



# 15 New Studebakers

Including an entirely new type of car—the **DUPLEX-PHAETON**

Today Studebaker has made Automobile History and established standards of value and quality more fully and obviously than ever before.

**T**ODAY Studebaker proves that beautiful, distinctive, stylish body lines can be originated by American body designers without following precedent or imitating or adapting what has been done before.

Today Studebaker proves that a practical and beautiful type of car can be made to combine the pleasure and performance of the open car and the comfort and protection of the closed car—and this without excessive price or compromised quality—a car "duplex" in open-car smartness and convenience and closed-car elegance and comfort—and at a price no higher than that of an open car!

Today Studebaker proves, in its new Standard Six Duplex model, that a six-cylinder car of fine quality, great power, plenty of room and impressive appearance can be made and marketed at a price of \$1145.

Today Studebaker proves in its new Special Six and its Big Six Duplex models that the ultimate in all the essential features of quality in five- and seven-passenger cars can be made and marketed at a price of \$1495 and \$1875 respectively.

And this is possible only because Studebaker cars are made in one of the most comprehensive industrial plants in this country, 70 per cent of which is new within the last six years.

Every modern method of manufacture and long experienced management are available for the production of Studebaker automobiles.

Today Studebaker proves that the highest grade closed car bodies—framed in selected hard woods, cushioned with the best cushion work, upholstered in fine mohair fabrics and fitted with expensive appointments—can be made and marketed on superlatively good chassis at moderate prices.

This is made possible by the new \$10,000,000 Studebaker closed body plants. Studebaker designs and builds all of its closed bodies in one of the best equipped and most modern body plants in the industry.

### The Three New Chassis

**THE STUDEBAKER STANDARD SIX**—113 in. wheelbase, 5-passenger. Engine, 3 $\frac{1}{2}$  x 4 $\frac{1}{2}$ . 50 h.p.—with 6 different bodies, including Duplex-Phaeton, Duplex-Roadster, Coupe-Roadster, Coupe, Sedan, and Berline.

**THE STUDEBAKER SPECIAL SIX**—120 in. wheelbase, 5-passenger. Engine, 3 $\frac{1}{2}$  x 5. 65 h.p.—with 5 different bodies, including Duplex-Phaeton, Duplex-Roadster, Victoria, Sedan, and Berline.

**THE STUDEBAKER BIG SIX**—127 in. wheelbase, 7-passenger. Engine, 3 $\frac{1}{2}$  x 5. 75 h.p.—with 4 different bodies, including Duplex-Phaeton, Coupe, Sedan, and Berline.

### The Ten New Closed Bodies

**COMPLETELY NEW BODIES**—each car a masterly expression of modern style, yet distinctly

Three completely new chassis! . . . 15 completely new bodies!  
 Completely new lines! . . . Marvelous new performance  
 Completely new open-closed car!

Completely new radiators, new fenders, new lamps, new seating comfort, new finish, new colors in lacquer finish, three improved engines  
 Real balloon tires, not low-pressure cords. Sizes—21"x 5.25" to 20"x 7.30".  
 New Studebaker automatic hydraulic 4-wheel brakes—optional.  
 New values, never before equaled—even by Studebaker!

original in beautiful lines—individual, conservative, impressively elegant, but crisp enough in its departure from imitation to be entirely distinctive.

### The Five New Duplex Bodies

(A new type of car originated by Studebaker to take the place of the open car)

SO ENTIRELY NEW and so different from any other body ever made before that a new name had to be created—the **DUPLEX**.

The upper structure is shaped in pressed steel and covered with the finest water-proof fabric. The steel construction permits the use of another radical Studebaker creation, the new roller enclosing curtains. There is the permanent beauty and durability of the steel top plus the instant convenience of the roller curtains.

Thus Studebaker engineers have solved the open-closed car problem.

The buyer who wants the airiness and practical convenience of the open car and who also wants the comfort, protection and beauty of the closed car can now get both in one car and at the price of an open car.

One moment the new Studebaker Duplex is a beautiful open car—a touch of the hand to the over-lapping roller curtains and it is a snug weather-tight closed car.

### Balloon Tires

Genuine and full size balloon tires on all models. Every part that functions with the tires has been specially designed for balloon tire equipment—steering gear, steering knuckles, spindles and springs, even the fenders.

### New Lacquer Finish

The Standard Six closed bodies are beautifully finished in semi-gloss, satin lacquer. The hood and lower panels are in light gray, the upper panels in darker gray. Hairline parallel striping in oriental red. Burnished nickel radiators, jet black fenders, light golden finished, natural wood wheels and big balloon tires are contrasting touches.

The Standard Duplex Models are finished in glossy jet enamel—lasting, lustrous and wear-resisting.

The Special Six and the Big Six Duplex models are in soft satin lacquer with dark blue hoods and bodies striped in light blue and ivory. Here, too, the sparkle is added with burnished nickel radiators and light, natural wood wheels in contrast with jet black fenders and big, black balloon tires.

### More Power

The universally famous Studebaker engine is more than ever a peer among power plants. The crankshaft is heavier. ALL surfaces are perfectly machined to exact dimensions and balance. The bearings are larger.

The engine is in unit with the clutch and transmission. There is a force feed lubrication system with clean, strained oil always in reserve. There are many changes and improvements which result in **MORE POWER, MORE QUIETNESS and SMOOTHNESS and STILL BETTER PERFORMANCE** in every way.

### New Brakes

Larger, more powerful, simpler and much easier operated two-wheel brakes. An entirely new emergency brake is operated from the instrument board, instantly convenient to the driver's hand where it simplifies the control and frees the floor board from

the old style lever. It acts on the propeller shaft. There is uniform pressure at each wheel—equalized through the rear axle.

The regular two-wheel Studebaker brakes with their simplicity, safety and great braking power are entirely adequate.

But Studebaker 4-Wheel Hydraulic Brakes (with disc wheels) can be furnished as optional equipment on all models at extra charge if desired.

Studebaker 4-Wheel Brakes have three exclusive features not found on any other system in this country.

1. Braking pressure is furnished by hydraulic power automatically developed. A light touch to the braking pedal controls its great force like a touch to the throttle controls the power of the engine. This feature will appeal instantly to women.

2. The front wheels cannot lock.

3. There are only two adjustments required—one at each rear wheel. The front brakes are permanently adjusted at the factory. The oil in the transmission is used to generate the hydraulic power; the action of the gears and the pump keep it in circulation: it cannot congeal or freeze. Braking power is always instantly ready—in winter as well as in summer!

### New Ease of Operation

**New Ease of Gear Shifting**—New power in braking, a touch to the pedal exerts a giant's strength at the rear wheels—New clutch action, soft as velvet—A new steering gear and steering knuckles designed for balloon tires—A new grouping on the dash, including ALL the usual instruments plus a gasoline gauge that always works accurately.

**Lighting Control Switches**—all on the steering wheel—

instantly handy.  
**Automatic Spark Control**—No manual attention required, so the lever is eliminated. Automatically governed to all speeds with the precision of machinery.

### And the Details

The new cars are longer and lower to the ground. The line from the radiator to the rear is nearly straight. The wheelbase of all models is increased.

The fenders are much wider and deeper crowned to cover the width of the tires. They fit more closely over the wheels. The rear fenders are long and gracefully curved into the running boards.

The radiators are high and set low in the frames and convex curved just below the filler cap. The design is strikingly original and beautifully distinctive.

Entirely new head lamps and cowl parking lamps designed by Studebaker—artistically appropriate and in perfect keeping with the originality of the body and fender design.

Deeper, stiffer frames, more cross members; shorter, flatter springs for balloon tires. All bodies lower, all roomier, better and more comfortably cushioned. Seats are lower, backs and sides are higher.

### Look Forward Into Next Year

The new Studebaker is here today! And no matter how sweeping your ideas of what a new model should be this car will satisfy you. It will thrill you with the very newness and originality of its beautiful lines!

You may not be in the market now, or even this year. But to see the new Studebaker is to look forward into next year—and the year after! **SEE IT TODAY!**



STANDARD SIX 113 in. W.B. 50 H.P.		SPECIAL SIX 120 in. W.B. 65 H.P.		BIG SIX 127 in. W.B. 75 H.P.	
5-Pass. Duplex-Phaeton	\$1145	5-Pass. Duplex-Phaeton	\$1495	7-Pass. Duplex-Phaeton	\$1875
3-Pass. Duplex Roadster	1125	3-Pass. Duplex Roadster	1450	5-Pass. Coupe	2650
3-Pass. Coupe-Roadster	1395	4-Pass. Victoria	2050	7-Pass. Sedan	2785
5-Pass. Coupe	1495	5-Pass. Sedan	2150	7-Pass. Berline	2860
5-Pass. Sedan	1595	5-Pass. Berline	2225		
5-Pass. Berline	1650				



On all Standard Six models, with 4 disc wheels and spare rim, \$60.00 extra. On all Special Six and Big Six models, with 5 disc wheels, \$75.00 extra.  
 (All prices f.o.b. U. S. factories, and subject to change without notice.)

Corner Adams and Fir

**M. J. GOSS, La Grande, Oregon**

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T H I S . I S A S T U D E B A K E R Y E A R