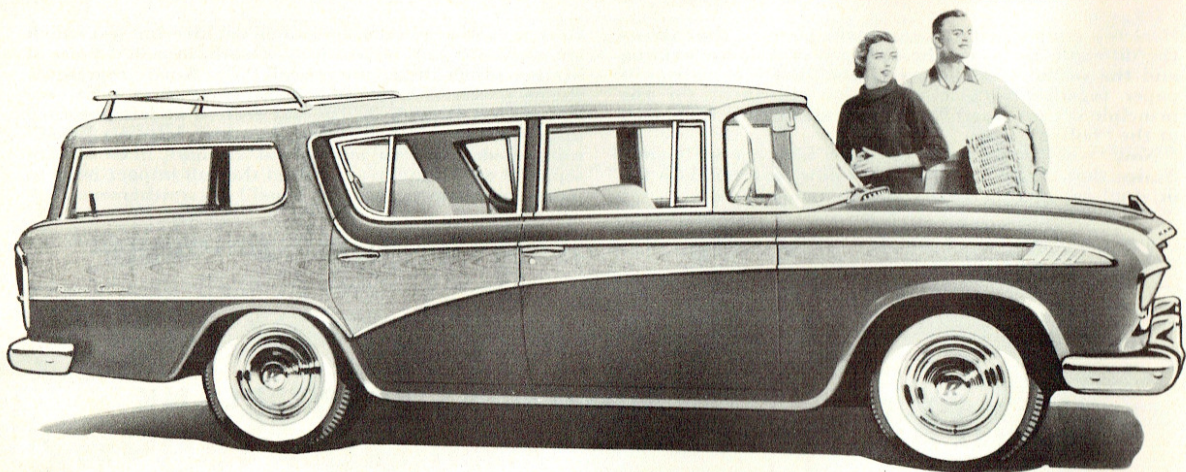


Win! \$\$\$ 1/4 Million \$\$\$ Prize Contest

\$25,000 First Prize



- 30 AIR CONDITIONED
- HARDTOPS • SEDANS
- STATION WAGONS
- 10 METROPOLITAN CONVERTIBLES
- 100 KELVINATOR APPLIANCES
- 1000 CASH PRIZES
- \$40,000 CASH BONUSES

Double Your Prize!
HURRY! ENTER TODAY!

Easy Rules For Winning

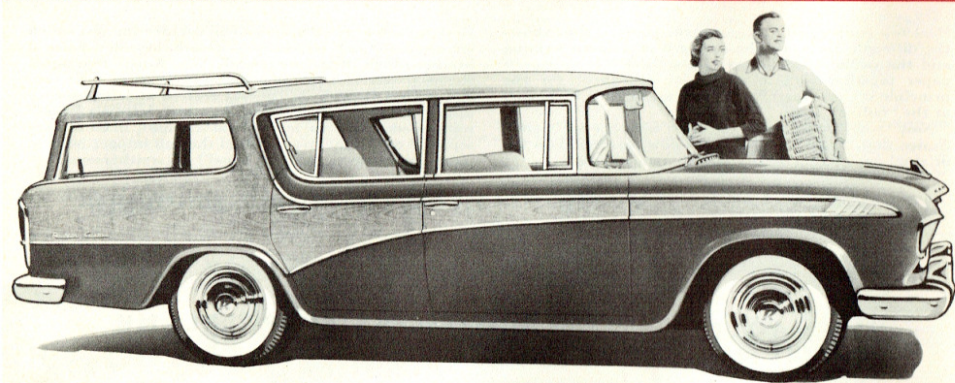
1. Suggest a name (consisting of not more than 4 words) for American Motors, advanced, welded, Single Unit Construction.
2. Your entry must be on the official entry blank, obtainable at your Hudson dealer's showroom. Your entry must be your own original work, submitted in your own name and must show your dealer's name and address. Only one entry per contestant may be submitted. All members of a family may enter, but only one prize will be awarded to a family.

3. Mail your entry to:
American Motors
P. O. Box 1-A
Mount Vernon 10, New York

Each entry must bear adequate postage and must be postmarked no later than May 20th, 1956 and received by May 28, 1956.

4. Entries will be judged by The Reuben H. Donnelley Corporation on the basis of how well the name describes this construction feature and its benefits, try the suitability of the name for promotional purposes. In the event of ties for any prize or prizes, tied contestants will be supplied a form on which to complete a 25 word statement telling why the name they have chosen is a good one. Ties will be broken by judging these statements on originality of thought, logic and interest of expression. In the event of any final ties, duplicate prizes will be awarded. The decision of the judges is final.
5. Bonus prizes of \$1,000 will be awarded to each car winner whose entry blank has been certified by a Hudson dealer stating that the contestant's car was appraised.
6. Double the retail price of the car you win in cash, instead of the car won, will be given to any car winners who have bought a new Hudson, Rambler or Metropolitan from a Hudson dealer between the date of your entry blank and the date winners are announced, June 30, 1956.
7. This contest is open to all residents of the continental United States except employees (and their immediate families) of American Motors Corporation, its dealers and advertising agencies. Contest is subject to all Federal, State and local regulations. All entries, contents and ideas therein become the property of American Motors Corporation to use as it sees fit.
8. All winners will be notified personally or by mail about six weeks after the close of the contest. A list of winners will be available about 60 days after the close of the contest to those sending stamped, self-addressed envelopes.

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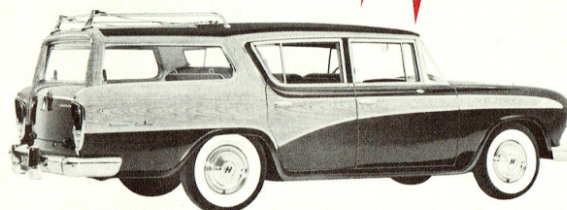
LITHO IN U. S. A.

Facts To Help You Win American Motors' Giant Contest To Name The Biggest Difference in Cars Today ... Single-Unit Construction

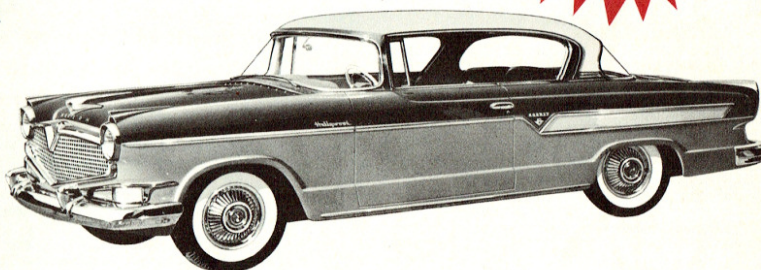
\$1/4 MILLION

PRIZES FOR A SIMPLE NAME

WIN A NEW AIR-CONDITIONED HUDSON V-8



RAMBLER



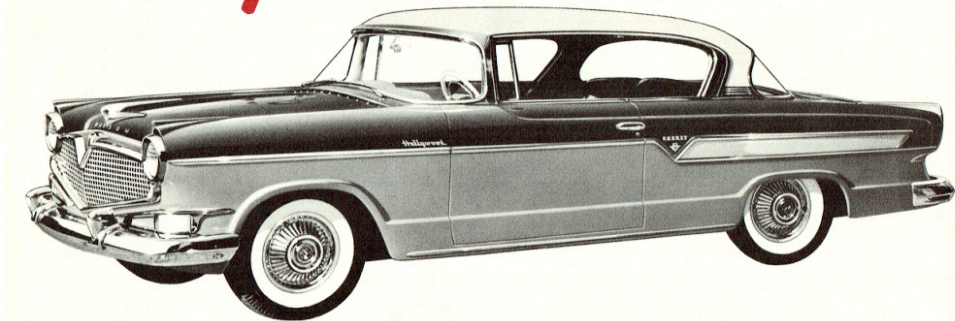
HORNET

**\$25,000
FIRST PRIZE!**

30 AIR CONDITIONED SEDANS • HARDTOPS
STATION WAGONS

1141 Exciting Prizes—See List on Next Page

Win! 1141 Prizes For Names For Single-Unit Construction \$25,000 First Prize



★ 30 Air-Conditioned Cars

(2nd through 11th Prizes) ... your choice of Hudson Hornet Hollywood Hardtop V-8, with All-Season Air Conditioning, Twin Ultramatic Drive, Power Steering, Power Brakes, Power Lift Windows, Airliner Reclining Seats—or Nash Ambassador Country Club V-8's with similar equipment.

(12th through 21st Prizes) ... your choice of Hudson Wasp Four Door Sedans, all with Hydramatic, All Season Air Conditioning, Power Steering, Power Brakes, Power-Lift Windows, Airliner Reclining Seats—or Nash Statesman with similar equipment.

(22nd through 26th Prizes) ... Rambler Cross Country Custom, Four-Door Station Wagons with Dual Range Hydra-Matic, Power Brakes, Power Steering and Airliner Reclining Seats.

(27th through 31st Prizes) ... Rambler Four-Door Custom Hardtop with Dual Range Hydra-Matic, Power Brakes, Power Steering, Airliner Reclining Seats.

★ 100 KELVINATOR APPLIANCES

(42nd through 141st Prizes) ... 10 Fabulous Food-aramas, 10 Electric Ranges, 40 Automatic Washers, 20 Laundry Dryers, 20 Freezers.

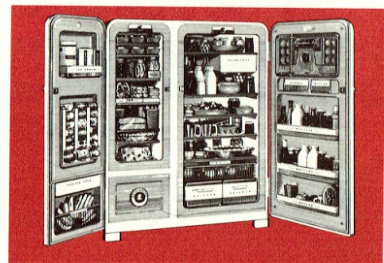
★ Double Your Prize in Cash!

If you are a car winner and have bought a new American Motors car during the contest period, we'll give you a cash award, equal to double the retail price of the car you win, in place of a car.

★ 10 Metropolitan Convertibles



(or Hardtop, if winner chooses) (32nd through 41st Prizes) ... the ideal second car—gets up to 40 miles a gallon. Top speed 80 miles per hour. Parks on a dime, rides like a million.



PLUS

**1000 Cash Prizes of \$10.00 Each
Plus \$1,000 Cash Bonuses**

Bring your present car to be appraised by your dealer. It's worth \$1,000 cash bonus to you, if you are a car winner and have had your car appraised at time of entry.

WHY American Motors Offers One-Quarter of a Million Dollars in Prizes for a Name for Our Advanced Single-Unit Construction!

In the next two to four years, you will see announcements by "Big Three" car makers telling about a great new development in automobile construction. Everybody will have his own pet advertising name for this achievement. But a second glance will tell you this great advance is something American Motors cars have right now—aircraft type "single unit" construction.

This is the biggest difference in cars today.

This method of building cars gives you many advantages: (1) Higher performance at less cost; (2) Greater comfort; (3) More inside room; (4) Superior handling and cornering; (5) Easier parking; (6) Double protection from injury in accidents; (7) Elimination of body squeaks and rattles; (8) Superior durability and top resale value.

Because of these advantages, the rest of the automobile industry is racing against the clock to copy American

Motors better method of building cars. It's an old story. 17 years after American Motors pioneered modern pressurized heating and ventilation with cowl-high fresh air intake, the first "Big 3" manufacturer to copy American Motors system boasted of this advance in advertising so extensively that many people think they invented it! American Motors doesn't want this to happen again!

That is why American Motors will pay you generously to give a name for our modern Single Unit Construction—a simple, easily remembered name American Motors can use in its advertising to nail down once and for all the fact that American Motors were the pioneers.

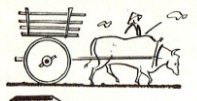
See and drive one of Hudson's modern Single Unit cars at your Hudson dealer. Insist on a demonstration ride—it will do more to help you think of a winning name than anything else.

SEE THE DIFFERENCE!

THE OLD WAY



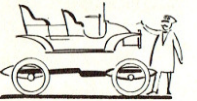
The wood beam, either square or rectangular, and the bolt were the two basic units of construction.



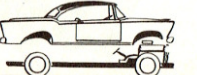
Oxcarts were built with wood beam frames. Axles and wheels were mounted below frame. On top was attached a floor or box.



The buggy, wagon, "horseless carriage" and yesterday's trains were basically built the same way.



The strength was built into the frame, and the body for hauling people or freight was attached.



All cars built in America today—except Rambler, Hudson and Nash—still consist of a separate frame with the body bolted to it.

THE NEW WAY

Modern engineers started a design revolution with "monocoque"—or single-unit—construction.



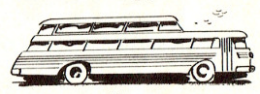
Train builders adopted this improved method. Bus manufacturers followed.



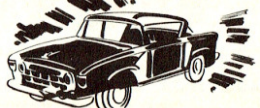
Modern aircraft, like the modern train, is built as a single-unit, welded together.



What does this mean to you? You know modern trains and buses are more comfortable, spacious, fast, and much safer.



Hudson and Rambler, with single unit construction, developed at a cost of \$50,000,000 give you these same benefits in automobiles.



SEE INSIDE PAGE FOR MORE HINTS TO HELP YOU WIN \$25,000 FIRST PRIZE

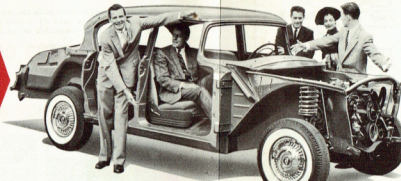
It's Easy! It's Fun For The Whole Family!

IT'S THE EASIEST CONTEST
ON RECORD! ANYONE CAN WIN!

\$25,000 CASH!

Just Name The Welded Single-Unit
Car Construction!

Unequaled Strength and Safety—Single-Unit Car Construction—body and frame welded as a unit. Extends structural girders around passengers and engine for greater strength, greater rigidity and for greater safety.



THE ONLY CAR CONSTRUCTION
SO STRONG, SO MODERN, SO SAFE YOU GET
A TOTAL OF

\$25,000
PERSONAL AUTOMOBILE ACCIDENT
INSURANCE

DIVIDED EQUALLY BETWEEN HUSBAND AND WIFE
AT NO EXTRA COST TO YOU!

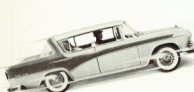
READ ABOUT THESE BENEFITS TO HELP YOU THINK UP THE WINNING NAME

You Get the Long, Low, Modern Look Without Sacrificing Head Room



In ordinary cars, the frame is "underneath", with the body perched on top of it. With the frame outside the body and beneath it, either head room or road clearance must be sacrificed to get the low "topline" all car designers are striving for. In American Motors' Single-Unit Construction, the body and the frame are welded as one single unit, so you can have the smart, modern, low look—with the best head room in the industry!

You Get Better Performance Plus Economy



In the grueling Mobilgas Economy Run, Rambler beat every other car... including the "low priced field." Setting an all-time record for cars equipped with automatic transmission, Rambler clocked an amazing 27.47 m. p. g. The superior power-to-weight ratio which makes this economy possible stems directly from single-unit construction. It is a feature of both the Hornet and the Rambler—accounts for both their amazing performance and their outstanding gas mileage. And it is one reason why you can enjoy top-car performance in a Hornet without paying a premium for it!

**TOPS
IN
ECONOMY**

You Get the Biggest, Most Comfortable Room



Unhindered by the restrictions of a separate frame, Hudson gives you the most spacious interiors on the road—far more. These cars have the biggest frames of all, but they don't stop at floor level. Frame members extend forward almost to the grille, up to the top of front fenders, along sides and overhead, and are welded with the tough steel "side" to form one solid unit—with most space, but without hard-to-handle weight and bulk. See the chart at right.

LOOK AT THE BOX SCORE ON ROOM

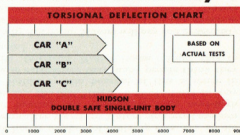
	Front Seat Room	Rear Seat Room	Front Head Room	Rear Head Room	Front Shoulder Room	Rear Shoulder Room	Front Elbow Room	Rear Elbow Room	Wing Width	Rear Width
HUDSON Hornet - Wasp	37.5	36.0	61.5	61.3	65.0	64.5	62.3	62.0		
CADILLAC	35.8	35.1	59.5	59.4	64.3	65.2	61.0	58.4		
PACKARD	36.2	34.9	57.0	55.5	62.8	62.0	59.4	59.3		
LINCOLN	35.4	34.1	59.4	58.4	61.7	63.8	61.7	59.0		
CHEVROLET	35.1	34.5	58.4	58.4	63.3	64.0	62.0	60.5		

You Get Double Strength... Double Lifetime Durability

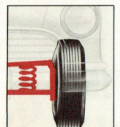
Actual Torsion Tests Prove It's
Twice as Strong
as other-type Cars



Don't be fooled by the claims of other makes that they have strengthened their frames. Even the biggest, heaviest, highest-priced cars have less than half the right strength of Hudson all-welded construction. Pictured at left is an actual photograph of torsion tests conducted by famous U. S. Testing Company Laboratories, showing the medium priced Hudson Wasp has twice the rigidity of highest-priced cars. Chart at right shows complete results of tests as certified by U. S. Testing Company.



You Get the World's Finest Shockproof Ride



The massive steel box-sections which extend forward from the cool of American Motors cars make these cars twice as strong up front, where ordinary cars are weakest. That is why we can use Deep Coil Springs that are much bigger, much longer, much softer—with three times the bump-absorbing capacity of old-style, short, stiff springs. (See the pictures at left.) Note, too, that Deep Coil Springs are mounted high—beneath the center of gravity—and angled out, like "see legs"—bent against roll or sway. You get an incredibly smoother ride... far greater safety and stability on turns.

You Get Top New Car Value When You Buy... TOP Resale Value When You Sell

It's true! You get a bigger, finer, more modern car when you buy a Hudson... with exciting, advanced features ordinary cars can't have—and you pay the same or less money! And talk about resale value...

—a typical example—the Rambler tops all other low-price cars in resale value according to the N.A.D.A. Official Used Car Guide. Hornet and Wasp, too, give you high resale!



AMERICAN MOTORS MEANS MORE FOR AMERICANS



HERE'S WHY AMERICAN MOTORS CARS ARE TWICE AS STRONG, TWICE AS SAFE AS ORDINARY CARS

This is single-unit construction, the modern way to build cars just as it's the modern way to build streamlined trains. There is no separate body, no separate frame... they're combined in single, solid welded unit. Sturdy box-section steel girders completely surround passengers—provide three-dimensional protection ahead, behind, above, below, and on both sides. They have twice the torsional strength of regular cars. They absorb impact instead of transmitting it. They place the strength of the car around you... not just underneath you!



SEE THE LIFESAVING
DIFFERENCE

ORDINARY CAR

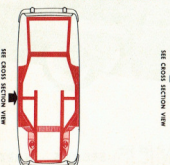
ORDINARY CARS have most of their strength beneath the passengers, in a low, vulnerable steel under-frame. The body is connected to it with bolts, which can shear on impact. The engine is unsecured, and can be jammed back into the driver's seat. The frame is too rigid to absorb impact... instead it "telegraphs" the full force of the collision to the passengers.

REMEMBER: You're Twice As Safe And Six Ways Better Off With Single-Unit Construction

1. **SMARTER STYLING**—Single-unit construction makes possible sleeker, more compact design; more liberal use of glass!
2. **GREATER ROOMINESS**—Because frame and body are one, you get more room inside with less hard-to-handle bulk outside!
3. **SMOOTHER RIDE**—Four Deep Coil Springs, possible only with single-unit construction, give a 3-times smoother ride!
4. **BETTER ECONOMY**—Lighter weight gives a better power-to-weight ratio... means flashing performance with unmatched economy!
5. **DOUBLE SAFETY**—Sturdy 3-dimensional girders surround you on all sides, make you twice as safe in the event of accident!
6. **HIGHER RESALE**—With no body left to loosen, your car is as "tight" when you sell as it is when you buy... and has more miles left!

HUDSON offers single-unit construction. In front of you, for example, are these rugged three-dimensional steel bulkheads. They flank your engine, extend ahead of it, absorb impact before it can be transmitted to the driver's compartment. No engine in your lap... much less shock in the event of collision. You're twice as safe in a Hudson!

SEE THE DIFFERENCE IN PROTECTION AT THE SIDES



ORDINARY CAR bodies extend as much as 18 inches beyond the frame, with flimsy outriggers joining the two. The only thing between passengers and injury is this sheet metal.

THESE TESTS SHOW YOU THE DIFFERENCE!

Here is a simple test you can make yourself that shows the difference between the strength of Hudson's welded construction and the weakness of bolted joints. "Bolt" two strips of paper together with a stapler (or pin them, for the principle is the same). Notice how easily they tear apart at the "bolted" joint. Now "weld" two strips of paper together with glue. Notice that the "welded" joint is now stronger than the original paper. Exactly the same is true of steel.

Here are actual photographs of an engineering test which shows in exactly how box-sections absorb impact. A piece of lumber which the engineers call "Mr. Wood" represents the passenger. It is placed between two supports. You see above what happened. The box section at left absorbed impact of 150-pound pile driver hammer, left "Mr. Wood" unharmed. Still, unyielding rod at right, like ordinary separate car frame, transmitted the full impact back to passenger—smashing "Mr. Wood" to smithereens.

A RIDE CAN HELP YOU WIN \$25,000! ASK FOR A DEMONSTRATION NOW!

HERE'S YOUR OFFICIAL ENTRY

GET THE WHOLE FAMILY started right now—it's fun for all—and anyone can win! The first name that pops into your head may be the one that wins the \$25,000 First Prize!

It's easy! Just a short, descriptive name for American Motors' Single Unit Construction method. Here are a few "thought-starters" to get you going—

- "Aeroweld"
- "Duosafe"
- "Unicar"

ASK THE TEENAGERS in your family for suggestions! They know a lot about cars. Remember, there's no age limit on who may win this great prize contest.

So Get Busy Now!

OFFICIAL ENTRY BLANK

American Motors
\$4 Million \$\$\$ Contest!

BOX 1-A, MT. VERNON, N. Y.

The name I suggest for American Motors advanced, welded Single-Unit Construction is (four words or less):

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

\$1,000 CASH BONUS!

This certifies that this contestant had his (or her) car appraised. It is a: Make _____ Year _____ Model _____
Serial or Engine No. _____ Appraised at approximately \$ _____
Toward the Purchase of a NEW HUDSON.

Appraiser's Signature _____
Hudson Dealer's Name and Address _____

PLUS... DOUBLE YOUR MONEY!
... IF YOU BUY A NEW HUDSON, RAMBLER OR METROPOLITAN during the contest and win one of the car prizes, we give you double the retail price of the car you won, instead of the car.

HURRY! CONTEST CLOSING MAY 20, 1956

Enter Today!