## The \$1. Tolin Standard



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Dr. Mabel L. Hannington Tol of Improved Conditions in the Schools - Made 950 Complete Physica
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THE STANDARD, ST. JOHN, N. B., WEDNESDAY, AUGUST 4, 1920
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nuellow, delightffully fragrant and completely satisfying - the kird of eigarettes you throroughly enjoys every time you smoke them.

The best $15^{\circ}$ Cigarette

##  <br> 1010y9150101915y1 <br> Essex Takes Hundreds of Famous Records in Nation-Wide Tests

In Every Locality it Now Holds the Coveted Records for Every Type of Car Performance--Economy, Speed Endurance, Acceleration, Hill-Climb and Reliability

IN A SERIES of the most dramatic tests ever made to prove motor car efficiency, Essex cars in all parts of America during the week of June 27 th challenged and took practically every important record.

Six new cars, taken just as they came out of production, were driven at top
speed from Detroit to Chicago, 303 miles. The fastest time was 8 hours 8 minutes. Time for the last car to arrive, 11 hours and 3 minutes.
miles per hour.

One owner who had driven his car 38,000 miles put his Essex over Wisconsin
dirt roads during a heavy rain, a distance of 90 miles in 2 hours, 4 minutes, which was better than 44 miles per hour.
A Denver owned Essex with 22,000 miles to its credit proved
qualities by carrying 288 crated eggs quaities by carrying 288 crated eggs
strapped to the rear seat. The car travcled 3,828 miles over mountain roads in
7 -day non-stop motor performance. a 6 -day non-stop motor performance.
Only 40 eggs were broken.

## Owners' Cars Showed <br> Economy and Speed

Still another Essex that had covered 19,000 milles in automobile rental service standing start, topped El Paso's most difficult hill at 49 miles per hour. The bes

In Des Moi nes two cars, one a privatel wned Essex that had previously gone 700 ecord over country roads. Combined they top motor ru nning. During the six day the cars were stopped
ried 1602 pas sengers.

At Dallas, Texas, an Essex which had een 12,000 miles of service, establishe he world's dirt track record by coverin 1,261 miles in
niles an hour.

An Essex Sedan, fully loaded and on original tires that had carried the car 15, and hills, averaging 23 miles to the gal lon of gasoline.
A Columbus, Ohio, owner drove his 10 months' old Essex which had gone 16 , in 11 hours, 4 minutes. The crack Penn
sylvania Railroad train requires 15 hours, 34 minutes for the trip. An Esse.
raveled 80 miles in 88 minutes from Bu falo to Rochester, N. Y. The roadway i 12 miles longer than by rail-Essex time train.

## 24 Cars in One

Economy Run
Economy was shown in Connecticut by 24 owner-drivers, 12 going over the Mo-
hawk Trail and the Hoosac mountains. The other 12 traveled a coast route. The winning car averaged 24 miles to the gal-
lon of gasoline. Average for all 24 ove 216 miles of route, for each was 18.7 miles to the gallon. One car had seen 35,000
miles of service and averaged 21.2 miles to the gallon.

The wife of U. S. Senator Deitrich drove an Essex from Hastings to Lincoln, Nebraska, 109 miles, averaging 29
miles to the gallon. Four women drove from Los Angeles over the coast route to San Francisco
and return via the Inland route with an and return via the Inland route with an
average of 22.3 miles to the gallon of gasoline-no stop for any mechanical
reason. A car starting from San Francisco made the round trip of 843 miles in 33 hours, and averaged 24.5 miles per
gallon of gasoline.

## Also Takes Famous Hill Climb Records

 The Rim O' the World Record, in SanBernardino Mountains, was taken by Bernardino Mountains, was taken by
Essex, climbing nearly 5,000 feet elevation over 8.8 miles of difficult mountain road in 17 minutes. An Essex defeated
19 other entries in the Sacramento, Cali19 other entries in the Sacramento, Cali-
fornia, dealers' reliability run over the fornia, dealers, reliability run over the
Sierra Nevada Mountains-distance 261 miles- 24.25 miles per gallon of gasoline. And in Utah $281 / 2$ miles of mountain roads with heavy grades, climbing 4,528 feet, an Essex carrying 3 passengers
made the run in 52 minutes. The best previous record was 66 minutes. An-
other Salt Lake owned car with 10,000 other Salt Lake owned car with 10,000
miles to its credit in 1 hour 20 min-


#### Abstract

tes traveled 50.7 miles. The best previous record for this route was 1 hour 37 minutes. Through a blinding snow torm over Tioga Pass with an altitude of 9,941 feet and over grades of from $6 \%$ o $37 \%$, Essex traveled 432 miles, averag ing 15 miles to the gallon, and using ${ }^{3}$ ints of and towed another car containing 5 people, itself carrying 950 lbs . of weight and one passenger. Essex is the first and only car to climb 35th Street Hill, Washington, in high gear and the Tilden Street Hill from a standing start. It crossed the top at 51 miles per hour. The same car towed a


## 49 Cars Average 18.9 Miles per Gallon

Gasoline records were kept on 49 cars

## Now, Is There Anything Left For Essex to Prove?

Was greater proof ever submitted? Here in one week every kind of performance ability hasbeen established by Essex. They cover not only the cars used in the hundreds of tests of all de scriptions but their performance was so consistent that they bespeak similar abilities for more than 40,000 Essex cars as their owners know them.

Every question has been answered by Essex
Men were long ago forced to recognize Essex performance. It is common remark that it is the speediest, quickest car on the road; and now, in face of these performances, who can doubt its stability?

Can Essex be second choice to any who want the economy which comes with light weight and the beauty, performance and luxury which comes with costlier cars? The Essex can be obtained at a moderate price.

No wonder its sales have also set a new record! I

## Watch the Essex

MOTOR CAR \& EQUIPMENT COMPANY, LIMIITD
DISTRIBUTORS FOR NEW BRUNSWICK
Showroom: Cor. Charlotte and Duke Streets. Service Station: 108-112 Princess Street, St. John, N. B.
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tance covered on a measured gallon to the tance coverec on a measured gallon to the
six-day non-stop periormances. It in cluded hill climbs of the most sensationa
character and inter-city runs in all part character and inter-city runs in all part
of the country over all kinds of roads in of the country over all kinds of weather and at speeds from to 72 miles an hout. Some were brand new cars. One had already traveled 34, to miles. gallon.
The above are but a few of the record nade. Every locality now knows Esse eat. They know it for its speed, its hiil limbing ability and its flexibility an endurance.

In a thousanc ways it has proved it upremacy in every limaginable test
To list all records would require pages of newspaper space. It would apply to hundreds of cars. Some belong to own ers who made

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