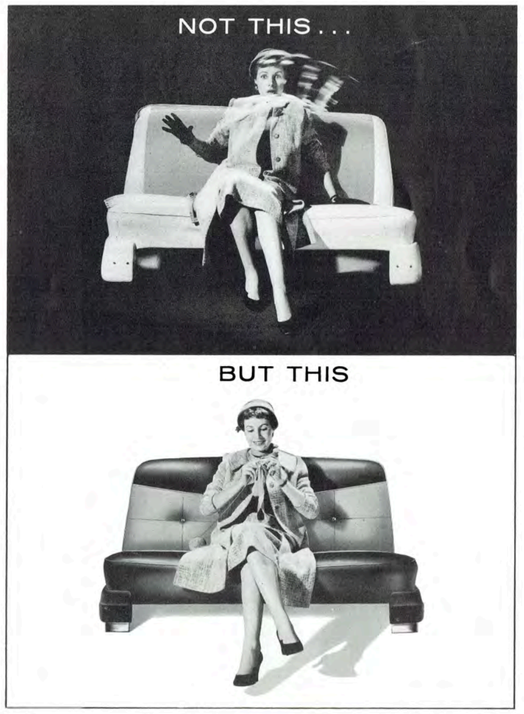
Now the Clipper—biggest, most powerful car in the medium-price class . . . *now* Clipper for 1956 has sensational Torsion-Level Ride—the greatest engineering advancement in decades . . . and the latest, and greatest, automotive achievement to come from creative engineers with more than a half-century tradition of outstanding achievement!

To this incomparable suspension system, add Clipper's great V-8 engine—with highest horsepower and driving force in its class . . . the unparalleled two-in-one response of the Ultramatic Transmission . . . plus the many important "little things" found only in a Packard-built car. The result is the most outstanding value of all medium-price cars.

NOTHING ON EARTH *Rides Like a Packard-Engineered Car*



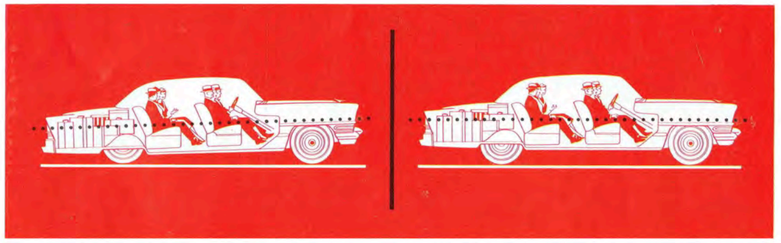
No more nerve-shattering, spine-jarring jolt and pitch over bumps, dips, other road faults. Torsion-Level Suspension gently but firmly absorbs road shocks before they can reach you, or the car frame or body!



No more uncomfortable, uncontrolled "heeling over" of the car body in sharp turns or steep curves. Torsion-Level Suspension lets you sit back and relax, confident of a smooth, level ride!

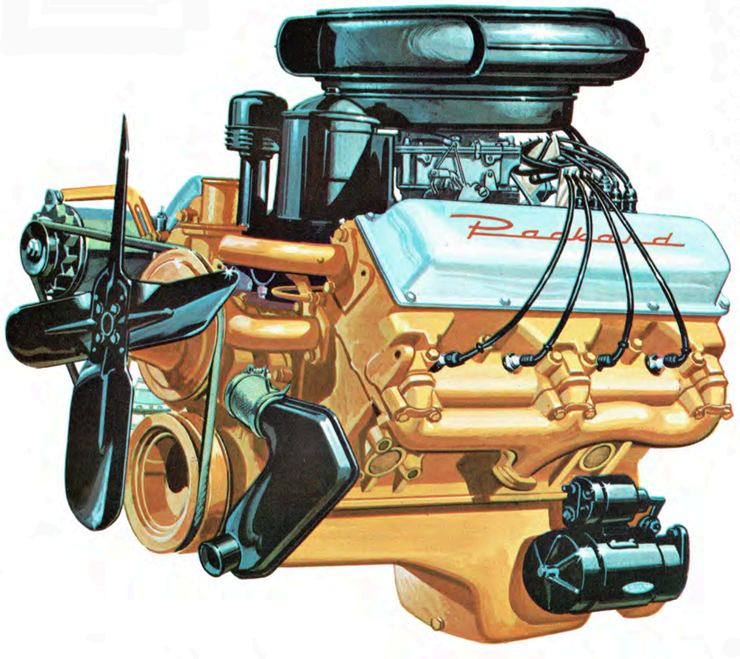
No more dangerous "rear end pitch" from sudden, unexpected stops to throw you forward in your seat. With Packard-proved Torsion-Level Suspension, braking is "heads up," you remain comfortably seated!

TORSION-LEVEL RIDE takes you over the bumps and ruts of the most time-worn, weather-punished road with a flight-level smoothness that *beats riding on air!* What's more, Torsion-Level Ride adds in equal measure to your comfort and safety on *any* road—starting, stopping, cornering! Through sweeping curves, over rugged railroad crossings, at road junctions where you must turn tight and fast . . . through these, and all other driving situations, Torsion-Level Ride gives you control, handling ease and stability no other car with conventional coil and leaf springs can match! Not only do driver and passengers ride relaxed (because the torsion bars have *absorbed*, rather than just *cushioned*, road shocks due to up-and-down wheel movement) . . . but car life is also increased.



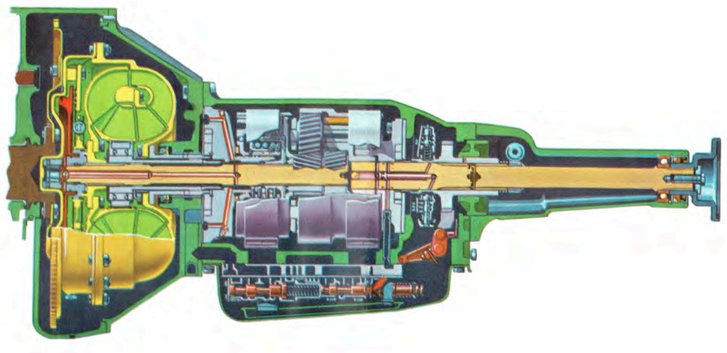
Heart of the Load Levelizer is a unique power-controlled motor connected to torsion bar system. It keeps the Packard and Clipper always at "design height"—the height at which they were designed to ride and look their best! No matter what the passenger or luggage load, the Load Levelizer System will automatically compensate for the weight, within 7 seconds of loading, raising or lowering the car to the proper level or "design height."

Packard-Engineered POWER TRAIN . . . Fully Coordinated for Modern Driving

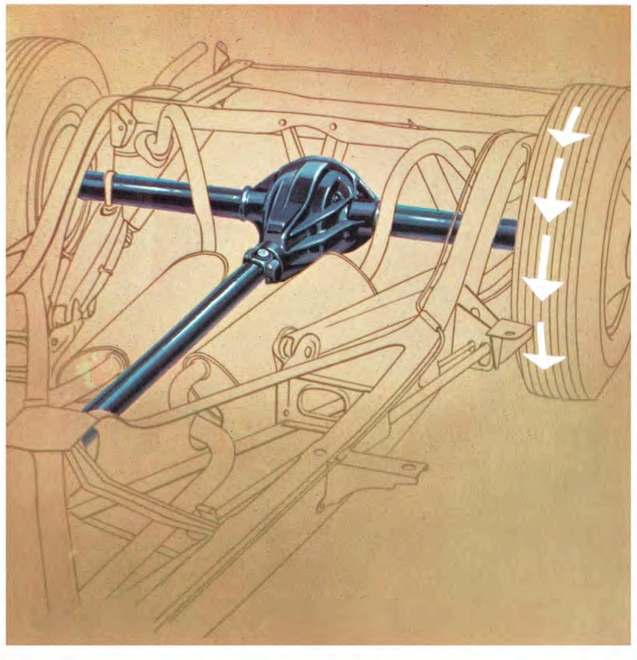


Vim, verve and vital V-8 action are synonymous with Packard and Packard-built Clipper engines—free-breathing, low friction marvels with power to answer every demand of modern driving . . . far more power than you'll ever need!

Packard and Clipper's husky power trains have been skillfully engineered at every point—engine, transmission, rear axle—to deliver maximum torque (driving force) at the rear wheels. This is the "power pay-off," and in the Packard and the Clipper it's a *big* one. Packard's big V-8, with 310 or 290 horsepower, is the highest power-producer of any American passenger car engine, with top compression ratio of 10 to 1. Clipper's Packard-built V-8 engines of 275 and 240 horsepower develop the most power in the medium-price field, giving the top compression ratio of 9.5 to 1. Nimble power mate to each of these tremendous power plants is the Ultramatic Transmission, really two-in-one, and the most responsive, most versatile, and most reassuring automatic transmission in use today! You make a fingertip choice of tingling take-off with geared drive, or one flowing, smooth surge of power! Coupled with the Ultramatic, for comparable "overdrive" economy, is the new 2.87 to 1 rear axle ratio option, lowest numerical ratio in the industry!



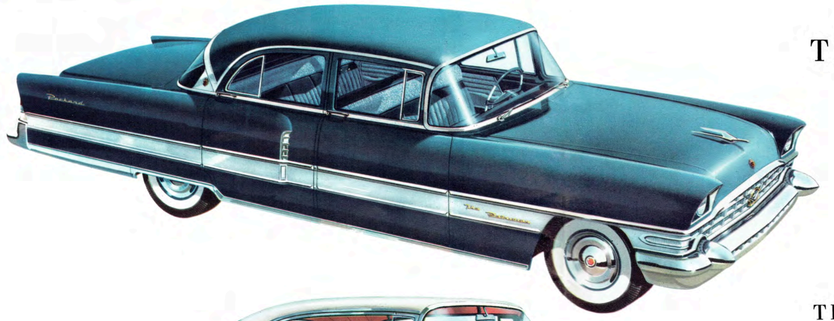
Famed two-in-one Ultramatic Transmission, nimble power mate to Packard's V-8's, is most alert, most agile automatic in existence . . . gives you a fingertip choice of starts —lightning as a whip-lash, or smooth-flowing as cream!



Receiving the industry's highest engine torque from the Ultramatic, the rear axle gives the lowest numerical ratio in the industry—2.87 to 1—delivering substantial increases in fuel economy.

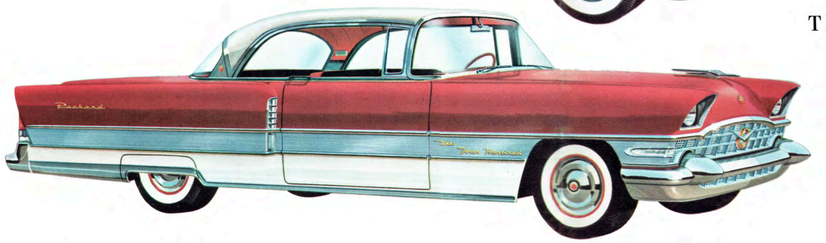
nineteen hundred fifty six

PACKARD



THE *Patrician*

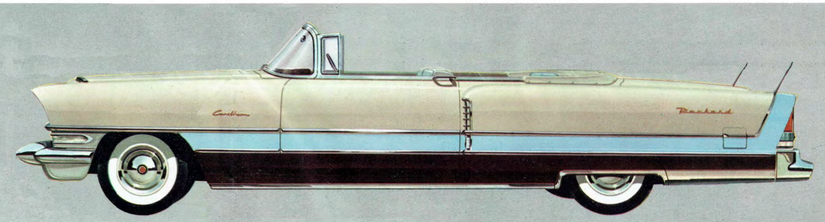
From its many-faceted grillework, all along the flow of its broad Caribbean-inspired side molding, to the new crisp lines of the rear deck, the *New* Packard Patrician brings you the easy grace of luxurious living. In it, you see the clean, clearly defined styling that only the master designer is capable of and dares to use. From the great, deep-breathing V-8 engine, you can summon the brilliant performance that only Packard master motor builders can build into an engine. In the deep hush of the Patrician's interior, you see the work of the inspired decorator expressed in fabric, color and appointment. In every way, you will find the Patrician conceived and built to lead the kind of life you love.



THE *Four Hundred*

Traditional elegance is spiced with youthful flair in the *New* Packard Four Hundred. Let your eye capture the quick sweep of line and the forward-motion profile of this great car. Or let your eye linger on the little things—the new hood ornament, the wrap-around parking lights, the shrouded headlights. What you see is a convincing demonstration of the Four Hundred's spirited elegance. And when you slip behind the wheel, you find it demonstrated in another way—the poetry of motion.

THE *Caribbean* SERIES



This is the thoroughbred of open-air motoring—the car that cannot be approached anywhere for stunning beauty . . . or for the feeling of exhilaration it imparts to its driver. Low and sleek, with the smartness of tomorrow all about it, the Caribbean Convertible captures and expresses the spirit of adventure as no other car has ever done.

With push-button simplicity, you bring down the top to reveal and revel in the beauties of open-air driving. With top up you are as cozy as you could wish, surrounded by the remarkable beauty of the Caribbean Convertible's interior appointments. And in the Convertible, of course, there is no compromise with the ultimate in luxury.

The *New* Packard Caribbean Hardtop wears the Convertible's mantle of sleekness and glamour, along with its own special hardtop, closed-car functionalism. To the Convertible's simplicity of line and richness of decor, it adds the thrill of almost unlimited vision through wrap-around front and rear windows and pillarless side windows. And the Hardtop also brings you the extraordinary performance of the Convertible: 310 horsepower, with maximum torque rating of 405. This mighty driving force makes itself known in the Caribbean Hardtop's lightning-like takeoff and passing abilities and in its easy acceptance of sustained high-speed driving requirements. And, as you would expect, the ultimate in luxury features is standard equipment.

THE PACKARD INTERIORS

The shape of things to come is here today in High Fashion Styling by Packard. You see it in the sweep and scope of Packard exteriors. You see it repeated in the appointments, color and fabrics of Packard interiors.

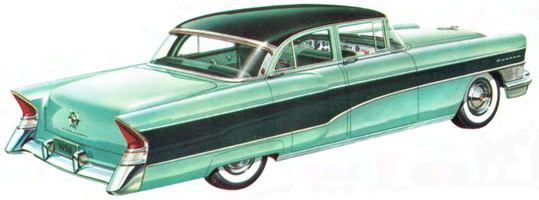
Perhaps most important of all, in the *New* Packard, you can choose the precise combination of materials and colors that will make you feel comfortably and completely at home.

Left: Interior of the *New* Packard Patrician, featuring silver-flecked matelassé upholstery in dark blue and harmonizing light blue, with dark blue deep-pile carpeting on the floor and on the foot rests.

Right: Created for the nineteen hundred fifty-six Packard—magnificent leathers, rich jacquards and matelasses in harmonizing and contrasting colors provide you with wide choice for personal expression.

Only car in the medium-price field with Torsion-Level Ride

'56 Clipper

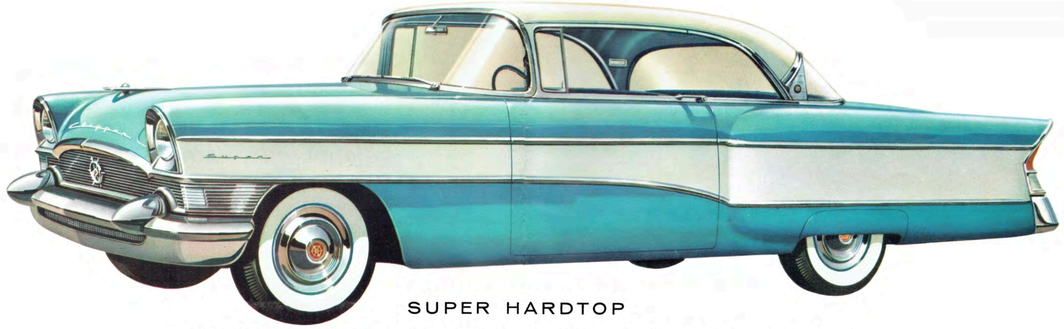


CUSTOM 4-DOOR

Any American Family is sure to appreciate the "wide open spaces" from a Clipper 4-Door Sedan! For this stunning car has all the convenience, spacious comfort, "picture-window" visibility any family could want, with more lithe length and luxury detail than any other medium-price car! Add Packard-pioneered Torsion-Level Ride that smooths the road and levels the load . . . and a 275 hp. V-8 engine for superb performance all the way!

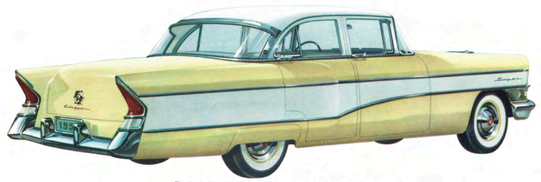
CONSTELLATION

Star of the hardtops! . . . the Constellation combines the thrills of a convertible with the comfort of a closed car. Excitement begins with one sweeping glance at its bold and beautiful styling. Excitement mounts when the steel might of the 275 horsepower engine leaps to life! Excitement swells when Torsion-Level Suspension smooths the road and soothes the ride as you never believed possible. Here is your "car of tomorrow" ready for you today!



SUPER HARDTOP

Romance of the road is the Clipper Super Hardtop, vivid and vivacious automobile built to take you a'roving and a'riding with the incomparable ease and relaxation of Torsion-Level Ride! Try the velvet velocity of its 240 horsepower V-8 engine . . . the tingling takeoff or serene-smooth start of its Ultramatic Transmission . . . the boundless comfort and ride control of its torsion-bar suspension system. It will take you but a short time to realize that this car is a fresh adventure in poise, power and performance . . . and at a medium price!



SUPER 4-DOOR

King-size and fit for a Queen! . . . that's the Clipper Super 4-Door. Man about town, lady about town, or the whole family will enjoy driving this clean-lined beauty that rides with the greatest of ease—because it has Torsion-Level Ride, the marvelous suspension that gives you unheard-of comfort, superb ride control and safety! Top power for its field, too, with its 240 horsepower V-8 engine . . . and Packard craftsmanship in every respect.

DELUXE 4-DOOR

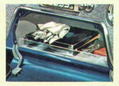
Lady Bountiful! For this Clipper De Luxe 4-Door gives you so much for so little! Torsion-Level Ride, greatest ride on the road . . . 240 horsepower from its Packard-built V-8 engine . . . smooth surging power to match! And the same individual grace and luxury that always distinguish a Packard product! Truly, this is the outstanding value of the medium-price field, and a lasting source of deep-rooted pride and pleasure!

DECORATOR-SMART INTERIORS

You'll open the door on trend-setting beauty—beauty that allows cherishing but not pampering! Exciting tone-and-texture decorator fabrics spell Fashion at a glance . . . superb color schemes coordinate or harmonize with the exterior, are serene or stimulating as *you* prefer. For *you* are the Interior Decorator of your "home away from home"—your Clipper! And your choices show your individual personality, taste and Fashion sense. Shown here, a Clipper interior in just one of 24 rich-looking combinations. Consult your Dealer in planning your modern living-room on wheels . . . give your Clipper a custom-quality look at no extra cost!

DISTINCTIVE STYLING

Signal-Seeking Radio has push-button and manual tuning, and a large concert-tone speaker.



Spacious Glove Compartment is conveniently centered for reach of driver and passenger.

Door Hardware, gracefully turned as fine jewelry, adds sparkling highlights to distinctive decor.

Clipper's handsome silver control panel reveals inimitable "fine jewelry" touches of Packard craftsmen. Graceful, functional design shows ideal balance—dials are grouped to be read at a glance, controls placed where driver would most naturally reach for them. Backlighting of all instruments reduces glare, aids safe night vision.

PACKARD Specifications

ENGINE—The new free-breathing 90° V-type engine powers all models, develops 310 hp in the Caribbean Series and 290 hp in the Patrician and Four Hundred models. Displacement, 374 cu. in. Bore, 4⅛"; stroke, 3½". Short, rigid crankshaft has six integrally cast counterweights. Engine delivers 405 ft.-lb. of torque at 2800 rpm. Compression ratio is 10.00 to 1. Engine fully mass-balanced for efficiency and smooth operation.

FUEL SYSTEM—The Caribbean Series has two 4-barrel Hi-Power Carburetors. The Patrician and the Four Hundred have a single 4-barrel carburetor with 4 main jets. All carburetors are equipped with automatic choke, automatic idling control, oil bath air cleaner, silencer and flame arrestor, and automatic manifold heat control. Twenty-gallon fuel tank standard on all models.

TRANSMISSION—In the Patrician and Four Hundred, Packard's Ultramatic Transmission is standard equipment. In the Caribbean Series, Packard's new *Electronic* Push-Button Ultramatic is standard.

REAR AXLE RATIOS—Unless otherwise specified, all Packards will be equipped with maximum-performance rear axle ratio of 3.54 to 1. Other ratios available: 3.31 to 1, 3.07 to 1, and a ratio of 2.87 to 1 for maximum economy.

TORSION-LEVEL RIDE—All Packards offer the new Torsion-Level Ride featuring an exclusive torsion-bar interconnection between front and rear wheels for the most stable, smoothest, softest ride ever offered.

LOAD LEVELIZER—A load levelizer unit, mounted onto the frame and operating on a timed cycle of 5-7 seconds, compensates for any load change.

BRAKES—All cars equipped with safety-set hand brake and Packard Servo-Hydraulic, self-energizing service brakes. Power Brakes standard on Caribbean Series, extra cost option on Patrician and Four Hundred.

ELECTRICAL—All Packards are equipped with a new and compact 12-volt system. They have a large capacity 60-ampere hour 12-volt battery, air-cooled generator with automatic control, moistureproof wiring and full automatic spark control.

EXHAUST—All Packards have a dual exhaust system with muffler and resonator in each exhaust line.

WHEELS AND TIRES—All cars are equipped with new silent tread tubeless low-pressure tires. Size 8.00 x 15.

EXTERIOR DIMENSIONS—Wheelbase, 127 in. Over-all width, 78 in. Front tread, 60 in. Over-all length, 218.5 in. Over-all height of Caribbean Series, 61.7 in.; of Patrician and Four Hundred, 62.3 in. Rear tread, 60.9 in.

Clipper Specifications

ENGINE—New free-breathing 90° V-type Clipper engines power the Custom, Super and Deluxe Series. The Custom V-8 develops 275 horsepower with maximum torque of 380 foot-pounds at 2800 rpm; the Super and Deluxe V-8's develop 240 horsepower each, with 350 pounds torque at 2800 rpm. The new Clipper V-8's have compression ratios of 9.5 to 1 and displacement of 352 cu. in. with a bore of 4" and a stroke of 3½".

FUEL SYSTEM—The Custom Clippers have 4-barrel Hi-Power Carburetors; the Super and Deluxe Series are equipped with 2-barrel carburetors. All carburetors are equipped with automatic choke, automatic idling control (standard), *oil bath air cleaner, silencer and flame arrestor. They also have automatic manifold heat control. Clippers have twenty-gallon fuel tanks.

TRANSMISSION—Packard Ultramatic and new *Electronic* Push-Button Ultramatic, optional at extra cost. Standard equipment is manual 3-speed transmission. Overdrive is also available.

REAR AXLE RATIOS—Unless otherwise specified, Super Hardtop and Deluxe Clippers will be equipped with the new maximum-economy 2.87 to 1 rear axle; when specified, a choice of 4 axle ratios is offered: 2.87:1; 3.07:1; 3.31:1; 3.54:1. All other Clipper models, 3.07:1 axle.

TORSION-LEVEL RIDE—All Clippers** offer the new Torsion-Level Ride featuring an exclusive interconnection between front and rear wheels for the most stable, smoothest, softest, safest ride.

LOAD LEVELIZER—A load levelizer unit, mounted on the frame and operating on a timed cycle of 5-7 seconds, compensates for any load change.

BRAKES—All cars are equipped with the safety-set hand brake and Packard Servo-Hydraulic, self-energizing type service brakes. Power Brakes optional.*

ELECTRICAL—'56 Clippers feature a new and compact 12-volt system, a large capacity 60-ampere hour 12-volt battery, air-cooled generator, moistureproof wiring and full automatic spark control.

WHEELS AND TIRES—As standard equipment, Clipper models feature new silent tread 4-ply 7.60 x 15 tubeless tires. Tires with tubes available if desired.

EXTERIOR DIMENSIONS—Wheelbase, 122 in. Over-all width, 78 in. Front tread, 59.7 in. Over-all length, 214.8 in. Over-all height (Sedans), 62 in.; Hardtop models, 61.5 in. Rear tread, 60 in.

*At Extra Cost. **NOTE: Coil and leaf spring suspension available on Clipper Deluxe.

Studebaker-Packard Corporation reserves the right at any time, and without notice or obligation, to alter the design of or to discontinue any model or product; to change prices; to change any specifications including, but not limited to, colors, materials, dimensions or equipment.

PACKARD-CLIPPER DIVISION, Studebaker-Packard Corporation, Detroit 32, Michigan

Form No. PC-110—9-55

Litho in U.S.A.