

THE PACKARD *Clipper*





The New PACKARD

Clipper



The Packard Clipper for 1955 has been deliberately designed for people with a desire to be different . . . for people who appreciate possessions which express distinctive personality . . . for people who realize that true individuality need not be measured in terms of dollars.

The lines of the new Clipper are long and low and lithe. With subtly curved, advanced design, the Clipper achieves a sculptured look; the look of having been formed by a master hand working in steel and glass and chrome. Every line radiates vitality, and the total impression is of a thing "alive," of thrilling action even in repose.

The "live" feeling of the Clipper is brought to brilliant reality by great new engines. Rated at 245 and 225 horsepower, these new V-8 power plants were designed and engineered by Packard, pioneer of the V-type engine, and the World's Master Motor Builder. That designation is no idle boast, for Packard earned it by producing the greatest power plants ever built in America, and now that reputation will take on added lustre with the introduction of the new V-8s.

Perfectly mated with the new engine is the new Twin Ultramatic, giving you an actual choice of two types of drive in one, flashing acceleration, ultra-smooth starts. Smooth and swift, responding instantly to the driver's demand, the Twin Ultramatic offers the ultimate in carefree driving. Here, wrapped up in one gleaming package, is Packard's flair for design . . . Packard's ability to build engines . . . Packard's engineering excellence . . . Packard's proven reputation for quality craftsmanship. The Packard Clippers for 1955 will be the most exciting cars in the middle-price field; the entire line is pictured in color and described in detail in this catalog.

Individuality that only a car built by Packard
craftsmen can offer . . . individuality
that proves it's smart to be different!

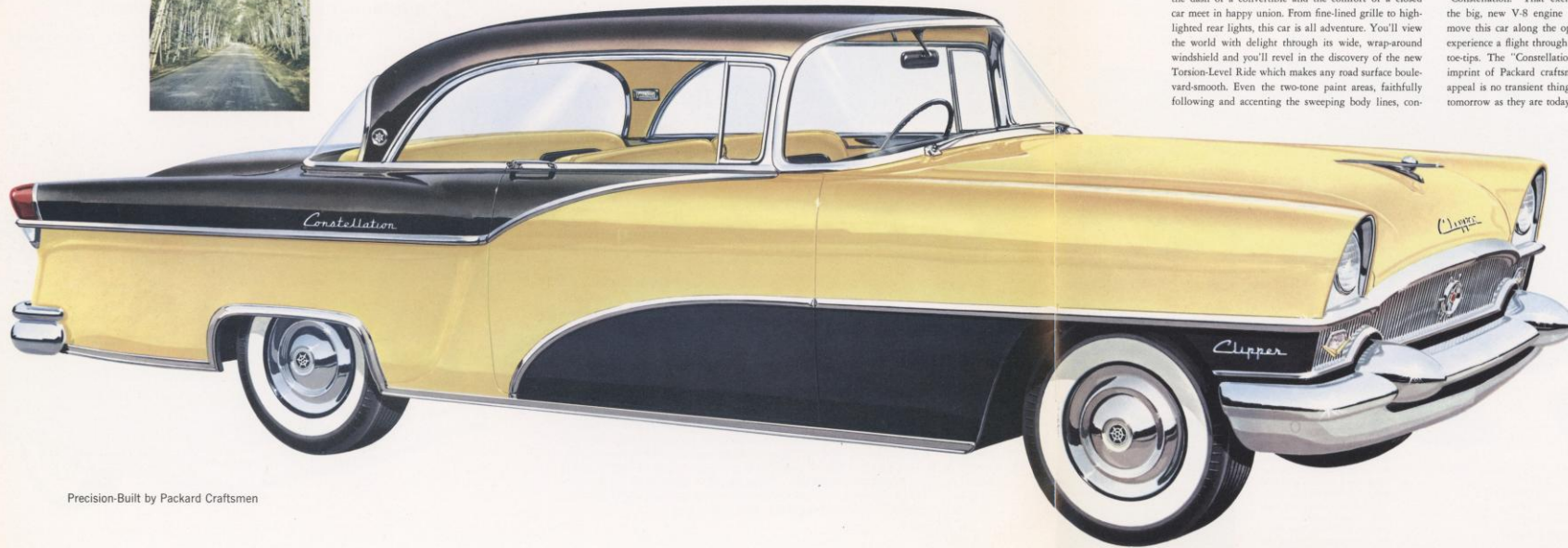




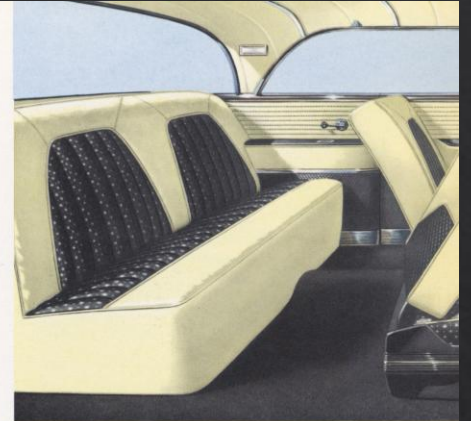
THE CLIPPER "CONSTELLATION". . . with star-studded styling

This is the brightest star in the hard-top galaxy. Here, the dash of a convertible and the comfort of a closed car meet in happy union. From fine-lined grille to high-lighted rear lights, this car is all adventure. You'll view the world with delight through its wide, wrap-around windshield and you'll revel in the discovery of the new Torsion-Level Ride which makes any road surface boulevard-smooth. Even the two-tone paint areas, faithfully following and accenting the sweeping body lines, con-

tribute to the feeling of excitement surrounding the "Constellation." That excitement grows greatly when the big, new V-8 engine under the hood is asked to move this car along the open highway. Then you will experience a flight through time that thrills you to your toe-tips. The "Constellation" carries the unmistakable imprint of Packard craftsmanship, and that means its appeal is no transient thing, for its lines will be as new tomorrow as they are today.



Precision-Built by Packard Craftsmen



Express Your Personality in Color and Fabric

The Clipper "Constellation" you choose is *your* car — your choice of exterior colors is coordinated with interior fabrics and trims, and shows your individual personality and taste as much as the interior and exterior of your home! What exciting fashion fabrics and jewel toned colors Packard offers! Here, opposites attract. Onyx-black jacquard, frosted with silver threads and strewn with stars is a deep, dramatic foil for Citrine-yellow vinyl, light and bright, with a luxurious leather-look, sturdy wear. Just one of ten rich-looking combinations! Let your Dealer help you choose a color theme . . . give your new Clipper "Constellation" a custom-quality look at no extra cost!



Precision-Built by Packard Craftsmen

CLIPPER CUSTOM 4-Door Sedan

With an over-all length of almost 215 inches, the body of this model is a fine example of Clipper coachwork, coachwork that has a custom-made air about it. Created for comfort, this is a "family car" in the best American tradition, its riding ease provided by the fabulous new Torsion-Level Ride which levels the load and smooths the road. The Custom 4-Door also has

the sparkling sort of styling that will cause heads to turn wherever it goes. From wide-view wrap-around windshield to the huge expanse of the rear deck window, from the vertically lined grille to the integrated tail lights, the Custom Clipper is superbly styled, elegantly executed, to generate a warm glow of pride in whomever owns it.

Jewel tones for a jewel of a car! Clipper Custom 4-Door Sedan interior decorated in coordinated greens . . . rich Emerald dowskin is a smoothly handsome trim for lighter green jacquard, glittering with silver threads! Also in coordinated blues, light gray with black, all-vinyl in two-tone blue, green or gray. Gray Pearl tapestry, silver-patterned, with white vinyl. Seven stunning choices!



New control panel is functionally fashioned



Well-positioned transmission quadrant.



Slim, graceful, colorful steering wheel.



Conveniently centered package compartment.

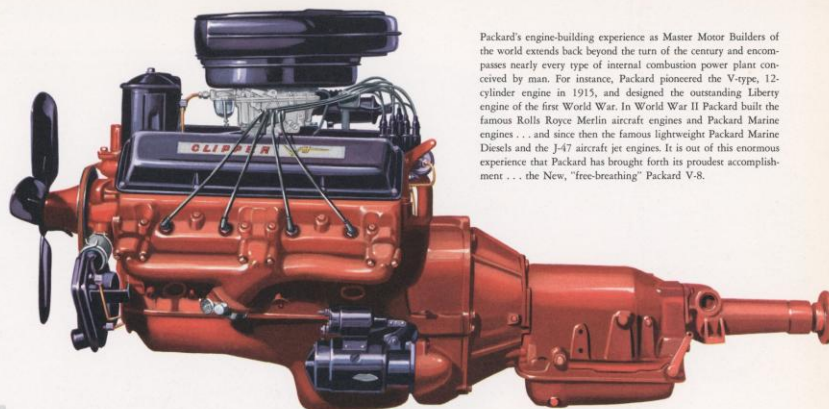


Easily operated controls regulate heat.

The new Clipper instrument panel has been designed for an ideal balance in the placing of both instruments and controls. The dials have been grouped for at-a-glance readability and the controls are placed where the driver would most naturally reach for them. The quadrant, showing the position of the Twin Ultramatic Transmission Drive, has been located underneath the instrument cluster where it is easily seen and does not detract from the graceful circle of the steering wheel. The slim, two-spoke wheel is centered with a medallion bearing the distinctive Clipper insignia. The brightly chromed horn ring circles inside the lower portion of the wheel. The spacious glove compartment is located at the center of the panel for greater convenience and better balanced design. Color-wise, the panel harmonizes beautifully with both interior and exterior color schemes. Packard craftsmanship even shows up in the back-lighting used for all instruments. This soft glow reduces glare, increases readability and eases eyestrain; annoying reflections on the windshield are eliminated and nighttime driving made safer.

The New Free-Breathing Clipper Custom V-8 ENGINE

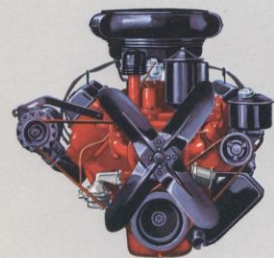
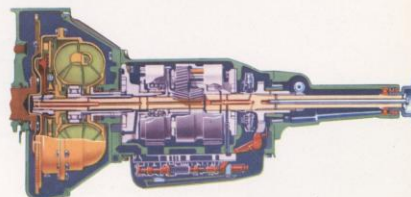
The new Clipper engine reaches many new "highs" . . . high horsepower, high torque, high compression ratio and the highest performance of any power plant in its class. Developing 245 h.p., it has a compression ratio of 8.5 to 1. Here is big-chested horsepower that produces the torque needed to meet any driving situation. The engine's basic design permits it to "breathe" freely, resulting in exceptional efficiency. The combustion chambers are scientifically shaped to increase the turbulent mixing of the fuel charge and burn it evenly and completely. Peak performance and excellent economy are both yours when you command the new Clipper Custom V-8 engine.



Packard's engine-building experience as Master Motor Builders of the world extends back beyond the turn of the century and encompasses nearly every type of internal combustion power plant conceived by man. For instance, Packard pioneered the V-type, 12-cylinder engine in 1915, and designed the outstanding Liberty engine of the first World War. In World War II Packard built the famous Rolls Royce Merlin aircraft engines and Packard Marine engines . . . and since then the famous lightweight Packard Marine Diesels and the J-47 aircraft jet engines. It is out of this enormous experience that Packard has brought forth its proudest accomplishment . . . the New, "free-breathing" Packard V-8.

New Twin Ultramatic Transmission Offers Silky Smoothness or Slashing Speed

The new Twin Ultramatic uses a famous Packard first, the two-stage torque converter with a direct drive clutch. And for another Packard first, it now combines a two-speed automatic planetary train. This combination provides a geared-in start and positive direct drive at road speeds and gives the highest torque in the industry. It actually offers the driver a choice of two automatic drives with the added advantages of ultra-smoothness and greater torque. Torque is the usable part of horsepower, the power at the rear wheels. In the Packard Twin Ultramatic this puts "go" in your car for flashing get-away or passing power.



The fabulous new TORSION-LEVEL RIDE . . . levels the load . . . smooths the road!



THE HAZARD of rear-end skidding is greatly reduced because the rear axle torque arms help "load" the tires additionally for traction that grips the road tenaciously and keeps the car in a straight line.



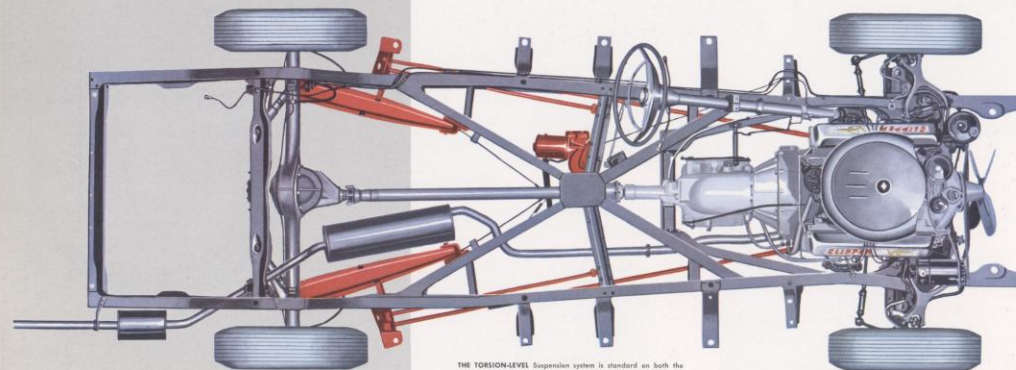
HERE IS cornering ability formerly found only in sport and race cars. Fast, flat turns can be made with excellent stability and ease of handling which is entirely new to American passenger cars.



SLAMMING into a sudden emergency stop, there is little tendency for rear-end rise. On the open highway the ride is "flat" and level without the ever-present jolt of conventional springing.

Roads that are rough and rutted become boulevard-smooth . . . the car stays absolutely level rounding curves, no matter what the passenger or luggage load . . . high speed travel produces no hint of sway . . . deep highway dips are erased with no trace of rear-end pitch . . . in a Clipper Custom equipped with the new Torsion-Level Suspension. This revolutionary application of a proved engineering principle employs torsion bar action to absorb road shocks before they can reach either driver or passengers. Coil and leaf springs are eliminated, their attempted "cushioning" action replaced

by the real jolt-absorbing ability of the full-length torsion bars. Paired with the new suspension is a power-actuated levelizer system which keeps the car always on an even keel. The Clipper Custom thus retains the low level regardless of load and it clings more tenaciously to the road. The Torsion-Level design gives the rear wheels more traction, minimizing skid hazards. The Clipper Custom Torsion-Level Ride is a revelation, as you'll quickly find out when you try it. Before you make up your mind about any car, you owe it to yourself to find what this great improvement has to offer.

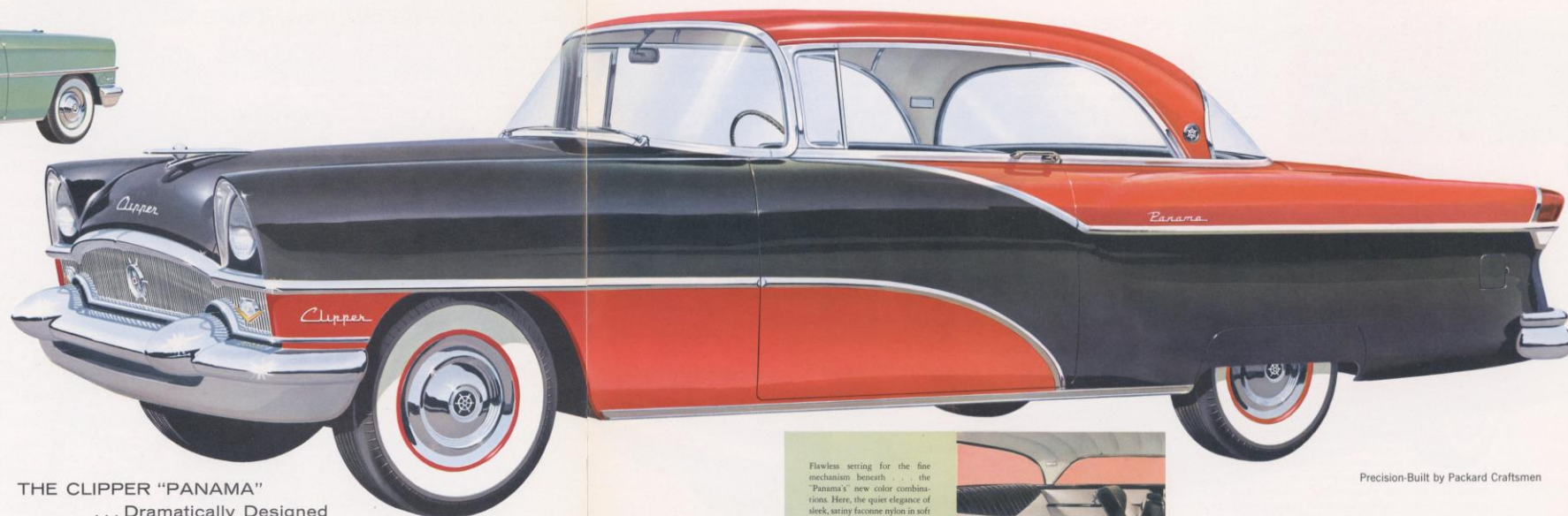


THE TORSION-LEVEL Suspension system is standard on both the Clipper "Consellation" and the Clipper Custom 4-Door Sedan.



CLIPPER SUPER 4-Door Sedan

This is a car every member of the family will clamor for individually . . . and a car the whole family can enjoy at once. It's really big, and it conforms completely to traditional Packard standards of quality; this means distinction can now be attained in the medium price field. Clean-lined in appearance, more than competent in action, the Super is built for people with fine car tastes. Parked in your home driveway or flashing along the open highway, it tells the world that you have chosen "class" over "mass" and shown good taste in so doing.



THE CLIPPER "PANAMA" ... Dramatically Designed

Dramatic design gives this hard-top all the verve of a south-of-the-border fête day. It urges you to get behind the wheel just as Latin-American music urges you to dance. It's a gay and graceful sort of car, with the lilt of its lines, the harmony of its

interiors, the rhythm of its powerful 225 h.p. V-8 engine. Here is another Packard promise come true, for more glamour and "go" are built into the medium priced "Panama" than you would expect from any but the most costly of cars.

Flawless setting for the fine mechanism beneath . . . the "Panama's" new color combinations. Here, the quiet elegance of sleek, satiny lacquer nylon in soft Mocha-rose-gray trimmed with gleaming Onyx-black vinyl. This dashing hard-top also gleams in coordinated blues or greens. Color harmony throughout!



Precision-Built by Packard Craftsmen



CLIPPER DELUXE 4-Door Sedan

Here is "distinction with a difference" . . . and extra quality and craftsmanship make that difference. The Clipper Deluxe definitely stands out from the cars in its class produced by the hundreds of thousands. The sweep of its styling, the excellence of its engineering, the precision with which it was produced . . . all these are guarantees that you'll drive this car proudly for years

to come. Your pride will stay strong all the while, for the Clipper Deluxe has the characteristic Packard touch of enduring good taste. Here, in this great car, you'll discover that individuality need not carry a high price tag . . . that your desire for distinction can now be realized . . . that a car "built for you" is at last available in the medium price field.



Precision-Built by Packard Craftsmen

Details reveal the touch of Packard craftsmen



RADIO
The radio control panel is styled to please the eye as surely as the instrument's reception will please the ear. It blends into the instrument panel directly above the glove compartment, has both push-button and manual tuning and a concert-tone speaker.



DOOR HARDWARE
Even the exterior door handles reflect the good taste found throughout the Clipper line. Functionally designed, gracefully conceived and executed, they are mounted at the belt moulding line where they do not detract from the clean sweep of the side panels.



SEAT CONTROLS
Handsomely finished lever at side of front seat allows positioning of seat through a 4 1/4-inch range. Seat rises 1 inch in forward motion to assure best vision and most comfortable seating regardless of size of driver. Easy glide mount provides effortless movement so seat may always be positioned to suit personal preference.



REAR DOME LIGHT
The rear dome light floods the passenger compartment with light whenever the doors are opened. Tastefully designed and framed in chrome, the light fits into the rounded contours of that part of the interior and becomes a distinctive appointment.

Radio and Power Seat, Windows, Brakes and Steering available at extra cost on all Clipper models.



"Built-in" ease features all Clipper seats

All Clipper seats are constructed to provide lounge chair comfort. The front seat back and cushion frames are a single one-piece unit acting as a base for the firm, squeakless, zig-zag spring foundation. The seat backs are designed to nestle against the passenger's spine and lend fatigue-relieving support at the proper points. Coil springs of the correct strength and tension are overlaid with thick blankets of foam rubber to form the seat cushions. Both front and rear seats are installed at the ideal seating level and built-in controls allow the front seat to be quickly positioned to suit individual preferences for leg room, visibility and degree of relaxation.

New V-8 power for Clipper Super and Deluxe models

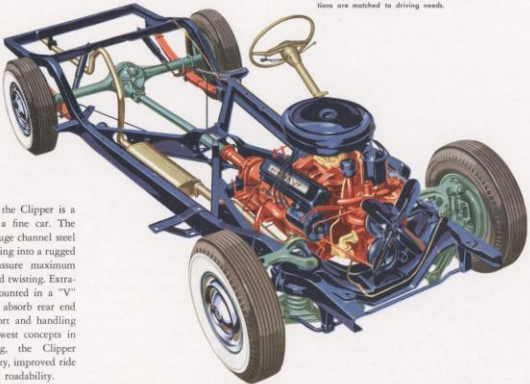
"Up front" in these models is a new V-8 engine with 8.5 to 1 compression ratio and 225 horsepower. With 320 cubic inch displacement, it is ideally proportioned for the Super and Deluxe lines. Packard engineering has made this engine compact and economical, and effective three-point mounting practically frees it from vibration. If you demand ready response at the touch of your toe, if you delight in a burst of speed that sweeps you around slower moving vehicles, if you desire to drive a truly modern engine . . . take a ride behind the power plant "up front" in the Clipper Super or Deluxe.



CLIPPER FRONT END suspension system makes driving control surer and easier.



DIFFERENT transmission and axle combinations are matched to driving needs.



The 122-inch chassis of the Clipper is a staunch foundation for a fine car. The side rails are of heavy gauge channel steel with inner member blending into a rugged I-beam X-member to assure maximum resistance to wracking and twisting. Extra-long rear springs are mounted in a "V" position to more readily absorb rear end sway and increase comfort and handling ease. Embodying the newest concepts in design and engineering, the Clipper chassis offers greater safety, improved ride characteristics and better roadability.



Specifications

ENGINE - CLIPPER CUSTOM MODELS: The engine develops 245 horsepower at 4600 rpm. The torque is 355 foot pounds at 2400 to 2800 rpm. Bore and stroke 4" x 3.5". Displacement 352 cubic inches. Compression ratio 8.5 to 1.

CLIPPER SUPER AND DELUXE MODELS: The engine develops 225 horsepower at 4600 rpm. The torque is 325 foot pounds at 2400 to 2800 rpm. Bore and stroke 3.8125" x 3.5". Displacement 320 cubic inches. Compression ratio 8.5 to 1. All Clipper engines are fully main-balanced for efficiency and smooth operation.

TRANSMISSION - Packard's new Twin Ultramatic is optional at extra cost. The standard transmission has synchronized helically cut gears to eliminate gear noise. Overdrive is available on all models at extra cost.

FUEL SYSTEM - All Clippers have 4-barrel carburetors with 4 main jets. All have automatic choke, automatic idling control, oil bath air cleaner*, silencer and flame arrester. All have an automatic manifold heat control and a twenty-gallon fuel tank.

SUSPENSION - CLIPPER CUSTOM: The Clipper Custom Series offers the fabulous Torsion-Level Ride. The load leveler and "full length" torsion bars level the load and smooth the road. Front and rear stabilizers provide maximum roadability.

CLIPPER SUPER AND DELUXE: The Suspension on the Clipper Deluxe and Super Series is the conventional coil springs at the front and leaf-type springs at the rear. Direct-acting, airplane-type shock absorbers and full-length leaf spring liners give a firm, smooth ride.

BRAKES - Safety-set hand brake. Servo-Hydraulic, self-energizing service brakes. Service brake area 191.8 sq. in. Brake drum diameter, front and rear 11 inches.

ELECTRICAL - Clippers have a new 12-volt system. They have a large capacity air-cooled generator with automatic control. Moisture-proof wiring, full automatic spark control, ignition key starting.

LUBRICATION - Full pressure lubrication supplies oil to main and connecting rod bearings, camshaft bearings and tappets. They have gear-type oil pumps and floating screen-type oil intake.

COOLING - Clippers have a full-length water jacket around cylinder and water all around cylinder bore. They have a sealed cooling system. Tube and fin radiator core cooling system has a 26-quart capacity.

WINDSHIELD WIPER - All Clippers have an exclusive Cam-O-Matic wiper arm and a Super Speed motor. Vacuum power is supplied by a rotary vane vacuum pump driven by the oil pump shaft.

WHEELS AND TIRES - New silent tread 4-ply 7.60 x 15 tube or tubeless tires.

EXTERIOR DIMENSIONS:

Wheelbase	122 in.	Over-all Height	Sedans 61.9 in.
Over-all Width	78 in.	Tread, Front	Parade & Constellation . . . 61.5 in.
Tread, Front	59.7 in.	Over-all Length	214.8 in.
Over-all Length	214.8 in.	Tread, Rear	60 in.

**At extra cost.*

The Packard proving grounds . . . an outdoor laboratory

When the thinking of Packard engineers has been translated into tangible form, the search for Packard perfection is only at the half-way mark. Whether it is a refinement of present design or a startling innovation (such as the fabulous Torsion-Level Ride) it must run a gruelling gamut of tests before it can be incorporated in a Clipper or Packard model. But individual components are not the only things subjected to scrutiny. New models, of course, are tested at every important stage of their development. Regular production is checked by selecting cars at random, right off the final assembly line, and "giving them the works" at the Proving Grounds. This rigorous and relentless testing has aided in the development of many famous Packard "firsts."



THE INSTRUMENTS mounted on the "bicycle wheel" carriage measure speed and acceleration with utmost accuracy on the world's fastest 2 1/2 mile closed track.



DELIBERATELY deepened ruts, loosely spread gravel and thickly piled sand test handling and ride. The Clipper easily conquers difficult driving conditions.



GRADES Of many different degrees are spaced around the Proving Grounds. Here, a Clipper proves its ability to take a steep, 33% rise right "in stride."



SENDING twin sprays flying, a Clipper sweeps through the water bath. This thoroughly tests chassis, engine and electrical system for waterproof qualities.



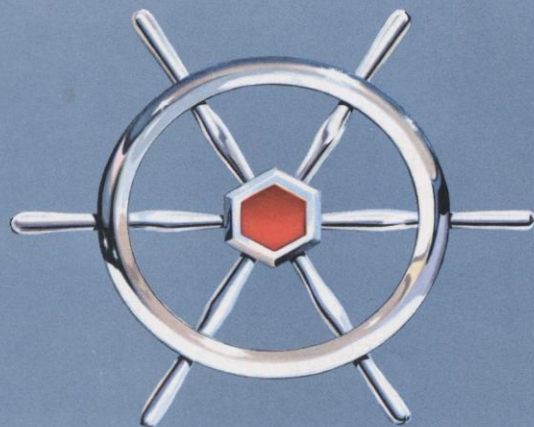
HERE is how disturbing noise is farthest out and its origin determined. This instrument scientifically records the sound level in every section of the car's interior.



ANOTHER set of accurate instruments carried on the "bicycle wheel." Here, fuel economy is being measured to give the engineers another "picture" of performance.

Studebaker-Packard Corporation reserves the right at any time, and without notice or obligation, to alter the design of or to discontinue any model or product; to change prices; and to change any specifications including, but not limited to, color, materials, dimensions or equipment.

PACKARD DIVISION • Studebaker-Packard Corporation • Detroit 32, Michigan



Clipper Precision-Built by Packard Craftsmen