

INFORMATION

What's TRUE For '42

There has been all sorts of talk going around as to what the new 1942 cars will be like. You, too, have in your mind some important questions you'd like answered before you invest in a new car. On the following pages, you will find straightforward answers to those questions. We sincerely believe this information will be informative and helpful to you in making the right choice.

ANY *New*
FEATURES
INTRODUCED
THIS YEAR?



HERE'S ONE OF THE HIGHSPOTS
OF YOUR AUTOMOBILE LIFETIME...

NEW HUDSON
*Drive-Master**
EASIEST OF ALL WAYS TO DRIVE

NO GEAR SHIFTING



NO CLUTCH PUSHING



NOTHING NEW TO LEARN!

Driving with Drive-Master is as easy as rolling off a log. You don't have to puzzle over any new, complicated driving operations; on the contrary, you can just forget most of the motions you formerly had to go through! *Anybody* can drive this new, easier way. Really a thrilling sensation, so don't fail to try it soon.

*Drive-Master is available at small extra cost on all 1942 Hudsons. Developed by Hudson engineers — no other car has anything like it.



TO START . . .

Start the motor, and slip the gear selector into "High" position. You're all set now for a whole day of ordinary driving.

TO GO . . .

Just step on the gas and *go!* You're in "Silent Pick-Up Gear," and you can accelerate as long and as fast as you like. Then just pat the accelerator pedal with your toe . . . and you're in high. The gears are shifted automatically!

TO STOP . . .

Just use your brake. *No clutch-pushing . . . your left foot just goes along for the ride. No gear-shifting . . . your hand stays safely at the wheel. No "creeping" . . . your car stands perfectly still.*

When you're ready to go again, just press your accelerator and *go!* *Still no clutch-pushing . . . still no gear-shifting.* That's all there is to it . . . the new easy driving method.



DRIVE-MASTER IS *Smooth*

You move forward with Drive-Master with the easy glide of a sailboat in a fair breeze. No sudden "neck-snapping" . . . no jerky pauses to shift gears. Just a quiet, smooth flow of power that leaves you wondering: "Where has this been all my life?"



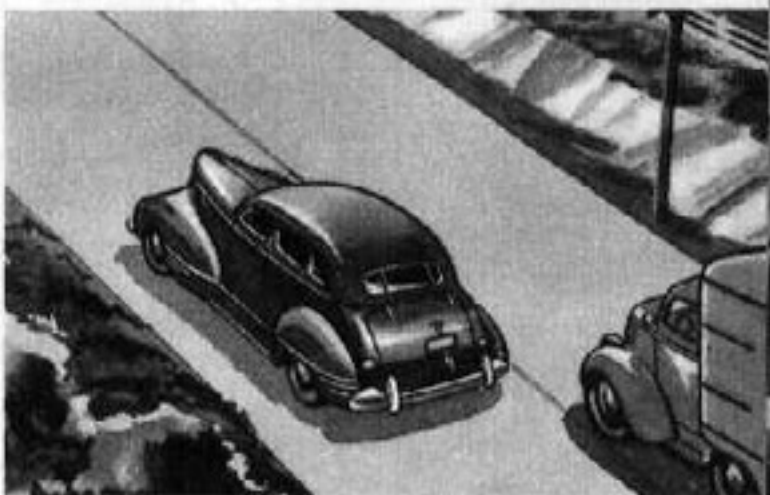
No Creep WITH DRIVE-MASTER

When you come to a stop, you *stop!* No tendency to "inch" ahead . . . no need to keep your brake applied to prevent creeping over the cross-walk marker at intersections. You don't endanger pedestrians or run the risk of getting called down by a traffic officer.



Fast Acceleration WITH DRIVE-MASTER

You sacrifice none of Hudson's flashing getaway with Drive-Master. On the contrary, the elimination of gear shifting and clutch-pushing pauses enables you to move ahead faster than before! You start in the newly-designed "Silent Pick-Up Gear" . . . do all normal driving with this gear and "high." Low gear is available, should you need unusual power to pull out of mud or sand.



Full Control WITH DRIVE-MASTER

You have your choice of 3 driving methods. With Drive-Master, you do all normal driving with no gear-shifting and no clutch-pushing. If for any reason you should *want* to shift, you can do so by pressing a button which puts you in "Vacumotive Drive." And for conventional shifting and clutch operation, there's still a third button. Any way you like, at any time!



DRIVE-MASTER IS *Economical*

There is no slippage or lost driving power. Hudson Drive-Master action is immediate and positive . . . you get the most out of your gas. Moreover, the Drive-Master unit does *not* require periodic refilling with expensive fluids . . . another worth-while saving.



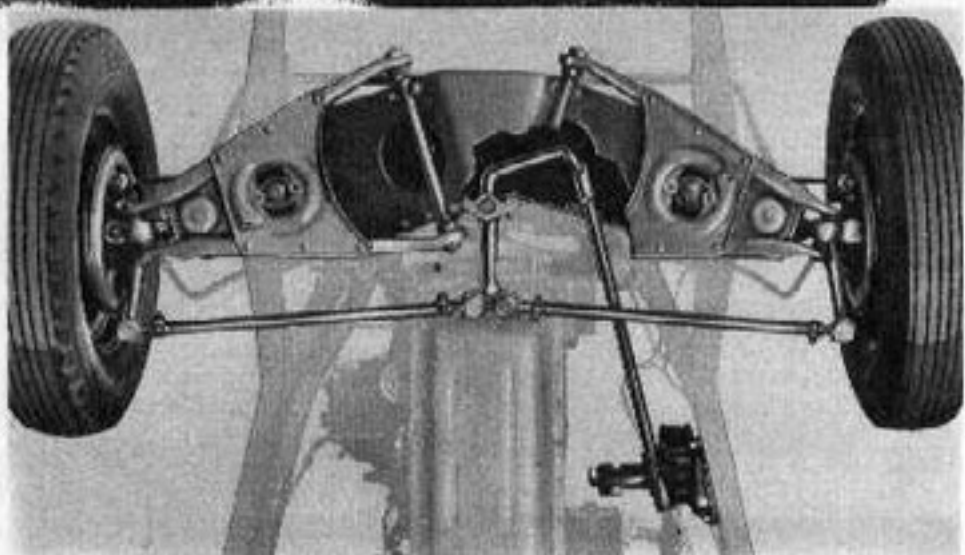
DRIVE-MASTER IS *Dependable*

For four years Hudson engineers have been developing and testing Hudson Drive-Master. As offered to you today, it is remarkably simple and dependable . . . a feature that will give you years and years of driving pleasure you've never enjoyed before.

ANY MORE FACTS
ON DRIVING
EASE?



LOOK THESE OVER AND JUDGE FOR *Yourself*



Shifting Is Easier— and Silent, Too!

Hudson's '42 Handy Shift (above) is unusually easy to operate. That's natural . . . since Hudson, in 1935, was first to introduce shifting at the steering wheel. And the new Synchronized Silent Mesh Transmission (below) has been redesigned to take still more effort out of shifting. Also, gear improvements permit you to start quickly and safely in second gear! Fewer driving operations!



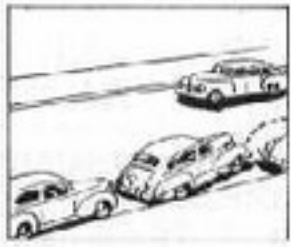
STEERING IS EASIER

Shown above is Hudson's improved True Center-Point Steering System . . . one of the big reasons why Hudson is the easiest handling car you ever drove. It operates from the exact

FROM THE *Center*

center of the car, acting equally on either wheel. This is the most accurately designed and easy-to-handle steering system known—formerly used only on the highest priced cars.

You don't have to wrangle with a Hudson to keep it from zigzagging.



Easier to turn and park. Hudson's short turning radius and sensible wheelbases make it a cinch to put the car in tight parking spots and slide around that tricky turn into the garage. The women folks will like this feature.

ADVANCE NEWS FROM OUR "PAMPERING DEPARTMENT"



Something new in radiost! Did you know you could select stations without moving a hand? See this in page 24.



All-weather comfort! Neither rain nor snow nor fog . . . oh, well, read all about this great feature on pages 22-23.



"Sleepy Time Pat"! Good ideas on page 25 for outdoor folks who are looking for something new under the stars.

Steadier steering. Hudson's steering is controlled so well that there's no "wheel fight," and the car has no inclination to "wander." The steering wheel itself has a hand-fitted grip and convenient new double spokes to help you turn easily.





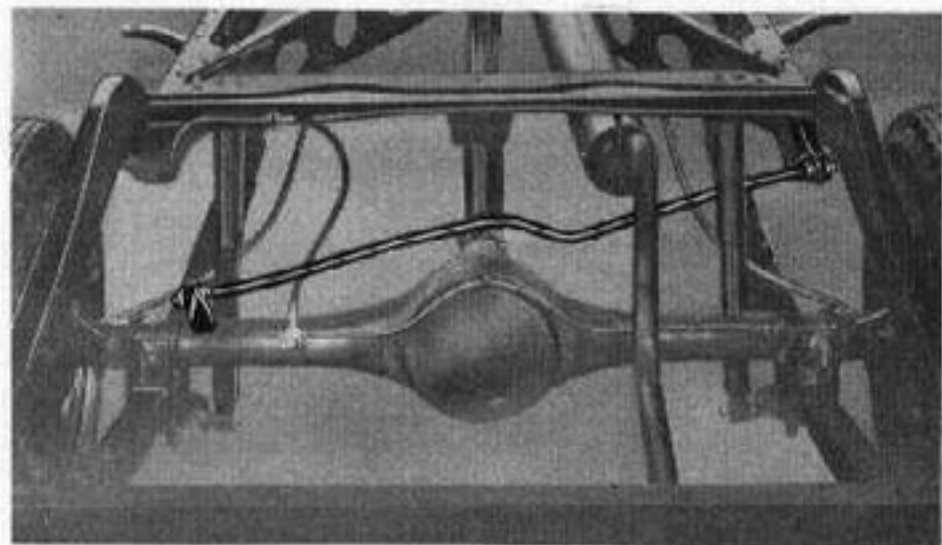
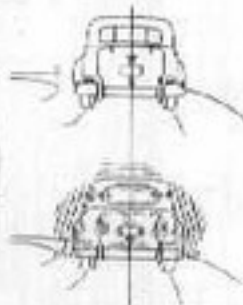
IT'S EASIER AND SAFER TO DRIVE WITH FRONT WHEELS STRAIGHT ON THEIR COURSE...



The great feature shown above is known as Auto-Poise Front Wheel Control. It was developed by Hudson, is patented by Hudson. Can you see (left) how the flange of a train wheel helps it hold the track? That will show you how Auto-Poise keeps a steadying pressure on the front wheels of a Hudson to keep them pointed straight on their course.

...EASIER TO TAKE THE CURVES WITH STABILITY AT THE REAR

When a Hudson wheels around the corner with unconcerned steadiness, give a lot of the credit to the Rear Lateral Stabilizer. What it does is to control movement between body and frame; helps keep rear wheels from skidding, vibrating and lurching; keeps the body on an even keel. Chances are you'll never see this feature, but it's there working for you all the time.



You'll Appreciate These Driving Conveniences



PUSH BUTTON STARTER

Easy as pushing a light switch is Hudson's 1942 Push Button Starter. Just touch it and your motor leaps into life. The starter won't operate unless the ignition switch is on, a safeguard against carelessness.



DANGER

TELEFLASH SIGNALS

Relieve you of the strain of looking at gauges. If battery is not charging or oil pressure is not satisfactory, these warning signals light up and tell you so. Only Hudson has this convenient feature.



"BENT LIGHT" LUCITE LENSES

Again this year Hudson brings you this transparent lens plastic that carries light around corners . . . gives you uniform illumination of figures on instrument panel. Lucite lenses are easy on the eyes.



ILLUMINATED IGNITION SWITCH

Light where you need it, when you need it . . . indirect lighting on the Hudson ignition switch to save time and temper.



DIRECTIONAL SIGNALS

Flick a lever when you wish to turn, and both front and rear lights blink a warning to other cars. There's a slight clicking noise that tells you about it, too, and the lights go off automatically after the turn. Standard on Commodore Custom models, available on all 1942 Hudsons.



HAVE *Safety*
STANDARDS BEEN
IMPROVED
IN 1942?

THEY HAVE IN A HUDSON...

Again America's Safest Car



NEW *Concealed* SAFETY RUNNING BOARDS

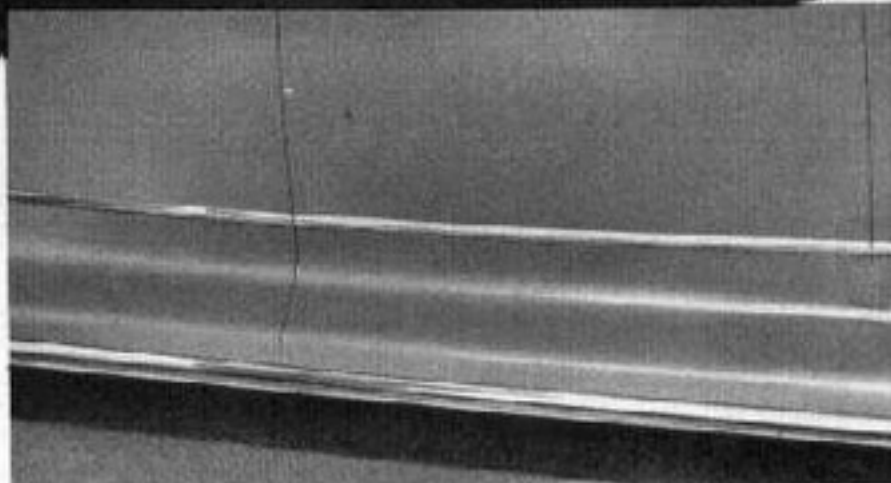
When is a running board *not* a running board? When it's concealed by the graceful outward sweep of the new 1942 Hudson body! Wide and full length, Hudson running boards are protected against ice, snow or slippery mud. And they're just a short, easy step from the ground. Safer, and better looking.

A Courtesy Light, on Hudson Super-Six and Commodore models, goes on automatically when you open any door... illuminating the running board at night for even greater safety.

No Ice, Snow or Mud



No Stretch or Jump



ONLY HUDSON HAS THIS *Patented Safety Feature*



On the preceding page we told how Hudson's Patented Auto-Poise Front Wheel Control contributes to driving ease. Even more important is the *extra safety* it provides. Auto-Poise is the *only* device that applies stabilization AT THE WHEEL, giving you maximum control under all driving conditions.

AUTO-POISE CONTROL AUTOMATICALLY HELPS TO KEEP WHEELS STRAIGHT ON THEIR COURSE



ON ROUGH ROADS



IN HEAVY SIDE WINDS



EVEN IF A TIRE BLOWS

HERE'S A SAFETY STORY VITALLY IMPORTANT TO YOU



AN EMERGENCY SUDDENLY
LOOMS WHILE YOU'RE
DRIVING . . .



YOU JAM ON THE BRAKES!



NO HYDRAULICS!

(They *can* fail in any car, you know, through leakage due to accident or service neglect.)

**THEN
WHAT
?**



**REACH FOR THE
HAND BRAKE?**

Could you pull it in time?



**IN A HUDSON YOU DO
THE NATURAL THING . . .**

Just keep pushing harder on the
same foot pedal!



**HUDSON HAS TWO
BRAKING SYSTEMS**

Finest 4-wheel hydraulics plus a reserve mechanical braking system that takes hold automatically from the same foot pedal. The emergency brake is *under your foot*, where it belongs!

REMEMBER: Only HUDSON Has Patented
Double-Safe Hydraulics!

Bad Brakes and "Lost Head" Blamed for Fatal Mishap

Faulty brakes and the fact that a woman driver "lost her head" caused an accident which took the lives of 2 city highway workers and injured a third at—and—Streets, yesterday afternoon.

Investigation shows it was an accident that never should have happened," the chief investigator said. "The brake line contained fluid, as it should, but the nuts on the brake adjustments on each wheel were not quite enough to brake the car. This could have been corrected by pump-driver 'lost her head' but apparently the driver 'lost her head' and neglected to do it."

"Mechanics who tested the car after the accident said the emergency brake on the car was in good order and could have been used to stop the car."

Hudson Brakes Might Have Saved These Lives

The above excerpts from a Providence, R. I. newspaper show what can happen when hydraulic brakes fail. A tough spot . . . one which anyone might have to face! Hudson owners rarely meet such a situation, but they know that if it *should* happen, they have the *extra protection* of that reserve mechanical system working from the same foot pedal. It's a mighty comfortable feeling, this peace of mind!



Parking Brake

Hudson has still a third method of applying brakes . . . through the conveniently placed hand brake that releases at the flick of a finger.

**THE CAR
ITSELF
HELPS YOU
STOP**

Hudson's sturdy hydraulics are of the "servo" action type, in which the power of the revolving wheels aids the driver in stopping the car. The large Centrifuge Brake Drums, which have a cast iron surface "spun" into a steel shell, are lighter and more efficient than "pressed" brake drums.





for Safety...

BED-ROCK STRENGTH



America's Safest Body Design

Safety experts carefully examined every car on the market . . . looking for features that would tend to prevent accidents, or to keep passengers from harm when accidents did occur. Their verdict: The trophy went to Hudson for the *safest body design of any car*. The score: Highest possible rating on every one of the 14 points considered . . . first time in the history of the Safety Engineering Magazine Award that any car had received a perfect score.

From such major considerations as body strength and clear vision down to such details as the clear-view steering wheel, safety-type door handles and safety starter that will not operate until the ignition is on, Hudson gives you all that is best in passenger protection.



Rolled, Heavily-Padded Front Seat Backs, for the protection of rear seat passengers in case they should be thrown forward by an emergency stop.



Instrument Panel, too, is designed for safety as well as smartness. Controls are either recessed or flush with the surface. And, at the bottom, provision is made for the installation of accessory control switches—there is no need to bore unsightly holes in the panel itself.



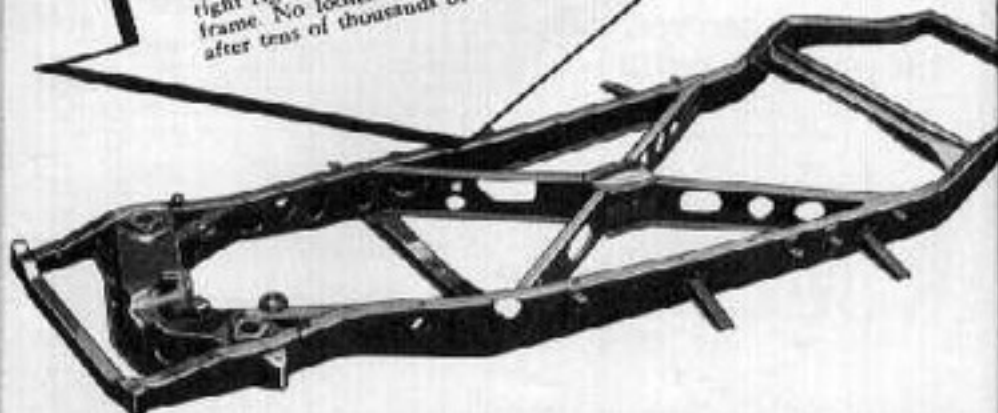
BODY ALL OF STEEL

Hudson, first to build the modern body all of steel including roof, has been a leader in its development. Unlike many others, Hudson designs and constructs its own bodies in its own plants . . . carefully engineers them to serve as a unit with the chassis of the car.

**Anchored to the New,
Rugged, Armored
X-Type Frame
at 33 Points**

(Average for other cars, 14 points)
No other car even approaches this vice-tight rigidity between body and sturdy frame. No looseness, no weaving even after tens of thousands of miles.

Extra-deep, box-section side rails of the Hudson frame are heavily reinforced with an "X" member and 4 cross-members. Special Convertible frame is further strengthened with a sub-X member, heavy plate and 4 additional transverse struts.





for Safety...

VISIBILITY PLUS



HUDSON GIVES YOU A **W-I-D-E, W-I-D-E** WINDSHIELD

Even the best of drivers may head for trouble unless he can *see clearly* . . . not only directly ahead but well up intersecting streets. That's why Hudson gives you one of the widest windshields in the whole industry, a windshield that makes it easier for you to *avoid* accidents. For additional protection, it is made of the finest Hi-Test Safety Glass.



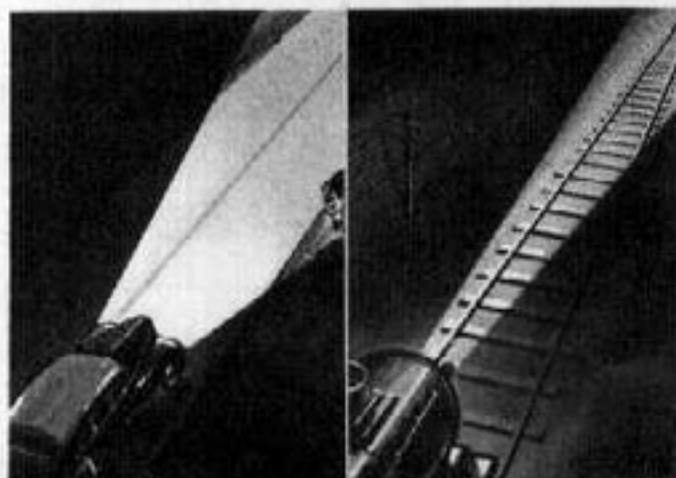
You See Better **REARWARD** Too

"Blind spots" are dangerous, and so Hudson makes the rear window wide and deep. For good looks, it is curved to the contours of the body; for safety, it is formed of tempered Herculite, finest safety glass available for this purpose.



EVEN THE HOOD IS DESIGNED TO PROTECT VISIBILITY

Another safety "first"! The one-piece Dash-Locking Safety Hood is hinged *at the front*, instead of at the rear, so wind can't blow it up and block your vision. Locks from a lever inside the car, keeps engine parts and battery safe from thieves and pranksters.



For the Best in Night Visibility . . .

SEALED BEAM HEADLAMPS

Brightest spot in sight is the road in front of a Hudson. New Sealed Beam Headlamps, the automotive industry's great contribution to safer night driving, give 50% more light . . . with less glare, less eye fatigue. They *stay* bright far longer, too, as reflectors are sealed from dust and moisture.



(Left) A glance at the instrument panel, and this headlamp beam indicator tells you whether the country or the traffic beam is on. And (right) a touch of your toe on the foot switch gives you instant choice between the two.

THE GREATEST PERFORMERS OF THEM ALL

CAN I
EXPECT GOOD
PERFORMANCE?

Carry on for '42



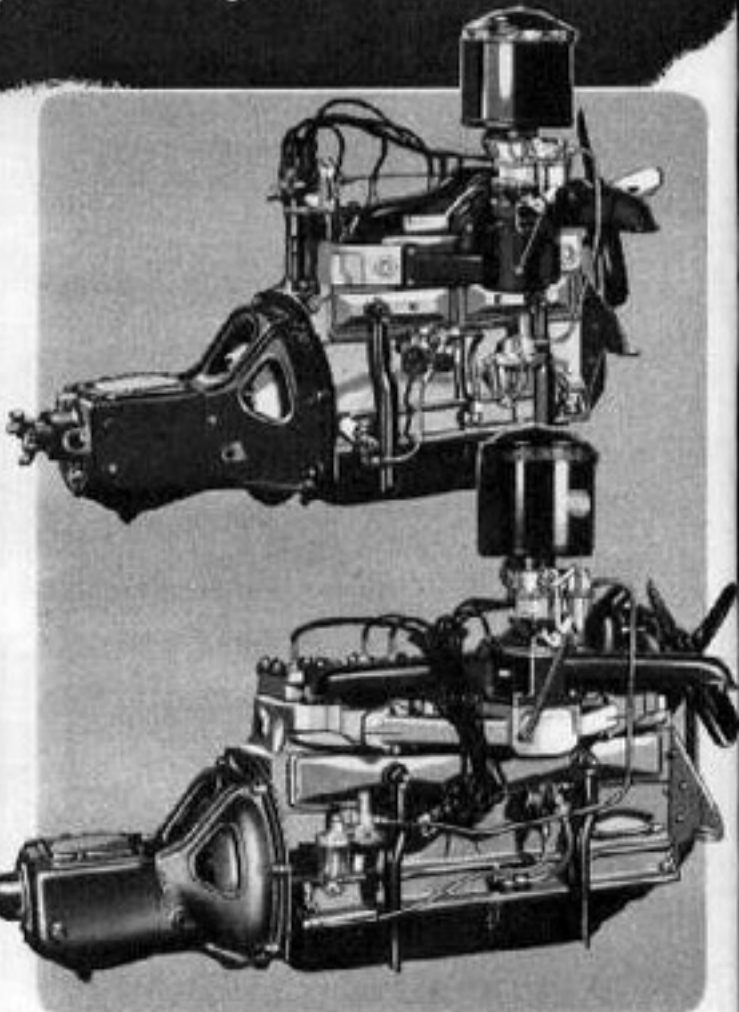
BIG, POWERFUL *Sixes*

When it comes to building power plants, Hudson takes a back seat to no one! Consider the 92-horsepower Hudson Six motor, or the 102-horsepower Super-Six (with double carburetion). Both are beauties of compact, efficient engineering . . . smooth as silk, balanced to a hair and full of features you'd expect to see only on very high priced cars. These motors have the sheer power you need to pull away from stop lights and step nimbly over steep hills, yet so finely are they engineered that gas mileage is better than in most cars of less size and horsepower!

AN *Eight* WITHOUT AN EQUAL

We believe it is safe to say that a new 1942 Hudson Commodore Eight gives you more power per dollar than any other car built today. And regardless of price, no car can match the sparkling performance Hudson owners get from this 128-horsepower straight eight motor.

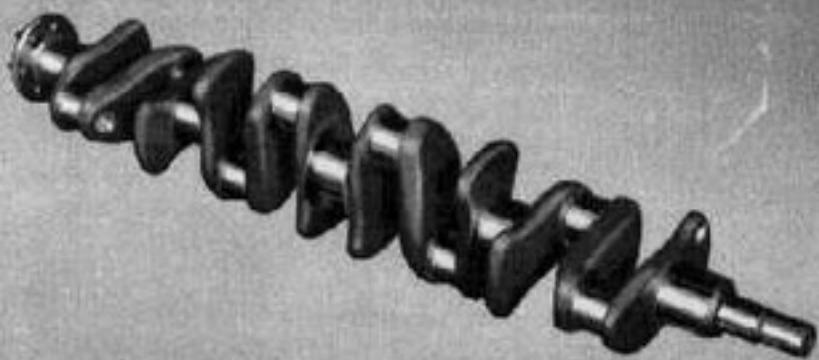
If you've ever trailed a Hudson Eight on the open road you know this is true. And double carburetion, the latest automatic controls and advanced design throughout provide a smoothness, quietness and economy you'd never expect of a motor that can do so much . . . so easily.



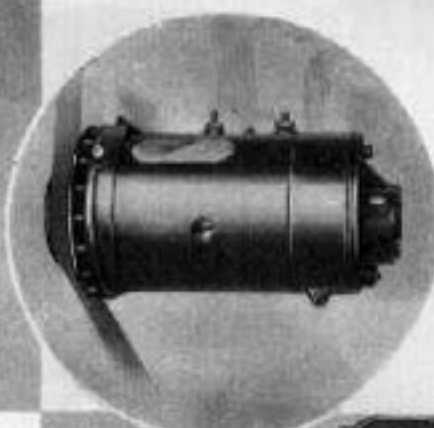
Hudson Says It with RECORDS!

You can argue all day about "claims," but you can't argue with facts. That's why, when the subject of performance comes up, Hudson just invites you to look at the record books of the American Automobile Association Contest Board. To save you the trouble, we'll tell you that Hudson holds nearly 150 official stock closed car performance records . . . more than any other automobile built today! From mountain climbs to flying sprints, you'll find that a Hudson has "done it better." Proof enough that a Hudson will serve you better in day-in, day-out driving!



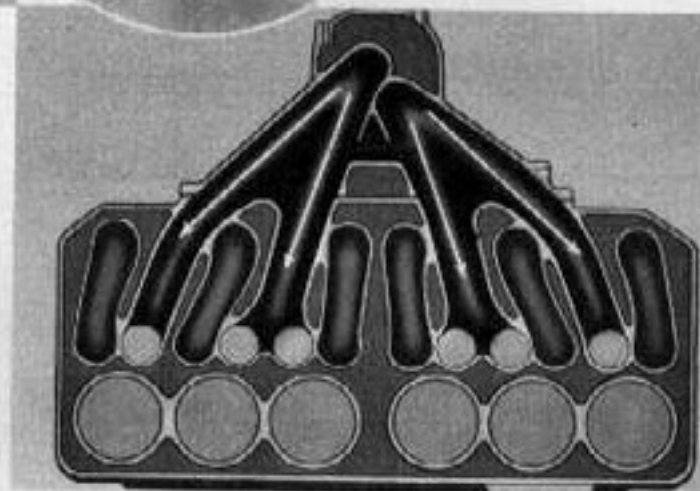


This full-balanced crankshaft might well symbolize the advanced engineering responsible for Hudson's remarkable performance. In fact, the entire motoring world enjoys high speed performance today because Hudson was the first to discover that a crankshaft balanced both at rest and in motion would smooth out engine vibration at its source.



When you "turn on the juice" in a Hudson you tap an electrical system second to none. This extra-capacity generator, for instance, provides a high, virtually constant output at all car speeds. Supplies ample current for engine and all accessories. Full voltage regulation.

Strength without excess weight is part and parcel of Hudson's engineering plan . . . and this steel flywheel is a perfect example. It provides the best clutch contacting surface yet devised; is lighter yet stronger than the cast iron flywheels used in other cars; requires only half the power to start and stop. Exclusive with Hudson.



Every cylinder in an engine must get its food (gasoline vapor) at the proper rate and completely mixed. Otherwise performance is slowed down and fuel wasted. Double carburetion, a feature of the 1942 Hudson Super-Six and Commodore Six and Eight, takes care of this important job, and helps give you brilliant performance while saving you money. Hudson, by the way, was the first to apply double carburetion in a 6-cylinder engine in regular production.

THE Cream OF PERFORMANCE FEATURES

Make Possible THESE GREAT PERFORMANCE FACTORS



HIGH HORSEPOWER

You can't get good performance in a man-sized automobile without power . . . just as you can't be a good runner without plenty of leg muscle. For years Hudson cars have been outstanding in the amount of power their engines produce, and as a result have been consistent winners in performance tests of every description.



POWER-TO-WEIGHT

It stands to reason that the fewer number of pounds of weight each horsepower of a car is required to tote, the better will be the performance of that car. Because all dead, useless weight has been engineered out of the new Hudsons, and because horsepower is so high, they give you a really sparkling brand of performance.



HIGH COMPRESSION

The above illustrations indicate the value of high compression in an engine. Hudson packs a tight charge into each cylinder . . . which means faster getaway, better hill climbing and greater economy, because explosions are more uniform and combustion is more complete.

WHAT'S THE GOOD
WORD ON GAS
ECONOMY?

IF YOU'RE OUT TO SAVE MONEY
... Spend a Minute here!



RIDE WITH THE ECONOMY WINNER

As with performance, Hudson backs up its claims to economy with hard-boiled facts. Here they are: In the latest Gilmore Economy Run, a big, powerful Hudson Six delivered more miles per gallon than any other entry in the entire run except two low-powered, short-wheelbase cars in another price class. And a Commodore Custom Eight, biggest of all the Hudsons, registered the best score in actual miles per gallon in its class. You'll be money ahead if you ride in a 1942 improved version of these thrifty Hudsons.

★ ★ OVERDRIVE ADDS *Interest* TO YOUR SAVINGS ★ ★

Hudson Overdrive enables you to maintain a given car speed with the engine running only about 72% as fast as it would have to in direct drive. And with the engine loafing that way, you get smoother and quieter performance, use less gas and save on engine wear. Thus you enjoy greater pleasure with a feature that actually pays for itself! Overdrive is optional at extra cost on all 1942 Hudsons.



Ever roll hoops? Then it's easy to understand Overdrive. The boy at the left with the small hoop has to keep whacking it hard to stay with the boy rolling the large hoop. In the same way, an engine without Overdrive has to work much harder to keep pace with a car having Overdrive. Moral: Drive Hudson with Overdrive!



Yes . . . for city driving, too! You can use Hudson's Overdrive in the city as well as on the open road, and enjoy that much more saving. And speaking of open spaces, any time you need an extra burst of power, say on a hill, you can cut out Overdrive automatically and room ahead in direct drive.

Budget-wise car buyers will quickly realize the value of a feature that saves so much gas. You really get a break with the 1942 Hudson Overdrive.

OVERDRIVE plus DRIVE-MASTER ... the Top in Thrifty, Thrilling Motoring



Overdrive adds two more speeds to your driving range . . . both without gear-shifting or clutch-pushing . . . making a total of five forward speeds at your command! You have an amount of flexibility and completeness of car control under all conditions that's really amazing. Driving is safer, more enjoyable and more economical every minute you're at the wheel.



OVERDRIVE
Saves Up to
20% on Gas!

THE STORY OF THE TWO CAR BUYERS SEEKING ECONOMY



Said Mr. A to himself: "What with increased taxes and all, I want to spend as little as possible for gas, oil and upkeep. Yet, I'd sure hate to drive a small, skimpy, low-powered car just for the sake of saving. Somebody, somewhere, must have the right answer to this problem!"

And Mr. A found the answer . . . at his Hudson dealer's! He found that Hudson engines are the most efficient built today; that they are powerful enough to pull a big, roomy, 6-passenger car at no more cost per mile than a smaller car would demand. Size, power . . . and savings on top of it all!

P.S. Our friend Mr. A now owns a beautiful new 1942 Hudson.

Said Mr. B to himself: "Hmm . . . got to whittle down that budget of mine somehow, and I might as well start by getting a smaller car this year. Little less wheelbase . . . little less room . . . little less power. The family will have to squeeze a bit when we go riding, but I *should* save some money."

Unfortunate Mr. B! After all his sacrificing, he found he could save no more than Mr. A did with his big, powerful Hudson. And he found that a "good big car" can out-run and outlast a "good-little car." So, in the long run, Mr. B won't come out ahead at all.

P.S. Mr. B says his *next* car will certainly be a Hudson.



In a HUDSON 3 SCOTCH SERVANTS are always on the job



AUTOMATIC SPARK CONTROL—

Reduces fuel consumption and improves performance by automatically providing additional spark advance when needed. On all Hudson six-cylinder models.



AUTOMATIC CHOKE—

Makes proper fuel mixture adjustment for starting, then automatically changes adjustment for continued driving. Leaves nothing to human forgetfulness . . . eliminates one of the nuisances of cold weather starting. On all Hudsons.



AUTOMATIC HEAT CONTROL—

Holds water in the water jackets of the engine until it has reached the proper temperature for most efficient operation. On all 1942 Hudson models.

ENGINE EFFICIENCY . . . and what it means to you



Technically speaking, engine efficiency is figured on the basis of horsepower per cubic inch of displacement. In plain language, it means a more efficient engine gives you more power per drop of gas. For years, Hudson engines have led their respective fields in efficiency, thanks to a host of engineering "firsts" that make a Hudson *different* from all other cars. In a Hudson you get real economy and long life *up under the hood*, which makes it possible for you to enjoy the combined benefits of size, power, room and *savings, too!*



The Wise Minor spends his time on the best "pay dirt" he can find . . . the place he can get the most gold out of every hour's work.



The Wise Motorist spends his money for the car that will give him the most comfort and service at the lowest cost per mile.



MORE THAN EVER... YOU'LL APPRECIATE

THE *Extra* MILES YOU GET IN A HUDSON

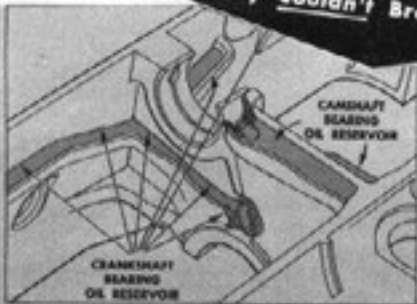
I NEED A CAR WITH
EXCEPTIONALLY
LONG LIFE... CAN
I GET IT?

HERE'S the
LUBRICATION SYSTEM
They Couldn't Break Down!

20,000
MILES AT
70.58
MILES PER HR.

HERE'S the
RUGGED CLUTCH
That Wouldn't Give Up!

A Suggestion
Contribute Some of Your
Hudson Savings to the
UNITED SERVICE ORGANIZATION



20,000 Miles in 12 Days!

Up goes the official record book of the American Automobile Association again, as it frequently does when people talk about Hudson. It was a Hudson Six, in the lowest price field that was given a concentrated endurance test you wouldn't equal in years of normal driving... 20,000 miles in 12 days,

without a whimper! No other stock car at any price ever survived such torture. Proved performance, proved economy... and now proved endurance... proof of the long life and freedom from repairs you can expect of a new 1942 Hudson, whether Six, Super-Six or Eight.

HUDSON'S *Exclusive* DUO-FLO OILING

Hudson's oiling system is different from all others because reservoirs of oil meet every bearing twice all the oil that becomes an use at any speed. They remain filled when the engine stops—no give lubrication at the instant of starting. In other systems, oil must be pumped to the bearings, and cold weather or clogged lines may delay this protection.

Hudson owners by the thousands report this the finest oiling system ever, and most owners don't know what it is to add oil between changes.

NO OTHER OILING SYSTEM GIVES YOU THESE ADVANTAGES:



INSTANT LUBRICATION

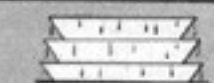
Quick as the flow from a faucet, Hudson's system lubricates every working part with the first turn of the crankshaft. No hose-dry friction while engine is pumping up oil.

at 30 ...
at 60 ...

GEARED TO SPEED

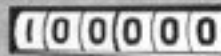
Hudson's Duo-Flo system supplies oil in direct ratio to engine speed—twice as much at 60 miles per hour as at 30.

16



COOLS AS IT CIRCULATES

Cool oil lubricates better than hot oil, and Hudson's exclusive cooling system mixes and cools all oil as it circulates.



GOES ON AND ON

Duo-Flo works as perfectly after 100,000 miles of use as when new. No complicated parts to wear out.

TO SAVE YOU *Real Money* OVER THE LONG RUN...

PARKO-LUBRITE PROCESS



This is a special etching process which is applied to vital, heavy-duty parts, and increases the life of these parts under severe operating conditions. Treated surfaces are very hard and retain an unusual cushion of oil which protects and prolongs the life of the part in service.

CRANKCASE VENTILATION



Highly efficient ventilating pipes rid the crankcase of destructive sulphurous acid fumes, gases and water vapor that would corrode finely finished engine parts. This water and acid are vaporized by the charming action of the connecting rods.

SILVER-PLATED ELECTRICAL CONNECTIONS



This treatment of important electrical parts gives better lighting, less fuse blowing and improved electrical accessory operations. Life of electrical parts is prolonged and voltage losses are reduced. Serves to maintain new car efficiency of electrical system practically throughout life of car.

HUDSON-DEVELOPED SPARK PLUGS



Trouble-free life of this plug is about three times greater than that of the conventional type. Short-circuiting from grease and dirt is materially lessened.

GENUINE HAND-RUBBED LACQUER FINISH with CROMODINE

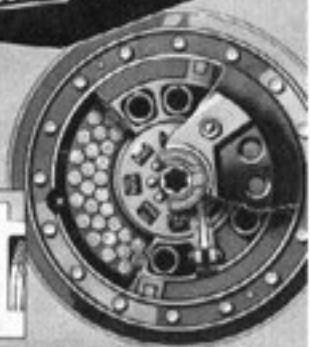


This heavier-bodied lacquer produces a deeper, more lasting finish, with a surface much smoother than that of synthetic enamel used on many cars. Before lacquering, all surfaces are rust-proofed by Cromodizing, most modern process known. Adds durability by preventing rust from spreading under the finish.

AIR CLEANER



Air cleaners are standard on all 1942 Hudson models. Filters air going into the engine. Combines air intake silencer and back-fire arrester, an important safety factor.



HUDSON'S *Exclusive* FLUID-CUSHIONED CLUTCH

This is the longest-wearing clutch in any car. Different from all others, it operates in a cushion of wear-absorbing fluid. Friction surfaces are of specially treated cork, with the highest efficiency of any material used for this purpose. Clutch is triple-sealed against dirt, and new 1942 improvements reduce the already soft pedal pressure.

WHY HUDSON'S CLUTCH IS LONGEST-WEARING

Rub your dry hands together — HARD!



Notice how hot they get! Now multiply that grinding pressure many times, and you'll get an idea of the friction that's caused when bone-dry plate clutch surfaces come together. It is that friction which causes excess wear in conventional dry clutches and makes replacement necessary.



Put them under water and try it!



The fluid cushion prevents friction, just as in Hudson's clutch. Wear of clutch surfaces is reduced, "grabbing" and "chattering" eliminated.



17

WHEN I GET IN MY CAR
THESE BUSY DAYS, I
WANT TO RELAX!
WHAT'S THE STORY
ON COMFORT?

SEE HOW HUDSON MAKES

These Give Comfort Where It Counts

THE SOFTNESS AND COMFORT OF

Airfoam

If you want to *relax*, there's nothing like an Airfoam ride. This marvelous material, used in Hudson seat cushions, supports you firmly but with almost unbelievable softness; you don't get the "hard-seat" muscle aches you have always expected on long trips. Airfoam is cool because it "breathes"; lasts indefinitely because it is molded from pure latex. It is standard in Hudson Super-Six, Commodore and Convertible models, available in other models at small extra cost.



THE LUXURY OF LOTS OF R-O-O-M

When you drive a Hudson, you can take your friends along. You have room and to spare for six full-grown people . . . seat room, head room, leg room . . . room for all to spread out and enjoy themselves. Hudson was the first to outgrow 5-passenger sedans, and today every Hudson is built to carry three *comfortably*, front seat or back.



Hudson's "Catch-All Cave." Far more than a glove compartment, this 970 cubic-inch storeroom in the instrument panel will take parcels, maps, cameras and all your other odds and ends. For their protection, it is fitted with a sturdy lock.

Log and baggage — and room to spare! Here's the biggest, and handiest, luggage compartment ever built into a sedan — 25 cu. ft. capacity, actually *double* that of some others. And note that the spare is carried upright at the side (another Hudson "first"), where it is out of the way, yet can be removed without disturbing an ordinary load of luggage.



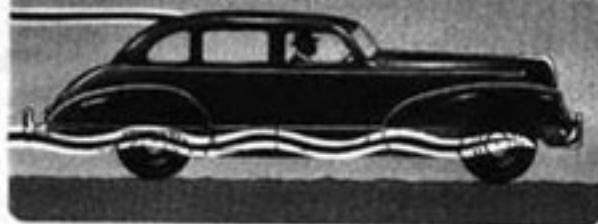
IT *Pretty Soft* FOR YOU!

Hudson was rated "FIRST IN EASY RIDING" by a larger percentage of its buyers than any other car—in an impartial nationwide survey conducted annually for the past 8 years.

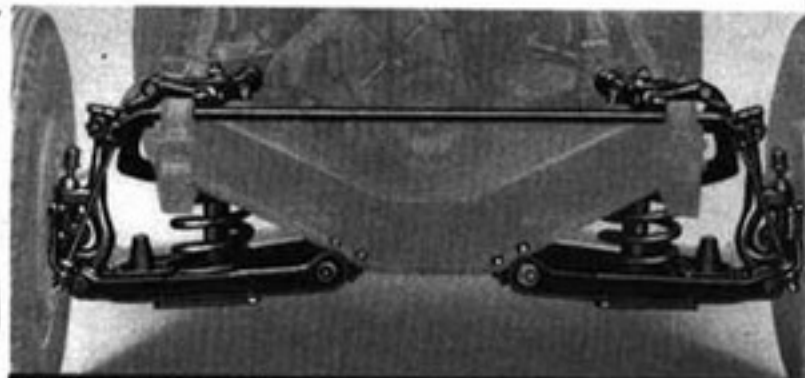
These Do the Heavy Work Down Underneath

That matchless "floating" ride you get in the new Hudson is not the result of one feature, or two, but of a marvelous *combination* of many outstanding developments . . . all engineered to work in perfect harmony with one another. Hudson's independent front wheel suspension is of a type used before only in very costly cars. Hudson's rear springs are unusually long, unusually soft and gentle in action, and are "splayed" for additional stability.

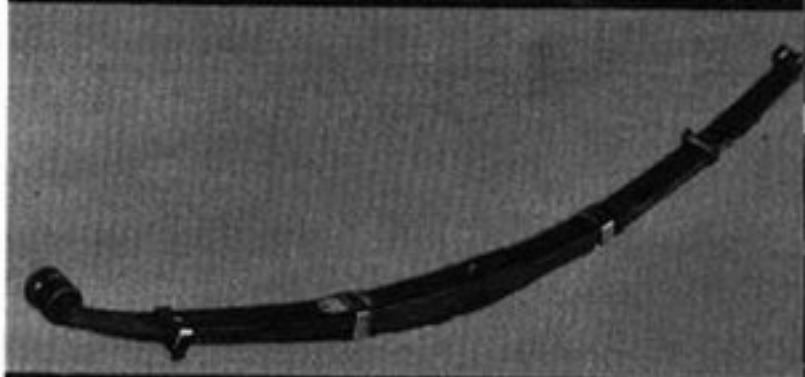
THE *Best* COMBINATION KNOWN FOR BALANCED RIDING



This combination of coil springs in front, leaf springs in rear, is generally admitted to be the finest for easy riding. Together with a scientific distribution of car weight, and with the other fine car features described below, it gives every 1942 Hudson a ride that cannot be equalled, we believe, by any other car built today.



FINEST INDEPENDENT FRONT WHEEL COIL SPRINGING



LONG, GENTLE-ACTION REAR LEAF SPRINGS

Helping AT THE FRONT

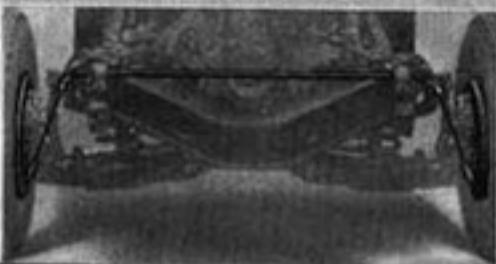
Hudson's great safety invention, Auto-Poise Front Wheel Control, also contributes greatly to a smooth and level ride. It acts as a positive and highly efficient stabilizer . . . the finest and surest control ever applied to independent front wheel springing.

Helping AT THE REAR

A sturdy Rear Lateral Stabilizer is standard on all Hudson passenger models from the new Hudson Six DeLuxe up. Mounted between the frame and rear axle, it steadies the car on curves, and eliminates axle "hopping." Another high-priced car feature!

Helping ALL AROUND

Giant Airplane-Type Shock Absorbers control spring action both front and rear. Highly efficient at all temperatures, they have more cushioning fluid than the conventional "elbow" type. They are identical in principle with "shocks" on airliners and big guns.



HOW ARE THE
NEW CARS FIXED
UP INSIDE?

Made to Measure FOR YOUR PLEASURE AND COMFORT



Chair-high seats that really support are a feature of all 1942 Hudsons. Scientifically formed to fit the back, and with just the right support under the legs to prevent that mile-weary feeling.



Fitting "Daddy Long Legs" or the Lady. With a finger-touch adjustment you can slide the front seat over a full 4" range, so you can get just the right amount of leg room.



This new Courtesy Light (right) goes on automatically when you open any door . . . giving full illumination to guide your step at night. On 1942 Hudson Super-Six and Commodore models.

Wide doors are an appreciated convenience in every 1942 Hudson. Easy entrance and exit.

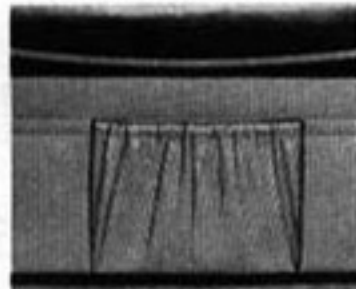


Hudson's Cushion-Action Door Latches are unbelievably easy to operate. A light touch closes the door securely and quietly. Impossible to accidentally lock yourself out.



You'll like the convenient foot recess in the rear of all Sedans . . . and notice, too, that rich, deep-pile carpeting.

Arm rests (right) have received special treatment. Upper left is the wide Super-Six rear one, covered with attractive, durable leather. Upper right is the smart combination front arm rest and door pull-to of the Commodore Custom and, lower, one of its luxuriously soft rear arm rests of solid Airfoam.



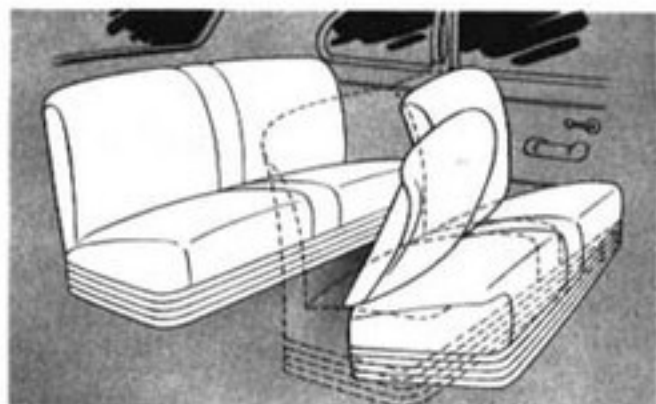
Facing rear passengers in all 1942 Hudson Sedans, starting with the Six De Luxe, is a neat, spacious pocket for traveling odds and ends.



Something new in first-class travel is this limousine-type Commodore Custom Eight Sedan. Notice the smart, town-car construction of the wide, deep front seat, with folding center arm rests both front and rear. Doors are beautifully paneled with genuine leather.



Seats are wonderfully soft and comfortable. Upholstery is in a quiet, tasteful Melton Broadcloth, an all-*virgin-wool* fabric. In brown, blue-gray or green to match the exterior color selected . . . Hudson's Symphonic Styling, which is yours without extra cost.

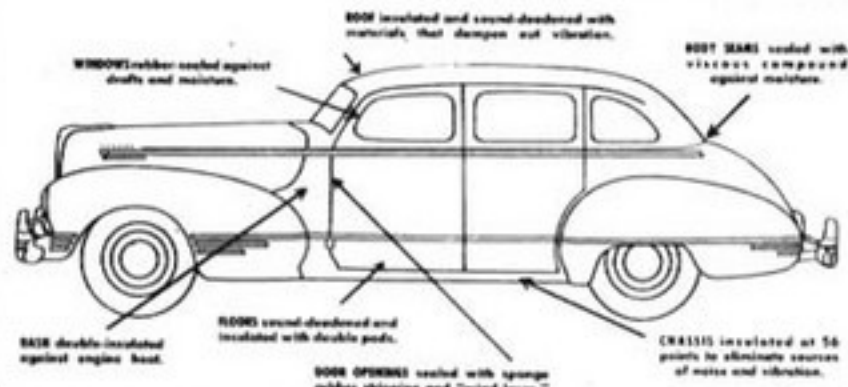


Seating arrangement of 1942 Hudson Club Coupes. The full-width rear seat will come in handy for carrying extra passengers. The swivel front seat in Club Coupes and Club Sedans makes it easy to enter or leave the rear seat.

Rear interior of new 1942 Hudson Six. (left) We doubt if you'll find anything to match this new interior in any other car priced so low. Upholstery is of tan boucle. A liberal use of harmonizing imitation leather trim, plus bright metal moulding, adds to appearance and durability. Also available in taupe mohair or deep-buffed leather at small extra cost.



Every HUDSON is Scientifically Insulated Against
HEAT...COLD...NOISE...VIBRATION...DRAFTS...MOISTURE...MOTOR FUMES



HAS ANYBODY "DONE
ANYTHING ABOUT
THE WEATHER"?

WE'VE MADE HUDSON MORE
THAN A "Fair-Weather Friend"

NEW HUDSON

WEATHER-MASTER

Aces in Conditioned Air Comfort

The new Hudson Weather-Master is just about the finest car conditioning system yet devised. When driving in cold weather, all you do is open the cowl ventilator. Fresh air streams in, is instantly heated and circulates throughout the car. Not only the right front passenger, but ALL the occupants get the benefit of the warmth. Because pressure inside the car is greater than that outside, stale air is forced out, eliminating drafts. When you buy your new Hudson, be sure to include this great comfort feature, which is available at small extra cost in all 1942 models.



YOU'LL ENJOY DRIVING WITH HUDSON WEATHER-MASTER

Year Round Comfort

COOL IN SUMMER . . . WARM IN WINTER . . . FRESH AIR ALWAYS



NO FOG



NO FROST



NO SMOKE



NO DRAFTS

CENTRAL HEATING IN THE MODERN MANNER!

Hudson Weather-Master is located out of the way, under the center of the instrument panel. Slanting fins guide the air to hard-to-heat spots. Two built-in defrosters clear the windshield of steam, frost, ice and snow. With double-pass water circulation, larger radiator core area and fan covering virtually the entire core, Hudson Weather-Master is the most efficient system known for keeping a car uniformly comfortable in cold weather.

HUDSON WEATHER-MASTER *Runs on Air*



It's literally true! When the car is moving, the force of the incoming fresh air makes it unnecessary to use the motor-driven fan. Thus, you enjoy greater quiet, and the generator and battery are relieved of extra loads. When parked, of course, you use the fan.



A touch of your hand regulates Hudson Weather-Master to give you the temperature you want.



THIS IS HOW MOTORING WAS *Meant* TO BE!

Cozy in Winter . . . Let the blizzards rage! Inside the car, your Hudson Weather-Master keeps the temperature just right, giving you the comfort of eternal spring. Windows are kept closed, of course, and they remain clear of fog and frost.

Cool in Summer . . . On hot days, Hudson Weather-Master circulates fresh, filtered air throughout the car. A built-in dust filter cleans the air. You just lean back and take it easy . . . stay cool and fresh, even on hot, dusty roads.



VENTILATION TO TASTE!

Front wings in all 1942 Hudsons (crank-type in Commodore models, latch-type in all others) . . . and new sliding rear quarter windows (in Six De Luxe, Super-Six and Commodore models) assure draft-free ventilation individually controlled to suit each car passenger.



The Case of the TRAPPED RAIN DROP

The problem is solved . . . Hudson owners now can drive even in a pouring rainstorm, leaving the cowl ventilator open, without getting wet! Hudson's rain-proof cowl ventilator lets fresh air in . . . drains off water . . . keeps passengers snug and dry, windows free from fogging. On all 1942 Hudsons.

PROTECTION from the dangers of CARBON MONOXIDE

Have you ever driven along and just *couldn't* keep your eyes open? It's a terrible feeling . . . and it's dangerous. Chances are you were suffering from the effects of monoxide gas from your engine.

It has been estimated that 5% of America's millions of cars on the road in cold weather contain a dangerous concentration of carbon monoxide gas . . . so you see, "driver sleepiness" isn't always caused by over-indulgence or lack of rest.

In a new Hudson, when moving along with the cowl ventilator open, Hudson Weather-Master ends monoxide danger; fresh air is constantly flowing through the car, sweeping out stale air and fumes.



INSECTS KEEP OUT!

The cowl ventilators of all 1942 Hudson models are equipped with durable screens to keep out insects. Especially useful for country and night driving. A dust filter is also standard.



WHAT'S
"ON THE AIR"
FOR '42?

NEW *Safety* FOOT CONTROL RADIO



HUDSON offers but one radio for 1942, for the simple reason that it's so amazingly advanced we don't think you'd be satisfied with anything else. A gem of a 6-tube Custom set, with special improvements giving 8-tube performance. The purest tone you ever heard, free from all the annoying interference bugaboos of former car radios. And, most important of all, new safety that truly belongs in America's Safest Car.

CHANGE STATIONS WITH YOUR FOOT

Keep your hands on the wheel, your eyes on the road. Just press a little button on the floor, and automatically change to any one of 5 selected stations. No more stretching for hand-tuning. This great safety feature is positive in operation . . . has been tested the equivalent of 5 times a mile for 160,000 miles. A hand-operated button on the instrument panel gives the same selective tuning if desired.



WANT TO LISTEN FOR AP-
PROACHING SIRENS, HORNS
or TRAIN WHISTLES?



WANT TO TALK WITH-
OUT HAVING TO
SHOUT?

JUST PRESS WITH YOUR TOE!

The same foot button that tunes in stations will, when pressed lightly, shut off the radio volume instantly. Release the pressure and back comes your station automatically, with exactly the same volume as before.

VACUUM COWL ANTENNA

Best obtainable for difficult radio broadcasting areas. When retracted, only the small chrome ball is visible. Touch a button on the dash and the antenna is fully extended. Available in all Hudson models at extra cost.

STANDARD RADIO ANTENNA

Made in 4 sections which can be raised to a height of 60 inches (90 inches also available at extra cost), and when fully lowered telescopes into a compact 17-inch unit.

MORE ADVANTAGES OF NEW 1942 HUDSON CUSTOM RADIO

Set Stations Yourself. A tuning knob permits you to select new station setting when traveling. Very simple — no service help required. Once tuned in on a station, this Hudson radio remains tuned at all times until you change it.

Full, Clear, Sparkling Tone. A beam power output; Super Shielded Power Transformer to eliminate "buzz" and "hum"; long distance reception; special device to assure perfect reception even in tropical or sub-zero temperatures.

Motor Noise Eliminator makes spark plug suppressors unnecessary. Operating your radio involves no sacrifice of car performance.

Automatic Volume Control prevents booming or fading.

Variable Tone Control gives any tone desired from treble to bass.

New "Flow-Glow" Dial. A Lucite plastic which "pipes" illumination from a hidden light into the dial. Makes it easier to read numbers.

ANY ADDED
CONVENIENCES
ON THE ROAD?

IN A HUDSON YOU CAN SLEEP
WHERE YOU *Choose* TO STOP



Here's an "Open Letter" to those who love the open road. Just pack up your troubles in a 1942 Hudson Sleeper Kit and ride, ride, ride. Duck all the bother of crowded overnight lodging places. When dusk overtakes you, just pull off the road to the nearest gurgling brook or peaceful nook, and you're "at home" for the night! Sportsmen, vacationists, travelers . . . this is tenting on the old camp ground the way the moderns do it!

A COMFORTABLE FULL-SIZED DOUBLE BED

Sleeper Kits may be installed in any 1942 Hudson Sedan, and the unusual roominess of these bodies sure comes in handy! If you've the slightest inclination to "get away from it all," invest a few dollars in this great Hudson sleeping car feature. You'll be repaid over and over in sheer fun and saved traveling expense.

FROM CAR TO SLEEPING COMPARTMENT IN 5 MINUTES

A few simple adjustments of the rear seat . . . a deft tucking-in of sheets, blankets and pillows to taste . . . then stretch out, open a good book and enjoy the sleepy-time serenade of the local Cricket Symphony Orchestra. Solid comfort . . . and all in less time than it takes to smoke a cigarette. Pleasant dreams!



Road-Wise Motorists will appreciate these **HUDSON** Accessories



Automatic Windshield Washer—The latest development in driving safety. Everyone knows how windshields get splashed in sloppy weather. With this Washer you need only touch the control button on the instrument panel and you have clear vision. Streams of water automatically spray both sides of the windshield and permit the wipers to clear away all dirt, bugs and spots.



Hill-Hold—This Hudson feature, optional on all models at small extra cost, operates to keep the car from rolling back when stopped on an upgrade. Right foot remains free to operate the accelerator. Hudson Hill-Hold is operated by pressing the clutch pedal, which requires less pressure than keeping your foot on the brake pedal.



Automatic Battery Filler—Scientific care for your battery. Automatically supplies water to each battery cell as needed, avoiding deterioration caused by low water level. Reserve supply of water is visible and easily checked without removing caps from battery.



WHAT ARE THE
OTHER 1942
ACCESSORIES?

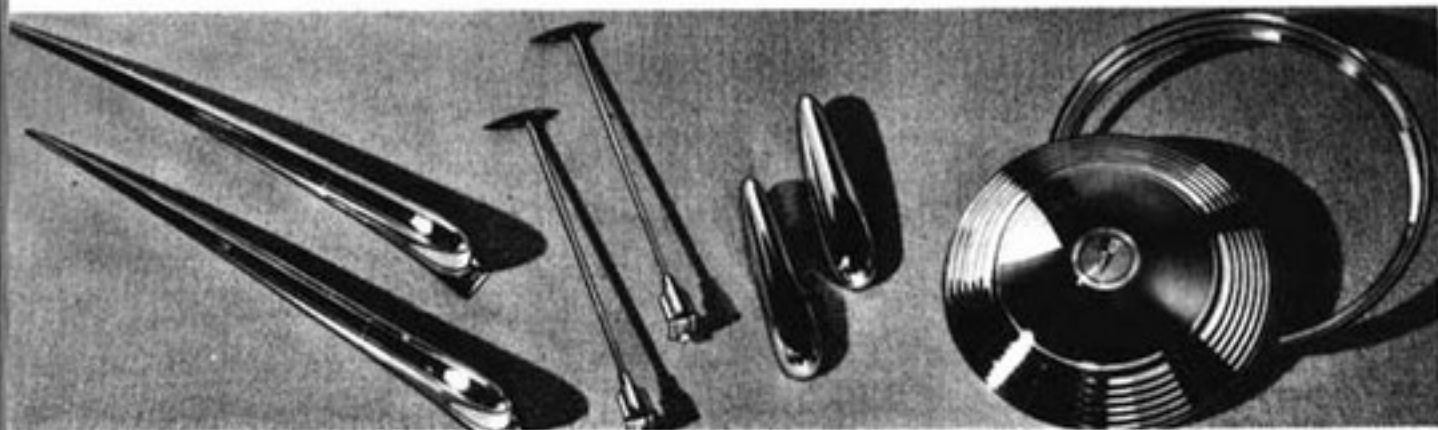
YOU CAN OUTFIT YOUR

HUDSON
Approved 1942
ACCESSORIES



FOG LAMPS (left). A "must" for all-weather driving. Enables you to drive without blinding approaching cars or having fog reflect light back into your eyes. In pairs, the lamps may be wired with the tail lamp and used without headlamps for ordinary night driving. (Center) **SPOTLIGHT**. A powerful, all-seeing "eye" to make your night driving safer and more convenient. Controlled from

inside the car, it throws its searching beam in any direction, giving you extra help in locating house numbers, street signs, etc. (Upper right) **OUTSIDE REAR VIEW MIRROR**. Mounted on the upper door flange. Adjustable for full vision, and when car door is locked, mirror is theft-proof. Interchangeable for right or left hand mounting. Beautifully streamlined, chrome-plated.



Reading from left to right is a brilliant line-up of new Hudson Accessories. **FENDER LAMPS**. Standard in Hudson Commodore models, available at small cost on all others. Add a distinctive style note to the front end, and are used as the forward signals for the Directional Signals when the car is so equipped. **FENDER GUIDES**. Small, neat and safe. Help to gauge the position of your fenders and thus avoid damaging them. Quickly, easily and firmly installed. Additional protection to front fenders is offered through

the installation of sturdy chrome-plated **FENDER GUARDS**. These harmonize with the standard uprights on the bumper and offer rear protection against fender and headlamp damage. **CUSTOM HUB CAPS**. Lend rich dignity to the entire car. Tastefully fashioned in gleaming chrome with a jewel-like Hudson medallion in the center. **CHROME WHEEL TRIM RINGS**. These sparkling trim rings do wonders for the exterior appearance of your car. You couldn't find a more inexpensive way to give it that final touch of smartness.



HUDSON RECIRCULATOR HEATER—Provides exceptional heating and defroster capacity. A reversible 2-speed motor provides direct and indirect heating as desired. A defroster attachment is available, providing maximum defrosting efficiency with indirect heating. Beautifully finished to harmonize with the car interior.



HUDSON OIL FILTER—By filtering impurities from engine oil, this feature reduces engine wear and saves you money. Especially designed to work efficiently with Hudson's Duo-Flo Oiling System.

RADIATOR GRILLE COVER—Easily fastened across the grille, this cover enables the engine to warm up more quickly in cold weather, and adds to heater efficiency. Adjustable for various temperatures, and styled to harmonize with the new front end.

REAR BUMPER BAR WINGS—These sturdy, graceful, chrome-plated guards are available for mounting at each end of rear bumpers. For small investment you get protection against fender damage. Also available (standard on Commodore Custom models) is a rugged cross bar attached to the rear uprights, affording extra protection to the car's rear deck.