

Look

Beautiful four-room, strictly-modern home; lot 50 by 120; close in, on South Fifth west. Range, shades; has large wooded and a large henhouse and good chicken yards; beautiful lawn and shade trees and some fruit trees; nearly new house.

Price

We can sell you this property for \$200 cash and the balance at \$30 per month.

\$2,600

Or we will leave it completely furnished and two dozen chickens extra for you and sell on the same terms for

\$2,750

Call at the office and let us show you the prettiest little home in Missoula for

\$500

Less than it cost to build. \$1,000 to loan for three years at 8 per cent. \$2,000 to loan for five years at 8 per cent. Either can be paid on or before date.

Rhoades & Howard
210-211 Montana Block.

LOCAL BREVITIES

Alloway's case, opposite postoffice. Mrs. C. E. Selver of Butte is in the city visiting friends.

Dr. Ward, veterinarian, Tel. 23 or 531. Ed Albert of DeBorgia was in the city yesterday on business.

Marsh, the undertaker, Phone 324. F. N. Truesdale has purchased the home of Henry Bowen, 1094 Phillips street.

Dr. Willard, osteopath, 1st Nat'l bank. D. M. Perlman of Drummond came into the city yesterday for medical attention.

Missoula Storage Co., C. R. Avery. Rev. Charles Cunningham of Stevensville went to Helena yesterday on church business.

Dr. J. Louise Smith, osteopath, Masonic temple, Phone 618; res. 533 R. Mrs. W. P. Spokefield has gone to Pacific coast office for two weeks of rest and recreation.

Hackman transfer office, Tel. 392 Rd. Mrs. H. F. Stringfellow has returned to her home in the Roanoke after spending four months in Denver, Colo.

Stenographer, Dawson, Montana Bk. Misses Georgia and Agnes McDonald of Anaconda are guests in the home of Miss Alina Yeuve on East Pine street.

Phone 38 or 438 Ind. for cabs and baggage transfer. Green & Ellinghouse. A girl was born Wednesday night to Mr. and Mrs. Harry B. Healy at their home, 218 South Tremont street.

Newton H. Schweiler, optical specialist, rooms 203-205 Montana block. Charles F. Dallman, accompanied by William Weiss, went yesterday by automobile to Lolo Hot Springs for a few days' outing.

Rhoades & Howard, leading fire insurance agents, 103 East Cedar. J. R. Parker, assistant entomologist in the Montana agricultural college, is in Missoula for a few days on professional business.

Dry cordwood, slabs and edgings, Riberty Lumber Co. Telephone 743. H. A. Sutherland, right of way agent for the Milwaukee railway, left yesterday for points in Dakota on company business.

Bonner millwood at the Interstate Lumber Co., 508 Toole avenue, Phone 106; Ind. 742.

Mrs. F. S. Turtle left yesterday morning for Gooding, Idaho, where she will visit her mother and brother for a month or six weeks.

Missoula Ice Co., Mrs. Wm Crawford prop.; phones, Bell 310 Bk.; Ind. 2337. Mr. and Mrs. George Harper of Stevensville were in Missoula yesterday on their way east for a tour of the Yellowstone national park.

Handy scratch pads and waiter checks for sale at The Missoulian office.

Mrs. C. A. Kanouse and Miss Stafford of Helena are spending a few days in Missoula, guests of A. W. Tearden, who is Mrs. Kanouse's brother.

For first-class livery, transfer or a good saddle horse, call Melaney's barn. Both phones 655.

Mrs. D. Byars of Fisher, La., who has been the guest of her sister, Mrs. J. B. Henley in this city, left yesterday for Bozeman where she will visit in the home of Mr. and Mrs. O. W. Fisher.

If you need help, notify the Missoula Employment Agency for quick results. Both phones, 125 West Pine.

John Semar of Ronan applied for homestead entry on 80 acres in unit "B," the north half of the northwest quarter of section 12, township 20 north, range 22 west. Entry was approved.

Touring cars for rent at both of the Green & Ellinghouse barns. Both phones. Special rates on trips.

Michael Gadbols of Ronan applied for homestead entry on 80 acres in unit "B," the south half of the northeast quarter of section 11, township 20 north, range 22 west. Entry was approved.

J. G. Embree of St. Louis called on merchants in Missoula yesterday. Mr. Embree was until recently an independent carriage manufacturer. Now

he has gone into a new line of work as a manufacturer's agent for vehicles. By his enterprising and genial methods Mr. Embree made a number of new friends among Missoula business men yesterday.

New 5-passenger auto for rent, \$2.50 per hour; \$15.00 per day. Phone Bell 679; Ind. 2272.

Mrs. Oscar Walford has returned from a two weeks' visit with friends in Minneapolis. She was accompanied home by Miss Leona Estabrook who will remain here for several weeks as her guest.

Get short millwood, with the pitch all in; not water-soaked. At the city sawmill, phones Bell 414; Ind. 424.

Miss Octo Lee Womack arrived in Missoula yesterday from Gadsden, Alabama. Miss Womack is a young attorney who has come to spend the summer in Montana for the benefit of her health.

Save money by buying 16-inch millwood—the good kind—at \$3.75 per load, from the Interstate Lumber Co. (Old Blackfoot Co.) Phone 106; Ind. 742.

Samuel N. Nicholson, United States revenue collector of Helena, is expected to arrive in Missoula today to take home his son, John M. Nicholson, who has been ill in St. Patrick's hospital for about five weeks.

Charles Reardon of the grocery department of the Missoula Mercantile company expects to leave tomorrow for a five weeks' vacation in Sussex, New Brunswick. Mr. Reardon will be accompanied by his two children.

Take advantage of the fine drying weather and get your 16-inch millwood now and put away your winter's supply. \$3.75 per load—contains a full cord. Interstate Lumber Co. (Old Blackfoot Co.) Phone 106; Ind. 742.

Henry, the 5-year-old son of H. W. McLaughlin, fell from a shed roof at the family home on West Pine street yesterday. He struck a wagon wheel as he fell and cut his chin so that several stitches were required in the wound.

M. Herick Spaulding, instructor in biology at the Montana agricultural college, is spending the summer near Florence at Camp Venusus, where he is collecting specimens for class-room use next winter. Professor Spaulding and Willard King were in Missoula yesterday getting supplies for their camp.

Mr. and Mrs. H. S. Lincoln of Wichita, Kan., stopped in Missoula yesterday while on a tour of investigation through the west. They were looking for old-time friends by the name of Stone and after thorough search they found Mr. and Mrs. L. E. Stone of Quigley to be the friends sought.

A fire was started by sparks from an engine at Harper & Bald's sawmill Wednesday afternoon about 3 o'clock. The mill was immediately shut down and the workmen formed a bucket brigade which was effective. The fire was put out and the loss was no more than \$150 or \$200 worth of slabs burned.

Margaret Mullen of Ronan applied for homestead entry on 160 acres in unit "C," the northwest quarter of the southeast quarter and the east half of the southwest quarter of section 11, and the northeast quarter of the northwest quarter of section 14, township 20 north, range 22 west. Entry was approved.

Michael E. Campton of Ronan applied for homestead entry on 160 acres in unit "C," the south half of the southeast quarter of section 11, the southwest quarter of the southwest quarter of section 12, and the northwest quarter of the northwest quarter of section 14, township 20 north, range 22 west. Entry was approved.

Captain N. A. Palmer of Polson, who is Montana state boat inspector, made an official visit to Missoula this week and went on yesterday to Thompson to inspect the ferry there. This new office, created by the last legislative assembly, requires inspection of all boats that carry passengers for a compensation and a license for each owner and engineer of such boats. W. E. Headley has just been examined by Captain Palmer and given his license to run the gasoline launch on Bonner lake.

James C. Rodgers, vice president of the Kansas City Hay Press company, is spending two days in Missoula on his way from Kansas City to the Pacific coast and around by the southern route home. It is just ten years since Mr. Rodgers last visited Missoula and he sees new things at every turn.

Mr. Rodgers said yesterday to a Missoulian reporter that the first evidence of growth he saw from the car windows was a wonderful increase in tilled land. Crops are in sight this year such as he couldn't see 10 years ago. Mr. Rodgers will drive about the city and up the Bitter Root valley today with eyes open for the development of 10 years.

All Submitted To Experts

Then Mr. Coffin called them all into session and for days the suggestions of each expert was submitted to the

consideration of his associates. In this way many additional ideas were brought out. No suggestion was accepted that did not meet with the unanimous approval of the Engineering Board. If there was any doubt about the value of any feature, it was tried out by actual tests on cars built especially for that purpose.

Then the first 1912 car was built and all the ideas adopted were proven in a service ten times more severe than any one would ever think of demanding of his car.

The result of all that careful, accurate planning and testing under the inspiration of Howard E. Coffin, is the 1912 HUDSON "33."

Yet There Was Little Change

You might conclude from this that the car is totally different from that of last year. As a matter of fact however, there has been little change in the essentials of its design. In a few places the simplicity of the original model has been made even more simple. A few more parts have been eliminated and a great deal has been accomplished in the way of smoother, quieter operation. The 1911 "33" is famed as being as quiet as any car ever built.

This year sound has been made even less noticeable. It is difficult to compare the new car with the original. But you can at a glance at the car itself, note some of the changes that have been made.

The equipment is of a much better grade. If you will ride in the two models you will observe the greater motor flexibility of the 1912 car. You can see an increased value in the quality of upholstery, in the higher grade painting, but you cannot so easily appreciate the improvements that have been made in the quality of materials, in the fineness of the metals and the character of the workmanship.

Widely Different From All Other Cars

The above comparisons have all been made with the 1911 HUDSON "33."

It would not be so difficult to show the greater value of the present model if it were considered in connection with any other automobile that you can buy under \$2500.

Last year the HUDSON "33" established such a mark for its simplicity, power, sturdiness and general value that it won its way wherever buyers gave close attention to its details.

People in all sections bought the HUDSON "33" because it was designed by Howard E. Coffin. Most of these buyers were persons who had owned cars of his earlier models. They knew from what he had done before what to expect from his latest car. The first day the HUDSON "33" was put on sale orders were taken by dealers throughout the country for 687 cars. These were bona-fide sales that were made without, in most cases, even a demonstration.

2,000 Cars Oversold

At the close of the season there were orders on hand for more than 2,000 in excess of the number we could build. Even before a single 1912 model was shown dealers had deposits in hand from their customers who thus had assured themselves an early delivery of the latest model.

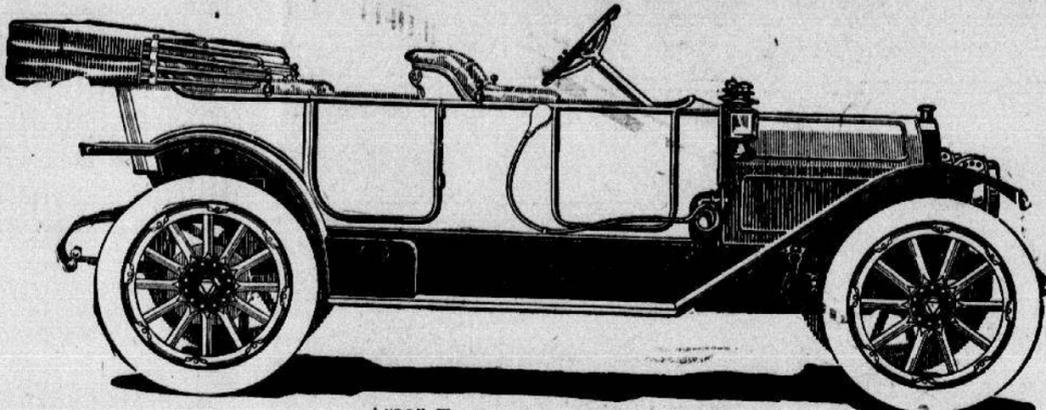
These are important indications of what car it is best for you to choose. Nothing quite so thoroughly shows the value of an automobile as the way the public takes to it. Its sales in any one locality would indicate very little. Consider what it has done throughout the country, however, and you have the net expression of many buyers. HUDSON cars are successfully operated over every kind of road. Buyers choose the "33" because it proved to be the car best suited for all needs. As all sections are using the "33," it shows it is ideal for every requirement.

World Wide Demand

The world wide demand for the HUDSON "33"—and that statement is emphatically true—is a positive proof that it more nearly approaches the ideal car than was ever before offered at less than \$2500.

We urge all who are impotent to do so, to thoroughly investigate every detail of the HUDSON "33."

The 1912 HUDSON "33"



"33" Touring Car—\$1600 Complete

There are four HUDSON "33" models for 1912. A large, roomy five-passenger Touring Car, shown above—a smart Torpedo of long, rakish lines—a Roadster of unusual beauty and comfort and a Mile-a-Minute Roadster which is speedy enough to make a showing in any amateur speed or hill climbing contest. The price of each model is \$1600 complete, f. o. b. Detroit.

Equipment includes 34 1/2 inch tires on demountable rims, Bosch magneto and storage battery, genuine Mohair top, with complete set of curtains, wind shield, tire iron, extra demountable tire rim, Prest-O-Lite tank, big beautiful lamps, black enamel, foot and robe rails, license number holders, tool box, an running board, tools, tire repair outfit, etc.

Roadsters have special luggage box on rear, around which extra tires can be carried. Mile-a-Minute car has stern apron instead of wind shield and top and is equipped with 100-mile-an-hour Warner Auto-meter. The wheels on this car are 32 inch with 4 inch tires, which permit of faster driving with greater safety than is possible with larger wheels.

Why the Value is Even Greater this Year

Some Extraordinary Things Have Been Done to Accomplish This Result—Come See What They Are!

The above is an illustration of the HUDSON "33" 1912 Touring Car. There are three other models—a Torpedo, long, low and snappy in appearance—a Roadster, handsome and comfortable, and a Mile-a-Minute car, fast enough for any amateur contest.

This cut indicates as well as can be done by picture, the great beauty of the car, which for the past year has been the most talked about automobile in America. It is impossible to show by drawing or photograph, all the improvements that have been added to the 1912 model.

The best way to understand why it is a greater value than was the 1911 car, is to know what was done to produce that result. By telling you that, you can appreciate this new value more than would be possible either by illustration or by description.

The Engineering Board of the HUDSON Motor Car Company is made up of the largest number of experts ever employed by any one manufacturer. These men are specialists in many different branches of automobile engineering. At the head of this staff of experts is Howard E. Coffin, the man responsible for the HUDSON "33."

Before this board of specialists is brought every suggestion for the improvement and betterment of HUDSON cars. Each of these experts has won his way by the work he has done. Each man knows something which others don't know. Each has done something which others have not done.

Owners Have Helped

We have hundreds of letters from owners telling their experience with the "33." What they reported was tabulated and so when work was started, we had accurate information upon which to base our plans for the 1912 car.

Each suggestion was thoroughly considered by the Board of Engineers. Then Mr. Coffin instructed these specialists to do what they could to make the 1912 car a greater value than was that of 1911. Each man was assigned to some particular work. One was instructed to add to the beauty of the car. Another devoted his time to working out ideas that would add to the convenience the car would afford to passengers.

Went To Europe For Ideas

One man went to Europe to get ideas. He visited the leading factories there and attended the great Paris and London Automobile Shows. He wanted to see how makers abroad were building their cars. He came back with a trunk full of notes.

A specialist on carburetion went into the laboratories of the largest carburetor manufacturer and with the experts there worked out an improved system, which has resulted in greater power and economy for the motor. So exhaustive were his tests that he called in the chemists and experts of the Standard Oil Company and had their assistance in determining what was needed for obtaining an increased efficiency from the ever decreasing quality of gasoline.

Another man—trained by long experience for that special kind of work—gave his attention to improving the spring action of the car. He tested many types of springs. He drove cars over every kind of road. He experimented with other cars to learn any advantages they might have.

The expert on factory management spent his time in the plant organizing his men, teaching them to build better. The man who had made a reputation for himself as a designer of special machinery worked out ideas for increasing factory efficiency in that direction.

No work could have been more complete than that which these men did.

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We urge all who are impotent to do so, to thoroughly investigate every detail of the HUDSON "33."

But we caution those who do not intimately understand automobiles, their needs and the development that has recently been made in the way of simplicity, not to attempt to judge values in that manner.

Nothing is quite so dangerous as a little knowledge. It deceives the buyer and often results in his selecting not the best but the poorest car to be had for the money.

All Makers Give Quality—Not All, Tho! Have Engineering Cleverness

We believe all makers are building the best cars they are able to build for the money. Competition guarantees that. But willingness to furnish good quality does not assure that that is being done. Skill, experience and an efficient organization is necessary. All engineers do not possess the same degree of cleverness—or experience. Capital will buy modern machinery. It will secure the best of materials, but it will not always get the best engineering brains. It cannot even get the best out of the brains it can employ. Genius works only when it is associated with genius and workmen do their best only when directed by a recognized master.

Design is the basis of all good value. Without that the car is only partly right. All experienced automobilists know that. Everyone in the trade knows Howard E. Coffin to be the greatest designer of automobiles this country has ever produced. Every one in the business knows equally as well that the organization which controls the HUDSON Motor Car Company has built all the cars Mr. Coffin has designed.

Each of these cars was a leader until Mr. Coffin made it less desirable by the production of a car more modern and of consequently greater value.

Millions of dollars have been put into HUDSON cars by experienced buyers, just because of their confidence in the designer, the engineers who are his assistants and the company and organization that is building the cars. These buyers have asked for no details.

Expert as some of them are, they have not depended upon their own judgment so much as they have been influenced by their knowledge of the men who are responsible for the HUDSON "33."

Choose Your Car That Way

If you accept that suggestion and then look for a car of reputation, just remember that standards of value change and that consequently the car you thought well of a few months ago, may now be selling at a lower price because the more modern HUDSON "33" has established a new era in motor car designing.

You will naturally want the latest. Then don't be influenced too strongly by a low price, or by the statement that the motor is bigger, or other claims that are intended to obscure the main point of simplicity.

If your car has all the power you will ever need to use, that is all you need to consider. If a car can be obtained at a hundred dollars less than that at which you can get the HUDSON "33," then look for the comparative simplicity of the two cars.

If you choose the HUDSON "33" you will have satisfaction in knowing that you have the car which everyone admits to be the leader of its class—to be the one advanced car of the past three years.

Why You Should Not Deli

You have your choice of many automobiles. The most desirable cars will be taken first. Last year's popularity indicates a heavy demand for this greater value of the 1912 model.

There is a limit to the number of cars the factory can produce. Since 2000 individuals were disappointed last spring at not being able to get the "33," what may we not expect this fall?

By taking a "33" now you can use it all summer, fall and winter and still have an up-to-date car in the spring. Many HUDSON dealers have booked orders for the 1912 model even before they knew its details. We advise immediate action if you are to get prompt delivery of the one advanced car of the past three years.

HUDSON MOTOR CAR CO., Detroit

A Special Word of Importance We endorse with our capital and business future every word of the above. This we would not do if there were any doubt in our mind about the value of the HUDSON "33." Our success depends upon our knowing the automobile situation thoroughly. We have opportunities for more thorough investigation of values than any individual. The mere fact that we have chosen the HUDSON "33" as the best value that can be had at the price—that we are going the limit with our business standing in this community and have bought a large quantity of cars—depositing our own funds with the manufacturers—to assure our receiving deliveries, is a guarantee of what we think of the HUDSON "33." What greater assurance can you ask?

See the Triangle on the Radiator

WE HAVE A FEW OF THESE CARS ON OUR FLOOR NOW. COME IN AND SEE THEM.

VALLEY MERCANTILE COMPANY

Hamilton, Mont.

MONEY TO LOAN ON FARM PROPERTY,

8%

PETTIT & OSBORNE
Montana Building
Missoula, Montana

R. H. McKAY

Commercial Photographer
Viewing, Framing, Enlarging, Developing and Printing for Amateurs.
Higgins Bk. Bell phone 925