

MT. JOY BULLETIN


## ED. REAM

## Invites You to Attend the First Showing of the Studebaker Custom Sedans



Equipment No-draft ventilating windssield,
bumper and bumpererter, hengioe
heat ind cator and gasolinee
guyge on the dash coincident



FOR the first time in an automobile of economical promaster creations of custom om design! Swung low in the body-close-hauled in the coachwork -fleet and flowing in their lines-resplendent with the lacquered loveliness of duotone color schemes-and replete
with every detail of correct custom treatment, from broad lace trim, Butler finish hardware and Chase Mohair interiors to the silvered figure of Atalanta poised on the These Custom Sedans combine the lines that appeal to a woman with the stamina that appeals to a man-add cus-
ED. REAM, Mount Joy, Pa. S T U D E B A K E R
ance-offer disc wheels and four-wheel brakes-reaffirm the inflexible standards of Stude baker quality-and invoke
anew the great Studebaker tradition of making good with the anew the great Studebaker tradition of making
public by continually making better in the plant!
They are the latest examples of the Studebaker policy of progressive betterments. To the smoothness and power of the quiet Studebaker L-Head motor is added the custor symmetry of line and treatment that wouth
impossible, at the Studebaker price, without Studebaker One-Profit facilities. These Studebaker Custom Sedans are now on view at ou
display rooms. You are invited to come in and see them.

