



"The Road Cruiser"

Ready—the 1916 Hudson

Yacht-Line Body—Ever-Lustre Finish—\$200 Less

This new-type Hudson has won a remarkable following. It has brought to all men new ideas of a class car, changing the entire vogue. It has trebled our output, forced immense factory additions, compelled 31 makers to follow our footsteps. Within 20 months this lightweight Hudson has been adopted by 15,000 motorists.

Now comes another \$200 reduction. Now comes the Yacht-Line Body, with new grace, new luxury, new roominess and comfort. Now comes the fulfillment of your dreams—a finish of lasting lustre. Today this favorite class car starts a brilliant new career.

Remember Its History

Two seasons ago this new-type Hudson came out at \$1750. Its announcement startled Motordom. Its price was pronounced impossible in a high-grade Six. Its lightness—under 3000 pounds—was scoffed at as incompatible with strength.

But the car was a Hudson, and Hudson standards are high. Howard E. Coffin was its designer, and he stands foremost in his field. He and his whole corps had spent two years in testing and perfecting it. And men were waiting for a class car which would cut down operative cost.

So our first month's output was sold before anyone saw the car. When the car appeared men flocked by thousands to it. And for one whole year thereafter Hudson buyers waited weeks for cars.

Now Come Graceful Yacht Lines

Now our designers have spent another year on this car. There was no way to improve the chassis. Fifteen thousand cars, covering millions of miles, had failed to develop one fault. Every part and detail had been refined to the limit.

So in this third model they gave their time to the body. They worked out this stately body, with its graceful, sweeping yacht lines.

Every broken line is eliminated. The top-line of

Then a \$200 Reduction

The next season the price—which seemed so impossible—was reduced to \$1550, because of multiplied output. Thirty-one improvements were made in the car, including still lighter weight. Another year's work by our engineering corps showed in its refinement.

This model was soon 4000 cars oversold. We shipped 1000 cars by express. It became at once the largest-selling car in the world with a price above \$1200.

That changed the whole trend in motor car designing. It became evident to all that the day of overtax was ended. Men would not stand for excess in weight, price, size or operative cost. All cars were built lighter, most prices were reduced. And in 31 factories this new-type Hudson became the pattern car.

the body and the doors is leather bound.

And they created this luxurious tonneau. The sides are higher than before, the rear seat is much wider, so it doesn't crowd three adults. The car seats seven, with all the room that anybody wants. And the extra tonneau seats disappear when not wanted, doubling the tonneau room.

You have never seen a body so impressive and graceful as this Yacht-Line Hudson body.

Now Comes the Ever-Lustre Finish

And now comes for the first time what you have dreamed of—a lustrous finish which stays new. It is the greatest innovation of the year.

In our new factory addition we have built mammoth ovens, with capacity for hundreds of bodies. Now our body finish is baked on in many separate coats. Each coat of finish is now applied under pressure which fixes it as never before. After each coat the body goes to an oven, where it is baked for hours, then rubbed. This is done with every coat—an exclusive Hudson process.

The result is a body that stays new. The finish is

smooth and brilliant. It resists sun and rain, washing, rubbing, mud. Experienced motorists who have seen bodies grow old and dull will consider this Ever-Lustre finish the most welcome improvement in years.

We combine it with enameled leather upholstery—better than has ever appeared in a car at this price. And with deep, hair-filled cushions, which means enduring luxury as well. This year's new body features mean much added cost. But it means a revolution in finish, in comfort and appearance.

Now Comes the \$1350 Price

And now comes another big reduction. We have built additions which will double our capacity. We have worked out countless new ideas in efficiency.

We are building here now, under ideal conditions, more high-grade cars than were ever built in one shop. As a result, we are giving you now the greatest value ever known in a class car.

Last year we reduced this car \$200. This year we reduce it \$200 more. We are selling this model 23% below its startling initial price—\$400 below it. Yet a hundred makers, when they saw the car, pronounced our first price impossible.

Why This New-Day Type

This Hudson was the pioneer of an entirely new type of car. The type was conceived four years ago by Howard E. Coffin, our famous chief designer. It took him two years, aided by our whole force, to work out his conception.

The idea was refinement—the elimination of crudity—to result in a light, staunch car. The first step was a new-type motor, small bore, high speed. By reducing piston shocks that made it possible to lighten a hundred engine parts.

The next step was aluminum in place of cast iron. The next was special steels. In the next, a thousand parts were re-designed to combine lightness with strength.

The final result was a 7-passenger Six weighing under 3000 pounds. Old-time Sixes averaged 4500 pounds. That difference—the weight of 11 adults—cut tire and fuel cost in two.

The Vogue of Simplicity

Howard E. Coffin saw years ago that the trend was toward simplicity. Now everybody knows it. Excess and waste are unpopular. Good taste now calls for satisfaction without show.

Thus Hudson has become the class car. Its owners, in large part, are men who have paid two and three times its price. Hudson typifies the ideals of the times. This fact is conspicuous, wherever you look about.

All questions regarding this new-type car have been answered on the road. There are 15,000 Hudsons of this type in use. In two years men have driven them many million miles. And every owner vouches that the car is staunch, enduring, faultless, as well as economical.

Hudson now embodies all that any man can want. It is the fine car of the modern type. Only those men who still take pride in some form of excess will find any car more appealing.

Like No Other Car

Bear in mind that Hudson is like no other car. There are many models of this type, but there are scores of ways—important ways—in which Hudson is unlike them. Let us point them out. This is a Howard E. Coffin creation, a finished product, unique and unapproached.

7-Passenger Phaeton or 3-Passenger Roadster, \$1350, f. o. b. Detroit. Also a new Cabriolet, \$1650, f. o. b. Detroit.

HUDSON MOTOR CAR CO., Detroit, Mich.

This 1916 model, with this new-style body, is on show here now. Be among the first to see the new lines and new comfort.

C. L. BOSS & CO., Portland, Oregon

Albany, Or., J. L. Irvin
Astoria, Or., M. F. Nelson
Baker, Or., Southard & Correll

Condon, Or., D. R. Parker
Eugene, Or., J. H. Yates Auto Co.
Heppner, Or., Albert Bowker

Hood River, Or., A. B. Shelley
Merrill, Or., J. H. Martin
Pendleton, Or., B. F. Trombly, Oregon Motor Car Co.

North Bend, Or., C. S. Winsor
St. Helens, Or., S. C. Morton
Salem, Or., A. I. Eoff.

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The Grand Dalles, B. F. Pennington
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