


E S S E X

## Consider Its Price

Compare It With Others When You Measure Their Quality With Essex

Men no longer accept the doctrine that higher priced cars mean correspondingly finer cars.
Of special interest is a price to price measurement of the Essex against cars you have always judged in its quality class. Its advantage shows surprising margins when viewed thus.

Will you find any-car of comparable quality and ability within hundreds of dollars of the Essex class? And doesn't its low cost with such quality, appeal to judicious buyers, whether they are considering a car slightly less in cost or have been seeking Essex quality in some much costlier car?

C. L. Boss Automobile Co.

BrakeLiningMustBeWatched Proper Way to Reline Is" Told




# Hudson Super-Six 

 Now Holds Price AdvantageYou Rank Hudson With the Few Really Great Cars. But

Instinctively you group Hudson with the few cars that all men acknowledge truly great.
But do you campare its price with heirs?
That contrast is the emphasis of Hudson value.
Hudson does not expect undivided acknowledgement in leadership. Though in the regard of more than 100,000 owners it holds that position withou dispute. Five years as the worid's larg sient favoritism, but a time-seasoned judgment.

## Today's Market Shows

Its Price Advantage
Is not even greater appreciation as sured to Hudson value now that price

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