



T H E S T U D E B A K E R B I G . S I X S E D A N \$ 2 7 5 0

**I**F a smaller manufacturer or assembler were to build the Studebaker Big-Six—and put into it the same high quality of materials and workmanship that Studebaker does—his price would certainly be \$3500—perhaps more.

You can't judge Big-Six value by the price tag. Mark this—

Prices of motor cars are based upon what it costs each manufacturer to build and market his particular cars and consequently prices vary according to the respective abilities and facilities of each maker.

The devouring monster in production and selling costs is overhead expense, which must be absorbed by the

number of cars produced. Unduly high overhead expenses result in abnormally high selling prices for which no compensating value exists.

Studebaker overhead is low because it is distributed over six times as many units as are built by any manufacturer who competes with the Big-Six.

There, in a nutshell, is the reason for the greater dollar-for-dollar value of the Big-Six.

Big-Six performance on hills or open roads or in the thick of traffic is unexcelled. Big-Six reliability and freedom from repairs are common knowledge. Big-Six appearance is impressive, sug-

gesting power and stamina. Big-Six comfort is unsurpassed in any car, at any price.

Big-Six closed cars are completely equipped, including such unusual items as an extra disc wheel with tire, tube and tire cover (two on Sedan); handsome nickel-plated bumpers, front and rear; large, enameled steel trunk; gasoline signal mounted on instrument board, and many others.

Big-Six popularity is a result of Big-Six superiority.

After 71 years, the name Studebaker enjoys confidence and respect more than ever. Big-Six means big value—more than ever.

1924 MODELS AND PRICES—f. o. b. U. S. 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., 127" W.B., 60 H. P.
Touring.....\$ 995	Touring.....\$1350	Touring.....\$1750
Roadster (3-Pass.)..... 975	Roadster (2-Pass.)..... 1325	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

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