

Millions asked for it...here it is!

THE LOWER-PRICED

*New Hudson
Pacemaker*

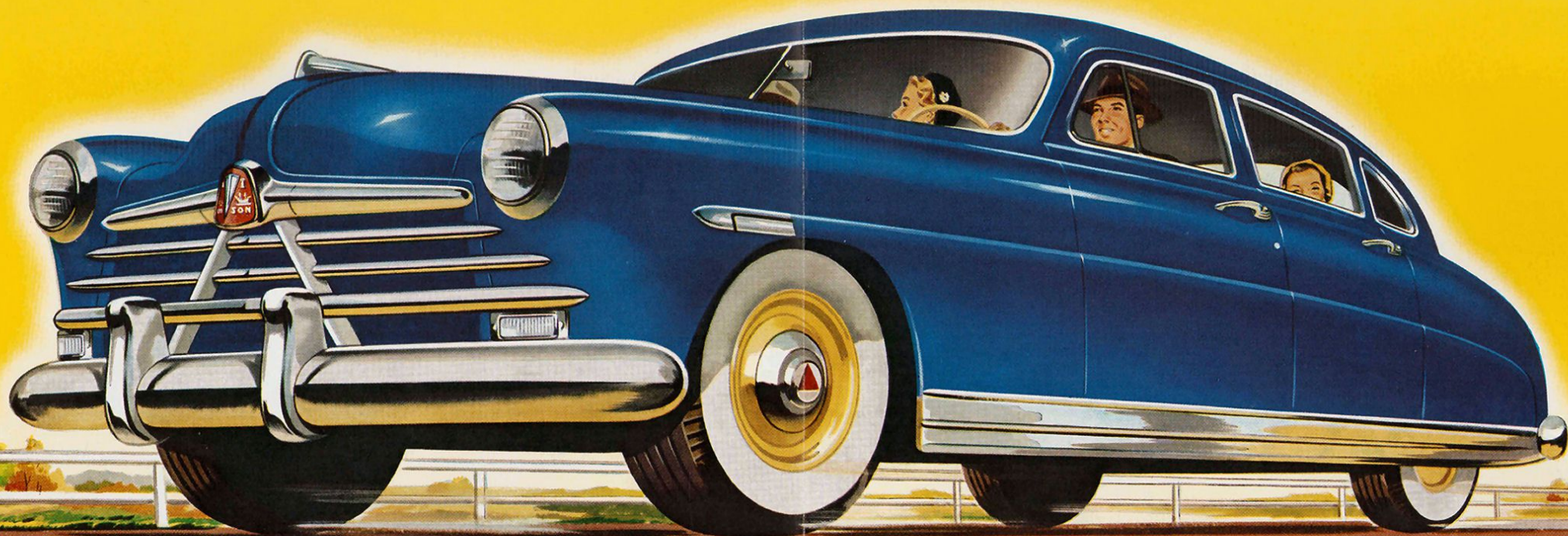
**WITH FAMOUS
"STEP-DOWN" DESIGN**



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



Here's beauty...that costs less to buy...less to drive !



Thrilling new...neat-and-trim member of the Hudson "step-down" design family

This is the New Hudson Pacemaker

NOW—for the first time in motor-car history—you can have the advantages of compactness and lower price with big-car luxury.

For here is an agile, compact car with more inside room than any other car, except another Hudson.

A trim, tidy car with a lower center of gravity than any other make—and because of it, a smoother road-hugging ride than is possible even in the biggest,

costliest cars built the old-fashioned way.

Here, Hudson's "step-down" design and recessed floor give you not only all the room, all the comfort, all the amazing roadability of the biggest cars, but also all the low-built beauty, the long, free-flowing lines of true streamlining.

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

The Pacemaker 4-Door Sedan is illustrated above. Like other Pacemaker models, it has more than enough room for six passengers . . . 201½-inch overall length . . . 119-inch wheelbase . . . powered with new Pacemaker high-compression, 112-horsepower engine. Your choice of eight exciting new body colors.

Three special body colors, four two-tone color combinations, and white sidewall tires at extra cost.

Available
with Hudson's new
Super-matic Drive
Optional equipment at extra cost

The only automatic transmission that shifts gears just as you want to shift, that doesn't creep as you wait for traffic lights, that doesn't slip as you roll along . . . in combination with the fuel and wear-saving benefits of "overdrive."

More inside room than any other make!



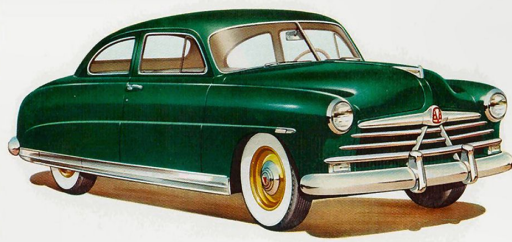
This is the way America likes to ride!

The lower priced new Pacemaker is compact in 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!

Plenty of room for supreme comfort . . . room

for all passengers to really relax and thoroughly enjoy every trip, long or short.

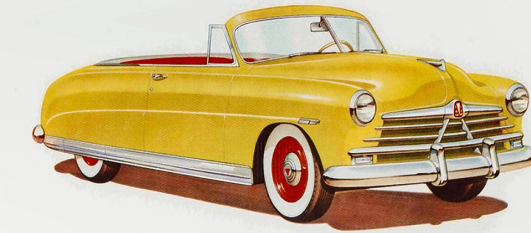
Yes, that's the way America likes to ride . . . and that's the way you'll ride in Hudson's new Pacemaker . . . on the widest, roomiest, best-riding seats in any make of car.



Here's the Pacemaker Six Passenger Club Coupe

Superb styling and distinctive, free-flowing lines that accentuate Hudson's full streamlining. Its eye-catching beauty and sparkling

performance stand out in any company. Also available, with extra luggage and baggage space, as a three-passenger Business Coupe.



This is the Exciting Pacemaker Convertible Brougham

Your ticket to wide open spaces! Genuine leather (dark red) seat and seat-back cushions. Dark red leather-grain interior trim. Fabric-pattern finish on instrument panel. Top, in tan, black or maroon, is hydraulically

operated. Eight Gem-Lustre body colors. Four special body colors, four two-tone combinations, white side-wall tires, Fold-Away! rear window and hydraulic window controls, optional at extra cost.

(Patents applied for.)

“SUPER-MATIC DRIVE”

For a new thrill in performance, one of the most exciting options available on the new Pacemaker is Hudson's Super-matic Drive which includes overdrive.

This modern Hudson development simplifies driving by eliminating manual gear shifting and clutch pushing. It assures maximum performance from Hudson's high-compression engines.

Hudson's new Super-matic Drive shifts only when the driver wills it; you are not forced into a lower, or higher gear by the speed of the engine. The shift is made by lifting the foot from the accelerator.

The Super-matic high-speed overdrive gear saves fuel and engine wear. Hudson Super-matic Drive lets you drop out of this high-speed gear into a “get-away” gear by simply flooring the accelerator.

This “get-away” gear gives a surge of power for passing other cars, or in emergencies.

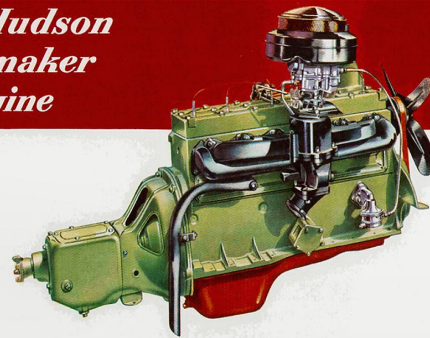
With the new Super-matic Drive transmission, there is no creeping as your Hudson waits at signal lights, no shugging between your engine and your car's forward progress as you roll along.

And, Super-matic Drive is the only automatic drive that provides manual control. At the press of a button, it converts to hand shifting—whenever desired.

*Optional at extra cost.

New Hudson Pacemaker Engine

HERE'S the power-packed engine in the new Pacemaker. It's Hudson's newest engineering triumph . . . a new, more compact, high-compression power plant designed for a long life of top-flight performance with bedrock economy.



Pacemaker L-head, 6-cylinder engine; high-compression design.

Develops 112 horsepower. Can be modified for greater power output when higher-octane fuels are available.

Power dome cylinder head. Compression ratio, 6.70 to 1. (With optional aluminum head, 7.30 to 1.)

Bore, 3½"; Stroke, 3½"; Piston displacement, 238 cubic inches.

Full pressure lubrication. Rotor-type oil pump. Floating oil pump intake supplies only

the cleanest oil to lubrication system. Oil refill capacity, 7 quarts.

Dual-jet, triple-range, down-draft carburetor. Automatic choke. Climatic control. New air cleaner and silencer. Diaphragm-type fuel pump. Gas tank capacity, 30 gallons.

High-compression, hi-voltage, moisture-resistant ignition system. Automatic spark advance and retard. Advanced-design, long-life spark plugs. High-efficiency ignition coil.

Weather-proof wiring.

High-capacity generator and voltage regu-

lator. Improved regulation for higher output at lower speeds.

Pressure cooling with six-blade, centrifugal pump. Permanently lubricated.

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

Chrome-iron alloy, super-hard cylinder block with integral valve seats. Cylinder bores and valve seats entirely cooled.

Piston rings pinned in position to prevent rotating, chattering, and irregular or eccentric wear. An exclusive Hudson feature.

Noteworthy for comfort and convenience ...like all other Hudsons



▲ 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.



▲ You're really in the driver's seat when you're behind this big, 18-inch, two-spoke steering wheel in the Pacemaker. With Hudson's true Center-Point steering and high-ratio steering gear, it provides safe, easy, finger-touch steering.



▲ 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.



▲ Fully streamlined, easily removable fender panels. Rear-wheel shields are secured in position with a spring-loaded lock, and are easily removed for tire changing. There's ample clearance for the use of tire chains.



▲ Hudson Weather-Control (optional at extra cost) gives you year-round comfort. It's a four-fold heating, ventilating, conditioned-air, defroster system. Temperature you select is thermostatically controlled. Fits the car with fresh air. Banishes frost from windshield and windows for unhampered vision.

NO OTHER CAR... BUT HUDSON, GIVES YOU ALL THESE ENGINEERING ADVANCES!



▲ Greater safety with Triple-Safe brakes. Powerful hydraulics, mechanical reserve system on same brake pedal, finger-tip-release parking brake.



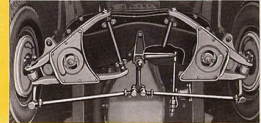
▲ New Fluid Cushioned clutch gives sure and smooth operation with easy, soft pedal action. Longest-wearing, most efficient design known.



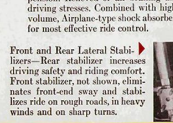
▲ Full-Cushion front coil-spring suspension. Relieved of all braking and driving stresses. Combined with high-volume, airplane-type shock absorbers for most effective ride control.



▲ Gentle-Acting rear leaf-springs, mounted in splayed position, give car greatest stability over all kinds of roads, provide soft, level, more comfortable riding.



▲ Improved Center-Point steering for accurate, safe, effortless car control. Safer, too, because it eliminates “wander” and steering-wheel “fight”, and helps you hold the car steady in cross winds. Easier steering and parking.



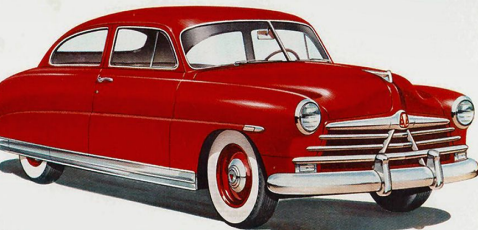
▲ Front and Rear Lateral Shift. In-line—Rear stabilizer increases driving safety and riding comfort. Front stabilizer, not shown, eliminates front-end sway and stabilizes ride on rough roads, in heavy winds and on sharp turns.



... and many more PLUS-VALUE features such as these . . .

- Colorful new interior featuring gorgeous wool fabrics combined with durable plastic Dura-fab trim.
- Front seat easily adjustable while occupied. Entire seat (or only front or rear edge of seat) can be raised, by any service mechanic, to suit owner's preference.
- Safety-type starter button. Will not crank engine unless ignition key is inserted and turned on.
- Illuminated ignition switch keyway.
- Telephone signals flash instant warning when oil pressure or generator charging rate is insufficient.
- Full-View, curved windshield—one of the widest in the industry—for wide-arc vision.
- Built-in, non-slip jack pads, at each corner of Monobilt body-and-frame*, for safety and convenience when jacking up car.
- Detachable fenders which can be easily and quickly removed.
- Gem-Lustre finish with strong, light-refractive qualities. Exciting, new translucent colors.

*Tires and wheels pending



This is the New Pacemaker two door Brougham...

A spacious, practical family car providing the extra security of a two-door body style. As in other Pacemaker models, the colorful new interior is upholstered in rich, long-wearing wool

Bedford Cord combined with marvelous, lustrous plastic Dura-fab trim that will not scuff, crack, split or peel . . . is stain-proof . . . cleans with a damp cloth.

New Hudson Pacemaker Specifications

ENGINE—New Pacemaker high-compression, 6-cylinder, L-head type; 112 horsepower; Bore, $3\frac{1}{8}$ " ; Stroke, $3\frac{3}{8}$ " ; Piston displacement, 232 cubic inches; Compression ratio, 6.7 to 1 (with optional aluminum head, 7.2 to 1); Full pressure lubrication; Dual-jet, Triple-range, downdraft carburetor; High-compression, moisture-resistant ignition system.

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 components welded together to form a rigid, bridge-like structure—Safe, Strong, Durable, Rattle-resistant.

SUSPENSION—Independent front wheel coil springing with exceptional flexibility to provide softer, easier riding over all kinds of roads. Long, gentle-acting rear leaf-springs mounted in splayed position for transverse stability. U-type, self-adjusting rear shackle with rubber dirt seal.

RIDE CONTROL—Sealed-for-life, direct-action, double-acting, "Airplane"-type shock absorbers at each wheel. Engineered and positioned for maximum control of spring action. Front and rear lateral

stabilizers prevent side-sway in heavy winds and on rough roads.

REAR AXLE—Semi-floating with Hotchkiss drive and hypoid nickel-molybdenum gears and nickel-chrome-molybdenum axle shafts. Axle ratios: 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. Needle-roller-bearing universal joints. Balanced, underslung tandem propeller shaft provides direct-line drive.

CLUTCH—Fluid-Cushioned, balanced, triple-sealed, single-plate type with heat-treated cork friction surfaces. Sure grip and slip-free with no metal-to-metal contact. Exclusive with Hudson.

TRANSMISSION—Synchronized, silent mesh blocker-type with three speeds forward, and reverse. Silent, helical gears specially finished and treated for long life. Handy shift with simplified linkage for easy and quick shifting into all speeds.

SUPER-MATIC DRIVE (Optional at extra cost)—Automatic transmission for no-shift driving. Four

speeds forward—starting and fast-getaway ratio, normal high-intermediate ratio for extra acceleration for passing, climbing hills, or emergencies, overdrive ratio for peak economy, and ultra-low ratio for hard pulls. All speeds shift at driver's command.

STEERING—Center-Point, finger-touch steering. Cam and roller design with easy-turning 18.2-to-1 ratio. Large, 18-inch steering wheel with blue-spruce finish. Short turning radius.

TRIPLE-SAFE BRAKES—Three braking systems. Finest, 4-wheel hydraulics, reserve mechanical system ready for instant operation from same brake pedal if ever needed, and finger-tip-release parking brake. Exclusive with Hudson.

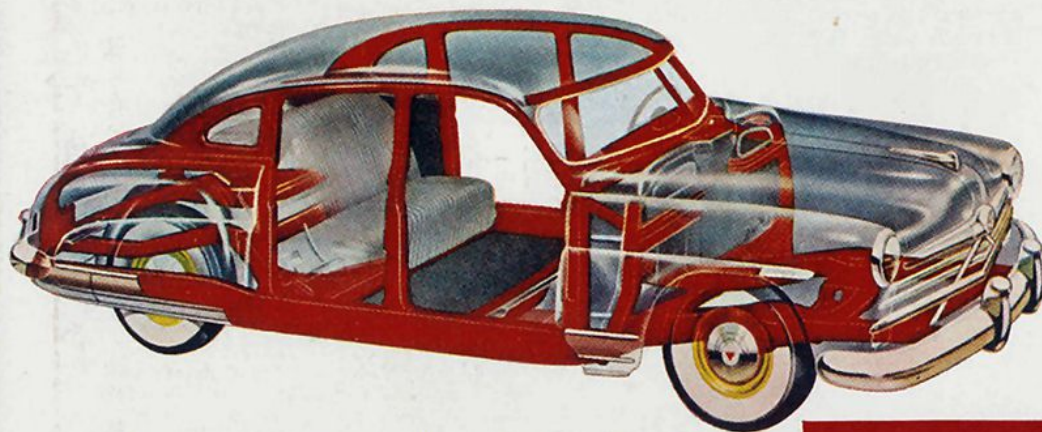
TIRES—Super-Cushion Tires, size 15 x 7.10. Larger and softer, high-volume, low-pressure tires with wide safety rims. Slotted tread gives better traction. Lower air pressure and more flexible construction provides softer riding, safer driving.

DIMENSIONS—Over-all length, 201½"; wheel-base, 119"; over-all width, 77½"; road clearance, 8½"; over-all height, loaded, 60¾"; head room, front and rear seats, 37¼"; hip room, front and rear seats, 64"; elbow room, front seat—66", rear seat—65".

... AND IT HAS EXCLUSIVE "STEP-DOWN" DESIGN ALL STEEL MONOBILT BODY-AND-FRAME!*

Exciting and thrilling riding and driving advantages are yours to enjoy in the new Pacemaker as a result of the exclusive "step-down" design and the all steel Monobilt body-and-frame*, shown in the cutaway below. Here, in a far-reaching engineering advance,

is full proof of what designers have always known—that the lower a car can be built (and still maintain road clearance as Hudson does), the more graceful its lines can be made, the better it will ride and perform, the more surely it will handle and the safer it will be.



America's safest car made safer—exclusive, all-welded, all steel Monobilt body-and-frame*. You ride down within the foundation frame, cradled between front and rear wheels—with box-section, steel-girder protection on all sides, even outside the rear wheels.



Hudson floors are recessed down within the base frame, seats and roof are lowered proportionately, yet full road clearance is maintained.

This adds to passenger space and gives Hudson the lowest center of gravity in any American car.

You ride cradled between the axles,



ahead of the rear wheels where riding is safer, smoother, more comfortable.

Yes, Hudson's "step-down" design provides amazing head room and far more seat room, gives you a smoother road-hugging ride than is possible in even the biggest, costliest cars built the old-fashioned way.

"STEP-DOWN" DESIGN GIVES YOU . . .

America's most beautiful motor car—perfectly proportioned, wonderfully symmetrical.

America's most streamlined motor car—stunning, free-flowing lines even to the graceful curves of its Full-View windshield.

America's safest car made safer with all-welded, all steel Monobilt body-and-frame*.

Passenger space in abundance—more head room and roomier seats than in any other make of automobile.

Lowest-built car on the highway for pace-setting performance—yet it has full road clearance.

Lowest center of gravity in any make of American car—surest, safest, steadiest, hug-the-road way of going.

Now... 3 Great Hudson Series

New Pacemaker Series

Brilliant Super Series

Distinguished Commodore Custom Series

ONLY CARS WITH **STEP** **DOWN** DESIGN

*Trade-mark and patents pending.

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 and sold.