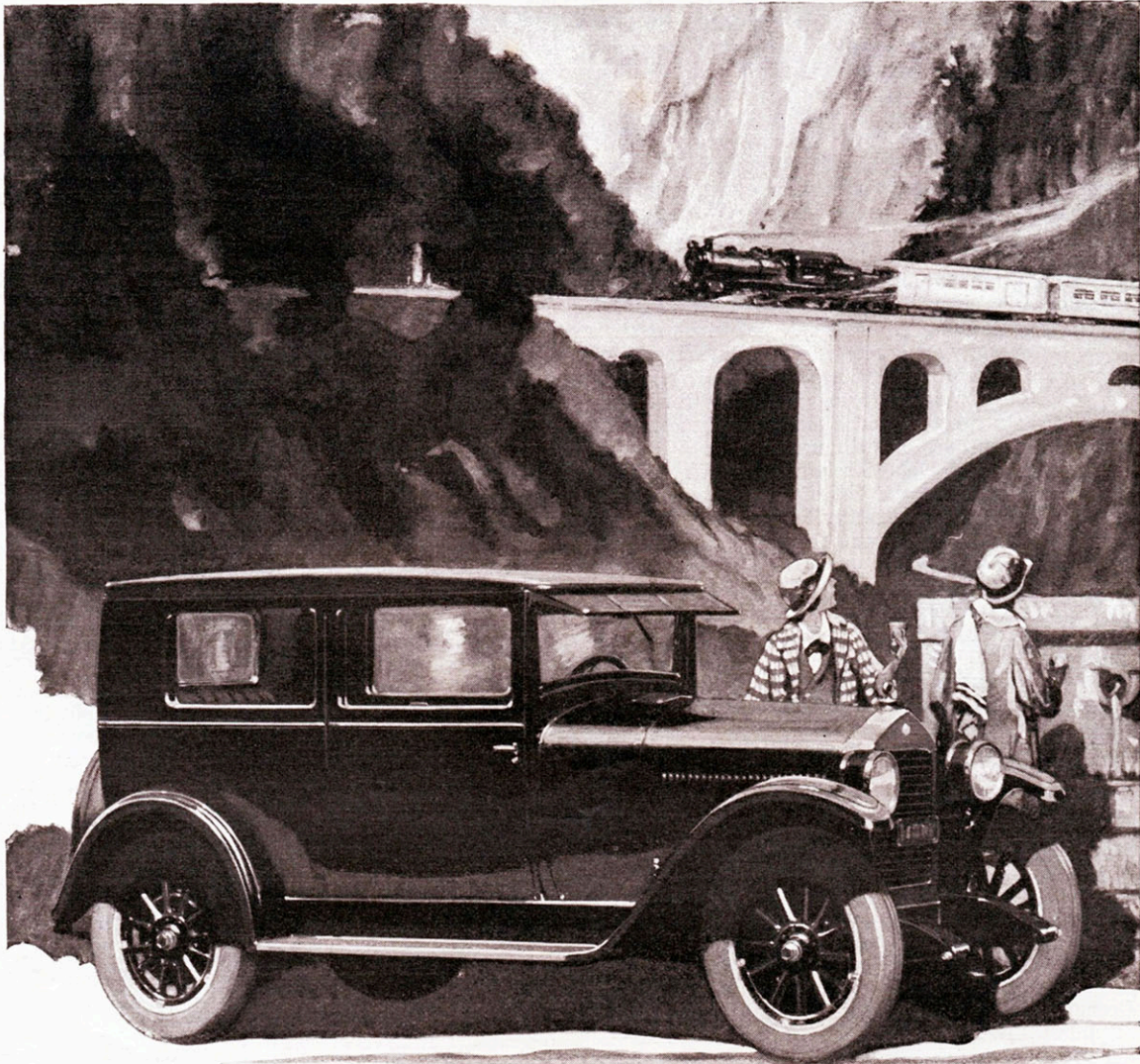


Rides Like A Limited Train



and of course:

The way it is built—material, *quality*, *design*, and *workmanship* is duplicated only in costliest cars.

The steel is the same used in cars costing up to \$4000.

Genuine plate glass is used throughout—not “crystal” glass.

Genuine walnut steering wheel and aluminum spider with adjustable steering column.

Front seats adjustable to the individual for both height and back angle.

The silent front end chain drive is *five times as costly* as the type usual in the Essex price field.

Roller tappets and babbitt bearings for the crankshaft are further costly details not found in the Essex price field.

Gasoline is strained, air cleaned and motor protected from dirt and dust, *all taken care of in Essex design* without the added cost and complication of special accessories.

These details typify the way Essex is built. Because of volume economies—material purchases, manufacture and distribution—it gives these costly car qualities at an amazingly low price.

And the patented Super-Six principle gives exclusive advantages in performance, smoothness, freedom from vibration and long motor life.

With its new, beautiful, more colorful steel body, the Coach today is the greatest value in Essex history.

“A 30 Minute Ride Will Win You”

New E S S E X “6” C O A C H