



—built COMPLETE in Studebaker Plants
 —from the first casting to
 the finished car.

It's simply a matter of insurance, that's all. Insurance of the quality that a man EXPECTS in any car that carries that name of Studebaker.

Studebaker is not satisfied merely to assemble motors and axles and parts bought from parts-manufacturers, but in order to get the accuracy of fit and the balance and the harmony of operation that a car MUST have to meet Studebaker requirements, Studebaker manufactures practically all of its own parts.

And so, "—because it's a Studebaker"—because this car carries a name that for 63 years has stood for the highest ideals in manufacturing—a name that has come to be a pledge of QUALITY in every detail—Studebaker MAKES SURE by manufacturing Studebaker cars COMPLETE in Studebaker plants.

Motors, gears, axles, transmissions, bodies, tops, fenders—ALL the hundreds of parts, in fact, that go to make up a car, with the exception of the tires, the horn, the electric system and such specialized equipment as is manufactured to Studebaker specifications—are designed and manufactured in Studebaker plants.

To Studebaker, this policy of COMPLETE manufacturing means the certainty that every Studebaker car lives up to the promise of its name. And to the buyer, it means a car that carries only ONE profit—because there are no parts-makers' profits in the price—and a car that can be depended upon to give SERVICE and FULL money's worth of satisfaction for every dollar of the price

—because it's a
Studebaker

In every detail from "stem to stern." But you will appreciate even better what this policy means to you when you RIDE in the Studebaker

LIGHT SIX—\$1385

and see the unity, the harmony that Studebaker has been able to build into this car. When you study the balance of this Studebaker-BUILT car, and its riding comfort and its ease of control. When you feel at your own finger ends that flood of power obedient to your slightest wish.

But see it—soon. Judge its beauty, its grace of design and its elegance of finish. Get the Studebaker dealer to tell you how the upkeep cost has been cut to the bone by the same policy of COMPLETE manufacturing. And today, write for "The Story of Studebaker"—a handsomely illustrated book that tells in detail how the Studebaker is built.

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, . .	\$ 985	\$1250
Studebaker FOUR,	985	1250
Studebaker LIGHT SIX, . .	1385	1750
Studebaker SIX (7-passenger),	1450	1825

F. O. B. Detroit