

# Garage and Showrooms a Fine Credit to Schumacher

## What Would Happen in Your Car if a Front Tire And Tube Blew Out?

New Hudson Cars Have a Combination of Features That Make Them Specially Safe from the Dangers That Are Too Often Present to Motoring.

"What would happen in your car if a front tire and tube blew out?" This is a question that is likely to be asked you personally by the Dwyer-Dyer Motor Sales Ltd., 6 First Avenue, Schumacher.

And they have the answer ready! It will be pointed out that at modern highway speeds you travel 40 feet or more in the time it takes for the blinking of an eye. Accordingly, it is not difficult to figure out what is likely to happen with a blowout. A sudden blowout would—before you had time to think—tend to pull your front wheels around and dangerously threaten your steering control.

It is easy, indeed, to see the danger of serious accident—accident, injury, to car and occupants—accident that may prove serious, perhaps even fatal, for those riding in the car.

Isn't it possible to avoid a danger of this sort?

The Dwyer-Dyer Motor Sales Ltd. claim that it is both possible and practical.

The answer they give is to the effect that you are safer in 1940 Hudson than that has special features that make such an accident even more than improbable.

In other words, the answer is:—Ride in a 1940 Hudson, the only car with

patented auto-poise front wheel control. This revolutionary mechanical safety invention automatically helps to keep wheels straight on their course—on rough roads—in heavy side winds—even if a tire blows. It achieves much the same result as does a flange which keeps train wheels on the track. Auto-poise control really thinks for you. It acts quicker than you could act. In combination with Hudson's new independent front wheel coil springing and true centre-point steering, it brings an amazing new sureness to the control of your car.

Here is a typical example of what it means to Hudson owners to have the extra protection of Hudson's patented auto-poise front wheel control. The letter speaks for itself:—

Ram River Oil's Limited  
728 Tegler Building  
Edmonton, Alberta  
10 Capitol Theatre Bldg.  
Windsor, Ont.

To the Hudson Motors of Canada Sales Dept., Tillburg, Ont.

Dear Sir:—On Sunday, April 9, while driving between 70 and 75 miles an hour the left front tire blew out. The car swayed slightly, as the play in the steering gear was taken up, and then continued in a straight line until it had

coasted to a stop. There was no undue strain on the steering wheel and I had absolutely no trouble in holding the car to the road.

Carrying four other passengers in the car with the added responsibility of their safety, the way the auto-poise operated is very much appreciated by me.

Without a question, as long as the Hudson cars have this feature, my car will be a Hudson product.

Yours truly,  
E. G. Zavitz.

The above letter is only one of many like it that will be found on the files of the Hudson Motors of Canada. This letter tells its own story. It emphasizes the truth of the Hudson slogan for 1940.—"You'd be safer in a Hudson—the only car with the patented auto-poise front wheel control."

## Describes New 1940 Hudson Smoothest Ride of Your Life

Some of the Reasons for This High Reputation.

"Come in for the smoothest ride of your life" say the Dwyer-Dyer Motor Sales Ltd., Schumacher, in asking for inspection of the new 1940 Hudson.

"See how much more Hudson gives you for your money!" is another of this firm's slogans in opening their new salesrooms at 6 First Avenue, Schumacher, as dealers for the Hudson Motors of Canada.

The new 1940 Hudson Six is the most amazing "lowest-priced car ever built" they assert, and to prove this claim they quote the following special points:—

**NEW!** First type Independent Front Wheel Coil Springing—never used before on any car costing less than \$1400! Combined with it is true Centre-Point Steering, another high priced car feature. And Hudson's Patented Auto-Poise Control adds wholly new sureness in steering and handling; greater safety even if a tire blows!

**ROOM FOR THREE IN EVERY SEAT!** The lowest priced Hudson Six is one of the roomiest cars built today. 55 inches from door to door in front; floors level and uncluttered by gear or brake levers.

**INTERIOR LUXURY** new to this price field.

**IMPROVED Airfoam Seat Cushions**—firm, but unbelievably soft and cool. Available at small cost in Hudson Six closed models; standard in Hudson Six Convertible models.

**IMPROVED Dash-Locking Safety Hood**... hinged at the front; if left unlatched, wind can't lift it. Locks from inside car to protect engine parts from theft.

**NEW Deeper-Vision Windshield**... 17% greater up-and-down vision; side-to-side vision already greater than in any other car.

**PATENTED Double-Safe Hydraulic Brakes**... only hydraulics with a separate reserve mechanical system that takes hold automatically from the same foot pedal if ever needed. World's safest stopping!

**IMPROVED Handy Shift** at steering wheel standard. May be combined (at small cost) with Hudson's Fluid-Cushioned Automatic Clutch (non-free wheeling)—so you never need touch the clutch pedal!

**NEW Overdrive** for added economy... optional at extra cost.

**NEW Armored X-Type Frame** for super-strength.

**IMPROVED Carburetion** for finer performance with greater economy.

**NEW Sealed Beam Headlamps**, with beam indicator on dash. Parking lamps mounted on sides of hood.

**NEW Front and Rear Directional Signal Lights**... option at extra cost.

**NEW One-Piece Wider-Vision Rear Window**, curved to body contour, in sedans.

**NEW Cushion-Action Door Latches**.

**IMPROVED Weather-Master Fresh Air and Heat Control** for year round interior body comfort... optional extra.

All models with or without running boards... at no extra cost. Wide choice of 11 standard colours... all are Hand-Rubbed Lacquer 10 are opalescent.

## Top Capacity and Utility for More Profitable Loads

Panel Delivery Business Cars Deservedly Popular

The bigger the load space... the greater the load... the less cost per item. That's the A-B-C of hauling known to every business man. Fewer trips, more efficient schedules, faster deliveries... that's the way to deliver goods.

Hudson Business Cars are built for just that sort of work. The Panel Delivery, for instance, is really big! Loading length, 93 inches... width at belt 58 1/2 inches; maximum loading height, 52 1/2 inches. Plenty of room there for bulky loads!

The Cab Pick-Ups, even in the 1/2-ton size, are bigger than ever in 1940. And the cab itself holds three big men easily... comfort that means less fatigue and greater efficiency or drivers.

Roominess counts in a commercial car... and you'll find that Hudson has engineered every available inch of space so that it will make money for you.

## Specifications of the New 1940 Hudson Business Car

What You Get in Every New Hudson on the 1940 Market.

What the Dwyer-Dyer Motor Sales Ltd., of Schumacher, ask is a chance to prove that the 1940 Hudson is easy to buy and easy to own.

Easy to buy because prices start much lower and convenient terms may be arranged to suit your budget.

Easy to own because a Hudson business car costs less to run, and upkeep is less.

All that the Hudson dealer ask is just a chance to show you—to prove the case to you.

Here are the 1940 Hudson business car specifications condensed into brief form:—

**MOTOR** for 125" w.b. models—Piston displacement, 212 cubic inches; A.M.A. horsepower rating, 21.6; develops 98 horsepower at 4000 r.p.m.; compression ratio, 6.50 to 1; bore, 3"; stroke, 5".

**MOTOR** for Hudson 113" w.b. Business Cars—Piston displacement, 175 cubic inches; A.M.A. horsepower rating, 21.6; develops 92 horsepower at 4000 r.p.m.; compression ratio, 7.00 to 1; bore 3"; stroke, 4 1/2".

Pistons are silicon aluminum T-slot, camground type with four pinned rings; connecting rods are drop-forged; crankshaft is fully compensated, drop-forged, statically and dynamically balanced, with integral counterweights insuring extreme smoothness.

**LUBRICATION**—Patented Duo-Flo system; oil reservoir refill capacity, 4 1/2 quarts.

**CARBURETION**—Down-draft system with automatic choke and manual heat control; 1 1/2" carburetor; air cleaner, backfire arrester; dash pot throttle control; anti-percolating device prevents vapor lock.

**IGNITION**—Vacuum automatic spark advance; moisture-proof distributor; octane adjustment; 17 plate battery, 96 ampere-hour.

**GENERATOR**—Special extra-capacity ventilated type with full voltage regulation.

**STARTER**—Finger-touch; solenoid switch.

**FUEL SYSTEM**—16 1/2-gallon tank, except on Utility Coupe, Utility Coupe and 113" w.b. Taxicab, which have 12 1/2-gallon tank.

**COOLING SYSTEM**—Capacity 13 qts.

**TRANSMISSION**—Synchro-shift, three speeds forward, one reverse. Automatic demeshing low and reverse. Inter-locks prevent accidental slipping from gear mesh in all speeds.

**UNIVERSALS**—Two roller bearing universals with tubular propeller shaft.

**REAR AXLE**—Semi-floating type with nickel molybdenum steel gears and shaft; spiral bevel final drive; axle ratios: 125" models, except Sedan and Carry-All, standard 4.5-9 to 1; 125" Sedan and Carry-All, standard 4.1-9 to 1, optional 4.5-9 to 1; all others, standard 4.5-9 to 1, optional ratios, 4.1-9 to 1 or 4.7-8 to 1.

**SPRINGS**—(Front) Independent Suspension with coil springs of Silco Manganese steel and direct acting, hydraulic shock absorbers. Patented Auto-Poise Control on Utility Coupe, Utility Coupe, Taxicabs and Carry-All. (Rear) New, 60" semi-elliptic "splayed" springs. Rear shock absorbers on Utility models, Taxicabs and Carry-All.

New Rear Lateral Stabilizer on 125" wheelbase Taxicab and Carry-All.

**STEERING**—Center-Point, ratio 18.2 to 1. 17" steering wheel with natural finger grip.

**TIRES**—Over-size low-pressure type, 16 x 5.50, 4-ply on Utility Coupe and Coupe and 113" w.b. Taxicab, 16 x 6.00, 4-ply on all other models; optional at extra cost with special wheels on Utility models and 113" w.b. Taxicab, 16 x 6.00 and 16 x 6.50, 6-ply tires optional at extra cost on all models, 15 x 7.00, 6-ply tires with special wheels optional at extra cost on all 125" w.b. models, 18 x 6.00, either 4 or 6-ply, with special wheels, available at extra cost on all models for greater road clearance. True, airwheel tires also available at extra cost.

**EQUIPMENT**—One windshield wiper; 1 sun visor; 30-hour clock; vibrator horn; rear vision mirror; speedometer; water temperature indicator; fuel gauge; Teleflash lights for oil pressure and charging rates; complete lock equipment for all doors; ash receivers in instrument panel; defrosting vents; order compartment, with lock in instrument panel; Hi-Test safety glass standard; spare tire and tube; slide window ventilation. Bumper-guards front only on Panel Delivery and Cab Pick-up, front and rear on all other models. Dome lamp in Taxicabs, Utility Coupe, Utility Coupe, Panel Delivery, Carry-All.

**Amazing Economy and Endurance in 1940 Business Cars**

Hudson Dealers Claim They Can "Deliver the Goods"

If you want real proof that Hudson's 1940 Business Cars have the thriftiest, most dependable power plants built today, find out what the new Hudson passenger cars did at Bonneville Salt Flats, Utah, in official tests certified by the American Automobile Association Contest Board!

A new 1940 Hudson Six went farther per gallon of gas than any other full-sized car ever did in an official test! That's proof of amazing economy. And another Hudson Six, in a gruelling "torture test" went 20,000 miles in 12 consecutive days and nights at an average speed of 70.5 miles an hour. No other stock car ever built, regardless of size or price, ever survived such a test! That's proof of amazingly long life.

low upkeep cost, freedom from repairs.

That same brilliant, 92-horsepower motor is in the new Hudson 1/2-Ton Business Cars. In the 3/4-Ton "Big Boy" models, you get 98 smooth horsepower, for the larger loads. With such proof of superiority already established, you can expect the Hudson you buy to out-save, out-step and out-last any comparable commercial cars in the field.

## Here's Something New—1940 Hudson "Big Boy" Carry-all

Just the Thing for Camps, Farms, Large Estates.

Here's something new... the successor to the Station Wagon. A beautiful car that looks, from the outside, like the luxurious new 1940 Hudson Country Club Sedan. A long, sleek car, with 125-inch wheelbase, and 98

horsepower. Inside comes the surprise—Beautifully upholstered and trimmed in durable imitation leather. Wide 3-passenger front seat. Next, a folding seat also for three, with ample passage space at the sides. In the rear, still another seat for three. Room for nine full-sized people! The rear seat may be removed, the seat back lifted up, the folding seat tipped forward and presto!... a huge carrying space for big loads.

This big, all-purpose closed car is just the thing for camps, municipalities, institutions, farms, large estates... for anyone who demands an extra amount of room for passengers and baggage easily convertible.

How Did He Do It?

Magistrate—Your wife says you have her terrorized. Prisoner—Honestly, sir—Magistrate—I do not ask you this in my official capacity, but as man to man, do you understand? Prisoner—Yes, your honor. Magistrate—What's your secret?—From "Smiles".

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**BIG SAFETY FEATURES**

**"SAW-TOOTH" TREAD**  
The tread of the new Seiberling Safety Tire has thousands of "Saw-Tooth" claws which grab the pavement from every angle when you apply your brakes... stop you right new and straight in your track!

**HEAT VENTED**  
All tires generate internal heat which is the cause of most blowouts. The new Seiberling Safety Tire gets rid of this dangerous heat through cover of patented "Heat Vents" which reach down through the shoulder to the vulnerable "Hot spots" of the tire. Equal the dangerous heat... pump-in heat air... protect you from blowouts. No other tire in the world has this Safety feature.

**"SAF-FLEX" CORD**  
The "Heat Proofed" body of the new Seiberling Safety Tire is made of the newly developed "Saf-Flex" cord... the identical cord as that used in Seiberling Truck Tires! This cord is... stronger than cords previously used and enables the tire to withstand terrific punishment and the heat of high speed driving. A Safety feature of great importance.

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EVERY NEW 1940 HUDSON

Sold by

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is Equipped with

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