

## Announcement

THE Studebaker Corporation of America is pleased to announce to its customers, friends, and the public generally, its complete line of new

## 1924 Model Studebaker Cars

Avviding the superlatives frequently used in automobile advertisements, the Corporation desires to faithfully state the facts concerning these cars and the reasons why the public should buy them.

## THE CARS

In dxign, quality of materialo, standard of workmemblp:
durability, refinemente, performance, froedome from mopaing and prise, the Studebalktr 1924 Model Cars are distinethy gresurt intrinsic values the Corporation has ever offered. Every improvement the adfoty and procticabilly of which heve
been verified by engincering tosto is embodied in thecenew cense The Big-Slx
THE BIG SIX LINE somprives four modele, mounted en the atardard 126 -inch chawiop with $60 \mathrm{H} . \mathrm{P} .326 \times 5$ inch motoen

Refinements and a few minor mechanical changes lave boea made in the Biz-Six, which hae eetriblichod an enviable reeond
for five years. Our largo production tisonnta for It is a car of the highicot groducte, comparath ald to the ite low phith

The Special-s/
-THE SPECIALSIX LINE comprives four modelo monet

 5 -passenger Touring Car $-\$ 13505$-pampror Sedan - \$ 20 Radiator, hood, cowl, and body chancet have been map in ments in the chosig. The Special.Stix haed for five ansee now years added luter to the neme STUDEBAKER. It in of of the most satidactiory and fineot cars on the marher. It in an


The Ught-Stz
THE LIGHT SIX LINE compriven four mode mou noile the standard 112 tioch chaily with 40 H.P. 31 /axty incl/moters

No body or mechanice! shanges eroept neflomente heve

choont id manufacturing coinditions. In our judgment, it stande of/ an the greateot value and the closest approach to

THE REASONS WHY
in antan Studebatier bas ample physical facilitios to manufac. in tompor, Stedebbeler bas ample physical facilitics to manufac. 0 mont economically.
apro,motill arginats, chemists, inspectiors, and skillled mechanices cars and to nono in the industry. The decigo of Studebaker pinciples of expineering atandardo and mechanical practico 0 induatry.
Sest of Materials Used
Strobbeliere cars contain the fineat hnown grades of trom, No betherming, tires, electrical equipment, glase, bearings, etc. No betiter materialo for antomobile manufacture exist. Sheek and oqnepquently, Studebaker uves sheet steel for ita bodiea. Dy the menaufucture of drop forginet, atel for ita bodiea. Dol the machining, ameembling and finiahing of motors, aviea fravien, trumemiovions, bodies, tops, etc., and the consequent
 heed feotory coets per'car ariening from quantity produttion and Wen comnarcial expepese, Shuddoker's costs are hept of an oummenteriy hap potent possible of attrinment only by rmanufacmomes wild wate phyalienl and finencial resources.

Bodies Unexcelled
The boliteo of Studebaker cars are not excellied in quality of Coupe and Sochen clomed bodice are mans on the marificet. The tive coesh bellder's art.

Mert Wins
Themales of Seadebaker cars for the pagt niny years have shown ond ang yer a progreaive increes.e. 81.880 care were ald in tha first gix monthe of 1923 as agningt 60,053 for the anmew period leot yeas. Ondy products of merit can make such

The Studebaker Corporation of America
A.R. Entites, Proulions

SMITH \& MCKAY
Dunn.
North Carolina
Barnes \& Holliday Co.

