

# Why Tudhope's Selected for Canada the "EVERITT"

## We Needed a Car

In our 60 years of building horse vehicles, pressure from our customers demanded that the Tudhopes produce in Canada a horseless vehicle—a motor car—which would be in that field of transportation as superior as the various Tudhope horse-drawn vehicles are in theirs.

Same price as in U.S.

# \$1,450

Two Years' Guarantee

## How Simple The Motor Is

The motor is simple in other ways, too. The oiling, for instance, is automatic. All four connecting and bearings dip in the bottom half of the crank-shaft housing. This is like a dish, with oil in it.

## Points? Cost? Worth?

After months of searching, testing, judging and comparing, we decided that the car for Canada was the "Everitt". We had to get a car that would stand Canadian roads without break-down, would have a high clearance for the roughest roads, would have a staunch simple motor that wouldn't break down twenty miles from anywhere, would be operated and fixed easily by the owner himself.

## With Extra Tire and Special Equipment

You Pay EXACTLY U.S. Prices

Canadians are not charged \$250 to \$400 over American prices in the "Everitt" car. The cost of the "Everitt" with extra tire and special Canadian equipment in the U.S. is \$1,450. The Canadian special equipment costs extra there—is not furnished in the United States—is furnished in Canada. \$100 extra is charged in the United States for the extra tire and special equipment that come with the Canadian "Everitt".

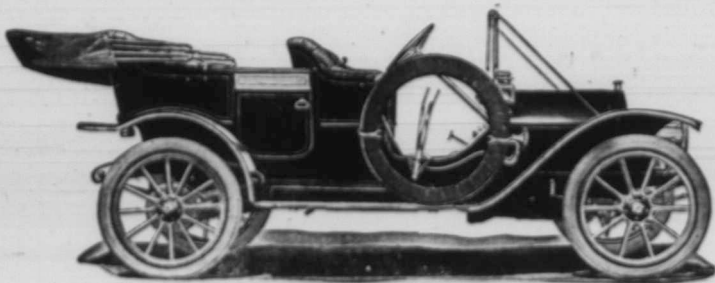
You pay the same price here as in the United States—no 'duty' to add—no extra cost.

## Power At The Tires

The power transmission in the "Everitt" is "flexible." We mean by that that the motor, clutch, shaft and speed-gear box, leading to the rear-axle drive, have "give and take" in them.

## Big Wheels, Wide Bodies, Low Hung Car

We wanted the "Everitt" to be far ahead of anything ever offered either in Canada or the United States. The "Everitt" has 34-inch wheels. You find such construction only in \$3,000 models and higher.

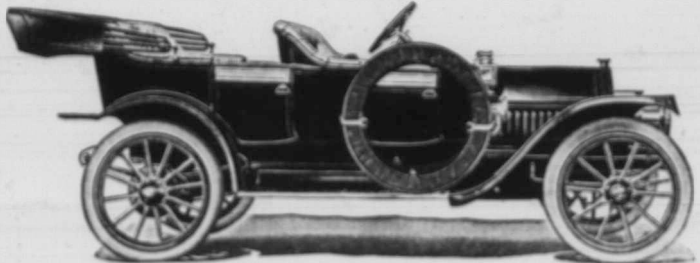


"EVERITT" STANDARD TOURING 1911 MODEL, \$1,450

Double-drop frame, 110 in. wheel base, 30-in. gauge, 34 in. wheels, 21 in. tires, universal joint, internal and external brakes on rear wheels, Bosch high tension magneto, improved adjustable cone clutch, selective speeds, 1 forward, 1 reverse. Motor 4 cylinder, 4 cycle, long stroke six in. 4 in a 6 1/2, will lubricate. Equipment: magneto, horn, 8 gas and oil lamps, generator, extra tire, fuel tank, headlights, fenders, rubber, steel rollers and tool kit. (Motor top, front cover and windshield, \$125.00 extra.) F.A.B., Oshkosh.

## A Powerful Motor

The "Everitt" motor has 152 less parts than our nearest competitors. One-piece main casting includes upper-half crank case and crank bearings, cylinders, combustion chambers, intake and exhaust manifolds.



"EVERITT" FORE DOOR TOURING 1911 MODEL, \$1,500

Double-drop frame, 110 in. wheel base, 30-in. gauge, 34 in. wheels, 21 in. tires, universal joint, internal and external brakes on rear wheels, Bosch high tension magneto, improved adjustable cone clutch, selective speeds, 1 forward, 1 reverse. Motor 4 cylinder, 4 cycle, long stroke six in. 4 in a 6 1/2, will lubricate. Fuel tank, headlights, fenders, rubber, steel rollers and tool kit. (Motor top, front cover and windshield, \$125.00 extra.) F.A.B., Oshkosh.

Yet, though we gave \$2,500 value, as understood in quality and performance, we aimed to make the price \$2,000 or less. The problem was first one of design, then one of manufacturing methods.

## We Sought "High-Price" Standards

In our search we planned to make a car that in material, design and wearing quality would be a do-haze car. This meant using 3 1/2" nickel steel in transmission gears, for instance, getting Bosch magnetos, large wheels, and other "high price" details. It had to be a long-stroke, large-capacity, four-cycle engine, simple and long-wearing. We wanted our car to be consistently good, though and then—

## Jigs and Tools

These things added to car value immensely—made the car better. But they also added to cost. Could manufacturing cost—labor cost and material—be reduced, and how? We found they could be by using "jigs." Jigs are glass-hard metal fixtures. These hold each automobile part absolutely true while being made. They guide drills, planers, and other machines working up these parts to plane, drill, etc., exactly right. These parts must not vary 1-1000th of an inch, are always absolutely true. A jig is a rigid, exact guide that forces absolute accuracy of work, so no pieces are spoiled, no pieces are imperfect, no pieces vary, no labor time is lost, no time is consumed in adjustment.

The first cost is great. The laboring is immense. The speed of production is tremendous, once work is started, after jigs are made.

## We Find How To Give Canada Car Value

This was the new way to make automobiles. The old way was to make pieces straightly by working drawings, or smelter these pieces, and fit them together by slow and laborious processes, and slowly turn out a few cars at a high cost per car.

## Equipment Complete

We equip the "Everitt" to be a complete car at \$1,450. You don't have to spend \$100 to \$200 extra after you get your machine.

A complete extra tire, with brackets and extra, is included. Set of 3 lamps and gas generator are included. Shock absorbers on rear springs are regular equipment. Rub-rail and foot rest are regular equipment.

The "Everitt" is a complete car at \$1,450 "as is." No other car approaches it.

This regular equipment is the most liberal and complete ever offered.

## The "Everitt" — Two Years' Guarantee

### 5 Models

"Everitt" Chassis — the mechanical part of the car, engine and transmission is identical for the following models which we will make in Canada for 1911.

### Perfect Motor

Four-cylinder, four-cycle, long stroke motor has cylinder, valve stems, valve work, magneto and pump, and upper half of crank case and axle for upper half of crank-shaft bearings, cam-shaft bearings and push-rod bearings in one piece.

BEAR AXLE SHAFTS covered in exclusive oil tubing. BRAKES, 2 on rear axle—internal expanding and external contracting. GEARING, Clear shifting lever and locking lever at driver's seat. Street lamp on all gas and brake rods for safety. SERVICE BRAKE operated by push-pedal. CAR LUBRICATION by dip and mixing devices, requiring little maintenance and easy of access. Ultra Class Features These are not found in cars that cost less than \$1,450. Large 34 in. wheels. High torque capacity. Nickel-steel transmission gears. All parts standardized to within 1-1000th inch. Min. 2 in. axle. With our motor. Two Year's Guarantee The "Everitt" is made through-out from the best materials and carefully manufactured with "jigs," by which all parts are interchangeable and an attention to without exception in hand work. The \$1,450 you pay for your "Everitt" equipment, means an absolutely complete purchase at the same price you would pay in the United States for the car and its Canadian equipment. Without this equipment you would be compelled to purchase a similar equipment, in purchasing any car. This is explained in the catalogue.

Write for Catalogue II

Agency Applications being Received and Territorial Allotments Now being Made for the "Everitt" Car for 1911.

# TUDHOPE MOTOR COMPANY, LIMITED

## ORILLIA

Tudhope, Anderson & Co. Western Showrooms LIMITED Winnipeg Calgary Saskatoon Regina

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## Deliveries

The "Everitt" car, being made by means of 782 special "jigs," templates, fixtures, etc., as explained, and with its individual parts made very rapidly, but many of the smaller parts are made on automatic machines.

This speed in making absolutely standard parts that are interchangeable from one "Everitt" car to another means easy and early commencement of "working up."

Unlike cars made by old methods, building a "Everitt" car from its parts simply means joining by their proper bolts and other attachments pieces that are already true, and a perfect fit.

This means deliveries. "Everitt" cars will be finished and ready on delivery dates promised.

## An Owner's Car

In considering a car purchase, remember that the "Everitt" is entirely Canadian-made. It is consistent, reliable, made of as few pieces as possible, especially the motor. You get with your "Everitt" a complete equipment.

You can operate the car and do all the inspection it needs, all the adjusting, all the minor adjustments it may need. You do not necessarily need either a chauffeur or a mechanic. It is an owner's car in every sense.

The \$1,450 you pay for your "Everitt" with its extra tire, and other regular equipment, means an absolutely complete purchase at the same price you would pay in the United States for the car and its Canadian equipment. Without this equipment you would be compelled to purchase a similar equipment, in purchasing any car. This is explained in the catalogue.

## Two Years' Guarantee

In place of a 60-day guarantee, the "Everitt" car is guaranteed for two years. This is possible because each part is inspected many times during the process of making, and each part that is finally put into stock, is a perfect part.

This means to you ample time to bring out any flaws in the material of the car, that may have escaped inspection. It means that the Tudhopes stand behind the car.