



— never more than a town away from Studebaker Service

It's simply this: that Studebaker **MAKES SURE**. —and makes sure not only in the manufacturing that goes on in the gigantic plants at Detroit, but also in the running of the car on the roads **AFTER** it is in your hands.

For example, you may never need a front axle forging so strong that it can be **TWISTED 3 TIMES** without even showing signs of fracture. But if the emergency ever arises, it is there in the car. For Studebaker has **MADE SURE**.

And so, although you may never need Studebaker Service outside the town or, at most, of the State you live in—Studebaker makes sure that it is there if you want it.

For it is Studebaker's ideal not only to manufacture a car as **GOOD** as any car possibly **CAN** be—but also to insure that car's giving to its owner **EVERY**-day service and freedom from expense and full

money's worth of pleasure for every dollar of the price.

And so Studebaker **MAKES SURE** of Service—and day by day is dotting the country with new Service Stations—building up a National Service organization of Studebaker Branches and Studebaker Dealers and Studebaker Service Stations so **COMPLETE** that wherever you drive you are "never more than a town away from Studebaker Service."

And the reason for it all is simply "—because it's a Studebaker"—because this car carries a name that for 63 years has stood for the highest achievements in vehicles of every nature—a name that has come to be a **PROMISE** to the buyer of honesty of manufacture **AND** day-after-day service.

And so not only in this matter of giving Service to Studebaker owners, but in every little detail of manufacturing, you find this Studebaker policy of **MAKING SURE** the buyer gets **FULL** money's worth

— because it's a

Studebaker

And it is this that makes the Studebaker
LIGHT SIX, \$1385

for example, a most delightful car to drive—but a **LESS EXPENSIVE** car to run. For Studebaker engineers, seeking to make sure of the car's safety, have disregarded expense and used drop forgings so freely that while the **SIX** is far stronger, it is also much **LIGHTER** in weight—and so, **LOWER** in upkeep cost. **BUT** the only thing to do is to see this **SIX** at your local Studebaker dealer's, and see with your own eyes what Studebaker, with its wealth of experience and resources and ideals of manufacture, has been able to put into this **SIX** at \$1385. And today, too, write for "The Story of Studebaker."

STUDEBAKER, DETROIT — Canadian Factories, Walkerville, Ont.

Studebaker Features

Electric Lighting and Starting—**FULL** Floating Rear Axle—Timken Bearings—Safety Tread Rear Tires—One-man Type Top.

	Price in U.S.A.	Price in Canada
Studebaker ROADSTER , . . .	\$965	\$1260
Studebaker FOUR ,	945	1250
Studebaker LIGHT SIX , . . .	1385	1760
Studebaker SIX (7-passenger) , . . .	1450	1825

F. O. B. Detroit