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## Do You Know That Hudson Builds The Essex?

$\mathrm{E}^{\mathrm{SSEX}}$ success has not been accidental.
But how many know why Essex in its first year revealed qualities more mature, more evident of the influence of long experience, than is commonly found in cars even in their third and fourth year? You will recall the Essex was announced one year ago without one word as to the identity of its builders. Not a claim was made for its performance.
You were asked to go look at it, take a ride and form your own opinion. The Essex, we said, would have to speak for itself.
Now that it has established itself, we for the first time reveal why Essex has all the qualities of cars of long development.

- Was Designed by Hudson Engineers

They conceived it as they developed the Super-Six All they learned about endurance, they incorporated in the Essex.
They gave to the Essex the power that has made it famous in all quarters. Its speed is the result of what had been learned in making the Super-Six winner of all worth-while speed records.
The Essex can never be all that the Super-Six is, for they are totally different types. But the Essex does bring quality and performance But the Essex does bring quality

## It Explains Why

through sheer ability and without other endorsement, 20,000 were sold-

## Essex Made Good

The former owners of large costly cars that have adopted the Essex have not been Hudson users. They have come from other cars, cars that fall short of the Super-Six in all particulars save size and cost
The Essex appeals to such users because of its nimbleness. They like the way its performance compares with that of the Super-Six. You can munity that are most prominent because of their performance ability are the Hudson Super-Six and the Essex.

## PIONEER GARAGE

Just as the Super-Six is the choice of those who recognize its unmatched performance and reliability, those who demand light car economy choose the Essex for its seed, power and endurance
Think of the advantages Essex has had. What or dinarily would have required years to perfect was made possible in the very first model.
That is why 20,000 are now running, why more than $\$ 30,000,000$ was paid for Essex cars in ten months.

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[^0]:    Essex Did Not Need Hudson's Endorsement
    That has been proved. That is why the two names have not been previously connected.
    You have not needed the Hudson endorsement to understand Essex performance. Think of what hundreds of thousands have been saying in praise for the Essex. They have told how well it looks, for the Essex. They have told how well it looks, how it out-performs others and how after months proved its right to the position it holds.
    Essex has won its own way. Hudson gave it full benefit of the experience of its engineers and the ability of its manufacturing organization. It: name was not needed.
    Now Hudson takes the same pride in acknowledg ing its kinship to Essex that a father might in speaking of his son who on his own account had made good.

