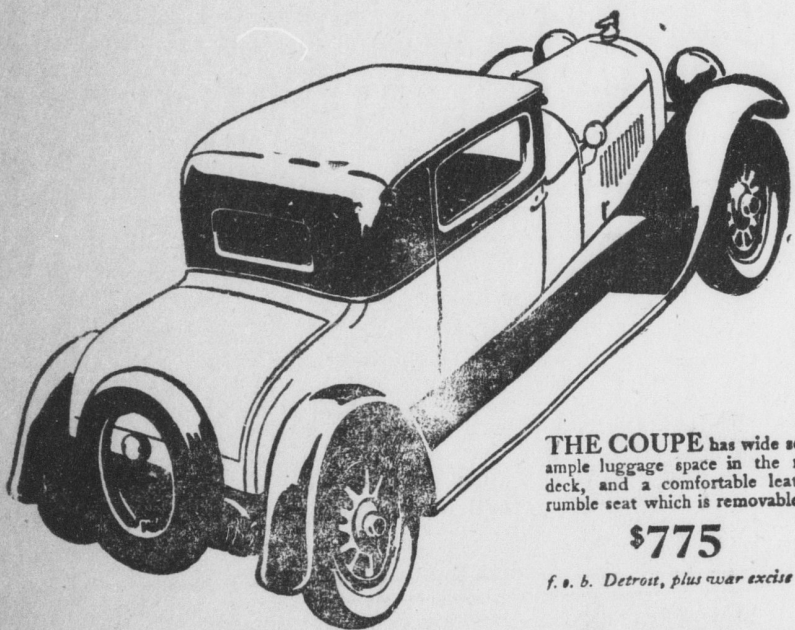
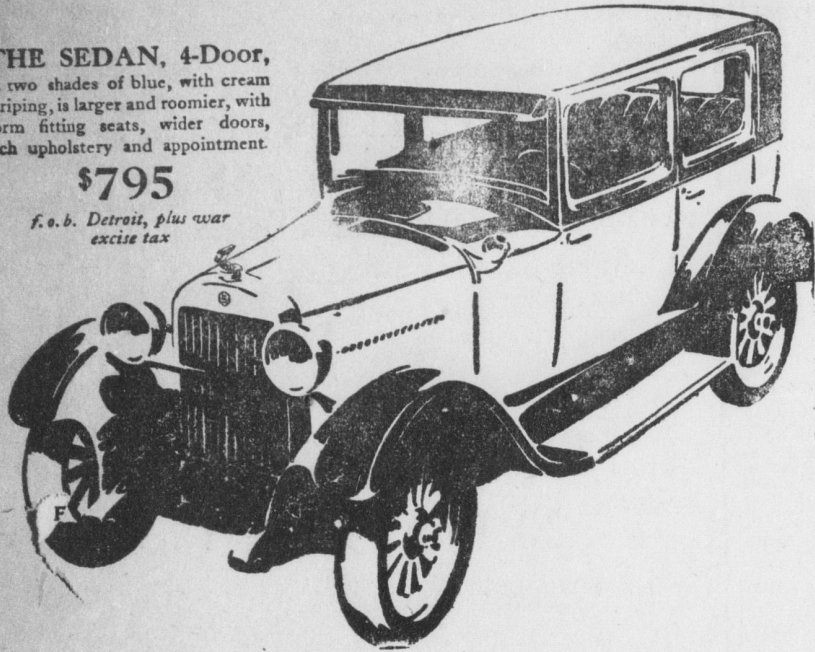


Beautiful from  
every angle . . .

THE SEDAN, 4-Door,  
in two shades of blue, with cream  
striping, is larger and roomier, with  
form fitting seats, wider doors,  
rich upholstery and appointment.

\$795

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



THE COUPE has wide seat,  
ample luggage space in the rear  
deck, and a comfortable leather  
rumble seat which is removable.

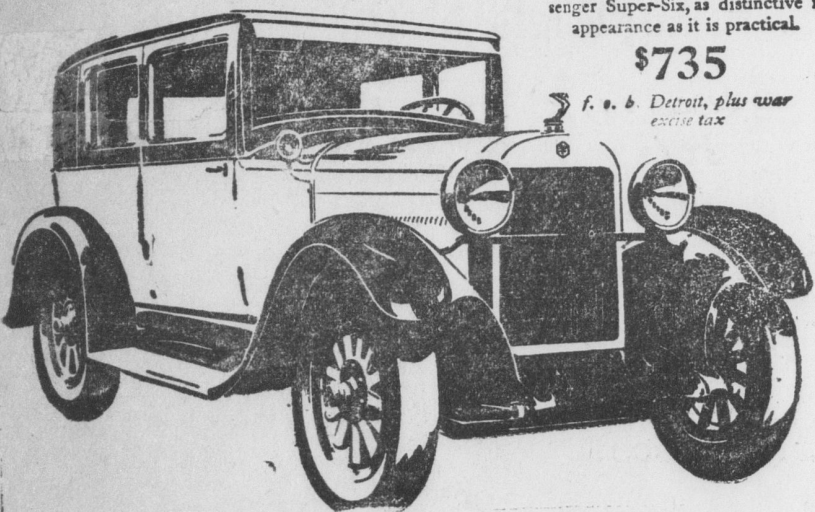
\$775

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

THE COACH is longer,  
wider, roomier—a full size five-pas-  
senger Super-Six, as distinctive in  
appearance as it is practical.

\$735

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



### Details You Will Note

- New size—larger, longer, wider, inside and out.
- Higher radiator with vertical lacquered radiator shutters—on no other car under \$2,000, Hudson excepted.
- Wider, heavier fenders, not found in this price class.
- Colonial type headlamps and saddle type side lamps.
- Bendix four-wheel brakes, the type used on the most expensive cars.
- Silenced body construction, reinforced, rigid and durable.
- Five-inch tires, a full size larger than used on any other car of this weight and price.
- Wider doors, for easy entry and exit.
- Worm and tooth disc design steering mechanism, used only by costly cars.
- Electro-lock type of theft protection used in high-priced cars.
- Adjustable tire carriers (for fitting with or without trunk).
- Fine grade patterned velour upholstery.
- Wider, higher, form fitting seats.
- New instrument board, finished in polished ebony grouping motometer, ammeter, speedometer, gasoline and oil gauges.
- Starter on instrument board, quick, convenient, positive.
- Steering wheel of black hard rubber with steel core, and finger scalloped, a detail of costly car appointment.
- Light, horn and throttle controls on steering wheel.
- Rubber-matted running board.

Now On Display

# - a New ESSEX SUPER SIX

*New Bodies—Larger and Roomier—  
New Appearance from Radiator to Tail Light—  
Finer Fittings—Four Wheel Brakes—  
High Compression—Long Life Motor &  
An Amazing Price*

One look at the new Essex Super-Six will convince you that it will excel in popularity the Essex which has just completed the most successful year ever achieved by a six-cylinder car.

From radiator to tail light it is a smarter, more beautiful car than even the Essex which preceded it. And in performance it surpasses in smoothness, reliability, speed and ease of handling, the standard Essex owners are so proud to acclaim.

You get an impression of completeness and fine quality in the design of every detail. From the new pattern Colonial lights—the higher, narrower radiator with vertical shutters—the heavy sweeping fenders—the rubber-covered running boards—the new improved steering mechanism and the steering wheel similar in design and construction to that now used on the very latest and very highest priced cars—there is outstanding reason for pride.

The bodies are not only new and roomier but are so designed as to give a lasting, solid, rigid service. The roof is flatter—the car is bigger in fact and in appearance. Door fittings, hinges and locks are impressively substantial and lastingly beautiful.

The upholstery is not only durable but is also rich to eye and touch. The seats are form fitting—the backs high and comfortable, the leg room for driver and passengers is generous.

But rich and inspiring as is the appearance of this new Essex, still Essex surpasses itself in performance.

Its universally acknowledged supremacy in get-away

and its ability to travel at top speed all day long reaches a new limit.

The get-away is perceptibly faster. You will find at the end of a day's run that you have covered more miles than was possible before.

Essex steering, long famous for its ease, is now smoother than you will find in most cars, regardless of their cost.

The Bendix four-wheel brakes give complete and attention-free control of your car at all speeds over every road condition.

No car near its price uses such large tires—30 x 5 inches. They may be driven with less air pressure and, of course, add hundreds of miles to tire life.

You can't help feeling that in the new Essex, quality and finest detail are outstanding. It will impress you as being much more than a serviceable transportation vehicle, for in the beauty of its lines, the smartness of every detail, the character of its richly lacquered bodies, the softness of its seats, the feel of its upholstery, as well as its performance, there is everywhere cause for your admiration.

The world's largest sale of six-cylinder cars became an Essex achievement solely because of merit. The car we now invite you to see is so outstandingly superior to anything you can have imagined that you must expect it to command a higher price.

But with all these advantages, there is also an amazing price reduction. The Sedan at \$795 f. o. b. Detroit is \$40 below the Sedan price of last year.

Buyers Can Pay for Cars Out of Income at Lowest Available Charge for Interest, Handling and Insurance.

## E. B. ROHRER

West Main St.,

MOUNT JOY, PA.