What its owners are saying about it.
“Ride in the Essex—
Then Talk to an Owner”

FROM the outset this has been the keynote of the Essex sales and advertising policy, for we know that the owner’s opinion must necessarily carry more weight than all the claims of the manufacturer or salesman.

The letters reproduced here are convincing proof of the satisfaction and enthusiasm which have gained for Essex more than twenty thousand owners in the first year of its production.

ESSEX MOTORS
Detroit, Michigan
Essex Sets World’s Long Distance Endurance Mark

3037 Miles in 50 Hours, Averaging 60.7 Miles an Hour

5870 Miles in 94 Hours and 22 Minutes Driving Time

An Essex stock chassis under American Automobile Association observation set a new world’s mark for long distance endurance on the Cincinnati Speedway, December 12th. It was the first time a car had ever been driven under official observation at top speed for fifty hours.

The Essex was put on the speedway to prove its reliability in a fifty-hour test. At the end of 27 hours 58 minutes and in the 1790th mile rain and sleet forced a stop. A second start was made three days later, but snow again ended the trial. This time the run lasted 16 hours and 25 minutes and covered 1042 miles. The third run starting the following day was successful, the fifty-hour period being completed.

Thus the proof of Essex endurance is even greater than that expressed in the fifty-hour run. Think what that means. The average car is driven little more than 5000 miles in the entire season. This stock Essex chassis went more than a mile a minute for 5870 miles.

Other Notable Essex Achievements

In Iowa an Essex set a new mark by covering 1061 miles in 24 hours over frozen Iowa dirt roads. The average speed during the actual running time of 22 hours and 45 minutes was 47.3 miles per hour.

The Essex established a new time for a non-stop road run between Grand Rapids and Mackinaw City and return, covering 521 miles in 21 hours and 34 minutes, running day and night over frozen roads and through four separate snowstorms.

In Oregon an Essex made a 105-mile run from Astoria to Portland, covering this distance in 2 hours and 21 minutes and beating the best previous time by 51 minutes.

An Essex in Australia made the fastest time in its class in the Automobile Club’s Hill Climb at Sydney against a field of 16 other cars, all except two of which had higher horse-power ratings.

In Hawaii in a race around the island of Oahu an Essex made the distance in 2 hours and 42 minutes over a twisting, 85-mile course—16 minutes better than the previous record.

An Essex covered 1372 miles locked in high gear in a tour of Vermont and through parts of New Hampshire and Massachusetts.

An Essex conquered Baxter street hill in Los Angeles in 19½ seconds, the best previous record being made by a Hudson in 1917, which surmounted the same grade in 21½ seconds.

In the famous “Rim-of-the-World” contest at San Bernardino an Essex won first place in its class, climbing eight miles to an elevation of nearly 9000 feet in 19 minutes and 4 seconds.

An Essex climbed Fillmore Hill in high gear, declared to be the greatest feat ever performed in San Francisco by any automobile, no other car ever having surmounted this hill officially in high gear.
"Owned 17 Cars and the Essex is the wonder of them all"

Waco, Texas, Oct. 18, 1919.

Mr. Ellis Chaney,
c/o Willis-Chaney Company,
Waco, Texas.

Dear Mr. Chaney:

Thank you for your recent letter asking me to bring my Essex to your service station, but as the car continues to give excellent service there is no need to avail myself of your offer.

I write very few letters, but, inasmuch as my little car has given such unusual satisfaction, I would like to say a good word for it. Two trips over very rough roads all thru Oklahoma and one trip covering a good part of Arkansas, together with over 8000 miles of service in Texas, have proven to me the Essex is the most economical car made. My first set of casings gave over 7500 miles, and my average gasoline mileage is 18 miles per gallon. I have owned seventeen cars, and the Essex is the wonder of them all.

While I have needed but little service, I certainly appreciate your constant efforts to serve and your thorough interest in me as a Hudson and Essex owner.

Yours very truly,

(Signed) E. E. Mooney.
Lambert-Hudson Motor Co.,
633 Mass. Ave., N. W.,
Washington, D. C.

Gentlemen:

I beg to advise you that the Essex Automobile I bought from your firm during April is giving me absolute satisfaction. This is my third car in the last four years, having disposed of a very popular machine to take over the Essex. To date I have not regretted my action, notwithstanding the fact that I have called on this car to perform in a way that I never expected my former cars to act. High mileage appealed to me, as well as being able to make a quick getaway without choking the engine. On road work the last test showed 27 miles per gallon of gas.

The general comfort and 100% security in riding this car prompts me to advise you of these conditions, as I believe the equipment deserves my commendation.

Very truly yours,

William I. Evans,
Member Automobile Board,
District of Columbia.
The ESSEX MOTORS, Detroit, Michigan.

November 4th, 1919

Gentlemen:

I am the owner of ESSEX car No. 9835, engine No. 10121, bought the first of last June.

The car has gone about 2500 miles, 800 of which were in the high Sierra mountains of this State. It is a little wonder, and has developed a sort of personality that is well-nigh human. To say that I am pleased with its flexibility and power and ease of operation feebly expresses it.

I thank you for the little helping cards that come from time to time. Your continued interest in the owner of an ESSEX is refreshing when compared to the makers and sellers of other cars.

Yours truly,

B. F. Allison.
No. 1061
COMMONWEALTH BANK AND TRUST CO.
OF SAN ANTONIO, TEXAS
CAPITAL $300,000.00
SURPLUS $30,000.00
SAN ANTONIO, TEXAS

225 Cadwallader St.,
August 28, 1919.

S. T. Browne, Esq.,
Sales Manager Crockett Auto Co.,
San Antonio, Texas.

Dear Sir:

In regards to the Essex car which we purchased from you on
March 1st I wish to say:

While we use the car solely for pleasure, we have had
opportunity to test it thoroughly. It has fulfilled every claim made
by you—and more. For country roads, it is unexcelled, pulling
through any grade of road and up very steep inclines.

We highly praise the Essex motor, and to anyone who desires
a light, handsome car for any and every purpose we sincerely recom-
mend THE ESSEX.

Truly yours,

(Signed) Luz C. Robalin.

“For country roads it is unex-
celled, pulling on any grade of
road and up steep inclines”
Mr. T. E. Stevens,
c/o Bemb-Robinson Co.,
Jefferson Ave. East,
Detroit, Mich.

Dear Mr. Stevens:

In the first place I bought my Essex without knowing much about it, but knowing that it would be all right owing to my past experience with Hudson Cars and the Bemb-Robinson Service. The Essex was delivered to me about March 1st, and up to date the speedometer registers around 17,000 miles. Being in the real estate business the car gets very much usage, for different ones drive it and must make speed. The car isn’t driven altogether on paved streets and in July I drove to Lake Michigan, a distance of 200 miles, averaging 33 miles an hour.

I can safely say that I am obtaining about 15 miles on a gallon of gasoline and oil consumption is very low indeed. Four to six quarts a month is my average oil consumption. My car at the present time is equipped with Cord Tires. Two of these tires have run 12,000 miles and the all-weather tread is not worn off. This is the third car that I have purchased from the Hudson people and have driven numerous other makes of cars in the past.

Yours very truly,

J. M. Donahue.

P. S. 17,000 miles without taking up the connecting rod bearings in my estimation is some record.

Donahue.

"17,000 miles in seven months"
Stony Brook, L. I.  
August 14, 1919.

Essex Motor Co.,
Detroit, Michigan.

Gentlemen:

On June 2, 1919, I purchased an Essex Motor from Capt. R. F. Wells, Stony Brook, L. I. After giving the car a fair trial on the hills of Long Island I was delighted with it.

I feel I must write you and tell of my wonderful and delightful trip I had with the car on my trip through the Maine woods with terribly rough roads, back over the White Mountains, through Crawford Notch and the most wonderful mountains over the Mohawk Trail, all the time the Essex behaving beautifully. I find it very economical on oil and gas, and the carburetor adjustment proved a great help in climbing those mountains.

I only have the highest praise for the car and shall tell my friends.

Respectfully yours,
Andrea Sarto.

"Carburetor adjustment a great help in climbing mountains"
"Ease of control and wonderful flexibility make it a
pleasure to drive"

Cobleskill, N. Y.
Aug. 5, 1919.

Essex Motors
Detroit, Michigan.

Dear Sir:

I have now driven the Essex Touring Car 6442 miles. I am averaging 18 miles to the gallon of gasoline and I tested it on a forty-mile run over hilly country with three passengers and got 20 miles to the gallon.

I had Cord Tires put on when I got the car, and they still contain factory air, also they look good for three or four thousand miles of hard service.

The ease with which the ESSEX Car climbs the hills and the wonderful flexibility of the motor at all ranges of speed make it a pleasure to drive.

Very truly yours,

Ernest C. Borst,
Sales Representative,
Cobleskill, N. Y.
A. J. Brucett Piano Company

Pianos
Player Pianos and Talking Machines
625-627 Grand Avenue
152 Seventh Street
Milwaukee, Wisconsin


Jesse A. Smith Auto Co.,
700 Grand Avenue,
Milwaukee, Wisc.

Gentlemen:

Having driven my Essex Touring Car 16,400 miles since Feb. 6th, 1919, I am now in a position to tell you something about it. You possibly recall the fact that when I bought the car I mentioned that I had driven eight different makes of so-called lightweight cars and none of them would last me one season. Of course, I drive a car real hard—nothing stops me, bad roads or bad weather. As a piano salesman, throughout the entire state of Wisconsin, my automobile is a part of my equipment and I need it every minute.

So, it gives me great pleasure to tell you that my Essex has been a positive success in every respect. I have never allowed an automobile of any make to pass me on the country highways, and I will bet my money that I can beat any stock car from a standing start to fifty miles an hour, as I believe my Essex car can get away faster than any multiple cylinder car manufactured regardless of price.

To give you an idea of how hard I drive my Essex, the following is a record of a few trips I have made this year: In order to catch a train for Manitowoc on Sunday, Oct. 19th, I drove from Ft. Atkinson, Wis., to the North Western Depot in Milwaukee, a distance of 58 miles, with five passengers, in one hour and fifty minutes. I negotiated the first six miles—Ft. Atkinson to Jefferson—in eight minutes flat.

I make monthly trips to Blanchardville, Darlington and Argyle thru the hilly country of Wisconsin, without exception the worst roads that local people believed impassable. My Essex has always taken me thru nicely, and has never hesitated even a second.

A common occurrence with me is to run to Madison, 92 miles from Milwaukee, in two hours and thirty minutes; or to Darlington and
back, a distance of 320 miles, in a single day—always having plenty of time at my destination to sell one to three pianos.

I want to tell you that the only time I was ever stopped with my Essex was when I hit a bridge going 35 miles an hour. I believe that what would be called an ordinary light car would have buckled like a jackknife under this impact, while my damage was only a radiator torn off and a slightly bent axle. This convinced me that what you say about the staunch construction of the Essex chassis is right. I have never been bothered with rattles or squeaks.

The remarkable performance and the satisfaction it has given me has led to many more Essex sales, as I believe I have been instrumental in selling more Essex Cars than any of your Essex salesmen.

The upkeep has been practically nothing except the expense incurred from results of my accident of July 2nd. I average 200 miles on a quart of oil, 16 to 18 miles on a gallon of gasoline, which is remarkable mileage considering the speed at which I drive and the roads on which I must travel.

In conclusion will state that I honestly believe that in durability and performance the Essex is absolutely in a class by itself.

Very truly yours,

(Signed) A. I. Bruett.

"16,400 miles
No rattles
or squeaks"
Do You Know That—

Hudson Engineers Designed the Essex

It Explains Why

Through Sheer Ability and
Without Other Endorsement 20,000 Were Sold

Essex Made Good

Essex success has not been accidental. No one doubts its right to the position it holds.

But how many know why Essex in its first year revealed qualities more mature, more evident of the influence of long experience, than is commonly found in cars even in their third and fourth year?

You will recall the Essex was announced one year ago without one word as to the identity of its builders. Not a claim was made for its performance.

You were asked to go look at it, take a ride and form your own opinion. The Essex, we said, would have to speak for itself.

Now that it has established itself, we for the first time reveal why Essex has all the qualities of cars of long development.

*Was Designed by Hudson Engineers*

They conceived it as they developed the Super-Six. All they learned about endurance, they incorporated in the Essex.

They gave to the Essex the power that has made it famous in all quarters. Its speed is the result of what had been learned in making the Super-Six winner of all worth-while speed records.

The Essex can never be all that the Super-Six is, for they are totally different types.
Hudson Builds the Essex?

Hudson Dealers Sell It

But the Essex does bring quality and performance to a class field that was unknown.

The former owners of large costly cars that have adopted the Essex have not been Hudson users. They have come from other cars, cars that fall short of the Super-Six in all particulars save size and cost.

The Essex appeals to such users because of its nimbleness. They like the way its performance compares with that of the Super-Six. You can see this on every hand. The two cars in any community that are most prominent because of their performance ability are the Hudson Super-Six and the Essex.

Just as the Super-Six is the choice of those who recognize its unmatched performance and reliability, those who demand light car economy choose the Essex for its speed, power and endurance.

Think of the advantages Essex has had. What ordinarily would have required years to perfect was made possible in the very first model.

That is why 20,000 are now running, why more than $30,000,000.00 was paid for Essex cars in ten months.

Essex Did Not Need Hudson's Endorsement

That has been proved. That is why the two names have not been previously connected.

You have not needed the Hudson endorsement to understand Essex performance. Think of what hundreds of thousands have been saying in praise for the Essex. They have told how well it looks, how it out-performs others and how after months of service and thousands of miles of use it has proved its right to the position it holds.

Essex has won its own way. Hudson gave it full benefit of the experience of its engineers and the ability of its manufacturing organization. Its name was not needed.

Now Hudson takes the same pride in acknowledging its kinship to Essex that a father might in speaking of his son who on his own account had made good.
July 27, 1919.

Henley-Kimball Co.,
Boston, Mass.

Gentlemen:

Will say that I bought an Essex car No. A-8608 on April 18 of the Oxford Garage Co., Lynn, Mass., and have run it some 3000 miles over these Maine roads, which are rougher than "Helen Anthensome" and the only break that I have found so far is the loss of a nickel clamp that holds the hood in place.

It runs up these hills faster than a scared Tom Cat with a Greyhound after him, and don't use as much Socony Invigorator as one of my men used Corn Juice previous to July 1, and you can tell the world that the Sales Manager of NYOIL (that famous New Bedford competitor of 3 in 1) is on record as saying that he considers that he got about $1.47 in value for every dollar that he paid for the above-mentioned "Boiler", which is "Some Boat" and is satisfactory in every way.

Yours truly,

(Signed) Henry T. Burrill
The Botterill Automobile Co.,
36 South State Street,
Salt Lake City, Utah.

Gentlemen:

The exceptional performance of my Essex car during a recent trip of nearly nine hundred miles through the Southern part of the State has more than confirmed the wisdom of choosing this car for my purpose.

In purchasing the Essex I desired to secure a maximum of economy and speed in making business trips around the Intermountain Country. The Essex on this trip proved to my satisfaction that it can give me what I want.

The distance covered on the trip was eight hundred seventy-eight miles over a period of six days, although the greater part of it was made in three days. During the entire time I averaged twenty and one-half miles to the gallon of gasoline and used only four quarts of lubricating oil.

The trip was for the most part over rough roads and in a temperature close to one hundred degrees. In spite of this, the car ran steadily every minute of the time and showed absolutely no bad effects. Not a squeak nor rattle developed and the car, after it was washed and greased up on my return, locked and performed as well as ever.

Yours very truly,

(Signed) C. A. Kay.

"A maximum of economy and speed in making business trips"
Salt Lake City, Utah.

July 28, 1919.

Mr. Frank Botterill,
Salt Lake City.

Dear Sir:

Last February one of your salesmen talked me into disposing of my old car and buying an Essex, claiming great things for it. The first three months I thought I had bought a lemon and a green one at that, but, as all green things will ripen in time, so has my car.

I have just returned from a 605-mile mountain trip to Fish Lake and the Strawberry Valley, using forty-two gallons of gasoline and three pints of oil. We found some hard surfaced road between American Fork and Pleasant Grove. A large seven-passenger car tried to pass us and as I had never tried the Essex for speed I gently pressed my foot on the throttle, the speedometer registered 55 miles. As the engine was running smoothly with no excess vibration, I thought we might as well be on our way, so I stepped on it again and the little jigger on the dashboard said sixty-two miles per hour. I haven't the least idea how much faster it will go, but sixty-two miles is fast enough for me. At Salina I filled the radiator with water and started for Fish Lake, a distance of sixty miles, with an uphill climb to 8900 feet. We passed fourteen cars of the different makes on the road, one with a broken axle, one with a broken hub, two out of water and the others having minor troubles.

I missed the last watering place about one-half way up the hill, so consequently did not put any water in the radiator until I reached the hotel at Fish Lake and to my surprise I found that it took less than a quart of water to fill it.

While at Fish Lake I had the pleasure of pulling out of a muck hole one of those 4500-pound eight-cylinder cars. On my return trip I ran out of gas about two miles south of Thistle, then I discovered the only weak point in the Essex car—it will not run unless you have gasoline in the tank.

At Provo I made a side trip to Strawberry dam, going by way of Daniel's Canyon, returning to Salt Lake by way of Park City. The whole 605 miles consisted of ups and downs and you know our mountain roads at the present time are not boulevards. The car was ready to go at
all times and I believe that I can drive to any place that you can drive two burros side by side. Returning to Salt Lake the engine was running like a watch and no body squeaks to speak of. The next morning I washed the car and went over it with a wrench expecting to find loose bolts—found one small stove bolt on the radiator loose, that was all.

The salesman that sold me this car has been very courteous and obliging and did not praise the car too highly. Give the Essex gasoline, some oil and a little water, it will do anything but swear and if it could do that I would feel sorry for some of our road commissioners.

Respectfully yours,

Dr. C. M. Hart.

"Give the Essex some gasoline, oil and a little water, and it will do anything but swear"
Hudson-Brace Motor Co.,
Kansas City, Mo.

Dear Sirs:

I find that the Essex has furnished an answer to the problem presented by the traffic congestion in large cities; its extraordinary acceleration, its short wheelbase and its instantly available power, all combine to make its use in crowded thoroughfares practical and pleasurable. For example, one can get into the smallest possible parking space at the curb where the larger cars with longer wheelbase could not possibly find room.

This little motor, when in action, produces power and speed beyond one's belief of what would be possible, judged from its size.

There are many other features of the Essex that I find commendable. Paramount is the absence of rattles and other distressing noises peculiar to automobiles in general. This shows an unusually effective construction in the chassis. Altogether, I may say that I am tremendously pleased with the little car and see for it a successful future.

Yours very sincerely,

(Signed) John M. Tutt.

"One can get into the smallest possible parking space"
"A car of quality and endurance"

Sept. 4th, 1919.
Shreveport, La.

Dickinson Motors Co.,
Shreveport, La.

Gentlemen:

Feeling sure that you will be interested, it is with pleasure that I advise you of the performance of my Essex car which I have recently purchased.

I have been driving automobiles since 1907 and this is the 4th car which I have owned, and I can unhesitatingly say that its performance surpasses that of any of the other cars which I have driven. A few days ago I had an opportunity to visit the Homer Oil Fields, a distance of fifty miles, over roads that are noted for their hills, and, together with the rains which we have been having, they were rendered almost impassable. However, the Essex car which I was driving performed magnificently, and I was not forced to stop a single time to make adjustments. I passed many other cars of different makes, some being stuck in the mud, and others laboring along in second. I made the entire trip on high gear with the exception of one hill, and I would have made that on high if I had not been forced to stop on account of a team which was in the way.

The gasoline consumption of my car is very light; in fact, I am making around twenty miles per gallon and most of my driving is over rough country roads. The oil consumption and upkeep expense is practically nothing, so to speak. I am more than pleased with the service I am getting from this car and you may number me as one of its boosters.

I shall be glad to have you send any of your prospects to me, for I assure you I can recommend the Essex as being a car of quality and endurance.

Yours very truly,

(Signed) E. A. Corbett,

Oil Well Contractor.
Mr. Paul Hutchings,
Hudson & Essex Garage,
City.

Grand Rapids, Michigan

Aug. 15, 1919.

My dear Mr. Hutchings:

You no doubt would like to know how well pleased I am with the Essex Sedan I bought of you in the month of June.

It is all that you said it was, but you did not make it strong enough. I have ridden in some of the best cars made and I doubt very much if there is any high-grade car that I have not traveled in for some distance; but I will say this, that there is none made that I have enjoyed to travel in so much as I have in this one.

We left here Sunday, June 22, and the car had already made 487 miles before starting out on the trip, and as we took the car on board the boat to Detroit and went to Buffalo we did not read the mileage until after we got there, which then was 671 miles. We took the route by Ithaca, N. Y., Watkins Glenn, Elmira, Binghamton, and then north and through the Catskill Mountains, crossed the river at Hudson and then on to Massachusetts. Then went through to Berkshire Hills and landed in Boston with a mileage reading 1229 miles, making a trip out of Grand Rapids to Boston of 742 miles, but don't overlook the boat trip running from Detroit to Buffalo as the mileage would have been more, of course, if we had not taken the boat. In all this time we did not have the hood up once, excepting to look after oil. You notice we went through all the scenic route and through all the hills we could find and did not have to shift gears over six times while we were running. The car made from sixteen to eighteen miles on a gallon of gasoline and is an extremely comfortable car to ride in. Mrs. Krause stated she much preferred it to a Pullman car, as she was with me on this whole trip.

I would be glad to see any of my friends buy this car as I think they would make no mistake and feel confident that if I were to buy another car I would buy nothing but an Essex. I could not expect anything more from any car than I have gotten out of this.

This I am giving you without your asking for it and I feel so good over the purchase that I want you to know all about it.

Yours respectfully,

(Signed) Sam'l Krause.

"There is no car made that I have enjoyed to travel in so much as I have the Essex"
Boston, July 24, 1919.

Henley-Kimball Co.,
Boston, Mass.

Gentlemen:

In answer to your letter dated July 23, will say that I have owned and driven an Essex car 3,000 miles and in my estimation I have the finest and best car in the city of Boston costing less than $2,000. I haven't had any engine trouble or trouble of any kind and the car is as full of Pep today as the day I received it. The tires do not show 200 miles wear. I can take any hill within a radius of 199 miles of Boston at 45 miles an hour; have ridden 70 miles an hour over good roads. In my estimation I have the best little car made and I wouldn't take double what I paid for it if I wouldn't get another like it. I can not express my appreciation of the car in writing. If you can not convince a customer that the Essex is the best car for the money made, send him to me, and if I can not do the trick he doesn't want a car.

Thanking you for your attention, I remain,

Respectfully,

(Signed) E. A. West.

"No car ever made can duplicate the Essex in maintenance, performance or comfort"
How an Oklahoma Dealer Advertised His Owners' Faith in the Essex
Essex Justifies Okmulgee Owners’ Faith

You Know Them—Read What They Have to Say About the Essex

R. J. McMurray
"My Essex goes every day and has traveled over eleven thousand miles and its performance is marvelous. My car is some advertisement for the Essex."

Charles Wilson
"It goes anywhere, anytime, and nothing ever balks me."

Book Roundsville
"I used to own a different make of four-cylinder car, but it does not compare with my Essex."

George Gifford
"My Essex Sedan is free from rattles and squeaks so common to ordinary cars. It rides beautifully and is so comfortable. It is the one fine light car."

Miss Iva Miller
"I never drove any car until I bought my Essex. Do I like it? Well, I want no other kind."

Joe K. Gardner
"I bought one Essex, then another, and if I was buying another car it would also be an Essex."

Burton Robertson
"I made believers of four big men yesterday. They owned more expensive cars, but I went places with my Essex that they could not make."

Mrs. Joe King
"Our Essex Sedan is just fine. After taking a ride last night Mr. King exclaimed: 'My, that car is running fine.'"

G. M. Byerley
"I don't have to take anybody's dust with my Essex."

Oren Ware
"I swore I would not buy a four-cylinder car, but after taking a ride—well, you see I own an Essex."

L. L. Sessions
"I toured the country with my Essex, travelling about 5000 miles and had no trouble."

Art Thompson
"My wife and myself both drive the Essex. We never lose an opportunity to speak a good word for it."

There are more than thirty-five additional Essex owners who would be glad to add their good word.

You Too Can Get the Same Satisfaction Out of an Essex Car

Immediate delivery on any model. A phone call brings one to your door to demonstrate how truly wonderful this car is.

Clay C. Smith Motor Company