

## How We Spend Your Money

## in building Studebaker cars

## Why people buy 150,000 yearly

I
 to your advantage. It is by that spending that we give
you the greatest value in the fine-car you the greatest value in the fine-ca:
field. We offer frices zo one matches on any comparable cars.
That lavish spending led peoplo
last year to pay $\$ 200,000,000$ for Studebaker cars. And that volume
brings our prices down to where they
$\$ 50,000,000$ in plants
Studebaker assets are $\$ 30,000,000$
In modern plants and ecuipmert In modern plants and equipment w
have $\$ 50,000,000$. Seventy por cen
of that amount in the past seven years. So it represents the last word in equipment.
$\$ 3,000,000$. $\$ 3,000,000$ in drop forge
plants, so cvery vital part plants, so cvery vital part standards.
$\$ 10,000,00$ plants, so Studebalker every body
All that is etaired in a
permanent way on permanent way on satis-
fying fince-car buyers bet-

## What extras cost.

 Lack of vibration is a amous Studebaker fea-ture. We get that by ma-
chining crank shafts a they were in Liberty Air plane Motors. That extra
cost is over $\$ 000,000$



 Note toiose sumpro trat tied cora itresem emem mod dom Soloc thit extra coustesy light. Think what
they vould cost if you bought them. The cost of corro
The unvarying stentiards in S ude-
bakoe cars are fyed by a denartwent

Don't Buy Blindly Studebaker is todaj the leader in the It has made this concern the largest You cen find nothing in cars at $\$ 1,000$ or over to compate with Stuciebaker values. Studebaker sales have almost trebled in the past thee yoars. The growing demand For 72 years the name Studebaker has stood for quality and class. But never so much as teday.
without learnirg a car at $\$ 1,000$ or over without learning what we offer.

Then we pay cxtra for continuous
ervice. Last year, 13.000 men in our actories got anniversary checks total $\$ 1,300,000$. After five years of ecrvice those checks amount to $10 \%$ We spend $\S 2,000,000$ yearly on,our
Every year we give factory em-
ployes one wrek's vacation with pay-
That cost us $\$ 225,000$ last year. That cost u3 $\$ 225,000$ last year.
We sell them stock on attractive
terins. We retire old employes on pensions.
All this to keep men happy, to
foster morale, and to keep men with is when they develop

## Not extravagance

 Do such things seem extravagant? They aretot. All those extra dollers save more dollars for our buyers.
They res They result in the cars
you see, in the prices and
values we offer you see, in the prices and
values we offer. Nothing
else in the field can comelse in
pare. Those values have resulted in a demand for
150,000 cars per year That volume cuts our costs in two, as compared
with limited production. with limited production.
The cause of overprices - under-values -
is not lavish expenditure.


| of Nethorls and Standards. It is enormocsly expensive. <br> Onr constait improvements are | Limited production, Heavy overhead, |
| :---: | :---: |
|  |  |
|  | Out-of-date machinery, |
| rts devote their time to the study |  |
|  | on-economical plant |
| of better:ments. They make 500,000 Transient |  |
| tests per year.That reliability is due to 12,000 Discontent |  |
| inspections of the material and workmanship in each Studebaker car before it leaves the factory. This requires 1,000 inspectors. |  |
|  |  |  |
|  |  |  |
|  |  |  |
| Being generous with men |  |
|  |  |  |
| We pay maximum wages-at least as much as anyone else will pay. |  |
| X |  |
| 5-Pass. $119^{\circ}$ W. B. 50 H. P. |  |
| Touring - - - $\$ 1350.00$ | Touring - - - - \$1750.00 |
| Roadster (2-Pass.) - - 1325.00 | Speedster (5-Pass.) - 1835.00 |
| Coupe (5-Pass.) - - 1895.00 | Coupe ( $5-\mathrm{Pa}$ |
| Secan - - . . 1985.00 |  |

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which pays an additional 2 per
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ing a consistently profitable line R2 Eoods.
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at 12:0ina Foclokk noon or


