

Champion Drivers Cast Their Lot With Studebaker Cars



Champion Race Drivers Buy Studebaker Cars. Choose Studebaker-E-M-F "30" and Studebaker-Flanders "20" Because They Believe Them the Best for the Money

JOE DAWSON, Howard Wilcox and Don Herr have purchased Studebaker-E-M-F "30" touring cars, and Harry Endicott has purchased a Studebaker-Flanders "20" touring car of the local Studebaker sales branch. Other well-known race drivers who are numbered among the 65,000 Studebaker owners are Johnny Aitken and Len Zengel.

These men are not only master race drivers, but they are the most expert judges of motor cars. They have studied every make of car from rear axle to radiator. They know the weak and the strong parts of every car that is worth knowing about. They have spent years in factories studying automobile construction and testing every new device and method known to motordom. It is a part of the daily business of these men to know what is good and what is bad in a motor car. Their word is the final decision. The judgment of such men on motor cars can not be questioned.

The ordinary automobile does not appeal to such men. If there is any one thing race drivers are critical about it is the sort of car they choose for their personal use. They know the best, and they will not be satisfied with anything else. That is why race drivers choose Studebaker cars when they buy a car for their personal use. They know the quality of Studebaker cars and they insist upon having them.

These drivers chose to buy Studebaker cars for their personal use because they knew that when they bought Studebaker cars they were getting the best that

their money could buy. They looked the field over carefully before they bought. When it came to Studebaker cars the verdict was unanimous. These veteran drivers have seen many higher priced cars go down to defeat at the hands of Studebaker-E-M-F "30" and Studebaker-Flanders "20" cars in race and hill-climb events.

When you buy a Studebaker car you buy the best. They are built of the very best material money can buy. They are made by the most skilled workmen in the automobile industry. Studebaker cars afford all the luxury a man could ask in a motor car. They are the cars that take the nasty roads and the big hills as they come.

Studebaker cars are fully guaranteed for one year. They are factory made and not assembled. That is why Studebakers can give the best guarantee that is given with any car. Studebaker service is the best that is offered to users of motor cars. No matter where you are you can never get out of reach of a Studebaker service station.

Harry Endicott said: "I bought a Studebaker car because the Studebakers have the best service in the automobile business."

Studebaker cars have more than sixty years of business integrity behind them. The Studebakers stand behind every car bearing that name.

Studebaker-E-M-F "30" touring cars, \$1,100 f. o. b. Detroit. Studebaker-Flanders "20" touring car, \$800 f. o. b. Detroit.

Studebaker Corporation of America

J. L. BURKE, Local Dealer,

Phone Black 627

North Platte, Nebrask.