

Lowest Time Payments

Leading bankers, recognizing Studebaker stability, have made money available for financing Studebaker cars at low interest. They know Unit-Built cars bought at One-Profit prices and protected from depreciation by the "No-Yearly-Models" policy are exceptionally fine risks. Therefore no car in the world is able to offer lower time-payment rates than Studebaker. Before you buy any car out of income, get the Studebaker rates.

Any model can be delivered for a small down payment, balance divided into the most convenient monthly amounts. Ask us for rates on the model that interests you.

Studebaker Big Six Brougham

\$2095

Under Studebaker's fair and liberal Budget Payment Plan, this Brougham may be purchased out of monthly income for a small initial payment and at the lowest time-payment rates known to the automobile industry.



Guaranteed Used Cars

All cars on the street and the highway are used cars. In many instances you can make an excellent investment by buying a used car if you buy from a dealer who acquires them at a fair price and sells them at a fair price. We have some especially good bargains in used cars. They represent dollar for dollar value with special consideration given to what was originally built into them, how they have been used, and how they have been reconditioned. You can have an excellent means of transportation at low cost by selecting one of these cars. Convenient terms are allowed if you wish.

What Do You Pay For When Buying A New Car?

An automobile purchase represents a big investment for the average family. It means an investment in transportation and in entertainment and pleasure for two, three, or five years. There is nothing for which your money is spent that deserves more careful consideration and study than your new car.

What do you pay for when you buy a new car? Do you make sure that every dollar you pay is buying the utmost in car value? Do you pay the manufacturer one profit? Or do you pay many manufacturers several profits? Do you pay for Unit-Built construction? Or do you pay for a car that is assembled from parts constructed for several different makes of cars?

Few motor car "manufacturers" have foundries, forges, etc., to make their own engines—yet one-fifth of the cost of an automobile is in the engine. Even fewer build their own bodies—yet one-third of the cost of a car is in the body.

Not only does Studebaker make ALL bodies and ALL engines used in Studebaker cars, but also all clutches, gear sets, brakes, axles, gray-iron casting and drop forgings. Only Ford in the low-priced field and Studebaker in the fine-car field enjoy the benefits of such complete manufacturing facilities. This means that you pay only one profit when you buy a Studebaker—it means that Studebaker parts are designed and made for Studebaker only—Unit-Built to guarantee longer life, greater comfort, higher resale value.

Buy A One-Profit Car! -- Unit-Built Construction!

THE MOST BEAUTIFUL STUDEBAKERS EVER BUILT—the tremendous facilities of this \$100,000,000 company have made possible unusual beauty as well as unusual quality. Whether you buy the Standard Sedan at \$1395, the Big Six Brougham at \$2195, the Special Six Coach at \$1595, or any other model, you get a beautiful car, beautifully finished and equipped, at a One-Profit Price. The engine units are the most powerful

of any cars of similar size and weight—engines built for smooth, trouble-free service throughout a long, quiet life.

SEE THESE CARS; DRIVE THEM YOURSELF—test any model for performance, power, comfort. We are glad to have you demonstrate to yourself and realize that money invested in a new Studebaker means that every dollar buys the utmost in an automobile—a Unit-Built, One-Profit car.

M. J. GOSS ..

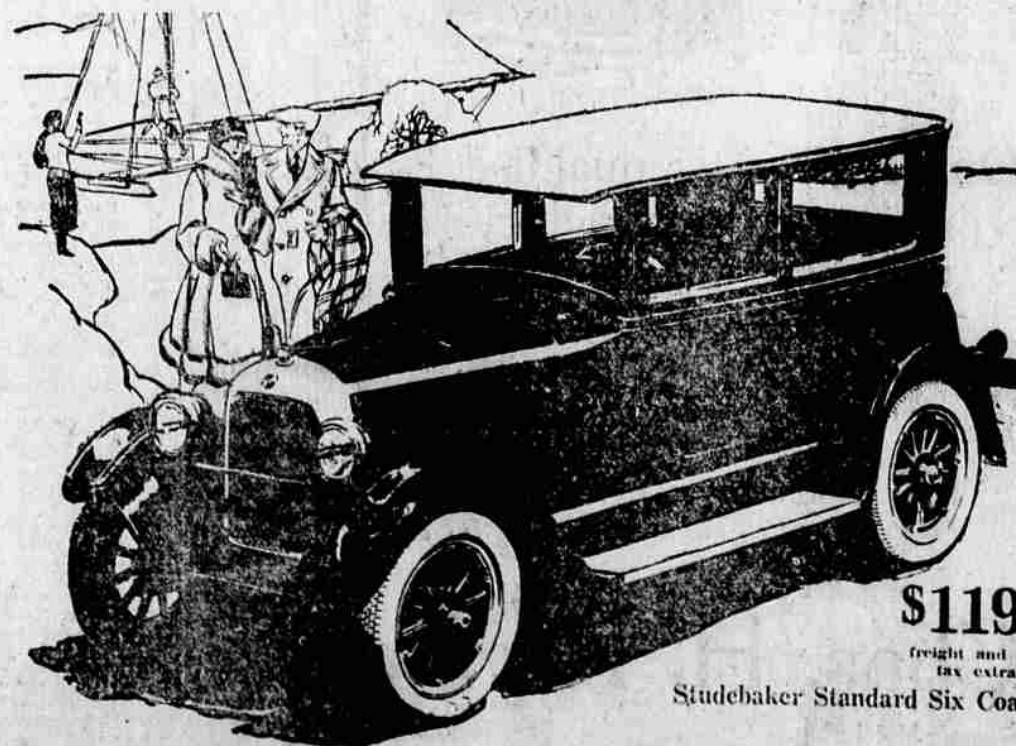
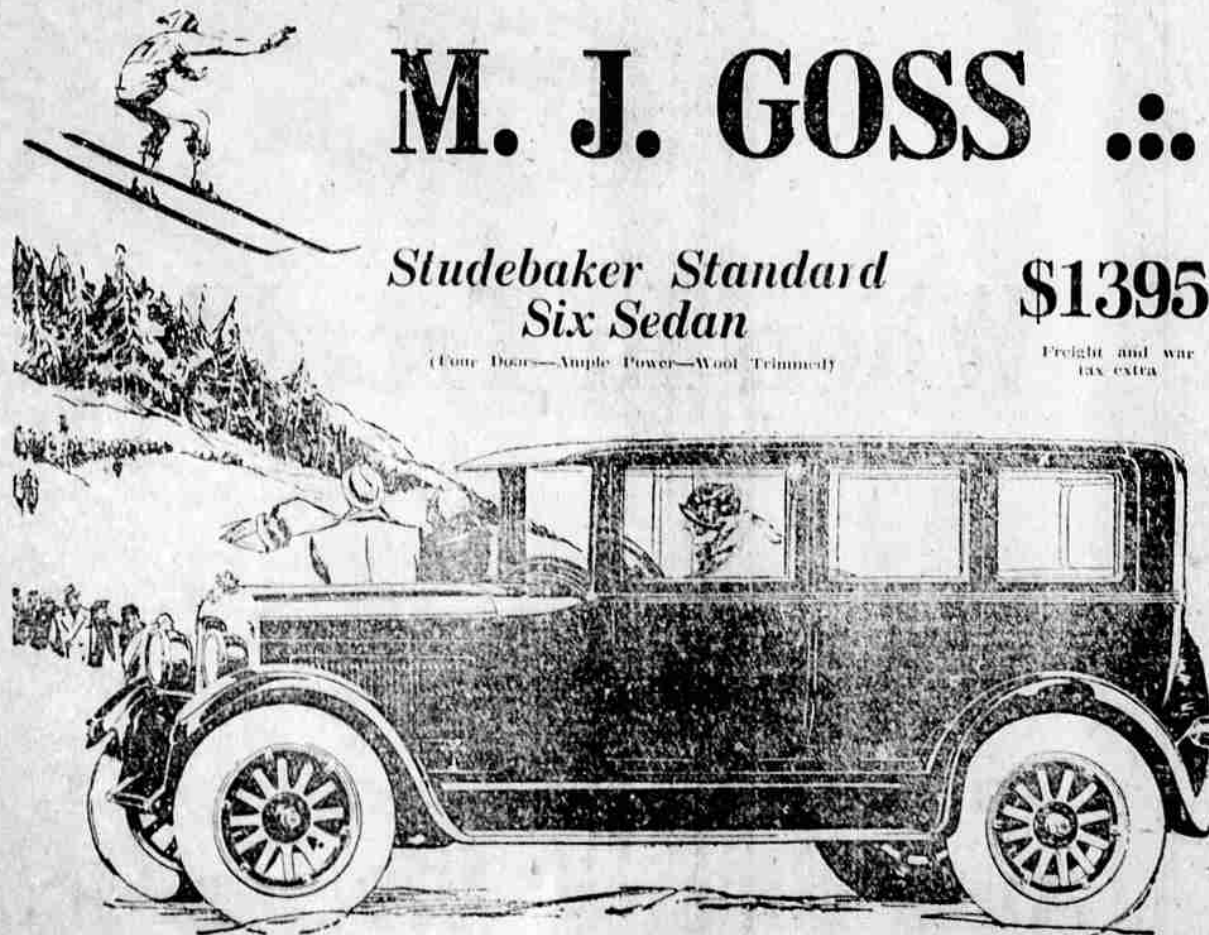
STUDEBAKER Sales and Service....

Studebaker Standard Six Sedan

\$1395

(Four Doors—Ample Power—Wool Trimmed)

Freight and war tax extra



\$1195

freight and war tax extra

Studebaker Standard Six Coach