

## The NewESSEX

## What Experts Here and Abroad Say About It:

'Hudson has produced a super Essex . . .
proverbial knockout."
It looks like the
'The New Essex is a revelation of performance, ease of riding and of smoothness." - From Motor Aso.
"Steers easily, even on loose gravel at 50 miles per hour."
'A wonderful value-a car of which Hudson engineers have a right to be proud. '"-From Motor Life.
'Possesses qualities I, didn't believe could be incorporated in a closed car at s975.' ${ }^{-H .}$ A. Tarantous, in Motor (U. S. A.

## and "MOTOR" of London, England Says:

"For a very considerable tha the Easex car has been one of the morest
popular American procuctions marpoped in this country, and has won
keed an enviable name for reliability and road performance. Good as the
four-cylinder model has proved to four-cylinder model has proved to
be in service, however, the manufacturers have superseded it in fa. vour of a six-cylinder model. It represents a very great advance in
deejgn on the old car, and is one of deasign on the old car, and is one of the most interesting American ve-
hicles that has ever been imported here, chiefly on account of the fact that the engine is only just over two 1 teres capacity.

terrific; in fact, it is one of the most lively cars in which we have riddent.
Thirty miles an hour or over seeme Thirty miles an hour or over seems
but 10 or 12 , so smooth is the engine, while ordinary main-road gradients can be surmounted in excess of 45 miles per hour
"The steering is particularly light
for an Ametican production, very for an American production, very
accurate, and an ample lock is proaccurate, and an ample lock is pro-
vided. The brakes, both hand and
foot, foot, could not be better, for they
are very smooth, progressive and are very smooth, progressive and
powerful in action. The transmis-
sion is noiscless sown in soisceless, and in every way
the new Essex six-cylinder can be the new Essex six-cylinder can be
put down as a real delight to drive."

## "Even better than my former ESSEX" say Thousands of Owners

It is the most talked of car ever brought out by and dash of the former Essex up to 50 miles an hour, while far surpassing it in smoothness and riding ease.

Thousands who examine and ride in it daily are proclaiming qualities never expected in a car of its price. They call it the easiest riding car they ever knew. Safe, comfortable and
steady on all roads at all speeds. A special
 Even those who keep but casual track of gasoline and oil mileage, are astonished at its economy in those respects. And the minimum service cost policy, continues these cconomies years it serves you. Ask your dealer for the parts price list.
And take a $\mathbf{3 0}$ minute ride to learn the facts.

## 2500 New ESSEX Owners Each Week Throughout the Country

ESSEX MOTORS-DETROIT, MICHIGANOMAHA HUDSON-ESSEX CO
Harney at 26th Street Tel. AT lantic 5065 Associate Dealer Killy Motor Co.

