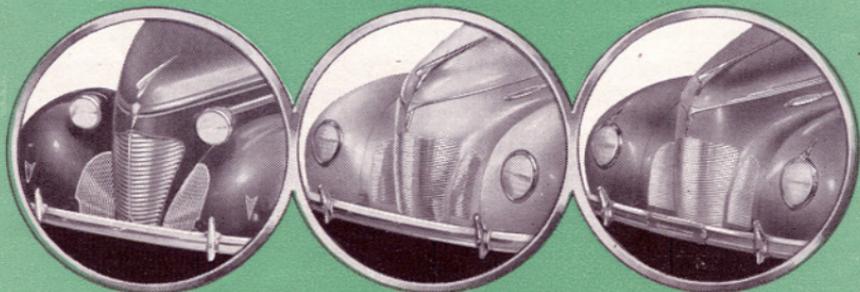
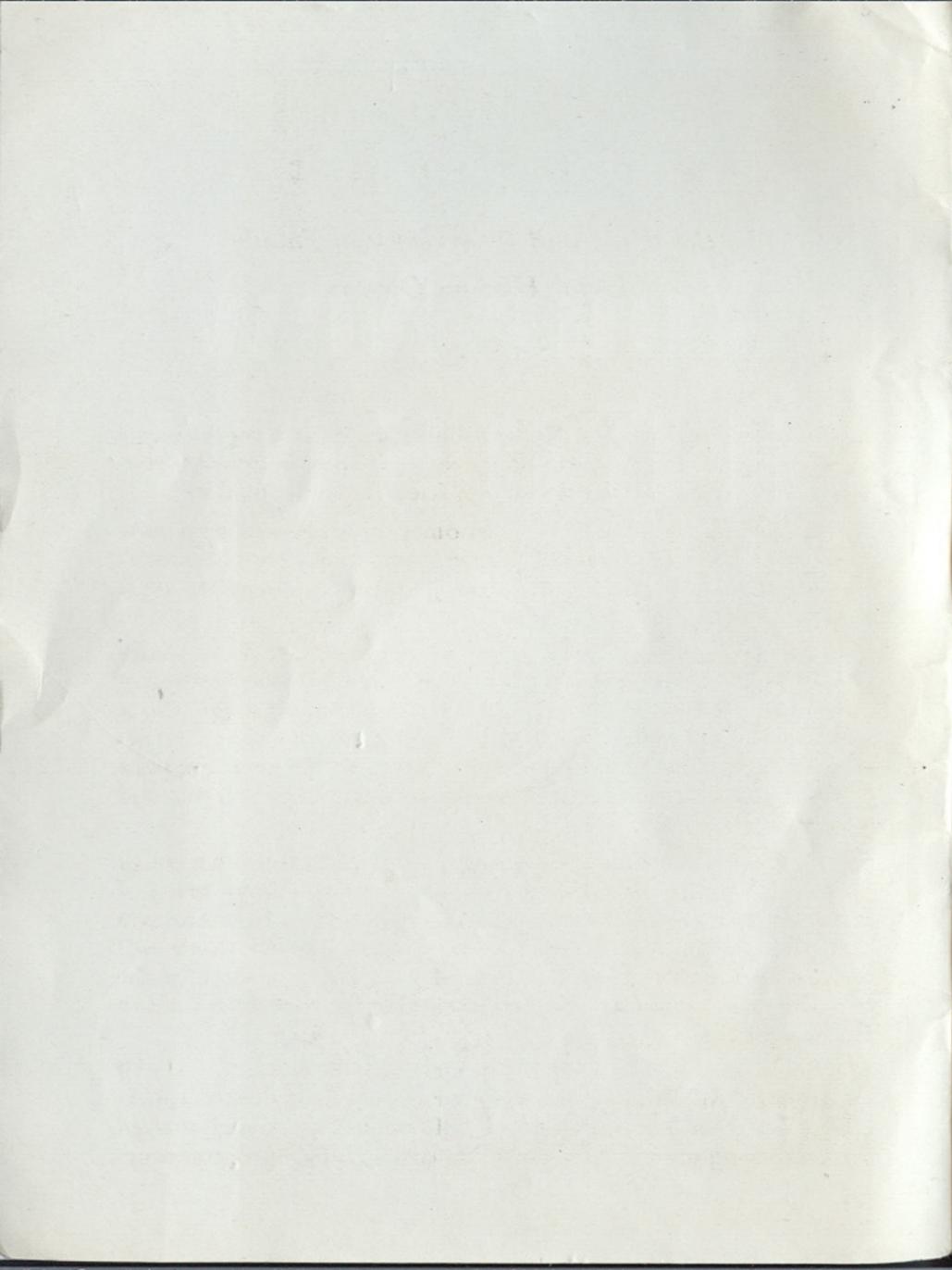


Your New HUDSON





W E L C O M E

*To the Wide and Ever-Growing Family
of Loyal Hudson Owners*

As the owner of your first Hudson-built car, or as a repeat buyer of your second, third, fourth or more, we want you to know that it is gratifying to include you in the friendly Hudson family.

We know that the dealer from whom you purchased your new Hudson has already extended his welcome and assured you that everything in his power will be done to render complete satisfaction.

May we, then, add that this policy of full cooperation in maintaining your enjoyment of Hudson ownership is a cornerstone of the entire Hudson organization. The Hudson management is interested in your experience with Hudson products, and wherever you go you will find close at hand one of our great network of Hudson dealers whose aim it is to excel in proper service and owner satisfaction.

In this booklet, which you can read in a short time, we touch on some of the modern features you are about to enjoy—many of them yours to enjoy *alone* as they can be found only in Hudson cars. Also, we have put down a few facts, which we think will interest you, on the company behind your car and some of the basic features which have contributed to the enviable reputation Hudson enjoys.

We hope the reading of this booklet will be helpful . . . will generate in you the feeling that your purchase is deeply appreciated and that our best efforts will be wholly aimed toward the cementing of this friendship into one of long, long standing.

YOU CAN ENJOY ALL OF YOUR HUDSON

The things which prompted you to buy your Hudson are naturally those to which you will look for the most enjoyment. As your ownership lengthens, however, and you meet the great variety of driving conditions that modern transportation brings within range, you will put to the test features that perhaps you hadn't considered at all!

Hudson engineers, you see, have tried to anticipate the needs of *all* types of drivers . . . in all parts of the country. They have built a car carefully balanced in all-around excellence. Thus, you can confidently go on to meet any motoring challenge . . . master it with a thrill of satisfaction . . . and confirm again and again your good judgment in choosing a Hudson.

RIDE IN STYLE . . . *and* COMFORT

One of the most apparent examples of Hudson thoughtfulness in anticipating your needs may be found in the way the body has been designed.

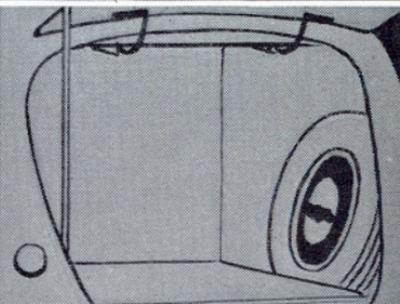
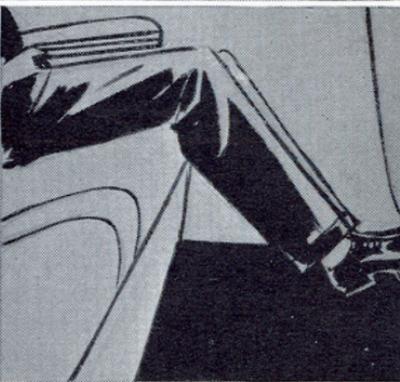
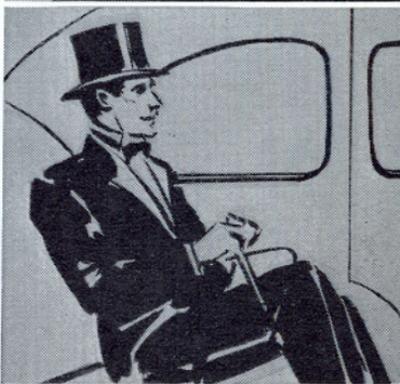
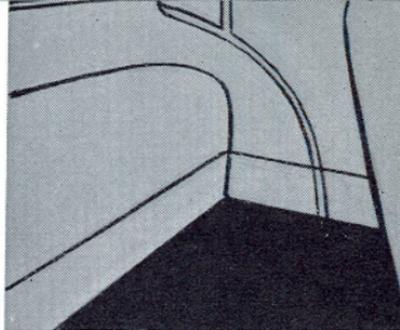
You've seen many cars which, in striving to look "different" in appearance, show serious sacrifices in roominess, comfort and plain common-sense convenience.

Hudson cars for 1939 are completely new in exterior appearance. They will shine out in the best of company . . . no matter where you go. And they will remain stylish for years to come.

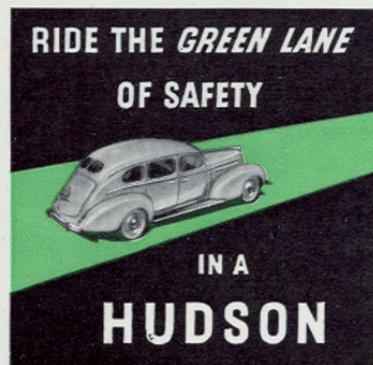
Yet, every Hudson still has the full 3-passenger-width front seats we introduced two years ago, still has a wider windshield than found in any other car. Viewed from the rear, the 1939 Hudson has a beautifully streamlined sweep. Yet leg room and head room are ample, as before, and far ahead of that in cars anywhere near the price you paid. Floors are low . . . yet are level and not marred by uncomfortable and unsightly "tunnels." The new Carry-All Luggage Compartment (Concealed Trunk) is the best available at the present time—and has no "bulge."

Why? Because the artists, in designing Hudson cars, follow sound principles of construction laid down by Hudson engineers, resulting in a delightful streamlined appearance obtained without practical sacrifices.

Such skillful foresight characterizes the entire car, and reaches its height in that most important of all factors . . . *safety.*



RIDE THE GREEN LANE OF SAFETY IN A 1939 HUDSON



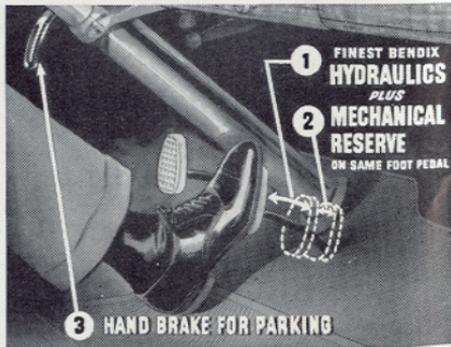
In your new Hudson, you have the safest car that it is possible to build with today's knowledge and materials.

That is a comforting thought. It means you have at your command, advanced—and in many cases, exclusive—features that help *prevent* accidents. It means the ultimate in *protection* in the event unavoidable accidents *do* occur. And finally, it means a *sense of safety* . . . an ease of mind

at all times . . . that doubles the pleasure received from every other Hudson feature. Let's briefly review some of the extra margins of safety built into your new Hudson.

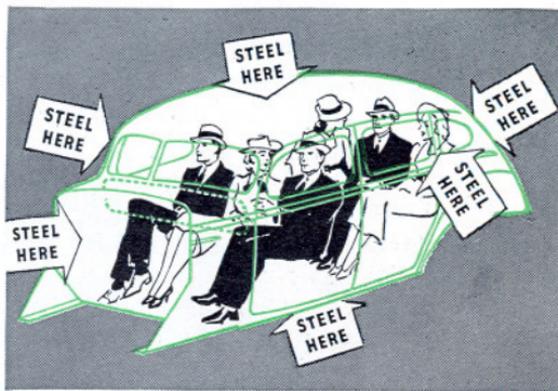
Patented Double-Safe Hydraulics

No other car has a braking system to match the Patented Double-Safe Hydraulics on your new Hudson: Finest Bendix Hydraulics, with a mechanical emergency brake working automatically from the *same* foot pedal. The easy-acting hand brake for parking, located under the dash at the driver's left, gives still a third braking application. World's Safest Stopping!



Safety Steel Bodies

Hudson's experience in building steel bodies is unmatched by any other automobile manufacturer. Hudson began building them in 1926, and in 1935 was first to build steel bodies with roofs of solid steel. The huge body plant, a part of the Hudson factory, was designed expressly for steel body construction. The Hudson you now own protects you with all four sides of steel, roof of steel, floor of steel.



The great strength of this modern Hudson steel body is utilized to the full through Hudson's "Unit Construction" . . . a fundamental principle of design, pioneered by Hudson, which completely revolutionized motor car building.

In most cars the body is a separate unit from the frame, leaving the latter to do all the work of providing the necessary rigidity. The Hudson body, however, is designed as a unit with the frame—the steel floor of the body being bolted securely to the massive frame at 38 points. Thus, this steel floor reinforces and braces the frame—it is, in effect, an extra cross member running the full width and length of the car. Running boards and fenders are also bolted rigidly to the body and frame, uniting into a single unit of steel with the greatest possible strength and safety.

Elimination of Useless Weight

Hudson's unit engineering, plus the use of lighter but stronger metals, has led the entire automotive world to seek stronger, safer cars through elimination of useless, dragging weight.

Too heavy a car must carry around excess weight that contributes not one bit to safety or steadiness. It is clumsy . . . unwieldy

. . . unbalanced. Harder to handle. Costly to run. It has, like an overweight person, too much useless "fat."

A car too heavy for its size is subjected to the danger of excess skidding on wet or icy roads. It gathers unsafe momentum going down hills. You know how much faster a plump child will go down a sliding board.

Your new Hudson is a big car—and "all muscle." Even the smallest model weighs a ton and a third—but with every ounce of its basic construction put to work for greater safety. Your Hudson has been trained down to that fine edge of condition: no excess weight, but weight with maximum strength. It has scientifically engineered ride-controlling devices and large, fine quality tires. It has sturdy airplane type shock absorbers . . . a rugged front axle . . . strong leaf springs . . . a deep, reinforced frame.

These factors give sure-footedness, steadiness and safety that mere *dead weight* could never provide.

Safety in Performance

It is common knowledge among engineers that Hudson-built motors develop more power for their size than those of any other make. This, combined with the very same elimination of useless



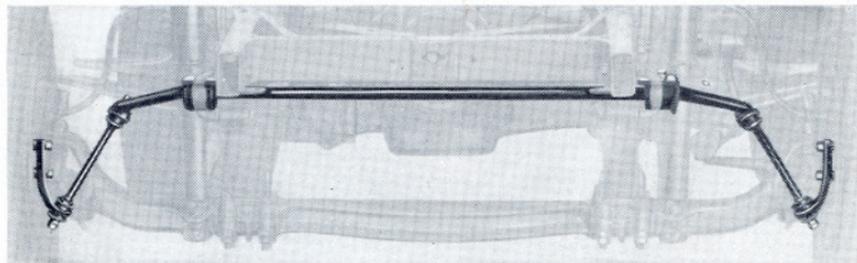
weight that makes your Hudson stronger and safer, is a basic factor in its superior performance and economy.

“High power-to-weight ratio” is what the engineers call it. Fewer pounds for each horsepower to move around. More nimbleness, with less gas needed.

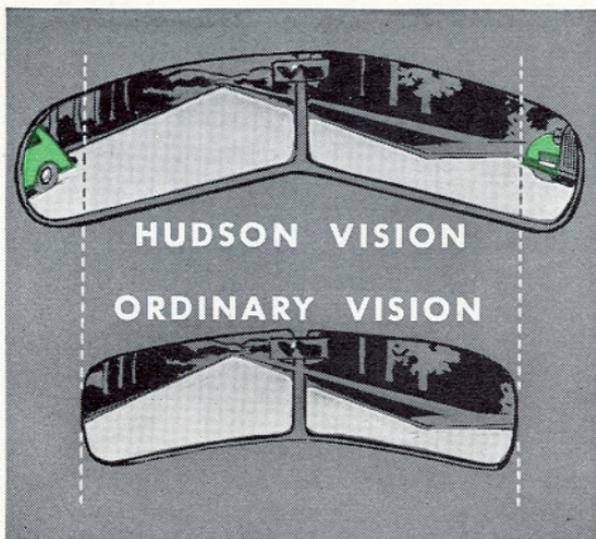
You notice the results of this great advantage in the way you can accelerate from a stop in leaving a green light. You use it as reserve power in sweeping around another car on the open road as though it were standing still. You find it giving you wings on a hill . . . lifting you up and over the toughest grade.

You will enjoy Hudson performance in many ways, but we venture to say that none will be more important to you than the way it can take you out of “tight spots” and keep you safely in the clear.

New Auto-Poise Control



In your new Hudson you enjoy the extra protection of Auto-Poise Control. This revolutionary mechanical safety invention (patent applied for) is a marvelous aid to *precision driving*. It helps keep wheels straight even if a tire blows . . . makes driving surer, steadier. And no other car has anything like it!



Widest, Safest Vision

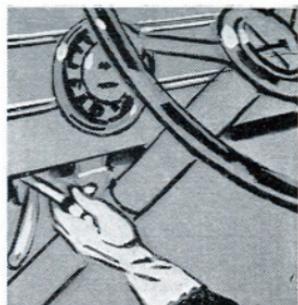
The only way we can safely judge traffic conditions is to see from the *sides*, as well as from the front . . . and see with *both* eyes! Narrow windshields, with posts blocking out traffic, create one-eyed side vision—a menace to safety.

Your new Hudson has a windshield $52\frac{3}{4}$ inches across . . . wider by six to nine inches than popular competitive cars. It also has an extra deep "V." You can see both sides with both eyes. Nothing can pop out from the side unseen. This gives you a great advantage in safety under all driving conditions.

New Dash-Locking Safety Hood (Exclusive)

Every one of us has driven out of a gas or service station at some time, only to find that the hood had not been latched properly.

With the old style side-opening hood, this was merely annoying. But with the present "alligator" type, this oversight becomes



actually dangerous! Wind may blow the hood open and completely obscure vision.

The hood on your new Hudson is hinged *at the front*, and cannot blow open. Wind only serves to close it more tightly. Furthermore, your hood locks and unlocks from a lever *inside* the car, up under the dash. *When you lock the car . . . you lock the hood!* This design exclusive with Hudson.

Thus you have triple protection . . . from annoyance, blocked vision and theft of battery or engine parts.

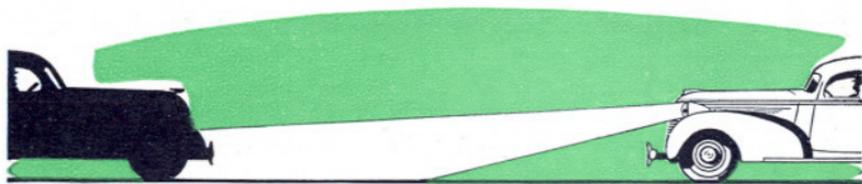
New Headlight Beam Indicator



The powerful beams of your Hudson lights are a boon to safe driving . . . lighting the road well ahead and to both sides. For passing, your lights are not dimmed but deflected.

Now the new Headlight Beam Indicator adds even more safety. All of us have had to snap our

foot switch off and on to be sure we were not blinding an oncoming driver. This new little red light on the dash will tell you instantly whether or not your headlights are safely focused down on the edge of the road in passing . . . eliminating a real hazard in night driving.



Extra Precaution Needed

Night driving also requires extra precaution. Before starting a night trip, you should see that your headlamps, tail light and stop light are working. A kit of extra bulbs costs little and may save your facing an emergency in night driving.

You have no control over the weather, but you can control bad weather driving to a great extent. Here, lights are doubly important. When you run into a fog, pull to the side of the road and inspect your lights, being sure that the tail light and stop light are clean and in good working order. Then proceed with caution, holding close to the side of the road. Drive with lights deflected . . . bright lights reflect back at you from the fog. For complete safety in this respect, have your dealer install a pair of Hudson Fog Lights.

Slippery streets, from rain, snow or sleet, offer hazards you cannot avoid but which you can reduce by extra caution. The first precaution is the reduction of speed. Avoid stopping as much as possible. Time your arrival at traffic lights to "hit the green" if possible. If you must stop, let your car come to a gradual halt, pumping the brake pedal. Avoid pushing it in, holding it there and locking the wheels. In starting on icy pavement, use high or second and avoid spinning your wheels. Accelerate slowly. Driving with good tire treads is recommended.

All of us want to reduce traffic accidents. Hudson is doing what it can in this direction by building the safest cars on today's highways. The only way safer driving can come about is through the combined efforts of America's motorists.

HUDSON OWNER POLICY

Your Assurance of Satisfaction



When your new car was delivered to you, you received the liberal Hudson Owner's Service Policy and the Owner Identification Card. The Owner's Service Policy is primarily intended to assure proper care of your new Hudson during the first few thousand miles. This is important because attention given your car during this period frequently determines your satisfaction in

performance, long life and economical operation during the subsequent thousands of miles you will drive.

Your Owner's Policy is your assurance, too, that the car has been prepared properly, in accordance with factory instructions, for delivery to you . . . that it is ready for the road.

Free major inspections, as provided in your Owner's Policy, should be obtained promptly upon completion of the stated mileage, from the Hudson dealer who sold you your car.

The Hudson Motor Car Company always has built every part of its automobiles of fine materials, with careful, expert workmanship . . . your assurance that you have an automobile built to last. Your Owner's Service Policy backs this up. It warrants every part against defects in material or workmanship for 90 days after delivery of your car, or for 4,000 miles, if that distance is covered before the 90 days have elapsed. Read your warranty for complete details.

The Hudson owner seldom needs the warranty, but on the rare occasions when he does, it entitles him to service within the

provisions of the warranty at any Hudson dealer or authorized service station in the United States or Canada, upon presentation of the Owner's Identification Card. It is important, therefore, that you have the identification card always with you.

The factory recognizes an obligation even beyond the terms of the Owner's Service Policy . . . the obligation to maintain a widespread service organization with standardized, reasonable prices on parts and labor. Hudson service is available in every city, and nearly every village, in the United States and Canada.



FIRST 1500 MILES

Important in the Life of Your Car

The manner in which you drive your new Hudson will determine, to a great extent, the pleasure you get from your car, its operating economy and the length of its life. Even though you are a good

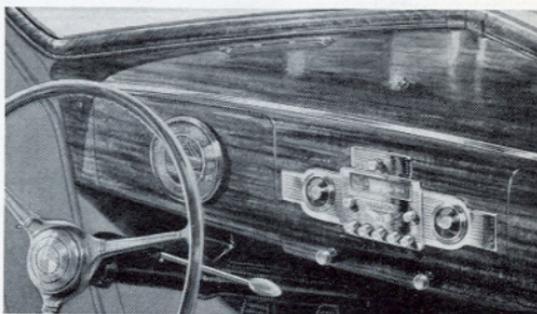
driver, we suggest that you familiarize yourself with your new Hudson by reading the Owner's Manual which came with your car. This will take a little time, but you will find it time well spent. Obviously, we can make only general suggestions here . . . your Owner's Manual goes into detail. Take it and familiarize yourself with all the instruments and controls on your car.



Every driving feature, for comfort, efficiency and safety will be found in your new Hudson. Seats are wide and restful; leg room and head room are ample. The driver's seat is easily and quickly adjustable over a full 4-inch range. Clutch and brake pedals, shift lever, steering wheel and starter button—all are conveniently positioned.

The instrument panel tells you everything you need to know at a glance, but has purposely been kept free of meaningless, distracting decoration. Unique "Teleflash" signals warn you instantly if the generator or oiling system needs attention . . . and the speedometer is directly in front of you. You can read it instantly, merely by lowering your eyes.

One of the first things you'll notice about your new Hudson is its remarkable ease of steering and riding. Scientific distribution of weight and finest roller tooth steering mechanism make it instantly responsive to your lightest touch at the wheel. New Auto-Poise Control helps hold wheels to their course automatically. Long, gentle leaf springs make possible a ride so smooth that you can drive long distances without becoming tired. Proper inflation of tires plays an important part in both steering and riding; make certain that yours are checked frequently and kept at the recommended pressures.



To be sure of quick starting: If the engine is warm from previous running, hold the accelerator from a quarter to half way down during starting operations. If the motor does not start in 12 to 20 seconds of cranking, release the starter button, wait a few seconds and repeat. "Pumping" the accelerator or continued

cranking without the ignition on will cause flooding. In case of flooding, press the accelerator all the way down and crank the car. This will draw excess gasoline through the motor.

Observe these speeds—0 to 250 miles, 40 miles an hour in high or 20 in second; 250 to 500 miles, 50 miles an hour in high, 25 in second; 500 to 1,000 miles, do not exceed 60 miles an hour.

TAKE ADVANTAGE OF HUDSON'S ECONOMY

The fully balanced, precision-built Hudson motor is extremely economical with gasoline and oil. The elimination of useless weight, through unit engineering, further cuts fuel costs and adds thousands of miles to the life of your tires.

Due to the very high power-to-weight ratio in your Hudson, it is not often necessary to open your throttle to the full extent . . . only for very short periods of extreme acceleration or top speeds.

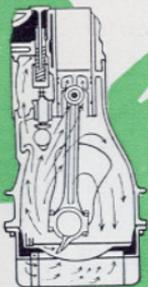
This means you run most of your mileage on *part throttle* operation! Being in the absolute minimum range of gas consumption, this gives higher gas mileages.

Also, Hudson engines turn over at relatively low speeds at all times . . . whether in town or country. Consequently, "overdrives" or special transmissions—costly to operate in town, where usually 90% of driving is done—are not needed.

Naturally, engine parts do not wear as much, while gas mileage is still further increased.

Patented Lubrication

Only cars built by Hudson have patented Duo-Flo oiling . . . the only system which sends an adequate supply of lubricant to every moving part of the motor at the first turn of the crankshaft. Two



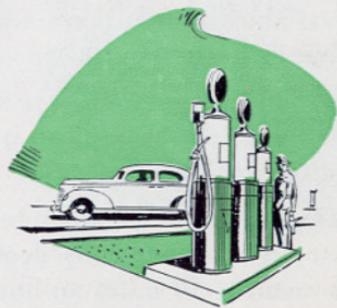
generous streams of oil are driven to working parts by the over-sized pump. One stream goes to the front of the motor; the other to the rear. This assures ample, efficient lubrication on hills as well as on level roads. The labyrinthian system then cools the oil before it is filtered and recirculated. Most important is the fact that the flow of oil in your Hudson increases in direct proportion to the speed of your motor. No other lubrication offers these important advantages.

No doubt you have admired the smoothness of the clutch action in your car. Only cars built by Hudson have these smooth, easy-acting, long-lived, oil-cushioned clutches, developed . . . patented . . . built by Hudson. The surfaces glide together in a film of oil without the friction which shortens the life of the lining in other types of clutches. To keep the clutch performing most efficiently throughout the life of the car, only the special clutch lubricant prepared by Hudson—known as Hudsonite Clutch Compound—should be used. More complete information about this is found in your Hudson Owner's Manual.

You Hold the Purse Strings

Even with these advantages, economical operation is largely up to the driver. The same car will show varying operating costs in the hands of two drivers of different driving habits.

Periodic check-up and adjustment of your car, including proper lubrication, are important to economical



operation. With the car in good condition, you can get better mileage by observing the following:

- 1.** Do not race the motor when warming up. This causes wear on the working parts and consumes excess gasoline and oil.
- 2.** Use low and second gears only when necessary. In starting on the level, go through low, second and high gears.
- 3.** Accelerate gradually. Learn the "feel" of your car and do not feed more gasoline than the motor will use.
- 4.** Drive at moderate speeds. Any car requires more gasoline in the higher speed ranges. For instance, actual tests on a number of popular makes of American cars show: it takes 29% more fuel at 40 miles an hour than at 20; 39% more at 50 than at 20; 54% more at 60 than at 20; and 82% more at 70 than at 20.

Speed also governs oil consumption to a great extent. Similar tests show that it takes seven times as much oil at 50 miles an hour as it does at 30.

Start in low gear and use second in adverse driving conditions. Do not apply brakes too quickly. (This avoids scoring of brake drums or lining.)

Fast acceleration, sudden braking, under-inflation and continuous fast driving materially decrease tire life. Wear on tires is twice as much at 50 miles an hour as it is at 40.

KEEPING YOUR HUDSON NEW



Proper care of your car increases its resale value as well as your pleasure in owning and driving it. Your Hudson has been delivered to you ready for the road. It was filled with the proper lubricant . . . tires were properly inflated . . . the radiator was filled . . . the battery had been checked.

Upon completion of your free inspection mileage-period, return your car to your Hudson dealer for the free inspection provided in your Owner's Service Policy. Do this promptly. (Refer to your Owner's Manual for complete inspection details.)

At each stop for gasoline, have the oil level and radiator checked. Thereafter, at the end of each thousand miles of driving have your Hudson dealer check and lubricate your car.

Prepare your car for seasonal changes by having your Hudson dealer change lubricants, flush the radiator and add anti-freeze solution, or remove it, as the season demands. Factory-approved Radiator Cleaner, as well as Anti-Freeze, are available through your dealer. If you are storing your car for long periods, refer to your Owner's Manual for complete directions.

Hudson body steel is protected against rust by the expensive cromodine process. Lacquers used on bodies built by Hudson—a fine car quality feature far superior to ordinary synthetic enamels found on many cars—have been tested to withstand the rigors of winter and the heat of summer. In short, Hudson has given you the best possible materials and workmanship to assure you a lasting, beautiful finish on your car.



While this means a longer lasting finish, you can prolong the beauty of your car by giving it proper care. In dusting your car, use a clean, soft cloth, using care that it does not have buttons or hooks which will scratch the finish. If mud or dust is hardened on the surface, loosen it with flowing cold water, rinsing off dirt, before applying a cloth or sponge.

Your car should not be left standing exposed to the elements for long periods of time and should not be left under trees overnight. Trees drip harmful moisture. Here are a few other important points to observe:

Don't allow alcohol or anti-freeze solutions to remain on the finish.

Don't wash or clean the car in hot sun or while it still is warm from running.

Have your car polished at intervals of about four months. This will help to keep the finish in its original condition.

Don't use "speed cleaners." They contain harmful abrasives. Take advantage of the research of factory chemical laboratories and use only Hudson-approved cleaners and polishers on your car.

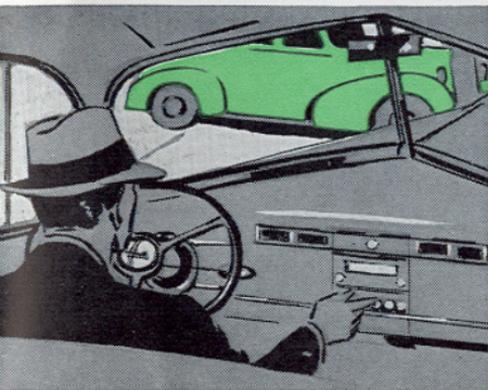
The interior of your car should be thoroughly vacuum-cleaned at least once each month.

Refer to your Owner's Manual for complete details. You will find this book a valuable reference, thoroughly indexed for your convenience.

FOR ADDED PLEASURE . . . COMFORT . . . SAFETY

When you bought your new Hudson, no doubt you had it equipped with such accessories as you felt you might need or want. Whether or not you have them, we would like to mention here several new 1939 extra features to which Hudson has given particularly careful attention.

Unitized Radios with Automatic Push Button Tuning



Hudson *Unitized* Auto Radios are especially designed, engineered and built for Hudson cars. A single *unit*, they fit between the instrument panel and the dash—with the control head and speaker integral with the sets, *eliminating* all cables, and thus not taking away from leg room space.

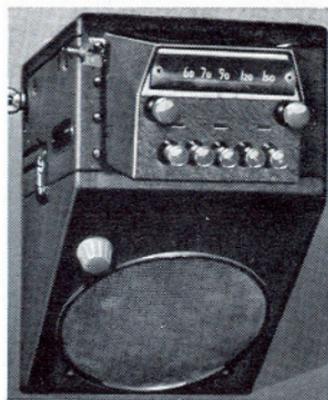
AUTOMATIC PUSH BUTTON TUNING on both sets permits the driver to select

any one of five stations by merely touching a button. You don't have to take your eyes off the road to tune in stations! Anyone can set up stations for automatic tuning without a single tool and in just a few minutes! Manual Tuning is also provided.

Comparable to high priced home sets is the marvelous tone quality found in both models . . . more power than you'll ever need but still maintaining clear, brilliant reception on either voice or music . . . in the city or on the highway the Hudson Auto Radio has proved its ability for distant reception.

THE DE LUXE MODEL includes features not usually found in radios in its price class—five station Automatic Push Button Tuning—Iron Core Coils—Thermostatic Compensation—Non-Synchronous Vibrator—Six tubes—Six-inch built-in dynamic speaker.

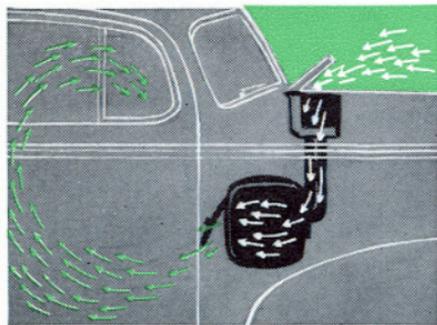
THE CUSTOM MODEL has, in addition to the above, features which make this model outstanding in *any* price class. Continuous Variable Tone Control and Compensation—Beam Power Audio Circuit—New Rectifier Tube—Seven Tubes—Eight inch Speaker.



Clean, Fresh Air the Year Round

All Hudsons are equipped with windshield defroster vents for winter driving. To them may be attached either a Hudson CUSTOM or DE LUXE HEATER. These give the very finest conventional heating, with the added choice of direct or indirect heat—assuring correct heat distribution to the entire car.

In addition, your new Hudson can be equipped with a new Hudson Weather-Master Fresh Air and Heat Control, which includes an air filter and fits up snugly under the cowl ventilator.



For winter driving, the Weather-Master Control is connected to the heater . . . the cowl ventilator being kept *open*. Thus a steady

stream of fresh air comes in, is warmed by the heater, and circulates through the car. The bad effects of warm, stale air are eliminated, and fogging and frosting of the windows are reduced to a minimum.

In summer, disconnected from the heater, the Weather-Master Control filters air coming through the cowl ventilator, providing a constant flow of clean, fresh air.

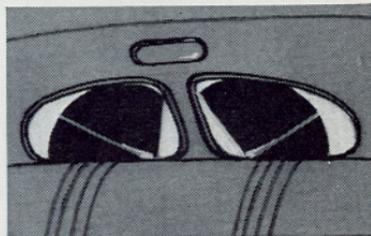
This is the ultimate in comfortable all-weather ventilation.

Rear Window Wipers

Dual wipers which can easily be attached are an added safety feature. They are particularly useful in regions where snow often makes it impossible to see through the rear window.

* * *

Full information on these and many other Hudson-Approved Accessories may be obtained from your Hudson dealer.

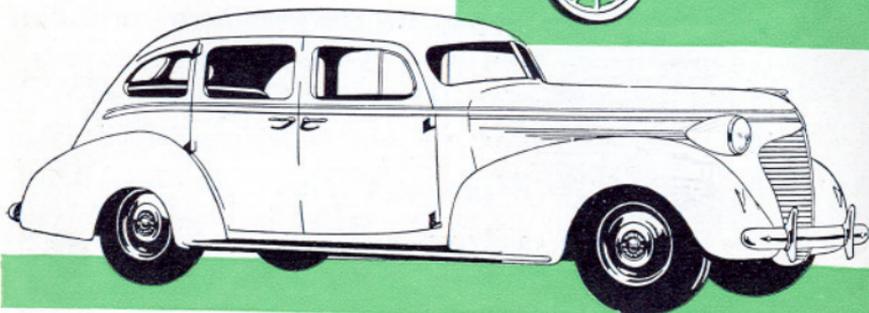
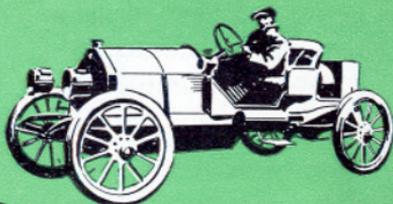


YOUR HUDSON

Carries on a Tradition of Leadership

Your new Hudson is a member of a distinguished family of automobiles. It is one of a long line that has developed and introduced more basic motoring features than any other automobile. It is the product of a company whose principal stockholders still are active in the management . . . jealously guarding the coveted reputation which Hudson has earned and held.

The first automobile to leave the Hudson Motor Car Company's production lines back in 1909 established the company as a pacemaker in engineering leadership . . . a leadership that has



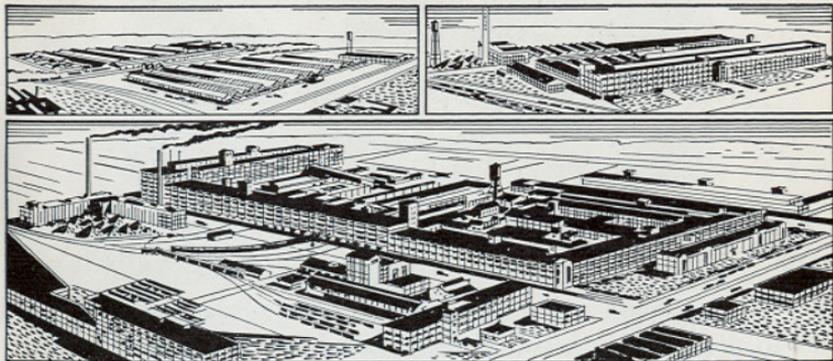
been maintained for more than three decades. Nearly four-score important, fundamental motor car features have been introduced by Hudson. Other manufacturers have followed Hudson's lead in bodies all of steel, in balanced crankshafts, in aluminum alloy pistons and in dozens of other trend-creating features.

This year of 1939 finds Hudson with a group of brilliant new models . . . Hudson 112 De Luxe, Hudson Pacemaker Six, Hudson Six De Luxe and Hudson Country Club Series . . . as always, ahead of all the rest in driving and riding . . . in style and room, in performance. Again Hudson is creating trends for others to follow.

Quality has been a Hudson tradition. In its unit engineering and manufacture, by which both body and chassis are designed and built as a unit by one group of engineers and workmen, this tradition has carried on through the years. Hurried engineering, cheap materials or questionable workmanship are not allowed in a Hudson product.

More than two and a half million cars have been built in the Hudson factory. More than half of them are still in service. It takes quality to keep a motor car on the road for 10 or 15 or 20

years . . . and many Hudsons are that old and still are running. It requires ruggedness in a car to attain mileages of 125,000 to 200,000 miles and even more . . . yet many cars built by Hudson have such records.

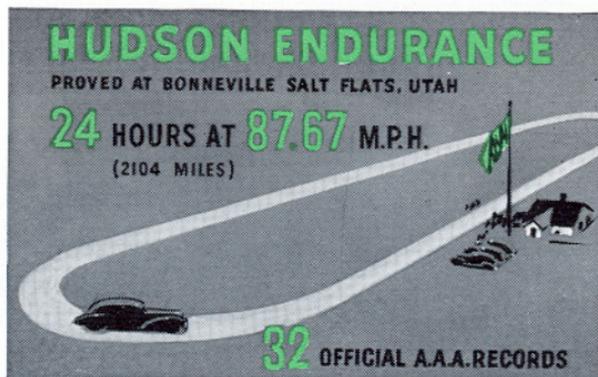


The Hudson Motor Car Company today has assets well over two thousand times its original investment, and is among the largest production companies in the industry. The vision of its founders has come to realization in the mammoth Detroit factory, costing more than \$50,000,000 and covering 77 acres, and in the sales and service organization that blankets the world.

The Hudson Motor Car Company is one of the oldest in the industry, and, by virtue of its years of outstanding engineering and quality manufacture, has earned a high place among the leading automobile manufacturers.

HUDSON RECORDS . . . AND WHAT THEY MEAN TO YOU

Hudson has never been satisfied with "laboratory evidence" in proving dependability, endurance, superior performance and economy. A car is no stronger than its weakest part. In the



hands of owners, in actual use, mechanical weaknesses often show up that no amount of factory assembling can disclose.

So we have made a practice not only to subject Hudson-built cars to the severest kind of road tests but to keep constantly in touch with thousands upon thousands of Hudson owners to find out exactly what their experiences have been.

More official American stock car records are held by Hudson-built cars than by any other make. Hudson also holds every worthwhile hill climbing record—a grand total of 82 stock car records made under American Automobile Association supervision.

We are often asked the question "What do these records mean to me? I do not want to climb Pikes Peak at top speed and I never want to drive 100 miles an hour anywhere." A fair question—but those records *do* mean a great deal to the buyer of a Hudson car.

America's Most Coveted Stock Car Record

For example, in the day and night in which two Hudson automobiles broke 40 records on the Bonneville Salt Flats, Utah, a Hudson Eight won the American 24-hour record for stock closed cars, regardless of size or price—driving 2,104 miles in the 24-hour period. We are proud of this record—not only

because it proves that a Hudson Eight can travel that fast—but because it is the strongest *proof of endurance* you can find in the stock car record books.

In this single run, at an *official* average speed of 87.67 miles per hour, this car took more punishment than an automobile would take in years of ordinary driving. No record on the books of the AAA is more coveted by the entire industry than this one. Yet the fact remains that in three years no other stock car has come even close to challenging this Hudson endurance mark.

National Ruggedness Run

Just a few years ago 16 cars taken at random from the stocks of dealers were sent out on a national ruggedness run—each car covering again and again a circuit of highways good and bad in every part of the country. In two weeks' time each of these cars covered over 10,000 miles of practically non-stop travel—total of more than 175,000 miles of ruggedness proof.

We also have in our possession thousands of certified performance records from Hudson owners, many of whom have driven their cars from 100,000 to 150,000 miles and upward. Their sworn statements as to the low cost of repairs and general upkeep are an important part of our evidence of Hudson endurance.

Hudson Economy Records

In economy, too, Hudson backs up its claims with actual proof. In 1938 a Hudson 112 was an easy winner over comparable models of “other three” lowest priced cars, in side by side tests conducted in many parts of the country.

In another test, 100 average owners checked gasoline mileage in a Middle Western city, using an accurate Gas Mileage Tester. The Hudson 112, in the hands of these many different drivers, averaged better than 22 miles per gallon.

Four of America's best-known race drivers drove the Hudson 112 day after day—400, 500 and more miles per day at high speeds, and even at such speeds, reported 19, 20 and 21 miles per gallon.

With record after record like these, there can be little doubt that Hudson gives you the most outstanding cars in the field.

Your new Hudson comes from a long line of champions. Although you may never use to the full the record-breaking performance built into your car, you know it is always there at your command.

You have a right to be proud of your new 1939 Hudson.

SAVE ON SERVICE

Go to Your Hudson Dealer



For the most dependable, most economical service to your car, go to your Hudson dealer. He is capable, both by experience and equipment, to give you the best possible service.

He has a staff of trained experts who know Hudson motor cars and are capable of diagnosing disorders accurately. These men are supported by a corps of factory experts who travel among dealers, keeping them up to date on new developments and seeing that shops are properly equipped.

You are assured of genuine Hudson parts from your Hudson dealer. These parts, manufactured in the same factory over the same specifications as the original parts, assure you of proper quality and clearances. You can be sure their operation will harmonize with the rest of your car.

Then, too, you are assured of fair prices. All Hudson dealers have standard prices on service parts and flat rates on most labor operations.

More important—your Hudson dealer considers you his customer. He wants you to continue as his customer and realizes that the best way to keep your business is to give dependable service at reasonable prices.

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