

The Story Studebaker Never Told

Do You Know That Two Cars of Identical Quality May Show a Price Difference of \$400 to \$1200? That You Cannot Judge the Value of a Car By Its Price? That "Quality Car" No Longer Means "Expensive Car"?—and Why? Read This Before Paying \$1,000 or More For Any Car

DEAR SIR:

What we say here, we've worked 12 years to gain the right to say. If you're considering buying a car, now or later, we believe that we can interest you.

Twelve years ago, we marked a goal. Then started out to attain it. We believed that quality cars could be produced on a quantity basis and a new era in value thus established.

We knew that quantity production to cut costs was simple arithmetic. That if we spent \$25 per car for engineering on a 20,000 production, for example, we could reduce it to approximately one-eighth on 150,000 production.

We knew that by actually manufacturing great quantities of quality cars, we could avoid paying a profit to 75 to 100 makers of major parts.

We felt that in countless other ways great savings could be thus effected. We realized that all fine cars were much alike, except in price. That the difference did not come in quality of materials or workmanship, but in production costs. For all selling prices must be based on manufacturing costs.

We have never told this part of Studebaker policy before. It is a fundamental of our business. The reason, we believe, that we are today the world's largest producer of quality cars.

What we did

We spent millions for plant and equipment to reduce manufacturing costs—\$38,000,000 in the last 5 years. Widespread savings have been effected.

It costs us less to manufacture. So we can sell for less. That's the substance of our story. We reach to the top for everything that goes into a Studebaker. We know no limit in gaining greater quality.

All Studebaker models are equipped with Timken bearings. There are few cars in America, regardless

of price, which equal ours on this point. In our Light-Six, for instance, we put more Timken bearings than are used in any competitive car within \$1,500 of its price.

We machine all surfaces of our crankshafts. We are one of the very few manufacturers, either in Europe or America, willing to go to this expense.

We subject Studebaker cars to 30,000 inspections which require 1,200 men. That's why so few "adjustments" are necessary on a Studebaker.

All told over 70,000 machine and hand operations are performed in the manufacture of a Studebaker car. In so many operations, though each one is but small, there is great opportunity for economies and savings.

We upholster our closed models in the finest Chase Mohair. Cotton or ordinary wool or a combination of both would enable us to reduce our price \$100 to \$150 per car. But we would thus sacrifice Studebaker quality and reputation. In our open models, we use real leather. Were we willing to use imitation we could cut \$25 from the price.

We equip our cars with many refinements. We include extras that cost hundreds of dollars.

These costs are heavy. But we divide them, remember, among 150,000 cars. That's the only reason we can do it.

We make Studebaker bodies in modern plants, based on the inherited Studebaker tradition of 72 years of fine coachmaking. No other body builder has the experience

of Studebaker. No other the Studebaker tradition to inspire him.

There is no finer

Studebaker builds a fine car—we know how to build no other. Hence, we make the broad statement: *There is no finer car than Studebaker.*

Before you buy see what Studebaker offers.

In 1919 the public paid over \$80,000,000 for Studebakers; in 1920 over \$100,000,000. In 1921 over \$120,000,000. In 1922, \$155,000,000. In 1923 \$201,000,000.

Every year the world turns more and more to Studebaker.

Our Profit 8%
The rest you save

STUDEBAKER builds and sells 150,000 cars yearly—the world's largest quality car production.

By producing economically in tremendous volume, and being content with a modest profit, Studebaker thus embodies features found only in cars selling at twice and more the price of a Studebaker.

The average profit on all Studebaker cars sold in 1923 was only 8% on the retail selling price. That's why the price you pay for a Studebaker is so low. You get more quality for less money.

Everything that can reasonably be put in a fine car is in a Studebaker. 750,000 have been made and sold. The average cost for repair parts, as shown by actual repair parts sales, is \$13 per car per year.

The price is the only contrasting feature. For Studebaker is a distinguished car of highest quality produced in quantity for those who seek value.

It costs us \$600,000 a year to do it. But it results in a smoothness of power, in a lack of vibration that we think is worth it.

We pay top wages, plus a bonus, to attract the cream of automotive labor. The bonus is for superlative workmanship.



STUDEBAKER LIGHT-SIX SEDAN

MODELS AND PRICES—f. o. b. U. S. factories.		
LIGHT-SIX 5-Pass. 117 in. W. B., 40 H. P.	SPECIAL-SIX 4-Pass. 112 in. W. B., 50 H. P.	BIG-SIX 7-Pass. 128 in. W. B., 60 H. P.
Touring \$1045	Touring \$1425	Touring \$1750
Roadster (3-Pass.) 1025	Roadster (2-Pass.) 1400	Speedster (5-Pass.) 1835
Coupe-Roadster (2-Pass.) 1195	Coupe (4-Pass.) 1895	Coupe (5-Pass.) 2495
Coupe (5-Pass.) 1395	Sedan 1985	Sedan 2685
Sedan 1485		

Prices subject to change without notice

STUDEBAKER

Detroit, Mich. South Bend, Ind. Walkerville, Canada