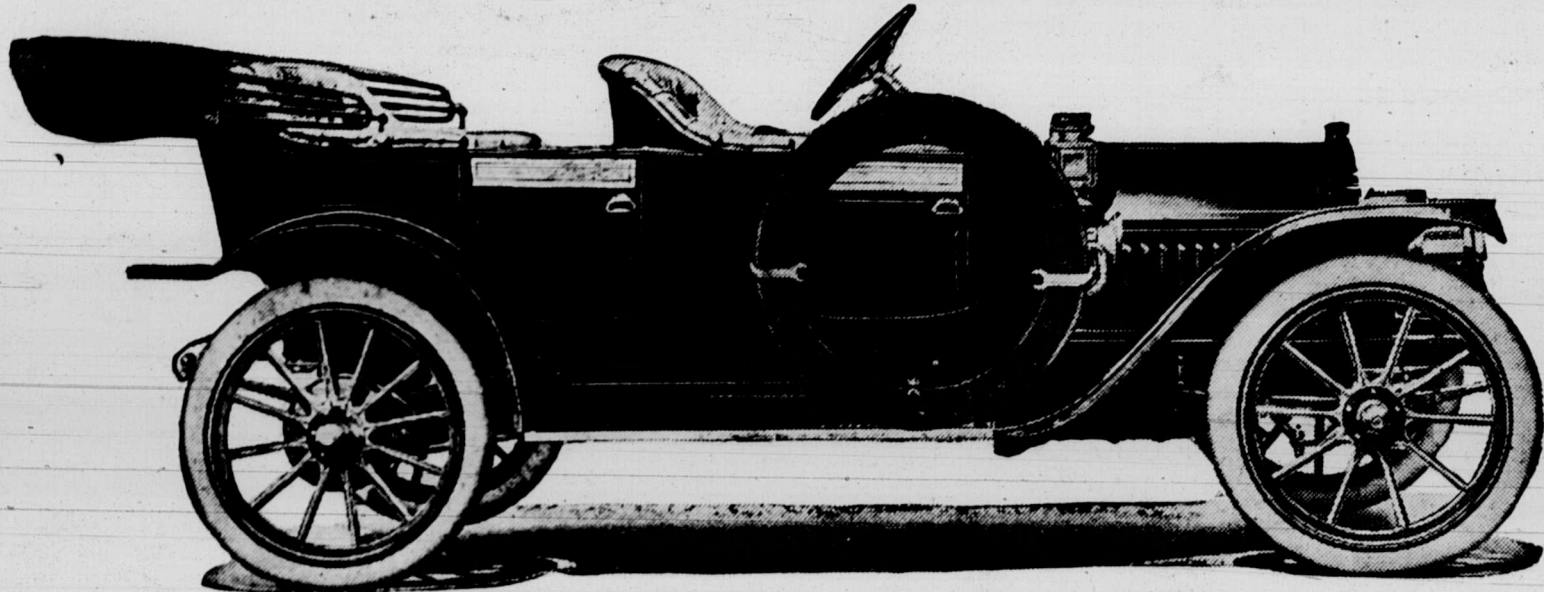


This Advertisement Will Tell You How To Buy Your Car Wisely. It Will Pay You To Read It



The Fore-door "EVERITT," \$1,500 at Orillia (top and windshield extra), carries five passengers, and has extra wide and deep rear seat, giving exceptional comfort. Always ready for a speedy run of many miles to post office, market, or elsewhere. Guaranteed for two years, and all parts interchangeable.

Read this conversation. It shows how to judge any car. It may save you much money because car-buying errors are costly and are easy to make

"Hello, Tom, I see you've a car. How'd you buy it—guesswork or horse sense? One thing I don't understand is HOW people judge automobiles."

"Oh, it's not hard. Here's the idea: What combination of machinery, design and material will wear longest with the least liability to break down from accident? Can't be easily injured by neglect or rough roads? Is it built to need the least gasoline, oil, attention and adjustment?"

"Drop a traction engine five feet and it breaks—too heavy to be strong. Drop a driving sleigh five feet, it breaks—too light to be strong. Result—avoid very heavy or light cars for country roads. One car racks itself to pieces from weight and plays havoc with tires; the other breaks from lack of strength. To get a long-lasting automobile, select the MEDIUM WEIGHT car for country roads service."

"That was my first step. I cut out big, heavy cars and little light cars—couldn't get wear out of 'em—all right, of course, for certain users, but not for me. I'm after long wear and service."

"Next step was to take these medium-weight cars. Which promised the least need of adjusting? The

simpler the design the better. The more parts, the more chances for things to go wrong. The fewer parts, the less work and the easier to locate any possible troubles."

"That cut out some complicated cars. I had three or four medium-weight cars left. The 'Everitt' had only 2,500 parts in it, as against about 4,000 in the next car."

"I next compared motors. How solid were they? Some motors had four single cylinders, others cylinders in pairs. The 'Everitt' had all four cylinders in one casting—the whole motor was built like a big anvil. This principle was quite unlike the other cars."

"I argued that a solid-casting motor would be easy to adjust. It would be rigid and unchanging, too. It would give greatest motor strength at minimum weight."

"The few car parts and the simple motor switched me towards the 'Everitt' more and more. The design appeared to be jolt-proof and shock-proof."

"Next, I looked over the three or four cars for accessibility of parts. Some were fairly easy to reach for oiling, others had one or more bad features. The 'Everitt' had only a few oil cups. Most of these fed by automatic oiling devices. This pleased me. It meant I could not forget to

properly oil such a car. There were so few places to oil. The motor was practically self-oiling."

"N.B.—If I took the 'Everitt' this meant a lot of trouble saved and wear avoided as well."

"My next idea was to compare the parts on each of the three or four cars. Were they all well made? Were they good?"

"Necessarily, a car with 4,000 parts, selling at the price of a car with 2,500 parts, will not have as good parts, and the parts not so well machined. This means liability to strain, loosen, spring, wear and break."

"I examined the 'Everitt' catalogue and found that parts were machined true to 1-1000th inch and interchangeable. This meant good work. By fewness of parts, MARGIN was given for better work on better material. I got better quality for the same money."

"I now went to the agent for the first time. He took me out in the 'Everitt' car. It ran smoothly. The motor didn't jar the car. I could scarcely feel any vibration. That meant power from the gasoline was not wasted."

"The agent showed how the few parts save weight, and how this weight saving also saved gasoline."

It saved tires for it meant less wear on tires."

"The makers took advantage of the saving in weight by making larger wheels for easier and speedier running, with less road shock. Another part of the weight saving was used in making a deeper and stronger double drop side frame. This frame lowered the entire lines of the car but kept high-road clearance. Low cars ride easier."

"The agent showed me how some of the cost saved by having simple parts went into the very best material for the transmission gears—nickel steel—and for the clutch body—aluminum."

"These things all decided me in favor of the 'Everitt.' There was such a combined increase of quality and durability. There were so many safeguards to prevent breakages. I was protected against trouble and stops in the car service from all causes. You see, I stand the best chance for CONTINUOUS ENJOYMENT of my investment."

"I get a two-years' guarantee, an extra tire, Grey & Davis lamps and generator, shock absorbers, high tension Bosch magneto, sight gasoline gauge, and other exclusive combined features that help me run my car with a free mind. I think I have made the surest possible investment in a car in getting my 'Everitt.'"

GET THE CATALOGUE, AND WE WILL ARRANGE DEMONSTRATION

Tudhope Motor Company Limited

Orillia, Ontario

Tudhope service protects you after you buy--this means much!

"Special Tudhope Equipment" includes extra tyre and two years' guarantee

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TUDHOPE ALEXANDER COMPANY, Vancouver

A. C. CUMMINS, Victoria