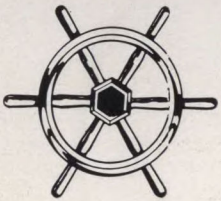
PACKARD
and
Clipper

data book for salesmen / 1956

PACKARD

and

CLIPPER



Two Proud Names
on the Highways of America

"Packard-built" means styled for the future, superior craftsmanship and engineering foremost in the industry.

INTRODUCTION

To All Packard Salesmen:

Packard continually proves it can move ahead in a highly competitive market. The gains over the past year have illustrated conclusively that Packard and Clipper cars can carve out a substantial share of the automobile market.

"Nothing can stop us" in 1956. You will be selling "The Greatest Packard of Them All" and the "'56 Clipper, America's Finest Medium-Priced Car."

Distinctive styling, exclusive engineering advancements, aggressive, motivating advertising and your own strong, competitive selling will open up a new era for you and Packard.

This new 1956 FACTS BOOK is another selling weapon for you. Armed with it, you can answer all questions that potential customers may have on models, engine, chassis, suspension, body, transmissions, power assists, air conditioning, accessories, safety and specifications.

High points for Packard in '56 will be—Electronic Push-Button Ultramatic, the highest horsepower in the industry: 310 in the Caribbean series; 290 in the Patrician and Four Hundred models, Twin-Traction Safety Differential, higher torque rating and improved styling inside and out. A 10 to 1 compression ratio and improved carburetion will appeal to those who look to PACKARD for performance. In the Caribbean, the luxurious interior and reversible seat cushions are features to excite the potential Packard owner.

The '56 Clipper is the only car in the medium price class with Torsion-Level Ride. This now-famous suspension will make your demonstration rides a really thrilling experience for Clipper prospects. Add to this two powerful V-8's developing 275 and 240 horsepower, Electronic Push-Button Ultramatic, Twin-Traction Safety Differential, and engine improvements that result in as much as 20% higher fuel economy on all models.

You can be proud and excited about the salesworthy line up of America's most distinctive cars. This can be your greatest year—together, let's forge ahead in '56.

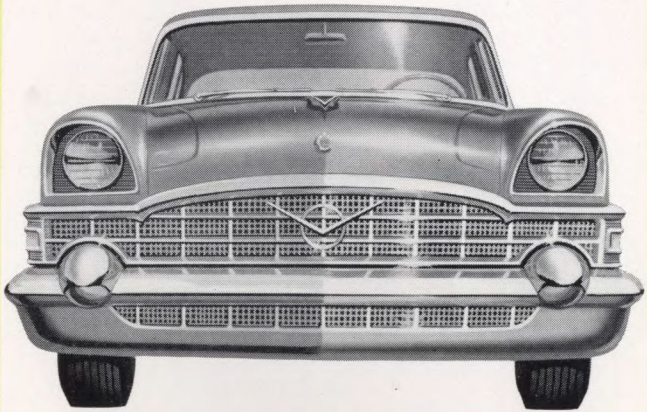
DON STUART, *General Sales Manager*
Packard-Clipper Division, Studebaker-Packard Corp.

The Greatest PACKARD of them all

PACKARD

FOR

nineteen hundred fifty-six



CUSTOMER BENEFITS

Packards for '56

Four models for America's most distinctive motorists:

The Caribbean, The Caribbean Hardtop, The Patrician, and The Four Hundred.

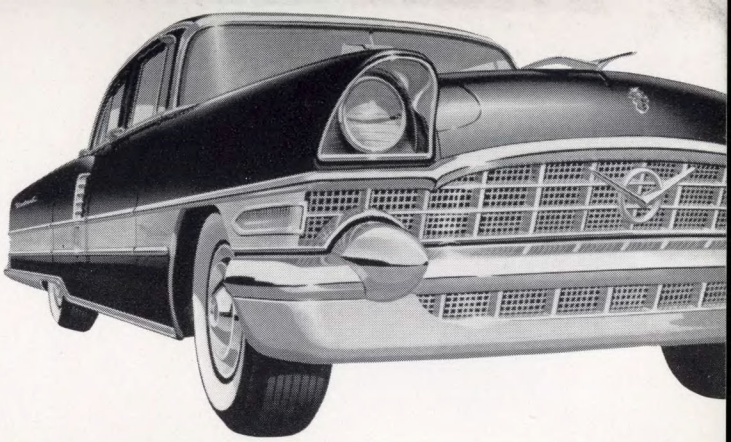
Styling—Over 35 changes to enhance the exciting lines of all PACKARD models. New dashes of splendor are inside and out, from the front bumper to the rear deck. The grille, the hood, the fenders, no matter where you or your customers look there are exciting changes throughout the PACKARD line.

Interior Luxury—New colors, materials and trim style make a PACKARD a veritable living room on wheels—where owners are proud to invite their guests. Look at the impressive instrument panel, the harmonious colors, accessories and medallions. A larger electric clock graces the panel that blends so well with every interior appointment.

Comfort—No other car rides as smoothly as a PACKARD because only PACKARD has the Sensational Torsion Level Ride. In '56, you can look for—softer, more comfortable front and rear seat cushions and backs. The Load-Levelizer also adds to riding comfort as it automatically adjusts with changes in weight distribution to keep PACKARD at the height it rides best and looks best.

Driveability—Electronic Push-Button Ultramatic is your dramatic lead to PACKARD demonstration rides. Watch the newest mode in automatic transmissions fire the imagination of the modern motorist.

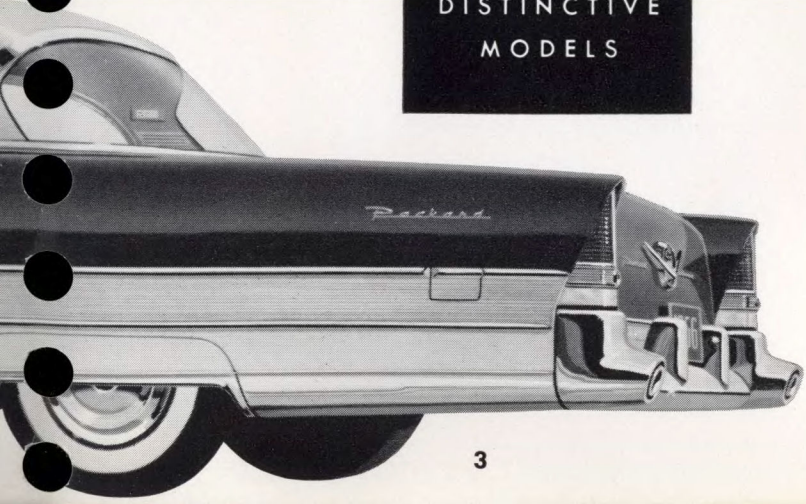
Power—Two powerful V-8 engines rated at 310 and 290 horsepower put PACKARD out front in performance. PACKARD engineering permits sudden acceleration by loading rear wheels to prevent wheel spinning and let owners take full advantage of PACKARD engine performance and the unique ability of this car to transmit full power to the road. The Caribbean and Hardtop models are powered by 310 H.P. V-8's—The Patrician and Four Hundred by the 290 H.P. V-8.



PACKARD

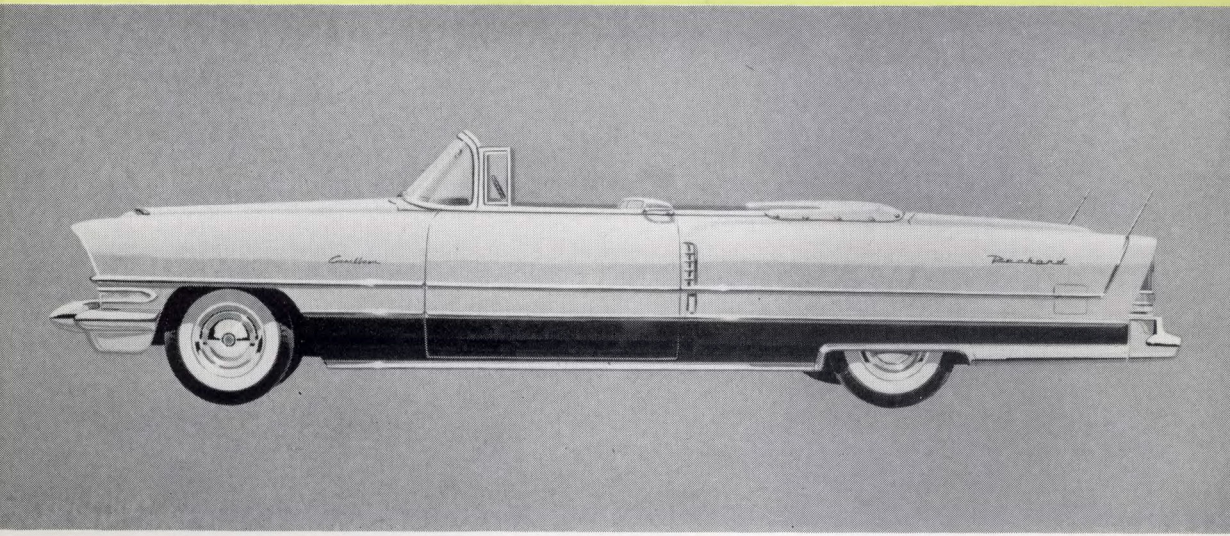
The new note in Luxury

FOUR
DISTINCTIVE
MODELS



PACKARD CARIBBEAN

Six Passenger Sports Convertible



General Specifications:

Wheelbase	127″
Over-all Length	218.64″
Over-all Width	78″
Over-all Height	61.7″
Engine Horsepower	310

Standard Equipment on the Caribbean:

- Power Brakes
- Power Steering
- Twin-Speed Cam-O-Matic Windshield Wipers
- Electronic Push-Button Ultramatic
- Back-Up Lights
- Dual Ash Trays (Front and Back)
- Torsion-Level Suspension
- Load Levelizer
- Electric Window Lifts
- Fully Automatic Top
- Reversible Seat and Back Cushions
- Zip-on (detachable) Cushion Upholstery
- Fresh Air Heater, Defroster and Front Underseat Heater
- Luxurious Leather Interior with Distinctive Appointments
- Directional Signals
- Oil Filter
- Oil-bath Air Cleaner
- Foam Rubber Cushions (Front and Back)
- Electric operated 4-Way Seats
- White Sidewall Tires
- Windshield Washers
- Radio, Three-Way Tuning with Electric Antennas
- Rear Fender Shroud
- Rear View Mirror, Tilt-type Non-glare
- Tubeless Tires
- Trunk Compartment Light

Color combinations in dramatic two-and-three tone styling add a "head-turning" dash to the 1956 PACKARD CARIBBEAN.

Two shades of leather with tweed third color;
Three shades of leather on all leather side.

General Specifications:

Wheelbase	127″
Over-all Length	218.64″
Over-all Width	78″
Over-all Height	61.7″
Engine Horsepower	310

Standard Equipment on the Caribbean Hardtop:

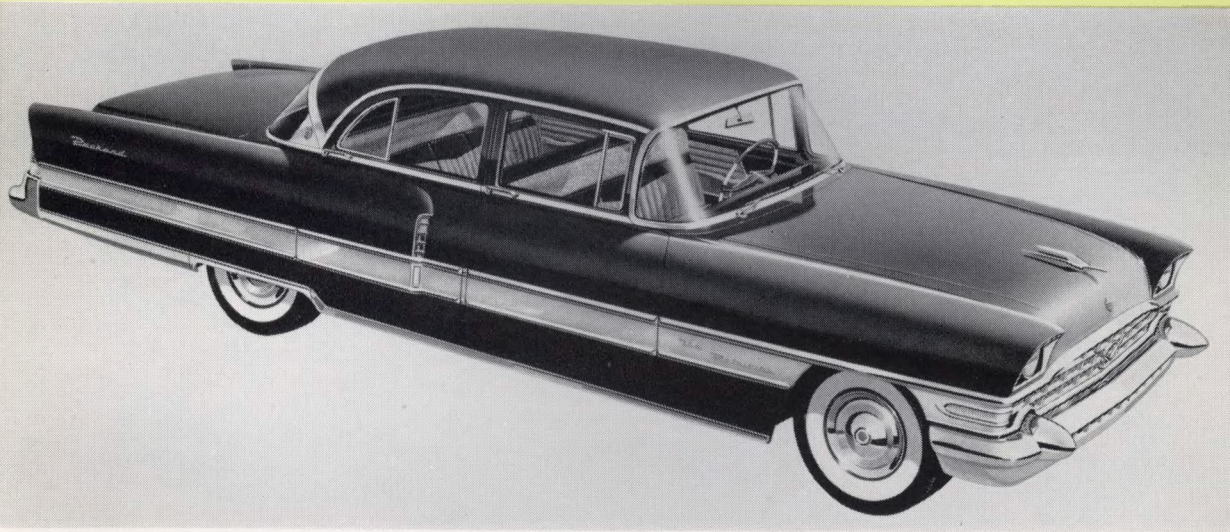
Power Brakes
Power Steering
Twin-Speed Cam-O-Matic Windshield Wipers
Electronic Push-Button Ultramatic
Back-Up Lights
Dual Ash Trays (Front and Back)
Torsion-Level Suspension
Load Levelizer
Electric Window Lifts
Fully Automatic Top
Reversible Seat and Back Cushions
Zip-on (detachable) Cushion Upholstery
Fresh Air Heater, Defroster and Front Underseat Heater
Luxurious Leather Interior with Distinctive Appointments
Directional Signals
Oil Filter
Oil-bath Air Cleaner
Foam Rubber Cushions (Front and Back)
Electric operated 4-Way Seats
White Sidewall Tires
Windshield Washers
Radio, Three-Way Tuning with Electric Antennas
Rear Fender Shroud
Rear View Mirror, Tilt-type Non-glare
Tubeless Tires
Trunk Compartment Light

Color combinations in dramatic two-and-three-tone styling add smartness, beauty to the 1956 PACKARD CARIBBEAN.

Two shades of leather with tweed third color;
Three shades of leather on all leather side.

PACKARD PATRICIAN

Six Passenger Four-Door Sedan



General Specifications:

Wheelbase	127″
Over-all Length	218.64″
Over-all Width	78″
Over-all Height	62.3″
Engine Horsepower	290

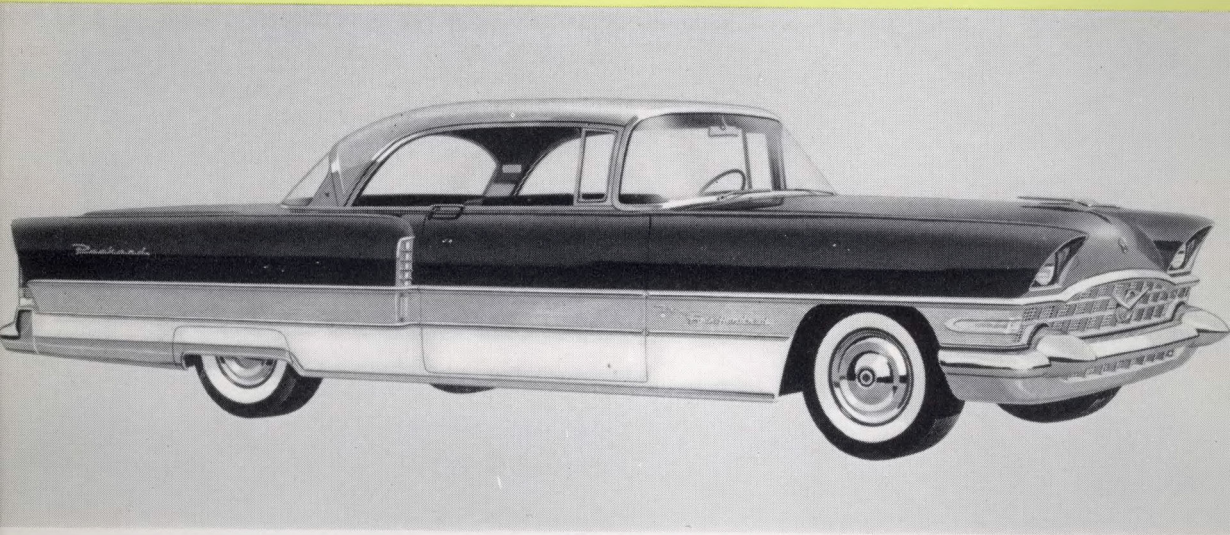
Standard Equipment on the Patrician:

- Directional Signals
- Oil Filter
- Rear Seat Center Arm Rest
- Ultramatic
- Robe Rail (Rear)
- High Pile Carpeting
- Twin Speed Cam-O-Matic Windshield Wipers
- Dual Front Ash Trays
- Chrome Wheel Discs
- Foam Rubber Cushions (Front and Rear)
- Oil Bath Air Cleaner
- Rear Fender Shroud
- Rear View Mirror, Tilt-type Non-glare
- Two-Tone Paint
- Tubeless Tires
- Trunk Compartment Light

A choice of two-tone, multiple-tone combinations are harmoniously blended with standard interior of doeskin and nylon matelasse; optional, leather and nylon jacquard with lurex.

PACKARD FOUR HUNDRED

Six Passenger Hard-Top



General Specifications:

Wheelbase	127″
Over-all Length	218.64″
Over-all Width	78″
Over-all Height	61.7″
Engine Horsepower	290

Standard Equipment on the Four Hundred:

Directional Signals

Oil Filter

Rear Seat Center Arm Rest

Ultramatic

High Pile Carpeting

Twin Speed Cam-O-Matic Windshield Wipers

Dual Front Ash Trays

Chrome Wheel Discs

Foam Rubber Cushions (Front and Rear)

Oil Bath Air Cleaner

Rear Fender Shroud

Rear View Mirror, Tilt-type Non-glare

Two-Tone Paint

Tubeless Tires

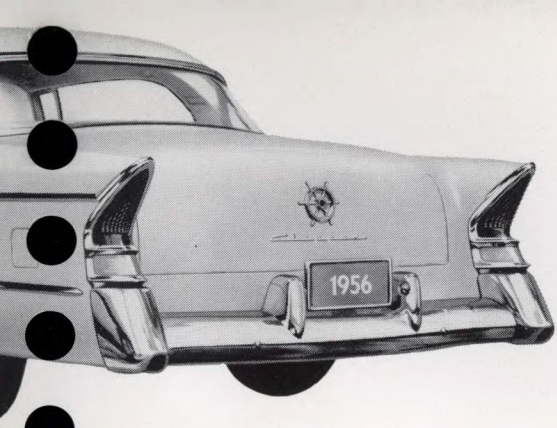
Trunk Compartment Light

Colorful two-tone interiors are available. Colored or white leather and nylon jacquard with lurex or all leather.

CLIPPER

Only Car in Medium-Price Field
with
TORSION-LEVEL RIDE

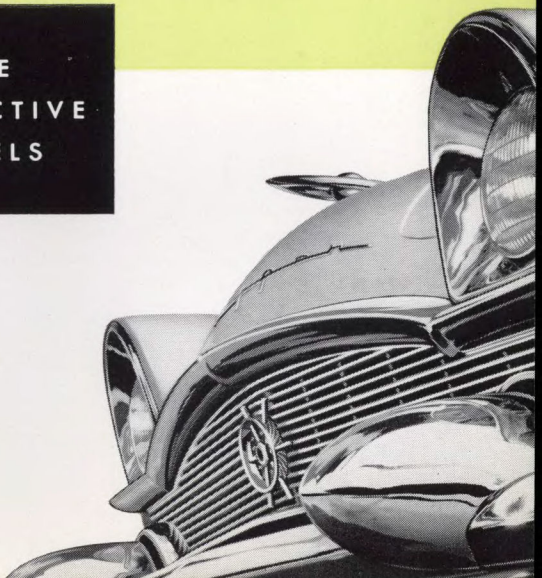
FIVE OUTSTANDING MODELS



'56 CLIPPER

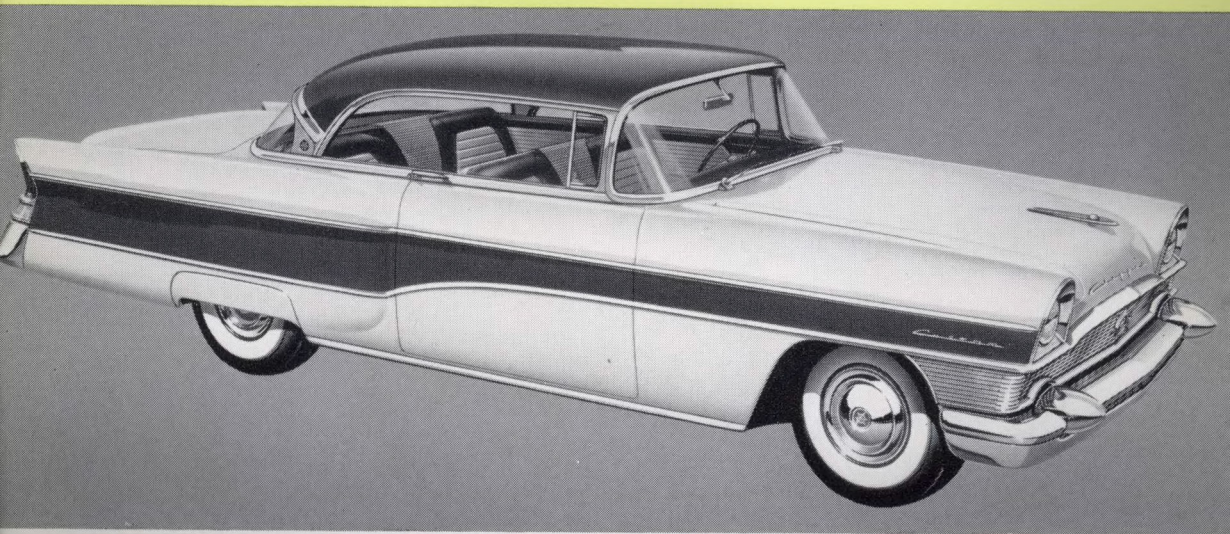
America's Finest Medium-Priced Car

FIVE
DISTINCTIVE
MODELS



CLIPPER CONSTELLATION

Six Passenger Hardtop



General Specifications:

Wheelbase	122″
Over-all Length	215.344″
Over-all Width	78″
Over-all Height	61.7″
Engine Horsepower	275

Standard Equipment on the Custom Constellation:

Back Up Lights

Twin Speed Cam-O-Matic Windshield Wipers

Ash trays (Front and Rear)

Chrome Wheel Discs

Foam Rubber Cushions

Tubeless Tires

Trunk Compartment Light

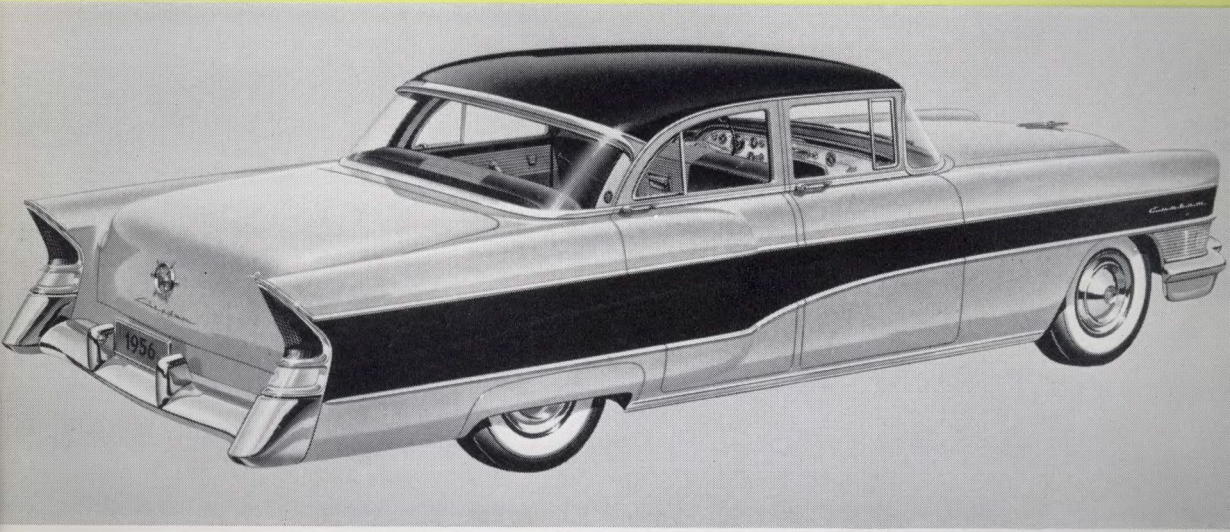
Directional Signal

Windshield Washer

Choice of two-tone styling for exteriors harmonizes with two-tone interiors in vinyl and nylon jacquard with lurex.

CLIPPER CUSTOM SEDAN

Six Passenger 4-Door Sedan



General Specifications:

Wheelbase	122″
Over-all Length	215.344″
Over-all Width	78″
Over-all Height	62″
Engine Horsepower	275

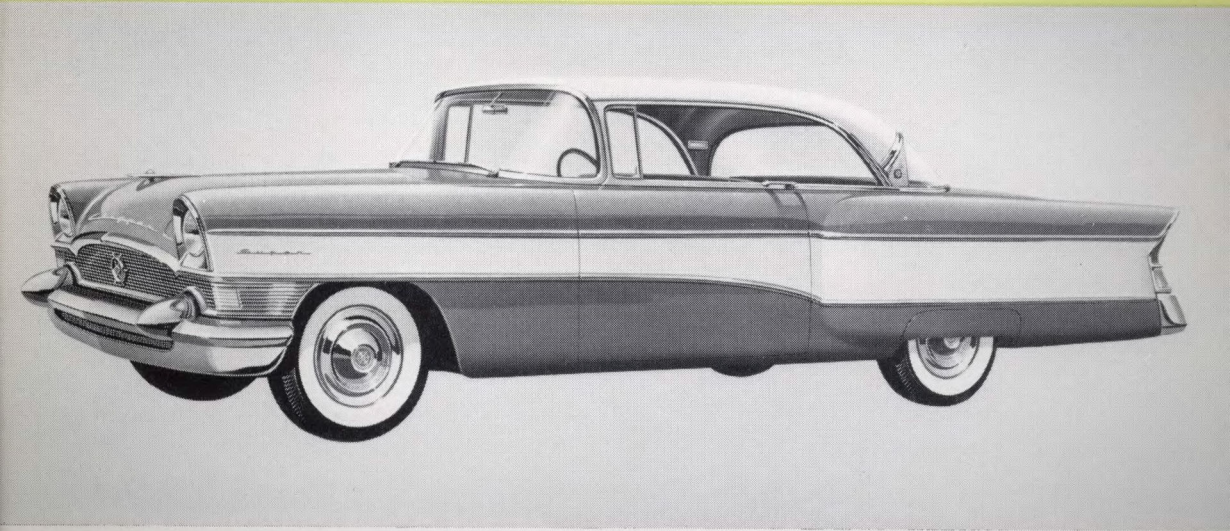
Standard Equipment on the Custom 4-Door:

- Back Up Lights
- Twin Speed Cam-O-Matic Windshield Wipers
- Ash trays (Front and Rear)
- Chrome Wheel Discs
- Foam Rubber Cushions
- Tubeless Tires
- Trunk Compartment Light
- Directional Signal
- Windshield Washer

Two-tone interiors are available in all leather or combination of nylon bolster and nylon jacquard fabric with lurex.

CLIPPER SUPER

Six Passenger Hardtop



General Specifications:

Wheelbase	122″
Over-all Length	215.344″
Over-all Width	78″
Over-all Height	61.7″
Engine Horsepower	240

Standard Equipment on the Super Hardtop:

Directional Signal

Tubeless Tires

Twin Speed Cam-O-Matic Windshield Wipers

Ash Trays (Front and Rear)

Foam Rubber Cushions

Two-tone interiors available in vinyl and nylon with lurex.

CLIPPER SUPER SEDAN

Six Passenger 4-Door Sedan

General Specifications:

Wheelbase	122″
Over-all Length	215.344″
Over-all Width	78″
Over-all Height	62″
Engine Horsepower	240

Standard Equipment on the Super Sedan:

Directional Signal

Tubeless Tires

Twin Speed Cam-O-Matic Windshield Wipers

Ash Trays (Front and Rear)

Foam Rubber Cushions

Two-tone interiors available in vinyl and nylon with lurex.

CLIPPER DELUXE SEDAN

Six Passenger 4-Door Sedan

General Specifications:

Wheelbase	122″
Over-all Length	215.344″
Over-all Width	78″
Over-all Height	62″
Engine Horsepower	240

Standard Equipment on the Deluxe Sedan:

Directional Signal

Tubeless Tires

Twin Speed Cam-O-Matic Windshield Wipers

Ash Trays (Front and Rear)

Foam Rubber Cushions

Two-tone interiors available in all leather, or combination of vinyl and viscose with chromspun and lurex.

CUSTOMER BENEFITS

The New PACKARD and CLIPPER V-8 Engines

Best Performer on the Road—Increased horsepower and improvements throughout the PACKARD power train place PACKARD lengths ahead of any passenger car, today.

The PACKARD V-8 engine is outstanding in its performance—developing 310 horsepower in the Caribbean Series—in the Patrician and Four Hundred, 290 h.p. The Clipper Custom leads the medium-price class with a 275 h.p. V-8 and the Clipper Super and Deluxe, 240 h.p.

Greater Efficiency and Economy—The compression ratio of 10.0 to 1 in the new PACKARD engine has amazed the industry. This, coupled with advanced 4-barrel carburetion will result in up to 15% more fuel economy. A compression ratio of 9.5 to 1 is in all Clipper models.

Ignition Improvements—New spark plugs with protruding boss in the cylinder head place the spark or point of ignition near the center of the combustion chamber. A more even, uniformly-spreading ignition results. This has been an important step in boosting the compression ratio for '56.

Induction System—What is referred to as "free breathing" or volumetric efficiency has been improved. The intake manifold will get more heat faster to hasten warm-up. Now PACKARD owners can step down on the accelerator without annoying coughing, sputtering and stalling.

Packard's intake valve, the largest in the industry, allows a bigger charge of fuel mixture into the cylinder. The intake valves are made of Silicrome steel, hardened and tempered all over.

Torque, the Usable Part of Horsepower—The twisting force, the power that ultimately turns the wheels, has been the foremost consideration of PACKARD engineers. Torque, the driving force from the engine, has been boosted 15%. This means more power at the rear wheels where it is needed.

The new V-8, PACKARD'S bold bid for power, places it unquestionably out front of competition. You can rightfully claim it to be the industry's largest, best performing engine.

"The big PACKARD has the edge on all Competitors in all Departments"

This statement by a leading automotive magazine tells more about the PACKARD V-8 than any amount of praise.

Packard, since 1899, has built and tested nearly every conceivable type of internal combustion engine. Engines of 1-4-6-8-9-12-16-18-24 cylinders. Radial, horizontal, vertical—in-line, 'V', 'W', and 'X' type cylinder arrangements. 'L' head, valve-in-head, overhead camshafts, and rotary valve arrangements. Engines to operate on commercial and high octane gasoline, and on fuel oil. Compression ratios up to 16 to 1. Hence, Packard has a wide background of experience to rely on in building the world's finest automobile engines.

Packard's experience with 'V' type engines dates back for more than 40 years. Its colorful, reputation-building history includes the famous Liberty engine of World War I, the Classic Packard Twelve from 1932 through 1939, the dependable in-line 8 cylinder engines from 1923 to '54. It was Packard that was chosen to build the famous Rolls-Royce Merlin V-12 aircraft engine of World War II and the Packard V-12 Marine engine which compiled an outstanding record in PT boat operations in the same period.

These accomplishments and more have moved governments, manufacturers and the driving public to endow Packard with the coveted title of "Master Motor Builders."

Today, Packard has continued its proud heritage, building a V-8 engine that is outstanding in the fine car field.

Packard engineers established these fundamental design requirements in building their V-8 engine.

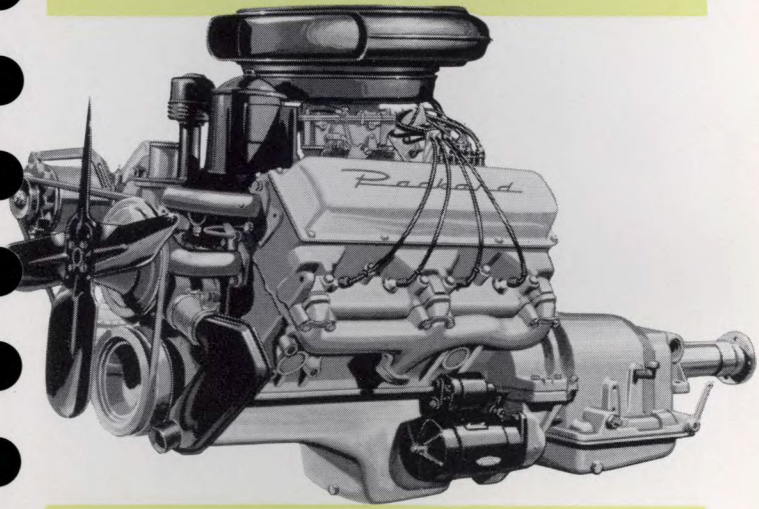
1—The proper engine size for the car to develop adequate torque and horsepower for any driving condition without undue effort or strain. **2**—Compactness and light weight. **3**—Greatest possible structural strength and rigidity. **4**—Correct bore to stroke ratio for the highest mechanical and thermal efficiencies, yet reduce piston speed to minimize friction. **5**—Overhead valve arrangement with combustion chamber design to obtain maximum volumetric efficiency. **6**—Inherent smoothness, silence. **7**—Longer life with less maintenance. **8**—Designed for easy service accessibility.

These are the goals the engineers strived for and these are the goals Packard V-8 attained in three million miles of test driving and the outstanding 25,000-mile endurance run.

310 AND 290 H.P. PACKARD ENGINE

Best Performing V-8's in the Industry

PACKARD engines have always enjoyed a reputation for performance, economy and durability. These new PACKARD V-8 engines continue that heritage. The 310 h.p. V-8 is available in the Caribbean Series.

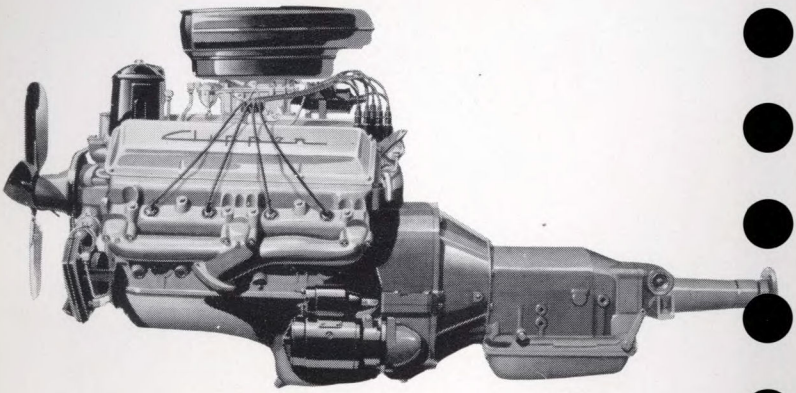


Type	V-8
Horsepower	310 and 290
Maximum Torque	405 foot lbs. at 2800 rpm.'s
Compression Ratio	10.0 to 1
Carburetor	Twin—4 bbl. in Caribbean Series Single—4 bbl. in Patrician, Four Hundred
Displacement	374 cu. in.
Exhaust	Dual
Bore and Stroke	$4\frac{1}{8}$" x $3\frac{1}{2}$"

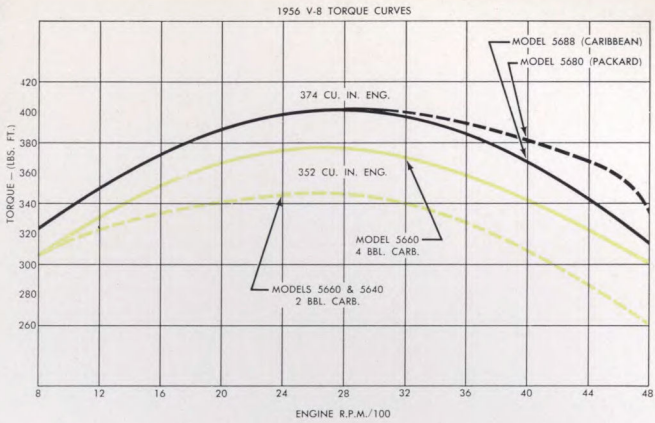
275 AND 240 H.P. CLIPPER

"Full Sail" for this Out-Front Contender

The CLIPPER V-8's, engineered by PACKARD, tested by PACKARD, approved by thousands of satisfied motorists. New improvements in performance put the CLIPPER V-8's ahead in their class. The 275 h.p. V-8 is available in the Custom Series. The 240 h.p. is in all Super and Deluxe models.

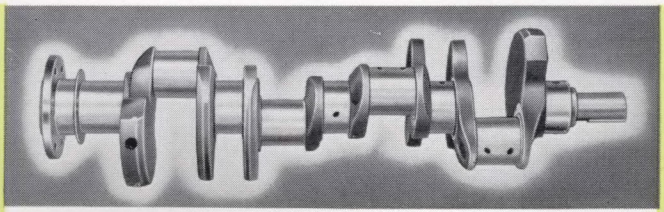


Type	V-8
Horsepower	275 and 240
Maximum Torque	380 and 350 at 2800 rpm.'s
Compression Ratio	9.5 to 1
Carburetor	4 bbl. on Custom models 2 bbl. on Super and Deluxe models
Displacement	352 cu. in.
Exhaust	Dual (Custom and Super) Single (Deluxe)
Bore and Stroke	4″ x 3½″



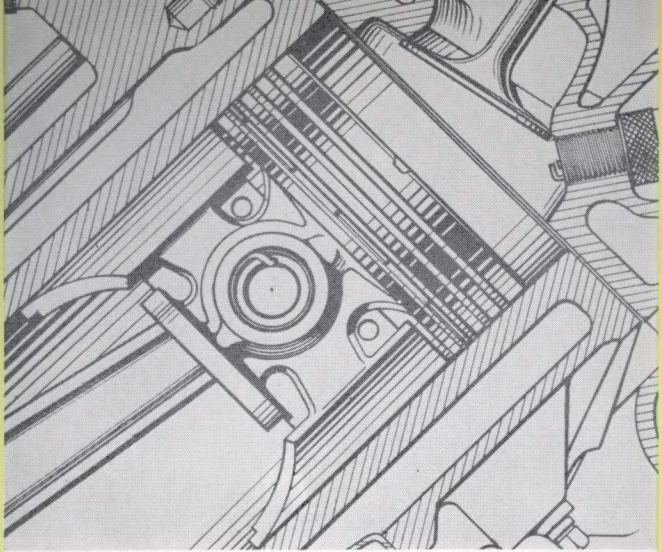
Outstanding High-Torque Output

High horsepower is meaningless if it doesn't produce more driving force at the rear wheels. Driving force (torque), the actual driving power delivered to the rear wheels, has been the foremost consideration in the development of Packard's V-8. High torque has been designed into these engines to give more driving force, more acceleration, than any other passenger car. All the characteristics—free breathing, correct carburetion, adequate displacement, high compression, rigid construction and durability promote an efficient V-8.



Rigid Steel Alloy Crankshaft

A sturdier, heavier crankshaft makes its bow in '56. Rugged bearing caps and six integral counterweights are located to best advantage. The crankshaft and flywheel are balanced as a unit. Then the complete engine is balanced after assembly. This quality control method keeps all component parts within a rigid tolerance for a smooth, vibration-free engine.

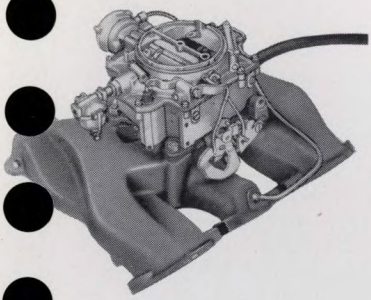


High Turbulence Combustion Chamber

The new Packard and Clipper engines are designed with a relatively large quench area and provide high turbulence for more efficient burning of the fuel-air mixture. The wedge type head incorporates a boss (projection) which positions the spark plug electrodes (and the spark) closer to the center of the combustion chamber. This shortens flame travel as the spark is nearer the center of the fuel mixture and not at the edge as in conventional designs. Fuel mixture at the center is more homogeneous and contains more "starting" molecules at the point of spark for even burning and smooth, full power efficiency.

Positive Pressure Lubrication

Friction, the enemy of moving parts, is virtually eliminated through Packard pressure lubrication. All vital moving parts are pressure lubricated by an oil pump which operates submerged in the engine oil pan. The gear-type pump is driven by the distributor shaft gear, which meshes with a gear on the camshaft. It maintains a pressure of 10 psi at idle and a maximum of 45 psi at 40 mph and above.

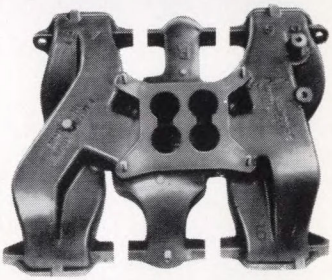


High Power 4-Barrel Carburetion

PACKARD and CLIPPER Custom V-8's have four-barrel carburetion. Two barrel carburetion on Clipper Super and Deluxe. This is accomplished with two dual units incorporated into a single unit and divided into two sections —the primary and the secondary—both operated through a common linkage.

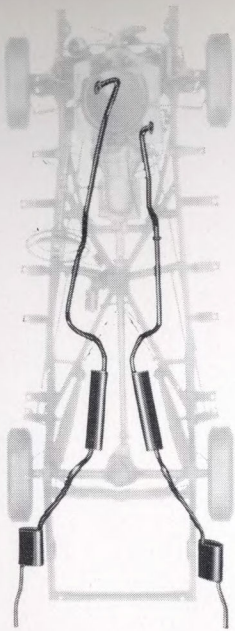
The primary section operates at all times from idle to full throttle setting. This section provides the necessary fuel-air mixture for all normal operations up to ½ throttle opening. The secondary section comes into use above ½ throttle opening to provide the extra fuel-air mixture for full power operation.

"Free Breathing" Intake Manifold



The improved intake manifold on Packard and Clipper engines gets added heat to the mixture to hasten warm-up. Now Packard and Clipper owners can experience complete, sure acceleration without sputtering and stalling during the warm-up period. When you want to go—you GO in Packard and Clipper.

The "even-flow" passages in the intake manifold, and restriction-free design assure uniform charging of each cylinder with the correct amount of fuel-air mixture.

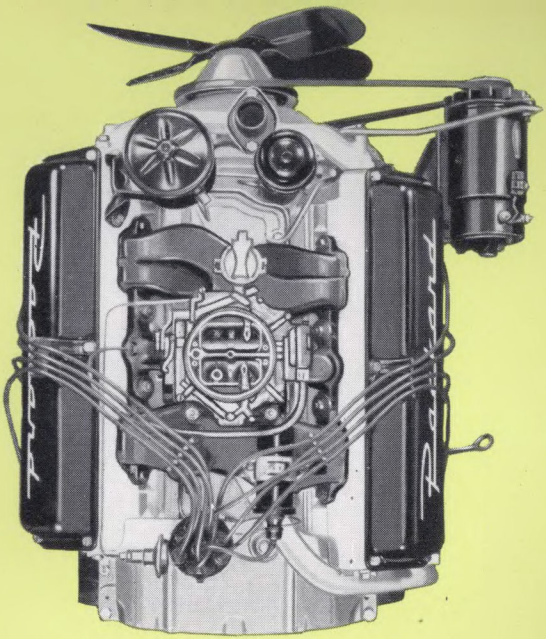


Full-Flow Exhaust System

The low back-pressure installation of twin mufflers and resonators provides full exhaust flow and contributes to the power and performance of the new Packard and Clipper engines. The mufflers are reverse flow with conventional straight-through dual resonators. Single exhaust system standard on the Clipper Deluxe.

Cam-O-Matic and Super Speed Windshield Wiper

The new wide-sweep Cam-O-Matic Windshield Wiper helps provide unimpeded vision for the wrap-around windshield. Its automatic motor is fully adjustable for any desired speed of blade travel, ranging from 20 to 180 strokes per minute for normal driving. This can be switched to Super Speed (250 strokes a minute) for faster wiping in heavy downpours and for throughway traveling.



Accessible for Service

All Packard and Clipper engines are so well designed and engineered that all engine components that require periodic service are readily accessible. The oil filter, generator, coil, distributor, transmission and crankcase oil filler pipes, carburetor and even the spark plugs are within easy reach. This means lower maintenance costs to Packard owners.

Electrical Reserve in 12-Volt System

In modern motoring, the Packard 12-volt system adequately takes care of the electrical demands necessary for driving comfort. The new 12-volt system makes possible faster cranking and at the same time maintains a high voltage reserve which assures owners of dependable engine starting regardless of climatic conditions. Modern accessories and power features now offer new driving convenience and dependability with the 12-volt system.

Auto-Thermic Pistons Resist Scuffing and Oil Pumping

Aluminum alloy "auto-thermic" pistons are used with steel struts controlling the amount and direction of piston expansion. This eliminates cold engine "piston-slap," thus lengthening engine life. Pistons are tin-plated to minimize "scuffing" during the initial break-in-period. A new type piston oil control ring is used that provides a new concept in cylinder wall oil control under all driving conditions.

Fresh-Air Crankcase Ventilation

A pressure-suction crankcase ventilation system helps carry off sulphur-dioxide and water vapor, both by-products of all gasoline burning engines. When these two materials are combined, they form a highly corrosive acid that can damage vital engine parts. Not so in Packard and Clipper engines. The oil is protected from dilution and it is kept cooler, thus keeping its viscosity and lubricating qualities. Fresh air ventilation removes harmful fumes and helps prolong engine life and maintain high engine efficiency.

Three-Cushion Engine Mountings

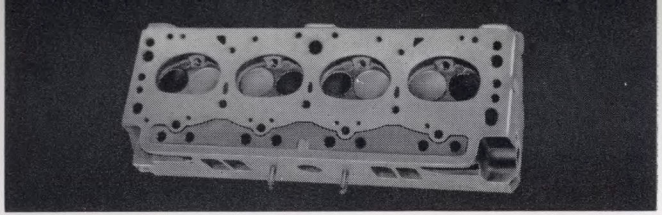
The Packard engine is efficiently cradled on three live rubber mounts—two located near the front of the engine and one at the rear. For extra strength the front mounts are positioned at the junction of the suspension cross members and the frame side members. This three-cushion arrangement provides smooth, vibration-free operation at all speeds.

New Camshaft Bearings

All Packard engines have camshaft bearings of the precision clinch, butt-lock type. The advantages of such bearings include a quiet, smooth running engine that performs with less wear, requires less maintenance. The valve lift on the Packard and Clipper engines has been increased to improve performance.

Trouble-Free Vibration Damper

Rubber-cushioned vibration damper provides smooth engine performance free of objectionable power impulses.



New High-Compression Head

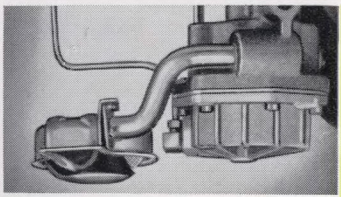
Packard V-8 cylinder heads are an iron alloy casting of deep, rigid construction. They are designed to be symmetrical so that the left head is interchangeable with the right head.

The cast combustion chamber was selected for high turbulence characteristics after extensive testing because of its many advantages over any other design. Compression ratio is 10.0 to 1 on Packard V-8's; 9.5 to 1 on Clipper V-8's.

The combustion chamber is designed with a large quench area and provides high turbulence for more efficient burning of the fuel and air mixture.

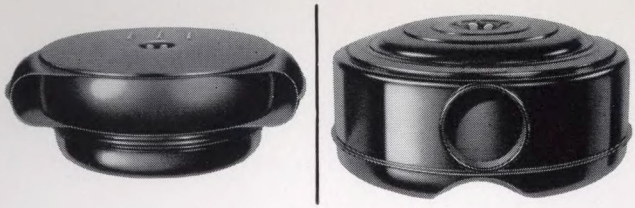
New spark plugs with protruding boss place the spark or point of ignition near the center of the combustion chamber. A more even, uniformly-spreading ignition results; an important step in boosting the compression ratio for '56.

New High-Capacity Fuel Pump Mounting Helps Prevent Vapor Lock



The new Packard diaphragm-type fuel pump is driven by the camshaft and begins pumping as soon as the engine starts to run. To minimize the possibilities of vapor lock, the pump is mounted on the right side, forward of the engine, as far away from the exhaust manifold as possible. The pump is actuated by a steel cam on the forward end of the camshaft.

The special rotor vane type vacuum pump is located on the lower end of the oil pump. This vacuum pump is driven by the oil pump shaft and provides vacuum for windshield wiper operation when the engine is operating. It helps provide uninterrupted windshield wiper operation, regardless of engine load or operating conditions.



Oil Bath Air Cleaners Protect the Engine's Moving Parts

All Packard engines are equipped with an oil bath air cleaner and intake silencer. This unit cleanses all air admitted to the carburetor and also reduces intake noise to a minimum.

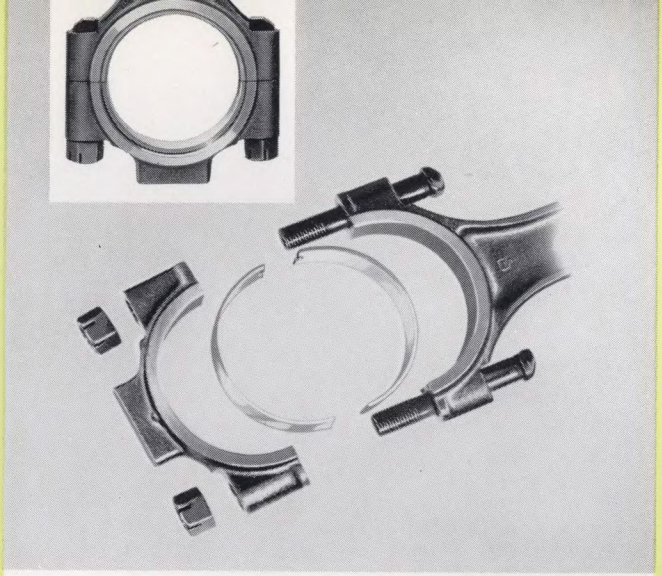
Oil Filter Lengthens Oil Life, Reduces Engine Wear

All vital moving parts of the Packard engine are pressure lubricated. Always under pressure in the lines, the engine oil flows through the oil filter where it is cleaned and returned to the oil pan (or crankcase.)

Clean oil keeps an engine clean. Oil that is filtered repeatedly retains its lubrication characteristics considerably longer than dirty oil.

Float-Type Screened Oil Intake

Only the purest oil is drawn through the screened intake and pumped to vital bearing surfaces. The baffle-equipped pan prevents oil splashing and foaming.

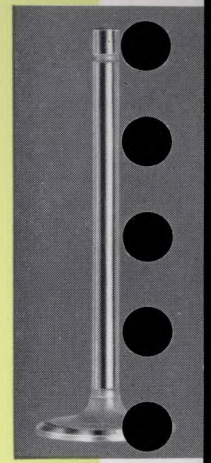


Sturdy, Lightweight Rods Balanced for Smoothness

Packard connecting rods are made of steel alloy forged in a rigid I-beam section for long, trouble-free service. These rugged, lightweight rods provide greater power and reduced vibration because their reciprocating mass is reduced. All rods are scientifically balanced . . . never more than a fraction of an ounce of weight difference between any two rods in an engine.

A hard-rolled bronze bushing in the upper end is provided as a bearing for the piston pin. It is diamond bored for true fit and center accuracy. An accurately located and milled orifice between the mating surfaces of the connecting rod and cap provides adequate lubrication for the cylinder wall and piston pin, by a metered spray and deflection from the cylinder wall. The connecting rod bearings are of the finest precision removable type. They are thin steel shells lined with a lead babbitt alloy material. The connecting rod bearings are lubricated by full pressure, through drilled passages in the crankshaft from the main bearing journals to the crankpins.

Large Valves Help Engines "Breathe" Freely



No other engine in the industry has a larger intake valve than Packard, a full 2-inch diameter. The added size of these valves and adequate port cross section and shaping permit the high compression Packard engines to "breathe" more freely admitting full charges of the fuel-air mixture into the combustion chambers.

Intake valves are made of hardened, tempered Silicrome steel. Exhaust valves of flexible head design, are made of high grade Austenitic Steel, which readily conform to the shape of the seat and resist burning and pitting.

Another engineering advancement in Packard V-8's is the integral valve guides in the cylinder head. This allows for faster cooling as heat generated during valve operation is quickly dissipated in adjacent water passages—up to 200° cooler valve heads and 100° cooler stems. Cooler valve temperatures mean longer valve life and more efficient engine operation.

Pressure-Sealed Radiator Cap, Fan and Radiator Location Efficiently Improve Cooling System

High capacity fans are used on all Packard and Clipper models, to draw a large volume of air through radiator core. Altered fan and radiator location permit a larger flow of air to enter. A pressure-sealed cap operating at 12 to 14 lbs. improves the cooling capacity. Engine temperatures rise faster in warm-up and are maintained at the most efficient operating range. A relief valve prevents over pressure.

A thermostat correctly controls engine coolant circulation. For cold starting, the thermostat closes off water circulation through the radiator, but permits recirculation within the engine block. As engine and water warm up, the thermostat begins to open. At the correct operating temperature water is permitted to flow through the radiator for complete cooling.

CUSTOMER BENEFITS

Packard's New Ultramatic Drive with Electronic "Push-Button" Selection

Driving Ease—Both men and women customers will enjoy the thrill of "push-button" motoring with fully automatic Packard Ultramatic Drive. Just the touch of a finger-tip puts the driver in the range he desires.

Safety—The driver cannot mistakenly push the wrong button while traveling. Selector compensates for pushing 'P' (park) or 'R' (reverse) button in error as it does not function when car is moving more than 8 miles per hour. The special parking gear (P) facilitates holding the car on steep grades. When the ignition key is turned off the selector automatically returns to the "Park" position.

Performance—Packard Ultramatic is a pick-up performer with power in reserve. The two-turbine converter delivers a torque multiplication of 2.9 to 1 (3.3 on the Caribbean and Hardtop models). The entire Packard power train transmits the torque from the engine to the rear wheels with less loss in driving force than any other car. The new Ultramatic helps accomplish this when you push the 'D' button.

Economy—When the speed selector is in 'D' or 'H', the converter direct drive clutch engages after the car has accelerated to 18 or 20 miles per hour or above. An optional economy gear ratio of 2.87:1 combines the convenience of automatic transmission with "overdrive" gas-saving economy.

Power to Pass—When a Packard owner wants the power to pass at a speed of about 45 m.p.h., he has a choice of two kickdowns. By pressing the accelerator down the direct drive clutch is disengaged, giving the torque multiplication of the converter. By pressing the accelerator down hard, his Packard will leap into action as the Ultramatic automatically downshifts into the low gear plus converter.

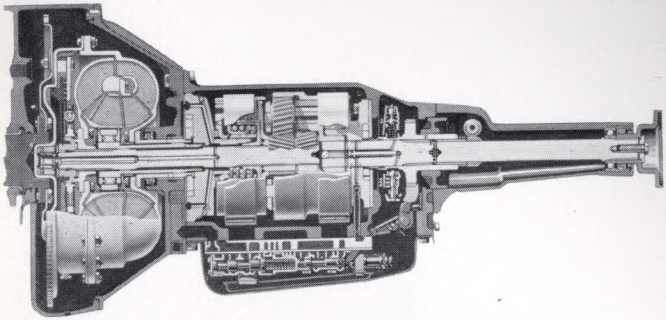
Easy-to-Read "Push-Button" Selector—Packard's Ultramatic Selector Panel is conveniently located and easy to see in day or night driving. Selector is on the right hand side of wheel where drivers expect it and find it most convenient.

Higher Re-Sale Value—All Packards with new Electronic "Push-Button" Ultramatic increase their re-sale value.

PACKARD'S

New Ultramatic "Push-Button"

TRANSMISSION



Packard leads the field in finger-tip, toe-tip motoring

Packard is the only automobile manufactured offering a combination torque converter and a mechanical direct drive which helps in economy and performance. With Electronic "Push-Button" Selection, Packard has the most advanced and versatile transmission in the field.

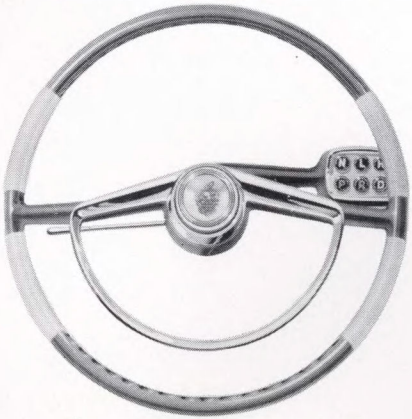
The New Ultramatic is an outstanding link in the '56 Packard Power Train.

Select your driving range with the push of a button. What happens if you mistakenly push "reverse" while moving along in "Drive" range at 50 miles per hour? Nothing! The driver cannot go into reverse or park when the car is traveling at more than 8 miles an hour—the buttons simply do not cause the mechanism to function.

Only Packard's "Push-Button" Ultramatic Transmission gives the driver such complete control over all driving

conditions. For instance, this new transmission can be operated in torque converter high range drive on icy pavement. When normal acceleration is needed while cruising, the converter is unlocked by moderate pressure on the accelerator pedal. Fast acceleration is obtained by a heavy "step-down" pressure on the pedal causing a downshift into the low gear.

The Packard Ultramatic precision cast aluminum torque converter is a two-stage type. It is designed to provide the highest torque multiplication ratio of any passenger car torque converter on the market today. The torque multiplication ratio at full throttle stall speed is 2.9 to 1; 3.3 to 1 on Caribbean and Hardtop models.



*Six-Button Electronic Selector**

The New PACKARD Ultramatic for 1956 provides the driver six transmission operations with Electronic "Push-Button" ease:

P — Park: provides a special no-slip pawl-type parking brake.

N — Neutral: provides engine operation with or without vehicle movement.
Driver starts the car in this position or in Park.

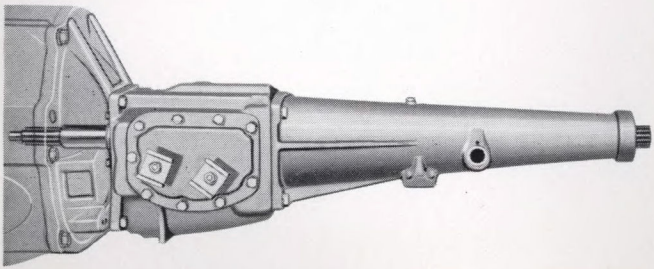
L — Low Range: a powerful driving gear for hill braking and extremely heavy pulling through mud, snow, sand, etc.

H — High Range: the car starts in 'high range'—converter; the driver obtains good acceleration and transmission engages direct drive at 23 m.p.h. or slightly above. This position is good for absolute smoothness.

D — Drive: call it "dash" if you will because the combination of low range and torque converter give outstanding acceleration. At approximately 20 to 65 m.p.h., depending on the throttle position, the transmission smoothly engages high-range converter, and at 23 to 75 m.p.h., economical direct drive engages to provide slip-free cruising.

R — Reverse: for smooth, positive operation. Push-button selector will not operate if car is driving in another range above 8 miles per hour.

**Standard on all Packards—optional at extra cost on all Clippers.*

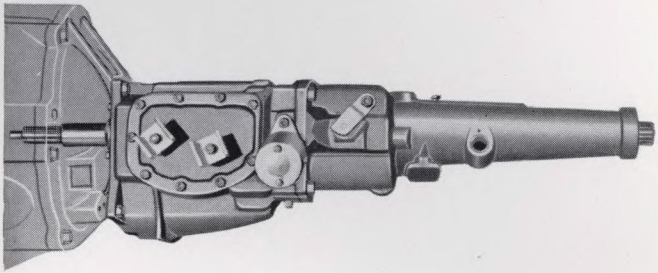


Dependable Synchro-Mesh Transmission

No other standard transmission has been tested as thoroughly as the silent standard synchro-mesh transmission. Thousands of owners have proved it over millions of driving miles.

Clipper owners marvel at the smooth, sure, silent pick-up with Synchro-Mesh. All gears are heat-treated for a hard, durable surface that resists wear. The inner structure of the gears is tough and designed to take impact loads and shocks.

A special synchronizing device equalizes the speed of the gears about to be engaged by the shift lever—virtually eliminating gear-clash between second and high. The Synchro-Mesh transmission is standard equipment on all Clipper models.



Overdrive... the automatic fuel-saving fourth gear*

Packard overdrive provides a fourth speed or cruising gear ratio for the '56 Clipper when it exceeds 21 miles per hour. The overdrive unit is mounted on the rear of the Synchro-Mesh transmission, and when it is engaged engine speed is reduced 27%. Although engine speed has been reduced, the car's speed remains unchanged. Fuel and oil consumption are both cut and engine life is prolonged.

The Overdrive automatically returns to normal gear when car speed is reduced below seventeen miles per hour. A lock-out control and an automatic "kick-down" to conventional gear are all plus features of the smooth economical overdrive unit.

**Available as an option on all Clipper models.*

PACKARD'S EXCLUSIVE TORSION-LEVEL RIDE

. . . levels the load and smooths the road

Packard's modern-day torsion-level suspension is the greatest engineering advancement in automobile riding qualities in over a decade.

Competition knows this but feel they can slide by on the present and obsolete coil and leaf spring suspension. The cost of changing to torsion level is another factor but no matter what the reason is, it leaves an outstanding sales wedge for Packard dealers everywhere.

"Let the ride decide" is no idle invitation—it has provided dealers with a conclusive sales illustration that inevitably sells the customer who lets performance prove the point.

Full length torsion bars, approximately 9 feet long and two levelizer (compensator) bars approximately 4 feet long, give a combined length of over 26 feet of torsion bar action (Clipper models slightly less). These bars control the car's ride by twisting along their full length to give a soft yet firmly controlled ride.

The rear stabilizer reduces body sway while turning or driving on uneven pavement but permits true vertical wheel movement—Rear Axle Torque Arm assembly transmits forward thrust of the axle into vehicle movement.

The front stabilizer reduces front-end sway and improves cornering and roadability.

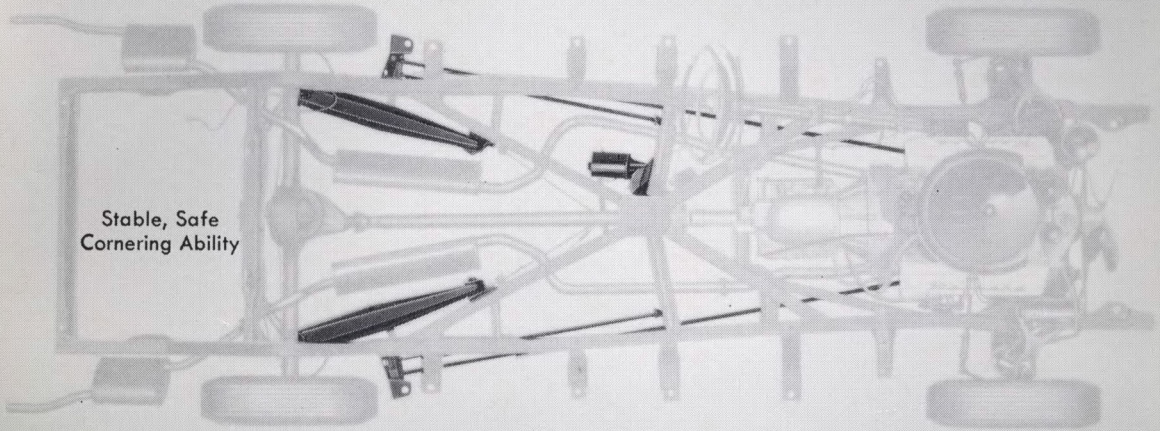
Torsion-Level Suspension retains stability at all speeds, eliminates rear-end squat on acceleration and rear-end pitch in braking. The wracking and jolting over rough roads are absorbed by Packard's suspension and do not reach the chassis or body. Often during demonstrations customers forget how rough the road actually is as torsion-level gently floats them over the bumps and ruts.

Packard's Torsion-Level Suspension provides . . .

Flat Ride,
no Pitch over Dips and Bumps

Level Ride,
Automatic Adjustment to Any Load

Even-Keel
Acceleration and Braking



Stable, Safe
Cornering Ability

Greater Directional
Stability

Longer Car Life

Protection
Against Distortion

True Headlight Aim

LOAD LEVELIZER

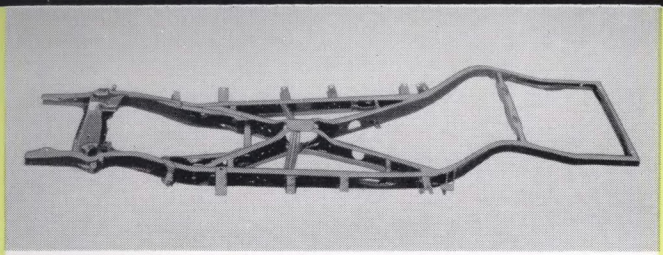
. . . another Packard exclusive

A dramatic demonstration is always center stage when you show prospective customers the action of the load levelizer. Design height of an automobile is important to the engineer but it's more important to the owner. It is the proper height at which the car rides and handles its best and looks its best.

When the rear of the Packard or Clipper is loaded, a sensitive timing device goes into operation. On a timed cycle (7 to 9 seconds), this device actuates a switch that turns on the motor. The motor, in turn, operating in a reduction gear train and levers, applies a twisting action on the levelizer torsion bars. The levelizer torsion bars, in turn, literally pick up the rear of the car and position it at design level. When the car body is level, it controls more easily, and the passengers enjoy a more comfortable ride.

When the passengers alight, the car body raises a few inches, the timer again operates the levelizer motor and the levelizer bars pull the car body and chassis down to its correct design height. The Packard Torsion-Level Ride is the only suspension system that automatically adjusts to the load through the exclusive, patented Levelizer.

THE PACKARD CHASSIS



Rigid—Durable—Dependable

The quality and engineering know-how built into Packard and Clipper cars begins at the chassis.

For '56, Packard engineers have painstakingly developed an automobile to surpass on all counts every car on the road today.

The side rails of the Packard frame are formed of heavy-gauge U-shaped channel steel. To these side members, inner support members are securely riveted and welded. Center rigidity is maintained by a rugged, wide-flanged I-beam X-member which resists frame rack and twisting. In addition to the X-member, the Packard frame is reinforced with channel and box-type cross members which greatly increase the lateral structural strength and rigidity of the frame. Sturdy outrigger brackets provide stability and extra support for the body. Limited flexing of the body is permitted through use of rubber grommets at every mounting station. In the Packard Patrician, The Four Hundred and all Clipper models the rubber insulation is complete . . . there is no metal-to-metal contact between body and chassis frame and bolts.

Airplane-type Shock Absorbers

Working harmoniously with the Torsion-Level Ride, Packard's direct-acting, airplane-type shock absorbers cushion road jolts and vibrations. In today's Packard and Clipper models, motorists are many times unaware of the severity of bad road conditions because Packard engineers have developed the "greatest ride in the industry."

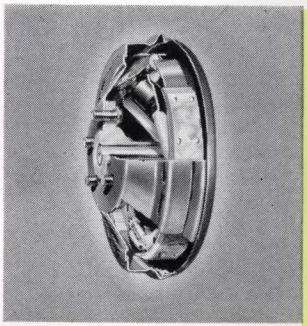
The Low-Slung Chassis For Style, For Comfort

This is engineering harmony—a safe, well-constructed frame, blends with all components to provide a solid base for style, safety and craftsmanship. One of the most important features adding to Packard's superior stability is the wide rear tread. The distance between the rear wheels on the Packard chassis helps reduce body roll and contributes to greater roadability on both straightaway and turns.

Low Center of Gravity

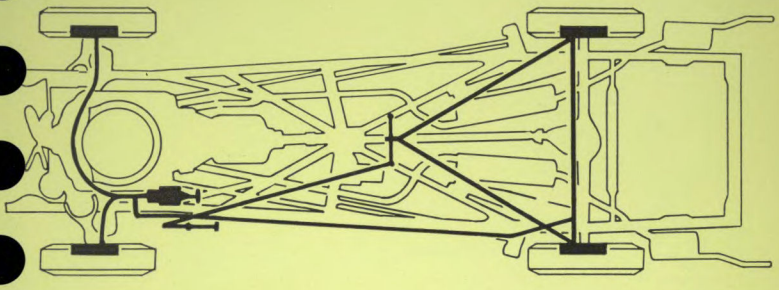
Packard's low center of gravity helps reduce sway, aids cornering and increases stability on the highway. As each engineering feature is observed, it's obvious that Packard engineers have realized their desire for a combination of grace, character and utility.

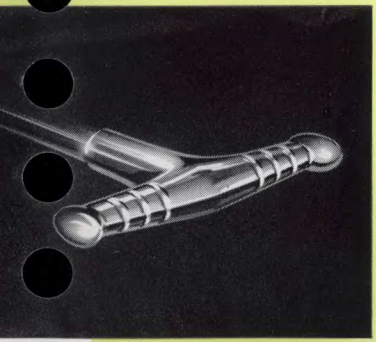
Packard's "Self-Energizing" Hydraulic Brakes



Safe, sure stops are the function of all automobile braking systems but here again Packard engineers want it efficient and foolproof, too. A wide braking surface plus self-energizing action gives the Packard or Clipper owner the braking protection he needs.

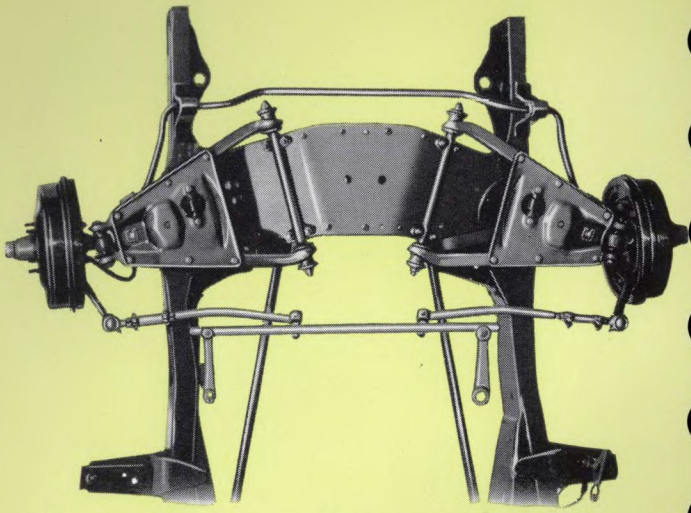
The self-energizing design makes use of the rotation of the wheels to increase the brake shoe pressure on the drum. The brake shoes are anchored at one point. As the front shoe is pressed into contact with the rotating drum, its rotary motion is transferred through the adjustable link to the rear shoe and pressure against the drum is constantly increased. Thus the rotating force of the wheels is utilized to automatically apply the brakes so the pedal pressure needed to actuate the brakes is reduced.





Parking Brake Operates Independently of Brake System

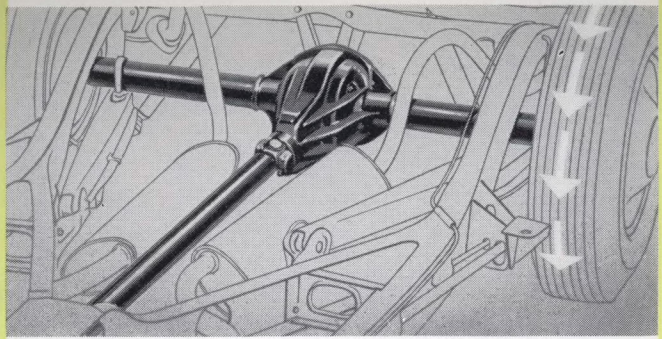
The hand brake system is independent of the foot brake system, a safety factor that can be used in any emergency. The Packard parking brake causes no undue strain on the rear axle gears—this is a distinct advantage over drive shaft brakes used in other cars where gears, universal joints and rear axle shafts bear the brunt of the braking strain as it is transmitted from wheels to shaft. A unique feature of the Packard parking brake is that it's either "on" or "off" . . . there is no possibility of driving with the brakes half set.



Tru-Course Safety Steering

Maximum control with minimum effort has been incorporated in Packard's relay link steering through the skill of Packard creative engineering. This steering mechanism has long been recognized as the finest on any car. Steering wheel whip is eliminated and road shocks which might creep through the steering system to the steering wheel are reduced. The entire steering mechanism is perfectly balanced and each part functions with complete coordination, making steering remarkably easy and effortless.

Packard's worm and triple-toothed roller steering gear design aids in reducing steering effort. Friction is minimized by mounting the worm on two tapered roller bearings. Packard's worm and roller gears reduce friction through a rolling contact motion as the steering wheel is turned. There is no sliding or scraping gear action. The method of mounting these gears assures maximum rigidity and correct worm and roller contact at all times. Excellent straight-line steering, new flexibility in traffic, short turning radius, directional control on all types of roads are all plus features of Packard's conventional steering.



Rugged Rear Axle
Quiet, Trouble-Free Operation

Another link in the famous Packard Power Train is the highly efficient Salisbury type rear axle combining quiet operation and great strength.

The outstanding feature of this axle is the rigid gear carrier which practically eliminates gear and bearing wear.

The differential components are accurately machined and carefully assembled by highly skilled craftsmen.

The carrier and case are designed to allow free flow of oil to all vital points.

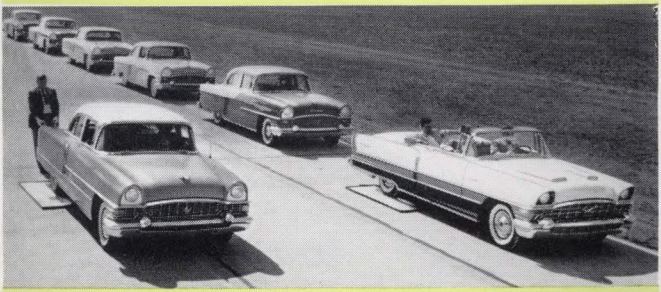
Packard's Hypoid gear rear axle is the semi-floating type with propulsion through the torque arms. The axle shafts are the flange type. The outboard ends turn freely in precision-built ball bearings with sealed-tight lifetime lubrication. The entire shaft assembly is retained in the housing by a rigid steel plate. Shaft and ball bearing may be dismounted by simply removing the four cap screws that hold the plate. No wheel puller is required because the brake drum and wheel are bolted to the axle flange. Servicing requires no special adjustment by a trained technician such as is necessary with the taper bearing.

The Packards and Clippers have available the widest range of axle ratios in the industry. Optional ratios are: 3.54 to 1, 3.31 to 1, 3.07 to 1 and 2.87 to 1. There is also an export ratio of 4.1 to 1 which occasionally is requested for severe mountain driving.

Where no gear ratio is specified, the Caribbean, Caribbean

Hardtop, and Packard Patrician will have the 3.54 to 1 ratio . . . the Packard Four Hundred, 3.07 to 1. (Packard Patrician and Four Hundred on first production will have 3.54 to 1 ratios. Current specifications indicate the Patrician, 3.07 to 1; the Four Hundred, 2.87 to 1.) First Clippers in production will carry 3.07 to 1 ratio . . . current specifications, 2.87 to 1. These lower numerical ratios are practical because of Packard's exclusive double-kickdown which makes available at the touch of the accelerator at road speeds into the 40's, the full flexibility of the torque converter and the torque converter plus the planetary gear. The 2.87 to 1 gear ratio gives economy comparable to overdrive.

The Clipper Deluxe with Synchro-Mesh transmission and with overdrive is always equipped with 3.54 to 1 ratio. The flexibility of the "Double Kickdown" accelerator is possible only with Ultramatic so lower gear ratios are not recommended with Synchro-Mesh.



The Twin-Traction Differential

Both cars in the foreground of this picture have a right rear wheel on a pan of ice. One man easily holds the car on the left as the ordinary differential allows the wheel on the ice to spin uselessly. The Caribbean, however, demonstrates the pulling power of Packard's new Twin-Traction Safety Differential. The Caribbean, equipped with the new differential, divides the torque so it pulls itself and tows five other cars. In parking, stopping or backing up in ice, snow or mud, the wheel with good footing can get you out. This is an important safety feature as you get better acceleration over bumps and there is no "tire chirping" or tendency for one wheel to run away from the other or "spin out" in hazardous driving conditions. Failures due to wheel snap are decreased and tire wear from excessive spinning is eliminated.

PACKARD

and

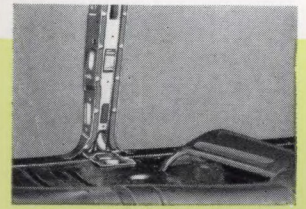
CLIPPER

ALL-STEEL BODY

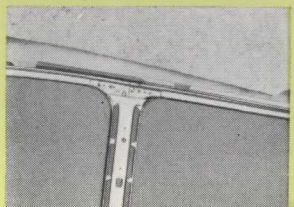
By Packard Craftsmen

Dash panel is rigidly constructed for maximum protection. The heavy gauge cold-rolled steel panel forms a permanent barrier against engine noise, heat and impact.

PACKARD'S ALL-



Center pillars are constructed of heavy gauge box-section steel. These husky pillars are internally braced to prevent warping from door weight.



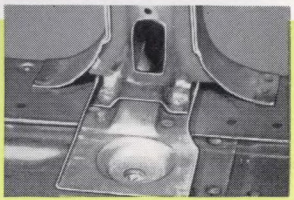
Two rugged, box-section roof rails form an arch of protection. Each end of these rails is securely welded to roof, windshield corner posts, center pillars and rear quarter panels with gusset reinforcement to support joint at corners.

Gussets reinforce quarter panel, wheel housing and rear panel for sturdier construction.

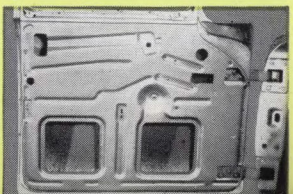
STEEL BODIES

Built for Strength and Safety
Styled for Lasting Beauty

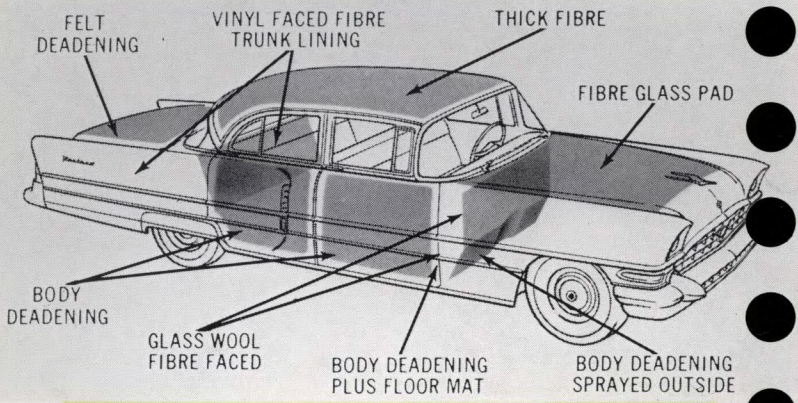
Sturdy box-section center pillars are flared in three sections. The front and rear flared sections are welded to the floor panel. The inside section is welded and bolted to the car frame.



Girder-type doors have steel inner panels for extra strength. A sturdy steel reinforcement plate is welded to inner and outer panels to support door hinge and prevent door sag.



Complete Body Insulation Muffles Noise, Controls Heat and Cold



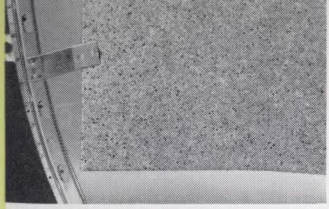
High quality insulating materials are used throughout Packard and Clipper cars to increase passenger comfort by controlling noise or temperature changes.

Insulation is so located that extreme hot and cold temperatures are minimized, and outside noises dissipated, allowing passengers to converse in normal tones.

Scientifically developed insulating materials, designed to do a specific job, make the Packard and Clipper line as quiet and comfortable as any car built today.

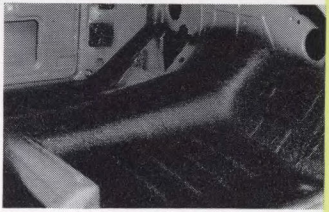
Lustrous Lacquer is Protectively Primed

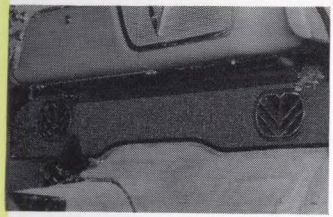
High quality control methods in applying the lustrous lacquer finish add to Packard's beauty. All bodies are primed with red oxide, then sprayed with four coats of lacquer and baked dry after each spraying operation. Countless inspections are made during this process and buffing and hand finishing bring out the deep, long-lasting luster. For color harmony, 36 single or two-tone combinations are available for Clipper customers—plus 42 striking single, two-tone, and three-tone combinations for Packard owners.



A thick pad of fiber insulation is cemented to the roof panels of all models. This pad protects against extreme heat and cold and also deadens roof panel "drumming."

Beneath the carpets on the Patrician, well padded with heavy jute felt, is a heavy coat of sprayed-on sound-deadener scientifically proportioned to damp vibration. Felt and sound deadener restrict vibration, road noise and extreme heat or cold.

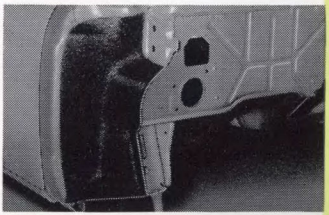


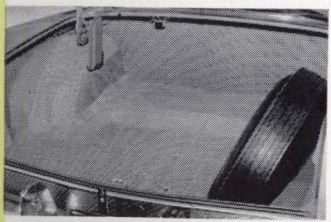


Inside of cowling is lined with fiber insulation pad to insulate heat and noise from passenger compartment. Pressed board facing in Clipper and matching fabrics in Packard carry through note of elegance.

A new seal prevents any leakage of heat or noise around wiring where it passes through the fire wall.

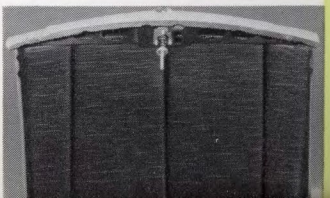
Cowl, doors, quarter panels and fenders of Packard and Clipper bodies are sprayed with dense coating of anti-rumble compound.





The luggage compartment liner is of fiber padding, vinyl faced in a printed pattern. Trunk is completely lined — back of rear seat, wheel housing and sides. The jute floor mat is vinyl-coated. The tough vinyl coating gives real wearability.

The underside of the hood on all Packard and Clipper models is insulated with a broad, thick pad of fiberglass. In Packard, pad is faced with a vinyl envelope.



Style, Safety and Strength in "Body by Packard"

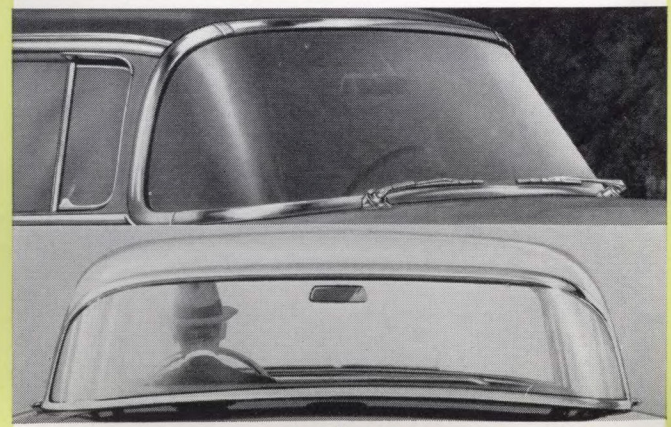
The creative engineering skill which makes the Packard chassis so outstanding continues through the "Body built by Packard." It's all steel for maximum safety and ruggedly braced for greater strength. Wider and lower than ever for pleasing exterior appearance yet so designed to give the maximum in interior roominess. All Packard and Clipper bodies are thoroughly inspected against squeaks and rattles, water leaks and resistance to twisting and weaving.

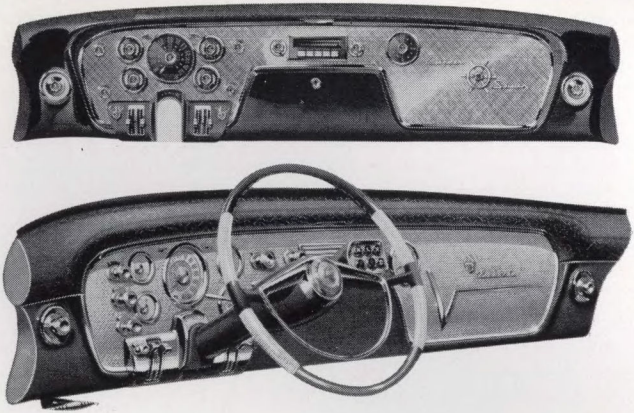
Wraparound Windshield, Rear Window and Slender Posts Provide Unobstructed Viewing

No matter where you look there's "see-ability" in the new Packards and Clippers.

Packard's wraparound windows in front and rear give unobstructed viewing and increased safety to driver and passengers alike.

Packard's wraparound glass is distortion-free, giving the driver and passengers true vision in any direction. Posts, including moulding and window channels, are slender but substantial for rigidity and safety. Safety glass is used throughout the Packard and Clipper lines, more than 3000 square inches of total glass area.





Instrument Panel— Stylish, Functional

The Packard and Clipper instrument panels lend a note of harmony and grace to the interior.

Each unit within the panel is placed or operates for the utmost comfort and utility to those in the car.

The key-start-ignition-switch, just to the right of the steering column is within easy reach of the driver.

On all Packards and Clippers the dual ash trays at either side of the panel add safety and convenience for both driver and front-seat passenger. The cigar lighter has a new safety guard to prevent spilling hot ashes or accidentally burning fabric or finish. The ash trays in rear compartments in the Packard are lighter-equipped.

Glove compartment is located in the center of the Instrument Panel for easy access by passenger or driver. The glove box door on all Packard models acts as a tray when opened. Two circular recesses provide a unique spill-resistant depression for bottles or glasses during snack time. In addition, there is a serrated pocket for road maps in easy reach. A ledge at the front of door opening acts as contents retainer.

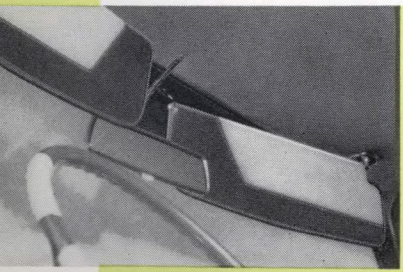
A 1¼" pad of Di-Iso-Cyanate offers the most protective instrument panel top of any car on the road. This pad is available on all cars and is faced with a synthetic in leather texture but tougher and more scuff-resistant. Cleans easily with a light touch of a damp cloth. This added safety for Packard and Clipper passengers aids the driver in another way, too. The safety shelf virtually eliminates sun or light reflection from the instruments and the driver is not disturbed by glare. The surface of the instrument panel has been given a 3-dimensional screen texture to further diffuse light and avoid glare.

Dual heater controls are directly in front of the driver so he can regulate the temperature and air control with equal ease. The new under-seat heater control switch is mounted on the right side of the heater control panel.

The Packard and Clipper interiors are enhanced by the jeweled appearance of the brilliant Packard Crest and the unique Clipper helmsman's wheel on the distinctive horn buttons.

Harmonious Design Throughout

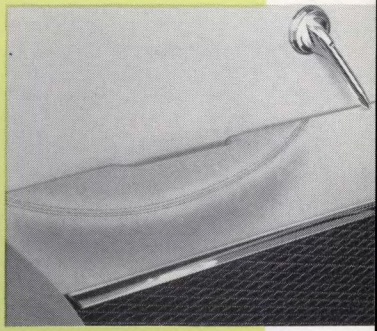
Brilliantly styled control knobs in lustrous chrome bejewel the Packard and Clipper instrument panels. Simple, clean-cut design sets a high standard of elegance.



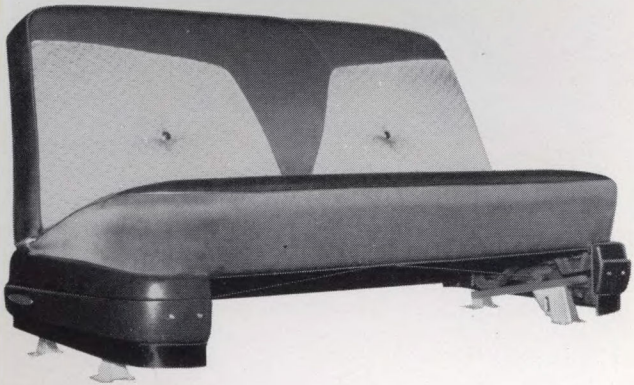
Fully Adjustable Sun Visors

All Packard and Clipper models, except the Caribbean Hardtop and Caribbean Convertible, are equipped with full-angle sun visors. These dual sun visors may be adjusted to any angle for front or side window shade. In addition, Packard visors may be extended, on a slide, from their pivot point to offer greater glare relief than conventional-type sun visors.

Well-Designed Arm Rests



Packard's restful, handsomely tailored arm rests are cupped for use as pull handles when closing doors. Rests are tapered into the door to offer maximum room for passengers and to continue the excellent interior styling throughout. Upholstery material is the same as that of the seat cushions. In Caribbean and hardtops, ash trays equipped with safety guard cigar lighters are fitted into the rear seat arm rest.



Front Seat Construction Increases Riding Comfort

The front seat has been designed for safety, comfort and rigidity. Back and cushion frames are a single, one-piece unit to hold a zig-zag foundation that is firm and squeak-free.

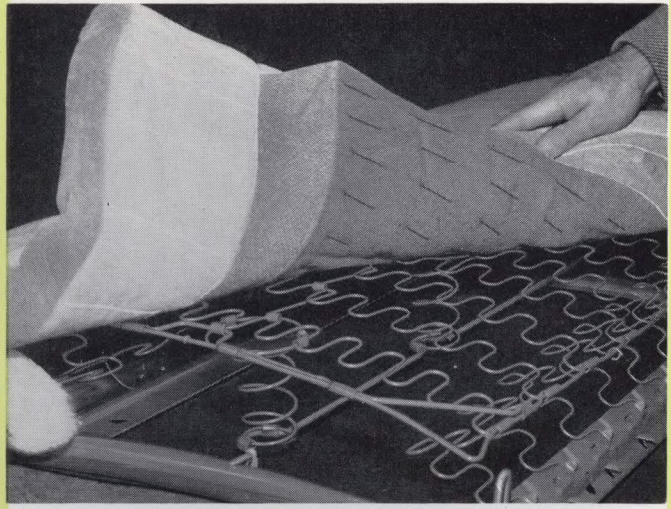
The Hardtop models offer a more convenient split front seat back. This provides driver and passengers with the advantage of the full-width seat used on all four-door sedans. The seat back folds both forward and in (toward the center) making it easier to enter or leave the rear seat.

The front and rear seats are constructed at the ideal seating level with the rider's weight distributed for complete, well-supported comfort.

Seat adjustment when power-operated is controlled four ways with the simple operation of a single toggle switch. Where seats are hand-operated seat rises as it moves forward. An easy movement of the control handle lets the driver select the position that gives him maximum comfort, relaxation and visibility.

Full Rubber Insulation used on Packard Patrician and Hardtop

Rubber mounting of body on chassis has been re-designed front to rear. The rubber thickness has been increased and there is no metal-to-metal contact between body and chassis frame and bolts in the Packard Patrician, The Four Hundred and all Clipper models.



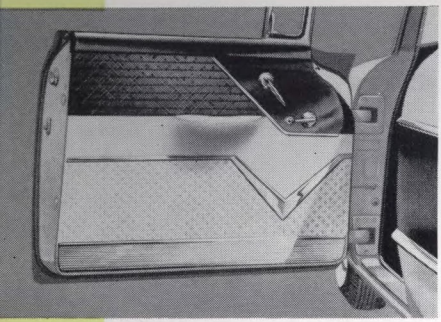
Zig-Zag Springing, Sponge Rubber Padding for Custom Tailored Comfort

Both Packard and Clipper feature zig-zag spring construction in the firm functional seat design. A 2″ thick foam rubber cushion (1¼″ on Clipper) is laid over the deep mattress-type cushioning above the springs. On Packards, the back of the front seats are upholstered with a thick sponge rubber pad for the protection of rear seat passengers. Some owners prefer, because of physical characteristics or their own particular taste, a cushion that is firmer and constructed with more support. A kit is available to dealers that provides for stiffening of the springs to support greater weight. The addition is a simple, quick operation and assures the owner or his passengers years of individual comfort.

Foam Rubber Cushions Standard

Continuing comfort in the Packard tradition—foam rubber pads are offered as standard equipment on all front and rear seats. Foam rubber is the perfect complement to the firm construction of seats.

Foam rubber's ability to "bounce back" after many riding hours helps the upholstery material keep fresh and clean and retains that "just new" look indefinitely.



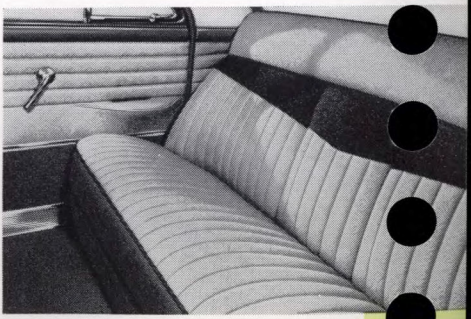
Wide-Angle Doors . . .

make entering and leaving a Packard or Clipper a graceful and convenient motion. No more embarrassing twisting and crouching so prevalent in other cars.

for Easy Entrance . . .

extra inches make it possible to enter Packard-built cars without ducking low to miss the roof rails. Actual door height, from roof rail to door sill is an important dimension that Packard engineers considered and gracefully designed into one of the lowest silhouettes in the industry.

into Spacious Interiors . . .



three passengers find, in either front or rear seats, that there is ample room with inches to spare. Packard's "thoughtful" designing throughout.

Packard and Clipper Feature "Wardrobe-Size" Trunks

In Packard or Clipper, the large luggage compartment offers a usable capacity of over 30 cubic feet (24.9 cu. ft. in the Caribbean series).

Angle mounting of the spare tire in its deeply recessed well makes it possible to utilize practically the entire trunk volume. Sides and back of compartment are covered with a fibre material vinyl faced in a printed design. Luggage and other items carried in the trunk are protected from scuffing by a tough vinyl-faced jute floor pad. A spring latch holds the rear deck lid closed. It can be locked with a key or left unlocked for marketing or customs' inspection. Packard or Clipper emblems act as handles for opening rear deck lid.

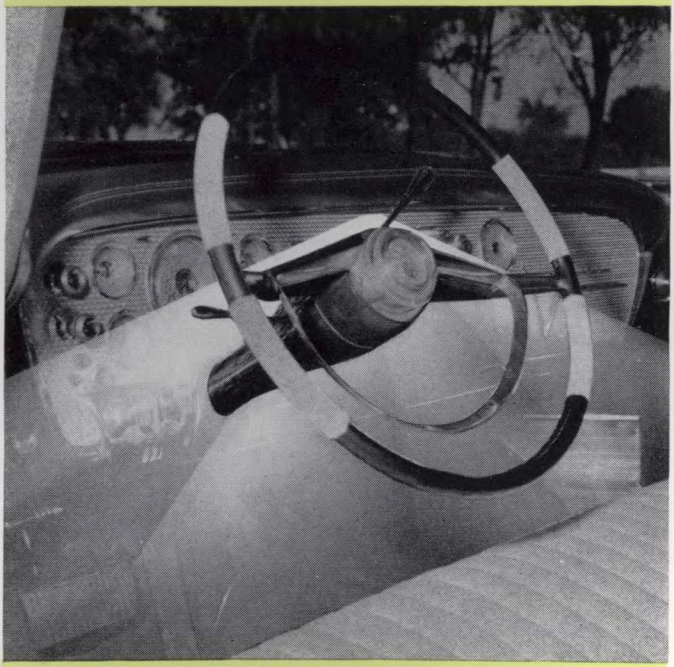
The trunk or rear deck lid is equipped with wide spaced hinges that permit the owner to load the trunk with a minimum of hinge interference. The hinges are rugged, for constant alignment, and counterbalanced so that a finger's pressure on the convenient lift handle eases the trunk lid into the raised position. Once in the raised position, the lid is held there by the counterbalanced springs.

Glove compartment is located in the center of the Instrument Panel for easy access by passenger or driver. The glove box door on all Packard models acts as a tray when opened. Two circular recesses provide a unique spill-resistant depression for bottles or glasses during snack time. In addition, there is a serrated pocket for road maps in easy reach. A ledge at the front of door opening acts as a content retainer.

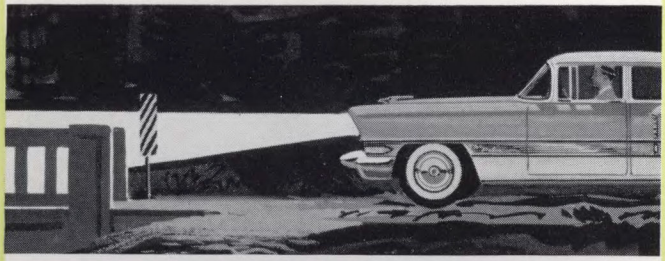
On all Clipper models, the glove compartment door has a sound-deadening pad of vinyl-faced fabric.

Edge-Lighting on Instrument Panel Eliminates Reflection

The Packard and Clipper instrument clusters are designed with contrasting colors for maximum readability. Each instrument is edge-lighted to reduce glare and eyestrain and to eliminate reflection on the windshield. Instrument lights are controlled by the headlight switch and intensity of illumination is governed by turning the same switch to the right. A rheostat controls brightness for night-time city or country driving comfort.

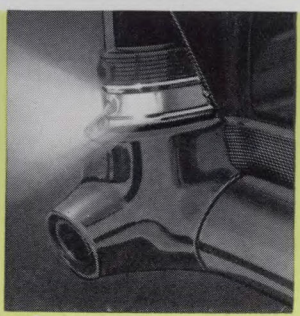


Center front courtesy light, located under the center of the Packard and Clipper instrument panel, is operated automatically by either front door. Effectively illuminating door openings and car floor, it also serves as a map light when operated by the headlight switch.



New All-Weather Sealed Beam Provides Directional Control for Safer Night Driving

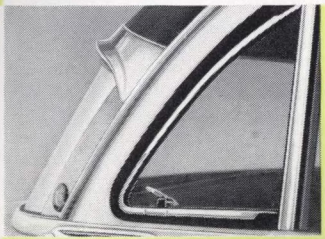
Packard and Clipper chrome-trimmed lights have the new all-weather lamp developed by General Electric. This new lamp provides up to 80 feet more illumination on the low beam. A reflector guard over the filament helps cut down refracted light. The all-weather lamp reduces glare of reflected light in fog and inclement weather.

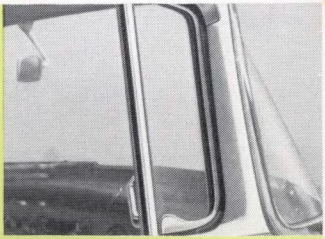


All Packards and Clippers are equipped with backup lights. A broad beam of white light is directed behind the car to provide maximum backing visibility and alert other drivers and pedestrians that you are in reverse. Backup lights are automatically operated by a switch on the Ultramatic selector linkage or on standard transmissions by contact when the lever is placed in Reverse.

Distinctive Interior Appointments for Style, Comfort and Safety

The wide rear center arm rest adds charm and utility to the luxurious Packard Patrician, the Four Hundred, and Clipper Custom Sedan. A harmonious inset when not in use; a dignified, useful accessory as an arm rest.

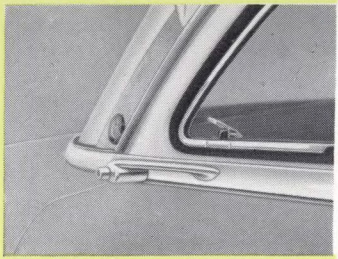




Draft-Free Ventilation

Ventilating wings give driver and passengers draft-free control over the flow of fresh air. As the venti-panes are opened when the car is moving, a slight vacuum acts as an effective exhaust to clear interior air of annoying smoke or stale air. The ventilating wings can be adjusted to act as air scoops to force a refreshing breeze into the car during extremely hot weather. A simple pull-latch locking operation closes or opens the venti-panes.

Handsome Exterior Door Handles



Packard and Clipper door handles are rigidly mounted at the car's belt moulding. Handles are positioned at the correct door opening height and also enhance the smooth clean body line. The door handles are all push button operated for convenience and easy operation.

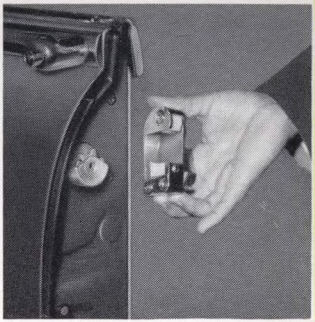
Safety Door Locking System

To lock the car, depress the safety lock button on the window trim moulding of each rear door. Then push the handle forward on the front door not being used and lock the door used for exit from the outside with the ignition key. The ignition key locks or unlocks both front doors from the outside.

Electric Window Lifts with Electric Door Safety Locks

One of the outstanding safety features on Packard and Clipper cars is the safety lock which can be obtained as an optional accessory if the car is equipped with Electric Window Lifts. In addition to the window lift button (shown above) there is a lock button at either side of the instrument panel, by means of which an electro-magnetic locking device is activated on all four doors. The action of opening the door unlocks the door used for exit. This is the only door that needs to be locked from the outside.

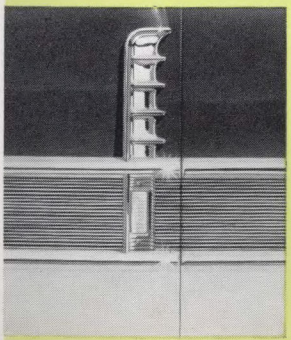
Packard's Double-Lock Door Latch



On all Packards and Clippers an interlocking striker plate overlaps the door latch rotor. This feature prevents the door from flying open in a sudden impact. This keeps passengers within the car, reduces chance of injury.

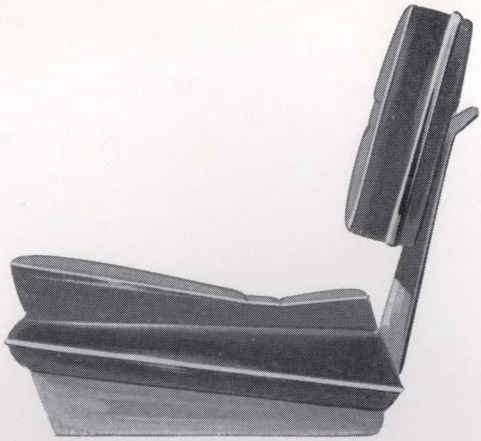
When the door is closed, the door latch gear rolls into the gear retainer on the door frame. A steel plate encloses the latch gear, reducing the possibility of the door opening under impact.

Ordinarily body distortions pull the door away from the pillar and separate latch elements. The new Packard double-lock door latch will keep the door closed even under great stress.



Dual Courtesy Light on Packard

Dual Courtesy and Safety Light guides entry or exit, identifies the car in night driving or parking. While car moves, light beams 3 candlepower; car stopped with door open—15 candlepower!



Unique Caribbean Seats Reversible, Removable

Seats in the Caribbean series have reversible foam rubber cushions on both the seat and back rest. One side is two-tone or three-tone leather, the other is two-tone leather and a tweed with lurex. The covers are zip-on so they may be removed from the cushions for cleaning. Thick, cellular foam rubber eliminates conventional coil springs, prevents sagging!

PACKARD POWER FEATURES

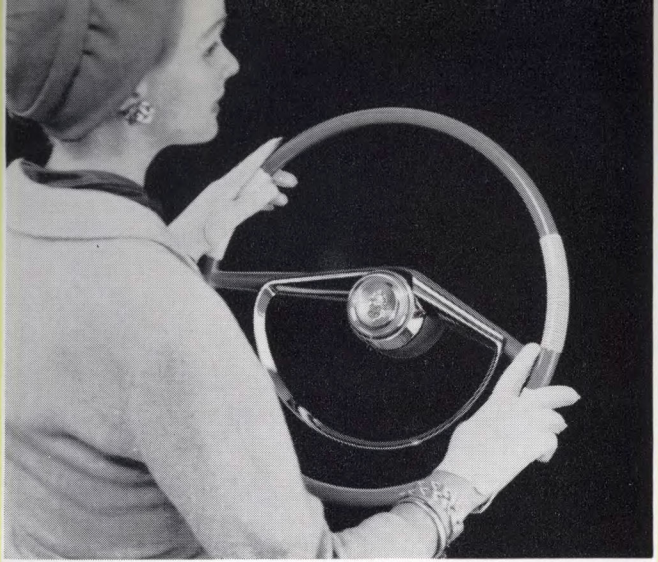
. . . for Finger-tip and Touch-Toe Driving

Packard has everthing for the discriminating motorist who wants the latest, the most complete in driving comfort and pleasure.

Every Packard and Clipper owner can appoint their cars to their own standard of luxury and convenience.

A touch of a toe will stop the car, the pressure of a finger can turn the wheels, the flick of a button will raise or lower a window.

Select the temperature that's comfortable or change the position of the front seat to suit you—with your finger-tips, of course. This is comfort and convenience as only Packard craftsmen can design them—power with a purpose by Packard.



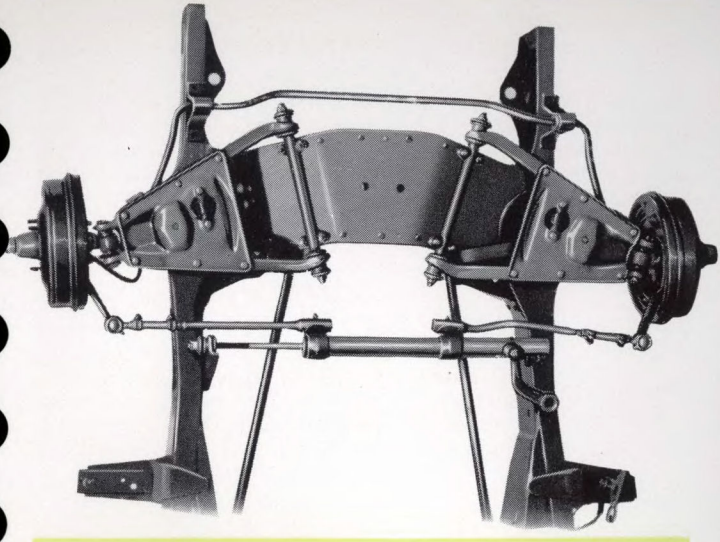
Finger-tip

POWER STEERING

Your finger supplies the inclination, smooth hydraulic power provides the muscle. Packard Power Steering in heavy city driving is effortless, sure and carefree. On the highway it can add many more miles to driving pleasure. And parking, ah, that's where it triumphantly demonstrates its worth and the meaning of Finger-Tip Power Steering.

Packard Power Steering at no time takes control away from the driver for it has one main function and that is to supply 80% of the effort required to steer the car. Steering wheel recovery after turns is performed in the normal manner.

When the front wheels are positioned straight ahead, the hydraulic pressure is equal on both ends of the power cylinder. This has the effect of stabilizing the front wheels in a straight ahead track, thereby eliminating the annoyance of wander, weave, or road shock.



Packard Power Steering Counteracts Road Shock

If the front wheels of the Packard or Clipper hit a deep chuck hole or a large stone, the road shock is absorbed by the steering fluid. It, in turn, transmits it to the power cylinder where it is dampened and dissipated by the rugged Packard frame. The shock never reaches the steering wheel. The advantage is two-fold: First, added safety—road shock can't wrench the steering wheel out of the driver's hands to cause the loss of car control that might result in a serious accident.

Second, Packard precision parts are not injured—road shock is dissipated by the hydraulic oil and carried to the frame where it can do no harm. On certain competitive units, this shock is transmitted through the linkage to the steering gear and up to the driver's hands. This could result in damage to the control mechanism or affect the driver's control of the car.

How Packard Power Steering Works

Simplicity, precision and performance are what Packard engineers designed into Power Steering. It is much less complicated than many competitive devices offered today and is, therefore, safe and trouble-free. Its simple hydraulic system consists of a pump, reservoir, control valve mechanism and a power cylinder. The four main components of Packard's Direct Linkage Type Power Steering are:

Hydraulic Pump

Mounted on the engine, this pump supplies hydraulic oil, under a line pressure of over 650 pounds, to the hydraulic cylinder control valve. The pump is driven by a belt from the front end of the engine's crankshaft.

Oil Reservoir

The oil reservoir is an integral part of the pump . . . it serves as a storage space for the recirculating of hydraulic oil.

Control Valve

The control valve, integral with the power cylinder, is the "brains" of the unit. The movement of the Pitman arm, which is connected to the steering shaft, "tells" the valve into which side of the hydraulic cylinder the hydraulic fluid must be directed.

Power Cylinder

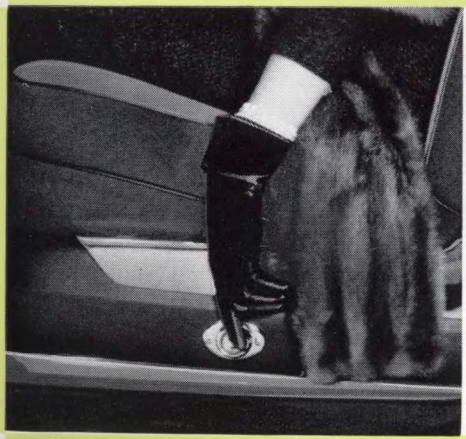
Inside the power cylinder is a two way or double-acting hydraulic piston. It is this power cylinder that actually supplies the "muscle" to aid the Packard driver in steering his car.

When the driver turns the wheel with pressure from 1 to 4 pounds on the steering wheel, he moves the Pitman arm at the end of the steering column. This movement of the Pitman arm actuates a valve mechanism inside the control valve; this directs oil into either side of the hydraulic cylinder. The hydraulic fluid, under pressure, enters either end of the hydraulic cylinder, depending on which direction the driver has turned the steering wheel.

Inside the power cylinder there is a "two-way" piston. It could be called double acting—free to move in either direction. However, the piston rod is firmly anchored to the left side of the car's frame so that it does not actually move inside the cylinder. The hydraulic cylinder itself can move though, and the cylinder body is attached to the car's steering linkage.

Now, when the hydraulic oil is forced into the cylinder, it exerts pressure on one face of the piston. Since the piston is anchored, the cylinder body must move and with it the linkage.

When the driver turns the steering wheel, the hydraulic valve instantly releases pressure on one side of the piston and directs it to the opposite side; this causes the front wheels to turn in the direction desired.



Four-Way

POWER SEAT

Easy, sure-comfort positioning of the front seat relieves posture fatigue, enables Packard owners to tick off the highway miles in living room comfort while motorists in other cars get travel-weary.

The Packard 4-Way Power Seat permits the driver to adjust his seat height forward, backward, up or down to suit his individual taste. This power seat makes it possible to move closer to the foot controls, and up for maximum visibility.

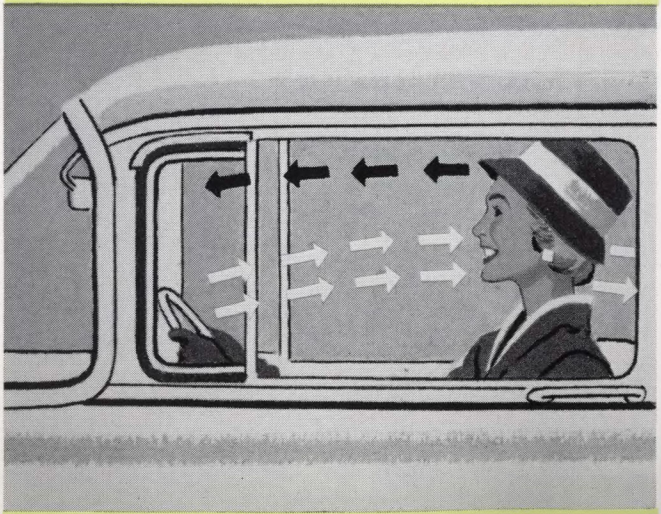
POWER WINDOW LIFTS

Designed for luxury but the motive is safety. Now the Packard driver can keep his eyes on the road and open or close the windows for his comfort or convenience. The driver controls all vertically moving windows from the master control switch panel conveniently located on the driver's door. Individual controls mounted beneath each window allow passengers to adjust window heights to suit their own preferences. The electric power that operates these precision window lifts is drawn from a twelve-volt electrical system and is automatically inoperative when ignition switch is turned "off." Exhaustive tests give complete assurance of lifetime dependability. Power windows are standard equipment on the Caribbean.

PACKARD AIR CONDITIONING

for Comfort Year-round

On blistering hot days Packard owners can enjoy cool comfortable motoring with Packard's new air conditioning unit. It functions for year-round comfort, too, by reducing humidity and filtering dust, pollen and other foreign content from cool air. Hay fever sufferers and asthma victims find relief, and everyone in an air-conditioned Packard can enjoy clean, filtered air in any season.



Complete Change of Air Every 45 Seconds

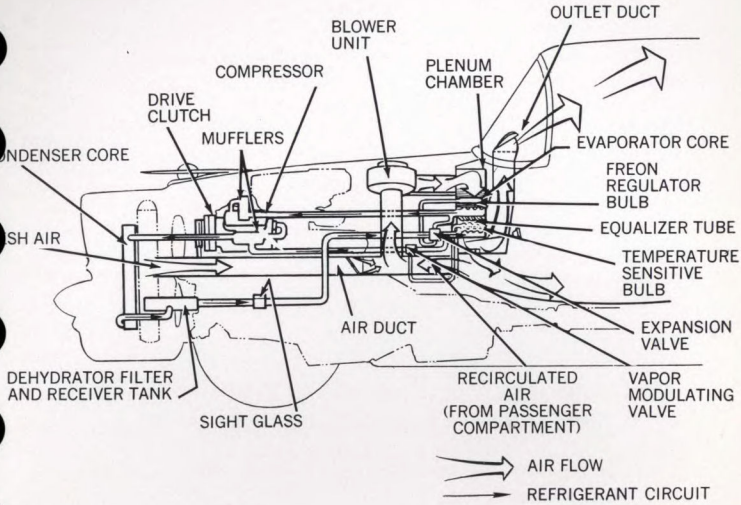
Proving ground tests have demonstrated that Packard's air conditioning system has enough capacity to circulate air as low as 40°F in less than 90 seconds with outside temperatures as high as 95°F. Air inside the passenger compartment is completely recirculated every 45 seconds. Dual outlet ducts bring maximum cooling from two openings atop the instrument panel and the floor level duct used in the standard heating system can be added by moving a manually controlled damper. Vanes are provided in instrument panel outlets which driver or passenger can adjust to direct the air as desired.

Most Efficient System On Any Passenger Car

Packard air conditioning is so well designed that the 9.3 cubic-inch, 4-cylinder compressor operates over engine speed and the system functions satisfactorily at speeds as low as 20 m.p.h. in extremely hot weather. In many systems, compressors do not turn fast enough in relation to the engine to operate at slow speeds, such as normal city "stop-and-go" traffic. Only one control knob is necessary in Packard's simplified, efficient system. When turned on, this knob actuates the clutch which starts the compressor and simultaneously the rheostat-controlled fan. Additional turning of the knob increases the fan's rate of speed and thus controls the temperature inside the car.

Continual Smooth Operation Exclusive Packard Feature

An exclusive Packard engineering advantage allows the compressor to operate continuously when the control switch is turned on, yet it pumps refrigerant only when cooling is required. The constant operation of the compressor prevents any sudden drag on the engine, yet the driver can turn the compressor and the system off as he desires. The compressor operates only when the driver wants the system to operate. In other systems, when the temperature rises in the passenger compartment the clutch starts the compressor. This sudden inertia causes engine shock which is even more noticeable at highway speeds. Beside the new V-4 cylinder compressor, other engineering features include an automatic temperature sensing device and the rheostat control.



How Packard Air Conditioning Works

The condenser core placed in front of the radiator takes advantage of incoming air. Fresh air enters through Packard's standard air ducts and is accelerated through the blower unit into the plenum chamber. The air passes over the refrigerated coils and the cool air reaches the passenger compartment through the instrument panel or floor level ducts.

Recirculating air then exits through one of the regular ducts, is drawn up through the blower unit and the process is repeated. A damper in the air duct can be set in three positions. One allows the full admission of fresh air, a second cuts the fresh air off entirely as is the common practice when

the heating system is on. With the damper in this position the circulating fan of the cooling system acts 100% to recirculate the air from the car interior. In the third position, approximately 85% of the cool air is recirculated, the other 15% being fresh air. This assures an abundance of clean fresh air and reduces the over-all load on the cooling system.

The refrigerant used is Freon which is non-toxic and the most effective refrigerant available for automotive use. Any authorized Packard dealer's service department can arrange for the proper recharging and servicing of the system.

The Freon is in liquid form when it leaves the condenser core, dehydrator filter and receiver tank where it is kept liquid under pressure. It passes through the sight glass, expansion valve and into the evaporator where it becomes vaporous. It is pumped back to the condenser by the compressor which is driven by the V-type belt on the drive clutch from the special pulley on the engine.

Only Air Conditioning System That Effectively Functions Three Ways

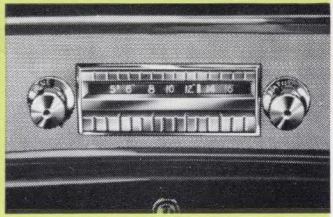
In designing an air conditioning system that is superior to others in the industry, Packard engineers had to reach three goals. They had to design an air conditioning system that will . . .

1. operate equally as well at slow traffic speeds as it does during highway driving.
2. cool effectively and be as easy to operate as a car radio.
3. promote continual smooth driving by not interfering with the power-flow and operation of the engine.

NOTE: The Packard Air Conditioning System is provided only in combination with the Packard Heating System. The standard Packard Heating System operates from the air duct at the right-hand side of the engine compartment. The cooling system operates from the air duct at the left-hand side of the engine. Both cooling and heating systems use a common plenary chamber and all air-vents can be used either for cooling or heating as desired. But the normal practice is to use the standard floor vent for heating as the lower level is best for admitting the heated air.

Distinctive, Functional ACCESSORIES FOR PACKARD AND CLIPPER CARS

The desire for comfort and individuality is prevalent among motorists all over America. Everything to make modern motoring more enjoyable is available for Packard and Clipper owners.

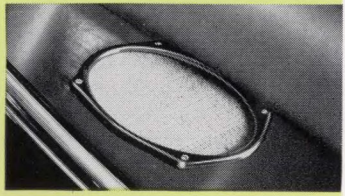


"Signal Seeker" Push-Button Radio

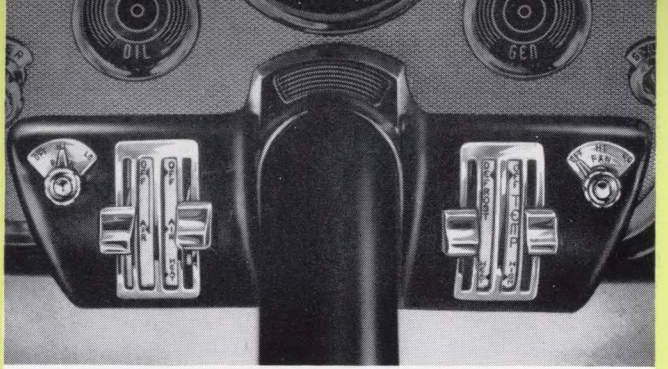
"Wherever you go there's radio" and that slogan is ever true when you speak about Packard car radios. The exclusive "Signal Seeker" Push-Button Radio features three-way tuning—just a touch of the selector bar tunes in the strongest station wherever the owner is traveling. Another touch and he brings in the second strongest, and so on. Pressing one of five push-buttons he receives the program of his choice on a pre-set station—or manually, turns the selector knob to bring in any station with the program he wants to hear. This 8-tube long range model has an unsurpassed richness in tone quality for enjoyable listening.

High quality reception and push-button tuning is available in Packard's 7-tube model. Pre-selection of five favorite stations enables driver or passenger to tune in with a touch of a fingertip. Station selection by manual control is possible at all times.

Rear Seat Speaker for True-Tone Listening



Both rear and front seat passengers can enjoy synchronized listening from the rear seat speaker mounted on the package shelf. A separate volume control is the key to balanced tone listening.



Fresh Air Heater and Defroster Condition the Four Seasons

Year-round comfort in Packard and Clipper cars is becoming more a reality with Packard's heating and ventilating system. This system provides warmth in Winter, refreshing coolness in Summer. Vertically sliding controls are easy to see, easy to operate for all front seat occupants. All settings are clearly marked. The fresh air heater and defroster equipment is available for all models as an accessory. It operates along with the built-in ventilation system to provide comfortable, even temperatures inside the car as well as "clear-across" windshield defrosting.

To operate the fresh air heater and defroster:

1. Place the fresh air lever on the left side in the "OFF" position; this closes the valve and shuts out the cold air from the left dash panel grille.
2. Move the ventilating lever that controls the right side at "HEAT"; this closes off the air supply through the right dash panel grille and directs it into a compartment where it is heated for distribution either to the inside of the windshield or toward the floor of the front compartment.
3. The "TEMP" lever at the right, controls the temperature of the heat entering the car and can be adjusted to whatever heat is desired.
4. The "DEFROST" lever directs warm air either to the windshield or toward the floor of the front compartment.

With the lever at "Defrost" all the heated air is directed against the windshield. When the lever is at "Heat" all the heated air is directed toward the front compartment floor.

Positioning the lever between "Defrost" and "Heat" divides the flow of air as desired.

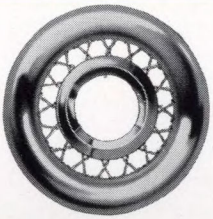
A two-speed "Fan" switch, located on the right side of the fresh air heater control levers, controls a blower which draws in outside air for circulation through the heating and defrosting outlets.

An underseat heater which circulates the warm air throughout the car in conjunction with the fresh air heater, also has a two-speed switch located on the left side of the fresh air ventilating levers.

Rear Window Defroster

Available on most models is the Rear Window Defroster which operates simultaneously with the Windshield Defroster. Keeps rear window clear of fog, snow and frost for safer driving.

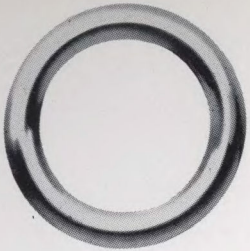
Wire Wheel Trim Rings



For sports car dash and sparkle Packard's stainless steel spoke rings are handsome, snap snugly into place, enhancing the fashionable emblem at the center of each wheel cover. These rings have brilliantly chromed bands and are easily removed for cleaning.

Wheel Trim Rings

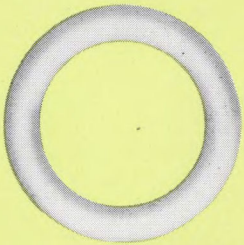
These highly polished stainless steel rings create that much-desired touch of individuality. In good taste, the rings surround each wheel at the outer edge.



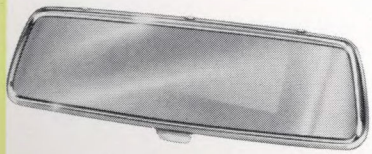
Chrome Wheel Rings

Here is gleaming dignity encircling the wheels in combination with standard hub covers. The rings are heavily chrome-plated and attached extra-snug with locking clips.

White Wheel Rings



Economical simulated white side wall tire styling with baked-on white enamel finish assures striking beauty to the car. In addition, locking clips hold each disc snugly to the wheel.



Glare-Proof Rear View Mirror

This extra wide mirror for full rear vision is the perfect solution to eliminate distracting headlight glare at night and to enable the driver to see clearly in daylight.

Window Ventshades

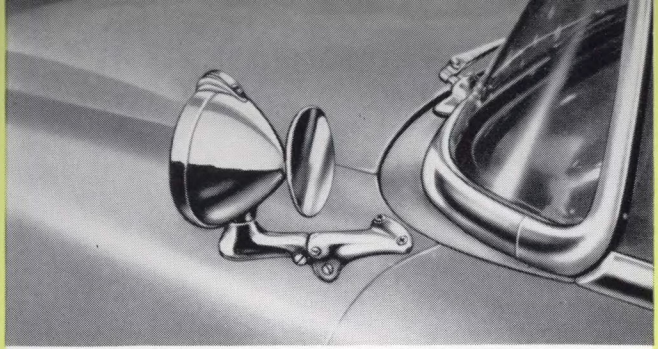
Distinctive chrome over stainless steel ventshades add smartness and utility. These ventshades provide year-round ventilation in any kind of weather—even permit windows to be opened a few inches in wet weather. They also permit opening of windows to eliminate fogging, cut down side glare from the sun, and reduce drafts.

Windshield Washer

Washes away dirt and bug stains as the driver travels with Packard's windshield washer. Just a touch of a button and two jets of water spray the windshield; the wipers go to work to give driver and passengers unimpeded straight-ahead vision. A special non-freezing washing mixture is used to prevent freezing and to keep the windshield bright and clear under all driving conditions. The windshield washer is standard on Packards and Clipper Custom, optional on Clipper Super and Deluxe.

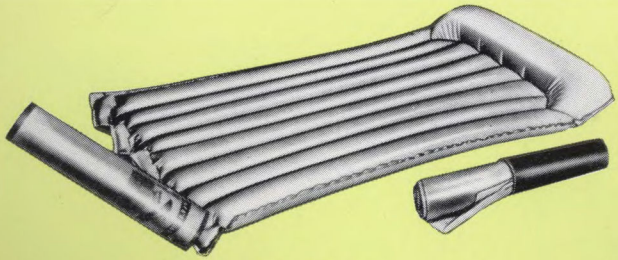
Packard Vanity Mirrors including The Illuminated Visor Mirror

The illuminated visor mirror is styled with feminine dignity—the perfect accessory to give that last minute look. All it takes is a turn of the knob and a built-in light illuminates the face for perfect "prettifying." There are also etched spaces to write in travel and service data. The standard vanity mirror clips to either inside visor and can be turned down to the desired position for reflection.



Safety Spot Light with Built-in Rear View Mirror

Whether at unfamiliar crossroads or hunting house numbers in a new part of town, the convenient sealed beam spot light solves the owner's problems over and over. The pistol-grip with an ingeniously simple control mechanism makes it possible to focus the light at virtually any angle. A special 4-inch side mirror built into the back of the light helps the driver to see the following traffic. The special control handle makes it possible to adjust the mirror in an instant, without lowering the window.



Air Mats

This attractive yellow air mat has virtually hundreds of uses. It is made of waterproof vinyl plastic—24″ x 78″ and resists salt water and corrosive chemicals. It inflates easily with PumPak which also serves as handy carrying case.

Auxiliary Floor Mat and Pedal Pad

Heavily ribbed, long-wearing floor mats will protect the owner's permanent floor covering against mud, snow and dirt.

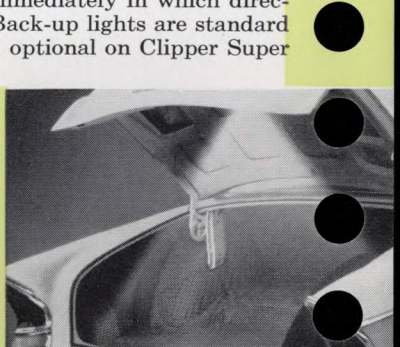
These new mats are designed to keep the floor covering both clean and new looking. The accelerator pedal pad is moulded to fit over the accelerator pedal with an extension which rests on the floor mat. It prevents heel wear on the permanent floor covering and keeps the floor looking neat and trim.

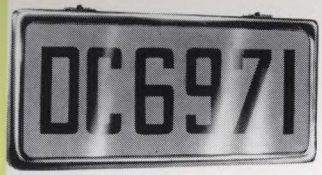
Back-Up Lights

For safer driving, back up lights prove their worth time and again. When you shift into reverse, back-up lights automatically illuminate a wide area at the rear of the car. Other motorists and pedestrians know immediately in which direction the driver will be traveling. Back-up lights are standard on Packards and Clipper Custom, optional on Clipper Super and Deluxe.

Trunk and Utility Light

Automatically illuminating the trunk when the lid is opened, the trunk and utility light is ideal for night-time emergencies, campers, and long-distance travelers. It has enough cord to surround the car when used as a utility light.





License Plate Frame

The chrome plated, solid brass frame completely encloses the car's license plate. The plate is doubly reinforced by being seated in sponge rubber with a clear, shatter-proof plastic window.

Choice of Three Antennas

The *Electrical.* Controlled inside the car within easy reach on the dash—for convenience and comfort.

The *Manual.* Raises or lowers easily by hand. Constructed of the highest quality materials and workmanship, and is equally efficient as the Electrical.

The *Dual for rear fenders.* Fingertip control gives the driver instant operation to a height of five feet.

Traffic Light Viewer

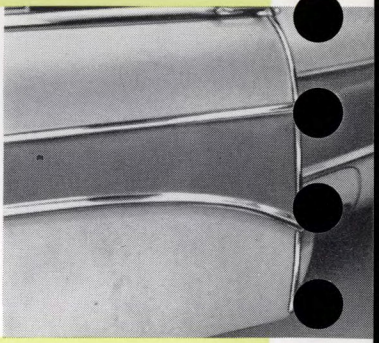
Now the driver can view traffic lights in comfort and ease with this fully adjustable traffic light viewer. He can watch traffic signals change without shifting normal driving position.

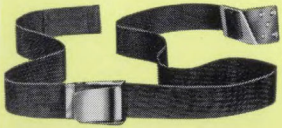
Side Sill Moulding

Stainless steel mouldings that protect the portion of the car below the doors are especially adaptable for installation on the Clipper. Gives the appearance of more length, plus protection from stones and other flying objects.

Door Edge Guards

For both front and rear—distinctively designed chrome strips. These guards are the owner's insurance against chipped paint that can be very costly. Easily installed without screws, bolts or clips.

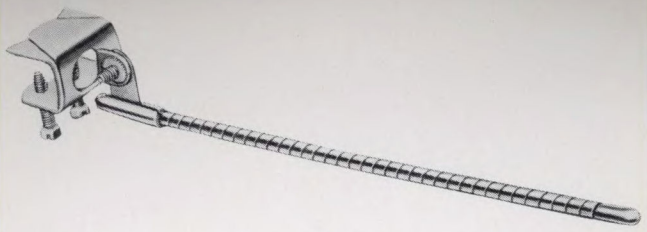




Seat Belts for Driver, Passenger Protection

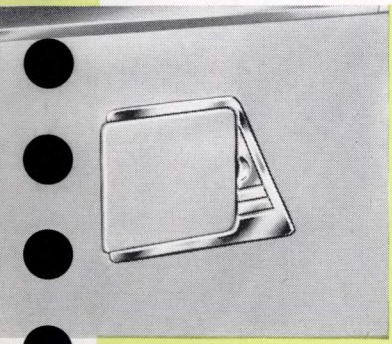
Packard seat belts in six colors (gray, green, red, blue, brown and black) are available for dealership installation on all Packard and Clipper models. These are the only seat belts firmly anchored to both the door and floor—this exclusive design helps to hold the car door closed in case of impact. Holding the door in and closed maintains the maximum structural strength of the car. This combines with Packard's safety door latch to practically eliminate dangerous propulsion outside the car, often the cause of major injuries.

When belts are not in use, they are simply stored in the Belt Holder Clip mounted on the door panel. This does away with dangling of belts around floor of car. Seat belts are available on both 2-door and 4-door cars.



Curb Alarm

Sturdily built of ribbon spring steel, the curb alarm locks permanently to the car's fender and is adjustable to any position. The alarm's warning sound is amplified through the body of the car when tires are close to a damaging obstruction. It is designed with eye appeal spelled out in modernistic styling and finished in sparkling chrome consistent with trim on all cars.

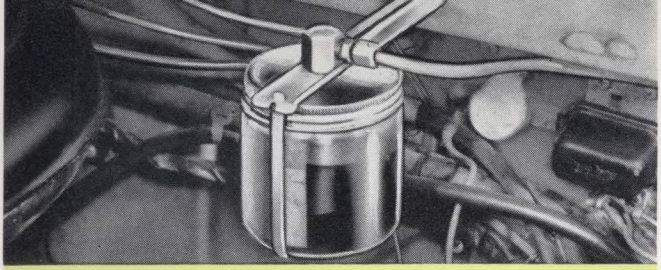


Gasoline Door Guard

Stainless steel finished in gleaming chrome protects the car from scratches, nicks and gasoline stains which usually result from fuel hose nozzles in service stations. Pleasing in appearance, it actually accentuates the lines of the car.

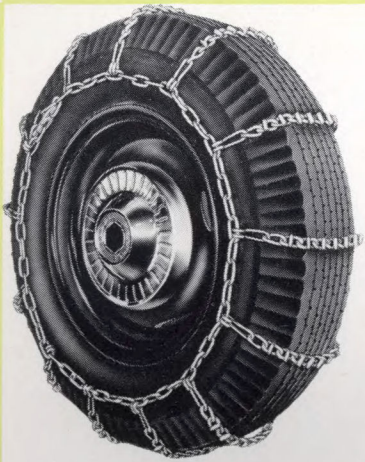
The 100-Mile-an-Hour Tire

For those who do considerable sustained high speed highway driving, Packard recommends the new high-speed tire. These new tires are especially designed and constructed to withstand heat and strain and thus provide an extra margin of safety for anyone regularly travelling long distances at superhighway speeds.



Brake Fluid Safety Reservoir

To give inexpensive safety insurance, the reservoir tells at a glance when fluid is low, and feeds fluid to the brake cylinder when required.



Tire Chains

These Road-Tested tire chains are indispensable in digging the owner out of the winter's heavy snow. They are rugged, brass-cleated chains to give a greater feeling of security in hazardous driving situations.

Studebaker-Packard "Car-Care" Preparations

A complete *line* of "car-care" chemicals and preparations are available. Complete information on request. While every effort is made to list and describe accessories available, the items and information in this section are subject to change without notice.

1956

PACKARD AND CLIPPER MECHANICAL SPECIFICATIONS

For Clipper Deluxe, Super and Custom, and Packard Patrician, Four Hundred, Caribbean Convertible and Hardtop Models.

ENGINE

Number of cylinders	8
Cylinder arrangement	V-type
Valve arrangement	Overhead
Bore and stroke	4 1/8" x 3 1/2"
Clipper models	4" x 3 1/2"
Block and cylinder head material	Cast iron
Piston displacement—Packard	374 cu. in.
Clipper models	352 cu. in.
Horsepower: Packard Caribbean Series	310 h.p.
Packard Patrician & Four Hundred	290 h.p.
Clipper Custom	275 h.p.
Clipper Deluxe and Super	240 h.p.
Maximum torque: Packard 310 & 290 hp @ 2800 rpm	405
Clipper 275 hp @ 2800 rpm	380
Clipper 240 hp @ 2800 rpm	350
Compression ratio—Packard	10:1
Clipper models	9.5:1
Engine mounts	Vulcanized rubber
Exhaust (all models except Clipper Deluxe)	Dual
Clipper Deluxe	Single
Carburetor—Packard Caribbean & Hardtop	Twin—4 bbl.
Packard Patrician, Four Hundred, & Clipper Custom	Single—4 bbl.
Clipper Deluxe & Super	Single—2 bbl.

BRAKES

Type	Hydraulic 2-shoe
Effective area	208.25 sq. inches
Clipper models	191.8 sq. inches
Effective area hand brake	98 sq. inches
Clipper models	85.2 sq. inches
Drum diameter—front and rear—Packard	12" Centrifuse
—front and rear—Clipper models	11" Centrifuse
Wheel cylinder size, Packard—front, 1.125" dia.; rear, 1.000" dia.	
Clipper models	1.125" dia. and 1.0625" dia.
Power brake—Packard	Std. equipment
Clipper models	Special equipment

CAR DIMENSIONS

Wheelbase—Packard	127″
Clipper models	122″
Over-all length—Packard	218.64″
Clipper models	215.344″
Over-all height—loaded; Packard Patrician	62.3″
Packard Caribbean, all Hardtops	61.7″
Other Clipper models	62″
Over-all width	78″

CLUTCH

Type	Ultramatic
Clipper models (with std. & overdrive trans.)	Single dry plate
Facing material (with std. & overdrive trans.)	U. S. asbestos woven
Size of facing	11″ O.D.—7″ I.D.—$\frac{1}{8}$″ thick
Throw-out bearing	Prelubricated ball
Vibration neutralizer	Yes

CONNECTING ROD

Material	Steel forging
Bearing type	Detachable shell
Oil lead to piston pin	Drilled
Bearing material	Steel backed babbitt

COOLING SYSTEM

Type	Pressure
Capacity	26 qts.
Water pump	Centrifugal self-adjusting
Water pump drive	Fan belt
Driving pulley	On crankshaft
Fan belt	$\frac{3}{8}$″ x 56$\frac{11}{16}$″—Vee 36°
Heat indicator	Electric
Radiator cap	11 to 13 lbs. pressure type
Radiator	Tube and fin
Thermostat	Dole type

CRANKSHAFT

Type	Counterbalanced
Material	705 cast steel
Number of counterweights	6 cast integral
Number of main bearings	5
Projected main bearing area	43.461 sq. inches
Thrust taken on	No. 5 Rear main bearing
Main bearing material	Steel backed babbitt; special composite
Vibration damper	Rubber suspension
Crankshaft sprocket	Heat treated steel

CAMSHAFT

Material	Iron alloy casting
Camshaft drive	Silent chain
Length and width of chain	64 links, 1.000″
Number of camshaft bearings	5
Sprocket—material	Cast iron—hardened

STEERING GEAR

Make	Packard-Gemmer
Type	Worm and 3-tooth roller
Ratio—Over-all (Conventional) Packard	30.9:1
Clipper models	30.9:1
Ratio Over-all (Power) Packard and Clipper	19.9:1
Minimum turning diameter—curb-to-curb (Conventional)	
Packard	45 feet
Clipper	43 feet
Minimum turning diameter—curb-to-curb (Power)	
Packard	43 feet
Clipper	41 feet
Power steering, Packard—Bendix & Monroe	Special equip.
Caribbean	Std. only
Type	Independent parallelogram
Steering knuckle	Reverse Elliot
Thrust bearing	Steel ball bearing
Wheel bearing—inner and outer	Tapered roller
Tread, Packard	60″
Clipper models	59.7″
Steering wheel	18″, 2 spokes

FUEL SYSTEM

CARBURETOR—make and type:	
Caribbean models	Rochester; downdraft twin 4-barrel
Patrician & Four Hundred	Rochester; downdraft 4-barrel
Clipper Custom	Carter; downdraft 4-barrel
Clipper Super & Deluxe	Carter; downdraft 2-barrel
Gasoline feed	Mechanical pump
Pump drive	Off camshaft
Gasoline filter	Ceramic
Gasoline gauge	Electric
Gasoline tank capacity	20 gal.
Air Cleaner and silencer	Oil bath—standard equipment
Clipper models	Oil bath std. equip. (40 Series-62-67 not in car price)
Carburetor heat control	Thermostatic
Automatic choke	Climatic controlled

OILING SYSTEM

Type	Full pressure
Oil pump type	Gear
Crankcase capacity	5 qts.
Oil filter location	Left side
Oil filter—Packard and all Clipper models	Standard equipment
Oil measuring stick	Right bank oil pan
Oil pump intake	Floating screen
Crankcase ventilator	Yes
Oil pressure—normal driving	40-50 lbs.

PISTON

Type	Auto-Thermic
Material	Aluminum alloy
Weight	1 #10 oz. ea.
Clipper models	1 #8¾ oz. ea.
Type pin	Floating
Lubrication of pin	Splash & gravity
Number of oil rings per piston	1
Number of compression rings per piston	2
Location of rings	Above pin.

REAR AXLE

Type	Semi-floating
Final drive	Hypoid gears
Propulsion	Through torque arms
Axle housing	Built-up type
Oil capacity—Packard	3½ pints
Clipper models	3 pints
Wheel bearings	Ball bearings
Tread—Packard	$60\frac{23}{32}$″
Clipper models	$59\frac{53}{64}$″
Gear ratio—standard transmission	3.54:1
Overdrive	3.54:1
Ultramatic—Packards (opt.)	3.54:1, 3.31:1, 3.07:1, 2.87:1
Ultramatic—Clippers (opt.)	3.54:1, 3.31:1, 3.07:1, 2.87:1

TORSION BAR SUSPENSION

Shock absorbers	Hyd. direct-acting
Torsion bars—size	9 ft. long
2 compensator bars—size	Approx. 4 ft. long
Stabilizers—front	Front sway bar
rear	Rear sway bar
Material	Steel
Load Levelizer	Motor-driven

TRANSMISSION

Make and type—Standard	Warner Gear
Overdrive	Warner Gear
Automatic	Packard Ultramatic
Shift	Push-Button and selector
Oil capacity—Standard trans.	3¼ pints
O.D. unit	1¼ pints
Ultramatic	12 quarts
Filler cap dip stick—Ultramatic	At right of engine

VALVES

Valve arrangement	Overhead
Valve head diameter—intake and exhaust	2.000″ and 1.687″
Valve material—inlet	Silicrome steel
exhaust	Austenitic steel
Exhaust pipe diameter	2″
Muffler size—Packard (oval)	8.125″ x 4.500″ x 26″
Clipper models	8.125″ x 4.500″ x 26″
Resonator size—Packard (oval)	4.500″ x 8.250″ x 12″
Clipper models (round)	5.125″ x 10″

WHEELS

Type	Demountable disc
Size and type of rim—Packard	15″ x 6″ "L"
Clipper models	15″ x 5½″ "K"
Size of tire—Packard	8.00 x 15″—4 ply
Clipper models	7.60 x 15″—4 ply
Recommended tire pressure (cold) (front and rear)	24 lbs.

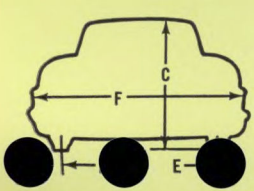
ELECTRICAL —12 Volt System Throughout

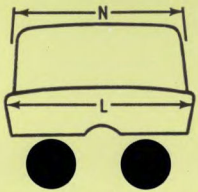
Battery make	Auto-Lite or Willard
Capacity	60 amp. hr.
Plates	54
Spark control	Full automatic
Distributor—vacuum controlled—Packard	Delco
Clipper models	Auto-Lite
Spark plug size	14 MM
Spark plug—make and type	Champion N-18
Spark plug gap	.033″—.037″
Generator make (belt drive)—Packard	Delco
Clipper models	Auto-Lite
Generator output—maximum	30—40 amps.

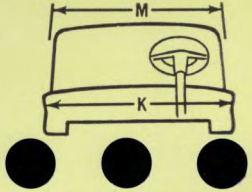
ELECTRICAL *continued*

Starter motor—Packard	Delco
Clipper models	Auto-Lite
Starter drive—Packard	Solenoid actuated shift
Clipper models	Solenoid actuated shift
Head, tail and stop light current	Thermostatic
Direction signals—Packard and Clipper	Yes
Directional signal current protection	Fused
Headlight bulb—sealed beam	50—40 watts
Horn location	Radiator cradle support
Clock—make and type—Packard	Borg-Electric
Clipper Custom	Borg-Electric
Clipper Super and Deluxe	Special equip. but comes on all cars
Ignition coil—Packard	Delco
Clipper models	Auto-Lite

MODEL MEASUREMENTS	A	B	C	D FRONT	E REAR	F	G	H	I	J	K	L	M	N
Clipper Custom Hardtop (5667)	122	215.344	61.7	59.7	59 63/64	78.0	43.3	43.8	36.2	35.5	62.8	53.6	57.0	55.5
Clipper Custom 4-Door (5662)	122	215.344	62.0	59.7	59 63/64	78.0	43.3	43.8	36.2	34.5	62.8	62.0	57.0	55.5
Clipper Super Hardtop (5647)	122	215.344	61.7	59.7	59 63/64	78.0	43.3	43.8	36.2	35.5	62.8	53.6	57.0	55.5
Clipper Super 4-Door (5642)	122	215.344	62.0	59.7	59 63/64	78.0	43.3	43.8	36.2	34.5	62.8	62.0	57.0	55.5
Clipper Deluxe 4-Door (5662)	122	215.344	62.0	59.7	59 63/64	78.0	43.3	43.8	36.2	34.5	62.8	62.0	57.0	55.5
Packard Patrician (5682)	127	218.64	62.3	60.0	60.9	78.0	43.0	48.8	36.2	34.9	62.8	62.0	57.0	55.5
Packard Four Hundred (5687)	127	218.64	61.7	60.0	60.9	78.0	43.0	43.8	36.2	35.5	62.8	53.6	57.0	55.5
Packard Caribbean Hardtop (5697)	127	218.64	61.7	60.0	60.9	78.0	43.0	43.8	35.7	35.0	62.8	49.5	57.0	48.5
Packard Caribbean Convertible (5699)	127	218.64	61.7	60.0	60.9	78.0	43.0	43.8	35.7	35.0	62.8	49.5	57.0	48.5







COMPARISON SECTION

Packard Leads Them All

"The Greatest Packard of Them All" moves confidently into the spotlight in 1956 to take on all competition regardless of make or price. Never before have Packard dealers and salesmen had such an outstanding edge on competition as they have with the 1956 Packards. On page 4 you'll see how Packard compares inch for inch on the major specifications —but the Packard story of supremacy goes beyond just columns of dimensions. It is found in the many exclusive engineering features in Packard—for it is only in Packard that you will find the "Twin-Traction Safety Differential," "Electronic Push-Button Ultramatic Transmission," the now famous "Torsion-Level Ride," the powerful V-8's that top the field with as high as 310 horsepower. Match Packard point for point with any car and prove to yourself and potential customers that this is truly "The Greatest Packard of Them All."

Clipper—Out Front of Competition

No idle boast is the slogan "Clipper—America's Finest Medium-Priced Car." In the next few pages you'll see how Clipper compares with competition, how it leads in the important specifications and what a terrific selling package it offers you.

Only Clipper offers the only new ride in its field—the famous Torsion-Level Ride. Only Clipper has the Packard-engineered exclusive features that no other car in the medium-price field offers.

Check the specifications and the many features that Clipper has and use them to put you in the "volume selling" market.

Feature-for-Feature Comparison Proves Clipper's Important Advantages

	Clipper* Super Hardtop	Dodge* Custom Royal	Mercury* Custom & Monterey	Pontiac* Star Chief
Wheelbase	122″	120″	119″	124″
Over-all Length	214.8″	212.0″	206.4″	212.6″
Front Head Room	36.2″	35.5″	35.2″	36″
Rear Head Room	35.5″	34.9″	33.9″	35.9″
Leg Room—Front	43.3″	44.5″	43.8″	43.4″
Leg Room—Rear	43.8″	45″	42.8″	42″
Front Seat Height	13.8″	13.4″	12″	13.7″
Rear Seat Height	13.4″	12.8″	13.1″	12.2″
Front Seat Vertical Rise	1″	1.1″	.4″	.5″
Horsepower	240 h.p.	230 h.p.	210 h.p.	227 h.p.
Maximum Torque	350		312	312
Carburetor	Dual	Dual	Four Barrel	Four Barrel
Dual Exhaust System	Yes	No (Single)	Yes	Yes
Front Suspension	Torsion Bar	Coil	Coil	Coil
Rear Suspension	Torsion Bar	Leaf	Leaf	Leaf
12-Volt Ignition System	Yes	Yes	Yes	Yes
Transmission	Torque converter with gears	Torque converter with gears	Torque converter with gears	Fluid coupling with gears
Compression Ratio	9.5:1	8:1	8:1	8.9:1
Displacement	352 cu. in.	315 cu. in.	312 cu. in.	316.6 cu. in.
Rear Axle Ratio	2.87:1	3.73:1	3.73:1	3.64:1
Engine Type	V-8	V-8	V-8	V-8

Feature-for-Feature Comparison Proves Clipper's Important Advantages

Oldsmobile 98*	Oldsmobile 88*	Buick Super*	Clipper Custom*	Chrysler Windsor*	Chrysler New Yorker*	De Soto Fireflite*
126″	122″	127″	122″	126″	126″	126″
212.29″	203.29″	216″	214.8″	219.9″	221.2″	217.9″
35.5″	35.5″	36.6″	36.2″	35.1″	35.1″	35.1″
33.8″	34.6″	35.2″	34.5″	34.5″	34.5″	34.5″
43.1″	44.4″	43.1″	43.3″	45.7″	45.7″	45.7″
42.8″	42.5″	45.8″	43.8″	44.7″	44.7″	44.7″
13.1″	13.4″	13.4″	13.8″	13.3″	13.3″	13.3″
13″	12.3″	12.6″	13.4″	13.7″	13.7″	13.7″
.4″	.4″	.9″	1.000″	1.1″	1.1″	1.1″
240 h.p.	230 h.p.	255 h.p.	275 h.p.	225 h.p.	280 h.p.	255 h.p.
350	340	341	380	Not Available	Not Available	Not Available
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Yes	Yes	Yes	Yes	No (Single)	Yes	No (Single)
Coil	Coil	Coil	Torsion Bar	Coil	Coil	Coil
Leaf	Leaf	Leaf	Torsion Bar	Leaf	Leaf	Leaf
Yes	Yes	Yes	Yes	Yes	Yes	Yes
Fluid coupling with gears	Fluid coupling with gears	Not Available	Torque conv. with gears	Torque conv. with gears	Torque conv. with gears	Torque conv. with gears
9.25:1	9.25:1	9.5:1	9.5:1	8.5:1	9:1	8.5:1
324.3 cu. in.	324.3 cu. in.	322 cu. in.	352 cu. in.	331 cu. in.	354 cu. in.	330 cu. in.
3.42:1	3.61:1	3.36:1	3.07:1	3.54:1	3.36:1	3.54:1
V-8	V-8	V-8	V-8	V-8	V-8	V-8

* Information from Official Sources

Feature-for-Feature Comparison Proves Packard's Important Advantages

	Packard* Patrician	Lincoln* Premiere	Cadillac* Series 62	Chrysler* Imperial	Mark II* Continental
Wheelbase	127″	126″	129″	133″	126″
Over-all Length	218.5″	222.8″	214.9″	229.6″	218.5″
Front Head Room	36.2″	35.4″	35.8″	35.1″	35.12″
Rear Head Room	34.9″	34.1″	35.1″	35″	34.56″
Leg Room—Front	43″	44.8″	43.3″	45.7″	42.50″
Leg Room—Rear	48.8″	42.5″	46.3″	45.7″	39.06″
Front Seat Height	13″	12.1″	13.8″	13.3″	12.83″
Rear Seat Height	13.8″	12.2″	12.8″	12.7″	13.25″
Front Seat Vertical Rise	1.000″	2.2″	.3″	3.1″	1.50″
Horsepower	290 h.p.	285 h.p.	285 h.p.	280 h.p.	Not Available
Maximum Torque	405	402	400	Not Available	Not Available
Four Barrel Carburetor	Yes	Yes	Yes	Yes	Yes
Dual Exhaust System	Yes	Yes	Yes	Yes	Yes
Front Suspension	Torsion Bar	Coil	Coil	Coil	Coil
Rear Suspension	Torsion Bar	Leaf	Leaf	Leaf	Leaf
12-Volt Ignition System	Yes	Yes	Yes	Yes	Yes
Transmission	Torque Conv. & plan. gear	Torque Conv. & plan. gear	Fluid coupling with gears	Torque conv. with gears	Torque conv. with gears
Compression Ratio	10:1	9:1	9.75:1	9:1	9:1
Displacement	374 cu. in.	368 cu. in.	365 cu. in.	354 cu. in.	368 cu. in.
Rear Axle Ratio	3.54:1	3.07:1	3.07:1	3.54:1	3.07:1
Engine Type	V-8	V-8	V-8	V-8	V-8

INDEX

CODE SYMBOLS: PA—PACKARD SECTION; CL—CLIPPER; EN—ENGINE; TR—TRANSMISSION; SU—SUSPENSION; CH—CHASSIS; BO—BODY; PO—POWER ASSISTS; AI—AIR CONDITIONING; AC—ACCESSORIES; SP—SPECIFICATIONS; CO—COMPARISON.

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