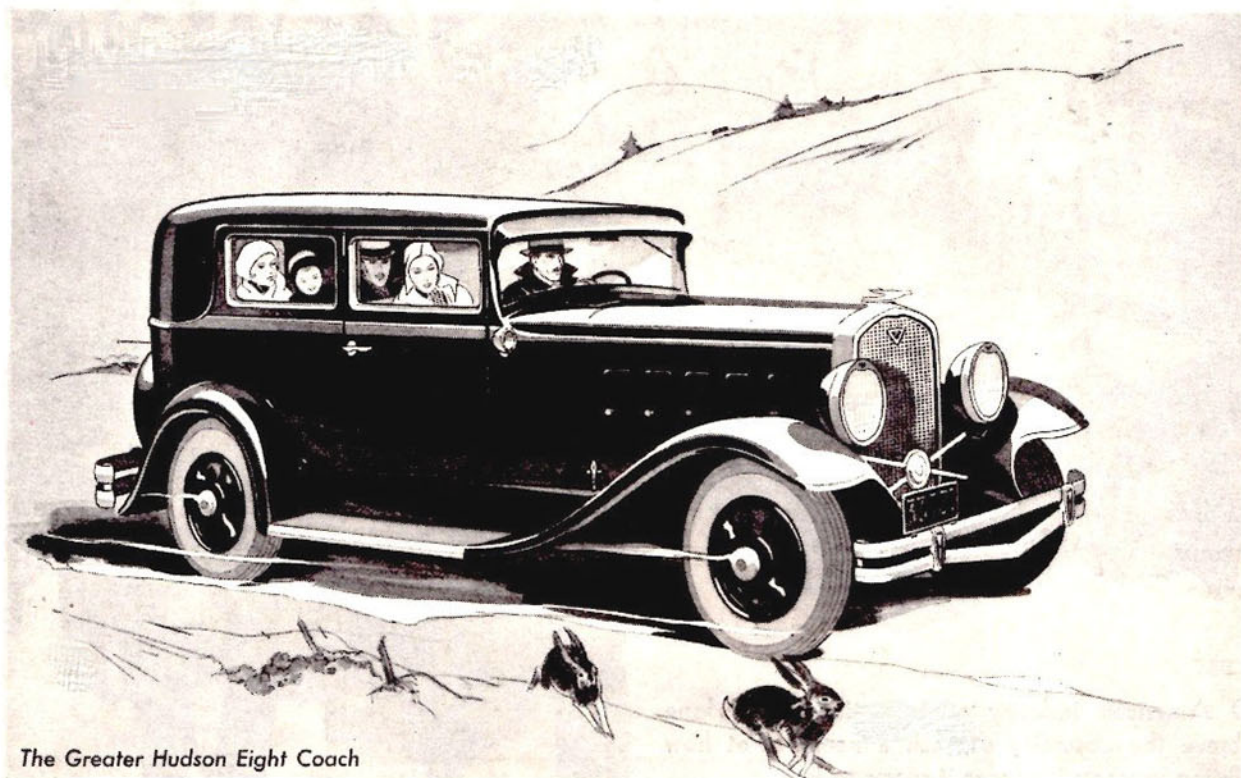


HUDSON ESSEX

INVADES A NEW FIELD



The Greater Hudson Eight Coach

Now you can ride in Comfort and save money too!



Hudson and Essex
Comfort is Like
Your Favorite
Fireside Chair

There was a time when you had to pay two or three thousand dollars for an easy-riding car. Those days have gone forever! Hudson-Essex now brings you *Rare Riding Comfort* at prices all can afford.

This comfort is not limited to freedom from road shocks. Four two-way hydraulic shock absorbers, patented Hudson-Essex spring construction and non-weaving frames take care of that. It extends to the vibrationless motors and to bodies that are insulated against drumming noises and drafts. It includes generous head-room and leg-room, wide doors and deep, form-fitting cushions. You will not tire on all-day drives in these cars! Wide seats permit you to shift position with perfect ease. You are never crowded.

Larger motors enhance speed, get-away and power. Added strength throughout assures greater reliability. Improved fuel systems bring new operating economy. You expect brilliant performance from Hudson-Essex—and you get it.

These cars look aristocratic and they are! Interiors are smartly done. Chrome-plated radiator grids and other attractive details make them distinctively *different* in outward appearance.

But you cannot see *Rare Riding Comfort*. You must experience it! Ask your nearest Hudson-Essex dealer to show you how easily these cars ride. Then think how easy it is to enjoy such beauty, performance and *Rare Riding Comfort* at prices so low!

\$875
THE GREATER HUDSON 8
Business Coupe
(Coach \$895)

Other body models as attractively priced. Special equipment extra. All prices F. O. B. Detroit

OWNER-MANAGEMENT PERMITS EXCLUSIVE VALUE ADVANTAGES

Owner-management enables Hudson-Essex to give you outstanding advantages in quality and price. The men who are now guiding its destinies have been with the company since its inception twenty-two years ago. Its department heads and principal distributors are its controlling owners. Their independence is backed by unusually large resources in capital and plant facilities. It enables Hudson-Essex to lead in design and engineering. It permits economies in manufacture and distribution that bring exceptional quality direct to the public at distinct price advantages.

\$595
THE NEW ESSEX SUPER SIX
Coach or Business Coupe

Other body models as attractively priced. Special equipment extra. All prices F. O. B. Detroit