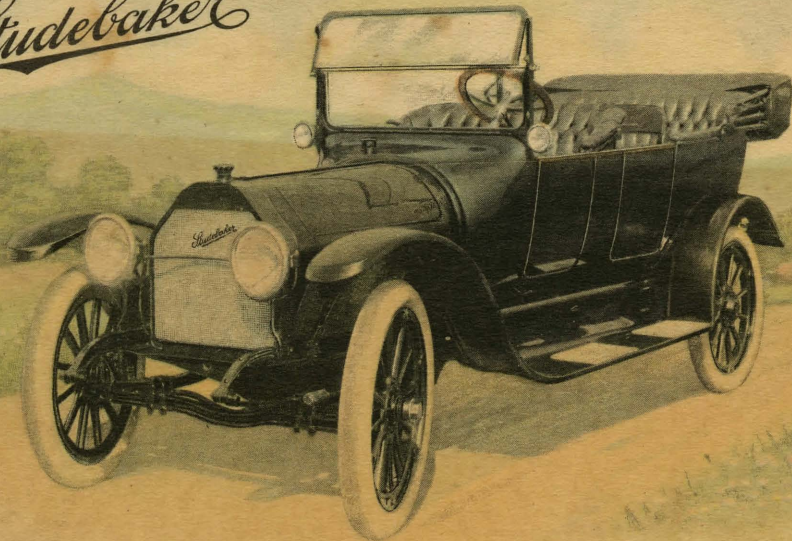


Studebaker



DETROIT, MICHIGAN, U. S. A. April 25th, 1914.

Mr. W. H. H. Gleason,
Eau Gallie,
Florida.

Dear Sir:-

We are in receipt of a letter from Mr. Ellis B. Wager, Studebaker Dealer in Titusville, Florida, advising us that you have one of the E-M-F "30" cars which you have to dispose of before you can purchase a Studebaker SIX.

In the larger cities there is a good demand for second-hand cars of a better grade, as experience has proven that it is better to buy a high grade second-hand car than to purchase a brand new cheaply constructed low priced car, and to be perfectly frank with you, we are really surprised that you would have any difficulty in disposing of your old car at a reasonable price. The high quality of the Studebaker cars necessarily reduces the marginal profit to such an extent that there is not much leeway on exchange deals. The dealers should not allow for an old car an amount in excess of that which he could receive for the car. Some dealers will allow \$500. or \$600.00 for an old car but the wise buyer knows that he is paying more for the new car than it is worth. There are very few cars on the market, selling within \$500.00 of the Studebaker cars, which are equal to the Studebaker cars in value.

We have asked Mr. Wager to keep his eyes open for any one in the market for a second-hand car and to assist you in disposing of your car so that you can buy one of the new models.

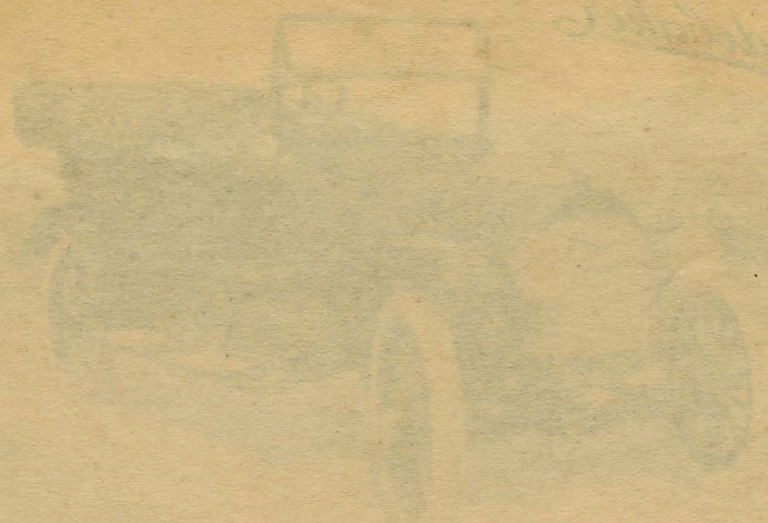
Very truly yours,

M. Benson

Vice President.

ERB-S-MH.

Handwritten text at top right corner.



Faint, illegible text throughout the middle section of the page, appearing to be bleed-through from the reverse side.

Handwritten signature or initials at the bottom left.

Large handwritten word or signature at the bottom center, possibly 'Copyright'.