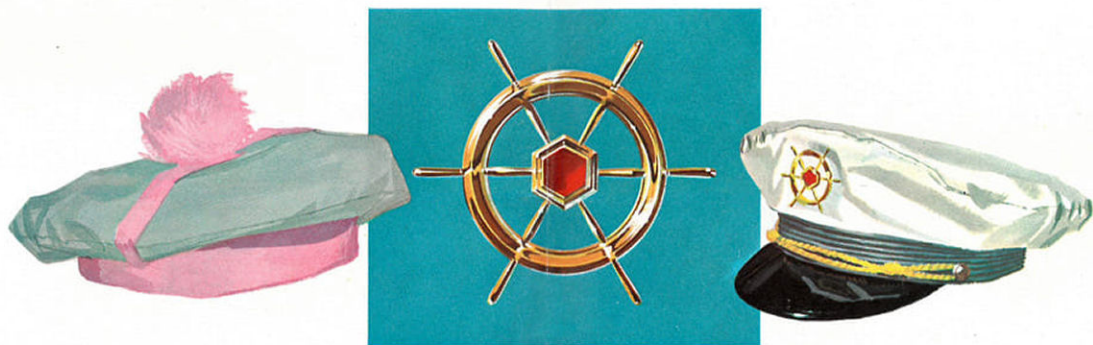


THE NEW



'56 *Clipper*

WITH TORSION-LEVEL RIDE

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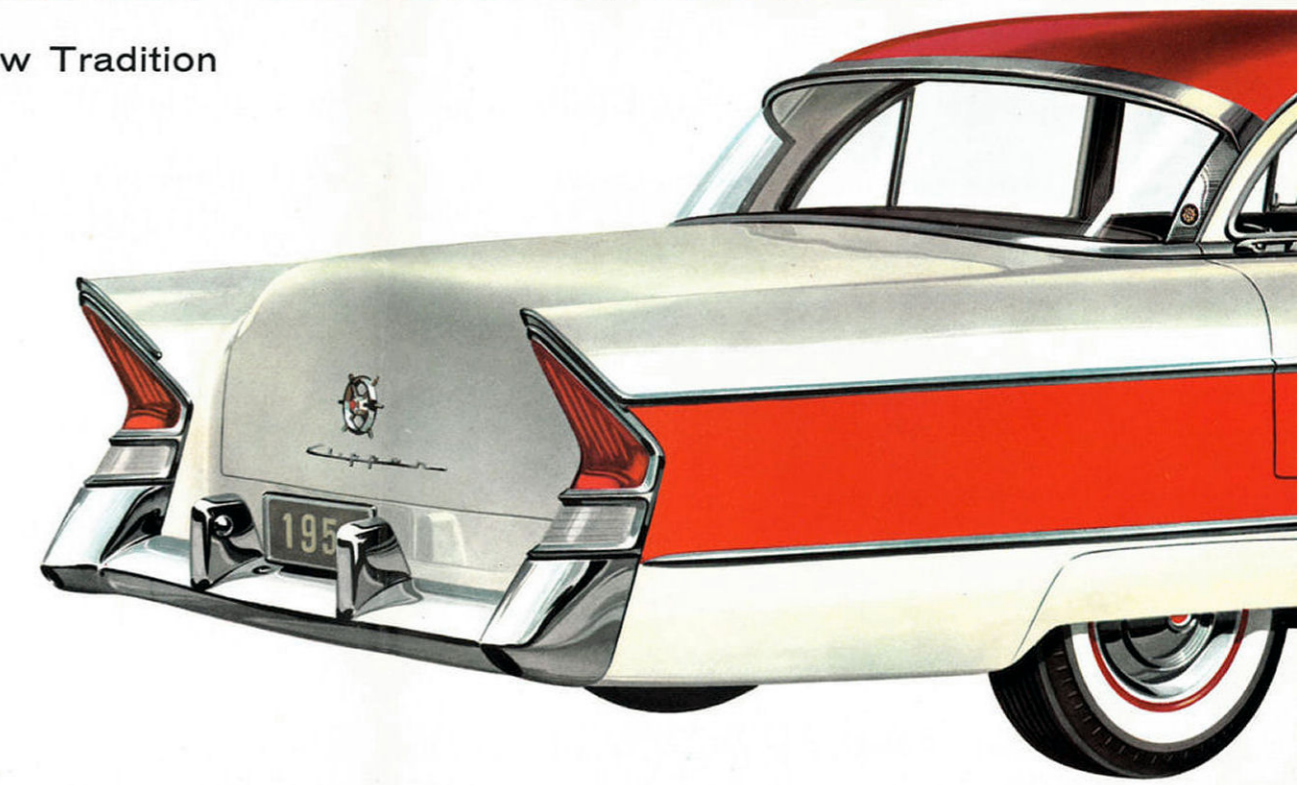


The Story of a New Tradition

The 1956 Clipper is indeed a new tradition. It is a thorough blending of all that the famous Clipper ships of old represented in craftsmanship, grace, beauty and utility interpreted in terms of the most advanced thinking of this automotive era.

In the '56 Clipper you have motoring at its finest — the only car in its field with famous Torsion-Level Ride. In the '56 Clipper too, is the spirit of high adventure and zestful vigor that typified the Clippers of the high seas.

The story of this new car is thrilling and dramatic, and we have set it down in narrative style so you might enjoy it in full. No less thrilling and dramatic is the '56 Clipper itself, and we sincerely hope that when you have read the story you will drive the car and learn of the new tradition first hand.





"Blue is the sky and as blue the sea . . . And cutting each wave with her head up proud is the lady that is known as Clipper."

— from an old sea chantey

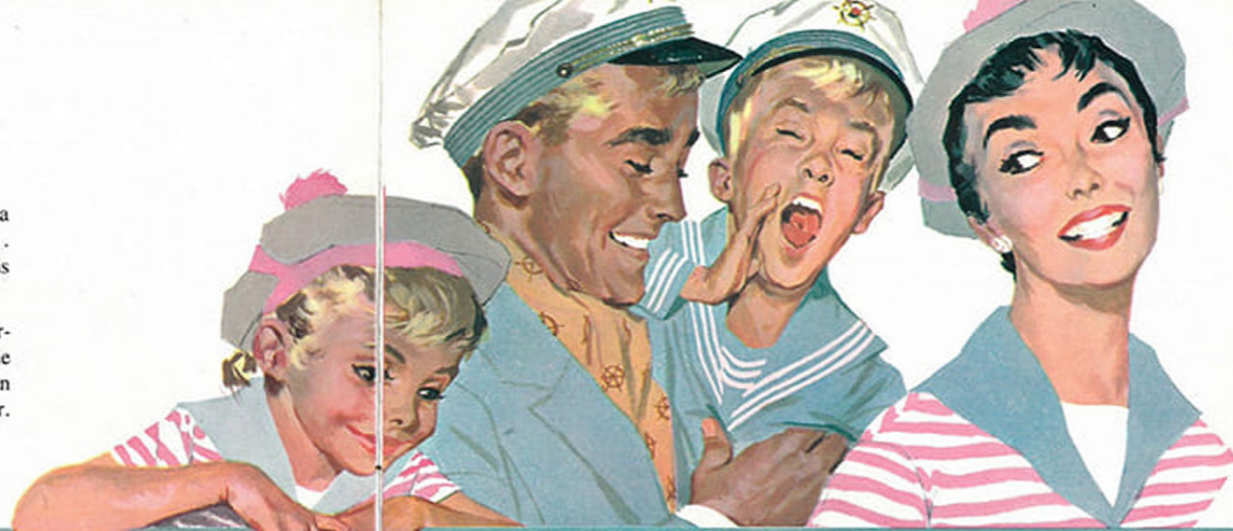
THE CLIPPER IS A LADY

You may never know the throb of a deck in a running sea . . . feel the sting of salt spray . . . or see clean, white canvas spread to the wind . . . but you'll know the thrill of seafaring adventure from the moment you get behind the wheel of the '56 Clipper.

For the Clipper is *that* kind of car — designed for exhilarating thrills . . . the pure pleasure of the open road.

And this Clipper of the new tradition is as much a lady as the Clipper of old. She is long-limbed . . . lithe and lovely, moving with grace and ease. She has purpose of design and from it beauty of motion.

When you see her resting lightly on the pebbled surface of the driveway . . . gliding serenely along the boulevard . . . you come quickly to the conclusion that you must know more about the '56 Clipper.

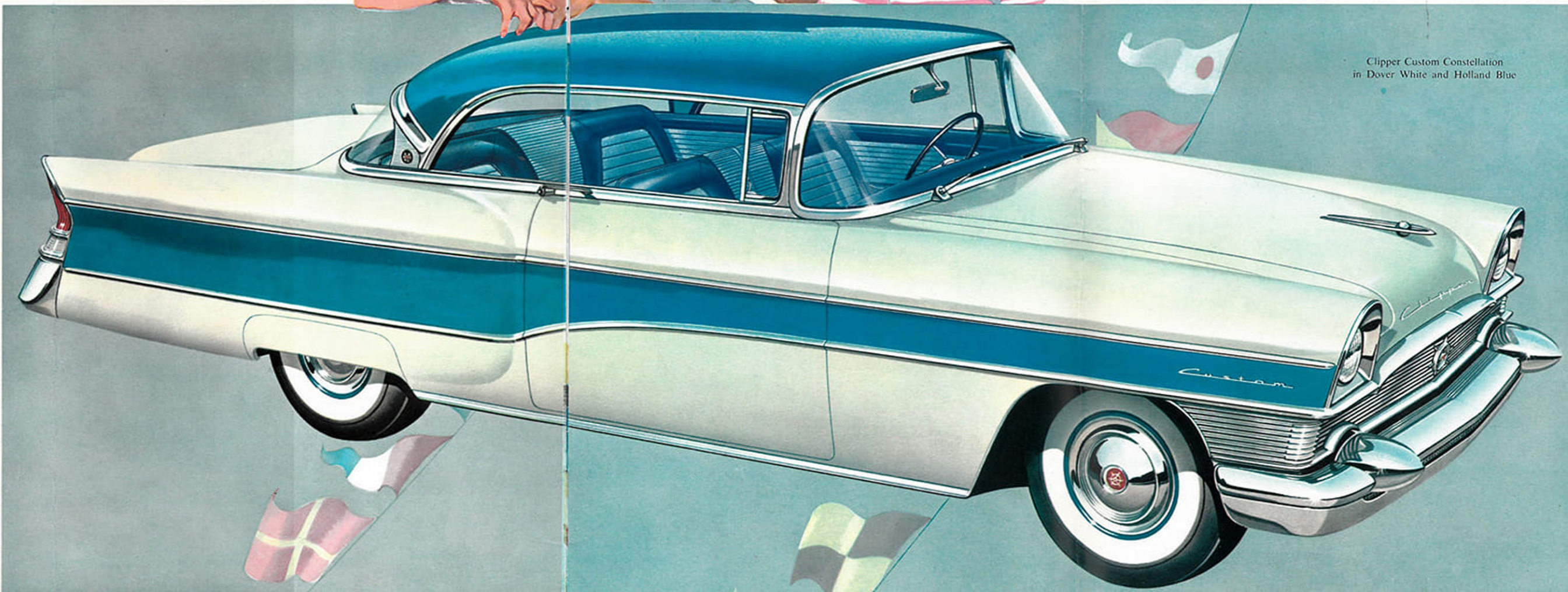
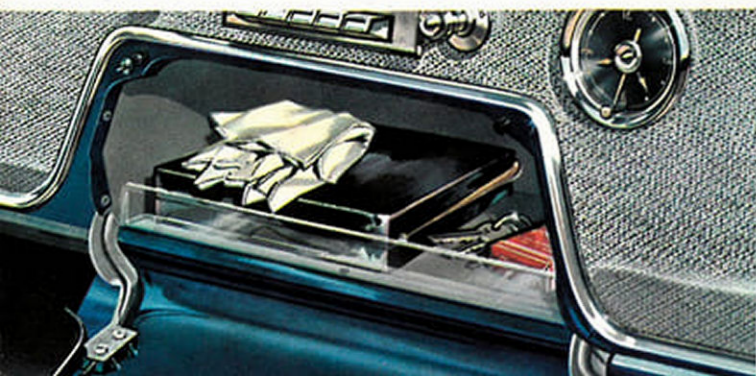


Car of the stars — Constellation. On every side in this glamorous Clipper hardtop is the allure of luxurious fabrics set off by sparkling appointments.



Just put yourself here, behind the wheel of the Clipper Constellation, and you can let your dreams out all the way.

Within easy reach of driver or passenger, the center-positioned glove compartment is deep and wide to accommodate all the smaller items of travel.



Clipper Custom Constellation in Dover White and Holland Blue

THE LADY HAS DESIGNS TO STEAL YOUR HEART



"Build her long and strong . . . fleet and trim . . . Build her with the beauty of a lady . . . Build her as a Clipper should be."
— from an old sea chantey

You've admired her from a distance . . . now come in for a close-up of the Clipper. Beautiful? — breathtaking in every flowing line and smooth contour. Luxurious? — right down to the finest detail. From the trim cut of deeply-shrouded headlights to the curving sweep of distinctive new taillights, the Clipper is 18 feet of sheer glamor on wheels.

Let your eye wander over her shimmering beauty . . . the sparkling new grille . . . dramatic two-tone color blaze along the side . . . trim new rear deck . . .

massive contour bumper with integrated dual exhaust. Your eye tells you immediately this is a *big* car. *It's big* all the way through, as you find when you step inside. And how skillfully the car's ample dimensions have been translated into spacious comfort! More room all around to sit back and enjoy the Clipper's incomparable ride.

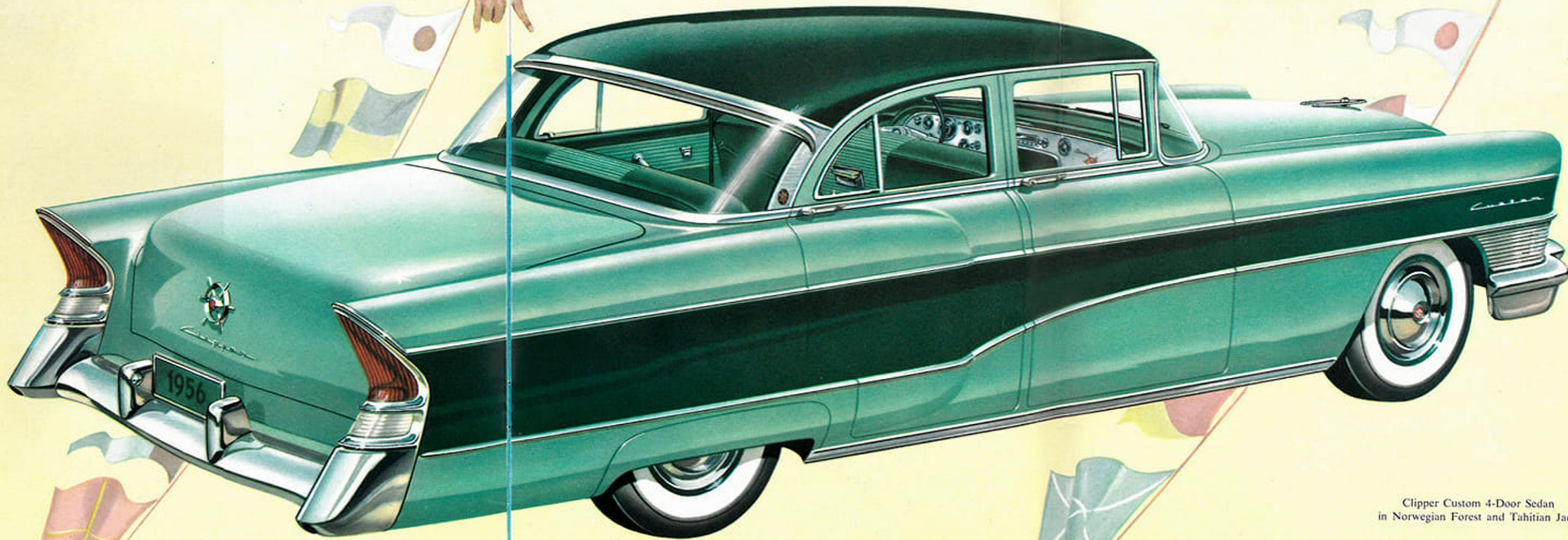
Yes, this long, low lovely has designs to steal your heart. But she won't stop there. She's sure to steal admiring glances from the crowd wherever she goes.



Clean-lined and colorful, the Clipper instrument panel helps set the interior styling theme. Safety is given highest priority with instruments and controls arranged for quick reference, ease of operation, back-lighted for restful, non-glare night driving.

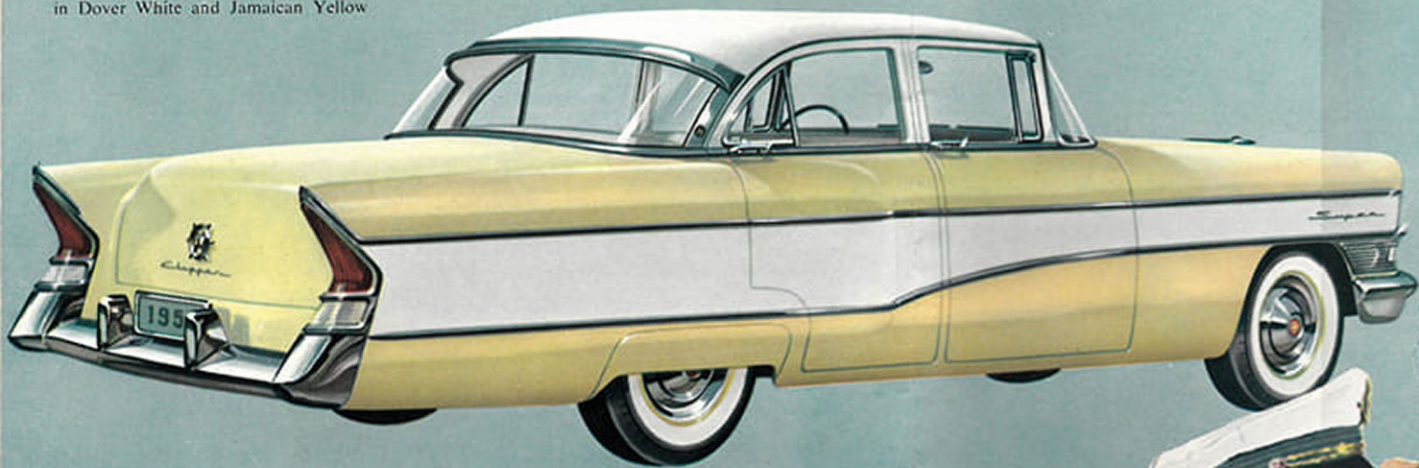


Clipper interiors look custom-tailored . . . and they are! You select colors and fabrics according to your tastes and desires — more than 24 stunning combinations. Here is just one option in the Clipper Custom series.



Clipper Custom 4-Door Sedan
in Norwegian Forest and Tahitian Jade

Clipper Super 4-Door Sedan
in Dover White and Jamaican Yellow



Spirit of the open road is expressed in gay, dashing colors on the interior of the Super series Hardtop. Rich nylon and Lurex fabrics are combined with supple vinyls in exciting designs.

... AND SHE'LL WIN YOU IN A THOUSAND WAYS

If you're the kind that craves action, then this big, beautiful Clipper is your kind of car. She speaks softly—almost demurely—but packs a potent power punch.

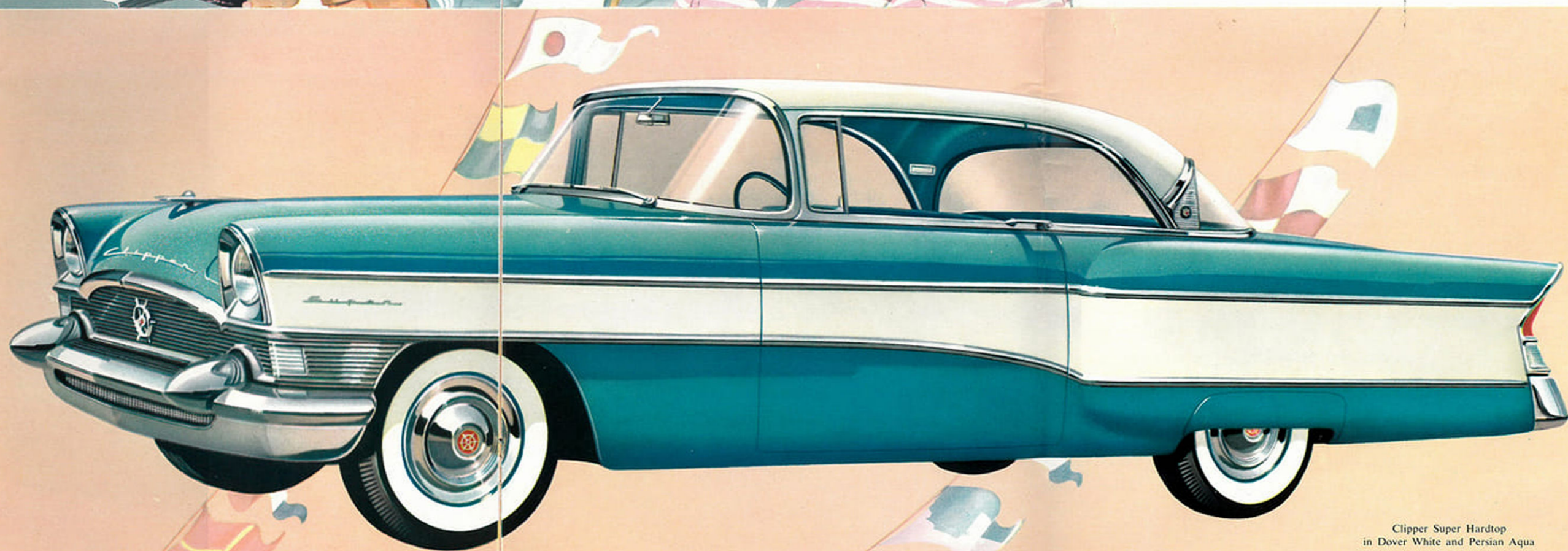
As you slide in behind the wheel, out there in front of you under the hood is enough blazing horsepower to sweep the numerals right off the speedometer. With big, brawny V-8's of 275 and 240 horsepower the Clipper can do it, too. But the wonderful part is she never has to.

Most of the time she just breezes along, delivering the power you ask for quietly and efficiently. But should a tall hill loom up in front of you . . . should you need a sudden burst for passing, or to sprint out of a tight spot in traffic . . . just put your foot down and GO!

And, with the Ultramatic transmission the going is *very smooth* indeed. No other automatic transmission is quite so nimble or alert and none can approach its flexibility. For with just the flick of your finger you have a choice of starts—lightning geared drive take-off or ultra-smooth cruising glide.

The best we've saved till last, but of course, you'll be aware of it right from the start in the Clipper. Incomparable Torsion-Level Ride. Only Clipper has it in the medium-price field and *nothing* on coil-and-leaf, or any other type springs, can compare with its flight-level smoothness on any road, sure-footed stability in curves and cornering, even-keel steadiness starting and stopping and all-round ease of handling.

The better you know her the more you are fascinated by this lady that is known as Clipper.



Clipper Super Hardtop
in Dover White and Persian Aqua

EVERY INCH A QUEEN AND BORN TO RULE THE ROAD



"Like the bird of the sea is the Clipper . . . With great white sails like mighty wings, she glides o'er the foamy waves."
— from an old sea chantey

Take a good, long look at the '56 Clipper. You're looking at the finest car in the medium-price field. Here is a greater measure of everything you want most in your next car.

Give the Clipper your most scrupulous inspection, and you'll find her a fine car in every detail. Quality built with precise craftsmanship through and through.

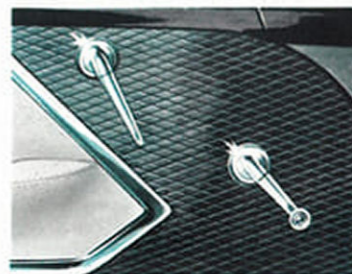
Give the Clipper just a half hour of your time behind the wheel and you'll find she changes all

your ideas about automobiles. A dramatic demonstration of the Clipper in action will tell you more of ready power, eager performance and nimble response than all the words we could put to paper.

See for yourself how the '56 Clipper brings the thrills of the high seas to the highway. Learn at first hand—as you can only by driving the Clipper—just how fine, how enjoyable, how pleasurable and proud a possession an automobile can be.



New signal-seeking radio is styled as integral part of instrument panel. Rear seat speaker optional.



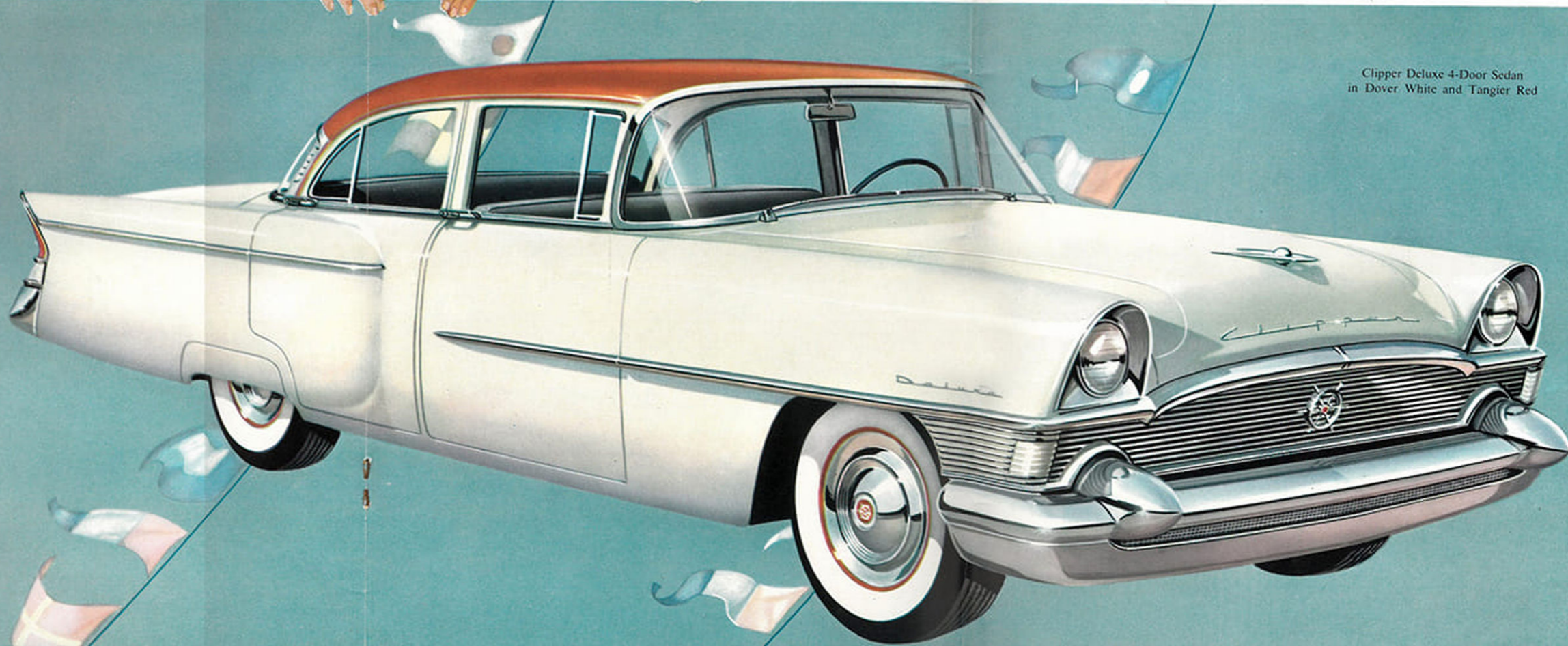
Gracefully turned as fine jewelry, door hardware adds sparkling highlights of distinctive decor.



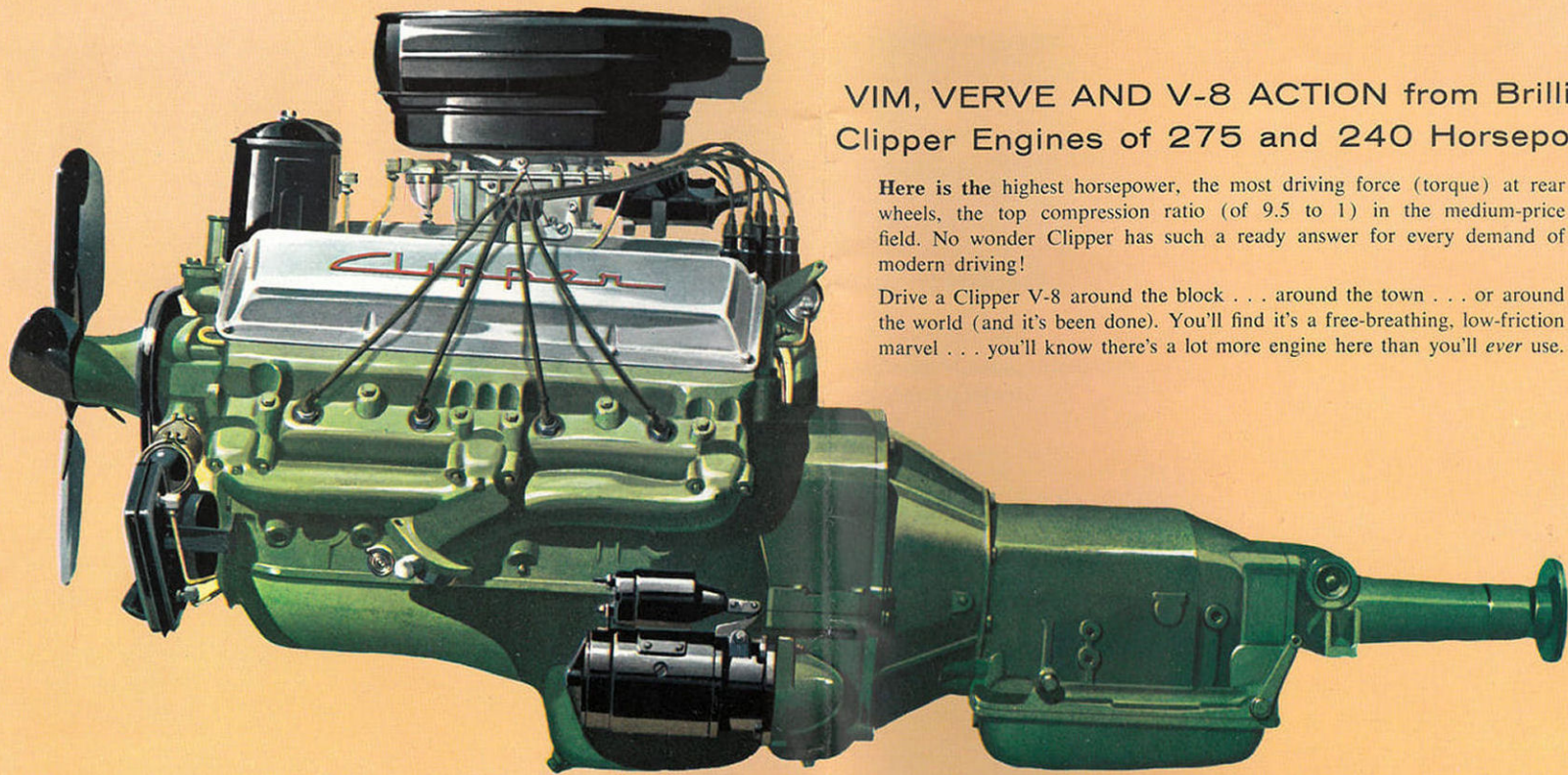
Quality in every detail. Trim finish of seat side shield exemplifies Clipper's thoroughgoing craftsmanship.



There is no more comfortable car on the road—regardless of price—than the '56 Clipper. Clipper seats are designed and constructed to give firm but gentle support to spine and back. You sit erect with comfortable, deep-cushioned support across shoulders and under knees. Coupled with Torsion-Level Ride, these seats are one more reason why you ride relaxed in the Clipper . . . arrive rested and refreshed.



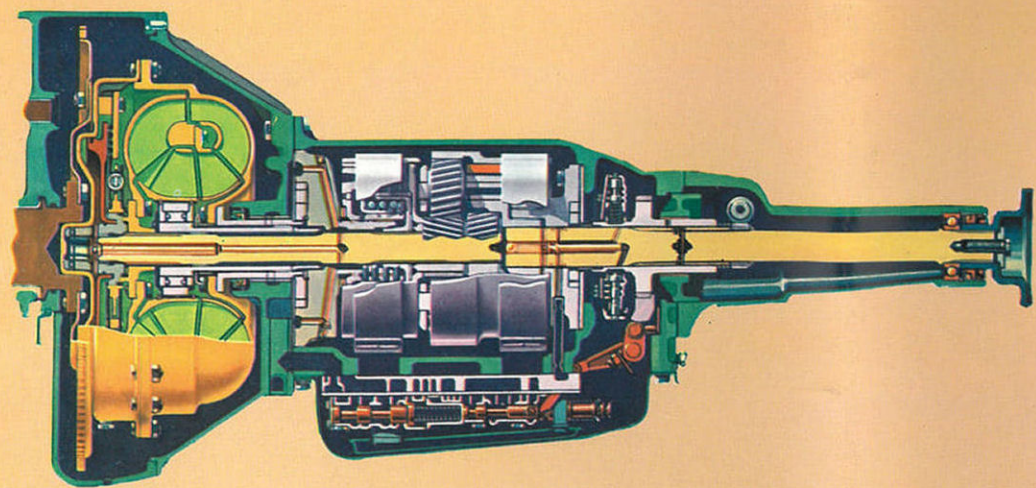
Clipper Deluxe 4-Door Sedan in Dover White and Tangier Red



VIM, VERVE AND V-8 ACTION from Brilliant Clipper Engines of 275 and 240 Horsepower

Here is the highest horsepower, the most driving force (torque) at rear wheels, the top compression ratio (of 9.5 to 1) in the medium-price field. No wonder Clipper has such a ready answer for every demand of modern driving!

Drive a Clipper V-8 around the block . . . around the town . . . or around the world (and it's been done). You'll find it's a free-breathing, low-friction marvel . . . you'll know there's a lot more engine here than you'll ever use.



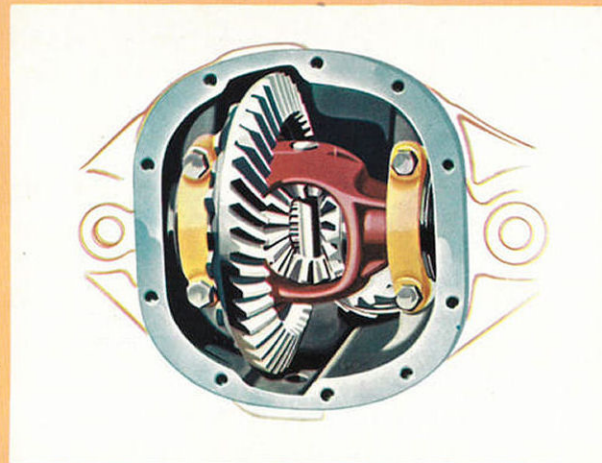
Famed Two-in-One Ultramatic . . . Eager, Nimble—Smooth as Silk

Rated the finest of automatic transmissions! Packard Ultramatic combines the most desired features of ground blurring take-off or cruising glide into one great velvet-smooth transmission.

Versatile, perfectly attuned to city traffic or open road, the efficient Ultramatic is the nimble power mate of the mighty Clipper V-8's. And Ultramatic is the *only* automatic transmission 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 of any car in Clipper's field!



The Clipper's slim, graceful steering circle is centered with a medallion bearing the distinctive Helmsman's Wheel—sign of the fleet Clipper ships of the seaways . . . now a hallmark of Clipper's thoroughgoing craftsmanship and quality.



Big Power Pay-Off—More Driving Force Delivered at the Rear Wheels

Clipper's husky power train has been skillfully engineered to deliver maximum driving force. This is the "power pay-off," and in the Clipper it's a *big* one. And to help him make the most of this mighty power, the Clipper owner can choose from the widest range of rear axle options in the medium-price field. Four high output ratios—from an all-out performance ratio of 3.54 to 1 to the outstanding new maximum-economy axle ratio of 2.87 to 1.



Clipper Power Steering takes up to 80% of steering work out of driving. Parking, all low-speed maneuvering become fingertip operations. A new ratio provides faster response, less wheel-turning for even greater convenience.



At a touch Clipper Power Windows raise or lower silently, smoothly. Individual controls regulate each window, master panel for all four beside driver. For safety, windows *cannot be operated* unless ignition is turned on.

At the Tip of Your Finger . . . The Touch of Your Toe POWER TO SERVE YOU SWIFTLY, SILENTLY

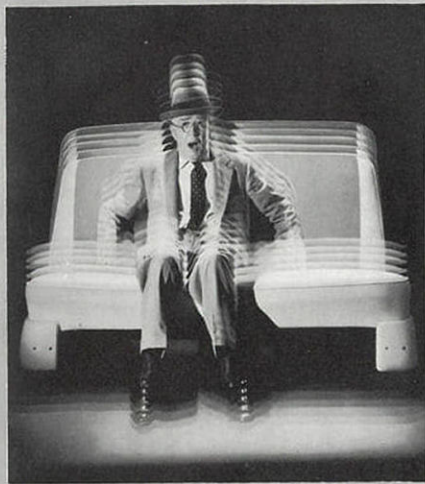
New single 4-way toggle switch makes adjustment of Clipper Power Seat easier than ever. Seat moves in direction switch is pressed—up, down, forward or back. Just the tip of your finger does it. Vertical adjustment is 1 1/4 inches while horizontal adjustment is 5 1/4 inches.

Clipper Power Brakes require about half normal pedal pressure to assure swift, sure, straight-line stops. New wider pedal makes braking easier, faster with either foot. Reserve vacuum means powerful positive action even after the car has been parked for a long period of time.



Never before such comfort and safety in a medium-priced car!

Only Clipper in Its Class Has Torsion-Level Ride . . . Nothing on Coil-and-Leaf Springs or any other type Suspension can Match It for Relaxed Comfort, Driving Ease and Safety.



Far less nerve-shattering, spine-jarring jolt and jounce over bumps, dips, other road faults.



Torsion-Level Suspension absorbs road shock *before* it can reach either car or you.



No more uncomfortable, uncontrolled "heeling over" of car body in sharp turns, steep curves.



In the Clipper you sit back and relax, confident that the ride will be smooth, flight-level.



No more dangerous rear-end pitch from sudden stops to throw you forward in your seat.

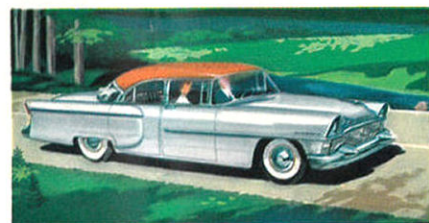


With proven Torsion-Level Suspension, braking is "heads-up," you remain comfortably seated.

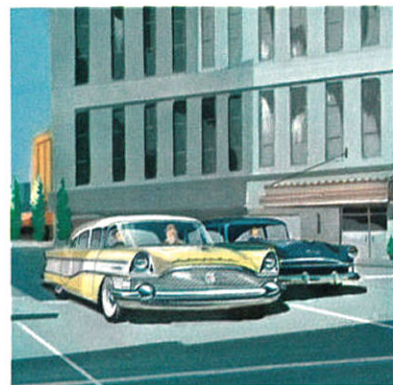
BETWEEN YOU AND THE ROAD—



Torsion-Level Ride takes you over the bumps and ruts of the most time-worn, weather-punished road with flight-level smoothness that *beats riding on air!* What's more, Torsion-Level Ride adds in equal measure to your comfort and safety on *any* road — starting, stopping, cornering. Through sweeping curves, over rugged railroad crossings, at road junctions where you must turn tight and fast . . . through these and all other driving situations Torsion-Level Ride gives you control, ease of handling and stability no car with coil and leaf springs can equal.



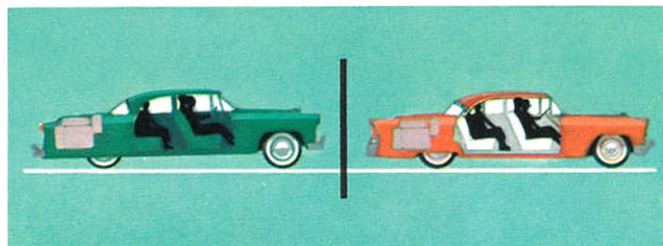
Torsion-Level Suspension provides greater stability at all speeds. "Fishtailing" or wandering all but disappear to help insure perfect control on any road.



The Clipper takes off with no uncomfortable rear-end squat to jar or jolt you. The car drives forward on an even keel, and seats nestle closer to passengers.

Braking is heads-up! Even with sudden stops there's little or no rear-end pitch; Torsion-Level Suspension gives level, smooth, sure, safe braking at all speeds.

INCOMPARABLE TORSION-LEVEL RIDE



Under full load all cars sag at the rear. This is the ride level of coil-and-leaf-spring suspensions.

Levelizer adjusts for full load in just 7 seconds. This is the ideal ride level of famous Torsion Suspension.

Equally important as "smoothing the road" is "leveling the load," and this is the job of the exclusive Levelizer. Operating automatically, the Levelizer raises or lowers the car body to compensate for changes in passenger or luggage load, maintaining the car at constant ideal ride level.

At the curb and empty, all cars assume a fairly level stance. But fill them with passengers and their luggage, and you have an entirely different story. As the illustrations point out, the Levelizer makes the big difference in the '56 Clipper, returning the car to ideal ride level in just 7 seconds.



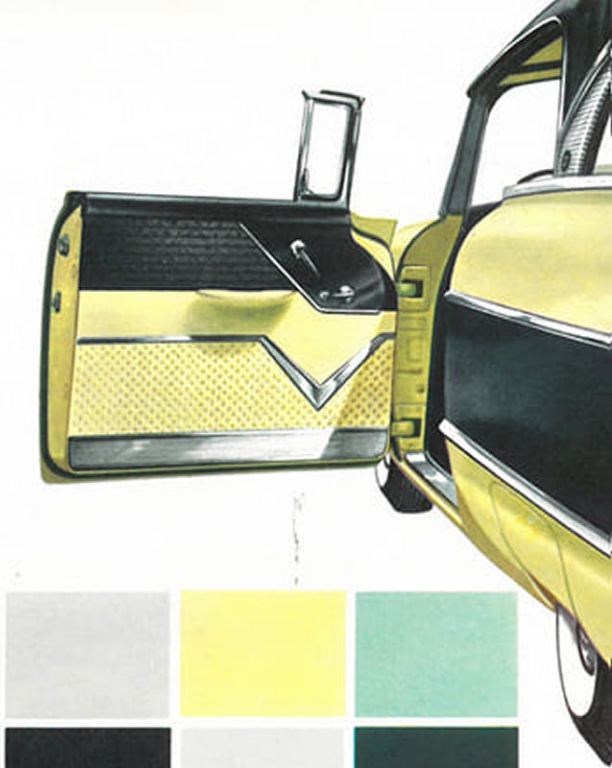
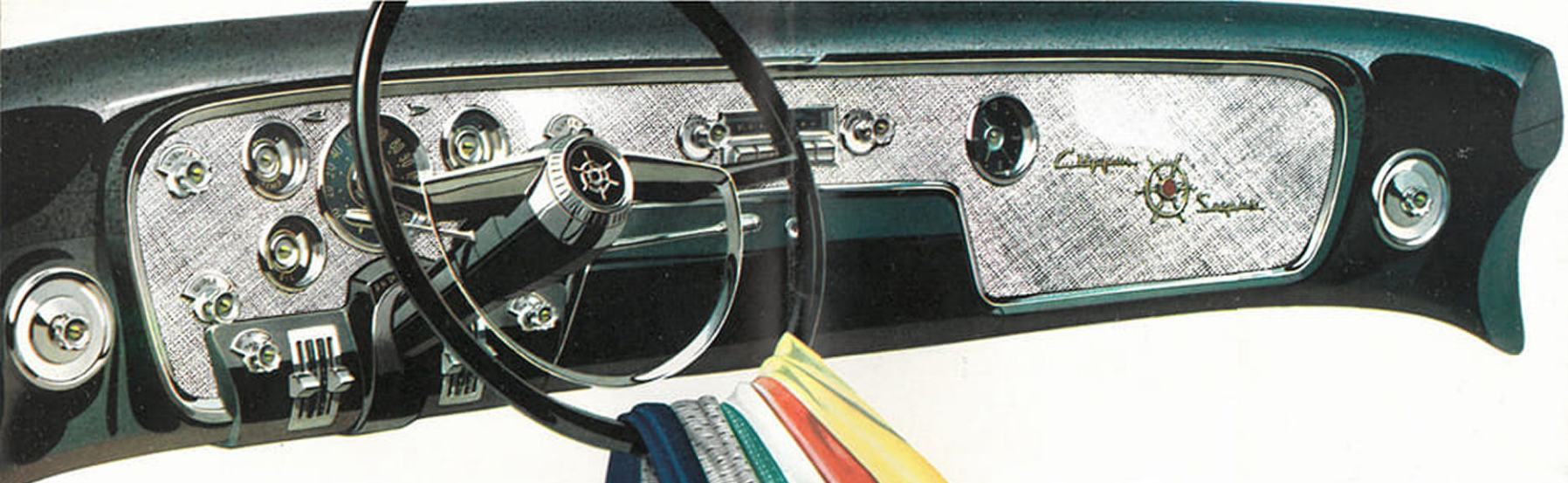
Clipper gives you positive control in sweeping curves, around tight corners because front and rear wheels are interconnected to give equal load on both outside wheels.

Torsion-Level Suspension provides a "level" ride, eliminating hazardous, uncomfortable rear-end pitch which is ever present in all suspension systems using coil and leaf springs.



During rapid acceleration, Clipper clings tenaciously to the road. The action of the torsion bars bears down on the rear axle "loading" the tires for better traction.





The Clipper is alive with color — an exhilarating fashion show on wheels. On the boulevard, Clipper is immediately identified by its unique two-tone color blaze . . . stretching full length of the car . . . lending an impression of ready action.

And, there are all the vibrant, exciting colors of the rainbow to choose from — solid tones and two-tone combinations.

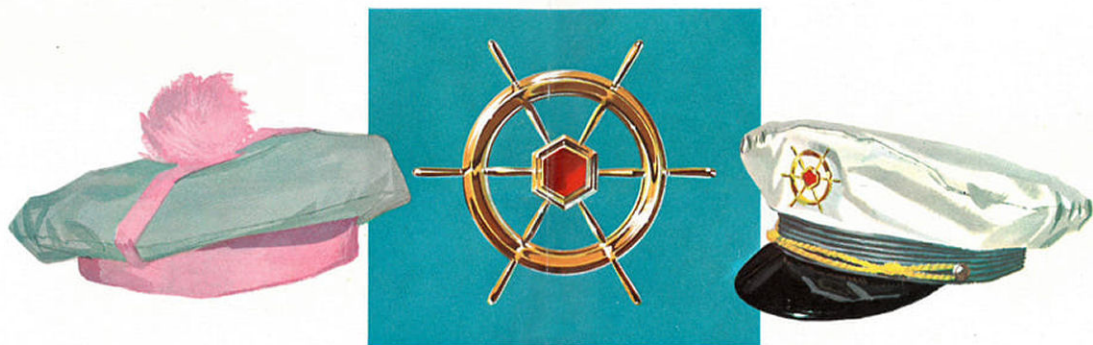
Moving inside, color harmonies have been artfully expressed through fully 24 breathtaking trim combinations. You can fashion the interior of your new Clipper in scintillating nylons and Lurex fabrics matched with supple vinyls, all of your individual choosing.



High Fashion
for the
Highway
by
Clipper



THE NEW



'56 *Clipper*

WITH TORSION-LEVEL RIDE