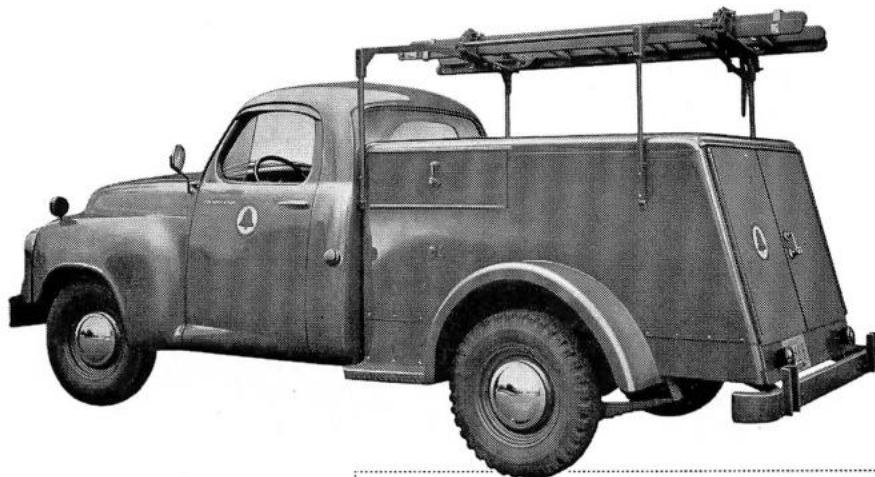




STUDEBAKER VEHICLES CAN SUBSTANTIALLY LOWER THE COST TO YOUR TELEPHONE COMPANY OF FLEET TRANSPORTATION

➤ First things first. The first cost of Studebakers, both trucks and The Lark line, is below that of competition. All Studebaker vehicles have been engineered and constructed to produce an honest day's work *every day* on the job. Fuel consumption is low. Downtime is minimized because engines and running gear are rapidly accessible, sturdily built and simplified in design. And in the event of accident, The Lark's bolt-on fenders and grille cut the cost of sheet metal repairs. An important bonus feature is The Lark's space-saving capability. Each Lark requires 18 sq. ft. less parking space than conventional cars due to its 14½ ft. length. Multiply the value of this space saving by the number of vehicles in your fleet! Then add in the other savings: Lowest initial cost, less gas, minimum downtime, sound engineering for long service life. There's more to the story. Mail the coupon or contact your Studebaker dealer for the details.



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Without obligating myself, I would like to know more about the new dimension in fleet transportation.

MR. A. E. FITZPATRICK, Manager—Fleet Sales
STUDEBAKER-PACKARD CORP./South Bend 27, Indiana

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