

NEW **Hudson**



The modern design for '49!



Where the motor car of tomorrow is being built now!

Just before your first look at the gorgeous New Hudson in this brochure, it's worthwhile knowing that this different kind of automobile is built in a factory system that produces its own Monobilt body-and-frames*, motors, axles, clutches, transmissions, controls and other major assemblies.

The above composite view, painted from aerial photos, shows Hudson's more than

three million square feet of factory space. This is where 16 million dollars have been invested to install large quantities of new production equipment and to develop entirely new production techniques to bring you this new kind of car.

Upper right, building (A), Gear, axle manufacturing, assembly; (B), Service parts assembly, boxing, shipping, ex-

port shipping; (C), Metal heat treating.

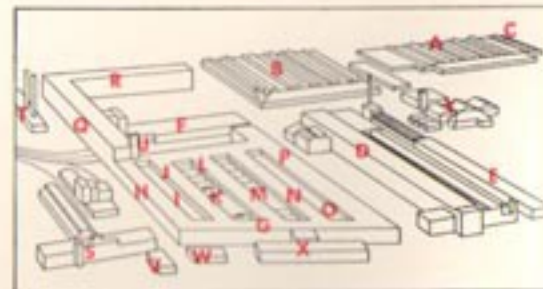
Lower right, building (D), Monobilt body-and-frame, fender and sheet metal manufacturing, finishing, painting; (E), Medical center.

Center group, building (F), Assembly and production line for rear axle, springs, shock absorbers, stabilizer bar, propeller shafts, gas tank, muffler,

brake lines; (G), Super-Six and Super-Eight engine manufacturing, assembly, testing; (H through P), Machine shops, metal heat treating; (J, L, N), Cushion, upholstery fabrication; (P—first and second floors), Manufacturing, assembly of clutches, transmissions; (Q), Production line for front end, including wheels, tires, engine, radiator core, grille,

hood; (R), Final inspection, tune up, material storage.

Lower left, (S), Research, Experimental Laboratories, Engineering Buildings; (T), Power plants; (U), Direct rail receiving, shipping; (V), Personnel building; (W), Medical Center, Hospital; (X), General and Executive Offices; upper right, (Y), Hudson Motors, Ltd., London, England.



Hudson presents a motor-car triumph!

THERE is something new, something exciting going on in the motor-car world!

What's it all about?

Here's the story of an amazing new kind of automobile—the only car you step down into—with a new design principle that brings you unique beauty, riding qualities and safety beyond anything known before.

This brochure takes you behind the scenes, clearly illustrates the "step-down" principle of design and shows you how you can choose your next car with certainty that you're getting the wonderful new motoring advantages you've been told were years away, how you can get a car so far ahead it is a protected investment in motor-car value.

How did it happen?

Automotive engineers and the public alike are aware that a low-built motor car opens up opportunities for beautiful, long, sweeping body lines. Most people are also aware of the more important advantage—the fact that a truly low center of gravity provides unusual stability, a gratifying ability to "hug" the road under all conditions.

Designers the world around have long sought the low-built dream car. But when they've tried to build that ideal car *without lowering* interior floors, they've had to keep top lines high to preserve inside head room, or reduce inside room to get top lines down—an unhappy compromise either way.

So Hudson engineers were told, "The public wants something new . . . a motor car that is low-built and gorgeous, a car that has a truly low center of gravity, yet maintains road clearance and inside head room and comfort! Design and produce a New Hudson; go 'all-out'; forget compromise and face-lifting!"

This challenge was sweet music to the Hudson group for, as you've seen on the facing page, Hudson is a marvelously self-contained unit, a fast-moving, flexible organization with vast design and production resources, all backed by mature automotive experience.

And here we present the answer to this bold challenge, a motor-car triumph resulting from years of engineering work, the perfection of new production techniques and millions of dollars in highly specialized new plant investment. This may be why Hudson, and Hudson alone, offers this great triumph today! Turn the left-hand edge of this page and you'll see . . .

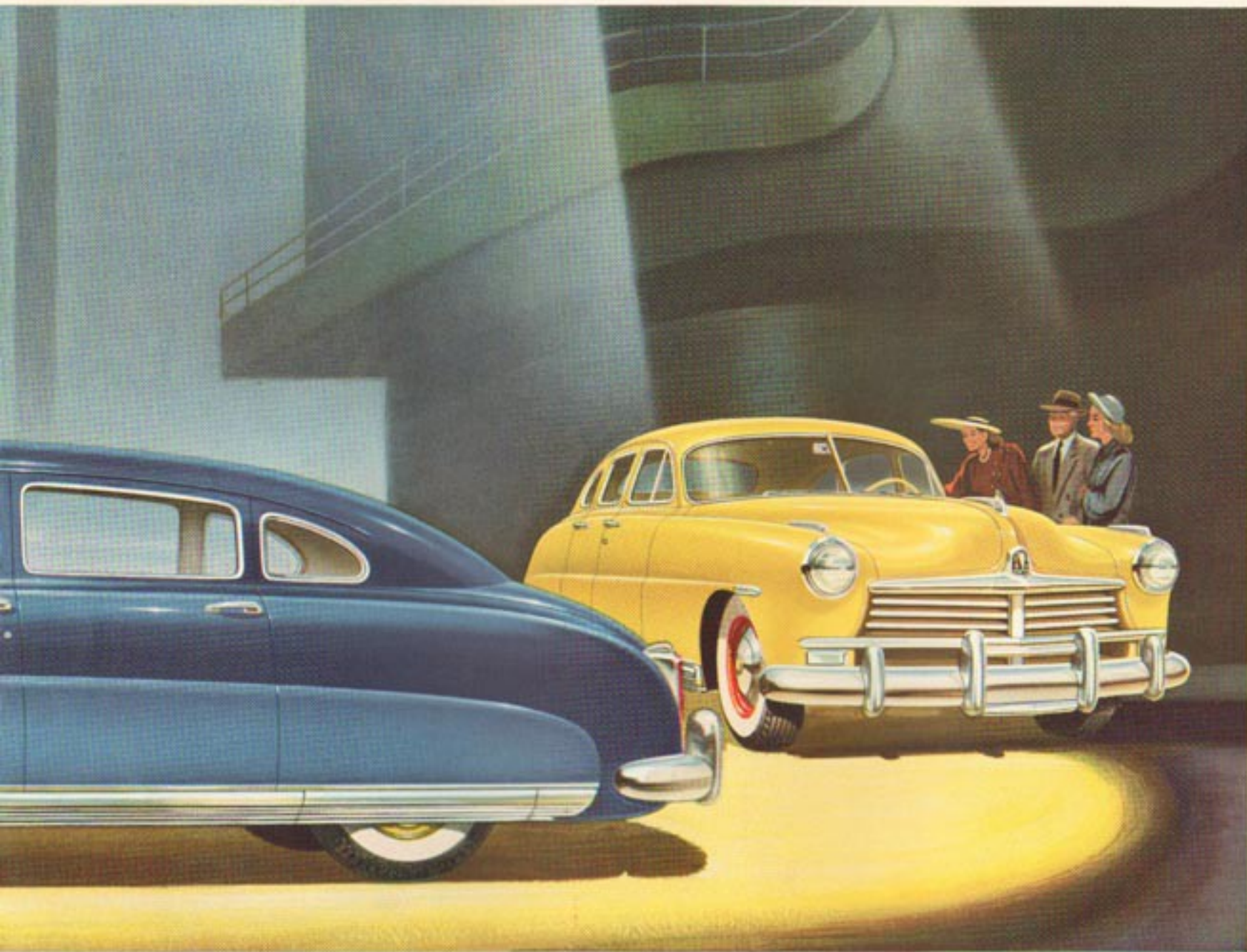
The modern design for '49!





*Now... you're face to face
with tomorrow!*

HERE is a symphony of rich color and clean, graceful line so new, so absolutely right, that it is fascinating. Notice the embossed panels sweeping the entire length of this Hudson from the tidy chrome name plates on the side of the front fenders to the massive rear bumpers. This new note in motor-car design combines with a bright metal base running almost the entire length of the car to give the New Hudson an appearance of being in smooth forward motion, even when it is standing still! Take a moment to note the brilliant massive front-end grille with



parking lamps integrated with the louver design, and a night-lighted Hudson emblem to top it off at center. Catch that flick of chrome trim along the top of each front fender, and the gracefully curved windshield that sounds a new note in motor-car beauty.

Then look to the left at the sturdy rear-end design in this marvelous new car; the big, chrome-framed twin tail lights, the balanced design of the rear emblem and luggage compartment handle, the generous curved glass rear window; the way side windows are tilted to give more vision

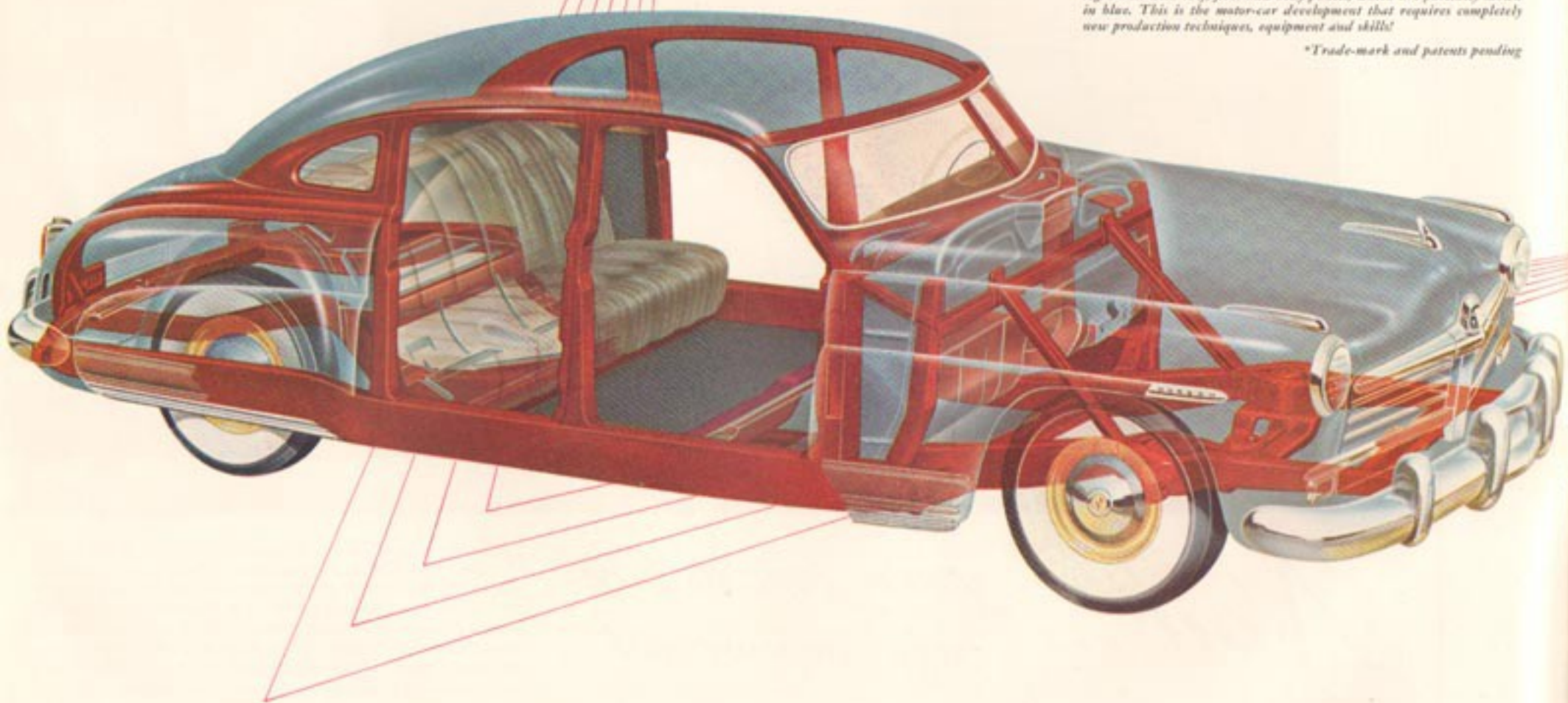
and reduce inside reflections, and the way the whole side of this car is gracefully streamlined!

This new beauty is something to see! It is available in eight popular models and in two Series, a brilliant new Super Series and the distinguished Commodore Custom Series. There is a choice of ten rich body colors, with two special colors and five two-tone combinations available at small extra cost. The pages following in this brochure will show you more beauty, more features, more about the newest new car you've ever seen!

Here's the secret of

This is Hudson's new, exclusive, all steel Monobilt body-and-frame in phantom view. Notice the recessed floor, shown in dark gray, and how you step down into this new kind of car, how the structural members, shown in red, completely encircle the passenger area, with the rear seat completely ahead of the rear wheels. These members, forming an all steel bridge-like structure, are solidly welded into a single rigid unit with roof, floor and body panels, which are partially shown in blue. This is the motor-car development that requires completely new production techniques, equipment and skills!*

**Trade-mark and patents pending*



Hudson's triumph

HUDSON designers and engineers meet the challenge of the low-built car with an entirely new kind of automobile!

The Hudson organization offers you a motor car that harmonizes a low sweeping exterior with a roomy, comfortable interior; a car with a new lower center of gravity, a car only five feet from top to ground, yet a car that maintains road clearance and has more than adequate head room.

All this is made possible by Hudson's new all steel Monobilt body-and-frame* with the recessed floor, shown at the left. This unique construction replaces the old method of bolting a body on top of a chassis frame. Instead, it combines body-and-frame in a single, sturdy, all-welded unit that provides rigidity and stability heretofore unheard of.

Upon entering the New Hudson, you step down into it, not up on it. As shown in the diagrams below, you ride not on top of a frame, but actually cradled down inside of, and completely encircled by, heavy box-

section steel girders. And for even softer going on every kind of road, you also ride not only between axles, but entirely ahead of the rear wheels!

This arrangement of floor and seats down inside the Monobilt body-and-frame* combination results in a truly low center of gravity, not only for car weight, but also for passenger-load weight. This New Hudson really "hugs the road" at all times!

By lowering seats and floor to harmonize with the new lower top, Hudson gives you more than enough head room, front and rear.

And with this same construction, Hudson provides the new safety of box-section steel girder protection all around, even outside the rear wheels, as shown at the upper right. This is another reason why Hudson is America's safest car made safer!

The New Hudson—motor car of tomorrow—is available in many popular models, all beautiful in new long, low, sweeping lines and gorgeous colors. To see them one by one, simply turn the pages.

*Trade-mark and patents pending



Underbody view, Hudson Monobilt body-and-frame. Box-steel foundation members, shown in red, provide girder protection all around, completely outside passenger compartments, and even outside rear wheels.



Here, you can see that any car with floor on top of the frame, as shown in red above, fails to utilize that all-important space between frame members (heretofore wasted by placing floor on top of the frame). This results in a relatively high center of gravity and either a high roof line or insufficient head room.

Here, the important space between frame members, shown in red above, becomes the "step-down" zone—a highly useful addition to interior passenger roominess, which creates a new, lower center of gravity, which, in turn, permits greater safety, improved roadability and a truly low, streamlined silhouette.



Here today... the car they said

Forget for a moment (if you can) those sweeping, low, long body lines, those flashing new colors that mark the Hudson Commodore as the newest car you've ever seen. Let's look inside, let's get inside.

Grasp that full rounded handle, press the trigger latch lightly with your thumb, and swing the door wide. Here's something in motor cars the like of which you've never seen before!

There's a pleasant surprise, for you step *down* into this New Hudson as you enter—an easy movement, so effortless you can hardly believe it! This is your first inkling that the New Hudson is different—that Hudson Monobilt body-and-frame* is a unique departure from conventional design.

Look at those seats! The roomiest you've ever seen, front seats five feet four inches wide! Sink down into one. Foam rubber cushions! The softest, yet most durable luxury cushioning known! It wears indefinitely without sagging or losing shape.

*Trade-mark and patents pending

Stretch your legs, swing your arms, sit upright or sprawl as you please. Room! Blessed room! Head room, no matter how tall you are; leg room, elbow room, and plenty of it, even if there were two other grown people in the seat with you. Now you begin to see some of the many wonderful things Hudson Monobilt construction does for you.

Look around once more. Notice those recessed panels along the side with smart door handles, window cranks, arm rests, ash receivers (one at each end of every seat) all inset, out of the way so you get full use of every inch of this wisest of all motor car interiors. Notice, too, how trimly everything is tailored in tan or gray broadcloth upholstery and soft, harmonizing carpeting. See how it's all set off with newly designed chrome fittings, and mouldings in satin-finish natural walnut color through the instrument panel and back around the rear compartment in Commodore Custom models.

It's grand, it's glorious, and there's even more! There's a place for everything in this New Hudson, two wide, deep package lockers with sturdy locks in the instrument panel, a generous shelf up behind the rear seat, and a compartment out back that simply swallows luggage!

Then mark those niceties that say, "Great car!" Curved glass windshield that lends new distinction while it provides full forward vision; front seat that rises as it moves forward at a finger touch; courtesy lights on all doors that beam out as doors are opened and three dome lights so skillfully placed they put light where it's needed in Commodore Custom models; latch-type swinging ventilating wings in sedan rear quarter windows; and a host of other touches that all add up to this: When you look closely at the New Hudson, both your pride and your good judgment will prompt you to say, "That's for me!"



Interior Commodore Custom Sedan

Here's a close-up of the richest, roomiest, most comfortable motor-car rear compartment you can imagine. Big chrome hand-holds on back of front seat, along with generous robe cord, and envelope-type pocket for parcels and periodicals. Shown at the right: big "two-person" arm rest in down position, full sixteen inches wide. Easily folds back flush with back of seat, upholstered with foam rubber.



was years away!



The Commodore Custom Series **FOUR-DOOR SEDAN**

More than enough room for six passengers . . . 124-inch wheelbase . . . available with 121 h.p. new Super-Six engine or 128 h.p. improved Super-Eight engine. Choose from ten standard body colors. Two special body colors and five two-tone color combinations, and white sidewall tires, at extra cost.



You're in command with Super

When you see the exciting New Hudson, accept your invitation to slip in behind the wheel. That's more than half the thrill you're going to enjoy!

From the moment you touch the starter button in this great car, you realize you have hold of something thrilling, something so alive, so eager to do your bidding that you know right away it belongs in your scheme of things.

When you press the accelerator, there's a surge of silent power from Hudson's new Super-Six engine, or from the improved Super-Eight, that gives you a wonderful sense of command. The response is so quick, so smooth, so silent that it tells you there's plenty of reserve power to meet anything you might call on this car to do.

And this New Hudson will open your eyes to even more great things about the motor car of tomorrow! It has true Center-Point steering—usually found only in the most expensive cars—easiest to handle, most accurate and positive-acting system known! Hudson clutch action is velvety smooth; brake pedal, accelerator—all controls in the New Hudson—are conveniently located, instantly responsive, effortlessly operated, yet decisive in action.



Get set for something astonishingly pleasant when you try Hudson's Drive-Master, available on all models at extra cost. This is the easiest of all ways to drive! Nothing new to learn—you simply accelerate as long and as fast as you like in Hudson's silent pick-up gear, then lift your toe ever so slightly, and you're in high!

There's no clutch pushing, no gear shifting in forward speeds—yet gears change only when you're ready! Drive-Master does all the work, but *you're in command!* That's important in traffic or cross-country driving.

And when you try Hudson's Drive-Master, combined with the Hudson version of Overdrive, available on all models at slight extra cost, you have three forward speeds that give you delightful flexibility for any driving situation you can imagine. Overdrive enables you to maintain a given car speed with the engine running only about 72 per cent as fast as in direct drive. Smoother, quieter, less gasoline and engine wear.

Here's more: When you want to stop with Drive-Master, there's no clutch pushing, no gear shifting, just use your brake. When you stop, you stop! No creeping, your car stands perfectly still.

If you wish to use hand shift without using your clutch, just turn a button on the instrument panel to left position for Vacuum Drive. Or if some members of your family prefer conventional driving, you just turn the control button to center "off" position for conventional manual clutch and hand-shift driving.

This is really "eating your cake and having it, too!"



New note in convertible construction—a wind-shield header that adds to the remarkable rigidity of this car, and nests a Pullman-type light, twin sun visors, and a radio antenna control knob, all instantly available for use, yet protected and out of the way where they do not impair vision.



For the first time anywhere! A new-type plate-glass, "FOLD-AWAY!" rear window that gives you 100 per cent more vision, yet is hinged so that it folds snugly down into the body with the top when it is lowered. This new, exclusive Hudson feature is built into a cloth section that is "zippered" into the top and easily lowered if desired. Top is hydraulically operated—raised and lowered at the touch of a button on instrument panel. Windows** are also raised and lowered hydraulically. Driver has master control for all windows in recessed panel at his side; passengers have individual controls below each window.*

*Patents applied for

**Standard on Commodore Custom models, an optional extra on the Super-Six

Both Series upholstered in your choice of beautiful, antique grain maroon leather, or in a combination of brown cloth and maroon leather, or gray cloth and maroon leather—cloth is a new, specially treated, water-repellent Bedford Cord. Choice of three colors in top material—gray, black or maroon. Foam rubber seat cushions in all convertible models. Wider seats and more head room than in any other convertible, and Hudson's special Moon-bill body-and-frame, incorporating many important advances in convertible construction, make this car a land-yacht for the younger set—and for those who are young in heart!*

*Trade-mark and patent pending

Driving...



The Commodore Custom Series **CONVERTIBLE BROUGHAM**

Six passengers... 124-inch wheelbase... available with 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Also available in the Super Series with 121 h.p. new Super-Six engine. Top colors: black, grey or maroon. Choose from four standard body colors. Two special body colors, a two-tone color combination, and white sidewall tires available at extra cost.



Smooth going that lets you loll

Just to look at the new Hudson is to get a touch of wanderlust, for this car has sweeping lines and beautifully balanced design that whisper an eager "let's go!"

The minute you're under way, you know there's something different, something pleasantly exciting about riding in this automobile. Hudson's new all steel Monobilt body-and-frame* cradles you so low, so snug to the road that you get a feeling of serene, comfortable going unlike anything you've known before!

Passers-by in conventional cars seem to be up in the air, riding on top of the frames of their cars, instead of down within the frames—which is actually the case! But you, in a New Hudson, realize you're encircled by heavy box-section steel girders completely outside the passenger compartment. You settle down on a luxuriously upholstered seat behind a beautiful big

steering wheel, and say to yourself, "Now I'm finding out what they mean by a 'new kind of automobile!'"

A slight pressure on the accelerator calls forth a rush of power that is positively thrilling (and there's more about that on the pages that follow). Hudson's sleek new lines slip through the wind in near-complete silence. Power is used to propel you along, not to battle wind resistance—and this has a pleasing effect on your pocketbook, as well as on your driving ease!

The first curve you come to unfolds more about this amazing new automobile. It "hugs" the road like nothing you've ever seen before! This car is wider than it is high, and gusts of cross wind and curves that you would ordinarily expect to sway it, slip by unnoticed.

It has a unique combination of soft-acting coil springs in front, and long, leaf springs in back. Rear springs are set in splayed position to give wide, firm support and greater stability for this New Hudson.

A new kind of low-pressure Super-Cushion tire—standard equipment on all models—combines with direct-action shock absorbers, front and rear, to give you the smoothest ride you can imagine. Sway bars and all steel Monobilt welded one-piece body-and-frame* make this car rigid, give it roadability—an even, sure way of going that lets you loll away the miles!

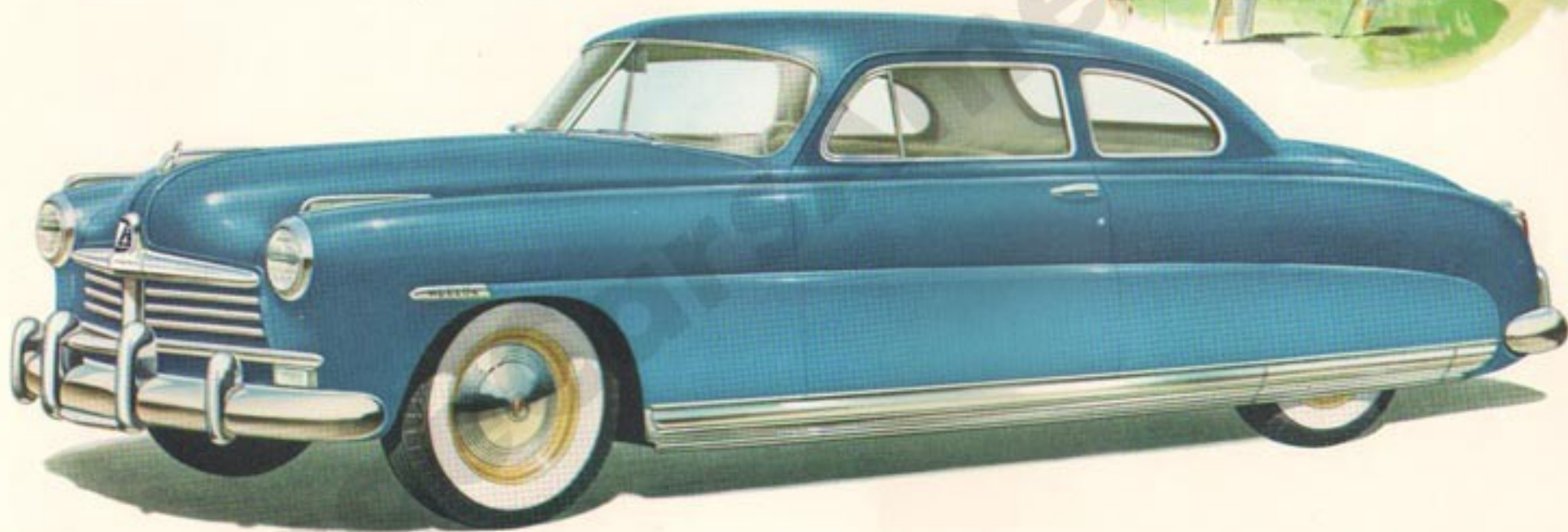
*Trade-mark and patents pending



Instrument Panel, Commodore Custom Series . . . two harmonizing shades of walnut color. Airplane-type dials in a beautifully symmetrical design. Teleflash warning signals if oil pressure or generator charging rate should fall below safety point. Dials and needle indicators all indirectly night-lighted through refracting plastic to eliminate glare. Radio speaker on top of horizontal shelf ahead of instrument panel for better acoustical results.

The Commodore Custom Club Coupe . . . invites you to relax in comfort for a neighborhood errand or a transcontinental spin! Wide doors, front seat backs that tip inward as they tilt forward provide easy entrance and exit. Crank-operated, full-opening rear quarter windows. Roomiest seats you've ever known, plenty of leg room front and rear—a gorgeously trim interior!

away the miles



The Commodore Custom Series CLUB COUPE

More than enough room for six passengers... 114-inch wheelbase... available with 121 h.p. new Super-Six engine or 128 h.p. improved Super-Eight engine. Choose from ten standard body colors. Two special body colors and five two-tone color combinations, and white sidewall tires, available at extra cost.



You get new protection ... all

As the long, low lines of a new Hudson charm your eye, it's reassuring to know that they sprang directly from a new kind of design that gives you the safest car ever built.

Yes, your New Hudson is America's safest car made safer!

You ride down within the new all steel Monobilt body-and-frame.* Box-section steel girders, welded into a solid unit, encircle passenger compartments front, sides and rear! Skyscraper construction techniques give Hudson's Monobilt body-and-frame* a rigidity, a stability—a safety factor—impossible in other kinds of automobile construction.

Designed to hug the ground—77 inches wide and only 60 inches high—the New Hudson has a truly low center of gravity—much lower than other cars. This gives you the stability of a basic pyramid design!

*Trade-mark and patents pending



Look at the massive wrap-around bumpers, front and rear. This isn't a mere show-window display of strength; the rear bumper, for example, is *directly* and rigidly secured to basic body-and-frame girders.

There's new safety in Hudson's unhampered vision—with a window area of over 2,500 square inches in Sedans or Broughams, only slightly less in Club Coupe models. From any seat, an exceptionally wide field of vision opens to you, as illustrated in the charts to the right which diagram vision increases in the New Hudson. Gentle curves of windshield and rear window have a reason other than beauty, too. Reflections are broken up by the curve—for pleasanter driving.

You'll know more about Hudson safety the moment you take your first drive. As the road unrolls, enjoy near-effortless steering. Take the sharpest turn . . . easily, sweetly. True Center-Point steering (usually found in only the most expensive cars) takes the "fight" out of tortuous roads.

You'll notice other safety features. Of course, there are Hudson's exclusive triple-safe brakes (described on page 14) and safety glass in every window. Note the absence of reflections—interior surfaces are finished to prevent eye-strain. Even the instruments on the dash are indirectly lighted by glowing, plastic figures. Check interior hardware, recessed to prevent bumps and bruises.

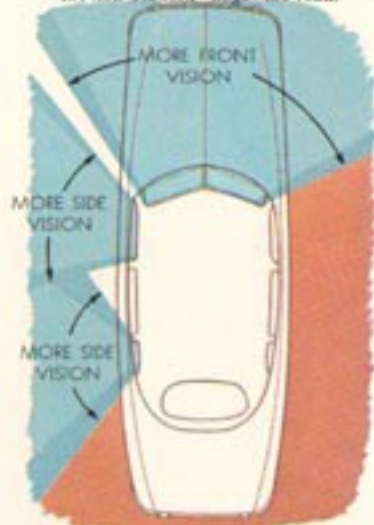
Nothing has been spared in your New Hudson to give complete peace of mind during your every moment as driver or passenger. Combine outstanding safety with dashing beauty and breath-taking performance . . . There's but one conclusion: This is "The modern design for '40!"

The Super Series Four-Door Sedan . . .

A brilliant, beautifully finished and tailored motor car. Instrument panel in two harmonizing shades of light and dark wood-grain finish with matching window garnish moldings; Bedford Cord upholstery blended in tone with richly colored interior fabrics; new wear-resistant, fabric-finish rubberized floor covering in front compartment. This is tomorrow's car today.



Fall 17 inches wider than high the new Hudson "hugs" the road.



Large, curved rear window gives ample rear vision.

the way around



The Super Series **FOUR-DOOR SEDAN**

More than enough room for six passengers . . . 124-inch wheelbase . . . available with 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Choose from ten standard body colors. Two special body colors and five two-tone combinations, bumper guards and white sidewalls, at extra cost.



Put your foot down ... you know

Only Hudson gives you triple-safe brakes!



AS YOU bring a Hudson to a gliding stop, you'll enjoy a special tingle of authority, for Hudson—and Hudson alone—offers you triple-safe brakes—three methods of brake application!

For general use, Hudson provides powerful hydraulic brakes; a feather's pressure brings them into action. "Servo-action" type brakes actually make use of the forward rotation of the wheels and convert it into extra braking pressure.

You stop surely . . . easily. There's credit here to Hudson's centrifuse brake drums. Cast-iron braking surfaces are spun-fused into a steel outer shell. A superior braking surface is furnished.

No nose dives, with normal or most unexpected stops—thanks to a perfect balance between car weight and brake surfaces. Hudson stops are true, "even keel" stops!

For even greater safety, Hudson gives you a second brake system! In reserve, slim though the chances are that you'll need it, is a mechanical braking system, ready to take over *automatically* from the same brake pedal if hydraulic pressure should fail, as it might in any car through accident or service neglect. These mechanical brakes quickly go to work the instant your brake pedal reaches a point a few inches from the floor.

Control of a third method of brake application is only inches from your left hand. Parking brake is operated by hand lever at the left, under the instrument panel. A flick of the fingers releases it.

Safety for you and your family is a foremost thought at Hudson. This is truer today than ever before . . . expressed in Hudson's exclusive triple-safe brakes—for the car of tomorrow.

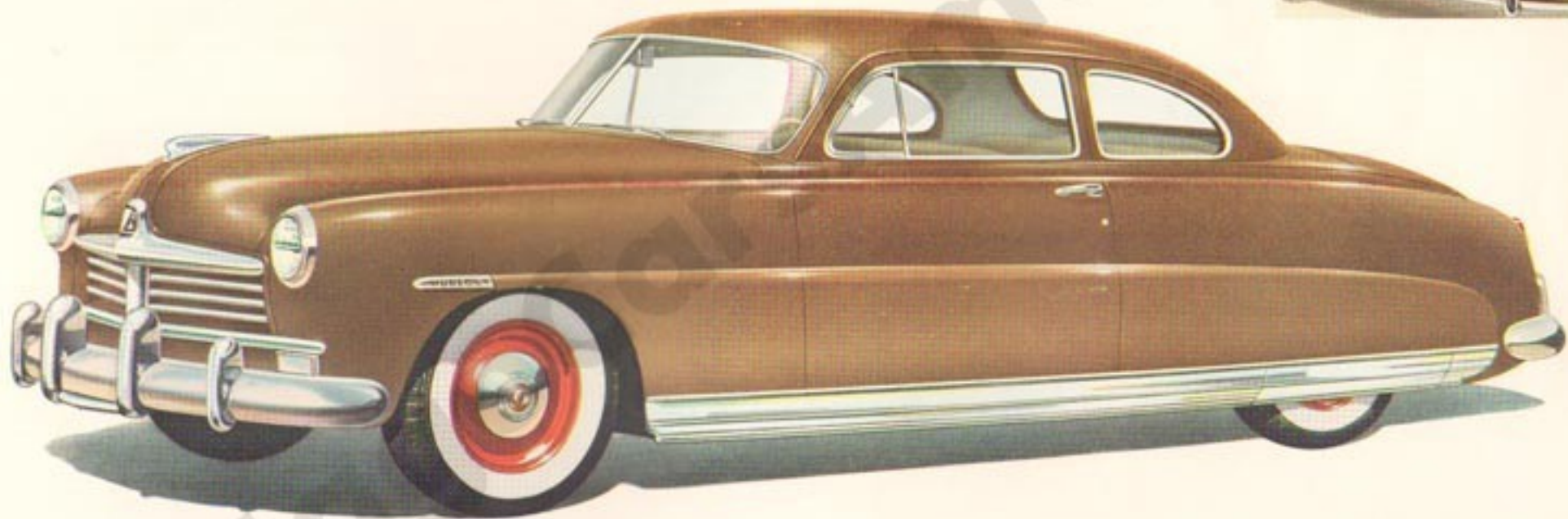
Hudson's Triple-Safe Brakes

Put your foot down on the Hudson brake pedal and call (1) the finest 4-wheel hydraulic brakes into service. Controlled by the same pedal is (2) a reserve mechanical brake system—automatically at work if the pedal should pass the point indicated. Reserve brakes are under your right foot, where they belong! Finger-tip release parking brake (3) is at easy grasp under the left side of the instrument panel.

you'll stop



Fifteen pieces of luggage easily arranged inside the spacious rear compartment of a Hudson Club Coupe—typical of the generous luggage space in all new Hudson models.



The Super Series CLUB COUPE

More than enough room for six passengers . . . 124-inch wheelbase . . . available with 121 h.p. new Super-Six or 128 h.p. improved Super-Eight engine. Choose from ten standard body colors. Two special body colors and five two-tone color combinations, bumper guards and white sidewall tires, at extra cost. Also available in Super Series three-passenger business coupe with 121 h.p. new Super-Six engine.





How to make friends with

Fresh Summer Air All Year Around! Hudson Weather-Control—a four-fold heating, ventilating, conditioned air, defrosting system—available for all models at extra cost. Takes the sting out of cool weather and the bite out of winter's worst.

Your car is filled with warm *fresh* air—gently pressure-circulated. Frost is banished from windshield. Ankle-chilling drafts are gone.

Down comes the rain, but your Hudson's windows are free from fog. With any convenient window or ventilating wing open just a bit, and with cowl ventilator open, you enjoy abundant fresh air. It's your Hudson Weather-Control at work!

One compact unit, installed under the dash, incorporates a heating-ventilating-defrosting system. It's more than just a heater. Weather-Control fool-proof design works like this:

Fresh *outside* air flows through cowl ventilator to your Weather-Control. Only air gets in—rain is trapped to drain off; dust, dirt

and insects are blocked by a sturdy screen. Car movement forces in plentiful air, and if traffic causes you to slow down or stop, a quiet electric blower (switch operated) brings in air.

Air is warmed in winter to the temperature you desire. Air volume is adjusted by the amount the cowl ventilator is opened. You select the temperature which is automatically maintained by thermostat control. Fresh, warmed air is circulated throughout the interior. Weather-Control helps keep you alert, it does not re-heat and re-circulate "dead," smoky, inside air.

In summer, flip the control lever to "cooler" and end heating—you still get fresh outside air.

Circulating fresh air keeps windows steam-free. Windshield defrosters melt away snow and ice. Silent windshield wipers complete the work of maintaining perfect vision.

Hudson's way of *doing something* about the weather is another of those delightful features that tell you this is a great car!



Sleek and spacious, a "dream" of a family car!

Interior, new Super Series Hudson Two-Door Braugham, beautifully tailored in Bedford Card upholstery, broadcloth side panels and leather-grain valance and kick-pads. Backs of front seats turn inward as they hinge forward for easy entrance and exit. Crank-operated full-opening rear windows. The New Hudson gives you more usable space from side to side and from bumper to bumper.

Arrange your own inside weather!

Just open the cowl ventilator and Hudson's Weather-Control pours into your car two or three times as much fresh outdoor air as other systems using long, angling ducts. You enjoy conditioned-air comfort, warmed at you choose, pressure-circulated in every interior part of your New Hudson. It keeps you fresh and alert, even on long drives.

winter

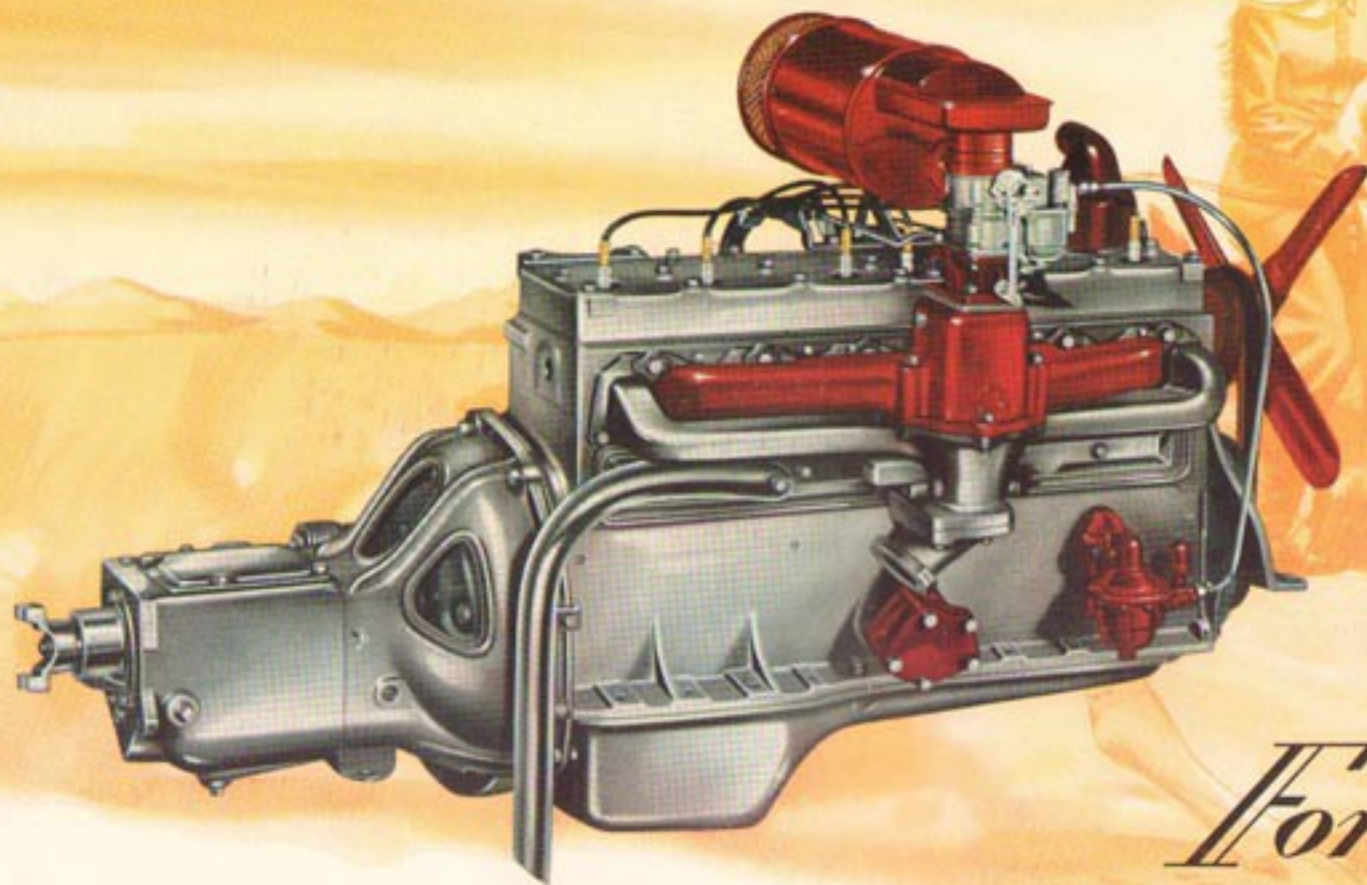


The Super Series **TWO-DOOR BROUGHAM**

Room and to spare for six passengers . . . 124-inch wheelbase . . . available with 121 h.p. new Super-Six engine. Choose from ten standard body colors. Two special body colors and five two-tone color combinations, bumper guards and white sidewall tires, available at extra cost.



Rarin'



For those who

Super Six ENGINE SPECIFICATIONS

If you've ever longed for a six that can "show its heels" to any other six on the road—and to many eights, too!—here's your engine. Hudson designers and engineers who made the Super-Six famous have created *the greatest Super-Six of them all*, a new, smooth six-cylinder engine that has more power and can easily out-perform anything of its kind!

Features include 34 points of direct pressure lubrication—long-life chrome alloy cylinder block, water cooling around all cylinder walls, dual carburetion, self-sealing powerful water pump, and quiet fan with sound-adjusted blades. In addition to outstanding economy and performance, this new engine has many more important features listed to the right.

6-CYLINDER, L-HEAD, 121 horsepower at 4000 r.p.m.; Compression ratio, 6.30 to 1 (optional at extra cost, 7.00 to 1); Bore, 3 $\frac{1}{2}$; Stroke, 4 $\frac{1}{2}$; Displacement, 202 cubic inches.

CYLINDER HEAD: High turbulence type for better fuel combustion.

CRANKSHAFT: Forged in position, fully compensated and equipped with rubber-insulated vibration damper, balanced at rest and in motion. Four precision type, steel-backed, babbit-lined main bearings.

PISTONS: T-dot, cam ground, aluminum alloy fitted with four pinned, plated piston rings.

CONNECTING RODS: Drop-forged, high manganese alloy, with replaceable, steel-backed, babbit-lined precision type bearings.

VALVES: Special alloy. Exhaust valves are of high nickel-chrome alloy. Both intake and exhaust valves installed at angle for faster flow. Grooved for conical spring seat retainer. Valve seats integral with cylinder block, cooled around entire surfaces.

TAPPETS: Improved, rotating mushroom type with special self-locking adjusting screw. Pressure lubricated.

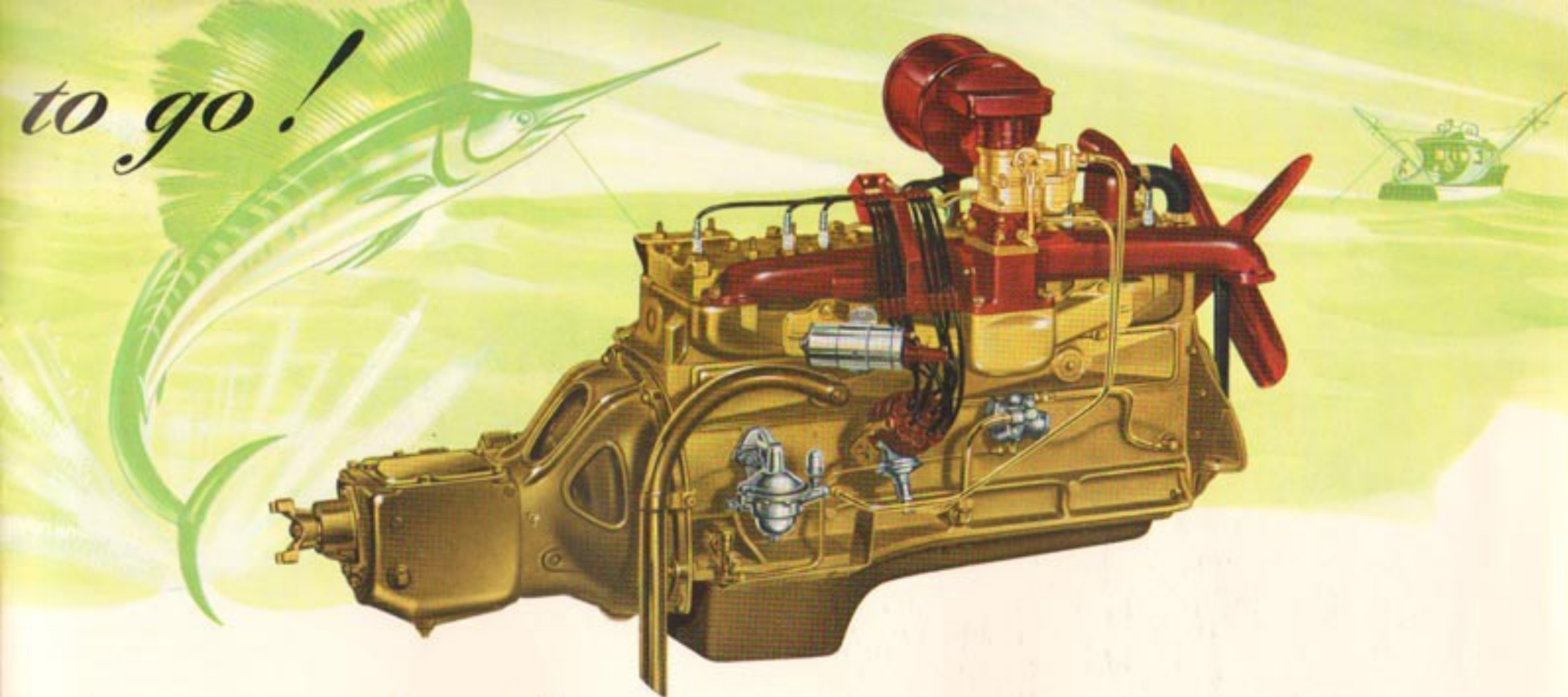
CAMSHAFT: Nickel-chrome-molybdenum-iron-alloy for quiet operation—with angular ground cams for positive rotation of tappets. Heat treated for extreme hardness. Driven by silent chain of improved type. Camshaft bearings and timing chain pressure lubricated.

CYLINDER BLOCK: High chrome alloy, entire block as hard as valve seat inserts used in many cars. Water jackets full length of cylinders and all around each cylinder.

CARBURETION: Dual flow with more direct passage of fuel to combustion chamber through radial manifold. Down-draft type. Automatic choke. Climatic control.

LUBRICATION: Full pressure lubrication to 34 points. Oil refill capacity 7 quarts. Float type oil intake draws clean oil from point just below top level in oil pan.

COOLING SYSTEM: Cellular-tubular type radiator, improved hull bearing type six-blade, self-sealing pressure pump with large impeller. Capacity 18 quarts. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned to minimize sound.



want action!

Super Eight ENGINE SPECIFICATIONS

This improved Hudson Super-Eight engine is the answer for people who want action and to spare, coupled with the smooth performance that only an eight can give. This famous engine is the basic power plant for Hudson-built cars that hold more official AAA stock-car records than are held by any other motor car. It has established a name for itself in performance, endurance and economy that has not been matched.

Whether you're traveling in traffic or heading out along the highway, you'll get a thrill out of the way this great Super-Eight engine performs. When you want action, here's the engine built to give it in full measure!

8-CYLINDER, L-HEAD, 128 horsepower, at 4200 r.p.m.; Compression ratio, 6.50 to 1 (optional at extra cost, 7.00 to 1); Bore, 3 inches; Stroke, 4½ inches; Displacement, 234 cubic inches.

CYLINDER HEAD: High turbulence type for better combustion.

CRANKSHAFT: Drop-forged, fully compensated and equipped with rubber-insulated vibration damper, balanced at rest and in motion; five long-wearing, bronze-backed main bearings.

PISTONS: T-slot, cam ground, aluminum alloy fitted with four pinned, plated piston rings.

CONNECTING RODS: Drop-forged, high manganese alloy for greater strength, dowel-fitted caps assure perfect alignment. Bearings with centrifugally installed babbit metal.

CAMSHAFT: Nickel-chrome-molybdenum-iron-alloy for quiet operation—heat treated for maximum hardness, specially treated for smooth finish. Large babbit bearings.

TAPPETS: Exclusive roller cam design. Rotating cam lobe maintains constant contact, requires less adjustment, wears longer.

VALVES: Special alloy steel. Exhaust valves have high chrome content to resist high temperatures.

CYLINDER BLOCK: Super-hard chrome alloy. Provides wear resisting cylinder bores, eliminates need for special valve seat inserts. Entire block is as hard as valve seat inserts used by many manufacturers.

CARBURETION: Down-draft type. Dual flow to combustion chambers for more complete combustion. Radial intake manifold provides direct, free flow passages. Automatic choke. Climatic control.

LUBRICATION: Exclusive Duo-Flo supplies oil in direct ratio to engine speed. Lubricates every part at first turn of crankshaft. Float-type oil intake draws clean oil from point just below surface of oil in pan.

COOLING SYSTEM: Cellular-tubular type radiator. Improved ball-bearing type six-blade self-sealing pump with large impeller. Capacity 18 quarts. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned to minimize sound.

All yours, but only



Brake drums are steel backed with cast iron facing "spun" into position. Lighter and stronger . . . resistant to heat.

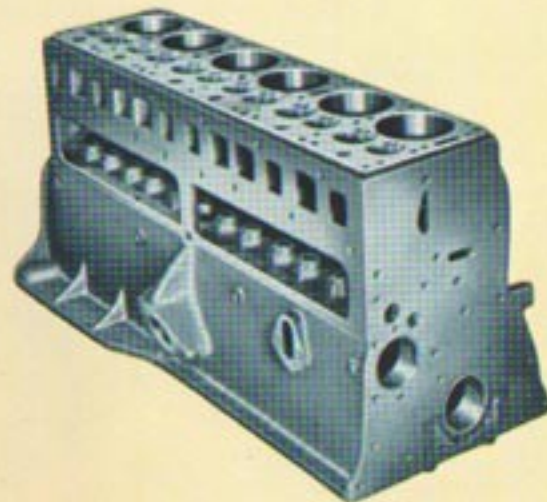
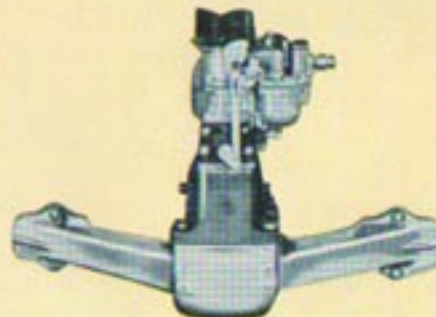


Steel flywheel lighter and stronger than ordinary types. Made possible by Hudson dynamically-balanced crankshaft . . . makes starting easier.



Servo-action brakes take advantage of car's momentum to help stop . . . movement of wheel presses shoe tighter when brakes are applied.

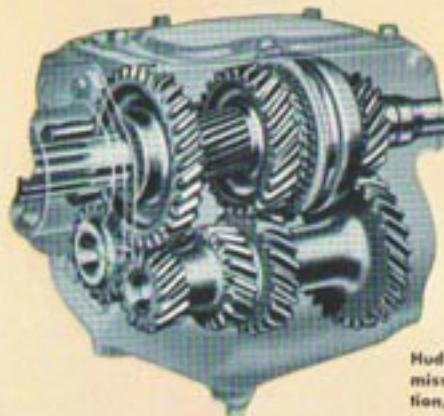
Hudson's exclusive fluid cushioned clutch provides soft easy engagement and longer life. Costs more to build, but costs less for you to operate.



High chrome-alloy cylinder block eliminates need for valve seat inserts, outwears ordinary blocks by thousands of miles.

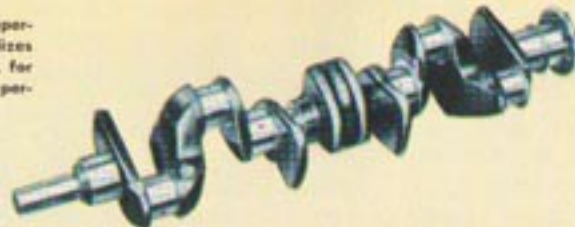


Hudson-designed spark plugs . . . fluted porcelain reduces sparking due to moisture, radiates heat more rapidly for longer life.

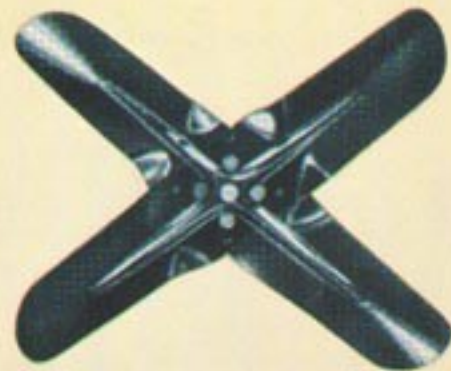


Hudson's synchronized, silent mesh transmission . . . easy to shift, silent in operation, long lived.

Dual carburetion in Hudson Super-Six and Super-Eight engines provides direct flow and equalizes distribution of fuel mixture to all cylinders, for uniform and complete combustion, better performance and economy!

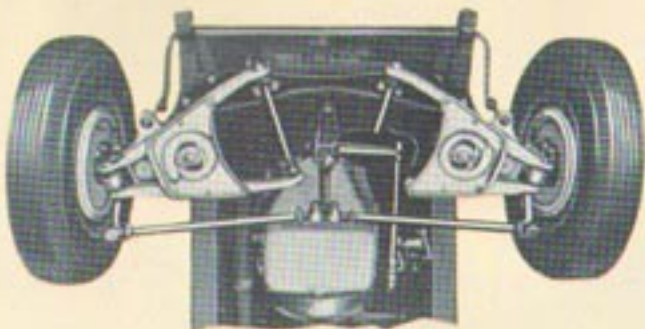


Crankshaft is dynamically and statically balanced for more accurate balance and greater strength. Six-cylinder crankshaft forged in position. Four main bearings on Super-Six. Five main bearings on Super-Eight.

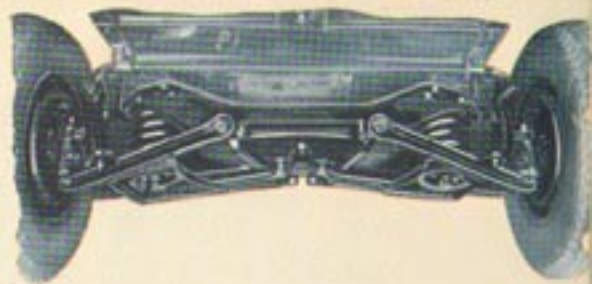


Fan is designed with scientifically positioned blades to reduce noise without loss of cooling efficiency.

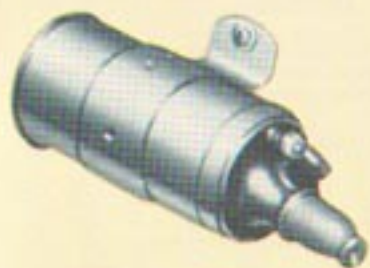
in Hudson



Center-Point Steering acts equally on either wheel; most accurately designed and easy to handle steering system known. Formerly found only in the most costly cars.



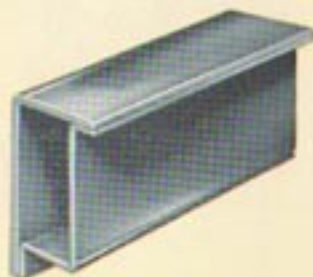
Coil springs in front and leaf springs in rear... finest combination known for easy riding and stability.



Ignition coil inverted on sight, horizontal on six... reduces chance of moisture affecting electrical system. Shorter high-tension lead improves spark, reduces radio interference.



Generator is oversize, air cooled, more than adequate capacity for charging battery when under heavy loads or for use with electrical accessories.



Box-type frame members used throughout for greater strength and rigidity. Give maximum strength without increasing weight.



Direct-action shock absorbers provide controlled ride on bumpy roads. Greater capacity of cushioning fluid than other types.

Hudson-built cars *hold 149 official AAA records**

HUDSON-BUILT motor cars now hold more official stock-car records than any other make. All were gained in carefully supervised American Automobile Association official contests which Hudson entered not just to make records, but as a means of making doubly certain that you get performance, safety, economy and endurance when you invest in Hudson.

Performance... Hudson's "wins" include stock closed-car marks ranging from one kilometer to the famous

24-hour record. The latter is open to all stock cars regardless of size or class. Hudson has won and held this record, as well as hill-climbing and acceleration records, against cars costing far more.

Economy... Standard model Hudsons, fully equipped and loaded, have been victorious in National Economy Runs, made at normal driving speeds and under normal driving conditions. The economy competition was based on consumption of both gasoline and oil.

Endurance... Here's stamina for you... twenty thousand miles in less than twelve days... average speed of over 70 miles per hour! A stock-car record... made with a Hudson car taken right from the factory assembly line with no previous preparation! This is typical of the endurance built into every Hudson.

*Complete copies of Hudson official records are available at any Hudson dealer's.



Recessed window and door controls, ash receivers and arm rests.



Extra large package shelf behind rear seats.



Beautiful steering wheel and modernly styled instrument panel with two parcel lockers—one of each end.



Big-capacity parcel locker at each end of instrument panel.

All yours, *but only in Hudson*



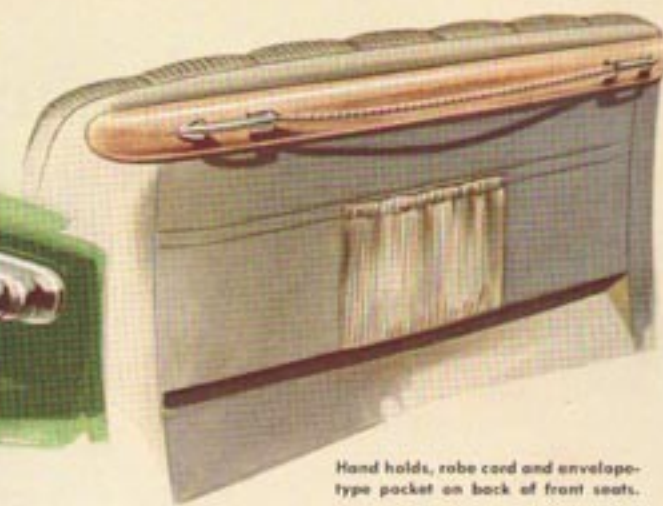
Courtesy light for easy entrance. Lights automatically as door opens and you step down into the new Hudson.



Luxurious comfort with foam rubber, softest, most durable cushioning known.



Non-rotating, trigger release door handle.



Hand holds, robe card and envelope-type pocket on back of front seats.

And here you get all the facts

CAR SPECIFICATIONS

HUDSON SUPER-SIX AND SUPER-EIGHT

Striped Bedford Cord upholstery . . . simulated, ribbed carpet pattern on front rubber floor mat . . . rear compartment carpeted . . . cord robe hanger in all models except 3-passenger coupe . . . instrument panel in two harmonizing shades of light and dark wood-grain finish, non-glare finish on top . . . 30-hour clock . . . 17" rim steering wheel . . . twin adjustable sun visors . . . arm rests at ends of all seats . . . latch-type front door ventilating wings . . . wing-type rear quarter windows in sedan . . . side window reveal mouldings . . . full-opening rear quarter windows in 6-passenger coupes . . . front parking lamps . . . standard type twin tail lamps . . . large parcel compartment with lock . . . carry-all luggage compartment with provision for spare tire in horizontal position . . . luggage compartment floor mat . . . wheel covers . . . leather-grain valance under windows . . . leather-grain on recess panel shelves and on top of arm rests. Optional at small extra cost: foam rubber cushions . . . white sidewall tires . . . bumper guards.

HUDSON COMMODORE CUSTOM SIX AND COMMODORE CUSTOM EIGHT

Broadcloth upholstery, tan with green stripes or gray with blue stripes . . . foam rubber cushions . . . simulated, ribbed, carpet pattern on brown front rubber floor mat . . . rear compartment carpeted . . . cloth covered robe hanger in sedan and club coupe models . . . 16" rear seat center arm rest in sedan and club coupe . . . cigarette lighter . . . instrument panel, two harmonizing shades of natural-finish walnut grain, non-glare finish on top . . . instrument dial dimmer . . . walnut finish window garnish mouldings . . . twin adjustable swivel sun visors . . . 18" plastic-rim de luxe steering wheel with full circle horn ring . . . electric clock . . . side window reveal mouldings . . . crank-type front door ventilating wings . . . wing-type rear quarter window ventilation in sedan . . . full-opening rear quarter windows in 6-passenger coupe models . . . rubber luggage compartment floor mat . . . de luxe-type twin tail lamps . . . front parking lamps . . . two large parcel compartments with locks—one on each side of instrument panel.

GENERAL SPECIFICATIONS

GENERATOR—Extra-capacity, ventilated-type with full voltage regulation on all models.

STARTER—Finger-touch button on instrument panel. New anchor plate type Bendix drive.

FUEL SYSTEM—20-gallon gasoline tank. Large, constant-pressure fuel pump.

COOLING SYSTEM—Cellular-tubular radiator with centrifugal, six-blade pressure pump . . . thermostat on all models . . . temperature indicator on dash. Fan has acoustically positioned blades.

HANDY SHIPT—Standard on all models. Simplified linkage to transmission, Hudson Drive-Master transmission optional at extra cost.

CLUTCH—Balanced, 10" diameter; fluid-embossed, triple-sealed, single-plate type with heat-treated cork inserts.

BATTERY—Heavy duty 17-plate, 120 ampere-hour. High plate area.

TRANSMISSION—Synchronized Silent Mesh, blocker-type, three speeds forward, one reverse, Bevel, silent gears.

UNIVERSALS—Three lubricated needle-bearing universals with 2" tubular propeller shaft.

SPRINGS—(Front) Independent Suspension with coil springs of Silco Manganese steel and direct-acting, high volume, low pressure, hydraulic shock absorbers both front and rear. (Rear) Semi-elliptic, metal covered springs "sprayed" for transverse stability; U-type, self-adjusting rear shackles with rubber dirt seal. Front of rear springs rubber-mounted. Rear and front stabilizers control lateral car movements.

REAR AXLE—Hypoid, semi-floating, nickel-molybdenum gears and nickel-chrome-molybdenum axle shafts. Heavy banjo-type housing. Ratios, all models: Standard, 4-1/10 to 1; with Hudson Drive-Master and/or Vacuum Drive, 4-1/10 to 1; with Overdrive alone, or Overdrive and Drive-Master, or Overdrive and Vacuum Drive 4-4/9 to 1.

TRIPLE-SAFE BRAKES—Finest hydraulics with reserve mechanical system operating from same brake pedal if ever needed. Finger-tip release parking brake.

WHEELBASE—All models, 114"; overall length, 207 1/2".

STEERING—Center-Paint Steering provides stability at all speeds on all road surfaces, with short turning radius. Improved worm and roller type gear; 20.4 to 1 on all models.

WHEELS—Steel, balanced, drop-center type. New wide base rim for 12" diameter Super-Cushion tires.

TIRES—High volume, low pressure Super-Cushion Tires. Size 13 x 7.10 standard on all models. Optional at extra cost, 13 x 7.00.

VENTILATION—Large oval ventilator with built-in air separator unit and insect screen. Draft-free front window ventilation. Hudson Weather-Control for year 'round comfort, optional at extra cost.

WINDSHIELD—Extra wide, deep curved design for increased vision, reduced reflection.

LIGHTS—Headlamps: "Sealed Beam" type, incorporating lens, reflector and filaments in a permanently sealed unit. Toe switch for driving or passing beam . . . bright beam indicator on instrument panel. Front parking lights on all models. Directional signals, front

and rear, operated by lever at steering wheel, optional on all models at extra cost. Front dome lamp all models. Courtesy light for all doors, and two rear compartment and dome lamps standard on Commodore Custom models.

EQUIPMENT—Twin contour-following vacuum windshield wipers . . . rear vision mirror . . . gas-level gauge . . . twin air horns. Teleflash signals for oil pressure and generator charge indicator . . . water temperature gauge . . . windshield defroster vents . . . automatic ejection cigarette lighter standard on Commodore . . . Cushion-Action door latches . . . thiefproof locks . . . non-rotating outside door handles with trigger-operated latch release . . . arm rests, top finished with leather-grain, at ends of all seats . . . carry-all luggage compartment with provision for spare tire . . . bumper guards on all Commodore Custom models . . . aluminum scuff plates on all models . . . rear compartment carpet, lowpile . . . assist straps in Super Series Broughams, Sedans and Club Coupes . . . metal hand rails on back of front seat in Commodore Custom models . . . windshield reveal moulding . . . rear window reveal moulding on Commodore Custom models . . . ash receivers . . . envelope-type pocket in front seat-back of Sedans only . . . rear compartment door ornament . . . leather-grain kickpads on all doors and on rear quarter panels of Broughams and Club Coupes.

NOTE: The Hudson Motor Car Company reserves the right to make any changes or improvements on its products without incurring any liability or obligations whatsoever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold.



Commodore Custom Series Upholstery

Your choice of tan with green stripes or gray with blue stripes in Broadcloth with harmonizing sidewall covering.

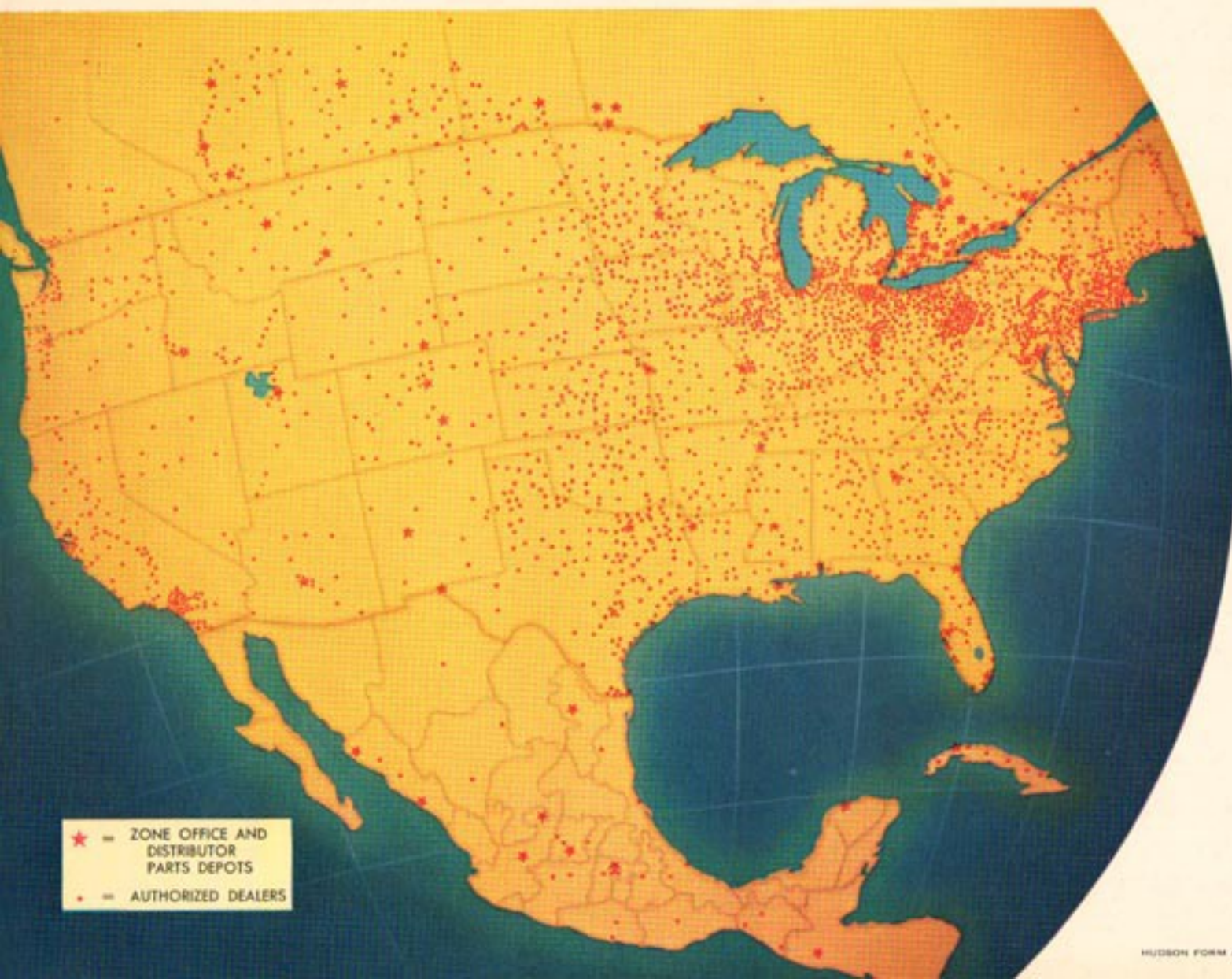


Super Series Upholstery

Gray Striped Bedford Cord with harmonizing sidewall cloth.

A friendly Hudson dealer

to serve you ... wherever you go



★ — ZONE OFFICE AND
DISTRIBUTOR
PARTS DEPOTS
• — AUTHORIZED DEALERS

Travel wherever you wish on the North American Continent, or to the far ends of the earth, or cruise your neighborhood; you're never far from the red, blue and white sign that identifies the 3,000 authorized Hudson dealer and distributor service establishments.

And wherever you meet them, you'll find Hudson dealers and distributors are well established, thorough-going business men with reputations for efficiency.

Every Hudson dealer maintains a service department that is modernly equipped, and provided with a well-balanced stock of genuine Hudson parts. He is further supported by strategically located Zone Office and Distributor Parts Depots.



Trained service men are ready to help you wherever you see this sign. They are especially skilled in the kind of preventive maintenance that keeps your car new long after "delivery" day. With a Hudson, you need mighty little service, but what little you need, is mighty easy to get!

