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EVENING PUBLIC LEDGER-PHILADELPHIA, TUESDAY, JANUARY 14, 1919

ny and prevents decay; it keeps the gums firm and healthy; stimulates

ozodont Liquid-Powder or Paste

#### **Gold Mounted Leather Goods**

A most acceptable gift is a two-fold leather wallet, the four corners artistically ornamented with gold-\$7.50.



S. Kind & Sons, 1110 Chestnut St.

# Come See the Essex

Its First Showing-A Light Weight Quality Car

## Next Thursday—\$1395

F. O. B. Detroit, Michigan

Motorists will have their first sight of the Essex next Thursday, January 16th.

It is the car which motor papers have mentioned so frequently during the past year as a new solution of automobile transportation.

Automobiles have been developed along two widely different lines. One has been toward a cheap, light car. Economy and low first cost have been its chief advantages.

The other has been toward luxury, comfort and endurance. It has meant high first cost and heavy maintenance expense.

The Essex combines the advantages of these two types. It is moderately priced, and economical in operation. It has no useless weight. Its performance, comfort and finish, to the minutest detail, is comparable to that which you could get only in high priced cars.

### Be One of the First to Ride in It

We begin public demonstrations of the Essex on Thursday. Hundreds of other dealers in all parts of the country are making their first showing of the Essex on that day.

If you will come in on Thursday, or better still, telephone that you will be on hand, we will arrange to demonstrate the Essex to you so that you can be one of the first in this community to ride in this new car.

The Essex is to do its own advertising.

Whatever you hear of it in the future will be whatever people choose to say about it.

No descriptions are to be advertised until hundreds of thousands of motorists have said what they think of the Essex. . It is to be sold on the merits of its perform-

ance and not by what we or the makers may claim for it. That is the way the Essex was

introduced to us. We were invited to the factory. A lot of conjecture had been advanced about the Essex, but the makers would give us no particulars.

Had we not known the Essex builders as well as we do, through years of dealing with them, we might have been less confident of a car about which so little information was vouch-

All they said was that it would meet the demand for a light weight, moderate priced, high quality automobile of unusual performance, luxury and stability.

But coming from them that meant more than volumes of claims.

The pleasure of our surprise, even with the knowledge we had of how temperate the Essex people are in what they say of their product, was so complete, we want you to receive the same kind of surprise.

If our own experience and that of hundreds of the most successful of automobile dealers in the country is a criterion you will be both surprised and enthusiastic about the Essex. MOTOR

May we expect you to ride with us Thursday?

Every motorist is invited.

### GOMERY-SCHWARTZ MOTOR CAR CO. 128-40 NORTH BROAD STREET

CARS

BELL PHONE, 1060

KEYSTONE, RACE 2355

