# Come See The Self-Starting 1912 HUDSON "33" 

STHL SEEERAL To APPBRR Interesating Bookkovers' Contest Just
About Half Over. PLENTY of TMEE FON NEW ONES

Grand Island Hero Accused of Cruelty


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Friends Will Send
Kimmel to Hospital

 to the Mont Foent Poter
 JAP MARRIED TO WHITE GIRL BY JUDGE LESLIE

Practically every seli-starter thus far prot
Howard E. Coffin and his Board of Engineer
The one you will see here is the only one
The one you will see here is the only one the industry's first designer would ap prove for use on the HUDSON " 33 ."

It proved to be the most reliable of all the many inventions of the many types that were examined. In thousands of tests it started the motor 98 percent of the time by the mere turning of a valve and the pressure of a button.

This is much better than was the showing of any other self-starter tried.
The HUDSON " 33 " was left for a week in a cold storage room. The temperatur was below freezing but the motor instantly responded to the operation of the starter This means the end of the one objection that has been made against gasoline motors. The danger of cranking is over.

The superiority of this above all other starters is its absolute surety to give a per-) fect mixture, not affected by any temperature.
There is nothing complicated-it has only a dozen parts. It is not heavy-the
weight is less than four pounds. In thousands of tests it started the motor $98 \%$ of
Next
Next year all leading automobiles are bound to be equipped, with self
starters.
Why not have such an equipment on the car you buy now? If you don't yours will be out of date next season. Sooner or later only the old models will be cranke from the front. It will seem odd then to see a man start his car that way,

Think of the satisfaction you will have now with this feature of the HUDSON " 33 . You will confidently seat yourself at the wheel and in response to a simple operation the motor will start.

It will attract the admiration and envy of every automobile ownen whose car must be started in the old way by cranking.

It is another feature of exclusive distinction, quite as gratifying as is the pleasure that all HUDSON owners derive from the fact that they can glide silently up to the curb without attracting the attention of those near by-so quiet is the car's operation. Compare this with the noise and alarm created by other cars
The self-starter on the HUDSON " 33 " removes the last objection women have to riving a gasoline car.

## Demountable Rims <br> Alen Necessary

About the hardest, most disagreeable work about an antomobile - and it usually comes in the most inconvenient places-is changing tires.
 in a few minutes for a flat tire. There is no labor-nothing is difficult. There is no de-
lay. No other type of tire rim will be acceptable on any dependable car in the future Why accept a car that hasn't this equipment now 9 It makes your automobiling so much more satisfa
pose of it.

## Still Greater Reasons

For It's Being a HUDSON
But there are still other reasons more vital why you should prefer a HUDSON " 33 ." The item of simplicity is important. There are 900 fewer parts than are used on the average automobile.

Compare the chassis with the chassis of ot..cr cars.
Note the absolute accessibility of the HUDSON " 33 ." See how clean and free it is from rods, springs and intricate connections.

Unless you are a judge of automobile values you may not fully understand thae accessibility means low cost of up-keep. If vital parts are placed out of easy access by the intricacies of design and con
No car is quieter in operation. That comes from perfect design. It remains quiet through months of service. That is due to good workmanship. There is all the power you need for the hills that any automobile will make-all the flexibility required for any raffic conditions and a smooth, vibrationless operation similar to that experienced in
most automobiles only when they are coasting down hill. You can appreciate these'conditions only by test
ent makes and in the HUDSON " 33 " to understand what this means. in cars of differ

## Costs Us $\$ 152$ More Costs You Less

Instead of reducin
Yet the 1912 car sells for less than did the ' 11 of similar model and equipment.
Thousands paid $\$ 1500$ for the 1911 HUDSON with fore-doors, top, magneto and Prest-O-Lite tank. Almost as many more had their cars equipped with $34 x 4$-inch tires, with Demountable rims and glass windshield. This brought the price up to $\$ 1630$.

The character of the equipment is much superior to and more luxurious than that used last year. Lamps cost us a great deal more. Upholstering this year costs $\$ 14.11$ more per car. One set of bearings amounts to $\$ 7,35$ more than did the bearings used for the same purpose last year. It takes three days longer to paint the bodies. Labor We built ther cas
We built the best car then at the price. But we have progressed. Our mea haveg greater skill. Many new refinements have been developed. They all make for a included, the car to you is less than was the 1911 model with fore-deor and aimilar quipment.

Don't you think it wiser to buy a car in which quality advancement has been made rather than to choose an automobile that has been not increased in value?

Think also of the disadvantage of owning a car designed after the practice of three years ago. Engineers have advanced far. The ideals of that day are practically oboolete now. The HUDSON " 33 " is the one advanced car of the past three years.

## Other Great Engineers <br> Also Helped

The 1912 HUDSON " $33^{*}$ " is the product of Mr. Coffin, plus the assistance of the taff of most experienced and largest number of engineers employed by any one manua; facturer. Each-a specialist-has had experience that the others have not had. 1911 car. Then Mr. Coffin received their criticisms and recommendations. All was weighed against the combined experience and ingenuity of all members of the staff. Can you imagine a more complete development? Nothing basic was changed. But still the ' 12 is different. It is the finished product of many men-the ablest in thel industry, Don't you think it better to see the HUDSON " $33^{\prime \prime}$ NOW?

## The Price Complete with Self-Starter is Less

 Than Was Charged for Last Year's Model Thmintirna kus

## GUY L. SMITH,

## Distributer,

2205-7 Farnam St., Omaha, Nebraske
1912 Demonstrator has arrived. Immediate deliveries. I want good live dealors in every good town in Nebrasks and Western Iowa. Better look over the Hudson line before signing up 1912 contracts. Better write today for territory and dealer's proposition. Tomorrow may be too late. "Do it now."

Amateur Aviator is Killed at Big Meet in Trying Machine


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     trng. Oratory and Collest Journailom.
    Expento

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