

*W*HEN you choose your motor car you insist on performance and appearance. But you should also inquire into the standing and history of the company that builds your car. The Hudson Motor Car Company has a record of ten years of constant success and development. Never in this time was a car built that did not add further prestige to the Hudson name. Hudson owners know that from the factory to the smallest dealer a far-reaching and adequate organization is at their service. Such facts as these should have your consideration.

HUDSON MOTOR CAR COMPANY
DETROIT U·S·A

The New Series Hudson Super-Six

EACH YEAR has seen the emphasis of some new quality in the Hudson Super-Six, and of an advancement in perfection over previous models. This year the new Hudson is the same fine car you know, but improved in many ways. It represents the culmination of ten years of development, and the experiences gained from over 100,000 Hudsons in service. It is just such a car as you might expect from the Hudson factory.

The men who designed this new Hudson are for the most part the same who have brought it to its present high degree of perfection. They have observed its career with the one thought of higher accomplishment. And into this car they have put the fullness of their experience.

When the Hudson Super-Six was first announced four years ago, it marked a new advance in motor cars, for it minimized vibration and added to endurance, without sacrificing simplicity or increasing weight. The Super-Six motor gave 72 per cent more power than other motors of equal size.

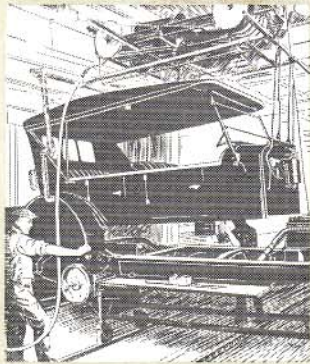
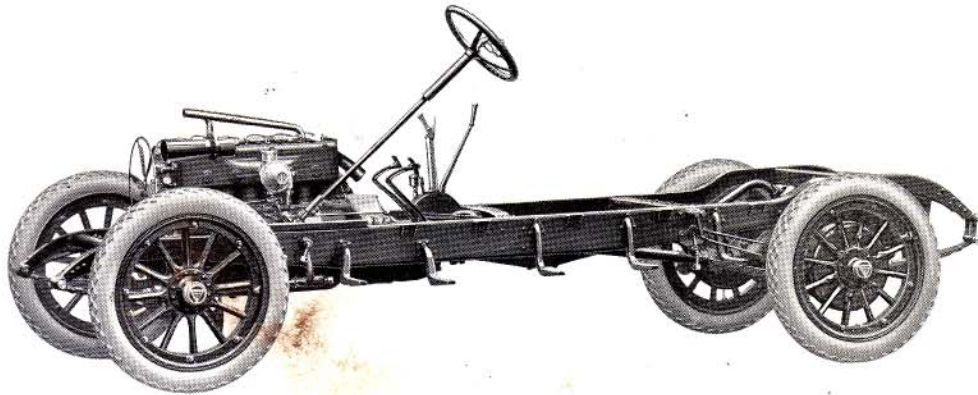
With its greater range of power and performance it became famous on every speedway and in every endurance test.

Then new standards of beauty were created, and Hudson cars became pattern cars that the whole industry recognized.

Hudson's world-wide reputation began with the first cars shipped in 1909. Not until the advent of the Super-Six, however, did Hudson gain such international favor as it holds today. As a result the Hudson Super-Six is now the largest selling fine car in the world. Such universal prestige must be a source of pride and satisfaction to every Hudson owner.

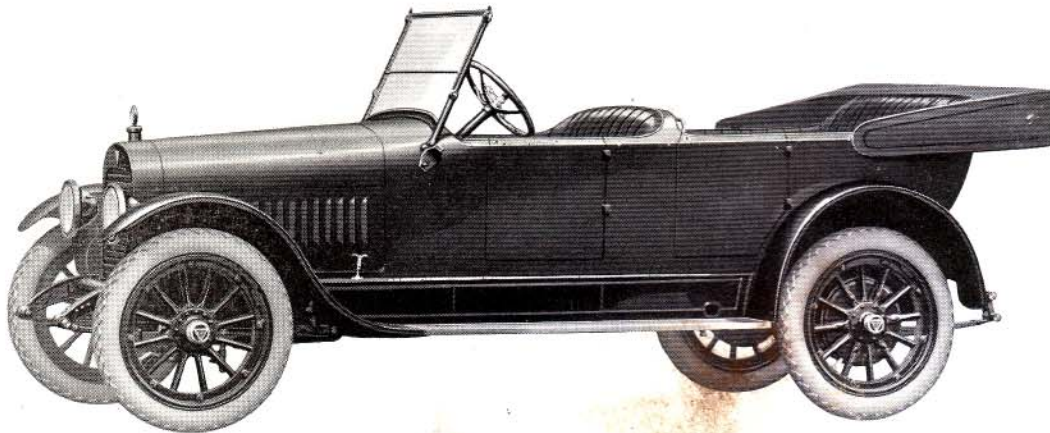
Today there is a Hudson Super-Six for each six miles of improved roadway in America. Not a city block, not a village, not a country crossroad that does not know it. Hardly a boy who does not recognize the Hudson and its distinctive White Triangle.

HUDSON — A WORLD-WIDE INSTITUTION

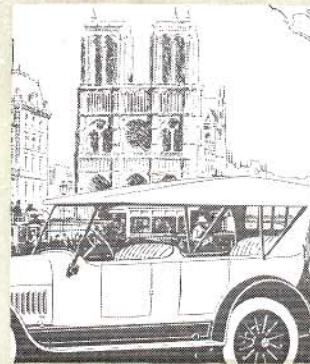


THE HUDSON SUPER-SIX CHASSIS
 has been improved this year to provide even greater riding comfort; but it retains all of the sturdy, dependable features that have made the Hudson chassis so famous. The frame is considerably deeper. The new cross members assure greater rigidity. The springs have been redesigned. The wheels are 34 x 4½ with thirty-four inch tires on all models. Brakes are larger; control levers longer. All of the experience of the Hudson engineering staff with its years of research and exhaustive study for improvements are expressed in this newest Hudson. When the first Hudson was built ten years ago it was the chassis that focused all eyes on Hudson. The exceptional lines of beauty that now characterize all Hudson bodies, followed as the car was developed. But always beneath that beauty of body-line and finish there has been a strong and well built foundation—a chassis in full keeping with all that Hudson design has stood for.

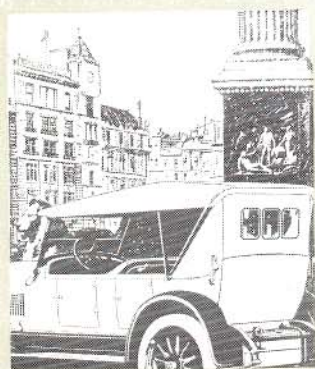
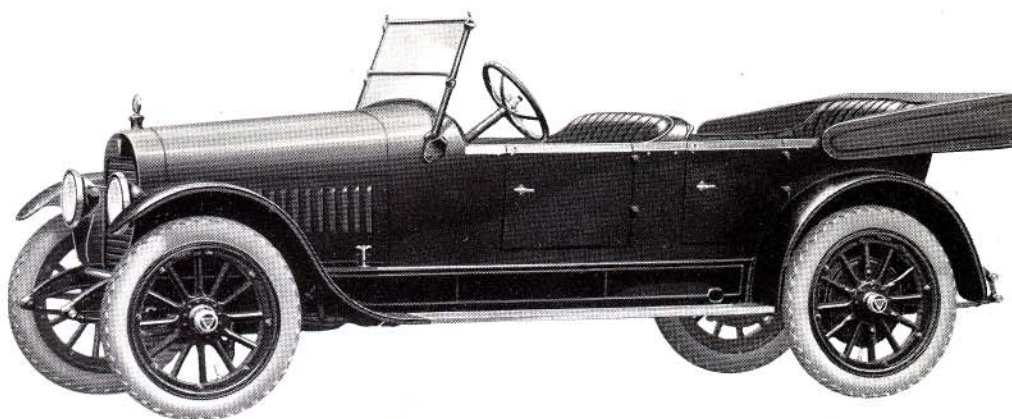
HUDSON — A WORLD-WIDE INSTITUTION



THE SEVEN-PASSENGER PHAETON represents the greatest motor car value today. Compare it in detail with any car of its type. It offers you everything you desire in an open car—style, comfort, beauty of line and finish and above all, the one thing most essential—performance. Performance, because after all that is the basic principle of motor-car satisfaction. There are several notable improvements in this new Seven-Passenger Hudson Phaeton. A deeper and sturdier frame design enhances riding comfort. The auxiliary seats are stronger and more rigid. They are now upholstered in long grain leather, pleated over deep springs. Solid brass robe and foot rails finished in heavy nickel plate are provided. Snug-fitting gypsy curtains have been added to the custom-built top. The body is highly finished in a rich, deep blue, set off by a narrow white stripe at the bevel, on the louvers, and wheels. The new phaeton offers greater beauty of line, and more completeness of detail.

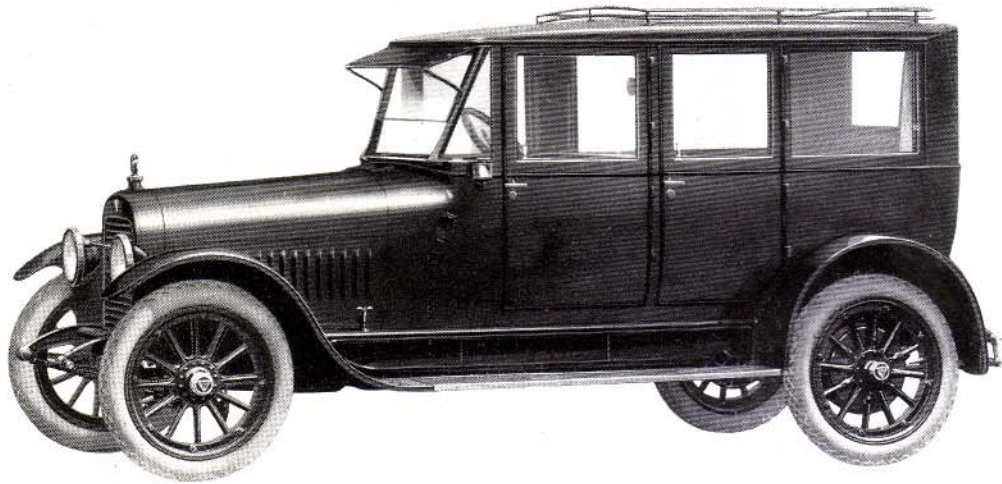


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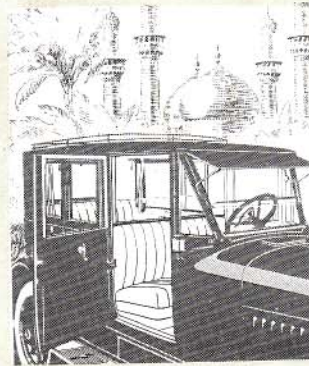


THE FOUR-PASSENGER PHAETON is a striking example of Hudson's influence upon motor car design. Those who have watched the trend of body types recall how two years ago the first Hudson four-passenger—then called the "Speedster"—instantly established this type as a standard. The new four-passenger Hudson fittingly typifies and maintains this leadership. The body, with an added refinement of line and detail, is finished in a rich blue. The wheels are in a bright red, while a delicate stripe of the same color follows along the bevel of the body and louvers of the bonnet. Each individual line of the body is harmoniously blended. Grace, power, style, and dignity are inherent characteristics. The upholstery is in long grain French finish leather pleated over deep cushion springs. The seats are low and at a restful angle. The custom-built top, the heavy leather-bound carpet, the triangular foot rest, and solid brass robe rail in heavy nickel finish are characteristic details.

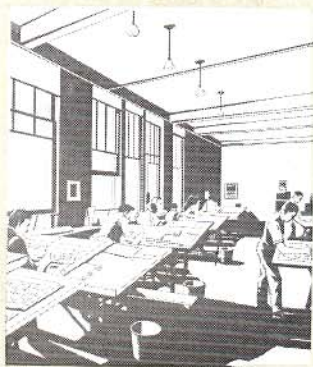
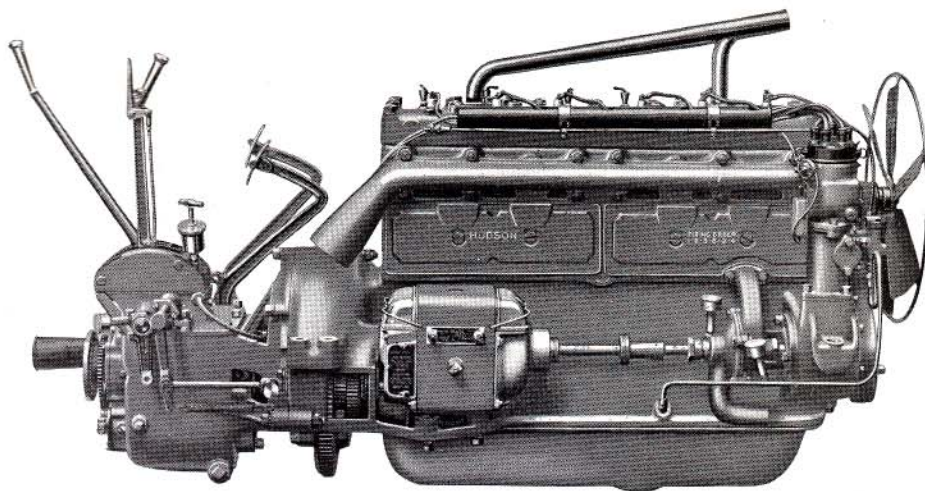
HUDSON — A WORLD-WIDE INSTITUTION



THE TOURING LIMOUSINE has created a distinctly new type of fashionable enclosed cars. It is both a beautiful limousine and a luxurious sedan. It fills the wants of the owner who, on occasions, has need for a chauffeur-driven car, and yet at other times desires to use his Hudson as an intimate family car. This he can accomplish with the Touring Limousine in an instant by simply lowering the plate glass partition separating the front and rear compartments. The car has all the fine appointments and dainty fittings of the formal limousine. It can be stated without fear of exaggeration that no other make or type of enclosed car has attained such favorable recognition as the Hudson Touring Limousine. The finish is a light Brewster green, a rich Japanese maroon, or a deep blue. Any of these effective color schemes are contrasted by the black fenders and the narrow black molding on the body and doors. The fabric in the upholstery is of the finest quality obtainable.

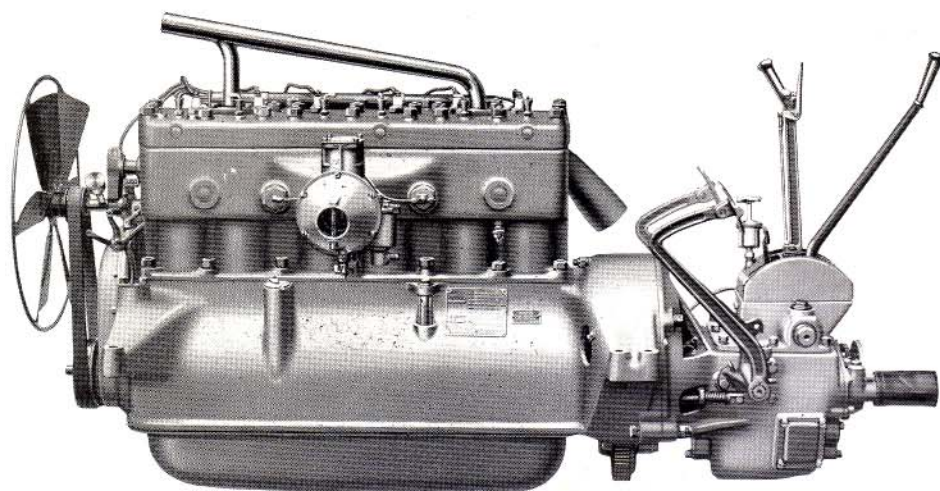


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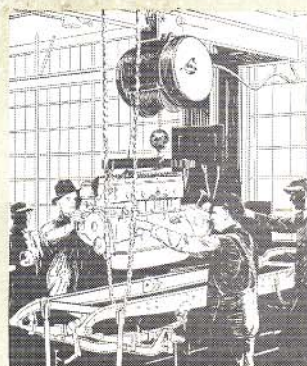


THE HUDSON SUPER-SIX MOTOR startled motordom when it was first announced four years ago. It created a sensation wherever it was shown. With no added cylinders or increase in size, here was a motor that actually increased its power and efficiency of performance seventy-two per cent by a new principle perfected by Hudson. Vibration was practically eliminated. There was added power, flexibility, ease of control, quick acceleration, and a reserve capacity for difficult roads or hills unheard of before in any motor. Those who were skeptical of the claims we made then for it, now know the Hudson Super-Six motor has fulfilled every promise. Today it stands apart from all others, just as it did then. No one yet has equaled the achievements of the Hudson engineering staff in the perfection of such a motor. Sixty thousand owners in every part of the world will tell you so. They know through personal experiences just how wonderful a motor the Hudson has.

HUDSON — A WORLD-WIDE INSTITUTION



THE RECORDS OF THE HUDSON
 have all been made with this same Super-Six motor. The tremendous endurance it possessed, and the power it developed made it possible to send a seven-passenger Hudson phaeton across America, from San Francisco to New York and return, over seven thousand miles, in ten days and twenty-one hours—a record no other car has ever equalled. In road tests, hill climbs, and on the speedway, Hudson has set mark after mark that stand today as milestones along a road of victorious accomplishments for the Super-Six motor. Few Hudson owners, we know, would care to drive their cars at such speed, or demand such endurance as the Hudson has revealed, but it is a satisfaction to know that every Hudson will respond to such demands if the emergency ever arises to call for such performance. The development of the Super-Six motor has done more than any other thing to give Hudson the front place that it holds today.



HUDSON — A WORLD-WIDE INSTITUTION

Complete Specifications of the

MOTOR—Super-Six design. Cylinders cast in block. Bore, $3\frac{1}{2}$ inches; stroke, 5 inches. L-head type. Removable cylinder head.

HORSE POWER.—N. A. C. C. rating, 29.4; actual, 76.

CRANKSHAFT—Super-Six design, scientifically balanced, giving static balance and running balance at all speeds. Mounted in cast aluminum crankcase.

CARBURETOR—Hudson patent. Pneumatic type, self-adjusting to motor needs. Rich and lean control on instrument board.

GASOLINE SUPPLY—20-gallon tank in rear, vacuum feed on dash.

CLUTCH—Hudson multiple disc with cork inserts; running in oil.

TRANSMISSION—Hudson, selective style, three speeds forward and one reverse. Aluminum housing.

REAR AXLE—Hudson-Timken, helical bevel gear drive. Heavier and with improved adjustments.

FRONT AXLE—Hudson-Timken. Drop-forged I-beam type.

BRAKES—Large surface, external contracting service and internal expanding emergency. Increased diameter and improved leverage.

FRAME—Extra heavy, 7 inches deep, reinforced by additional tubular cross members which increase rigidity and eliminate strains on body, motor and radiator.

STEERING GEAR—Worm and gear construction. Easily adjusted.

IGNITION—Delco.

STARTING—Delco.

LIGHTING—Headlamps with dimmers and safety lenses. Tail lamp connected with lamp on instrument board.

LUBRICATION—Constant level circulating splash system. Oil pump automatically adjusted to motor speeds.

New Series Hudson Super-Six

RADIATOR—Cellular type, with shutters operated from dash, allowing perfect control of motor temperature under all conditions. Bonnet louver covers supplied for winter use. Motometer.

COOLING SYSTEM—Ample capacity, large centrifugal pump. Automatic "Sylphon" thermostat insures efficient operating temperature in all weathers.

WHEELS—Wood artillery type. 12 spokes front and rear.

TIRES—34 x 4 1/2, non-skid front and rear. Mounted on new type solid rims with quick detachable lock ring.

SPRINGS—Semi-elliptic front and rear. Extra long and wide, with adjustable shackles. Improved riding qualities.

UPHOLSTERING—In open models, long grain, hand buffed leather, French finish. Pleated over Marshall cushion springs. In closed models, high quality cloth fabrics.

TOP—Hudson, built on car. Improved clear vision curtains opening with doors. Gypsy curtains in rear.

INSTRUMENT BOARD—Primer, radiator shutter control, carburetor controls, combination lighting and ignition switch, equipped with high grade lock, oil pressure gauge, ammeter and magnetic speedometer, illuminated by hooded light.

EQUIPMENT—Large electric motor driven horn, tool kit, special wrenches, jack, pump and tire repairing outfit. Motometer. Enclosed models have new type clear-vision visor on windshield, of great value in rain or snow, or when driving towards sun. May be rolled back when not in use.

TURNING RADIUS—Left hand turn, 18 1/2 feet; right hand turn, 21 feet.

Note—The Hudson Motor Car Company reserves the right to make changes or improvements at any time without incurring any obligation to install same on cars previously sold.

HUDSON — A WORLD-WIDE INSTITUTION

Export Models

Special Options to Meet Foreign Requirements

IN ADDITION to the cars as described in the previous pages, the following options in Hudson Super-Six cars are also provided.

DRIVE—Right-Hand with control levers on driver's right side, on all models except Cabriolet, Coupe, Sedan and Touring Limousine.

COLOR—Both seven and four-passenger Phaetons can be finished in Hudson Gray, if desired.

TOPS—Both seven and four-passenger Phaetons can be equipped with gray tops if desired, instead of pantasote tops.

WHEELS AND TIRES—Either 880 x 120 Millimeter Clincher or 34 x 4½-Inch Straight Side types.

SPARK PLUGS—Either Inch or Metric.

SPEEDOMETERS—Mile, Kilometer or Verst.

TAIL LAMPS—On right side on Right-Hand-Drive cars.

EXTRA EQUIPMENT

The following are the only Extras which will be supplied by the Hudson Motor Car Company if ordered:

WIRE WHEELS—Houk, in Inch or Millimeter types.

SIDE LAMPS—and Bulb Horns.

The Hudson Motor Car Company is not prepared to furnish extra equipment such as Seat Covers, Clocks, Pumps, Shock Absorbers, Bumpers, Etc.

Metric Measurements

BORE AND STROKE—89 x 127 M. M.

HORSE POWER—R.A.C. rating 29.4.

PETROL SUPPLY—76 litres.

FRAME DEPTH—178 M. M.

TURNING RADIUS—Left-hand turn, 5.6 Metres; right-hand turn, 6.4 Metres.

