

Presenting

THE NEW 1950 HUDSONS

IN THREE GREAT SERIES

Lower-priced Pacemaker • Famous Super • Custom Commodore





FRIENDLY HUDSON SERVICE *wherever you may go . . .*

If there's a touch of wanderlust in your soul . . . if you feel the call of far trails . . . you have the assurance that you are never far from an authorized Hudson dealer or distributor service establishment.

Strategically located across the North American Continent—and conveniently situated in your own home community, you'll find friendly and efficient Hudson service ready to serve you. More than 3,000 points make up this Hudson service network.

A modern service department is a must with every Hudson

dealer . . . thoroughly staffed with trained service men and provided with a well-balanced stock of genuine Hudson parts, which is further supported by master stocks at centrally located Zone Office and Distributor Parts Depots.

Watch for the red, blue and white sign that's your guide to Hudson service. A Hudson requires mighty little service, but what little is needed is mighty easy to get . . . and mighty well done by your Hudson dealer.

NOTE: The Hudson Motor Car Company reserves the right to make any changes or improvements on its products without incurring any liability or obligations whatsoever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold.

Introducing "THE NEW Most Room!"



The ultimate in motoring luxury is typified in the rich, roomy interior of the Custom Commodore Sedan. Glamorous nylon upholstery, in a stunning, three-dimensional fabric, is combined with beautiful and practical plastic Dura-fab trim. Every fitting, every appointment is exquisite in beauty . . . and designed for the utmost convenience. Shown at right is the "two-person" arm rest in down position—full 16 inches wide. Folds up flush with seat back.



Curved, Full-View rear window has huge 853-square-inch area, increasing vision by 43½ per cent. Note the sleek, unbroken lines of the rear deck. License plate is positioned in waivable bumper with bumper guards and is lighted from both sides by concealed and protected lights.



Here are 1950's most beautiful motor cars • The only automobiles with "step-down" design, which brings you America's lowest center of gravity and the steadiest road-hugging ride ever known • Along with more room than in any other car • Here's the added safety of Hudson's exclusive Monobilt body-and-frame† • Here's the high-compression performance of your choice of three great Hudson engines, including America's most powerful Six • Or an even more powerful Eight • And all-range Super-matic Drive* • Here, in short, are the unique features that enable Hudson alone to bring you "The New Step-Down Ride"!

A new and wonderful experience awaits you!

It's "The New Step-Down Ride" . . . a luxurious, infinitely better way of motoring that makes the new 1950 Hudsons the sensation of the motor-car world.

And here are some of the reasons why you will find "The New Step-Down Ride" so delightfully different.

For years engineers and designers have known that the lower a car could be built, the more beautiful it could be . . . that it would ride better . . . handle with greater ease . . . and provide greater safety.

Your own eyes will tell you in short order that the sleek, low-built, streamlined Hudsons achieve a measure of beauty long sought by automobile designers the world over, that here is the lowest built car of all. But, as you can see, there's full road clearance and more head room than in any other car.

But all this beauty can serve only as a hint of the marvels inherent in this basically different kind of car. For it is *functional* beauty

*Optional of extra cost
†Trade-mark and patents pending

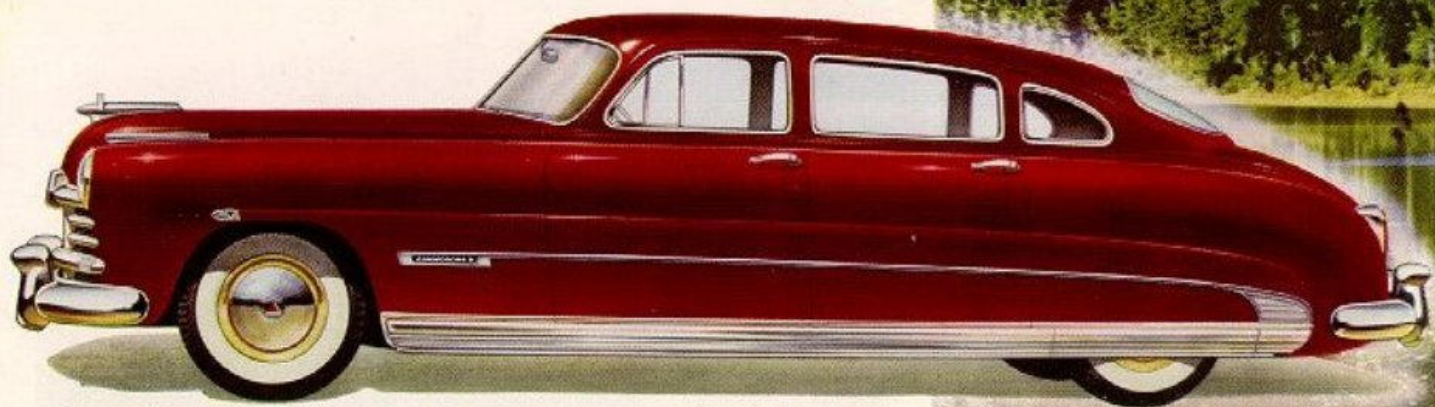
STEP-DOWN RIDE"!

Best Ride! Safest!

that has grown naturally out of Hudson's exclusive "step-down" design with its recessed floor.

And this new method of building motor cars (so advanced that no one else in the industry is even prepared to duplicate it today) just as naturally results in many, many other equally marvelous advantages—in roominess, driving ease, comfort, roadability and safety.

As you turn the pages of this brochure, the story will unfold in detail. So discard your old ideas . . . get ready for a long look into the future . . . as you become acquainted with Hudson's exclusive triumph . . . "The New Step-Down Ride".



Custom Commodore Series FOUR-DOOR SEDAN. Six passengers accommodated easily in the roomiest interior in any car at any price . . . 12 $\frac{1}{2}$ -inch wheelbase . . . your choice of the high-compression Super-Six, America's most powerful Six—or the even more powerful high-compression Super-Eight engine. A selection of 8 standard Gem-Luxre colors, 3 special body colors and $\frac{1}{2}$ two-tone combinations, Hudson's Super-matic Drive and white sidewall tires optional at extra cost.

LOW-BUILT BEAUTY *that promises*



Here is a car that you can instantly see to be the lowest-built of them all! Free-flowing, close-to-the-ground design telegraphs the fact that Hudson has the lowest center of gravity of *any* American automobile.

As a result, you know instinctively it will hug the road more tenaciously than any other car! And because it hugs the road, you know you will get a *level*, smoothly flowing ride on the roughest road or fastest curves . . . a ride that is free from swaying and pitching on the straightaway . . . a ride that you can *enjoy*, relaxed, at most any speed, and over any road. Because you are enjoying the priceless

safety and stability of "The New Step-Down Ride"—an exclusive Hudson advantage found in no other car in the world!

The ideal of automobile builders and buyers alike has been the long, low silhouette. But until Hudson developed "step-down" design, no car had even approached the perfection of line that all Hudsons give you. These are cars that are actually wider than they are high. They have more room than *any* other car, regardless of price or make. Yet they are free of exterior *bulk* and *budge*—lines are clean and lovely. And—with this low-built beauty—you

"FREEDOM" IS THE WORD FOR "TRAVEL" when your car is a "step-down" designed new Hudson. Here, in this lounge-size front seat of a Hudson Custom Commodore sedan, three persons may ride with space to sit in . . . and space to move in . . . the widest and most luxuriously roomy front seat in the world! Nylon upholstery, in combination with smart plastic Dura-fab trim, puts long-wearing beauty all around you.



FREEDOM FROM EVERY STRAIN is the keynote of "The New Step-Down Ride." Here, the driver reads all instruments without eyestrain, grouped as they are within the natural lines of sight. Controls, too, are centered where the hand drops naturally upon them, without neglecting the road ahead. Finish of the instrument panel in the Custom Commodore Series is in a rich, two-tone leather grain. An extra-large parcel locker is on the right.



you a glorious new kind of ride!

get amazing head room, and full road clearance for far-from-the-boulevard travel.

"Beauty is as beauty does." So runs the saying. And in these marvelous Hudsons, beauty is a functional thing. So different is the sensation of "The New Step-Down Ride" that you are never conscious of rolling wheels and mechanical parts in motion. Instead, the sensation is one of floating across a mirror surface! And, refreshed at the end of a long day's travel, the word you'll say oftenest is "delightful." For nothing else will describe this beautiful new kind of car that gives you an equally wonderful new kind of ride!



Custom Commodore Series CLUB COUPE. Designed with room for six passengers . . . 123-inch wheelbase . . . available with the new high-compression Super-Six engine, America's most powerful Six, or the even more powerful high-compression Super-Eight engine. Choose from 8 standard body colors, 3 special body colors, or 4 special two-tone color combinations. Hudson Super-matic Drive, and white sidewall tires optional at extra cost.

'way out front in driving ease

And that's not all! For extra-hard pulls—in sand, mud or other tough going—there's ultra-low gear ratio to command. Or if road and traffic conditions produce a preference for manual shifting, you convert to conventional driving at the press of a button on the instrument panel—still another *exclusive* feature of Hudson's Super-matic Drive!

Sound easy? *Two minutes* behind the wheel of a 1950 Hudson will show that Super-matic driving is even *easier* than it sounds!

[†]Optional at extra cost on Super Series convertible. Falcato applied for.



Top is hydraulically operated by touch of button on instrument panel. "Fold-Away" rear window[†] increases vision, yet is hinged so that it folds snugly down into body when top is lowered. Windows are raised and lowered hydraulically. Driver has master window control at his side, individual controls below each window.



The Custom Commodore Series CONVERTIBLE BROUGHAM. Room for six passengers . . . 115-inch wheelbase . . . available with either high-compression Super-Six or high-compression Super-Eight engine. Also available in the Super Series with Super-Six engine. 8 standard body colors, 4 special body colors and 4 two-tone combinations at extra cost. Top colors: tan, black or maroon. Upholstery in red top grain genuine leather with leather-grain trim.

STYLED

to exceed your fondest dreams!

Look inside the new Hudson models and you'll see gorgeous, glamorous, style-setting interiors.

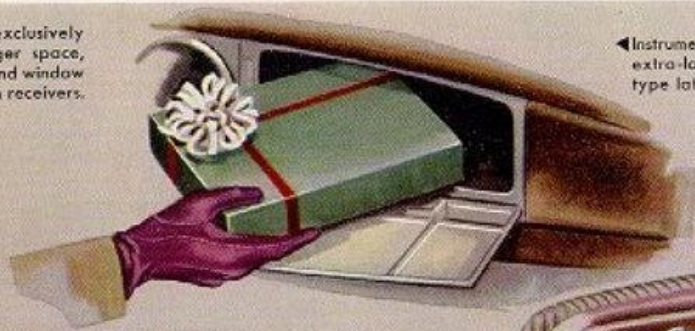
Let your eyes linger on the luxurious upholstery—eye-pleasing wool Bedford Cord or broadcloth—or glamorous nylon in the Custom Commodore Series—all in combination with new and exquisite plastic Dura-fab trim that's as practical and long wearing as it is beautiful.

Appointments, from the Full-View Curved windshield to the wide-vision rear window, are the most advanced in all motordom, to provide the greatest comfort, convenience and pleasure . . . the truly luxurious motoring of "The New Step-Down Ride."

Recessed door panels, exclusively Hudson, increase passenger space, conveniently locate door and window controls, arm rests and ash receivers.



Instrument-panel parcel locker has extra-large capacity and locking-type latch.



Front-seat back with hand holds, robe cord and convenient envelope-type pocket.



Cushions with foam rubber, upholstered in smart, modern fabrics, the softest, most durable cushioning known.

(Standard on Custom Commodore models, optional at extra cost on Super Series and Foremaster.)

AMERICA'S SAFEST CAR

"The New Step-Down Ride"!

you have the priceless protection of heavy steel below, above and all around you!

True Center-Point Steering banishes wheel-fight, and holds your Hudson on its course with a minimum of effort. Interior hardware is recessed to prevent accidental bumps and bruises. Gentle curves in front and rear glass break up the reflections that weary the eye. Yes—"The New Step-Down Ride" is, by any standard, the *safest* automobile ride in the world!

SAFETY AWARD!

"In recognition of a distinguished contribution as a leader in the cause of public safety through the design and construction of its motor cars," Hudson won the coveted Safety Award from *Safety Engineering* magazine.



The Super Series FOUR-DOOR SEDAN—Room to spare for six passengers . . . 125-inch wheelbase . . . available with the new high-compression Super-Six Engine, America's most powerful Six, or even more powerful high-compression Super-Eight. 8 standard colors, 3 special colors and 4 two-tone color combinations, front outer bumper guards, Super-matic Drive and white sidewalls, optional at extra cost.

Now... **THE WEATHER** *itself*



WEATHER AT YOUR BECK AND CALL! Just set the thermostat . . . Hudson Weather-Control automatically maintains the temperature you desire!

ALL THE FRESH AIR YOU NEED! Just open the cowl ventilator . . . Hudson Weather-Control, with its shut door located high off the road, brings you the freshest air you can get!



It's spring twelve months a year . . . inside your Hudson!

For Hudson's four-fold heating, defrosting, ventilating, conditioned-air Weather-Control—optional in all models at extra cost—brings you fresh summer air the year around!

No matter how cold the winter outside, your Hudson's filled with warm, fresh air, gently

circulated without drafts . . . your windshield and windows are free from frost, steam or fog.

Hudson Weather-Control does far more than an ordinary heater. It brings in fresh *outside* air through the cowl ventilator, filters out dirt or insects . . . warms it in winter to the temperature you desire, then circulates it gently and evenly through the interior.

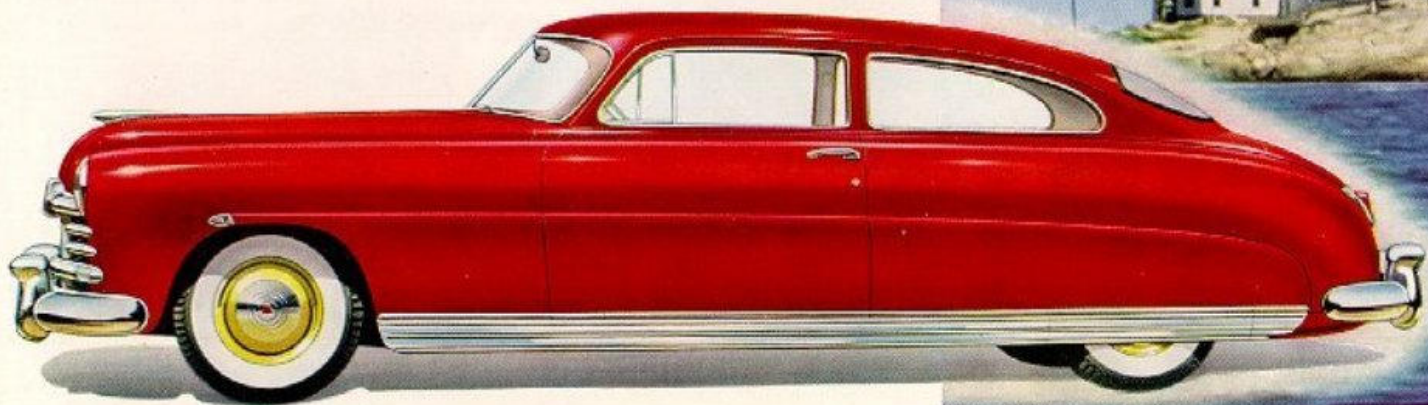


The Super Series CLUB COUPE. Room for six passengers . . . 124-inch wheelbase . . . your choice of the high-compression Super-Six engine, America's most powerful Six, or the even more powerful high-compression Super-Eight, 8 standard body colors, 3 special body colors and 1/2 two-tone combinations, front outer bumper guards, Super-watic Drive and white sidewall tires optional at extra cost.

under your control

The movement of the car forces in fresh air; you determine the volume by adjusting the cowl ventilator. A switch-operated electric blower quietly powers a defroster to keep the windshield clear. You select the temperature you desire; a thermostat control maintains it. In summer you simply flip the control lever to "Cooler"—you still get fresh, outside air, but the heating unit is disconnected, without so much as lifting the hood!

June or January, you get all the invigorating, clean, fresh air you want—thanks to Hudson Weather-Control!



*The Super Series **TWO-DOOR BROUGHAM**. Complete comfort for six passengers . . . 121-inch wheelbase . . . your choice of the high-compression Super-Six engine, America's most powerful Six, or the even more powerful high-compression Super-Eight, a standard body color, a special body color and 1/2 two-tone combinations, front outer bumper guards, Super-matin Drive and white sidewall tires optional at extra cost.*

famous "Step-Down" range of millions!

the door, a colorful new interior, upholstered in rich, long-wearing wool Bedford Cord, combined with lustrous plastic Dura-fab trim that will not scuff, crack, split or peel . . . is stainproof . . . cleans with a damp cloth.

This is Hudson's new Pacemaker . . . priced for millions of new-car buyers!



Pacemaker Series FOUR-DOOR SEDAN—Riding comfort for six passengers . . . 119-inch wheelbase . . . new Pacemaker 112-horsepower high-compression engine. Select your choice of six exciting colors, 5 special body colors, 5 two-tone combinations, Hudson's Super-matic Drive, and white sidewall tires optional at extra cost.

MORE ROOM *than in* *...another marvel*

Just as your first sight of a Hudson tells you that it is the lowest built of them all, your first look inside will tell you that this amazing automobile has more room than in any other car.

You can quickly see that Hudson seats are positioned not only ahead of the rear axle, but entirely ahead of the rear wheels. This permits full use of body width, and as a result, a Hudson of normal exterior width brings you seat cushions that are *up to 12 inches wider* than those in cars of far greater outside dimensions!

You'll see, too, that "step-down" design with its recessed floor brings vital space into Hudson's passenger compart-



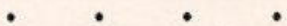
Pacemaker Series TWO-DOOR BROUGHAM. Room for six passengers . . . 119-inch wheelbase . . . new high-compression, 112-horsepower Pacemaker Six engine. Choose from 6 exciting body colors & special body colors, 4 two-tone combinations, Hudson's Super-matin Drive, and white sidewall tires optional at extra cost.

any other car of "The New Step-Down Ride"!

ment, instead of wasting it under the floor and between frame members as is the case in all other cars. And this provides, in Hudson, more head room than in any mass-produced car built today.

Imagine the pleasure in store for you! A greater portion of Hudson's over-all size is devoted to passenger comfort than in any other car.

Stretch out your legs! Spread your arms! Yes, Hudson's unmatched roominess is wonderful . . . a marvel of "The New Step-Down Ride" . . . that you'll find in no other car.



Behind Hudson's unmatched interior roominess stands a major engineering achievement . . . a new and basic contribution to the science of building automobiles.

For Hudson's exclusive "step-down" design increases passenger space by making use of *new* space that is not available in any other type of construction. Interior spaciousness in a Hudson is not the result of increasing exterior dimensions, nor of adding bulk and bulge or clumsy body line. Quite the reverse, "step-down" design, with its recessed floor, makes *better* use of the total size of the car in terms of passenger comfort. Space conventionally unused between frame members can now become a useful part of the automobile. As you can readily see, this great advance in basic design also results quite naturally in graceful, free-flowing lines and a distinctive low silhouette, the aim of designers for many years. But the problem of providing full head room and road clearance is also solved.

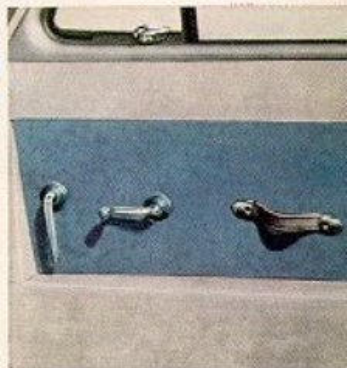
The inherent soundness of "step-down" design is expressed in other ways: in the lowest center of gravity in any mass-produced American car, and the resulting bedrock stability on curves, in cross winds, or on any kind of going you'll find. Yes, it is a great forward step in the automobile world that sums up for you as "The New Step-Down Ride!"



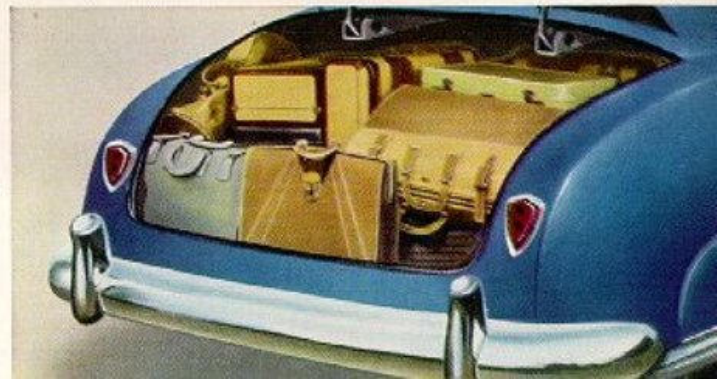
Here's the modern-design Pacemaker instrument panel with new and exclusive fabric-pattern finish. Large, easy-to-read instruments are indirectly lighted. Controls are simplified and beveled for your convenience.



Door and window controls are nestled in the recessed panels. Inside push-button locks, when in use, give added security by making inside and outside door handles inoperative. Outside door handles are streamlined push-button type, with no open ends.



Master-size luggage compartment holds all the luggage you, and all your passengers, need for any trip. Filled with woven-fabric floor mat. Sides finished to match car color. Compartment lid, equipped with theft-proof lock, has spring-loaded hinges for effortless opening and closing.



Never Before Such **GET-**

... and such

From silent loading to brilliant getaway performance, Hudson's high-compression Super-Six engine, America's most powerful Six; the even more powerful high-compression Super-Eight; or the economical high-compression Pacemaker Six produces power to marvel at. These precision-built engines, with scientifically balanced parts, give maximum performance from today's high-octane fuels, but do *not* require premium gas.

Here, for you, are the inherent advantages of L-head design . . . in quietness, longer life, fewer parts, simplified maintenance. And here is power to move you out of tight spots *fast* . . .



Pacemaker Series CLUB COUPE—Abundant room for six passengers . . . 115-inch wheelbase . . . new high-compression, 112-horsepower Pacemaker Six engine. Also available with extra luggage and baggage space as three-passenger coupe. Take your choice of 6 exciting body colors, 5 special colors, 3 two-tone combinations, Hudson's Super-water Drive, and white sidewall tires optional at extra cost.

UP-AND-GO

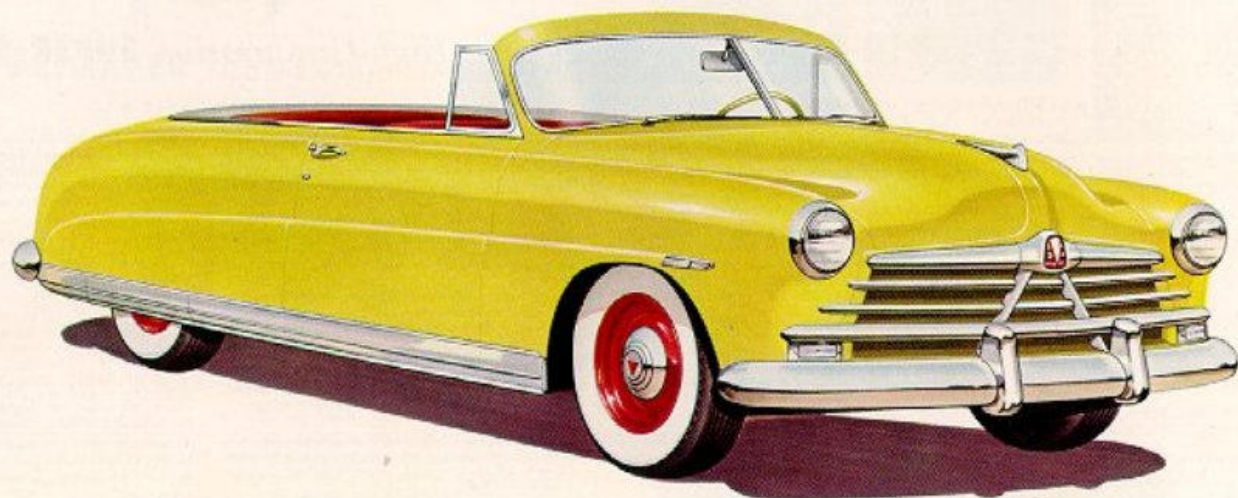
masterful authority for you at the wheel!

to put you ahead of traffic. Here's power that leaves you at journey's end refreshed and alert.

You'll find, too, a whole new world of driving pleasure is yours to enjoy when your engine's dynamic power is monitored by the amazing new Super-matic Drive—another exclusive Hudson engineering development. Up hill or down—on the long straightaway, or in the demanding press of traffic, your own will dictates the swift, silent shift from one gear to the next. Super-matic Drive is the only automatic

transmission that shifts gears *only* when you want to shift and that combines fuel-saving overdrive. And it is the only automatic transmission that may be instantly put into conventional drive at the press of a button on the instrument panel.

In a Hudson you go as you will—and *your* desires control the going always . . . from the inching pace of the curb-to-curb jam . . . to the jet-like burst of speed on the long, wide, open road!



Pacemaker Series CONVERTIBLE BROUGHAM—Ticket to wide-open spaces for six passengers . . . 119-inch wheelbase . . . new high-compression, 112-horsepower Pacemaker Six engine. Hydraulically operated top in tan, black or maroon. Dark-red genuine leather seat and seat-back cushions with dark-red leather-grain trim. 6 standard body colors. 6 special colors, 5 two-tone combinations. Fold-Away rear window, hydraulic window controls which raise and lower windows at touch of a button, Hudson's Super-matic Drive, and white sidewall tires optional at extra cost.

Optional at extra cost and patents applied for.



Now that you have seen the brilliant new 1950 Hudsons, it's worth while knowing that this different kind of automobile is built in a factory system that produces its own Monobilt body-and-frame*, motors, axles, clutches, transmissions, controls and other major assemblies. As a matter of fact, Hudson builds more of its own components than any other car manufacturer.

The above composite view, painted from aerial photos, shows Hudson's more than three million square feet of factory space. This is where millions of dollars have been invested to bring you this new kind of car.

Upper right, Building (A): Gear, axle manufacturing, assembly; (B): Service parts assembly, boxing, shipping, export shipping; (C): Metal heat treating.

Lower right, Building (D): Monobilt body-and-frame*, fender and sheet metal manufacturing, finishing, painting; (E): Medical center.

*Trade-mark and patents pending.

Center group, Building (F): Assembly and production line for rear axle, springs, shock absorbers, stabilizer bar, propeller shafts, gas tank, muffler, brake lines; (G): Super-Six and Super-Eight engine manufacturing, assembly, testing; (H through P): Machine shops, metal heat treating; (J, L, M): Cushion, upholstery fabrication; (P—first and second floors): Manufacturing, assembly of clutches, transmissions; (Q): Production line for front end, including wheels, tires, engine, radiator core, grille, hood; (R): Final inspection, tune-up, material storage.

Lower left, (S): Research, experimental laboratories, engineering buildings; (T): Power plants; (U): Direct rail receiving, shipping; (V): Personnel building; (W): Medical center, hospital; (X): General and executive offices. Upper right, (Y): Hudson Motors, Ltd., London, England.

These modern factories bring you the most modern car of all!

