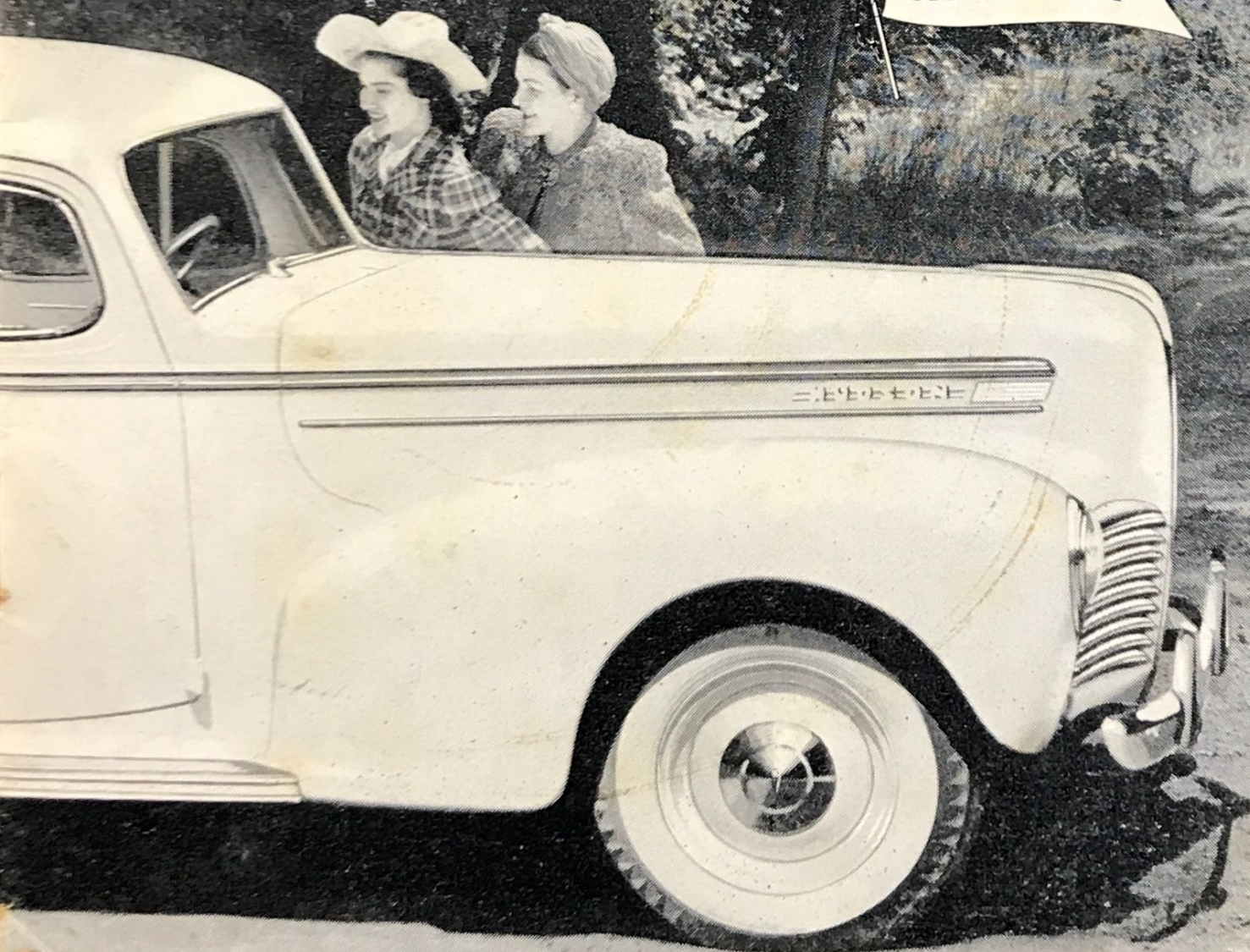


YOUR NEW HUDSON

**AMERICA'S
SAFEST CAR**



**WE
WELCOME
YOU
TO THE LARGE
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 which you will enjoy in your new Hudson, and venture to make a number of suggestions intended to help you get the greatest possible enjoyment and satisfaction from your Hudson ownership.

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.

A BIG NEW STYLE IDEA

**. . . and Other 1941 Features That Will
Make You Proud You Own a Hudson**



Most talked-about of the many new Hudson features is Symphonic Styling—motordom's 1941 style sensation. It begins with brilliantly modern new design . . . bodies that are 5½ inches longer, a full two inches lower and roomier than ever . . . with lines that flow in unbroken harmony from front to modish new rear.

But the crowning triumph of Symphonic Styling is that it has made available (in all but the very lowest priced Hudson Six) a wide selection of interior color combinations that harmonize with exterior colors . . . at no extra cost!

In automobile styling this is undoubtedly the biggest forward step of many years. At the same time, this harmony of line and color in the automobile is so logical (compare it with the harmonious styling to be found in fine home furnishings and in wearing apparel) that it will be a constant source of pride and pleasure—a style of which you'll never tire. And, because good taste never goes out of date, Symphonic Styling will help to increase the resale value of your Hudson at trade-in time.

In your new Hudson you will find *many* features to inspire pride of ownership—scores of examples of Hudson engineering leadership.

For example, to make your ride not merely *smooth*, but *smoothest*, Hudson developed a type of Independent Front Wheel Coil Springing that improves on that used in other cars priced high above any Hudson.

You will be proud of Hudson's new silent shifting. Hudson's new Synchronized Silent Mesh Transmission is actually an improvement on the kind you find in the most expensive cars—the first transmission specially designed for operation with gear shifting at the steering wheel.

Now You Can
FORGET THE CLUTCH PEDAL
with
HUDSON'S VACUMOTIVE DRIVE



If your new Hudson is equipped with Vacumotive Drive, you need never use the clutch pedal when shifting into any gear, including low and reverse. You can start, go forward, backward or stop, all without using your left foot.

Driving becomes simpler, easier and safer with Vacumotive Drive. Easier and simpler, because all the work your left foot has always done is entirely eliminated. Safer, because with so much less to occupy your attention *inside* the car you are free to devote your mind and eyes to avoiding traffic hazards.

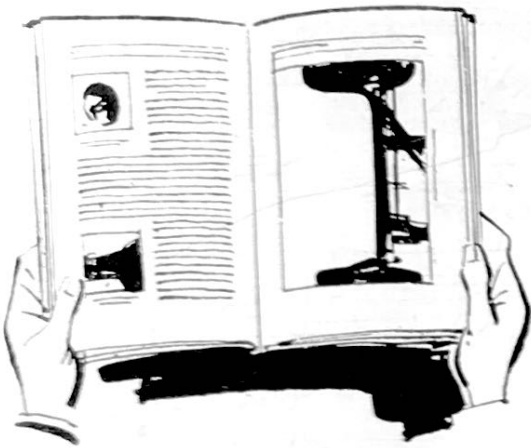
This important feature is available in *every* 1941 Hudson, including the new Hudson Six. Nothing like it is obtainable in any other car priced so low.

If your Hudson is not equipped with Vacumotive Drive, you may have it installed at your Hudson dealer's service department, at a cost only slightly higher than the factory installed cost for this feature.

Further on in this book—in the sections devoted to economy and safety—you will find reference to features that will multiply their value many times in the money they save, and features the worth of which it would be difficult to measure in mere dollars and cents.

FIRST 1500 MILES

Important in the Life of Your Car



We need not remind you that the care you give an automobile has a great deal to do with how long it will last, how little it will cost to run, and the amount of satisfaction you will get from it.

Your Hudson is engineered to the best standards known today—built of the finest materials—to insure long life, low operating cost and a minimum of expense for upkeep and repairs. If

you wish to get the most from your investment, however, you will give your car the kind of care any fine mechanism requires. A few simple rules, faithfully followed, are your best guarantee against trouble and expense.

It will pay even the most experienced driver to familiarize himself thoroughly with his automobile. If you have not already done so, we suggest that you read carefully the Owner's Manual that came with your Hudson. This will take but very little time, and the Manual gives you all the detailed instructions you will need.

Your first 1500 miles with a new car are most important. Observance of certain speed limits, for example, gives the running mechanism the kind of "breaking in" it should have—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 up to 1000 miles, not over 60 miles an hour in high.

It pays, of course, to have your Hudson lubricated, and oil changed, regularly. Follow your Owner's Manual; be sure this is attended to when it should be.

We have built into your Hudson the finest type of independent front wheel coil springing. We have given you the most accurate steering system known. We have provided Hudson's Patented Auto-Poise Control, which helps keep wheels to their course automatically. In short, your Hudson has every feature that can contribute to riding comfort and steering ease.

Proper inflation of tires plays an important part in both steering and riding. Make certain that yours are checked frequently and kept at recommended pressures.

Hudson has given you an instrument panel which 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. Your speedometer is directly in front of you . . . can be read instantly . . . and your 2-spoke steering wheel gives you an unobstructed view of the speedometer and all essential gauges.

It pays to get in the habit of glancing at your instrument panel frequently . . . to make sure that "all is well" *always*.

Again we suggest—look through your Owner's Manual now and then; knowing what is in it, and following its instructions, will pay you in both enjoyment and money saved.

YOUR HUDSON OWNER POLICY

Your Assurance of Satisfaction

The money you paid for your 1941 Hudson bought the services of a fifty-million-dollar automobile plant, some of the best engineering brains in the industry and the most expert workmanship.

Your claim on these services does not end with the completion of the transaction with the dealer from whom you bought your Hudson, any more than Hudson's interest in the car you purchased ends with the transfer of ownership.



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

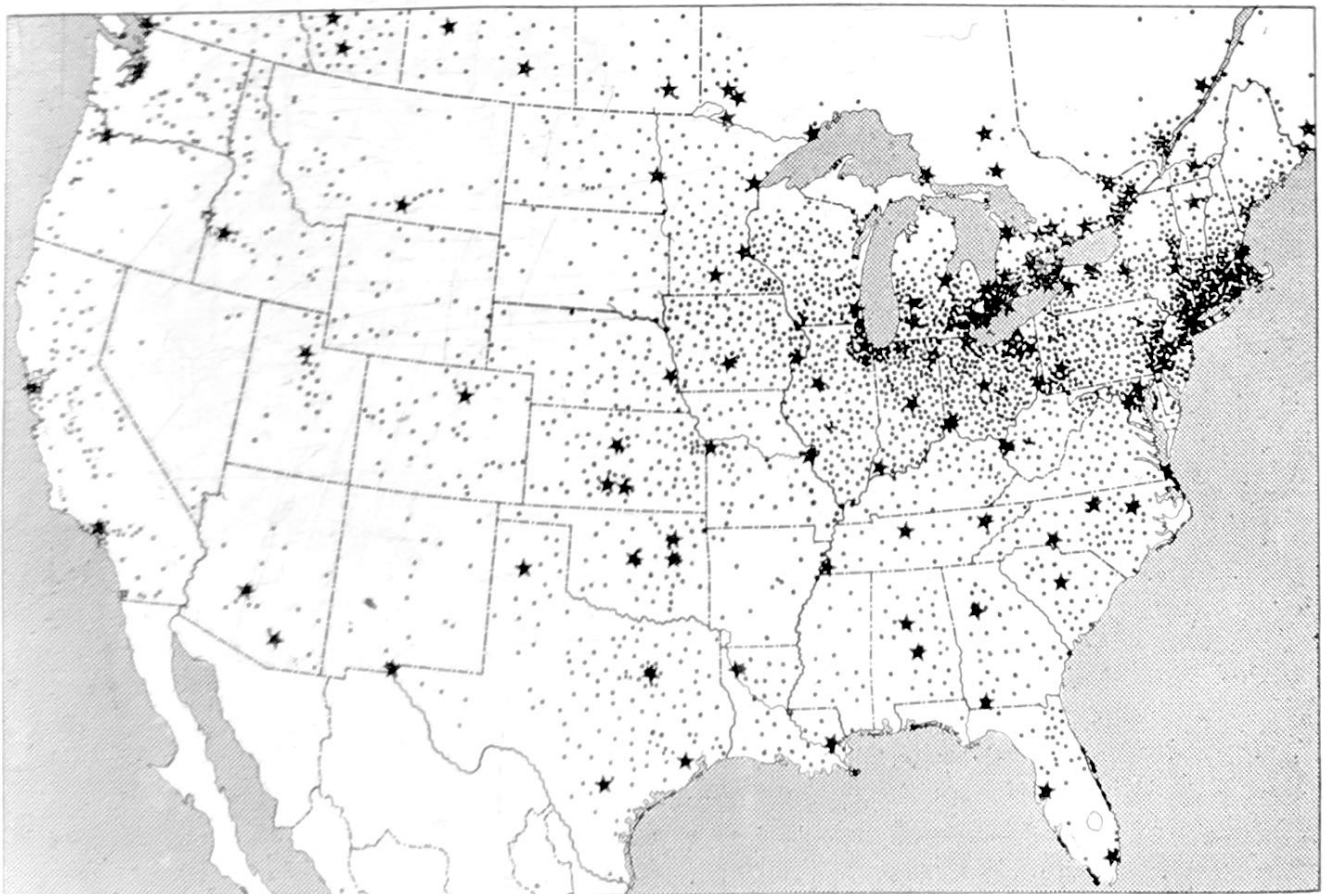
proper care of your new Hudson during the first few thousand miles. This is important because attention given your car during this period frequently determines your satisfaction in performance, long life and economical operation during the subsequent thousands of miles you will drive.

Your Owner's Service Policy warrants every part of your car 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.

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.

Coast to Coast Hudson Service Network Spreads

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 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's 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.

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 has 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.

THE EXTRA SAFETY YOU GET IN A 1941 HUDSON

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

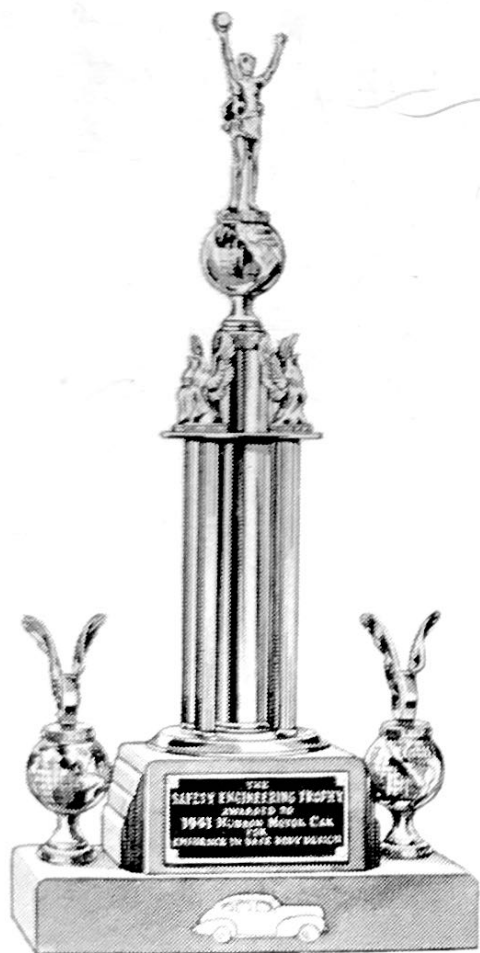
That is a comforting thought. It means that you have at your command advanced—and, in many cases, exclusive—features that help *prevent* accidents. It means the ultimate in *protection* in the event unavoidable accidents do occur. And, finally, it means a sense of safety . . . an ease of mind . . . that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



Safest Body Design

PICTURED HERE is the trophy awarded to Hudson for safest body design of all 1941 cars . . . by *Safety Engineering Magazine* and its publishers, the Alfred M. Best Company, America's foremost insurance analysts and recognized leaders in the promotion of safety.

In this annual award, cars are judged on 14 points of body design which do most to help you (or any other driver) to prevent accidents, and to protect you and your passengers if accidents occur. *On every one of these 14 points, Hudson received the highest possible rating—first perfect score ever recorded.*

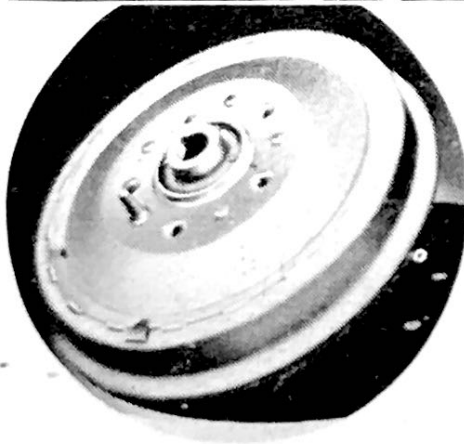
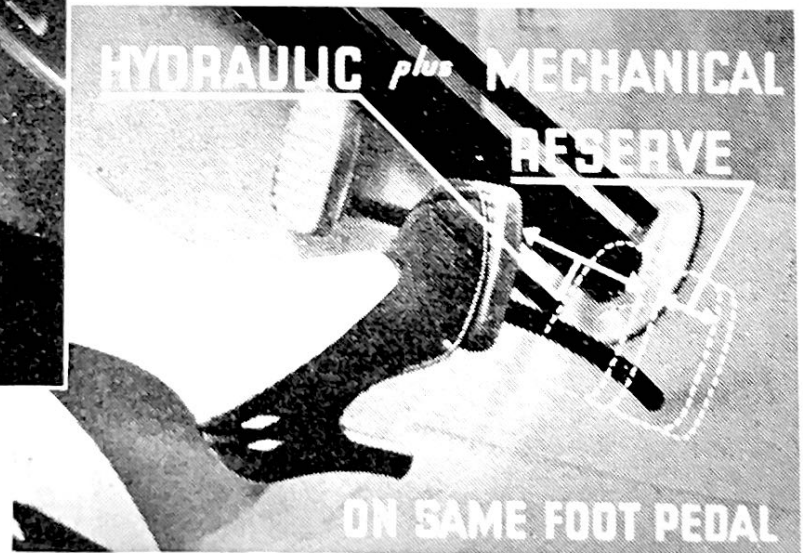


Safer Bodies All of Steel

The body of your new Hudson is a single unit all of steel, fastened rigidly to the frame at 33 points. 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 and floor of steel.

The new armored X-type frame to which the Hudson body is fastened, has been lengthened 3 inches in the 1941 Hudsons. It is sturdy and heavily reinforced.

Patented Double-Safe Hydraulics

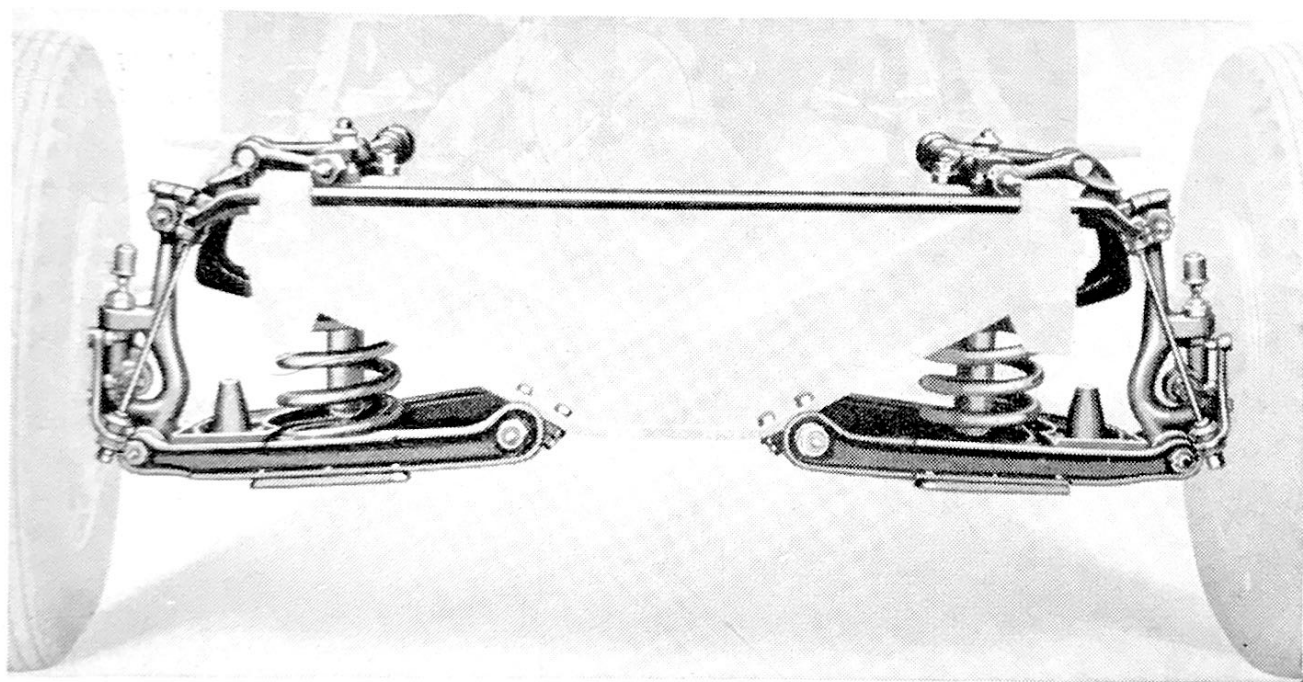


The best hydraulics built are better still for 1941. They are the only hydraulics with an added mechanical safeguard that takes hold automatically from the same foot pedal if ever needed, to protect you against brake failure, in case

hydraulic fluid should leak away through accident or service neglect. Should this happen, *as it can in any car*, you just push down *on the same foot pedal* and *stop!* No other car has this feature.

In the 1941 Hudson Six, new, larger brake drums give added stopping power and longer brake lining life. All models have new, improved drums of the true Centrifuse or "spun" type, which absorb heat more rapidly and prevent distortion when brakes are applied suddenly at high speed. They are lighter and more efficient than "pressed" drums. This is the final step in assuring Hudson owners of the World's Safest Stopping!

Hudson's easy-acting hand brake for parking, which releases at the flick of a finger, gives you still a *third* way to apply brakes.



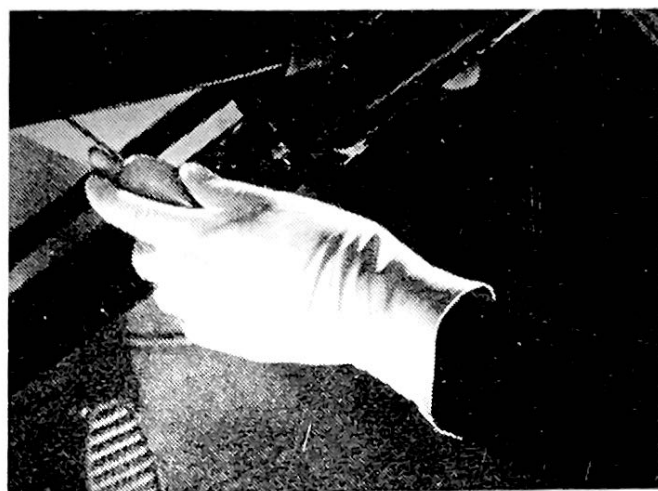
Patented Auto-Poise Front Wheel Control

This revolutionary mechanical invention is another Hudson safety feature you can't get in any other car. It automatically helps to keep wheels straight on their course—on rough roads, in heavy side winds, *even if a tire blows!*

Improved Dash-Locking Safety Hood

Your Hudson hood, as you know, is hinged at the front—another Hudson safety feature. If left unlatched, the wind

can't blow it open. It locks or unlocks from a lever near the steering wheel, *inside* the car, protecting engine parts against tampering or theft. It is hinged at the level of the grilles, so that the entire front is in one piece, unmarred by seams or gaps. Wide opening of the hood gives extra easy access to the engine.



Wider, Better Vision

From the front, your Hudson's extra wide windshield gives better side-to-side vision, especially important when approaching intersections. A more powerful, vacuum-type motor operates your double windshield wipers to keep vision clear in snow or rain. Hi-Test Safety Glass helps to protect you from flying glass in case of accident. At the rear, you get better vision with the new one-piece curved window which is 50 square inches larger for 1941.



YOU HOLD THE KEY TO SAFE DRIVING

Hudson engineers its cars with a margin of safety in every part . . . builds in more fundamentally important safety features than are found in any other car. Still, safe motoring depends largely on the care and alertness of the driver.

With this in mind, Hudson Motor Car Company takes the liberty of reminding you of a few points on safe driving.

No matter how well you drive, you frequently will meet situations which require alertness. Cars "pop" out on side streets . . . pedestrians ignore lights . . . children thoughtlessly run into the street. In situations like these, you will appreciate your superior brakes and the wide driving vision that permits you to see all of the road . . . not only ahead but at both sides.

Obviously, to be able to cope with such situations, your car always should be in good mechanical condition. Periodic inspection and adjustment by your Hudson dealer will not only make your motoring safer but will reduce repair bills.

Know Your Traffic Laws

Knowledge of traffic regulations and observance of these rules of the road will mean safer motoring. Most motorists feel that they know the regulations in their home cities, but, in some of our larger centers, police traffic bureau examinations frequently make disappointing revelations of the lack of this knowledge. Knowledge of the



code is insufficient. There is a growing tendency to exceed speed regulations, to jump traffic lights and to disregard stop signs.

An interesting experiment recently revealed that time saved by such practices does not justify the risk. In this test, two cars started even on a five-mile run. One speeded, jumped lights, and took advantage of every situation. The other followed the driving code to the letter. The difference in arrival at their destination was about five minutes. Is it worth it?

Open road driving also is safer when regulations are followed. Here, the greatest danger is excess speed and reckless passing. Your Hudson is capable of much more speed than you will need, except in emergencies. "Keep your car always in control" is a good rule. In other words, never drive so fast that you cannot stop in the clear road that you can *see* ahead of you.

In passing a car on the road, allow yourself ample time. If the car ahead is going 40 miles an hour, you have to go the distance of eight parked cars to pass it. It is better to wait until you are sure of ample passing room than it is to take a risk to save a few seconds' time. Passing on curves, on hills, in fogs and in other vision-obscuring situations involves hazards that are not worth the gains you make.

Heavy traffic and poor vision have made twilight the most dangerous time to drive. Use of extra alertness and the use of your "parking" or "city driving" lights are advisable at this time of day.

And don't forget: *DIM YOUR SEALED BEAM HEADLAMPS WHEN PASSING.*

Important Rules of the Road

While the tendency in most states is toward simplification and standardization of traffic regulations, there is still enough variety in the statutes to preclude any possibility of covering all situations with one set of rules. All traffic laws, however, are based on the same general principles. Their fundamental aim is to make the streets and highways safer for pedestrians and motorists.

Every motorist should be thoroughly familiar with regulations governing motor vehicle operation wherever he travels. The following important rules of the road are of a general nature.



It is a good idea to be so familiar with them that observance of them is virtually automatic.

SPEED LIMITS—In many states the arbitrary speed limit is being replaced by regulations which call for the exercise of reasonable discretion. But, whatever the speed limit and however it is stated, the fundamental rule is that *any speed which is unsafe is unlawful*. Sometimes, therefore, the true speed limit will be no more than 10 or 15 miles

an hour, even when the stated speed limit is 25 miles an hour. This often happens when traffic is heavy, or when ice or snow makes an ordinarily safe speed unsafe.

FOLLOWING OTHER VEHICLES—There should always be enough distance between your car and the car ahead to stop safely without crashing into the car ahead if it stops suddenly.

OVERTAKING AND PASSING—Wait until the highway is free of oncoming traffic for a sufficient distance ahead to permit overtaking and passing in safety.

Avoid blind driving. Do not overtake and pass on a hill or in a curve where your view ahead is so short as to make it dangerous if another vehicle should approach from the opposite direction.

Do not pass another vehicle at, or when approaching, an intersection or railroad crossing.

Sound your horn—except in business or residential sections—before passing another vehicle. Observe the courtesy of the road; yield to the right when an overtaking vehicle signals his intention to pass.

LANES AND PAVEMENT MARKINGS—On all highways, drivers should keep as near the right edge as safety will permit. On three, four or more lane highways, drivers should keep within the outside lanes except when passing. Pavement markings—painted lines or lines marked out by other means—direct motorists into proper lanes and positions at curves, turns, hills and other places where special directions to motorists are needed. Use them as guides to safe driving at these points.

REPORTING ACCIDENTS—Most states require that any accident be reported to the nearest or most convenient police officer. There is no exception to this rule when the accident results in injury or death to any person or serious damage to property.

SIGNALLING—Before starting, stopping or turning, first see that the movement can be made safely; then indicate your intentions with the appropriate signal. In different localities the exact form of the required signal varies, but the general idea is to warn other drivers and avoid confusion that might result in accidents. For safety, signals should be made 100 feet or more from the point where any stop or turn is to be made.

THROUGH HIGHWAYS—Safe driving and the traffic laws require that you bring your car to a complete stop and make sure that it is safe to proceed before entering or crossing a through highway; or before entering *any* highway from a private or public driveway.

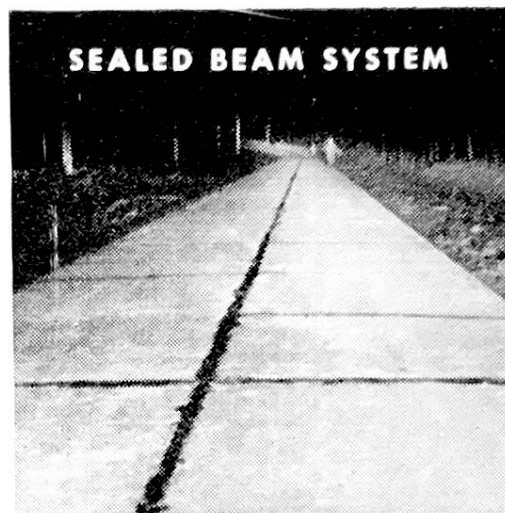
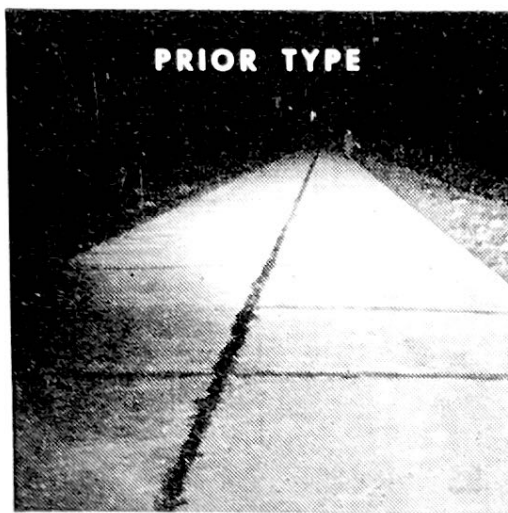
EQUIPMENT—State laws vary considerably in what equipment you may carry and what you are required to carry. The brakes, lights and other equipment on your Hudson, however, are designed not only to comply with all legal requirements, but to give you the safest car it is possible to build today. The best way to keep this equipment safe is to have it checked at reasonably frequent intervals at your dealer's service department.

The foregoing digest of important driving rules hits only the high spots. Another good general guide is the Rule of Courtesy. On the highway, as it does in other places, simple courtesy will properly regulate many situations.

Extra Precaution Needed

Night driving requires extra precaution. Before starting a night trip, you should see that your headlamps, tail light and stoplight are working.

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 greater 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.

Touring Tips

A little time spent in preparation for a long trip may save you much time on the road, inconvenience and unexpected expense. The first step, of course, is a general check-up on your car. Have your Hudson dealer's service department check tires, battery, brakes, lubrication and motor performance. If you are going to

drive several thousand miles, a preliminary visit to your dealer's service department will make it unnecessary for you to interrupt your trip for service during the first two or three days on the road.

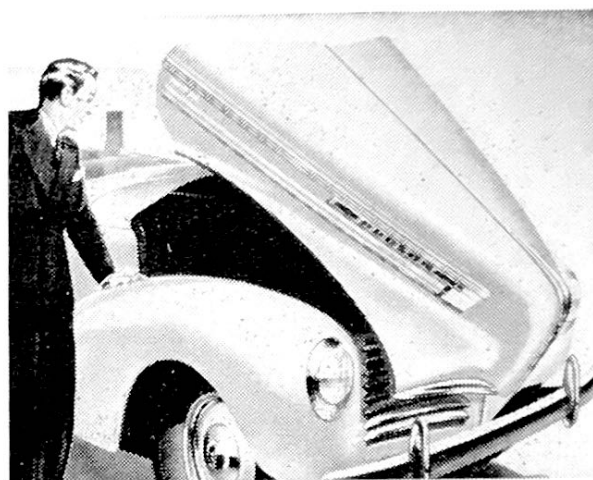
An important part of planning any tour is familiarizing yourself with automobile regulations in the various regions you plan to visit. In recent years much progress has been made toward standardization of automobile laws throughout the country. A

general knowledge of the regulations which apply in all states is useful, but in almost every state there are still special regulations you should know. Here are a few examples of the unusual conditions you may encounter when you are away from home:

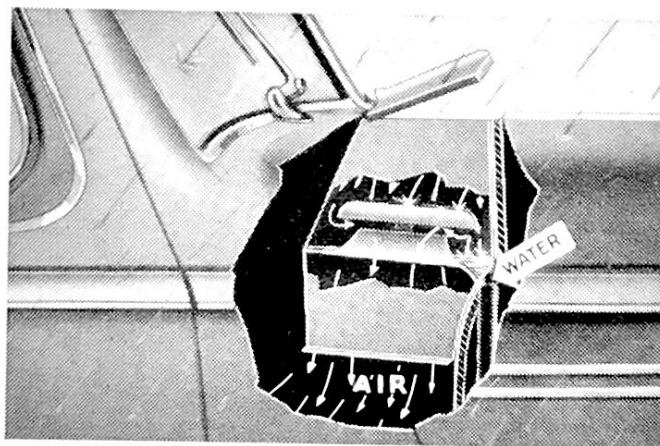
In Connecticut, an old blasphemy law makes swearing in the presence of a police officer a luxury that may prove expensive.

In Maine, wherever the sign "Temporary Railroad Crossing, Stop, Look and Listen" appears, it is required that the motorist, or someone in the car, shall actually get out of the car and look up and down the railroad before proceeding across it.

In Oklahoma, driving a car while under the influence of liquor is a felony. Liquor in the car or on the person of any occupant is sufficient evidence for conviction under this law.



Hudson's Dash-Locking Safety Hood is the only hood hinged at the front so wind can't lift it; locks from a lever inside the car, protecting engine parts from tampering and theft.



New Rain-Proof Cowl Ventilator, another Hudson "first," allows you to keep the ventilator open even in storms. A built-in rain trap lets air in, drains water away . . . keeps passengers dry.

In South Carolina (and in many other states), the use of spotlights is greatly restricted. A spotlight must be turned off when within 200 feet of any approaching vehicle. The penalty for violation may be a fine of \$100 or 30 days in jail.

In Washington, the "hitch-hiking" law imposes a penalty on the driver as well as the hitch-hiker.

In Alberta (Canada), it is a violation of the speed law to drive a car around a blind curve or built-up corner at a speed greater than 10 miles an hour, or, outside the city, at a speed greater than 12 miles an hour.

In Prince Edward Island (Canada), any person who drives in such a negligent manner as to splash the clothes of pedestrians is subject to a fine and liable for damages.

These are but a few of the irregular laws in operation in different parts of the country. Before you start out, make inquiry as to regulations governing the use of all highways and streets you will use. If you know the law, it's easy to keep on the right side of it.

When you travel away from home it is a good plan to take with you plenty of means of identification. Don't forget your driver's license and the certificate of registration for your car.

Also take with you, even on short trips, a first aid kit. Minor accidents—a slight scratch or cut—may have serious consequences if not given prompt attention. Inexpensive first aid kits, compactly packaged for carrying in your car, may be obtained in most drug stores.

Check up on your tool compartment, before you leave, to make sure that all the tools that came with your car are available in case you need them.

Above all, drive safely! No gain in traveling time is worth the possible consequences of a serious accident.

Biggest Rear Luggage Compartment ever built into any sedan . . . 22% larger in all 1941 models.



TAKE ADVANTAGE OF HUDSON'S ECONOMY



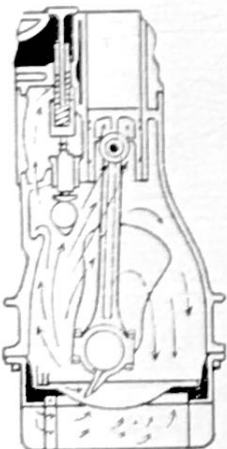
For recent proof of Hudson economy, see the records of the 1941 Gilmore Grand Canyon Economy Run, in which a big 92-horsepower Hudson Six won first place in its price class—with more miles per gallon than any other entry in the entire run except two short-wheel-base, low-powered cars in a different price class. Over the same course, the big 128-horsepower Hudson Commodore Custom Eight Sedan scored an official average of 20.18 miles per gallon at an average speed of 43.31 miles per hour—the best score in actual miles per gallon in its price class.

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.

Hudson's optional overdrive—available on all models at extra cost—gives relatively slower engine speeds at 22 miles an hour (approximately) and faster, with even greater economy as a result.

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.

A labyrinthian system 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.

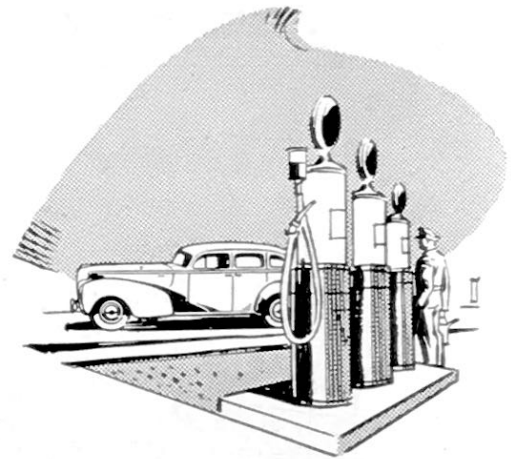
Hudson's exclusive oil-cushioned clutch is an example of features developed by Hudson to increase economy of upkeep through longer life of parts. The surfaces of

this clutch glide together in a film of oil without the friction which shortens the life of the lining in other types of clutches. To keep this 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.

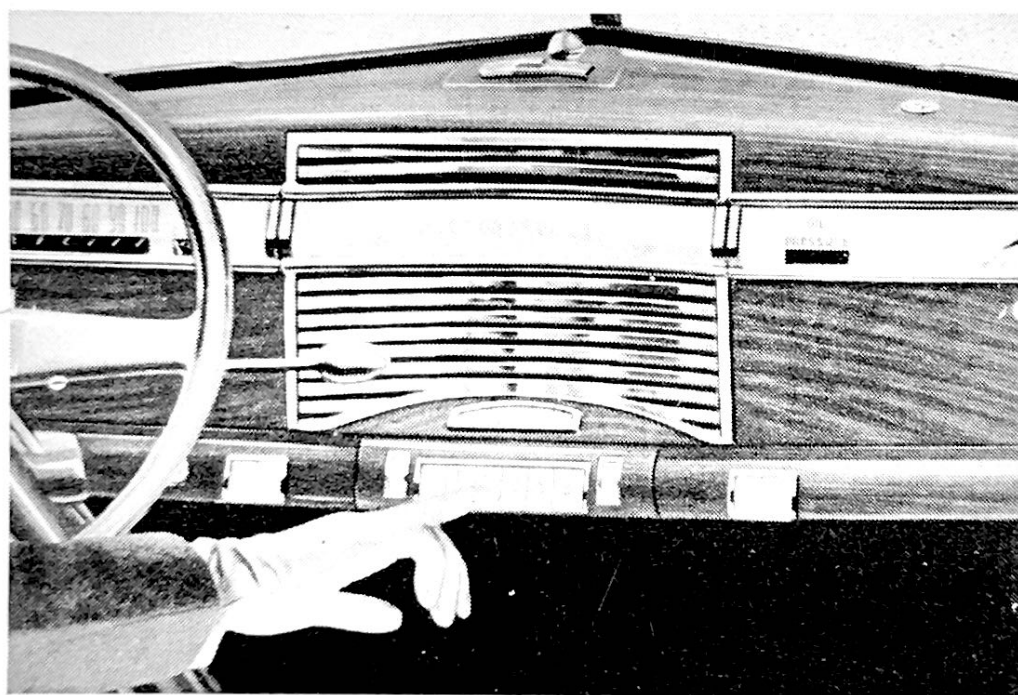
Speed also governs oil consumption to a great extent. Tests show that it takes seven times as much oil at 50 miles an hour as it does at 30.

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.)

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 1941 extra features to which Hudson has given particularly careful attention. These accessories have been designed and built expressly for Hudson cars. All have been carefully tested by Hudson engineers before approval . . . your best assurance of lasting satisfaction.

Three New Hudson Radios



All 1941 Hudson radios are of the single-unit type, easy to install and remarkably trouble-free. They are mounted in a special space provided for them behind the built-in radio grille.

CUSTOM . . . a newly designed, 8-tube set of exceptional power and clarity. Will bring in either voices or music without distortion at top car speeds. Full push-button station selection, with "safety type" selector buttons which can be adjusted by the owner.

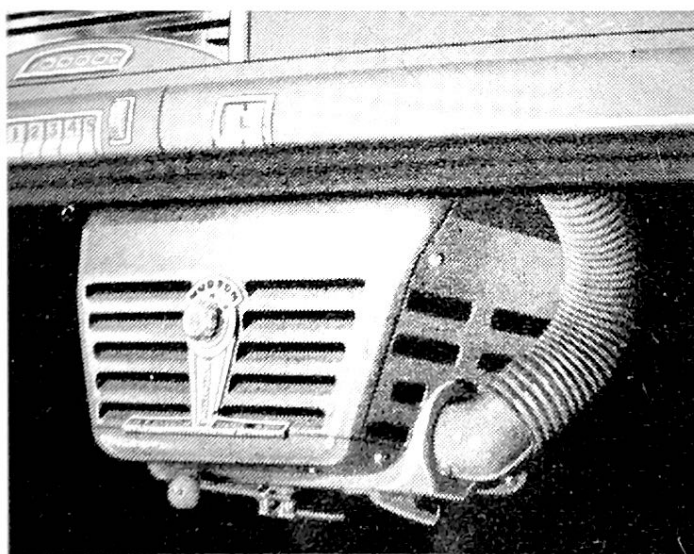
DE LUXE . . . a 6-tube set with fine performance. Equal in every way to the best sets offered in previous years. Full push-button tuning with the new "safety type" selector buttons.

JUNIOR . . . an inexpensive 5-tube set that is a splendid value for the money. Tuning is accomplished manually, with an 8-to-1 tuning ratio that makes for extremely easy tuning.

Clean, Fresh Air the Year 'Round

Improved Weather-Master unit has increased heating efficiency for 1941.

In winter, the Weather-Master keeps the car warm even when standing still; with car in motion, filtered air is heated and circulated throughout the car . . . without even using the motor-driven fan. Fresh air is assured, because the cowl ventilator is kept open at all times. Because pressure inside the car is greater than that outside, stale air *seeps* out . . . eliminating drafts. Windows may be kept closed; fogging of windows is prevented. In hot weather, the same unit circulates fresh, filtered, cool air throughout the car. Combined with Hudson's rain-proof cowl ventilator, the new Weather-Master provides you with a heating and ventilating system that has no superior.





New Hudson Sleeper Kits

To help you avoid overnight lodging expense, all 1941 Hudson Sedans can be quickly and easily converted into comfortable "sleeping cars." A full-sized *double bed*, made up right in the car without disturbing the front seat, saves time and money when you are traveling. A simple kit, provided at small extra cost by your Hudson dealer, contains everything needed.

The list of approved Hudson accessories also includes:

Spotlight
Fog Light
Outside Rear View Mirrors
(Right Hand and Left Hand)
Oval Rear View Mirror (For
Interior)
Oil Filter
Exhaust Deflector
License Plate Frames

License Plate Guard
Vanity Mirror
Radiator Insect Screen
Radiator Grille Cover
Vacuum Antenna
Gas Tank Locking Cap
Automatic Battery Filler
Dust Filter (For Cowl
Ventilator)

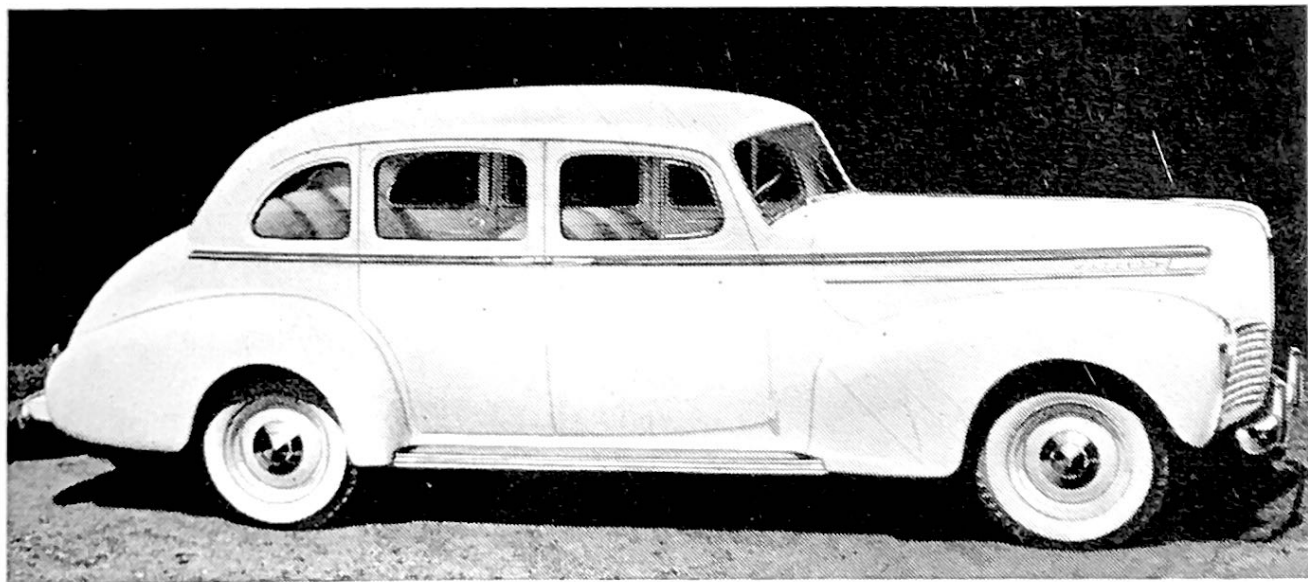
YOUR HUDSON CARRIES ON A TRADITION OF LEADERSHIP



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.

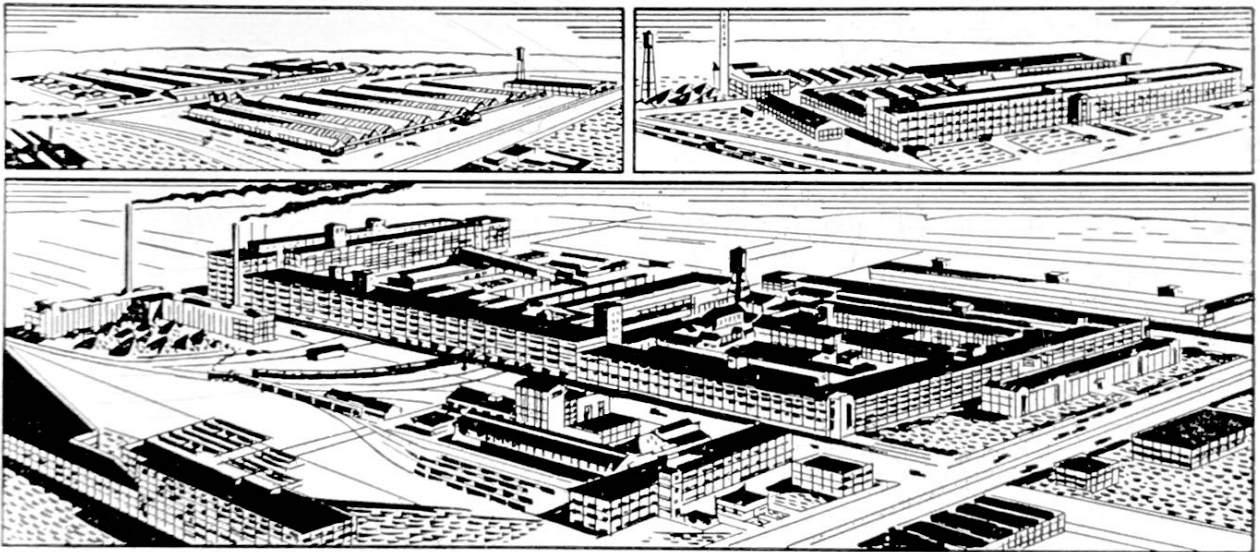
This year of 1941 finds Hudson with a group of brilliant new models . . . Hudson Six . . . Hudson Super-Six . . . and the Hudson Commodore Series—as always, ahead of all the rest in driving and riding ease, in style and room, in performance. Again Hudson is creating trends for others to follow.

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.

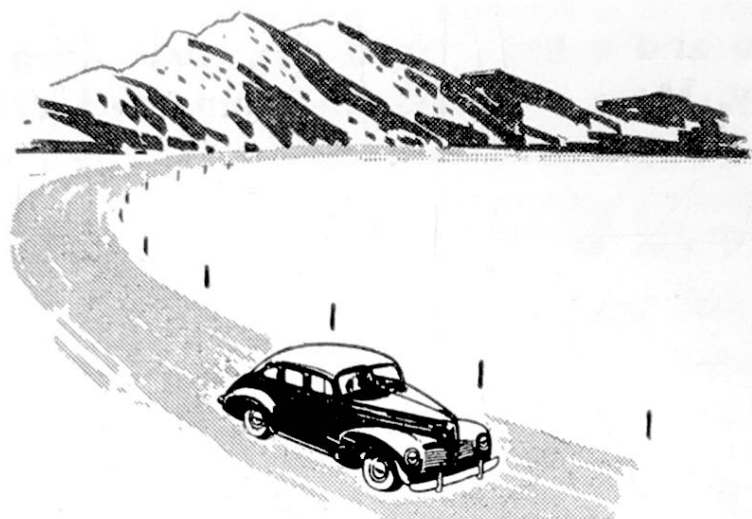
More than two and a half million cars have been built in the Hudson factory. More than half of them are still in service. It takes quality to keep a motor car on the road for 10 or 15 or 20 years . . . and many Hudsons are that old and still are running. It requires ruggedness in a car to attain mileages 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 117 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



Over 150 American stock car records are held by Hudson-built cars—more than are held by any other make of automobile. Periodically, for a number of years, Hudson has sent cars from current production to break existing performance and endurance records.

Hudson holds records for runs that cover all types of operation—including distance grinds up to 20,000 miles . . . high speed runs . . . and most of the hill-climbing events.

To prove Hudson dependability, Hudson engineers have never been satisfied with laboratory evidence alone. These men know that a car is no stronger than its weakest part; that, in the hands of owners in actual use, weaknesses may show up which no amount of factory testing could disclose.

The results of the severe road testing given to Hudson cars make up an important part of the raw material for Hudson engineering research. Hudson has made it a practice to keep constantly in touch with thousands upon thousands of owners to learn exactly what their experience has been.

We have in our possession thousands of certified performance records from owners, many of whom have driven their Hudson-built cars from 100,000 to 150,000 miles and upward. Their sworn statements as to low cost of repairs and general upkeep give us valuable evidence of Hudson endurance.

Proved Economy

Economy of operation has always been of intense interest to Hudson engineers. They have never been content to base claims for Hudson economy on theories worked out in the laboratory. From carefully observed economy road tests and from the detailed reports of owners, they *know* that Hudson builds economical cars.

Good Engineering Practice

We are constantly studying and analyzing the information we obtain from these various sources with the one object of improving the product built in Hudson factories. That aim seems obvious to us, but every time we make performance and endurance trials, we are asked: "Why do you place such value on records? Of what benefit are they to you and to ordinary car buyers?"

From our point of view, such tests are strictly in line with good engineering practice.

In the laboratory, every automobile manufacturer subjects the materials that go into his cars to stresses and strains far beyond the limits they will be asked to bear in actual use.

Why is it not equally good practice to put the *entire car* through similar tests, to satisfy ourselves that the complete assembly has an equal margin of strength and safety?

This same reasoning, it seems to us, applies to the buyer's interest in his car. He will never drive at the continuous speeds maintained by Hudson cars on gruelling record-breaking runs.

But it is a definite advantage to him to know that he has a car that can stand up under more punishment than the average driver could possibly give it in years. To him, it is assurance of long car life, low upkeep cost and freedom from repairs.

Your new Hudson comes from a long line of record winners. 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 1941 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 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.



