

Wherever you go . . . the world over . . .

RIDE THE
GREEN LANE OF SAFETY
IN A NEW 1939 HUDSON

In Hudson's Thirtieth Anniversary Year . . .

THREE COMPLETELY NEW 1939 HUDSONS . . . WITH GREAT NEW FEATURES NO OTHER CARS CAN SHOW YOU

Including the Sensational New

Airfoam Ride

WITH AUTO-POISE CONTROL



AN almost unbelievable advance in riding and seating comfort comes to you in these 1939 Hudsons. It is made possible by a really revolutionary mechanical invention that brings a new ease and sureness to your control of your car, Hudson's new Auto-Poise Control. No other car has anything like it. With it is a

wholly new and magically soft kind of cushioning material, Airfoam, and a new seat design. Combined with other Hudson easy-riding features, these two new developments (patents applied for) unite to give you an experience far beyond any you ever enjoyed before.

Auto-Poise Control is standard on all Hudsons for 1939 . . . Airfoam seat cushioning is standard in Hudson Country Club and all convertible models; available at small extra cost in all other Hudsons.

Don't buy any other car until you try Hudson's new Airfoam Ride . . . for you'll find nothing like this revolutionary combination of easy riding features in any other automobile built.

HUDSON VALUE AT ITS GREATEST

In the
**LOWEST
PRICE FIELD**
NEW HUDSON
One-Twelve De Luxe
6 CYLINDERS
112-in. WHEELBASE
86 HORSEPOWER

In the
**LOW
PRICE FIELD**
NEW HUDSON
Six
6 CYLINDERS
118-in. WHEELBASE
96 HORSEPOWER

In the
**MODERATE
PRICE FIELD**
NEW HUDSON
Country Club Series
6 & 8 CYLINDERS
122-in. W.B.; 101 & 122 H.P.
Country Club Custom Sedan
129-in. W.B.; 122 H.P.

• Hudson prices mean what they say . . . they buy a *complete* car. Even in the Hudson 112, these things do *not* cost extra: bodies finished in costly hand-rubbed lacquer; fenders in body color; 7 color options (including 5 opalescent colors); Handy Shift (at steering wheel); Auto-Poise Control; front and rear armrests; bumpers and

bumper guards; safety glass all around; spare wheel, tire, tube; door-locking package compartment; front window ventilating wings; headlight beam indicator; two assist straps and three ashtrays in sedans; sun visor; thermostat; Carry-All Luggage Compartment, a "concealed trunk," with more room than most other trunk or touring models.

NEW HUDSON ONE TWELVE



Beautiful Beyond Belief

IN PRICE the new Hudson One-Twelve De Luxe is right down among this country's leading lowest priced cars. But it has been designed and built on an incomparably larger and finer scale.

Its exterior beauty of line and finish, its poise and distinction strike the eye at once. Inside, you immediately sense its completeness and luxury . . . its greater *roominess*. From the 55 inches of front seat comfort to the new Carry-All Luggage Compartment, the Hudson One-Twelve has more useful room than cars with several inches greater wheelbase, costing many dollars more.

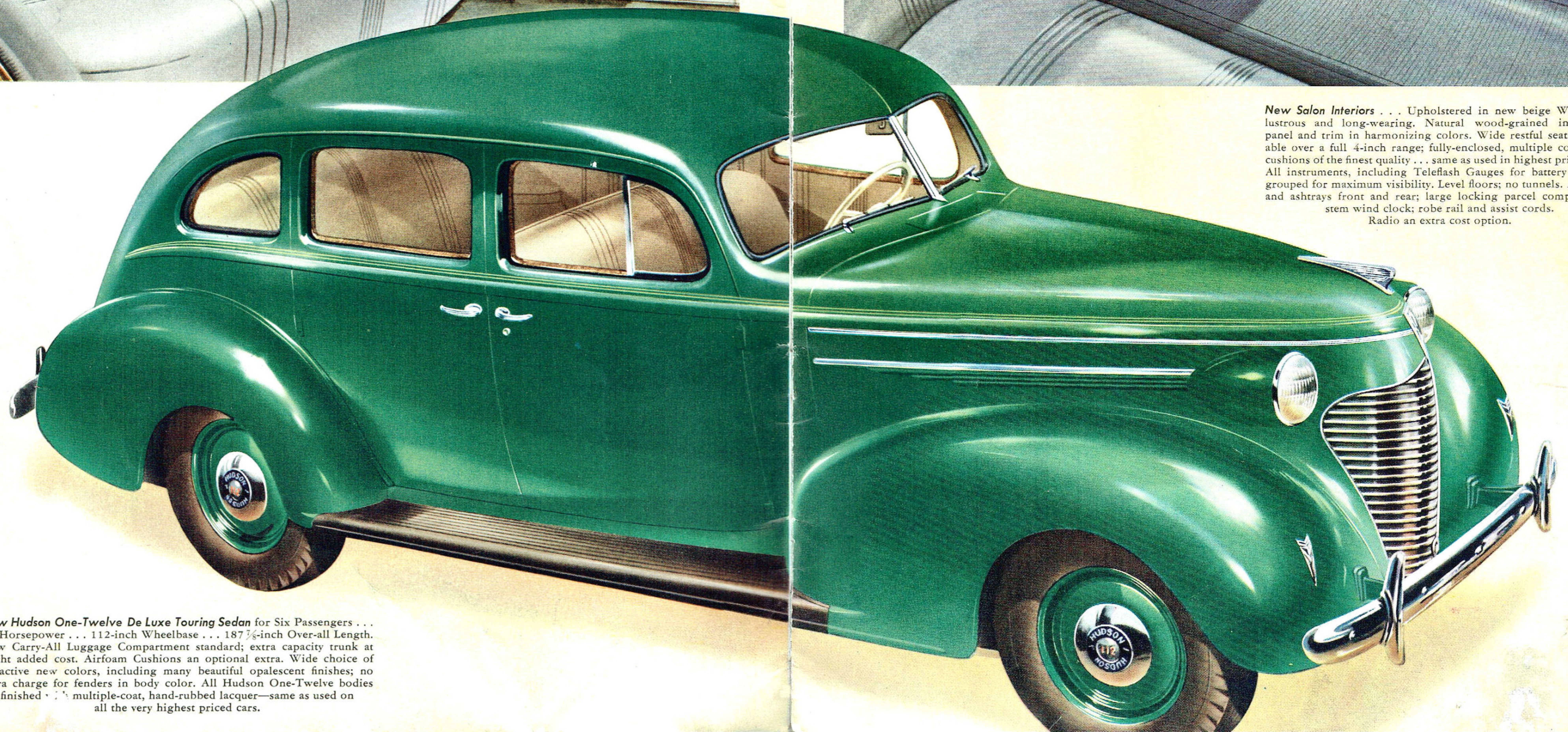
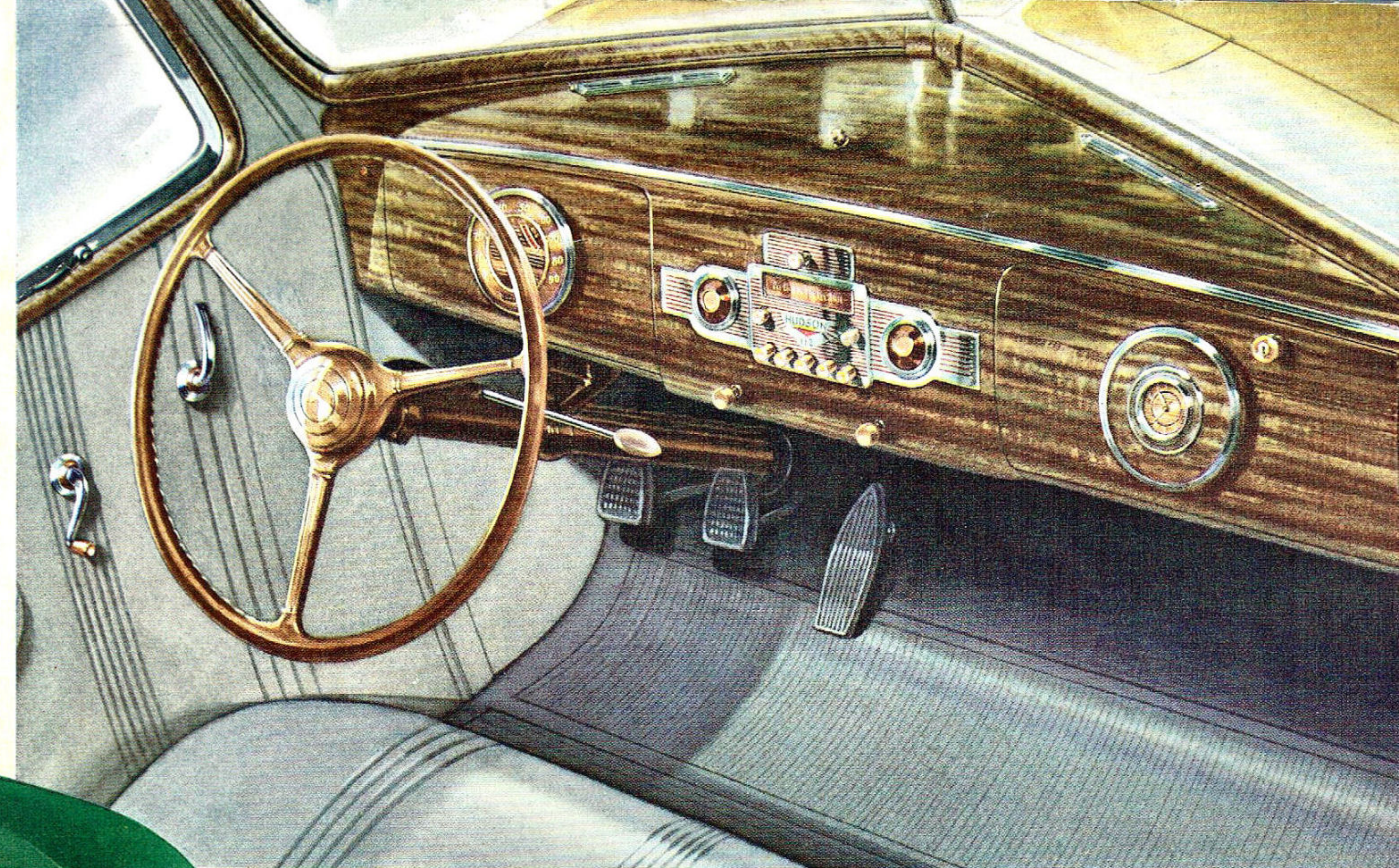
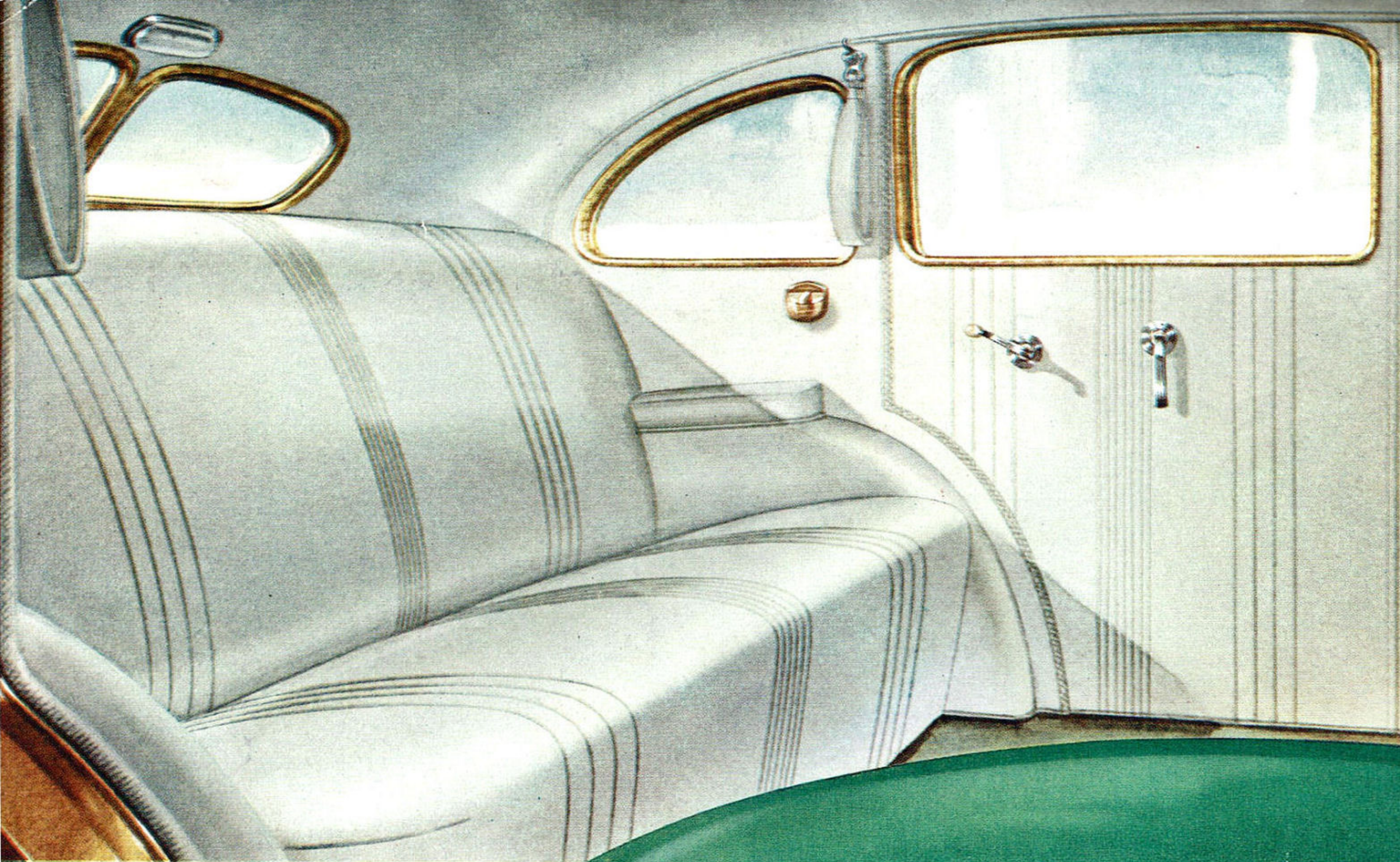
Among all cars at its price, the new One-Twelve is unique in that it shares basic features of design and construction

with the larger, higher priced Hudsons . . . features, many of them exclusive, which make Hudsons outstanding in *every* price class.

Throughout a long and trouble-free life, you'll enjoy performance that literally sparkles . . . economy so great that Hudson One-Twelve has repeatedly beaten the other three lowest priced leaders in side-by-side tests.

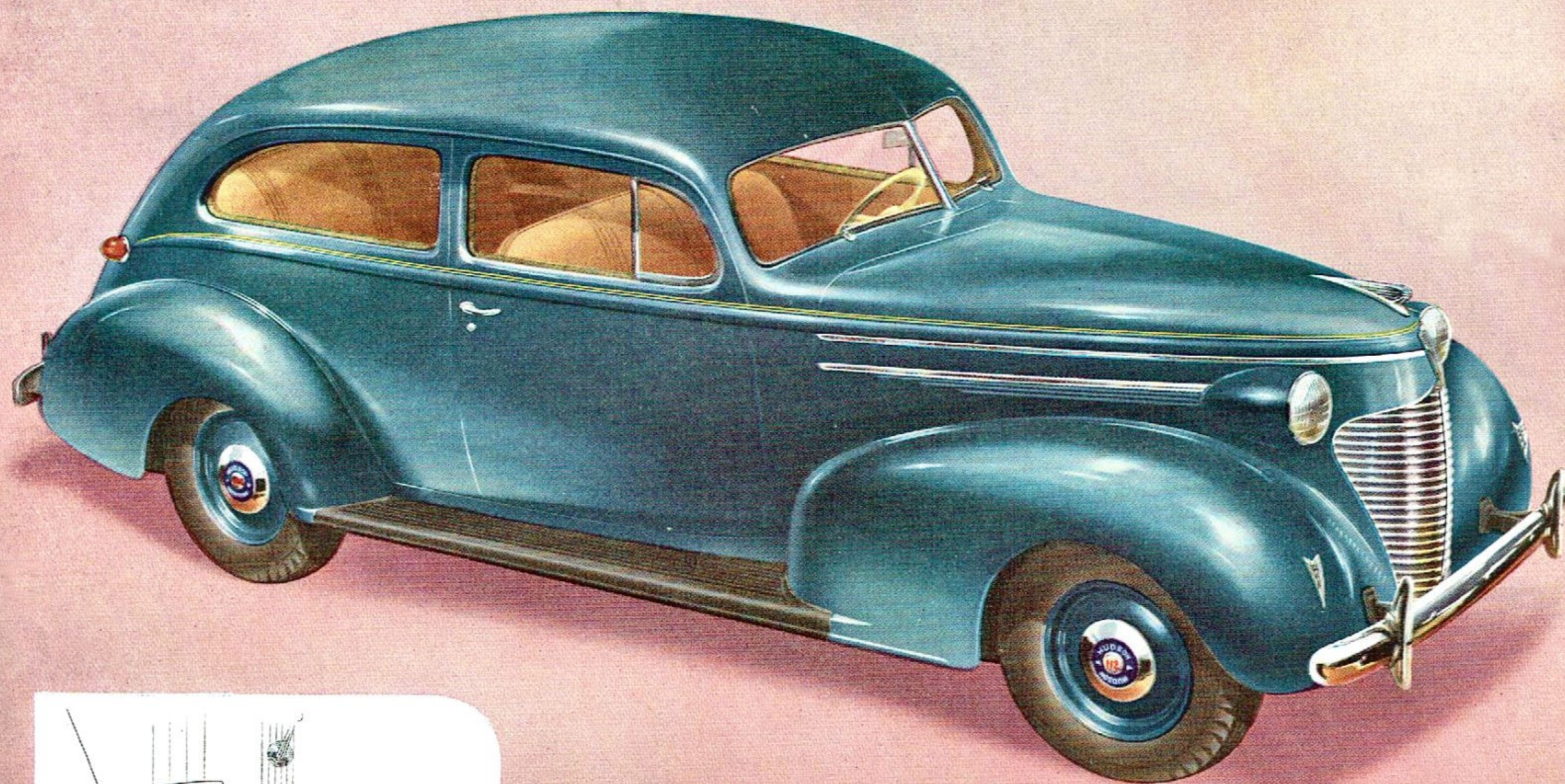
And, when the time to buy a newer car finally arrives, you'll draw still another dividend, in higher re-sale value. You'll find that your Hudson One-Twelve . . . thanks to its fine style, its rugged construction, its host of new and advanced features . . . has stayed *young* while other cars were growing old.

86 HORSEPOWER 112-INCH WHEELBASE



*New Salon Interiors . . . Upholstered in new beige Wooltwist, lustrous and long-wearing. Natural wood-grained instrument panel and trim in harmonizing colors. Wide restful seats, adjustable over a full 4-inch range; fully-enclosed, multiple coil-spring cushions of the finest quality . . . same as used in highest priced cars. All instruments, including Teleflash Gauges for battery and oil, grouped for maximum visibility. Level floors; no tunnels. Armrests and ashtrays front and rear; large locking parcel compartment; stem wind clock; robe rail and assist cords.
Radio an extra cost option.*

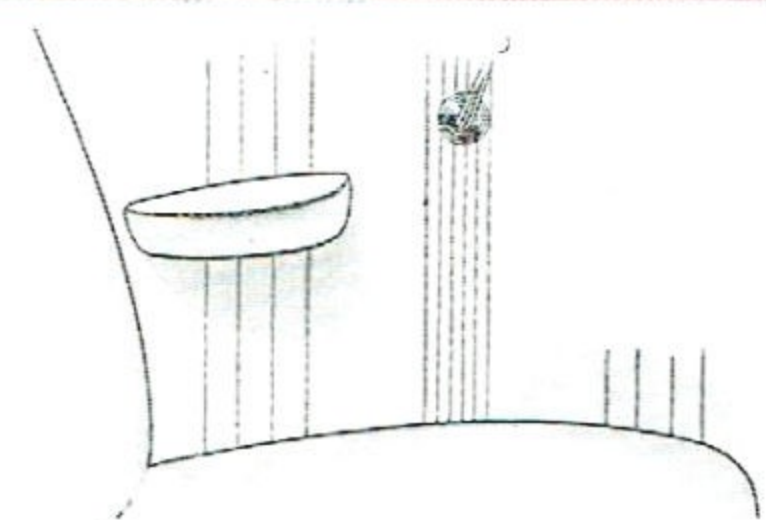
New Hudson One-Twelve De Luxe Touring Sedan for Six Passengers . . . 86 Horsepower . . . 112-inch Wheelbase . . . 187 3/4-inch Over-all Length. New Carry-All Luggage Compartment standard; extra capacity trunk at slight added cost. Airfoam Cushions an optional extra. Wide choice of attractive new colors, including many beautiful opalescent finishes; no extra charge for fenders in body color. All Hudson One-Twelve bodies finished . . . multiple-coat, hand-rubbed lacquer—same as used on all the very highest priced cars.



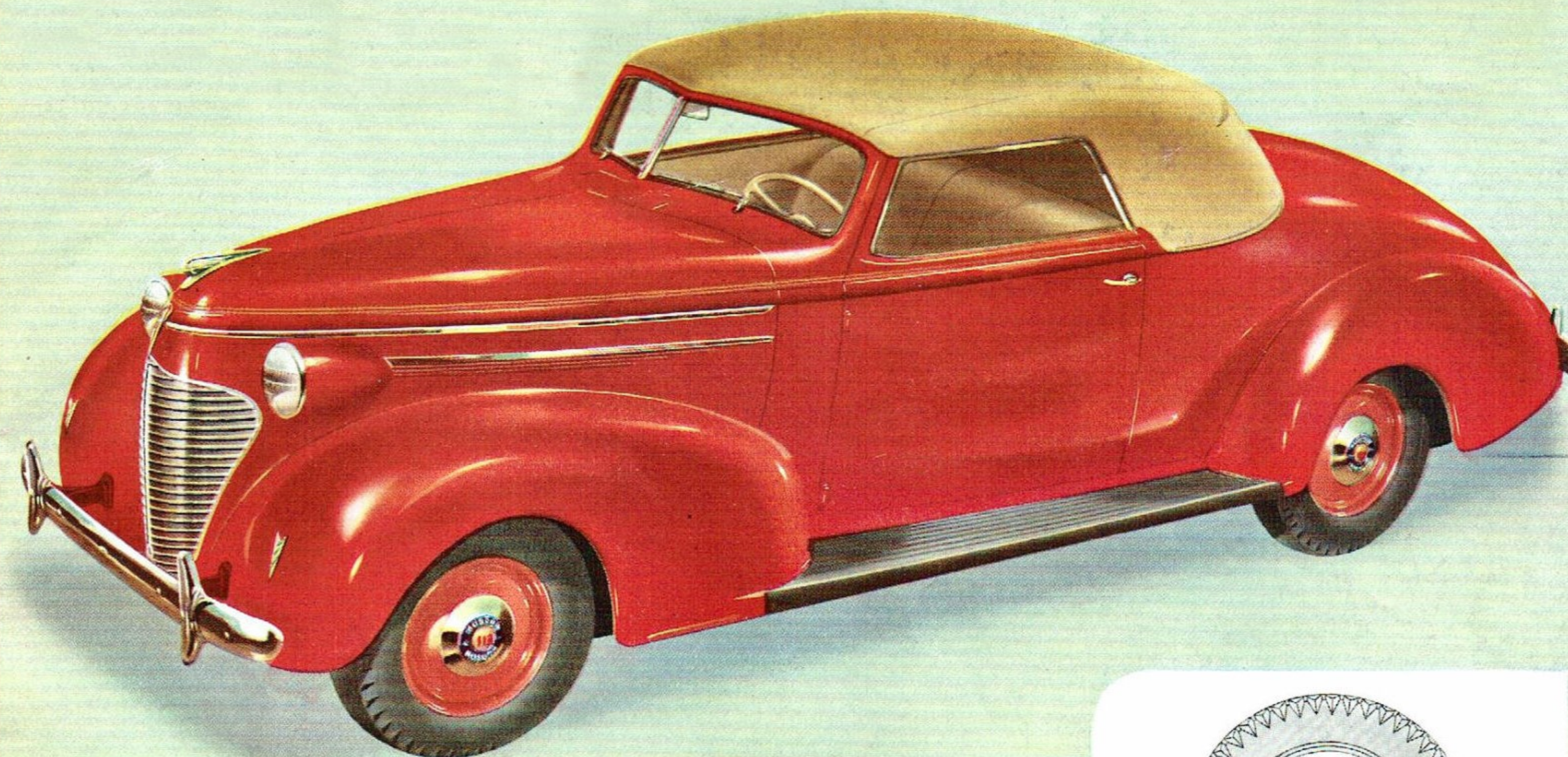
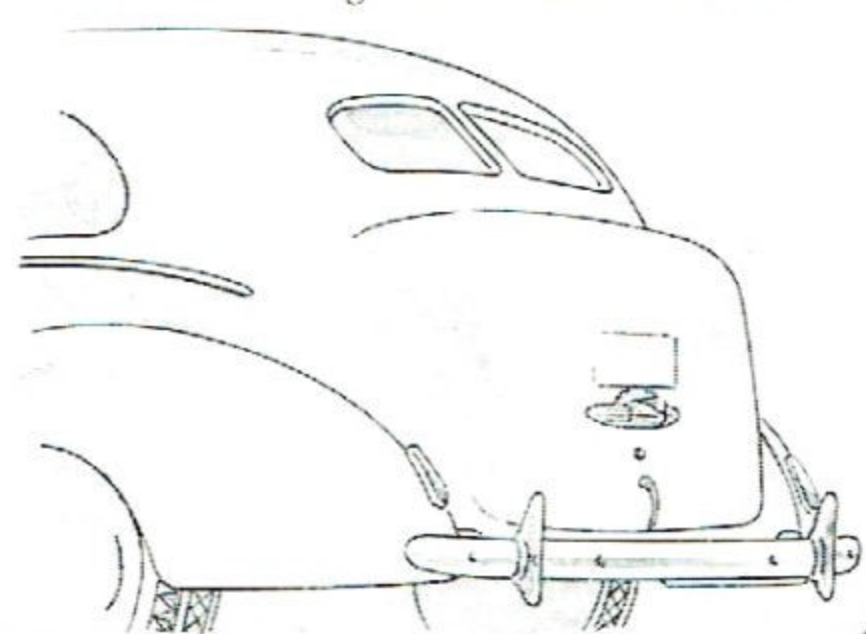
New Hudson One-Twelve De Luxe Touring Brougham for Six Passengers . . . 86 H.P. . . . 112-in. W.B. . . . 187 $\frac{7}{8}$ -in. Over-all Length. Carry-All Luggage Compartment standard; trunk at extra cost. Airfoam Cushions an optional extra.

Costly Hand-Rubbed Lacquer Finish on All Hudson Bodies

New Hudson One-Twelve De Luxe Convertible Brougham for Six Passengers . . . 86 Horsepower . . . 112-inch Wheelbase . . . 187 $\frac{7}{8}$ -inch Over-all Length . . . Deep-Buffered Leather Upholstery . . . Airfoam Cushions Standard.



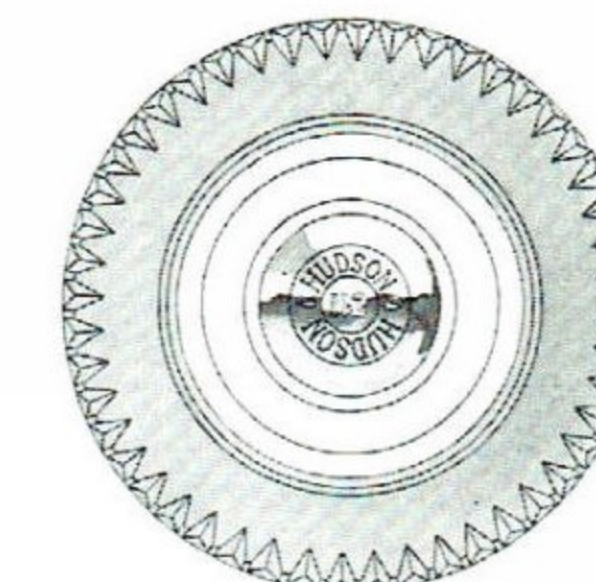
Front seat armrests and door pull-to's are standard equipment in all Hudson One-Twelve models. (Below) Rear of new Hudson One-Twelve Touring Sedan showing the new trunk . . . available on all Touring Sedans and Broughams at small extra cost.



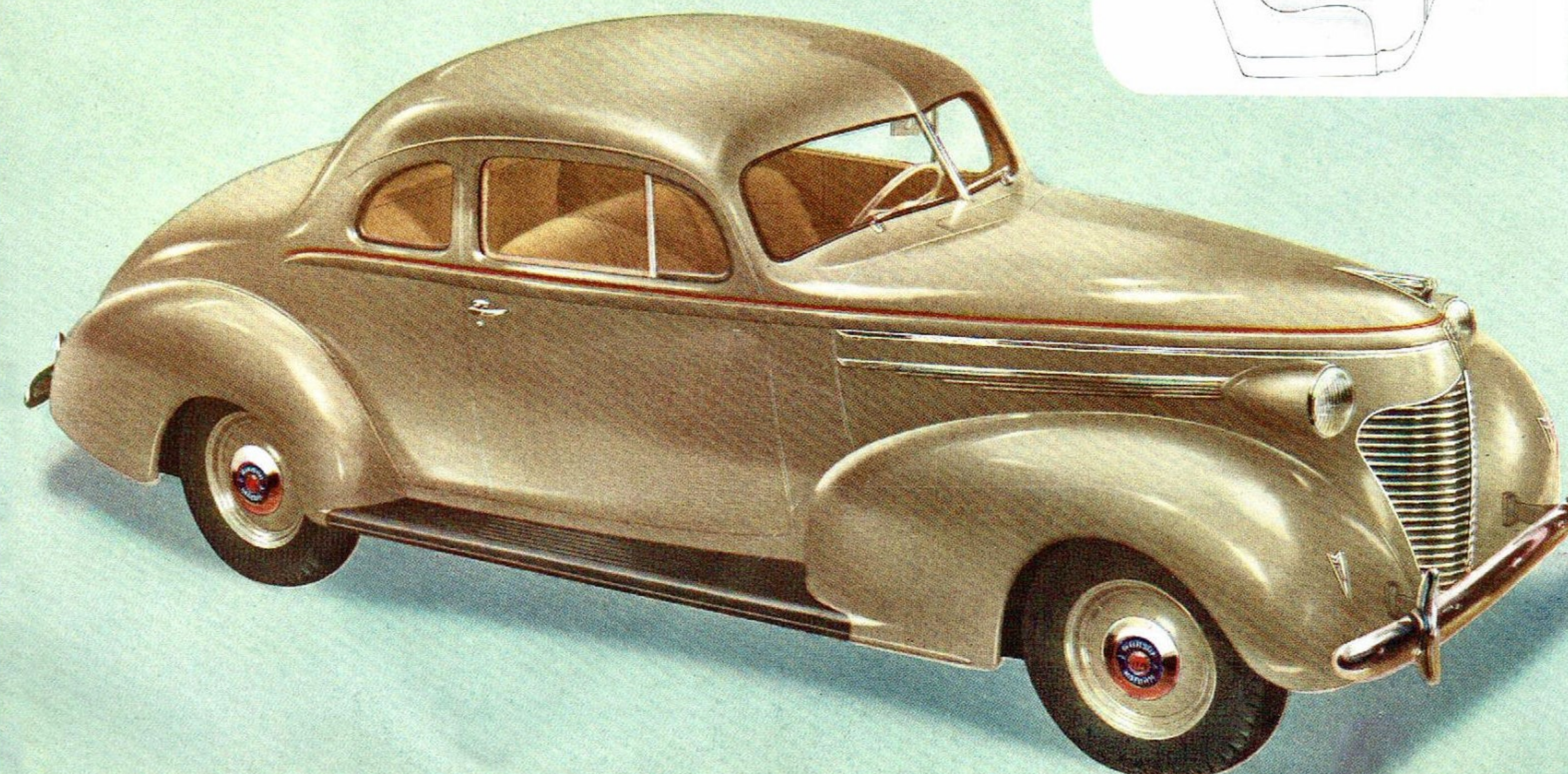
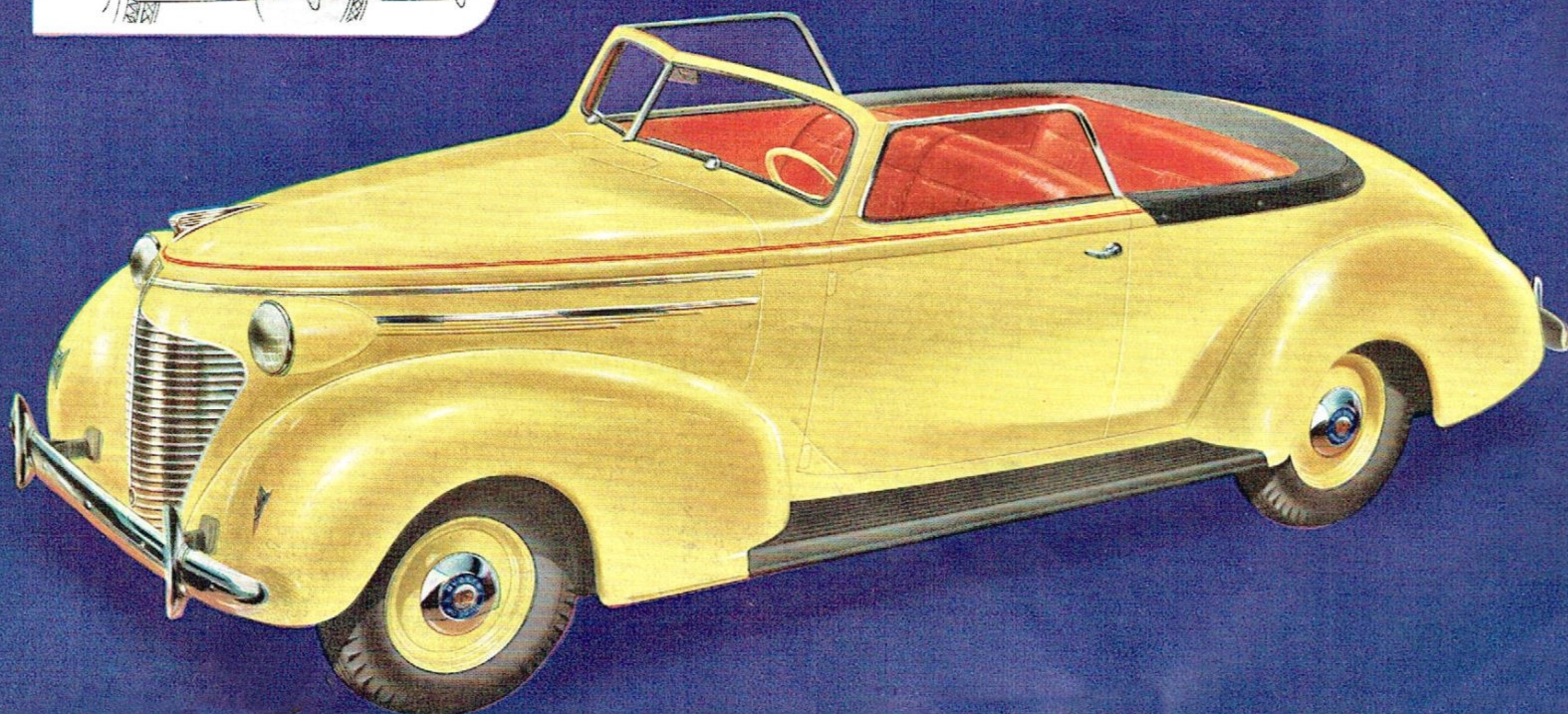
New Hudson One-Twelve De Luxe Convertible Coupe for 3 Passengers . . . 86 Horsepower . . . 112-inch Wheelbase . . . 187 $\frac{7}{8}$ -inch Over-all Length . . . Deep-Buffered Leather Upholstery . . . Airfoam Cushions Standard.

Costly Hand-Rubbed Lacquer Finish on All Hudson Bodies

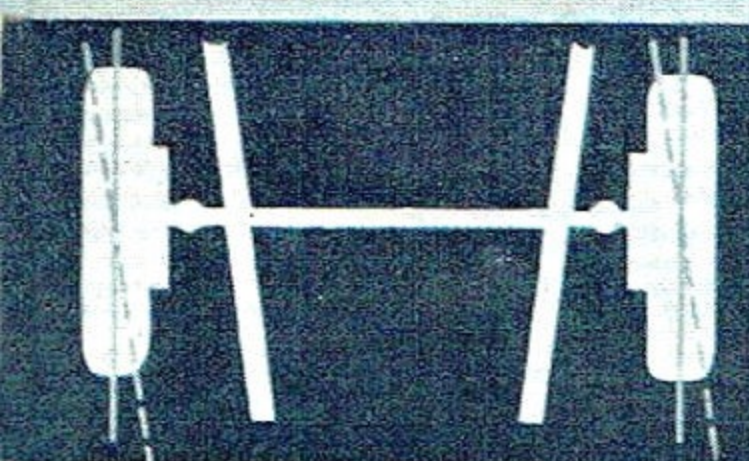
New Hudson One-Twelve De Luxe Coupe 4-Passenger Victoria Model or 3-Passenger Coupe Model . . . 86 Horsepower . . . 112-inch Wheelbase . . . 187 $\frac{7}{8}$ -inch Over-all Length . . . Airfoam Cushions an Optional Extra.



Sturdy pressed steel wheels . . . Large 16 x 6.00 tires on all models. (Below) Roomiest front seat in any lowest priced car . . . 55 inches from door to door. More room for heads, shoulders, legs.

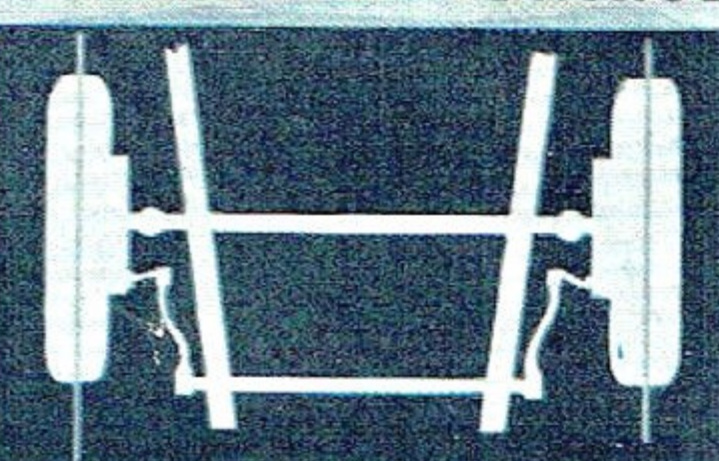


CARS without
AUTO-POISE CONTROL



← Front wheels deflected from true direction by high winds or rough roads.

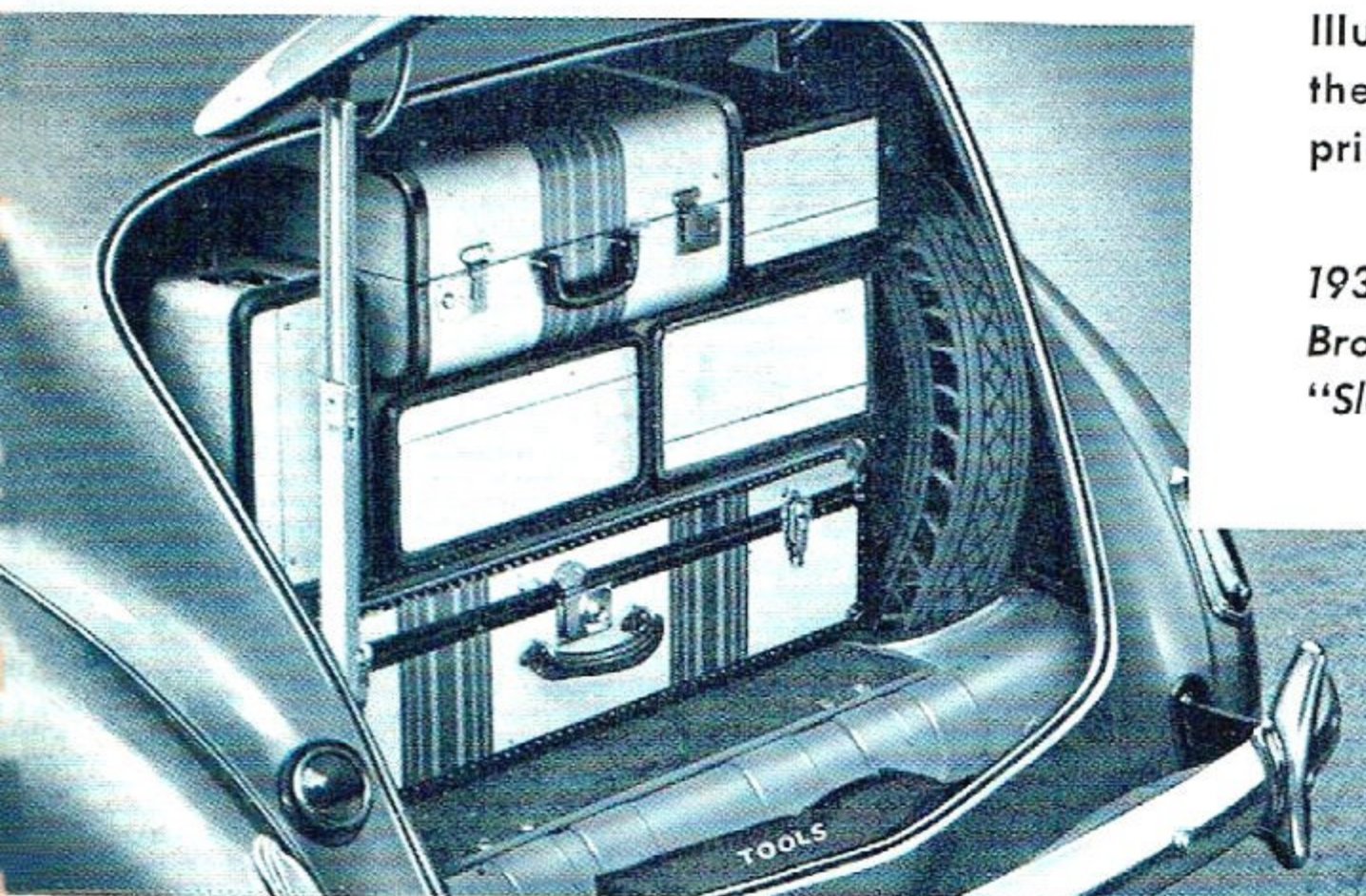
HUDSON... with
AUTO-POISE CONTROL



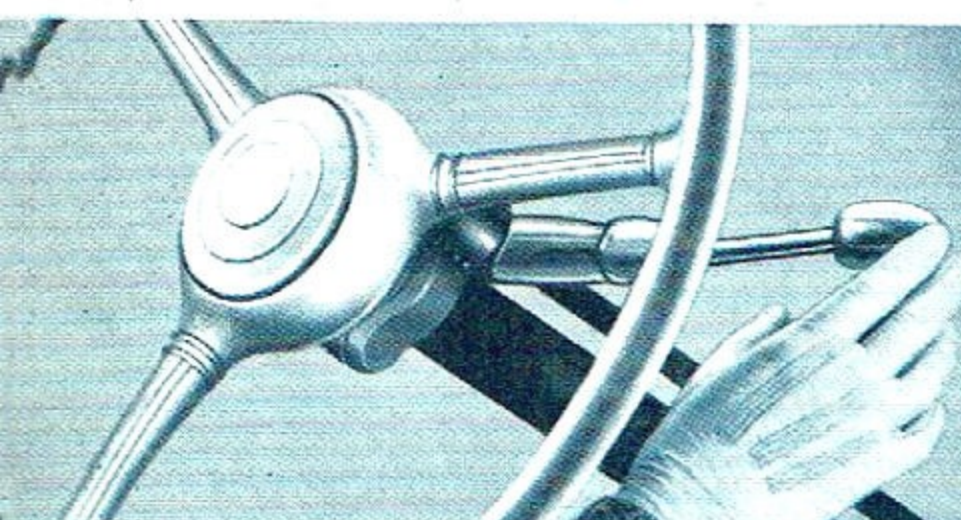
← Front wheels held in true direction regardless of high winds or rough roads.



New Auto-Poise Control. A new mechanical principle, discovered by Hudson. No other car has anything like it. Brings a wholly new ease and sureness to your control of your car. Wheels hold to their course *automatically*, on any road, at any speed. *Even in heavy side winds, or if a tire blows, wheels stay straight.* A great safety feature!



New Carry-All Luggage Compartment... a "concealed trunk." New way of carrying the spare tire gives more room than most touring or trunk models—yet back of car is beautifully streamlined. Tire and tools can be removed without disturbing an ordinary load of baggage.



New Handy Shift at the steering wheel... fully mechanical. An easier, safer way to shift gears—standard on all Hudsons. Front floor is all clear, while Hudson's 55 inches of front seat room give you unequalled comfort for three. With Hudson's proved automatic clutch, available at small extra cost, *you never need push the clutch pedal.*



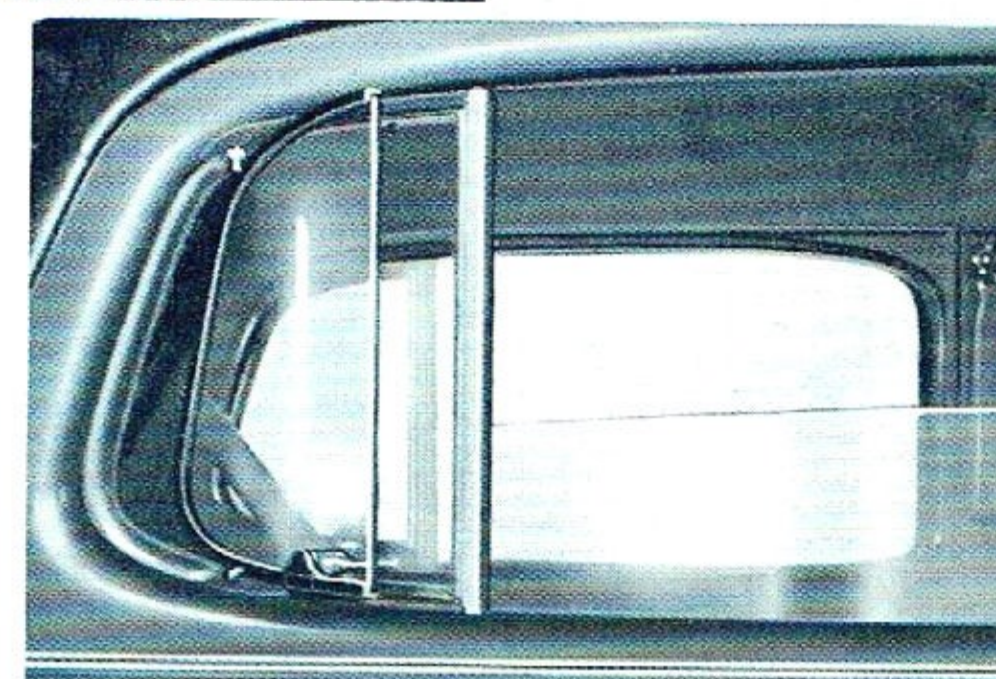
Warm fresh air in winter... clean fresh air in summer... with Hudson's *Weather-Master Fresh Air and Heat Control*, available on all models. In cold weather, air taken in through cowl ventilator is filtered, then heated. Drowsiness caused by stale air is eliminated; "fogging" and frosting of windows is greatly reduced.

HYDRAULIC plus MECHANICAL RESERVE

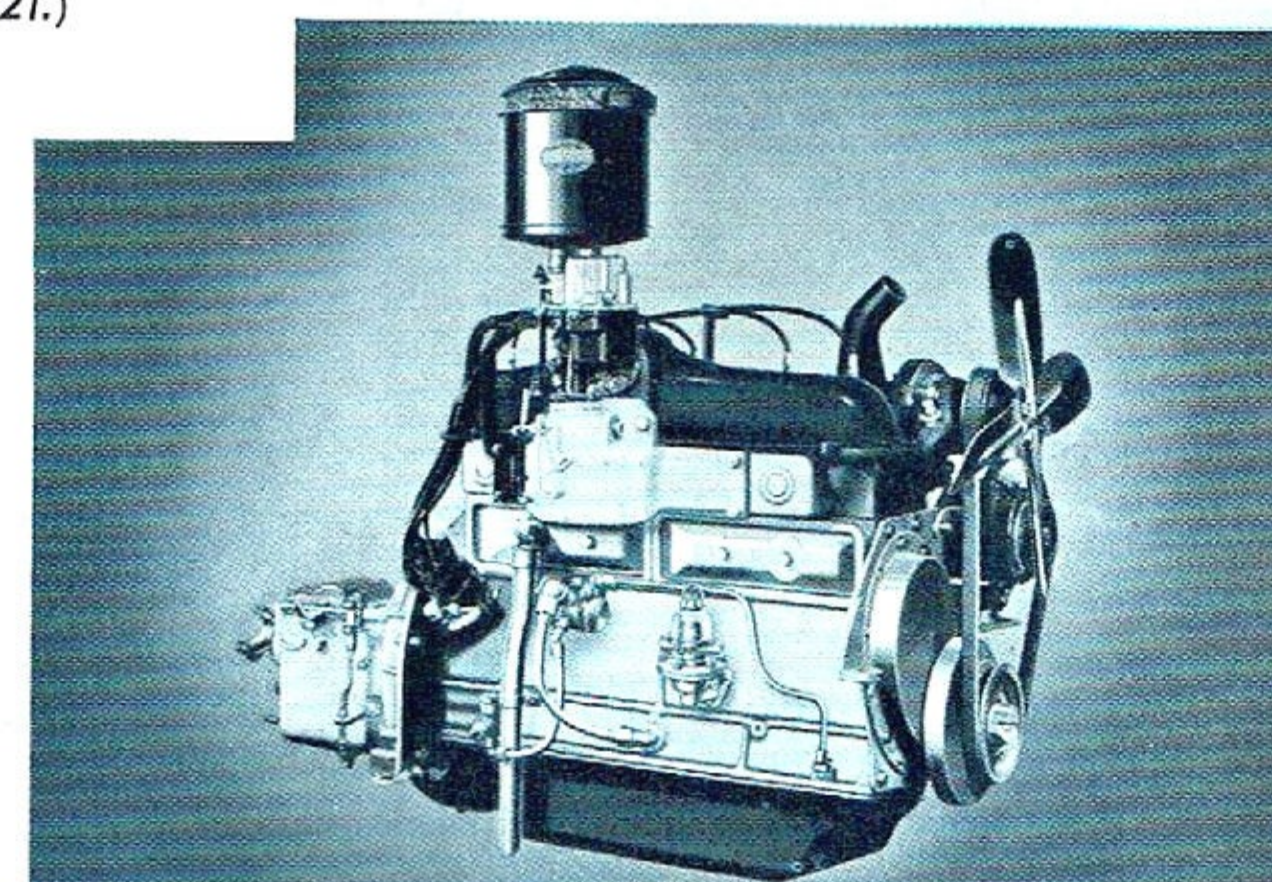


ON SAME FOOT PEDAL

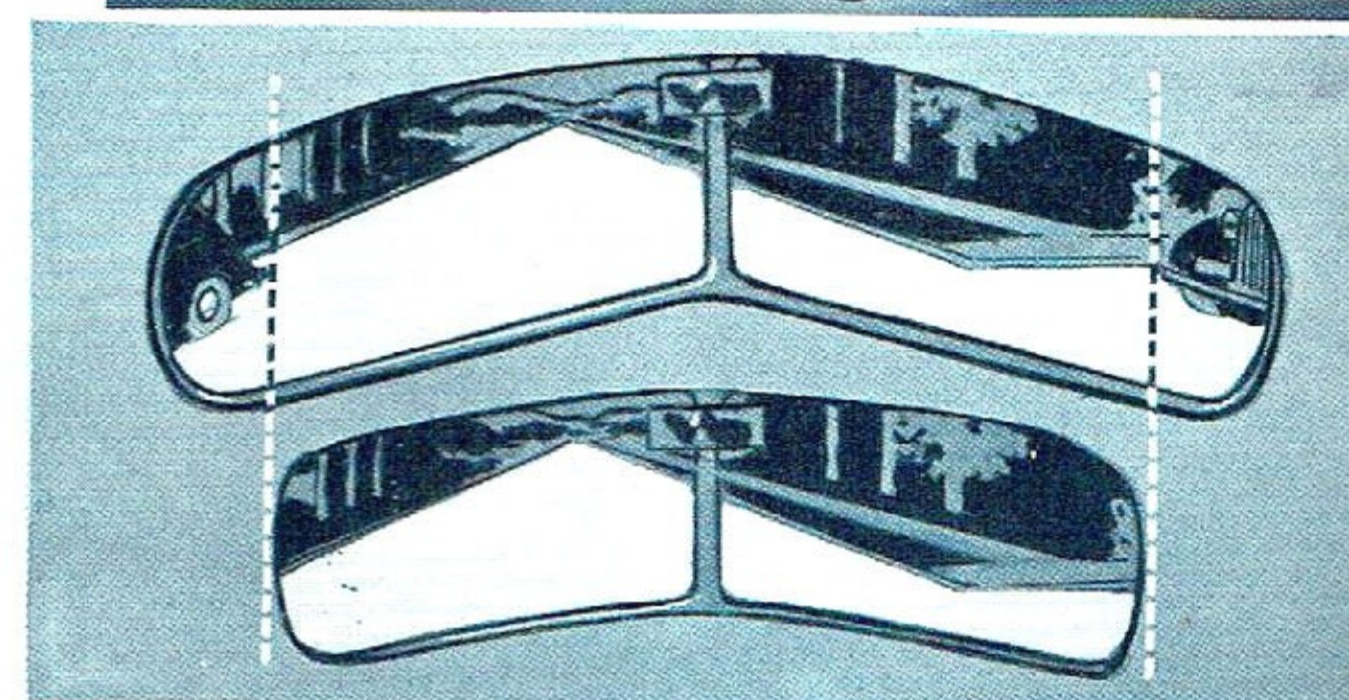
Double-Safe Brakes, another exclusive Hudson safety feature. For day-in, day-out use, finest 4-wheel self-energizing Bendix Hydraulics—smooth, easy-acting. For emergency use, if ever needed, a separate reserve mechanical braking system that takes hold *automatically from the same foot pedal.* World's safest stopping!



Draft-Free Wing Ventilation. One of the many high-priced car features found on the new Hudson One-Twelve. Forces out stale air and smoke... draws in fresh outside air—*without creating dangerous drafts.*



New Hudson One-Twelve Motor. (Right) Horsepower increased to 86. Most efficient motor in its price class. Remarkably smooth. Has all Hudson long-life features... plus outstanding performance and economy.

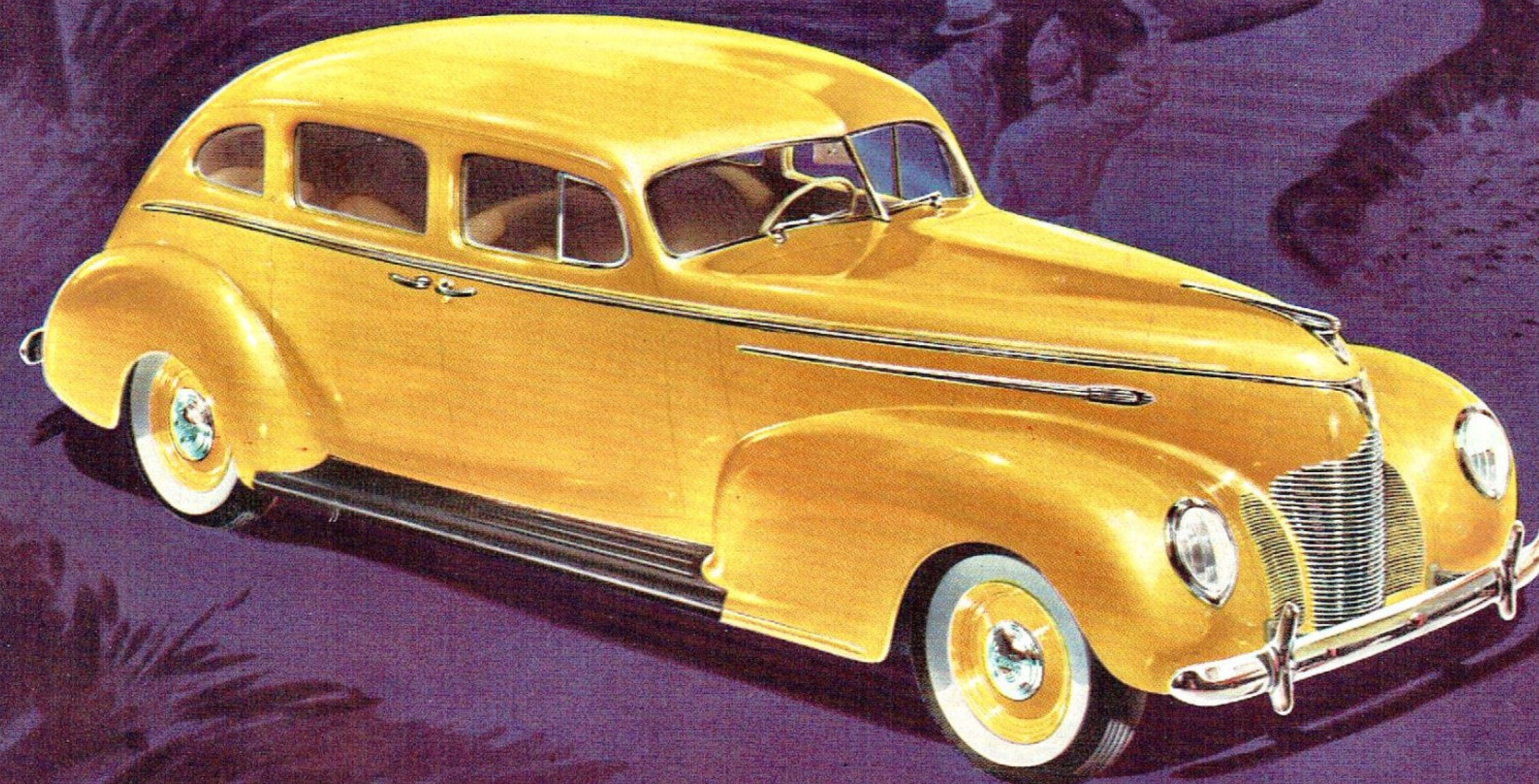


Widest, Safest Vision... through a windshield 52 3/4 inches across. You drive more safely because you see farther to both sides. Safety glass standard all around; plate glass optional.



New Dash-Locking Safety Hood. Still another exclusive Hudson feature. Driver controls hood latches with a convenient lever inside the car. *When you lock your car, you lock your hood.* Battery and engine parts are safe from theft. And the hood is hinged *at the front*; wind just closes it tighter.

NEW HUDSON SIX



Beautiful Beyond Belief

TO THE cost of a car in the lowest price field, add just a few dollars... and be the proud owner of a new Hudson Six!

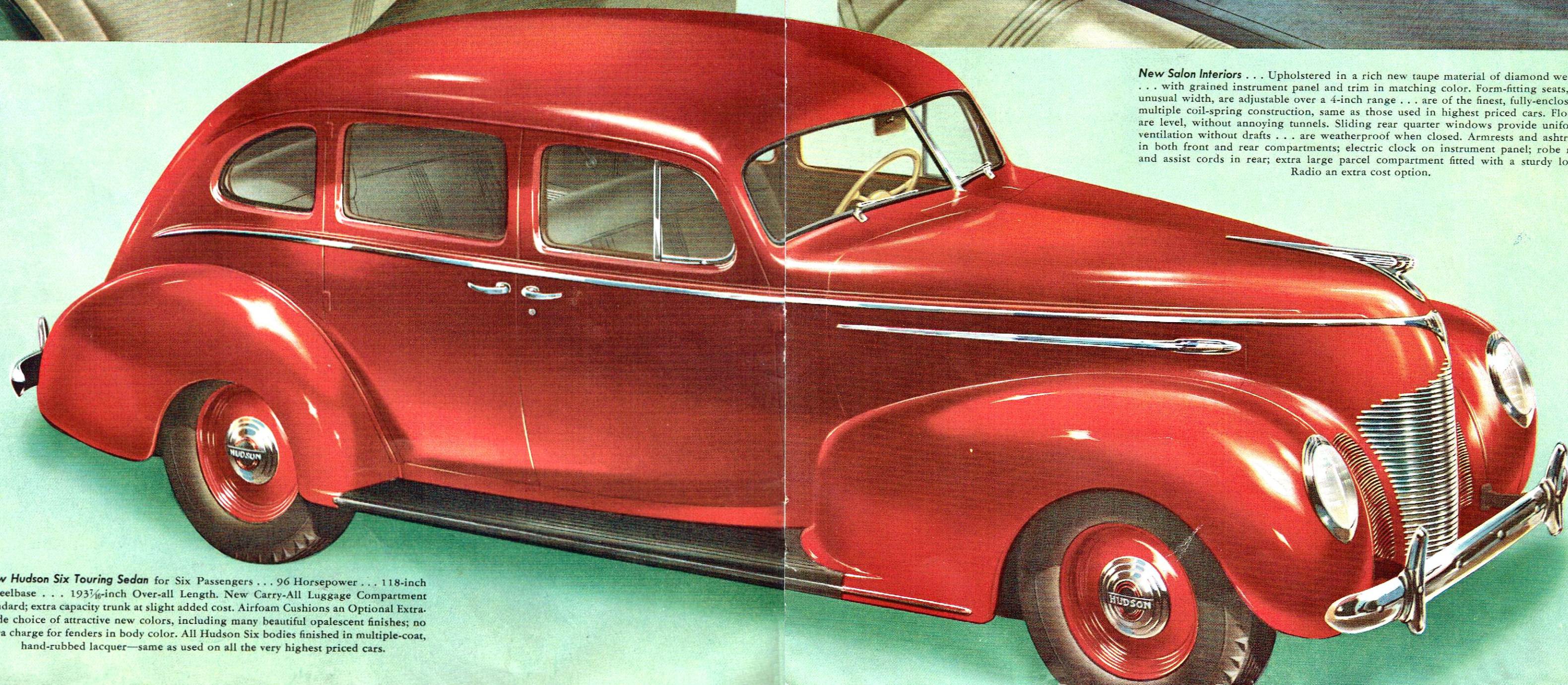
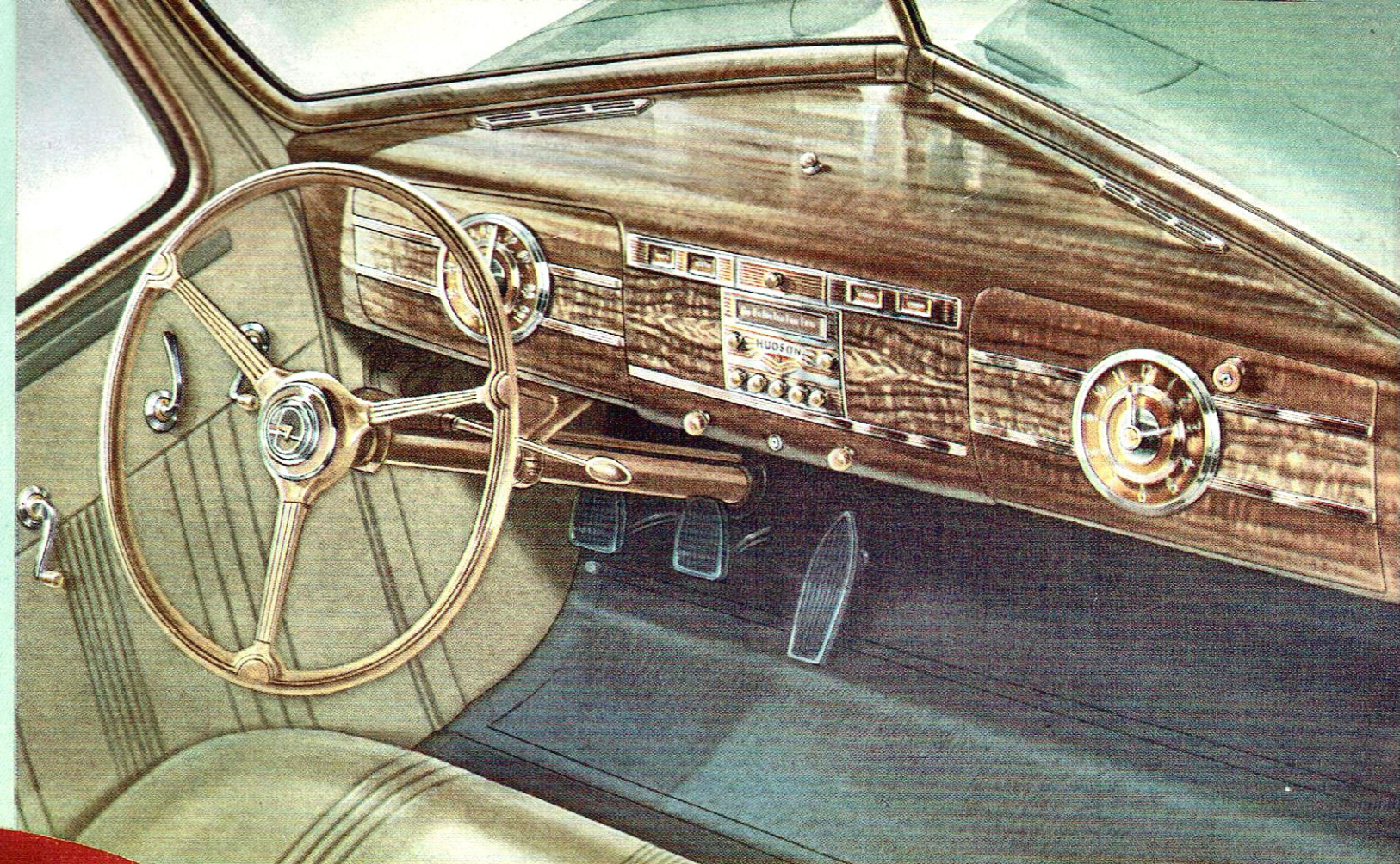
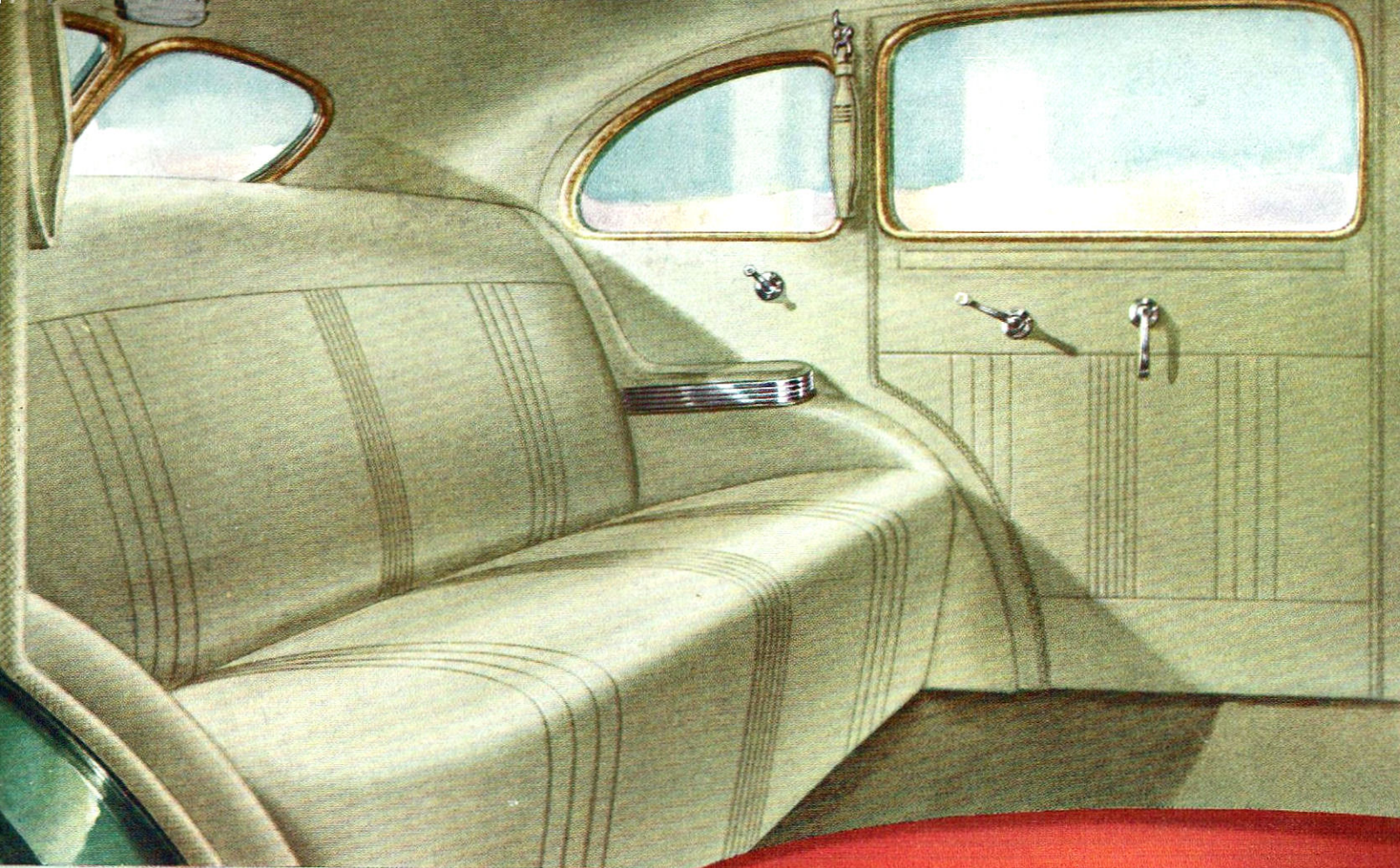
Those added dollars, few though they are, will multiply your motoring enjoyment and satisfaction many times. They will bring you a long, sweeping beauty... a luxury of fine fabrics and tailoring... a degree of roominess and comfort... impossible to build into a car of lower cost or shorter wheelbase.

They will bring you performance keyed to a 96 horsepower pitch... performance that knows no match among

cars at this price. And they will bring you a car of unequalled sturdiness, a Hudson through and through... with a wealth of exclusive Hudson features that add to your safety... and subtract from your operating costs.

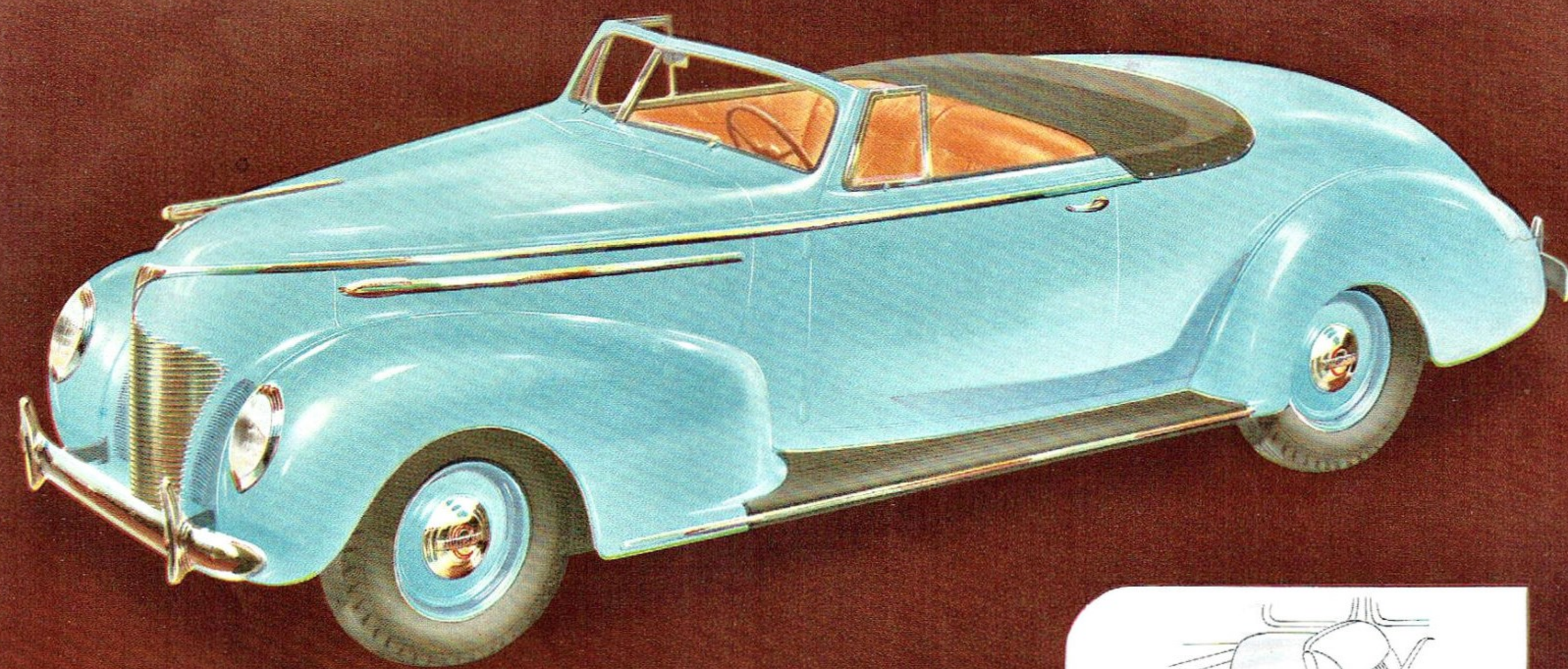
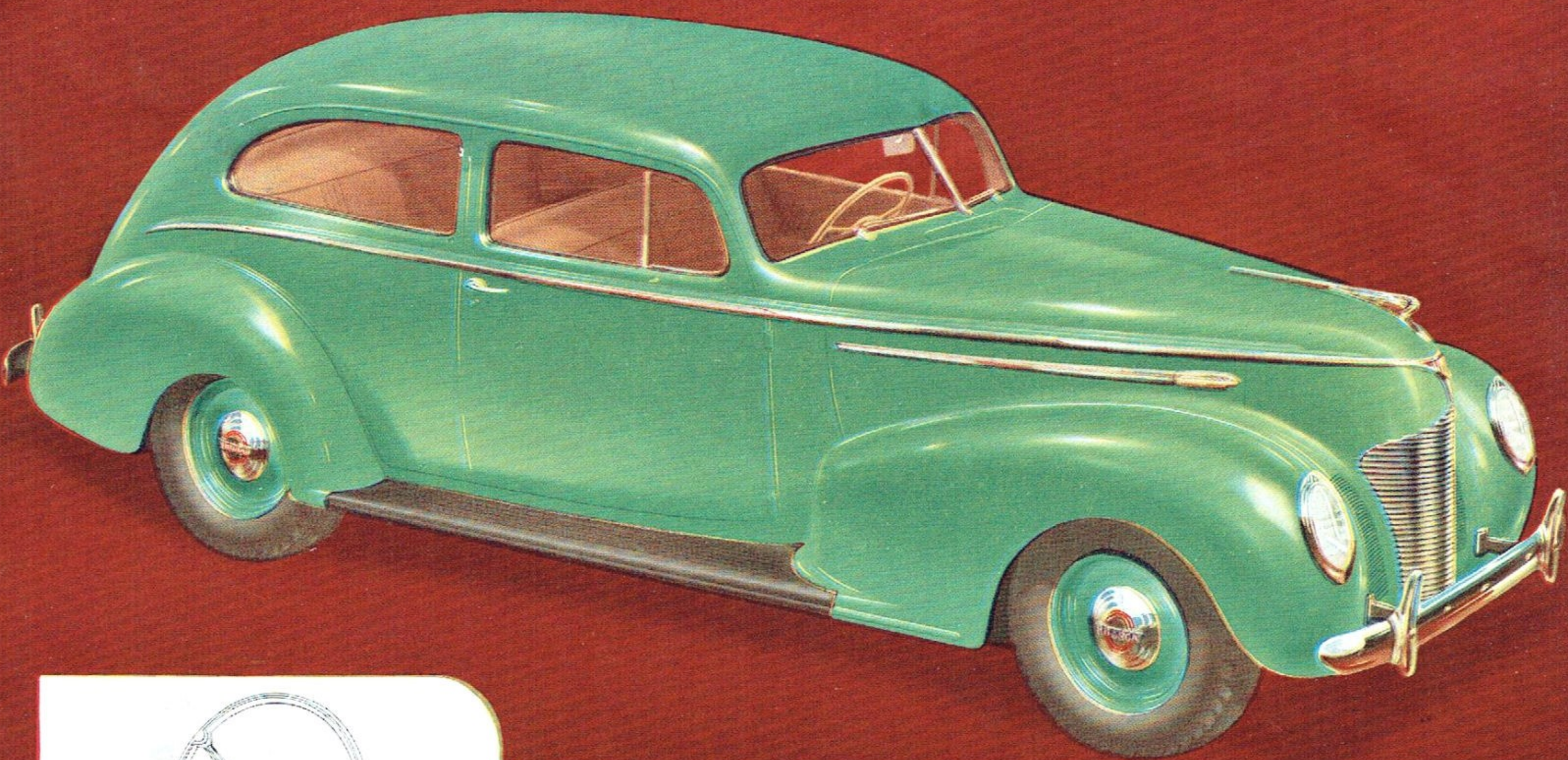
In no other car, we believe, is a small extra investment so well repaid as in this new Hudson Six. Not in pleasure alone, but in actual added worth at trade-in time. So rugged and lasting is its construction, so advanced and desirable are its features, that several years and tens of thousands of miles from now your 1939 Hudson Six will command a blue ribbon price.

96 HORSEPOWER 118-INCH WHEELBASE

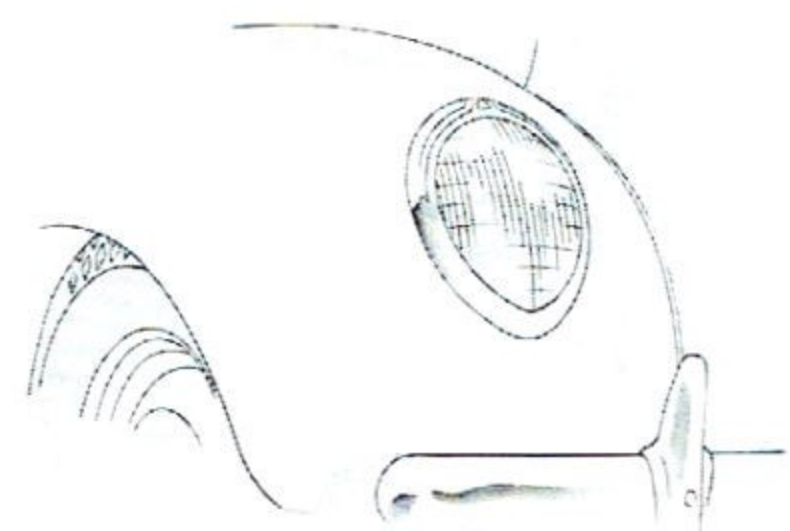


New Salon Interiors . . . Upholstered in a rich new taupe material of diamond weave . . . with grained instrument panel and trim in matching color. Form-fitting seats, of unusual width, are adjustable over a 4-inch range . . . are of the finest, fully-enclosed, multiple coil-spring construction, same as those used in highest priced cars. Floors are level, without annoying tunnels. Sliding rear quarter windows provide uniform ventilation without drafts . . . are weatherproof when closed. Armrests and ashtrays in both front and rear compartments; electric clock on instrument panel; robe rail and assist cords in rear; extra large parcel compartment fitted with a sturdy lock. Radio an extra cost option.

New Hudson Six Touring Sedan for Six Passengers . . . 96 Horsepower . . . 118-inch Wheelbase . . . 193 $\frac{1}{16}$ -inch Over-all Length. New Carry-All Luggage Compartment standard; extra capacity trunk at slight added cost. Airfoam Cushions an Optional Extra. Wide choice of attractive new colors, including many beautiful opalescent finishes; no extra charge for fenders in body color. All Hudson Six bodies finished in multiple-coat, hand-rubbed lacquer—same as used on all the very highest priced cars.



New Hudson Six steering wheel of moulded composition; color harmonizes with instrument panel and upholstery. (Below) New headlights of 50,000 candlepower are recessed in the sweeping, full-crowned fenders.



New Hudson Six Touring Brougham for Six Passengers . . . 96 Horsepower . . . 118-inch Wheelbase . . . 193 $\frac{7}{16}$ -inch Over-all Length . . . Carry-All Luggage Compartment standard; trunk at extra cost. Airfoam Cushions an Optional Extra.

Costly Hand-Rubbed Lacquer Finish on All Hudson Bodies

New Hudson Six Convertible Brougham for Six Passengers . . . 96 Horsepower . . . 118-inch Wheelbase . . . 193 $\frac{7}{16}$ -inch Over-all Length . . . Hand-Buffered Leather Upholstery . . . Airfoam Cushions Standard.

New Hudson Six Convertible Coupe for 3 Passengers . . . 96 Horsepower . . . 118-inch Wheelbase . . . 193 $\frac{7}{16}$ -inch Over-all Length . . . Hand-Buffered Leather Upholstery . . . Airfoam Cushions Standard.

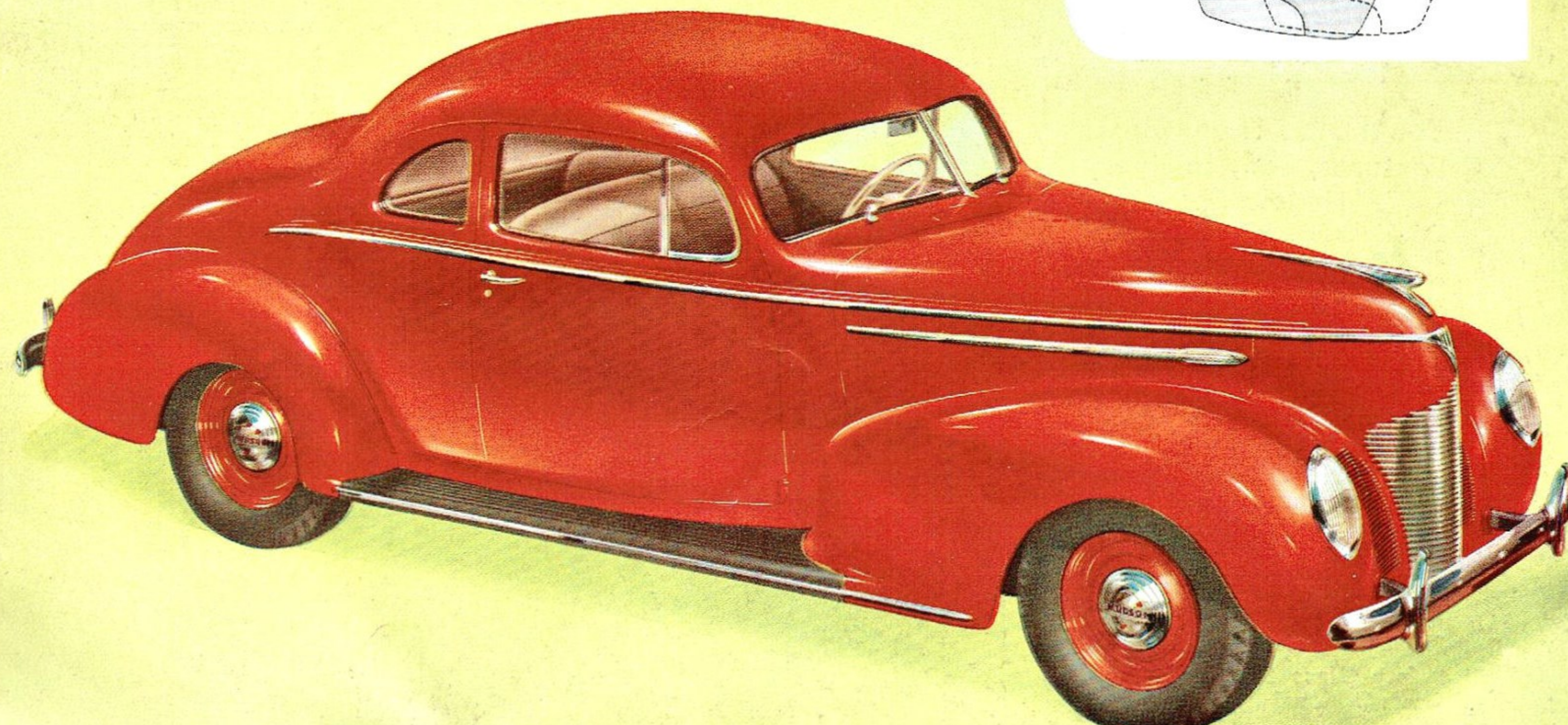
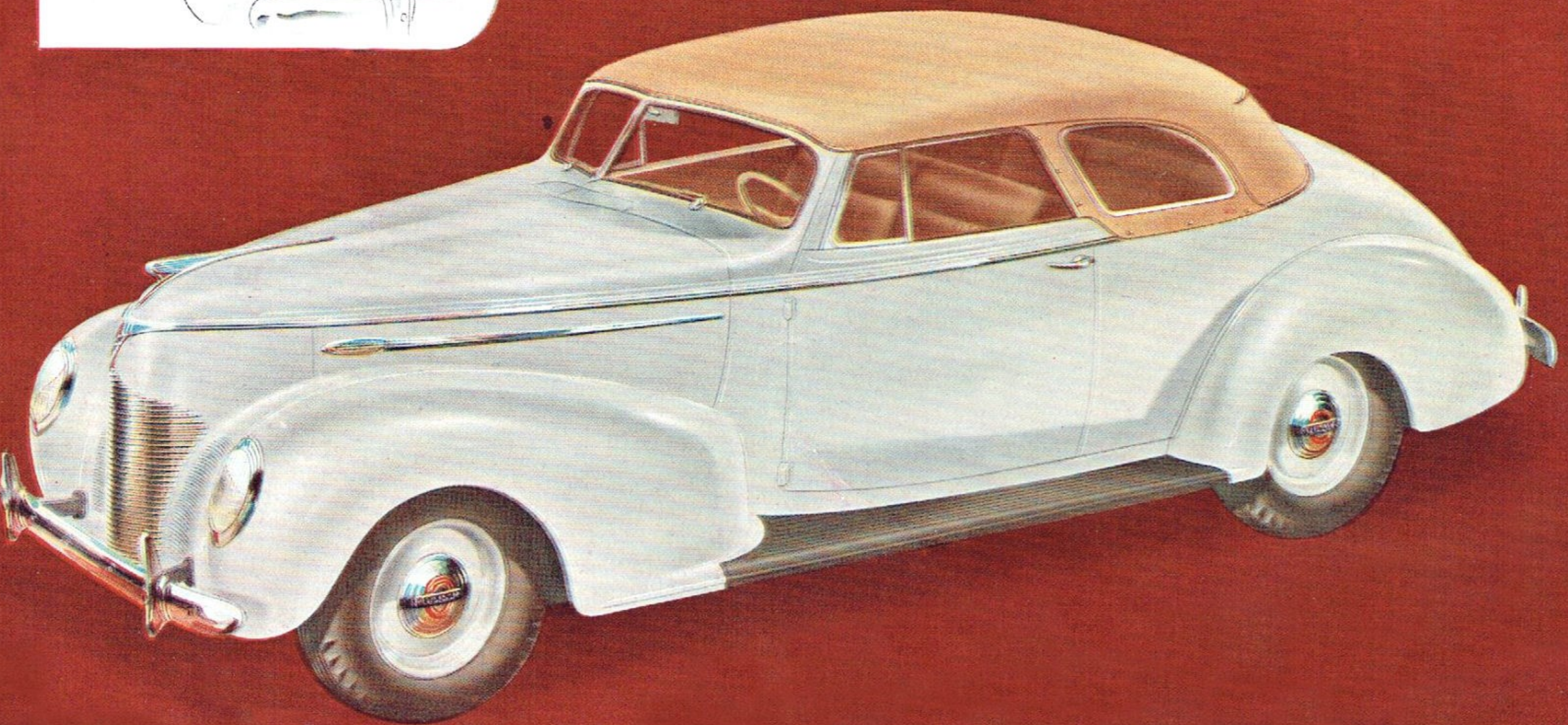
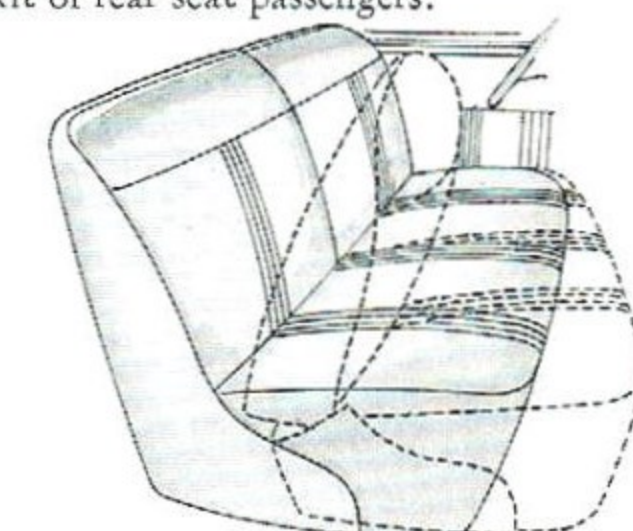
Costly Hand-Rubbed Lacquer Finish on All Hudson Bodies

New Hudson Six Coupe 5-Passenger Victoria Model or 3-Passenger Coupe Model . . . 96 Horsepower . . . 118-inch Wheelbase . . . 193 $\frac{7}{16}$ -inch Over-all Length . . . Airfoam Cushions an Optional Extra.



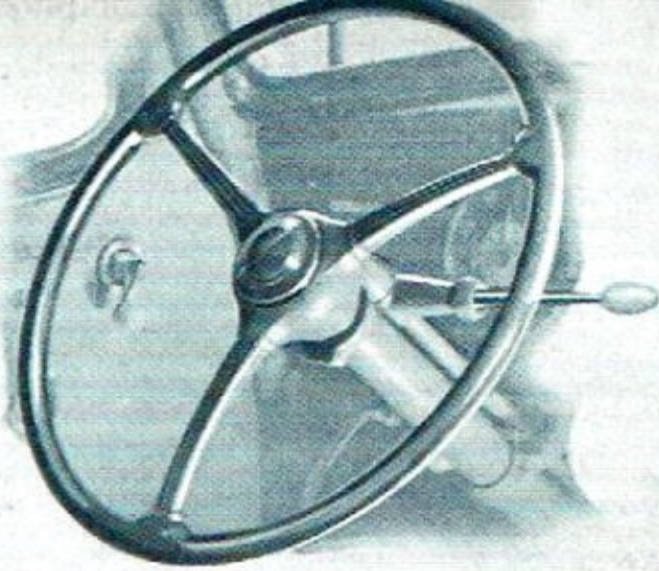
A comfortable and roomy seat behind the driver accommodates the fourth passenger in Victoria Coupes. Fifth passenger rides on convenient folding seat.

(Below) In all Hudson Touring Broughams and Victorias the front seat pivots forward, providing wider space for the entrance and exit of rear seat passengers.





New Handy Shift (Right) at the steering wheel. Standard equipment. The same familiar gear positions. Front floor all clear. Fully mechanical . . . better looking. Hudson's automatic clutch (an optional extra) makes it unnecessary to touch the clutch pedal.

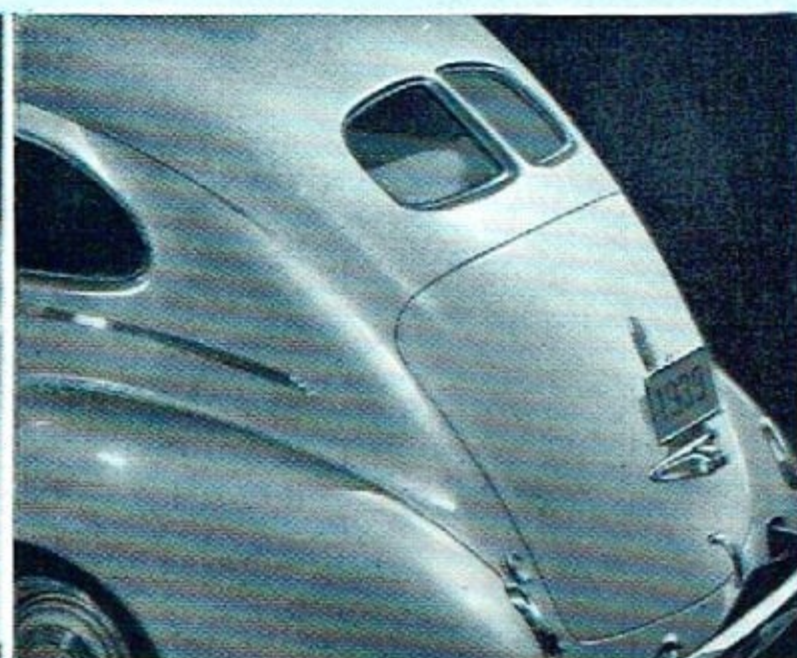
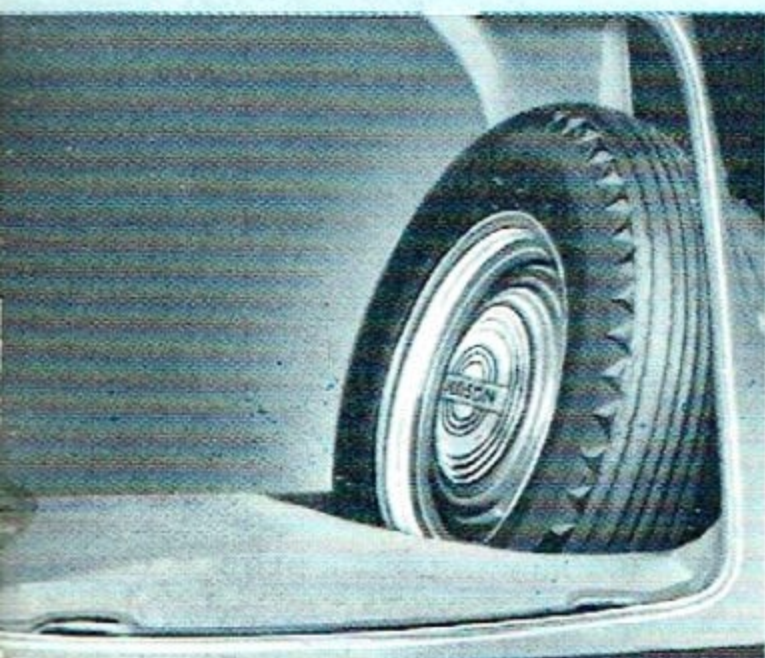


Selective Automatic Shift. (Left) (Optional at small extra cost.) The new and easier way to drive . . . automatic shifting at its best. To shift, you lift your toe from the accelerator and flick a finger up at the wheel. To stop, you merely push the brake pedal. No need to touch the clutch—ever. You have 4 less things to do every time you shift a gear—many hundred less in even a few miles of traffic driving. Selective Automatic Shift is now in its fifth year . . . proved by over a billion miles of owner driving.

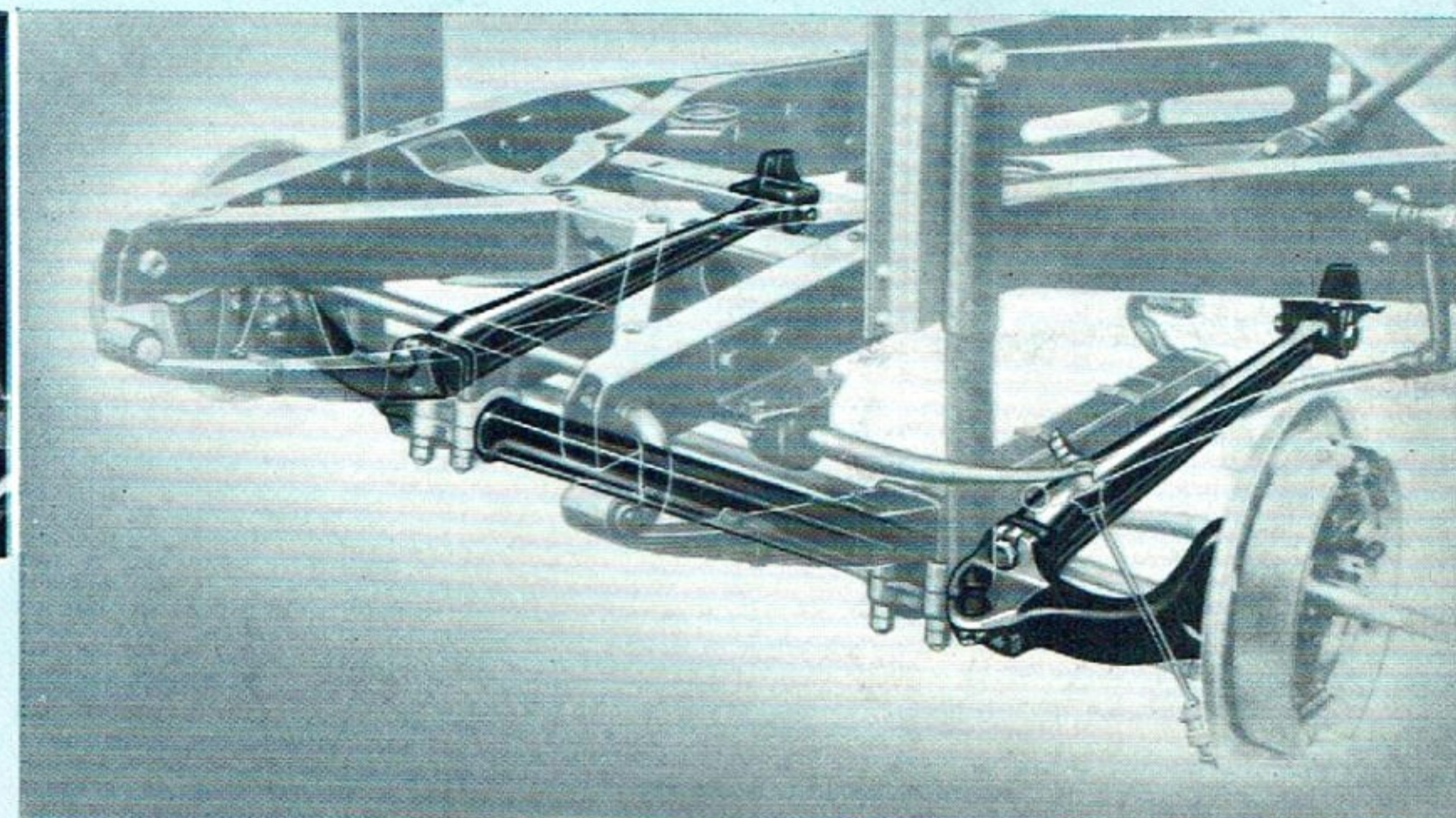
While others are featuring as "new" various gear shifting devices to clear the front floor, cars built by Hudson have had this feature for more than four years!

FEATURES OF THE NEW HUDSON Six

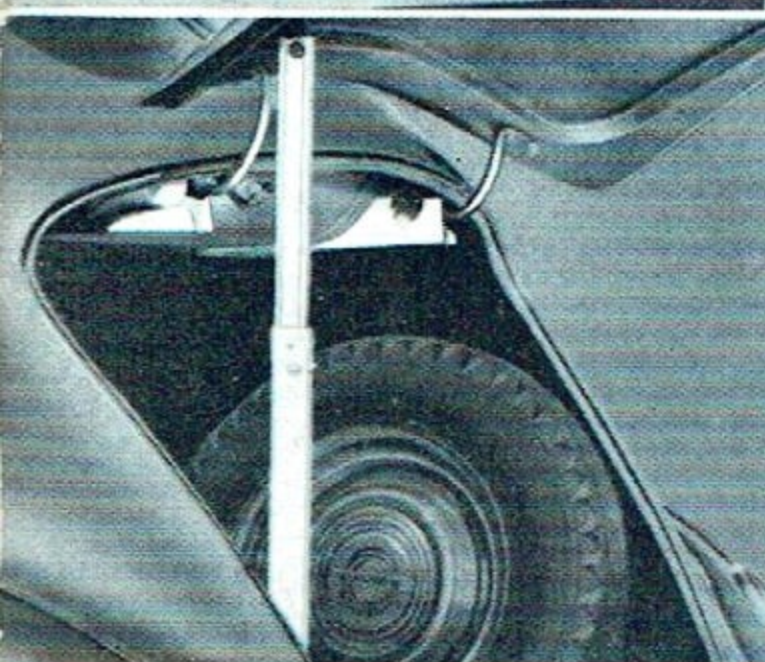
Illustrated on this page are a few of the many important features which make the new Hudson Six an outstanding value in the low price field.



Three things you'll like about Hudson's new **Carry-All Luggage Compartment** . . . a "concealed trunk." (Above) Although there's more room inside than in most touring or trunk models, back of the car is beautifully streamlined. (Corner) Tire is mounted at the side; slides in and out with minimum disturbance of baggage. (Left) Deck lid support works automatically; special hinge covers protect your luggage.



Radial Safety Control. Safest, sturdiest front end construction ever designed. The massive, I-beam front axle is held in perfect alignment by two forged radial arms . . . leaving the long, leaf springs with nothing to do but cushion your ride. Addition of Auto-Poise Control has given this new Hudson Six a road sense, stability and safety unapproached by other cars in its field.



You'll Find These Basic Features, Too, in Every Hudson Six

Double-Safe Brakes (*Description, Page 8*—2 braking systems—hydraulic and mechanical—from 1 foot pedal)

New Dash-Locking Safety Hood (*Page 8*)

Widest, Safest Windshield Vision (*Page 8*)

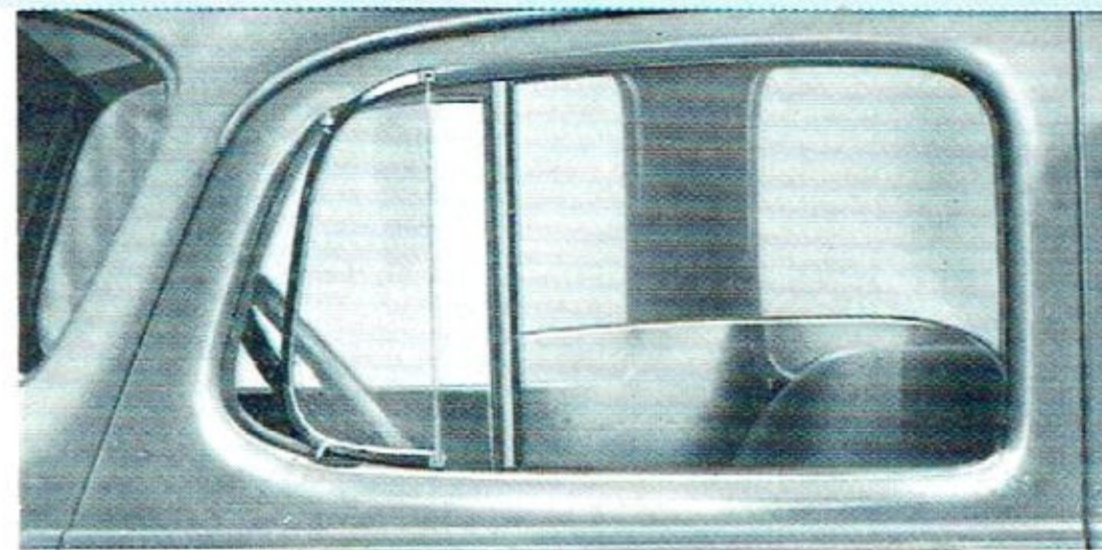
Weather-Master Fresh Air and Heat Control (Optional) (*Page 8*)

1939 Hudson Touring Sedans and Broughams can be converted into "Sleeping Cars." (*Page 21*)

New Headlight Beam Indicator
55-inch Front Seat Room

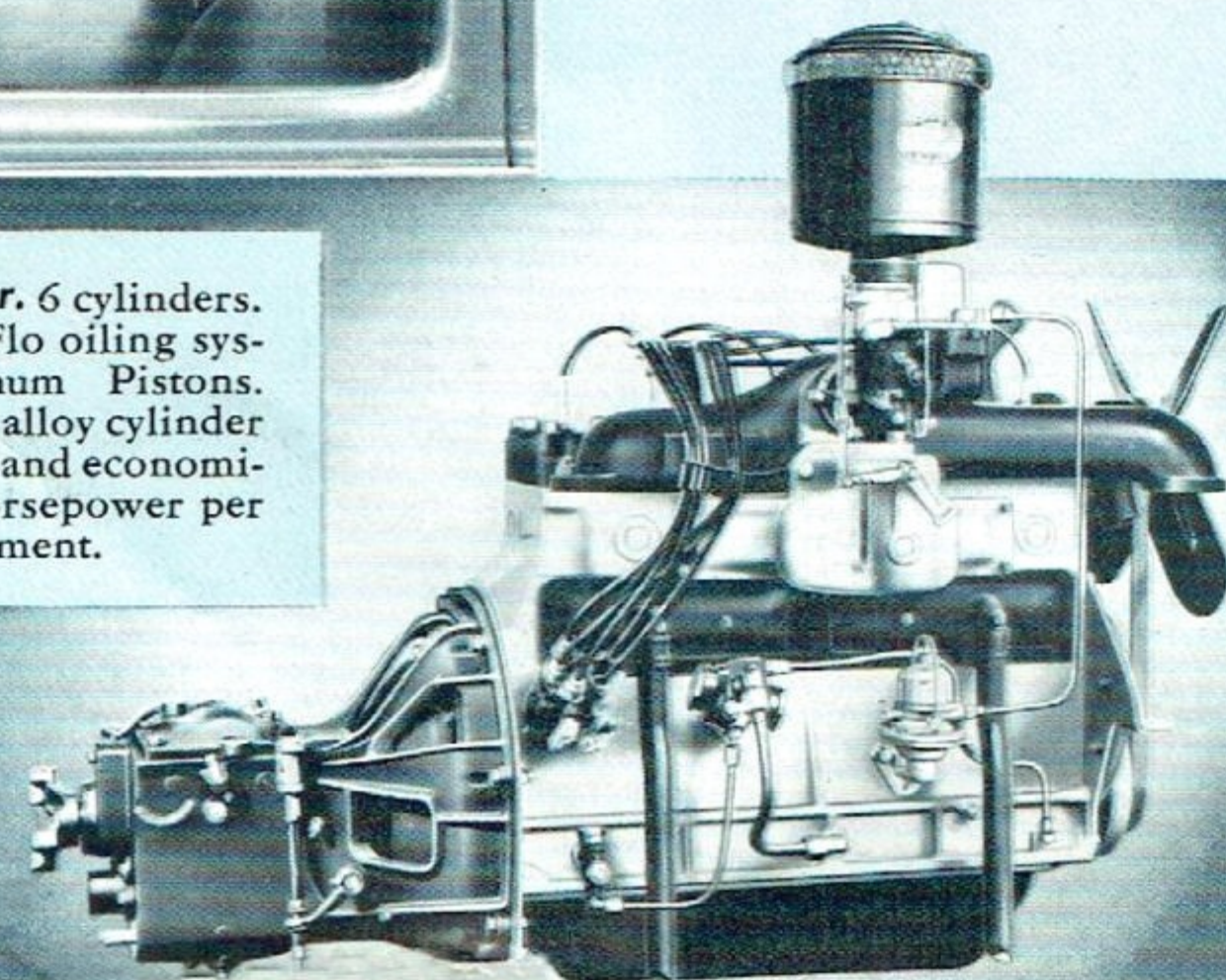
New Auto-Poise Control (*Page 8*)

Safety Glass Standard; Plate Glass Optional

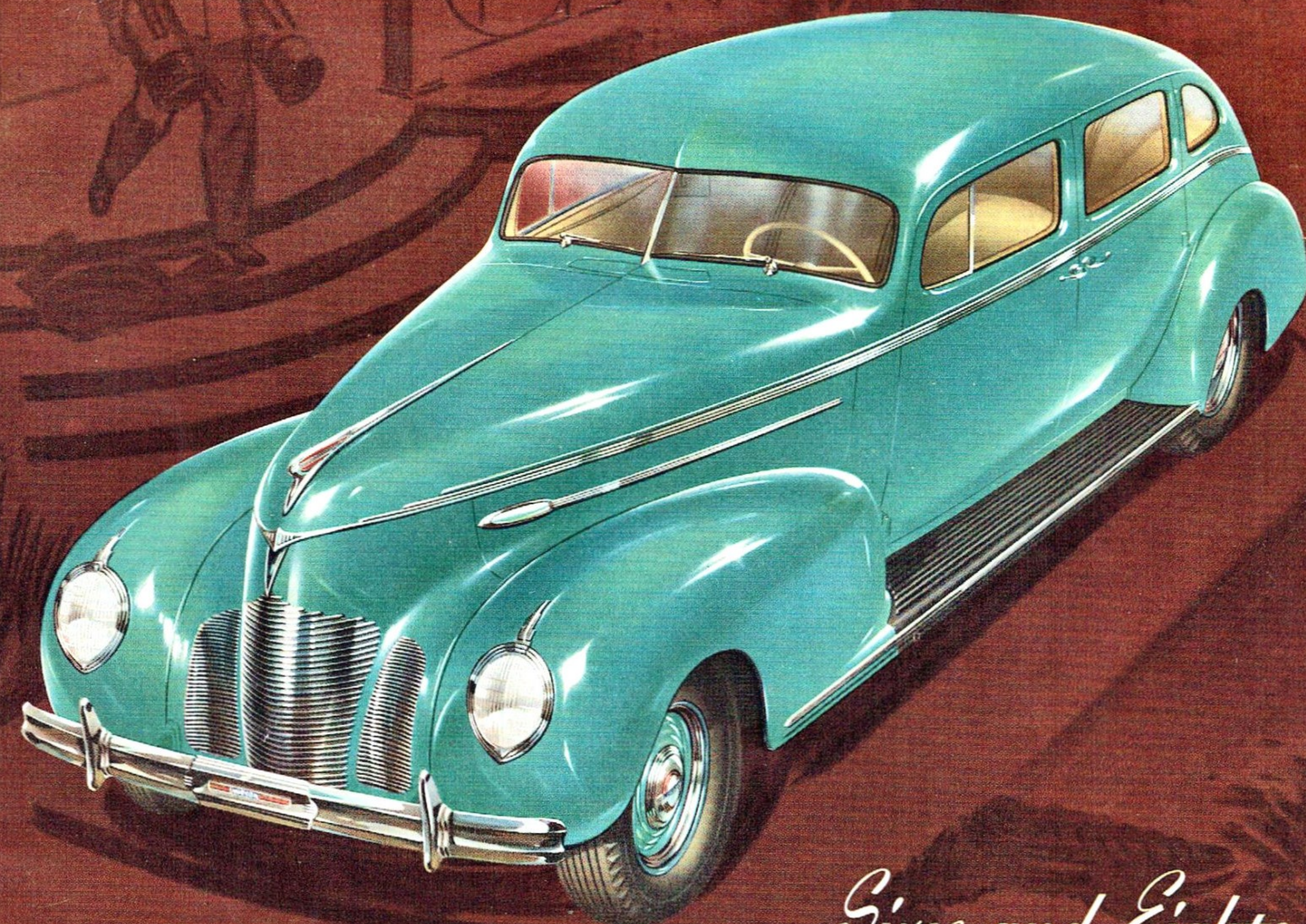


Individually-Controlled Wing Ventilation. (Left) Wings in the front doors of the new Hudson Six (and Country Club Six) are of the expensive crank type, permitting quick, easy adjustment of ventilation to satisfy the individual desires of driver and passengers.

New Hudson Six Motor. 6 cylinders. 96 horsepower. Duo-Flo oiling system. Silicon Aluminum Pistons. Long-wearing chrome alloy cylinder block. Highly efficient and economical—develops .453 horsepower per cubic inch of displacement.



NEW HUDSON COUNTRY CLUB SERIES



Sixes and Eights

Beautiful Beyond Belief

TO PAY more than the very moderate prices of these Hudson Country Club models is not difficult. But to get more is very nearly impossible.

In these fine cars, Hudson's thirty years of experience, Hudson's advanced engineering and Hudson craftsmanship reach their peak. To say they are the finest Hudsons ever built is not enough—it may fairly be said no cars built up to now have ever been their equal.

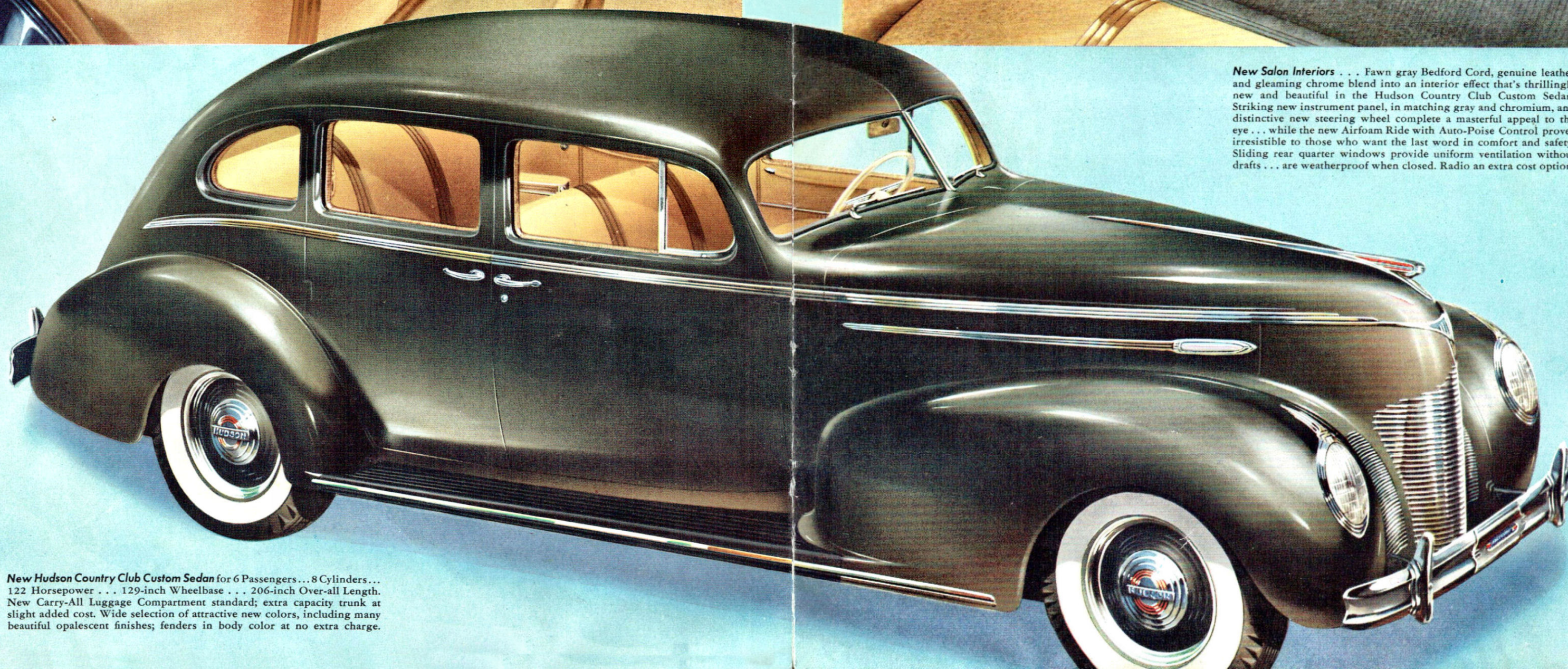
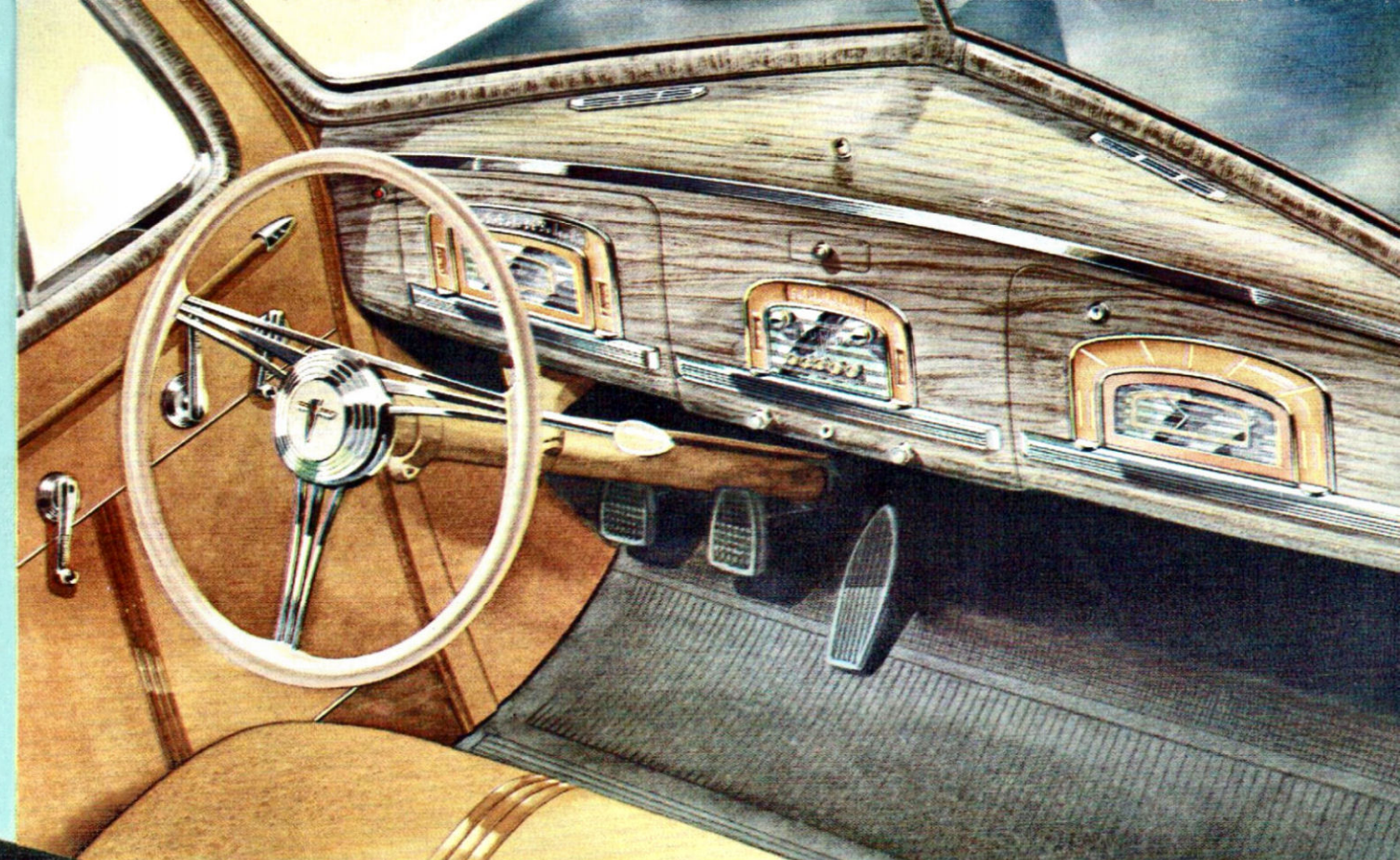
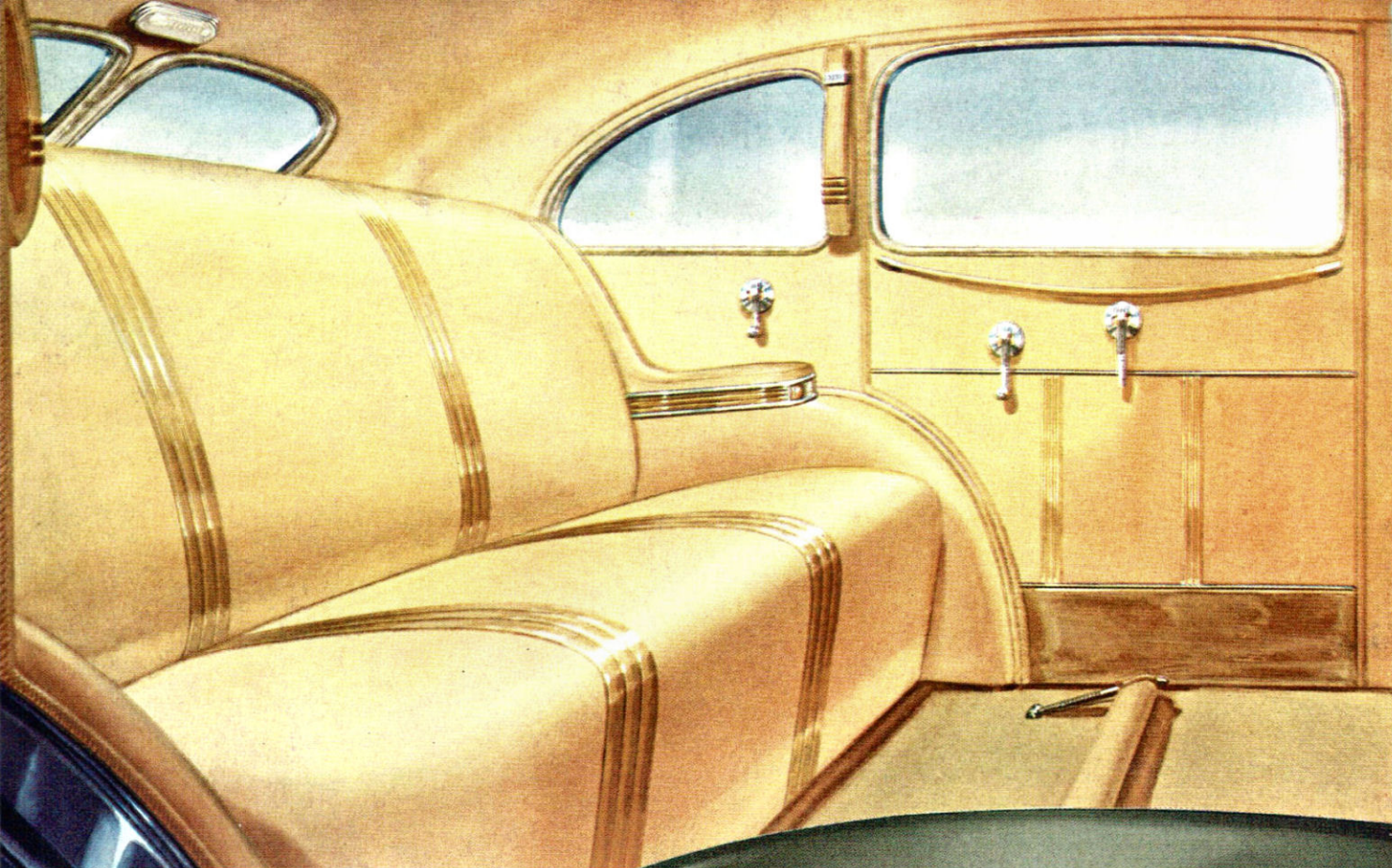
Here in the Country Club Series, those who prefer six-cylinder cars will find the greatest of all Sixes. Those who are looking for the ultimate in motoring pleasure will choose a Country Club Eight . . . holder of every

important stock car record for performance and endurance, yet king of straight Eights in economy.

All Country Club models are distinguished by special comfort features—including the luxurious new Airfoam seat cushions. Special exterior and interior design; the last and finest word in rich fabrics and inspired styling; added quality and luxury touches. And, in every detail, an enduring fineness that means enduring value; your Country Club Hudson will be worth more no matter how long or how far you drive it.

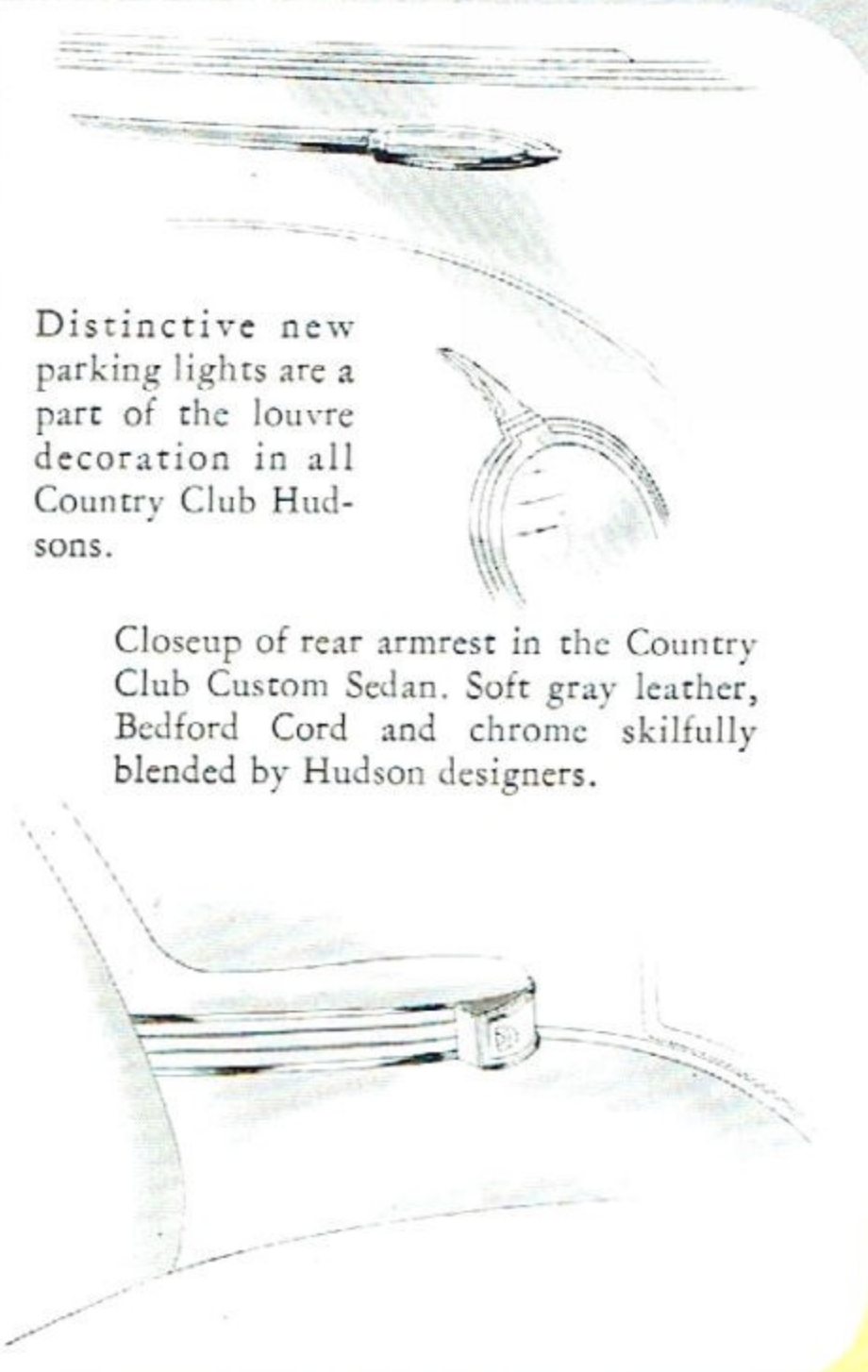
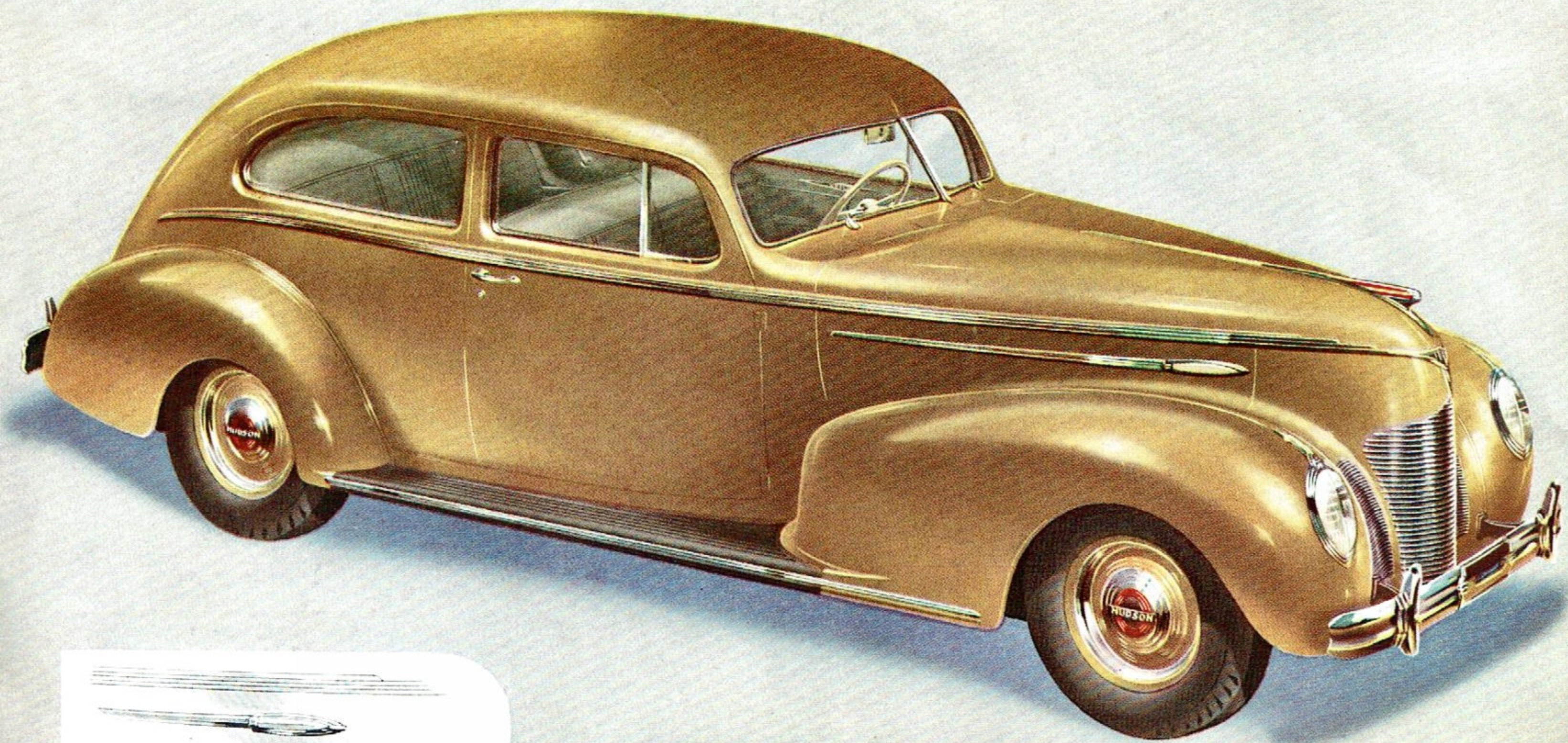
Choose your 1939 car from this Hudson Country Club Series and you will be master of the highways of the world!

101 AND 122 HORSEPOWER . . . 122-INCH WHEELBASE
(COUNTRY CLUB CUSTOM SEDAN—129-INCH WHEELBASE; 122 HORSEPOWER)



New Salon Interiors . . . Fawn gray Bedford Cord, genuine leather and gleaming chrome blend into an interior effect that's thrillingly new and beautiful in the Hudson Country Club Custom Sedan. Striking new instrument panel, in matching gray and chromium, and distinctive new steering wheel complete a masterful appeal to the eye . . . while the new Airfoam Ride with Auto-Poise Control proves irresistible to those who want the last word in comfort and safety. Sliding rear quarter windows provide uniform ventilation without drafts . . . are weatherproof when closed. Radio an extra cost option.

New Hudson Country Club Custom Sedan for 6 Passengers . . . 8 Cylinders . . . 122 Horsepower . . . 129-inch Wheelbase . . . 206-inch Over-all Length. New Carry-All Luggage Compartment standard; extra capacity trunk at slight added cost. Wide selection of attractive new colors, including many beautiful opalescent finishes; fenders in body color at no extra charge.



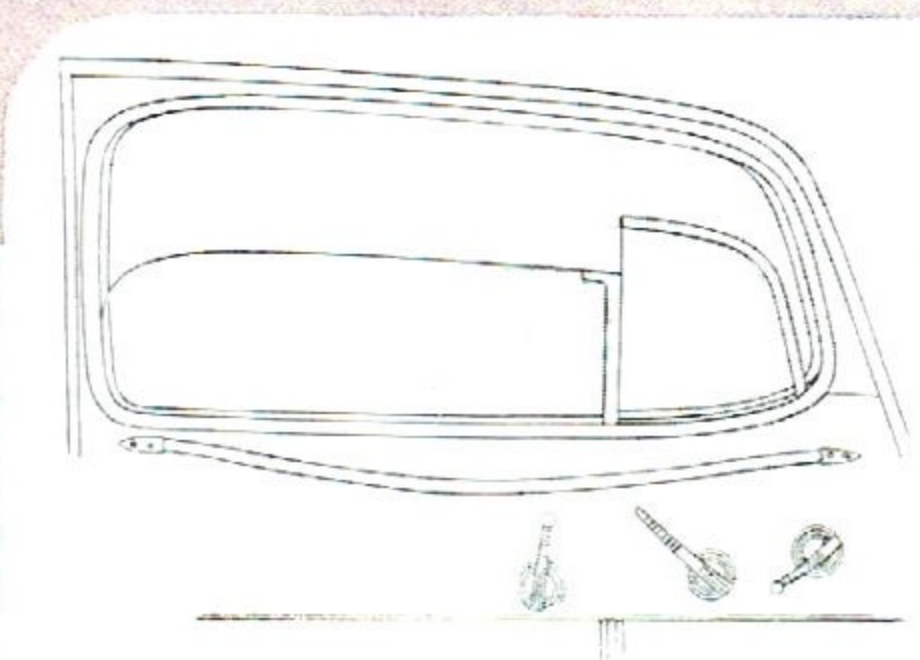
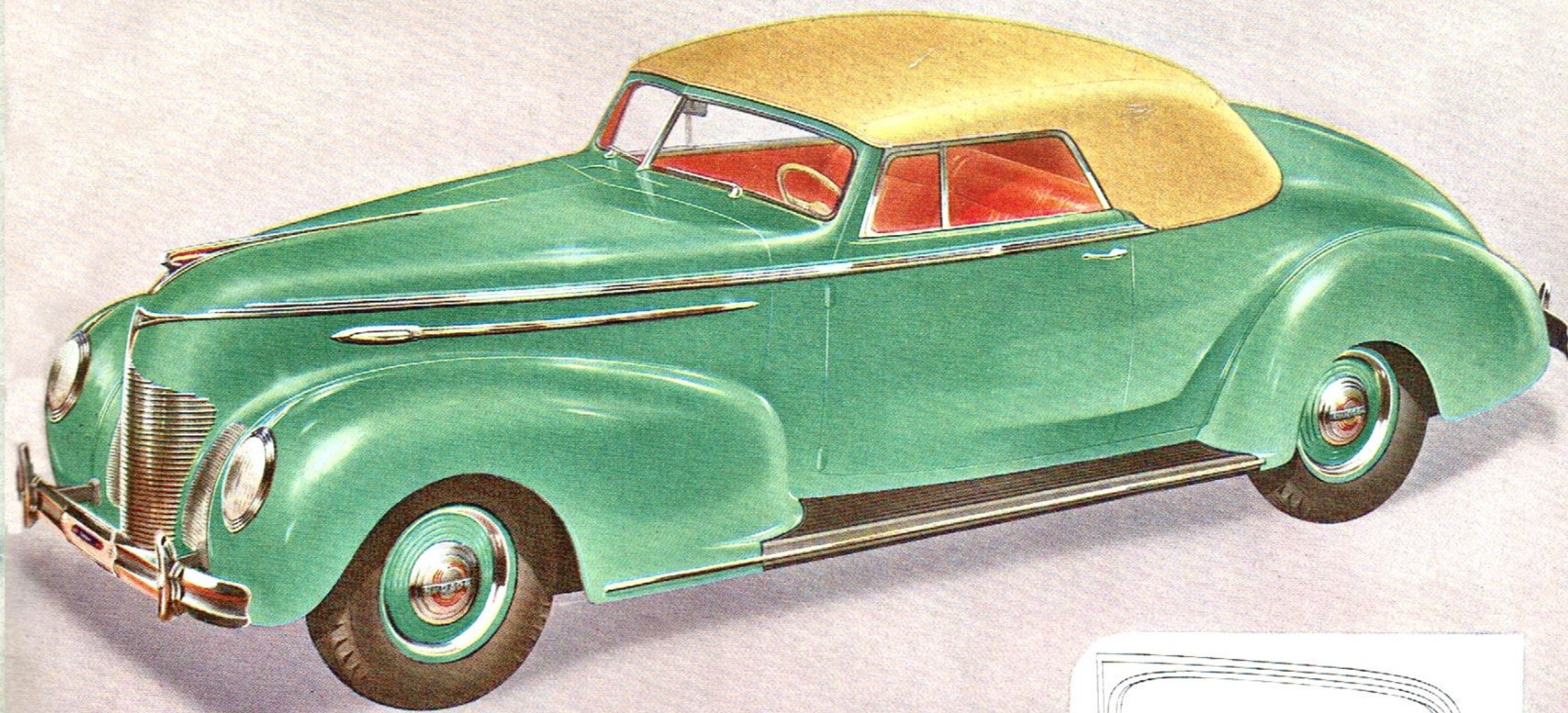
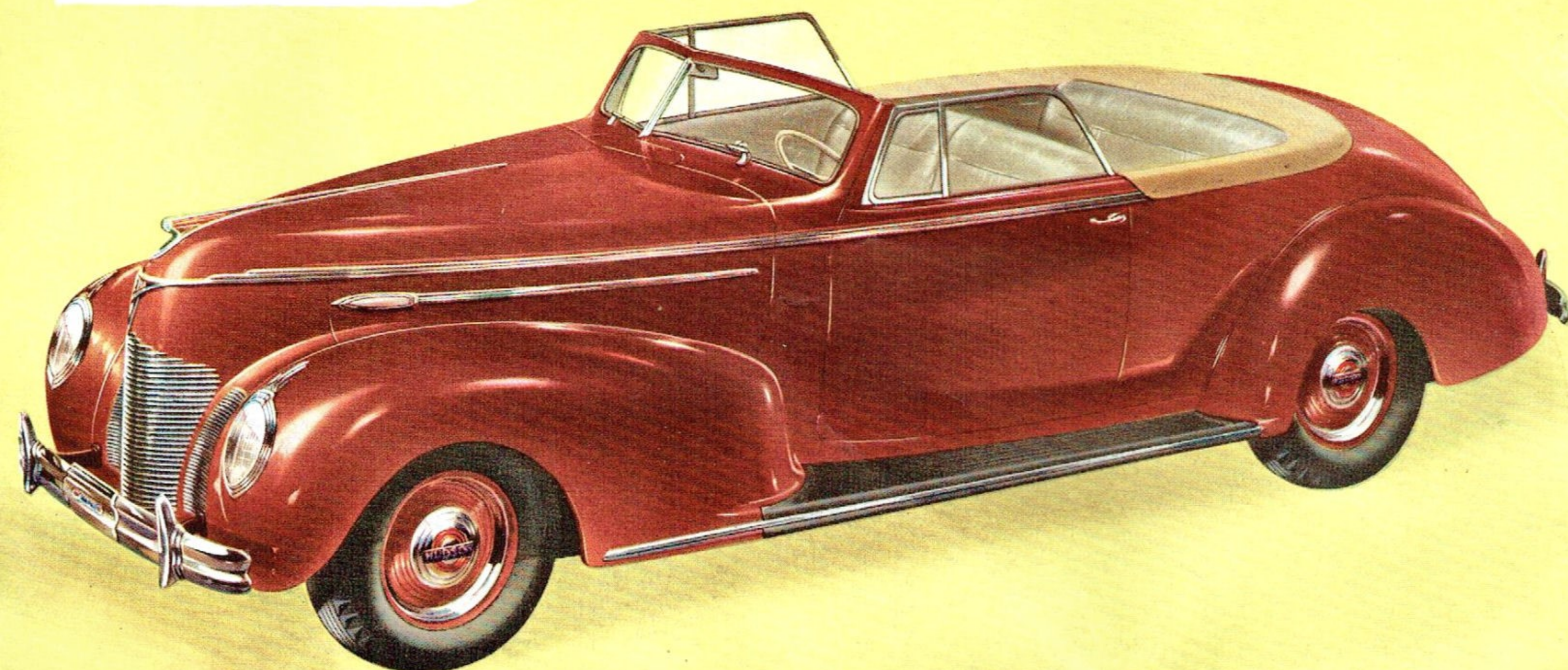
Distinctive new parking lights are a part of the louvre decoration in all Country Club Hudsons.

Closeup of rear armrest in the Country Club Custom Sedan. Soft gray leather, Bedford Cord and chrome skilfully blended by Hudson designers.

New Hudson Country Club Touring Brougham for 6 Passengers . . . 6 and 8 Cylinders . . . 101 and 122 Horsepower . . . 122-inch Wheelbase . . . 199-inch Over-all Length. Carry-All Luggage Compartment standard; trunk at extra cost.

Costly Hand-Rubbed Lacquer Finish on All Hudson Bodies

New Hudson Country Club Convertible Brougham for 6 Passengers . . . 6 and 8 Cylinders . . . 101 and 122 Horsepower . . . 122-inch Wheelbase . . . 199-inch Over-all Length . . . Hand-Buffered Leather Upholstery.

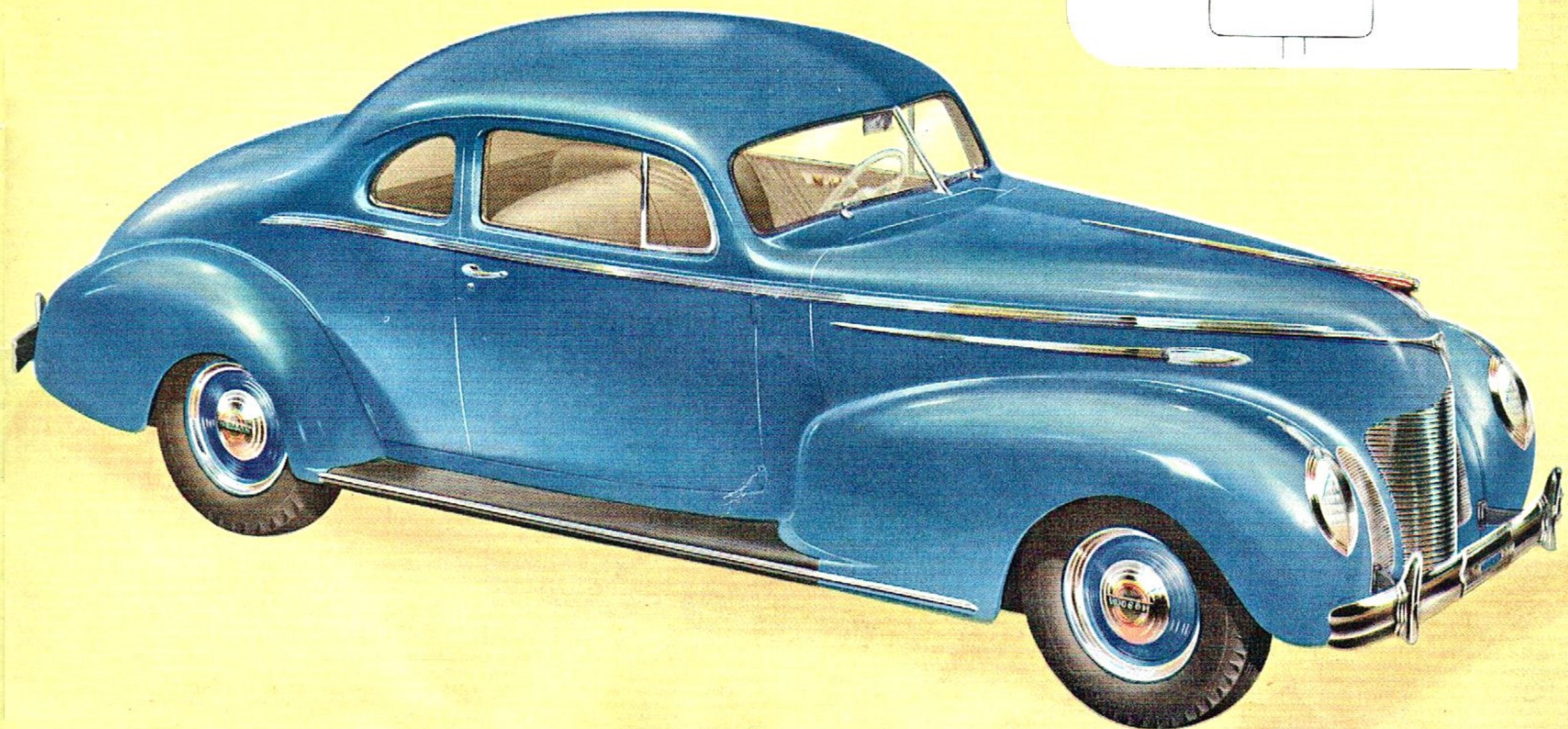
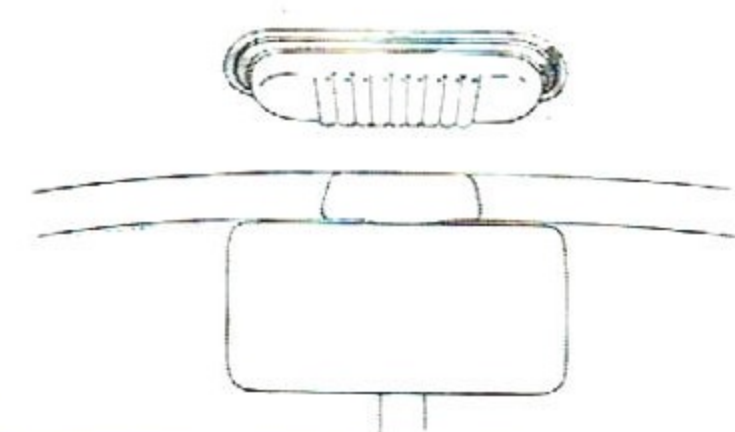


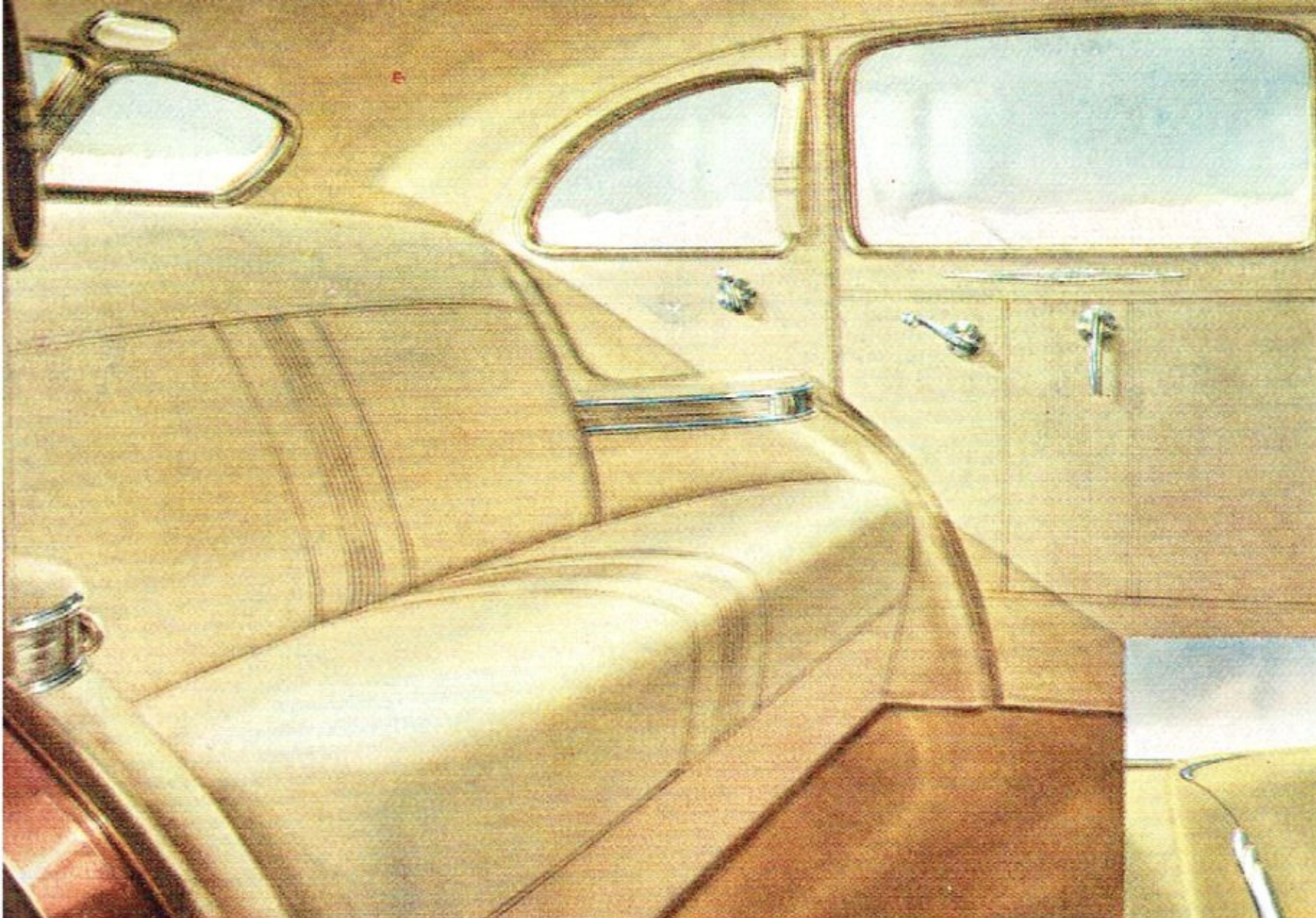
New Hudson Country Club Convertible Coupe for 3 Passengers . . . 6 and 8 Cylinders . . . 101 and 122 Horsepower . . . 122-inch Wheelbase . . . 199-inch Over-all Length . . . Hand-Buffered Leather Upholstery.

Costly Hand-Rubbed Lacquer Finish on All Hudson Bodies

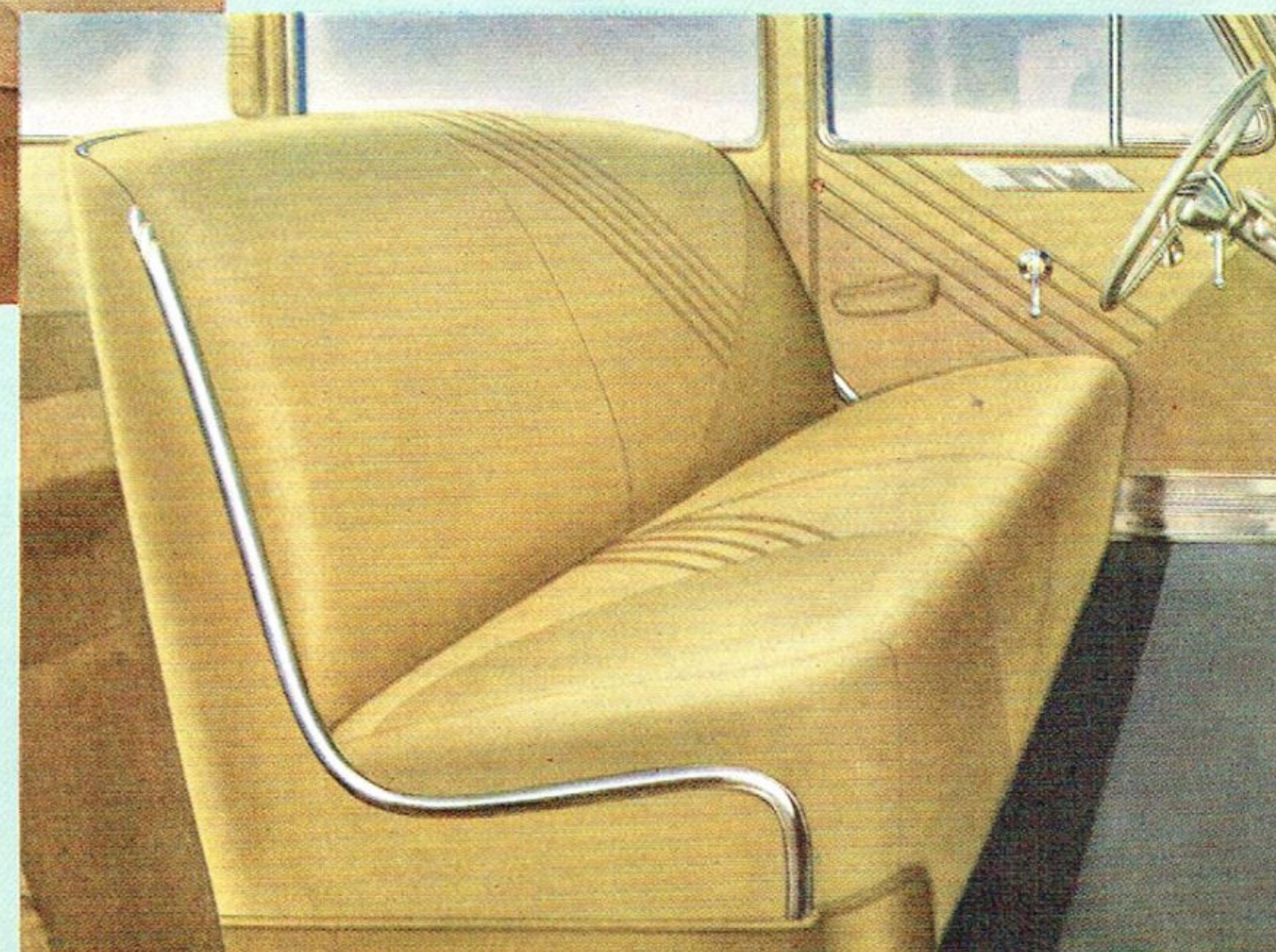
New Hudson Country Club Coupe 5-Passenger Victoria Model or 3-Passenger Coupe Model . . . 6 and 8 Cylinders . . . 101 and 122 Horsepower . . . 122-inch Wheelbase . . . 199-inch Over-all Length.

Finest, costliest type of draftless ventilation in Country Club Eights. Front window deflectors can be rolled down into the doors. (Below) New dome light over windshield illuminates the entire front compartment. Switch also controls a floodlight in the parcel compartment.



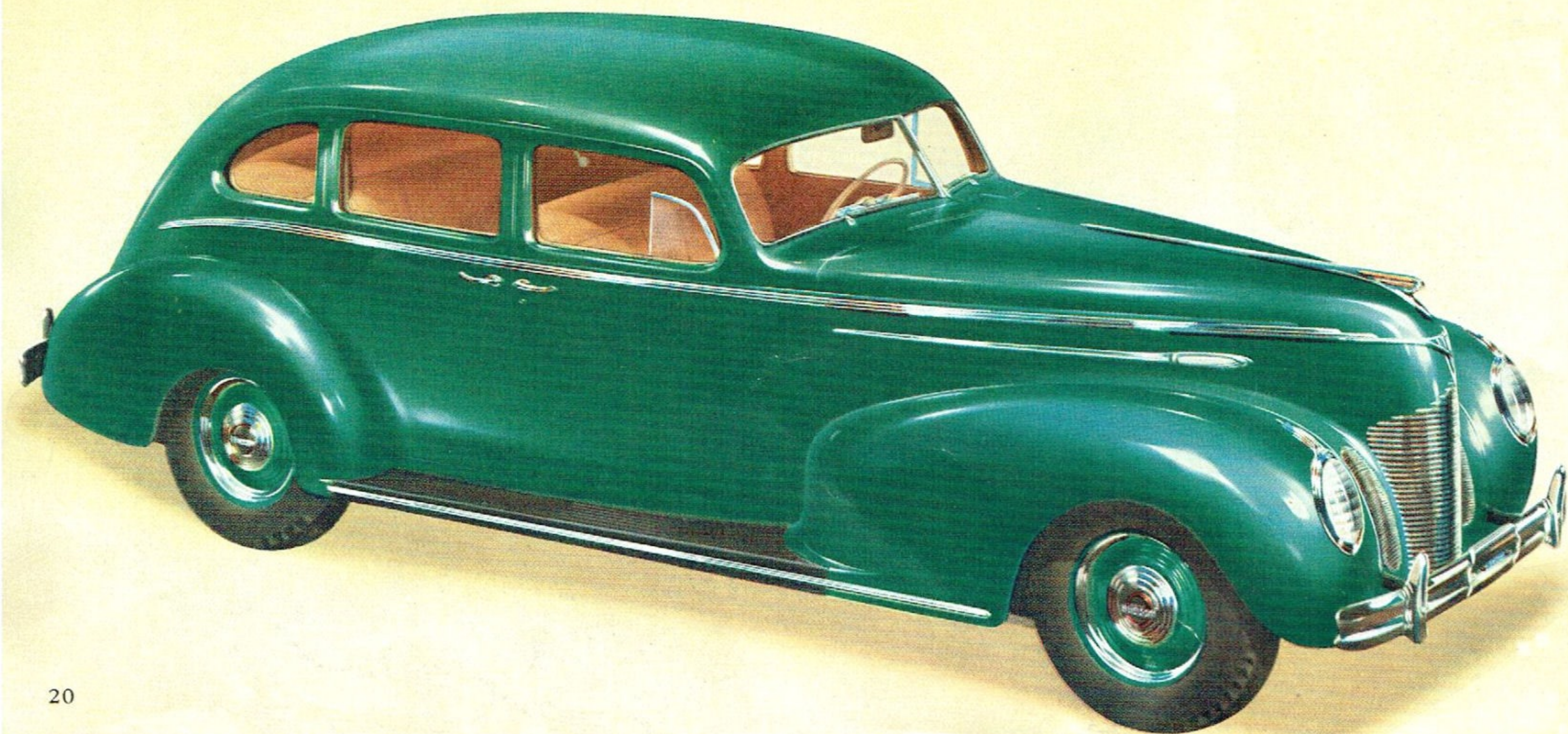


Hudson Country Club Eight Touring Sedan rear interior showing the new pleated trim style and the rich taupe Cashmere upholstery used in all Hudson Eights except convertible models and the *Custom Sedan* on 129-inch wheelbase. A leading woman Stylist co-operated with expert Hudson designers to create the beautiful and luxurious new *Salon* interiors in the brilliant Hudsons for 1939.



Hudson Country Club Six Touring Sedan front interior. Two new shades of luxurious taupe Cashmere Cloth combine in this distinctively modern diagonal design in 1939 Country Club Sixes. In all Country Club Series interiors you'll find electric clocks, ashtrays, armrests, assist cords—everything that enhances the convenience and pleasure of motoring.

New Hudson Country Club Touring Sedan for 6 Passengers . . . 6 and 8 Cylinders . . . 101 and 122 Horsepower . . . 122-inch Wheelbase . . . 199-inch Over-all Length. Carry-All Luggage Compartment standard; trunk at extra cost.



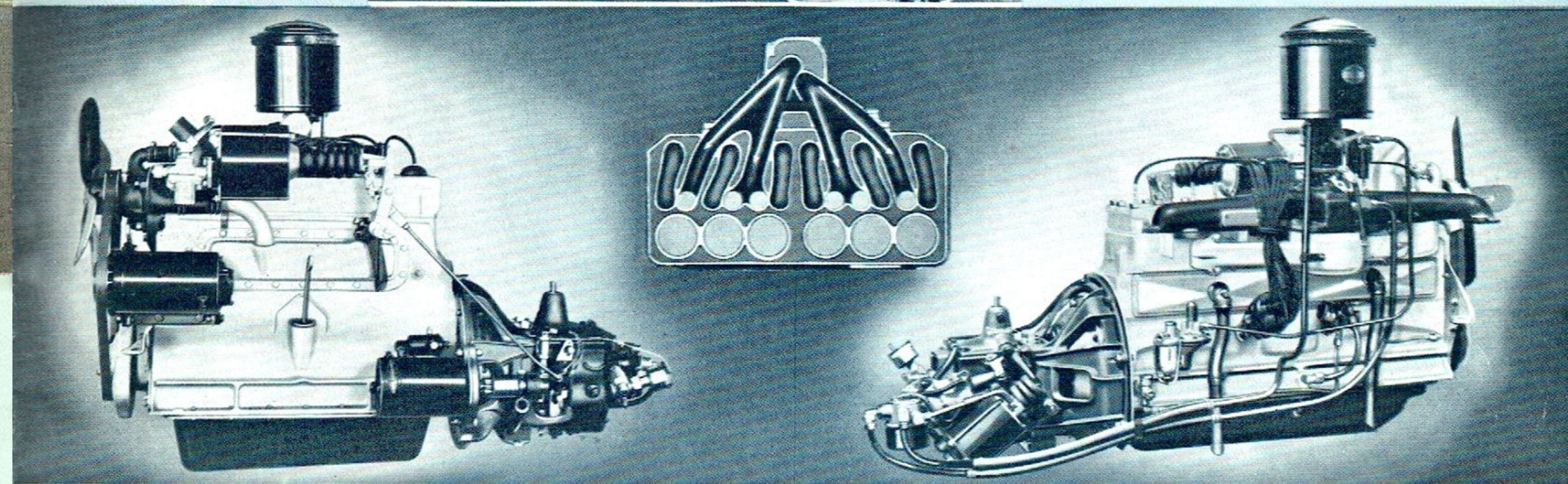
New Airfoam Cushions. Never before has there been comfort like this in *any* automobile! You ride on cushions of really amazing softness, yet which give you firm support. Seats that "breathe" as your body moves, because air flows freely through innumerable connecting air cells. These seats are always cool, even on hot summer days, because of this same freely circulating air.

Airfoam is used in mattresses in leading hospitals, seats in streamlined trains and a few makes of costly furniture. Hudson is first to bring it to the American automobile.

With Airfoam, you ride hundreds of miles with no trace of weariness. On rough roads, you merely sink deeper into cushioning protection; there is no "bounce." Nothing like Hudson's Airfoam seat cushion and spring design (patent applied for) can be found in any other automobile; in a Hudson you literally *float on air!*



What Is Airfoam? (Left) Airfoam is the pure milk of the rubber tree (Latex) brought to this country in its natural state. Air is beaten into it until it turns into foam; then it is moulded into cushions. It is water-cured. Tests equal to 250,000 miles of hard riding show that Airfoam is practically *wear-proof!*

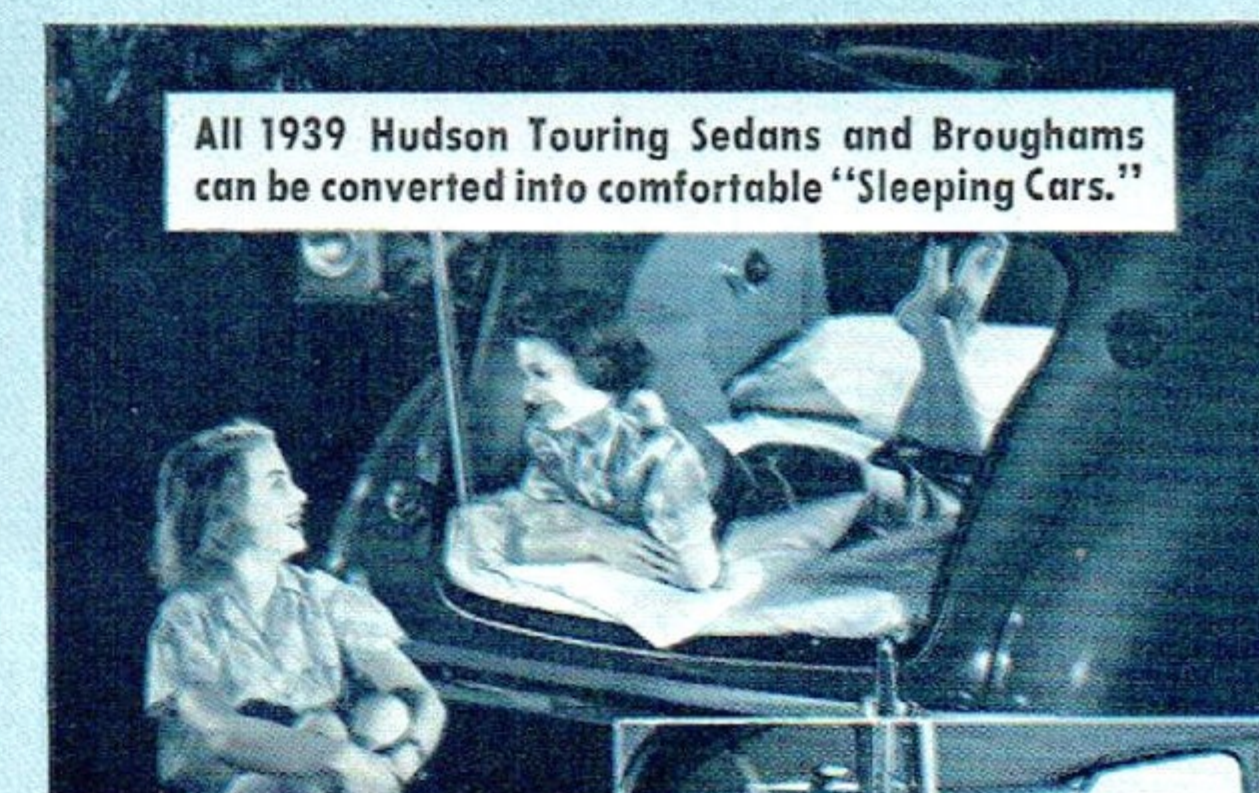


101 Horsepower Six Star Motor (Left) in new Hudson Country Club Sixes ☆ Double carburetion—first adapted, in America, to six cylinder motors by Hudson ☆ Duo-Flo Lubrication ☆ Aluminum alloy pistons with 4 pinned rings ☆ Chrome alloy cylinder block ☆ Balanced economy and performance ☆ L-head design for quietness and long life.

122 Horsepower Hudson Eight Motor, (Right), triumph of Hudson engineering . . . developing more power for its size than any other motor in the industry with standard carburetion . . . holder of scores of official records for hill-climbing, performance, endurance. (Center) Double Carburetion—in both Eights and Sixes—increases power and performance . . . *reduces* fuel consumption.

Hudson Quality at its Finest in the New Country Club Series for 1939

Illustrated on this page are a few of the important features which make these new Hudsons outstanding among all motor cars regardless of price.

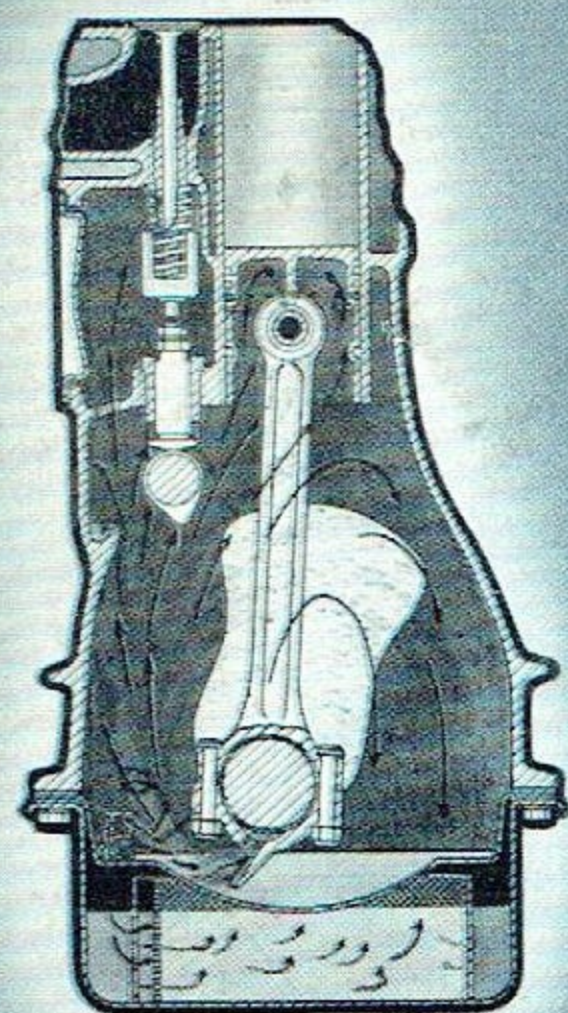


All 1939 Hudson Touring Sedans and Broughams can be converted into comfortable "Sleeping Cars."

A full-size *double bed*, made up right in the car without disturbing the front seat, saves time and money for the Hudson traveler. No more overnight lodging expense on long trips. A simple kit, provided at small extra cost by your Hudson dealer, contains everything needed to change your luxurious Hudson into a comfortable "sleeping car" . . . quickly and easily.

These Basic Hudson Features Will Also Be Found in Country Club Models

- Double-Safe Brakes (Description, Page 8—2 braking systems—hydraulic and mechanical—from 1 foot pedal)
- New Dash-Locking Safety Hood (Page 8)
- Radial Safety Control (Page 14)
- New Auto-Poise Control (Page 8)
- Selective Automatic Shift (Optional) (Page 14)
- New Handy Shift (Page 14)
- Widest Windshield Vision (Page 8)
- 55-inch Front Seat Room
- New Carry-All Luggage Compartment (Pages 8, 14)
- Weather-Master Fresh Air and Heat Control (Optional) (Page 8)
- New Headlight Beam Indicator Safety Glass Standard; Plate Glass Optional

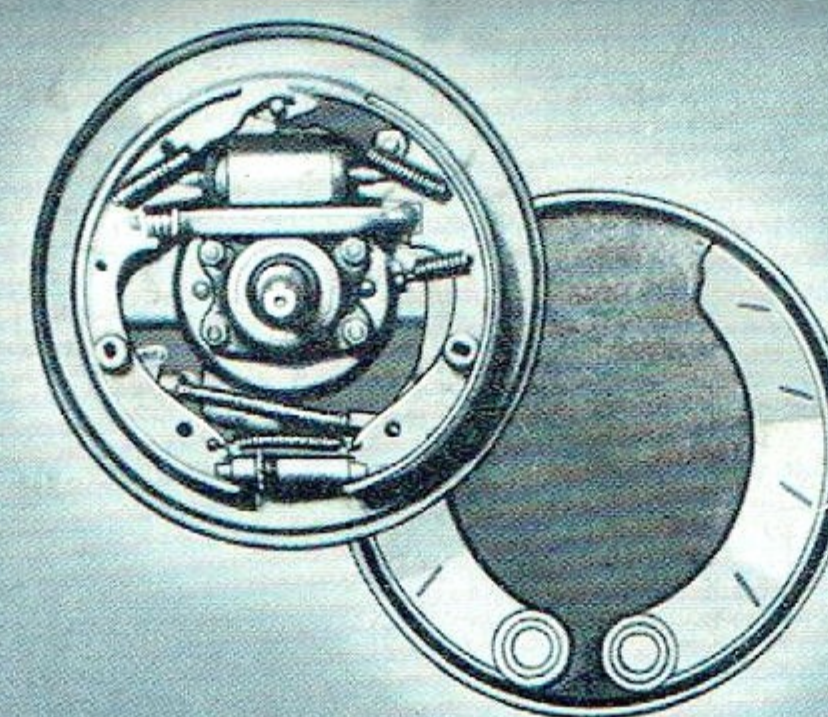


Patented Duo-Flo Lubrication. The finest oiling system ever built into any car . . . and only Hudson has it! The only system that lubricates every working part with the first turn of the crankshaft. The only system that *cools* oil as it circulates it . . . that supplies oil in *direct ratio* to engine speed—twice as much at 60 as at 30 . . . that works the same on hills as on level ground . . . and that has no “wear out” to it, lubricating as perfectly after 100,000 miles as the day it left the factory.



Double-Safe Brakes. Exclusive to Hudson. First, the latest, finest self-energizing 4-wheel Bendix hydraulics. Second, a mechanical reserve system that takes hold automatically from the same foot pedal, if ever needed!

Servo-Action in Hudson Double-Safe Brakes uses the motion of the car to help you apply braking pressure. Less pedal pressure required to stop the car. Brake lining contact is more even—linings last longer.



A Third Way to Apply the Brakes is from this easy-acting parking brake up under the dash. Finger-touch release.



Triple-Sealed Oil-Cushioned Clutch. Single plate type, with heat-treated cork inserts. An exclusive, patented Hudson feature. Smoother—surfaces glide together in a film of oil, not with bone-dry friction. Longer-lived—will last three times as long as the conventional clutch. This oil-cushioned clutch has been an important factor in the success of Hudson's Selective Automatic Shift.

Battery Under Hood for easier servicing. Another Hudson “first,” standard in all 1939 models. Passengers remain seated . . . car interior remains clean!



Airplane-type Shock Absorbers. Direct in action. Hold approximately four times as much cushioning fluid as the conventional type. Operate at lower pressures—less chance for leaks to develop. Used both front and rear on all Hudsons.



(Above) **Hydraulic Hill-Hold** (Optional at extra cost). Keeps the car from rolling back when stopped on an up-grade. Right foot is left free to operate the accelerator.

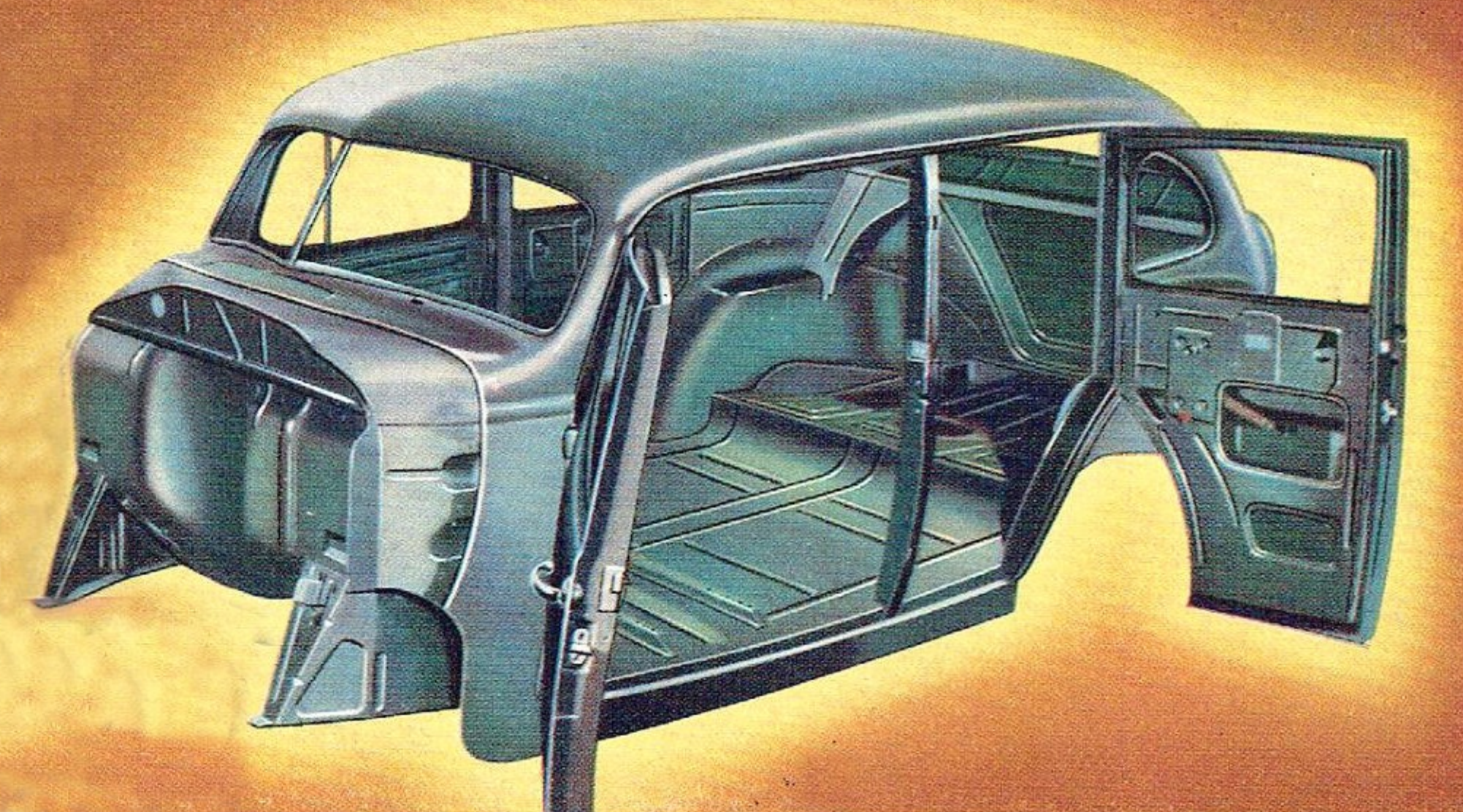


(Left) **Silicon Aluminum Pistons**, T-slot cam-ground . . . with four pinned rings. Lighter, yet longer wearing. Increase performance and economy. New connecting rod bearing material is non-corrosive, heat-resisting, non-crystallizing.

(Below) **Fully Balanced Crankshaft** with integrally forged counterweights and vibration damper. Balanced both statically (at rest) and dynamically (in motion, or while revolving) so that there is no centrifugal “throw” or “whip.” The inherently compensated, fully balanced crankshaft was developed first by Hudson, and perfected through the years. Hudson still leads in the scientific balancing of crankshafts . . . so Hudson still leads in motor smoothness!



Roller Cam Tappets. A special design that allows a longer interval of valve opening . . . better fuel combustion. Performance and economy are improved . . . the engine is more quiet.



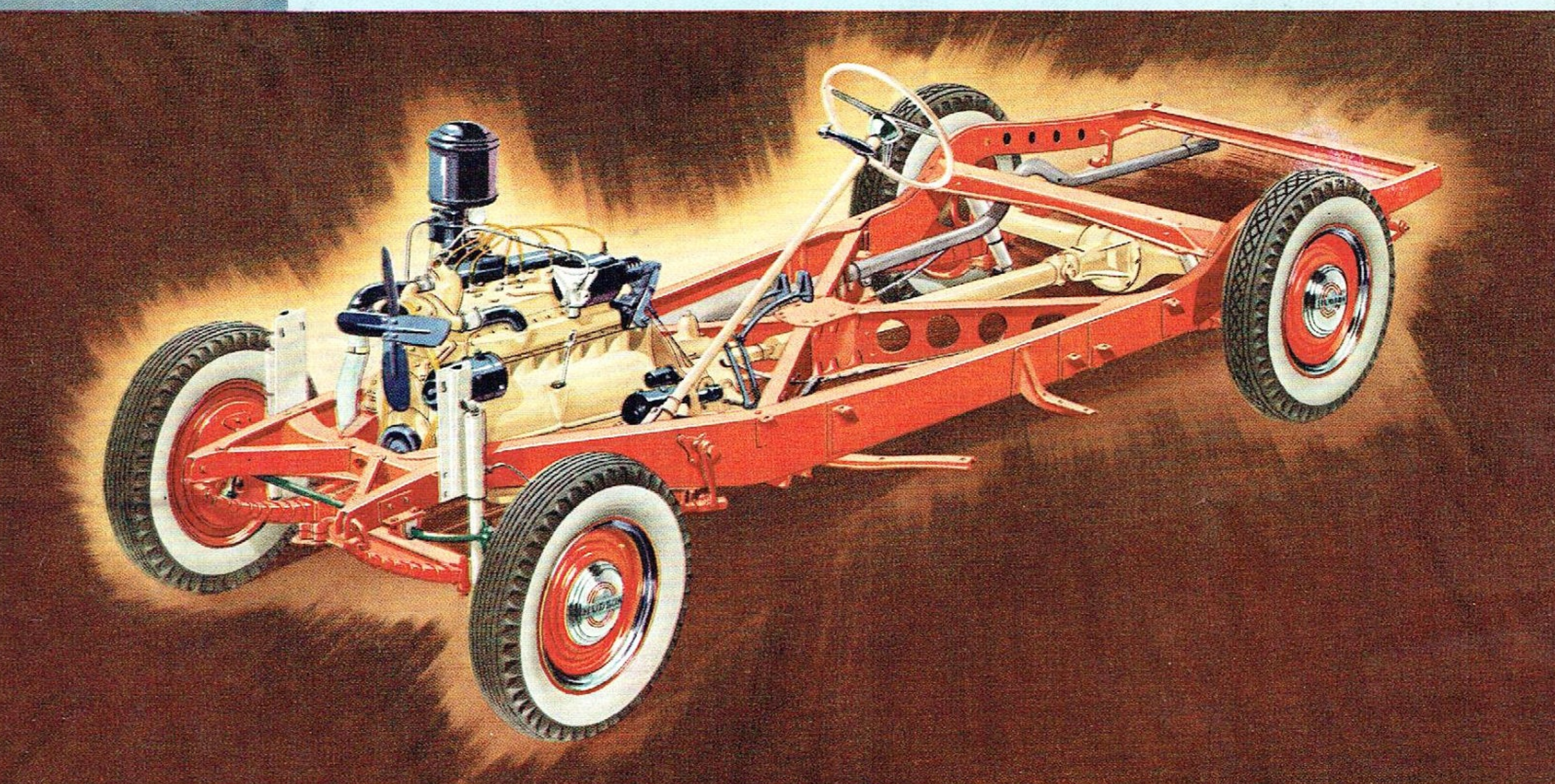
Body All of Steel. Hudson started making steel bodies in 1926 . . . built the first bodies all of steel, including roof, in 1935 . . . still leads in their development. Hudson led again with the introduction of UNIT CONSTRUCTION. Body and frame are fastened together at 38 points . . . become, for all practical purposes, a single unit of tremendous strength. The results: longer life, greater safety and freedom from squeaks and rattles.



Chrome Alloy Cylinder Block. So hard that special valve seat inserts are unnecessary . . . so hard that cylinder walls keep their shape and mirror-like smoothness much longer than in the usual cast iron block.



Rear Axle Gears . . . wide-toothed, of costly nickel molybdenum steel for long life and silent, trouble-free operation. Do not need special, high-pressure lubricants. Gear ratio: 4 1/8 to 1.



New Hudson 8-Cylinder Chassis. Finest example of Hudson engineering leadership. In it will be found scores of *exclusive* Hudson features and developments that step up performance and economy . . . increase safety, stability and long life. Some of these features—and they are found in Hudson One-Twelve, Hudson Six and Hudson Country Club Six as well as Hudson Eight—are illustrated and briefly described on this page.

Hudson's Double-Drop, "2-X" Frame. (at right) Stronger and more rigid than most truck frames. Has two massive X-members, where most cars have but one. Side rails on all models are more than seven inches deep!



HUDSON 112 DE LUXE SPECIFICATIONS

ENGINE—6 cylinder L-Head; 86 H.P. at 4000 r.p.m. Compression ratio, 6.5 to 1. Bore, 3"; stroke, 5"; displacement, 175 cu. in.
LUBRICATION—Oil refill capacity 4 1/2 quarts.
BATTERY—17 plate, 96 ampere-hour.
COOLING SYSTEM—Radiator capacity 12 1/2 quarts.
FRAME—Double-drop "2-X" type, 7 1/4" deep.
WHEELBASE—112"; over-all length 187 3/8".
TIRES—16 x 6.00.

HUDSON SIX SPECIFICATIONS

ENGINE—6 cylinder L-Head; 96 H.P. at 3900 r.p.m. Compression ratio, 6.25 to 1. Bore, 3"; stroke, 4 1/2"; displacement, 212 cu. in.
LUBRICATION—Oil refill capacity, 4 1/2 quarts.
BATTERY—17-plate, 96 ampere-hour.
COOLING SYSTEM—Radiator capacity, 12 1/2 quarts.
BRAKES—Diameter, 10 1/2"; width, 1 3/4".
FRAME—Rigid, 7 3/4" deep, "2-X" double drop.
WHEELBASE—118"; over-all length, 193 1/8".
TIRES—16 x 6.00. 15 x 7.00 at extra cost.

HUDSON COUNTRY CLUB SIX SPECIFICATIONS

ENGINE—6 cylinder, L-Head; 101 H.P. at 4000 r.p.m. Compression ratio, 6.25 to 1. Bore, 3"; stroke, 5"; displacement, 212 cu. in.
LUBRICATION—Oil refill capacity, 4 1/2 quarts.
BATTERY—17-plate battery, 96 ampere-hour.
COOLING SYSTEM—Radiator capacity, 12 1/2 quarts.
BRAKES—Diameter, 10 1/2"; width, 1 3/4".
FRAME—Double-drop "2-X" type, 7 3/4" deep.
TIRES—16 x 6.25. 15 x 7.00 tires at extra cost.
WHEELBASE—122 inches; over-all length, 199".

HUDSON COUNTRY CLUB EIGHT SPECIFICATIONS

ENGINE—8 cylinder, L-Head; 122 H.P. at 4200 r.p.m. Compression ratio, 6.25 to 1. Bore, 3"; stroke, 4 1/2"; displacement, 254 cu. in.
LUBRICATION—Oil refill capacity, 7 quarts.
BATTERY—19-plate, 108 ampere-hour.
COOLING SYSTEM—Radiator capacity, 17 1/2 quarts.
BRAKES—Diameter, 11 1/2"; width, 1 3/4".
FRAME—Double-drop "2-X" type, 7 3/4" deep.

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

WHEELBASES—122 and 129 inches. Over-all lengths: 199", 206" (Hudson Country Club Custom Sedan).

GENERAL SPECIFICATIONS

ENGINE—Patented crankshaft, fully compensated, drop forged, statically and dynamically balanced . . . crankshaft bearings of long-wearing, non-fatiguing Berman metal . . . Bormanalloy in Hudson Eights. (Also see above.)
LUBRICATION—See above.
CARBURETION—Hudson 112 and Hudson Six: down-draft system with vacuum automatic metering, manual choke and heat control. Hudson Country Club Sixes and Eights: double down-draft system, with automatic choke and thermostatic heat control . . . back-fire arrester; air cleaner . . . vapor-lock relief valve.
IGNITION—Full automatic advance . . . moistureproof distributor . . . octane adjustment.
GENERATOR—Hudson 112: full capacity ventilated type; voltage regulator installed with radio. Other series: special extra-capacity ventilated type with voltage regulator.

STARTER—Hudson 112: foot switch on floor. Other series: Finger-touch; solenoid switch.
FUEL SYSTEM—Gasoline tank capacity—Hudson 112: 12 1/2 gallons. Other series: 16 1/2 gallons . . . Extra large constant pressure fuel pump.
COOLING SYSTEM—Centrifugal, six-blade pressure pump . . . thermostat by-pass control of water circulation in Hudson Country Club Series . . . choke type thermostat in Hudson 112 and Hudson Six . . . temperature indicator on dash.
HANDY SHIFT—Standard on all models. See page 8.
SELECTIVE AUTOMATIC SHIFT—See page 14.
CLUTCH—See above.
TRANSMISSION—Synchro-shift, three speeds forward, one reverse. Interlocks prevent accidental slipping from gearmesh in all gear speeds in Country Club Series and Hudson Six; in second and high gears in Hudson 112.
UNIVERSALS—Two roller bearing universals with 3-inch tubular propeller shaft. Hudson Country Club Custom Sedan has 3 1/2" propeller shaft.
SPRINGS—Semi-elliptic. Rear springs “splayed” for transverse stability. U-type self-adjusting shackles. Spring covers standard on Hudson Six, Hudson Country Club Sixes and Eights.

REAR AXLE—Semi-floating type; nickel molybdenum gears and shaft; standard ratio, 4 1/8 to 1.
BRAKES—See above.
STEERING—Roller tooth type; 16.4 to 1 ratio on Hudson 112; 18.2 to 1 ratio on other series. Auto-Poise Control in all series. Hudson 112: 17" colored steering wheel. Hudson Six: 18" colored steering wheel. Hudson Country Club Sixes and Eights: 18" spring spoke wheel; Tenite rim; natural finger grip.
FRAME—See above.
WHEELS—16" steel balanced drop center type.
TREAD—56" front; 59 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 8, 14, 19. 17" cowl ventilator standard; with insect screen (except in Hudson 112).

LIGHTS—Headlamps: approximately 50,000 candlepower . . . Toe switch for driving or passing beam . . . Bright beam indicator on instrument panel . . . Twin tail lamps on all models.
UPHOLSTERY—See pages 4 and 5; 10 and 11; 16 and 17; 20. Mohair optional in all closed models. Leather standard in all convertible models.
EQUIPMENT—Adjustable sun visor . . . twin visors in Custom Country Club Sedan . . . 948 cu. in. parcel compartment . . . fenders in body color . . . shim-adjustable steering column . . . twin vacuum windshield wipers (one standard in Hudson 112) . . . rear vision mirror . . . single vibrator horn in Hudson 112; single air horn in Hudson Six; twin air horns in other series . . . speedometer . . . fuel level gauge . . . Tele-flash signals for oil pressure and generator charging rate . . . water temperature gauge . . . foot rest . . . windshield defroster grilles in instrument panel . . . theftproof locks. See also pages 4 and 5; 10 and 11; 16 and 17; 20.
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 whatever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold.

HUDSON *Approved* ACCESSORIES for 1939

These accessories are offered by your Hudson dealer with the knowledge that they will still further increase the beauty, convenience and safety of your new 1939 Hudson. All have been thoroughly tested by the Hudson factory . . . and have been approved.



HEATER WITH
WEATHER-MASTER
FRESH AIR AND
HEAT CONTROL

NEW UNITIZED RADIO
WITH PUSH BUTTON
TUNING

TAIL PIPE
EXTENSION



AUTOMATIC WINDSHIELD WASHER



MASTER
BUMPER
GUARD



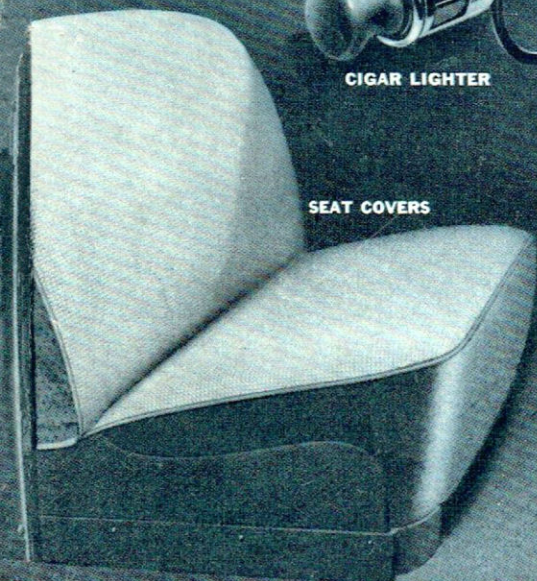
FOG LIGHT



CIGAR LIGHTER



WHEEL RINGS



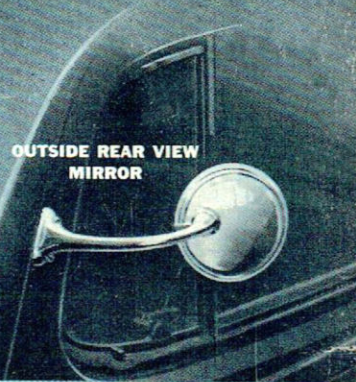
SEAT COVERS



REAR WINDOW WIPERS



SPOTLIGHT



OUTSIDE REAR VIEW
MIRROR

Custom Radio
7 tubes . . . 5 station Automatic
Push Button Tuning . . . 8-inch
Dynamic Speaker . . . Contin-
uously Variable Tone Control.

De Luxe Radio
6 tubes . . . Push Button Tuning
. . . 6-inch Dynamic Speaker.

Automatic Cigar Lighter

Fender Guides

De Luxe and Custom Heaters
with New Weather-Master
Fresh Air and Heat Control

Fog Lights

Gas Tank Locking Cap

Windshield Defroster

Air Electric Horns

License Plate Frames

Bumper Guards

Radiator Cover

Radiator Insect Screen

Compass

Door-Mounting Rear View
Mirrors

Rear Window Wipers

Seat Covers

Spot Lights

Exhaust Pipe Extension

Vanity Mirror

Sun Visors

Wheel Trim Rings

Automatic Windshield Washers

Fender Lamps