

PACKARD DELUXE CLIPPER  
TOURING SEDAN  
125 Horsepower • 120" Wheelbase



AN ANSWER TO THE QUESTION:

**"HOW SOON CAN I BUY A NEW 1946 PACKARD?"**



Knowing that more than 12 million\* American motorists urgently need new cars, you probably wonder just what your chances are.

Not everybody can buy one of the first cars built. Some will have to wait—and some will have to wait longer than they think.

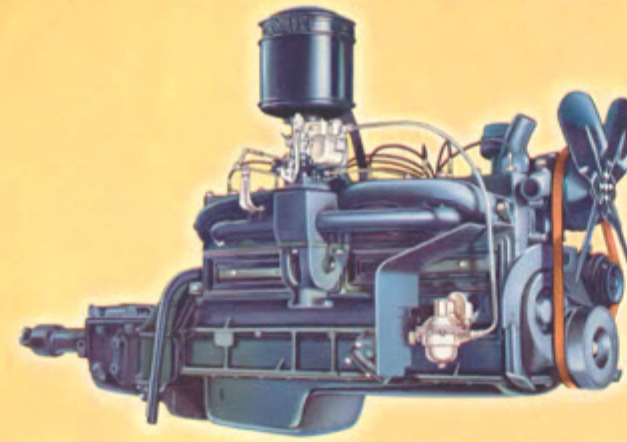
Packard production will be increased just as rapidly as available materials permit.

To help meet the overwhelming demand, we have expanded our facilities and set our production sights on 200,000 cars a year. This output is double our best pre-war production. Most manufacturers are planning to increase output only fifty per cent.

Meanwhile, take good care of your present car!

See your Packard dealer, regularly, for a car-health check up. He knows a hundred-and-one ways to keep your car safe and dependable—to protect its trade-in value—until your new Packard is ready for delivery!

\*Many competent authorities estimate the demand at 15,000,000 cars!



Packard Eight Clipper Engine for 1946

## THREE GREAT ENGINES

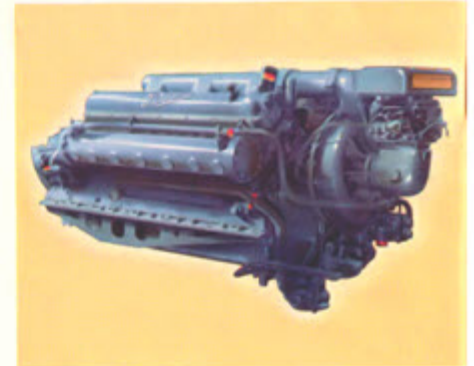
*... sisters under the skin*

For close to half a century, the name Packard has stood for two things: superbly fine motor cars, and superlative engines.

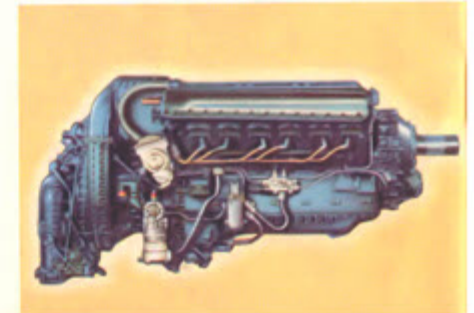
Surely no engine ever built can boast a prouder heritage than the engine that powers your new 1946 Packard Clipper.

Built by the skilled craftsmen who spent their war years turning out precision Packard PT marine engines and Rolls-Royce aircraft engines, this magnificent power plant will do everything you'll ever ask of it—and more!

Packard Super-Marine PT Boat Engine



Packard-built Rolls-Royce Aircraft Engine



**REMEMBER** this wartime record of a great prewar car  
when you choose your postwar car



Early in the war, we presented a Packard fleet to the American Ambulance Corps in Great Britain.

Then came the London Blitz . . .

For four and a half years, those Packard ambulances were in constant service, speeding through the bomb-pocked and rubble-blocked streets of London.

After Britain had emerged safely from its ordeal, this message reached us from the head of the Ambulance Corps: "Please accept our grateful thanks and congratulations on the excellent performance these cars put up."

To which the Packard service director in London added: "Every time we saw these cars for routine service check-ups, they looked as good, and performed as well, as they did the day we turned them over."

Meanwhile, in America, thousands of other Packards have been serving their owners faithfully, if less dramatically, all through the war. And today—day in, day out—these same cars are still delivering the dependable service which Packard craftsmen built into them three, four, five . . . even ten years ago.

# 1936 TERRAPLANE MODELS

115-Inch Wheelbase 88 and 100 Horsepower

## De Luxe Series

Sedan Brougham Touring Sedan  
 Touring Brougham Business Coupe  
 Coupe with Rumble Seat  
 Convertible Coupe

## Custom Series

Sedan Brougham Touring Sedan  
 Touring Brougham Business Coupe  
 Coupe with Rumble Seat  
 Convertible Coupe

IN 1936, more even than ever before, the Terraplane will be the car chosen by motorists who want a car that gives more . . . in performance, in safety, in economy, in comfort and luxury . . . than other cars in the low price field. In performance and economy, Terraplane in 1936 retains the proved margin of superiority it has enjoyed in 1934 and 1935. In safety, size, comfort and luxury, it steps far out ahead of the field.

Radial Safety Control . . . the Rhythmic Ride . . . True-Line Steering . . . Duo-Automatic Hydraulic Brakes . . . Automatic Draft Eliminator . . . 1936 Terraplanes have these important, essential advancements—and no other car in the price class has even one.

Terraplane buyers in 1936 are offered a wider selection of body models than ever before . . . seven models in both the De Luxe and Custom series. All are on the longer wheelbase for 1936—115 inches. And all bodies are larger and roomier . . . the widest front and back seats in the price class . . . more leg and head room than is offered in all but a very few cars in any price class.

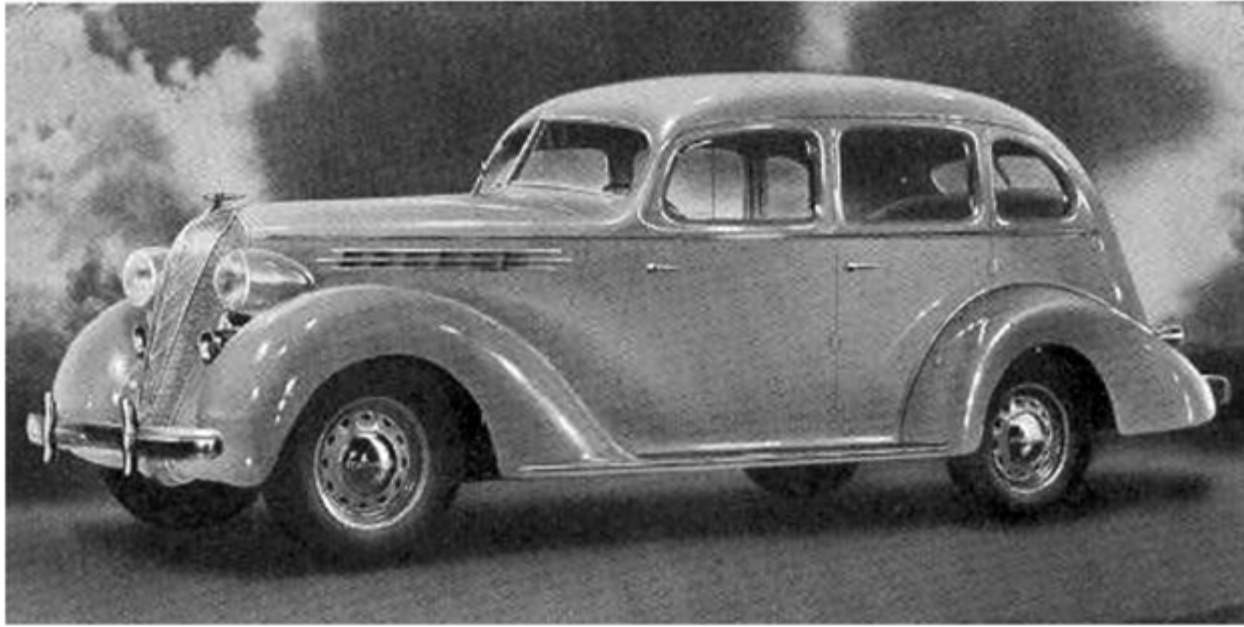
Again the famous Terraplane motor tops the others in performance, with 88 horsepower (100 horsepower available) and the favorable power-to-weight ratio that gets away from the lights first and keeps out ahead of the crowd. And again, the "Electric Hand" is available on all models.

### PRINCIPAL SPECIFICATIONS

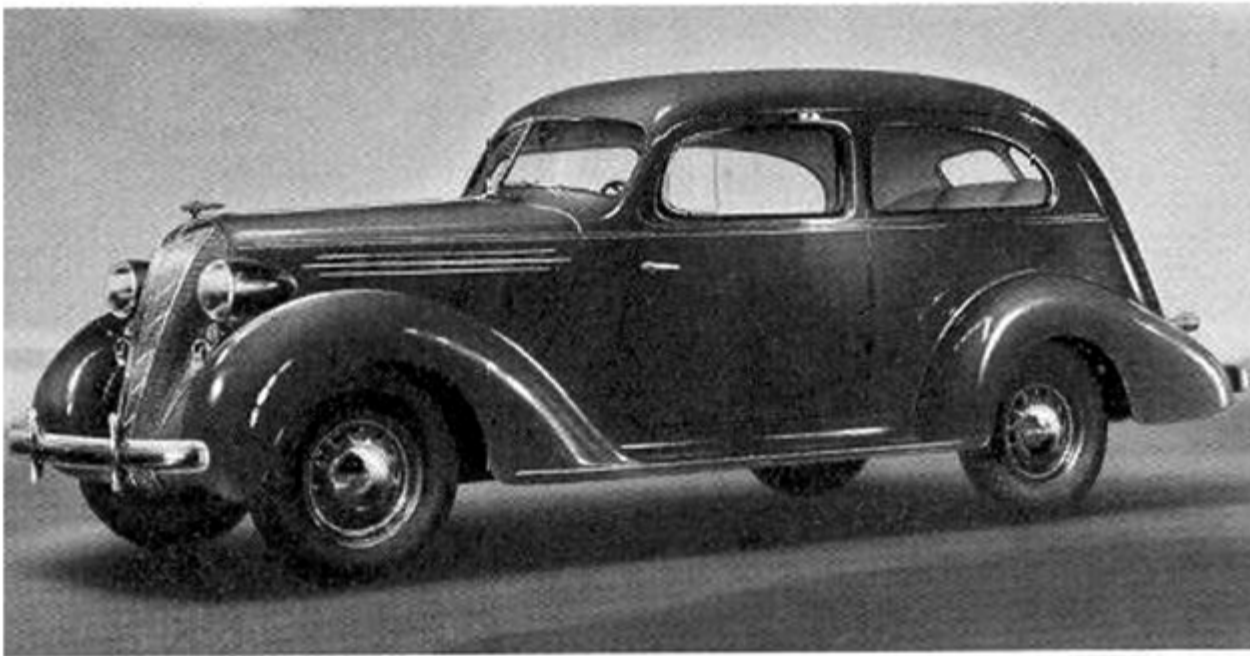
Developed Horsepower . . . . .	88 and 100	Wheelbase . . . . .	115 inches
Bore and Stroke . . . . .	3" x 5"	Over-all Length:	
Displacement . . . . .	212 cu. in.	Sedans, Broughams . . . . .	195"
Compression . . . . .	6 to 1 and 7 to 1	Coupes, Convertibles . . . . .	200¼"
A.M.A. Horsepower . . . . .	21.6	Tires . . . . .	16 x 6.00

(Note—All Terraplanes illustrated on the following pages are in the Custom Series. Differences between the Custom and De Luxe Series are detailed on Page 100. Touring Sedans and Touring Broughams, which are not illustrated, are similar to the Sedans and Broughams, except that they include an integral trunk.)

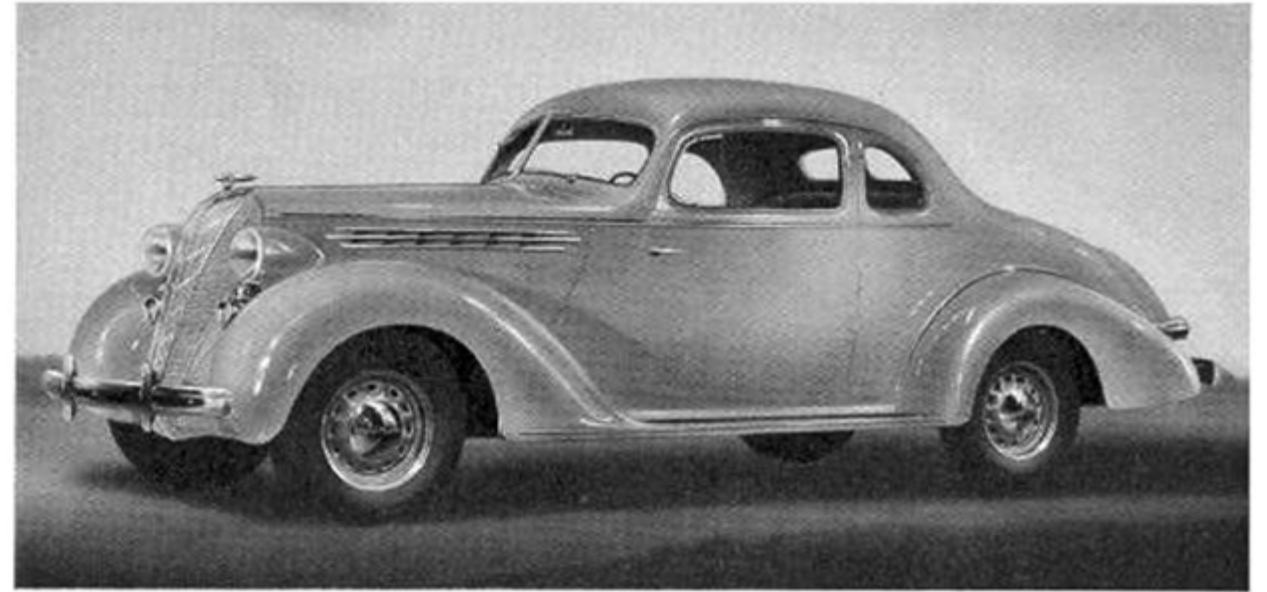
HUDSON TERRAPLANE -- 115 INCH WHEELBASE



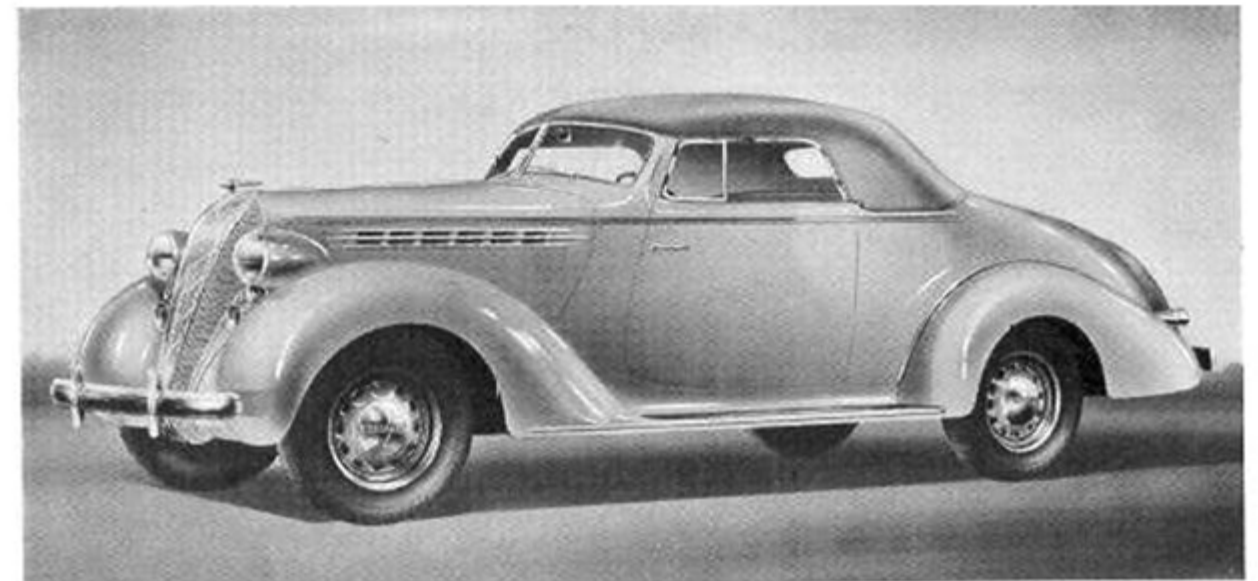
TERRAPLANE BROUGHAM -- 115 INCH WHEELBASE



TERRAPLANE COUPE --115 INCH WHEELBASE

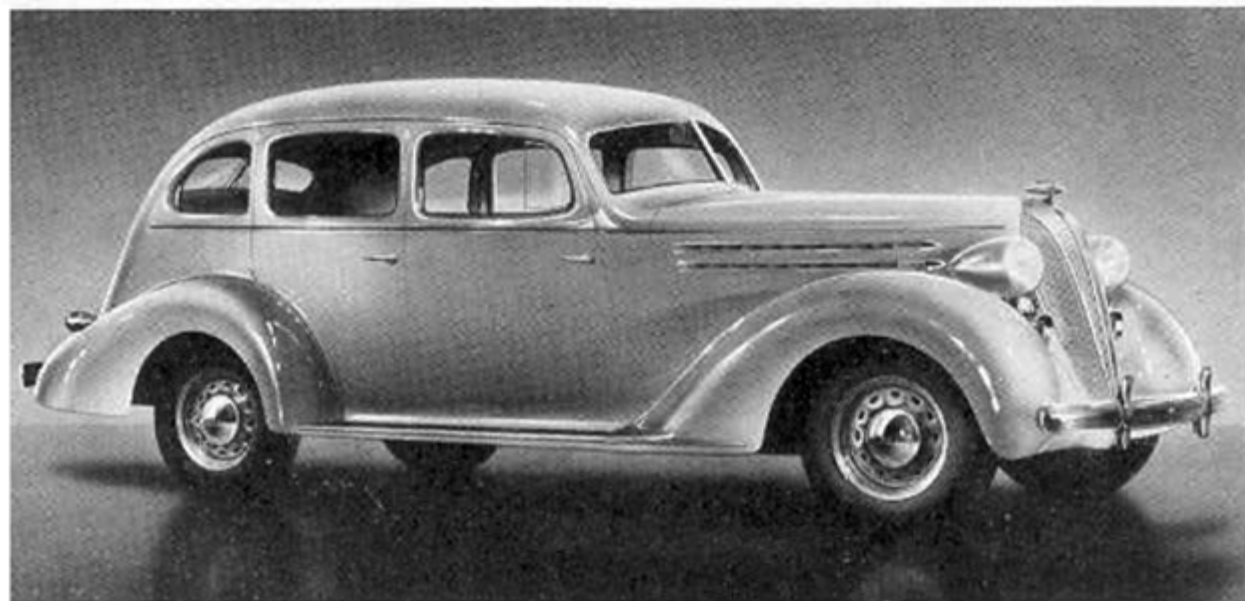


TERRAPLANE CONVERTIBLE COUPE  
115 INCH WHEELBASE

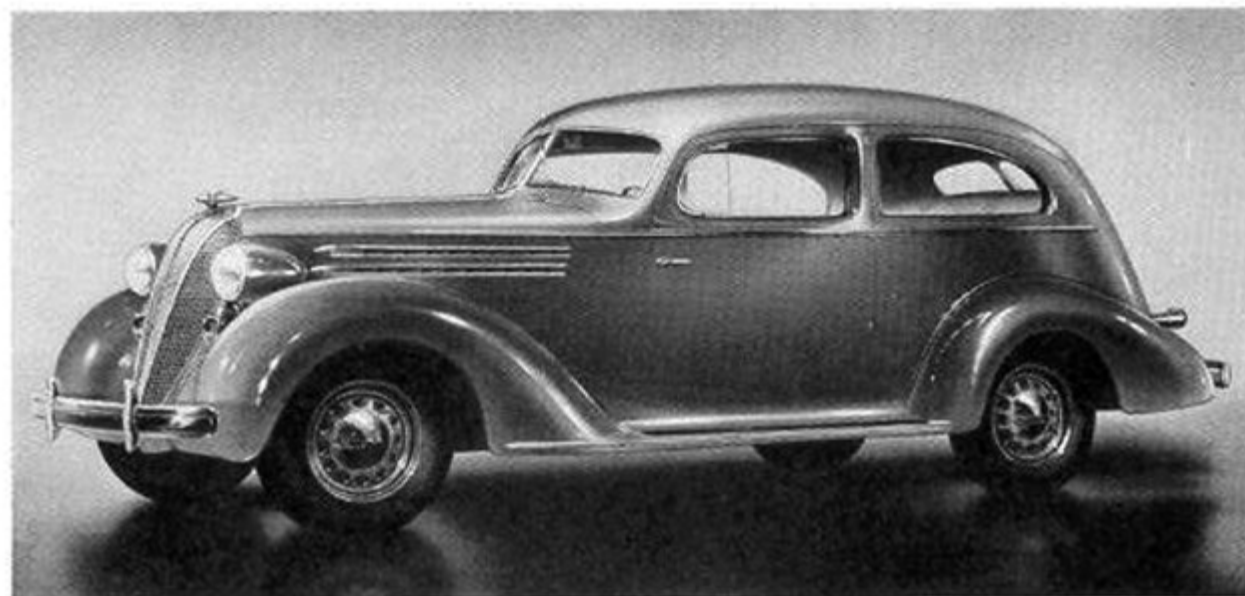




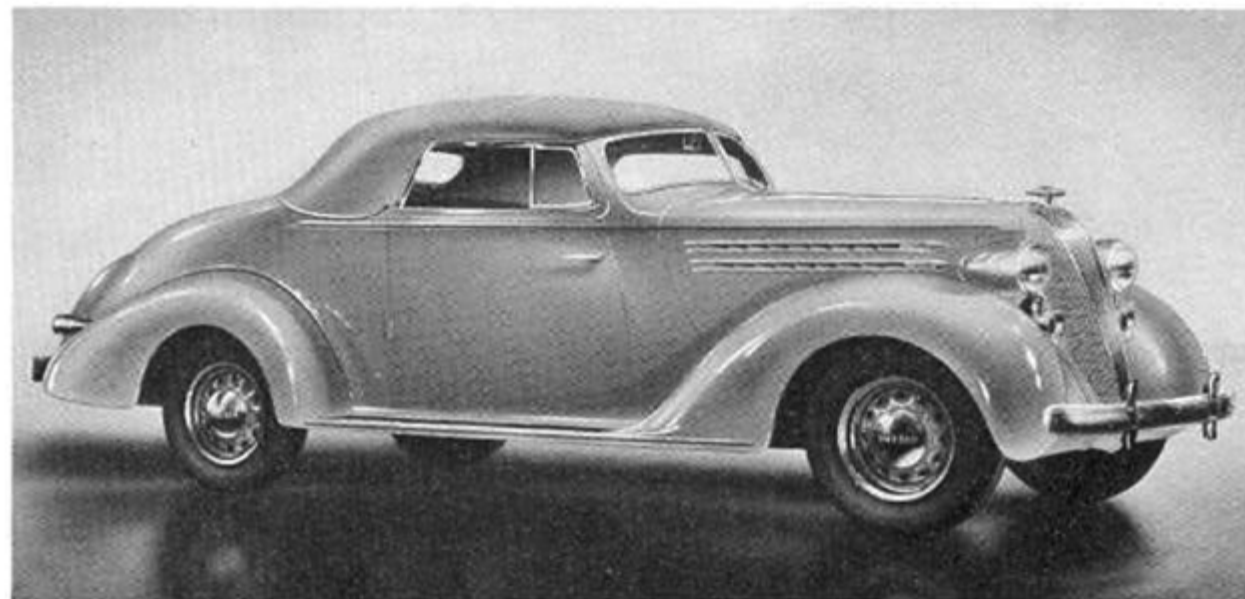
HUDSON SIX SEDAN -- 120 INCH WHEELBASE



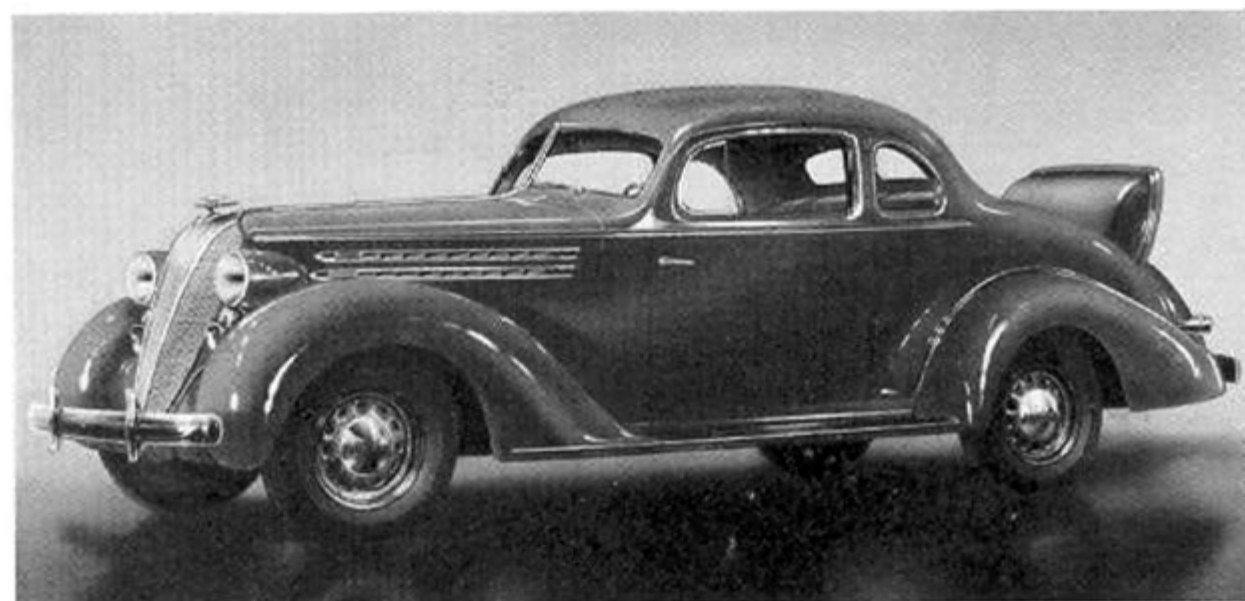
HUDSON SIX BROUGHAM -- 120 INCH WHEELBASE



HUDSON SIX CONVERTIBLE COUPE  
120 INCH WHEELBASE



HUDSON SIX COUPE --120 INCH WHEELBASE



# 1936 HUDSON 8 MODELS

120 and 127-Inch Wheelbase  
113 and 124 Horsepower

## De Luxe Series

Sedan Brougham Touring Sedan  
Touring Brougham Business Coupe  
Coupe with Rumble Seat  
Convertible Coupe

## Custom Series

Sedan Brougham Touring Sedan  
Touring Brougham Business Coupe  
Coupe with Rumble Seat  
Convertible Coupe

**F**OURTEEN models of Hudson Eights—seven in the Custom and seven in the De Luxe Series—offer the fine car buyer in 1936 the widest selection and also give him the greatest big car value in history.

Hudson Eights are bigger in 1936 . . . bigger in every way. Wheelbases are longer . . . 120 inches on the Broughams, Coupes and Convertible Coupes, and 127 inches on the Sedans. Over-all lengths are greater . . . 199 $\frac{5}{8}$  inches on the Broughams, 204 $\frac{7}{8}$  inches on the Coupes and Convertible Coupes, and 206 $\frac{5}{8}$  inches on the Sedans. Front seats and rear seats are wider . . . roomy room for three passengers in each seat. Leg room and head room to spare. More space . . . and more convenient space . . . in the baggage compartments and trunks.

Hudson Eights in 1936 are more beautiful, more graceful and better finished, both outside and inside.

Hudson Eights in 1936 give Hudson proved performance. Important advancements have been made in the water circulating system and in the fuel feed system.

Hudson Eights in 1936 are even safer than before. Hudson built the first bodies all of steel, and now those bodies have been made even stronger. Further, they have a smooth, seamless roof.

And Hudson Eights in 1936 offer **FIVE THINGS YOU NEVER SAW BEFORE** . . . five things you will not see in 1936 except on Hudson-built cars. 1. Radial Safety Control. 2. The Rhythmic Ride. 3. Tru-Line Steering. 4. Duo-Automatic Hydraulic Brakes. 5. Automatic Draft Eliminator.

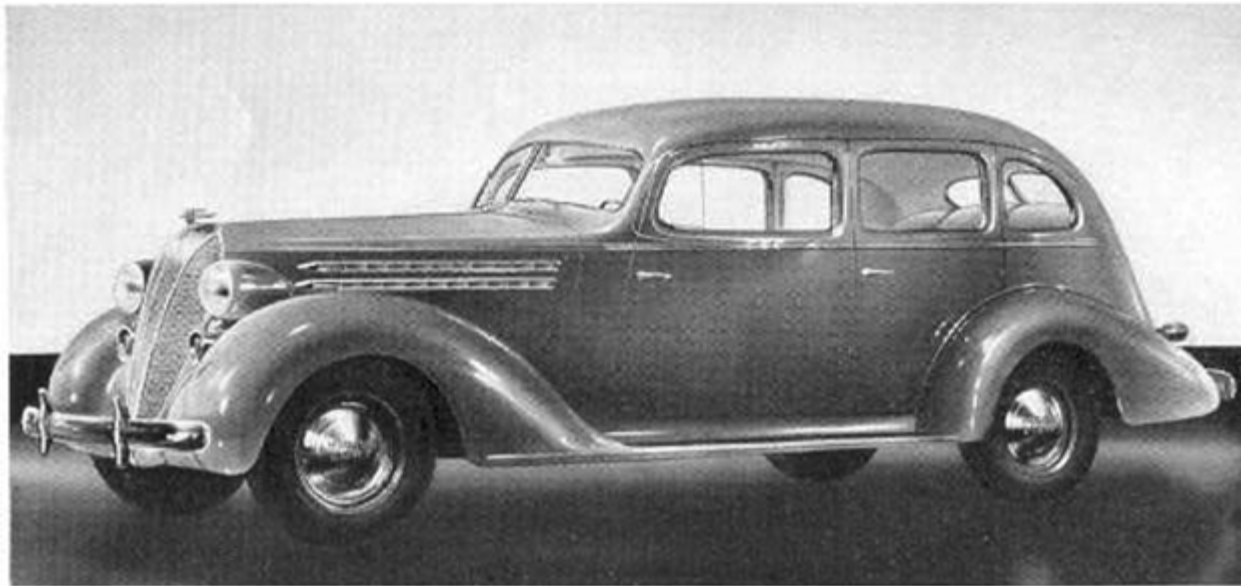
But with all of this extraordinary value built into Hudson Eights, they remain in the medium price field. They are by far the finest cars ever priced so low.

## PRINCIPAL SPECIFICATIONS

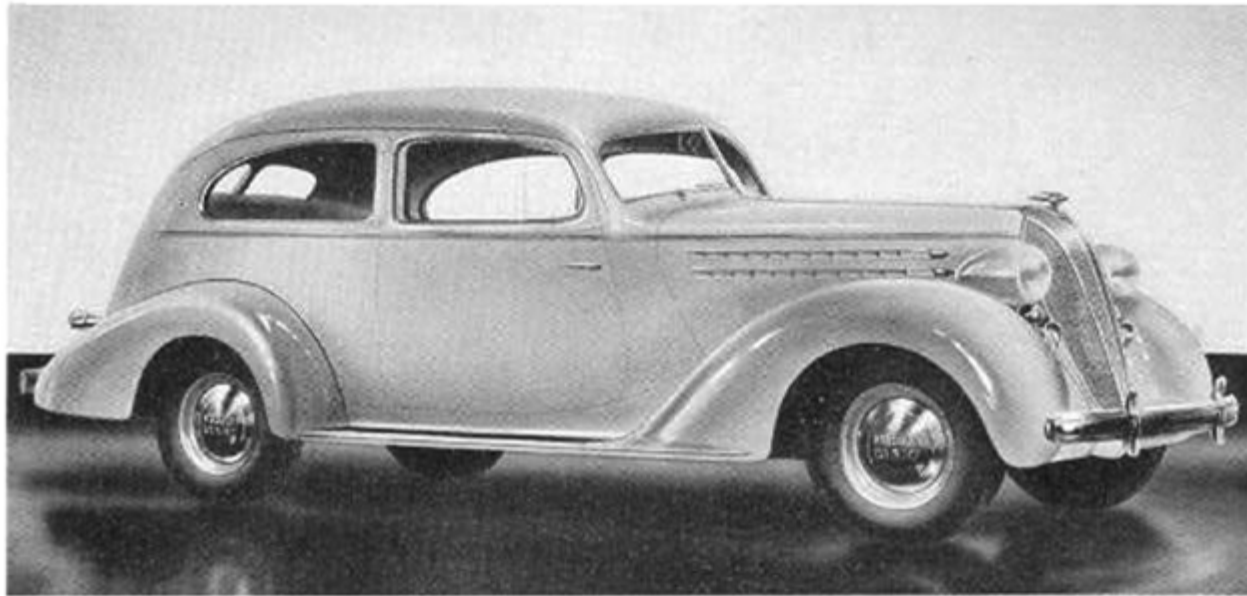
Developed		Over-all Lengths:
Horsepower . . . . .	113 and 124	Broughams . . . . .
Bore and Stroke . . . . .	3" x 4 $\frac{1}{2}$ "	Coupes and
Displacement . . . . .	254.47 cu. in.	Convertibles . . . . .
Compression . . . . .	6 to 1 and 7 to 1	Sedans . . . . .
A. M. A. Horsepower . . . . .	28.8	Tires . . . . .
Wheelbases . . . . .	120 and 127 inches	

(Note—All Hudson Eights illustrated on the following pages are in the Custom Series. Differences between the Custom and De Luxe Series are detailed on Page 100. Touring Sedans and Touring Broughams, which are not illustrated, are similar to the Sedans and Broughams, except that they include an integral trunk.)

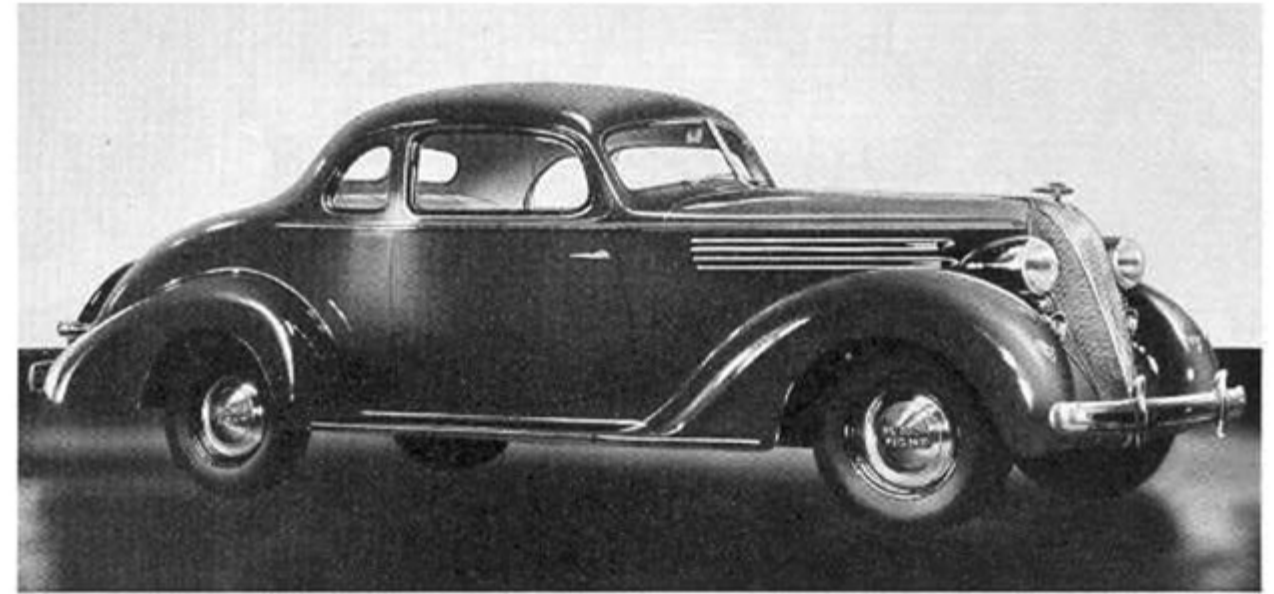
HUDSON EIGHT SEDAN -- 127 INCH WHEELBASE



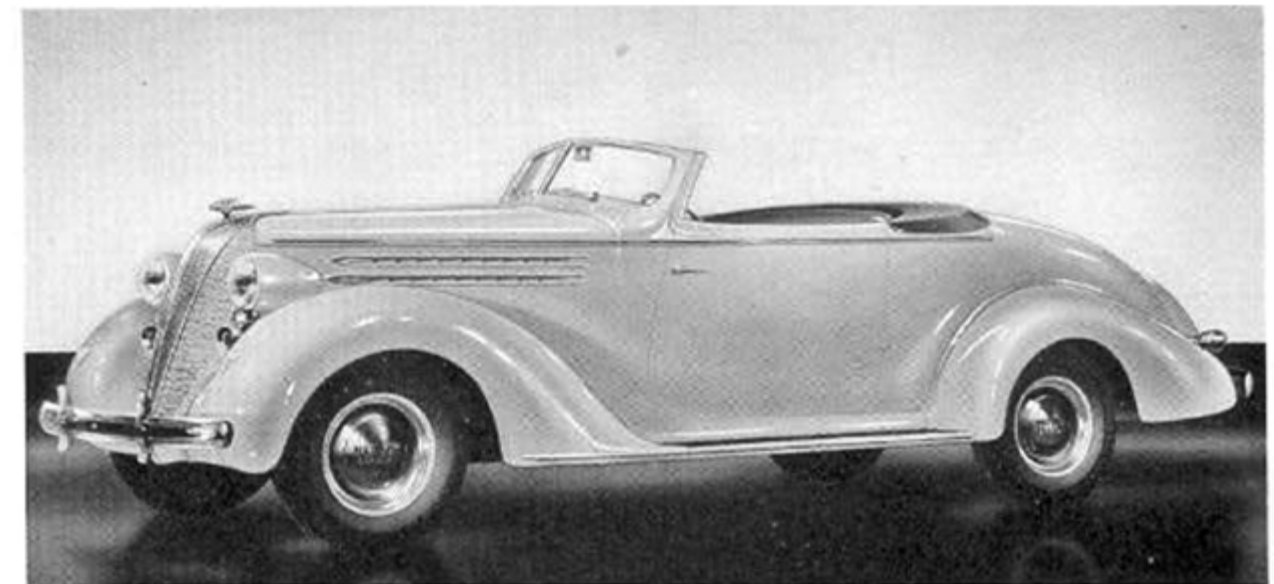
HUDSON EIGHT BROUGHAM -- 120 INCH WHEELBASE



HUDSON EIGHT COUPE -- 120 INCH WHEELBASE



HUDSON EIGHT CONVERTIBLE COUPE  
120 INCH WHEELBASE



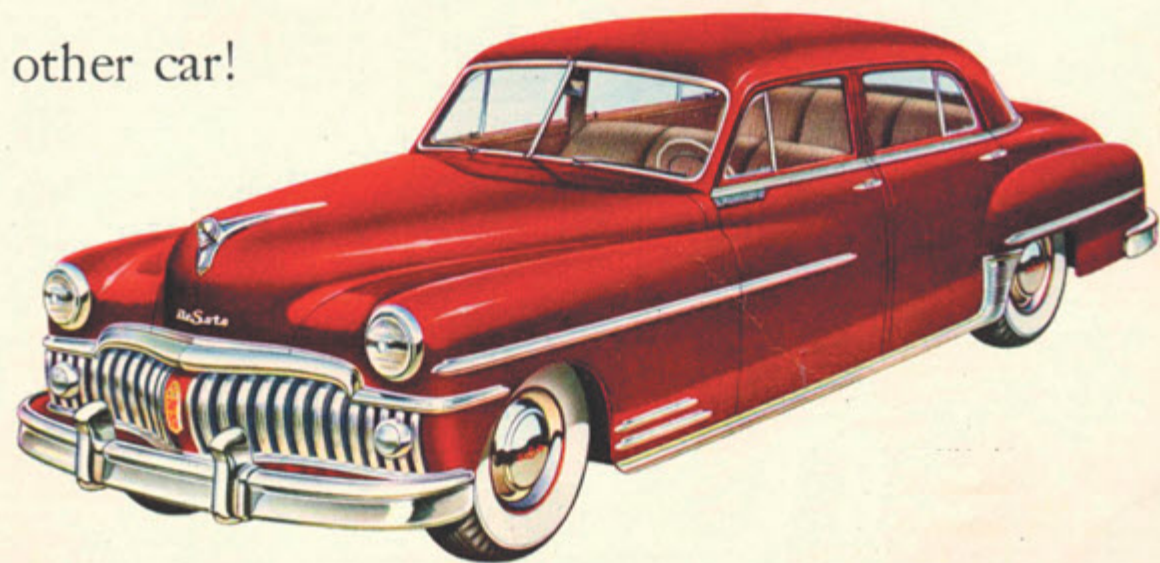


"I'm looking for a bargain!"

"I found one, a new

# DE SOTO

Its operating cost is 'w-a-y down. Its quality and comfort are 'w-a-y up. See if it doesn't offer you more enjoyment and value-for-money than *any* other car!



• Drive a De Soto before you decide!

Chris's Classic  
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[www.stainlessheaders.com](http://www.stainlessheaders.com)

## THE CARBURETOR REFACTORY

Rebuild, rebush American, Japanese & European carburetors  
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Mail order (UPS) & open shop  
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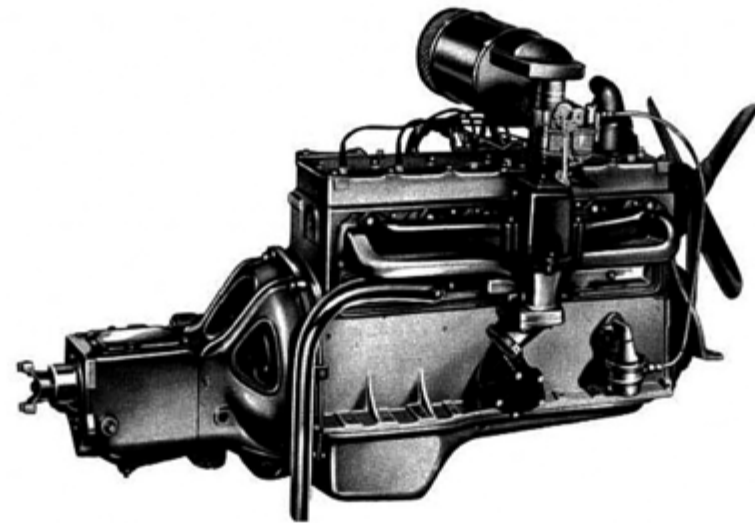
Web site: [www.carbkits.com](http://www.carbkits.com)

# "NEVER BEFORE SUCH

*Hudson High-Compression*

## **SUPER-SIX**

*America's Most Powerful Six*



Here's the famous Super-Six high-compression engine—America's most powerful Six—that powers the six-cylinder models of the famous Super Series and the Custom Commodore Series cars.  
Engineered for the utmost power from the high-octane

fuels of today, and the even higher-octane fuels of tomorrow, this velvety smooth, highly responsive engine can easily outperform anything of its kind.  
It's for you—if you want jet-like performance and years-ahead features such as described below:

### **SPECIFICATIONS**

**HIGH COMPRESSION**—6-cylinder, L-head design. 123 horsepower. Compression ratio, 6.7 to 1 (with optional extra-cost aluminum head, 7.2 to 1); Bore, 3 $\frac{1}{2}$  inches; Stroke, 4 $\frac{1}{4}$  inches; Displacement, 262 cubic inches.

**CYLINDER BLOCK**—High-chrome alloy which minimizes wear and reduces upkeep costs. Machines to a hard, super-smooth finish. Cylinder bores and valve seats entirely cooled by engine cooling system.

**CYLINDER HEAD**—Exclusive high-compression Hudson Power-Dome design. Provides high turbulence for most efficient combustion and great fuel economy.

**CRANKSHAFT**—Forged in position with integral counterweights. Balanced at rest and in motion. Equipped with rubber-insulated, lifetime vibration damper. Large, precision-type main bearings are steel-backed and babbitt-lined for long wear.

**PISTONS**—Aluminum-alloy, T-slot design. Cam ground for most efficient operation. Fitted with four rings, plated and pinned in position to prevent chatter and irregular wear.

**CONNECTING RODS**—High manganese alloy, drop forged. Lower bearings are large,

precision type, steel-backed and babbitt-lined. Wrist-pin bearing is steel-back bronze type.

**CAMSHAFT**—Nickel-chrome-molybdenum-iron alloy for maximum tensile strength. Cam surfaces are heat-treated for extreme hardness, phosphate-finished for better lubrication, and angular-ground to rotate tappet and prevent eccentric wear. Bearings are pressure-lubricated.

**TAPPETS**—Improved, rotating mushroom type for quiet operation. Pressure-lubricated. Equipped with self-locking adjusting screw.

**VALVES**—Special alloy intake and high nickel-chrome, heat-resisting exhaust valves. Valve seats are integral with cylinder block and cooled around their entire surface.

**CARBURETION**—High-compression induction system with direct-flow intake manifold, dual down-draft carburetor, automatic choke, automatic mixture heat control, anti-percolator valve and combination air cleaner, silencer and backfire arrester.

**FUEL SYSTEM**—Positive action, constant-pressure, mechanical fuel pump. Gas tank capacity, 20 gal.

**LUBRICATION**—Full pressure lubrication by extra-capacity rotor-type oil pump. Floating-type oil intake supplies only the cleanest oil to the lubrication system. Oil refill capacity, 7 qt.

**COOLING SYSTEM**—Closed-type pressure cooling system. Capacity, 19 qt. Cellular-tubular radiator with high flow rate. Ball-bearing, self-sealing, permanently lubricated pressure pump with large, six-blade impeller. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned for quiet and efficient operation.

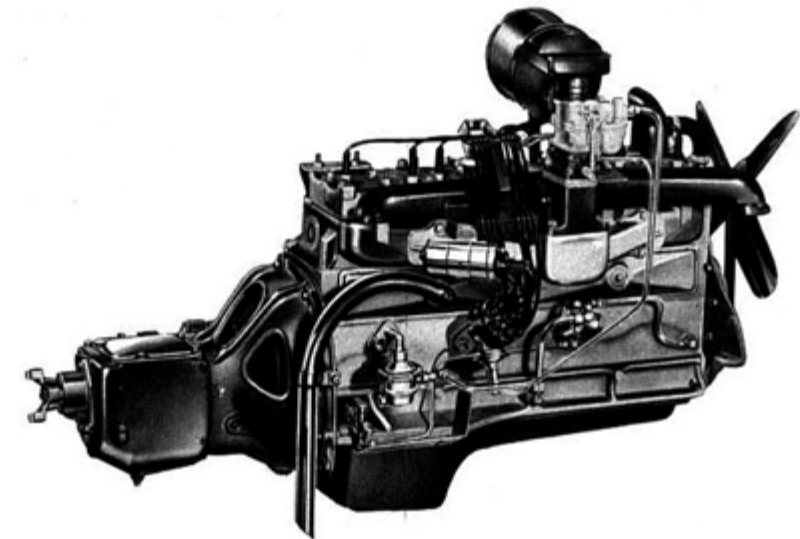
**IGNITION SYSTEM**—High-compression, high-voltage, moisture-resistant ignition system. Automatic spark advance and retard. Octane adjustment. High-efficiency ignition coil. Weather-proof wiring. Advanced-design, long-life, shielded spark plugs.

**GENERATOR**—Extra-capacity, ventilated, shunt-type generator with higher capacity at lower speeds. Voltage regulator assures maximum efficiency and provides full protection for all electrical equipment.

**STARTER**—High-torque type with improved Bendix drive. Finger-touch, safety-type starter button on instrument panel.

# GET-UP-AND-GO"

*The Masterful  
Hudson High-Compression, High-Output*  
**SUPER-EIGHT**



This is the masterful Super-Eight engine, renowned and respected the world over for amazing performance, endurance and economy. This proven high-compression power plant gives maximum efficiency with modern fuels, but does not require premium gas.

It is the high-compression, high-output power plant that powered the Hudson-built cars that hold more official AAA stock-car records than any other make . . . it's packed with extra-responsive power for every kind of driving. No engine is longer-lived or more economical.

### **SPECIFICATIONS**

**HIGH COMPRESSION**—8-cylinder, L-head design; 128 horsepower; Compression ratio, 6.7 to 1 (with optional extra-cost aluminum head, 7.2 to 1); Bore, 3 inches; Stroke, 4 $\frac{1}{4}$  inches; Displacement, 254 cubic inches.

**CYLINDER BLOCK**—Super-hard chrome alloy. Provides wear-resisting cylinder bores, eliminates need for special valve-seat inserts, reduces upkeep costs.

**CYLINDER HEAD**—Exclusive Hudson high-compression Power-Dome design for high turbulence, most efficient combustion and fuel economy.

**CRANKSHAFT**—Drop forged, fully compensated and balanced at rest and in motion. Equipped with rubber-insulated, lifetime vibration damper. Large, long-wearing, bronze-backed main bearings.

**PISTONS**—T-slot, aluminum alloy, cam ground for precision fit, long life and efficient operation. Two compression and two oil-control rings on each piston are plated and pinned in position to prevent chatter or irregular wear.

**CONNECTING RODS**—Drop forged of high manganese alloy for maximum strength. Dowel-fitted caps assure perfect alignment. Centrifugally installed babbitt-metal bearings.

**CAMSHAFT**—Nickel-chrome-molybdenum-iron alloy for maximum tensile strength. Cam surfaces heat-treated for hardness, ground to super-smooth finish for low friction, and phosphate-finished for better lubrication and quiet operation. Large babbitt-metal bearings.

**TAPPETS**—Exclusive roller-cam type. Maintain constant contact with rotating cam lobe for quiet operation, require less frequent adjustment, wear longer.

**VALVES**—Special alloy steel. Exhaust valves have high chrome content to withstand high temperatures. Valve seats are integral with super-hard, high-chrome alloy cylinder block, making valve grinding rarely necessary.

**CARBURETION**—High-compression induction system through direct-flow intake manifold with compensating passages to equalize distribution to cylinders. Dual down-draft carburetor. Automatic choke. Automatic mixture heat control. Anti-percolator valve. Air cleaner with silencer and backfire arrester.

**FUEL SYSTEM**—Positive action, constant-pressure, mechanical fuel pump. Gas tank capacity, 20 gal.

**LUBRICATION**—Exclusive Duo-Flo system supplies oil in direct ratio to engine speed.

Positive oil feed and cooling. Every part lubricated at first turn of crankshaft. Floating-type oil intake supplies only the cleanest oil to lubrication system. Oil refill capacity, 7 qt.

**COOLING SYSTEM**—Closed-type pressure cooling system. Capacity, 18 qt. Cellular-tubular radiator with high flow rate. Ball-bearing, self-sealing, permanently lubricated pressure pump with large, six-blade impeller. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned for quiet and efficient operation.

**IGNITION SYSTEM**—High-compression, high-voltage, moisture-resistant ignition system. Automatic spark advance and retard. Octane adjustment. High-efficiency ignition coil. Weather-proof wiring. Advanced-design, long-life, shielded spark plugs.

**GENERATOR**—Extra-capacity, ventilated, shunt-type generator with higher capacity at lower speeds. Voltage regulator assures maximum efficiency, prevents overcharging of battery, and provides full protection for all electrical equipment.

**STARTER**—High-torque type with improved Bendix drive. Finger-touch, safety-type starter button on instrument panel.

## THESE ARE THE INDUSTRY-LEADING ADVANTAGES

Custom  
Commodore  
Series



Custom Commodore Series Four-Door Sedan



Custom Commodore Series Club Coupe



Custom Commodore Series  
Convertible Brougham



Super Series Four-Door Sedan

Famous  
Super  
Series



Super Series Club Coupe



Super Series Two-Door Brougham

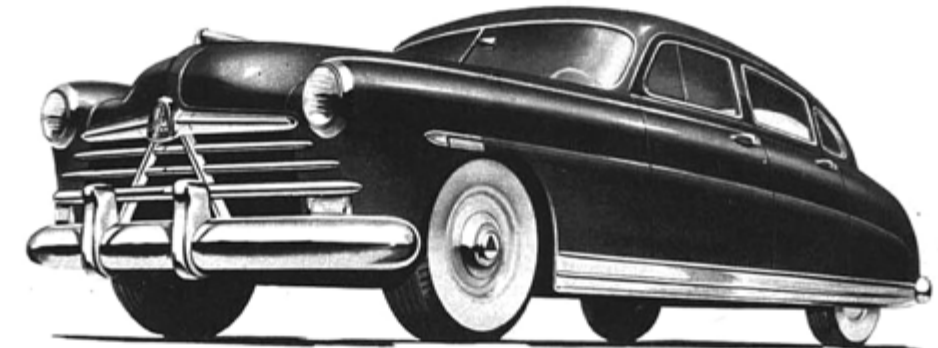
## THAT ENABLE HUDSON ALONE TO BRING YOU

### *"The New Step-Down Ride"!*

Exclusive "step-down" design with its recessed floor • The steady, road-hugging security of the lowest center of gravity in any car • Added safety and quietness of Monobilt body-and-frame\* • Roomiest seats in any mass-produced car built today • Low-built, free-flowing lines of true streamlining • Amazing head room in both front and rear seats • Full road clearance • Curved Full-View windshield • New High-compression Pacemaker Engine • High-compression Super-Six Engine, America's most powerful Six • Or even more powerful Super-Eight • Exciting Super-matic Drive†—only automatic transmission that gives you conventional shifting at the touch of a button, and combines fuel-saving overdrive • Powerful Triple-Safe Brakes • True Center-Point Steering • Super-smooth Fluid-Cushioned clutch • Super-Cushion tires • Chrome-alloy cylinder block • and more than 100 other outstanding improvements.

\*Trade-mark and patents pending.

†Optional at extra cost



Pacemaker Series  
Four-Door Sedan

Lower-Priced  
Pacemaker  
Series



Pacemaker Series  
Convertible Brougham



Pacemaker Series  
Two-Door Brougham

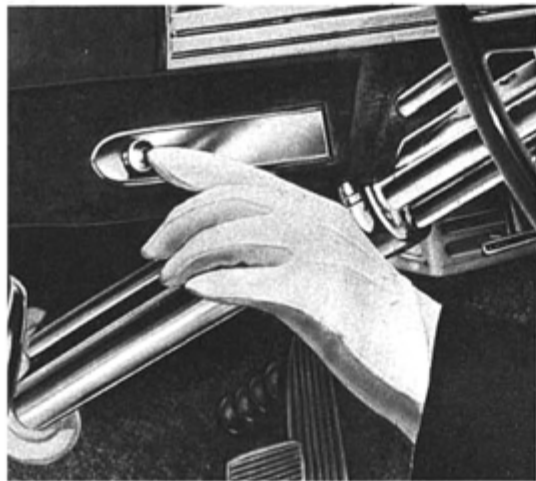


Pacemaker Series  
Club Coupe  
Also available as  
a 3-passenger Coupe

# NEW SUPER-MATIC DRIVE

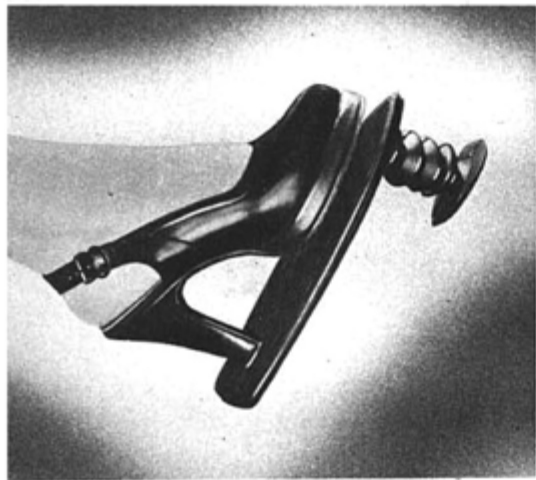
*all-range, no-shift driving with the fuel*

**the only automatic transmission that can**



## READY . . .

See how easy motoring can be with amazing Super-matic Drive! (Optional on all 1950 Hudsons at extra cost.) You simply start the engine . . . then set selector lever for normal forward driving . . . then relax! And from then on there is no clutch-pushing, no gear-shifting! Super-matic Drive does the work, leaving you free to steer with both hands! Here's the easiest driving you can imagine . . . in traffic or on the open road.



## GO . . .

Smoothly you pick up speed as long and as fast as you desire—shift into high-intermediate gear occurs *only when* you desire! At speeds over 22 miles an hour, Super-matic Drive—at your command—operates automatically in thrifty, fuel-saving overdrive. And there's still Get-away reserve power gear at your command for extra bursts of speed, and ultra-low gear for extra-hard pulls in tough going!



## STOP!

Just use your brake . . . no need to push clutch or shift gears! And when you stop, you *stop!* No creeping—your car stands perfectly still! And if for any reason you'd like to change to conventional driving for a time, you can do so instantly by the touch of a button on the instrument panel. Yes, that's *another* feature no other automatic transmission offers!

*tops the field in driving ease—  
saving advantages of overdrive . . .*

**be instantly converted to manual shifting!**

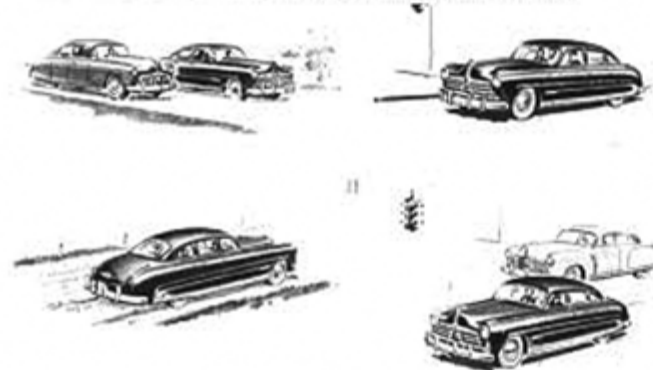
Here's where you discover how incredibly *easy* driving can be!

It's your introduction to the new, easy-going magic of Hudson's Super-matic Drive, optional on the new 1950 Hudsons at extra cost.

It's magic that *only* Hudson can bring! For Super-matic Drive is the only "no-shift" drive that changes gears automatically, but *only* when you want them changed . . . that's instantly convertible to conventional shifting at the touch of a button . . . that combines the fuel-saving advantages of overdrive!



"On" and "Off" buttons on the instrument panel control your Super-matic Drive—and you are *always in command!* Gear changes are made automatically—but *when, and only when,* you desire! Super-matic is the only automatic transmission that's instantly convertible to conventional driving at the touch of a button!



- Super-matic Drive is the most versatile of all! No other automatic transmission gives the driver so many driving choices!
- Super-matic Drive is the most responsive of all! From start through acceleration, gear ratios change to suit driver's preference!
- Super-matic Drive excels in performance! There's no slipping, no engine racing when starting and accelerating . . . no creeping when car is stopped.
- Super-matic Drive is more economical! Amazing overdrive gives up to three miles free out of every ten you travel!
- Super-matic Drive has Get-away reserve power! Just press the accelerator and there's a burst of power and speed for passing, climbing steep hills, or emergencies!
- Super-matic Drive is the only automatic transmission that can be instantly converted to conventional drive by the touch of a button on the instrument panel!



Your overdrive control is conveniently close to the steering column. Super-matic's spectacular overdrive lets your Hudson hustle while the engine loafs along, gives you up to three miles free out of every ten you drive . . . maximum performance from the lively, jet-like power of Hudson's high-compression engines!