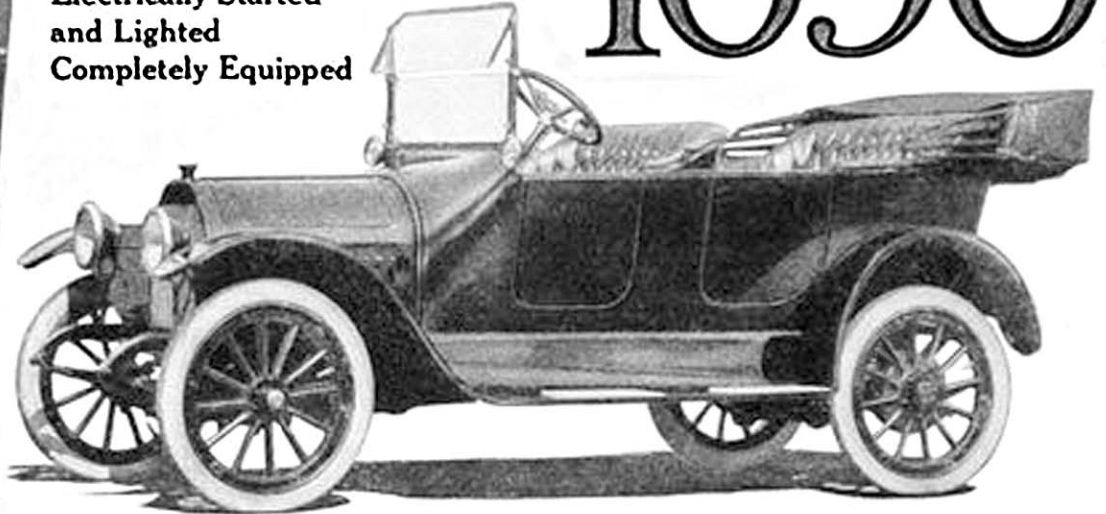


# Studebaker

FOUR  
\$1050

The Full Floating Rear Axle  
Full Equipment of  
Timken Bearings  
Electrically Started  
and Lighted  
Completely Equipped



## Finish

**Y**OU'VE observed, haven't you, that the Studebaker FOUR finish looks as bright and clean and fine after a year's hard use as in the beginning?

That kind of finish fights off depreciation.

What do we mean by that?

We mean it adds actual cash value when you sell the car and buy another.

We emphasize this finish because it typifies a score of operations on this FOUR in which Studebaker exactness goes far, far beyond ordinary practice.

Twenty-four operations produce this finish.

As many, and as finely and thoroughly done, as on the costliest cars.

Seventeen of them are painting operations—with a sand blast first.

Why the sand blast?

To remove every impurity and make it impossible for the paint to flake.

Few cars—even among the highest priced—use this precaution.

You couldn't buy a better finish, no matter what price you pay.

Not only extra-zeal in painting characterizes this FOUR.

Scrupulous exactness in every process, excess-caution in designing, steel-testing, heat-treating, case-hardening; special-care in stamping, drilling, machining, assembling, inspecting.

Unite all these and you begin to understand why we feel justified in pronouncing this FOUR the best value in the world at \$1050.

The Studebaker Proof Book describes and pictures the scientific precision of Studebaker manufacturing operations. Send for it.

Studebaker  
Detroit

F. O. B. Detroit	
FOUR Touring Car . . . . .	\$1050
SIX Touring Car . . . . .	1375
SIX Landau Roadster . . . . .	1800
SIX Sedan . . . . .	2250
Model "15" Touring Car . . . . .	1299
Model "15" Coupe . . . . .	1850
Six Passenger "SIX" . . . . .	1550

Seventeen painting operations—count them in the illustration—are required for the finish of every Studebaker body.

F. O. B. Walkerville, Can.	
FOUR Touring Car . . . . .	\$1175
SIX Touring Car . . . . .	1500
SIX Landau-Roadster . . . . .	2150
SIX Sedan . . . . .	2600

Canadian Factories:  
Walkerville, Ont.

- Raw Metal
- Sand Blast
- Metal Priming
- Lead
- Putty Glaze
- Half & Half Coat
- 1<sup>st</sup> Coat of Rough Stuff
- 2<sup>nd</sup> Coat of Rough Stuff
- 3<sup>rd</sup> Coat of Rough Stuff
- 4<sup>th</sup> Coat of Rough Stuff
- Rubbed out of Rough Stuff
- Ground Coat
- Color (Paint)
- Color Varnish Glaze
- 2<sup>nd</sup> Coat Varnish
- 1<sup>st</sup> Rub
- 3<sup>rd</sup> Coat Varnish
- 2<sup>nd</sup> Rub
- Stripe & Finish Varnish

Buy It Because It's a Studebaker