



# ESSEX

## THE CHALLENGER

**NOW READY and bids 1,000,000  
Super-Six Owners to pit it against all  
that motordom has to offer . . . . .**

24% Greater power—Over 70 miles an hour—Hydraulic shock absorbers all around—Effective double action four-wheel brakes, the efficiency of which is not affected by water or mud and which permit positive car control by the slightest foot pressure—Larger, roomier bodies—Seats easily adjustable to comfortable driving position—Electric gas and oil gauge—Instant starting regardless of weather—New radiator, with shutters, of course—All bright parts chromium-plated—New easier steering—Greater economy in fuel and oil.

IN FAST GET-AWAY—no car is excepted. IN SPEED—anything the road offers up to 70 miles an hour. IN HILL CLIMBING—against any car you choose. IN APPEARANCE—match it for smartness with costlier cars. IN EASE OF DRIVING—note smoothness of motor—ease of steering—roadability and effectiveness of brakes. IN ENDURANCE—60 miles an hour all day long is well within its range.

One million owners know the special advantages of the Super-Six. They are best qualified to compare the Essex the Challenger. To them we offer first opportunity to test the most powerful, the largest, roomiest, smoothest, easiest riding—most complete Essex ever built. But all motordom must be astounded that even with seventy-six notable improvements, the price is the lowest in Essex history—a price but little above the lowest-priced car on the market.

## A BIG FINE SUPER-SIX

### IMPROVEMENTS

#### INCLUDE:

Power increased 24%—Above 70 miles an hour—Four hydraulic shock absorbers—New type double action four-wheel brakes—Larger, finer bodies—Easier steering—Greater economy.

- 1—Motor Rubber-Mounted
- 2—Ventilated Crankcase and Valve Chambers
- 3—Patented Super-Six Engineering Features
- 4—Larger Cylinder Bore
- 5—Improved Cylinder Head and Combustion Chambers
- 6—Increased Valve Lift
- 7—Higher Compression
- 8—New Location for Spark Plugs
- 9—Gas-Cooled Valves
- 10—Improved Valve Timing
- 11—Silent Roller Valve Tappets
- 12—Heat-Treated Aluminum Pistons
- 13—Matched Pistons and Connecting Rods
- 14—Special Oil-Control Piston Rings
- 15—Light Reciprocating Motor Parts
- 16—Augmented Torque
- 17—Power Output increased 24%
- 18—Greater Gasoline Economy
- 19—Balanced Power Line from Motor to Final Drive
- 20—New Marvel Carburetor
- 21—Oil Pump of Doubled Capacity
- 22—New Lubrication System
- 23—New Engine Bearings
- 24—Two-Place Motor Oil Pan
- 25—Oil Strainer Filter
- 26—Larger Shuttered Radiator
- 27—Balanced Cooling Fan
- 28—Patented Water-Cooling System
- 29—Chain Drive for Generator
- 30—Electric Gasoline Gauge on Dash
- 31—Electric Crankcase Oil Level Gauge on Dash
- 32—Universal-Jointed Tie Rod between Front Wipals
- 33—Vacuum Tank of Improved Design
- 34—Vacuum Booster in Fuel System
- 35—Variable Gasoline Filter
- 36—Air Cleaner for Carburetor
- 37—Three Heat Controls for Carburetor
- 38—Carburetor Adjustment for Climatic Changes
- 39—Automatic Spark Advance
- 40—Automatic Carburetor Choke
- 41—Automatic Gasoline Primer
- 42—Hydraulic Shock Absorber All Around
- 43—Flat-Camber Front Springs
- 44—Sprayed Rear Springs
- 45—Improved Riding Qualities
- 46—New Roller-Bearing Steering Gear
- 47—Steering Column Adjustable for Height
- 48—New Two-Shoe Four-Wheel Brake System
- 49—Composition Brake Blocks
- 50—Brakes Adjustable Without Special Tools
- 51—Tampo-Proof Electrolock
- 52—Larger Control Pedals
- 53—Alumite Chassis Lubrication
- 54—Wider, Roomier Bodies
- 55—Adjustable Front Seats
- 56—Adjustable Rear Seats
- 57—More Leg Room in all Models
- 58—Rubber-Sealed Doors
- 59—Rattle-Proof Windows
- 60—Improved Vision (narrower corner posts)
- 61—Silenced Steel Bodies
- 62—Noise-Insulated Roofs
- 63—New Body, Radiator, Hood and Fender Lines
- 64—New, Curved Interior Trim
- 65—Starting Switch on Instrument Board
- 66—Chased Silvered Instrument Panel, indirectly lighted
- 67—New Silent Muffler (no back pressure)
- 68—Larger Radiator, Hub and Gas Tank Caps
- 69—New Hardware Throughout
- 70—Plywood Floor Boards
- 71—Eight-Inch Frame with Five Cross Members
- 72—Inbuilt Bumper Bases
- 73—Widened Axle Trail
- 74—Rain-Proof Cowl Ventilator
- 75—Choice of Seven Body Types
- 76—All Bright Work Chromium Plated

## \$840

F. O. B. Windsor, Taxes Extra

Coach	- - - - - \$840	Standard Sedan	- - - - - \$ 960
2 Pass. Coupe	- - - - - 840	Town Sedan	- - - - - 1025
Phaeton	- - - - - 840	Roadster	- - - - - 1025
Coupe with rumble seat	- - - - - 875	Convertible Coupe	- - - - - 1080

Standard Equipment Includes: 4 hydraulic shock absorbers—electric gas and oil gauge—radiator shutters—saddle lamps—windshield wiper—rear view mirror—electrolock—controls on steering wheel—starter on dash—all bright parts chromium-plated.