

**SUPER-SIX MOTOR  
MARKS THE IDEAL**

Hudson Engineer Declares Maximum of Efficiency Reached by Hudson Invention.

**GREAT ENGINEERING ADVANCE**

"The new Hudson Super-Six motor," says Chief Engineer G. G. Behn of the Hudson Motor Car company, "surprised the motor car engineers probably quite as much as it will the general public. It had been stated time and again that the maximum efficiency had been reached in the six-cylinder motor. This was given as the reason why some companies endeavored to develop the 'V' type eight and twelve. If the Hudson discovery had been made a year ago it is entirely probable that the eight and twelve might never have put in an appearance. Certainly they are now proved to be unnecessary because more than their efficiency has been attained through the six-cylinder motor as now manufactured by the Hudson company.

"The most impressive fact in the automobile industry lately has been the rapid change in motors. To the public it sometimes has seemed important that bodies and styles were different, but the engineers have known all along that by far the greatest changes and the greatest possible advances lay in the direction of the motor and the chassis. Many people who are familiar with the technique of engineering have possibly seen in the motor changes merely a striving after newness, an effort of one maker to outdo another in the way of apparent sensation. But the changes have had a much deeper meaning. The 'V' type motor, the eight and the twelve, have been claimed to excel the former six-cylinder motor. This in some instances may have been true, but there never has been any doubt in the mind of engineers that if certain features could be secured in a six-cylinder motor it would be practically the ideal for a pleasure motor car. That condition is now reached by the new Hudson invention.

"It would take too long at this time to tell of the many tests to which this motor has been subjected and of the many marvelous things that it has done. Sufficient to say that it has so thoroughly convinced the Hudson engineers of its value that they have abandoned not only all sizes of former types, but all idea of eight or twelve-cylinder motors. Every reason for an eight or twelve-cylinder motor has now vanished."

**Reim Says Outlook  
For Coming Year is  
Brightest Ever**

"The outlook for the coming year is not lacking in encouragement for the well organized automobile manufacturers whose product has established itself in the confidence of automobile buyers," said George P. Reim, president of the Cadillac company of Omaha. "It would be difficult to name an industry which rests on a more secure foundation than that portion of the automobile industry which comprises properly constructed, honestly made motor cars. The universal demand for the transport of passengers and material will continue while our civilization stands. The intrinsic merit of the motor car for that purpose insures permanency to the industry.

"The period of evolution through which the automobile industry is passing may temporarily embarrass these manufacturers whose product is not thoroughly established. Intelligent discrimination in buying motor cars will be manifest this year to a greater extent than ever before.

"This coming year will demonstrate the firm hold which the honestly made motor car has on the American public.

"We believe that the adherence to the policy of maintaining excellence in the quality of material and workmanship, and the policy of giving to the purchasers a liberal return for their expenditure will be a material factor in the constant increase in the production of motor cars."

**Briscoe Sales in  
This Section Have  
Been Enormous**

"How is business with the Briscoe? Well, I hesitate to tell you the real truth, for fear it will not be considered seriously and may be construed as a fabrication, pure and simple. However, I am going to tell you that between February 22 to 28, I wrote contracts with Nebraska dealers for more than 2,000 Briscoe cars," said F. H. Bixby, district manager.

"In every case we took shipping orders for carloads of cars and every dealer a good dependable dealer.

"Gross amount of contracts made in a week's time is around \$1,500,000. Hence I think I am justified in saying that business with the Briscoe is fair.

"It will seem like a lot of cars to some people, but we have only started. If you find anyone really interested in cars that doubts my statement, I will make an affidavit to the effect that the above statement is true and will verify it by disclosing the names of the dealers and number of cars contracted for. Mr. Reppas of the News, Ladies of the Omaha Bee and Mr. Clark of the World-Herald, they in return to make an affidavit to the fact if my statements are true.

**Overland Bowlers  
To Open and Close  
The Toledo Tourney**

Following the precedent established by the Overland Automobile company of Toledo in 1913, this factory has again entered the biggest number of bowling teams nominated by any individual or establishment for the 1916 tournament of the American Bowling congress, to be staged at the Toledo Terminal Auditorium, commencing March 4. This year thirty-three teams have entered, raising the total number of teams close to the 700 mark and the Toledo list to 216—the record number of entries for any bowling tournament, as well as the biggest list of teams to be enrolled by any city in such an event.

To the Overland fives has been given the honor of beginning and closing the big tenpin tourney.

Sherry Bee sold. Sherry Bee, proprietor of the Lowell club of the New England league, has been sold by Andy Roach to the Fort Worth club of the Texas league.

**America's Greatest "Light Six"**

**\$1485**

AMERICA'S GREATEST "LIGHT SIX" is no idle claim when applied to the Haynes "Light Six." What other car is so flexible as to go one to sixty miles per hour on high? What other car runs under all conditions, from 15 to 22 miles on a gallon of gasoline? What other car can pick up a speed of 30 miles per hour in seven and a half seconds from a standing start? What other big car will average 8,000 miles to a set of tires, and 400 miles to a quart of oil? THE HAYNES MOTOR, WITH CYLINDERS 3½x5, WILL DEVELOP MORE POWER THAN ANY OTHER MOTOR OF ANY MAKE OF EQUAL BORE AND STROKE. How could there be greater efficiency? Get behind the wheel of the Haynes "Light Six," and you will quickly understand why it is called America's Greatest "Light Six."

**America's Greatest "Light Six"**

Here's a car you're proud to own. Placed alongside of cars of the very highest price consideration the Haynes does not suffer by comparison. Compared with cars in the same price class, it gets a wide margin of preference.

It's great to drive a car so graceful and thoroughbred in appearance that you smile with pride every time you step in for a drive. There is real pleasure in owning a car that will do more than the other fellow's—a powerful car that is so easily controlled that any woman can drive it—a car that will pull through hub-deep mud and up the toughest hills on high without shifting gears.

**Specifications and Prices**

<p><b>"LIGHT SIX"</b> (Model 36) Five-passenger touring car or three-passenger roadster. Weight 3000 lbs. Wheelbase 121". Price \$1485</p>	<p><b>"LIGHT TWELVE"</b> (Model 40) Five-passenger touring car or three-passenger roadster. Wheelbase 121". Weight 3100 lbs. Wire wheels. Price \$1885</p>
<p>(Model 37) Seven-passenger touring car. Wheelbase 127". Weight 3100 lbs. Price \$1585</p>	<p>(Model 41) Seven-passenger touring car. Wheelbase 127". Weight 3200 lbs. Wire wheels. Price \$1985</p>

The "Light Six" and "Light Twelve" motors are interchangeable. All models are completely equipped, including seat covers, moto-meter, ammeter, and all accessories.

Let us demonstrate the Haynes to you—actually SHOW YOU WHAT IT WILL DO. Last spring and summer more people wanted Haynes cars than could get them. The same will be true this year. But placing your order now will insure delivery of your car when you want it.

**America's Greatest "Light Twelve"**

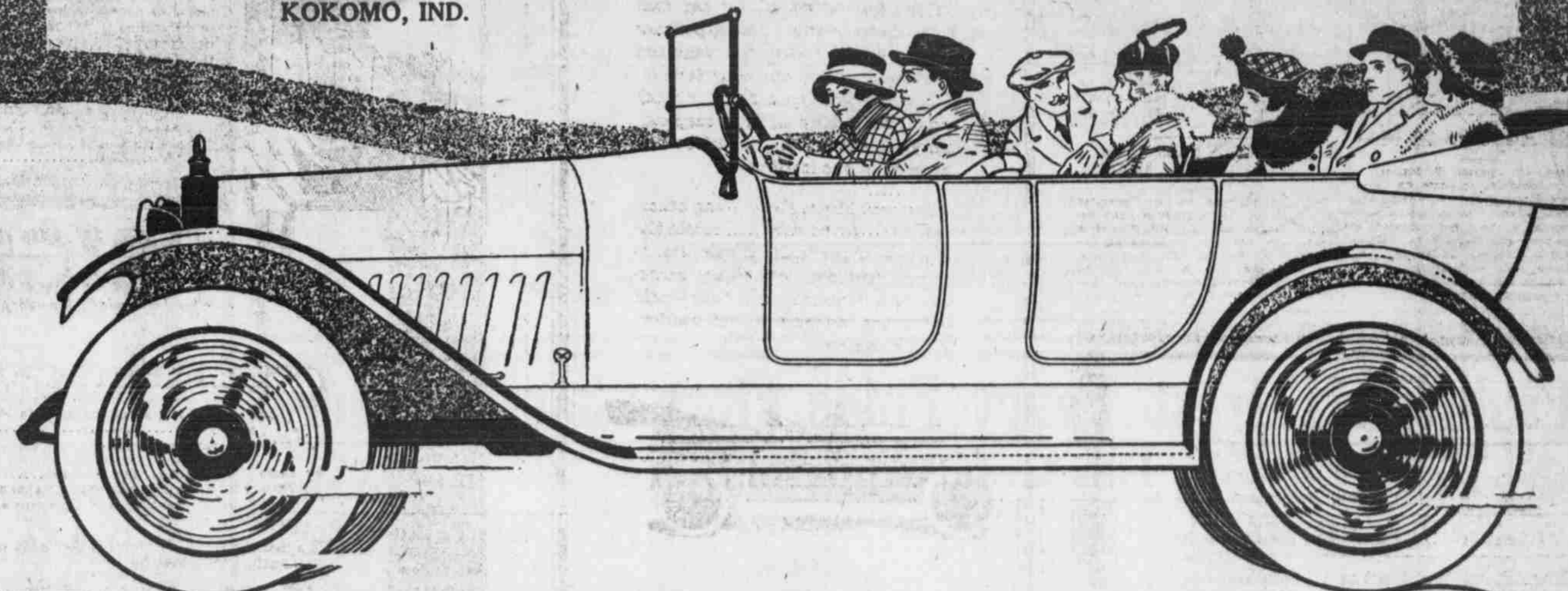
This beautiful new car is Haynes quality throughout. Behind its twelve purring cylinders you get a joy of driving you have never before known—just one long sweep, up hill, down hill, everywhere, with no vibration. It is a light-weight car containing a powerful, smooth running twelve-cylinder motor which actually develops seventy-five horse-power.

This Master Motor is of the high-speed type, with valve-in-head construction and removable cylinder heads. Aluminum pistons are used. The design is simple and all parts are readily accessible. The motor is light, weighing but little more than the "Light Six" motor. It is powerful yet economical—absolutely the last word in automobile engineering.

**Nebraska Haynes Auto Sales Company**

2032 Farnam Street.

THE HAYNES AUTOMOBILE CO.  
KOKOMO, IND.



**HAYNES**

*America's Greatest "Light Six"*