

**SELLING  
ON THE  
RIVER**



by Bob Kettler

According to the calendar, sports reports and an incidental bit of frost in the air, fall is here. It's the time of beautiful days, tangy wood smells and warm drives. Some people can go so far as to buy a new suit or overcoat so we thought we'd better check up on our wardrobe as it is important we look pretty good when you come to buy your new Studebaker. The price bothered us momentarily as the only late quotation we had on clothing of any sort was a bathing suit a certain lady purchased last summer. At the same cost per ounce of material, we figured our new overcoat would cost \$1,300.00.

It didn't though and we were most pleasantly surprised as you will be the moment you try this fine Studebaker we sell and service. All it takes is a stretch of open road, the Studebaker, and you at the wheel of course. The magnificent performance of the car, its thrilling power, the comfort of the ride and ease of handling will quickly convince you that here is the car you should have for your own. Of course when you balance its amazing economy against your budget, you'll know that here is the one way you can have a new car and most of your money too.

Fellow finally got around to reading this column the other day and brought his car in for a bit of this and that. He bragged he hadn't been near a shop for quite some time and the car showed it. As a matter of fact, after he and our master mechanic went over the needs of the car, item by item, they decided his best bet was to keep the oil and change cars.

Of course we know it wouldn't happen to you, you're one of those fellows that takes care of the car at all times. But for the fellow that forgets once in a while, we hope he takes the wheel of his car in hand and wheels it over this way with a minimum of detours. Especially now, with these cold mornings and all, the quicker you have the car lubricated, winterized, and generally put in top condition the better. Hurry!

That's that, but a fellow tells us that everything is worth a lot of money these days, except money!

Yours,  
**BOB KETTLER**

**KETTLER**  
Motor Sales

Studebaker Sales & Service  
20735 Grand River, KE-1-1700

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