

New Studebaker Building a Splendid Modern Structure

THE FACE BRICK

ON THE

Studebaker Building

IS

Hy-Tex Brick

MANUFACTURED BY

Hydraulic Press Brick Co.

DISPLAY ROOM

W. O. W. BUILDING



NEW STUDEBAKER BUILDING ON WEST FARNAM STREET.

The new building of the Studebaker Corporation of America at Twenty-fifth avenue and Farnam street, Omaha, which was designed by John Latenser, architect, will be used exclusively for Studebaker automobiles. The company will begin moving into the new building immediately after the Ak-Sar-Ben carnival. The Studebaker building is by far the largest and finest of its kind in the middle west. It is built of pressed brick of a reddish color, trimmed lavishly with cream terra cotta. There will be 115 feet of large plate glass show windows. The sample floor will measure 79x73 feet. The floor is of terrazzo, the woodwork mahogany and the walls finished in old rose. Besides the show room on the first floor will be the manager's private office and general offices, three toilet

rooms and a testing floor measuring 68x55 feet. A new departure in this part of the country is that there will be no driveway in the front of the building, there being only one driveway, which is from the Twenty-fifth avenue side. The freight elevator is one of the largest of its kind, measuring 10x28.4 feet. The second floor will be occupied by the repair shop and repair parts department, it being the idea of the company that absolutely any part for Studebaker cars can be secured at the Omaha branch. For this purpose a stock of from \$40,000 to \$50,000 worth of repair parts will be carried in the new building. The third and fourth floors will be used exclusively as storage space for cars. The entire building contains 57,500

square feet of floor space. No general repairing, except on Studebaker cars, no painting, trimming or other repair work will be done at this building. The idea of the Studebaker corporation in securing such a building is purely for the service of present and prospective owners of Studebaker cars. This is in line with the company's policy, new branch buildings having been opened this summer at Minneapolis, Dallas, Atlanta, St. Louis, Detroit and San Francisco. The personnel of the local organization will remain the same as in the present quarters; L. A. Keller being manager; J. C. Gerspacher, assistant manager; C. M. King, cashier, and Frank Hanson, superintendent. The E. R. Wilson Automobile company, 2429 Farnam street, will continue to act as local dealers for all models of Studebaker cars.

GLASS

For This Building
Furnished by

Midland Glass & Paint Co.

1101-1107 Harney Street

Studebaker Exports Light Six Machines All Over the World

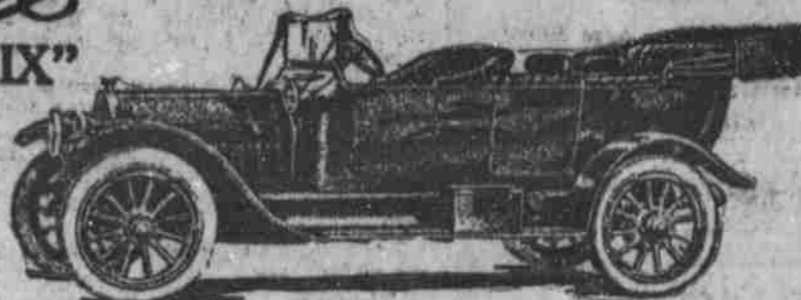
Amazing as have been some of the American automobile values, when announced in the foreign market, there has been no sensation of recent years similar to that attendant on the advent in the export market of the modern American light "Six". In Europe, Australia, South America and South Africa, as well as the orient, "Sixes" have formerly been regarded as the prerogative of the extremely wealthy. In European countries "Sixes" have been the vehicle of royalty and have been almost exclusive in price. "We have received some amusing let-

ters from our dealers abroad, following their receipt of their first shipments of "Sixes," says Sales Manager Benson of the Studebaker corporation. "Many of them are, too, from dealers to whom the "Six" was well known in specification and technical details. Apparently we have knocked the props from under all their established ideas of automobile possibilities. "Our distributors in Peru made use of their first "Six" in playing a rather cruel practical joke on their competitors in Lima, most of whom represent lines of European manufacture. "They removed the name plate and hub caps from the car and placed it in solitary majesty on their floor. Then they invited the other dealers in, and let them go over the car thoroughly inside and out. "What do you think of it?" asked

Signor Pancarvo, our representative. They all talked it over and agreed that with its electric lights, starter and horn, its large tires, immaculate finish, six-passenger body and six-cylinder motor, the car must be priced somewhere around 1,500 libras, \$4,000. "When the jury had handed down this decision, Signor Pancarvo produced the hub and name plate, and put them into place. This opened the eyes of several of the wiser ones, who knew of the Studebaker "Six" and had heard of its vogue in "The States." "When they realized that they had been stung into putting so high a figure on would sell at a price below most of the "Tours" they themselves were handling, some of them broke into loud lamentations, while others covered their confusion by reading a thirteenth procession to the nearest "Posada."

Studebaker "SIX"

Six Cylinders
Six Passengers
Electric Starter
Electric Lights



\$1550

"Look Around To Your Heart's Content—
You'll Surely Come Back"

Your Studebaker dealer is not only willing, but glad, to have you "look around", after you have seen the Studebaker "SIX". He means what he says. He feels perfectly safe. There is nothing in the market that can win you away. It is not easy for him, or for us, to tell the simple truth about the car without seeming to indulge in braggadocio. Because the simple truth is bound to sound disparaging to competing cars.

The Question of Price
Let's assume that you do "look around".

The first thing you discover is that the Studebaker "SIX" is in a price division all by itself. You've got to begin several hundred dollars higher up in your hunt for a car comparable with it. Check *One* for the Studebaker.

The Question of Size
You are astonished to discover that the lesser price of the Studebaker is not explained by a lesser size.

The Studebaker "SIX" is a normal six—which means a six of the most generous proportions.

A seven-passenger six, in other words, (if used to its uttermost) with perfect freedom of movement front and back. So you lose nothing here in the

lower price—and gain nothing in the higher. Check *Two* for the Studebaker.

The Question of Beauty
There are those who contend that the Studebaker is the handsomest Six on the market. Never mind that—it is a distinguished-looking Six at any rate.

There are none more beautiful—none more graceful. So you won't be won away on that score. Check *Three* for the Studebaker.

The Question of Workmanship
Bear in mind that you are supposed to be hunting for something that will justify you in not buying a Studebaker.

And immediately you encounter an insurmountable objection to buying any other car. The Studebaker "SIX" is a manufactured Six.

Practically every other Six with which you will compare it is an assembled Six. We mean by this, Sixes which are no larger, no more beautiful, but which sell for considerably more. This almost ends the hunt right here, doesn't it? Add fifty points to the other three we've checked for the Studebaker.

The Question of Fitness
Studebaker will build more Sixes than anyone else in the world this season. Almost as many as all the other makers combined. That accounts largely for the price.

It accounts also for that accuracy without which a Six is a dangerous experiment. It accounts for mechanical niceties and full jeweled workmanship which amaze you at the Studebaker figure.

FOSTER - BARKER COMPANY INSURANCE



JAY D. FOSTER.

JOSEPH BARKER.

FIRE LIABILITY
ACCIDENT
AUTOMOBILE, ETC.

500 BRANDEIS BLDG.
PHONE DOUGLAS 29

Buy It Because It's a Studebaker

"SIX"

We say to you what your dealer will say to you—"Look around to your heart's content, you're bound to come back". You'll buy this Six because it's a Studebaker "SIX". You'll buy it because its superiority will be forced upon you by comparison.

\$1550

\$885 Studebaker "25" \$1290 Studebaker "35"
STUDEBAKER, Detroit, Mich.

Direct Factory Branch
2026-2028 Farnam St., Omaha.

E. R. Wilson Automobile Co.
2429 Farnam St., Local Dealers.



E. R. WILSON
AUTOMOBILE CO.

LOCAL DEALERS



JOHN
LATENSER

ARCHITECT

632 Bee Building
OMAHA

Persistent Advertising is the Road to Big Returns—
The Omaha Bee is the Best Medium in Its Territory.