

## Moore Platform Seen 

## Note How Everyone

It Has Become a Familiar Car on Nearly Every Highway

## Hails the Essex

## experience at the way people speak of thei cars. It increases their pride of ownership Motorists and even boys on the street hail the Essex with some such greeting as "There is an Essex."

 Curiosity in the car that possesses quality and performance at moderate cost and without the expense and weight of such cars as out the expense and weight of such cars as
formerly were the only ones that possessed those advantages, has given way to openly
voiced admiration.

Essex Owners Are Its Salesmen At first it was what people who had seen
the Essex said about it that led to its the Eussex
Now owners-and there are thousands of
them-are indorsing it on every hand them-are indorsing it on every hand.
People stop Essex owners to inquire about
their car. The answer is unanimous. When their car. The answer is unanimous. When
asked as to its performance they make no asked as to its performance they make no
reservations. Admiration of its riding qual-
ities is never lacking ities is never lacking.

Every wanted quality in an automobile
seems to have been met in the Essex. Ask
Essex Performance Is Always Mentioned There is no uncertainty to the owner as to
Essex performance. Drivers know positively that their cars will meet any accelera-
tion or endurance test they impose. They know they can match the perfor
mance of whatever car they encounter. There are now enough Essex cars on th Toad to permit you to note their perfor-
mance. They are always in the lead when mance. They are always in the lead when
quick acceleration is desirable. Theyo hold quick acceleration is desirable. Theys hold as the fastest. They keep going and requir
little attention. little attention.
The repair shop is no place to learn about he Essex, for it has little need to know the Won't you make some inquiry about the
Essex?
convincing.

Gomery-Schwartz Motor Car Co.

128-40 N. Broad St., Philadelphia, Pa.

