

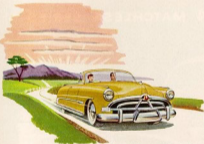
Hudson for '51

IN 4 MATCHLESS SERIES



Hudson for '51

- presents 4 rugged series
- adds spectacular new car
- scores engine triumph
- introduces Skyliner Styling



Lowest built . . . and just naturally a real rugged beauty!

**Hydra-Matic Drive optional at extra cost in Hornet and Commodore Custom Series—Super-Matic Drive optional at extra cost on Super-Six Custom and Personal Custom Series.*



Famous "step-down" design really steps out in '51 . . . with four rugged series, priced from just above the lowest . . . with a fabulous new car—the Hudson Hornet, powered by the sensational new H-145 engine!

. . . with the refreshing beauty and luxury of new Skyliner Styling, both inside and out . . . with automatic driving at its finest in Hydra-Matic Drive and Super-matic Drive*.

So name your desire! Sleek, streamlined beauty, perhaps? The roomiest car made? The world's best ride? Or is it unequalled safety, performance, economy and long life that most interest you?

All this is yours in Hudson for '51—and yours in a degree impossible in any other car! For Hudson has taken the lead and brings you more of the good things in motoring by building automobiles in a new and different way.

We invite you to read on and see how much Hudson has added to the enjoyment you'll find in your new motor car!

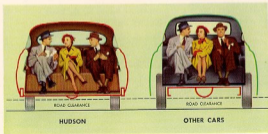
New driving ease! New comfort! And the unmatched security of America's safest car.



Built to handle a crowd . . . with more room than any other car!



Why "step-down" design means more for you!



The key to Hudson's basic improvement in motor-car design is an exclusive recessed floor ("step-down" design), shown graphically at left in comparison with all other cars.

Because of this recessed floor, Hudson is the lowest-built car of all. The roof line is lowered, without cutting head room, and designers are free to create the low, streamlined Hudson silhouettes. Seating room and head room are substantially increased to make Hudson the roomiest car of all. Road clearance is not reduced!

With America's lowest center of gravity, Hudson naturally brings you the world's best ride. You'll immediately recognize the inherent safety of Hudson's low-built design in the smoothness—the steadiness—of a ride no other car can provide!

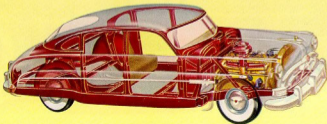


Here is the most practical and advantageous way to build an automobile!

Rugged box-section foundation frame encircles both front and rear passenger compartments—and even extends outside rear wheels, a safety feature found in no other car.

This massive Monobilt body-and-frame* is enormously resistant to shock, strain, rattles. It's the strongest, safest, most durable known!

Hudson's famous "step-down" design in the Monobilt body-and-frame*



In Hudson's all-welded, all steel Monobilt body-and-frame*, the floor is recessed (exclusive "step-down" design).

Passengers ride cradled within the frame, with steel-girder protection, front, sides and rear. Seats are the widest in any car and positioned completely ahead of rear wheels for smooth riding.

Hudson's great advantages in room, ride, safety and long life stem from this new way to build automobiles.

*Trade mark and patent pending.



Hudson Hornet CLUB COUPE for 6 passengers—100 have a selection in all Hornet models of 9 standard body colors, 5 special body colors, or 4 two-tone color combinations at extra cost. White sidewall tires optional at extra cost.



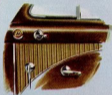
Hudson Hornet CONVERTIBLE BROGRAM, most brilliant beauty of the highway. Wheelbase, as in all the Hornet models, is 124 inches. Top colors are tan, black or maroon. Upholstery is dark-red or Mar genuine top-grain leather with harmonizing leather-grain trim. Top and windows hydraulically operated.



The Hornet's massive, Skyliner Styling hood ornament . . . heavily plated in gold and chrome . . . lends elegant distinction.



Typical of the Hornet's comfort and luxury are handsome, carefully positioned assist straps in Sedan and Coupe.



Set into the valve of each front door, a striking modulation symbolizes the power of the H-345 engine.



Even the back of the lounge-wide front seat comes in for special attention. There's a heavy, de luxe tube bumper, polished metal hand grips and a spacious, tailored pocket.

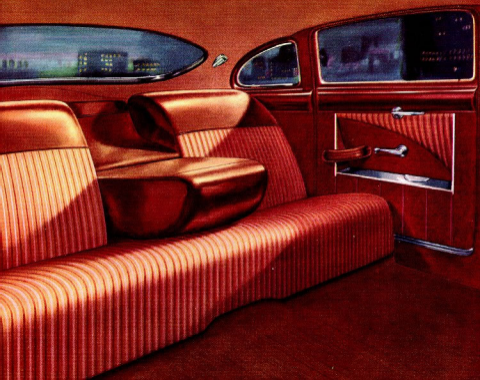


Indirectly lighted, precision instruments are mounted in polished chrome and set against an exquisite leather-grain panel. Gently curved covers and angle Dura-fab top protect your eyes from reflections.



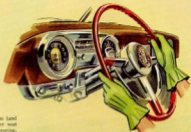
Symbolic of the Hornet's spectacular performance, gleaming "Badges of Power" identify this labiate motor car at a glance.

Distinctive
identification and
appointment details
typical of the fabulous
Hudson Hornet Series

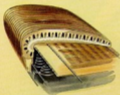


Styled and appointed
to complement the
finest highway travel
in the world

Luxury to please the most discriminating! From the non-reflecting Dura-fab that tops the instrument panel to the slim, clearest wheel that fits your hand as well! . . . are the handiest appointments in automobile. Heavy chrome . . . de luxe instruments . . . the inherent feel of quality—everything designed with the precision of a fine watch.



Skyliner Styling in the Commodore Custom (and the Hornet) means luxurious foam rubber seat cushions, real incredibly soft and long-wearing, thousands of tiny air cells cradle your weight.

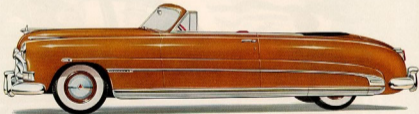


Curved to the car's contours, the immense, one-piece rear window in all models (except, of course, Convertibles) sets a fresh, sparkling style note . . . its 863.4 square inches of area gives safe, unobstructed, at-a-glance vision to the rear.



There's magic in this beautiful, polished deck ornament (set and into the key . . . the sturdy rear deck lid gently releases itself. Lift with a finger or two and the balanced, spring-loaded hinges raise the lid to its convenient, wide-open position. Lower the lid . . . it locks itself!

Commodore Custom Series **FOUR-DOOR SEDAN** . . . upholstered in beautiful nylon of exclusive design with exquisite plastic Dura-fab trim. Arm rests at ends of all seats, and "two-person," 16-inch rear-seat center arm rest.



REAR WINDOW

Commodore Custom Series **CONVERTIBLE BROUGRAM** . . . 9 standard body colors, 4 special colors at extra cost. Top colors for Convertible: tan, black or maroon. Upholstery is dark-red or blue genuine top-grain leather with harmonizing leather-grain trim. Top hydraulically opened.

Fold-away* rear window increases vision, yet is angled so that it folds snugly into body when top is lowered. Windows controlled hydraulically. Driver has master window controls at his side; individual controls are below each window. *Patent pending.

SUPER-SIX Custom SERIES

Super-Six Custom Series **FOUR-DOOR SEDAN** . . . Provides more inside room than any other car at any price, except another Hudson. As in all Hudson models, this Sedan has a Full-View Curved windshield, and huge, one-piece rear window.



Super-Six Custom Series **CLUB COUPE** . . . Like the other Super-Six models, the Coupe presents gorgeous free-flowing lines and a wealth of conspicuous features. In every respect it is a car that will fill you with pride of ownership.

Super-Six Custom Series **CONVERTIBLE BRUSHHAM**. A sweep of fine lines captivates attention. Top colors: tan, black or maroon. Top hydraulically operated. Hydraulic window controls optional. Upholstery in dark-red or blue genuine top-grain leather with harmonizing leather-grain trim. Super Series models available in 9 standard colors. 4 special body colors at extra cost.



TEXT ↑



An interior of strikingly new, original design. Gorgeous new three-tone Bedford Cord upholstery. Beautifully tailored and upholstered recessed door panels, door and window controls conveniently out of your way. Around you in harmonizing plastic Dura-fab trim.



Heavy cord retractor and large envelope-type pocket in front-seat back add extra convenience. Beautiful, practical Dura-fab trim covers the seat back in harmonizing color. Dura-fab does not scuff or peel and is easy to clean.



Click a switch and the front dome lamp floods the interior with soft brilliance. Twist a knob and the radio* antenna is up or down as you choose. Large, 6x lens rear-view mirror shows road behind free of distortion, free of glare.

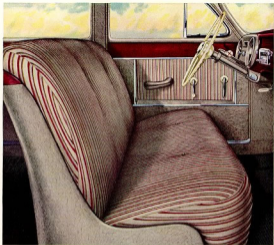
*Radio optional or extra cost



Two tiny sentinels guard your Hudson. . . Hudson's exclusive Tolefack signals, invisible when everything is shipshape, invisible when everything is shipshape, they flash bright red warnings if oil pressure or generator charging rate drops. They flash, too, when you turn on the ignition, assuring you they're on the job.



Instrument panel gauges brilliantly lighted, easy-to-read instruments for maximum. Exclusive use of chrome, leather-grain finish and harmonious, nonreflecting Dura-fab.



Skyliner Styling, too, in America's lowest-priced big car! Here, in this roomiest of all front seats (except in other Hudsons, of course), is rich, new gray special-wear cord upholstery with red and brown stripes and plastic Dura-fab trim. Upholstered recessed door panels . . . highly polished chrome hardware and fittings . . . carved-wood instrument panel . . . there's high-priced luxury and richness in this husky, lower-priced motor car!



Spaceless parcel locker at your finger tips! This thoughtfully large compartment with rubber-cushioned door, feather-touch latch and sturdy lock is provided in the instrument panel of all Hudson models.



The roomy-size luggage compartment in every Hudson holds all the baggage you, and all your passengers, need for any trip. The floor is mat-covered, and sides are finished to match car color. The compartment lid, equipped with a sturdy lock, has spring loaded hinges for effortless opening and closing.



Pacemaker Custom Series FOUR-DOOR SEDAN.—
In this model (Brougham and the Coupe also) you
have a choice of 6 standard body colors, 6 special body
colors, 4 two-tone color combinations, optional at
extra cost.

4 TWO-TONES



Pacemaker Custom Series TWO-DOOR BROUGHAM.
—Many prefer the Brougham's safety as a family car
with door controls out of children's reach. As in all
Hudson cars, an illuminated moldings in the front
grill lends distinction.

Pacemaker Custom Series CLUB COUPE.—
The interior of the Coupe (and all other Pacemaker closed models) is equipped with twin pivot-type sun visors, front fender loop, large parcel compartment with lock and many other motoring aids. Also available as 3-passenger Business Coupe. White sidewall tires optional at extra cost on all Pacemaker models.



Wherever you go

Friendly Service at the Hudson Sign

When you purchase a Hudson, you have assurance that wherever you drive you will be near an efficient Hudson dealer or distributor service establishment.

The great Hudson network of strategically located parts and service stations is the result of a Hudson policy that goes back 41 years. This policy requires that each Hudson retailer maintain a modern service department, effectively tooled, staffed with trained Hudson service mechanics, and carrying at all times a well-balanced stock of genuine Hudson parts. These 3,000 Hudson service stations are further supported by master stocks of parts at centrally located Zone Office and Distributor Parts Depots.

Each Hudson dealer—and his service manager—regards every Hudson owner as a friend to whom he has assumed a special obligation. You can depend upon him—whether you are at home or touring—for cordial, courteous and efficient servicing of your Hudson car.

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

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