



Essex Values Accumulate

ESSEX SEDAN (4-Door)

\$795

Coupe - \$745
(Rumble Seat \$30 extra)

Coach - \$735

*f. o. b. Detroit, plus
war excise tax*

In the New Essex Super-Six you get the finest performance, comfort, beauty and reliability Essex ever offered—far excelling its predecessor which outsold any "Six" at or near the price by an overwhelming margin.

But, currently with the development of this finer car, have been built important supporting values in the great and permanent organization which distributes and services your Essex car.

Back of this Essex you buy, stands one of the oldest and strongest automobile manufacturers, whose 19 years of constant growth reflect its alert leadership; and a dealer organization whose pride it is to make Essex service as outstanding as the value of the car itself.

ESSEX SUPER SIX