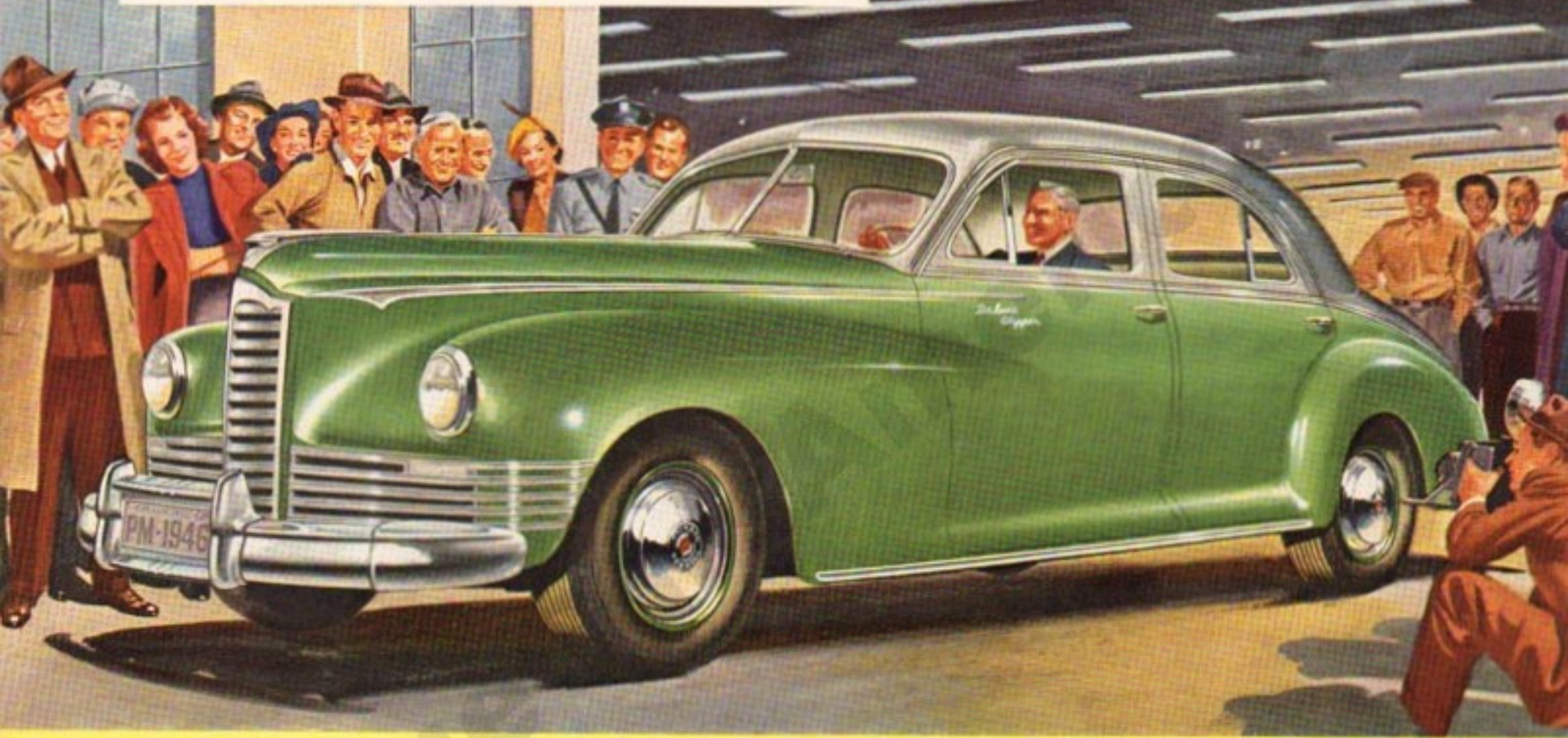


The No. 1 Glamour Car of America



THE NEW

1946 PACKARD CLIPPER



PACKARD MAKES GOOD ON

3 WARTIME PROMISES

Packard made 3 wartime promises. Each involved a task which seemed impossible of achievement at the time.

PROMISE NO. 1—Long before Pearl Harbor, the U. S. Navy turned to Packard for aircraft-type marine engines to power its spectacular new PT Boats.

These giant 12-cylinder engines—jewelled to standards of precision never before achieved on a mass-production assembly line—were needed by the tens of thousands . . . and fast!

Packard *delivered* them, as promised . . . and the men who manned the lightning-fast PT Boats found that their Packard power plants were engines a man could "bet his life on" . . . *and win.*

PROMISE NO. 2—Many a top-flight U. S. engineer said it couldn't be done—but Packard promised to turn out tens of

thousands of precision-built Rolls-Royce aircraft engines by volume-production methods . . . *and made good!*

This vital contribution to Allied air supremacy is one in which every Packard worker can always take pride.

PROMISE NO. 3—All through the war, Packard kept promising that when peace returned, we would build a car even finer than the famed prewar Clipper.

And that was perhaps the biggest promise of all, for the last Clipper was generally conceded to be the best-looking car on the road—and its performance was acclaimed as equalling its beauty.

But today, with the introduction of the stunning new 1946 Packard Clipper, the third promise, too, comes true!

Packard built over 13,000 marine engines for Navy PT Boats, Army air-sea rescue craft, and British MTB's . . . and more than 56,000 Rolls-Royce engines for such famous war planes as the Mustang, Mosquito, and Lancaster.

PRESENTING AMERICA'S No. 1 GLAMOUR CAR

A MESSAGE FROM GEO. T. CHRISTOPHER, PRESIDENT PACKARD MOTOR CAR COMPANY



Every car manufacturer, and every car dealer, faces the same problem today.

That problem is the tremendous demand for cars resulting from the war years.

If you could visit the Packard plant, you would agree that we are more than doing our part to help meet that demand.

New 1946 Packard cars are rolling in a steady stream from our assembly lines—most modern in the industry.

Our production goal is *double* the output of our biggest pre-war year. Every day brings us closer to that goal.

We are doing everything possible to increase production, using all the skill and experience that enabled us to build a billion dollars worth of precision combat engines.

We could build more cars if more materials were available. We could build more cars if we were willing to lower our Packard standards of quality.

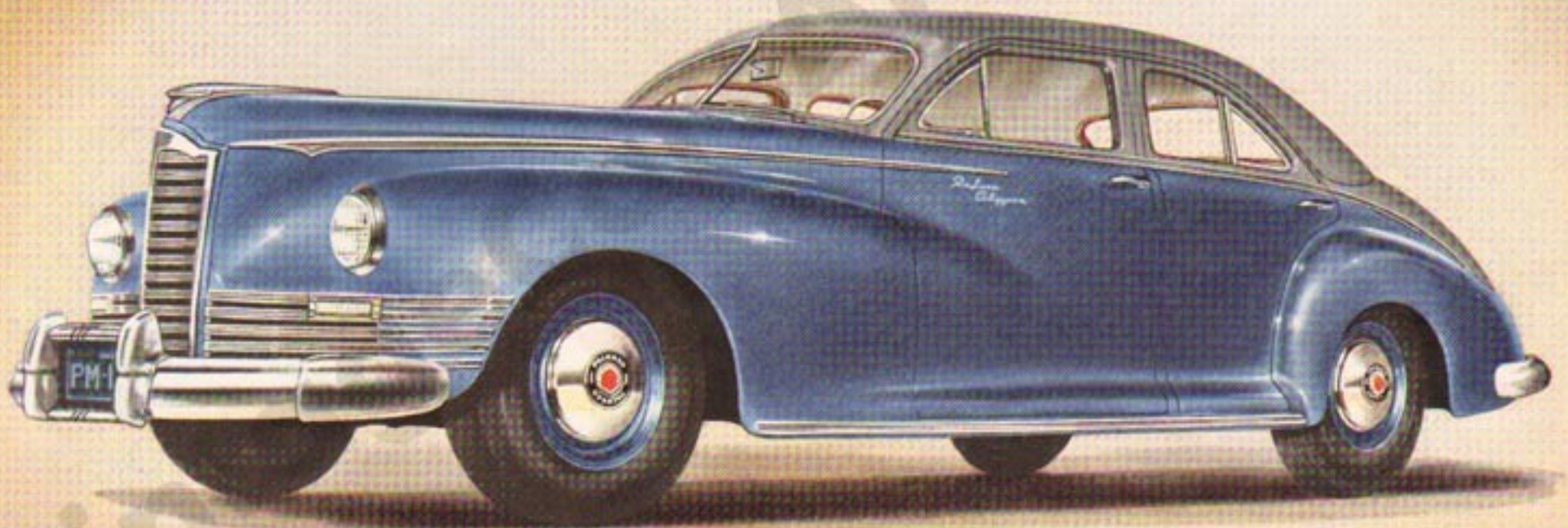
You may be able to obtain quick delivery of your new Packard. But if you have to wait a little longer than you like, you know that you will be rewarded with a car of traditional Packard excellence.

A handwritten signature in cursive script that reads "Geo. T. Christopher".

PRESIDENT AND GENERAL MANAGER

**PACKARD DELUXE CLIPPER
TOURING SEDAN**

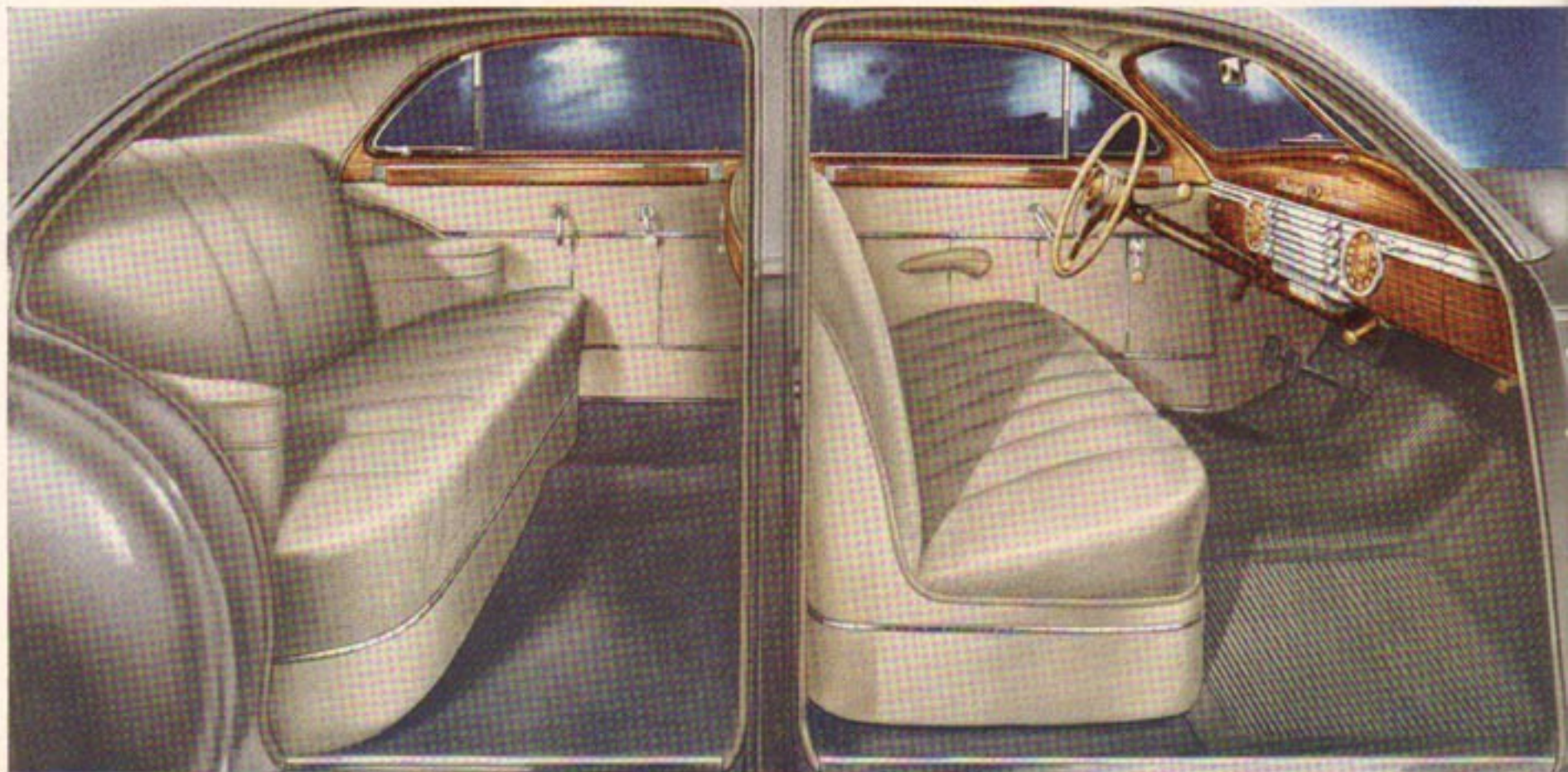
125 Horsepower • 120" Wheelbase



STUNNING NEW INTERIORS

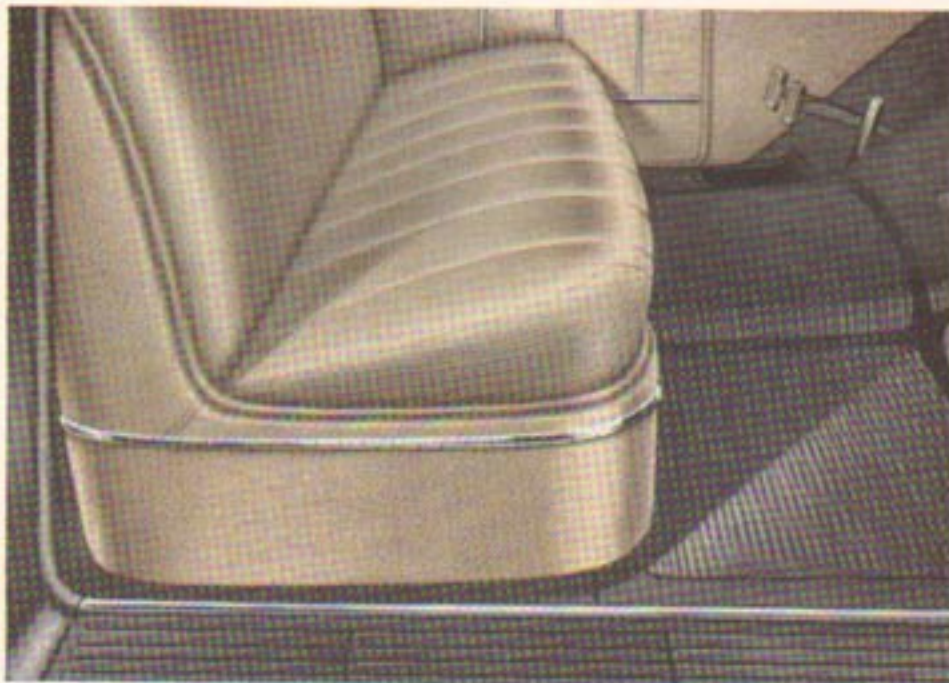
● You'd naturally expect to find luxurious new broadcloth fabrics, tasteful color combinations, and deep-seated comfort in the new DeLuxe Packard Clipper interiors for 1946. But we think you'll be genuinely and most agreeably

surprised to discover that *any* interiors could so richly complement the sweeping, eye-pleasing lines of Clipper styling! In this new Packard sedan you have a choice of two superb, long-wearing wool broadcloths in blending colors.





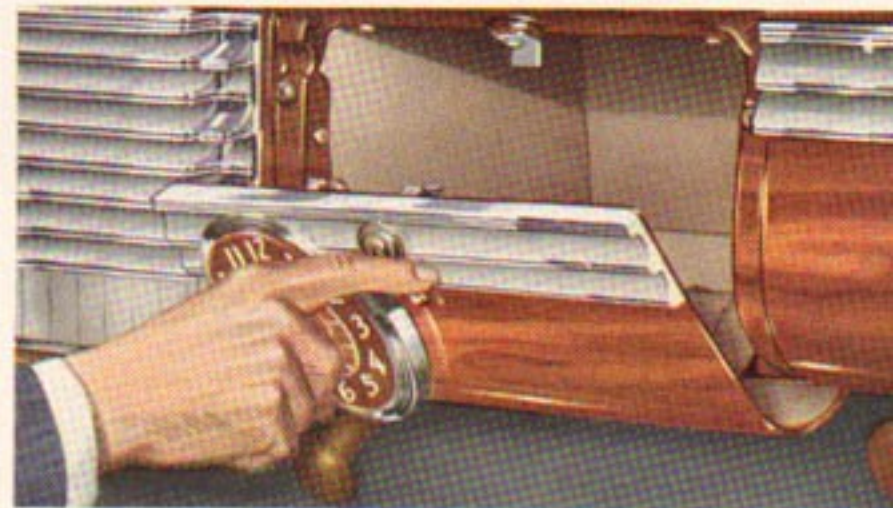
● New Packard Clipper beauty for 1946 also finds expression in the tastefully designed steering wheel and instrument panel. In every detail of these all-steel bodies for 1946, you'll find ideas and improvements which will add materially to your comfort, safety and pride in being "the man who owns" a Packard!



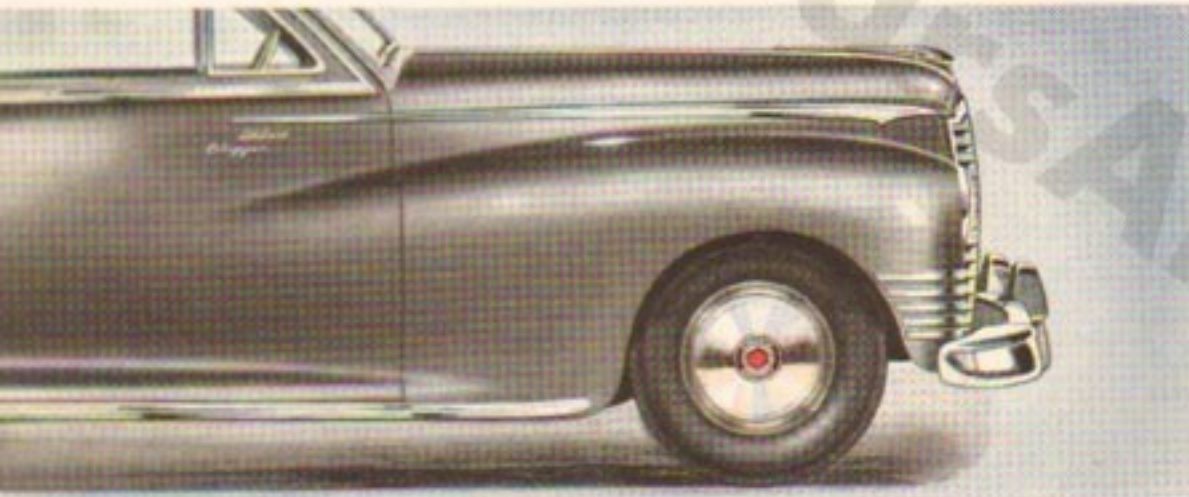
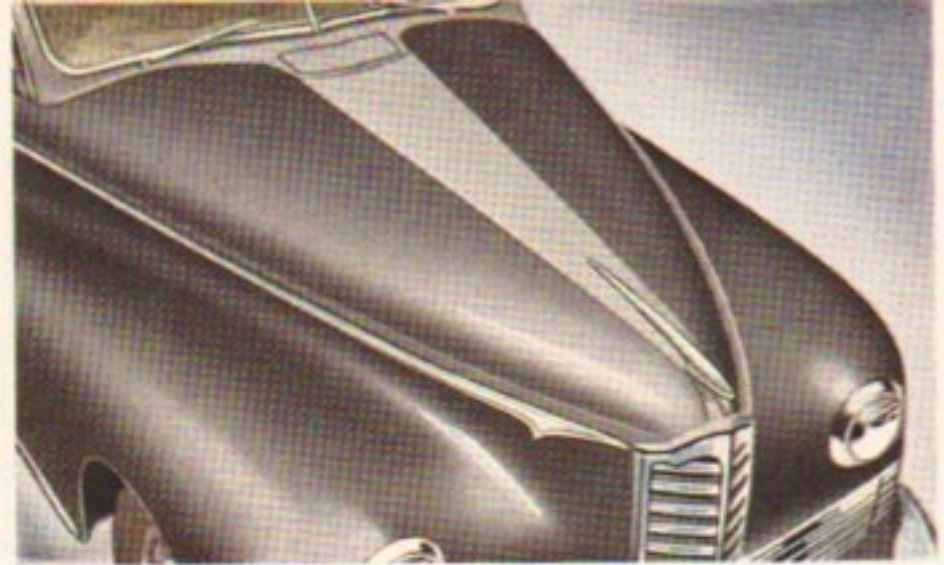
● Your first glimpse of the Packard front seat for 1946 will tell you volumes about Clipper design—*functional design*, which considers not only artistry but the comfort of driver and passengers as well. Inviting? You'll find it hard to resist! Restful? Yes—even after a day-long tour! Convenient? In every detail!



● Three passengers can relax in roomy comfort in the back seat (as well as the front seat). The unique recessed design of the forward seat gives long-legged passengers plenty of room to stretch out. Generous headroom, too. Here's common sense in modern styling.



● An ingenious new cam-action latch holds the door of this convenient glove compartment firmly *shut*. No more annoying squeaks or rattles. Yet it flips open at the slightest touch of a finger tip. It typifies the *thoughtfulness* of Clipper design.



Upper left: Brand-new for 1946—but one glance tells you it's a Packard through and through! Note how the world-famous traditional Packard lines have been retained in the stunning new contours of the radiator grille.

Upper right: The low rakish lines of Packard Clipper speed-stream styling are a constant delight, no matter from what angle your eye takes in the sweeping beauty of "America's No. 1 Glamour Car!"

Lower left: Packard pioneered the "fade-away" fender to provide extra inches in seat width and body breadth . . . and the industry paid Packard the compliment of trying to copy this keynote of Clipper styling.

But *only* Packard, even now, offers you the *true* fade-away fender . . . smoothly faired into the body . . . free of any seams, in which clogging ice or sleet could cause a car door to "stick."

TRADITIONAL CLIPPER BEAUTY IN EVERY DETAIL

NEW IMPROVEMENTS

that pay off in greater beauty, comfort, and performance

In the brilliant 1946 Packard Clipper you will find 68 brand-new improvements added to the scores of exciting features which made the prewar Packard Clipper unique among all fine cars.

Some of these improvements will add to your enjoyment of Packard ownership primarily because they delight the eye, adding a deft and final touch of fine-car craftsmanship and beauty.

Others will contribute to your *comfort* in ways which will agreeably surprise you, even if your ownership of prewar Packards has made the Packard name synonymous in your mind with riding comfort.

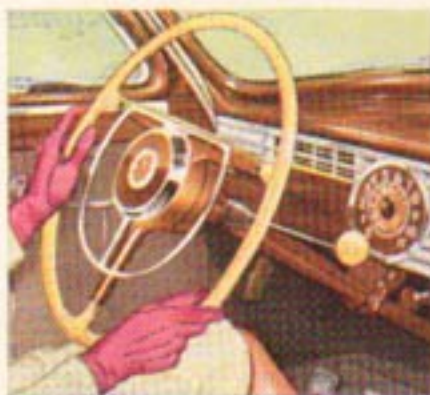
Still others are mechanical improvements, or new materials which, born of our wartime experience in precision manufac-

ture, exceed even Packard's rigid engineering specifications of past years.

As a result, expect (because you'll get) thrilling new ease of handling . . . sparkling performance . . . low maintenance and upkeep costs . . . year-after-year Packard dependability . . . and even greater economy of operation than this car's illustrious forerunner could boast.

In short, the new Packard Clipper for '46 is a car in which the world's foremost motor car craftsmen have reached dazzling new heights in achieving luxurious, economical, personal transportation.

To own this car is to know the satisfaction of being one of the thousands to whom we refer when we say, "Ask the man who owns one!"



• "Finger-tip" ease of handling is no mere exaggeration, thanks to Packard's newly-engineered, unique steering design and better weight distribution.



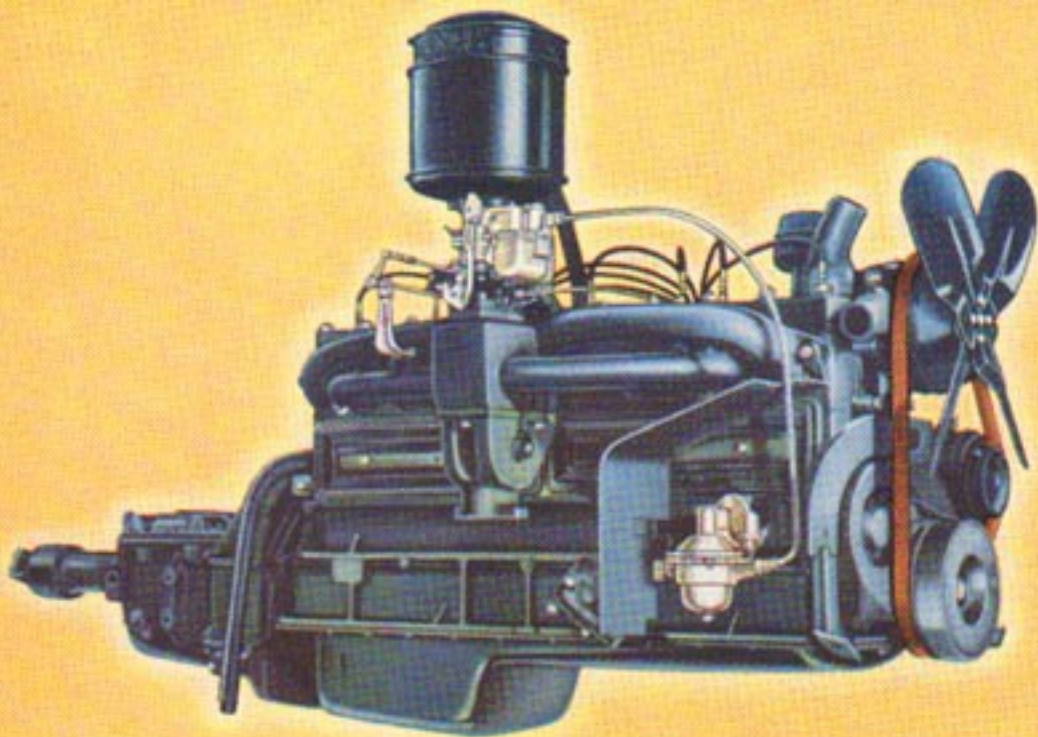
• "Econo-Drive"—(Packard's famed over-drive)—gives you as much as 10% more mileage per gallon at cruising speeds—also reduces engine wear.



• A miracle of *seat-roominess without sacrificing headroom*—that's one of the major achievements of Clipper streamlining. Your comfort dictated the style!



• Full, unobstructed vision, especially from behind the wheel, is a safety feature that appeals most in Packard Clipper styling. Drive one and see!



Packard Eight Clipper Engine for 1946

THREE GREAT ENGINES

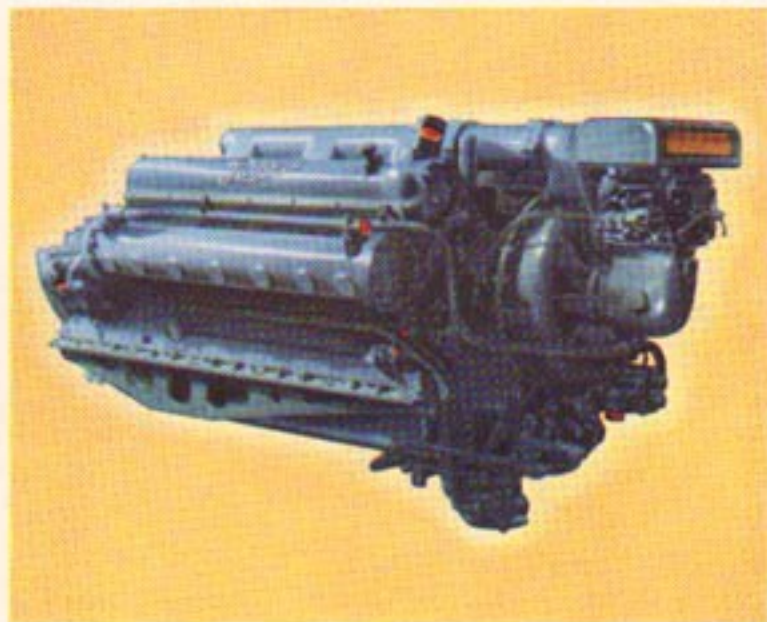
. . . sisters under the skin

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

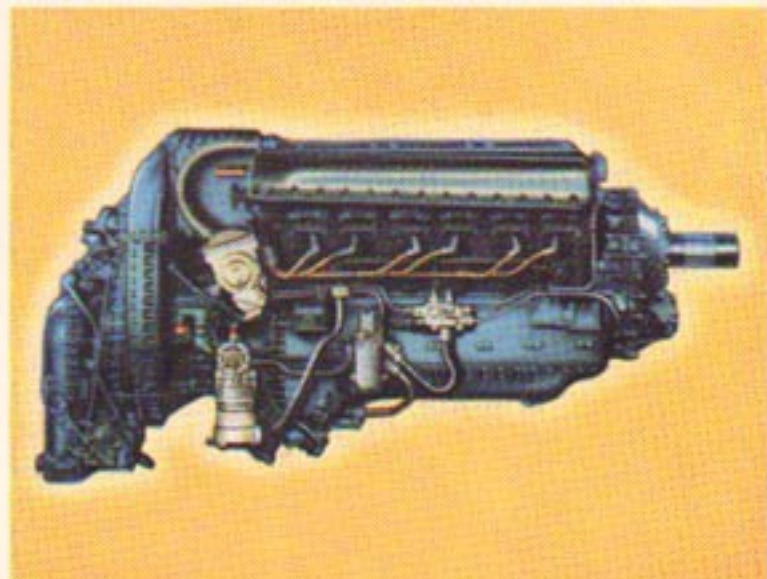
Surely no engine ever built can boast a prouder heritage than the engine that powers your new 1946 Packard Clipper.

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



HOW CLIPPER BEAUTY PAYS OFF IN PERFORMANCE

● It's one thing to try to *explain* the benefits of true "functional" design . . .

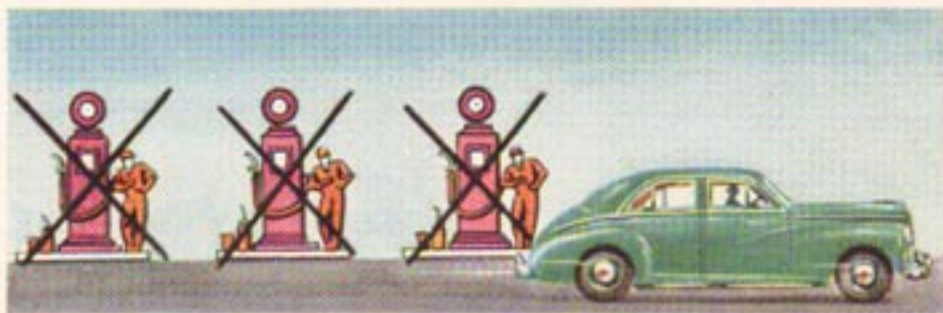
. . . and it's quite another to slide behind the wheel of the new 1946 Packard Clipper and thrill to the experience of discovering how functional design actually *pays off* in brilliant car performance.

If you're skeptical, there are quick and simple ways of *proving* how functional design means better economy . . . flashier response to the tip of your toe on the treadle . . . smoother *glide-ride* comfort . . . and road-hugging stability at high speeds.

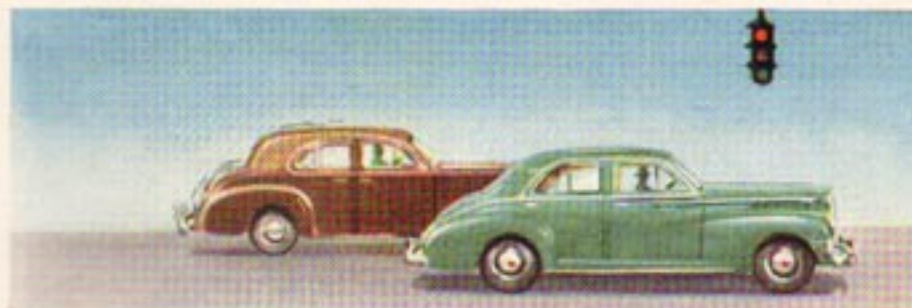
For example . . .



1. Packard coachwork—solidly constructed, scientifically insulated—is a revelation in quiet comfort. Other important factors in Packard comfort for 1946 are liberal use of sound-absorbing rubber—and Clipper streamline design, which cuts wind noise to a low level. One ride will tell the story.



3. If you're pleasantly surprised at being able to pass filling station after filling station while ordinary cars have to stop, here's why: Tests show that Packard Clipper functional design appreciably cuts down wind resistance—and that means more miles per gallon! It means much steadier handling, too.



2. Packard Clipper streamlining, plus stepped-up power, greatly improves acceleration. Lightning bursts of speed are always at your instant command for unexpected emergencies. And you'll like the way Packard power does its work with effortless ease—it's a brand of sparkling performance that *lasts*.



4. Low and rakish, the new 1946 Packard Clipper "rides the groove" around sharp curves and over rough roads with the steady sureness and stability of a multi-ton streamlined locomotive. Carefree confidence replaces road strain when you're behind the wheel of a Clipper, even for long hours at a stretch.

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.

For example, from Atlanta, Ga., comes this evidence of Packard dependability . . .

Mr. J. N. Hancock, shown at the right in an unretouched photograph with his 3-year-old Packard Clipper, was required to cover a large territory during the war, calling on Army and Navy bases and war plants. He reported, just before V-E Day, that he had rolled up 94,630 miles in his Clipper.

He added that the car had averaged better than 20 miles to the gallon . . . and total repairs, other than normal maintenance, had cost exactly \$32.80. During this period, not a single major repair was needed.

This, we think you'll agree, is an amazing record. But we're certain that among the thousands of Packard owners in America today, there are many who could match this wartime performance story—and perhaps even beat it!

If further proof of Packard long life and dependability were needed, we'd sum it up with these figures: Car registrations for all makes of cars dropped off 12% between 1941 and 1945. That many cars went off the road. But Packard registrations dropped only 4% over this same period.

ASK THE MAN WHO OWNS ONE



MAJ. LEONARD J. KLINE, Monroe, La.
(1942 Packard Clipper)

"Have driven 60,000 miles at an operating cost of \$0.173 per mile. Still get 16 miles per gallon in town, 18 on trips. Never need to add oil between 2000-mile changes. Total maintenance: 1 set of spark plugs, 1 fan belt. What a car!"



L. G. PARKER, Peoria, Ill.
(1942 Packard Clipper)

"50,000 miles without a mechanical failure—wonderful performance, most economical—still running on original tires—car just waxed, looks brand-new!"



JOHN A. KLARQUIST, Los Angeles, Calif.
(Two 1942 Packard Clippers)

"Excellent performance—in almost constant day-and-night service, in desert heat and mountain altitudes. One car has run 70,000 miles. Very economical to operate—tops in comfort. Put me down for a new 1946 Packard!"



PETER J. JOYCE, Pittsburgh, Pa.
(1942 Packard Clipper)

"Have driven 110,000 miles without necessity for a single major repair. Have averaged 18 miles per gallon. With a service record like this, my order is in for a new 1946 Packard!"

SPECIFICATIONS for PACKARD DE LUXE CLIPPER

ENGINE—L-head, eight cylinders in line. Specially treated aluminum alloy, steel strut pistons with coil-spring-expanded oil control rings. Bore and stroke 3 $\frac{1}{4}$ inches x 4 $\frac{1}{4}$ inches. Compression ratio 6.85 to 1. Brake horsepower 125 at 3600 r.p.m. Crankshaft weight 95 pounds, 5 main bearings. Removable precision type main and connecting rod bearings. Neutropoised, three point rubber engine mountings.

ENGINE LUBRICATION—Full pressure lubrication to all main, connecting rod, camshaft and piston pin bearings, also to valve tappets. Floating oil screen.

FUEL SYSTEM—Duplex downdraft—two carburetors in one. Automatic choke, automatic heat control. Air intake silencer and air cleaner. Idling control. Mechanical pump with filter. 17 gallon gasoline tank. Gas tank filling signal.

COOLING SYSTEM—Thermostatic temperature control. Sealed cooling system—pressure sealed filler cap. Tubular radiator core, 4 blade 18 inch fan; water pump permanently sealed and greased. Cylinders completely surrounded by water. Cooling system capacity 4 $\frac{1}{4}$ gallons.

CLUTCH—Semi-centrifugal. Single dry plate type. 10 inch diameter. Ball throw-out bearing, permanently lubricated.

TRANSMISSION—Synchronized, carburized, helically cut gears; 9 ball and roller bearings.

OVERDRIVE—Packard Econo-Drive available at moderate extra cost. Electrically operated. Reduces engine speed 27.8% without changing car speed.

FRAME—X-member type frame, box section side rails.

FRONT-SUSPENSION—Packard independent front-wheel suspension. Double-acting shock absorbers. Roll control bar.

REAR-SUSPENSION—Semi-elliptic springs—54 $\frac{1}{2}$ x 2 inches. Rubber and composition inserts between the ends of the leaves. Rubber bearing spring brackets and shackles. Direct acting, airplane type shock absorbers. Fifth shock absorber.

ELECTRICAL SYSTEM—Large capacity, air-cooled generator with automatic control. 15 plate battery, 100 amp hour capacity. Sealed beam headlights.

DRIVE—Hotchkiss, through two roller bearing universal joints and 3-inch propeller shaft to hypoid rear axle.

BRAKES—Packard Servo-Hydraulic, self-energizing type service brakes. Mechanical handbrake operating rear wheel brake shoes. Centrifuse brake drums.

STEERING SYSTEM—Worm and three tooth roller type gear, mounted on double row needle bearings and two tapered roller bearings, 21 foot turning radius.

CHASSIS BEARINGS—Long life assured by 44 ball and roller bearings.

WHEELS AND TIRES—Disc wheels with individual chain slots. Tires 6.50 x 15, 4 ply cord.

WHEELBASE—120 inches.

OVER-ALL LENGTH—200 $\frac{1}{4}$ inches.

BODIES—All steel body. Special comprehensive insulation against heat, cold and sound. Safety glass throughout. Two handsome upholstery selections. Front arm rests and folding center arm rest in rear seat back. Large trunk 17.2 cubic feet. 9 color—and—combination paint schemes.

INSTRUMENTS AND CONTROLS—Modern instrument panel with oriental wood graining, plastic and chrome trimmed. Indirect lighting and rheostat control switch. Oil gauge, ammeter, gasoline gauge and engine temperature gauge. Provision for mounting radio speaker and push button controls. Speedometer and tripodometer.

STANDARD EQUIPMENT—Bumper jack and tool equipment. Twin horns. Two sun visors. Double, two-speed electric windshield wipers. Rear view mirror. Automatic courtesy lights in front compartment; reading light in rear compartment. Front compartment map light. Electric clock and automatic cigar lighter in instrument panel; automatic cigar lighter for rear compartment in back of front seat. Turn indicator. Two combination stop and tail lights. New Side-guard bumper and bumper guards front and rear.

IMPORTANT—As materials become available manufacture of the Packard Clipper "B" will begin. Specifications of this model will be similar to those of the Packard De Luxe Clipper with the following deletions: Under "Bodies"—Two handsome upholstery selections; Folding center

arm rest in rear seat back. Under "Standard Equipment"—Automatic courtesy lights in front compartment; Electric clock and automatic cigar lighter in instrument panel; Automatic cigar lighter for rear compartment in back of front seat; Turn indicator.

PACKARD MOTOR CAR COMPANY • DETROIT 32, MICHIGAN

The right is reserved to change specifications or prices without incurring any responsibility with regard to cars previously sold.

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!

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

PACKARD

ASK THE MAN WHO OWNS ONE