How's The Road?

Tiny Woman


Women are Interested
In Aviation








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## THE TIRE

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## ESSEX the Challenger

 GREATEST IN PERFORMANCESPEED-faster than any car ever built in its price class- Not just a fine drawn shade of
advantage but a smashing big superiority that casily distances anything in this fietd. Its supremacy is not based on theoretical horsepower and specially adapted test devices. issex speed is a real and usable qualityestablished on the road-established in records at better than 70 miles an hour, all over the country-estabished by stop-watch timing ers who know and constantly demonstrate that nothing can touch it at the price.
GETAWAY-here again the proofs are actual, from 5 to 25 miles in 7 seconds-from is the value of Essex getaway in daily service. is the valiue of is so well known that everyone expects it to be first away at the signal "Go." SMOOTHNESS_exclusive to the patented Super-Six principle, which no other maker can ECONOMY-never approached with like performance. You may expect 18 miles to the gallon and upward-many get more-in your Lssex the Challenger. Important taxicab companies have chosen Essex the Challenger as exclusive equipment because its total of all operating expenses was the lowest in the whole motor world. To every buyer there is isassured fuel and oil economy, durability, tire wear and low maintenance expense.
RELIABILITY-official tests, as well as the experience of 200,000 owners, with the lowest actual records of service cost, establish Esscz the Challenger as the "Reliability Car of the won the Grand Prize of the famous "Tour de France" reliability classic, against a lorge field of costier American and European cars. No
other car of other car of whatever price level equalled the
perfect record scored by both Ese perfect record scored by both Essex entries.
 STATE MOTORS, Inc.

