When you sit behind the wheel of this long, luxurious, roomy car, you have at your command greater hill-climbing ability and acceleration than in any other car at any price. Hudson has carried the Terraplane principle one step farther in designing the Eight. This new Terraplane has an even greater power-to-weight ratio than the Terraplane Six. Its 8-cylinder, full 94-horse-
power engine is mounted on rubber and air cushions. It has the same low center of gravity as the Terraplane Six. Its chassis and body are of solid steel construction, and are coupled together as a unit to make one complete whole. With these features—and this added comfort and power—you will experience an even greater Terraplane thrill when you Terraplane in an Eight.
The Terraplane Eight is here! Powered by a 94-horsepower engine, which gives you 85 more horsepower than the Terraplane Six. Five sparkling models to call previous conceptions of motor-car values to account. The complete list of outstanding features exclusive—is far too long for this space.

- Year-'round Ventilation and Air-regulation
- Unit steel box-girder body and chassis construction
- Closed Models Wired for Radio
- Thermostatic Best-in-Price shock absorbers
- Lowest Base Price

In addition, for the driver's convenience, you will find an adjustable driving seat, pedals and
Bigger, more powerful 8-cylinder Terraplane principle

With a smooth-running eight-cylinder, full 90 miles an hour or better, if you want it. Assis with standard tread. Bigger, roomier, hill-climbing ability—than the unbeaten course from, at prices so low as to transform.

of the Terraplane Eight—many of them but here are a few of the most distinctive:

- Mostatic, oleo-action absorbers
- Center of gravity, and
- Hard tread
- Heel Tires
- Engine mounted on rubber and air cushions to absorb vibration
- Highest power per pound regardless of price
- Oil cooling—airplane type oil pump—silicon chrome steel valves with steel roller tappets—
steering column—natural-grip steering wheel—quick vision instrument panel—engine temperature indicator on dash—tell-tale lights to flash condition of oiling and electrical systems— locker on the instrument panel—quick one-hand windshield control—non-glare rear view mirror—effortless ball-bearing steering—dash button starting—curtains in rear and rear-quarter windows—automatic clutch*—self-parking windshield wiper.

The unequaled performance of the Terraplane Eight comes from such features as its 94 h.p. high compression engine which uses non-premium fuel—resiliently insulated pneu-mounted power plant—down-draft triple-jet carburetor—patented power-dome — anti-knock combustion chamber—counterbalanced compensated crankshaft—silicon aluminum cam-ground pistons—Duoflo automatic engine oiling—Labyrinthian

The TERRAPLANE "B" COACH

Five Passengers  •  •  94 Horsepower  •  •  115" Wheelbase
Equipped with two wide doors and four large windows. Especially practical for families with small children.

The TERRAPLANE "B" COUPE

Two or Four Passengers  •  •  94 Horsepower  •  •  113" Wheelbase
A large, comfortable two passenger rumble seat, or a roomy package compartment suitable for luggage, sample cases, etc., is provided in the rear.
high power to weight ratio—triple sealed oil-cushion clutch—rapid synchronized shift transmission—silent second gear.

Your comfort and safety are assured by the thermostatic, double-action shock-absorbers—oversized tires—insulation against fumes and outside temperature—all-year-round air regulation—lowest center of gravity giving stability on curves—safety glass*—weather-sealed low velocity extra-wide Servo brakes—and the exclusive Terraplane principle of unit all-steel, box-girder construction of chassis and body.

You can get a more complete list of Terraplane Eight features from your local Hudson-Essex dealer, to whom you should also go for exact information about the wide range of opalescent body-colors. The colors reproduced here are not exact or numerous enough to be used as a basis of selection.

The TERRAPLANE "8" CONVERTIBLE COUPE

Four Passengers  •  •  94 Horsepower  •  •  113" Wheelbase

With top up, a roomy, comfortable coupe insulated against the weather. Two passenger rumble seat in the rear.

The TERRAPLANE "8" CONVERTIBLE COUPE

Four Passengers  •  •  94 Horsepower  •  •  113" Wheelbase

With top down, a trim sports roadster. The top is easily raised or lowered and fits into a deep well. Leather upholstery.
Terraplaning is Terraplaning! There's nothing else like it. There's no substitute for it. It is the nearest thing to ground-flying ever discovered.

And it is a discovery.

While all manufacturers have found new things to put on their cars, Hudson has found a new way to build cars.

The Terraplane is the first Unit-built car—a welded steel body and a box-girder frame designed and built into an integrally complete whole, to make a low-slung, safe car-unit free from wasteful non-structural weight, which gives you greater hill-climbing and acceleration power; much greater ease, safety and economy; and ruggedness which defies the hardest service.

Now—in the new, bigger, more powerful Terraplane Eight, you have Terraplaning plus.

The same uncanny pickup. The same sweet roadability. The same smooth gliding sensation. But—even more speed, more power, more car.

The Terraplane Eight is longer. Its wheelbase is 113 inches. Its 8-cylinder engine gives you 94-horsepower—a even greater ratio of power to weight than the famous Terraplane Six, which has astonished the motoring public by its unprecedentedly high propulsive effort.

It is a bigger car. But it is a Terraplane—"unit-built" as a Terraplane must be—a Terraplane plus!

It hugs the road—"banks" on curves—without pulling or straining—as only a Terraplane can. Its center of gravity is only 18\(\frac{1}{4}\) inches above the ground. You feel no sidesway on curves.

Faster pickup—faster even than the Terraplane Six which is far and away faster than other cars—the Terraplane Eight shoots away in traffic—far ahead of the line.

Built for comfort—you can adjust the seats, steering-wheel, and foot pedals to your own measure. The big airplane-type instruments are located on the beautifully-finished instrument panel squarely in front of your eyes. "Tell-tale" lights replace old fashioned gauges and instantly flash the condition of the oil and electrical systems. The starter-button is on the dash—the choke is conveniently combined with the throttle.

Try Terraplaning!

Until you have sat behind the wheel of these cars—soared over hills in high and sped along the straightaway—you will never know how different the Terraplane is from all other cars.

No other car in history has ever been able to do what the Terraplane does. That is why it has won every performance contest it has entered all over the world.

And Terraplanes save you money. They're as easy on your pocketbook as they are to ride in.

But again we say—Try Terraplaning. For you will experience a thrilling gliding sensation you have never felt before. A feeling of skimming the ground. Of soaring through space. Of rushing, flowing liquid power. That's Terraplaning.

HUDSON MOTOR CAR COMPANY • DETROIT, MICHIGAN

Makers of the Terraplane (6 and 8), The Hudson Super-Six, and the Hudson Pacemaker Eight (Standard and Major Series.)

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