

In Studebaker Prices You Pay Only For "Meat"



By FRANK McLACHLIN.

Take Your Choice, Crossword Fans

It's a six-lettered word.
1. The old-fashioned name for a feminine undergarment.
2. A dance that was once quite voguish.
3. What balloon tires on a Studebaker will never do, because the steering mechanism is specially designed for them.

Depends On Who's With You, Doesn't It?

Dear Gas Tank:

Why should a car run sweeter at night? Some fellows say it's because the engine keeps cooler. And others say it's due to the moisture of evening—you know, the dew. All I can say is we proved it the last three nights with Studebaker. She runs that smooth you can hear the frogs croaking and your own voices above that. And you can idle along in high at three or four miles an hour without a hand on the wheel. It wasn't moonshine either this last week. What's the explanation?

Henry James.

BILL Says:

"If a man figured automobile costs like he does his business, there'd be a Studebaker in every family!"

Who Wants to Take Him On?

Constant Reader (where have we heard that name before), writing us from New York, says the only real way to test a car is to drive her up Fifth Avenue between 5 and 6 o'clock in the evening. Dodging the jaywalkers and watching the signal lights and keeping the bus in high is some pastime, we can guess, but C. R. gets a kick out of it from side bets among his friends. Most evenings he manages to stage a contest. The course is between Washington Square and 169th Street, where the first to arrive waits for the losers. Speeding being out of the question, the race becomes a matter of easy shifting of gears, effective braking, sure steering and, of course, quick engine pick-up. C. R. says he has won 5 times out of six and offers to back his new Studebaker Standard Six Coach against any corner. We believe him. That car has the most amazing pick-up of all the many cars we've tried. Still, we won't take your bet, C. R. Sooner do our racing in the open with no traffic cops to hamper us. But write again, C. R.



FRANK McLACHLIN

I can prove these claims

—with a mighty convincing demonstration

YES, I make strong claims for Studebaker cars. I make them because I can prove them. What's more, they can be proved to the satisfaction of every motorist in town.

I am proud to be the Studebaker dealer. I believe in Studebakers. I know Studebakers give more for the money than any other car on the market.

Take the new Studebaker Standard Six Coach, for instance. Here's as fine a closed car for 5 passengers as almost anybody could wish. Smart-looking, because the lines are long and low. The body is finished in Belgian blue with satin-black top.

Room—loads of room to stretch your legs. The seats are full width. Doors are broad, and passengers can enter or leave without obliging occupant of front seat to get out. Now, for performance. This chassis is the world-famous Studebaker Standard Six. Engine is 50 horsepower. The most powerful engine in any car of this size and weight.

The price is \$1995, f.o.b. London—several hundred dollars lower than any other coach comparable in quality.

Come in and see this new Studebaker Coach.

Frank McLachlin

86-90 KING STREET.
Phone 8.

COMPARISON, ONLY REAL TEST IN BUYING CAR

Interesting Pointers From Well-Known Local Dealer, Giving Information Purchasers Should Look For About Motor Cars.

In buying a car, not salesman's talk, nor the apparent attractiveness of a trade-in price, but the power, comfort and appearance of the car in comparison with others should be deciding factors, says Frank McLachlin, Studebaker dealer. Enlarging on this, he added:

It is unfortunate that some manufacturers have not the facilities or the quantity production which will enable them to include as much quality of material or workmanship, as many accessories or conveniences, as other companies. But no buyer should penalize himself because of any manufacturer's misfortune.

In comparing cars, a buyer should first compare the horsepower rating and the relation between that rating and car weight. That indicates the facility with which the engine will handle the car under all circumstances. Then the buyer should go over the car carefully, note the width of seats, the comfort of cushions, whether the car has full balloon tires, note its roominess within, the character of upholstery and the fitness and workmanship of the finish, the driver conveniences provided, the accessories that are standard with

the car when bought. After all this has been done, it is time to compare prices, for only after such a survey and comparison can a buyer really know what he is getting for the money. Buyers should not be misled by larger allowances for used cars. There are cars in America so priced as to enable a dealer to make a supposedly large allowance; obviously that car does not represent in value what many cars at a lower price will represent.

This is also important to remember: If a dealer makes an extra allowance on a used car, then the new car being sold does not represent in value the price at which it is marked, nor will it contain as much value in the future when the owner comes to turn it in for another new car.

The Studebaker Standard Six, carrying 107 pounds per rated horsepower, is the highest powered motor car in the world. Its accessories, its finish and appointments and the ruggedness and enduring quality of its construction have made it a standard by which all motor cars may be judged.

JUDGMENT RESERVED IN LONDON MAN'S CASE

C. J. Scott Maintained He Could Not Be Convicted of Non-Support.

Canadian Press Despatch. Toronto, May 22.—Judgment was reserved today by Mr. Justice Mowat, on an appeal by C. J. Scott, from his conviction for non-support of his wife and child in London, Ont. Scott appealed on the ground that he was domiciled in the state of Michigan, and therefore could not be found guilty of non-support in Ontario.

"We have a lot of magistrates in this country that are not versed in the law," said his lordship, "and they make slap-dash convictions at times. I don't feel like supporting them unless it is a clear case. I don't think it is good for the country to have magistrates running the whole law. There ought to be some supervision of them. A lot of injustice is done by magistrates convicting on local prejudice, and so on. In England, it is different. There they have a lot of educated gentlemen who know a great deal about the law, and with competent clerks, they have a regular court. That is different from having a ten-cent magistrate's court in some rural part of Canada."

IMPLEMENTS OF STONE AGE UNEARTHED BY B.C. FARMER

Relics Ages Older Than Tutankhamen's Tomb Found On Eagle Pass.

ORIGIN IS MYSTERY

Canadian Press Despatch. Revelstoke, B. C., May 22.—Stone age implements, older by aeons of time than Senestr's sarcophagus or Tutankhamen's tomb, are being dug up on the Eagle Pass farm of Thos. Griffiths on the west side of the Thompson river.

The farm is said to be situated in the oldest known rock strata. Each year, as he plows and breaks the land, Mr. Griffiths finds the primitive relics, and he now has a collection believed to be of considerable value. First, he discovered crude stone implements evidently used for cooking purposes. Then he found a goblet made of galena, which had evidently been brought there from a considerable distance, as there is no galena in the adjacent territory. British Columbia archaeologists regard the farmer's discoveries as among the most important of their kind west of the Rockies. The origin of the relics is a mystery and several theories have been advanced. It is known that the Indians were

160 distinct Indian groups. Professor Hill-Tout, well-known authority on Indian affairs, and in history of the coast province, finds remote Eastern Asian and Polynesian affinities for some of the six groups that have left their trace in British Columbia, and the implements found on the Griffiths farm are said to be unlike the handwork of certain tribes of South Sea Islanders.

Service on Liners To Be Reduced

Associated Press Despatch. Glasgow, May 22.—A possible drastic reduction in Atlantic passenger liner service was forecast by Chairman Henderson, of the Anchor Line, in addressing the company's annual meeting here yesterday.

Most of the liners, he said, are at present sailing with an average vacancy in passenger accommodations of 50 per cent as spread over the year. This was most wasteful and was not bringing in an adequate return on the capital. If it continued, he said, the sailings must be greatly reduced.

on the Pacific coast long before the Chinese Buddhist priests, who, according to legend and the histories of Hoel-Shin (449 A. D.), discovered Western America long before Christopher Columbus was born. Efforts to associate the implements with any branch of the Indian race now inhabiting the coast have, so far, proved unsuccessful, and it has been estimated that there are about

The crankshafts on Studebaker cars are completely machined on all surfaces, thus giving perfect motor balance.

FRANK McLACHLIN
86-90 King Street
Phone 8.



The Bone in the Beefsteak

THE bone in the beefsteak is useless, but you pay for it just the same. . . . You don't want the bone—but you have to take it, if you want the meat. . . . There's a bone of that sort in most automobile prices. You pay for "bone" when you buy a car on which the manufacturer has had to pay profits to parts-makers.

PAYING FOR MIDDLEMEN'S PROFITS IS PAYING FOR "BONE."

And most automobile prices include middlemen's profits.

That's because most automobile companies are dependent on middlemen or parts-makers.

Few companies are equipped to make their own bodies, engines and chassis parts. They have these parts made outside and assembled in their own factories. They pay profits on these parts to middlemen—and then add their own profits.

SO THE RETAIL PRICE OF MANY AN AUTOMOBILE INCLUDES DOUBLE AND TRIPLE PROFITS—"bone" for which the purchaser pays.

Very different is the situation with Studebaker.

For there is no "bone" in Studebaker prices. No extra profits for double overhead. No middlemen's profits.

Here's the reason: Studebaker manufactures more of the parts that go into its cars than any other large automobile manufacturer, except possibly Ford.

STUDEBAKER MAKES ALL ITS OWN BODIES. Do you know any other automobile manufacturer who can say as much?

STUDEBAKER MAKES ALL ITS OWN ENGINES. Many manufacturers buy the entire engine—an engine made for no car in particular—and, of course, include the engine-maker's profits with their own in the car's list price.

STUDEBAKER MAKES ITS OWN AXLES, TRANSMISSIONS AND CLUTCHES. How many others can say that?

STUDEBAKER MAKES ITS OWN GEARS AND BRAKES—makes its own springs, castings and stampings—does its own

drop-forging and **MACHINES CRANKSHAFTS ON ALL SURFACES.**

The Studebaker policy is **COMPLETE MANUFACTURE**—with only one overhead—with only one manufacturing profit.

That policy results in important advantages to the purchaser of a Studebaker.

First, quality is controlled by Studebaker throughout manufacture.

Second, the absence of middlemen's profits **KEEPS DOWN MANUFACTURING EXPENSE.**

Third, large volume further makes possible **MANUFACTURING SAVINGS WHICH STUDEBAKER SHARES WITH CUSTOMERS THROUGH LOWER PRICES.**

Isn't it plain that Studebaker can thus afford to give **GREATER DOLLAR-FOR-DOLLAR VALUE?**

Isn't it equally clear why **STUDEBAKER PRICES ARE SEVERAL HUNDRED DOLLARS LOWER** than those of any other cars comparable in quality?

Remember these facts **BEFORE** you buy a car.

Think of the bone in the beefsteak that you're paying for, though you don't want it.

And don't forget this: **THE "BONE" IN MOTOR CAR PRICES**, middlemen's profits, often amounts to 25 per cent of list prices—**MAKES YOUR AUTOMOBILE DOLLAR WORTH ONLY 75 CENTS.**

Come in and see the Studebaker models in our showroom. Come in and see how you can save paying for the "bone."

You don't want "bone," you want "meat"—and **IN STUDEBAKER PRICES YOU PAY ONLY FOR "MEAT."**

Come in today—in fairness to yourself, learn what Studebaker offers.

FRANK McLACHLIN

86-90 KING STREET. PHONE 8

FLAT RATE SERVICE —on all repairs

ONE flat price for every job—the same price for every customer.

You know the price before the job is started. You pay that agreed price—no extras.

All work is done by experienced mechanics—using genuine Studebaker parts and methods.

Quicker, more efficient and thoroughly satisfactory service at rates much lower than average.

We will gladly go over your Studebaker—without charge—and tell you what's required.

FRANK McLACHLIN
86-90 KING STREET. PHONE 8.

STUDEBAKER

