This is luxury of a kind you've never seen before in so low priced a car. Smart new gray woolen fabrics (specially woven for Hudson), masterfully tailored over deep-pillowed Airfoam Cushions, then set off by rich contrasting maroon piping and the gleaming chrome of ashtrays and window mouldings. The interior shown above will be found in the new Hudson Eight and Super-Six; it is typical of the distinctive appointments of every 1940 Hudson. The Hudson Six has its own specially selected fabric of exceptional quality. The new Country Club Sedans are upholstered in a special weave of famous Hockanum Woolen.
New Luxury for ALL America!

THE day is past when buyers seeking an extra measure of motoring luxury must pay a fancy price for it. Car ownership, even in the lowest price field, now can be gloriously full of everything that makes a man proud of his choice, and happy with the pleasure it brings.

For Hudson has combined in its 1940 cars a really amazing number of fine-car features. Just name the important things you want in your next car . . . you'll find that Hudson has them! Look through the following pages and prove it to yourself.

You'll naturally find a step-up in power, wheelbase and luxury appointments as you move from car to car. But every 1940 Hudson, including the lowest priced, shares the same basic features and improvements.


The new Hudsons have proved themselves the 1940 economy, endurance and performance winners, in official tests certified by the American Automobile Association Contest Board. They have the dependability that brings so great a number of owners back, after years of satisfaction, to buy another Hudson; long life and high resale value that make a Hudson an unusually sound financial investment.

Summed up in the words of one owner: "Once you drive a Hudson, no other car will do." Before you buy any other car, see all that Hudson offers YOU for 1940.
Mighty Close to Floating is the gentle ride you get in any 1940 Hudson. New independent front wheel coil springing...new longer rear springs...improved Airfoam Seat Cushions—all combine to make boulevards seem as smooth as polished glass, country roads as smooth as boulevards.

Seems as Though a Thought Would Guide It, so beautifully does this new Hudson handle. Gone are all wheel shock and “fight.” New teammates—Center-Point Steering and Patented Auto-Poise Control—make a Hudson the easiest and sweetest-handling car you ever drove.

Luxury Unlimited! If you've a feeling for fine fabrics, richly tailored, surrounded by exquisite appointments...then open the doors of any new Hudson and get the year's luxury thrill. And the comfort sensation of Airfoam is available at small cost in Hudson Six closed models; standard in Convertibles and all higher-priced Hudsons.

It's a Long, Long Way Across a Hudson Seat...and three big people can't crowd it. Hudson was first to provide this extra roominess...first, too, to take the gear lever off the floor. Today, Hudson-built cars, in any price class, are still among the biggest and roomiest built—and the Handy Shift at the steering wheel is standard in all models.

A "Ride," as we see it, means more than just getting somewhere and getting back. The thrill you get from looking at a beautiful, smart new Hudson (and having other people look at you in it) stimulates the pleasure of a ride. The thrill of relaxing amid sheer luxury adds its subtle flavor to the ride. The thrill of being the master of an unusually great amount of spirited horsepower...and having it under perfect control...that's part
Something New?

Minute Ride!

of the ride. The thrill of floating smoothly over the roughest of roads... of feeling safer, with greater peace of mind. The thrill of knowing that you can go and keep going at less cost than others... that deep satisfaction, too, enhances the ride.

A "Ride," really, includes everything that makes a car worth owning. And Hudson promises, in its 1940 Thrill-A-Minute Ride, a richer, fuller ownership than you've ever known before.

WHAT YOU'RE LOOKING FOR

Improved Fluid-Cushioned Automatic Clutch (page 23)
New Overdrive (page 25)
New Armored X-Type Frame (page 25)
Improved Carburetion (page 22)
New Sealed Beam Headlamps (page 21)
New Parking Lamps on Hood (see car pages)
New Front and Rear Directional Signal Lights (page 17)
New One-Piece, Wider-Vision Rear Windows in Sedans (page 21)
New Cushion-Action Door Latches (page 23)
Improved Weather-Master Fresh Air and Heat Control (page 19)

There's Even a Thrill in Safety... when it's as safe as this! The only brakes that are double-safe! Extra protection if a tire blows out! Widest, safest vision in any car, made deeper for 1940! A hood that can't blow up and block your vision! No wonder Hudson has won the name: America's Safest Car!

You Can "Own the Road" if You Want to! Whether it leads up hill or down dale, through city traffic or open country, you can be sure! Your new Hudson comes from a long line of record-breakers—finest performing stock cars in America, with a long list of official records to prove it!

"Right Up to the Mark, as Usual!" In a 1940 Hudson, you'll get more miles to the gallon of gas, to the quart of oil, than you expected; official tests have proved it to be the 1940 Economy Winner! (If you wish, get one mile in five free—with Overdrive.) Pass less for upkeep, too—amazingly less, as Hudson owners everywhere will testify.

You've Been looking for a Car Like This... a car that's thoughtfully designed. With room for all your luggage—yet without a bulging back. With far and away the industry's greatest package space in the dash. With ashtrays, clock—everything you need to make your motoring complete. If you want it all this, and more besides, see Hudson for 1940.
(Above) Rear interior of new Hudson Six De Luxe, upholstered in rich brown taupe stripe broadcloth, tailored in panel design and ornamented with covered buttons. (Taupe lustre mohair optional at no cost.) Appointments include smart new hardware and harmonizing chrome strips running full length of interior, plus a decorative metal strip in the doors; twin ashtrays in armrests; assist cords, robe cord and tapestry carpet with recessed foot rest. Garnish mouldings are in rich, dark-grained walnut. Front dome light standard. Airfoam cushions an optional extra.

Graceful instrument panel of new Hudson Six De Luxe in characteristic 1940 Hudson design.
It's priced at rock-bottom...with more beauty, roominess and luxury than this price field has ever seen. It has power that laughs at hills and eats up distance, with a smoother, more comfortable ride cushioned by the finest type of independent front wheel coil springing. It's the economy winner—delivered more miles per gallon than any full-sized car ever did in any official test; the endurance winner—81 new official records. No other car at any price ever gave such proof of long life, freedom from repairs. The new Hudson Six is THE CAR TO SEE with the “Other Three”!

**All These Fine-Car Details STANDARD in New Hudson Six De Luxe!**

- New Cushion-Action Door Latches
- Windshield Defroster Vents
- New Sealed Beam Headlamps
- Draft-free Wing Ventilation

- Carry-All Luggage Compartment
- Built-in Radio Grille
- New Parking Lamps on Hood
- 11 Standard Colors of Hand-rubbed Lacquer, including 10 Opalescent

- Twin Air Horns
- Finger-touch Sliding Front Seat;
  - Adjustment Over 4 in. Range
- Bright Headlamp Beam Indicator
- Twin Tail Lamps

- Automatic Choke
- Teleflash Gauges for Battery and Oil
- With or Without Running Boards
  - at No Extra Cost
- 1100 cu. in. Package Locker in Dash
- 30-hour Clock

*New Hudson Six De Luxe Four-Door Touring Sedan FOR 6 PASSENGERS*
(Above) NEW HUDSON SIX DE LUXE TWO-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Seat Cushions and extra-capacity trunk optional at small cost.

(Below) NEW HUDSON SIX DE LUXE CONVERTIBLE SEDAN. With or without running boards at no extra cost. Deep-buffed Leather Upholstery ... Airfoam Cushions Standard.
(Above) NEW HUDSON SIX DE LUXE CONVERTIBLE COUPE for 5 Passengers. With or without running boards at no extra cost. Deep-buffed Leather Upholstery... Airfoam Cushions Standard.

(Below) NEW HUDSON SIX DE LUXE COUPE... 4-Passenger Victoria Model or 3-Passenger Coupe Model. With or without running boards at no extra cost. Airfoam Cushions an optional extra.
NEW Hudson Eight

America's Lowest Priced Straight Eight

... and its brilliant companion car

Hudson Super-Six

Eight with 128 Horsepower... Super-Six with 102 Horsepower
Both with Dual Carburetion... Both Identical in Every Respect Except Power Plants

A wholly new Straight Eight—official 1940 performance and economy winner of its class! More than one horsepower for every inch of wheelbase! Only Hudson, first to smooth out engine vibration with the counter-balanced crankshaft, and first to apply the principle of high ratio of power to weight, could build this car! Add to this, riding smoothness, safety and handling ease new to the highway... and you'll find it hard to believe that this new Hudson is actually America's lowest priced Straight Eight!

Inside this new Eight (or its twin, the new Hudson Super-Six, still lower priced)... the luxury pictured at the right, with the added comfort of Airform! And such luxury never cost so little per month or per mile.

(Below) New Hudson Eight and Super-Six Four-Door Touring Sedan for 6 Passengers. With or without running boards at no extra cost. Extra-capacity trunk optional at small cost. Airform Cushions Standard. Wide choice of 11 standard colors... all are Hand-Rubbed Lacquer; 10 are Opalescent.
(Above and below) FRONT AND REAR INTERIORS OF THE NEW HUDSON EIGHT AND SUPER-SIX are upholstered in a high quality gray herringbone wool twist, specially selected and woven for Hudson. Piping of contrasting maroon, satin finish chrome garnish mouldings and gleaming chrome hardware blend artistically with the patterned fabric background. The wide, comfortable seats are deep and yielding, due to their pillow-like construction and super-soft Airfoam Cushions. Seat tops are rolled and heavily upholstered. Sliding front seats are adjustable over 4-inch range. Floors are clear and level, with protective "scuff" plates on the door bottoms.

Neat, handy pocket for gloves or packages, in the recessed back of the Four-Door Touring Sedan front seat.

Sliding rear quarter windows, crank-controlled, contribute to the uniform, draft-free ventilation.

Smart new hardware, modern in design, worked in lustrous chrome with tinted plastic knobs.

Hood detail showing the distinctive combination of parking lamp and chrome decoration.

Chrome finish license light and name decoration give a sparkle to the smoothly contoured rear deck.

(Below) NEW HUDSON EIGHT AND SUPER-SIX CONVERTIBLE SEDAN. With or without running boards at no extra cost. Hand-buffed Leather Upholstery... Airfoam Cushions Standard.
(Above) NEW HUDSON EIGHT AND SUPER-SIX CONVERTIBLE COUPE for 5 Passengers. With or without running boards at no extra cost. Hand-buffed Leather Upholstery ... Airfoam Cushions Standard.

(Below) NEW HUDSON EIGHT AND SUPER-SIX COUPE ... 5-Passenger Victoria Model or 3-Passenger Coupe Model. With or without running boards at no extra cost. Airfoam Cushions Standard.
NEW 1940 HUDSON Country Club

SIX AND EIGHT TOURING SEDANS

Here, for the first time in popular priced motor cars, are interiors of true custom luxury ... with the smartness of tailoring, the richness of fabrics, the completeness of appointments, that you have associated only with cars made to individual order. The new Hudson Country Club Touring Sedan (6 or 8-cylinder motors, both with dual carburetion) is long of wheelbase, aristocratic of line and design, with unusually wide doors, generous entrance space and many extra inches of body length. Wide, divan-type seats ... new to the automobile ... with cushions of Airfoam, are richly upholstered in two tones of a special weave of famous Hockanum Woolen. Here is the kind of car everyone hopes, some day, to own ... a car so strikingly beautiful, so big and roomy, so smooth and powerful, that there's nothing left to wish for. And you can easily own it now ... for its cost is no greater than that of the ordinary "moderately priced" car!

NEW HUDSON COUNTRY CLUB FOUR-DOOR TOURING SEDAN

for 6 Passengers. (Also available in a special 8-passenger model.) 6 or 8 Cylinders. With or without running boards at no extra cost. Extra-capacity trunk optional at small cost. Airfoam Cushions Standard. Wide choice of 11 standard colors ... all are Hand-Rubbed Lacquer; 10 are Opalescent.
A New Conception of Luxury awaits you in this Country Club Sedan interior. Pillow, divan-type seats, with the added softness and comfort of Airfoam cushioning. New Hockanum Woolen upholstery fabric, rich brown and tan in a modern two-tone combination. (Tan alone or mohair optional.) Generously proportioned pull-down armrest, which fits snugly into the seat back when not in use. (See below.) A strikingly new effect is achieved by the narrow chrome strips on the doors ... while satin finish chrome window mouldings and "scuff" plates at the bottom add to the ensemble. Appointments are complete to a degree formerly associated only with cars made to individual order.
OF THE YEAR

OF THE NEW 1940 HUDSON COUNTRY CLUB SEDANS

Fenders Are Embellished by slender strips of chrome running through the flush headlamps; the new parking light, which also serves as a directional signal, is attractively designed into the chrome hood decoration and chrome-lettered car name.

Dome Lights, both front and rear, give plenty of illumination throughout the entire car. Rear light has an automatic door switch.

Individually-Controlled Wing Ventilation, finest, expensive crank-type, assuring quick and positive adjustment of draft-free ventilation.

Convenient Cigar Lighter and handsome twin ashtrays in rear seat armrests for convenience of passengers; another lighter and ashtray in front.

New Front and Rear Directional Signal Lights controlled by a switch at the steering wheel. Both hood lamp and tail light on turning side flash a sharp warning to drivers in back and at the side. Standard in Country Club models; available in all.

Sparkling New Hardware of Country Club Sedans smartly set off by black grooves and plastic escutcheons.

(Below) Carpet Inserts in the rubber front floor mat—a typical fine-car touch.

(Left) The Entirely New Wool Tweed upholstery fabric has been especially selected and woven for Hudson by the famous Hockanum Woolen Mills. Like many of the finest garments in the smartest shops, it bears the Hockanum label.
Airplane-type Hydraulic Shock Absorbers are standard both front and rear. Direct in action. Hold more cushioning fluid than the angular type... give much better control of springing.

(Below) Finest Independent Front Wheel Coil Spring Suspension of the type used only on very costly cars... with positive wheel control provided for the first time by Hudson's Patented Auto-Poise Control. Road shocks are absorbed by soft coil springs of Silico Manganese steel, the recognized metal for independent springing. Note the protective mounting of shock absorbers inside the coils... an exclusive Hudson design.

It was Hudson that startled the automobile world with the first full-width three-passenger seats, along with ample legroom and headroom and a new way to carry big luggage loads. Hudson led again by introducing the sensational new comfort of Airfoam.

For 1940, not content with improving its already famous comfort features, Hudson scores once more by doing things with independent front suspension.
NEW TO THE HIGHWAY

wheel coil springing that were never done before. The result is the closest approach to perfect riding smoothness ever obtained.

If you want a ride that’s a revelation, relax in a 1940 Hudson. On any road, at any speed, in any weather . . . you enjoy lazy-chair luxury that even out-comforts your home. Read the highlights below—then actually sample this ride and let it speak for itself!

Room For Three In Every Seat! No matter how little you pay for a 1940 Hudson, you ride in one of the roomiest cars built today. Hudson was first to do away with “two-and-a-half” passenger seats; first to provide real shoulder, elbow, leg and headroom for three, both front and back.

Improved Weather-Master Fresh Air and Heat Control . . . fills the car with warm fresh air in winter, clean fresh air in summer. Air from the cowl ventilator is filtered, then (in cold weather) heated and distributed throughout the car. Fogging of windows is reduced; drowsiness caused by stale air eliminated. Optional at extra cost on all models. For additional year round comfort and quietness, Hudson bodies are scientifically insulated against heat, cold, noise and vibration.

(Below) Draft-Free Ventilation . . . larch-type front wings on Hudson Six De Luxe, Super-Six and Eight; finest crank-type on Country Club models. Rear quarter sliding windows in Super-Six, Eight and Country Club Sedans. Each passenger is assured ventilation to suit his desires.

(Below) 55” From Door to Door . . . roomy front seat, with floors level and uncluttered by gear or brake levers, gives maximum comfort to driver and two full-grown passengers.
THE TIME TO THINK OF

Can You Afford NOT to Have the Extra Protection that Only Hudson Gives You?

Above all, the car you buy must be safe. The welfare of your family and friends depends on it. Your very life may be the price of an ill-considered decision. Can you afford not to choose with care?

We say this to every buyer of an automobile. While many of the cars you will see claim greatest safety, only Hudson proves it! The features described on these pages tell their own story. Many of them are exclusive to Hudson; all of them are vitally important to everyone who drives a car.

We believe you will want to study these features ... and we are sure, once you have done so, you will understand why Hudsons have come to be known as "America's Safest Cars!"

(Below) Body All of Steel. Hudson was first to make bodies all of steel, including roof (1935) ... and Hudson still leads in their development. Built by Hudson in Hudson's own plant. Steel above, below and on all four sides of you, fastened rigidly to the frame at 38 points, making a single unit of tremendous strength and great safety.

Patented Double-Safe Hydraulics ... World's Safest Stopping! Finest Bendix Self-Energizing Hydraulics with a separate reserve mechanical system that takes hold automatically from the same foot pedal if ever needed! (Inset above at left) Easiest-acting hand brake for parking (releases at the flick of a finger) gives you a third way to apply brakes. Many letters in our files tell of accidents prevented by Hudson's Patented Double-Safe Hydraulics ... accidents which would have been unavoidable in any other cars!
SAFETY IS BEFORE YOU BUY A CAR

(Left) Patented Auto-Poise Control. A revolutionary mechanical safety invention which automatically helps keep wheels straight on their course—on rough roads, in heavy side winds, even if a tire blows! Auto-Poise Control makes handling your car easier and more certain than you ever thought possible. It is so important that Hudson has been granted a basic patent on this great safety feature.

(Below) Safer Windshield Vision. The widest windshields in the industry have been made 17% deeper for 1940. Glass now extends clear down to the hood level, a new idea greatly improving your view of the road in front of the car. New Hi-Test safety glass is standard all around in all 1940 HUDSONS.

New “Sealed Beam” Headlamps . . . the automotive industry’s great contribution to safer night driving. Give 50% more light . . . reduce glare, eye strain and fatigue. Lamps are standardized units, do not lose efficiency as did former systems.

Improved Dash-Locking Safety Hood . . . hinged at the front; wind can’t blow it up if left unlatched. And, if opened slightly, hot air from engine quickly melts snow and ice on outside of windshield. Hood locks from a lever inside the car, protecting motor and parts from tampering. Hinged at the level of the louvres, its entire front is in one piece . . . unmarred by seams. Side panels, too, are in one piece with the hood, improving appearance and giving an extra wide opening which greatly improves accessibility of the motor.

(Above) Safer Vision to the Rear. Rear windows in Sedans are larger and in one piece. And the window is curved for greater beauty . . . harmonizes gracefully with the body lines.

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(Left) Pictures indicating greater efficiency of new Country Beam, operated by a toe switch. Traffic Beam is an equally great improvement. Hudson’s Beam Indicator, on the instrument panel, tells at a glance which beam is on.

PRIOR TYPE

SEALED BEAM SYSTEM
FOR THE MAN WHO WANTS TO GET AHEAD ... AND STAY THERE

1940 PERFORMANCE WINNERS!

- The new 1940 Hudsons added fresh proof of the fact that Hudson builds America's finest performing stock cars, by marking up 121 new official records on the books of the American Automobile Association Contest Board!

In sensational runs on famed Bonneville Salt Flats, Utah, a 1940 Hudson Eight (driven by John Cobb, noted British sportsman) set a new Flying Mile Record . . . previously held by Hudson. From standing starts, flying starts and in long, tough grinds, this Eight proved itself the most spirited car on the road today!

The lowest priced Hudson Six proved that it, too, belongs in this family of ace performers by setting 87 new official A.A.A. marks . . . 64 Class D records and 23 Unlimited records for stock cars regardless of size or price!

Get the full story of these amazing tests at your Hudson dealer's showroom ... then, for your own pleasure, take one of these cars out on the road and find out that "best-by-test" also means best in everyday driving!


Scientific ratio of car weight to motor power—the basic reason why Hudsons consistently outperform other cars. Like the horse pulling a carriage freed of useless weight, Hudson gives you spirited performance, at lower cost.

A Hudson "first" is this fully balanced crankshaft with integrally forged counterweights and vibration damper. Balanced both at rest and in motion, it is a major reason why Hudson motors are famous for their smoothness at any speed.
Easy does it... at the wheel of a Hudson

Everything you do seems easier... is easier... in a new 1940 Hudson. Handling? It's the nearest thing to self-steering you ever tried! The wheel is so easy to turn... so responsive to your slightest touch. And the car goes where guided with a grooved steadiness that imparts a feeling of perfect security.

A Hudson makes driving simpler, more convenient, than ever before. There are fewer things to do... and less effort required in the doing. Every item of car operation has had the bother, the uncertainty, the work taken out of it. Yes, easy does it... and you'll like it... in a Hudson!

Hudson's Famous Handy Shift (at the steering wheel) has new 1940 improvements that make shifting easier than ever before. Standard on all passenger models! With it may be combined Hudson's Fluid-Cushioned Automatic Clutch! (Non-free-wheeling.) Finest of its type in the industry—proved by hundreds of thousands of miles of owner use. With it, you never need touch the clutch pedal... to stop, to start or to shift through the gears. Available on all models at surprisingly low cost.

(Right) New Center-Point Steering. Even in the lowest priced Hudson Six, Hudson introduces the most accurately designed, most perfectly responsive steering known—a type previously used only in highest priced cars. Turning radius is shorter. And only in Hudson is steering given added sureness and stability by Patented Auto-Poise Control!

(Right) New Rear Lateral Stabilizer. Mounted one end to the frame and the other to the rear axle, it controls horizontal movement of the body and eliminates axle "bopping"... results in greatly improved steering stability and riding comfort. This feature is brand-new in lowest priced cars!

... and adding to your convenience...

New Cushion-Action Door Latches. Now a gentle push with one finger will close a Hudson door—quietly and securely. Door locks are operated from the inside by push buttons set in the window mouldings. Buttons must be pulled up to lock the doors—so there's no danger of locking them accidentally.

Swivel Seat in Two-Door Sedans and Victoria Coupes. As the seat back is pushed forward, the entire seat pivots, giving passengers ample room to leave or enter the car.

(Right) Carry-All Luggage Compartment. A new way of carrying the spare tire vertically gives more luggage room than in most touring and trunk models—yet the back of the car is beautifully streamlined. Spare tire and tools can be removed or replaced without disturbing an ordinary load of luggage. Extra-capacity trunk available in Sedans at small extra cost.

Hydraulic Hill-Hold (Optional Extra on all models). Keeps car from rolling back when stopped on upgrades. Right foot is free to operate accelerator.

Battery Under Hood in all models... for quicker and more convenient servicing. Car interior stays clean!

Oversize Parcel Compartment in instrument panel of all models. Full 1100 cubic inches capacity. Door fitted with a sturdy lock.
(Right) Silicon Aluminum Pistons
... T-slot, cam-ground; lighter, yet longer-wearing. Four "pinned," Granoselated rings—cannot rotate, chatter or cause irregular cylinder wear. Greatly improve economy and performance. New connecting rod bearing material is non-corrosive, heat-resisting, non-crystallizing.

* * *

(Left) Silver Plated Electrical Connections... such important items as fuses and clips, lighting switch terminals, headlight connections, etc., are silver plated to prolong their life and reduce voltage losses. Better lighting, less fuse blowing and improved electrical accessory operation assured for the life of the car.

(Above) Roller Cam Tappets. A special design that allows a longer interval of valve opening. Greater performance, economy and engine quietness result.

* * *

(Left) Patented Duo-Flo Lubrication... finest oiling system in any car! Only system that lubricates every working part with the very first turn of the crankshaft... that cools oil as it circulates it... that supplies oil in direct ratio to engine speed... that works as perfectly after 100,000 miles of use as when new.

(Below) Chrome Alloy Cylinder Block... harder than iron! So hard that special valve inserts are entirely unnecessary... so hard that cylinder walls keep their shape and mirror-like smoothness much longer than in ordinary cast-iron blocks.

1940 Economy and
1940 Economy and

A new 1940 Hudson Six, in a 1000-mile run on Bonneville Salt Flats, Utah, supervised by the American Automobile Association Contest Board, went farther per gallon of gas than any full-sized car ever did in any official test! A new 1940 Hudson Eight followed with an economy mark equally amazing for a car of its power.

To prove it is king in endurance as well as economy, a 1940 Hudson Six made a gruelling 20,000-mile grind with no stops except for re-

Triple-Sealed, Fluid-Cushioned Clutch... smoothest and longest-wearing known. Single plate type, with heat-treated cork inserts. The only clutch in which surfaces glide together in a film of oil, not with bone-dry friction. In 1940, a new "booster" spring makes it even easier to operate the clutch pedal.

Rear Axle Gears... wide-toothed, of costly nickel-molybdenum steel for long life and silent, trouble-free operation. They do NOT require special high-pressure lubricants. An optional gear ratio for owners in mountainous sections is available at no extra cost.
ENDURANCE WINNERS!

fueling and changing drivers. No stock car, regardless of size or price, ever went so far so fast as this lowest priced Hudson! The endurance proved in this “torture test” means longer life, lower upkeep cost and higher resale value for Hudson owners.

Shown on these pages are a few of the reasons why a 1940 Hudson, in everyday driving as well as official tests, will give you a longer run for less money than any car built today!

NEW OVERDRIVE

Latest and finest type. A “fourth speed forward” that reduces engine wear and saves up to 25% of your gasoline bills at country driving speeds. For emergency acceleration, you merely press the accelerator clear to the floor, which instantly returns you to conventional high gear. Optional on all models at extra cost.

With Same Number of Engine Revolutions . . .

THIS FAR WITHOUT OVERDRIVE

38% FARTHER WITH HUDSON'S OVERDRIVE

New Armored X-Type Frame. Entirely new, heavier double-drop frame, with box section side rails, sturdy “X” member and four cross-members. Front cross-member is heavier than any previously used with independent front wheel suspension. Frame is both riveted and welded.

Castliest, Hand-Rubbed, Multi-coat Lacquer is used on all 1940 Hudson bodies. A “billiard-ball” smoothness (above) results . . . far superior to the imperfect “orange-peel” surface (left) which the use of synthetic enamel produces. Hudson lacquer finish protected by Cromodizing, most modern rust-proofing process known.
(Above) NEW HUDSON SIX COUPE ... 4-Passenger Victoria Model or 3-Passenger Coupe Model.
With or without running boards at no extra cost.

(Below) NEW HUDSON SIX FOUR-DOOR TOURING SEDAN for 6 Passengers.
With or without running boards at no extra cost. Extra-capacity trunk optional at small cost.
Car buyers who are looking for the biggest possible value for the least amount of money will find what they want in the new 1940 Hudson Six.

This car, priced even lower than the new Hudson Six De Luxe, far outclasses its field in style, safety, roominess, performance, riding smoothness and handling ease. It's remarkably easy on gas and oil; a car for long, hard going... with dependability and long life second to none.

Having all the major Hudson features for 1940, the Hudson Six is an ideal car for traveling men... commercial fleets... police work... suburban and rural use... in fact, for anyone who wants lowest cost transportation without sacrificing important advantages.

Inexpensive conversion equipment is available as an optional extra. With it, in a few seconds, your Hudson Six Coupe or Two-Door Touring Sedan can be transformed from a smart Sunday family car into an equally smart utility car ready for Monday's work.
HUDSON APPROVED Accessories
FOR 1940

For an extra measure of beauty, convenience and safety, choose from among the modern accessories shown and listed on this page.

CUSTOM RADIO
- 7 Tubes
- 5 Station Automatic Push-Button Tuning
- 8-inch Dynamic Speaker
- Two-step Tone Control

DELUXE RADIO
- 6 Tubes
- Push-Button Tuning
- 6-inch Dynamic Speaker

RADIATOR INSECT SCREEN
VANITY MIRROR
SUN VISORS
FENDER GUIDES
GAS TANK LOCKING CAP
DELUXE and CUSTOM HEATERS
RADIATOR COVER
FRONT and REAR DIRECTIONAL SIGNAL LIGHTS

ALL THOROUGHLY TESTED AND APPROVED BY HUDSON FACTORY... YOUR DEALER HAS THEM

AUTOMATIC WINDSHIELD WASHER

RADIO

FOG LIGHT

OUTSIDE MIRROR

IMPROVED WEATHER-MASTER FRESH AIR AND HEAT CONTROL

SPOTLIGHT

EXHAUST EXTENSION

CIGAR LIGHTER

LICENSE PLATE FRAME

SEAT COVERS

Here's how to avoid overnight lodging expense! All 1940 Hudson Sedans can quickly and easily be converted into comfortable "Sleeping Cars." A full-size double bed, made up right in the car without disturbing the front seat, saves time and money for travelers. A simple kit, provided at small extra cost by your Hudson dealer, contains everything needed.
S P E C I F I C A T I O N S  F O R  A L L  1 9 4 0  H U D S O N  M O D E L S

H U D S O N  S I X

ENGINE—6-cylinder, L-head; 92 H.P. at 4000 r.p.m.; Compression ratio, 7.0 to 1. Bore, 3.5"; stroke, 4.3/4"; displacement, 75 cu.in.
LUBRICATION—Oil refill capacity, 4.5/8 quarts.
BATTERY—17-plate, 96 ampere-hour.
COOLING SYSTEM—Radiator capacity, 13 quarts.
BRAKES—Diameter, 9.1/2"; width, 1.3/4".
FRAME—Armored X-type, 7.1/2" deep.
WHEELBASE—11.3/4"; overall length, 190.5/8".
TIRES—16 x 6.00, on Hudson Six De Luxe models, 16 x 5.50, on Hudson Six models, with 16 x 6.00 available at extra cost. 15 x 7.00 available at extra cost.

H U D S O N  S U P E R - S I X

ENGINE—6-cylinder, L-head; 128 H.P. at 4000 r.p.m.; Compression ratio, 6.50 to 1. Bore, 3.5"; stroke, 4.3/4"; displacement, 212 cu.in.
LUBRICATION—Oil refill capacity, 5 quarts.
BATTERY—17-plate, 96 ampere-hour.
COOLING SYSTEM—Radiator capacity, 13 quarts.

H U D S O N  C O U N T R Y  C L U B  S I X

ENGINE—6-cylinder, L-head; 102 H.P. at 4000 r.p.m.; Compression ratio, 6.50 to 1. Bore, 3.5"; stroke, 4.3/4"; displacement, 212 cu.in.
LUBRICATION—Oil refill capacity, 4.3/4 quarts.
BATTERY—17-plate, 96 ampere-hour.
COOLING SYSTEM—Radiator capacity, 13 quarts.
BRAKES—Diameter, 11.1/2"; width, 1.3/4".
FRAME—Armored X-type, 7.3/4" deep.
WHEELBASE—125"; overall length, 202.8/8".
TIRES—16 x 6.25, 15 x 7.00 tires at extra cost.

H U D S O N  E I G H T

ENGINE—8-cylinder, L-head; 128 H.P. at 4200 r.p.m.; Compression ratio, 6.50 to 1. Bore, 3.5"; stroke, 4.3/4"; displacement, 254 cu.in.
LUBRICATION—Oil refill capacity, 7 quarts.
BATTERY—19-plate, 108 ampere-hour.
COOLING SYSTEM—Radiator capacity, 18 quarts.
BRAKES—Diameter, 11.1/2"; width, 1.3/4".
FRAME—Armored X-type, 7.3/4" deep.
WHEELBASE—118"; overall length, 195.5/8".
TIRES—16 x 6.50, 15 x 7.00 tires at extra cost.

H U D S O N  C O U N T R Y  C L U B  E I G H T

ENGINE—8-cylinder, L-head; 128 H.P. at 4200 r.p.m.; Compression ratio, 6.50 to 1. Bore, 3.5"; stroke, 4.3/4"; displacement, 254 cu.in.
LUBRICATION—Oil refill capacity, 7 quarts.
BATTERY—19-plate, 108 ampere-hour.
COOLING SYSTEM—Radiator capacity, 18 quarts.
BRAKES—Diameter, 11.1/2"; width, 1.3/4".
FRAME—Armored X-type, 7.3/4" deep.
WHEELBASE—125"; overall length, 202.8/8".
TIRES—16 x 6.50, 15 x 7.00 tires at extra cost.

G E N E R A L

ENGINE—Crankshaft, fully compensated, drop-forged, dynamically balanced... crankshaft bearings of long-wearing, non-fatiguing, bronze-steel metal... Bohler steel in Hudson Eight, Picasso, Silicon aluminum, T-top, cam-ground, four threaded grapeseed steel, connecting rods drop-forged and treated with continuous hardening process.

LUBRICATION—Patented Dual-Flow system with positive oil feed and cooling. Oversize dual oil pump.

CARBURETOR—Down-draft system with automatic choke, anti-percolator, back-air retainer, air cleaner and vapor-lock relief valve on all models. Double carburetors with simultaneous dual-actuated fast pump jets and automatic heat control on Super-Six, Country Club Six and Hudson Eight. Single carburetor with back-air retainer and heat control, other models.

IGNITION—Vacuum automatic spark advance on all six-cylinder models... moistureproof distributor... at standstill adjustment.

GENERATOR—Extra-capacity ventilated type with full voltage regulation on all models.

STARTER—Finger-touch, solenoid switch on all models.

FUEL SYSTEM—Gasoline tank capacity—Hudson Six and Hudson Six De Luxe, 12.5 gallons. Other series, 14.2 gallons... Extra large constant temperature radiator on all models.

COOLING SYSTEM—New cellular design radiator with centrifugal, six-blade pressure pump... thermosiphon on all models with by-pass coolant and water circulation on Hudson Eight and Hudson Country Club models... temperature indicator on dash.

HANDY SHIFT—Standard on all models. See page 22.

CLUTCH—Three-sealed, fluid-cushioned, single-plate type with patented heat-treated cork inserts... Fluid-Cushioned Automatic Clutch optional at extra cost.

TRANSMISSION—Syncho-shifting, three speeds forward, one reverse. Automatic de-meshing lever and reverse inter-locks prevent accidental slipping... special mesh locks on all gear positions. Overdrive optional at extra cost.

UNIVERSAL—Two roller bearing universals with V-tubular propeller shaft. Hudson Country Club models have 3.5/8" propeller shafts.

SPRINGS—(Front) Hudson Automatic Control independent suspension with coil springs of Silco Maximax spring steel and direct setting, high volume, low pressure, hydrophilic shock absorbers. Rear springs are designed only for suspension of carriage and rear axle of all torque and braking strain. (Rear) New, 67 semi-eliptic, covered springs, "sprayed" for transverse stability. U-type, self-adjusting rear shackle with rubber clip seal. Front end oil spring rubber molded. Special Rear Leaf Springs. Centralizing control of movement of carriage and frame.

REAR AXLE—Semicoasting type nickel-molybdenum steel and shaft with heavier housing; standard ratio, 4.5 to 1. on Hudson Six and Hudson Six De Luxe; 4.9 to 1, all other models.

BRAKES—Patented Double-Sale Hydraulics, internal expanding two-shoe design on all four wheels... reserve mechanical brake actuated by brake pedal... improved, easy-operating brake ever under control... Hydraulic Hill Hold optional at extra cost.

STEERING—Center-Pivot Steering, with heavier drag link connection, provides steering stability at all speeds on all road surfaces, with longer turning radius. Improved worm and roller type gear; 1:84 to 1 ratio on Country Club Sedans; 1.8 to 1 on other models. Country Club Sedan, except 8-pass. 18" Plastic rim, natural grip De Luxe steering wheel, other models, 16" colored wheel, with 16" De Luxe type optional at extra cost.

FRAME—See above.

WHEELS—Steel balanced-drop-center type.

TRIM—56 1/2" from 93 1/2" rear.

BODY—Steel roof, floor and body, completely insulated. Box girder construction with double structure throughout, reinforced at forward end by double bulkhead formed by dash and cowl. Instrument panel provides rigid cross-member.

BODY VENTILATION—See page 17, 18, 19, 17" cowl ventilator in all models. Screen standard except (in Hudson Six and Hudson Six De Luxe).

LIGHTS—Headlamps new "Sealed Beam" type, incorporating lens, reflector and lamp assembly in a permanently sealed unit, more effective lighting, maintaining original efficiency throughout life of unit. Built-in parking lamp for driving or passing beam... Bright beam indicator on instrument panel... Take tail lamps and hood ornaments... parking lamps. Directional signal operating in hood lamps and tail lamps standard in Country Club Sedans and available in all other models at extra cost.

UPHOLSTERY—See pages 2, 6, 11, 16 and 17. Mohair optional in all closed models at no extra cost except in Hudson Six, in which it is available at extra cost. Leather standard in all convertible models.

EQUIPMENT—Adjustable sun visor... twin visors in Country Club Sedans; 1300 cu.in. parcel compartment with door lock... fenders in body color... rain vacuum windshield wipers (one standard in Hudson Six... rear view mirror... single stacker hood in Hudson Six; twin air horns in Hudson Six De Luxe and all other series... speedometer, fuel level gauge... Teleflex signals for oil pressure and generator charging... water temperature gauge... foot rest... windshied deflectors vents in instrument panel... threeproof locks... front done light... rear done light in Country Club Sedans... metal scuff plates... electric clock in Country Club Sedans; 5-hour clock in all other models... Airfoam cushions standard in Super-Six, Eight, Country Club models; models equipped at extra cost, available at extra cost... double front seat of Super-Six and Eight 4-door Sedans... compartment with lock in back of front seat of Country Club Sedans... Rear seat center armrest in Country Club Sedans... Carry-All Luggage Compartiment with spare tire in vertical position extra-capacity trunk available at small cost... all models available with or without running boards... Frontal, 4-door Sedans, 5-1/2"... Clear lighter, front and rear, Country Club Sedans... glass windshield front and rear on all models, special De Luxe rear bumper guards on Country Club Sedan.
Now that you've seen the new Hudsons

SEE US!
A NEW 1940 HUDSON IS EASY TO BUY EASY TO OWN
...and we’re ready to prove it!

“Easy to Buy” because prices start much lower, and a convenient Easy Payment Plan can be arranged to suit your budget. “Easy to Own” because a Hudson costs less to keep up than other cars.

Now’s the time to find out how little it costs to enjoy luxurious motoring. Can’t we talk it over soon? We’d like to show you how well we are equipped—with brilliant new cars, modern service equipment and a friendly, trained personnel—to assure your lasting satisfaction.

Your Hudson Dealer
CONTROL CENTER OF THE 1940 HUDSON ... Notice the new, two-spoke, natural grip steering wheel. The newly designed, ultra-modern instrument panel is made of sturdy metal, with a rich natural wood-grained finish. It is a distinguishing feature of every car in the line, with slight variations in coloring and chrome ornamentation. The built-in radio grille is flanked by graceful, symmetrical panels which hold horizontal speedometer, fuel and temperature indicators, clock and Teleflash gauges for generator and oil. Mileage figures are magnified for easy reading. Right hand panel is on the door of the mammoth, 1100 cu. in. package locker. All control knobs, including push-button starter, are recessed for safety. Ashtray is at right, another one in the center when no radio is used.
America's Safest Cars are now America's Smartest

HUDSON for 1940