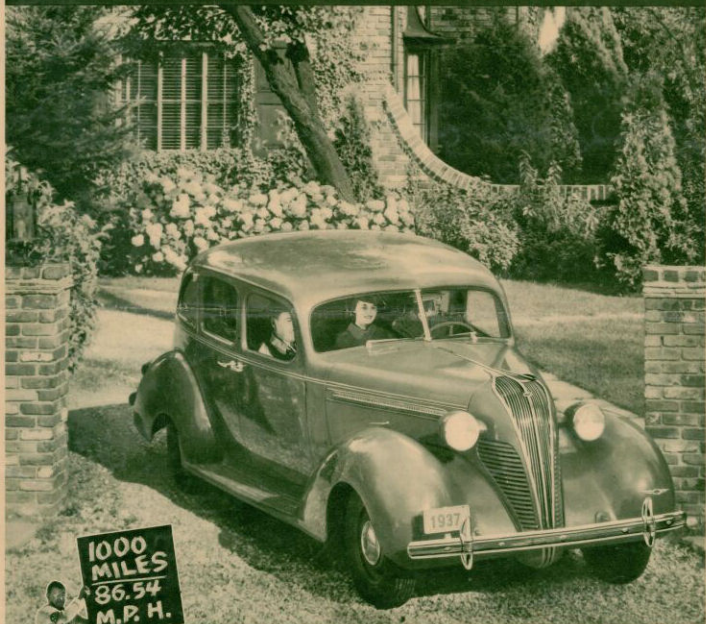


HERE'S **NEWS** OF THE  
*Completely*  
**NEW 1937 TERRAPLANE**

with Hudson's *New* Selective Automatic Shift



First Cars in All History with

PERFORMANCE, ENDURANCE and ECONOMY *Proved*

Before Public Announcement . . . in Most Gruelling

Tests Ever Given Any Stock Car. (See Inside Pages)

The "No. 1 CAR" of the low price field  
*in size, power, new features*

Beneath the *Beauty, Luxury, Roominess*  
You Can See . . . are

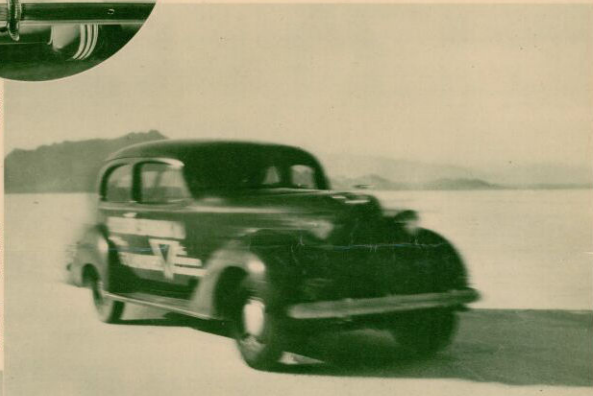
**PERFORMANCE,**  
*Proved...*  
**A THOUSAND**



A glance tells you that the completely new 1937 Terraplane is a style leader . . . official proof tells you that it lives up to its appearance!

*Right*—Hudson-built car, taken direct from the assembly line, undergoing its terrific ordeal at Bonneville Salt Flats, under the watchful eyes of the Contest Board of the American Automobile Association.

*Below*—American Automobile Association officials and newspapermen on the barren Bonneville Salt Flats, watching the Terraplane prove its amazing endurance.



*Below*—The service test on the Salt Flats. The car has paused for fueling . . . and will immediately continue the punishing grind which lasted all night and all day, except for momentary stops such as this. American Automobile Association officials watched every detail of the test.



*Left*—American Automobile Association official making final inspection of car before the beginning of the terrific "torture test", in which 8 official records were broken by Terraplane.

*Right*—A small portion of the enormous Bonneville Salt Flats, Utah . . . the long-dry bed of a prehistoric salt lake. This immense level plain makes a perfect automobile proving ground, and it was here that Terraplane withstood one of the most grueling tests ever given a stock automobile.





**ENDURANCE, ECONOMY,**  
as No Car Ever Proved Them Before!

**MILE GRIND...** Years of Racking  
Punishment Packed into Dramatic "Torture Test"

First New Cars in History to *Prove* Their Ability  
to "Take It..." Before They Were Announced

A glance will tell you that the completely new 1937 Terraplane is beautiful. A look inside will tell you it is roomy, luxurious and richly appointed. A five-minute drive will tell the story of its smoothness, ease of handling, riding comfort.

But how about performance... in the long run? How about strength and endurance and the ability to withstand tough going? How about the cost of keeping this car fed with oil and gas? Must the owner of a new 1937 Terraplane find out all these things for himself... through daily experience that may be highly satisfactory or that may be very disappointing?

NO... for EVERY ONE OF THESE IMPORTANT POINTS HAS BEEN PROVED... EVERY ONE WAS OFFICIALLY CERTIFIED BEFORE THESE BEAUTIFUL TERRAPLANES EVER WENT ON SALE TO THE PUBLIC!

PROVED... and by whom? You know, of course, that every car is subjected to tests by its own makers. Hudson-built cars are - so are they all. But such tests, no matter how thoroughly and carefully checked, are not final proof... for any manufacturer is as biased in favor of his product as a proud mother is in favor of her child.

SO THE 1937 TERRAPLANE WENT THROUGH THE MILL BEFORE THE COLD, IMPARTIAL EYES OF OFFICIALS OF THE AMERICAN AUTOMOBILE ASSOCIATION... and these respected and independent experts don't show the slightest favor to Hudson or to any other maker!

It was a searching, coldly scientific test with just one object... to get the absolute facts, regardless of whether they would please Hudson engineers or not! The facts were obtained and the result is that every Terraplane buyer gets an automobile whose performance, endurance and economy are OFFICIALLY CERTIFIED in advance!

## MOST GRUELLING TESTS EVER GIVEN ANY STOCK CARS

Imagine putting the throttle of your car to the floor and holding it there for 1000 miles! That's what veteran drivers did... on the barren Salt Flats at Bonneville, Utah... to give you absolute proof of the better engineering, better materials, better workmanship you get in a 1937 Terraplane. Compare this... the greatest low priced stock car performance of all time... officially checked, witnessed and certified by impartial American Automobile Association observers, with the unspunited claims offered you by other 1937 cars!

*Endurance - Not Speed!* This was no trial of speed. It was a racking, punishing public demonstration of a car's ability to "take it"... to GO and KEEP ON going. Motors wide open. A "torture test" of engines, axles, gears... oiling and cooling systems... metals, engineering and workmanship! No part, no detail of design could be just "good enough" - it had to be the best. No stock car ever came through such terrific punishment with so high a score before! Record after record fell - until the 1937 Terraplane had chalked up a total of...

## 8 OFFICIAL RECORDS BROKEN by the 1937 Terraplane

Terraplane's "torture test" proved it beyond any question the No. 1 Car of the low price field. For a 1937 Terraplane Brougham, right from the production line, smashed 7 Class C closed car records, and went on to set a new unlimited

closed car mark for 1,000 miles... averaging 86.54 miles per hour.

Think of it! A low priced car beating the best that any closed car at any price had ever done before!



AS DARKNESS FELL... Terraplane nearing end of its punishing 1000-mile grind on the Utah Salt Flats. Day and night these terrific tests of endurance and performance continued... and when they ended, Terraplane had smashed 8 official records... including the unlimited 1000-mile record for closed cars.



"CAMP HUDSON"... on the vast, arid plain of the Bonneville Salt Flats, headquarters of the most grueling tests ever given stock cars! Note the record-breaking Hudson-built car in the foreground.



AERIAL VIEW of the lonely Bonneville Salt Flats. Note one of the Hudson-built stock cars in the centre of the picture... undergoing the grueling test that PROVED the endurance, performance and economy of these cars.



TERRAPLANE TRIUMPHS. Terraplane ending test run in which years of grinding service were packed into a few strenuous hours. Terraplane, like Hudson, smashed records right and left at Bonneville Salt Flats!





Here's the front of the 1937 Terraplane. Clean, flowing lines . . . graceful and modern in every contour! That high, sweeping stainless steel grille is an impressive sight, and it rides at the front of a car that anyone can be proud to drive.

# More of Everything You Want . . . in **TERRAPLANE**

The "No. 1 CAR"  
*of the*  
Low Price Field in  
size, power and  
new features



Above—Sleek, graceful bodies, nearly 2 inches lower this year, with more head room, more shoulder and leg room than ever, and no loss of road clearance!

Right—1937 Terraplane Broughams have the most convenient arrangement yet devised for giving access to the rear seat! The front seat is a roomy, comfortable "one-piece" seat. The division of the back is cleverly concealed by upholstery pleating. When a passenger is admitted to the rear seat, right-hand section of front seat tilts forward slightly and the whole front seat turns to make room for entrance. Quick, smooth, easy!

The 1937 Super Terraplane Brougham



The wide, luxurious rear seat of the 1937 Terraplane Brougham or Sedan is restful and inviting. Plenty of elbow room and leg room.



## More Head Room Than Ever

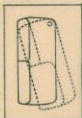
Right—Even though the new Terraplane is nearly two inches lower, it gives you more head room than ever before! Even when you wear a top hat, you'll find no need to "duck"!



# BEAUTY *That Considers* COMFORT



Above—The completely new 1937 Super Terraplane Sedan shows pace-setting style that is a source of lasting pride to every owner! Longer, lower, wider . . . truly fine motor cars. Yet, none of the usual sacrifices in room, comfort or usefulness have been made to secure this style-right effect! It is a car you will enjoy!



Left—In the 1937 Terraplane Victoria 4-Door Passenger Coupé, the front seat swings, just as in the Brougham, to give access to a comfortable transverse seat for a fourth passenger. All passengers ride inside . . . nobody is exiled to a rumble seat. Entrance and exit are made very easy by the swivel action of the front seat (see diagram at extreme left). The smartness and convenience of this seating plan makes the Victoria 4-Door Passenger Coupé an exceptionally popular model.



Right—Roomy *Baggage Compartment* . . . Just look at that collection of luggage—all stowed safely and conveniently in the spacious Terraplane compartment, which has 9½ cu. ft. of space, with the spare tire inside. Tire may be carried in a side mounting. (Side-mounted spare tires are available on all models.) When tire is carried in side mounting, there are 16½ cu. ft. of storage space!



Higher, Wider Doors on the 1937 Terraplane . . . Easier to get in and out . . . and they open to their full width! Front door opening, 31½ inches wide at widest point and 43 inches high. Rear door opening, 27½ inches wide, 43 inches high.

Below—The flowing contour of the 1937 Terraplane hood is set off by the gleaming, beautifully designed boulevards, with their suggestions of dynamic movement . . . harmonizing with the design of the whole car.



Above—The sweeping, graceful line of the chromium-plated Terraplane bumper sets off the beauty of the car itself. Front bumper is 65½ inches wide . . . rear bumper 63½ inches wide. Both complete with guards. Note, too, how the stainless steel radiator grille sweeps far down, to conceal the front axle and other under-portion of the chassis.

**"No. 1"**

in  
*Driving Ease..*

**The Car That Almost  
Drives Itself ...with  
Hudson's New Selective  
Automatic Shift**

"I like to do my own deciding... as to when to shift, and what gear to shift into!  
This Selective Automatic Shift is just the thing I've been wanting!"

*Behave* - With Hudson's new Selective Automatic Shift, you can shift gears quickly and surely when you are threading in and out of traffic or when passing another car on the highway. There is no need to slow down to a crawl.

Your car is quick, responsive, agile.



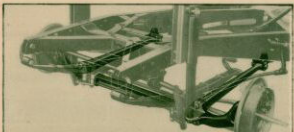
**YOU DON'T NEED  
THIS...**

In the 1937 Terraplane, there is no need to reach for a gear shift lever. In fact, no lever at all is needed, with Hudson's new Selective Automatic Shift (an optional extra). Of course, you can have conventional gear shifting with out cost-lever and all—if you like, but try the Selective Automatic Shift before you decide.



**YOU DON'T NEED  
THIS...**

With Hudson's new Selective Automatic Shift, you push no clutch pedal... yet slip smoothly from gear to gear... when you want to, at any speed. Automatic action of transmission and clutch does all the work... a great forward step in motor car control!



*Above* - Sectional view of the 1937 Terraplane's new roller-tooth steering gear... makes steering easier, smoother, safer than ever!

**IMPROVED RADIAL SAFETY CONTROL**

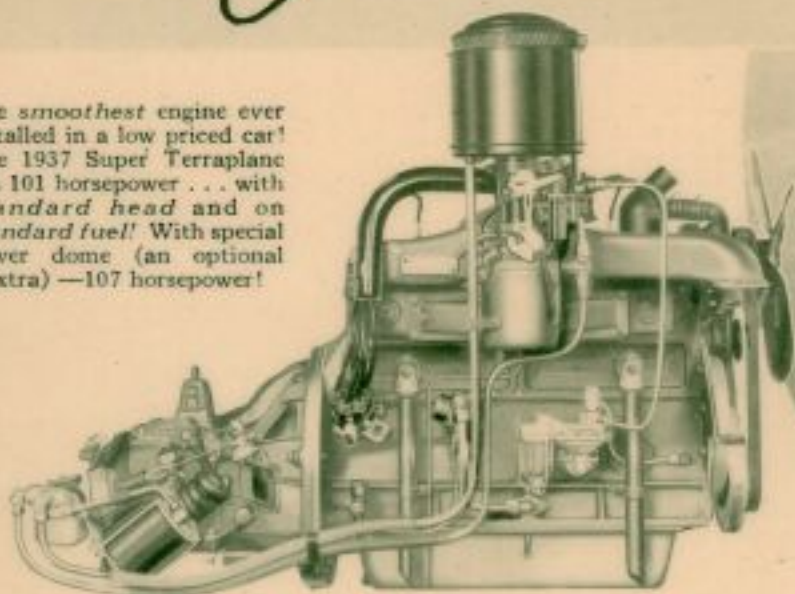
Improved Radial Safety Control is another exclusive feature of cars built by Hudson that adds greatly to your pleasure in driving. Two sturdy drop-forged radial arms permit the front axle to move only in a true arc, which makes riding, steering and stopping much safer. And the long, gentle leaf springs are free from all steering and braking strains... have nothing whatever to do except cushion your ride!

The 1937 Super Terraplane Convertible Brougham gives you the year-round comfort of a two-door Brougham; easily converts into an open car. The cloth panel containing the rear-quarter window is easily removable.



# "No. 1 in PROVED Performance TERRAPLANE!"

The smoothest engine ever installed in a low priced car! The 1937 Super Terraplane has 101 horsepower... with standard head and on standard fuel! With special power dome (an optional extra) —107 horsepower!



## Terraplane Gives You CERTIFIED Performance!

Before the 1937 Terraplane was offered to the public, American Automobile Association officials had witnessed and certified its record-breaking performance... certified that the 1937 Terraplane out-performs even its predecessor of 1936! When you buy a 1937 Terraplane, you know in advance what it will do for you, for you can look at the record! This car smashed 8 official records for sustained speed over long distances at Bonneville Salt Flats, Utah. Tests were made to prove performance and endurance. The list of records is as follows:

DISTANCE	NEW TIME	OLD TIME (Set by Hudson-built car)
200 kilometres	87.9 m.p.h.	87.00 m.p.h.
250 miles	87.17 "	86.56 "
3 hours	87.18 "	86.61 "
500 miles	86.58 "	86.35 "
6 hours	86.61 "	86.38 "
1000 kilometres	86.51 "	86.23 "
1000 miles	86.54 "	85.85 "

\* Unlimited.

## ACCELERATION RECORDS—TERRAPLANE

	M. P. H.	TIME
Through Gears with Selective Automatic Shift	0 to 50	0.4 sec.
In High Gear	10 to 50	13.5 sec.

In mountain climbing, too, Hudson-built cars hold records that PROVE their performing ability! They broke all existing mountain climb records on the famous nine-mile Wrightwood Canon Road in California! A 1937 Terraplane made this terrific climb in 8 minutes 20 seconds SEALED in high gear. Grades are as steep as 13 per cent, rising from about 2,000 to about 5,000 ft. altitude.

Below—The fully compensated crankshaft—originated for cars built by Hudson. Most perfectly balanced shaft in any car! Motor vibration stopped at its source!



The 1937 Super Terraplane Touring Brougham  
Also available in De Luxe Models



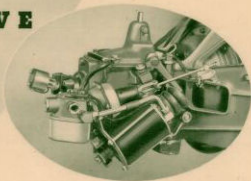




A FLICK OF A FINGER

# HUDSON'S NEW SELECTIVE AUTOMATIC SHIFT

*A Flick of a Finger...*  
*A Touch of a Toe...*  
**TO SHIFT!  
TO STOP!  
TO GO!**



*Here's where the gear-shifting takes place, in Hudson's new Selective Automatic Shift. Gear selection is made with the Electric Hand, and with a lift of the toe at any speed you desire, gears shift automatically.*

Just one finger to operate the Electric Hand, control mechanism of Hudson's new Selective Automatic Shift... and one toe on the accelerator pedal. That's all it takes to drive the 1937 Terraplane!

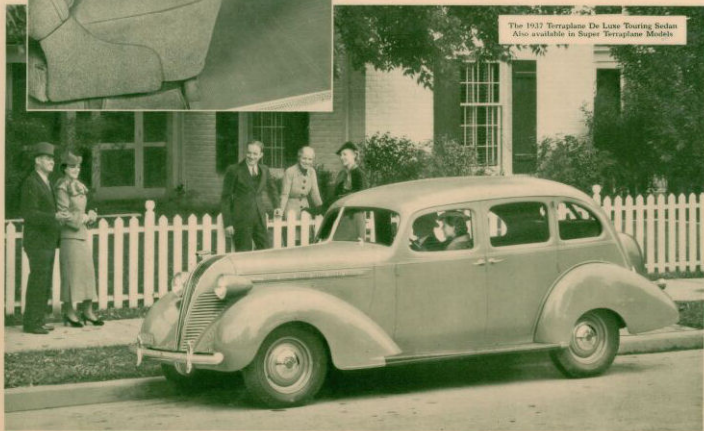


A TOUCH OF A TOE



The Electric Hand, the control mechanism of this new shifting method, shows the familiar gear positions for all forward speeds... and with one finger you move your car through the gears without taking your hand from the wheel. Just the flick of your finger and the touch of your toe on the accelerator—that's all it takes—for shifting, stopping and accelerating in these "cars that almost drive themselves."

*Left—FLOOR ALL CLEAR:* With Hudson's new Selective Automatic Shift (an optional extra), the front floor of your 1937 Terraplane is clear of gear and brake levers. Plenty of room for three to sit in front... and stretch their legs in comfort!



The 1937 Terraplane De Luxe Touring Sedan  
Also available in Super Terraplane Models



# TERRAPLANE

## Brings You PROVED Economy

### Ability to Give Big Mileages on Little Fuel Shown by Official Figures

Any car you name is *claiming* economy . . . but out on the barren Bonneville Salt Flats Terraplane *proved* it, under the exacting eyes of officials of the American Automobile Association! In officially observed tests after the endurance runs, a 1937 Terraplane delivered 21.08 miles per gallon of gasoline . . . at an average driving speed, 30 miles an hour. This is accurately measured, *actual* mileage . . . not someone's extravagant estimate or statement. *Real* economy . . . officially tested and approved!

*Left*—These fine T-slot pistons are of silicon aluminum, cam ground for exceptional smoothness. Each has four rings, *pinned* to prevent slippage and reduce wear. The maker of no other popularly priced car goes to the additional trouble and expense of using *pinned* piston rings.

"We aren't selling you so much gas since you got that new Terraplane, Miss Adams?"  
"That's right, Joe . . . my bills have been a lot lower. And it's the *goingest* car I ever had!"



*Above*—When the 1937 Terraplane proved its economy, every drop of gasoline was weighed on these scales before it was placed in the tank, with an American Automobile Association official looking on and carefully verifying the exact weight. No chance for an error here . . . no need for rough guesses . . . not the slightest chance for exaggeration. 21.08 miles per gallon means *exactly* 21.08 miles!

*Right*—Terraplane's high chrome alloy cylinder block saves many a valve-grinding bill! Extremely resistant to heat . . . and so hard that special valve-seat inserts are unnecessary. Hudson was first to use this type of super-hard cylinder block—developed the tools to machine it—proved its superiority.



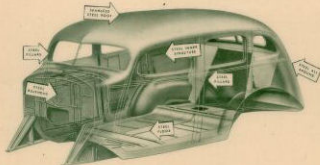
The 1937 Super Terraplane Convertible Coupe. Available in De Luxe Models

# "No. 1" in Safety... TERRAPLANE

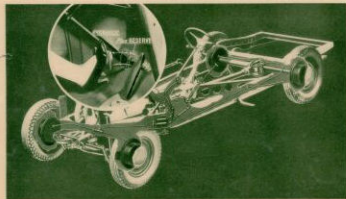
## Tests Prove That SAFE STOPPING is Built Into Terraplane

In the grueling tests at Bonneville Salt Flats, Terraplane's leadership in safety was dramatically proved. This terrific ordeal gave a splendid demonstration of the advantages of improved Radial Safety Control, the security of a body all of steel, the rigidity of the new Double-Drop "2-X" Frame. And the 1937 Terraplane's improved Duo-Automatic Hydraulic Brakes were officially proved highly effective in quick, safe stopping... far surpassing the requirements of the nation's police departments. Terraplane's stopping records were as follows:

STOPPING FROM	DISTANCE FOR STOP
20 m. p. h. . . . .	7 ft. 9 in.
30 m. p. h. . . . .	40 ft. 10 in.
40 m. p. h. . . . .	69 ft. 6 in.



Above—Terraplane's body all of steel... showing its safety construction. Hudson was the first motor car company to build bodies all of steel in its own plants.



Above and left—CAN YOU STOP YOUR CAR LIKE THIS? If the hydraulic brakes in the average car were suddenly disconnected... purposely or otherwise... how would the driver stop? Could he think fast enough to reach for the hand brake, and pull himself to a stop in time? Or could he simply push the brake pedal as usual?... knowing that a separate safety braking system would take hold automatically and STOP his car smoothly and surely? Can you stop that way in your car?... YOU CAN... IN A TERRAPLANE! For ONLY cars built by Hudson have Duo-Automatic Hydraulic Brakes as shown in this chassis diagram... safest stopping ever built into any automobile! Plus a third braking system, with the easy handling parking brake.

"Take Risks with Betty?...  
No Sir! I Drive a TERRAPLANE!"

When you take your family out in a 1937 Terraplane, you know that you are giving them maximum safety... for Hudson engineers have spared no effort to make these beautiful low-priced cars the safest on the highways today. Safest in construction... in design... and equipped with every feature that adds to security, including Hudson's exclusive Duo-Automatic Hydraulic Brakes.



Terraplane proves its ability to stop quickly... smoothly... safely! One of the tests at Bonneville Salt Flats... in which Duo-Automatic Hydraulic Brakes again showed their exceptional efficiency.



Above—Safety is built into the 1937 Terraplanes! Note how the new Double-Drop "2-X" Frame brings the centre of gravity much lower... which, in combination with the many other features of Hudson's safety-engineered chassis, gives the car remarkable road steadiness... on straightaways and curves alike. Right—These new Safety Curved door handles are not only beautiful in design, but serve as an extra safety feature. Note that the handles are curved away from you... toward the steel doors. No points... no sharp edges.





# "No. 1 in RUGGEDNESS

Terrific Tests Prove

*Terraplane is  
A Glutton for  
Punishment*

**Right—KEEP GOING . . . keep that throttle to the floor . . . don't show any mercy to that 1937 Terraplane! . . . But this car doesn't need mercy, for it came through the tremendous racking of the Bonneville Salt Flats tests with a list of records broken. Every detail of the car underwent a prolonged, punishing strain . . . to prove its ruggedness . . . under the supervision of American Automobile Association officials. And all this testing was done before the car was announced to the public!**



In the mountain-climbing tests in the Sierra Madre Range, as well as on the long grind at Bonneville Salt Flats, the built-in ruggedness of Hudson-built cars brought them through with flying colors.

Terraplane's big, strong rear axle, equipped with tapered roller bearings throughout. Gears and shaft of nickel molybdenum.



**Above—Rural Letter Carriers know that Terraplane can stand up under long, hard service. The list of Terraplane owners shows a fast growing swing toward the use of these rugged cars in the mail service.**



**Above—In police work, too, Terraplane is tremendously popular. City, state and county officers everywhere give it enthusiastic praise.**

Terraplane's new Double-Drop "2-X" Frame, showing the strong box girders and X-members. Note unusual depth of side rails and low centre of gravity. The heavy steel floor of the body is bolted to this frame at 38 points.



The 1937 Super Terraplane Victoria 4-Door Passenger Coupe

# How Much Should a Motor Car WEIGH?



How would you feel if you had to lug a heavy load of scrap iron about with you? That's how a car feels under a needless burden of overweight that serves no useful purpose. Hudson engineers were first to see the importance of cutting down this burden . . . first to develop a car free from unnecessary "tonnage".

Light weight streamlined trains of this type are making transportation history. Combining high power with scientific weight elimination, strength and ruggedness, by means of a greater use of light weight alloys, they are shattering all records for swift and comfortable rail travel at new low costs.

Just what part does "tonnage" play in making an automobile really efficient? When does weight cease to serve any useful purpose? Is a very heavy car necessarily the strongest, safest, easiest riding?

If this were true, then a truck would be far easier-riding than a passenger car! And for real comfort, an Army tank or a steam-roller would be the last word! But it *isn't* true. Engineers know that

automobiles can be built to last, to give long, hard service with maximum safety—without burdening them with excessive weight. In fact, the claims for the advantages of great weight usually come from those who have overweight cars to sell. Modern engineering practice is aiming toward the reduction of weight, and Hudson, maker of Hudsons and Terraplanes, is the pioneer, the leader in this movement.



## Not—How HEAVY? . . . But—How STRONG?

To make an automobile more efficient, it is necessary to increase the strength of each part at the same time that needless weight is being eliminated. This calls for redesigning many parts and redesigning the machinery that makes them. Harder, stronger materials must be used. This often requires different cutting and finishing tools—and scrapping the ones previously used. Hudson, for example, builds cylinder blocks of a chrome-iron alloy, instead of the plain cast iron commonly used. Material so hard and tough that it takes twice as much time for machining and requires special cutting tools, which were originated by Hudson designers.

### WHY AREN'T ALL CARS LIGHTER?

It is true that other engineers appreciate the advantages of Hudson design

and methods of manufacture. It is significant that the 1937 cars show a strong trend toward the elimination of weight. This shows that the industry is continuing to follow Hudson's lead in this direction. But all these necessary changes in equipment and methods are expensive. They take time. They call for changes in production methods. And so the change comes slowly, particularly in companies which do not have unified engineering and production, as Hudson does. These are the reasons why other cars have not yet been able to match Hudson in scientific weight saving and improved car performance.

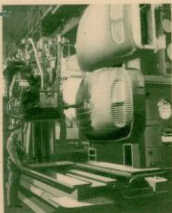
### HUDSON—"TRAINED DOWN" FOR EFFICIENCY

On all counts, Hudson shows that a car rid of excess weight is a better car. Strength? Hudson saved weight by building bodies all of steel . . . then put part of this weight into a sturdier, deeper frame. Hudson's engine is far lighter than many others, yet develops many more horsepower. Hudson's chrome alloy cylinder block saves many pounds of weight . . . yet is much stronger than others. And these are only a few of the places in which Hudson and Terraplane are "trained down".

Roadability? Here, the governing factor is the center of gravity . . . the lower it is, the better a car holds the road. And Hudson leads here . . . for Hudson's new Double-Drop "2-X" Frame brings the center of gravity even lower! Insofar as weight affects the problem at all, Hudson has the advantage . . . in going around curves, there is less force to be corrected by the driver through the steering gear. Hudson's low centre of gravity and "trained-down" weight unite with other features to give these cars exceptional roadability. Only by getting behind the wheel of a 1937 Hudson or Terraplane can you realize what perfect behavior means in an automobile!

Smooth Riding? In Hudsons and Terraplanes, many exclusive features combine to give you the smoothest, most luxurious ride ever developed in an automobile. Radial Safety Control, which makes possible the Rhythmic Ride, Hudson's new improved steering mechanism, long, gentle, easy-action springs and efficient shock absorbers . . . these are some of the features that contribute toward the riding qualities of these cars. Here, again, it is necessary to ride in a Hudson or Terraplane to appreciate its smoothness.

"Trained down" to the most efficient power-to-weight ratio yet attained in the industry, the 1937 Hudsons and Terraplanes bring you the result of the most advanced engineering thought of our day.

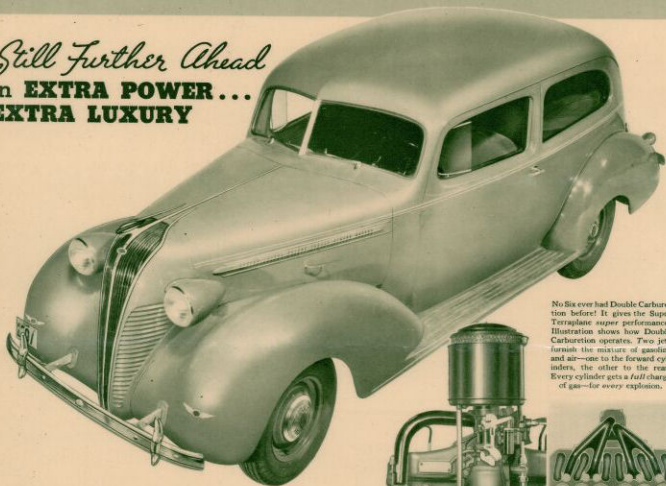


Left—The giant die, biggest on record, which stamps out seamless steel roofs for cars built by Hudson. At Right—A gigantic press in the Hudson Body Plant, which produces 90 perfect roofs all of steel every 66 minutes.

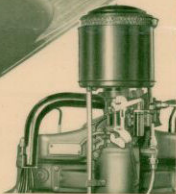


# Lead the Way in a 1937 SUPER TERRAPLANE

*Still Further Ahead*  
in **EXTRA POWER...**  
**EXTRA LUXURY**



No Six ever had Double Carburetion before! It gives the Super Terraplane *super performance!* Illustration shows how Double Carburetion operates. Two jets furnish the mixture of gasoline and air—one to the forward cylinders, the other to the rear. Every cylinder gets a *full charge* of gas—for every explosion.



## Only Low Priced Six with Double Carburetion... 101 *Smooth Horsepower!*

Never before has there been a low-priced Six like this flashing Super Terraplane! Performance that many a costly car can't match... a dashing, spirited car that's off and away before most cars can get going! And *luxury*, too... all the extra conveniences and the extra beauty that you've always wanted. If you're the kind of person who wants *smartness and super-performance*... you'll find it in the Super Terraplane!

### Extra Luxury Touches in the Sensational New Super Terraplane



Heavy-Duty Generator with Voltage Regulator—The regulator increases rate of flow into the battery under undue strain. Keeps battery up to full efficiency at all times.

Twin Air Horns are standard equipment in the Super Terraplane. Their pleasant tone will clear the road ahead of you.



Spring Covers—Covers to protect springs from dust and dirt.



Spring-Spoke Steering Wheel—Handsome wheel of steel-cored Tontex; spring spokes are of stainless steel, attractively designed.



Fixed Wing Ventilation—Deflectors that bring in a flood of fresh air when wanted.



Assist Cords—Two conveniently hung assist cords to help in getting out of the car.

### Other Special Features

- Radiator Thermostat
- Automatic Heat Control
- Front Compartment Service Light
- Parcel Compartment Lock
- Etched Aluminum Scuff Plates
- De Luxe Arm Rests
- Swivel Visor
- Stainless Steel Instrument Panel Moulding
- Short-Pile Carpet
- Taupe Rubber Mat
- Embossed Door Panels
- Double-piped Seat Trim
- Bouclé or Mohair Upholstery
- Front Fender Ornaments
- Twin Tail Lamps

# The 1937 TERRAPLANE... Thoughtfully Planned for COMFORT and CONVENIENCE



A convenient, easily adjustable sun visor to protect your eyes from glare! Easily swung out of the way when not needed.



The battery is right under the hood! No need to disturb passengers to get to it. A remarkable Terraplane convenience feature!



Tall or short, the driver is always comfortable! This conveniently placed lever quickly adjusts the driver's seat in any position wanted. Adjusting mechanism is geared for smooth action.



No "hump" in the rear floor... everybody's feet are comfortable! And, at right, no gear or brake levers to clutter the front floor... nobody's cramped!



Higher doors... so big they invite you right into the luxurious interior. The widest you ever saw on an automobile... and they open to their full width. Another Terraplane comfort feature that also contributes to the beauty of these fine low priced cars.



Terraplane's deep, V-type windshield is 6 inches wider in the 1937 models... a total width of 52½ inches, following the contour of the glass—47½ inches between pillars. Its sweeping flare is a smart style note... plus the broad, clear visibility of a ship's enclosed bridge! Widest vision of any low priced car.



17 inches wide... a cowl ventilator that will let in a flood of cool screened air when you need it! When closed, it is sealed and weather-tight. (Screen is standard equipment on all models.)



Comfortable, resilient arm rests add to the luxury of the rear compartments of 1937 Terraplane Sedans and Broughams.



This attractive, extra-candle-power dome light in the ceiling floods the interior with light when needed.

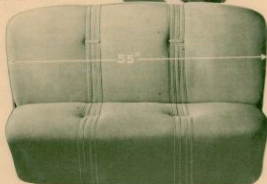


So easy to slide the rear-quarter windows open... just turn the handy little crank.



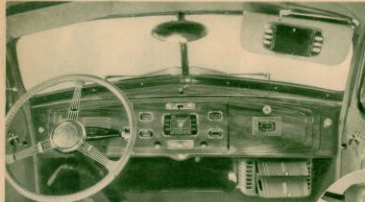
It will all go in easily! Terraplane Touring Sedans and Broughams with trunks have a really amazing amount of space for luggage. With tire inside, 12 cu. ft. With tire side-mounted, 19 cu. ft.

Trunks are available on the 1937 Terraplane Broughams and Sedans... designed to fit smoothly into the design of the car. Notice how beautifully the flowing lines blend with the rear body lines.



This big, deep-cushioned front seat is 5 inches wider... 55 full inches of solid comfort for three people! The upholstery is of fine, rich fabrics, smartly tailored and pleated; chosen to harmonize with the car's interior.





Above—Interior view of front compartment, showing some "luxury touches": Heater, Radio Controls and Dial, Electric Clock mounted in package locker door, Draft Deflector, Right-Hand Sun View with Vanity Mirror attached, Cigar Lighter.



Wheel Disc and Hub Cap Combine to make all-chrome wheel.



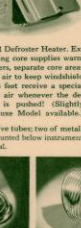
Spotlight—A powerful, handsome spotlight... for safer driving.



Two Outside Horns—Electric vacuum type. Vibrator type available.



Custom Model Defroster Heater. Extra large heating core supplies warm air to passengers, separate core areas supply heated air to keep windshield clear. Driver's feet receive a special flow of warm air whenever the defroster knob is pushed! (Slightly smaller De Luxe Model available.)



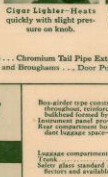
Fog Lamp—Mounts on front bumper. Cuts through fog or mist.



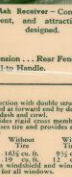
Defroster grilles, in all models, are useful whether heater is installed or not. With heater, warm air passes through to keep windshield clear of ice. Without heater, engine warmth passing through keeps windshield clear of mist.



Electric Clock—(Above, right.) Mounted in the centre of the package locker door. Its clear, attractive dial is illuminated. Uses very little electricity.



Cigar Lighter—Heats quickly with slight pressure on knob.



Ash Receiver—Convenient, and attractively designed.

Additional Accessory Items Available—Tailored Seat Covers... Gas Tank Lock Cap... Mirror Clock... Tell-tail Signal Lights... Chromium Tail Pipe Extension... Rear Fender Finish Plates... Vacuum and Gas Pump... Hydraulic Hill-Hold... Outside Rear-View Mirror... Trunks for Sedan and Broughams... Door Pull-to-Handle.

**ENGINE**  
96 h.p., DeLuxe 101 h.p., SUPER TERRAPLANE;  
6-cylinder, L-head type.  
Bore, 3 1/2" Stroke, 17"  
Piston displacement, 212 cu. in.  
M.A. horsepower rating, 21.4.  
Develops 96 h.p. at 3000 r.p.m. in  
DeLuxe 101 h.p. at 3000 r.p.m. in  
(in SUPER TERRAPLANE)  
Compression ratio, 6.75 to 1.  
Optimal horsepower, 192 h.p. with 7.99 to 1 com-  
pression ratio in DeLuxe 101 h.p. with 7.00 to 1  
compression ratio in SUPER TERRAPLANE.  
Pistons, silicon aluminum 3-rib cast-ground type  
with four pinned rings.  
Connecting rods drop forged.  
Pistons, crankshaft, fully compensated, drop-  
forged, statically and dynamically balanced.

**LUBRICATION**  
Patented Duo-lub system with positive oil feed at all  
temperatures.  
Lubrication oil cooling.  
Overdrive dual oil pump.  
Oil reservoir relief capacity, 3 quarts.

**CARBURATION**  
Single down-draft system in DeLuxe double down-draft  
system in SUPER TERRAPLANE.  
Carburetor has manual choke and heat control on  
DeLuxe, automatic, choke and thermostat control  
on SUPER TERRAPLANE.  
Backfire arrestor.  
Air cleaner.  
Dash jet electric control.  
Vapor-lock relief valve.  
Automatic manifold drain valve.

**IGNITION**  
Full automatic advance.  
Mercury spark plugs.  
Magneto-point distributor.  
12" plate battery, 185 ampere-hour capacity,  
cable adjustment.

**GENERATOR**  
Extra capacity ventilated type on DeLuxe, voltage  
regulator installed (equipped with Delco, Special  
ventilated type with voltage regulator standard on  
SUPER TERRAPLANE).

**STARTER**  
Finger-tooth universal switch.

**FUEL SYSTEM**  
16 1/2" gallon gasoline tank.  
New extra large capacity, constant pressure, fuel  
pump with glass bowl sediment trap.  
Large fuel lines, cooled to prevent vapor lock.  
Level raised on dash.  
Uses non-premium fuel.

**COOLING SYSTEM**  
Centrifugal, six-blade pressure pump driven by  
Silent T-8.

## Drive CARS BUILT BY HUDSON

for more of everything you want

### SPECIFICATIONS

#### TERRAPLANE DE LUXE and SUPER TERRAPLANE

Water temperature indicator on  
dash.  
Cooling system capacity, 12 1/2 quarts.  
Thermostat by-pass control of water  
circulation on SUPER TERRAPLANE.

**SELECTIVE AUTOMATIC  
SHIFT**  
Combination of the Electric Hand and the new,  
improved automatic choke, optional at extra cost,  
provides automatic shifting to any gear at any  
speed.

**CLUTCH**  
Triple-throw oil-cooled, single-plate type with  
heat-treated cork inserts for smooth engagement and  
durability.  
Soft pedal pressure.

**TRANSMISSION**  
Synchro-shift type—three speeds forward, one re-  
verse with silent gears for slow or fast shifting.  
The Electric Hand, for pre-  
selective power-controlled gear shifting.  
Optional equipment at extra cost.  
Automatic disengagement of low and  
reverse gears while in other gears or  
neutral speeds. Impeccable prevent accidental  
slipping from rear-mesh to any speed.  
Overdrive ball thrust bearing with needle pilot bearing  
for main shaft.

**UNIVERSALS**  
Two roller bearing universals with larger spherical  
propeller shaft.

**REAR AXLE**  
Semi-floating type with nickel molybdenum steel  
gears and shaft.  
Spring steel final drive.  
Standard ratio, 4 1/2 : 1.

**SPRINGS**  
Long semi-elliptic type front and rear (front springs  
shackled at both ends). Rear springs have spaced  
momentum to materially increase spring action for  
traverse shifting, eliminating roll and sway.  
Upright self-aligning spring shock absorbers.  
Springs covered in SUPER TERRAPLANE.  
Larger improved oil-cooled shock absorbers,  
adjustable for any type of ride desired. Direct  
action type.

**Radial Safety Control** with safety, smoother springs,  
designed only for suspension of car, and not for  
torque duty.

**BRAKES**  
Dual-Automotive Hydraulic Brakes.  
Internal expanding two-shoe design on all four  
wheels.  
Supplementary mechanical service brakes, steel  
cable operated, with mechanical equal-  
izer, on rear wheel.  
Brake disintegrator, 10 1/2".  
Parking brake, steel cable operated, on rear  
wheel, with mechanical return spring.  
Hand brake lever under seat.  
Hydraulic fluid level optional at extra cost.

**STEERING GEAR**  
Worm and roller tooth type, with external adjust-  
ment.  
Reduction 18.2 to 1.  
Tie-rod runner (rear wheel bearings).  
17" steering wheel with natural leather grip. DeLuxe  
18" optional (same flange with SUPER TERRA-  
PLANE).

**FLAME**  
Rigid, drop 17 1/2" Double Drop 2-X type with  
flange strength at points of greatest stress.  
Rear structure of frame allowed for heavy  
plate cross member forming floor of body, pro-  
viding unit construction of floor and chassis.  
From frame structure carries engine mounting of  
radiator.

**WHEELS**  
16" steel, balanced drop center type.

**TIRES**  
Over-size low pressure type 16 x 6 1/2".  
17 x 7 1/2" wheels and tires optional at extra cost.  
White sidewall tires optional at extra cost.

**BUMPERS**  
11 1/2" wheelbase—overall length, 194 1/2" bumper to  
bumper.

**BODY**  
Steel roof, steel floor and body structure of steel  
reinforced with wood; roof and floor a solid  
sheet of steel.

In use with chassis—unit construction provides solid floor  
of body as plate cross member of frame, giving an  
unmatched rigidity.  
Completely insulated and constructed throughout  
at steel in Hudson factory.

Box-joist type construction with double structure  
throughout, reinforced at forward end by double  
bulkhead formed by dash and cowl.  
Instrument panel provides rigid cross member.  
Rear compartment houses tire and provides almost  
double luggage space.

	Without Tire	With Tire
Luggage compartment	16 1/2 cu. ft.	9 1/2 cu. ft.
Trunk	19 cu. ft.	12 cu. ft.

Safety glass standard in windshield and wind ac-  
cessors and available for all windows.

**BODY VENTILATION**  
Two-way sliding window-type ventilation in De-  
Luxe rear round ventilation with draft deflectors  
at front doors in SUPER TERRAPLANE.  
Rear-quarter windows open longitudinally, provid-  
ing vacuum air exhaust. Contender windows.  
Large cowl ventilator, insect screen standard.  
Wilded body seams sealed with rubber com-  
pound.

**LIGHTS**  
Headlamps streamlined to accord with body, over  
50,000 candlepower.  
Two switch on floor board for driving or passing  
beams.

**INDIRECT LIGHTING ON INSTRUMENTS**  
Single tail lamp on left rear tender in DeLuxe; twin  
tail lamps in SUPER TERRAPLANE.  
Front compartment floodlight in SUPER TERRA-  
PLANE, also illuminates package locker.

**UPHOLSTERY**  
Bench or Mohair upholstery, in closed model—  
leather standard in convertible.  
Coarse and convertible bench.  
An optional at extra cost in  
convertible.  
Form-fitting seats and back.  
Cushioning.  
Upholstered arm rests in rear seat.

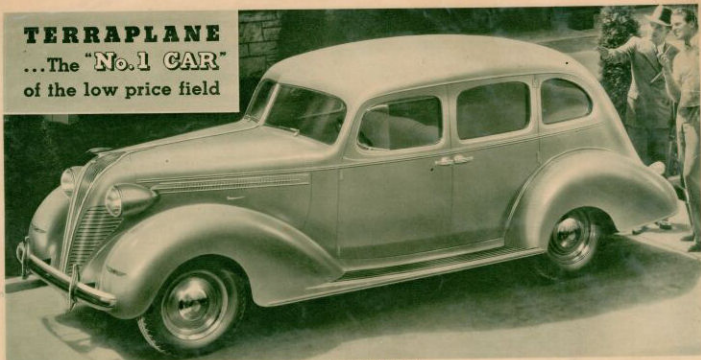
**EQUIPMENT**  
Ash receiver in all body types.  
Generous package locker, 1002 cubic inches  
space.  
Adjustable sun visor.  
Rear-view mirror in body cowl, extra cost option.  
Rear cowl in Sedan.

Non-adjustable steering column.  
Speedometer, dual column type wheel standard on  
SUPER TERRAPLANE.  
Twin vacuum, windshield wipers.  
Rear view mirror.  
Speedometer.  
Fuel level gauge.  
Water temperature gauge.

"Teflex" gauges for oil pres-  
sure, water temperature, etc.  
Two extra straps in SUPER TERRAPLANE Sedan.  
Cushioning extra in SUPER TERRAPLANE Brougham.  
Four feet.

Convenient chest-press lock equipment for doors and  
rear compartment.  
Satin vacuum, wire tire horn under hood in DeLuxe.  
Twin air horns in SUPER TERRAPLANE.  
Convenient vacuum booster and fuel pump, extra  
cost option.

**TERRAPLANE**  
...The "No. 1 CAR"  
of the low price field



**1937 SUPER TERRAPLANE SEDAN**  
117-Inch Wheelbase . . . 101 h. p. (107 with special power dome)  
Also available in De Luxe Series . . . 96 h. p. (102 with special power dome)

MAKE YOUR CHOICE FROM  
*8 Big Beautiful*  
**BODY STYLES**

in De Luxe and Super Terraplane Models

... in De Luxe Models:

117-inch Wheelbase . . . 96 Horsepower  
(102 Horsepower, with Special Power Dome)

... in Super Terraplane Models:

117-inch Wheelbase . . . 101 Horsepower  
(107 Horsepower, with Special Power Dome)

•  
**SEDAN**  
**TOURING SEDAN**  
**BROUGHAM**  
**TOURING BROUGHAM**  
**3-PASSENGER COUPE**  
**VICTORIA 4-PASSENGER COUPE**  
**CONVERTIBLE COUPE**  
**CONVERTIBLE BROUGHAM**



**1937 TERRAPLANE DE LUXE BROUGHAM**  
117-Inch Wheelbase . . . 96 h. p. (102 with special power dome)  
Also available in Super Terraplane Series . . . 101 h. p. (107 with special power dome)



**1937 SUPER TERRAPLANE CONVERTIBLE BROUGHAM**  
117-Inch Wheelbase . . . 101 h. p. (107 with special power dome)  
Also Available in De Luxe Series . . . 96 h. p. (102 with special power dome)



**1937 TERRAPLANE DE LUXE CONVERTIBLE COUPE**  
117-Inch Wheelbase . . . 96 h. p. (102 with special power dome)  
Also Available in Super Terraplane Series . . . 101 h. p. (107 with special power dome)



**1937 TERRAPLANE DE LUXE VICTORIA 4-PASSENGER COUPE**  
117-Inch Wheelbase . . . 96 h. p. (102 with special power dome)  
Also Available in Super Terraplane Series . . . 101 h. p. (107 with special power dome)