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Isn't This the True Mark

No Stock Car Ever Equalled Its Official Records In Speed-Hill-Climbing, Acceleration, Endurance

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In every performance asked of a motor Hudson's official records reveal greater ability than any other car has ever shown. They have stood for five years. They are not held by hairs'-breadth, but by big, con-

vincing margins, before which argument is dumb. They prove the master type, with limits of power speed, and endurance that none has matched to this day.

Yet if they stood for only contest supremercy, they would have small improved they would have the would have they would have they would have the would have the would have they would have supremacy, they would have small importance to you.

In all the years your Hudson serves, you will hardly require its full capacity. You do not want 80-mile-an-hour speed. You will scarcely encounter a situation to tax its limit of power.

These Qualities Count in Every Day Service

Of course, there is pride in possession of car qualities you know are unexcelled. And this performance mastery gives innumerable advantages. For instance, you travel faster within the speed limits. That is because you are away quicker. You pick-up faster. You have power that levels hills with ease. You have smoothness that makes the long journey comfortable and free of fatigue.

But you will have far more occasions to admire Hudson's superb riding ease, its good looks, and its trustworthy dependability, than its more spectacular qualities of great speed and power. So, it is chiefly as they reveal its basic principle of supremacy—the control of vibration—that the Super-Six's world famous records are important.

The exclusive Super-Six motor adds no weight or size. Yet it adds 72% to power, and 80% to efficiency. It almost doubles endurance. It does this by converting to useful power the destructive force of vibration, which uncontrolled quickly undermines motor endurance.

That is why the Super-Six can go faster, farther and lasts longer. These are official proofs. All can

Endurance Gave it Mastery On the Speedway

Nothing shows the dominance of the Super-Six principle more clearly than its success in high-speed racing. It was never intended for a racing car. Yet, pitted against the world's fastest cars, some of which cost as high as \$25,000, the Super-Six won, time after time, because it could maintain the terrific pace without self-destruction.

Ever since Hudson made those records it has been the largest selling fine car in the world. Each year the demand increases. By no possibility will all who want Hudsons be able to get them.

You should place your order now for your Hudson, even though delivery is not desired until summer.

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