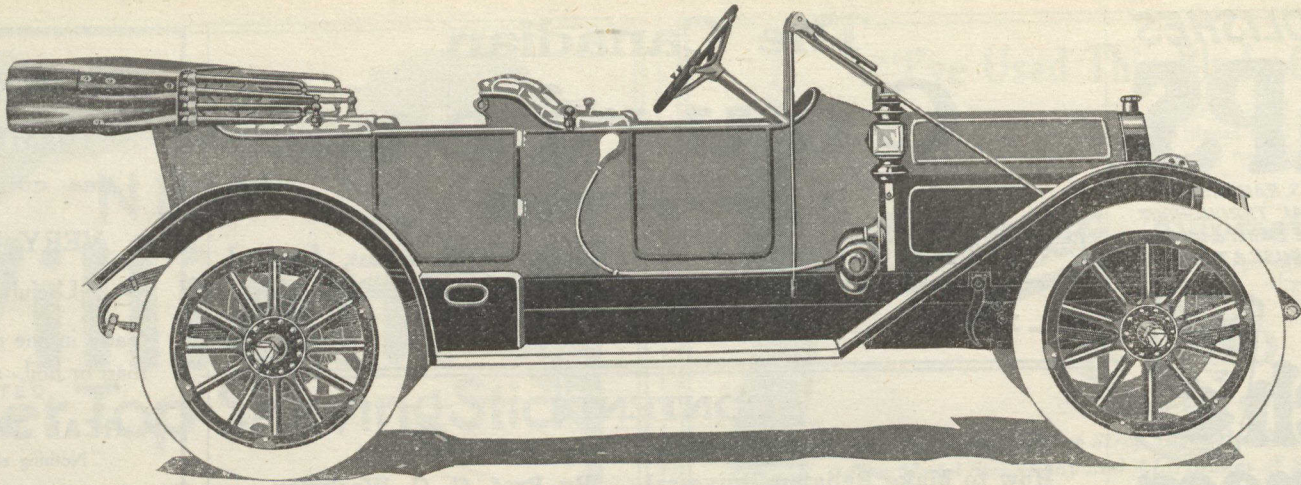




The price for either of three models—Touring, five-passenger—Torpedo, four-passenger, or Roadster, two-passenger—is \$2,150 f.o.b. Detroit. Not a cent more is needed to equip either car before it is ready for use, for top, Self-Starter, Demountable rims, BIG tires, fore-doors, windshield, large gas tank, magneto—dual ignition system—and all things usually listed as extras are included. Write for illustrations showing how the NEW Self-Starting HUDSON "33" is simpler than any other car.

Avoid Loss Through Motor Car Depreciation

Millions of dollars are lost every year through motor car depreciation.

Depreciation, tho', does not result so much from wear as from advancement and improvements made in other cars.

If you choose wisely you can avoid taking a loss on the car you buy.

As startling as this statement seems, you can appreciate its accuracy by recalling the cars of three and four years ago.

You probably can not think of any single car of that date that is utterly useless now.

Cars that to-day will not bring a tenth of what they cost three years ago are still giving good service.

They are practically as good as new, so far as road performance is concerned.

But they are out-of-date. No one wants them and so they have depreciated in value.

You Can Avoid Loss

You can avoid such an experience with the car you buy now, if you consider that fact as you should.

Most of the cars offered as 1912 models are little different from what they were years ago.

Of course, the bodies are different. They have fore-doors. They are painted differently, but the motors are still complicated with the same jumbled mass of exposed rods, wires and mechanism.

They are still just as inaccessible. They have just as many parts to wear and to get out of adjustment and to interfere with the free access to other parts.

These cars may have improvised methods for protecting the bearings from sand and dust.

Perhaps some improvement has been made in the way of quieting the car. But taken part by part and detail by detail, there has not been the marked advancement that you would naturally expect.

This you can confirm by comparing the present models of any such cars with the models of the same make of two and three years ago.

When you have done that and have become familiar to a degree with the usual type of construction, make a similar examination of the New Self-Starting HUDSON "33."

But How Different Here

Those things that are so prominent in the manner in which they litter up the chassis, the exposed parts, the confusion of rods and wires are entirely lacking in the HUDSON "33."

Simplicity is the trend and goal of all engineering.

Every designer is doing his utmost to reduce the number of parts. The result will be simpler cars in the future than we have known in the past.

Howard E. Coffin, long recognized as America's foremost engineer, has lead in the development of simplicity. That is why his latest car, the New Self-Starting HUDSON "33" has approximately 1,000 fewer parts than has any other automobile.

As you check over these features of the HUDSON "33" with other cars—it makes little difference what car—you will see wherein Mr. Coffin has progressed beyond other engineers.

Are Following His Example

As you look at the 1912 models of some cars and compare them with their 1911 models, you will recognize how Mr. Coffin's ideas have been followed. This shows that he is setting the pace which is affecting the values of many cars.

There is one certain way in which you can avoid the usual loss of depreciation. All admit the HUDSON "33" to have features which will characterize other cars two and three years hence. If you buy a car now that does not possess these advantages, it becomes out-of-date as soon as they are adopted. The value is already depreciated because the HUDSON "33" now has the features which others do not possess.

The way to make a safe purchase is to get a New Self-Starting HUDSON "33."

Appearance is quite as important as are the mechanical details. That adds still another reason why you should choose the "One advanced car in three years," for it is famed for its beauty and the completeness of its equipment.

See the Triangle on the Radiator

HUDSON MOTOR CAR COMPANY

7343 Jefferson Avenue, Detroit, Michigan

Canadian Distributors: Dominion Auto Co., Toronto, Ont. Motor Import Co., Montreal, Que. Canadian Motor Sales Co., Regina, Sask.
Metropolitan Motor Car Co., Victoria and Vancouver, B.C. Atlantic Auto Co., Amherst, N.S.

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