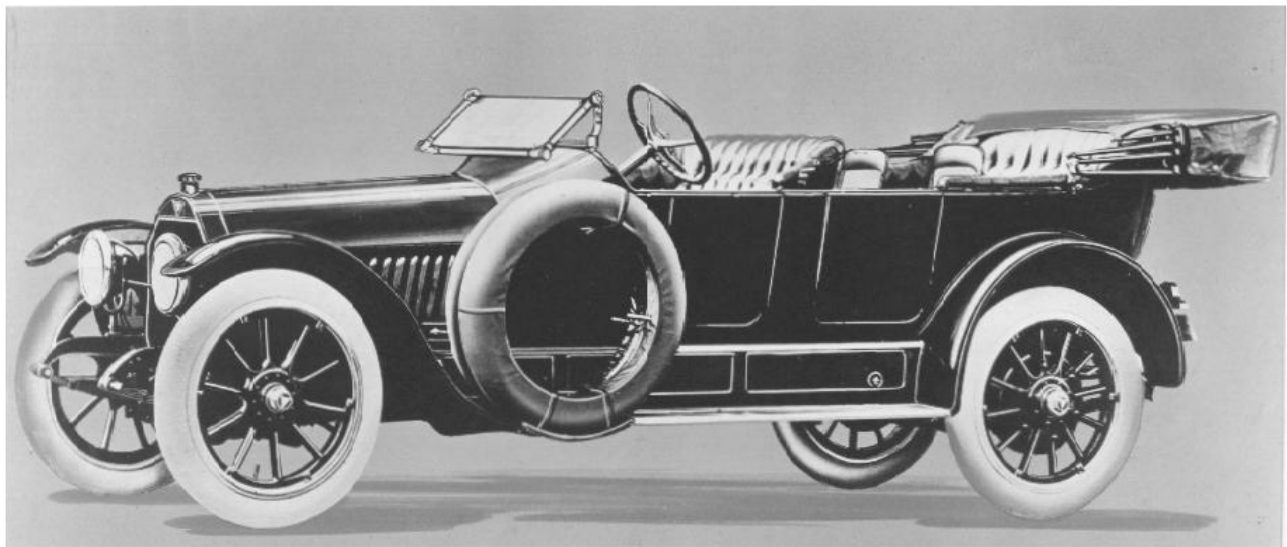


Hudson 6-54



Prices, Specifications
and Equipment

Prices, Colors and Equipment

Prices

In United States and Territories

Hudson Six-54 Phaeton, seven passenger	\$2,250.00
Hudson Six-54 Sedan	3,100.00
Phaeton - Body only, complete	400.00
Sedan - Body only, Complete	1,250.00

In Canada

Hudson Six-54 Phaeton, seven passenger	\$2,950.00
Hudson Six-54 Sedan	4,050.00
Phaeton - Body only, complete	500.00
Sedan - Body only, Complete	1,600.00

Regular Equipment

Phaeton equipped with genuine Pantasote top and attached curtains; integral rain-vision ventilating windshield, black enamel and nickel finish; Delco Improved - patented starting and lighting system, 12-inch parabolic headlights; dash and tail lights; Firestone demountable rims, with extra rim; 34 x 4½ tires; built-in jeweled magnetic speedometer; full set tools and tire irons; adjustable inspection light; trunk rack.

Color

In both Phaeton and Sedan cars the body, wheels and running gear are superfine Hudson Coach blue, with black moldings and hair-line gold striping. Hood, fenders and radiator, black enamel baked on, with rubbed finish.

NOTE - The Hudson Motor Car Company reserves the right to make changes or improvements at any time Without incurring my obligation to install same on cars previously sold.

GUARANTEE

THE value of a guarantee, no matter who makes it or what it says, depends entirely upon the liberality of the makers.

You would not do business with a man whom you distrusted, no matter how binding the contract. A dispute would be inevitable. There are men with whom you do business on a verbal agreement than you would with others where you are protected on a verbal agreement more readily than you would with others where you are protected by the tightest contract that could be drawn.

It is all a matter of the integrity of the makers.

That applies to the guarantee given with Hudson cars. The guarantee you get when you buy the car is practically the same as that made by any other automobile manufacturer belonging to the Automobile Chamber of Commerce.

The actual guarantee that you receive is the reputation of the Company. If you do not understand that, then the conditions that surround the Hudson Motor Car Company are a guarantee in themselves as to your protection.

Millions of dollars are invested in this concern, and its future is more important than its past. The men at its head are good business men, and they appreciate how important is a good reputation.

The amount of money involved in the sale of each car is great. The disappointment of any buyer resulting from bad treatment would be a boomerang that would affect future sales. The management of the Hudson Motor Car Company is shrewd enough not to jeopardize its future by failure to liberally interpret the letter of its guarantee. We could no more permit a misunderstanding to arise where justice is on the owner's side than could a business man, zealous of his credit, repudiate an obligation.

HUDSON MOTOR CAR COMPANY, DETROIT, MICH.

Transmission

FOUR-SPEED SELECTIVE - Gear assembly bolted to motor base forming, unit construction. Four forward speeds and reverse. Direct drive on third. Geared up high speed on forth. Roller bearings throughout. Special Hudson design for continuous lubrication, ease of inspection and filling of gear case.

CLUTCH - Multiple disc, eleven inches in diameter. Driven discs have special cork inserts. Self contained in oil-tight case which forms part of flywheel. Absolutely noiseless; not damaged by slipping; cannot "grab" or slip on grades.

DRIVE SHAFT - Special heat-treated steel with two Spicer universal joints, packed in heavy oil and requiring little attention.

Running Gear

WHEEL-BASE - 135 inches. Standard tread.

FRONT AXLE - One-piece drop forging, I-beam type. Full Timken roller bearings on wheels and steering yokes. Speedometer gears integral and within left-hand spindle, avoiding damage from dust or accident, and insuring accurate running and noiselessness.

REAR AXLE - Full floating; Timken roller bearings throughout. Pinion and gear removable as unit. Ample provision for easy inspection and lubrication

WHEELS - Hickory, artillery type. Fitted with 36x4½ Firestone demountable rims, taking either clincher or straight-side tires. Wire wheel optional as extra equipment.

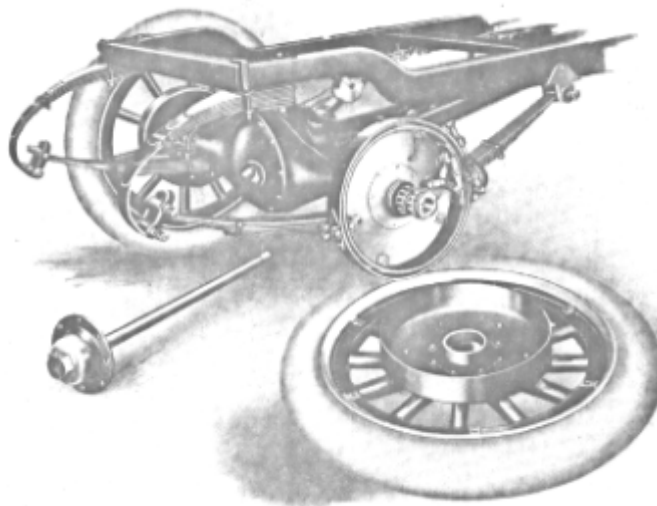
BRAKES - Internal and external expanding. Pressed steel drums 16 in. Diameter, machined within and without. Brake bands 2 in. wide, also finished to perfect running fit. This insures absence of rubbing or dragging, and, with equalizers, provides absolutely equal braking on both wheels.

SPRINGS - Half-elliptic front; three-quarter elliptic rear. Thin-leaved, almost straight, making for easier action, and providing comfort for passengers. Unusual spring clearance. Lubricating cups on all shackles, extra large bolts in spring shackles;. Springs thoroughly tested for resiliency and durability.

Body and Fittings

Phaeton has streamline body, flush doors, concealed hinges and door fastenings, extra wide tonneau doors, ventilators in dash, running boards clear, crowned fenders, full leather upholstery, leather-bound velvet carpet in tonneau, adjustable robe rail, and foot-rest.

Genuine Pantasote top, quickly adjustable curtains, folded in top, bows equipped with automatic slide and compression screws - no cotter pins used.



Showing Detail of Brake and Drum Construction, Easily Removable Full Floating Axle, Timken Bearings in Wheels, and Anchoring of Three-Quarter Elliptic Springs

Specifications

Condensed Detailed Specifications of the Hudson Six 54

Motor

Horse Power - 55 horse power at, 1,500 revolutions.

CYLINDERS - Six, cast in blocks of three. Bore $4\frac{1}{8}$, stroke, $5\frac{1}{4}$. L-head. Water Jackets hydraulically tested.

VALVES - Extra large, 2-inch diameter. Interchangeable. Extra long with large push rods, removable. Valve system enclosed in Hudson "dust proof" compartment. Constant lubrication from crank case.

CRANK SHAFT - Extra heavy, heat-treated steel. Hudson original design giving absolute balance at all speeds. Three extra large and long bearings. All piston and piston connections balanced to fraction of ounce, insuring perfect operation and accurate interchangeability.

CRANK CASE - Aluminum. Lower half removable without disturbing crank-shaft or bearings. Oil reservoir in lower portion.

LUBRICATION - Constant level splash system. Oil pipes within crank case. Special Hudson design for cooling oil, giving increased mileage and economy of oil consumption. Oil gauge on crank case, easily accessible. Oil circulation indicator on dash.

CARBURETOR - Improved Zenith type, Hudson design. Zenith carburetor used by most successful European

and American cars. Extremely simple. One adjustment only for low speed.

GASOLINE SUPPLY - Gravity feed from 21-gallon tank in cowl dash. Perfect feed on steepest grades. Short, protected piping to carburetor, Gasoline level indicator in constant view of driver.

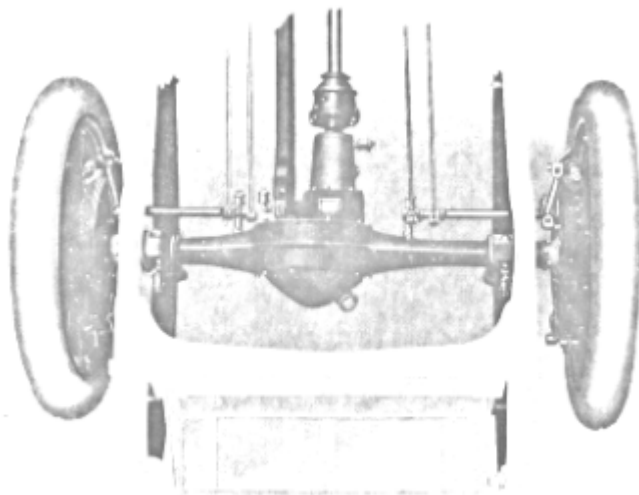
MOTOR PROTECTION - Lower portion of crank-case is connected to side frames by intermediate curved plates forming continuous protection to motor and parts and doing away entirely with mud pan.

Ignition, Starting and Lighting

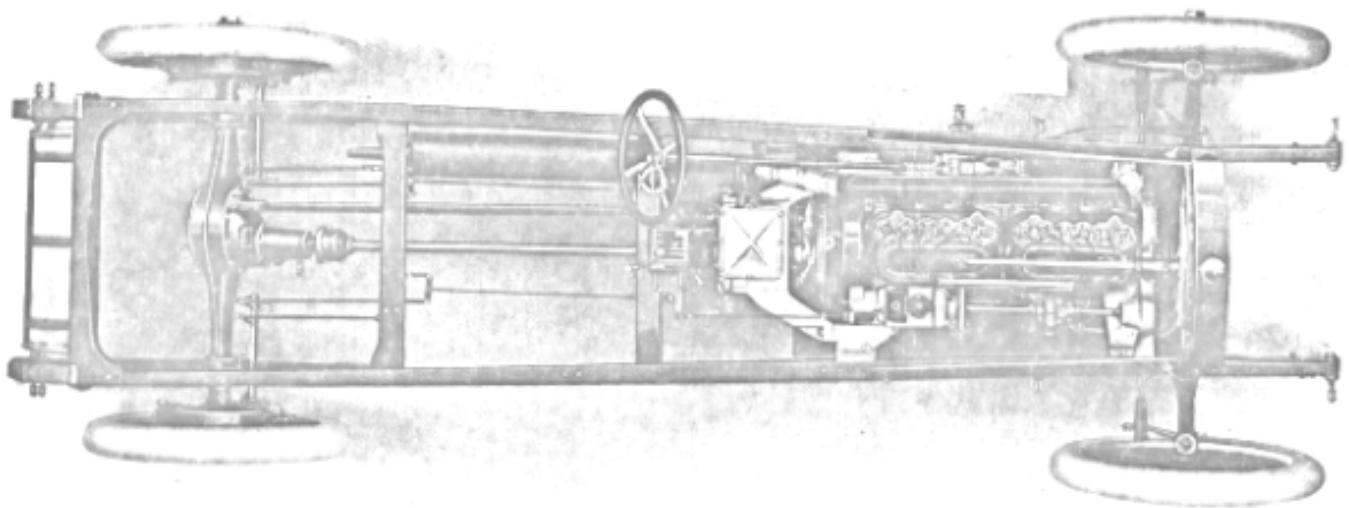
Delco System - Patented - Specially built and improved for Hudson Six 54 motor. Not in accessory or a separate unit. Experience proves this the most efficient, reliable and convenient system known. Entire system controlled by one switch, on cowl apron, with individual Yale lock.

STARTING - Small lever at driver's right hand operates Delco motor and unfailingly cranks engine. There is no starting handle on front of car. One is carried in tool box in case of accident or for purpose of timing gears, valves, etc.

LIGHTING - All lamps lighted direct from generator when motor is running; from storage battery when engine is idle. One lever controls different combinations of lights, also operates "dimming" feature of headlights. No side lights are required.



*Rear Axle Assembly,
Top View. Shows Under-
Slung Springs, Accessible Drive
Assembly, and Brake Connections*



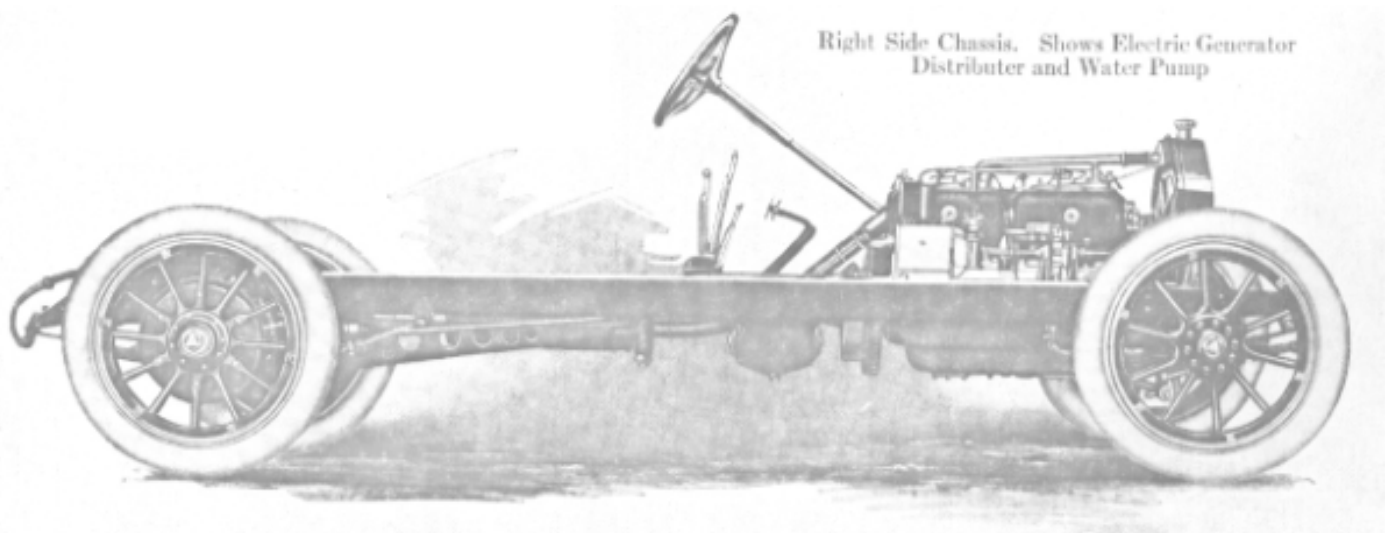
Top View Chassis - Shows Narrowing of Frame Toward Front Permitting Short Turning Radius, Compactness of Motor and Transmission, and Accessibility of Motor Transmission and All Parts Requiring Attention

THE gasoline gauge on the dash shows the exact quantity of gasoline in the tank at all times without the necessity of driver leaving the seat to examine the gauge.

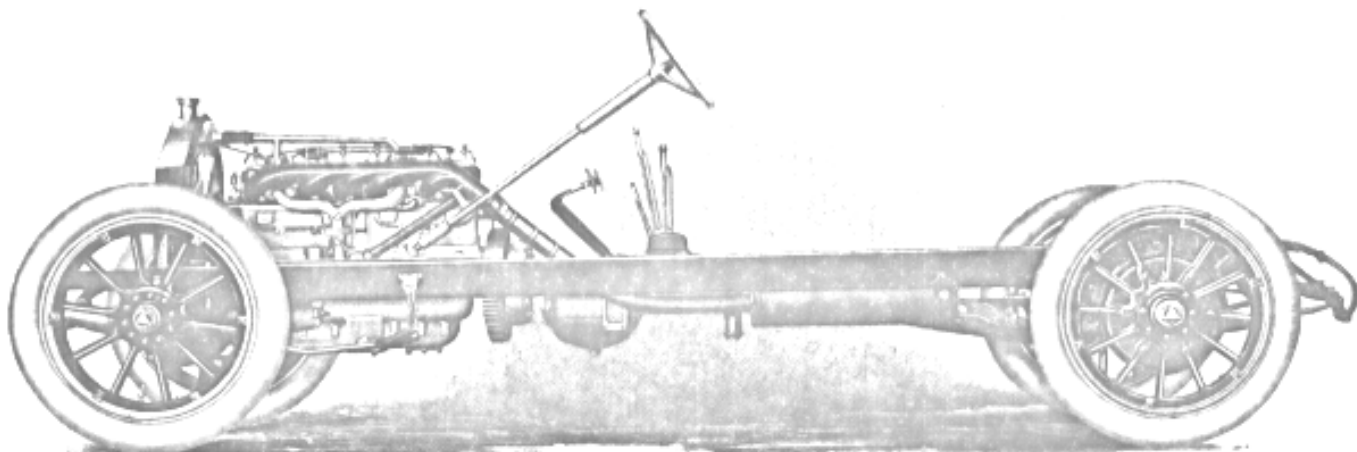
The strongly built, rigid, and yet comparatively light frame of the Hudson Six 54 makes the car as steady as a steel railway train. This is an important factor of safety. Travelers by rail understand the advantage of the staunchly built steel passenger coach. A collision may take place without a steel car being affected or without the passengers being placed in danger. The same is true of the construction of the Hudson Six 54. When traveling at ordinary speeds, the car will stand a very decided shock without danger of injury to the car or to its occupants. It will also, by reason of this rigidity and low center of gravity, successfully traverse hills and grades that might prove troublesome to a car of only standard construction.

Owing to the quick and easy accessibility of every detail of the Hudson Six 54 chassis, owner's who take care of their own cars will find that it will occupy much less of their time than usual in performing the necessary operations of oiling, adjusting, etc. This also insures economy in the care of the car when looked after by a chauffeur or a public garage. Time costs more than anything else in motor car service or repair. The less time occupied in getting at points which require attention, the lower will be the cost of upkeep. The Hudson Six 54 is unusual and advantageous in this respect.

The differential is oiled from above by the removal of an easily accessible plug. Grease cups can be reached without getting under the car, and with the least possible amount of trouble. This insures proper grease and oil lubrication, which is often neglected because of inconvenience in getting at parts.



Right Side Chassis. Shows Electric Generator Distributor and Water Pump



Left View Chassis Hudson Six 54. Note Depth of Frame, Low Center of Gravity, Height of Carburetor, Compact Inlet and Exhaust Piping

THE new type of tail and license carrier is combined on the left rear fender. It gives an unusually brilliant and powerful rear light. It is in such a position that it is not exposed to damage, and yet is instantly accessible.

The unusually wide clearance existing between the body and the rear wheels permits the use of tire chains without interference. This eliminates wear on tires due to their sometimes rubbing against body or fenders.

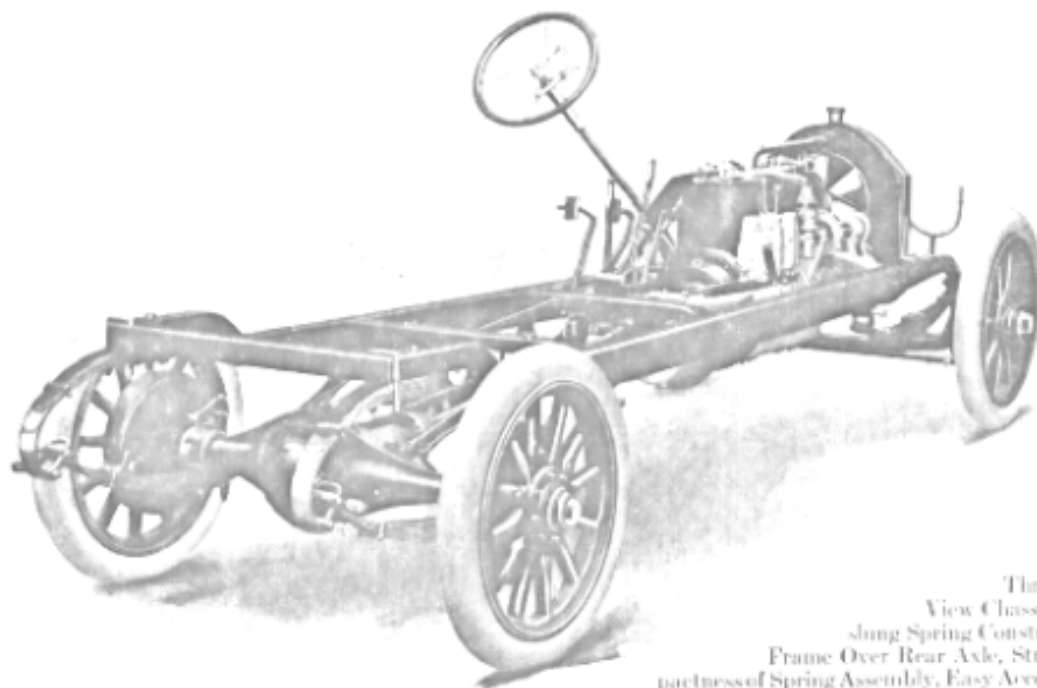
The Hudson Six 54 is provided throughout with Timken conical roller bearings of latest type, excepting in the transmission, where plain roller bearings are used. Timken bearings in the steering spindles insure easy driving and control without wear or play.

Owners will appreciate the absence of the customary

sod pan under the motor. This makes every detail of the motor easily accessible, and simplifies its construction; and at the same time avoids rattling due to a loose fitting pan. In order to make a perfect fit pan must be fitted with very strong springs and connections, and necessarily this makes the removal of the pan a more or less tedious and sometimes difficult operation.

In the Hudson Six 54 this occasional annoyance is eliminated by doing away with the pan.

Oil gauge on the motor indicates the amount of oil at all times. This is not a pet-cock for trying the level, but is an absolute gauge which indicates by a pointer the condition of the oil, and can be examined at a glance



Three-Quarter Rear View Chassis. Note Under-slung Spring Construction, Up-swept Frame Over Rear Axle, Strength and Compactness of Spring Assembly, Easy Access to Differential

The New Ideal of a Distinguished Car

Hudson Six 54

Seven-Passenger



These are among the new features we bring out in this model. No mention is here made of the countless features in previous Hudson models which we still retain.

Seven-passenger body.
135-inch wheel-base.
Left-side drive. Right-hand control.
36 x 4½ inch tires.

Extra, tires carried - as never before - ahead of the front door. This leaves both front doors clear.

Four forward speeds.

Pure streamline body. No angles at the dash.

Electric self-cranking, with the rapid type or the Delco system built especially for this car.

Low-hung body. Gasoline tank in dash.

Powerful electric lights with dimming attachment for city driving. They also act as ordinance lights.

Wide tonneau doors.

Extra seats in tonneau fold in to back of front seat, entirely out of the way.

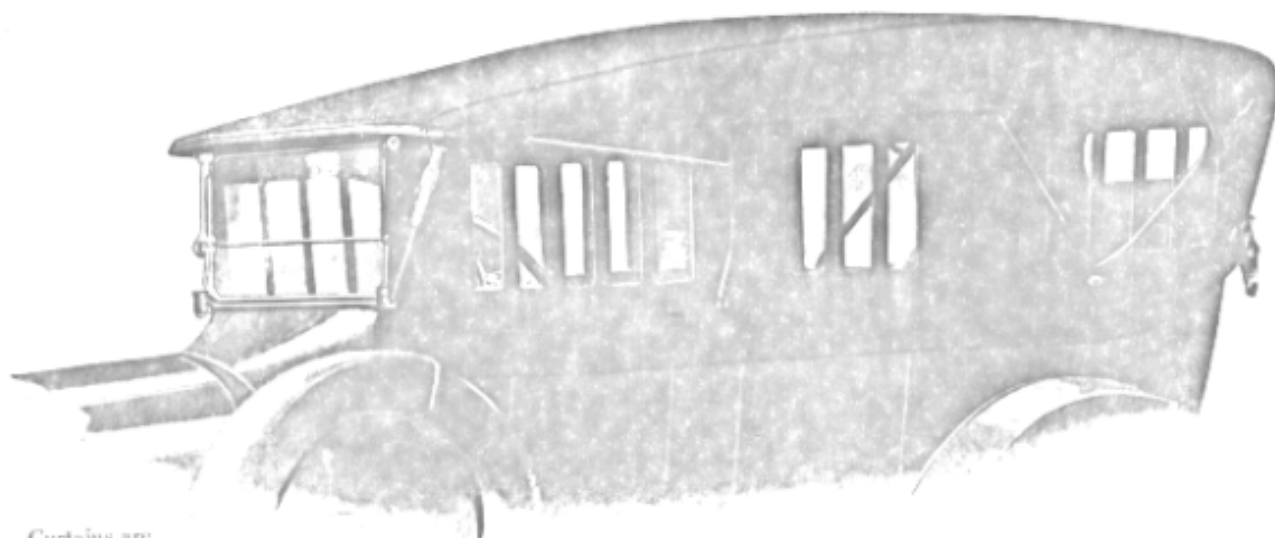
Jeweled magnetic speedometer in dash, with new concealed noiseless gears.

Rain-vision windshield built as part of the car.

Every operation and control placed within reach of the driver's hand. Gasoline and oil control, lights and starter.

Individual Yale lock on ignition control; prevents theft of car.

Genuine Pantasote top - Curtains carried in the top that can be instantly adjusted.



Curtains are
Carried in the Top and
Can be Adjusted from Inside of Car

IN critical situations the car responds almost instantly to any demand without danger of stalling the engine by quick throttling.

The braking power of the Hudson Six 54 is very remarkable. The brake drums are sixteen inches in diameter, with brake bands two inches wide. This gives an extraordinarily large braking surface for each pound of weight of the car, and is sufficient to enable the car to be brought to it stop within a very short distance, even at considerable speed. The brake drums are finished both on their inner and outer surfaces, and the brake bands are also machined to a running fit for each individual car. This insures the absence of dragging or binding. Brake equalizers are applied on all brakes.

The Hudson Six 54 has enough power for any situation, and more speed than even racing drivers care to use except on a closely protected track.

Four Forward Speeds Increase Gasoline Economy

To provide extreme economy the Hudson Board of Engineers installed in the Hudson Six 54 the latest and most approved type of four-speed transmission.

Defects and drawbacks of early four speed transmissions

have been eliminated: and the Hudson four-speed transmission is offered with every confidence of its designers as an accurate and dependable addition to the tested Hudson chassis.

The Hudson four-speed gear-box is developed from the most approved and best tested European designs. In Europe four-speed transmissions have reached reached a high degree of excellence.

Direct drive is oil third speed, and is used for all ordinary service. The fourth is used when the car is under way on level roads at above 30 miles an hour. It gives the car the speed desired, and yet reduces the number of revolutions if the motor so much as to perceptibly increase the gasoline mileage.

Genuine Pantasote Top and Curtains Quickly Adjustable

Owners will appreciate the genuine Pantasote top with which we regular ly equip the Hudson Six 54. And we already have many expressions of approval of our use of the convenient quickly adjustable curtains. These are permanently attached inside the top, may be dropped and fastened into position in less than a minute without the occupants of the car leaving, their seats. and avoid even the slightest exposure to rain or wind.

Note Left-Side Drive and Center Control

THE steering Wheel, 19 inches in diameter, of beautifully dark walnut, with corrugated inside grip, is placed on the left side of the car.

Gear shift, emergency brake and starting levers, short and strongly designed, are in the center, and are operated by the driver's right hand.

Oil the dash apron, immediately under the driver's left hand, are grouped in a compact assembly, the Delco System control buttons and levers, electric, light switch, carburetor adjustment, lever, oil circulation indicator, speedometer, dash electric light, and gauge indicating the, quantity of gasoline.

These are of the simplest possible design and are accessible without stooping or shifting of position.

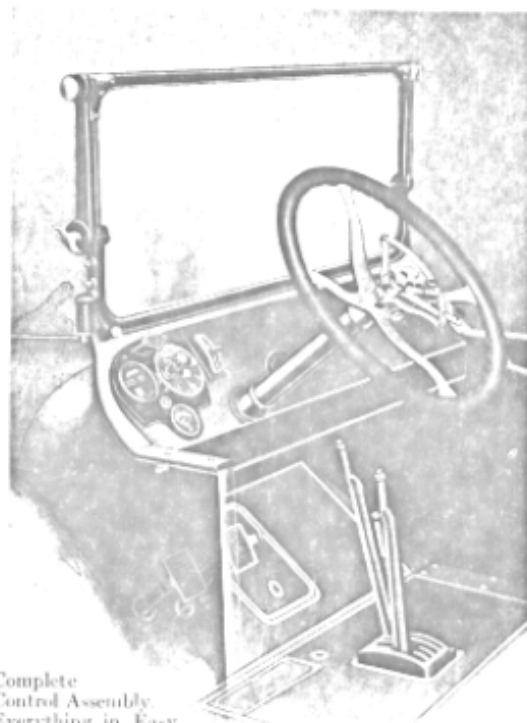
Demountable runs make easy the changing of tires; and big 36 x 4½ inch tires avert a large percentage of tire trouble by their excess strength and capacity for unusual mileage.

The jeweled, magnetic speedometer, latest and most approved type, is sunk in the cowl dash immediately at the left of the driver where it is easily read at any time, day or night. The speedometer is driven by all integral gear in the left front wheel spindle. This does away entirely with the old crown and spur gears on the wheel with their accompanying liability to damage, and change of adjustment, from small stones and road dust. This new drive is absolutely noiseless, almost frictionless, and will be found a very great advantage.

The radiator and hood of the Hudson Six 54 are enameled in the finest quality of black enamel, baked on at high temperatures in own enameling oven, at the Hudson factory. This method preserves the lustre and appearance of the hood and radiator much longer than is possible where only paint and varnish are used. Hoods and radiators are exposed to high temperatures, and only this method of baked enamel gives permanently pleasing results.

Smoothness and Flexibility of Six-Cylinder Hudson Cars

To those who are unfamiliar with the smoothness of operation of the six-cylinder Hudson on a ride in a Hudson Six 54 is a delightful revelation.



Complete
Control Assembly
Everything in Easy
Reach of Driver's Hand
without Stooping or Shifting Seat

The car glides over roughness and obstacles without shock or jar; there is a marked absence of the jerk and vibration that motorists have come to think unavoidable in an automobile.

Long, wide and very flexible springs are used.

Speed changes are made almost entirely on direct drive, without shifting gears, and a range from 2½ miles per hour in crowded traffic to better than a mile a minute is available 30 seconds.

On hills and heavy grades, the motor pulls steadily and strongly. The constant stream of power delivered by the six cylinders is available even at low engine speeds. This "sweetness" of driving and smoothness of operation is where the six-cylinder car excels.

A Roomy Seven-Passenger Car

THOUGH normally a five passenger car, with all the compactness and trim design of five-seated body, the Hudson Six 54 has two additional tonneau seats.

The fold back against the front seat when not in use. They open up and make a comfortable seat when needed without inconveniencing the occupants of the rear seat.

They have adjustable, folding arm rests.

There is a more than ordinary roominess in the driver's compartment, which can be entered from either side of the car.

Doors of driver's compartment are not obstructed by tires or tire holders. Tonneau doors are extra wide and the tonneau is unusually deep.

Perfect ventilation and cooling of driver's section is ensured by adjustable wind-shield, ventilators in dash and "staggered" fore doors.

Seats are upholstered in genuine buffed leather, stuffed with selected curled hair over oil-tempered steel springs.

Upholstering is of the Turkish type and while delightfully soft and comfortable, is free from the lack of firmness produced by excessive depth and looseness of material.

Slope and position of the seat, cushions have been carefully designed and thoroughly tested in actual service, so that exact and proper width and height are assured for comfortable riding.

Convenience of Starting and Lighting

The Hudson Six 54 is started, lighted, adjusted and controlled in practically every detail from the driver's seat.

The clutch throwout is so easy in operation that even a young girl of slight physique has no difficulty whatever in driving, the car.

The Delco electric cranking system - patented - spins the flywheel exactly as in cranking by hand, though far more powerfully. There is no sudden shock or jar to connecting rods and crank-shaft. The speed with which the electric

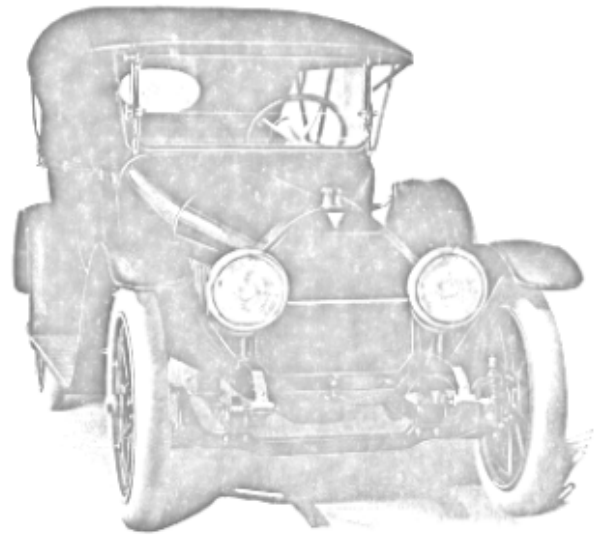
cranking device spins the motor - about 100 turns per minute - assures prompt, starting, even in cold weather.

When the car is in motion the stator motor becomes a dynamo and generates electricity which furnishes ignition, lights the lamps, and charges the storage battery for reserve use when motor is at a standstill.

An electric heating device is used in the intake manifold for vaporizing the gasoline as it is drawn into the cylinders. It overcomes every difficulty of starting the motor in winter.

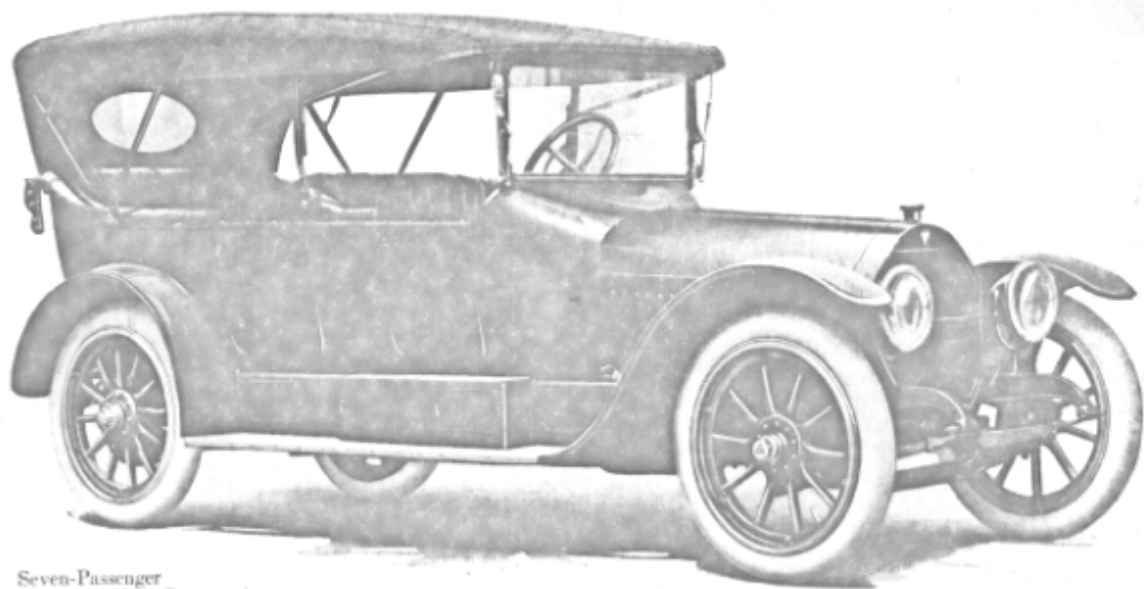
The 12-inch parabolic headlights are very efficient, illuminating the roadway for a long distance; they are capable of being dimmed to a volume of light equivalent to the ordinary side lights, and hence avoid the necessity of using side lights, which are absent on the Hudson Six 54.

The adjustment of all lights is controlled by a combination switch on the dash within easy reach of the driver.



Three-Quarter Front View

Observe Beauty of Line, Strength of Axle and Spring Assembly



Seven-Passenger
Phaeton—Note Grace and
Beauty of Car with Top Up

Beauty Spots of the Hudson Six 54

ITS 13.5-inch wheel-base gives the Hudson Six 54 the gracefulness of length as contrasted, with the "stubby" appearance of shorter cars.

Frame and springs are so designed that the car hangs low between the wheels, instead of appearing to be above them. This avoids the top-heavy look of many otherwise excellent cars.

There is a decidedly foreign attractiveness in the long, low, sloping hood, and the cowed dash.

No angles break the true streamline design which begins at the radiator and sweeps gracefully over every part of the car.

No projecting lamps mar the perfection and grace of the hood and dash; for the "dimming" device incorporated in the headlights does away entirely with the necessity for side-lamps. By the movement of a switch within easy reach of the driver the headlights are "turned down" for city driving.

Concealed hinges and inside door latches result in absolutely flush sides.

Note the beauty of the crowned fenders; and the simple yet unobtrusive manner in which the Hudson

engineers have provided for carrying the extra tires and rim - a feature distinctly exclusive on the Hudson. which does away with the necessity of carrying the tires on the rear or of obstructing entrance to the car.

Observe that the fore compartment can for this reason be entered from either side, and that symmetry of body design has been secured as well as convenience and accessibility.

Famous French, German and English cars, the Rolls-Royce, Benz, Sunbeam, Napier, DeDion, Vauxhall and others are very like the Hudson. style in their latest models.

Yet, while conforming to the best of foreign practice, Mr. Coffin and his associate engineers have produced a car that, is uniquely and distinctively Hudson through out.

There is no other just like it; there is none that possesses its individual and charm or that so pleasingly combines grace and beauty with perfection of mechanical features and amazing efficiency in crowded city traffic or on the open roads and hills.

Doubling the selling price of the Hudson Six 54 could not make possible any finer quality of material, workmanship or beauty.