BARRIE'S PLAY RICH IN VISION AND POESY
tical in Spirit, in Manner Realistic


When a man buys his first Cadillac, it is a natural sequence for him to come into our place a few days later, to tell us how wonderfully the car throttles down and gets away to a quick start in city driving.

NEEL-CADILLAG COMPANY
142 North Broad Street

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## chcec.



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## Essex Sets World's Long Distance Endurance Mark

## 3038 Miles in 50 Hours, Averaging 60.7 Miles An Hour


#### Abstract

All that 20,000 owners have claimed for Essex endurance is proved in the official tests completed under American Automobile Association observation on the Cincinnati Speedway, December 12. It was the first official test ever made of car driven at top speed for fifty hours.


## Made 5870 Miles in 94 Hours 22 Minutes Driving Time

The Essex was put on the speedway
prove its reliability in a fifty-hour to pro
test.
At the end of 27 hours 58 minutes and in the 1790 th mile, rain and sleet forced a stop. A second start was ended the trial. This time the run ended the trial. 25 minutes and covered 1042 miles. The third run, starting the following day, was successful, the fifty-hour period being completed. Thus the proof of Essex endurance is even greater than that expressed in the 50-hour run. Think what that means. The average car is driven
little more than 5000 miles in the little more than 5000 miles in the
entire season. But this stock Essex chassis went more than a mile a minute for 5870 miles.

More Than You Will
Ever Want
Your average driving speed is probably 25 miles an hour. You rarely
maintain that speed for more than an hour or two. Still if your car should go through the season with that kind
of performance, wouldn't you be pleased?
How much more trying to every item of its mechanism were every one demand you will make. Almost as astounding
ance was its tire experience. The ance whel tires went through all
front wheel
three trials without change. Two three trials without change. Two damage done by splinters from the board surfaced track
Application was made last April to
conduct stock reli conduct stock reliability tests under the Association rules. Since then close the Essex used in this test is officially
ouched for as being identical with

## Doesn't It Settle the

Light Car Question?
Light weight in an automobile has meant principaly moderate price and There was enough speed and power to get about, but none that gave distinction on the road. Fineness and per ormance were not expected. But the Essex brought fine car qual ity to the light car field. Its appear-
ance gave it immediate distinction Its performance placed it in the large costly car class. Only in size, cost and economy of gasoline, oil and tires was it compared to cars in the moderate price field.
Is it any wonder that motorists have praised the Essex as they have? It gave them just what they had
wanted. It was the way by which they could keep their motoring costs down and still have a car that filled their demands in performance, appear ance and endurance.

So Make Sure You Can Get an Essex
Every Essex delivered has resulted in an increased demand. The purchases grew to more than thirty-five Its 20,000 owners demand that is rolling up for next spring deliveries. We are already booking them. There is no possibility that all buyers can be served. Now is the time when you should make reser
vation. This latest proof will decide thousands who have waited for just such evidence that the Essex is as good as people have said it is.

Gomery-Schwartz Motor Car Co. 128-140 N. Broad St., Philadelphia, Pa.

