



At long last . . .

We believe you will choose your next new car with more than ordinary care, because of your experience in difficult years of wartime driving.

Automobiles, since 1942, have been tested as never before. Faults, however small, have not escaped attention. Good qualities have been proved again and again.

So, we are confident you will value more than ever those solid advantages that came first when cars *had to stand up*. Reliability. Safety. Endurance. Low-cost operation.

But now that you again can travel far and wide, with a full tank and sound tires, we feel sure you will also want the extra smartness and luxury—all the fine style touches—that were of second importance in wartime transportation.

You will find a full measure of *all* these qualities in the new 1946 Hudsons—cars that bring new meaning to a fine old name.

Back of them is a large, strong company, now in its 37th year—with engineering and plant facilities second to none for the production of fine automobiles; and a veteran organization whose old skills have been enriched by important war assignments of the most exacting nature.

This book has been prepared to give you information about these new Hudsons in the hope that it will help you choose a car you will own with pride and drive with complete satisfaction.

HUDSON MOTOR CAR COMPANY, DETROIT 14, MICHIGAN

The 1946 HUDSON, "The Fine Car of Low Price," is offered in a Super Series and a distinguished Commodore Series. All cars of both series are available in either Sixes or Eights, to give you a choice of horsepower with the type of equipment and appointments you prefer.



At ease!

Comfort, in a 1946 Hudson, is the result of thoughtful, expert attention to *everything* that can help keep you "at ease" as driver or passenger.

Three's no crowd on any seat! Hudson was first to make every seat a *full 3-passenger* seat—and you'll find that leadership again in 1946 Hudsons. Plenty of seating room—elbow room—head room—leg room!

Seats, front and rear, are chair high—designed to fit every contour of the body, and prevent that "mile weary" feeling. With a finger touch, the front seat slides forward or back over a full 4-inch range—and as it goes forward it moves slightly upward to give full support for knees, along with just the right amount of leg room.



Luggage and passengers don't mix! Years ago, Hudson engineered the first enclosed rear luggage compartment—and today the 25-cu. ft. compartment in 1946 Hudson Sedans and Broughams has actually *double* the capacity of some others. And note—you mount your spare tire upright at the side (another Hudson "first"), where it is out of the way, yet can be removed without disturbing an ordinary load of luggage.

There is also a 970-cu. in. package locker (with sturdy lock) in the instrument panel—lots of room for parcels, maps, camera, odds and ends.

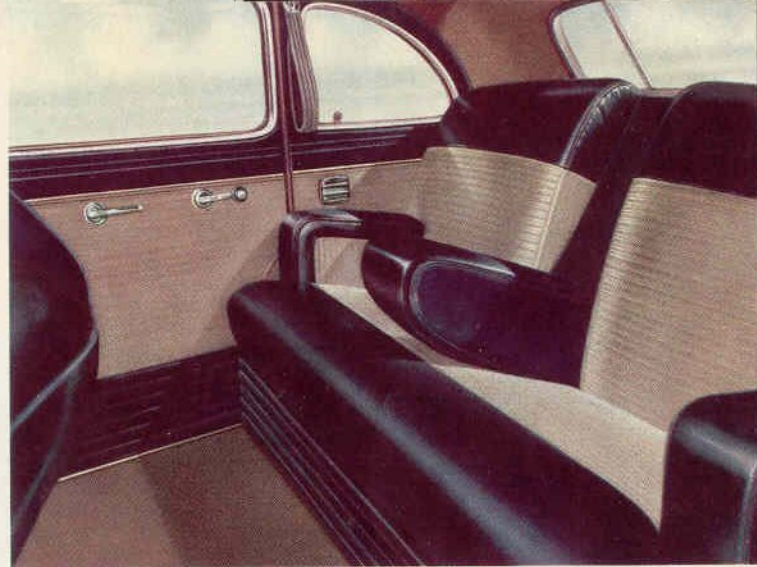


Have you ever ridden on a cloud?

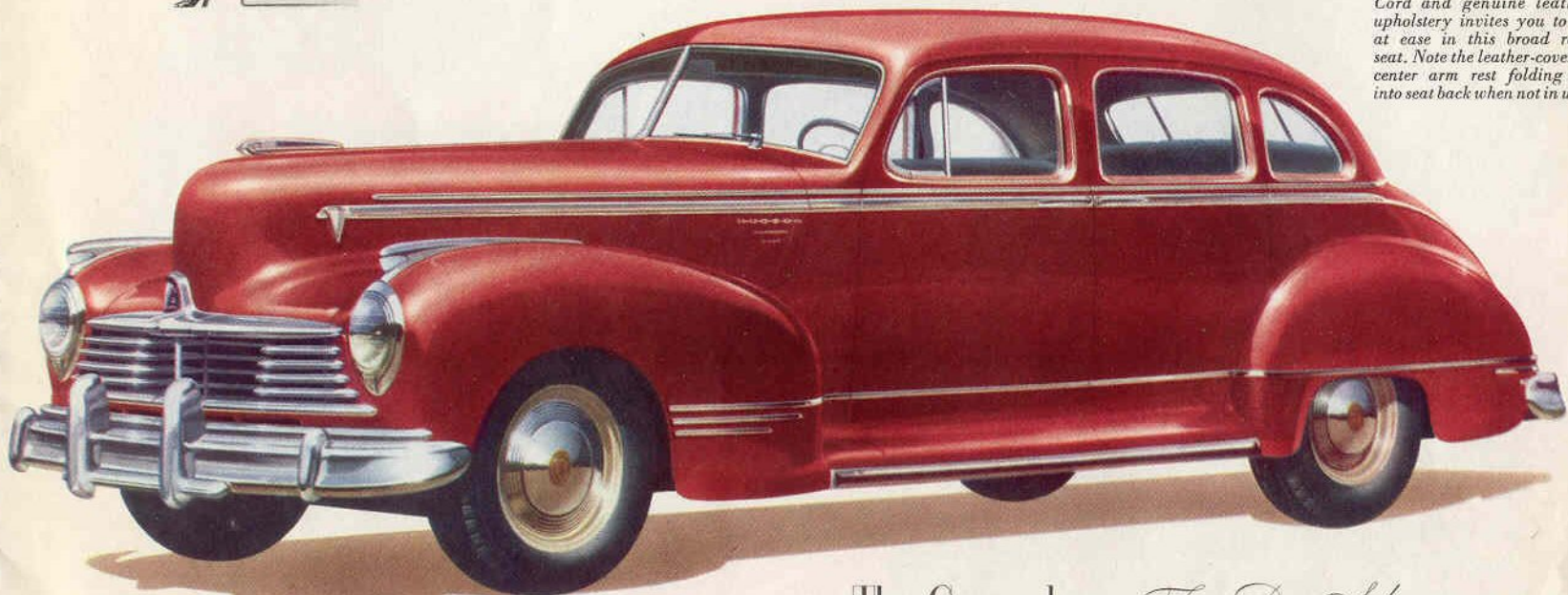
There is something of that sensation in riding on Airfoam seat cushions, which Hudson was first to offer in a motor car. Moulded from pure latex, Airfoam is almost unbelievably soft, yet firm enough

to give the most restful support to your body. It is cool because it "breathes" through thousands of tiny interconnected pores; it wears indefinitely without sagging or losing its shape. Airfoam seat cushions are standard in the 1946 Hudson Commodore Series—available at small extra cost in other models.

"Little things" that count for comfort! You'll like the swivel front seat in Hudson Broughams and Club Coupes; it pivots forward to give plenty of room when you enter or leave the rear seat. Look, too, for the "little" things that mean so much to comfort. Wide doors. Sun visors. Arm rests. Ash trays. Assist straps. Dome light. Clock. And many more. Do you want them in your next car? You will find them in any 1946 Hudson.



The harmony of rich Bedford Cord and genuine leather upholstery invites you to be at ease in this broad rear seat. Note the leather-covered center arm rest folding up into seat back when not in use.



The Commodore *Four-Door Sedan*

for 6 passengers . . . 121-inch wheelbase . . . 102 h. p. in the Six; 128 h. p. in the Eight. Also offered in a 2-door Brougham for 6 passengers, and a Club Coupe for 5.



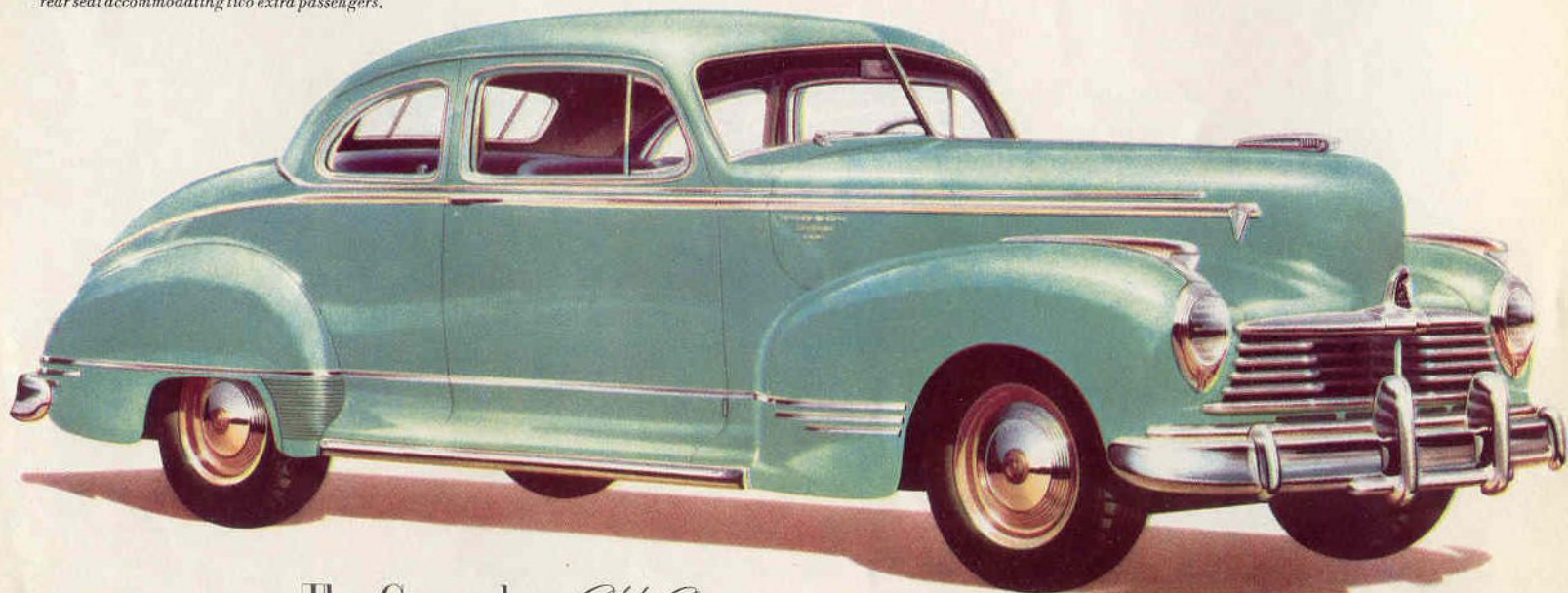
The front seat of the Commodore Club Coupe pivots forward, allowing easy entrance to a rear seat accommodating two extra passengers.

For drivers who don't

With Hudson Drive-Master, you do away with clutch pushing and gear shifting in forward speeds. That is why we describe it as "the easiest of all ways to drive." There is nothing new to learn, but you can forget the clutch entirely—your left foot has no work to do. And you never need use the gear lever in any forward speed.

Drive-Master has many advantages over other "clutchless" driving devices. First, it is mechanically simple and compact—tested and proved remarkably trouble-free through years of wartime driving.

It is inexpensive, too—added at small cost when you order any 1946 Hudson.



The Commodore Club Coupe

for 5 passengers . . . 121-inch wheelbase; 102 h. p. in Six or 128 h. p. in Eight. Available, as are all 1946 Hudsons, in a wide range of 9 new standard colors, as well as 4 extra-cost, two-tone combinations.

like "Footwork"

Drive-Master allows you to accelerate as long or as fast as you like—shift when you are ready—all with the toe on the accelerator pedal. That's important in traffic or on hills.

When you're stopped at red lights, there's no "creep"—no inching ahead. Acceleration is always fast and smooth.

(NOTE: Hudson, in 1935, was first to introduce gear shifting at the steering wheel. The Silent Handy Shift is there, if for any reason you wish to drive the conventional way.)

We invite you to take the wheel of a 1946 Hudson, with Drive-Master and a score of other easy driving features.

Hudson True Center-Point Steering, for example—the most accurate, easy-to-handle system known—formerly found only on the most costly cars. The push-button starter on the dash. The illuminated ignition lock (no fumbling in the dark). The Teleflash Signals that flash red if oil pressure is low or your battery is not charging. The fully automatic choke.

With Drive-Master—This Is All You Do . . .

TO START . . .

First, press the Drive-Master button on the dash. Start the motor, and slip the gear selector into "High" position. You're all set now for a whole day of average driving.

TO GO . . .

Just step on the gas and go! You're in Drive-Master's "Silent Pick-Up Gear". Then lift your toe from the accelerator pedal—and you're in "High." The gears are shifted automatically!

TO STOP . . .

Just use your brake. When you come to a stop, you stop! Your car stands perfectly still. When you're ready to go again, there's still no clutch pushing—no gear shifting. You simply press the accelerator—and go.





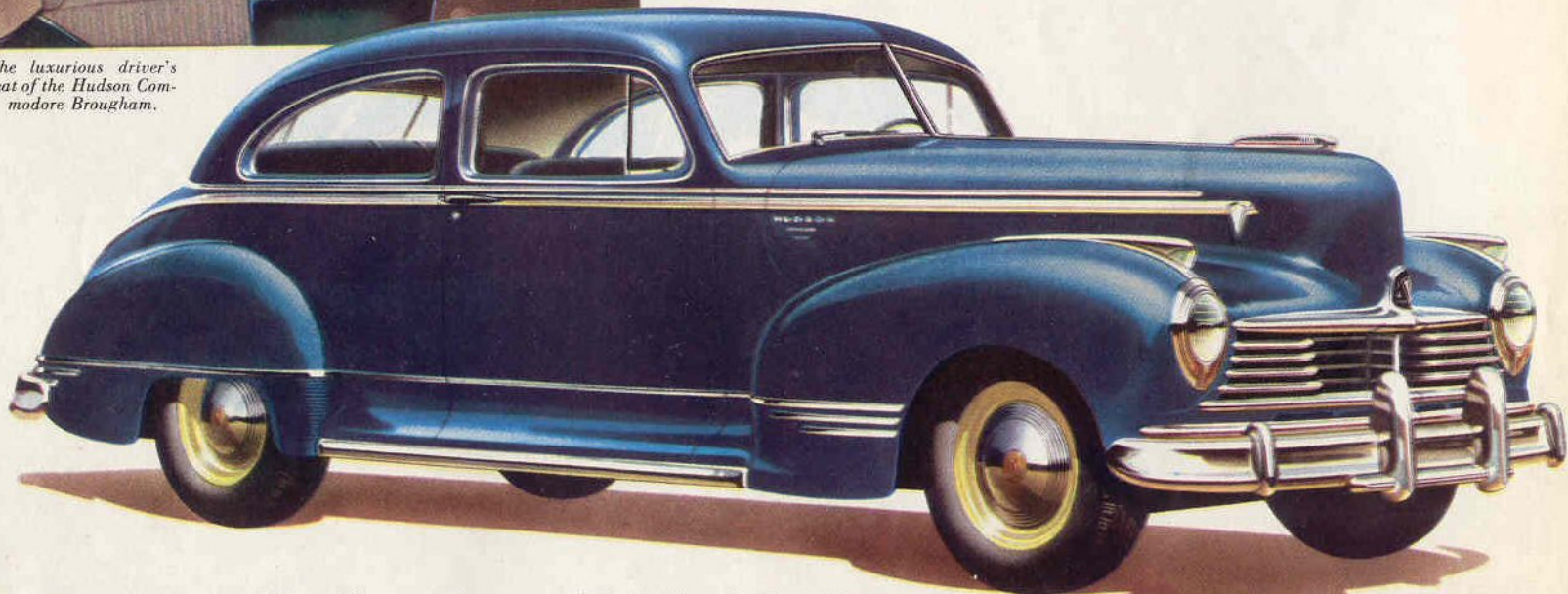
The luxurious driver's seat of the Hudson Commodore Brougham.

Lap of

Luxury, as you find it in a 1946 Hudson, consists of things that please the eye and, at the same time, give supreme comfort. Smart styling. Harmony of line and color. Richness. Deep-down quality that serves a useful purpose.

We invite you to judge *luxury* in the 1946 Hudsons by this or any other standard.

Ask to see the nine sparkling body colors from which you make your 1946 choice—as well as the four two-tone combinations and two special colors that are available at small extra cost.



The Commodore *Two-Door Brougham*

for 6 passengers . . . 121-inch wheelbase . . . 102 h. p. in Six or 128 h. p. in Eight. All Hudson Broughams and Club Coupes have the swivel front seat that pivots forward for easy rear-seat entrance and exit.

Luxury!

Look well at the wholly new front end—the massive new bumpers that sweep protectively around the fenders, and the attractive grille, topped by the smart new Hudson Triangle emblem, indirectly lighted from the rear at night.

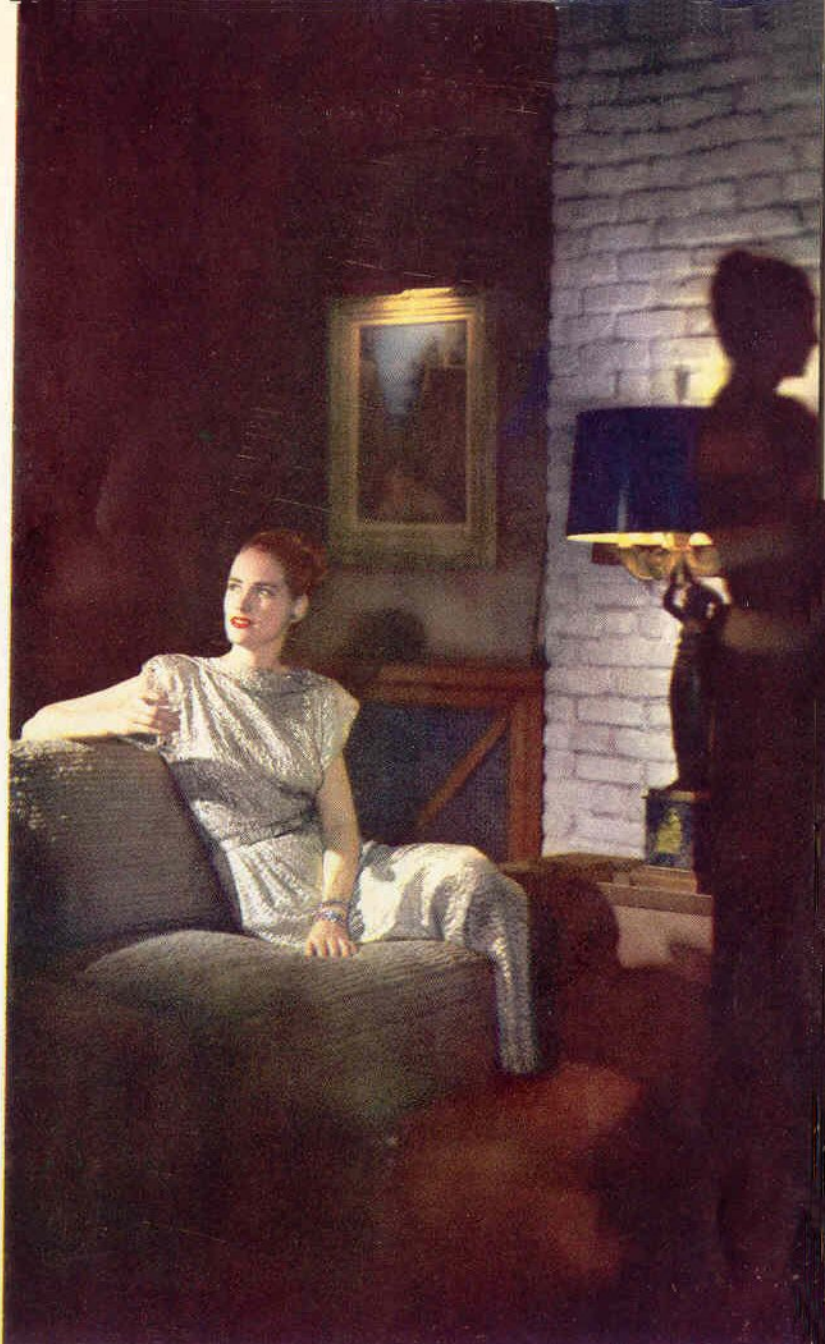
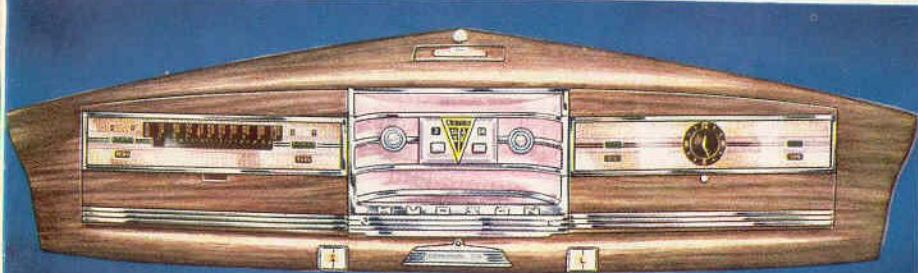
Note particularly the bonnet and body ornaments—the sweeping lines of bright metal moulding that curve down to the very rear of the car.

Inside, relax on broad, deep, Airfoam-cushioned seats, and judge the beauty and long wearing quality of fine woolen upholstery fabrics, edged with broad bands of genuine leather on seat cushions and backs.

Linger at the 18-inch steering wheel in Commodore Models—wholly new in design—of beautiful plastic—with full horn ring, steering column and shift lever finished in bright metal to harmonize with window mouldings.

Straight through these cars—from smart new deluxe-type hardware to driving controls, you will find luxury—at moderate cost.

Lovely to look at, easy to read, is the smart new instrument panel of the Commodore Series, attractively grained in natural wood color. Instruments are set against a superb combination of black and gold. Cigar lighter and electric clock are standard equipment.



Safety first



Safety Engineering Magazine Trophy, awarded Hudson for safest body design.

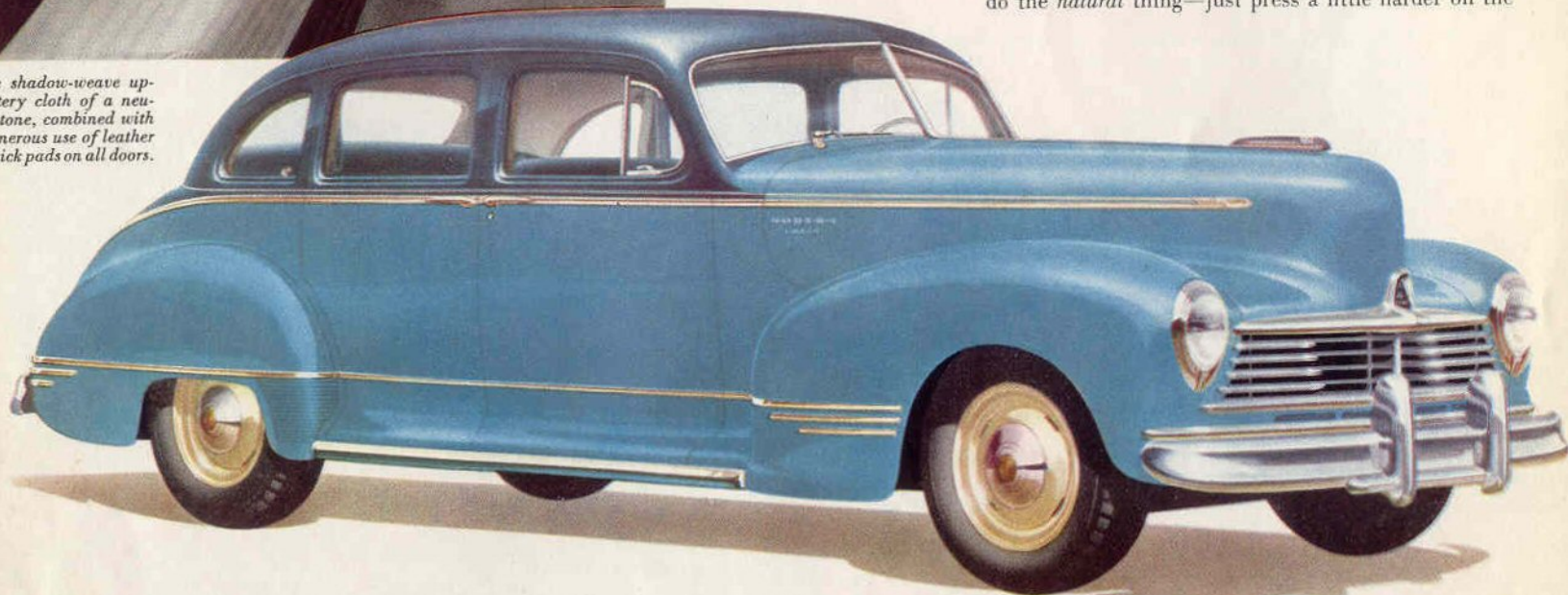
This year, Hudson guards more jealously than ever its reputation as "America's Safest Car"—a reputation based on a long list of important safety features, most of which are found in no other automobiles built today.

Patented Double-Safe Hydraulic Brakes, for example! Hudson, and only Hudson, has the finest 4-wheel hydraulics plus a mechanical reserve braking system that takes hold automatically from the same foot pedal if ever needed.

If hydraulic pressure should fail, as it can in any car through leakage due to accident or service neglect, you do the *natural* thing—just press a little harder on the



Fine shadow-weave upholstery cloth of a neutral tone, combined with a generous use of leather ... kick pads on all doors.



The Super Series *Four-Door Sedan*

for 6 passengers . . . 121-inch wheelbase . . . 102 h. p. in the Six; 128 h. p. in the Eight. Also offered in a 2-door Brougham for 6 passengers, and a Club Coupe for 5 passengers.

and last!

same brake pedal—and the mechanical reserve brakes bring you to a safe, sure stop. You get this famous feature in every 1946 Hudson.

Patented Auto-Poise Control! You never see this feature, but you feel its steadying help every foot of the way, holding front wheels straight on their course, over rough roads, in heavy side winds, even if a tire blows. Every 1946 Hudson has it.

A unit of solid steel around you! Hudson, first to build the modern body *all* of steel including roof, has been a leader in its development. Designed and produced in Hudson's own plants, bodies are carefully engineered to serve as a unit with the rugged chassis to which it is anchored.

Dash-Locking Safety Hood! Another Hudson safety "first." It's hinged at the front instead of the rear. Wind can't lift it if it's left unlatched while the car is in motion. And it locks from a lever *inside* the car; when your car is locked your hood is locked.



Safest braking system—
Two systems in one—hydraulic
and mechanical—from the same
foot pedal.

Safest hood design—
hinged at the front and locked
from inside.



The list goes on and on! Latest type Sealed Beam Headlamps for the best in night visibility. Wide, deep rear windows for a safer view to the rear. Safety glass all around, of course. Running boards protected from ice and snow—with courtesy lights at step level on all Commodore models. And many more features you should see, if you wish to make sure you own the safest car money can buy.

Safest rear-view driving—Wide rear windows—wide windshield



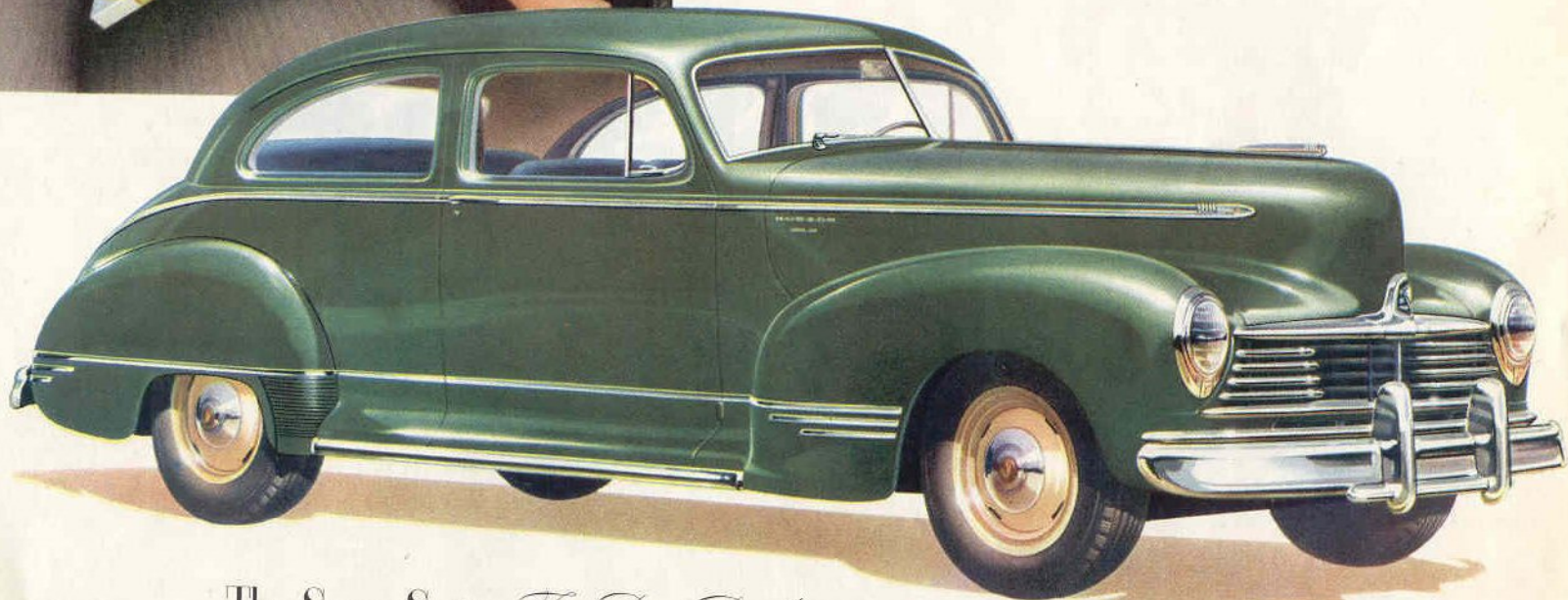
How to enjoy

or the sunshine of a summer day!

You want clean, fresh air wherever you drive—in every kind of weather. You want it warmed in winter, and as cool as it can be in summer. But *never* do you want drafts swirling or sneaking through your car.

That is the problem Hudson body engineers solved with a combined heating-ventilating-defrosting system which we say with confidence has no superior in the industry.

The instrument panel of the Super Series is grained in a light neutral tone, matching the 17-inch steering wheel and window mouldings, and harmonizing with upholstery.



The Super Series *Two-Door Brougham*

for 6 passengers . . . the fine car of low price . . . 121-inch wheelbase . . . 102 h. p. in the Six; 128 h. p. in the Eight. All Hudson Broughams and Club Coupes have the swivel front seat that pivots forward for easy rear-seat entrance and exit.

a blizzard ...

Hudson Weather-Master! A compact, inexpensive unit easily installed under your dash—it scoops a constant stream of fresh air in through your cowl ventilator, heats it to the temperature you want, and floods your car with winter comfort.

Hudson Weather-Master keeps your windshield and windows free of fog and frost—and the motion of the car sets up just enough pressure to whisk away stale air and smoke. In winter storms, the connecting windshield defrosters melt away ice and snow, and automatic wipers do the rest.

Combined with front door ventilating wings (latch-type in the Super Series, crank-type in Commodores) and efficient ventilation control in other windows, Hudson Weather-Master assures you of draft-free comfort the year round. No feature will add more to your day-to-day enjoyment of a Hudson.

The best in radio, as you ride! Hudson offers for 1946, at small extra cost, the latest and finest in automobile radio developments. You tune in, select and change stations by pressing a convenient foot-knob beside your left foot.

In a Hudson, your hands stay on the wheel, your eyes on the road, while you enjoy rich, clear, satisfying radio reception. For manual operation, dial controls are conveniently mounted in the center of the instrument panel.

Weather as you like it—with Hudson Weather-Master—You can drive with the cowl ventilator open even in pouring rain, and not get wet; a special device lets fresh air in but drains water off. And the ventilator is equipped with durable screens and a filter to keep out dust and insects.



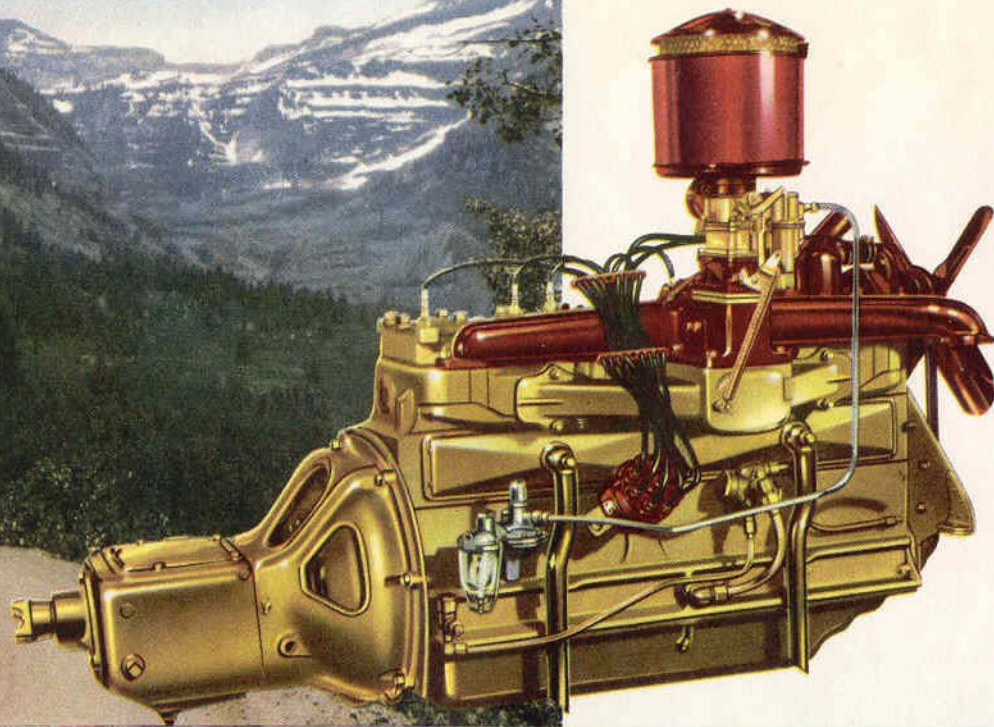
Best way

Your choice of two famous Hudson engines in any 1946 Hudson

THE SUPER-SIX. *The Hudson Super-Six is a famous name in automobile history—and this 102-horsepower Hudson engine is without any question the finest 6-cylinder power plant ever offered in all Hudson's 36 years of motor manufacture.*

Dual carburetion helps give it the extra power needed for quick acceleration and fine performance over long distances, combined with economy that can't be duplicated in any Six of equal power.

THE SUPER-EIGHT. *The Hudson Super-Eight is a worthy companion to the Super-Six. This fine 128-horsepower engine has won and held many of the most coveted performance and endurance records on the books of the American Automobile Association.*



What stock car records mean to you . . . Sixes and Eights built by Hudson hold more official American Automobile Association records for performance and endurance than any other cars built today. Hudson, for many years, has put its cars through these gruelling tests—not simply to get its name in the record books, but to prove to ourselves and the public what owners may expect of Hudson cars in day-in, day-out service.

Performance—on hills or straightaways . . . Hudson official records (nearly 150 in number) include stock closed-car marks ranging from one kilometer to the coveted 24-hour record open to all stock cars, regardless of size or class. Among them are acceleration and hill-climb records which Hudson has won and held against cars costing far more. This is one reason why we can promise you true championship performance in any 1946 Hudson you may choose.

Economy of gas and oil . . . Hudson's record-breaking has not been confined to sheer performance—or endurance. Standard models, fully equipped and loaded, have come through victorious in national economy runs, at normal driving speeds and under normal driving conditions. The thriftiness of a 1946 Hudson will pay you many pleasant dividends at the gas pump. And Over-Drive (available at extra cost in all models) will better already-fine performance and economy.

to go places

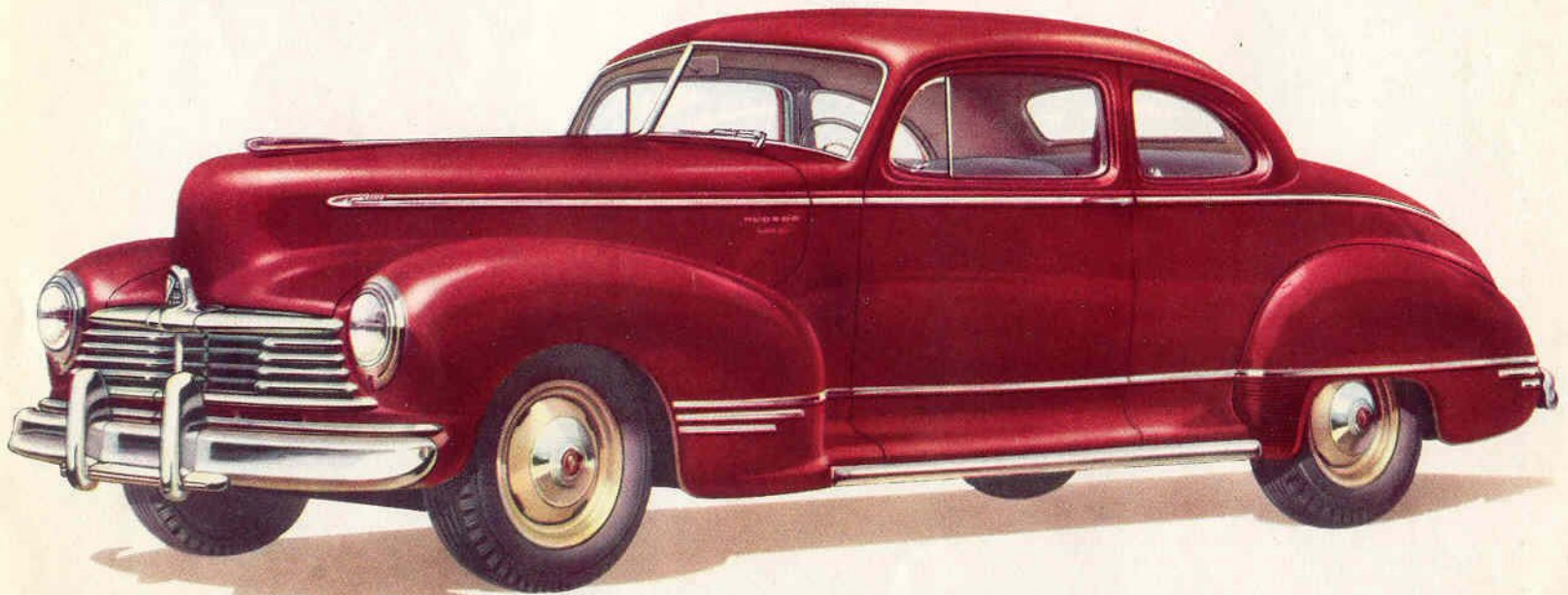
There is no need to remind any motorist that when it comes to performance, Hudson *gives way to no car*. That is a matter of record—and reputation. There is no single reason for that reputation.

Power is largely responsible—smooth, eager power from engines that are soundly engineered, painstakingly built, balanced to a hair.

Hudson believes in giving you plenty of power—so that motors may never be taxed to their limit. This makes for long life and low service cost.

But perhaps that intangible thing called "balance" is even more important. Scientific springing, correct distribution of weight, body design, steering and road control features—all combine to make good the boast of Hudson owners, that *you can drive farther and longer in a Hudson without tiring* than in any other car.

We are not going to try to describe this 1946 Hudson ride. But we do invite you to take it—at the wheel. And be prepared for a new and delightful adventure in "going places."



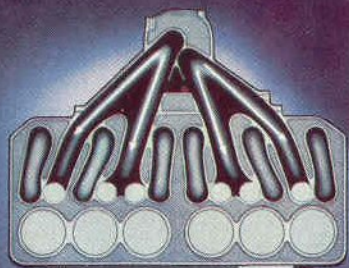
The Super Series *Club Coupe*

for 5 passengers . . . the fine car of low price . . . 121-inch wheelbase . . . 102 h. p. in the Six; 128 h. p. in the Eight.

All this adds up to satisfaction

There are many motorists who, before they choose a new car, wish to dig much deeper than outside appearance, inside style—comfort, safety and performance features. They want to compare materials, design, construction, dimensions, and so on.

Hudson welcomes buyers of this type—and welcomes any comparison they may make between the new Hudsons and other 1946 automobiles. It is for them that we print the following list of 1946 Hudson specifications.



DUAL CARBURETION

HUDSON SUPER-SIX AND SUPER-EIGHT

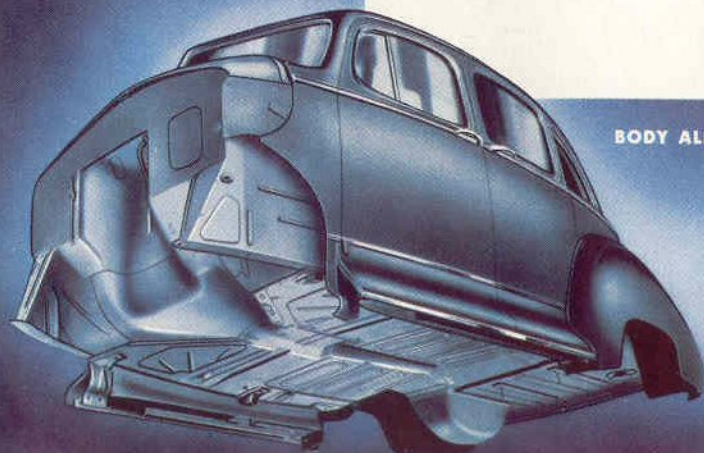
Shadow weave upholstery . . . single-hinged adjustable sun visor . . . 30-hour clock . . . wood grain window finish mouldings . . . gray rubber front floor covering . . . carry-all luggage compartment with provision for spare tire in vertical position . . . felt luggage compartment floor mat . . . cord robe hangers in Sedan models . . . newly designed bonnet side ornaments . . . 17" rim steering wheel . . . latch-type front door ventilation . . . stationary rear quarter windows in 5-passenger coupes . . . standard type twin tail lamps. Optional at small extra cost: Air-foam cushions . . . side window reveal mouldings . . . full circle horn ring . . . front fender lamps.

HUDSON COMMODORE SIX AND COMMODORE EIGHT

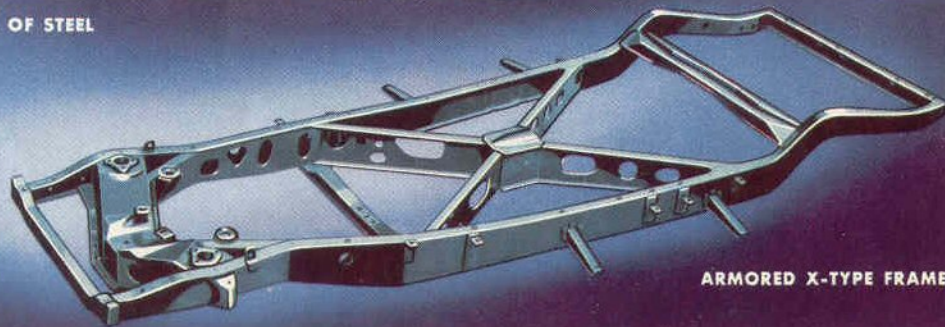
Bedford cord upholstery . . . adjustable twin swivel sun visors . . . electric clock . . . Airfoam cushions . . . rear seat center arm rests . . . cigarette lighter . . . chrome window finish mouldings . . . instrument dial dimmer . . . front floor covering, rubber with carpet insert . . . rubber luggage compartment floor mat . . . leather robe hangers in Sedan models . . . side window reveal mouldings . . . rear window bars . . . auxiliary belt mouldings . . . newly designed bonnet top ornament with plastic crest . . . bonnet side ornament . . . bumper bar wing extensions front and rear . . . 18" plastic-rim de luxe steering wheel with full circle horn ring standard . . . crank-type front door ventilation . . . sliding pane rear quarter window ventilation in Sedan and 5-passenger coupe models . . . de luxe-type twin tail lamps . . . front fender lamps.



SCREENED COWL VENTILATOR



BODY ALL OF STEEL



ARMORED X-TYPE FRAME

ENGINES—6-cylinder, L-Head; 102 h.p. at 4,000 r.p.m.; Compression ratio, 6.50 to 1; Bore, 3"; Stroke, 5"; Displacement, 212 cu. in.

8-cylinder, L-Head; 128 h.p. at 4,200 r.p.m.; Compression ratio, 6.50 to 1; Bore, 3"; Stroke, 4½"; Displacement, 254 cu. in.

Crankshafts: Fully compensated, drop-forged balanced at rest and in rotation . . . long-wearing, bronze-back crankshaft bearings.

Four "pinned" Parko-Lubrited piston rings.

Connecting rods: Drop-forged and treated with continuous babbiting process.

LUBRICATION—Exclusive Duo-Flo system with positive oil feed and cooling. Oversize pump. Oil refill capacity: 6-cylinder engine, 4½ quarts; 8-cylinder engine, 7 quarts.

CARBURETION—Down-draft system with automatic choke, anti-percolator, backfire arrester, air cleaner. Dual carburetor and automatic heat control on all models.

IGNITION—Vacuum automatic spark advance on all models . . . moisture-proof distributor . . . octane adjustment.

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

STARTER—Finger-touch button on instrument panel.

FUEL SYSTEM—Gasoline tank capacity, 16½ gallons. Large, constant-pressure fuel pump.

COOLING SYSTEM—Cellular radiator with centrifugal, six-blade pressure pump . . . thermostat on all models . . . temperature indicator on dash. Radiator capacities: 6-cylinder models, 13 quarts; 8-cylinder models, 18 quarts.

HANDY SHIFT—Standard on all models. Simplified linkage to transmission gives easiest shifting . . . Hudson Drive-Master optional at extra cost.

CLUTCHES—6-cylinder models, 9"; 8-cylinder models, 10". All models; triple-sealed, fluid-cushioned, single-plate type with patented heat-treated cork inserts.

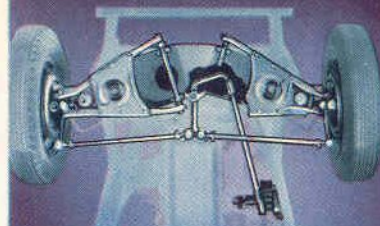
BATTERIES—6-cylinder models, 17-plate, 96 ampere-hour—8-cylinder models, 19-plate, 108 ampere-hour.

TRANSMISSION—Synchronized Silent Mesh, blocker-type, three speeds forward, one reverse. All helical, silent gears. Designed especially to be operated by Handy Shift at the steering wheel.

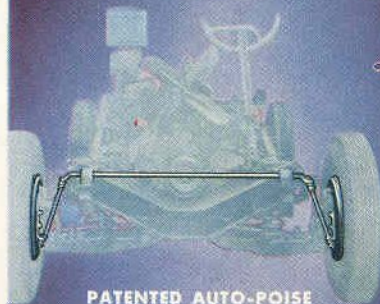
UNIVERSALS—Two lubricated needle-bearing universals with 3" tubular propeller shaft.

SPRINGS—(Front) Hudson Patented Auto-Poise Front Wheel Control, Independent Suspension with coil springs of Silico Manganese steel and direct-acting, high volume, low pressure, hydraulic shock absorbers. (Rear) 60" semi-elliptic, covered springs, "splayed" for transverse stability; U-type, self-adjusting rear shackle with rubber dirt seal. Front end of rear springs rubber mounted. Sturdy rear lateral stabilizer controls LATERAL movements of car body and frame in all models.

REAR AXLE—Semi-floating type, chrome-molybdenum gears and shaft with heavy banjo-type housing. Standard ratio, 4¹/₉ to 1 on all models; with Over-Drive, 4⁵/₉ to 1 on all models; with Drive-Master, 4⁵/₉ to 1 on Super-Six and Commodore Six, 4¹/₉ to 1 on Super-Eight and Commodore Eight.

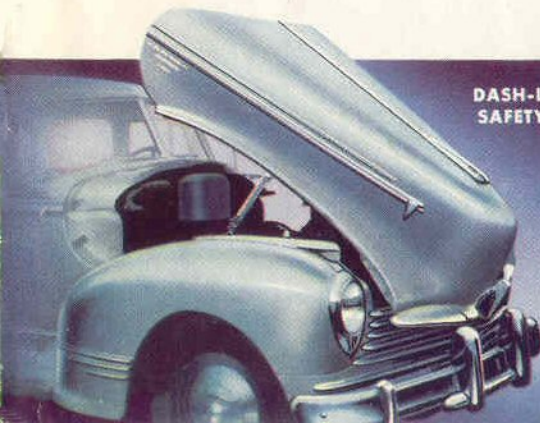


IMPROVED TRUE CENTER-POINT STEERING

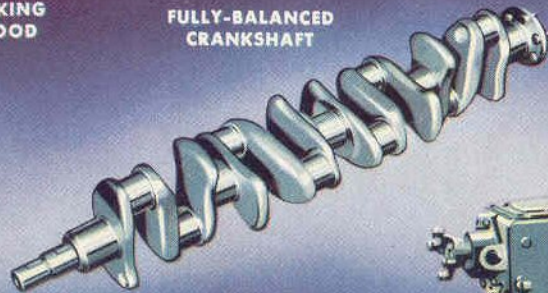


PATENTED AUTO-POISE CONTROL

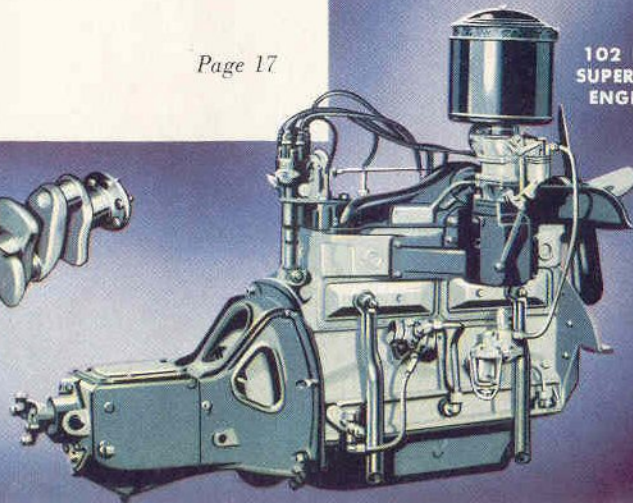
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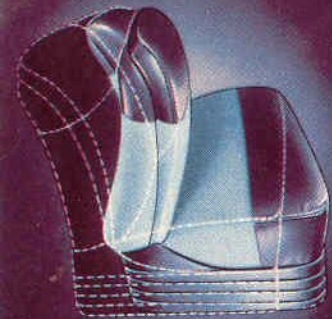
DASH-LOCKING SAFETY HOOD



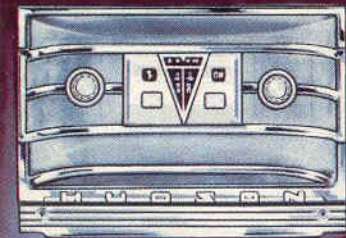
FULLY-BALANCED CRANKSHAFT



102 H.P. SUPER-SIX ENGINE



SWIVEL FRONT SEAT
(Club Coupes and Broughams)



**RADIO PANEL
AND
FOOT CONTROL**



BRAKES—Patented Double-Safe Hydraulics. Reserve mechanical brake actuated automatically by foot brake pedal. Centrifuse drums. Easy-operated parking brake lever under cowl. 6-cylinder models: diameter, 10"; width, 1 $\frac{3}{4}$ ". 8-cylinder models: diameter, 11"; width, 1 $\frac{3}{4}$ ".

FRAMES—Armored X-type with 4 other cross-members . . . 7 $\frac{3}{8}$ " deep on all models.

WHEELBASE—All models, 121"; over-all length, 207 $\frac{3}{8}$ ".

STEERING—Center-Point Steering, provides stability at all speeds on all road surfaces, with short turning radius. Improved worm and roller type gear; 18.4 to 1 on 8-cylinder models; 18.2 to 1 on 6-cylinder models.

WHEELS—Steel balanced drop-center type. Trim rings optional at extra cost.

TIRES—Super-Six and Super-Eight models, 16x6.00—15x6.50 and 15x7.00 at extra cost; Commodore Six and Commodore Eight models, 15x6.50—15x7.00 at extra cost.

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

TREAD—56 $\frac{5}{16}$ " front; 59 $\frac{1}{2}$ " rear.

BODY—Steel roof, floor and body, completely insulated. Box-girder construction with double structure throughout, reinforced at forward end by double bulkhead formed by dash and cowl. Instrument panel provides rigid cross-member. Doors weather-sealed against drafts. Body and fenders rust-proofed.

BODY VENTILATION—Large cowl ventilator with built-in rain separator unit and insect screen. Draft-free front window ventilation. Hudson Weather-Master for year-round comfort optional at extra cost.

LIGHTS—Headlamps: "Sealed Beam" type, incorporating lens, reflector and filaments in a permanently sealed unit. Toe switch for driving or passing beam . . . bright beam indicator on instrument panel. Directional Signals operating in fender lamps and tail lamps optional on all models at extra cost. Front Dome Lamp . . . Courtesy Light (for step plate) and sedan rear compartment Dome Lamp standard on Commodore Six and Commodore Eight.

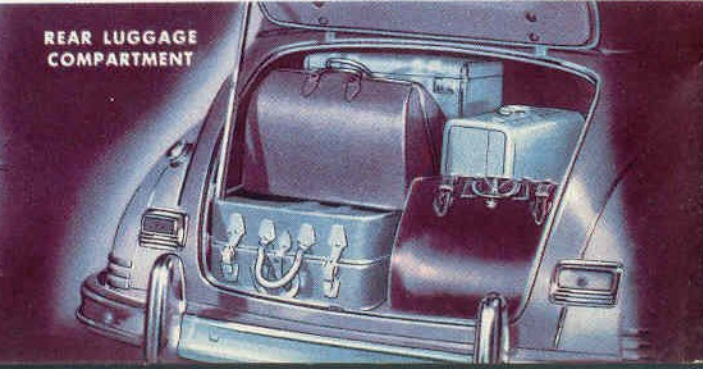
EQUIPMENT—Large parcel compartment with lock . . . twin vacuum windshield wipers . . . rear vision mirror . . . gas-level gauge . . . twin air horns. Teleflash signals for oil pressure and generator charging . . . water temperature gauge . . . windshield defroster vents . . . Cushion-Action door latches . . . thiefproof locks . . . front door arm rests, standard on front left door, optional at extra cost on right . . . carry-all luggage compartment with provision for spare tire in vertical position . . . bumpers and bumper guards on all passenger models . . . aluminum scuff plates on all models . . . rear compartment carpet, low pile . . . assist straps in Broughams, Sedans and 5-passenger coupes . . . windshield and rear window reveal mouldings . . . rear compartment ash receiver . . . envelope type pocket in front seat back of Sedans only . . . door trim panels, cloth and imitation leather . . . newly designed rear compartment door ornament . . . stone protector splash apron on front and rear fenders.



**SEALED BEAM
HEADLAMPS**



COURTESY LIGHT



**REAR LUGGAGE
COMPARTMENT**

Service is nationwide

Hudson cars are built to deliver top operating efficiency with the minimum of attention, but when service is needed it is available at every important point throughout the United States and Canada.

Authorized Hudson service stations from coast to coast have the men and equipment to handle any Hudson repair or maintenance job.

Trained mechanics use genuine Hudson parts, and follow rigid factory specifications covering

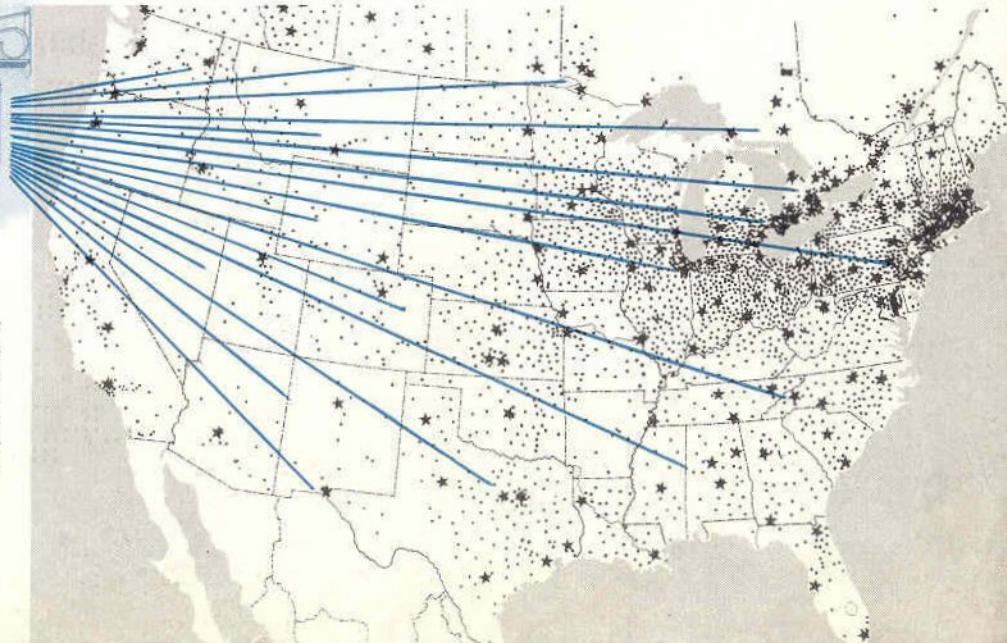
all types of work. Following Hudson's established policy, charges are always reasonable.

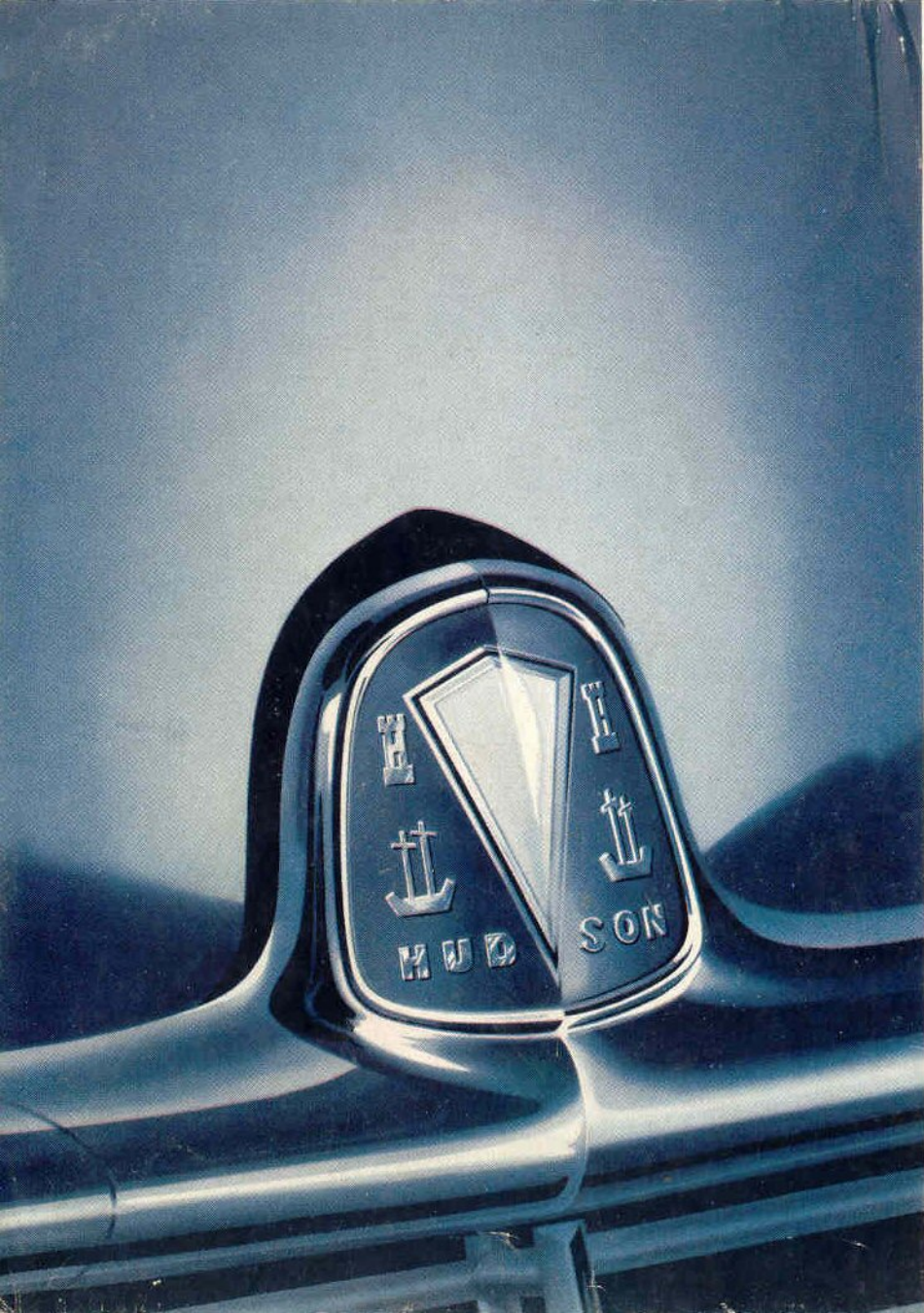
In addition, well balanced reserve stocks of genuine Hudson parts are always available at 122 parts depots at convenient points from coast to coast—further assurance of prompt replacement service from any Hudson dealer.

You will be welcome at the nearest of these dealers' showrooms—to inspect the new 1946 Hudsons, or for service on your present car.



Every dot on the map at the right marks the location of an authorized Hudson dealer, identified by the signs shown here. Every star on the map represents one of 122 central distributor and zone Hudson parts depots.





To help you choose!

More often than not, a motor car is a *family* purchase. The car, once chosen, must serve the family—please the family—perhaps for many years.

Hudson designs and builds its cars to meet in every respect the preferences and needs of the whole family—and this book was prepared to give you such information about the new 1946 Hudsons as may be helpful in the selection of your next car.

We hope you have taken the time to read it carefully. We hope you will bring it to the attention of others in your family—that you will call on your Hudson dealer soon, and *make your next new car a Hudson.*

HUDSON

Hudson Motor Car Company, Detroit 14, Michigan