



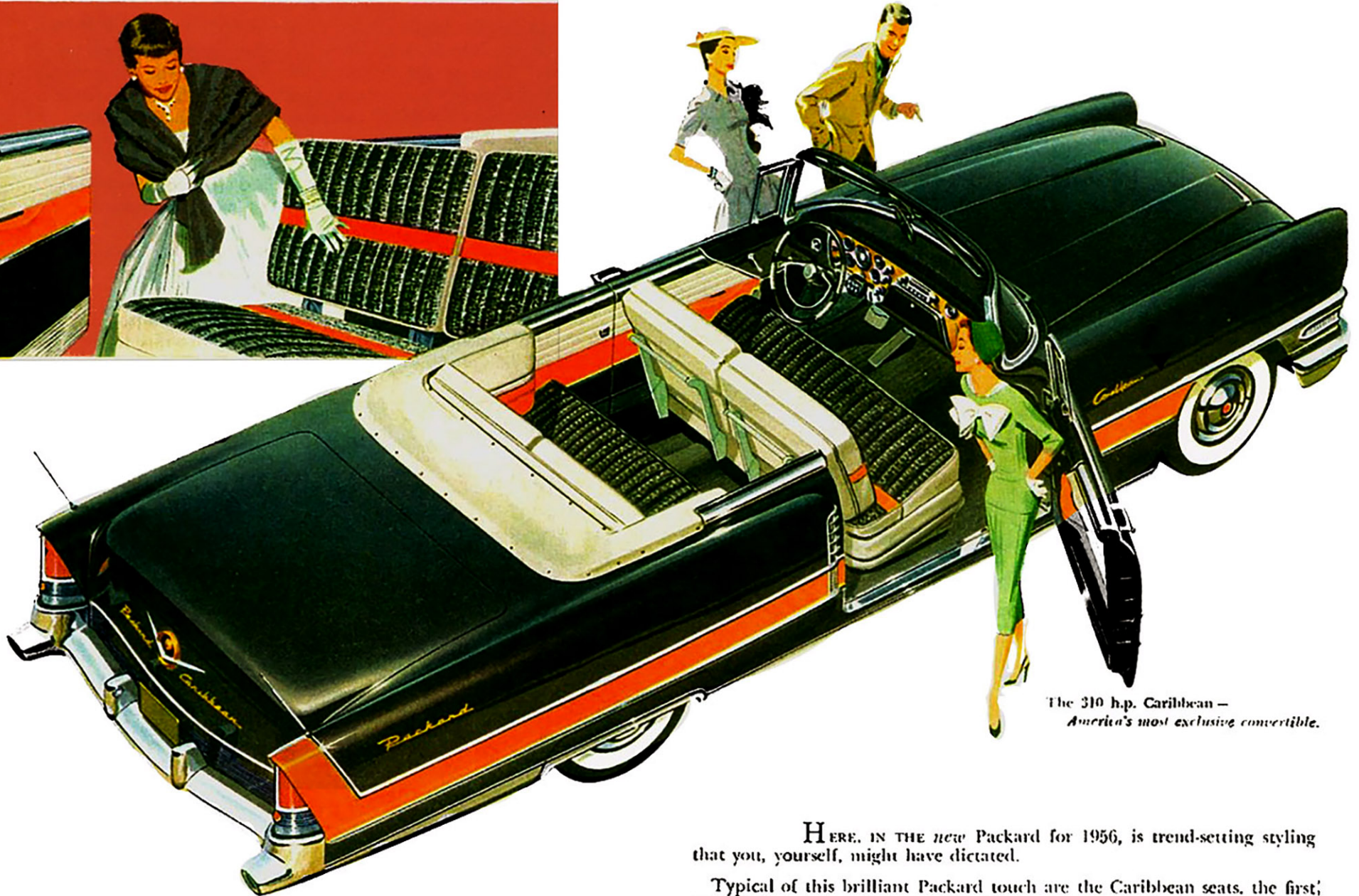
Above — The seats of the Caribbean series cars are reversible and they add a strikingly new note to the beauty of the car's interior. Here, plump, sleek leather fits perfectly into the outdoor sports picture.

Below — On more formal occasions, the beautiful brocade fabric is especially appropriate. Notice the ingenious and practical separation between the comfort-contoured seat cushions and back rests.



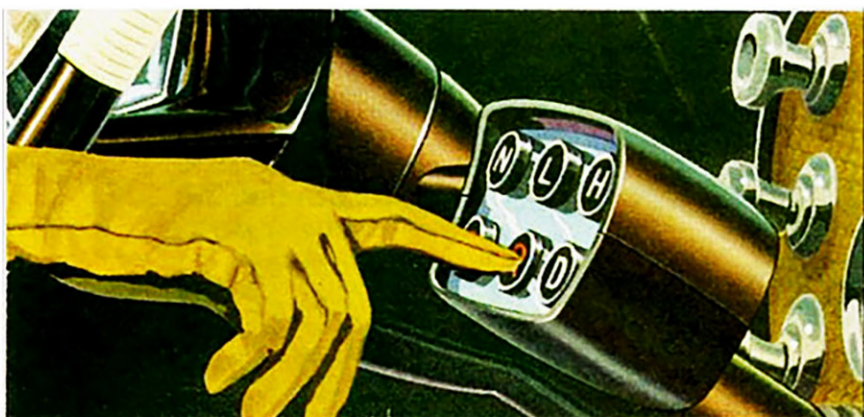
For 1956 Packard Presents
America's easiest-handling,
safest-riding car...

*and certainly
the Smartest!*



The 310 h.p. Caribbean —
America's most exclusive convertible.

Below — Packard's Electronic Push-Button Control is the ultimate in automatic motoring. You select gears by simply pressing a button and the response is electronically swift, smooth and sure.



HERE, IN THE new Packard for 1956, is trend-setting styling that you, yourself, might have dictated.

Typical of this brilliant Packard touch are the Caribbean seats, the first reversible seats in any automobile. They are as new and original and finely fashioned as a decorator's smartest creation . . . and they permit you to change your car's decor from sleek leather to glowing fabric at the flip of a cushion.

Naturally, Packard's performance is on a par with its style. Packard's advanced Torsion-Level Ride offers comfort, handling ease and safety that no car relying on coil and leaf springs can even approach. America's most powerful V-8 engine puts 310 horsepower at the tip of your toe. Packard's Ultramatic, smoothest and swiftest of all automatic transmissions, now enables you to select gears by simply pushing a button on its Electronic Push-Button Control panel.

Your dealer invites you to drive the limited edition Caribbean, the regal Patrician, the care-free Four Hundred. When you do, we believe you'll agree that this is the greatest Packard of them all . . . America's easiest-handling, safest-riding car, and certainly the smartest!

PACKARD DIVISION • Studebaker-Corporation
Where Pride of Workmanship Still Comes First.