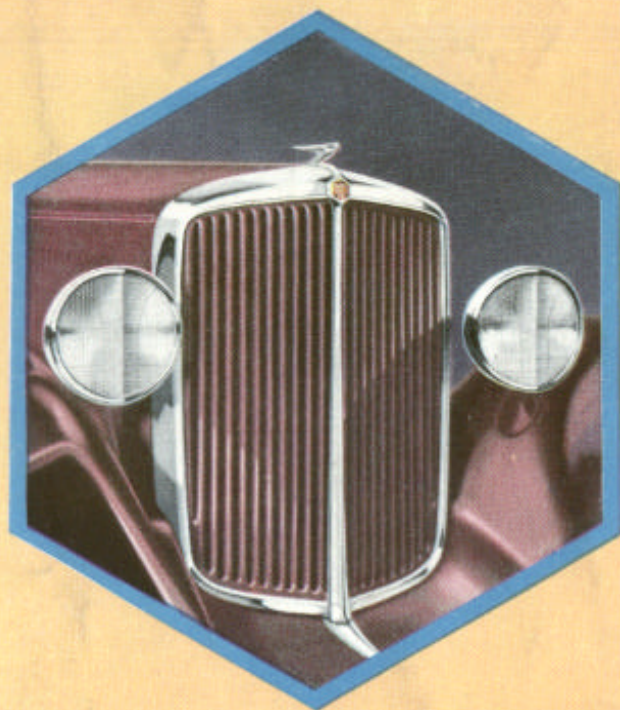


1932



1932  
" "

THE NEW AND GREATER  
**ESSEX**  
SUPER-SIX

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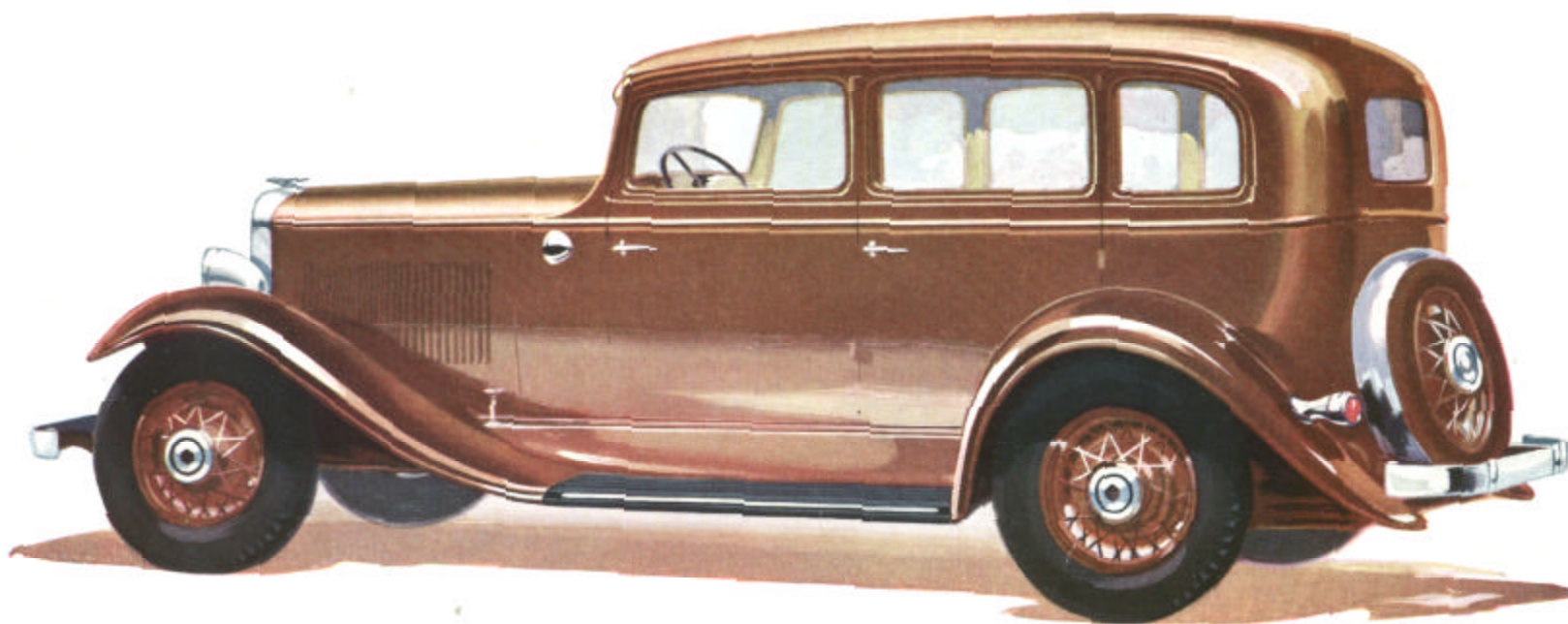
1 9 3 2   N E W   A N D   G R E A T E R   E S S E X   S U P E R - S I X

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## The SPECIAL SEDAN

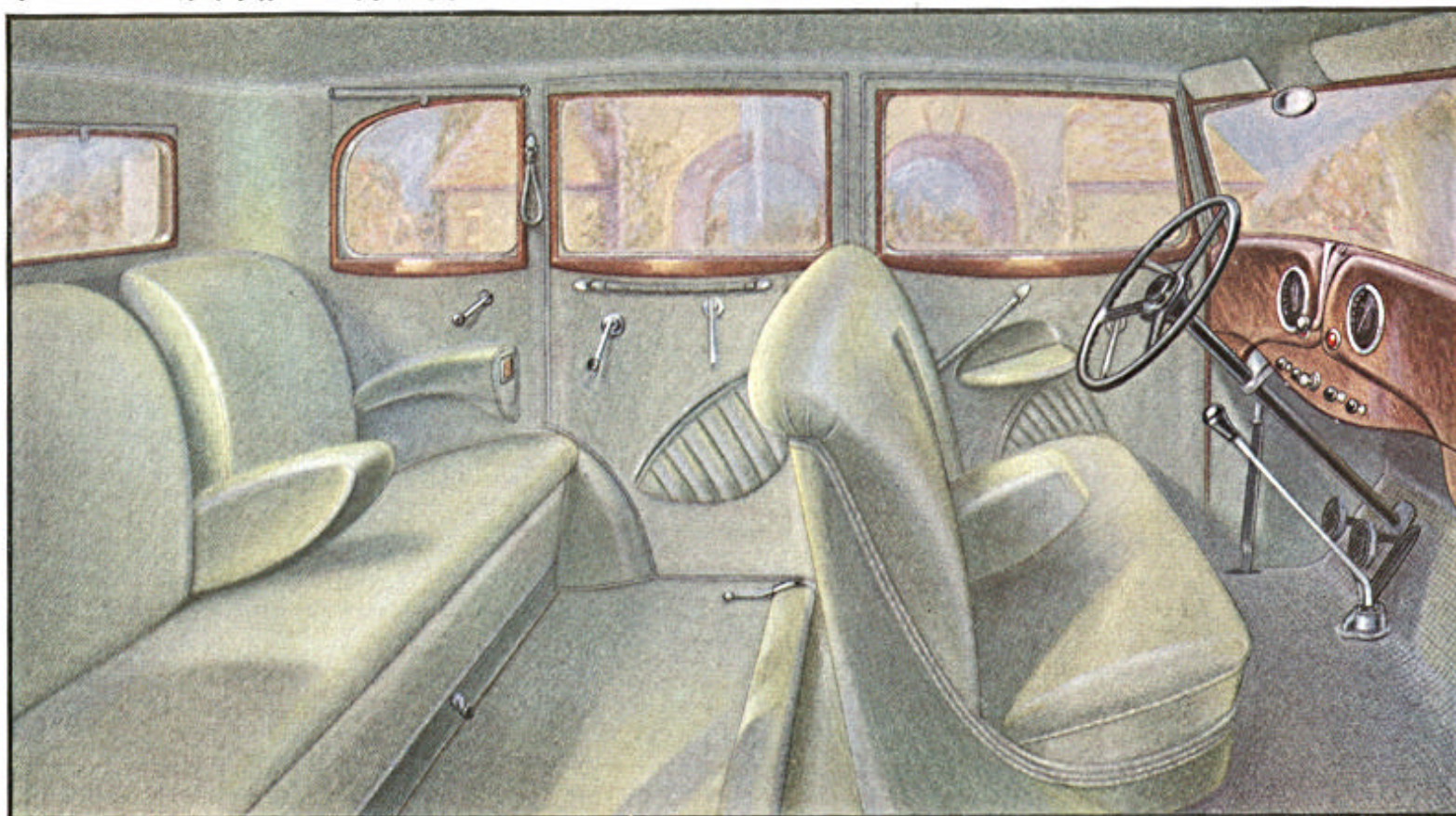
*{for five passengers}*

This spacious and luxuriously appointed sedan is the last word in fine-car roominess and quality in the low-price field. It is the general selection of many motorists with large families.





*Special Sedan Interior, fully equipped. Items of special equipment shown are available on other models at slight extra cost.*



## EVERY COMPARISON PROVES THE 1932 ESSEX OUTSTANDING IN BEAUTY . . . PERFORMANCE . . . DEPENDABILITY . . . AND COMFORT

From its smart V-shaped radiator to the graceful sweep of its rear fenders, the 1932 Essex is refreshingly new in line and profile—the creation of noted custom designers. Exteriors and interiors are in perfect harmony—soft pastel-

shaded upholsterings in fine Cords or Mohairs complementing the new body colors of gem-like beauty. Likewise, the distinctive square pillar design of the silver and ebony type interior fittings is repeated in the exterior hardware.

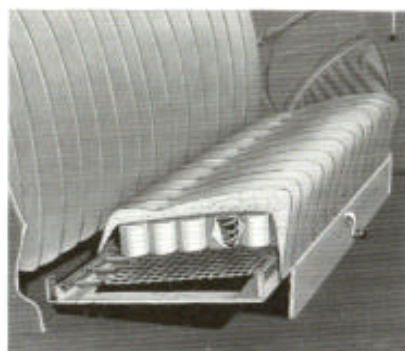


The new 1932 *Greater Essex Super-Six* is worthy of its name—a car of greater power and beauty, distinguished by many new improvements, conveniences and refinements not to be had in any other car of such moderate price.

Go over the new Essex in detail and you will find feature after feature which marks an important advance in motor performance, structural quality, riding and driving ease, and comfort arising to luxury.

Step in and experience for yourself the easy-chair comfort of the new deep-cushioned, posture-contoured Essex seats that can be adjusted forward or back, as well as in height, to the position you find most natural and restful. Feel how the new type lateral seat springs move sidewise under sudden pressure, saving you from shock and jar.

Sit behind the wheel. Note how easy it is to hold the Essex Natural-Grip steering wheel, its rim contoured to



Essex new-type lateral spring seat cushions prevent the bounce experienced with ordinary coil springs.

fit your hand. And the wheel itself is adjustable to whichever of five heights you find most convenient. Now look ahead and you see in full vision the new simplified Essex Eye-Level Instrument Panel, mounting two large airplane-type dials on which speed, water temperature, oil and fuel levels are shown by pointer indicators as easy to read as the hands of a clock. Below are two ruby "Tell-Tale" Safety Signals that flash instant warning should oil pump or generator need attention. The entire installation is at eye level where it can be read without taking the eyes from the road.

#### AUTOMATIC SELF-STARTING

Turn the ignition key and Startix, the automatic self-starter, starts the engine instantly—and re-cranks it automatically should you stall in traffic or under other driving conditions. There are no hand or foot controls to jam with over-anxiety—a safety feature that enables a

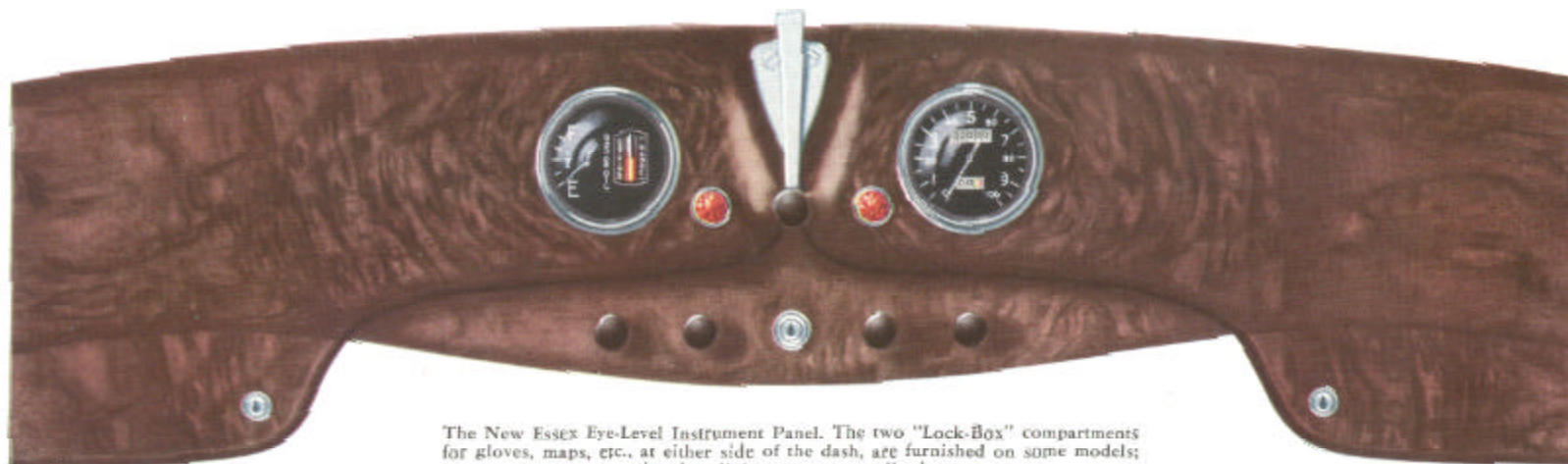
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## NO OTHER SIX COMBINES ALL THESE GREATER ESSEX NEW FEATURES

Startix, Automatic Self-Starter / 70 H. P. Engine / DuoFlo Automatic Engine Oiling / Thermostatic Carburetor Heat Control  
Full Range Selective Transmission with Free Wheeling, Synchro-Mesh and Silent Second Gear  
Triple-Sealed Oil Cushion Clutch / Super Accelerator Pump / Solid-Unit Silenced Steel Bodies / Eye-Level Instrument Panel  
Natural-Grip Steering / Lateral Spring Seats (fully adjustable, front and rear) / Ride Controls  
Quick-Vision Instruments / 17% Larger Brakes / Anti-Flood Choke / All-Speed Generator / Diagonal-Truss Frame

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The New Essex Eye-Level Instrument Panel. The two "Lock-Box" compartments for gloves, maps, etc., at either side of the dash, are furnished on some models; optional at slight extra cost on all others.

novice to handle the new Essex with veteran confidence.

Drop your hand to the gear-shift lever, placed naturally and conveniently at elbow height. Essex Synchro-Mesh makes shifting easy and effortless. With Essex Silent Second Gear you can dart through traffic up to 50 miles an hour—and travel at 70 or better in high.

#### SELECTIVE FREE WHEELING

If you desire to free wheel, you have only to press a control button, mounted in the shift-lever head. Its simplified positive action imposes no new complication upon gear-shifting—you use the control only when changing from, or to, conventional gear, as you select.

#### NEW DETAILS OF COMFORT

Now look about you. See the many new comforts and conveniences the Greater Essex pro-

vides for your passengers and yourself. Window controls and door handles are long and slim, operating with a pendulum leverage which requires less than half the effort required to operate ordinary fixtures. Door pockets, plaited to give extra capacity, are closed to trim flatness by a new arc-slide fastener. Assist cords are hand-contoured; pull-to-door cords at wrist level height provide for easy door closing, without straining for door handles. Arm rests (as many as six in some models) permit each passenger to ride in perfect relaxation.



Simplified Selective Free Wheeling Control as mounted in the Essex gear-shift lever is an exclusive feature in Hudson-built cars.

The long 113-inch Greater Essex wheelbase makes possible an extra-roomy body with ample leg-room in both front and rear compartments, and Essex solid-unit steel bodies are permanently insulated against heat, fumes, cold, and sound.

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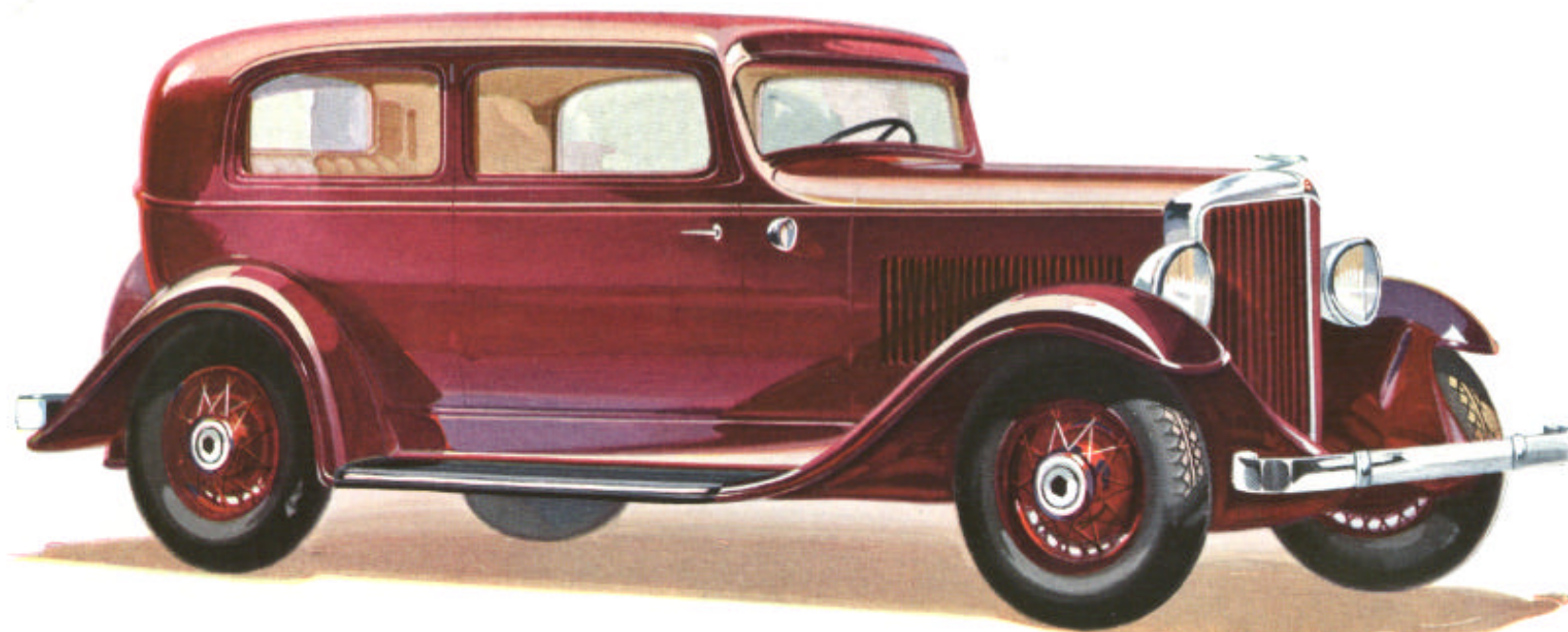
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## The COACH

*{for five passengers}*

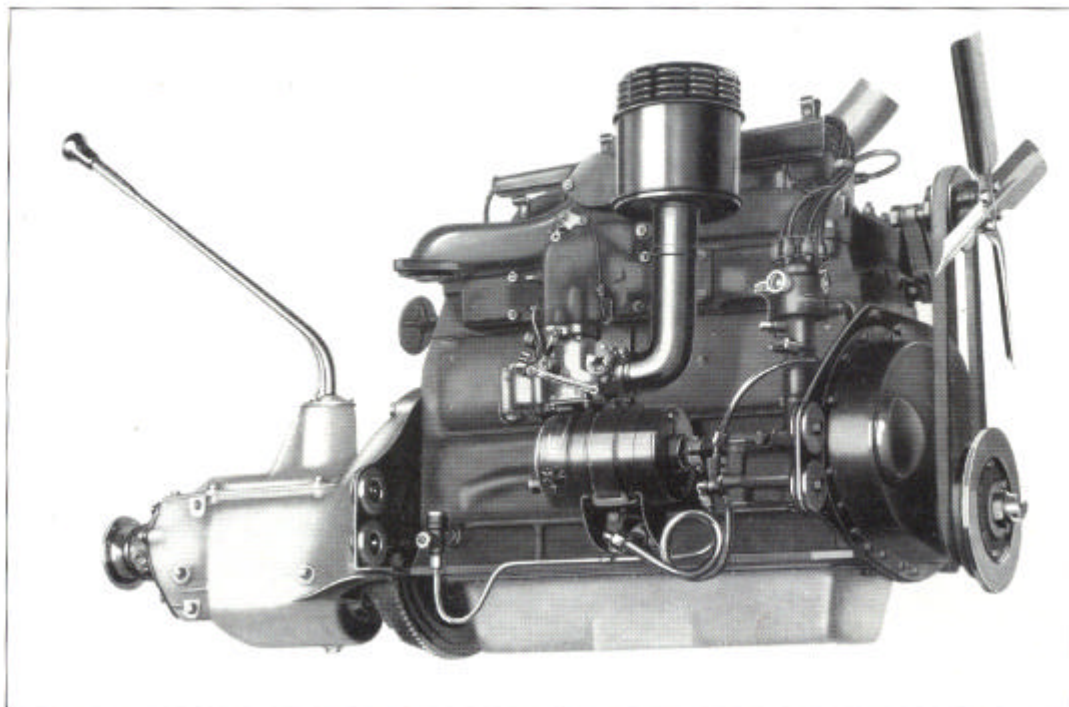
Hudson and Essex initiated the trend to closed bodies with the first Coach. A roomy, practical, comfortable two-door car, especially favored in families where there are small children to take riding.





## FEATURES CONTRIBUTING TO ESSEX PERFORMANCE

Thermostatic Carburetor Heat Control  
Radial Manifold  
Super Accelerator Pump  
Carburetor Intake Silencer  
Air Cleaner  
Anti-Flood Choke  
Anti-Backfire Safety Device  
Silicon-Aluminum Alloy Cam-Ground  
Pistons  
Duoflo Automatic Engine Oiling  
Twin Neutratone Mufflers  
Airplane Type Oil Pump  
Oil-Sealed Fan  
Super-Six Compensated Crankshaft  
Torsional Neutralizer  
High Compression Head  
Anti-Knock Combustion Chamber  
Removable Valve Guides  
Roller Valve Tappets  
Silent Adjustable Chain Driven Timing  
Gears  
Rubber Floated Engine and Exhaust  
System  
All Copper Non-Corroding Radiator  
All-Speed Generator



## 70 HORSEPOWER AT YOUR COMMAND

The 1932 Greater Essex Super-Six power plant develops more horsepower than any other six-cylinder engine of equal displacement — 70 horsepower — an increase of nearly 17% in peak power over the powerful 1931 series. Much more powerful at lower engine speeds, accelerating up to 50 miles an hour in silent second, and up to 70 or better in high, it possesses abundant power reserve for every traffic emergency and every road condition.

*The new Essex engine develops this great power on ordinary "run-of-pump" gasoline. Its high*

*compression head and patented Power Dome Combustion Chamber prevent fuel knock—making the use of premium-priced fuels unnecessary.*

The special heat-treated Silicon Steel valves used in Essex engines often operate for 20,000 miles or more before requiring grinding. Essex alone, among cars of its price class, uses the same Roller Valve Tappets employed in the costliest engines. So perfectly balanced are Essex pistons and crankshaft that frequently many bearings operate for the entire life of the car without ever requiring mechanical adjustment!

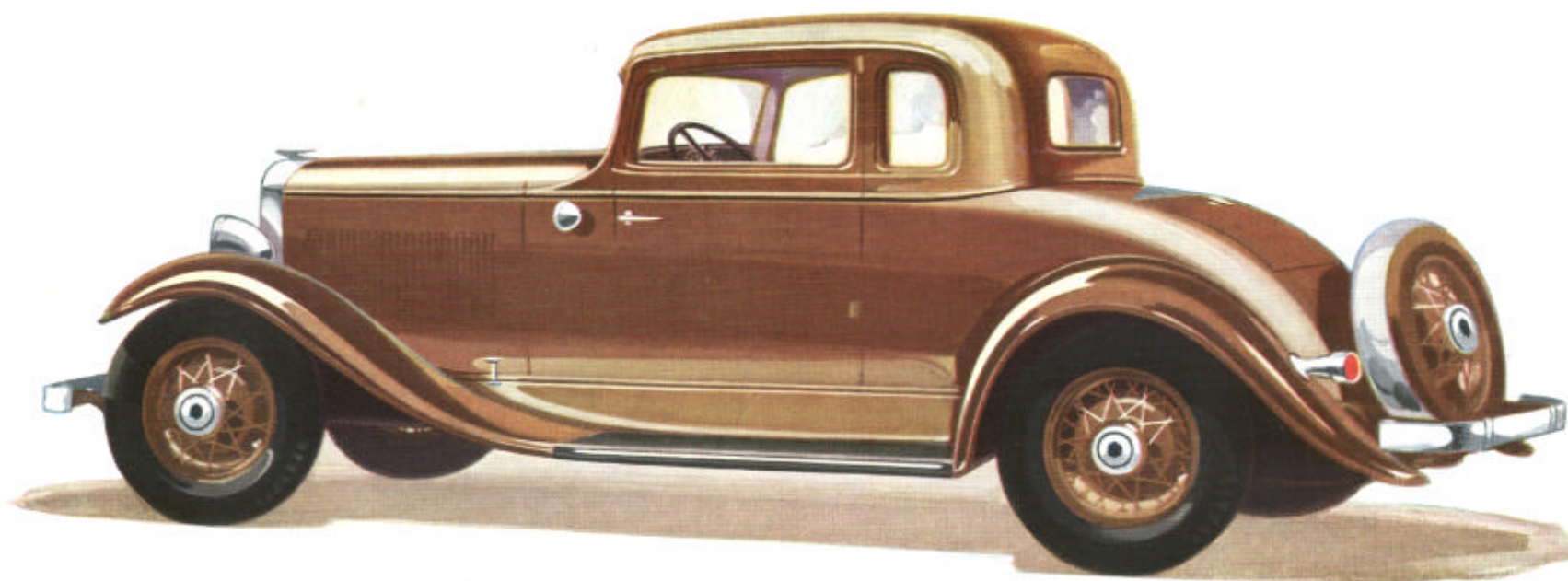
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1 9 3 2   N E W   A N D   G R E A T E R   E S S E X   S U P E R - S I X

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### The FOUR-PASSENGER COUPE

A rumble seat coupe, designed for the small family or those desiring a second car suited for city use when the demand occasionally requires seating capacity for more than two or three persons.



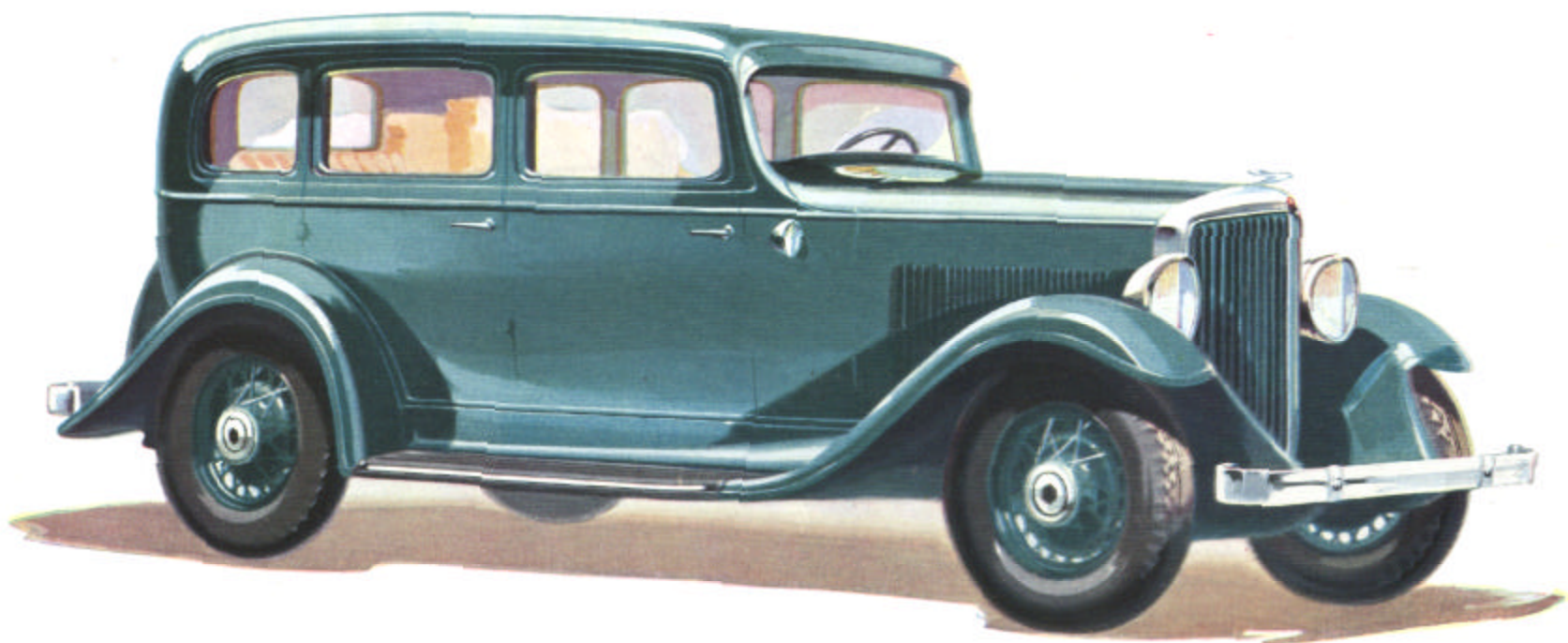


1 9 3 2   N E W   A N D   G R E A T E R   E S S E X   S U P E R - S I X

## The STANDARD SEDAN

*{for five passengers}*

The longer, lower lines of the 1932 ESSEX SUPER-SIX "speeds and streams" show to excellent effect in this popular type which so many families choose as their standard sedan.

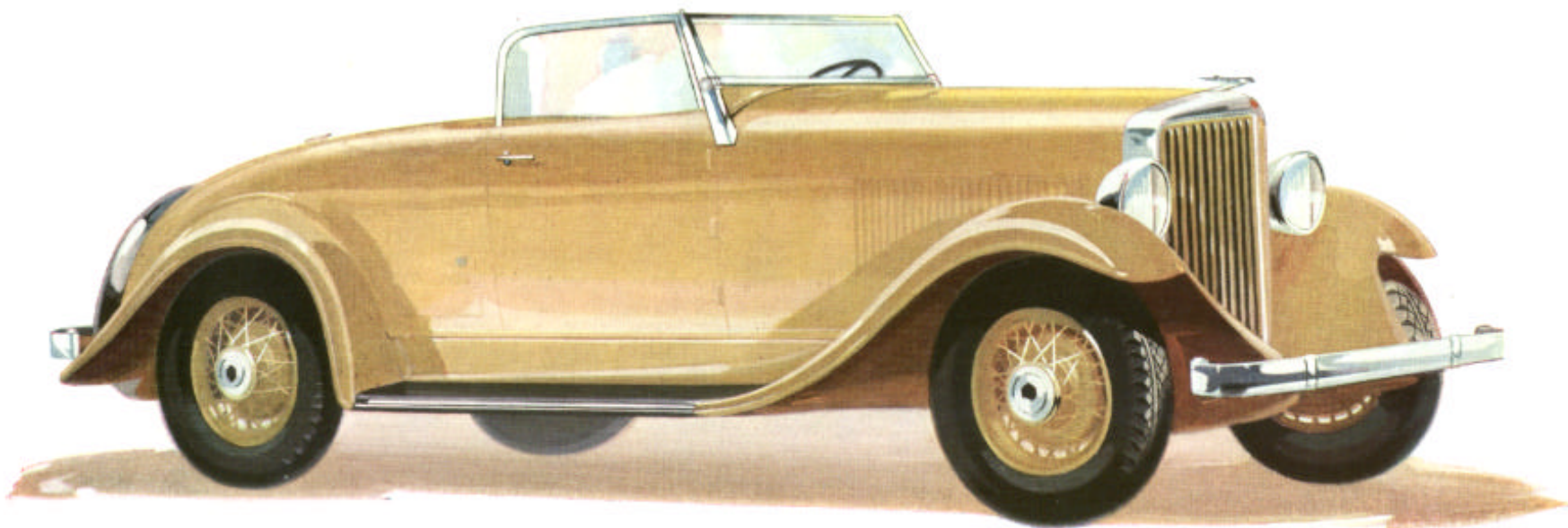




## The CONVERTIBLE COUPE

*{for two or four passengers}*

The first true convertible. This smart closed coupe can be converted instantly into a chummy sports roadster—one simple motion unlocking the top and lowering it out of sight within a weather-proof compartment. There is no awkward boot; no barrier to isolate rear passengers.





## EXCLUSIVE ENGINEERING IMPROVEMENTS ASSURE Smoother Performance . . . Longer Life . . . Lower Maintenance Costs

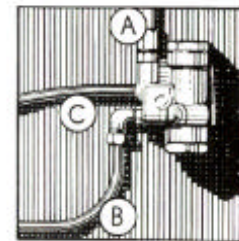
The outstanding performance of the Greater Essex is due partly to its new 1932 features, and most importantly to those fundamental principles of engine design and power application pioneered and perfected by Hudson engineers in the building of more than one million Super-Sixes.

Nothing contributes more to the efficiency and long life of Essex engines than the famous patented Super-Six Crankshaft. Perfectly balanced by forged compensating weights, it runs true at all speeds without a vestige of vibration—keeping reciprocating parts in perfect alignment, with a resultant decrease in power-wasting bearing pressures and wear.

Essex pistons are made of scratch-proof, non-scoring Silicon-Aluminum Alloy, as are pistons in costliest cars. Cam-grinding, an Essex feature, gives a four to six times closer fit, eliminating "piston slap."

Duoflo Automatic Engine Oiling, another exclusive Hudson-Essex development, assures positive adequate lubrication under all weather and driving conditions. Not only is every moving-wearing part bathed in a continuous fountain spray of fresh clean oil, but the oil itself is cooled in the crank-

case, protecting its body and lubricating quality over much longer periods. A large airplane-type pump that has no valves or springs to get out of order circulates the oil to both front and rear ends of the engine, simultaneously, through ports A and B (see illustration above). After passing through the Hudson-patented Labyrinthian Cooling System, the oil returns 45° cooler at port C.



In the 1932 Essex the famous oil-cushion clutch is enclosed in a new Triple-Sealed Housing which maintains the clutch oil supply dirt-free and intact for many thousand miles. This lubricated clutch is softer and more velvety in action, free from grab and chatter, and prevents re-facing expense.

The Essex Synchro-Mesh is a beautiful example of watch-like precision workmanship, including such features as the highest grade roller bearings, and helical-cut lapped constant mesh silent second gear to assure effortless, clashless, smooth gear shifting at all speeds, forward or reverse, in Conventional Gear, or Selective Free Wheeling.

The Essex crankshaft is fully protected by U. S. Patent.





### The SPECIAL COUPE

*{for two or four passengers}*

A de luxe four-passenger, rumble-seat coupe of the smartest, compactest automobile type on the boulevards and roads. It is unusually roomy, fitted with every convenience to facilitate driving and promote comfort, and styled to the very newest modern note.

### The TOWN SEDAN

*{for five passengers}*

A two-window model with wide doors and offered in several of the brilliant new Essex colors. It has extra inches of leg room, fine hardware and fittings, and is upholstered in finest Bedford Cord.



### The BUSINESS COUPE

*{for two passengers}*

Another practical and attractive type with which Hudson and Essex led the way. A big, roomy, well-balanced and easily-handled coupe ideally suited to the needs of business and professional men. Ample luggage space beneath rear deck.



## THE MASSIVE NEW ESSEX CHASSIS

The 1932 Greater Essex offers an advanced type of frame construction that possesses 30 times the rigidity of the conventional double-drop frame—the new Essex Diagonal-Truss Frame, employing the same principle of diagonal cross-bracing used to strengthen great bridges.

A massive cross-truss, extending two-thirds of the wheel-base length, combines with five other heavy box-section cross members to hold the extra-deep 7-inch steel side rails so straight and true that all twist and weave caused by road irregularities are positively prevented.

The Essex rear axle is oversize in all dimensions, with wheels, axle shafts, drive and differential gears all operating in large heavy-duty roller bearings. Essex uses a four-pinion differential, similar to that in the highest-priced cars, in contrast to the usual two-pinion type.

Essex full-balanced demountable wheels are of improved design with increased number of spokes—the strongest type on the road. Essex brakes, operated by silent pre-stretched steel cables, have been increased 17% in braking area. Brakes are fully enclosed, waterproofed against slip and grab, and cadmium-plated to prevent rusting.

Essex splayed rear springs, mounted at an angle to the frame, assure steadiest, safest riding, and eliminate side-sway when rounding corners.

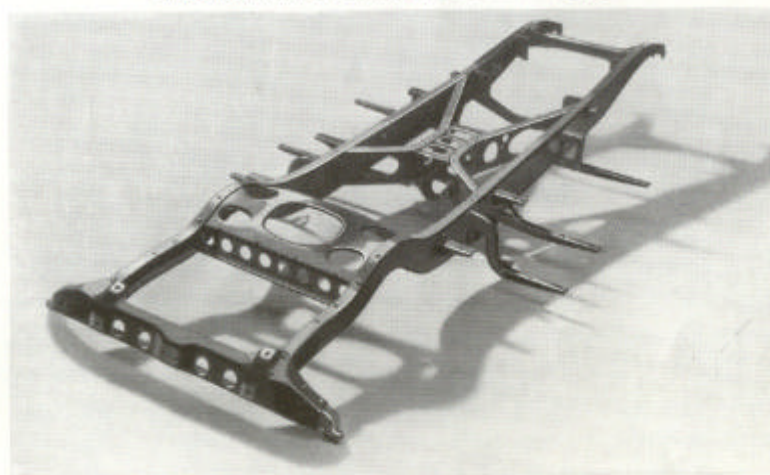
### SOLID-UNIT SILENCED BODIES

Essex bodies are built up of solid steel sections, welded and riveted to a steel superstructure—creating a virtually

one-piece body, noise-proof and weather-proof. In these modern bodies there are no glued wooden joints, no wood braces, nothing that can work loose to squeak and rattle under the strain of modern high-speed driving over all manner of roads.

Doors, side panels, floor and dash are insulated by an inner lining of heavy acoustical felt—a perfect insulation against heat, cold and sound. Sealed pedal openings keep fumes and cold from front compartment. The roof is permanently rain-tight—sealed in rubber. Heavy box-section doors fit snug, preventing rumble and rattle. In luxurious silence, in strength, comfort and long life Essex bodies are not excelled by the costliest custom creations.

The Essex Super-Six Diagonal-Truss Frame is 30 times more rigid than the conventional double-drop type.





## ESSEX RIDE CONTROLS SMOOTH OUT THE ROUGHEST ROAD

You have seen the new conveniences, the many engineering refinements that make the 1932 Greater Essex outstanding among sixes. Now, take it out on the road—not on a mere asphalt promenade, but on poor roads, rough roads, no roads at all—and test for yourself another new improvement that makes Essex the easiest riding car of its size you have ever driven.

Essex Ride Controls permit you to make instant and full range adjustment of the Essex two-way full hydraulic shock absorbers to both the nature of the road and the number of passengers in the car—by simply operating a convenient control on the dash.



The handy Ride Control on the dash makes available the widest possible range of shock absorber action.

Heretofore, even with the best shock absorbers it has been impossible to provide the right degree of shock absorber stiffness or freedom to meet constantly varying road and load conditions. Now, with Essex Ride Controls you can ride on boulevard levels or hard-crusted ruts, alone or with full load of passengers, and enjoy the same smoothly balanced bounceless ride at all times.

In association with Essex long multi-leaf springs, Essex new-type lateral spring seat cushions, luxurious soft upholstery, full adjustable seats and full size balloon tires, Essex Ride Controls assure the Essex driver and passengers of a new maximum ease and comfort in riding.

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## WHY ESSEX CAN GIVE YOU GREATER VALUE

The men who build and sell Essex and Hudson cars—the department heads and principal distributors own and manage the Hudson Motor Car Company. Centralized control, ownership “on the firing line,” enables Hudson and Essex to act quick, to

set the pace in pioneering improvements. Hudson and Essex cars and bodies are built in one large modern plant—there are no scattered assembly plants to increase handling and inventory costs . . . So efficiently has Hudson Motor Car Company been

managed that all expansion has been financed out of earnings without issuing bonds or preferred stock, thereby eliminating interest on outside capital from Hudson and Essex prices . . . The result of these many savings is better cars at lower prices.

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## ESSEX INFORMATION—STANDARD ON ALL MODELS

70 H. P. Engine  
Intake Silencer  
Air Cleaner  
Anti-Backfire Device  
3-Jet Carburetor  
Thermostatic Carburetor Heat Control  
Anti-Flood Choke  
Radial Manifold  
Super Accelerator Pump  
Highest Compression Head  
Power Dome Anti-Knock Combustion Chamber  
Compensated Crankshaft  
Silicon-Aluminum Alloy Cam-Ground Pistons  
Torsional Neutralizer  
Duoflo Automatic Engine Oiling  
Labyrinthian Oil Cooling  
Airplane-Type Oil Pump  
Roller Valve Tappets  
Silent Chain Driven Timing Gears, fully adjustable  
Pure Copper Non-Corrosive Radiator  
Oil-Sealed Fan  
All-Speed Generator  
Twin Neutratone Mufflers  
Rubber-Floated Motor and Exhaust System  
Solid-Unit Weather-Insulated Silent Steel Bodies of New Streamlined Design

Gem-Like Body Colors  
Lateral Spring Seat Cushions  
Posture-Contoured Seat Backs  
Side Arm Rests  
Felt-Lined Tool Compartment with Kit  
Pull-To Cords on All Doors  
Rattle-Proof Doors  
Adjustable Seats, Front and Rear  
Modernistic Radiator Ornament  
Rear Tire Carrier

Full Molded Rubber Running Boards  
Simplified Selective Free Wheeling  
Synchro-Mesh Transmission  
Silent Constant-Mesh Second Gear  
Triple-Sealed Oil-Cushion Clutch  
Diagonal-Truss Frame  
Cross-Ribbed Front Axle  
Oversize, Semi-Floating Rear Axle  
Four-Pinion Differential  
Splayed Rear Springs

17% Larger Brakes  
Silent Pre-Stretched Steel Brake Cables  
Two-Way Hydraulic Shock Absorbers  
Demountable Wheels (Wood or Wire)  
Oversize Tires  
Eye-Level Instrument Panel  
Quick-Vision (Airplane Type) Instruments  
Startix, Automatic Self-Starter  
Ride Controls  
"Tell-tale" Oil and Generator Safety Signals  
Two-finger Windshield Control  
Non-Reflecting Windshield  
Windshield Wiper  
Natural-Grip Steering  
Finest Upholstery in New Pastel Shades  
Rubber Fabric Carpet—Colored to Harmonize with Upholstery  
Silver and Ebony Style Appointments  
Easy-Turn Door and Window Handles  
Arc-Slide Door Pockets  
Quarter Window Curtains (All Sedans)  
Chrome Streamlined Headlights  
Parking Lights  
Reflecto Tail Light  
Foot-Operated Headlight Dimmer  
Rubber Pedal Pads

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### Additional Refinements—Standard Equipment on Special Coupe and Special Sedan

Side and Center Arm Rests, Front, both models; Rear, sedan  
Dash "Lock-Box" Compartments  
Arc-Slide Pockets, all doors

Hand-Contoured Assist Cords  
Chromium-Plated Bonnet Hinges and Locks  
Inside Visors

### Optional Equipment Obtainable on All Models at Favorable Prices

Combination Mirror and Clock  
Radio Aerial  
Inside Visors  
Tire Locks  
Cigar Lighter  
Leather Upholstery

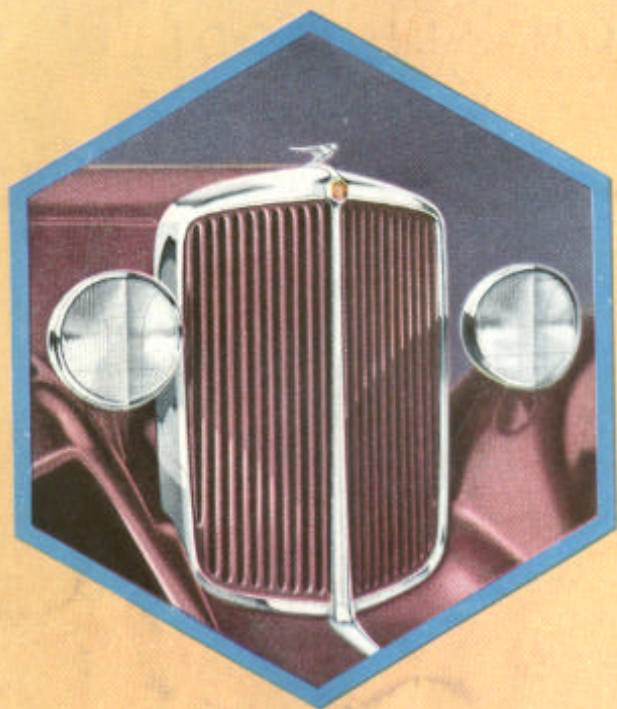
Shatterproof Glass, Windshield, or All-Around  
Fabric Tire Covers with Chromium-Plated Ring  
Dash "Lock-Box" Compartments  
Double Windshield Wipers  
All-Metal Tire Covers

Single or Double Fender Well Wheel Mounting including Tire Locks and Trunk Rack

NOTE—The Hudson Motor Car Company reserves the right to make changes in car design, equipment or color schemes at any time without incurring any obligation to install same on cars previously sold.

**HUDSON MOTOR CAR COMPANY · DETROIT, MICHIGAN, U.S.A.**





1932

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