

The Hudson Triangle

VOLUME II

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The 1916 Hudson Six-40

Phaeton	\$1350
Roadster	1350
Cabriolet	1650

THERE are 15,000 owners of this new-type HUDSON—this Six-40 model—who say to you that they believe the car mechanically can never be bettered. They are probably right. We spent four years on this classis, to bring every part to its final refinement. This year we stopped. It seemed perfect.

But in four other ways we found room for improvement. Each will seem of prime importance to every experienced motorist. They are these—all appearing in this 1916 model:

Yacht-Line Body	Ever-Lustre Finish
Roomier Tonneau	\$200 Reduction in Price

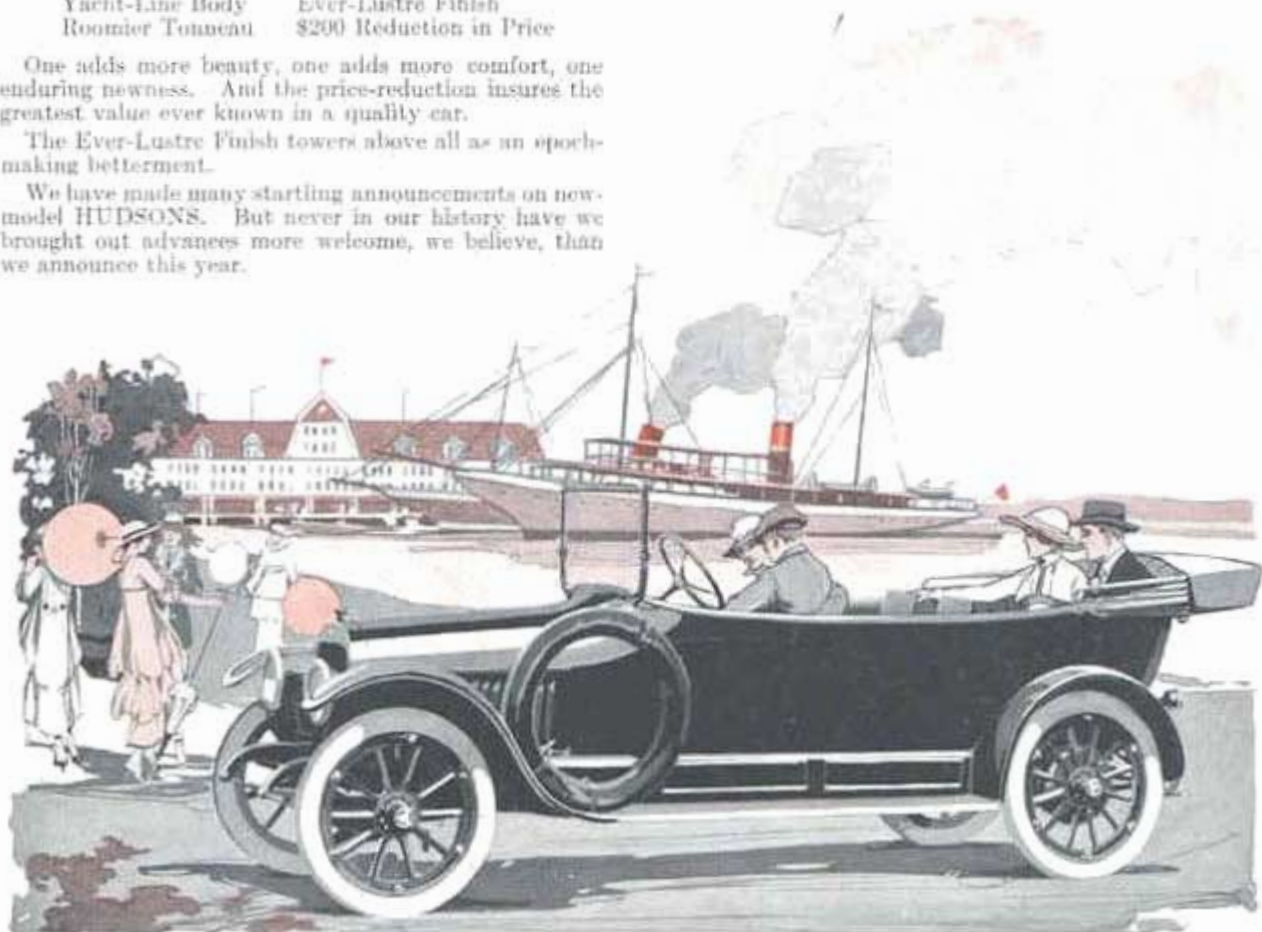
One adds more beauty, one adds more comfort, one enduring newness. And the price-reduction insures the greatest value ever known in a quality car.

The Ever-Lustre Finish towers above all as an epoch-making betterment.

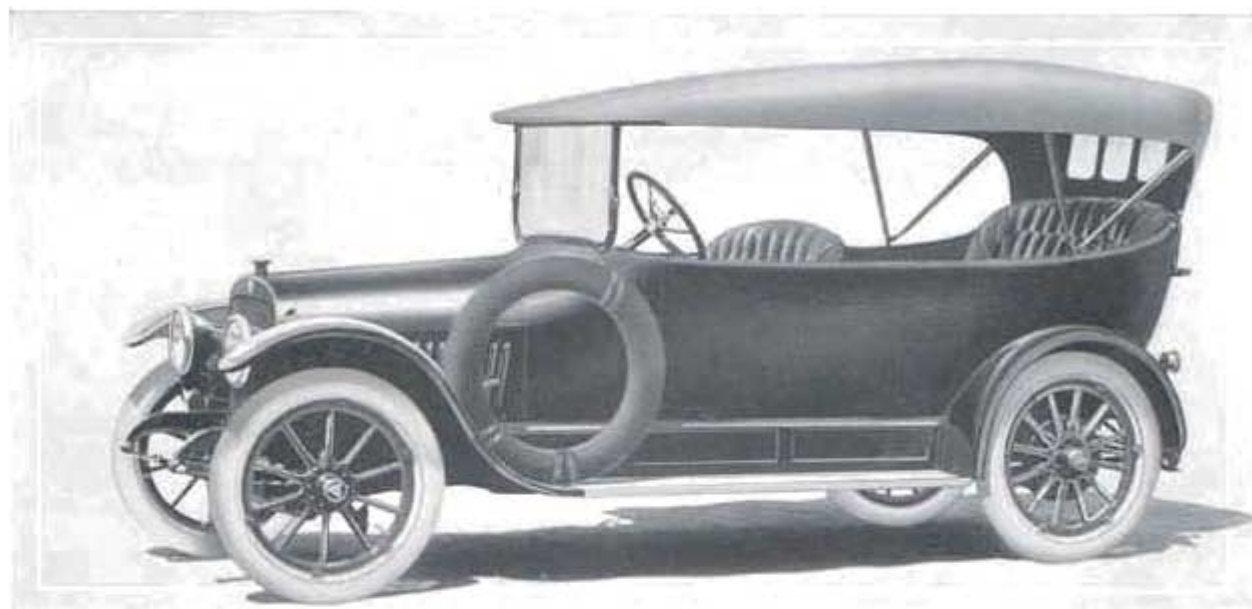
We have made many startling announcements on new-model HUDSONS. But never in our history have we brought out advances more welcome, we believe, than we announce this year.

In November, 1913, the original model of this new-type HUDSON made its first appearance. It was more than a sensation. It came like a bomb in the camp to the makers of class cars. They knew at once that if this type was accepted it meant a complete revolution—which since has come.

The first price was \$1,750—for a Six—which was below the average price of comparable Fours. Most Sixes then sold for \$4,000 and up. A little before that the lowest-priced Six sold for \$3,250 equipped.



Yacht-Line Body—The Road Cruiser



Motor car engineers came to us and assured us that our price was impossible on a quality Six. We must either abandon HUDSON standards or advance that price.

But price was the least sensation. The average weight of six-cylinder cars had been around 4,500 pounds. This new-type HUDSON weighed under 3,000 pounds. Yet it had ample power, and ample room for seven.

That radical saving meant the weight of ten adults. It cut tire cost and fuel cost in two. To get such lightness combined with strength meant costlier materials and better designing. It was this added quality at such a price that formed the real sensation.



The Pioneer of Lightness

This new-type HUDSON first suggested that excess weight was crudity—a weakness, not a strength. About all men now—makers and motorists—have adopted that conclusion. Light cars are the vogue.

But the first conception of true lightness was due to Howard E. Coffin, our famous chief-engineer. And this new-type HUDSON, his creation, was the first light-weight car of this size.

It required a new-type high-speed motor. The smaller bore reduced piston shocks so all engine parts could be lightened. It required special steels of extra strength. It required aluminum in place of cast iron. And a thousand parts had to be re-designed to get staunchness without weight.

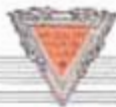
It was no small matter to save 1500 pounds. The HUDSON engineering corps spent two years in doing it. But when they finished they had for the first time a real quality car. In materials, in engine and in designing it excelled all the old heavy cars. And the years have shown that it matched the best of them in staunchness and endurance.

No maker now would dare to offer a car as heavy as the old types. And few pretend that quality cars must cost old-time prices.

An Unparalleled Success

This new-type HUDSON met the trend of the times. The very rumors about it sold our first month's output before the car appeared. When it came out, men flocked by the thousands to it. For one straight year we kept weeks behind on orders.

The next season's model—for 1915—came out at \$1,550. There were 31 improvements, and a year had been spent on refinements. In a month that model was 4000 cars oversold. Later we shipped 1000 cars by



express to as many long-waiting buyers. The demand forced us to treble our output. In the spring of 1915, that model reached a sale to users of one million dollars weekly. It came to outsell any other car in the world with a price above \$1,200.

Now \$1,350—\$200 Less

Now comes the third-year model. Our trebled output has brought about many economies. We have built immense factory additions, equipped with new efficiency methods. So the third-year model of this new-type HUDSON is reduced to \$1,350, f. o. b. Detroit, Michigan.

That means a drop of \$400—of 23 per cent—in two years. And that on a price called impossible.

The HUDSON ambition from the very start has been to end over-tax. That meant lower prices on quality cars, lower upkeep, lower operative cost. Howard E. Coffin was placed in charge of designing because for years he had led in this direction.

In 1906 he built the first quality Four to sell under \$3,000. In 1907 he built the first quality Four to sell under \$2,000. In 1911 he built the first Six to sell under \$3,000. And in 1913 he built this new-type HUDSON at \$1,750—the first Six under \$2,000.

Now this new HUDSON with many refinements sells for \$1,350. It will be many a day, in our estimation, before another car of this class sells nearly so low. It can never be done without HUDSON efficiency combined with HUDSON output.

Now Graceful Yacht Lines

This new HUDSON body is the climax of a long evolution toward unbroken lines. First came the fore doors, then straight-line bodies, then streamline. Now comes—(perhaps the finality)—lines so sweeping and graceful that we call this the Yacht-Line body.

It is a vast improvement on the streamline body. Even

the door tops are upholstered on a level with the rest to leave no broken line.

This body contains an extra-roomy tonneau. The rear seat is much wider than before. The upholstery is higher. The tonneau seats five without any crowding, making a roomy 7-passenger car. But two seats disappear when not needed, doubling the tonneau room.

For added beauty we use enameled leather upholstery of a grade never before used in a car at this price. We fill it with curled hair. Greater comfort or luxury are unattainable in a car at any price.

This we consider the most artistic body ever put on a motor car. Also the most impressive. Men who first saw these graceful yacht lines named this new car "The Road Cruiser."

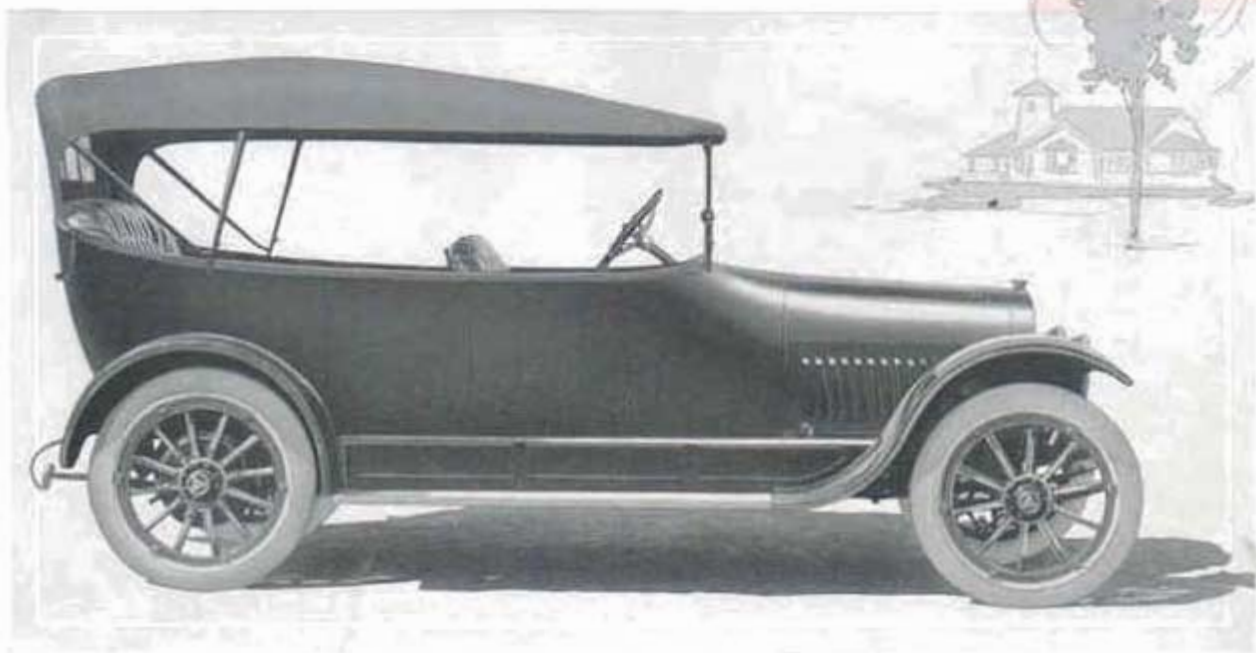
Now the Ever-Lustre Finish The Fulfillment of Your Dreams

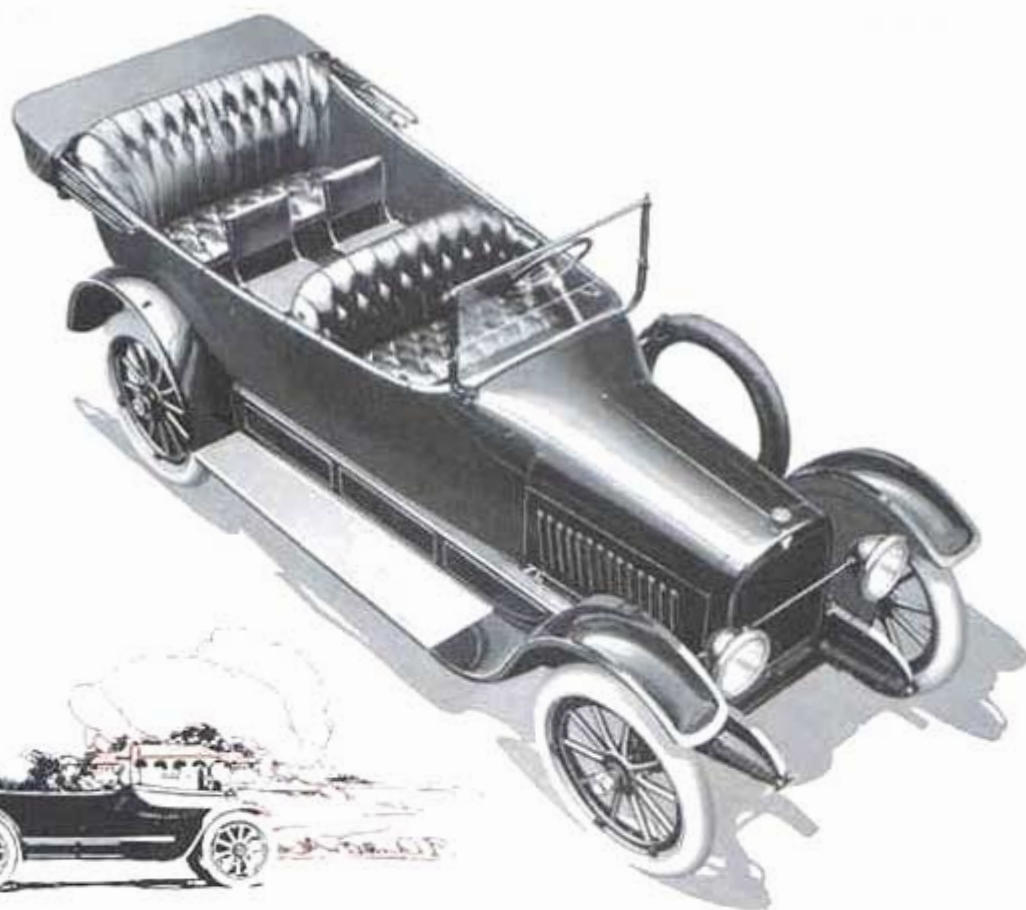
But this year's greatest innovation is our new body finish. Here we offer what you wanted most—an enduring lustre.

In our new factory additions we built enormous ovens, to hold hundreds of bodies at a time. After each coat of finish the body goes to an oven, is baked there for hours and then rubbed. This plan is followed with each of the many coats.

The result is a baked-on finish, brilliant and enduring. It is exclusive to the HUDSON car. No other finish ever used on a car so resists weather and washing, rubbing, wear and mud.

We gave you in this new-type car a chassis which stays new. After years of use, with proper care, it should run as it runs when you buy it. We believe it capable of 100,000 miles.





It was the body which grew old, as it does on all painted cars. It was the finish which called for replacement. Now we give you in this Ever-Laurel a finish which stays new.

That means continued pride in your car. It means saving in refinish. It means extra value, due to new appearance, if you sell the car second hand.

You old-time motorists who have seen new cars soon grow dim and shabby, will consider this HUDSON finish the greatest advance of the year.

The New Idea of Class

HUDSON has come to typify the new idea of class. That is evident everywhere to one who looks about.

Despite its modest price, HUDSON is conspicuously the car of wealth and fashion. Nearly all the 15,000 owners of this new-type model are experienced motorists. They are largely men who have paid heretofore two and three times this price.

Over 4000 HUDSONS are now owned in the metropolitan district of New York. They crowd Fifth Avenue.

In Chicago, one finds HUDSONS at the doors of hundreds of the finest homes. The HUDSON reigns there today as the quality car.

In Washington, five embassies own HUDSONS, one Cabinet Member, and many men of national fame. The Governors of several states own HUDSONS.

So everywhere, HUDSON is the new-day class car. The HUDSON owner, wherever he goes, finds himself in distinguished company.

The Vogue of Simplicity

There is no better evidence of the vogue of simplicity. Cars used to be rated by horsepower, then by size, impressiveness and price. Pride of ownership lay in extravagance.

Now ideas have changed. Not in respect to motor cars only, but in all the ways of living. Waste has become offensive. Good taste now calls for moderation, refinement, satisfaction without show. Yet quality and worth have lost none of their importance.

HUDSON meets these new conceptions. There was never a higher-grade car. Such lightness and strength demand the maximum quality. There was never a handsomer car. This new Yacht-Line body makes this new model perhaps the handsomest car on the market.

Refinement in the HUDSON has been carried to the limit. So with luxury, convenience, comfort and equipment. Our engineering corps has devoted years to just these final touches.

With all these things, HUDSON combines extreme lightness, low upkeep, low operative cost. Its six-cylinder motor, designed by Howard E. Coffin, is one of the finest engines known. It is now the pattern type. The car has ample room for seven, ample power for any emergency, yet there is no excess anywhere.

And the price is as high as a car of this size should cost. Any higher price for a similar car means that there is less efficiency in the factory, less output or more profit to the builder.