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The reasons whv

## This is a Studebaker Year

What Automobile Buyers Generally Want:
In a recent poll of 20,000 car owners by the National Automobile. Chamber of Commerce, Inc., of New York (the automobile manufacturers' trade association) each owner was asked to name the quality which appealed to him most in buying a car. The results showed as follows:


This poll confirms Studebaker's experience of seventy years in building vehicles of all kinds. Studebaker Cars have been and always will be designed and manufactured to meet the qualifications demanded by the public

## The Proof of Studebaker Quality:


apon intrinsic values but upon the production costs of different manufactus rps, which vary widely according to their individual manufacturing facilities,
bility, and ability, and output. Everybody in the automobile industry knows that stand
ardized cars manufactured complete in large quantities give the greatest in trinsic values, or stated otherwise, the most actual car, per dollar of price. As-
sembled cars, which constitute eighty-five per cent. of the hundred-odd makes sembled cars, which constitute eighty-five per cent. of the hundred-oodd makes
of American and Canadian cars, are ass embled from parts purchased from of American and Canadian cars, are ass embied from parts purchasen inevi-
many sources, which precludes harmonious so-ordination in design and inevitably increases costs and selling prices about $25 \mathrm{p} . \mathrm{C}$
5. APPEARANCE. An automobile should never be bought on appearance, although seemingly 8 p.c. of buyers are influenced by appearance alone. A automobile is a highly developed mech anical instrument trom which engineers
isfactory service is rightly expected. Studebaker executives and isfactory service is rightly expected. Studebaker executives and engineers
give much attention to appearance, sty le, and distinctive beauty in the matter give much attention to appearance, ste
of bodies, tops, hoods, radiators, and fenders. Our bodies are master-pieces of
6. SERVICE, Studebaker has 250 dea lers in Canada, 3,000 in the United States, and is widely represented in all foreign countries. These selling out ets carry in stock $\$ 4,000,000$ of Repair Parts for all models of Studebake Cars. The prices of parts for Studebaker Cars are lower (or ar
of any cars of their price, and much lower than those of high-priced cars. Studeof any cars of their price, and much lower han those efficient pervice to buyers.
baker dealers are obligated to render prompt and efre
Studebalker is in business to sell motor cars and not parts. The accessibility Studebalker is in business to sell motor cars and not parts. The accessibility
of Studebaker Cars for quick dismount ing and repair work is common knowlof Studebaker Cars for quick dismount ing and repair
edge in the garages and among chauff eurs and mechanics all over the world.
7. POWER. In acceleration, power delivered at the point of traction, and hill climbing ability, all three models of.Studebaker Cars enjoy unique reputa-
-ions.
8-12. SUNDRIES. The other qualities which seemingly influenced the selection of 29.5 p. . . of buyers are flexib ility, endorsement of others, specifica-
tions, speed and appointments. Studebaker Cars stand high in all these respects. Studebaker Cars have set many precedents in quantity manufacture, particularly in the matter of appointments and equipment, such as crown fen
ders, cast en bloc six-cylinder motors, cord tires, one-piece windshield, cowl ders, cast en ew light, tonneau lamp with extension cord, windshield wiper,
ventilator, cowl Studebaker's greatest asset.

Walkerville, Ontario
Augut 7th, 1922
THE STUDEBAKER CORPORATION OF CANADA, LTD.
New
Prices:
f. o. b. Walkerville, Ont.

| Light-six |  | Reductions | SPECIAL-SIX |  | Reductions | BIG-SIX |  | Reductions |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Chassis | \$1150 | \$100 | Chassis | \$1475 | \$225 | Chassis | \$1975 | \$200 |
| Roadster | 1375 | 120 | Roadster. | 1760 | 265 280 | Touring | 2275 | 200 |
| Touring | 1375 | 120 | Touring . . | 1795 | 280 | Speedster | 2500 | 250 |
| Coupe-Rd | 1775 | 150 | Coupe | 2750 | 300 | Coupe | 3175 | 325 |
| Sedan | 2225 | 200 | Sedan | 2950 | 300 | Sedan | 3375 | 325 |

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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, AUGUST 12,1922


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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, AUGUST 12,192


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THE EVENING TINES AND STAR, ST. JOHN, N. B., SATURDAY, AUGUST 12,1922


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THE EVENING TIMES AND STAR, ST. JOHN, N. B., SATURDAY, AUGUST 12, 1922

## VIGOROUS HEALTH AIDS SUCCESS KlenzoDentalCreme $35 c$. Tube <br> Steremerd Tooth featib KLENZO TOOTH BRUSHES 40 c to 75 c each <br>  <br> The Ross Drug Co., Ltd. <br> Ladies Ready - to - Wear FEATHER HATS

All Wanted Colors
Every Hat Silk Lined
MARR MILLINERY CO.,LTD.

## Advance Showing of Hudson Seal

 persian lamb, raccoon and muskrat coatsThe early buyer has the great advantage of first choice. MAKE YOUR SELECTION NOW and by making a deposit we will reserve your choice.
## F. S. THOMAS

539 to 545 Main Street


| PYRTEM <br> Cooked <br> Meals $\qquad$ the oven heat, differing in this way from practically all other cookins wases. $\qquad$ <br> PYRE <br> Transparent OVEN-WARE $\qquad$ $\qquad$ thus saving the |  |
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W. H. THORNE \& CO., LTD. , harerimer











$\$ 35$
And $\$ 25$ to $\$ 50$.
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 Our immenese stock is

crompactornety 2. THE HOUSE EURNISHER


D. MAGEE'S SONS, LIMITED

