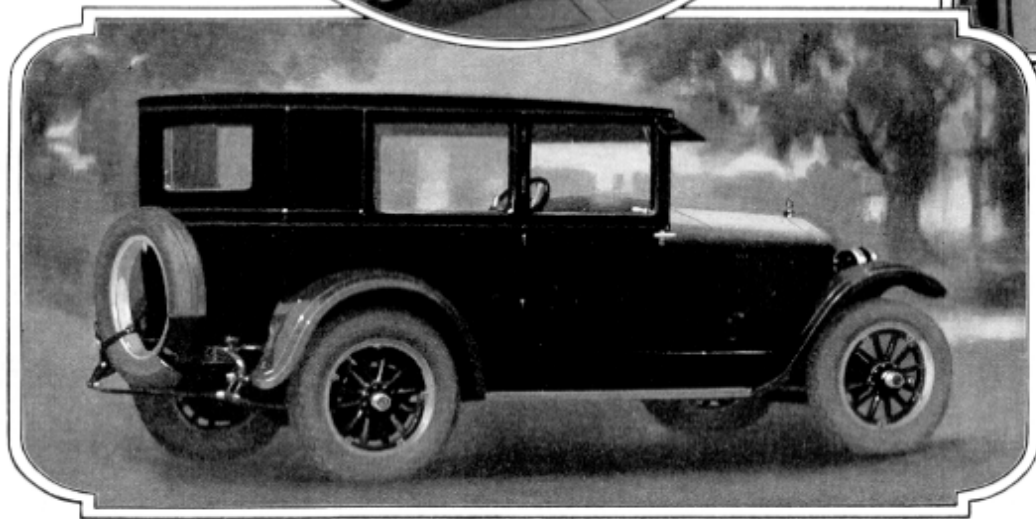
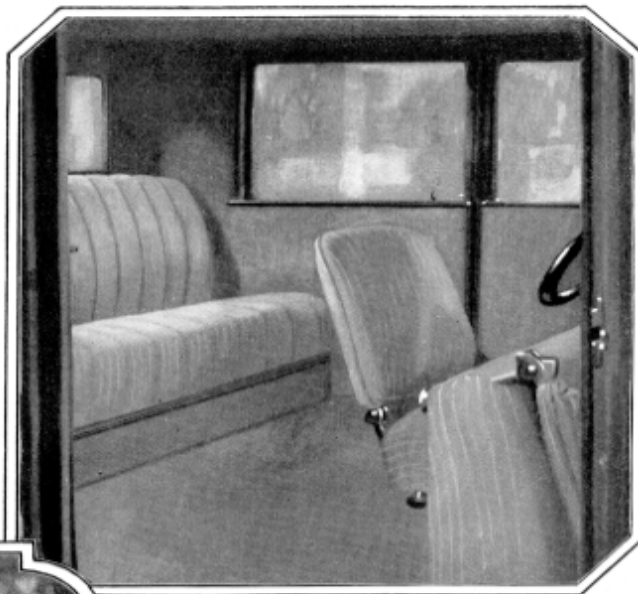


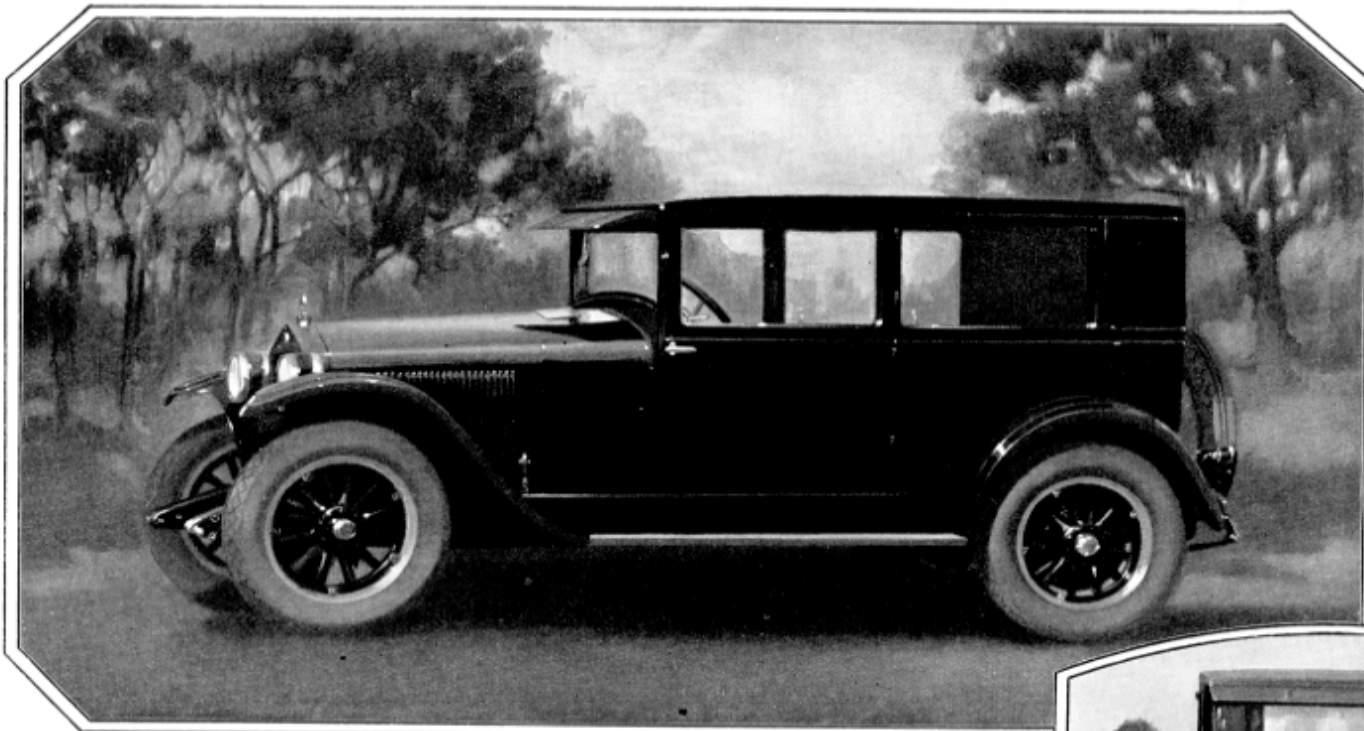
THE ESSEX SIX COACH

The
**ESSEX
COACH**

*The Finest Essex
Ever Built*



THE Essex Coach is plenty large enough to carry the average family in entire comfort. There is ample space between the front and rear seats; doors are wide; seats comfortable; windows large; and the driving vision will be found greatly superior to the average practice. This is a factor of first importance in the safety of driving and in the mental ease of the person at the wheel. The trim lines and the attractive finish make it a car which anyone can be proud to call his own. Drive the car yourself and learn how all your ideas of essential motoring advantages have been met.



Essex originated the coach and specializes in its manufacture to an extent of 95 percent of its business. Undoubtedly it was the Coach which first turned public attention to the superiorities of the Essex chassis and brought Essex to its present position as the largest selling and the most popular six-cylinder car ever built.

This popularity rests now on the remarkable ability of the Essex in traffic and on the road; in its economy, smoothness, pick-up and reliability. You will hear motorists say that they never rode in a more satisfying car.

Let Essex owners tell you of how their cars make them Essex enthusiasts. Then you will agree that Essex's low price—a price below all comparison—makes it a value you cannot afford to miss. If you will arrange to drive the car yourself, your dealer will be glad to let your decision rest on what you say after that test.



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.



With motormeter and shutters you can regulate the running heat of your motor

The economy of Essex ownership starts with this extraordinary low first price, and continues with very infrequent service expense. If the necessity 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.



Powerful lights with safety lenses and focus control make night driving pleasant

The Coach is standard equipped with four balloon tires and a spare rim



The 'clear vision' windshield construction is an important driving advantage



All controls are conveniently located for easy driving



The car is easily and effectively lubricated by means of patented oil cups



A cowl ventilator is a distinct advantage