HOW PACKARD TORSION-LEVEL SUSPENSION GIVES YOU THE

SMOOTH SAFE RIDE

YOU'RE NOW ENJOYING

ADVANCED NEW PACKARD-PROVED SUSPENSION

Exclusive on Packards and New Clipper Series by Packard

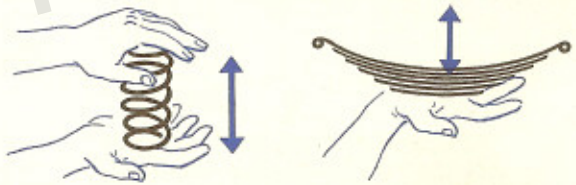
OBSOLETES COIL AND LEAF SPRINGS

Remember the jolts and jounces you experienced in cars with coil and leaf springs? The roll on cornering? The pitch when stopping? The rear-end dip from quick starts? By the very nature of their design, coil and leaf springs must necessarily give an unsatisfactory, bouncing and fatiguing ride at best. Now these old-fashioned suspension systems with their shortcomings have been made obsolete by Packard's exclusive Torsion-Level Ride.

HERE'S WHY:

OLD-STYLE COIL AND LEAF SPRINGS

Conventional suspensions use coil springs in front, leaf springs in back. When the wheels go over a bump, the shock is partially absorbed by the springs. But because they are attached to the frame, the force must carry through the springs to the body. Thus, the force of the bump is taken at one point on the frame and is transmitted to you as jolt, roll and pitch.

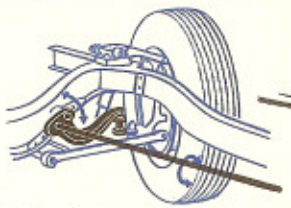


Coil Springs

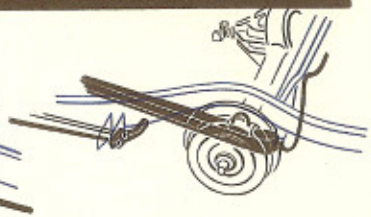
Leaf Springs

PACKARD·TORSION-LEVEL RIDE

In Torsion-Level Ride, both springs are replaced by a single Torsion Bar on each side. Force from bumps twists this bar. This twist is called *torsion*, hence the name "Torsion-Level Ride."



At the front end, a load arm replaces the coil.



At the rear end, another load arm presses against the torque arm running from axle to frame.

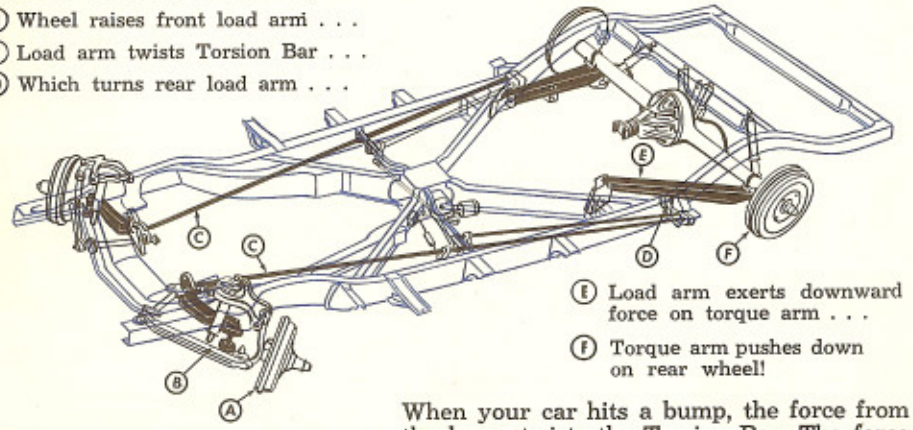
FOR NEW SMOOTHNESS, SAFETY AND CONTROL

The more you drive your new car, the more you will realize how amazingly smooth, quiet and relaxing Torsion-Level Ride really is!

See the extra handling ease in traffic! See how fresh you arrive after long trips! See the extra comfort and safety as the ownership miles add up! And when you trade, see how the plus of Torsion-Level Ride enhances value! *Official used car figures show that Packard-built cars with Torsion-Level Ride have increased in resale value faster than any other cars in America!*

TORSION-LEVEL RIDE...IN DETAIL

Ⓐ Bump drives front wheel up . . .
Ⓑ Wheel raises front load arm . . .
Ⓒ Load arm twists Torsion Bar . . .
Ⓓ Which turns rear load arm . . .

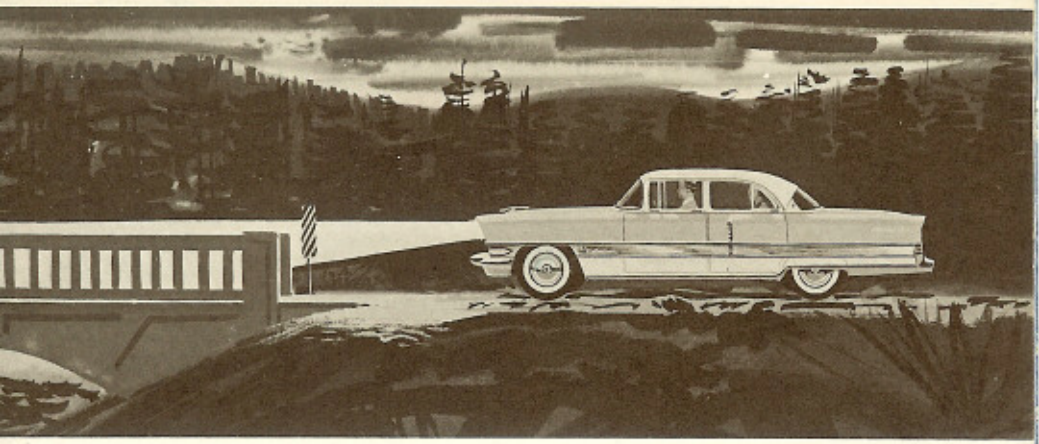


Ⓔ Load arm exerts downward force on torque arm . . .

Ⓕ Torque arm pushes down on rear wheel!

On curves and when turning, the Torsion Bar loads the front and rear wheels simultaneously. This doubles spring stiffness . . . helps eliminate front end dip and side sway . . . gives the safest handling and flattest cornering of any car.

When your car hits a bump, the force from the bump twists the Torsion Bar. The force travels the length of the twisting bar and pushes *down* on the rear wheel. The road won't let the wheel go down, so for all performance purposes the force is dissipated. All the action takes place in the Torsion Bar, *not on the car!* You enjoy a ride that's so smooth it even beats riding on air.



AUTOMATIC LEVELIZER MAKES DRIVING SAFER

In addition to the Torsion-Bar Suspension, Packard-built cars are equipped with an automatic Levelizer. Its function is to keep your car level at all times.

Two Levelizer bars, one on each side, are attached to the main Torsion Bars and to the Levelizer Motor. When the weight of passengers and luggage is added to the rear of your car, the rear end sags. But then your Levelizer Motor takes over, and within 7 seconds it raises the car back to design height.

Your driving is safer because your headlights are always aimed correctly, not upward into the eyes of oncoming drivers. Safer because the rear end sag that increases the problem of handling and control is completely eliminated. More comfortable, too, because with conventional suspensions, this sag consumes much of the spring's jounce space and lessens the distance the springs can flex before the car "bottoms." With Torsion-Level Ride, the Levelizer automatically compensates for load changes to give you a constant jounce space at all times, making "bottoming" next to impossible.

When passengers and luggage are loaded into the rear of a car, there is a decided sag at back. Front of car is tilted upward, out of line.

But in just 7 seconds, the Levelizer returns your Packard-built car to level design height for maximum smoothness and driving control.

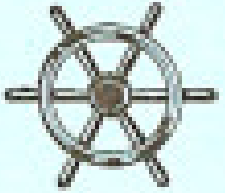
PACKARD-CLIPPER DIVISION

STUDEBAKER-PACKARD CORPORATION • DETROIT 32, MICHIGAN

Form No. PC-130

Litho in U.S.A.

Straight facts that can save you a $3,000 mistake



Take the great Clipper Torsion-Level CHALLENGE RIDE . . . then see if you want to spend your money on any other car that gives you only half the performance, comfort, smoothness, quiet and ride!

SALESMAN: