



The Show's Only New Car

Don't Fail to See and Ride In It

The Essex—\$1395

**Has Economy of the Light Car; Comfort,
Performance and Endurance of the Costliest**

The most interesting exhibit at the automobile shows this year is the one new car—the Essex.

Its coming has been looked forward to for more than a year.

The announcement awakened a new interest in motor cars. Thousands have already seen and ridden in it. Dealers have had to establish waiting lists for buyers, as deliveries can not be made as promptly as everyone wants them.

The Essex possesses the riding qualities and endurance, the elegance and refinement, that have been the exclusive attractions of large, costly cars.

It does not cost much to buy or to maintain an Essex.

You Should Not Only See It— You Should Ride in the Essex

As you view the various exhibits at the Automobile Show, you will see the cars you already know. A few changes in body design perhaps, but nothing of importance mechanically has been produced during the past year.

The Essex, therefore, is the distinctive car, for it is new in name, type and value.

It is light in weight. It has the qualities, economy and low operating cost that make the light, cheap car attractive. It has the easy riding qualities and the performance and long endurance, as well as the refinement of appointment of large and costly cars.

Rattles and squeaks which cause cars soon to grow old are not so likely to develop in the Essex. Its frame is as rigid as a bridge girder. Every wearing part is adjustable.

Everyone who attends the Automobile Shows should arrange to ride in the Essex. It rides so easily you won't be reminded of every cobblestone.

Its First Year's Production Is a Second Year's Car

When the Essex was put on the road last year its builders knew there need be no haste in getting into quantity production. So the engineers had months to refine and to develop it. The result is equal to that which comes to a car in its second year, after all the annoyances and discrepancies, so common to a first-year production, had been completely eliminated.

Its dealers, through long association with fine quality cars, are leaders in their respective communities. You will find Essex dealers in every important automobile distributing and selling center in the world.

Go Straight to the Essex Dealer And Say You Want a Test Ride

If you don't get an opportunity to ride in the Essex during the Show, then go to the nearest Essex dealer and arrange for a ride. Nearly every Essex dealer now has his first cars. They are all alike. Any one will make good. And you should know what the Essex can do.

This invitation is to everyone. Nothing helps the Essex so much as to have people ride in it. We know what you will say. It will be what hundreds of thousands are already saying.

GUY L. SMITH

"Service First"

2561-63 Farnam Street

OMAHA, NEBRASKA

See the Hudson Super-Six and the Essex at the Show—Space 10.

