



NEW 1941  
**HUDSON**  
*Symphonic Styling*  
WITH INTERIORS THAT HARMONIZE WITH EXTERIOR COLORS

**AMERICA'S  
SAFEST CAR**



"It's a Big New Style Idea!"



Beauty

# Symphonic Styling by HUDSON

TAKES ITS BIGGEST FORWARD STEP! BRILLIANT NEW DESIGN and INTERIORS THAT HARMONIZE WITH EXTERIOR COLORS AT NO EXTRA COST

Symphonic Styling begins with brilliantly modern new design . . . bodies that are 5½ inches longer, a full 2 inches lower, and roomier than ever . . . with lines that flow in unbroken harmony from front to modish new rear.

But the crowning triumph of Symphonic Styling is that it makes available a wide selection of interior color combinations that harmonize with the exterior colors . . . at no extra cost!

In automobiles, up to now, one upholstery color has usually done duty with every body color. Carpets, floor mats, steering wheels and trim have introduced still other assorted colors and tones.

Now Hudson's Symphonic Styling gives you, in your 1941 car, the kind of color harmony throughout that you want and expect in other fine things you buy. A car that is truly a symphony of line and color.

It has never been possible for any other automobile company to offer anything like this in regular, standard production. But Hudson, over a long period of years, has developed highly specialized methods that permit a wide variation in the details and equipment of each individual car, without interfering

with orderly, efficient mass production. Symphonic Styling is the climax of this long-time development!

Here is another Hudson "first" . . . beauty new to the automobile . . . harmony of which you will never tire . . . yours in 1941 Hudsons at prices starting among today's lowest!



FOR THE FIRST TIME IN LOW PRICED CARS, A WIDE CHOICE OF INTERIOR COLOR COMBINATIONS THAT HARMONIZE WITH EXTERIOR COLORS . . . AT NO EXTRA COST



"The Time to Think of SAFETY Is Before You Buy Your Car."



# WHEN YOU BUY A HUDSON YOU BUY AMERICA'S SAFEST CAR

New 1941 HUDSON Six  
Priced Among Today's Lowest

New 1941 HUDSON Super-Six  
Priced Just Above the Lowest

New 1941 HUDSON Commodore Series  
America's Lowest Priced Fine Cars

GREATER VALUE PER DOLLAR THAN EVER BEFORE . . . IN TODAY'S MOST COMPLETE LINE OF AUTOMOBILES

AMERICA'S SAFEST CAR

No other car does so much to safeguard you and those you love by giving you extra safety features . . . features that "think" for you when there's no time for you to think!

Everyone knows, for example, that even the finest hydraulic brakes can suddenly fail . . . the fluid in the lines can leak away, through accident or service neglect. But Hudson, and only Hudson, provides for this ever-possible emergency by giving you, in reserve, a separate braking system working from the regular foot brake pedal. Just push down farther . . . and stop!

In a Hudson, and only in a Hudson, you get another automatic safeguard . . . Patented Auto-Poise Front Wheel Control. Here is extra safety on rough roads, in heavy side winds, or if a tire blows.

These two great safety features are enough by themselves to justify the title: "AMERICA'S SAFEST CAR." But you will find many others described in the pages which follow . . . and a good number of these, too, are yours only in a Hudson. No other car built today surrounds you and yours with protection nearly so complete!

Before you choose your new car, see everything that is new and important in Hudson for 1941. Add up the cash value to YOU, of all you get that you must do without in other cars . . . all that makes each Hudson not merely a different car, but a different kind of car from others in its price class.

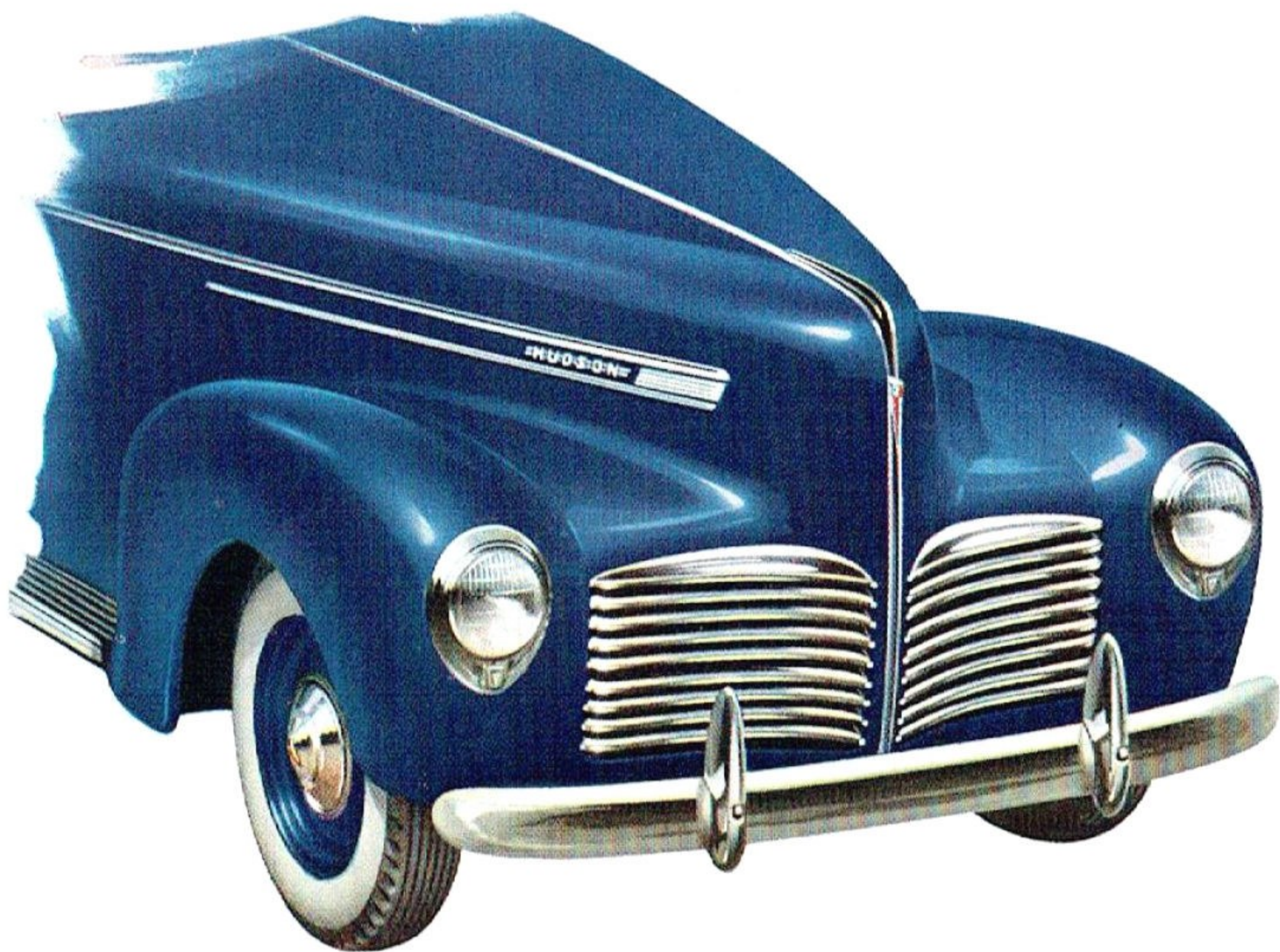


## \$ MEASURE 1941 VALUES BY THIS DOLLAR SCALE \$

Listed below are a few important features of the 1941 Hudson Six . . . one of America's lowest priced cars. And remember—each of the other 1941 Hudsons is an equally outstanding value in its particular price field.

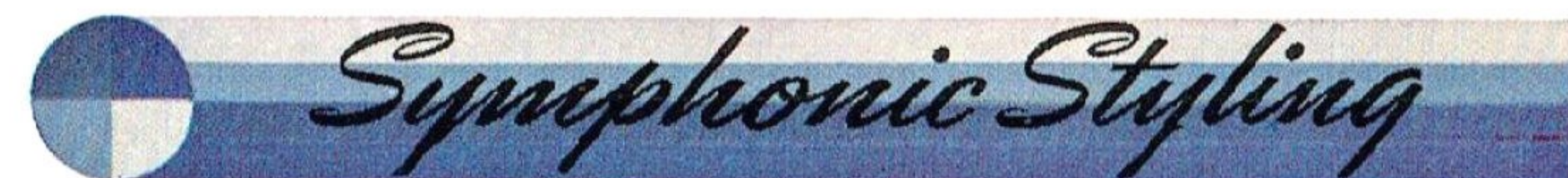
- \$ Symphonic Styling . . . A selection of interior color combinations that harmonize with the exterior colors . . . at no extra cost. NEVER OFFERED IN ANY LOW PRICED CAR BEFORE.
- \$ More Size and Room . . . Bigger by far than any other car in the lowest price field.
- \$ Most Luggage Space . . . Biggest luggage space ever built into any sedan body, regardless of price.
- \$ More Power . . . No car even close to its price has ever equalled the power of this 1941 Hudson Six.
- \$ Safest Stopping with Hudson's Patented Double-Safe Hydraulics . . . The extra protection of two braking systems (hydraulic and mechanical) working off the same foot pedal. NOT OBTAINABLE AT ANY PRICE IN ANY OTHER CAR.
- \$ Safer Driving . . . Surer, steadier steering with Patented Auto-Poise Front Wheel Control, which helps to keep wheels on their true course, even if a tire blows. NO OTHER CAR HAS ANYTHING LIKE IT.
- \$ Finest Steering . . . True Center-Point System, used in only two other cars, both in the high price field.
- \$ Smoothest Riding . . . Finest Independent Front Wheel Coil Springing, unlike any used before except in a few high priced cars.
- \$ New Silent Shifting . . . With improved all-silent synchromesh transmission of type used in very costly cars.

Add up these EXTRA VALUES in the new 1941 Hudson Six . . . see for yourself how much more you get for what you pay than in any other car in the lowest price field! A typical example of what Hudson means by "more car for your money"!



# New 1941 HUDSON *Six De Luxe*

116-INCH WHEELBASE . . . 92 HORSEPOWER

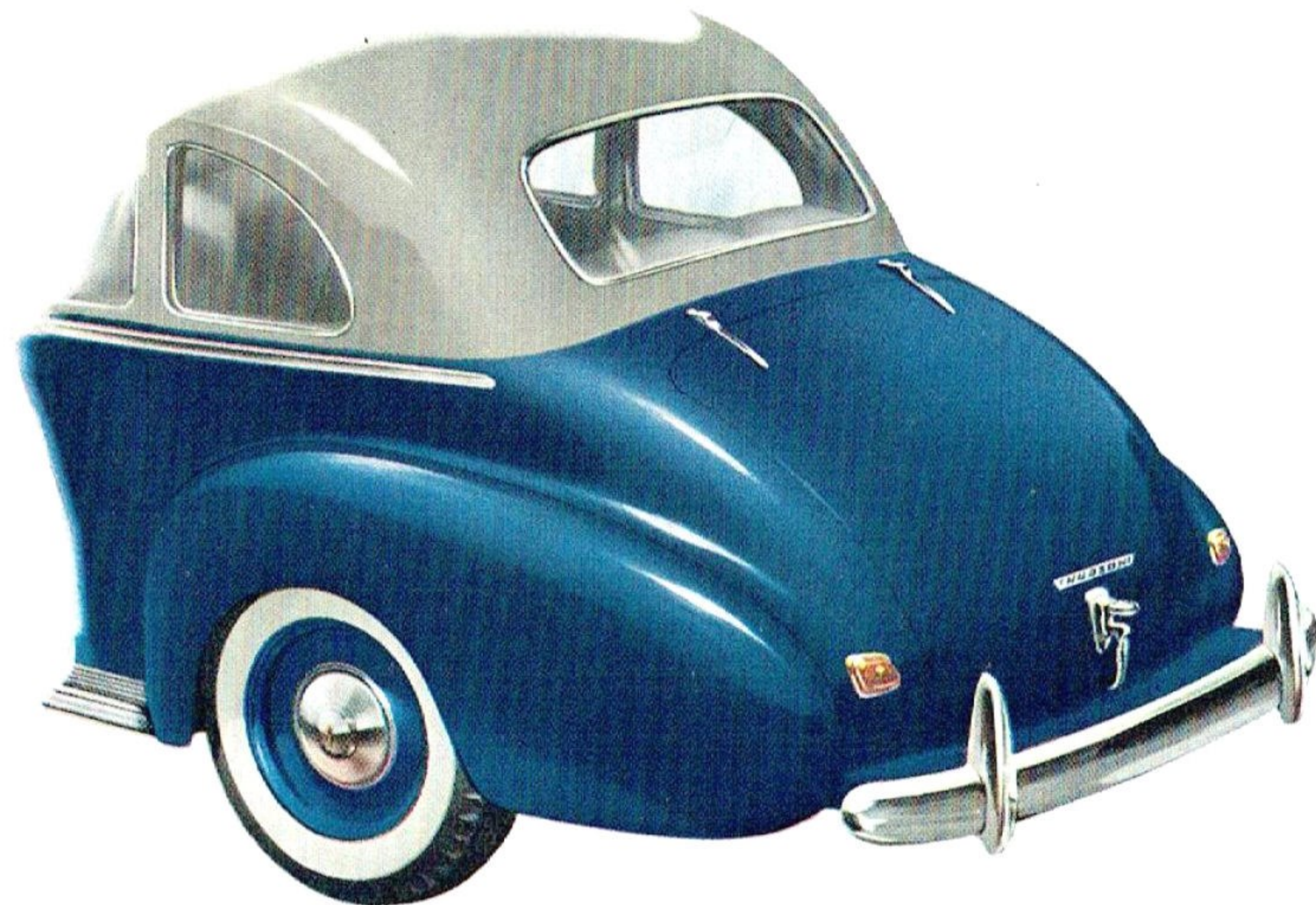


with INTERIORS THAT HARMONIZE WITH EXTERIOR COLORS

Symphonic Styling, in this longer, lower Hudson, offers added value previously unheard of in the lowest price field. For the first time, you have a choice of beautiful new interiors . . . in colors harmonizing with Hudson's new exterior colors. And this complete color harmony costs you nothing extra! There are eleven standard exterior colors and six others, including four two-tone combinations, as extra cost options.

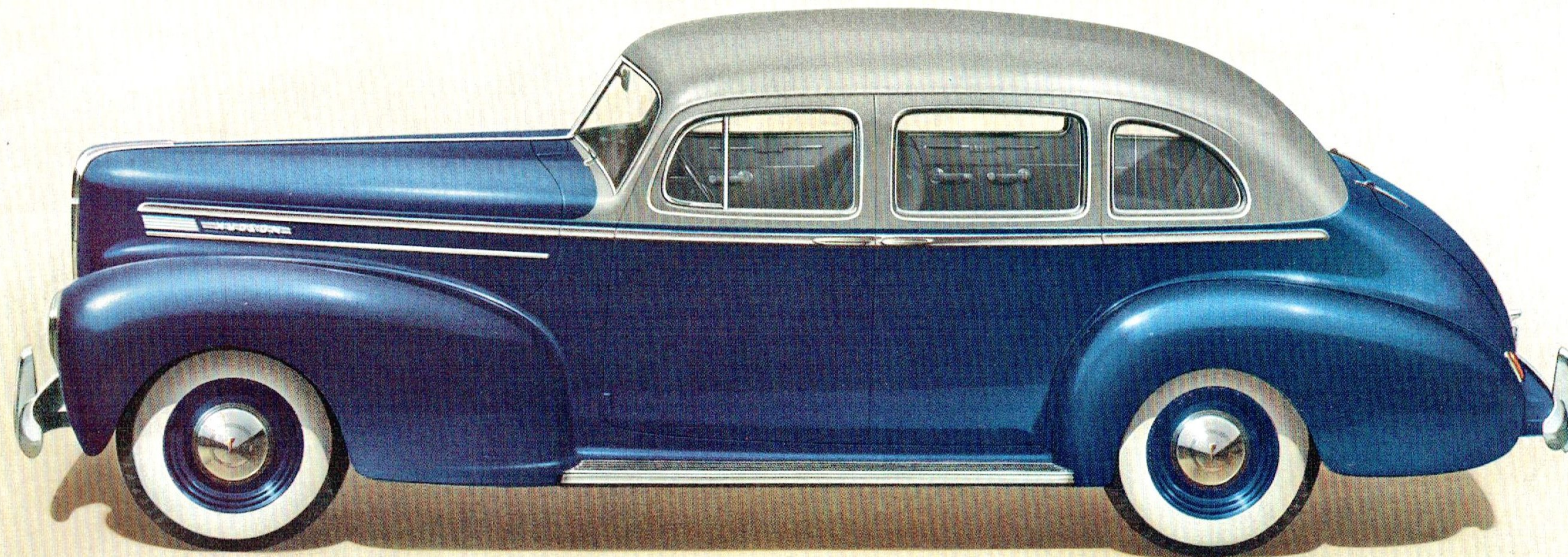


The distinctive front end of the Hudson Six De Luxe reaches new heights of refinement and beauty for 1941. Sealed Beam Headlamps are in fenders, low and widely spaced. New grilles, increased in number, are heavier and wider, emphasizing the breadth and lowness of the entire car. Parking lights on the hood, an original Hudson style touch, are double their 1940 size. Behind them, the name "Hudson" appears in brilliant metal.

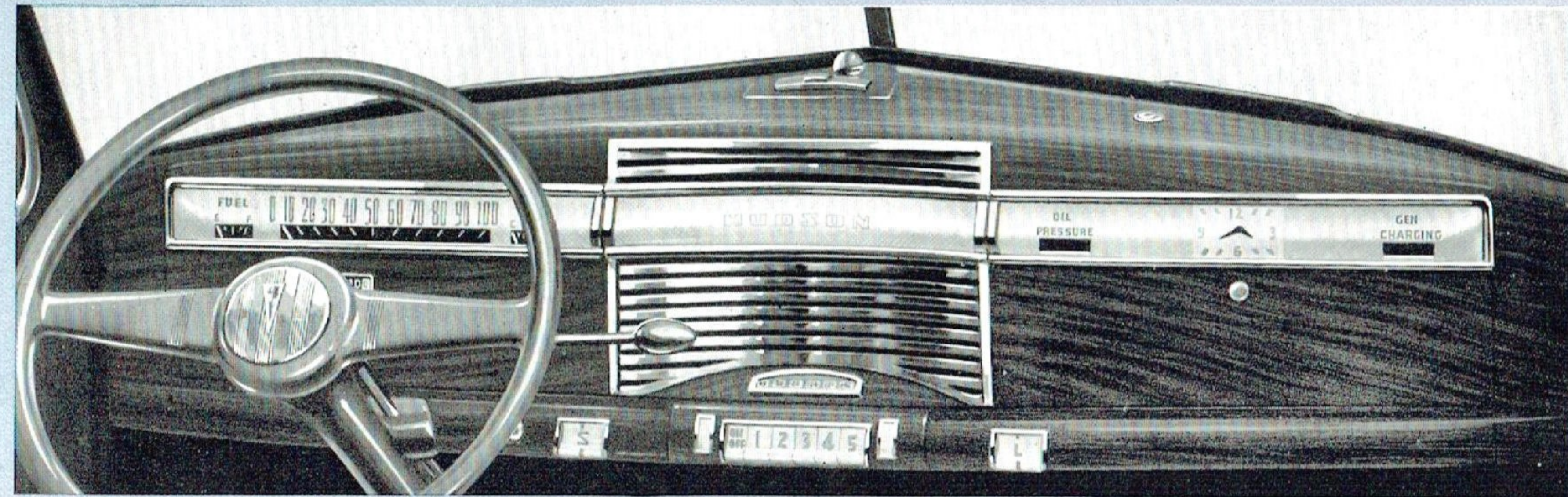


The new, lower roof lines swing downward, around the new, curved rear window (now 50 square inches larger), blending into the graceful rear deck. Deck lid hinges are decorative and mounted outside, so as not to interfere with luggage. The luggage compartment, largest ever provided in a sedan body, is illuminated inside by the new, larger tail lights. New gravel guard protects the finish from objects thrown up from the road.

(Below) New 1941 Hudson Six De Luxe Four-Door Touring Sedan for 6 passengers. Clearly evident are the 5 1/2-inch greater body length . . . the sleek lowness . . . the new, flatter, two-inch lower roof line . . . the new fender contours and masterfully shaped rear end. Rear door openings are 3 inches wider at the floor line. Door hinges are concealed. Notice the new safety-type door handles streamlined into the broad chrome belt moulding which runs the length of the car. Drip mouldings extend clear over the rear quarter window. All models with or without running boards at no extra cost. Twin air horns are standard. Two-tone exteriors (as illustrated) optional at extra cost. White sidewall tires extra.

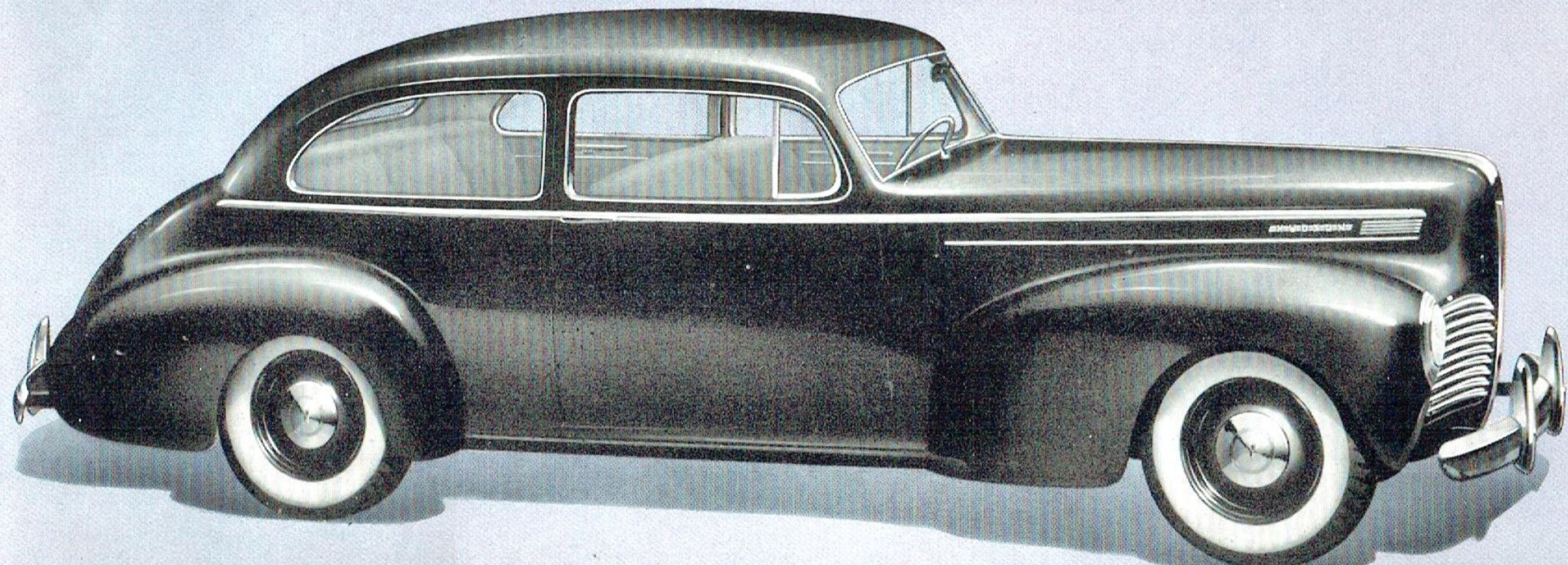


(Left) An interior which would do credit to a car twice the price of this 1941 Hudson Six De Luxe. "Three pillow type" upholstery is of high quality woolen twill. Two interior tone combinations are available . . . tones of gray (illustrated), and tones of tan; each harmonizing with a group of the beautiful, new 1941 exterior colors. Color harmony extends even to carpeting and floor mats. Door panels are in a striking new combination of striped and plain cloth, with garnish mouldings of satin-finish chrome. Rear quarter window ventilation of the draft-free, sliding type is crank-controlled, as in the most expensive cars. Airfoam Seat Cushions optional at small extra cost.



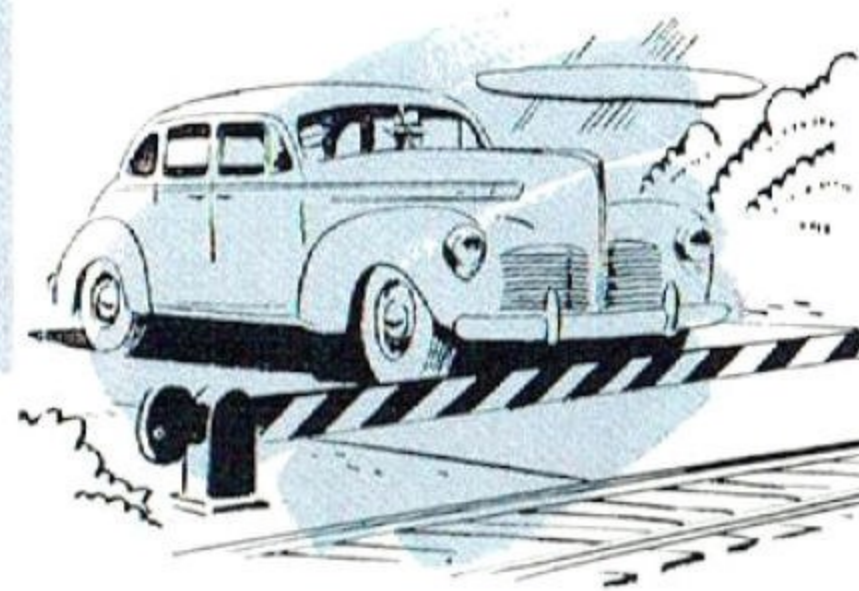
(Above) New instrument panel of Hudson Six De Luxe. Instrument dials are black with white figures; instrument lenses are of newly developed Lucite, which carries light throughout its entire length, giving a beautiful, uniform illumination. Notice the built-in radio grille, of unique and graceful concave design. (Radio extra.) Ashtray is just above it. Color of the new two-spoke steering wheel matches the interior trim. Package locker is unusually large.

(Below) New Hudson Six De Luxe Two-Door Touring Sedan for 6 passengers. Wide doors and the convenient swivel-type front seat make it unusually easy to enter or leave the rear. With or without running boards at no extra cost. Airfoam Seat Cushions, white sidewall tires, extra cost options.



## FOR THE THINGS YOU MISS IN Drive a New

That a car could be so big, luxurious and powerful as this new Hudson Six . . . and still be priced among today's lowest . . . seems incredible to those who do not know of Hudson's 31-year record of engineering leadership, or of Hudson's unique and highly developed manufacturing methods. These things make the Hudson Six *different* from any other car in its price class . . . by *proof* it gives more for the money in *every* way.



### America's Safest Car

Regardless of price, no car but a Hudson gives you the *extra* protection of Patented Double-Safe Hydraulics and Patented Auto-Poise Front Wheel Control . . . to name but

two of the great features that "think" for you in times of emergency, helping to guard you and your loved ones against harm. These two great safety features alone justify the title: "America's Safest Car."

### More Power . . . Greater Economy

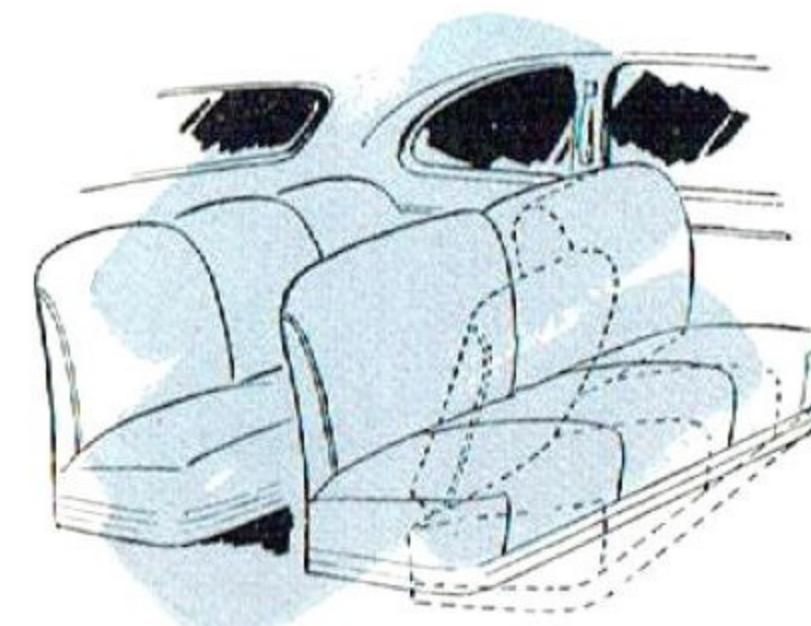
You'll have to go far beyond the price of a Hudson Six to equal its 92 smooth horsepower. New, higher torque performance for 1941 gives even faster getaway and flashing performance on hills. Other motor improvements have increased this car's already notable gasoline economy . . . and the money-saving endurance testified to by unbeaten records on the books of the American Automobile Association Contest Board.

### More Size and Room

No car in the lowest price field has ever provided such all around size and roominess. Total inside capacity of the new Hudson Six is way ahead of its class . . . and a full 5 1/2 inches have been added to the body, longest of all cars in the lowest price field last year. Luggage space is the biggest ever built into any sedan, *regardless of price.*

## OTHER LOWEST PRICED CARS HUDSON *Six*

The entirely new Coupe, low and fleet-looking, has an additional 12 inches of body length inside. In 3-passenger models, this provides space for an extremely wide shelf behind the seat . . . a feature greatly appreciated by those who use their cars in business. In the new Club Coupes, a full-width rear seat extends clear across the back . . . comfortable seating for 2 or 3 extra passengers in this intimate, but roomy, car.

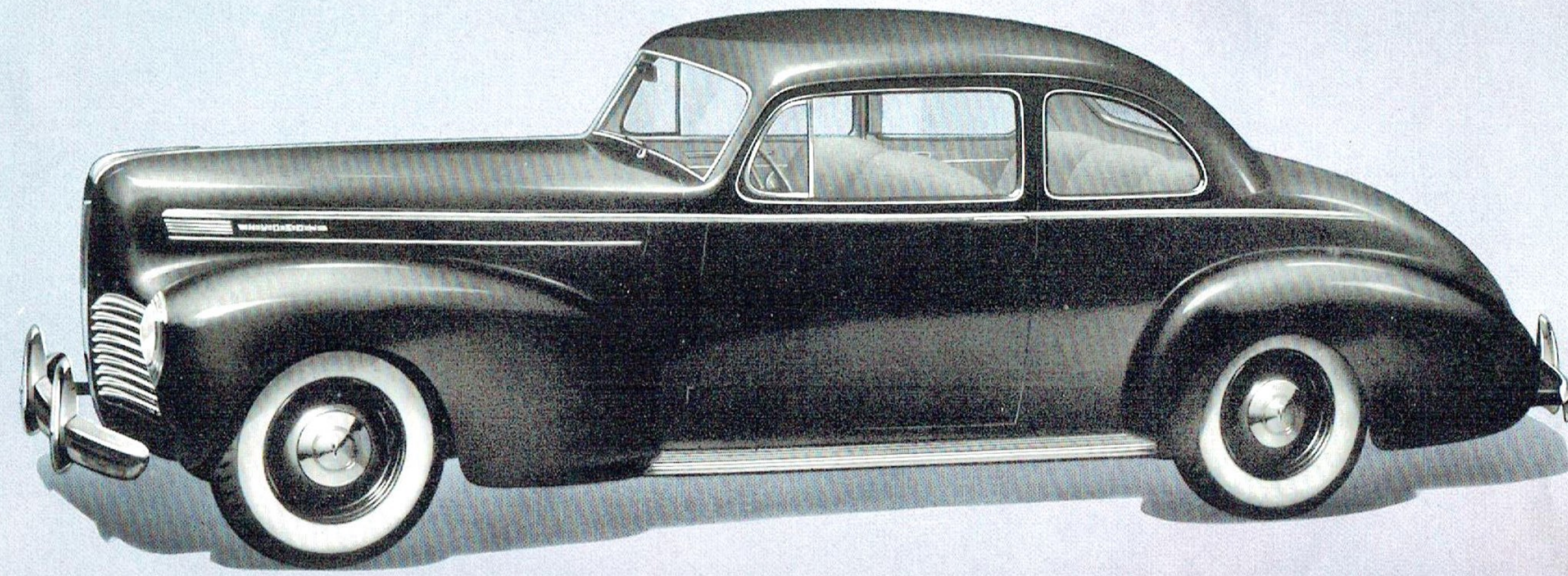
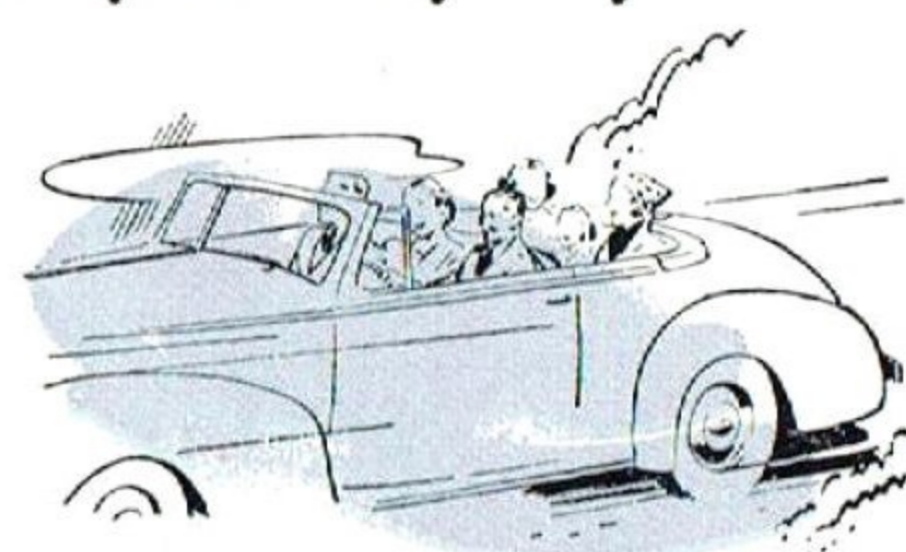


### Finest Riding and Handling

In the all-important matter of easy riding, Hudson has spared absolutely no effort in improving on the very best obtainable. Thus, Hudson's Independent Front Wheel Coil Springing is the further development of a type used only in a few other cars . . . and these are priced high above any Hudson. True Center-Point Steering, found in only two other cars, both in the high price field, is still further perfected in this Hudson Six. The new all-silent synchromesh transmission is actually *better* than the type used in the most expensive cars.

### More For Your Money In Every Way

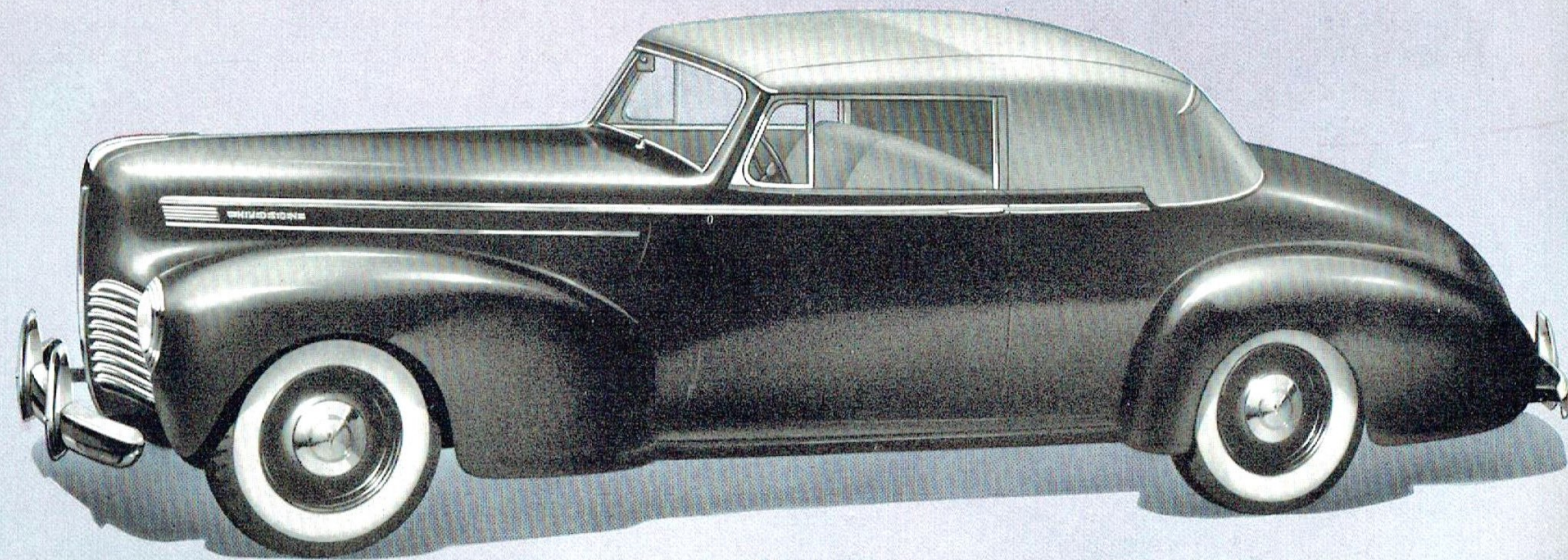
Just check over these extra values, and you'll begin to see what a truly amazing car Hudson's 31 years of engineering leadership have created, in this new Hudson Six. Then add the many other safety, comfort and performance advantages you'll find upon closer inspection. Add superb beauty and the new luxury of Symphonic Styling, never offered before in a popular priced car. Hudson challenges the "other three"—or any car within many dollars of the Hudson Six price—to give you so much for so little. See and drive this great car . . . judge for yourself!



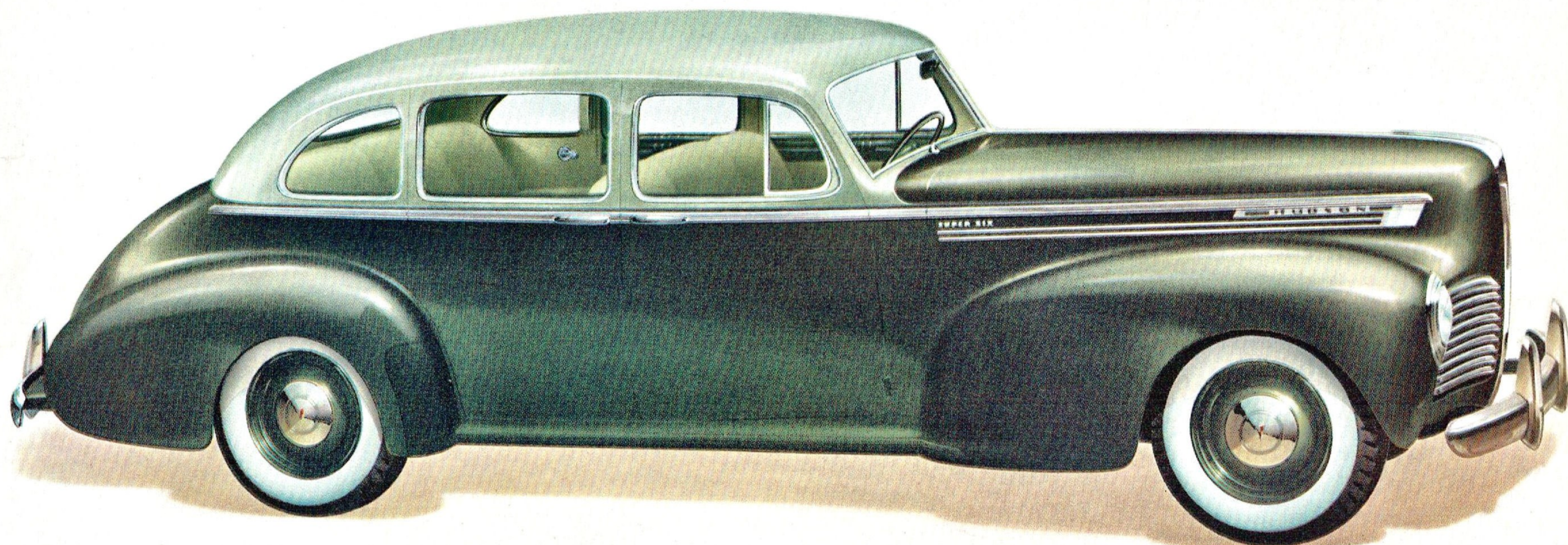
(Above) New Hudson Six De Luxe Coupe . . . Club Coupe model or 3-Passenger Coupe model. Exceptional roominess of new interior makes possible an extra wide luggage shelf in 3-Passenger model . . . a full-width rear seat in Club Coupe model, with swivel front seat. With or without running boards at no extra cost. Airfoam Seat Cushions and white sidewall tires extra.



(Below) New Hudson Six De Luxe Convertible . . . with deep-buffed leather upholstery. Airfoam Seat Cushions standard. Top raises or lowers at the touch of a button on the instrument panel. New, specially-reinforced convertible frame for rigidity and quietness. With or without running boards at no extra cost. Rear quarter windows and white sidewall tires, extra cost options.



(Below) New Hudson Super-Six Four-Door Touring Sedan for 6 passengers, in a view which does justice to its greater length, its lower, flatter roof line and graceful new rear end. Available with or without running boards at no extra cost. White sidewall tires extra. Two-tone bodies (as illustrated) are optional at small cost.



(Right) Strikingly beautiful rear interior of the new Hudson Super-Six Sedan . . . in tones of rich green to harmonize with the green exterior. This is one of three interior tone combinations made available by Symphonic Styling. Color harmony extends even to floor mats and carpeting . . . to the new leather-finish kickpads on the doors and heelpad across the front of the seat . . . and to the deep metal valances on the doors.



This richly colored instrument panel adds the final touch of distinctive beauty to the interior of the 1941 Hudson Super-Six. Its color harmonizes smartly with the interior of each individual car—gray panel with gray interior, green (as illustrated) with green, grained tan with tan. The gracefully curved radio grille occupies the center of the panel whether or not a radio is installed. (Radio extra.) Below it are the easily-read radio dial . . . and the safety-type radio control buttons, flush with the panel. At the very bottom of the panel, provision has been made for the installation of accessory controls and switches; there is no need to bore disfiguring holes in the panel itself.

# New 1941 HUDSON *Super-Six*

121-INCH WHEELBASE . . . 102 HORSEPOWER

## *Symphonic Styling*

with INTERIORS THAT HARMONIZE WITH EXTERIOR COLORS

In this most distinctive of all low priced cars, Symphonic Styling reflects increased wheelbase in even more graceful and strength-flowing body lines.

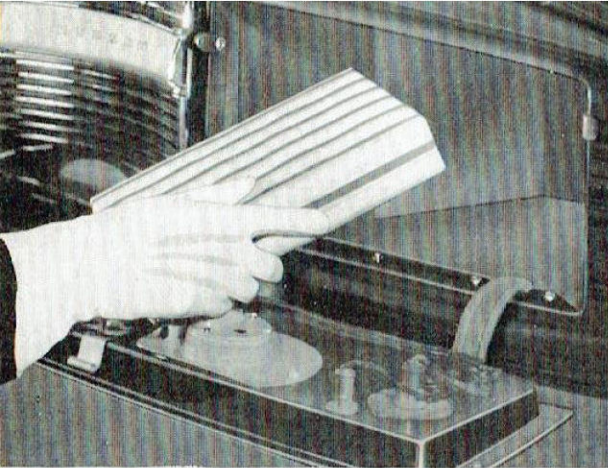
The choice of interior-exterior color combinations is even wider and richer than in the Hudson Six . . . for the Super-Six has its own group of *three* interior color treatments, in tones of green, gray and tan.

Colors of instrument panel, steering wheel and column, floor coverings, fabrics and leather-finish trim all harmonize with each other . . . and with the exterior body color.

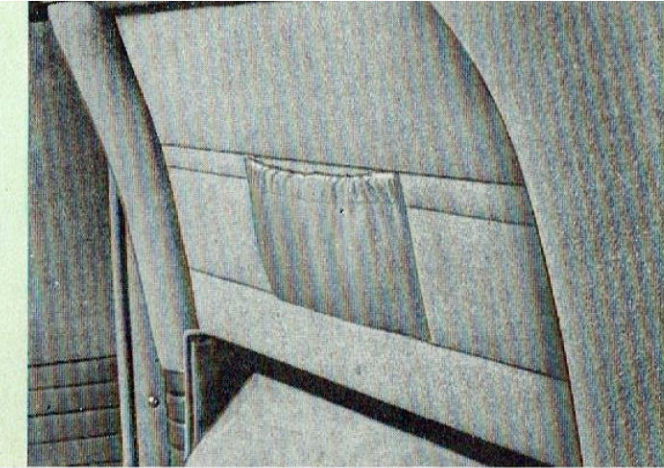
The upholstery material is a high quality Hockanum Tweed, specially selected for this model. Garnish mouldings are satin chrome, and the leather-finish trim is ribbed and padded to add still further to the luxury of this interior.

A truly beautiful car . . . one that will be viewed with admiration, driven with pride.





Motordom's biggest parcel compartment, fitted with a sturdy lock . . . in all 1941 Hudsons.



Rear seat passengers in 4-Door Sedans also have a handy place for gloves and packages.

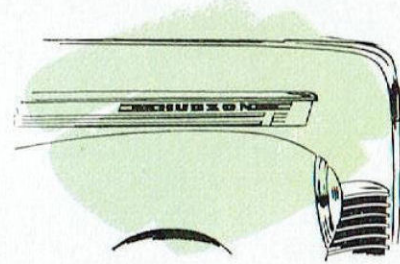


Rear quarter ventilation of the draft-free, sliding type is operated by a convenient crank.

*A Super-Six in Beauty . . .*  
**A Super-Six in Performance and Safety, Too!**  
**YET PRICED JUST ABOVE THE LOWEST**

For those who want something finer, yet want to pay a price just above the lowest, Hudson presents this 1941 Hudson Super-Six . . . with extra length and power, added beauty and completeness of equipment. Never before did a few extra dollars buy so much more!

As in all Hudsons, *unequaled safety* is one of the most important advantages the new Super-Six offers its buyers. In addition to the proved *extra protection* features that have won Hudson the name *America's Safest Car*, many new improvements make the Super-Six *safer still* for 1941.



**A Symphony of Style and Luxury**

Here the fundamental beauty of line and color harmonies of Symphonic Styling are heightened by countless finishing touches. The word "Hudson" is carried in

striking black plastic on the sides of the bonnet, immediately behind the new and distinctively-shaped parking lights. And the identifying name "Super-Six" is found at the rear of the hood, in raised letters of brilliant chrome. New safety door handles are streamlined into the broad chrome belt moulding that runs full length of the car.

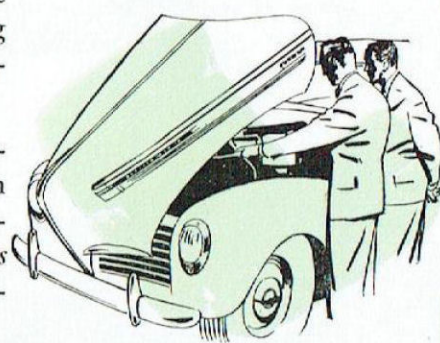
Seats are extra wide, deep-cushioned, beautifully tailored in the fashionable three-pillow style . . . with the cool comfort of Airfoam available at small extra cost. Washable, leather-finish trim, used in interesting and practical ways, strikes still another new and unusual style note.

No other low priced car matches the 102 horsepower of this Super-Six. And no other can equal

its brilliant performance on the road . . . its amazing smoothness at all speeds.

**Six-Cylinder Performance at Its Finest**

This is the six-cylinder engine at its best—built by the company that pioneered the modern, high speed motor. It was the first six-cylinder engine with *double carburetion*, and is still one of the very few to give you this money-saving and performance-improving feature.



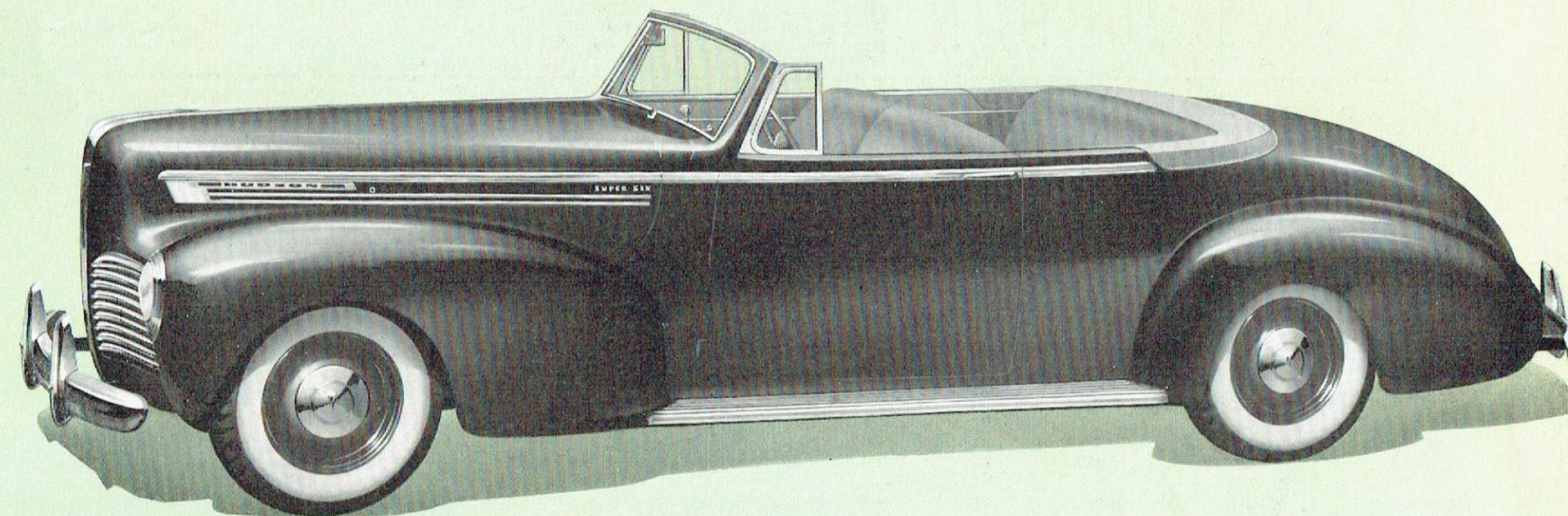
The new Hudson Super-Six rivals many eights in the quality of its performance . . . yet it excels *most small sixes in economy!*

**New Riding Smoothness and Driving Ease**

The gentle, floating ride of the new Super-Six is a source of wonder to its owners. Its effortless handling makes driving a never-ending pleasure. Clutch and brake pedals work more easily than ever before . . . the new synchromesh transmission shifts easily and *silently* from the convenient Handy Shift lever at the wheel.

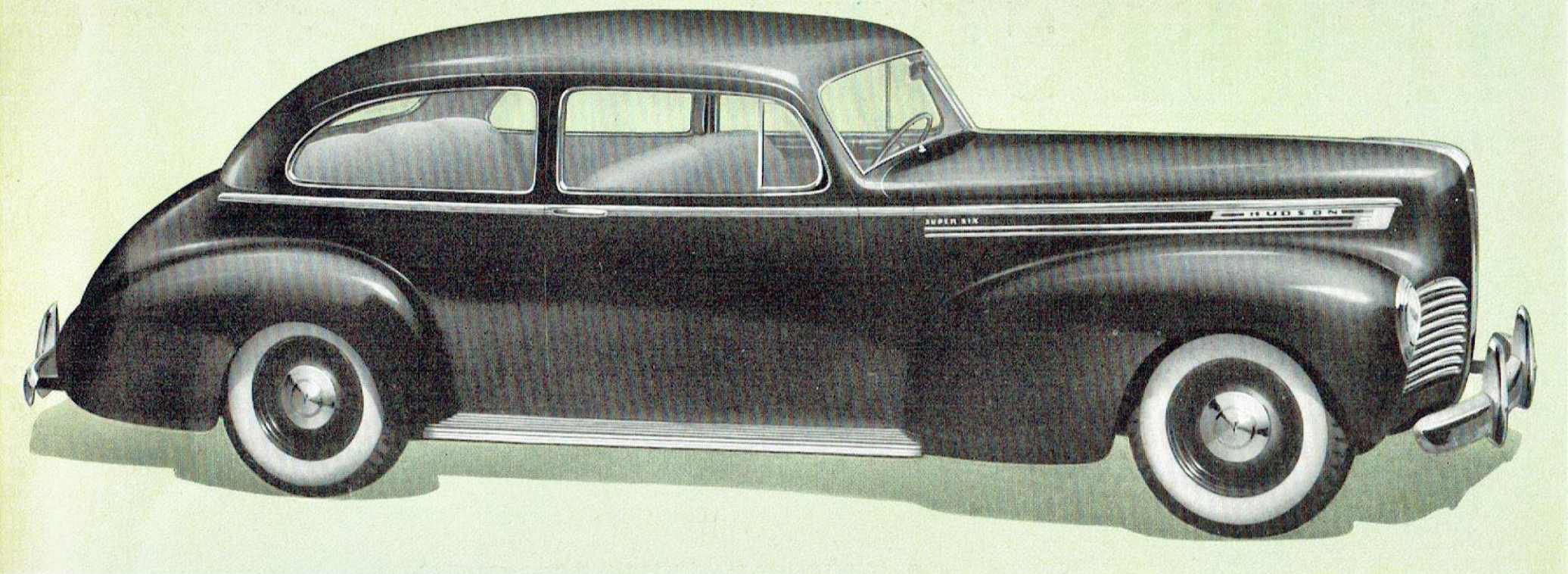


Make your own dollar-for-dollar comparisons of low priced cars . . . on any basis you wish. You'll find, as so many others are finding, that the new Hudson Super-Six is the year's *value leader* in the price field just above the lowest.



(Above) New Hudson Super-Six Convertible . . . with hand-buffed leather upholstery. Airfoam Seat Cushions standard. Top, including large rear quarter window, raises or lowers at the touch of a button on the instrument panel. Specially-reinforced convertible frame. With or without running boards at no extra cost. White sidewall tires extra.

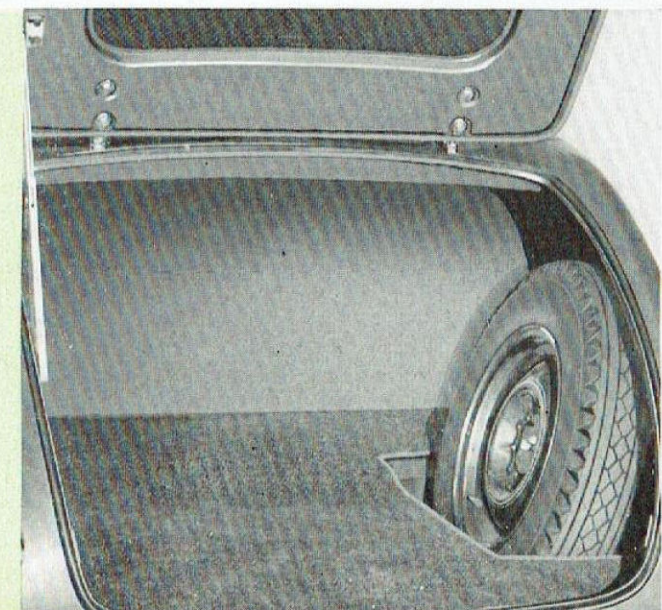
(Below) New Hudson Super-Six Coupe . . . Club Coupe model or 3-Passenger Coupe model. Exceptional roominess of new interior makes possible an extra wide luggage shelf in 3-Passenger model . . . a full-width rear seat in Club Coupe model, with swivel front seat. With or without running boards at no extra cost. Airfoam Seat Cushions and white sidewall tires are extra cost options.



(Above) New Hudson Super-Six Two-Door Touring Sedan for 6 passengers. Wide doors and convenient swivel front seat make it unusually easy to enter or leave the rear. With or without running boards at no extra cost. Airfoam Seat Cushions and white sidewall tires are extra cost options.

(Left) Beneath the graceful rear deck of 1941 Hudson Sedans is the largest luggage compartment ever provided in a sedan body. And its usefulness is further increased by a new way of mounting the spare tire, upright *at the side* of the compartment.

(Right) Coupes, too, have compartments of unequalled size and convenience concealed under the smart lines of the newly designed rear deck. As in Sedans, deck hinges of a very decorative type are mounted *outside*, so as not to interfere with luggage.



## New 1941 HUDSON

### Commodore Series

COMMODORE EIGHT AND COMMODORE SIX ON 121-INCH WHEELBASE  
(128 and 102 Horsepower)

#### Symphonic Styling

with INTERIORS THAT HARMONIZE WITH EXTERIOR COLORS

Symphonic Styling, in this new Commodore Series, represents a new high in motor car design and complete color harmony.

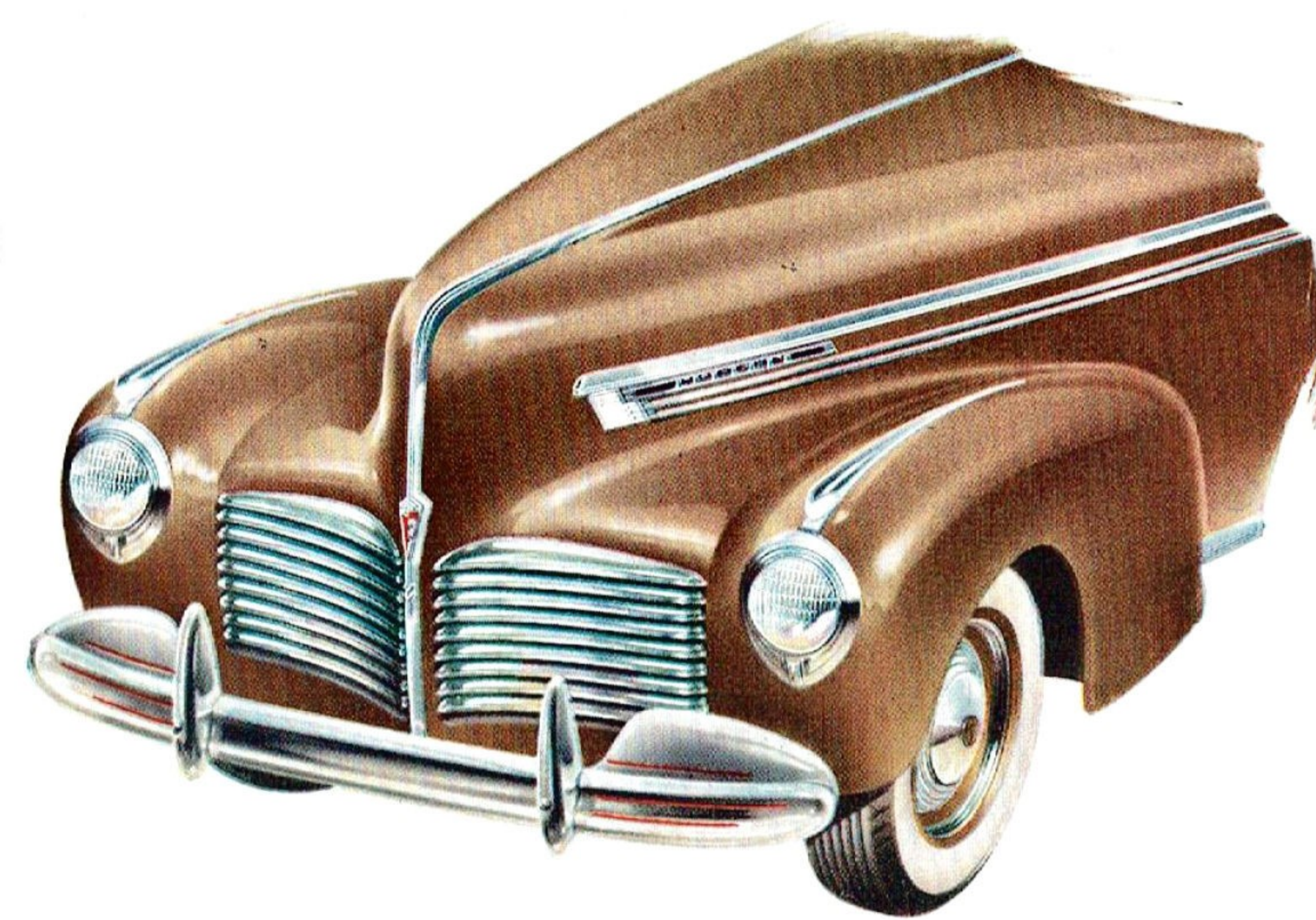
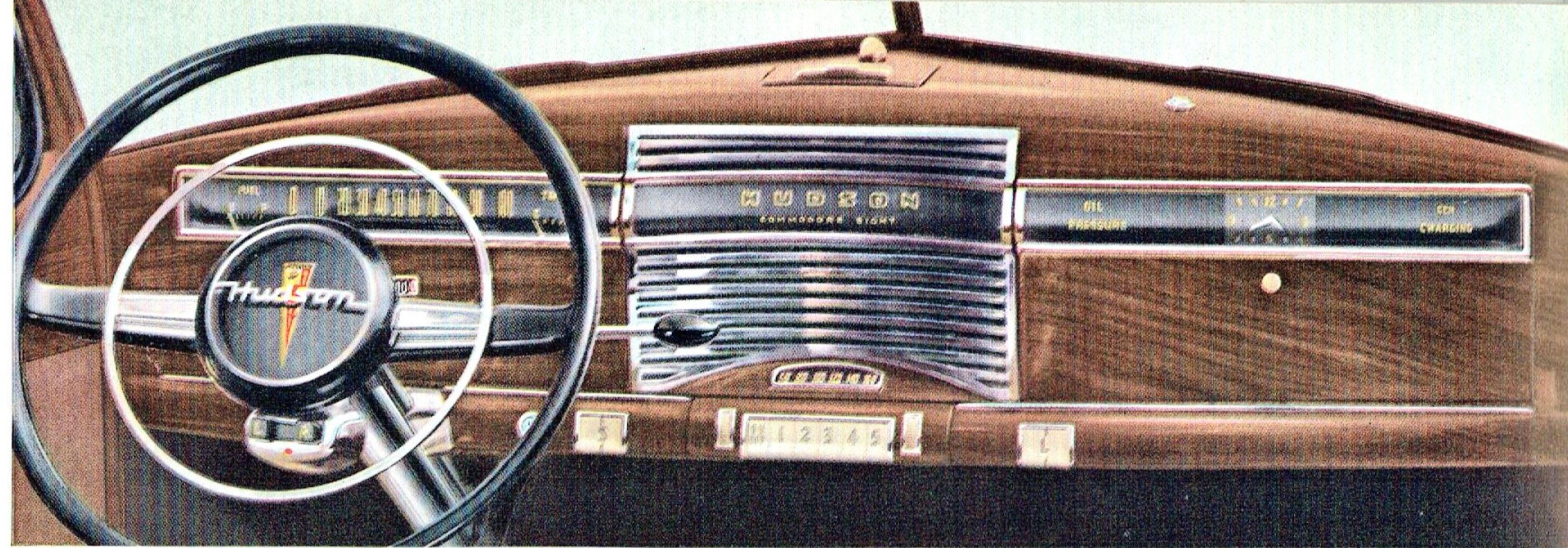
Outside, rich added beauty is contributed by the details of chrome and stainless steel ornamentation, parking lights, running boards and name design.

Inside, the three beautiful new Commodore interiors . . . in rich tones of green, gray or tan to harmonize with the exterior color selected . . . are upholstered in individually selected fabrics of the highest quality. Color harmony is carried out in the distinctive instrument board, in floor coverings, leather trim and in lavish equipment particularly designed for these luxury cars.

Except for power plant and a few design details, the Commodore Six and Eight are identical in every respect. They are America's *lowest priced fine cars* . . . today's outstanding values in the moderate price field.

(Right, above) This richly beautiful instrument panel, with special de luxe type steering wheel, distinguishes 1941 Hudson Commodore models. The panel is finished in grained tan (as illustrated), gray or green to harmonize with the interior color scheme. Radio and directional signals extra.

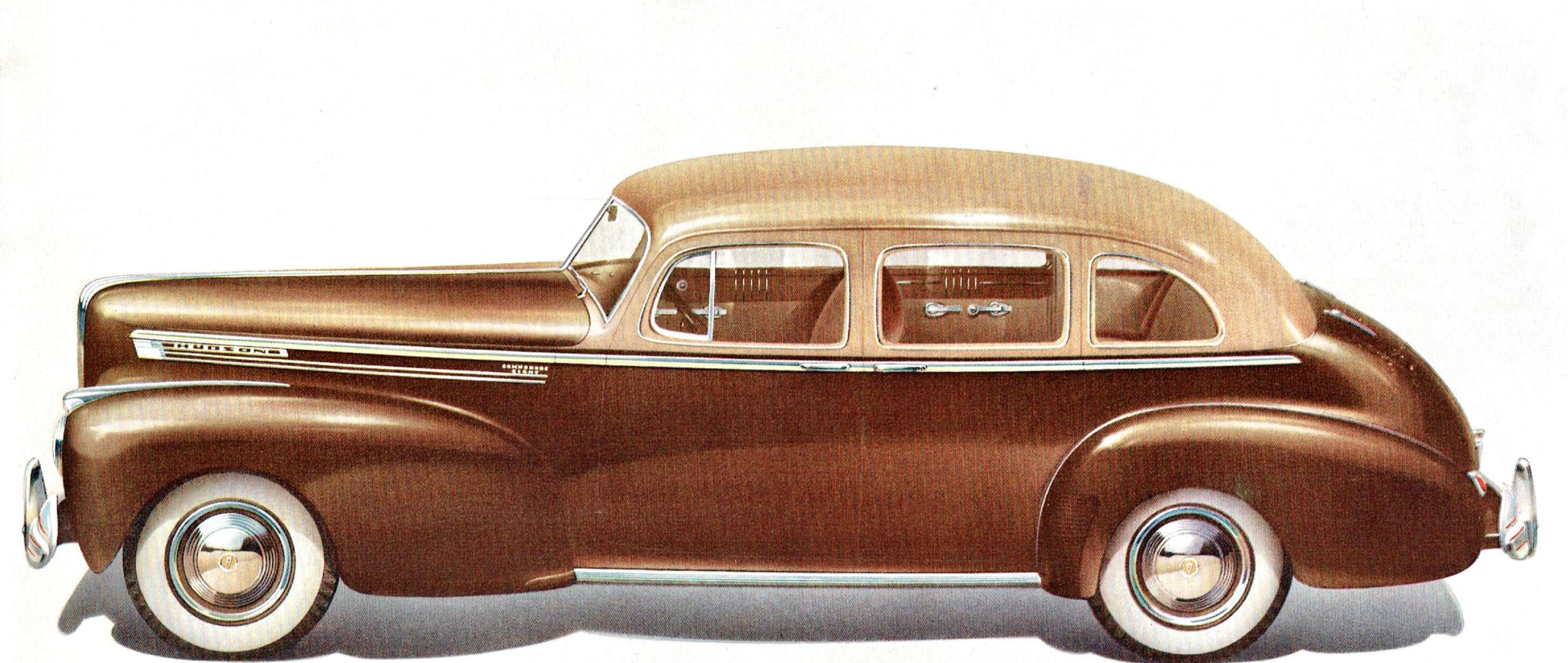
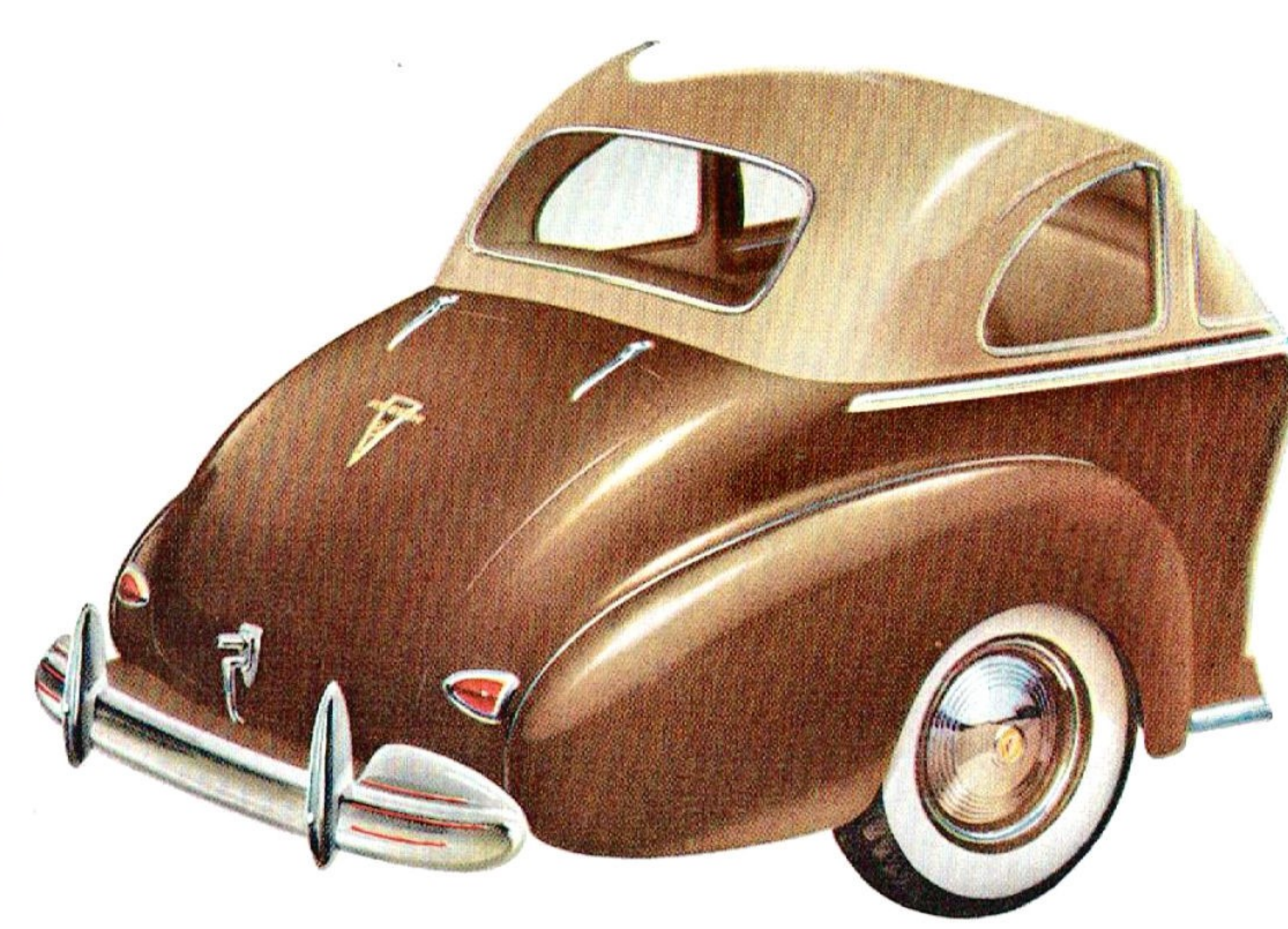
(Right, below) In Commodore interiors, a beautiful triple cord upholstery is tailored in the luxurious single-pillow style. In addition, front and rear seat backs and armrests are paneled in a harmonizing shade of genuine leather. Airfoam Seat Cushions are standard.

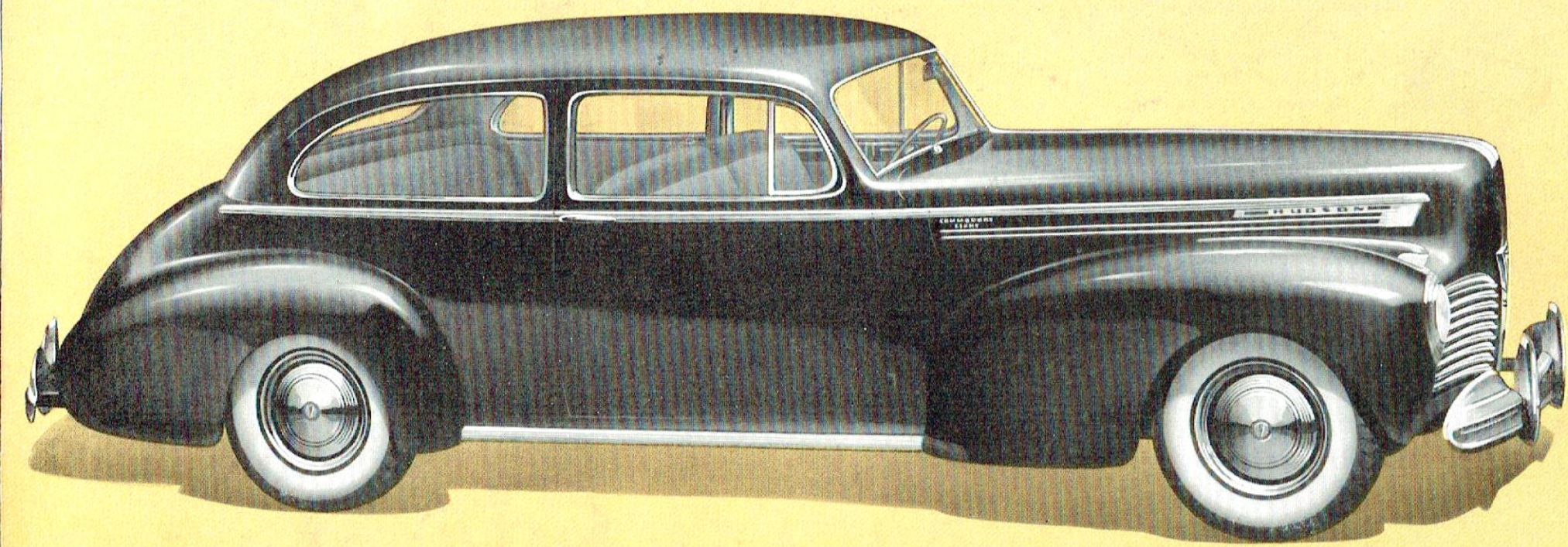


(Left) Many special identifying features mark this Commodore front end as unmistakably belonging to the finest Hudson of them all. New bumper with "wing" fender guards, special ornamental fender parking lights and added richness of decoration are noteworthy.

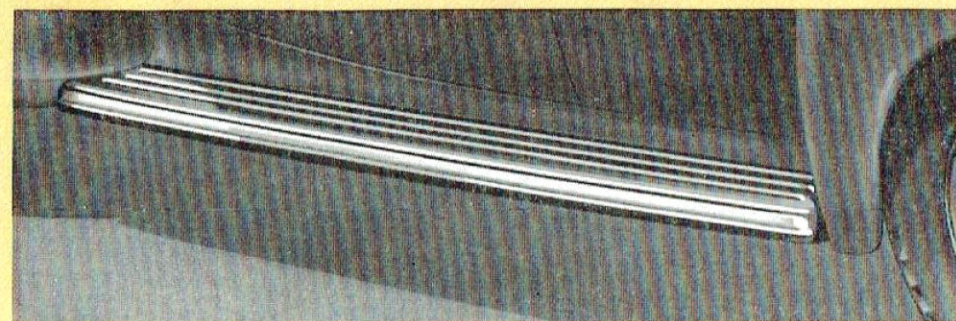
(Right) Most striking "going away" appearance on the road today! This new Commodore Eight rear end is distinguished by larger tail lamps, new triangular rear deck ornament in which "Hudson 8" appears in brilliant metal, and special fender welts of bright chrome.

(Below) New Hudson Commodore Four-Door Touring Sedan for 6 passengers . . . showing many of its added decorative touches. Note, for example, the center band of color that sets off the full-length chrome belt moulding . . . the heavy chromium mouldings around all window openings. Commodore models are available with or without de luxe running boards at no extra cost. Two-tone bodies (as illustrated) optional at small cost. White sidewall tires and wheel trim rings extra.





(Above) New Hudson Commodore Two-Door Touring Sedan for 6 passengers. Wide doors and the convenient swivel-type front seat make it unusually easy to enter or leave the rear. With or without de luxe running boards at no extra cost. Airfoam Cushions standard. White sidewall tires and wheel trim rings extra.

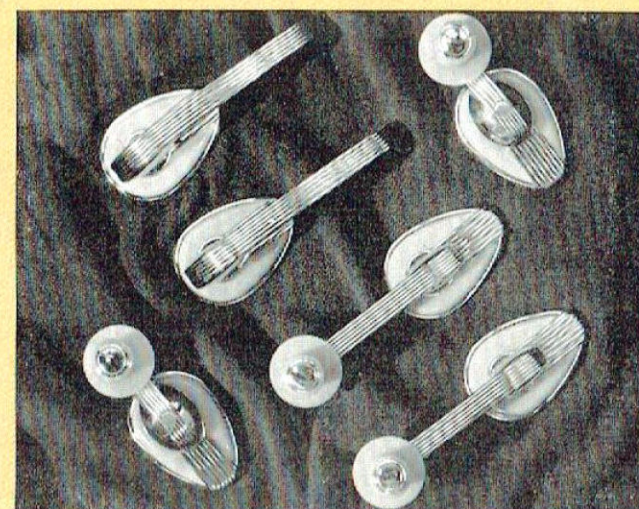


A notable style advancement for 1941 is this new de luxe running board, standard on all Hudson Commodores, available at small extra cost on other 1941 Hudsons.

For the first time, those who want the extra utility and protection that running boards afford, can have these qualities combined with fine appearance . . . a striking addition to the beauty of the car.

With their broad stainless steel outer mouldings and parallel strips of stainless steel inset in safety rubber, these narrower, graceful running boards are a unique combination of beauty and rugged strength. The first important forward step in running board design in a generation of motor car advancements!

Brilliant metal and French Gray plastic complement each other in this newly-designed Commodore hardware. Knobs are plastic, with distinctive guards. Escutcheons have plastic inlays—an unusual touch.



## AMERICA'S LOWEST PRICED FINE CARS

In all the broad range of medium priced automobiles, there are no other values to match these brilliant 1941 Hudson Commodores.

In them—and in them only—can you get the last word in style, comfort and performance . . . yet pay *LESS than you would for most other cars of moderate price!*

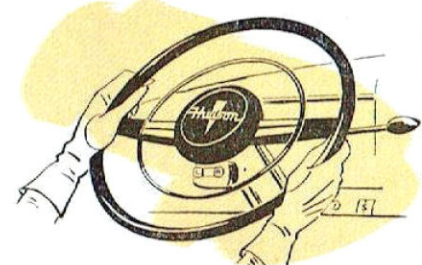
### Style Leadership

Even a casual inspection of the preceding pages will bring to light dozens of new and attractive style ideas . . . ideas that give the Hudson Commodore Series its marked individuality and distinction.

New thoughts on color harmony . . . on tailoring and the use of leather . . . on decoration and ornamentation. Typical of these style ideas are Hudson's new de luxe running boards . . . new bumper treatment . . . new bright metal mouldings around the windows.

Nothing has been omitted, nothing left undone, that would contribute to the masterful beauty and luxury of these Commodore Hudsons.

### Interior Luxury



On every hand, you'll find evidences of lavish completeness of detail. The steering wheel, for example, is a new de luxe type . . . of black plastic, with a horn ring supplementing the center button. The name "Hudson" and the distinctive

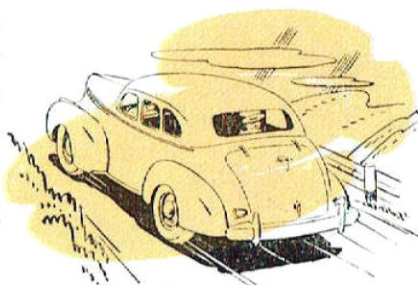
Hudson crest are beautifully reproduced in the center.

Again . . . the instrument dials, as well as lenses, are of light-carrying Lucite . . . giving a beautifully soft, but clear, illumination across the entire panel.

It is this devoted attention to detail that sets these cars apart . . . makes them the *first truly fine cars* that ever were priced so low.

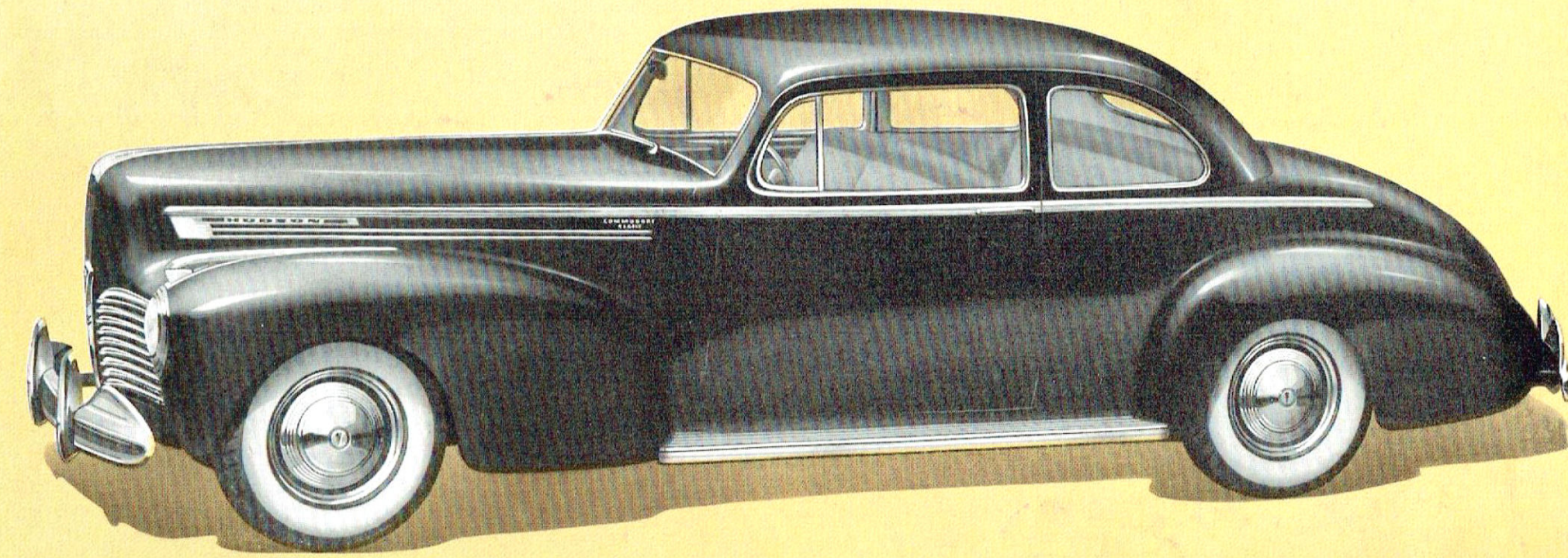
### Two Great Cars . . . Two Great Values

When you drive a Commodore Eight, you have 128 spirited horsepower at your disposal. The touch of your toe controls America's most brilliant straight eight engine . . . holder of scores of official stock car records for performance and endurance. Yes, and a leader in *economy*, too!



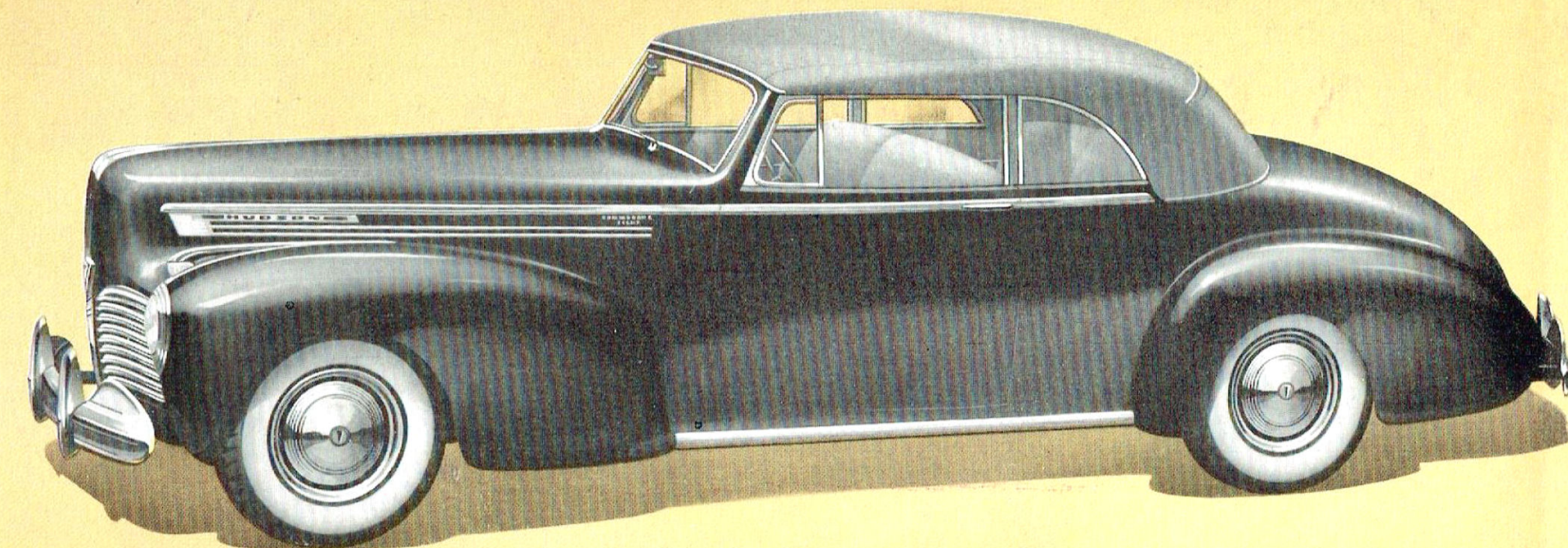
If you prefer a quality six-cylinder car, you need look no further than the new Commodore Six—outstanding example of the six-cylinder automobile at its very finest.

Both the Commodore Six and Commodore Eight are luxury cars in every detail. Both have all the comfort, ease of handling and safety only Hudson knows how to build into an automobile. Dollar for dollar and feature for feature, they are the finest values offered to buyers of moderate priced cars today.



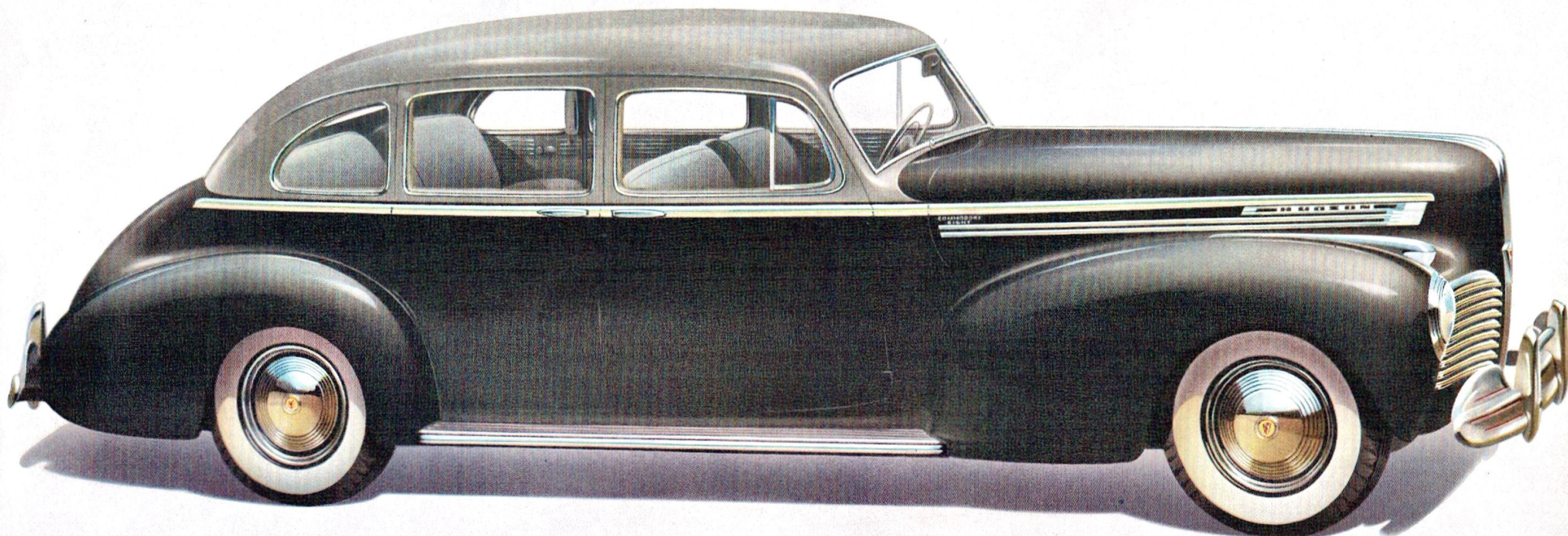
(Above) New Hudson Commodore Coupe . . . Club Coupe model or 3-Passenger Coupe model. Added interior length makes possible an extra wide luggage shelf in 3-Passenger model . . . a full-width rear seat in Club Coupe model, with swivel front seat. With or without de luxe running boards at no extra cost. Airfoam Cushions standard. White sidewall tires and wheel trim rings extra.

(Below) New Hudson Commodore Convertible . . . with hand-buffed leather upholstery. Airfoam Cushions standard. Top, including large rear quarter window, raises or lowers at the touch of a button on the instrument panel. New, specially-reinforced Convertible frame. With or without de luxe running boards at no extra cost. White sidewall tires and wheel trim rings extra.





(Below) New Hudson Commodore Custom Eight Four-Door Touring Sedan for 6 passengers. Air-foam Seat Cushions and new de luxe running boards are standard. May be obtained without running boards at no extra cost. White sidewall tires extra.



This superb car is built for those who want the very finest. Outside, tireless attention to detail has given these cars notable individuality and distinction. Notice the taste of chrome treatment; the "Hudson" and "Commodore Eight" name design; heavy chrome mouldings outlining all windows; chrome wheel rings and extra large hub caps; parking lamps on hood; fender lamps that operate with the tail lamps as directional signals. "Big little things," these, of exceptional fineness and completeness.

# New 1941 HUDSON *Commodore Custom Eight*

TOURING SEDAN ON 128-INCH WHEELBASE  
COUPES ON 121-INCH WHEELBASE

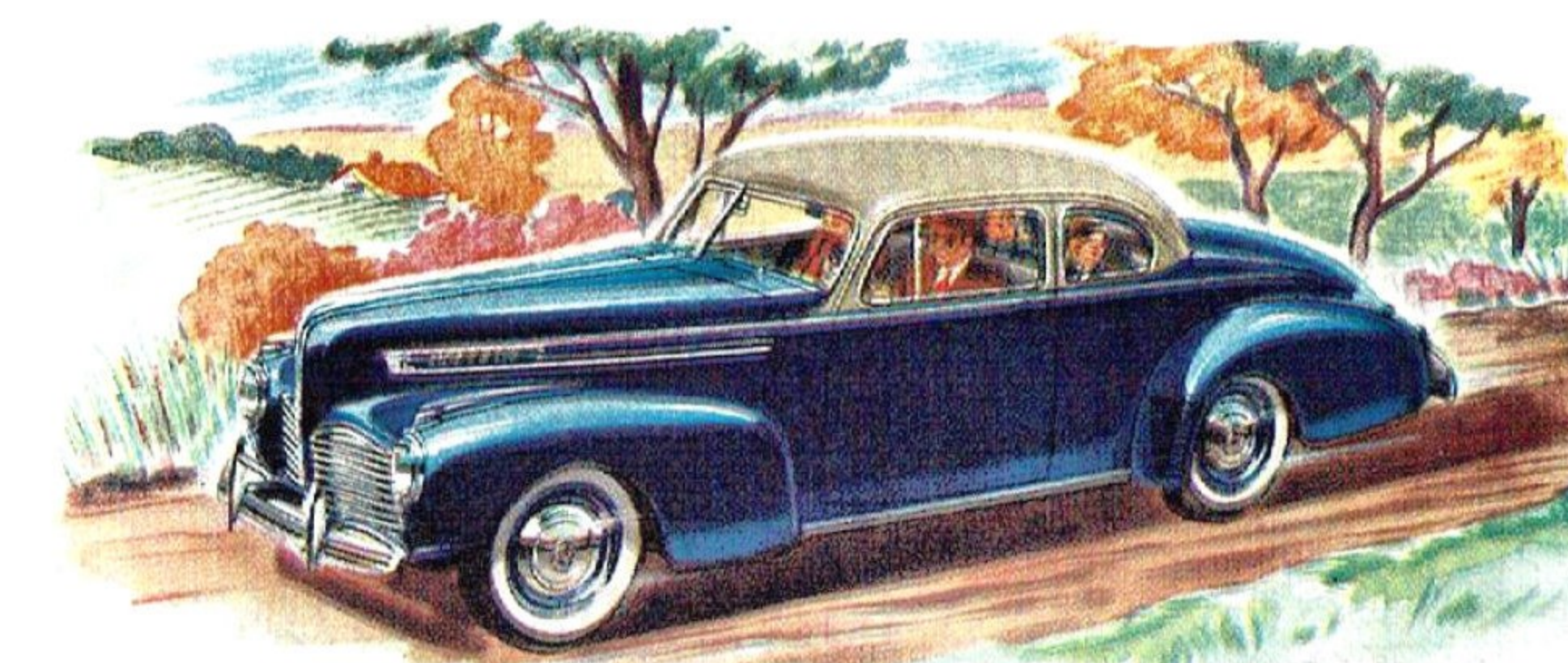
## *Symphonic Styling*

with INTERIORS THAT HARMONIZE WITH EXTERIOR COLORS

Symphonic Styling finds its fullest expression in these new Custom Commodore models. Although moderate in price, they are worthy of comparison with America's costliest fine cars . . . and they're built to out-value every one of them by a wide margin.

The luxurious new interiors are fashioned in tan, gray or green . . . to harmonize with the exterior color of your choice. In addition to the wide range of regular exterior colors, four beautiful new *two-tone* exterior color combinations are available at no extra cost in these Custom models.

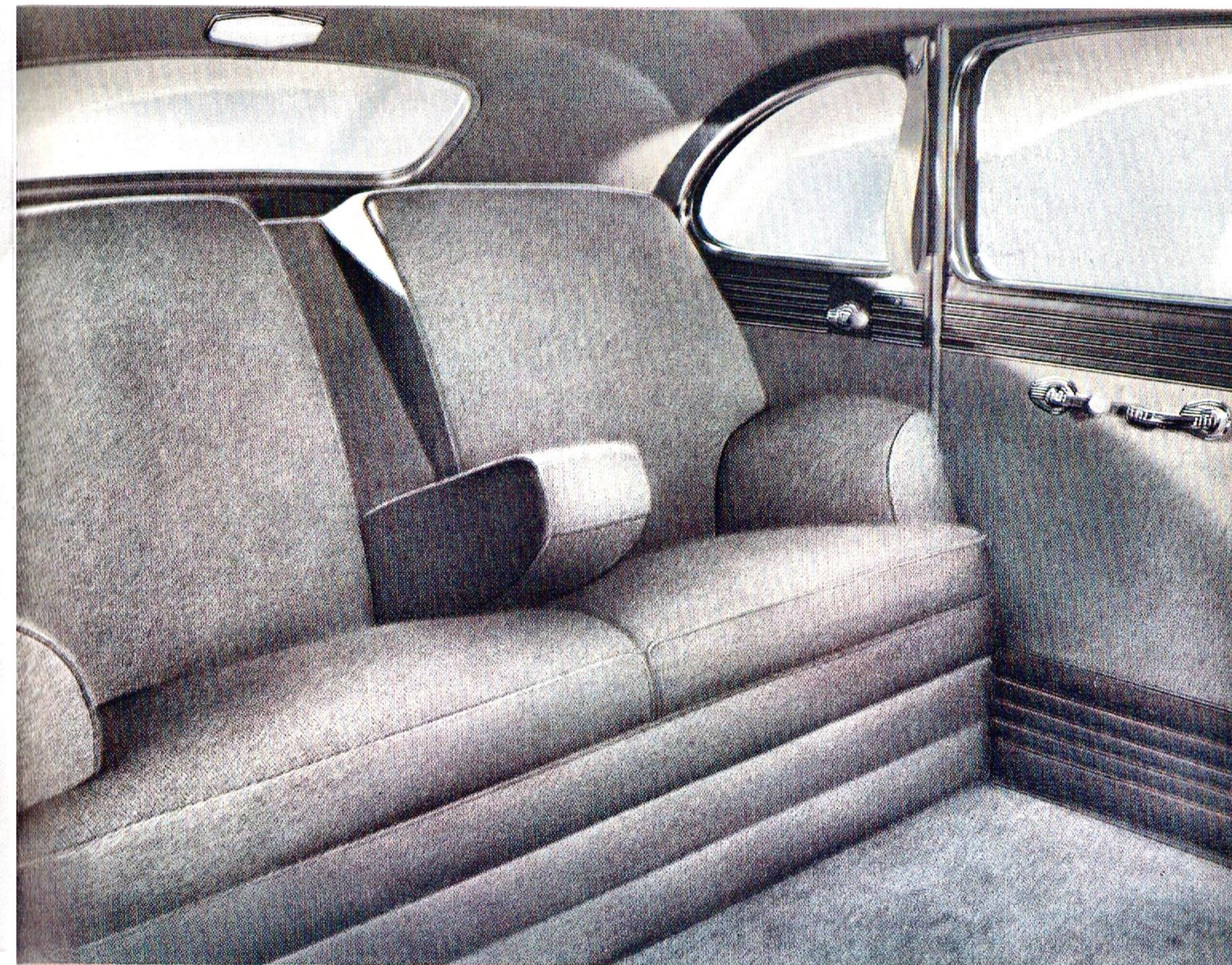
In beauty and luxury, comfort and riding smoothness, safety and power, these cars are the all-time finest of all Hudsons.



### New HUDSON *Commodore Custom Eight* CLUB COUPE

This new Coupe carries out the fine features and appointments of the Custom Sedan in a more intimate type of car . . . using, of course, the new "Club Coupe" body with the full rear compartment seat. Also available in a 3-passenger model, with an unusually spacious luggage shelf behind the front seat.

A silken-smooth 128-horsepower motor on a car of 121-inch wheelbase accounts for the truly remarkable performance of this new Hudson Custom Coupe. It is the last word in cars of its type—an aristocrat in every respect.



In the Commodore Custom Sedan, generous extra inches of wheelbase have given Hudson designers an opportunity to apply their skill in the roomiest interior any Hudson has ever had . . . and the result is magnificent. De Luxe Bedford Cord upholstery is handled in a "loose pillow" style reminiscent of the finest furniture . . . with extra thick, form-fitting cushions of Airfoam specially designed for utmost comfort. Fabric and trim colors—gray (illustrated), tan or green—harmonize with exterior finishes. Side armrests in the rear are deep-cushioned with Airfoam; center armrests are found in both front and rear compartments. Genuine leather, used liberally throughout the interior, is stitched to give a hand-tooled effect. Floors are carpeted both front and rear. Front seat of new, graceful design, with two extra deep pockets in the back. Cigar lighters front and rear. *Nothing* which would increase the atmosphere of dignity and luxury has been overlooked.

# WHAT PRICE *Safety?*

ONE THING YOU CAN'T MEASURE IN DOLLARS AND CENTS...THE *Extra Protection* FOUND ONLY IN A HUDSON!

Of all the things that make a car worth owning, none is of greater importance to every motorist than *safety*. And safer *driving*, with its peace of mind and extra security, begins with a safer *car*. That is why Hudson, again this year, brings you a car equipped with every worthwhile safety feature engineering genius has been able to develop.

Even more—Hudson gives you the priceless safeguard of features you don't have, *and can't get*, in any other make of car!

As you read the descriptions of items pictured on these pages, bear this in mind: *Danger never sleeps!* Sometime, perhaps today, or a year from today, you may be willing to trade everything you own for the *extra* protection that is given you in a Hudson... and *only* in a Hudson.

For the sake of your loved ones, for your own sake, think of *safety* before you buy *any* car. Choose carefully... and remember that a HUDSON family is a PROTECTED family!

# HUDSON

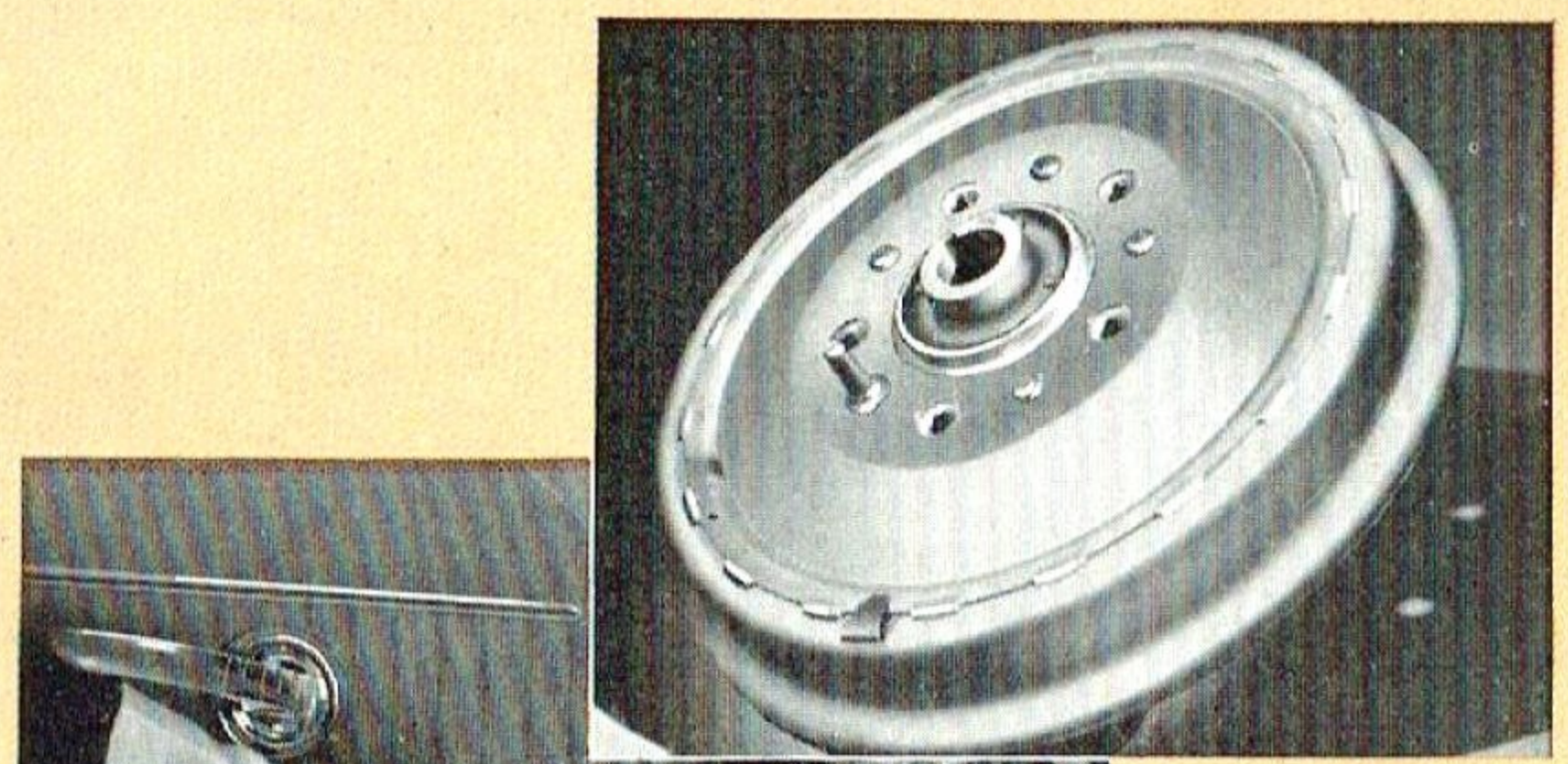
*America's Safest Car*

# *Safety First*

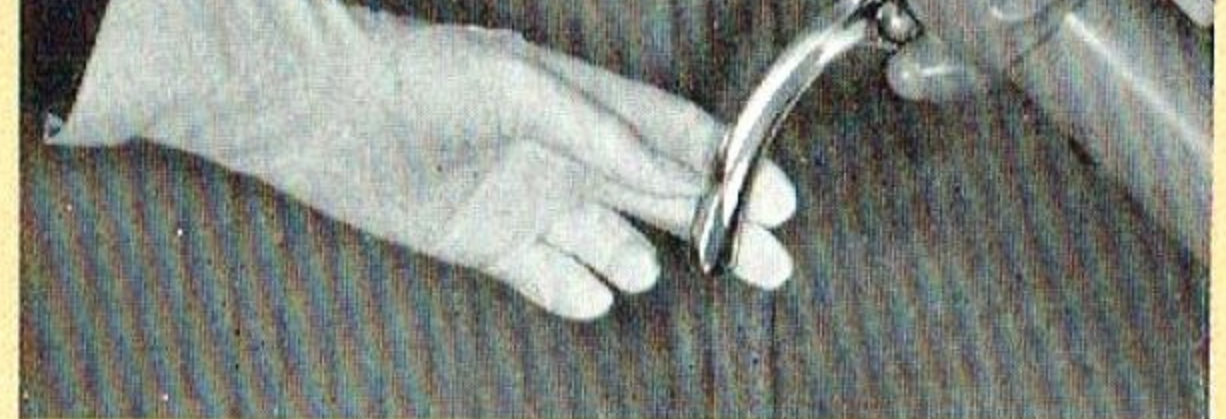
WITH FEATURES THAT "THINK" FOR YOU WHEN THERE'S NO TIME TO THINK!



**Patented Double-Safe Hydraulics**... very best hydraulics built, better still for 1941! *Only* hydraulics with an added mechanical safeguard to protect you against brake failure, in case hydraulic fluid should leak away through accident or service neglect. Should this happen, as it *can* in *any* car, you just push farther down *on the same foot pedal* and *stop!* Remember—no other car has this feature!



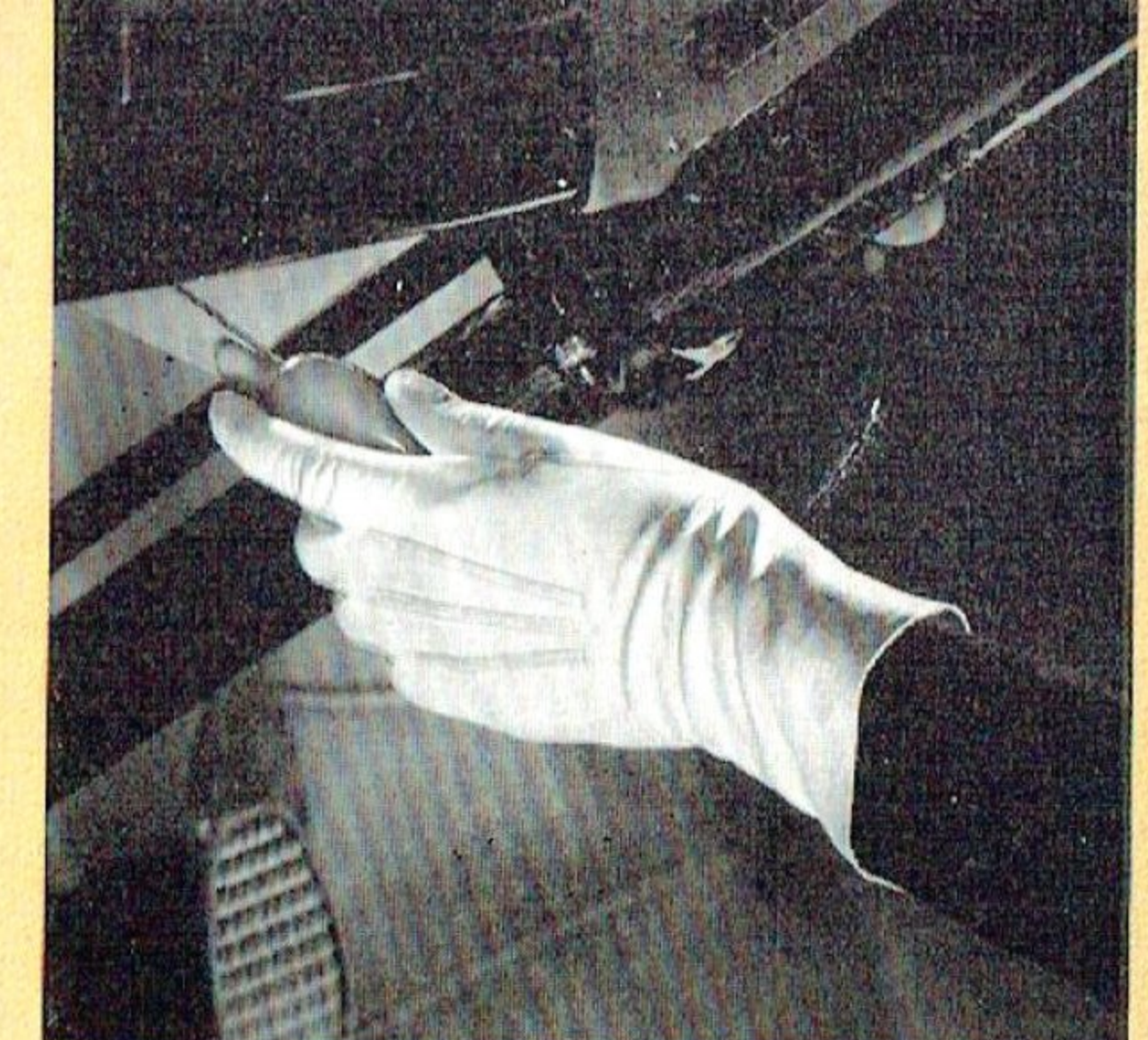
**New, larger brake drums** in 1941 Hudson Six and Super-Six. The extra size gives added stopping power and longer brake lining life. Of the true Centrifuse or "spun" type, these drums absorb heat more rapidly and prevent distortion when brakes are applied suddenly and hard at high speeds. Lighter and more efficient than "pressed" drums. This is the final step in assuring Hudson owners of the World's Safest Stopping!



**Easy-acting hand brake** for parking (releases at the flick of a finger) gives you still a *third* way to apply brakes.



**Patented Auto-Poise Front Wheel Control.** For 1941 Hudson continues this revolutionary mechanical safety invention. It automatically helps to keep wheels straight on their course—on rough roads, in heavy side winds, *even if a tire blows!* Remember—no other car has this feature!



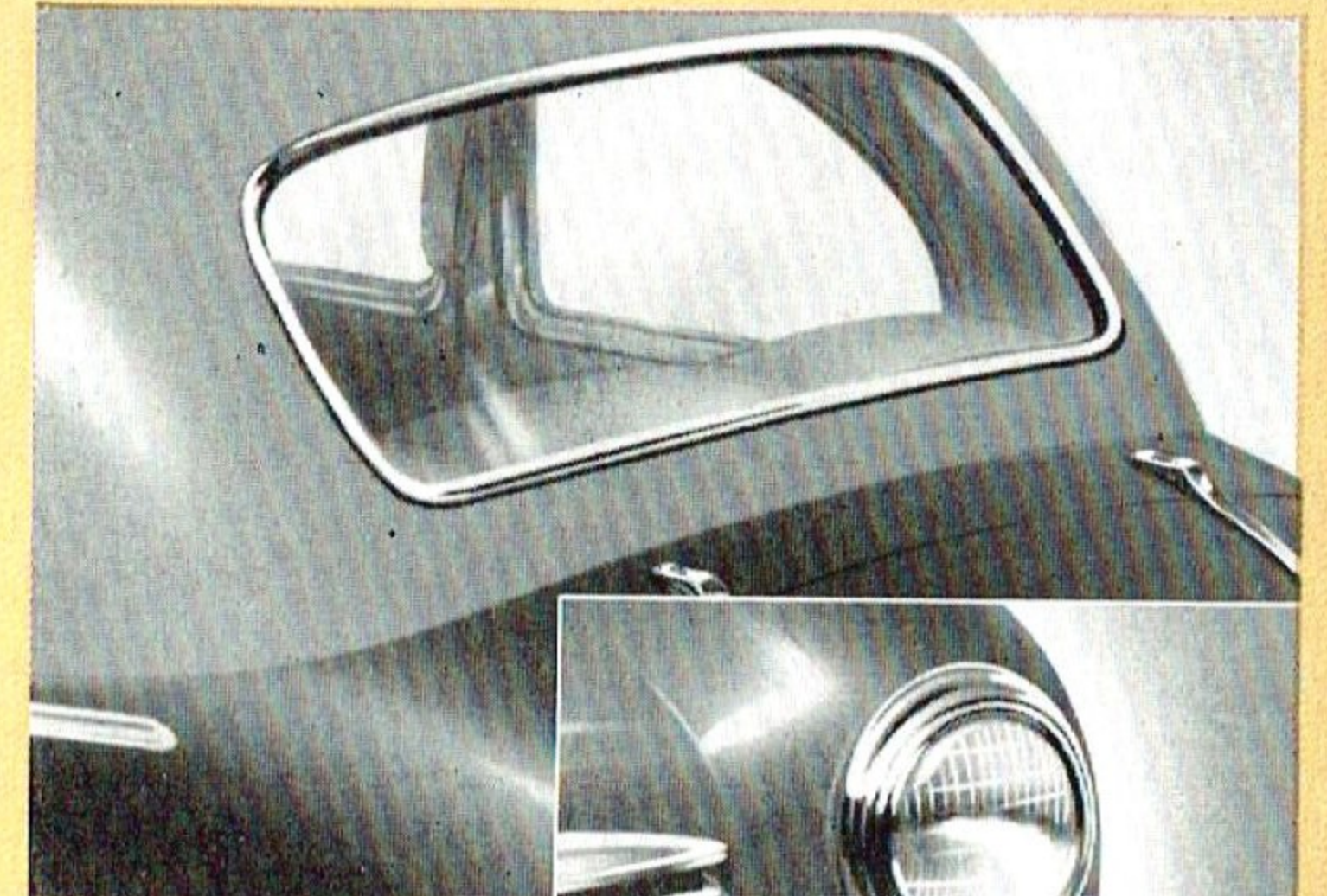
**Improved Dash-Locking Safety Hood.** Another Hudson innovation! Hinged at *front*. If left unlatched, wind can't blow it open. Locks or unlocks from a lever near the steering wheel, *inside* the car, protecting engine parts against tampering or theft. Hinged at the level of the grilles, so entire front is in one piece, unmarred by seams or gaps. Wide opening of hood gives extra easy access to engine.

**Rear Deck Lock** (*not illustrated*) is similar in operation to that used on hood, employing a clamping action which not only closes deck lid tightly, but holds it down under pressure, secure against weaving.

**New Safety Starting Mechanism** (*not illustrated*). Starter will not operate until ignition switch is turned on. A safeguard against accidents caused by careless pressure on the starter button.

## *Safety First* WITH WIDER, BETTER VISION

**From the front**—Hudson's extra wide windshield gives better side-to-side vision, especially important when approaching intersections. A more powerful, vacuum-type motor operates double windshield wipers on every 1941 Hudson. Hi-Test Safety Glass all around.

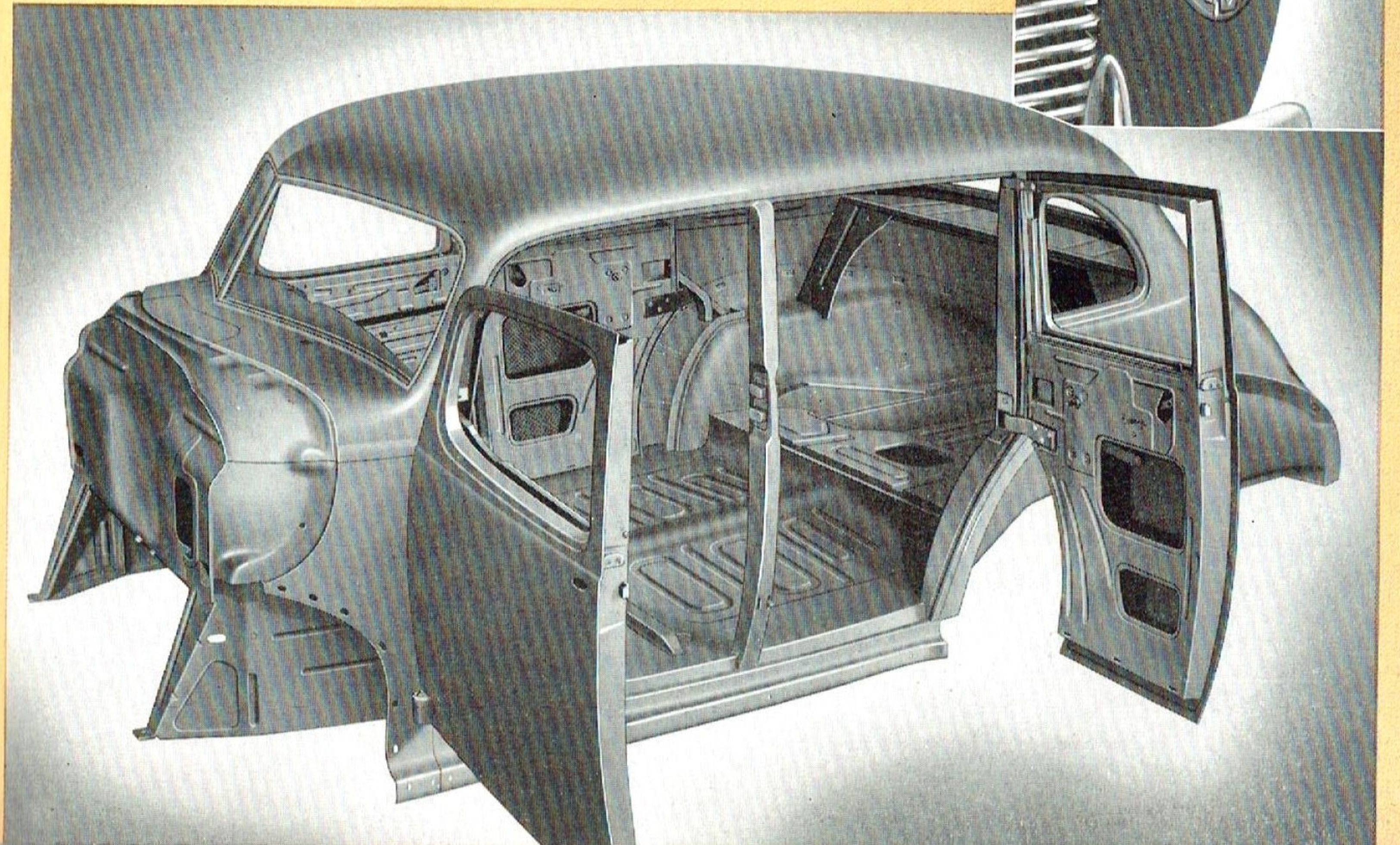


**At the rear**—the new, one-piece curved rear window in all Hudsons is 50 square inches larger for 1941.

**Safer night driving** is assured by Sealed Beam Headlamps, standard in all 1941 Hudsons. On the instrument panel is Hudson's Headlight Beam Indicator, which tells at a glance whether Country or Traffic Beam is on. Directional signal lights, which flash a warning of intent to turn, are standard in Commodore Custom models, available in all.

## *Safety First* WITH SAFER BODIES ALL OF STEEL

**Every Hudson body is a single unit** all of steel. Fastened rigidly to the frame at 33 points. Built by Hudson in Hudson's own plants. Hudson was first to make bodies all of steel, including roof (1935).



**New Armored X-Type Frame** (*not illustrated*) in all models lengthened 3 inches. Sturdy, heavily reinforced. New Convertible frame has extra sub-X-member, with heavy reinforcing plate, and four additional transverse struts... a total depth of 9 $\frac{7}{8}$  inches of steel to insure rigidity and quietness.

YOU'RE SAFER IN THE CAR THAT PUTS

*Safety First*



# ECONOMY

## Without Compromise

### HUDSON ENGINEERING GIVES YOU TOP ECONOMY WITHOUT SACRIFICE OF SIZE AND POWER

Operating and upkeep costs are important to every owner of an automobile. And, here again, Hudson engineering leadership scores a big advantage for you. With the most efficient motors in any cars built today, as official ratings prove, Hudson need not ask you to sacrifice size, power and luxury for the sake of economy. The "Hudson way" gives you *both* topflight gas mileage and a big, powerful, luxurious car—*economy without compromise*.

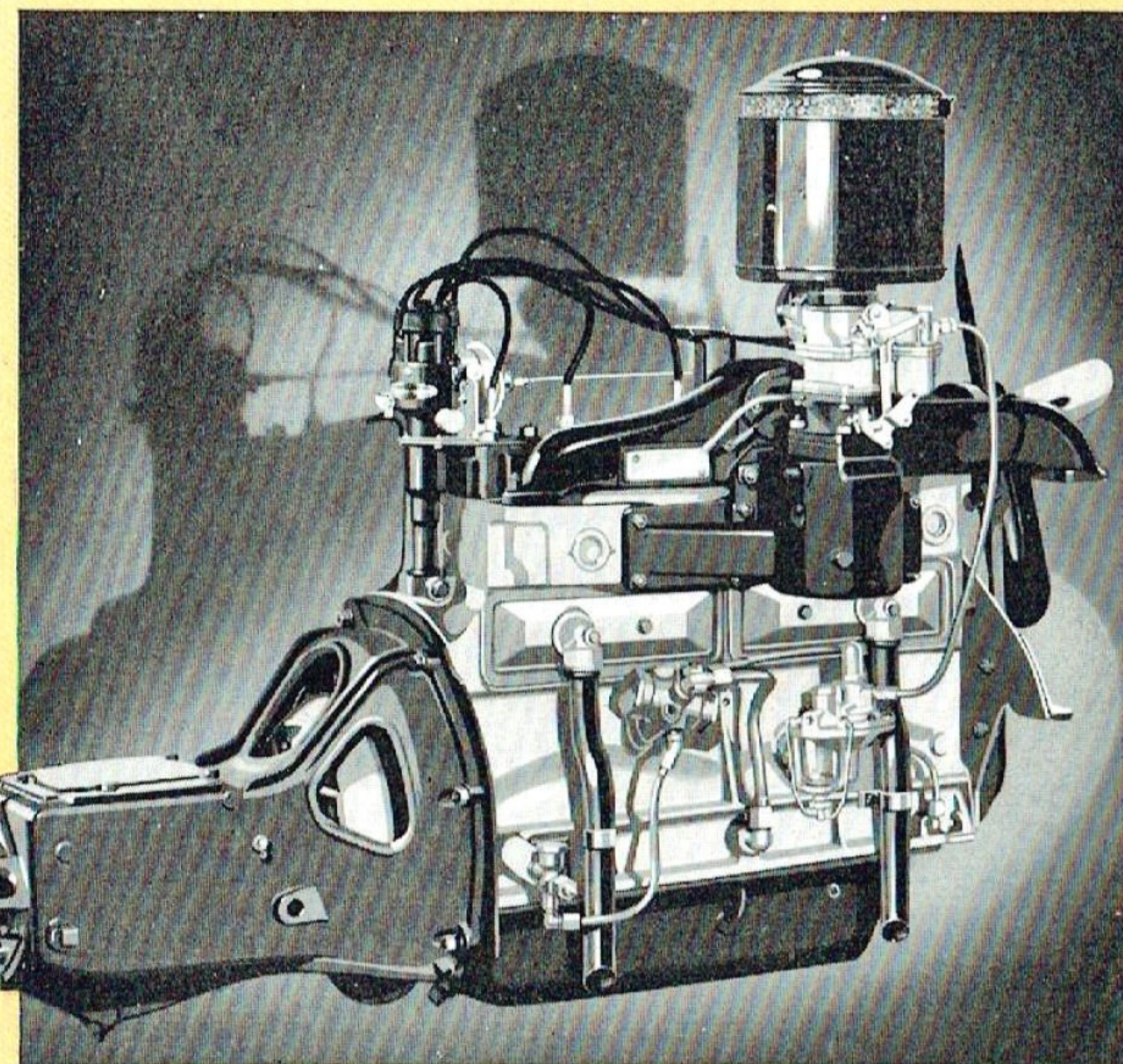
#### How Did Hudson Do It?

This engineering achievement didn't happen overnight. Way back in 1916, it was Hudson that opened the way to more efficient, more economical high speed motors with the first compensated, inherently balanced crankshaft . . . the same year they gave motordom the first automatic and positive engine lubrication. Through the years came aluminum alloy pistons with pinned rings, Duo-Flo Oiling (patented), airplane ratio power-to-weight . . . and a host of other engineering "firsts" that make a Hudson different from all other cars. All these add up to more economical, longer lived motors—*economy up under the hood!*

That's why Hudson—and Hudson alone—can say and *prove* in 1941 "Go ahead—enjoy yourself. Have your size, room, power, luxury, safety . . . and savings, too!"

## Save on FUEL

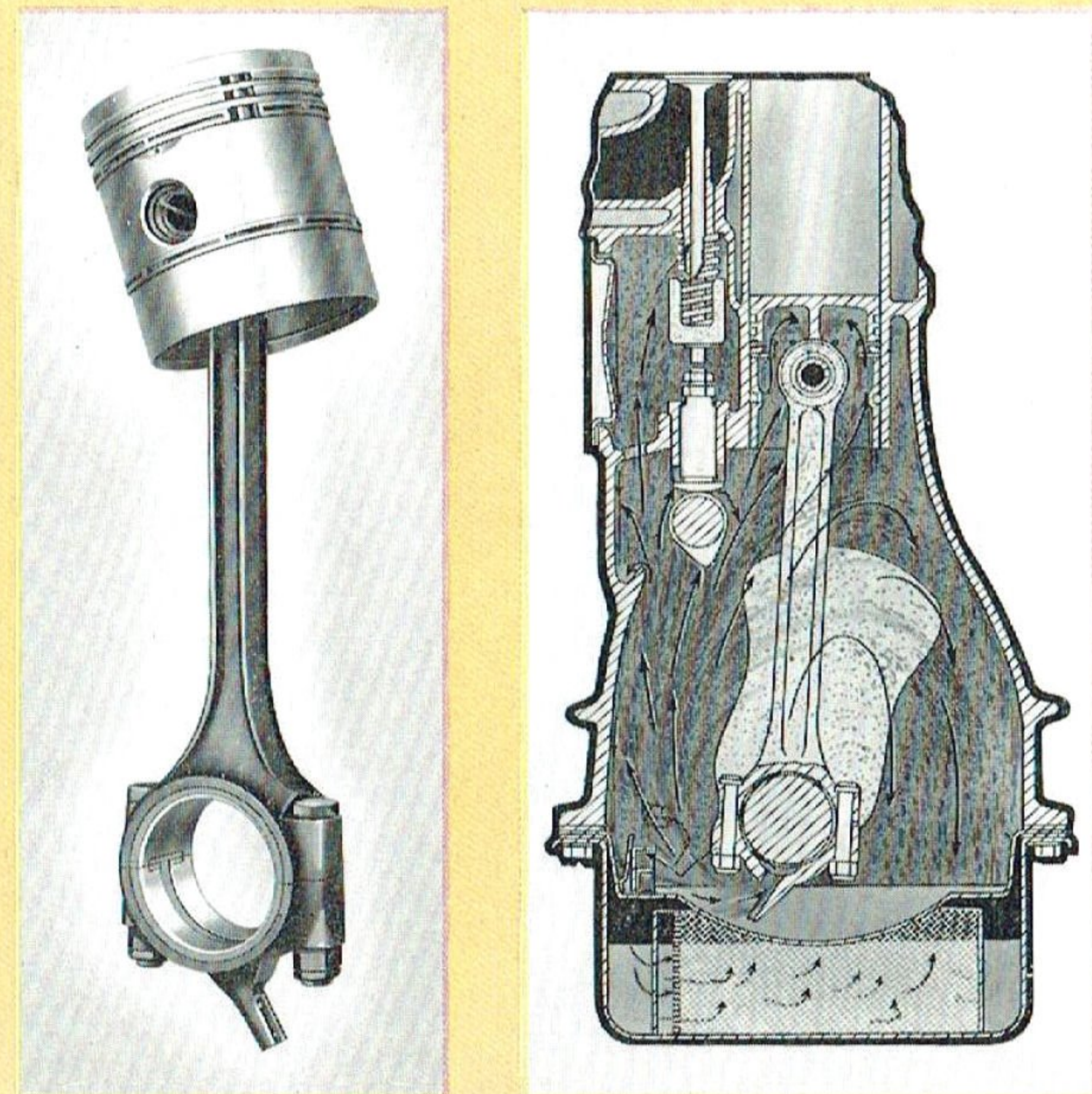
(Upper right) New Hudson Six L-Head Motor, typical of 1941 Hudson power plants. With 92 horsepower, it is the most efficient motor in any lowest priced car . . . has an increased compression ratio of 7.25 to 1, develops .525 h. p. per cubic inch of displacement. Equipped with new automatic spark advance; automatic choke; extra-capacity generator with full voltage regulator. Three-point mounted in live rubber. All vital parts Granoseal processed.



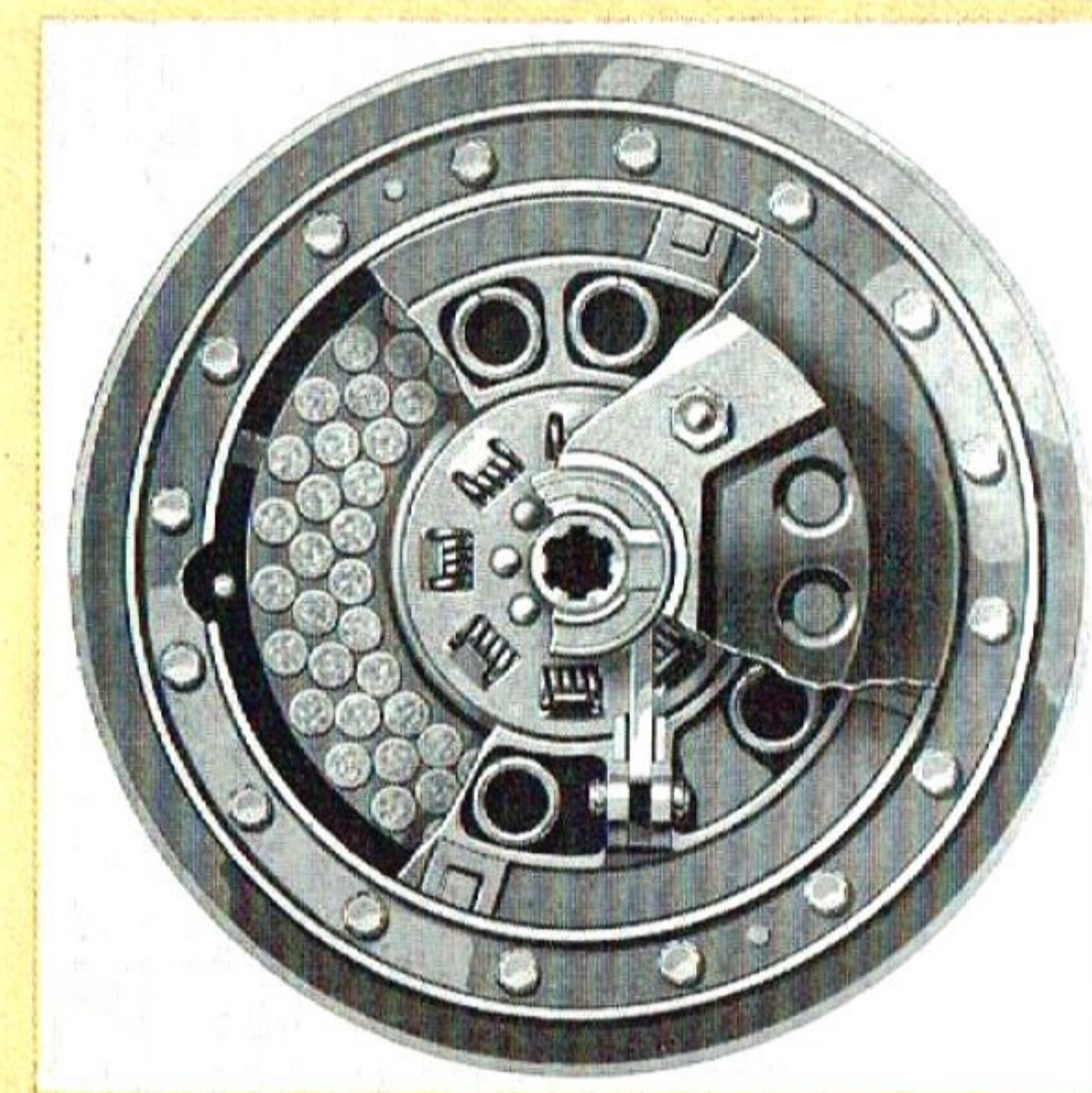
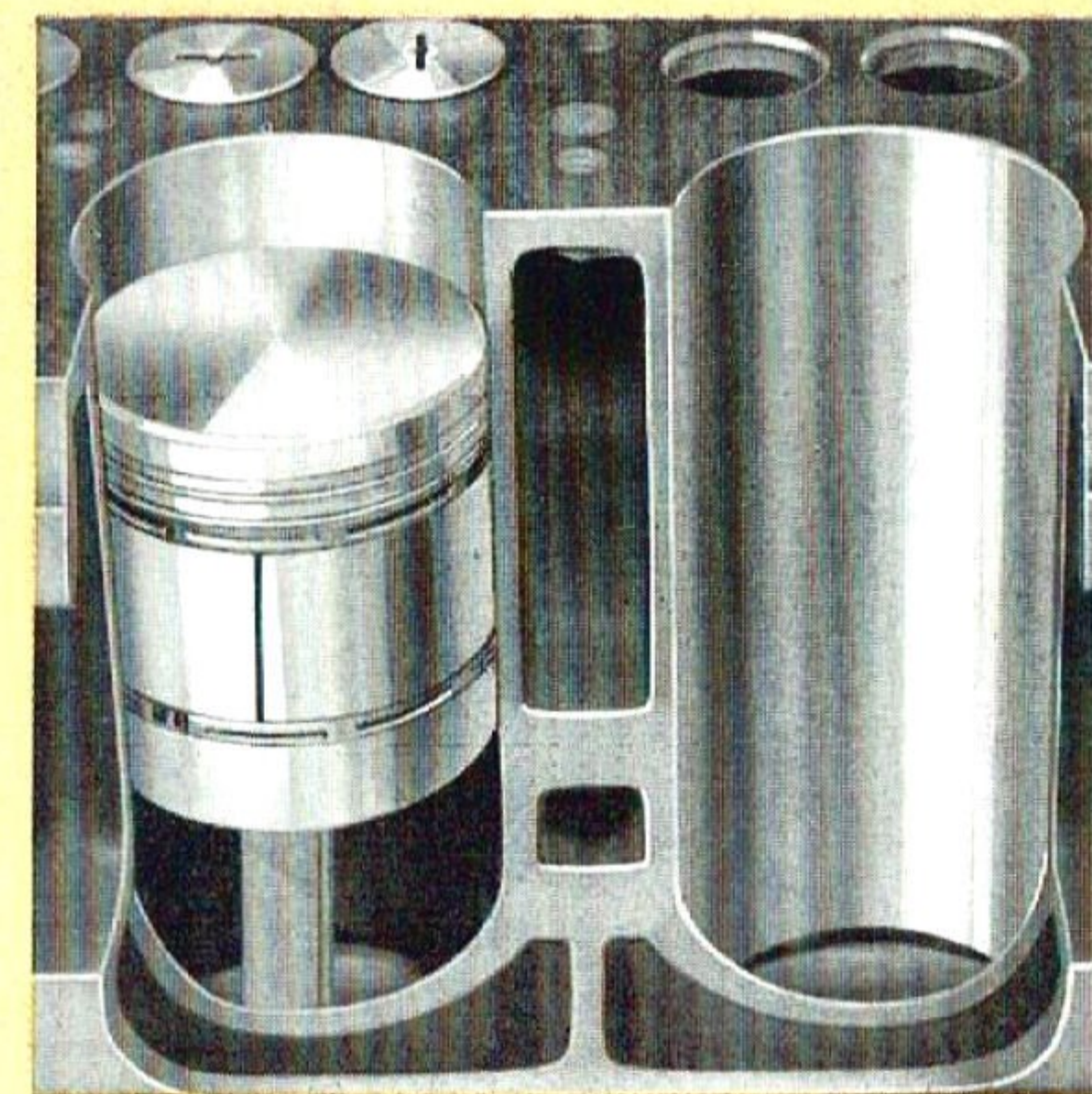
Hudson Super-Six and Commodore motors (both 6 and 8 cylinders) have *double* carburetion and thermostatic heat control.

More positive control of throttle operation on all models has been brought about by redesigning the control rod connecting the accelerator with the pedal. The complicated system of rods and joints in general use throughout the industry has been simplified for more direct and economical operation.

(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 improved economy and performance. Connecting rod bearing material is non-corrosive, heat-resisting, non-crystallizing.



(Extreme right) Patented Duo-Flo Lubrication . . . finest oiling system built today, and exclusive to Hudson! Only system that lubricates *every* working part with the very *first* turn of the crankshaft; that works exactly the same on hills as on level ground; 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.



## Save on UPKEEP

(Top left) Chrome Alloy Cylinder Block . . . saves you money on upkeep because cylinder blocks keep their shape and mirror-like smoothness much longer than ordinary cast-iron blocks. This block is much harder than iron . . . so hard that special valve seat inserts are entirely unnecessary.

(Top right) New Triple-Sealed, Fluid-Cushioned Clutch . . . with 1941 improvements making possible a 25% lighter pedal pressure and shortened pedal travel. Operates with a surprisingly light touch of the toe . . . a feature especially appreciated by women drivers. This is the smoothest and longest-wearing clutch known. Single plate type, with heat-treated cork inserts. The *only* clutch in which surfaces glide together in a film of oil instead of bone-dry friction.

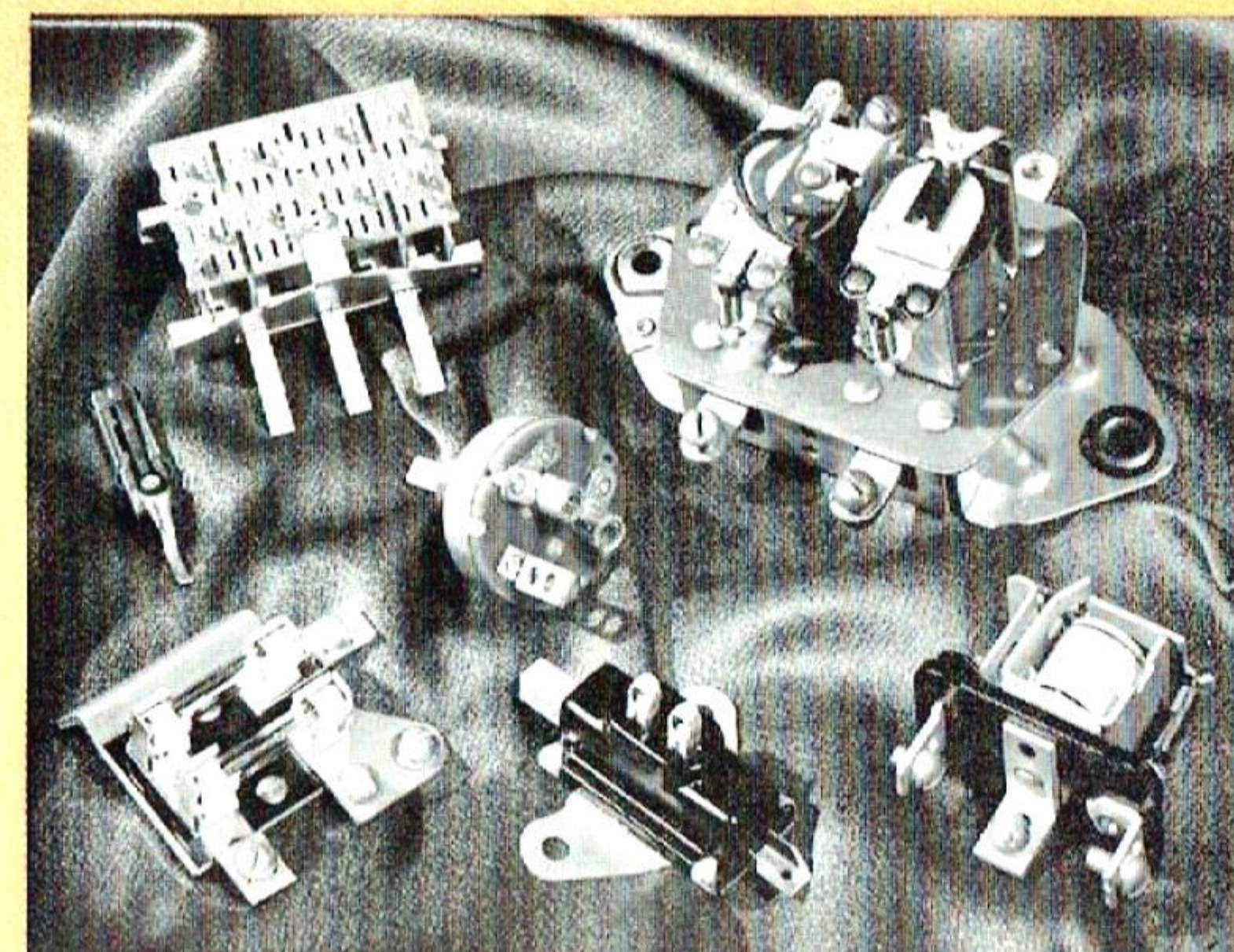
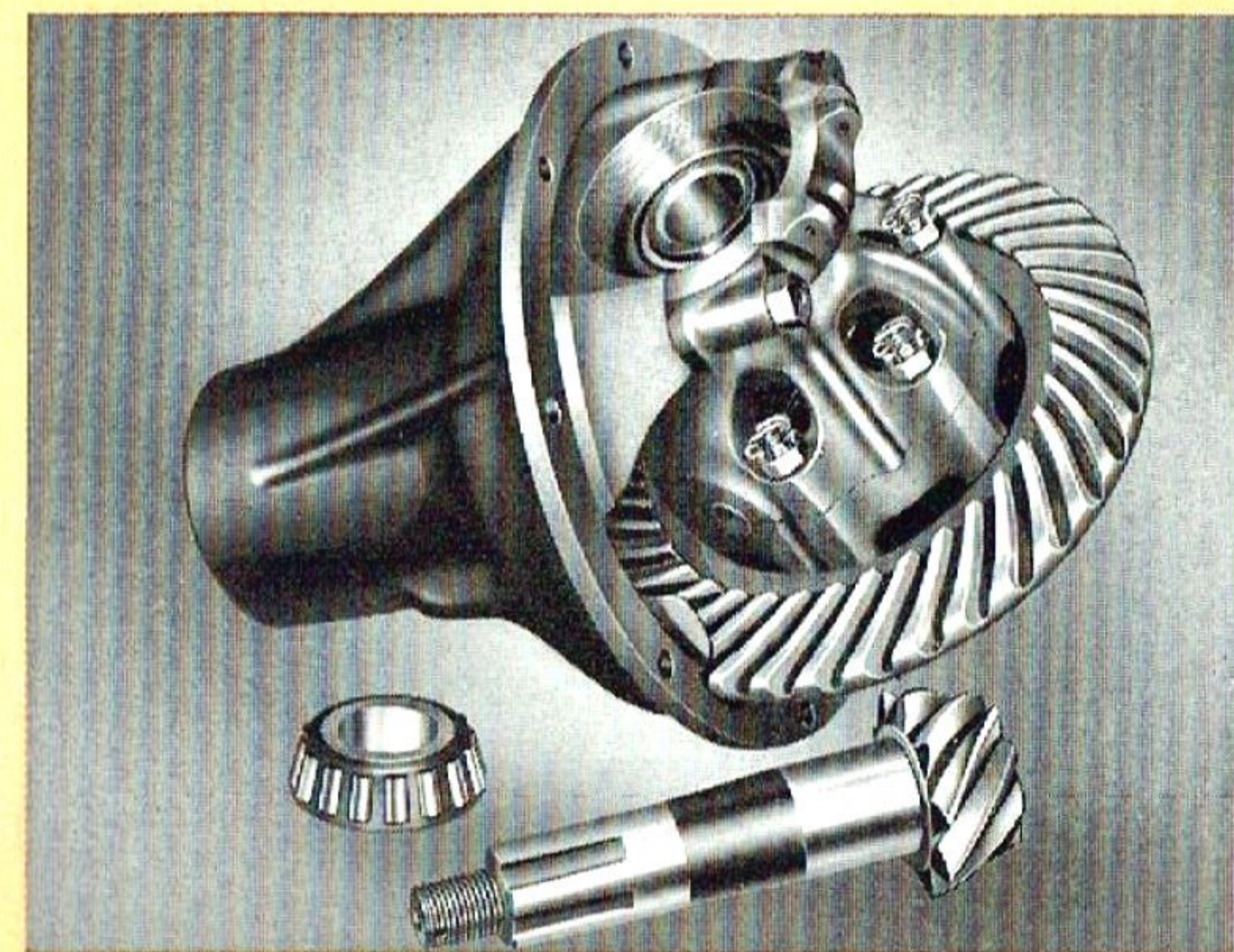
(Center left) Rear Axle Gears . . . made of costly nickel-molybdenum steel for exceptionally long life and silent, trouble-free operation. Gears are wide-toothed, and do *not* require special high pressure lubricants. An optional gear ratio for mountainous sections is available at no extra cost.

(Center right) Silver Plated Electrical Connections . . . give better lighting, less fuse blowing and improved electrical accessory operation. The life of fuses and clips, lighting switch terminals, headlight connections, etc., is prolonged, and voltage losses reduced.

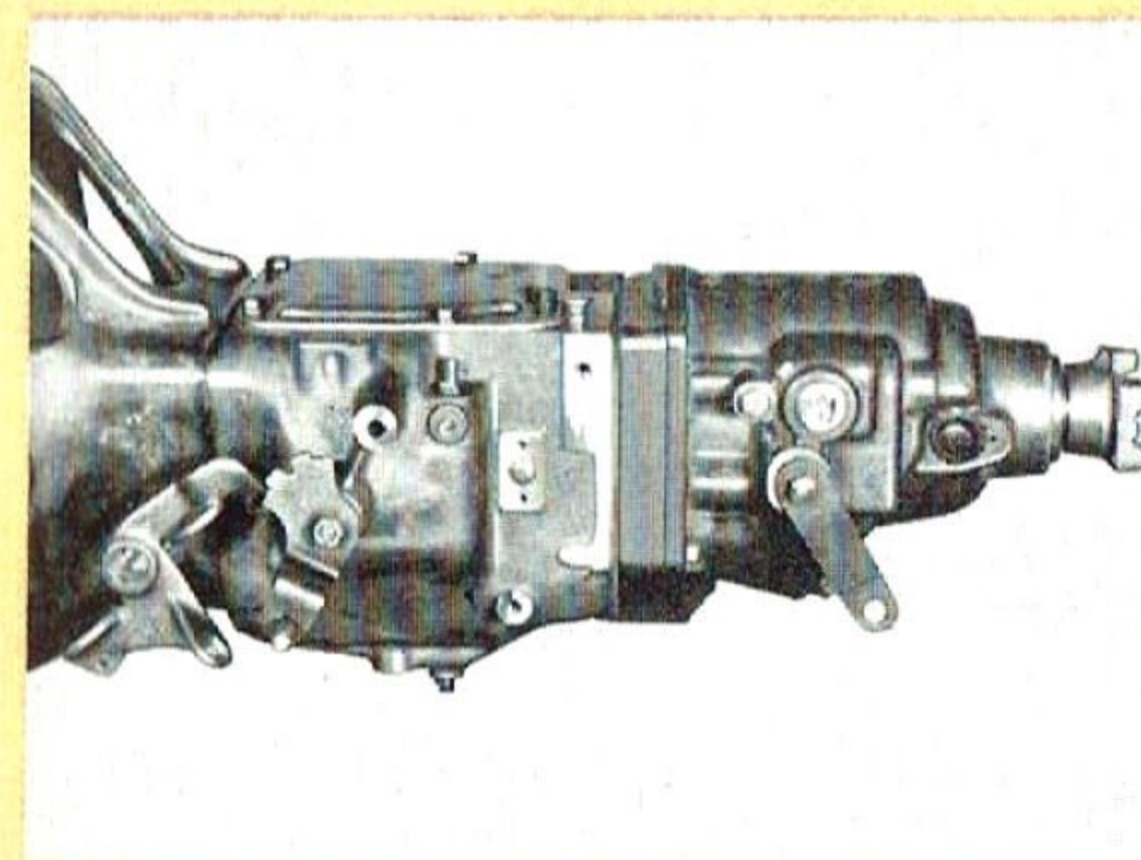
New Three-Point Radiator Mounting . . . guards against possibility of the core being twisted and damaged.

New Cam Gear Teeth . . . free from gear hum and longer lasting.

Hand-Rubbed, Multi-coat Lacquer is used on all 1941 Hudson bodies. Surface is much smoother than that of synthetic enamel. Hudson lacquer finish protected by Cromodizing, most modern rust-proofing process known.

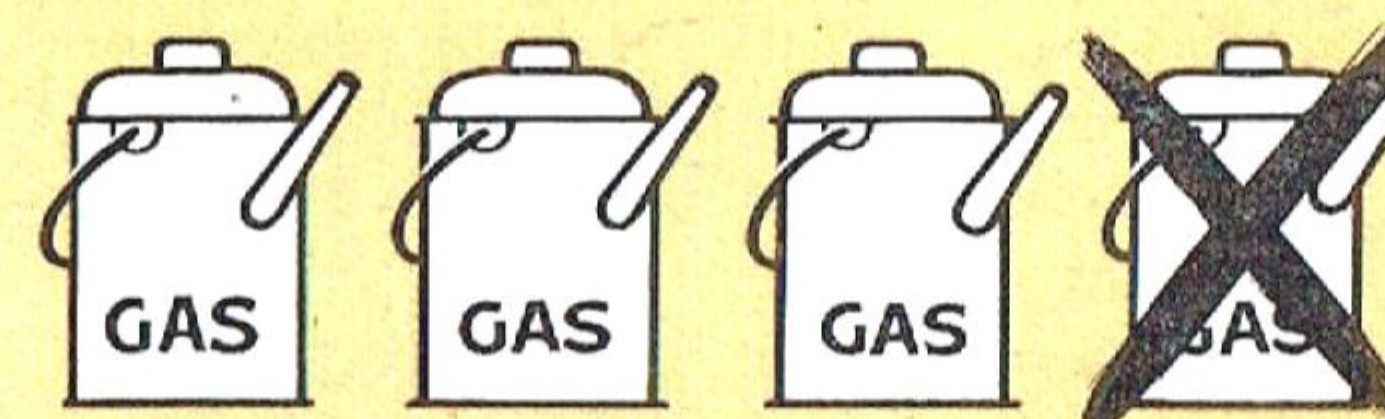


### Extra Savings with HUDSON'S Improved OVERDRIVE



New design for 1941, with over a dozen parts eliminated. Operation is not only simplified, but changing to overdrive or dropping back to regular drive is accomplished with amazing smoothness. Hudson Overdrive, a "fourth speed forward," saves up to 25% of gasoline bills at country driving speeds. Optional at extra cost.

Hudson Overdrive Saves One Gallon of Gas out of Every Four



### WHICH ROAD WILL YOU TAKE TO ECONOMY?

*Sacrifice*  
SIZE, ROOMINESS, LUXURY, POWER IN ORDER TO SAVE

*Enjoy Hudson's*  
SIZE, ROOMINESS, LUXURY, POWER, SAFETY... AND SAVINGS, TOO!



# Comfort, Smoothness, Ease of Handling . . . ALL AT THEIR BEST IN THIS NEW HUDSON Ride

If your first ride in a 1941 Hudson is still to come, we envy you. You have a real treat in store.

No other ride, in any car, can prepare you for it. There's a certain floating smoothness in the way a Hudson levels the road . . . a certain sureness and certainty in the way it maneuvers . . . that is entirely different from anything you have ever experienced in any automobile.

Owners of 1940 Hudsons were more than enthusiastic . . . thought the ride they were enjoying could not be improved. *But it has been improved . . . and amazingly so!*

Longer wheelbases play a big part . . . further improvements in the industry's finest suspension system contribute more. Brakes and clutch operate even more easily. Steering, particularly in eight-cylinder models, is further improved.

The result is an ease of driving and riding that must be experienced to be fully appreciated. No other car *at any price* can offer you anything finer.

Most amazing of all—*every important feature that plays a part in this ride is yours in even the lowest priced Hudson . . . the new Hudson Six!*

## There's a Reason!

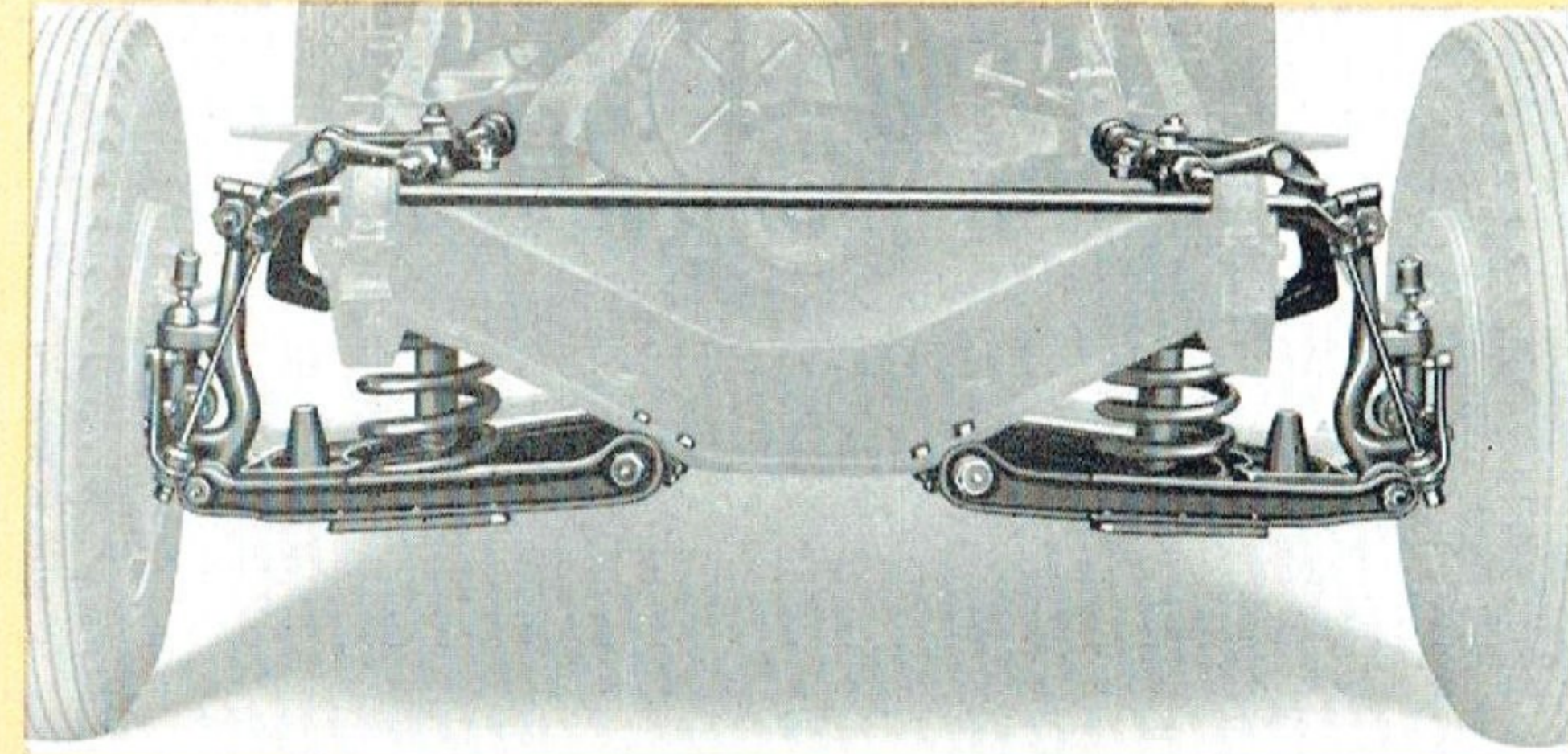
To anyone familiar with the history of the automobile industry, there is nothing surprising about the superiority of the Hudson ride.

*Hudson has always led in comfort engineering!*

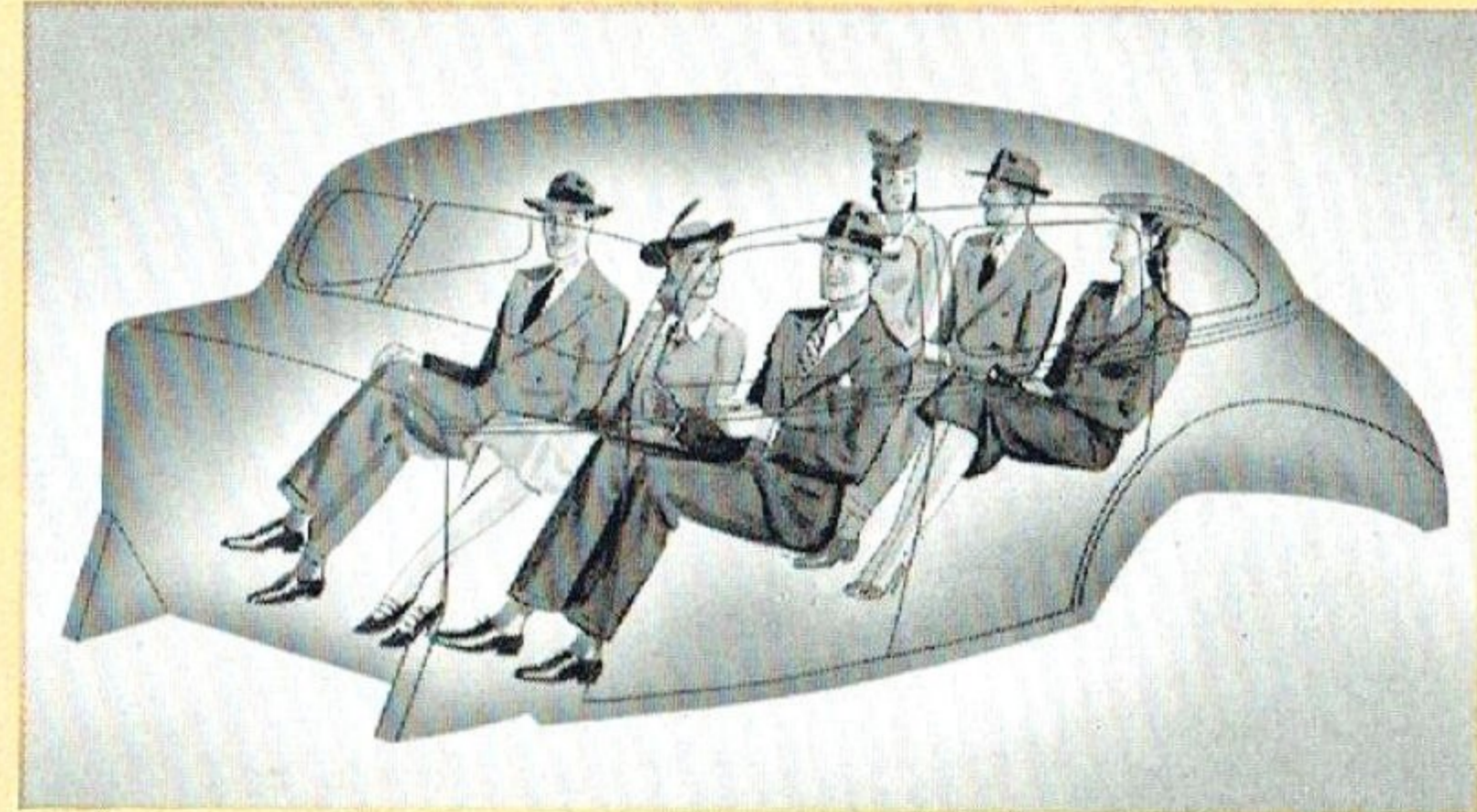
First with real three-passenger seats . . . first to introduce gear shifting up at the wheel . . . first to bring the cool comfort of Air-foam to the American automobile . . . first to make driving without the clutch pedal possible . . . first to take luggage out of the passengers' way and put it in a separate baggage compartment!

And the leader in comfort engineering has outdone itself for 1941 . . . has given you the smoothest, safest, surest ride ever developed for any automobile!

**SUPREME MOTOR SALES, Inc.**  
3034-40 Lawrence Ave.  
Irving 2700-2701 CHICAGO



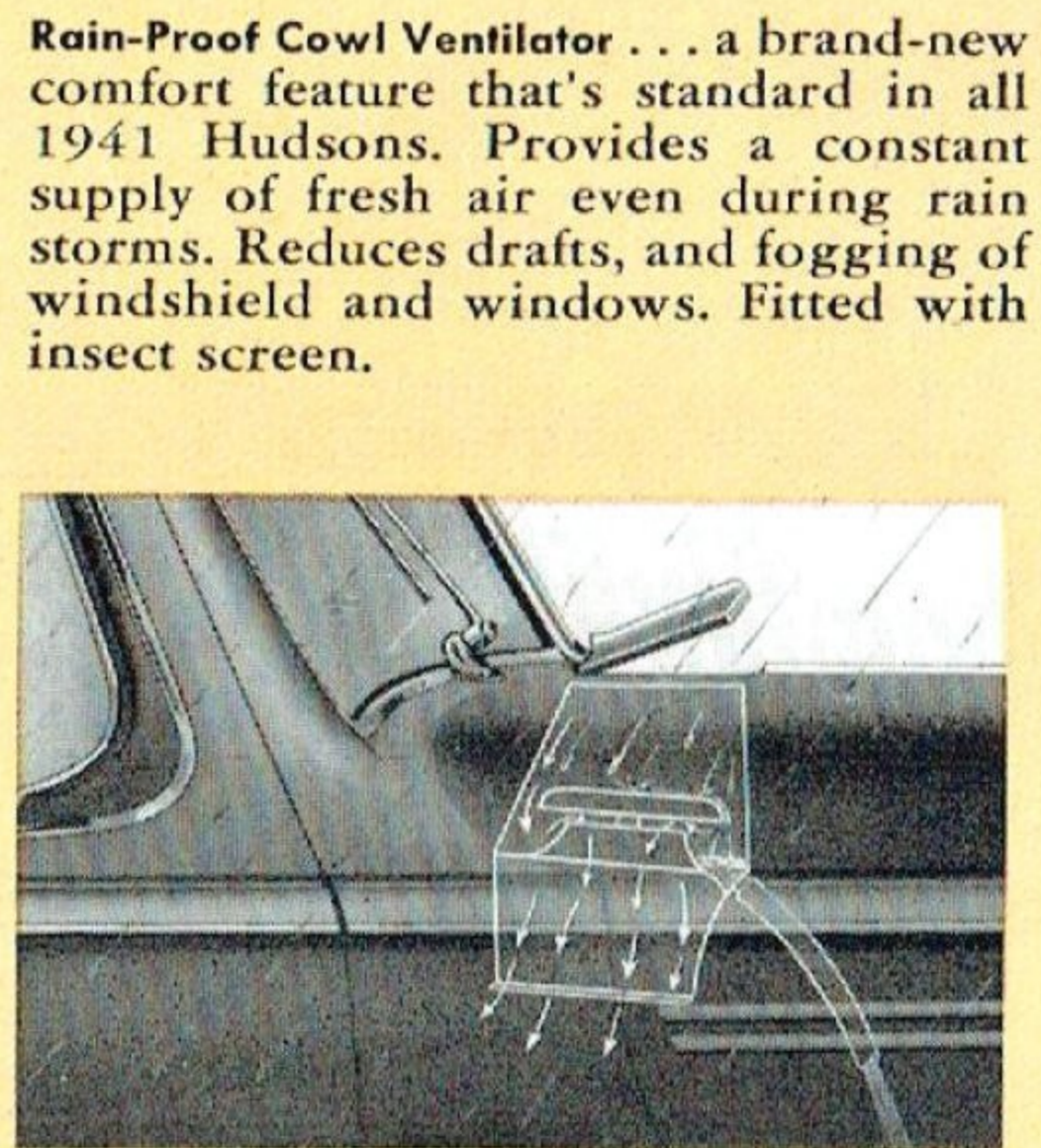
**Finest Independent Front Wheel Coil Springing.** . . an improvement on the type previously used only on cars costing \$1400 or more. For 1941, the coil springs are even softer—permit a slower up-and-down movement that contributes to a smoother, more level ride. Extra long, gentle-action leaf springs cushion the rear.



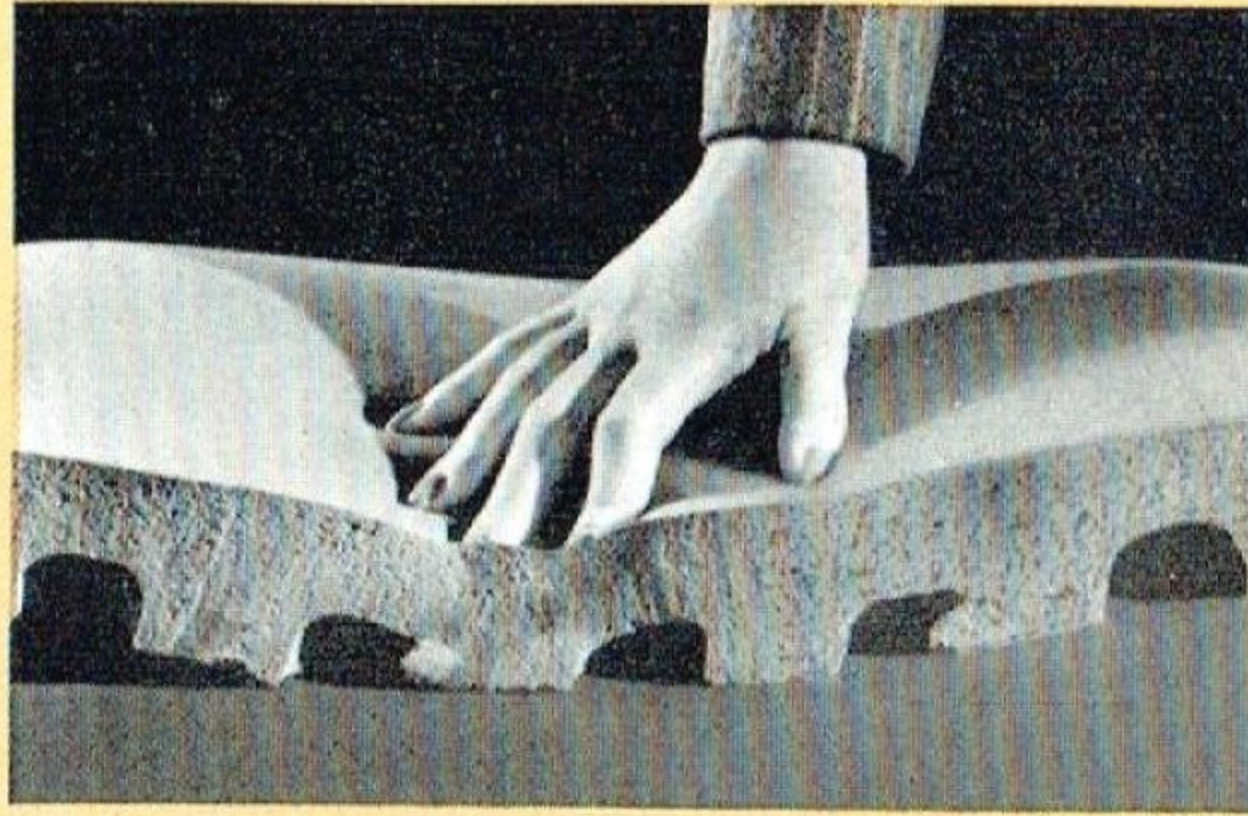
**Room for Three in Every Seat!** Hudson was first to do away with "two-and-a-half" passenger seats . . . first to provide real shoulder, elbow, leg and headroom for three, front seat and back. And today even the lowest priced Hudson Six is one of the roomiest of all cars! You ride in *spacious* comfort!



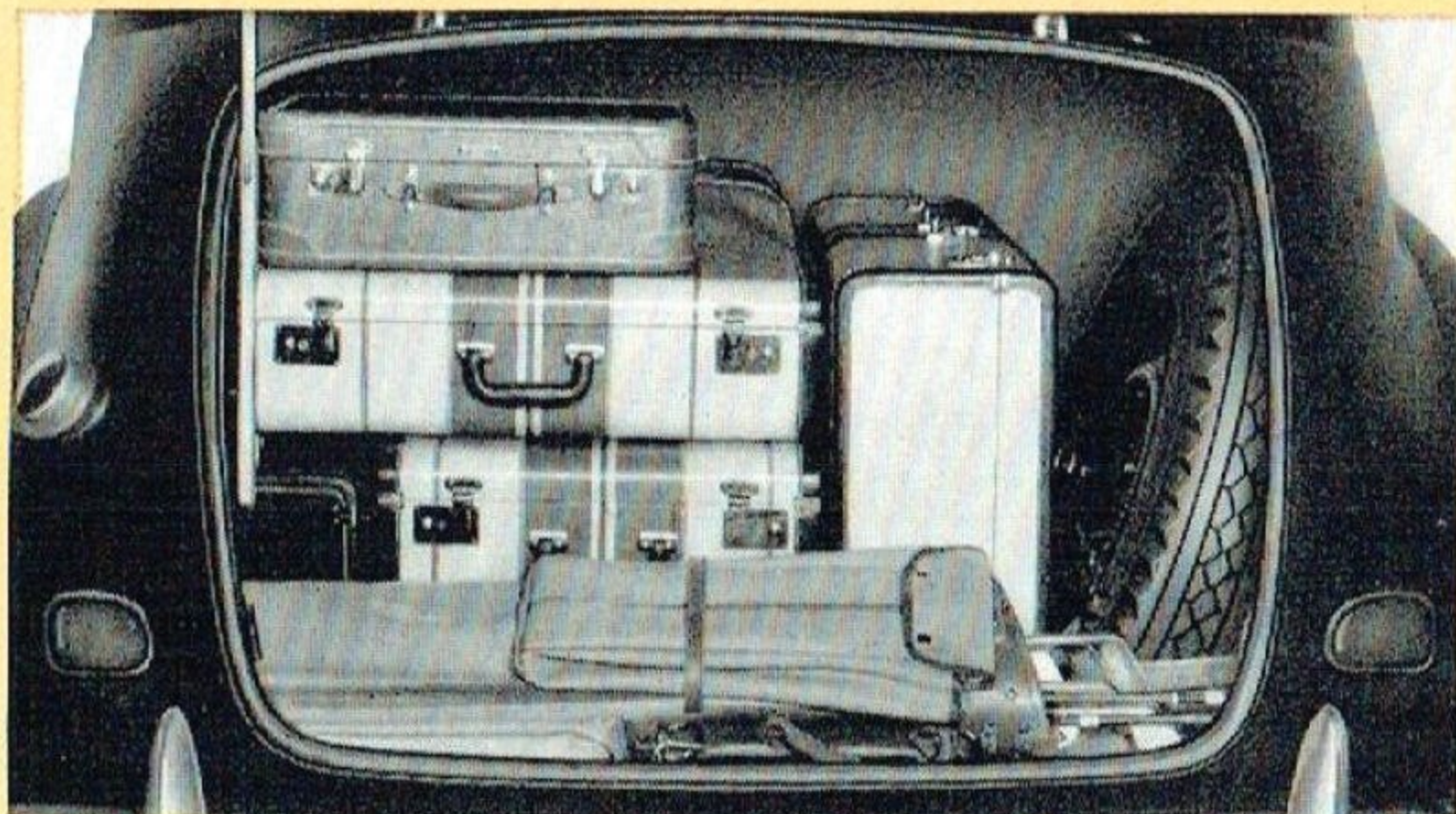
**Draft-Free Ventilation** . . . latch-type ventilating front wings in Hudson Six De Luxe and Super-Six . . . finest crank-type in all Commodore models.



**Rain-Proof Cowl Ventilator** . . . a brand-new comfort feature that's standard in all 1941 Hudsons. Provides a constant supply of fresh air even during rain storms. Reduces drafts, and fogging of windshield and windows. Fitted with insect screen.



**Improved Airfoam Seat Cushions** . . . firm, but unbelievably soft and cool, because this amazing material "breathes" through countless interconnecting air cells as your body moves up and down. Standard in Hudson Commodore and Commodore Custom models, and in all Convertibles . . . optional at extra cost in all other closed models.



**Biggest Luggage Compartment Ever Provided in a Sedan Body!** And the spare tire is carried upright *at the side* of the compartment (another Hudson "first") . . . can easily be removed or replaced without disturbing an ordinary load of luggage. New type of moisture sealing gives additional protection to your baggage.

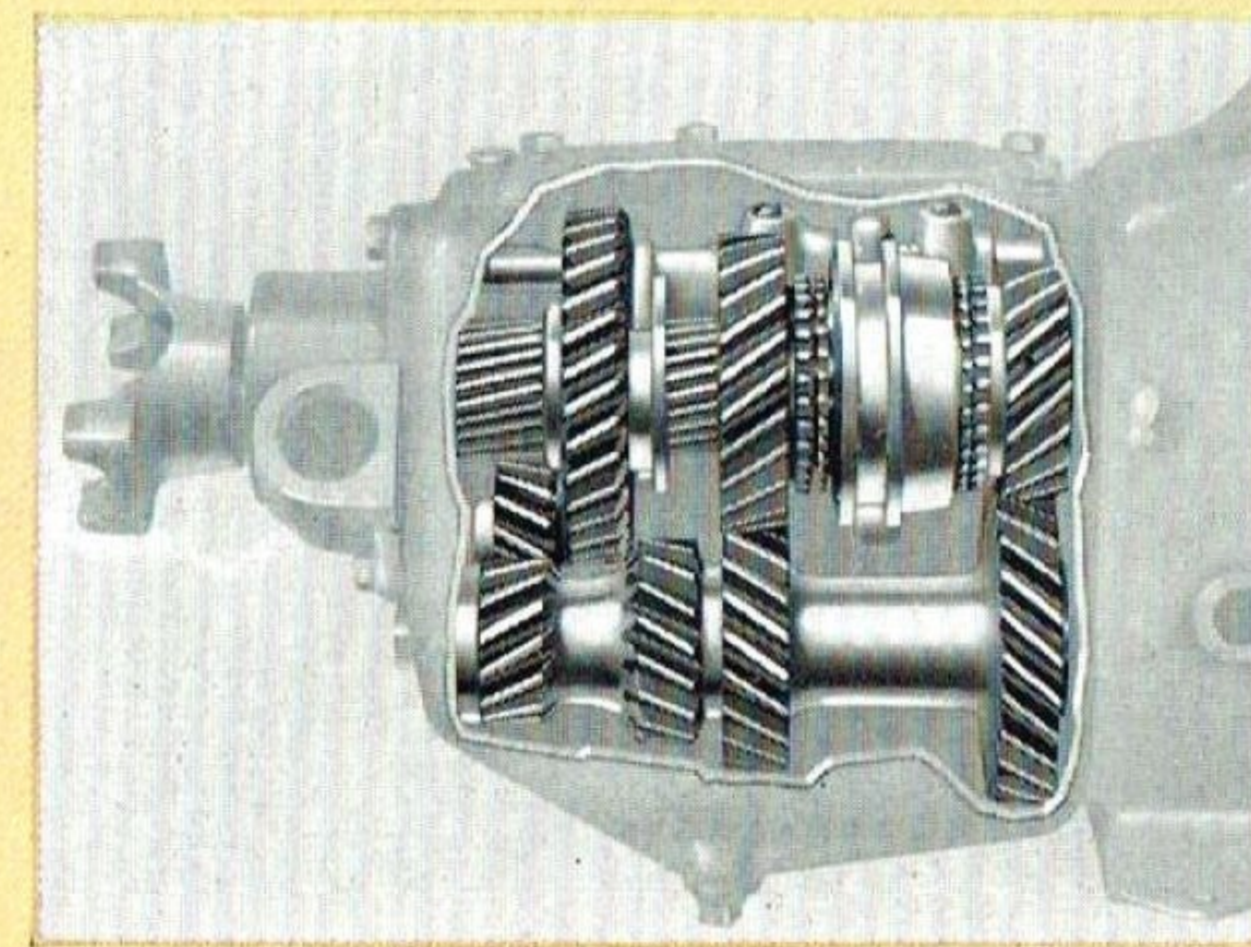
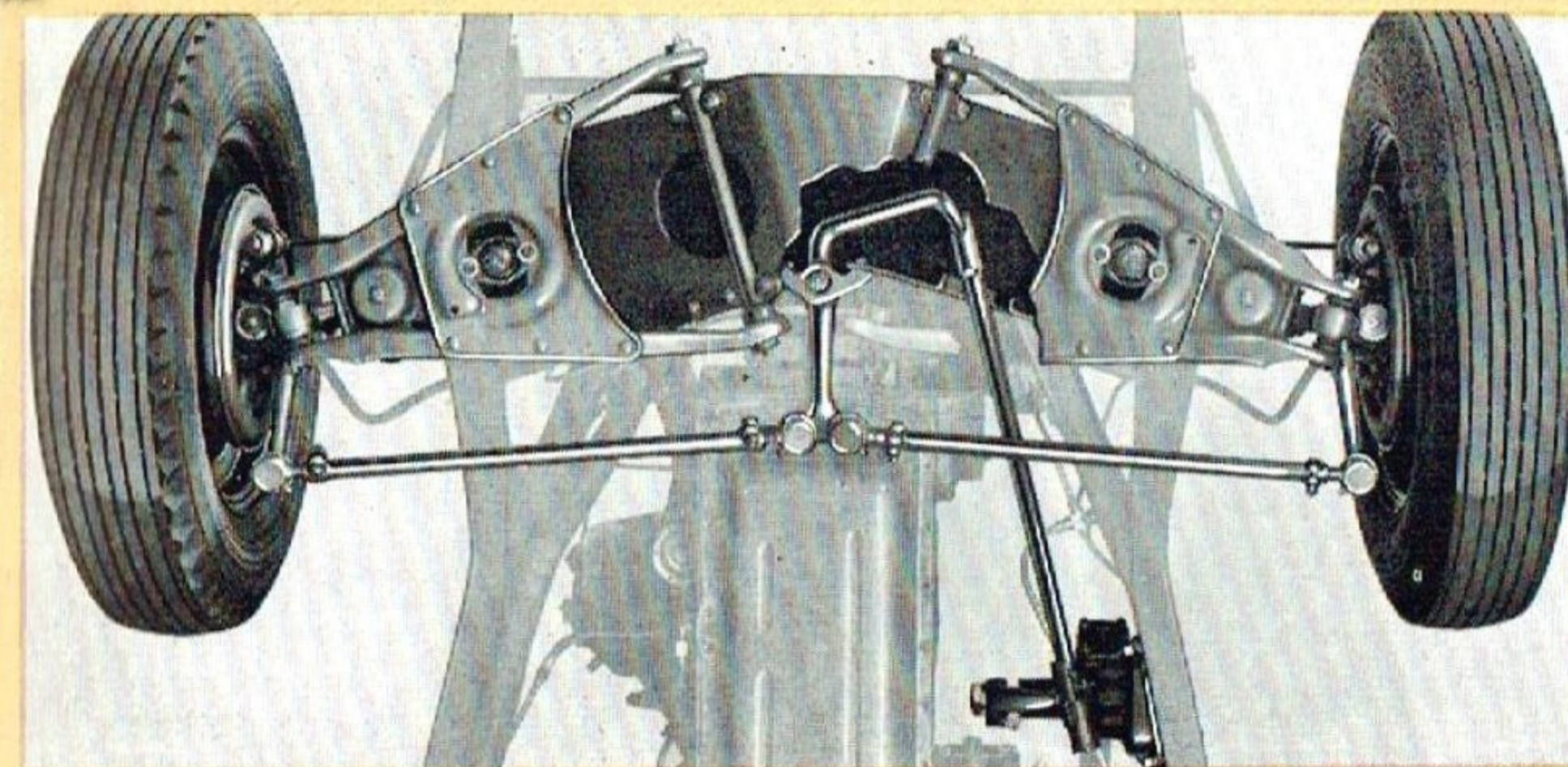


**Sliding Ventilating Rear Quarter Windows** in Four-Door Sedans starting with Hudson Six De Luxe; in Club Coupes starting with Hudson Super-Six.



## Hudson's Fluid-Cushioned Automatic Clutch

(Left) A "new idea" that's old with Hudson! With Hudson's famous *Fluid-Cushioned Automatic Clutch*, you can drive all day without ever touching the clutch pedal. A simple movement of Hudson's *Handy Shift* up at the wheel . . . a touch of your toe on the accelerator . . . that's all you do to start, to stop or to shift through the gears. For 1941, the "cushioning" of the clutch engagement has been further improved. Few drivers can operate their clutches as smoothly as a Hudson does automatically.



# Drive WITHOUT USING THE CLUTCH PEDAL

Hudson's Automatic Clutch, described at left, is the only device of its kind in the industry that has been proved by 11 years and millions of miles of use. Available on all models at very small extra cost.

(Left, Center) **True Center-Point Steering** . . . most accurately designed, responsive steering system known, used up to now on only the very highest priced cars. And only in Hudson is steering given added sureness and stability by Patented Auto-Poise Front Wheel Control! Both these great handling features are found even in the new Hudson Six in the lowest price field.

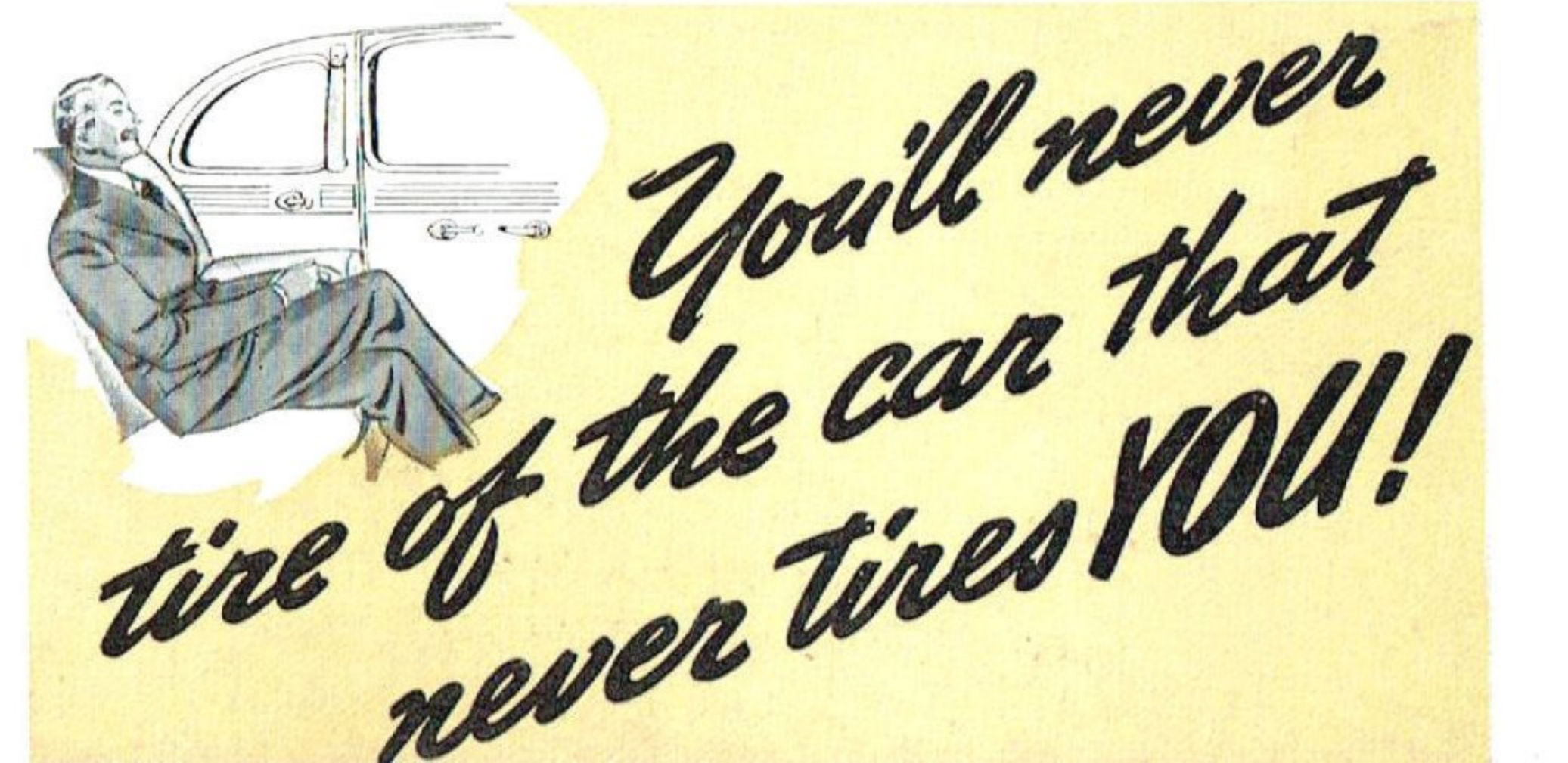
(Right, Center) **New Synchronesh Transmission** . . . eliminates clash when shifting. All gears, including reverse, are helical cut for quiet operation. New design of Hudson transmission reduces number of connections between Handy Shift lever and transmission unit . . . permits more efficient and easier operation.

(Left, Bottom) **Finest Airplane Type Shock Absorbers** are used both front and rear in all models.

(Center, Bottom) **Rear Lateral Stabilizer** . . . between frame and rear axle. Helps control horizontal movement of the body and eliminates axle "hopping." Another high priced car feature, standard on all 1941 Hudsons except the lowest priced models shown on the following page.

(Right, Bottom) **Cushion-Action Door Latches** . . . require only a finger touch to close doors securely and *quietly*. New improvements make it impossible for the driver to open the right front door from the inside, get out and close the door . . . and find that he has accidentally locked himself out. Door locks are designed so that handle turns freely when door is locked—can't be forced.

(Not illustrated) **New Door Seals** on all models. Of sponge rubber which contracts and expands with the movement of the door . . . maintains a tight seal, free from tendency to develop squeaks. *Rear doors* in 4-Door Sedans are a full 3 inches wider at the bottom . . . for easier entrance and exit.



## New 1941 HUDSON *Six*

116-INCH WHEELBASE...92 HORSEPOWER

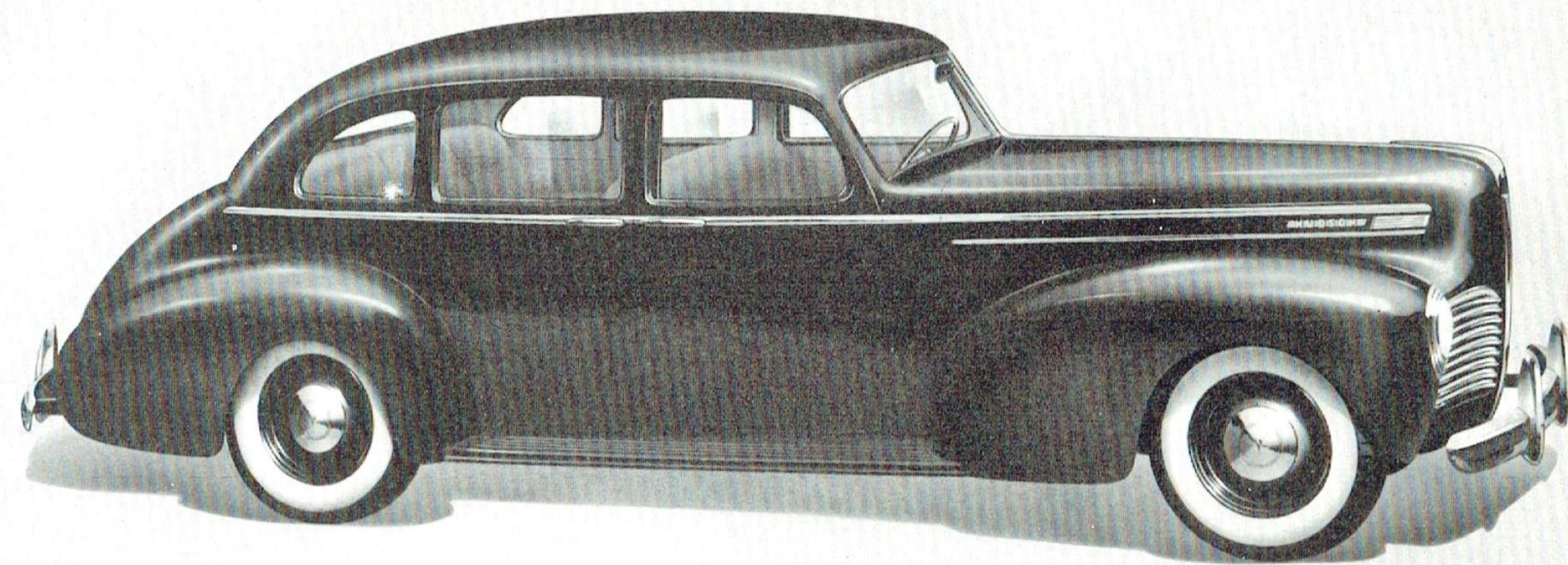
### ALL HUDSON'S IMPORTANT ADVANTAGES AT LOWEST COST

This big, roomy, rugged Hudson Six is priced *even lower* than the new Hudson Six De Luxe. With all Hudson's major advantages, it out-values any car in its class . . . dollar for dollar, feature for feature.

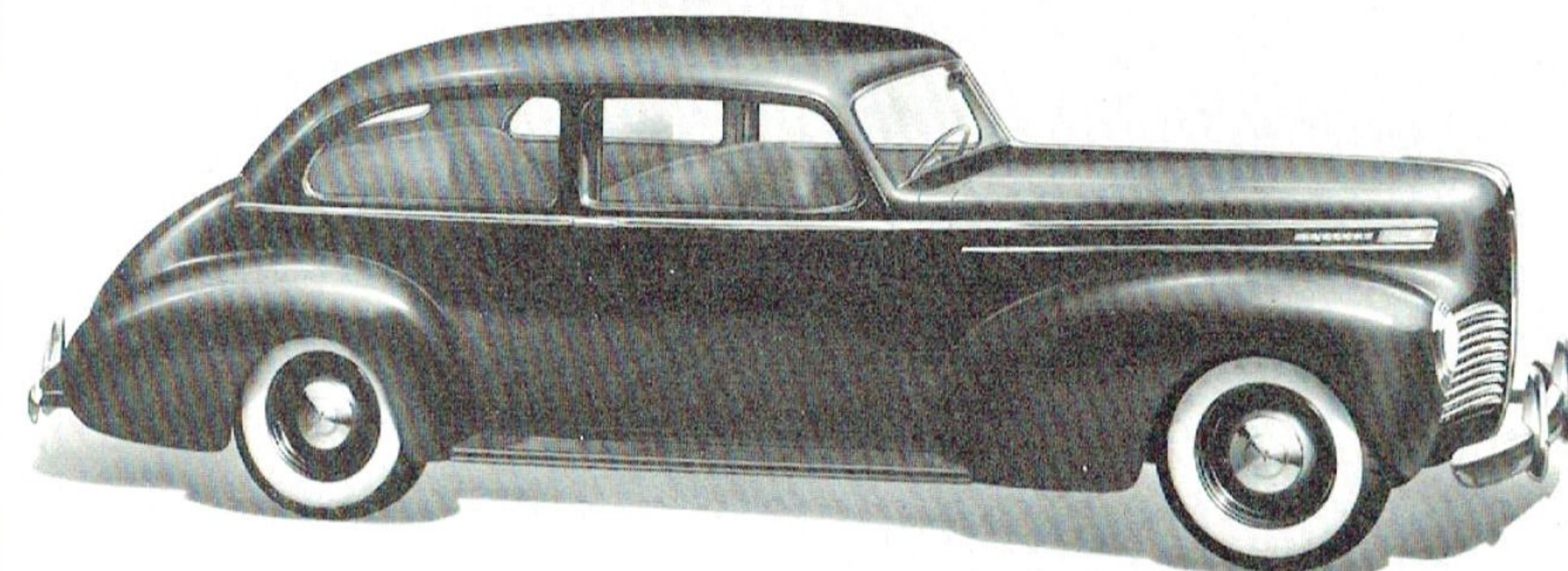
Here is not only low cost transportation. Here is safety no car except another Hudson can match; power unique in the lowest price field; extra roominess, with the industry's largest luggage space; smooth riding and handling for long hours at the wheel; top economy in gas, oil, upkeep.

If "more for your money" is first in your mind, look first at this beautiful Hudson when buying a car in the lowest price field!

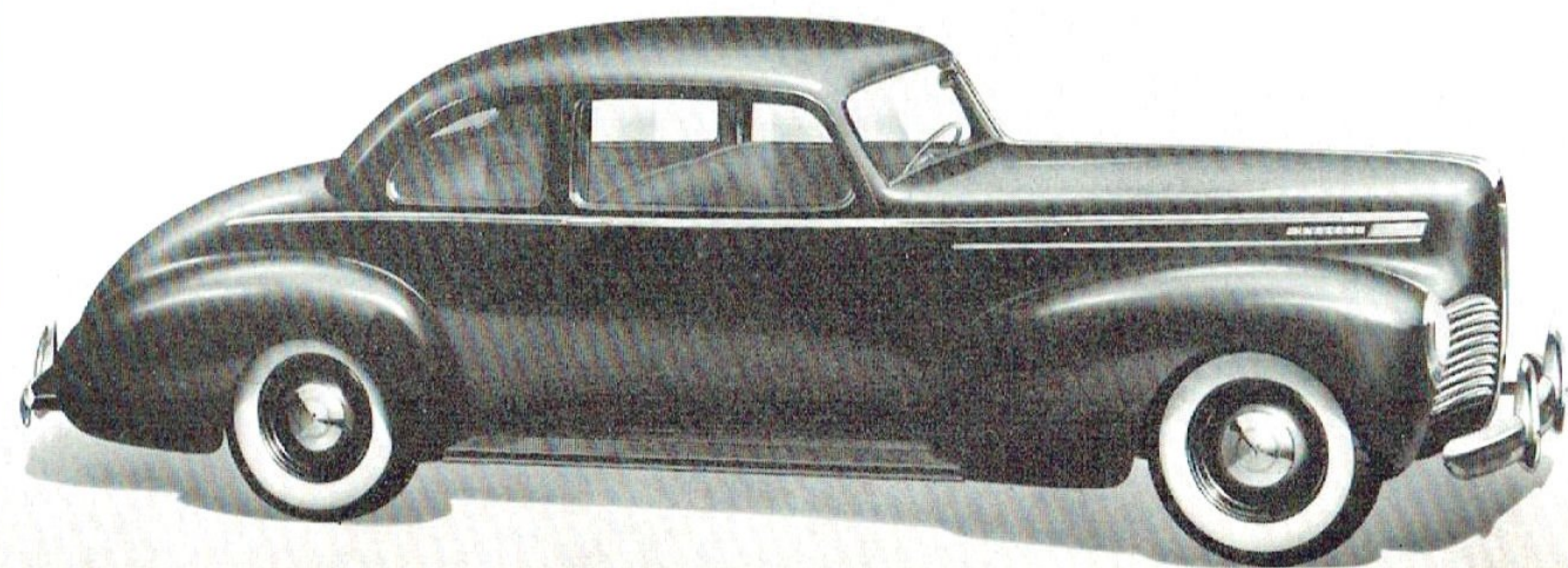
(Below) Rear Interior of New Hudson Six, in a single color that is standard with all body colors. Upholstery is of tan heavy worsted boucle, handsome and durable. Notice the attractive trim . . . the deep, wide seats and extra roominess. Hudson's comfort sensation, Airfoam Seat Cushions, optional at small extra cost.



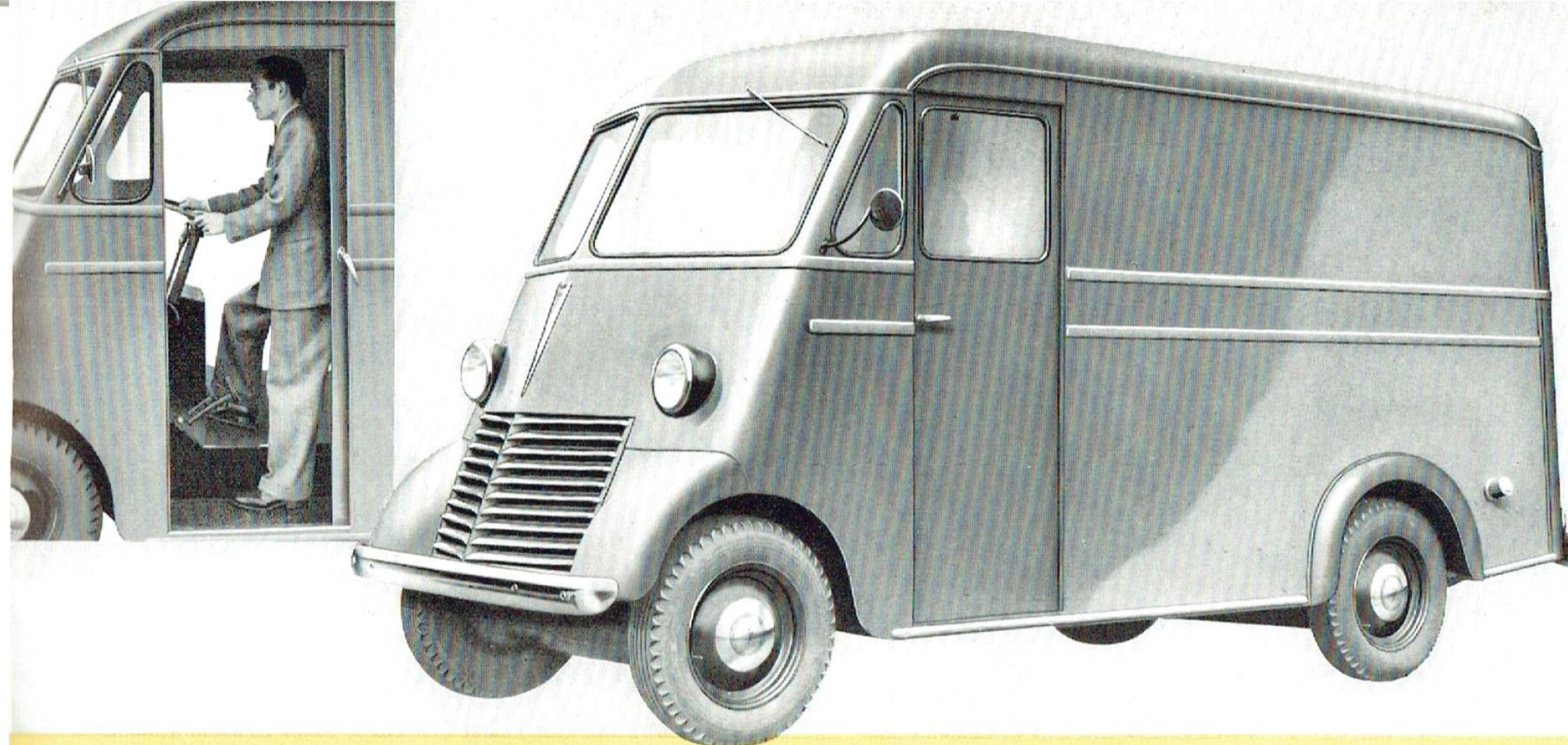
(Above) New 1941 Hudson Six Four-Door Touring Sedan for 6 passengers. Notice the longer, lower, sweeping lines characteristic of all 1941 Hudsons. Choice of seven beautiful new standard body colors. With or without running boards at no extra cost. White sidewall tires extra.



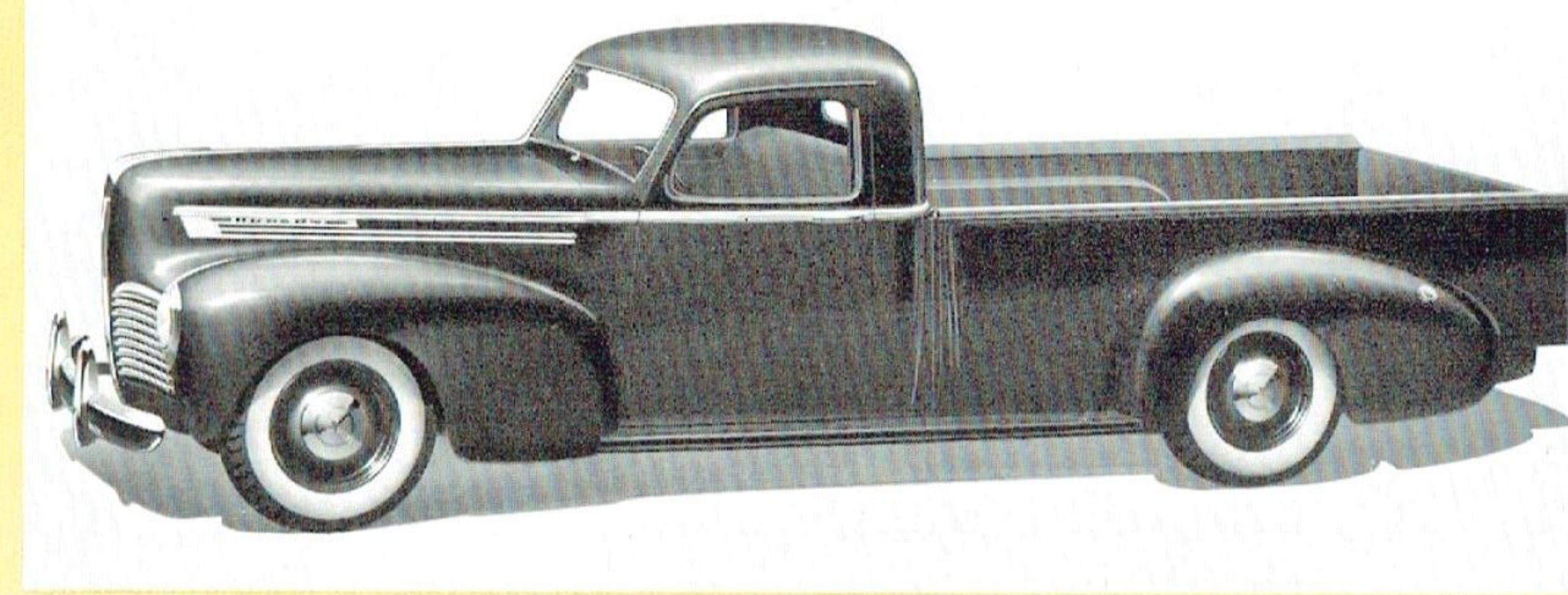
(Left, center) New 1941 Hudson Six Two-Door Touring Sedan for 6 passengers. Wide doors and convenient swivel-type front seat make it unusually easy to enter or leave the car. With or without running boards at no extra cost. White sidewall tires extra.



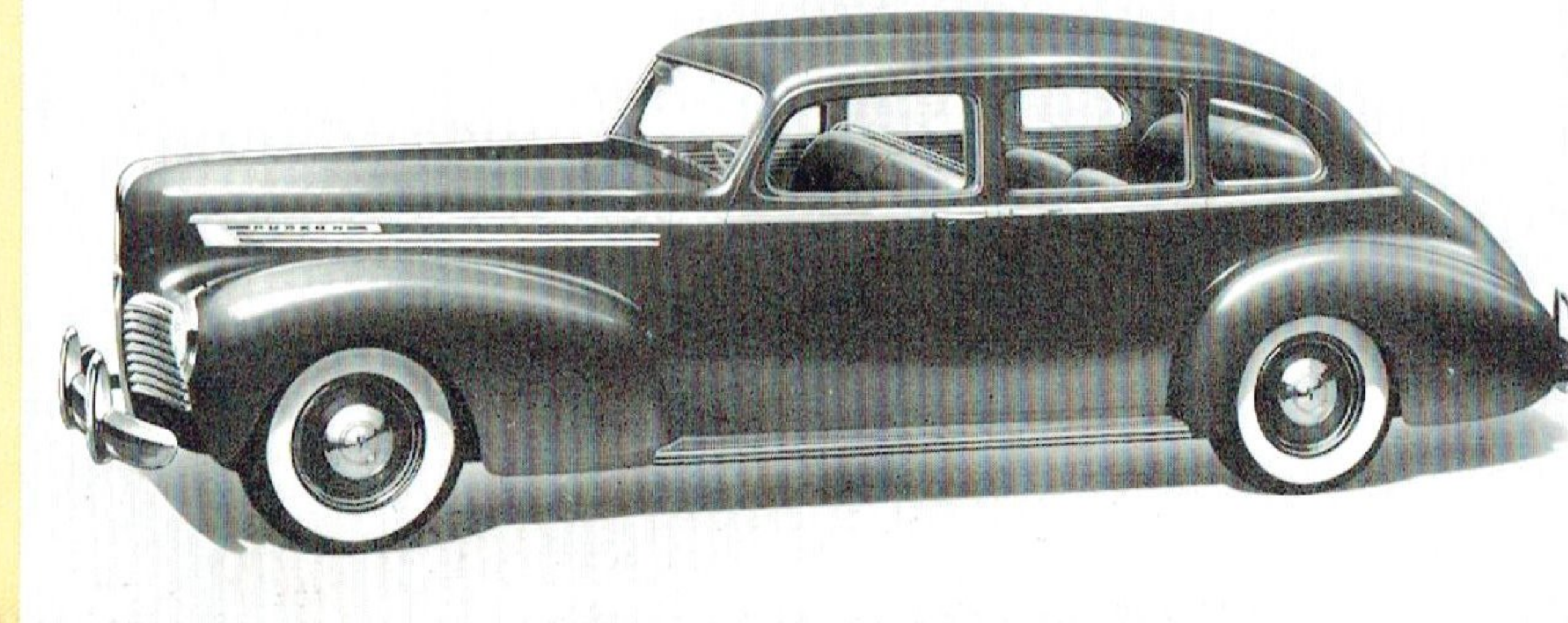
(Lower left) New 1941 Hudson Six Coupe . . . Club model or 3-Passenger model. Exceptional roominess of new interior makes possible an extra wide luggage shelf in 3-Passenger model . . . a full-width rear seat in Club model. With or without running boards at no extra cost. White sidewall tires extra.



(Above) New All-Purpose Delivery . . . 116-inch wheelbase, 92 horsepower standard, 98 horsepower optional at extra cost. An entirely new Hudson body type, with engine housed *inside* the body, and seats and controls moved well forward. Remarkably easy to handle; convenient for frequent stops. Body is much larger than a conventional panel delivery, and load is distributed better.



(Right, center) New Hudson Cab Pick-Up . . . 1/2-Ton with 116" wheelbase, 92 horsepower standard, 98 horsepower optional at extra cost. 3/4-Ton "Big Boy" with 128" wheelbase, 98 horsepower. Bodies are 3" longer, providing greater capacity and improved loading condition. Newly-designed cab and rear fenders. Also available—*New Hudson Chassis with Cab*; same wheelbase and horsepower specifications as above.



(Right, lower) New Hudson "Big Boy" Carry-All . . . 128-inch wheelbase, 98 horsepower. A beautiful, luxurious Sedan in appearance. Inside, an extra 3-passenger folding seat gives comfortable seating for nine people! Rear seat may be removed and center seat folded, providing a huge carrying space. Beautifully upholstered and trimmed in Hand-craft. Makes an ideal taxicab, small bus or undertaker's utility car; also widely used by camps, municipalities, large estates.

## New 1941 HUDSON *Business Cars*

Hudson offers for 1941 a completely new line of cars for commercial and special use. Wheelbases throughout have been lengthened 3 inches, with corresponding increases in load space. This greater capacity, plus many improvements in utility, means a Hudson will "deliver the goods" more profitably than ever before.

Extra protection of driver and load are assured, for Hudson is "America's Safest Car." Top economy, with truly amazing endurance and ruggedness, enables these cars to save you money every mile.

In addition to models shown, 1941 Hudsons are available for police, taxicab, fleet and other special use. Complete information and specifications on any model will be furnished upon request.

### UTILITY CONVERSION EQUIPMENT

#### Makes a New HUDSON SIX 2 Cars in 1

From a hard-working, sturdy *business* car to a smart and comfortable *pleasure* car in just a few minutes . . . that's the unique advantage of these two new Hudson Six models with the inexpensive utility conversion equipment described below.

Both of these cars have 116-inch wheelbase and 92 horsepower motor standard, with 98 horsepower optional at extra cost.

#### New 1941 HUDSON SIX Utility Coach

The exterior appearance of the Utility Coach is similar to that of the Hudson Six Two-Door Sedan illustrated on the opposite page. Interior trim and appearance are also the same as the new Hudson Six Two-Door Sedan, except that bucket-type front seats are used.

To prepare the Utility Coach for business use, you merely take out the rear seat and install the steel side panels that protect the upholstery. Bulky loads can be put in easily through the big rear loading door, or through the wide side doors. A full-length stretcher will fit into this space.

#### New 1941 HUDSON SIX Utility Coupe

In both exterior and interior appearance, the Hudson Six Utility Coupe is the same as the Hudson Six 3-Passenger Coupe shown on the opposite page.

The extra large space under the rear deck, common to all 1941 Hudson Coupes, is utilized to provide a newly-designed load box with stationary floor and sides, and folding tail gate. All completely enclosed within body . . . yet with even greater capacity for 1941. Rigid construction eliminates the usual squeaks and rattles.

Thus, this new Hudson Utility Coupe, as smart a car as you could want for pleasure use, is converted into a useful and dependable business car simply by raising the rear deck lid.

# HUDSON

## Approved

### ACCESSORIES

#### FOR 1941

By no means the least important of the many advantages offered to purchasers of 1941 Hudsons is the ability to equip their cars with a variety of useful and beautiful accessories, some of which contribute to its beauty, some to its convenience, some to comfort, some to safety . . . and all to lasting pride of ownership. The accessories listed and described on these pages have been designed and built expressly for Hudson cars. All have been carefully tested by Hudson engineers before approval . . . your best assurance of genuine satisfaction.

#### OUTSIDE REAR VIEW MIRRORS

Right Hand and Left Hand

#### OVAL REAR VIEW MIRROR

for Interior

#### OIL FILTER

#### EXHAUST DEFLECTOR

#### LICENSE PLATE FRAMES

#### VANITY MIRROR

#### RADIATOR INSECT SCREEN

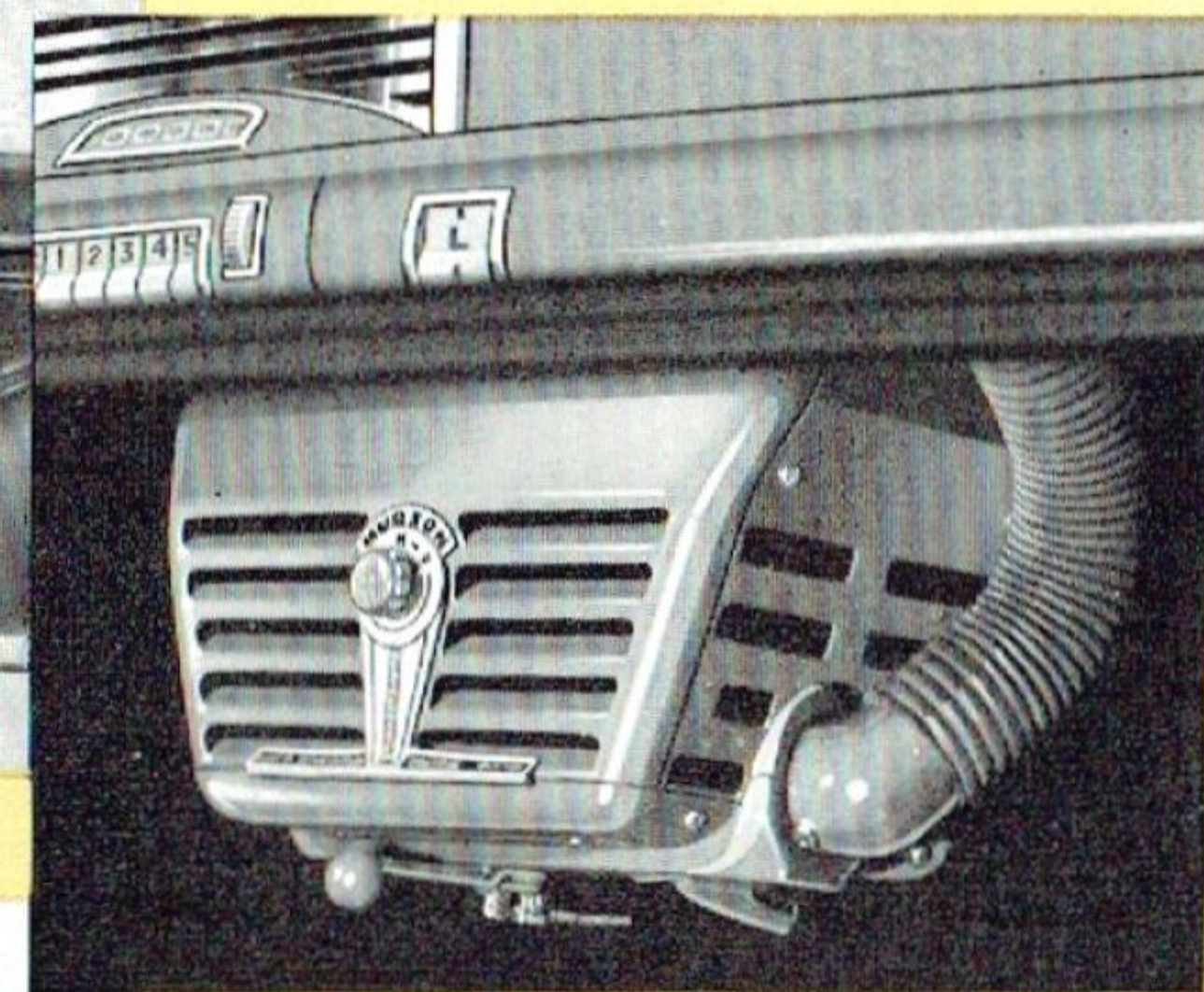
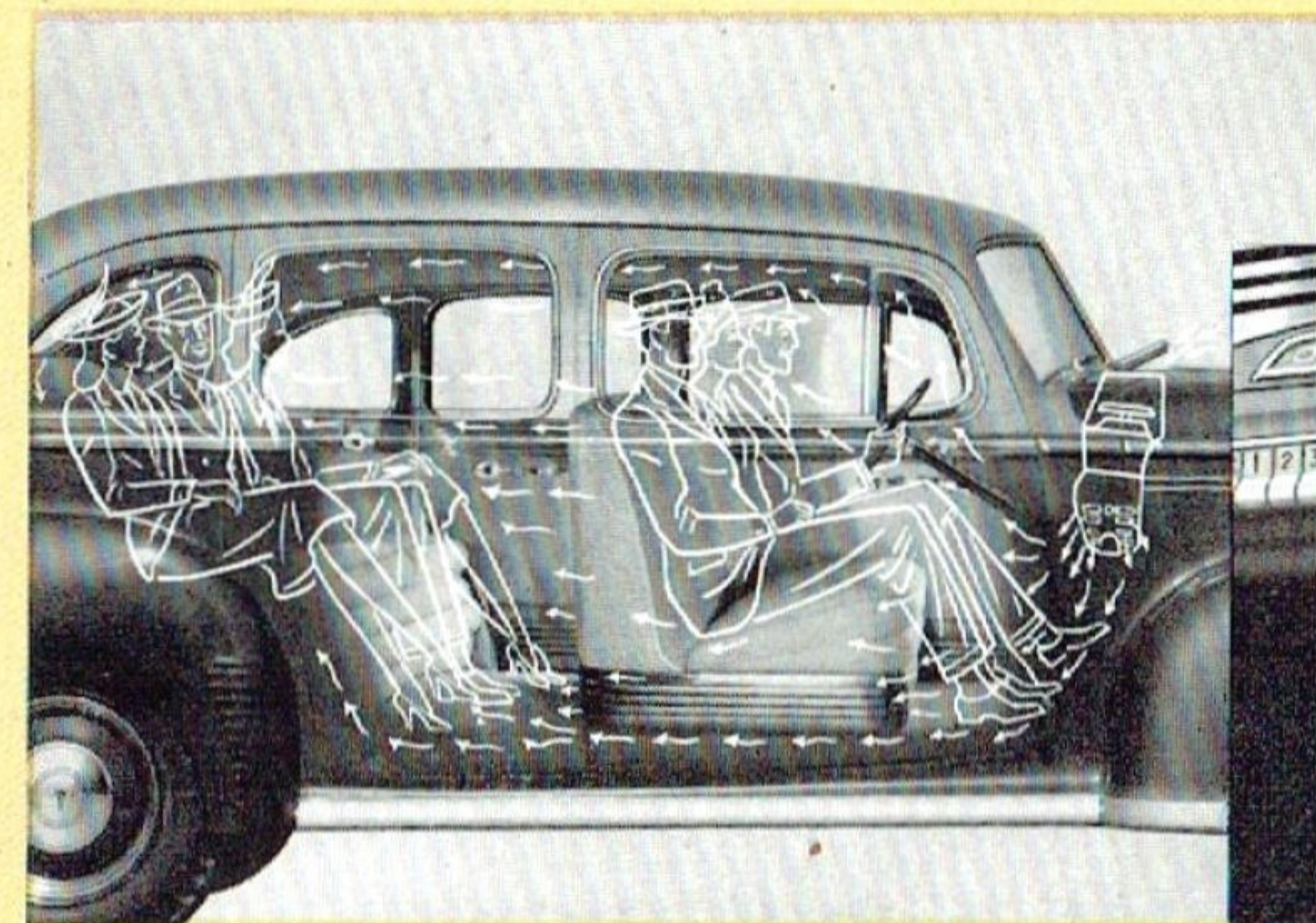
#### RADIATOR GRILLE COVER

#### VACUUM ANTENNA

#### GAS TANK LOCKING CAP

#### AUTOMATIC BATTERY FILLER

#### DUST FILTER for Cowl Ventilator

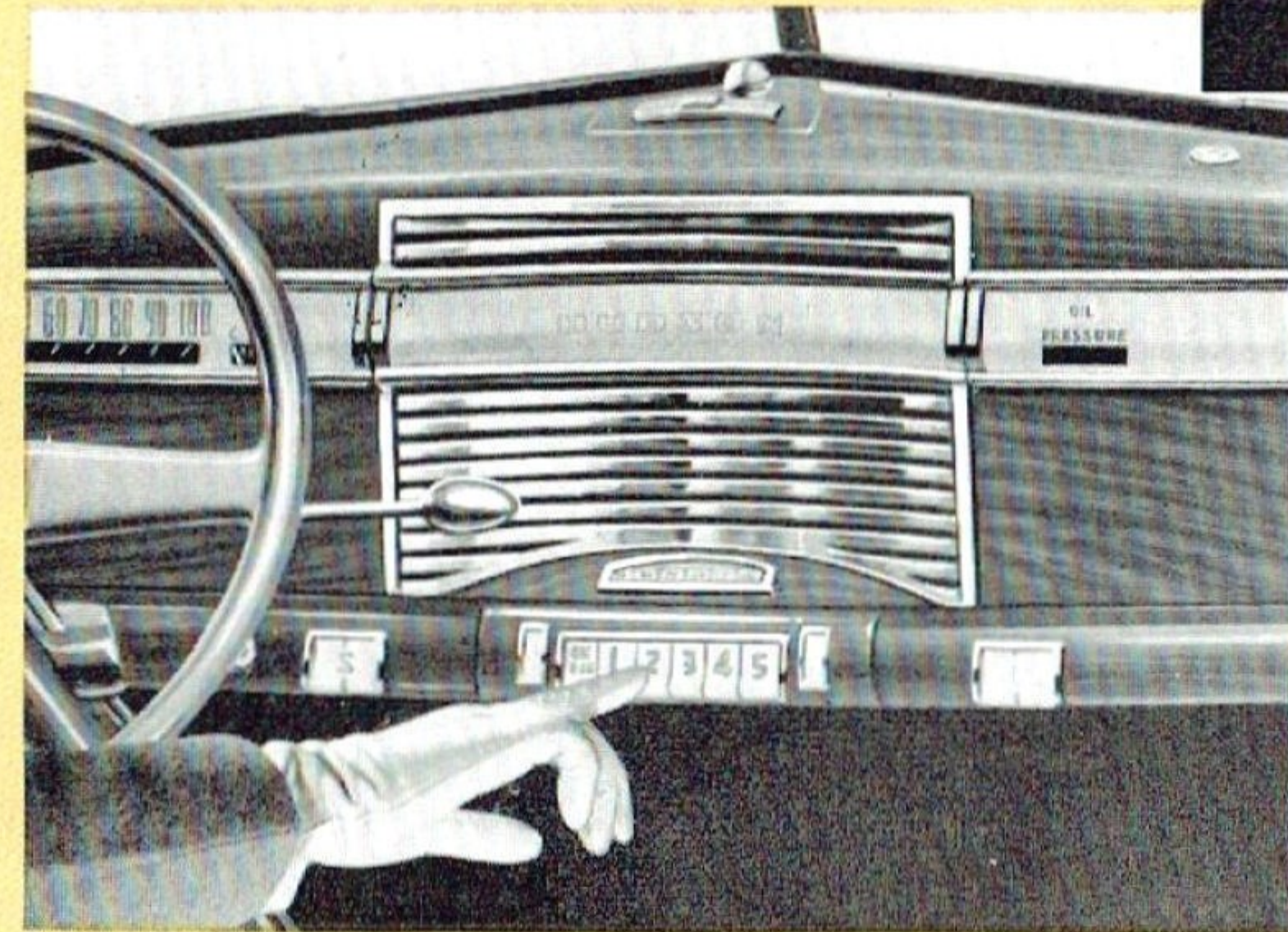


#### IMPROVED WEATHER-MASTER

with Thermo-matic Control

Hudson's new Weather-Master Unit has increased heating efficiency for 1941, with a new Thermo-matic Control to regulate temperatures within the car as desired.

In winter, the Weather-Master keeps the car warm even when standing still; with car in motion, cowl ventilator is kept open and fresh, filtered air is heated and circulated throughout the car . . . without even using the motor-driven fan! Because pressure inside the car is greater than that outside, stale air seeps out . . . eliminating drafts. Windows may be kept closed; fogging of windows is prevented. In hot weather, the same unit circulates fresh, filtered, cool air throughout the car. Even in rain storms, cowl ventilator is kept open; new built-in rain trap lets air in, drains water away . . . keeps passengers dry.



#### THREE NEW HUDSON RADIOS

**Custom** . . . a newly-designed, 8-tube set of exceptional power and clarity. Will bring in either voices or music without distortion at top car speeds. Full push-button station selection, with "safety-type" selector buttons which can be adjusted by the owner.

**De Luxe** . . . a 6-tube set with fine performance. Equal in every way to the best sets offered in previous years. Full push-button tuning, with the new "safety-type" selector buttons.

**Junior** . . . an inexpensive 5-tube set that is a splendid value for the money. It does

not have the push-button station selection feature.

All 1941 Hudson radios are of the single-unit type, easy to install and remarkably trouble-free. They are mounted in a special space provided for them immediately behind the built-in radio grille.

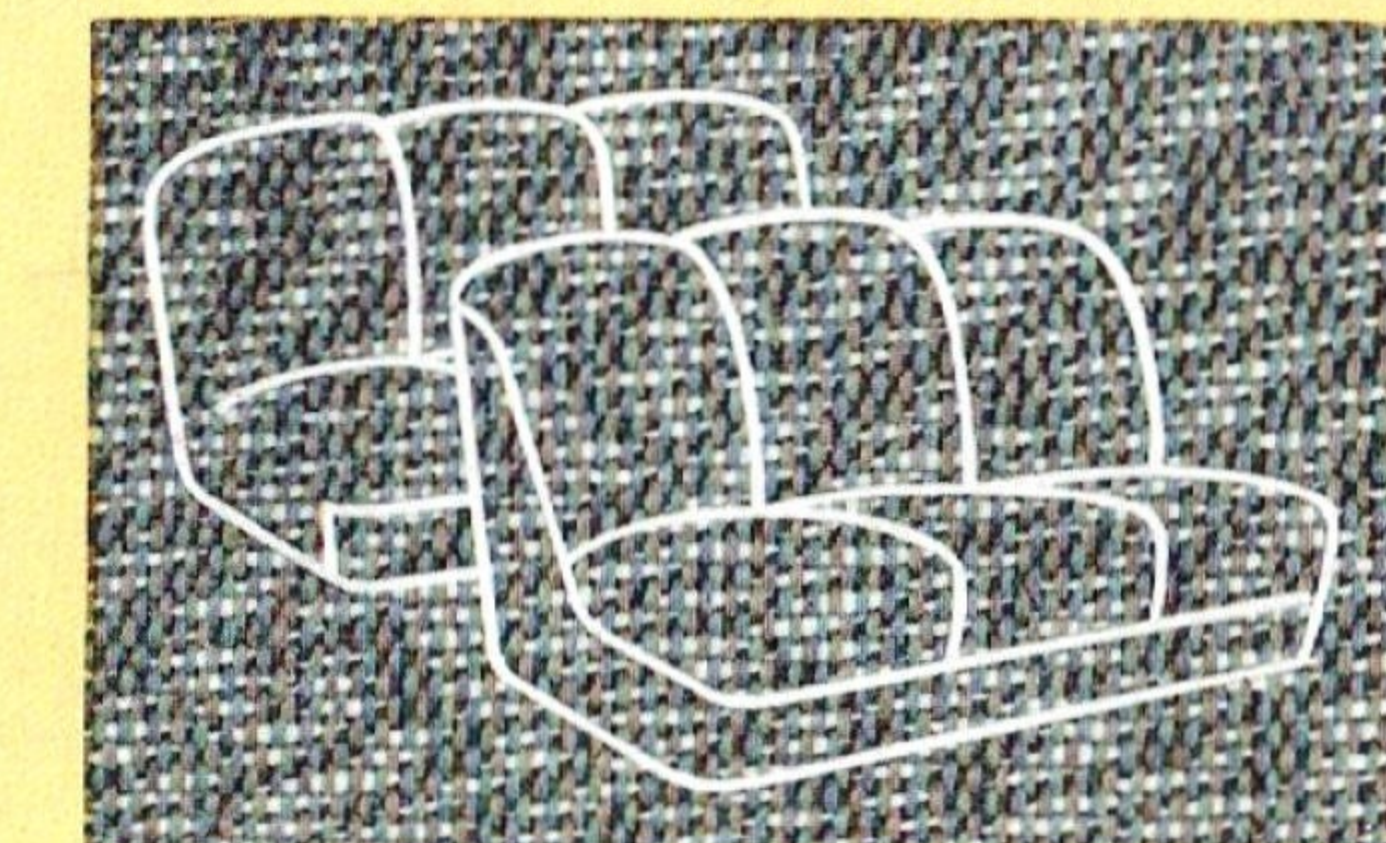
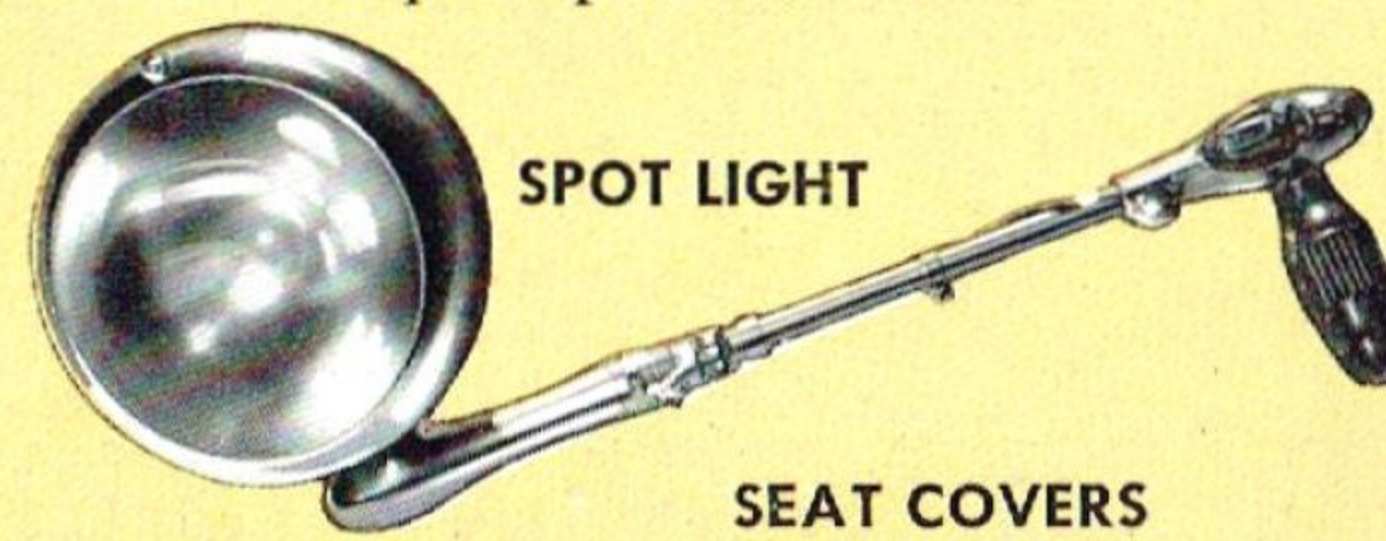
In view of the great amount of pleasure a good radio adds to car ownership, Hudson has done everything possible to make it easy for the purchaser of a 1941 Hudson to get a fine factory-developed and approved set, and to make its installation as simple as possible.



#### NEW HUDSON SLEEPER KITS

To help you avoid overnight lodging expense, all 1941 Hudson Sedans can be quickly and easily converted into comfortable "sleeping cars." A full-sized double bed, made up right in the car without disturbing the front seat, saves time and money when you are traveling. A simple kit, provided at small extra cost by your Hudson dealer, contains everything needed.

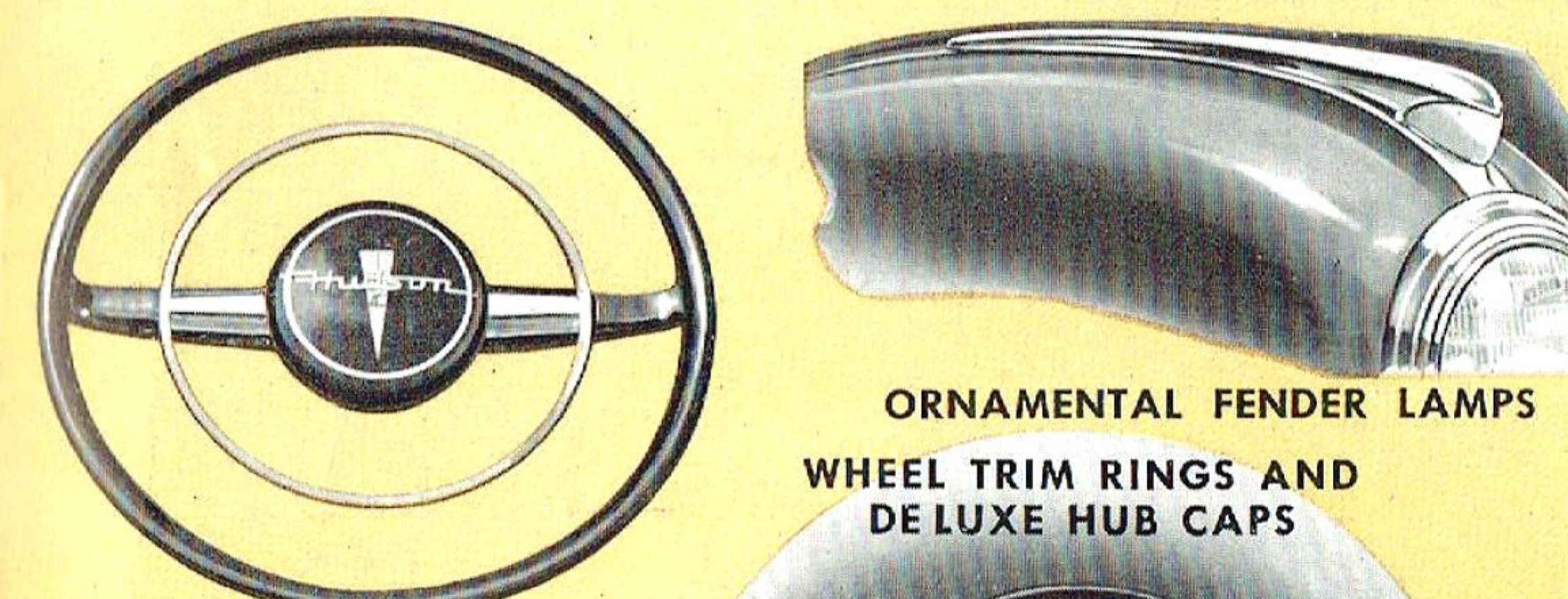
#### FOG LIGHT



## COMMODORE *Fine Car* EQUIPMENT

### TO DRESS UP YOUR HUDSON SIX OR SUPER-SIX

All of these style and luxury accessories are standard on one or more of the new Hudson Commodore models. For small extra cost, your Hudson dealer will install any items you select on your new Hudson Six or Super-Six.



NEW DE LUXE STEERING WHEEL

ORNAMENTAL FENDER LAMPS

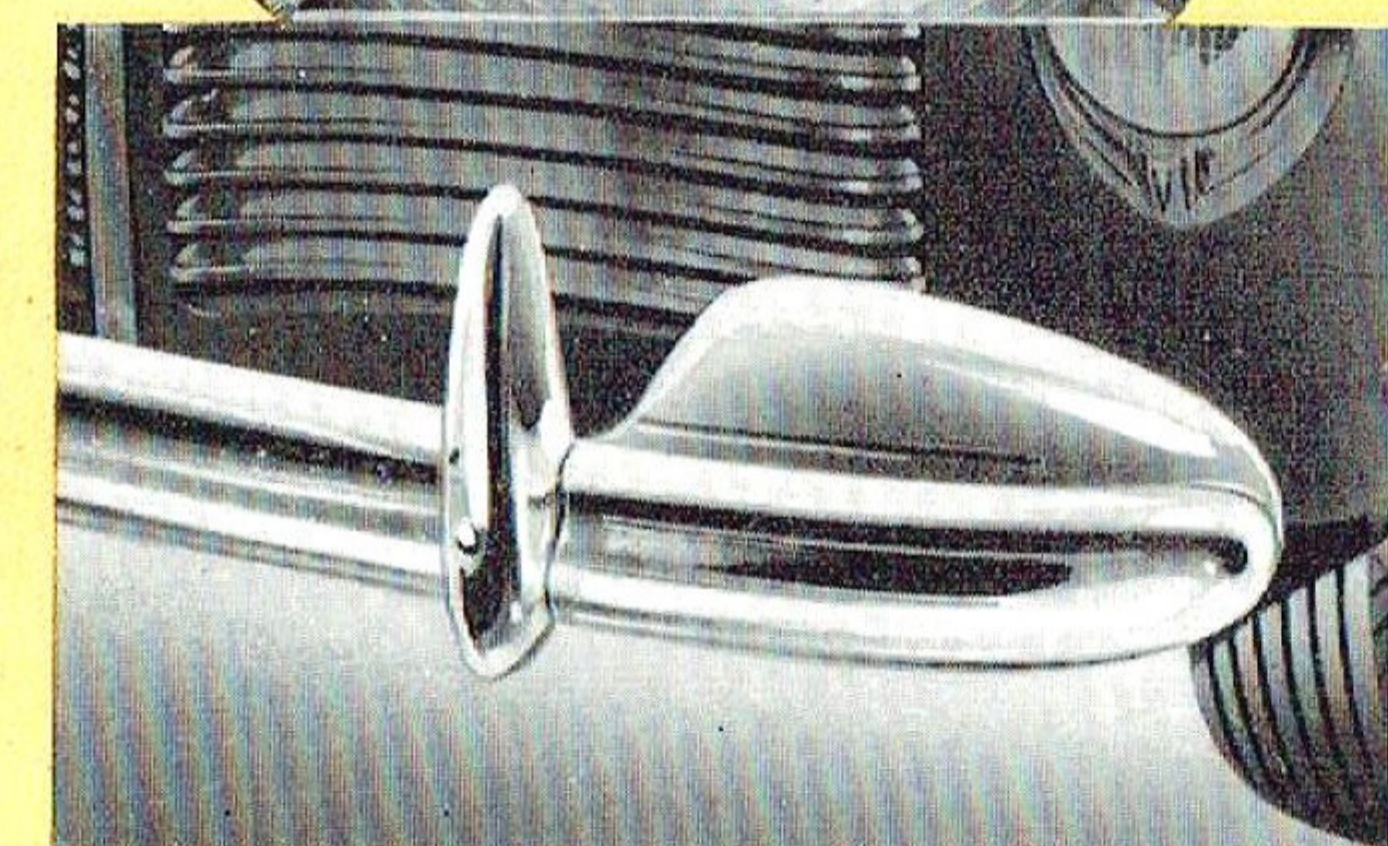
WHEEL TRIM RINGS AND DE LUXE HUB CAPS



CIGAR LIGHTER

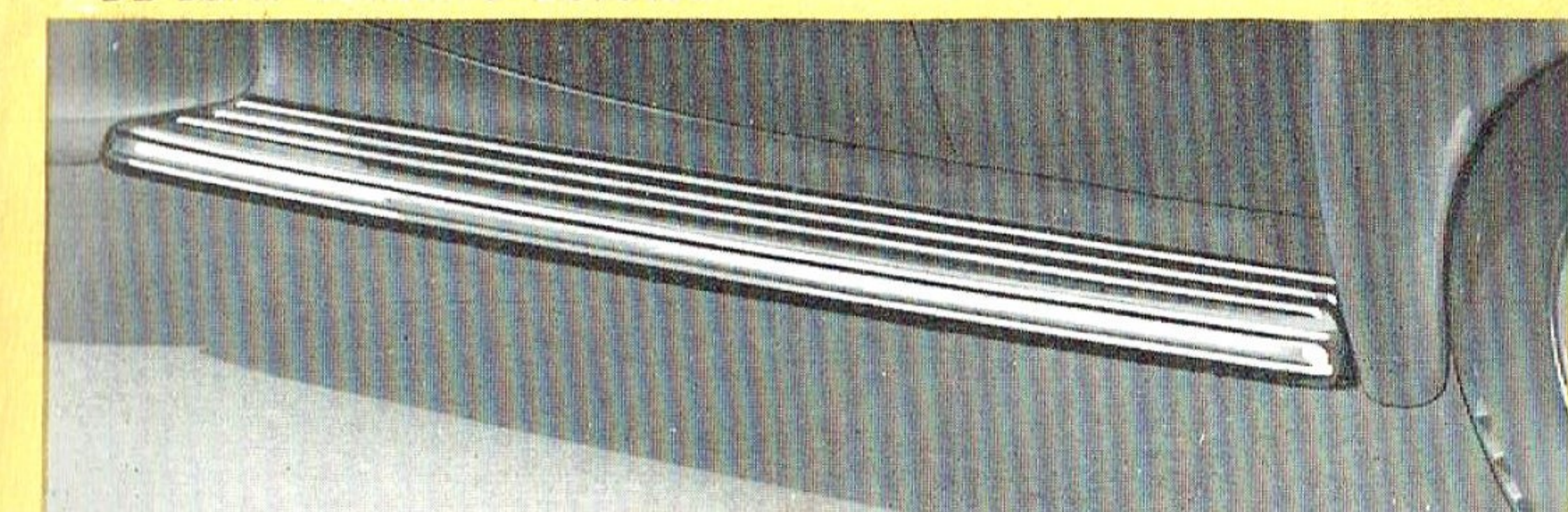


ELECTRIC CLOCK



FENDER GUARD WINGS

#### DE LUXE RUNNING BOARDS



## SPECIFICATIONS FOR 1941 HUDSON PASSENGER CARS

**HUDSON SIX**  
ENGINE—6-cylinder, L-Head; 92 H.P. at 4000 r.p.m. Compression ratio, 7.25 to 1. Bore, 3"; stroke, 4 1/8"; displacement, 175 cu. in.  
LUBRICATION—Oil refill capacity, 4 1/2 quarts.  
BATTERY—17-plate, 96 ampere-hour.  
COOLING SYSTEM—Radiator capacity, 13 quarts.  
BRAKES—Diameter, 10"; width, 1 3/4".  
FRAME—Armored X-type, 7 1/4" deep; 4 other cross-members. Specially-reinforced frame in Convertibles.  
WHEELBASE—116"; over-all length, 195 1/4".  
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.

**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 1/2 quarts.  
BATTERY—17-plate, 96 ampere-hour.  
COOLING SYSTEM—Radiator capacity, 13 quarts.  
BRAKES—Diameter, 10"; width, 1 3/4".  
FRAME—Armored X-type, 7 1/4" deep; 4 other cross-members. Specially-reinforced frame in Convertibles.  
WHEELBASE—121"; over-all length, 200 1/4".  
TIRES—16 x 6.00. 16 x 6.50 and 15 x 7.00 at extra cost.

**HUDSON COMMODORE 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 1/2 quarts.

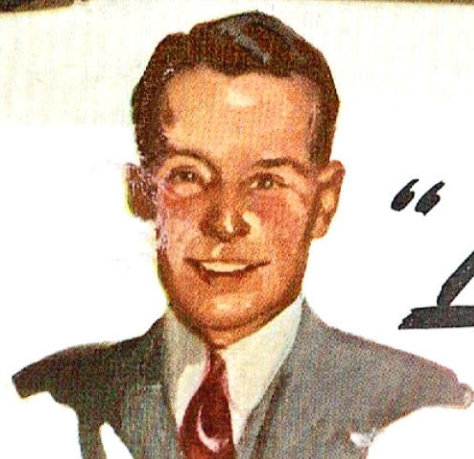
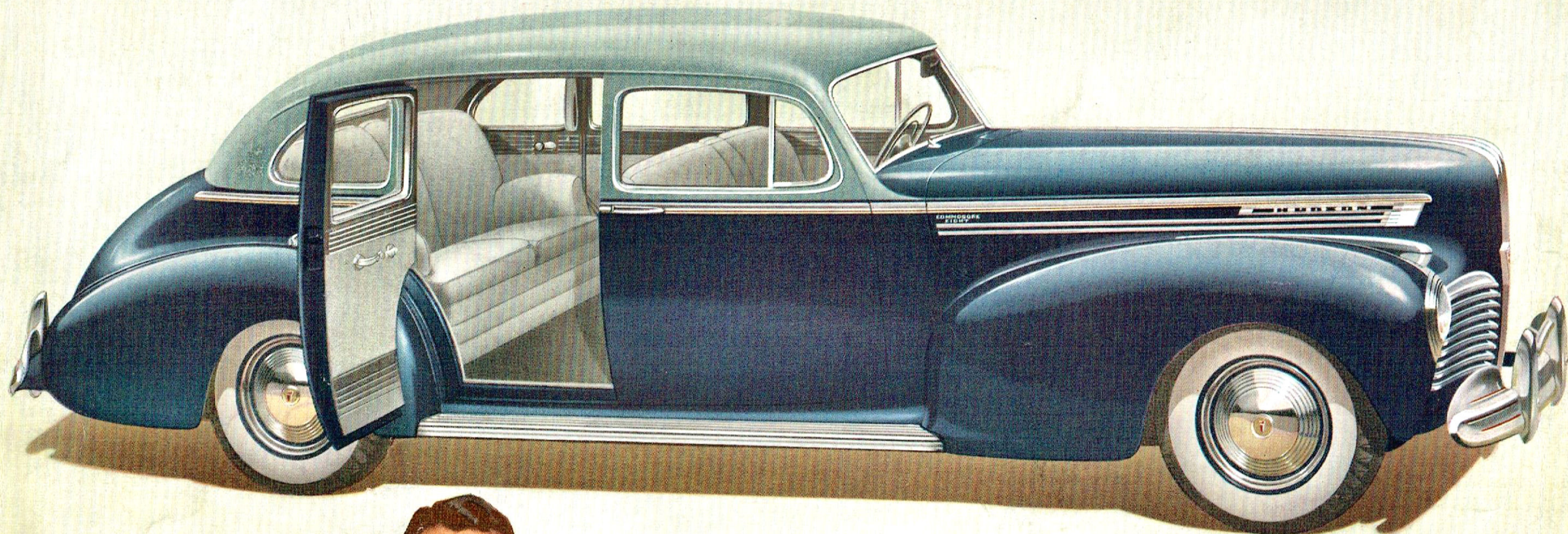
ENGINE—Crankshaft: fully compensated, drop-forged, balanced at rest and in rotation. . . long-wearing, bronze-back crankshaft bearings. Pistons: silicon aluminum, T-slot, cam-ground; four "pinned" Granosealed rings. Connecting rods: drop-forged and treated with continuous babbiting process.  
LUBRICATION—Exclusive Duo-Flo system with positive oil feed and cooling. Oversize pump.  
CARBURETOR—Down-draft system with automatic choke, anti-percolator, back-fire arrester, air cleaner and vapor-lock relief valve on all models. Double carburetor and automatic heat control on Super-Six and all Commodore models; single carburetor and manual heat control on other models.  
IGNITION—Vacuum automatic spark advance on all six-cylinder models . . . moisture-proof distributor . . . octane adjustment.  
GENERATOR—Extra-capacity ventilated type with full voltage regulation on all models.  
STARTER—Finger-touch on all models.  
FUEL SYSTEM—Gasoline tank capacity—Hudson Six and Hudson Six De Luxe: 12 1/2 gallons. Other series: 16 1/2 gallons . . . Large constant pressure fuel pump.  
COOLING SYSTEM—Cellular radiator with centrifugal, six-blade pressure pump . . . thermostat on all models with by-pass control of water circulation on Commodore Custom models . . . temperature indicator on dash.  
HANDY SHIFT—Standard on all models. Simplified linkage to transmission gives easiest shifting.  
CLUTCH—Triple-sealed, fluid-cushioned, single-plate type with patented heat-treated cork inserts . . . Fluid-Cushioned Automatic Clutch optional at extra cost.  
TRANSMISSION—Synchromesh, blocker type, insulated. Box-girder construction with double silent gears. Designed especially to be operated by Handy Shift at the steering wheel.  
UNIVERSALS—Two roller-bearing universals

with 3" tubular propeller shaft. Hudson Commodore Custom Sedans have 3 1/2" propeller shafts.  
SPRINGS—(Front) Hudson Patented Auto-Poise Front Wheel Control, Independent Suspension with coil springs of Silico Manganese steel and direct-acting, high volume, low pressure, hydraulic shock absorbers. (Rear) 60" semi-elliptic, covered springs, "splayed" for transverse stability; 52 1/2" in Hudson Six and Hudson Six De Luxe. 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 in all models from Hudson Six De Luxe upwards.  
REAR AXLE—Semi-floating type; nickel-molybdenum gears and shaft with heavy banjo-type housing. Standard ratio, 4-5/9 to 1 on Hudson Six and Hudson Six De Luxe; 4-1/9 to 1, all other models; with overdrive, 4 2/3 to 1 on Hudson Six and Hudson Six De Luxe; 4-5/9 to 1, all other models.  
BRAKES—Patented Double-Safe Hydraulics. Reserve mechanical brake actuated automatically by foot brake pedal. Centrifuge drums. Easy-operating parking brake lever under cowl.  
STEERING—Center-Point Steering, provides steering stability at all speeds on all road surfaces, with short turning radius. Improved worm and roller type gear; 18.4 to 1 ratio on 8-cylinder models; 18.2 to 1 on 6-cylinder models. Commodore models (except 8-Pass.), 18" black plastic rim, natural grip de luxe steering wheel with horn rings; other models, 17" colored wheel, with 18" de luxe type wheel and horn ring optional at extra cost.  
WHEELS—Steel balanced drop-center type. TREAD—56 3/8", 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.

#### ★ GENERAL ★

Doors weather-sealed against drafts. Body and fenders rust-proofed.  
BODY VENTILATION—See pages 10 and 22. Large cowl ventilator with built-in rain separator unit and insect screen.  
LIGHTS—Headlamps: "Sealed Beam" type, incorporating lens, reflector and filaments in a permanently sealed unit. Toe switch for driving or passing beam . . . bright beam indicator on instrument panel . . . twin tail lamps and hood ornamental parking lamps. Fender lamps on all Commodore models. Directional signals operating in fender lamps and tail lamps, standard in Commodore Custom models; available on all other models at extra cost.  
UPHOLSTERY—See pages 5, 9, 12, 17 and 24. Mohair optional in Hudson Six (extra cost), Hudson Six De Luxe and Super-Six closed models. Leather standard in all Convertible models.  
EQUIPMENT—Adjustable sun visor . . . twin visors in Commodore models . . . large parcel compartment with lock . . . twin vacuum windshield wipers . . . rear vision mirror . . . single vibrator horn in Hudson Six; twin air horns in Hudson Six De Luxe and all other series. Tele-flash signals for oil pressure and generator charging . . . water temperature gauge . . . windshield defroster vents . . . Cushion-Action door latches . . . thief-proof locks . . . front dome light; front and rear lights in Commodore 4-Door Sedans . . . electric clock in Commodore models; 30-hour clock in other models . . . Air-foam Cushions standard in Commodore models and all Convertibles; available at extra cost in other models. Front and rear seat center armrests in Commodore Custom sedans. Carry-All Luggage Compartment with spare tire in vertical position. All models available with or without running boards. Cigar Lighter, Commodore models; two in Commodore Custom sedans. Bumpers and bumper guards front and rear on all models; bumper bar wings on all Commodore models.

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.



*"Let's Get Together..."*

**... FOR A DIRECT COMPARISON RIDE**

We invite you to get behind the wheel of a new 1941 Hudson, today! Drive it *just once* over a familiar route. Compare it in any way you please with your present car, or any other new car, and see if Hudson doesn't give you a better ride for your money in every way!

**... FOR A DEAL THAT WILL SATISFY YOU**

Now is the time to find out how *little* it costs to buy and own a Hudson. A convenient Easy Payment Plan can be arranged to fit your budget. And remember—we are fully equipped to give you service that really satisfies, throughout the long life of your Hudson.

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*Your Hudson Dealer*