Sales FACTS

Trial Ride Sells Another Writer on Hudson!

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.

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

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.

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.
At your service—a sleek, streamlined six-cylinder new Hudson equipped with semi-automatic Drive-Master shift.

Bald explained 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."

Now you study the Drive-Master control knobs on the instrument panel and are arranged at first by a choice of three shift arrangements: (1) conventional manual control with normal clutch and hand shift; (2) something they call Vacamotive 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.

Your indication as to which to try out first is ended by Bald, who says: "Of course, you'll want to see Drive-Master. This actually amounts to starting off in second and any time after the speed is about 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
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 get 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.

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.

"Just 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 a mile or so over this rough stuff."

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-
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 sharp 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. Successful 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 30 m.p.h. with Drive-Master in 11 seconds, and in conventional shift (through three speeds) from 60 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 runs. 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 scrapples 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.

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.