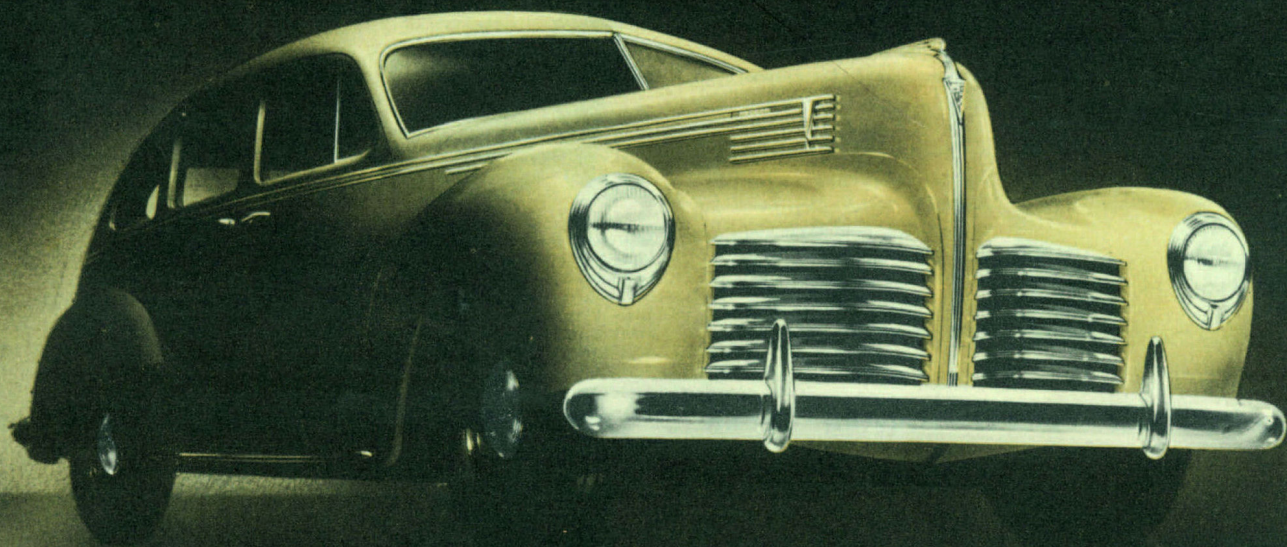


# HUDSON for 1940

*A New Low Cost for Luxury*



THE BRILLIANT NEW HUDSON EIGHT CUSTOM TOURING SEDAN

NEW 1940  
HUDSON SIX  
*De Luxe*  
TOURING SEDAN

WONDER CAR OF  
THE LOW PRICE FIELD

This new Hudson Six looks, rides and drives like twice the money. Heads turn to see more of its beauty. Its doors welcome you to more roominess . . . more genuine luxury . . . than has ever been offered at so low a price. It has the power to laugh at hills and eat up distance; yet every mile is a smoother mile because your ride is cushioned by the finest independent front wheel coil springing. Every mile is safer, too, in this Hudson, because of extra protection features that are Hudson's alone.





NEW 1940  
**HUDSON EIGHT**  
CUSTOM TOURING SEDAN  
and  
NEW 1940  
**HUDSON SUPER SIX**  
TOURING SEDAN

No car ever combined so much power with such silken smoothness! No car was ever so eagerly alive as this wholly new Straight Eight! More than one horsepower for every inch of wheelbase!

This New Eight—and its Twin, the New Hudson Super Six—feature refinements that have never before been available at so low a price. There is luxury, too, in the glorious interiors; in the Super Six De Luxe Touring Sedan; and in the luxurious New Hudson Eight Custom Touring Sedan.

# CONDENSED SPECIFICATIONS FOR 1940 HUDSON

## HUDSON SIX

ENGINE—6-cylinder, L-Head; 92 H.P. at 4,000 r.p.m.; Bore, 3"; stroke, 4½"; displacement, 175 cu. in.  
LUBRICATION—Oil capacity, 4½ Imp. quarts.  
COOLING SYSTEM—Radiator capacity, 10½ Imp. qrts.  
BRAKES—Hydraulic plus mechanical reserve.  
FRAME—Armored X-type, 74" deep.  
WHEELBASE—113"; over-all length, 190½".

## HUDSON SUPER-SIX

ENGINE—6 cylinder, L-Head; 102 H.P. at 4,000 r.p.m.; Bore, 3"; stroke 5"; displacement, 212 cu. in.  
LUBRICATION—Oil capacity, 4½ Imp. quarts.  
COOLING SYSTEM—Radiator capacity, 10½ Imp. qrts.  
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## HUDSON EIGHT

ENGINE—8-cylinder, L-Head; 128 H.P. at 4,200 r.p.m.; Bore, 3"; stroke, 4½" displacement, 254 cu. in.  
LUBRICATION—Oil capacity, 7 Imp. quarts.  
COOLING SYSTEM—Radiator capacity, 15 Imp. qrts.  
BRAKES—Hydraulic plus mechanical reserve.  
FRAME—Armored X-type, 78" deep.  
WHEELBASE—118"; over-all length, 195½".

## ★ GENERAL ★

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

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

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

IGNITION—Vacuum automatic spark advance on all six-cylinder models . . . moisture-proof distributor . . . octane adjustment—readily adjustable for non-premium fuels.

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

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

FUEL SYSTEM—Extra large constant pressure fuel pump.

COOLING SYSTEM—Cellular design radiator with centrifugal, six-blade pressure pump . . . thermostat on all

models with by-pass control of water circulation on Hudson Eight . . . temperature indicator on dash.  
HANDY SHIFT—Standard on all models.

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

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

UNIVERSALS — Two roller-bearing universals with 3" tubular propeller shaft.

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

REAR AXLE — Semi-floating type; nickel-molybdenum gears and shaft

with heavier housing; standard ratio, 4 5/9 to 1, on Hudson Six and Hudson Six De Luxe; 4 1/9 to 1, all other models.

BRAKES — Patented Double-Safe Hydraulics. Internal expanding two-shoe design on all four wheels . . . Reserve mechanical brake actuated by brake pedal . . . Improved easy-operating parking brake lever under cowl.

STEERING — Centre-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, 18.2 to 1 ratio on all models. Natural grip, 17" colored steering wheel, 18" Plastic Rim on Hudson Eight.

FRAME—See above.  
WHEELS—Steel balanced drop-centre type.

LIGHTS—Toe switch for driving or passing beam . . . Brightbeam indicator on instrument panel . . . Twin tail lamps and bonnet ornament parking lamps.

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.

This is the fifth year of all-steel construction of Hudson bodies in Australia . . . the widest windshields

in the Industry . . . Hudson was first to provide extra roominess . . . front seat 55" from door to door . . . oversize parcel compartment . . . adjustable front seat . . . safety glass in windscreen and side windows . . . large capacity carry-all luggage compartment . . . built-in foot rest . . . safety bonnet lock controlled from inside the car . . . cushion-action door latches . . . 17" cowl ventilator . . . draft-free ventilation in front doors and rear quarter windows . . . ashtrays front and rear compartments . . . 30-hour clock . . . assist loops . . . robe strap . . . bodies upholstered in chrome tan leather . . . New interior styling embracing the most modern design, superlative good taste, and restful comfort. Smart interior and exterior appointments.

EQUIPMENT—Twin adjustable sun visors . . . 1,100 cu. in. parcel compartment with door lock . . . fenders in body color . . . twin electric windshield wipers . . . rear vision mirror . . . electric air horn . . . speedometer . . . fuel level gauge . . . Teleflash signals for oil pressure and generator charging . . . water temperature gauge . . . Rear seat centre arm-rest in Hudson Eight Custom Sedan . . . Carry-all luggage compartment with spare tyre in vertical position . . . Cigar lighter Hudson Eight . . . Bumpers and bumper guards front and rear on all models.

*NOTE: The Hudson Motor Car Company and/or its Distributors reserve the right to make changes in car design, equipment, or color scheme at any time without incurring any obligation.*

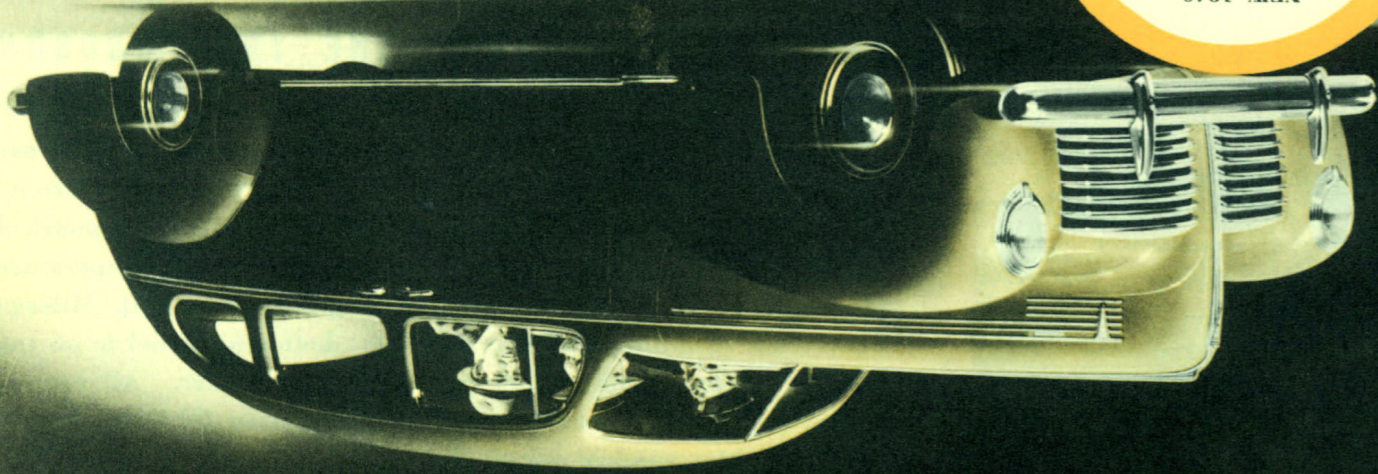
N. S. W. DISTRIBUTORS:

**IRA L. AND A. C. BERK PTY. LTD.**

**BERK HOUSE, 72-76 WILLIAM ST., SYDNEY. TELEPHONE: FL 2671 - 4**

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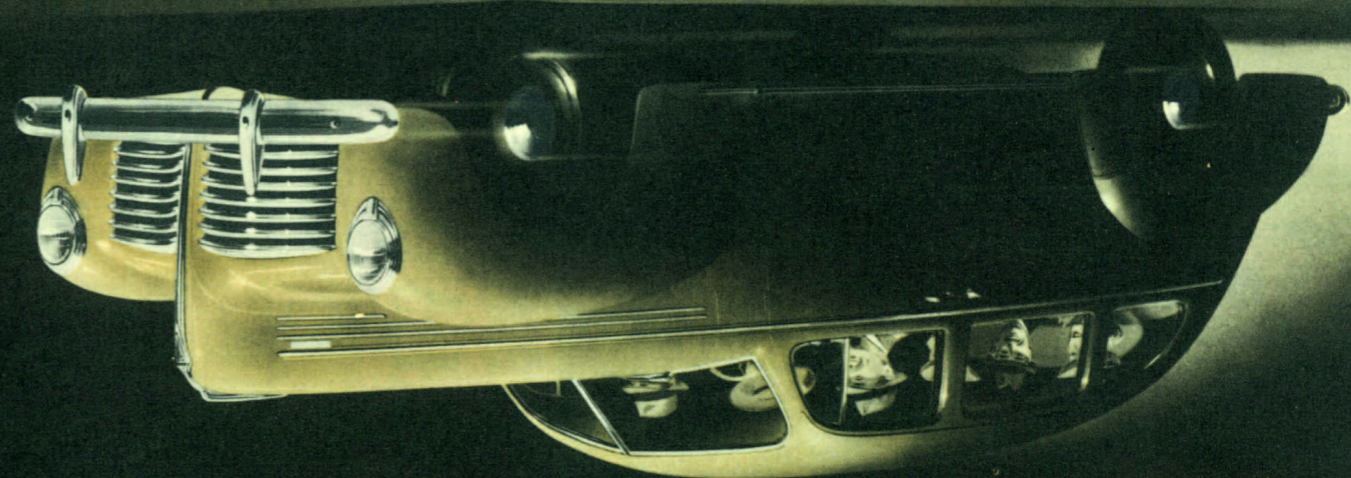
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COOLING SYSTEM—Radiator capacity, 10 1/2 Imp. qrts.  
BRAKES—Hydraulic plus mechanical reserve.  
FRAME—Armored X-type, 71" deep.  
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EQUIPMENT—Twin adjustable sun visors . . . 1,100 cu. in. parcel compartment with door lock . . . fenders in body color . . . twin electric windshield wipers . . . rear vision mirror . . . electric air horn . . . speedometer . . . fuel level gauge . . . Teleflash signals for oil pressure and generator charging . . . water temperature gauge . . . Rear seat centre arm-rest in Hudson Eight Custom Sedan . . . Carry-all luggage compartment with spare tyre in vertical position . . . Cigar lighter Hudson Eight . . . Bumpers and bumper guards front and rear on all models.

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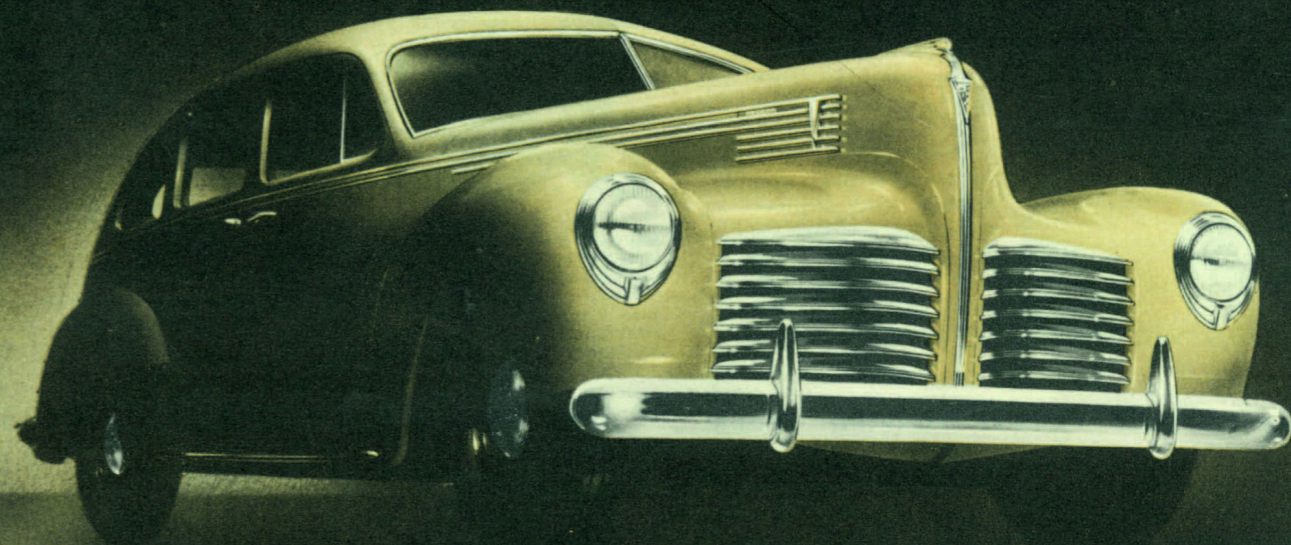
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# HUDSON for 1940

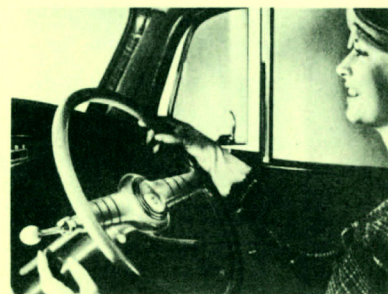
## A New Low Cost for Luxury



THE BRILLIANT NEW HUDSON EIGHT CUSTOM TOURING SEDAN

## MIGHTY CLOSE

## TO FLOATING



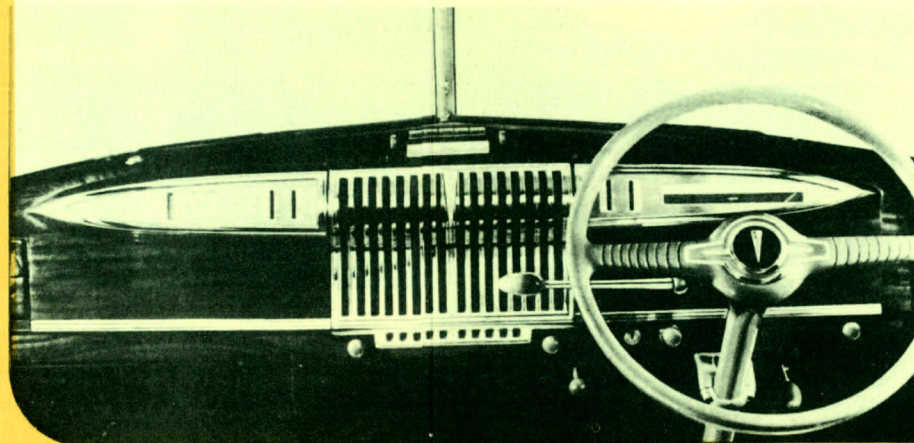
Hudson's Famous Handy Shift (at the steering wheel) has new 1940 improvements that make gear changing easier than ever before.

(At left) A Hudson "First" is this fully balanced crankshaft with integrally forged counterweights and vibration damper. Balanced both at rest and in motion, it is a major reason why Hudson motors are famous for their smoothness at any speed.

Mighty Close to Floating is the gentle ride you get in any 1940 Hudson. New independent front wheel coil springing . . . new longer rear springs . . . combine to make boulevards seem as smooth as polished glass, country roads as smooth as boulevards.



# NEW LUXURY for ALL AUSTRALIA!



HUDSON FEATURES that make

for **SAFETY - COMFORT - LONG LIFE AND ECONOMY -**

Car ownership, when it's a new luxury Hudson, is gloriously full of everything that makes a man proud of his choice, and happy with the pleasure it brings. For Hudson has combined in its 1940 cars a really amazing number of fine-car details. Name the important things you want in your next car . . . Hudson has them all!

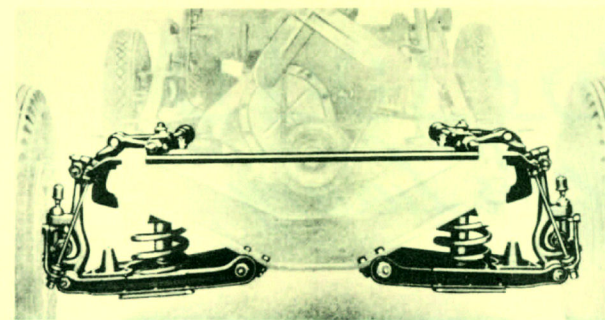
Every 1940 Hudson, including the lowest priced, shares the same basic features and improvements. Longer wheel bases that make for an even better ride . . . New style notes . . . Extra protection . . . There's

economy, proved again and again by owners, and in special tests . . . now further improved by brilliant engine refinements for 1940. Dependability that brings so great a number of Hudson owners back, after years of satisfaction, to buy another Hudson. Long life and high re-sale value that makes a Hudson an unusually sound financial investment.

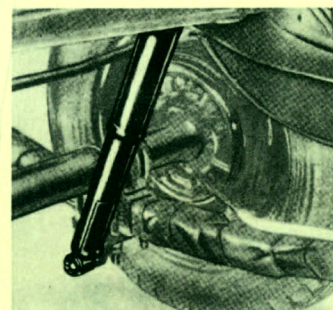
Summed up in words of one owner: "Once you drive a Hudson no other car will do." Before you buy any other car, see all that Hudson offers YOU for 1940.

## CONTROL CENTRE OF THE 1940 HUDSON

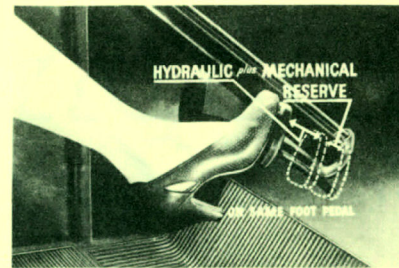
A new, two-spoke, natural grip steering wheel. A newly designed, ultra-modern instrument panel; a distinguishing feature of every car in the line, with slight variations in coloring and chrome ornamentations. Radio grille is flanked by graceful, symmetrical panels which hold horizontal speedometer, fuel and temperature indicators, clock and teleflash gauges for generator and oil. Mileage figures are magnified for easy reading. Left-hand panel is on the door of the mammoth, 1,100 cu. in. package locker. All control knobs, including push-button starter, are recessed for safety. Ash-tray is at side; another one in the centre when no radio is used.



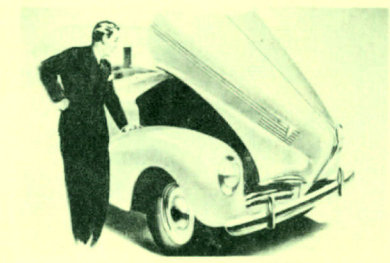
**Finest Independent Front Wheel Coil Spring Suspension** . . . with positive wheel control provided for the first time by Hudson's Patented Auto-Poise Control. Road shocks are absorbed by soft coil springs of Silico Manganese steel, the recognised metal for independent springing. Note: Shock Absorbers *inside* the coils . . . an exclusive Hudson design. **Patented Auto-Poise Control** is a revolutionary mechanical safety invention, which automatically helps keep wheels straight on their course — on rough roads, in heavy side winds — even if a tyre blows! Auto-Poise makes for ease and certainty in handling your car. Hudson has been granted a basic patent on this great safety factor.



(At left) **Airplane-type Hydraulic Shock Absorbers** are standard, both front and rear. Direct in action. Hold more cushioning fluid than the angular type . . . give much better control of springing.



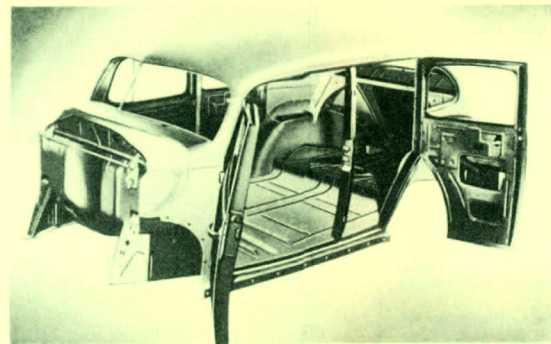
**Patented Double-Safe Hydraulics** . . . World's SAFEST Stopping! Finest Bendix Self-Energising Hydraulics with a mechanical emergency brake working automatically from the same foot pedal if ever needed! Easiest acting hand brake for parking (releases at the flick of a finger) gives you a THIRD way to apply brakes. Many letters from owners tell of accidents prevented by Hudson's Patented Double-Safe Hydraulics.



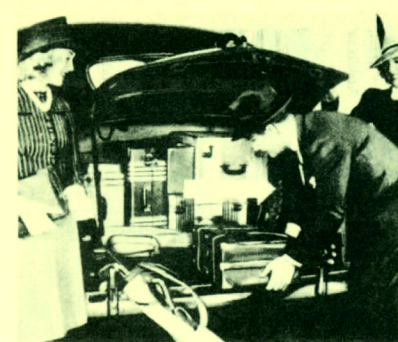
**Improved Dash-Locking Safety Bonnet** . . . hinged at the front; wind can't blow it up if left unlatched. Hood locks from a lever *INSIDE* the car, protecting motor from tampering. Hinged at the level of the louvres, its entire front is in one piece . . . unmarred by seams, greatly improving accessibility.



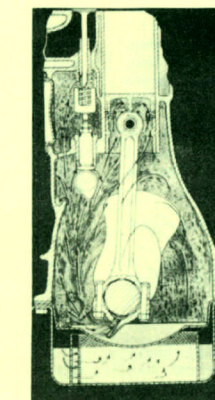
**Safer Windshield Vision.** The widest windshields in the Industry have been made 17% deeper for 1940. Glass now extends clear down to the cowl . . . a new idea which greatly improves your view of the road in front of the car. Safety glass is standard in windshield and side windows of all 1940 Hudson Sedans.



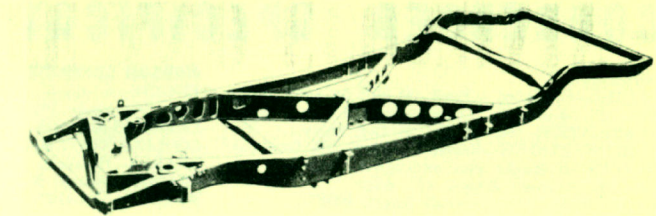
**Body All of Steel.** Hudson, both in America and Australia, was first to make bodies all of steel, including roof (1935) . . . and Hudson still leads in their development. Steel above, below and on all four sides of you, fastened rigidly to the frame at 38 points, making a **SINGLE UNIT** of tremendous strength and great safety.



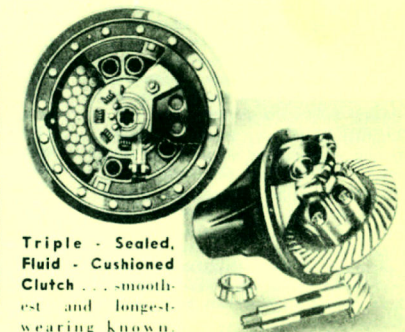
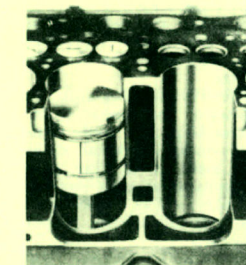
**Carry-All Luggage Compartment.** A new way of carrying the spare tyre vertically gives more luggage room than in most touring and trunk models — yet the back of the car is beautifully streamlined. Spare tyre and tools can be removed or replaced without disturbing an ordinary load of luggage.



**Patented Duo-Flo Lubrication** . . . finest oiling system in any car! Only system that lubricates **EVERY** working part with the very **FIRST** turn of the crankshaft . . . that **COOLS** oil as it circulates . . . that supplies oil in **DIRECT RATIO** to engine speed . . . that works as perfectly after 100,000 miles of use as when new.



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



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

**Triple-Sealed, Fluid-Cushioned Clutch** . . . smoothest and longest-wearing known. The only clutch in which surfaces glide together in a film of oil. A new booster spring makes it easier than ever to operate the clutch pedal.

**Rear Axle Gears** . . . wide-toothed, of costly nickel-molybdenum steel for long life and silent, trouble-free operation . . . do not require special high-pressure lubricants.

### NEW HUDSON SIX DE-LUXE TOURING SEDAN

Economical operation is a feature of this new Hudson . . . Improved carburetion makes for finer performance with greater economy in petrol . . . in oil, too, and in every other way, you will find that the Hudson Six De Luxe compares favourably in economical running costs with smaller cars.

### THESE FINE-CAR DETAILS STANDARD IN HUDSON SIX DE-LUXE

New Cushion-Action Door Latches  
Carry-All Luggage Compartment  
Adjustable Sliding Front Seat  
Built-in Radio Grille  
Draught-free Wing Ventilation  
1100 cu. in. Package Locker in Dash  
Bright Headlamp Beam Indicator

Twin Tail Lamps  
New Parking Lamps on Hood  
Teleflash Gauges for Battery & Oil  
Electric Air Horn  
Built-in Recessed Foot Rest  
30-Hour Clock  
Automatic Choke

### HUDSON EIGHT CUSTOM TOURING SEDAN AND HUDSON SUPER-SIX DE LUXE TOURING SEDAN

It is natural that Hudson—first to smooth out engine vibration at high speeds, and first to develop high power to weight—should be first to combine these two great principles for a new "high" in six and eight-cylinder performance, yet with economy in operation that is equally remarkable.

Front and rear interiors of the new Hudson Super Six and the Hudson Eight provide dashing beauty . . . new style notes in smart interiors, with striking roominess and comfort. And, remember, that these two fine new Hudsons offer you a marvellously smooth ride, with extra protection features that make Hudson "the safest car."