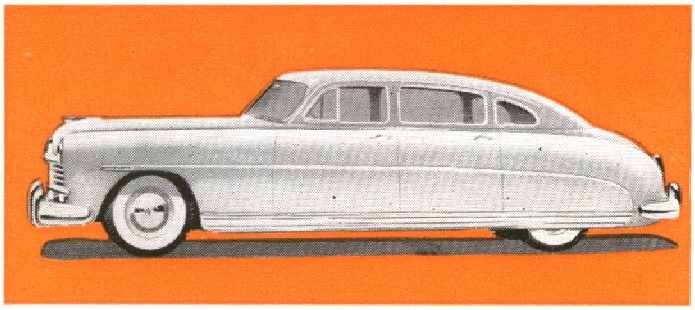
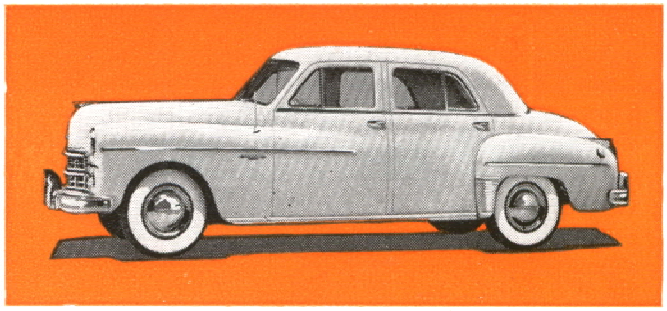
Sales FACTS

COMPARE...

the 1949 Dodge Coronet and Meadowbrook with the New Hudson Super-Six and Super-Eight



New Hudson Super Series Sedan



1949 Dodge 4-Door Sedan

DODGE 1949 Coronet and Meadowbrook models, with identically the same body design, styling and dimensions as Chrysler and De Soto (except front and rear-end details), claim fleet lines, a low silhouette, and comfort advantages because of interior roominess.

Hudson Super-Six and Super-Eight models are more streamlined and have a lower silhouette. The Hudson Super models also have greater interior roominess—*and provide more efficient use of interior space.* In other words, in the very feature Dodge sets up as most essential to passenger comfort—roominess—*Hudson has the advantage.* Here's the proof!

HUDSON OFFERS MUCH MORE

Wheelbase, over-all width and over-all length have always been important factors in determining motor-car value, comfort and roadability.

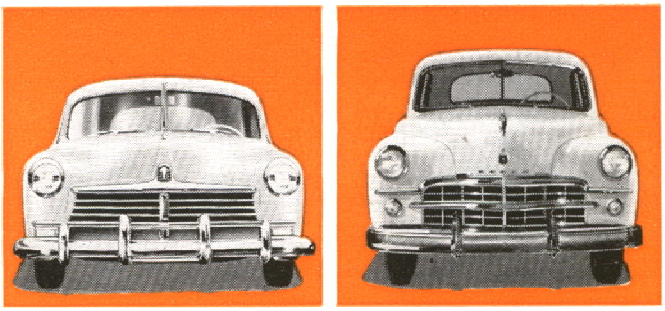
Hudson leads in all three.

Wheelbase of the New Hudson is 124"—Dodge wheelbase is only 123½".

Hudson's "big-car" wheelbase is scientifically engineered as the best possible dimension for the design, width, weight and weight distribution of the New Hudson. This cannot be said for Dodge, as Dodge is assembled with practically the same body as is mounted on several other makes and models of Chrysler Corporation cars with different wheelbase lengths. Surely a body engineered for the best weight distribution on one wheelbase will not give equal comfort and roadability on cars or models with different wheelbases.

Over-all width of the New Hudson is 77 1/16"—Dodge, only 72 7/8".

Hudson's over-all width—no greater than many pre-war cars with their narrow bodies and protruding



Front view of the New Hudson with low roof, low center of gravity and "step-down" design, in contrast to the 1949 Dodge with high roof, high center of gravity and high-built, body-over-frame design.

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 25, 1949.

fenders—provides greater interior roominess and more efficient use of available interior space. Dodge, with less over-all width and protruding rear fenders, has even less than proportionate passenger space.

Over-all length of the New Hudson is 207½"—Dodge, only 203⅝".

The extra length of the New Hudson gives not only more passenger space, as shown in the following charts, but also contributes to road-worthiness—easy, comfortable riding over all kinds of roads.

NEW HUDSON IS LOWER OUTSIDE . . . HAS MORE HEAD ROOM AND LEG ROOM INSIDE

Not only is the New Hudson "lower on the outside" than the Dodge Coronet and Meadowbrook, but it is also "roomier on the inside" in all the important dimensions: seat room—hip room—elbow room—shoulder room—leg room—head room! More space in every direction.

Outside, the New Hudson is only 60⅜" (loaded) from ground to roof; Dodge, 63$^{9}/_{32}$" (loaded). Inside, head room in both front and rear seats of the New Hudson is 37¼"; Dodge, only 37".

The driver's seat is occupied much more than any other seating space in the car. In Hudson, the seat gives an important comfort advantage over Dodge. In Hudson, clearance between steering wheel and top of front seat cushion is 6⅞"; in the Dodge it is only 5$^{7}/_{16}$".

This extra space or roominess in the New Hudson makes it easier to get in and out from behind the wheel, and provides more room for comfortable operation of the car at all times.

These and other Hudson advantages in roominess are shown in the following chart:

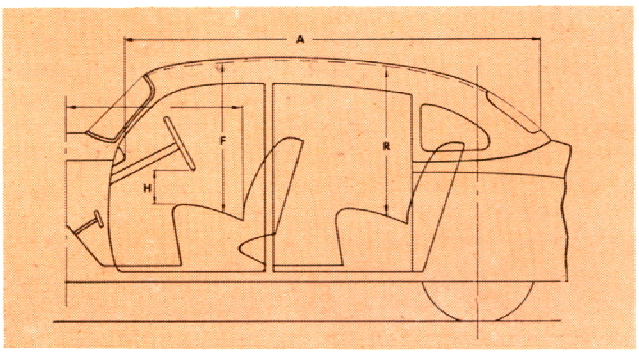


Chart of interior dimensions. Note how Hudson has more room and more usable interior space in all the measurements shown.

Point of Measurement	Dodge Coronet and Meadowbrook	New Hudson Super-Six and Super-Eight	Additional Interior Room in New Hudson
(A) Instrument panel to rear window	92"	101⅛"	9⅛" Longer
(F) Head room in front seat.	37"	37¼"	¼" More Head Room
(H) Clearance between steering wheel and front-seat cushion	5$^{7}/_{16}$"	6⅞"	1$^{7}/_{16}$" More Comfort
(R) Head room in rear seat.	37"	37¼"	¼" More Head Room

These are only a few of the space advantages in favor of the New Hudson. An even wider margin of superiority is to be found in the comfort zone: seating room—usable passenger room.

MORE USABLE PASSENGER SPACE

Dodge Coronet and Meadowbrook models may be wider and longer inside, but they do not have as much *passenger* space as the New Hudson.

Starting with the front seat, which is occupied the most and should have the greatest amount of room, Hudson offers a big advantage that continually pays off in extra comfort. The Hudson front seat elbow room is a full 6¾" wider than the front seat in Dodge.

Rear seat space in the New Hudson also offers advantages over Dodge, as does Hudson elbow room, shoulder room and the other dimensions which contribute so much to passenger comfort and convenience.

Hudson's superiority in passenger space is clearly shown in the following plan view and specifications:

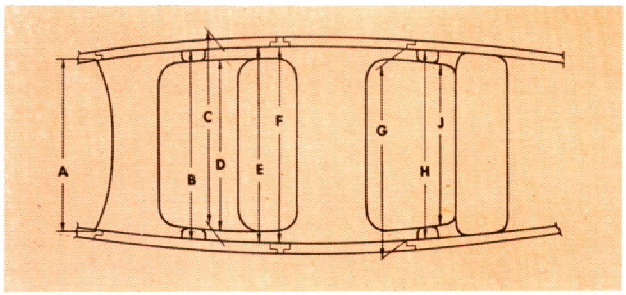


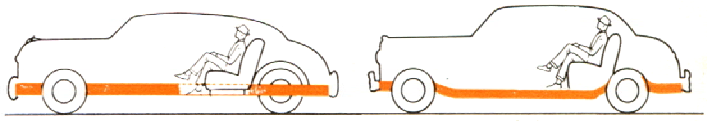
Chart of passenger space dimensions. Note how Hudson has much more passenger space in all these comfort-zone measurements.

Point of Measurement	Dodge Coronet and Meadowbrook	New Hudson Super-Six and Super-Eight	Additional Roominess in New Hudson
(C) Front seat width, door to door dimensions	61¾"	64"	2¼" Wider
(B) Elbow room—front	59¼"	66"	6¾" Wider
(E) Shoulder room—front	57"	62"	5" Wider
(G) Body width at rear pillars (inside)	54"	59"	5" Wider
(H) Elbow room—(Width across rear arm rests)	58"	65"	7" Greater
(J) Rear seat width, door to door dimensions	59¾"	64"	4¼" Wider
Shoulder room—rear	54½"	58"	3½" More

These actual dimensions show that while Dodge advocates more interior room and talks about the added comfort and convenience of greater passenger space, Hudson actually has considerably more passenger space and makes far more efficient use of interior space.

Hudson buyers can always enjoy this extra room that 1949 Dodge owners must always do without!

ONLY HUDSON HAS "STEP-DOWN" DESIGN



Long, low, gracefully streamlined New Hudson with recessed floor and more interior room.

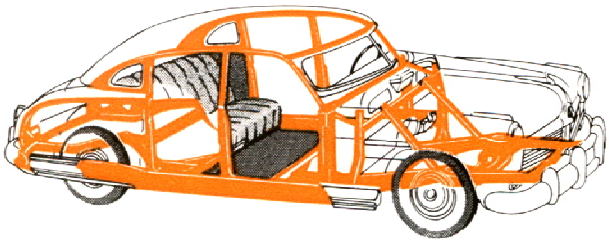
Higher, shorter, less streamlined 1949 Dodge with body over frame and less interior room.

Hudson, with exclusive "step-down" design, has recessed its floor to bring into the car for passenger use the vital space between the frame members. Dodge does not make use of this space.

Dodge has body and floor on top of frame with proportionately higher seats and roof—higher than Hudson. Dodge, with high-built design, leaves much to be desired as regards beauty, styling and streamlining.

The exterior design of the Dodge Coronet and Meadowbrook models seems to be in direct contrast to the modern trend toward free-flowing lines and a low silhouette—the mark of the modern motor car. By way of direct comparison, Dodge has high roof line, straight and severe body lines, protruding fenders and other characteristics that hardly meet and satisfy modern motoring desires and needs.

MONOBILT BODY-AND-FRAME*



Hudson's all steel Monobilt body-and-frame* with all members welded into a single unit that's safe, strong, rattle-resistant.

Hudson has a new, exclusive, all steel Monobilt body-and-frame* with "step-down" design. Dodge has a separate body and chassis with the body mounted on top of the frame.

Hudson body-and-frame construction is newer, better, stronger and safer!

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 form a bridge-like structure.

These members—along with roof, floor and body panels—are solidly welded into a single, rigid, Monobilt unit. It's the most modern construction known today—*safe, strong, rattle-resistant!*

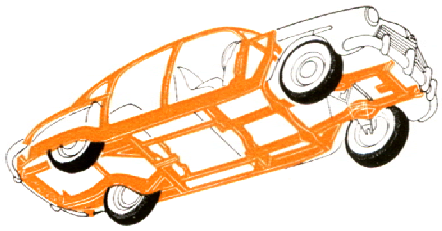
**Trade-mark and patents pending.*

HUDSON HAS LOWER CENTER OF GRAVITY

Everyone knows that the lower to the ground a car can be built, the lower will be its center of gravity, and the greater will be its safety, stability and road-worthiness.

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 stock car. Dodge, without "step-down" design and with floors still on top of frame, has a *higher* center of gravity, less stability, less road-worthiness.

HUDSON IS SAFER



Hudson passengers are protected by box-section steel girders on all sides, *even outside the rear wheels.*

Hudson passengers ride down within the foundation frame, protected by box-section steel girders on all sides, *even outside the rear wheels.* Dodge passengers do not have this protection . . . this safety.

Hudson's rear bumper is attached directly to the foundation frame members. Bumpers on the Dodge are attached by means of extension arms or brackets.

There's extra safety in Hudson's unhampered vision—full, curved windshield, one of the widest in the industry—and inclined side windows. Dodge has flat windshield glass and nearly vertical windows.

REPLACEABLE FENDERS

It is very evident that the protruding rear fenders on Dodge cars are not an integral part of the body and can be replaced as single units.

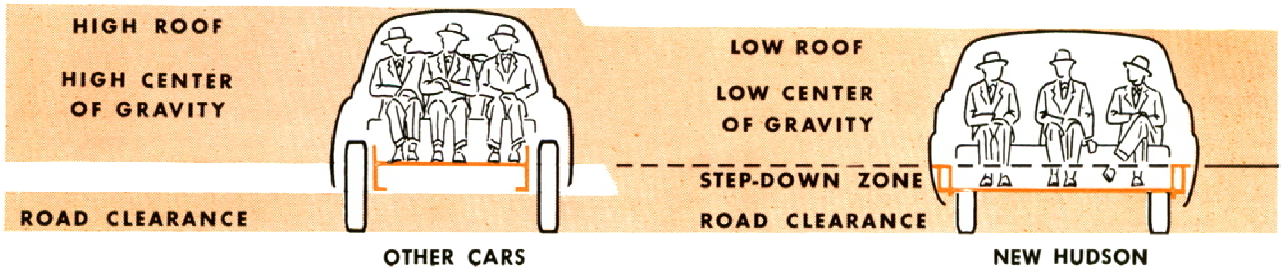
Fenders on the New Hudson, because of advanced designing, appear to be integral with the body. However, they are separate and can be removed and installed as separate parts. In fact, they can be replaced with less labor expense than on the previous model. Based on today's costs, material and labor costs for replacement of these parts on the New Hudson, on an average, are *20 per cent less* than on 1946 and 1947 models.

BETTER RIDING QUALITIES

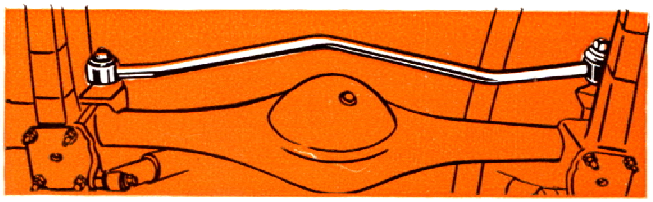
For luxurious riding, Hudson provides coil and leaf springing, front and rear stabilizers, and direct-acting, big-volume, Airplane-type shock absorbers.

The front shock absorbers on Hudson are positioned inside the front-suspension coil spring, at the exact center of spring action for maximum efficiency. Dodge shock absorbers are located at a less efficient point.

Hudson's long, gentle-acting, rear leaf springs are mounted in splayed position. Dodge's rear springs are



not. Splay-mounting gives the New Hudson superior riding qualities and greatest stability at high speeds and when rounding curves.



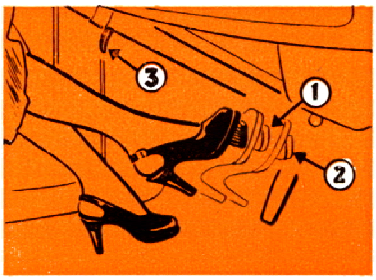
Hudson has a new-type rear lateral stabilizer to resist car-roll and side-sway. Dodge does not have a rear stabilizer.

Hudson provides a new-type rear lateral stabilizer to reduce and control car-roll and heel-over on turns Dodge does not have a rear stabilizer but depends on diagonally mounted, rear shock absorbers to stabilize the rear of the car.

Hudson's rear shock absorbers are mounted in a vertical position for direct and efficient control of spring action. Dodge's rear shock absorbers are mounted at an angle and do not provide direct up-and-down control over spring or car movement.

With its complete ride-control combination, Hudson provides a smoother, more comfortable ride, better stability and control, and greater safety.

HUDSON PROVIDES SAFER BRAKING



Hudson's Triple-Safe Brakes: 1) pedal operating hydraulic brakes, 2) same pedal operating mechanical reserve brakes, 3) finger-tip-release parking brake.

Hudson gives added safety by providing three methods of brake application. Dodge does not.

For general use, Hudson provides powerful hydraulic brakes—proportioned front and rear to car weight distribution. They are of the self-energizing type—"Servo-action" type—that converts forward and rearward rotation of the wheels into extra braking pressure. Dodge hydraulic brakes are of the anchored-shoe type.

In addition, Hudson has a reserve mechanical braking system, 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. Dodge cars do not have this important safety feature.

Hudson also has a finger-tip-release parking brake with braking mechanism fully enclosed and protected for positive operation under all braking conditions. Using the rear brake shoes instead of a drum on the propeller shaft, Hudson's parking brake prevents car movement when either rear wheel is jacked up. The Dodge parking brake is an external, exposed unit located on the propeller shaft at the rear of the transmission; it works through the differential to apply braking pressure and when one rear wheel of the Dodge is jacked up, the wheel on the ground is free to turn and permit the car to move, even with parking brake pulled up tight.

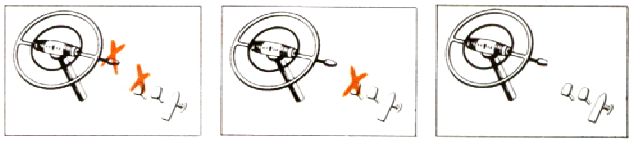
Hudson has Triple-Safe, fully enclosed brakes, *three methods* of brake application. Dodge has only two conventional methods of brake application—enclosed hydraulic brakes and exposed parking brake.

STARTER and IGNITION SWITCH

Hudson has separate ignition switch and safety-type, push-button starter switch. Starter button can be accidentally pushed and the Hudson starter will not operate until ignition switch-key is inserted and turned to the "ON" position.

Dodge, however, has combination ignition and starter switch operated by the ignition key. Turning ignition key part way turns on the ignition, and turning it all the way operates the starter. Upon inserting keys in any keyway, most people turn the key as far as it will go, which makes it possible to operate the starter accidentally in Dodge cars before the driver is ready. Serious consequences may possibly occur if children, or adults, should accidentally turn the Dodge switch key to the starter position with the car in gear.

DRIVE-MASTER TRANSMISSION GIVES DRIVING CHOICE



No Gear Shifting No Clutch Pushing | **Manual Shifting No Clutch Pushing** | **Conventional Driving**

Hudson offers, as optional equipment, Drive-Master transmission, which is most versatile of all automatic drives because it provides three methods of driving: 1) automatic shifting in forward speeds without clutch pushing or gear shifting, 2) automatic clutch operation with manual shifting, 3) conventional clutch operation and gear shifting.

Dodge offers, as optional equipment on the Coronet model only, Gyro-Matic fluid drive transmission which does not provide three methods of driving. It includes a fluid coupling, conventional clutch and constant mesh transmission—giving the driver a selection of only a combination of first and second, or third and fourth gears in forward speeds.

Hudson Drive-Master drives through a positive-action clutch and transmission with no loss of power. The fluid drive or coupling in the Dodge, like all other hydraulic drives, causes a slippage or power loss of approximately 15%, which increases fuel and oil expense considerably. Pickup is much more positive and quicker in Hudson than in Dodge because of the direct connection of the driving and driven units.

Cars with fluid drive will not remain stationary when stopped with engine running. Instead, they creep forward, making it necessary to put foot on brake pedal to prevent car from moving. With Hudson Drive-Master, there's no creeping or inching ahead. When stopped, the car remains motionless, but ready to move ahead automatically when you touch the accelerator.

First and third gears in the Dodge Gyro-Matic transmission are free-wheeling. As a result, when the combi-

nation of first and second gears is being used, the driver does not get the benefit of engine braking when coming to a stop at speeds below 7 miles per hour. When the combination of third and fourth speeds is in use, engine braking power does not exist below 11 miles per hour. The extra pressure required on the brakes at the lower speeds, every time car is stopped or slowed down, subjects the brake linings and brake drums to extra wear. Fluid drives require filling with special and costly fluid, and when leaks develop they are expensive to repair.

When starting in sand or mud, it is necessary to shift to the lower gear combination in Dodge—and then to the high gear combination. No such shifting is necessary with Hudson Drive-Master, which automatically shifts down to pick-up gear for a tough pull at low speeds.

FLUID CUSHIONED CLUTCH

All Hudson models are equipped with a positive-acting, Fluid Cushioned clutch, $9^{13}/_{16}$" in diameter. Dodge models are equipped with a single-plate, dry clutch which is only $9^{1}/_{4}$" in diameter.

The cushion of oil in the Hudson clutch gives soft, smooth engagement and lubricates all clutch parts, including the hard-to-get-at splines. In the Dodge dry-plate clutch, contact is direct—dry friction surface to dry friction surface.

In the power train of Dodge Coronet and Meadowbrook models, there is an extra unit—a fluid or hydraulic drive coupling that is not a positive connection, therefore slippage and power loss of approximately 15 per cent occur during starting and acceleration.

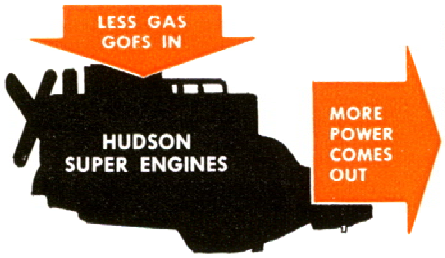
HUDSON WEATHER-CONTROL† IS SAFER

Hudson's four-fold heating—ventilating—conditioned-air—defrosting system is a compact unit, takes in air from the pure-air zone at a point on top of the cowl, just in front of the windshield.

In Dodge, and other Chrysler-made cars, the air intake is under the hood near the front of the car and at a point approximately in line with the exhaust stream of preceding cars. At this point, there is great danger of exhaust and monoxide gases being drawn into the car, particularly in heavy traffic either moving slowly or stopped waiting for traffic signals to change.

Hudson Weather-Control has a short, direct intake with large opening for greater volume and efficiency. Dodge has a long, angling intake duct extending the length of the engine compartment.

†*Optional at slight extra cost.*



Hudson Has High-Compression Engine Design for Greater Power, Efficiency, Performance!

The all-new Hudson Super-Six engine—most powerful American Six—is a high-compression power plant, currently developing 121 horsepower. The Dodge 6-cylinder engine, modified and stepped-up from year to year, develops only 103 horsepower.

High compression ratio of the Hudson Super-Six engine, with optional aluminum head, is 7.12 to 1—Dodge, only 7.0 to 1.

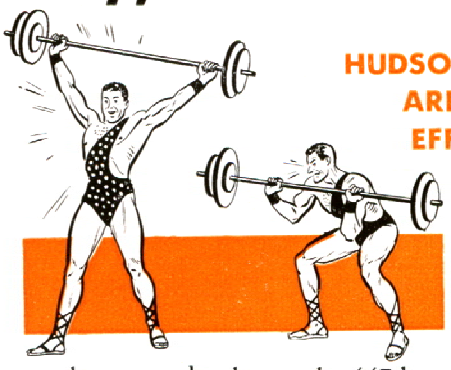
The New Hudson Super-Six engine is designed and constructed for eventual use of high-octane fuels, and provision is made to obtain substantially higher compression ratios by making only minor changes, such as modified cylinder head and ignition and carburetor components—which can be done whenever the necessary high-octane fuels become available.

SUPERIOR ENGINE CONSTRUCTION

Hudson Super engines have high-chrome cylinder blocks so hard they outwear ordinary blocks and do not require separate valve seat inserts. Dodge engines have 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 or eccentric wear. Piston rings are not pinned in Dodge engines.

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. Large, straight passages to the cylinders—a high-compression necessity—permit easier breathing and preserve the vaporized mixture supplied by carburetor for efficient, economical operation.



HUDSON ENGINES ARE MORE EFFICIENT

Power output per cubic inch of displacement is the real gage of engine power.

The 103-h.p. Dodge engine with 230-cu.-in. displacement, develops only .447 h. p. per cu. in. Contrast this with the greater power output of the Hudson Super-Six engine—121-h. p. and 262-cu.-in. displacement—which is .462 h. p. per cu. in. By the same comparison, the Hudson Super-Eight engine develops .504 h. p. per cu. in. of piston displacement.

Simple arithmetic shows that the Hudson Super-Six delivers 3.3% more horsepower per cubic inch, and the Hudson Super-Eight, 13% more horsepower per cubic inch than the Dodge engine.

OIL, FUEL, WATER CAPACITY

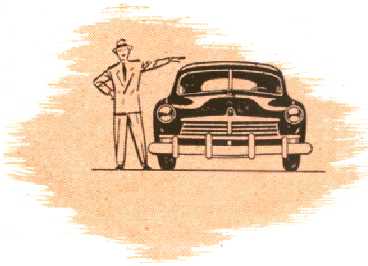
Oil capacity of the Hudson Super-Eight engine crankcase is 8 quarts; and Super-Six engine crankcase, $7^{1}/_{2}$ quarts—Dodge only 5 quarts.

Hudson's gas tank capacity is 20 gallons—Dodge, only 17 gallons.

Cooling system capacity in 6-cylinder Hudson models is 19 quarts; 8-cylinder models, 17 quarts—Dodge has a capacity of only 15 quarts.

Hudson Super Series Cars are Ahead of Dodge in Beauty, Comfort, Safety, Roominess, Roadability, Performance!

BEAUTY AND STREAMLINING

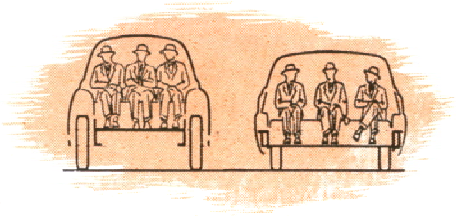


Hudson is beautifully streamlined, has free-flowing lines and a low silhouette—the mark of the modern motor car. Dodge Coronet and Meadowbrook models are less streamlined, have protruding fenders and a higher silhouette. Hudson is 60⅜″ from ground to roof—Dodge, 63³⁄₃₂″.

HUDSON IS ROOMIER INSIDE

Head room, front and rear, in the New Hudson, is 37¼″—Dodge, only 37″. Clearance between cushion and steering wheel in Hudson is 6⅞″—Dodge, only 5⁷⁄₁₆″.

MORE PASSENGER SPACE IN HUDSON

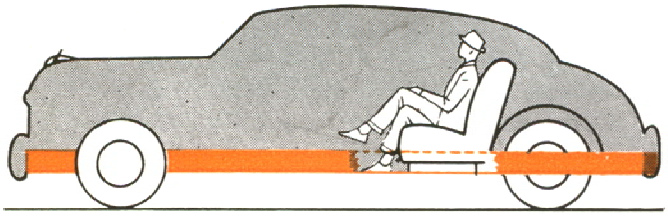


Seat cushion width, front and rear, is greater in Hudson than in Dodge. Hip room, elbow room and shoulder room are also greater in Hudson than in Dodge. As a result, Hudson owners can always enjoy extra room and passenger space that Dodge owners must always do without.

HUDSON HAS TRUE BIG-CAR DIMENSIONS

Hudson has big-car dimensions—an over-all length of 207½″. Dodge over-all length is only 203⅝″. Wheelbase is longer on Hudson, 124″ against 123½″ for Dodge. The extra length of Hudson gives more passenger space, provides greater roadworthiness, and permits scientific weight distribution according to car design, length, width and wheelbase.

EXCLUSIVE "STEP-DOWN" DESIGN



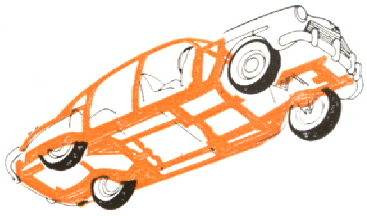
With exclusive "step-down" design, the floor in the New Hudson is recessed, bringing into the car for passenger use the vital space between the frame members. Dodge does not make use of this vital space; therefore Dodge cars are higher and less streamlined and have less interior room.

HUDSON HAS MONOBILT BODY-AND-FRAME*

Hudson has a new, all steel Monobilt body-and-frame* with all parts integrated and welded into a single, rigid, bridge-like structure. Dodge has separate body and chassis with body mounted up on top of frame.

**Trade-mark and patents pending.*

HUDSON CONSTRUCTION IS SAFER

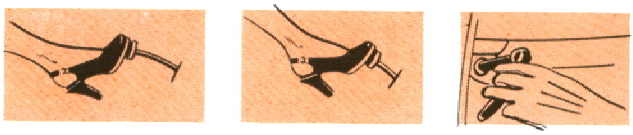


Hudson passengers ride down within the foundation frame, cradled between front and rear wheels—protected with box-section steel girders on all sides, *even outside the rear wheels.* Dodge passengers do not have this protection . . . this safety!

LOWER CENTER OF GRAVITY

Hudson, with "step-down" design, has a recessed floor with seats and roof lowered proportionately. Thus, because its weight has been brought closer to the ground, its center of gravity is lower—actually the lowest in any stock car. Dodge, without "step-down" design and with floors still up on top of frame, has a higher, less safe center of gravity.

TRIPLE-SAFE BRAKES



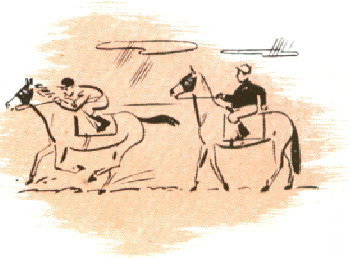
Hudson has Triple-Safe, fully enclosed brakes to provide three methods of brake application. Dodge has only two methods of brake application—enclosed hydraulic brakes and exposed parking brake on propeller shaft. Hudson's parking brake works on both rear wheels and prevents car from moving when jacked up.

FLUID CUSHIONED CLUTCH

The oil-cushioned and lubricated clutch in the New Hudson is positive in action and transmits full engine power to the driving train. Dodge clutch is of the dry-plate type. The fluid-drive coupling on all Dodge models permits slippage, and full engine power is not delivered to the drive train.

GREATER ENGINE EFFICIENCY

Power output of Hudson Super engines is greater than that of the Dodge engine. Hudson's Super-Six engine—most powerful American Six—develops .462 h.p. per cubic inch. The Hudson Super-Eight engine develops .504 h.p. per cubic inch. Dodge engine develops only .447 h.p. per cubic inch.



HUDSON WEATHER-CONTROL†

Hudson's Weather-Control is safer and more efficient. Large volume air intake is on top of cowl in the pure-air zone. Dodge heater intake is under the hood and at the front of the car where it can take in exhaust gases from preceding cars with grave danger to driver and passengers.

†Optional at slight extra cost.

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