



Pictured above is the Studebaker Special-Six Sedan—a study in the unobtrusive smartness of good form, which characterizes coachwork by Studebaker. The accessories, of course, are complete to the smallest detail—no single refinement, no minute convenience forgotten. The price is \$1985

Coachwork by Studebaker

—a warrant of the superlative in fine vehicles for more than 70 years

To attain the eloquent distinction between that which is bizarre and the simple dignity of good form—between obvious ostentation and unobtrusive smartness—is an art in carriage making which cannot be quickly mastered.

* * *

For more than two generations, Studebaker has been carriage maker to the American aristocracy, meeting precisely and properly the wishes of the cultured.

So the *debonnaire* yet distinguished Studebaker closed car that you see is not a chance result. Generations of fine carriage building stand behind it.

It is the product of a city of coachmakers, the Indiana center of South Bend, noted internationally as the world-Mecca of artisans in this craft.

* * *

There, in the great Studebaker body building plants, one finds fathers and sons and grandfathers, born in the old-school Studebaker environment of superlative workmanship, working side by side in upholding a 72-year tradition. To them coach-making is a religion. And that is all they do.

So the world, now as always, looks to Studebaker for the ultimate in fine vehicles. No other maker has the Studebaker experience. No other the Studebaker traditions to inspire him.

EVERY LUXURY EXCEPT PRICE

Low price is the only contrasting feature of a Studebaker.

By producing 150,000 quality cars yearly—the world's largest quality production—Studebaker effects important economies in manufacture, which are reflected in Studebaker prices.

The finest materials money can buy are used in Studebaker cars. The workmen employed are the cream of the industry, to whom top wages, plus a bonus, are paid. There are numerous features in Studebaker found only in cars costing twice and more its price.

Over 750,000 Studebakers have been made and sold. The average cost for repair parts, as shown by actual repair parts sales, is \$13 per car per year.

Pay more but you can get no finer mechanism, no more dependable and distinguished car than Studebaker.

Send for the book

There is no greater myth in automobiles than that the price of a car is a measure of its class. We have just prepared a book, "Why You Cannot Judge Value By Price," of particular interest to the woman who seeks the utmost. It tells the five points needed to judge a car expertly; why some cars rattle at 20,000 miles, others not; explains one simple point that reveals instantly whether a closed car has been cheapened to meet a price or offers true quality. Mail the coupon for a copy.

BIG-SIX	
7-Pass. 126-in. W. B. 60 H. P.	
Touring	\$1750
Speedster (5-Pass.)	1835
Coupe (5-Pass.)	2495
Sedan	2685

SPECIAL-SIX	
5-Pass. 119-in. W. B. 40 H. P.	
Touring	\$1425
Roadster (2-Pass.)	1400
Coupe (5-Pass.)	1895
Sedan	1985

LIGHT-SIX	
5-Pass. 112-in. W. B. 40 H. P.	
Touring	\$1045
Roadster (3-Pass.)	1025
Coupe-Roadster (2-Pass.)	1195
Coupe (5-Pass.)	1395
Sedan	1485

All prices f. o. b. U. S. factories. Prices subject to change without notice

Mail This:

STUDEBAKER, South Bend, Indiana
Please send me your booklet, "Why You Cannot Judge Value By Price."

.....

THE WORLD'S LARGEST PRODUCER OF QUALITY AUTOMOBILES