



ESSEX TERRAPLANE—with *pneu-mounted* power

In Eleven Beautiful Models
and Attractive Color Combinations

Five "Standard" Models

Six "Special" Models

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Hudson Motor Car Company, Detroit, Michigan

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The New Idea: TERRAPLANE

Two brothers named Wright flew a power-kite off the bleak sands of Kitty Hawk—and gave *airplane* to the world.

Genius and daring, in quest of new thrills, added hulls and keels to winged motors—and gave us *hydroplane*.

Today, the earthbound automobile takes on phantom wings—and you have the TERRAPLANE.

What it is, and what it does, must change by

force of brilliant action, by thrilling "feel," the dictionary of the automotive world.

"The plane that skims the earth"—wheeling with a new smooth free action over the surface of old *terra firma*—is the TERRAPLANE.

"Driving" becomes *Terraplaning*. "Riding" becomes *gliding*. "Hill climbing" now is *soaring*. "Accelerating" is the breathless *take-off*. "Curving" is safe, sure *banking* at speed.

Land flying!—that's what TERRAPLANING is!

How unbelievable! How incredible! *Certainly*—as was Fulton's steamboat, Edison's electric light, the Wright's airplane,—so today is the Essex Terraplane!

You will not believe, for example, that a compact car—especially one in the lowest-price field—could possibly out-start, out-run, out-climb, out-curve and out-stay patrician cars three times its weight, nearly twice its rated power, *ten* times its price.

Neither could we—until we saw it done, and doubting Thomas-like, ourselves did do it in the TERRAPLANE.

In more than 200,000 miles of test running, under every road and atmosphere condition, we have seen this car get away like a startled rabbit, accelerating from 10 to 50 faster than any other stock car built, regardless of price, size or number of cylinders;

—seen it snuggle down on the road and follow its nose around curves with the sure-footed steadiness of the best-handling heavy car you

ever saw, and yet carrying in its own weight not a pound more than it should.

—seen it skim up hillsides and soar over hill-tops with quieter ease and more stuff to spare than any other car now available in the market.

Do you, too, want to see a car do these things? You have only to slip behind the wheel of the Essex Terraplane and glide away. The first hundred yards will convince you.

And you will hardly know which to marvel over the more, the brilliant action of this agile performer, or its roominess—lacking nothing in head-room, leg-room, shoulder-room—or your secure sense of feeling that you are guiding and being carried by a car of easily 1,000 lbs. more weight than actually is here—so solidly sure and safe and stable does the Essex Terraplane respond and ride.

These things have not been characteristic of cars in the lowest-price field. They are not characteristic of those cars today—nor in fact

of any other cars, regardless of price, weight, power or size.

How does it come, then, that they are present here in this unprecedented and matchless array?

By virtue of a new engineering development, worked out of known mechanical laws and tested automotive experience. Inspired engineering!

Engineering that at last has released great power from dead weight—set power free to function light-heartedly, with the flying feet of a sprinter and the endurance of a distance runner.

Out of this engineering—originated and encouraged in the free and untrammelled atmosphere of the *independent* mind—has come a car with four basic new principles of design and structure which endow it with qualities never before attained in any motor car:

1.—*The highest propulsive effort per pound—highest ratio of power to weight—of any production car built in this country or abroad.*

2.—*A center of gravity so low—and so low a*

total height—that it offers the extreme of safety-and-stability at speed, "banking" itself on curves, for example, with gyroscopic certainty.

3.—*The first actual conjoining of body and frame in a single unified structural entity.*

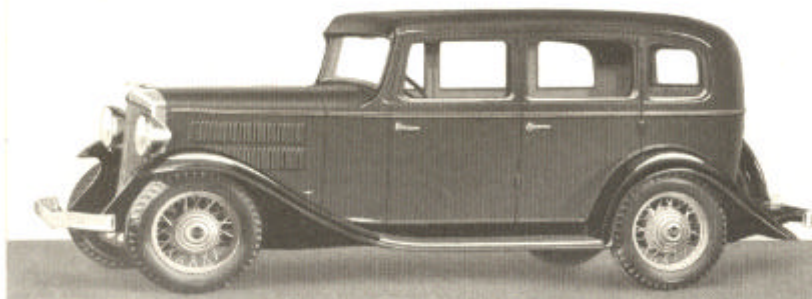
4.—*A proper and balanced proportioning which enables the overcoming of friction with least effort and the establishing of the steadiest riding quality.*

Out of this advanced engineering has come the car that in its lowest first cost and lowest maintenance cost fits the times—in its standards of performance, roominess, safety, takes rank with the foremost of the world's finest, largest and costliest cars—and in its tractable response to your demands recaptures and restores that thrill and fun every automobile had when motoring was new.

This daring engineering has achieved a marvel of unlabored, silent, unshackled power—the first soft-spoken motor to pack a power wallop.

This inspired engineering has brought the Terraplane.

The New Essex Terraplane Sedan for 5 Passengers



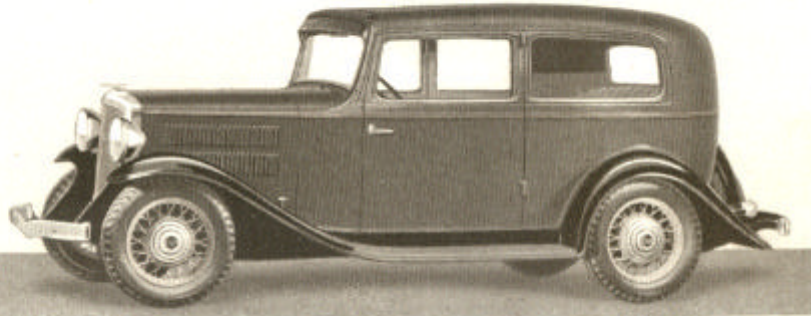
The commodious Essex Terraplane Sedan gives you big car sense and actuality.



Neither in roominess, nor solidity, nor performability has there ever been placed at the disposal of the American family—or for that matter any family group anywhere in the world—so fine, so enduring and so able a standard sedan for anywhere near the price as this New Essex Terraplane.

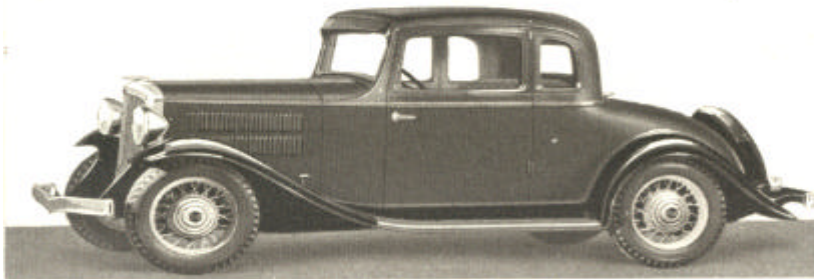
The New Essex Terraplane Coach for 5 Passengers

The Coach revises your ideas of the roomy comfort and stability to be had in a lowest-priced car.



Since its introduction eleven years ago, no one type or model has ever attained and maintained in the low-price field the popularity of the Coach . . . Imagine now what a reception awaits the Coach with its new values of startling performance, advanced features, new all-around serviceability and new beauty as brought by the Terraplane!

The New Essex Terraplane Coupe for 4 Passengers



Two extra rear-seat passengers find extra room in the New Essex Terraplane Coupe.



Now look at the model designed especially for people who travel—and *can* it travel!—with particular care for the comfort of those who like to go or must go all day long, day after day, and be ready to work when they get there. . . . P.S.: Salesmen (and Sales Managers)—A word to the wise: *lowest-price, fleetest, new restfulness, new economy.*

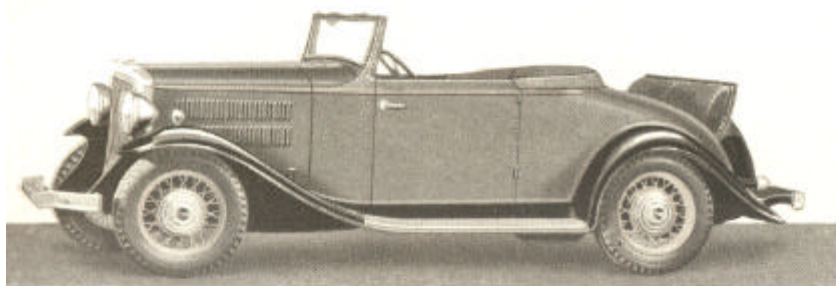
The New Essex Terraplane Roadster for 2 Passengers

The large dash-box compartment provides convenient storage.



One glimpse of this fleet beauty poised at the curb or skimming the highway, and you, too, are likely to exclaim: "Let's go Terraplaning!" It is full-powered with the 70 h. p. Essex Terraplane 6-cylinder engine and carries the complete Essex Terraplane standard equipment—everything just right for two.

Essex Terraplane Special Roadster for 4 Passengers



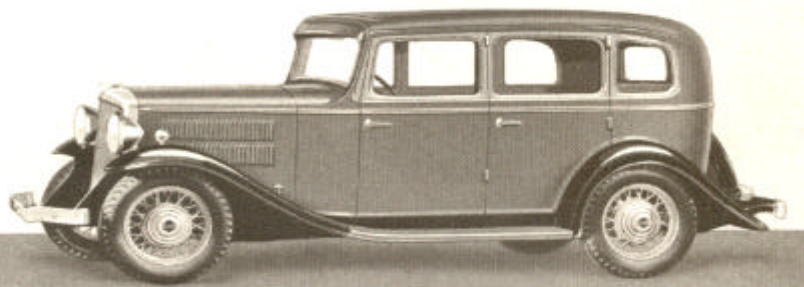
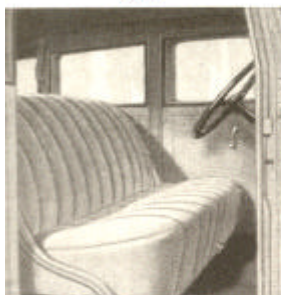
Windshield operation is conveniently controlled by two fingers.



It ought to be called "the Honey!" It's just the last, bright word in smart low lines, handling alertness, comfortable snugness—backed up by extra power. All fittings, trim, and features like tarnishless Velchrom radiator shield, hood hinges, running board molding and fender lights add special Terraplane looks to Terraplane performance.

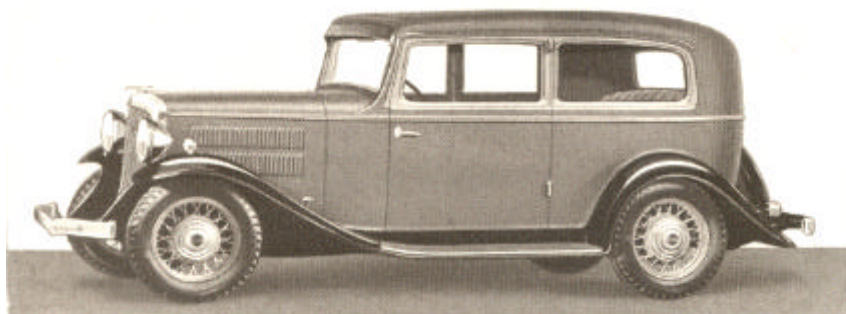
The New Essex Terraplane Special Sedan for 5 Passengers

Instantly adjustable front seats provide maximum driving comfort.



Many of the niceties of finish and appointment usually found only in cars of much higher price adorn the New Essex Terraplane Special Sedan. Radiator bars, bonnet hinges, running board molding and fender lights, all are in tarnishless Velchrom; control knobs in ivory finish; trim, of finest mohair—a striking as well as a swift and sturdy automobile.

The New Essex Terraplane Special Coach for 5 Passengers



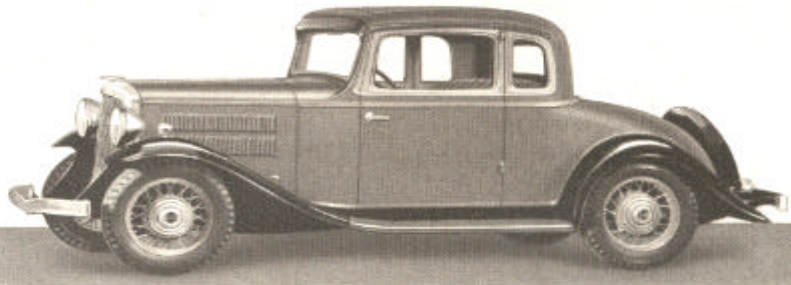
Passengers may enter or leave the roomy rear compartment with ease.



That decided preference which exists for the coach as an all-family, all-purpose model is given unusual attention in the appointment and finish of the New Essex Terraplane Special Coach. Preserving every factor of roominess and compactness, the Special Coach design brings new beauty, new facilities for riding and driving ease to this ever-popular model.

The New Essex Terraplane Special Coupe for 4 Passengers

Roominess is a fact of actual reality in the Essex Terraplane Coupe.



That smart, extremely serviceable and increasingly popular model—the coupe for two or four passengers—achieves a new and striking expression in the New Essex Terraplane Special Coupe. It is a fresh, trim design, with extraordinary handling qualities, and fitted with special refinements and conveniences appreciated by both the pilot and passengers.

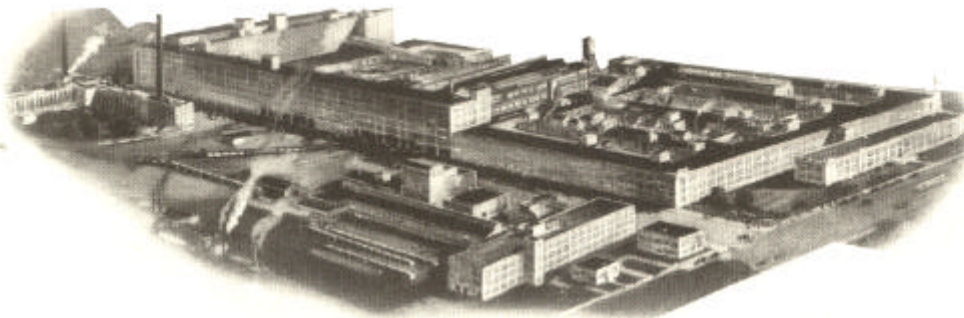
The New Essex Terraplane Convertible Coupe for 2 or 4 Passengers



With top up, its deluxe style bespeaks its fittings and special equipment.



Quite the snappiest, handiest, "personality" model in the entire Terraplane line of smartly-featured and future-styled motor cars is this New Essex Terraplane Convertible Coupe. Now it's a sun-kissed open car for four companionable travelers; again, as weather or road conditions suggest, it's a closed car just right for two.



77 Acres of Great Motor Car Factory—Headquarters and home plant of Hudson Motor Car Company, Detroit, Michigan.

THE manufacturing facilities of Hudson are centralized in a single great factory, in which production on any scale up to 2,000 complete cars a day—the largest production per square foot of any automobile factory in the world—is so timed, synchronized, as to conserve pro-

cesses, time and handling to utmost advantages.

These of course are indispensable factors for that efficient, economical production which has enabled Hudson to create and build the Essex Terraplane line of quality cars for the lowest-price field.

