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## How Those Who Know

## Light and Moderately Priced with Costly Car Qualities

## Describe the Essex

Those who have seen and ridden in the Essex understand why everyone is so enthusiastic

There has been a veritable burst of approval for the Essex from motorists who have heretofore confined their interest to one or the other of the two general types of cars.
The user of the light cheap car sees in the Essex a new standard of comfort and endurance. He recognizes that at a moderate price he at last can get economical motor car service that is enduring. He sees much in the Essex to admire and be proud of instead of apologetic, for it has the beauty and refinement that distinguishes many large and costly cars.

The In-Between Car
The Essex, as everyone recognizes, combines many of the wanted qualities of both the cheap light car and also of the large costly car.
It is light, yet as comfortable and easy riding as the large heavy car. It is small, but it also is capable of performance in the way of acceleration, hill climbing and speed that few larger and costlier cars are capable of showing.
The Essex is moderately priced but it is rich in detail of beauty and finish. It awakens the pride of ownership.

Have You Not Noticed It?
We have attempted no description of the Essex. We have said it would speak for itself and so it has. People are talking about it. In their descriptions they make comparisons. They say it is light in weight like such and such a car referring to cars of similar weight and price.
But when they speak of Essex performance or of its appearance, comparisons are, made to larger and costlier cars. They say it is speedier than this one, and that it rides as easy as another, and that it pulls the hills like $\longrightarrow$, and stands up like -, always mentioning cars that are distinguished in such particulars and which cost a great deal more to buy and to operate.

Only One Out of Three to Get Them Present indications point to three buyers for each Essex that will be built this year. Ask those who have seen and ridden in the Essex and you will realize how strongly it is esteemed. Orders are being booked faster than cars can be built though factory production grows greater every day.
Maybe you will be one of the fortunate to get an Essex. Delay will place you with the thousands who will not be able to get an Essex this year. The question will be decided by your promptness.

