HOW SPROUL FORCES WON DAY IN HOUSE OVER GRUNDY


## ESSEX \$1595

 Through Its Steadfast Reliability Essex Leads ln Today's Market
## That Quality Is as Unusual in Cars of Its Class as Its Wonderful Performance and Its Price

With 50,000 owners giving a solid erdict for Essex reliability, it is natual that you should know the car best or that quality.
No other thing counts so much with men who buy a car to keep. It is the decisive question in today's competitive market, when buyers choose the car they want--not just any car that can be delivered.

Everywehre its owners are the greatest sales force Essex Possesses. It has been so from the first.
NAME BERGDOLL COUNSEL
they who say the convincing worthwhile things about it that others emember and repeat and act on For men know neither self-interest nor gain is back of the impulsive praise They sense the
They sense that this trust and enthusiasm are but the sum of thousands of miles and months of service that brought no disappointment

Thus, even those who newly acquire the Essex bring an expectancy of unusual endurance and reliability. But it is interesting to note even they are not prepared for such costly car dependability in this moderate-priced field.

Repair freedom is not all they find. But Bird-like smoothness, whether in the first or 50-thousandth mile

And consistency that gives the same duty in the same delightful way today or next month or next year
What owners know of the Essex has put all concern of the car from mind It is a belief that thrives in an intimate companionship of steadfast service and each day renews its bond with substantial satisfactions
Is it remarkable, then, that this friendship is so manifest that it causes comment everywhere? - That thou sands buy Essex because of it?

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Gomery-Schwartz Motor Car Co. 128-140 North Broad Street

