

- Pupils, pupils, the time is here, to say our lessons loud and clear. Now in a sentence, which of you can use these words? Both big and new.

- Studebaker, Studebaker!

- Studebaker, Studebaker?

All: Yes siree, that's Studebaker.

- But I asked you for big and new? Now please do what I asked you to.

- Everyone knows who's broad appealed.

- The big new choice in a low price field.

- Studebaker?

Both: Studebaker. (bouncy music) ♪ Big news, big news ♪ ♪ Big new Studebaker ♪ ♪ Craftsmanship with a flair ♪ ♪ The stand-out car in the low-price field ♪ ♪ The only car in the low-price field ♪ ♪ That's really, really news ♪ ♪ Studebaker, Studebaker ♪ ♪ Big new, big new Studebaker ♪ ♪ Big new, big new Studebaker ♪

Narrator: And now the time has come for you to see the one car really new. To take a drive in this free-wheeler at your Studebaker dealer. Or, if a used-car owner you'd be, it's just as easy as ABC. Always Buy Certified, easy as that! Dial your deal or grab your hat. Down to a Studebaker dealer's we'll go. They're the finest cars in town, ya know. Studebaker! Studebaker's the name to say. See your dealer, right away.