

HUDSON for 1940

A New Low Cost for Luxury





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!

MOST AMAZING LOWEST
PRICED CAR EVER BUILT

•
NEW HUDSON SIX

AMERICA'S LOWEST PRICED
STRAIGHT EIGHT

•
NEW HUDSON EIGHT
with a brilliant companion car
NEW HUDSON SUPER-SIX

LUXURY SENSATIONS
OF THE YEAR

•
**NEW HUDSON
COUNTRY CLUB**
Six and Eight Sedans

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.

There's dashing beauty . . . new style notes. New ideas in smart interiors, with astonishing roominess and comfort. A new, marvelously smooth ride. Extra-protection features that make Hudson "America's Safest Car."

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.

Looking for TRY HUDSON'S *Thrill.*

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

FOR 1940 . . . HUDSON HAS

A few of the outstanding features of the new Hudson . . . and where to read about them

- New Independent Front Wheel Coil Springing (page 18)
- New Center-Point Steering (page 23)
- Patented Auto-Poise Control (pages 18 and 21)
- New Rear Lateral Stabilizer (page 23)
- Improved Airfoam Seat Cushions (page 18)
- Improved Dash-Locking Safety Hood (page 21)
- New Deeper-Vision Windshield (page 21)
- Patented Double-Safe Hydraulic Brakes (page 20)
- Improved Handy Shift (page 23)

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!*



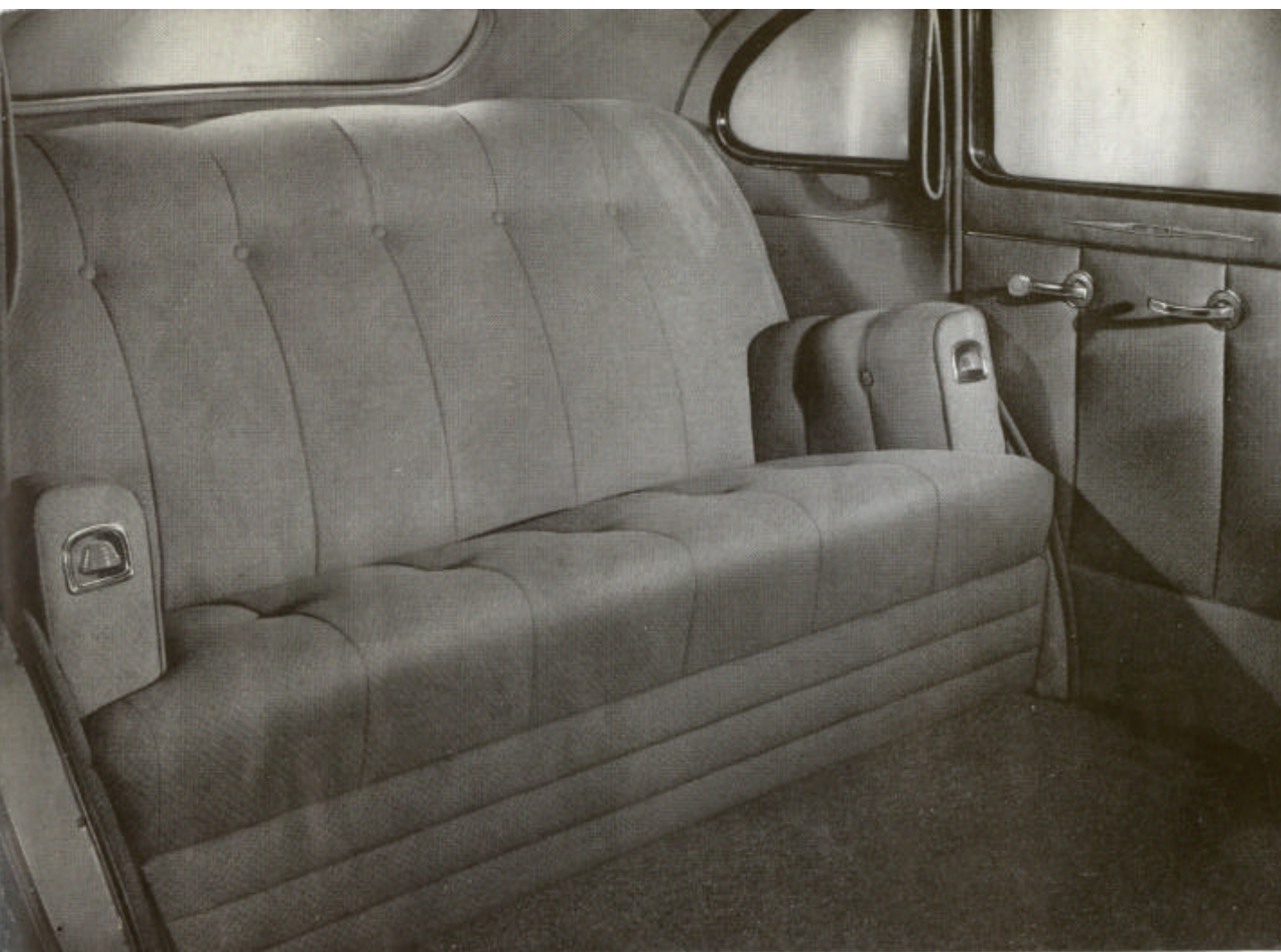
"Right Up to the Mark, as Usual!" In a 1940 Hudson, you'll get *more* miles to the gallon of gas, to the quart of oil, than you expected; official tests have proved it to be the 1940 Economy Winner! (If you wish, get one mile in five *free*—with Overdrive.) Pay less for upkeep, too—amazingly less, as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



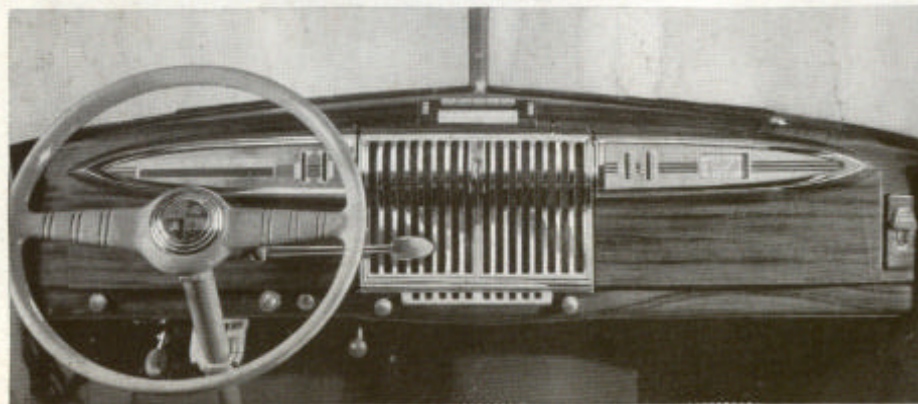
You Can "Own the Road" if You Want to! Whether it leads up hill or down dale, through city traffic or open country, you can be *boss!* Your new Hudson comes from a long line of record-breakers—finest performing stock cars in America, with a long list of official records to prove it!



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 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

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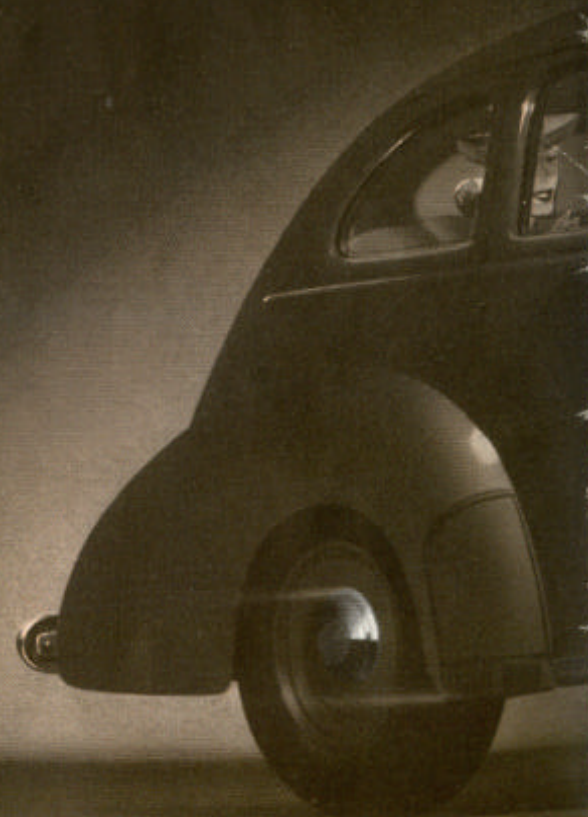
NEW 1940 HUDSON SIX

De Luxe

92 HORSEPOWER

MOST AMAZING LOWEST
PRICED CAR EVER
BUILT

★



● 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
Carry-All Luggage Compartment
Twin Air Horns
Automatic Choke
Built-in, Recessed Foot Rest

Windshield Defroster Vents
Built-in Radio Grille
Finger-touch Sliding Front Seat;
Adjustment Over 4 in. Range
Teleflash Gauges for Battery and Oil

New Sealed Beam Headlamps
New Parking Lamps on Hood
Bright Headlamp Beam Indicator
With or Without Running Boards
at No Extra Cost

Draft-free Wing Ventilation
11 Standard Colors of Hand-rubbed
Lacquer, including 10 Opalescent
Twin Tail Lamps
1100 cu. in. Package Locker in Dash
30-hour Clock

New Hudson Six De Luxe Four-Door Touring Sedan
FOR 6 PASSENGERS

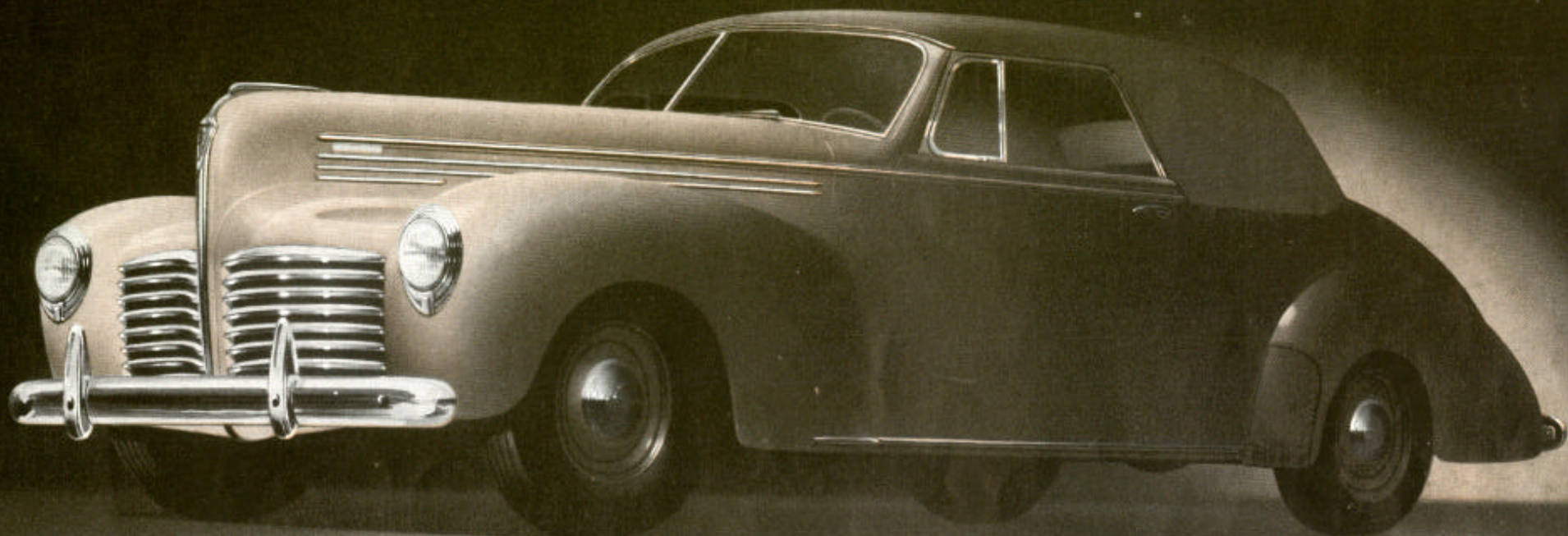




(Above) NEW HUDSON SIX DE LUXE TWO-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Seat Cushions and extra-capacity trunk optional at small cost.

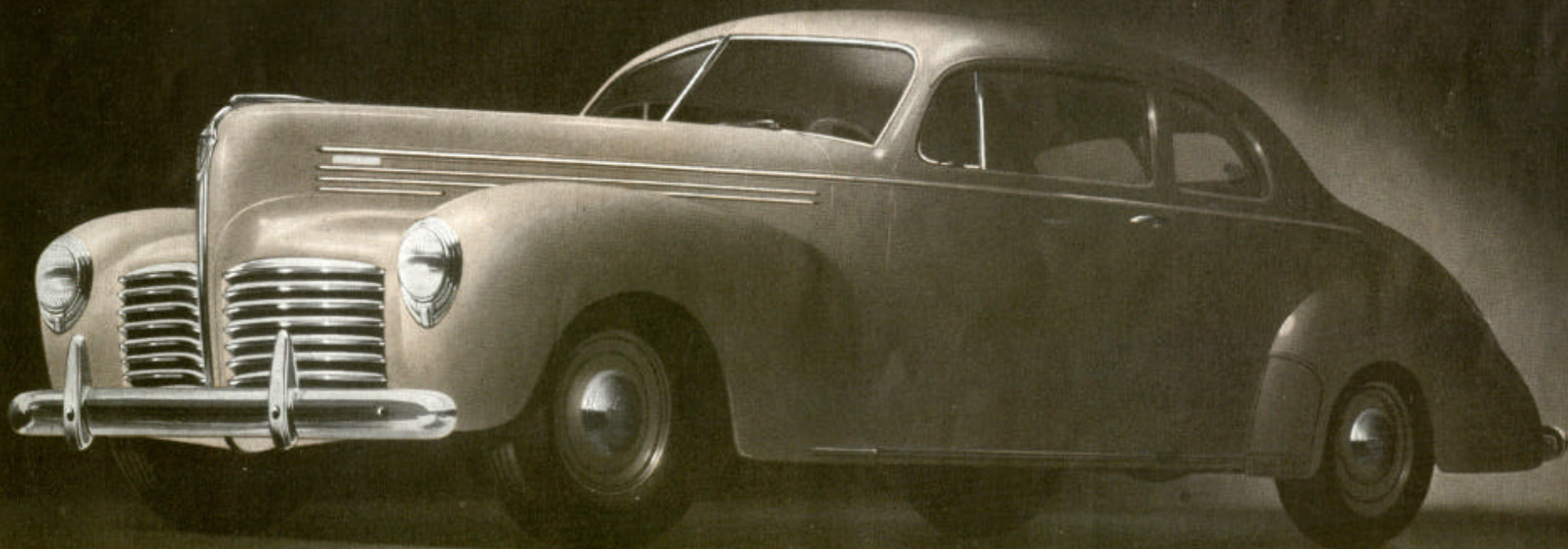
(Below) NEW HUDSON SIX DE LUXE CONVERTIBLE SEDAN. With or without running boards at no extra cost. Deep-buffed Leather Upholstery . . . Airfoam Cushions Standard.





(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 1940 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

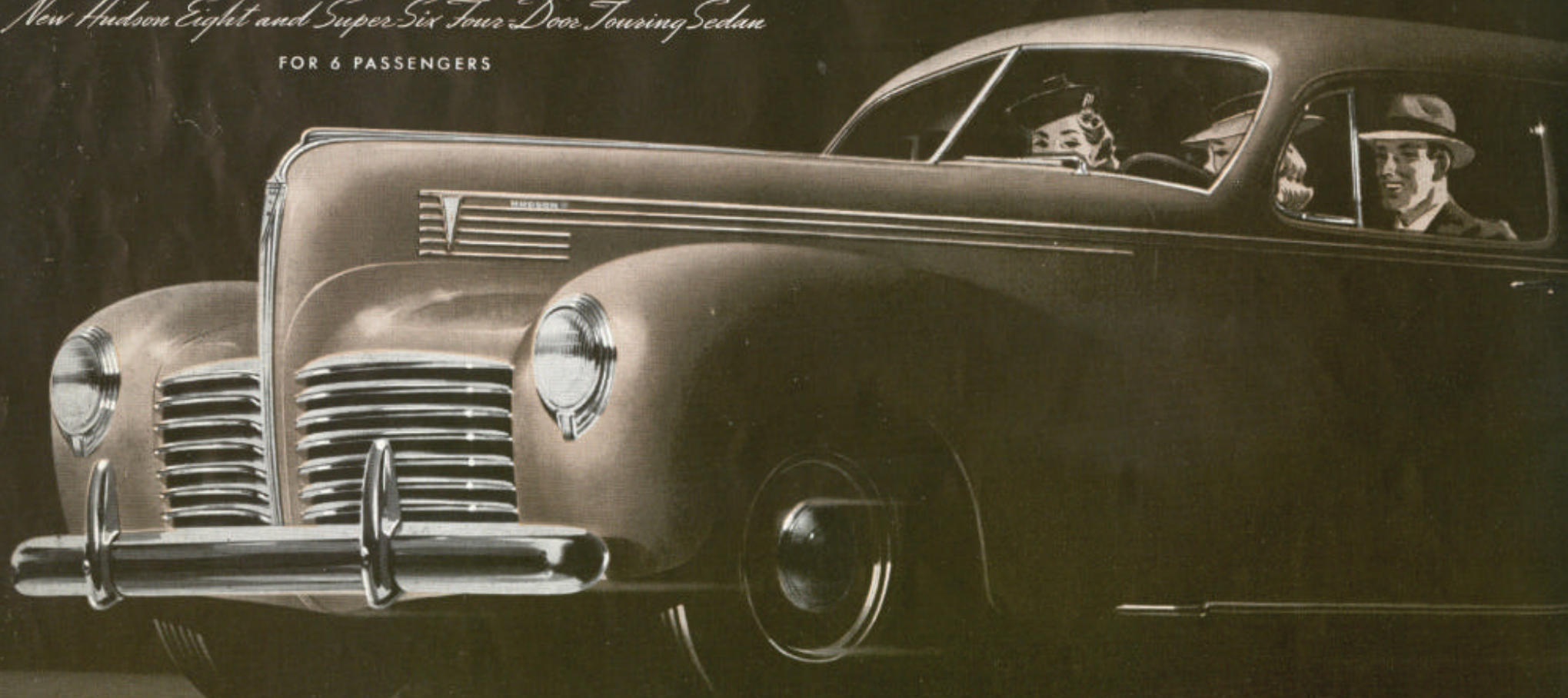
• A wholly new Straight Eight—official 1940 *performance* and *economy* winner of its class! More than one horsepower for every inch of wheel-base! Only Hudson, first to smooth out engine vibration with the counter-balanced crankshaft, and first to apply the principle of high ratio of power to weight, 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 Airfoam! 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. Airfoam Cushions Standard. Wide choice of 11 standard colors . . . all are Hand-Rubbed Lacquer; 10 are Opalescent.

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New Hudson Eight and Super-Six Four-Door Touring Sedan

FOR 6 PASSENGERS



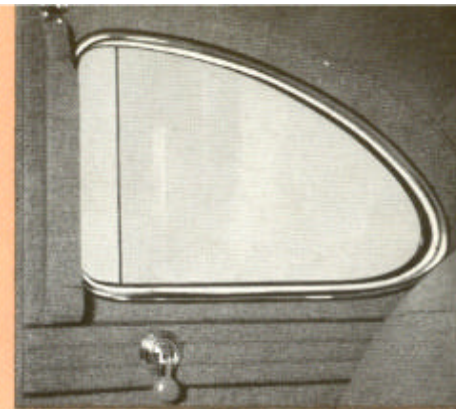


Neat, handy pocket for gloves or packages, in the recessed back of the Four-Door Touring Sedan front seat.

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(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.



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.





(Above) NEW HUDSON EIGHT AND SUPER-SIX TWO-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Extra-capacity trunk optional at small cost. Airfoam Cushions Standard.

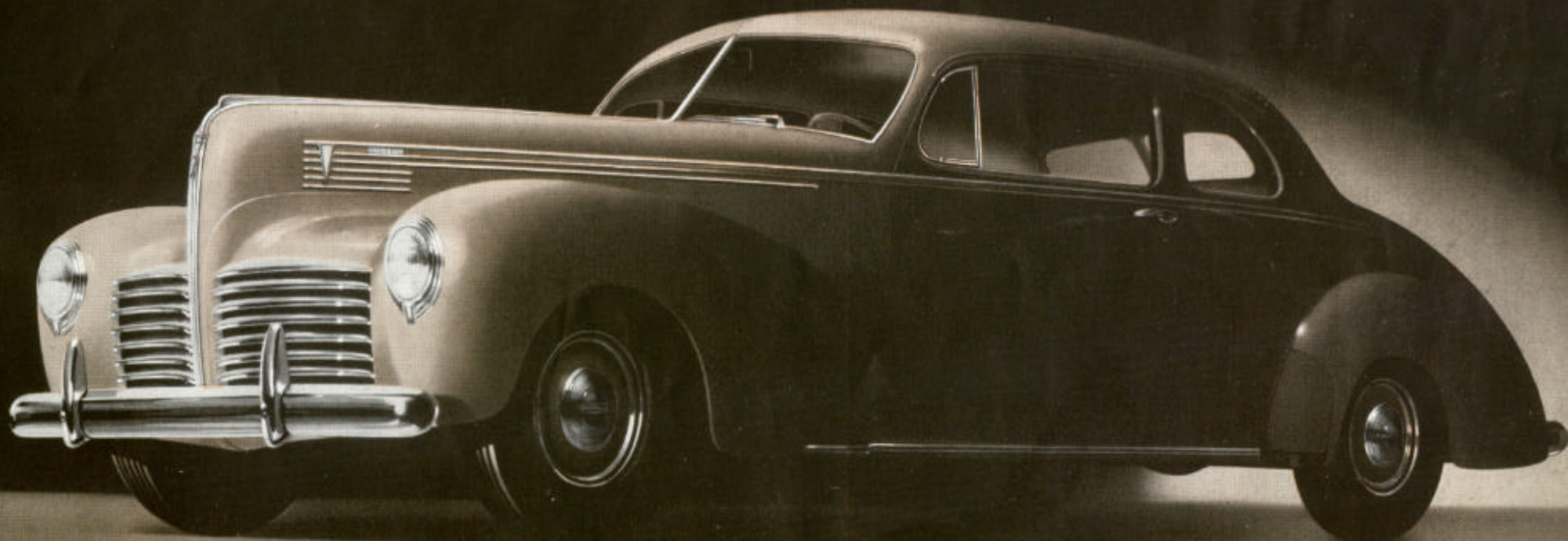
(Below) NEW HUDSON EIGHT AND SUPER-SIX CONVERTIBLE SEDAN. With or without running boards at no extra cost. Hand-buffed Leather Upholstery ... Airfoam Cushions Standard.





(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 HUDSON 1940

Country Club

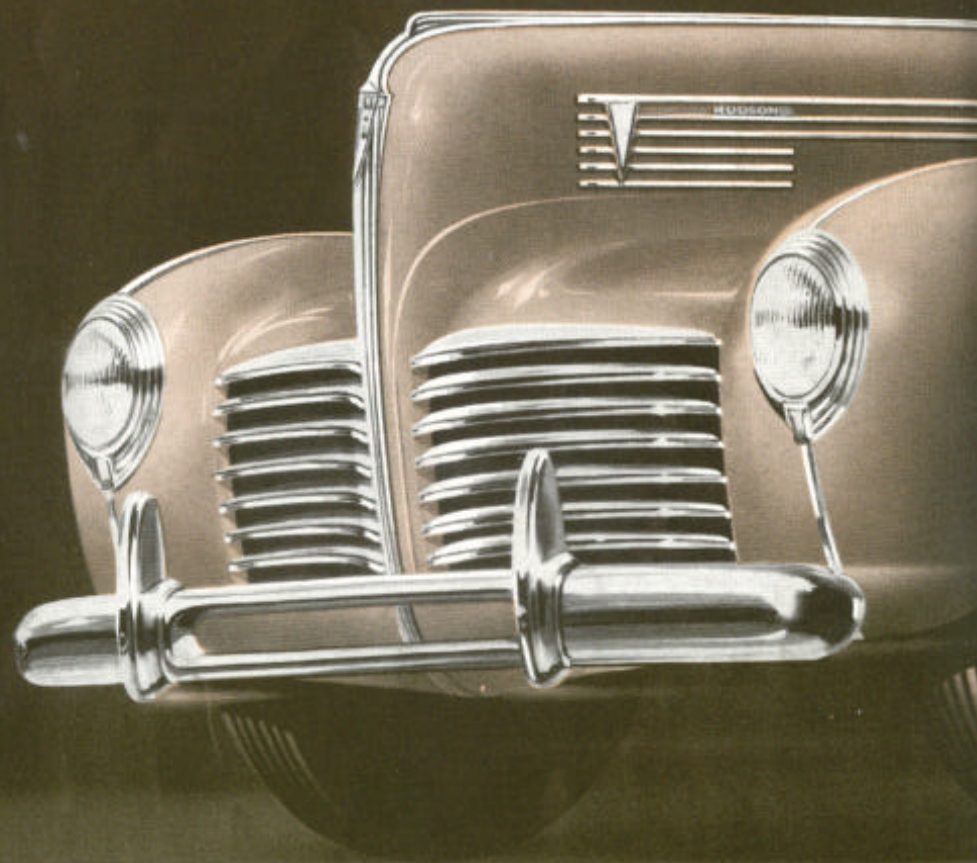
SIX AND EIGHT TOURING SEDANS

● 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 wheel-base, 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.

New Hudson Country Club Four-Door Touring Sedan
FOR 6 PASSENGERS







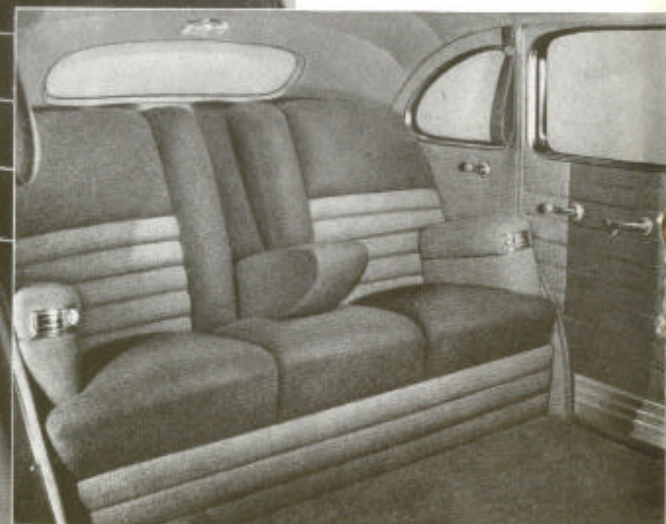
LUXURY SENSATION

DISTINCTIVE HIGHLIGHTS

16



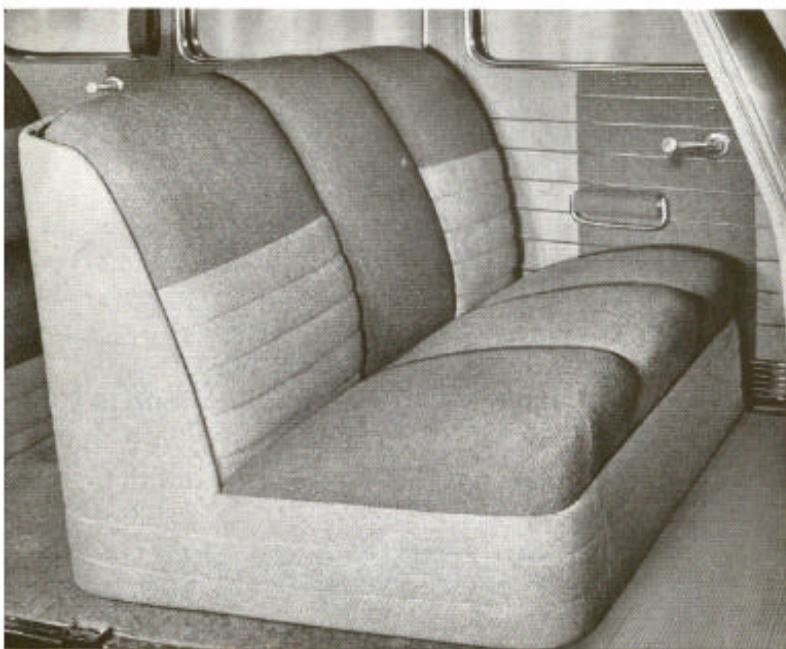
A New Conception of Luxury awaits you in this Country Club Sedan interior. Pillowy, divan-type seats, with the added softness and comfort of Airfoam cushioning. New Hockanum Woolen upholstery fabric, rich brown and tan in a modern two-tone combination. (Tan alone or mohair optional.) Generously proportioned 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

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New Ideas in Seat Design! Departing from conventional practice, Hudson designers have taken advantage of the unusual roominess of this body to build seats of extreme width and massive depth. Notice, too, the deeply rolled seat top and modern combination of armrest and door pull-to.



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.

(Below) **A Concealed Compartment**, equipped with lock, for robe or packages, is mounted flush in the recessed back of the front seat, below the robe rail.



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.



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.



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.

★ ★ ★



(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.





In Every Hudson . . . *COMFORT*

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.

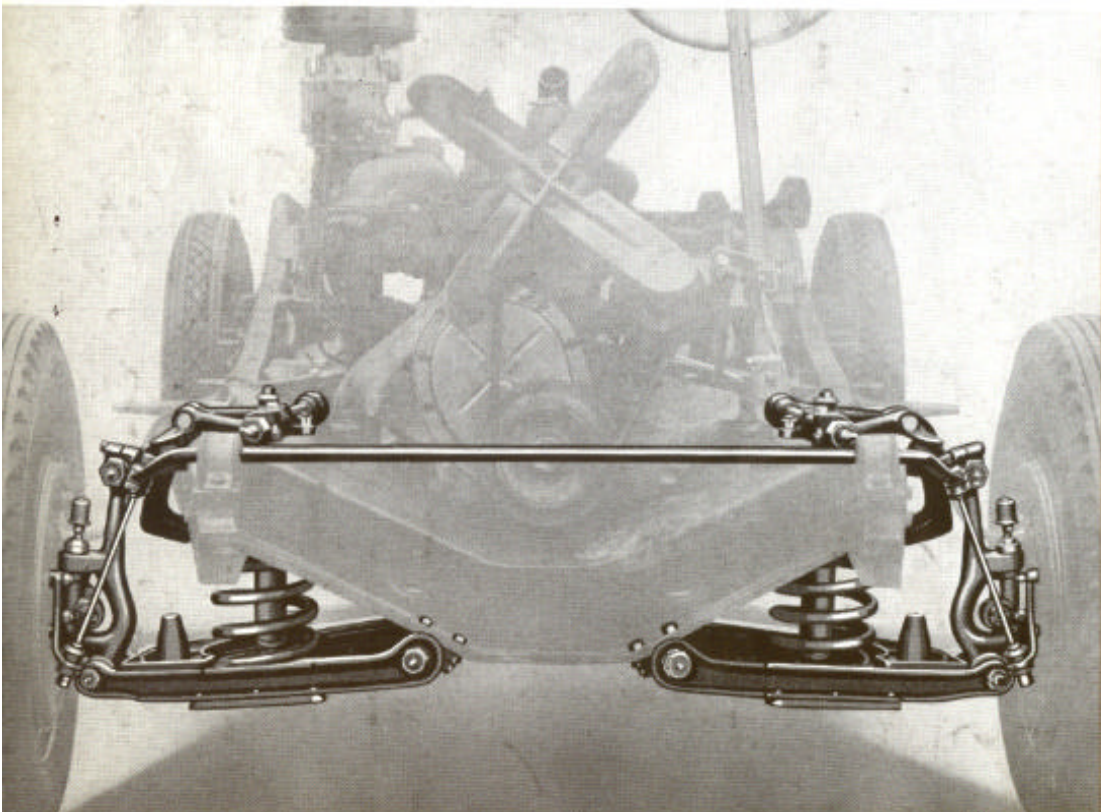


(Below) **Finest Independent Front Wheel Coil Spring Suspension** of the type used only on very costly cars . . . with positive wheel control provided for the first time by Hudson's Patented Auto-Poise Control. Road shocks are absorbed by soft coil springs of Silico Manganese steel, the recognized metal 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

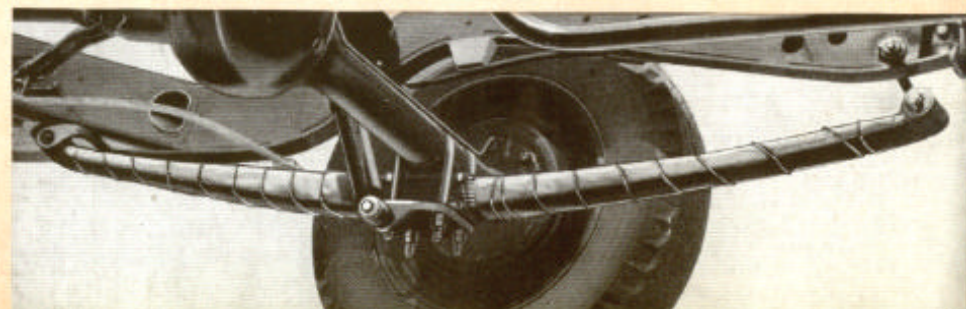
18



Improved Airfoam Seat Cushions are moulded in a series of pillow-like pads that form a natural seating support for the body . . . achieving an unusually luxurious upholstered effect comparable to that of the finest furniture. Airfoam Cushions are firm, but unbelievably soft and cool, because this new material "breathes" through countless interconnecting air cells as you ride. Airfoam is available at small cost in Hudson Six closed models; standard in Convertibles and all higher-priced Hudsons.



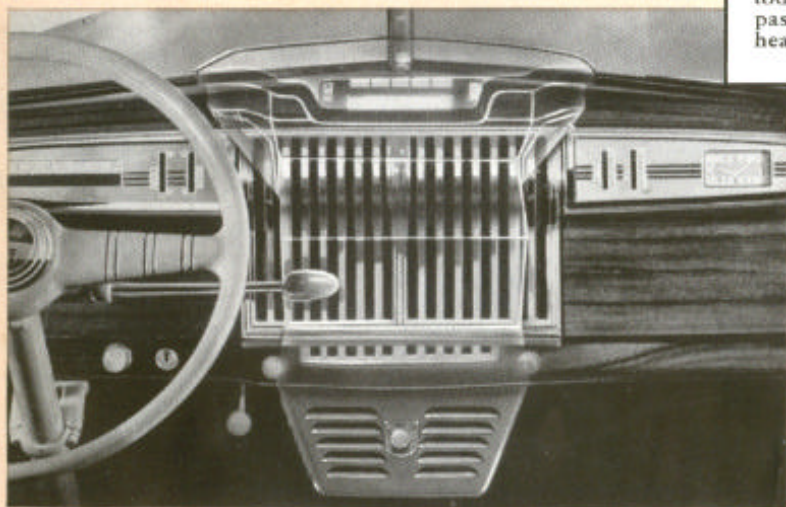
Flexible Leaf Springs, five feet long, splay-mounted and with new Rear Lateral Stabilizer, cushion the ride in the rear. The spring rate, or "bounciness", of these super-length springs is so harmonized with that of the front coil springs that both front and rear seat passengers get the same gentle, gliding ride. The front ends of the springs are rubber-mounted to the frame and the rear mounted with rubber-sealed, self-adjusting shackles. Spring covers standard on all models.



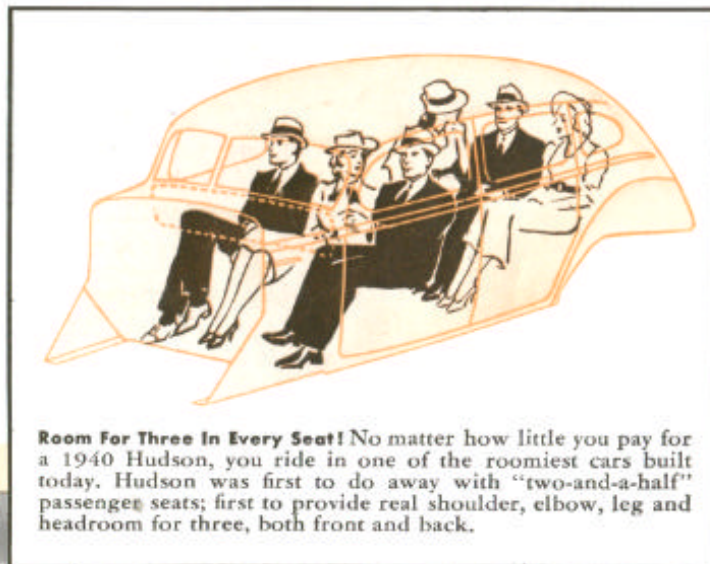
NEW TO THE HIGHWAY

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!



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.



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.



(Below) Draft-Free Ventilation . . . latch-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

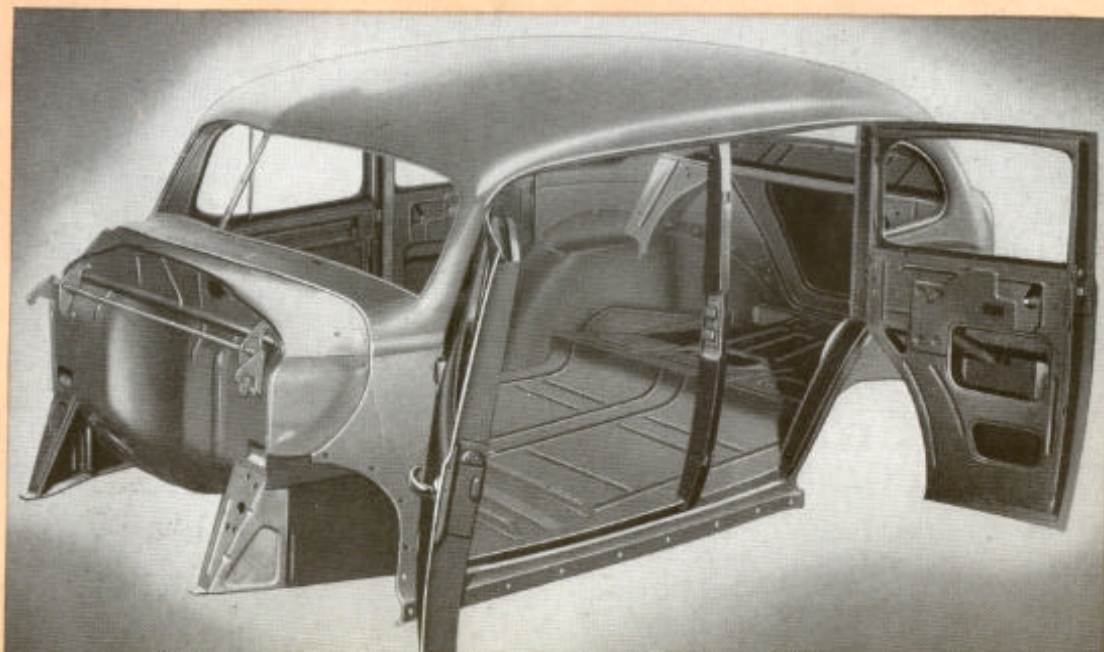
on these pages tell their own story. Many of them are *exclusive* to Hudson; all of them are vitally important to everyone who drives a car.

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!"

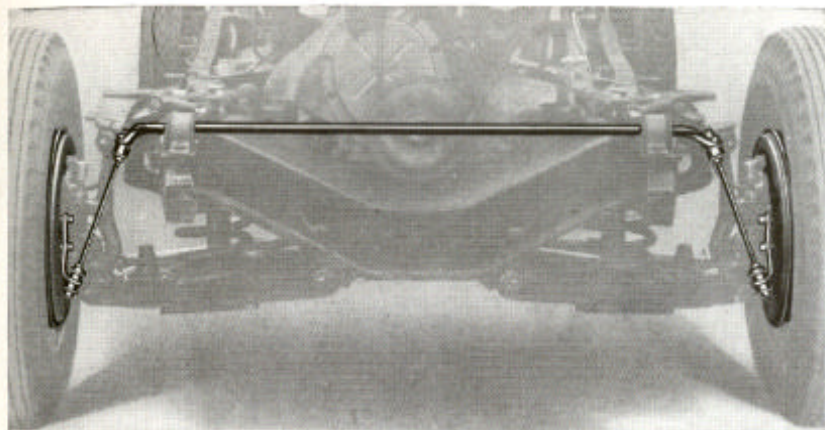


Patented Double-Safe Hydraulics . . . World's Safest Stopping! Finest Bendix Self-Energizing Hydraulics with a separate reserve mechanical system that takes hold automatically from the same foot pedal if ever needed! (Inset above at left) Easiest-acting hand brake for parking (releases at the flick of 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!*

(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.

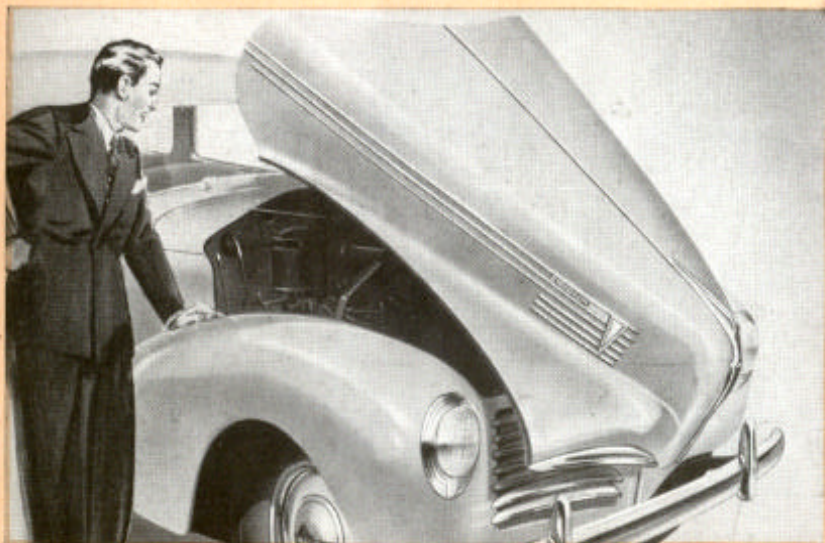


SAFETY IS BEFORE YOU BUY A CAR



(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.

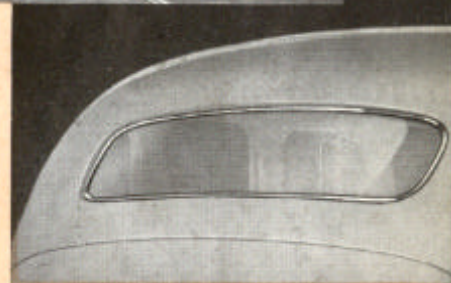
(Below) **Safer Windshield Vision.** The widest windshields in the industry have been made 17% deeper for 1940. Glass now extends clear down to the hood level, a new idea greatly improving your view of the road in front of the car. New Hi-Test safety glass is standard all around in all 1940 Hudsons.



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 louvers, 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.



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



(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.

★ ★ ★

(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.

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!

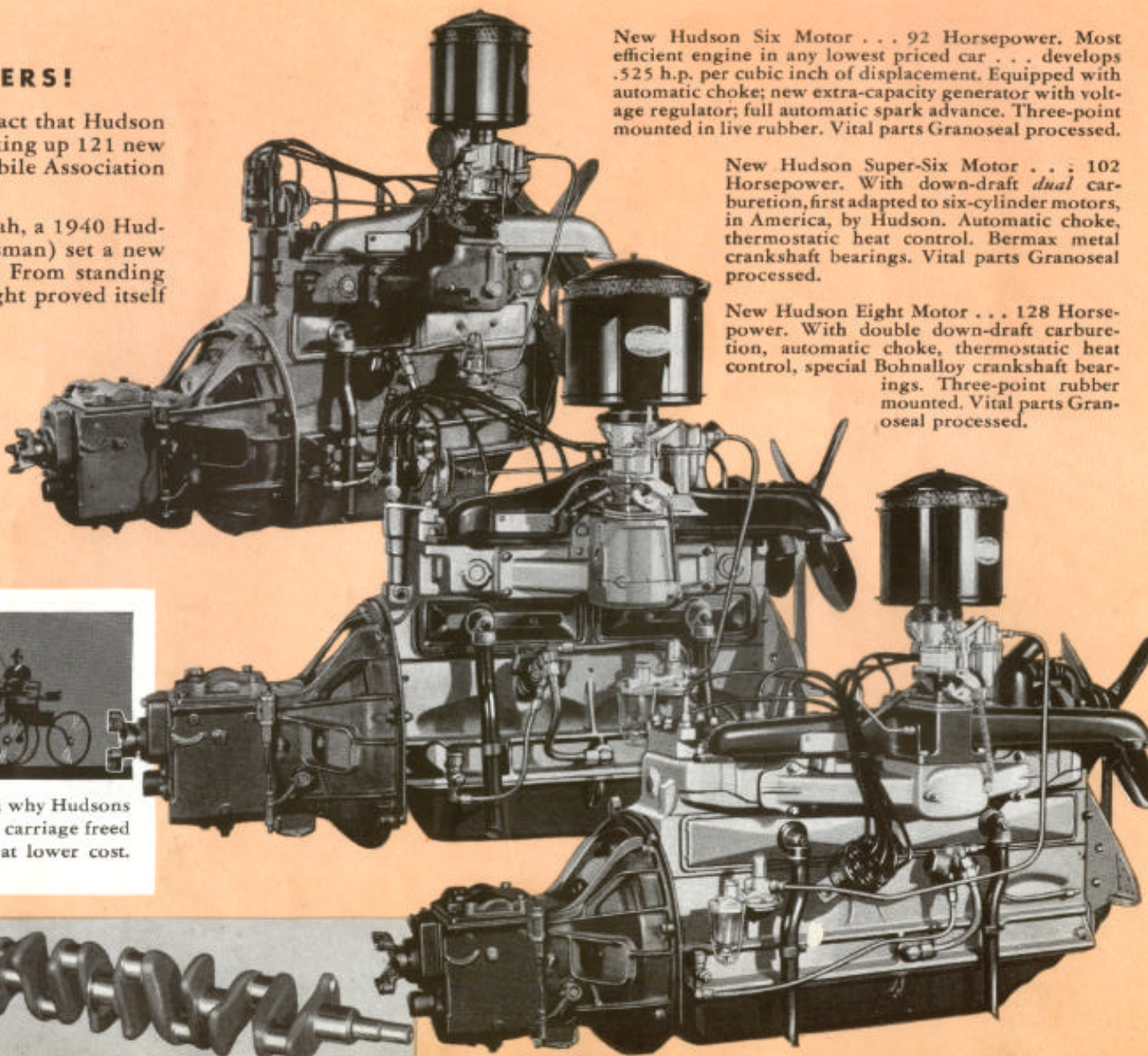
The lowest priced Hudson Six proved that it, too, belongs in this family of ace performers by setting 87 new official A.A.A. marks . . . 64 Class D records and 23 *Unlimited* records for stock cars regardless of size or price!

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.



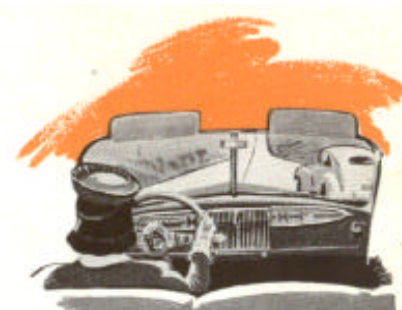
New Hudson Six Motor . . . 92 Horsepower. Most efficient engine in any lowest priced car . . . develops .525 h.p. per cubic inch of displacement. Equipped with automatic choke; new extra-capacity generator with voltage regulator; full automatic spark advance. Three-point mounted in live rubber. Vital parts Granoseal processed.

New Hudson Super-Six Motor . . . 102 Horsepower. With down-draft *dual* carburetion, first adapted to six-cylinder motors, in America, by Hudson. Automatic choke, thermostatic heat control. Bermax metal crankshaft bearings. Vital parts Granoseal processed.

New Hudson Eight Motor . . . 128 Horsepower. With double down-draft carburetion, automatic choke, thermostatic heat control, special Bohnalloy crankshaft bearings. Three-point rubber mounted. Vital parts Granoseal processed.



EASY DOES IT... AT THE WHEEL OF A HUDSON



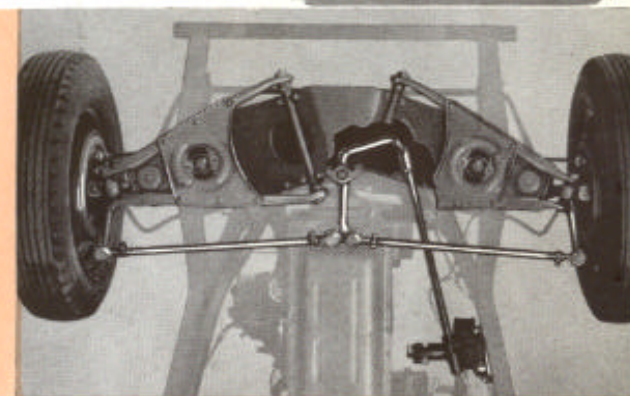
Everything you do seems easier . . . is easier . . . in a new 1940 Hudson. Handling? It's the nearest thing to self-steering you ever tried! The wheel is so easy to turn . . . so responsive to your slightest touch. And the car goes where guided with a grooved steadiness that imparts a feeling of perfect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



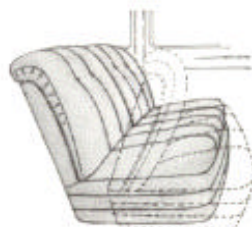
(Right) **New Rear Lateral Stabilizer.** Mounted one end to the frame and the other to the rear axle, it controls horizontal movement of the body and eliminates axle "hopping" . . . results in greatly improved steering stability and riding comfort. This feature is brand-new in lowest priced cars!



. . . 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 up-grades. 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.



GET A LONGER

(Right) **Silicon Aluminum Pistons** ... T-slot, cam-ground; lighter, yet longer-wearing. Four "pinned," Granosealed 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.

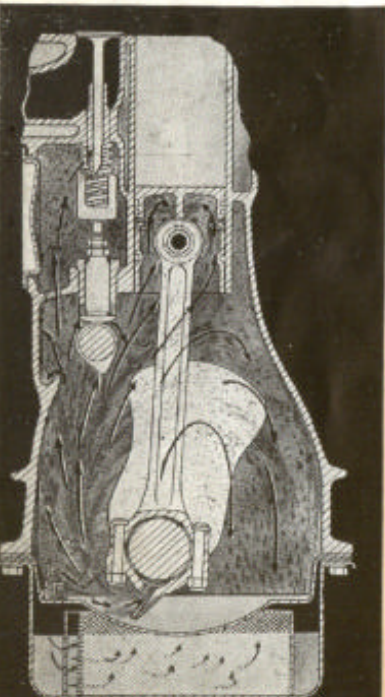


1940 ECONOMY AND

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-

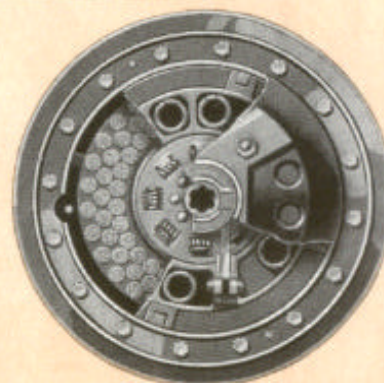
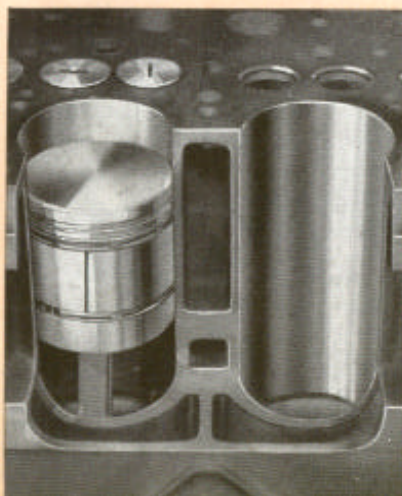


(Above) **Roller Cam Tappets.** A special design that allows a longer interval of valve opening. Greater performance, economy and engine quietness result.

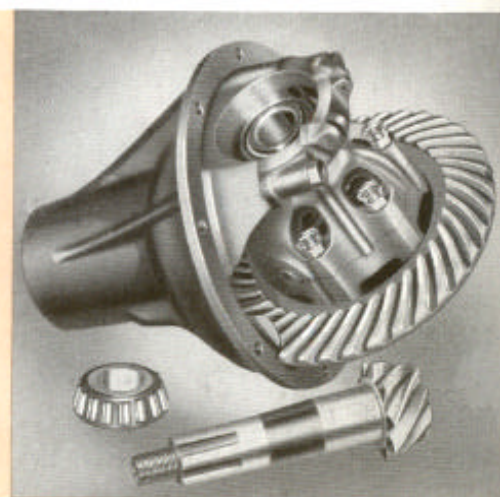
★ ★ ★

(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.



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.



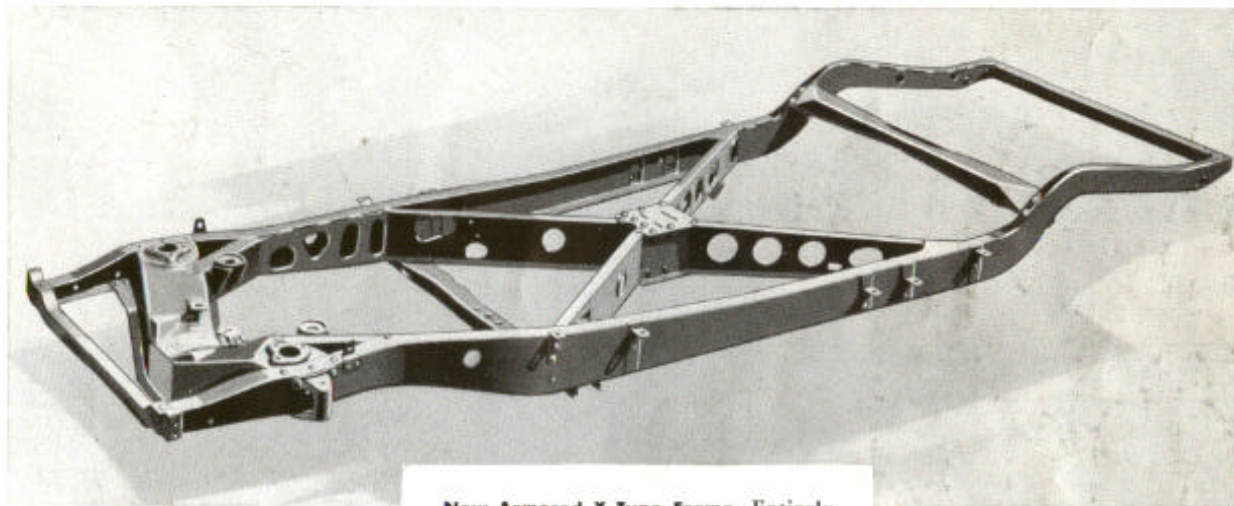
Rear Axle Gears ... wide-toothed, of costly nickel-molybdenum steel for long life and silent, trouble-free operation. They do NOT require special high-pressure lubricants. An optional gear ratio for owners in mountainous sections is available at no extra cost.

RUN FOR YOUR MONEY

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 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.

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

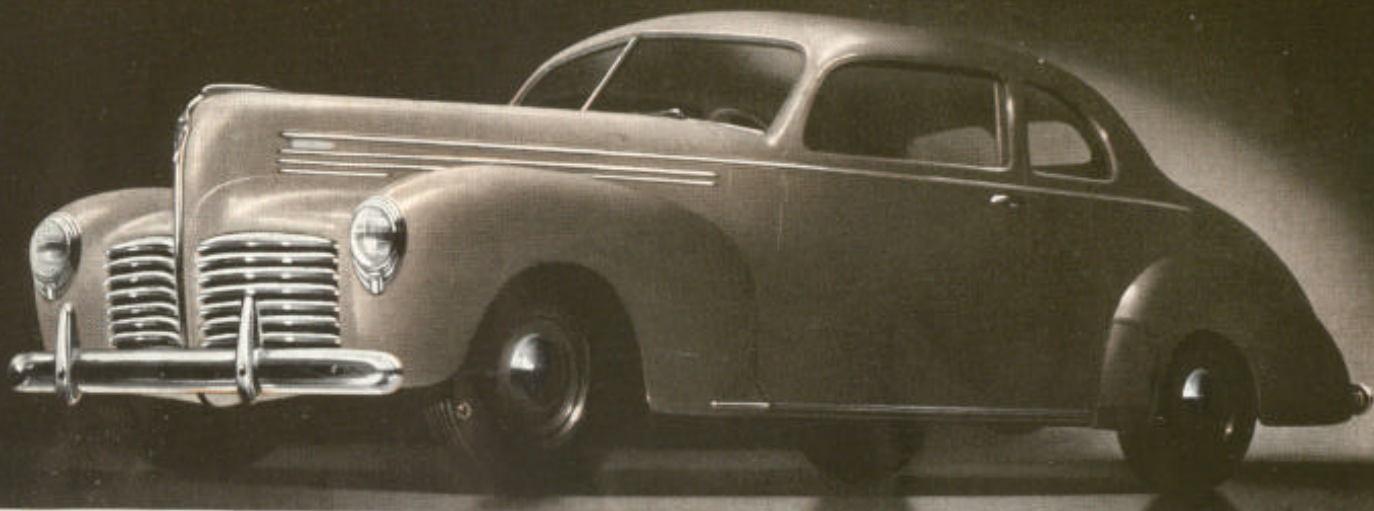


38% FARTHER WITH HUDSON'S OVERDRIVE



Costliest, 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.

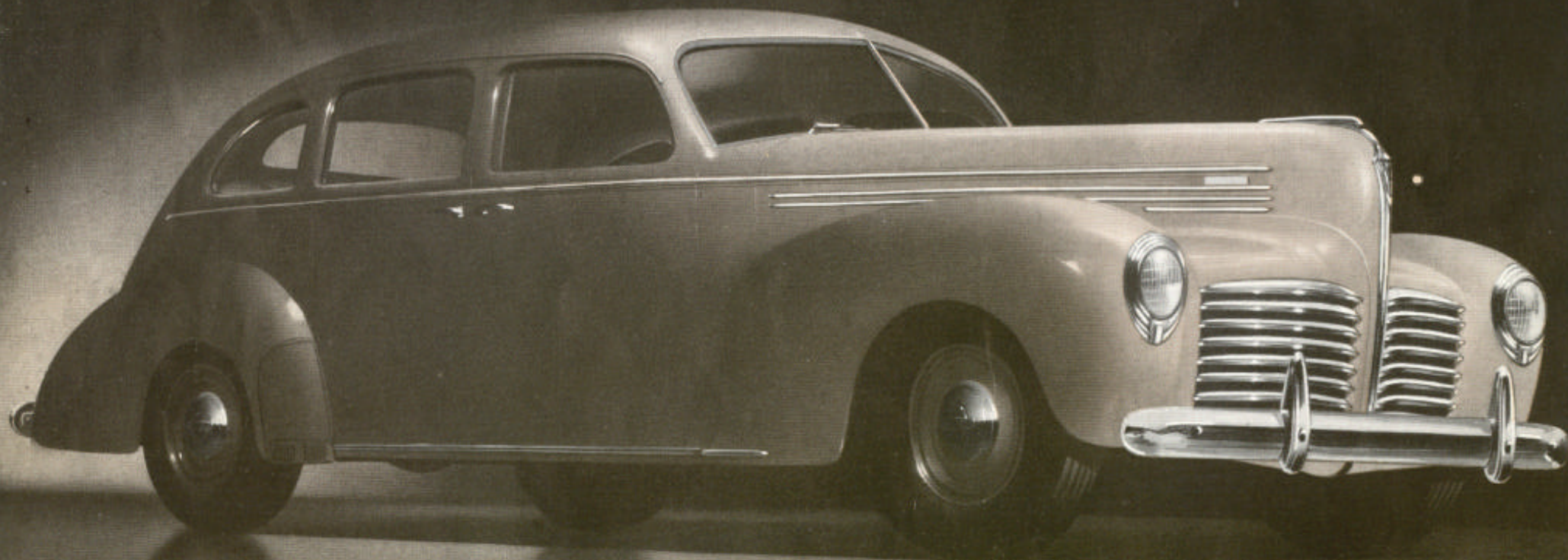




★ ★ *THE*
HUDSON
 BIG • ROOMY
 92 HORSEPOWER
 ...AT A NEW

(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.



NEW 1940

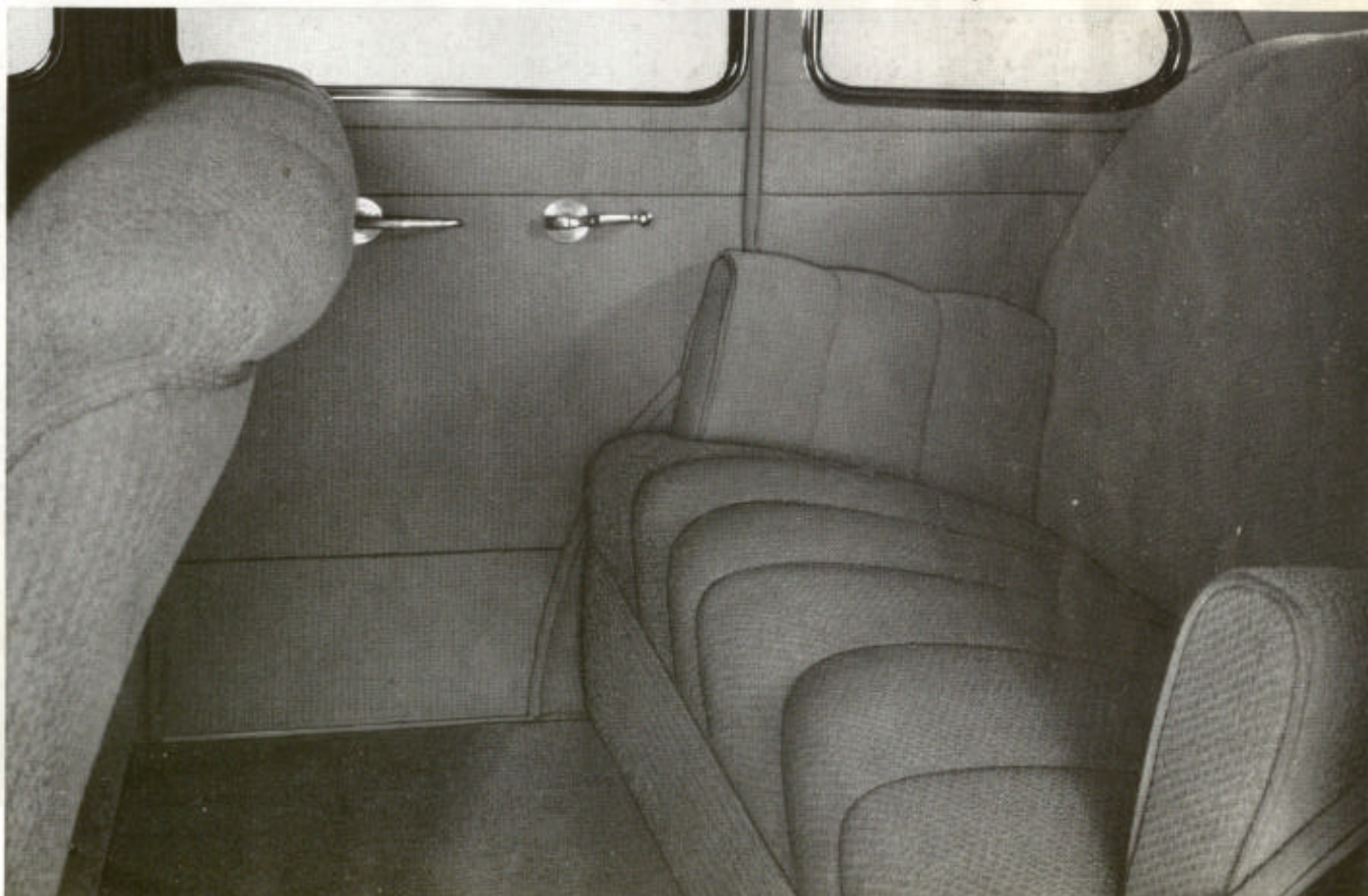
SIX ★ ★

**Y • R U G G E D
P O W E R**

LOW PRICE



(Above) NEW HUDSON SIX TWO-DOOR TOURING SEDAN for 6 Passengers.
With or without running boards at no extra cost. Extra-capacity trunk optional at small cost.
(Below) REAR INTERIOR OF NEW HUDSON SIX, showing the attractive taupe heavy worsted boucle upholstery fabric and wide, deep seats. Airfoam Cushions an optional extra.



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 DIREC- TIONAL SIGNAL LIGHTS

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



AUTOMATIC WINDSHIELD WASHER



OUTSIDE MIRROR

FOG LIGHT



RADIO



IMPROVED
WEATHER-MASTER
FRESH AIR AND
HEAT CONTROL

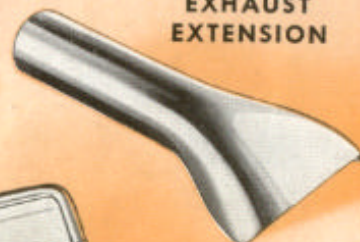


SPOTLIGHT

EXHAUST
EXTENSION



CIGAR LIGHTER



LICENSE
PLATE
FRAME

SEAT
COVERS



Here's how to avoid over-
night lodging expense! All 1940 Hudson Sedans
can quickly and easily be
converted into comfort-
able "Sleeping Cars." A
full-size *double bed*, made
up right in the car with-
out 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.



SPECIFICATIONS FOR ALL 1940 HUDSON MODELS

HUDSON SIX

ENGINE—6-cylinder, L-Head; 92 H.P. at 4000 r.p.m.; Compression ratio, 7.00 to 1. Bore, 3"; stroke, $4\frac{1}{8}$ "; displacement, 175 cu. in.

LUBRICATION—Oil refill capacity, $4\frac{1}{2}$ quarts.

BATTERY—17-plate, 96 ampere-hour.

COOLING SYSTEM—Radiator capacity, 13 quarts.

BRAKES—Diameter, $9\frac{1}{16}$ "; width, $1\frac{3}{4}$ ".

FRAME—Armored X-type, $7\frac{1}{4}$ " deep.

WHEELBASE—113"; over-all length, $190\frac{3}{8}$ ".

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.

HUDSON SUPER-SIX

ENGINE—6-cylinder, L-head; 102 H.P. at 4000 r.p.m. Compression ratio, 6.50 to 1. Bore, 3"; stroke, 5"; displacement, 212 cu. in.

LUBRICATION—Oil refill capacity, $4\frac{1}{2}$ quarts.

BATTERY—17-plate, 96 ampere-hour.

COOLING SYSTEM—Radiator capacity, 13 quarts.

BRAKES—Diameter, $10\frac{1}{16}$ "; width, $1\frac{3}{4}$ ".

FRAME—Armored X-type, $7\frac{1}{4}$ " deep.

WHEELBASE—118"; over-all length, $195\frac{3}{8}$ ".

TIRES—16 x 6.00. 15 x 7.00 at extra cost.

HUDSON COUNTRY CLUB SIX

ENGINE—6-cylinder, L-head; 102 H.P. at 4000 r.p.m. Compression ratio, 6.50 to 1. Bore, 3"; stroke, 5"; displacement, 212 cu. in.

LUBRICATION—Oil refill capacity, $4\frac{1}{2}$ quarts.

BATTERY—17-plate, 96 ampere-hour.

COOLING SYSTEM—Radiator capacity, 13 quarts.

BRAKES—Diameter, $11\frac{1}{16}$ "; width, $1\frac{3}{4}$ ".

FRAME—Armored X-type, $7\frac{3}{8}$ " deep.

WHEELBASE—125"; over-all length, $202\frac{3}{8}$ ".

TIRES—16 x 6.25. 15 x 7.00 tires at extra cost.

HUDSON EIGHT

ENGINE—8-cylinder, L-Head; 128 H.P. at 4200 r.p.m. Compression ratio, 6.50 to 1. Bore, 3"; stroke, $4\frac{1}{2}$ "; displacement, 254 cu. in.

LUBRICATION—Oil refill capacity, 7 quarts.

BATTERY—19-plate, 108 ampere-hour.

COOLING SYSTEM—Radiator capacity, 18 quarts.

BRAKES—Diameter, $11\frac{1}{16}$ "; width, $1\frac{3}{4}$ ".

FRAME—Armored X-type, $7\frac{3}{8}$ " deep.

WHEELBASE—118"; over-all length, $195\frac{3}{8}$ ".

TIRES—16 x 6.00. 15 x 7.00 tires at extra cost.

HUDSON COUNTRY CLUB EIGHT

ENGINE—8-cylinder, L-Head; 128 H.P. at 4200 r.p.m. Compression ratio, 6.50 to 1. Bore, 3"; stroke, $4\frac{1}{2}$ "; displacement, 254 cu. in.

LUBRICATION—Oil refill capacity, 7 quarts.

BATTERY—19-plate, 108 ampere-hour.

COOLING SYSTEM—Radiator capacity, 18 quarts.

BRAKES—Diameter, $11\frac{1}{16}$ "; width, $1\frac{3}{4}$ ".

FRAME—Armored X-type, $7\frac{3}{8}$ " deep.

WHEELBASE—125"; over-all length, $202\frac{3}{8}$ ".

TIRES—16 x 6.50. 15 x 7.00 tires at extra cost.

★ GENERAL ★

ENGINE—Crankshaft, fully compensated, drop-forged, statically and dynamically balanced . . . crankshaft bearings of long-wearing, non-fatiguing Bermox metal . . . Bohnalloy in Hudson Eights, Pistons, silicon aluminum, T-slot, cam-ground; four pinned Granosealed rings. Connecting rods drop-forged and treated with continuous babbiting process.

LUBRICATION—Patented Duo-Flo system with positive oil feed and cooling. Oversize dual oil pump.

CARBURETION—Down-draft system with automatic choke, anti-percolator, back-fire arrester, air cleaner and vapor-lock relief valve on all models. Double carburetor with simultaneous dual accelerator pump jets and automatic heat control on Super-Six, Country Club Six and Hudson Eights; single carburetor with accelerator pump and manual heat control, other models.

IGNITION—Vacuum automatic spark advance on all six-cylinder models . . . moistureproof distributor . . . octane 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 $\frac{1}{2}$ gallons. Other series: 16 $\frac{1}{2}$ gallons . . . Extra large constant pressure fuel pump.

COOLING SYSTEM—New cellular design radiator with centrifugal, six-blade pressure pump . . . thermostat on all models with by-pass control of water circulation on Hudson Eight and Hudson

Country Club models . . . temperature indicator on dash.

HANDY SHIFT—Standard on all models. See page 23.

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

TRANSMISSION—Synchro-shift, three speeds forward, one reverse. Automatic de-meshing low and reverse. Inter-locks prevent accidental slipping from gear mesh in all gear speeds. Overdrive optional at extra cost.

UNIVERSALS—Two roller bearing universals with 3" tubular propeller shaft. Hudson Country Club Sedans have 3 $\frac{1}{2}$ " propeller shafts.

SPRINGS—(Front) Hudson Auto-Poise Control Independent Suspension with coil springs of Silico Manganese steel and direct acting, high volume, low pressure, hydraulic shock absorbers. Coil springs are designed only for suspension of car and are free of all torque and braking strain. Patented Auto-Poise Control. (Rear) New, 60" semi-elliptic, covered springs, "spayed" for transverse stability. U-type, self-adjusting rear shackle with rubber dirt seal. Front end of spring rubber mounted. Sturdy Rear Lateral Stabilizer controls LATERAL movement of car body and frame.

REAR AXLE—Semi-floating type; nickel-molybdenum gears and shaft with heavier housing; standard ratio, 4.59 to 1 on Hudson Six and Hudson Six De Luxe; 4.19 to 1, all other models.

BRAKES—Patented Double-Safe Hydraulics. In-

ternal expanding two-shoe design on all four wheels . . . Reserve mechanical brake actuated by brake pedal . . . Improved, easy-operating parking brake lever under cowl . . . Hydraulic Hill Hold optional at extra cost.

STEERING—Center-Point Steering, with heavier drag link construction, provides steering stability at all speeds on all road surfaces, with shorter turning radius. Improved worm and roller type gear; 18.4 to 1 ratio on Country Club Sedans; 18.2 to 1 on other models. Country Club Sedans, (except 8-Pass.) 18" Plastic rim, natural grip De Luxe steering wheel; other models, 17" colored wheel, with 18" De Luxe type optional at extra cost.

FRAME—See above.

WHEELS—Steel balanced-drop-center type.

TREAD—56 $\frac{1}{2}$ " front; 59 $\frac{1}{2}$ " 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 pages 17, 18, 19-17" cowl ventilator in all models. Insect screen standard (except in Hudson Six and Hudson Six De Luxe).

LIGHTS—Headlamps: new "Sealed Beam" type, incorporating lens, reflector and filaments in a permanently sealed unit, more effective lighting, maintaining original efficiency throughout life of unit. Toe switch for driving or passing beam . . . Bright beam indicator on instrument panel . . . Twin tail lamps and hood ornament parking lamps. Directional signal operating in hood lamps

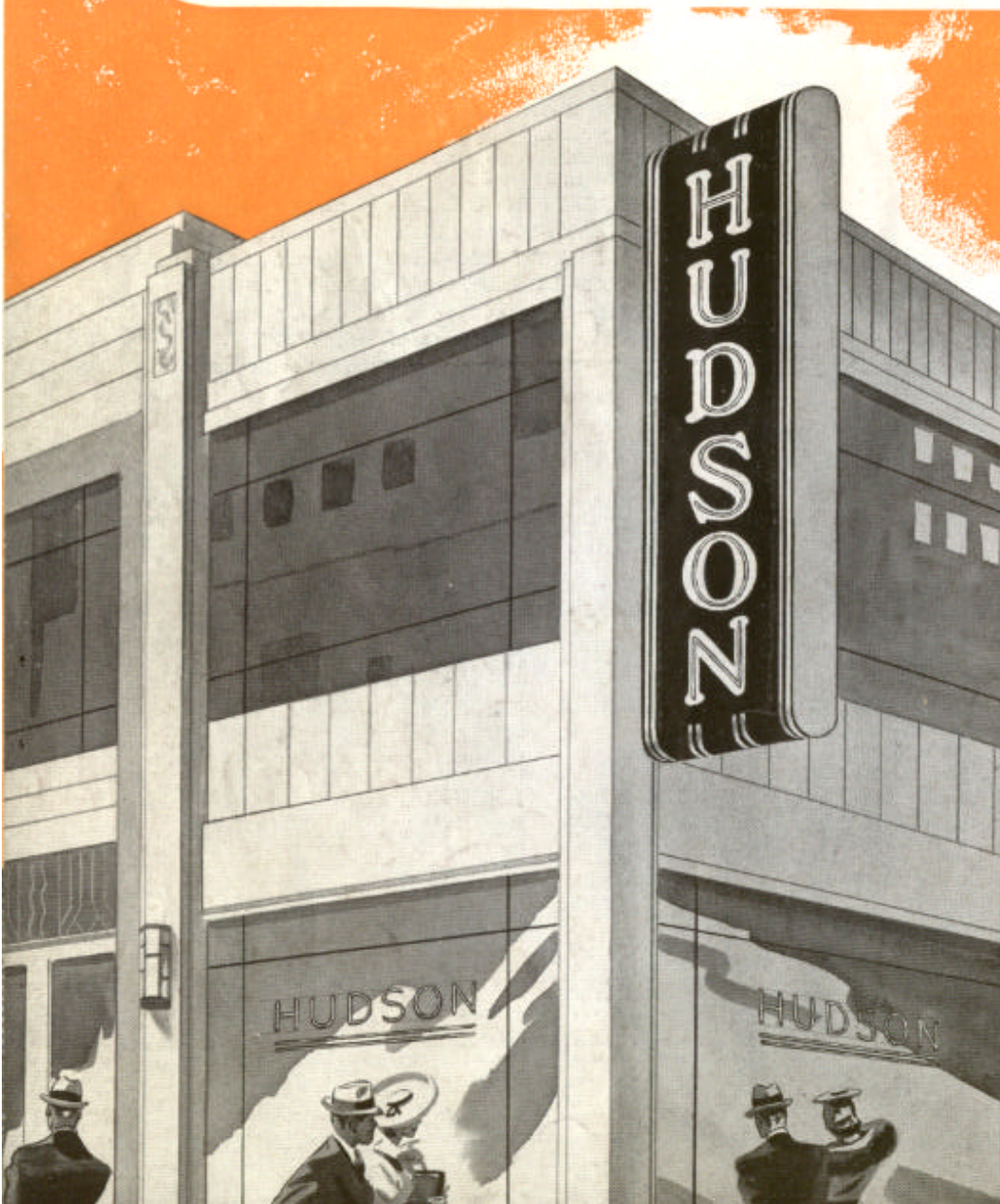
and tail lamps standard in Country Club Sedans and available in all other models at extra cost.

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 . . . 1100 cu. in. parcel compartment with door lock . . . fenders in body color . . . twin vacuum windshield wipers (one standard in Hudson Six) . . . rear vision mirror . . . single vibrator horn in Hudson Six; twin air horns in Hudson Six De Luxe and all other series . . . speedometer . . . fuel level gauge . . . Teleflash signals for oil pressure and generator charging . . . water temperature gauge . . . foot rest . . . windshield defroster vents in instrument panel . . . theftproof locks . . . front dome light . . . rear dome light in Country Club Sedans . . . metal scuff plates . . . electric clock in Country Club Sedans; 30-hour clock in all other models . . . Air-foam cushions standard in Super-Six, Eight, Country Club models and all convertibles; available at extra cost other models . . . pocket in back of 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 . . . Garry-All Luggage Compartment with spare tire in vertical position; extra-capacity trunk available at small cost . . . All models available with or without running boards . . . Front seat adjustment, 4" (4-door Sedans, 5 $\frac{1}{2}$ " . . . Cigar lighter, front and rear, Country Club Sedans . . . Bumpers and bumper guards front and rear on all models; special De Luxe rear bumper guards on Country Club Sedans.

NOTE: The Hudson Motor Car Company reserves the right to make any changes in or improvements on its products without incurring any liability or obligation whatsoever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold.

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!*

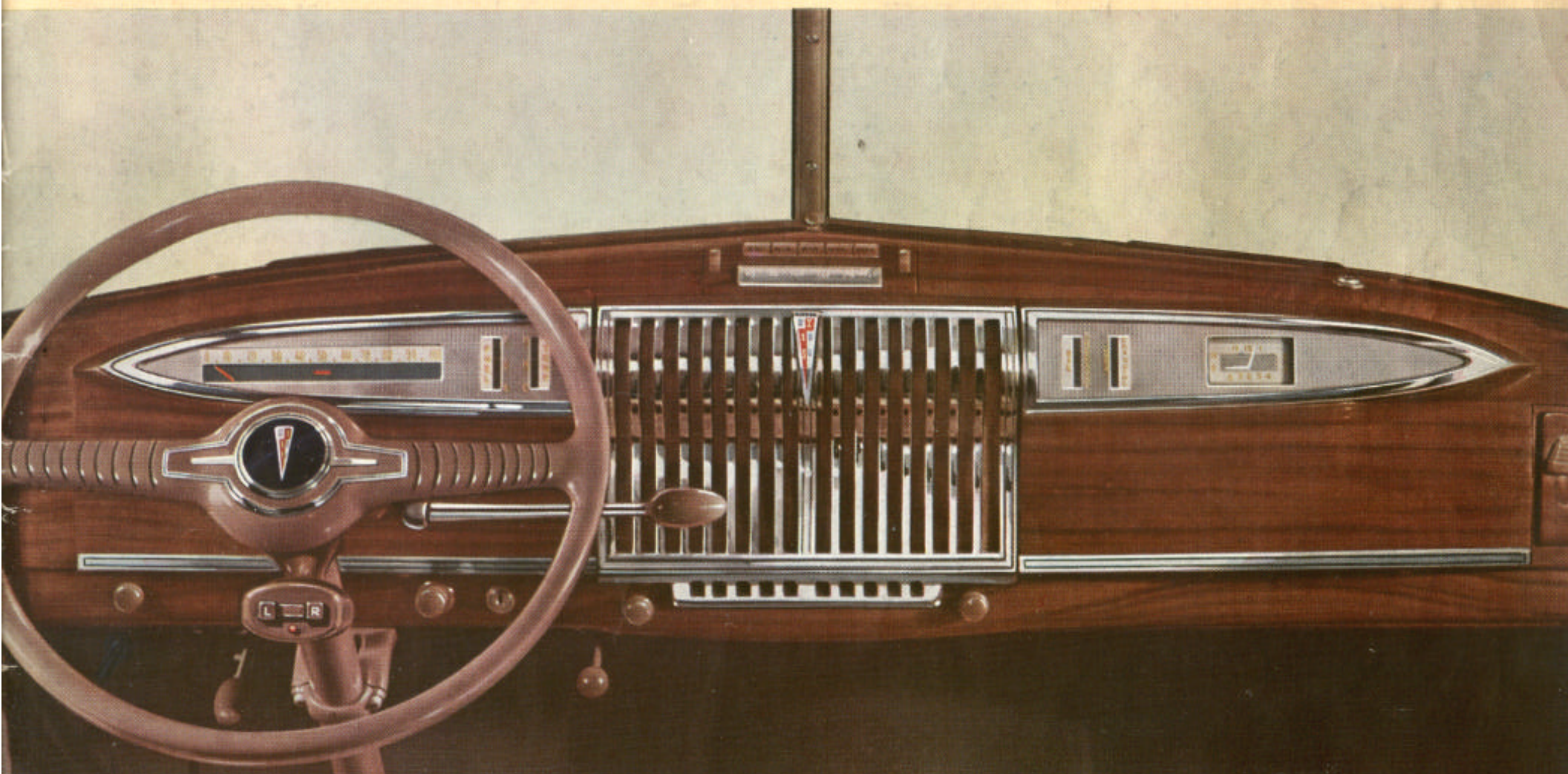


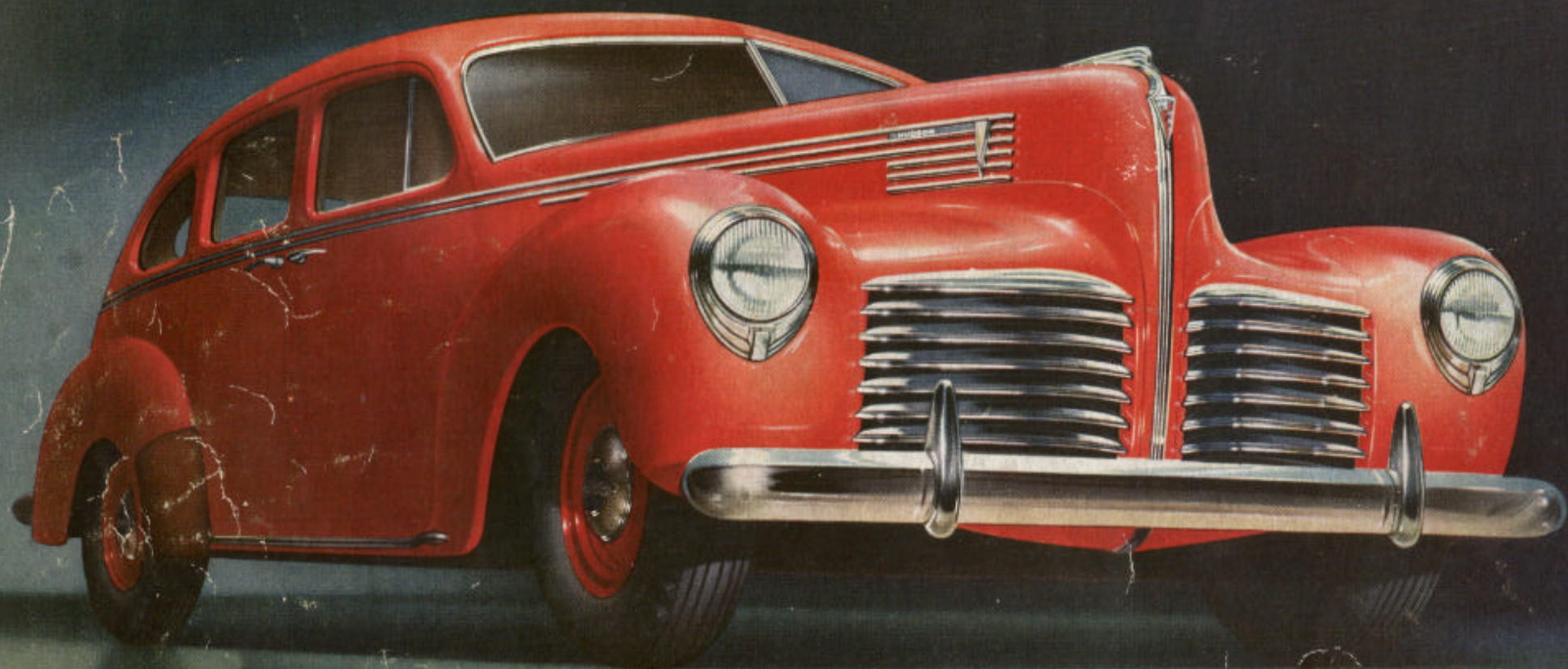
"Easy to Buy" because prices start much lower, and a convenient Easy Payment Plan can be arranged to suit your budget. "Easy to Own" because a Hudson costs less to keep up than other cars.

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