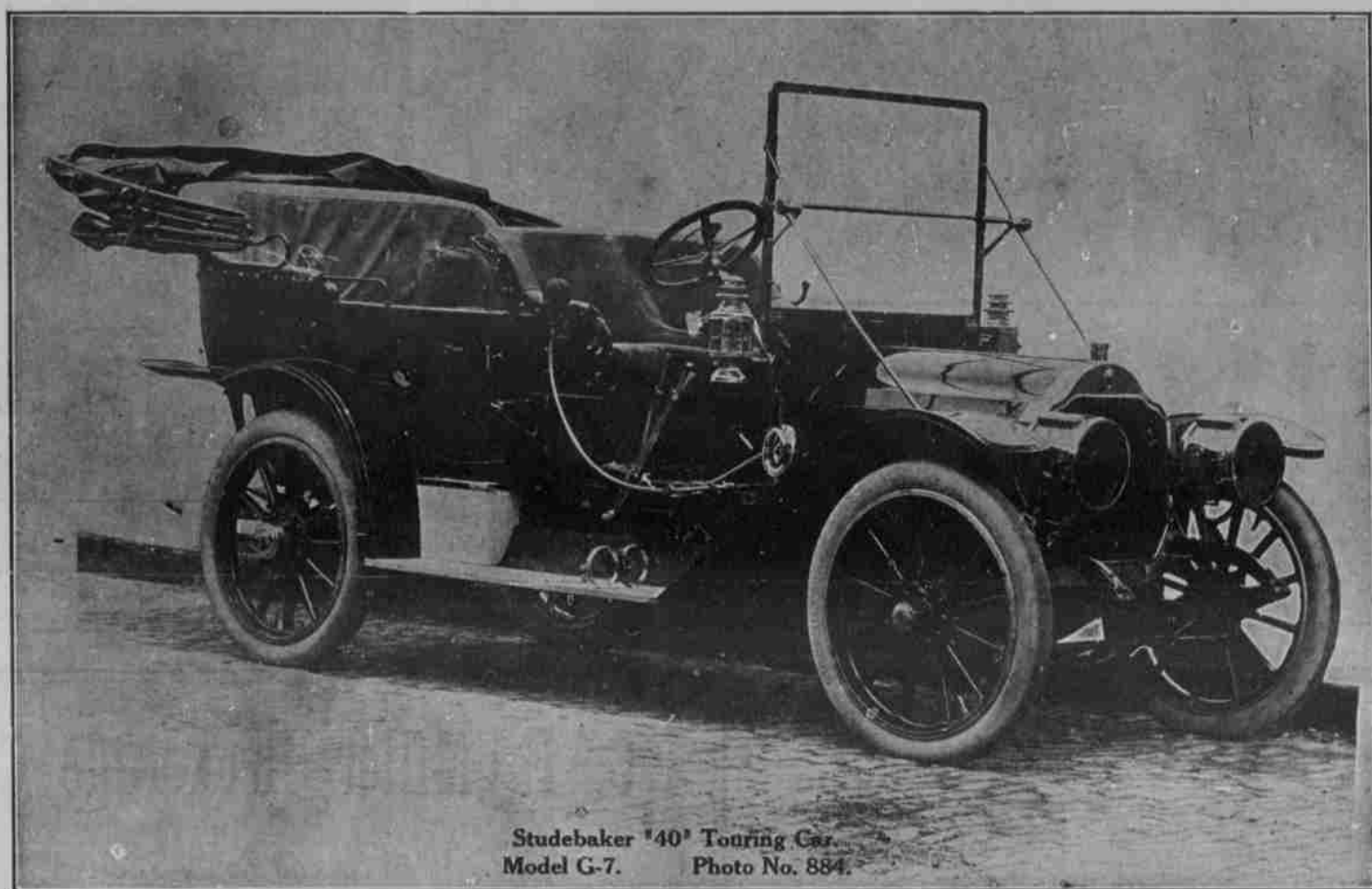


OF THE 1911 STUDEBAKERS we can only say what has been so thoroughly demonstrated by every 1910 Studebaker and every other model that has preceded it—you will find in these motor cars three predominating features—powerful, flexible, easily controlled and accessible engines, strength, luxury and comfort in the bodies, and in the driving arrangement every superfluous duty eliminated—the whole developed and assembled in perfect unity and harmony and the completed product backed by the best guarantee known to vehicle building—STUDEBAKER.



Studebaker "40" Touring Car.
Model G-7. Photo No. 884.

Price Complete F. O. B. Salt Lake \$4,500

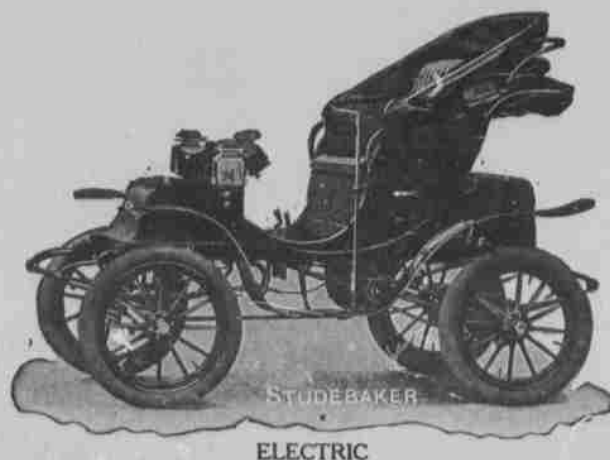
STUDEBAKER automobiles contain nothing experimental. To the construction of every car sold under that name has been brought all the experience and study gleaned through the years since the name "Studebaker" has stood for quality and superiority in the vehicle world. The principles upon which the engines and bodies of these cars are built, are the same for the 1911 models as in last year's cars. We have no radical departures to announce in either. We are not apologizing to prospective buyers for some elemental defect in the cars of 1910, 1909, 1908, or of any other model, for through the steady rise of Studebaker motor cars to their present position as the best among high grade cars, the elementary designs of engines and bodies have remained unchanged, and for the 1911 models we have to announce only those improvements which tend toward the elimination of superfluous engine parts, greater simplicity in control, and those features of comfort and convenience in the bodies that add so greatly to the pleasure of motoring.

This is true of both our gasoline and electric cars. In each comfort and elegance is combined with superior efficiency for town or touring use. We have the Model G-7 Touring Cars and Electrics, for 1911, ready for immediate delivery and invite your inspection.

Studebaker

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