



—down to the last
 $\frac{1}{1000}$ of an inch
 Studebaker makes SURE

With the keenest eyes you couldn't see the difference between the pistons that this man accepts and those that he rejects because they measure one-thousandth of one inch more or less than the Studebaker design calls for.

And yet that little difference of one-thousandth of one inch is so important to Studebaker that not only are hundreds of the most attentive and skillful inspectors kept busy every minute of the day making just such minute inspections—but the whole manufacturing organization is keyed up to that "thousandth-inch" ideal of manufacture.

For "—because it's a Studebaker"—because this car carries a name that for more than 63 years has stood for the highest achievements in manufacturing, a name that rep-

resents millions of dollars invested and millions of friends in every country on the globe, Studebaker MAKES SURE down to the last one-thousandth of the inch.

And this piston test is only typical. For this insistence on accuracy to the thousandth of the inch applies to every little detail of the car—the gears, crankshafts, camshafts, even to the bolt-holes in the fly-wheels.

For it is only in this way—by manufacturing Studebaker cars COMPLETE in Studebaker plants, and manufacturing them to this "thousandth-inch" ideal, that Studebaker can be SURE of getting the quality, the CERTAINTY, the harmony of operation that a man EXPECTS in this car

—because it's a
Studebaker

But you can only begin to appreciate fully what this Studebaker accuracy means when you ride in the

LIGHT SIX—\$1385

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

and KNOW from your own experience on the roads the silence, the riding comfort, the ease of driving and the smooth running qualities that Studebaker has built into it. And when you study the balance, the alignment of the chassis, and how the Studebaker engineers, cutting down the weight of the car, also cut down its upkeep cost, you will appreciate what it means to buy a car built in the Studebaker way to live up to Studebaker ideals of giving the buyer FULL money's worth for every dollar of the price. See this SIX—and ride in it—drive it yourself. Your local Studebaker dealer will be delighted to put it thro' its paces for you—anytime you say. And if you will write us, we will mail you "The Story of Studebaker"—a handsomely illustrated book of 72 pages telling in detail how Studebaker lives up to the meaning of its name.

STUDEBAKER—DETROIT, Canadian Plants, Walkerville, Ont.