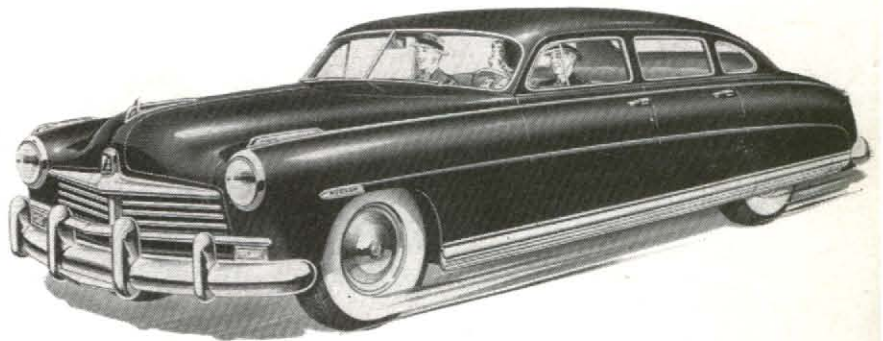


# Sales FACTS

## *Compare* ... INTERIOR ROOM! PASSENGER SPACE! ROAD CLEARANCE! HEIGHT!

**NEW HUDSON** has outstanding advantages over competitive cars—gives buyers the *most* of all the things they want most in a motor car!



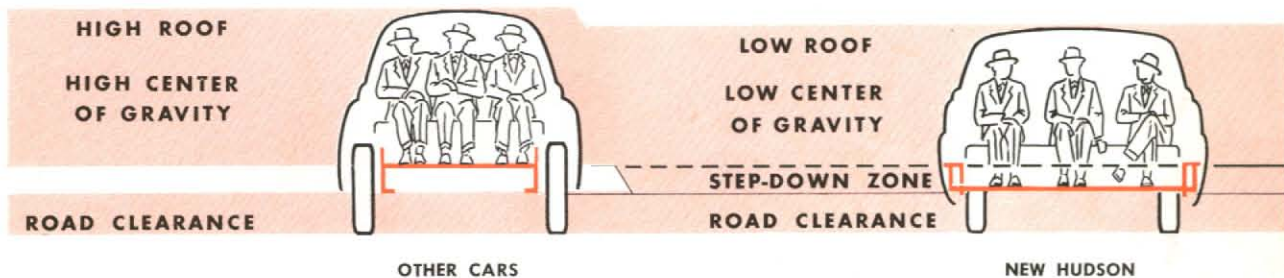
**EVERYONE** KNOWS that the lower a car can be built (while maintaining full road clearance as Hudson does), the more graceful its lines can be made, the better it will ride and perform, the more surely it will handle and the safer it will be.

Low-built design—with long, sweeping lines and low, streamlined silhouette—has come to be recognized as the basic element for style, beauty and road-worthiness in a modern motor car. Height, then, is an important factor in motor-car design!

As proof, no new model of any automobile has ever been higher than the previous model. And today, all makers claim their cars are lower. However, some cars still have high roof lines to preserve head room. Others have sacrificed head room and road clearance to get roof lines down.

Hudson has not compromised with height, head room or road clearance!

The New Hudson has ample head room, the roomiest seats in any mass-produced automobile; yet



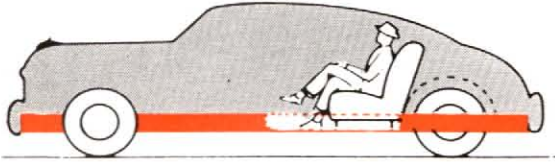
**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. Sept. 1, 1949.



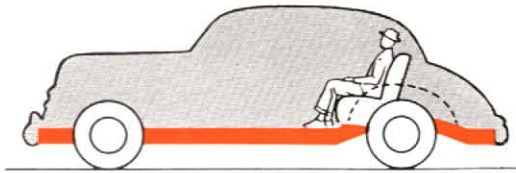
it is *the lowest car on the highway*, and has full road clearance.

Here's why:

Hudson is the only car with "step-down" design. Hudson has recessed the floor, and lowered seats and roof proportionately. Other cars have not.



New Hudson, with "step-down" design, has recessed floor, lower center of gravity, more passenger space.



Other cars, without "step-down" design, have floor on top of frame, higher center of gravity, less passenger space.

By recessing the floor down within the foundation frame girders, Hudson brings the vital space between the frame members into the car for passenger use. In all other cars, the space between the frame members is wasted so far as passenger use is concerned. As a result, roof and seats and floor are higher—center of gravity is higher—passenger space is less.

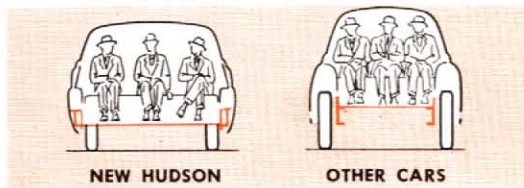
To understand clearly and to appreciate Hudson's advantages in comfort, passenger space and road-worthiness, it is only necessary to make actual comparisons—measurement by measurement—with competitive cars.

Here are such comparisons—actual dimensions. Note how they prove Hudson's wide margin of superiority on every count:

# Exclusive "Step

MAKES	OVER-ALL HEIGHT (LOADED)	CUSHION WIDTH	HIP ROOM
<b>HUDSON (490 Series)</b>	<b>60<sup>3</sup>/<sub>8</sub>"</b>	<b>61<sup>3</sup>/<sub>4</sub>"</b>	<b>64"</b>
Buick 50 2-Dr	61.8"	59 <sup>1</sup> / <sub>4</sub> "	62 <sup>1</sup> / <sub>4</sub> "
Buick 50 4-Dr	63.4"	60"	62 <sup>1</sup> / <sub>2</sub> "
Buick 70 2-Dr	62.3"	59 <sup>1</sup> / <sub>4</sub> "	62 <sup>1</sup> / <sub>4</sub> "
Buick 70 4-Dr	63.9"	60"	62 <sup>1</sup> / <sub>2</sub> "
Cadillac 61, 62 2-Dr	62 <sup>1</sup> / <sub>2</sub> "	59 <sup>1</sup> / <sub>2</sub> "	62 <sup>1</sup> / <sub>2</sub> "
Cadillac 61, 62 4-Dr	63 <sup>7</sup> / <sub>16</sub> "	60 <sup>1</sup> / <sub>2</sub> "	63"
Chrysler Royal 4-Dr	63 <sup>1</sup> / <sub>2</sub> "	57 <sup>1</sup> / <sub>4</sub> "	61 <sup>1</sup> / <sub>4</sub> "
Chrysler Windsor 4-Dr	63 <sup>1</sup> / <sub>2</sub> "	57 <sup>1</sup> / <sub>4</sub> "	61 <sup>1</sup> / <sub>4</sub> "
Chrysler Saratoga 4-Dr	63 <sup>2</sup> / <sub>2</sub> "	57 <sup>1</sup> / <sub>4</sub> "	61 <sup>1</sup> / <sub>4</sub> "
Chrysler New Yorker 4-Dr	63 <sup>2</sup> / <sub>2</sub> "	57 <sup>1</sup> / <sub>4</sub> "	61 <sup>1</sup> / <sub>4</sub> "
DeSoto 4-Dr	63 <sup>1</sup> / <sub>2</sub> "	57 <sup>3</sup> / <sub>4</sub> "	61 <sup>3</sup> / <sub>4</sub> "
Dodge 4-Dr	63 <sup>3</sup> / <sub>2</sub> "	57 <sup>3</sup> / <sub>4</sub> "	61 <sup>3</sup> / <sub>4</sub> "
Frazer 4-Dr	64.09"	61"	63"
Lincoln 9 EL 4-Dr	63.6"	60"	58 <sup>1</sup> / <sub>2</sub> "†
Lincoln Cosmo. 4-Dr	62.7"	61"	62"
Mercury 4-Dr	62.9"	59 <sup>1</sup> / <sub>4</sub> "	59 <sup>1</sup> / <sub>2</sub> "
Nash Ambassador 4-Dr	62"	60 <sup>1</sup> / <sub>2</sub> "	65"
Oldsmobile 98 2-Dr	62 <sup>1</sup> / <sub>2</sub> "	59 <sup>1</sup> / <sub>4</sub> "	62 <sup>1</sup> / <sub>4</sub> "
Oldsmobile 98 4-Dr	63 <sup>2</sup> / <sub>2</sub> "	60"	63"
Packard 8 2-Dr	64 <sup>3</sup> / <sub>2</sub> "	58"	61 <sup>1</sup> / <sub>2</sub> "
Packard 8 4-Dr	64 <sup>3</sup> / <sub>2</sub> "	58"	61 <sup>1</sup> / <sub>2</sub> "
Packard Super-8 2-Dr	64 <sup>3</sup> / <sub>2</sub> "	58"	61 <sup>1</sup> / <sub>2</sub> "
Packard Super-8 4-Dr	64 <sup>3</sup> / <sub>2</sub> "	58"	61 <sup>1</sup> / <sub>2</sub> "
Pontiac Str. Back 4-Dr	6-63 <sup>1</sup> / <sub>4</sub> " 8-63 <sup>1</sup> / <sub>2</sub> "	54 <sup>3</sup> / <sub>4</sub> "	59 <sup>3</sup> / <sub>4</sub> "
Pontiac Trunk-Back 4-Dr	6-63 <sup>1</sup> / <sub>4</sub> " 8-63 <sup>1</sup> / <sub>2</sub> "	54 <sup>3</sup> / <sub>4</sub> "	59 <sup>3</sup> / <sub>4</sub> "
Studebaker Commander 4-Dr	61 <sup>5</sup> / <sub>8</sub> "	56"	59"
Studebaker Land Cruiser	61 <sup>5</sup> / <sub>8</sub> "	56"	59"

## HUDSON HAS MORE PASSENGER SPACE



Passenger space and interior room have always been an accepted gage of big-car value in the automobile industry. The actual measurements, listed above, show that Hudson cars are larger and roomier inside, and have more passenger space than competitive cars—extra space and roominess advantages that Hudson buyers can always use and enjoy and competitive owners must always do without.

## HUDSON HAS FULL ROAD CLEARANCE



New Hudson has full road clearance.

Hudson has full road clearance and yet achieves a low-built design, thanks to its exclusive "step-down"



# "Step-Down" Design Gives Hudson These Advantages

FRONT SEAT ROOM					REAR SEAT ROOM						ROAD CLEARANCE AT REAR AXLE
ELBOW ROOM	SHOULDER ROOM	LEG ROOM	HEAD ROOM	CLEARANCE BETWEEN CUSHION & STEERING WHEEL	CUSHION WIDTH	HIP ROOM	ELBOW ROOM	SHOULDER ROOM	LEG ROOM	HEAD ROOM	
66"	62" (491-493) 61" (492-494)	43 1/4"	37 1/4"	6 7/8"	63"	64" * 63"	65"	58" (491-493) 57" (492-494)	42"	37 1/4"	8 1/8"
59 1/4"	56 1/4"	42 1/4"	36"	6"	55 3/4"	55 3/4"	57 3/4"	52 3/4"	38 1/4"	35"	7 3/4"
60"	57"	43 3/4"	36 1/2"	5"	51"	51"	60"	56 3/4"	45"	35 1/4"	7 3/4"
59 1/4"	56 1/4"	42 1/4"	36"	6"	55 3/4"	55 3/4"	57 3/4"	52 3/4"	38 1/4"	35"	8 1/4"
60"	57"	43 3/4"	36 1/2"	5"	51"	51"	60"	56 3/4"	45"	35 1/4"	8 1/4"
59 1/4"	55 1/2"	41 1/2"	36 1/4"	6 1/4"	55"	55"	57 3/4"	52 1/4"	38 1/2"	35 1/4"	8"
60"	56 1/4"	42 3/4"	36 3/4"	5"	51 1/2"	51 1/2"	60"	56 1/4"	43 3/4"	35 1/2"	8"
59 1/4"	56 1/2"	44 3/8"	37"	5 7/8"	57 3/4"	59 3/4" *	58"	54 1/4"	41 1/2"	37"	9"
59 1/4"	56 1/2"	44 3/8"	37"	5 7/8"	57 3/4"	59 3/4" *	58"	54 1/4"	41 1/2"	37"	9"
59 1/4"	56 1/2"	44 3/8"	37"	5 7/8"	57 3/4"	59 3/4" *	58"	54 1/4"	41 1/2"	37"	9"
59 1/4"	56 1/2"	44 3/8"	37"	5 7/8"	57 3/4"	59 3/4" *	58"	54 1/4"	41 1/2"	37"	9"
59 1/4"	57"	44 3/8"	37"	5 7/8"	54"	54"	57 1/2"	54 1/2"	41 1/2"	37"	9"
59 1/4"	57"	44 3/8"	37"	5"	57 3/4"	59 3/4" *	58"	54 1/2"	41 1/2"	37"	8 3/8"
60 1/2"	58 1/4"	43"	35 1/2"	5 1/2"	62"	64" *	62"	57 1/2"	43 1/2"	34 1/2"	7 13/16"
59 3/4"	57 1/4"	44"	36 1/2"	5 1/4"	56"	56"	60"	57"	38 1/4"	36 1/4"	8 1/4"
62 1/4"	58 3/4"	43"	36 1/8"	5 1/8"	60"	61" *	61 1/2"	56 3/4"	42 1/4"	36"	8 1/4"
59 3/4"	57 1/2"	43"	36 1/2"	5 1/4"	52 1/2"	52 1/2"	60"	57"	38"	36 1/4"	7.8"
63"	60 1/4"	42"	36"	6"	52"	52"	60 1/2"	55 1/4"	44"	35"	8"
59 1/2"	56 3/4"	41 1/4"	36 1/4"	6 1/4"	55"	55"	57 3/4"	53 1/2"	39 1/2"	35 1/2"	8 3/32"
60"	57 1/2"	43"	37"	6 1/2"	51"	51"	60"	57"	45"	36 1/4"	8 3/32"
59"	58"	42 3/4"	36 3/4"	5 1/4"	53"	53"	59 1/2"	57"	38 1/2"	36 1/2"	8 13/32"
59"	58"	42 1/4"	36 1/2"	5 1/4"	50 1/2"	50 1/2"	59 1/4"	56"	42 3/4"	36 1/4"	8 13/32"
59"	58"	42 3/4"	36 3/4"	5 1/4"	53"	53"	59 1/2"	57"	38 1/2"	36 1/2"	8 13/32"
59"	58"	42 1/4"	36 1/2"	5 1/4"	50 1/2"	50 1/2"	59 1/4"	56"	42 3/4"	36 1/4"	8 13/32"
57"	54 1/2"	42 1/4"	35 1/4"	6"	57 1/2"	58 1/4" *	57"	52 3/4"	40 1/4"	36"	7 11/16"
57"	54 1/2"	42 1/2"	36"	6"	57 1/2"	58 1/4" *	57 3/4"	54"	42 1/2"	37"	7 11/16"
58"	54"	39 3/4"	35 1/2"	6"	56 1/2"	58" *	57 3/4"	51 1/2"	41 1/2"	34 1/2"	7 1/2"
58"	54"	40 3/4"	35"	6"	56 1/2"	58" *	57 3/4"	52 3/4"	42 1/2"	35"	7 1/2"

†Between Arm Rests

\*Door-to-Door Dimension

design and recessed floor.

This is one of the reasons why, in certain states where road clearance is an important factor, the New Hudson is outselling all other cars but three—and these, in most cases, the lowest priced makes. In many counties of these and other states, it is outselling all other cars regardless of price.

## HUDSON IS MORE STREAMLINED



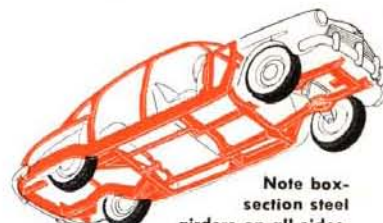
Sketch showing the advanced modern look of the New Hudson in comparison with other cars.

With exclusive "step-down" design, all steel Monobilt body-and-frame\* and free-flowing lines, the New Hudson is America's most streamlined automobile.

Modern motor-car style and beauty go hand-in-hand with a low silhouette. Hudson has the lowest silhouette of any mass-produced car on the highway—only five feet from ground to roof—yet it has full road clearance.

## HUDSON PROVIDES GREATER SAFETY

Structural members of Hudson's all steel Monobilt body-and-frame\*—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails



Note box-section steel girders on all sides, even outside rear wheels.

\*Trade-mark and patents pending

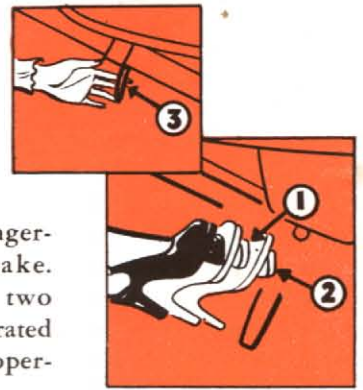


—are integrated to make a unified, bridge-like structure. These members—along with roof, floor and body panels—are solidly welded into a single, rigid Monobilt unit—the most modern construction known today!

Passengers in the New Hudson ride down within the foundation frame, cradled between the axles and ahead of the rear wheels—protected by box-section steel girders on all sides—even outside the rear wheels.

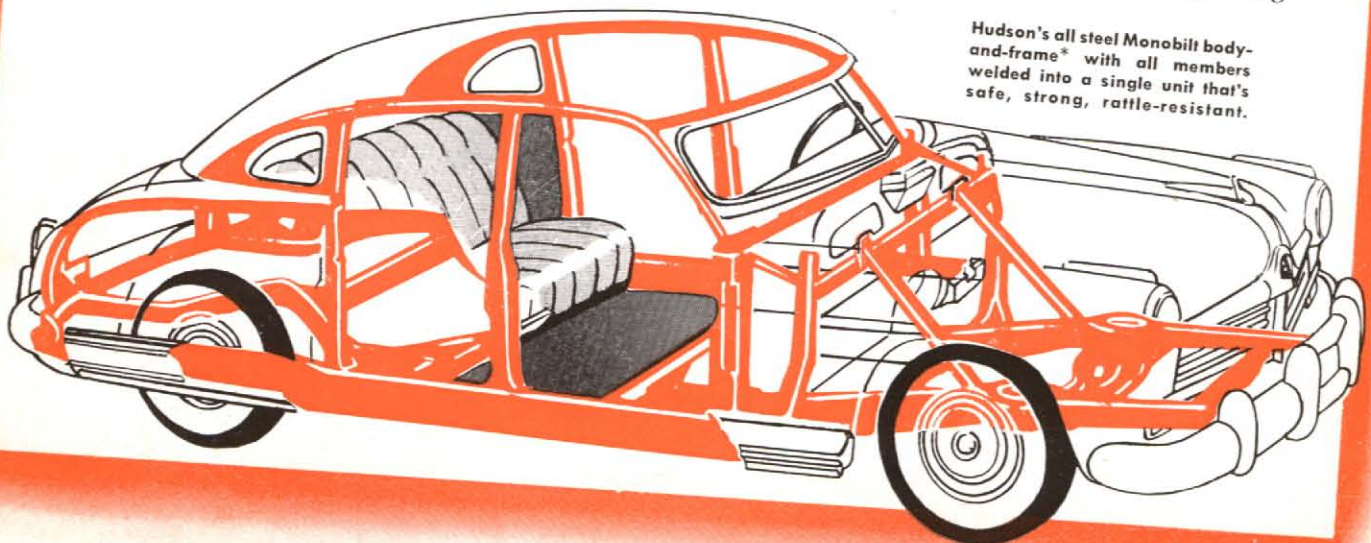
Hudson, and Hudson alone, provides Triple-Safe

brakes—three complete brake systems: 1) Foot-operated hydraulic brakes; 2) Reserve mechanical brakes operated from same foot pedal; 3) Fingertip-release parking brake. Other cars have only two brake systems: foot-operated service brakes and hand-operated parking brakes.



## Only Hudson Gives Buyers These PLUS-VALUE Features

- **"Step-Down" Design** for a low silhouette—the mark of a modern motor car.
  - **Recessed Floor** for greater interior room and passenger space.
  - **All Steel Monobilt Body-and-Frame\*** with box-section steel girder protection even outside rear wheels.
  - **Triple-Safe Brakes**, including a mechanical reserve system for emergency use.
  - **Splay-Mounted Rear Springs** for superior riding qualities and greatest stability.
  - **Fluid Cushioned Clutch** for soft, smooth and positive engagement without slippage or power loss.
  - **Drive-Master Automatic Transmission** † which provides three methods of driving.
  - **Weather-Control** †, heating—ventilating—defrosting—conditioned-air system.
  - **Recessed Door Panels** with arm rests and door controls—providing more passenger space.
  - **Masterful High-Compression Super-Eight** engine with higher power output—horsepower to piston displacement—than any competitive engine.
  - **All-New, High-Compression Super-Six Engine**—most powerful American Six.
  - **Pinned Piston Rings** which cannot rotate, chatter, or cause irregular wear.
  - **Teleflash Signals** that automatically flash red when generator is not charging and when oil pressure is below safe limit.
  - **Replaceable Fenders** with fully streamlined rear fender panels equipped with quickly removable wheel shields.
  - **Rear Bumper** rigidly attached directly to Monobilt body-and-frame\* members.
  - **Non-Slip Jack Pads** at each corner of Monobilt body-and-frame\* for tire-changing safety and convenience.
  - **Lounge-Type Arm Rest**, two-person, 16-inch size, in Commodore Custom models.
  - **Flush-Type, Thumb-Operated Latch-Release Outside Door Handles.**
  - **Two Instrument Panel Lockers**—one on each side—in all Commodore Custom models.
  - **Gem-Lustre Finish**—brilliant, translucent colors with strong, tight, refractive qualities.
- †Optional at slight extra cost  
\*Trade-mark and patents pending



Hudson's all steel Monobilt body-and-frame\* with all members welded into a single unit that's safe, strong, rattle-resistant.



# Sales FACTS

## Compare the 1949 Buick Roadmaster, Series 71, with the Hudson Commodore-6 and Commodore-8



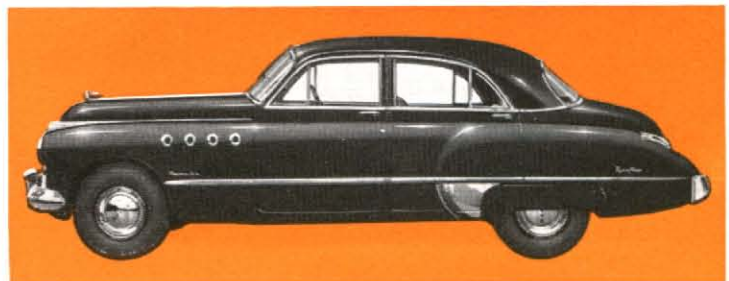
Hudson Commodore Sedan

IN the interest of an unbiased comparison between the 1949 Buick Roadmaster with the newer, more advanced Hudson styling, it must be taken into consideration that the Hudson cars are ALL NEW and all units are in harmony. Conversely, Buick inherited a 1948 body-style, which Oldsmobile pioneered last year, and mounted this body on a chassis which is substantially the same as the Buick 1941 design. Only minor chassis improvements have been incorporated into the 1949 models advertised by Buick.

Compare, then, these Buick models which were built up from a prewar chassis combined with a body styling which was originally designed for a chassis of another specification, height and weight, with the newer, more advanced Hudson models which were totally engineered, redesigned and built "complete" as a brand new automobile of advanced design. The Hudson models, then, are in complete harmony throughout, and this "totally new" Hudson car has many advantages in interior roominess, in beauty,

lower center of gravity, safety, economy of operation, superior performance, streamlining and comfort which are unobtainable in the Buick Roadmaster model.

From the standpoint of size, roominess, appointments, performance and other important features, the only Buick model that can be logically compared with the Hudson Commodore Custom model is the Buick Roadmaster. A glance at the specifications and a look at



Buick Roadmaster Sedan

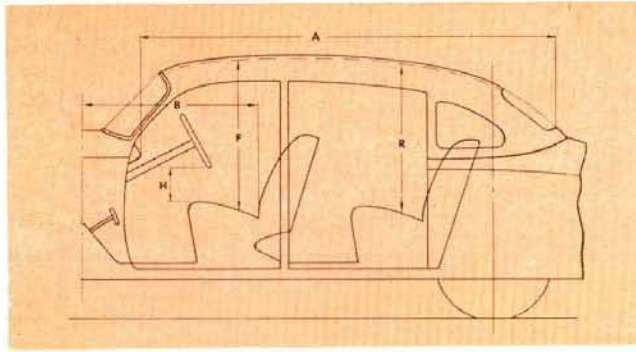
the cars will readily prove that there is absolutely no comparison between the Buick Special and Super models and the Hudson Commodore Custom.

### HUDSON OFFERS MORE USABLE ROOM INSIDE

Compare these measurements which dramatically prove that all Hudson models offer more carrying space and greater passenger comfort in extra room than is available in the Buick Roadmaster:

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Compare the room inside the cars. Hudson has more room and more usable room inside, over all these dimensions.

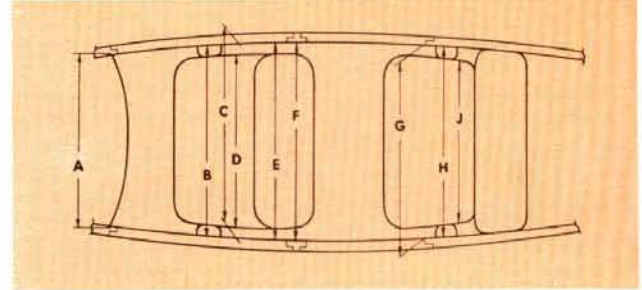
Measurement Taken	Buick Roadmaster	All HUDSON Models	Additional Hudson Interior Room
(A) Instrument panel to rear window.....	96½"	101½"	4¾" More Room
(B) Dash to front seat back (Minimum).....	39½"	40⅞"	⅝" More Room
(F) Head room in front seat..	36½"	37¼"	¾" More Hat Room
(H) Steering wheel clearance to top of seat cushion....	5"	6⅞"	1⅞" More Comfort
(R) Head room in the rear seat	35¼"	37¼"	2" More Head Room

Compare "head room" in the chart above. The Hudson models have ¾" more head room in front and 2" more head room than the Buick Roadmaster in the rear seat. The extra Hudson head room in both front and back seat means that many Hudson passengers can wear their hats in comfort while riding and many Buick passengers will be unable to. This lack of head room in the Buick Roadmaster is one of the compromises which Buick engineers had to make when they adapted the Oldsmobile body to the Buick chassis and this extra room is WHAT HUDSON BUYERS RECEIVE THAT BUICK ASKS THE ROADMASTER OWNER TO DO WITHOUT.

For many years Buick has included all interior dimensions in a handbook used by Buick Salesmen. This was not done in 1949 and General Motors spokesmen have indicated that Buick is reluctant to release interior measurements at this time. Further reason for deleting interior dimensions from advertising and sales material may be seen in the following:

## HUDSON OFFERS WIDER SEATS—MORE HIP AND SHOULDER ROOM

All Hudson models are wider, have wider seats, offer greater hip room and much more shoulder room in both front and rear seats than does the Buick Roadmaster. Here are a few of the reasons why interior dimensions may not be included in the Buick Salesman's handbook:



Compare the plain view, extra roominess in Hudson cars. Hudson is wider, has more room over all these dimensions.

Measurement Taken	Buick Roadmaster	All HUDSON Models	Additional Hudson Interior Width
(A) Body width at front pillars...	54¼"	56¼"	2" Greater
(B) Width across front armrests...	60"	66"	6" Wider
(C) Front seat width (door to door)	62½"	64"	1½" Wider
(D) Front seat width (cushion only)	60"	61¾"	1¾" Wider
(E) Shoulder room—front.....	57"	61"	4" More Room
(F) Body width at center pillars (inside).....	57¾"	62"	4¼" Wider
(G) Body width at rear pillars (inside).....	56¾"	59"	2¼" Wider
(H) Width across rear armrests...	60"	65"	5" Wider
(J) Rear-seat width (cushion only)	51"	63"	12" More Room
Shoulder room—rear.....	56¾"	57"	¼" Wider

The advantages of Hudson design in placing the rear seats ahead of the rear wheels are seen when the width of the rear seats is compared. The rear seat of both the Hudson Commodore-Series models is 12 inches wider than the rear seat in the Roadmaster. This extra room in all Hudson models is taken up by rear-wheel housings in the Buick Roadmaster model.

## HUDSON ADVANTAGES IN BEAUTY, STYLE, BETTER RIDE . . . LOWER CENTER OF GRAVITY and EASIER HANDLING

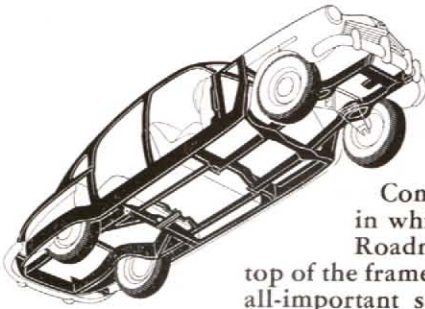
We have already seen by comparison and accurate measurement that Buick offers much less room inside for both passengers and driver (Fig. 1), including much less head room in both the front and rear seats (Fig. 2). Now compare the over-all height of the Buick Roadmaster with that of the Hudson models.

The much lower over-all height of the Hudson models means that Hudson design has combined a beautiful, low, streamlined silhouette with a new, lower center of gravity, which in turn permits greater safety, improved roadability and ride.

Measurement Taken	Buick Roadmaster	All Hudson Models
Over-all height—Unloaded (Car with gas, oil and water).....	65 <sup>53</sup> / <sub>64</sub> "	61 <sup>7</sup> / <sub>8</sub> "
Over-all height—Loaded (Same as above with 5 passengers).....	63.9"	60 <sup>3</sup> / <sub>8</sub> "



## BODY AND FRAME



Single-unit, all-welded, all-steel Monobilt body-and-frame\* on all New Hudsons.  
\*TRADE-MARK AND PATENTS PENDING

Compare the method in which Buick puts the Roadmaster floor up on top of the frame, failing to use the all-important space between the frame members, with the newer ultra-modern Hudson method which gives the Hudson buyer extra value by using the important "step-down" zone between the frame members. Buick still uses a separate frame and body and bolts the body to 10 "outrigger brackets" on the frame which Buick has used for nearly 10 years. Hudson uses heavier box-girder steel foundation side and cross-members and the body-and-frame are all in one single unit. Built like a bridge or a battleship, the Hudson models are all equipped with Monobilt body-and-frame\* construction.

## HUDSON IS EASIER TO PARK AND HANDLE



Buick bumpers on long "frame-extensions"

Hudson bumpers integral with body-and-frame

Compare the Buick wheelbase, shortened from 1948 to adapt as a compromise with the 1948 Oldsmobile body, with the Hudson wheelbase:

Measurement Taken	Buick Roadmaster	All Hudson Models
Wheelbase.....	126"	124"
Overall Length.....	214 $\frac{1}{8}$ "	207 $\frac{1}{2}$ "

Despite the fact that Hudson has more room inside the car, where room really counts, Buick has endeavored to give the Buick customer "extra value" by hanging the bumpers on long "frame extensions." This means the Roadmaster is harder to park and harder to handle than the Hudson models. Hudson bumpers are an integral part of the Monobilt body-and-frame.\*

## STEERING

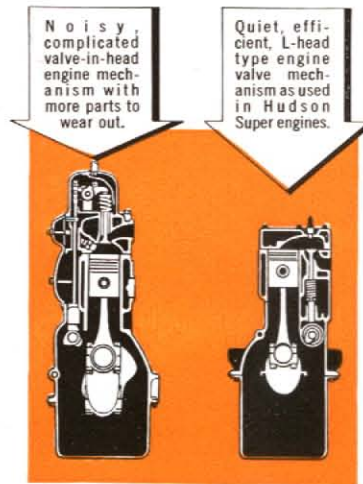
Compare the turning-circle diameter of the Buick Roadmaster, 44.8 feet with Hudson's shorter, much more convenient turning-circle diameter of only 41 feet. This means greater ease of parking and turning in a restricted area and offers a considerable advantage in Hudson cars which the Buick buyer is asked to do without.

## LESS NOISE IN HUDSON CARS

The quieter car is the safer car. Excessive fatigue is induced by high noise levels. The detrimental effect of noise on human fatigue has long been recognized.

\*Trade-mark and patents pending

Compare these facts:



Noisy, complicated valve-in-head engine mechanism with more parts to wear out.

Quiet, efficient, L-head type engine valve mechanism as used in Hudson Super engines.

1. Valve-in-head type engines are noisier, have more parts to wear out and push-rod noise is always present. Buick uses a valve-in-head engine. Hudson uses quieter "L"-head type engines.

2. Hotchkiss drive, in addition to being more efficient, also transmits less tire noise to the interior of the car than does the Torque-tube type. Buick uses Torque-tube drive;

Hudson has the quieter Hotchkiss drive.

3. Bodies bolted up on top of the frame develop unpleasant vibration from the rubbing action set up, and "squeaks" are almost impossible to eliminate. Buick bolts the Roadmaster body to the frame. Hudson uses an integral Monobilt body-and-frame\* construction and the body and the frame are all one single unit.

## HUDSON HAS A LOWER CENTER OF GRAVITY

Hudson has a lower center of gravity than Buick and is lower in over-all height than the Buick models. Moreover, because Hudson uses Hotchkiss drive, the driving force of the rear axle is cushioned as it is transmitted through the rear springs and results in greater flexibility, less "shock-torque" delivered to the passengers and it makes the ride easier.

## BETTER REAR SPRINGING IN HUDSONS



Hudson's long, leaf-type, metal-covered rear springs, mounted in splayed position.

The Hudson system of rear springing is more costly and more efficient than the Buick "bucoil" coil-spring rear suspension used by Buick.

Coil springs are unable to resist driving thrust and have no effect in stabilizing the ride or holding the car on an even keel. Coil springs as used by Buick smooth out up-and-down motion *only*. The rear springs



in the Hudson-built cars are of the semi-elliptic leaf type which smooth out up-and-down motion PLUS reducing side-sway and rolling on curves at all speeds. Hudson has also added a rear lateral stabilizer which works in conjunction with the splay-mounted rear springs to further reduce this rolling action. Hudson airplane-type shock absorbers complete the rear suspension combination that gives the level, gliding ride unobtainable in the Buick Roadmaster.

### HOTCHKISS DRIVE . . . A HUDSON FEATURE

Hudson uses Hotchkiss Drive. Buick doesn't offer this feature. Passenger comfort is increased with Hud-

son Hotchkiss Drive since flexibility and less unsprung weight (weight not supported by the springs) is achieved than in the Torque-tube Drive used by the Buick Roadmaster.

### IMPROVED SOUND INSULATION

In the Hudson-built models, a silicon-asphalt-base, sound-deadening material, is applied at the factory to the entire under-body panel, from the front seat to the extreme rear body. Also, all panels are sound-deadened with an acoustical blanket of felt and other sound-deadening material. Hudson uses more sound-deadening material to increase passenger comfort than any other automotive manufacturer.

## HUDSON ADVANTAGES IN EFFICIENCY . . . GREATER PERFORMANCE AND ECONOMY



Bulky engine with large "gasoline-eating" bores.



Compact Hudson Super engines with more economical piston displacements.

In making an unbiased comparison of the Buick Roadmaster engine with both the Hudson Super-Six and Super-Eight engines, it should be noted that the design trend in automotive engines between 1925 and 1934 was toward greater piston displacement. However, between 1934 and 1949, almost the entire automotive industry has reversed the trend by decreasing the total piston displacement in the interest of more power, better performance and greater economy. Buick is one of the few manufacturers to cling to the large "gasoline-eating" bores. Compare the 320.2 cubic inches of Buick piston displacement with the smaller, more economical Hudson piston displacements of 262 cubic inches in the 6-cylinder engine and 254 cubic inches for the Hudson 8-cylinder engine.

The Buick Roadmaster engine is advertised at 150 horsepower. General Motors spokesmen agree that nearly 12 horsepower is absorbed by the Dynaflo automatic transmission, making the Dynaflo Roadmaster, Series 71 engine actually deliver less power than the Hudson models. However, in the interest of an impartial report we are dealing herein with the 150 horsepower figure.

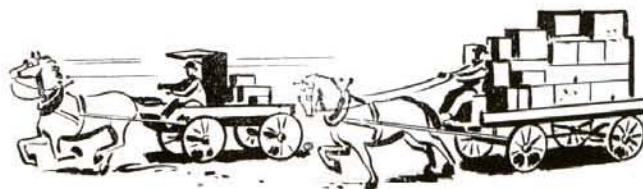
### MORE POWER DEVELOPED PER CUBIC INCH IN HUDSON ENGINES

Despite the fact that the Buick Roadmaster engine is 58.2 cubic inches larger than the Hudson Super-Six engine and 66.2 cubic inches larger than the Super-Eight engine, the Buick engine doesn't develop as much power per cubic inch. This means that the Buick Roadmaster engine is less efficient and costs more to operate since the efficiency of an automobile engine is

gauged by the amount of power it is capable of producing per cubic inch of piston displacement.

This is easily determined by dividing the peak horsepower produced by the engine's cubic inches of piston displacement. Both of these figures may be obtained from the manufacturers' catalogs. The figures show that the Hudson 6-cylinder engine, which is an ultra-modern "High Compression" engine built to adapt to compression ratios up to 9.3:1 at any time in the future when 100 octane gasoline is available, develops .477 horsepower per cubic inch with an optional aluminum head using today's 82 octane rated fuel. The Buick engine, which has been engineered to its peak performance at a staggering sacrifice in gasoline economy, develops only .468 horsepower per cubic inch. This means that each cubic inch of displacement in the Hudson Commodore-Six engine produces nearly 2% more horsepower with an accompanying saving in fuel. The standard Hudson-Eight engine shows an even better advantage over the Buick Roadmaster 8-cylinder engine inasmuch as each cubic inch of piston displacement in this Hudson engine develops .504 horsepower per cubic inch as compared to Buick's much lower efficiency of .468—an advantage of more than 7% greater efficiency in favor of the Hudson Commodore-Eight engine.

### POWER-TO-WEIGHT RATIO



Statements made by General Motors engineers indicate that efforts are being made by various divisions to reduce the weight of the cars. Notwithstanding this, the 1949 Buick Roadmaster 4-door sedan weighs 4200 pounds as compared with 4160 pounds for the 1948 model and is 575 pounds heavier than the Hudson Commodore-Six and more than 550 pounds overweight as compared with the Hudson Commodore-Eight.



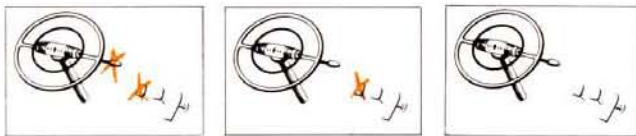
Extra weight in an automobile places an added burden on each functioning unit and affects the performance and economy of the car as a whole. Extra power is required to start and move each additional pound, and more fuel must be consumed in producing the extra power. To equal the performance of the car with less weight, the heavier car must have much more power.

However, power-to-weight ratios in the Buick Roadmaster and the Hudson Commodore-Series cars are nearly identical. Each horsepower of the Super-Six engine, with optional aluminum head, moves 29.2 pounds and both the Roadmaster and the Hudson Super-Eight engines move 28.1 pounds. The major difference is that a much greater waste of horsepower, with accompanying expense from which the buyer receives no benefit, is required in the Buick Roadmaster to move the extra and unnecessary car weight which exists in the Buick model.

## OPTIONAL RATIO

The real value of high compression is demonstrated in what it accomplishes in the aluminum cylinder head also offered as an option with the Hudson Commodore-Eight engine. The 7.1 to 1. ratio of this engine with aluminum head increases the power developed per cubic inch to .520 horsepower—10% more power per cubic inch than Buick offers in the Roadmaster 8-cylinder engine.

## AUTOMATIC TRANSMISSION



No Clutch Pushing  
No Gear Shifting

No Clutch Pushing  
Manual Shifting

Conventional  
Driving

Hudson offers an optional Drive-Master automatic transmission. Buick calls automatic transmission Dynaflo. The Hudson automatic transmission drives through a standard transmission with no loss of power. *Automotive experts say that 12 horsepower is lost in the Buick Dynaflo automatic transmission and it has long been known that as high as 15% average horsepower losses occur when driving is accomplished through hydrodynamic transmissions of the Buick type.* Alternate methods of driving and shifting are available in the Hudson automatic transmission. Buick does not offer this advantage. There is no creeping at lights with the Hudson Drive-Master and shifting is done automatically when the driver so desires. The Buick automatic transmission shifts at a pre-set speed and the driver has no control over the timing of the shift as in the Hudson automatic transmission.



## CLUTCHES

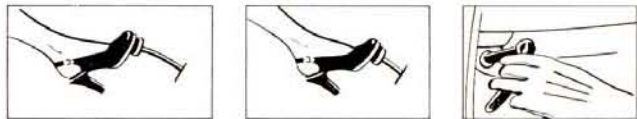
There is no hydraulic cushion in the Buick clutch to insure soft engagement. Instead, only the clutch lining serves to break the impact as the clutch faces contact. Hud-

son's clutch friction surfaces are of cork, possessing the highest efficiency of any material used for this purpose. The oil cushion in the Hudson clutch provides for smoother engagement, eliminates chatter and grab, and the oil bath in which all operating parts of the Hudson clutch are continuously bathed prolongs the life of all working parts. Moreover, the oil cushion of the Hudson clutch carries away heat as rapidly as it is generated.

## COOLING SYSTEMS

Automobile engines operate best in a temperature range from 140° to 180°. An overheated engine has a tendency to "ping" and a continuously hot engine increases engine wear. In the Hudson Commodore-Six engine, the cooling system circulates 18 quarts of water around six cylinders while Buick must cool eight cylinders with only 16¾ quarts of water. Whereas the Buick cooling system has 6½% less cooling capacity than the Hudson-Six engine, it must do 25% more cooling. The Hudson Commodore-Eight engine also has a larger cooling capacity than the Roadmaster engine.

## BRAKES



Finest Hydraulic

Mechanical Reserve

Parking

Hudson engineers are recognized as the pioneers in the elimination of useless weight. Because of Buick's excess weight more brake area is required than in the Hudson-built cars. Whereas the modern automotive engineering trend is toward smaller wheels and larger tires, Buick requires brake drums 12 inches in diameter as compared to the equally efficient 11-inch diameter brake drums used in Hudson-built cars. Buick brakes do not offer the added protection of the reserve braking system which Hudson has. This exclusive feature protects the occupants of the Hudson-built car in the event anything should happen to the hydraulic system. While there is slight chance of this occurrence, Hudson even provides against this possibility with this extra mechanical braking system, operating from the same brake pedal. Buick has added a "step-on" parking brake . . . but the Triple-Safe braking system is exclusive with Hudson.

## WHEEL-SHIELD FEATURE

Careful consideration of owner-convenience has also been designed into the Hudson rear wheel-shields which are a part of the Hudson body and continue the line of the lower trim moulding to emphasize Hudson's low streamlined beauty. When changing a rear tire, the Hudson wheel-shield is removed in five seconds or less by finger-tip pressure on a spring-loaded rattle-proof lock. To remove the fender-skirts from the 1949 Buick Roadmaster, the operation must be performed with a tire wrench and by removing a clamping bolt.



# What Hudson's Commodore Series Have . . .

That Buick Asks the Roadmaster Buyer to Do Without

## ● Step-Down Feature

Projecting units have been eliminated in the Hudson-built Commodore-Series models by absorbing them into the general body contour and making possible many advantages unobtainable in the Roadmaster.



Body on top of frame. High roof and high center of gravity.

Hudson "step-down" design—roomier interior—lower center of gravity.

## ● Exclusive Hudson Monobilt Body-and-Frame\*

Utilization of the vital space between frame members as the "step down" zone, makes possible unique streamlined beauty, coupled with battleship ruggedness and safety.

## ● Scientific Roominess

Hudson design has been influenced by scientific development rather than a gradual mutation of the species, as in the Buick Roadmaster. The interiors of Hudson cars have more room and more usable room taken from almost any measurement than the Buick Roadmaster.

## ● More Economical Weight

Despite the fact that General Motors engineers have endeavored to reduce the weight of the Buick Roadmaster for 1949, it weighs more than the 1948 model. Extra weight means an added burden on performance and less economy. Hudson models have a more economical weight.

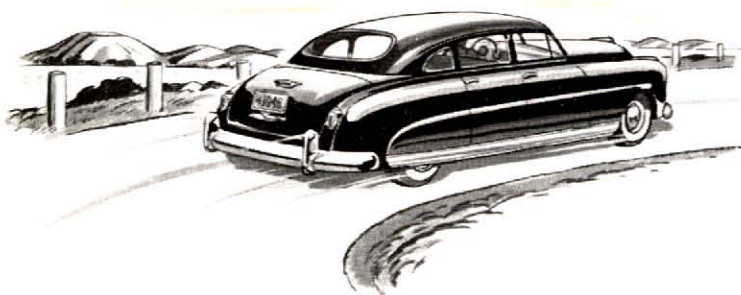
## ● Greater Weight Economy



Although the power-to-weight ratios of the Roadmaster and Hudson engines are almost identical, the Roadmaster engine must pull 575 pounds of waste weight more than the Hudson Commodore-Six and 550 waste pounds more than the Hudson Commodore-Eight.

## ● Lower Center of Gravity

The Hudson Commodore models have a lower center of gravity than the Buick Roadmaster, plus the lowest hug-the-road characteristic of any American stock car.



## ● Optional Ratio

The 7.12 to 1 ratio of the Hudson optional aluminum cylinder head increases engine performance in both the Six and Eight.

## ● Drive-Master Automatic Transmission

The Hudson optional Drive-Master automatic transmission offers three different ways to drive, the Roadmaster automatic transmission offers only one. The Buick device is more costly and results in power loss.

## ● Fluid Clutch

There is no hydraulic cushion in the Roadmaster clutch. The Hudson Commodore-Series offers this advantage which eliminates chatter and grab and makes for longer life of all working parts and softer, smoother clutch action.

## ● Larger Cooling Systems

Both the Hudson Commodore-Six and the Hudson Commodore-Eight engines have cooling systems of larger capacity than the Roadmaster engine, despite the fact that in the case of the Hudson-Six, there are less cylinders to cool.

## ● Three Braking Systems

The Hudson models offer proved hydraulic brakes, a separate reserve mechanical braking system operating from the same pedal, plus a parking brake. Buick offers only the hydraulic and the parking brake.



Finest Hydraulic



Mechanical Reserve



Parking

## ● Hotchkiss Drive

More flexibility and less unsprung weight is made available by the Hudson use of Hotchkiss Drive. Buick substitutes Torque-tube drive which transmits more tire noise to the car body.

## ● Shorter Turning, Easier Parking

Compare the turning circle diameter of the Buick Roadmaster, 44.8 feet, with the much shorter turning circle of the Commodore Series—only 41 feet. This means easier parking and easier turning in restricted areas in Hudsons.

## ● Improved Sound Insulation



Valve-in-head engines are notably noisier than the Hudson L-head type. Unpleasant vibration results from bolting the body to the frame as compared to Monobilt\* construction—plus Hudson's improved sound insulation.

## ● Semi-elliptical Rear Springs

In the Hudson models, the splay-mounted semi-elliptical rear springs absorb the driving force and cushion the ride. The Roadmaster does not have this feature, using, instead, a rigid torque-tube arrangement.

\*Trade-mark and patents pending.



# Sales FACTS

## *Compare* the 1949 Chrysler Royal and Windsor WITH the New Hudson Super-Six and Super-Eight

**S**TREAMLINING, free-flowing lines and a low silhouette—the mark of the modern motor car—are conspicuous by their absence or limited quantity in the Chrysler Royal and Windsor models.

Compared with the New Hudson Super-Six and Super-Eight, these new Chrysler models leave much to be desired from a standpoint of beauty, styling and low-built design. Putting it more plainly, the exterior design of the Chrysler Royal and Windsor appears to be a throw-back to the old days of high roof line, straight and severe body lines, non-streamlined and protruding fenders, and other design characteristics that do not satisfy present-day traffic and motoring requirements.

### **NEW HUDSON IS LONGER OUTSIDE, ROOMIER INSIDE, LOWER TOPSIDE!**

Wheelbase of the 1949 Chrysler Royal and Windsor has been increased four inches over the comparable 1948 models, from  $121\frac{1}{2}$  to  $125\frac{1}{2}$  inches. However, over-all length—the dimension that contributes greatly to passenger space—has been reduced four-and-one-quarter inches, from  $210\frac{3}{4}$  to  $206\frac{1}{2}$  inches. This over-all length is less than the  $207\frac{1}{2}$ -inch bumper-to-bumper length of the New Hudson Super-Six and Super-Eight models.

Similar shortcomings will be found in the width dimensions of the Chrysler Royal and Windsor models. The manufacturer's specifications reveal that the over-



New Hudson Super Series Sedan



Chrysler 1949 Windsor Sedan

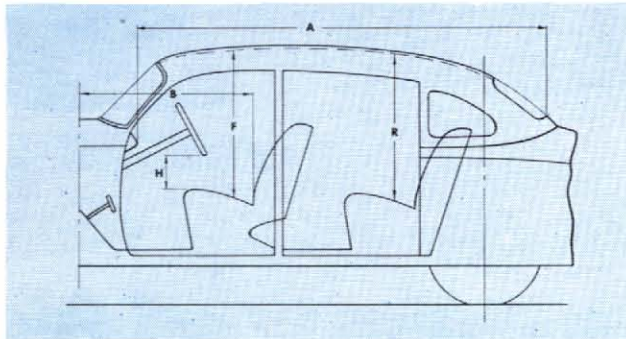
all width is only  $73\frac{1}{2}$  inches, and width across arm rests only 58 inches. Compare this with the  $77\frac{1}{16}$ -inch over-all width and 65-inch width across arm rests in the New Hudson Super-Six and Super-Eight. While the New Hudson is only  $3\frac{9}{16}$  inches wider, it offers a full seven inches more space for passenger comfort. And, too, arm rests and door-control handles in the New Hudson are in recessed panels, giving more hip room—more interior room—more usable space!

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. (June 13, 1949)



## ALL THIS EXTRA ROOM IN HUDSON CARS

More head room, more leg room, more driving room, and more usable interior space—extra room and extra value—in Hudson Commodore Custom cars than in Chrysler Saratoga and New Yorker cars, as shown by the actual measurements which follow:



Interior roominess comparison chart. Note how Hudson has more usable interior space than Chrysler Saratoga and New Yorker models.

Point of Measurement	Chrysler Saratoga & New Yorker	New Hudson Commodore Custom Series	Hudson Advantages
(A) Instrument panel to rear window.....	93"	101 $\frac{1}{8}$ "	8 $\frac{1}{8}$ " Greater
(F) Head room in front seat...	37"	37 $\frac{1}{4}$ "	$\frac{1}{4}$ " More
(H) Clearance between steering wheel and front-seat cushion.....	5 $\frac{7}{8}$ "	6 $\frac{7}{8}$ "	1" Better
(R) Head room in rear seat...	37"	37 $\frac{1}{4}$ "	$\frac{1}{4}$ " Greater

These measurements definitely prove that beauty, full streamlining and a low silhouette do not necessarily detract from interior roominess and efficient use of interior space. Hudson has all three and it exceeds Chrysler Saratoga and New Yorker cars in the important advantages shown.

For example, take head room. Although the Chrysler cars have a much higher silhouette than Hudson, they have less head room in both front and rear seats. Hudson, with exclusive "step-down" design, has 37 $\frac{1}{4}$ " of head room, front and rear—Chrysler Saratoga and New Yorker, only 37", enough to make the difference between comfortable and uncomfortable riding on many occasions.

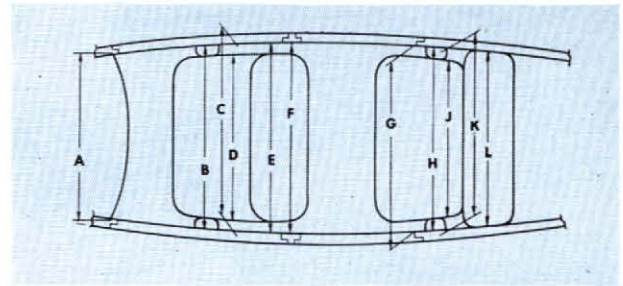
Note, too, the extra space between the steering wheel and front-seat cushion, 6 $\frac{7}{8}$ " for Hudson, and only 5 $\frac{7}{8}$ " for Chrysler. The extra space in the New Hudson makes it much easier for the driver to get in and out from behind the wheel—gives more room for quick and easy entrance and exit—provides more space for the relaxed and comfortable operation that buyers naturally expect in big cars.

## ALL THIS EXTRA PASSENGER SPACE IN HUDSON CARS

Just as interior roominess is an accepted gage of big-car value, so is passenger space an accepted gage of motoring comfort and pleasure.

Hudson Commodore Custom Series cars have more passenger room than Chrysler Saratoga and New Yorker cars. This includes all the important comfort zone dimensions: seat room, hip room, elbow room, shoulder room—every dimension that continually pays off in extra passenger comfort and convenience.

Here, again, are the actual measurements to show Hudson's wide margin of superiority:



Passenger space chart. Note that Hudson has much more passenger space than Chrysler Saratoga and New Yorker models.

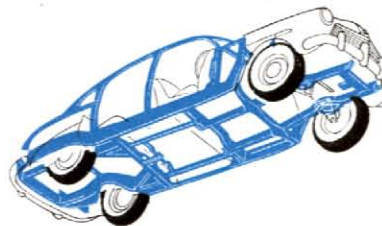
Point of Measurement	Chrysler Saratoga & New Yorker	New Hudson Commodore Custom Series	Hudson Advantages
(D) Width of front seat cushion	57 $\frac{1}{4}$ "	61 $\frac{3}{4}$ "	4 $\frac{1}{2}$ " Wider
(C) Hip room, front seat, door to door.....	61 $\frac{1}{4}$ "	64"	2 $\frac{3}{4}$ " More
(B) Elbow room, front seat...	59 $\frac{1}{4}$ "	66"	6 $\frac{3}{4}$ " Greater
(E) Shoulder room, front seat.	56 $\frac{1}{2}$ "	61"	4 $\frac{1}{2}$ " More
(F) Inside body width at center pillar.....	57"	62"	5" Wider
(J) Width of rear seat cushion	57 $\frac{3}{4}$ "	63"	5 $\frac{1}{4}$ " Greater
(K) Hip room, rear seat.....	59 $\frac{3}{4}$ "	64"	4 $\frac{1}{4}$ " More
(H) Elbow room, rear seat...	58"	65"	7" Greater
(L) Shoulder room, rear seat.	54 $\frac{1}{4}$ "	57"	2 $\frac{3}{4}$ " Wider

As shown by these actual measurements, Hudson provides more seating room: 4 $\frac{1}{2}$ " more on front seat and 5 $\frac{1}{4}$ " more on rear seat. Hip room, elbow room and shoulder room are much greater in Hudson than in Chrysler Saratoga and New Yorker cars.

In the New Hudson, there's no crowding or pressing against one another, even with three on a seat. Hudson has not just a little more, but a *great deal more passenger space*—extra space that Hudson buyers can always enjoy and Saratoga and New Yorker owners must always do without.

It is important to note that while buyers of Chrysler Saratoga and New Yorker models pay considerably more, they get no more passenger space than buyers of the cheaper companion models and makes of that manufacturer. On the other hand, Hudson buyers pay less and get more interior room from every use and comfort standpoint.

## MORE PASSENGER SAFETY



Hudson provides greater passenger safety with steel-girder protection on all sides.

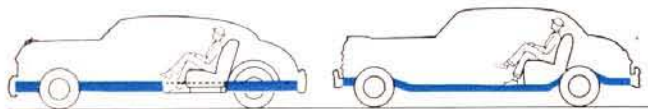
For greater safety, passengers in the New Hudson ride down within the foundation frame, cradled between the axles and ahead of the rear wheels—protected by box-section steel girders on all sides, *even outside the rear wheels.*

Passengers in Chrysler cars, riding in a body which is separate and mounted on top of a chassis frame, do not have this protection . . . this safety!

For even greater protection of car and passengers, Hudson's rear bumper is rigidly attached directly to the foundation frame members. Chrysler bumpers are attached to the car by means of extension arms.



# HUDSON HAS ADVANTAGES IN ADVANCED STYLE . . . BEAUTY . . . STREAMLINING



"Step-down" design gives Hudson a low silhouette and full streamlining.

Body-over-frame design gives Chrysler a higher, less streamlined silhouette.

Chrysler advertising makes extensive use of the superlatives, *beautiful, distinctive* and *distinguished* to describe the 1949 silver anniversary models. It is difficult to understand the application of such adjectives because the essential requisites for advanced style and beauty in a modern motor car—full streamlining, free-flowing lines and a low silhouette—are very limited in the Chrysler Saratoga and New Yorker models.

It is an accepted fact that the lower a car can be built (while still maintaining road clearance as Hudson does), the more graceful its lines can be made, and the more beautiful it will be. The New Hudson, with exclusive "step-down" design, is only  $60\frac{3}{8}$ " from ground to top. Chrysler Saratoga and New Yorker models, without "step-down" design, are  $63\frac{25}{32}$ " high.

A comparison of car widths also demonstrates Hudson's superior design. Over-all width of the New Hudson is  $77\frac{1}{16}$ " wide—Chrysler Saratoga and New Yorker models, only  $74\frac{3}{4}$ ". Hudson is wider for a good reason—to provide more usable interior room for greater motoring pleasure—extra motor-car value.

## HUDSON IS AHEAD IN DESIGN

The complete streamlining, free-flowing lines, and the unusually low and beautiful silhouette of the New Hudson are the results of its exclusive "step-down" design. Only Hudson has recessed floor with seats and roof lowered proportionately.

Chrysler, without "step-down" design, has floor on top of frame with higher seats, higher roof and higher center of gravity.

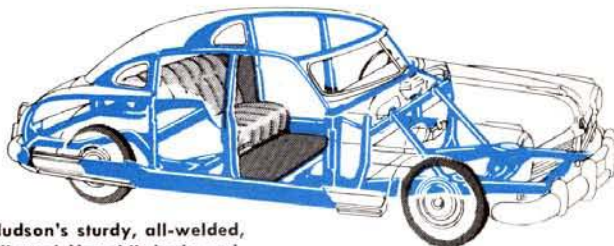
The floor in the New Hudson, as a result of its exclusive "step-down" design, has been recessed down within the foundation frame, bringing the vital space between the frame members into the car for passenger use and comfort.

Chrysler cars, with high-built, body-over-frame design, waste the vital space between the frame members instead of utilizing it inside the car for passenger use. As a result, head room, seat room and road-worthiness are less in Chrysler than in Hudson. Hudson, without making any design or construction compromises, has achieved a car with a low silhouette. Chrysler Saratoga and New Yorker models have compromised with head room and still they have a higher silhouette than the New Hudson.

## HUDSON HAS NEWER, SAFER, BETTER BODY-AND-FRAME CONSTRUCTION

For superior construction, Hudson has combined its body and frame into an integrated, all steel Monobilt

\*Trade-mark and patents pending



Hudson's sturdy, all-welded, all steel Monobilt body-and-frame.\*

body-and-frame.\* Chrysler has retained the two-unit chassis frame and body construction—separate body mounted on top of separate frame with one assembly being bolted to the other.

The structural members of Hudson's all-welded, all steel Monobilt body-and-frame\*—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails—are integrated and made a unified, bridge-like structure. These members—along with roof, floor and body panels—are solidly welded into a single, rigid, Monobilt unit.

By any comparison, Hudson's type of construction is the most modern known today—it's *safer, stronger, more rattle-resistant!*

## SAFER, LOWER CENTER OF GRAVITY

It's a known fact that the lower to the ground a car can be built (and still maintain road clearance as Hudson does), the lower will be its center of gravity and the greater will be its safety and road-worthiness.



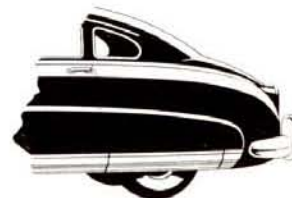
As a result of its exclusive "step-down" design, weight in the New Hudson has been brought closer to the ground—center of gravity is lower. Hudson has recessed the floor and lowered seats and roof proportionately; Chrysler has not.

Chrysler, without "step-down" design and with floors on top of frame, and with seats and roof farther off the ground, has a higher center of gravity.

Hudson, with a lower center of gravity—the lowest in any stock car—provides greater stability and road-worthiness under all driving conditions; it gives the safest, surest, steadiest and most hug-the-road way of going ever known.

## REAR-WHEEL SHIELDS AND BUILT-IN JACK PADS PERMIT EASY, QUICK, SAFE TIRE CHANGING

Advanced style and design are also evidenced by Hudson's quickly detachable rear-wheel shields, which cover the wheel openings and complete the streamlining of the rear-fender panel. These shields





can be removed in five seconds or less by finger-tip pressure on a spring-loaded, rattle-proof lock.

Contrast the beauty and advantages of this design with Chrysler's non-streamlined rear fenders and old-fashioned wheel openings.

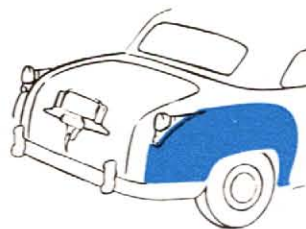
Hudson adds still more speed, safety and convenience to tire changing by providing four jack pads, one at each corner of its Monobilt body-and-frame.\* For non-slip safety, upper end of jack fits into these cup-shape pads which are located where they can be found without groping.

Also contrast this easy, safe method of jacking up the car with the less safe and more difficult method of putting jack under axle, bumper or bumper arm.

### STREAMLINED, REPLACEABLE FENDERS

Here is another example of Hudson's advanced design and engineering.

Chrysler makes much-to-do about their non-streamlined and protruding fenders being replaceable,



Chrysler's non-streamlined and protruding rear fender.

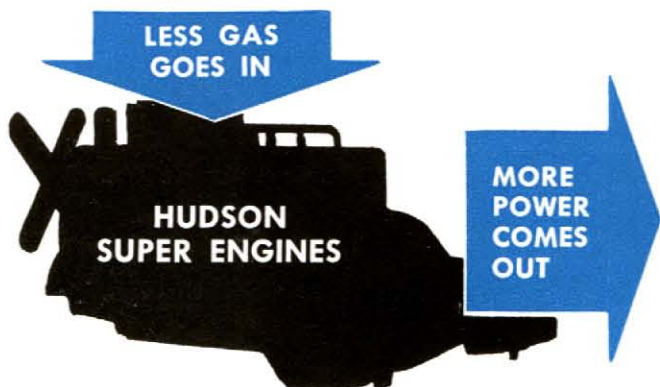
for repairing or replacement.

Hudson engineers, by advanced designing and engineering, have made it possible to remove and install fenders on the New Hudson with greater ease than ever before and thus with fewer hours of labor. As a matter of fact, based on today's costs, material and labor for replacement of the most frequently damaged sheet metal parts of an automobile average 20 per cent less on the New Hudson than on 1946 and 1947 models.

which is very evident by their design and attachment.

Hudson front and rear fenders are fully streamlined and have the appearance of being integral with the body. Actually they are separate, bolted-on parts and can be easily and quickly removed

## HUDSON ENGINES EXCEL IN EFFICIENCY . . . ECONOMY . . . PERFORMANCE



The real gage of engine efficiency is power output in relation to piston displacement. Hudson Super-Six and Super-Eight engines develop more horsepower per cubic inch of displacement than the Chrysler Saratoga and New Yorker engine.

The all-new, high-compression-type Hudson Super-Six engine—most powerful American Six—with a power rating of 121 horsepower, a high-compression ratio of 7.12 to 1 (with optional aluminum head), and piston displacement of 262 cubic inches, develops .462 horsepower for each cubic inch of displacement.

The even more powerful Hudson Super-Eight engine, with a power rating of 128 horsepower, a high-compression ratio of 7.0 to 1 (with optional aluminum head), and piston displacement of 254 cubic inches, develops .504 horsepower for each cubic inch of displacement.

The Chrysler Saratoga and New Yorker engine, with a power rating of 135 horsepower, a compression ratio of 7.25 to 1, and piston displacement of 323.5 cubic inches, develops only .417 horsepower for each cubic inch of displacement . . . approximately 10 per cent less efficient than the Hudson Super-Six and

\*Trade-mark and patents pending.

approximately 20 per cent less efficient than the Hudson Super-Eight engine.

Greater economy operation of an automobile engine is directly proportionate to the efficiency of the engine itself . . . the power derived from each cubic inch of piston displacement. As Hudson engines are more efficient in this respect, it is obvious they are also more economical to operate.

### HIGHER PERFORMANCE

Performance of an automobile is closely related to its power-to-weight ratio . . . the higher the ratio, the greater the performance. Hudson cars have a higher power-to-weight ratio than Chrysler Saratoga and New Yorker cars.

As the Chrysler Saratoga and New Yorker cars weigh 4121 pounds, each horsepower of the engine must start and pull 30.5 pounds. The Hudson Commodore Custom Six weighs 3625 pounds and each horsepower of its engine must move only 29.9 pounds, while each horsepower in the Hudson Commodore Custom Eight, weighing 3650 pounds, must move only 28.5 pounds.



As the power-to-weight ratio increases, performance goes up and cost of operation comes down. The extra weight in Saratoga and New Yorker models (471 and 496 pounds), places an added burden on each functioning unit and affects performance and economy as a whole. Extra power is required to start and move the additional weight, and more gasoline is consumed in producing the extra power.



## FLUID-CUSHIONED CLUTCH

The oil cushion in the Hudson Fluid-Cushioned clutch provides soft, smooth and positive engagement and eliminates chatter and grab. The oil in which the operating parts are continuously bathed thoroughly lubricates these parts and prolongs their life. Friction surfaces in the Hudson clutch are of cork, oil impregnated, and possess the highest efficiency of all materials that can be used for this purpose.

## HUDSON DRIVE-MASTER TRANSMISSION† HAS MANY ADVANTAGES

Hudson's exclusive Drive-Master transmission is recognized as the most versatile of all automatic drives because it permits the driver to control shifting and it provides three methods of driving: 1) automatic shifting and clutch operation in forward speeds; 2) automatic clutch operation with manual shifting; 3) conventional operation—to suit the preference of any member of the family, or for attendants at parking lots and garages.

Chrysler Saratoga and New Yorker cars do not offer those important advantages. They are equipped with a hydraulically operated transmission which gives the driver a selection of only a combination of first and second, or third and fourth gears. With fluid drive, there is slippage and waste of power during starting



Hudson's unit power plant with engine, clutch and transmission.

The Chrysler drive train includes a single-plate dry clutch which engages dry friction surface to dry friction surface.

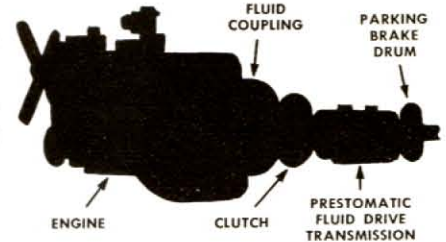
Also included in the Chrysler drive train is a fluid drive coupling which is not a positive connection and requires extra maintenance. Slippage, always prevalent in fluid drives or couplings, causes a power loss of up to 15 percent, with proportionate wastage of oil and gas.

and acceleration. And when engine is running car will not remain motionless but tends to creep forward, making it necessary for the Chrysler driver to ride the brake pedal.

Hudson cars, with Drive-Master, remain motionless when stopped but are ready to move ahead automatically—and instantly—when accelerator is pressed down.

In the Chrysler, with fluid drive, it is necessary to shift manually to the low-gear combination and then to the high-gear combination when starting in sand or mud. No such shifting is necessary with Hudson. The Drive-Master automatically shifts down to pick-up gear for a tough pull at low speeds.

†Optional at slight extra cost.



Chrysler's power and transmission units.

# HUDSON GIVES BUYERS MORE ADVANTAGES IN DRIVING . . . RIDING . . . SAFETY . . . COMFORT . . . CONVENIENCE

Hudson Commodore Custom models, with greater interior space, are easier to handle and park than Chrysler Saratoga and New Yorker models because they have a shorter wheelbase and over-all length.

## HUDSON HAS TRIPLE-SAFE BRAKES

Hudson provides extra safety with Triple-Safe brakes: 1) powerful hydraulic brakes; 2) automatic mechanical brakes; 3) finger-tip-release parking brakes. Chrysler has only two braking systems—hydraulic and parking.



Brake pedal travel (1) for hydraulic brakes, (2) for mechanical reserve brakes. (3) Parking brake handle.

Hudson's reserve mechanical braking system is always ready to take over automatically from the same brake pedal. If hydraulic pressure should fail (as it can in any car due to accident or service neglect),

farther downward travel of the foot pedal puts the reserve mechanical system into operation. Chrysler cars do not have this vital safety feature.

Hudson's finger-tip-release parking brakes are fully enclosed and operate directly on the wheels for positive braking action at all times. The Chrysler parking brake is an exposed, external assembly located on the propeller shaft. Its braking pressure is transmitted through the differential and axle shafts to the rear wheels; therefore, when car is jacked up, the wheel on the ground can turn and permit car to move even with parking brake pulled up tight.

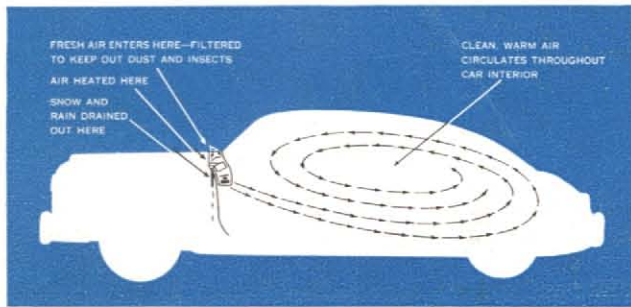
## SAFER STARTER OPERATION

Hudson has separate ignition switch and safety-type, push-button starter switch, each located on opposite sides of the steering column. The starter button can be pushed accidentally, yet the starter will not operate until key is inserted in the ignition switch and turned to the "ON" position.



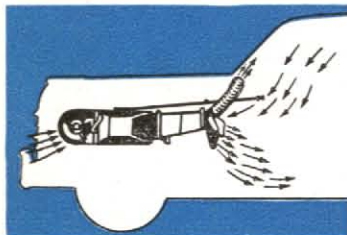
Chrysler has a combination ignition and starter switch—partial turning of the key turns on the ignition, and complete turning of the key operates the starter. Most people insert keys and turn them as far as they will go. As a result of this habit, it is possible to operate the Chrysler starter accidentally before driver is ready. Equally serious consequences may possibly occur if children, or even adults for that matter, should accidentally turn the Chrysler switch key to the starter position with the car in gear.

## WEATHER-CONTROL† SAFETY AND EFFICIENCY



Hudson's Weather-Control† has short, direct air intake on top of cowl

Hudson's four-fold heating—ventilating—conditioned air—defrosting system is one compact unit installed under the instrument panel. It is efficient because of its direct, large-volume air intake (cowl ventilator), and it is safer because it takes in fresh air from only the pure-air zone at a point on top of the cowl, just in front of the windshield.



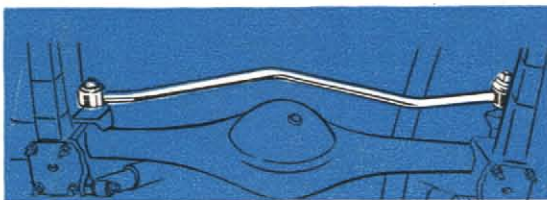
Chrysler's heater has air intake at front end of car and long intake ducts.

Chrysler's heater is also under the instrument panel. However, it employs long, angling ducts extending under the hood all the way to the front grille where the air intake is located. It is less safe because the

low and forward air intake makes it possible for monoxide and exhaust gases from preceding automobiles to be drawn into the car to the discomfort of the passengers.

## LUXURIOUS RIDING IN HUDSON

The rigidity of Hudson's all steel Monobilt body-and-frame\*, the stability of its low-built "step-down" design, and a combination of coil and leaf springing, front and rear stabilizers, and direct-acting, big-volume, Airplane-type shock absorbers provide smooth, comfortable, luxurious riding in the New Hudson.



Hudson has new-type, rear lateral stabilizer. Chrysler does not have a rear stabilizer.

Chrysler does not have rear stabilizer, which in the New Hudson reduces car-roll and side sway. Neither does Chrysler have splay-mounted rear springs, which in the New Hudson provide superior riding qualities and greatest stability at high speeds and on curves.

Hudson's rear shock absorbers are mounted vertically for direct and efficient up-and-down control of spring action and car movement. Chrysler's rear shock absorbers are mounted diagonally (at an angle) and do not provide direct up-and-down control. Front shock absorbers in the New Hudson are mounted inside the coil spring at the exact center of spring action for most efficient front-end ride control. Chrysler's front shock absorbers are located outside the coil springs, at a point more remote from the spring action.

## COMFORT AND CONVENIENCE

The advanced style and breath-taking beauty of the New Hudson Commodore Custom Series are matched by its luxurious interior tailoring and appointments.

Top-quality broadcloth upholstery, foam rubber seat cushions, harmonizing shades of natural and walnut finish on instrument panel, natural walnut finish valance under all windows, and scientific grouping of instruments and controls are just a few of the features that add to the pleasure and convenience of riding and driving a New Hudson.

Luxury features that Hudson Commodore owners enjoy and Chrysler owners must do without, include: big, two-person, 16" arm rest that has many utility uses; over-head front dome light and two rear-quarter dome lights for maximum interior illumination; courtesy lights at all door openings; envelope-type pocket on back of sedan front seats; two instrument panel lockers, one on each side.



## RECORDS PROVE HUDSON ADVANTAGES

Hudson-built cars hold 149 AAA stock car records—more official 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 sure that buyers get performance, safety, economy and endurance when they invest in a Hudson.

### AND IN ADDITION . . .

Hudson Commodore buyers get these exclusive features that no other car offers: Exclusive "Step-Down" Design with recessed floor, and seats and roof lowered proportionately . . . Monobilt Body-and-Frame\* . . . Steel-Girder Protection on all sides, even outside the rear wheels . . . Drive-Master Automatic Transmission† that provides three methods of driving . . . Triple-Safe Brakes . . . Splay-Mounted Rear Springs . . . Fluid-Rests and door controls . . . Courtesy Lights for all doors on door pillars . . . Two Instrument Panel Lockers . . . 16-inch Rear Seat Arm Rest . . . All-new, high-compression Super-Six Engine, most powerful American Six, or masterful Super-Eight . . . Pinned Piston Rings . . . Teleflash Signals for oil pressure and generator charging . . . Weather-Control Heater-Conditioned-Air System† . . . and many others.

†Optional at slight extra cost.  
\*Trade-mark and patents pending



# Sales FACTS

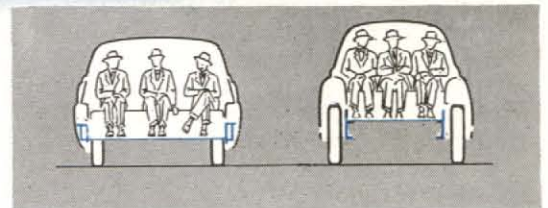
Compare the 1949 Chrysler Saratoga and New Yorker  
WITH the New Hudson Commodore Custom Six and Eight



Chrysler 1949  
New Yorker Sedan



New Hudson Commodore  
Custom Series Sedan



Hudson, with "step-down"  
design, has roomier interior  
and lower center of gravity.

Other cars, with body on  
top of frame, have high roof  
and high center of gravity.

**T**HE Chrysler Saratoga and New Yorker models are much higher in price than comparable models of the New Hudson Commodore Custom Series.

This price disadvantage on the part of Chrysler very definitely emphasizes that either the New Hudson Commodore Custom Six or Commodore Custom Eight is a much better buy — a greater dollar-for-dollar value from the buyer's point of view.

That is no idle statement. It is proved by comparison after comparison of design, construction, performance, passenger space and appointments—the important elements and features that give the most of all the things people want most in a motor car.

## GREATER BIG-CAR VALUE

Passenger space and interior room have always been an accepted gage of big-car value in the automobile

industry. The manufacturer's specifications show that Hudson cars are larger and roomier inside, and have more passenger space than Chrysler Saratoga and New Yorker cars, even though these Chrysler models have a somewhat longer wheelbase and over-all length than Hudson Commodore Custom Models.

This is due to the fact that the higher priced Saratoga and New Yorker models are equipped with bodies that are of the same size, style and design as the bodies mounted on the lower priced Chrysler Corporation cars; namely, Dodge, De Soto and Chrysler Royal and Windsor models.

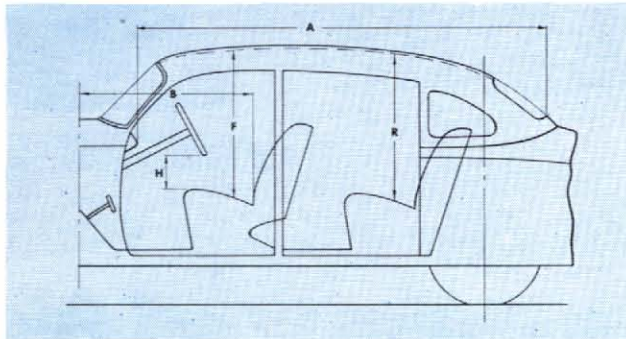
This would indicate that buyers of Chrysler Saratoga and New Yorker models pay considerably more in price but get no more in passenger space or interior room than buyers of the cheaper companion models of that manufacturer.

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. July 25, 1949.



## ALL THIS EXTRA ROOM IN HUDSON CARS

More head room, more leg room, more driving room, and more usable interior space—extra room and extra value—in Hudson Commodore Custom cars than in Chrysler Saratoga and New Yorker cars, as shown by the actual measurements which follow:



Interior roominess comparison chart. Note how Hudson has more usable interior space than Chrysler Saratoga and New Yorker models.

Point of Measurement	Chrysler Saratoga & New Yorker	New Hudson Commodore Custom Series	Hudson Advantages
(A) Instrument panel to rear window.....	93"	101 $\frac{1}{8}$ "	8 $\frac{1}{8}$ " Greater
(F) Head room in front seat...	37"	37 $\frac{1}{4}$ "	$\frac{1}{4}$ " More
(H) Clearance between steering wheel and front-seat cushion.....	5 $\frac{7}{8}$ "	6 $\frac{7}{8}$ "	1" Better
(R) Head room in rear seat...	37"	37 $\frac{1}{4}$ "	$\frac{1}{4}$ " Greater

These measurements definitely prove that beauty, full streamlining and a low silhouette do not necessarily detract from interior roominess and efficient use of interior space. Hudson has all three and it exceeds Chrysler Saratoga and New Yorker cars in the important advantages shown.

For example, take head room. Although the Chrysler cars have a much higher silhouette than Hudson, they have less head room in both front and rear seats. Hudson, with exclusive "step-down" design, has 37 $\frac{1}{4}$ " of head room, front and rear—Chrysler Saratoga and New Yorker, only 37", enough to make the difference between comfortable and uncomfortable riding on many occasions.

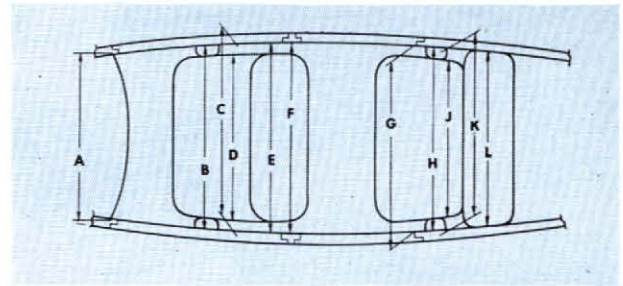
Note, too, the extra space between the steering wheel and front-seat cushion, 6 $\frac{7}{8}$ " for Hudson, and only 5 $\frac{7}{8}$ " for Chrysler. The extra space in the New Hudson makes it much easier for the driver to get in and out from behind the wheel—gives more room for quick and easy entrance and exit—provides more space for the relaxed and comfortable operation that buyers naturally expect in big cars.

## ALL THIS EXTRA PASSENGER SPACE IN HUDSON CARS

Just as interior roominess is an accepted gage of big-car value, so is passenger space an accepted gage of motoring comfort and pleasure.

Hudson Commodore Custom Series cars have more passenger room than Chrysler Saratoga and New Yorker cars. This includes all the important comfort zone dimensions: seat room, hip room, elbow room, shoulder room—every dimension that continually pays off in extra passenger comfort and convenience.

Here, again, are the actual measurements to show Hudson's wide margin of superiority:



Passenger space chart. Note that Hudson has much more passenger space than Chrysler Saratoga and New Yorker models.

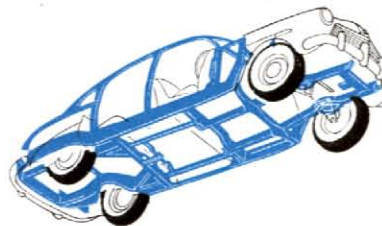
Point of Measurement	Chrysler Saratoga & New Yorker	New Hudson Commodore Custom Series	Hudson Advantages
(D) Width of front seat cushion	57 $\frac{1}{4}$ "	61 $\frac{3}{4}$ "	4 $\frac{1}{2}$ " Wider
(C) Hip room, front seat, door to door.....	61 $\frac{1}{4}$ "	64"	2 $\frac{3}{4}$ " More
(B) Elbow room, front seat...	59 $\frac{1}{4}$ "	66"	6 $\frac{3}{4}$ " Greater
(E) Shoulder room, front seat.	56 $\frac{1}{2}$ "	61"	4 $\frac{1}{2}$ " More
(F) Inside body width at center pillar.....	57"	62"	5" Wider
(J) Width of rear seat cushion	57 $\frac{3}{4}$ "	63"	5 $\frac{1}{4}$ " Greater
(K) Hip room, rear seat.....	59 $\frac{3}{4}$ "	64"	4 $\frac{1}{4}$ " More
(H) Elbow room, rear seat...	58"	65"	7" Greater
(L) Shoulder room, rear seat.	54 $\frac{1}{4}$ "	57"	2 $\frac{3}{4}$ " Wider

As shown by these actual measurements, Hudson provides more seating room: 4 $\frac{1}{2}$ " more on front seat and 5 $\frac{1}{4}$ " more on rear seat. Hip room, elbow room and shoulder room are much greater in Hudson than in Chrysler Saratoga and New Yorker cars.

In the New Hudson, there's no crowding or pressing against one another, even with three on a seat. Hudson has not just a little more, but a *great deal more passenger space*—extra space that Hudson buyers can always enjoy and Saratoga and New Yorker owners must always do without.

It is important to note that while buyers of Chrysler Saratoga and New Yorker models pay considerably more, they get no more passenger space than buyers of the cheaper companion models and makes of that manufacturer. On the other hand, Hudson buyers pay less and get more interior room from every use and comfort standpoint.

## MORE PASSENGER SAFETY



Hudson provides greater passenger safety with steel-girder protection on all sides.

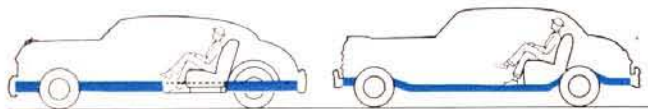
For greater safety, passengers in the New Hudson ride down within the foundation frame, cradled between the axles and ahead of the rear wheels—protected by box-section steel girders on all sides, *even outside the rear wheels.*

Passengers in Chrysler cars, riding in a body which is separate and mounted on top of a chassis frame, do not have this protection . . . this safety!

For even greater protection of car and passengers, Hudson's rear bumper is rigidly attached directly to the foundation frame members. Chrysler bumpers are attached to the car by means of extension arms.



# HUDSON HAS ADVANTAGES IN ADVANCED STYLE . . . BEAUTY . . . STREAMLINING



"Step-down" design gives Hudson a low silhouette and full streamlining.

Body-over-frame design gives Chrysler a higher, less streamlined silhouette.

Chrysler advertising makes extensive use of the superlatives, *beautiful, distinctive* and *distinguished* to describe the 1949 silver anniversary models. It is difficult to understand the application of such adjectives because the essential requisites for advanced style and beauty in a modern motor car—full streamlining, free-flowing lines and a low silhouette—are very limited in the Chrysler Saratoga and New Yorker models.

It is an accepted fact that the lower a car can be built (while still maintaining road clearance as Hudson does), the more graceful its lines can be made, and the more beautiful it will be. The New Hudson, with exclusive "step-down" design, is only  $60\frac{3}{8}$ " from ground to top. Chrysler Saratoga and New Yorker models, without "step-down" design, are  $63\frac{25}{32}$ " high.

A comparison of car widths also demonstrates Hudson's superior design. Over-all width of the New Hudson is  $77\frac{1}{16}$ " wide—Chrysler Saratoga and New Yorker models, only  $74\frac{3}{4}$ ". Hudson is wider for a good reason—to provide more usable interior room for greater motoring pleasure—extra motor-car value.

## HUDSON IS AHEAD IN DESIGN

The complete streamlining, free-flowing lines, and the unusually low and beautiful silhouette of the New Hudson are the results of its exclusive "step-down" design. Only Hudson has recessed floor with seats and roof lowered proportionately.

Chrysler, without "step-down" design, has floor on top of frame with higher seats, higher roof and higher center of gravity.

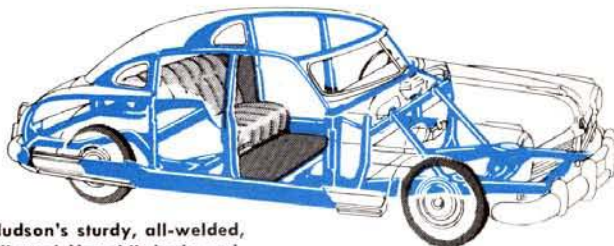
The floor in the New Hudson, as a result of its exclusive "step-down" design, has been recessed down within the foundation frame, bringing the vital space between the frame members into the car for passenger use and comfort.

Chrysler cars, with high-built, body-over-frame design, waste the vital space between the frame members instead of utilizing it inside the car for passenger use. As a result, head room, seat room and road-worthiness are less in Chrysler than in Hudson. Hudson, without making any design or construction compromises, has achieved a car with a low silhouette. Chrysler Saratoga and New Yorker models have compromised with head room and still they have a higher silhouette than the New Hudson.

## HUDSON HAS NEWER, SAFER, BETTER BODY-AND-FRAME CONSTRUCTION

For superior construction, Hudson has combined its body and frame into an integrated, all steel Monobilt

\*Trade-mark and patents pending



Hudson's sturdy, all-welded, all steel Monobilt body-and-frame.\*

body-and-frame.\* Chrysler has retained the two-unit chassis frame and body construction—separate body mounted on top of separate frame with one assembly being bolted to the other.

The structural members of Hudson's all-welded, all steel Monobilt body-and-frame\*—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails—are integrated and made a unified, bridge-like structure. These members—along with roof, floor and body panels—are solidly welded into a single, rigid, Monobilt unit.

By any comparison, Hudson's type of construction is the most modern known today—it's *safer, stronger, more rattle-resistant!*

## SAFER, LOWER CENTER OF GRAVITY

It's a known fact that the lower to the ground a car can be built (and still maintain road clearance as Hudson does), the lower will be its center of gravity and the greater will be its safety and road-worthiness.



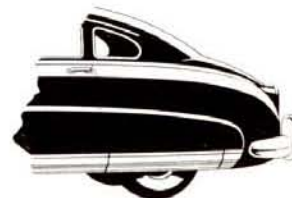
As a result of its exclusive "step-down" design, weight in the New Hudson has been brought closer to the ground—center of gravity is lower. Hudson has recessed the floor and lowered seats and roof proportionately; Chrysler has not.

Chrysler, without "step-down" design and with floors on top of frame, and with seats and roof farther off the ground, has a higher center of gravity.

Hudson, with a lower center of gravity—the lowest in any stock car—provides greater stability and road-worthiness under all driving conditions; it gives the safest, surest, steadiest and most hug-the-road way of going ever known.

## REAR-WHEEL SHIELDS AND BUILT-IN JACK PADS PERMIT EASY, QUICK, SAFE TIRE CHANGING

Advanced style and design are also evidenced by Hudson's quickly detachable rear-wheel shields, which cover the wheel openings and complete the streamlining of the rear-fender panel. These shields





can be removed in five seconds or less by finger-tip pressure on a spring-loaded, rattle-proof lock.

Contrast the beauty and advantages of this design with Chrysler's non-streamlined rear fenders and old-fashioned wheel openings.

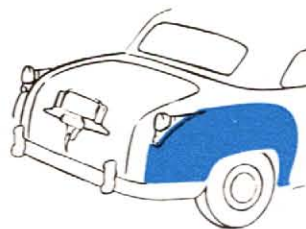
Hudson adds still more speed, safety and convenience to tire changing by providing four jack pads, one at each corner of its Monobilt body-and-frame.\* For non-slip safety, upper end of jack fits into these cup-shape pads which are located where they can be found without groping.

Also contrast this easy, safe method of jacking up the car with the less safe and more difficult method of putting jack under axle, bumper or bumper arm.

### STREAMLINED, REPLACEABLE FENDERS

Here is another example of Hudson's advanced design and engineering.

Chrysler makes much-to-do about their non-streamlined and protruding fenders being replaceable,



Chrysler's non-streamlined and protruding rear fender.

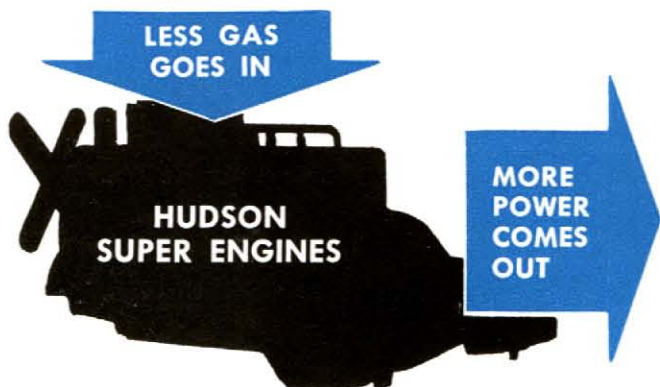
for repairing or replacement.

Hudson engineers, by advanced designing and engineering, have made it possible to remove and install fenders on the New Hudson with greater ease than ever before and thus with fewer hours of labor. As a matter of fact, based on today's costs, material and labor for replacement of the most frequently damaged sheet metal parts of an automobile average 20 per cent less on the New Hudson than on 1946 and 1947 models.

which is very evident by their design and attachment.

Hudson front and rear fenders are fully streamlined and have the appearance of being integral with the body. Actually they are separate, bolted-on parts and can be easily and quickly removed

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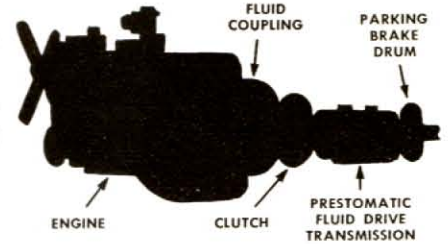
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†Optional at slight extra cost.



Chrysler's power and transmission units.

# HUDSON GIVES BUYERS MORE ADVANTAGES IN DRIVING . . . RIDING . . . SAFETY . . . COMFORT . . . CONVENIENCE

Hudson Commodore Custom models, with greater interior space, are easier to handle and park than Chrysler Saratoga and New Yorker models because they have a shorter wheelbase and over-all length.

## HUDSON HAS TRIPLE-SAFE BRAKES

Hudson provides extra safety with Triple-Safe brakes: 1) powerful hydraulic brakes; 2) automatic mechanical brakes; 3) finger-tip-release parking brakes. Chrysler has only two braking systems—hydraulic and parking.



Brake pedal travel (1) for hydraulic brakes, (2) for mechanical reserve brakes. (3) Parking brake handle.

Hudson's reserve mechanical braking system is always ready to take over automatically from the same brake pedal. If hydraulic pressure should fail (as it can in any car due to accident or service neglect),

farther downward travel of the foot pedal puts the reserve mechanical system into operation. Chrysler cars do not have this vital safety feature.

Hudson's finger-tip-release parking brakes are fully enclosed and operate directly on the wheels for positive braking action at all times. The Chrysler parking brake is an exposed, external assembly located on the propeller shaft. Its braking pressure is transmitted through the differential and axle shafts to the rear wheels; therefore, when car is jacked up, the wheel on the ground can turn and permit car to move even with parking brake pulled up tight.

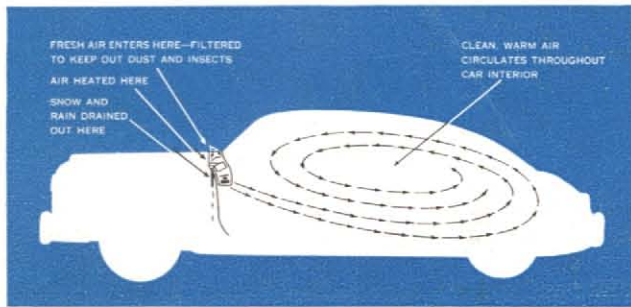
## SAFER STARTER OPERATION

Hudson has separate ignition switch and safety-type, push-button starter switch, each located on opposite sides of the steering column. The starter button can be pushed accidentally, yet the starter will not operate until key is inserted in the ignition switch and turned to the "ON" position.



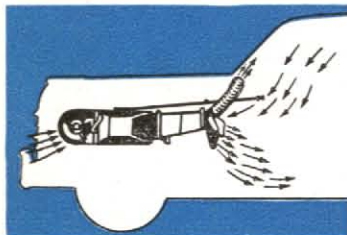
Chrysler has a combination ignition and starter switch—partial turning of the key turns on the ignition, and complete turning of the key operates the starter. Most people insert keys and turn them as far as they will go. As a result of this habit, it is possible to operate the Chrysler starter accidentally before driver is ready. Equally serious consequences may possibly occur if children, or even adults for that matter, should accidentally turn the Chrysler switch key to the starter position with the car in gear.

## WEATHER-CONTROL† SAFETY AND EFFICIENCY



Hudson's Weather-Control† has short, direct air intake on top of cowl

Hudson's four-fold heating—ventilating—conditioned air—defrosting system is one compact unit installed under the instrument panel. It is efficient because of its direct, large-volume air intake (cowl ventilator), and it is safer because it takes in fresh air from only the pure-air zone at a point on top of the cowl, just in front of the windshield.



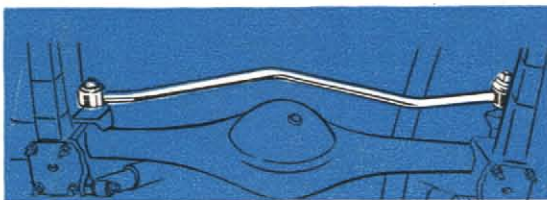
Chrysler's heater has air intake at front end of car and long intake ducts.

Chrysler's heater is also under the instrument panel. However, it employs long, angling ducts extending under the hood all the way to the front grille where the air intake is located. It is less safe because the

low and forward air intake makes it possible for monoxide and exhaust gases from preceding automobiles to be drawn into the car to the discomfort of the passengers.

## LUXURIOUS RIDING IN HUDSON

The rigidity of Hudson's all steel Monobilt body-and-frame\*, the stability of its low-built "step-down" design, and a combination of coil and leaf springing, front and rear stabilizers, and direct-acting, big-volume, Airplane-type shock absorbers provide smooth, comfortable, luxurious riding in the New Hudson.



Hudson has new-type, rear lateral stabilizer. Chrysler does not have a rear stabilizer.

Chrysler does not have rear stabilizer, which in the New Hudson reduces car-roll and side sway. Neither does Chrysler have splay-mounted rear springs, which in the New Hudson provide superior riding qualities and greatest stability at high speeds and on curves.

Hudson's rear shock absorbers are mounted vertically for direct and efficient up-and-down control of spring action and car movement. Chrysler's rear shock absorbers are mounted diagonally (at an angle) and do not provide direct up-and-down control. Front shock absorbers in the New Hudson are mounted inside the coil spring at the exact center of spring action for most efficient front-end ride control. Chrysler's front shock absorbers are located outside the coil springs, at a point more remote from the spring action.

## COMFORT AND CONVENIENCE

The advanced style and breath-taking beauty of the New Hudson Commodore Custom Series are matched by its luxurious interior tailoring and appointments.

Top-quality broadcloth upholstery, foam rubber seat cushions, harmonizing shades of natural and walnut finish on instrument panel, natural walnut finish valance under all windows, and scientific grouping of instruments and controls are just a few of the features that add to the pleasure and convenience of riding and driving a New Hudson.

Luxury features that Hudson Commodore owners enjoy and Chrysler owners must do without, include: big, two-person, 16" arm rest that has many utility uses; over-head front dome light and two rear-quarter dome lights for maximum interior illumination; courtesy lights at all door openings; envelope-type pocket on back of sedan front seats; two instrument panel lockers, one on each side.



## RECORDS PROVE HUDSON ADVANTAGES

Hudson-built cars hold 149 AAA stock car records—more official 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 sure that buyers get performance, safety, economy and endurance when they invest in a Hudson.

### AND IN ADDITION . . .

Hudson Commodore buyers get these exclusive features that no other car offers: Exclusive "Step-Down" Design with recessed floor, and seats and roof lowered proportionately . . . Monobilt Body-and-Frame\* . . . Steel-Girder Protection on all sides, even outside the rear wheels . . . Drive-Master Automatic Transmission† that provides three methods of driving . . . Triple-Safe Brakes . . . Splay-Mounted Rear Springs . . . Fluid-Rests and door controls . . . Courtesy Lights for all doors on door pillars . . . Two Instrument Panel Lockers . . . 16-inch Rear Seat Arm Rest . . . All-new, high-compression Super-Six Engine, most powerful American Six, or masterful Super-Eight . . . Pinned Piston Rings . . . Teleflash Signals for oil pressure and generator charging . . . Weather-Control Heater-Conditioned-Air System† . . . and many others.

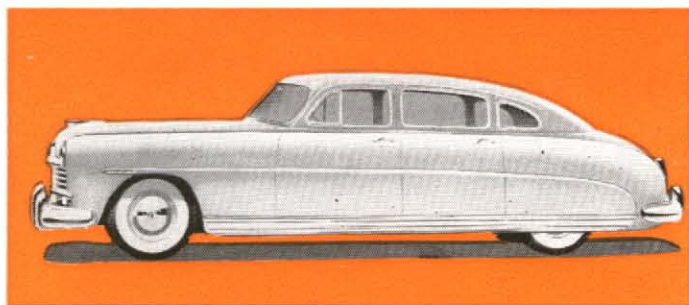
†Optional at slight extra cost.  
\*Trade-mark and patents pending



# Sales FACTS

## COMPARE...

the 1949 Dodge Coronet and Meadowbrook  
with the New Hudson Super-Six and Super-Eight



New Hudson Super Series Sedan



1949 Dodge 4-Door Sedan

**D**ODGE 1949 Coronet and Meadowbrook models, with identically the same body design, styling and dimensions as Chrysler and De Soto (except front and rear-end details), claim fleet lines, a low silhouette, and comfort advantages because of interior roominess.

Hudson Super-Six and Super-Eight models are more streamlined and have a lower silhouette. The Hudson Super models also have greater interior roominess—and provide more efficient use of interior space. In other words, in the very feature Dodge sets up as most essential to passenger comfort—roominess—Hudson has the advantage. Here's the proof!

### HUDSON OFFERS MUCH MORE

Wheelbase, over-all width and over-all length have always been important factors in determining motor-car value, comfort and roadability.

Hudson leads in all three.

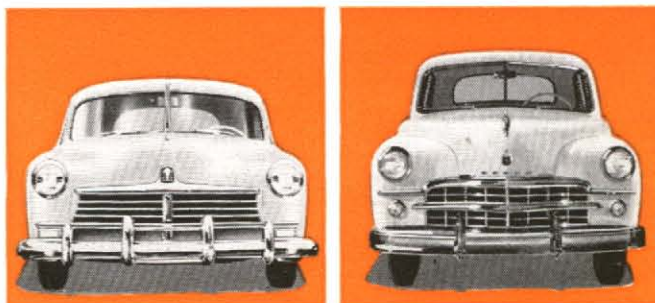
Wheelbase of the New Hudson is 124"—Dodge wheelbase is only 123½".

Hudson's "big-car" wheelbase is scientifically engineered as the best possible dimension for the design, width, weight and weight distribution of the New Hud-

son. This cannot be said for Dodge, as Dodge is assembled with practically the same body as is mounted on several other makes and models of Chrysler Corporation cars with different wheelbase lengths. Surely a body engineered for the best weight distribution on one wheelbase will not give equal comfort and roadability on cars or models with different wheelbases.

Over-all width of the New Hudson is 77½"—Dodge, only 72⅞".

Hudson's over-all width—no greater than many pre-war cars with their narrow bodies and protruding



Front view of the New Hudson with low roof, low center of gravity and "step-down" design, in contrast to the 1949 Dodge with high roof, high center of gravity and high-built, body-over-frame design.

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. July 25, 1949.



fenders—provides greater interior roominess and more efficient use of available interior space. Dodge, with less over-all width and protruding rear fenders, has even less than proportionate passenger space.

Over-all length of the New Hudson is 207½"—Dodge, only 203⅝".

The extra length of the New Hudson gives not only more passenger space, as shown in the following charts, but also contributes to road-worthiness—easy, comfortable riding over all kinds of roads.

## NEW HUDSON IS LOWER OUTSIDE ... HAS MORE HEAD ROOM AND LEG ROOM INSIDE

Not only is the New Hudson "lower on the outside" than the Dodge Coronet and Meadowbrook, but it is also "roomier on the inside" in all the important dimensions: seat room—hip room—elbow room—shoulder room—leg room—head room! More space in every direction.

Outside, the New Hudson is only 60⅜" (loaded) from ground to roof; Dodge, 63⅝" (loaded). Inside, head room in both front and rear seats of the New Hudson is 37¼"; Dodge, only 37".

The driver's seat is occupied much more than any other seating space in the car. In Hudson, the seat gives an important comfort advantage over Dodge. In Hudson, clearance between steering wheel and top of front seat cushion is 6⅞"; in the Dodge it is only 5⅞".

This extra space or roominess in the New Hudson makes it easier to get in and out from behind the wheel, and provides more room for comfortable operation of the car at all times.

These and other Hudson advantages in roominess are shown in the following chart:

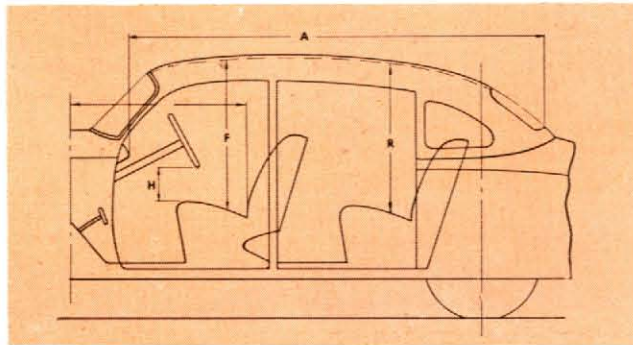


Chart of interior dimensions. Note how Hudson has more room and more usable interior space in all the measurements shown.

Point of Measurement	Dodge Coronet and Meadowbrook	New Hudson Super-Six and Super-Eight	Additional Interior Room in New Hudson
(A) Instrument panel to rear window.....	92"	101⅞"	9⅞" Longer
(F) Head room in front seat.	37"	37¼"	¼" More Head Room
(H) Clearance between steering wheel and front-seat cushion.....	5⅞"	6⅞"	1⅞" More Comfort
(R) Head room in rear seat.	37"	37¼"	¼" More Head Room

These are only a few of the space advantages in favor of the New Hudson. An even wider margin of superiority

is to be found in the comfort zone: seating room—usable passenger room.

## MORE USABLE PASSENGER SPACE

Dodge Coronet and Meadowbrook models may be wider and longer inside, but they do not have as much *passenger* space as the New Hudson.

Starting with the front seat, which is occupied the most and should have the greatest amount of room, Hudson offers a big advantage that continually pays off in extra comfort. The Hudson front seat elbow room is a full 6¾" wider than the front seat in Dodge.

Rear seat space in the New Hudson also offers advantages over Dodge, as does Hudson elbow room, shoulder room and the other dimensions which contribute so much to passenger comfort and convenience.

Hudson's superiority in passenger space is clearly shown in the following plan view and specifications:

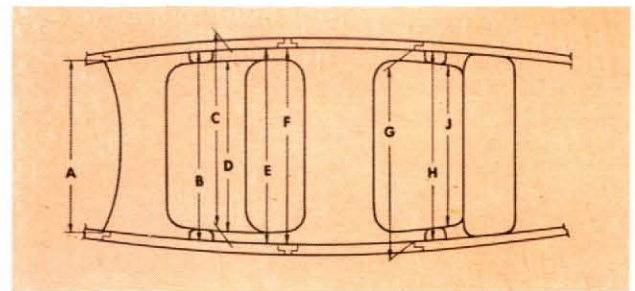


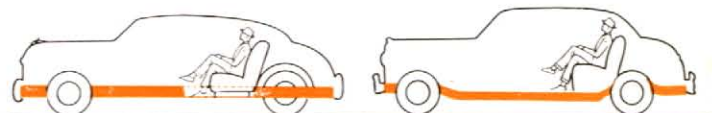
Chart of passenger space dimensions. Note how Hudson has much more passenger space in all these comfort-zone measurements.

Point of Measurement	Dodge Coronet and Meadowbrook	New Hudson Super-Six and Super-Eight	Additional Roominess in New Hudson
(C) Front seat width, door to door dimensions.....	61¾"	64"	2¼" Wider
(B) Elbow room—front.....	59¼"	66"	6¾" Wider
(E) Shoulder room—front.....	57"	62"	5" Wider
(G) Body width at rear pillars (inside).....	54"	59"	5" Wider
(H) Elbow room—(Width across rear arm rests).....	58"	65"	7" Greater
(J) Rear seat width, door to door dimensions.....	59¾"	64"	4¼" Wider
Shoulder room—rear.....	54½"	58"	3½" More

These actual dimensions show that while Dodge advocates more interior room and talks about the added comfort and convenience of greater passenger space, Hudson actually has considerably more passenger space and makes far more efficient use of interior space.

Hudson buyers can always enjoy this extra room that 1949 Dodge owners must always do without!

## ONLY HUDSON HAS "STEP-DOWN" DESIGN



Long, low, gracefully streamlined New Hudson with recessed floor and more interior room.

Higher, shorter, less streamlined 1949 Dodge with body over frame and less interior room.

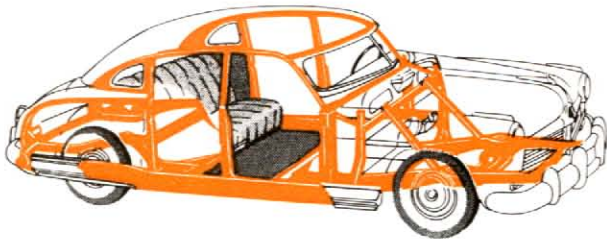


Hudson, with exclusive "step-down" design, has recessed its floor to bring into the car for passenger use the vital space between the frame members. Dodge does not make use of this space.

Dodge has body and floor on top of frame with proportionately higher seats and roof—higher than Hudson. Dodge, with high-built design, leaves much to be desired as regards beauty, styling and streamlining.

The exterior design of the Dodge Coronet and Meadowbrook models seems to be in direct contrast to the modern trend toward free-flowing lines and a low silhouette—the mark of the modern motor car. By way of direct comparison, Dodge has high roof line, straight and severe body lines, protruding fenders and other characteristics that hardly meet and satisfy modern motoring desires and needs.

### MONOBILT BODY-AND-FRAME\*



Hudson's all steel Monobilt body-and-frame\* with all members welded into a single unit that's safe, strong, rattle-resistant.

Hudson has a new, exclusive, all steel Monobilt body-and-frame\* with "step-down" design. Dodge has a separate body and chassis with the body mounted on top of the frame.

Hudson body-and-frame construction is newer, better, stronger and safer!

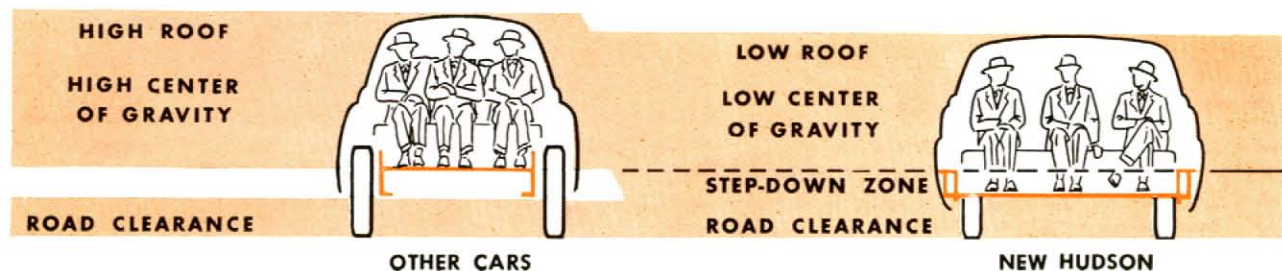
The structural members of Hudson's all-welded, all steel Monobilt body-and-frame\*—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails—are integrated and form a bridge-like structure.

These members—along with roof, floor and body panels—are solidly welded into a single, rigid, Monobilt unit. It's the most modern construction known today—safe, strong, rattle-resistant!

\*Trade-mark and patents pending.

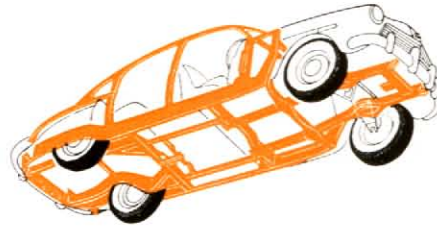
### HUDSON HAS LOWER CENTER OF GRAVITY

Everyone knows that the lower to the ground a car can be built, the lower will be its center of gravity, and the greater will be its safety, stability and road-worthiness.



Because of exclusive "step-down" design, weight in the New Hudson has been brought closer to the ground, making its center of gravity lower—actually lower than in any stock car. Dodge, without "step-down" design and with floors still on top of frame, has a *higher* center of gravity, less stability, less road-worthiness.

### HUDSON IS SAFER



Hudson passengers are protected by box-section steel girders on all sides, even outside the rear wheels.

Hudson passengers ride down within the foundation frame, protected by box-section steel girders on all sides, even outside the rear wheels. Dodge passengers do not have this protection . . . this safety.

Hudson's rear bumper is attached directly to the foundation frame members. Bumpers on the Dodge are attached by means of extension arms or brackets.

There's extra safety in Hudson's unhampered vision—full, curved windshield, one of the widest in the industry—and inclined side windows. Dodge has flat windshield glass and nearly vertical windows.

### REPLACEABLE FENDERS

It is very evident that the protruding rear fenders on Dodge cars are not an integral part of the body and can be replaced as single units.

Fenders on the New Hudson, because of advanced designing, appear to be integral with the body. However, they are separate and can be removed and installed as separate parts. In fact, they can be replaced with less labor expense than on the previous model. Based on today's costs, material and labor costs for replacement of these parts on the New Hudson, on an average, are 20 per cent less than on 1946 and 1947 models.

### BETTER RIDING QUALITIES

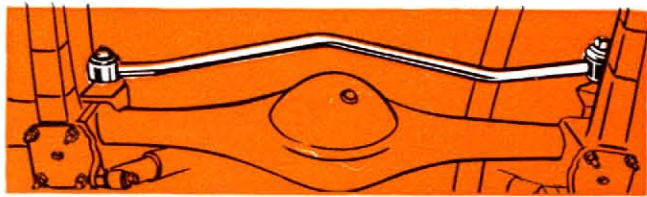
For luxurious riding, Hudson provides coil and leaf springing, front and rear stabilizers, and direct-acting, big-volume, Airplane-type shock absorbers.

The front shock absorbers on Hudson are positioned inside the front-suspension coil spring, at the exact center of spring action for maximum efficiency. Dodge shock absorbers are located at a less efficient point.

Hudson's long, gentle-acting, rear leaf springs are mounted in splayed position. Dodge's rear springs are



not. Splay-mounting gives the New Hudson superior riding qualities and greatest stability at high speeds and when rounding curves.



Hudson has a new-type rear lateral stabilizer to resist car-roll and side-sway. Dodge does not have a rear stabilizer.

Hudson provides a new-type rear lateral stabilizer to reduce and control car-roll and heel-over on turns. Dodge does not have a rear stabilizer but depends on diagonally mounted, rear shock absorbers to stabilize the rear of the car.

Hudson's rear shock absorbers are mounted in a vertical position for direct and efficient control of spring action. Dodge's rear shock absorbers are mounted at an angle and do not provide direct up-and-down control over spring or car movement.

With its complete ride-control combination, Hudson provides a smoother, more comfortable ride, better stability and control, and greater safety.

## HUDSON PROVIDES SAFER BRAKING



Hudson's Triple-Safe Brakes: 1) pedal operating hydraulic brakes, 2) same pedal operating mechanical reserve brakes, 3) finger-tip-release parking brake.

Hudson gives added safety by providing three methods of brake application. Dodge does not.

For general use, Hudson provides powerful hydraulic brakes—proportioned front and rear to car weight distribution. They are of the self-energizing type—"Servo-action" type—that converts forward and rearward rotation of the wheels into extra braking pressure. Dodge hydraulic brakes are of the anchored-shoe type.

In addition, Hudson has a reserve mechanical braking system, ready to take over automatically from the same brake pedal if hydraulic pressure should fail, as it can in any car due to accident or service neglect. Dodge cars do not have this important safety feature.

Hudson also has a finger-tip-release parking brake with braking mechanism fully enclosed and protected for positive operation under all braking conditions. Using the rear brake shoes instead of a drum on the propeller shaft, Hudson's parking brake prevents car movement when either rear wheel is jacked up. The Dodge parking brake is an external, exposed unit located on the propeller shaft at the rear of the transmission; it works through the differential to apply braking pressure and when one rear wheel of the Dodge is jacked up, the wheel on the ground is free to turn and permit the car

to move, even with parking brake pulled up tight.

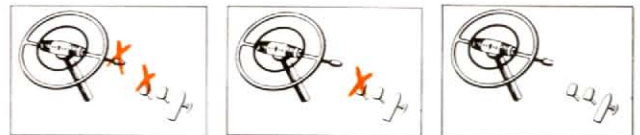
Hudson has Triple-Safe, fully enclosed brakes, *three methods* of brake application. Dodge has only two conventional methods of brake application—enclosed hydraulic brakes and exposed parking brake.

## STARTER and IGNITION SWITCH

Hudson has separate ignition switch and safety-type, push-button starter switch. Starter button can be accidentally pushed and the Hudson starter will not operate until ignition switch-key is inserted and turned to the "ON" position.

Dodge, however, has combination ignition and starter switch operated by the ignition key. Turning ignition key part way turns on the ignition, and turning it all the way operates the starter. Upon inserting keys in any keyway, most people turn the key as far as it will go, which makes it possible to operate the starter accidentally in Dodge cars before the driver is ready. Serious consequences may possibly occur if children, or adults, should accidentally turn the Dodge switch key to the starter position with the car in gear.

## DRIVE-MASTER TRANSMISSION GIVES DRIVING CHOICE



No Gear Shifting  
No Clutch Pushing

Manual Shifting  
No Clutch Pushing

Conventional  
Driving

Hudson offers, as optional equipment, Drive-Master transmission, which is most versatile of all automatic drives because it provides three methods of driving: 1) automatic shifting in forward speeds without clutch pushing or gear shifting, 2) automatic clutch operation with manual shifting, 3) conventional clutch operation and gear shifting.

Dodge offers, as optional equipment on the Coronet model only, Gyro-Matic fluid drive transmission which does not provide three methods of driving. It includes a fluid coupling, conventional clutch and constant mesh transmission—giving the driver a selection of only a combination of first and second, or third and fourth gears in forward speeds.

Hudson Drive-Master drives through a positive-action clutch and transmission with no loss of power. The fluid drive or coupling in the Dodge, like all other hydraulic drives, causes a slippage or power loss of approximately 15%, which increases fuel and oil expense considerably. Pickup is much more positive and quicker in Hudson than in Dodge because of the direct connection of the driving and driven units.

Cars with fluid drive will not remain stationary when stopped with engine running. Instead, they creep forward, making it necessary to put foot on brake pedal to prevent car from moving. With Hudson Drive-Master, there's no creeping or inching ahead. When stopped, the car remains motionless, but ready to move ahead automatically when you touch the accelerator.

First and third gears in the Dodge Gyro-Matic transmission are free-wheeling. As a result, when the combi-



nation of first and second gears is being used, the driver does not get the benefit of engine braking when coming to a stop at speeds below 7 miles per hour. When the combination of third and fourth speeds is in use, engine braking power does not exist below 11 miles per hour. The extra pressure required on the brakes at the lower speeds, every time car is stopped or slowed down, subjects the brake linings and brake drums to extra wear. Fluid drives require filling with special and costly fluid, and when leaks develop they are expensive to repair.

When starting in sand or mud, it is necessary to shift to the lower gear combination in Dodge—and then to the high gear combination. No such shifting is necessary with Hudson Drive-Master, which automatically shifts down to pick-up gear for a tough pull at low speeds.

### FLUID CUSHIONED CLUTCH

All Hudson models are equipped with a positive-acting, Fluid Cushioned clutch, 9 $\frac{13}{16}$ " in diameter. Dodge models are equipped with a single-plate, dry clutch which is only 9 $\frac{1}{4}$ " in diameter.

The cushion of oil in the Hudson clutch gives soft, smooth engagement and lubricates all clutch parts, including the hard-to-get-at splines. In the Dodge dry-

plate clutch, contact is direct—dry friction surface to dry friction surface.

In the power train of Dodge Coronet and Meadowbrook models, there is an extra unit—a fluid or hydraulic drive coupling that is not a positive connection, therefore slippage and power loss of approximately 15 per cent occur during starting and acceleration.

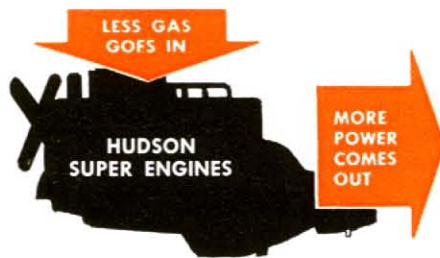
### HUDSON WEATHER-CONTROL† IS SAFER

Hudson's four-fold heating—ventilating—conditioned-air—defrosting system is a compact unit, takes in air from the pure-air zone at a point on top of the cowl, just in front of the windshield.

In Dodge, and other Chrysler-made cars, the air intake is under the hood near the front of the car and at a point approximately in line with the exhaust stream of preceding cars. At this point, there is great danger of exhaust and monoxide gases being drawn into the car, particularly in heavy traffic either moving slowly or stopped waiting for traffic signals to change.

Hudson Weather-Control has a short, direct intake with large opening for greater volume and efficiency. Dodge has a long, angling intake duct extending the length of the engine compartment.

†Optional at slight extra cost.



## Hudson Has High-Compression Engine Design for Greater Power, Efficiency, Performance!

The all-new Hudson Super-Six engine—most powerful American Six—is a high-compression power plant, currently developing 121 horsepower. The Dodge 6-cylinder engine, modified and stepped-up from year to year, develops only 103 horsepower.

High compression ratio of the Hudson Super-Six engine, with optional aluminum head, is 7.12 to 1—Dodge, only 7.0 to 1.

The New Hudson Super-Six engine is designed and constructed for eventual use of high-octane fuels, and provision is made to obtain substantially higher compression ratios by making only minor changes, such as modified cylinder head and ignition and carburetor components—which can be done whenever the necessary high-octane fuels become available.

### SUPERIOR ENGINE CONSTRUCTION

Hudson Super engines have high-chrome cylinder blocks so hard they outwear ordinary blocks and do not require separate valve seat inserts. Dodge engines have separate valve seat inserts.

Piston rings in Hudson Super engines—two compression and two oil-control rings—are pinned in position and cannot rotate, chatter, or cause irregular or eccentric wear. Piston rings are not pinned in Dodge engines.

The radial, low-velocity, direct-flow type intake manifold on Hudson Super engines provides a uniform charge to all cylinders, resulting in equal power impulses and lower fuel consumption. Large, straight passages to the cylinders—a high-compression necessity—permit easier breathing and preserve the vaporized mixture supplied by carburetor for efficient, economical operation.



### HUDSON ENGINES ARE MORE EFFICIENT

Power output per cubic inch of displacement is the real gage of engine power.

The 103-h.p. Dodge engine with 230-cu.-in. displacement, develops only .447 h. p. per cu. in. Contrast this with the greater power output of the Hudson Super-Six engine—121-h. p. and 262-cu.-in. displacement—which is .462 h. p. per cu. in. By the same comparison, the Hudson Super-Eight engine develops .504 h. p. per cu. in. of piston displacement.

Simple arithmetic shows that the Hudson Super-Six delivers 3.3% more horsepower per cubic inch, and the Hudson Super-Eight, 13% more horsepower per cubic inch than the Dodge engine.

### OIL, FUEL, WATER CAPACITY

Oil capacity of the Hudson Super-Eight engine crankcase is 8 quarts; and Super-Six engine crankcase, 7 $\frac{1}{2}$  quarts—Dodge only 5 quarts.

Hudson's gas tank capacity is 20 gallons—Dodge, only 17 gallons.

Cooling system capacity in 6-cylinder Hudson models is 19 quarts; 8-cylinder models, 17 quarts—Dodge has a capacity of only 15 quarts.



# Hudson Super Series Cars are Ahead of Dodge in Beauty, Comfort, Safety, Roominess, Roadability, Performance!

## ● BEAUTY AND STREAMLINING



Hudson is beautifully streamlined, has free-flowing lines and a low silhouette—the mark of the modern motor car. Dodge Coronet and Meadowbrook models are less streamlined, have protruding fenders and a higher silhouette. Hudson is 60 $\frac{3}{8}$ " from ground to roof—Dodge, 63 $\frac{3}{8}$ ".

## ● HUDSON IS ROOMIER INSIDE

Head room, front and rear, in the New Hudson, is 37 $\frac{1}{4}$ "—Dodge, only 37". Clearance between cushion and steering wheel in Hudson is 6 $\frac{1}{8}$ "—Dodge, only 5 $\frac{1}{16}$ ".

**MORE  
PASSENGER  
SPACE  
IN HUDSON**

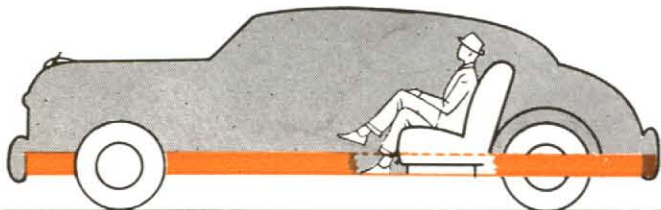


Seat cushion width, front and rear, is greater in Hudson than in Dodge. Hip room, elbow room and shoulder room are also greater in Hudson than in Dodge. As a result, Hudson owners can always enjoy extra room and passenger space that Dodge owners must always do without.

## ● HUDSON HAS TRUE BIG-CAR DIMENSIONS

Hudson has big-car dimensions—an over-all length of 207 $\frac{1}{2}$ ". Dodge over-all length is only 203 $\frac{5}{8}$ ". Wheelbase is longer on Hudson, 124" against 123 $\frac{1}{2}$ " for Dodge. The extra length of Hudson gives more passenger space, provides greater road-worthiness, and permits scientific weight distribution according to car design, length, width and wheelbase.

## ● EXCLUSIVE "STEP-DOWN" DESIGN



With exclusive "step-down" design, the floor in the New Hudson is recessed, bringing into the car for passenger use the vital space between the frame members. Dodge does not make use of this vital space; therefore Dodge cars are higher and less streamlined and have less interior room.

## ● HUDSON HAS MONOBILT BODY-AND-FRAME\*

Hudson has a new, all steel Monobilt body-and-frame\* with all parts integrated and welded into a single, rigid, bridge-like structure. Dodge has separate body and chassis with body mounted up on top of frame.

\*Trade-mark and patents pending.

## ● HUDSON CONSTRUCTION IS SAFER



Hudson passengers ride down within the foundation frame, cradled between front and rear wheels—protected with box-section steel girders on all sides, *even outside the rear wheels*. Dodge passengers do not have

this protection . . . this safety!

## ● LOWER CENTER OF GRAVITY

Hudson, with "step-down" design, has a recessed floor with seats and roof lowered proportionately. Thus, because its weight has been brought closer to the ground, its center of gravity is lower—actually the lowest in any stock car. Dodge, without "step-down" design and with floors still up on top of frame, has a higher, less safe center of gravity.

## ● TRIPLE-SAFE BRAKES



Hudson has Triple-Safe, fully enclosed brakes to provide three methods of brake application. Dodge has only two methods of brake application—enclosed hydraulic brakes and exposed parking brake on propeller shaft. Hudson's parking brake works on both rear wheels and prevents car from moving when jacked up.

## ● FLUID CUSHIONED CLUTCH

The oil-cushioned and lubricated clutch in the New Hudson is positive in action and transmits full engine power to the driving train. Dodge clutch is of the dry-plate type. The fluid-drive coupling on all Dodge models permits slippage, and full engine power is not delivered to the drive train.

## ● GREATER ENGINE EFFICIENCY

Power output of Hudson Super engines is greater than that of the Dodge engine. Hudson's Super-Six engine—most powerful American Six—develops .462 h.p. per cubic inch. The Hudson Super-Eight engine develops .504 h.p. per cubic inch. Dodge engine develops only .447 h.p. per cubic inch.



## ● HUDSON WEATHER-CONTROL †

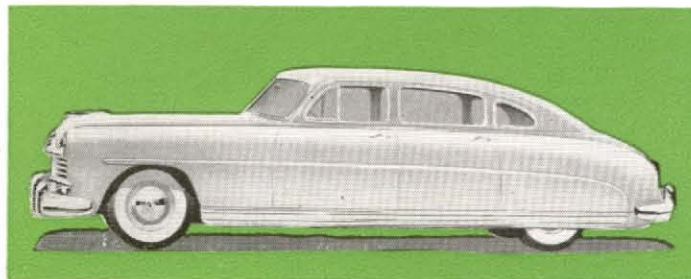
Hudson's Weather-Control is safer and more efficient. Large volume air intake is on top of cowl in the pure-air zone. Dodge heater intake is under the hood and at the front of the car where it can take in exhaust gases from preceding cars with grave danger to driver and passengers.

†Optional at slight extra cost.

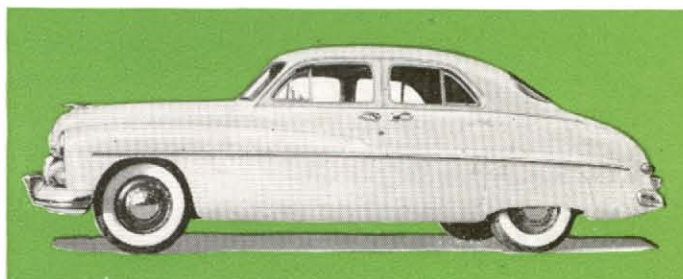


# Sales FACTS

*Compare* **THE 1949 MERCURY with the  
HUDSON SUPER-SIX and SUPER-EIGHT . . .**



New Hudson Super Series Sedan



1949 Mercury Sedan

**A**T THE BEGINNING of this issue, it is obvious that, in comparison with the Hudson Super-Six and Super-Eight cars, the 1949 Mercury is on the minus side in many of the indispensable big-car requisites, such as roominess for passenger comfort, wheelbase for riding ease, and power for performance.

Factual comparisons bring out these facts:

Hudson Super Series cars are larger, roomier, better streamlined and more powerful than the Mercury.

Size and weight—essential for easy, smooth riding—are an accepted gage of motor-car value. The 124-inch-

long wheelbase of the New Hudson is 6 inches longer than the 118-inch wheelbase of the 1949 Mercury.

Weight of the Hudson Super-Eight sedan is 3565 pounds. This is 135 pounds heavier than the Mercury 4-door sedan, which weighs only 3430 pounds.

Wheelbase, to a great extent, accounts for the difference between the jolting, jouncing, small-car ride and the level, gliding, big-car ride. Hudson's big-car wheelbase, 6 inches longer than Mercury's, contributes much to its smooth, luxurious riding qualities.

## **HUDSON ADVANTAGES IN DESIGN, BEAUTY, STYLE, SAFETY and INTERIOR ROOMINESS**

Low-built design—a low silhouette—is the basis for beauty and style in a modern motor car.

Hudson, with exclusive "step-down" design, is 60 $\frac{3}{8}$ " from ground to top. Mercury, without "step-down" design, is 62.9" high. The unusually low and beautiful silhouette and the free-flowing lines of the New Hudson are the result of its recessed ("step-down") floor, with seats and roof lowered proportionately.

By recessing the floor down within the base frame, Hudson has brought the vital space between the frame members into the car for passenger use.

Mercury does not have "step-down" design—does not make use of the space between the frame members.

Accordingly, roof and seats and center of gravity are higher in Mercury than in Hudson.

### **HUDSON HAS MONOBILT BODY-AND-FRAME\***

Hudson has an all steel Monobilt body-and-frame\*. Mercury has separate body and chassis with body mounted on top of frame.

In the New Hudson all steel Monobilt body-and-frame\*, the structural members—heavy box-section foundation girders, husky cross members, sturdy body pillars

\*Trade-mark and patents pending.

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. July 20, 1949.



and formed roof rails—completely encircle the passenger area on all sides, with the rear seat entirely ahead of the rear wheels for better riding.

## HUDSON GIVES EXTRA SAFETY

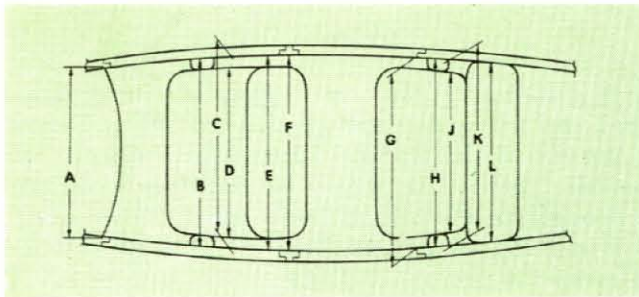
Hudson's body-and-frame construction is newer, better and safer. The integrated members of Hudson's Monobilt body-and-frame\* form a rigid, bridge-like structure, and—along with the roof, floor and body panels—are solidly welded into a single, strong, Monobilt unit.

Mercury has separate body and frame, and construction consists in mounting the separate body up on top of frame and bolting the units together. Hudson passengers, thanks to "step-down" design, ride down within the foundation frame, and are protected by box-section steel girders on all sides, *even outside the rear wheels*. Mercury passengers do not get this protection . . . this safety.

Hudson's all-welded, all steel Monobilt construction is the safest known today—*safe, strong, rattle-resistant!*

## HUDSON HAS MORE PASSENGER SPACE

Hudson has more passenger room than Mercury. This includes all the important comfort zone dimensions: seat room—hip room—elbow room—shoulder room—usable passenger room. Hudson's wide margin of superiority in roominess is shown in this chart:



Passenger space chart. Compare the measurements listed below. See how Hudson has more passenger room in all these dimensions.

Point of Measurement	Mercury	New Hudson	Hudson Advantages
(C) Width of front seat cushion . .	59½"	64"	4½" Wider
(B) Elbow room—front seat . . . .	59¾"	66"	6¼" More
(E) Shoulder room—front seat . . .	57½"	62"	4½" Greater
(J) Width of rear seat cushion . . .	52½"	64"	11½" Wider
(H) Elbow room—rear seat . . . . .	60"	65"	5" More
(L) Shoulder room—rear seat . . . .	57"	58"	1" Greater

Hudson's front seat provides 4½" more seating room, and the rear seat, 11½"—nearly a foot—more seating room than Mercury.

The rear seat in the New Hudson is usable over its entire width, because it is completely ahead of the rear wheels and there are no protruding rear-wheel housings to interfere with seating room. The Mercury rear seat has protruding arm rests which substantially reduce seating room, 11½" less when compared with Hudson.

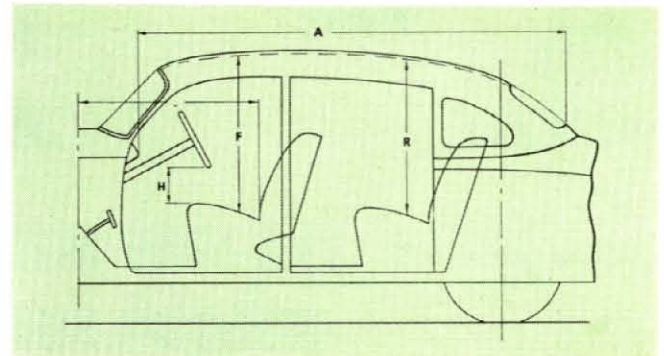
Where interior roominess really counts—actual passenger space—Hudson owners can always enjoy extra room that Mercury owners must always do without.

\*Trade-mark and patents pending.

## HUDSON IS ROOMIER INSIDE

Hudson is larger inside than Mercury from almost every use and comfort standpoint. This is an important advantage, because an accepted gage of big-car value is the amount of space provided for driver and passengers.

Here are Hudson's roominess advantages in actual dimensions:

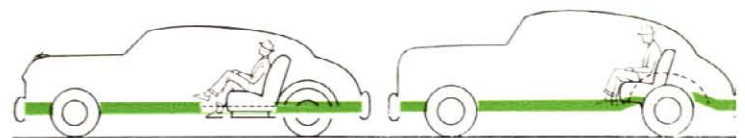


Interior dimensions chart. See measurements below and note how the New Hudson has more interior room in all the dimensions shown.

Point of Measurement	Mercury	New Hudson	Hudson Advantages
(A) Instrument panel to rear window . . . . .	93¾"	101⅛"	7⅞" Longer
(F) Head room in front seat	36½"	37¼"	¾" More Head Room
(H) Clearance between front-seat cushion and steering wheel . .	5⅝"	6⅞"	1⅓" More Comfort
(R) Head room in rear seat.	36¼"	37¼"	1" More Head Room

Hudson has more head room in both front and rear seats—a full ¾" more head room in the front seat and 1" more head room in the rear seat than Mercury. The driver's seat in Hudson—the seat occupied much more than any other seating space in the car—gives the advantage of more than 1⅓" of space between the cushion and steering wheel. This extra roominess in the New Hudson makes it easier to get in and out from behind the steering wheel, and provides more room for more comfortable operation of the car at all times.

## LOWER CENTER OF GRAVITY



New Hudson with "step-down" design

Car with floor on top of frame

Because of exclusive "step-down" design, weight in the New Hudson has been brought closer to the ground, making its center of gravity lower—actually lower than in any other stock car.

Mercury, without "step-down" design and with floors still on top of frame, has a *higher* center of gravity and comparatively less stability.

Hudson, with a *lower* center of gravity, provides greater safety, stability and road-worthiness under all driving conditions—gives the safest, surest, most hug-the-road way of going ever known.



# HUDSON ADVANTAGES IN ENGINE POWER, EFFICIENCY, ECONOMY and GREATER PERFORMANCE

For greater performance, Hudson is equipped with more powerful engines than Mercury. The all-new, high-compression Hudson Super-Six engine—America's most powerful six—develops 121 horsepower, and the Super-Eight engine, 128 horsepower. Mercury's V-type, 8-cylinder engine develops only 110 horsepower.

## POWER-TO-WEIGHT RATIO

With a lower power output, the Mercury engine must start and pull much more weight than Hudson engines. As Mercury weighs 3430 lbs., each horsepower in its engine must move 31.2 lbs. Compare this with the ratio of only 29.3 lbs. for the Hudson Super-Six sedan, and only 27.8 lbs. for the Hudson Super-Eight sedan.

Each horsepower in the Mercury engine is burdened with 1.9 more lbs. of weight than the Hudson Super-Six engine, and 3.4 more lbs. of weight than the Hudson Super-Eight engine.

## ENGINE EFFICIENCY

Engine efficiency can be determined by the power developed for each cubic inch of piston displacement. This can be done by dividing the peak horsepower developed by the cubic inches of piston displacement.

The Mercury engine, with 110 horsepower and 255.4 cubic inches of displacement, develops .430 horsepower per cubic inch of displacement. Contrast this with the greater efficiency of the Hudson Super engines. The Hudson Super-Six, with 121 horsepower and 262 cubic inches of displacement, develops .462 horsepower for each cubic inch of displacement. By the same comparison, the Hudson Super-Eight engine develops .504 horsepower for each cubic inch of piston displacement.

## COMPRESSION RATIO

High compression ratio of the Hudson Super-Six engine, with optional aluminum head, is 7.12 to 1. In the Hudson Super-Eight engine, with optional head, it is 7.0 to 1. Mercury engine compression is only 6.8 to 1.

With higher compression ratios and greater power output per cubic inch of displacement, Hudson engines

are more economical—give greater performance for the fuel consumed—deliver more power and greater efficiency under all driving conditions.

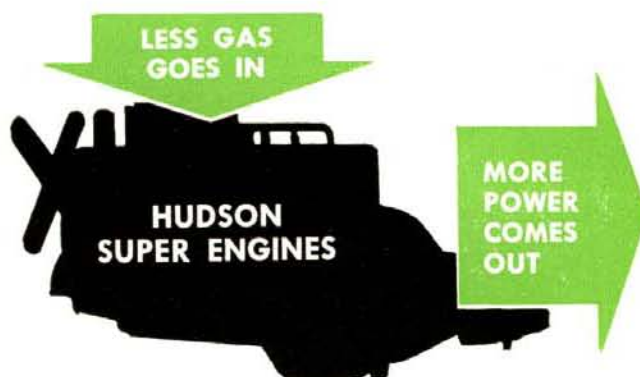
## ADVANCED ENGINE CONSTRUCTION

The radial, low-velocity, direct-flow-type intake manifold on Hudson Super engines provides a uniform charge to all cylinders, resulting in equal power impulses and lower fuel consumption under all operating conditions.

Hudson Super engines have high-chrome cylinder blocks so hard they outwear ordinary blocks and therefore do not require separate valve-seat inserts. The Mercury engine has separate valve-seat inserts.

Piston rings in Hudson Super engines—two compression and two oil control rings—are pinned in position and cannot rotate, chatter, or cause irregular wear. Piston rings in the Mercury engine are not pinned in position.

## HIGH-COMPRESSION ENGINE DESIGN

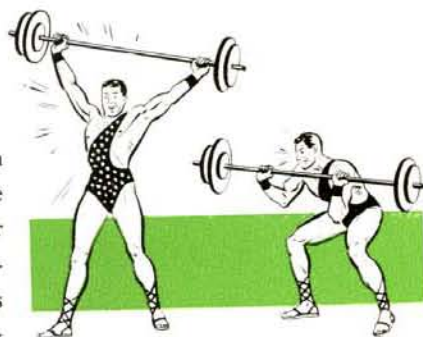


The Hudson Super-Six engine is an all-new power plant designed for high compression and the eventual use of high-octane fuels.

Any time the necessary high-octane fuels become available, the all-new Hudson Super-Six engine can be converted to substantially higher compression ratios by making only minor changes, such as modified cylinder head and ignition and carburetor components.

## OIL, FUEL, BATTERY CAPACITY

Oil capacity of the Hudson Super-Eight engine crankcase is 8 quarts, and Super-Six engine crankcase,  $7\frac{1}{2}$  quarts—Mercury, only 6 quarts. Hudson's gas tank capacity is 20 gallons—Mercury,  $19\frac{1}{2}$  gallons. Battery in all New Hudson models is a large, 17-plate, 120-ampere-hour capacity unit. Mercury has a 17-plate battery with only 100-ampere-hour capacity.



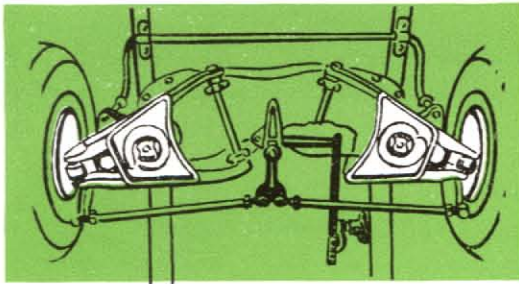
Hudson exceeds Mercury in horsepower to cubic-inch displacement.



# HUDSON ALSO HAS OTHER ADVANTAGES IN DRIVING • RIDING • SAFETY • COMFORT • CONVENIENCE

For easy, safe and accurate steering, Hudson has a high steering gear ratio, a short turning radius and true Center-Point steering. As the steering gear ratio is increased, the effort required to turn the steering wheel is decreased. Hudson has a steering gear ratio of 20.4 to 1—Mercury, only 18.2 to 1.

Even though Hudson has a wheelbase 6" longer than Mercury's, it is easier to handle and park because it has a turning radius of only 20' 5", while Mercury's turning radius is 21' 10".



Hudson's true Center-Point steering operates from the exact center of car.

Hudson has true Center-Point steering, which provides many advantages including steering stability at all speeds and on all kinds of road surface. It is more accurate than "off-center" steering, and safer because it eliminates "wander" and steering wheel "fight."

## HUDSON HAS TRIPLE-SAFE BRAKES

Hudson provides extra safety with Triple-Safe brakes—three methods of brake application—powerful hydraulics, automatic mechanical reserve system, and finger-tip-release parking brakes. Mercury cars have only the two braking systems: hydraulic and parking brakes.

Hudson always has a complete braking system in reserve. If for any reason the hydraulic pressure should fail, as it can in any car due to accident or service neglect, a slight additional pressure on the brake pedal automatically brings the exclusive Hudson reserve mechanical system into operation.

Mercury drivers and passengers do not have the added safety that Hudson drivers and passengers get with this extra, emergency, automatic mechanical reserve braking system. Only Hudson has Triple-Safe brakes!



(1) Pedal travel for hydraulic brake operation. (2) Pedal travel for reserve brake operation. (3) Finger-tip-release parking brake.

## SAFETY OPENING DOORS

All doors in every model of the New Hudson are hinged at front and open from the rear for greatest safety when entering and leaving the car. Air pressure tends to keep Hudson doors closed even if they should be opened while car is in motion.

Mercury rear doors are hinged at rear and open at front, making it possible for air pressure to pull doors open if unlatched, causing injury or damage. Also, if the car should be started before passengers, either entering or leaving car, are fully clear of doors, accidents are most likely to occur with front-opening doors as on Mercury.

## GREATER WINDSHIELD VISION

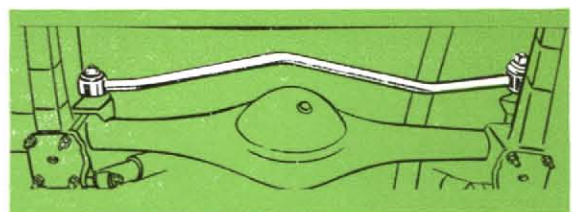
Hudson lets you see more through a larger, full-curved windshield—one of the widest ever built—with a projected length of 59". Mercury has a much smaller flat-glass, V-type windshield with a projected length of only 52".

The wide-angle vision in the New Hudson lets you see more ahead and on either side, for safer driving.

## SUPERIOR RIDING QUALITIES

Hudson provides luxurious riding with a combination front coil and rear leaf springing, front and rear stabilizers, and big-volume, two-way, direct-acting, Airplane-type shock absorbers.

Hudson's long, gentle-acting, rear leaf springs are mounted in splayed position—at an angle with each other—for better riding and greatest stability at high speeds and on curves. Mercury rear springs are mounted parallel to each other.



New-type, rear lateral stabilizer on Hudson reduces car-roll and heel-over on turns.

A new-type, rear lateral stabilizer on the New Hudson reduces and controls car-roll and heel-over on turns. Mercury cars are not equipped with a rear stabilizer.

Rear shock absorbers on the New Hudson are mounted in a vertical position for direct, efficient, two-way control of spring action. Mercury's rear shock absorbers are mounted at an angle and do not provide direct and vertical control of up-and-down spring movement.



## GREATER ROAD CLEARANCE

Not only does Hudson have a lower silhouette and a lower center of gravity than Mercury, but it also has more road clearance. Hudson has  $8\frac{1}{8}$ "; Mercury, only  $7\frac{4}{5}$ " of road clearance.

While it is more than  $2\frac{1}{2}$ " higher from ground to roof than Hudson, Mercury has sacrificed not only head room but also road clearance to achieve a low silhouette and some semblance of a low-built car.

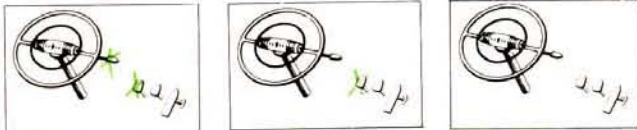
## FLUID-CUSHIONED CLUTCH

Hudson provides an exclusive Fluid-Cushioned clutch—Mercury, a single-plate, dry clutch.

For smooth engagement, the Hudson clutch operates at all times in a cushion of oil. Special, heat-treated cork friction surfaces—the most efficient material for this purpose—give soft, cat's-paw action. In the Mercury dry-plate clutch, contact is dry friction surface to dry friction surface.

The oil cushion in the Hudson clutch, an exclusive feature, reduces wear, eliminates grab and chatter, lubricates hard-to-oil splines and friction surfaces, and eliminates wear and unnecessary maintenance.

## OPTION AUTOMATIC TRANSMISSION



No Gear Shifting  
No Clutch Pushing

No Clutch Pushing  
Manual Shifting

Conventional  
Driving

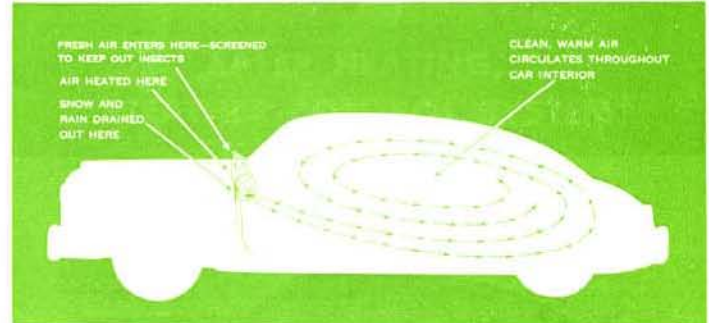
Hudson buyers, at their option, may have their cars equipped with Drive-Master automatic transmission. Mercury owners do not have any such option—cannot enjoy automatic gear shifting.

Hudson's Drive-Master transmission, as far as controls are concerned, is recognized as the most versatile of all automatic transmissions and drives. Selector control on dash gives driver a choice of three methods of driving: 1) automatic gear shifting and clutch operation in forward speeds, 2) automatic clutch operation and manual shifting, and 3) conventional gear shifting and clutch operation anytime this method is desired.

Besides being low in cost, Drive-Master adds to motor-ing safety and convenience by taking 14 steps out of driving. Drive-Master is trouble-free and permits the driver to choose any desired gear, which is not possible with other types of automatic transmissions. Drive-Master automatic transmission also eliminates "creep"

at stops, permits driver to accelerate as long and as fast as desired, eliminates power losses due to slippage of fluid drive or coupling, reduces wear on engine parts.

## SAFER HEATING, WEATHER-CONTROL SYSTEM†



Hudson's Weather-Control† has large-volume air intake in the pure-air zone.

Hudson's four-fold heating — ventilating — conditioned air—defrosting system is one safe, compact unit, installed under the instrument panel. Large-volume air intake (cowl ventilator) is in the pure-air zone at a point on top of the cowl, just in front of the windshield.

Mercury's heater, also under the instrument panel, employs long, angling ducts under the hood to the front of the car where the air intake is located. Low air intakes, just behind the front-end grille, as in the Mercury, make it possible for monoxide and exhaust gases from preceding automobiles to be drawn into the car.

Hudson's Weather-Control, with short intake and larger-volume opening on top of cowl, is safer and more efficient for heating, ventilating, defrosting and conditioning of air during all seasons.

† Optional at slight extra cost.

## REPLACEABLE FENDERS ON HUDSON

Front and rear fenders on the New Hudson have the appearance of being integral with the body. Actually they are separate, bolted-on parts and are therefore easily removed and installed. Only the lower portion of rear fenders on the Mercury, below the crease line, can be removed and installed. The upper part of each Mercury rear fender is welded to the body and cannot be readily or inexpensively repaired or replaced in case of damage.

As a result of advanced designing, it is possible to remove and install Hudson fenders with greater ease than ever before, and with less labor expense. Based on today's costs, material and labor costs for replacement of these parts on the New Hudson are, on an average, 20 per cent less than on 1946 and 1947 models.



# HUDSON BUYERS

## GET THESE AND OTHER IMPORTANT ADVANTAGES MERCURY OWNERS MUST ALWAYS DO WITHOUT!

### ★ MORE AUTOMOBILE

In size, weight, wheelbase and other big-car essentials, Hudson greatly exceeds Mercury. Hudson is longer and wider. Hudson Super-Eight sedan weighs 135 lbs. more than the Mercury sedan, which means that Hudson is made of more steel and metal—is more costly to build. Hudson has a wheelbase 6" longer than Mercury for a smoother, steadier, big-car ride.

### ★ MORE BEAUTY AND STYLE

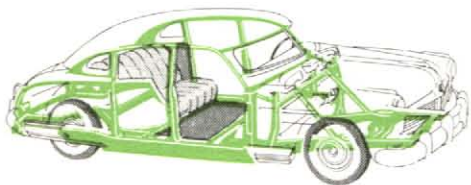
Hudson has a lower silhouette, is more streamlined than Mercury. Hudson's graceful lines and breath-taking beauty result from its low-built design. Hudson is 60 $\frac{3}{4}$ " from ground to top—Mercury is 62.9" high and has less road clearance and head room than Hudson.



### ★ MORE ADVANCED DESIGN

Hudson has exclusive "step-down" design with recessed floor which brings the vital space between frame members up into the car for passenger use. Mercury, with conventional body-over-frame design, does not make available for passenger use the space between frame members—that space is wasted in Mercury so far as passenger room is concerned.

### ★ MORE RIGID CONSTRUCTION



are integral—welded together to form a rigid, strong, rattle-resistant, one-piece structure.

Hudson has an all steel Monobilt body-and-frame.\* Mercury has a separate body and chassis with the body mounted up on top of chassis and bolted to the frame. Body-and-frame members in the New Hudson

### ★ MORE PASSENGER SAFETY

Hudson passengers, thanks to "step-down" design and Monobilt construction, ride down within the foundation frame, and are protected by box-section steel girders on all sides, *even outside the rear wheels*. Mercury passengers, riding up on top of frame, do not get this extra safety.

### ★ MORE PASSENGER ROOM

Hudson's front seat is 4 $\frac{1}{2}$ " wider and rear seat, 11 $\frac{1}{2}$ "—nearly a foot—wider than comparable seats in the Mercury. Hudson also has more head room, more hip room, more elbow room and more shoulder room than Mercury. When it comes to passenger space and comfort, Hudson has advantages over Mercury on every count.



\*Trade-mark and patents pending.

### ★ MORE ENGINE POWER

Mercury is powered with a 110-horsepower engine. The Hudson Super-Six high-compression engine develops 121 horsepower, and the Hudson Super-Eight, 128 horsepower. Hudson also has a higher power-to-weight ratio for better performance—Hudson engines have less weight to start and move than the Mercury engine.

### ★ MORE ENGINE EFFICIENCY

Hudson Super engines have a higher power output for their piston displacement than the Mercury engine—less gas goes in, more power comes out. Hudson Super engines also have a higher compression ratio than the Mercury engine: Hudson Super-Six has a ratio of 7.12 to 1, and Super-Eight, 7.0 to 1. Mercury's compression ratio is only 6.8 to 1.

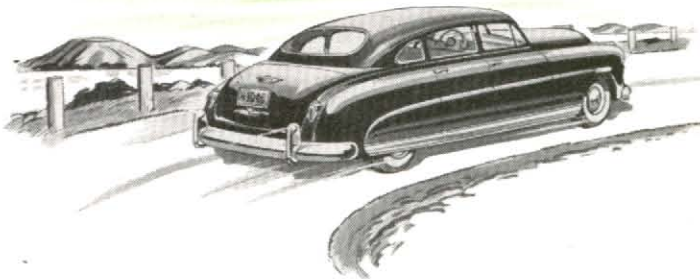


### ★ MORE DRIVING EASE

Hudson is easier to steer, turn and park. Hudson has true Center-Point steering—Mercury has not. Hudson has a turning radius of 20' 5"—Mercury, 21' 10". For finger-touch steering, Hudson has a steering gear ratio of 20.4 to 1—Mercury, only 18.2 to 1. The clutch in Hudson is Fluid-Cushioned with oil—Mercury's clutch is dry surface contact.

### ★ MORE RIDING COMFORT

For luxurious riding, Hudson has a longer wheelbase than Mercury—a rear stabilizer—splay-mounted rear springs—vertically positioned rear shock absorbers. Mercury does not have a rear stabilizer—its rear springs are mounted parallel—and its rear shock absorbers are mounted diagonally (at an angle) toward center of car.



### ★ MORE STABILITY ON ROAD

Hudson has a lower center of gravity for greater stability and road-worthiness at all times—for the surest, most hug-the-road way of going ever known. Mercury, with a higher center of gravity, has less stability and less road-worthiness, particularly under severe driving conditions.

### ★ MORE EFFICIENT, SAFER WEATHER-CONTROL†

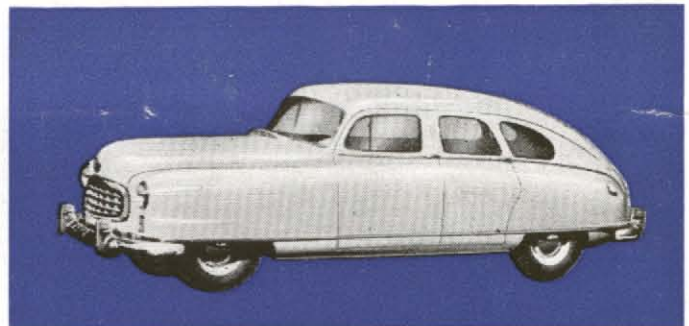
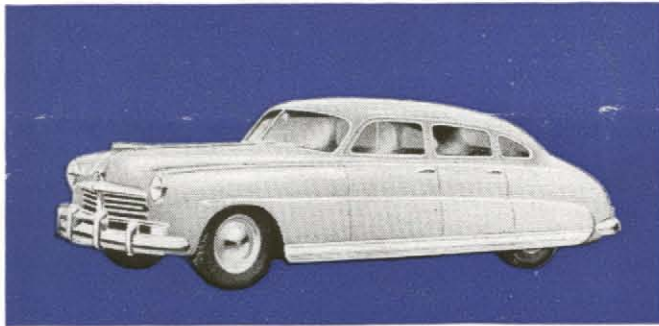
For greatest efficiency, Hudson's Weather-Control has a direct, large-volume air intake. Mercury's heater has long, angling intake ducts extending to the front of the engine compartment. Hudson's Weather-Control takes in fresh air from the pure-air zone above the cowl. Mercury's heater intake is just behind the front-end grill where exhaust gases from preceding cars can be taken in to discomfort driver and passengers.

†Optional at slight extra cost.



# Sales FACTS

**DON'T** be confused by Nash's incomplete story on unit body-and-frame!



Only Hudson's exclusive "step-down" design (with its recessed floor) and all steel Monobilt body-and-frame\* can give a full measure of all the advantages that are claimed by Nash for a unit body-and-frame.

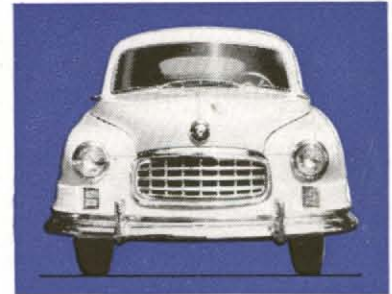
Nash advertising claims, solely as a result of unit body-and-frame construction, full measures of beauty—safety—roominess—road-worthiness—lower center of gravity—and road clearance for Nash cars.

It is difficult, if not impossible, to comprehend such advertising claims because they are not supported by any explanation of facts or figures.

Let's take a close and accurate look at the fundamental elements of auto-

mobile design and construction that actually do provide the greatest measures of these advantages:

\*Trade-mark and patents pending.



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## Let's Compare Beauty...

Low-built design—a low silhouette—is the basis for beauty in a modern motor car.

Everyone knows that the lower a car can be built, (while providing for full road clearance, as Hudson does) the more graceful its lines can be made—the more beautiful it will be!

The logical way to achieve a low-built design is to lower the roof, seats *and* floor. Hudson has lowered all ; Nash has not.

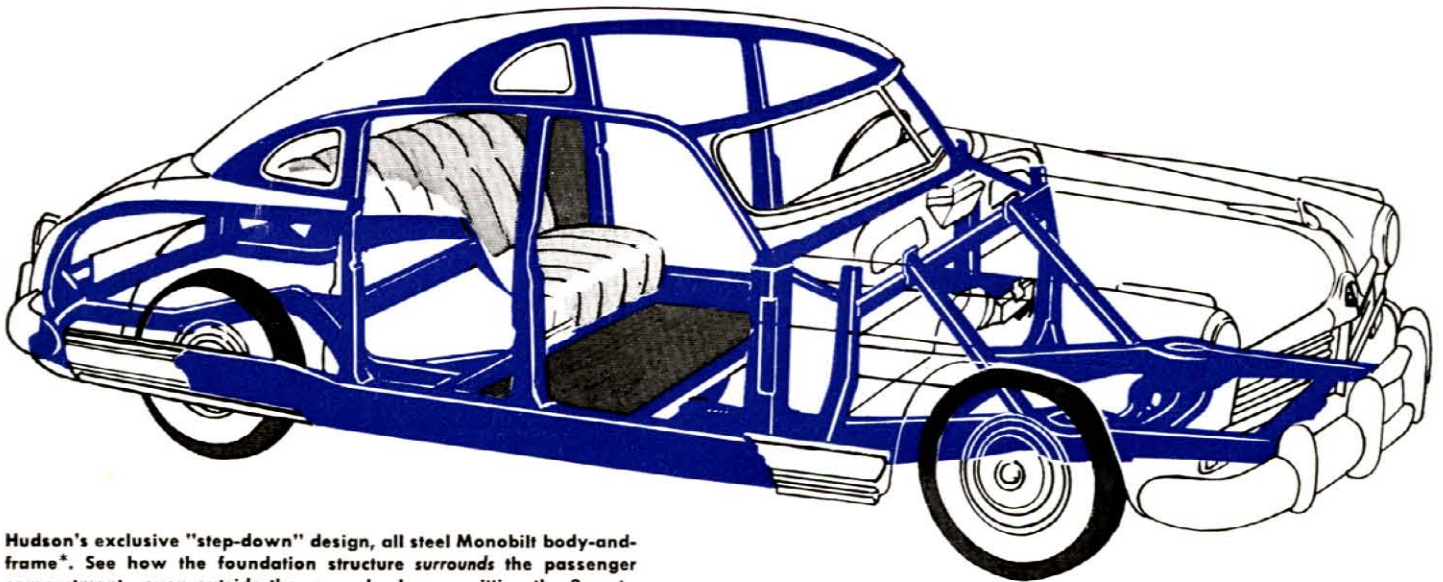
A result of its exclusive "step-down" design, the floor of the New Hudson has been recessed down within the base frame, bringing the vital space between the foundation frame members into the car.

By putting this valuable space into the interior of the car, Hudson has been able to lower the roof and seats *without sacrifice of head room*—making the New Hudson the lowest car on the highway.

Nash does not have "step-down" design. In Nash the vital space between the frame members is still being wasted *under* the floor instead of being used inside the car—as in the New Hudson. Accordingly, roof, floor and seats are higher in Nash than in Hudson, and, of course, this makes Nash have a higher center of gravity.

To get some semblance of a low-built car, Nash has compromised with head room and seat height while Hudson has not. Seats in the New Hudson permit more leg room and more head room. (See actual dimensions under "Roominess".)

Hudson is only 60 $\frac{3}{8}$  inches from ground to top. The Nash Ambassador is 62 inches high and, because Nash floors are on top of the frame, several inches of this 62-inch height is wasted insofar as passenger accommodation is concerned.



Hudson's exclusive "step-down" design, all steel Monobilt body-and-frame\*. See how the foundation structure surrounds the passenger compartment—even outside the rear wheels—permitting the floor to be recessed down within the base frame, creating the "step-down" zone. Space between the frame members—wasted in all other cars—is made available for passenger use in the New Hudson.



## Let's Compare Safety...

Hudson passengers, thanks to "step-down" design, ride down within the foundation frame, protected by box-section steel girders on all sides, *even outside the rear wheels*. Nash passengers do not have this protection... this safety.

In the New Hudson all steel Monobilt body-and-frame\*, the structural members—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails—completely encircle the

passenger area, with the rear seat entirely ahead of the rear wheels.

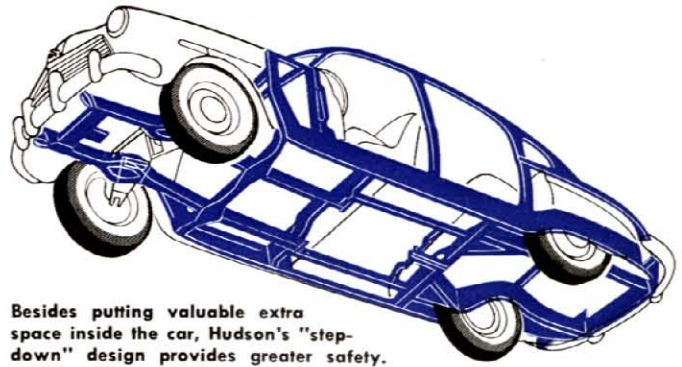
These integrated members form an all steel, bridge-like structure, and—along with the roof, floor, and body panels—are solidly welded into a single, rigid, Monobilt unit. It's the safest construction known today—*safe, strong, rattle-resistant!*

Hudson, with its exclusive "step-down" design,

\*Trade-mark and patents pending.



has a lower center of gravity—provides box-section, steel-girder protection to all passengers—provides greater stability under all driving conditions—gives the safest, surest, most hug-the-road way of going. Nash, since it does not have “step-down” design, has a higher center of gravity—does not provide girder protection around the entire passenger compartment and outside the rear wheels—has less stability and less passenger space.



Besides putting valuable extra space inside the car, Hudson's "step-down" design provides greater safety.



## Let's Compare Roominess . . .

Nash Ambassador is  $\frac{1}{16}$ " wider over-all than the New Hudson—but Hudson has *more* seat room, *more* head room, *more* elbow room, *more* leg room, *more* shoulder room . . . *more* usable interior room on every count!



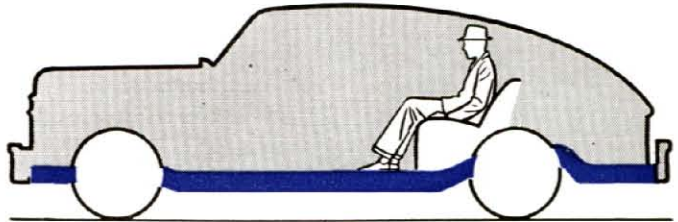
Here's where "step-down" design actually shows many of its advantages!

Take a look at these actual dimensions:

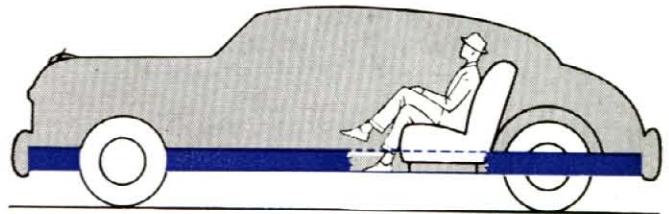
	NASH AMBASSADOR	NEW HUDSON
Width at front seat . . . . .	63 inches	64 inches
Width of front seat cushion . . .	60½ inches	61¾ inches
Width of rear seat cushion . . .	52 inches	63 inches
Head room at front seat . . . . .	36 inches	37¼ inches
Height of front seat cushion . . .	11½ inches	12¾ inches
Head room at rear seat . . . . .	35 inches	37¼ inches
Leg room in front seat . . . . .	42 inches	43¼ inches
Vertical distance between steering wheel and seat cushion . . .	6 inches	6⅞ inches
Front seat elbow room . . . . .	63 inches	66 inches

Hudson provides a front seat with  $1\frac{1}{4}$  inches more seating room, and a rear seat with 11 inches—nearly a foot—more seating room than Nash Ambassador. Hudson's rear seat is usable over its entire width, because the rear seat is completely ahead of the rear wheels and there are no protruding rear-wheel housings to interfere with seating room. The Nash rear seat has a protruding arm rest at each end which substantially reduces the seating room—11" less when compared with Hudson.

As Hudson's front seat cushion is set farther off the floor, the driver is not only more comfortable but also has greater visibility—an important safety advantage for Hudson.



NASH—Without recessed floor, over-all height must be higher, destroying the possibility of a low silhouette—the mark of a modern motor car.



NEW HUDSON—Hudson floors are recessed down within the base frame, seats are lowered, so that even though it has a lower center of gravity, you get more than ample head room, full road clearance.

Score these advantages for Hudson—not just "more" room than in Nash, but the *most* interior room, the *most* efficient use of interior space in any mass-produced car built today!



## Let's Compare . . .

### Roadability — Road Clearance — Center of Gravity

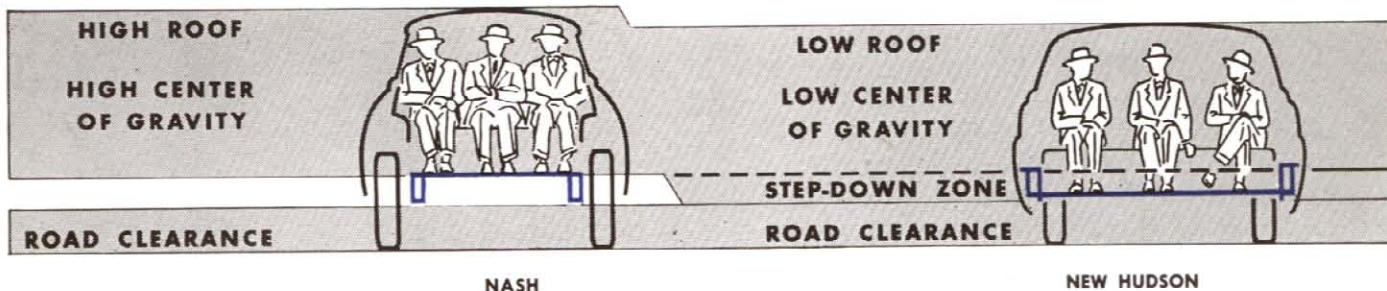
It stands to reason that the lower a car can be built, the lower will be its center of gravity and the greater will be its roadability or road-worthiness under all conditions.

Hudson has recessed the floor and lowered the seats and roof to achieve a lower center of gravity. Nash has not.

Hudson, with its exclusive "step-down" design, has a recessed floor with seats and roof lowered proportionately. Thus, because its weight







has been brought closer to the ground, its center of gravity is lower—actually lower than in any other stock car. Nash, without "step-down" design and with floors still on top of frame, has a *higher* center of gravity.

Wheelbase is also a contributing factor to road-worthiness.

Hudson has a wheelbase of 124 inches—Nash Ambassador, only 121 inches and Nash model "600", only 112 inches.

Hudson's "big-car" wheelbase is scientifically engineered as the best possible dimension for the car design, width, weight and weight distribution of the New Hudson.

Even with a longer wheelbase, Hudson turns shorter. Hudson has a turning radius of only 20 feet, 5 inches—Nash, 21 feet, 4 inches.

Hudson handles easier, has a steering ratio of 20.4 to 1—Nash, only 18.2 to 1.

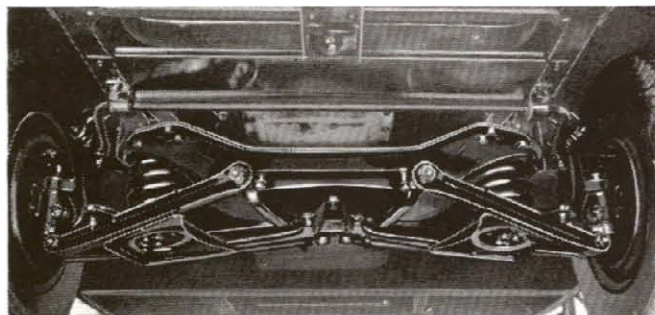
Hudson's true, Center-Point Steering operates from the exact center of the car, affects both front wheels equally, is not affected by road variations. Nash has conventional offset steering.

Weight is also important for road-worthiness.

The New Hudson Super-Six sedan weighs 3,555 pounds and the Commodore Custom Six Sedan, 3,625 pounds. Part of this additional weight is in sturdy construction which is important to roadability and easier riding. Nash Ambassador weighs only 3,320 pounds—225 and 295 pounds less than the respective Hudson models.

As a result of scientific weight distribution between front and rear, the New Hudson will more readily hold a true course, and roadability is as good with a full load as it is when only the driver is in the car.

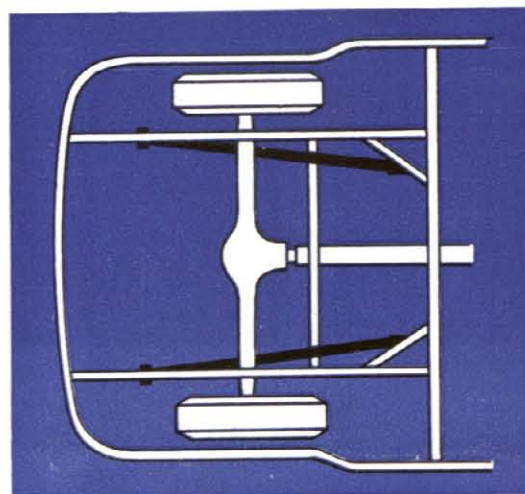
Spring suspension should also be considered.



Hudson's front wheel suspension is of the gentle cushioning type found elsewhere only in far costlier cars.

Hudson has independent front wheel coil springing and long, leaf-type rear springs in splayed position—the best spring combination for stability and comfortable riding.

Nash Ambassador has coil springing on all four wheels. Coil springs absorb up and down motion only,



Hudson's long, leaf-type rear springs are mounted in splayed position for greatest stability.

do not resist driving thrust, and have no effect in stabilizing the ride or holding the car on an even keel.

Road clearance in the New Hudson is  $8\frac{1}{8}$  inches. Nash claims 8 inches of road clearance.

"Step-down" design is the engineering triumph that gives the New Hudson important advantages over all other cars, in beauty, safety, roominess, road-worthiness, all of which spring from its lower center of gravity.

Hudson, with exclusive "step-down" design and all steel Monobilt body-and-frame\*, gives—not just "more", but the *most* beauty—*most* roominess—*most* road-worthiness—*most* all-round performance.

Nash advertising will not confuse you when you fully realize that the unit body-and-frame they advertise (which is only part of the story, and not the most important part of the story at that) has no comparison with Hudson's "step-down" design with its recessed floor in combination with the all steel Monobilt body-and-frame.\*

\*Trade-mark and patents pending.

**HUDSON MOTOR CAR COMPANY**

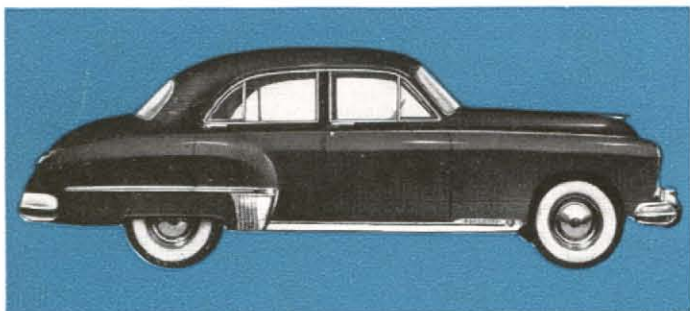
**Detroit 14, Mich., U.S.A.**



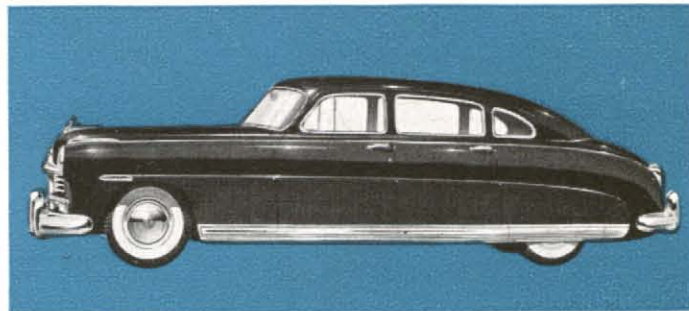
# Sales FACTS

## Compare

The 1949 Oldsmobile Futuramic  
Model 98 With *Two Greater Values*—  
The Hudson Commodore Six and Eight



Oldsmobile Futuramic Model 98



New Hudson Commodore Series

**A**N impartial comparison of the 1949 Oldsmobile Futuramic Model 98 from a consumer's point of view proves that the customer gets a great deal more for his money in Hudson cars. Whereas the Olds 98 is much higher in price than the Hudson Commodore-Series cars, both Hudson models are larger cars from almost every use and comfort standpoint. Also, Hudson engines produce more power per cubic inch of piston displacement, are more efficient and are not burdened with unnecessary weight as are the engines in Oldsmobile models.

An accepted gauge of "big car" value in the automobile industry is the amount of space provided inside the car for both driver and passengers. A comparison of these measurements between the Oldsmobile Model 98 and both Hudson Commodore-Series cars demonstrates the following dramatic advantages in favor of the Hudson models:

### All This Extra Room In Hudson Cars



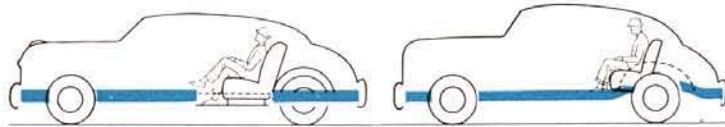
Measurement Taken	OLDSMOBILE Futuramic 98	All HUDSON Models
Body width at front pillars.....	54 $\frac{1}{4}$ "	56 $\frac{1}{4}$ "
Width across front armrests.....	60"	66"
Front seat width (door to door).....	63"	64"
Front seat width (cushion only).....	60"	61 $\frac{3}{4}$ "
Shoulder room—front.....	57 $\frac{1}{2}$ "	62"
Body width at center pillars (inside) ..	57 $\frac{3}{4}$ "	62"
Body width at rear pillars (inside)....	56 $\frac{3}{4}$ "	59"
Width across rear armrests.....	60"	65"
Rear seat width (cushion only).....	51"	63"
Shoulder room—rear.....	57"	58"

The chart above proves that almost every interior plan-view dimension inside the Hudson models is more ample, provides greater utility and additional passenger comfort . . . this is illustrated in particular by the full 12" extra width of the Hudson rear seat cushion as well as by extra shoulder room, hip room and **EXTRA HEAD-ROOM VALUE IN THE HUDSON CARS:**

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. April 23, 1949.



## Plus All This Extra Room In Hudsons



NEW HUDSON

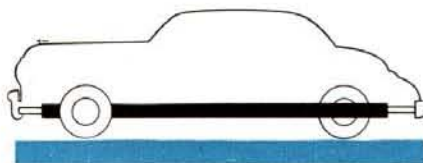
OTHER CARS

Measurement Taken	OLDSMOBILE Futuramic 98	All HUDSON Models
Instrument panel to rear window..	96½"	101⅞"
Height of front seat back.....	22"	22½"
Head room—front seat.....	37"	37¼"
Steering wheel clearance to top of seat cushion.....	6½"	6⅞"
Leg room—front seat (minimum)..	38½"	39¼"
Leg room—front seat (maximum)..	43"	43¼"
Height of front seat cushion.....	11½"	12¾"
Height of rear seat cushion.....	13¼"	13½"
Head room—rear seat.....	36¼"	37¼"
Height of rear seat back.....	21½"	24½"
Dash to center line of rear wheel...	96½"	103⅞"

The foregoing figures prove that Hudson cars have more head room in both front and rear seats and that Hudson cars are designed for greater passenger comfort and safety. Note that the Hudson driver sits higher in the car for better visibility and yet has more head room available. Because Oldsmobile still bolts a "warmed-over" body up on top of a frame and to "outrigger-brackets", it has been necessary to lower the seats to allow sufficient head room. This is one of the compromises which all General Motors divisions must face as a result of various divisions sharing center-body sections.

## Hudson Has These Advantages Too!

Oldsmobile 98, the same as Buick, adds extra length to the car by mounting the bumper on long extension arms. This makes the car harder to handle and harder to park. Compare the handy



Long, bumper-extension arms

**HIGH ROOF**  
**HIGH CENTER OF GRAVITY**  
**ROAD CLEARANCE**



OTHER CARS

length of the Hudson models with the more awkward over-all Oldsmobile 98 length . . . AND REMEMBER —HUDSON HAS MORE ROOM INSIDE THE CAR WHERE ROOM COUNTS:

Measurement Taken	OLDSMOBILE Futuramic 98	All HUDSON Models
Wheelbase.....	125"	124"
Over-all length.....	213"	207½"
Over-all height.....	63 <sup>27</sup> / <sub>32</sub> "	60 <sup>3</sup> / <sub>8</sub> "
Overhang (including bumpers and guards.....	51 <sup>1</sup> / <sub>8</sub> "	46 <sup>1</sup> / <sub>8</sub> "
Tread—front.....	58"	58½"
Tread—rear.....	61½"	55½"
Over-all width.....	78 <sup>3</sup> / <sub>4</sub> "	77 <sup>1</sup> / <sub>8</sub> "

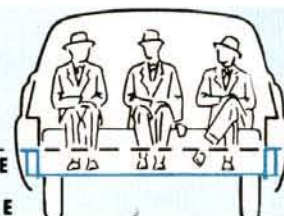
In Hudson models the owner GETS MORE ROOM INSIDE THE AUTOMOBILE and yet has an advantage in width and a more convenient length that makes for easier handling in parking and traffic. The Hudson models have less overhang and therefore the rocking motion—forward and back—is eliminated as brakes are applied. The Hudson front wheel tread is wider for better stability on curves . . . an innovation built into the fastest of racing cars.

In many respects, and comparatively speaking, the coined word "Futuramic" is an unfortunate choice. The over-all height of the Olds 98 Futuramic 4-door sedan is 63<sup>27</sup>/<sub>32</sub> inches, measured from the road to the top. Compare this height with the Hudson-built cars which are 60<sup>3</sup>/<sub>8</sub> inches low and have a lower center of gravity. Paradoxically, the Oldsmobile 98 also has much less front- and rear-seat head room than the Hudson.

Hudson has put this vital space inside the car by recessing the floor down within the frame; use of this space is the key to the many advantages in the Hudson models which the Oldsmobile Futuramic doesn't offer. Also, Oldsmobile does not have the "step down" feature.

The floor of the Oldsmobile Futuramic is built on top of a frame. Vital space between the frame members is under the floor of Oldsmobile Futuramic cars instead of inside the car as it is in the Hudson-built models.

**LOW ROOF**  
**LOW CENTER OF GRAVITY**  
**STEP-DOWN ZONE**  
**ROAD CLEARANCE**



NEW HUDSON



# Hudson Offers the Buyer Many Advantages in Beauty, Comfort, Safety, Better Ride, Easier Handling

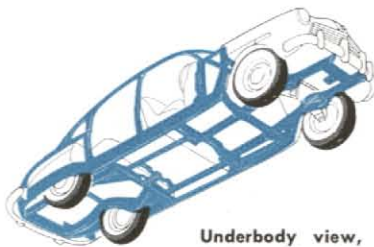
## Greater Comfort

There is more leg room in the front compartment of the Hudson Commodore-Series cars than in the Oldsmobile Futuramic models.

Measurement Taken	OLDSMOBILE Futuramic 98	All HUDSON Models
Leg room—front seat (minimum) . .	38½"	39¼"
Leg room—front seat (maximum) . .	43"	43¼"

The horizontal adjustment of the front seat is 4½ inches in the Oldsmobile and 4 inches in the Hudson-built cars. However, Hudson has arranged the front seat so that it rises as it moves forward to accommodate people of shorter stature and in particular, women drivers. Oldsmobile tilts the seat-back slightly forward as the front seat moves forward. This places shorter drivers in a much less comfortable position than in the Hudsons.

## Greater Safety



Underbody view, Hudson Monobilt body-and-frame

Compare the Oldsmobile method of bolting the car body to the frame and to "outrigger-brackets," fastening the frame to the portion of the body in the Futuramic series which overhangs the chassis, with the heavy foundation side and cross members in the

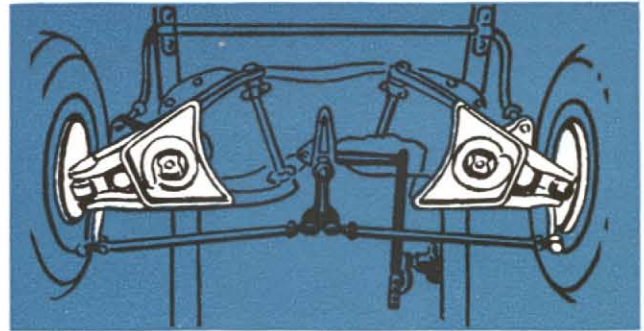
Hudson construction which are continuous around the passenger area and even outside the rear wheels.

## Hudson Offers a Better Ride

One of the most important factors contributing to roadability, handling and riding qualities, is the distribution of weight in an automobile. The center of weight in the 3625-pound Hudson Commodore-Six and the 3650-pound Commodore-Eight is much closer to the road than in the Oldsmobile Futuramic. This lower center of gravity keeps all Hudson models on a more even keel and lessens the tendency to roll or sway.

Also, compare the factors which affect the ride. In order to appreciate Hudson spring suspension over that used in the Oldsmobile Futuramic, compare not only the springs themselves, but their mountings, front and rear, the shock absorbers, the attachment of the body to the chassis in Oldsmobile as compared to the Hudson Monobilt body-and-frame\*, and even the smoothness of the engine. It is also vital to consider how various ride factors affect the handling of the car.

\*Trade-mark and patents pending.

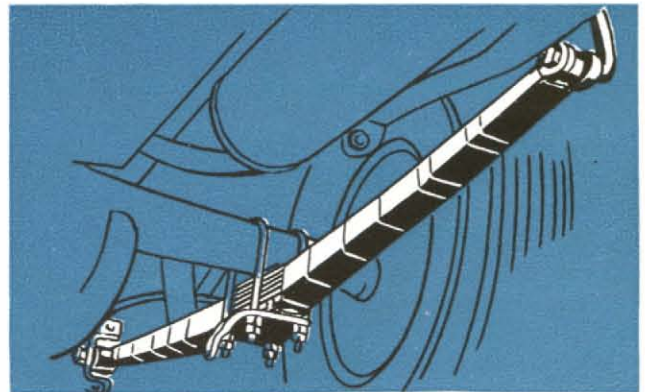


Hudson's superior front-wheel suspension system

## Hudson Front Wheel Suspension Advantages

The front wheel suspension of the Hudson-built cars has many important advantages over the Oldsmobile type of independent suspension. In the Hudson-built cars, a direct-acting, high-volume, airplane-type hydraulic shock absorber is mounted *within* each coil spring for greater effectiveness and protection from stones and obstacles. The Oldsmobile shock absorbers are exposed to flying stones. Oldsmobile shock absorbers are of the "elbow-acting," low-volume, high-pressure type. The larger capacity in the Hudson shock absorber provides a larger displacement of liquid, more accurate valving with consequently more efficient ride control for smoother riding and greater passenger comfort.

## Better Rear Springing in Hudsons



Hudson's leaf-type, splay-mounted rear springs

The Hudson system of rear springing is more costly and more efficient than the Oldsmobile coil-spring rear suspension used by Oldsmobile since 1939. Coil springs are unable to resist driving thrust and have no effect in stabilizing the ride or holding the car on an even keel. Coil springs as used by Oldsmobile smooth out up-and-down motion *only*. The splay-mounted rear springs in the Hudson-built cars are of the semi-elliptical leaf type which smooth out up-and-down motion PLUS reducing side-sway and rolling on curves at all speeds. Hudson has also added a rear lateral stabilizer which works in conjunction with the



splay-mounted rear springs to further reduce this rolling action. Hudson airplane-type shock absorbers complete the rear suspension combination that gives the level, gliding ride unobtainable in the Oldsmobile 98.

## Hudson Has Hotchkiss Drive

The Oldsmobile models use the old-fashioned, long propeller shaft which extends from the transmission clear aft to the rear axle. Hudson's more expensive Hotchkiss drive has three universal joints as compared with only two universal joints, located at each end of the long drive shaft, in the Olds Futuramic models. This improved Hudson installation prevents "whip" and eliminates the vibration which is developed on long propeller shafts of the type used by Oldsmobile. Hudson's new "direct-line" propeller-shaft drive is provided with sturdy, rubber-mounted midship bearing which provides perfect alignment between the transmission and the rear axle.

## Only Hudson Has Triple-Safe Brakes



Hydraulic



Mechanical



Parking

The brakes on the Oldsmobile Futuramic series cars do not afford the added protection of the reserve

braking system which is available in both the Hudson-Six and the Hudson-Eight Commodore models. This exclusive feature protects the occupants of the Hudson-built cars in the event anything should happen to the hydraulic system. While there is slight chance of this occurrence, Hudson even provides against this possibility with this extra mechanical braking system, operating from the same brake pedal. In addition, Hudson offers a parking brake.

## Hudson Clutch Operates in Oil

Clutch surfaces in the Hudson-built cars contact one another in a cushion of oil which increases their life and eliminates chatter and grab. Destructive heat is dissipated by the superior heat-conducting faculty of the oil.

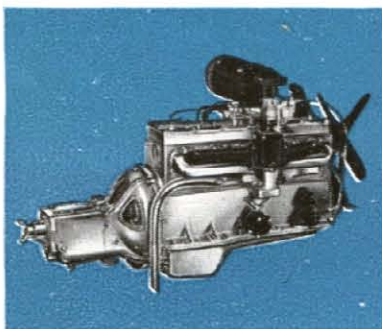
## Larger Oil and Gasoline Capacities

The Hudson-built Commodore-Six and Commodore-Eight models have both a larger gasoline and oil capacity than the Oldsmobile Futuramic series cars. Because of the larger quantity of oil circulating through the Hudson engines, cool oil is always available for all bearing surfaces. Whereas the Futuramic Model 98 engine refill capacity is only 5 quarts, both Hudson engines have a refill capacity of 7 quarts of oil. The Hudson cars are also equipped with a more convenient 20-gallon size gasoline tank as compared with the smaller 18-gallon-capacity tank used on the Olds 98. Hudson owners stop fewer times for gasoline during the life of the car.

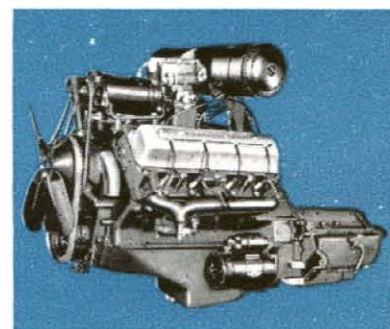
# NOW . . . Let's Compare the Oldsmobile "Rocket" Engine with the Hudson Super-Six and Super-Eight Engines Which Produce More Power to Car Weight and . . . Much More Power per Cubic Inch

1949 Olds "Rocket" Engine Develops Less H.P. Per Cubic Inch Than 1948 Olds Engine.

Oldsmobile's choice of the coined word "Rocket" as a name for the 1949-Series Olds Futuramic 98 engine has proven an unfortunate one. The horsepower developed per cubic inch in the so-called 1949 "Rocket" is actually lower than that developed in Oldsmobile's "biggest" 1948 Futuramic engine of 115 horsepower. *Despite the avid claims by Oldsmobile engineers for this "Rocket" power plant, it develops much less power per cubic inch than either the Hudson Super-Six engine or the Hudson*



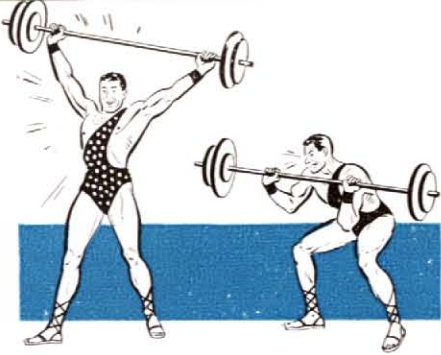
*Super-Eight engine. Both Hudson engines also PRODUCE MORE POWER PER POUND OF CAR WEIGHT than the Oldsmobile "Rocket" engine. Both Hudson engines are also more economical to operate than the "gasoline eating" displacement of the "Rocket" engine.*



Compare the 303.7 cubic inches of the Olds "Rocket" piston displacement with the smaller, more economical, Hudson piston displacement of 262 cubic inches in the Hudson Super-Six engine and 254 cubic inches in the Hudson Super-Eight engine. Comparison readily proves that power is not a matter of engine size.



## Hudsons Develop More H.P. Per Cubic Inch



Engine efficiency is the real gauge of power. This may easily be determined by comparing the horsepower developed per cubic inch of engine size. The Futuramic 8-cylinder "Rocket" engine develops only .445 h.p. per cubic inch as compared with .462 h.p. per cubic inch for the 121 h.p. Hudson Super-Six engine. The Hudson Super-Eight engine develops .504 h.p. per cubic inch. Simple arithmetic shows that the added Hudson efficiency is 4% more horsepower per cubic inch for the Super-Six over the "Rocket" engine and 13% more horsepower per cubic inch for the Hudson Super-Eight. Considering the fact that the Hudson engines also have smaller bores, the percentage of greater efficiency per horsepower, magnified by the gasoline saved in the Hudson engines, shows a tremendous advantage over the Futuramic.

## Weight

Despite the greater horsepower developed per cubic inch in the Hudson Super-Series engines over the Oldsmobile Futuramic 98 engines, both the Hudson Commodore-Six and Hudson Commodore-Eight cars weigh less than the Oldsmobile Futuramic.

A careful and impartial comparison discloses that the saving in weight in the Hudson-built cars has been gained through the elimination of useless weight without sacrifice of structural strength. Statements made by Oldsmobile salesmen indicate that efforts are being made to reduce the weight of the Futuramic. Notwithstanding this, the Futuramic 98 four-door sedan weighs 3925 pounds and is 300 pounds heavier than the Hudson Commodore-Six and 275 pounds overweight as compared with the Hudson Commodore-Eight.

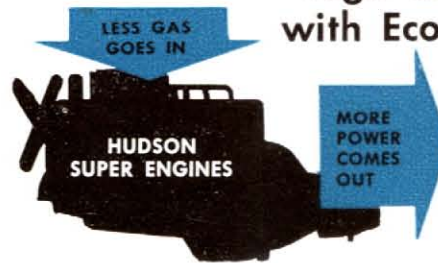
Extra car weight in the Olds 98 places an added burden on each functioning unit and affects the performance and economy as a whole. Extra power is required to start and move these additional 275 to 300 pounds and *MORE GASOLINE* is consumed in producing the extra power. To equal the performance of the Hudson-built, Commodore-Series cars which have less weight, the Oldsmobile Futuramic would have to develop more horsepower per pound of car weight. This is not the case, however.

## Higher power-to-weight ratio

Because Oldsmobile has a heavier car to move with the "Rocket" engine, which does not develop as much power per cubic inch of displacement, it is only natural that each horsepower of the Olds 98 Futuramic is burdened with more weight than each horsepower in the Hudson engines. Each horsepower in the Futuramic "Rocket" engine must move 29.1 pounds of car weight. Each horsepower in the Hudson Super-Eight engine, mounted in the Commodore-Eight model, shows a dramatic advantage in favor of Hudson economy. Whereas the Futuramic 98 "Rocket" engine is burdened with 3% more weight per horsepower, or a full one-pound additional burden on each horsepower produced, the Hudson Super-Eight engine has

one horsepower available for each 28.1 pounds of Commodore-Eight car weight. The Hudson Super-Six engine, equipped with aluminum head and mounted in the Commodore-Six, also produces more horsepower per pound of car weight than the "Rocket" engine used in the Oldsmobile 98.

## Hudson Has Combined "High Compression" with Economy



Chief among General Motors claims for the so-called "Rocket" engine is that "some day", when 100-octane gasoline becomes avail-

able, it will save up to 33 $\frac{1}{3}$ % of the gasoline now required to keep the Olds 98 Futuramic running. Hudson offers the customer a high-compression engine PLUS economy of operation NOW!

Using today's gasoline of 82-octane rating, economically, Hudson's Super-Six engine has a compression ratio of 7.12:1, with an aluminum head. The Olds "Rocket" engine has a present-day compression ratio of 7.25:1. Adapted for high compression and using 100-octane fuel, this Super-Six engine would be supplied with a much higher compression ratio. As fuels of higher octane rating than 100 become available, the requisite compression will be provided.

The Super-Six high-compression engine utilizes the L-head principle, which has many advantages in economy over the valve arrangements used by Oldsmobile in the "Rocket" engine. The Hudson engine has fewer parts and an L-head engine will develop more horsepower in an automotive engine than any other type of valve arrangement and is less costly. The particular advantage of the L-head principle in a high-compression engine is that it permits the use of an aluminum cylinder head, whose heat dissipating characteristics permit even higher compressions than possible with the design used in the "Rocket" engine.

## Hudson Automatic Transmission

Hudson Drive-Master automatic transmission is available as a factory-installed option on all Hudson-built models and does all the shifting of clutch and forward gears automatically plus giving the driver his choice of two alternate and completely different means of driving the automobile. Oldsmobile offers Hydra-Matic Drive automatic transmission on the Futuramic 98 which does not offer these advantages which Hudson Drive-Master brings to the customer:

	HUDSON Drive-Master	OLDSMOBILE Hydra-Matic
Offers three different ways to shift . . .	Yes	No
Permits direct mechanical connection between engine and rear wheels . . .	Yes	No
Low cost . . . . .	Yes	No
Can be shifted into high gear without going through other gears . . . . .	Yes	No
Can select time of automatic shift . . .	Yes	No
Alternate method of operating the clutch and shifting all gears manually . . .	Yes	No
Engine can be used to brake car on hills, in all gears . . . . .	Yes	No
Unnecessary to apply brakes at traffic lights to prevent forward "creeping" of the car . . . . .	Yes	No



# What the Hudson Commodore-Six and the Hudson Commodore-Eight Have That Oldsmobile Asks the Futuramic Buyer to do Without

## Exclusive Step-Down Feature

Oldsmobile still bolts its bodies up on top of a frame. The Hudson "step-down" feature presents the beauty inherent in clean functional design. "Stepping down" brings smarter styling, aerodynamic streamlining, increased safety, lower center of gravity, greater riding comfort and many other major advantages.



HUDSON OTHER CARS

## Exclusive Monobilt Body-and-Frame\*

Projecting units have been eliminated in the Hudson-built cars. Olds still uses the prewar front fender line. Hudsons are built as a bridge is constructed. The Monobilt body-and-frame\* is a sturdy all-welded single unit. A box-like foundation of steel girders is laid down and welded to the car floor. Vertical structural members and panels are built up.

## A Lot More Room

Hudson provides more room inside by almost every interior measurement. For example: Hudson rear seats are a full 12" wider than Olds rear seats. Hudson front seats are wider, too, and there is more leg room in the Hudson.

## More Power for Weight



Each Hudson-Six horsepower easily moves less weight than the burden which each Olds horsepower must pull. The Hudson Super-Eight engine has a 3% per horsepower power-to-weight advantage over the Olds 98.

## Lower Center of Gravity

The center of gravity in the Hudson-built cars is much lower than in the Futuramic. This keeps the Hudson on a more even keel and lessens the tendency to roll and sway.

## Better Engine Efficiency

The Hudson-Six engine produces more power per cubic inch than the Oldsmobile 8-cylinder engine. The Hudson-Eight engine develops more horsepower per cubic inch than the Oldsmobile-Eight used in the Futuramic-98 model.

## Fine Automatic Transmission



No Clutch Pushing  
No Gear Shifting



No Clutch Pushing  
Manual Shifting



Manual Clutch  
and Gear Shift

The Hudson Drive-Master automatic transmission offers different ways to drive and permits direct mechanical connections between the rear wheels as well as being low in cost. The Olds automatic transmission cannot perform these and many other advantages exclusive to the Hudson Drive-Master.

\*Trade-mark and patents pending.

HUDSON FORM AM 4921-15M 2-49 PRINTED IN U.S.A.

## Optional Power Ratio

Hudson offers an optional power ratio with both the Hudson Commodore-Six and Commodore-Eight engines. Olds does not. Equipped with the optional head, the Hudson-built cars produce much more power per cubic inch of piston displacement than the Olds Futuramic engine.

## Better Vision

Neither rain nor snow stays on the Hudson curved windshield. Hudson window glass, located closer than the Olds to the edge of the body-structure, eliminates all wind noise. New 54½-inch wide Hudson curved windshield increases vision by 14%, side vision is 4% greater, rear vision is 55% greater.

## Greater Comfort



Hudson seats are built on a more accurate knowledge of anatomical variations among the riding public. Seat heights are right for 80% of all men and 85% of all women. Hudson front seats rise as they are moved forward. The back of the Olds seat only leans slightly forward as this is done.

## Smoother Ride

The splay-mounted semi-elliptical rear springs in the Hudson models smooth out up-and-down motion and prevent side-way and rolling on curves. Olds rear springs smooth out up-and-down motion only. Hudson uses airplane-type shocks — Olds does not.

## Less Road Noise

A silicon-asphalt base, sound-deadening material, is applied to the entire under-body panel and wheel housings of the Hudson-built cars. Less noise and vibration results from Monobilt body-and-frame\* construction than from bolting the body to the frame. Drive-train is quieter.

## More Efficient Drive

Oldsmobile models use a long propeller shaft. The improved Hudson "direct-line" propeller shaft eliminates the vibration which is developed in long shafts. Compare the 3 universal joints in Hudson models with the 2 universals in the Oldsmobile drive shaft.

## Greater Braking Safety

Hudson models offer hydraulic brakes, plus a reserve mechanical braking system operating on the rear wheels from the same brake pedal, plus a parking brake. Oldsmobiles offer only hydraulic brakes and an old-fashioned, hand-set emergency brake.

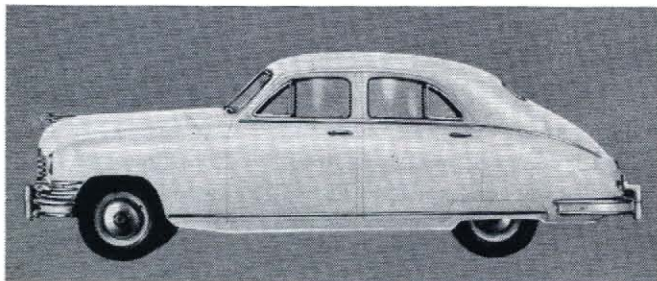
## And All of These Extra Features Which Oldsmobile Doesn't Offer

1. Pocket on back of front seat.
2. Grained garnish-panel on back of front seat.
3. Assist handles on back of front seat.
4. Door "Pull-to" on rear doors.
5. Courtesy lights for all doors.
6. Extra locker space on left side of dash.
7. Map light above windshield.
8. Two lamps in inside rear quarters.
9. Larger battery for quick starts.
10. 20.4 steering ratio.
11. And many others . . .

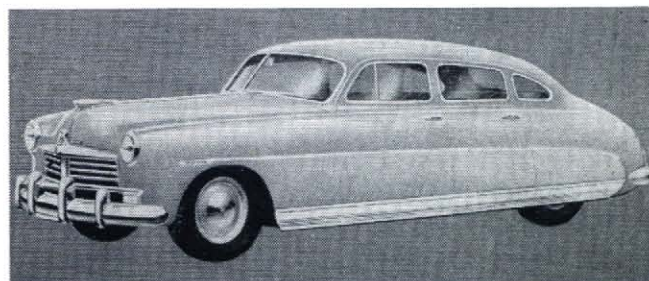


# Sales FACTS

## Compare the 1949 Packard Eight and Super Eight With . . . the Hudson Super-Six and the Hudson Super-Eight



High roof, high center of gravity and floor on top of frame eliminate the possibility of a low silhouette, which is the mark of the modern motor car.

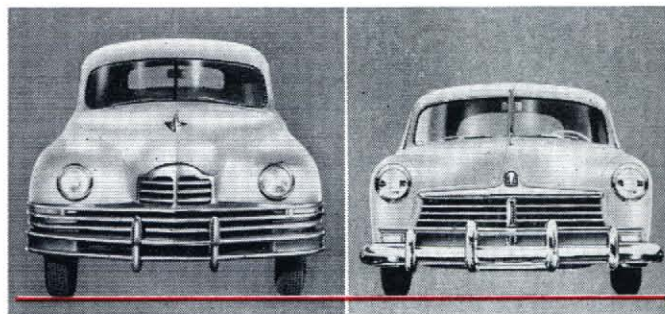


This low, streamlined silhouette of the New Hudson is possible only because Hudson floors are recessed down *within* the frame, creating the "step-down" zone.

COMPARED with the Hudson Super-Six and the Hudson Super-Eight, the Packard Eight and the Packard Super Eight are much smaller cars than the difference in price indicates. Size is an accepted gauge of motor-car value. The wheelbase of both of the Hudson-built cars is 4 inches longer than the 120-inch wheelbase of either the Packard Eight or the Packard Super; the overall length of the Hudson cars is 3 inches greater. Not only are the Hudsons longer but they are wider to afford more seating room.

The interiors of the Packard Eight and the Packard Super have the same dimensions. The Hudson-built cars have more interior room and more usable room than either of these two Packard models. The front-seat hip room in these Packard models is 61½ inches wide. The 64-inch wide front-seat hip room in the

Hudson models is 4% wider than the Packard front seat measured door-to-door. Hudson recesses the front door panels to permit an elbow-room dimension of 66 inches, 10% more elbow room than the Packard



(LEFT) Greater overall height necessary to provide head room.  
(RIGHT) Lower roof, due to "step-down" zone, and ample head room.

**CONFIDENTIAL:** This bulletin will provide Hudson salesman with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. January 25, 1949.



models provide. Shoulder room in the Packard front seat is 58 inches. Compare this figure with the much wider Hudson front-seat shoulder room of 62 inches—more than 6% additional shoulder room in the Hudson cars.

## HUDSON OFFERS MORE ROOM

Comparison of the usable space in the rear seat of the Packard cars with the Hudson models shows an even more dramatic plus value for the Hudson models. The Packard rear seat cushion is only 50½ inches wide between the arm rests, this dimension, then, is the hip room available. The Hudson rear seat cushion is 63 inches wide and provides more than 12 inches additional hip room. This means extra comfort and less crowding of passengers in the Hudson models. The door-to-door width of the Packard back seat is 61½ inches, but 11 inches of this space is unused because of the arm rests. The shoulder room and elbow room available in the Packard rear seat is also less than the Hudson models.

## AND MORE LEG AND HEAD ROOM

An unbiased comparison of other interior dimensions indicates that greater regard for passenger and driver comfort has been built into the Hudson cars. For example, there is 1 inch more leg room in the Hudson front seat; Hudson allows 6⅞ inches vertical clearance between steering wheel and front seat cushion—Packard allows only 5¼ inches. Headroom in the Hudson front seat is 37¼ inches; Packard has only 36½ inches—the difference is sufficient to prevent tall men from wearing their hats while driving the Packard models.

The rear seat of the Hudson models also provides more headroom than the Packard models. Headroom

## COMPARE THE PACKARD EIGHT AND SUPER-EIGHT RIDING AND HANDLING . . . AS WELL AS THE OTHER FEATURES, WITH THE HUDSON MODELS

**A**N impartial comparison of almost any of the features of the two Packard models, the Packard Eight and the Packard Super Eight, with the Hudson Super-Series models, reveals that while many mechanical features in the more costly Packards are identical with those provided by Hudson, the Hudson models offer many superiorities and advancements in ride and handling, in comfort, construction, safety and many other points.

Comparison also "points up" that bodies have been lowered in the Hudson models, and that overall visi-

bility is greater than in Packard models. The Hudson-built cars are the smarter in line, have better color, more luxurious upholstery and have been more scientifically designed for passenger riding comfort than the Packard Eight or Super Eight.

The Hudson cars, in addition to having a longer wheelbase, have a greater overall length, and are also wider and roomier inside.

## LOWER CENTER OF GRAVITY

The overall height of the Packard cars is greater from road to the top of the car than the Hudson models. The Hudson cars are 60⅜ inches low, have a hug-the-road way of going and a lower center of gravity than the Packard models, which are 64⅙ inches high from road to top of car. Paradoxically, the Packards have less head room inside and are shorter; with their higher center of gravity the Packard models are more inclined to "roll" and heel over on turns taken at high speed, although Packard has attempted to overcome this trait with a roll-control bar.

Additional headroom, greater width and better streamlining is obtained in the Hudson models with the "step-down" feature, an exclusive Hudson engineering triumph. Hudson has put this vital space inside the car by recessing the floor down within the frame—use of this space is the key to the many advantages in the Hudson models which neither the Packard Eight nor the Packard Super Eight offer. Packard does not have the "step-down" feature.

The floor of the Packard models is built on top of the frame and the vital space between frame members is under the floor of the Packard cars instead of inside the car as it is in the Hudson models. This accounts for the Packard having a greater overall height than the Hudson cars.

## LOWER CENTER OF GRAVITY

**B**ECAUSE the "step-down" feature in the Hudson cars permits the center of weight to be much closer to the ground than in the Packard Eight or Super Eight construction, this lower center of gravity helps



keep the Hudson Super-Series models on a more even keel and lessens the tendency to roll or sway.

## GREATER SAFETY

COMPARE the Packard construction with the Hudson exclusive all steel Monobilt BODY-AND-FRAME\*, which includes a box-section foundation frame of sturdy steel girders with all structural members of body-and-frame welded together into a single unit PLUS outside girders which give bumper protection at rear and at both sides, even outside the rear wheels.

## BETTER CONSTRUCTION

THE most fundamental differences between Packard and Hudson are in the basic types of construction. Packard still uses the old X member in the frame despite the fact that most automotive manufacturers are rapidly eliminating this feature to reduce weight and to permit lowering of the body. The bodies of both the Packard Eight and Super Eight are attached to a drop-center frame and are mounted up on top of the frame.

Compare these factors:—more unpleasant vibration and noise results within the body itself from bolting the Packard body up on top of the frame than in the Hudson integral, Monobilt body-and-frame.\*

## IMPROVED SOUND INSULATION

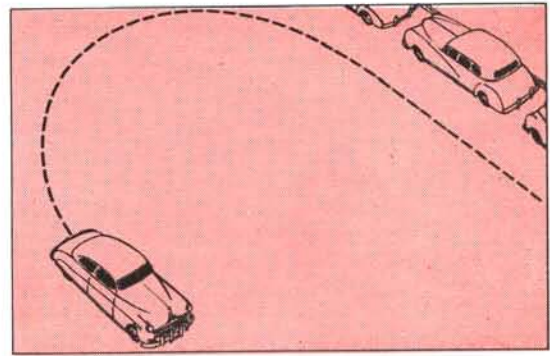
EXCESSIVE fatigue is induced by high noise levels. These noises, usually masked by the noises in lower ranges, increase the driver's reaction time. The detrimental effect of noise on human fatigue has been recognized for some time. The quieter car is the safer car. In Hudson cars, a silicon-asphalt-base, sound-deadening material, is applied at the factory to the under-body panel, to both sides of wheel housings and to the floor of the luggage compartment. Also, all panels are sound-deadened with an acoustical blanket of felt and other sound-deadening material.

## STEERING

DESPITE the fact that the Packard Eight and Packard Super Eight are much shorter cars in overall length and have shorter wheelbases than the Hudson Super-Series cars, the Hudson-built models have a shorter and a more convenient turning radius. Packard cars require nearly two extra feet more than that required by the longer Hudson cars to turn either of the Packard models around in the street. Compare the turning radius of 22 feet for the Packard models with the

\*Trade-mark and patents pending.

Center-Point steering turning radius of 20.4 feet for the Hudson models. Packard does not offer Center-



Point steering, which is the most costly type of steering being produced in the automotive industry today.

## STARTING

IN the Hudson-built cars, a more convenient fingertouch starter button is located on the instrument panel to the left of the steering wheel. To start all Packard models, the driver must depress the accelerator pedal which opens the throttle and closes a switch to the starter. Disadvantages of an accelerator-pedal starting system are that if starting is not instantaneous the engine is flooded, and when the engine does start the throttle is wide open, placing damaging strain on a cold engine.

## DOOR HANDLES

HUDSON uses the new type outside door handles with thumb-operated latch release. Packard does not offer this feature. The Hudson handles are non-rotating. The Packard handles are the refrigerator type and must be pulled toward the person opening the door.

## BATTERIES

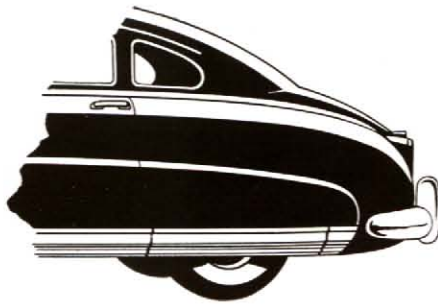
ALL Hudson models use 17-plate, 120-ampere-hour rated batteries. The Packard Eight and Super Eight are equipped with much smaller 15-plate, 100-ampere-hour batteries. The extra plate area in the Hudson batteries provides a much higher current flow for cranking the engine in extremely cold weather.

## GENERATOR

COMPARE the Packard generator output of 35 amperes at six volts with the high-output Hudson fan-forced ventilation-type third-brush generator which reaches a maximum charging rate of 37 amperes at eight volts—5% greater than the Packard generator. This means extra protection against running down the battery and ample current for all electrical equipment.



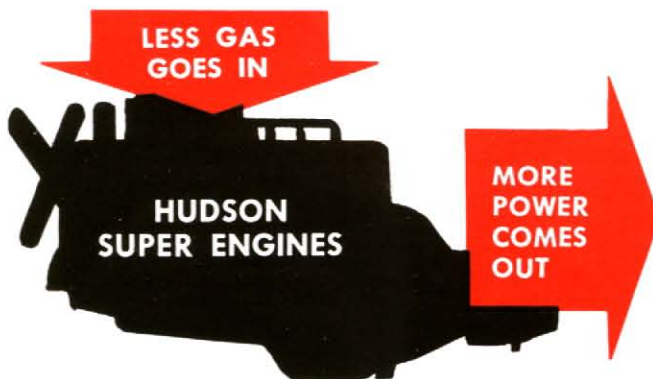
## REAR- WHEEL SHIELDS



REAR-wheel shields are standard equipment and a part of the body of both the Hudson Super-Six and Hudson Super-Eight. Packard sells fender-skirts to cover the rear wheels of both the Eight and Super Eight as an accessory at extra cost. The Hudson rear-wheel shields may be removed in five seconds or less by finger-tip pressure on spring-loaded locks. A clamping bolt must be removed with a wheel wrench to take off the Packard fender-skirts.

## HUDSON'S ENGINES OFFER GREATER EFFICIENCY . . . AND GREATER ECONOMY OF OPERATION

THE economy value of an automobile engine is directly proportionate to the efficiency of the engine itself . . . the power derived from each cubic inch of piston displacement. Because this fact is so obvious, it is seldom mentioned, and therefore the depth of its significance rarely receives serious consideration. For instance, all other factors being equal, the volume of gasoline drawn into a car's cylinders increases as the size of the displacement of the engine is increased. For this and other reasons, the trend in the design of automobile engines since 1934 has been steadily toward smaller and smaller total displacement. This trend has continued even more sharply toward smaller displacement since 1942.



With these vital facts in mind, compare the large piston displacement of the Packard Eight, 288 cubic inches, and the larger piston displacement of the Packard Super Eight engine, 327 cubic inches, with the smaller and more efficient as well as more economical Hudson engines. The Hudson Super-Six "High Compression" engine has a total piston displacement of 262 cubic inches, 9% smaller than the Packard Eight and more than 19% smaller than the Packard Super Eight engine. The Hudson 6-cylinder engine is built to adapt much higher compression ratios at any time in the future when 100 octane gasoline is available. The Packard engine is not. Now compare the horsepower derived from each cubic inch of Packard displacement, .451 h.p. per cubic inch for the Packard Eight—.443 h.p. per cubic inch for the Packard Super Eight, with the much higher output of .462 horse-

power for each cubic inch of piston displacement in the Hudson Super-Six engine. This means that each cubic inch of the Hudson Super-Six "High Compression" engine, the most powerful mass-produced 6-cylinder power plant on the market, is 2½% more efficient than the Packard Eight engine and more than 4% more efficient than the Packard Super Eight engine.



The Hudson Super-Eight engine shows an even greater favorable advantage in efficiency and economy over the Packard engines. With a displacement of 254 cubic inches, 12% smaller than the Packard Eight engine and 22% smaller than the Packard Super Eight engine, the Hudson engine produces nearly .504 horsepower per cubic inch of piston displacement—11% more power per cubic inch than the Packard Eight, 12% more power per cubic inch than the Packard Super Eight.

## ADDED HORSEPOWER AT LESS COST

BROADLY speaking, to improve an automobile engine several methods can be followed:

- First: To increase the number of cylinders per engine.
- Second: To increase the size but retain the number of cylinders per engine.
- Third: To increase the number of cylinders per engine and to increase their size as Packard has done. To adopt this method means excessive engine size, weight and added cost.
- Fourth: To increase the number of cylinders and decrease them in size as Hudson has done in the Super-Eight engine. Both Hudson engines are smaller and more compact, weigh less for horsepower delivered and cost less for horsepower obtained than the Packard engines.

## COMPRESSION RATIO

DESPITE the fact that the Hudson engines are much more efficient than the Packard engines, the Packard engines use a compression ratio of 7.0:1 while the Hudson engines are designed on a compression ratio of 6.5:1. Hudson, however, offers a higher optional compression ratio. Packard does not. Compare the efficiency of the Packard engines with the



Hudson engines equipped with an optional aluminum cylinder head which brings the Hudson compression ratio to 7.0:1. The Hudson Super-Six engine then produces .473 horsepower per cubic inch of piston displacement—nearly 5% more per cubic inch than the Packard Eight and more than 6% more horsepower than the Packard Super Eight engine produces per cubic inch. The Hudson Super-Eight engine, equipped with the optional head, produces nearly .520 horsepower per cubic inch—13% more power per cubic inch than the Packard Eight, 15% more power per cubic inch than the Packard Super-Eight.

## PISTON RINGS

A PISTON starts with a jolt about 3,000 times a minute, travels  $3\frac{3}{4}$  inches in the Packard Eight,  $4\frac{1}{4}$  inches in the Packard Super Eight,  $4\frac{3}{8}$  inches in the Hudson Super-Six engine and  $4\frac{1}{2}$  inches in the Hudson Super-Eight engine, stops with a jerk, and returns with cannonball velocity and boomerang action. Metal rubs against metal at a speed of approximately 2,000 feet per minute, like a steel sled on a steel track, starting and stopping every four inches, yet averaging almost 25 miles per hour. To prevent irregular cylinder wear under these conditions, Hudson piston rings are pinned. They cannot turn. Packard rings are not pinned. Hudson pistons have two rings for compression and two rings for oil control to insure oil economy. Packard pistons have only three rings.

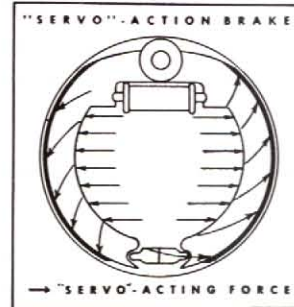
## CLUTCH



Cat's-paw action in Hudson clutches is provided by cork friction surfaces

CLAIMS made for the type of clutch which Packard uses are that its plate pressure (the force that holds the plates together so they do not slip and lose power) increases with the speed of the engine. This pressure is very low at low speeds in clutches of this type. Low plate pressures at low engine speeds have a distinct disadvantage in heavy pulling or hill climbing because they have a tendency to let the clutch slip, heating the clutch faces in addition to losing power. The Hudson

clutch pressure is more than double the Packard pressure at all times. The Hudson clutch operates in a cushion of oil to break the impact as clutch surfaces come together. The Packard clutch is the dry-disc-plate type. The oil cushion in the Hudson clutch, an exclusive feature, reduces wear, eliminates grab and chattering, lubricates hard-to-oil splines and eliminates friction and wear.



## BRAKES

HUDSON has an exclusive reserve braking system; Packard does not have this feature. Both Hudson and Packard have

4-wheel hydraulic braking systems of the servo-action type. In addition, in the Hudson-built cars there is always a second complete braking system in reserve. If for any reason the hydraulic brakes should fail to operate, a slight additional travel of the same brake pedal automatically brings in the Hudson mechanical braking system. Hudson is the only American-built automobile which combines the best features of two complete braking systems operating from the same pedal. The Hudson cars also have a parking brake. The Packard cars have a hand-grip emergency brake. The Hudson parking brake may be released with finger-tip pressure and is more conveniently located under the left dash.

## OPTIONAL AUTOMATIC TRANSMISSION

HUDSON offers an excellent optional automatic transmission known as Drive-Master. Packard does not have an automatic transmission. The Hudson Drive-Master does all shifting of clutch and forward gears automatically and has a great number of additional advantages, including two alternate ways to drive. Beside being low in cost, the Hudson Drive-Master combines greater motoring safety, more controllability, takes 14 steps out of driving, is trouble-free and the driver can choose any desired gear which is not possible with other types of automatic transmissions. The Drive-Master automatic transmission also eliminates "creep" at stops, permits the driver to shift at any speed, eliminates power losses, provides fast get-away, better gas mileage and quieter operation. There is no accidental shifting with Drive-Master. It is quieter than other automatic transmissions, reduces wear on motor parts, prevents engine stalling, and is useful for teaching beginners to drive.



# Hudson Offers a Multitude of Features in the Super-Series Which Packard Asks Eight and Super Eight Owners to Do Without



## STEP-DOWN FEATURE

In the Packard Eight and Super Eight, the passengers ride on top of the frame. Hudson owners ride cradled down within the base frame. Hudson seats extend the full width of the body. The Hudson front seat is 4% wider than Packard's. The rear seat in the Hudson provides more than 12 additional inches of usable space.



## GREATER ENGINE EFFICIENCY

Each cubic inch of piston displacement in the Hudson Super-Six engine produces 2½% more horsepower than the engine used in the Packard Eight and is 4% more efficient than the Packard Super Eight engine. The Hudson Super-Eight engine is 11% more efficient than the Packard Eight and 12% more efficient than the Packard Super Eight engine.

## ROOMIER INTERIORS

Hudson has 1 inch more leg room in the front compartment. Hudson provides greater vertical clearance between steering wheel and front seat. Hudson also has more front-seat and more rear-seat headroom, as well as greater elbow and shoulder room in both front and rear seats.

## OPTIONAL COMPRESSION RATIO

An optional compression ratio of 7.00:1 is offered for both the Hudson Super Series models. Packard does not offer an optional aluminum head. Equipped with the optional head, the Hudson Six is 5% more efficient than the Packard Eight and 6% more efficient than the Super Eight. The Hudson Eight, so equipped, is 13% and 15% more efficient, respectively.

## MONOBILT BODY-AND-FRAME\*

This unique Hudson construction makes obsolescent the Packard method of bolting the body on top of the chassis frame. Hudson construction combines body-and-frame\* in a super-safe, single, sturdy, all-welded, all steel unit that provides rigidity and stability heretofore unheard of.

## BETTER STEERING

Hudson offers Center-Point steering; Packard does not. The turning radius of the Packard Eight and Super Eight is 22 feet. The Hudson models, although longer in both wheelbase and overall length, have a much more convenient turning radius of only 20.4 feet.



## BIGGER CARS

The wheelbase of both Hudson Super Series cars is 4 inches longer than either the Packard Eight or Super Eight. The overall length of the Hudson cars is 3 inches longer than these Packard models. Both Hudson models are roomier, larger cars than the Packards.

## FLUID CLUTCH

The Hudson clutch operates in a bath of oil, offers higher plate pressures than the Packard clutch, eliminates grab and chattering, lubricates hard-to-oil splines and eliminates friction and wear. All Packard models are equipped with the old-fashioned, dry-disc-plate type of clutch.



## LOWER CENTER OF GRAVITY

The Packard Eight and Super Eight are 64½ inches in overall height—3½ inches higher in the air than the Hudson models—yet the Packard Eight and Super Eight have less head room and a greater tendency to heel over on turns.

## TRIPLE-SAFE BRAKES



Hudson has three complete braking systems . . . Packard has only the conventional two. In the event of failure of the 4-wheel hydraulic braking system, a slight additional travel of the same brake pedal in the Hudson cars automatically brings in the Hudson reserve mechanical braking system. Hudson also provides a parking brake.

## LESS NOISE

More metal-to-metal rubbing noise occurs when a car body is bolted up on a chassis as it is in the Packard models. This action gradually loosens bolts and causes unpleasant noise and vibration inside the body itself. Compare this feature with the noise-free Hudson Monobilt body-and-frame\* construction.

## OPTIONAL AUTOMATIC TRANSMISSION

Hudson offers an optional automatic transmission known as Drive-Master. Packard neither builds nor offers an automatic transmission. The Hudson Drive-Master automatic transmission does all the shifting of clutch and forward gears automatically and combines greater motoring safety, controllability and many other features which are unobtainable in any Packard model.

## REAR-WHEEL SHIELDS

The rear-wheel shields are standard equipment and part of the gracefully streamlined Hudson body on all models. Packard sells rear-wheel fender skirts for the Eight and Super Eight models as an accessory at additional cost.

\*Trade-mark and patents pending.

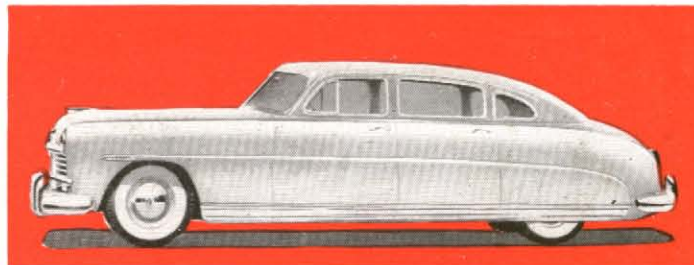


# Sales FACTS

## Compare the Studebaker Land Cruiser WITH the Hudson Super-Six and Super-Eight



Studebaker Land Cruiser Sedan

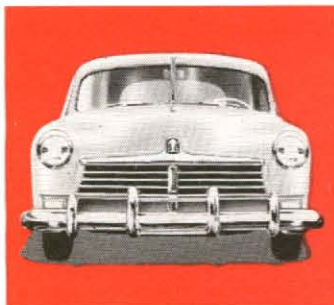


New Hudson Super Series Sedan

**A**LTHOUGH the Land Cruiser is the biggest car in the Studebaker line and is advertised as their luxury model, it leaves much to be desired when compared with the New Hudson Super-Six and Super-Eight—as the following data will show.

Let's start by checking the outside dimensions:

	Studebaker Land Cruiser	New Hudson Super Models
Wheelbase.....	123"	124"
Over-all length.....	209 <sup>7</sup> / <sub>16</sub> "	207 <sup>1</sup> / <sub>2</sub> "
Over-all width.....	69 <sup>19</sup> / <sub>32</sub> "	77 <sup>1</sup> / <sub>16</sub> "
Height.....	61 <sup>5</sup> / <sub>8</sub> "	60 <sup>3</sup> / <sub>8</sub> "



New Hudson with "step-down" design is lower, wider, roomier, and has full road clearance.



Studebaker Land Cruiser with body-over-frame design is higher, narrower, and has less interior room.

As a result of greater front and rear overhang and extended bumpers, the Studebaker Land Cruiser is a trifle longer, bumper to bumper, than the New Hudson. However, it has a shorter wheelbase and is considerably narrower. Hudson bumpers are of the wrap-around type, the rear bumper being mounted directly to the Monobilt body-and-frame\* for greater protection.

Cars of greater length usually require the building of costly extensions to standard or average-size garages, which is the reason some motorists hesitate and others refuse to buy cars with greater over-all length.

The Land Cruiser, with greater front and rear overhang, extended bumpers, and shorter wheelbase than the New Hudson, is obviously more difficult to handle and park, especially in congested areas.

### HUDSON IS MORE STREAMLINED

Hudson's additional over-all width—77<sup>1</sup>/<sub>16</sub>" for Hudson and only 69<sup>19</sup>/<sub>32</sub>" for Studebaker Land Cruiser—is reflected in greater interior roominess, as will be shown in a later section in this Sales Facts. By way of explanation, Hudson's width is no more than the width of many prewar and postwar cars with protruding rear fenders.

Free-flowing lines are essential to streamlining. As a result of its new and exclusive "step-down" design and

\*Trade-mark and patents pending.

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. July 1, 1949.