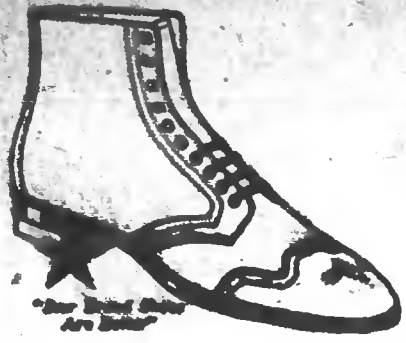


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If you buy a pair of "STAR BRAND" Shoes from us that are not SOLID LEATHER we will replace shoes free of charge and pay you \$5.00 in cash.



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The opinion is very generally accepted that individual men differ so widely that it is impossible to please them all. But we do not hold this view.

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INTEGRITY SERVICE

The Studebaker Light-Six  
Five-Passenger Touring Car  
\$995



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The 1924 Studebaker Light-Six Touring car, with its refinements and improvements, offers the closest approach to mechanical perfection in moderate priced cars yet produced.

It continues to set the pace in the amount of value for the money invested. No radical departure from approved design has been attempted. There's nothing experimental about it—everything of recognized merit. Every vital unit has proved its satisfaction in the public use.

No matter how much money you expect to invest in a car, by all means see this Light-Six Touring car, ride in it—and drive it yourself. It is then that you realize the difference.

New all-steel body of striking beauty. One-piece, rain-proof windshield with attractive cowl lights set in base. Quick-action cowl ventilator. Door curtains, bound on three sides by steel rods, open with doors. Removable upholstery in tonneau. Door pocket flaps with weights hold them in shape. Upholstered in genuine leather. Large rectangular window in rear curtain. Thief-proof transmission lock.

Comparison with other cars costing more—or less—will provide convincing proof of its greater dollar-for-dollar value, its dependable performance, ample power, extreme comfort, and many other desirable features.

The Light-Six is practically free from vibration because Studebaker machines the crankshaft and connecting rods on all surfaces. No other manufacturer follows this practice on a car at anywhere near the Light-Six price. This is just one of many superiorities.

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LIGHT-SIX 5-Pass., 112" W. B. 40 H. P.		SPECIAL-SIX 5-Pass., 119" W. B. 50 H. P.		BIG-SIX 7-Pass., 126" W. B. 60 H. P.	
Touring	\$ 995	Touring	\$1350	Touring	\$1750
Roadster (3-Pass.)	975	Roadster (3-Pass.)	1325	Speedster (5-Pass.)	1835
Coupe-Rd. (3-Pass.)	1225	Coupe (5-Pass.)	1975	Coupe (3-Pass.)	2550
Sedan	1550	Sedan	2050	Sedan	2750

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**1924 MODELS**

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