



What makes them

**PACE
MAKERS**



PRINTED IN U. S. A.

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The NEW and
GREATER
HUDSON
EIGHT

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The NEW and
GREATER
ESSEX
SUPER SIX

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The YARDSTICK of 1932

Off to a spectacular lead that shot a thrill through motordom, Hudson and Essex, with every stride have widened that margin—in sales, in amazing percentage gains, in public acknowledgment—by which their brilliant quality has set the pace for value-giving.

Overnight—the most talked-of cars in America! But what is more important, that glorious inaugural interest has been consolidated in the national conviction that these cars do represent, as their builders meant, the greatest automobile values the industry ever saw.

If you have thought that all cars were pretty evenly valued for the money paid, you have a discovery in store for you when you come to match values of 1932. Even the most cursory examination will show you the astonishing margins by which Hudson and Essex outvalue the industry.

You need accept no man's word for these facts—you can determine them by a measure as dependable as a yardstick.

This little pocket folder compactly lists for your reference some Hudson and Essex advantages, which you will want to check with any car you may consider buying. Compare these cars with what the industry elsewhere offers—at the price—regardless of price; it will answer the question: "What makes them PACEMAKERS?"

Following are some of the features, advancements and equipment included in the 1932 Hudson and Essex cars AT NO EXTRA COST:

- 1 The New Greater Hudson Eight Engine—101 Horsepower—85 to 90 miles per hour in high.
- 1-a The New and Greater Essex Super-Six Engine—70 Horsepower—70 miles an hour.
- 2 **STALL-PROOF SAFETY.** Hudson and Essex Startix—automatic self-starting—a great new safety device, which renders these cars stall-proof! When you turn the switch key in the ignition lock the motor starts immediately, and as long as the ignition is "ON" Startix reocranks instantly no matter how many times you stall it.
- 3 **UN-BUMPING THE ROAD!** Hudson and Essex Ride Controls solve the problem of equalizing all the variants of load and road for the smoothest possible ride that springs and shock absorbers are engineered to give. Operated by a simple plunger adjustment on the dash, they enable you to control shock absorber action over the widest range—for smooth pavement or rough road—for one passenger or a full load.
- 4 Free Wheeling in Hudson and Essex is *selective*. Operated by a button in the gear shift lever, an exclusive convenience. Automatic device renders free wheeling unit inactive when in reverse.
- 5 Silent Syncro-Mesh Shift which permits silent, clashless shifting at all speeds.
- 6 Silent Constant Mesh Second Gear which permits speed up to 50 miles an hour, with silence.
- 7 Wire Wheels.
- 8 Adjustable Seats, front and rear—quick, simple adjustment for pitch, height and leg-room, without leaving your seat.
- 9 Lateral Spring Cushions, one of the greatest motor car comfort developments of all time. The up-and-down action of conventional springing is effectively absorbed through utilizing transverse springs, that under pressure move gently sidewise, so that you ride on a level plane

Motor Car Values

- with a slight sidesway, where otherwise a violent jar would be felt.
- 10 Fenders and other sheet metal parts, lacquered to match the color of the body.
 - 11 Walnut trim throughout.
 - 12 Thermostatic carburetor heat control—no seasonal adjustments necessary.
 - 13 Double-action shock absorbers.
 - 14 Anti-Backfire Device—effects lower fire insurance rates.
 - 15 Arc-Slide Pocket Fasteners.
 - 16 Wick-Oiled Body Door Dovetails, and striker plates, exclusive to these cars, eliminates door squeaks.
 - 17 Side lamps.
 - 18 Steering Wheel adjustable to five positions—a feature almost exclusive to expensive cars.
 - 19 Two-Finger Windshield Control—one motion, one second, to open or close windshield in fast position.
 - 20 Silicon-Aluminum Alloy Cam-Ground Pistons—non-scoring, glass-smooth, scratch-proof, yet 15 per cent lighter than aluminum—and requiring approximately 50 per cent less power to drive than heavy cast iron pistons.
 - 21 Aluminum Alloy Clutch Plate—greatly facilitates gear shifting with Syncro-Mesh transmission.
 - 22 Center Arm Rests and Door Arm Rests in special Hudson and Essex models.
 - 23 Rubber used at more than 60 points to silence and insulate.
 - 24 Dash Oil and Gasoline Gauge. At the touch of a button the gauge which normally shows the gasoline level, flashes to the level of the oil in the motor.
 - 25 Splayed Rear Springs cushion out sidesway . . . patented and exclusive to Hudson and Essex.
 - 26 Twin Neutratorne Mufflers.
 - 27 Diagonal Truss Frame, 30 times more rigid than conventional double-drop frames.
 - 28 Larger Batteries.
 - 29 Heavier Single Bar Bumpers.
 - 30 Larger Generator.
 - 31 Built-in tool box with kit.
 - 32 Full fashioned, deeply upholstered front seats in Coach.
 - 33 Foot-controlled headlight dimmer.
 - 34 Full Molded Rubber Running Boards—the rubber is vulcanized to steel base, almost exclusive to Hudson and Essex and costlier cars.
 - 35 Rubber pedal pads and accelerator treadle.
 - 36 One-piece reinforced fenders.
 - 37 Door pull cords.
 - 38 Carburetor Intake Silencer.
 - 39 Anti-Flood Choke, which makes it practically impossible to flood the motor when cold.
 - 40 Chrome Streamlined Headlamps.
 - 41 Eye-Level Panel with Quick-Vision Instruments.
 - 42 Rubber-Floated Motor and Exhaust Systems.
 - 43 Super Accelerator.
 - 44 All Copper Non-Corroding Radiator.
 - 45 Silent, Adjustable Chain-Driven Timing Gears.

