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BACKS PRESIDENT $=5=2$ "America Is in War; Must Be in Peace, Co PREACHES FINE GOSPEL Telegraph Is Confident His Wilson About League

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The Essex was introduced without an
elaborate advertising campaign. Its makers were confident it would win popularity by its performance and appearance. They wanted the public to be its advertisers.
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We want you to have an actual demonstration. We know that you will recognize
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inexpensive one.
Reports from the factory indicate that production can no keep pace with demand. Those

who fail to buy now may be disappointed later in the season. Probably half a milhon people have recognized the unusual the chief topic of automobile conversation. Salesrooms have been crowded. Waiting lists have had to be established for those who wish delivery at the earliest possible

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