

# The Roadster, Too, Has All the Noted Essex Qualities 

Speed-Power-Endurance-Economy-Utility. It is an Ideal Car for Business as Well as Pleasure

A glance at the illustrations will show the wide business usea for which the Esser ter is adapted.
Its utilitics are many. But note no Ruldence of them is revealed when the Roadster io used as a pleasure car. Every but a moment to make the change.

## A World Endurance Record

 Proves Essex Dependability Economy; durability and train - like regularity are the standards set by Essex. Tincse things have been shown in the hands of more than 25,000 owners, many of whom have driven their cars from 18,000 to 20,000 miles.It was more dramatically proved on the Cincinnati Speedway, when an Essex tock chassis set the world's long distanc cedurance record of The same car, in three separate
teats, travelled a total of 5870 miles at an average speed above a mile a minute.
Another stock Essex set the world's 24 Another stock Essex set the world's $24-$
hour road mark of 1061 miles over snowcovered Iowa roads.
A large class of the Roadster buyers are business men. They choose it for utility and dependable transportation. It becomes in fact a part of their business system. It must be on the job, keep all engagements on time, and be as respon It as an engineer's watch
It is specially suited for salesmen, in spectors and others who must cover wide not large, the Essex is commodious. There is plenty of room for passengers, and special arrangements for carrying sample cases, unseen, and even a trunk if desired. Come see the Essex Roadster. Ride in it. Try its paces. Whether you want it for business or pleasure, you will appre-
ciate why Essex in its first year set a new world's sales record.


## GUY L.SMITH

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Beautiful luster and finith.
40-inch Pain
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S6-inch Ohiffon Taffotes $\$ 2.98$
Brown, Navy and Black
30 -inch Gatin De Chine $\$ 2.98$

 40-Inoh Georgetthe Oropo $\mathbf{3 6}$-inch Frallie Poplin $\$ 1.25$
Ners, Brown, Black, Wine, $\qquad$

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wear. The $\$ 77.50$ quality, Speclal Cash Price, yd.
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Cash Price .................... $\mathbf{\$ 4 . 9 8}$ and $\mathbf{\$ 5 . 9 8}$ In. Priestley's Imported Engllsh Epllngie. A fine all wool fabric for Spring wear, in all the new shades, plenty of Navy and
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