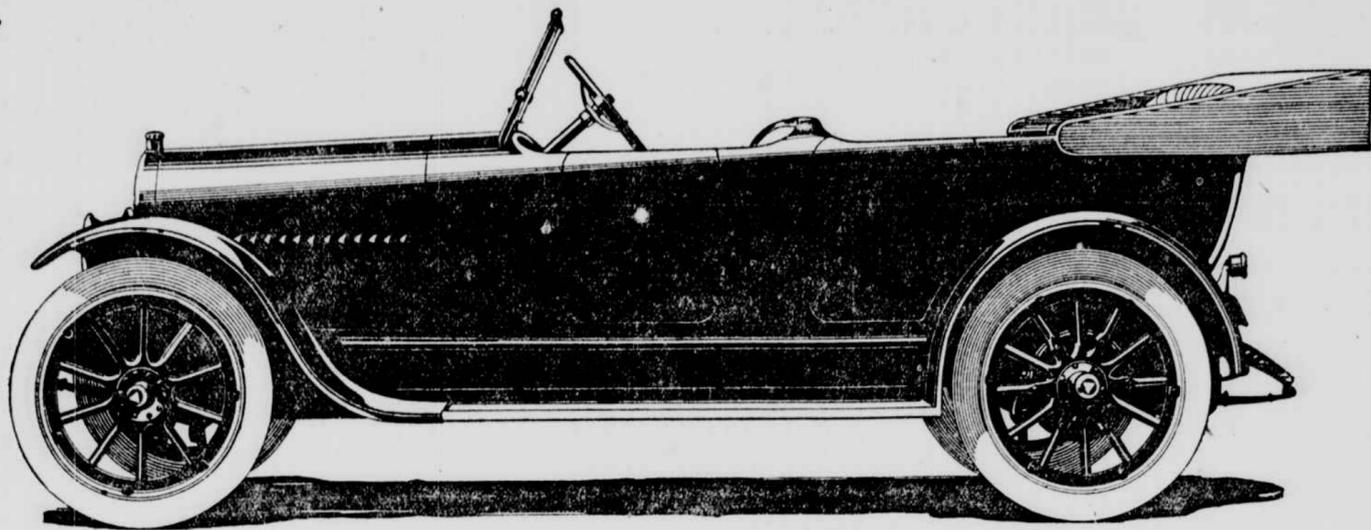




\$1375
at Detroit



7-Passenger Phaeton. Five Other Body Styles

Patented by Hudson
December 28, 1915
No. 1,165,861

We Now Present the

Hudson Super-Six

76 Horsepower—an Added 80% Without Any Added Size

The World's Record-Breaker (All records made by a 7-passenger touring car)

Officially Breaking All Records on Stock Cars up to 100 Miles. Also All Stock Car Records for Quick Acceleration—Under A. A. A. Supervision

100 miles in 80 minutes, 21.4 seconds, averaging 74.67 miles per hour, with driver and passenger.

The previous best stock car record of 72.49 was made by a car with more cylinders, more cylinder capacity and driver only.

75.69 miles in one hour with driver and passenger. During this trial speed laps were made at 76.75 miles per hour.

70.74 miles in one hour, carrying 5 passengers, with top and windshield up.

The previous best record for stock car similarly equipped was made by a car with more cylinders, more cylinder capacity, and with only two passengers.

From standing start to 50 miles an hour in 16.2 seconds. This record-making stock car was driven 1350 miles at speed exceeding 70 miles per hour without discoverable wear on any part.

All these Hudson records were made with the same stock car, using the same motor, at Sheepshead Bay Speedway in November, under supervision of American Automobile Association.

The most powerful motor per cubic inch displacement that the world has ever known.

Mark what those records mean. No other stock car in history has equalled that performance. No other like-size motor has ever developed such power.

The Super-Six has proved itself the greatest engine ever built. It has almost doubled the efficiency of Sixes. It has outrivaled Eights and Twelves, and ended every reason for those extra cylinders.

It has brought to the Hudson unquestioned supremacy. All must now concede it the sovereign car. For this marvel motor is a Hudson patent, found in Hudson cars alone.

80 PER CENT MORE POWER

The Super-Six is not a mere refinement. It embodies a basic invention. And it so excels all previous creations that it makes of this an epoch-making car.

The best former Sixes in this size developed at maximum 42 horsepower. The Super-Six develops 76 horsepower. That means an increase of 80 per cent.

In high motor speed capacity, the Super-Six excels the best former Sixes by 50 per cent.

Note those immense advances in the features most desired. Then note we attain them without adding size. The Super-Six, in cylinder size, is identical with the Hudson Six-40. We do not forfeit lightness or economy. And we do not add more cylinders, with their extra complications.

ABSOLUTE SMOOTHNESS

All this is accomplished through ending vibration, a motor's major foe. We have built a motor so

quiet, so free from vibration, that it can revolve at marvelous speed. And at highest speed a pencil stood on end on the engine doesn't topple over.

Thus we attain with a small motor 76 horsepower—a power that was never reached before, save with motors big and heavy.

We have attained the pinnacle at which engineers have aimed. It was to save vibration that they built the Six. Then, to save more, they built the Light Six with small bore. The next step was V-type Eights and Twelves—designed to still further reduce the vibration.

Now all those types, in this chief respect, have been far outrivaled by the Super-Six.

All that was sought for in Eights and Twelves—lack of vibration, smoothly-flowing power—is far better attained in the Super-Six. The result is vast saving in tires, in engine wear and fuel.

HOW 76 HORSEPOWER

"But how," you ask, "do you get this 76 horsepower, and what does it mean?"

It means vast reserve power for hard roads and for hills. It means ability to creep on high gear, to pick up with record quickness, to avoid changing gears.

That extra power comes through lack of vibration. That means a long-lived motor. It means bird-like motion at any speed. The Super-Six is so quiet that the car seems to move by magic. It means economy of fuel.

And that extra power—that added 80 per cent—comes without adding cylinders or size. You don't want a motor about half as efficient when a same size motor performs like the Super-Six.

Vibration is lost effort, which means inefficiency. By wiping it out we have gained super-efficiency.

HUDSON NOW SUPREME

This patented motor gives to Hudson the top in Motordom. No man who knows can dispute it. With so great a difference, it is bound to supersede the best other types in existence.

That is why we stopped production on the former Hudson at the zenith of our success. That car—the Six-40—had won a new empire for us. It had quadrupled our sales in two years.

But we quit it when the Super-Six proved nearly twice better. And we lost about 5000 sales as a consequence.

Then we doubled our factory at a cost of \$1,500,000. Then we bought materials for \$42,000,000 worth of these new cars this season. For all the demand for the Super-Six must be supplied by Hudson.

Any fine car buyer who knows the facts is bound to choose the Super-Six. No other car at any price can match it in performance. And the best Six built in former types is hardly one-half so efficient.

The facts will also win thousands from lower-priced cars to the Hudson. The difference in value so far exceeds the difference in price that any man can see it. And the saving in fuel, in tires and in wear on the motor, will wipe out the extra cost.

Consider the excessive strains of that Speedway test. A motor which stood them is impervious to ordinary service strains, and capable of any requirement.

MOST LUXURIOUS CARS

With the new Hudson bodies, this car looks its supremacy. In every detail, regardless of the cost, we've attained luxury's limit.

All that we save by a doubled production has gone into these new bodies. Entirely new lines are adopted. The room is increased. A rare grade of grain leather is used in the upholstery. The finish is superb.

An extra cowl, rounded and finished, is built in front of the tonneau. The windshield is slanted.

You will find in these cars all the beauty and luxury that extravagance could buy. Down to the smallest details there is no way to excel them. Our price for such luxury is due to the fact that we have the largest fine car output in the world.

Thus we announce to you the premier achievement in all the history of motor car building. And the most interesting car of the year. Come and see it.

7-Passenger Phaeton, \$1375, f. o. b. Detroit
Five Other Styles of Bodies: Roadster, Cabriolet,
Touring Sedan, Limousine and Town Car

HUDSON MOTOR CAR COMPANY, DETROIT, MICH.

HUDSON MOTOR CAR COMPANY OF NEW YORK, INC.

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CIRCLE BUILDING
New York City

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BRONX—440 East 149th Street

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