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## See How the Essex Proved Endurance

Essex Did It- 8037 miles in fifty hours-Greatest endurance record made by
a stock car on Cincinnati Speedway under A. A. A. official observation ending a stock car on

Now time has proved how Essex retains those wanted qualities of
silence, smoothness and power even after hardest service.
Such endurance was never expected of a light weight car.
But Essex' legion of friends know that aside from size the Essex has nothing in common with other light
weight cars. weight cars.
True it has economy, which is the chief light car appeal. But only found comparisons for its performance qualities.

> Big Car Performance Light Car Economy Think how many who formerly owned big, costly cars now drive the Essex. It proves mere size was not what they sought They wanted qualities that heretofore only large, fine cars offered. But they prized such light car advantages as economy and nim. bleness. When the Essex met their demands for fine car comfort, qual. ity and performance, with the added advantage of light weight types, they chose it without hesitation. The Essex was designed to embody the wanted qualities of the finest cars, in a size it would be possible to build at moderate cost.

What thousands say of It proves
how well it meets those exactions.

## Costs Less to Operate

 Easier to HandleWith the Essex you sacriffice no pleasure comfort or performance
ability that the big, costly car can give.
What car can show more speed? In any community you will find the Essex is rated with the fastest. In position as a performance car that all respect for ability.
And Essex owners are learning another quality that improves their esteem and affection for it. That is its endurance, which accounts for
thousands of miles of transportation, free of repair or annoyance. They have discovered the Essex requires ittle attention.
Its solid, compact assembly, that has been proved in every trying test,
will satisfy you, too, of its endurance powers.
Then take a ride in the Essex, It as they have nearly a million others. And you will make sure of having placing your order well ahead of the desired delivery date.

## C. L. Boss Automobile Co.



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