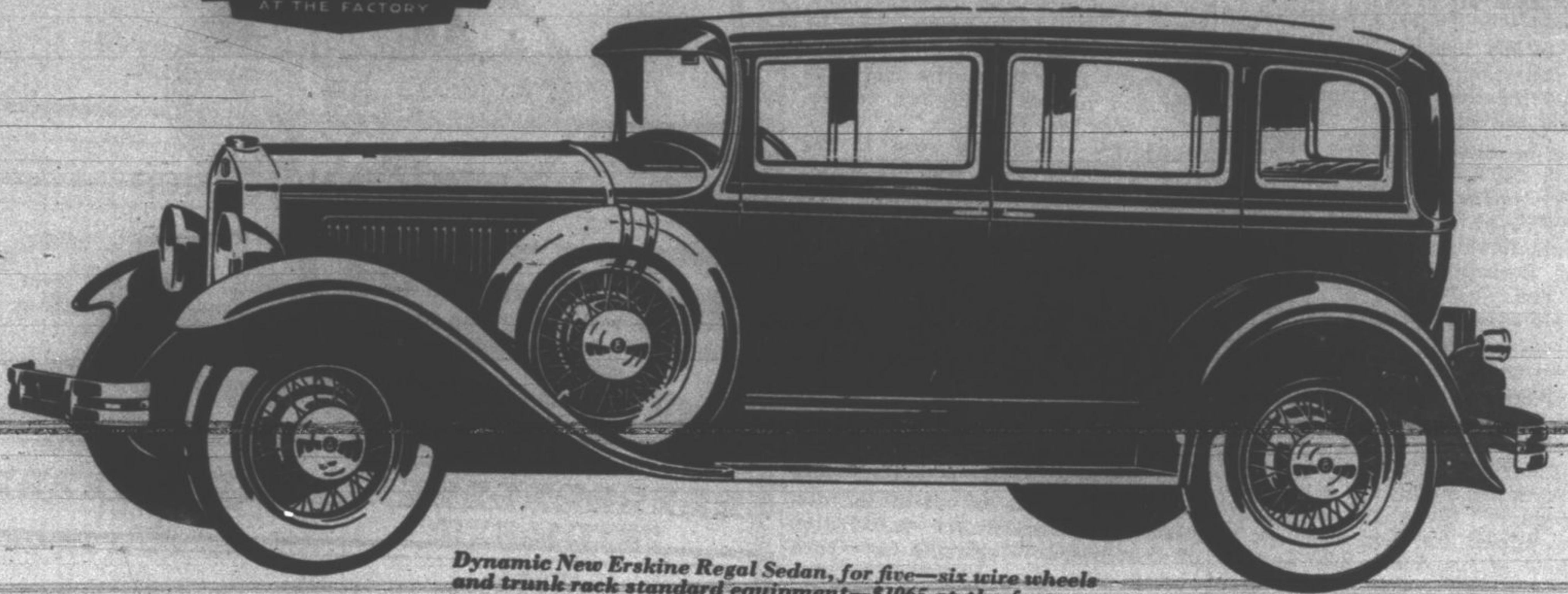


Introducing the  
**DYNAMIC NEW**  
**ERSKINE**

**\$895**

AT THE FACTORY



Dynamic New Erskine Regal Sedan, for five—six wire wheels and trunk rack standard equipment—\$1065 at the factory.

114-INCH WHEELBASE

**More power per pound  
 than any other car under \$1000**

IT'S a big car—full 114-inch wheelbase. It's a powerful car—its 70 horsepower delivers more power per pound of weight than any other car under \$1000. It's a fast car—your daring dictates the speed you travel. It's a comfortable car—with hydraulic shock absorbers, long springs, deep cushions and generous head and leg room. It's a safe car—with never-failing four-wheel brakes, rugged double-drop frame, and a steel-core steering wheel.

A significant car, first of its type and price—built by Studebaker to its 78-year standards of quality. Those who can command the best will drive no smarter-looking cars than this. Only by actually seeing and driving the new Erskine can you know how impressively it interprets the spirit of these tremendous times.

70-Horsepower, Studebaker-Built Motor—114-inch Wheelbase—Motor Cushioned in Live Rubber—New Burgess Acoustic Muffler—Lanchester Vibration Damper—Double-Drop Frame—New Type Erskine-Bendis Duo-Servo Four-Wheel Brakes—Timken Tapered Roller Bearings—Adjustable Front Seat and Steering Column—Chromium Plating—40 Miles Per Hour Even When NEW.

**ERSKINE MODELS AND PRICES**

Club Sedan, for Five	. . . \$ 895
Sedan, for Five	. . . 965
Regal Sedan, for Five	. . . 1065
Landau Sedan, for Five	. . . 1095
Coupe, for Two	. . . 895
Coupe, for Four	. . . 945
Tourer, for Five	. . . 965

All Prices at the factory

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