

Established in 1852—64 Years
Of Business Success

Studebaker
"The Car of the Golden Chassis"

The World's Largest Manufacturers
Of Fine Cars

THE NEW SERIES 18 CARS

With Seven New and Exclusive Features

THE DAY OF HIGH PRICES FOR FINE CARS HAS PASSED

STUDEBAKER NEW SERIES 18 CARS, with seven new, special and exclusive improvements are FINE CARS, warranted by us to completely satisfy the most particular and fastidious persons. We believe these cars represent the greatest automobile values ever offered to the buying public, and that persons accustomed to paying \$2000 or \$3000 for cars will, upon examination, concede that these Studebakers equal ANY such cars in quality of material, design, workmanship and finish, and also concede the truth of our statement that THE DAY OF HIGH PRICES FOR FINE CARS HAS PASSED.

Studebaker has centered its great resources and experience on ONE BASIC DESIGN, with all parts interchangeable for both the FOUR and SIX, except the motor. One equipment of machinery, tools, character of manufacturing operations and quality of material suffices for both models.

No revolutionary changes have been made in the basic Studebaker design for four years. The same group of EMINENT ENGINEERS AND DESIGNERS are responsible for the evolution of the new Series 18 models, yet the many improvements and refinements adopted as the result of our experience have made these new models decidedly the best cars we have ever produced. They are sold with our guarantee of prompt and efficient service and the replacement without charge for defective parts, if any are developed, within one year from date of sale. We guarantee our cars to give absolute satisfaction, provided they receive the care a highly developed piece of machinery should receive.

The Series 18 cars are leaders in the industry, history makers, which put Studebaker in the lead with new and greater values at popular prices. Studebaker has led the way in nearly every forward step in automobile construction in which the owner profited. STUDEBAKER WAS THE FIRST

- to produce a six-cylinder car selling for less than \$2000;
- to produce a 50 horse power car selling for less than \$2000;
- to produce a seven-passenger car selling for less than \$1000;
- to establish a uniform, international service system for owners;
- to produce the now popular crown fenders;
- and, finally, Studebaker was the first manufacturer of FINE CARS to offer its product at medium prices, thus leading the way to greater values and compelling other manufacturers to increase values and reduce prices.

Studebaker has \$13,000,000 invested in the most efficient and modern plants in which it manufactures all of its engines, axles, transmissions, differentials, bodies and tops. Middlemen's profits (parts makers) included in the price of assembled cars and small manufacturers' cars are almost entirely eliminated in Studebaker selling prices. It is necessary to pay from 50% to 100% more than Studebaker prices for cars of corresponding value.

Seven New Improvements and Additions

GUN-METAL FINISH. Original, rich and exclusive finish of deep lustre and permanency, applied in TWENTY-FIVE OPERATIONS. No finer finish is possible than that of the Series 18 Cars. A permanent body finish depends largely on the slow and careful building up of the different coats of color and varnish—the Studebaker way. Fenders and aprons are rich, black enamel.

NEW AUXILIARY CHAIRS. Arm chairs, original and exclusive with Studebaker, patent applied for. These large, roomy and comfortable chairs fold up and slide under rear seat when not in use. They dispense with the unsightly recesses in the tonneau floor and with slit carpets, commonly used in other cars. When these chairs are underneath the back seat the Studebaker is a roomy, beautiful FIVE-PASSENGER CAR.

REVERSIBLE FRONT SEAT. Original and exclusive with Studebaker, the front passenger seat is reversible so that passenger can sit facing tonneau or facing forward. Both front seats are covered with leather, have large and handsome robe strap, and are adjustable to all leg lengths. No more comfortable seats are found in any car, regardless of price.

NEW STORM CURTAINS. Of the recent Blackmore design and patent, opening with the doors and thereby preventing crouching and crushed hats. Studebaker, we believe, is the first maker to offer this improvement as standard equipment.

IMPROVED BODY AND UPHOLSTERY. The body is elegantly finished and equipped—inside and out. The handsome foot rail, wide scuff plates, wide doors, handsome door trim, carpeting, etc., all demonstrate quality and refinement. The upholstery is semi-glazed, straight-grained, genuine leather, made to special Studebaker forms, with the best curled hair and long coiled springs. Tonneau carpet all wool, bound with leather instead of cheap, raveling thread-stitch. The top is made of the finest grade silk mohair, bound with leather edging, a feature found on few cars at any price. The body materials, upholstery and workmanship of Studebaker cars are unsurpassed, and the interior finish and detail of the bodies are LUXURIOUS and COMFORTABLE.

YALE SWITCH LOCK. Of pin tumbler type, Studebaker design, insuring convenient and safe protection against theft or unauthorized use of the car.

NEW WINTER TOP made exclusively for Studebaker cars. Noiseless. Quickly and easily put on or taken off, and fitting perfectly.

Mechanical Improvements

Improvements have been made in the Series 18 Motor, insuring greater smoothness, flexibility, quietness and economy. All noticeable vibration has been eliminated by superior piston design and the stiffening of the motor frame.

The Studebaker-Schebler carburetion system has been developed so that both the FOUR and SIX are the most ECONOMICAL motors on the market in ratio to power.

Studebaker lubrication has been further improved. The system is positive and eliminates all lubrication troubles. Waste through the exhaust is overcome and practically no surplus oil reaches the combustion chamber to burn and form carbon.

The chassis frame is the same strong light construction which has characterized all Studebaker cars. The perfection of our chassis design is convincingly proven by satisfaction given in over 285,000 Studebakers produced and sold.

The full-floating rear axle construction remains the same in principle as heretofore, but has been further improved and strengthened. This type of axle is used by practically all leading manufacturers, thereby proving its mechanical superiority.

The best quality of steel and alloy is used throughout. Every gear is of CHROME NICKEL STEEL, specially cut by Studebaker.

In the differential, which has four bevel gears, Timken bearings are used throughout. Only eleven of the three hundred different cars on the market use as many Timken bearings as Studebaker, and the average price of these cars is \$2,000.

The Wagner Lighting and Starting System is individual to Studebaker cars and has been further improved by increasing the cranking power 12%.

The Willard Storage Battery is absolute assurance against ignition, lighting and starting failure. Studebaker uses a 100 AMPERE hour battery.

The Four-Cylinder Car Still Remains a Forty Horse Power Car
The Six-Cylinder Car Still Remains a Fifty Horse Power Car
The Most Powerful Cars in the World at Their Prices

STUDEBAKER

Walkerville, Ont.

A. L. Pelton & Co.

Distributors for Nova Scotia and Prince Edward Is. and

FOUR-CYLINDER MODELS

FOUR Chassis	\$1195
FOUR Roadster	1280
FOUR Touring Car	1295
FOUR Every-Weather Car	1570
FOUR Landau Roadster	1575

All Prices F. O. B. Walkerville.

SIX-CYLINDER MODELS

SIX Chassis	\$1495
SIX Roadster	1580
SIX Touring Car	1595
SIX Landau Roadster	1785
SIX Every-Weather Car	1820
SIX Touring Sedan	2445
SIX Coupé	2310
SIX Limousine	2420

All Prices F. O. B. Walkerville.