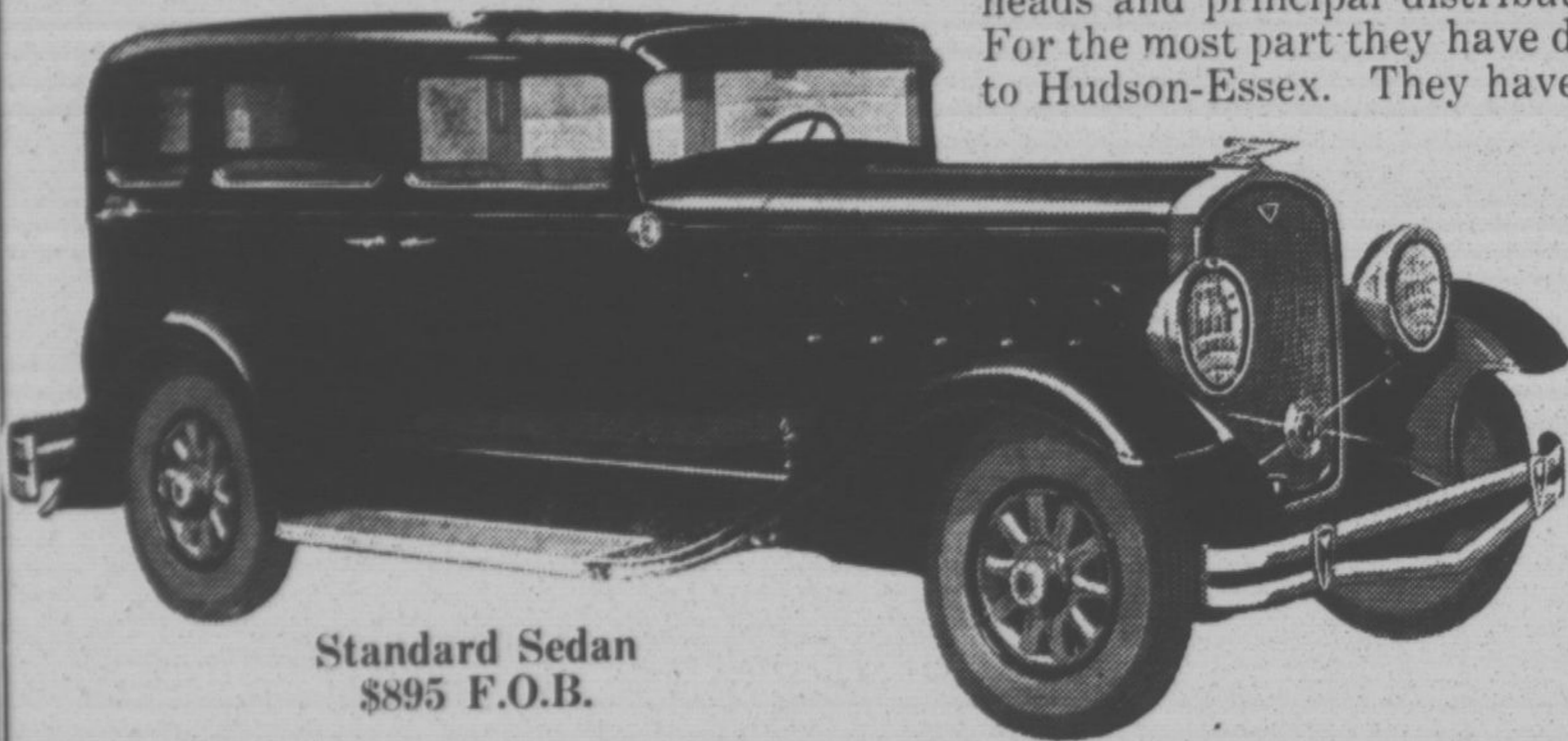


HUDSON-ESSEX

is Showing 2 New Cars Today

THE GREATER HUDSON

Eight



Standard Sedan
\$895 F.O.B.

These cars are designed, built and priced to continue Hudson-Essex leadership—a position established over 22 years and confirmed by a million and a half users.

The ability to furnish such values to the public is due to the unique position Hudson-Essex holds in the industry. The men who are now guiding its destinies have been with the company practically since its inception. Its department heads and principal distributors are its controlling owners. For the most part they have devoted their entire business life to Hudson-Essex. They have always built cars of outstanding quality and delivered them to the public at distinct price advantages.

In both cars, beauty includes more than their smart up-to-date bodies and tasteful combinations of color and chromium plate. It is evident in every detail of their interior trimmings, fittings and appointments.

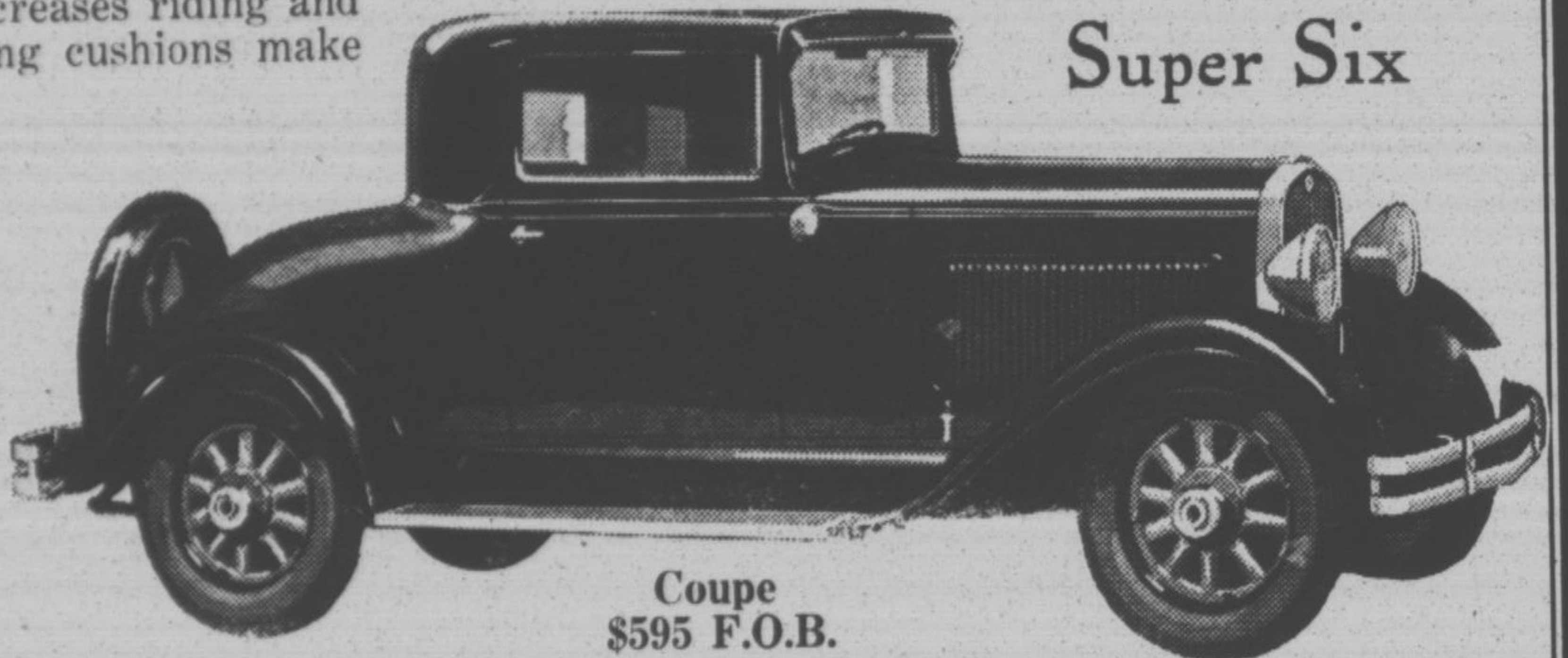
Special attention has been given to comfort and convenience. The starting button is located on the dash. The steering wheel and both front and rear seats are adjustable. Head-room is higher, seats are roomier, doors are wider and leg-room is greater than usual.

Exceptional riding ease is characteristic of Hudson and Essex. Genuine comfort is so important that these cars are especially engineered for easy riding even over cobblestone pavements or rough roads. Motor smoothness eliminates fatigue. Ease of steering and extraordinary roadability add to driving pleasure. Special spring suspension and a positive rigid frame with four hydraulic shock absorbers take up road shocks. The body, of airplane type construction, is insulated against drumming and its quietness increases riding and driving enjoyment. Deep-sprung cushions make all seats unusually comfortable.

With such distinguished fore-runners, these two cars irresistibly appeal to all who seek brilliant performance. Here you find it—in larger motors that give a surplus of power for mountain or mud, for acceleration in get-away or road emergency. You find it in roadability, riding and driving ease, smoothness and in definite advantages of economy.

THE NEW ESSEX

Super Six



Coupe
\$595 F.O.B.

Willits Hudson-Essex Company

Laurel at Second

Highland Park

Telephone 303