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## In An Essex

No other proof is needed to win you to it
Thousands have placed their orders upor the demonstration revealed in a short ride. not heft with indecision as to its value. Consider What
Thousands Say

## $\mathrm{On}_{\text {Ssex. }}$

Its newness created an interest that sen hundreds of thousands to Essex stores to see
it. On the first day more than 5,000 rode and were won by its performance. Every day of the past four months has
seen a swelling tide of admiration, until now What is It
That They Admire? Is it performance or appearance-low cost
economy of operation? One speaks of one quality, another of ome other feature. That is accounted for by the experience

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The man who has owned a good light-
weight car recognizes in the Essex a wider power range. He sees a complete car. ay car selling within his price range.
The man experienced with fine cars sees
the Essex an equal quality to that with in the Essex an equal quality to that with
which he accustomed. but at an immense It Has Appealed To All Motorists

## Interest in the E lasses of motorists.

The of motorsts. That proves the fulfillment of the aim of the two accepted types of cars.
It should have lightness as well as dura ility-performance as well as low first cost easy-riding qualities as well as economy
operation. They did $n$
They did not sacrifice the
ither-they combined' them.
That is what all have recognized.
It is what we want you to know, and thu
our statement "Just you ride in an Essex."
delphia, $\mathbf{P}$
 car that would embody all the advantages of

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