

# Over 3,000 Dealers anxious to shift to—

# Studebaker

About 20% of all the dealers in the country, within 60 days of the close of their 1914 experiences, applied for a Studebaker agency and the opportunity to have their names linked with Studebaker reputation. These were BUSINESS MEN, choosing an automobile as an INVESTMENT not as a luxury.

The soundness of their judgment was a vital thing to them, for it meant the measure of their success. They based that judgment on their past experience and their confidence in what Studebaker meant in value, and like other sound business men in these days, refused to gamble.

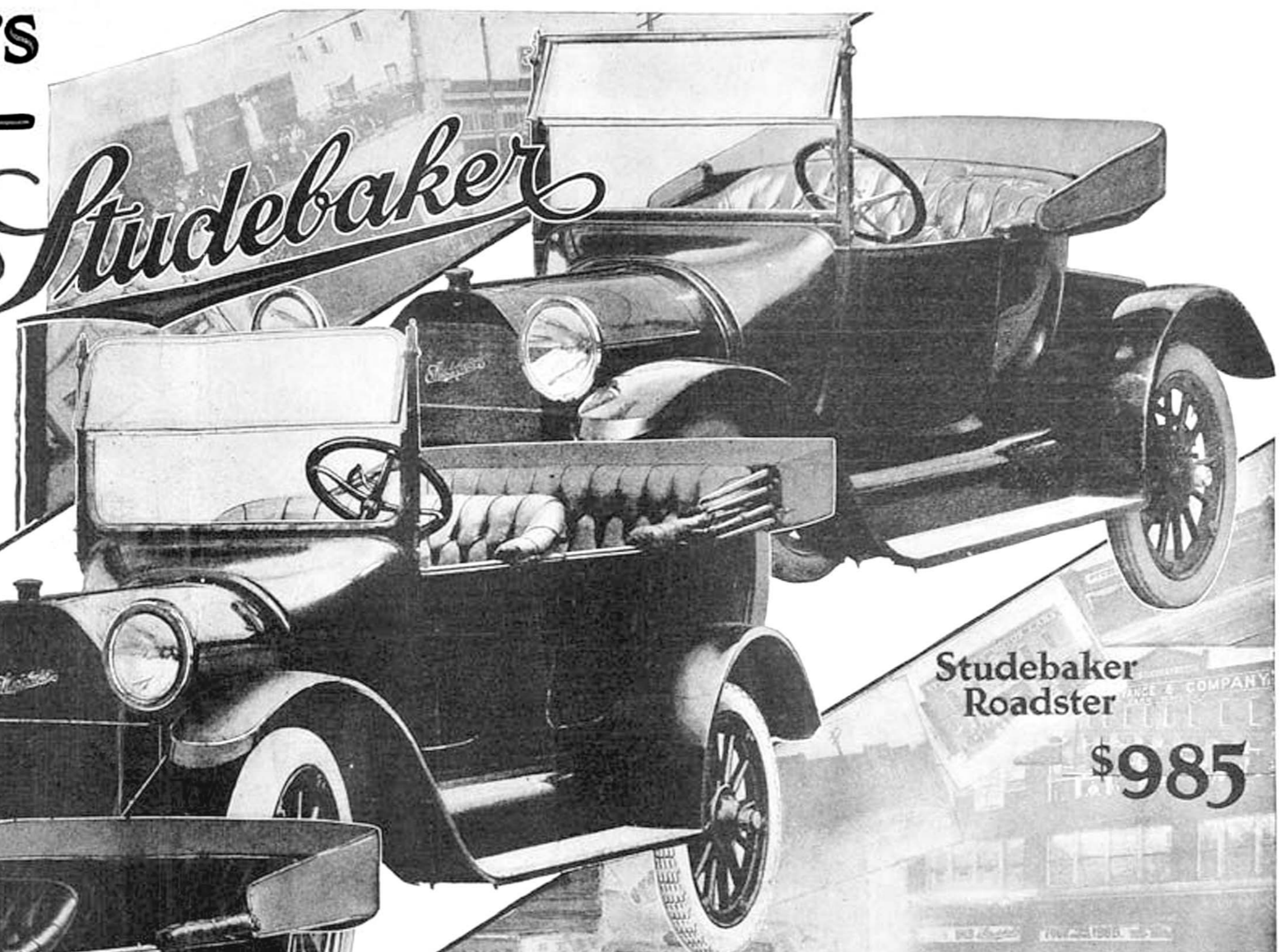
To these men—"Because it's a Studebaker" was not an empty phrase. They KNEW that the forty-five millions of capitalization behind the Studebaker Corporation was in fact a forty-five million dollar GUARANTEE behind each car they sold. They KNEW that the prestige around the name Studebaker, built gradually through sixty-three years of business integrity was another surety of a product that MUST live up to expectations. They KNEW that just as surely as Studebaker could not afford to MAKE poor cars, neither could they afford to SELL them poorly and that a Studebaker dealer carries an endorsement to the public of high standing in his community.

The unconscious advice that is given you by these experts should appeal to you as a business man. Self-protection in a year of business uncertainty was the motive behind their choice. Real knowledge of relative values earned by past experience guided them. A solid dependable certainty was what they sought—and found in Studebaker.

You who are buying a car may well consider the judgment of these 3,000 and more merchants whose knowledge of automobile values is their business asset.



Studebaker  
SIX \$1385



Studebaker  
Roadster  
\$985

Studebaker  
FOUR \$985

## Specifications

### Studebaker SIX

Electric starter, electric lights.  
Tires, safety tread on the rear wheels, 14 x 4-Goodyear.  
One-man type top, good quality silk mohair. Top boot.  
High grade, large size Stewart-Warner magnetic speedometer.  
New design locking ignition and lighting switches.  
Full floating rear axle.  
Complete equipment of Timken bearings.  
Windshield made expressly for Studebaker bodies, rain and storm proof—adjustable to rain and clear vision and ventilation.  
Extra deep upholstery.  
Complete set of high grade tools, pump and jack.  
Electric horn, with button set in center of steering wheel.  
Magnetic gasoline tank gauge.  
Studebaker-Schebler carburetor with dash adjustment.  
Quick detachable, demountable rims, with extra rim carried on locking tire carrier at rear of body.  
Studebaker stowaway side curtains.

### Studebaker FOUR

Electric starter, electric lights.  
Extra size tires, safety tread on the rear wheels, 13 x 4-Goodyear.  
One-man type top, good quality silk mohair. Top boot.  
High grade, large size Stewart-Warner magnetic speedometer.  
New design locking ignition and lighting switches.  
Full floating rear axle.  
Complete equipment of Timken bearings.  
Windshield made expressly for Studebaker bodies, rain and storm proof—adjustable to rain and clear vision and ventilation.  
Extra deep upholstery.  
Complete set of high grade tools, pump and jack.  
Electric horn, with button set in center of steering wheel.  
Magnetic gasoline tank gauge.  
Studebaker-Schebler carburetor with dash adjustment.  
Quick detachable demountable rims, with extra rim carried on locking tire carrier at rear of body.  
Studebaker stowaway side curtains.

### Studebaker Roadster

Electric starter, electric lights.  
Extra size tires, safety tread on the rear wheels, 13 x 4-Goodyear.  
One-man type top, good quality silk mohair. Top boot.  
High grade, large size Stewart-Warner magnetic speedometer.  
New design locking ignition and lighting switches.  
Full floating rear axle.  
Complete equipment of Timken bearings.  
Windshield made expressly for Studebaker bodies, rain and storm proof—adjustable to rain and clear vision and ventilation.  
Extra deep upholstery.  
Complete set of high grade tools, pump and jack.  
Electric horn, with button set in center of steering wheel.  
Magnetic gasoline tank gauge.  
Studebaker-Schebler carburetor with dash adjustment.  
Quick detachable demountable rims, with extra rim carried on locking tire carrier at rear of body.  
Studebaker stowaway side curtains.  
Special three seating body.  
Adjustable pedals.

**STUDEBAKER — DETROIT**  
Canadian Plant—Walkerville, Ont.