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WOMANS SECTION OF MMR B EE

Cardinals Hold the Center of Washington's Social Set

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| Washington, Sept |
| 27. |\(| \begin{aligned} \& most striking. <br>

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Country Club
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## When opeed Is Required

Answering an emergency call, two Reo Speed Wagons carried 2,500-lb. loads of news papers from Los Angeles to El Centro, a dis tance of 287 miles, in 12 hours and 50 minutes elapsed time.

This trip of itself is not remarkable for a Reo, but we mention it as confirmation of what we have previously said about the time saving and efficiency of Reo Speed Wagons when a trartsportation task must be accomplished quickly and economically

Reo Speed Wagons have made many rec ords of continuous operation for periods of 200,000 miles or more without having lost any one periodof 24 hours for overhaul or repairs
A. H. Jones Co. Jones-Opper Co.

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in are now in college in the east
James in ont Latayette, where he is
in his senior year. Richard will fin

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## Now Big Car Owners

In It They Find Wanted Large Car Qualities,
With Advantages Exclusive to Small Cars

## Turn to Essex

Consider how many, who formerly bough
only large, high-priced cars, now own an Essex It proves that size was not what they sought. They paid big premiums for qualities that smal
cars did not offer.

These are people with wide motor experi
ance. They prize such light car advantages ence. They prize such light car advantages as

But heretofore, only large, costly cars me their other requirements of performance, riding Such Is the Car You Want
And they are chief among Essex enthusiast It meets their demands for a complete car Accuatomed to fine car qualities, they appre
ciate the way in which Essex matches the best ciate the way in which Essex matches the be
standards of cars in higher price range. The Essex was designed to embody the
wanted qualities of the finest cars in a size it would be possible to build at a moderate pric

## Examine the Essex

 Rid in ItEverywhere you hear how Essex meets
those exactions. Consider just what comment and praise of Essex means. Surely no other car ever excited such unrestrained
enthusiasm. And note this fact. Except in size and
economy you have proberly

Essex compared to another small car. Men
inevitably seek comparison for Essex qualities among high-priced cars. There only, do they find parallels by which to describe it.
They match its acceleration against certain makes noted for that quality. Its speed they compare to the swiftest. Every community has
its story of how the Essex, "in high," tops some its story of how the
local "bogey" hill.
And now that it has become so well known, men are making it the performance standard. priced car they admire: "Why it climbs like an Essex," or "It gets away at crossings with
the Essex cars,"

## Now They Buy

the Essex

Your first glance will note the distinctive care even in the smallest details.

Its solid, compact assembly, that has been proved in every trying test, will satisfy you Then take a ride in the Essex. It will re nearly a million others.
You will agree that only big production
permits the sale of such a car at the Essex price. permits the sale of such a car at the Essex price.
Though they are being built at the rate of 20,000 a year, the demand exceeds supply.

You can be sure of an Essex when you want

## GUY L.SMITH

SERVICE FIRST*
2563-5.7 Farnam St. OMAHA, U.S.A. Phone:Douglas 1970

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