

Studebaker

ANNOUNCEMENT

Below you will find described three Studebaker automobiles. We believe that when you have carefully examined them you will agree with us that they are the greatest values ever offered

IN LOOKING AT THE CARS AND STUDYING THE SPECIFICATIONS REMEMBER THAT THE STUDEBAKER COMPANY WILL THIS YEAR BUILD AUTOMOBILES TO THE VALUE OF \$65,000,000 AND THAT OUR FACTORIES ARE THE LARGEST AND BEST EQUIPPED IN THE WORLD. THERE ARE 88,000 STUDEBAKER AUTOMOBILES NOW IN USE IN THIS COUNTRY AND GIVING GENERAL SATISFACTION. OUT OF THIS EXPERIENCE, AND CONFIDENT IN THE WIDE-SPREAD APPROVAL OF THESE THOUSANDS OF OWNERS, WE HAVE GONE FURTHER THAN EVER BEFORE IN PRODUCING EXTRA ORDINARILY HIGH-GRADE CARS AT LOW PRICES.

CONSIDER THAT BACK OF EVERY AUTOMOBILE WE BUILD, IS THE UNTARNISHED STUDEBAKER REPUTATION FOR HONEST MANUFACTURE AND SERVICE TO THE OWNER AFTER HE BUYS.

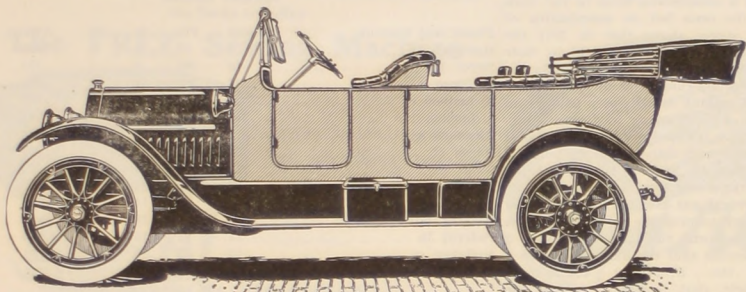
WE WOULD CALL TO YOUR ATTENTION THE EXTRAORDINARILY CLEAN AND MOD-

ERN MOTOR DESIGN, WHICH CARRIES MOTOR CONSTRUCTION TO THE HIGHEST POINT OF ENGINEERING SKILL.

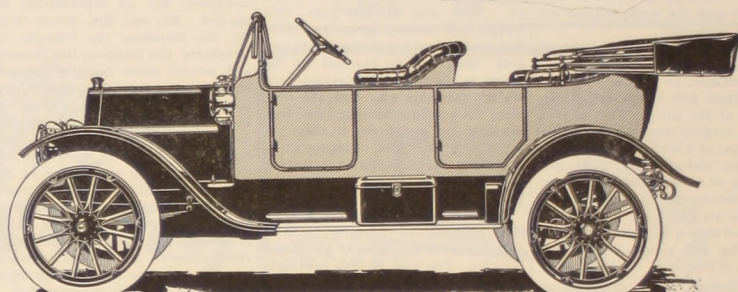
WE WOULD ASK YOU TO NOTICE THE ATTENTION TO DETAILS AND THE REMARKABLE WAY IN WHICH EVEN THE SLIGHTEST INCONVENIENCE FOR THE DRIVER HAS BEEN SMOOTHED OUT.

CONCERNING QUALITY OF STEELS, CAREFUL MACHINE WORK, THE HEAT TREATMENTS TO GIVE STEEL REQUISITE HARDNESS AND STRENGTH, AND ALL THE VITAL FEATURES WHICH EVEN DETAILED SPECIFICATIONS CANNOT MAKE CLEAR, REMEMBER THAT OUR FACILITIES FOR ACCOMPLISHING THESE ESSENTIALS ARE THE BEST IN THE INDUSTRY, AND THAT UPON OUR ASSURANCE TO YOU THAT THESE MATTERS RECEIVE THE MOST EXACT CARE AND TEST, RESTS THE ENTIRE STUDEBAKER ORGANIZATION.

IT IS PUBLIC CONFIDENCE IN STUDEBAKER METHODS AND IN STUDEBAKER PROMISES THAT MAKE THIS ORGANIZATION THE GREAT FORCE WHICH IT IS.



Studebaker "35" Touring Car--\$1290



Studebaker "25" Touring Car

The Six-Passenger Touring Car Enters the Low Priced Zone

Notice first that this is a six-passenger car. Instead of the usual five-passenger touring car, we have chosen this new but far more convenient and logical plan, of making the "35" a six-passenger car, with two seats of the disappearing, collapsible type.

The body is long and handsome. The upholstery is rich, and the cushions so deep and comfortable that it seems incredible that they can be placed on a \$1290 car.

With the 116-inch wheel base, the Studebaker "35" really enters the big car class. Yet we shall build 25,000 of this type during the coming year, and the price is much lower than any other big car which approaches it.

In the Wagner electric self-starter we have a device which has been developed beyond all the little difficulties which first attended electric self-starters. It is simple in operation; has nothing to get out of order, and will turn the motor 80 revolutions per minute for 31 minutes. Simply pull a handle on the steering column and your car will start.

The electric lights which are of a type identical with those used on the highest priced cars, are lighted from the storage battery, which forms a part of the electric system.

The springs, semi-elliptic front, three-quarters elliptic rear, are so placed that the car is not only

extraordinarily comfortable, but has great "ridability" even over rough roads.

For power we have the long stroke motor, full 35 horsepower. The design is in accordance with the most modern engineering practice. Nothing better has been developed. Everything is accessible.

The motor is, we believe, as quiet as any motor ever offered, and with its 35 horsepower offers the driver an extraordinary capacity, both for speed and for surmounting difficult road conditions. Compared with other cars of the same wheel-base, the "35" has far more than standard power.

The full floating rear axle not only eliminates all possibility of axle trouble, but gives this car precisely the same construction as is used in the highest priced cars.

In short, the owner of the Studebaker "35" will be certain that his car equals in every way, and in body design surpasses, other cars of about the same size, which are offered at several hundred dollars higher price.

Models and Prices—All prices for cars completely equipped, f. o. b. Detroit.
Studebaker "35" Touring Car.....\$1290
Studebaker "35" Sedan Type..... 2050
Studebaker "35" Coupe..... 1850

More, We Believe, Than \$885 Has Ever Bought Before

The design and chassis construction of the Studebaker "25" is precisely similar to both the Studebaker "35" and the Studebaker "Six." In quality of chassis material, methods of manufacture and care in inspection the "25" is identical with the higher priced Studebaker cars.

Because of these facts alone the Studebaker "25" is taken out of comparison with other cars of the same price. In every essential of automobile construction it is as good as the Studebaker "35" and "Six," and that means as good as any cars can be built.

In proportion to its weight of 1750 pounds the "25" has extraordinary power. For ease in handling, "roadability," we do not believe it is surpassed by any car at any price.

Moreover, the finely upholstered and deeply cushioned seats are extremely comfortable. There is no swaying across the road at speed as is frequently the case with light cars. The body is of handsome design, with ample room in the tonneau for three passengers. Notice the close resemblance to our other cars.

As in all Studebaker cars, everything has been made convenient. We have equipped the car with a gas primer, which altogether does away with the objection to hand cranking.

The Studebaker Jiffy curtains on the "25" are very handy, and from the spark and throttle controls, which are on the steering column, to the 30x3½ inch Goodrich tires, everything about the car is of the best quality, and will appeal to the purchaser who knows automobile value when he sees it.

We have built the "25" not only for the buyer who delights in accessories, but for the great American people who want an unflinching, handsome, enduring car at a price within everyone's reach.

The "25" is the kind of a car a man ought to buy, because it conforms in every way to the high standards of Studebaker reputation and Studebaker practice.

Models and Prices—All prices for cars fully equipped, f. o. b. Detroit.
Studebaker "25" Touring Car.....\$885
Studebaker "25" Roadster..... 875

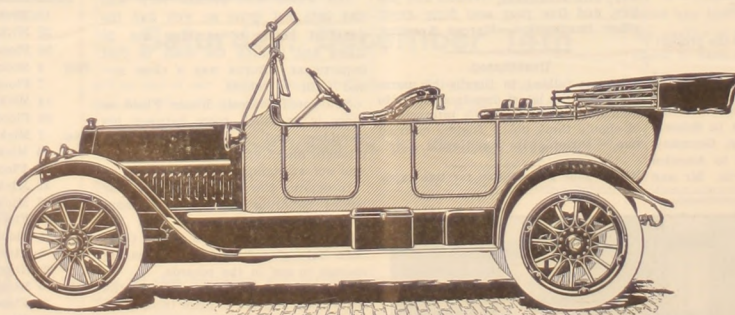
In the \$1550 'Six' You Will Find Another Marvelous Value

The \$1550 Studebaker "Six" is the extraordinary car you will find it to be, because we shall make more "Sixes" this year than any manufacturer has ever made in a single year before.

Consider also that to the production of this car the resources of the most complete automobile factories in the world are directed and you will understand how this six-cylinder car, perfect as every Studebaker must be, can be produced for \$1550. It is a remarkable achievement.

In the Studebaker "Six" you will find the six-cylinder automobile at its best. It has the smooth, even, masterful power which six cylinders insure. To drive it is to realize the highest reach of motor refinement. It is immediately responsive, instantly answering the driver's control and always it furnishes resistless, uninterrupted power.

Run over in your mind the mechanical details: The clean and accessible motor design with its accurate, simple parts; the full floating rear axle, the absence of all chassis complications to trouble the owner. Add to these considerations the efficient electric self-starter, the deep cushioned six-passenger body, the electric lights and the details of equipment



Studebaker "Six" Touring Car--\$1550

such as inside dash light, the new Jiffy curtains and all necessary adjustments and controls which are so placed that everything needed is constantly at hand. We have smoothed out every inconvenience.

All these improvements meet for the first time in the \$1550 Studebaker "Six," and this car marks the day when a six ceases to be a car for the wealthy alone and can be readily purchased by the great motoring public.

Luxury in equipment will always be a Studebaker policy, and in the "Six" Roadster and Limousine, as well as in the Touring Car, we have perfected every detail.

We are confident that when you have carefully examined the Studebaker "Six" you will regard it as we know it to be an extraordinary car at a marvelous price.

Models and Prices—All prices are for cars fully equipped, f. o. b. Detroit.
Studebaker "Six" Touring Car.....\$1550
Studebaker "Six" Limousine..... 2500
Studebaker "Six" Roadster..... 1550

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