12 7/8 inch Wheelbase

HUDSON

Super Six
127 inch Wheelbase

HUDSON
SUPER-SIX

HUDSON MOTOR CAR COMPANY
Detroit Michigan
U.S.A.
Setting

The Vogue of Tomorrow

There is a new vogue in fine cars. London, Paris or Vienna have no hand in it. It is a style distinctively American, the product of the increasing range of motor travel in America. Covering ever greater distances on the finest highways the world has ever known, American drivers have come to measure a car by new high standards of their own; standards based on the degree of speed, of comfort and safety obtained on the open road.

In appearance as well as in their brilliant Super-Six performance, the new Hudson models, both standard and custom body types, fulfill anew this urge for swifter, safer, more comfortable travel.

Distinctive beauty and luxury add to the satisfaction of owning these cars. In creating this new design and achieving an increased usefulness, Hudson is setting "The Vogue of Tomorrow."

A new high hood and slender, deep new Hudson radiator are eloquent in expressing the swift, smooth dynamic power of the Hudson Super-Six high compression motor.

Breasting this slender radiator with its vertical shutters, large nickel-plated headlamps of a Colonial pattern are supported by vertical standards from the frame as well as by a horizontal cross bar.

And wide, deep crowned fenders with their aprons sweep away from the radiator and out over the wheels in one clean arc.

Here is the beginning of an automobile design that is new and refreshing.

Today's Hudsons achieve their distinction and character by fundamentals of design. Exterior beauty in these cars is structural rather than ornamental. Every line is appropriate, is expressive of the cars' performance, ability and character. The solidity of their body structure is evident in the deep window reveals. Body paneling is aluminum over hard wood and steel framing.

Above the line of the belt moulding, steel channeling has been employed permitting the use of slender, but very sturdy upper body posts and window frames. Windshield and window frames are nickel-plated. Roof lines have a flat contour and the roof covering material is continuous down over the rear body quarters to the belt moulding.

Three distinctive types of Hudson Custom bodies are available. The Victoria, a roomy coupe with staggered seats, a Landau Sedan, and a roomy Seven-Passenger Sedan. In addition to these models on the 127-inch chassis, the ever-popular Hudson Standard Sedan is continued with new finish and appointments.
THE HUDSON LANDAU SEDAN

is distinctive in several interesting respects. It is a wide and roomy vehicle, yet it presents a pleasantly trim appearance behind the new high HUDSON hood. This attractive exterior appearance is accented by a wide decorative body panel at the belt moulding, lighter than the body coloring; by squared window openings with nicked frames; and by the landau arms of the rear quarters. Between the body and tire carrier at the rear there is room for a commodious touring trunk.

NEW INTERIOR EFFECTS

The interior decoration of the new HUDSON Custom bodies is luxurious with the richness of simple good taste. The tendency to over-adornment has been studiously avoided. Instead, the impression of luxury has been secured through the enduring fine quality of material and appointments.

A selected grade of a fine quality mohair is used for both body linings and seat backs, the colors being soft shades just off the gray. Over the deep seat cushions this material is laid in straight French plaits, narrower than customary.

Side lining material is brought snugly and smoothly up to the window glass, a narrow nicked ledge at the bottom of the windows being the only moulding in evidence. An inconspicuous, but pleasing paneled effect is secured with a line of stitching just inside the edge of each side wall area. The effect is of intimate warmth and comfort. An extra fine grade of carpet, matching the color of the upholstering is fitted to the rear compartment, while a rubber mat, underlaid with a thick silencing pad is used as the floor covering at the front. Hardware of a Colonial pattern, used exclusively on Hudson built cars, was selected from a wide variety of designs, the work of leading silversmiths.

After appearance, the most noticeable feature of this Landau Sedan is the smooth brilliance of its high compressive Super-Six motor.

To gauge accurately for yourself the progress HUDSON has achieved in automotive power requires but an hour or two at the wheel of one of these new HUDSONS.
The Five Passenger Hudson Super Six Landau Sedan
There is something about the lines of a well-designed coupe that gives an added distinction to automobile ownership.

In the Hudson Victoria, Hudson body designers have succeeded admirably in achieving distinctive coupe lines into a car of more than ordinary coupe capacity.

The Victoria is a long-bodied car; its clean, low sweeping proportions taking full advantage of the length in the 127-inch Hudson chassis. As in the other Hudson custom models, lines have been kept snugly low behind the powerful looking high Hudson hood, with a double belt moulding and a decorative body panel. Upper body posts are slender but sturdy steel channels, as are the narrow, nickeled window frames.

Landau leather top material is continued down over the rear body quarters, top and roof mouldings being of a color to contrast pleasantly with the neutral tone of the lower body. The rear deck conceals a roomy luggage compartment. Within, the unusual roominess of this car is immediately noticeable. The driver's seat is a wide cushioned, luxuriously comfortable individual chair. Back of it is a second deep and comfortably upholstered seat for two. Still another well-padded seat folds out from under the cowl beside the driver's chair.

A select grade of mohair, neutral in tone, is used for upholstering the seats; and a similar material of the same shade is used for side and head lining panels.

Brushed finished hardware carries a Colonial pattern, while instrument panel and steering wheel are ebony black.

Here are all the finest characteristics of appearance and comfort that can be built into a car for personal use.
The Four Passenger Hudson Super Six Victoria
COMFORT for all passengers has been achieved without the appearance of undue bulk or unpleasant overhang in the Hudson seven-passenger Sedan on the 127-inch Hudson chassis.

As in the other Hudson custom models, a nice balance in design has been achieved by the slender contour of the steel upper body supports, by narrow nickeled window frames and by carrying the landau leather of the top down over the rear body quarters to meet the belt moulding. The lighter weight of aluminum body paneling saves almost the weight of an extra passenger, preserving in this larger body type the splendid performance qualities for which the present Hudson Super-Six is noted.

A fine quality mohair in neutral tone is used for seat upholstery, head and side linings.

In this, as in the other Hudson custom body types, the seats have a special double-decked spring construction. Relatively soft upper springs are sensitive to every riding movement, and are underlaid by stiffer coil springs to absorb heavier deflections. Seat cushions have a form-fitting contour, and arm rests of the davenport type are a comfort feature of the rear cushions.

Auxiliary tonneau seats for two passengers unfold from back of the front seat. Their wise, well-padded cushions extend practically the full width of the body, and deeply recessed floor boards give occupants more than ordinary foot room.

The equipment of Hudson custom bodies is unusually complete. Pleated pockets are provided in the doors. Chased leather smoking sets are installed in the Landau and seven-passenger Sedans. Robe rails in these two models are provided with hand grips at their ends. A wide upholstered foot rest is provided in the rear of the seven-passenger Sedan. These and similar conveniences add to both comfort and appearance.

In these fine Hudson custom bodies there is a distinction of appearance that is the hallmark of custom body design; there is roomy comfort, complete appointment, luxurious quality. And Hudson Super-Six performance, brilliant in every phase of motor operation, lends the final touch to a new vogue of motor car enjoyment.
The Seven Passenger Hudson Super Six Sedan
On the 127-inch Hudson chassis the standard five-passenger Sedan is an exceedingly popular model. Behind this year's higher hood these bodies take on a new distinctive attractiveness of their own. Its twotone lacquered exterior is decorated with lighter window reveals and window striping and with a contrasting panel in the rear body quarters. Four wide doors give entrance to deeply cushioned form-fitting seats for five. The upholstering, a rich mohair and wool mixture, harmonizes with the exterior body color as does the carpeting.

**Driving Conveniences**

Many conveniences in the new Hudson Super-Six models appeal to the experienced driver. Instruments are grouped under one glass in a decorative panel, which carries the design of the body hardware, and are indirectly lighted. They include gasoline gauge and a motor heat indicator, as well as ammeter, oil gauge and speedometer. An Electrolock ignition switch is immediately beneath with choke button just to the right of it. The parking brake is under the cowl to the left. Hudson is fitted with a new type safety steering wheel of black, hard rubber to match the ebony finished instrument panel. Its slender rim, with finger scallops on its under side is moulded over a continuous reinforced steel core. The strength of this type of wheel (it weighs several pounds) acts to prevent front wheel vibrations being telegraphed through the steering gear to the driver's hands. Hudson is equipped with Parabeam headlamps, deflecting their full 21-candle power beam to the road immediately in front for meeting and passing other cars. Light switch as well as spark, throttle and horn controls are located at the center of the wheel.

**Hudson Performance**

To Hudson owners an unmatched Super-Six performance is available. Hudson engineers are responsible for a new type of power plant in which the high compression principle has been combined with the Super-Six principle of balance to produce a smooth and abundant flow of power like that of steam.

This remarkable advance has been accomplished by a new arrangement of valves which permits the use of any motor fuel.

Sit at the wheel of the new Hudson for a mile, an hour or a day. You will be convinced beyond the shadow of a doubt that here is the car of tomorrow, in performance as truly as in fine car appearance.
BE SIDES the four body types mounted on the 127-inch Hudson Super-Six chassis, an additional group of three Hudson body types is available on a 118-inch Hudson Super-Six chassis. These are a coupe with rumble seat, a five-passenger four-door sedan, and an amply roomed coach.

The 118-inch chassis is identical with the 127-inch chassis except for length. It employs the same sturdy axles, wheels and tires; the same effective self-energizing four-wheel brakes; the same type of springs and spring mountings (the rear set spread at their outer ends to prevent sidesway).

Above all, it offers the same brilliant performance from the same high-compression Super-Six power plant, turning waste heat to power and using successfully any motor fuel.

These 118-inch Hudson bodies you will find designed and finished with Hudson's typically fine lines, roomy proportions and complete equipment.

They are finished in attractive duotone lacquers with decorated window reveals and attractive striping. Roof lines of flat contour and low oblong windows emphasize their splendid road balance while preserving ample head room and road clearance.

Upholstering is wool and mohair fabric in solid neutral tones to harmonize with exterior body colors. Seat cushions are wide, deep and form-fitting. A pleasant decorative effect is obtained with patterned hardware of the Colonial period; with burled walnut finished window moldings, and with a tasteful oblong grouping of instruments on a black ebony-finished panel.

Here is characteristic Hudson beauty and brilliant Super-Six performance that creates a new measure of fine car values—cars that give a new significance to the "vogue of tomorrow."

On either the long or short Hudson chassis you will doubtless find a body type which meets both your personal preference and satisfies your own estimate of fine six-cylinder values.
Three of the 118 inch wheel base models.

Hudson Super-Six
In the trend toward motor car engines of high compression, as in many other progressive engineering developments, Hudson is again a leader and a pioneer.

High compression is necessary for speed, snap, performance and economy, but these advantages were previously obtained at the cost of smoothness and flexibility.

Through a companion invention to the Super-Six principle of motor balance Hudson research brings to Hudson owners a distinct advance in standards of automobile performance.

By the skillful combination of these major developments the heat and fuel formerly wasted in gasoline motors has been turned to useful power and a new economy and plasticity of motor performance has been attained. And these results are obtained with any ordinary motor fuel.

New Hudson is given an additional supremacy that is immediately and continuously apparent whether you drive a city block or a hundred thousand miles.
All Hudson cars have a cow ventiler. Nickeled saddle lights are minatures of the headlamps. Electrolux ignition switch is convenient on the dash, approved by insurance underwriters.

The Hudson Super-Six high compression, high efficiency motor is smooth and powerful with ordinary motor fuel.

The decorative instrument panel, indirectly lighted, includes a gasoline gauge and motor heat indicator.

Special carburetion and manifold heat control give splendid fuel vaporization.

Distributor shaft drives a large constant-feed oil pump.

Springs at their outer ends, long semi-elliptic springs give splendid balance, prevent sideways.
In other vital ways, as important as in a Hudson driver as in the Super-Six power plant, the Hudson chassis contributes to better satisfaction.

Hudson riding quality is not duplicated. Through a special frame design, exclusive to Hudson-built cars, it is possible to spread long, semi-elliptic rear springs at their outer ends to secure better road balance and prevent side sway.

Hudson is equipped with Bendix internal expanding four-wheel brakes. These are protected from mud, dust and water by the brake drums, and are self-engaging, reducing brake pedal effort.

An anti-friction steering gear of modern design, not only reduces steering effort, but gives more positive front wheel control.

In these and scores of other ways Hudson driving has been made easier, safer, more convenient, receiving satisfaction as its appearance and power, the new Hudson expresses the "vogue of tomorrow."

Brief Mechanical Specifications

**Hudson Super-Six**

Frame—Heavy channel side members, 3 inches deep, with spot welded members.

Stanchion—With steel side members mounting 28.4 inches, two position between type 28.4 and 29.3 inches.

Wheels and Tires—Tin hooded type, both ends, solid rubber. Steel spoked wheels, 5.70 x 15, with tire sizes 5.70 x 15.

Exhaust system includes exhaust system to Cool, with radiator, cooler, and radiator cover, 7.00 x 15, Front panel filling, 7.00 x 15, Rear wheel, 7.00 x 15, Direct drive, 7.00 x 15, Rear wheel, 7.00 x 15, Direct drive.

Ignition—Electric with spark plugs, dual ignition system, 6 volt battery, ignition switch on instrument panel.

Hood—Steel hood with windshield, mechanical hood, mechanical hood, mechanical hood, mechanical hood.

**Note:** The Hudson Motor Car Company reserves the right to make changes in its design or color scheme or any time without notice, and without obligations to its existing owners or prospective buyers.