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Convincing Proof



Unit-Built Studebakers give excess mileage

IT IS TRUE that the average owner turns in his car and buys a new one within three years. Nevertheless, Studebaker has refused to build a three-year car. Great numbers of Studebakers with 100,000-mile records attest this fact.

Studebaker's substantial Unit-Built construction not only insures scores of thousands of miles of excess transportation, but it also

- insures luxurious comfort.
- insures greater safety, as evidenced by many lives saved when staunch Studebaker body work has met the test of severe accidents.
- cuts repair expense to a minimum.
- keeps the car not merely running, but running like new for years beyond expectation.
- maintains resale value.

All vital parts for Studebaker cars—all

engines, bodies, clutches, gear sets, brakes, differentials, springs, steering gears, axles, gray-iron castings and drop forgings—are made in Studebaker plants.

The result is a Unit-Built car. Because all parts are designed and built into one harmonious unit, the Studebaker functions as a unit. This gives much longer life, with scores of thousands of miles of excess transportation, greater riding comfort, minimum repair costs, and, finally, higher resale value.

Thousands of Studebaker owners have covered 50,000 miles—100,000—even 200,000 miles and more—with marked freedom from repair expense. Annual sales of repair parts for all Studebaker cars for several years have averaged only \$10 per car.

The list of owners of Studebaker cars which have traveled over 100,000 miles (shown on the inside fold) is proof positive of Studebaker's in-built reserve mileage and greater dependability.

Studebakers are just breaking-in when other cars are breaking-up

One-Profit Value

BY MAKING all bodies, engines, clutches, axles, steering gears, brakes, gear sets, springs, differentials, gray-iron castings and drop forgings in its own plants, Studebaker eliminates the extra profits and overhead costs of outside parts and body suppliers. These savings go to the purchaser in the form of higher quality at lower prices.

Because all phases of manufacture are directly under Studebaker control, Studebaker cars are constantly kept up-to-date. Resale values are thus further stabilized.

Studebaker offers Unit-Built construction at One-Profit prices in three 6-cylinder chassis and twenty body types. Purchase of any model can be arranged under the Studebaker Budget Payment Plan at the lowest time-payment rates known to the automobile industry.

Let these 100,000-mile Studebakers tell you what Unit-Built means

LISTED below are a few of the Studebaker owners who have driven their cars from 100,000 to more than 300,000 miles. All Studebaker models are included in these records. The list is by no means complete—there are hundreds more throughout the world.

You hear and read of *stamina*—do you

know of greater *stamina* than this? You listen to talk of *dependability*—do you judge the dependability of the car you buy from records like these? We have been telling you in Studebaker advertising of the scores of thousands of miles of excess transportation built into every Studebaker. Here is the proof:

Name	Mileage	Name	Mileage	Name	Mileage
Geo. Scafeater, Tipton, Pa.	110,278	Joseph Scott, Rhinebeck, N. Y.	200,000	William R. Jewesson,	
John Winquist, Salamanca, N. Y.	102,321	Chas. Covert, Beacon, N. Y.	150,000	Brooklyn, N. Y.	109,000
C. J. Forner, Salamanca, N. Y.	121,280	Jack Lansford, Greenville, Tex.	150,000	T. A. Backe, Brooklyn, N. Y.	160,000
Bev Taxi, Salamanca, N. Y.	103,222	H. A. Funk, Winslow, Ariz.	110,248	E. J. Tonnelieu, Benton Harbor,	
David B. Abrams, Northville, N. Y.	138,000	Russell Freer, Highland, N. Y.	200,000	Mich.	175,000
Chas. Ianders, Johnstown, N. Y.	117,000	William McGill, N. Conway, N. H.	125,642	Oscar Gernert, Shillington, Pa.	135,000
Empire Co., Gloverville, N. Y.	109,000	Delmore Smith, N. Conway, N. H.	111,237	E. Oberg, Pier St., Merrill, Wis.	118,491
Henry Loreny, Pipestone, Minn.	115,000	Barnes Bros., Valparaiso, Ind.	110,000	Baker & Co., Modesto, Calif.	101,050
Bert Flynn, Bloomingdale, N. J.	135,000	Eugene Hartkopp, Austin, Tex.	134,527	F. D. Clements, Gassaway, W. Va.	126,000
F. L. McCord, Dover, Me.	150,000	A. E. Lawrence, Austin, Tex.	108,000	R. R. WallaceBogton, Hamilton, Ill.	108,000
County of Kern, Bakersfield, Calif.	138,000	Mrs. F. Schwedl, Austin, Tex.	115,000	T. S. Wright, Temple, Texas	105,000
Anderson Stage Co., Mojave, Calif.	100,000	A. P. Gardner, Frankfort, Ky.	235,000	Cal: Ridge Oil Co.	
Geo. W. Rickhill, Bisbee, Ariz.	150,000	Fred H. Carlson, Creighton, Neb.	119,465	Santa Paula, Calif.	100,000
F. E. Spicer, Dodge City, Kans.	100,000	Harry Brook, Sterling, Colo.	100,000	Ely Warren, Holly, Mich.	137,000
Frank Hessman, Dodge City, Kans.	100,000	W. E. Hemming, Sterling, Colo.	125,000	W. E. Nunnaalea, Tyler, Tex.	115,605
Lee Spence, Monmouth, Ill.	136,000	Samuel Brown, Uniontown, Pa.	125,000	W. E. Nunnaalea, Tyler, Tex.	121,025
W. H. Wilhite, Pasadena, Calif.	300,000	M. F. Sypal, Brainard, Nebr.	100,000	W. E. Nunnaalea, Tyler, Tex.	106,150
Thos. L. Medanick, Pasadena, Calif.	225,000	S. B. Baker, Red Star Bus Line,		Nathan Feldman, Kingston, N. Y.	186,000
H. R. Taylor, Pasadena, Calif.	110,360	Dunkirk, Ohio	150,000	Samuel Feldman, Kingston, N. Y.	173,500
Walter Mushrush, Pasadena, Calif.	125,000	L. Bamberger, Yuma, Ariz.	120,000	Chas. Van Etten, Kingston, N. Y.	109,000
Police Dept., Pasadena, Calif.	152,000	J. E. McGregor, Yuma, Ariz.	100,000	Sheriff Columbiana Co.,	
A. W. Shaffer, Pasadena, Calif.	110,000	L. Rock, Ada, Okla.	100,000	E. Liverpool, Ohio	142,000
F. H. Whitney, Buffalo, N. Y.	190,000	Bisbee-Tucson Stage, Tucson, Ariz.	200,000	Canton-E. Liverpool Bus Co.,	
Dr. Emanuel Milnor, N. D.	100,000	Bisbee-Tucson Stage, Tucson, Ariz.	275,000	E. Liverpool, Ohio	128,000
Albert G. Dehnell, Ritzville, Wash.	140,000	H. C. Kinnison, Tucson, Ariz.	300,000	Tim Bishop, Lincoln, N. H.	105,000
V. B. Bennings, Ritzville, Wash.	130,000	Heber White, Buffalo, Mo.	142,000	George Ward, Ansonia, Conn.	110,000
J. A. Adams, Ritzville, Wash.	120,000	E. T. Williams, Springfield, Mo.	115,000	Clark Barger, Kitts Hill, Ohio	135,000
Wm. Moore, Ontario, Calif.	105,000	Dr. L. J. Statatzer, Chicago, Ill.	120,000	H. Kelder, Ironton, Ohio	100,000
J. Lawrence, Port Jefferson, N. Y.	146,000	Chas. Corley, Savanna, Ill.	100,000	J. W. Truly, Ironton, Ohio	100,000
E. A. Carper, Malden, N. Va.	101,264	David Gilgoly, Savanna, Ill.	100,000	Hillstead & Grant, Int. Falls, Minn.	135,000
H. D. Ness, Smethport, Pa.	155,000	Dan Dauphin, Savanna, Ill.	100,000	Red Top Cab Co.,	
Paul Barlett, 343 Saylor, Atlas, Pa.	137,000	J. Hiptwell, Chelsea, Mass.	130,000	Wichita Falls, Tex.	160,000
T. F. Tompkins,		Ralph Pierce, Melrose, Mass.	125,000	Red Top Cab Co.,	
New Brighton, N. Y.	100,000	Oliver Mitchell, Boston, Mass.	150,000	Wichita Falls, Tex.	120,000
Dawson Garage, Pueblo, Colo.	103,000	Joe McGlory, Highland Park, Ill.	115,000	Dr. H. E. Funk, Culbertson, Nebr.	117,000
Richardson & Smith, Devils Lake,		Bias Russell, Highland Park, Ill.	106,000	M. B. Greenlee, Terre Haute, Ind.	217,536
N. D.	100,000	Mrs. J. Sheahan, Highland Park, Ill.	103,000	B. F. Davis Bus Line,	
Alex Neman, Superior, Wis.	135,184	E. A. Bullock, DeLand, Fla.	102,000	Terre Haute, Ind.	108,036
W. L. Brown, Waterville, Maine	105,000	L. C. & E. Traction Co.,		Warner Paige, Terre Haute, Ind.	103,469
C. W. Evans, Waterville, Me.	100,000	Springfield, Ohio	100,000	W. B. Bruce, Terre Haute, Ind.	112,763
Shance Transportation Co.,		Red Star Bus Co., Springfield Ohio	360,000	O. H. Hurd, Beaumont, Tex.	140,000
Charlotte, Mich.	130,000	Pendengroff Bus Line,		W. H. Perkins, Dallas, Tex.	125,000
John Bower, Bedford, Va.	120,000	Chapel Hill, N. C.	100,000	Jack Snider, Dallas, Tex.	130,000
C. E. Piekens, Sidney, Ohio	211,000	Steuenville-Canton Trans. Co.,		Larry Miller, Bemidji, Minn.	105,000
F. O. Flouris, Sidney, Ohio	110,000	Steuenville, Ohio	160,000	Geo. Hickerson, Bemidji, Minn.	160,000
L. J. Robeson, Buena Park, Calif.	249,792	Jefferson County, Steuenville, Ohio	108,000	Neil Ellis, Huntington, Pa.	166,556
F. J. Paul, Orange, Calif.	170,000	Cadiz Bus Line Co., Caciz, Ohio	135,000	Geo. Magels, Huntington, Pa.	105,351
C. L. Beach, Bucyrus, Ohio	235,400	Bunker Hill Trans. Co.		A. E. DeCoo, Woodbine, Ia.	120,413
Jerome Fisher, Bucyrus, Ohio	225,000	Waterbury Conn.	246,000	Harry E. Yount, Dunlap, Ia.	120,413
Roy Linn, Bucyrus, Ohio	120,105	M. Hengevelt, Miami, Fla.	250,000	Ira Mongeon, Laconia, N. H.	140,000
Howell Davis, Westminster, Md.	125,000	E. G. Palmatier, Miami, Fla.	100,000	Robert Shelby, San Antonio, Tex.	150,000
John Henshaw, Dobbs Ferry, N. Y.	241,000	Walter H. Goodrich, College St.,		Central Garage, Lake City, Minn.	117,000
J. E. Baker, Dobbs Ferry, N. Y.	330,641	New Haven, Conn.	126,000	C. A. Goff, Ironton, Minn.	116,000
George Ives, Gouverneur, N. Y.	110,000	Connaught-Walen Co.,		H. M. Wandre, Ironton, Minn.	335,000
Snow Valley Bus Co., N. Paint St.,		Old Monroe, Mo.	102,000	Herbert Johnson, Roslyn, N. Y.	100,000
Chillicothe, Ohio	100,000	Rus. Heycock, Olympia, Wash.	175,107	Johnson Co., Marshall, Texas	112,687
Cannon Ball Trans. Co.,		White Line, Lewiston, Me.	101,000	Eugene Bradley, Georgetown, Ky	106,000
Portsmouth, Ohio	100,000	White Line, Lewiston, Me.	100,000	H. A. Savage, Fresno, Cal.	128,000
North Iowa Motor Co., Mason		R. S. Whitney, Lewiston, Me	100,000	Art. Eedi, Nashvauk, Minn.	265,000
City, Iowa	257,286	Anton Anderson, Montevideo, Minn.	220,000	F. O. Boggs, Nashvauk, Minn.	165,000
Bill Taxi Co., Mason City, Iowa	135,284	Patrolmen, Morris, Miss.	125,074	C. L. Baird, Ateshon, Kans.	140,000
Merchants Gas & Oil,		A. Howard, Salina, Kans.	125,000	Red Star Bus Line, Canton, Ohio	150,000
Lockport, N. Y.	125,500	Al Jennings, Salina, Kans.	162,000	Steuenville Bus Line, Canton, O.	150,000
Frank Reynolds, Lockport, N. Y.	115,006	Youngstown Southern Trans. Co.,		E. Liverpool Bus Line, Canton, O.	114,000
Dan Wood, Clark, S. D.	150,000	Columbiana, Ohio	110,000	C. O. Bainbridge, Phoenix, Ariz.	352,000
Kirchoff-Ruff Auto Co.,		Youngstown Southern Trans. Co.,		O. F. Anderson, Phoenix, Ariz.	121,000
Stuttgart, Ark.	125,268	Columbiana, Ohio	106,000	Denver Stage Co., Denver Colo.	100,000
Dan Wood, Clark, S. D.	150,000	Mat Stocker, Glens Falls, N. Y.	210,237	B. C. Oney, Sherman, Tex.	117,000
Oscar Hougham, Clark S. D.	100,000	Alas Gerlock, Memphis, Texas	124,000	W. L. Thomas, Long Beach, Calif.	125,000
Fred Schlogel, Clark, S. D.	100,000	H. Anderson, Jamestown, N. Y.	175,000	Hiron Phelps, Long Beach, Calif.	150,000
Hans Thude, Mesa, Ariz.	131,000	R. B. Neale, Denton, Texas	200,000	C. DeAngelo, Long Beach, Calif.	140,000
Otto Neuman, Baltimore, Md.	144,000	R. B. Neale, Denton, Texas	100,000	L. H. Hurrroughs, Brunswick, Ga.	198,233
Jack Brady, Baltimore, Md.	132,000	L. Loegler, Cleveland, Ohio	116,000	J. M. Armstrong, Brunswick, Ga.	235,221
Fred H. Carlson, Creighton, Neb.	135,892	Horn Ice Cream Co., Norfolk, Va.	182,000	Claude Armstrong, Geneva, Ohio	172,308
Harry Decker, Huns Lake, N. Y.	135,800	Frank M. Emerick, Johnstown, Pa.	130,000	F. M. Lord, Mt. Vernon, Ohio	100,000
Harry Smedley, New Haven, Conn.	100,000	Yellow Cab Co., Benton Harbor, Mich.	100,000	Robert Kersey, South Bend, Ind.	115,260
R. E. Gordon, Indianapolis, Ind.	130,000	Yellow Cab Co., Benton Harbor, Mich.	100,000	Platner Garage, South Bend, Ind.	214,140
R. E. Francis, Indianapolis, Ind.	120,000	R. A. Claxton, Detroit, Mich.	149,586	Dan Linn, Stockton, Cal.	127,000
Webb Greer, Houston, Texas	100,000	J. W. Collins, San Antonio, Tex.	115,261	Edward Dunn, Chillicothe, Ohio	210,000
Webb Greer, Houston, Texas	100,000	Capt. C. W. Titus, San Antonio, Tex.	136,431	Peter Mazaika, Waterbury, Conn.	100,000
A. B. Pierce, Houston, Texas	150,000	J. M. Taylor, San Antonio, Tex.	168,000	Iring Raymo, Detroit, Mich.	140,000
W. K. Wheeler, Holyoke, Mass.	115,000	C. A. Goff, Ironton, Minn.	116,000	G. W. Confer, Xenia, Ohio	129,000
John Shea, Holyoke, Mass	100,000	W. C. Jackley, Anderson, Ind.	150,000	J. A. Landon, New Ulm, Minn.	185,000
Chas. Koegel & Sons,		Ventura Refin'g Co., Santa Paula, Cal.	100,000	Harry Fasnacht, Union Deposit, Pa.	141,587
Holyoke, Mass.	100,000	R. R. Wallace, Bigtown, Ill.	108,000	A. E. Hart, Evansville, Wis.	125,000
Dr. J. C. Hutton, Miami, Fla.	100,000	John Smalley, Jackson, Calif.	138,000	Norman K. Stump, Akron, Ohio	156,992
M. Snyder, Miami, Fla.	300,000	Wm. Dement, Lodi, Calif.	125,000	C. F. Sutton, San Francisco, Calif.	110,000
Ft. Madison Fire Car, Ft. Madison, Ia.	340,000	Burton A. Towne, Lodi, Calif.	110,000	Border Taxi Service, Nogales, Ariz.	225,000
John Snyder, Joplin, Mo.	200,000	George Cross, Jeannette, Pa.	104,500	Van Motor Co., Kingston, N. Y.	100,000
John Snyder, Joplin, Mo.	180,000	George Baughman, Arden, Pa.	192,000	E. W. Barker, Norfolk, Va.	197,000
John Snyder, Joplin, Mo.	150,000	George P. Thompson, Irwin, Pa.	124,490	Service Taxi Co., Mt. Vernon, Ohio	350,000
D. W. Veir, Ashland, Ohio	250,000	Greensburg, New Alexandria and		H. A. Savage, Fresno, Calif.	186,000
R. A. Ekey, Ashland, Ohio	100,000	Blairstown Bus Co.	138,000	Geo. W. Drummer, Albany, N. Y.	297,000
W. D. Fry, Ashland, Ohio	100,000	Chas. Reese, Chicago, Ill.	100,000	John P. Currier, Fredericktown, Mo.	164,831
Stillwell Auto Livery,		E. F. Turner, Chicago, Ill.	110,000	Mr. J. B. Paradis, Tataville, Conn.	106,500
Los Angeles, Calif.	100,000	A. F. Hoffman, Chicago, Ill.	250,000	B. B. Chafin, Midland, Pa.	112,400
Stillwell Auto Livery,		Mann Auto Co., Liberal, Kans.	100,000	E. H. Brooks, E. Liverpool,	
Los Angeles, Calif.	100,000	City Garage Co., Meadville, Pa.	150,000	Ohio (Taxi)	108,300
F. K. Eaton, Hollywood, Calif.	100,000	Lawrence Anderson,		B. O. Propts, Chester, W. Va. (Taxi)	147,000
Bogren-Robinson Co., Petoskey, Mich.	118,346	South Bend, Ind.	210,110	U. V. Price, E. Liverpool, Ohio	157,000
Ed. Oberg, Merrill, Wis.	118,491	J. R. & Harry Howbert, Lima, Ohio	100,000	(Taxi)	
E. J. Tonnelier, Benton Harbor, Mich.	165,000				

No owner will drive his car 100,000 miles or more unless those miles are trouble-free, economical and pleasure giving miles