Why Tudhope's Selected for Canada the

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.

We wanted an ideal car at a low price—a car that would be handsome, comfortable, safe, efficient, simple and strong This would answer the demands on us

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 breakdown, would have a high clearance for the roughest roads, would have a staunch simple motor that wouldn't break down twenty miles from any where, would be operated and fixed easily by the owner himself. This car had to be comfortable under all conditions—light enough to be easy on tires. We found cars that nearly met these demands, but with selling prices high above fair intrinsic values. Slow methods of making and costly experiments made these high prices. We would avoid them for Canada. We would cut out the experiments and slow factory methods, and give a car the equal of cars usually sold at \$2,500

Same price as in U.S.

Two Years' Guarantee

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.

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.

Tremendous strength is
possible through this simplic
ity. All strain comes between
the crank-shaft bushings and
cylinder heads on nickelsteel studs—3 simple parts,
which cannot rack to pieces.

The weight saved means
speedier and longer-wearing
qualities in the car. It means
the motor cannot get out of
order easily.

How Simple The Motor Is

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

The bearings dash into this oil each revolution. They oil themselves. The splash oils the pistons, and the pistons oil the cylinders. The splash also oils the crank-shaft bearings, the cam-shaft, the cams, the push-rods. You personally need have only one care—to fill the oil chamber.

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.
If a rear wheel rises over a rock in the road, the axle tilts, the gear
box and shaft rise slightly, the clutch accommodates itself—there isn't an
ounce of strain on motor, shafting, tire and wheel.
To show how much power the "Everitt" can really get to the rear
tires, we use only two universal joints, just behind the clutch. Universal
joints consume power as they are out of line. In the "Everitt," unlike
joints and analytic machines, the transmission gears are placed at the rear
axle, doing away with one universal joint. The clutch and its universal
joints are at the far end of the propeller shaft, where the movement is
least. Minimum universal joint movement is in this design. Little power
least. Minimum universal joint movement is in this design. Little power
is almost the only way to build a car for the roughest roads in Canada.

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 \$5,000 models and higher, Rear seats are extra wide, easily taking 3 passengers. This is a luxurious feature. All upholstering is hand buffed leather—a feature not to be looked for in cars under \$3,500.

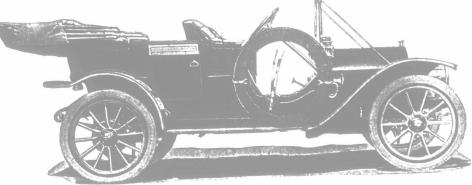
Long wheel base and short turning features make an easily handled car. The double-drop "Everitt" frame permits a low centre of gravity, pulling the load close to the ground, preventing skidding, at the sar is time permitting 11\frac{1}{2} in. road clearance.

We Meet High-Price Standards

Jigs and fixtures both standardize and lower cost. "Everitt" cost savings allow us to use 3\frac{1}{2}\% on inckel steel. This gives you \$4,000 car material in a \$1,450-machine.

We meet high-price car standards in essential points.

Cars at as high as \$3,000 offer no more than the "Everitt" \$1,450.



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

Double-drop frame, 110 in wheel base, 56-in gauge, 34 in wheels, 33 in tires, universal tims, internal and external brakes on rear wheels, Bonch high-tension magneto, improved adjustable cone clutch, selective speeds, 3 forward, I reverse. Motor: 4 cycle, wheels, Bonch high-tension magneto, improved adjustable cone clutch, selective speeds, 3 forward, I reverse. Motor: 4 cycle, to some stroke en bloc, 4 in x 4½, self-lubricating. Equipment: magneto, horn, 5 gas and oil lamps, generator, extra tree, tree long stroke en bloc, 4 in x 4½, self-lubricating. Equipment: magneto, horn, 5 gas and oil lamps, generator, extra tree, tree for self-ship frame, and tool kit. (Mohair top, dust cover and windshield, \$128.00 extra.) For b, Orillia.

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

Equipment Complete

We equip the "Everitt" to be a complete car at \$1.450

We Sought "High-Price" Standards

In our search we planned to make a car that in material, design and wearing quality would be a de luxe car. This meant using 31% 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, through and through.

Jigs and Tools

These things added to car value immeasely—made the car better But they also added to cost. Could manufacturing cost—labor cost and material—be reduced, and how? We found the year of material—be reduced, and how? We found the being made "Everitt" is a commaterial—be reduced, and how? We found the being made made in the grant absolutely true while being made they are an advantage of the planers, and other machines working up these parts to balanc, drail, are allowed work, so no pieces are imperfect, no pieces are spring and complete ever offered

The first cost is great The labor samp, is immense. The speed of production is tremendous, once work is started, after jigs are regular equipment. The speed of production is tremendous, once work is started, after jigs are regular equipment. The speed of production is tremendous, once work is started, after jigs are regular equipment. The speed of production is tremendous, once work is started, after jigs are regular equipment. The part of disturbing limits and complete ever offered.

Everitt — Two Years** Guarantee**

Everitt — Two Ye

We Find How To Give Canada Car Value

This was the new way to make automobiles. The old way was to make pieces roughly by working drawings, assemble these pieces, and fit them together by slow and laborious processes, and ly turn out a few cars at a high cost

slowly turn out a lew cars at a high cost per car.

The design of the car being correct, the car we would give Canada would be a fig. car. We could turn out a hundred such cars at the labor cost of turning out a score of cars made the ordinary way, and litted together. This reduced cost. It gave value. It gave room for value in materials—in the quality of metals used.

If we could get such a car, we could give Canada the greatest value known in car manufacturing. We could reduce the price. We could entirely make such a car in Canada, having its jigs" already designed for us.

designed for us.

This is something new in Canada—
making a car entirely from "jigs"

We Find The Car

Lack of "jigs" for making such a car as we wanted cut out many cars. Finally we found the "Everitt" a car of perfect design for Canadian roads, with 782 special jigs to build it by Experiments on both car and jigs were avoided. Our search was ended. We selected the "Everitt." It was right. It met Canadian needs, the Canadian market price, the substantiality and accommodation needed to give a "con the substantiality and accommodation needed to give a "con the substantiality and accommodation needed to give a "con the substantiality and accommodation needed to give a "con the substantiality and accommodation needed to give a "con the substantiality and accommodation needed to give a "con the substantiality and accommodation needed to give a "con the substantiality and accommodation was behind it all the advantisations. The "Everitt" car has behind it all the advantages of fifteen years' automobile design, and of modern making, without the cost of experimental work. By doing this we make in Canada, entirely out of Canadian raw material, a car with \$2,400 salie and \$3,000 quality in bearings, etc., at \$1,450.

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You don't have to spend \$100 to \$200 extra after you get

your machine.

A complete extra tire, with brackets and cover, is included Set of 5 lamps and gas generator are included.

5 Models

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

The F-PASSINGER TOURING model with be beautiful finish and design.

The FORE-BOOR TOURING Model, with detachable tonnerus, transforms the car as desired to a two-passenger roadster.

The BEBII - TONNEAU Model, with detachable tonnerus, transforms the car as desired to a two-passenger roadster.

The TONPEDD BOARSTER Model of Tourism Case is an oil container, and the case is an oil container.

The TONPEDD BOARSTER Model is the case of frictional container, and the case is an oil container. The case is an oil container, and the case is an oil container, and the case is an oil container. The case is an oil container, and the case is an oil container, and the case is an oil container, and the case is an oil container. The case

The "Everitt" car, being made by means of 782 special "jigs," templets, fixtures, etc., as explained, not only has 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 "setting up."

easy and early connections up of the property of the 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

The BERI-TROMERAN Model, will add passed the passed to a two powers as desired to a two powers and the two powers and the passed to a two powers and the passed to two powers and the passed to a two powers and the passed to a two powers and the passed to two powers and the pass

The place of a 60 day guarantee, the "Everitt" car is guaranteed for two years. This is possible because each part is irripected many times during the process of making, and gach part that its 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.

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