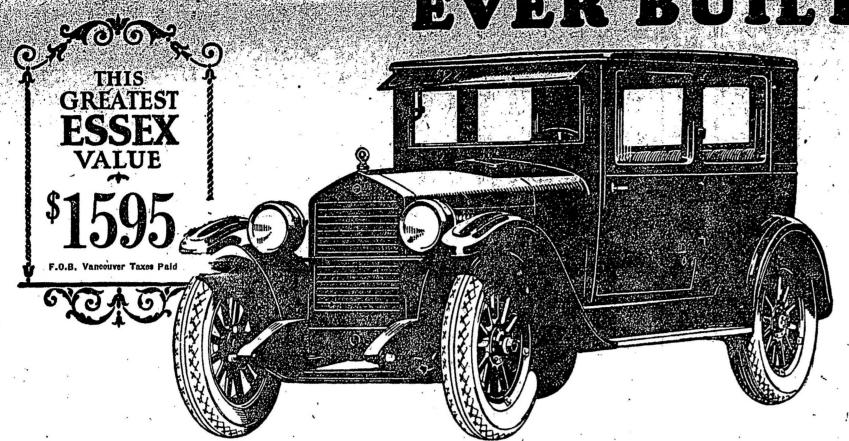
THE FINEST ESSEX DYDR BULLT



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Essex is a totally different type. Its advantages are exclusive because patented. It gives results never before attained in any car:

Low price, without disappointment in looks or

Economy without sacrifice of performance. Stability and highest roadability without unneces-

The riding ease of large, costly cars. The handling ease of a bicycle. Utter simplicity in design. The lowest maintenance cost, we believe, of any

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These qualities make it the most wanted and largest selling car of its class in the world.

car in the world.

It is the finest Essex ever built. It is ever built. It is the best looking, most

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The Chassis Is Patented

Just as the Coach, invented by Hudson-Essex, changed practically all buying to closed cars, so the patented Super-Six principle and other exclusive advantages, forecast the mechanical design which all must seek to rival.

But the extensive copying of the Coach type and the Coach name, even by costlicat cars, cannot be carried to the Essex chassis. That is patented and no other maker can use it. It' is responsible for the smooth vibrationless performance and long lasting reliability for which Essex is famous everywhere.

Hudson and Essex are of one quality.

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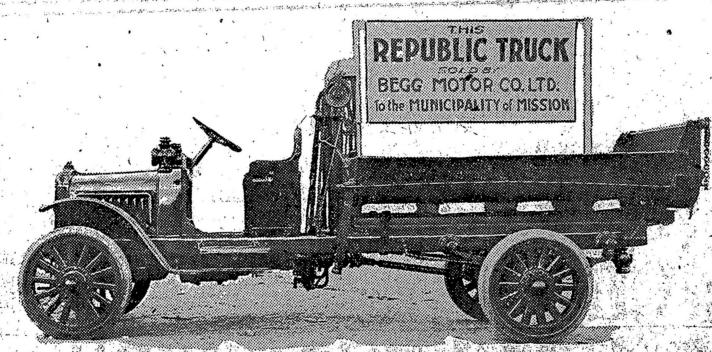
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