

# Sales FACTS

## *Compare* the 1949 Chrysler Royal and Windsor WITH the New Hudson Super-Six and Super-Eight

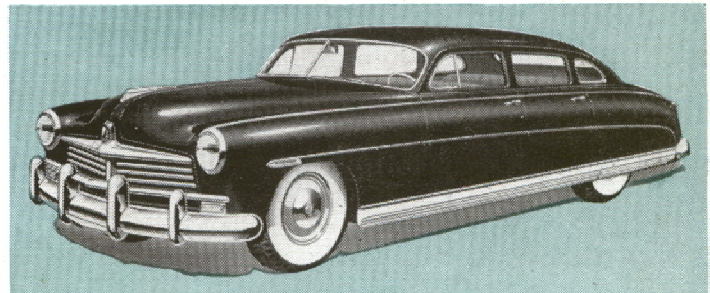
**S**TREAMLINING, free-flowing lines and a low silhouette—the mark of the modern motor car—are conspicuous by their absence or limited quantity in the Chrysler Royal and Windsor models.

Compared with the New Hudson Super-Six and Super-Eight, these new Chrysler models leave much to be desired from a standpoint of beauty, styling and low-built design. Putting it more plainly, the exterior design of the Chrysler Royal and Windsor appears to be a throw-back to the old days of high roof line, straight and severe body lines, non-streamlined and protruding fenders, and other design characteristics that do not satisfy present-day traffic and motoring requirements.

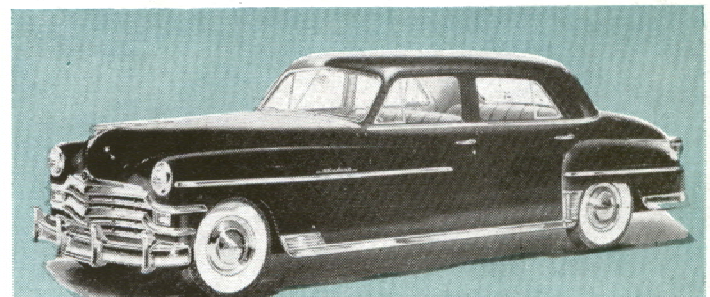
### **NEW HUDSON IS LONGER OUTSIDE, ROOMIER INSIDE, LOWER TOPSIDE!**

Wheelbase of the 1949 Chrysler Royal and Windsor has been increased four inches over the comparable 1948 models, from 121½ to 125½ inches. However, over-all length—the dimension that contributes greatly to passenger space—has been reduced four-and-one-quarter inches, from 210¾ to 206½ inches. This over-all length is less than the 207½-inch bumper-to-bumper length of the New Hudson Super-Six and Super-Eight models.

Similar shortcomings will be found in the width dimensions of the Chrysler Royal and Windsor models. The manufacturer's specifications reveal that the over-



New Hudson Super Series Sedan



Chrysler 1949 Windsor Sedan

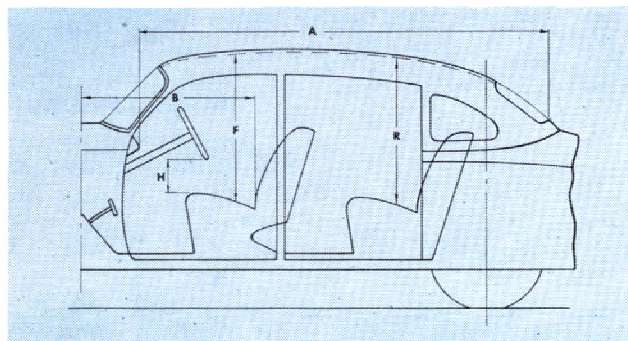
all width is only 73½ inches, and width across arm rests only 58 inches. Compare this with the 77½-inch over-all width and 65-inch width across arm rests in the New Hudson Super-Six and Super-Eight. While the New Hudson is only 3⅞ inches wider, it offers a full seven inches more space for passenger comfort. And, too, arm rests and door-control handles in the New Hudson are in recessed panels, giving more hip room—more interior room—more usable space!

**CONFIDENTIAL:** This bulletin will provide Hudson salesmen with exclusive information regarding Hudson advantages over competitive makes. It is not intended to be shown to prospects. This information has been secured from the most reliable sources but cannot be guaranteed. (June 13, 1949)



## ALL THIS EXTRA ROOM IN HUDSON CARS

More head room, more leg room, more driving room, and more usable interior space—extra room and extra value—in Hudson Commodore Custom cars than in Chrysler Saratoga and New Yorker cars, as shown by the actual measurements which follow:



Interior roominess comparison chart. Note how Hudson has more usable interior space than Chrysler Saratoga and New Yorker models.

| Point of Measurement                                             | Chrysler Saratoga & New Yorker | New Hudson Commodore Custom Series | Hudson Advantages         |
|------------------------------------------------------------------|--------------------------------|------------------------------------|---------------------------|
| (A) Instrument panel to rear window.....                         | 93"                            | 101 $\frac{1}{8}$ "                | 8 $\frac{1}{8}$ " Greater |
| (F) Head room in front seat..                                    | 37"                            | 37 $\frac{1}{4}$ "                 | $\frac{1}{4}$ " More      |
| (H) Clearance between steering wheel and front-seat cushion..... | 5 $\frac{7}{8}$ "              | 6 $\frac{1}{8}$ "                  | 1" Better                 |
| (R) Head room in rear seat...                                    | 37"                            | 37 $\frac{1}{4}$ "                 | $\frac{1}{4}$ " Greater   |

These measurements definitely prove that beauty, full streamlining and a low silhouette do not necessarily detract from interior roominess and efficient use of interior space. Hudson has all three and it exceeds Chrysler Saratoga and New Yorker cars in the important advantages shown.

For example, take head room. Although the Chrysler cars have a much higher silhouette than Hudson, they have less head room in both front and rear seats. Hudson, with exclusive "step-down" design, has 37 $\frac{1}{4}$ " of head room, front and rear—Chrysler Saratoga and New Yorker, only 37", enough to make the difference between comfortable and uncomfortable riding on many occasions.

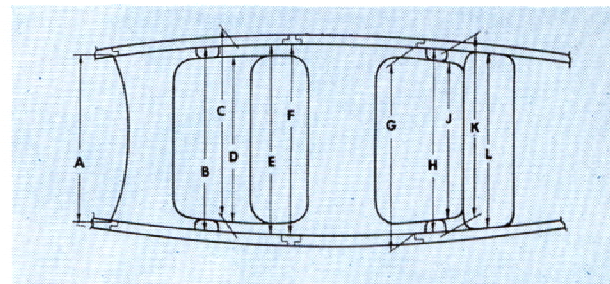
Note, too, the extra space between the steering wheel and front-seat cushion, 6 $\frac{1}{8}$ " for Hudson, and only 5 $\frac{7}{8}$ " for Chrysler. The extra space in the New Hudson makes it much easier for the driver to get in and out from behind the wheel—gives more room for quick and easy entrance and exit—provides more space for the relaxed and comfortable operation that buyers naturally expect in big cars.

## ALL THIS EXTRA PASSENGER SPACE IN HUDSON CARS

Just as interior roominess is an accepted gage of big-car value, so is passenger space an accepted gage of motoring comfort and pleasure.

Hudson Commodore Custom Series cars have more passenger room than Chrysler Saratoga and New Yorker cars. This includes all the important comfort zone dimensions: seat room, hip room, elbow room, shoulder room—every dimension that continually pays off in extra passenger comfort and convenience.

Here, again, are the actual measurements to show Hudson's wide margin of superiority:



Passenger space chart. Note that Hudson has much more passenger space than Chrysler Saratoga and New Yorker models.

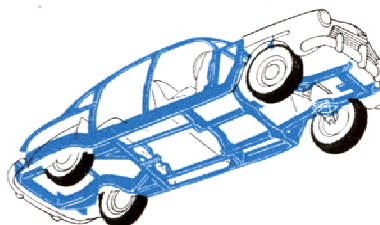
| Point of Measurement                        | Chrysler Saratoga & New Yorker | New Hudson Commodore Custom Series | Hudson Advantages         |
|---------------------------------------------|--------------------------------|------------------------------------|---------------------------|
| (D) Width of front seat cushion             | 57 $\frac{1}{4}$ "             | 61 $\frac{3}{4}$ "                 | 4 $\frac{1}{2}$ " Wider   |
| (C) Hip room, front seat, door to door..... | 61 $\frac{1}{4}$ "             | 64"                                | 2 $\frac{3}{4}$ " More    |
| (B) Elbow room, front seat...               | 59 $\frac{1}{4}$ "             | 66"                                | 6 $\frac{3}{4}$ " Greater |
| (E) Shoulder room, front seat.              | 56 $\frac{1}{2}$ "             | 61"                                | 4 $\frac{1}{2}$ " More    |
| (F) Inside body width at center pillar..... | 57"                            | 62"                                | 5" Wider                  |
| (J) Width of rear seat cushion              | 57 $\frac{3}{4}$ "             | 63"                                | 5 $\frac{1}{4}$ " Greater |
| (K) Hip room, rear seat.....                | 59 $\frac{3}{4}$ "             | 64"                                | 4 $\frac{1}{4}$ " More    |
| (H) Elbow room, rear seat...                | 58"                            | 65"                                | 7" Greater                |
| (L) Shoulder room, rear seat.               | 54 $\frac{1}{4}$ "             | 57"                                | 2 $\frac{3}{4}$ " Wider   |

As shown by these actual measurements, Hudson provides more seating room: 4 $\frac{1}{2}$ " more on front seat and 5 $\frac{1}{4}$ " more on rear seat. Hip room, elbow room and shoulder room are much greater in Hudson than in Chrysler Saratoga and New Yorker cars.

In the New Hudson, there's no crowding or pressing against one another, even with three on a seat. Hudson has not just a little more, but a *great deal more passenger space*—extra space that Hudson buyers can always enjoy and Saratoga and New Yorker owners must always do without.

It is important to note that while buyers of Chrysler Saratoga and New Yorker models pay considerably more, they get no more passenger space than buyers of the cheaper companion models and makes of that manufacturer. On the other hand, Hudson buyers pay less and get more interior room from every use and comfort standpoint.

## MORE PASSENGER SAFETY



Hudson provides greater passenger safety with steel-girder protection on all sides.

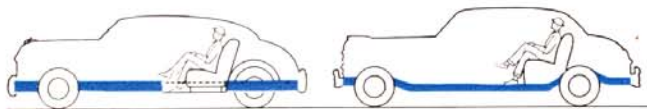
For greater safety, passengers in the New Hudson ride down within the foundation frame, cradled between the axles and ahead of the rear wheels—protected by box-section steel girders on all sides, *even outside the rear wheels*.

Passengers in Chrysler cars, riding in a body which is separate and mounted on top of a chassis frame, do not have this protection . . . this safety!

For even greater protection of car and passengers, Hudson's rear bumper is rigidly attached directly to the foundation frame members. Chrysler bumpers are attached to the car by means of extension arms.



# HUDSON HAS ADVANTAGES IN ADVANCED STYLE . . . BEAUTY . . . STREAMLINING



"Step-down" design gives Hudson a low silhouette and full streamlining.

Body-over-frame design gives Chrysler a higher, less streamlined silhouette.

Chrysler advertising makes extensive use of the superlatives, *beautiful, distinctive and distinguished* to describe the 1949 silver anniversary models. It is difficult to understand the application of such adjectives because the essential requisites for advanced style and beauty in a modern motor car—full streamlining, free-flowing lines and a low silhouette—are very limited in the Chrysler Saratoga and New Yorker models.

It is an accepted fact that the lower a car can be built (while still maintaining road clearance as Hudson does), the more graceful its lines can be made, and the more beautiful it will be. The New Hudson, with exclusive "step-down" design, is only  $60\frac{3}{8}$ " from ground to top. Chrysler Saratoga and New Yorker models, without "step-down" design, are  $63\frac{2}{32}$ " high.

A comparison of car widths also demonstrates Hudson's superior design. Over-all width of the New Hudson is  $77\frac{1}{16}$ " wide—Chrysler Saratoga and New Yorker models, only  $74\frac{3}{4}$ ". Hudson is wider for a good reason—to provide more usable interior room for greater motoring pleasure—extra motor-car value.

## HUDSON IS AHEAD IN DESIGN

The complete streamlining, free-flowing lines, and the unusually low and beautiful silhouette of the New Hudson are the results of its exclusive "step-down" design. Only Hudson has recessed floor with seats and roof lowered proportionately.

Chrysler, without "step-down" design, has floor on top of frame with higher seats, higher roof and higher center of gravity.

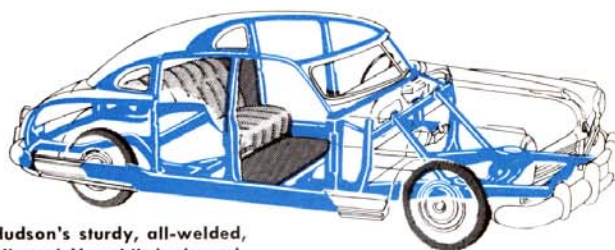
The floor in the New Hudson, as a result of its exclusive "step-down" design, has been recessed down within the foundation frame, bringing the vital space between the frame members into the car for passenger use and comfort.

Chrysler cars, with high-built, body-over-frame design, waste the vital space between the frame members instead of utilizing it inside the car for passenger use. As a result, head room, seat room and road-worthiness are less in Chrysler than in Hudson. Hudson, without making any design or construction compromises, has achieved a car with a low silhouette. Chrysler Saratoga and New Yorker models have compromised with head room and still they have a higher silhouette than the New Hudson.

## HUDSON HAS NEWER, SAFER, BETTER BODY-AND-FRAME CONSTRUCTION

For superior construction, Hudson has combined its body and frame into an integrated, all steel Monobilt

\*Trade-mark and patents pending



Hudson's sturdy, all-welded, all steel Monobilt body-and-frame.\*

body-and-frame.\* Chrysler has retained the two-unit chassis frame and body construction—separate body mounted on top of separate frame with one assembly being bolted to the other.

The structural members of Hudson's all-welded, all steel Monobilt body-and-frame\*—heavy box-section foundation girders, husky cross members, sturdy body pillars and formed roof rails—are integrated and made a unified, bridge-like structure. These members—along with roof, floor and body panels—are solidly welded into a single, rigid, Monobilt unit.

By any comparison, Hudson's type of construction is the most modern known today—it's *safer, stronger, more rattle-resistant!*

## SAFER, LOWER CENTER OF GRAVITY

It's a known fact that the lower to the ground a car can be built (and still maintain road clearance as Hudson does), the lower will be its center of gravity and the greater will be its safety and road-worthiness.



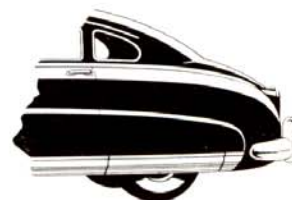
As a result of its exclusive "step-down" design, weight in the New Hudson has been brought closer to the ground—center of gravity is lower. Hudson has recessed the floor and lowered seats and roof proportionately; Chrysler has not.

Chrysler, without "step-down" design and with floors on top of frame, and with seats and roof farther off the ground, has a higher center of gravity.

Hudson, with a lower center of gravity—the lowest in any stock car—provides greater stability and road-worthiness under all driving conditions; it gives the safest, surest, steadiest and most hug-the-road way of going ever known.

## REAR-WHEEL SHIELDS AND BUILT-IN JACK PADS PERMIT EASY, QUICK, SAFE TIRE CHANGING

Advanced style and design are also evidenced by Hudson's quickly detachable rear-wheel shields, which cover the wheel openings and complete the streamlining of the rear-fender panel. These shields





can be removed in five seconds or less by finger-tip pressure on a spring-loaded, rattle-proof lock.

Contrast the beauty and advantages of this design with Chrysler's non-streamlined rear fenders and old-fashioned wheel openings.

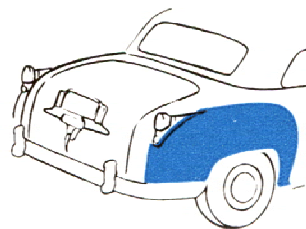
Hudson adds still more speed, safety and convenience to tire changing by providing four jack pads, one at each corner of its Monobilt body-and-frame.\* For non-slip safety, upper end of jack fits into these cup-shape pads which are located where they can be found without groping.

Also contrast this easy, safe method of jacking up the car with the less safe and more difficult method of putting jack under axle, bumper or bumper arm.

### STREAMLINED, REPLACEABLE FENDERS

Here is another example of Hudson's advanced design and engineering.

Chrysler makes much-to-do about their non-streamlined and protruding fenders being replaceable,



Chrysler's non-streamlined and protruding rear fender.

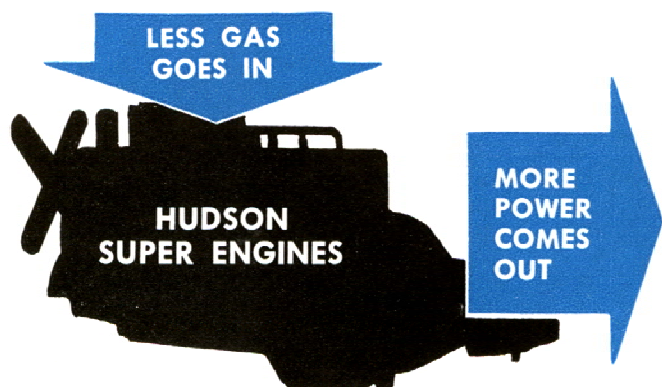
which is very evident by their design and attachment.

Hudson front and rear fenders are fully streamlined and have the appearance of being integral with the body. Actually they are separate, bolted-on parts and can be easily and quickly removed

for repairing or replacement.

Hudson engineers, by advanced designing and engineering, have made it possible to remove and install fenders on the New Hudson with greater ease than ever before and thus with fewer hours of labor. As a matter of fact, based on today's costs, material and labor for replacement of the most frequently damaged sheet metal parts of an automobile average 20 per cent less on the New Hudson than on 1946 and 1947 models.

## HUDSON ENGINES EXCEL IN EFFICIENCY . . . ECONOMY . . . PERFORMANCE



The real gage of engine efficiency is power output in relation to piston displacement. Hudson Super-Six and Super-Eight engines develop more horsepower per cubic inch of displacement than the Chrysler Saratoga and New Yorker engine.

The all-new, high-compression-type Hudson Super-Six engine—most powerful American Six—with a power rating of 121 horsepower, a high-compression ratio of 7.12 to 1 (with optional aluminum head), and piston displacement of 262 cubic inches, develops .462 horsepower for each cubic inch of displacement.

The even more powerful Hudson Super-Eight engine, with a power rating of 128 horsepower, a high-compression ratio of 7.0 to 1 (with optional aluminum head), and piston displacement of 254 cubic inches, develops .504 horsepower for each cubic inch of displacement.

The Chrysler Saratoga and New Yorker engine, with a power rating of 135 horsepower, a compression ratio of 7.25 to 1, and piston displacement of 323.5 cubic inches, develops only .417 horsepower for each cubic inch of displacement . . . approximately 10 per cent less efficient than the Hudson Super-Six and

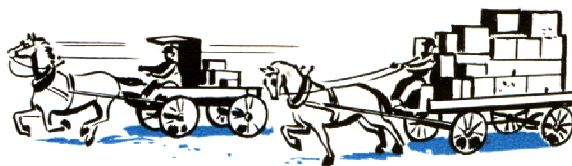
approximately 20 per cent less efficient than the Hudson Super-Eight engine.

Greater economy operation of an automobile engine is directly proportionate to the efficiency of the engine itself . . . the power derived from each cubic inch of piston displacement. As Hudson engines are more efficient in this respect, it is obvious they are also more economical to operate.

### HIGHER PERFORMANCE

Performance of an automobile is closely related to its power-to-weight ratio . . . the higher the ratio, the greater the performance. Hudson cars have a higher power-to-weight ratio than Chrysler Saratoga and New Yorker cars.

As the Chrysler Saratoga and New Yorker cars weigh 4121 pounds, each horsepower of the engine must start and pull 30.5 pounds. The Hudson Commodore Custom Six weighs 3625 pounds and each horsepower of its engine must move only 29.9 pounds, while each horsepower in the Hudson Commodore Custom Eight, weighing 3650 pounds, must move only 28.5 pounds.



As the power-to-weight ratio increases, performance goes up and cost of operation comes down. The extra weight in Saratoga and New Yorker models (471 and 496 pounds), places an added burden on each functioning unit and affects performance and economy as a whole. Extra power is required to start and move the additional weight, and more gasoline is consumed in producing the extra power.

\*Trade-mark and patents pending.

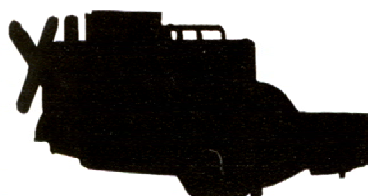


## FLUID-CUSHIONED CLUTCH

The oil cushion in the Hudson Fluid-Cushioned clutch provides soft, smooth and positive engagement and eliminates chatter and grab. The oil in which the operating parts are continuously bathed thoroughly lubricates these parts and prolongs their life. Friction surfaces in the Hudson clutch are of cork, oil impregnated, and possess the highest efficiency of all materials that can be used for this purpose.

## HUDSON DRIVE-MASTER TRANSMISSION† HAS MANY ADVANTAGES

Hudson's exclusive Drive-Master transmission is recognized as the most versatile of all automatic drives because it permits the driver to control shifting and it provides



Hudson's unit power plant with engine, clutch and transmission.

three methods of driving: 1) automatic shifting and clutch operation in forward speeds; 2) automatic clutch operation with manual shifting; 3) conventional operation—to suit the preference of any member of the family, or for attendants at parking lots and garages.

Chrysler Saratoga and New Yorker cars do not offer those important advantages. They are equipped with a hydraulically operated transmission which gives the driver a selection of only a combination of first and second, or third and fourth gears. With fluid drive, there is slippage and waste of power during starting

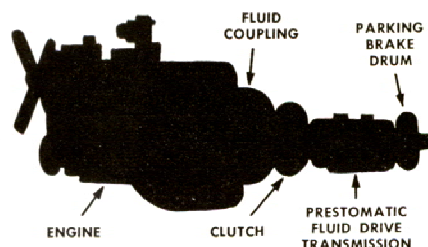
and acceleration. And when engine is running car will not remain motionless but tends to creep forward, making it necessary for the Chrysler driver to ride the brake pedal.

Hudson cars, with Drive-Master, remain motionless when

stopped but are ready to move ahead automatically—and instantly—when accelerator is pressed down.

In the Chrysler, with fluid drive, it is necessary to shift manually to the low-gear combination and then to the high-gear combination when starting in sand or mud. No such shifting is necessary with Hudson. The Drive-Master automatically shifts down to pick-up gear for a tough pull at low speeds.

†Optional at slight extra cost.



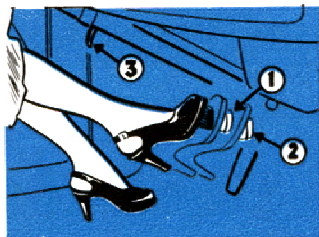
Chrysler's power and transmission units.

# HUDSON GIVES BUYERS MORE ADVANTAGES IN DRIVING . . . RIDING . . . SAFETY . . . COMFORT . . . CONVENIENCE

Hudson Commodore Custom models, with greater interior space, are easier to handle and park than Chrysler Saratoga and New Yorker models because they have a shorter wheelbase and over-all length.

## HUDSON HAS TRIPLE-SAFE BRAKES

Hudson provides extra safety with Triple-Safe brakes: 1) powerful hydraulic brakes; 2) automatic mechanical brakes; 3) finger-tip-release parking brakes. Chrysler has only two braking systems—hydraulic and parking.



Brake pedal travel (1) for hydraulic brakes, (2) for mechanical reserve brakes. (3) Parking brake handle.

Hudson's reserve mechanical braking system is always ready to take over automatically from the same brake pedal. If hydraulic pressure should fail (as it can in any car due to accident or service neglect),

farther downward travel of the foot pedal puts the reserve mechanical system into operation. Chrysler cars do not have this vital safety feature.

Hudson's finger-tip-release parking brakes are fully enclosed and operate directly on the wheels for positive braking action at all times. The Chrysler parking brake is an exposed, external assembly located on the propeller shaft. Its braking pressure is transmitted through the differential and axle shafts to the rear wheels; therefore, when car is jacked up, the wheel on the ground can turn and permit car to move even with parking brake pulled up tight.

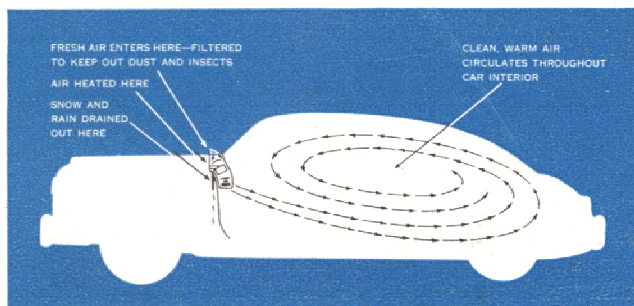
## SAFER STARTER OPERATION

Hudson has separate ignition switch and safety-type, push-button starter switch, each located on opposite sides of the steering column. The starter button can be pushed accidentally, yet the starter will not operate until key is inserted in the ignition switch and turned to the "ON" position.



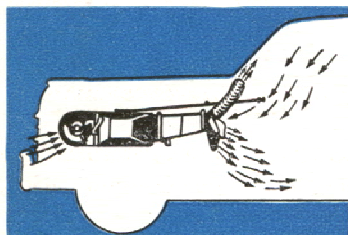
Chrysler has a combination ignition and starter switch—partial turning of the key turns on the ignition, and complete turning of the key operates the starter. Most people insert keys and turn them as far as they will go. As a result of this habit, it is possible to operate the Chrysler starter accidentally before driver is ready. Equally serious consequences may possibly occur if children, or even adults for that matter, should accidentally turn the Chrysler switch key to the starter position with the car in gear.

## WEATHER-CONTROL† SAFETY AND EFFICIENCY



Hudson's Weather-Control† has short, direct air intake on top of cowl

Hudson's four-fold heating—ventilating—conditioned air—defrosting system is one compact unit installed under the instrument panel. It is efficient because of its direct, large-volume air intake (cowl ventilator), and it is safer because it takes in fresh air from only the pure-air zone at a point on top of the cowl, just in front of the windshield.



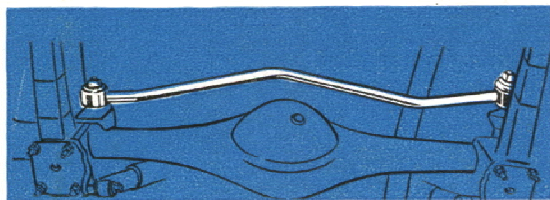
Chrysler's heater has air intake at front end of car and long intake ducts.

Chrysler's heater is also under the instrument panel. However, it employs long, angling ducts extending under the hood all the way to the front grille where the air intake is located. It is less safe because the

low and forward air intake makes it possible for monoxide and exhaust gases from preceding automobiles to be drawn into the car to the discomfort of the passengers.

## LUXURIOUS RIDING IN HUDSON

The rigidity of Hudson's all steel Monobilt body-and-frame\*, the stability of its low-built "step-down" design, and a combination of coil and leaf springing, front and rear stabilizers, and direct-acting, big-volume, Airplane-type shock absorbers provide smooth, comfortable, luxurious riding in the New Hudson.



Hudson has new-type, rear lateral stabilizer. Chrysler does not have a rear stabilizer.

Chrysler does not have rear stabilizer, which in the New Hudson reduces car-roll and side sway. Neither does Chrysler have splay-mounted rear springs, which in the New Hudson provide superior riding qualities and greatest stability at high speeds and on curves.

Hudson's rear shock absorbers are mounted vertically for direct and efficient up-and-down control of spring action and car movement. Chrysler's rear shock absorbers are mounted diagonally (at an angle) and do not provide direct up-and-down control. Front shock absorbers in the New Hudson are mounted inside the coil spring at the exact center of spring action for most efficient front-end ride control. Chrysler's front shock absorbers are located outside the coil springs, at a point more remote from the spring action.

## COMFORT AND CONVENIENCE

The advanced style and breath-taking beauty of the New Hudson Commodore Custom Series are matched by its luxurious interior tailoring and appointments.

Top-quality broadcloth upholstery, foam rubber seat cushions, harmonizing shades of natural and walnut finish on instrument panel, natural walnut finish valance under all windows, and scientific grouping of instruments and controls are just a few of the features that add to the pleasure and convenience of riding and driving a New Hudson.

Luxury features that Hudson Commodore owners enjoy and Chrysler owners must do without, include: big, two-person, 16" arm rest that has many utility uses; over-head front dome light and two rear-quarter dome lights for maximum interior illumination; courtesy lights at all door openings; envelope-type pocket on back of sedan front seats; two instrument panel lockers, one on each side.



## RECORDS PROVE HUDSON ADVANTAGES

Hudson-built cars hold 149 AAA stock car records—more official records than any other make. All were gained in carefully supervised American Automobile Association official contests which Hudson entered, not just to make records, but as a means of making doubly sure that buyers get performance, safety, economy and endurance when they invest in a Hudson.

## AND IN ADDITION . . .

Hudson Commodore buyers get these exclusive features that no other car offers: Exclusive "Step-Down" Design with recessed floor, and seats and roof lowered proportionately . . . Monobilt Body-and-Frame\* . . . Steel-Girder Protection on all sides, even outside the rear wheels . . . Drive-Master Automatic Transmission† that provides three methods of driving . . . Triple-Safe Brakes . . . Splay-Mounted Rear Springs . . . Fluid-Cushioned Clutch . . . Recessed Door Panels with arm rests and door controls . . . Courtesy Lights for all doors on door pillars . . . Two Instrument Panel Lockers . . . 16-inch Rear Seat Arm Rest . . . All-new, high-compression Super-Six Engine, most powerful American Six, or masterful Super-Eight . . . Pinned Piston Rings . . . Teleflash Signals for oil pressure and generator charging . . . Weather-Control Heater-Conditioned-Air System† . . . and many others.

†Optional at slight extra cost.  
\*Trade-mark and patents pending