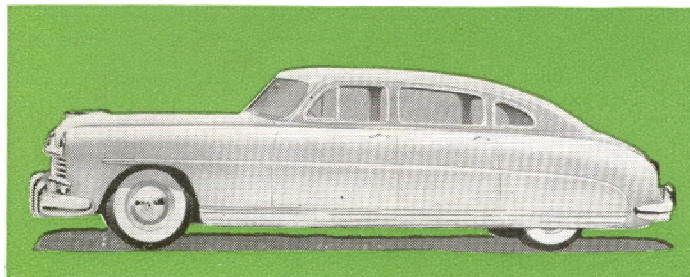
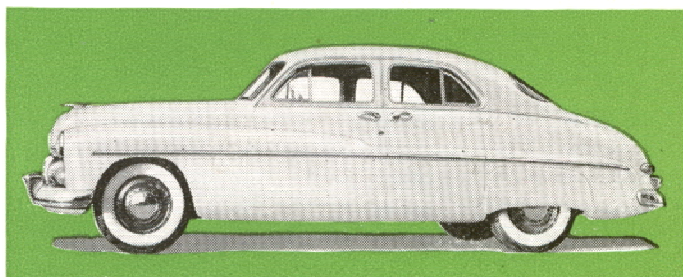


Sales FACTS

Compare THE 1949 MERCURY with the HUDSON SUPER-SIX and SUPER-EIGHT...



New Hudson Super Series Sedan



1949 Mercury Sedan

AT THE BEGINNING of this issue, it is obvious that, in comparison with the Hudson Super-Six and Super-Eight cars, the 1949 Mercury is on the minus side in many of the indispensable big-car requisites, such as roominess for passenger comfort, wheelbase for riding ease, and power for performance.

Factual comparisons bring out these facts:

Hudson Super Series cars are larger, roomier, better streamlined and more powerful than the Mercury.

Size and weight—essential for easy, smooth riding—are an accepted gage of motor-car value. The 124-inch-

long wheelbase of the New Hudson is 6 inches longer than the 118-inch wheelbase of the 1949 Mercury.

Weight of the Hudson Super-Eight sedan is 3565 pounds. This is 135 pounds heavier than the Mercury 4-door sedan, which weighs only 3430 pounds.

Wheelbase, to a great extent, accounts for the difference between the jolting, jouncing, small-car ride and the level, gliding, big-car ride. Hudson's big-car wheelbase, 6 inches longer than Mercury's, contributes much to its smooth, luxurious riding qualities.

HUDSON ADVANTAGES IN DESIGN, BEAUTY, STYLE, SAFETY and INTERIOR ROOMINESS

Low-built design—a low silhouette—is the basis for beauty and style in a modern motor car.

Hudson, with exclusive "step-down" design, is 60 $\frac{3}{8}$ " from ground to top. Mercury, without "step-down" design, is 62.9" high. The unusually low and beautiful silhouette and the free-flowing lines of the New Hudson are the result of its recessed ("step-down") floor, with seats and roof lowered proportionately.

By recessing the floor down within the base frame, Hudson has brought the vital space between the frame members into the car for passenger use.

Mercury does not have "step-down" design—does not make use of the space between the frame members.

Accordingly, roof and seats and center of gravity are higher in Mercury than in Hudson.

HUDSON HAS MONOBILT BODY-AND-FRAME*

Hudson has an all steel Monobilt body-and-frame*. Mercury has separate body and chassis with body mounted on top of frame.

In the New Hudson all steel Monobilt body-and-frame*, the structural members—heavy box-section foundation girders, husky cross members, sturdy body pillars

*Trade-mark and patents pending.

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. July 20, 1949.

and formed roof rails—completely encircle the passenger area on all sides, with the rear seat entirely ahead of the rear wheels for better riding.

HUDSON GIVES EXTRA SAFETY

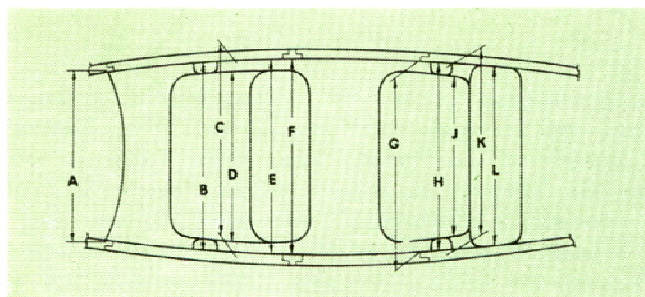
Hudson's body-and-frame construction is newer, better and safer. The integrated members of Hudson's Monobilt body-and-frame* form a rigid, bridge-like structure, and—along with the roof, floor and body panels—are solidly welded into a single, strong, Monobilt unit.

Mercury has separate body and frame, and construction consists in mounting the separate body up on top of frame and bolting the units together. Hudson passengers, thanks to "step-down" design, ride down within the foundation frame, and are protected by box-section steel girders on all sides, *even outside the rear wheels*. Mercury passengers do not get this protection . . . this safety.

Hudson's all-welded, all steel Monobilt construction is the safest known today—*safe, strong, rattle-resistant!*

HUDSON HAS MORE PASSENGER SPACE

Hudson has more passenger room than Mercury. This includes all the important comfort zone dimensions: seat room—hip room—elbow room—shoulder room—usable passenger room. Hudson's wide margin of superiority in roominess is shown in this chart:



Passenger space chart. Compare the measurements listed below. See how Hudson has more passenger room in all these dimensions.

Point of Measurement	Mercury	New Hudson	Hudson Advantages
(C) Width of front seat cushion . .	59½"	64"	4½" Wider
(B) Elbow room—front seat	59¾"	66"	6¼" More
(E) Shoulder room—front seat . . .	57½"	62"	4½" Greater
(J) Width of rear seat cushion . . .	52½"	64"	11½" Wider
(H) Elbow room—rear seat	60"	65"	5" More
(L) Shoulder room—rear seat	57"	58"	1" Greater

Hudson's front seat provides 4½" more seating room, and the rear seat, 11½"—nearly a foot—more seating room than Mercury.

The rear seat in the New Hudson is usable over its entire width, because it is completely ahead of the rear wheels and there are no protruding rear-wheel housings to interfere with seating room. The Mercury rear seat has protruding arm rests which substantially reduce seating room, 11½" less when compared with Hudson.

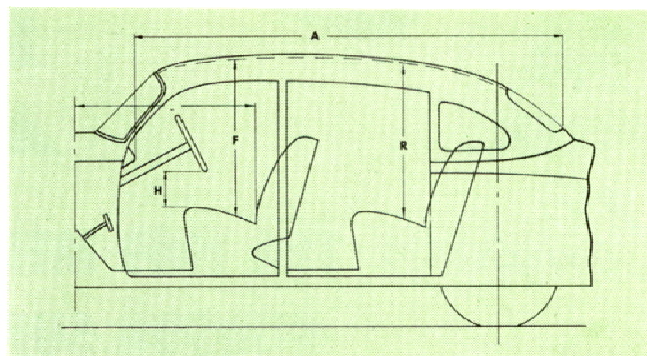
Where interior roominess really counts—actual passenger space—Hudson owners can always enjoy extra room that Mercury owners must always do without.

*Trade-mark and patents pending.

HUDSON IS ROOMIER INSIDE

Hudson is larger inside than Mercury from almost every use and comfort standpoint. This is an important advantage, because an accepted gage of big-car value is the amount of space provided for driver and passengers.

Here are Hudson's roominess advantages in actual dimensions:



Interior dimensions chart. See measurements below and note how the New Hudson has more interior room in all the dimensions shown.

Point of Measurement	Mercury	New Hudson	Hudson Advantages
(A) Instrument panel to rear window	93¾"	101⅛"	7⅜" Longer
(F) Head room in front seat	36½"	37¼"	¾" More Head Room
(H) Clearance between front-seat cushion and steering wheel . .	5⅓"	6⅞"	1⅓+" More Comfort
(R) Head room in rear seat.	36¼"	37¼"	1" More Head Room

Hudson has more head room in both front and rear seats—a full ¾" more head room in the front seat and 1" more head room in the rear seat than Mercury. The driver's seat in Hudson—the seat occupied much more than any other seating space in the car—gives the advantage of more than 1⅓" of space between the cushion and steering wheel. This extra roominess in the New Hudson makes it easier to get in and out from behind the steering wheel, and provides more room for more comfortable operation of the car at all times.

LOWER CENTER OF GRAVITY



New Hudson with "step-down" design

Car with floor on top of frame

Because of exclusive "step-down" design, weight in the New Hudson has been brought closer to the ground, making its center of gravity lower—actually lower than in any other stock car.

Mercury, without "step-down" design and with floors still on top of frame, has a *higher* center of gravity and comparatively less stability.

Hudson, with a *lower* center of gravity, provides greater safety, stability and road-worthiness under all driving conditions—gives the safest, surest, most hug-the-road way of going ever known.

HUDSON ADVANTAGES IN ENGINE POWER, EFFICIENCY, ECONOMY and GREATER PERFORMANCE

For greater performance, Hudson is equipped with more powerful engines than Mercury. The all-new, high-compression Hudson Super-Six engine—America's most powerful six—develops 121 horsepower, and the Super-Eight engine, 128 horsepower. Mercury's V-type, 8-cylinder engine develops only 110 horsepower.

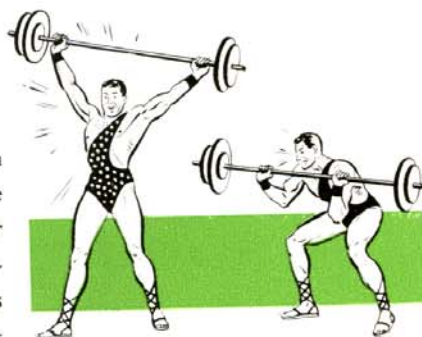
POWER-TO-WEIGHT RATIO

With a lower power output, the Mercury engine must start and pull much more weight than Hudson engines. As Mercury weighs 3430 lbs., each horsepower in its engine must move 31.2 lbs. Compare this with the ratio of only 29.3 lbs. for the Hudson Super-Six sedan, and only 27.8 lbs. for the Hudson Super-Eight sedan.

Each horsepower in the Mercury engine is burdened with 1.9 more lbs. of weight than the Hudson Super-Six engine, and 3.4 more lbs. of weight than the Hudson Super-Eight engine.

ENGINE EFFICIENCY

Engine efficiency can be determined by the power developed for each cubic inch of piston displacement. This can be done by dividing the peak horsepower developed by the cubic inches of piston displacement.



Hudson exceeds Mercury in horsepower to cubic-inch displacement.

The Mercury engine, with 110 horsepower and 255.4 cubic inches of displacement, develops .430 horsepower per cubic inch of displacement. Contrast this with the greater efficiency of the Hudson Super engines. The Hudson Super-Six, with 121 horsepower and 262 cubic inches of displacement, develops .462 horsepower for each cubic inch of displacement. By the same comparison, the Hudson Super-Eight engine develops .504 horsepower for each cubic inch of piston displacement.

COMPRESSION RATIO

High compression ratio of the Hudson Super-Six engine, with optional aluminum head, is 7.12 to 1. In the Hudson Super-Eight engine, with optional head, it is 7.0 to 1. Mercury engine compression is only 6.8 to 1.

With higher compression ratios and greater power output per cubic inch of displacement, Hudson engines

are more economical—give greater performance for the fuel consumed—deliver more power and greater efficiency under all driving conditions.

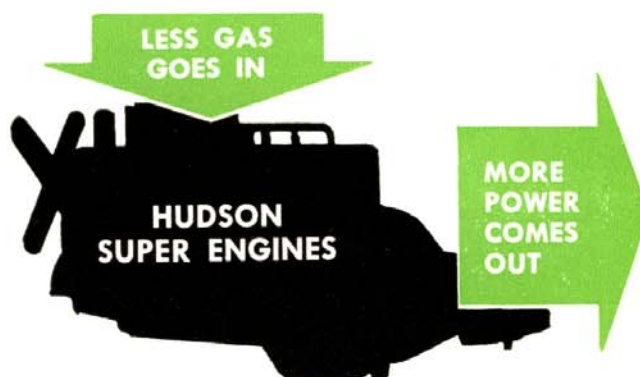
ADVANCED ENGINE CONSTRUCTION

The radial, low-velocity, direct-flow-type intake manifold on Hudson Super engines provides a uniform charge to all cylinders, resulting in equal power impulses and lower fuel consumption under all operating conditions.

Hudson Super engines have high-chrome cylinder blocks so hard they outwear ordinary blocks and therefore do not require separate valve-seat inserts. The Mercury engine has separate valve-seat inserts.

Piston rings in Hudson Super engines—two compression and two oil control rings—are pinned in position and cannot rotate, chatter, or cause irregular wear. Piston rings in the Mercury engine are not pinned in position.

HIGH-COMPRESSION ENGINE DESIGN



The Hudson Super-Six engine is an all-new power plant designed for high compression and the eventual use of high-octane fuels.

Any time the necessary high-octane fuels become available, the all-new Hudson Super-Six engine can be converted to substantially higher compression ratios by making only minor changes, such as modified cylinder head and ignition and carburetor components.

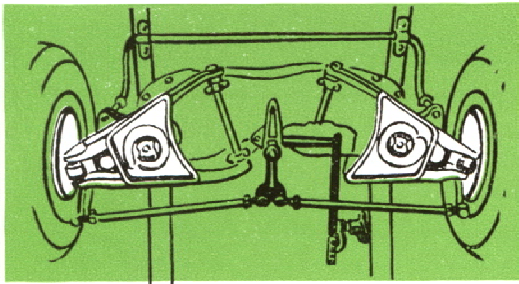
OIL, FUEL, BATTERY CAPACITY

Oil capacity of the Hudson Super-Eight engine crankcase is 8 quarts, and Super-Six engine crankcase, 7½ quarts—Mercury, only 6 quarts. Hudson's gas tank capacity is 20 gallons—Mercury, 19½ gallons. Battery in all New Hudson models is a large, 17-plate, 120-ampere-hour capacity unit. Mercury has a 17-plate battery with only 100-ampere-hour capacity.

HUDSON ALSO HAS OTHER ADVANTAGES IN DRIVING • RIDING • SAFETY • COMFORT • CONVENIENCE

For easy, safe and accurate steering, Hudson has a high steering gear ratio, a short turning radius and true Center-Point steering. As the steering gear ratio is increased, the effort required to turn the steering wheel is decreased. Hudson has a steering gear ratio of 20.4 to 1—Mercury, only 18.2 to 1.

Even though Hudson has a wheelbase 6" longer than Mercury's, it is easier to handle and park because it has a turning radius of only 20' 5", while Mercury's turning radius is 21' 10".



Hudson's true Center-Point steering operates from the exact center of car.

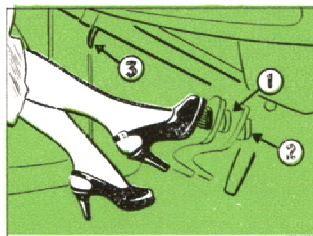
Hudson has true Center-Point steering, which provides many advantages including steering stability at all speeds and on all kinds of road surface. It is more accurate than "off-center" steering, and safer because it eliminates "wander" and steering wheel "fight."

HUDSON HAS TRIPLE-SAFE BRAKES

Hudson provides extra safety with Triple-Safe brakes—three methods of brake application—powerful hydraulics, automatic mechanical reserve system, and finger-tip-release parking brakes. Mercury cars have only the two braking systems: hydraulic and parking brakes.

Hudson always has a complete braking system in reserve. If for any reason the hydraulic pressure should fail, as it can in any car due to accident or service neglect, a slight additional pressure on the brake pedal automatically brings the exclusive Hudson reserve mechanical system into operation.

Mercury drivers and passengers do not have the added safety that Hudson drivers and passengers get with this extra, emergency, automatic mechanical reserve braking system. Only Hudson has Triple-Safe brakes!



(1) Pedal travel for hydraulic brake operation. (2) Pedal travel for reserve brake operation. (3) Finger-tip-release parking brake.

SAFETY OPENING DOORS

All doors in every model of the New Hudson are hinged at front and open from the rear for greatest safety when entering and leaving the car. Air pressure tends to keep Hudson doors closed even if they should be opened while car is in motion.

Mercury rear doors are hinged at rear and open at front, making it possible for air pressure to pull doors open if unlatched, causing injury or damage. Also, if the car should be started before passengers, either entering or leaving car, are fully clear of doors, accidents are most likely to occur with front-opening doors as on Mercury.

GREATER WINDSHIELD VISION

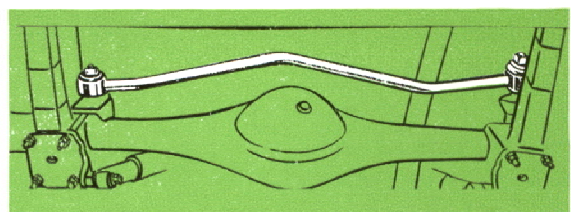
Hudson lets you see more through a larger, full-curved windshield—one of the widest ever built—with a projected length of 59". Mercury has a much smaller flat-glass, V-type windshield with a projected length of only 52".

The wide-angle vision in the New Hudson lets you see more ahead and on either side, for safer driving.

SUPERIOR RIDING QUALITIES

Hudson provides luxurious riding with a combination front coil and rear leaf springing, front and rear stabilizers, and big-volume, two-way, direct-acting, Airplane-type shock absorbers.

Hudson's long, gentle-acting, rear leaf springs are mounted in splayed position—at an angle with each other—for better riding and greatest stability at high speeds and on curves. Mercury rear springs are mounted parallel to each other.



New-type, rear lateral stabilizer on Hudson reduces car-roll and heel-over on turns.

A new-type, rear lateral stabilizer on the New Hudson reduces and controls car-roll and heel-over on turns. Mercury cars are not equipped with a rear stabilizer.

Rear shock absorbers on the New Hudson are mounted in a vertical position for direct, efficient, two-way control of spring action. Mercury's rear shock absorbers are mounted at an angle and do not provide direct and vertical control of up-and-down spring movement.

GREATER ROAD CLEARANCE

Not only does Hudson have a lower silhouette and a lower center of gravity than Mercury, but it also has more road clearance. Hudson has $8\frac{1}{8}$ "; Mercury, only $7\frac{4}{5}$ " of road clearance.

While it is more than $2\frac{1}{2}$ " higher from ground to roof than Hudson, Mercury has sacrificed not only head room but also road clearance to achieve a low silhouette and some semblance of a low-built car.

FLUID-CUSHIONED CLUTCH

Hudson provides an exclusive Fluid-Cushioned clutch—Mercury, a single-plate, dry clutch.

For smooth engagement, the Hudson clutch operates at all times in a cushion of oil. Special, heat-treated cork friction surfaces—the most efficient material for this purpose—give soft, cat's-paw action. In the Mercury dry-plate clutch, contact is dry friction surface to dry friction surface.

The oil cushion in the Hudson clutch, an exclusive feature, reduces wear, eliminates grab and chatter, lubricates hard-to-oil splines and friction surfaces, and eliminates wear and unnecessary maintenance.

OPTION AUTOMATIC TRANSMISSION



No Gear Shifting
No Clutch Pushing

No Clutch Pushing
Manual Shifting

Conventional
Driving

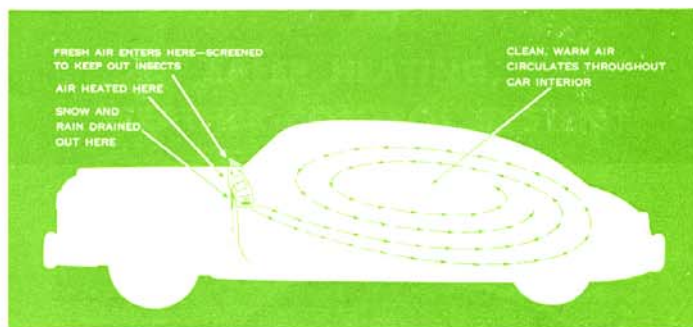
Hudson buyers, at their option, may have their cars equipped with Drive-Master automatic transmission. Mercury owners do not have any such option—cannot enjoy automatic gear shifting.

Hudson's Drive-Master transmission, as far as controls are concerned, is recognized as the most versatile of all automatic transmissions and drives. Selector control on dash gives driver a choice of three methods of driving: 1) automatic gear shifting and clutch operation in forward speeds, 2) automatic clutch operation and manual shifting, and 3) conventional gear shifting and clutch operation anytime this method is desired.

Besides being low in cost, Drive-Master adds to motor-ing safety and convenience by taking 14 steps out of driving. Drive-Master is trouble-free and permits the driver to choose any desired gear, which is not possible with other types of automatic transmissions. Drive-Master automatic transmission also eliminates "creep"

at stops, permits driver to accelerate as long and as fast as desired, eliminates power losses due to slippage of fluid drive or coupling, reduces wear on engine parts.

SAFER HEATING, WEATHER-CONTROL SYSTEM†



Hudson's Weather-Control† has large-volume air intake in the pure-air zone.

Hudson's four-fold heating — ventilating — conditioned air—defrosting system is one safe, compact unit, installed under the instrument panel. Large-volume air intake (cowl ventilator) is in the pure-air zone at a point on top of the cowl, just in front of the windshield.

Mercury's heater, also under the instrument panel, employs long, angling ducts under the hood to the front of the car where the air intake is located. Low air intakes, just behind the front-end grille, as in the Mercury, make it possible for monoxide and exhaust gases from preceding automobiles to be drawn into the car.

Hudson's Weather-Control, with short intake and larger-volume opening on top of cowl, is safer and more efficient for heating, ventilating, defrosting and conditioning of air during all seasons.

† Optional at slight extra cost.

REPLACEABLE FENDERS ON HUDSON

Front and rear fenders on the New Hudson have the appearance of being integral with the body. Actually they are separate, bolted-on parts and are therefore easily removed and installed. Only the lower portion of rear fenders on the Mercury, below the crease line, can be removed and installed. The upper part of each Mercury rear fender is welded to the body and cannot be readily or inexpensively repaired or replaced in case of damage.

As a result of advanced designing, it is possible to remove and install Hudson fenders with greater ease than ever before, and with less labor expense. Based on today's costs, material and labor costs for replacement of these parts on the New Hudson are, on an average, 20 per cent less than on 1946 and 1947 models.

HUDSON BUYERS

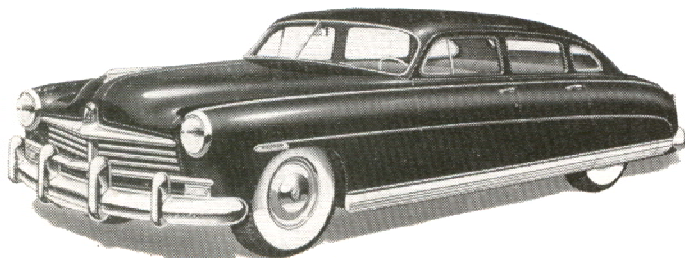
GET THESE AND OTHER IMPORTANT ADVANTAGES
MERCURY OWNERS MUST ALWAYS DO WITHOUT!

★ MORE AUTOMOBILE

In size, weight, wheelbase and other big-car essentials, Hudson greatly exceeds Mercury. Hudson is longer and wider. Hudson Super-Eight sedan weighs 135 lbs. more than the Mercury sedan, which means that Hudson is made of more steel and metal—is more costly to build. Hudson has a wheelbase 6" longer than Mercury for a smoother, steadier, big-car ride.

★ MORE BEAUTY AND STYLE

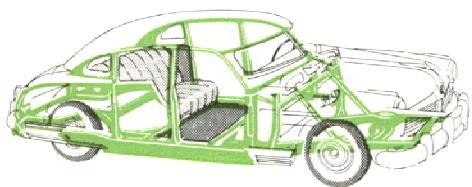
Hudson has a lower silhouette, is more streamlined than Mercury. Hudson's graceful lines and breath-taking beauty result from its low-built design. Hudson is 60 $\frac{3}{8}$ " from ground to top—Mercury is 62.9" high and has less road clearance and head room than Hudson.



★ MORE ADVANCED DESIGN

Hudson has exclusive "step-down" design with recessed floor which brings the vital space between frame members up into the car for passenger use. Mercury, with conventional body-over-frame design, does not make available for passenger use the space between frame members—that space is wasted in Mercury so far as passenger room is concerned.

★ MORE RIGID CONSTRUCTION



are integral—welded together to form a rigid, strong, rattle-resistant, one-piece structure.

Hudson has an all steel Monobilt body-and-frame.* Mercury has a separate body and chassis with the body mounted up on top of chassis and bolted to the frame. Body-and-frame members in the New Hudson

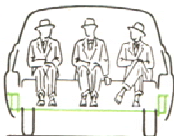
★ MORE PASSENGER SAFETY

Hudson passengers, thanks to "step-down" design and Monobilt construction, ride down within the foundation frame, and are protected by box-section steel girders on all sides, *even outside the rear wheels*. Mercury passengers, riding up on top of frame, do not get this extra safety.

★ MORE PASSENGER ROOM

Hudson's front seat is 4 $\frac{1}{2}$ " wider and rear seat, 11 $\frac{1}{4}$ "—nearly a foot—wider than comparable seats in the Mercury. Hudson also has more head room, more hip room, more elbow room and more shoulder room than Mercury. When it comes to passenger space and comfort, Hudson has advantages over Mercury on every count.

*Trade-mark and patents pending.



★ MORE ENGINE POWER

Mercury is powered with a 110-horsepower engine. The Hudson Super-Six high-compression engine develops 121 horsepower, and the Hudson Super-Eight, 128 horsepower. Hudson also has a higher power-to-weight ratio for better performance—Hudson engines have less weight to start and move than the Mercury engine.

★ MORE ENGINE EFFICIENCY

Hudson Super engines have a higher power output for their piston displacement than the Mercury engine—less gas goes in, more power comes out. Hudson Super engines also have a higher compression ratio than the Mercury engine: Hudson Super-Six has a ratio of 7.12 to 1, and Super-Eight, 7.0 to 1. Mercury's compression ratio is only 6.8 to 1.

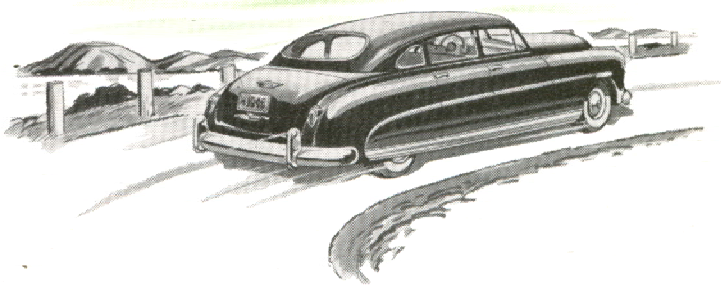


★ MORE DRIVING EASE

Hudson is easier to steer, turn and park. Hudson has true Center-Point steering—Mercury has not. Hudson has a turning radius of 20' 5"—Mercury, 21' 10". For finger-touch steering, Hudson has a steering gear ratio of 20.4 to 1—Mercury, only 18.2 to 1. The clutch in Hudson is Fluid-Cushioned with oil—Mercury's clutch is dry surface contact.

★ MORE RIDING COMFORT

For luxurious riding, Hudson has a longer wheelbase than Mercury—a rear stabilizer—splay-mounted rear springs—vertically positioned rear shock absorbers. Mercury does not have a rear stabilizer—its rear springs are mounted parallel—and its rear shock absorbers are mounted diagonally (at an angle) toward center of car.



★ MORE STABILITY ON ROAD

Hudson has a lower center of gravity for greater stability and road-worthiness at all times—for the surest, most hug-the-road way of going ever known. Mercury, with a higher center of gravity, has less stability and less road-worthiness, particularly under severe driving conditions.

★ MORE EFFICIENT, SAFER WEATHER-CONTROL†

For greatest efficiency, Hudson's Weather-Control has a direct, large-volume air intake. Mercury's heater has long, angling intake ducts extending to the front of the engine compartment. Hudson's Weather-Control takes in fresh air from the pure-air zone above the cowl. Mercury's heater intake is just behind the front-end grill where exhaust gases from preceding cars can be taken in to discomfort driver and passengers.

†Optional at slight extra cost.