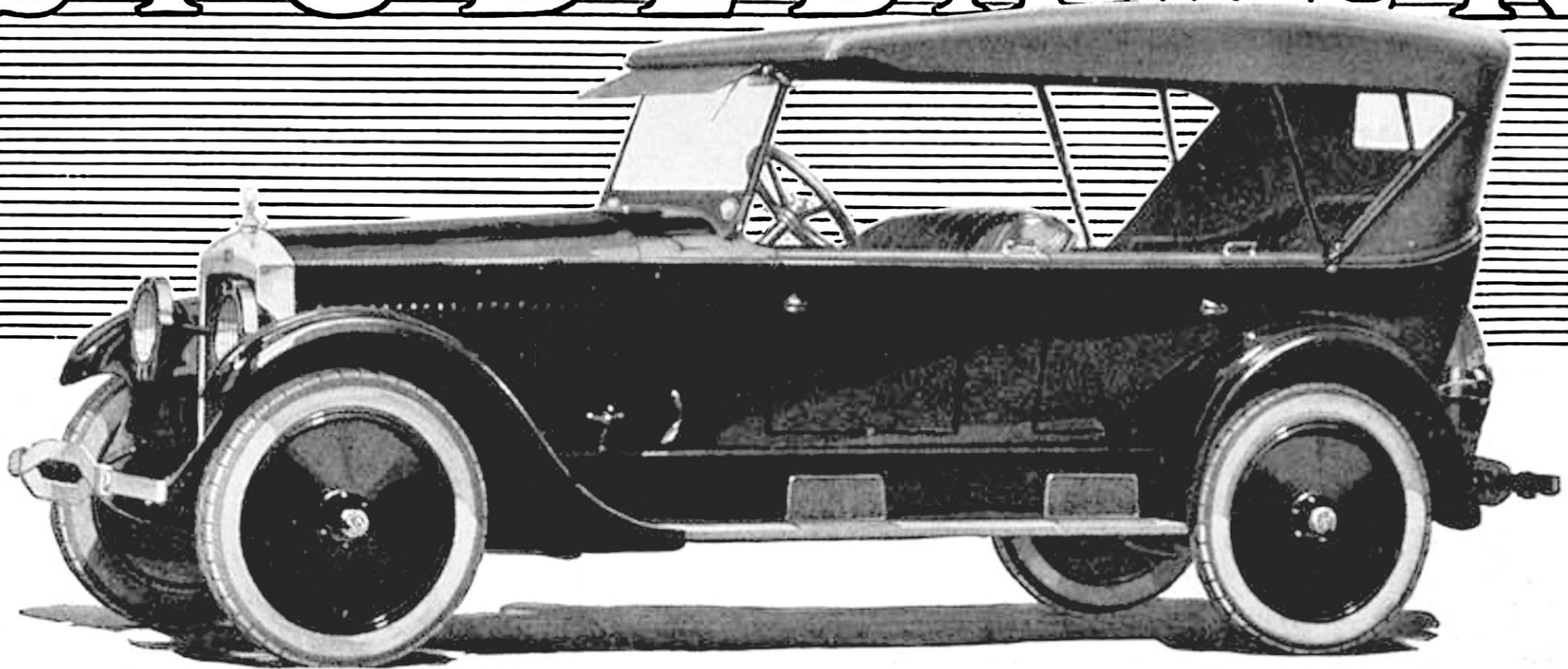


STUDEBAKER



THE BIG SIX TOURING CAR \$1750

STUDEBAKER has again demonstrated, in the 1923 series Big-Six Touring Car, that it is not necessary to pay a fancy price for a motor car of highest quality.

Fundamentally the same splendid automobile that 50,000 owners have found so satisfactory, this fine car incorporates all the new year's betterments and improvements.

Its performance is as exceptional as its beauty. It is unvarying in its dependability, comfortable for any journey, and is completely equipped with every feature for convenience and utility—even to the extra disc wheel with cord tire and tire cover and handsome nickel-plated bumpers.

The limited production of most of the better cars increases overhead expense and raises the cost of every manufacturing

operation. This necessitates a high selling price and decreases intrinsic values.

The fact that Studebaker builds nothing but sixes, in large volume, and manufactures all vital parts in its own factories, enables it to reduce costs, eliminate parts-makers' profits and give more for the money.

Studebaker plant facilities are adequate for the most economical manufacture. Raw materials are bought at the lowest possible prices, labor is specialized and efficient, and overhead per car is reduced to a minimum.

These savings are reflected in the price of the Big-Six Touring Car.

Studebaker maintains quality standards that are second to none. Materials and craftsmanship are unexcelled.

The name Studebaker stands for highest quality and honest value.

THE STUDEBAKER CORPORATION OF AMERICA
South Bend, Indiana

1923 MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX 5-Pass., 112' W. B., 40 H. P.	SPECIAL-SIX 5-Pass., 119' W. B., 50 H. P.	BIG-SIX 7-Pass., 126' W. B., 60 H. P.
Touring . . . \$975	Touring . . . \$1275	Touring . . . \$1750
Roadster (3-Pass.) 975	Roadster (2-Pass.) 1250	Speedster (5-Pass.) 1835
Coupe-Roadster (2-Pass.) . . . 1225	Coupe (4-Pass.) 1875	Coupe (4-Pass.) 2400
Sedan . . . 1550	Sedan . . . 2050	Coupe (5-Pass.) 2550
		Sedan . . . 2750



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