



A car of the *custom kind* at the *price of the other kind*

(Illustrated)
STUDEBAKER
CUSTOM SEDAN

\$1385

f. o. b. factory, including 4-wheel
brakes, disc wheels and equipment
as listed

Big Six Custom Brougham \$1985
The President, a Big Six
Custom Sedan
(for seven), \$2245

CUSTOM BEAUTY of line and finish no longer depends upon the size of your cheque book!—that is the message of this Studebaker Custom Sedan. Good looks in a low-priced car have long been possible—but this is the first time that the tell-tale touches of fine custom treatment have been brought within a modest expenditure.

It's a low-priced custom sedan in a high-priced custom setting—swung low like a custom model—lacquered in a duotone

color harmony like a custom job—upholstered with the fine Chase mohair used in custom interiors—decorated with the custom details of Butler finish hardware and broadlace trim—and complete with every item of custom equipment, including four-wheel brakes and disc wheels.

It even has a custom emblem on its radiator!—the silvered figure of Atalanta flying at the mast of the most powerful motor in any car of its weight and size. Come in and see it *now*.

Equipment

No-draft ventilating windshield, exclusively Studebaker; bumper and bumperettes; engine heat indicator and gasoline gauge on the dash; coincidental lock; oil filter and airpurifier; automatic windshield cleaner; rear-vision mirror; 4-wheel brakes; full size balloon tires; and two-beam acorn headlights, controlled from switch on steering wheel.

STUDEBAKER SALES CO. OF CHICAGO
Michigan Avenue and 21st Street, Chicago

S T U D E B A K E R