

## Announcing

The

## Etheredge Motor Co.

 AUTHORIZED
## Sowed

 AND
## Fordson

## DEALERS

We have purchased the interests of 'Ryan Motors Co. and will continue in the same location.

## SERVICE

Will be the predominating feature of our organization.

## SALES

Our sales department will be composed of men thoroughly familiar with both our and Ford Motor Company policies

## PARTS

We will carry a very complete line of Genuine Ford Parts at cient men.

## Fourth and Poplar Streets

PHONE 4082


## An Announcement by The Studebaker Corporation of America

> Eight months ago, when the costs of materia and labor appeared to have reached their peak we made substantial reductions in the prices of
Studebaker cars. These reductions were in anticiStudebaker cars. These reductions were in antici-
pation of our ability, after the turn of the year, pation of our ability, after the turn of the yea
to purchase materials and to fabricate them lower costs.
> The expected savings hasve been realized.
> With them other savings have been made, as
result of the greatly increased volume which a result of the greatly increased volume which
Studebaker has this year enjoyed.
> During the first five months of 1921, our volume of business has exceeded that of any other auto-
mobile manufacturer except Ford. The Studebaker plants are running at capacity

## NEW PRICES aintained and efficient production basis can maintained and that we are justified in makin

 W PRICES OF STUDEBAKER CARSF. O. B. Factories, effective June 1st, 1921 .

In this quarter we shall produce 21,000 automo iles against 11,000 in the corresponding period ast year. This is an increase of approximately er cent.
o other ander is mandurer mparable showing
We believe that the confidence of the buying pub lic, which has made and is making this the quality and value of our products, and thes ve shall uphold.

We expect that as a consequence the present

> LIGHT SIX 2-Pass. Roadster . . . $\$ 1300$ LIGHT SIX Touring Car ... $\$ 1335$ SPECIAL SIX 2-Pass Roadster \$1585 SPECIAL SIX Touring Car . . . $\$ 1635$ SPECIAL SIX 4-Pass. Roadster \$1635 BIG SIX Touring Car . .......... $\$ 1985$

> LIGHT SIX 2-Pass Coupe-R'd't' $\$ 169$ LIGHT SIX 5-Pass Coupe-R'd't' $\$ 169$ LIGHT SIX 5-Pass. Sedan SPECIAL SIX 4-Pass. Coupe SPECIAL SIX 5-Pasis. Sedan. BIG SIX 4-Pass. Coupe BIG-SIX 7-Pass Sedan THIS IS A STUDEBAKER YEAR

The Studebaker Corporation of America Detroit, Mich.

South Bend, Ind.
alkerville, Cánada
H. L. MORROW CO.

