

AUTOMOBILES.

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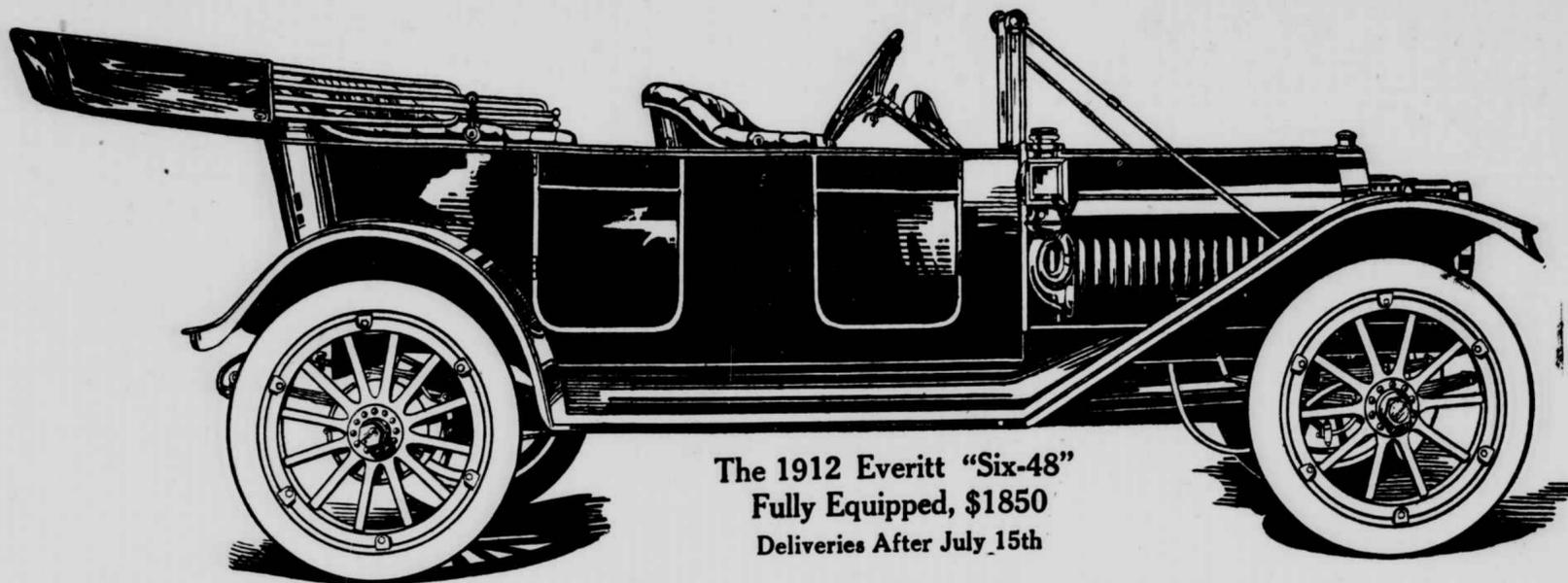
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The 1912 Everitt "Six" Presents for \$1850 More Than You Ever Hoped To Buy Under \$3500—In The First All-Chrome Nickel-Steel Car Ever Offered At A Moderate Price



The 1912 Everitt "Six-48"
Fully Equipped, \$1850
Deliveries After July 15th

The Car That Starts On A Push Button—No More Cranking

Today We Tell You—As Promised in the Saturday Evening Post—of the Everitt's Crowning Achievement:—A Positive-Action Self-Starting Device, Which Is Not A Costly "Extra," But A Part Of Our Regular Equipment.

With its perfect self-starting device, the six-cylinder, all chrome-nickel steel Everitt, fully equipped for \$1,850, exceeds the most optimistic motorist's dream.

No man who has owned a "six" has ever repented of the outlay involved, but until today only one owner in a thousand felt able to meet the necessarily high prices asked.

Every consideration of construction, of ample power production, of continuous torque, of overlapping impulses and of real value returned in luxurious comfort

been placed in any car at any price up to a short time ago. The presence of any two of those features in other cars presupposes a cost today of \$3,000 or more.

The addition of a self-starting device works a complete change in motoring. It removes an element of actual danger and eliminates the last factor demanding brute strength.

That such a device was badly needed was long realized, yet many otherwise fam-

important, because its answer will establish in your mind entire credibility for this—beyond question the most remarkable automobile offer ever made.

By Scientific Management, as the result of the advice of experts who have critically supervised every form of our shop practice for many months, we have effected great savings in manufacturing costs, all of which now benefit the buying public.

In other words, we have been able to re-

Like the Everitt "Six-48" it is constructed throughout of chrome-nickel steel—a feature that instantly settles, without any opportunity for argument, the paramount question of quality employed in the material.

It is literally true that there is not to be had at any price, a four-cylinder car which excels the Everitt "Four-36" in this highly important particular.

We are especially proud of the exceptionally fine design of this car—of its generous proportions—of its striking beauty

Another Startling Announcement—

prompts high prices for cars of the six-cylinder type.

We knew that if we could place an Everitt "Six" on the market at anything near the usual price for four-cylinder cars of good average quality, it would be the most attractive car the world had ever seen.

But, we decided, merely a "six" would not be sufficient. It must be constructed throughout of chrome-nickel steel; that marvelous alloy which by all tests has three times the strain resistance of selected open-hearth steel, and has an actual value six times as great as common steel.

We had still another high mark to reach. The Everitt must be equipped with a self-starting device, positive in action, easy to operate—thoroughly trustworthy.

This combination of what we deemed essential to the perfect "Six" could not have

ous designers have failed utterly in solving this problem.

We purposely refrained from announcing the Everitt self-starter until its complete reliability had been proved beyond the shadow of a doubt.

It is operated by means of a push button on the dashboard; is unique in type—never failing—always ready.

Not only is the Everitt "Six," with its full 48 H. P. and features just enumerated, greater value than has been sold for \$4,000 within the present year, but it would actually be necessary for other factories to receive in excess of \$3,000 for it now in order to show any profits.

How, then, has this miracle of value and price been reached? The question is highly



The "Everitt 30" Reduced to \$1250

duce our manufacturing expense far below that incurred by other manufacturers, and

when you buy an Everitt car your share of this difference stays in your pocket.

The New Everitt "Four-36," Fully Equipped, \$1,500. Deliveries After July 15th

Equally remarkable at its price is the Everitt "Four-36," because it actually offers you at \$1,500 quality and features that are not to be found in any car within many hundred dollars of its cost.

It has the Everitt self-starting device, and is the only four-cylinder car on the market at a moderate price which includes such a device as a part of its regular equipment.

both in exterior appointments and interior equipment.

For this season the body lines of this "Four" have been brought to greater refinement. Larger tires and demountable rims have been added, and a top, windshield, gas lamps and speedometer are all included in our standard equipment for 1912.

Although only rated at 36, its powerful motor has been shown by long continued brake tests to reach and easily maintain 46 H. P.

Study the condensed specifications of the Everitt "Four-36," which are given below. Keep in mind the quality of this car in every detail as you read the list.

Remember, also, those vital features which are distinctively Everitt, and you will better appreciate the exceptional value that is offered at this exceptional price.

Condensed Specifications of the New Everitt "Four-36" \$1,500

Four-Cylinder, 36 H. P.; Long Stroke Motor; Chrome Nickel Steel Throughout; 34 x 4 Inch Tires; Demountable Rims; Cellular Radiator; 115-inch Wheel Base; Top, Windshield, Lamps, Generator and Speedometer Included; Dual Ignition; Manufactured Complete in One Factory.

Condensed Specifications of the Six-Cylinder Everitt; \$1,850

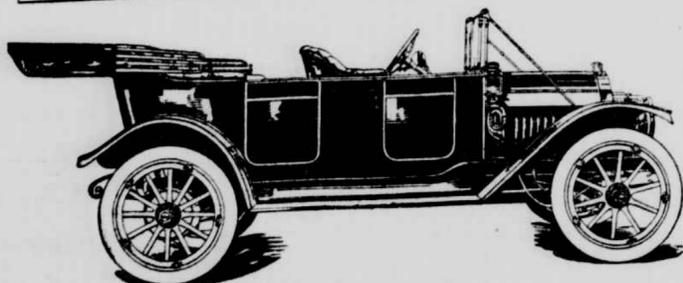
Six-cylinder, 48 H. P., Long Stroke Motor; Chrome-Nickel Steel Throughout; 36 x 4 Inch Tires; Demountable Rims; Cellular Radiator, 126 1/2 Inch Wheel Base; Top, Windshield, Lamps, Generator, and Speedometer included; Dual Ignition; Manufactured Complete in One Factory.

The Standard "Everitt 30" for \$1,250

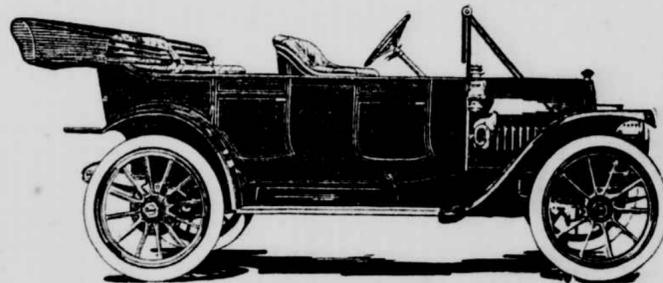
(Top, Lamps, Generator and Windshield Included)

In general appearance, size and power the "30" shows little change for the new season, although those familiar with this famous car will discover in it many refinements and important improvements.

It is a veritable triumph to be able to offer you the "30" for \$1,250 for 1912, including the top, windshield and complete equipment.



The Everitt "Four-36"



The "Everitt 30"

Metzger Motor Car Company
Detroit, Michigan

CR-TEABOLDT & CO. Distributors 1597 BROADWAY (48th Street)

BROOKLYN:
Tanner Motor Car Co.,
Bedford Ave. & Sterling Pl.

TELEPHONE:
Bryant 5841

NEWARK, N. J.:
Newton Motors Co.,
38 William St.