



T H E S T U D E B A K E R B I G - S I X S E D A N \$ 2 7 5 0

THE first Studebaker vehicle was built in 1852. It ran steadily for 33 years. It fulfilled the ideals of its builders—the ideals of honest value, quality and integrity which have symbolized Studebaker products for more than two generations. It more than fulfilled the expectations of the buyer.

These ideals are the rich inheritance of Studebaker cars of today. This is the background that looms up behind the magnificent, new, 1924 Big-Six closed cars.

Every essential for complete motor car satisfaction is embodied in these cars.

Big-Six performance on hills or open roads or in the thick of traffic is unexcelled. Big-Six reliability and freedom from repairs is common knowledge. Big-Six appearance is impressive,

suggesting power and stamina. Big-Six comfort is unsurpassed in any car, at any price.

Big-Six closed cars are completely equipped including such unusual items as an extra disc wheel with tire, tube and tire cover (two on Sedan); handsome nickel-plated bumpers, front and rear; large, enameled steel trunk; gasoline signal mounted on instrument board, and many others.

And they are moderately priced, representing a value impossible of attainment by smaller producers. This is because of Studebaker's large volume, the manufacture of all vital parts in Studebaker plants, and Studebaker's vast physical and financial resources.

The overhead per car is lower on the Studebaker Big-Six than on any other fine car built, because Studebaker overhead is distributed over

six times as many units as are built by any manufacturer who competes with the Big-Six.

Studebaker's experience in supplying high class transportation for 71 years is worth considering when you select your closed car.



Partial List of Equipment of Big-Six Sedan

Two extra disc wheels complete with cord tires, tubes and tire covers. Handsome nickel-plated bumpers, front and rear. Commodious trunk. Automatic windshield cleaner, rear-view mirror and glare-proof, glass visor.

Courtesy light, coach lamps, dome and rear corner reading lights and combination stop-and-tail light. Motometer with lock and ornamental radiator cap.

Aluminum-bound running boards with corrugated rubber mats and step pads. Aluminum kick plates. Heater, vanity case, smoking set and flower vase. Snubbers. Jeweled eight-day clock. Upholstery of all-mohair velvet.

The 1924 model Studebaker cars are not equipped with Four-Wheel Brakes and will not be

1924 MODELS AND PRICES—f. o. b. U. S. 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., 127" W.B., 60 H. P.
Touring.....\$ 995	Touring.....\$1350	Touring.....\$1750
Roadster (3-Pass.)..... 975	Roadster (2-Pass.)..... 1325	Speedster (5-Pass.)..... 1835
Coupe-Roadster (2-Pass.).. 1225	Coupe (5-Pass.)..... 1975	Coupe (5-Pass.)..... 2550
Sedan..... 1550	Sedan..... 2050	Sedan..... 2750

Prices Subject to Change Without Notice



STUDEBAKER

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South Bend, Indiana

Walkerville, Canada

Address all Correspondence to South Bend

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