

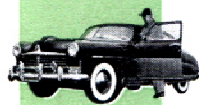
# Sales FACTS

ANOTHER IMPARTIAL EXPERT ADDS HIS PRAISE FOR THE NEW HUDSON



Reprinted from March, 1948, issue *Mechanix Illustrated* with marginal comments by Hudson Factory Sales Department.

## MI Tests The NEW HUDSON



Hudson is tops in postwar beauty, roominess and all-'round performance, says Tom McCahill, MI's AUTO EXPERT.

The new Hudson is now carrying the "new look"—and in other ways, too, it has definitely stepped out front.

Hudson is the second of the old-line companies to break away from the prewar appearance. Results are startlingly good. Their new model is without doubt the most luxurious car ever offered in what is known as the medium-priced bracket, and it is tops in value.

Outside, the new Hudson is low and sleek, but the pay-off comes when you get inside. Never before in a medium-priced American car has there been so much interior

luxury and room. The seats are several inches wider than the car's over-all five-foot height. The interior appointments and upholstery are genuinely glamorous without being gaudy—and to effect that is a neat trick. The only fault I could find, once inside, was the same one I found with the '46 job, and that is the height of the windshield. The windshield is still further forward from the driver's eyes than in most cars and this makes it seem very narrow from top to bottom. I feel that if it were just a bit closer to the driver, or an inch or two higher, the car would be both safer and more pleasant to

Front seats are 64 inches wide, rear seats 63 inches. Head room in front—39¼ inches, in rear—36¾ inches. More head room and roomier seats than in any other mass-produced car built today

Here's ammunition to fire at owners of Buicks, Cadillacs, Oldsmobiles, Chryslers, etc.





drive. Aside from this, everything about the new car struck me as tops.

The new Hudsons come with either six- or eight-cylinder engines. The one I tested was the eight. Both cars are identical with the exception of the engines, and a hundred-dollar bill will cover the price difference. The six-cylinder engine has a lot more power than the 1946 job, developing 121 hp. The eight develops 128 hp. at 4,200 rpms. This means that it will take quite an automobile to out-perform either.

The eight I tested had the sharp snap of a ringmaster's whip. In traffic it got away from lights fast and smoothly. In high it would whip from 10 to 70 mph. in a matter of seconds. On hills it performed with any car in its price range. The eight-cylinder Hudson engine should prove very popular with the road-eaters who make a business of using up one road map after another in cross-country hops.

While this big, fast car is cruising along with the fastest of them, hour after hour, its passengers will enjoy a new club-car comfort. The car's riding qualities are fine, and its roadability, thanks to the body that's wider than it is high, can't be beaten. If you have ever crossed

the prairie or other open country when a strong cross-wind caused your car to snake from ditch to ditch, you will appreciate this new design that squats down close to the road. In my own 1948 car, which still maintains some stage-coach features, I've been blown around the road like a frightened feather.

I can sum up all performance by saying that in the six-cylinder class there isn't a car in the country that will out-perform the Hudson six, and that in the larger eight-cylinder class the Hudson eight will make an excellent showing when pitted against the best.

I feel perhaps a word on how I make these car tests may be of interest here. On nearly all cars tested, stop-watch records are made of the acceleration in all gears. Further performance tests are usually made in high gear over a measured mile, starting at various speeds. Also, whenever possible, climb tests are made and recorded.

Detailed figures are not given in the interest of fairness. For example, when I tested the new Studebaker I was testing a car that already had many thousands of miles on it, which meant a thoroughly broken-in automobile, but

The New Hudson has a new, lower center of gravity that makes it really hug the road, especially on curves, as well as in crosswinds.

Hudson-built cars now hold 149 official AAA stock-car records! This is every Hudson buyer's assurance that the utmost in performance, endurance and economy is built into his Hudson automobile.

The most powerful six built today! An all new Super-Six that out-performs even the greatest of the great Hudson Super-Sixes of the past!

The new Eight is an improved version of the Hudson Super-Eight engine that now holds more official AAA stock-car performance, endurance and economy records than any other make.



the Hudson I just tested had traveled less than 200 miles. Naturally, stop-watch comparison should not be made.

To further exemplify this, last spring I was making a top-speed test on a well-known car that is supposed to be thoroughly broken in when delivered. With 1200 miles on the speedometer, I held the throttle wide open over a measured mile after a two-minute speed build-up, and clocked it at 82 mph. In the same car, under the same weather conditions, over the same stretch, I tried it again, when it had 2700 miles registered, and clocked it at 91. Most good stock cars are not really thoroughly broken in before they've gone 5000 miles.

In the future, when cars are easier to obtain for testing than they have been (and believe me, it's been tough), I will try to get well-worked-in cars and test them under similar weather conditions and with similar fuel, and give you more detailed results. For the present I will give you my findings and call them to the best of my ability after considering all factors.

Here are some pertinent specifications on the new Hudsons:

The 6-cylinder engine develops 121 hp. at 4,000 rpms.; compression ratio is 6.50 to 1; bore, 3 $\frac{1}{16}$ ;

stroke, 4 $\frac{3}{8}$ . The 8-cylinder engine develops 128 hp. at 4,200 rpms.; compression ratio is 6.50 to 1; bore 3; stroke 4 $\frac{1}{2}$ . Wheelbase on all models, 124 inches. The overall length is 207 $\frac{1}{2}$  inches.

All the specifications which follow are alike for both the 6- and 8-cylinder models. Extreme height is 5 feet from the ground. Inside body width is 66 inches at the widest point. Average seat width is 63 $\frac{1}{2}$  inches. All cushions are Airfoam. The springing consists of independent coil springs in the front and long leaf springs in back.

Rim and tire size is 15 x 7.10. If this sounds odd, these are tires similar to the ones developed by the U. S. Rubber Co. recently, known as the Air Ride. They are larger and softer than the prewar tires and carry only 24 pounds pressure when correctly inflated, assuring an easier ride. Some say they are superior over any tires we have ever known before; however, until I have personally tried them out for several thousand miles, I am going to remain in a neutral corner.

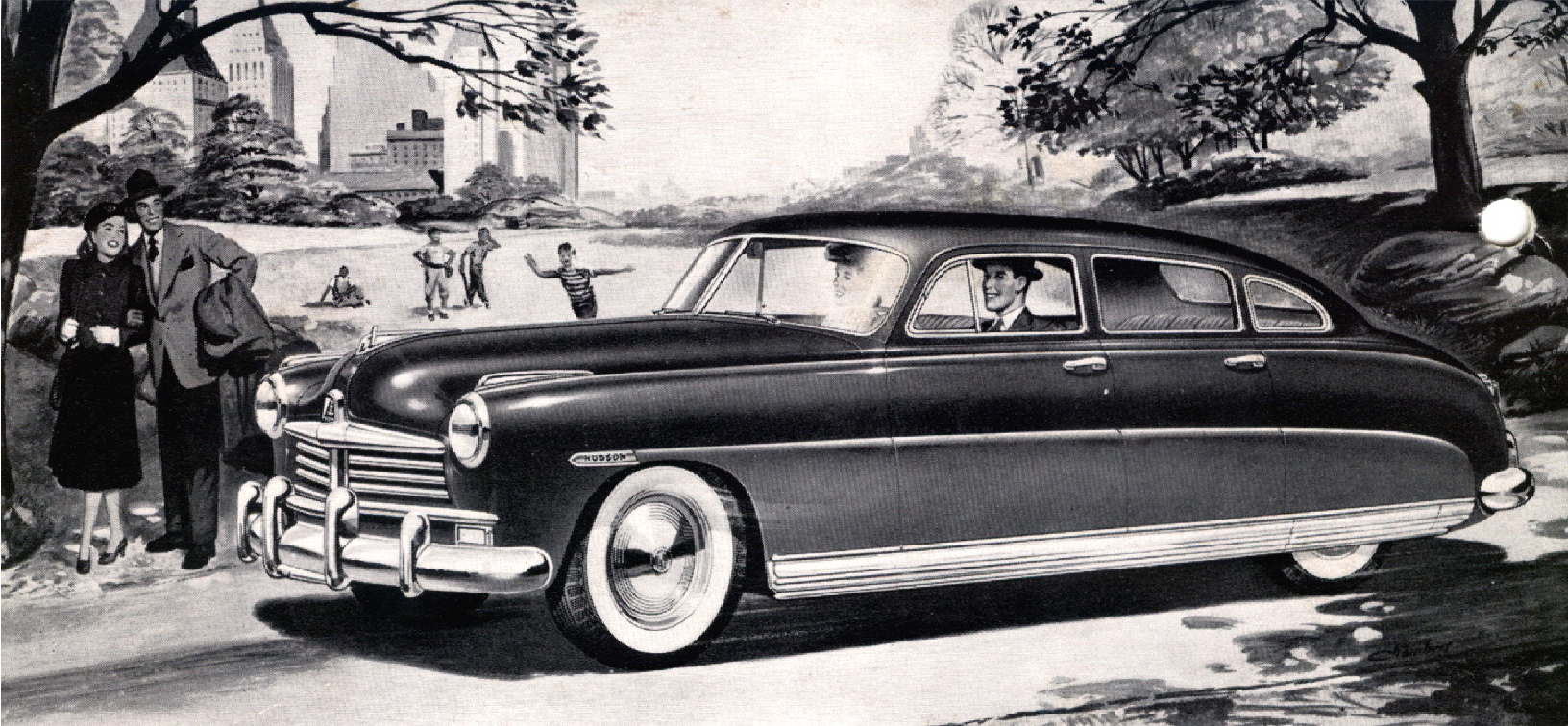
In spite of the car's low silhouette, there is ample headroom for a six-footer. This has been achieved, in part, by lowering the seats and floors and placing the rear seat in front of the rear axle, instead of over it, as has been the custom.

Yes! It's the lowest-built car on the highway—long, sleek and beautiful!

McCahill's methods are worth noting . . . but we've an idea he'd have gone overboard for Hudson, no matter how he tested it!

On the next page you'll find more facts about this car . . . a type no other manufacturer is prepared to build today.





# The New Hudson

The only car you step down into —  
a new type of automobile no one else in America  
is prepared to build today!

Hudson is the only American-built motor car you step *down* into when entering, not *up* on!

This new development in automobile design and construction brings you many sensational advantages—among them, newly streamlined beauty and a breath-taking flow of low-built lines that would otherwise be impractical.

This new kind of motor car is only five feet from ground to top, yet by stepping down, you get *more* head room and roomier seats than in any other mass-produced car built today—and there's good road clearance, too!

Because you step down, Hudson's new, all steel Monobilt body-and-frame\* completely encircles you, even outside the rear wheels, with a rugged, box-steel foundation frame—and this brings you a new measure of added safety.

You ride within this frame—cradled between axles—not on top of a frame as in the past.

Hudson's new, lower center of gravity and rugged basic structure give this car delightful roadability—a hug-the-road way of going, especially on curves, that is so safe, so serene, so smooth, it is unlike anything you've known before!

There is power to spare in Hudson's all-new Super-Six engine—the most powerful six built today—or the masterful Super-Eight. Automatic gear-shifting in forward speeds is provided by Hudson's "Drive-Master" transmission.

This is the motor car they said was years away, but Hudson offers it to the public now!

*This time it's*  
**Hudson**