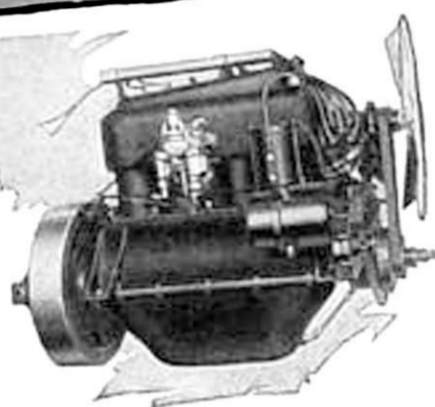


What \$985 will buy —because it's a *Studebaker*



The Studebaker Motor

is the long-stroke, high-speed type—powerful and silent in operation—simple in design and extremely accessible in every one of its details. Remarkably economical of fuel owing to improved design of gas passages, valve openings and manifold.



The Studebaker Springs

together with the remarkable balance of the chassis have made this FOUR one of the EASIEST-riding cars on the road. Long, flat wide, TRIPLE-life springs of Studebaker steel—semi-elliptic in front, full-elliptic underslung in rear. Spring-shackles at both ends to take up end-nickel-plated construction and joints.

The Studebaker FULL-floating Rear Axle

is not merely a "floating" type of axle—but a real FULL-floating rear axle in which the axle housing carries the weight of the car. TWO Timken Bearings in each hub take up the side-thrust and the shaft itself is left free merely to turn the wheels. It is the SAFEST and most accessible type of rear axle. Studebaker designed and Studebaker built.

At the first glimpse you get of this Studebaker FOUR you'll begin to appreciate the evident QUALITY that Studebaker has built into its every detail, simply "—because it's a Studebaker."

For you'll find it one of the handsomest cars you ever saw. A car of distinctive design—refined and graceful in line with a rare elegance of finish that few cars at any price can match.

And you'll notice, too, the roominess of this attractive car—and the handsome CROWN fenders and the wide doors with hidden hinges and catches, and deep, restful cushions finished with high-grade, hand-buffed leather. And a hundred other little details that lend beauty and grace to its looks.

But it is only when you study the mechanical construction of the car itself that you realize how much you can buy in this car at \$985—how needless it is to pay more for a FOUR—and how unwise, too, it may be to pay less and sacrifice quality—QUALITY you must have, and this is the ONE car that can fully satisfy you on every quality point at a price below one thousand dollars.

The rear axle, for example—it's not merely a "floating" type. This FOUR has a FULL-floating rear axle. It's the most expensive form of axle—but it's the safest and the easiest to get at.

You'll find that instead of following the less expensive construction of driving thro' springs, Studebaker uses TWO radius rods and a torque arm for the drive. The springs are free to take up the jolts and jars—and nothing else.

You'll find brakes of ample size to insure safety at all times on any roads. And a brake-equalizer of the highest type.

You'll find a silent and flexible motor that gives road-mastering power and yet is marvelously economical.

You'll find Timken bearings at every point of HARDEST wear—13 of them in all. Is there any other car at less than a thousand dollars that can give you as many?

You'll find a Studebaker-developed Electric System that never fails. And so in every detail you'll find the QUALITY that Studebaker must put into the Studebaker FOUR "—because it's a Studebaker."

But see this car—stand it side by side with other FOURS—no matter what the price. And judge its quality and what it gives, and then, when you know that you can get all this at \$985—backed by the \$45,000,000 guarantee of that name of Studebaker—you'll begin to realize that Studebaker QUALITY is not merely an empty phrase.

STUDEBAKER — Detroit
Canadian Plants: Walkerville, Ont.

Studebaker Features

Electric Lighting and Starting—FULL-Floating Rear Axle—Timken Bearings—Safety Tread Rear Tires—One-man Type Top.

	Price in U. S. A.	Price in Canada
Studebaker ROADSTER, - - -	\$985	\$1250
Studebaker LIGHT SIX, - - -	1385	1750
Studebaker SIX (7-passenger),	1450	1825