

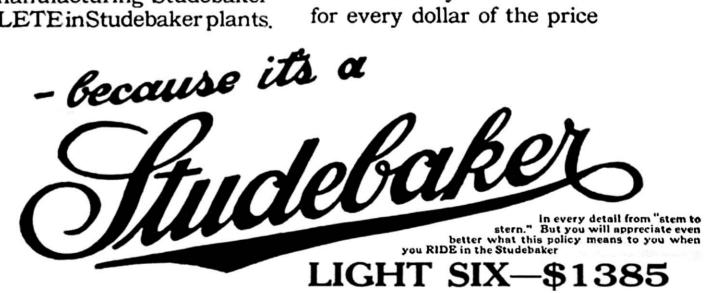
It's simply a matter of insurance, that's all. Insurance of the quality that a man EXPECTS in any car that carries that name of Studebaker.

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 COM-PLETE 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



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 U.S.A. Canada

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.