

The brilliant engineering that brought you  
Torsion-Level Ride now brings you  
**THE GREATEST PACKARD OF THEM ALL**

WE PRESENT TO YOU the *New* nineteen hundred fifty-six Packard, the car that is outstripping time itself.

There have been outstanding automobiles that were ahead of their times in one way or another.

But we have seen none, even the great Packards of the past, that has been so far ahead in so many ways.

The advanced *New* Packard Styling is a model of eloquent simplicity, with inspired touches of the future crowning its distinctive beauty of today.

In the *New* Packard, you will enjoy motion as never before. For it is the culmination of the advanced planning of Packard Creative Engineering.

In Packard's new V-8 engine, you command the mightiest driving force in any car. You control it with the most responsive

and smoothest of automatic transmissions. And you drive in the boundless comfort of Torsion-Level Ride — flawlessly smooth, perfectly level, thoroughly relaxing all of the time — one of the most far-reaching automotive developments in decades.

Piling pleasure upon pleasure, the *New* Packard brings you the convenience of new *Electronic* Push-Button Ultramatic. Now, electronic push-buttons replace the conventional selector lever, permit you to obtain the desired driving range by a little tap of your finger on the appropriate button.

And there are dozens of other Packard advancements dedicated to bringing you the driving pleasure of tomorrow . . . today.

In styling, engineering and performance . . . in pride of ownership and progress . . . in every way you choose to look at it . . . this is the greatest Packard of them all.

