This
Studebaker Standard Six
Sedan Now $1295

freight and war tax extra

Can be sold at its new low price because . . . *It is built on the famous One-Profit basis*

Will give thousands of extra miles because . . . *Unit-Built construction fits every part to every other part*

THE Studebaker Standard Six Sedans as well as the Big Six Sedans were reduced in price $100 on January 14th. This is the third Studebaker price reduction since January 1, 1925. It is the result of economies incident to the production of 136,000 Studebakers in the past year, an increase of 23% over 1924.

Only by riding in it can you appreciate how far this Standard Six Sedan excels cars priced hundreds of dollars higher.

After you have experienced the thrill of its smooth, effortless power—viewed the fine-car luxury of its interior and marveled at its remarkably low price—remember—this fine sedan is possible at the price only because Studebaker has concentrated on the economical production of quality cars more than one hundred million dollars in net assets.

Studebaker's unique facilities

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, springs, differentials, steering gears, brakes, axles, gray-iron castings and drop forgings. Only Ford in the low-price field and Studebaker in the fine-car field enjoy the benefits of such complete manufacturing facilities.

One-Profit value

These facilities enable Studebaker to manufacture quality cars on a One-Profit basis. They enable Studebaker to eliminate the profits of outside parts and body makers. Many major savings are thus effected and passed on to the ultimate buyers of Studebaker cars, either in the form of higher quality, lower price—or both.

Unit-Built construction

Studebaker facilities result, too, in Unit-Built construction—in cars designed, engineered and built as units. The hundreds of parts used in a Studebaker car function together as a unit, resulting in longer life, greater riding comfort and higher resale value. Scores of thousands of miles of excess transportation thus are built into Studebaker cars.

Always kept up-to-date

Because all phases of manufacture are directly under Studebaker control, Studebaker cars are constantly kept up-to-date. We add improvements regardless of the calendar—we do not save them up for spectacular annual announcements which make cars artificially obsolete. Resale values are thus stabilized.

Rock bottom time-payment rates

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 being always kept up-to-date are exceptionally fine risks. Therefore, no car in the world is able to offer lower time-payment rates than Studebaker.

WORLD'S MOST POWERFUL CAR of its size and weight

Studebaker Standard Six Sedan

(Four doors—ample power—wool trimmed)

$1295

freight and war tax extra

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

Studebaker's lowest priced Sedan—but all quality

THE fine Studebaker Standard Six Sedan illustrated above is a real four-door Sedan. It is upholstered in genuine wool cloth. Carpets are wool. Windows are real plate glass.

The equipment includes an 8-day clock, gasoline gauge, ash receiver, rear-vision mirror, stop light, dome light, safety lighting control on steering wheel, automatic windshield cleaner, coincidental lock to steering gear and ignition controlled by same key operating door and spare tire locks. All instruments are grouped under glass on a silver-faced dial set in a beautiful walnut-finished panel.

But the most important superiorities of this Sedan cannot be seen. They are concealed within the framework of the body and in the chassis.

Body pillars, for instance, are of northern white ash, cross-members of hard maple. We pay a premium for steels of extra toughness.

Slam the door and the sound says "quality." Swing on the door. Run one wheel up on the curb and note how the doors still open and close—how the motor still runs smoothly. Sit on the firm, heavy fenders. Try the steering gear. See how easily it handles the full-size balloon tires. Test the comfort of the deep rear seat.

Run the engine—the most powerful in any car of its size and weight, according to the rating of the N. A. C. C. and the Society of Automotive Engineers. Its crankshaft is machined on all surfaces to eliminate vibration—a practice almost unheard of in cars of this price. Even the connecting rods are fully machined. The motor is not built for excessive speed, but rather for smooth, trouble-free service at 5 to 55 miles an hour. It is built for a long, quiet life—not for spectacular stunts.

Go to any of the Studebaker dealers listed below and let them demonstrate this Standard Six Sedan. Test its performance on the road. Note the power, the splendid riding comfort; then realize that you can buy it out of income for the lowest price Studebaker ever placed on a Sedan, at the lowest time-payment rates known to the automobile industry.

NORTH SIDE BRANCH
6101-6 Broadway
Phone Sheldrake 4000

SOUTH SIDE BRANCH
6212-14 Cottage Grove Ave.
Phone Fairfax 7300

SOUTHWEST BRANCH
1936-47 S. Halsted Street
Phone Triangle 3900

EVANSTON BRANCH
1529 Orrington Ave.
Phone University 3700

STUDEBAKER SALES CO. OF CHICAGO

Michigan Avenue and 21st Street, Phone Calumet 6480

LOGAN SQUARE BRANCH
2859 Milwaukee Ave.
Phone Belmont 4141

South End Motor Sales
10027 S. Michigan Ave.

WEST SIDE BRANCH
4653-55 Washington Blvd.
Phone Mansfield 3200

McInerney Motor Co.
2715-17 N. Cicero Ave.

Studebaker's Great Dealer Organization — Authorized service at 3000 points throughout the United States

ILLINOIS (North)
ALEDO—A. M. Cheek
AMBOY—Amboy Motor Company
ARLINGTON HTS.—Gaare Motor Sales
AURORA—Steger-Burkhart Company
BARO—South Side Garage
BELVIDERE—Hance Brothers
BENLD—Miller & McFarland
BENSENVILLE—Geiles & Sons
BENSON—Trantina Garage
BLANDINSVILLE—Huston Auto Co.
BLOOMINGTON—John Whittington
BLUE ISLAND—Blue Island Garage
BUSHNELL—The James J. Ball Garage
CANTON—Meade McClatchey
CARLOCK—Glenn E. Ewing
CARTHAGE—Mort & Savidge
CHAMPAIGN—Sudduth Motor Company
CHATSWORTH—Kohler Brothers
CHICAGO HTS.—Illinois Distributing Co.
CICERO—Cicero Motor Sales Co.
CLINTON—Thomas J. Talbot
COAL CITY—Sippel Auto Company
CRYSTAL LAKE—F. L. Colby & Son
DANVERS—Glenn E. Ewing
DANVILLE—Amack Motor Company
DECATUR—V. M. Kimore & Son
DEER CREEK—M. M. Stubbs
DE KALB—C. O. Wendell
DELAVAN—Lauren B. Jenkins
DIXON—R. F. Downing
DUNLAP—Cornish & Davidson
DWIGHT—C. & M. Motor Sales Co.
EARLVILLE—Wm. Hough
ELBURN—Elburn Garage Company
ELGIN—Elgin Auto Sales Company
ELMHURST—Chant's & Weidmaier
EMDEN—Emden Auto Company
EUREKA—S. E. D. Motor Company
FAIRBURY—Ben Peters
FARMINGTON—W. M. Craggs Garage
FRANKLIN PARK—Franklin Park Gen.
FREEPORT—Elmer J. Lemm & Co.
GALENA—Evert Garage
GALESBURG—Windish Motor Sales Co.
GENESEO—Anderson & Bester
GIBSON CITY—Brownlee Motor Co.
GILMAN—Rexwood & Kraft
GILLESPIE—Miller & McFarland
GLEN ELLYN—Avenue Garage
GRAYS LAKE—Brandstetter's Garage
HAMILTON—Hamilton Auto & Garage
HARVARD—Weitzel Motor Sales
HARVEY—Melvin Motor Sales
HAVANA—W. S. Smith
HIGHLAND PARK—J. & L. Garage
JOLIET—Sippel Auto Company
KANKAKEE—Mang-Zeisler
KEWANEE—Koppitz & Kirby, Inc.
LADD—Rolando Bros.
LAKE ZURICH—Harkness Garage
LA SALLE—Dolder & Palmatier
LATHAM—L. H. Arthur
LEMONT—D. & M. Garage
LIBERTYVILLE—Libertyville Garage
LINCOLN—Richardson Motor Company
MACOMB—Geo. M. Ball
MALTA—Saur & O'Brien
MATTOON—Gano & Beasley
MELROSE PARK—F. & T. Garage
MIDDLETOWN—Ruthens & Coe
MILAN—C. O. Swanson
MINIER—Quality Motor Co.
MOLINE—Gates Motor Service
MONMOUTH—Frymire Motor Sales Co.
MORRIS—Newton & Clapp
MORTON GROVE—Morton Grove Garage
MT. CARROLL—Hartman & Switzer
MT. PULASKI—Oscar Mayer
NAPERVILLE—E. L. Perry
NORMAL—John Whittington
OAK PARK—F. & T. Garage
OGLESBY—Fryde & Mayers
OREGON—Davis & Wiley
OTTAWA—F. V. Dolder
PANA—Law & Metheney
PARIS—Service Motor Company
PARK RIDGE—Burkitt's Service Sta.
PAW PAW—T. M. Girton
PAXTON—Service Garage
PEKIN—R. E. Jaeger
PEORIA—Illinois Valley Motor Co.
PERU—Bolder & Palmatier
PONTIAC—S. F. Bradley Motor Co.
PRINCETON—Downey & Company
PRINCEVILLE—Leland E. Graves
PROPHETSTOWN—C. M. Brewer
RIVERSIDE—Greenwell Motor Sales
ROCHELLE—O. E. Lasley
ROCK FALLS—Robert E. Howe
ROCKFORD—Collier Auto Company
ROCK ISLAND—Clarence Hodson
SAVANNA—V. V. Wagner
SERENA—J. E. Kember
SHELDON—V. L. McCloud
SPARTA—Harry W. Mathews
STERLING—Robert E. Howe
STREATOR—Greator Motor Company
STRONGHURST—Simpson Bros.
TOLUCA—Louis Imm
TREMONT—Meyer Motor Co.
TUSCOLA—Tuttle & Crider
UNION—Beasley Garage
URBANA—Sudduth Motor Co.
WASHINGTON—E. B. Habecker
WATSEKA—Dixie Highway Garage
WAUKEGAN—Conselman Motor Co.
WENONA—E. T. Krantz
W. CHICAGO—South Side Garage
WESTERN SPRS.—Wolf Rd. Auto Sales
WOODSTOCK—Goodrow Garage
WYOMING—Osborne Motor Co.
YATES CITY—Arthur Taylor

INDIANA (Northwest)
CROWN POINT—Meeker & Claussen
E. CHICAGO—E. Chicago Gar. & Sales Co.
GOODLAND—N. V. McClellan
HAMMOND—Love Motor Sales
HIGHLAND—M. J. Grimmer
KENTLAND—Vernon R. Hedrick
LOWELL—Hoerr & Miller
RENSSELAER—Louis F. Kime
WOLCOTT—C. W. Jay

IOWA (East)
ARLINGTON—D. A. Newton
BELLE PLAINE—Stryker Garage
BURLINGTON—Wallin Motor Sales Co.
CALMAR—Motor Sales Co.
CEDAR RAPIDS—Osbun Motor Car Corp.
CLINTON—Fluckiger Motor Co.
CRESCO—Joe Slifka
DAVENPORT—H. W. Newman Mach. Co.
DECORAH—Reed & Lennon
DE WITT—H. C. Peters
DUBUQUE—Fluckiger Motor Co.
DYERSVILLE—Dyersville Auto Co.
ELKADER—Dittmer Bros.
FT. MADISON—Auto Sup. & Engine Co.
GARNAVILLO—H. W. Schulte
GREELEY—Clark & Reed
GRUNDY CENTER—Souers & Hawn
INDEPENDENCE—Blank Motor Co.
IOWA CITY—Oscar A. Stimmel
KEOKUK—Williamson Motor Co.
KEOTA—Cady & Vincent
LONE TREE—Iowa Motor Co.
LOWDEN—Strackbein & Hein
MAQUOKETA—Wherry Motor Co.
MARENGO—Hogan Bros.
MONONA—L. E. Egbert
MONTICELLO—O. B. Burrichter
MORNING SUN—W. C. Weinrich
MT. PLEASANT—V. F. Farmer
MUSCATINE—C. M. Weber, Inc.
NEW HAMPTON—A. J. Reich
N. ENGLISH—Geiger Motor Co.
NORWAY—H. M. Becker
OSSIAN—A. F. Dessel
OTTUMWA—Ackley Motor Car Co.
OXFORD—J. L. Kinney
PLAINFIELD—Plainfield Implement Co.
POSTVILLE—R. F. Hecker & Sons
READLYN—H. G. Moeller
ROWLEY—George Beatty & Son
SHELLROCK—H. F. Yarcho
SIGOURNEY—Thurman Auto Co.
SOLON—Michel & Serovy
THORNBURG—A. J. Robinson
TRAER—Kostlan Auto Supply Co.
TRIPOLI—Moeller Auto Co.
WASHINGTON—I. W. Shenefelt
WATERLOO—Osbun Motor Car Corp.
WAVERLY—H. E. Yarcho

MICHIGAN (Northwest)
BESSEMER—Bessemer Taxi Company
CALUMET—B. A. Wenberg
ESCANABA—Wolverine-Delta Mtr. Co.
HANCOCK—B. A. Wenberg
HOUGHTON—B. A. Wenberg
IRON MOUNTAIN—Louis Johnson
IRON RIVER—William Gronlund
IRONWOOD—Public Service Garage
ISHPEMING—S. D. Klingland
MARQUETTE—Wickstrom's Garage
MENOMINEE—Putrow & Voelker
MUNISING—Simmons Motor Company
NEGAUNEE—S. D. Klingland
ONTONAGON—Cloverland Garage
ROCKLAND—John F. Otto
SIDNAW—W. A. Thomas
WAKEFIELD—Range Service Garage

MINNESOTA (Southeast)
CALEDONIA—Moyer & Schroeder
SPRING GROVE—Trehus Bros.

WISCONSIN
ANTIGO—Antigo Hardware Co. Garage
APPLETON—Rossmeissl & Wagner Co.
ARGONNE—Auto Service Co.
BEAVER DAM—Robert Christian
BELOIT—Cleland Robinson Auto Co.
BERLIN—Krause Brothers' Garage
BRILLION—R. A. Schultz Garage
BURLINGTON—Agner Auto Co.
BURNETT—E. J. Heling
CAMPBELLSPORT—Campbells Auto Co.
CHILTON—Hingiss & Bessler Co.
CLINTONVILLE—H. M. Jesse
COLLINS—Charles A. Pues
COLUMBUS—Joseph O. Johnson
CUBA CITY—Fiedler Music House
CUDAHY—Venus & Werkowski
DEERFIELD—H. G. Teisberg
DELAFIELD—F. C. Webber
DE PERE—Wm. Rupiper
EDGERTON—Edgerton Motor Co.
ELKHORN—Schmidt's Garage
EVANSVILLE—B. G. Hart
FOND DU LAC—Johnson Motor Co.
FOREST JCT.—Badger Motor Car Co.
FREMONT—E. J. Sader & Sons
GALESVILLE—Geo. Ball Mfg. Co.
GOODMAN—Clifford C. Wall
GREEN BAY—Bishop-Dorschel Co.
GREENLEAF—Greenleaf Garage
HALES CORNERS—Bosch Auto Sales
HORICON—Horicon Motor Co.
IOLA—E. M. Taylor
JACKSON—Martin J. Gumm
JANESVILLE—Automotive Garage
JEFFERSON—C. F. Bullwinkel Co.
KENOSHA—W. F. Russell Motor Co.
KEWASKUM—Geo. Kippenhan
KEWAUNEE—Frisbie Bros. Garage
KIEL—Hingiss & Bessler Co.
KILBOURNE—F. V. Plumb
LA CROSSE—Mueller-Morley Co.
LANCASTER—Knox Auto Co.
MADISON—Monona Motor Sales
MANAWA—Central Garage
MANITOWOC—Albert H. Schuette
MARATHON—The Lemmer Hdw. Co.
MARINETTE—Putrow & Voelker
MARION—Kimball & Nimmer
MARSHFIELD—Roll's Motor Sales Co.
MENASHA—Harper-Krieg Motor Co.
MERRILL—Allen & Zander Co.
MILWAUKEE—John G. Wollaeger Co.
Louis W. Peterik Co.
MINERAL POINT—Auto Inn Motor Co.
MONROE—David Fritz
MT. HOREB—Mt. Horeb Auto Co.
NEILLSVILLE—Neillsville Garage Co.
NEKOOSA—Sherman & Natwick
NEW GLARUS—Fred Streiff Garage
NEW LISBON—Robison Brothers
NEW LONDON—New London Mtr. Sales
N. MILWAUKEE—Kausch Garage
OCONOMOWOC—Wilkinson Garage
OCONTO—Northern Motor Car Co.
OCONTO FALLS—Falls Motor & Imp. Co.
OSHKOSH—The Thom Auto Co.
PLATTEVILLE—Mayhew & Rachel
PLYMOUTH—Wis. Motor Service Co.
PORTAGE—Washburn Motor Sales Co.
PORT WASHINGTON—Gallez Garage
PRAIRIE DU CHIEN—Hamann-Weidmer
PRENTICE—Theo. Fryklund
RACINE—Century Motor Co., Inc.
RHINELANDER—Edw. Abel
RICHLAND CTR.—Housholder Bros.
RIO CREEK—Rio Creek Implement Co.
RIPON—E. J. Peschke Service Garage
SAUK CITY—City Garage
SILVER LAKE—Schwesers Hardware Co.
SHEBOYGAN—Eastern Wis. Motor Co.
SLINGER—Leo R. Burg
SPRING GREEN—Schaaf's Garage
STEVENS POINT—Roll's Motor Sales Co.
STURGEON BAY—Lakeshore Motors Co.
TWO RIVERS—Two Rivers Motor Co.
UNITY—Unity Auto Sales Co.
WALWORTH—Walworth Garage
WATERLOO—Waterloo Garage
WAUKESHA—John G. Wollaeger Co.
WAUPACA—Godfrey Auto Co.
WAUPUN—Barbeau's Garage
WAUSAU—Silverthorn Bros.
W. ALLIS—Winkel Garage
WHITEWATER—Everhardt & Co., Inc.
WIS. RAPIDS—Sherman & Natwick
WRIGHTSTOWN—West Side Garage