DRIVE-MASTER: "...the flexibility cannot be duplicated," reports Arthur Allen, Detroit Editor, Steel Magazine

NEW HUDSON TESTED

There is no better way to discover just what a new model passenger car offers and does not offer than to take one out and "drive the hell out of it," which is just what this commentator did last weekend with a new Hudson 8-cylinder job, equipped with this manufacturer's version of automatic transmission and overdrive.

After 700 miles over all sorts of road surfaces, the conclusion is inescapable that the lowness of the Hudson body design, coupled with the oversize low-pressure tires, yield riding qualities matched by few, if any, production models on the road today. The sensation of "floating" over the highway irregularities was a new experience to this observer, along with the roominess of Hudson bodies and their deluxe appointments.

Much might be said for the transmission "options" available on the Hudson. By a simple flick of a button on the dash, the car may be operated in conventional drive, with gearshift, or in automatic two-speed transmission, or in three-speed transmission with vacuum shifting, eliminating need for actuating the clutch pedal.

This type of transmission, extra equipment amounting to about $100, has much to recommend it over the fully automatic arrangements such as the hydromatic and dynaflow equipment on General Motors cars. The flexibility cannot be duplicated, and the extra advantage of overdrive from the standpoint of economy must be taken into consideration.

To anyone who understands and appreciates the mechanism of an automobile, the Hudson system is a natural. What it may involve in terms of service after the car is four or five years old is something else again. This much may be deduced—when the car has aged a few years and transmission service may be indicated, it is a simple matter to switch off the automatic features and revert to conventional drive—something which is not possible in the fully automatic versions. This may be more important than now seems apparent.
Hudson's versatile Drive-Master transmission gives greater flexibility in driving than any other so-called automatic transmission. It allows the driver to take his choice of three methods of driving, simply by turning a selector switch on the instrument panel, as shown below and to the right.

Drive-Master is a Hudson exclusive. It makes driving effortless and pleasant, and is an added Hudson selling feature which should be explained and demonstrated to prospects whenever possible.

**DRIVE-MASTER**

- NO GEAR SHIFTING,
- NO CLUTCH PUSHING IN FORWARD SPEEDS.
- MANUAL SHIFTING WITHOUT CLUTCH PUSHING.
- CONVENTIONAL DRIVING.

**DRIVE ALL DAY IN ONLY**

1. Press accelerator to go forward
2. Steer

**DEMONSTRATE THIS "EASIEST OF ALL"**
EXCLUSIVE DRIVE-MASTER ADVANTAGES
TO POINT OUT TO CUSTOMERS

You're in Control at All Times . . .
but Drive-Master transmission does all the work!
When you want to get out in front, you can stay in Hudson's "Pick-up" gear as long as you want, to any speed you want.

"No Creep" When you Stop . . .
Come to a stop with Drive-Master and you STOP—positively. There's no tendency for the car to edge ahead. Touch the accelerator and you are away in a flash.

Saves 85% of Driving Motions . . .
In a typical everyday drive, as shown in sketch below, you make 51 motions with conventional drive, but only 7 with Drive-Master.

 Dependable Design . . .
Tested and proved in billions of miles of driving by thousands of Hudson owners in all kinds of driving conditions. Unit located under hood for convenient lubrication or adjustment.

Economy in Operation . . .
Hudson Drive-Master does not require frequent refilling with expensive special fluids.

EASY MOTIONS

1. Start
2. Go
3. Press brake to stop
4. Stop
5. Hill
6. Start
7. Go

L WAYS TO DRIVE" TO PROSPECTS
"Drive-Master Orders Up 50 Per Cent"

Reports GEORGE H. PRATT, Hudson Vice President in Charge of Sales

"Reflecting increasing enthusiasm for automatic transmissions, orders for Drive-Master, Hudson’s automatic transmission, are up more than 50 per cent over last year.

"In an effort to keep up with the increased demand, Hudson has boosted production of Drive-Master equipped cars to the point where one out of every two automobiles off the assembly line now is equipped with this form of automatic transmission.

"I believe that the marked increase in demand for Drive-Master is due not only to repeat buyers, who over the past six years have operated Drive-Master equipped Hudsons in more than a billion miles of driving, but to new owners, who have been ordering Drive-Master because they are attracted to the unusual flexibility offered by this automatic drive.

"Hudson’s Drive-Master is unique because it is the only automatic transmission that permits the driver to switch to conventional drive on those occasions when automatic drive is not desired. It also provides a third choice—Vacumotive Drive—in which gears can be shifted manually without the use of the clutch.

"The company believes this flexibility is desirable because it enables the driver to get the most out of his car under every kind of driving condition. Also, by providing two auxiliary drives in addition to the automatic drive, Drive-Master meets everyone’s individual driving preference, which is an advantage, particularly when several members of a family use the same car. The driver need only switch a button to make his selection of drives.

"Besides this unique flexibility, Drive-Master offers another feature unusual in automatic transmissions: There is no tendency for the car to 'creep' or move forward at stop lights with this automatic drive.

"With Hudson Drive-Master, gears are shifted silently and automatically and under complete control of the driver. To start, the gear shift lever is placed in the high-gear position. Upon depressing the accelerator pedal the car moves forward in the "Pick-Up Gear," which is the equivalent of an accelerated second-speed gear. The car remains in this "Pick-Up Gear" and does not shift into high until the driver takes his foot off the accelerator. The shift into high comes only when the driver is ready—he is in control, but Drive-Master transmission does all the work. Thus the car is under complete control at all times.

"The shift into high is made instantly and automatically as soon as the accelerator is released. When the car is braked to a stop, the transmission automatically shifts from high back to "Pick-Up Gear," readying the car for a new start. When ready to go, the driver simply steps on the accelerator.

"In Drive-Master, Hudson dealers have an outstanding automatic transmission, tried and proven, which gives exclusive advantages no other so-called automatic transmission offers.

"Every dealer and salesman should talk Drive-Master at every opportunity and demonstrate it to each prospective New Hudson owner."