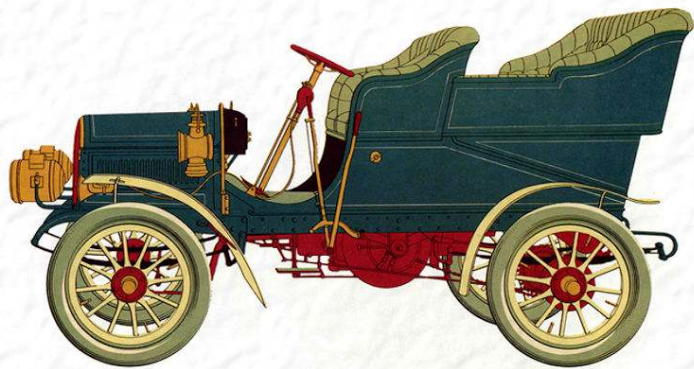


In the year 1904, the Studebaker Brothers, who had for half a century been famous builders of fine carriages and wagons, sold their first gasoline car to a customer at the gates of their South Bend plant. It was a model 9502, similar to the one shown here. While the engine and chassis were produced by another firm (Garford, of Elyria, Ohio), Studebaker supplied the body. The 9502 was designed for use either as a five-passenger touring car or as a two-passenger runabout (by detaching the tonneau). Studebaker's long tradition of refined craftsmanship was particularly in evidence in the body details. Customers were allowed a choice of either dark green or dark blue, complemented by appropriate striping. Special leather upholstery matched the colors of the body. A bulb horn, two oil side lights and an oil tail lamp were standard equipment. The 1904 Studebaker catalog lists other specifications such as: engine, 2-cylinder horizontal, 16 h.p., 5 × 5½" bore and stroke; armored wood frame; wheelbase 82"; tread, 56½"; overall length and width, 130 and 69"; lubrication, force feed oiler, sights located on dash; speed, 4-35 mph; price, \$1750 including Cape Cart or canopy top. In 1904 Studebaker also produced electric traps, phaetons, stanhopes, runabouts, trucks, etc.



Studebaker Touring Car 1904

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