

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 uses for which the Essex Roadster is adapted.

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curred.

Its utilities are many. But note no evidence of them is revealed when the Roadster is used as a pleasure car. Every line is smart, trim and graceful. It takes 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. These 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 stock chassis set the world's long distance endurance record of 3037 miles in 50 hours. The same car, in three separate tests, travelled a total of 5870 miles at an average speed above a mile a minute. Another stock Essex set the world's 24hour 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 responsible as an engineer's watch.

It is specially suited for salesmen, inspectors and others who must cover wide territory, quickly and frequently. Though 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 appreciate why Essex in its first year set a new world's sales record.



removing four screws the

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ing bulky articles such trunks, crates, etc.

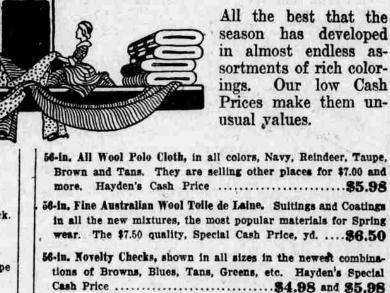
By lifting the small cover in the deck, space is given for carrying small articles such as a doctor case, sample cases, etc.

GUY L.SMITH

"SERVICE FIRST" OMAHA, U.S.A. 2563-5-7 FARNAM ST. PHONE: DOUGLAS 1970

Every coloring the most exacting purchaser would desire and at Cash Prices you'll find, means a neat saving on the purchase.

40-inch Chepe Milans \$8.45	
New Spring fabric for Sport Skirts	and Jackets.
40-inch Figured Georgette \$3.75 Light and dark shades.	
40-inch Panne Satin \$4.98	
Beautiful luster and finish. Navy, Te	une Brown and Black
40-inch Plain Georgette \$2.98	
All colors, street and evening shade	e.
36-inch Chiffon Taffeta \$4.50	
This is one of best Chiffon finishes and Black.	. Navy, Brown, Taupe
36-inch Chiffon Taffetas \$2.98	
Brown, Navy and Black.	5
36-inch Satin De Chine \$2.98	
Rose, Belgium, Navy, Black, Taupe a	nd Wine
40-inch Crepe de Chine \$1.98	
White and Black only.	
36-inch Fancy Striped Chiffon Taffeta	
A lack Generative Charles Latters	\$1.79
40-inch Georgette Crepe	φ1.17
Pink, Flesh and Light Blue.	
36-inch Faille Poplin \$1.25	



44-in, Priestley's Imported English Epingie. A fine all wool fab-

ric for Spring wear, in all the new shades, plenty of Navy and

Black. Hayden's Cash Price\$2.98

50-in, All Wool Serge. Double warp, a good weight for Suits and Coats in all colors, plenty of Navy. Would be a bargain at \$3.00. Reduce the H. C. of L. by buying for Cash at Hay-Navy, Brown, Black, Wine, Pekin, Plum, Light Blue, Yellow. Mail Orders Promptly Filled. Now's the time to re-paper the house at a saving. A Big Special Cash Purchase of WALL PAPER

> Goes in Our April Sale at Sweeping Reductions.Big Savings Without the Least Sacrifice of High Quality.

Exquisite Weaves in New Silks Newest Weaves in Wool Goods

30-in. Non-fadable Oatmeal Papers with nice cut borders. Not the cheap pulp oatmeals, but genuine duplex oatmeals sold regular at 30c per roll, go at, per roll12¢ Varnish Tile Papers | Big Line of Nice Papers. for kitchens and Gilts, two tones, stripes bath rooms. Reguand nice bedroom palar 40c per roll, go pers. In 2 lots, at, per at, per roll ...17c roll .. 10c and 121/2c Sanitary Wall Finish. Regular 75c quality. One package will finish a good sized room. In this sale at 60c

Read the Big Grocery Special for Monday

Quality Goods at the Right Price.

One Sack of Flour Will Make 75 Ten-Cent Loaves of Bread.	6-our
48-1b. sacks Best High Grade Diamond H. Flour, per sack	No. No.
14-1b. sacks Best High Grade Diamond H. Flour, per sack	No. 1 Ri
48-1b. sack Our Famous Health Flour \$3.35 34-1b. sack Pure Rye Flour	Galle
6 bars Diamond C, or Beat 'Em All Soap 28¢ 6 bars Electric Spark Soap	Gallo 7
for	Fand On Diam
Egg Noodles, pkg	M. & Cour
t Pays	Tr

ce cans Carnation, Wilson or Pet Milk, HE TEA AND COFFER MARKET

OF OMANA.

y Golden Santes Coffee, the talk of ry HAYDEN'S First- It Pays

Make Your Own Bread. It Pays.