Sales FACTS

Trial Ride Sells Another Writer on Hudson!

Article reprinted from June, 1948, issue of *Popular Mechanics Magazine*. Marginal notes by Factory Advertising Department.

Hudson rear seat is wider than the car is high! The 16-inch armrest folds down from the seat-back cushion. Note recessed door panels.

TAKE THE WHEEL OF A NEW HUDSON

By Wayne Whittaker

STEP RIGHT UP, mister, and get behind the wheel of that new Hudson.

Our objective is to take you on a 150-mile drive through city traffic, over country roads, bumps and smooth pavement, around sharp curves, up and down hills, through rain and shine. We received the full cooperation of the weatherman in providing the rain and shine for your first ride. The purpose is not to sit in judgment on the new Hudson and tell you that it's good or bad. YOU take the wheel and decide for yourself from the actual performance of the car.

The ride is a smooth, hug-the-road way of going, whether it's the straightaway or a curve. This serene ride is something that should be stressed to all prospects.

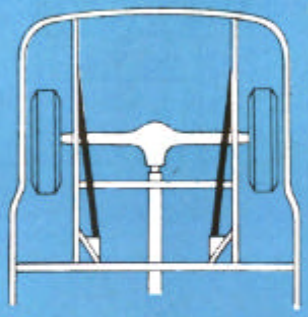
All set? First, meet Milton S. Bald, veteran service engineer for Hudson who handles all field contacts in the engineering department.

"I'm just along for the ride and to answer any questions," Bald explains. "Don't let me cramp your style in putting this car through its paces."

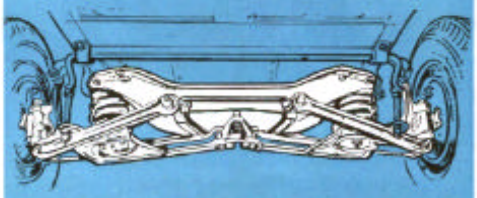
The car you are going to drive is a six-cylinder four-door sedan—just what you asked for.

"Did you know," asked Bald, "our Six is the largest six-cylinder engine built for a passenger car today? It has so much zip—121 horsepower—that most drivers can't

And it's an *entirely* new engine . . . the result of years of research and experience in building outstanding engines. Millions of miles of testing have proved it the greatest Super-Six yet.



Above, leaf springs in rear set at slight angle and coil springs (below) in front ease car over bumps.



At your service—a nicely broken-in six-cylinder new Hudson equipped with semi-automatic Drive-Master shift.

tell it from an Eight except at very high speeds."

You press the trigger-release of the fixed door handle and step in—or more correctly down—to enter the car and take your place behind the wheel. The first impression is one of sitting closer to the ground than you do in other cars. Your shoulders are about level with the lower ledge of the window.

"Feel like you're sitting on the floor?" Bald asks.

"Nope," you reply, "visibility is too good for that. Besides, it's comfortable and I got in easily without knocking my hat off. That's something these days."

Every customer should realize that only by "stepping down" can he get all these advantages. No other car today offers Hudson's exclusive features.

Bald laughed. "Fine! The reason for the headroom is that you are sitting so low. Remember the car is only five feet high. Floor and seats are down inside the frame. This is where we get that step-down feature. That new frame is a beauty and actually combines body and frame in a single all-steel unit. I'll show you some cutaways of this when we get back to the office and you can decide for yourself whether or not it looks like a good safety feature."

The car you are about to drive is well broken-in—9000 miles. It is equipped with a Hudson Drive-Master transmission in addition to the manual controls. You press the starter button and nothing happens. Bald explains that on the Drive-Master cars you have to throw in the clutch before the starter will operate. This affords double assurance that the car is in neutral when you start up.

"If you've been driving a car without automatic shift," says Bald, "you'll find yourself making a lot of false motions with your left or clutch-operating foot."

Drive-Master eliminates 85% of normal driving motions. That's a big point in its favor that every prospect should realize.

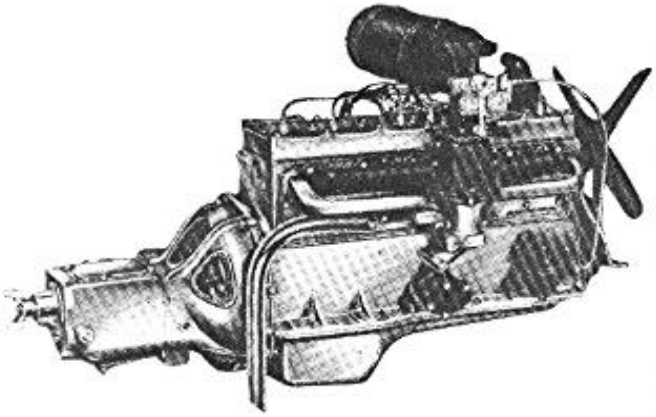
Now you study the Drive-Master control knob on the instrument panel and are swamped at first by a choice of three shift arrangements: (1) conventional manual control with normal clutch and hand shift, (2) something they call Vacumotive Drive, which means manual shifting with automatic clutch, and (3) Drive-Master, in which you put the shift lever in high position and step on the gas.

Only Hudson offers this flexibility . . . choice of three ways to drive.

Your indecision as to which to try out first is ended by Bald, who says: "Of course, you'll want to use Drive-Master. This actually amounts to starting off in second and any time after the speed is above 15 miles an hour just lift your foot all the way up on the accelerator pedal and you'll be in third. When you want to stop just step on the brake. Simple, isn't it?"

You decide that with all this automatic equipment it is a relief to know that all you have to do is flip a switch to get back

Left, absolutely first class hydraulic and mechanical brake positions—the latter operated with pedal all the way down. Right, Milton S. Bald, Hudson field engineer, checking engine after a test drive of 150 miles.



New Hudson Super-Six engine is most powerful (121 horsepower) of any engine its size on market. The L-head motor is pressure lubricated at 41 points. Bore is 3-9/16 inches; stroke 4⅜ inches.

to the familiar conventional hand-and-foot shift. Besides, it seems logical that conventional shift might be handy on an icy pavement or if you got stuck someplace.

All right. You put the shift lever in high. The road ahead is clear. With your left foot feeling neglected, you press down on the accelerator pedal and the car moves smoothly away. At 25 m.p.h. you release your foot from the accelerator and you are in high. After a short distance you decide to try a stop to test Bald's instructions. You slow down and then apply the brake. The car stops. There is no creep. You step on the gas again and move out into traffic.

None of that "inching forward" that is frequently experienced with some forms of automatic transmission. Yet the car is ready to step out and go at the first touch of the accelerator.

Bald grins. "I can see automatic shift has made another convert."

You decide it would be awfully easy to get spoiled by an automatic transmission. Bald reminds you that the Drive-Master costs only $106.50 additional.

As you head north out of Detroit you come across a section of pavement that the Michigan Highway Department forgot. The car rides smoothly over holes in the pavement that are fully 2½ inches deep. There is no rumble, no rattle and no bouncing around. You are driving 50 miles an hour.

"Jam the brakes on," says Bald.

You do. The car comes to a smooth and steady halt. There is no pitch. The Hudson maintains an amazingly even keel. You try the same stop again. The result is identical. No pitch at all.

"How come?" you ask Bald.

"A good many things combine to make a car ride like this," he says. "There's the single unit frame and body structure, direct-action shock absorbers, the low center of gravity and almost perfect balance. The engine has been moved forward a little and the back seat is no longer over the rear axle but moved forward even ahead of the rear wheels. There are coil springs in front and leaf springs in splayed position—slightly at an angle—in the rear. Get in back once and let me drive for a mile or so over this rough stuff."

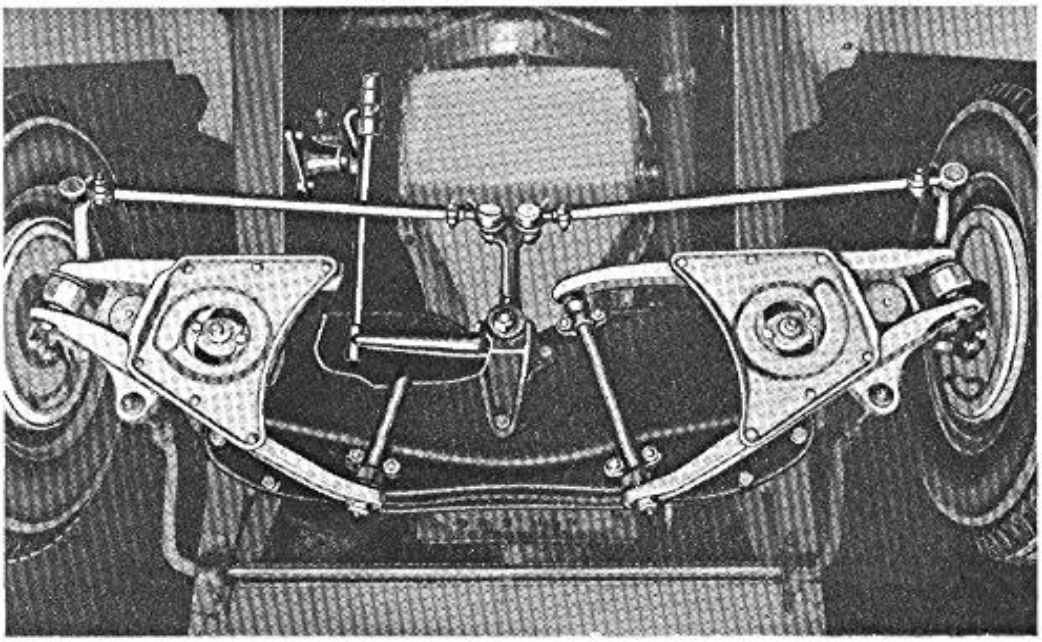
This new kind of ride, combined with smooth, pitch-free stops, has won the praise of countless thousands. Demonstration rides are the final "convincer" for many prospects who are still undecided.

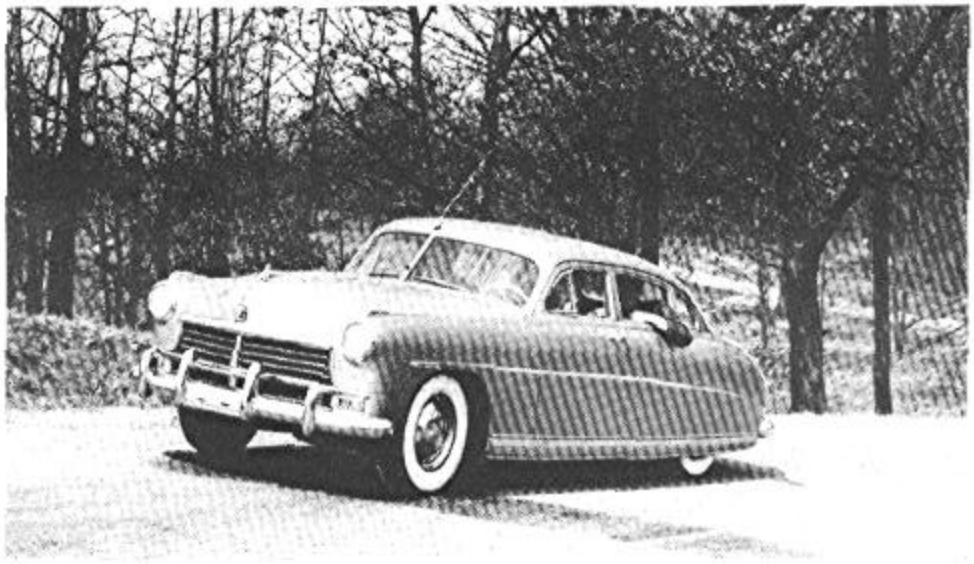
You soon discover that the wide back seat of this car offers you a "front seat" ride in smoothness.

"While you're back there I'll turn the radio on," says Bald. "Notice how low the volume is and the fact that you can hear easily in the back. The reason is that the speaker is here on top of the instrument panel and throws the sound upward."

Back at the wheel you start off like a vet-

Steering system is perfectly balanced to end "roaming" and "wheel fighting." Hudson's Center-Point steering operates from exact center of the car and affects both front wheels equally.





Low center of gravity helps the new Hudson hug the road on sharp curves; tires are all super cushion.

eran Hudson driver. The car hugs the road. At 60 m.p.h. you meet a huge trailer truck and feel no push of air against your car. Mile after mile the road to Port Huron, Mich., spins by. Suddenly you are shocked to look at the speedometer and see it registering 90 m.p.h. You quickly lift your toe from the accelerator.

"Felt like only 70," you apologize to Bald.

He smiles. "A good many people make that mistake and it may be because we are sitting closer to the ground."

An absent-minded driver creeps onto the highway from a side road. You quickly apply the hydraulic brakes.

"Where do you think you'd be if the hydraulic brakes failed?" Bald asks.

"Probably at a harp counter," you guess.

"Not in this car," Bald says, "you'd be right here slowed up just the way you are. When the brake pedal goes all the way down it engages reserve mechanical brakes. We've been using these for years."

You try a few curves at reasonably high speed. There is no top-heavy feeling about this steady low-slung car.

"The fact that the car is low is not the only reason it takes curves like this," Bald explains. "The front and rear stabilizer bars help resist sidesway."

Now for some pickup tests. Successive trials with Drive-Master shift show that the car accelerates from 10 to 40 m.p.h. in 15 seconds; 10 to 50 m.p.h. in 19 seconds; 10 to 60 m.p.h. in 29 seconds. From a dead stop the car accelerates to 40 m.p.h. with Drive-Master in 12 seconds, and in conventional shift (through three speeds) from 0 to 40 m.p.h. in about the same time.

Returning from Port Huron the skies open up and rain comes down in sheets. This pleases Bald who opens the cowl ventilator which lets fresh air in and drains out the rain.

"Sorry it isn't cold enough to turn on the heater," says Bald, "so I could show you our special Weather-Control which not only warms the air but filters and circulates it and keeps it constantly fresh."

Miles farther on you turn into a side road in the quest of hills or deep ruts. The car takes the steepest hill you can find with the ease of a veteran mountain climber. A couple of times in deep ruts and chuck holes the car scrapes the road.

"Not a good car for a farmer or rancher who lives on a back road," you suggest.

"As good as any modern car," says Bald. "Despite the extra-low appearance of the car, our ground clearance is average."

By the time you are back in the heavy 5-p.m. traffic of Jefferson Avenue in Detroit you are handling the new Hudson, Drive-Master and all, as if you had driven it for months—and you wish you had.

With Hudson's triple-safe brakes there's positive assurance of stopping. The use of mechanical brakes in addition to hydraulic is a feature that safety-minded people go for in a big way.

These outline sketches make it easy to explain the advantages that "steeping down" makes possible . . . *more head room*, roomier seats, etc. You'll find the sketches in the "Step-Down" booklet and wall poster, recently sent to you.

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Sketch below shows how new Hudson frame extends outside of wheels, also lowering of floor for more headroom. At far right, the "new" sketch shows rear seat moved forward.