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TO LEGISLATORS

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Appointed at 23

was first discovered?"
A hand shot up. "Yes, cried Thompson."
"Well, Thompson, just te class what your information that point."



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Studebaker's 75th Birthday Announcement

Sweeping Price Reductions

The Commander, Studebaker's Big Six Brougham, reduced

Today-February 16, 1927-Studebaker celebrates its seventy-fifth birthday with price reductions which reflect the aggressive spirit of this Company.

Studebaker has lived and grown for seventyfive years because of its consistent policy of keeping ahead of the procession.

Studebaker Custom Cars, introduced recently, exemplify this policy. They have been the most widely imitated cars ever produced. In less than six months no less than a dozen manufacturers have introduced what they call "custom models" . . . but a custom name doesn't make a custom car!

As Studebaker leads in design, so does it also lead in value. The new prices quoted below represent a supreme triumph of One-Profit manufacture.

New Prices, Studebaker Cars

Effective February 16th, 1927

	Old Price	New Price	Saving
Sport Roadster	. \$1250	\$1195	\$ 55
Custom Victoria	. 1335	1325	10
Custom Sedan	. 1385	1335	50
The Chancellor (Big Six Victoria)	. 1735	1645	90
The Commander (Big Six Brougham).	. 1785	1585	200
The Sheriff (Big Six Phaeton)	. 1610	1445	165
Big Six Sport Roadster (for 4	1680	1495	185

f. o. b. factory. Bumpers front and rear included, of course. Four-wheel brakes and disc wheels regular equipment

JEWELL MOTORS, INC.

203 PIERCE STREET

