

You Should Read the *Studebaker* Proof Book

The writer of these words has been reading and preparing business literature for a good many years.

But he has never read and (he is sorry to say) he has never written as convincing a book as this Studebaker Proof Book.

The Studebaker Proof Book is simply a volume of evidence—evidence of the value contained in the Studebaker car.

He feels impelled to urge you to send for it.

And if you do send for it, he is willing to venture a prediction.

He is going to predict that you will buy a Studebaker car.

Turn an X-Ray on the Car

Because he is positive that you will recognise immediately, as he did that this book is a book of Truth—solid, convincing, substantial Truth in every word, paragraph and page, from cover to cover.

Take the Studebaker FOUR, electrically started and electrically lighted, at \$1375.

This Studebaker Proof Book doesn't mention the Studebaker FOUR by name except in the concluding page.

But every fact cited, every detail described, every process pictured, gives you an intimate idea of how that FOUR is built.

It turns an X-Ray on to the car so that you can see its very vitals.

It makes you appreciate perhaps for the first time, how marvelous that price of \$1375 actually is.

You Appreciate the Studebaker FOUR

You realize that it couldn't be sold for that price if it were not for the size and scope, and the scientific closeness of Studebaker operations which he describes.

You appreciate, as you travel with him through the plant, what it means to get in this \$1375 Studebaker FOUR—no less than 247 drop forgings instead of malleable iron castings.

You discover that not only the vital parts but even the lamp brackets, body irons, seat braces are of steel, drop forged and heat treated in the Studebaker plant.

It begins to dawn on you why the Studebaker FOUR is lighter and yet stronger than the great majority of cars of equal carrying capacity.

Then you realize that the magnificent long stroke, small bore motor in the \$1375 FOUR is not only Studebaker design, but very much more.

It is Studebaker-built, down to the casting of the cylinders, pistons and upper part of the crank case, in one of the finest—if not the very finest foundries in the world.

You learn that Studebaker steel is steel indeed—that every piece that goes into the FOUR has at least from four to six heat treatments.

You Almost See the Actual Operations

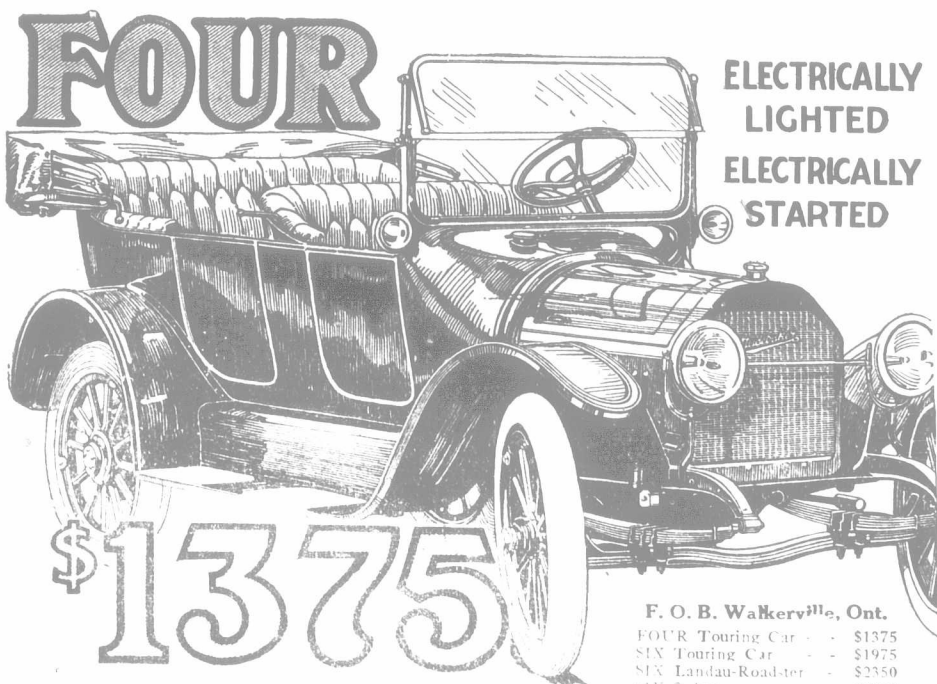
So step by step this graphic Proof Book takes you into forge shops, foundries laboratories—shows you how the steel in the \$1375 FOUR is tempered and tested for cam shafts, crank shafts, connecting rods, gear wheels, transmission shafts, etc., etc.

By word, picture and photograph it describes the drastic test of Studebaker springs—the grinding and cutting of gears—a hundred things you ought to know, told in a way you can understand, and every word of which you will enjoy.

Trust to the experience of one who has spent a lifetime studying business literature—this is a book worth having.

Studebaker will send it to you if you'll ask for it on a postal card.

The Studebaker Corporation of Canada, Ltd.
Walkerville, Ontario.



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ELECTRICALLY
STARTED

F. O. B. Walkerville, Ont.

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SIX Touring Car	\$1500
SIX Passenger SIX	\$1800

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of dairy, creamery, cheese factory and farm supplies, including gas engines, is by far the largest and most complete in Canada.

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We have issued complete catalogues covering our various lines and we shall be pleased to mail you a catalogue covering whatever supplies you may require.

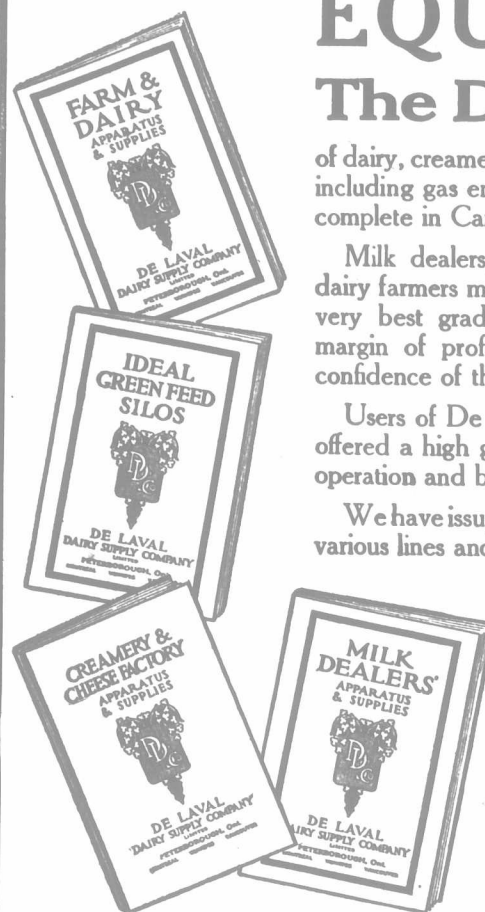
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MONEY IN POTATOES

Properly grown, potatoes are one of the most profitable crops that the farmer can raise, yielding a revenue of anywhere from \$125 per acre up. The way to make these profits is to grow potatoes right, and to use labor-saving machines at every stage of the work. The wise farmer will choose his machines very carefully, regarding their cost as an investment that will yield him dividends for many years to come. He will choose a machine that is well constructed, of the very best material, and that is guaranteed to give him years of satisfactory service.

O.K. CANADIAN POTATO PLANTERS

meet these requirements and more. The O.K. Canadian Planter is extremely simple in its operation, its cup-feed device handles the potatoes carefully, without danger of damaging them, it is adjustable to space the hills anywhere from twelve to eighteen inches apart and to any depth, and covers the seed thoroughly. It is equipped with an attachment to distribute fertilizer at the same time, if so desired. It is guaranteed in every respect. With the O.K. Canadian Seed Potato Cutter, you can cut from five to seven bushels of seed potatoes per hour, four or five times as many as can be done by hand. Our booklet, "Money in Potatoes" contains pretty nearly everything there is to know about Potato Growing. We will be glad to send it to you if you will write for it.

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