



PRICES of motor cars are based on what it costs the manufacturer to produce and market them—not upon intrinsic values.

The “devouring monster” in production costs is overhead expense.

Overhead expense varies with the number of cars produced and the ability and facilities of the manufacturer—or assembler.

Heavy overhead makes high selling prices inevitable regardless of the inherent value of the product.

Studebaker’s production is seven times as large as that of any manufacturer building a car in the Big-Six class. Consequently, Studebaker overhead is split over seven times as many units as those manufacturers who compete with the Big-Six.

The result is maximum dollar-for-dollar value of which the Big-Six Touring Car offers striking proof.

It is distinctly a seven-passenger car—not a seven-passenger body mounted on a five-passenger chassis. It has a seven-passenger motor. The body will withstand seven-passenger usage. The chassis has seven-passenger dimensions throughout. It was designed and is built to deliver seven-passenger satisfaction.

Big-Six popularity is the result of Big-Six superiority. Materials and workmanship are unexcelled in any car at any price and unequalled in any other car at the Big-Six price.

The broad principle upon which Studebaker business has prospered for 71 years and upon which it is now conducted insures satisfaction to everyone who deals with the House of Studebaker.

MODELS AND PRICES—f. o. b. factories		
LIGHT-SIX 5-Pass., 112" W. B., 40 H. P.	SPECIAL-SIX 5-Pass., 110" W. B., 50 H. P.	BIG-SIX 7-Pass., 126" W. B., 60 H. P.
Touring.....\$ 975	Touring.....\$1275	Touring.....\$1750
Roadster (3-Pass.)..... 975	Roadster (2-Pass.)..... 1250	Speedster (5-Pass.)..... 1835
Coupe-Roadster (2-Pass.).. 1225	Coupe (5-Pass.)..... 1975	Coupe (5-Pass.)..... 2550
Sedan..... 1550	Sedan..... 2050	Sedan..... 2750

Prices Subject to Change Without Notice

STUDEBAKER

Detroit, Michigan
South Bend, Indiana



Walkerville, Canada
Address All Correspondence
to South Bend