

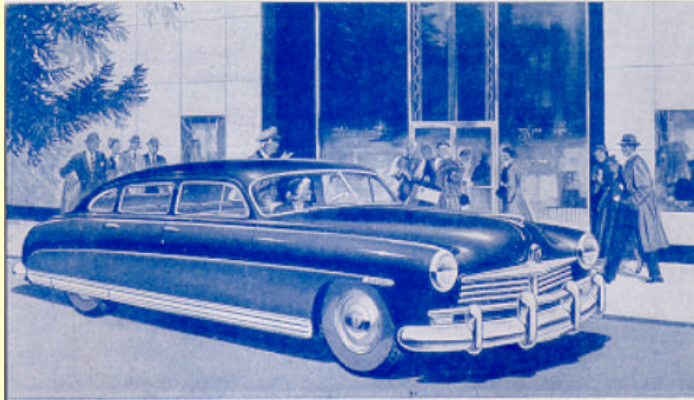
1949 Hudson

Sales Promotions

Post Cards

Brochures

The following material is from the
Drew Meyer Collection



DO YOU KNOW YOU CAN GET
THIS NEW HUDSON
WITH "NO EXTRAS"



- With only such accessories as you order.
- With or without a trade-in.
- Cash or time payments.
- Factory suggested prices and with itemized bill of sale.

The only car you step down into!

COME IN, SEE AND DRIVE THIS AMAZING NEW HUDSON,
THEN PLACE YOUR ORDER FOR EARLY DELIVERY.

MIDWAY MOTORS
315 North Broadway
New Ulm, Minnesota

Here's Great News

FOR EVERYONE
INTERESTED IN A

NEW AUTOMOBILE

(SEE OTHER SIDE)



*A. E. Hanson
R. R. #2
Hanska,
Minnesota*

IT'S TRUE!

THIS STUNNING
New Hudson
SUPER-SIX, FOUR-DOOR SEDAN



IMPORTANT TO YOU . . .

- Immediate delivery on some models
- With only such accessories as you order
- With or without a trade-in
- A good allowance for your used car
- Cash or time payments

The only car you step down into

See and drive the modern design for '49!



All yours,
but only on Hudson, as
standard equipment . . .

Exclusive "step-down" design . . . more head room and roomier seats than in any mass-produced car built today . . . all-new, high-compression 121 h.p. Super-Six engine . . . Hudson's Monobilt body-and-frame*, Triple-Safe Brakes and increased vision make Hudson, America's safest car, even safer . . . Dual Carburetion . . . Chrome-Alloy Motor Block . . . Fluid-Cushioned Clutch . . . Center-Point Steering . . . Super-Cushion Tires . . . Teleflash Signals . . . Hand Rubbed Lacquer . . . Large Luggage Compartment . . . Arm Rests on front doors . . . Ash Receivers, each end, all seats . . . Twin Air Horns . . . Twin Windshield Wipers . . . Twin Sun Visors . . . Non-Rotating, Trigger-Operated Outside Door Handles . . . Locks on both front doors.

*Trade-mark and patents pending.

(SEE OTHER SIDE)

Now! THIS FABULOUS *New Hudson*

121 H.P. SUPER-SIX, FOUR-DOOR SEDAN . . . THE MODERN DESIGN FOR '49!

DELIVERS HERE FOR ONLY

- Immediate delivery on some models
- With only such accessories as you order
- With or without a trade-in
- Good allowance for your used car
- On cash or time payments



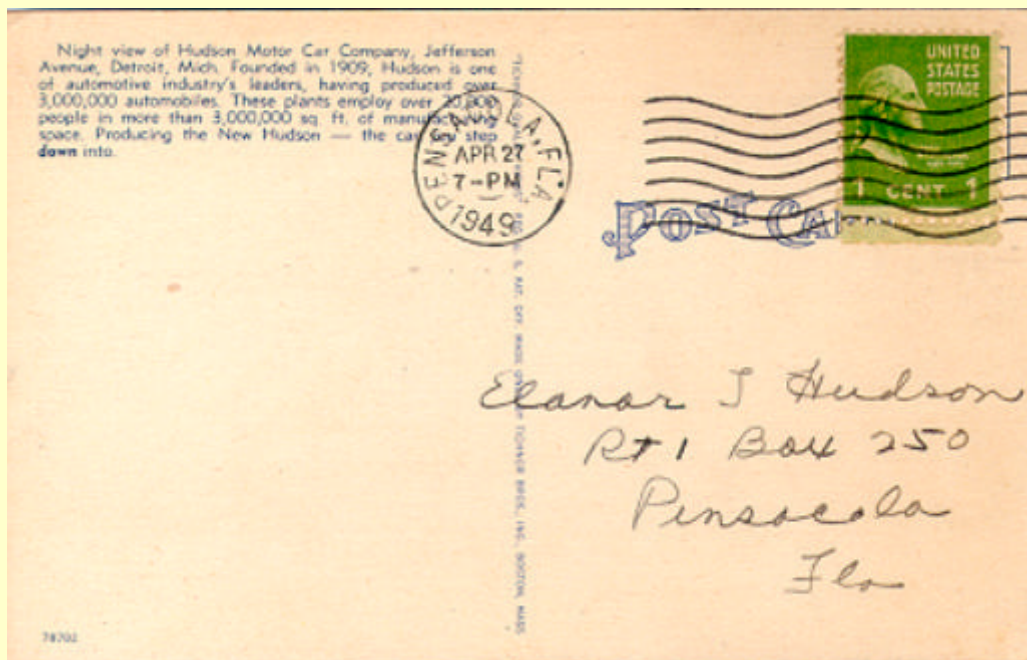
The only car you step down into — TRY HUDSON! SEE WHY IT'S LOWER . . . IT'S BETTER!



All yours,
but only on Hudson, as
standard equipment . . .

Exclusive "step-down" design—more head room and roomier seats than in any mass-produced car built today . . . all-new, high-compression 121 h.p. Super-Six engine . . . Hudson's Monobilt body-and-frame*, Triple-Safe Brakes and increased vision make Hudson, America's safest car, even safer . . . Dual Carburetion . . . Chrome-Alloy Motor Block . . . Fluid-Cushioned Clutch . . . Center-Point Steering . . . Super-Cushion Tires . . . Front and Rear Stabilizers . . . Metal Spring Covers . . . Teleflash Signals . . . Hand Rubbed Lacquer . . . Large Luggage Compartment . . . Arm Rests on front doors . . . Ash Receivers, each end, all seats . . . Twin Air Horns . . . Twin Windshield Wipers . . . Twin Sun Visors . . . Non-Rotating, Trigger-Operated Outside Door Handles . . . Locks on both front doors.
*Trade-mark and patents pending.

(SEE OTHER SIDE)



Coming Soon ...

The New Hudson

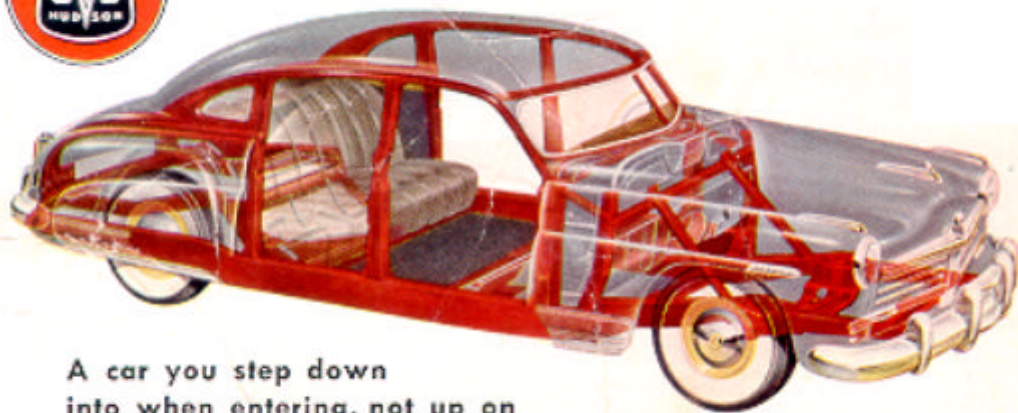


The lowest car on the highway—only five feet from ground to top, but with more inside head room than any other car built today. Seventy-seven inches wide, 207 $\frac{1}{2}$ inches long overall, this

gleaming beauty is a new kind of automobile—something you'll want to see the minute your Hudson dealer puts it on display—and that will be soon!



THIS TIME IT'S HUDSON!



**A car you step down
into when entering, not up on**

You ride *within* Hudson's new box-steel frame, not on top of the frame as in other cars. Note that the frame, shown in red in the phantom view above, completely encircles you, even outside the rear wheels . . . gives you "girder"

protection front, sides and rear! Structural members, body panels, roof and floor are welded into one solid unit—a Monobilt body-and-frame, giving unusual rigidity and stability. The new Hudson is America's safest car made safer!



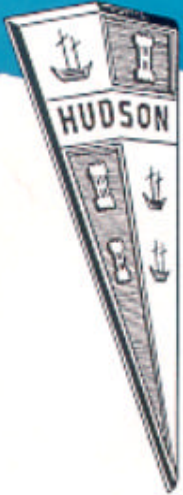
Ink Blotter Promo

Following is a brochure
detailing what paint colors
to use in Parts and Service Departments

Dean Meyer Collection

HUDSON

MOTOR CAR COMPANY
DETROIT 14, MICHIGAN, U.S.A.



Subject: New Standard Service and Parts Department Colors

Many Dealers are now remodeling and renovating their Sales rooms, as well as their Service and Parts Departments in preparation for normal peace-time operations. Likewise, many Dealers have already signed contracts for new buildings and we believe this is the proper time to establish a "Standard Service Department Color Trim" for walls, ceilings, floors and equipment.

It certainly is to the best interest of every Dealer to secure practical advice as to the proper selection of colors from some well established Paint Company. Many Dealers have called upon the Pittsburgh Plate Glass Company for this assistance and are very well pleased with the help given them.

Between the covers of this pamphlet are color specifications and chips to guide you in painting Service and Parts departments. Colors are listed for wall areas with regard to the total amount of natural light available. We suggest you carefully follow the specifications in color mixing where natural light is abundant, moderate or minimum, to take full advantage of the characteristics of each room.

The Pittsburgh Plate Glass Company has assisted in these Standard Service and Parts Department Color selections and we heartily recommend your calling on the Manager of their nearest Warehouse for help and advice.

Yours very truly,

A handwritten signature in cursive script, reading "C.C. McKellar".

Manager.
Parts and Accessory Merchandising.

C.C. McKellar:L

SHOP

WALLS . . . The predominating areas of wall space should be finished in Sea Foam Green UC-10116 or preferably in an intermix of equal parts of that color and White 26-6. This color used on long side walls, especially those faced by the employees at their work, provides for high light reflection and in addition, is a restful color which is conducive to eye comfort.

Smaller wall areas, such as end walls to be in Suntone UC-10118 or an intermix of equal parts of that color and White 26-6. This color is recommended for its cheerful and morale building effect as well as to provide a note of warm contrast with the cool Green of the remaining wall spaces.

LIGHT . . . The value of the colors to be used on the side and end walls should be determined by the total amount of light present.

If the light is:

- A. Abundant, use wall colors full strength, or preferably an intermix of one part of wall color and one part of White 26-6.
- B. Moderate, use an intermix of one part of wall color and two parts of White 26-6.
- C. Minimum, use an intermix of one part of wall color and three parts of White 26-6.

DADO . . . Focal Dark Blue Lavax Enamel has been established as standard for Hudson Service Departments. This color is used in the new Sign Program and will predominate in the new packaging of Parts and Accessories, Where an alternate

color is desired, we highly recommend Vista Green UC-10076. Both colors minimize the effect of carbon marking from exhaust fumes on walls and pillars. A dado 48 inches in height is suggested.

TRIM . . . Window sash in color of walls against which it appears. Large doors to be painted as continuation of wall and dado colors. Small doors may be finished in color of dado.

DOOR HANDLE AREA . . . Use semi-circle of Vista Green UC-10076 or Focal Dark Blue, if door handle is in space finished with wall color.

CEILING . . . For maximum light reflection it is generally best to paint the ceiling in the lightest tint of one or the other of the wall colors. However, in cases where a condition of visual clutter prevails, due to beams, pipes, etc., the ceiling area may be painted in Cascade Blue UC-10115 or preferably a light tint of that color.

Each color can be obtained by mixing one part of color and three parts of White 26-6; or if color scheme Light C is adopted, use an intermixture of one part of color and four parts of White 26-6.

FLOOR . . . Floors to be painted with Dixie Gray 3-17. Traffic lanes or aisles to be edged with four inch bands of Orange 11-3.

RADIATORS, PIPES, ETC. . . . In color of wall or ceiling against which they appear.

WASH RACK . . . Same treatment as remainder of shop except dado to be carried up to height of five or six feet.

STOCK ROOMS

WALLS AND CEILING . . . Walls and ceiling to be finished in Focal Ivory UC-10072 to provide for a maximum of light reflection and because, having a low gloss finish, it can be cleaned easily.

STOCK BINS . . . Front edges—Focal Light Gray UC-10075. Interior surfaces — Focal Ivory UC-10072 so that parts stored in bins will be more highly visible.

MACHINES

Non-critical portions or body of machines — Vista Green UC-10078 because it is an unobtrusive and retreating color and will not attract the employees' attention away from the operation being performed by the machine.

Critical or operating parts — Focal Ivory UC-10072 because it contrasts with the body of the machine and also throws the material or object being worked upon into strong relief. In addition it has the effect of relaxing light where needed most.

Danger zones and electric switches — Focal Orange UC-10081. This high-visibility color calls constant attention to danger areas and in addition, provides for ready location of switches.

In addition, if desired, all levers, cranks, hand wheels and other controls may be painted with Focal Yellow UC-10078, which, being highly visible, makes these parts readily located and thus increases ease and efficiency of operation.



SEA FOAM GREEN UC-10116



SUNTONE UC-10118



CASCADE BLUE UC-10115



SEA FOAM GREEN
WHITE 26-6 1 PART
1 PART



SUNTONE
WHITE 26-6 1 PART
1 PART



CASCADE BLUE
WHITE 26-6 1 PART
1 PART



SEA FOAM GREEN
WHITE 26-6 1 PART
3 PARTS



SUNTONE
WHITE 26-6 1 PART
3 PARTS



CASCADE BLUE
WHITE 26-6 1 PART
3 PARTS



FOCAL IVORY UC-10072



FOCAL LIGHT GRAY UC-10075



FOCAL ORANGE UC-10081



VISTA GREEN UC-10076



DIXIE GRAY 3-17



FOCAL DARK BLUE UC-10188



Akron, Ohio
 Albany, N. Y.
 Allentown, Pa.
 Amarillo, Texas
 Alhambra, Calif.
 Ann Arbor, Mich.
 Atlanta, Ga.
 Augusta, Ga.
 Aurora, Ill.

Baltimore, Md.
 Bakersfield, Calif.
 Beaumont, Texas
 Bellingham, Wash.
 Berkeley, Calif.
 Birmingham, Ala.
 Boston, Mass.
 Bronx, N. Y.
 Buffalo, N. Y.
 Burlington, Vt.
 Butte, Mont.

Centralia, Wash.
 Charleston, S. C.
 Charlotte, N. C.
 Chicago, Ill.
 Cincinnati, Ohio
 Cleveland, Ohio
 Columbia, S. C.
 Columbus, Ohio
 Corpus Christi, Texas

Dallas, Texas
 Danville, Ill.
 Davenport, Iowa
 Decatur, Ill.
 Denver, Colo.
 Des Moines, Iowa
 Detroit, Mich.
 Dubuque, Iowa
 Duluth, Minn.
 Durham, N. C.

Elgin, Ill.
 El Paso, Texas
 Erie, Pa.

Eugene, Ore.
 Everett, Wash.

Findley, Ohio
 Fort Wayne, Ind.
 Fort Worth, Texas
 Fostoria, Ohio
 Fresno, Calif.

Galesburg, Ill.
 Glendale, Calif.
 Grand Rapids, Mich.
 Greensboro, N. C.
 Greenville, S. C.

Hamilton, Ohio
 Hammond, Ind.
 Harrisburg, Pa.
 Hartford, Conn.
 High Point, N. C.
 Houston, Texas

Indianapolis, Ind.
 Inglewood, Calif.
 Iowa City, Iowa

Jackson, Mich.
 Jacksonville, Fla.
 Jeanette, Pa.

Kansas City, Mo.
 Kittinging, Pa.
 Knoxville, Tenn.

LaCrosse, Wis.
 Lexington, Ky.
 Lima, Ohio
 Lincoln, Nebr.
 Little Rock, Ark.
 Long Beach, Calif.
 Los Angeles, Calif.
 Louisville, Ky.
 Lynchburg, Va.

Macon, Ga.
 Madison, Wis.
 Manchester, N. H.
 Mansfield, Ohio

Mason City, Iowa
 Medford, Ore.
 Memphis, Tenn.
 Miami, Fla.
 Milwaukee, Wis.
 Mineola, N. Y.
 Minneapolis, Minn.
 Mobile, Ala.
 Montgomery, Ala.
 Mt. Vernon, N. Y.
 Muskegon, Mich.

Nashville, Tenn.
 Newark, N. J.
 New Castle, Pa.
 New Haven, Conn.
 New Orleans, La.
 New York, N. Y.

Oakland, Calif.
 Oklahoma City, Okla.
 Olympia, Wash.
 Omaha, Nebr.
 Oshkosh, Wis.

Paducah, Ky.
 Parkersburg, W. Va.
 Pasadena, Calif.
 Peoria, Ill.
 Philadelphia, Pa.
 Pittsburgh, Pa.
 Portland, Ore.
 Portsmouth, Ohio
 Providence, R. I.

Racine, Wis.
 Richmond, Va.
 Riverside, Calif.
 Roanoke, Va.
 Rochester, N. Y.
 Rockford, Ill.

Sacramento, Calif.
 Saginaw, Mich.
 Salem, Ore.
 Salina, Kan.

St. Joseph, Mo.
 St. Louis, Mo.
 St. Paul, Minn.
 San Antonio, Texas
 San Bernardino, Calif.
 San Diego, Calif.
 San Francisco, Calif.
 San Jose, Calif.
 Santa Ana, Calif.
 Santa Barbara, Calif.
 Santa Rosa, Calif.
 Savannah, Ga.
 Scranton, Pa.
 Seattle, Wash.
 Shreveport, La.
 Sioux Falls, S. D.
 South Bend, Ind.
 Spokane, Wash.
 Springfield, Ill.
 Springfield, Mass.
 Springfield, Mo.
 Springfield, Ohio
 Stockton, Calif.
 Syracuse, N. Y.

Tacoma, Wash.
 Tampa, Fla.
 Terre Haute, Ind.
 Tiffin, Ohio
 Toledo, Ohio
 Topeka, Kansas
 Tulsa, Okla.

Utica, N. Y.

Walla Walla, Wash.
 Washington, D. C.
 Washington, Pa.
 Wichita, Kansas
 Wilkes-Barre, Pa.
 Wilmington, Del.
 Worcester, Mass.

Younstown, Ohio

Zanesville, Ohio

Manufacturing Facilities

MILWAUKEE, WIS. — NEWARK, N. J. — HOUSTON, TEXAS
 LOS ANGELES, CALIF. — PORTLAND, ORE.

GENERAL OFFICES—GRANT BUILDING—PITTSBURGH 19, PA.



PITTSBURGH PLATE GLASS COMPANY

1949 Hudson

1949 Brochure

“Your New Hudson”

The following material is from the
Dean Meyer
Collection

HUDSON MOTOR CAR COMPANY

DETROIT 14, MICH., U.S.A.

May 13, 1949

MAIL ADDRESS
HUDSON CAR

Mr. Marlowe W. Lindberg
4833 North Hoyne
Chicago, Illinois

Dear Mr. Lindberg:

This is to welcome you to the great family of nearly a million Hudson owners, and to express our appreciation for your recent purchase of a New Hudson.

All of us, here at the factory and at your dealer's establishment, are earnestly interested in seeing to it that you receive from your new car even more pleasure and satisfaction than you anticipate.

Toward that end, we have prepared and are sending you with this letter, a booklet that will help you become thoroughly familiar with the many features and advantages of your fine new car.

You will find another handy booklet, your "Owner Manual," in the instrument panel locker of your car. Both booklets contain special information and valuable suggestions which will enable you to enjoy your New Hudson to the fullest. We know you will want to read them at your convenience.

To keep your car running and looking like new for a long, long time, may we suggest that you make use of Hudson Protective Service. This special, factory engineered maintenance is available at your Dealer's, and at any of the 3,000 Hudson Dealers on the North American continent.

Identified by the familiar Hudson Triangle, recognized the world over, every Hudson Dealer's service department is modernly equipped, well stocked with parts, and staffed with trained service men who know how to keep your car in the best of condition.

With best wishes for many, many miles of pleasant motoring.

Sincerely yours,



N. K. VanDerzee
Sales Manager

NKV:js

YOUR NEW Hudson

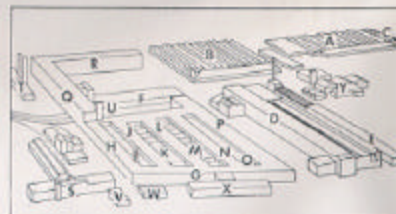


Copyright 1937, Hudson Motor Car Co.

This is where your new Hudson was built

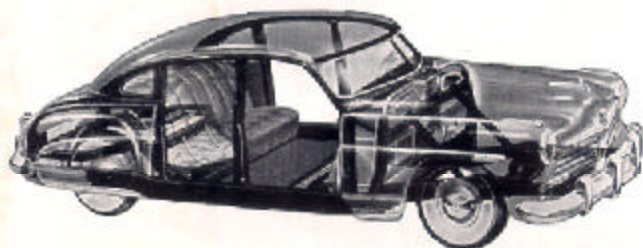
Your New Hudson was built in these great modern factories with 3,333,739 sq. ft. of floor space. More than 28,000 people are employed here, and more than 10 million dollars have been invested to bring you this new kind of automobile. Hudson builds its own axles, transmissions, Monobelt body-and-frames,* motors, and other major assemblies—67% in dollar volume of finished components are produced by Hudson's own production facilities in these superb factories. *Trademark and patents pending.

The above composite picture shows where Hudson motor cars are built: Upper right, building (A), Gear, axle manufacturing, assembly; (B), Service-parts assembly, export shipping; (C), Metal heat treating. Lower right, building (D), Monobelt body-and-frame manufacturing, building, painting. Center group, building (E), Underbody assembly; (F), Super-Six and Super-Eight engine manufacturing, assembly, testing; (G through P), Machine shops, metal heat treating; (A, L, M), Cushman, upholstery fabrication; (R, F, G, H, Q and R), Mils long assembly line; (Q), Production line for front end; (R), Final inspection, tune-up, material storage. Lower left, (S), Research, Experimental Laboratories, Engineering Buildings; (U), Medical Center; (V), General and Executive Offices; upper right, (W), Hudson Motors, Ltd., London, England.



Yours today!

Your New Hudson has a unique "step-down" design principle that gives you important advantages obtainable in no other motor car.



You ride down within the foundation frame of your New Hudson, cradled between front and rear wheels—with box-section steel girder protection on all sides, even outside the rear wheels.



Hudson seats are wider than the car is high. These seats—five feet, four inches wide in front—swee cozier than the seats in any previously designed American automobile. Head room, leg room, elbow and shoulder room aplenty, front and rear, in a gorgeously finished interior.

HUDSON, always outstanding for mechanical excellence, now brings you a graceful flow of low-built lines—the mark of the modern motor car—which is instantly recognizable because it comes not through compromise, but develops *naturally* out of a recessed floor, which is the key to a basically new and exclusive "step-down" design principle.

Because the New Hudson is the only car you step *down* into, space under the floor between frame members, which is usually wasted, is brought into the car and made available for passenger use. This use of a "step-down" zone in an exclusive, all steel Monohilt body-and-frame* permits Hudson to build the *lowest* car on the highway—only five feet from ground to top—while maintaining more than adequate interior head room. This is because the "step-down" zone permits floors, seats and top to be lowered, instead of just lowering the top down on the seats.

As you may already know, Hudson has a delightful bug-the-road way of going in cross-winds and on every conceivable kind of highway. This remarkable ride is largely due to the fact that Hudson's new "step-down" design provides the lowest center of gravity in any American stock car—yet road clearance is ample.

And you've undoubtedly noticed that Hudson's new design also provides an abundance of usable space—not only *wide* head room, but *cozier* seats than in any other mass-produced car built today!

In your New Hudson you ride in rare comfort between front and rear wheels (not just between axles) on wide, cloud-soft cushions. And as you ride, it is pleasant to think of the extra safety of box-section steel girder protection that is all around the passenger compartment, even outside the rear wheels.

As you become better acquainted with your New Hudson, you'll find that new measures of motoring comfort and luxury are yours to enjoy.

*Trade-mark and patents pending.

Get set for Super Driving...with Hudson Drive-Master!

IF YOUR new Hudson is equipped with Hudson Drive-Master, you'll find it the easiest of all ways to drive! Nothing new to learn—you accelerate as long and as fast as you like in Hudson's silent pick-up gear, then lift your toe slightly, and you're in high! To stop, just apply the brake—no creeping, no inching ahead.

In all normal straight-ahead driving there's no clutch pushing, no gear shifting—gears change only when you are ready. Drive-Master does all the work, but you are *in command*.

Only Drive-Master gives flexibility of 3 driving methods

You have your choice of three driving methods with Drive-Master—no other so-called "automatic" shift offers you so much. A handy 3-position switch on the instrument panel provides a choice of three driving methods (1) Drive-Master operation, (2) Vacuumotive drive or (3) conventional clutch-and-hand-shift driving.

When switch is turned to right (Hudson Drive-Master), clutch operation and gear shifting is automatic. You simply use the accelerator to start and maintain desired speed, and the brake to stop. Turn switch to left (Vacuumotive) for hand shifting without clutch pushing. Center "off" position gives you conventional driving.

To operate your Hudson Drive-Master

1. Drive-Master

Start engine with Handy Shift lever in neutral position.

Turn switch to right (Hudson Drive-Master) position.

Move Handy Shift lever to "high" gear position.

Press accelerator to go. Car remains in "silent pick-up" gear for smooth, rapid get-away. Accelerate as long as you desire.

Lift your toe ever so slightly from the accelerator and your car is automatically moving smoothly along in high gear.

To stop, just apply the brake. There's no creeping; your car stands perfectly still. Ready to go again, step on the accelerator. (While car was stopping, Drive-Master automatically shifted transmission back down to Hudson's silent pick-up gear.)

For reverse, place Handy Shift lever in "reverse" position and press accelerator. For continued low gear operation on steep hills or in heavy going, place Handy Shift in "low" gear and control speed with accelerator. Still no need to use the clutch pedal.

Automatic operation of the "silent pick-up" gear and "high" gear is effective only when Handy Shift lever is in "high" position. Gears shift up automatically when accelerator is used, and shift down when brakes are applied and car speed falls below 10 to 13 miles per hour.

2. Vacuumotive Drive

Hand gear shifting with automatic clutch operation is instantly available by turning switch to left of the "off" position.

Shift gears with Handy Shift lever in conventional manner without pushing clutch. Gear shifts are made in the usual manner, pausing slightly in neutral position before moving lever to next gear position.

3. Conventional Driving

If some member of your family prefers conventional driving, or if you wish to set your car for conventional driving when you leave it at a garage or parking lot, just turn switch to center position. Car is then operated only with manual gear shifting and clutch operation.

Drive all day with 3 easy motions with Drive-Master

START

... switch to right, start and slip Handy Shift to "high" position.



2. TO GO

... press the accelerator. You are in "silent pick-up" gear until you lift your toe from accelerator—then you're automatically rolling in "high."



3. TO STOP

... apply brakes. When you come to a stop, you stop! Your car stands perfectly still, but ready to be off again the instant you touch the accelerator.



All weather comfort with Hudson Weather-Control



You can take winter's worst with a smile if your New Hudson is equipped with Hudson Weather-Control . . . and you get new summer comfort, too. Hudson Weather-Control is one compact unit, installed under the instrument panel, and incorporates a four-fold heating—ventilating—conditioned air—defrosting system . . . It is more than the ordinary heater. Your car is filled with fresh air the year around . . . gently pressure-circulated . . . warmed in winter to the temperature you select. Steam and frost are banished from windshield and windows . . . vision is unhampered.

How to operate your Hudson Weather-Control

- 1. Open cowl ventilator . . .** This is important as degree of opening controls volume of fresh air entering your car through the Hudson Weather-Control. Rain is trapped and drains off.
- 2. Select temperature . . .** In winter, pick the temperature you want by moving control lever (located at base of Weather-Control unit) to the right. Action controls the amount of heat by regulating volume of hot water passing through the Weather-Control coils. Temperature you select is automatically maintained by thermostat control located on the dash panel, just below right side parcel locker. When lower control lever is moved to extreme right, thermostat allows maximum amount of heat to be delivered, regardless of temperature. When lower control lever is moved to extreme left, thermostat is inoperative and no heat is delivered by Weather-Control. See "Summer Driving" instructions below.
- 3. Windshield defrosting** is by means of blower fan, operated by turning knob in center of Weather-Control unit to "high" or "low."
- 4. Summer driving . . .** Open cowl ventilator and move control lever to extreme left for fresh, filtered air when car is in motion. For more air, use ventilating wings and windows to provide desired ventilation.
- 5. When car is in motion** it is not necessary to turn on the blower fan. Car movement scoops in a steady stream of outside air. When traffic or other delays reduce forward motion, or when car is stopped, turn on blower fan to maintain air volume and temperature.

More Comfort and Pleasure

Hudson Weather-Control admits two to three times the volume of air taken in by systems employing long, angling ducts. No danger of monoxide fumes and gases because Weather-Control air is taken from the outside through cowl ventilator, not from under hood. Air is fresh as outdoors . . . free of dust.

Only air gets in . . . rain is trapped and drains off, dirt and insects are blocked by a sturdy cowl screen. Cowl ventilator can be left open all the time, rain or shine.

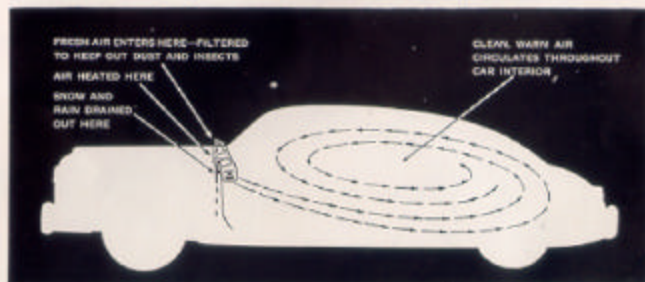
Car movement forces in plentiful air, and if traffic causes you to slow down or stop, a quiet blower fan (switch operated) brings in fresh, outside air for constant comfort.

Volume of indrawn air can be regulated by the cowl ventilator opening. Weather-Control does not reheat "dead," smoky, impure air. Hudson's way of doing something about the weather will add worlds to your motoring comfort and pleasure.

If your New Hudson is not already Weather-Control equipped, have one installed by your Hudson dealer.



Forward motion of car forces abundant fresh air through the cowl ventilator for gentle pressure circulation to both front and rear compartments.



Exclusive Features . . . All yours in your new Hudson

Fluid-Cushioned Clutch . . . Exclusive with Hudson. Patented, longest wearing clutch design. Clutch plate operated in a cushion of shock absorbing liquid. Smoother, easier action. Grabbing and chattering eliminated. Costs more to build but costs you less to use.

Chrome-Alloy Engine Block . . . Exclusive with Hudson. Engine block made of the hardest metal used in the industry. No need for valve seat inserts. Reduces wear, prolongs life, minimizes costly valve and piston replacement. Outwears ordinary engine blocks.

Hudson Drive-Master . . . Exclusive with Hudson. Take your choice of three methods of driving to meet traffic or weather conditions or your own desires. Nothing new to learn. (Optional at extra cost. See page 4 for a complete description of this unit.)

Triple-Safe Brakes. Finest 4-wheel hydraulics plus a reserve mechanical braking system that takes hold automatically from the same foot pedal if ever needed. Should hydraulics ever fail, as they can in any car through leakage due to accident or service neglect, the mechanical reserve system is ready to function. Also finger-tip release parking brake lever conveniently located within easy reach of driver.

Spark Plugs—Special, advanced design developed by Hudson engineers. Trouble-free life is approximately three times greater than that of conventional type. Short-circuiting from moisture and accumulated grease and dirt is materially reduced with "fluted" insulators.

Pinned Piston Rings—Each piston ring is pinned in position to prevent rotation chatter, irregular and eccentric wear. Exclusive with Hudson among all American-built cars.

Midship Propeller-Shaft Bearing—Propeller-shaft train from transmission to rear axle is carried in a steady bearing, mounted in rubber to assure smooth, vibrationless operation.

Non-Glare Instrument Panel—Top is finished to absorb light and reflections. Scientific grouping of round, easily-read instruments. Plastic numerals and indicator fingers are illuminated with soft, non-glaring light for greater visibility day and night.

Hudson Weather-Control . . . Exclusive with Hudson. A continuous flow of fresh air circulated throughout your car at all seasons. Warmed to temperature you select in winter. No steamed or fogged windshield or windows. Good ventilation even in a heavy rainstorm. (Optional at extra cost. See page 5.)

Hudson all steel Monobilt body-and-frame* . . . Exclusive with the New Hudson. The greatest advancement in motor car engineering today. A rugged, welded body-and-frame with lower center of gravity and roomy, comfortable interior, America's safest car made safer. These outstanding Hudson exclusive features, plus dozens of others in your New Hudson, all add up to thousands of miles of dividends in comfort, safety, economy and long life throughout the years. *Trade-mark and patents pending

◀ Lounge-Type center arm rest, 16" wide, in rear compartment of Commodore Custom Sedan and Commodore Custom Club Coupe, folds back with seat back when not in use.



Leadership is a habit with Hudson

Sparked by outstanding and inspired engineering, Hudson has always been a leader in advanced automotive design and performance.

As an indication of Hudson leadership, Hudson-built cars hold 149 official American Automobile Association records . . . more than any other stock car. Every record officially certified.

These performance and endurance records, the result of sound design and quality manufacture, are no accident. Hudson motor cars are

more than 67% produced (by dollar volume) in Hudson's own factories. Hudson operations are controlled through a close-knit system of co-ordinated engineering and manufacture, unique in its field, which results in production of consistently better automobiles.

Hudson has pioneered scores of important improvements in its 39 years of precision manufacture—many having been adopted by the entire industry—many still being enjoyed exclusively by Hudson owners.

Some of Hudson's most outstanding "firsts"

- | | |
|---|---|
| 1910 Fluid-Cushioned clutch (Exclusive with Hudson) | 1935 First bodies all of steel |
| 1912 First successful 6-cylinder car at a popular price | 1935 Shifting of gears at steering wheel |
| 1913 First sedan-type body | 1936 Patented triple-safe brakes—hydraulic and reserve mechanical systems from same foot pedal—plus fingertip-released parking brake (Exclusive with Hudson) |
| 1916 Compensated, inherently-balanced crankshaft | 1937 Full 8-passenger-width seats |
| 1920 First coach (first low-priced closed car) | 1939 Foam rubber seat cushion. |
| 1921 Adjustable seats | 1941 Vacuum Drive (Exclusive with Hudson) |
| 1926 First steel bodies built on a production basis in manufacturer's own plant. | 1942 Drive-Master—no clutch, no-shift driving (Exclusive with Hudson) |
| 1926 Starter button on instrument panel | |
| 1928 First natural-grip steering wheel | |
| 1929 Duo-Flo oiling—patented (Exclusive with Hudson) | |
| 1932 Chrome-alloy cylinder blocks in the low price field (Exclusive with Hudson) | |
| 1934 Direct-action shock absorbers | |
| 1934 Rear luggage compartment and enclosed spare tire | |

Now, in addition to all these, the new Hudson brings you

1948 All steel Monohilt body-and-frame* with new lower center of gravity (Exclusive with Hudson)

1948 More usable space, side to side and bumper to bumper
*Trade-mark and patents pending

Planned, systematic care and maintenance is important

YOUR NEW HUDSON is a product built to furnish smooth, effortless driving and comfort. Therefore, the engine and motive units have been built to extremely close limits for the best and most efficient operation. It is very important that your new motor car be "broken in" carefully for utmost satisfaction.

To aid in this procedure, all Hudson cars leave the factory with a special governor attached to the carburetor to limit the car's top speed for the first 500 miles. Your Hudson dealer will remove governor when your car has been driven 500 miles. Avoid racing the engine and do not use high speeds unless the engine is thoroughly warmed up. The engine oil should be changed when the governor is removed. Recommended top speed limits for the "break-in" period are as follows:

0— 250 miles.....	40 m.p.h.
250— 500 miles.....	50 m.p.h.
500—1000 miles.....	60 m.p.h.

Read Your Hudson Owner's Service Policy

Your Hudson dealer and the factory have joined in providing an Owner's Service Policy which gives you free major inspections when your car has traveled 1,000 and 2,000 miles, respectively. Take your car in to your Hudson dealer promptly at each of these periods in addition to the 500-mile period mentioned above.

In addition, the Owner's Service Policy is your guarantee that parts and defects in workmanship or material are replaced within 90 days or for the first 4,000 miles, whichever occurs first. Please read the Warranty and Service Policy for complete information.



Regular Maintenance Means Fewer Repairs

For thrift and satisfaction, take your new Hudson to your Hudson dealer regularly for lubrication. His mechanics know how to put the right lubricant in the right place at the right time. A Hudson uses exceptionally little oil, as thousands of owners can tell you. How much, depends on the driver, speed, weather, etc. A safe rule is to have your engine oil changed after the first 500 miles and at intervals of 2,000 miles thereafter. Refer to your Owner Manual for full information.

Clutch Lubrication

Hudson's exclusive Fluid-Cushioned clutch is the longest-wearing clutch made. To maintain its fine performance, it should be lubricated every 5,000 miles with Hudsonite Clutch Compound . . . a special lubricant developed and distributed by Hudson.

Insist on having Hudsonite lubricant used in your clutch. Accept no substitute. Hudson distributors and dealers naturally use Hudsonite Clutch Compound and it is made available to all other service stations.

Use Hudson Protective Service

An important and valuable feature of Hudson ownership, too, is that all Hudson distributors and dealers are qualified to render efficient, capable and economical service. Therefore, wherever you may go, you will find there's an authorized Hudson distributor or dealer nearby, one of 3,000, ready and eager to serve you.

Hints for Economical Driving

Even with all Hudson's advantages, a large part of economical operation is up to you as driver and owner.

The same car may show widely varying operating costs in the hands of drivers with different driving habits.

If you desire peak economical transportation, we suggest that you check your car and your driving against the following rules. The more of them you follow, the more money you'll save every mile.

Keep Your Car in Shape

1. Your carburetor should be adjusted to provide the most economical mixture of gasoline and air to fit the season of the year.
2. Your Hudson's ignition system and spark plugs should be checked regularly to assure economical performance at all times.
3. A properly tuned engine is always the most economical. Have engine tuned at an authorized Hudson service station every 5,000 miles.
4. Keep your car properly lubricated at all times.
5. Keep the cooling system free from rust and filled to the proper level.
6. Tires that are not properly inflated will wear prematurely. Watch tire pressure. It should be 24 lbs. for your Super-Cushion tires.
7. Brakes should be kept adjusted. Brake lining and tires will last longer if you make gradual stops instead of sudden stops.
8. Depend on Hudson Protective Service to keep your new Hudson in tip-top condition. At your Hudson distributor or dealer, you are always sure of a friendly welcome, expert workmanship, genuine Hudson parts—prompt and courteous attention to your every need.

Drive Carefully to Save Gas

1. Keep within a reasonable, safe speed. High speed costs money, increases fuel consumption. (See chart at lower right.)
2. Speed also governs oil consumption to a great extent. The average car uses much more oil at 50 miles per hour than it does at 30.
3. Start slowly . . . fast acceleration in first and second gears uses excess gasoline, is dangerous when roads are slippery.
4. Stop slowly where possible. Coast up to traffic lights with clutch engaged. This saves tires and brakes as well as gas and oil.

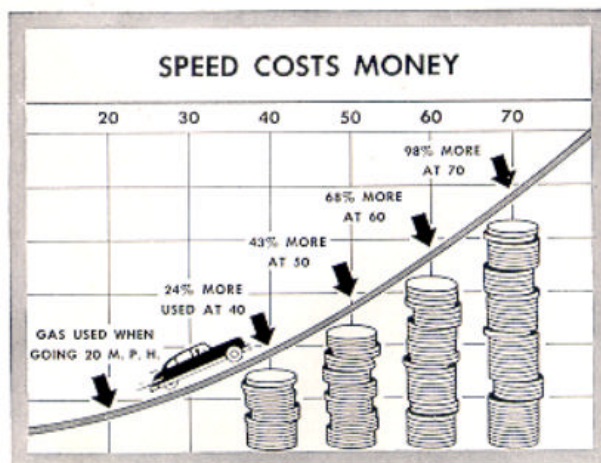


Chart showing comparative fuel consumption in average cars at speeds ranging from 20 to 70 miles per hour.

Driving Safely

MAKE it a habit to keep your mind on your driving, to keep your car under control, and to observe traffic rules, and you'll get a lot more enjoyment from motoring. You'll avoid accidents and get places just as fast as careless motorists who forget these things.

Can you always stop in time?

(See chart of stopping distances)

Chances are you can't stop as quickly as you think.

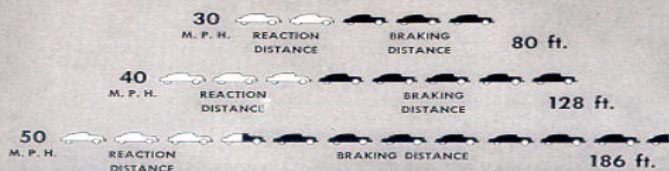
Traveling at only 20 miles an hour, the average car will go at least 22 feet while you move your foot from the accelerator to the brake pedal. Under the best conditions, it will take another 21 feet—or a total of 43 feet—before you can stop.

This stopping distance increases with speed. At 40 miles an hour it is 128 feet; and at 60 miles an hour, 254 feet before you can stop. The National Safety Council is the authority for these figures for average cars under average conditions.

How should you drive at night?

Your new Hudson has the finest headlights, but driving after dark requires special care, for you can't see as far ahead as in the daytime. Suppose your headlights suddenly show a barrier 150 feet ahead on the road, and you're driving 50 miles an hour—you are *outriding your headlights*, for at that speed you may not be able to stop in less than 186 feet. That's 36 feet too late!

CHART OF BRAKING DISTANCES



Avoid looking directly at approaching headlights. Lower your own lights for oncoming cars, don't take the chance that a "light-blinded" motorist will run into you. Watch your side of the road for pedestrians or parked cars as well as highway "warning" signs.

Be safe at all times.

Touring Tips

YOUR new Hudson is particularly well suited to "life on the road." It has the roomiest seats so that passengers can relax in comfort. Your Hudson's power and endurance, combined with economy of gas and oil, enable it to pile up miles and keep down cost.

All in all, you have a car truly built for travel and since so many Hudson owners take advantage of this, we are offering a few suggestions which may help you enjoy your trips even more.

A little time spent in preparation for a long trip may save you much inconvenience and expense, add much to your pleasure.

The first step, of course, is to have your Hudson dealer make a general check-up on your car: tires, lights, electrical system, brakes, lubrication, engine performance. Start off right and you'll have a better trip.

Check List of Things to Take with You

For your convenience we are listing below some of the items that may be useful. Check over this list before you start and take what you think you will need:

- | | |
|------------------------------------|--|
| Driver's License | Hudson Magnalite |
| Registration Card | Thermos bottle and cups |
| Hudson Owner's Identification Card | First aid kit |
| Extra set of car keys | Compass |
| All tools in car | Paper handkerchiefs |
| Sun glasses | Maps |
| Camera and film | Directory of eating and lodging places |
| Clean rags | Tire chains |
| Work gloves | Extra fuses |

Winter Driving



Your new Hudson is truly an all-weather car. It is scientifically insulated to keep you comfortable. It has many improvements adapting the engine to cold weather performance. Very little care is needed to enable you to take winter in your stride. These winter driving hints, however, may be helpful to you.

Cold Weather Check-up—The easiest and safest way to prepare for a winter of driving pleasure is to take your car to your Hudson dealer before the first real cold snap. He knows what should be done . . . has the special equipment needed to do it.

Starting—You should have no trouble at all starting your Hudson in the coldest weather if you do this: Depress accelerator pedal at least half way and release slowly. Then press starter button. If you should accidentally flood the engine, press the accelerator all the way to floor when pressing starter button on instrument panel.

Anti-Freeze—The use of Hudson Anti-Freeze is recommended. Avoid solutions containing calcium salts or other ingredients which promote electrolytic action. Glucose and honey clog the radiator; kerosene and fuel oil expel inflammable vapors. Read your Owner Manual for complete details; see your Hudson dealer for best results.

Battery—Check for water level at least once a month. When adding water in cold weather, run the engine for a short time to mix the distilled water properly with the acid. Otherwise, water may freeze.

Lubrication—Improper oil or lubricants become thick and gummy in cold weather. Starting, performance, economy and life of vital parts will suffer. Depend on your Hudson dealer for the right lubricants.

Know your traffic laws

It is a good idea to keep up-to-date with your local and state traffic laws and understand them thoroughly.

Speed Limits—Any unsafe speed is unlawful. Sometimes the "safety" speed limit will be no more than 10 or 15 miles an hour, even when the stated speed limit is 25 miles an hour. This often happens when traffic is heavy or when streets are slippery. For safety at all times, adjust your speed to the road and traffic conditions.

Look Before You Start—When pulling out of a parking place, starting across an intersection, changing from one traffic lane to another or

(Continued on next page)



SHORT TURNING RADIUS

Turning radius is only 20 feet—despite a long, 124-inch wheelbase.



EASY TO PARK

Unobstructed visibility, easy steering and short turning radius makes parking easy.

backing out of a driveway, never assume that "the other fellow" isn't there. Look and be sure you can go safely without interfering with traffic.

Going Down Hill—A good general rule is to go down hill in the same gear required coming up. Less braking will then be required.

Overtaking and Passing—Allow yourself plenty of time and plenty of room. If the car ahead is going 40 miles an hour, you have to go the distance of eighteen cars parked bumper to bumper to pass it. It's better to lose a few seconds than lose a life.

Skidding—Slippery streets offer hazards you cannot avoid but which you can reduce by extra caution. The first precaution is the reduction of speed. Avoid stopping if you can, and keep the clutch engaged as much as possible so that the engine will act as a brake. If you must stop, make it a gradual stop—"pumping" the brake pedal. Accelerate slowly, preferably in high, and avoid spinning your wheels. If your car goes into a

skid, turn the front wheels in the direction of the skid and take your foot off the accelerator gradually.

Signaling—Before starting, stopping or turning, first see that the movement can be made safely; then indicate your intentions with the appropriate signal. For safety, while car is in motion, signals should be made 100 feet or more from the point where any stop or turn is to be made.

Rounding Turns—Instead of keeping up speed until you are well into a turn, apply your brakes when approaching the turn, enter it at reduced speed and then accelerate again on the straightaway. This gives you complete control of car.

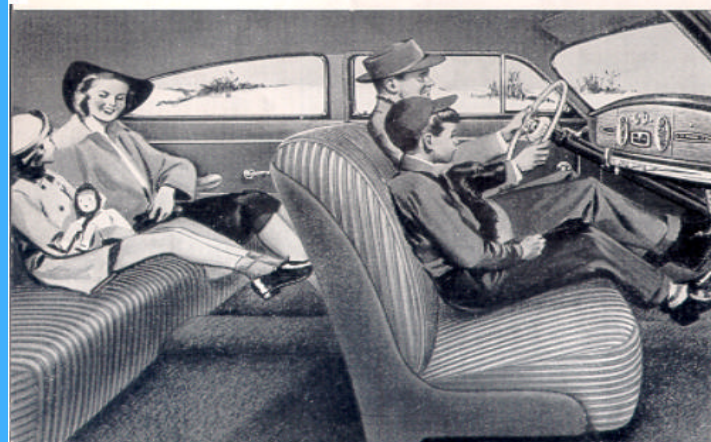
Tire Blowouts—If you should have a blowout, hold the car steady until it slows down to a moderate speed and then apply the brakes while steering car in straight-ahead direction.

Equipment—State laws vary considerably as to what equipment you may carry and what you are required to carry. Brakes, lights and other equipment on your Hudson are designed to comply with all legal requirements. Have equipment checked at reasonably frequent intervals by your Hudson dealer.

The foregoing digest of important driving rules hits only the high spots. A good general guide is the Rule of Courtesy. On the highway, as in other public places, simple courtesy will properly regulate many situations. Read what Edgar Guest, America's best known poet, has to say about "Courtesy," on the back cover of this booklet.

You drive safest when your car is in its best condition.

Factory engineered service—quick, efficient, economical service, performed by factory trained mechanics with modern equipment and time-saver tools, is always available at your Hudson dealer.



available wherever you travel

For the most dependable and economical service—Hudson Protective Service—go to your Hudson distributor or dealer.

His staff of trained experts knows Hudson motor cars and is capable of diagnosing disorders accurately. These men are trained in factory methods, kept up-to-date on new developments.

Three thousand Hudson distributors and dealers blanket the North American Continent. Wherever you go, you will find authorized Hudson service nearby, and ready to serve you.

You are assured of genuine Hudson parts when you go to your Hudson distributor or dealer. These parts, manufactured in the same factory over the same specifications as the original parts, assure you of proper quality and clearances.

Then, too, you are sure of fair prices. All Hudson distributors and dealers have standard prices on replacement parts and flat rates on most labor operations.

Most important—your Hudson distributor or dealer considers you his customer. He wants you to continue as his customer and realizes that the best way to keep your business is to give dependable service at reasonable prices.



Every dot on the map on the opposite page marks the location of an authorized Hudson dealer, identified by the sign shown above. Every star on the map represents a Zone Office or Distributor Parts Depot, where large, reserve parts stocks are located to meet regular or emergency needs.

Look for the familiar Hudson TRIANGLE—the sign of a Hudson distributor or dealer equipped and willing to take care of your entire motoring needs.



COURTESY

By EDGAR A. GUEST

Not the "right of way" when driving,
but the simple way of right,
And never once forgetting to be
courteous and polite.
A little bit of patience
as behind the wheel you sit,
And you'll never lose a fender,
and a child you'll never hit.

Oh, the worst of phrases ringing
all through motordom today
Is that selfish bit of wording
that is known as "right of way."
It has filled the graves of many
who have sped some road along . . .
Since Death never asks the question,
is the driver right or wrong.

Just a little thought for others;
just remembering to be kind;
Just the willingness in traffic
to slow down and stay behind;
Just the show of gracious manners
which all gentlefolks display,
And the accidents that happen
will be fewer day by day.

Just control that flash of temper
when another sounds his horn:
In the car may be a mother
soon to have her baby born.
Be considerate in your driving,
and be courteous and kind,
And you'll reach your dwelling safely—
and you'll keep your peace of mind.

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SURPRISED AT
THE HIGH DOLLAR
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