



Hudson Super-Six Quality Will See You Through

All purchases today should be based on known quality. It is real economy to buy a motor car that will see you through the duration of the war—a car of proven performance, and one that will stand the test of hard service.

As the war progresses motor cars of quality will be more costly to buy. Production of new cars is limited; the demand for cars that will endure is constantly increasing.

An owner of a Hudson, with the prestige of Super-Six quality, realizes its increasing value to himself.

Hudson motor cars, both new and used, are in greatest demand—a demand created by quality alone.

More than fifty thousand users are demonstrating this today.

You know—if you have watched

Hudson records—that for three years Hudson engineers have been the severest judges the Super-Six has had.

They put it through every test known to motordom—and some that were not, hill climbs, speedways, record-breaking transcontinental trips.

And what experience taught them went into, not radical changes, but refinements of detail that make the Hudson a really finer Super-Six—a car that will see you through.

If you were situated as we are, could feel the pressure of demand, could note the delayed deliveries due to curtailed production, and could realize the disappointment that must come to thousands, you would place your order as far as possible in advance of your actual needs for your Super-Six.

Hudson body designers have been given full power in their efforts to match Super-Six power and endurance with body quality. The result is a full line of beautiful models—ten in all—among which you can find just the type that fits your needs. In appointments, every detail, however minor or inconspicuous, has been the subject of the most careful selection. Nothing cheap or inferior has been allowed a place in the Hudson Super-Six.

Hudson Motor Car Company

Detroit, Mich.

