

## U D S 0 N

The Coach


A revolutionary thing to do
Moderate cost can't cover everything.
In creating the Coach, a new type closed car, Hudson frankly ruled out useless vanities and adornments. It put the cost in the real things of automobile wo:th-utility, comfort, convenience, reliability and first rate performance
And for the first time made possible a closed car, under $\$ 2000$, on so great a chassis as the farmous Super-Six.
It changed the trend of closed car buying Prior to the creation of the Coach there was no new Hudson Super-Six motor and car perform moderate-priced closed car to be had on a first ance
cost were unknown, So the sales of the Corch By the elimination of unimportant fittings you made a new mark in the closed car field. It ans can get the Coach for only $\$ 50$ more than the no longer necessary to sacrifice car performance cof the Coach in appearance, comfort and in order to obtain utility.
In the Coach one can get satisfactory utility More than 120,000 Super-Sixes are in service.
without having to buy fancy fittings. without havin. Won't you get more value out of a closed car In the Hudson Coach at $\$ 1625$ you get every breause of its performance than because it
practical closed car advantage. You get the pricipal appeal is made to the eye? practical closed car advantage. Yous.
Speedster, $\$ 1525 \quad$ 7-Pass. Phaetom, $\$ 1575 \quad$ Coach, $\$ 1625 \quad$ Sedan, $\$ 2295$


