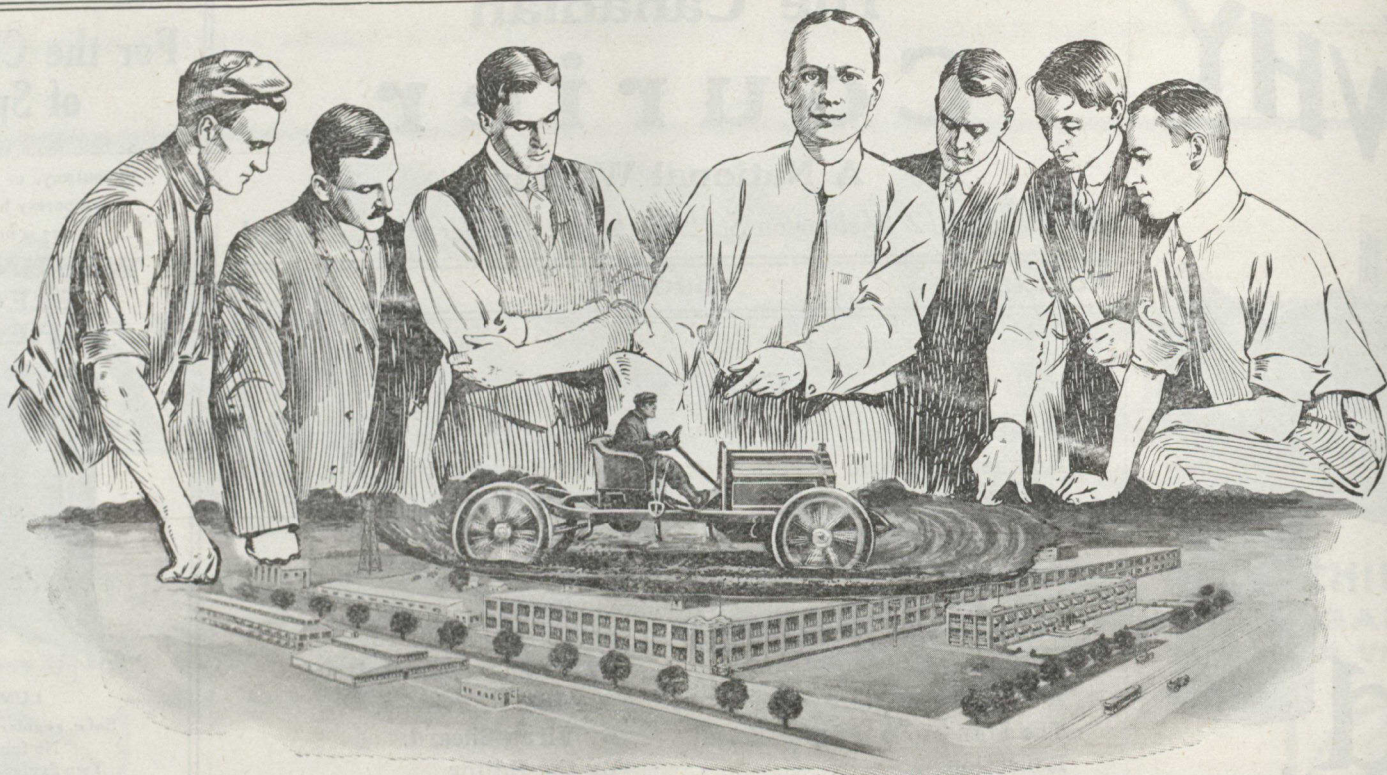




This Body of Engineers Builds a New "33" Self-Starting

Howard E. Coffin and his Board of Engineers have built their master car---a car you start by merely pressing a button.

These men practice the highest engineering principles the world knows.

Engineers from abroad come here to study under these men. Their chief---like Thomas A. Edison in electricity---drives the milestones of automobile advancement. He and his men in other years designed the motors for more than a dozen manufacturers. Eighty per cent. of all the better quality American cars have on them features designed by Mr. Coffin.

He had *previously* built five famous cars---the industry's leaders. Each, in their time, was the car of the year. They were so far ahead of their day that several are still sold as leaders in their class.

The latest and greatest achievement of these skilled engineers is the **New Self-Starting HUDSON "33."**

You Press a Button to Start the Motor

That explains the operation.

A child can do it as easily as it can push a button that rings an electric bell.

It is like switching on the current that runs an electric fan.

Yet the self-starting device of the **New HUDSON "33"** is not operated by electricity nor it is operated by compressed air.

It has neither the weight nor complications common to all starters of those types.

It weighs but 4½ pounds and has only 12 parts. Electric starters weigh 175 to 200 pounds---as much as the weight of an extra passenger. Compressed air starters weigh 60 to 75 pounds.

Starts Instantly in Winter

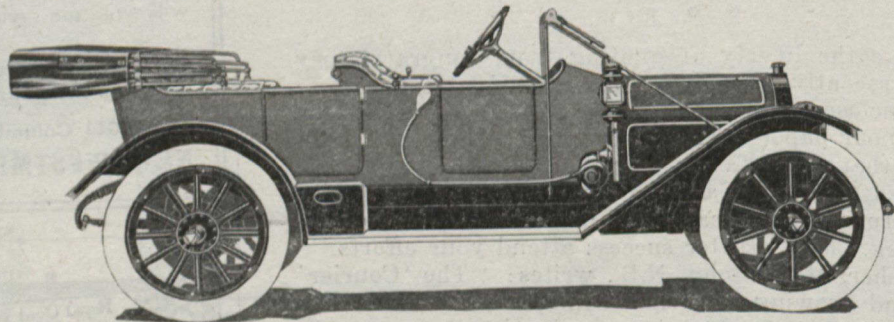
Our engineers tested all types of self-starters. None other was acceptable.

This one started the motor 98 times in every 100 trials. Thousands of tests were made. Cold weather did not affect it. A motor was kept in cold storage for a week. The temperature was 5 degrees below freezing. Ice covered the cylinders. But the motor started at the first operation of the starter.

Other types were not so successful.

As any owner of a **New Self-starting HUDSON "33"** how his self-starter operates these cold days.

All distinctive features cannot be enumerated here. Their number is too great. But among them is an advance design which eliminates almost 1,000 parts---demountable rims---BIG tires---an accessibility that puts all important parts and all oiling places within easy reach. Enclosed valves, dust proof bearings throughout. Fan in fly wheel. A clutch so good that drivers never know they have a clutch, because of its freedom from trouble.



The price for either of three models---Touring, five-passenger---Torpedo, four-passenger or Roadster, two-passenger, is \$2150 duty paid, 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, windshield, large gas tank, magneto--dual ignition system--and all things usually listed as extras are included. Write for illustrations showing how the **New HUDSON "33"** is simpler than any other car.

The Quietest, Simplest and Handsomest of All

It is the quietest automobile built. It has power that will shoot it---with full load---up mountain sides---through sand and mud and always with a sensation of strength and of flying that is utterly lacking in many cars.

The springs are of the most flexible, yet non-breakable, vanadium steel. People compare the **New HUDSON "33"** in riding comfort to cars of double its weight and cost.

It is pronounced by experts as the most graceful in line of any car regardless of price. In finish, in upholstery and in every detail of luxurious convenience it ranks in the class of \$2,500 automobiles.

Haven't you at least a curiosity to see Howard E. Coffin's **New HUDSON "33."**

Its great simplicity will be a revelation to you.

At all the important automobile shows this year it will have its most advantageous display, for there it can, at close hand, be compared with all other cars.

Printed descriptions --- advertised promises and pictures are often too alluring and many cars do not fulfill the expectations the advertising has created.

We cannot do justice to the car in a printed description, and therefore ask you to go to see it, compare it with other cars you think well of.

You will marvel at the value Mr. Coffin has incorporated in this last creation.

Go see the **New Self-Starting HUDSON "33"** NOW. So popular was his last year's "33" that more than 2,000 failed to get the cars they had ordered, for we could not build them fast enough.

We are leaders to-day in the number of new cars delivered and still the shortage continues. Better see the **New HUDSON "33"** before all these models too are sold.

HUDSON MOTOR CAR COMPANY

7342 Jefferson Avenue, Detroit, Mich.

Canadian Distributors: Dominion Auto Co., Toronto, Ont.
Vancouver Island Auto Co., Victoria, B.C.

Motor Import Co., Montreal, Que.
Atlantic Auto Co., Amherst, N.S.

Canadian Motor Sales Co., Regina, Sask.