



Coach making with Studebaker is a tradition that dates back to the building of inaugural carriages for Lincoln and Grant. That is why the Studebaker Big-Six Sedan, detail for detail, is comparable only to America's finest cars.

In the luxury of its upholstery and finish, in the good taste and convenience of its appointments, you will find no better examples of body-work. Four wide-opening doors make access

easy. Extra wide windows of heavy plate glass give full vision or ventilation. Massive headlights, artistic coach lamps, the courtesy light at the side and extension tonneau light add to utility as well as distinction. The same master key locks transmission, ignition and the handy tool compartment in the left front door.

High prices do not necessarily mean fine cars, because prices are not based

upon intrinsic values but upon production costs of individual makers, which vary widely according to their ability and manufacturing facilities.

With \$70,000,000 of actual net assets, including \$36,000,000 of plant facilities, Studebaker stands unsurpassed in ability and resources to manufacture economically and give the greatest intrinsic value possible for a given price.

Big-Six Prices: Sedan (7-Passenger), \$2700; Coupe (4-Passenger), \$2500; Speedster (4-Passenger), \$1985; Touring (7-Passenger), \$1785. F. O. B. Factory

THE STUDEBAKER CORPORATION OF AMERICA · *World's Largest Builder of Six-Cylinder Cars*
 DETROIT, MICHIGAN SOUTH BEND, INDIANA WALKERVILLE, CANADA

Studebaker

THIS IS A STUDEBAKER YEAR