

1927

New Peaks  
of speed, power and safety



*The*  
**Super-Six  
Principle**

now released to  
full capacity

HUDSON



## Nothing Like It *in the World*

WITH the completion of a four-year development and building program, HUDSON now presents an entirely new SUPER-SIX chassis which gives a new meaning to motor car performance.

The SUPER-SIX principle, eleven years in development, and now combined with a chassis expressly built for it, is released to its full capacity. No speed you choose to travel is restricted by the limitations of this motor. HUDSON engineers believe it has the highest safe driving range on the road.

Yet this was not accomplished by stunt-engineering designed to give performance in some one particular respect at the forfeiture of other desirable qualities. HUDSON has high speed, yet it is smooth and even-running at the slower paces; it is economical of gasoline; its acceleration is spectacular all the way from 5 to 70 measured miles an hour and above; it smooths out hills as if they did not exist; it does all this with the vibrationless effort characteristic of the SUPER-SIX principle.

The vital component in this principle is the crankshaft. The HUDSON shaft, patented more than 11 years ago, is built with counterweights so arranged and located that the shaft rotates at all speeds with a flywheel-like effect. In practically all recent high-grade cars, the idea of counter-balancing is recognized as requisite to the best type of design. But HUDSON-ESSEX alone are privileged to obtain *full compensating effects*. Vibration is prevented before it happens, not merely dampened.

Such extraordinary performing ability requires a mechanism designed for entire safety. This the new chassis assures. With a low center of gravity the car rounds curves safely and easily. A patented spring suspension prevents all plunging. At all speeds and on every kind of road the new SUPER-SIX rides and drives steadily and surely.

Four-wheel brake equipment is of the self-energizing type. The action is smooth, yet the quickness and ease with which the car can be brought to a dead stop is fully in line with the amazing performance.

The motor in this new HUDSON is the F-head type; that is, the intake valve is in the head and the exhaust valve at the side. This construction gives a motor of very great efficiency. Just one example may be cited of the quality which marks construction through-

out. The bearing on which the overhead valve rocker operates is not the usual bushing, but a roller-bearing which will operate quietly and without wear for thousands and thousands of miles.

Air is cleaned of dust before it reaches the carburetor, and gasoline strained of all impurities; oil dilution is effectively prevented; the crankcase is ventilated by devices long since built as an integral part of the motor.

To match this performance, the HUDSON is now clothed in a new beauty of design. Radiator and hood are higher, and streamlines sweep from the front to the rear. Fenders and lamps are of new and more attractive design. The whole body sits close and snug to the ground. Curves of pleasing contour mark the entire structure. Smaller wheels are a style feature.

Bodies are available in a variety wide enough to meet all preferences and tastes. All bodies are lacquered in handsome color combinations, and trimmed and fitted in the interior with the best and richest materials the market affords. The owner of a HUDSON may examine cars of the highest grade and price; and then find upon comparison that his car is unexcelled in finish.

The custom of the industry has been to charge rather high premiums for such qualities as outstanding performance and beautiful lines. The HUDSON SUPER-SIX idea is that these qualities should rather reflect economical manufacturing facilities and engineering efficiency of the company sponsoring them.

Through years of great volume both with HUDSON and ESSEX cars, HUDSON has learned to effect economies of a sweeping nature, meantime not only maintaining, but actually improving quality. These cars are presented as unqualifiedly the best ever manufactured by HUDSON, and with the confident belief that they represent a value which is nowhere else matched in their field.



## Bodies *with Style and Beauty*

*to Match the Super-Performance of Hudson*

AS THE NEW HUDSON Super-Six chassis represents new and even revolutionary standards of performance, so the body styles are distinguished by a surpassing style and beauty.

The body types come in two general groups: First, perhaps, are the two cars which may be regarded as standard—the coach and the four-door sedan. Then to finish off the line with cars of the utmost luxury, there has been added a custom-built group, including the brougham, the five and the seven-passenger sedans, the roadster and the seven-passenger touring car.

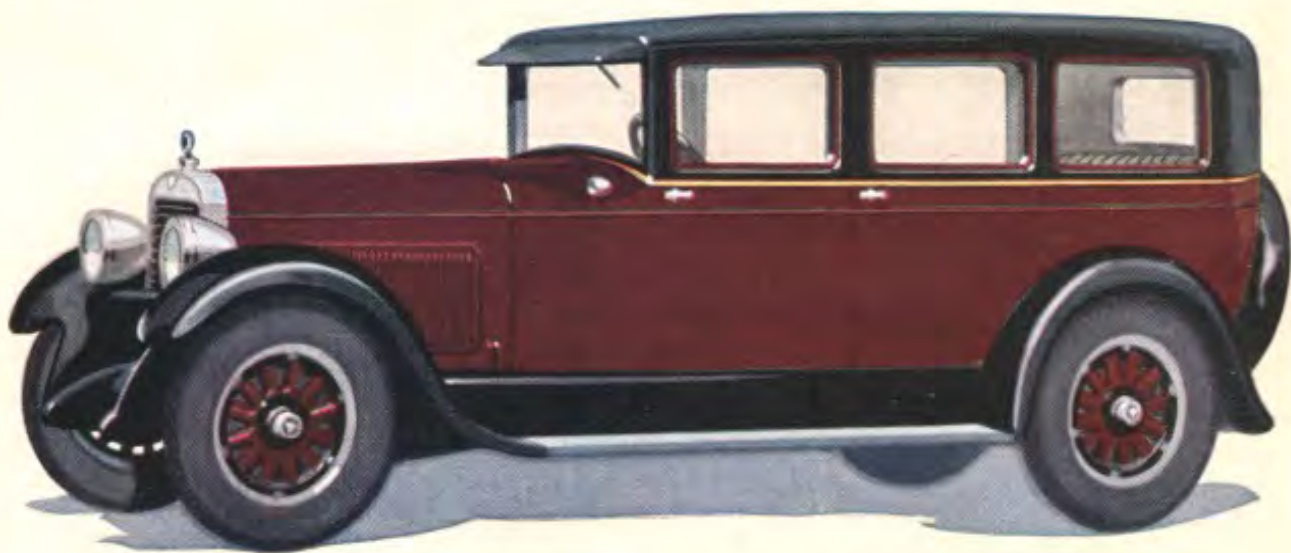
Judged either individually or as a group, these cars are masterpieces of the body-builder's art. Each has its particular appeal. Their variety assures almost any seating arrangement that may be desired. Individual preferences as to lines and appearance may be consulted.

Particularly luxurious is the custom-built group. The exteriors are designed with contours at once handsome in line and authentic in style. Graceful moldings sweeping from front to rear assist the general impression.

Upholstery is in mohair. Fittings include silken curtains on the rear and the quarter windows, dome light, arm rests, assist cords, foot rail and two smoking sets. The instrument board is finished to match the upholstery, while the windshield panel and window ledges are in walnut.

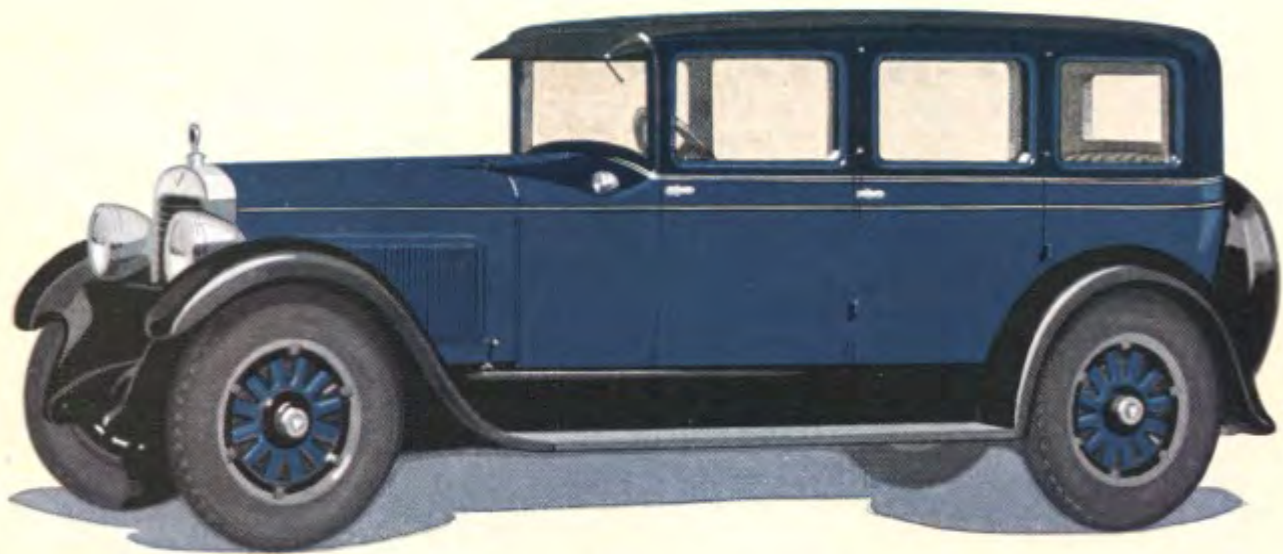
The two standard cars, likewise, are well in advance of current practice. Their vital difference from the custom-built bodies is that they have been designed for manufacture in larger numbers. Their exterior lines are handsome and impressive, the interiors finished with taste and beauty. Upholstery is mohair, and appointments of corresponding quality. In staunchness of construction they are outstanding in the whole automobile field.

In the open cars, the sportsman's taste for distinctive and suitable effects and fittings has been fully met.



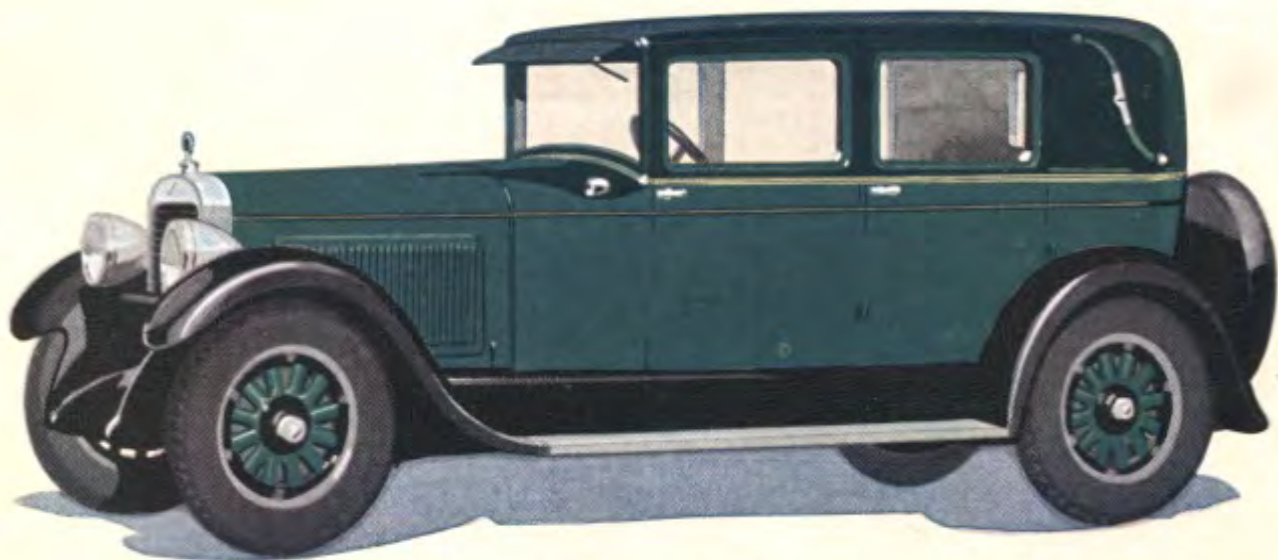
The Hudson Seven-Passenger Super-Six Sedan  
Custom Built

*An ideal car for the family group, because it combines an ample roominess of body with a chassis ability which insures no short-comings in performance. As in other custom-built cars, the finish is luxurious to a high degree. Seating comfort is superb; even the two extra seats are full size and deeply cushioned. This car will command respect and admiration anywhere.*



The Hudson Five-Passenger Super-Six Sedan  
Custom Built

*Impressive in appearance and correct in style, this fine sedan meets the every requirement of the discerning owner. Its graceful lines, its rich upholstery and appointments, its finely wrought details are in keeping with the best standards today. Fittings are complete and of finest quality. Mounted on the new Super-Six chassis it has the quick pick-up and performance of an open car.*



The Hudson Five-Passenger Super-Six Brougham  
Custom Built

*For the motorist seeking something different and distinctive, built to a standard of splendid luxury, this brougham will have an appeal all its own. Without in any way infringing the soundest taste, the lines have been drawn to provide an effect both individual and striking. Color effects and striping are important. Within, of course, the finish is entirely complete and rich.*





### The Hudson Five-Passenger Super-Six Standard Sedan

*One of the most attractive cars of the season is this four-door sedan. The lines are graceful, sweeping and suggestive of the exceptional performance assured by the Super-Six motor. The body is ample in size, offers the advantages of four-door convenience, and is steel-built to a standard of rigidity and strength which is nowhere excelled in the whole automobile field. Within, the Pullman type front seat is adjustable in position for the convenience of the owner; the instrument board is beautifully designed; and all metal trimming is lacquered to harmonize with the upholstery. Fittings include a dome light, rear vision mirror, door pockets, and silken curtains on the rear and rear quarter windows.*

**BELOW:** *This Hudson Coach represents an amazing value. Low, trim and graceful in line, its beauty is well set off with an attractive color scheme. From the front or from any angle its lines have an appeal of dignity, quality and good taste; more, they are conspicuously handsome. The high radiator and hood, the distinctive fenders and lamps, the neatly offset windows, the striped moldings, and the well-proportioned curved effects are important elements in the whole handsome design. Within the instrument board is a highly pleasing unit. The windshield panel and window ledges are lacquered to match the attractive mohair upholstery. There is a dome light, rear-vision mirror, a door pocket, and a silken rear curtain. The body is strongly and rigidly built of steel. No more enduring construction is known in the industry. Room is ample, and seating arrangements comfortable. The two front seats may be adjusted to meet the preferences of individual passengers.*





## Thorough-going Quality *in* Every Detail

IN THE smaller items of motor car construction will often be found a dependable clue of the standards which the maker has set for himself. SUPER-SIX fundamentals are naturally sound; smaller items are similarly of high grade.

The instrument board is an interesting example of such care. Design is pleasing in its general conception and coloring, while the instruments are so neatly grouped that they serve as a beautifying influence to the whole interior. Parking brakes and all controls are placed for ready convenience.

Equally important is the effect of such units as the fenders and lamps on the exterior appearance. The whole HUDSON design now follows a streamline effect, which reaches its greatest possibilities because the rounded sweep of the fenders and the pleasing lines of the lamps are in

exactly the correct proportions giving these new cars an impressive appearance.

All HUDSON models hang smartly low to the ground. This is important as contributing to safe driving and is equally a factor in the matter of appearance. It is

a construction particularly appropriate to a car of the masterly performing ability of the new HUDSON.

Despite the immense power in the motor these HUDSONS hold the road with a sureness and comfort far in advance of all previous standards. The rear spring arrangement, which is patented and exclusive to HUDSON and ESSEX, is such that even rough roads are smoothed out, while curves may be negotiated with no swerve or swaying. On the better roads the ease and comfort of riding is such that trips of 300 or 400 miles in a day leave no fatigue or strain.



*Hudson's four-wheel brakes are of the self-energizing type. Action is smooth, sure and un-failing.*

## Exceptional Economy of Operation

Carburetor experts have been amazed by the economy of the new SUPER-SIX motor. By conservative men it is stated that this motor will yield the largest mileage per horse-power developed the automobile world has known. This is because the SUPER-SIX principle, now at a new standard of development, reduces internal motor friction. In maintenance costs the HUDSON SUPER-SIX has long been outstanding. The total expense of operating this remarkable car need not be higher than for automobiles far less desirable in all characteristics.