

ESSEX THE CHALLENGER
Roadster with Rumble Seat

Upholstering:

Tan Machine-Buffered Leather No. 1.

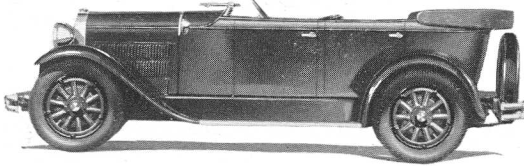
Top Material:

Waterproof Tan Whipcord.

Standard Equipment:

Instrument Panel with Speedometer, Ammeter, Oil Pressure Gauge, Fuel and Oil Level Gauge, and Motor Heat Indicator-Starter on Dash -- Electric Horn -- Air Cleaner -- Ignition Electrolock -- Windshield Folding Over Cowl -- Automatic Windshield Cleaner -- Head Lamps with Dimmer -- Saddle Lamps -- Combination Stop and Tail Light -- Glareless Rear View Mirror -- Rain-Proof Cowl Ventilator -- Oil Strainer-Filter -- Visible Gasoline Filter -- Vacuum Booster -- Tire Carrier in Rear -- Spare Rim -- Side Curtains with Rods -- Top Boot -- Top Hold-Down Straps -- Luggage Space Under Rear Deck -- Bumper Brackets -- Four Hydraulic Shock Absorbers -- Chromium-Plated Brightwork.

List Price F.O.B. Detroit..... \$ _____
Cash delivered price (freight, etc.)..... _____
Bumpers, front and rear..... _____
Spare Tire and Tube..... _____
Cash Price, fully equipped..... _____
Down Payment \$ _____
__ Monthly Payments of..... _____



ESSEX THE CHALLENGER
Five-Passenger Phaeton

Upholstering:

Tan Deep Buffed Leather.

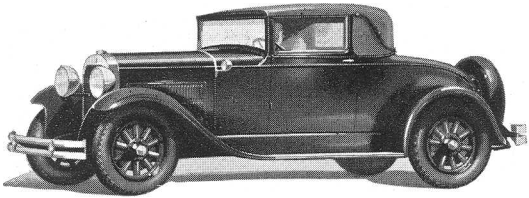
Top Material:

Waterproof Tan Whipcord.

Standard Equipment:

Instrument Panel with Speedometer, Ammeter, Oil Pressure Gauge, Fuel and Oil Level Gauge, and Motor Heat Indicator -- Starter on Dash -- Electric Horn -- Air Cleaner -- Ignition Electro-lock -- Windshield Folding Over Cowl -- Automatic Windshield Cleaner -- Head Lamps with Dimmer -- Saddle Lamps -- Combination Stop and Tail Light -- Glareless Rear View Mirror -- Rain -- Proof Cowl Ventilator -- Oil Strainer-Filter -- Visible Gasoline Filter -- Vacuum Booster -- Robe Rail -- Tire Carrier in Rear -- Spare Rim -- Side Curtains with Rods -- Top Hold -- Down Straps -- Top Boot -- Bumper Brackets -- Four Hydraulic Shock Absorbers -- Chromium -- Plated Brightwork.

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ESSEX THE CHALLENGER
Convertible Coupe with Rumble Seat

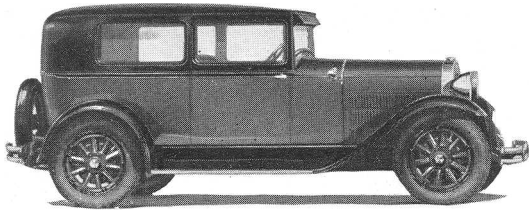
Upholstering:

Top-grade Tinted Upholstering Leather. Top of tan waterproof material is collapsible, combining open and enclosed body advantages in one body.

Standard Equipment:

Instrument Panel with Speedometer, Ammeter, Oil Pressure Gauge, Fuel and Oil Level Gauge, and Motor Heat Indicator-Starter on Dash -- Electric Horn -- Air Cleaner -- Ignition Electro-lock -- One-Piece Ventilating Windshield -- Automatic Windshield Cleaner -- Sun Visor -- Head Lamps with Dimmer -- Saddle Lamps -- Combination Stop and Tail Light -- Glareless Rear View Mirror -- Rain-Proof Cowl Ventilator -- Oil Strainer-Filter -- Visible Gasoline Filter -- Vacuum Booster -- Rear Window Roller Shade -- Window Regulators -- One Inside Door Lock -- One Outside Key Lock -- Tire Carrier in Rear -- Spare Rim -- Luggage Space Under Rear Deck -- Bumper Brackets -- Four Hydraulic Shock Absorbers -- Chromium -- Plated Brightwork.

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ESSEX THE CHALLENGER

Coach

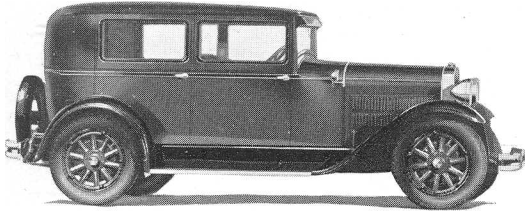
Upholstering:

Striped Gray Velour - Individual Adjustable Front Chairs.

Standard Equipment:

Instrument Panel with Speedometer, Ammeter, Oil Pressure Gauge, Fuel and Oil Level Gauge, and Motor Heat Indicator -- Starter on Dash -- Electric Horn -- Air Cleaner -- Ignition Electrolock -- One-Piece Ventilating Windshield -- Automatic Windshield Cleaner -- Sun Visor -- Head Lamps with Dimmer -- Saddle Lamps -- Combination Stop and Tail Light -- Dome Light -- Glareless Rear View Mirror -- Rain-Proof Cowl Ventilator -- Oil Strainer-Filter -- Visible Gasoline Filter -- Vacuum Booster -- Robe Rail -- Rear Window Roller Shade -- Window Regulators -- One Inside Door Lock -- One Outside Key Lock -- Tire Carrier in Rear -- Spare Rim -- Inbuilt Bumper Brackets -- Four Hydraulic Shock Absorbers -- Chromium-Plated Brightwork.

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ESSEX THE CHALLENGER
Standard Sedan

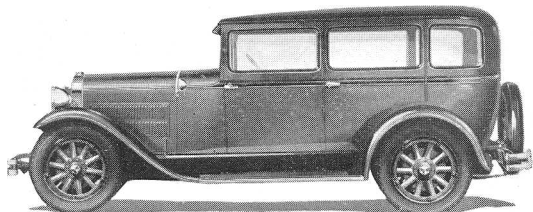
Upholstering:

Striped Gray Velour-Lounge Type Adjustable Front Seat.

Standard Equipment:

Instrument Panel with Speedometer, Ammeter, Oil Pressure Gauge, Fuel and Oil Level Gauge, and Motor Heat Indicator -- Starter on Dash -- Electric Horn -- Air Cleaner -- Ignition Electro-lock -- One-Piece Ventilating Windshield -- Automatic Windshield Cleaner -- Sun Visor -- Head Lamps with Dimmer -- Saddle Lamps -- Combination Stop and Tail Light -- Dome Light -- Glareless Rear View Mirror -- Rain-Proof Cowl Ventilator -- Oil Strainer-Filter -- Visible Gasoline Filter -- Vacuum Booster -- Robe Rail-Companion Smoking Sets -- Rear Window Roller Shade -- Window Regulators -- Three Inside Door Locks -- One Outside Key Lock -- Tire Carrier in Rear -- Spare Rim -- Bumper Brackets -- Four Hydraulic Shock Absorbers -- Chromium-Plated Brightwork

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ESSEX THE CHALLENGER
Town Sedan

Upholstering:

Blue Chase Mohair-Adjustable Lounge Type
Front Seat.

Roomiest Essex Ever Built.

Standard Equipment:

Instrument Panel with Speedometer, Ammeter,
Oil Pressure Gauge, Fuel and Oil Level Gauge,
and Motor Heat Indicator -- Starter on Dash --
Electric Horn - Air Cleaner -- Ignition Electrolock
-- One-Piece Ventilating Windshield --Automatic
Windshield Cleaner -- Sun Visor --Head Lamps
with Dimmer -- Saddle Lamps --Combination
Stop and Tail Light -- Dome Light - Glareless
Rear View Mirror -- Rain-Proof Cowl Ventilator -
-- Oil Strainer-Filter -- Visible Gasoline Filter --
Vacuum Booster -- Robe Rail -- Companion
Smoking Sets-Rear Window Roller Shade-
Window Regulators -- Three Inside Door Locks --
One Outside Key Lock -- Tire Carrier in Rear --
Spare Rim-Bumper Brackets -- Four Hydraulic
Shock Absorbers -- Chromium-Plated Bright-
work.

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