HUDSONANDESSEX INVADE NEW FIELDS



Have you tried Rare Riding Comfort? It is now yours at prices that appeal to your pocketbook!

You are missing the biggest motoring thrill of the year if you have not tried Rare Riding Comfort! Many cars now offer innovations that add to the pleasure of riding and driving. But none are so convincing, none so important as the comfort and convenience Hudson and Essex now give you at prices all can afford.

Rare Riding Comfort is not new. You have always been able to get it in cars

costing thousands of dollars. It is, however, entirely new at these low prices.

There is plenty of seat width, leg room and head room-no crowding of driver or passengers. Body insulation keeps out drafts and prevents drumming. Smoother motors eliminate fatigue. Wide doors make it easy to get in and out. Non-weaving frames and four two-way hydraulic shock absorbers further assist Rare Riding Comfort.

On the basis of performance alone, you would judge these cars to sell for several hundred dollars more. Get-away is faster because you can shift gears quicker without clashing or losing momentum.

In appearance, they are individual and distinctive. Chromium-plated radiator grids and long, graceful lines mark them as style leaders. Interiors are smartly tailored and tastefully fitted. Quality

Your car is always under control. Larger

motors make them faster and more

powerful on hills. Improvements in

the fuel system give both cars surprising

is evident in every detail.

But you must experience Rare Riding Comfort yourself to know how far Hudson and Essex have gone to give you greater quality at lower prices. Ask your nearest Hudson and Essex dealer for a demonstration.



Other Body Models as Attractively Priced. Special Equipment Extra. All Prices F. O. B. Detroit