

Studebaker

SIX

\$1575

At the Head of Its Field in Sales and Volume and Value

Studebaker SIX sales have shot ahead of all others in every State in the Union.

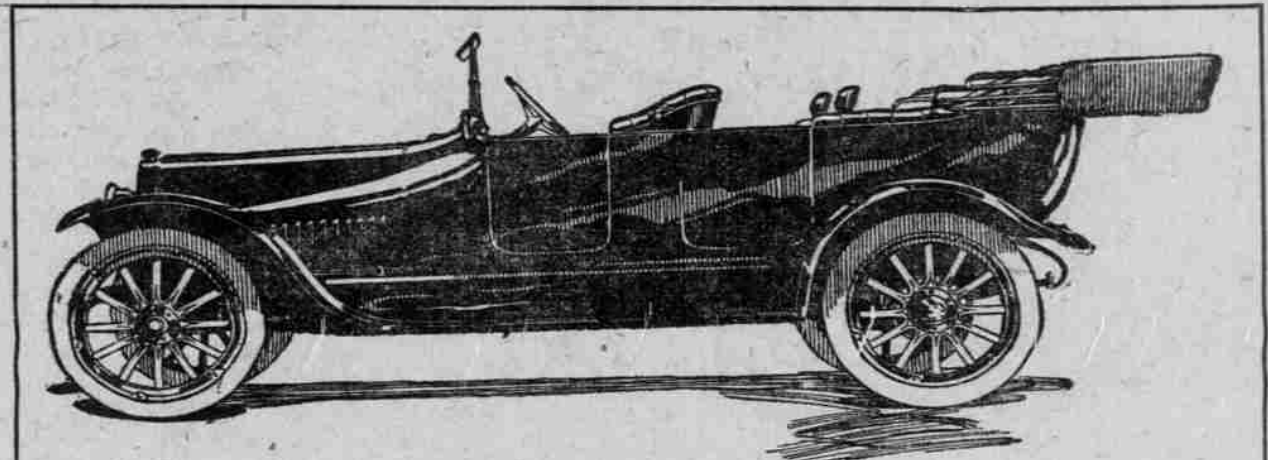
The man who takes time to study values is buying the Studebaker.

He can't do anything else unless he shuts his eyes to stubborn facts.

A *Volume* greater than that of any other "Six" in America, has resulted in *Value* greater than that of any other "Six" in America.

What has actually happened is that the Studebaker SIX has fixed a new figure which represents the most that money can buy in a high-class car.

Studebaker sales have forged to the head and front because *you can't get as much as this SIX gives you, even by paying more.*



The Full Floating Rear Axle
Full Timken Bearing Equipment
Electrically Started and Lighted
Complete Equipment

F. O. B. Detroit.	
Four Touring Car.....	\$1075
SIX Touring Car.....	1575
SIX Landau-Roadster.....	1800
SIX Sedan.....	2250
Model "35" Touring Car.....	1250
Model "35" Coupe.....	1550
Six-Passenger "SIX".....	1550

The Life of a Car

The life of a "Six"—and, of course, its value—depends upon two things.

These two things are, first—

The quality of steel used in its construction; and second—

The number and scientific accuracy of the heat treatments.

In that respect Studebaker SIX construction may possibly be equaled by one or two cars selling for the very highest price.

It is not equaled by any car at anything like its price—or a thousand dollars higher.

Studebaker Special Steels

Studebaker metallurgists and laboratory experts furnish their own formulae for Studebaker steels.

The best that America's mills produce is not good enough. The steels must be made on special Studebaker specifications.

Two to Four Treatments

Having insured this standard, Studebaker steels then receive from two to four heat treatments.

These treatments refine the steel by completely changing its structure.

Strength or hardness as required in axle shafts or camshafts and gears is doubled or trebled by treatments varying from 600 to 1700 degrees Fahrenheit—their intensity accurately determined by means of the scientific pyrometer which registers for each furnace.

The guarantee of long life, safety and value insured by this process could not be greater in any car you could buy, even if you paid \$5000.

Full Floating Rear Axle

Not every "Six" has a full floating rear axle. But every "Six" needs one.

In the interests of safety, in the interests of power transmission—it is indispensable to the truly scientific "Six."

In the Studebaker SIX the axle carries the car. The shaft only turns the wheels.

It turns freely, in a steel housing—carrying the last ounce of power TO THE WHEELS.

Without a full floating rear axle the best "Six" motor is not at its best, because the efficiency of the one is dependent upon the other.

Full Equipment of Timkens

No "Six"—no matter what price you might pay—is more thoroughly equipped with Timken bearings than the Studebaker.

Even to the hubs of the wheels this SIX is thoroughly Timkenized.

We have equipped with Timkens at every point where friction is possible—at several points overlooked by other "Sixes."

We repeat—you can't buy greater Timken value in any car.

The Starting and Lighting

Let us not mince words in regard to this Studebaker-Wagner starting and lighting system.

We seriously doubt if it has an equal.

We are certain that it has no superior.

Starting trouble is unknown to Studebaker SIX owners.

You won't—because you can't—better it at any price.

Studebaker SIX Demonstration

The Studebaker SIX will sell itself on demonstration alone. Demonstration would convince you even if you did not know its internal superiority.

If you did not know the close, fine, accurate manufacturing processes—more than 6000 in number—embodied in this SIX.

If you did not know that these processes require the combined action of 5000 separate machines.

If you did not know that accuracy with these machines is carried to the 1-1000 part of an inch in all vital factors of the car.

If you did not know that there are 247 drop forgings in this SIX—more, we believe, than any other car possesses.

If you did not know that we make all parts in our own plants; the magnitude of Studebaker operations permitting the most complete automobile and foundry installation in the world, at the lowest cost per "Six" produced.

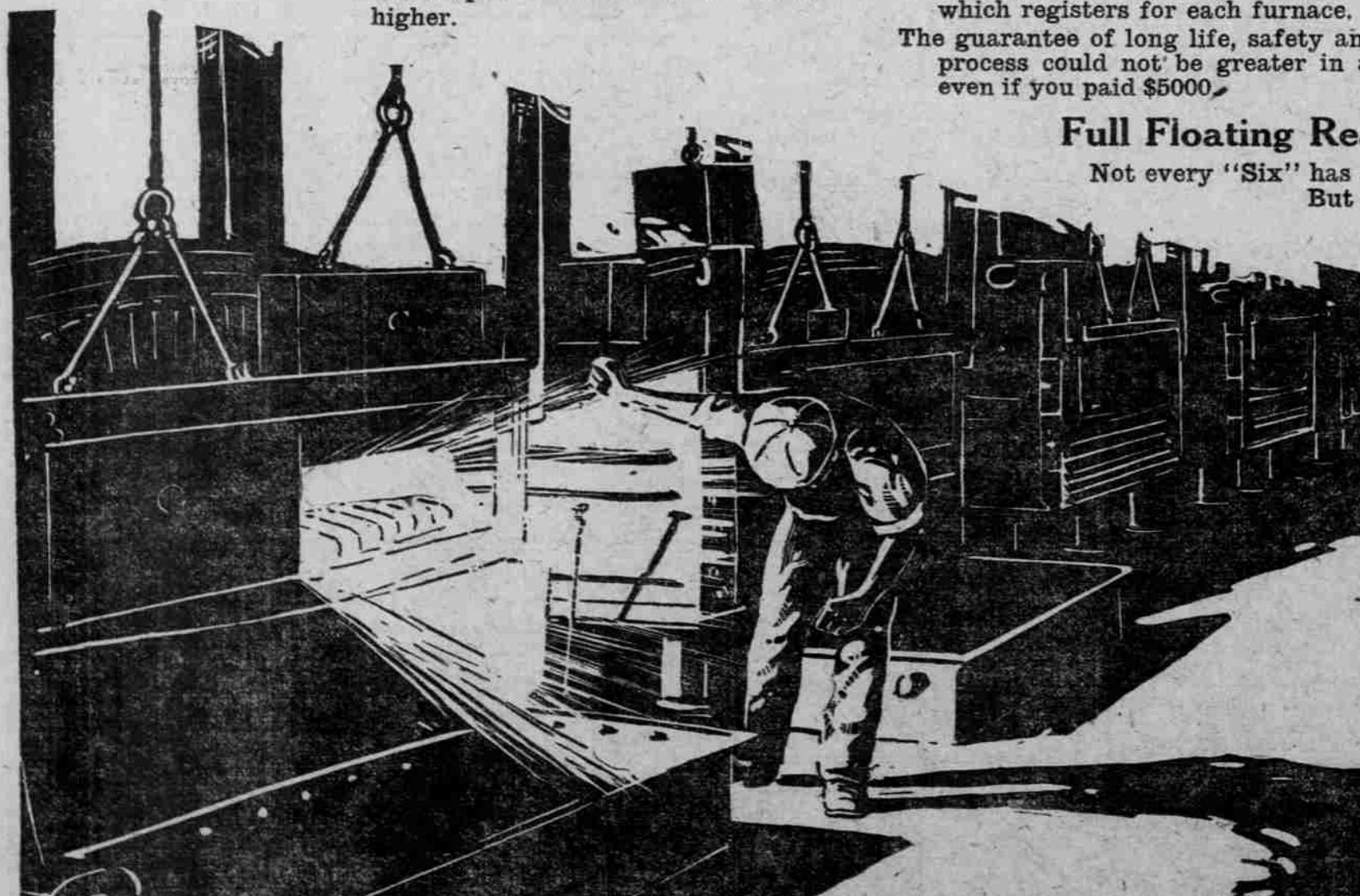
If you did not know any of these things, still the magnificent smoothness and superabundant power; the beauty, the ease and the luxury of this Studebaker SIX would convince you that it is indeed the king of all light-weight "Sixes."

STUDEBAKER, Detroit.

Oregon Motor Car Co.

Portland Dealers

Chapman and Alder Sts. Main 9402, A 7656



Buy It Because It's a Studebaker