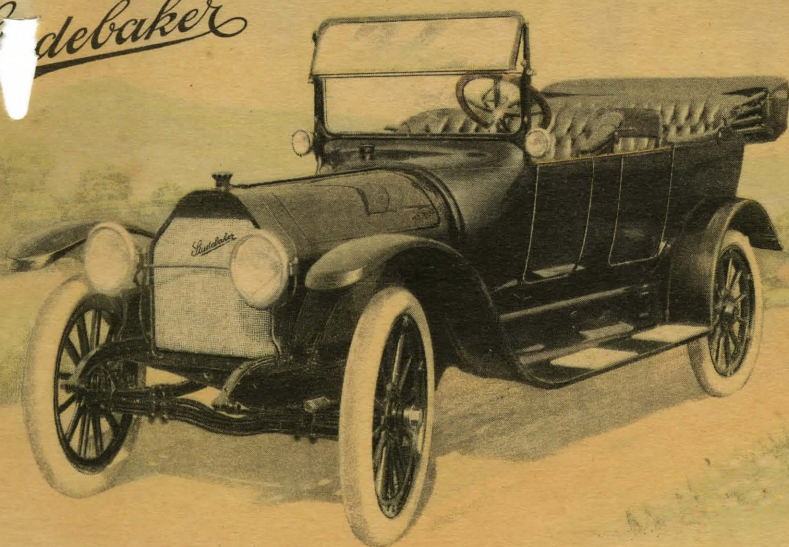


*Studebaker*



DETROIT, MICHIGAN, U. S. A.      May 21, 1914.

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

Dear Sir:

If you are to any degree in the habit of using the railroads, you have probably noticed the reiteration of the sign "Safety First" and appreciate the value of the work that is being done on transportation lines in this direction. It is our desire to show you how deeply this safety principle is imbedded in Studebaker engineering and design, and of course in all of the Studebaker cars.

Our rear axle is a type of safety that is not surpassed in any car at any price. A circular is enclosed giving you a full description and emphasizing a number of points on the safety, the accessibility, the strength of the metal and general design, the sturdiness, of the Studebaker rear axle.

In order to fully understand the advanced design of the STUDEBAKER FULL-FLOATING REAR AXLE and the advantages, it would be far better for you, after reading our letter and circular, to go to the nearest Studebaker dealer and let him explain the axle to you thoroughly.

This axle is not to be compared with any of the "semi-floating" or "three-quarter-floating" types. It is an axle in which scientifically heat treated alloy steel gives a margin of safety of more than 30,000 pound-inches; an axle that defies wear and shock.

It has a full equipment of Timken bearings, which adds greatly to its efficiency and long life. Timken roller bearings are unequalled in conserving power and in the securing of proper adjustments.

It is our claim-- and we are willing that you should do your utmost to investigate this--that our car is the only car at our price that gives you the full-floating type of axle with full Timken equipment, and gives you the great value contained in such an axle.



Possibly you are wondering why we are emphasizing with you the rear axle; but if you will study for a few moments the functions of the rear axle, see the load that it carries, you can see why so much thought and study has been spent on the Studebaker rear axle.

In a very few words we want to try and explain to you the vital difference between Studebaker full-floating axles and the average axles placed on other cars at anywhere near our price-- and on many cars selling at several hundred dollars more.

In our axle the axle shaft, which is made of special steel best suited for the purpose and which we guarantee, has a large factor of safety and is relieved of all strain except that of driving the car. It does not in any way bear the weight of the car, so that the axle shaft is wholly relieved of the added duty required of it in other forms of axles. The weight of the car is carried entirely upon the housings, which in the Studebaker axle are made of stamped steel and also have a large factor of safety. You want safety in your car, above all things, and at the same time you want accessibility to prevent any delays in adjustment and care. These two items are fully secured in the Studebaker rear axle--and in no other form of axle are they so well supplied.

Whatever car you may have in mind to buy, make sure that it has a FULL-FLOATING type of axle and is equipped with Timken bearings. If you will do this, we feel sure that your mind will eventually turn to the Studebaker, as we know of no other car at anywhere near our price that supplies these items--which are absolute necessities in an automobile.

In addition to these great advantages, please look at the design of the body; the general finish of the car; the beautiful and harmonious appearance of the car as a whole; the perfect ignition; the perfect lubricating system; perfect cooling; the motor's clean-cut simplicity and very scientific design--lack of noise in operating--the long stroke and small bore of the motor, the power that is secured, the low cost of maintenance; the perfect starting and lighting system--on which we could write a whole letter.

There are a large number of details on the Studebaker car which stand out distinctly and go to make perfection in an automobile.

We feel that we must call to your attention once more the prices of the Studebaker cars. The Studebaker FOUR is \$1050 f.o.b. Detroit, and the Studebaker SIX \$1575. There are no automobiles on the market which approximate them in value. Sales on these cars are large. It takes time to deliver a volume such as is now being shipped by us. It would be wise for you to place your order early so that you might be sure to get your car when you want it.

Yours very truly,



Vice-President.

ERB-S-D  
ENC-PB&CC-6FAF

Probably you are wondering why we are emphasizing with you the  
the axle; but it will study for a few moments the function of the  
the axle, and the fact that in fact, you can see why we emphasize  
and that has been spent on the Bendable rear axle.

In a very few words we want to try and explain to you the  
vital difference between Bendable full-floating axle and the average  
axle placed on other cars at anywhere near our price-- and on every car  
selling at several hundred dollars more.

In our axle the axle shaft, which is made of special steel  
best suited for the purpose and which we guarantee, has a large factor  
of safety and is relieved of all strain except that of driving the car.  
It does not in any way bear the weight of the car, so that the axle  
shaft is wholly relieved of the added duty required of it in other forms  
of axle. The weight of the car is carried entirely by the housing,  
which in the Bendable axle is of special steel and is of a  
large factor of safety. You want safety in your car, above all things,  
and at the same time you want accessibility to prevent any delay in  
adjustment and care. These two things are fully secured in the Bendable  
rear axle--and in no other form of axle are they so well supplied.

Whenever you may have in mind to buy, make sure that it  
has a FULL-FLOATING type of axle and is equipped with Bendable housing.  
If you will do this, we feel sure that your car will eventually turn  
to the Bendable, as we fear of no other car as regards rear axle price  
that supplies these things--which are absolute necessities in an automobile.

In addition to these great advantages, please look at the  
design of the body; the general finish of the car; the beautiful and  
harmonious appearance of the car as a whole; the perfect handling; the  
perfect lubricating system; perfect cooling; the motor's class-  
distinctly and very scientific design--lack of noise in operation--the  
long stroke and small bore of the motor; the power that is secured; the  
low cost of maintenance; the perfect lighting and lighting system--  
which we could write a whole letter.

*Bendable Axle*

There are a large number of details of the Bendable axle  
which stand out distinctly and so to make perfection in an automobile.

We feel that we must call to your attention once more the  
prices of the Bendable cars. The Bendable TOUR is \$1080 f.o.b.  
Detroit, and the Bendable AIR \$1275. There are no automobiles on  
the market which approximate them in value. Values on these cars are  
large. It takes time to deliver a volume such as is now being ship-  
ped by us. It would be wise for you to place your order early so  
that you might be sure to get your car when you want it.

Yours very truly,

*[Faint signature]*

Vice-President

812-8-D  
812-8880-8747