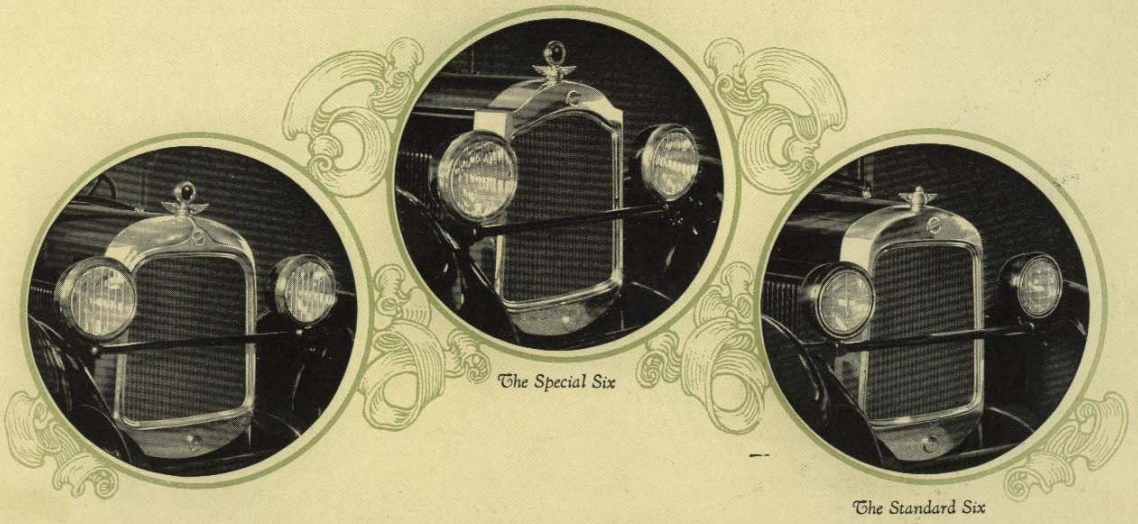

The new
Studebaker
CARS

The New Studebaker CARS

The Complete Line of Three Models in Fifteen Duplex and Closed Body Styles



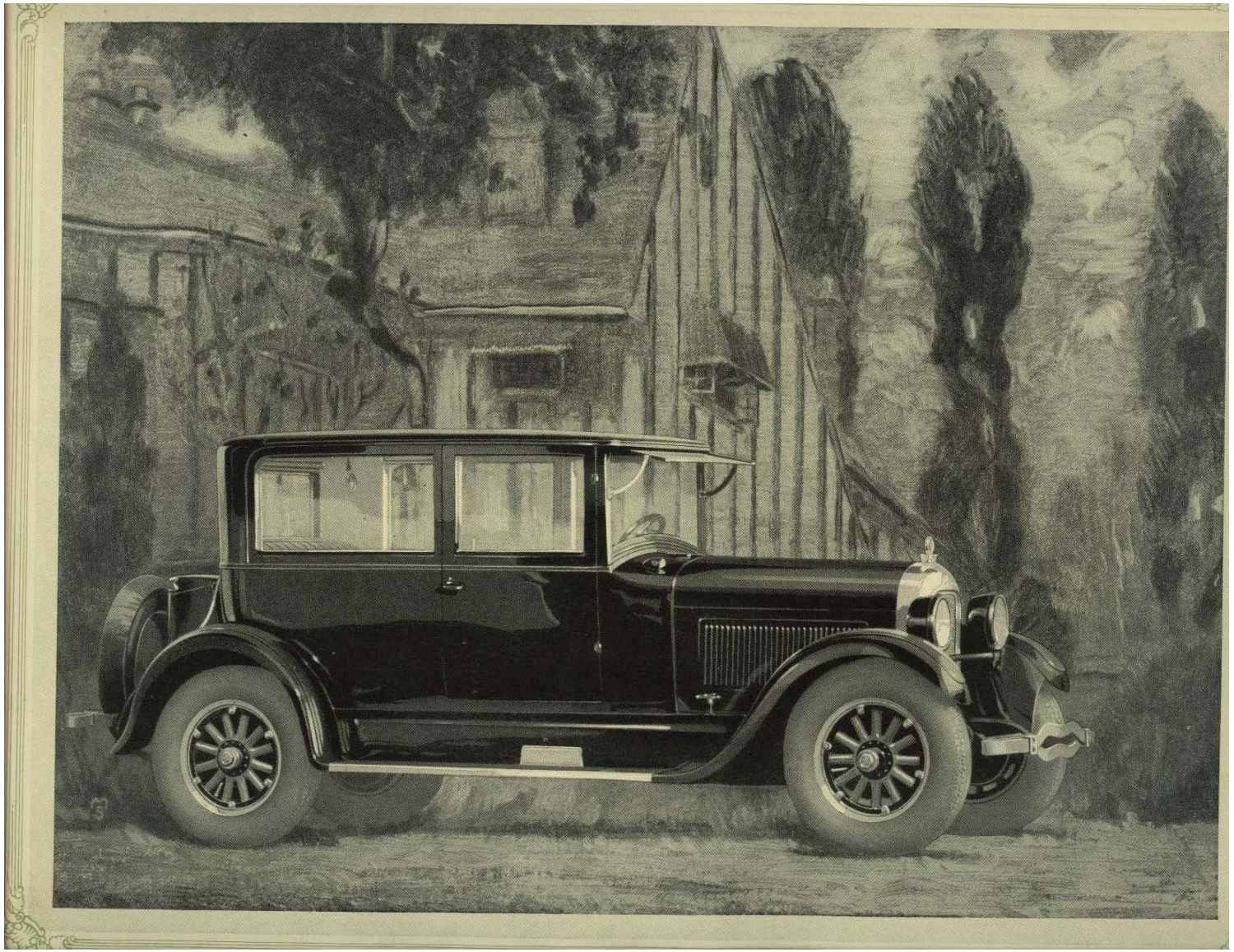
The Special Six

The Standard Six

THE STUDEBAKER CORPORATION *of* AMERICA

DETROIT, MICH. SOUTH BEND, IND.

THIS IS A STUDEBAKER YEAR



The New STUDEBAKER MOTOR CARS

THERE is a responsibility in leadership which we have kept faithfully in mind while designing the new models pictured in this catalogue. Studebaker has led the way so often in the past in new and better features of design and to so much greater values in automobiles that the public always looks with confidence to a Studebaker announcement of new models for still greater things.

In these new cars we sincerely feel that we have kept faith with the public; we believe that the combination of new features, many of them absolutely exclusive to Studebaker, will mark a new era in automobile design.

Every change in the new cars has been made, not for the sake of "novelty", but for the proved betterment of the car—to improve its convenience, comfort, power or performance, or to add to its durability and well-known great value.

Every change has been adopted only after the most painstaking research and the most exhaustive tests. All the great resources of Studebaker, in skilled engineering talent, long and successful experience and in unexcelled laboratory and factory facilities have been utilized and concentrated upon, making still better a line of cars which has been so satisfactory to nearly a million of our owners.

And not of the least importance in helping us to improve our cars is the first-hand information gained from the invaluable experience of a host of Studebaker owners who operate our cars in all parts of the world and under all circumstances of service.

Bit by bit we have gathered priceless operation and performance data from this source which has aided us immeasurably in perfecting our new cars. In our opinion no engineers or manufacturing organization can design or build a perfect automobile without this experience.

The refinements and improvements in detail are so numerous that they affect every vital part of the car, but there are some so unusual and distinctively Studebaker that they should be mentioned in these paragraphs.

The bodies, both the open and the closed types, introduce an altogether new style in American body lines. The daring originality of European design has been very skillfully adapted to American standards of good taste. The high radiators, straight hoods and wide, deeply crowned fenders harmonize in a pleasing flow of straight lines and blending curves.

The result is a line of beautiful cars, distinctly and exclusively Studebaker. To appreciate their appearance you must really see them; the pictures in this catalogue can merely suggest their great beauty.

Then there are the new Duplex models, with permanent top and roller curtains, furnished on all three chassis. As the name implies, these are open-closed cars. The body is of a brand new type, originated by us, and constitutes another step forward in Studebaker leadership.

The Duplex models fill the demand for high quality closed cars at open car prices. No other cars have this type of body. The roller curtains may be drawn and fastened instantaneously. They permit either closed car snugness or open car freedom.

A mechanical feature of great importance to the owner is a fully machined surfaced crankshaft inherently balanced which does away with attached counterbalance weights and eliminates "the critical point of vibration." Few other manufacturers follow this practice.

Real balloon tires—not merely low-pressure, oversize tires—are regular equipment on all models, and used with a chassis, wheels, steering gear and springs designed especially for this equipment.

If you should ask any great number of people who know automobiles what is the outstanding fact about Studebaker cars an almost unanimous answer would be, "Great value."

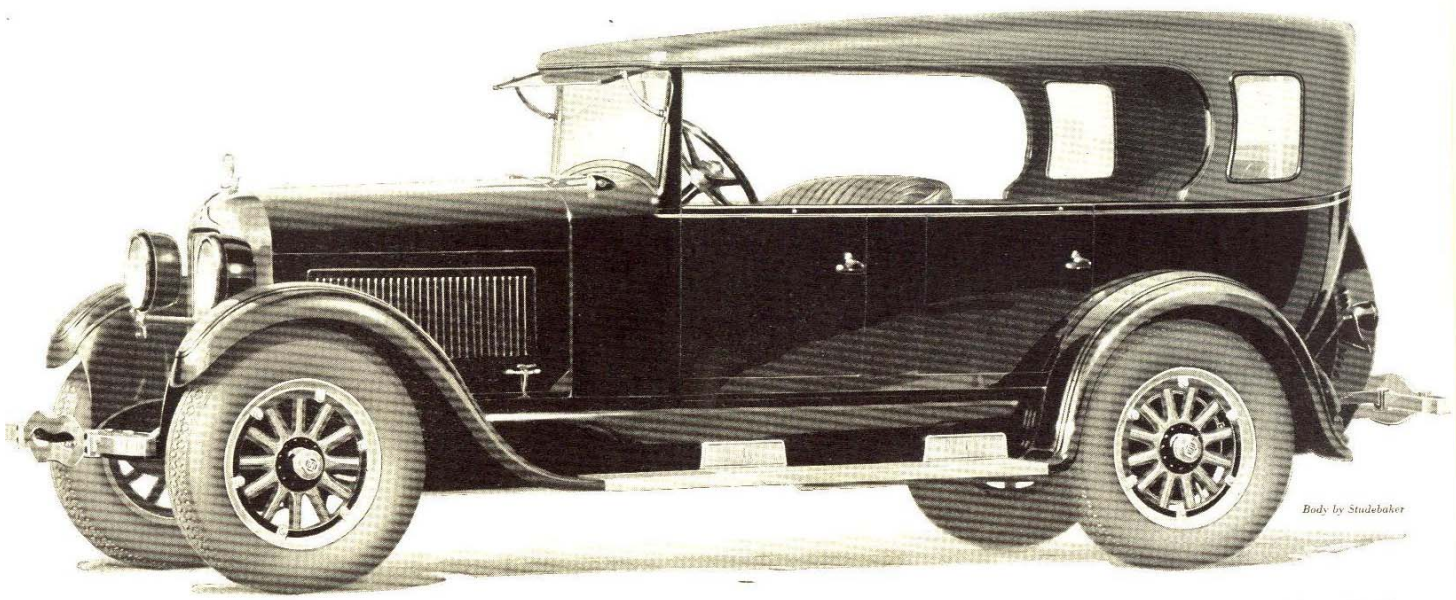
There are more reasons for the ability of Studebaker to give such great automobile value for the money than just the obvious reasons which are: large volume of production, great factory facilities, cash buying power and good management.

One reason is that 70 per cent of the Studebaker factories are new in the last six years. Modern machinery, modern plant layout, modern manufacturing methods not only permit the manufacture of better and higher grade products, but they also effect great savings in production costs which are reflected in Studebaker prices.

These resources also permit Studebaker to make not only most of its parts, but to manufacture the parts from the raw material. Very few companies today operate complete foundries, drop forge plants, steel stamping plants—very few indeed make their own open and closed bodies, tops, cushions, fenders, and so many minor parts.

It is not only the volume, but the completeness and the modern methods of manufacture and the division of administrative and overhead costs over three distinct models of cars that enable Studebaker to give the public such high quality and such great value for the money.

1852 Studebaker 1924



THE NEW STUDEBAKER BIG SIX *Seven Passenger* DUPLEX-PHAETON

IN THE BIG SIX, Studebaker has achieved the maximum in fine quality, superb performance and in satisfying size, room and comfort. All details of this car are typical of those used on the most expensive cars.

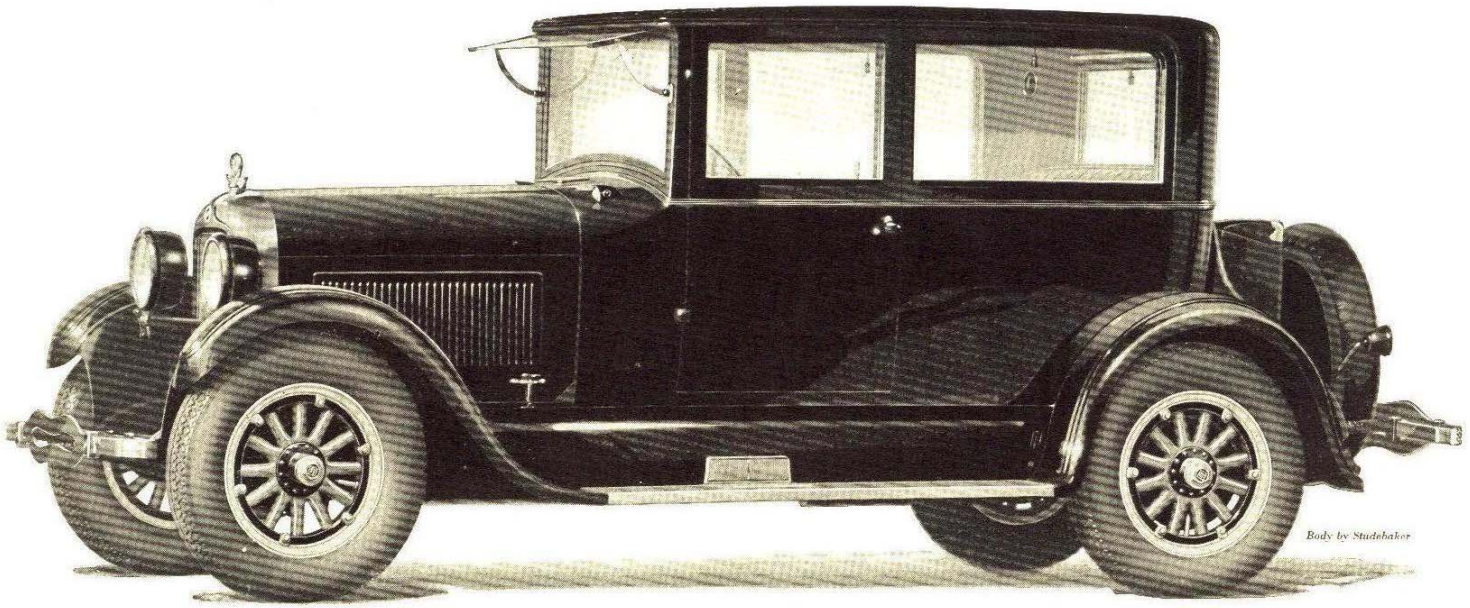
The new Duplex body, with its low, sweeping lines, is ideal on the BIG SIX Duplex-Phaeton because of the wide use of the BIG SIX in touring. The new roller curtains bring an entirely new sense of comfort, convenience and utility to the open type of car.

Extra equipment has been lavishly added. There is nothing more to buy. It even includes two high-grade, nickel-plated bumpers; an extra balloon tire, tube and tire cover; de luxe motometer, with lock and winged cross-bar and many other unusual items, among which is the lighting control on the steering wheel.

The famous BIG SIX engine, too, has been improved. There is still more power and still better performance, notably at high speeds. What this really means can only be appreciated by owners who have driven the BIG SIX and therefore know its performance qualities. It is a car especially designed, with great resources of power and performance, to meet all demands of seven-passenger service.

EXTRA balloon tire, tube and tire cover. Bumpers. Motometer with lock and winged radiator cap. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Cowl and dome lights, extension lamp and stop-and-tail light. Clock, speedometer, gasoline gauge, oil pressure gauge and ammeter mounted on instrument board. Step pads. Kick plates.

The BIG SIX Duplex-Phaeton is lacquer-finished in Studebaker blue with stripings in light blue and ivory.



THE NEW STUDEBAKER BIG SIX *Five Passenger* COUPE

THE charm of this fine five-passenger coupe is irresistible because of the easy steering control, effortless gear shifting, soft clutch action, splendid power of the BIG SIX engine, and the delightful riding qualities of the big balloon tires, long springs and soft cushions. Here is individuality, cozy comfort, and yet plenty of room.

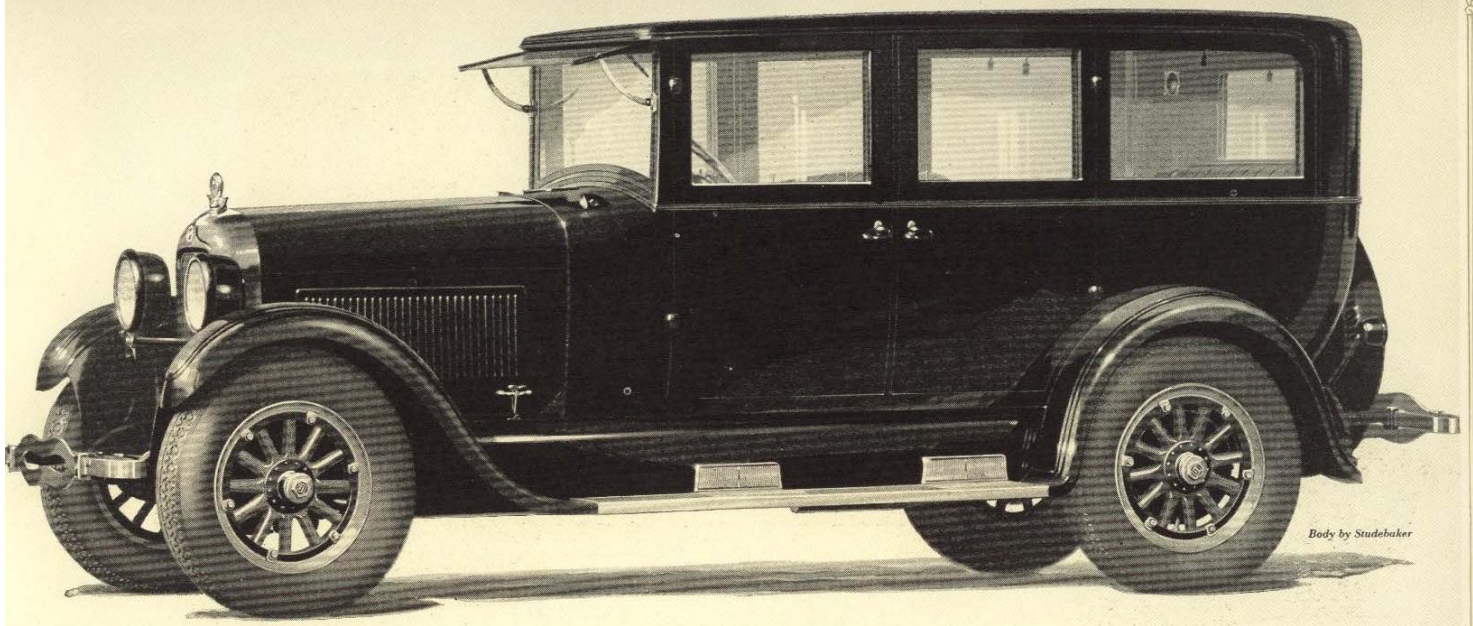
Finer materials and better craftsmanship cannot be found in any car. The economies of latest manufacturing methods—the advantage of new plants with the resulting savings of exclusive Studebaker manufacture, make it possible to price the BIG SIX Coupe far below that of any other comparable car.

The two front seats are luxurious chairs, fine enough for a drawing room. Merely tipping the right front seat forward provides easy entrance to the wide rear seat, which seats three in real comfort.

The extreme width of the side and rear windows, the big doors and the broad, one-piece windshield permit unlimited view and let in floods of light. The upholstery is finest mohair, a deep, bluish gray tone; the inside door handles, automatic window lifts and other interior metal appointments are finished in dull silver.

The coupe body is mounted on the seven-passenger chassis to meet the demand for the very ultimate in power, speed and comfort.

STEEL trunk, equipped with two suitcases and hat box. Extra balloon tire, tube and tire cover, bumpers, motometer, heater, vanity case, smoking set. Lights controlled from switch mounted on steering wheel. Automatic ignition eliminates spark lever. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Corner lights, extension lamp. Clock, speedometer, gasoline gauge, oil pressure gauge and ammeter on instrument board. Kick plates.



THE NEW STUDEBAKER BIG SIX *Seven Passenger* SEDAN

INTO the new Big Six Sedan have gone the finest design, materials and workmanship and the best of Studebaker's 72 years' experience. Nothing has been omitted to make it as fine a car as can be built.

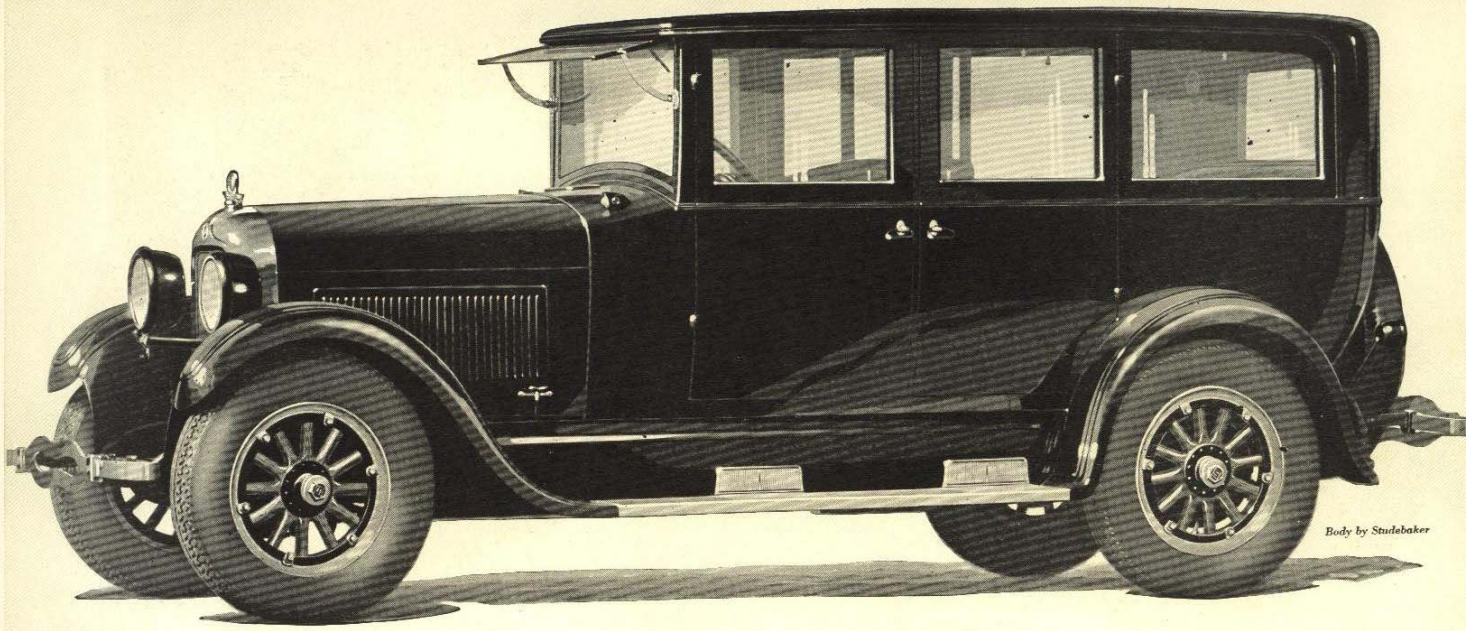
Luxurious roominess and sufficient weight to give great strength are possible in this car, because the chassis and the engine are especially designed for a seven-passenger closed body. There is a surplus of power to meet every demand of seven-passenger service.

In this car Studebaker has been lavish to the point of luxury. It is upholstered in finest mohair—bluish gray in tone. The doors are trimmed in walnut-finished panels which match the instrument board and steering wheel. The appointments include a vanity case and smoking set, flower vase, opalescent corner lights and dome light. The interior metal parts are finished in butler silver.

Big, genuine balloon tires add to the luxurious riding qualities of deep, soft cushions and long, supple springs. As on all Big Six models, the equipment includes an extra tire, bumpers, front and rear, and many other unusual items.

The Sedan is varnish-finished in Studebaker blue with fine striping in ivory on body and louvres and, with wood wheels in natural finish, and glistening radiator, the whole effect is strikingly impressive.

EXTRA balloon tire, tube, tire cover. Bumpers. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. Motometer and winged radiator cap. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Heater, vanity case, smoking set, flower vase. Dome and corner lights, extension lamp. Step pads. Kick plates. Clock, speedometer, gasoline gauge, oil pressure gauge and ammeter on instrument board.



THE NEW STUDEBAKER BIG SIX *Seven Passenger* BERLINE

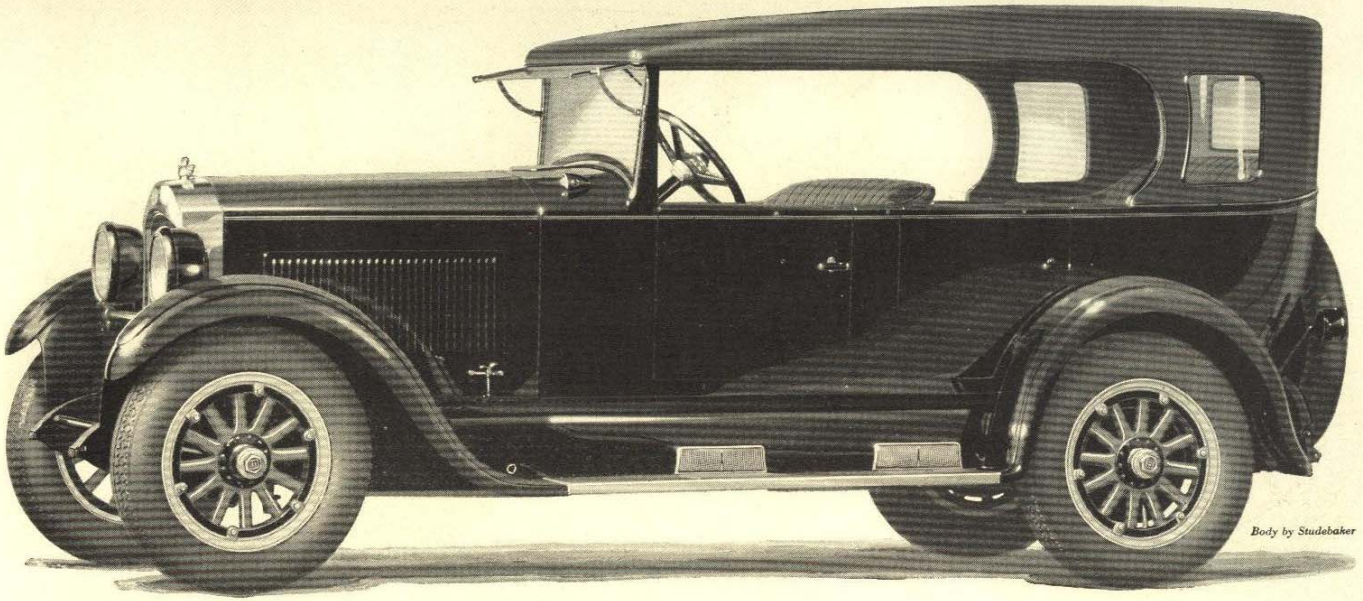
(Berline bodies are furnished also on Special and Standard Six chassis)

TO MEET an insistent demand for chauffeur-driven enclosed cars Studebaker has introduced with the present new models the popular and adaptable Berline. The distinguished beauty of line, elegance of upholstery and appointments, smooth, silent and vibrationless performance which typify all Studebaker cars particularly adapt the Berline to the discriminating owner who demands the impressive luxury of the finest chauffeur-driven automobile.

The driver's seat is separated from the rear compartment by a glass section with sliding windows. The glass is held in mohair covered panels to match the upholstery. The Berline gives the privacy of the limousine, yet with a window open to the driver's compartment it may be driven at will by the owner as a sedan.

The Special Six five-passenger Berline is upholstered in a soft taupe mohair with carpets and silk curtains to harmonize. The interior of the Standard Six Berline is in a light shade of brown to harmonize with the soft, light gray, lacquer finish which distinguishes all Standard Six enclosed models. The Big Six and the Special Berlines are in lustrous dark Studebaker blue with glossy black upper panels. Genuine balloon tires, natural wood wheels and nickeled radiators are regular equipment on each of the Berline models.

UPHOLSTERED in genuine mohair. Heater. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Winged radiator cap. Walnut-finished instrument board with following instruments grouped on silver-faced oval: eight-day clock, speedometer, oil pressure gauge, gasoline gauge, ammeter. Cowl and rear corner reading lights, and stop-and-tail light.



THE NEW STUDEBAKER SPECIAL SIX *Five Passenger* DUPLEX-PHAETON

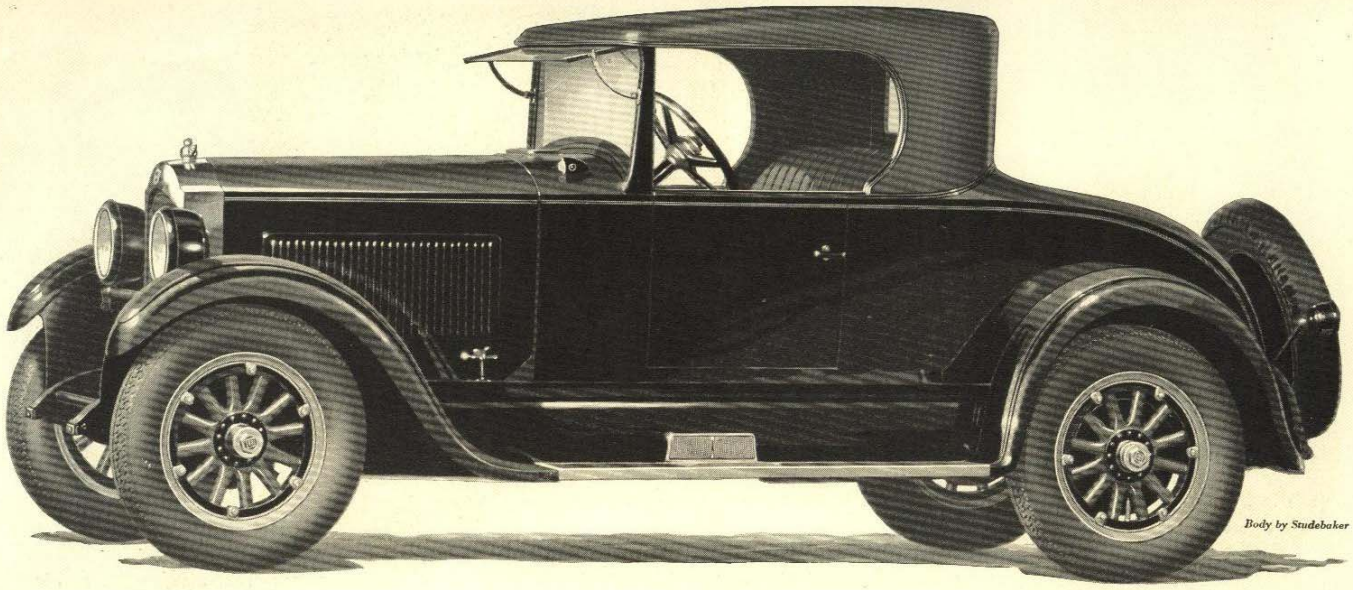
THE SPECIAL SIX Duplex-Phaeton, like other Studebaker Duplex models, introduces an entirely new idea in automobile construction.

And at the same time it establishes also a new idea in value among medium priced automobiles. It occupies a foremost place among highest grade automobiles where splendid power, perfect performance, complete equipment, the best quality of materials, the finest upholstery, finish and appointments are all essential qualifications. Very few makers indeed could meet these requirements at the Studebaker price.

The improvements in the new SPECIAL SIX chassis and engine, giving still more power, speed, smoothness, dependability and riding comfort, make this car a paragon among five-passenger automobiles. There is nothing like it on the market and it remained for Studebaker to produce it.

It is finished in Studebaker blue lacquer, with striping in ivory and light blue. The harmonizing beauty of the new Duplex body and top with the new straight hood, deeply crowned fenders and distinctively designed lamps, set off with touches of sparkling nickel, jet black enamel and natural wood wheels, are details of appearance that make this one of the handsomest cars on the market. It has taken the place of the "touring car" of yesterday.

NEW type Studebaker top with Studebaker roller curtains. One-piece windshield, glare-proof visor, automatic windshield cleaner. Lights controlled from switch mounted on steering wheel. Automatic ignition eliminates spark lever. Walnut-finished instrument board with clock, speedometer, oil pressure gauge, gasoline gauge, and ammeter, in a cluster. Winged radiator cap. Robe rail, foot rest, running board, step pads, kick plates. Tool compartment in left front door.



THE NEW STUDEBAKER SPECIAL SIX *Three Passenger* DUPLEX-ROADSTER

A GLANCE at the illustration suggests instantly the elegance of this beautiful Duplex-Roadster—smart in the newness of its trim, stylish lines—elegant in the dignity of its size and in the contour of the body—which blend perfectly with the new, low, Duplex body.

There is a sweeping dash which characterizes this car—an apparent eagerness for long, open roads and winding hills where power and speed mean thrilling enjoyment.

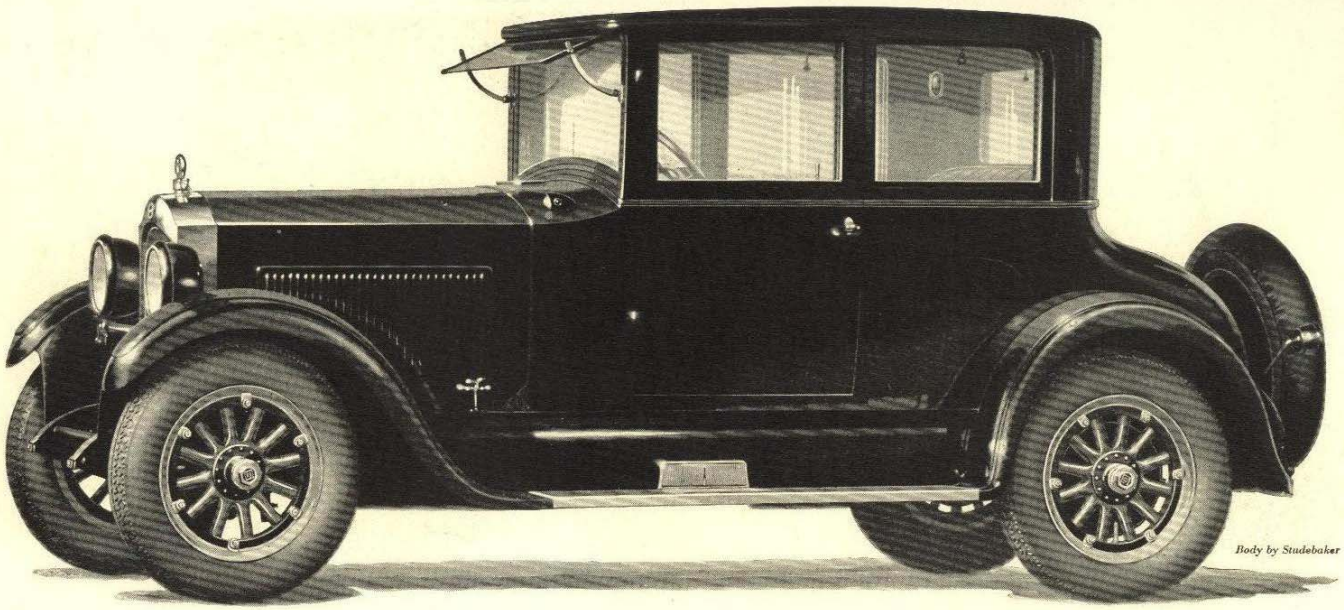
The Duplex-Roadster, with its beautifully rounded rear deck, is long, low and graceful as a greyhound. Every detail is in best taste.

And its beauty is matched with elegance and completeness of appointments. The broad, deep cushion and the high seat back are upholstered in chrome tanned Spanish grain leather. The instrument board is walnut-finished with the equipment conveniently grouped under an oval glass on a background finished in dull silver.

The splendid power of the SPECIAL SIX engine, with its quiet and vibrationless performance, ideally meets every requirement. There is reserve for instant pick-up and for bursts of speed on the straightaway.

The finish is in Studebaker blue lacquer with striping of lighter blue and ivory. Big balloon tires and natural wood wheels add the final touch of distinction.

NEW type Studebaker top with Studebaker roller curtains. Luggage compartment under rear deck and wide, deep package box behind seat. One-piece windshield, glare-proof visor, automatic windshield cleaner. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. Clock, speedometer, oil pressure gauge, gasoline gauge, and ammeter in a cluster on silver-finished background. Tool compartment in left door.



THE NEW STUDEBAKER SPECIAL SIX *Four Passenger* VICTORIA

IT WOULD be difficult to imagine a more distinctive or handsome car than the four-passenger Victoria with its low, well proportioned body, the blending details of deeply crowned fenders, high radiator and hood lines and gracefully rounded back. It represents the ideal of those who enjoy the friendliness of the close coupled closed car.

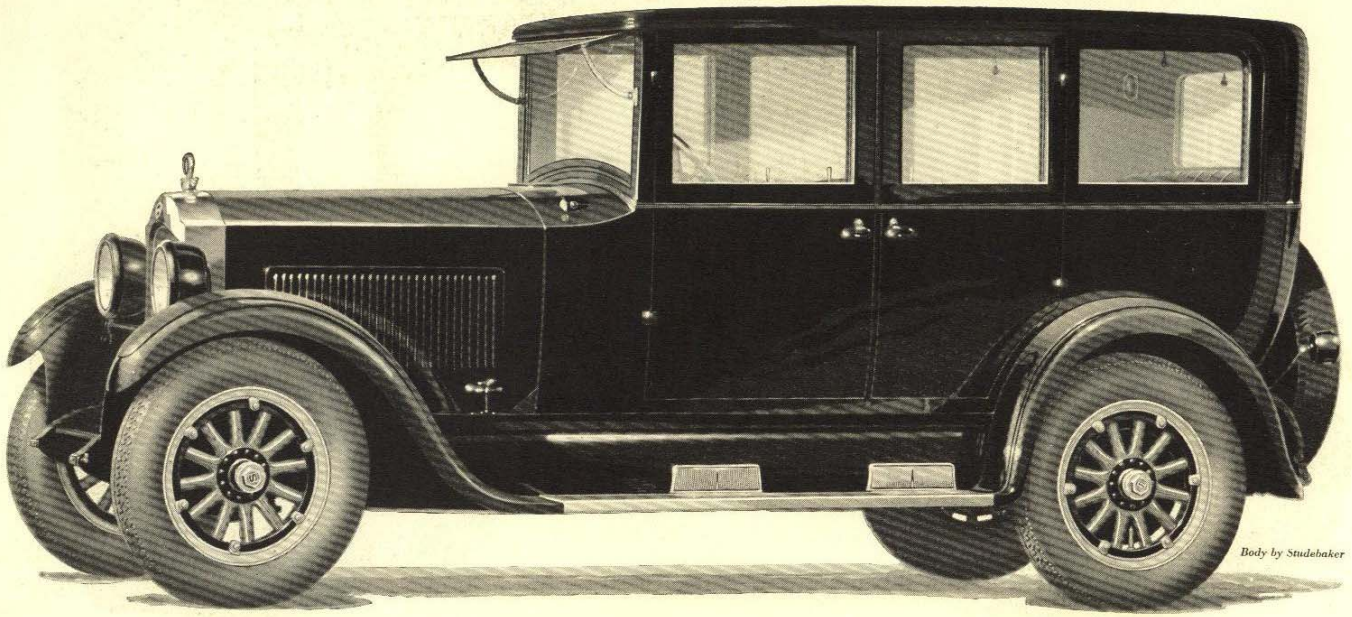
The driver's seat is set forward a little from the large rear seat, which provides ample room for two. The auxiliary seat is folded under the dash when not in use.

The smooth, silent power of the SPECIAL SIX engine, the perfect ease of steering and gear shifting, the almost effortless action of the clutch pedal and the certainty of the brakes are advantages which make this one of the most delightful cars to drive—especially when traffic and parking conditions make responsive control most satisfying.

Back of the driver's seat there is a convenient parcel compartment, always appreciated on a shopping trip. And at the rear, under the sloping deck, a commodious space for baggage—for the motor trip.

The body is finished in Studebaker blue with striping in ivory. Superstructure, fenders and chassis parts are in glossy jet black, in striking contrast. The sparkling radiator and natural wood wheels add attractive high lights.

UPHOLSTERED in genuine mohair. Motometer, one-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Lights controlled from switch mounted on steering wheel. Automatic ignition eliminates spark lever. Inspection lamp, rear corner reading lights. Vanity case, smoking set, heater. Clock, speedometer, oil pressure gauge, gasoline gauge and ammeter in single grouping. Luggage space under rear deck, parcel compartment behind driver's seat.



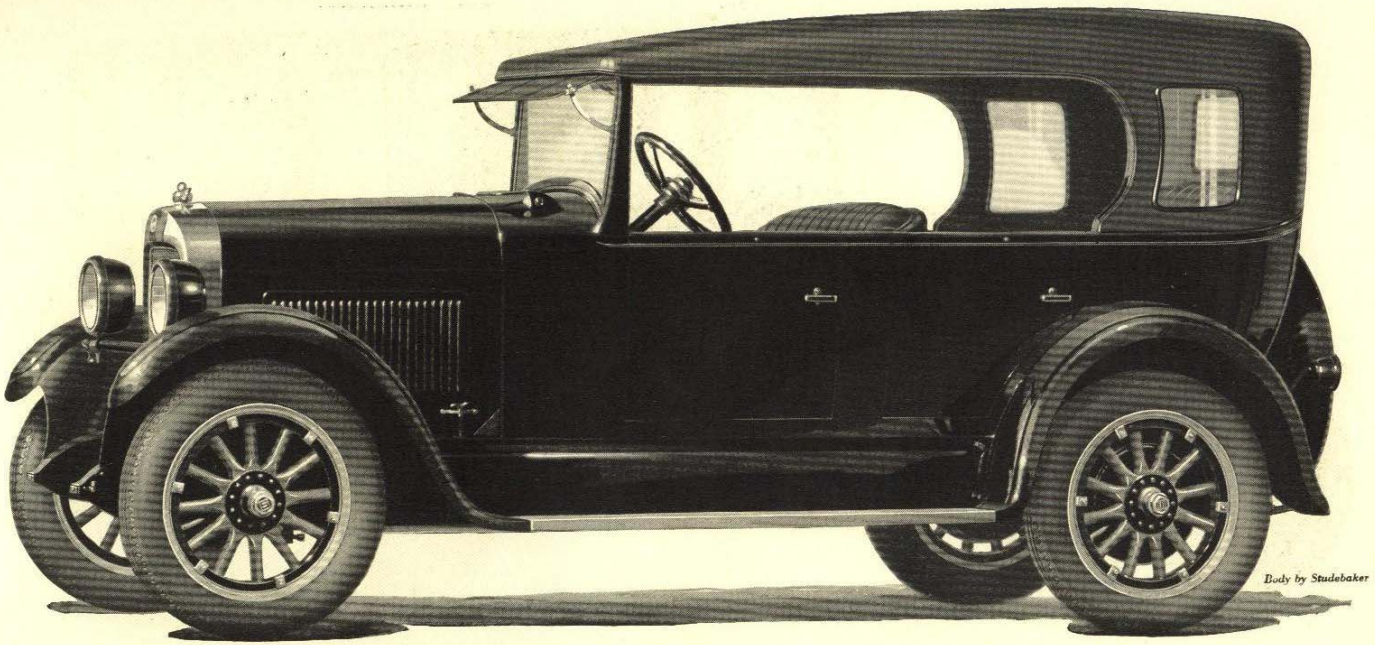
THE NEW STUDEBAKER SPECIAL SIX *Five Passenger* SEDAN

THE SPECIAL SIX Sedan will appeal instantly to people of good taste who admire beautiful cars. It is "special" not only in name—it is "special" in elegance, power, performance and comfort.

Take one obvious indication of fine quality—the upholstery. A very fine high grade of mohair is used, a fabric made from the silky fleece of the Angora goat, velvety and lustrous as an oriental rug. The interior fittings are in keeping. The vanity case and smoking set are in dull silver finish, the automatic window lifts, inside door handles, and other fittings in two-tone, bright silver and satin finish.

There are cut glass reading lamps, dome light and flower vase, bright in contrast with the dark, walnut-finished instrument board and steering wheel. Thick, rich carpets, in deep brown, blend with the seats, sides and ceiling. Silk roller curtains at the broad windows, wide opening doors which close perfectly on a full, metal-lined framework. These details merely give an idea of one of the finest closed cars. There is distinction in the new SPECIAL SIX lines, the conservative dignity of the body, varnish-finished in Studebaker blue, with striping in ivory, while the nickel-plated radiator, big balloon tires, and natural wood wheels add a striking touch of brightness.

LIGHTS conveniently controlled from switch mounted on steering wheel. Automatic ignition eliminates spark lever. Dome and rear corner lights. Flower vase. Upholstered in mohair. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Inspection lamp. Motometer, heater, vanity case, smoking set. Clock, speedometer, oil pressure gauge, gasoline gauge, ammeter in single grouping on silver-faced background. Step pads and kick plates.



THE NEW STUDEBAKER STANDARD SIX *Five Passenger* DUPLEX-PHAETON

THE new Studebaker Standard Six Duplex-Phaeton provides the airiness and moderate price of the open car, yet a touch of the hand to the new roller curtains converts it into a closed car instantly

The new permanent steel top and the new roller side curtains, originated and introduced by Studebaker, are such radical improvements over the "touring car" that they alone would immediately establish Studebaker leadership in value and convenience.

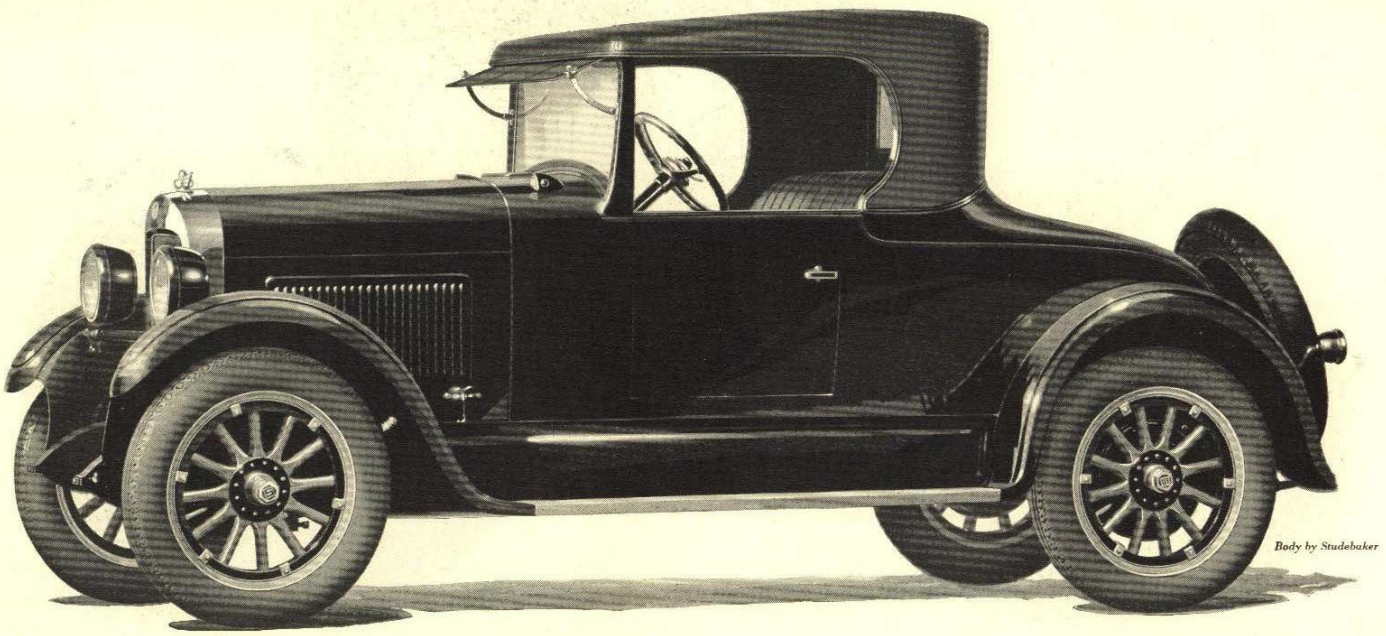
The lines of the Standard Duplex-Phaeton are entirely new, beautiful and impressive. The high radiator, unique in design, the broad hood, and low, perfectly proportioned top, convey the impression of size and unusually sturdy construction.

The new STANDARD SIX is upholstered in black, chrome tanned Spanish grain leather. The instruments are grouped under glass on a frosted silver oval on a dull black, steel instrument board reinforced with wood. The lighting control, including the dimmers, is mounted atop the steering wheel—another new convenience.

NEW TYPE Studebaker body with Studebaker roller curtains. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. One-piece windshield with weather-proof visor, automatic windshield cleaner. Instrument board finished in dull black with following instruments in a single grouping: eight-day clock, speedometer, oil pressure gauge, gasoline gauge, ammeter. Cowl lights, stop-and-tail light. Tire carrier, with lock. High grade set of tools.

Heavy crown fenders, genuine balloon tires, distinctive head lamps and cowl lamps are additional evidence of quality and value.

The body is finished in lustrous black enamel, with bright nickeled radiator and wood wheels.



Body by Studebaker

THE NEW STUDEBAKER STANDARD SIX *Three Passenger* DUPLEX-ROADSTER

IN the new Duplex-Roadster one is instantly impressed with the smartness and beautiful balance of its appearance. Fitted with the new permanent top, with roller curtains which can be drawn down with a touch of the hand, it possesses all the comforts and convenience of a closed car.

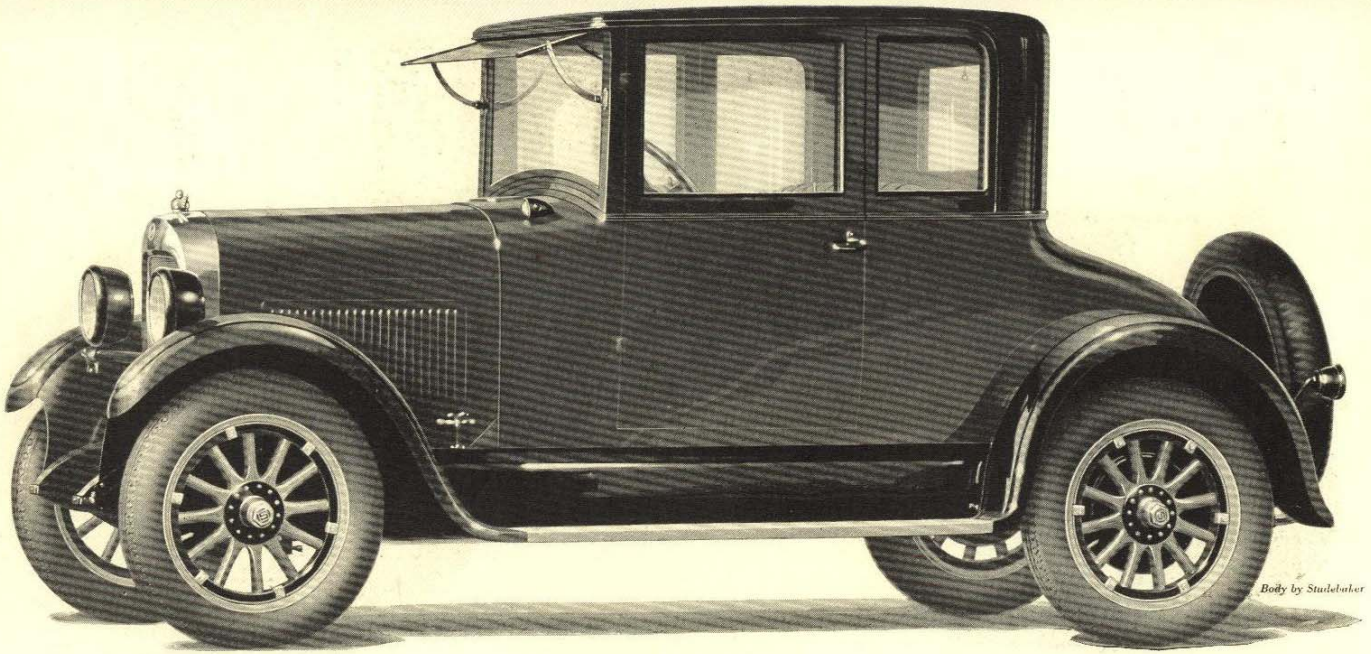
There are long, easy riding springs, a steering gear adapted to the big, balloon tires, a smooth clutch action and unusual ease of gear shifting—all advantages which help to make the Studebaker STANDARD SIX Duplex-Roadster very easy riding, and a delightful car to drive.

There is a large luggage space under the rear deck and a roomy package compartment clear across the rear of the seat, readily accessible and a real convenience.

In the roadster type of car—whether used for business or pleasure—alert, responsive performance is especially desirable. The new STANDARD SIX engine meets this requirement perfectly.

The increased power of the new unit power plant is not only due to larger engine size but also to the remarkable efficiency of its design which includes automatic spark control, inclined valves, balanced crankshaft machined on all surfaces, large bearings—these features give increased power with better fuel economy and with almost vibrationless performance at all engine speeds.

COMMODIOUS luggage compartment under rear deck, and wide, deep, package box at rear of seat. One-piece windshield, weather-proof visor, automatic windshield cleaner. Instrument board in dull black with these instruments grouped on silver-faced oval, under glass: eight-day clock, speedometer, oil pressure gauge, gasoline gauge, ammeter. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. Tire carrier with lock. Spare rim.



THE NEW STUDEBAKER STANDARD SIX *Three Passenger* COUPE-ROADSTER

THE beautiful lines of the new Coupe-Roadster, its attractive finish in two tones of gray, meet the needs of not only business and professional men with whom this type of car is proving so popular, but make it appropriately at home at the Country Club, the exclusive residential street or wherever fashion demands correctness.

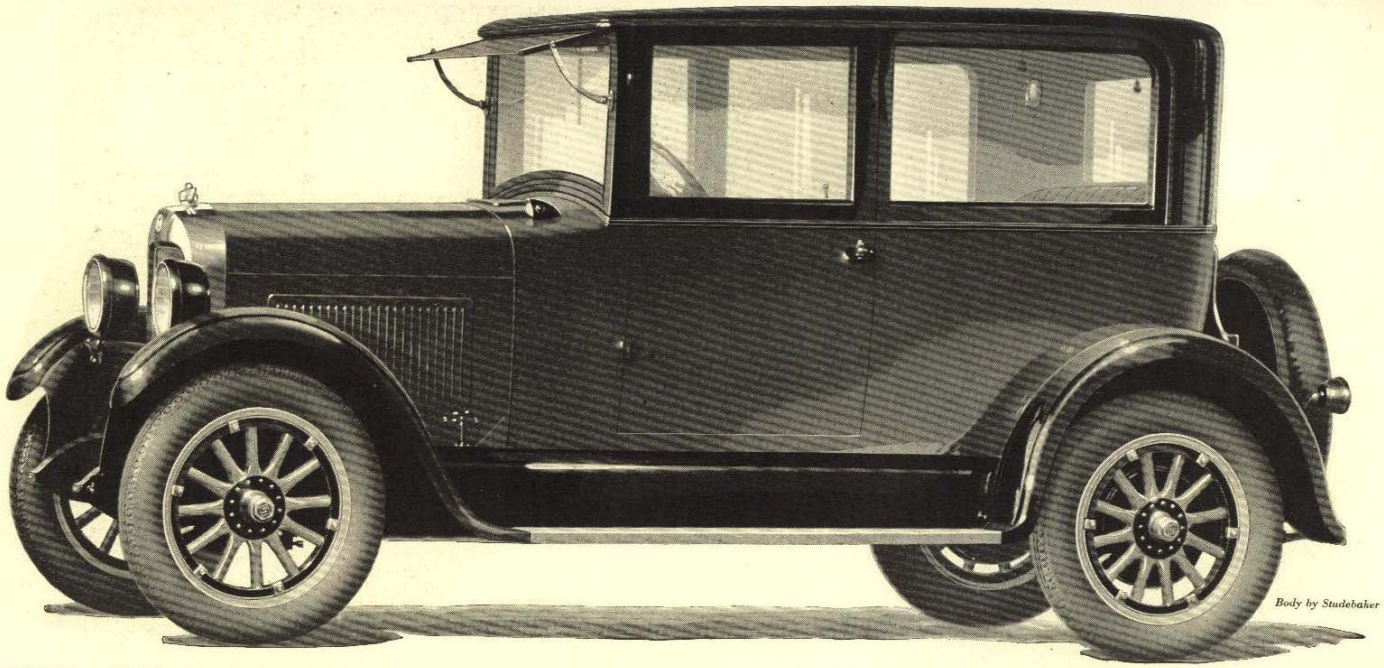
The high nickeled radiator, straight line hood, deep body and low top lines are pleasingly distinctive and compel admiration.

The upholstery is in rich chrome tanned Spanish grain leather. The extra broad seat cushion, deep and well padded, and the seat back, high and inviting, provide the ultimate in comfort. The lighting control is mounted on the steering wheel, instantly convenient to the driver's hand.

The Coupe-Roadster is finished in lacquer—the lower portion of the body in light Navajo gray; the upper in darker Seminole gray—a striking color combination. The jet black fenders and splash guards, the natural wood wheels with big balloon tires complete the picture of this handsome, three-passenger closed car.

An abundance of power and speed, ample carrying space for luggage under the rear deck and a handy package compartment back of the big, wide seat, make this car most convenient and in every way desirable.

UPHOLSTERED in chrome tanned Spanish grain leather. One-piece windshield, glare-proof visor. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. Automatic windshield cleaner. Instrument board finished in dull black with clock, speedometer, oil pressure gauge, gasoline gauge, ammeter, grouped on silver-faced oval. Concealed lamp lights instruments. Cowl lights, stop-and-tail light. Tire carrier with lock. Set of tools.



Body by Studebaker

THE NEW STUDEBAKER STANDARD SIX *Five Passenger* COUPE

THERE is a delightful satisfaction in driving any Studebaker STANDARD SIX model because of the responsive power, the quietness and smoothness of its engine, ease of steering and gear shifting, sureness of brakes, and the entire obedience of the car to the driver's will.

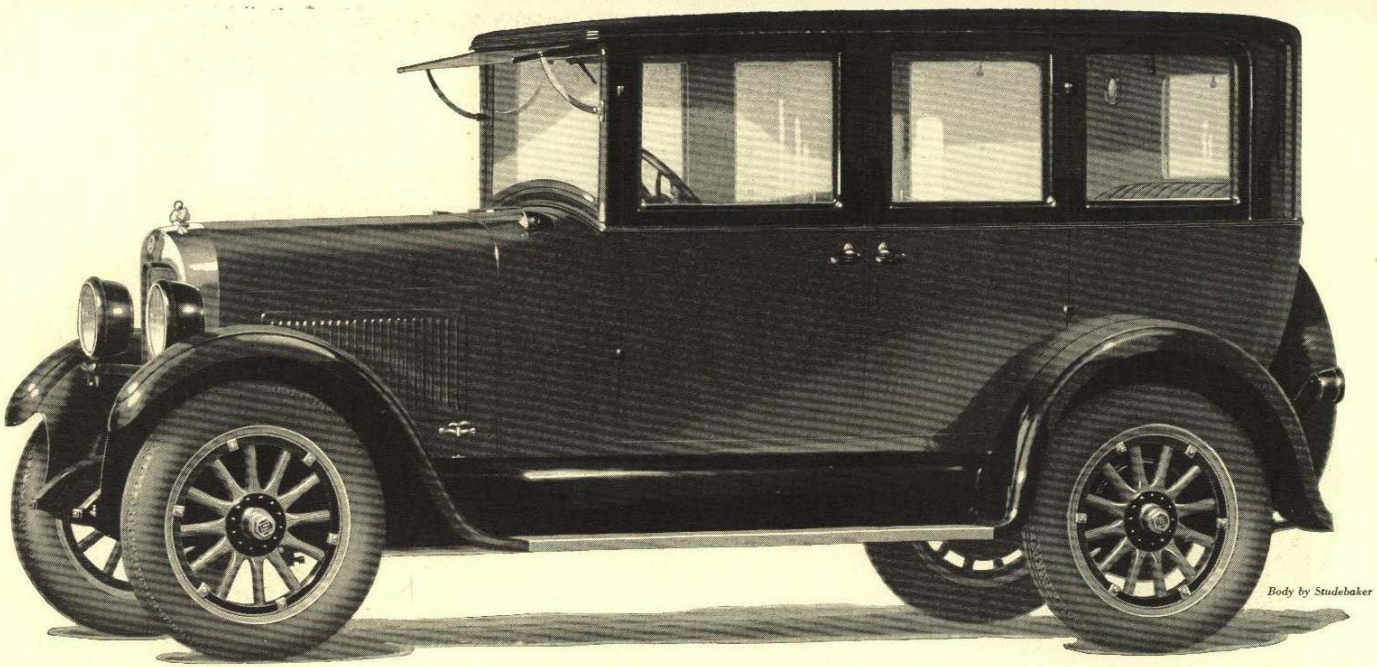
And there is the added charm of driving a closed car so cozy and comfortable in seating arrangement, so distinctively individual, and so unmistakably high grade in every detail as the five-passenger Coupe.

The two front seats are deeply upholstered. The auxiliary seat, folded forward when not in use permits easy entrance to the wide, comfortable rear seat with room for three. The interior, with its fine mohair upholstery, dainty accessories, heavy carpets, silk curtains and beautiful instrument board, expresses the discrimination of the owner who selects this automobile.

The Coupe is finished in lacquer, Navajo gray below and darker Seminole gray above, a strikingly appropriate combination.

On no Studebaker closed model do the nickeled radiator, crowned fenders, one-piece windshield, wide windows, natural finish wood wheels and balloon tires appear to better effect than on the Coupe. And as a final touch there is a trunk rack at the rear, with bars, side arms and bright metal body protectors.

UPHOLSTERED in mohair. Trunk rack with side arms and body guards. Heater. Lights controlled from switch on steering wheel. Automatic ignition eliminates spark lever. Instruments in single grouping on silver-faced oval: clock, speedometer, oil pressure gauge, gasoline gauge, ammeter. Cowl and rear corner lights, stop-and-tail light. One-piece windshield, glare-proof visor, automatic windshield cleaner, rear-view mirror. Winged radiator cap. Tire carrier with lock.



Body by Studebaker

THE NEW STUDEBAKER STANDARD SIX *Five Passenger* SEDAN

STUDEBAKER'S purpose in designing this beautiful new sedan was to provide the ultimate in value in a five-passenger closed car at a medium price.

Only large volume and the resources of a great organization and unsurpassed manufacturing advantages make so fine a car possible at the price. The body, as on all Studebaker cars, is built by Studebaker and the construction is as fine as modern factories and expert craftsmanship can produce. It is lower to the ground and with straight line hood and high radiator, its appearance is commanding.

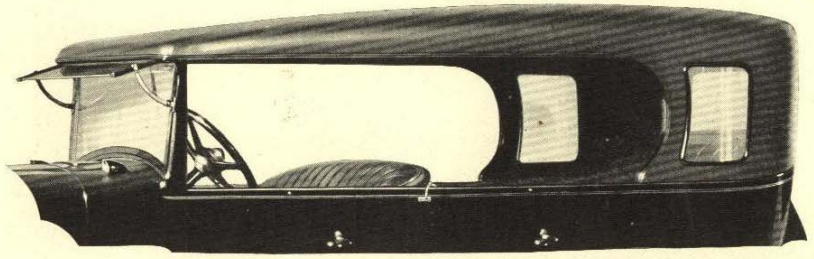
The brown mohair upholstery expresses beautifully the cheerful coziness of the interior. Other interior appointments likewise merit the pride of the most discriminating owner. The door pulls and other metal fittings are finished in bright silver.

Like other STANDARD SIX models, the ease of steering and gear shifting and the soft clutch action make this a delightful car to drive, especially in traffic. And the increased power of the STANDARD SIX engine meets every requirement of service.

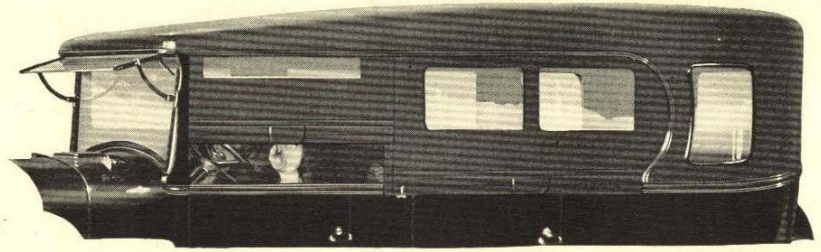
The body finish, in two shades of gray, is strikingly contrasted with the glossy jet black fenders and the bright nickel-plated radiator and natural wood wheels. Big balloon tires add the final quality touch.

UPHOLSTERED in mohair. Heater. Lights controlled from switch on steering column. Automatic ignition eliminates spark lever. One-piece windshield, glare-proof visor, automatic windshield cleaner and rear-view mirror. Winged radiator cap. Walnut-finished instrument board with these instruments groupèd under glass on silver-faced oval: eight-day clock, speedometer, oil pressure gauge, gasoline gauge, ammeter. Cowl and rear corner reading lights, and stop-and-tail light.

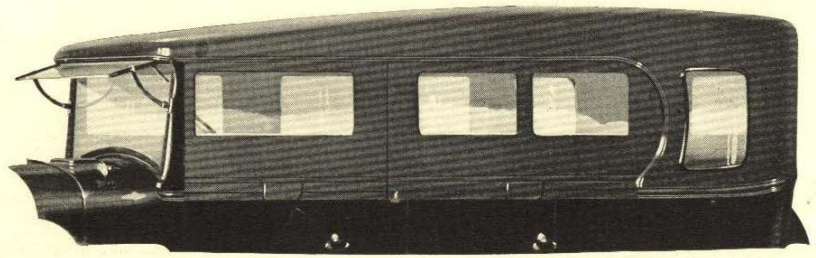
THE NEW STUDEBAKER DUPLEX MODELS



An open car one minute—



Roller curtains drawn down in five seconds—



The advantages of a closed car

STUDEBAKER has superseded the open touring car and roadster with an entirely new type of car. The comfort, convenience, durability and beauty of the new Studebaker Duplex-Phaeton and Duplex-Roadster cars appeal instantly to the car owner who likes the airiness and alert performance of an open car, but who also appreciates the comfort, protection and impressive appearance of a closed car.

The new Studebaker Duplex models meet this demand perfectly and at the price of the former touring car and roadster. There is much higher cost and value in the duplex type of construction than there is in the touring car and folding top, but Studebaker operates its own body plant and steel stamping plant and thus gives the owner advantage of the savings made possible only by the efficiency of new manufacturing methods in new and modern plants.

The construction of the Studebaker Duplex body is unlike that of any other type. The top structure is of pressed steel and finest covering fabrics. The framework and shape-giving sections are of pressed steel—this includes the two "side quarter" sections from front to rear, the rear end section and the upright two rear sections.

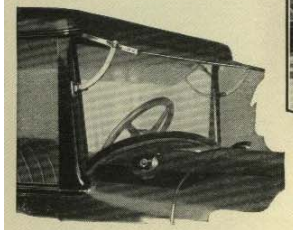
Six light steel cross bows electrically welded to the side quarters carry the roof fabric, both the outside covering and the inside lining. There is no paper board or wood veneer used anywhere in the top of the new Duplex models.

The top is made by Studebaker for Studebaker cars. Therefore, its lines blend harmoniously with the body lines. The entire body and top are one unit.

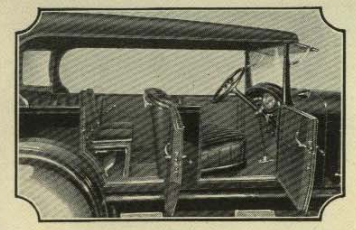
The Studebaker roller curtains are a distinct and completely new innovation introduced for the first time by Studebaker as a feature of the New Duplex Models. The rollers are mounted, one slightly above the other, so that when the curtains are rolled down they overlap and give wind-proof and weather-proof protection.

A reach of the hand and the curtain can be pulled down in place and snugly fastened—in an instant it can be unfastened and rolled up completely out of sight. It makes an open or a closed car in five seconds.

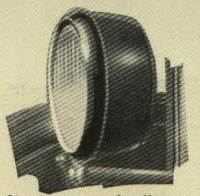
FEATURES OF THE NEW STUDEBAKER DUPLEX MODELS



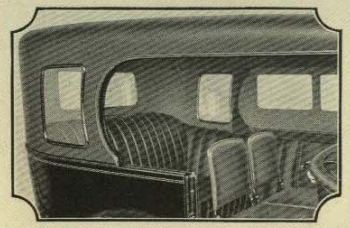
One-piece windshield, glare-proof visor and new cowl lights of Big Six Duplex-Phaeton.



With auxiliary seats, the Big Six Duplex-Phaeton accommodates seven in full comfort.

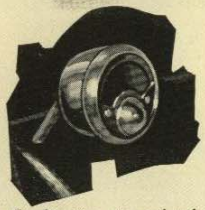


Handsome new headlamps specially designed to blend with contour of new bodies.

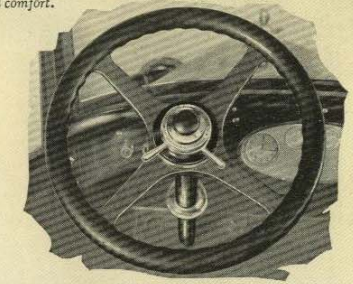


The Big Six Duplex-Phaeton is upholstered in chrome tanned Spanish grain leather.

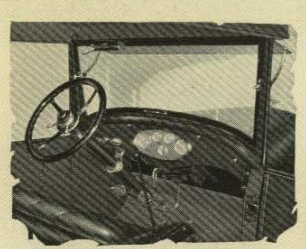
Gracefully curved fenders, stop-and-tail light, and steel shield over gasoline tank.



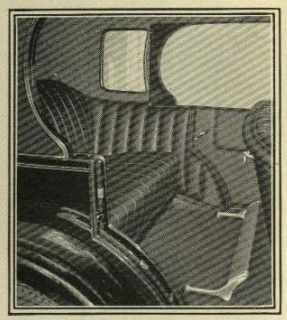
Combination stop-and-tail light mounted above steel shield that protects gasoline tank.



Lights are controlled from switch on steering wheel. Automatic ignition eliminates spark lever.

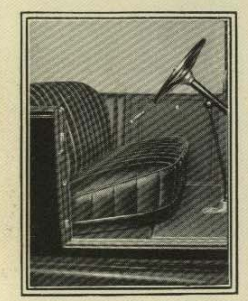


New instrument board and lighting control on steering wheel of Standard Six Duplex-Phaeton.

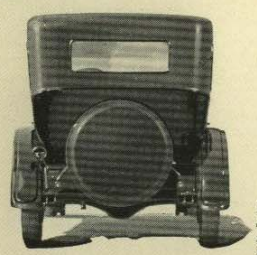


Deep, wide cushions, hand-and-robe rail, and foot rest are features of tonneau of Special Six Duplex-Phaeton.

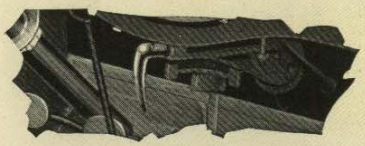
Handsome new instrument board showing instruments, grouped, under glass, on silver faced oval.



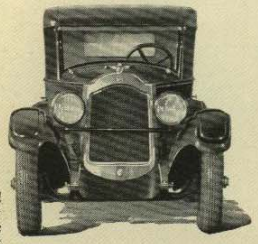
Driver's seat of Big Six Duplex-Phaeton is wide, deep, and placed at angle for maximum comfort.



Rear view of Standard Six Duplex-Phaeton shows lines of Duplex body, tire carrier and shielded gasoline tank.

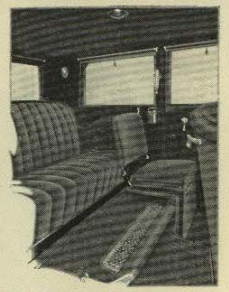


Emergency brake is operated by latching pull handle, beneath center of instrument board.

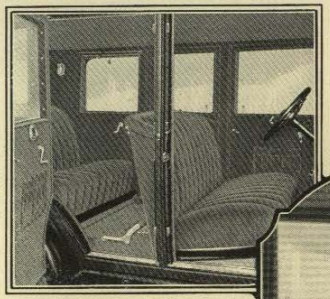


The perfectly blended lines of the Special Six Duplex-Phaeton are impressive and reflect its sturdy construction.

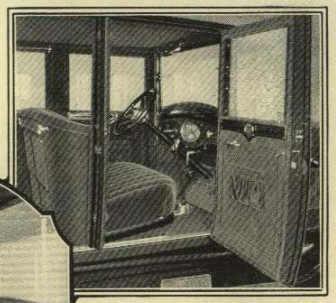
FEATURES OF THE NEW STUDEBAKER ENCLOSED CARS



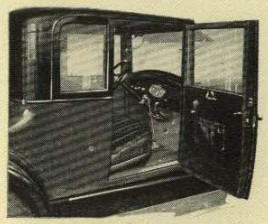
Tonneau of Big Six Sedan showing one of the auxiliary seats in position.



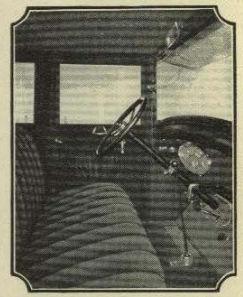
Unusual roominess, deep seats, and high seat backs feature the Standard Six Sedan.



The wide-opening doors of the Big Six Sedan are trimmed with beautiful walnut-finished panels.



The Standard Six Coupe-Roadster is upholstered in chrome tanned Spanish grain leather.

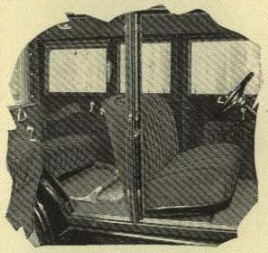


Front seat of the Standard Six Sedan showing new position of brake handle, under dash.

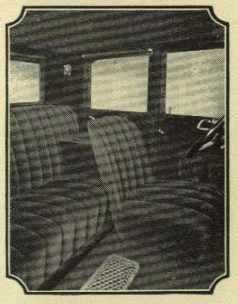
Front compartment of the Big Six Sedan is luxuriously finished and completely equipped.

The auxiliary seat of the Special Six Victoria folds under the dash when not in use.

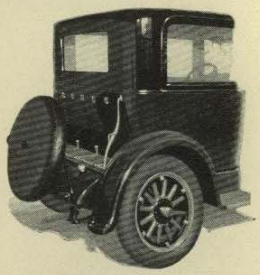
Specially designed cowl lights on all Studebaker cars.



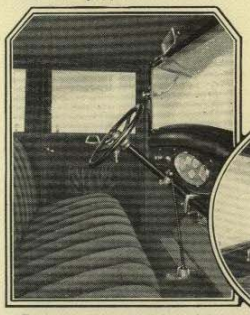
Heater, vanity case, smoking set and flower vase are features of Special Six Sedan.



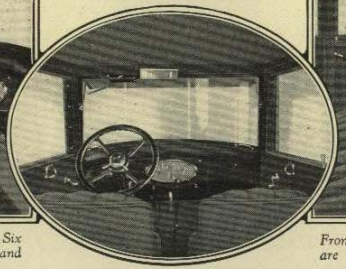
There is a parcel compartment behind the driver's seat of the Special Six Victoria.



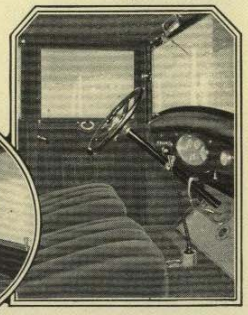
The Standard Six Five-Passenger Coupe has a trunk rack with bars, side arms and body protectors.



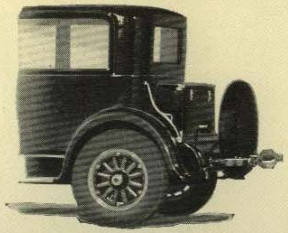
Front compartment of Special Six Sedan, showing deep upholstery and special equipment.



Broad vision in every direction is a feature of Standard Six Five-Passenger Coupe.



Front seats of the Big Six Coupe are identical in size and deeply upholstered.



The Big Six Coupe is equipped with roomy trunk; spare tire, tube and tire cover; and bumpers.

SPECIAL FEATURES OF THE NEW STUDEBAKER CARS

STUDEBAKER regular brakes are safe, simple and adequate for the operation of Studebaker cars. Studebaker 4-Wheel Hydraulic Brakes will be furnished as optional equipment on all models at an extra charge. Three outstanding features not found in any other 4-Wheel Brake System manufactured in America, are embodied in the Studebaker design: 1. Hydraulic power automatically operates braking pressure on all four wheels in forward speeds. Only light foot pressure on brake pedal, which simply actuates operating valve, is required to control this power. This feature will appeal especially to women. 2. Impossible to lock front wheels. 3. Only two points of adjustment in entire system; one at each rear wheel. Front brakes require no adjustment whatever after leaving factory. For generating hydraulic power the transmission oil is used. Action of the power pump will not allow this oil to congeal and it never freezes.

Duplex-Phaeton and Duplex-Roadster on Special Six and Standard Six Chassis, and Duplex-Phaeton on Big Six Chassis, are equipped with new type of body, developed by Studebaker, having integral steel top and weather-proof roller curtains, which make possible instant conversion from open to closed model. No other cars have this type of body.

Body lines of all models are new and distinctive.

Bodies on all models are lower to ground.

All tops are lower.

Improved one-piece windshields are on all cars.

All models equipped with weather and glare-proof windshield visor.

Automatic windshield cleaners are furnished on all models.

New type cowl ventilator is operated by the foot.

All Duplex models and the Standard Six Coupe-Roadster are upholstered in real chrome tanned Spanish grain leather.

Genuine mohair upholstery used in all closed models except Coupe-Roadster.

New package compartment is located at rear of seat in Roadsters and Standard Six Coupe-Roadster.

New cushions and seat backs are placed in form-fitting position.

Silk curtains are used at windows of all five-passenger Coupe, Victoria, Sedan, and Berline models.

Rear-view mirror is provided in all Big Six models; in the Special Six closed cars, and in the Standard Six Sedan and five-passenger Coupe.

All Duplex-Phaeton and Sedan models are fitted with foot rest and robe rail.

Rear-corner reading lights are provided in all five and seven-passenger closed models and in the Special Six Victoria.

A dome light is standard equipment in the Big Six Duplex-Phaeton and Sedan, and Special Six Sedan.

Cut glass flower vase is included in Big Six and Special Six Sedan appointments.

Big Six and Special Six closed models are equipped with vanity case and smoking set.

All bodies have both inside and outside door handles.

Big Six and Special Six closed models have varnish finish.

Big Six and Special Six Duplex models and Standard Six closed models are finished in lacquer.

Standard Six Duplex models are finished in black enamel.

There are new instrument boards of beautiful design, finished in American-walnut on all Big Six and Special Six models and the Standard Six five-passenger Coupe, Sedan and Berline. On the Standard Six Duplex models and Coupe-Roadster they are in black enamel, satin finish.

New instrument grouping under glass on silver finished background, includes clock, speedometer, gasoline gauge, oil pressure gauge and ammeter on all models.

Instrument group is indirectly illuminated.

Ignition switch and carburetor choke pull handle are located on instrument board at left of steering post.

On Big Six models and Special Six closed cars an extension lamp is located on right side of instrument board.

An attractive, oval-shaped plate for owner's initials is placed on instrument board.

New and more beautiful headlamps are on all models.

Cowl parking lamps of a new design are used.

Combination stop-and-tail light is regular equipment.

Headlights (including dimmers), cowl and tail lights are controlled from switch conveniently mounted in center of steering wheel.

American-walnut steering wheel has horn button, also finished in walnut, mounted at its center.

All models carry ornamental, winged radiator caps.

The Big Six models and Special Six closed cars are equipped with de luxe Motometer and lock.

All Big Six models are fitted with highest quality bumpers, front and rear, and on other models there are bumper attachments.

Radiators are nickel-plated and are higher and wider.

Straight line hoods have beautiful ivory stripe on louvres.

Fenders are heavier and more graceful.

All cars are equipped with genuine full-size balloon tires. On the Big Six models an extra balloon tire with tube and tire cover is furnished.

New design of spare tire carriers on all models has built-in lock.

Natural wood wheels of selected hickory are standard on all cars.

All Big Six and Special Six models have aluminum-bound running boards with corrugated rubber mats and step pads and aluminum kick plates.

Chassis frames have been made heavier and number of cross members increased.

A new pressed steel shield covers the gasoline tank.

Emergency brake operates on the transmission with pull handle beneath center of instrument board.

Old-style emergency brake lever is eliminated.

Spring bolts and spring hanger supports have been made heavier.

Highest quality threaded rubber storage battery is used on all models.

Thief-proof lock on transmission entitles owner to best insurance rating.

Chassis is lubricated by high pressure system—all models.

New unit power plant has improved single-disc, dry-plate clutch.

All engines have increased power.

Extra heavy crankshafts are machined on all surfaces for perfect balance.

Detachable cylinder heads are used in all models.

Pistons are of cast iron with four rings.

Engines have positive force feed lubrication system.

Valve for draining engine oil conveniently located near oil filler pipe. Not necessary to get under car to drain crankcase.

The new steering gear designed to meet balloon tire requirements assures easy steering.

Ease of gear shifting and quiet operation of engines are marked features.

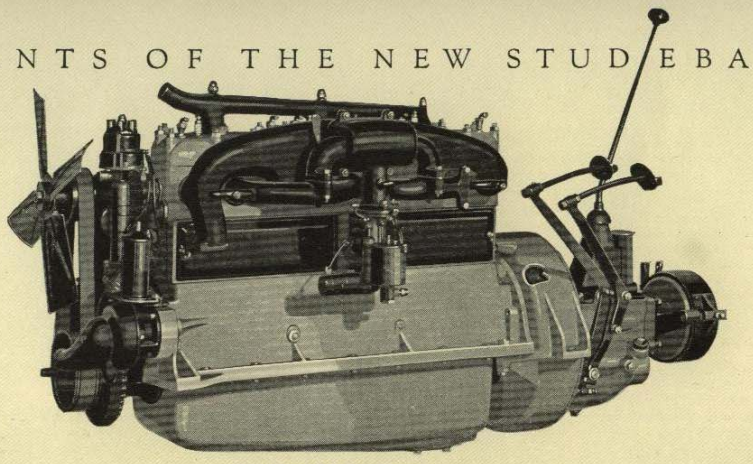
The ignition is fully automatic and no spark lever is necessary.

New ball type of accelerator adds to ease of driving.

Tools are conveniently carried in left front door compartment of Big Six and Special Six Duplex-Phaetons, and in left door of Special Six Duplex-Roadster.

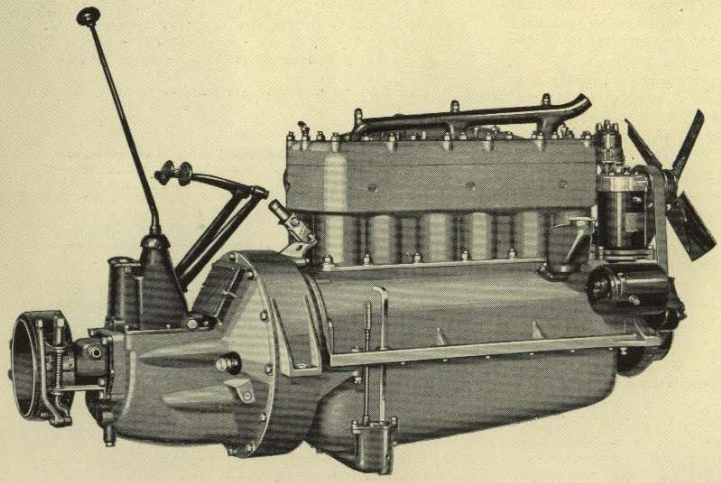
POWER PLANTS OF THE NEW STUDEBAKER CARS

STUDEBAKER engines and transmissions are of the unit power plant type. The newly designed force feed oiling system provides maximum lubrication efficiency. Crankshafts are machined on all surfaces and thus inherently balanced. This is a practice followed by very few manufacturers. Main bearings are unusually large and are bronze backed. And there are many other unusual features.

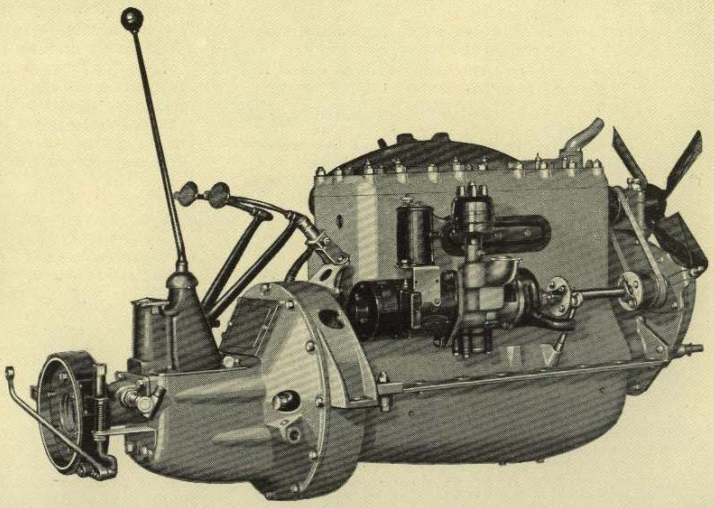


The New Big Six Engine—
75 Horsepower.

THE new power plants of Studebaker cars are more powerful, more flexible, smoother and more silent, than ever before. Vibration has been eliminated. Studebaker engines in the past have established world-wide records for these qualities. Studebaker engines are designed by Studebaker engineers and are manufactured complete in Studebaker plants.



The New Special Six Engine—
65 Horsepower.



The New Standard Six Engine—
50 Horsepower.

MECHANICAL SUMMARY OF THE STUDEBAKER BIG SIX

MODELS—The seven-passenger Duplex-Phaeton; the five-passenger Coupe; the seven-passenger Sedan; the seven-passenger Berline.

WHEELBASE—127 inches.

ENGINE—The powerful Big Six engine, of Studebaker design and manufacture, is of the L-head type, cast en bloc. Compact unit power plant, insuring perfect alignment between engine and transmission. The bore is 3 7/8 inches and the stroke 5 inches. Actually develops 75 horsepower at 2400 revolutions per minute. Removable head, with combustion chambers exactly machined to uniform size.

Precisely machined cast iron pistons with four rings and extra long (11 1/4 inches) connecting rods forged from selected steel, are weighed for perfect balance.

The connecting rod bearings are cast babbitt; the sturdy one-inch piston pins, set high in the pistons, turn in bronze bushings.

The Studebaker crankshaft, drop-forged from steel specially made to Studebaker specifications, is fully machined on all surfaces to close limit dimensions and therefore inherently balanced. This practice is followed on very few other cars, at any price. The crankshaft is extra heavy and is carried on four large, bronze-backed bearings, with a total bearing surface of 23 5/8 square inches.

The camshaft is carried on four large bearings. It is made of specially tough forging steel, with cams and bearings forged integral with the shaft. Cam surfaces are case hardened.

Large mushroom-type push rods operate the valves which are 1 11/16 inches in diameter with a lift of 5/16 inch. The valve stems and push rods are amply lubricated by oil from the crankcase, through open passages which connect with valve chambers.

LUBRICATION—In the positive force feed lubricating system, oil, under 20 pounds pressure, is forced directly to the crankshaft, camshaft and connecting rod bearings. The overflow from the camshaft and crankshaft forward bearings drains into the timing gear housing and lubricates the timing gears. The overflow from the connecting rod bearings is thrown into the cylinders, lubricating the wrist pins and cylinder walls. The oil, returning from the engine parts to the crankcase, is filtered through an extra large and easily cleaned screen, so that the engine operates always on clean oil.

Oil pressure gauge, mounted on instrument board, indicates oil pump pressure.

Chassis lubrication by high pressure system.

CARBURETION—A one-and-one-half-inch, double-jet, two-range carburetor, specially designed for the Big Six engine, is used. It requires no dash adjustment except the choke for starting in cold weather. Throttle is located at head of steering post. Accelerator is of the new ball-type, conveniently located on toe board. Improved intake manifold, with hot spot, is doubly divided to assure uniform fuel mixture to each cylinder.

IGNITION—Current is supplied by generator, accessibly mounted at the right forward end of the engine, and by a threaded rubber separator storage battery. The distributor, carried at the left front end of engine, is of the full automatic spark control type, thus eliminating the necessity of hand operation by driver. The amount of current generated is regulated automatically by the engine speed which prevents overcharge of battery. Ignition switch is a separate unit mounted on instrument board at left of steering column.

STARTER—Compact, durable starting motor, developed and perfected from many years of use. Exerts turning force of 200 pounds. Operated by starting switch conveniently located on toe board.

GASOLINE SYSTEM—Leak-proof gasoline tank, of 19-gallon capacity, carried at rear of frame, and protected by a steel shield. Gauge on instrument board, indicates, in gallons, quantity of gasoline in tank. Fuel is fed to engine through vacuum tank.

COOLING SYSTEM—Water cooled with pump circulating system. Tubular type of radiator. Four-blade, 18-inch aero fan.

ELECTRIC LIGHTS—Large, artistic headlights, with improved deflecting and diffusing lenses; specially designed cowl lights; dash light, which illuminates instrument group; extension lamp; combination stop-and-tail light; dome light and, in closed cars, rear corner reading lights. Lighting switch which controls headlights (including dimmers) and cowl and tail lights conveniently mounted on steering wheel. All electric wires carried in flexible metal conduits.

CLUTCH—Improved single-disc, dry-plate clutch. Exceedingly simple and effective, smooth in engagement and soft in action.

TRANSMISSION—In unit with clutch and engine; selective type; three speeds forward and one reverse. Countershaft gears are forged integrally with countershaft, thus assuring perfect alignment. All shafts and gears of special alloy steel. Shifting lever mounted on housing directly over gears. Built-in, thief-proof lock, which locks transmission in neutral.

GEAR RATIO—Duplex-Phaeton, 3.69 to 1.
Closed Cars, 4.36 to 1.

REAR AXLE—Semi-floating in type, with extra large nickel steel shafts. Spiral bevel gear drive. Load carried on large roller bearings at wheel hubs and differential. Housing of heavy pressed steel, shaped to provide great truss strength. By simply removing differential plate, all parts are readily accessible.

DRIVE—Hotchkiss type. The torque and drive are taken through the extra powerful springs. The propeller shaft is a heavy steel tube, 2 inches in diameter, turning through two universal joints and with angle of drive reduced to minimum because of low hung chassis design.

SPRINGS—Semi-elliptic in type. Front, 38 inches long, 2 inches wide with 7 leaves. Rear, 56 inches long, 2 inches wide with 8 leaves. The rear ends of both front and rear springs are carried on links of special steel and designed to take up wear. All spring bolts extra heavy. Studebaker manufactures its own springs from steel made to Studebaker formulas.

TIRES—Genuine balloon tires, 34 x 7.30, non-skid all around.

BRAKES—Foot brake—external contracting bands on extra large brake drums on rear wheels. Brake leverages are of sufficient length to obtain powerful braking action. Adjustment very simple and requires only turning of two nuts at each band. Simple, mechanical equalizers insure perfect distribution of brake pressure.

Emergency brake—placed at the rear of, and on the main shaft of the transmission and is operated by means of a latching pull handle placed just under the center of the instrument board. By this arrangement, the old-style, hand emergency lever is eliminated.

LOCKS—Built-in, thief-proof transmission lock (approved by Insurance Underwriters Laboratories) and entitling Studebaker owner to lowest insurance rates, tire lock, and on Duplex-Phaeton, lock on tool compartment in left front door, all operated with same key.

FENDERS—Made of heavy pressed steel. Extra deep oval, double crown design, beautiful and substantial.

UPHOLSTERY—Duplex-Phaeton upholstered in black chrome tanned Spanish grain leather. Closed cars upholstered in genuine mohair.

TOP—The Duplex-Phaeton is equipped with a brand new type of top originated and developed by Studebaker. It is of the permanent type with steel frame and, equipped with roller curtains, also developed by Studebaker, it is possible to convert it into a closed car instantly. No other car has this feature.

STEERING GEAR—Full worm and worm wheel type. Specially designed for use with balloon tires. Roller bearings on steering pivots insure the smooth, easy steering qualities, which are notable features of all Studebakers.

FRAME—Deep, rigid pressed steel channel section, narrow at the front to allow a short turning radius. Side members have channel section 7 inches deep, with 2-inch flange, and are secured together by seven cross members. The rigid construction of the Studebaker frame provides a large factor of safety.

WHEELS—Artillery type, of hickory, specially selected for natural finish. Twelve spokes in each wheel, extra large hubs and flanges bolted with 12 bolts, steel felloe.

EQUIPMENT—Extra rim, complete with balloon tire, tube and tire cover. Handsome, nickel-plated bumpers, front and rear. De luxe motometer and lock with winged radiator cap.

Improved one-piece, rain-proof windshield with built-in, glare-proof visor, automatic windshield cleaner and rear-view mirror.

Handsome, walnut-finished instrument board, the lower line of which is gracefully curved. Instruments in single grouping on silver-finished groundwork, under oval glass, illuminated indirectly.

Instruments include high-grade, 8-day clock, speedometer, ammeter, gasoline gauge, oil pressure gauge. Instrument board also carries ignition switch and carburetor choke, just to left of steering post. American-walnut, all-wood steering wheel, with horn button, lighting switch and throttle lever conveniently mounted in center.

Cowl ventilator, operated by the foot, combination robe-and-hand rail extending full width of front seat. Foot rest in tonneau. Large electric horn, nickel-plated radiator.

Aluminum-bound running boards with corrugated rubber mats and step pads and aluminum kick plates. Set of high grade tools. Snubbers front and rear.

All closed cars furnished with heater, flower vase, vanity case and smoking set. Beautiful walnut panel on doors of closed models in harmony with other fittings. Pull-to handles, window regulators, and other interior metal appointments finished in butler silver.

Coupe equipped with trunk rack, nickel-plated body guards and pressed steel, black enameled trunk, complete with two large suit cases and hat box.

COLORS—Duplex-Phaeton—In lacquer, Studebaker blue with light blue and ivory striping. Louvres in ivory.

Closed Models—Varnish finish. Lower section, Studebaker blue. Upper section, black. Double ivory stripe on body. Louvres in ivory.

MECHANICAL SUMMARY OF THE STUDEBAKER SPECIAL SIX

MODELS—The five-passenger Duplex-Phaeton; the three-passenger Duplex-Roadster; the four-passenger Victoria; the five-passenger Sedan; the five-passenger Berline.

WHEELBASE—120 inches.

ENGINE—Powerful engine of L-head type, cast en bloc, designed and manufactured completely by Studebaker. The bore is 3½ inches and the stroke 5 inches. Develops 65 horsepower at 2400 revolutions per minute. Compact unit power plant insures perfect alignment between engine and transmission. The detachable cylinder head makes possible complete machining of the firing chambers. Four-ring cast iron pistons and extra long (11¼ inches) connecting rods forged from selected steel are picked and paired and thus have uniform weight and balance for each engine.

Connecting rod bearings are cast babbitt. Sturdy one-inch piston pins set high in pistons turn in bronze bushings.

Extra heavy crankshaft, drop forged from steel specially made to Studebaker specifications, is completely machined on all surfaces to precise dimensions and therefore inherently balanced. This practice is followed by only a very few other manufacturers of higher priced cars. The crankshaft is carried on four large, bronze-backed bearings with a total bearing surface of 23⅝ square inches.

Four-bearing camshaft of special steel, heat-treated for toughness and hardness at cam surfaces. Cams and bearings are forged integrally with the shaft.

Large mushroom-type push rods operate the valves which are 1 11/16 inches in diameter with a lift of 5/16 inch. The valve stems and push rods are amply lubricated by oil from the crankcase, through open passages which connect with valve chambers.

LUBRICATION—Positive force feed lubrication is supplied by gear-driven pump which forces oil under 20 pounds pressure directly to the crankshaft, camshaft and connecting rod bearings. The overflow from the camshaft and crankshaft forward bearings drains into the timing gear housing and lubricates the timing gears. The overflow from the connecting rod bearings is thrown into cylinders, lubricating the wrist pins and cylinder walls. Before returning to the crankcase, oil is filtered through extra large cylindrical screen, which can be easily removed for cleaning. The engine operates always, therefore, on clean, fresh oil.

Oil pressure gauge, indicating oil pump pressure, mounted on instrument board.

Chassis lubrication by high pressure system.

CARBURETION—One and one-half inch plain tube carburetor, specially designed for the Special Six engine, is used. It requires no dash adjustment except the choke for starting in cold weather. Throttle is located at head of steering post. Accelerator is of the new ball-type, conveniently located on toe board. Improved intake manifold, with hot spot, is doubly divided to assure uniform fuel mixture to each cylinder.

IGNITION—Current is supplied by generator, accessibly mounted at the right forward end of the engine, and by a threaded rubber separator storage battery. The distributor, carried at the left front end of engine, is of the full automatic spark control type, thus eliminating the necessity of hand operation by driver. The amount of current generated is regulated automatically by the engine speed which prevents overcharge of battery. Ignition switch is a separate unit mounted on instrument board at left of steering column.

STARTER—Compact, durable starting motor exerts turning force of 200 pounds. Operated by starting switch conveniently located on toe board.

GASOLINE SYSTEM—Vacuum tank, under left side of hood, draws fuel from leak-proof gasoline tank, of 19-gallon capacity, carried at rear of frame, and protected by a steel shield. Gauge on instrument board, indicates, in gallons, quantity of gasoline in tank.

COOLING SYSTEM—Water cooled with centrifugal force pump. Tubular type of radiator. Four blade, 18-inch fan, driven from crankshaft.

ELECTRIC LIGHTS—New design headlights, with improved deflecting and diffusing lenses; specially designed cowl lights; dash light, which illuminates instrument group; combination stop-and-tail light; and in closed cars, inspection lamp and rear corner reading lights. And, in addition, dome light in Sedan. Lighting switch which controls headlights (including dimmers) and cowl and tail lights conveniently mounted on steering wheel. All electric wires carried in flexible metal conduits.

CLUTCH—Single-plate, dry-disc clutch, in unit with motor. Exceedingly simple and effective, smooth in engagement and soft in action.

TRANSMISSION—In unit with clutch and engine; selective type; three speeds forward and one reverse. Countershaft gears are forged integrally with countershaft, thus assuring perfect alignment. All shafts and gears of special alloy steel. Shifting lever mounted on housing directly over gears. Built-in, thief-proof lock, which locks transmission in neutral.

GEAR RATIO—4.36 to 1.

REAR AXLE—Studebaker improved, semi-floating, with extra large nickel steel shafts. Spiral bevel gear drive. Load carried on large roller bearings at wheel hubs and differential. Housing of heavy pressed steel, shaped to provide great truss strength. By simply removing differential plate, all parts are readily accessible.

DRIVE—Hotchkiss type. The torque and drive are taken through the extra strong springs. The propeller shaft is a heavy steel tube, 2 inches in diameter, turning through two universal joints and with angle of drive reduced to minimum because of low hung chassis design.

SPRINGS—Semi-elliptic. Front, 38 inches long, 2 inches wide with 7 leaves. Rear, 56 inches long, 2 inches wide with 8 leaves. The rear ends of both front and rear springs are carried on links of special steel and designed to take up wear. All spring bolts extra heavy and spring eyes bronze-bushed. Studebaker manufactures its own springs from steel made to Studebaker formulas.

TIRES—Genuine balloon tires, 32x6.20, non-skid all around.

BRAKES—Foot brake—external contracting bands on extra large brake drums on rear wheels. Brake leverages are of sufficient length to obtain powerful braking action. Adjustment very simple and requires only turning of two nuts at each band. Simple, mechanical equalizers insure perfect distribution of brake pressure.

Emergency brake—placed at the rear of, and on the main shaft of the transmission and is operated by means of a handle placed just under center of the instrument board. By this arrangement, the old style hand emergency lever is eliminated.

LOCKS—Built-in, thief-proof transmission lock (approved by Insurance Underwriters Laboratories), and entitling Studebaker owner to lowest insurance rates, spare tire lock, and on Duplex-Phaeton, lock on tool compartment in left front door (left door on Duplex-Roadster), all operated with same key.

FENDERS—Beautifully crowned and gracefully curved into running boards. Extra long and made of heavy gauge pressed steel.

UPHOLSTERY—Duplex-Phaeton and Roadster upholstered in black, chrome tanned, Spanish grain leather. Closed cars upholstered in genuine mohair.

TOP—Duplex-Phaeton and Duplex-Roadster equipped with new type of top originated and developed by Studebaker. It is of the permanent type with steel frame and, equipped with new roller curtains, also developed by Studebaker, it is possible to convert Duplex model into closed car instantly. No other car has this feature.

STEERING GEAR—Specially designed for use with balloon tires. Full worm and worm wheel type. Roller bearings on steering pivots insure smooth, easy steering qualities, characteristic of all Studebakers.

FRAME—Deep, rigid pressed steel channel section, narrow at the front to allow a short turning radius. Side members 7 inches deep, with 2-inch flange and are secured together by seven cross members, with torsion tubes at each end of frame. The rigid construction of the Studebaker frame provides a large factor of safety.

WHEELS—Artillery type, of hickory specially selected for natural finish. Twelve spokes in each wheel, extra large hubs and flanges bolted with 12 bolts; steel felloe.

EQUIPMENT—Improved one-piece, rain-proof windshield with built-in, glare-proof visor and automatic windshield cleaner. Rear-view mirror on Sedan, Victoria and Berline models. Winged radiator cap.

Handsome, new, walnut-finished, steel instrument board reinforced with wood. Lower line is gracefully curved. Instruments in single grouping on silver-faced oval under glass and lighted by concealed lamp.

Instruments include high-grade, 8-day clock, speedometer, ammeter, gasoline gauge, oil pressure gauge. Instrument board also carries ignition switch and carburetor choke, just to left of steering post, and initial plate; and, in closed cars, inspection lamp. American-walnut, all-wood steering wheel, with horn button, lighting switch and throttle lever conveniently mounted in center.

Cowl ventilator, operated by the foot. Combination robe-and-hand rail extending full width of front seat and foot rest in tonneau of five-passenger models. Large electric horn, nickel-plated radiator. Tire carrier, with lock, at rear and extra rim.

Aluminum bound running boards with corrugated rubber mats and step pads. Set of high grade tools (carried in left front door of Duplex-Phaeton. Left door of Duplex-Roadster).

All closed cars furnished with De luxe motometer, heater, vanity case and smoking set. And in addition, dome light and flower vase in Sedan. Pull-to handles, window regulators, and other interior metal appointments finished in two tone, bright silver and satin finish.

COLORS—Duplex-Phaeton and Duplex-Roadster—In lacquer, Studebaker blue with light blue and ivory striping. Louvres in ivory.

Closed Models—Varnish finish. Lower section, Studebaker blue. Upper section, black. Double ivory stripe on body. Louvres in ivory.

MECHANICAL SUMMARY OF THE NEW STUDEBAKER STANDARD SIX

MODELS—The five-passenger Duplex-Phaeton; the three-passenger Duplex-Roadster; the three-passenger Coupe-Roadster; the five-passenger Coupe; the five-passenger Sedan; the five-passenger Berline.

WHEELBASE—113 inches.

ENGINE—Powerful engine of L-head type, cast en bloc, designed and manufactured completely by Studebaker. The bore is 3⅜ inches and stroke, 4½ inches. Develops 50 horsepower at 2,200 revolutions per minute. Compact unit power plant insures perfect alignment between engine and transmission. The detachable cylinder head makes possible a complete machining of the firing chambers. Four-ring cast iron pistons and long (10 inches) connecting rods forged from selected steel are picked and paired and thus have uniform weight and balance for each engine.

Connecting rod bearings are cast babbitt. Sturdy ⅞-inch piston pins set high in pistons turn in bronze bushings.

Extra heavy crankshaft, drop forged from steel specially made to Studebaker specifications, and connecting rods are completely machined on all surfaces to precise dimensions to give inherent balance. This is an exclusive Studebaker feature on cars at this price. The crankshaft is carried on four large, bronze-backed bearings with a total bearing surface of 18.25 square inches.

Four-bearing camshaft of special steel, heat-treated for toughness and hardness at cam surfaces. Cams and bearings are forged integrally with the shaft.

Roller type of bell crank operates the valves which are 1½ inches in diameter with a lift of ⅜ inches and which are inclined toward center of cylinder at angle of 20 degrees. The valve stems are amply lubricated by oil from the crankcase, direct by splash to all valve parts.

All accessories, including oil pump, water pump, generator, relay coil, distributor and automatic spark control combined into compact accessory unit, mounted on a single base at right side of engine. They are lubricated by splash through an opening in side of crankcase over which their base is mounted.

LUBRICATION—Positive force feed lubrication is supplied by gear-driven pump which forces oil under 20 pounds pressure directly to the crankshaft, camshaft and connecting rod bearings. The overflow from the camshaft and crankshaft forward bearings drains into the timing chain housing and lubricates the timing chain. The overflow from the connecting rod bearings is thrown into cylinders, lubricating the wrist pins and cylinder walls. Before returning to the crankcase, oil is filtered through extra large cylindrical screen, which can be easily removed for cleaning. The engine operates always, therefore, on clean, fresh oil.

Oil pressure gauge, indicating oil pump pressure, mounted on instrument board.

Chassis lubrication by high pressure system.

CARBURETION—One-inch specially designed plain tube carburetor is used. It requires no dash adjustment except the choke for starting in cold weather. Throttle is located at head of steering post. Accelerator is of the new ball-type, conveniently located on toe board. Improved intake manifold, with hot spot, is doubly divided to assure uniform fuel mixture to each cylinder.

IGNITION—Current is supplied by generator, mounted at the right rear of engine driven from accessory shaft, and by a threaded rubber separator storage battery. The distributor, also driven from accessory shaft, is of the full automatic spark control type, thus eliminating the necessity of hand operation by driver. The amount of current generated is regulated automatically by the engine speed which prevents overcharge of battery. Ignition switch is a separate unit mounted on instrument board at left of steering column.

STARTER—Compact, durable, starting motor exerts turning force of 200 pounds. Operated by starting switch conveniently located on toe board.

GASOLINE SYSTEM—Vacuum tank, under left side of hood, draws fuel from leak-proof gasoline tank of 15-gallon capacity, carried at rear of frame, and protected by a steel shield. Gauge on instrument board, indicates, in gallons, quantity of gasoline in tank.

COOLING SYSTEM—Water cooled with centrifugal force pump. Tubular type of radiator. Four blade, 17-inch fan, driven from crankshaft.

ELECTRIC LIGHTS—New design headlamps, with improved deflecting and diffusing lenses; specially designed cowl lights; dash light, which illuminates instrument group; combination stop-and-tail light; and in closed cars, except Coupe-Roadster, rear corner reading lights. Lighting switch which controls headlights (including dimmers) and cowl and tail lights conveniently mounted on steering wheel. All electric wires carried in flexible metal conduits.

CLUTCH—Single-plate, dry-disc clutch, in unit with motor. Exceedingly simple and effective, smooth in engagement and soft in action.

TRANSMISSION—In unit with clutch and engine; selective type; three speeds forward and one reverse. Counter shaft gears are forged integrally with counter shaft, thus assuring perfect alignment. All shafts and gears of special alloy steel. Shifting lever mounted on housing directly over gears. Built-in, thief-proof lock, which locks transmission in neutral.

GEAR RATIO—Duplex models and Coupe-Roadster: 4.6 to 1. Sedan, five-passenger Coupe and Berline: 5.1 to 1.

REAR AXLE—Studebaker improved, semi-floating, with extra large nickel steel shafts. Spiral bevel gear drive. Load carried on large roller bearings at wheel hubs and differential. Housing of heavy pressed steel, shaped to provide great truss strength. By simply removing differential plate, all parts are readily accessible.

DRIVE—Hotchkiss type. The torque and drive are taken through the extra powerful springs. The propeller shaft is a heavy steel tube, 1¾ inches in diameter, turning through two universal joints of the fabric disc type and with angle of drive reduced to minimum because of low hung chassis design.

SPRINGS—Semi-elliptic. Front, 36 inches long, 2 inches wide with 7 leaves. Rear, 50 inches long, 2 inches wide with 7 leaves. The rear ends of both front and rear springs are carried on links of special steel and designed to take up wear. All spring bolts extra heavy and spring eyes bronze-bushed. Studebaker manufactures its own springs from steel made to Studebaker formulas.

TIRES—Genuine balloon tires, 31x5.25, non-skid all around.

BRAKES—Foot brake—external contracting bands on extra large brake drums on rear wheels. Brake leverages are of sufficient length to obtain powerful braking action. Adjustment very simple and requires only turning of two nuts at each band. Simple, mechanical equalizers insure perfect distribution of brake pressure.

Emergency brake—placed at the rear of, and on the main shaft of the transmission and is operated by means of a handle placed just under center of the instrument board. By this arrangement, the old style hand emergency lever is eliminated.

LOCKS—Built-in, thief-proof transmission lock (approved by Insurance Underwriters Laboratories) and entitling Studebaker owner to lowest insurance rates, and spare tire lock, operated by same key.

FENDERS—Beautifully crowned and gracefully curved, into running boards. Extra long and made of heavy gauge pressed steel.

UPHOLSTERY—Duplex models and Coupe-Roadster upholstered in black chrome tanned Spanish grain leather. Closed cars upholstered in genuine mohair.

TOP—Duplex-Phaeton and Duplex-Roadster equipped with a new type of top originated and developed by Studebaker. It is of the permanent type with steel frame and, equipped with new roller curtains, also developed by Studebaker, it is possible to convert it into a closed car instantly. No other car has this feature.

STEERING GEAR—Specially designed for use with balloon tires. Full worm and worm wheel type. Special design of button thrust bearing on steering pivots insures smooth, easy steering qualities, characteristic of all Studebakers.

FRAME—Deep, rigid pressed steel channel section, narrow at the front to allow a short turning radius. Side members 6 inches deep, with 1⅞-inch flange and are secured together by six cross members, with torsion tubes at each end of frame. The rigid construction of the Studebaker frame provides a large factor of safety.

WHEELS—Artillery type, of hickory specially selected for natural finish. Twelve spokes in each wheel, large hubs and flanges bolted with 12 bolts; steel felloe.

EQUIPMENT—Improved one-piece, rain-proof windshield with weather-proof visor, automatic windshield cleaner and, on Sedan, five-passenger Coupe and Berline, rear-view mirror. Winged radiator cap. Handsome instrument board finished in black satin on Duplex models and walnut-finished on closed models; lower line is gracefully curved. Instruments in single grouping on silver-faced oval under glass and lighted by concealed lamp.

Instruments include 8-day clock, speedometer, ammeter, gasoline gauge, oil pressure gauge. Instrument board also carries ignition switch and carburetor choke, just to left of steering post. American-walnut steering wheel, with horn button, lighting switch and throttle lever conveniently mounted in center.

Cowl ventilator, operated by the foot. Combination robe-and-hand rail extending full width of front seat and foot rest in Sedan and five-passenger Coupe. Large electric horn, nickel-plated radiator. Tire carrier with lock at rear and extra rim. Set of high grade tools.

Sedan, five-passenger Coupe and Berline models furnished with heater. Pull-to handles, window regulators, and other interior metal appointments finished in bright silver.

COLORS—Duplex-Phaeton and Duplex-Roadster—black enamel. Louvres have ivory stripe.

Closed Models—In lacquer. Lower section, Navajo gray. Upper section, Seminole gray. Black moulding carries double stripe in light red. Louvres striped in light red.

STUDEBAKER HISTORY—RESOURCES AND POLICY

HISTORY. The Studebaker business was established at South Bend, Indiana, in the year of 1852, and has operated continuously for seventy-two years. For two generations, Studebaker was probably the world's largest manufacturer of horse-drawn vehicles, which business it liquidated in 1919-20. It began experimenting with a "horseless vehicle" in 1897, and launched into the automobile business in 1902, producing electric, and later in 1904, gasoline propelled vehicles. Incorporated as The Studebaker Corporation in 1911.

Studebaker has been a consistent leader in advancing the standards of automobile design, quality and value.

More than 800,000 Studebaker cars, valued at more than one billion dollars at wholesale prices, have been produced and sold.

FINANCIAL RESOURCES. The actual net assets employed in Studebaker business exceed $90,000,000.

Studebaker is the second strongest financially of the individual automobile manufacturers of the world.

PLANT FACILITIES. $52,000,000 is invested in the seven Studebaker plants at South Bend, Detroit and Walkerville, which cover 225 acres and contain 7,500,000 sq. ft. of floor space, and have a manufacturing capacity of 180,000 automobiles per annum.

These plants are modern, scientifically equipped and employ over 21,000 people. Seventy per cent of the total plant capacity has been constructed and developed in the past six years. Research and experimental laboratories employ 125 skilled men, and make 550,000 laboratory tests annually.

12,500 machines used in 342 manufacturing departments. 1,200 inspectors employed in the plants make 96,000 inspections on the three models during manufacture before cars are passed for delivery. 1,769 mechanical operations on the three models of Studebaker cars are accurate to one-thousandth of an inch, and 564 to one-half-thousandth of an inch.

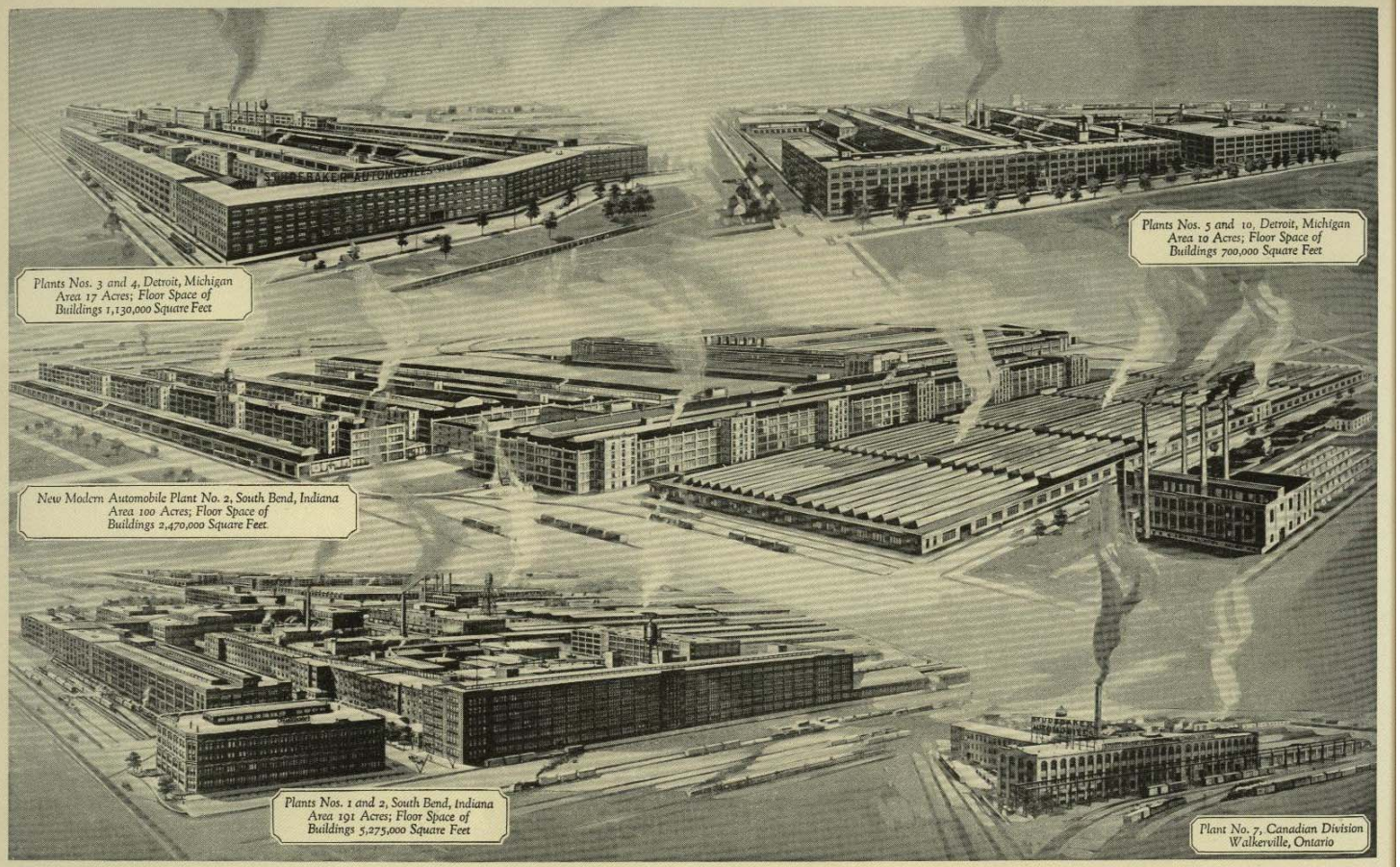
200 tons of castings are produced daily in Studebaker foundries and 113,500 tons of steel, 7,500,000 gallons of fuel oil, and 275,000,000 cubic feet of gas are used annually.

Studebaker plants, in cost and size, are the second largest of the world's individual automobile plants.

ORGANIZATION. The ablest engineers, metallurgists, chemists, production experts, inspectors and executives constitute the man power back of the plants and the product.

Home office, South Bend, Indiana, with 25 branch offices, 5,000 dealers and 3,500 service stations, in all civilized countries. These branches and dealers carry in stock $4,000,000 of repair parts for all models of Studebaker cars. Based on the total number of Studebaker cars in operation for the year ending April 1, 1924, our sales of repair parts amounted to only $10.84 per car for repairs covering renewals and also accidents.

POLICY. The name Studebaker is a household word. The broad principle upon which Studebaker business is conducted, and upon which it has prospered for seventy-two years, now grounded upon tradition, insures satisfaction to everybody who deals with the House of Studebaker.



WHERE STUDEBAKER MOTOR CARS ARE MANUFACTURED

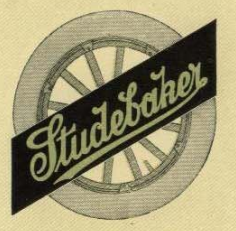
STUDEBAKER automobiles are produced virtually complete in plants which represent the most advanced ideas in factory construction and manufacturing practice and which are recognized as among the most modern and efficient manufacturing plants in the world.

Seventy per cent of Studebaker's vast investment in plants and facilities has been added in the past six years, so everything is new and modern.

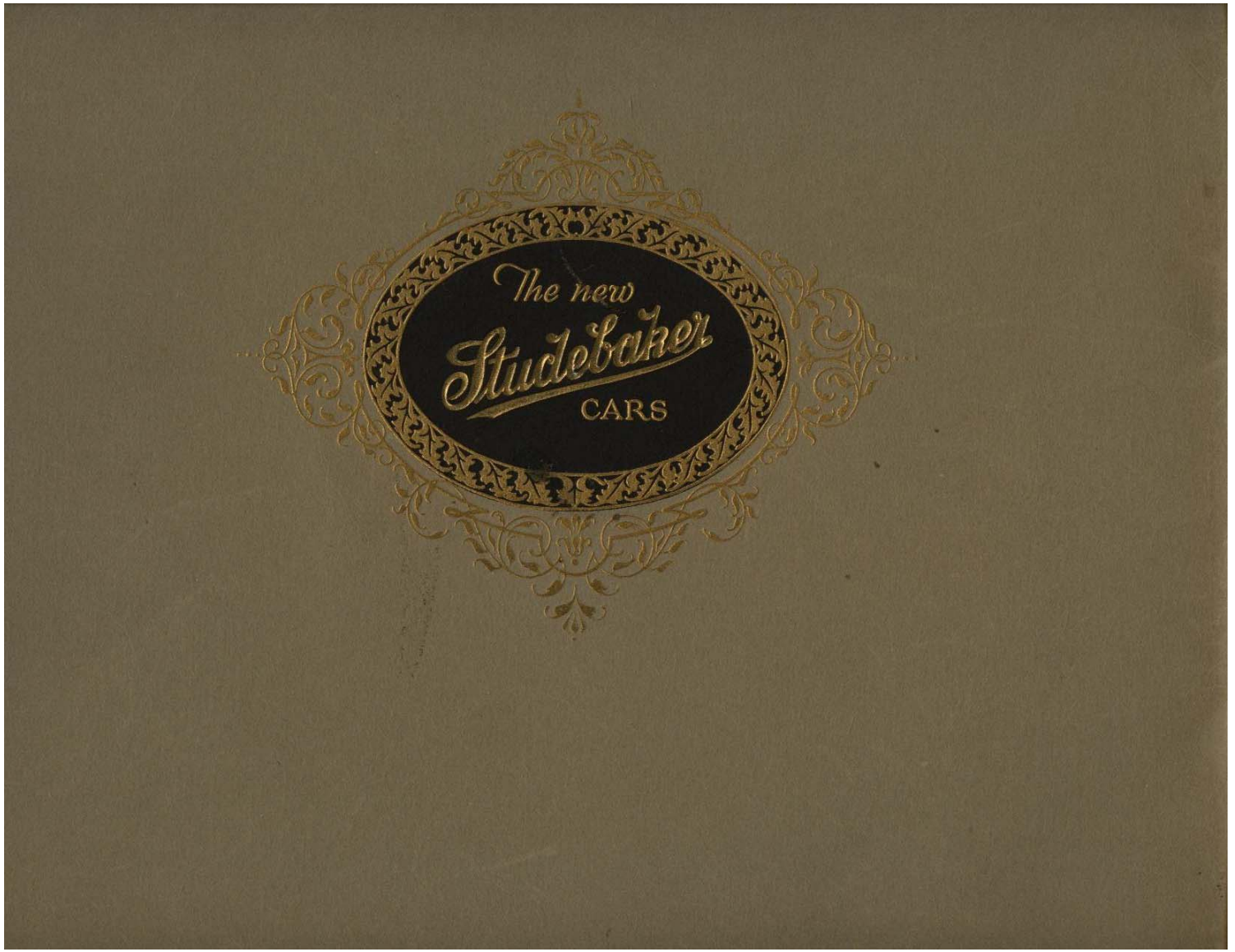
The Studebaker Manufacturing Division includes a Research Department in which are conducted extensive experiments aimed at developing ever better manufacturing methods. Such new methods, once their worth is established, are immediately adopted, a policy made possible by the corporation's great financial resources, and one which results in its manufacturing practices being always abreast of the times.

Completely equipped chemical and physical laboratories are maintained, in which a capable staff of engineers and chemists make tests and analyses of all materials, insuring the use only of those which measure up to Studebaker's high standards. The latest equipment for heat treating and carbonizing steel is in use; there are ample railway and track facilities for shipping.

These, in part, are the facts which bear out the truth of the statement that Studebaker, with $90,000,000 of actual net assets including $52,000,000 in plant facilities, stands unsurpassed in ability and resources to manufacture economically and give the greatest intrinsic value possible for a given price.



Studebaker reserves the right to make changes in design or add improvements to its automobiles at any time without incurring any obligation to install same on automobiles previously manufactured.


The new
Studebaker
CARS