



THE
NEW PACKARD
POWER
STORY

More
POWER
at the
Rear Wheels
Where it
COUNTS*

POWER IN THE modern automobile has a threefold purpose — to make all your driving easier, safer and more enjoyable. To these all-important ends the *new* Packard and '56 Clipper are more thoroughly dedicated than any other cars on the road. World-famed Packard creative engineering brings you, in these great new cars, abundant power for every driving condition — more power delivered at the rear wheels to answer your driving commands swiftly, silently and safely.

**The new Packard delivers more driving force at the rear wheels than any other passenger car.*

In **CITY TRAFFIC**

Along the boulevard or at the intersection, the accent is on agility and smooth response. And in the *new* Packard and '56 Clipper you command action as eager as you desire. A silken-smooth power surge to put you out front when the light turns green, or to sprint you out of any traffic tight spot. Just put your foot down and GO!



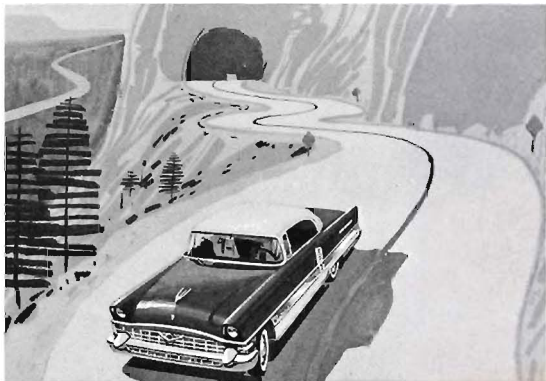
Eager, responsive power for any traffic situation.

On The **OPEN ROAD**

Out on the freeway, effortless cruising is the order of the day. And these great new cars just "breeze along" hour after hour, never really exerting themselves. But should you need a sudden burst of power for passing . . . or to flatten a tall hill . . . you can summon it in a twinkling from the brimming power reserve.



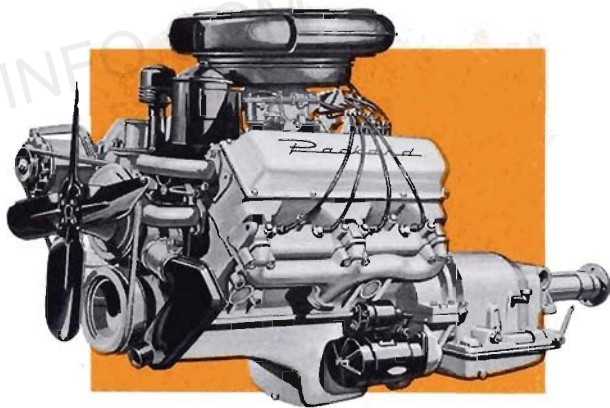
Power for smooth going on the open road *plus* the greatest reserve for passing or climbing.



MIGHTY **V-8** ACTION

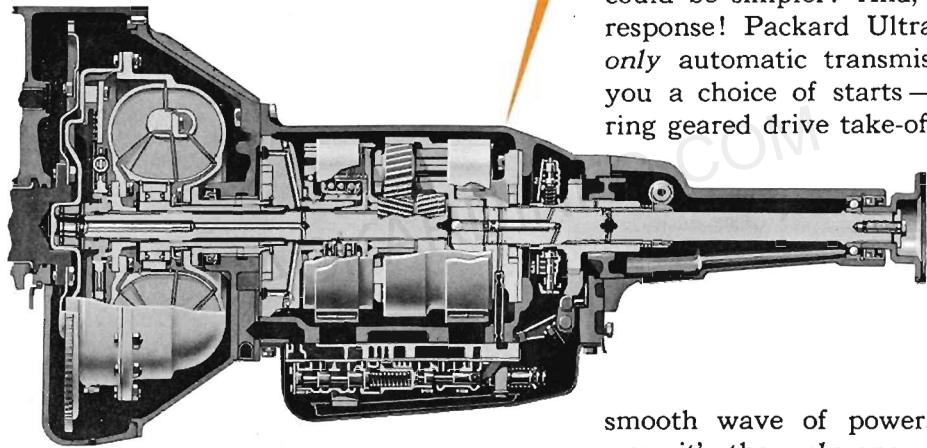
Supplying power in seemingly limitless quantities are the finest automobile engines in the world today. They set new highs for horsepower — Packard V-8 310 hp; Clipper V-8 275 hp. They set new highs for driving force at the rear wheels (torque); Packard compression ratio is 10:1, none higher in any passenger car, and the Clipper ratio of 9.5:1 is highest in the medium-price field. Simplified, these statistics mean more *driving* power from these two free-breathing, low-friction marvels of efficiency. They are designed to get

more work from every drop of fuel and to continue doing so throughout long and useful lives.



Mightiest, most modern V-8 engines — Packard 310 hp; Clipper 275 hp.

ELECTRONIC PUSH-BUTTON ULTRAMATIC



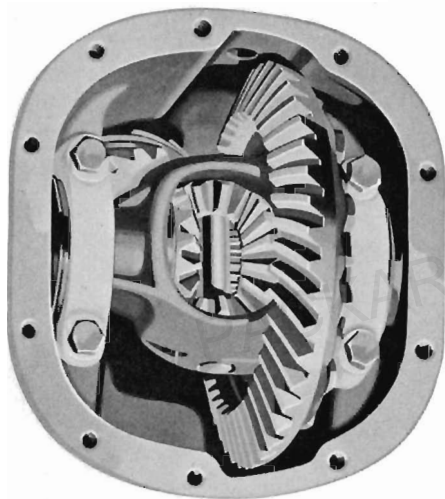
Electronic Push-Button Ultramatic . . .
you command it with a fingertip.

With Electronic Push-Button Ultramatic you have automatic driving at its finest, Drive . . . Reverse . . . Park . . . all the others, all selected with just the tip of your finger! What could be simpler? And, what nimble response! Packard Ultramatic is the *only* automatic transmission offering you a choice of starts—ground-blurring geared drive take-off, or a single,

smooth wave of power. And under way, it's the *only* one with a choice of "kick-down" power bursts for emergencies—push the accelerator down for a sudden surge of reserve power . . . *all the way down* for the greatest accelerating force in any passenger car!

POWER PAY-OFF . . .

TO FIT YOUR NEEDS

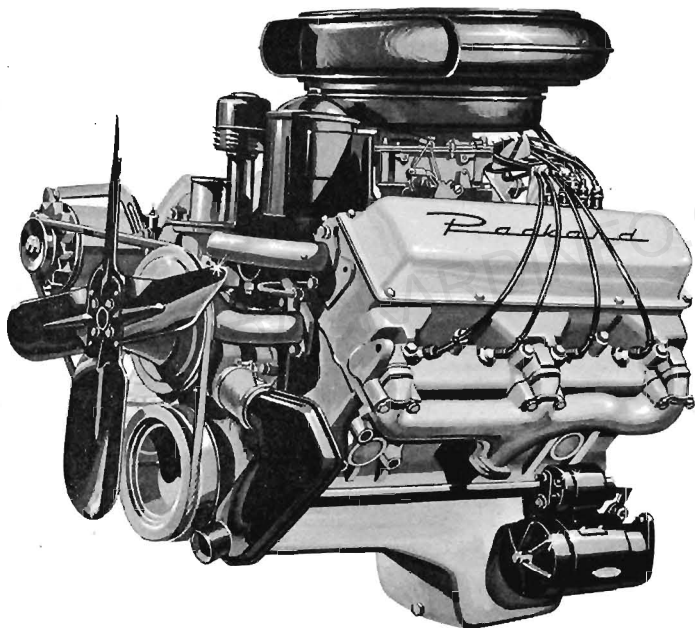


New Packard and Clipper provide industry's widest range of rear axle ratio options.

Because Packard-built engines deliver more driving force (torque) at the rear wheels, owners have a choice of four rear axle options — by far the widest range in the industry. Depending upon your individual driving needs, you can select the all-out performance of the 3.54 to 1 ratio, intermediate ratios of 3.31 or 3.07 to 1, or the outstanding new maximum-economy axle ratio of 2.87 to 1, which with Ultra-matic delivers gas savings comparable to the finest overdrive.

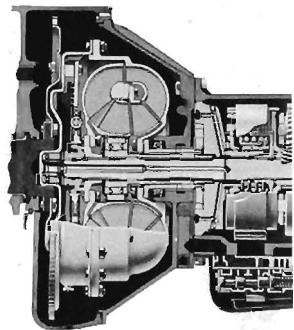


POWER TRAIN . . . FULLY CO



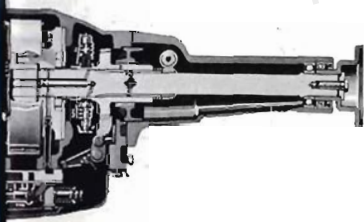
Brilliant V-8 engines . . .
Packard-engineered to *produce more driving force.*

AT EVERY POINT in the power train — engine, transmission, rear axle — efficiency has been the key to design. Each component has been designed for peak efficiency in itself and as a coordinated member of the might

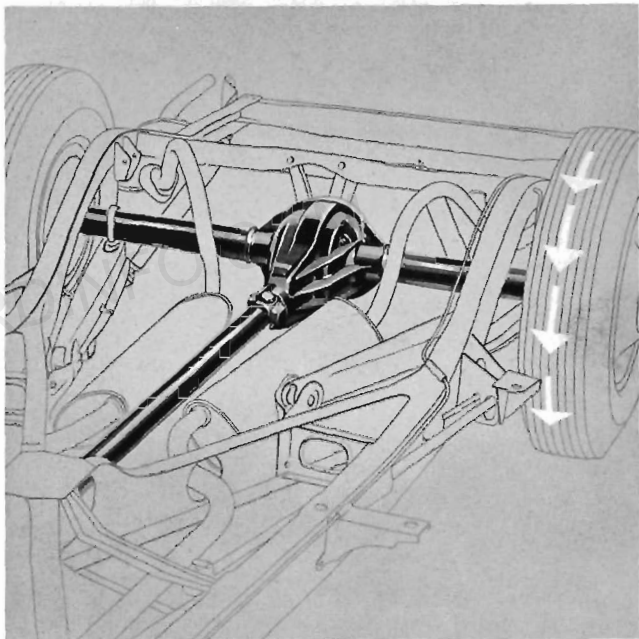


RDINATED FOR MODERN DRIVING

power team. From big, brawny V-8 engines through high-torque-output Ultramatic transmission and efficient rear axles, Packard engineering puts the emphasis on *usable driving power* rather than just horsepower.



Ultramatic Transmission . . .
Packard-engineered to *multiply this* driving force.



"Power Pay-Off" rear axles . . . Packard-engineered
to *deliver this* driving force.

POWER FEATURES *To Do The Work*



Power Steering takes up to 80% of the steering work out of driving. Parking and all other low-speed maneuvering become simple finger-tip operations.



Power Brakes require up to 40% less normal pedal pressure to bring car to a swift, sure stop. New wider pedal makes braking easier with either foot.

of Driving

Never before has driving been so nearly automatic as you'll find it in the new Packard and '56 Clipper. Power again is the key . . . power to do the work of driving, at the tip of your finger or the touch of your toe. Power to make driving more restful and relaxing.

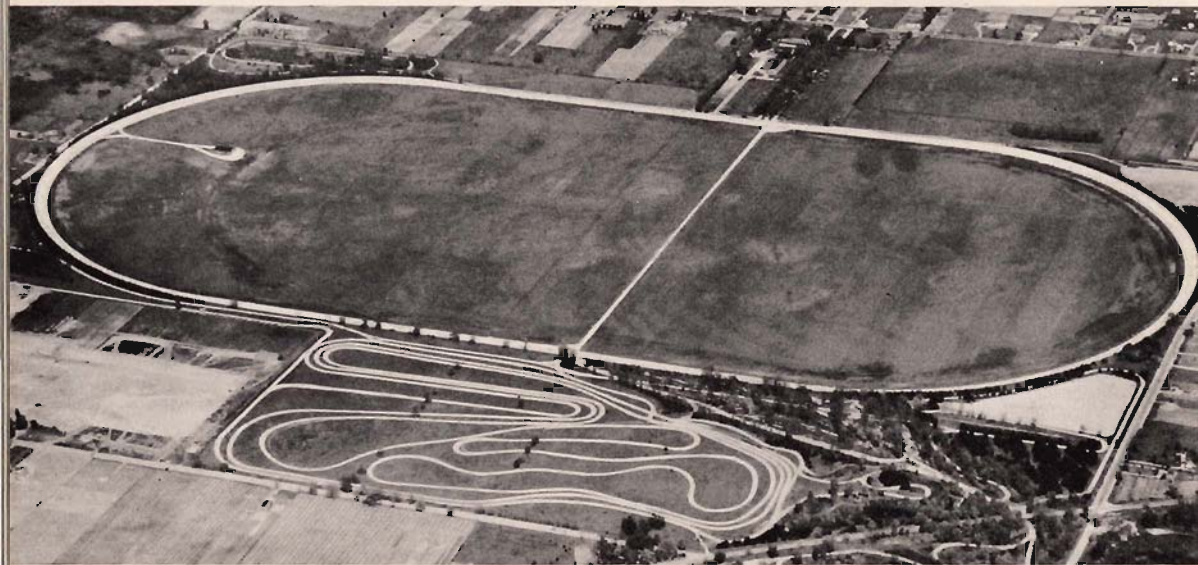


Power Seat with single 4-way toggle switch makes seat adjustment simple, quick. Seat moves in direction switch is pressed — up, down, forward or back.



Power Windows, at just a touch of the button, are smoothly, silently raised or lowered. For safety, power is "locked out" at ignition switch.

RIGOROUS TESTING SCHEDULE AT



Aerial view of Packard Proving Grounds. From this secluded, unpretentious 560-acre tract near Utica, Michigan, have come some of the greatest automotive engineering achievements of all time.

THE PACKARD PROVING GROUNDS

Between the engineering laboratory and the production line stands the proving grounds. Taking over here is a group of specialists skilled in the art of making automobiles give up their secrets. These men drive test cars as no other cars will ever be driven. They

subject them to every form of carefully calculated experimental torture. They prove them beyond any question. And, from literally years of testing . . . millions of miles of this give-no-quarter driving . . . come the superb members of the great Packard power team.



Through water, sand, up-hill and down, tests prove all drive train components. Here a few hours can equal years of normal driving.



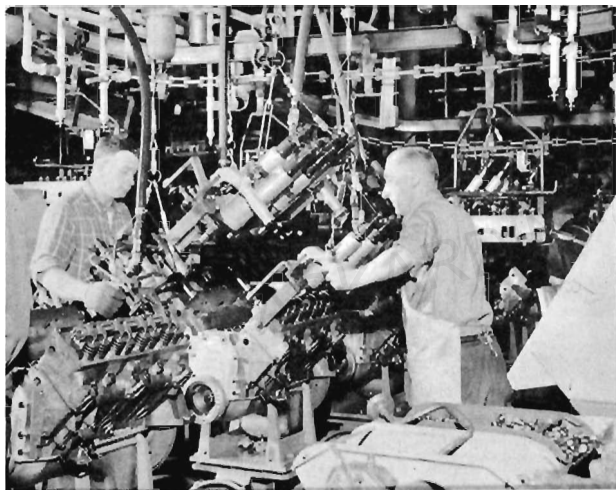
High-speed endurance testing follows clock around to prove engine's ability and stamina under most rigorous conditions.



Through every mile of proving grounds testing, engineers maintain precise performance checks with latest scientific instruments.

PACKARD'S MASTER MOTOR BUILDERS...

Proud That They're Hard to Please



At the test stand or on the test track, Packard engineers work constantly to bring you the finest engines for the world's finest cars.

Behind the Packard power team is the great team of Packard engineers — the world's master motor builders. Theirs is a proud tradition of creative craftsmanship. From this brilliant tradition has come motive power for peace and war . . . great engines to power automobiles, planes and ships. These men are never satisfied with less than perfection. Being Packard engineers, they are proud that they're hard to please. And, because they are, we are able to bring you the finest automobiles on the American road — the new Packard and '56 Clipper.

DRIVING
RESULT—**MORE / POWER** TO YOU!



Discover for yourself how much *more* driving power you get in a Packard-

built car. Drive the new Packard or '56 Clipper *today*.



ASK THE MAN
WHO OWNS ONE
