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BRADFORD＇S EX－MAYOR WINS WASHINGTON RACE CLOSE BARNES MEETS HACKBARTH
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SELLING BIG！ Herman T．Wells ONE 4 NORTH | $\substack{\text { ONE } \\ \text { STORE }}$ | 4 |
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TODAY，TOMORROW AND FRIDAY THREE NOTABLE DAYS FOR WOMEN

NTABLE because they signalize the formal Fall and Winter opening of Department of the Wanamakern own Store，Market at Sixth（Second Floor， both East and West Sections），both filled with he finent and most fashionable examples of the creations of the
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o many．
Brown＇s Woman＇s Shop wanamaker \＆ omen in new coats，new suits，new dressea new furs will be their chiefest appeal to the hopper who knows how to exercise economy．

Wanamaker \＆Brown WOMAN＇S SHOP

Market at Sixth For 58 Years

## （TE［CCR（EfS

Ride in an Essex
Sure way to know that this light weight car performs like and has the endurance of larger costly cars．Every one says so．

## Then Talk to an Owner

This is to urge a severe test of Essex per formance．If you haven＇t had a ride tha reveals its power，speed，acceleration，an comfort，come
demonstration

## It Has Quality

At Low Price
Regard the Essex in the light of its per formance．It isn＇t fair to think of it merely as a light weight car，when you consider th quality of its materials or what it does．
Every owner compares his Essex to the performance of large costly cars．
Haven＇t you noticed how every one speaks of Essex performance？
And now they include praise of Essex re liability．They tell you how their car call wrench can keep the Essex in sweet running condition．

Its reliability comes from the sturdines of its construction．Particular motorist abhor squeaks and rattles．An unusuall sibilities in the Esse

## Note How the Essex

Was Developed
Its motor is not like the motor used in any other car．The Essex is not made up of stock parts available to any assembler．Every item Essex in the plant and by the sasively for Essex in the plant and by the same type o
workmen who produce the largest sellin fine cars in the world．
The Essex was not developed by a sub stitution of new units for an old model as detail was designed with relation to its use in the Essex in connection with the type and character of every other detail in the car．

Consequentiy it is properly balanced．

## Low Operating Cost

Fine Car Luxury
Americans have willingly paid the cost for performance and riding luxury－for fineness They accepted the high cost for operation and maintenance．Cars which cost little to operate did not meet their requirements in performance and endurance．They lacked he stamp of refinement and quality they do－ manded．So they had but two choices－the large，costly American car or the small and

How well the Essex meets that need is seen by the type of Essex users．Thousands never before operated so small a car，and abroad where the Essex has also made such matches in quality and econorny of opera－ tion the European cars they had previously used．
The Essex is appreciated greater in those ountries where gasoline，oil and tires cost

## Make Reliability

Your Standard
Essex appeal to pride is evident at a glance．Its performance is demonstrated in a short ride．Endurance and reliability can e appreciated in long service．
For that ask an Essex Owner
Remember that the way a car will serve ou is not indicated altogether by its weight． size or price．
Essex quality at its price is possible only ecause of its size．You do not pay for use－ comfort，though you gain much in the lower cost to buy and operate an Essex．
immediate deliveries

Enoex Prices

Gomery－Schwartz Motor Car Co．
128－140 No．Broad St．


