

THIS PACKARD FOUR-HUNDRED MODEL offers elegant and stately styling and an improved torsion bar suspension system, the ride and comfort pioneered on American cars by Packard in 1955 models. For 1956, new Packards offer two major engineering advances that will be "auto-industry firsts" — an electrically-activated push-button automatic transmission, and a non-slip differential, representing the first basic change in differential design in more than 30 years. The non-slip differential eliminates driving nuisances such as getting stuck in snow, on ice, in mud, and other adverse driving situations. Most important, it contributes to the ultimate to date in safe, secure roadability when a car goes around corners or sharp curves. The non-slip differential senses which rear wheel needs and can utilize tractive power, and makes a transmission of power accordingly. It is sold by Juckeland Sales and Service.

'56 Clipper Safety Line Announced

The Clipper line of luxury passenger cars for 1956 incorporates the most safety features available for any automobile, as follows:

Improved torsion bar suspension — Makes for the ultimate in motor car handling stability; maximum in cornering ability with less "lean" on curves; less driver fatigue; better control of car on ice; eliminates "diving" of car on braking.

Acoustical headlinings — Make for better sound conditions in automobile, and minimize driver distraction under all kinds of motoring conditions.

Electric push-button Ultramatic automatic transmission — makes for ultimate to date in a push-button driving system for greater safety, comfort and convenience; the only such system ever developed with a "safety-park" feature; also prevents shifting into "Park" or "Reverse" when car is moving forward at speeds over five miles-per-hour; no mechanical linkage to overcome; same touch-pressure will activate any push-button and there is no possibility of wrong push-button being activated.

New, most powerful V-8 engines in medium-price field for maximum acceleration and passing ability in normal speed ranges where power can be important contribution to safe driving. High compression ratio engineered into engines as much for greater economy, as for increased power.

Automatic transmission with "two-stage" passing gear — provides burst of engine power for emergency use in all driving ranges, and makes for safer passing ability.

New-type, interlocking safety-door latches — will withstand three times the impact of former latches and still keep doors securely closed; crash tests have proved that, although doors remain securely closed, they can be opened with normal effort following impact.

New power steering — Eliminates tendency of driver to "over-steer," and gives improved recovery handling characteristics.

New four-way electrical power seats — Single toggle-switch, push-button controls vertical or horizontal movement to adjust the seat for maximum driver comfort.

Tinted-glass windows — Eases eye strain during sunlight driving, and minimizes headlight glare from oncoming cars during night driving.

Foam-rubber instrument panel protective covering — Lessens possibility of injury to passengers in case of sudden braking situation or accidental impact with another car.

Improved brakes — Brakes on 1956 Clipper models achieve important increases in non-fade characteristics.

PLANT EXPLODES

TAIPEI, Formosa (AP) — A firecracker plant exploded Tuesday, killing the owner, a young woman employee and the owner's 4-day-old son. Six employees were critically injured.



CLIPPER DELUXE SERIES SEDAN FOR 1956 — Important styling refinements have been made by Clipper stylists in establishing a new styling philosophy for this line of medium-price cars. For 1956, the Clipper line features new grilles, new hoods and new hood lines, new rear deck treatment and new "style-stream" taillights. Overall length of the new 1956 Clipper is 215 inches, almost 18 feet. Clipper deluxe series models are powered by a 240-horsepower V-8 engine with 9.5 compression ratio, highest in the industry for the medium-price field. The high compression is a basic factor for a 15-20 percent increase in Clipper fuel economy and greater ability to deliver usable horsepower in normal speed ranges.

1956 Packard Luxury Line Has 'Push Button' Control

The all-new 56th series luxury Packard models feature the first real concept of electric "push button" motoring, the auto industry's largest displacement and most powerful V-8 engines, a non-slip differential for greater driving safety, a 20 per cent increase in fuel economy and the most significant advance in interior seating design since the advent of closed cars.

Available in hardtop, convertible and sedan models, the newly-styled Packards reveal a more elegant and stately exterior appearance. Inside the new Packards, there is a story of ingenious metal usage — all-aluminum encasement eliminates 95 pounds of "dead weight" and makes Packard Ultramatic the lightest and most versatile automatic transmission available for any American car.

The new Packards are powered by 310-horsepower and 290-horsepower V-8 engines, both with a 10 to 1 compression ratio, highest in the auto industry. They also offer an improved torsion bar suspension system, the ride and comfort advance credited with getting Packard a greater share of sales in the luxury car field in 1955 than in any year since 1932.

Both of the new Packard V-8 engines develop 405 foot pounds of torque at 2,800 rpm, the highest torque rating ever engineered into an American automobile engine. It is torque that provides the burst of power for normal driving ranges where high performance is an important contribution to safety. Peak horsepower ratings can only be realized at dangerous, and rarely used top speeds.

Packard plans to build further on the important progress already made in the prestige car field," said James J. Nance, president of Studebaker-Packard Corporation.

The 56th series Packards reflect continued dedication to a philosophy which calls for allowing our achievements in styling and engineering advancements and innovations to define our product goals.

The new Packards pioneer the auto industry's first electrical-response, push-button Ultramatic transmission, a device which overcomes the frailties of human temperament and reflexes and does the driver's thinking for him. It is impossible to select a wrong driving range in street or highway operation. Beyond that, the push-button driving system makes for the ultimate in safety, comfort and convenience.

The driver merely touches push-buttons which correspond to the six driving range positions available with Ultramatic. The buttons are set in an attractive console mounted on the steering column. Design and appearance of the console add up to an achievement in functional art.

Simplicity is the keynote of the Packard push-button driving system. It is the simplest-to-operate, easiest-to-understand transmission yet devised; as simple as one-finger piano playing. There is no mechanical linkage to overcome. Each push-button electrically activates its own specific driving selection, and upon being activated automatically locks out all others which might damage the system if activated inadvertently.

Many safety advantages have been achieved by tying in the push-button system with the ignition circuit. For example, a driver who activates the "park" push-button while leaving his car parked on a hill or inclined driveway need not worry about a child inadvertently unlocking the power shaft. The selector is automatically locked in "Park," and cannot be disengaged without opening the ignition circuit with the ignition key.

At speeds over five miles-per-hour, only the push-buttons marked "Drive," "High," and "Low" can be activated as driving conditions may require. The others are automatically locked out to prohibit selection of the wrong position while the car is in motion.

The electrical push-button driving system adds to the feeling of security provided by the powerful Packard V-8 engines. Packard engineers emphasize, as being more important than their horsepower, the fact that the Packard V-8 engines develop the highest torque in the auto industry — making the 56th series Packard the most alert and agile performer on the road in all driving ranges.

The new Packard V-8 engines offer the highest compression ratio for any American-made car. High compression is basic to economy and high performance, especially in delivering useable power to normal driving ranges as between 20 and 50 miles per hour.

New Packard V-8 engines are compact, light and durable. They may be expected to deliver as many as 100,000 miles of trouble-free driving under normal operation with normal maintenance attention. The Packard V-8 engines generate ample torque for all driving ranges without undue strain on engine parts.



STUDEBAKER, with an outstanding record of station wagon popularity, has styled an all-new series of station wagons for 1956. Entering the station wagon field just two years ago, Studebaker has seen its station wagon business rise to 11 per cent of its total sales, representing the fastest rate of gain in the entire industry. The new 1956 President Pinehurst model is bigger and more powerful, and has many unusual new features such as soundproof headlining to enhance the quiet atmosphere of the interior. The Pinehurst's big new 289-cubic inch V8 engine develops 195 horsepower. Other station wagons in the line are the Parkview in the Commander V8 series and the Pelham in the Champion six series. All three station wagons feature complete passenger car refinements at the same time they are designed to serve as heavy-duty cargo carriers. They can accommodate six passengers on the two full-width seats, and have maximum capacity of 65 cubic feet when the rear seat is folded forward. A specially engineered two-stage suspension system in the rear gives the station wagons the same soft ride as sedans, but supplies a firm support to the car body when it is loaded with heavy cargo. The new Studebaker lines include 16 different basic models — 12 in the President V8, Commander V8 and Champion sedans and station wagons, and four in a new sports-type line.



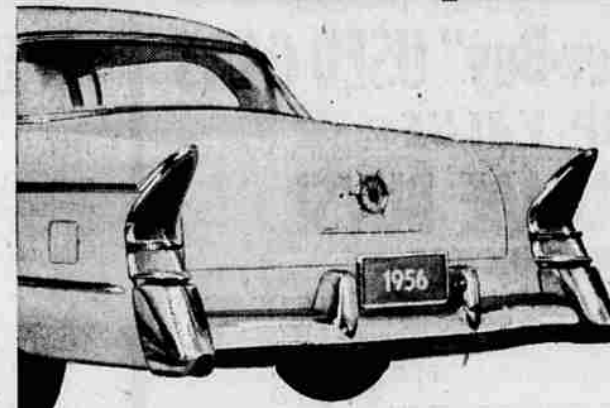
IMPROVED SAFETY FEATURES, plus a refreshingly new style trend, are expected to increase popularity of Packard Clipper line.

AT THE AUTO SHOW

'56 Clipper

Built by Packard Craftsmen

America's finest medium-priced car



Now... with the smoothness, performance and safety of famous TORSION-LEVEL RIDE



NOT THIS
No more frightening and uncontrolled "heaving over" of car body on sharp turns; no more disturbing jolt and bounce over bumps and dips; no more severe pitch from sudden stops.

BUT THIS
New smoothness, new ride and control! Clipper's Torsion Suspension system absorbs road shock before it can reach you; gives you a stability you couldn't get with old-time coil and leaf springs.

YOU can see the new Clipper beauty! Now hurry in and discover Torsion-Level Ride... the only new ride in the medium-price field... exclusive with Clipper in its class! It's so smooth it even beats riding on air! So advanced it makes coil and leaf springs a thing of the past... giving new driving ease, safety and control.

For 1956, Clipper Torsion-Level Ride is teamed with great new Clipper engines... up to 275 h.p., the most power in the field. Here is performance and comfort never known before in the Clipper price range!

And economy that can be proved! For a new Clipper rear axle ratio is now available that makes possible the fuel savings of overdrive with the finest of automatic transmissions, Clipper Ultramatic!

Here is all the quality, size and smartness of America's finest medium-priced car... built by Packard craftsmen, obviously! Come in—the Clipper is in our showroom now!

See and Drive the Big, Beautiful '56 Clipper Today!

JUCKELAND MOTORS

11th & Klamath

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