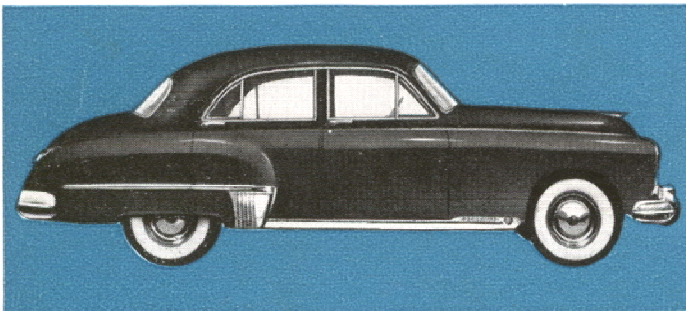


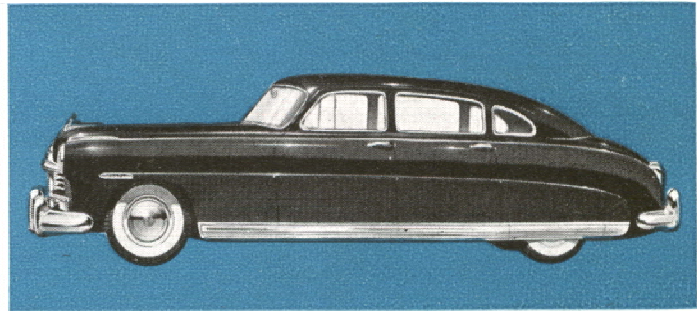
Sales FACTS

Compare

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



Oldsmobile Futuramic Model 98

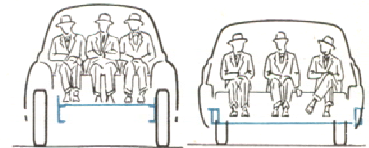


New Hudson Commodore Series

AN 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

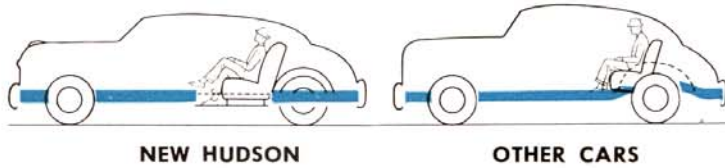


Measurement Taken	OLDSMOBILE Futuramic 98	All HUDSON Models
Body width at front pillars.....	54 $\frac{1}{4}$ "	56 $\frac{1}{4}$ "
Width across front armrests.....	60"	66"
Front seat width (door to door).....	63"	64"
Front seat width (cushion only).....	60"	61 $\frac{3}{4}$ "
Shoulder room—front.....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

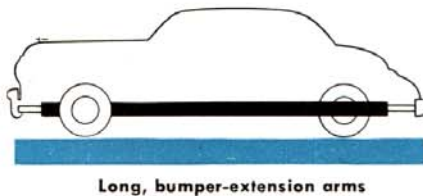


Measurement Taken	OLDSMOBILE Futuramic 98	All HUDSON Models
Instrument panel to rear window..	96½"	101⅛"
Height of front seat back.....	22"	22½"
Head room—front seat.....	37"	37¼"
Steering wheel clearance to top of seat cushion.....	6½"	6⅞"
Leg room—front seat (minimum)..	38½"	39¼"
Leg room—front seat (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



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 ²⁷ / ₃₂ "	60 ³ / ₈ "
Overhang (including bumpers and guards).....	51 ¹ / ₈ "	46 ¹ / ₈ "
Tread—front.....	58"	58½"
Tread—rear.....	61½"	55½"
Over-all width.....	78¾"	77 ¹ / ₁₆ "

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 63²⁷/₃₂ inches, measured from the road to the top. Compare this height with the Hudson-built cars which are 60³/₈ 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.



OTHER CARS



NEW HUDSON

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

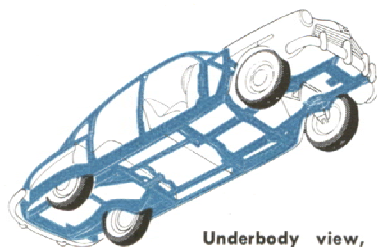
Greater Comfort

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

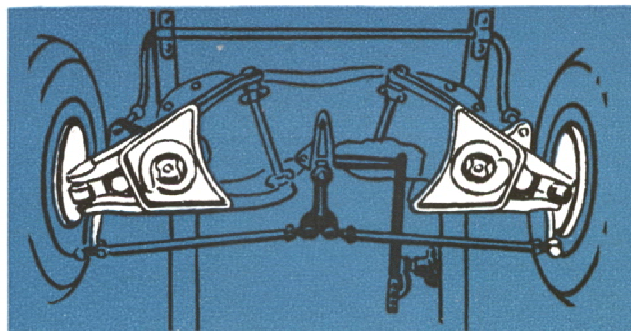
Hudson construction which are continuous around the passenger area and even outside the rear wheels.

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.

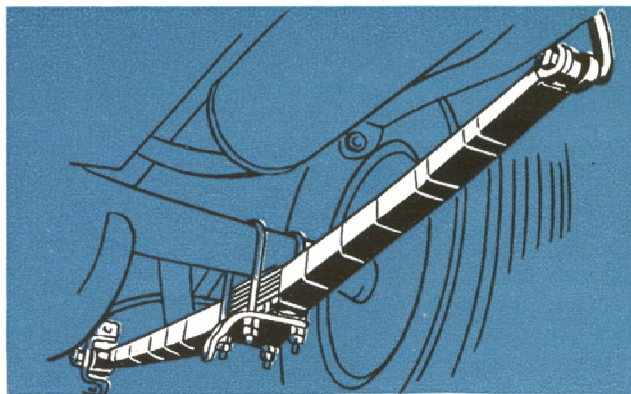


Hudson's superior front-wheel suspension system

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-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 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.

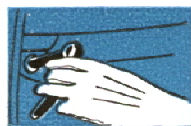
Only Hudson Has Triple-Safe Brakes



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.

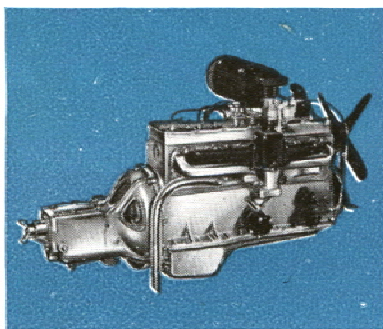
Larger Oil and Gasoline Capacities

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.

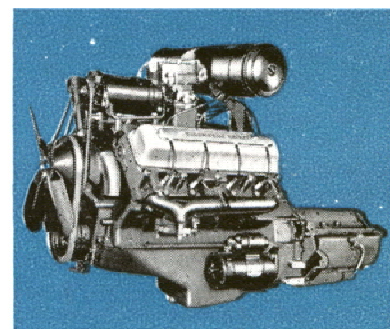
NOW . . . Let's Compare the Oldsmobile "Rocket" Engine with the Hudson Super-Six and Super-Eight Engines Which Produce More Power to Car Weight and . . . Much More Power per Cubic Inch

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*

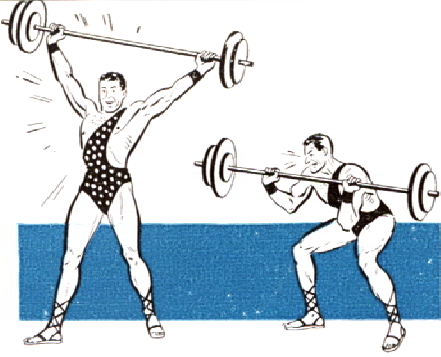


Super-Eight engine. Both Hudson engines also PRODUCE MORE POWER PER POUND OF CAR WEIGHT than the Oldsmobile "Rocket" engine. Both Hudson engines are also more economical to operate than the "gasoline eating" displacement of the "Rocket" engine.



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.

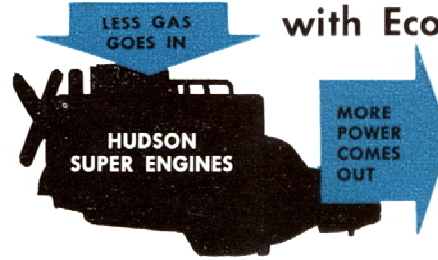
Extra car weight in the Olds 98 places an added burden on each functioning unit and affects the performance and economy as a whole. Extra power is required to start and move these additional 275 to 300 pounds and *MORE GASOLINE* is consumed in producing the extra power. To equal the performance of the 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

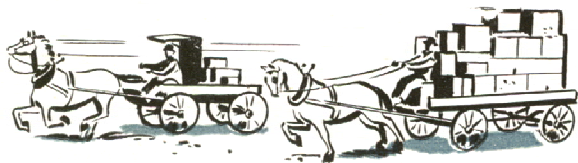
Exclusive Monobilt Body-and-Frame*

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.

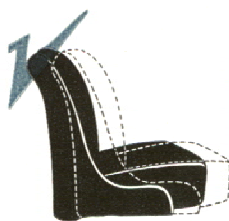
Optional Power Ratio

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-sway 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 . . .