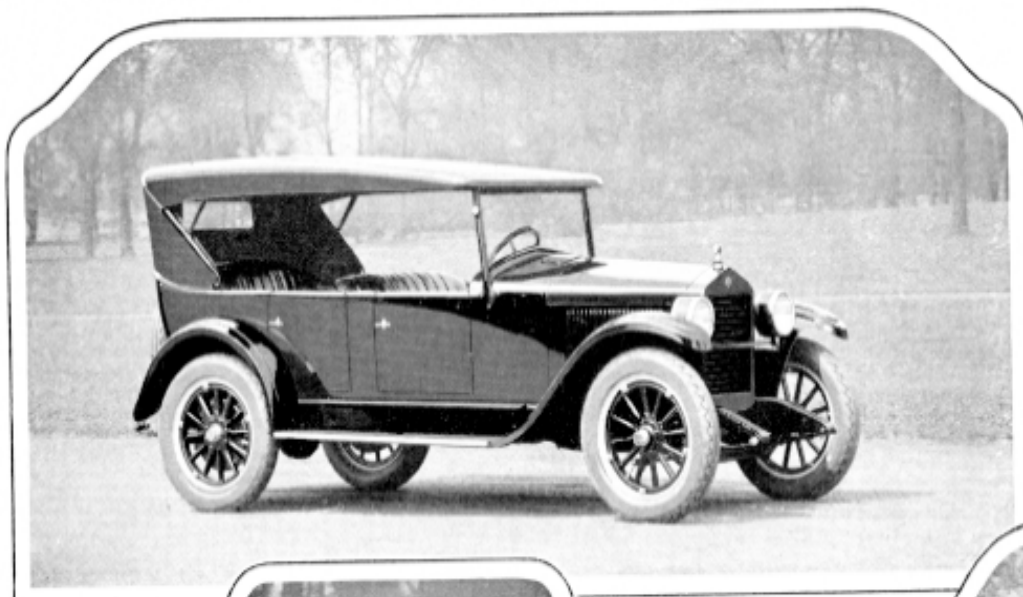
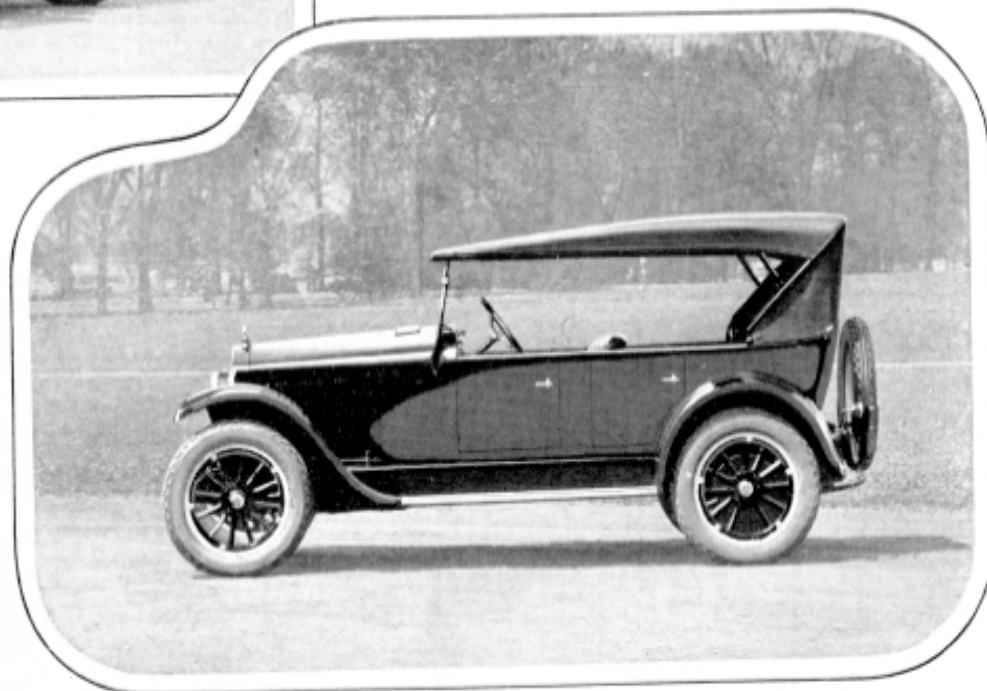
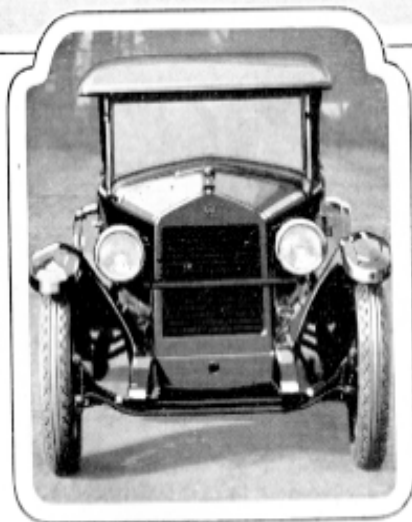




ESSEX TOURING CAR



The balloon tired Essex touring car, with its trim lines and low-hung attractiveness, is a remarkable step ahead from all angles of motor car design. Its liveliness and smoothness on the road are pleasantly outstanding—its appearance a delight. The first cost is remarkably low for a six cylinder car of such utility, quality and beauty. The car is built under Hudson Super-Six patents, and shares in its production the advantages of Hudson design and manufacturing facilities.



The Essex looks and acts like a thoroughbred

The Essex Six Touring Car

THE American motorist is demanding a six-cylinder car. He likes its smooth performance and quietness. He knows, too, that engineering has made the six just as economical as a 'four,' and much more efficient in operation.

Essex adds to these six cylinder advantages the comfort and ease of genuine balloon tires. These are offered as standard equipment, not as an 'extra' at an additional price.

All types of roads are smoothed out by 'balloons.' Riding becomes far more restful. Bumps and holes are scarcely felt, and even smooth paved roads are cushioned with a new comfort. These new riding comforts are fully realized when you take your first drive in this Essex.

The Essex, with a design which is suited to this type of tire, is remarkably easy in its steering. It presents none of the problems prevalent when balloon tires were simply 'added to' old designs. It rides surely and steadily over all roads. Around curves or in gravel the car's stability is amazing. In considering cars with balloon tires, motorists should assure themselves that the whole design has been fitted to their requirements.

It should be understood that Essex offers this comfort and ease, added to all six cylinder advantages, at a price that is only a little more than that of an or-

*Balloon Tires, Now Standard,
Give Wonderful Riding Ease*

dinary 'four' — and much below the price of some fours. This is possible because Essex is built by the Hudson Motor Car

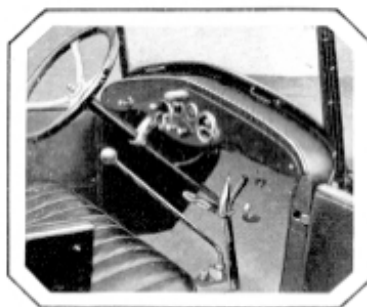
Co. in great volume, in the same plant where the famous Super-Six is produced. There is thus only one overhead expense for these two famous cars.


A ride in the Essex will prove to any motorist that it is phenomenal in its power and reliability. The touring car is not cramped for room. A whole family can ride and really enjoy itself.

A sample of the superior workmanship in the car is shown in the fitting of the top. It is, in fact, tailor-made. A separate top is cut and individually fitted onto each car by hand. This trim fit of the top is an important point of attractiveness and satisfaction, and it is typical of universal care and effort.

We ask every motor car buyer interested in an open car to look carefully into the Essex Six touring. He will find an all-round desirable car at an unusually favorable price. He will come to the conclusion that dollar for dollar he is obtaining the best value the market offers. He is combining motor car satisfaction in comfort, ease of driving, and long car life with real economy.

Before any car in this price field is bought, the shrewd purchaser will see, *and drive personally*, the Essex Six.





Ideal Transportation

THE NEW ESSEX SIX, built by Hudson under Hudson patents, combines to a remarkably high degree the factors of all-around economy and pleasing operation.

In its construction are applied all the principles and lessons which the Hudson Motor Car Co. has learned in fifteen years of successful manufacturing. It is built in the same factory, of the same materials and under the same supervision as the famous Hudson Super-Six.

The owners of the new Essex tell us that the six-cylinder motor is outstanding in quietness, power and smoothness, and that in easy riding, driving and steering the new Essex surpasses anything in their experience.

To this high standard of performance, the Essex adds genuine economy in all vital phases — first cost, operation, and maintenance.

To assure the owner of an outstanding economy in maintenance, the price for parts is uniform everywhere in the United States. A booklet completely listing these prices down to the smallest bolt and nut is given to every Essex owner with his car.

How it is Provided in the New Essex Six

Owners are requested to compare these prices with those of other cars in the same general price field; they will show substantial savings.

The Hudson-built quality of the Essex makes maintenance work infrequent. And when renewals or repairs are advisable, the owner will find that his interests have been kept in mind. This is a part of a policy of economy and satisfaction all along the line.

The new Essex is designed for useful and ideal transportation over a long period of time.

It provides its owner with a wide range of essential motoring advantages. Probably its outstanding feature is the all-around usefulness and value which it assures its owner.

With its comfort, its easy riding, its performance and its economy in every feature, it establishes a standard which motorists cannot overlook if they are seeking the greatest value for their money.

It fulfills to a remarkable degree the present-day requirements of ideal personal transportation for by far the big majority of owners.

