

Does It Pay To Advertise? We KNOW It Does



You Saw It
Yesterday!
ESSEX
What Is It?

ESSEX
MOTOR CARS

- In a Field of Their Own
- Not "High Priced"
- Not "Cheap"
- Unlike All Others

See tomorrow's paper for more information.

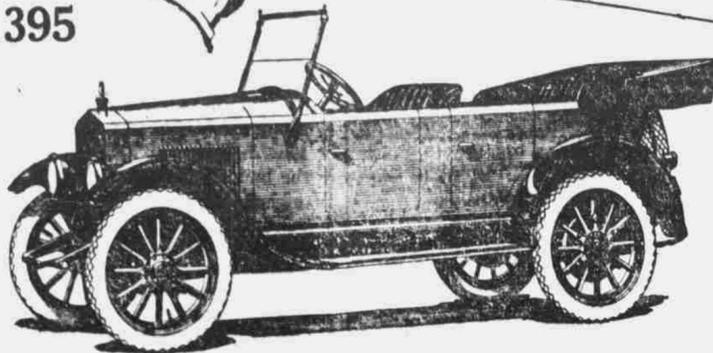


ESSEX
-For the Whole Family

None Too Old
Or Young To
Appreciate
Essex

?

\$1395



Come Ride in the Essex

Its First Showing—A Light Weight Quality Car

We Want Your Opinion of It



Five Reasons

FIVE!—Count Them:

- 1—Comfort
- 2—Safety
- 3—Luxury
- 4—Performance
- 5—Beauty

Usually found only in high-priced cars are all embodied in—

ESSEX
MOTOR CARS

Not "High-Priced" —Not "Cheap"

ESSEX
MOTOR CARS

—at minimum cost the exclusive features previously found in high-priced cars only.

- Comfort
- Safety
- Luxury
- Performance
- Beauty

With:

- Low First Cost
- Tire Economy
- Light Operative Cost
- Minimum Depreciation

Essex Motor Cars will be distributed in this territory by the following successful automobile dealers:



Interesting Facts

Are being made public concerning the Essex Cars. First, they are being made by an organization of men who have made a success in the "high priced" field. And—while gasoline and tire economy are strong features of the Essex, nothing is sacrificed for comfort, luxury or beauty. It will occupy a new field, created by its own originality and desirability.

ESSEX
MOTOR CARS

MEMPHIS MOTOR CAR CO.

Distributors
Member of Memphis Automobile Dealers' Association

All restorers had waited a year for the Essex. Dealers have ventured all sorts of descriptions for it. But today it is having its premier showing in hundreds of cities and towns throughout America. For months the trade papers have given first prominence to whatever news they could get of its details. Their interest was awakened because it combines the advantages of the light low priced car, and its economy, with the performance, sturdiness and beauty of the large and costly car. One leading writer proclaimed the Essex a new development in motor car transportation. Don't you want to be among the first in this locality to see the car that has awakened this interest? We wish you would come and ride in it for

**You Are To Do
Its Advertising**

We have long wanted to reveal the details of the Essex. But the manufacturers said they wanted the car to speak for itself. They said no description that could be applied to it would create as favorable an impression as would result from a ride in the car. Even now we hesitate to praise the Essex since we can say nothing that has not already been claimed in praise for some other car. So the endorsement it is to receive is such as you and her thousands of motorists volunteer to give. All we ask that you come see and ride in it.

**We Were Surprised—
Let Us Surprise You**

When we went to the factory to see the Essex we wanted to know in advance some of its details. But we were told that for us to discover as we inspected and rode in the car. Perhaps we would have been skeptical had we concluded there was nothing unusual about the Essex if we had not known

the men who are building it. But knowing them as we do and knowing the quality of cars they build, our faith and curiosity were aroused.

**What a Ride
Proved to Us**

Our first experience was a ride over a road so rough that you would willingly go miles out of the way to avoid it if you were in the average light car.

We took it at high speed, but the effect in both the front and rear seats was more in keeping with what you might expect in riding over a smooth pavement.

Then we drove into soft sand where the wheels sunk in below the felloes, going through as though it were this mud.

Every test that reveals performance was shown us. There were no squeaks. The motor did not labor. The car had been in similar service for months and still retained its appearance of newness. These are things we want to show you. A demonstration like that which surprised us is ready for you if you will come to our store.

**The Essex is Built
To Endure**

Every part that wears is adjustable. Hard service does not loosen the body nor twist the radiator. It is so sturdy built that the frame remains solid and rigid over the roughest roads and through the hardest service. The motor is practically free from vibration. If you are blindfolded and placed in the Essex with your hands behind your back, and then were given a ride as we want you to take with us, you would likely say you were in a large and costly car.

After you have ridden in the Essex we will tell you all about it.

Then, we think you will be so enthralled you will tell everyone you know that you have ridden in the most surprising car ever seen.



Memphis Motor Car Co.

Member of Memphis Automobile Dealers' Association.

H. 6100

Distributors

987 Union

ESSEX
MOTOR CARS

**A Statement of Facts by the
Memphis Motor Car Co.**

Member of Memphis Automobile Dealers' Association.

As many of our patrons know, and as is known by the public in general, our policy does not permit us to distribute experimental automobiles. Therefore, we will here explain that Essex Cars are made by an organization composed entirely of men who have made and sold higher priced cars for years, and who are still doing so.

The Essex was to have been introduced a year ago. War conditions making this impossible, the time was well spent in giving the car the test of service. We have watched these tests and are satisfied.

We are sure in our statements that to our belief THE ESSEX HAS CREATED A NEW FIELD, the field between that which produced luxury and refinement without regard to cost, and appearance and longevity.

Your attention is directed to further announcements, which will give full details.

For Full Information
Please Read
Tomorrow's Papers
and this week's
Saturday Evening Post

We Have Had More Than 1,000 Inquiries From the Above Series of "Ads"
—More Than a Thousand Persons Have Already Indicated Their Interest in the ESSEX, Either by a Personal Call or by Letter, Telephone or Telegraph. And NOW They Are Advertising This Wonderful Automobile for Us.

We want YOU to see the ESSEX. We want you to RIDE IN THE ESSEX. We want you to know why we, old in the business and hard to please, are ENTHUSIASTIC about this wonderful automobile. Read the advertisements reproduced above—get the salient features of the car, then COME—RIDE IN THE ESSEX.

MEMPHIS MOTOR CAR CO.

Member Memphis Automobile Dealers' Association.

Telephone Hemlock 6100 DISTRIBUTORS 987 Union Avenue, Memphis

Come—RIDE In the ESSEX!