

HUDSON STARTER IS GOOD

Self-Starting Device on 1912 Model Weighs Only Four Pounds.

NOT AFFECTED BY THE COLD

Guy L. Smith Now Has a 1912 Hudson 33 Demonstrator on the Floor and It Is Being Shown to Prospective Buyers.

The thing most wanted by the automobile buyer on the car he purchases is a self-starter. It is the up-to-date equipment. The Hudson 33, 1912, is regularly equipped with a self-starter that works. It is the most talked about topic of today in connection with automobiles. Everybody is wanting a self-starter. They can get it on a Hudson 33.

The Hudson Motor Car company has tested the starter on its "33" car in every conceivable manner, and it works perfectly. That is the one big point—it works. Electric starters weigh from 150 to 175 pounds (that adds weight to your car in excess to its own weight). The Disco self-starter, used on the Hudson, weighs just four pounds. Compressed air starters are operated from the exhaust of the motor and the motor must be driven at speed or under load in order to obtain air pressure sufficient to fill the tank, so that it will turn over the motor. The most claimed for any starter is that it will turn the motor over thirty times. For an electric starter a full battery will no little better. With the Disco starter on the Hudson the motor has been started 2,000 times. If you figure that down to a point of average, the Disco will start your car for three years.

Placed in Cold Storage.
Cold weather makes no difference with this starter, consequently hot weather would have no effect on it. The Hudson company put a Hudson car equipped with this starter into cold storage and left the machine for one week. Taking a committee of reputable business men the car was inspected in the cold storage house. Frost covered the body and metal parts. Ice was formed on the carburetor. In the presence of these men the motor was started at the slightest operation of the starter.

The self-starter that is used on the Hudson is not an experiment. It has been tested thoroughly and has stood the test and come out a sure winner. It starts the motor without cranking.

All Hudson "33," 1912 cars, now out, are to be furnished with self-starters at no charge.

Guy L. Smith, the Hudson dealer, is very enthusiastic over the Hudson car with its self-starter, and full equipment, selling at \$1,500.

The man buying an automobile in the future will demand on his car a self-starter.
Mr. Smith has the 1912 Hudson "33" demonstrator on his sales floor now. He says his allotment of cars is closing out fast and with the new feature of self-starting—at no extra charge—he will not have enough cars to fill half his orders. He has already doubled his first contract. The factory has informed him that they will be unable to furnish him extra cars in addition to his allotment. Remember the 2,000 orders unfilled held over from 1911. The outlook is mighty good for another Hudson year.

FAMILY RUNS TO HOLIDAYS

Pittsburg Distances Omaha in Race for Holiday Babes and Names.

The Omaha family with three children born on different holidays drops far to the rear of the holiday prize winning family of Pittsburg which boasts of eleven children, each born on a holiday and bearing the holiday name. John Lhota, a policeman, is the father of the notable family group. Six boys and five girls comprise the family. As named they run in this order:

Halloween Lhota, now Mrs. Bailey at Sunbridge, Pa., born twenty-four years ago during the festivities incident to that quaint old day of merry-making.

Thanksgiving Lhota, now called Hank for short, a son of 12 years, who, keeping always in mind the date of his introduction into the world, provides the anniversary turkey for the table.

St. Anthony Lhota, who is known to his companions as Tony, comes next. He, too, has taken his place as one of the producers of the family and is counting the days when he may be a voter like his brother.

Christmas Lhota at 15 is an ambitious black-eyed miss, who is leader in her class in high school and as popular a girl as there is in the city.

Labor Day Lhota, as his name suggests, is a 9-year-old. He is as industrious as a bee and just now picking up information on carpentry and engineering.

Fourth of July Lhota has the nickname Julie. He is 7 years old and knows the story of the struggle for liberty and of Washington's fight with the Indians at Fort Duquesne well enough to repeat them on the rostrum in school.

St. John Lhota is a pretty little girl in knee-length frocks who helps mamma in small duties about the house and takes special care of a doll with eyes that open and close.

St. Patrick Lhota at the age of 4 is about to enter the neighboring kindergarten.

George Washington Lhota is of course another boy, big enough to wear high collars and have a place in the ball nine.

Sunday Lhota is a little chap who thinks his father is about the biggest and certainly the bravest man in Pittsburg, if not in all Pennsylvania.

Memorial Day Lhota is the baby, born a year ago, and the pride alike of the parents and the other children, as babies usually are.

BEEF AND BEANS BUCKLE TO

Vegetarian and Meat Eater Making Transcontinental Endurance Test.

The hydro-electric plant at Colorado Springs, Colo., in certain respects the most remarkable plant of its kind in the world. Running up the foothills at the base of Pike's Peak, the mountain which towers beside the city, is a long yellow scar which contains the strongest steel pipe ever made for the conveyance of water. Through this pipe runs the water which is used to light the city, to operate the street railways, to print the newspapers, and perform various other tasks before it is finally used for the ordinary purposes of the average municipal water system. Some years ago Colorado Springs found itself running short of water and that the water rights on the east side of Pike's Peak had all been taken up, although on the west of the mountain untold amounts of water were going to waste. It was the great difficulty and expense of tunneling

through the mountain so as to make this water available which finally led to the combined development of a water system and a power plant, so that in this case necessity was once more the mother of invention. The contractor who undertook to build the tunnel found himself faced with debt and then besought Colorado Springs for a franchise for the generation of power with the water which was to come through the tunnel. Finally the city granted the franchise, provided there was to be no pollution or waste of water, and the tunnel was built, though the original contractor was succeeded by the present company before the plant was completed.

The chief interest in the plant is due to the enormous pressure of the water. The

water in the pressure pipe has a head of 2,417 feet at the wheels, giving a pressure of 940 pounds to the square inch. Some idea of the tremendous force of this stream may be gained when it is borne in mind that the ordinary pressure in fire hose would easily knock a man down, but not so a stream from this pipe. It would simply cut a hole through him. The pipe itself is 4,775 feet long and twenty-one inches in diameter, giving an effective diameter of about twenty inches after making deductions for the retardation caused by rivet heads. It is constructed of three-quarter inch plates of steel, rolled into tubular form. Each section of pipe was tested to a pressure of 2,000 pounds to the inch before it left

the factory. The rivets were driven by a 100-ton hydraulic press. One of the greatest difficulties encountered in manufacturing the pipe was that of preventing leaky joints. The pressure is so great that a pinhole leak would soon wear away the edges of the break and wreck the pipe. It was necessary, therefore, to pack the joints so that leakage could not occur. It was originally intended to make the gaskets of lead, but it was found that the pressure was too great, the lead pressing out to a thin film which was of no value whatever. After weeks of experimenting, an alloy of lead and tin was found which served the purpose. In various ways it has been necessary to modify and lessen the pressure of the water

in order to prevent it from bursting the pipe line or from wrecking the plant.—Technical World Magazine.

HE'S A HANDLESS TEAMSTER

With Two Stumps of Arms This Man Drives and Wields Coal Shovel.

Alton, Ill., has a teamster without hands who loads and unloads his wagon. His name is Charles Sunderland. He is called Alton's most wonderful man.

Sunderland is considered a marvel. He works every day. His left arm is severed below the elbow and the right between the elbow and the shoulder.

Sunderland practiced driving a team until he became an expert. He twists the reins around the stumps of his arms and controls his horses.

But loading and unloading coal is a new feat for the handless teamster, which he mastered this winter. With the stumps of his arms he throws big lumps of coal into the wagon. By placing one stump in the handle of the shovel and pushing with his shoulder, then raising the shovel with the other stump, he shovels coal.

Sunderland says it takes him about fifteen minutes longer to load his wagon with coal from a car than it does a man with hands, and a little longer to unload

it. But his expertness in driving makes up for this, and he hauls as much in a day as other drivers.

Sunderland carries his horses, harnesses them and is his own stable boy. He is prosperous, has a family and handles his business as carefully as he handles his team. Sunderland lost his arms in a molasses mill when he was a boy. He has a family and owns his own home in Alton.—St. Louis Republic.

Counterfeit Dollars
buy trouble, but a genuine quarter buys Dr. King's New Life Pills, for constipation, malaria and jaundice. For sale by Beaton Drug Co.

Come See The Self-Starting 1912 HUDSON "33"

NEXT year all leading automobiles are bound to be equipped with a Self-Starter and will have Demountable rims. You make a mistake if you buy any car not now equipped with a Self-Starter and Demountable rims.

You get these features on the HUDSON "33" now. The price complete is less than was charged for last year's model.

Practically every self-starter thus far produced has been thoroughly tested by Howard E. Coffin and his Board of Engineers.

The one you will see here is the only one the industry's first designer would approve 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 times 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 temperature 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 perfect 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 the time.

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 cranked 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 owner 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 driving a gasoline car.

Demountable Rims**Also Necessary**

About the hardest, most disagreeable work about an automobile—and it usually comes in the most inconvenient places—is changing tires.

Not so when you have Demountable rims. The extra inflated tire can be substituted in a few minutes for a flat tire. There is no labor—nothing is difficult. There is no delay.

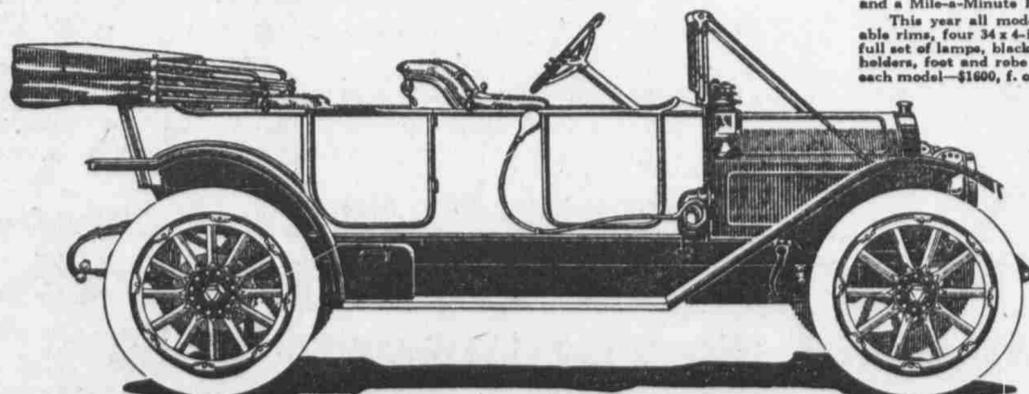
No other type of tire rim will be acceptable on any dependable car in the future. Why accept a car that hasn't this equipment now? It makes your automobiling so much more satisfactory. It will make your car so much more salable if ever you wish to dispose of it.

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 other cars.

Note the absolute accessibility of the HUDSON "33." See how clean and free it is from rods, springs and intricate connections.



See the Triangle on the Radiator

Unless you are a judge of automobile values you may not fully understand that accessibility means low cost of up-keep. If vital parts are placed out of easy access by the intricacies of design and construction, it means just that much extra trouble in making adjustments and repairs.

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 traffic 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. You must ride in cars of different makes and in the HUDSON "33" to understand what this means.

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

Instead of reducing manufacturing costs, we have added \$152 for better materials and finer workmanship.

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 34x4-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 charges per car exceed last year by \$35.65.

We built the best car then at the price. But we have progressed. Our men have greater skill. Many new refinements have been developed. They all make for a better car—for longer service—for completeness. They cost us more, but with all included, the car to you is less than was the 1911 model with fore-door and similar equipment.

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 obsolete now. The HUDSON "33" is the one advanced car of the past three years.

Other Great Engineers**Also Helped**

The 1912 HUDSON "33" is the product of Mr. Coffin, plus the assistance of the staff of most experienced and largest number of engineers employed by any one manufacturer. Each—a specialist—has had experience that the others have not had. Each knows something the others do not know. These men spent months with the 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 the industry.

Don't you think it better to see the HUDSON "33" NOW?

The Price Complete with Self-Starter is Less Than Was Charged for Last Year's Model

There are four 1912 HUDSON "33" models: A Touring Car, Torpedo and Roadster—all with fore-doors—and a Mile-a-Minute Roadster.

This year all models are listed with complete equipment including Disco self-starter, five Demountable rims, four 34 x 4-inch tires, except on the Mile-a-Minute Roadster, which are 32 x 4 inches, magneto, full set of lamps, black enamel, Prest-O-Lite tank, genuine mohair top, glass windshield, license number holders, foot and robe rails, tools, tool box on running board, tire repair outfit. The price is the same for each model—\$1600, f. o. b. Detroit.

GUY L. SMITH,

Distributor,

2205-7 Farnam St., Omaha, Nebraska

1912 Demonstrator has arrived. Immediate deliveries. I want good live dealers in every good town in Nebraska 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."