



Now an even greater ESSEX Super-Six

Here is an unprecedented thing to do.

Essex Super-Six is the outstanding success of the year. Its sales have topped all records. Its popularity with thousands and tens of thousands of owners has made it the most brilliant accomplishment the industry has known.

But Essex engineers have now created an even greater and finer Essex Super-Six. So startling are its advantages that at the height of the selling season, with the market stripped of Essex cars and thousands of unfilled orders on hand, we interrupted production to give buyers a greater and finer value.

Dealers are now showing the finest Essex value of all time. Though factory production is the largest in our history and has recently been greatly increased, your promptness in ordering alone can insure delivery ahead of the multiplying thousands who want this new Essex.

Riding is
like flying

