

This is a
Studebaker
Year

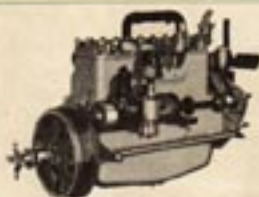


**Be Satisfied
with only a**



Studebaker

NEW LIGHT-SIX



THE NEW LIGHT-SIX MOTOR

Power with smoothness of operation has been the dominant idea in the construction of the NEW LIGHT-SIX motor. Its completely machined crank-shaft and connecting rods will not be found in any other light weight car yet produced in this country. Accessibility to another Studebaker improvement—all accessories, including oil pump, water pump, generator, relay, coil, distributor and automatic speed control are combined in a convenient and compact unit, conveniently located.



THE INTERNAL HOT-SPOT

Perfect and efficient combustion is obtained in the NEW LIGHT-SIX by the ingenious arrangement of the intake manifold and internal hot-spot—an exclusive Studebaker invention—conceived by Studebaker engineers.



INCLINED VALVES

Inclining the valves toward the center of the cylinder aids in the free passage of gas and makes possible a more compact and symmetrical combustion chamber.



NEW LIGHT-SIX LANDAU ROADSTER

The ideal convertible car for professional and business men or anyone wanting a two passenger car. It's an all-year-round car—in cold or inclement weather you get complete protection—on pleasure days, by dropping the windows, it becomes practically an open roadster. Rear compartment gives ample room for luggage, doctor's kit, ties or other articles.

\$1190 F. O. B. South Bend



NEW LIGHT-SIX SEDAN

Such quality as you find in this Sedan—such stability of design and refinement of appearance—is possible only because of Studebaker's great resources and manufacturing experience and the fact that this car is built complete in the newest and most modern automobile factories in the world. In its quietness of power and freedom from vibration this Sedan sets new standards in closed car comfort. Distracting noises and discomforting body vibrations have been eliminated.

\$1250 F. O. B. South Bend



NEW LIGHT-SIX TOURING CAR

This 40-horsepower, five-passenger car meets the long existing demand for a comfortable, durable and economical light-weight, six-cylinder car. The public has always wanted such a car—the NEW LIGHT-SIX satisfies this desire. Although this car weighs but 2500 pounds, it is so perfectly balanced

that its roadability is remarkable—there is no side sway or creeping—it drives straight as an arrow. You must ride in it and drive it to appreciate just how it sets new standards of power, flexibility, comfort, ease of handling, smoothness of operation and freedom from vibration.

\$1485 F. O. B. South Bend

Why a Six —

The popularity of the Six is universal. Everyone admits that there is great pleasure in driving a Six—and, a light-weight six-cylinder car has now been produced which is economical in the use of gasoline and oil.

The Six Cylinder Motor is the most satisfactory unit of power because

—it is powerful.

—it has a quick "get away" in traffic.

—it can be driven long distances without tiring the driver.

—it responds quickly and smoothly to the will of the driver—it can be throttled down to a snail's pace in high gear and accelerated to its maximum speed in a few seconds.

—its overlapping power impulses deliver a continuous flow of power, giving that velvety feeling which is so desirable.

—it is freer from mechanical troubles because of the absence of vibration, that destroyer of "metal life."

—and because the principal of six cylinder construction is based on a law of natural balance which reduces annoying vibrations and gives quietness and smoothness of operation.

Why the Studebaker Light-Six

At all driving speeds the NEW LIGHT-SIX is freer from vibration than any car of its approximate size or weight yet produced. Its powerful motor is an exclusive Studebaker design—conceived by Studebaker engineers—and built complete in Studebaker factories. It is most efficient in utilizing the low grades of fuel now on the market—no other light, six-cylinder motor yet produced is as free from vibration or as flexible, economical and powerful.

You can have the advantage of its motor's wonderful gasoline economy and the satisfaction of its smoothness of operation only by owning a Studebaker LIGHT-SIX.

Studebaker quality can not be questioned—it is safeguarded by thousands of inspections and laboratory tests—our entire business success depends upon upholding the reputation of the trade name STUDEBAKER, which has been a household word for over 69 years, and stands for the best there is in automobile values.

CORD TIRES ARE STANDARD EQUIPMENT ON ALL STUDEBAKER CARS