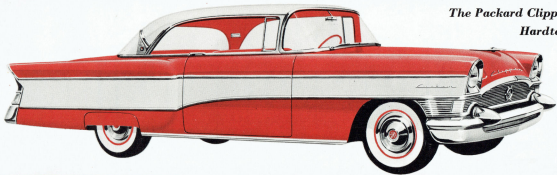


MAKE A DOUBLE DISCOVERY...



*The Packard Clipper
Hardtop*

DISCOVER *the luxury of a Packard Clipper!* DISCOVER *how little it costs to own!*

DISCOVER THE DIFFERENCE

between the Packard Clipper and other medium-price cars

Here are the facts on the leading makes in the medium-price class—a comparison of basic engineering features that determine what a car offers you in performance, comfort, safety and convenience.

Come in and drive the Packard Clipper to see what a difference its advanced engineering makes. And see how easily you can move up to Packard, thanks to the highest trade-in allowances we have ever made.

	CLIPPER	CAR "B"	CAR "O"	CAR "M"	CAR "D"
TOP ENGINE HORSEPOWER AND COMPRESSION	275 h.p. 9½ to 1	255 h.p. 9½ to 1	240 h.p. 9¼ to 1	225 h.p. 9 to 1	255 h.p. 8½ to 1
AUTOMATIC TRANSMISSION	Advanced Ultramatic	Yes	Yes	Yes	Yes
DRIVE SELECTOR	Electronic Touch-Button	Lever Type	Lever Type	Lever Type	Mechanical Push-Button
TYPE OF SPRINGING	Torsion-Bar Suspension	All Coil Springs	Coil and Leaf	Coil and Leaf	Coil and Leaf
LOAD LEVELIZER	Yes	No	No	No	No
TYPE OF DIFFERENTIAL	Twin-Traction Safety	Standard	Standard	Standard	Standard

All facts listed are taken from manufacturers' published 1956 specifications.

PACKARD SCORES LARGEST INCREASE IN RESALE VALUE OF ANY CAR!

Official industry figures show that during the past year, Packard has shown the highest increase in resale value of any car in the land—a tribute to the advanced features only Packard offers!



This is your year to
**MOVE UP TO
PACKARD**

*Exclusive Engineering Features
you get only in CLIPPER!*



275 Horsepower—Top-power V-8 in its field, teamed with dual-range Ultramatic Transmission, gives you surging response at any speed, with reserve power for safety.



Electronic Touch-Button Driving—Drive selector a finger's length from the steering wheel gives you easy, instant choice of 6 operation ranges, including Park, High, cruising range.



Twin-Traction Safety Differential—Instantly shifts power from wheel that's spinning to the other wheel—guards against skidding—pulls you out of mud, snow and sand.



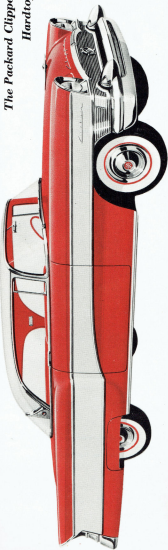
Torsion-Level Ride—9-foot steel torsion bars connect front to rear wheels to smooth out roughest roads, hold you level on curves, give riding comfort no car with old-fashioned coil or leaf springs can match.



Load Levelizer—Automatically returns Clipper to normal level when rear sags under weight of passengers and luggage—for a more comfortable, smoother, safer ride.



The Packard Clipper
Hardtop



MAKE A DOUBLE DISCOVERY...

DISCOVER the luxury of a Packard Clipper! DISCOVER how little it costs to own!

This is your year to
**MOVE UP TO
PACKARD**

Exclusive Engineering Features
you get only in **CLIPPER!**



275 Horsepower—Top-power V-8 in its field, teamed with dual-range Ultramatic Transmission, gives you surging response at any speed, with reserve power for safety.



Electronic Touch-Button Driving—Drive selector a finger's length from the steering wheel gives you easy, instant choice of 6 operation ranges, including Park, High, cruising range.



Twin-Traction Safety Differential—Instantly shifts power from wheel that's spinning to the other wheel—guards against skidding—pulls you out of mud, snow and sand.



Torsion-Level Ride—9-foot steel torsion bars connect front to rear wheels to smooth out roughest roads, hold you level on curves, give riding comfort no car with old-fashioned coil or leaf springs can match.



Load Levelizer—Automatically returns Clipper to normal level when rear sags under weight of passengers and luggage—for a more comfortable, smoother, safer ride.