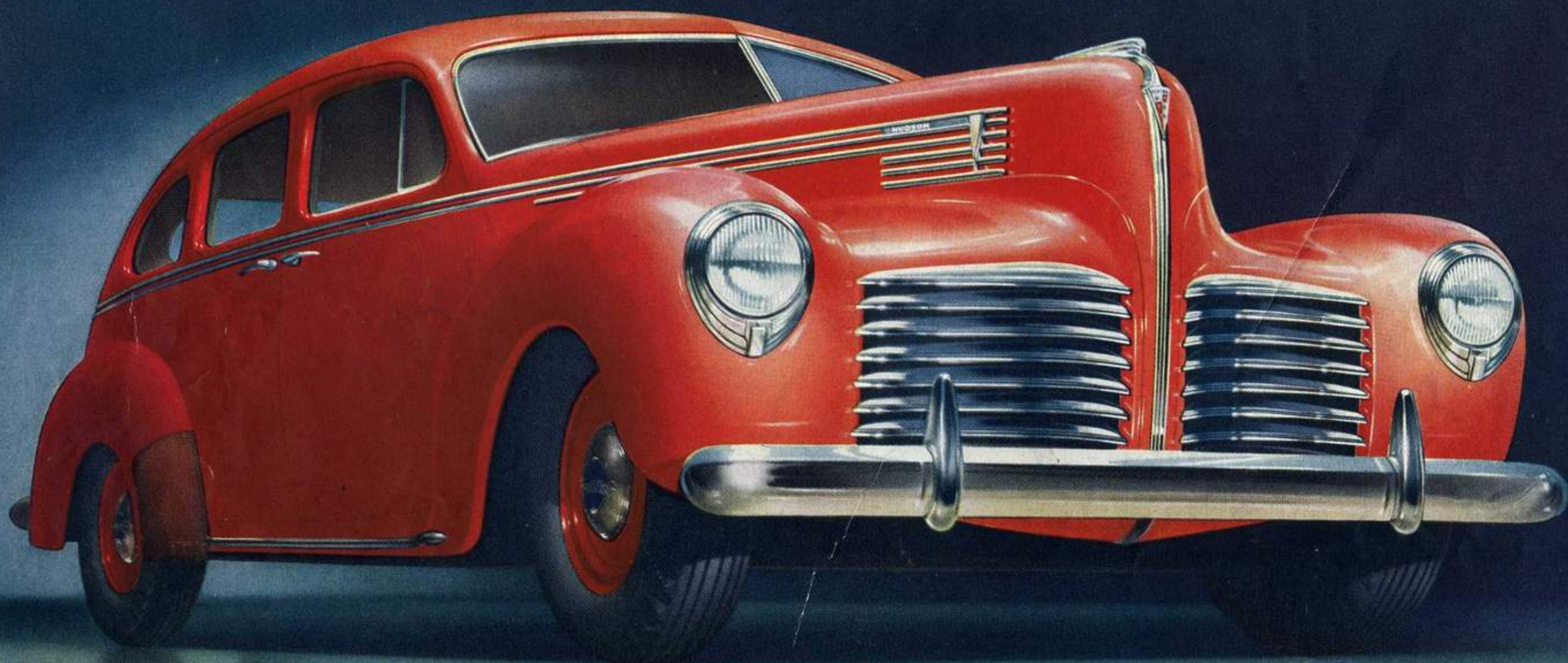


HUDSON for 1940

A New Low Cost for Luxury





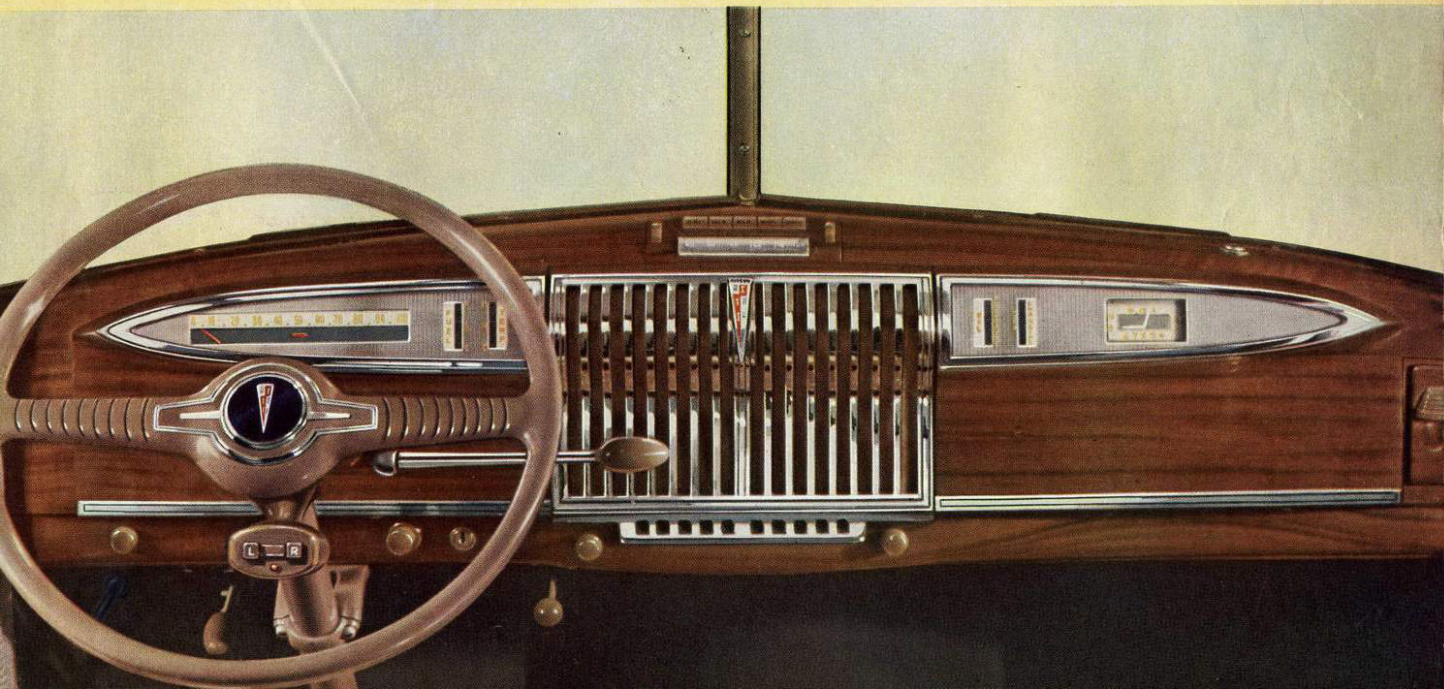
America's Safest Cars are now America's Smartest

HUDSON for 1940

THREE NEW HUDSONS FOR 1940, INCLUDING AMERICA'S LOWEST PRICED STRAIGHT EIGHT!

Hudson Prices Start in the *Lowest Price Field!* Brilliant Engineering Gives Even Greater Economy of Gas and Oil...with Outstanding Dependability and Low Upkeep Cost to Which Hudson Owners Everywhere Testify! Big, Roomy Cars . . . with Riding and Handling Ease New to the Highway . . . *Improved Airfoam Seat Cushions in Luxurious New Interiors*

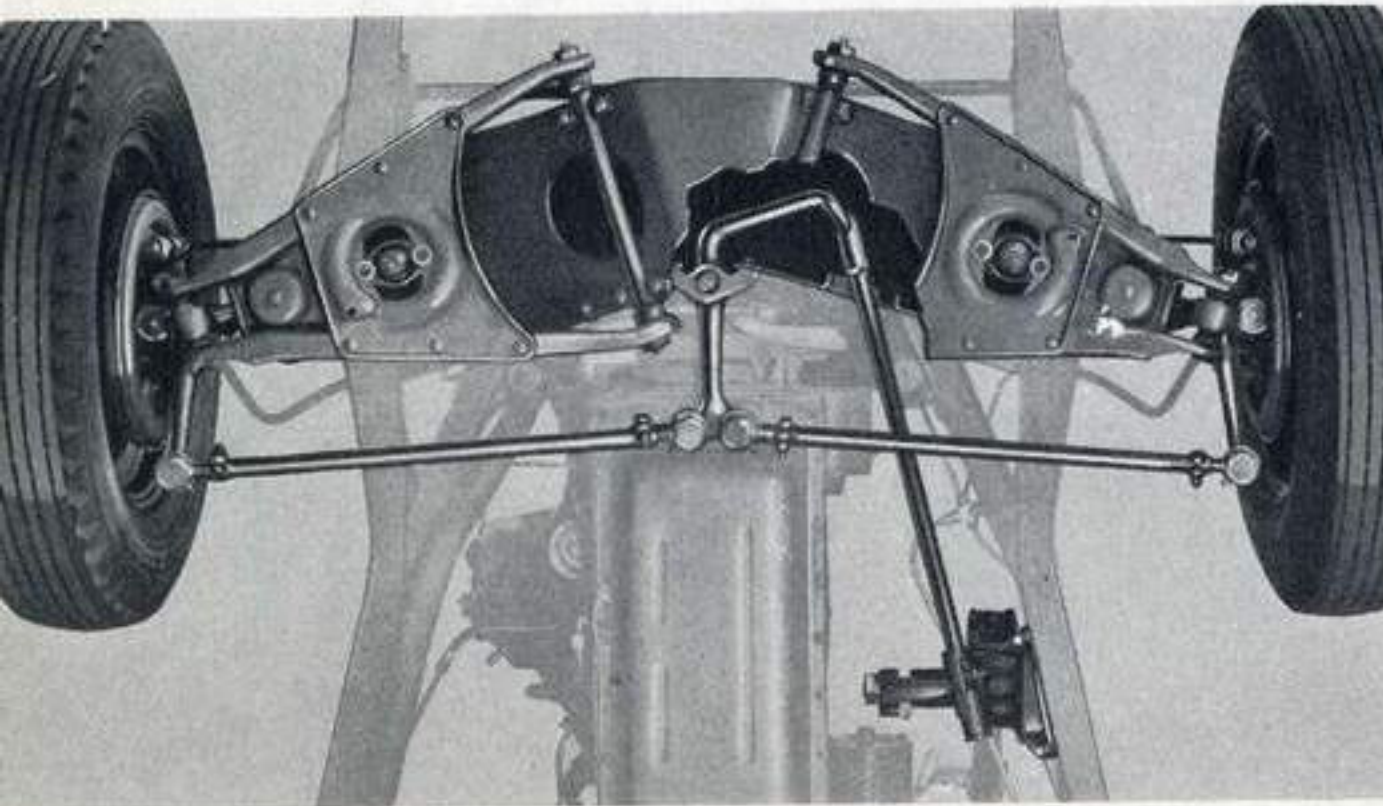
This newly designed and extremely modern instrument panel in natural wood grain finish carries through the entire line with slight variations in coloring and chrome ornamentation. Panel shown below is from the new Country Club Sedan.





Smart new gray Hockanum Woolen (specially woven for Hudson), masterfully tailored over deep pillowed Airfoam cushions, then set off by rich contrasting maroon piping and the gleaming chrome of ash trays and window mouldings—this is luxury of a kind you've never seen before in so low priced a car. The interior shown above will be found in the new Hudson Eight and Super-Six; it is typical of the distinctive appointments of every 1940 Hudson. The new Country Club Sedans are upholstered in a special material selected and woven for Hudson by the famous Hockanum Woolen Mills.

EVEN THE LOWEST PRICED HUDSON SIX BRINGS YOU THESE GREAT FEATURES . . . UNMATCHED BY ANY OTHER CAR



NEW CENTER-POINT STEERING . . . even in lowest priced models! For 1940, Hudson introduces the most accurately designed, most perfectly responsive steering known . . . a type previously used only in costly cars. With the positive wheel control provided by patented Auto-Poise Control, this design gives every Hudson road sense new to any car!



Improved Handy Shift (Standard) makes shifting easier than ever! With it, at small extra cost, you can have Hudson's fluid-cushioned automatic clutch (non-free wheeling)—*you never need touch the clutch pedal.*

New "Sealed Beam" Headlamps give 50% more light for night driving . . . increase safety . . . reduce strain . . . do not lose efficiency with use. Controlled by foot switch. Headlight beam indicator on instrument panel.

New Overdrive of the latest and finest type. A "fourth speed forward" that reduces engine wear and saves up to 25% of your fuel bills. For emergency acceleration, you press the accelerator clear to the floor, which instantly returns you to conventional high gear. Optional on all models at extra cost.

New Lateral Stabilizer at the rear, in Hudson Six DeLuxe and all higher priced models. Mounted one end to the frame and the other to the rear axle, it

controls horizontal movement of the body and eliminates axle "hopping" . . . results in greatly improved steering stability and riding comfort.

New Front and Rear Directional Signal Lights. Controlled by a switch at the steering wheel. Both louvre light and tail light on turning side flash a sharp warning to drivers in back and *at the side.* Standard in Country Club models; small extra cost in all others.

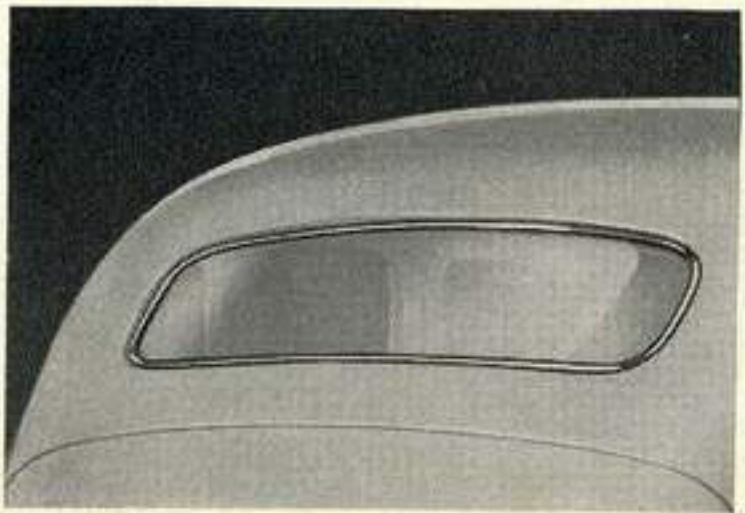
Improved Weather-Master Fresh Air and Heat Control . . . fills the car with warm fresh air in winter, clean fresh air in summer. Air from the cowl ventilator is filtered, then (in cold weather) heated and distributed throughout the car. Fogging of windows is reduced;

drawsiness caused by stale air eliminated. Optional at extra cost on all models.

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

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

(Below) **SAFER REAR VISION.** Rear windows (Sedans) are larger and in one piece—no center bar obstructs your view. And the safety glass is curved for greater beauty . . . harmonizes gracefully with body contours.



SAFER WINDSHIELD VISION. The widest windshields in the industry are now 17% deeper for 1940 . . . giving extra "up and down" vision. Glass now extends clear down to the hood . . . a new idea which greatly improves your view of the road directly in front of the car. New Hi-Test safety glass is standard all around in all 1940 Hudsons.



The New 1940 HUDSON SIX DE LUXE

6 CYLINDERS . . . 92 HORSEPOWER

Wide Choice of 11 Standard Colors . . . All Are Hand-Rubbed Lacquer; 9 Are Opalescent



NEW HUDSON SIX DE LUXE FOUR-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Cushions an optional extra. (Hudson Six Four-Door Touring Sedan also available . . . at even lower price.)



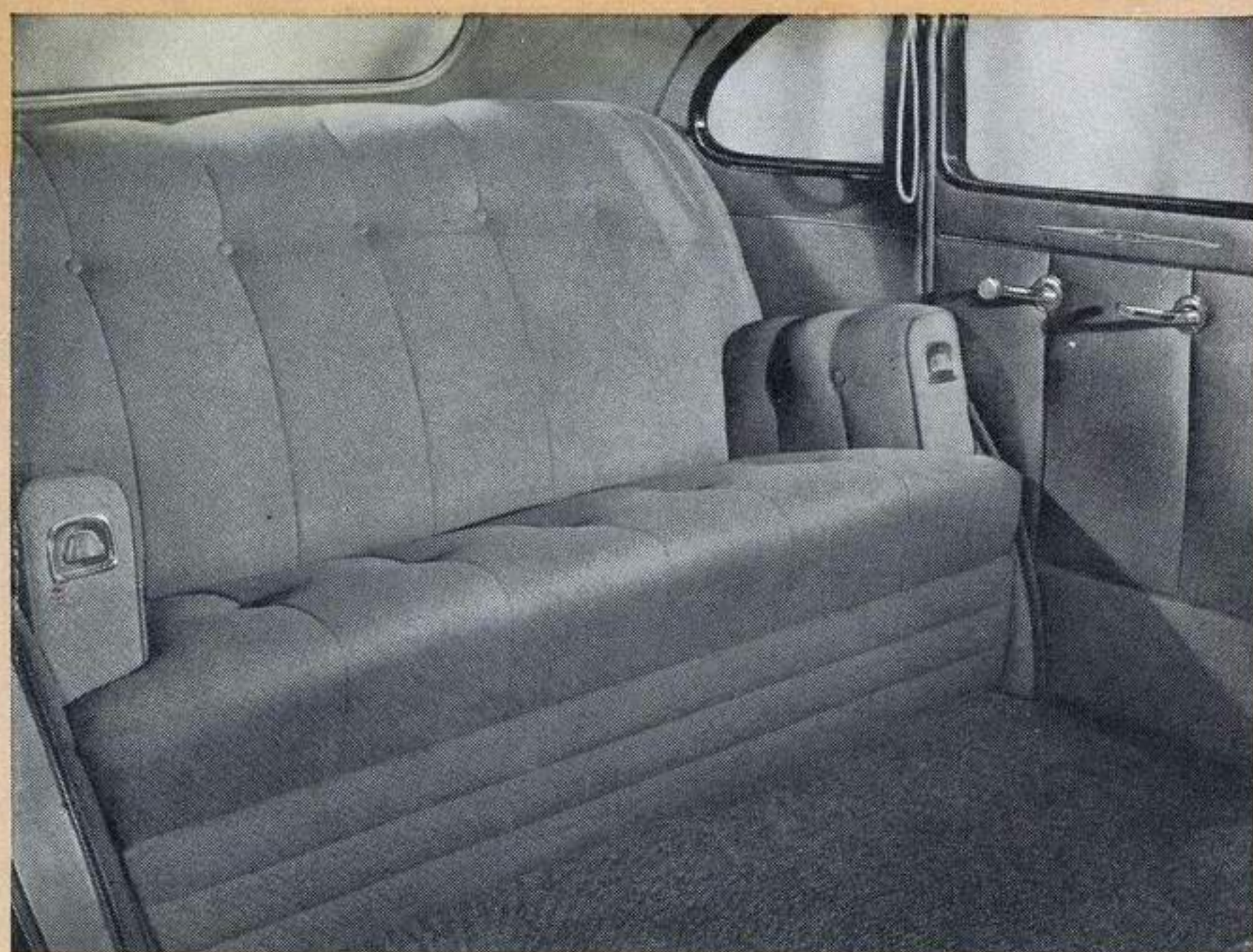
NEW HUDSON SIX DE LUXE TWO-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Cushions an optional extra. (Hudson Six Two-Door Touring Sedan also available . . . at even lower price.)



NEW HUDSON SIX DE LUXE COUPE . . . 4-Passenger Victoria or 3-Passenger Coupe Models. With or without running boards at no extra cost. Airfoam Cushions an optional extra. (Both models also available in Hudson Six . . . at even lower price.)



NEW HUDSON SIX DE LUXE CONVERTIBLE COUPE for 5 Passengers. (Convertible Sedan also available). With or without running boards at no extra cost. Deep-Buffered Leather Upholstery . . . Airfoam Cushions Standard.



☆

(Left) REAR INTERIOR OF NEW HUDSON SIX DE LUXE, upholstered in rich brown taupe stripe broadcloth, tailored in panel design and ornamented with covered buttons. Appointments include smart new hardware and harmonizing chrome strips running full length of interior, plus a decorative metal strip in the doors; twin ash trays in arm rests; assist cords, robe cord and tapestry carpet with recessed foot rest. Garnish mouldings are in rich, dark-grained walnut. Front dome light standard. Airfoam Cushions optional at extra cost.

THREE NEW HUDSONS FOR 1940

1—Most Amazing Lowest Priced Car Ever Built

It's priced at rock-bottom . . . with more beauty, roominess and luxury than this price field has ever seen. It has power that laughs at hills and eats up distance, with a smoother, more comfortable ride cushioned by the finest type of independent front wheel coil springing. It's the *economy* winner—delivered more miles per gallon than any other full-sized car ever did in any official test; the *endurance* winner—it triumphed in a torture test (20,000 miles in 12 days) such as no other car at any price ever survived. The new Hudson Six is THE CAR TO SEE with the "Other Three"!

NEW
HUDSON
SIX
De Luxe

2—America's Lowest Priced Straight Eight

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

NEW
HUDSON
EIGHT
and New HUDSON Super-Six, both with dual carburetion

3—Luxury Sensation of the Year . . . New HUDSON Country Club Six and Eight Sedans

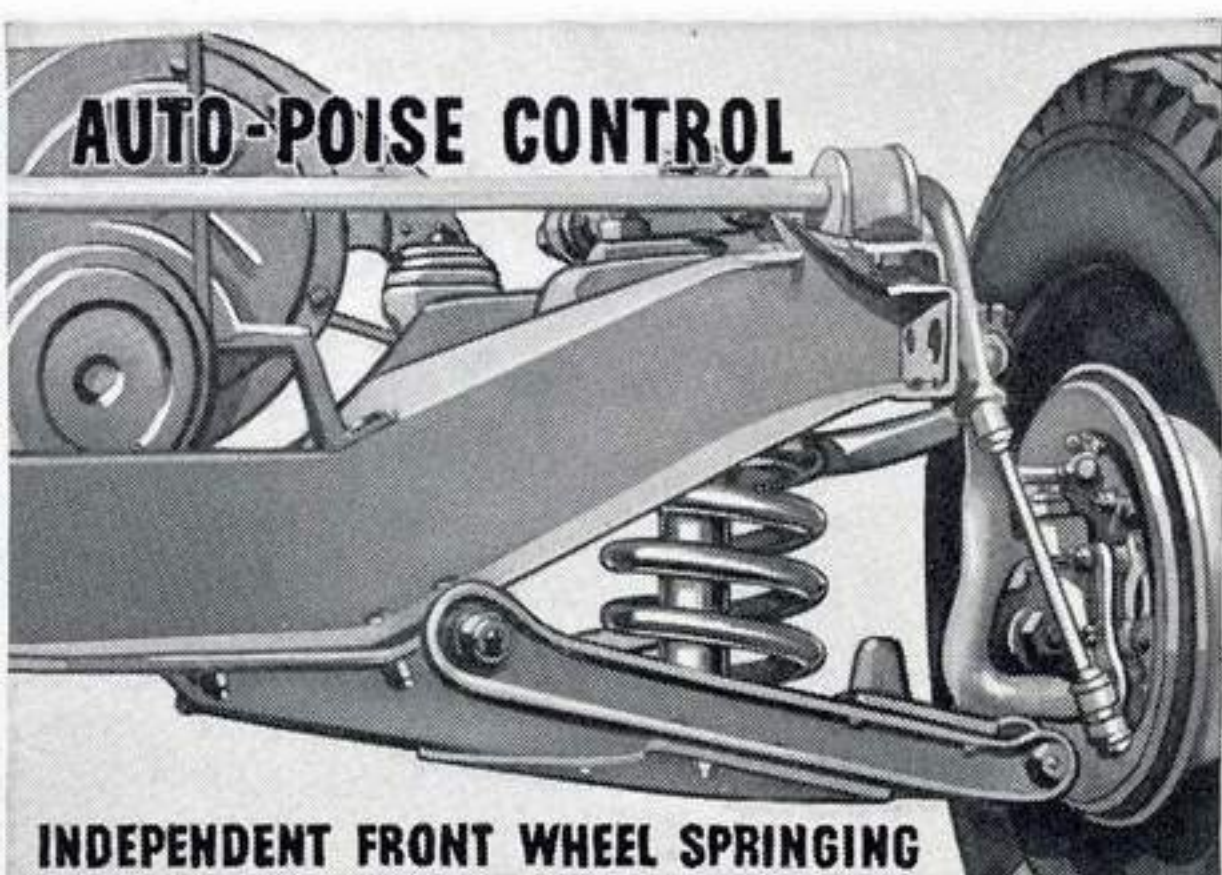
Both with dual carburetion

Here, for the first time in a popular priced car, are interiors of true *custom* luxury . . . that you formerly associated only with cars made to order. Smart tailoring, rich fabrics, complete appointments. The Country Club Sedan is long of wheelbase, with wide, easy-entrance doors and many extra inches of body length. Wide, divan-type seats

of new design, with cushions of Airfoam, are richly upholstered in two tones of a special weave of famous Hockanum Woolen. Here is the aristocratic kind of car you hoped, some day, to own. And you can easily own it now, for it costs no more than the ordinary "moderately priced" car!



The new Hudsons have proved themselves the 1940 economy, endurance and performance winners in official tests certified by the American Automobile Association Contest Board. Get the amazing results of these tests at any Hudson showroom.



AUTO-POISE CONTROL

INDEPENDENT FRONT WHEEL SPRINGING

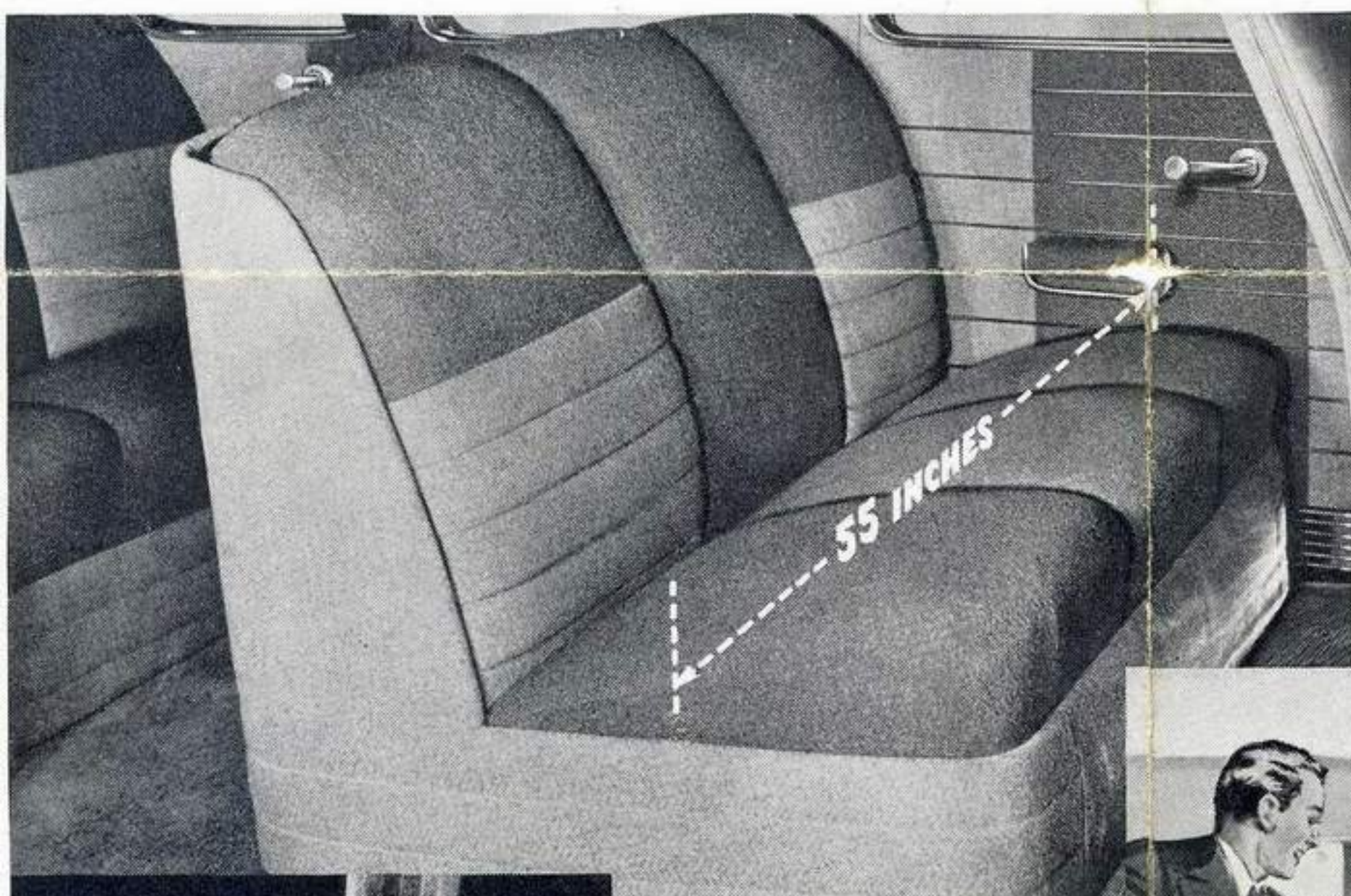
(Left) SMOOTHEST RIDE OF YOUR LIFE! In every 1940 Hudson you're pillowed by the finest type of independent front wheel coil springing (used up to now only on costliest cars) . . . with positive wheel control provided for the first time by Patented Auto-Poise Control. Flexible leaf springs of five-foot length cushion the rear. Four airplane-type shock absorbers and covers on rear springs standard in all models.



HYDRAULIC plus MECHANICAL RESERVE

ON SAME FOOT PEDAL

(Above) World's SAFEST Stopping! With Hudson's patented Double-Safe Hydraulics—finest self-energizing Bendix Hydraulics with a separate reserve mechanical system that takes hold automatically from the *same* foot pedal. Easiest acting hand brake (which releases at the flick of a finger) gives you a *third* way to apply the brakes.



55 INCHES

(Left) ROOM FOR THREE IN EVERY SEAT . . . as shown by this wholly new, massive, divan-type front seat of the Hudson Country Club Sedan. The same generous seat width is yours in *every* 1940 Hudson. There's extra room, too, for your parcels and baggage . . . in the spacious glove compartment (larger than ever in 1940) and the super-size Carry-All Luggage Compartment that's hidden beneath the rear deck.



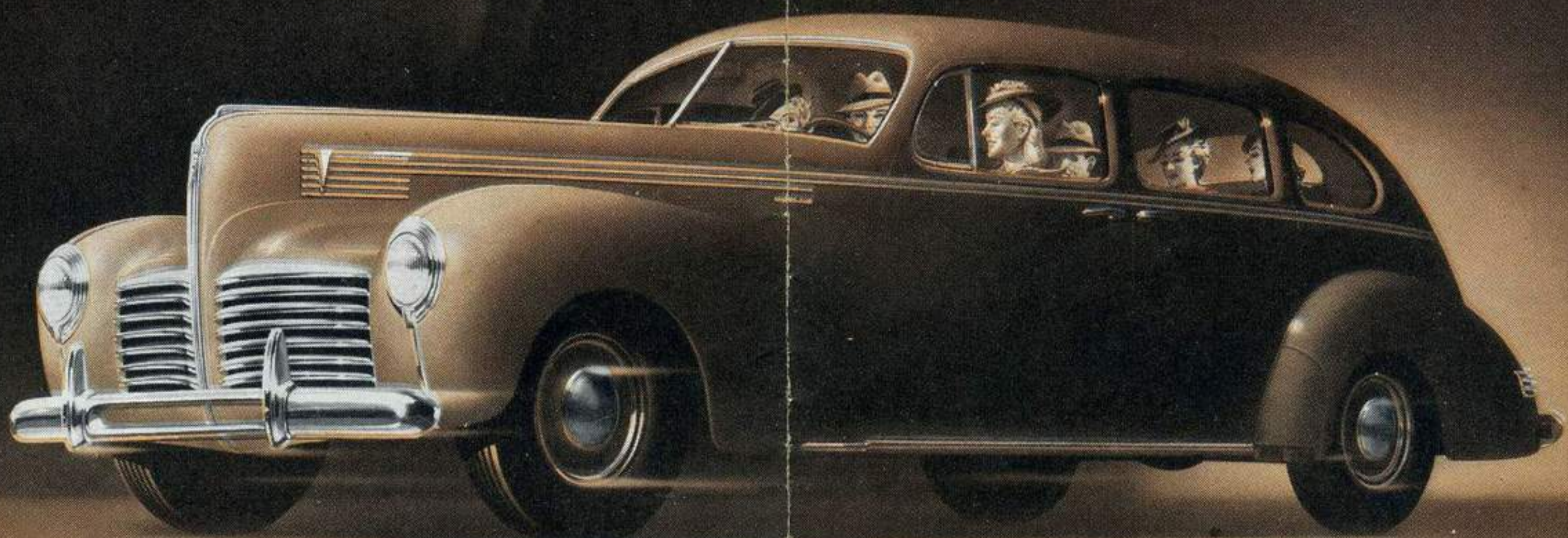
(Above) A COMFORT REVELATION! Airfoam Seat Cushions, first brought to the passenger car by Hudson, and now still further improved. These "cushions that breathe" are available at small extra cost in Hudson Six Sedans and Coupes, standard in Convertibles and higher priced Hudsons.

(Right) HERE, FOR 1940, is Hudson's new Dash-Locking Safety Hood! It's hinged at the front . . . if left unlatched, wind can't blow it up. That's added *safety*. It locks from a lever *inside* the car. That's *protection* for engine parts, against tampering or theft. It's hinged at the level of the louvres, with one-piece front unmarred by seams or gaps. And the extra wide opening makes access to the engine easy.



The New 1940 HUDSON COUNTRY CLUB SIX and EIGHT

Wide Choice of 11 Standard Colors . . . All Are Hand-Rubbed Lacquer; 9 Are Opalescent

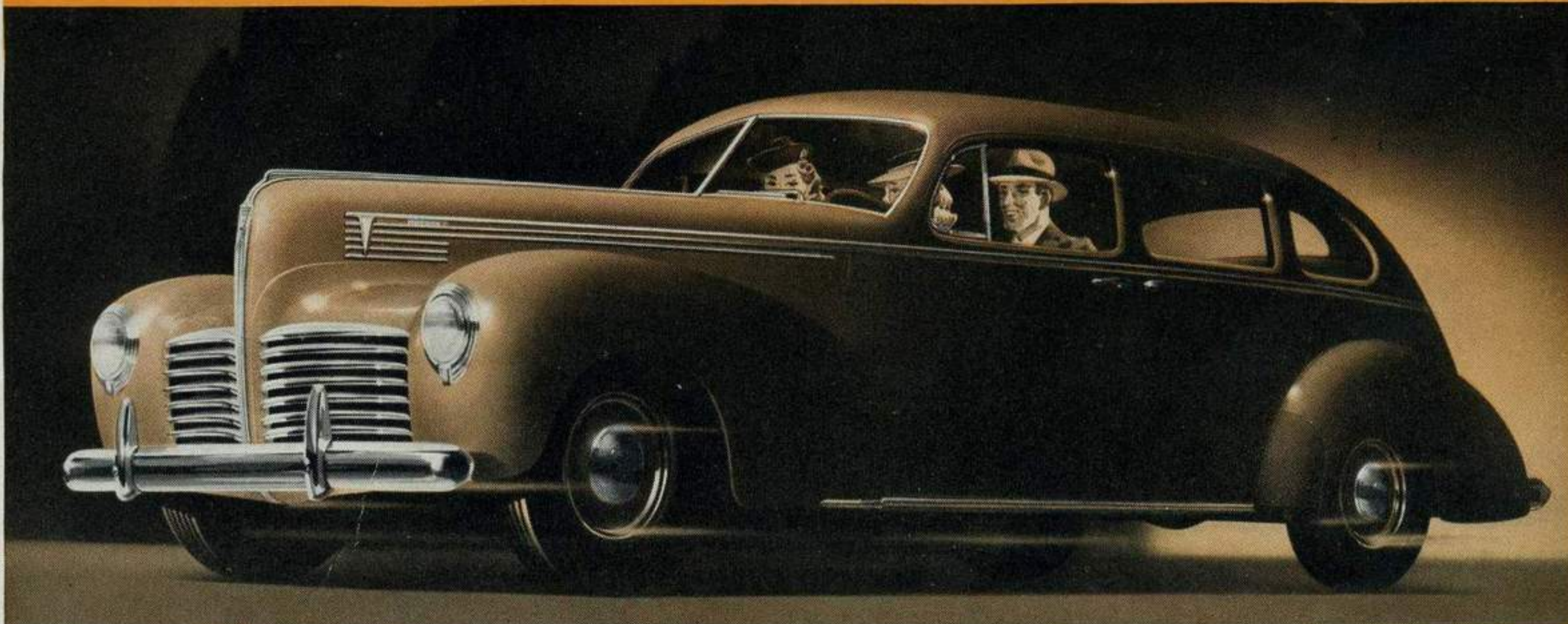


NEW HUDSON COUNTRY CLUB FOUR-DOOR TOURING SEDAN for 6 Passengers. (Also special model for 8 Passengers). 6 or 8 Cylinders. With or without running boards at no extra cost. Airfoam Cushions Standard.

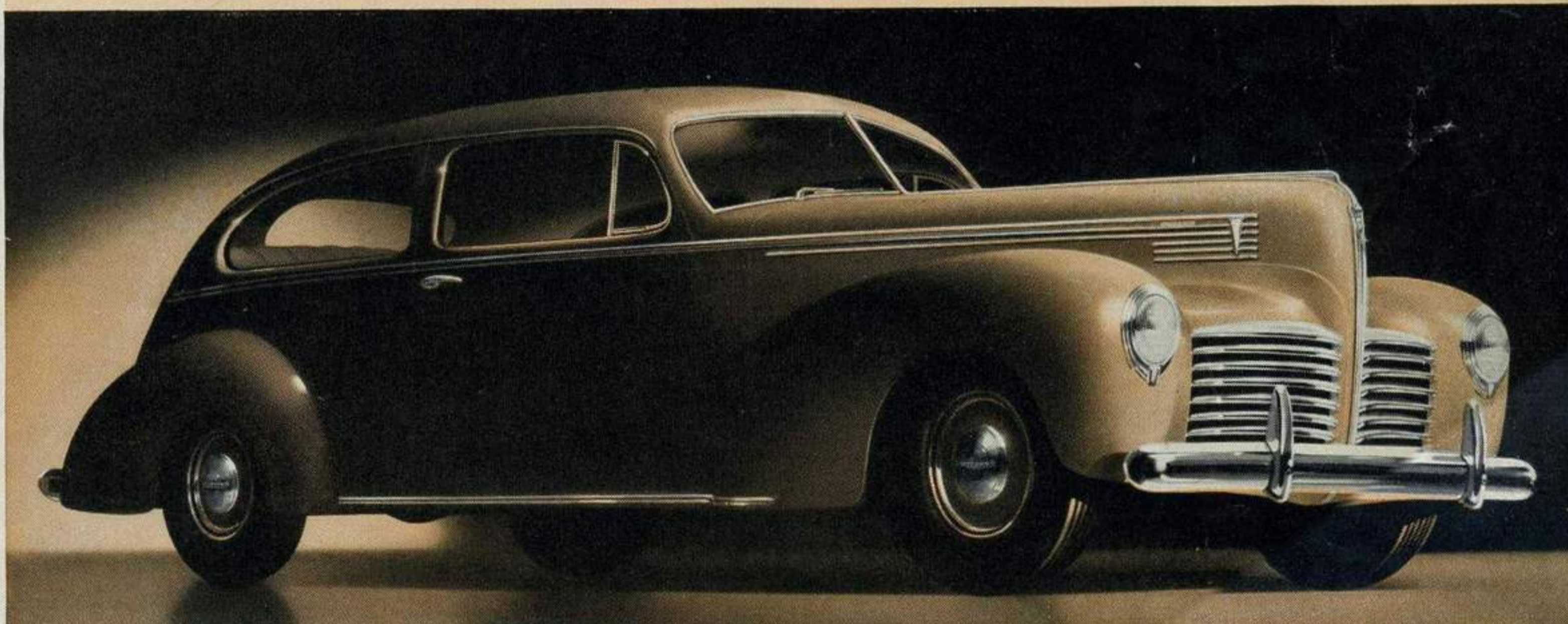
The New 1940 HUDSON EIGHT and SUPER-SIX

128 HORSEPOWER in the EIGHT • 102 HORSEPOWER in the SUPER-SIX

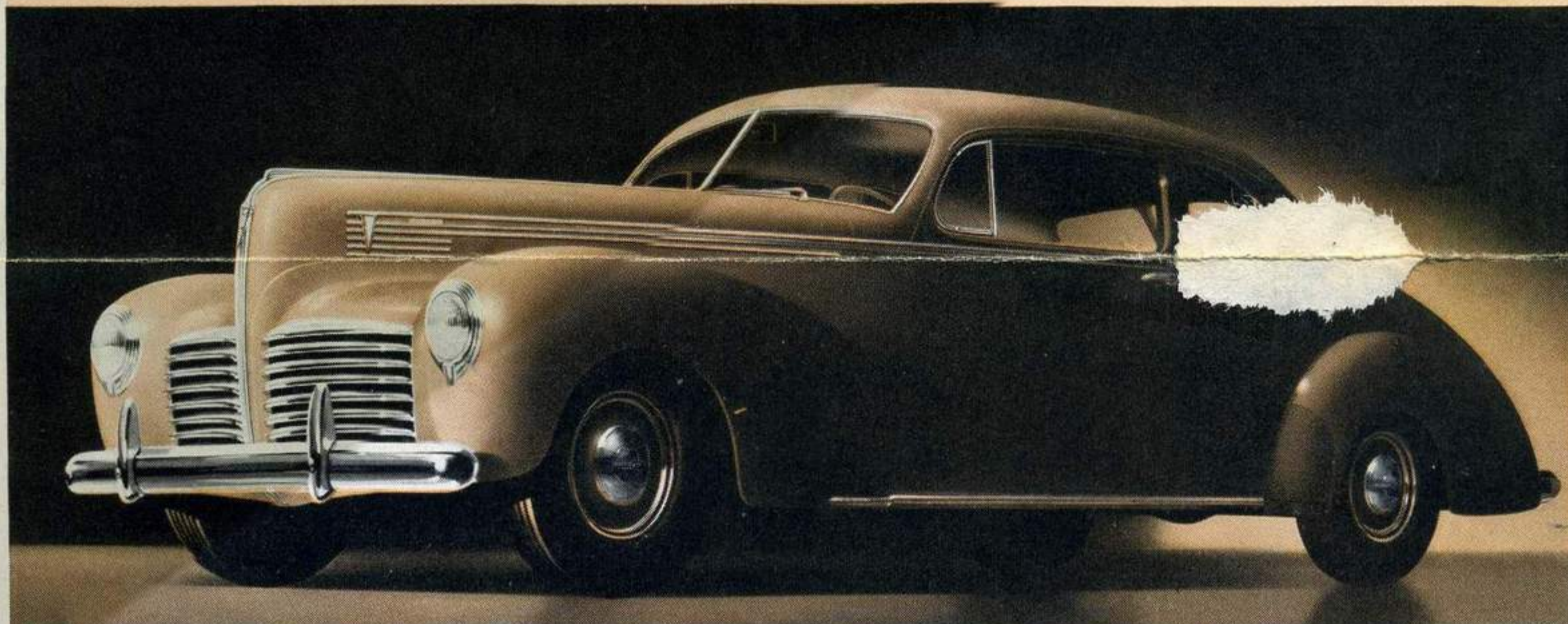
Wide Choice of 11 Standard Colors . . . All Are Hand-Rubbed Lacquer; 9 Are Opalescent



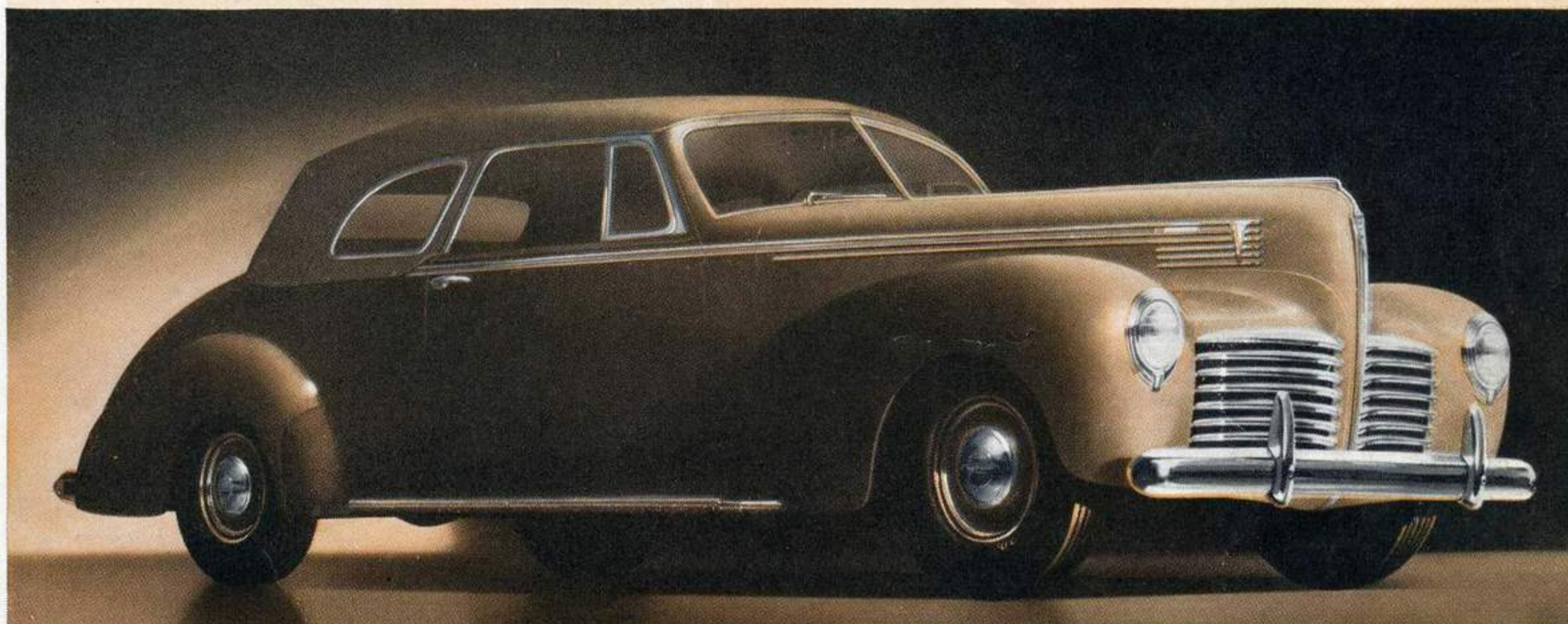
NEW HUDSON EIGHT AND SUPER-SIX FOUR-DOOR TOURING SEDAN for 6 Passengers.
With or without running boards at no extra cost. Airfoam Cushions Standard.



NEW HUDSON EIGHT AND SUPER-SIX TWO-DOOR TOURING SEDAN for 6 Passengers.
With or without running boards at no extra cost. Airfoam Cushions Standard.



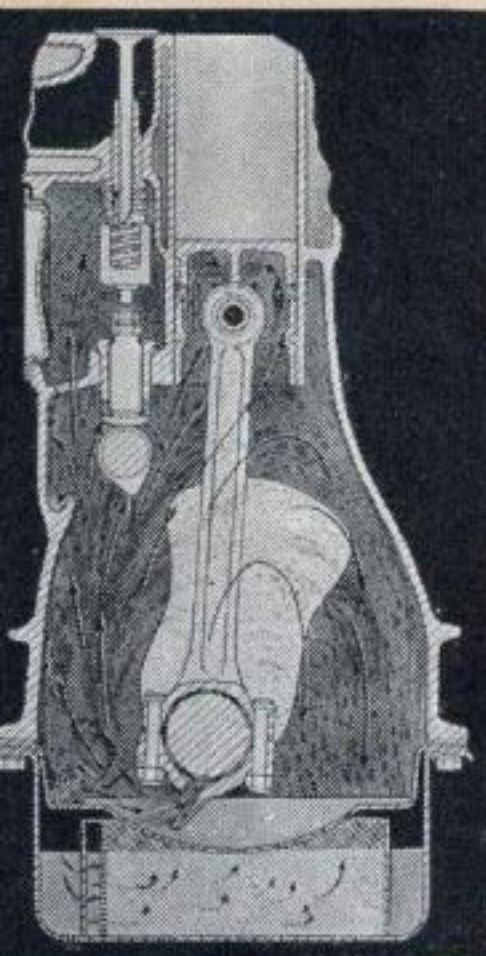
NEW HUDSON EIGHT AND SUPER-SIX COUPE . . . 5-Passenger Victoria Model or 3-Passenger Coupe Model.
With or without running boards at no extra cost. Airfoam Cushions Standard.



NEW HUDSON EIGHT AND SUPER-SIX CONVERTIBLE SEDAN. (Convertible Coupe for 5 Passengers also available.)
With or without running boards at no extra cost. Hand-Buffered Leather Upholstery . . . Airfoam Cushions Standard.



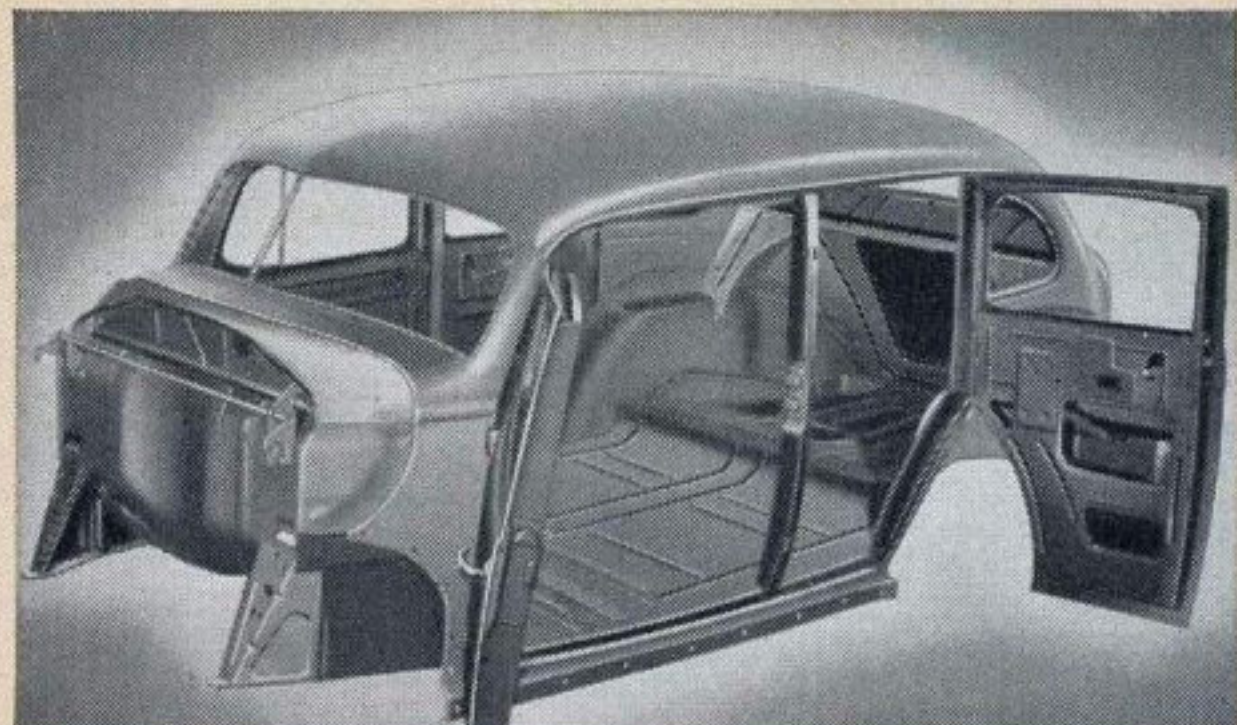
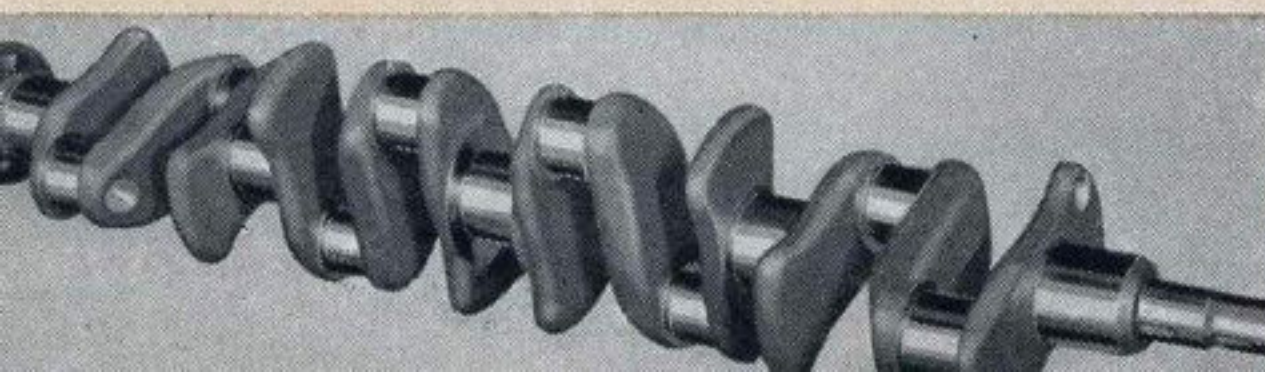
(Left) A NEW CONCEPTION OF LUXURY awaits you in the interior of this Country Club Sedan for six passengers. Pillowy, divan-type seats, with the added softness and comfort of Airfoam Cushions. The upholstery fabric is a new, special weave of fashionable Hockanum Woolen; rich brown and tan in a modern two-tone combination. (Tan alone, broadcloth or mohair optional.) Large, comfortable pull-down arm rest. Strikingly new and modern door ensemble, with narrow chrome strips, satin finish chrome window mouldings and metal "scuff" plates. Complete appointments throughout reflect the best efforts of Hudson stylists.



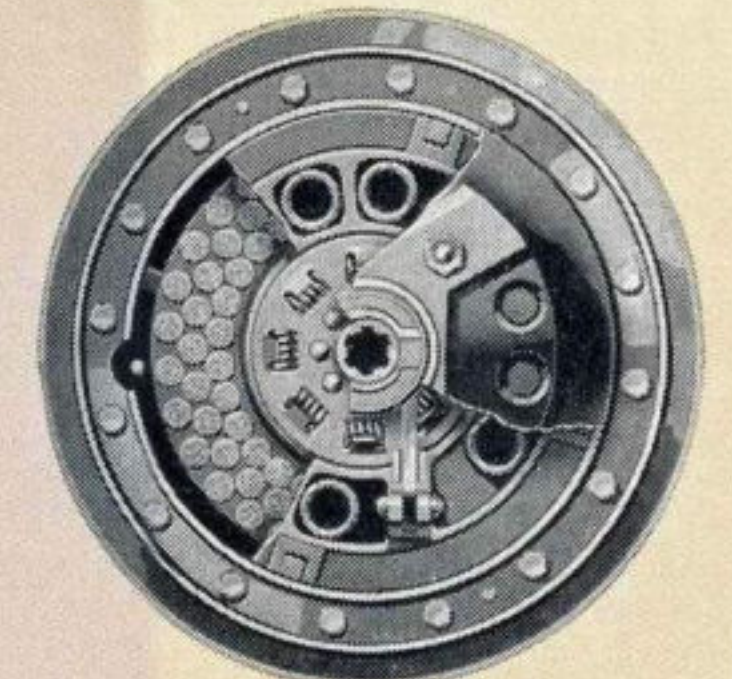
(Left) **FINEST OILING SYSTEM IN ANY CAR**, Hudson's Duo-Flo Lubrication. Only system that lubricates every working part with the very first turn of the crankshaft . . . *cools* oil as it circulates . . . works as perfectly after 100,000 miles of use as when new.

(Right) **BODY ALL OF STEEL**. Hudson was first to make bodies all of steel, including roof (1935) . . . and Hudson still leads in their development. No stronger, safer body can be found on any car. Completely insulated against noise, dust, weather.

(Below) A HUDSON "FIRST" is the fully balanced crankshaft with integral counterweights and vibration damper. Balanced both at rest and in motion, it is a major reason why Hudson engines are famous for smoothness at any speed.



(Right) **SILICON ALUMINUM PISTONS**, T-slot cam-ground . . . with four rings that are pinned in place to prevent chattering, rotating, irregular wear. Hudson pistons are lighter, yet longer wearing. They increase both performance and economy. New connecting rod bearing material is non-corrosive, heat-resisting, non-crystallizing.

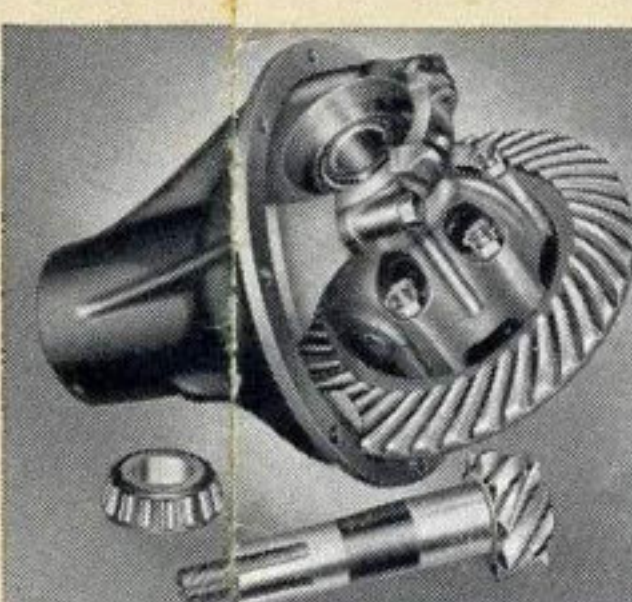


(Above) **SMOOTHEST CLUTCH IN ANY CAR!** Hudson's triple-sealed, fluid-cushioned clutch is of the single plate type. It is the only clutch in which surfaces glide together in a film of oil. In 1940, a new "booster" spring greatly reduces clutch pedal pressure.

(Below) **HARDER** than iron! Hudson's cylinder block is made of extra-tough chrome alloy. It is so hard that special valve seat inserts are entirely unnecessary . . . so hard that cylinder walls keep their shape and mirror-like smoothness much longer than in the usual cast iron block. One reason why it costs less to drive a Hudson.



(Above) Another reason why Hudson owners pay *less* for upkeep! Rear axle gears are wide-toothed, of costly nickel molybdenum steel for long life and silent, trouble-free operation. They do *not* require special high-pressure lubricants. An optional gear ratio for owners in mountainous sections is available at no extra cost.



CONDENSED SPECIFICATIONS FOR 1940 HUDSON

HUDSON SIX
ENGINE—L-Head; 92 H.P. at 4000 r.p.m. Compression ratio, 7.00 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 11 1/16"; width, 1 3/4". FRAME—Armored "X"-type, 7 3/8" deep. WHEELBASE—125"; over-all length, 202 3/8". TIRES—16 x 6.25. 15 x 7.00 at extra cost.

HUDSON SUPER-SIX
ENGINE—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 1/16"; width, 1 3/4". FRAME—Armored "X"-type, 7 1/4" deep. WHEELBASE—118"; over-all length, 195 3/8". TIRES—16 x 6.00. 15 x 7.00 at extra cost.

HUDSON COUNTRY CLUB SIX
ENGINE—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 11 1/16"; width, 1 3/4". FRAME—Armored "X"-type, 7 3/8" deep. WHEELBASE—125"; over-all length, 202 3/8". TIRES—16 x 6.25. 15 x 7.00 at extra cost.

HUDSON EIGHT
ENGINE—L-Head; 128 H.P. at 4200 r.p.m. Compression ratio, 6.50 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, 18 quarts. BRAKES—Diameter 11 1/16"; width, 1 3/4". FRAME—Armored "X"-type, 7 1/4" deep. WHEELBASE—118"; over-all length, 195 3/8". TIRES—16 x 6.00. 15 x 7.00 at extra cost.

HUDSON COUNTRY CLUB EIGHT
ENGINE—L-Head; 128 H.P. at 4200 r.p.m. Compression ratio, 6.50 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, 18 quarts. BRAKES—

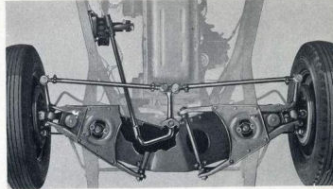
Diameter 11 1/16"; width, 1 3/4". FRAME—Armored "X"-type, 7 3/8" deep. TIRES—16 x 6.50. 15 x 7.00 at extra cost. WHEELBASE—125"; over-all length, 202 3/8".

GENERAL
ENGINE—Crankshaft (see left) . . . crankshaft bearings of long-wearing, non-fatiguing Berman metal . . . Bohnalloy in Hudson Eights. CARBURETION—Down-draft system; automatic choke, anti-percolator, back-fire arrester and air cleaner on all models. Double carburetor with simultaneous dual accelerator pump jets and automatic heat control on Super-Six, Country Club Six and Hudson Eights; single carburetor with accelerator pump and manual heat control, others. IGNITION—Vacuum automatic spark advance on all Sixes . . . moisture-proof distributor . . . octane adjustment. GENERATOR—Extra-capacity ventilated type with full voltage regulation on all models. STARTER—Finger-touch; solenoid switch. FUEL SYSTEM—Gasoline tank capacity—Hudson Six and Hudson Six De Luxe, 12 1/2 gallons. Other series, 16 1/2 gallons . . . Extra large constant pressure fuel pump.

COOLING SYSTEM—New cellular design radiator with centrifugal, six-blade pressure pump . . . thermostat on all models with by-pass circulation on Country Club models . . . temperature indicator on dash. TRANSMISSION—Synchro-shift, three speeds forward, one reverse. Automatic de-meshing low and reverse. Inter-locks prevent accidental slipping from gear-mesh in all gear speeds. UNIVERSALS—Two roller bearing universals with 3" (Hudson Country Club Sedans, 3 1/2") tubular propeller shaft. REAR AXLE—Semi-floating type; nickel-molybdenum gears and shaft with heavier housing; standard ratio, 4 5/9 to 1 on Hudson Six (4 7/8 to 1 with overdrive); 4 1/9 to 1, all others (4 5/9 to 1 with overdrive). STEERING—Center-Point Steering, with heavier drag link construction, provides steering stability at all speeds on all road surfaces, with shorter turning radius. Improved worm and roller type gear; 18.4 to 1 ratio on Country Club Sedans; 18.2 to 1 on other models. Country Club Sedans, 18" Plastic rim, natural grip De Luxe steering wheel; other models, 17" colored wheel, with 18" De Luxe type optional extra. WHEELS—Steel balanced-drop-center type. TREAD—56 1/4" front; 59 1/2" rear.

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.

EVEN THE LOWEST PRICED HUDSON SIX BRINGS YOU THESE GREAT FEATURES ... UNMATCHED BY ANY OTHER CAR



NEW CENTER-POINT STEERING... even in lowest 1940, Hudson is more perfectly re-accused steering known... a type previously used only in costly cars. With the positive wheel control provided by the patented Auto-Pole at all times, you can have a steering ease that never



New "Safed Beam" Headlamps give 50% more light for night driving and more efficiency with use. Conventional beam headlamps... reduce strain on eyes and eliminate ake "hopping" motion. Results in greatly improved steering.

New Front and Rear Directional... results in greatly improved steering motion. Now a gentle push with one finger will close a sliding door—quietly and safely. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings.

New Armored X-Type Frame. Improved Weather-Master Fresh Air... results in greatly improved steering motion. Now a gentle push with one finger will close a sliding door—quietly and safely. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings.



New Action-Rear Door Latching... results in greatly improved steering motion. Now a gentle push with one finger will close a sliding door—quietly and safely. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings.

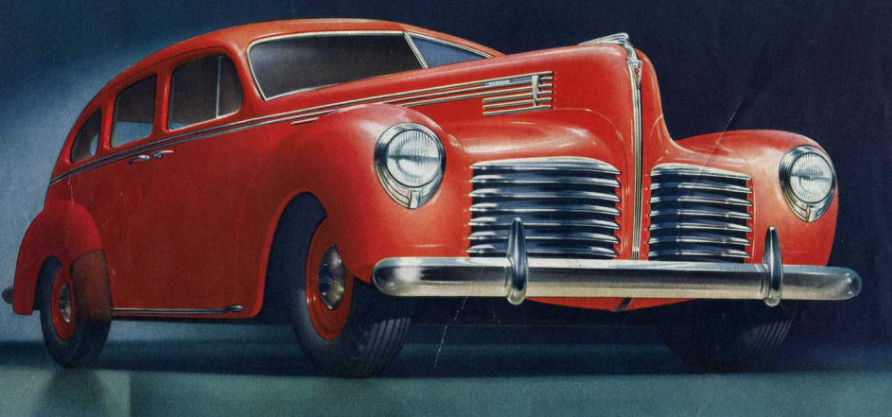


SAFER WIND-PROOF BODY... results in greatly improved steering motion. Now a gentle push with one finger will close a sliding door—quietly and safely. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings. Door locks are operated by a push button set in the window moldings.



HUDSON for 1940

A New Low Cost for Luxury



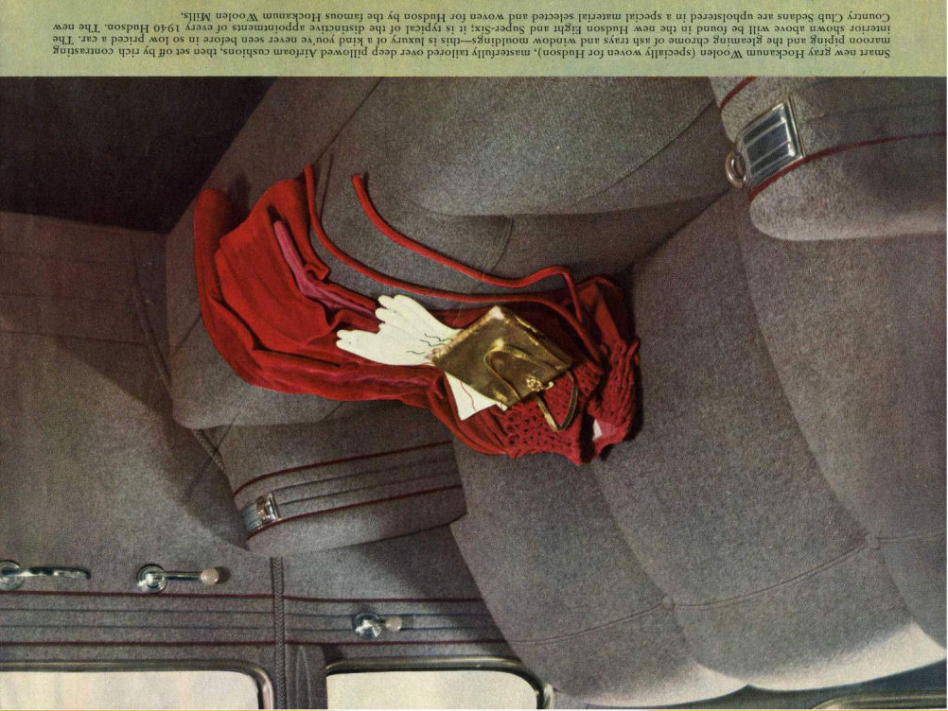
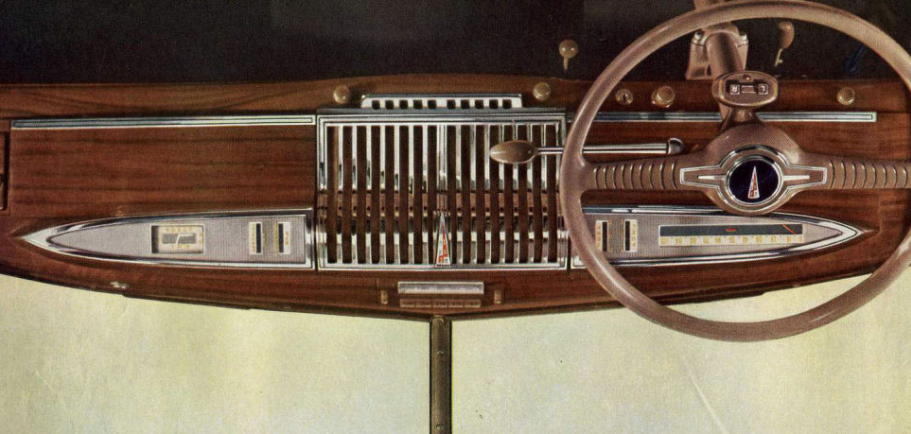
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This new design and extremely modern instrument panel in natural wood grain carries through the entire line with slight variations in coloring and chrome ornamentation. Panel shown here is from the new Country Club Sedan.



Smart new gray Hockanum Woolen (specially woven for Hudson), masterfully tailored over deep pillowed Airfoam cushions, then set off by rich contrasting interior shown above will be found in the new Hudson Eight and Super-Six; it is typical of the distinctive appointments of every 1940 Hudson. The new Country Club Sedans are upholstered in a special marbled velvet and worn for Hudson by the famous Hockanum Woolen of Woollen Mills.

The New 1940 HUDSON SIX DE LUXE

6 CYLINDERS... 92 HORSEPOWER

Wide Choice of 11 Standard Colors... All Are Hand-Rubbed Lacquers; 9 Are Opalescent



NEW HUDSON SIX DE LUXE FOUR-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Cushions an optional extra. (Hudson Six Four-Door Touring Sedan also available... at even lower price.)



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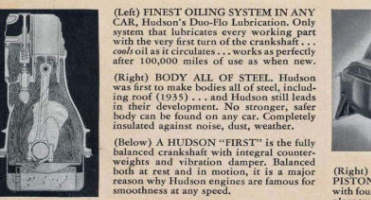
NEW HUDSON SIX DE LUXE COUPE... 4-Passenger Victoria or 3-Passenger Coupe Models. With or without running boards at no extra cost. Airfoam Cushions an optional extra. (Both models also available in Hudson Six... at even lower price.)



NEW HUDSON SIX DE LUXE CONVERTIBLE COUPE for 5 Passengers. (Convertible Sedan also available.) With or without running boards at no extra cost. Deep-Buffered Leather Upholstery... Airfoam Cushions Standard.



(Left) REAR INTERIOR OF NEW HUDSON SIX DE LUXE, upholstered in rich brown taupe stripe broadcloth, tailored in panel design and ornamented with covered buttons. Appointments include smart new hardware and harmonizing chrome strips running full length of interior, plus a decorative metal strip in the doors; twin ash trays in arm rests; assist cords, robe cord and tapestry carpet with recessed foot rest. Garnish mouldings are in rich, dark-grained wood. Front dome light standard. Airfoam Cushions optional at extra cost.



(Left) FINEST OILING SYSTEM IN ANY CAR, Hudson's Duo-Flow Lubrication. Only system that lubricates every working part with the very first turn of the crankshaft... cool oil as it circulates... works as perfectly after 100,000 miles of use as when new.

(Right) BODY ALL OF STEEL. Hudson was first to make bodies all of steel, including roof (1935)... and Hudson still leads in their development. No stronger, safer body can be found on any car. Completely insulated against noise, dust, weather.

(Below) A HUDSON "FIRST" is the fully balanced crankshaft with integral counterweights and vibration damper. Balanced both at rest and in motion, it is a major reason why Hudson engines are famous for smoothness at any speed.



(Right) SILICON ALUMINUM PISTONS, T-slot cast-ground... with four rings that are pinned in place to prevent chattering, rotating, or irregular wear. Hudson pistons are lighter, yet longer wearing. They increase both performance and economy. New connecting rod bearing material is non-corrosive, heat-resisting, non-crystallizing.

THREE NEW HUDSONS FOR 1940

1—Most Amazing Lowest Priced Car Ever Built

It's priced at rock-bottom... with more beauty, roominess and luxury than this price field has ever seen. It has power that laughs at hills and eats up distance, with a smoother, more comfortable ride cushioned by the finest type of independent front wheel coil springing. It's the economy winner—delivered more miles per gallon than any other full-sized car ever did in any official test; the endurance winner—it triumphed in a torture test (20,000 miles in 12 days) such as no other car at any price ever survived. The new Hudson Six is THE CAR TO SEE with the "Other Three"!

NEW HUDSON SIX De Luxe

2—America's Lowest Priced Straight Eight

NEW HUDSON EIGHT and New HUDSON Super-Six, both with dual carburetion

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

3—Luxury Sensation of the Year... New HUDSON Country Club Six and Eight Sedans

Here, for the first time in a popular priced car, are interiors of true custom luxury... that you formerly associated only with cars made to order. Smart tailoring, rich fabrics, complete appointments. The Country Club Sedan is long of wheelbase, with wide, easy-entrance doors and many extra inches of body length. Wide, divan-type seats

Both with dual carburetion

of new design, with cushions of Airfoam, are richly upholstered in two tones of a special weave of famous Hockanum Woolen. Here is the aristocratic kind of car you hoped, some day, to own. And you can easily own it now, for it costs no more than the ordinary "moderately priced" car!

The new Hudsons have proved themselves the 1940 economy, endurance and performance winners in official tests certified by the American Automobile Association Contest Board. Get the amazing results of these tests at any Hudson showroom.



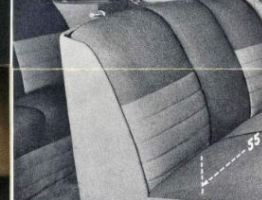
INDEPENDENT FRONT WHEEL SPRINGING

(Left) SMOOTHEST RIDE OF YOUR LIFE! In every 1940 Hudson you're piloted by the finest type of independent front wheel coil springing (used up to now only on costlier cars)... with positive wheel control provided for the first time by Patented Auto-Poise Control. Flexible leaf springs of five-foot length cushion the rear. Four airplane-type shock absorbers and covers on rear springs standard in all models.



ON SAME FOOT PEDAL

(Above) World's SAFEST Stopping! With Hudson's patented Double-Safe Hydraulics—finest self-energizing Hendix Hydraulics with a separate reserve mechanical system that takes hold automatically from the same foot pedal. Easiest acting hand brake (which releases at the flick of a finger) gives you a third way to apply the brakes.



ROOM FOR THREE IN EVERY SEAT... 55 inches

(Left) ROOM FOR THREE IN EVERY SEAT... as shown by this wholly new, massive, divan-type front seat of the Hudson Country Club Sedan. The same generous seat width is yours in every 1940 Hudson. There's extra room, too, for your parcels and baggage... in the spacious glove compartment (larger than ever in 1940) and the super-size Carry-All Luggage Compartment that's hidden beneath the rear deck.



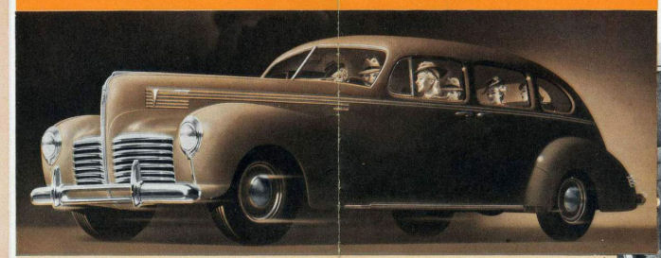
(Above) A COMFORT REVELATION! Airfoam Seat Cushions, first brought to the passenger of the Hudson, and now still further improved. These "cushions that breathe" are available at small extra cost in Hudson Six Sedans and Coupes, standard in Convertibles and higher priced Hudsons.



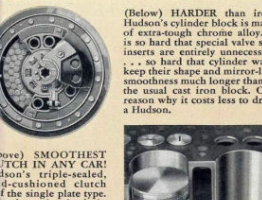
(Right) HERE, FOR 1940, is Hudson's new Dash-Locking Safety Hood! It's hinged at the front... if left unattached, wind can't blow it up. That's added safety. It locks from a lever inside the car. That's protection for engine parts, against breakage from unwarmed by seams or gaps. And the extra wide opening makes access to the engine easy.

The New 1940 HUDSON COUNTRY CLUB SIX and EIGHT

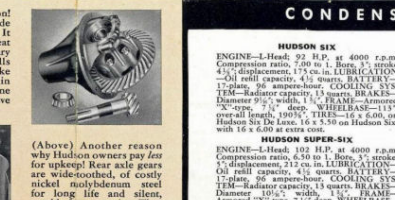
Wide Choice of 11 Standard Colors... All Are Hand-Rubbed Lacquers; 9 Are Opalescent



NEW HUDSON COUNTRY CLUB FOUR-DOOR TOURING SEDAN for 6 Passengers. (Also special model for 8 Passengers), 6 or 8 Cylinders. With or without running boards at no extra cost. Airfoam Cushions Standard.



(Below) HARDER than iron! Hudson's cylinder block is made of extra-strong chrome alloy. It is so hard that special valve seat inserts are entirely unnecessary... so hard that cylinder walls keep their shape and mirrorlike smoothness much longer than in the usual cast iron block. One reason why it costs less to drive a Hudson.



(Above) Another reason why Hudson owners pay less for upkeep! Rear axle gears are wide-shouldered, of costly nickel-molybdenum steel for long life and silent, trouble-free operation. They do not require special high-pressure lubricants. An optional gear ratio for owners in mountainous sections is available at no extra cost.

The New 1940 HUDSON EIGHT and SUPER-SIX

128 HORSEPOWER in the EIGHT... 102 HORSEPOWER in the SUPER-SIX

Wide Choice of 11 Standard Colors... All Are Hand-Rubbed Lacquers; 9 Are Opalescent



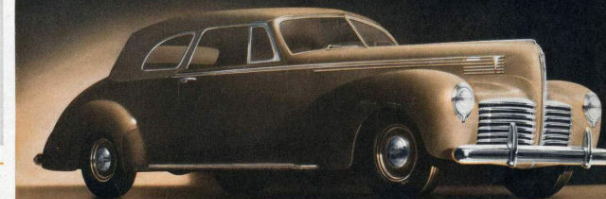
NEW HUDSON EIGHT AND SUPER-SIX FOUR-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Cushions Standard.



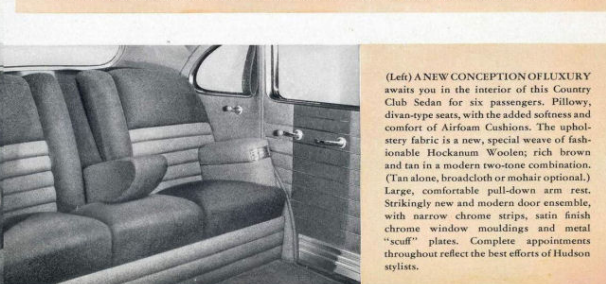
NEW HUDSON EIGHT AND SUPER-SIX TWO-DOOR TOURING SEDAN for 6 Passengers. With or without running boards at no extra cost. Airfoam Cushions Standard.



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



NEW HUDSON EIGHT AND SUPER-SIX CONVERTIBLE SEDAN. (Convertible Coupe for 5 Passengers also available.) With or without running boards at no extra cost. Hand-Buffered Leather Upholstery... Airfoam Cushions Standard.



(Left) A NEW CONCEPTION OF LUXURY awaits you in the interior of this Country Club Sedan for six passengers. Pillow, divan-type seats, with the added softness and comfort of Airfoam Cushions. The upholstery fabric is a new, special weave of fashionable Hockanum Woolen; rich brown and tan in a modern two-tone combination. (Tan alone, broadcloth or mohair optional.) Large, comfortable pull-down arm rest. Strikingly new and modern door assembly, with narrow chrome strips, satin finish chrome window mouldings and metal "scuff" plates. Complete appointments throughout reflect the best efforts of Hudson stylists.

CONDENSED SPECIFICATIONS FOR 1940 HUDSON

HUDSON SIX
ENGINE—L-Head, 99 H.P. at 4000 r.p.m. Compression ratio, 7.00 to 1. Bore, 3 1/2 stroke 4 1/2 displacement, 212 cu. in. LUBRICATION—Oil relief capacity, 4 1/2 quarts. BATTERY—12-cell, 12-volt, 13 quarts. HEADS—Diamond 1 1/2" x 1 1/2" deep. VALVE FRAME—1 1/2" overall length, 193 1/2". TIRES—16 x 6.25, 15 x 7.00 at extra cost.

HUDSON SUPER-SIX
ENGINE—L-Head, 102 H.P. at 4000 r.p.m. Compression ratio, 6.50 to 1. Bore, 3 1/2 stroke, 4 1/2 displacement, 214 cu. in. LUBRICATION—Oil relief capacity, 4 1/2 quarts. BATTERY—12-cell, 12-volt, 13 quarts. HEADS—Diamond 1 1/2" x 1 1/2" deep. VALVE FRAME—1 1/2" overall length, 193 1/2". TIRES—16 x 6.25, 15 x 7.00 at extra cost.

HUDSON COUNTRY CLUB SIX
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HUDSON COUNTRY CLUB EIGHT
ENGINE—L-Head, 128 H.P. at 4200 r.p.m. Compression ratio, 6.50 to 1. Bore, 3 1/2 stroke, 4 1/2 displacement, 254 cu. in. LUBRICATION—Oil relief capacity, 7 quarts. BATTERY—12-cell, 12-volt, 13 quarts. HEADS—Diamond 1 1/2" x 1 1/2" deep. VALVE FRAME—1 1/2" overall length, 193 1/2". TIRES—16 x 6.25, 15 x 7.00 at extra cost.

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8 1/2" displacement, 212 cu. in. LUBRICATION—Oil relief capacity, 4 1/2 quarts. BATTERY—12-cell, 12-volt, 13 quarts. HEADS—Diamond 1 1/2" x 1 1/2" deep. VALVE FRAME—1 1/2" overall length, 193 1/2". TIRES—16 x 6.25, 15 x 7.00 at extra cost.

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GENERAL
ENGINE—Crankshaft (see left), crankshaft bearings of long-wearing, non-fading bearing metal. Running in. Friction Electric CARBURETION—Down-draft system, automatic choke, anti-pollution, back-fire arrester and air cleaner on all models. Double carburetor with simultaneous dual accelerator pump jets and automatic least control on Super-Six, Country Club Six and Hudson Eight. Single carburetor with accelerator pump and manual least control, others.

IGNITION—Vacuum automatic spark advance on all Sixes... moisture-proof distributor... ocean adjustment.

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

STARTER—Engage-once, solenoid switch.

FUEL SYSTEM—Galvanic tank capacity—4 1/2 gallon capacity, 7 quarts. BATTERY—12-cell, 12-volt, 13 quarts. HEADS—Diamond 1 1/2" x 1 1/2" deep. VALVE FRAME—1 1/2" overall length, 193 1/2". TIRES—16 x 6.25, 15 x 7.00 at extra cost.

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COOLING SYSTEM—New cellular design radiator with centrifugal, variable pressure pump... thermostat on all models with by-pass circulation on Country Club models... TEMPERATURE—Automatically, three speeds forward and reverse. Inter-locks prevent accidental shifting on gear shift. BEARING—With heavier drag link construction, provides steering stability on all speeds on 11 other models. COIL SPRING—With shorter turning radius, improved worn and roller type gear. 16.4 to 1 ratio on Country Club Sedans 16.25 to 1 on other models. Country Club Sedans, 18" Plastic rim, optional grip DEATH—Steel ball-bearing drop-center type. TRAIL—56 1/2" front, 39 1/2" rear.

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 thereafter manufactured or sold.