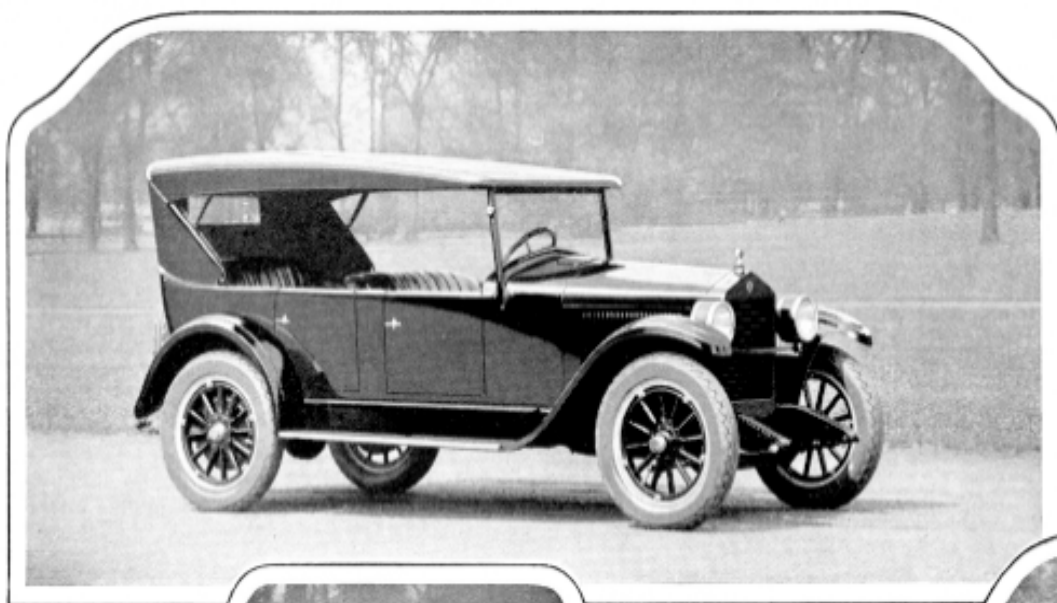
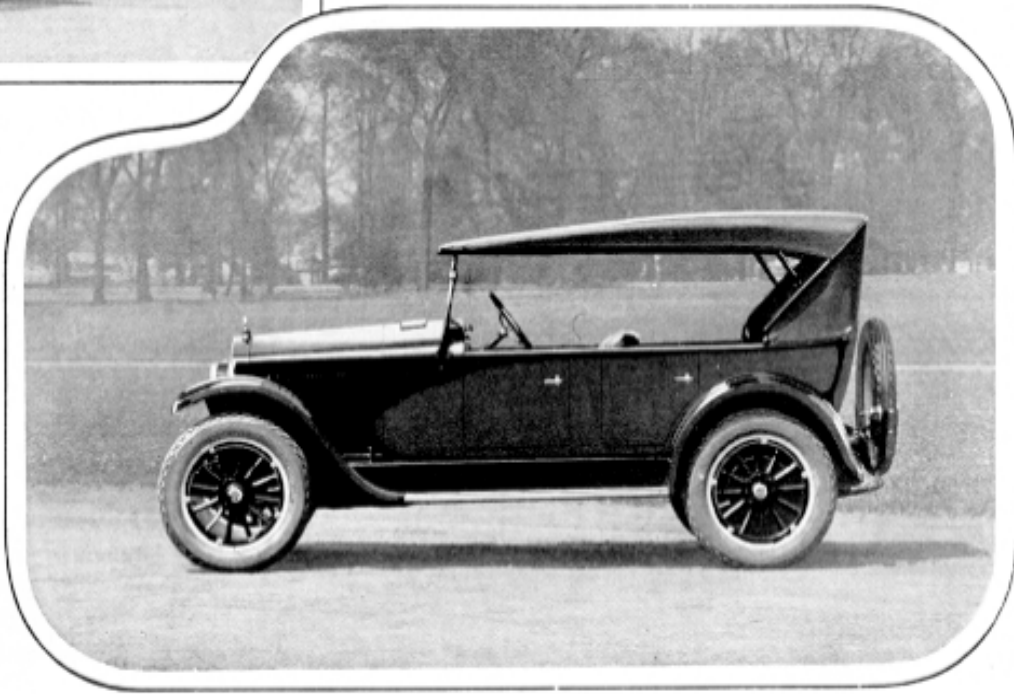
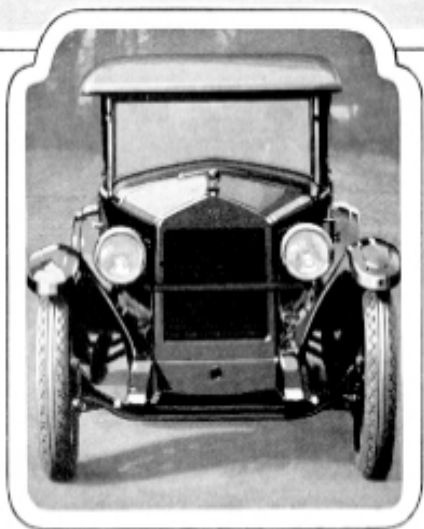




ESSEX TOURING CAR



*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 motorist of today 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*

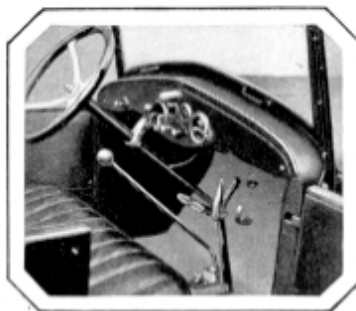
dinary 'four' — and much below the price of some fours. This is possible because Essex is built by the Hudson Motor Car Co. in great volume, in the same plant where the famous Super-Six is produced. There is thus only one overhead expense for these two famous cars.

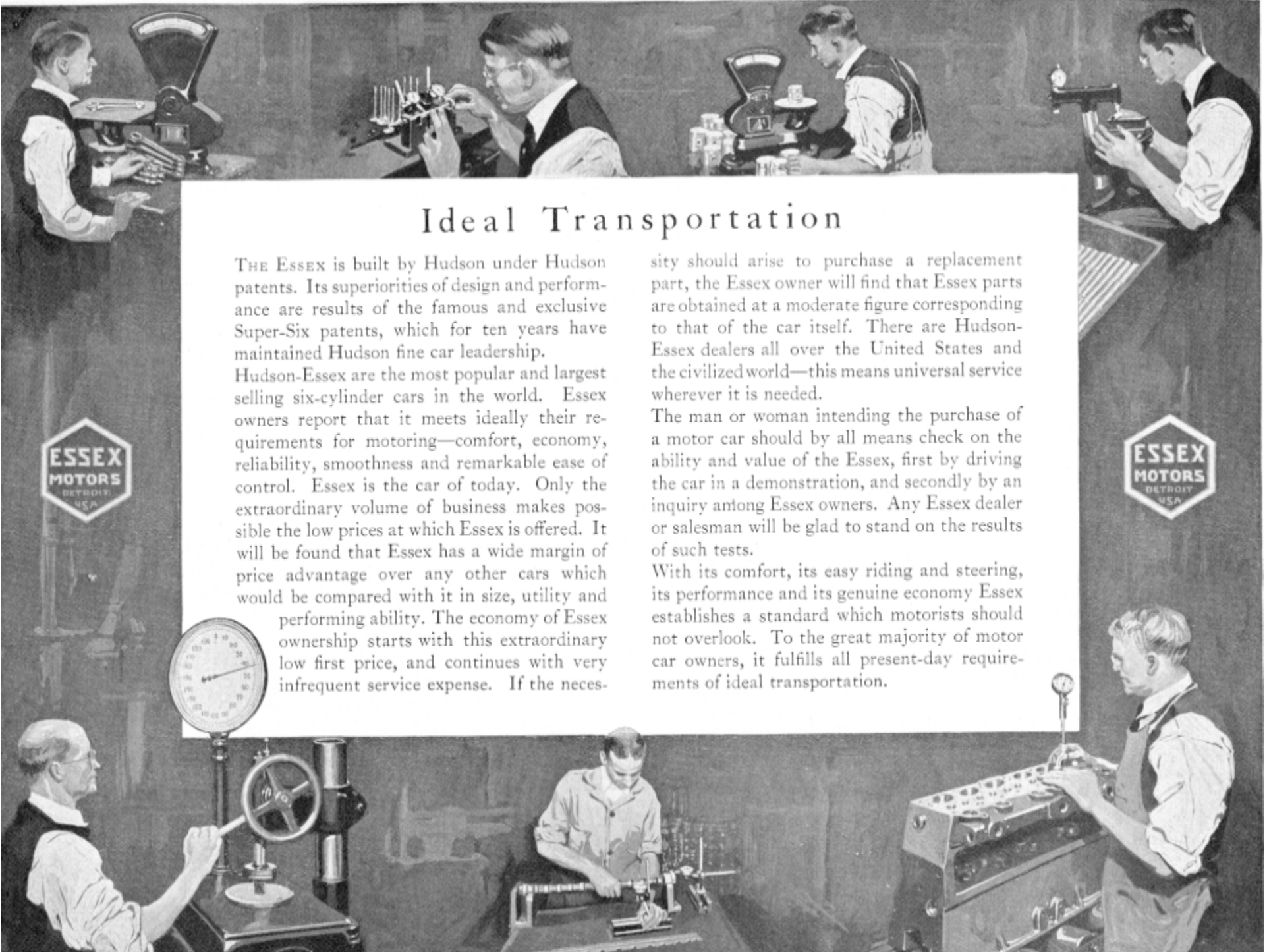
A ride in the Essex will prove to any motorist that it is phenomenal in its power and reliability. The touring car is not cramped for room. A whole family can ride and really enjoy itself.

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 ESSEX is built by Hudson under Hudson patents. Its superiorities of design and performance are results of the famous and exclusive Super-Six patents, which for ten years have maintained Hudson fine car leadership. Hudson-Essex are the most popular and largest selling six-cylinder cars in the world. Essex owners report that it meets ideally their requirements for motoring—comfort, economy, reliability, smoothness and remarkable ease of control. Essex is the car of today. Only the extraordinary volume of business makes possible the low prices at which Essex is offered. It will be found that Essex has a wide margin of price advantage over any other cars which would be compared with it in size, utility and performing ability. The economy of Essex ownership starts with this extraordinary low first price, and continues with very infrequent service expense. If the neces-

sity should arise to purchase a replacement part, the Essex owner will find that Essex parts are obtained at a moderate figure corresponding to that of the car itself. There are Hudson-Essex dealers all over the United States and the civilized world—this means universal service wherever it is needed.

The man or woman intending the purchase of a motor car should by all means check on the ability and value of the Essex, first by driving the car in a demonstration, and secondly by an inquiry among Essex owners. Any Essex dealer or salesman will be glad to stand on the results of such tests.

With its comfort, its easy riding and steering, its performance and its genuine economy Essex establishes a standard which motorists should not overlook. To the great majority of motor car owners, it fulfills all present-day requirements of ideal transportation.

