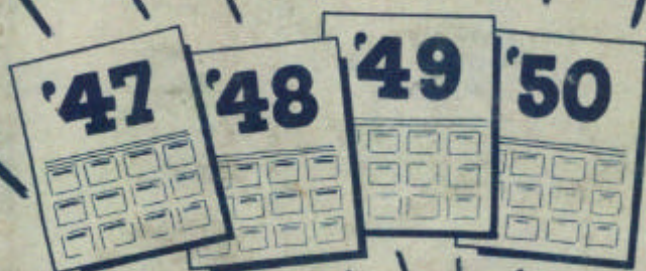


# LOOKING AHEAD...



This Document  
Courtesy of the John Soneff Estate



# WE HAVE ENJOYED A WONDERFUL RECEPTION OF OUR NEW CARS

...both by the public and the press.

This has been both pleasing and gratifying. With little competition during the first few months, we almost

*Monopolized* THE SPOTLIGHT  
OF PUBLIC INTEREST



Our salesrooms have been filled with visitors and we've been able to take all the orders we've wanted.

*And* while we haven't had as many cars as we've wanted... what dealer has? We've had many annoying interruptions in production... but what automobile manufacturer hasn't?



Our prospects for future production are as bright as any manufacturer . . . .

and Hudson dealers will continue in an enviable position in the Market of the Future according to all present indications . . . .

**IF...**

and, Gentlemen, this is a  
**MOST IMPORTANT.. IF**

IF we take advantage of today's opportunities to  
PREPARE for the future.

*For example,*  
we've had **THOUSANDS OF VISITORS**  
to our salesrooms.



**But-**  Each one  
has shown an interest  
**IN HUDSON**

how many have gone out of our  
salesrooms knowing no more about the advantages  
of Hudson than when he came in?

*...how many have tried to buy our car and been  
told that we already HAD TOO MANY ORDERS ON HAND?*

*...how many times have we DISCOURAGED  
buyers by telling them we didn't know WHEN WE  
COULD MAKE DELIVERY....intimating that it would  
be a LONG LONG TIME?*





# **WHAT'S IN THE CUSTOMER'S MIND**

**when he starts out to buy  
a new car?**



It's probably one of the **BIG EVENTS** in his life. Besides getting married, having a baby and building a home, it's probably the **BIGGEST**.

He has probably saved up for a long time to get enough money to pay for it, and he feels that anyone who can spend \$1500 is important. He expects consideration. Temporarily he feels that he's a **BIG SHOT**. He rates attention.

So... naturally..... the thing that makes him gripe... that makes him anti-YOU and anti-YOUR car—is to be treated casually and indifferently when he struts in to negotiate for a new car. His pride is hurt. His importance takes a nose dive. And he gets sore.

Chances are he didn't come in *expecting* a new car soon. He knows what conditions are. He's *willing* to stand in line and wait a reasonable time. But, he wants courtesy, attention and consideration when he comes in.

So.. whether he's going to be a future customer of YOURS, or whether you're going to make him a customer of one of your competitors, depends upon how well you understand

**WHAT'S IN THE CUSTOMER'S MIND,**  
*and* what you do about it.

# **LOOK INTO THE MIRROR ... HOW WOULD YOU FEEL ???**

if some merchant brushed you off this way when YOU were trying to buy a radio, outboard motor, or other scarce item?

## **WOULD YOU EVER GO BACK ???**



It has been FIVE YEARS since the public has had any large dose of courtesy and individual attention.

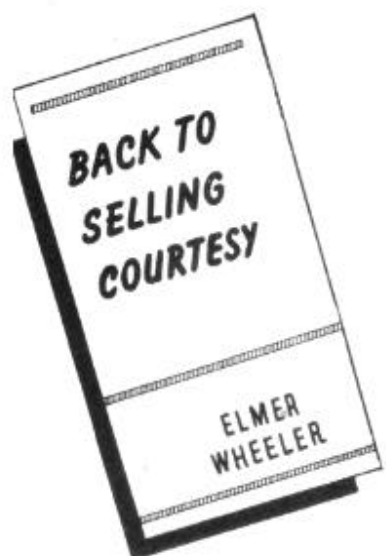
The buying public has been *trying* to be customers.. has been *exposing* itself.. but has been tossed about for a long time.

This casual indifferent treatment has irritated YOU.. driven YOU away from certain stores. No one likes to be told "You haven't got a chance, Bud..."

*We all want to be told.....*

**"DELIVERIES ARE TOUGH... BUT  
WE'LL CERTAINLY DO OUR LEVEL  
BEST TO HELP YOU"**





Remember that little book we recently sent you?

ELMER WHEELER'S  
"BACK TO  
SELLING COURTESY"

*Remember these:*

- The war between customer and sales person is definitely OVER.

*Being impolite to customers has become old-fashioned and bad business.*

- Don't hurry customers in and out... Relax... and they'll relax.

*It is no longer smart to brag about the customer you insulted!!!*

- Learn to give customers a "choice between something and something."

*So let's get back into the atmosphere of the old days.*

Let's don't wait until the other fellow beats us to it . . . .

**LET'S — BEAT HIM!**



# "THEY DON'T COME BACK

When prospects once expose themselves to your sales talk, and fail to get a satisfactory reception or presentation of the

*Advantages*  
**OF OWNING A HUDSON**  
very few will ever come back.



When a buyer makes up his mind to buy a car...he buys it. If not from you then from your competitors. The money in his hands starts burning.

**Now-HERE'S THE UNFORTUNATE PART**  
The competitive dealer probably can't make delivery any quicker than YOU can.

And...materials permitting...who knows when Hudson may be in FULL production?


Besides...some of the orders you now have may "wash out"...

- You MAY be able to make earlier deliveries than you realize!!

## Increasing Quantities



the  
more  
production



are being crowded to their limit. As fast as more materials become available, production is being stepped up...

*Here are some current*  
**PRODUCTION FIGURES—**

.. " Month of June

.. Week of July

.. Week of July

.. .. Week of July

## Week of July

*Scheduled Rate* Week of

## Week of

## Week of

**Week of**

Week of

*Let's* not "kid" ourselves. When other makes become more plentiful some of your present buyers will cancel and "jump" to some other make . . . .

**UNLESS YOU'VE DONE A  
GOOD SELLING JOB -**

... Many of your customers placed orders with several dealers... planning on taking the first delivery

so, *Evidently*, we have

**3 SELLING JOBS TO DO**

- ① SELL a new Hudson-get the order-and SELL THE PROSPECT ON *WAITING* FOR IT.
- ② Or, sell a used car, or a service job and SELL THE PROSPECT ON *WAITING* FOR A NEW CAR.
- ③ SELL THE ADVANTAGES OF HUDSON SO THOROUGHLY the prospect, even if he will not wait for delivery, will go out THOROUGHLY SOLD ON HUDSON.

*And*-Sell yourself...the fact that you're a good dealer to do business with-AND MAKE A FRIEND.

*Doesn't this seem like*  
**SOUND BUSINESS PRACTICE?**





Our early American pioneers found the streams alive with fish and the forests teeming with game.

There was SO MUCH OF IT they ruthlessly slaughtered the buffalo, killed off the whales, cut off the tall

timber...and literally fished out their

**RESERVOIR OF PLENTY**

It is said that even the American eagle is today seen only on money.

There was no thought of the future...no preparation for the days when things might be less plentiful.

They overlooked the fact that the lush day of

**Prosperity doesn't last always...**

Today we have plenty of prospects. But we may need them in the days to come. And - this suggests a moral:

**IF YOU CAN'T SELL A PROSPECT...SELL HIM ON COMING BACK...MAKE A FRIEND OF HIM...and**

**KEEP A LIST OF  
THESE PROSPECTS.**

....*we've heard dealers say:*

Nowadays, the average prospect won't stand still long enough to let you give him a good selling.



ARE WE GOING TO ACCEPT THIS  
AS **DEFEAT**?

Or...are we going to use SALESMANSHIP....  
and get him interested?

No matter what the prospect does, the basic  
law of selling is to

**"GET THE PROSPECT'S INTEREST"**

Suppose you said "Here's something New -you'll like this"... and showed the Radio, Weather Master, Drive Master, or Air Foam Seat Cushions... and gradually led him into the Safety Features.

*Don't you think you could hold his interest?*

Every person who comes into your salesroom *IS* interested... or he wouldn't come in. And a good Sales Presentation *should* be interesting. If you handle it well, it *will be* interesting.

You may have to develop a *short* Sales Story... covering just the Outstanding Features... but at least we should *all* plan to

**GIVE EVERY SALESROOM VISITOR  
A GOOD SELLING.**

GOSH I'M  
TIRED



*Sure...* it's tough standing on the salesroom floor answering all sorts of questions...all day long. "When can I get a car?" "A friend told me about getting a car from a friend of a friend, etc." "I understand there */S* a way to get a car right away...I heard about a man." "I read where Hudson was producing lots" etc. etc. etc.

## **ENOUGH TO DRIVE YOU MAD?**

Ever try this?

- ▲ In automobile shows we work men *ONLY* 2 to 4 hours at a time? This keeps them fresh, rested and at their best.
- ▲ Anyone meeting people on the floor *should be at his best.*
- ▲ Why not take turns?
- ▲ Have someone work each 'shift'...

*You can't afford to*  
**"LET THE PRESSURE GET YOU DOWN"**





The successful handling of a situation is often a matter of viewpoint. For example: We know of a 2-man Barber-shop, where, if they happen to be busy when a customer comes in, Barber #1 would probably say: "Be quite a wait several ahead of you" and the customer usually walks out. *But*..if Barber #2 happens to speak up first, he'll probably say "Only be a few minutes-sit down and enjoy a magazine." And the customer usually stays and waits.

One dealer will say-"Delivery? Gosh, got so many orders ahead of you it will be months and months-afraid I can't help you."

Another-with a *different viewpoint* will say: "Delivery? Not too long. We can deliver a car as quickly as *anyone*. Place your order and we'll protect your interests. Meanwhile we'll keep your present car in good order."



LOOKS LIKE A  
BAD RAINY DAY

WELL, THIS RAIN  
IS SURE GOOD FOR  
THE CROPS



A big part of our selling job, is to  
***SELL CUSTOMERS ON WAITING***

*Perhaps* you're doing a good selling job now... but the letters we get do not indicate that everyone is.

Letters from new owners, prospects and old owners complain. They mention neglect, indifference, casual treatment and the independence of some Hudson dealers. Some have even charged that our dealers were disrespectful.

Most of these were doubtless isolated cases. We hope they were... that there were only a few... but

**EVEN ONE INSTANCE IS TOO MANY**

One didn't know about our Free 1,000 and 2,000 Mile Inspections. One didn't know he had a Fluid Cushioned Clutch, didn't check the fluid, and burned out his clutch. One drove 5,000 miles and complained of sluggishness. He didn't know the Governor should have been removed. A number didn't know how to operate the Weather Master and complained that they couldn't get heat, even with the Cowl Ventilator closed!

**THESE WERE NEW CAR OWNERS !!!**

Many *PROSPECTS* complained of their casual, disinterested treatment.

We realize that these are TRYING TIMES... but we also hope that YOU REALIZE that they are times that call for

***BETTER SALESMANSHIP  
THAN WE MAY BE GIVING***

You'll recall the old story of the man who registered at a Summer Hotel . . . took his meals at a nearby restaurant . . . and when he checked out, two weeks later, found he'd been stopping at an **AMERICAN PLAN HOTEL**, and that his meals were included in his regular rates



## **BUT NOBODY TOLD HIM**

(That's a joke, Son, That is)

*Now* practically all of the complaints we have received, could have been prevented

## **IF WE HAD TOLD THEM**

Prospects will never know how much more value they get in a Hudson . . .

Owners will never appreciate the many advantages their Hudson provides them

## **UNLESS WE TELL THEM**

It's important to *sell* a new Hudson . . . but it's just as important to *convince the owner that he has made a good buy* by explaining its many features.

***So-* LET'S TELL THE COMPLETE  
HUDSON STORY !**



THERE ARE PROBABLY  
**2 REASONS**

WHY THESE THINGS HAVE HAPPENED.

- We haven't had to *sell* anything for four years.

*We're 'out' of the selling habit.*

- We have many new Dealers who are *not* too familiar with Hudson's many advantages.

*And who are not telling a convincing story about them.*

*Evidently, we need:*

- **A "REFRESHER" COURSE**

for those of us who have "forgotten"

- **A BRIEF "INFORMATIVE" COURSE**

for those new dealers and men who need coaching on

- **HOW TO SELL HUDSON**

**So-LET'S GO!**

*The New  
1946*

**HUDSON**

•

**"BRINGING A NEW  
MEANING TO A  
FINE OLD NAME**

•

*Let's assume* for a few minutes that we've forgotten a lot about selling...and review some of the **BASIC RULES:**

- ① Selling calls for *Common Sense*. And common sense tells us to sell the *big things*...things that are important.
- ② Find out your prospect's *interests*, and make your car satisfy them.
- ③ Everyone likes to be called by his own (and right) name—so as quickly as you can find out his name, and *use it often*.
- ④ Everyone is interested in things that are *new*. Keynote your talk around things that are *new* and important.
- ⑤ You can't hope to keep your prospect's *interest* unless your talk is *interesting*. No sales talk can be considered good unless it does arouse interest.
- ⑥ The strongest word in the language is the word "*You*." Use the terms *I*, *We* and *Me* sparingly... use the word "*You*" often.
- ⑦ Again, apply Rule #1—Use Common Sense in Pleasing Manners, Courtesy, Patience... and in ***MAKING EVERY EFFORT TO GET THE ORDER.***

## RULE NO.1

# ***SELL THE BIG THINGS !***

...talk about "nuts and bolts" only as they contribute to major issues . . . .

- ***BEAUTY***-rich interiors-custom trim with DeLuxe hardware-modern lines.
- ***PERFORMANCE***-Smooth operation-reserve power -easy handling.
- ***LONG LIFE***-Freedom from trouble-Economy-Dependability.
- ***COMFORT***- Convenience -Driving pleasure.
- ***SAFETY***- Protection-the satisfaction of security.
- ***EXTRA VALUE***-Hudson's exclusive features.
- ***THE DESIRE TO OWN***- The enjoyment and pride of ownership-the sound investment- the urge to buy.

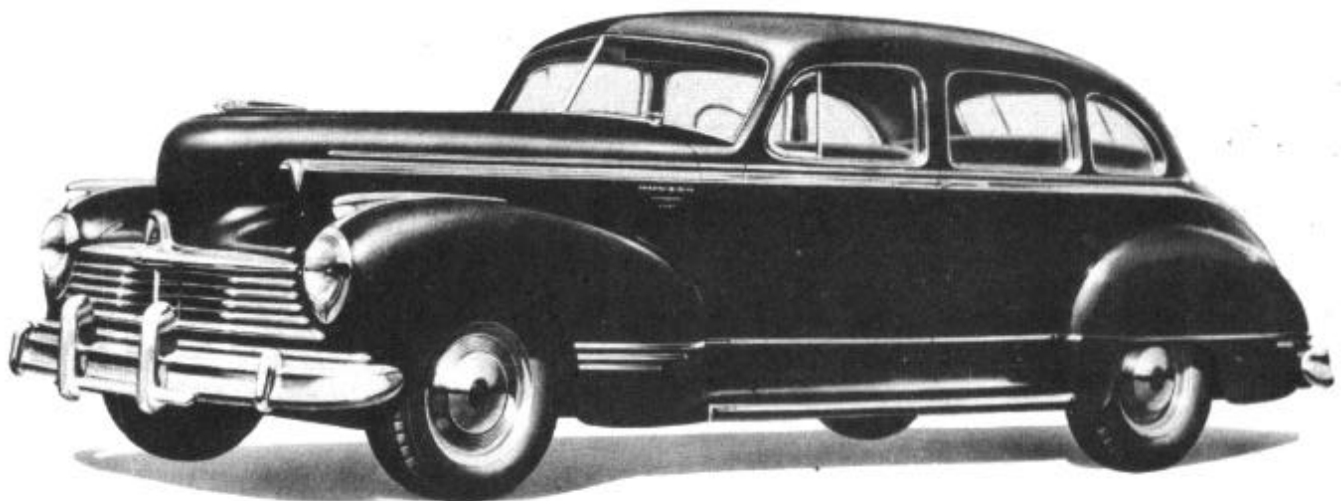
Under these *big things* may be grouped most of the selling features of your car.

***SELL THE BIG THINGS!!!***



# **BEAUTY**

SELL THE BEAUTY OF OUR COMPLETELY  
***NEW FRONT END***



- IT'S CUSTOM APPEARANCE
- THE NEW "BALD NOSE"
- NEW GRILLE DESIGN
- NEW LARGER BUMBERS
- AND IT'S OVERALL, BALANCED HARMONY

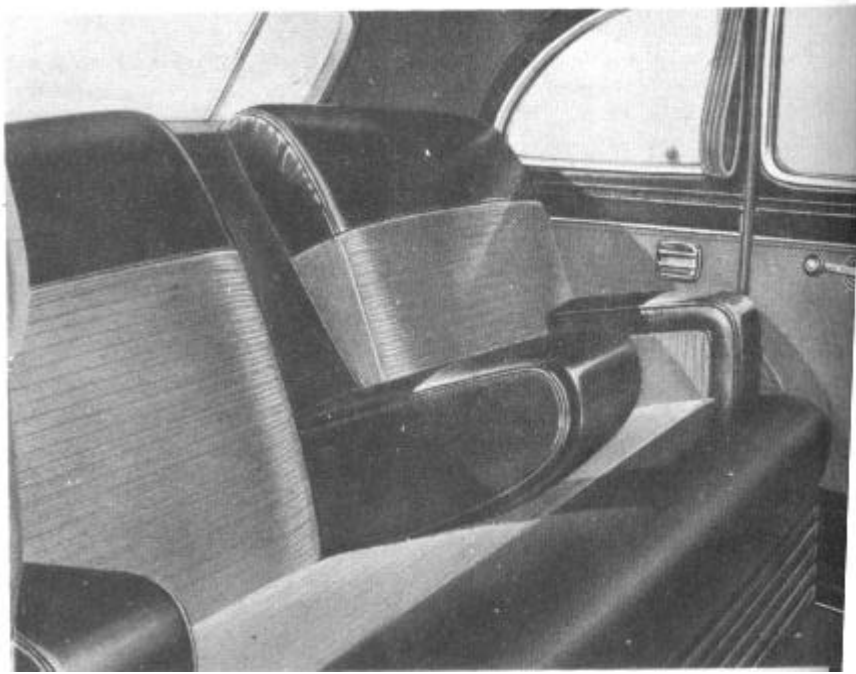


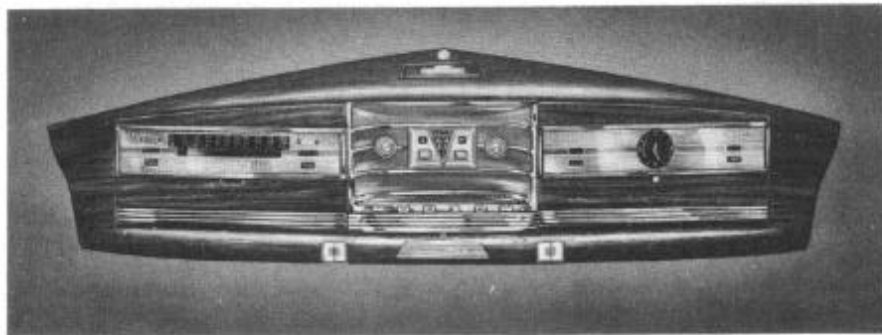
NO CAR ON THE MARKET TODAY HAS  
ANY MORE  
***BEAUTIFUL INTERIORS***

---

The Instrument Panel, Steering Wheel, Trim, Hardware,  
Upholstery, Reveals - *are*  
OUTSTANDINGLY RICH AND HARMONIOUS  
***SELL THEM!***

LINCOLN IS THE ONLY  
OTHER MAKE THAT  
EVEN OFFERS THIS  
LEATHER TRIM....





We believe that our

## 1946 INSTRUMENT PANEL

IS THE MOST  
*Richly Beautiful*  
ON ANY CAR TODAY.

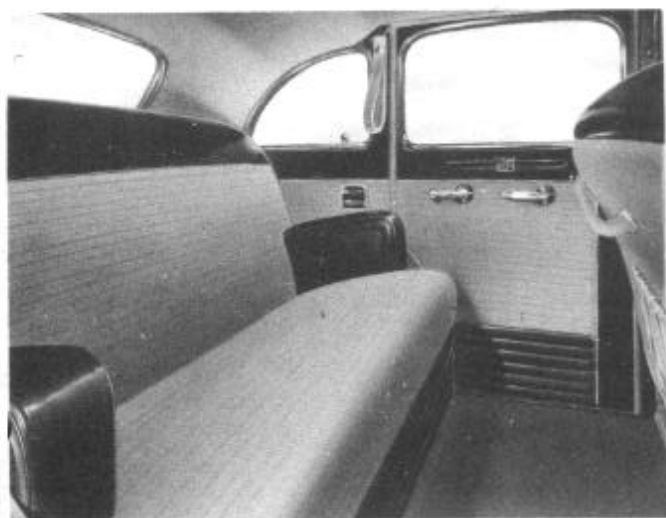
Owners have commented often on its utter simplicity-just 2 buttons-STARTER and LIGHTS.

*(Everything else automatic - Choke, Spark, Heat Control.)*



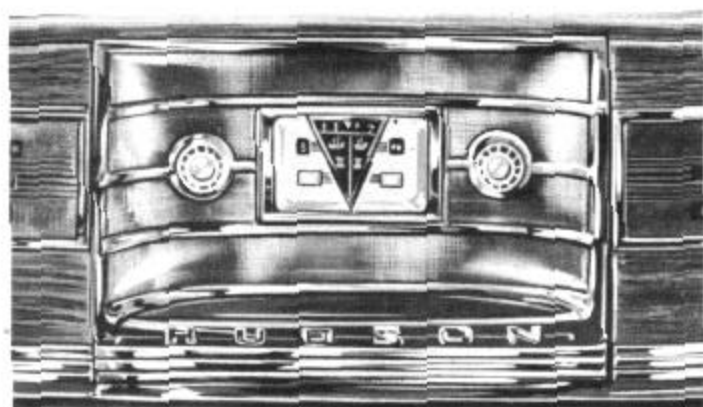
## FRONT EMBLEM

....indirectly lighted at night.



*Finest Quality*  
DELUXE INTERIOR  
HARDWARE

# THE NEW RADIO *for* 1946 *is a Honey!*



You'll see *few* Radio Panels as beautiful as this!

It harmonizes with the Instrument Panel, and Interior Trim...and was individually designed for Hudson.

An innovation is the selection and control of stations by means of a foot pedal.

Depressing the "Foot Control" changes stations.

Turning the Control steps up or reduces volume. The sound may be hushed temporarily when it is desired to listen for train signals, fire alarm signals, etc., or for conversation...merely by pressing the Foot Control.

Reception is remarkably clear.... interference noticeably absent.



# **PERFORMANCE**

## ***WHAT CONSTITUTES PERFORMANCE?***

### ***First-*THE POWER PLANT**

- Design, Materials, Construction, Compression, Carburetion, Ignition.
- Its *Engineering* . . . and in this Hudson *Excels*. There's no finer power plant in any car.

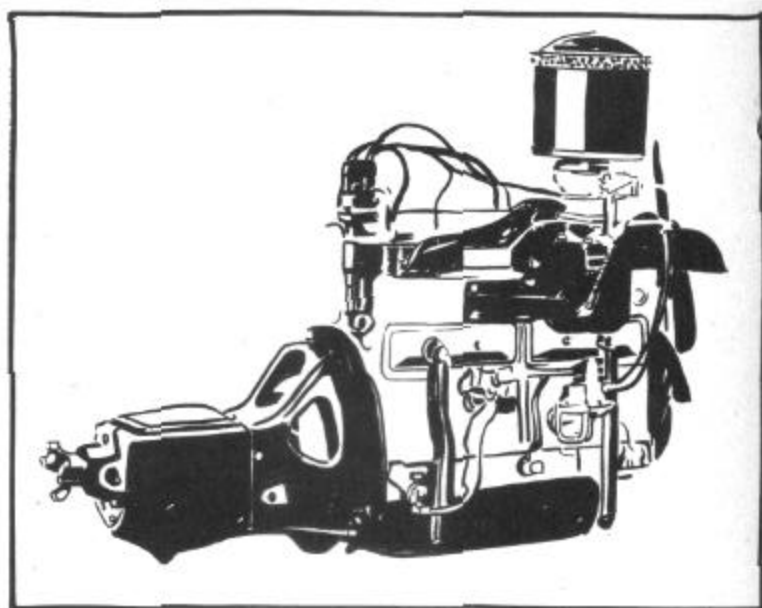
### **EASE OF CONTROL**

- Steering, Braking, Shock Absorbers, Stabilizers.
- No car excels in Easy steering.
- Hudson has not only the finest Brakes . . . but has an *Extra Reserve System* to provide for emergency.
- Hudson offers *Double Acting* Shock Absorbers.
- A *Rear Lateral Stabilizer* and a *Auto Poise Front Wheel Control*.
- *Automatic* Spark, Choke and Heat Control

*These all add up to*

**EXCEPTIONAL PERFORMANCE**

*Think*  
**THERE'S NO  
ROMANCE  
-NO GLAMOUR**  
*in an*



## ***AUTOMOBILE ENGINE ?***

**WHAT A STORY YOU CAN TELL ABOUT THIS ONE!**

It is known as "The 100,000 Mile Engine"  
(Many have gone 200,000, 300,000 even up to  
500,000 miles) . . . . And, "How Come"?

Hudson's *Engine Block* is made of the hardest metal used in any conventional automotive motor, a high chrome alloy steel . . . . so hard that special machines had to be developed to bore and hone the cylinder walls. Result - a glasslike wall, permitting close piston fit which contributes to high compression. (Ratio 6.50 to 1)

This metal is actually *harder* than that of the Valve Seat Inserts used by other makes, so that Inserts are not needed.

*and*

- DUAL CARBURETION
- AUTOMATIC SPARK ADVANCE
- PINNED PISTON RINGS
- DUO-FLO OILING SYSTEM

(which provides instant lubrication and more oil at high speeds)

These mean greater gas economy, more power from each gallon of fuel....and

✓ **LONG LIFE**

✓ **PEAK POWER** *and*

✓ **SMOOTH PERFORMANCE!**

---

WHEN YOU LIFT THE HOOD

**TELL THIS STORY**

---



WHEN YOU  
LIFT THE  
HOOD..

*tell about*  
**HUDSON'S**  
**RESERVE POWER**

Reserve Power to drive through traffic without excessive gear shifting . . . .

To quickly get out of the path of approaching trains, fire trucks or reckless drivers. To avoid accidents.

To get out of deep snow, mud, sand.

To take steep hills easily - to take ordinary hills in high - avoid stalling.

### RESERVE POWER

causes less strain on the motor...results in longer car life...and adds to the pleasure and satisfaction of ownership. It always saves the engine...  
... **IT MAY SAVE A LIFE !!!**

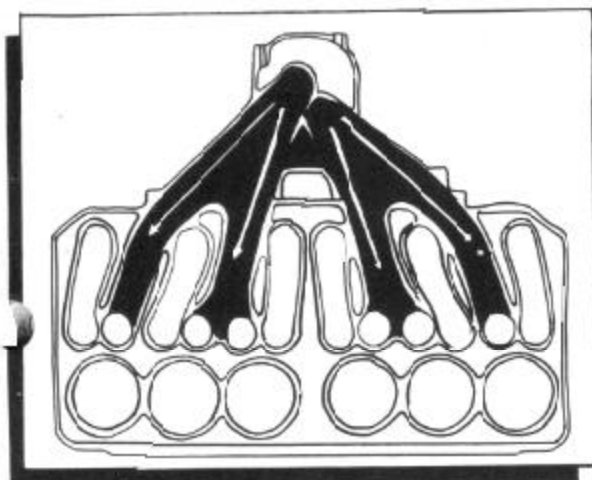
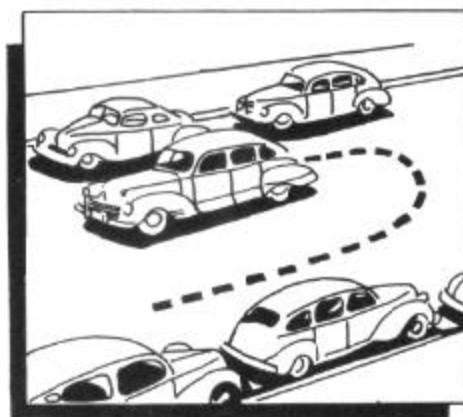


# **SMOOTH OPERATION**



## **SHORT TURNING RADIUS**

Easy to park · Quick to turn in emergency - Valuable in traffic.



## **DUAL CARBURETION**

Provides brilliant performance  
Eliminates fuel waste  
(ON ALL MODELS)

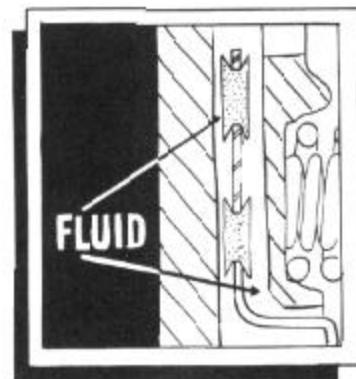
You can't have *pull* without power. You can't get outstanding performance if your engine has to pull useless weight

HUDSON'S POWER TO WEIGHT RATIO IS ONE OF THE HIGHEST IN THE INDUSTRY. NO EXCESS WEIGHT.

## ***A Smooth, Fluid Cushioned* CLUTCH**

Operating in a *cushion* of shock-absorbing fluid  
None smoother · · · None finer.

Steel flywheel makes quick starting.

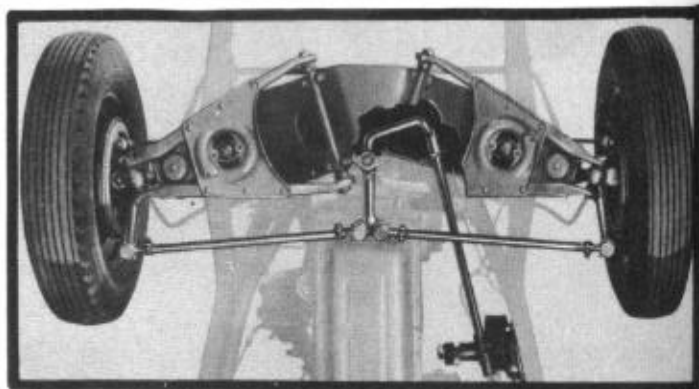


Perhaps no single feature pleases an owner more than **SMOOTH OPERATION**

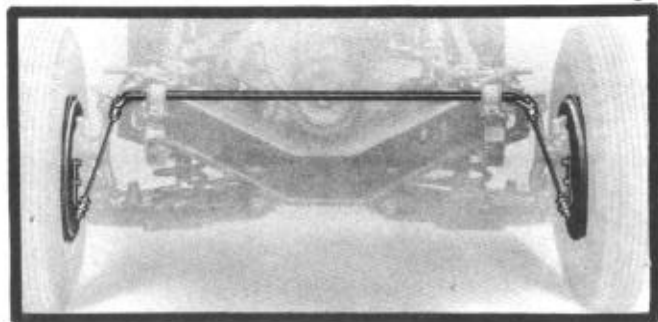
and *no* car can offer *more* of this

**TELL ABOUT HUDSON'S  
TRUE CENTER-POINT STEERING**

Its the most accurately designed steering system known. It eliminates "wheel fight" and "wander."



With our Large Steering Wheel it provides *one of the easiest Steering systems known.*



**AUTO POISE CONTROL**

keeps front wheels pointed straight on course . . .

*(as train flange keep wheels on track)*

*Also* CONTRIBUTING TO EASE OF HANDLING, ARE:

**REAR LATERAL STABILIZER** which keeps rear wheels from skidding, lurching or vibrating.

**AIRPLANE TYPE SHOCK ABSORBERS**

**FINGER RELEASE PARKING BRAKE**

*Shucks, this aint all . . . . .*

Even handcuffed you could  
drive a Hudson with

## **HUDSON DRIVEMASTER**

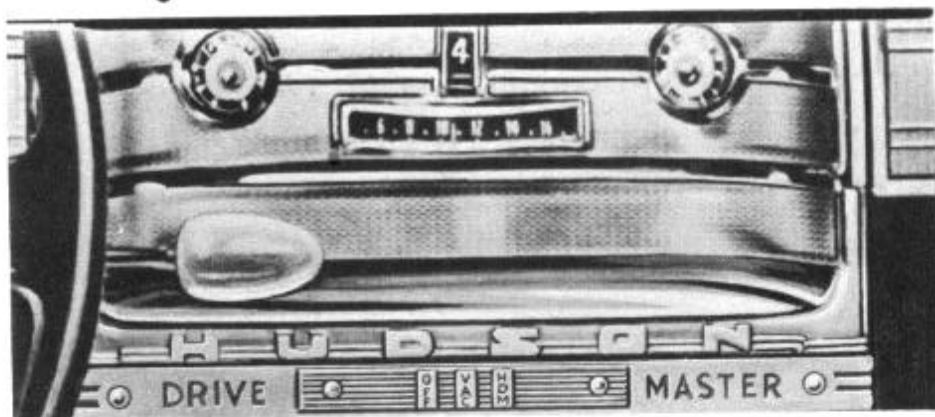


No gear shifting in forward speeds.

The easiest of all ways to drive -

- NO "CREEPING"
  - NO "INCHING AHEAD"
- } **WHEN YOU STOP**

Just step on the gas and GO....  
its fully automatic.



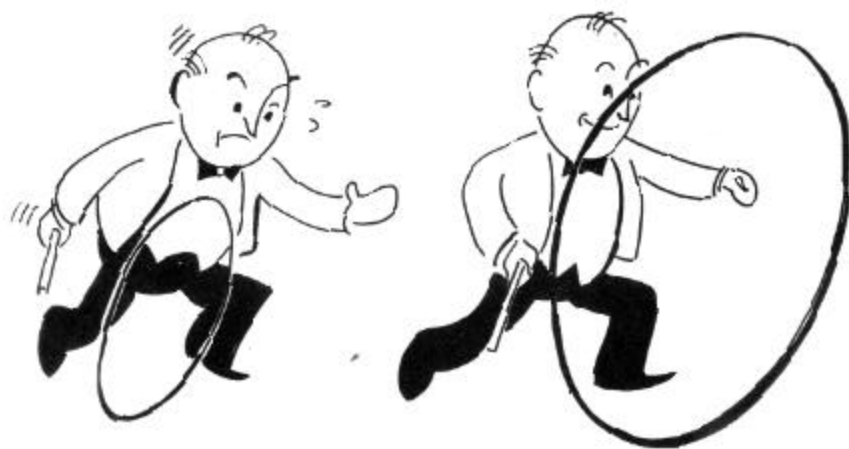
*You have a choice of 3 ways to drive:*

- NO** Conventional Gear Shifting
- VAC** Hand Shifting without using Clutch
- HDM** Automatic Shifting\*

\* All the driver uses is the accelerator and the brake pedals

In normal driving it is *never* necessary to shift gears when the *Drive Master* is used. (Factory installed only)

**INVALUABLE IN TRAFFIC OR ON HILLS · CONVENIENT ALWAYS**



## **EVER ROLL HOOPS?**

..then you'll understand why a high gear turns more slowly and enables an engine to maintain a given car speed running only **72%** as fast as normal drive.

*The* **HUDSON OVERDRIVE**  
effects a saving up to 20% in  
fuel consumption.

It also adds to Smooth Performance  
Sell this Extra Cost Option to be factory installed.



**OVERDRIVE** *plus* **DRIVE MASTER**  
gives you tops in smooth performance

(It automatically functions at speeds of  
40-45 mph - automatically cuts back to direct  
drive when acceleration is needed)



With the mounting toll of  
automobile accidents . . .

**SAFETY**

is one of the greatest features  
on any car.

No manufacturer has given more attention  
to this vital and important consideration.

YOU CAN  
**Confidently**

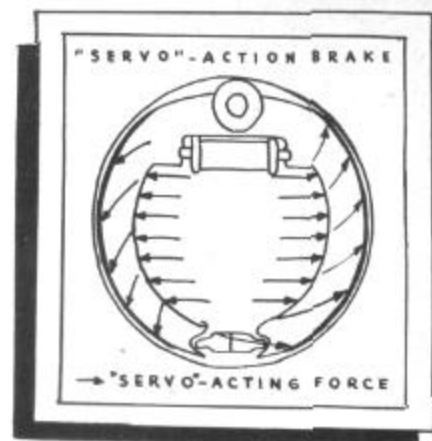
**SELL HUDSON**

*as*

**AMERICA'S  
SAFEST  
CAR!**

# **SELL THIS** **ADDED PROTECTION**

Braking reaches near perfection in Hudson's "Servo" action type of the finest hydraulic brakes in which the revolving wheels aid in stopping the car. This means less pedal pressure-quicker stopping.



*In addition...Hudson offers an extra mechanical braking system which automatically takes hold if the hydraulic system should default.*



**PATENTED DOUBLE-SAFE  
HYDRAULIC BRAKES**

In emergency the operator merely keeps pushing down on the Brake Pedal. The mechanical system functions when the foot pedal goes beyond the normal range.

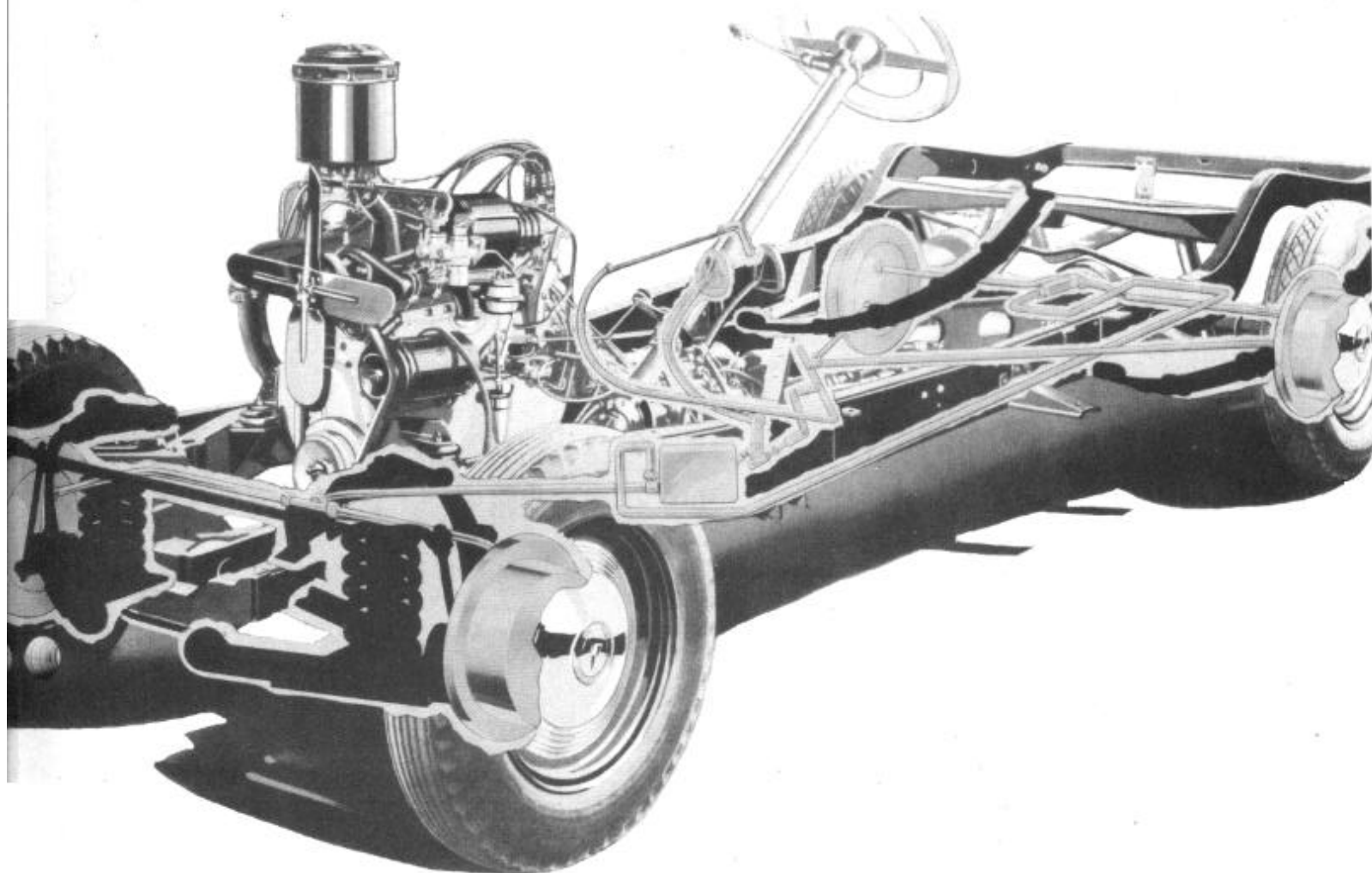
*an Exclusive, Patented, Hudson Feature. It is in  
Addition to the Parking Brake.*

The Hydraulic Braking Fluid could leak away through accident or neglect...but with Hudson's Extra Mechanical Braking System the driver has

## **ADDED PROTECTION.**

This one great feature alone is enough to warrant the selection of a Hudson.

# *View of the* **HUDSON CHASSIS**



shows the two separate braking connections  
... one hydraulic... *plus* an additional mechanical linkage, which functions when the brake pedal goes down beyond its normal range.

**HUDSON IS THE ONLY CAR**  
**WITH THIS DUAL SYSTEM**

# ***SAFETY AND PROTECTION*** **HUDSON BODIES**

---

**ARE MADE  
IN OUR OWN BODY PLANT**

They are designed - as a unit - to form an integral part of the car. *All of steel* - heavily reinforced - insulated against moisture, heat, cold and drafts - noise and vibration proofed -

*and*  
**FASTENED TO THE CHASSIS AT  
33 POINTS**



they are engineered for a carefully coordinated, ruggedly built chassis, with the stamina and strength to take all the stresses and shocks of modern driving.

Hudson won the National Award for the Safest Body Design . . .  
...rating first on all 14 points.



# **SAFETY AND PROTECTION**

## **REAR LATERAL STABILIZER**

- Holds body on even keel.
- Helps prevent skidding, vibrating or lurching.
- *Padded Seat Backs...*
- No projecting control buttons on instrument panel.



## ***Maximum* DRIVING VISIBILITY**

is afforded by the *extra wide rear window* as well as by the windshield.



*YOU'VE GOTTA SEE . . . IF YOU WANT TO BE SAFE.*

## **SEALED BEAM**

Twin Headlamps with foot controlled dimmers - sealed from dust and moisture - provide *Safe Night Driving Visibility*.

You can tell the world...  
that Hudson Engineers  
have gone all out to make  
the

# *World's* **SAFEST CAR**



---

## **SAFETY**

IS LARGELY A MATTER OF  
DEPENDABILITY IN EMERGENCY.

*There's when the driver needs*

•STRENGTH •VISIBILITY •POWER  
•BRAKES *and* •PROTECTION

*and*

- An all-steel, heavily braced body, on an armored type, rugged frame provides *strength*.
- Wide windshield and rear windows, foot-controlled Twin Sealed Beam Headlights mean *visibility*.
- The powerful Hudson motor, with fewer pounds per horsepower provides *reserve* power.
- Hudson's Double Safe Hydraulic Brakes mean dependability in emergency.
- The Dash Locking Safety Hood, Auto-Poise Control, Rear Lateral Stabilizer, are *exclusive* Hudson Safety Features, which, in addition to those features listed above, make Hudson, we confidently believe,

***AMERICA'S SAFEST CAR***

Now.. practically every owner wants  
**COMFORT AND CONVENIENCE**

And one of the *grandest*  
innovations in Driving Comfort

*is*  
**AIR FOAM**  
**SEAT CUSHIONS**



**PUSH BUTTON STARTING**

introduced by Hudson saves shoe scuffing, reaching in the dark, is much more convenient than the foot button.



**EXCLUSIVE**

**TELEFLASH**  
**SIGNALS**

exclusively Hudson's,  
save the annoyance of watching dials—



**DIRECTIONAL SIGNALS**

available at extra cost... are more convenient than holding out one's hand. Better at night.



***Illuminated* IGNITION SWITCH**

makes it easy to find the ignition keyhole when it's dark. Save "fumbling." A great convenience.

***DOME LIGHT OVER DRIVER'S SEAT - WHERE IT IS NEEDED MOST.***



... an owner will find  
**COMFORT and CONVENIENCE**  
*in*

- **SCREENED COWL VENTILATOR**  
which keeps out insects and rain . . .
  - The *Wide*, adjustable, Front Seats.
- Automatic Choke · Spark Control · Heat Control.
- Courtesy Step Light (*on Commodores*).
- Cushioned Action Door Latches.



- **LARGE LUGGAGE** (*and Package*) **COMPARTMENTS**

You literally "MAKE YOUR OWN WEATHER"



*with a*

# **HUDSON WEATHER- MASTER**

Probably the finest device ever made to Heat and Condition Air.

It brings in *Fresh* air, through the Cowl Ventilator, which is screened from insects. No matter how hard it rains no water comes in.

- Air is circulated to all parts of the car . . . Windshield and windows are kept clear.  
*There's no "fogging."*

# **ALL YEAR 'ROUND HEATING *and* COOLING**

Heat is controlled by lever. Volume is controlled by opening of Cowl Ventilator. When standing a fan distributes heat.

## ***..THINK OF IT!!***

You can drive in *Pouring Rain* with ventilator open without getting wet..you can drive in summer without insects or bugs.

It brings in fresh cool air in summer.. A defroster prevents windshield fogging and frosting in winter. It provides *all the heat* you want. Not re-heated stale air, but *fresh* air.. the kind that keeps you awake.

**NO HUDSON OWNER  
SHOULD BE WITHOUT THIS!**

# HUDSON OFFERS **EXTRA VALUE**

## IN THESE EXCLUSIVE FEATURES

- **PUSH BUTTON STARTER**

No "foot fumbling." No scratching of ladies' shoes.  
Safe - won't operate accidentally. *Quick - convenient - modern.*

- **TELEFLASH SIGNALS**

Driver doesn't have to watch dials. Flashes warning  
when battery isn't charging or oil pressure isn't right.

- **DOUBLE SAFE HYDRAULIC BRAKES**

- **AUTOPOISE FRONT WHEEL CONTROL**

- **DASH LOCKING SAFETY HOOD**

- **HUDSON DRIVE MASTER**

- **HUDSON WEATHER MASTER**

- **HUDSON DEVELOPED SPARK PLUGS**

*All of these represent*

**EXTRA VALUE**

not to be had on any  
other make





*Now* - in addition to the foregoing Hudson offers another great privilege to buyers.

To the better type of buyer is offered the **PRIVILEGE OF SELECTING**  
EXACTLY THE FEATURES WITH  
WHICH HIS NEW CAR IS TO  
BE EQUIPPED.

This is the equivalent of  
**A CUSTOM MADE CAR**

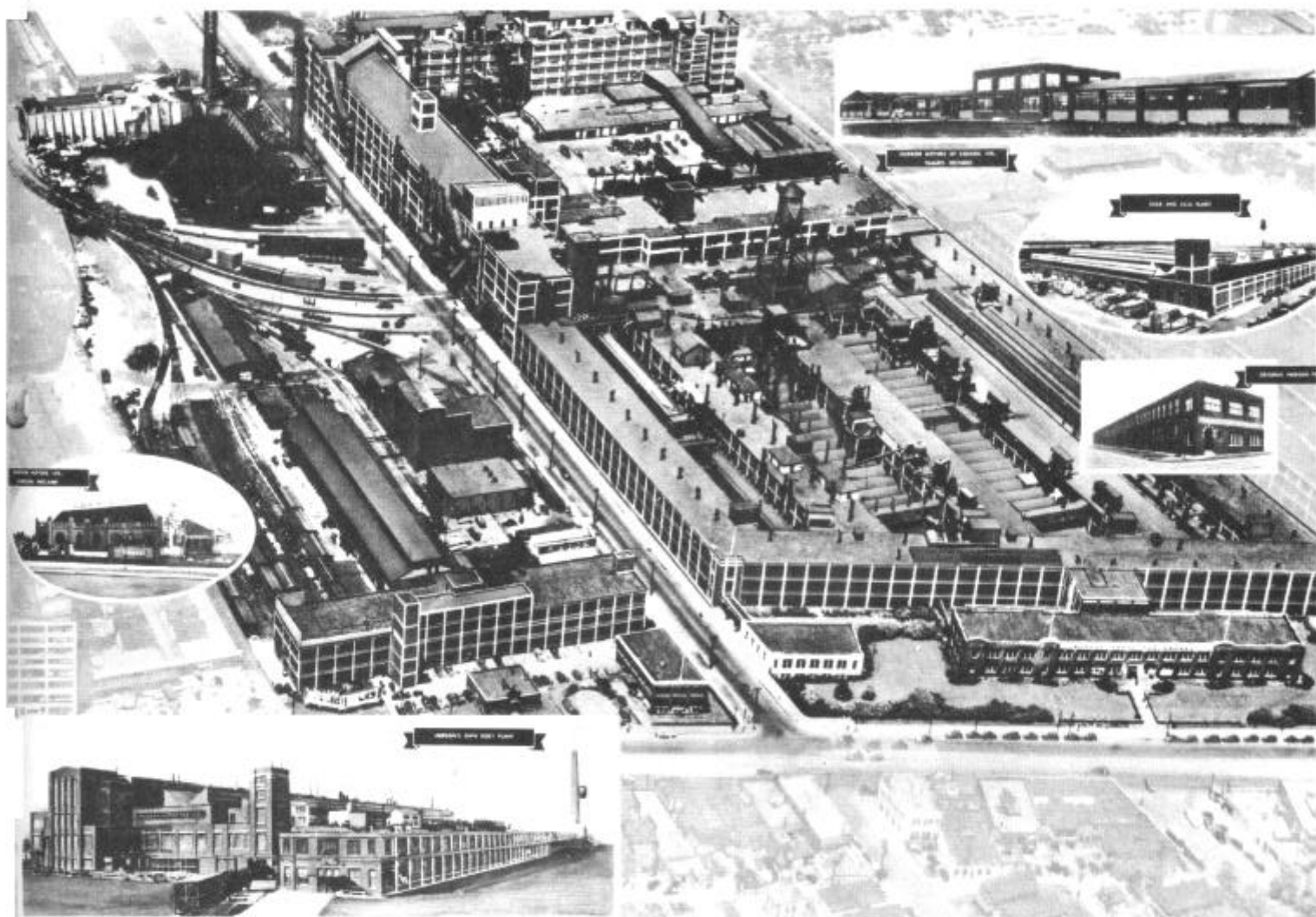
Built exactly as the buyer wants it... Upholstery,  
color, trim, driving features, accessories,

**BUILT INTO HIS CAR AT**  
**THE FACTORY**



At no additional cost over  
the actual list prices of  
the options selected.

...and built in one of the  
**MOST COMPLETE and FINEST PLANTS**  
 in the industry



**HUDSON MOTOR CAR COMPANY, DETROIT 14, MICHIGAN**

*Established in 1909*

**TODAY**, no company in the industry has better facilities for the manufacture of fine automobiles. Main plants in Detroit alone cover 117 acres and over 3 million square feet of floor space. Since 1909, these plants have produced nearly 3 million Hudson cars, and have the capacity to produce

more than 250,000 cars annually. . . **TODAY**, Hudson builds its own motors, axles, bodies, clutches, controls, transmissions. Hudson bodies are built in Hudson's own 15-million-dollar body plant. No automobile manufacturer is more modernly equipped or more completely self-contained.

# AND...SINCE 1909 ***A LEADER IN NEW FEATURES!***

Engineering is the reason why one car is better than another.

**These are some of the important Hudson developments in 37 YEARS OF LEADERSHIP.**

- 1910 FLUID CUSHIONED CLUTCH
- 1913 FIRST SEDAN-TYPE BODY
- 1916 COMPENSATED INHERENTLY BALANCED CRANKSHAFT
- 1921 ADJUSTABLE SEATS
- 1926 1st 6-CYLINDER CAR FOR LESS THAN \$1000
- 1924 ADJUSTABLE STEERING WHEEL
- 1926 STARTER ON INSTRUMENT PANEL
- 1932 TELEFLASH SIGNALS
- 1935 FIRST BODIES ALL OF STEEL
- 1935 GEAR SHIFTING AT STEERING WHEEL
- 1939 AUTO POISE FRONT WHEEL CONTROL
- 1939 AIR FOAM CUSHIONS
- 1936 PATENTED DOUBLE SAFE HYDRAULIC BRAKES
- 1939 DASH LOCKING SAFETY HOOD
- 1940 CUSHION ACTION DOOR LATCHES
- 1941 VACUMOTIVE DRIVE
- 1941 BUILT-IN RAIN PROOF COWL VENTILATOR
- 1942 DRIVE MASTER

*Hudson has developed some 75 firsts.. of which the above are but a few. . . .*

**HUDSON = ENGINEERING LEADERSHIP!**

# **OFFICIAL A.A.A. RECORDS**

**144  
RECORDS**

**MORE RECORDS...** by far than held by any other make are held by Hudson-built cars:

*For instance:*

**ENDURANCE:** 20,327.42 miles at 70.58 mph - Aug. 1939.

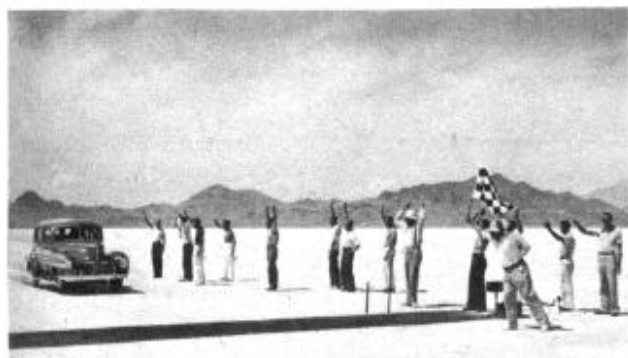
**SPEED:** 1000 miles at 93.03 mph in 11 hrs. 38 min. 55 sec. at Muroc Lake. Aug. 1939

**HILL CLIMB:** Mt. Washington: 13:20 - Lookout: 5:20 - Mt. Baldy: 8:22 (40 records in all) July 1934.

**BRAKING:** N.Y. University supervision. Nation-wide. Police require stop in 22.4 ft. at 20 mph. Previous record 18.1 ft. Hudson stopped in 13.5 ft.

**ECONOMY:** 24.24 mp.g. at 38 MPH in 1000 mile test for a Hudson Six. 1000 miles at 50 MPH showed 20.4 M.P.G. 1939.

**SAFETY:** Hudson rated highest on all 14 ratings in Safe Body Design awarded by National Safety Magazine, in 1941 and won National Award.



Good Engineering in Hudson?

No other car has as much

***PROOF...***



Are there many brand-new features for 1946?

## **YOUR SALESMAN'S REFERENCE BOOK** **LISTS 52 IMPORTANT IMPROVEMENTS**

**NEW BEAUTY** - Front end, grille, lights, bumpers. New Instrument Panel... and we'll *challenge you to find a more beautiful panel on any car!* New hardware, leather trim, accessories.

- **A QUIETER BODY** - silenced with larger pads.
- **QUIETER WINDSHIELD WIPER**
- **COOLER ENGINE** - through improved coolant.
- **NEW SHOCK ABSORBERS** for smoother ride.
- **METAL COVERS** for rear springs.
- **ALUMINUM CAMSHAFT GEAR** - formerly fibre.
- **INNER TUBES OF BUTYL**, that will hold air 5 times *longer* than natural rubber.
- **NEW TIRE JACK** - Simpler, easier, faster.

**THE 1946 MODEL HAS BEEN**  
**VASTLY IMPROVED IN MANY WAYS**



*...the above are only a few.*

## *Rule 2:* PLAY TO HUMAN EMOTIONS

Visualize trips through gorgeous scenic areas...week-end and holiday jaunts...enjoyment of the outdoors...the educational advantages of going places...the pleasure of visiting friends and relatives...the additional social contacts...relaxation...health...the luxury of a fine car.

YOU'VE SOLD THE CAR...

Now..***SELL  
THE DESIRE  
TO HAVE IT!***

**IN PREFERENCE TO ANY OTHER MAKE.**

# **CREATE**

## **THE IMPULSE**

### **TO SIGN THE ORDER**

- *Picture* the satisfaction of driving to work in a new car...seeing it parked in front of his home, club or business.
- The pleasure of impressing friends, social acquaintances, business associates.
- The satisfaction of driving his wife shopping...the children to school...the opportunities of country buying...the wider sphere of living.
- Fishing trips...picnics...outdoor activities.

*plus -*

- Assurance of trouble free driving ... low upkeep cost ... dependability in emergency ... being able to go when and where he wants without concern.

- Create the feeling that with this car he can *do those things he has been wanting to do* ... in the way he had dreamed of doing them.

That the purchase of this car means *many years of happiness, relaxation, enjoyment and health* ... both for himself, his family and his friends.

MAKE THE PROSPECT  
**WANT THE CAR MORE**  
**THAN HE WANTS<sup>the</sup> THE MONEY**  
IT COSTS.



*Perhaps* you'll say that these suggestions on selling are premature... that we don't need them at this time. And you're probably right.

*But*-we're going to have to get back into selling one of these days... and now is a good time to start

## **"FRESHENING UP"**

There's no doubt but that people are "looking around" more now than ever before. Many previous "*habit buyers*" are coming into our salesrooms for the first time.

*Of course we know that*  
**THEY NEED TRANSPORTATION...**

*but*



DO YOU  
HAVE  
GOOD  
BRAKES?

The majority of them  
*want* to know more  
about our car.

They want to be sold.  
We used to hear dealers  
say, before the war - "If we could *only* get  
more people to come in and look at Hudson  
to give us a *chance* to sell them."

Well, here they are, gentlemen... coming in by  
the hundreds... these same people who used to  
go out and automatically buy another car of  
the same make they had been driving.

*Now they're looking at Hudson*  
**... WITH INTEREST !**

Why shouldn't you take the time and  
trouble to give them a good selling on Hudson  
... sell them on dealing with *you*... make friends  
of them?

***TODAY***

is that opportunity you were  
looking for *yesterday*.

Of course you'll lose the opportunity to show these lookers, if you don't have a new car on hand...so make it a positive rule to

*Always* **HAVE A NEW CAR ON YOUR SALESROOM FLOOR**

Many people have complained that they couldn't even see a new Hudson.

*Here's a typical letter:*

Hudson Motors, Inc.  
Detroit, Michigan.

T.A. Sullivan, 3rd Asst. Mgr.  
J.P.A.I. Francis F. Sigman  
4 Post Master, New York.

(ADVERTISING SECTION)

Dear Sir:

Whoever is responsible in the advertising department of Hudson Motors Inc., to see that their car is kept before the public, should be interested to know that they are now represented at 4056 Broadway, New York City, by an empty showroom. This man calls himself your ADVERTISING REPRESENTATIVE.

After going two hours out of my way on a hot day, the above is what I found. If, in the event the car came up to my expectations, I intended to leave my name on the waiting list.

I'm well aware that you have to wait your turn for a car, but it's beyond my limited comprehension, how anyone, even with his thinking cap operating only on one cylinder, could fall to ADVISE their ADVERTISING DEALERS to have at least one car on show at all times. I for one will not buy something I cannot see.

Needless to say, I will not venture on this unresulting journey again. I suppose this letter will be thrown in the waste paper basket, but I at least have had the satisfaction of expressing my feeling & you can be sure that they will be passed on to my many friends.

Disgusted would be buyer

*T.A. Sullivan*  
T. A. Sullivan

So...don't deliver your last car...

***KEEP ONE CAR  
ON HAND AT  
ALL TIMES!***

To get the utmost out of a good selling job, you'll

## **NEED A PROGRAM** *such as*

- 1 Give every salesroom visitor a good selling story of Hudson.
- 2 Sell yourself...your service.
- 3 Try to get an order.
- 4 Try to get as many *prominent* competitive owners in Hudsons as you can:
  - Public Officials      • Leading Executives
  - Social Leaders      • State, City, County workers
- 5 Place new cars where they will do you the most good - help you sell additional cars and increase your local prestige.
- 6 Deliver new cars properly...explain every feature - keys, etc. ...*Re-sell* the car...create an enthusiastic owner.
- 7 Follow-up to see that you get the service business...and that *you give the best of service.*



Of course you won't sell *all* these prospects you talk to. . . .

So, apply another important principle of selling:

**IF YOU CAN'T MAKE THE SALE**  
**MAKE A FRIEND**

If you can't sell him a Hudson, then sell him *on* Hudson.

If you can't turn him into a *user* then turn him into a *booster*.

*And, one thing more:*

*Keep a list* of all these Salesroom visitors.

Some day these people are going to buy a car.

**WHOSE CAR THEY BUY**, is up to you. . . .

and the interest you show in them *now* and in the next few months, will largely affect their buying decisions.

**FOLLOW-UP**  
**THESE SALESROOM VISITORS.**

**TAKE ADVANTAGE OF**  
***TODAY'S***  
***OPPORTUNITIES***  
  
**TO BUILD**  
***for the***  
**FUTURE!**

