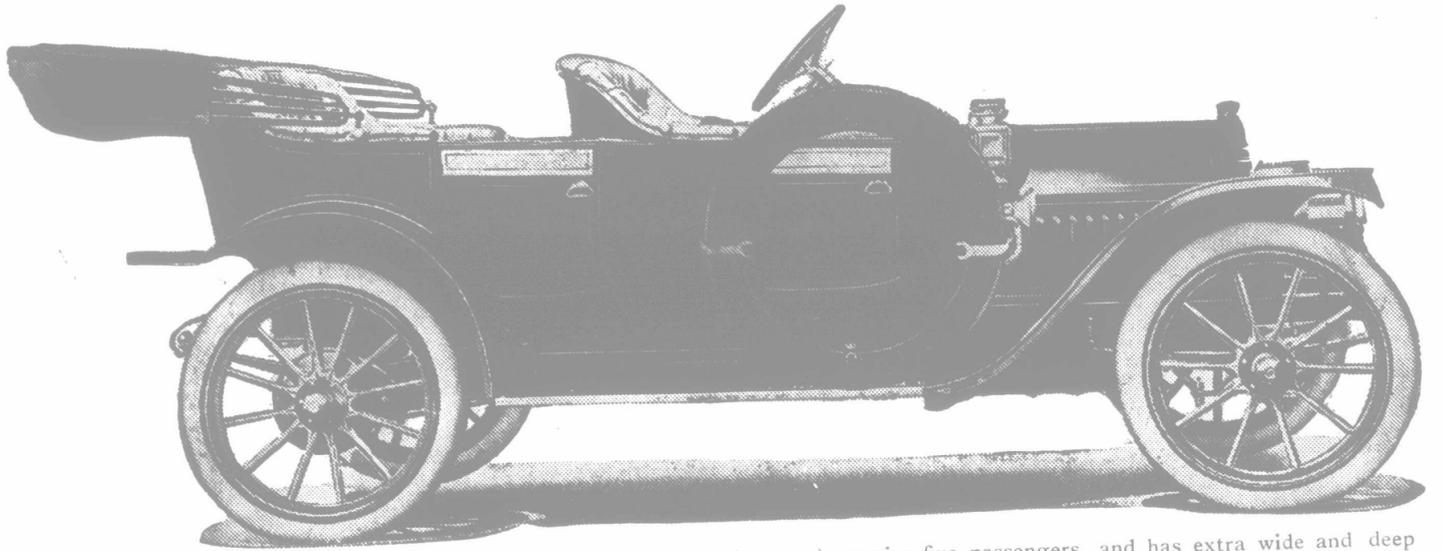


**This Advertisement Will Tell You How to Buy Your Car Wisely. It Will Pay You to Read It**



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 buy a car. How to judge any car. It may save you much money. Car-buying errors are costly**

"Hello, Tom, I see you've a car. How'd you buy it—guess-work 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 and material will wear for the longest period with the least liability to break down from accident or injury or neglect or rough roads, and use up the least gasoline, oil, attention and adjustment in that time?"

"Drop a traction engine 5 feet and it breaks—too heavy to be strong. Drop a cutter 5 feet, it breaks—too light to be strong. Result: cut out the heavy or the light cars. One car racks itself to pieces from weight, and plays havoc with tires; the other breaks from lack of strength. For an automobile, look for the MEDIUM WEIGHT car for country-road 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 in my car."

"Next step was to take the medium-weight cars and see how much adjusting I'd have to do on

'em. 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."

"Next step was to compare motors. How solid were they? Some motors had four single cylinders, others cylinders in pairs, and the 'Everitt' had all four cylinders in one casting—the whole motor was built like a big anvil-like casting, unlike the other cars."

"I argued that this motor would be easy to adjust. It would be solid, 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 a few oil cups and automatic oiling devices. This took off my mind any forebodings that I might forget to properly oil my car, as there were so few places to oil. The motor was entirely self-oiling."

"If I took the 'Everitt,' this meant a lot of trouble saved to me in oiling my car."

"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,' and found from their catalogue that parts were true to 1-1000th inch and interchangeable. This meant good machining. By fewness of parts, MARGIN was given for better work on better material."

"I now went to the agent for the first time. He took me out in the 'Everitt' car."

"He showed how the few parts saved weight, and how this weight-saving allowed less gasoline for power, and less wear on tires."

"The makers, he showed, divided the saving in weight by making larger wheels for easier and speedier running, with less road shock. Another part of the weight-saving consisted in making a deeper and stronger double-drop side frame that lowered the entire lines of the car but kept high-road clearance."

"He showed me how some of the cost saved 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,' as there was such a combined increase of quality and durability, with so many safeguards to prevent breakages, 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, 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 peace of mind!

"Special Tudhope Equipment" includes extra tire and two years' guarantee.

SOME "EVERITT" DEALERS:

TUDHOPE MOTOR SALES, LTD.  
168 King St. W., Toronto.

TUDHOPE EVERITT SALES CO.,  
244 Queen St., Ottawa.

OWNER,  
Maple St., London,