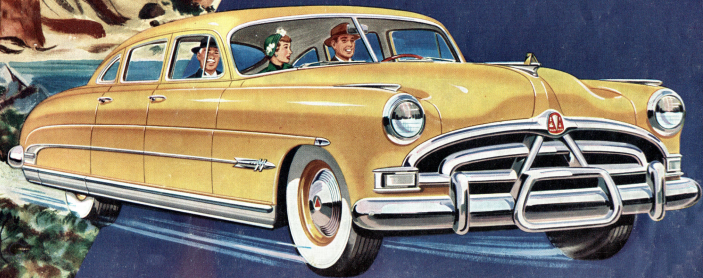


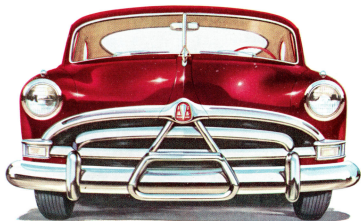
# Hudson for '51

IN 4 MATCHLESS SERIES



# Hudson for '51

- presents 4 rugged series
- adds spectacular new car
- scores engine triumph
- introduces Skyliner Styling



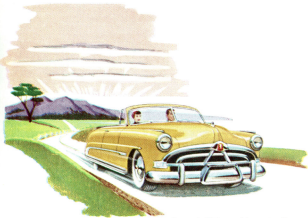
Famous "step-down" design really steps out in '51 . . . with four rugged series, priced from just above the lowest . . . with a fabulous new car—the Hudson Hornet, powered by the sensational new H-145 engine!

. . . with the refreshing beauty and luxury of new Skyliner Styling, both inside and out . . . with automatic driving at its finest in Hydra-Matic Drive and Super-matic Drive\*.

So name *your* desire! Sleek, streamlined beauty, perhaps? The roomiest car made? The world's best ride? Or is it unequalled safety, performance, economy and long life that most interest you?

All this is yours in Hudson for '51—and yours in a degree impossible in any other car! For Hudson has taken the lead and brings you more of the good things in motoring by building automobiles in a new and different way.

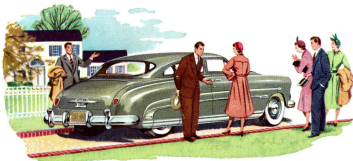
We invite you to read on and see how much Hudson has added to the enjoyment you'll find in your new motor car!



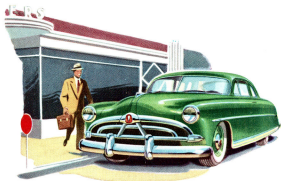
*Lowest-built . . . and just naturally a road-hugging beauty!*

\*Hydra-Matic Drive optional at extra cost in Hornet and Commodore Custom Series—Super-matic Drive optional at extra cost on Super-Six Custom and Pacemaker Custom Series.

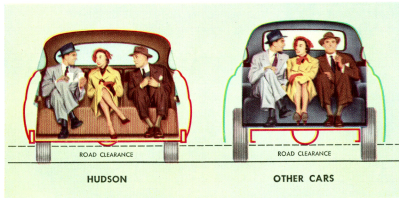
*New driving ease! New comfort! And the unmatched security of America's safest car.*



*Built to handle a crowd . . . with more room than any other car!*



## Why "step-down" design means more for you!



The key to Hudson's basic improvement in motor-car design is an exclusive recessed floor ("step-down" design), shown graphically at left in comparison with all other cars.

Because of this recessed floor, Hudson is the lowest-built car of all. The roof line is lowered, without cutting head room, and designers are free to create the low, streamlined Hudson silhouette. Seating room and head room are substantially increased to make Hudson the roomiest car of all. Road clearance is *not* reduced!

With America's lowest center of gravity, Hudson naturally brings you the world's best ride. You'll immediately recognize the inherent safety of Hudson's low-built design in the smoothness—the steadiness—of a ride no other car can provide!

# All yours . . . but only in Hudson



**Beauty that speaks for itself!** Compare the clean, low lines of Hudson's Skyliner Styling with any other car. Your eyes tell you at once that Hudson's beauty is distinctive and exclusive, because Hudson is a different kind of car.

**More room than any other car** is another wonder of Hudson's famous "step-down" design. Space wasted in other cars is utilized for passenger comfort. Seats are widest . . . wider even than car height! There's more head room and elbow room,



**"Performance unlimited"** best describes Hudson—with great high-compression power plants, including the sensational new H-145 engine that introduces miracle H-Power to motoring. See pages 7 and 24.

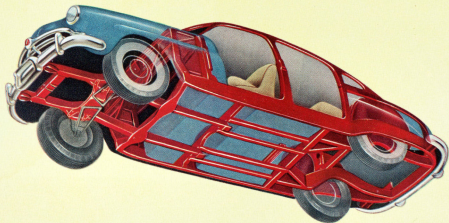
**The world's best ride** is a Hudson ride, for Hudson has the lowest center of gravity in any American car! It's a real hug-the-road ride that you *must* experience to fully appreciate.



**Built to stay young!** Long life, with economy and freedom from service, is built into every inch of every Hudson. . . in advanced style and beauty. In durable engines, in the rugged Monobilt body-and-frame\* . . . and even in long-lasting, new upholstery.

**Safest!** Combine Hudson's lowest center of gravity with rugged Monobilt body-and-frame\* (shown on facing page) and such additional safety features as Triple-Safe Brakes (pg. 26), and you have protection no other car can match.

\*Trade-mark and patents pending.

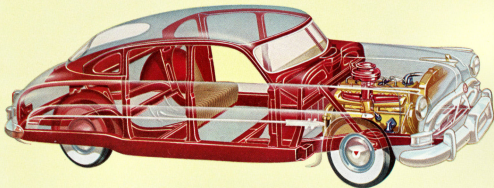


Here is the most practical and advantageous way to build an automobile!

Rugged box-section foundation frame encircles both front and rear passenger compartments—and even extends outside rear wheels, a safety feature found in no other car.

This massive Monobilt body-and-frame\* is enormously resistant to shock, strain, rattles. It's the strongest, safest, most durable known!

## Hudson's famous "step-down" design in the Monobilt body-and-frame\*

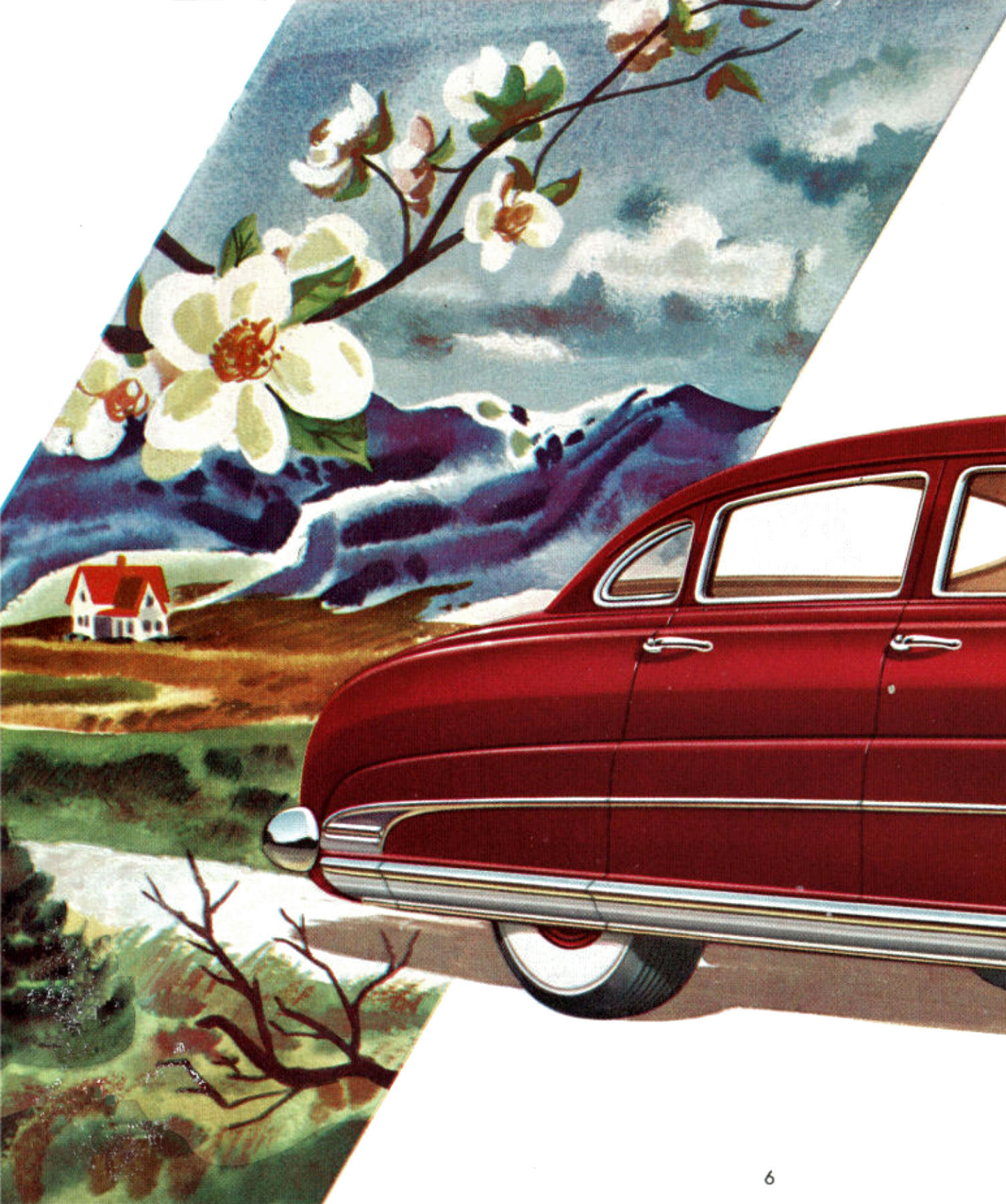


In Hudson's all-welded, all steel Monobilt body-and-frame\*, the floor is recessed (exclusive "step-down" design).

Passengers ride cradled within the frame, with steel-girder protection, front, sides and rear. Seats are the widest in any car and positioned completely ahead of rear wheels for smooth riding.

Hudson's great advantages in room, ride, safety and long life stem from this new way to build automobiles.

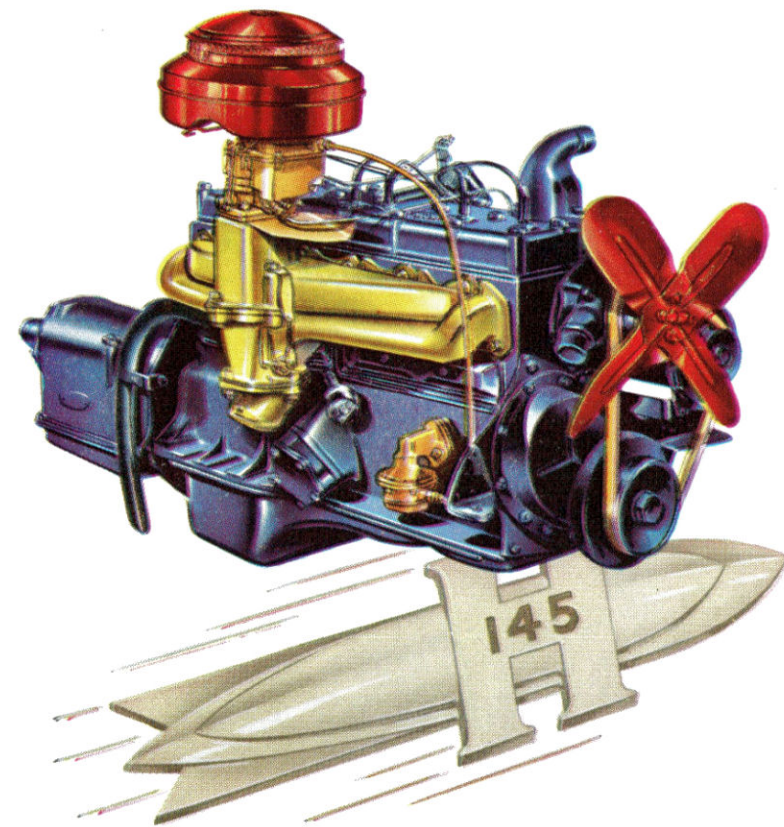
\*Trade-mark and patents pending.



Hudson Hornet FOUR-DOOR SEDAN. Commodious comfort for six passengers, as if each were seated in a living room chair. New Skyliner Styling, with its massive front end, suggests the spectacular power of the H-145 engine and the ruggedness of this fabulous new car.

## THE FABULOUS NEW HUDSON HORNET

—newest advance in fine-car design and performance. Powered with the incomparable new H-145 engine, and offering 4-speed Hydra-Matic Drive\*, the Hudson Hornet is the distinguished new master of the highway. From the quiet, satin smoothness of a steady cruising speed or from a standing start at a signal light it can accelerate with surging power that leaves traffic decisively behind. And, with all its power, it's the easiest-handling car you've ever driven. The Hudson Hornet presents the sleekest, most fully streamlined silhouette on the road, while its interior sets a new high level in luxurious appointments.

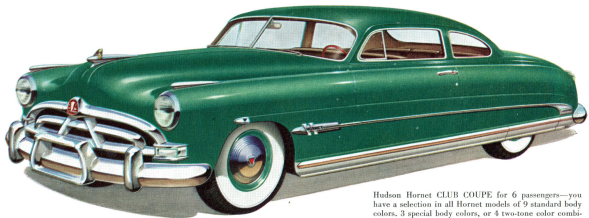


It isn't just the enormous reserve power of the H-145 engine. It isn't just the blazing brush-off it gives traffic as you flash ahead. It's the further fact that this engine gives such championship performance so smoothly, so effortlessly—and so economically.

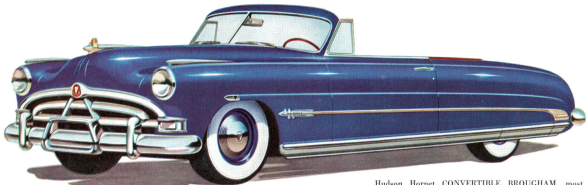
For this high-compression engine doesn't have to be luxury-fed on premium gas. It doesn't need to be pampered into top performance. It transforms regular gasoline into the sweetest, fleetest, most flexible going this side of air travel.

The H-145 is the finest development of the high-compression, high-output L-head engine—the simplest, most efficient and most economically serviced type of engine in general use today. And it's built to outlast any engine currently offered.

*\*Optional at extra cost.*



Hudson Hornet CLUB COUPE for 6 passengers—you have a selection in all Hornet models of 9 standard body colors, 3 special body colors, or 4 two-tone color combinations at extra cost. White sidewall tires optional at extra cost.



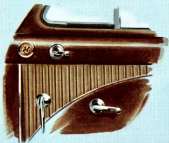
Hudson Hornet CONVERTIBLE BROUGHAM, most brilliant beauty of the highway. Wheelbase, as in all the Hornet models, is 124 inches. Top colors are tan, black or maroon. Upholstery is dark-red or blue genuine top-grain leather with harmonizing leather-grain trim. Top and windows hydraulically operated.



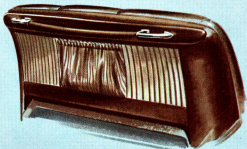
The Hornet's massive, Skyliner Styling hood ornament . . . heavily plated in gold and chrome . . . lends elegant distinction.



Typical of the Hornet's comfort and luxury are handsome, carefully positioned assist straps in Sedan and Coupe.



Set into the valance of each front door, a striking medallion symbolizes the power of the H-145 engine.



Even the back of the lounge-wide front seat comes in for special attention. There's a heavy, de luxe robe hanger, polished-metal hand grips and a spacious, tailored pocket.



Indirectly lighted, precision instruments are mounted in polished chrome and set against an exquisite leather-grain panel. Gently curved contours and nonglare Dura-fab top protect your eyes from reflections.



Symbolic of the Hornet's spectacular performance, gleaming "Badges of Power" identify this fabulous motor car at a glance.

Distinctive  
identification and  
appointment details  
typical of the fabulous  
Hudson Hornet Series



## Where luxury is foremost!



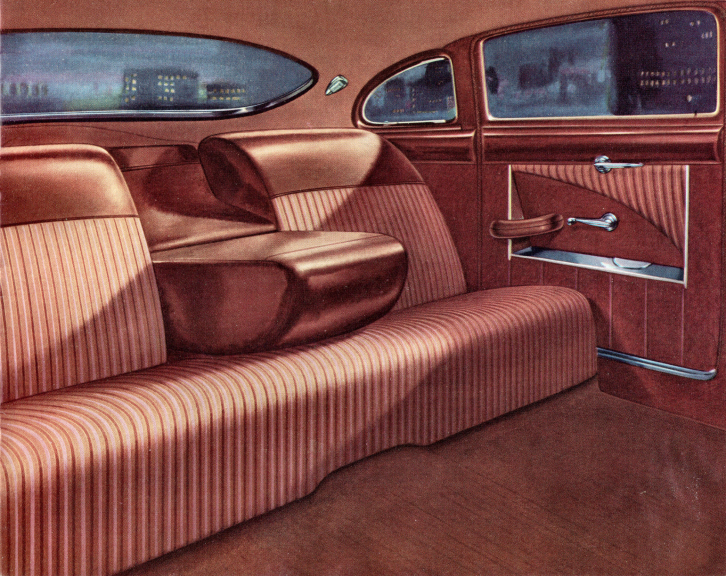
In distinguished beauty and luxurious appointments, the interiors of the fabulous Hudson Hornet and the Commodore Custom Series\* go far beyond anything heretofore offered.

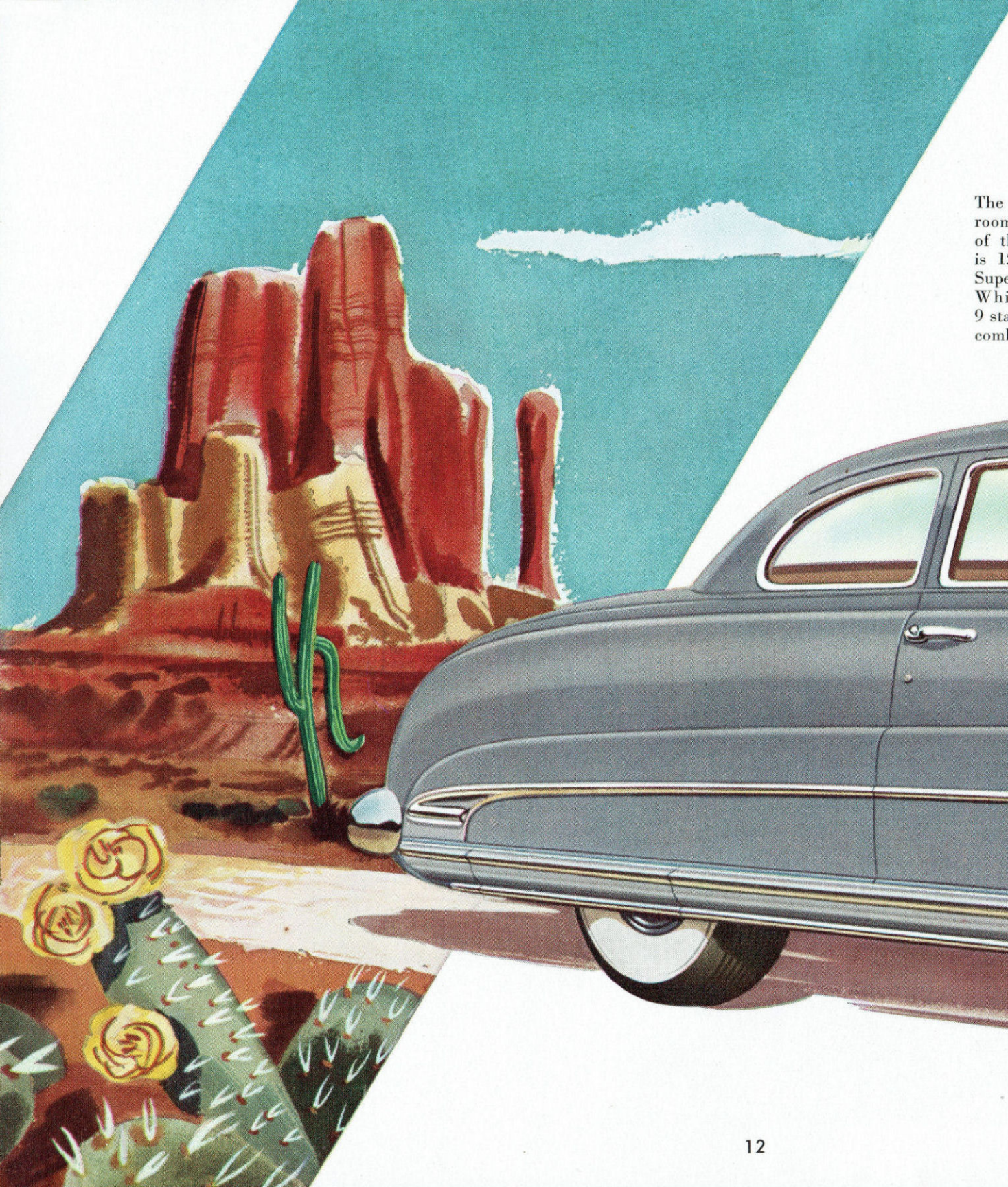
The graciousness of these interiors is heightened by nylon upholstery in an exclusive 3-dimensional weave—tan-brown with gold stripes or blue-gray with blue stripes. Dura-fab trim in antique-crush, leather-grain finish richly harmonizes with the upholstery.

Everything that artistic good taste and practical appointments can contribute to the pleasure, comfort and convenience of driver and passengers is presented. Door and window controls are conveniently nested in superbly tailored recessed panels that increase interior room. Foam rubber seat cushions provide new and finer seating ease—and are of unequalled durability. Front and rear compartments are richly carpeted. Arm rests at the ends of all Sedan and Coupe seats and a rear-seat, 16-inch folding arm rest add further riding luxury.

And many other details, each of which adds to richness, beauty and convenience, are yours in these great cars.

\*Commodore Custom interior illustrated. Refinements and differences in Hornet Series appointments and trim are shown in detail on page 9.

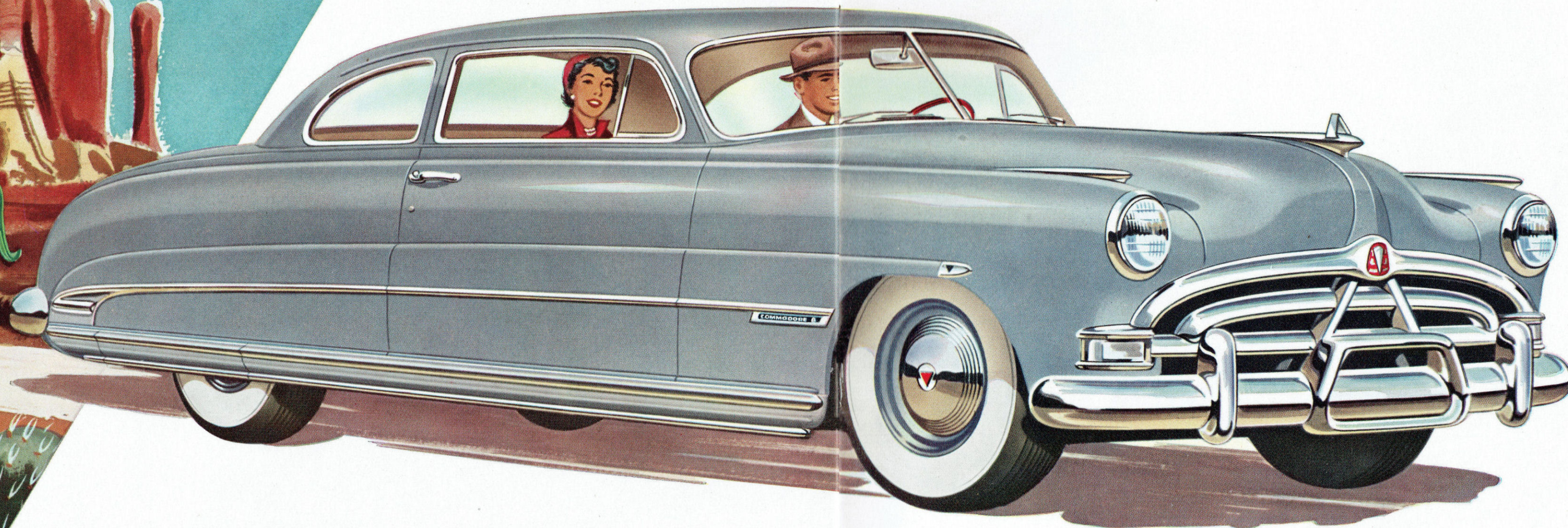




The Commodore Custom Series CLUB COUPE affords ample room for six passengers with the balanced and compact beauty of the Coupe. As in all Commodore models, the wheelbase is 124 inches. Available with high-compression, high-output Super-Eight engine or high-compression, high-output Super-Six. White sidewall tires optional at extra cost, all models. 9 standard body colors, 3 special colors and 4 two-tone color combinations at extra cost.

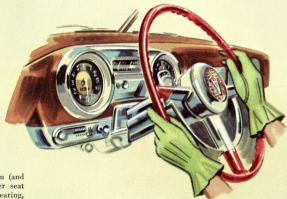
## THE LUXURIOUS COMMODORE Custom SERIES

Luxury and performance leadership of the Commodore Custom Series is evident on first glance. Every line reflects its agility on the road and ever ready response to your command. Charming interiors in which every detail has received careful attention welcome you to luxurious riding ease. Hydra-Matic Drive optional at extra cost on all models.

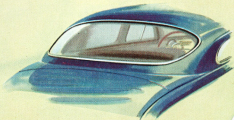
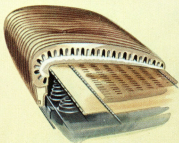


Styled and appointed  
to complement the  
finest highway travel  
in the world

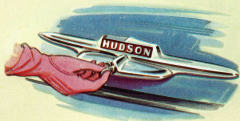
Luxury to please the most discriminating! From the non-reflecting Dura-fab that tops the instrument panel to the slim, obedient wheel (that fits your hand so well) . . . are the handsomest appointments in motordom. Heavy chrome . . . de luxe instruments . . . the inherent *feel* of quality—everything designed with the precision of a fine watch.



Skyliner Styling in the Commodore Custom (and the Hornet) means luxurious foam rubber seat cushions, too! Incredibly soft and long-wearing, thousands of tiny air cells cradle your weight.

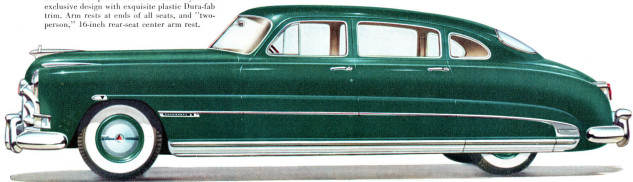


Curved to the car's contours, the immense, one-piece rear window in all models (except, of course, Convertibles) sets a fresh, sparkling style note . . . its 863.4 square inches of area gives safe, unobstructed, at-a-glance vision to the rear.



There's magic in this beautiful, polished deck ornament! Insert and turn the key . . . the sturdy rear deck lid gently releases itself. Lift with a finger or two and the balanced, spring-loaded hinges raise the lid to its convenient, wide-open position. Lower the lid . . . it locks itself!

Commodore Custom Series FOUR-DOOR SEDAN . . . upholstered in beautiful nylon of exclusive design with exquisite plastic Dura-fab trim. Arm rests at ends of all seats, and "two-person," 16-inch rear-seat center arm rest.



Commodore Custom Series CONVERTIBLE BROUHAM . . . 9 standard body colors, 4 special colors at extra cost. Top colors for Convertible: tan, black or maroon. Upholstery is dark-red or blue genuine top-grain leather with harmonizing leather-grain trim. Top hydraulically operated.

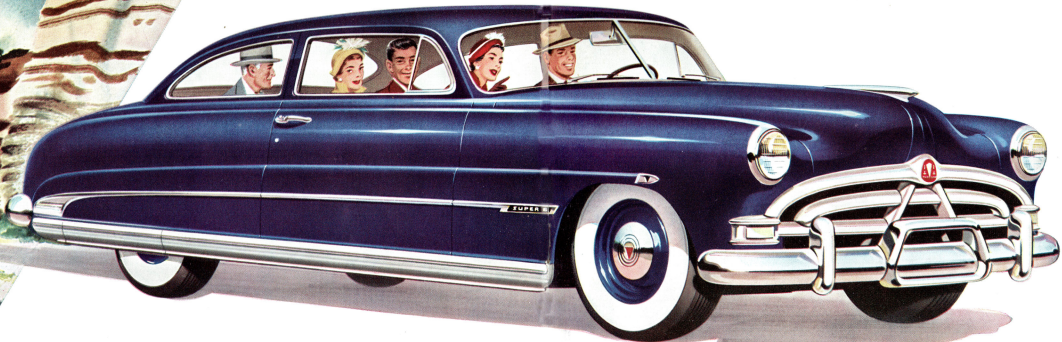
Fold-away\* rear window increases vision, yet is hinged so that it folds snugly into body when top is lowered. Windows controlled hydraulically. Driver has master window controls at his side; individual controls are below each window. \*Patents pending.



Super-Six Custom Series TWO-DOOR BROUGHAM. As in all Super-Six models, the wheelbase is 124 inches and the engine is the famed Super-Six—most powerful of all American six-cylinder engines with the single exception of the sensational Hudson H-145. 9 standard body colors, 3 special body colors and 4 two-tone combinations at extra cost. Front outer bumper guards, side ornamentation, and white sidewall tires optional at extra cost.

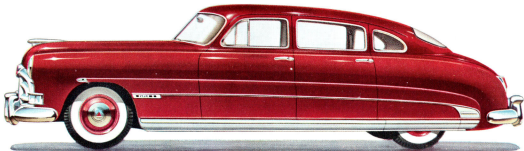
## THE RENOWNED SUPER-SIX Custom SERIES

... Marvelous performance and roadability are multiplying friendships for this great car as more and more motorists come to know its geared-to-the-road ride and step-away performance. Beautifully streamlined, it carries driver and passengers with such softness, smoothness and steadiness that a day's journey becomes a relaxing experience. All Super-Six models are available with Super-matic Drive (extra cost) for utmost ease and economy of driving at all times.



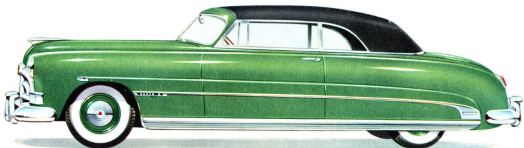
## SUPER-SIX Custom SERIES

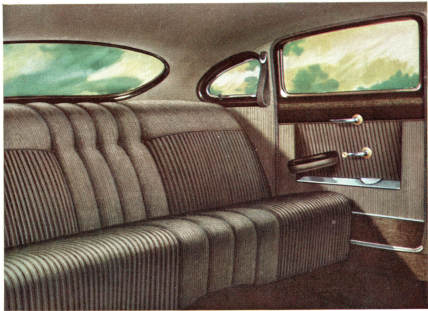
Super-Six Custom Series **FOUR-DOOR SEDAN** . . . Provides more inside room than any other car at any price, except another Hudson. As in all Hudson models, the Sedan has a Full-View Curved windshield, and huge, one-piece rear window.



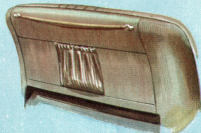
Super-Six Custom Series **CLUB COUPE** . . . Like the other Super-Six models, the Coupe presents gorgeous free-flowing lines and a wealth of convenience features. In every respect it is a car that will fill you with pride of ownership.

Super-Six Custom Series **CONVERTIBLE BROUGHAM**. A sweep of line lends captivating smartness. Top colors: tan, black or maroon. Top hydraulically operated. Hydraulic window controls optional. Upholstery is dark-red or blue genuine top-grain leather with harmonizing leather-grain trim. Super Series models available in 9 standard colors. 4 special body colors at extra cost.

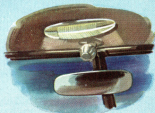




An interior of strikingly new, original design. Gorgeous new three-tone Bedford Cord upholstery. Beautifully tailored and upholstered recessed door panels nest door and window controls conveniently out of your way. Around you is harmonizing plastic Dura-fab trim.



Heavy cord robe hanger and large envelope-type pocket in front-seat back add extra convenience. Beautiful, practical Dura-fab trim covers the seat back in harmonizing color. Dura-fab does not scuff or peel and is easy to clean.

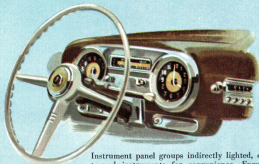


Flick a switch and the front dome lamp floods the interior with soft brilliance. Twist a knob and the radio\* antenna is up or down as you choose. Large, de luxe rear-view mirror shows road behind free of distortion, free of glare.

\*Radio optional at extra cost



Two tiny sentinels guard your Hudson . . . Hudson's exclusive Teleflash signals. Invisible when everything is shipshape, they flash bright red warnings if oil pressure or generator charging rate drops. They flash, too, when you turn on the ignition, assuring you they're on the job.

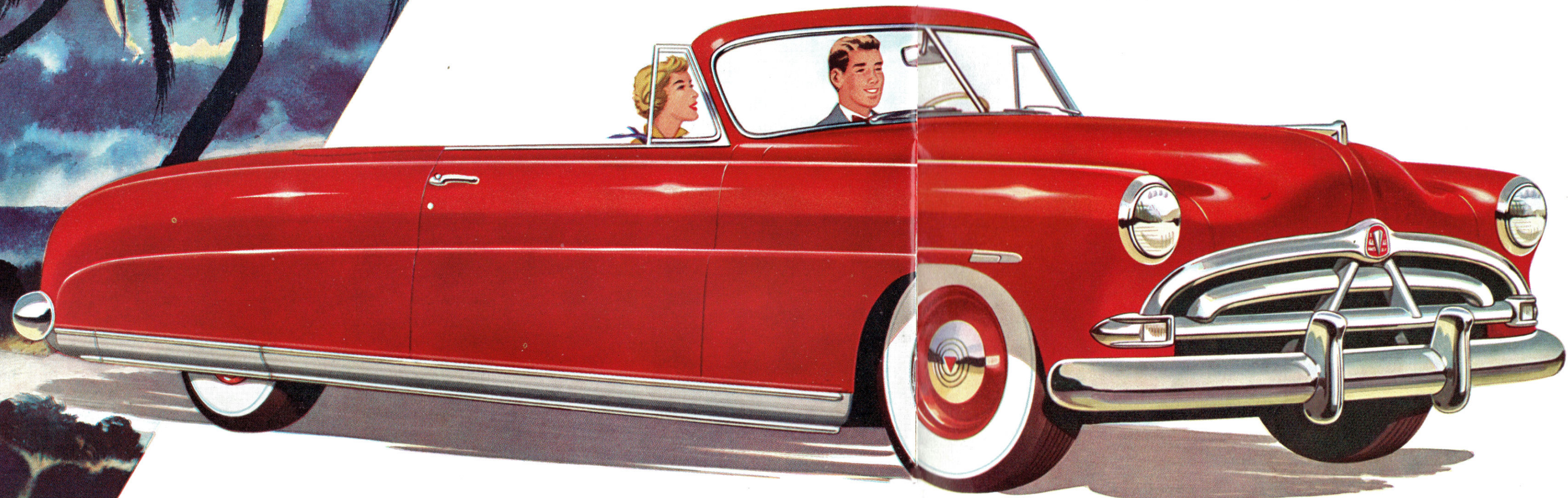


Instrument panel groups indirectly lighted, easy-to-read instruments for convenience. Exquisite use is made of chrome, leather-grain finish and harmonious, nonreflecting Dura-fab.





Hudson lines, Hudson power and performance mark the Pacemaker Custom Series. The Convertible Brougham is one of the sleekest, smartest lookers and performers on boulevard or highway, yet priced attractively low!

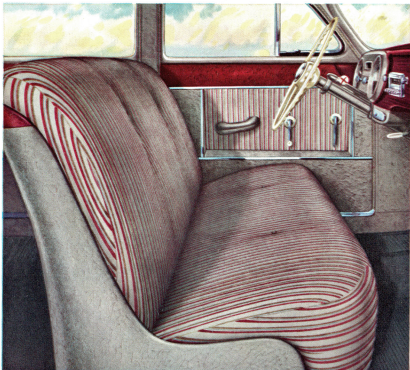


## THE GLAMOROUS PACEMAKER Custom SERIES

—in five brilliant models—is worthy heir to the great basic improvements which Hudson engineering has brought to the motor car. Costing only a few dollars more than the lowest-priced cars, it brings you the unmatched Hudson ride and more *inside room* than any car at any price—except another Hudson. The Pacemaker is a true Hudson, too, in beauty and in performance—a car that gives you so much more for your money that it completely upsets old ideas of motor-car value.

Pacemaker Custom Series CONVERTIBLE BROUGHAM.—119-inch wheelbase like all Pacemaker models. The engine is the Pacemaker Six. Hydraulically operated top in tan, black or maroon. Dark-red genuine leather seat and seat-back cushions with dark-red leather-grain trim. 6 standard colors. 6 special colors at extra cost. Fold-Away\* rear window, hydraulic window controls which raise and lower windows at touch of a button, Hudson's Super-matic Drive with economy overdrive, and white sidewall tires optional at extra cost.

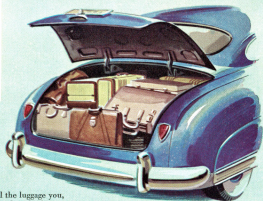
\*Patents applied for.



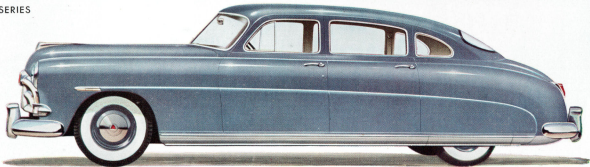
Skyliner Styling, too, in America's lowest-priced big car! Here, in this roomiest of all front seats (except in other Hudsons, of course), is rich, new gray special-weave cord upholstery with red and brown stripes and plastic Dura-fab trim. Upholstered recessed door panels . . . highly polished chrome hardware and fittings . . . curved-contour instrument panel . . . there's high-priced luxury and richness in this husky, lower-priced motor car!



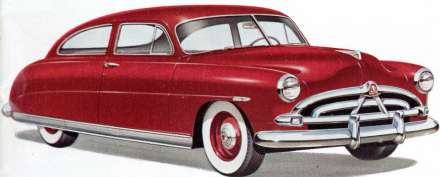
Spacious parcel locker at your finger tips! This thoughtfully large compartment with rubber-cushioned door, feather-touch latch and sturdy lock is provided in the instrument panel of all Hudson models.



The master-size luggage compartment in every Hudson holds all the luggage you, and all your passengers, need for any trip. The floor is mat-covered, and sides are finished to match car color. The compartment lid, equipped with a sturdy lock, has spring-loaded hinges for effortless opening and closing.

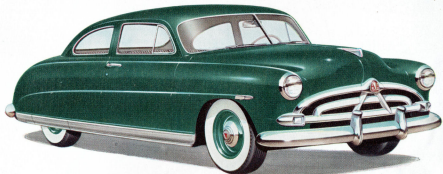


Pacemaker Custom Series FOUR-DOOR SEDAN.—  
In this model (Brougham and the Coupe also) you  
have a choice of 6 standard body colors, 6 special body  
colors, 4 two-tone color combinations, optional at  
extra cost.



Pacemaker Custom Series TWO-DOOR BROUGHAM.  
—Many prefer the Brougham's safety as a family car  
with door controls out of children's reach. As in all  
Hudson cars, an illuminated medallion in the front  
grill lends distinction.

Pacemaker Custom Series CLUB COUPE.—  
The interior of the Coupe (and all other Pacemaker closed models) is equipped with twin pivot-type sun visors, front dome lamp, large parcel compartment with lock and many other motoring aids. Also available as 3-passenger Business Coupe. White sidewall tires optional at extra cost on all Pacemaker models.



# HUDSON

## high-compression high-output engines

Super-efficient, long-lived L-head, "In-Line" design gives finest high-compression performance with regular-grade gasoline!

All Hudson engines are of the design that produces the most power in relation to engine size.

This highly efficient type of power plant is known as the L-head "In-Line" engine. It is an uncomplicated design, with fewer moving parts—for less wear, the longest possible life and simplified, inexpensive upkeep.

It's a design of proved durability, maximum performance and unusual economy! And Hudson engineering developments have taken these basic advantages and lifted them to new heights!

Hudson's great engines for 1951 bring you the finest high-compression performance, but do not require the use of premium fuels. *You get performance unlimited with regular gasoline!*

Hudson engines are built to outlast any engine currently offered. You'll find built-in brawn at every point—in every detail. Then try a Hudson out on the road and experience the perfect balance of engine to car that gives you full command of the road at any speed.

## H-145 Engine

### Introducing Miracle H-Power!

**HIGH-COMPRESSION**—6-cylinder, L-head design; 145 horsepower with 7.2 to 1 compression ratio of Miracle-Dome aluminum head (optional compression ratio, 6.7 to 1 with iron-alloy head at no extra cost); bore, 3 $\frac{13}{16}$  inches; stroke, 4 $\frac{1}{2}$  inches; displacement, 30 $\frac{1}{2}$  cubic inches.

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

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

**CRANKSHAFT**—Forged in position with integral counterweights. Balanced at rest and in motion. Equipped with rubber-insulated, lifetime vibration damper. Large, precision-type main bearings are steel-backed and lube-lined for long wear.

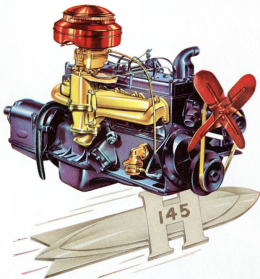
**PISTONS**—Improved aluminum-alloy, full-skirt design with greater inherent flexibility. Chrome-sealed for more power. Cam-ground for greater efficiency and longer life. Fitted with four piston rings each, pinned in position to prevent chatter, rotation and irregular wear. New-type lower oil ring provides improved lubrication control.

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

**CAMSHAFT**—Nickel-chrome-molybdenum-iron alloy for maximum tensile strength. Cam surfaces are heat-treated for extreme hardness, phosphate-finished for better lubrication, and angular-ground to rotate tappet and prevent eccentric wear. Bearings are pressure-lubricated.

**TAPPETS**—Improved, rotating mushroom type for quiet operation. Pressure-lubricated. Equipped with self-locking 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.



### H-145 ENGINE SPECIFICATIONS

**FUEL SYSTEM**—Dual down-draft carburetor for greater economy and flexible operation, especially in city traffic and at average driving speeds. High-compression induction system with direct-flow intake manifold. Automatic choke. Automatic mixture heat control. Anti-percolator valve. Combination air cleaner, silencer and backfire arrestor. 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 qts.

**COOLING SYSTEM**—Closed-type pressure cooling system. Improved cellular-tubular radiator with greater number of cooling fins and increased air flow. Capacity, 18 $\frac{1}{2}$  quarts. Ball-bearing, self-sealing, permanently lubricated pressure pump with large, slide-valve impeller. Thermosatically controlled bypass for quick engine warm-up. Fan blades acoustically designed and positioned for quiet and efficient operation.

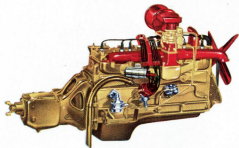
**IGNITION SYSTEM**—New waterproof, high-compression, hi-voltage ignition system. Built-in suppressor in distributor reduces radio and television interference and improves engine performance in the lower ranges. Neoprene high-tension wiring. Weatherproof, shielded spark-plug connections. Improved, long-life spark plugs. High-efficiency ignition coil.

**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 lutton on instrument panel.

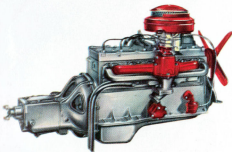
## High-Compression, High-Output SUPER-EIGHT Engine

**HIGH-COMPRESSION**—8-cylinder, 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.



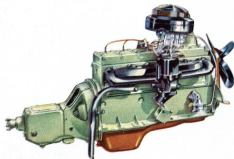
## High-Compression, High-Output SUPER-SIX Engine

**HIGH-COMPRESSION**—6-cylinder, L-head design; 123 horsepower; compression ratio, 6.7 to 1 (with optional, extra-cost aluminum head, 7.2 to 1); bore, 3¾ inches; stroke, 4¾ inches; displacement, 262 cubic inches.



## High-Compression, High-Output PACEMAKER-SIX Engine

**HIGH-COMPRESSION**—6-cylinder, L-head design; 112 horsepower; compression ratio, 6.7 to 1 (with optional, extra-cost aluminum head, 7.2 to 1); bore, 3¾ inches; stroke, 3¾ inches; displacement, 232 cubic inches.



## ENGINE

### SPECIFICATIONS

**CYLINDER BLOCK**—Superhard chrome alloy minimizes wear and reduces upkeep costs. Toughest in the industry!

**CYLINDER HEAD**—Exclusive Hudson Power-Dome, high-compression design.

**PISTONS**—Improved, aluminum alloy; full-skirt design. Piston rings, four on each piston, are pinned in position.

**FUEL SYSTEM**—Improved, dual draft carburetor on Super-Six and Super-Eight engines. Dual-jet, triple-range carburetor on Pacemaker engines. Direct-flow intake manifold. Automatic choke. Automatic mixture heat control. Antiperculator valve. Combination air cleaner, air silencer and backfire arrester. Positive-action, mechanical fuel pump. Gas tank capacity, 20 gal.

**LUBRICATION SYSTEM**—Full-pressure lubrication on all 6-cylinder engines. Exclusive Duo-Flo lubrication on 8-cylinder engines. Floating-type oil intake. Oil refill capacity, 7 qts.

**COOLING SYSTEM**—Closed-type, pressure-cooling system. Capacity, 18½ qts. Ball-bearing, self-sealing, permanently lubricated water pump. Thermostatically controlled by-pass for quick engine warm-up. Fan blades acoustically positioned.

**IGNITION SYSTEM**—New, water-proof, high-compression, hi-voltage ignition system with suppressor in distributor, on all 6-cylinder models. Advanced, high-compression, moisture-resistant ignition system on 8-cylinder models. Neoprene high-tension wiring with weatherproof spark-plug connections. Improved, long-life spark plugs. High-efficiency ignition coil.

**GENERATOR**—Extra-capacity, shunt-type generator. Voltage regulator assures maximum efficiency and provides full protection for all electrical equipment.

**STARTER**—High-torque type with improved Bendix drive.

# HYDRA-MATIC DRIVE\* . . . ideal choice for owners

of Hudson Hornet and Commodore Custom models who want the ease of automatic driving.

Hydra-Matic Drive lets you drive with a minimum of effort. You use only 3 controls—accelerator, steering wheel and brake. There is no clutch pedal in Hudson cars equipped with Hydra-Matic Drive . . . and no work for your left foot to do. A smooth flow of power is automatically transmitted through all four forward speeds. After setting selector lever for forward driving, here's all you do:

*\*Optional at extra cost for Hornet and Commodore Custom Series.*



- 1 **STEP ON IT**—  
use accelerator to start and control car speed.



- 2 **STEER**—  
both hands are always free for steering.



- 3 **STOP**—  
just press the brake pedal.

---

**FUEL-SAVING OVERDRIVE** is available on Hornet and Commodore Custom Series models equipped with manual transmission. Optional at extra cost.

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## Priceless protection of Triple-Safe Brakes!

A Hudson exclusive! Powerful, precision-built Triple-Safe Brakes . . . yes, *Triple-Safe!*

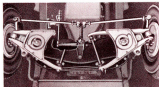
Finest hydraulics actuate big, Servo-action brake shoes to bring your car to a smooth, effortless stop, actually converting the car's motion into extra braking power. You stop easily, surely. But Hudson engineers went even further in their constant efforts to make the world's *safest* car even safer.

They added a *reserve mechanical system* to take over

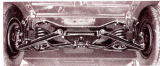
instantly from the same pedal if the hydraulic pressure should ever fail, as it may, of course, in any car because of accident or neglect. In that case, further pressure on the pedal brings mechanical brakes into immediate action.

And they engineered a finger-tip-release parking brake—handy to reach, easy to use.

From this careful building-in of safety you reap a wonderful sense of security . . . you know you'll stop!



**CENTER-POINT STEERING**, most accurately designed and easy-to-handle steering system known, acts directly and equally on both wheels—makes the car swart to go straight and prevents "wander."



**INDEPENDENT FRONT-WHEEL COIL SPRINGING** of specially selected silico-manganese steel provides exceptional flexibility and stability in action and gives a softer, easier ride on all kinds of roads.



**FULLY COMPENSATED CRANK-SHAFT** in all Hudson engines is individually balanced both at rest and in motion. Equipped with rubber-insulated, lifetime vibration damper for smooth, all-speed operation.

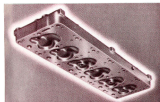


**LONG, LEAF REAR SPRINGS** are mounted in an exclusive splayed position at a scientifically determined angle and rubber-anchored in front to the foundation frame for luxurious smoothness and stability of ride. They are gripped to the axle in exact position for full and equal action.

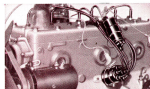


**ALUMINUM-ALLOY PISTONS** are of an improved, full-skirt design—give greater efficiency, longer life. Fitted with four rings pinned in position to prevent chatter, rotation, irregular wear.

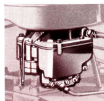
**CONNECTING RODS** are drop-forged of high manganese alloy for maximum strength.



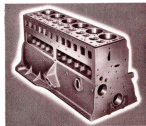
**POWER-DOME CYLINDER HEAD** gives increased engine power and economy. Inside contours force fuel mixture into violent turbulence for perfect combustion.



**NEW WATERPROOF IGNITION SYSTEM** results in amazingly easy starting in dampest weather. Neoprene high-tension wiring; improved, long-life spark plugs; and high-efficiency ignition coil give brilliant performance.



**DUAL DOWN-DRAFT CARBURETOR** of improved design for greater fuel economy, more flexible operation. Automatic choke, automatic mixture heat control, antipercolator valve and combination air cleaner, silencer and backfire arrester assure smoother, quieter, trouble-free operation.



**EXCLUSIVE CHROME-ALLOY CYLINDER BLOCK** is an important reason for the extra-long life of Hudson engines. The toughest cylinder block in any automobile, it machines to a hard, glass-smooth finish, minimizes wear, reduces upkeep costs. No valve seat inserts needed. Outwears ordinary blocks by thousands of miles.



**HIGHLY EFFICIENT, FLOATING OIL INTAKE** protects engine parts from dirt-carrying oil. Only the cleanest oil is circulated throughout the lubricating system.



**EXCLUSIVE FLUID-CUSHIONED CLUTCH** is the smoothest-acting clutch known. Scores of heat-treated cork friction surfaces operate noiselessly in a cushion of oil to give you velvety cat's-paw action. Longer-life and triple-sealed against dirt.



# Choose SUPER-MATIC DRIVE\*

(combining overdrive)

... for effortless automatic driving (with manual control *instantly* available)  
in your selection of Super-Six Custom and Pacemaker Custom models.

Hudson's exclusive Super-matic Drive lets you drive just as you prefer. At the touch of a button, automatic or manual shifting, with or without clutch pushing, can be selected.

It's the only automatic drive that permits you to drive automatically or manually to suit your convenience or driving conditions.

Super-matic Drive includes fuel-saving overdrive and gives you four forward speeds and reverse. There are just three things to do when driving automatically:



1 **READY**—  
with gear selector lever in "high" position, press accelerator.



2 **GO AND STEER**—  
both hands are free for steering. You control gear shifting with accelerator.



3 **STOP**—  
just step on brake . . . no clutch pushing, no gear shifting.

\*Optional at extra cost, Super-Six Custom and Pacemaker Custom Series.

**SAVE WITH OVERDRIVE!** Thrifty overdrive is included in Super-matic Drive, but is also available for Super-Six Custom and Pacemaker Custom models equipped with manual transmission. Optional at extra cost.

## The weather itself . . . yours to command!

With Hudson's Weather-Control\* you rule the elements. Caressing warmth on the coldest January highway . . . fresh breezes in July . . . complete freedom from dangerous fogged or frosted windows!

Set one simple control and Weather-Control thermostatically controls heat at temperature selected. In normal driving, air is forced into the Weather-Control system by the car's forward movement.

For defrosting or heating, or when standing or in slow-moving traffic, a powerful, switch-operated blower speeds circulation of conditioned air. Fresh, clean air is drawn through the cowl ventilator well above the exhaust level.

\*Optional at extra cost.



## Enjoy the miles more!

Hudson's high-fidelity, long-range radio\* is factory-approved and installed . . . designed

specially for the acoustical requirements of your car. The large speaker grille is mounted on *top* of the instrument panel, directing its tone *upward* for remarkably clear rear-seat reception. Inside antenna knob raises or lowers antenna.

\*Optional at extra cost.



# GENERAL SPECIFICATIONS

## ALL SERIES

**ENGINES**—High-compression, high-output, L-head type with Power-Dome cylinder head and high-chrome-alloy cylinder block. (Additional engine specifications will be found on pages 24, 25.)

**CLUTCH**—Improved, Fluid-Cushioned Clutch.

**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.

**SUPER-MATIC DRIVE** (See page 28 for description.)

**HYDRA-MATIC DRIVE** (Turn to page 26 for description.)

**OVERDRIVE**—available on all Hudson Series when equipped with manual transmission. (Optional at extra cost.)

**SPRINGS (Front)** Independent front-wheel suspension with coil springs of silico-manganese. Long, gentle-acting semi-elliptic leaf-type springs mounted in splayed position.

**STABILIZERS**—Rear and front stabilizers control lateral car movements.

**SHOCK ABSORBERS**—Direct-acting, high-volume, low-pressure hydraulic shock absorbers.

**REAR AXLE**—Hypoid, semi-floating, with nickel-molybdenum gears and nickel-chrome-

molybdenum axle shafts. Ratios: Commodore Custom, Super and Pacemaker Models: standard 4.10 to 1, optional 4.55 to 1; with Supermatic Drive, 4.55 to 1, optional 4.10 to 1; with Drive-Master, 4.10 to 1, optional 4.55; with overdrive, 4.55 to 1, optional 4.10 to 1. Hornet models: standard 4.10 to 1, optional 3.58 to 1 or 4.55 to 1; with Hydra-Matic transmission, 3.58 to 1; with overdrive 4.55 to 1, optional 4.10 to 1.

**TRIPLE-SAFE BRAKES**—Finest hydraulics with reserve mechanical system and new finger-tip-release parking brake. Page 26.

**STEERING**—True Center-Point Steering and roller-type gear; 20.4 to 1 ratio on Super, Commodore Custom and Hornet models; 18.2 to 1 ratio on Pacemaker models.

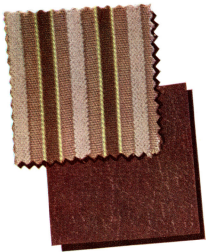
**WHEELS**—Steel, balanced, drop-center type with wide-base safety-type rim.

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

**DIMENSIONS**—Over-all length—Commodore, Hornet and Super 209 $\frac{3}{4}$ "', Pacemaker, 201 $\frac{1}{2}$ "; wheelbase—Commodore, Hornet and Super, 124", Pacemaker 119"; over-all width—Commodore and Hornet 77 $\frac{1}{2}$ "', Super and

Pacemaker, 77 $\frac{1}{2}$ "; over-all height, loaded, 60 $\frac{3}{4}$ "; maximum head room, 38 $\frac{3}{4}$ "; hip room, front and rear seats, 64"; elbow room, front seat, 66", rear seat, 65".

**EQUIPMENT**—Twin contour-following vacuum windshield wipers . . . gas-level gauge . . . Tellflash signals for oil pressure and generator charge indicator . . . water temperature gauge . . . windshield defroster vents . . . Cushion-Action door latches . . . theft-proof locks . . . nonrotating outside door handles with push-button latch release . . . assist straps in Hornet Series Sedan and Club Coupe, and in Super and Pacemaker Series Broughams, Sedans and Club Coupes . . . metal hand grips on back of front seat in Hornet and Commodore Custom models . . . windshield and side-window reveal mouldings on all models . . . rear-window reveal moulding on Hornet and Commodore Custom models . . . ash receivers in instrument panel of all models, in all door and quarter recessed panels in Hornet, Commodore Custom and Super models, and in back of front seat in Pacemaker models . . . rear-view mirror . . . twin sun visors . . . wing-type, rear-quarter ventilating windows in Hornet, Commodore and Super Sedans . . . full-opening, crank-type rear-quarter windows in Club Coupes and Broughams . . . twin stop and tail lamps . . . front parking lamps . . . front dome light . . . parcel compartment with lock . . . twin air horns . . . illuminated medallion in front grille.



## HORNET SERIES

### SPECIFICATIONS

Nylon 3-dimensional weave upholstery, tan-brown with gold stripes or blue-gray with blue stripes, in combination with plastic Dura-fab trim in antique-crush leather-grain finish . . . foam rubber seat cushions . . . front and rear compartments carpeted . . . de luxe, covered robe hanger in Sedans and Club Coupes . . . metal hand grips on back of front seat . . . arm rests at ends of all seats (except Convertible rear seat).

Large, 16-inch rear-seat center arm rest in Sedans and Club Coupes . . . automatic ejection cigarette lighter . . . leather-grain finish on front, and nonreflecting Dura-fab covering on top of instrument panel . . . instrument lighting dimmer switch . . . dark leather-grain finish on window garnish mouldings . . . 18-inch, plastic-rim, 3-spoke de luxe 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 . . . luggage compartment rubber floor mat.

Two rear-quarter dome lamps in Sedans and Club Coupes . . . license lamps in rear-bumper center guards . . . rear wheel covers . . . double rub-rail and side ornamentation . . . Hornet "flying-H" identification on side of each fender and on rear deck . . . gold and chrome hood ornament . . . medallion on each front-door valance . . . inner and outer bumper guards on front and rear bumpers . . . ash receivers at ends of each seat and in face of instrument panel . . . large envelope-type pocket in front-seat back . . . large de luxe hub caps . . . courtesy lights for all doors . . . front fender top ornament.

## SUPER-SIX Custom SERIES

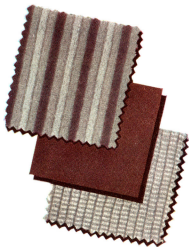
### SPECIFICATIONS

Three-tone Bedford Cord upholstery in combination with plastic Dura-fab trim . . . simulated, ribbed carpet pattern on brown front rubber floor mat . . . rear compartment carpeted . . . dark brown leather-grain finish on front and nonreflecting Dura-fab covering on top of instrument panel.

30-hour mechanical clock . . . three-spoke, 18-inch rim steering wheel, light tan plastic . . . arm rests at ends of all seats . . . assist strap on rear door pillar . . . latch-

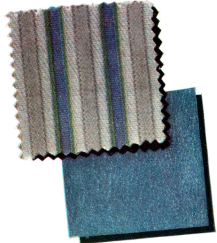
type front-door ventilating wings . . . windshield and side-window polished-metal reveal mouldings.

License lamps in rear bumper center guards . . . luggage compartment woven-fabric mat . . . rear-wheel covers . . . ash receivers at each end of seats and in face of instrument panel . . . modern, streamlined hood ornament . . . envelope-type pocket and coil robe hanger in front-seat back . . . Optional at extra cost: side ornamentation . . . foam rubber cushions . . . white sidewall tires . . . front bumper outer guards.



## COMMODORE Custom SERIES

### SPECIFICATIONS



Nylon 3-dimensional weave upholstery, tan-brown with gold stripes and blue-gray with blue stripes, in combination with exquisite Dura-fab plastic trim in antique-crush leather-grain finish . . . foam rubber seat cushions . . . front and rear compartments carpeted . . . cord-type, Dura-fab covered robe hanger in Sedan and Club Coupe models.

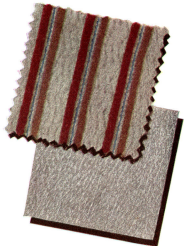
Metal hand grips on back of front seat . . . arm rests at ends of all seats (except Convertible rear seat) and large, 16-inch rear-seat center arm rest in Sedan and Club Coupe models . . . automatic ejection cigarette lighter . . . leather-grain finish on front, and non-reflecting Dura-fab covering on top of instrument panel . . . instrument lighting dimmer switch . . . 18-inch plastic rim, 3-spoke, de luxe 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 . . . luggage compartment rubber floor mat . . . two rear-quarter dome lamps in Sedans and Club Coupes . . . license lamps in rear bumper center guards . . . rear-wheel covers.

Double rub-rail and side ornamentation . . . distinctive Hudson triangle hood ornament . . . inner and outer bumper guards on front and rear bumpers . . . ash receiver at each end of seats and in face of instrument panel . . . large envelope-type pocket in front-seat back. Large, de luxe hub caps . . . courtesy lights for all doors . . . front fender top ornament.

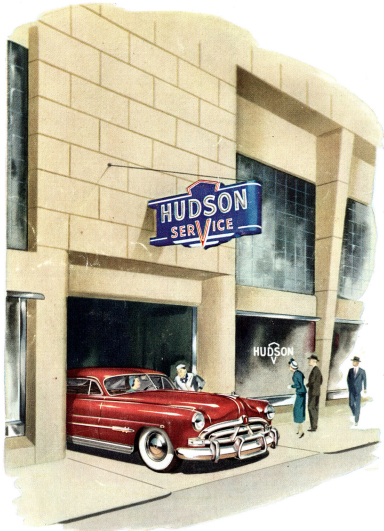
## PACEMAKER Custom SERIES

### SPECIFICATIONS



Gray, fancy special-weave cord upholstery, with red and brown stripes, in combination with durable plastic Dura-fab trim in leather-grain antique-crush finish . . . embossed front and rear rubber floor mats with ribbed design . . . black rose leather-grain finish on front, and nonreflecting Dura-fab covering on top of instrument panel . . . large, 18-inch, 3-spoke steering wheel, light tan plastic . . . latch-type front-door ventilating wings

. . . cord robe hanger and envelope-type pocket in front-seat back of Sedans . . . woven-fabric luggage compartment mat . . . ash receiver in back of front seat and in face of instrument panel. Modern, streamlined hood ornament . . . large, high-visibility instruments, indirectly lighted. Optional at extra cost: foam rubber cushions, rear-wheel covers . . . mechanical clock . . . front bumper outer guards . . . white sidewall tires.



*Wherever you go*

## Friendly Service at the Hudson Sign

When you purchase a Hudson, you have assurance that wherever you drive you will be near an efficient Hudson dealer or distributor service establishment.

The great Hudson network of strategically located parts and service stations is the result of a Hudson policy that goes back 41 years. This policy requires that each Hudson retailer maintain a modern service department, effectively tooled, staffed with trained Hudson service mechanics, and carrying at all times a well-balanced stock of genuine Hudson parts. These 3,000 Hudson service stations are further supported by master stocks of parts at centrally located Zone Office and Distributor Parts Depots.

Each Hudson dealer—and his service manager—regards every Hudson owner as a friend to whom he has assumed a special obligation. You can depend upon him—whether you are at home or touring—for cordial, courteous and efficient servicing of your Hudson car.

*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.*

Printed in U.S.A.—400M—9-50—Form No. AM 5103