



"33 full inches of front seat  
comfort for three . . . No. 1  
among all popular cars!"

Any Way You Measure It...

**TERRAPLANE**

*is the*

**No. 1 CAR**

**of the Low Price Field**



## **The No. 1 CAR in Fine Car Materials and Workmanship**



In *price*, Terraplane is down among the lowest-priced automobiles. Yet when you compare . . . car for car . . . you discover that Terraplane is far above low-priced standards. In fact, you will go away up the scale to match it.

For example—No car in the entire low-priced field even comes close to matching Terraplane's 96 horsepower. In fact, to equal it, you have to go to a car costing \$130 more. For equivalent front seat room, you have to pay \$475 more . . .

and only in Terraplane of all low-priced cars can you have Selective Automatic Shift, optional extra, and own a car that almost drives itself. All through the car . . . any way you measure it, Terraplane is the No. 1 Car in the low-priced field in size, power and new features.

### **Builder of Fine Cars**

But, beyond all this, is the fact that Terraplane is the only low-priced car that is backed by fine car tradition . . . built by a company that made its reputation in the fine car field, with over a quarter of century of fine car experience.

Terraplane is built side by side with Hudson . . . one of the truly great cars. It is designed by the same engineers, built by the same workmen, manufactured in the same plants.

### **Quality at Low Cost**

Because of this unique manufacturing advantage enjoyed by Terraplane, it is actually more economical for the Hudson Motor Car Company to use in Terraplane many materials, many parts, many features which would be far too costly to be put into a low-priced car built by a separate organization. Such materials are available to Hudson at quantity prices. Design problems have been solved, manufacturing processes have been worked out—any extra cost of the materials themselves is more than offset by the saving in cost of experimentation and development of something cheaper.

On the pages which follow are listed many "No. 1's" which clearly establish the superiority of Terraplane. In looking over these many points do not forget this other vitally important "No. 1"—Terraplane's unapproached leadership in fine car design, construction and materials.

# 41

## SIGNIFICANT POINTS

of

# TERRAPLANE SUPERIORITY



**1 NO. 1 IN WHEELBASE**—117 inches . . . nearly 5 inches longer than any of the other low priced leaders. Greater length . . . far more room, finer appearance and easier riding.

**2 NO. 1 IN OVER-ALL LENGTH**—194 inches . . . longest of the leading low priced cars . . . in one case by as much as  $14\frac{1}{2}$  inches. Terraplane is a BIG car and looks its size.

**3 NO. 1 IN OVER-ALL BODY WIDTH**—Greater than any of the leading low priced cars in any of three principal measuring points. At rear— $64\frac{3}{4}$  inches . . . from  $2\frac{3}{4}$  to 5 inches more than the other low priced leaders. At front 55 inches . . . from 3 to  $5\frac{1}{4}$  inches more than the others. At center post— $64\frac{1}{4}$  inches . . . 3 to  $3\frac{1}{2}$  inches more than any of the other leaders in the low priced field. This *wider* Terraplane body gives you more seating room . . . more shoulder room . . . more solid comfort for three in front or rear seats.

**4 NO. 1 IN INSIDE HEAD ROOM**— $70\frac{1}{2}$  inches from ground to highest point of the roof. Terraplane is the BIG car of the low price field . . .  $2\frac{1}{10}$  to  $3\frac{1}{2}$  inches more inside head room than the other leaders. Here is room enough for a top hat, combined with a low center of gravity that means maximum steadiness on the road. Terraplane's advanced, distinctive style is useful style . . . no sacrifice of roominess.

**5 NO. 1 IN TRUNK SPACE**—14 cubic feet of baggage space, with tire inside; 21 feet with outside mounted tire . . . as much as  $4\frac{1}{4}$  cubic feet more than others. There is room enough here for all the luggage you will want to take along . . . and this baggage space is easily accessible through the widest door of any of the leading low priced cars.

**6 NO. 1 IN GASOLINE TANK CAPACITY**— $16\frac{1}{2}$  gallons, from 1 to  $2\frac{1}{2}$  gallons larger than any of the other low priced leaders. This, plus Terraplane's officially certified fuel economy, means fewer stops for gasoline.

**7 NO. 1 IN RUST PROTECTION**—Terraplane is the only one of the low priced leaders with fenders and sheet metal protected by the expensive cromodine process. The fine lacquer finish on your Terraplane withstands weather better . . . lasts longer!

**8 NO. 1 IN STEEL BODY EXPERIENCE**—The Hudson Motor Car Company is the only automobile manufacturer that has been building steel bodies in its own plant since 1926. Terraplane's body all of steel and seamless roof of solid steel is backed by the No. 1 steel body building experience. That means better sound-proofing, weather tight construction, and greater ruggedness.

**9 NO. 1 IN POWER-TO-WEIGHT RATIO**—Terraplane has more power per pound of car weight than any of the other low priced





**No. 1 in Trunk Space (see No. 5)—Room for all the luggage you need.**



**No. 1 in Steel Body Experiences (see No. 5)—More safety and ruggedness.**



**No. 1 in Clear Level Floors (see No. 12)—Extra comfort and convenience.**



**No. 1 with Selective Automatic Shift (see No. 11)—The car almost drives itself.**



leaders. Hudson engineers lead the industry in the elimination of useless weight. For example, each horsepower of Terraplane's motor has to haul only 29.8 pounds. Needless weight means sluggish performance with extra strain on motors, gears, axles and tires. The elimination of useless weight in Terraplane means a better performing car, a more economical car and a more satisfactory car in every way.

**10 NO. 1 IN INTERIOR ROOM**—150 cubic feet of interior comfort for six . . . 11 $\frac{3}{4}$  to 23 cubic feet more than other low priced leaders. Six ride in comfort in any Terraplane brougham or sedan. Ample room is important . . . you have it in a Terraplane.

**11 NO. 1 IN INSIDE BODY LENGTH**—103 inches from windshield to center post in rear window. Most body room inside, in width, height and length . . . 10 to 11 inches longer than any of the other low priced leaders. Terraplane's extra length means plenty of leg room . . . there are no "cramped" legs in Terraplane motoring.

**12 NO. 1 IN CLEAR LEVEL FLOORS**—Terraplane is the only low priced car with clear foot room for three in both *front* (with Selective Automatic Shift) and rear. Just try this extra comfort and convenience!

**13 NO. 1 IN ADJUSTABLE SEAT COMFORT**—Terraplane is the only one of the low priced leaders with both front and rear seats adjustable. The rear seat, adjustable to two positions, gives you greater back seat comfort. The front seat, moving on gears, is adjustable over a full four inches . . . and it locks in exactly the position you choose.

**14 NO. 1 IN FRONT SEATING ROOM**—55 inches of comfort for three (with clear floor space, too). Greater seating room by from 3 to 6 $\frac{1}{2}$  inches than the other leaders in



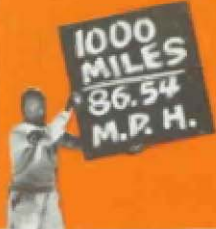
No. 1 in Driving Vision (see Nos. 19, 20 and 21)—Full view of the road . . . instruments read at a glance.



No. 1 in Clear, Level Floors (see No. 12)—Clear foot room for three, front and rear. The roomiest seats and the roomiest, level floors.



No. 1 in Package Locker Space (see No. 22)—More useful room!



No. 1 in Performance (see No. 27)—Holds eight officially certified records.



No. 1 in Proved Economy (see No. 30)—Saves fuel!



No. 1 in Horsepower (see No. 28)—Power to climb hills.

the low price field. Here is a real three-passenger front seat.

**15 NO. 1 IN FRONT SEAT SHOULDER ROOM**—56 $\frac{1}{4}$  inches—3 $\frac{3}{4}$  to 4 $\frac{3}{4}$  inches more than any other low priced leaders. Any way you measure it—the roomiest front seat!

**16 NO. 1 IN FRONT SEAT LEG ROOM**—23 inches, measured with seat in rear position . . . as much as 2 $\frac{1}{2}$  inches more than others. There's room enough here for even the tallest drivers or passengers.

**17 NO. 1 WITH SELECTIVE AUTOMATIC SHIFT**—Terraplane is the only low priced car upon which 1937's greatest driving feature . . . Selective Automatic Shift . . . is available. There's nothing new to learn. The usual gear selections are here except that you choose them with a flick of a finger . . . and without removing your hand from the steering wheel. Then lift your toe from the accelerator

and gears shift by vacuum power . . . automatically. The car almost drives itself.

**18 NO. 1 IN ADJUSTABLE DRIVING COMFORT**—Terraplane is the only one of the low priced leaders with steering column and clutch and brake pedals adjustable. These, plus the adjustable front seat, give you tailor-made driving comfort.

**19 NO. 1 IN DRIVING VISION**—49 $\frac{1}{2}$  inches . . . widest driving vision of any of leading low priced cars . . . more of road visible in front of car and clearer vision on each side . . . cars cannot "pop" out unseen from side streets. Measurement (pillar to pillar on windshield) . . . 7 to 7 $\frac{1}{2}$  inches more than other leaders in the low price field.

**20 NO. 1 IN INSTRUMENT PANEL VISION**—Terraplane instruments can be read at a glance . . . they are in the middle of the panel . . . not at the side, where your vision is obstructed by the steering wheel.



## **21 NO. 1 WITH TELEFLASH SIGNALS**

—Terraplane is the only low priced car with Teleflash signals for lubrication and generator systems. Instead of hard-to-read quivering needles, Teleflash signals flash a definite message when there is *no oil pressure* or when the generator is *not charging*.

## **22 NO. 1 IN PACKAGE LOCKER SPACE**

—1,002 cubic inches. Greatest capacity of any of the low priced leaders . . . from 281 to 594 more cubic inches of package locker space. Here's more *useful* room.

## **23 NO. 1 IN REAR SEAT SHOULDER ROOM**

—54 inches, generous room for three . . .  $1\frac{1}{2}$  to  $3\frac{1}{2}$  inches more than other leaders in the low price field. No crowding!

## **24 NO. 1 IN REAR COMPARTMENT LEG ROOM**

— $25\frac{3}{4}$  inches from front of rear seat cushion to floor in recess under the front seat, means more comfort for long rides without fatigue . . . greater by  $2\frac{1}{2}$  to  $3\frac{3}{4}$  inches than other leading low priced cars.

## **25 NO. 1 IN REAR SEAT COMFORT**

— $26\frac{1}{2}$ -inch rear seat back gives more restful riding comfort for rear seat passengers of any of the low priced leaders . . . nearly 2 inches higher. Surprisingly more comfortable!

## **26 NO. 1 IN HORSEPOWER**

—In De Luxe Terraplane, 96 horsepower, 11 to 14 more horsepower than any of the other low priced leaders. And in the Super Terraplane, 101 horsepower! Power to lead the parade on straightaways . . . to go over the top of any hill on any improved road in America in high gear! Proved by official hill climbing tests made by the 1937 Terraplane under A. A. A. Contest Board supervision.

## **27 NO. 1 IN PERFORMANCE**

—The 1937 Terraplane holds eight official records from the Contest Board of the American Automobile Association including the *unlimited* stock car record for 1000 miles—aver-

aging 86.54 miles per hour. No other stock car built, regardless of price, had ever matched this mark. No other 1937 low priced leader holds even one record. Performance like this is a constant source of pride and satisfaction.

## **28 NO. 1 IN ACCELERATION**

—Terraplane is the only one of the 1937 low priced leaders with acceleration officially certified by the Contest Board of the A.A.A. Terraplane accelerated from 0 to 50 miles per hour in 10.4 seconds, shifting through all gears with Selective Automatic Shift; from 10 to 50 miles per hour in high gear, in 13.5 seconds. You can zip out of tight places in traffic . . . step ahead when you need to on the open road.

## **29 NO. 1 IN ENDURANCE**

—No other 1937 low priced leader has proved endurance as Terraplane has done . . . in a gruelling "torture test" under the official supervision of the A.A.A. Contest Board. No stock closed car at *any* price had ever survived such punishment before! More racking punishment than you will expect of your car in a lifetime. It proved that Terraplane's gears, axles, motor, body, engineering, materials and workmanship are right . . . that Terraplane *will stand up*.

## **30 NO. 1 IN PROVED ECONOMY**

—Terraplane is the only one of the leading low priced 1937 cars with top economy proved in official tests supervised and officially certified. More miles per gallon!

## **31 NO. 1 IN EXPENSIVE METALS**

—Terraplane leads the low priced field in the use of lighter, harder, stronger, more durable, more expensive metals in motor, transmission and rear axle. More fine car materials and construction means not only a better built car, but one that will run better, last longer and cost less in the long run.

## **32 NO. 1 WITH CHROME ALLOY CYLINDER BLOCK**

—Terraplane is the only one of the leading low priced cars with



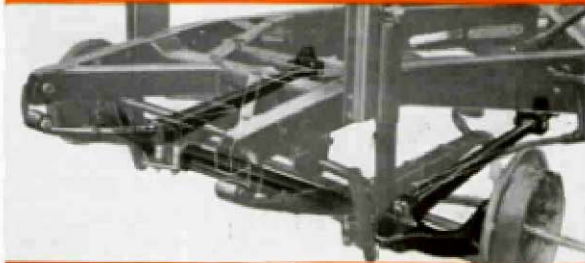
No. 1 in Frame Ruggedness (see No. 36)—"Backbone" to withstand road shocks.



No. 1 in Safe Stopping (see No. 38)—Duo-Automatic Hydraulics stops in half the required distances.



No. 1 in Efficient Lubrication (see 35).



No. 1 with Radial Safety Control (see No. 39)—Engine steering . . . smoother ride.



No. 1 with Chrome Alloy Cylinder Block (see No. 37).



No. 1 with Roller-Tooth Steering (see No. 40).

a high chrome alloy cylinder block and crankcase . . . so hard that special valve seat inserts are unnecessary. This hard, wear-resisting metal reduces cylinder wear, makes frequent valve grinding unnecessary. Your motor lasts longer.

**33 NO. 1 IN SMOOTHNESS**—Terraplane is the only low priced car with inherently balanced crankshaft with counterweights integrally forged . . . a principle introduced and perfected by Hudson. Terraplane smoothness is attained by eliminating vibration at its source . . . makes driving and riding easier and more pleasant . . . and lengthens the life of your car.

**34 NO. 1 WITH STEEL FLYWHEEL**—Terraplane smoothness permits the use of a steel flywheel instead of heavy cast iron flywheels as used in other low priced cars. Here, again, finer materials eliminate excess weight, step up performance . . . lengthen car life.

**35 NO. 1 IN EFFICIENT LUBRICATION**—Terraplane is the only low priced car with Hudson's patented Duo-Flo system . . . the only oil circulating system sending oil to every working part of the motor at the first turn of the crankshaft . . . cooling oil automatically . . . working the same at 100,000 miles as at the first mile . . . feeding oil to both ends of the motor (important on hills) . . . and providing a supply of oil that increases in direct ratio to the speed of the motor. This better lubrication means better performance throughout a longer engine life.

**36 NO. 1 IN FRAME RUGGEDNESS**—Terraplane, with Double-Drop "2-X" Frame, has the deepest frame of any leading low priced car . . .  $7\frac{1}{4}$  inches deep at the deepest point, from  $1\frac{3}{4}$  to  $2\frac{3}{4}$  inches deeper than others. This strong, rigid frame gives Terraplane "backbone" to withstand road shock without getting out of proper alignment.



**37 NO. 1 IN SMOOTH, EASY-ACTING, LONG-LIVED CLUTCH**—Terraplane is the only low priced car with Hudson's patented triple-sealed oil cushioned clutch with cork inserts. It is the only clutch in which the surfaces *glide* together in a film of oil instead of coming together with bone-dry friction. Smooth, easy starts, and greatly reduced wear are two of the important advantages that result.

**38 NO. 1 IN SAFE STOPPING**—Terraplane is the only low priced car with patented Duo-Automatic Hydraulic Brakes . . . two braking systems working from the same brake pedal. It is the only low priced 1937 car with brake effectiveness proved in public tests under the supervision of the American Automobile Association . . . stopping in approximately half the distance required by rigid California laws. Safe stopping is vital in any modern car . . . and here is the *safest* stopping ever built into *any* automobile!

**39 NO. 1 WITH RADIAL SAFETY CONTROL**—Terraplane is the only low priced car with massive steel radial arms supporting the front axle, leaving wheels free to move up and down in harmony with road contours, giving you easier, more accurate steering. Front springs have nothing to do but cushion your ride. All the advantages of independent front end springing, *plus* a sturdy one-piece front axle.

**40 NO. 1 WITH ROLLER-TOOTH STEERING**—Terraplane is the only one of the low priced cars with roller-tooth steering—others have "worm and sector" steering. This more expensive equipment reduces friction . . . makes steering easier.

**41 NO. 1 WITH HYDRAULIC HILL-HOLD**—An optional extra available on no low priced car except Terraplane. This driving feature prevents the car from rolling back when stopped on up-grades.

## Here's Terraplane's Proof of Things You Can't See and Measure

TERRAPLANE is the only 1937 car in the low-price field with proof of things you can't see and measure . . . with performance, endurance, economy and safe stopping officially certified by the American Automobile Association. This proof, established in gruelling "Torture Tests" puts the final "OK" on Terraplane's motor, transmission, axles, frame, wheels, body . . . on materials, engineering and workmanship. Positive proof that this 1937 Terraplane can "take it."

### PERFORMANCE and ENDURANCE

Distance	Speed in M.P.H.	Distance	Speed in M.P.H.
*200 kilometers . . . . .	87.9	* 6 hours . . . . .	86.61
*250 miles . . . . .	87.17	*1000 kilometers . . . . .	86.51
* 3 hours . . . . .	87.18	*1000 miles . . . . .	86.54
*500 miles . . . . .	86.58	**1000 miles . . . . .	86.54

\*Class C records, for closed cars with 185 to 305 cubic inches of piston displacement. It includes nearly all popular American automobiles.

\*\*Unlimited Class records, for all closed cars regardless of size, power or price.

(Note—A kilometer is 0.62137 miles.)

### HILL CLIMBING

Wrightwood Canyon Road, Calif. . . . . 8 Min. 20 Sec.

### ACCELERATION

	Time
Standing start to 50 m.p.h. . . . .	10.4 seconds (With Electric Hand Shifting through gears)
10 to 50 m.p.h. (In high gear) . . . . .	13.5 seconds

### BRAKING

Terraplane Brougham—Fully equipped	Distance
From 20 m.p.h. to complete stop . . . . .	7 ft. 9 in.
From 30 m.p.h. to complete stop . . . . .	40 ft. 10 in.
From 40 m.p.h. to complete stop . . . . .	69 ft. 7 in.



HAVE THE  
**No. 1 CAR**  
of the Low Price Field  
sent out on approval

Your Hudson and Terraplane dealer will be glad to send you a completely new 1937 Terraplane on approval. Drive it! Compare it! Any way you measure it . . . by any comparison you want to make . . . you will find Terraplane is the No. 1 CAR of the low price field—in size, power and exclusive features.



*Drive* Cars Built by **HUDSON**

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