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Six Thousand PROMINENT BUYERS

December 4th, 1916 will go down in Studebaker history as PROMINENT BUYERS' DAY.

On that day, a few hours after the announcement of the new Series 18 Studebakers, from reports now in, over 6,000 of the most prominent business, professional and public men in America placed their orders for Studebaker automobiles.

This list of buyers is national - from every, State in the Union, and includes:

Members of the President's Cabinet
Governors of States
U. S. Senators
State Senators
U. S. Congressmen

State Congressmen
Great Manufacturers
Technical Experts
Mechanical Engine
(A "Blue
Bank Presidents
Noted Lawyers
Bank Directors
Supreme Court Judges
College Presidents
Officials of Great Corporations
Famous Educators
Nationally Famous Clergymen
Famous Authors
compiled.)
THIS IS THE GREATEST ENDORSEMENT EVER GIVEN ANY AUTOMOBILE BY THE MOST PROMINENT AND REPRESENTATIVE PEOPLE OF AMERICA.

It establishes Studebaker definitely as a fine car-a leader in style and quality.

It has proved beyond doubt that the day of high prices for fine cars has passed.

These buyers of Series 18 Studebaker cars are discriminating, exacting and critical-they are the keenest judges of quality and value.

They are the kind of people who have owned the highest priced cars, and their endorsement of Studebaker cars means that the value of a motor car is not
judged by its price tag. judged by its price tag.

THIS ENDORSEMENT OF STUDEBAKER CARS TRULY SHOWS:
-the obvious value of Studebaker cars.
-the obvious quality and style of Studebaker cars.
-the great confidence the,American public has in the name
of Studebaker.
-the high standing of the Studebaker dealers' organization and its ability to inspire the public with confidence in its
These prominent buyers, in spending $\$ 7,000,000$ for Studebaker cars in a few hours after the new models were announced is the greatest evidence of faith in a product in the history of merchandising.

It is more money than the public has ever spent before in a single day for an automobile of any kind at any price.

It is more money than the public has ever spent in a single day for any one article, except food, fuel and clothes.

It is the first time the public has ever so significantly stamped with approval the leadership of automobile value and quality.

It means more to the prospective purchaser of a motor car than any record ever made on a speedway, on a hill-climbing contest, on a cross-country run or through various "stunts," by specially prepared cars, in the hands of professional drivers.

See these new Series 18 cars today. Every Studebaker dealer has a specimen of these famous cars on his floor right now-see them-ride in t ${ }^{t}$ lem, and you'll quickly understand why they are the ultimate choice of America's discriminating buyers.

SOUTH BEND. IND.
STUDEBAKER
DETROIT, MICH.
WALKERVILLE, ONT.
FOUR-CYLINDER MODELS
 FOUR Roadater ..... 930
FOUR Touring Car - . . 940 FOUR Every-Weather Car - 1140 FOUR Landau Roadster . . 115
All Prices F. O. B. Det, oit,

