



HUDSON
APPROVED
ACCESSORIES

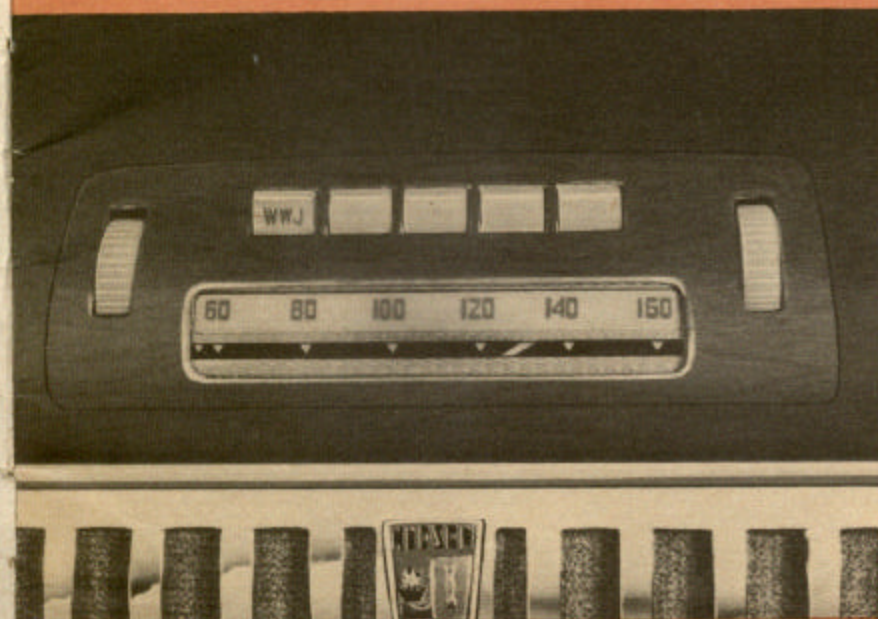
HUDSON APPROVED ACCESSORIES FOR 1940

illustrated and described on the following pages will assist the HUDSON Owner in expressing his personal taste in added equipment. Each item shown has been carefully designed to contribute to his comfort and convenience, his safety or to the pride he takes in the increased beauty and appearance of his new car. HUDSON APPROVED ACCESSORIES are designed, tested and approved by HUDSON ENGINEERS, which assures the HUDSON Owner not only of perfect installation and satisfactory operation but also that each Accessory matches in exact detail the other fine appointments of the car. They provide extra comfort and convenience and give increased safety and pleasure to driving throughout the entire year. The manufacture of every Accessory is under HUDSON supervision, assuring the highest standards of quality of materials and excellence of workmanship. HUDSON invites buyers of NEW 1940 HUDSON CARS to inspect all of the APPROVED ACCESSORIES and select those that will complement and increase their satisfaction in HUDSON OWNERSHIP.

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

Year 'Round Pleasure with

HUDSON RADIOS



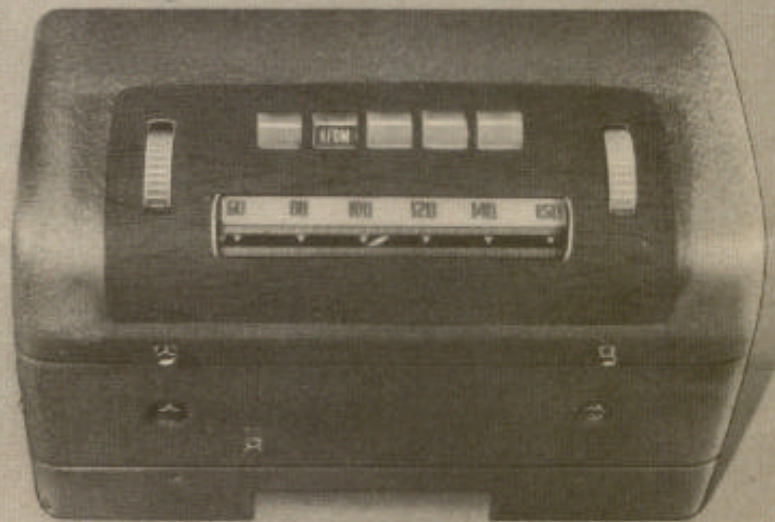
HUDSON RADIOS for 1940 feature FEATHER-TOUCH CONTROL, the very latest scientific development in motor car RADIOS. With the light touch of a finger your favorite entertainment is selected. The tuning is instantaneous and completely automatic—no manual effort whatever and nothing to get out of order. Five station-buttons are always accurately set ready to bring in the desired programs without distracting your attention from driving. The selection of stations can be changed on the control buttons by manipulation of the manual control.

FEATHER TOUCH CONTROL

HUDSON CUSTOM RADIO

AUTOMATIC TUNING UNIT

The CUSTOM RADIO brings you remarkable selectivity, sensitivity, power and marvelous tone quality. All of the features necessary for outstanding RADIO performance are combined in this set: seven tubes, eight-inch speaker, unmatched tone quality, reserve power for reception of distant stations, unsurpassed clarity of either voice or music. Dials and control knobs match the instrument panel of all HUDSON models and further enhance the interior appearance of your car. There is a difference! The HUDSON UNITIZED RADIO is built into your car—not attached—a pertinent fact to consider before buying any make of automobile RADIO.



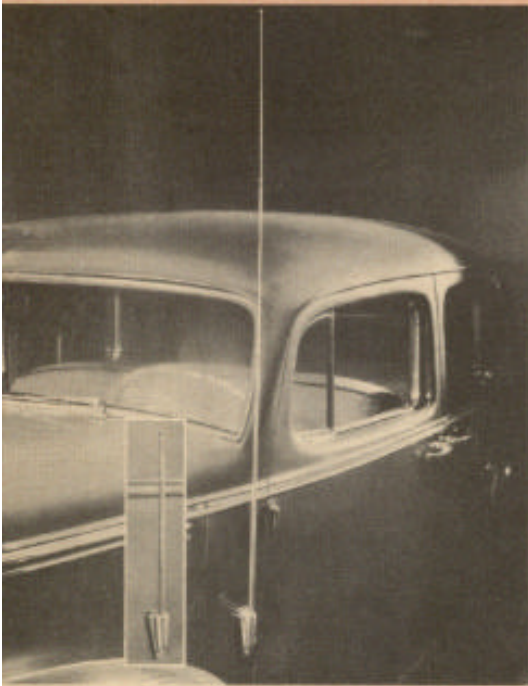
HUDSON DE LUXE RADIO

RADIO RECEIVER



In designing the DE LUXE MODEL with six tubes and a six-inch speaker, HUDSON Engineers included all of the important features necessary for quality AUTO RADIO reception. In price class the DE LUXE set is with the lowest, in quality far above any set in the low price field. FEATHER-TOUCH CONTROL is also one of the features of this model. Stations can be set up for AUTOMATIC TUNING without the use of tools—not even a screwdriver. You can purchase a DE LUXE MODEL with full confidence and assurance that you are getting the best your money will buy at the lowest possible price. A set engineered, designed and built for HUDSON only.

TELESCOPIC COWL ANTENNA



MANUAL

The VACUUM OPERATED COWL ANTENNA is the best available for difficult broadcast areas. When retracted only the small chrome ball is visible. Touch a button on the dash and the ANTENNA is extended for clear unequalled reception of programs.

The HUDSON TELESCOPIC COWL ANTENNA has been designed to match the other fine appointments of the car. Made in four sections, it can be raised to a height of 60 inches and when fully lowered, telescopes into a compact 17 inch unit.

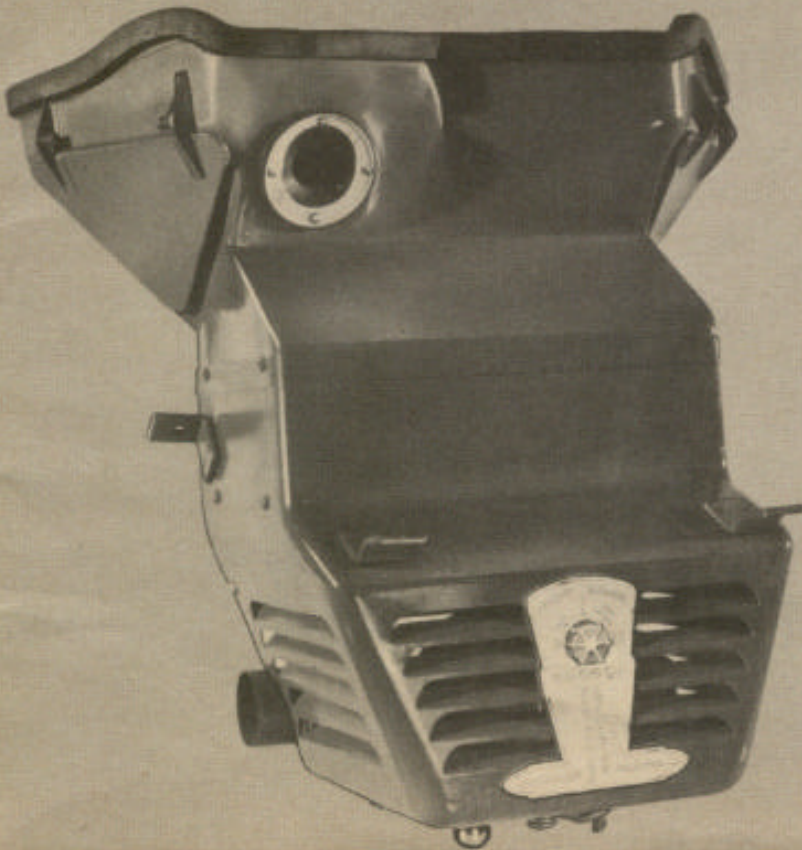


VACUUM

Winter Comfort with

**HUDSON
WEATHERMASTER
HEATERS**

The completely new HUDSON WEATHERMASTER floods your car with fresh air, filtered of dust, snow and rain and heated to summer temperatures. It circulates fresh air to every part of the car and without drafts. Drive all winter long with your car windows tightly closed in summer-fresh air, but without "foggy" glass. Water temperature is manually controlled to provide the exact amount of heat YOU want. A new high output defrosting unit is incorporated that assures clear driving vision.



HUDSON DE LUXE HEATER

The HUDSON DE LUXE HEATER provides most of the advantages of the CUSTOM on a slightly smaller, less elaborate scale. Heating capacity is ample for every car model at average winter temperature. Provision for attachment of Defrosters is made. This model provides the best in HEATER performance at the lowest possible price, consistent with quality.

HUDSON CUSTOM HEATER

The CUSTOM HEATER provides exceptional heating and defroster capacity. A reversible motor with two fans provides direct and indirect heat at the option of the owner. A defroster attachment is available which provides maximum defrosting efficiency with indirect heating. All models are attractively finished to harmonize with the car interior.



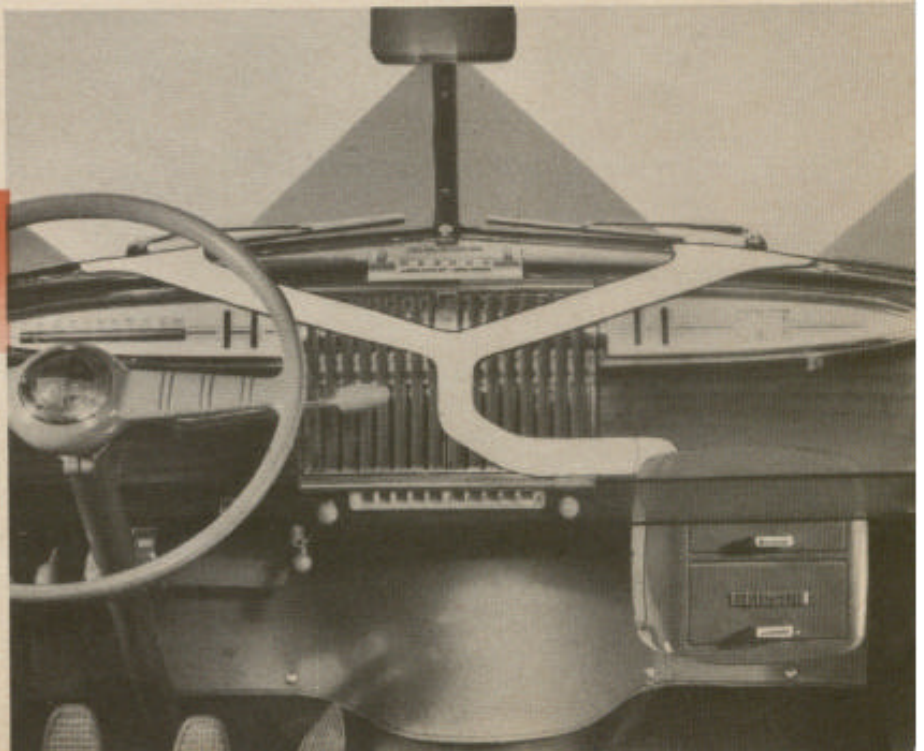


HUDSON WINDSHIELD DEFROSTER

The DEFROSTER UNIT may be installed for use with either the CUSTOM or DE LUXE HEATERS. By simply turning the control switch to "Indirect," hot air is directed to the windshield, spreading fan-wise over the glass, and quickly removes all frost, sleet and condensation. This unit is an integral part of the WEATHERMASTER HEATER.

HUDSON ANTI-FREEZE

HUDSON ANTI-FREEZE is made from pure Ethyl alcohol. It protects your car's cooling system economically and safely. Its evaporation point is high in comparison to ordinary alcohol, making it last longer and giving protection against freezing without danger of the formation of solid ice.



HUDSON DIRECTION INDICATOR

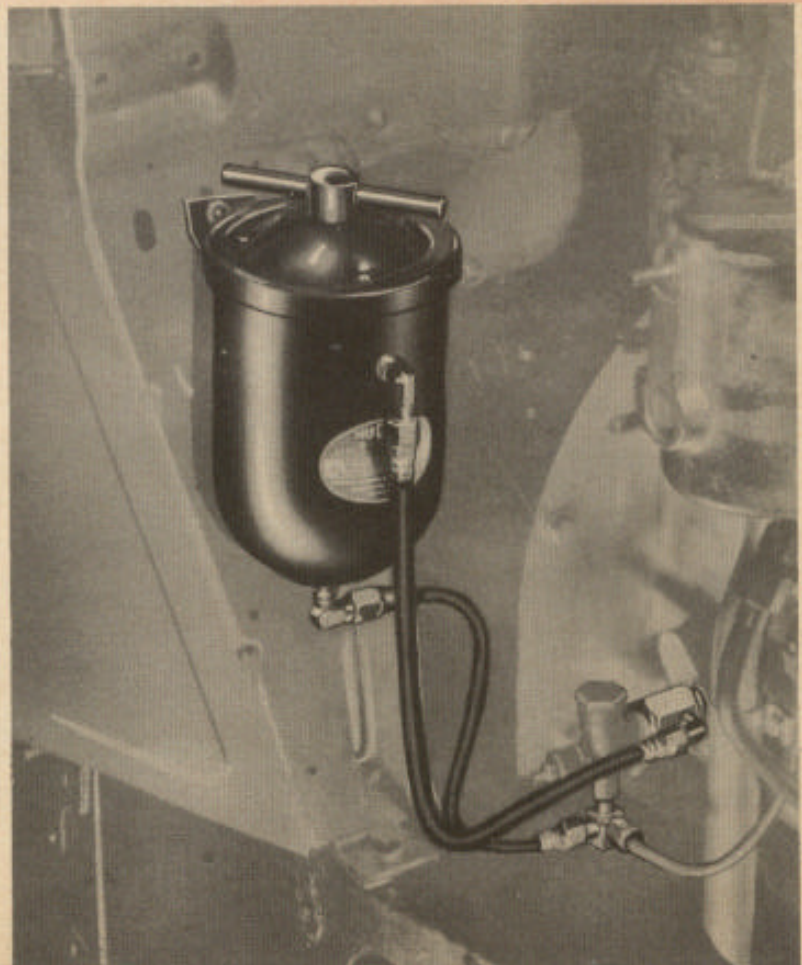
In the interests of driving safety a **DIRECTION INDICATOR** makes it easy for the driver to signal his intention to turn without the need for lowering a window and holding out his arm. A switch on the

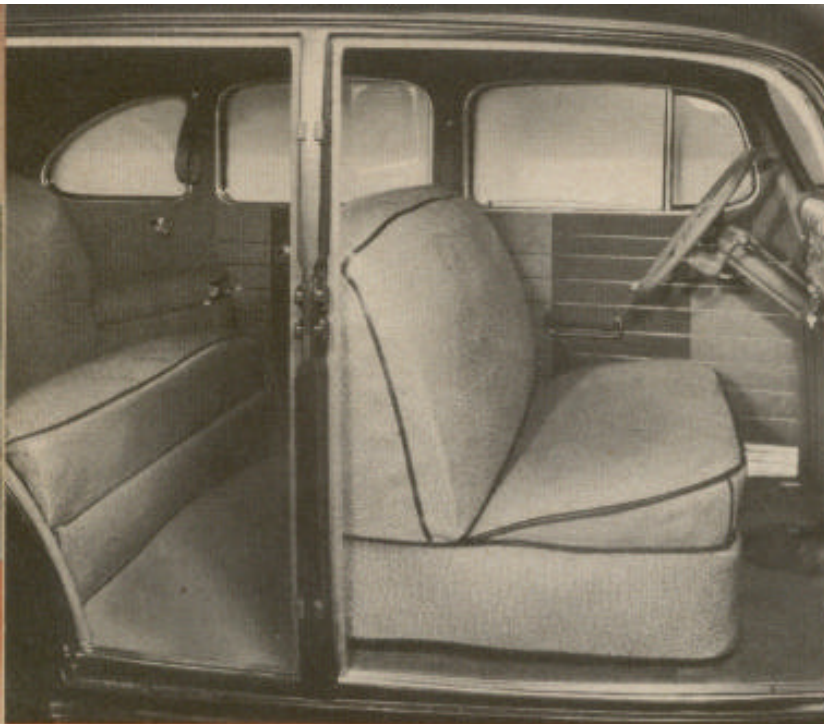
steering column controls the flasher switch operating either the right or left stop light and bonnet lamp as desired. The **HUDSON DIRECTION INDICATOR** is a major contribution to driving safety.



HUDSON OIL FILTER

The HUDSON OIL FILTER thoroughly removes foreign matter and distillates from the motor oil under the low pressures of the HUDSON Duo-Flo oiling system, at the same time maintaining a normal flow of oil through the engine. We remind you that the HUDSON OIL FILTER has been designed to work with the low pressure in the HUDSON oiling system and we caution you against the installation of any other makes. Elements should be replaced when the oil shows discoloration. Replacement elements are available at a nominal cost.





HUDSON SEAT COVERS

HUDSON SEAT COVERS are custom-tailored to fit seat backs and cushions perfectly. The smooth matting will not wrinkle and the non-clinging surface makes it easy to slide in and out of the car and prevents soiling of wearing apparel. HUDSON SEAT COVERS will definitely preserve the original finish of the smart interior. Two types are available—the CUSTOM completely covering cushions, risers and backs and the DE LUXE covering cushions and backs only.

HUDSON SEAT PADS

The HUDSON SEAT PAD represents an economical, removable covering for the seat cushion and back for the use of one person. Made of attractive matting and reinforced around the edges with spring wire, it affords protection at minimum expense. A flap for insertion between seat and back insures the pad staying in position.



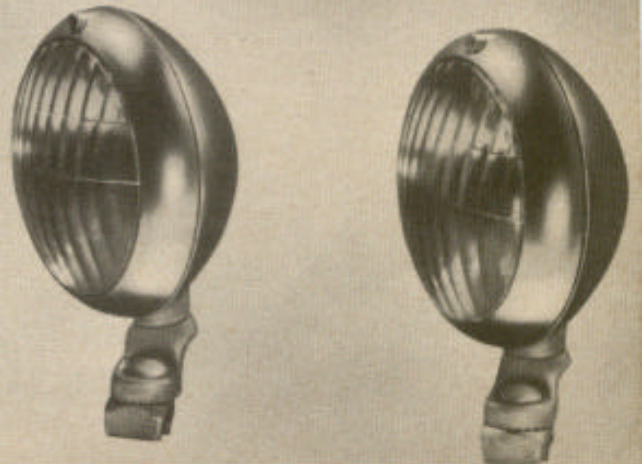


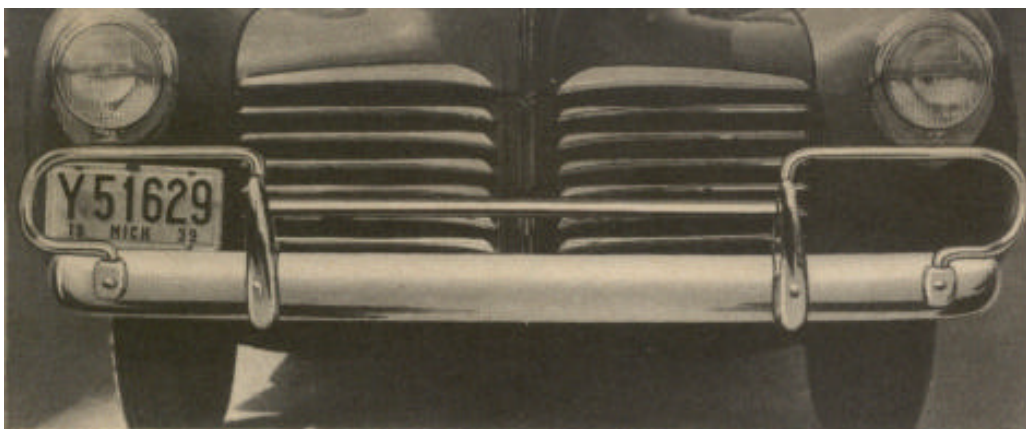
HUDSON FOG LAMPS

HUDSON FOG LIGHTS are an outstanding safety Accessory because the clear amber beam penetrates fog, heavy snow or rain. The 16,000 candlepower light beam gives the driver greatly increased vision ahead under adverse conditions and the coloring of the lens prevents the beam from reflecting into the driver's eyes. The construction of HUDSON FOG LIGHTS specifically complies with all state requirements. In pairs, the lamps may be wired with the tail lamp and used without headlamps for night driving. Eye strain is reduced by the amber light. The scientific construction and coloring of the lens gives maximum penetration of heavy fog.

HUDSON WINDSHIELD WASHER

HUDSON AUTOMATIC WINDSHIELD WASHER is the latest development in driving safety. You only need to touch the control button, the rest is automatic. Two streams of water spray the glass and permit the WINDSHIELD WIPER to clear away all dirt, bugs, rain spots, and the muddy water sprayed on by the car ahead.



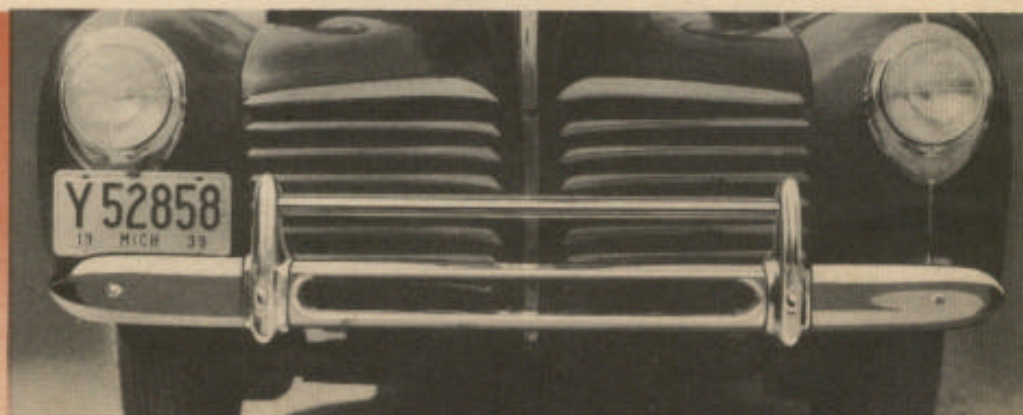


HUDSON GRILLE AND FENDER GUARD

A decorative and substantial front FENDER and GRILLE GUARD will save damage to front fenders, headlamps and radiator grille. Designed to permit hood opening without interference.

An inexpensive GRILLE GUARD is also available which consists of the two standard uprights with a sturdy cross bar which offers maximum protection to the Radiator Grille.

HUDSON GRILLE GUARD



HUDSON REAR BUMPER GUARD

A REAR HINGED TYPE GUARD of the type used on the COUNTRY CLUB models is available for installation on all other 1940 models. Offers real protection to the rear deck of all HUDSON cars. Sturdily constructed of channel steel, and finished in highly polished chromium.



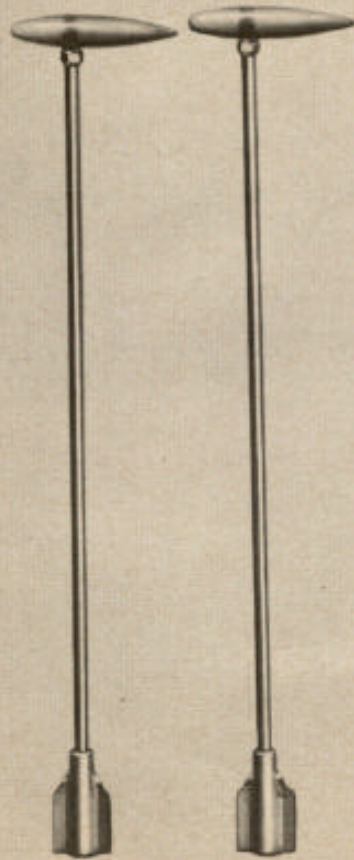
HUDSON BACK-UP SIGNAL LIGHT

A new safety accessory is designed to avert accidents in backing an automobile. This light, equipped with a twenty-one candlepower bulb, throws a broad beam of light behind the car, providing daytime visibility when backing. A bell is also incorporated in the unit, warning pedestrians and children of your intention to back up.



HUDSON FENDER GUIDES

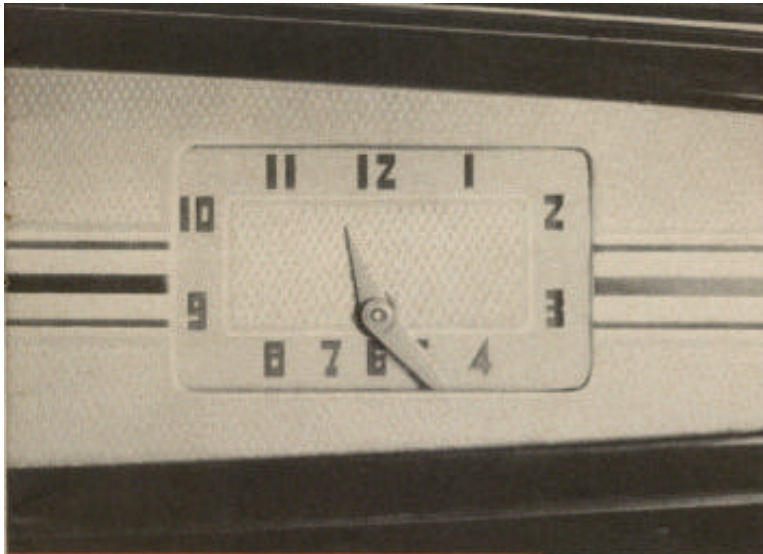
HUDSON FENDER GUIDES indicate the position of the extreme edge of the front fenders and can be easily seen from the low, comfortable driver's seat. Many a scratched or dented fender and the expense of repairing it can be avoided by the use of these comparatively inexpensive FENDER GUIDES. The excellent design and coloring of HUDSON FENDER GUIDES add to the smart lines of the car. The FENDER GUIDES are quickly and easily installed by means of a clamp which attaches firmly to the fender.



HUDSON SPOT LIGHT

The HUDSON SPOT LIGHT is truly a safety light. This powerful auxiliary lamp throws a concentrated beam more than a thousand feet in advance of the car, revealing curves and road signs otherwise obscured by darkness. Particularly useful to doctors and salesmen in locating and reading street signs and house numbers at night.



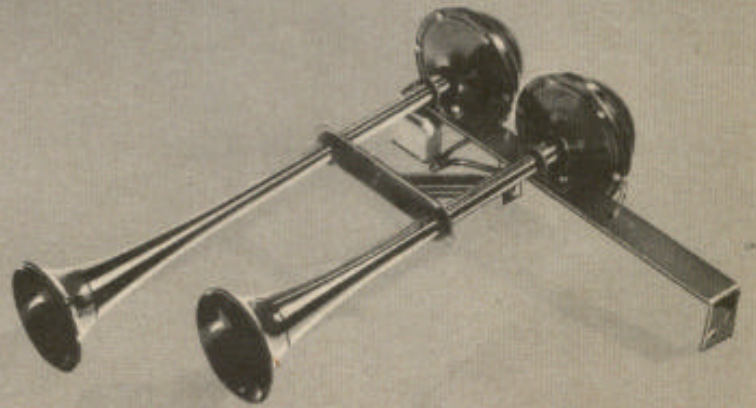


HUDSON ELECTRIC CLOCK

For the HUDSON SIX, SUPER SIX and STRAIGHT EIGHT an **ELECTRIC CLOCK** is available to replace the manually wound **CLOCK** ordinarily supplied in those models. Electrically operated, the need of daily manual winding is eliminated. The dial of this **CLOCK** exactly matches the instrument panel.

HUDSON TWIN HORNS

For those desiring the best in warning signals. **TWIN HORNS** similar to those used on higher priced models may be installed on the HUDSON SIX TRAVELER models. These **HORNS** produce a full blend of high and low notes and give a melodious yet emphatic warning to pedestrians and other drivers on the highway.



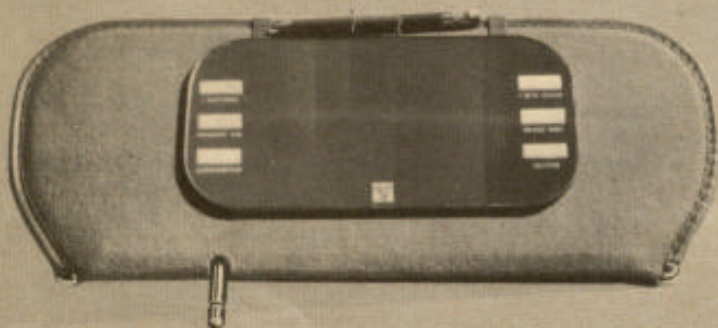
HUDSON VANITY MIRROR

Women are especially delighted with the NEW HUDSON VANITY MIRROR. With the installation of this popular accessory the Rear View Mirror is not required for my lady's make-up. Frosted spaces are provided for making erasable pencil notations of all service dates—oil changes, inspection and lubrication records. A small pencil is furnished in a holder attached to the top of the mirror to complete this practical accessory.



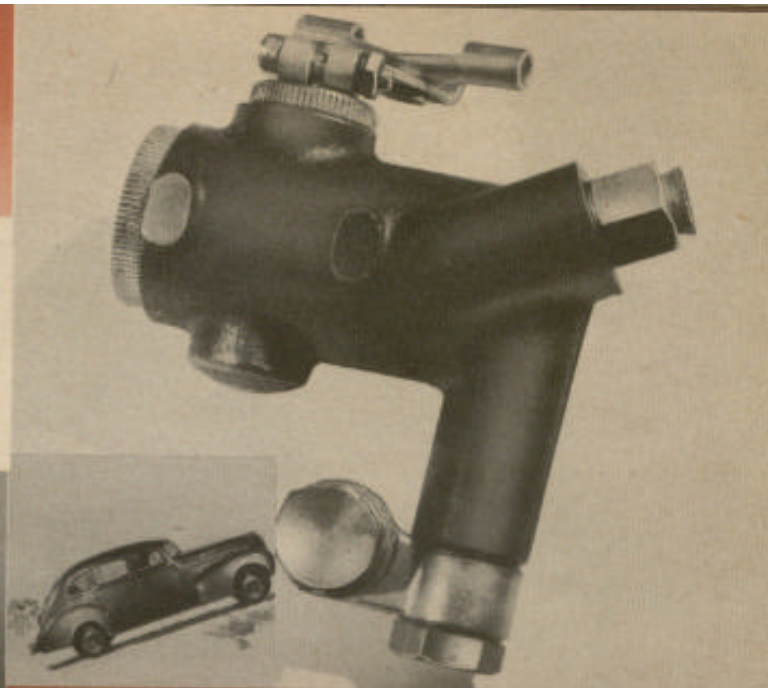
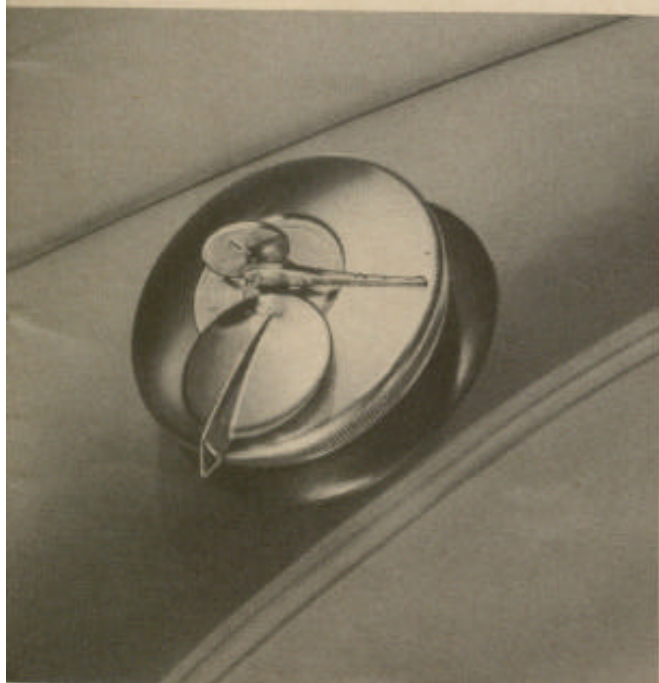
HUDSON OVAL MIRROR

The HUDSON OVAL REAR VIEW MIRROR is distinctively styled and of ample size to afford the driver a complete view through the rear window of the road behind. The non-glare plate glass softens the reflection of headlights on cars approaching from behind and relieves the eye strain of the driver. This mirror can be quickly installed to replace the standard rear view mirror with which the car is equipped.



HUDSON GAS TANK CAPS

The HUDSON GAS TANK LOCKING CAP is tamperproof and gives full protection against gasoline and car thieves. If the car is stolen, it can be driven only the distance your gasoline supply will permit, as refilling the tank is impossible with this strong lock. Of sturdy design and chromium-plated finish, it will last indefinitely.

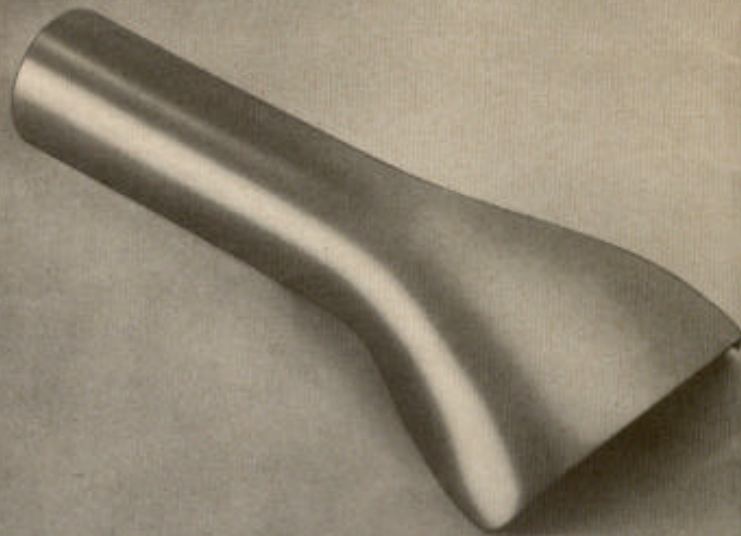


HUDSON HILL-HOLD

The HILL-HOLD UNIT installed in the hydraulic brake system on your car holds the car on an incline without the necessity of keeping your foot on the brake, which leaves the right foot free to operate the accelerator. With the HILL-HOLD in operation, stops may be made on a hill with no danger of the car rolling backward when the foot is removed from the brake. Available on left hand drive only.

HUDSON OUTSIDE REAR VIEW MIRROR

The HUDSON OUTSIDE REAR VIEW MIRROR is firmly mounted to the upper door flange and may be adjusted to any position desired.



WHEEL TRIM RINGS

HUDSON WHEEL TRIM RINGS are tremendously popular with car buyers who want their new HUDSON to have that desirable smartly finished appearance.

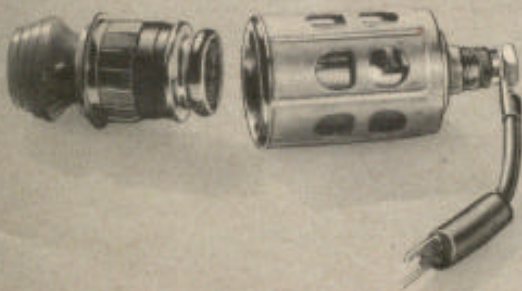
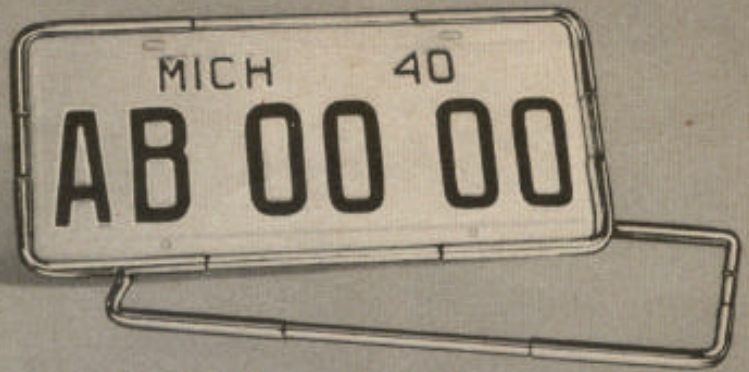


EXHAUST DEFLECTOR

The HUDSON EXHAUST DEFLECTOR is made of heavy bronze, chromium plated, and adds another bright spot to the rear of the car. It prevents discoloration of bumper and rear of car by exhaust gases.

LICENSE PLATE FRAMES

HUDSON LICENSE PLATE FRAMES provide a strong, durable, chromium-plated frame around the outer edge of the LICENSE PLATES that protects them from bending and cracking. Adjustable to fit the LICENSE PLATES of nearly every state.

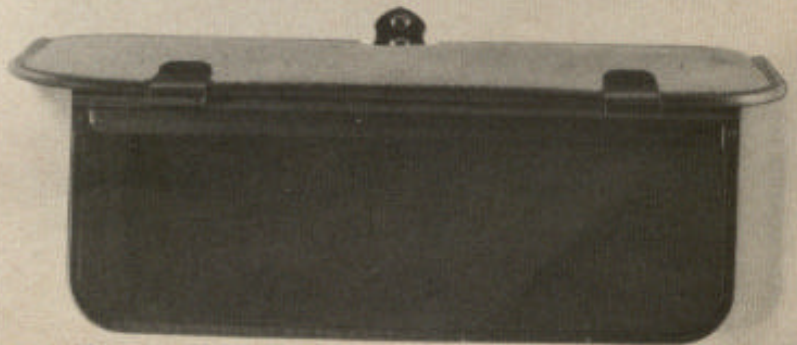


CIGARETTE LIGHTER

The new 1940 HUDSON AUTOMATIC CIGARETTE LIGHTER is automatic and thermostatically controlled. Depress to heat. It "clicks" when ready.

HUDSON GLARE SHIELD

The HUDSON GLARE SHIELD eliminates all glare from oncoming headlights and the sun and still permits clear visibility. It folds back out of the way when not in use.



HUDSON SLEEPER KIT

A "Hotel on Wheels" might be the term used to describe the HUDSON SLEEPER KIT which may be installed in any Sedan or two-door Sedan model car. The SLEEPER KIT supplies all necessary equipment for making a complete installation and includes a fine quality felt mattress properly designed to fit the side contours of the body. After the car has been converted into a sleeping compartment, the bed can be made up ready to use or packed away in only a few minutes' time.

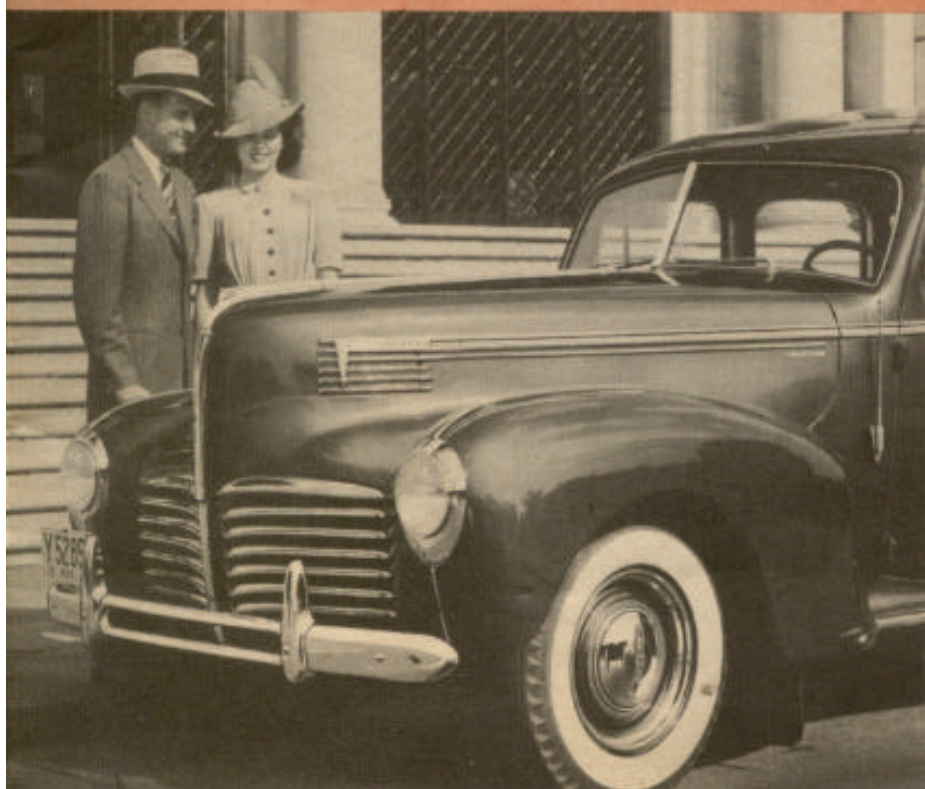


A BED IN YOUR CAR



Protect Your Car with

**GENUINE
HUDSON
SUPPLIES**



Preserve the beautiful finish on your car with systematic use of HUDSON products, which after exhaustive tests HUDSON Engineers have selected as best suited to their particular use. The items shown on the following pages can be secured from your nearest authorized HUDSON DEALER.



HUDSON WAX BASE POLISH combines a lacquer cleaner with high luster of a wax finish. It is recommended for use on new cars. With regular application every sixty days thereafter the finish will be preserved indefinitely.

HUDSON POLISH AND CLEANER

is a medium priced polish for use on lacquer that has become dull due to age and lack of care. It removes the dead pigment and permits the full gloss of the finish to appear.

HUDSON PRE-WAX CLEANER is especially for use on cars on which

the finish has been neglected for a long period. Especially adapted for removing heavy deposits of traffic film.

PRE-WAX CLEANER provides a perfect base of HUDSON HIGH GLOSS WAX, which leaves a hard, lasting finish.



The proper lubrication of any automobile demands the use of certain special fluids. HUDSON-ITE CLUTCH COMPOUND is the only approved fluid for use in HUDSON clutches. The introduction of any other fluid may cause premature wear or failure of the clutch operation.

It is equally important that HUDSON HYDRAULIC BRAKE FLUID be used in the brake system on your HUDSON car. Inferior products are dangerous and costly.

After intensive research HUDSON Engineers have found HUDSON SHOCK ABSORBER FLUID to be

the best suited for the Shock Absorbers used on our cars.

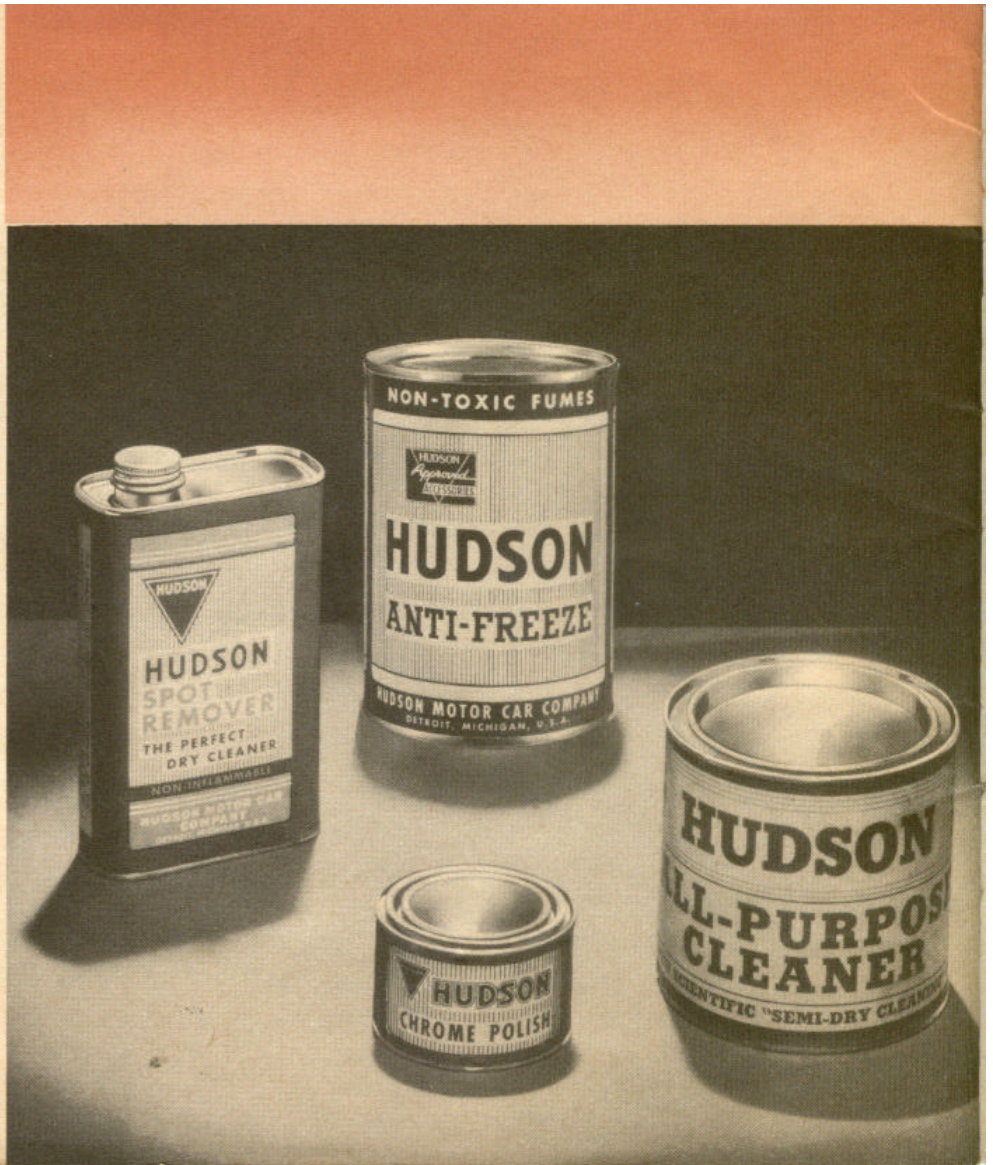
To keep the cooling system in proper condition and to avoid trouble we recommend periodic use of HUDSON RADIATOR CLEANER AND CORROSION INHIBITOR.

HUDSON ALL-PURPOSE CLEANER is a remarkable cleaning agent in granulated form recently developed for use in cleaning upholstery, washing cars and many other uses. A safe cleaner.

HUDSON SPOT REMOVER is a highly concentrated dry cleaner for removing spots from upholstery.


HUDSON CHROMIUM POLISH is an efficient cleaner and polish for removing rust and keeping chromium bright.

HUDSON ANTI-FREEZE is processed from pure Ethyl Alcohol retaining a high evaporation point and contains an effective rust inhibitor and evaporation seal.



PART NO. 160948

LITHO. IN U. S. A.



HUDSON
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