

Studebaker Four
Cylinder, Seven Passenger
Touring Car

Studebaker

Studebaker Six
Cylinder, Seven Passenger
Touring Car

THE NEW SERIES 18 CARS

With Seven New and Exclusive Features

Facts For Motor Car Buyers

When you buy a Motor Car today the things that should concern you most are not mere claims or assertions of Superiority, but **ABSOLUTE FACTS**. Realizing this we are pointing out to you in this advertisement **ABSOLUTE FACTS**, which can easily be verified by any one desirous of making a fair investigation and comparison of **PRICES** and **REAL VALUES**, with a view of learning **ALL THE FACTS**.

General Construction of Studebaker Cars

Every important feature of **Studebaker** construction is used by the largest number of makes, or by those makers whose cars sell for a much higher price than **Studebaker**; this alone being the highest possible endorsement of **Studebaker** methods and value.

Studebaker Engine Cylinders are cast En-Bloc.

74 per cent of all cars are now using En-Bloc Engines.

Studebaker—uses "L" Head Motor. 71 per cent of all cars are using same type.

Studebaker—uses Vacuum Gasoline Feed System. 55 per cent of all cars are using the same system.

Studebaker—uses Generator and Battery Ignition System. 56 1-2 per cent of cars are using practically the same system.

Studebaker—uses "Helical" timing gears. 70 per cent of all makes are using same type of gears.

Studebaker—uses Circulating Pump and Fan Cooling System. 60 per cent of makers are using same system.

Studebaker—uses Three-Quarter Electric Rear Spring. 46 1-2 per cent of all cars use practically same type of spring.

Studebaker—uses Full Floating Rear Axle. 51 per cent of all cars use same type of axle.

Studebaker—is one of only fourteen manufacturers to offer a full Timken equipment, and the only one offered at any where near the price of a **Studebaker**.

Studebaker—has centered its great Resources and Experience on **One Basic Design**—with 95 per cent of all parts interchangeable for both the **Four** and the **Six**.

86 per cent of all cars now being built are either **Fours** or **Sixes**, with the **Fours** 3 per cent in the lead of the **Sixes**.

Power—The buyer, the user and the public want **Power** in an Automobile.

Studebaker Cars—have the **Power** to take them any where that any car at any price will go.

Studebaker—as a Seven-Passenger Car, has ample Body Room with large roomy and comfortable **armed** auxiliary chairs which fold and carry underneath the back seat, making a **Roomy** and beautiful Five-Passenger Car, instead of the regular seven-passenger car. Both front seats are covered with leather, have a large and handsome robe strap, and are adjustable to all leg lengths; no more comfortable seats are found in any car regardless of price.

The new Storm Curtains are of the recent "Blackmon" Design and Patent, opening with the doors, adding materially to the comfort and convenience of getting in or out of the car when the curtains are in use.

The Mechanical Improvements have been a general refinement and strengthening where found advisable, resulting in greater smoothness, flexibility, quietness and economy. All noticeable vibration has been eliminated by Superior Piston Design, and the stiffening of the Motor Frame.

A Comparison of Values and Prices

The **Studebaker Four** is the only car in the world today seating seven people comfortably at the price.

The average price of all seven-passenger, four-cylinder models being built 8.00 f. o. b. their factories—Three times the price of the **Studebaker**.

The average price of other seven-passenger cars is \$3990.00, about three and one-half times the price of the seven-passenger **Studebaker Six**.

The average price of the few six, eight and twelve-cylinder cars now being built, exceeding the **Studebaker** in Power is \$2900.00 f. o. b. their factories—more than two and one-half times the price of a **Studebaker Six**, with power to go where any of these higher-priced cars will go.

The average price of the very few four-cylinder cars exceeding in Power the **Studebaker Four** is \$2022.00 f. o. b. their factories—more than two times the price of a **Studebaker Seven-Passenger Four**, with Power to go where any of them will go.

With This Wonderful Value and Price

CAN YOU AFFORD TO BUY ANY CAR THAT IS NOW OFFERED FOR LESS MONEY.

Don't FORGET CAN YOU AFFORD TO BUY ANY CAR THAT IS NOW OFFERED FOR ABOUT THE SAME PRICE, AND WHY SHOULD YOU PAY MORE WHEN YOU REALLY AND TRULY GET SO LITTLE, IF ANYTHING, FOR THE ADDITIONAL PRICE—THINK IT OVER, AND LET US TELL YOU.

Meet us at the Auto Show -- March 15, 16 and 17
or at our place of business any time when it is convenient

ISLAND CITY M. & M. CO.

Agents for Studebaker Motor Cars

La Grande - - - Oregon