

# 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.

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 anywhere, 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.

**\$1,450**

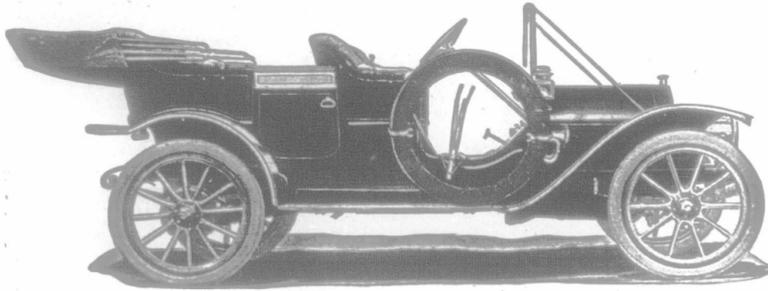
Two Years' Guarantee

## 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.



"EVERITT" STANDARD TOURING 1911 MODEL, 2' 150

Double-drop frame, 110 in. wheel base, 56-in. gauge, 34 in. wheels, 31 in. tires, universal rims, internal and external brakes on rear wheels, Bosch high-tension magnet, improved adjustable cone clutch, selective speeds, 3 forward, 1 reverse. Motor: 4 cylinder, 4 cycle, long stroke on block, 4 in. x 4 1/4, self-lubricating. Equipment: magnet, horn, 5 gas and oil lamps, generator, extra tire, top, dust cover, brackets, foot-rest, robe-rail, shock absorbers and tool kit. (Motor, top, dust cover and tool kit, \$125.00 extra.) F.o.b., Orillia.

Yet, 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.

## 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 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, through and through.

## 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 all ways 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 labor-saving 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 roughly by working drawings, assemble these pieces, and fit them together by slow and laborious processes, and slowly turn out a few cars at a high cost per car.

The design of the car being correct, the car we would give Canada would be a "jig" 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 fitted 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.

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 "consistent" car. We took the car itself. We erected a special factory. We built the 782 special fixtures, duplicates of the Detroit fixtures. 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 value and \$3,000 quality in bearings, etc., at \$1,450.

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## 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 simplicity. All strain comes between the crank-shaft bushings and cylinder heads on nickel-steel 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.

It is an owner's motor.

## 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 many shaft-drive 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 position. Little power is lost. It means speed, and little strain on motor, shaft or rear axle. It 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 \$3,000 models and higher.

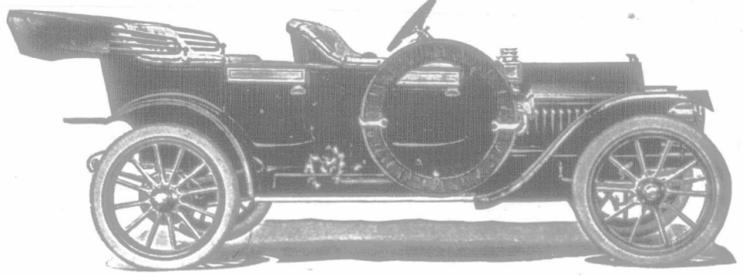
Rear seats are extra wide, easily taking 3 passengers. This is a luxurious feature. All upholstery is hand-buffed leather—a feature not to be looked for in cars under \$3,500.

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 same time permitting 11 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 1/2% nickel 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" FORE DOOR TOURING 1911 MODEL, \$1,500

Double-drop frame, 110 in. wheel base, 56-in. gauge, 34 in. wheels, 31 in. tires, universal rims, internal and external brakes on rear wheels, Bosch high-tension magnet, improved adjustable cone clutch, selective speeds, 3 forward, 1 reverse. Motor: 4 cylinder, 4 cycle, long stroke on block, 4 in. x 4 1/4, self-lubricating. Equipment: magnet, horn, 5 gas and oil lamps, generator, extra tire, top, dust cover, brackets, foot-rest, robe-rail, shock absorbers and tool kit. (Motor, top, dust cover and tool kit, \$125.00 extra.) F.o.b., Orillia.

## 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 cover, is included. Set of 5 lamps and gas generator are included.

Shock absorbers on rear springs are regular equipment. Robe-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 frame—is identical for the following models which we will make in Canada for 1911.

The 5-PASSENGER TOURING model will be beautiful finish and design.

The FORE-DOOR TOURING Model with 5-passenger body, inside control.

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

The TORPEDO ROADSTER Model will have gasoline tank behind driver's seat.

The LIGHT DELIVERY Model conforms in general lines to the best standards.

### Perfect Motor

Four cylinder, 4 cycle, long stroke motor has cylinders, valve chambers, valve seats, magnetos and pump, and upper half of crank-case and seats for upper half of crank-shaft bearings, cam-shaft bearings and pushrod bearings in one piece.

This prevents racking of motor and lost motion between parts. Motor has long life.

CAMS are large, lessening wear by doubling area of frictional contact, and giving long life to cam-shaft and motor, with perfect valve action at all times.

CRANK-SHAFT. Drop forging, 2 1/2 in. throw, 4 1/2 in. stroke, 3 nickel ball-bearing bearings.

VALVES. Operated by push-rods leading through upper half of crank-case to valve stem. All valves on left side of motor.

CARBURETOR. Special "Everitt" design, on right side of motor.

SPLASH OILING. Lower half of crank-case is an oil container, and auxiliary oil reservoir, vacuum type, keeps oil at constant level.

LOWER HALF OF CRANK-CASE is aluminum, and by removal gives access to all parts of motor individually.

PUMP. Centrifugal, gear-driven, BOSCH MAGNETO. High-tension duplex model, driven by pump shaft.

BATTERY ignition in reserve. TAKE-DOWN SIMPLICITY. All parts of "Everitt" 4-cylinder engine accessible to owner for inspection or adjustment by removing lower-half of crank-shaft housing with 16 bolts. Any piston, connecting rod, valve, etc., may be removed without disturbing any other part or disturbing timing. Replacements absolutely true to gauge, all parts being standardized.

CLUTCH of aluminum with bulging facings of chrome-tanned leather to prevent clutch gripping suddenly.

STEERING. Worm and sector type, with knuckle protected by front axle; 17 in. wheel, with throttle and spark levers on sector below wheel.

FRAME. Double-drop type, giving low centre of gravity, 11 1/2 in. clearance. Best channel steel side members, 1 1/2 x 4 inch.

SPRINGS. 36 in. semi-elliptic at front, and 40 in. full scroll elliptic at rear.

FRONT AXLE I-beam drop forging with drop between springs.

REAR AXLE and TRANSMISSION incorporated in one unit.

BEAR AXLE SHAFTS encased in seamless steel tubing.

BRAKES. 2 sets on rear hubs—internal expanding and external contracting.

CONTROL. Gear shifting lever and brake lever at driver's seat. Direct pull on all gear and brake rods beneath body of car. Service brake operated by push-pedal.

CAR LUBRICATION by dope and oiling devices, requiring little attention and easy of access.

Ultra Class Features. These are not found in cars that class with or near the \$1,450 "Everitt" in price.

Large 34-in. wheels. Large brake capacity.

Nickel-steel transmission gears. All parts standardized to within 1-1000th inch.

Long-stroke motor. Motor simplicity. Wide rear seats.

Two Years' Guarantee. The "Everitt" is made throughout from the best materials and entirely manufactured with "jigs," by which all parts are interchangeable and an absolute fit without machining or hand work.

On the "Everitt" car this extreme quality and perfection of design enables the makers to offer a guarantee of two years—12 times as long a guarantee as on ordinary cars.

Comfort Devices. DEEP UPHOLSTERING on all seats, doors padded. Upholstering best hand-buffed leather, straps on seat.

SHOCK ABSORBERS supplied on "Everitt" cars as regular equipment.

LOW HUNG BODY gives low centre of gravity, but double-drop frame gives high road clearance of 11 1/2 inches.

SPRING equipment, full scroll elliptic springs at rear. DOUBLE-DROP FRAME allows "Everitt" to accommodate itself to road inequalities.

LONG-STROKE MOTOR reduces motor vibration, found in no other \$1,450 cars.

LARGE WHEELS reduce road shocks by bridging ruts.

STEERING COLUMN set at comfortable angle—avoids shoulder strain. Large 17-in. wheel.

DOORS open 90 degrees, giving easy access to car.

INTERNAL BRAKE RODS leave running board clear, no tripping.

GASOLINE GAUGE at footboard shows amount in tank without trouble.

## Deliveries

The "Everitt" car, being made by means of 782 special "jigs," templates, 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 "settling up."

Unlike cars made by old methods, building an "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 attentions it may need. You do not necessarily need either a chauffeur or a machinist. 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.

## 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.

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

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MOTOR COMPANY, LIMITED  
**ORILLIA**

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