



2,000,000 ACCLAIM 15 NEW STUDEBAKERS IN FIRST 36 HOURS

South Bend, Ind., Sept. 27—Records were broken at the initial public showing of the 15 new Studebaker models on Saturday and Sunday, Sept. 13-14, not only in the numbers of attendance but in the enthusiastic and practically unanimous approval expressed, men long in the automobile industry declare. From actual count of the crowds who visited over 3,000 Studebaker show-rooms throughout America, where new cars were on display, it has been established that a total of over 2,000,000 people went to see what Studebaker had done during the first 36 hours.

From every Studebaker dealer come reports that the rush of keeping up with business, since then, has made it impossible to prepare and send in a statement of the opening-day attendance earlier.

20 to 30 cars appraised hourly
During the rush of the first 36 hours many Studebaker dealers, particularly in large cities, were completely unable to keep pace with the orders for new cars. Show-rooms were kept open until midnight, in many instances and even then people had to be asked to leave.

In nearly every large city old cars were appraised at the rate of from 20 to 30 an hour, on proposed trade-in sales. And it is generally reported that salesmen could not begin to serve all who desired to place orders.

Automotive authorities state that nothing since the advent of the self-starter has so sensationally aroused the interest of American car-owners as the new-type Studebaker body—the Duplex Phaeton. In every show room the biggest crowd was invariably centered about these beautiful, radically new models.

Duplex body a sensation
An upper structure, framed and shaped in steel, is integral with the lower body—a fundamentally new principle. It was explained that this construction makes possible a beauty of top-lines harmonious with the low lines, and obviously permanent.

By use of substantial curtains, operated on concealed spring rollers, a powerful, alert, open car is converted in less than 30 seconds into an entirely enclosed car offering through-out comfort and protection from wind, rain or snow. These curtains are each fitted with a special, extra-wide window, and so provide an entirely unique combination of open car advantage with 4-door closed car protection.

Unexpected beauty creates furor
A very flood of telegrams and letters has poured into the main Studebaker office, here.

The commandingly beautiful lines that distinguish each of the new cars do not follow anything that other American or foreign makers have attempted, it is said. They have excited comment altogether unique in automobile history. It is positively stated upon authority.

"Apparently this is exactly what the public has been waiting for—a note of absolute difference from the average, the usual, yet in perfect keeping with good taste," one official declared today, as he plowed through an accumulation of enthusiastic communications.

Details closely observed

"And people have taken the keenest interest in each detail of this appearance; the new, extra-deep crowned fenders built for balloon tires, the big, dark tires themselves, the natural wood wheels, the brilliant, nickel-plated radiators," the same official is quoted. "The satiny, new lacquer finish which is used on six of the new models has come in for a great share of this praise, as have the unusually attractive color schemes our designers have worked out."

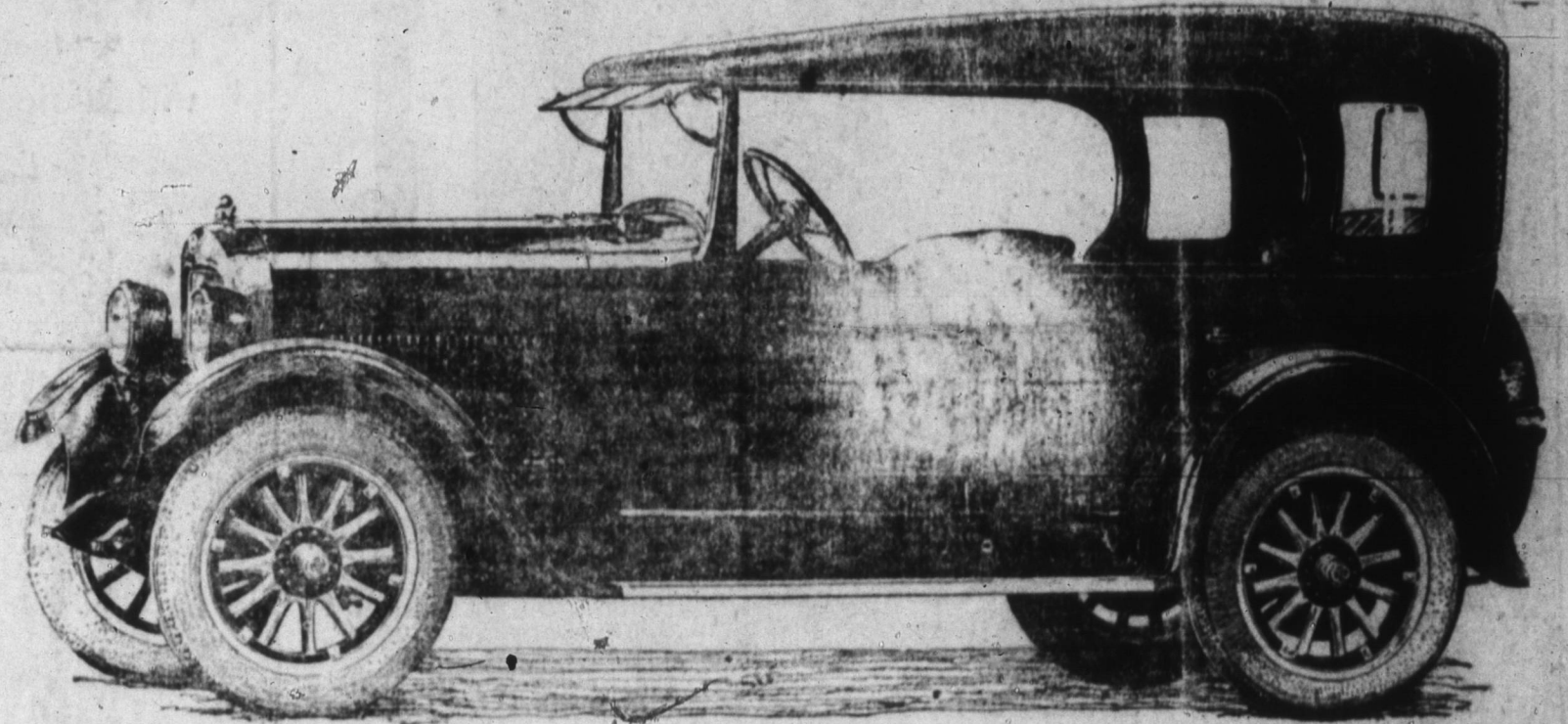
"The same is true of the genuine Spanish leather upholstery of Duplex models or the fine, soft mohair of closed bodies. The new winged radiator caps, the headlights and cow-lights—each of entirely new and unusual design, each piece of hardware—which speaks its own high quality, the utter completeness of equipment with these new models, I personally believe that these smaller details have done as much as any one of the larger betterments to convince the American public in shorter time than ever before accomplished, that Studebaker has produced new cars of value such as is without precedent in automobile history."

The Better The Car, The Easier Way To Pay

We will pay Six Per cent on your deposit to be used as an initial payment and will loan two thirds of the purchase price of the car at a rate approximately one half less than you can secure in the purchase of any other automobile. The carrying charges in the purchase of a Studebaker is positively less than that of any other automobile on the market.

Come in and the management will explain the Detail of what we have to offer

Brown Auto & Supply Co.



DUPLEX — a new name
—for a new type car you have never seen before!

A closed and open car combined—the advantages of both at an open car price!

**STANDARD SIX
DUPLEX-PHAETON**

\$1145

f. o. b. factories

No other car in its price-range has this combination of features:

- New Duplex Body.
- Real Balloon Tires.
- Inclined valve engine.
- Crankshaft and connecting rods machined on all surfaces for vibrationless balance.
- Genuine chrome tanned Spanish leather.
- All the usual equipment—plus a high grade clock, a dash gas gauge, automatic windshield wiper and lighting switch on steering wheel.
- New Studebaker 4-Wheel Hydraulic Brakes—optional equipment. Automatic braking power.

ONE minute the-DUPLEX is a comfortable, weather-tight closed car—deeply cushioned and richly appointed. In less than thirty seconds it becomes a delightful open car, with all the unhindered freedom every motorist likes and enjoys. Its double utility satisfied a most urgent need—it is as revolutionary as the self-starter and electric lights.

And the price is the same as that of the open car—with advantages in finish, fittings, room and comfort no open car could ever give!

Framed and shaped in steel, the upper part of the Duplex Body is built integrally with the lower part—it functions perfectly with the lower part—it is permanently beautiful.

But even without the "double-value" of the Duplex Body the new Standard Six would still be the same great Studebaker success. For its introduction marks the beginning of an era in the automobile industry when fine cars of real quality, plenty of room and comfort, impressive appearance, splendid power and performance may be had at a price the average buyer can afford to pay.

Surpassing mechanical superiority is obvious in every mile you drive it. Power, smoothness, silence you expect in any good six-cylinder car; but in this great car your expectations will be exceeded. You cannot anticipate such performance-perfection in any car even within hundreds of dollars of the new Studebaker Standard Six price.

The proof is easy to establish—drive it yourself, try it out on your favorite hill, test its speed on the straight-away. Sense what "ease of operation" really means in terms of effortless steering, velvety clutch action, easy gear shifting and instant brake application.

Experience what real comfort means in plenty of room, soft deep cushions; genuine balloon tires; long, supple springs.

The new Standard Six will tell you a story as it has never been told before by any other car at the Standard Six price.

Whether you are in the market now or next year—you should see this new Studebaker. It is a car that will revolutionize values in the automobile industry!

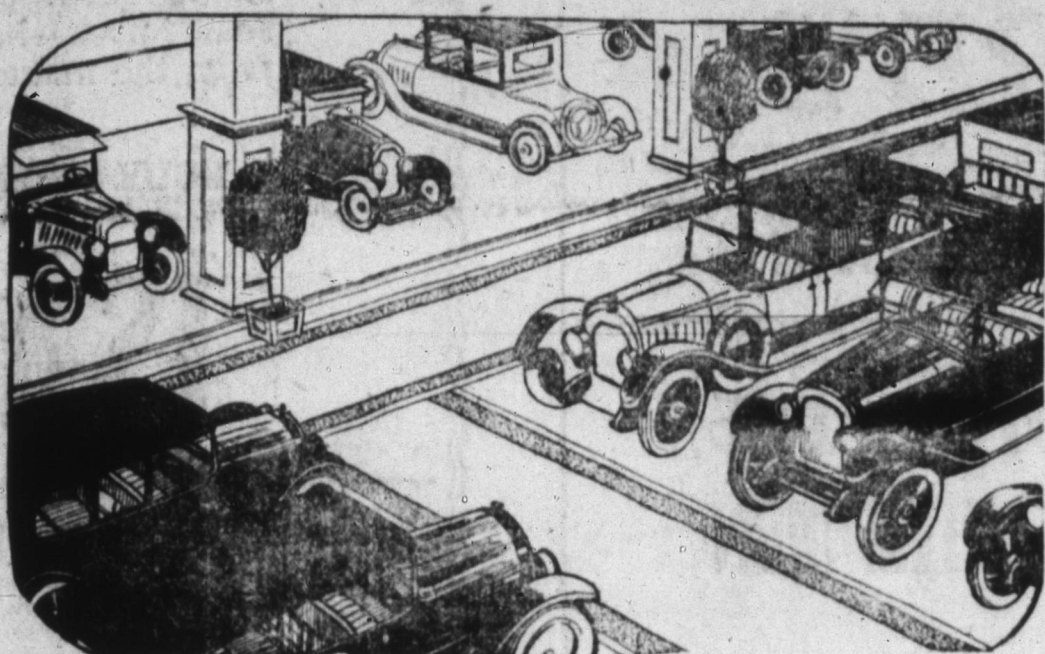
STANDARD SIX 113 in. W.B. 50 H.P.		SPECIAL SIX 120 in. W.B. 65 H.P.		BIG SIX 127 in. W.B. 75 H.P.	
4-Pass. Duplex-Phaeton \$1145	5-Pass. Duplex-Phaeton \$1495	7-Pass. Duplex-Phaeton \$1875			
3-Pass. Duplex-Roadster 1125	3-Pass. Duplex-Roadster 1450	5-Pass. Coupe 2650			
3-Pass. Coupe-Roadster 1395	4-Pass. Victoria 2050	7-Pass. Sedan 2785			
5-Pass. Coupe 1495	5-Pass. Sedan 2150	4-wheel brakes, 5 disc wheels, \$75 extra			
5-Pass. Sedan 1595	5-Pass. Berline 2225	4-wheel brakes, 5 disc wheels, \$75 extra			
5-Pass. Berline 1650		4-wheel brakes, 5 disc wheels, \$75 extra			

(All prices f. o. b. U. S. factories, and subject to change without notice.)



BROWN AUTO & SUPPLY CO.

THIS IS A STUDEBAKER YEAR



WISE

Automobile Dealers

USE

THE GOLDSBORO NEWS

AS THEIR

Advertising Medium

AND IF YOU WANT TO SEE "WHO'S WHO" IN THE AUTO WORLD, READ THIS SECTION EVERY SUNDAY. WE GUARANTEE EVERY DEALER WHO ADVERTISES IN THIS SECTION TO BE RELIABLE IN EVERY WAY.

The Goldsboro News