

THE NEW "LOWEST PRICED" CAR



The NEW

HUDSON 112

"YES! A BETTER DEAL FOR YOUR DOLLAR!"

... Say owners of the "Other Three" leading lowest priced cars

The Biggest Car the Lowest Price Field Has Ever Seen!
The Smoothest Running! The Sturdiest! The Safest!
Yet One of the Most Economical!

Weeks before the new Hudson 112 was announced, Hudson decided to put it to a most amazing test.

We didn't go to our friends. We didn't go to automobile men, or engineers, or even Hudson owners. Instead, we went to the most exacting buyers in the world . . . a group of owners of the "other three" leading lowest priced cars, whose names were furnished to us by an impartial outside source. We turned over to them two cars . . . the latest model of the car they already owned, and a new Hudson 112.

We Asked For Facts

"Compare these two cars," we said, "from roof to tire tread. Style. Size. Room. Comfort. Convenience. Completeness. Performance. Safety. Economy. We want facts. Just give us your honest opinions."

So those owners went into action. They measured seat width, leg room, head room, windshield vision . . . checked package and luggage space. They drove the cars, in traffic and on the open road. Clocked acceleration. Compared smoothness of motors, ease of steering and handling. Tested economy over a measured distance. They rode as passengers, back seat and front.

They gave brakes the toughest kind of a workout. Checked them for soft action, bobbing and swerving. Measured stopping distances. They compared the safety construction of body and chassis. The verdict:

"Biggest and Best of All Four"

With *all* the facts before them . . . those owners confirmed exactly what our own comparisons had

already told us . . . *That the new Hudson 112 gives buyers a combination of size, room, smooth performance, sturdiness and safety on the one hand, and of remarkably low cost of ownership and operation on the other, such as has never before been obtainable in any "lowest priced" car.*

A New Car—Proved in Every Part

We believe that the new Hudson 112 will win in any similar test of downright value, with *you* as the judge. It is like no other car in the lowest price field. A brand new car, yes . . . but with every unit, every feature of design and construction, tested by years of actual use. It is a car that only Hudson could build, because no other company has the exact combination of plant facilities, experience, engineering and manufacturing set-up required to produce it.

"Built by Hudson" MEANS TOP VALUE IN EVERY PRICE FIELD!

While the new Hudson 112 is rapidly winning recognition as the value leader in the lowest price field . . . the 1936 Hudson Terraplane, Hudson Six and Hudson Eight continue as the No. 1 values among low and moderately priced cars.



"NOW THERE ARE FOUR!" say owners of the "other three" leading lowest priced cars. "And biggest and best is the new Hudson 112."

THESE FAMOUS RACING DRIVERS GAVE IT ALL THEY HAD



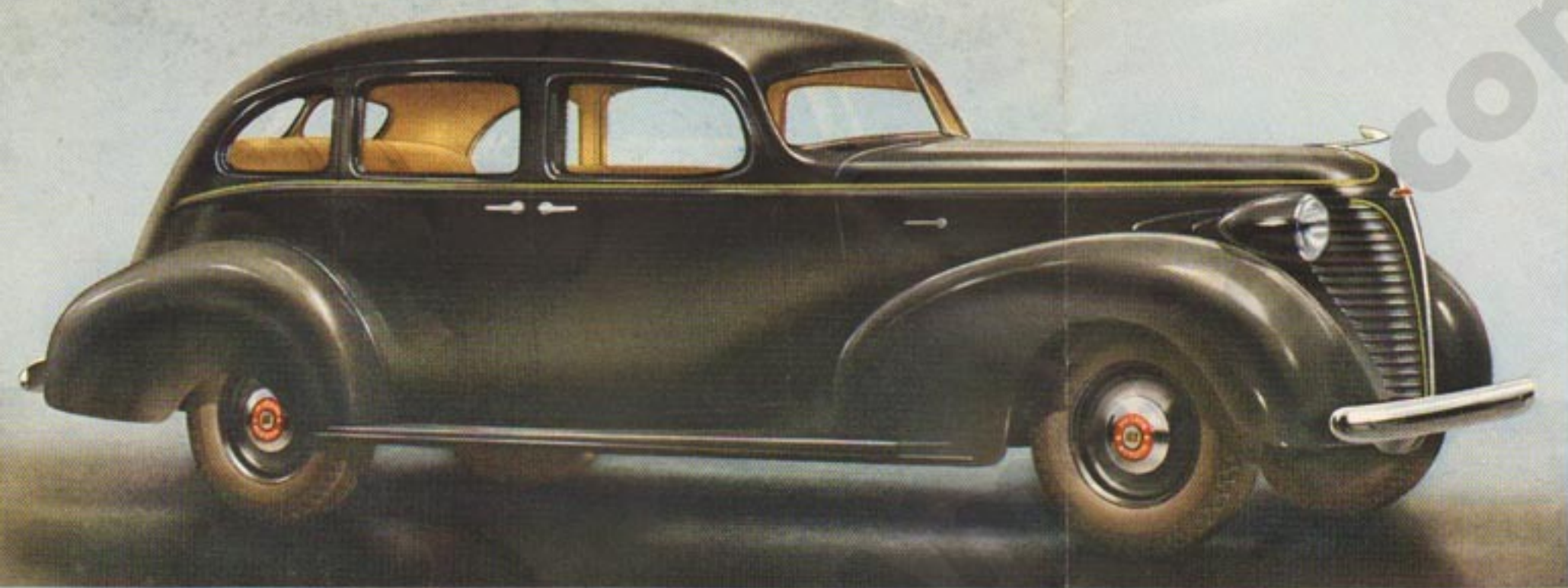
BAKE STAFF
"I tried to make it quit . . . on long, wideopen runs, in traffic jams, on mountain trails . . . for several thousand miles. It took everything I had."

TED HORN
"I've covered over 2,000 miles so far this week in a new Hudson 112 . . . and I had no long reminding myself that it was a lowest priced car."

IRA VAIL
"The new Hudson 112 is a better, buskier, higher quality job than cars I've driven costing twice as much. I'd never have believed its lowest priced car!"

CHET MILLER
"I'm certainly sticking for this new Hudson 112. I like the way it feels . . . sticks to the road . . . those doublewide hydraulics can't be beat!"

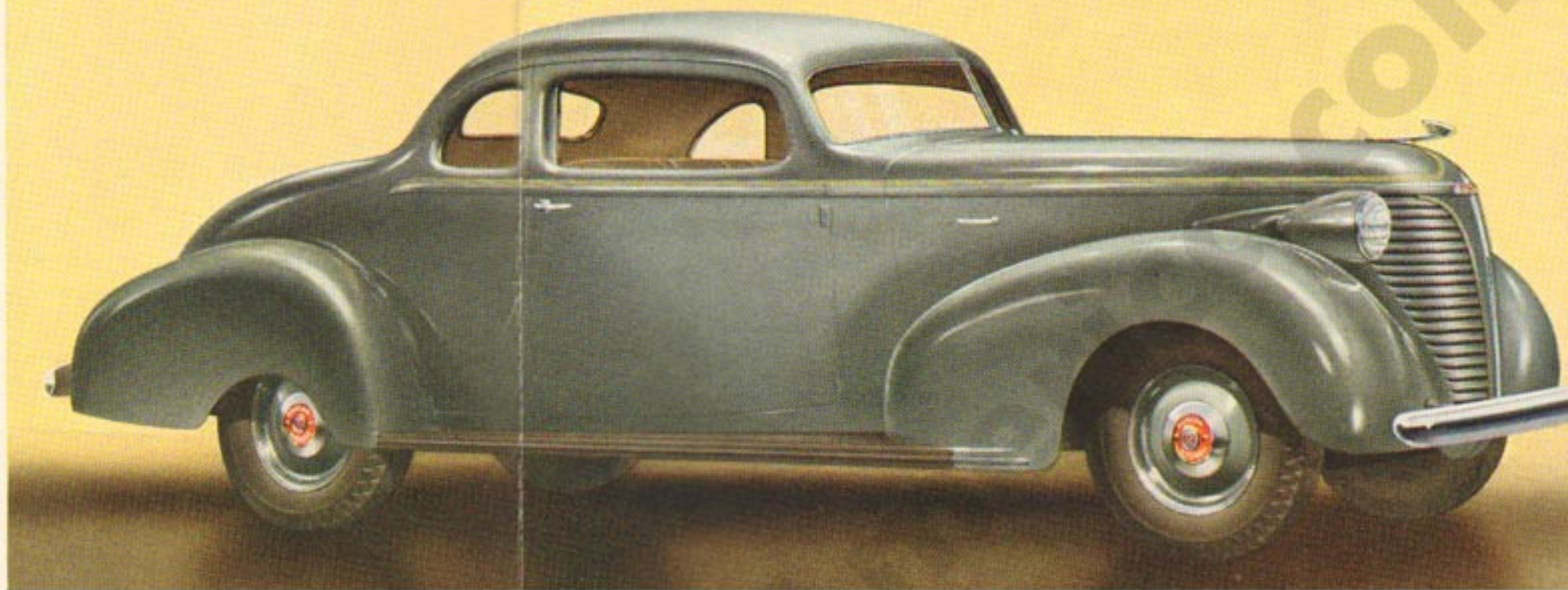
A Combination of Values Never Before Offered in the Lowest Price Field!



(Above)—NEW 1938 HUDSON 112 SEDAN ... for 6 passengers, with Touring Trunk or Trunk Compartment. 112-INCH WHEELBASE ... 6 CYLINDERS ... 83 HORSEPOWER. Available in Black, Russet Tan, Cadet Gray and Venetian Blue.

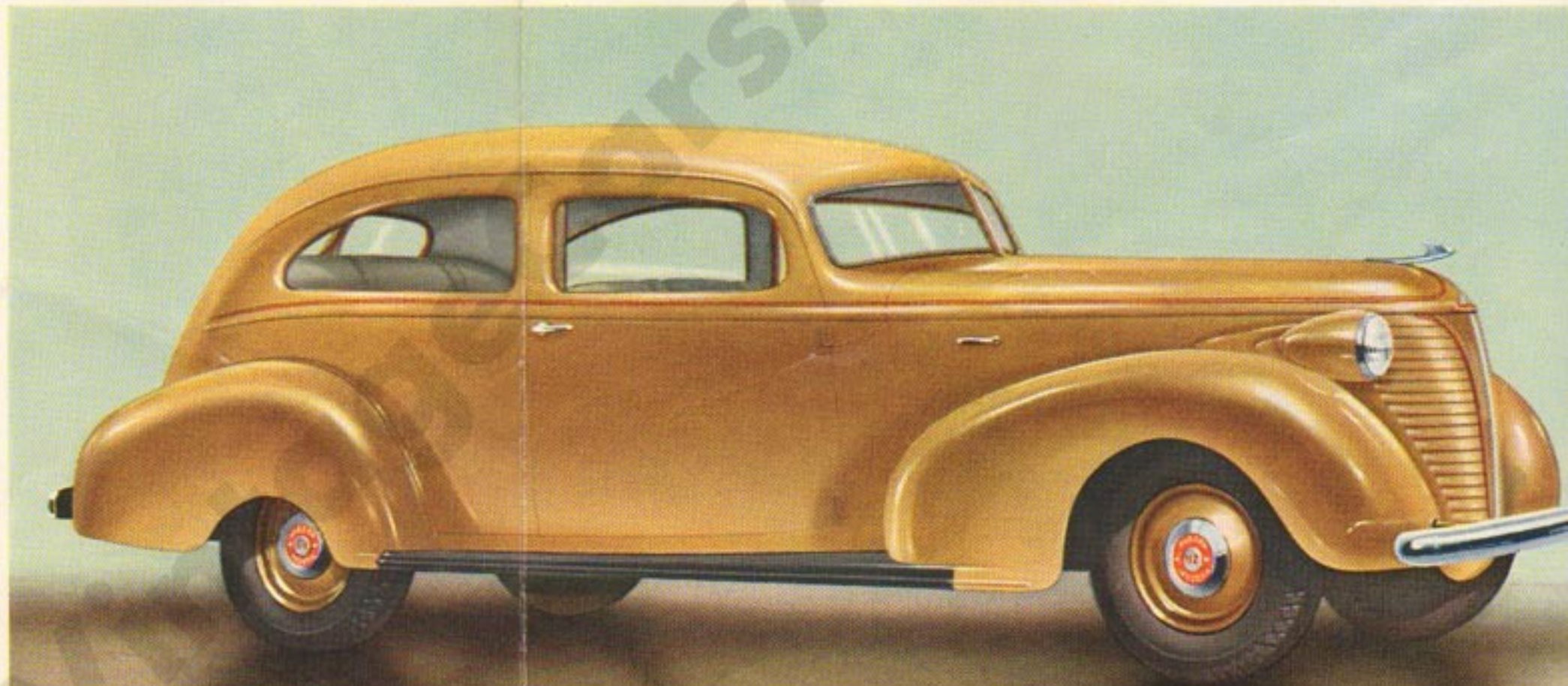
(Below)—NEW 1938 HUDSON 112 CONVERTIBLE BROUGHAM ... for 6 passengers. Also 3-PASSENGER CONVERTIBLE COUPE. Rear Baggage Compartment. 112-INCH WHEELBASE ... 6 CYLINDERS ... 83 HORSEPOWER. Available in Black, Russet Tan, Cadet Gray and Venetian Blue.





(Above)—NEW 1938 HUDSON 112 COUPE . . . for 3 or 4 passengers. Rear Baggage Compartment. Only 4-Passenger Coupe in the lowest price field with all passengers riding inside. 112-INCH WHEELBASE . . . 6 CYLINDERS . . . 83 HORSEPOWER. Available in Black, Russet Tan, Cadet Gray and Venetian Blue.

(Below)—NEW 1938 HUDSON 112 BROUGHAM . . . for 6 passengers, with Trunk or Trunk Compartment. 112-INCH WHEELBASE . . . 6 CYLINDERS . . . 83 HORSEPOWER. Available in Black, Russet Tan, Cadet Gray and Venetian Blue.



New IN THE LOWEST P

... in Roominess and Comfort...



Upper Left: More leg room, head room, elbow room and shoulder room for rear seat passengers!

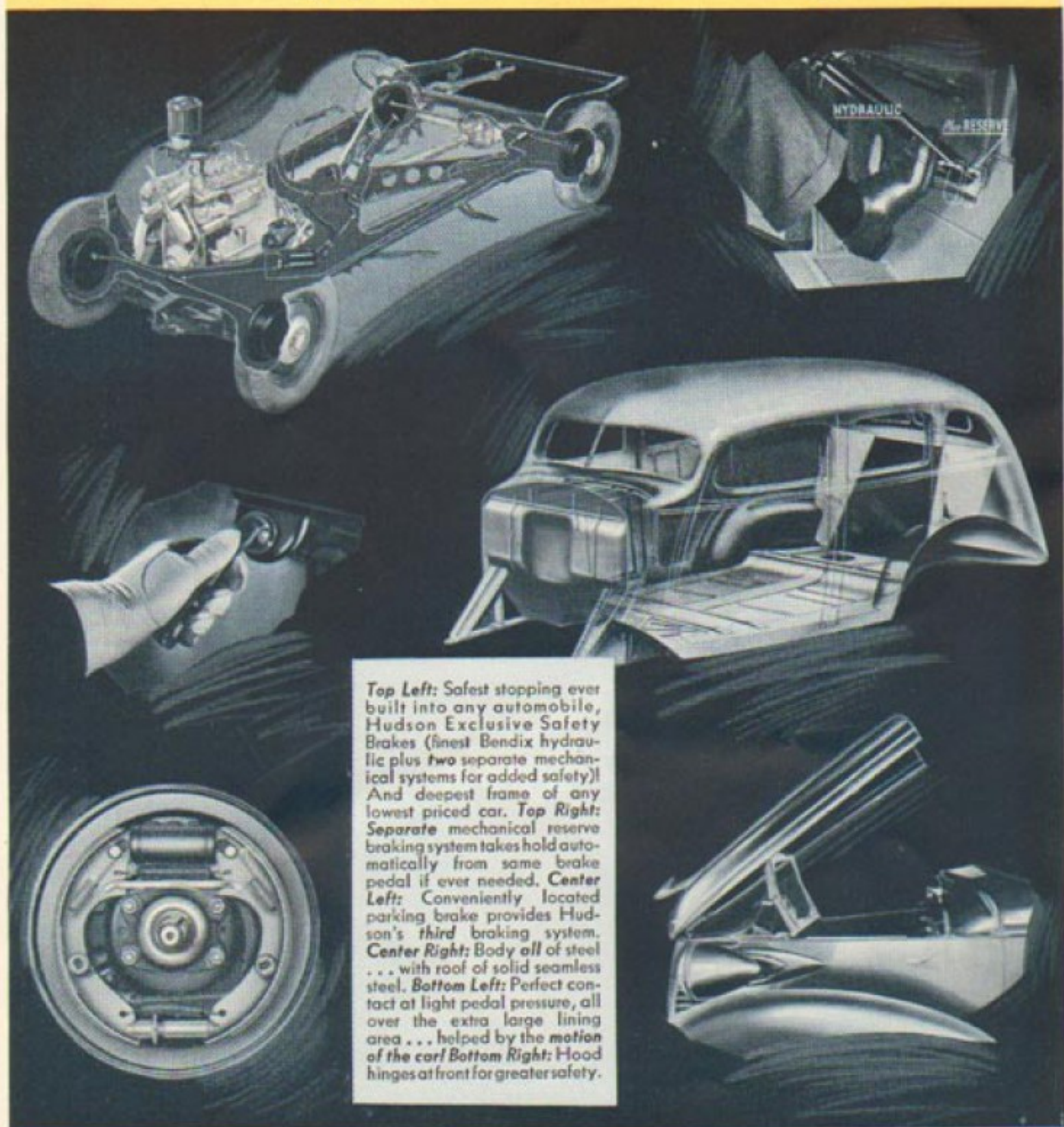
Upper Right: In the 4-passenger coupe, everyone can ride inside, out of the weather.

Lower Left: Widest front seat any lowest priced car ever had! Far more roominess and comfort all around than you'll find in any other lowest priced car.

Lower Right: One of the roomiest trunk compartments in any car.

PRICE FIELD...YET *Tested...*

... in Ruggedness and Safety ...



Top Left: Safest stopping ever built into any automobile, Hudson Exclusive Safety Brakes (finest Bendix hydraulic plus two separate mechanical systems for added safety)! And deepest frame of any lowest priced car. **Top Right:** Separate mechanical reserve braking system takes hold automatically from same brake pedal if ever needed. **Center Left:** Conveniently located parking brake provides Hudson's third braking system. **Center Right:** Body all of steel . . . with roof of solid seamless steel. **Bottom Left:** Perfect contact at light pedal pressure, all over the extra large lining area . . . helped by the motion of the car! **Bottom Right:** Hood hinges at front for greater safety.

Proved FOR 29 YEARS!

... in Performance and Economy



Hudson-built cars have broken more than eighty official performance and endurance records—more than any other stock car in America. **Upper Left:** The only oiling system that lubricates every working part at the *first* turn of the crankshaft, even in cold weather! **Lower Left:** The famous Hudson engine—smoothest, most powerful, most economical automobile engine for its weight, in the world! **Lower Right:** Unmatched smoothness and long life from the famous Hudson balanced crankshaft.

"NOW THERE ARE FOUR"

Say owners of the "Other Three" leading lowest priced cars



"... and the new Hudson 112 is biggest and best!"

★ ★ ★

READ THESE STATEMENTS

(names on request):

"I bought my present car because I thought it would save me money. I was satisfied until I gave it an economy test alongside the new Hudson 112, and saw mine come off second best. If ever a car can pay its own way on gasoline saving, it's this new Hudson. That motor made a hit with me. It's not only smoother and quieter than mine, but it even seems to have more pep. Boy, that's a car!"

"I have been driving cars for ten years, none of them much bigger and more expensive than the Hudson 112, but none of them rode more comfortably or seemed to have any more room. I like the appearance of the hood and the modern design of the front end. I tried the brakes in heavy traffic, and they stop the car on a dime. All of my driving was in heavy traffic and the car handled perfectly."



"I thought I had all the room I was entitled to in my car, even for my 232 pounds, but that new Hudson 112 opened my eyes. It's wider, longer—bigger every way. That goes even for the baggage space in back and the parcel compartment up front. I thought my car was the best looking of the bunch, too. But now I'll have to agree that the new Hudson 112 beats it."

"I liked a lot of things about this new Hudson 112, but nothing pleased me more than that wide windshield. I could see farther—a whole lot farther—on both sides, and that's mighty important these days because I could really relax behind the wheel. The car steers better, rides easier, and certainly hugs the road on curves."

"With a family to look out for, I want a car that's safe, first of all. And I'll have to hand it to the new Hudson 112—it's the safest car I ever drove. I like the steel body, of course. The vision is much wider than in my present car. It seems to handle and ride more

steadily. But best of all—those brakes! I've never seen any to compare with them."

"All I can say after driving this new Hudson 112 is that it's marvelous. I've driven many cars, but none so easy to drive as this. You could see from both sides so clearly, too; it's as though you were in a box seat. You know there's always a sort of strangeness when you drive a car for the first time, but not in this 112. I felt right at home. Its beautiful streamlining will appeal to every woman's eye—if there ever was an ideal woman's car, this 112 is it."

"It's a knockout! I thought I knew how to buy an automobile, but that new Hudson 112 showed me things that my car can't even touch. The smoothest ride I've had since the last time I flew. More room inside than I ever saw before. Higher gas mileage than my car can even claim."

"I never saw such brakes! They work easily and give you a quick, level stop, sure! But what really caught my

eye was that separate reserve set of mechanical brakes that operates from the same foot pedal. I saw a test when the hydraulics were disconnected and yet, when the driver pushed down on the brake pedal, the car stopped! From now on, that's the kind of brakes I want!"

A BETTER DEAL FOR YOUR DOLLAR

This is an open invitation to you to prove to your own satisfaction that in the lowest price field, the new Hudson 112 is a car that costs you less for what you get than any other car in the world. Make any side by side comparison you care to make . . . not only with other lowest priced cars, but with cars of other makes costing even hundreds of dollars more. No matter what new car you have in mind . . . we sincerely believe it will pay you to delay your purchase of any new car until you have seen Hudson. Drive Hudson first . . . the new Hudson 112 or its companion cars, Hudson Terraplane, Hudson Six and Hudson Eight.

We are confident that each of these cars represents, at its price, the best that thirty years of fine car experience can produce.

HUDSON MOTOR CAR COMPANY
Detroit, Michigan, U. S. A.



HUDSON 112 SPECIFICATIONS

THAT *Prove* LEADING LOWEST PRICE VALUE

ENGINE—83 H.P.; 6 cylinder L-Head. Compression ratio 6.5 to 1.
Bore 3", stroke 4 $\frac{1}{8}$ ", displacement 175 cu. in.
LUBRICATION—Refill capacity 4 $\frac{1}{2}$ quarts.
BATTERY—17 plate, 96 ampere hour.
COOLING SYSTEM—Radiator capacity 12 $\frac{1}{2}$ quarts.
FRAME—Double-drop "2-X" type, 7 $\frac{1}{4}$ " deep, triple strength.
WHEELBASE—112"; overall length 187 $\frac{1}{2}$ ".
TIRES—16 x 5.50.
TREAD—56" front, 59 $\frac{1}{2}$ " rear.

GENERAL SPECIFICATIONS

ENGINE—Pistons, silicon aluminum, T-slot cam ground; four pinned rings (2 oil, and 2 compression) connecting rods drop forged; crankshaft fully compensated, drop forged, statically and dynamically balanced.
LUBRICATION—Patented Duo-Flo system with positive oil feed and cooling. Oversize dual oil pump.
CARBURETION—Down draft system with vacuum automatic metering, manual choke and heat control; vapor lock relief valve, air cleaner and silencer.
IGNITION—Full automatic advance; moisture proof distributor. Octane adjustment.
GENERATOR—Full capacity ventilated type; voltage regulator installed with radio.
STARTER—Foot switch on floor.
FUEL SYSTEM—Gasoline tank capacity 12 $\frac{1}{2}$ gallons. Fuel pump.
COOLING SYSTEM—Centrifugal six blade pressure pump. Thermostatic controlled water circulation. Temperature indicator on instrument panel.
CLUTCH—Triple-sealed, oil-cushioned, single-plate type with heat treated cork inserts.

TRANSMISSION—Synchro shift, 3 speeds forward, 1 reverse.

UNIVERSALS—Two roller bearing universals with 3" tubular propeller shaft.

REAR AXLE—Semi-floating type nickel molybdenum gears and shaft. Standard ratio 4-1/9 to 1. Optional ratio 4-5/9 to 1.

SPRINGS—Semi-elliptic type, splayed for transverse stability. U-type self-adjusting shackles.

SHOCK ABSORBERS—Adjustable oil-cushioned direct action type.

BRAKES—Hudson Exclusive Safety Brakes (finest Bendix hydraulics plus Two mechanical reserve systems for added safety). Hydraulics, internal expanding 2 shoe design on all four wheels ... supplementary mechanical brakes—parking lever under cowl.

STEERING GEAR—Worm and roller tooth type 16.4 to 1 ratio ... 17" diameter steering wheel. Natural finger grip.

FRAME—Entire rear structure of frame stiffened by heavy plate crossmember forming floor of body, providing unit-steel body and chassis.

WHEELS—16" steel balanced drop center type.

BODY—Steel roof, floor and body, completely insulated. Box-girder construction with double structure throughout, reinforced at forward end by double bulkhead formed by dash and cowl. Instrument panel provides rigid crossmember ... Rear compartment houses tire and provides abundant luggage space ... Safety plate glass standard in windshield; available in all other windows.

BODY VENTILATION—Front doors slide window ventilating. 17" cowl ventilator.

LIGHTS—Headlamps approximately 50,000 candlepower. Toe switch for driving or passing beams. Tail lamp and stop lamp combined.

UPHOLSTERY—Boucle and smooth finish cloth in closed models. Leather in Convertible models. Form fitting seats and back cushions. Upholstered arm rests in rear seats.

FRONT SEATS—4" adjustment. Split back pivoting front seat on Brougham, Convertible Brougham and Victoria Coupe.

EQUIPMENT—Single vibrator horn under hood ... Vacuum windshield wiper ... Rear vision mirror ... Speedometer ... Fuel level gauge ... Water temperature gauge ... Teleflash signals for oil pressure and generator charge ... Thief-proof locks ... Generous package locker ... Dome lamp with switch in pillar ... Foot rest in back of front seat ... Windshield defroster grilles in instrument panel ... Lacquered fenders in body color at extra cost ... Full set of tools ... Provision is made for radio, heater, electric clock and other accessories.

Save with the new low-cost
Hudson—C. I. T.

TIME PAYMENT PLAN

This convenient plan of buying cars on time payments not only saves you money through lower rates, but it makes it very simple for you to know what the charges are.

And when you take advantage of this plan, you get insurance covering fire, theft, collision and other accidental damage.

The low prices of the new Hudson 112, Hudson Terraplanes, Hudson Sixes and Eights make them easy to buy. This new, low-cost time payment plan makes them easy to pay for.

HUDSON MOTOR CAR COMPANY • Detroit, Michigan, U. S. A.

Note—The Hudson Motor Car Company reserves the right to make any changes in or improvements on its products without incurring any liability or obligation whatever, and without being required to make any corresponding changes or improvements on products therefore manufactured or sold.

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