ANY way you check and compare—design, beauty, seat room, head room and features—you find that the new Hudson Pacemaker tops the Buick Special.

The Hudson Pacemaker, with "step-down" design and recessed floor, is more streamlined and has more passenger room and more road clearance than the Buick Special. Striving for a low-built design, which is the basis for the outstanding beauty and full streamlining of the Hudson Pacemaker, the Buick Special has made drastic compromises which affect room and roadability.

Head room, measured vertically, is 37\(\frac{1}{4}\) inches, both front and rear seats, in the Hudson Pacemaker. In the Buick Special, with roof moved down on the seats, head room has been compromised to only 35.4 inches in the front seat and only 34.5 inches in the rear seat.

Road clearance of the Hudson Pacemaker is a full 8\(\frac{3}{8}\) inches. Buick Special has compromised with a road clearance of 7.76 inches.

Even with these more generous dimensions, the Hudson Pacemaker is lower-built and more streamlined. It is only 60\(\frac{3}{4}\) inches in height while the Buick Special is 62.2 inches high—1.825 inches higher than the Hudson Pacemaker.

Over-all length of the trim-size Hudson Pacemaker—201\(\frac{1}{8}\) inches—has been achieved by making the engine compartment more compact and by putting the dash and toe board closer to the front wheels. This is an engineering accomplishment possible only with Hudson's ingenious Monobilt construction. The Buick Special over-all length has been shortened by the cheaper method of moving the grille forward and making it a part of the front bumper assembly. The Buick construction tends to subject the grille to all parking and collision shocks and impacts.

*Trademark 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. March 15, 1950.
Parking lights in the Hudson Pacemaker are an integral part of the front-end ensemble and they are protected by the husky front bumper. In the Buick Special's bumper-and-grille construction, the parking lights are in the front bumper guards, the foremost part of the car, where they are subjected to all front-end bumps and jolts. The roomier and more streamlined Hudson Pacemaker weighs 3510 pounds; the Buick Special, 3715 pounds. Over-all width of the Hudson Pacemaker is only 77⅛ inches. The Buick Special has an over-all outside width of 79.4 inches—2.337 inches wider. With less outside width, the Pacemaker has front-seat cushions and rear-seat cushions that are wider than in the Buick Special.

These dimensions show that the bulky and burdensome width, weight and length of the Buick Special serve no practical purpose so far as passenger space, safety and comfort are concerned.

*Trade-mark and patents pending.

Hudson Pacemaker Advantages

<table>
<thead>
<tr>
<th>Measurement</th>
<th>Pacemaker</th>
<th>Buick Special</th>
</tr>
</thead>
<tbody>
<tr>
<td>Step-down design, lower silhouette</td>
<td>60% less</td>
<td>62.2% high</td>
</tr>
<tr>
<td>More headroom—front seat</td>
<td>37⅛&quot;</td>
<td>35.4&quot;</td>
</tr>
<tr>
<td>—rear seat</td>
<td>37⅛&quot;</td>
<td>34.5&quot;</td>
</tr>
<tr>
<td>More seat room—front seat (door to door)</td>
<td>64&quot;</td>
<td>63⅛&quot;</td>
</tr>
<tr>
<td>—rear seat (door to door)</td>
<td>64&quot;</td>
<td>63⅛&quot;</td>
</tr>
<tr>
<td>More room with less over-all length</td>
<td>20⅜&quot;</td>
<td>20⅜&quot;</td>
</tr>
<tr>
<td>More room with less outside width</td>
<td>77⅝&quot;</td>
<td>79⅛&quot;</td>
</tr>
<tr>
<td>More room with less weight</td>
<td>3510 lbs.</td>
<td>3715 lbs.</td>
</tr>
</tbody>
</table>

PACEMAKER HAS MORE ROOM

Note the Hudson Pacemaker's wide margin of superiority in roominess, shown by the following chart.

<table>
<thead>
<tr>
<th>Points of Measurement</th>
<th>Buick Special</th>
<th>Hudson Pacemaker</th>
<th>Superiority</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Instrument panel to rear window</td>
<td>94&quot;</td>
<td>101¼&quot;</td>
<td>71/4&quot; More room</td>
</tr>
<tr>
<td>(B) Dash to front seat back</td>
<td>42½&quot;</td>
<td>44¼&quot;</td>
<td>11¼&quot; Greater</td>
</tr>
<tr>
<td>(F) Headroom, front seat</td>
<td>35¼&quot;</td>
<td>37¼&quot;</td>
<td>1⅛&quot; More headroom</td>
</tr>
<tr>
<td>(H) Clearance between cushion and steering wheel</td>
<td>5⅞&quot;</td>
<td>6¼&quot;</td>
<td>1⅛&quot; More comfort</td>
</tr>
<tr>
<td>(N) Height—seat to floor, rear seat</td>
<td>12&quot;</td>
<td>13¼&quot;</td>
<td></td>
</tr>
<tr>
<td>(P) Leg room, rear seat (Maximum)</td>
<td>40.7&quot;</td>
<td>42&quot;</td>
<td>1⅛&quot; More leg room</td>
</tr>
<tr>
<td>(R) Head room, rear seat</td>
<td>34¼&quot;</td>
<td>37¼&quot;</td>
<td>2¼&quot; More headroom</td>
</tr>
</tbody>
</table>

These actual measurements clearly show that although the Hudson Pacemaker is lower in height, higher in road clearance, narrower in outside width, it has more interior room than the Buick Special. From almost every use and comfort standpoint, the Hudson Pacemaker offers greater value—provides more space and room than the Buick Special for driver and passenger comfort and pleasure.

PACEMAKER HAS WIDER SEATS

Room where it counts most—actual usable passenger space—is much, much greater in the Hudson Pacemaker than in the Buick Special. This statement is proved, beyond any doubt, by the chart and measurements which follow:

<table>
<thead>
<tr>
<th>Points of Measurement</th>
<th>Buick Special</th>
<th>Hudson Pacemaker</th>
<th>Superiority</th>
</tr>
</thead>
<tbody>
<tr>
<td>(C) Width, front seat—door to door</td>
<td>63¼&quot;</td>
<td>64&quot;</td>
<td>⅛&quot; Wider</td>
</tr>
<tr>
<td>(E) Shoulder room—front seat</td>
<td>57⅝&quot;</td>
<td>62&quot;</td>
<td>4½&quot; Greater</td>
</tr>
<tr>
<td>(F) Inside width at center pillar</td>
<td>56⅘&quot;</td>
<td>62&quot;</td>
<td>6⅛&quot; More</td>
</tr>
<tr>
<td>(G) Inside width at rear pillars</td>
<td>55⅛&quot;</td>
<td>59&quot;</td>
<td>7½&quot; More</td>
</tr>
<tr>
<td>(J) Width, rear-seat cushion (door to door)</td>
<td>62¼&quot;</td>
<td>64&quot;</td>
<td>1½&quot; Wider</td>
</tr>
<tr>
<td>(L) Shoulder room, rear seat</td>
<td>52¾&quot;</td>
<td>58&quot;</td>
<td>5¼&quot; More</td>
</tr>
</tbody>
</table>

Hudson's advanced design and engineering is clearly evidenced by the more compact size and greater roominess in the Pacemaker. The Hudson Pacemaker has almost two and one-half inches less outside width than the Buick Special; however, the Pacemaker has far more passenger space—more seat room, more elbow room, more shoulder room—room that Pacemaker owners can always enjoy but Buick Special owners must always do without.

PACEMAKER IS AHEAD IN BODY-AND-FRAME CONSTRUCTION

Compare the Hudson Pacemaker's all-welded, all steel Monobilt body-and-frame* with the old-fashioned, separate, bolted-together body and chassis of the Buick Special.

Note how the passenger area in the Pacemaker is completely encircled with box-section, steel foundation girders, even outside the rear wheels. The sturdy, structural members of Hudson's exclusive Monobilt body-and-frame* are welded into a single, sturdy unit with roof, floor and body panels adding still further ruggedness and safety to the entire unit.

By any method of comparison, the Hudson Pacemaker's body-and-frame construction is newer, better, safer and more durable.

*Trade-mark and patents pending.

Pacemaker's all steel Monobilt body-and-frame*, which gives steel-girder protection on all sides, even outside the rear wheels.
PACEMAKER ADVANTAGES IN RIDING . . . DRIVING . . . COMFORT . . . CONVENIENCE

For the smoothest, most comfortable riding, Hudson Pacemakers have soft, gentle-acting, leaf-type rear springs. These springs smooth out up-and-down motion and, being splay-mounted, they help to reduce side-sway and "heel-over" on curves. Rear springing of the Buick Special is by means of coil springs which absorb up-and-down motion only, and do not stabilize or hold the car on an even keel.

The Pacemaker system of elliptic rear springing is costlier and more efficient than the Buick Special coil rear springing.

The independent front-wheel, coil-spring suspension on the Hudson Pacemaker is of a type formerly found only on far costlier cars. Relieved of all braking and driving stresses, the front springs serve only as cushioning devices.

To prevent side-sway in heavy winds and on rough roads, and to reduce "heel-over" on turns, the Hudson Pacemaker is equipped with front and rear stabilizers. The Buick Special has only a front stabilizer.

Large, double-acting, Airplane-type shock absorbers, at all chassis springs, complete the combination that gives the Pacemaker a level, gliding, luxurious ride—the best ride in any motor car, except another Hudson.

TRIPLE-SAFE BRAKES

The Hudson Pacemaker provides extra and exclusive safety with three methods of brake application: 1) powerful 4-wheel "Servo-action" hydraulics, 2) mechanical reserve braking system, 3) finger-tip-release parking brake. The Buick Special has only two brake systems—hydraulic and parking brakes.

The mechanical brake system in the Hudson Pacemaker is an exclusive Hudson feature found on no other makes—a complete brake system in reserve, ready at all times to give occupants of Hudson-built cars added protection. If, for any reason, the hydraulic pressure should fail, as it can in any car, due to accident or neglect, a slight additional pressure on the brake pedal automatically brings the exclusive Hudson mechanical system into operation. Buick Special owners do not have the extra protection of this additional braking system.

FLUID-CUSHIONED CLUTCH

For smooth engagement and long life, the Pacemaker has a Fluid-Cushioned Clutch which operates in a cushion of oil. The Buick Special has a dry-type, single-plate clutch with no hydraulic cushion to insure soft, smooth clutch action.

The clutch friction surfaces in the Hudson Pacemaker are oil-impregnated, heat-treated cork inserts possessing the highest efficiency of any material used for such surfaces. The cushioning oil in Hudson's exclusive clutch reduces wear, lubricates hard-to-oil splines, and cuts down upkeep costs. The Buick Special clutch has dry-friction surface contact and it has no provision for automatic internal lubrication.

EXCLUSIVE SUPER-MATIC DRIVE

Hudson offers, as optional equipment on the Pacemaker, the new Super-matic Drive which simplifies driving by eliminating gear shifting and clutch pushing. It is the only automatic transmission that shifts gears for you just as you want, combines thrifty overdrive, and can be converted to manual operation at the touch of a button. Buick's optional transmission, called Dynaflow, provides only automatic operation, does not include thrifty overdrive, and does not give the driver any driving preference.

Hudson Super-matic Drive includes the Fluid-Cushioned Clutch which forms a direct and positive connection for transmitting the engine power without any loss. Torque converters, such as Buick Dynaflow, depend on liquid to transmit the engine power. Such liquid drives slip during starting and acceleration and permit power loss as high as 15 per cent. This unfavorable factor is one of the reasons why liquid drives require extra horsepower and are more expensive to operate.

Super-matic Drive does not require extra power; instead, it makes the most efficient use of the jet-like power developed by Hudson high-compression engines. Dynaflow requires extra horsepower as is shown by the fact that Buick Specials with standard transmissions are equipped with engines developing only 115 horsepower, while those with Dynaflow are equipped with engines of 122 horsepower.

Hudson Super-matic Drive does not creep at stops, does not slip as the car starts and rolls along. It permits you to start and accelerate in silent pickup gear as long and as fast as you desire; it shifts gears automatically but only when you desire. Dynaflow operates only automatically and does not give the driver any control of engine speed in relation to car speed.
PACEMAKER ADVANTAGES IN ENGINE POWER, ECONOMY, EFFICIENCY, PERFORMANCE!

The Hudson Pacemaker engine is a new, advanced, L-head design, engineered and constructed to accommodate the increased load requirements of high-compression ratios. The Buick Special engine is an older design, having been installed in many previous models and stepped up from year to year.

GREATER ENGINE EFFICIENCY

In spite of high-sounding names and catchy advertising phrases, the efficiency of an automobile engine is gauged by the horsepower it produces for each cubic inch of piston displacement.

The new high-compression Pacemaker engine, with 112 horsepower and 232 cubic inches of displacement, develops .482 horsepower for each cubic inch of displacement. The less efficient Buick Special engine, with 115 horsepower and 248 cubic inches of piston displacement, develops only .403 horsepower for each cubic inch of displacement.

MORE ECONOMICAL OPERATION

It is obvious that the more the incoming fuel is compressed before it is ignited, the more power will be derived from it.

The standard compression ratio of the new Pacemaker engine is 6.7 to 1. A higher compression ratio of 7.2 to 1 is obtained with the optional aluminum head.

The standard Buick Special engine has a compression ratio of 6.6 to 1. A higher compression ratio of 7.2 to 1 is obtained in the higher powered Buick engine necessary with Dynaflow transmission. This latter engine requires the use of premium gasoline, whereas the new Pacemaker engine, with current compression ratios, can be operated with regular-grade gasoline, an economy factor that adds up to a considerable operational saving.

GREATER PERFORMANCE

The Pacemaker engine has less weight to start and move than the Buick Special engine.

As the Pacemaker sedan weighs 3,510 pounds, each horsepower of its engine is obliged to propel only 31.3 pounds. The Buick Special sedan weighs 3,715 pounds, and each horsepower of its engine must start and move 32.3 pounds of car weight.

With greater horsepower output per cubic inch of displacement, higher compression ratio and higher power-to-weight ratio, Hudson Pacemakers are capable of higher performance, more economical operation and greater efficiency under all operating conditions.

MODERN ENGINE DESIGN

The Pacemaker engine is a new, high-compression, L-head type designed and constructed to develop the greatest output with today's regular-grade gasoline, and can accommodate higher compression ratios whenever higher-octane gasolines are available. The Buick Special engine is an older type which has been featured in previous models and stepped up from year to year. It may have to be completely redesigned for comparable compression increases.

The L-head design of the Pacemaker engine, having fewer parts than the Buick Special valve-in-head engine, is less costly to operate and maintain, and is quieter and more efficient in operation.

As is proved by the high output of Hudson engines, the L-head design will develop more power in an automobile engine than any other type of valve mechanism.

FEATURES THAT HUDSON PACEMAKER BUYERS CAN ALWAYS ENJOY BUT BUICK SPECIAL OWNERS MUST ALWAYS DO WITHOUT!

- Monobilt body-and-frame*. Buick has separate body mounted on top of frame.
- Step-down design with recessed floor, and seats and roof lowered proportionately. Buick passengers ride on top of frame.
- Steel-guard protection on all sides, even outside the rear wheels. Buick does not offer this protection.
- Luggage compartment floor mat. Buick does not have mat in luggage compartment.
- New fabric finish on instrument panel. Buick instrument panel is painted.
- Large 17-plt., 100-ampere-hour capacity battery. Buick has 15-plt., 100-ampere-hour capacity battery.
- Triple-Safe Brakes. Buick has only two brake systems.
- Fluid-Cushioned Clutch. Buick has dry-plate clutch.
- Recessed door panels, door and window controls. Buick does not utilize space in doors.
- Less over-all width. Buick is wider outside and narrower inside.
- Teleflash signals for oil pressure and generator charging. Buick has conventional gauges.
- Self-locking hood, unlocked from inside of car. Buick hood lock is opened from outside of car.
- Long, sweeping, streamlined fender panels. Buick has irregular and protruding fender panels.
- Front grille and parking lights protected by front bumper. These items are a part of the Buick bumper and subject to all jars and bumps usually cushioned and absorbed by the bumper alone.
- Single-unit Weather-Control†, heating, ventilating, conditioned-air, defrosting system with short and direct air intake at pure air zone. Buick has two-unit heating system with long, ungainly ducts that extend to front grille and can take in exhaust gases from preceding cars.
- Supermatic Drive† includes overdrive and has provision for manual control. Buick Dynaflow, also optional equipment, provides only one method of driving, does not have overdrive, and requires extra engine power.
- ... and many others.

* Trade-mark and patent pending
† Optional at extra cost

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