

# QUALITY COUNTS

Your guarantee of quality is the name you find on the goods you buy. One cannot expect to be an accurate judge of quality in all things. The variety of articles is too numerous for any one person to be an accurate "quality judge" in everything . . . . .

*For example:* Are you an expert judge of Lap Robes? Can you tell just by examination how much service you can get out of a robe? Honestly, now, if you were judging robes from a buyers standpoint, knowing there were two or three grades of quality, yet did not know which was which---could you select the very best, the one which would give you the most service? Perhaps you could---but most people could not. Yet if someone should remark that one of those robes was a CHASE robe, you would have no hesitancy in selecting---you'd say, "I'll take the Chase Robe, whichever it is." You know the quality simply by the name. *By the way*---we sell these CHASE ROBES. Got a dandy assortment, too. And the time is getting near when a good robe feels mighty comfortable.

And not only in buying robes are you safe in depending on the name. If you buy a set of harness of us, you will find on the traces the name "STUDEBAKER," which alone guarantees to you quality and satisfaction, same as the name "STUDEBAKER" on a wagon or buggy stands for the full value of your money. The name "STUDEBAKER" means the same the world over.

It is human nature to favor some article which is advertised and consequently well known, even though it costs a little more. We honestly believe you will find more of *our* goods stamped with trade marks familiar to you than any other line in town. Such articles and names as **Studebaker Harness, Vehicles and Wagons; Oliver Chilled Plows; Sharples Separators; Hardie Power Sprayers; John Deere Vehicles; McCormick Mowers and Rakes** are household words everywhere. It pays to buy standard goods.

**GILBERT-VAUGHAN IMPLEMENT COMPANY**