

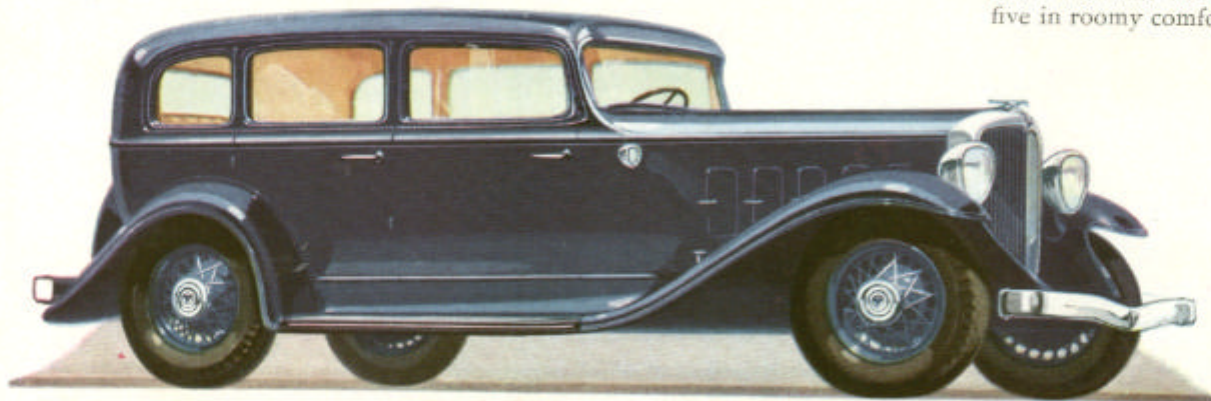


THE GREATER
HUDSON
Eight
PACEMAKER FOR 1932

PACEMAKER
for 1932

STANDARD SEDAN • *Standard Series*
(110-inch Wheelbase)

A spirited example of advanced Hudson styling, this handsome four-door sedan accommodates five in roomy comfort. An ideal all-around car.



THE NEW AND GREATER HUDSON EIGHT

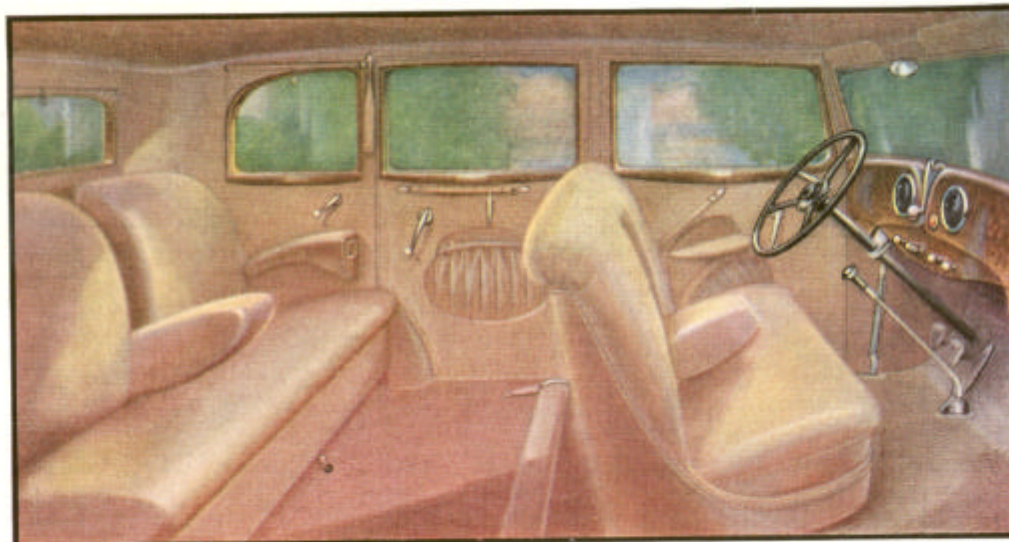
Pacemaker for 1932

You have only to see the many modern improvements that distinguish the new Greater Hudson Eight—more than you will find in any other single car regardless of price—to appreciate how commandingly Hudson sets the pace in 1932 motor car values. So numerous are these new refinements, so importantly do they contribute to riding and driving ease, to pride of ownership and to economy of operation, that failure to examine the 1932 Greater Hudson Eight before deciding what car to buy is tantamount to spending your good money with your eyes shut.

Every aspect of the new Hudson is refreshingly different and advanced. It is longer and lower, with sweeping unbroken body lines and contours suggestive of the "speeds and streams" of racing aircraft—a gracefulness of appearance further accentuated by the sweeping flare of the fenders, the sloping windshield and the streamlined door and louvre handles. Even at rest it breathes the spirit of flight; under way with the tremendous power of the great new 101 h. p. Hudson Straight Eight Engine, it seems to fairly skim the ground.

PACEMAKER
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Interior of the 1932 Greater Hudson
Eight Special Sedan. Items of special
equipment shown are available on
other models at slight extra cost.



HUDSON SETS THE PACE IN INTERIOR RICHNESS AND COMFORT

Designed by masters of decoration, Hudson interiors strike a charming new note in quiet elegance. The smartly tailored upholsterings are luxurious deep-piled broadcloths and mohairs, in soft new pastel shades that echo the gem-like exterior colors. Appointments of silver and ivory finish add a harmonizing touch of richness.

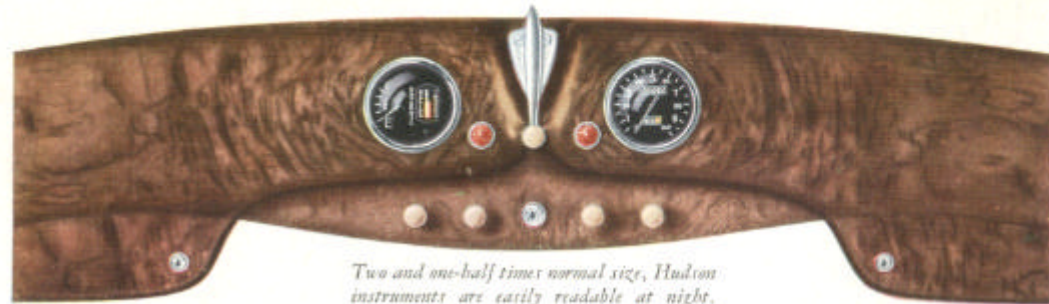
The instrument panel is raised to eye level, giving unusual leg room in the front compartment. Both front and rear seats are fully adjustable both in pitch and depth to the position you find most comfortable. Arm rests (as many as six in some models);

posture-contoured seat backs, and new type lateral-spring seat cushions that eliminate all "bounce," assure every passenger of armchair comfort.

Pull-to cords on all doors at wrist-height permit easy door-closing without straining to reach for handles. Assist cords are tapered to provide firmer grip. Capacious door pockets close to trim flat snugness with arc-slide fasteners. Even the foot rest is contoured to fit the instep naturally, and the floor is covered with an improved rubber fabric carpet, colored to harmonize with upholstery, in which dirt or grit cannot become embedded.

PACEMAKER
for 1932

▼
HUDSON
SETS THE PACE
WITH NEW
DRIVING AIDS



Two and one-half times normal size, Hudson instruments are easily readable at night.

EYE-LEVEL INSTRUMENT PANEL

In the 1932 Hudson, instruments are simplified to two large airplane-type dials, mounted at eye level, on which speed, fuel and oil levels, and water temperatures, can be instantly read without taking eyes from the road. Two ruby 'Tell-tale' Safety Signals, replacing oil pressure gauge and ammeter, flash instant warning should battery or oil supply need attention. Two dash Lock-Box Compartments for valuables are standard on five models; on others at slight extra cost.

STARTIX . . . THE AUTOMATIC SELF-STARTER



One of the greatest developments in motor car history, *Startix* not only starts the engine the moment you turn the ignition key, but should the engine be stalled in traffic or on grades, *Startix* restarts it—*instantly* and automatically, without effort on your part—a safety feature that enables the novice to handle the 1932 Hudson Eight with veteran confidence under the most difficult traffic conditions.

RIDE CONTROLS



Another important contribution to riding comfort, also operated from the dash. Ride Controls enable you to adjust *the action of Hudson's long multi-leaf springs and Hudson Two-way Full Hydraulic Shock Absorbers—*instantly**—to suit number of passengers, road condition and car speed. Alone on a boulevard, or with a full load of passengers on rough rutted trails, Hudson Ride Controls insure a smooth balanced ride, free from jounce and jar, at all times.

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HUDSON COACH • *Standard Series*
(119-inch Wheelbase)

New style and beauty in a five-passenger car that enjoys foremost consideration for practicality, appealing especially to families with small children.

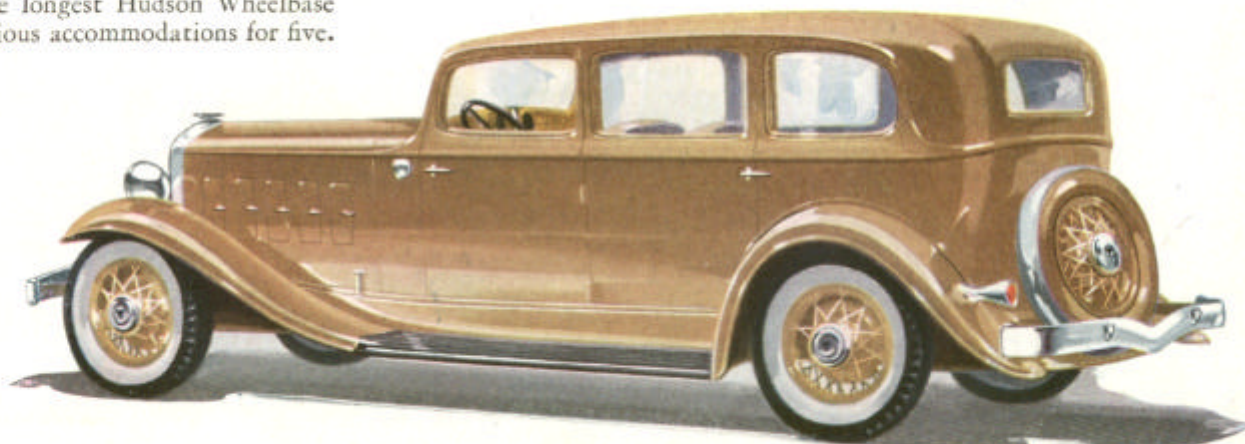


CLUB SEDAN . *Major Series*

(132-inch 18" Wheelbase)

The last word in modern smartness, this luxuriously appointed model on the longest Hudson Wheelbase provides unusually spacious accommodations for five.

PACEMAKER
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CONVERTIBLE COUPE • *Standard Series*
(119-inch Wheelbase)

The first true convertible. Coupe or four-passenger roadster—top disappears, out of sight, on a ball bearing mechanism, folding into weatherproof compartment in rear deck.



HUDSON SETS THE PACE WITH FULL RANGE SELECTIVE TRANSMISSION

In contrast to many transmissions that represent merely the addition of a new feature, the new Hudson Full Range Selective Transmission is a perfected development combining in one unit the time-proved advantages of Hudson Standard Gear Shift with Selective Free Wheeling, Synchro-Mesh and helical constant-mesh Silent Second Gear in which this great car accelerates up to 55 miles an hour as quietly as in "high."

SELECTIVE FREE WHEELING

as built by Hudson, imposes no new complications upon driving; no additional operation with every gear shift. A simplified

control, mounted in the gear-shift lever head, enables you to change instantly and positively from conventional gear to Free Wheeling, or vice versa as road conditions require, by the mere pressure of a finger—an exclusive feature of Hudson-built cars.

TRIPLE-SEALED OIL-CUSHION CLUTCH

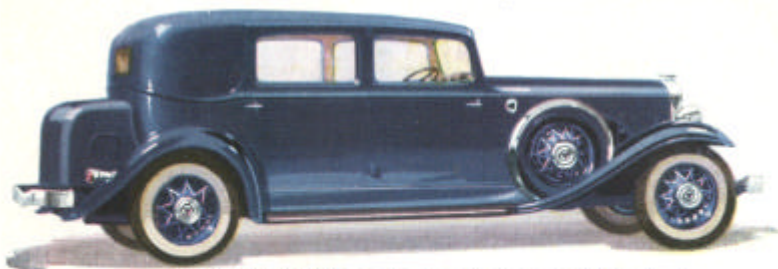
A new Hudson improvement that maintains clutch lubrication three to five times longer, assuring the surest, most velvety clutch action known, free from "grab" and "chatter" at all times, and practically eliminating refacing expense.

PACEMAKER
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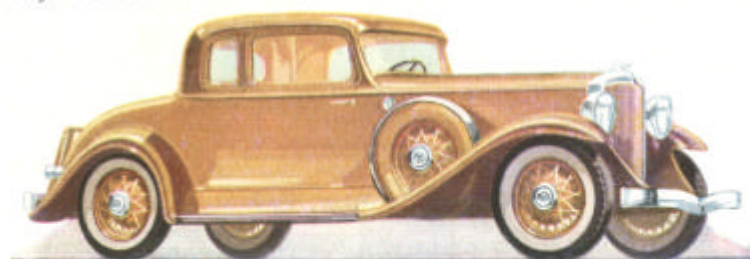


7-PASSENGER SEDAN • *Major Series* (132-inch Wheelbase)

Three smartly styled de luxe models, completely equipped with many extra refinements, including a capacious trunk on the Brougham.



BROUGHAM • *Major Series* (132-inch Wheelbase)



SPECIAL COUPE • *Standard Series* (119-inch Wheelbase)

HUDSON SETS THE PACE WITH A 101 H.P. HIGH COMPRESSION ENGINE—*developing maximum power on regular fuels*

The new Hudson Straight Eight Engine develops 101 horsepower at 3600 r.p.m., with greatly increased power at lower engine speeds to provide ample reserve for hill climbing and rough going.

Higher priced anti-knock fuels are not required to develop this power. Hudson's high compression head and patented Power-Dome Combustion Chamber absolutely prevent "fuel knock." The new Hudson engine delivers its steady flow of smooth, eager plus-power on ordinary gasoline.

Capable of speeds from 85 to 90 miles an hour, the new Hudson Eight engine develops more power from the same amount of fuel than any other eight. It is more economical—*gives more miles per gallon*—than any other engine of equal displacement and power!

Contributing importantly to this economical performance is the patented Hudson crankshaft—so compensated by integrally forged weights that it is vibrationless at highest engine speeds, thereby reducing power-wasting bearing pressures to an absolute minimum with a corresponding increase in useful power output.

OTHER NEW HUDSON IMPROVEMENTS

POWER PLANT

THERMOSTATIC CARBURETOR HEAT CONTROL—maintains carburetor at most efficient temperature, automatically, regardless of weather variations.

ANTI-FLOOD CHOKE—makes it impossible to flood engine, insuring easy starting at all times.

CAM-GROUND SILICON-ALUMINUM ALLOY PISTONS—similar to pistons used in costliest cars, fit four to six times closer, eliminating "piston slap."

DUOPLO AUTOMATIC ENGINE OILING—keeps all moving-wearing parts bathed in continuous spray of clean, cool oil. Labyrinthian Oil Cooling maintains body of oil many times longer.

ALL-SPEED GENERATOR—keeps battery fully charged with slow or high speed driving, providing ample current at all times for radio and accessories.

TWIN NEUTRATONE MUFFLERS—neutralize the "beat" of the exhaust making it inaudible within car.

INTAKE SILENCER—combination air cleaner, intake silencer and anti-backfire device.

RUBBER-FLOATED MOTOR AND EXHAUST SYSTEM.

CHASSIS

DIAGONAL-TRUSS FRAME—30 times stronger than conventional double-drop type.

30% LARGER BRAKES—operated by noiseless pre-stretched steel cables; weatherproofed to prevent slip and grab, with all important parts cadmium-plated against rust.

SPLAYED REAR SPRINGS—reduce sidesway and steady car when rounding curves, affording a more comfortable ride.

FULLY DEMOUNTABLE WHEELS—with improved spoke design, the strongest type on the road. Interchangeable on all hubs.

OVERSIZE REAR AXLE—with all parts operating on large heavy-duty roller bearings. Costliest type four-pinion differential.

BODY

Fourteen brilliant new body styles available in a selection of gem-like colors and black. Three series; Standard, Sterling and Major—119-inch, 126-inch and 132-inch wheelbase. The Standard Series (119-inch wheelbase) completely equipped in all essential details; the longer wheelbase series with many extra refinements.

SOLID-UNIT SILENCED STEEL CONSTRUCTION—Hudson bodies are built of steel panels welded and riveted to

a rigid inner steel frame. They contain no glued joints, no wooden braces, nothing to work loose or squeak. An inner lining of heavy acoustical felt insulates all doors, panels, floor and dash against heat, cold, fumes and sound. No other type of body is so strong, vibrationless and luxuriously silent.

EASY-TURN DOOR AND WINDOW HANDLES—require less than half the effort to operate necessary with usual fixtures.

TWO-FINGER WINDSHIELD CONTROL—open or closed with one hand, while driving.

SEALED-IN-RUBBER ROOF—permanently rain-tight.

♦ ♦ ♦

NOTE: The Hudson Motor Car Company reserves the right to make changes in car design, equipment or color schemes at any time without incurring any obligation to install same on cars previously sold.

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN, U. S. A.

MAIL TODAY FOR COMPLETE INFORMATION ON THE 1932 GREATER HUDSON EIGHT

Gentlemen:

I am interested in securing further information concerning the new 1932 Greater Hudson Eight. *(Check your wish.)*

☐

Kindly mail me complete literature.

☐

Kindly have a salesman call to make demonstration.

Name _____

Address _____

PRINTED IN U. S. A.

TEAR OFF HERE

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