

Presenting
THE NEW 1950 HUDSONS

IN THREE GREAT SERIES

Lower-priced Pacemaker • Famous Super • Custom Commodore

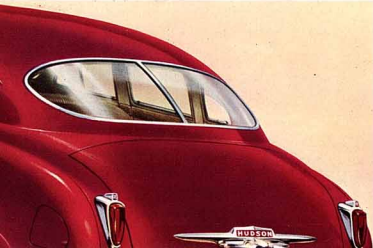




The ultimate in motoring luxury is typified in the rich, roomy interior of the Custom Commodore Sedan. Glamorous nylon upholstery, in a steaming, three-dimensional fabric, is combined with beautiful and practical plastic Dura-fab trim. Every fitting, every appointment is exquisite in beauty . . . and designed for the utmost convenience. Shown at right is the "two-person" arm rest in down position—full 16 inches wide. Folds up flush with seat back.



Curved, Full-View rear window has huge 863-square-inch area, increasing vision by 43½ per cent. Note the sleek, unbroken lines of the rear deck. License plate is positioned in massive bumper with bumper guards and is lighted from both sides by concealed and protected lights.



Introducing "THE NEW STEP-DOWN RIDE"!

Most Room! Best Ride! Safest!

Here are 1950's most beautiful motor cars • The only automobiles with "step-down" design, which brings you America's lowest center of gravity and the steadiest road-hugging ride ever known • Along with more room than in any other car • Here's the added safety of Hudson's exclusive Monobilt body-and-frame† • Here's the high-compression performance of your choice of three great Hudson engines, including America's most powerful Six • Or an even more powerful Eight • And all-range Super-matic Drive* • Here, in short, are the unique features that enable Hudson alone to bring you "The New Step-Down Ride"!

A new and wonderful experience awaits you!

It's "The New Step-Down Ride" . . . a luxurious, infinitely better way of motoring that makes the new 1950 Hudsons the sensation of the motor-car world.

And here are some of the reasons why you will find "The New Step-Down Ride" so delightfully different.

For years engineers and designers have known that the lower a car could be built, the more beautiful it could be . . . that it would ride better . . . handle with greater ease . . . and provide greater safety.

Your own eyes will tell you in short order that the sleek, low-built, streamlined Hudsons achieve a measure of beauty long sought by automobile designers the world over, that here is the lowest built car of all. But, as you can see, there's full road clearance and more head room than in any other car.

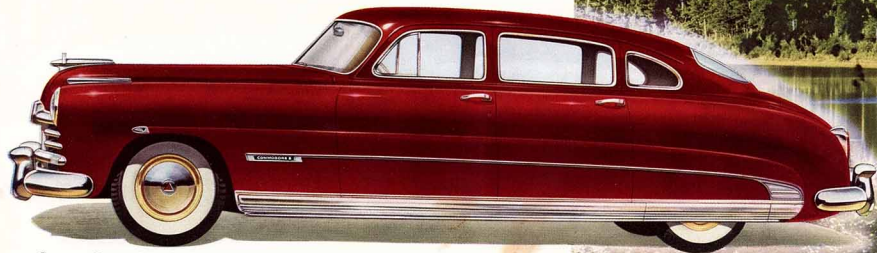
But all this beauty can serve only as a hint of the marvels inherent in this basically different kind of car. For it is *functional* beauty

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

that has grown naturally out of Hudson's exclusive "step-down" design with its recessed floor.

And this new method of building motor cars (so advanced that no one else in the industry is even prepared to duplicate it today) just as naturally results in many, many other equally marvelous advantages—in roominess, driving ease, comfort, roadability and safety.

As you turn the pages of this brochure, the story will unfold in detail. So discard your old ideas . . . get ready for a long look into the future . . . as you become acquainted with Hudson's exclusive triumph . . . "The New Step-Down Ride".



Custom Commodore Series FOUR-DOOR SEDAN. Six passengers accommodated easily in the roomiest interior in any car at any price . . . 124-inch wheelbase . . . your choice of the high-compression Super-Six, America's most powerful Six—or the even more powerful high-compression Super-Eight engine. A selection of 8 standard Gem-Lustre colors. 3 special body colors and 4 two-tone combinations, Hudson's Super-matic Drive and white sidewall tires optional at extra cost.



Beautiful Minnesota lake scene



LOW-BUILT BEAUTY that promises you a glorious new kind of ride!

Here is a car that you can instantly see to be the lowest-built of them all! Free-flowing, close-to-the-ground design telegraphs the fact that Hudson has the lowest center of gravity of any American automobile.

As a result, you know instinctively it will hug the road more tenaciously than any other car! And because it hugs the road, you know you will get a level, smoothly flowing ride on the roughest road or fastest curves . . . a ride that is free from swaying and pitching on the straightaway . . . a ride that you can enjoy, relaxed, at most any speed, and over any road. Because you are enjoying the priceless

safety and stability of "The New Step-Down Ride"—an exclusive Hudson advantage found in no other car in the world!

The ideal of automobile builders and buyers alike has been the long, low silhouette. But until Hudson developed "step-down" design, no car had even approached the perfection of line that all Hudsons give you. These are cars that are actually wider than they are high. They have more room than any other car, regardless of price or make. Yet they are free of exterior bulk and bulge—lines are clean and lovely. And—with this low-built beauty—you

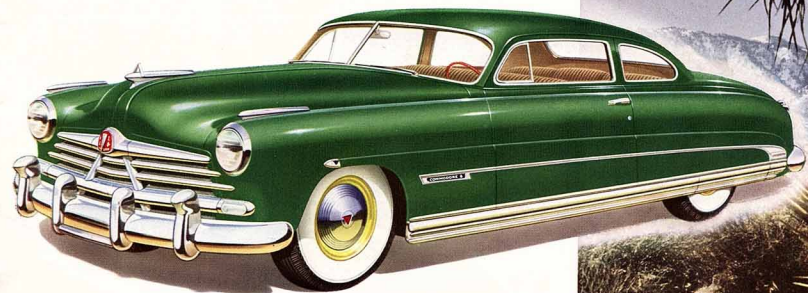
get amazing head room, and full road clearance for far-from-the-boulevard travel.

"Beauty is as beauty does." So runs the saying. And in these marvelous Hudsons, beauty is a functional thing. So different is the sensation of "The New Step-Down Ride" that you are never conscious of rolling wheels and mechanical parts in motion. Instead, the sensation is one of floating across a mirror surface! And, refreshed at the end of a long day's travel, the word you'll say oftenest is "delightful." For nothing else will describe this beautiful new kind of car that gives you an equally wonderful new kind of ride!

"FREEDOM" IS THE WORD FOR "TRAVEL" when your car is a "step-down" designed new Hudson. Here, in this lounge-size front seat of a Hudson Custom Commodore sedan, three persons may ride with space to sit in . . . and space to move in . . . the widest and most luxuriously roomy front seat in the world! Nylon upholstery, in combination with smart plastic Dura-fab trim, puts long-wearing beauty all around you.



FREEDOM FROM EVERY STRAIN is the keynote of "The New Step-Down Ride." Here, the driver reads all instruments without eyestrain, grouped as they are within the natural lines of sight. Controls, too, are centered where the hand drops naturally upon them, without neglecting the road ahead. Finish of the instrument panel in the Custom Commodore Series is in a rich, two-tone leather grain. An extra-large parcel locker is on the right.



Custom Commodore Series CLUB COUPE. Designed with room for six passengers . . . 124-inch wheelbase . . . available with the new high-compression Super-Six engine, America's most powerful Six, or the even more powerful high-compression Super-Eight engine. Choose from 8 standard body colors, 3 special body colors, or 4 special two-tone color combinations. Hudson Super-matic Drive, and white sidewall tires optional at extra cost.



1 *READY!* A touch of your finger starts the motor, and with the selector lever positioned for forward driving you are ready to go. Now just relax . . . let Super-matic Drive do all the work!



2 *GO!* Touch the accelerator and you're off, without clutch pushing or gear shifting! That's done for you . . . as you want it . . . when you want it!

3 *STOP!* Just step on the brake when you want to stop . . . no need to bother with the clutch or gears! And you really stop . . . there's no creeping forward!



SUPER-MATIC DRIVE puts you 'way out front in driving ease

Here's where you discover how incredibly *easy* driving can be!

It's your introduction to the new, easy-going magic of Hudson's Super-matic Drive, optional on the new 1950 Hudsons at extra cost.

It's magic that *only* Hudson can bring! For Super-matic Drive is the *only* "no-shift" drive that changes gears automatically, but *only* when you want them changed . . . that's instantly convertible to conventional shifting at the press of a button . . . that combines the fuel-saving advantages of overdrive!

See how easy it is! Simply start the engine, set selector lever for normal forward driving, touch the accelerator and you're off . . . free to steer with both hands . . . ready to enjoy "The New Step-Down Ride" to the fullest!

Smoothly you start moving . . . picking up speed as long and as fast as you desire—for the shift occurs *only* when you desire! You're out front—so just relax your foot on the accelerator, and Super-matic goes into a higher ratio—smoothly!

Now for a thrifty thrill! At speeds over 22 miles an hour, Super-matic Drive—at your command—operates automatically in its spectacular overdrive that takes you 42 per cent farther than normally with the same amount of gasoline! Your Hudson hustles while the engine loafs along!

Still more performance at your command! For passing, steep hills or emergencies, just press the accelerator hard (as you normally would) and you're in Get-away reserve power gear for an extra burst of power when you need it!

Hudson's secret of thrifty, no-shift driving exclusive in "The New Step-Down Ride"!

Hudson's new Super-matic Drive helps you drive the way you *want* to drive! It changes gears only when you want them changed. It lets you stop without creeping. It lets you roll along without slipping. It lets you convert to manual driving by the touch of a button any time you prefer. It's the automatic drive that offers the *most convenience* . . . and still permits the *most control!*

And that's not all! For extra-hard pulls—in sand, mud or other tough going—there's ultra-low gear ratio to command. Or if road and traffic conditions produce a preference for manual shifting, you convert to conventional driving at the press of a button on the instrument panel—still another *exclusive* feature of Hudson's Super-matic Drive!

Sound easy? *Two minutes* behind the wheel of a 1950 Hudson will show that Super-matic driving is *even easier* than it sounds!

*Optional at extra cost on Super Series convertible. Patents applied for.



Top is hydraulically operated by touch of button on instrument panel. "Fold-Away" rear window increases vision, yet is hinged so that it folds snugly down into body when top is lowered. Windows are raised and lowered hydraulically. Driver has master window control at his side, individual controls below each window.*



The Custom Commodore Series CONVERTIBLE BROUGHAM. Room for six passengers . . . 12½-inch wheelbase . . . available with either high-compression Super-Six or high-compression Super-Eight engine. Also available in the Super Series with Super-Six engine. 8 standard body colors. ½ special body colors and ½ two-tone combinations at extra cost. Top colors: tan, black or maroon. Upholstery in red top grain genuine leather with leather-grain trim.

7 Majestic Nevada Falls in Yosemite National Park, California

SAFEST! STEADIEST! MOST SILENT!

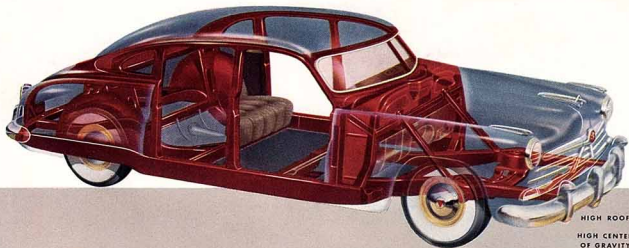
It's Hudson's exclusive "step-down" designed MONOBILT BODY-AND-FRAME*

In Hudson's thrilling and exciting new kind of ride you will notice immediately that you "step down" on entering. The floor is recessed so that you travel in safety, seated down within an all-welded, all steel Monobilt body-and-frame* . . . sitting relaxed within a box-section, steel-girder foundation frame that surrounds the passenger compartment, even outside the rear wheels, a safety feature found in no other car.

It's the steadiest, smoothest, most hug-the-road ride ever known

because the center of gravity is lower than in any American car . . . yet there is more head room than in any other car and full road clearance!

And you enjoy near-complete silence as you loaf or whisk along. Hudson's full-flowing lines and complete streamlining minimize wind noises . . . the rugged, single-unit Monobilt construction is rattle-resistant. It's the most modern construction known today . . . *safe, strong, silent, durable!*



- Exclusive "step-down" design with roof, seats and floor lowered proportionately.
- Lowest-built car on the highway—yet it has more head room than any other car and full road clearance.
- More passenger space than in any other make of automobile.
- America's most beautiful motor car.

Notice the recessed floor—the "step-down" zone which brings into the passenger compartment vital space between the frame members, which is wasted in other cars. See how the husky structural members completely encircle the passenger area, even outside the

rear wheels. Passengers are cradled in the all-welded, all steel Monobilt body-and-frame* with the rear seat entirely ahead of the rear wheels, where the going is smoother, steadier, most enjoyable!

*Trade-mark and patents pending



All other cars have floor on top of a narrow frame, so they cannot utilize the vital space between frame members nor provide sufficient room for comfortable passenger seating. Result is a higher center of gravity and high roof line or insufficient head room.

Hudson's "step-down" zone between the wide frame members permits a lower center of gravity for greater safety, improved roadability, smoother ride; provides far more seat room, passenger space and head room; allows a low silhouette—full road clearance.



STYLED

to exceed your fondest dreams!

Look inside the new Hudson models and you'll see gorgeous, glamorous, style-setting interiors.

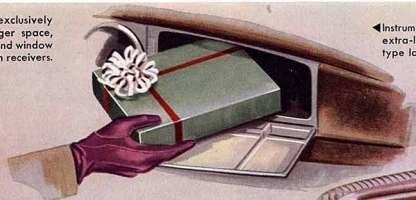
Let your eyes linger on the luxurious upholstery—eye-pleasing wool Bedford Cord or broadcloth—or glamorous nylon in the Custom Commodore Series—all in combination with new and exquisite plastic Dura-fab trim that's as practical and long wearing as it is beautiful.

Appointments, from the Full-View Curved windshield to the wide-vision rear window, are the most advanced in all motordom, to provide the greatest comfort, convenience and pleasure . . . the truly luxurious motoring of "The New Step-Down Ride."

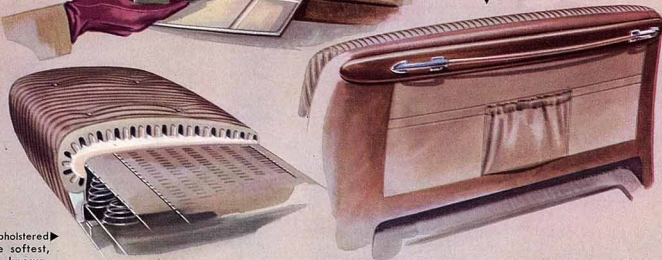
Recessed door panels, exclusively Hudson, increase passenger space, conveniently locate door and window controls, arm rests and ash receivers.



Instrument-panel parcel locker has extra-large capacity and locking-type latch.



Front-seat back with hand holds, robe cord and convenient envelope-type pocket.



Cushions with foam rubber†, upholstered in smart, modern fabrics, the softest, most durable cushioning known.

†Standard on Custom Commodore models, optional at extra cost on Super Series and Pacemaker.



THE FAMOUS SUPER SERIES FRONT INTERIOR . . . The luxurious appointments, exquisite beauty, and all the truly extraordinary roominess, comfort and safety of "The New Step-Down Ride." Glamorous, dark wood-grain, two-tone instrument panel; rich, striped broadcloth upholstery with durable, beautiful Dura-fab trim; wear-resistant, easy to clean; carpet-finish, rubber floor covering; large, twin, adjustable sun visors.

REAR INTERIOR offers passengers the same lounge-wide comfort, the same enchanting luxury. Cradled between the axles and ahead of rear wheels, they ride secure in superlative roominess. Full, heavy carpeting blended with richly colored interior fabrics; deluxe cord robe hanger; arm rests positioned at just the right comfort points at ends of all seats.



The unmatched protection of
 . . . exclusive in

Hudson engineers, soberly recognizing a far greater responsibility to owners than the mere building of an outstandingly fashionable automobile, have also built for you, in the new Hudsons, cars that are outstandingly safe . . . the safest cars in the entire world to own and drive!

Hudson's exclusive Monobilt body-and-frame*, with its recessed floor, makes possible America's lowest center of gravity. This results in the greatest stability and the surest response to controls, no matter what the road demands.

You ride down *within* the all steel Monobilt body-and-frame.* Box-section steel girders, welded into a single, solid unit, completely encircle passenger compartments, even outside the rear wheels—a safety feature found in no other car!

And no car but Hudson gives you Triple-Safe Brakes. When you put your foot down you know you'll stop, for first, the finest hydraulic braking system goes into action—and in reserve are powerful mechanical brakes, operating from the same pedal, instantly ready to take over if hydraulic pressure should fail—as it can in any car through accident or service neglect.

There are no dangerous *blind spots* in a new Hudson . . . when you are at the wheel, your vision is as free as all outdoors . . . yet

*Trade-mark and patents pending.

HUDSON'S TRIPLE-SAFE BRAKES
 . . . Hudson . . . and only Hudson . . . gives you the protection of Triple-Safe Brakes! Put your foot down and you know you'll stop! Here's how this exclusive Hudson feature protects you: (1) The finest 4-wheel hydraulic brakes (powerful Servo-Action type) go into service. (2) A reserve mechanical braking system operating from the same pedal is ready to take over automatically if hydraulic pressure should fail, as it might in any car through accident or service neglect. Mechanical brakes go to work when pedal reaches point indicated. (3) A finger-tip-release parking brake is conveniently placed under the left side of the instrument panel.



AMERICA'S SAFEST CAR

"The New Step-Down Ride"!

you have the priceless protection of heavy steel below, above and all around you!

True Center-Point Steering banishes wheel-fight, and holds your Hudson on its course with a minimum of effort. Interior hardware is recessed to prevent accidental bumps and bruises. Gentle curves in front and rear glass break up the reflections that weary the eye. Yes—"The New Step-Down Ride" is, by any standard, the safest automobile ride in the world!

SAFETY AWARD!

"In recognition of a distinguished contribution as a leader in the cause of public safety through the design and construction of its motor cars," Hudson won the coveted Safety Award from *Safety Engineering* magazine.



The Super Series FOUR-DOOR SEDAN—Room to spare for six passengers . . . 124-inch wheelbase . . . available with the new high-compression Super-Six Engine, America's most powerful Six, or even more powerful high-compression, Super-Eight. 8 standard colors, 3 special colors and 4 two-tone color combinations, front over bumper guards, Super-matic Drive and white sidewalls, optional at extra cost.

Now... **THE WEATHER** *itself* under your control

It's spring twelve months a year . . . inside your Hudson!

For Hudson's four-fold heating, defrosting, ventilating, conditioned-air Weather-Control—optional in all models at extra cost—brings you fresh summer air the year around!


No matter how cold the winter outside, your Hudson's filled with warm, fresh air, gently

circulated without drafts . . . your windshield and windows are free from frost, steam or fog.

Hudson Weather-Control does far more than an ordinary heater. It brings in fresh *outside* air through the cowl ventilator, filters out dirt or insects . . . warms it in winter to the temperature you desire, then circulates it gently and evenly through the interior.

The movement of the car forces in fresh air; you determine the volume by adjusting the cowl ventilator. A switch-operated electric blower quietly powers a defroster to keep the windshield clear. You select the temperature you desire; a thermostat control maintains it. In summer you simply flip the control lever to "Cooler"—you still get fresh, outside air, but the heating unit is disconnected, without so much as lifting the hood!

June or January, you get all the invigorating, clean, fresh air you want—thanks to Hudson Weather-Control!



WEATHER AT YOUR BECK AND CALL! Just set the thermostat . . . Hudson Weather-Control automatically maintains the temperature you desire!

ALL THE FRESH AIR YOU NEED! Just open the cowl ventilator . . . Hudson Weather-Control, with its short duct located high off the road, brings you the freshest air you can get!



The Super Series CLUB COUPE. Room for six passengers . . . 124-inch wheelbase . . . your choice of the high-compression Super-Six engine, America's most powerful Six, or the even more powerful high-compression Super-Eight. 8 standard body colors, 3 special body colors and 4 two-tone combinations, front outer bumper guards, Super-matic Drive and white sidewall tires optional at extra cost.



The Super Series TWO-DOOR BROUGHAM. Complete comfort for six passengers . . . 124-inch wheelbase . . . your choice of the high-compression Super-Six engine, America's most powerful Six, or the even more powerful high-compression Super-Eight. 8 standard body colors, 3 special body colors and 4 two-tone combinations, front outer bumper guards, Super-matic Drive and white sidewall tires optional at extra cost.



LOWER-PRICED *Hudson Pacemaker brings famous "Step-Down"* *Design within range of millions!*



ONLY HUDSON OWNERS RIDE LIKE THIS!

The lower-priced new Pacemaker is compact in over-all size, but there has been no reduction in passenger space—it has more inside room than any other car at any price, except another Hudson!

Room for supreme comfort . . . room for safe, uncramped driving . . . room in both seats for passengers to relax and thoroughly enjoy every trip, long or short.

Yes, that's the way Hudson owners ride . . . and that's the way you'll enjoy riding in Hudson's new Pacemaker . . . on the widest, roomiest, best-riding seats in any make of car.

Now—for the first time in motor car history—you can have the advantages of compactness and lower price, without sacrificing passenger room or big-car luxury!

For here is an agile, compact car that costs less to buy . . . less to drive . . . yet has more room than any other car at any price, except another Hudson!

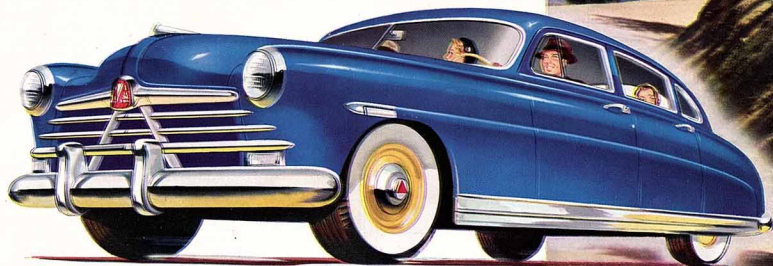
This astonishing roominess is possible only with Hudson's exclusive, years-ahead "step-down" design. Space that is wasted under the floor and between frame members in all other makes of cars is brought into the Pacemaker and made available for passenger use!

This thrilling car—with America's lowest center of gravity, yet with more head room than any other make and full road clearance—has a hug-the-ground way of going on every conceivable kind of road that will amaze and delight you! And your enjoyment is even further increased by the alert performance of the new, high-compression Pacemaker engine—a power-packed Six with saving ways!

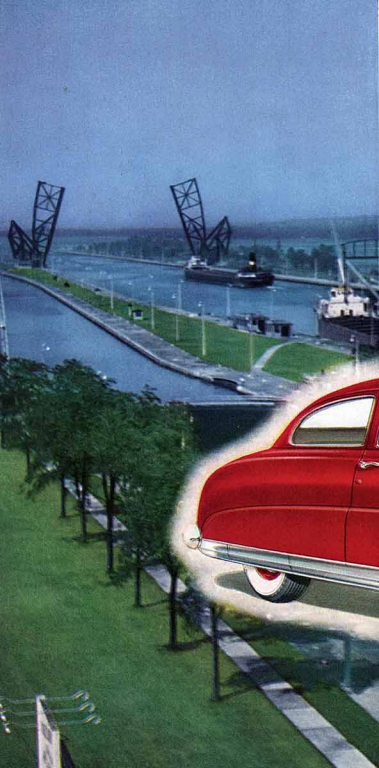
The beauty of the Pacemaker's performance is matched only by the beauty of its styling . . . the long, free-flowing lines of true streamlining. And, as you open

the door, a colorful new interior, upholstered in rich, long-wearing wool Bedford Cord, combined with lustrous plastic Dura-fab trim that will not scuff, crack, split or peel . . . is stainproof . . . cleans with a damp cloth.

This is Hudson's new Pacemaker . . . priced for millions of new-car buyers!



Pacemaker Series FOUR-DOOR SEDAN—Riding comfort for six passengers . . . 119-inch wheelbase . . . new Pacemaker 112-horsepower high-compression engine. Select your choice of six exciting colors. 5 special body colors, 4 two-tone combinations, Hudson's Super-matic Drive, and white sidewall tires optional at extra cost.



MORE ROOM *than in any other car* *...another marvel of "The New Step-Down Ride"!*

Just as your first sight of a Hudson tells you that it is the lowest built of them all, your first look inside will tell you that this amazing automobile has more room than in any other car. You can quickly see that Hudson seats are positioned not only ahead of the rear axle, but entirely ahead of the rear wheels. This permits full use of body width, and as a result, a Hudson of normal exterior width brings you seat cushions that are up to 12 inches wider than those in cars of far greater outside dimensions!

You'll see, too, that "step-down" design with its recessed floor brings vital space into Hudson's passenger compart-

ment, instead of wasting it under the floor and between frame members as is the case in all other cars. And this provides, in Hudson, more head room than in any mass-produced car built today.

Imagine the pleasure in store for you! A greater portion of Hudson's over-all size is devoted to passenger comfort than in any other car.

Stretch out your legs! Spread your arms! Yes, Hudson's unmatched roominess is wonderful . . . a marvel of "The New Step-Down Ride" . . . that you'll find in no other car.

Behind Hudson's unmatched interior roominess stands a major engineering achievement . . . a new and basic contribution to the science of building automobiles.

For Hudson's exclusive "step-down" design increases passenger space by making use of *new* space that is not available in any other type of construction. Interior spaciousness in a Hudson is not the result of increasing exterior dimensions, nor of adding bulk and bulge or clumsy body line. Quite the reverse, "step-down" design, with its recessed floor, makes *better* use of the total size of the car in terms of passenger comfort. Space conventionally unused between frame members can now become a useful part of the automobile.

As you can readily see, this great advance in basic design also results quite naturally in graceful, free-flowing lines and a distinctive low silhouette, the aim of designers for many years. But the problem of providing full head room and road clearance is also solved.

The inherent soundness of "step-down" design is expressed in other ways: in the lowest center of gravity in any mass-produced American car, and the resulting bedrock stability on curves, in cross winds, or on any kind of going you'll find. Yes, it is a great forward step in the automobile world that sums up for you as "The New Step-Down Ride!"

Pacemaker Series TWO-DOOR BROUGHAM. Room for six passengers . . . 119-inch wheelbase . . . new high-compression, 112-horsepower Pacemaker Six engine. Choose from 6 exciting body colors 5 special body colors, 4 two-tone combinations, Hudson's Super-matic Drive, and white sidewall tires optional at extra cost.

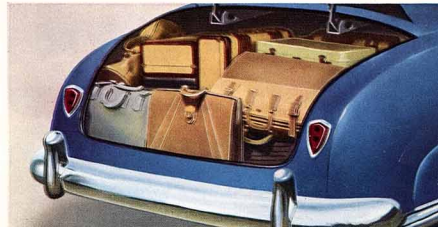


Here's the modern-design Pacemaker instrument panel with new and exclusive fabric-pattern finish. Large, easy-to-read instruments are indirectly lighted. Controls are simplified and located for your convenience.



Door and window controls are nestled in the recessed panels. Inside push-button locks, when in use, give added security by making inside and outside door handles inoperative. Outside door handles are streamlined push-button type, with no open ends.

Master-size luggage compartment holds all the luggage you, and all your passengers, need for any trip. Fitted with woven-fabric floor mat. Sides finished to match car color. Compartment lid, equipped with theft-proof lock, has spring-loaded hinges for effortless opening and closing.



Never Before Such **GET-UP-AND-GO**

... and such masterful authority for you at the wheel!

From silent loafing to brilliant getaway performance, Hudson's high-compression Super-Six engine, America's most powerful Six; the even more powerful high-compression Super-Eight; or the economical high-compression Pacemaker Six produces power to marvel at. These precision-built engines, with scientifically balanced parts, give maximum performance from today's high-octane fuels, but do not require premium gas.

Here, for you, are the inherent advantages of L-head design... in quietness, longer life, fewer parts, simplified maintenance. And here is power to move you out of tight spots *fast*...



Pacemaker Series CLUB COUPE—Abundant room for six passengers... 119-inch wheelbase... new high-compression, 112-horsepower Pacemaker Six engine. Also available with extra luggage and baggage space as three-passenger coupe. Take your choice of 6 exciting body colors, 5 special colors, 4 two-tone combinations, Hudson's Super-matic Drive, and white sidewall tires optional at extra cost.

to put you ahead of traffic. Here's power that leaves you at journey's end refreshed and alert.

You'll find, too, a whole new world of driving pleasure is yours to enjoy when your engine's dynamic power is monitored by the amazing new Super-matic Drive—another exclusive Hudson engineering development. Up hill or down—on the long straightaway, or in the demanding press of traffic, your own will dictates the swift, silent shift from one gear to the next. Super-matic Drive is the only automatic

transmission that shifts gears *only* when you want to shift and that combines fuel-saving overdrive. And it is the only automatic transmission that may be instantly put into conventional drive at the press of a button on the instrument panel.

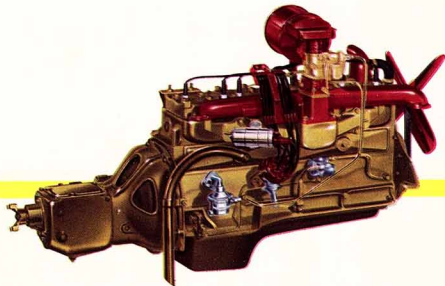
In a Hudson you go as you will—and *your* desires control the going always... from the inching pace of the curb-to-curb jam... to the jet-like burst of speed on the long, wide, open road!



Pacemaker Series CONVERTIBLE BROUGHAM—Ticket to wide-open spaces for six passengers... 119-inch wheelbase... new high-compression, 112-horsepower Pacemaker Six engine. Hydraulically operated top in tan, black or maroon. Dark-red genuine leather seat and seat-back cushions with dark-red leather-trim trim. 6 standard body colors, 6 special colors, 4 two-tone combinations. Fold-Away† rear window, hydraulic window controls which raise and lower windows at touch of a button, Hudson's Super-matic Drive, and white sidewall tires optional at extra cost.

†Optional at extra cost and patents applied for.

3 High-Performance, High-Compression



High-Compression SUPER-EIGHT

SPECIFICATIONS

HIGH-COMPRESSION—8-cylinder engine, L-head design; 128 horsepower; Compression ratio, 6.7 to 1 (with optional extra-cost aluminum head, 7.2 to 1); Bore, 3 inches; Stroke, 4½ inches; Displacement, 254 cubic inches.

CYLINDER BLOCK—Super-hard chrome alloy. Provides wear-resisting cylinder bores, eliminates need for special valve-seat inserts, reduces upkeep costs.

CYLINDER HEAD—Exclusive Hudson high-compression Power-Dome design for high turbulence, most efficient combustion and fuel economy.

PISTONS—T-slot, aluminum alloy, cam ground for precision fit and long life. Two compression and two oil-control rings on each piston are plated and pinned in position to prevent chatter or irregular wear.

CONNECTING RODS—Drop forged of high manganese alloy for maximum strength. Centrifugally installed babbit-metal bearings.

TAPPETS—Exclusive roller-cam type. Maintain constant contact with rotating cam lobe for quiet operation, require less frequent adjustment, wear longer.

VALVES—Special alloy steel. Exhaust valves have high chrome content to withstand high temperatures. Valve seats are integral with high-chrome alloy cylinder block, making valve grinding rarely necessary.

CARBURETION—High-compression induction system through direct-flow intake manifold with compensating passages to equalize distribution to cylinders.

Dual down-draft carburetor. Automatic choke. Automatic mixture heat control. Anti-percolator valve. Air cleaner with silencer and backfire arrester.

FUEL SYSTEM—Positive action, constant-pressure, mechanical fuel pump. Gas tank capacity, 20 gal.

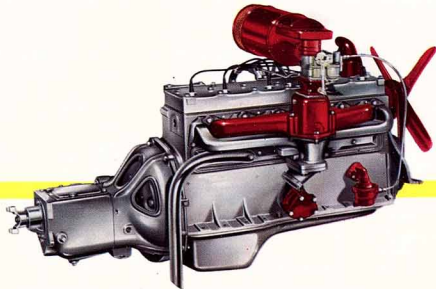
LUBRICATION—Exclusive Duo-Flo system supplies oil in direct ratio to engine speed. Positive oil feed and cooling. Every part lubricated at first turn of crankshaft. Floating-type oil intake supplies only the cleanest oil to lubrication system. Oil refill capacity, 7 qt.

COOLING SYSTEM—Closed type pressure cooling system. Capacity, 18 qt. Cellular-tubular radiator with high flow rate. Ball bearing, self-sealing, permanently lubricated pressure pump with large, six-blade impeller. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned for quiet and efficient operation.

IGNITION SYSTEM—High-compression, hi-voltage, moisture-resistant ignition system. Automatic spark advance and retard. Octane adjustment. High-efficiency ignition coil. Weather-proof wiring. Advanced-design, long-life, shielded spark plugs.

GENERATOR—Extra-capacity, ventilated, shunt-type generator with higher capacity at lower speeds. Voltage regulator prevents overcharging of battery, and provides full protection for all electrical equipment.

STARTER—High-torque type with improved Bendix drive. Finger-touch safety-type starter button on instrument panel.



High-Compression SUPER-SIX

SPECIFICATIONS

HIGH-COMPRESSION—6-cylinder engine, L-head design; 125 horsepower. Compression ratio, 6.7 to 1 (with optional extra-cost aluminum head, 7.2 to 1); Bore, 2¾ inches; Stroke, 4¾ inches; Displacement, 202 cubic inches.

CYLINDER BLOCK—High-chrome alloy which minimizes wear and reduces upkeep costs. Machines to a hard, super-smooth finish. Cylinder bores and valve seats entirely cooled by engine cooling system.

CYLINDER HEAD—Exclusive high-compression Hudson Power-Dome design. Provides high turbulence for most efficient combustion and great fuel economy.

PISTONS—Aluminum-alloy, T-slot design. Cam ground for most efficient operation. Fitted with four rings, plated and pinned in position to prevent chatter and irregular wear.

CONNECTING RODS—High manganese alloy, drop forged. Lower bearings are large, precision type, steel-backed and babbit-lined. Wrist-pin bearing is steel-back bronze type.

TAPPETS—Improved, rotating mushroom type with self-lubrication. Pressure lubricated. Equipped with quiet-opening adjusting screw.

VALVES—Special alloy intake and high nickel-chrome, heat-resisting exhaust valves. Valve seats are integral with cylinder block and cooled around their entire surface.

CARBURETION—High-compression induction system with direct-flow intake manifold, dual down-draft carburetor, automatic choke, automatic mixture heat control, anti-percolator valve and combination air cleaner, silencer and backfire arrester.

FUEL SYSTEM—Positive action, constant-pressure, mechanical fuel pump. Gas tank capacity, 20 gal.

LUBRICATION—Full pressure lubrication by extra-capacity rotor-type oil pump. Floating-type oil intake supplies only the cleanest oil to the lubrication system. Oil refill capacity, 7 qt.

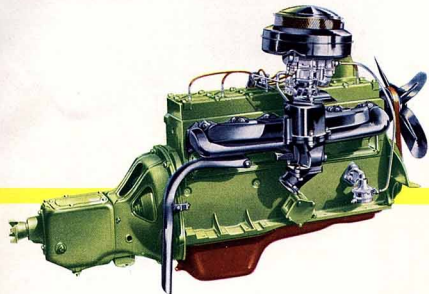
COOLING SYSTEM—Closed-type pressure cooling system. Capacity, 18 qt. Cellular-tubular radiator with high flow rate. Ball bearing, self-sealing, permanently lubricated pressure pump with large, six-blade impeller. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned for quiet and efficient operation.

IGNITION SYSTEM—High-compression, hi-voltage, moisture-resistant ignition system. Automatic spark advance and retard. Octane adjustment. High-efficiency ignition coil. Weather-proof wiring. Advanced-design, long-life, shielded spark plugs.

GENERATOR—Extra-capacity, ventilated, shunt-type generator with higher capacity at lower speeds. Voltage regulator assures maximum efficiency and provides full protection for all electrical equipment.

STARTER—High-torque type with improved Bendix drive. Finger-touch safety-type starter button on instrument panel.

HUDSON ENGINES



NEW PACEMAKER High-Compression SIX

SPECIFICATIONS

HIGH-COMPRESSION—6-cylinder engine, L-head design; 112 horsepower; Compression ratio, 6.7 to 1 (7.2 to 1 with optional aluminum head); Bore, 2¾ inches; Stroke, 3¾ inches; Displacement, 232 cubic inches.

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

CYLINDER HEAD—Special Hudson high-compression Power-Dome design, high-turbulence type for best fuel combustion and economy.

PISTONS—T-slot, cam ground, silicon-aluminum alloy, fitted with four pinned, plated piston rings to eliminate chatter and irregular wear.

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

TAPPETS—Improved, rotating mushroom type with special self-locking adjusting screw. Pressure lubricated. Tappet guides integral with cylinder block.

VALVES—Special alloy. Installed at angle for faster intake and exhaust flow. Valve seats integral with cylinder block, cooled around entire surface. Intake valves are of large diameter. Exhaust valves are of high nickel-chrome alloy.

CARBURETION—New dual-jet, triple-race carburetor for unusual fuel economy. Automatic choke. Climatic control. Anti-percolator valve. Air cleaner with silencer and backfire arrester.

FUEL SYSTEM—Positive action, constant-pressure, mechanical fuel pump. Gas tank capacity, 20 gal.

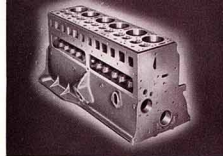
LUBRICATION—Full pressure lubrication to 34 points. Oil refill capacity, 7 quarts. Floating-type oil intake draws cleanest oil from point just below top level in oil pan.

COOLING SYSTEM—Cellular-tubular type radiator, improved ball-bearing type, self-sealing pressure pump with large, positive-pumping impeller. Capacity, 18½ quarts. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned to minimize sound.

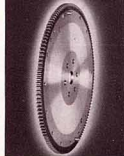
IGNITION SYSTEM—High-compression, hi-voltage, moisture-resistant ignition system. Automatic spark advance and retard. Octane adjustment. High-efficiency ignition coil. Weather-proof wiring. Advanced-design, long-life, shielded spark plugs.

GENERATOR—Extra-capacity, ventilated, shunt-type generator with higher capacity at lower speeds. Voltage regulator assures maximum efficiency and provides full protection for all electrical equipment.

STARTER—High-torque type with improved Bendix drive. Finger-touch safety-type starter button on instrument panel.



HIGH-CHROME-ALLOY CYLINDER BLOCK so tough it actually outwears other blocks by thousands of miles, machines to hard, satin-smooth finish for extra-long life. Eliminates need for valve seat inserts and makes valve grinding rarely necessary.



SPECIAL ALLOY STEEL FLYWHEEL stronger, yet lighter, than ordinary types. Makes starting easier, provides smoother clutch-engaging surface.



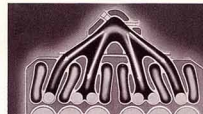
ALUMINUM ALLOY PISTONS, fitted with four piston rings pinned in position to prevent irregular wear, and give longer life.



HUDSON-DESIGNED SPARK PLUGS give trouble-free life greater than ordinary type. Rubber shields and full-fluted porcelain body tends to prevent electrical leakage and short-circuiting.



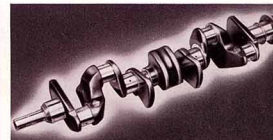
HIGH-TENSION IGNITION COIL is moisture-proofed at all points and placed close to the distributor for hot, maximum spark and to minimize radio interference. The coil is of high output, because of the high intensity of spark needed for the high-compression ratios.



HIGH-COMPRESSION TYPE INTAKE MANIFOLD—made of aluminum—has large, straight passages which permit easier breathing and pressure the vaporized mixture supplied by the carburetor. It provides a uniform charge to all cylinders for smooth, even power impulses.

FLOATING-TYPE OIL INTAKE in the oil pan permits only the cleanest oil to be circulated through the engine lubrication system to moving and wearing parts.

FULLY COMPENSATED CRANKSHAFTS in all Hudson engines are individually balanced both at rest and in motion, equipped with vibration damper for smooth, all-speed operation.



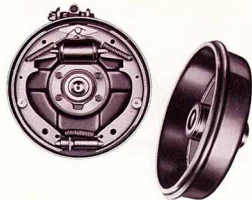
Only **HUDSON**
Brings you all these
ADDITIONAL
FEATURES

for

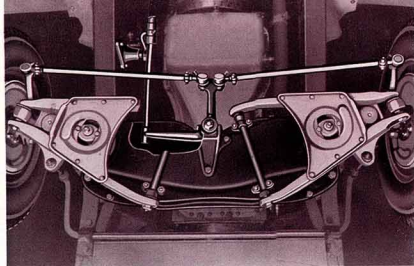
"The New Step-Down Ride"!

HIGH HONORS FOR HUDSON!

"For excellence in engineering and manufacturing," the 1950 Merit Award of the American Society of Industrial Engineers has been presented to Hudson Motor Car Company.



"FEATHER-TOUCH" DELUXE SERVO-ACTION HYDRAULIC BRAKES provide easier, surer stopping by utilizing car's forward motion to press shoes tighter when brakes are applied. Rigid steel brake drums with spun-fused facings are lighter, stronger, more heat-resistant.

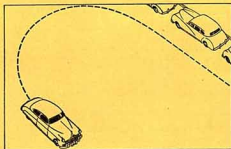


HUDSON'S CENTER-POINT STEERING, perfectly balanced and most accurately designed and easy-to-handle steering system known, operates from the exact center of the car, thus acting directly and equally on both wheels. Simpler and more positive-acting than "off-center" steering, it makes the car want to go straight, prevents "wander."

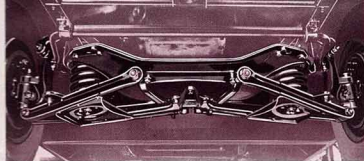
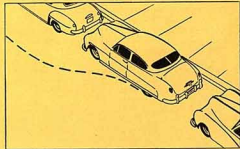


Rear springs in splayed position

URNS IN SHORT RADIUS. An easy swing of the large steering wheel and your new Hudson has turned completely around without backing up . . . or you can glide easily into drives from narrow streets.

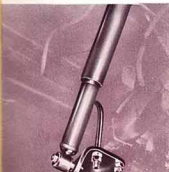
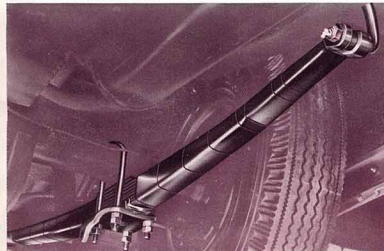


EASY TO PARK. Swing a new Hudson into a tight parking space . . . more easily than with many smaller cars. Short turning radius, easy steering and unhampered visibility make parking easy, even in cramped quarters.

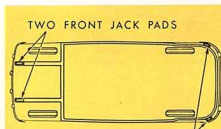


INDEPENDENT FRONT-WHEEL COIL SPRINGING is of an exceptionally smooth-operating type. Made of specially selected silico-manganese steel, it provides exceptional flexibility and stability in action, and gives a softer, easier ride under varying road conditions.

LONG, LEAF REAR SPRINGS are mounted in an exclusive splayed position (see left) at a scientifically determined angle and anchored to the foundation frame in rubber for luxurious smoothness and stability of ride. They are gripped to the axle in exact position for full and equal action.

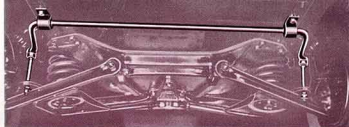


HIGH-VOLUME, DIRECT-ACTING SHOCK ABSORBERS help achieve Hudson's level, road-hugging, super-soft ride. Vertically mounted to better control spring action and add more pleasure to "The New Step-Down Ride."



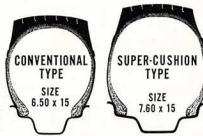
TWO FRONT JACK PADS

TWO REAR JACK PADS



STURDY FRONT AND REAR LATERAL STABILIZERS, together with Hudson's exclusive "step-down" design and splayed rear springs, give steadiness on curves, which is unmatched by any other car, regardless of price or weight. The front stabilizer is rubber-cushion mounted and is highly effective in resisting side sway. Rear stabilizer bar is rubber-cushion mounted on body-and-frame foundation member at top and on axle housing at bottom, providing a cushioned rigidity against sway.

SUPER-CUSHION TIRES with wide safety rims actually absorb impacts, seem to float over road irregularities. A combination of slotted tread, lower air pressure and more flexible construction gives positive traction and safer car handling.



CONVENTIONAL TYPE

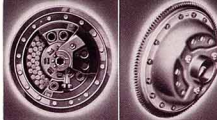
SIZE 6.50 x 15

SUPER-CUSHION TYPE

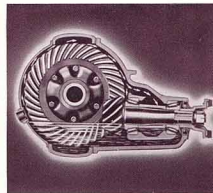
SIZE 7.60 x 15



FOUR SPECIAL UNDER-BODY JACK PADS, integral part of Monobilt body-and-frame*, make possible tire-changing convenience not found in any other make of car. They are easily located without groping and are safety-built to prevent jack from slipping. Fenders provide ample clearance for the use of tire chains.



EXCLUSIVE HUDSON FLUID CUSHIONED CLUTCH is provided in all models. This exclusive clutch operates in a cushion of oil which smooths the engagement and lubricates all internal parts. The special heat-treated, oil-impregnated cork friction surfaces give smooth engagement—sure gripping with no metal-to-metal contact. Smoother acting and longer-lived, this famous clutch is triple-sealed against dirt, dust and leakage . . . it costs more to build, but less to operate.



ADVANCED TYPE HYPOID REAR AXLE, semi-floating design, has specially engineered and balanced nickel-molybdenum alloy drive gears which have greater tooth contact for smooth, quiet operation and longer life. Drive gears are fully adjustable to insure perfect alignment at all times. The hypoid design permits the drive pinion to be mounted below the center of the ring gear, thereby lowering the propeller shaft and contributing to the unusual low center of gravity of the new 1950 Hudsons.



CUSTOM COMMODORE SERIES

Car Specifications

Nylon Bedford Cord upholstery, tan with brown stripes or blue-gray with blue stripes, in combination with exquisite plastic Dura-fab trim . . . foam rubber cushions . . . simulated, ribbed carpet pattern on two-tone front rubber floor mat . . . rear compartment carpeted . . . cord-type, Dura-fab covered robe hanger in sedan and club coupe models . . . metal hand grips in back of front seat . . . arm rests at ends of all seats and large 16-inch rear-seat arm rest in sedan and club coupe models . . . automatic ejection cigarette lighter . . . large, deluxe rear-view mirror . . . instrument panel finished in two-tone leather grain . . . instrument lighting dimmer switch . . . dark leather-grain finish on window garnish mouldings . . . twin, adjustable, swivel sun visors . . . 18-inch plastic-rim, 3-spoke, deluxe steering wheel with chrome-plated half-circle horn ring . . . electric clock

. . . windshield and side and rear window polished-metal reveal mouldings . . . crank-type front-door ventilating wings . . . wing-type rear quarter window ventilating wings in sedan model . . . full-opening rear quarter windows in 6-passenger coupe model . . . Full-View Curved windshield . . . new, larger rear window in sedans . . . luggage compartment with rubber floor mat . . . deluxe type twin tail and stop lights . . . front parking lamps in lower louver . . . front dome lamp . . . two rear-quarter dome lamps in sedans and club coupes . . . license lamps in rear bumper center guards . . . large parcel compartment with lock . . . rear-wheel covers . . . twin air horns . . . side ornamentation . . . inner and outer bumper guards on front and rear bumpers . . . ash receiver at each end of seats and in center of instrument panel . . . envelope-type pocket in front-seat back.



Nylon Bedford Cord upholstery of three-dimensional weave in tan with brown stripes. Head-lining material is harmonizing wool-fabric. Trim is exquisite plastic Dura-fab.



Nylon Bedford Cord upholstery of three-dimensional weave in blue-gray with blue stripes and harmonizing wool-fabric head lining and exquisite plastic Dura-fab trim that is as beautiful as it is practical.

ponents welded together to form a rigid, bridge-like, single-unit structure—*Safe, Strong, Durable, Rattle-resistant!*

FLUID CUSHIONED CLUTCH—Improved, balanced, fluid-cushioned, triple-sealed, single-plate type with heat-treated, oil-impregnated cork inserts.

BATTERY—Heavy-duty, 17-plate, 100 ampere-hour. High plate area.

TRANSMISSION—Synchronized silent mesh, blocker-type; three speeds forward, one reverse. Helical, silent gears.

HANDY SHIFT—Standard on all models. Simplified linkage to transmission.

SUPER-MATIC DRIVE (optional at extra cost)—Automatic transmission for no-shift driving. Four speeds forward—starting and fast-pickup ratio; high-intermediate ratio for extra acceleration for passing, climbing hills, or emergencies; overdrive ratio on all sides, even outside the rear wheels. Body-and-frame com-

(Continued on page 25)

GENERAL SPECIFICATIONS • ALL SERIES

ENGINES—High-compression, high-output, L-head type with Power-Dome cylinder head.

Super-Eight: 128 horsepower; Bore, 3 inches; Stroke, 4½ inches; Compression ratio, 6.7 to 1 (with optional aluminum head, 7.2 to 1); Piston displacement, 254 cubic inches.

Super-Six: 123 horsepower; Bore, 3¾ inches; Stroke, 4¾ inches; Compression ratio, 6.7 to 1 (with optional aluminum head, 7.2 to 1); Piston displacement, 202 cubic inches.

Pacemaker Six: 112 horsepower; Bore, 3¾ inches; Stroke, 3¾ inches; Compression ratio, 6.7 to 1 (with optional aluminum head, 7.2 to 1); Piston displacement, 232 cubic inches.

(Additional engine specifications will be found on pages 20, 21.)

BODY-AND-FRAME—Exclusive "step-down" design, all steel Monobilt body-and-frame*. Box-section steel girder protection on all sides, even outside the rear wheels. Body-and-frame com-

*Trade-mark and patents pending.



SUPER SERIES

Car Specifications

Striped broadcloth upholstery in combination with durable plastic Dura-fab trim . . . simulated, ribbed carpet pattern on beige front rubber floor mat . . . rear compartment carpeted . . . cord robe hanger . . . dark wood-grain, two-tone finish on instrument panel . . . 30-hour mechanical clock . . . large, deluxe rear-view mirror . . . 18-inch rim steering wheel, light tan plastic . . . twin, adjustable sun visors . . . arm rests at ends of all seats . . . assist strap on rear door pillar . . . latch-type front door ventilating wings . . . wing-type rear-quarter ventilating windows in sedans . . . full-opening rear quarter windows in coupes . . . side window polished-metal reveal mouldings . . . Full-View Curved windshield . . . new, larger rear

window in sedans and broughams . . . front parking lamps in lower louver . . . standard type twin tail lamps . . . license lamps in rear bumper center guards . . . front dome lamp . . . large parcel compartment with lock . . . luggage compartment woven-fabric mat . . . rear-wheel covers . . . twin air horns . . . ash receivers at each end of seats and in center of instrument panel . . . illuminated medallion on front of hood . . . modern, streamlined hood ornament . . . envelope-type pocket in front-seat back . . . Optional at extra cost: side ornamentation . . . foam rubber cushions . . . white sidewall tires . . . front bumper outer guards.

Striped, quality broadcloth upholstery. Head-lining is harmonizing wool-fabric material.



New, lustrous plastic Dura-fab trim. Long wearing . . . will not scuff, crack, split or peel. It is stainproof . . . cleans easily with a damp cloth.

GENERAL SPECIFICATIONS • ALL SERIES (Continued)

shift at driver's command. Manual control available at the press of a button, an exclusive Hudson feature.

UNIVERSALS—Three lubricated needle-bearing universal joints with 2" balanced, underslung, tandem propeller shaft providing direct-line drive.

SPRINGS—(Front) Independent suspension with coil springs of silico-manganese steel providing exceptionally flexible front wheel action and softer, easier riding over all kinds of roads. (Rear) Semi-elliptic springs "splayed" for transverse stability; U-type, self-adjusting rear shackle with rubber dirt seal. Front of rear springs rubber mounted. Rear and front stabilizers control lateral car movements. Direct-acting, high-volume, low-pressure hydraulic shock absorbers, at each wheel, control spring action for smooth, luxurious riding.

REAR AXLE—Hypoid, semi-floating, nickel-molybdenum gears and nickel-chrome-molybdenum axle shafts. Heavy banjo-type housing. Ratios, all models: Standard 4.10 to 1, optional 4.55 or

3.82 to 1; with Super-matic Drive, 4.55 to 1, optional 4.10 to 1; with Drive-Master, 4.10 to 1, optional 4.55 or 3.82 to 1; with overdrive, 4.55 to 1, optional 4.10 to 1.

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

STEERING—Center-Point Steering provides stability at all speeds on all road surfaces, with short turning radius. Improved worm and roller-type gear; 20.4 to 1 ratio on Super and Custom Commodore models, 18.2 to 1 ratio on Pacemaker models.

WHEELS—Steel, balanced, drop-center type. New wide base rim for 15" diameter Super-Cushion tires.

TIRES—High-volume, low-pressure Super-Cushion tires. Size 15 x 7.10 standard on all models except Super and Custom Commodore Series convertible brougham. Size 15 x 7.60 optional at extra cost (15 x 7.60 size is standard on Super and Custom Commodore Series convertible brougham.)

(Cont. on page 26)



PACEMAKER SERIES

Car Specifications

Striped Bedford Cord upholstery in combination with durable plastic Dura-fab trim . . . embossed front and rear rubber floor mats with geometric design . . . fabric-pattern finish on instrument panel . . . large, 18-inch, 2-spoke steering wheel with blue-spruce finish . . . twin, adjustable sun visors . . . rear-view mirror . . . latch-type front door ventilating wings . . . full-opening rear quarter windows in 6-passenger coupes . . . envelope-type pocket in front-seat back of sedans . . . Full-View Curved windshield . . . front parking lamps in grille ensemble . . . standard type twin tail and stop lamps . . . front dome

lamp . . . large parcel compartment with lock . . . master-size luggage compartment (trunk) with provision for spare tire in horizontal position . . . woven-fabric luggage compartment mat . . . ash receiver in back of front seat and in face of instrument panel above radio dial . . . illuminated medallion on front of hood . . . new, streamlined hood ornament . . . trumpet-type horn . . . Optional at extra cost: foam rubber cushions, rear-wheel covers . . . mechanical or electrical clock . . . front bumper outer guards . . . white sidewall tires.

Striped Bedford Cord upholstery. Headlining is harmonizing wool-fabric material.



Marvelous new plastic Dura-fab trim. Durable, practical and stainproof. It will not scuff, crack, split or peel . . . cleans easily with a damp cloth.

GENERAL SPECIFICATIONS • ALL SERIES (Continued)

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

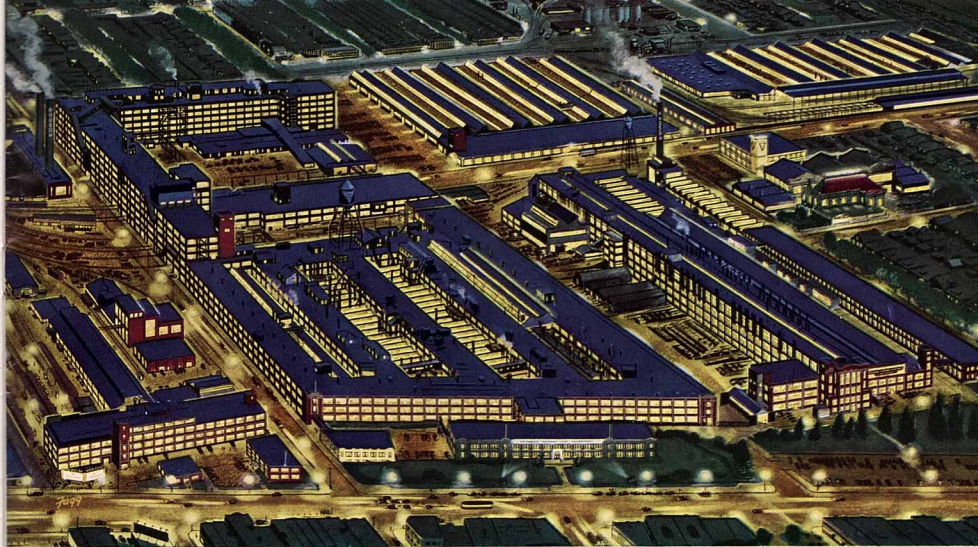
WINDSHIELD—Extra-wide, deep curved design for increased vision, reduced reflection.

LIGHTS—Headlamps: "Sealed Beam" type, incorporating lens, reflector and filaments in a permanently sealed unit. Toe switch for driving or passing beam . . . bright beam indicator on instrument panel. License lamps in rear bumper center guards except Pacemaker models. Directional signals, front and rear, operated by lever at steering wheel, optional on all models at extra cost. Front dome lamp, all models. Courtesy light for all doors and 2 rear-compartment dome lamps standard on Custom Commodore models.

DIMENSIONS—Over-all length—Custom Commodore and Super, 208 $\frac{3}{4}$ "²; Pacemaker, 201 $\frac{1}{2}$ "²; wheelbase—Custom Com-

modore and Super, 124"²; Pacemaker, 119"²; over-all width—Custom Commodore, 77 $\frac{3}{4}$ "²; Super and Pacemaker, 77 $\frac{1}{2}$ "²; over-all height, loaded, 60 $\frac{3}{8}$ "²; maximum head room, 38 $\frac{3}{4}$ "²; hip room, front and rear seats, 64"; elbow room—front seat, 66"; rear seat, 63".

EQUIPMENT—Twin contour-following vacuum windshield wipers . . . gas-level gauge . . . Teleflash signals for oil pressure and generator charge indicator . . . water temperature gauge . . . windshield defroster vents . . . Cushion-Action door latches . . . theft-proof locks . . . non-rotating outside door handles with push-button latch release . . . carry-all luggage compartment with provision for spare tire . . . aluminum scuff plates on all models . . . assist straps in Super Series Broughams, Sedans and Club Coupes . . . metal hand rails on back of front seat in Custom Commodore models . . . windshield reveal moulding on Custom Commodore models . . . ash receivers . . . rear compartment door ornament . . . plastic Dura-fab kickpads on all doors and on rear quarter panels of Broughams and Club Coupes.



Now that you have seen the brilliant new 1930 Hudsons, it's worth while knowing that this different kind of automobile is built in a factory system that produces its own Monobilt body-and-frame*, motors, axles, clutches, transmissions, controls and other major assemblies. As a matter of fact, Hudson builds more of its own components than any other car manufacturer.

The above composite view, painted from aerial photos, shows Hudson's more than three million square feet of factory space. This is where millions of dollars have been invested to bring you this new kind of car.

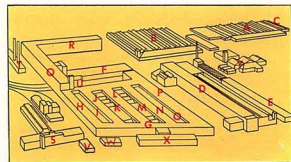
Upper right, Building (A): Gear, axle manufacturing, assembly; (B): Service parts assembly, boxing, shipping, export shipping; (C): Metal heat treating.

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

Center group, Building (F): Assembly and production line for rear axle, springs, shock absorbers, stabilizer bar, propeller shafts, gas tank, muffler, brake lines; (G): Super-Six and Super-Eight engine manufacturing, assembly, testing; (H through P): Machine shops, metal heat treating; (J, L, N): Cushion, upholstery fabrication; (R—first and second floors): Manufacturing, assembly of clutches, transmissions; (Q): Production line for front end, including wheels, tires, engine, radiator core, grille, hood; (R): Final inspection, tune-up, material storage.

Lower left, (S): Research, experimental laboratories, engineering buildings; (T): Power plants; (U): Direct rail receiving, shipping; (V): Personnel building; (W): Medical center, hospital; (X): General and executive offices. Upper right, (Y): Hudson Motors, Ltd., London, England.

These modern factories bring you the most modern car of all!



*Trade-mark and patents pending.



FRIENDLY HUDSON SERVICE *wherever you may go . . .*

If there's a touch of wanderlust in your soul . . . if you feel the call of far trails . . . you have the assurance that you are never far from an authorized Hudson dealer or distributor service establishment.

Strategically located across the North American Continent—and conveniently situated in your own home community, you'll find friendly and efficient Hudson service ready to serve you. More than 3,000 points make up this Hudson service network.

A modern service department is a must with every Hudson

dealer . . . thoroughly staffed with trained service men and provided with a well-balanced stock of genuine Hudson parts, which is further supported by master stocks at centrally located Zone Office and Distributor Parts Depots.

Watch for the red, blue and white sign that's your guide to Hudson service. A Hudson requires mighty little service, but what little is needed is mighty easy to get . . . and mighty well done by your Hudson dealer.

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