Examination of the well-known Hubble Law in the form proposed by E. Hubble against its invariance in the cascade measurement arrangement demonstrates that currently accepted form of the Hubble Law (the linear/polynomial form) shows discrepancy in the description of the ray wavelength evolution during the light beam propagation. Proposed here is a new form of the General Hubble Law that is consistent with Linear Hubble Law in a small distance regime and removes the above discrepancy.

The proposed new form of the Hubble Law no longer legitimises nor supports the Big Bang and accelerated Universe theories.

As a bonus, the proposed form of the Hubble Law explains the Olbers Paradox and sets a distance limit to any object cognition.

Presented way of examination of the Hubble Law (by checking its invariance on the shifted source) ("Transitivity rule" formulated here) could also help to exclude number of hypothesis about origin of the redshift.

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