

RIDE THE *GREEN LANE* OF SAFETY



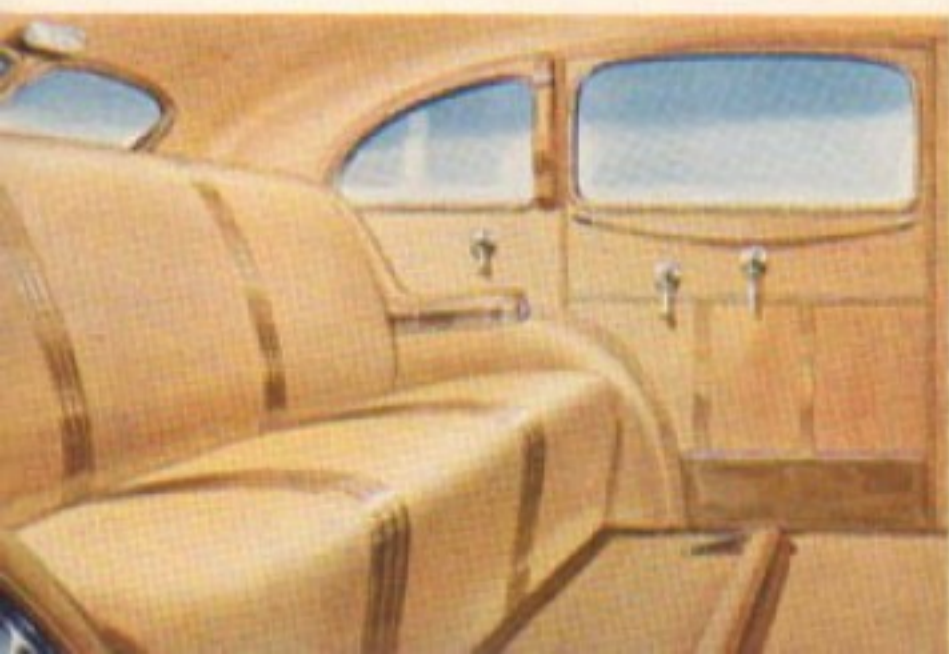
IN A 1939

HUDSON

With These Vital Safety Features

- **HUDSON DOUBLE-SAFE BRAKES**
(2 braking systems—hydraulic and mechanical—from 1 foot pedal)
- **NEW AUTO-POISE CONTROL**
- **WIDEST, SAFEST WINDSHIELD VISION**
- **SINGLE UNIT BODIES ALL OF STEEL**
- **NEW, SAFE HANDY SHIFT AT WHEEL**
- **SELECTIVE AUTOMATIC SHIFT**
(Optional in Hudson Six and Country Club Series)
- **NEW DASH-LOCKING SAFETY HOOD**
- **STRONG, STURDY RADIAL SAFETY CONTROL**
(Standard in Hudson Six and Country Club Series)
- **SAFETY IN CHAMPIONSHIP PERFORMANCE**

WHAT'S NEW



NEW SALON INTERIORS WITH *Airfoam* LUXURY

At left, a suggestion of the style symphony within the new Hudson Country Club Custom Sedan—an interior that skillfully combines genuine leather, rich broadcloth and gleaming chrome into an effect that is both thrillingly new and thrillingly beautiful. Just as distinctively new are the other 1939 Hudson interiors, each the combined creation of Hudson's expert designers and one of the country's leading women stylists. And remember that, added to this beauty, the new luxury of the Airfoam Ride can be yours in any of these 1939 Hudsons.

NEW FEATURES NO OTHER CAR PRICES START DOWN

For 1939, Hudson offers downright value that we believe is unmatched anywhere. Distinctive new style and luxury—along with important features not found in other cars—can be yours even in the Hudson 112, *priced down among the lowest.*

★ **New Handy Shift** at the steering wheel—the same familiar gear positions, yet an easier way to shift gears; a safer way to drive. Front floor is all clear—and the 55-inch front seat is so wide that 3 big passengers can ride in comfort. (Selective Automatic Shift an optional extra.) Hudson's exclusive automatic clutch is available with either shift—*never push the clutch pedal.*

★ **New Dash-Locking Safety Hood**—hinged at the front—wind just closes it tighter; and when you lock your car you lock your hood. Battery and engine parts theft-proof.

FOR 1939 ? HUDSON

Air Foam Ride WITH AUTO-POISE CONTROL

Beautiful Beyond Belief



AR CAN SHOW YOU . . . AND AMONG THE LOWEST!

- ★ **New Carry-All Luggage Compartment**—topping all other cars in baggage space—spare tire and tools easily removed without disturbing an ordinary load of baggage.
- ★ **Plus World's Safest Braking**, with Hudson's Exclusive Double-Safe Brakes—two braking systems (hydraulic and mechanical) from one foot pedal. BODIES ALL OF STEEL, INCLUDING ROOFS. WIDEST WINDSHIELD VISION of all popular cars. And many other exclusive safety features.
- ★ **Only hand-rubbed lacquer**, the finish used on costliest cars, is on ALL Hudson models.

For most that is new and important . . . combined with top power, smoothness, performance and economy . . . drive a 1939 Hudson today.

Most Amazing Riding Comfort You Ever Enjoyed . . . Hudson's Revolutionary New Auto-Poise Control . . . Combined with Luxurious New-Type Seat Cushions that "Breathe" . . . Fatigue Banished on Long Trips

COMBINED with other Hudson easy-riding features, these two new advancements (patents applied for) unite to give you an experience far surpassing any you have ever enjoyed.

Auto-Poise Control brings a wholly new ease and sureness to your control of your car. Auto-Poise is a new mechanical principle, discovered by Hudson. (Illustrated in diagram below.)

And you ride on seats of really amazing softness, yet which give you firm support. Seats that "breathe" as your body moves, because air flows freely through innumerable connecting air cells. These seats are always cool because of this same freely circulating air.

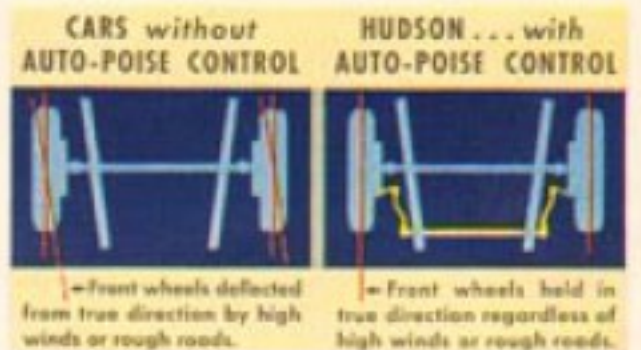
Airfoam is used in mattresses in leading hospitals, seats in streamlined trains and a few makes of costly furniture. Hudson is first to bring it to the American automobile.

You ride all day with no trace of stiffness or weariness. On rough roads, you merely sink deeper into cushioning protection; there is no "bounce." Airfoam cushions are standard in all Hudson Country Club models; available at small extra cost in all other 1939 Hudsons. Auto-Poise Control is standard in all models.

Don't buy any other car until you try Hudson's new Airfoam Ride . . . for you'll find nothing like it in any other automobile built.



What is Airfoam? Airfoam (a product of Goodyear) is the pure milk of the rubber tree (Latex) brought to this country in its natural state. Air is beaten into it until it turns to foam; then it is moulded into cushions. It is water-cured. Tests equal to 250,000 miles of hard riding show that Airfoam is practically wear-proof. And it is cool, even on hot summer days.



New Auto-Poise Control (patent applied for), on all 1939 Hudsons, is one of the greatest forward steps ever taken in giving the driver complete control of his car on all types of roads and under all conditions. Wheels hold their course *automatically*, even in heavy side winds. This new feature completes the sturdiest, safest front end construction on any car; makes driving easier, safer.

RIDE THE GREEN LANE OF SAFETY

IN A HUDSON

NEW LOW PRICES FOR HUDSON VALUE AT ITS GREATEST		
In the LOWEST PRICE FIELD	In the LOW PRICE FIELD	In the MODERATE PRICE FIELD
NEW HUDSON One-Twelve	NEW HUDSON Six	NEW HUDSON Country Club Series
6 CYLINDERS 112-in. WHEELBASE 84 HORSEPOWER	6 CYLINDERS 118-in. WHEELBASE 94 HORSEPOWER	6 & 8 CYLINDERS 122-in. W.S.; 101&122 H.P. Country Club Custom Sedan 124-in. W.S.; 122 H.P.

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LOWEST PRICE FIELD

New HUDSON

One-Twelve

6 Cylinders • 112-Inch Wheelbase
86 Horsepower

The new Hudson One-Twelve for 1939 is available in the following body styles: TOURING SEDAN, for 6 passengers . . . TOURING BROUGHAM, for 6 passengers . . . COUPE, for 4 passengers in Victoria model and 3 passengers in Coupe model . . . CONVERTIBLE BROUGHAM, for 6 passengers . . . CONVERTIBLE COUPE, for 3 passengers.

New Carry-All Luggage Compartment standard on Touring Sedan and Touring Brougham; extra capacity trunk at slight added cost. Large 16 x 6.00 Tires standard on all models. Convertible models include as standard features Deep-Buffered Leather Upholstery and Airfoam Cushions. Airfoam Cushions optional at small extra cost on all other models.



LOW PRICE FIELD

New HUDSON

Six

6 Cylinders
112-Inch Wheelbase
96 Horsepower

The new Hudson Six for 1939 is available in the following body styles:

TOURING SEDAN, for 6 passengers . . . TOURING BROUGHAM, for 6 passengers . . . COUPE, for 3 passengers in Victoria model and 3 passengers in Coupe model . . . CONVERTIBLE BROUGHAM, for 6 passengers . . . CONVERTIBLE COUPE, for 3 passengers.

New Carry-All Luggage Compartment standard on Touring Sedan and Touring Brougham; extra capacity trunk at slight added cost. Convertible models include as standard features Hand-Buffered Leather Upholstery and Airfoam Cushions. Airfoam Cushions optional at small extra cost in all other models.



MODERATE PRICE FIELD

New HUDSON

Country Club Series

6 Cylinders
101 Horsepower
8 Cylinders
122 Horsepower
122-Inch Wheelbase
Country Club Custom Sedan
132 Horsepower
129-Inch Wheelbase

Top car in Hudson Country Club Series for 1939 is the distinguished CUSTOM SEDAN—6 passengers, 8 cylinders, 122 H.P., 129-in. W.B. Other models in Series have 122-in. W.B., with 6-cylinder models developing 101 H.P. and 8-cylinder models developing 122 H.P. Body styles: TOURING SEDAN, for 6 passengers . . . TOURING BROUGHAM, for 6 passengers . . . COUPE, for 3 passengers in Victoria model, 3 passengers in Coupe model . . . CONVERTIBLE BROUGHAM, for 6 passengers . . . CONVERTIBLE COUPE, for 3 passengers.

New Carry-All Luggage Compartment standard on Custom Sedan, Touring Sedans and Touring Broughams; extra capacity trunk at slight added cost. Airfoam Cushions standard all models. Convertible models have Hand-Buffered Leather Upholstery.

HUDSON 112 SPECIFICATIONS

ENGINE—L-Head, Compression ratio, 6.25 to 1, Bore, 3 1/2" stroke, 4 1/2" displacement, 175 cu. in. LUBRICATION—Oil sump capacity, 4 1/2 quarts. BATTERY—17 plate, 96 ampere-hour. COOLING SYSTEM—Radiator capacity, 12 1/2 quarts. FRAME—Rigid, 7 1/2" deep, 2-X" tube, 7 1/2" deep. OVER-ALL LENGTH—187 1/2". TIRES—16 x 6.00.

HUDSON SIX SPECIFICATIONS

ENGINE—L-Head, Compression ratio, 6.25 to 1, Bore, 3 1/2" stroke, 5 1/2" displacement, 212 cu. in. LUBRICATION—Oil sump capacity, 4 1/2 quarts. BATTERY—17 plate, 96 ampere-hour. COOLING SYSTEM—Radiator capacity, 12 1/2 quarts. BRAKES—Diameter, 10 1/2" width, 1 1/2". FRAME—Rigid, 7 1/2" deep, 2-X" double-drop. OVER-ALL LENGTH—195 1/2". TIRES—16 x 6.00, 15 x 7.00 at extra cost.

HUDSON COUNTRY CLUB SIX SPECIFICATIONS

ENGINE—L-Head, Compression ratio, 6.25 to 1, Bore, 3 1/2" stroke, 5 1/2" displacement, 212 cu. in. LUBRICATION—Oil sump capacity, 4 1/2 quarts. BATTERY—17 plate, 96 ampere-hour. COOLING SYSTEM—Radiator capacity, 12 1/2 quarts. BRAKES—Diameter, 10 1/2" width, 1 1/2". FRAME—Rigid, 7 1/2" deep, 2-X" tube, 7 1/2" deep. TIRES—16 x 6.25, 15 x 7.00 tires at extra cost. OVER-ALL LENGTH—199".

HUDSON COUNTRY CLUB EIGHT SPECIFICATIONS

ENGINE—L-Head, Compression ratio, 6.25 to 1, Bore, 3 1/2" stroke, 4 1/2" displacement, 194 cu. in. LUBRICATION—Oil sump capacity, 7 quarts. BATTERY—19 plate, 108 ampere-hour. COOLING SYSTEM—Radiator capacity, 17 1/2 quarts. BRAKES—Diameter, 11 1/2" width, 1 1/2". FRAME—Double-drop, 2-X" tube, 7 1/2" deep. TIRES—16 x 6.50, 15 x 7.00 tires at extra cost. OVER-ALL LENGTH—199", 206" (Hudson Country Club Custom Sedan).

GENERAL SPECIFICATIONS

ENGINE—Potential crankshaft, fully compensated, drop forged, statically and dynamically balanced . . . crankshaft bearings of long-wearing, non-fatiguing Berman metal . . . Bushings in Hudson Eight. (Also see above.)
CARBURETION—Hudson 112 and Hudson Six: down-draft system with vacuum automatic metering, manual choke and heat control. Hudson Country Club Sixes and Eights: double down-draft system, with automatic choke and thermostat heat control . . . back-fire arrestor; air cleaner . . . vapor-lock relief valve.
IGNITION—Full automatic advance . . . overhead-point distributor . . . octane adjustment.

GENERATOR—Hudson 112: full capacity ventilated type voltage regulator installed with radio. Other series: special extra-capacity ventilated type with voltage regulator.

STARTER—Hudson 112: foot switch on floor. Other series: finger-touch, solenoid switch.

FUEL SYSTEM—Gasoline tank capacity—Hudson 112: 12 1/2 gallons. Other series: 16 1/2 gallons . . . Extra large constant pressure fuel pump.

COOLING SYSTEM—Centrifugal, six-blade pressure pump . . . thermostat by-pass control of water circulation in Hudson Country Club Series . . . choke type thermostat in Hudson 112 and Hudson Six . . . temperature indicator on dash.

TRANSMISSION—Synchro-shift, three speeds forward, one reverse. Interlocks prevent accidental slipping from gearmesh in all gear speeds in Hudson Six and Hudson Country Club series; in second and high gears in Hudson 112.

UNIVERSALS—Two roller bearing universals with 3-inch subular propeller shaft. Hudson Country Club Custom Sedan has 3 1/2" propeller shaft.

SPRINGS—Semi-elliptic. Rear springs "upgraded" for transverse stability. U-type self-adjusting shackles. Spring covers standard on Hudson Six, Hudson Country Club Sixes and Eights.

REAR AXLE—Semi-floating type; nickel molybdenum gears and shaft; standard ratio, 4 1/2 to 1.

STEERING—Roller tooth type; 16.4 to 1 ratio on Hudson 112; 18.2 to 1 ratio on other series. Auto-Poise Control in all series. Hudson Six: 17" colored steering wheel. Hudson Country Club Sixes and Eights: 18" spring spoke wheel. Tense rim; neutral finger grip.

WHEELS—16" steel balanced drop center type.

TREAD—36" front; 39 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.

LIGHTS—Headlamps: approximately 50,000 candlepower . . . Toe switch for driving or parking beam . . . Bright beam indicator on instrument panel . . . Twin tail lamps on all 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 whatever, and without being required to make any corresponding changes or improvements on products theretofore manufactured or sold.