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## \$930,000 Per Week Paid for Hudson Cars

## \$235,600 in One Day <br> By Individual Buyers

The day before this is written-September 15-the sales made to users on the HUDSON Six-40 were 152 cars. Tha made to users on the HUDSON Six-40 were 152 cars, That is 5 yestarday buyers of new cars paid out for HUDSONS $\$ 235,600$ $\$ 235,600$.<br>The average for the past four weeks is $\$ 930.000$ per week- because that is because that is the limit of output. We are building and selling 100 per day. That is five times as many-five times, marke yout -as we sold at this season last year

## That Means That Hudsons

 Rule This Field Todayour output to cope with demand. Yet on August 1 -despite out
best We shipped by express nearly 1,000 cars That's an unprecedented act. But thousands of men waited weeks or this car, when every rival had cars in plenty. Nothing
else could satisfy a man who once saw this new-model HUDSON

## Five Fold Increase an Amazing Thing



Think what a car is must be when, in times of slow sale3
men pay $\$ 930,000$ per week for it. And they would pay more
The HUDSON Six-40 Now Far Outsells
Any Other Car in the World With a Price Above $\$ 1,200$
See the Car That Did It Howard E. Coffin's Best
$\qquad$
$\qquad$see how clever deesigning and costly materials have savedIll in this masteriece of
this car

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Come This Week-Sure

PRESIDENT'S OFFICIAL FAMILY COMING TO AID OF PALMER
belgians resent plan TO COMPROMISE NATION

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GOMERY-SCHWARTZ

