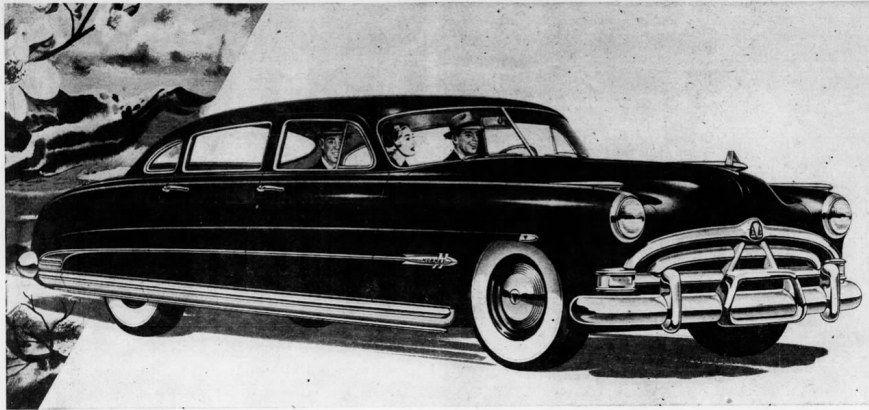


HUDSON'S New '51 Models Go On Display

THE DETROIT FREE PRESS
Hudson Motor Co.
Advertising Section
Friday, October 20, 1950



The spectacular new Hudson Hornet four-door sedan—leader of a brilliant 1951 line of Hudson models that go on display Friday. It is powered by the new H-145 engine which has a compression ratio of 7.2 to 1 and a displacement of 308 inches. The Hornet has a wheelbase of 124 inches.

Barit Announces New Hudson Hornet

BY LEO DONOVAN
From Press Association Wire

With the most powerful six-cylinder passenger car engine in the industry, Hudson Motor Car Co. is equipped to surge ahead in the 1951 sales race.

"The new 145-horsepower engine in the Hudson Hornet series," says A. E. Barit, Hudson president, "provides almost unbelievable performance whether from a standing start or at highway speeds and in the sales race include the luxurious Commodore

provides this performance on regular gasoline, premium fuel not being required."

IN ANNOUNCING introduction of the new models which will go on display in dealer showrooms across the country Friday, Barit disclosed the company's aims to gain an increased share of the market with four series of cars.

Led by the new Hornet series, the Hudson entrants in the sales race include the luxurious Commodore

Custom, the Super-Six Custom and the Pacemaker Custom series.

Designed to appeal to the woman's appreciation of color and texture are the new "Skyliner Styling" interiors offering new "three dimensional" patterns of Nylon Bedford cord upholstery cloth in the Hornet and Commodore Custom models.



A. E. BARIT
Tells of '51 Cars

INTERIORS ALSO feature seating room measurements 64 inches in front and rear, with a front compartment headroom of 38 1/2 inches.

The recessed door panels provide an additional two inches of elbow room and easily accessible individual ash trays and window and door controls. All other instruments and controls are grouped on a raised chrome panel on the curved instrument panel directly in front of and clearly visible through the steering wheel.

New in the 1951 models of the Hornet and Commodore Custom lines is four-speed Hydra-Matic Drive as optional equipment. The other two models continue to offer Hudson Super-Matic as optional equipment.

Hudson engineers contend that the new high-compression, high output engine produces a flow of power "so perfectly balanced that even at high speeds it has unmatched smoothness." Low upkeep cost and economy of operation are other arguments presented in behalf of the in-line L-head 145-horsepower engine.

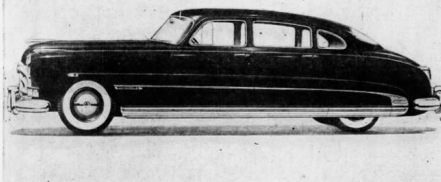
APPEARANCE changes in the 1951 models include a restyled grille, which is a three-

lowered design with the familiar Hudson triangle. An attractive insignia on the rear deck gives the Hornet series a distinctive appeal.

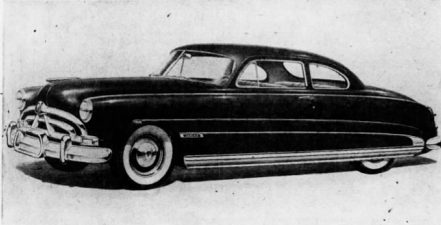
An even lower appearance to the rear end is created by installation of a large unbroken full-visibility, 86.4 square inch rear window. As it is, the Hudsons are only five feet high from road to roof, giving them one of the lowest silhouettes in the business.

Hudson's new standard "step-down" design construction provides the lowest standard car center of gravity, yet it has a full road clearance and ample headroom.

Accentuating the cars' low appearance is a stainless steel speedline which runs below the top of the panel and serves as a protective rail. It prevents marring of the body panels as well as serving its decorative purpose.



The Commodore Custom series four-door sedan has a wheelbase of 124 inches. It is available with the high compression 128 horsepower Super-Eight or high compression 123 horsepower Super-Six engine.

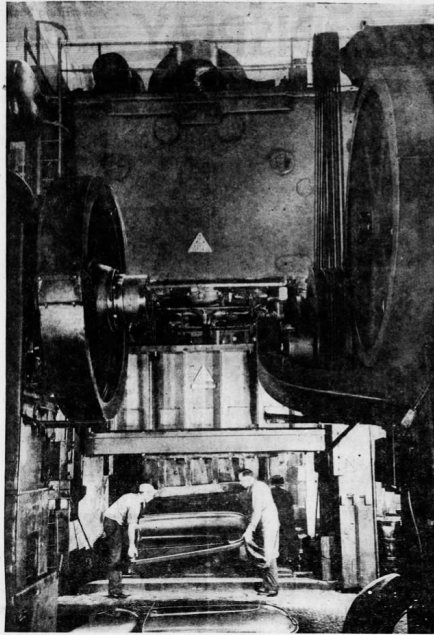


The Super-Six Custom series Club Coupe is powered by the famous high compression 123 horsepower Super-Six engine, most powerful of all American six-cylinder engines, excepting the Hudson H-145.

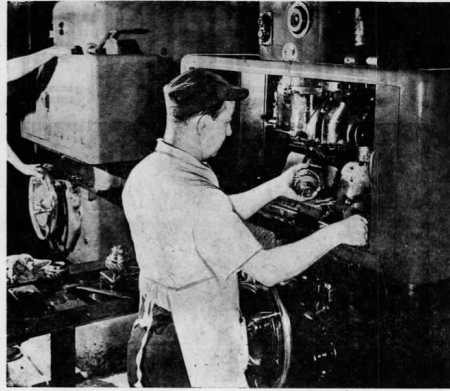


The Pacemaker Custom two-door brougham has a wheelbase of 124 inches. It is powered by the high compression Pacemaker 112 horsepower engine and, like all Hudsons, has exclusive "step-down" design.

550 Tons Per Square Inch!



This giant press, installed as part of Hudson's retooling program for the new Hudson is used to stamp out fenders two at a time, exerting a pressure of more than 550 tons per square inch. The double fender emerging is then cut into two fenders on another press.



At the Main Plant, ultramodern finish-shaving machines are used in the cutting of transmission gears, removing infinitesimal irregularities in gear teeth. These machines greatly improve upon and replace the burrishing process still used by some manufacturers to finish gear teeth.

Hudson Means Perfect Balance

In the next 13 pages of this unique special section, we want to take you on a tour of the Hudson factory, and we also want you to get a look at the operations of some of the scores of Hudson suppliers who help to make the 1951 Hudson America's outstanding automotive value.

We want you to see and read about how the Hudson, the newest new car in the world, is manufactured and assembled.

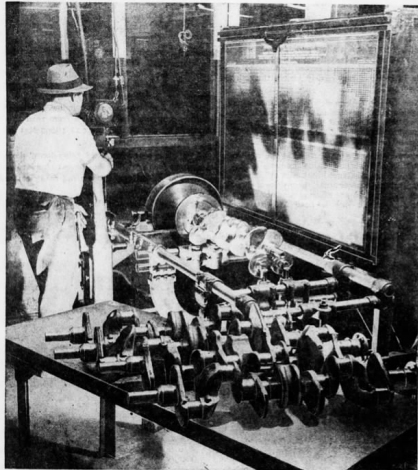
At Hudson advanced techniques are used because the 1951 Hudson again features the all steel, box-section frame built into the body and extending outside the rear wheels. Called "Monobilt", this all steel body-and-frame construction provides girder protection on all sides, and is described by engineers as the "strongest, most rugged twist-free body-and-frame ever built."

This word-and-picture trip should prove of special interest to you, because at Hudson the entire automobile . . . engine and Monobilt body-and-frame . . . is completely designed and manufactured in the Company's own plants.

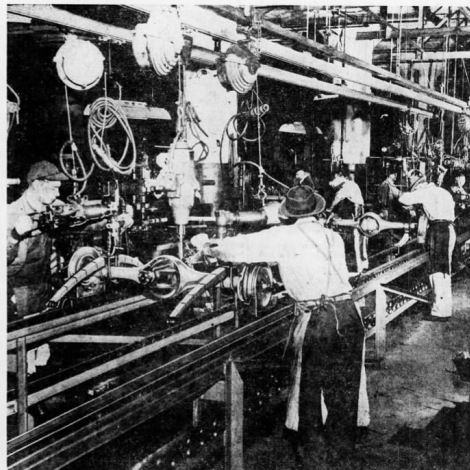
Each part of the car is designed and built to harmonize with all other parts, forming a perfectly balanced automobile. The result is an automobile which will not only give a maximum of performance, smoothness, safety and economy when the car is new, but will retain these qualities well past the normal period of good service of most automobiles.

As a visitor in this pictorial Hudson factory, you will see many of the reasons for Hudson's exceptional value . . . things that are not visible in the completed cars, but that contribute to the extraordinary satisfaction which Hudson owners enjoy throughout the life of their cars.

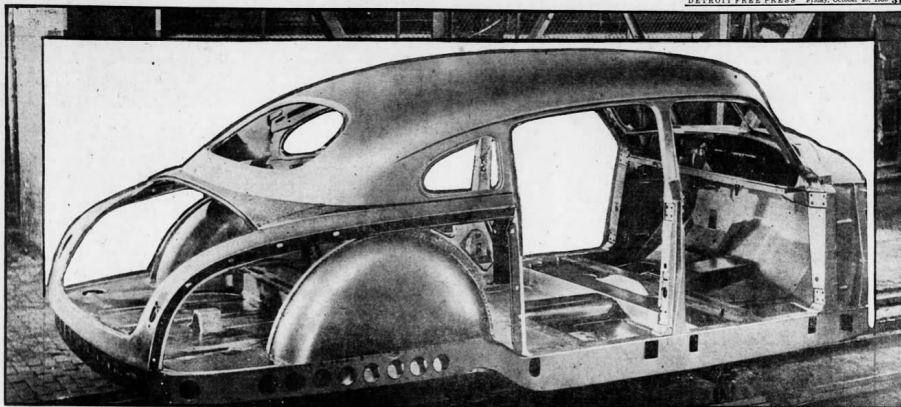
Four of these reasons are pictured on this page. As you go through the rest of this section you will see scores of others.



Hudson makes the most exacting crankshaft test in the industry. Hudson's balancers, above, are set on concrete foundations 10 feet deep, 3 feet wide and 8 feet long. Outside vibrations cannot affect the balancers. Balancing indicators show the crankshaft varies from the perfect conditions of static and dynamic balance that are required. Perfect balance is achieved by drilling the various parts of the crankshaft, as indicated by the test.



While forward unit is being assembled, rear axle and spring assemblies are being built up in another part of Main Plant. Gears for the hypoid rear axle are made in Hudson's Gear and Axle Plant. Designed for long life and quiet operation, gears are made of a nickel-molybdenum alloy by skilled craftsmen who hold them to close tolerances demanded by Hudson engineers. Rear springs are mounted in a sprung position at a sensitively selected angle designed to provide soft, easy cushioning action.



The view of the body-and-frame above shows clearly how the underbody frame section, side panels, roof panel and cowl section have been united into one rigid unit by use of more than 5,000 spot, arc and section welds. Now begins the trip down what is known as the "body-in-white" line.

'Step-Down' Design with Monobilt Body and Frame Is Unique

Construction of Hudson's all steel Monobilt body-and-frame* has brought motorists more comfort, safety and beauty and has given the industry unique production methods.

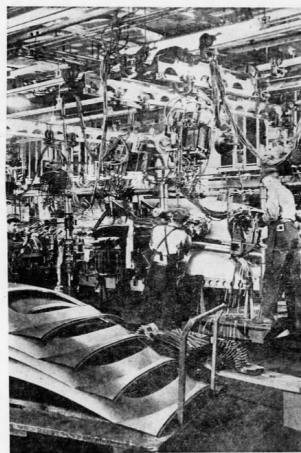
Some of them are pictured on this page. This unique construction has made obsolete the bolting of a body on top of a chassis frame as was done in the old-fashioned automobile. Instead it combines body-and-frame in a single, sturdy, all-welded unit that provides unheard of rigidity and stability.

The engineering of the fixtures, conveyors and other equipment necessary to build the all steel Monobilt body-and-frame* was a major project in itself.

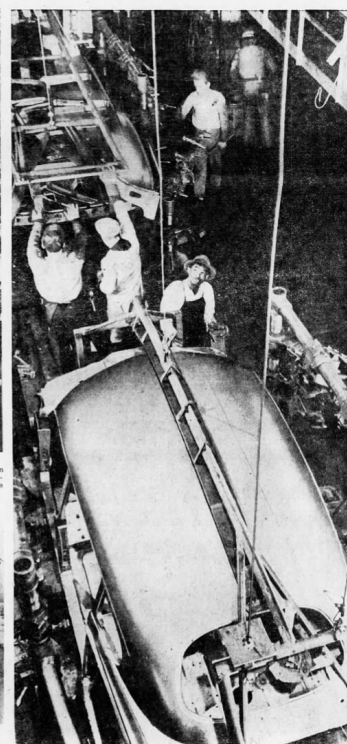
Hudson manufacturing experts were allowed to start from scratch. They utilized every bit of imagination and initiative they had in working out new fabrication techniques.

As a result, the greatest accuracy ever obtained in the building of a body-and-frame structure has been achieved in the new Hudson all steel Monobilt body-and-frame.* The increased use of assembly-line methods for fabrication has resulted in units which are more accurately built and which may be more smoothly produced because the work is brought to the worker.

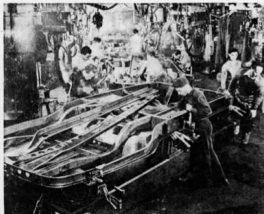
*Trade-mark and patent pending.



With roof and cowl assembly clamped into position, the welding crew, shown above, using spot welders, welds quarter panel and rear deck. Notice how water-cooled welding transformers travel on bridge to allow workers to move along as body-and-frame unit travels steadily around the merry-go-round.



With most of the welding operations completed, the Monobilt body-and-frame* is raised to the second floor of the body plant. Note the work crew loading another underbody section in the fixture stand which has just been emptied. Now turn the page to see and read the story of the powerful Hudson motor, which is another highlight in the brilliant Hudson engineering story.



At left, husky side members, shown piled on top of the assembly, are welded in position to form the complete, rigid underbody frame section for the Monobilt body-and-frame.*

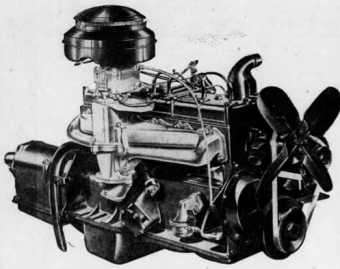


Long trip through oven held at a temperature of 210 degrees. On emerging from the oven, the bodies are inspected for imperfections in the priming coat. A coat of wax is then applied and the conveyor takes the bodies through the industry's finest, most modern spray booths where they receive three double coats of lacquer.

After baking for 20 minutes at 200-degree ovens, the bodies are polished and buffed, giving them a durable, mirror-like finish.

*Trade-mark and patent pending.

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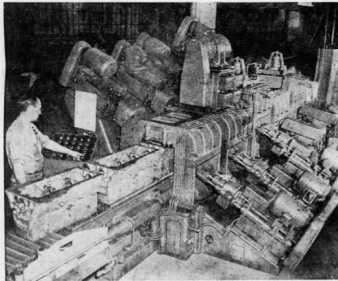
Hudson Builds Today's Most Powerful 6-Cylinder Engine

Hudson, long a pioneer in high compression engine development, this year introduces the H-145 with Miracle H-Power.

This high-compression, high-output engine continues Hudson's development of in-line L-head engines, and at 145 horsepower is the most powerful six-cylinder engine built today.

It has a bore of 3 1/8 inches and a stroke of 4 1/2 inches with a displacement of 308 cubic inches. Compression ratio is 7.2 to 1 with Hudson high-compression Miracle Dome aluminum head which is standard equipment.

On this page are pictured and described some of the highlights in the construction of this superb engine.

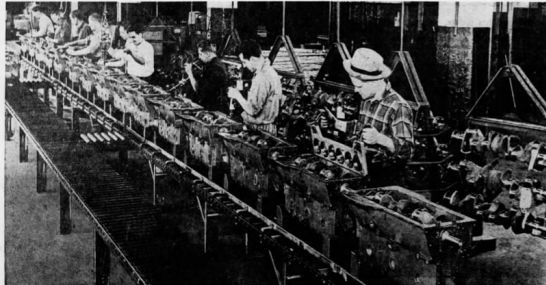


A complex multiple drilling machine (above) accomplishes 17 machining operations on the Hudson six-cylinder engine block. The machine is controlled from the panel at left. Eight six-cylinder blocks are carried continuously through the machine on a track, and are hydro-mechanically raised and lowered into position for each machining operation.



The 'Run In' Bay

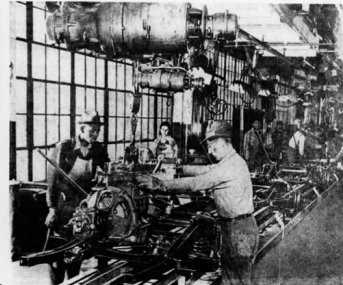
Following assembly of the engines they are "run in," as is pictured, in one of the final testing bays. Here the pulse of the famous Hudson quality-built engines are checked. Their extreme smoothness permits the engines to be tested without being bolted to the stand.



How Each Hudson Engine Is 'Custom-Made'

The assembly of crankshaft, piston and connecting rod, shown above, is an excellent example of Hudson's co-ordinated production. Here the cylinder block is met by the exact crankshaft, and the exact set of

piston and rod assemblies which have been made for it. One and only one of the hundreds of crankshafts on the race is intended for one certain block, and only this one shaft goes into that block.



Building of forward unit assembly, consisting of front section of frame and front axle and ring assembly, is nearly completed with the lowering of engine, shown above, into position on these specially designed motor mounts. Then the engine is bolted securely in position and hydraulic brake lines and master cylinder, front half of the exhaust pipe, carburetor and air cleaner are installed. You have seen highlights of body and motor construction. Now follow the final assembly of the superb 1951 Hudson, as described on the next two pages.

The Assembly Story

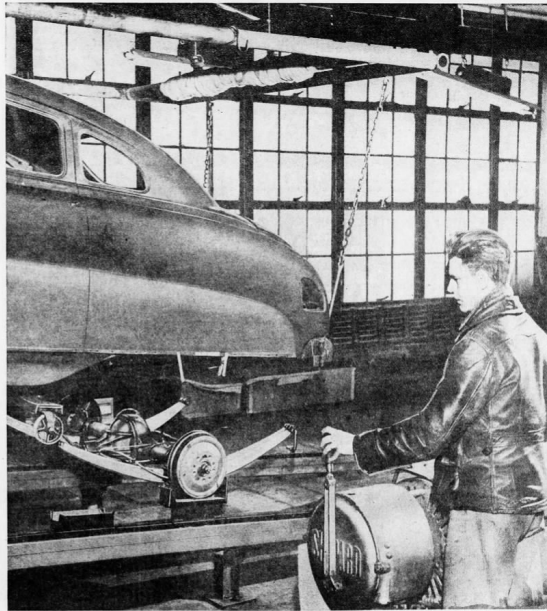
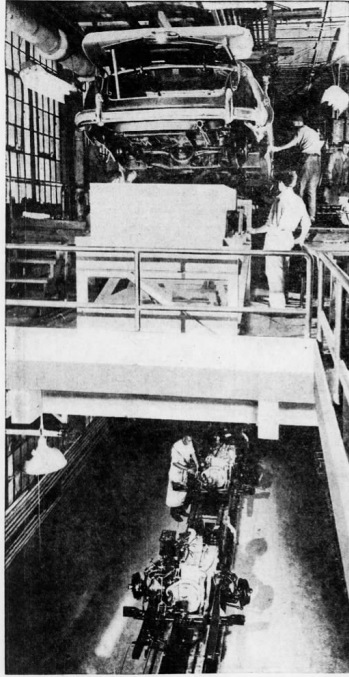
This scene at the right marks the end of Hudson's smooth-moving final assembly line, and you'll see pictures on this and the next page that will point up some of the highlights of the movement of the car down that line.

At this point, the engine is started and the car moves under its own power for the first time.

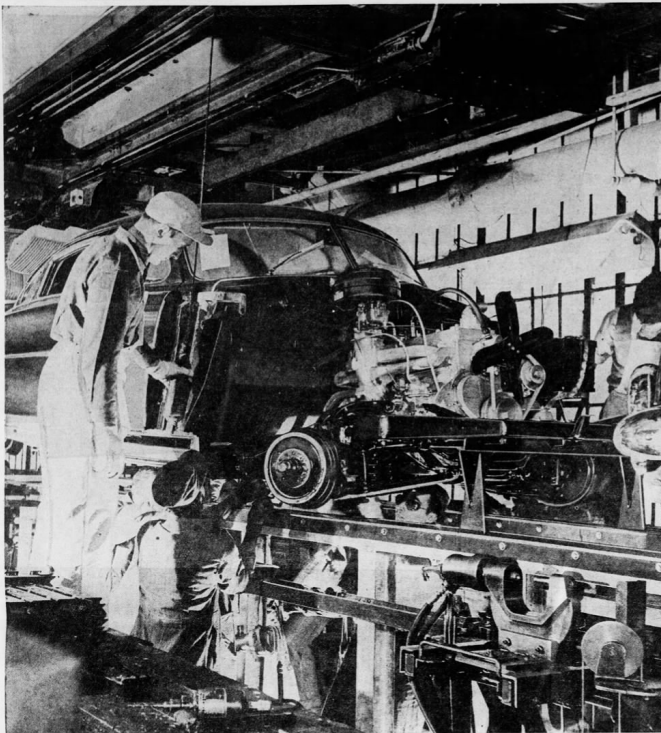
Inspectors test and examine lights, horns, all electrical equipment, carburetion, ignition, radio and all accessories, paint, interior and exterior trim and finish.

If any part or operation does not pass all of these rigid inspections, the car is driven off the line into a repair bay where the corrections are made.

When each car has passed its final floor inspection, it is checked off the list by an inspector, as pictured. The car is given a road test before getting the final inspector's approval and being released for shipment.



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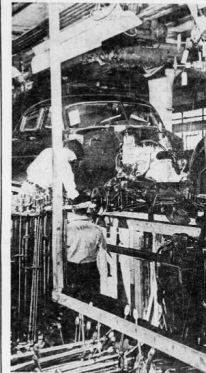
As the now almost-complete new car moves down this overhead line, workmen expand rear brake shoes, adjust and hook up hand-brake cables, connect the propeller shaft to the transmission, connect the hydraulic brake tube to the frame bracket, connect the hydraulic master cylinder to the hydraulic brake lines and bleed the lines.

HOW IT'S DONE

Final Touches Are Applied



In the case of windshields, the glass is pushed into position from inside the car. Suction cups attached to bracing fixtures on roof above the windshield and on the crest hold it until moldings and weather stripping are installed.



Inspectors check the frame rivets, clamp bolts, and arc-welded joints to be sure that the preceding operations have been properly carried out.



New Super-Cushion, low-pressure tires are put on wheels and inflated. They are matched in sets and put in a conveyor shoot which brings them to platforms on both production lines, as pictured above.

Every Hudson Is Custom Built

You are completing your pictorial trip through the Hudson Plant. Before you move on to view the work of Hudson's suppliers, there is one thought to be emphasized: Every Hudson is actually "custom built."

Cars are not produced in anticipation of orders, but to fill specific orders already re-

ceived from distributors or dealers. Consequently, Hudson has earned a reputation unique in the automotive field. Hudson buyers have appreciated this feature for years.

Since these cars are built only to order, stocks of materials for workmen on the lines you have seen flow in as they are needed, thus effecting a great saving of storage space,

inventory and handling... a saving that enables Hudson to give greater value to Hudson owners.

Car orders are "put in production" in sequence as they are received. Thus, Hudsons of all models, colors and equipment, specifications may follow one another along the production line.

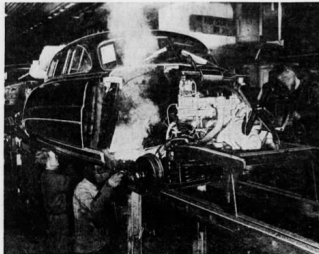
Consequently, the flow of

material to the production line must be perfectly co-ordinated.

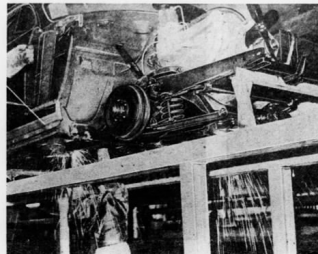
For example, wheels required for a specific blue Hudson Super-Six Coupe must reach the wheel-mount station just when that particular car arrives at the station. This complex appearing but smooth-working plan is controlled through a teletype

system which gives complete specifications for each New Hudson simultaneously to all departments in the factory. This enables each department to start the proper type of material flowing to the production line.

You can see that your Hudson truly is a precision-built car.



To assure perfect alignment of both units, front-up pins are inserted in holes in the front unit assembly and body-and-frame members, and pressed into place mechanically. Note how the overhead conveyor facilitates work of the men on this operation.

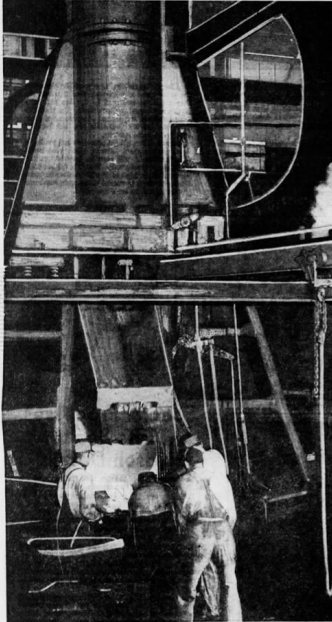


The Model's body-and-frame, which by this time have received almost all of their interior trim, are swung onto the final assembly line to be joined to forward this assembly, as pictured above. At this point body-and-frame units are welded for life to the forward unit assemblies.

Behind a Car: The Suppliers

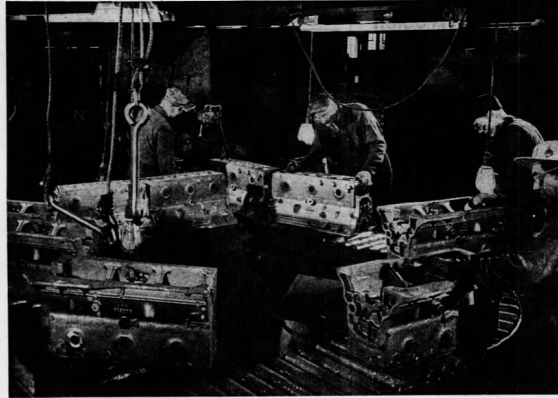
You have seen, in detail, the operations that mark the final assembly of the exciting, new 1951 Hudson. On this and the pages that follow, you will be taken into the plants of more

than a score of the hundreds of suppliers who provide, with superb craftsmanship, the thousands of parts that go to make the 1951 Hudson America's most beautiful, smoothest-riding car.



Forging Crankshafts

This dramatic photo depicts the forging operation at the Harvey, Ill. plant of the Wyman Gordon Co., for 47 years manufacturers of quality crankshafts. All of the crankshafts used in the famous Hudson motor are made to fine limit of specifications. Wyman Gordon Co. has supplied Hudson crankshafts for more than 40 years. In addition to the Harvey plant, the company also has plants in Worcester and Crafton, Mass.



The Final Touches for Cylinder Blocks

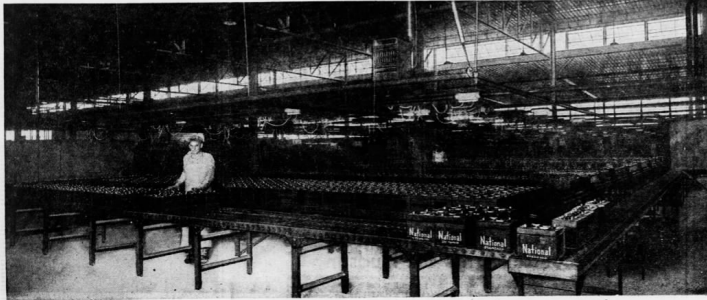
Cylinder blocks for the Hudson Six are shown receiving their finishing touches prior to shipment to the Hudson plant in Detroit. Characteristic of all material supplied to Hudson, each casting is carefully cleaned, inspected and tested to insure the highest of quality. All cylinder blocks are furnished by the highest of quality. Cylinder blocks, heads and camshafts are furnished by Campbell, Wyant and Cannon Foundry Co., of Muskegon, Mich.



Candlon Nylon Upholstery in 3-Dimension Weave

This Hudson Horset interior is trimmed in wax-dyeing, water-resistant, luster-bright Candlon Upholstery made with Nylon. It is

loomed for the Hudson cars by the Collins & Alkman Corporation, America's largest weaver of fine upholstery fabrics.



National Batteries Used for Equipment on All Hudsons

Presented at left is a scene in the charging room of one of the 12 Good-National Batteries, Inc., factories. Batteries from these modern plants give power to gears for the electrical equipment and starting on the new Hudson. National Batteries, famous for their sturdy construction and reserve power, are made by the world's largest manufacturer of automotive replacement batteries.

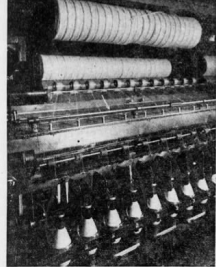
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American Woolen Helps to Produce Upholstery Beauty

American Woolen is one of several companies which supply the beautiful upholstery materials for the new Hudson cars. Shown below are scenes depicting some of the high spots of American Woolen's production.



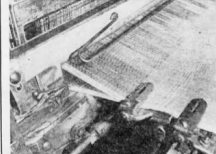
DRAWING IN—Operator pulls ends through needles.



WOOLEN FRAME SPINNING—Roping from spools being spun into yarn, wound on bobbins.



WOOLEN DRESSING—Yarn from dresser spools winding on dresser reel.



WORSTED AND WOOLEN WEAVING

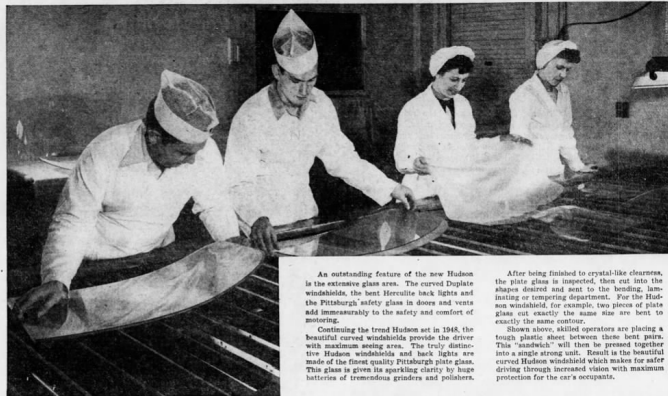


BURLING AND MENDING—Mender removing faulty thread from woven fabric.



FINAL INSPECTION—Finished fabrics hanging over perches for final inspection.

How Windshields Get Curves

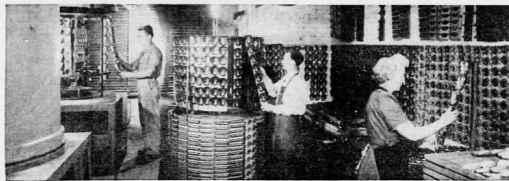


An outstanding feature of the new Hudson is the extensive glass area. The curved Duplate windshields, the best Hercules back lights and the Pittsburgh safety glass in doors and vents add immeasurably to the safety and comfort of motoring.

Continuing the trend Hudson set in 1948, the beautiful curved windshields provide the driver with maximum seeing area. The truly distinctive Hudson windshields and back lights are made of the finest quality Pittsburgh plate glass. This glass is given its sparkling clarity by huge batteries of tremendous graders and polishers.

After being finished to crystal-like clearness, the plate glass is inspected, then cut into the shapes desired and sent to the bending, laminating or tempering departments. For the Hudson windshield, for example, two pieces of plate glass cut exactly the same size are bent to exactly the same contour.

Shows above, skilled operators are placing a tough plastic sheet between these bent parts. This "sandwich" will then be pressed together into a single strong unit. Result is the beautiful curved Hudson windshield which makes for safer driving through increased vision with maximum protection for the car's occupants.



ONE OF MANY STEPS OF PRODUCTION IN GITS MOLDING'S CRYSTAL SEAL PROCESS



Special Processes by Gits Beautify Hudson Details

The luxury look of the new 1951 Hudson is apparent in every exterior and interior detail.

Both the steady, front-end name plate and the elaborate horn-button medallion, for instance, are glorified with an unusual type of artistic craftsmanship—the ultimate in exquisite plastic beauty. This is the Gits Crystal Seal Process of three-dimensional art embedded in transparent plastic.

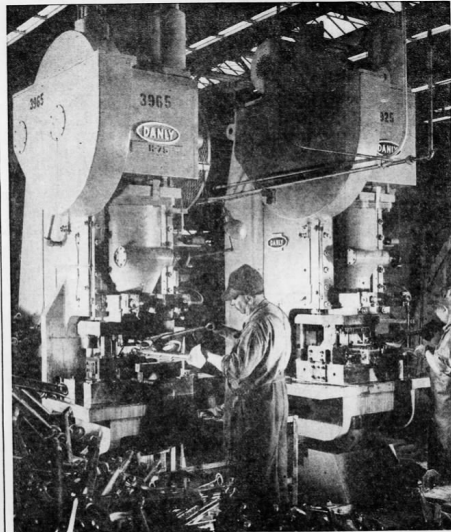
The Gits Molding Corp. is the creator and patent holder of this process.

Another notable style and utility feature of the 1951 Hudson is the striking beauty and lasting quality of the speedometer, radio, and clock dials, as well as the gear shift lever knob.

They are created by another Gits patented process known as "Multiple-Shot" molding wherein two or more "shots" of contrasting or complementary colors in plastic are separately molded, yet integrally inter-molded to present a rich, raised or inlaid effect.

This is exhibited in the gear shift knob which combines richly harmonious dark and light colors to bring out its distinctive design.

Another functional variation of the process is the instrument board dials (see above). They project raised, yellow-green, translucent phosphorescent numerals, letters and other markings against a plain dark background and permit the advantage of glare-free instrument board illumination.



Building Front Suspension Control Arms for Hudson

Contributing to the exceptionally smooth riding quality of the 1951 Hudson are front suspension control arms manufactured by the A. O. Smith Corporation, Milwaukee. In this photo are shown workmen at some of the huge presses that enable the Smith Corp. to achieve its precision production. This type of precision is a trademark for Hudson cars.



PART OF INSPECTION LINE AT GITS

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How McCord Corp. Produces Radiators for 1951 Hudson





1—McCord radiators for Hudson being transported by conveyor from final water test to drying oven before painting.

2—Unloading McCord radiator cores for Hudson from automatic screw machine department.

3—Assembling and soldering top tanks, bottom tanks, and side channels to McCord cores for Hudson radiators.

A Line for Speedometers




Stewart-Warner Corporation of Chicago are suppliers of the precision-built speedometers, speedometer drive equipment and Aluminite lubrication fittings used on all models of the new Hudson car. Shown above is the highly mechanized assembly conveyor used in the speedometer production area of the Stewart-Warner plant. Parts for sub-assemblies are continuously supplied to highly skilled operators, and finished work is carried onward for orderly removal, thus enhancing efficiency and assuring quality.

Picture above is the automotive screw machine department at the main plant of the Monroe Auto Equipment Co. at Monroe, Mich. These shock absorber parts are made for all types of Monroe shock absorbers. More than 40 of these automatic screw machines are used in this phase of the operation, which helps to provide the precision associated with Hudson parts.

Monroe Provides Hudson Shock Absorbers



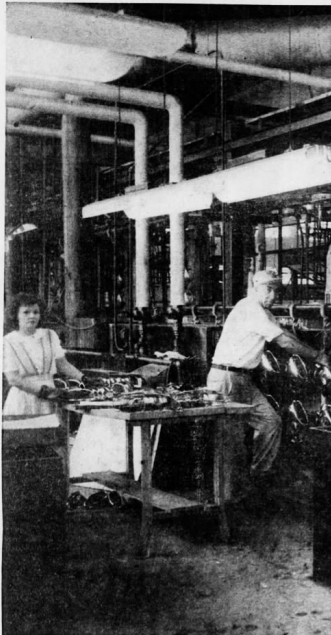

Picture at left shows finished shock absorbers being conveyed to the shipping department at the Monroe Auto Equipment Company's main plant. Thousands of shock absorbers are produced each day by the Monroe Company.

As indicative of the technical thoroughness with which material furnished to Hudson Motor Car Co. is checked in shown by the above photograph. The photograph shows the flow bench section of the air cleaner laboratory of the United Specialties Co. with plates located in Chicago and Philadelphia. United Specialties Co. furnishes the air cleaner that is mounted on top of the carburetor air horn which removes the abrasive particles from the air stream through the carburetor into the intake manifold. This company has been furnishing air cleaners to Hudson ever since the introduction of the combination oil bath, air cleaner and silencer development to the truck, tractor and automobile manufacturers.

BY UNITED SPECIALTIES
Engine Protection Their Goal

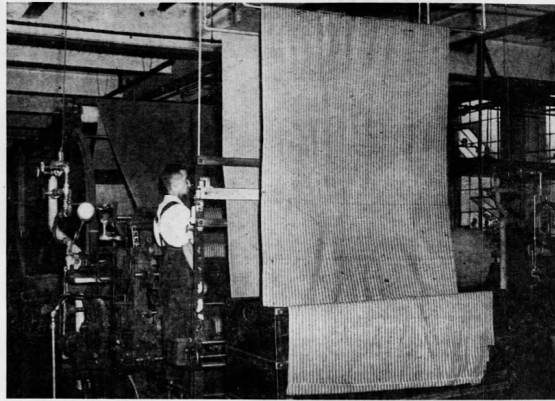
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Lamp Parts from Indiana Are Top Quality Items



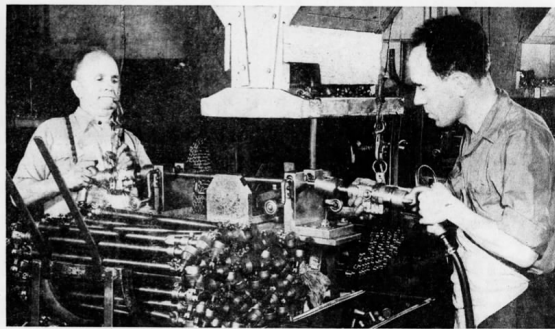
Plating Automatic

Lamp components for the Hudson Packmaker and Commodore, supplied by the C. M. Hall Lamp Co., are produced at the company's subsidiary plant, the Indiana Die Castings, Inc., Elwood, Ind. Ellen Barbette and George Leach are shown processing parts through the company's modern, fully-automatic plating machine. Quality control, plus the latest production technique, insure Hudson owners of top quality.



Bedford Cord--from the Mills of N. Carolina's Chatham Co.

From the Chatham Manufacturing Co. mills in Kilkenny, N. C., comes the colorful, fancy Bedford Cord which is used to upholster the Hudson Packmaker. Shown in the picture above is one of the final steps in preparing the cloth--the pressing. The Chatham company is one of the world's largest manufacturers of woolen upholstery, Bedford Cords, and cotton warp sidewalls for automobiles.



This is Thompson Products' final assembly operation of the steering tie rod, consisting of screwing the tie rod ball sockets into the intermediate tube. The tube is instrumental in adjusting the alignment of the Hudson front wheel.

Steering Tie Rods for Hudson---by Thompson Products

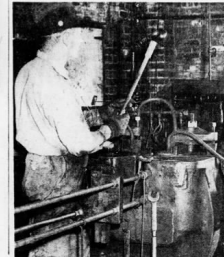
The drag link assembly serves to connect the steering gear to the steering tie rods on the non-Steering. The tubular section is expanded at each end for internal parts that comprise the assembly. The expanding operation is performed on a 15-ton upsetter or horizontal forging machine shown below.

Pictures are from the Detroit plant of Thompson Products.



Auto-Lite Coils Get Heat Tests

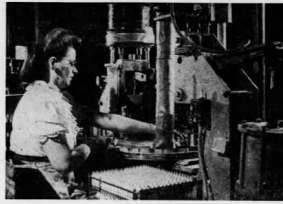
Included in the electrical equipment on the new 1951 Hudson provided by the Electric Auto-Lite Company, world's largest manufacturer of automotive electrical equipment, are ignition coils. Here, in the coil assembly plant of Auto-Lite in Toledo, ignition coils receive one of the many quality tests to which they are subjected before delivery to Hudson and other customers. This is a heat-run test, designed to determine if the coil will continue to deliver its required electrical output when operating at a sustained high temperature. Every one of the millions of coils produced annually by Auto-Lite is subjected to this test for a 30-minute period.



Champion Provides Quality Spark Plugs for Hudson for 20 Years



Because spark plugs are so vital to engine performance Hudson has used Champion Spark Plugs—known for their outstanding dependability—for approximately 20 years. Since a spark plug is no better than its insulator, extremely rigid laboratory and process controls govern every step of the manufacture in Champion's Ceramic Division plant here in Detroit.



Gas or compression leakage cannot be tolerated in a spark plug as it definitely reflects on engine performance. To insure tightness Champion uses a compatible dry powder called Silment. This patented process is used in sealing both center electrode within the insulator, and the insulator itself in the metal shell as shown in the above operation.



The individual parts of a spark plug prove only as efficient as the manner in which they are assembled. It is well known that Champion standards are unsurpassed—one of the reasons Hudson specifies Champions for all Hudson cars. Here is a portion of one department devoted to the automatic seating of the center electrode into the insulator with Silment.



Trico's Adjustable Windshield Wiper a Hudson Feature

Like earlier models produced during the past quarter century, the new Hudson cars are equipped with Trico Automatic Windshield Wipers.

Noted for their long, dependable, trouble-free service, Trico Wipers are air operated and adjustable in speed to meet the needs of variations in all weather.

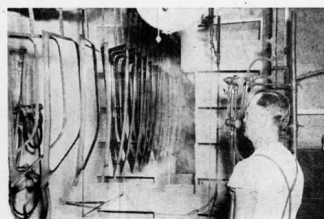
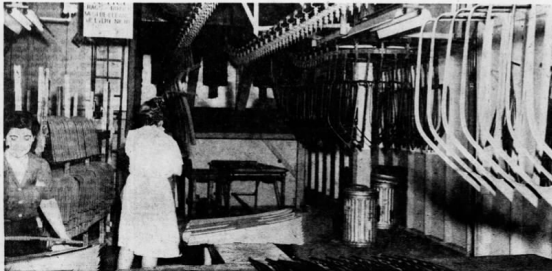
The Trico Automatic Windshield Washer, the famous "Two Little Squirts," is now available as optional equipment on Hudson cars. The new combination Wiper control knob operates both the wiper and the washer. Between rains, or when it doesn't rain enough, the Trico's "Two Little Squirts" wash away the dirt, grime or road splash which dim the daytime vision and produces a dazzling glare at night. The Trico Products Corporation is located in Buffalo, N. Y.

A Grinding Room for Glass



Pictured above is a portion of the grinding room of Glass Products, Inc., Elwood City plant. This wholly owned subsidiary of American Window Glass Co., producers of Superior Safety Glass, has, for several years, been a regular source of a portion of the high quality safety glass used in Hudson cars. It is the car owner's assurance of safety, plus clear vision, that makes for driving comfort.

For More Than a Quarter Century, It's Jamestown Trim

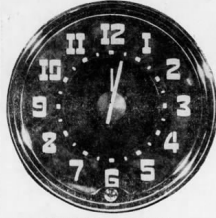


Quality parash moldings and trim parts for Hudson cars have been supplied by the Jamestown Metal Corp. for more than a quarter of a century. Shows in the accompanying photos taken at the plant in Jamestown, N. Y., are two of the many processes in the company's quality production. At left, the final finish and inspection section, and shows the electro-flashing process.

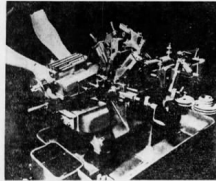
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Borg Emphasizes Accuracy in Clocks for New Hudson

Handsome, accurate clocks for the 1951 Hudson are provided by the Borg Products Division of the George W. Borg Corp., Delavan, Wis. The Borg company owns and operates the world's smallest steel mill in which manufacturing materials are rolled, cast, rolled, treated, formed, etc. Pictures below highlight some of its clock-making processes.



Complete clock ready for shipment.



Highly complex Swiss type lathe which produced the parts shown in photograph below. Tolerances held on some of the parts used in a clock run as low as .00001, and tolerances held to .0002 are very common.

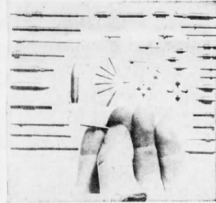
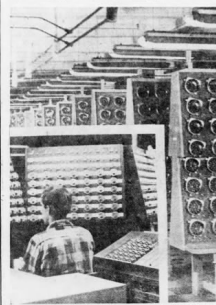
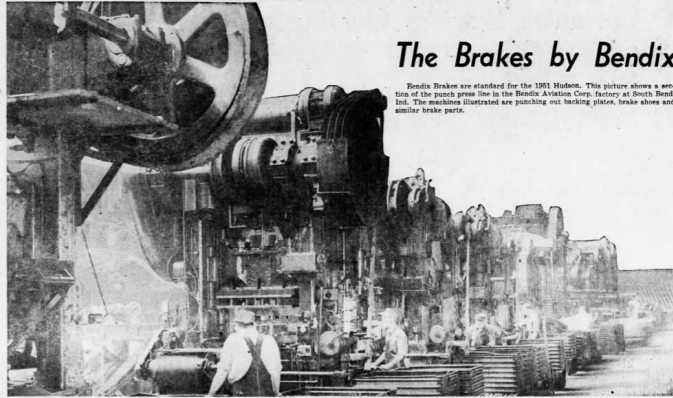


Photo above shows the filing process.



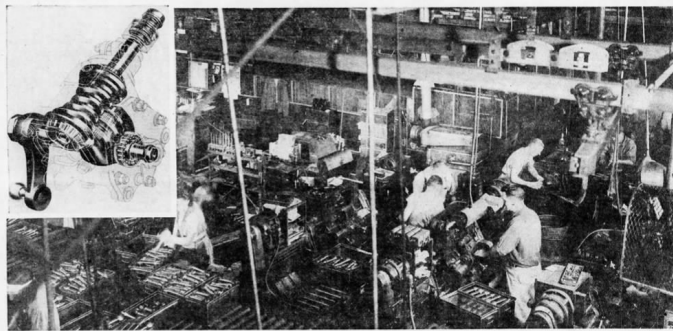
Electronic test equipment is shown on the left and proof-testing boards on the right.



The Brakes by Bendix

Bendix Brakes are standard for the 1951 Hudson. This picture shows a section of the pump press line in the Bendix Aviation Corp. factory at South Bend, Ind. The machines illustrated are punching out locking plates, brake shoes and similar brake parts.

Gemmer Steering--Standard Since the First Hudson



Friction Held Down

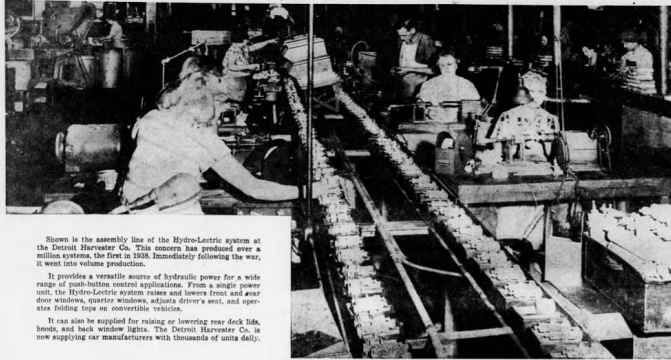
This shows part of the Gemmer Manufacturing Co. plant where thousands of steering gears are produced daily for Hudson and other fine motor cars. Inset is a phantom view of the Gemmer Easy Steering Gear, showing the hourglass worm, rolling gear sector and the liberal number of ball and roller bearings used to eliminate friction. Gemmer Steering has been standard on Hudsons since their first automobile.



There's Precision in Springs for Hudson

Scene at left shows a final inspection of the Detroit plant of the Barnes-Gibson-Raymond Division of the Associated Spring Corp. This division also operates another plant at Ann Arbor, and has been a major supplier of springs, wire forms, and small stampings to Hudson continuously for more than a quarter of a century. Included in these products are engine valve springs, clutch springs, and many other closely related precision wire parts. This corporation also supplies the same types of products for many of the assemblies that are furnished Hudson Motor Car Co. The Barnes-Gibson-Raymond Division, by its constant vigilance over materials and throughout production, has as a result built itself an enviable reputation. Every safeguard known to modern science is employed to assure the accuracy, uniformity, and dependability of the products it furnishes the automotive allied industries.

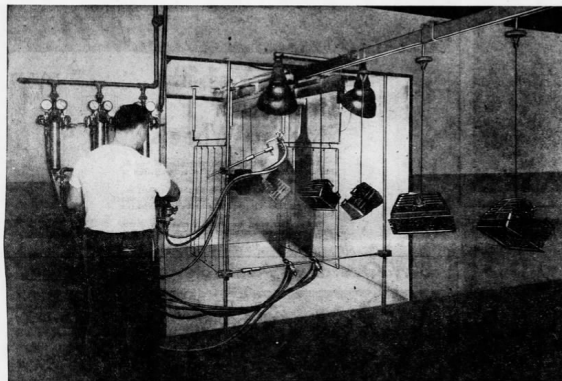
Detroit Harvester Provides Hudson's Push-Button Controls



Shows is the assembly line of the Hydro-Electric system at the Detroit Harvester Co. This concern has produced over a million systems since the first in 1928. Immediately following the war, it went into volume production.

It provides a versatile source of hydraulic power for a wide range of push-button control applications. From a single power unit, the Hydro-Electric system raises and lowers front and rear door windows, quarter windows, adjusts driver's seat, and operates folding tops on convertible vehicles.

It can also be supplied for raising or lowering rear deck lids, hoods, and back window lights. The Detroit Harvester Co. is now supplying car manufacturers with thousands of units daily.



Here, Hudson Fresh Air Heaters in the Heater Division plant of the Spicer Manufacturing Company in Cleveland, are being painted automatically. The microscopically small particles of paint are electrically charged and attracted to the heater parts as they travel through the electrostatic spray booth. This ultra-

modern painting method assures uniform thickness of finish over the entire surface of the metal, contributing to quality appearance and a better wearing surface. This is one of many methods and controls which combine to give Hudson owners the best word in fresh air heating, ventilating and defrosting systems.

Electronic Painting Adds to Hudson Heater Quality

Precision Goes into Sparton Horns for Hudson

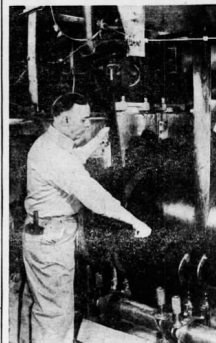


In Sparton's modern plant, completely conveyerized and equipped with top production facilities, precision workmanship and maintenance upon peak performance are the goals at all times.

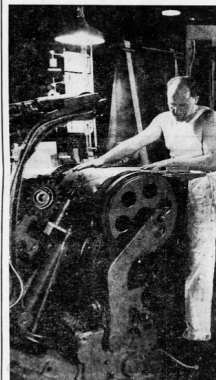
Photo shows the air shell horns assembly line. The conveyer over the assembly belt travels from a sub-assembly department on the floor below and supplies the die cast projectors to the operators. Hudson has specified Sparton horns for many years.

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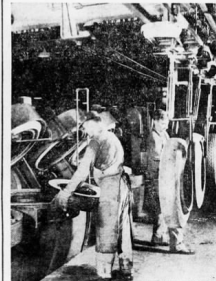
Hudsons Ride on Goodyears



Hudsons ride on Goodyear tires. At Goodyear plants in Akron and Jackson, rubber and chemicals are mixed thoroughly on milling machines. This compounded rubber then goes to calenders to be impregnated onto the cord tire fabric.



The bands are placed on the tire builder's machine, where automatic stretchers turn them up over the band in the first steps of the tire building process. After all plies are added, the tread, of specially compounded rubber to withstand road wear, is applied.



After being shaped on compression machines, the tires go to the curing molder for vulcanization. While the curing process is completed, the press automatically opens and the tire is removed. It is sent on for perfect balancing, inspection and shipment to Hudson.

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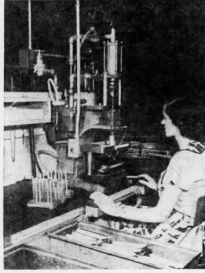
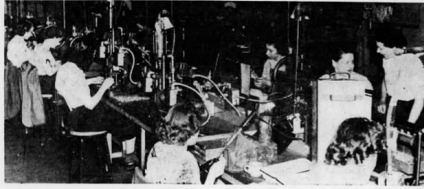
Instrument Panels by King-Seeley

The 1951 Hudson is the 16th yearly model of this line of cars to carry dashboard instruments engineered and manufactured by King-Seeley Corp., Ann Arbor, Mich. These instruments include the ammeter, signals for oil pressure and generator charging and electric "Popper" for water temperature and fuel level.

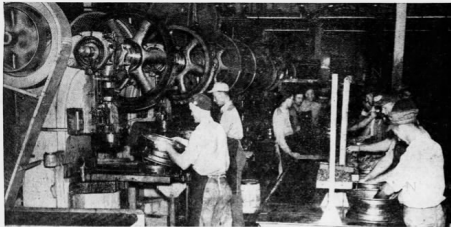
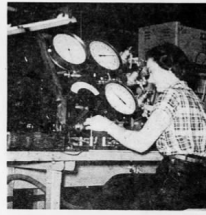
The high quality of these KS instruments is very largely the result of the constant work for the last 20-odd

years of the research and development engineers—whose only function is a continuing study of new ways and new materials to improve the functioning of KS instruments, their dependability and economy.

During the period since 1922, when the first KS automotive dashboard instruments were produced, more than 30,000,000 units have been installed on cars and trucks in this country and abroad.



Operations at the King-Seeley Ann Arbor plant where the dashboard panel assemblies for the new 1951 Hudson are being produced.

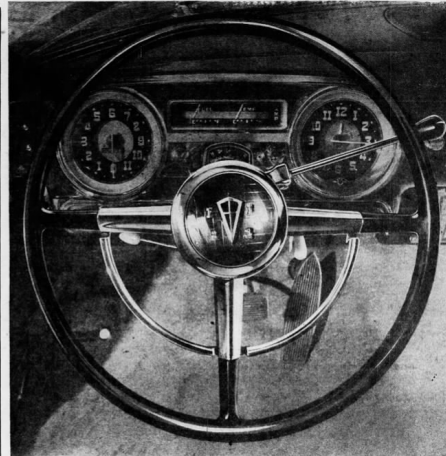
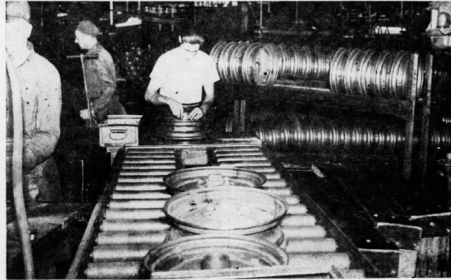


There's Safety in Steel Wheels

Three major cycles in wheel design have been completed since Motor Wheel Corp., of Lansing, became the sole supplier of wheels for Hudson cars almost a quarter of a century ago.

There have been wood, wire and now steel wheels. Among other attributes that steel wheels emphasize are those of safety and beauty in appearance.

In the picture above is portrayed one of the manufacturing operations at the Motor Wheel Corp. plant. Below is a scene on the final inspection line.



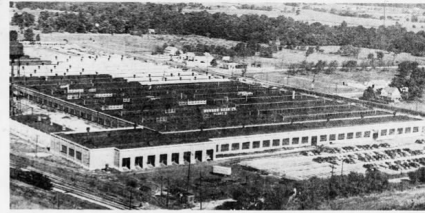
Beauty, Visibility Stressed in Steering Wheels

Pictured above is the Trimite steering wheel as used on Hudson automobiles. It is outstanding in beauty, rich in simplicity, and exceedingly striking in design.

Hudson buyers will be quick to see that the wheel has been designed to give the greatest driving visibility possible and that it is finished in colors to harmonize with the interior trim of the car.

The complete wheel assembly is furnished by Shelter Mfg. Corp., with principal offices in Chicago, Ill., and Portland, Indiana.

B-W Overdrive Available on 1951 Hudson



Plant No. 3 of Warner Gear Division, Borg Warner Corporation, Muncie, Indiana, where Hudson overdrives are manufactured.

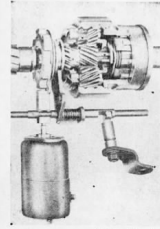
Overdrive is optional equipment on all 1951 Hudson models. More than 2½ million overdrives are now in operation. Owners claim gas savings of up to 20%—smoother riding, less driving fatigue and longer engine life.



B-W Overdrive is a factory installed "extra" which may be specified when your 1951 Hudson is ordered.



Assembly line showing Overdrives in process—nearly three thousand employees are engaged in building overdrives at B-W's plant.



Cut-away view of new 1951 Overdrive showing precision construction and gear assembly.