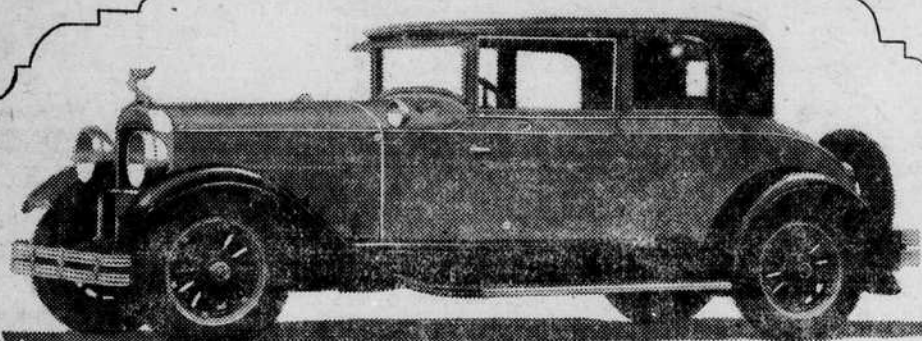
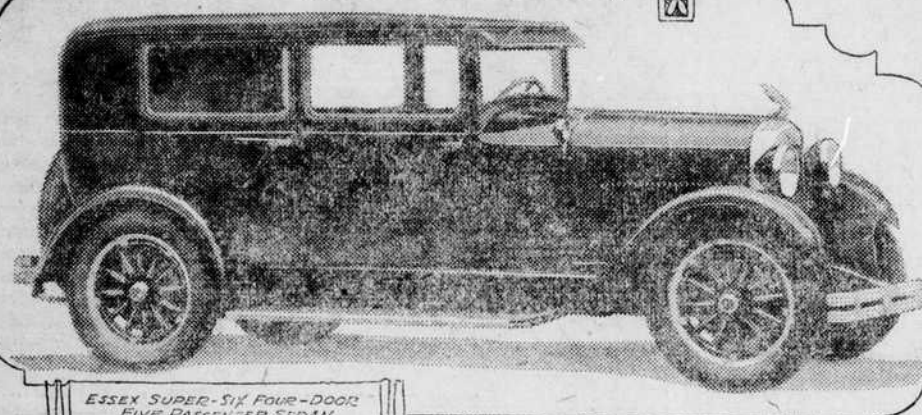


HUDSON-ESSEX MAKES BOW WITH 1928 MODEL CARS

"Vogue of Tomorrow" Typified in Series. All Units Contribute To Beauty and Style.



HUDSON SUPER-SIX 127 INCH CUSTOM BUILT VICTORIA



ESSEX SUPER-SIX FOUR-DOOR FIVE PASSENGER SEDAN

Above is the Hudson Super-Six their high-compression, high efficiency, an attractive new car line. These are said to type introduced this year. Below operate smoothly on any type of is the Essex 6-cylinder, 4-door gasoline, and through intensive design, expected to be one of the development to assure even smooth-er and more powerful performance. Advanced style is the outstanding SERIES OF CARS COMPLETE. ing change in the new Hudson-Exsex line of cars introduced yesterday by the Hudson-Exsex dealers. Motorists here are viewing the new cars simultaneously with the Automobile Show in New York City, where the Hudson-Exsex line made its bow to the public. But though these new cars, as seen yesterday, are strikingly im-proved in style and beauty, Hud-son-Exsex has kept a traditionally keen eye on fundamentals of value, in fact the price on a highly im-portant model—the Essex 4-door sedan—is reduced \$40. Hudson-Exsex presents this as the only 6-cylinder, 4-door sedan with a list price below the \$800 level. On both Hudson and Essex cars, other cars, some prices remain with the new, sculptured radiator orna-ment change; others are advanced. Essex is now equipped with Ben-dix 4-wheel brakes and a heavier anti-friction steering gear. Hudson cars are fitted with head lamps of frames have two tubular cross members. Essex, as well as Hud-son, now has the Electro-lock anti-theft device. Both cars continue these lamps are nickel; in the Es-

sex the rims are nickeled while the main lamp-bodies are in brilliant black. All cars have wide sweeping fenders, extra-narrow front body pillars and distinctively shaped visors. Windows are set off by recessed reveals and striping. The running boards are lower to the ground, covered with a rubber matting in pattern, and bound with aluminum strips. BODY CONSTRUCTION RIGID. Not only in their smart new lines are the new bodies interesting; their strength and rigidity as well are exceptional. Construction is along the exclusive Hudson-Exsex design of recent seasons, but is now even more rigid. At vital points in the structure re-enforcing plates and brackets have been added. One large steel stamping now forms the entire rear structure of the cars, extending from one rear window around to the other. For silence as well as strength, the doors are built of three layers of stamped steel, with felt and fibre board sandwiched in as sound-deadeners. Special precautions have been taken similarly around the door locks, and a silencing pad cemented inside the cowl. In the custom-built bodies the construction is of hammered aluminum sheets over hardwood frames. This aluminum construction is said to save the weight of one passenger, thus improving performance. Rear quarters are covered with landau leather. Windshield frames and interior window ledges are nickel-finish which adds distinction and richness to appearance. INTERIOR ATTRACTIVE The new Essex bodies are roomier than in any previous cars, the low-hung effect having been obtained with no lessening of head-room. Seats are form-fitting, well-cushioned and upholstered in velvet. Other details combine to give an impression of richness. In the front compartment, the panel between the windshield and dash is of distinctive burl walnut design. Just beneath, the instrument board is of bony-black lacquer. Set into this background the instruments are grouped under glass—including the motorometer, oil and gasoline gauges, ammeter, and speedometer. Centered beneath is the Electro-lock, while at the left is the starter button and to the right the choke control. An important feature in Essex, as well as Hudson, is the new steering wheel. This is slender in design, formed with finger scallops, and colored an ebony black to match the instrument board. Concealed within its slender outline is extraordinary strength, for its backbone is a structure of re-enforced steel. Around this skeleton is moulded hard black rubber in an attractive design. The whole unit, used until this year only in very expensive cars, not only enriches the appearance of the car, but also promotes both safety and easy handling, since its weight is sufficient to absorb all minor road shocks. The steering wheel jacket on both Hudson and Essex is nickeled as far as the dash; and where it is fastened to the instrument board a ball-bearing eliminates all danger of binding. On Essex, the steering wheel carries Famous Blight proof Pine Apple Pear Trees Crepe Myrtles in all colors. J. Van Lindley Nursery Co. N. H. Barber, Local Rep. Four Oaks, N. C.

the parabeam light control, hand throttle and horn button; on Hudson, the hand spark advance also. In accordance with 1928 styles, the coach and sedan are built with two side windows each. They slide between felt pads, against which is maintained a slight spring pressure; this minimizes looseness and rattles. In the coupe, the rear window lowers so that rumble seat passengers may speak with those inside. Window ledges are of rich burl walnut finish. HUDSON'S ADVANCED STYLES The new Hudson cars are designed so that motorists who enjoy Super-Six performance may also have exceptional standards of style and smartness. In the custom-built cars, color panels and mouldings are employed to bring about remarkably pleasing and distinctive effects. Within, the seats are form-fitting and deeply cushioned, with upholstery of mohair. Hardware is especially rich and attractive; all fittings and appointments are not only complete but of advanced standard; the whole impression is of richness and luxury. The standard cars, both on the 127 inch and the 118 inch chassis, are built on attractive lines. The bodies are roomy, seats are form-fitting and upholstered in mohair. The windshield panel is burl walnut; the dash is ebony-black with grouped instruments; the steering wheel is steel-framed, with a hard rubber covering to fit the fingers. Smoking sets are standard equipment. PROSPECTS FOR YEAR. Hudson-Exsex is introducing this line of cars after completing the most successful year in its history, with around 280,000 six cylinder cars manufactured. This year's styles carry forward the principles of a year ago, adding beauty and style to the well-known Hudson-Exsex standards of value and utility. The present daily total of cars built is the largest, for this time of year, in Hudson-Exsex history. The whole Hudson-Exsex organization is highly confident that 1928 will establish for it a new standard of success.

FIVE DEATHS IN ALABAMA persons were dead today as an in- ARE LAID TO COLD WAVE direct result of the cold wave in Birmingham, Ala., Jan. 3.—Five Alabama.

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"Delicious Home Cookery"
Meal hours beginning January 1st:
Breakfast from 6:30 to 9:00
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You will be delighted with its Pick-up, Speed, Ease of Handling and Extremely Easy Riding qualities.
Come to our Show Room today or as early thereafter as possible. Will take as many to ride each day as possible.

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Watch The Kidneys After Winter's Colds.

COLDS and grip are hard on the kidneys. When the kidneys slow up, impurities remain in the blood and are apt to make one tired and achy with headaches, dizziness and often nagging backache. A common warning is scanty or burning secretions. Doan's Pills, a stimulant diuretic, increase the secretion of the kidneys and aid in the elimination of waste impurities. Are endorsed by users everywhere. Ask your neighbor!



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New shipment of Ladies Flat Crepe Dresses, in new shades and styles, at—
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15% Nitrogen 18.2% Ammonia
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You will find it well adapted to your conditions. It contains both calcium and nitrogen—food elements necessary to the growth of plants and animals.
Ask the man who's used it. He'll tell you it's the "Perfect Top Dresser." Made by the world's largest nitrogen producers.
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Money Savers

Amron or Ten Hills STRING BEANS, Can	10c
Pride of Hillsboro CORN, Large can THREE Can for	25c
Gorton's Ready-To-Fry CODFISH TWO Cans	25c
California Yellow Cling PEACHES THREE Large cans Large Halves in Heavy Syrup	50c
D. P. Fancy SUGAR CORN can	18c
Colonial Small Lima Beans, can	13 1/2c
Sniders Fancy Sliced Beets, can	12 1/2c
D. P. COFFEE The World's Best Drink, pound	47c
D. P. Famous CAKE Plain, layer or light fruit	25c
D. P. BACON Breakfast Sliced 1/2 lb. carton	23c 45c
Large No. 2 1/2 can PEARS, can	23c
Libby's Sliced PINEAPPLE	15c
Libby or Delmonte Sliced Peaches	15c
Our Pride BREAD 21 Ounces of Quality	10c
SALT PORK Rib Bellies, lb. Plates, lb. Fat Backs, lb.	18c 15c 17c

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Mules
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