ROITOS Di Prominent Young Mercnato novien ic : F\%:

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Before Referce Shows
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Tried Pyramid for Piles?
:ate Treasury Balance
January 31, \$2.640.165
Beatrice Farmers Vote
To Extend Operations
dge Goss Receives His
Commission From Governor


Essex Triumphs Confirm Ii The New Dominant Type

Today light-car advantages challenge atten tion, imperatively. They were never so wanted Mere bulk and weight are no longer neces Ese finest car quality
Essex success proves that. Consider its miles in 50 hours. Mark its world sales 3037 of more than $\$ 35,000,000$ paid for 22,000 cars in its first year. And note how many who formerly bought big, costly cars, now own an Essex. They find in it all the fine performance, speed, power and reliability, for which they paid boreover they find such exclusive light-car benefits as economy, nimbleness and handling

Essex Has These Exclusive Light-Car Advantages The light-car saving in gasoline, oil and tires is no longer a question of a few cents daily. The difference in these items today is far greater. And of great importance also are the lightsar advantages that present-day crowded The tricht force every buyer to consider. boulevard to make fast time safely. It is away quicker. It stops, starts, turns and picks up, with a speed and ease impossible to heavier types.
And it needs only limited parking space. You who have prospected car-lined curbs for The Hudson and Essex Will Be Shown at the Auto Show March 1st to 6th

## GUY L.SMITH


it means to find convenient parking
The Essex charm is all its owg. Women like the Essex daintiness and beauty. They like its ease of operation, its freedom from amnoyance and its comfort qualities. It is But it is Essex periormance and endurance that must always be its strongest appeal. Power for the hills, speed and endurance to which no distance is a barrier, alertness and prompt pick-up in crowded traffic-these qualties must always be first. Aly in setting the nas proved endurance. Not only in setting the official world long distance
endurance mark of 3037 miles in 50 hours. Not only in covering 5870 miles in three tests, averaging more than a mile a minute.

Sets World 24-Hour Road Mark
Even more important than its unequalled 24-hour road mark of 1061 miles, made on snow-covered Iowa country roads, is the
durability it has shown in the hands of more durability it has shown in the hands of more
than 22,000 owners, its positive day-in-and-day-out dependable transportation. With last year's experience of two buyers waiting for every Essex produced, it is obvious that you must act promptly to secure early delivery
rel Farmer Loses Hand From Iniuries in Sheller


Rescind "Flu" Ban.


## Gives New Beauty to Record Music

Method of Reproduction
The Ultona

The Tone Amplifier

Brunswick Superiority is Apparent
Onchard \&WilhelmCo.

