

Fall Days Suggest The Essex Sedan

Economical-Easily Handled, Beautiful and Comfortable-Compare its Price

Everyone now thinks of an enclosed car for cool nights and the coming winter

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But the objection to enclosed bodies on light cars has been their restricted performance.

The Essex has ample power to offset the additional body weight.

Economical in Operation and Maintenance

It is a compact, commodious car, with a range of performance that answers every need. Owners have used their Essex Sedans for long tours. They know no limits to its service. It answers every requirement of comfort and

beauty and it is economical as everyone ex-pects a light car to be. Gasoline, oil and tires are small items of ex-pense in the operation of the Essex. But the greatest saving is due to its reliability. Repair and adjustment costs are negligible.

Much of the satisfaction in motoring comes from the appearance of the car. It expresses one's taste and individuality as much as one's clothes or the house in which one lives.

The Sedan is in every sense a family car of all seasons.

And its price is more than attractive in com-parison with other Sedan types, regardless of the more important question of performance and durability.

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