A woman's
place . . .
Ask the woman
beside the man
who owns one
Form No. P-104
Litho. in U.S.A.

"We Must Give the Women What They Want in a Car, *Not What We Think They Ought to Have"*. . .

THIS WAS ONE of the first announcements made by James J. Nance when he came to Detroit in 1952 to take over the Presidency of Packard (later to become the Studebaker-Packard Corporation).

Nance believed that women's place is no longer just in the home but also in the automobile! He was also aware of the fact that, when it comes to choosing the family's second biggest purchase—a car—women had become the overwhelming influence, and appeals to eye and ear alone were not enough to "sell" them!

Nance acted immediately by ordering Packard's unique "Women's Choice Panel" set up, and the results of their findings you have been seeing on the *new* 1955 Packards*, and will see even more excitingly defined on the *new* 1956 models!

It may be said that Packard is the first automotive concern to give a woman so much of everything *she* wants in a motorcar!

**Over 100 improvements due to women's suggestions—more women's interest items on one car than ever offered before in the industry!*

CHASE LTD., PHOTO — WASHINGTON 6, D.C.

400 Women from Coast-to-Coast . . .

To determine women's interest in automobiles, Packard set up its unique "Women's Choice Panel" in 1953. Some 400 housewives, career women, college girls and fashion experts set out to find: (1) whether women were most interested in performance, beauty or comfort; (2) how big a say they have in the selection of the family car; (3) how much they drive a car; and (4) in general, what Packard features they liked or thought in need of improvement.

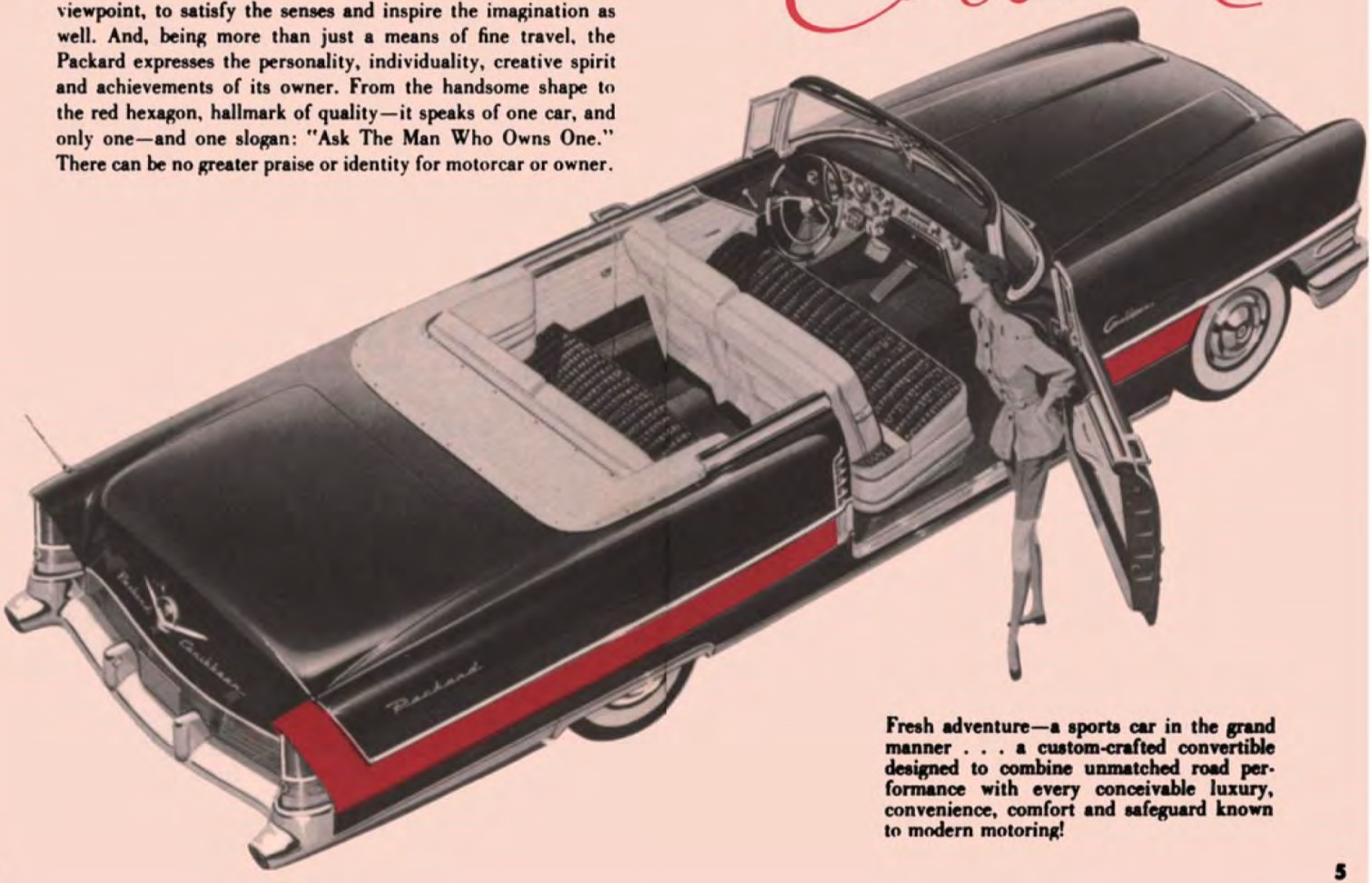
Women chose "ease of driving" and "dependability" first, followed by styling, colors, interiors and size. Packard acted promptly, set up a program carefully designed to give women their ideal in a car.

Influence of the Panel can be seen in Packard's finger-touch controls and improved Power Assists, bigger, easier-to-open doors, lightweight trunk covers, centrally placed glove compartment, ashtrays convenient for driver and passengers, greater variety of untiringly beautiful colors, more luxurious fabrics than ever before used by the auto industry.

The Art of an Original

THE MAGNIFICENT Packard silhouette—lean, lithe, low-lined . . . curved and contoured to please the eye from every viewpoint, to satisfy the senses and inspire the imagination as well. And, being more than just a means of fine travel, the Packard expresses the personality, individuality, creative spirit and achievements of its owner. From the handsome shape to the red hexagon, hallmark of quality—it speaks of one car, and only one—and one slogan: "Ask The Man Who Owns One." There can be no greater praise or identity for motorcar or owner.

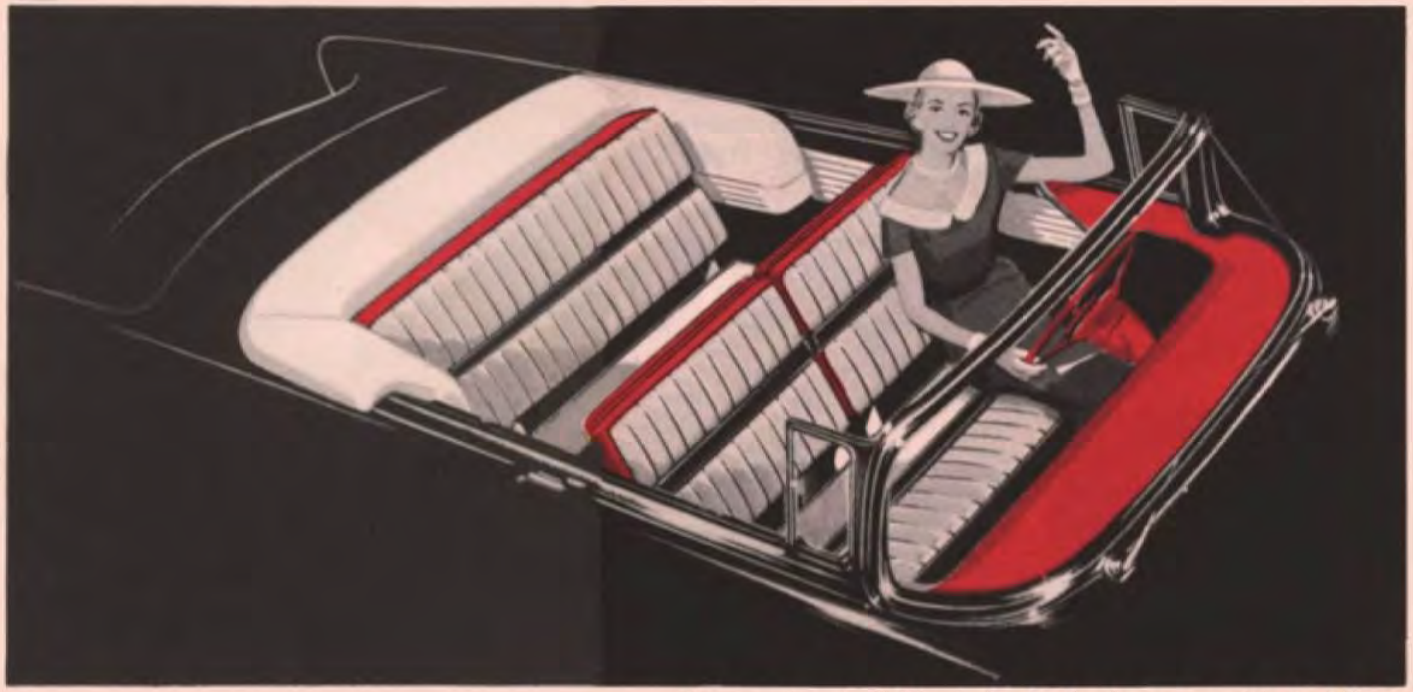
Caribbean



Fresh adventure—a sports car in the grand manner . . . a custom-crafted convertible designed to combine unmatched road performance with every conceivable luxury, convenience, comfort and safeguard known to modern motoring!

Beauty by Appointment . . .

PACKARD INTERIORS are a fresh adventure in color, texture and modern living. And *you* are the Interior Decorator! Your personality, taste and fashion sense are reflected in your choices, and make a 1956 Packard *your* Packard. You can achieve this custom look with decorator-designed upholsteries more rich and varied than ever before! Fashion decrees *elegance*, so Packard offers jacquard, tweedy or tapestry effects, boucles, nylon faconne, gold or silver-threaded brocades! Packard follows Fashion using the contemporary as a natural foil for this opulence, with gabardine, broadcloth, leathers, vinyl and doeskin. Interior colors match or harmonize with exterior colors —for the "coordinated look"—or are lightened tones—for the subtle, "monochromatic look."



Bright Future . . .

Nineteen hundred fifty-six Packard colors are excitingly different . . . inspired by America's great trend to travel—to romantic places at home or abroad! Thirteen single shades, thirty-eight two-tone, and four three-tone combinations—serene or stimulating, and all enduringly beautiful in the Packard tradition!

Designing Woman . . .

MARY ELLEN GREEN'S a 25-year-old red-haired housewife used to expressing her ideas on cars like all American women. Unlike most, she's able to express them on paper, too, and, as an Industrial Designer for Sundberg-Ferar, she created for Packard the unique and luxurious Posture-Perfect Seat—the first such design built into a production car!

Her new concept of seat contour, a posture-engineered lounge chair, gives greater comfort for all sizes and weights of people than ever before! Mary Ellen was influenced by airplane and sports-car designs, "unusually well-engineered for comfort on long trips," so her Packard design is the perfect solution for travel-happy America!

Height is right for easy exit and entrance. The back cradles the shoulders, yet keeps good posture. The "pleated" effect and "belt" treatment are Fashion-important . . . the latter serves a function, too. It cinches the upper portion to form a rail or "assist" grip for back-seat passengers. Rigid steel under leather, it's "buckled" with clear plastic medallions enclosing the Packard crest—"like putting one piece of jewelry on a plain black dress," Miss Green explains.

THE LIGHT TOUCH!

Driving Gets Easier All The Time! . . . with ELECTRONIC PUSH-BUTTON ULTRAMATIC TRANSMISSION

Six keys that respond to a touch lighter than a typewriter takes! . . . this is Packard's latest step in bringing America closer to the "dream car" that runs completely by buttons! The bottom row—Park, Reverse and Drive—are buttons used most often, thus easiest to reach. Top row spells Neutral, High and Low. All are lighted indirectly for safe night vision, and a built-in "safety lock" automatically locks out REVERSE and PARK buttons when car is moving faster than five miles per hour. Packard's Ultramatic is more than ever the most alert and agile of all automatic transmissions today! Called "Two-In-One," because you get your choice of two starts—darting getaway or cruising glide! *Plus* Direct Drive that cuts in automatically to save gasoline at highway speeds.

No more uncomfortable, uncontrolled "heeling over" of car body in sharp turns or steep curves. Torsion-Level Suspension lets you sit back and relax, confident of a smooth ride!

Creative Engineering . . .

What Every Woman *Would* know!

Torsion-Level Ride . . . Packard's "Heart Beat"!

Torsion-Level Ride makes your driving more *comfortable, safe* and *convenient* than any other suspension in existence today! Because of its almost total absence of shock, you can drive a long distance over even the roughest, most "back-country" roads—with a car-full of passengers and a trunk-load of luggage—and still reach your destination feeling *relaxed!* Torsion-Level Ride gives you increased traction for bad weather; stability at all speeds; and control for the sweeping curves of a big highway or short, sharp corners of city streets. Even night driving is safer, for the level ride keeps headlights beamed steadily and evenly on the road.

No more dangerous rear-end "pitch" from sudden stops to throw you forward in your seat! Braking is even, "heads up" with Torsion-Level Suspension, and you remain comfortably seated!

You'll appreciate Packard's exclusive Levelizer! It's a power-controlled motor attached to the torsion bar suspension that helps keep the Packard at "design height"—the height at which the car rides its best and looks its best!

Never Underestimate the Power

Packard's V-8 engine is tough, but oh so gentle to control! Make a light, slim fingertip whim . . . then feel those muscles flex! All set to give you a blithe, spirited start . . . or the firm, but gentle reassurance of enough power for safe passing. This engine gives more power (and we mean usable driving force) than any other V-8 in the world! And power to spare for "Assists" to grant a lady's wishes for the velvet grip of Power Brakes . . . the no-push, no-pull of Power Steering. And, big as it is, this engine can be turned into a veritable gas miser if you wish.

The POWER Behind the Throne . . .

Designed with *Women* in Mind!

Just a subtle hint from your foot—your Packard stops smoothly, easily and *now!* No knocking children about or spilling groceries on the floor. Wider-size pedal is just low enough to make the swing from accelerator to brake quick and easy! Extra safety and more relaxation all around!

Such ease for steering—and parking—finger-tip power does 80% of the work for you! Proof? You can spin the wheel with a fingertip when the car is standing still. *Safety* through complete control . . . no fighting the wheel in such emergencies as a soft shoulder, blowout or rough road.

Sit where you're most relaxed yet have proper vision for safe driving. Single, simplified directional switch moves the front seat by the way you guide it—up, down, forward or back.

Push a button—the window slides up or down to *your* comfort! Use individual buttons, or a master panel beside driver. For safety, windows can't be operated unless ignition is turned on.

The Little Things that Mean So Much!

...in Comfort, Convenience and Safety

Air-Conditioning System offers clean, cool, fresh air regardless of weather outside!

Dual Courtesy and Safety Light guides entry or exit, identifies the car in night driving or parking. While car moves, light beams 3 candlepower; car stopped with door open—15 candlepower!

Easy-Grip Steering Wheel won't slip through your hands even when you're wearing fabric gloves!

Center Glove Compartment is amazingly roomy, convenient to passenger *and* driver. Surprise! —back of cover has beverage-glass tray and handy pocket.

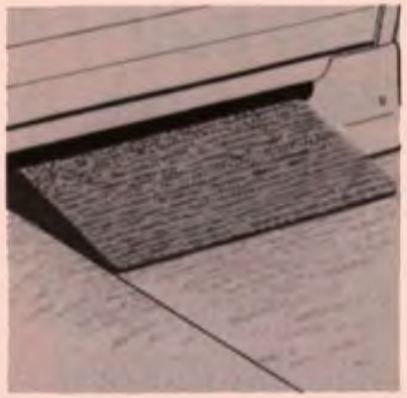
Cam-O-Matic wiper actually "goes around the corner" at flick of switch. Also selects speeds to cope with light drizzle or heavy downpour!

Wraparound Parking Lights reflect a side glow to aid in the narrow squeeze of parking in the two-car garage.

Stationary Grip Assist is wide band of leather-covered steel that won't come loose, is more comfortable to clasp.

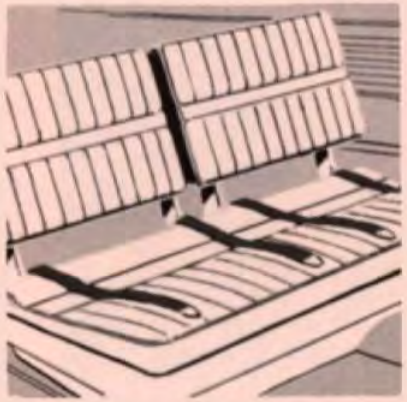
Rear-Seat Armrest is wider than average, can be enjoyed at the same time by two back-seat passengers.

Movable Rear Foot Rests, appreciated after shopping or for long travel.



Seats in Caribbean series, contoured like contemporary lounge sofa, have slip-out, reversible back rests—one side leather, other cloth! Zip material off cushions and back rests, send to cleaners! Thick, cellular foam rubber eliminates conventional coil springs, prevents sagging!

New Seat Belts keep passengers and driver from being thrown from car or knocked about in case of sudden stops or accidents.



Forward Planning . . .

STUDEBAKER-PACKARD CORPORATION
DETROIT - SOUTH BEND

1580 EAST GRAND BOULEVARD
DETROIT 32, MICHIGAN

To: Women Drivers Everywhere

Men said women didn't know automobiles ... engineers said they could learn — and they have! For women, inherently alert and analytical, realize that, with a car, it's important, as well as interesting, to know: (1) what things are; (2) how they work; and, (3) what benefits result. Women now think of convenience as well as comfort, a smoothing, soothing suspension as well as safety, what power means to performance, the difference between functional and fancy design.

We at Packard want to say simply that just as we have done our utmost to make our cars come as closely as possible to your ideal, so we have designed this booklet just to appeal to you (and we believe we're the first to do so) — to the realist and to the dreamer in you — to satisfy your curiosity, your common sense ... and your heart!

We welcome your opinions of this booklet at any time.

Sincerely,

Roger E. Bremer
Vice President
Forward Planning and Programming

Return of the *Fine* Family Car...

WE BELIEVE the *new* Packard, of any motorcar on the road today, fills *all* the needs for a fine family car. Junior's a sports car fan, knows all about Torsion-Level Ride . . . proved on racing cars and tanks, and pretty terrific! Little Sister loves Packard's pretty colors because you don't get tired of them. Grandma appreciates Packard's serene luxury and spaciousness. Mother's lost her heart to Packard—for letting her be the Interior Decorator of her family's "second home"—and for the convenience of those wonderful Power Assists that put cheer into every driving chore! Father, to whom his family is the best reason for buying a Packard, also proudly admits that part of the magic of the Packard name lies in the indefinable sense of poise and confidence, the feeling of well-being imparted to its owners. Never has a fine car been so worthy of any price!

The Car They Drive is the Car She Believes In

A woman's place . . .
Ask the woman beside the man who owns one
Form No. P-104
Litho. in U.S.A.