FACTS FOR MOTOR CAR BUYERS

When you buy your motor car today, the things that should concern you most are not mere claims or assertions, but ABSOLUTE FACTS. Realizing this, we are pointing out to you in this advertisement absolute facts and figures which were obtained from direct comparison of cars and specifications made by MOTOR, MOTOR AGE and AUTOMOBILE.

The following analysis of different cars, made in a purely unprejudiced way, from the data published in the journals mentioned above, enables you to actually prove the relative merit of Studebaker cars in comparison with others; and, for your own benefit, you should consider carefully the facts disclosed by this analysis before you decide on the car you will buy.

Price

Price is only one factor in making up the composite whole of "GREATEST VALUE." The average price, the standard with which to compare all automobile prices is made up from 439 models of 1917 cars, and shows that the standard car would sell for $1600. This is just $515—47 percent—higher than the cost of a Series 17 Studebaker SIX. It is $315—almost 25 percent—above the average cost of the eight Studebaker models. Every purchaser of the Studebaker car knows the benefit of from $300 to $500 saving.

But we cannot stop there. Price is just the beginning of "GREATEST VALUE," for you will see in the following analysis that a Studebaker owner does not get from $300 to $500 less value. By cold hard figures he gets greater value point by point than he would not only in the average of all cars but also in the average of all cars of the same and higher price classes.

Every important feature of Studebaker construction is used either by the largest number of makers—an endorsement in itself—or by those makers whose cars sell for a much higher price than Studebaker—a still higher endorsement.

Seating Capacity

Of the 109 Models of all classes of Fours, Sixes and Eights selling for less than $1000, the Studebaker FOUR is the only car which seats seven people. Not a car in the world combines the roominess and comfort of this Studebaker for less than $1000. In fact, there are only three models of all cars selling for less than $1100 which have a seven-passenger capacity.

There is still another angle to this price and seating argument. Let us look further. Practically every seven-passenger model is much higher priced than the Studebaker. The average price of all seven-passenger four-cylinder models is $2738, three times the price of the Studebaker FOUR. The average price of all seven-passenger Sixes, Eights and Twelves is $3990, three and seven-tenths times the price of a Studebaker Six.

Power

The public wants power in an automobile. That is the basis on which most cars are sold. Almost from the beginning Studebaker has demonstrated to believers and skeptics alike the superiority of the Studebaker Series 17 in this respect, until it is now an accepted fact. To clinch the argument, here are the figures.

The average price of all of the 105 Six, Eight and Twelve cylinder cars manufactured is $1917 yet the Studebaker SIX at $1085 is 10.9 percent ahead of the average of these 105 cars in power. Of the few of these 105 cars which equal or exceed the rating of the Studebaker SIX in power the average price is $2900, almost three times as much as the Studebaker SIX. Why the additional $1800?

The average price of all of the 78 four-cylinder cars is $1278 yet the Studebaker FOUR at $875 is 7.8 percent ahead of the average of all of them in power. Out of the few of these 78 four-cylinder cars which exceed the horsepower rating of the Studebaker FOUR, the average price is $2022. Again nearly three times the price of the Studebaker car. Why the additional $1147?

There you have the actual proof of the superiority of Studebaker Power cars over the average of all other cars.

We now come to the PROOF that not only in POWER, but in EVERY important feature of construction, regardless of cost, Studebaker uses design recognized by the majority as the BEST.

Below we show point by point, where the analysis, made by the motor car journals, proves that every important feature of Studebaker construction has been adopted by the majority of motor car builders. You can find a description of the various types of construction if you will refer to the journals from which this analysis was made, and if you will write us we will be very glad to give you publication dates of the journals which contain this information.

The splendid policy of the automobile industry in taking the public into its confidence and educating it to an understanding of what is most efficient in motor car construction, through the pages of trade journals, has been of great assistance in helping the motor car buyer to select the right car. Public demand has dictated the prevailing types in motor cars just as it has prevailing types in other things; but in motor cars, more than in anything else, the demand is based on logical reasoning and good judgment, rather than on mere whim or impression.

The styles in construction which have proven best in the opinion of the public and also in the opinion of the automobile engineering profession, stand as the guide for Studebaker policy to continually improve its product and to merit the confidence and endorsement of the public.

Fours and Sixes

The popular demand has centered on cars of four and six cylinders, hence Studebaker confines itself to these two types. The wisdom of this policy is shown when the classification of all cars shows that Fours and Sixes together constitute 85.8 percent of the 49 models. The division is as follows:

Fours	47.7 percent
Sixes	41.1 percent
Eights	11.6 percent
Twelves	2.6 percent

Cylinders En Bloc

Studebaker was the first manufacturer to cast successfully six cylinder motors in one block. Advanced ideas in engineering and factory practice put Studebaker in the lead.

Today 73.6 percent of all manufacturers are following Studebaker' example.

Block cast motors	73.6 percent
Cast in pairs	10.4 percent
Cast singly and in threes	16.0 percent.

L-Head Motor

Studebaker engineers are sound in their reasons for building motors of the L-Head type. Of all manufacturers 71.1 percent use that type exclusively, because that type is what the public wants. If the demand were for valve-in-the-head, T-head, or Sleeve valve motors, the percentage of these types would be greater. The accompanying table shows the trend of the public demand and it proves conclusively that Studebaker is building what the public wants.

L-Head	71.1 percent
Valve-in-Head	12.3 percent
T-Head	12.2 percent
Sleeve Valve	4.4 percent

Gasoline Feed System

In keeping with the demand for a better streamline design, horizontal body lines, greater gasoline capacity, and to insure a positive and even flow of gasoline to the carburetor, 55 percent of automobile manufacturers have adopted vacuum gasoline feed. The division is as follows:

Vacuum Feed	55.0 percent
Gravity Feed	34.4 percent
Pressure Feed	10.6 percent

The average price of all Fours using vacuum feed system is $1570; of all Sixes using it, the average price is $1628; yet we find it in the Studebaker at much less money.

Ignition

The controversy over the relative merit of the generator-battery ignition as against magneto ignition has been bitterly fought, but since it was adopted by Studebaker, four years ago, generator-battery ignition has been steadily gaining ground in its struggle for popularity. The simplicity, the reliability, the durability and the freedom from all trouble of the generator-battery ignition system have proven that Studebaker was right in adopting this type of ignition. The wisdom of the change is becoming more obvious every day. Of the two types of ignition the percentages are as follows:

Generator-Battery	56.4 percent
Magneto	43.6 percent

Timing Gears

Smooth, quiet, positive running timing gears are essential to the satisfaction of all car owners. Experience has shown that helical gears are the type best suited to accomplish satisfactory results. So-called silent chains and spur gears are used in some instances, but Studebaker as usual lines up with what is generally conceded to be the best type.

Helical gear driven timing gears	70.0 percent
Silent chain drive	16.0 percent
Spur gears	14.0 percent

Cooling System

To properly cool a motor the majority of engineers—and especially those who design the highest-priced cars—have decided in favor of the pump system. This is the only system Studebaker has ever used. Some use the cheaper, heavier, and less efficient thermo-syphon system, while a negligible percent are air cooled.

Circulating pump	60.5 percent
Thermo-syphon	38.8 percent
Air cooled	7 percent

Starting System

Sudebaker was one of the first to use an electric starting and lighting system. Studebaker Wagner equipment was used from the very first, the only change being made after the first year when the two-unit system now in use was adopted instead of the less efficient single-unit system of the first year. Again Studebaker superiority is proved by the comparative percentages:

Two-unit systems	51.0 percent
Single-unit systems	49.0 percent

Still more convincing is the use in Studebaker cars of the six-volt system. Experience has shown that this type is most efficient and consequently it is used by Studebaker. There are other voltages used, but the six volt predominates.

Six-volt system	69.2 percent
Twelve-volt system	23.6 percent
Miscellaneous	7.2 per cent

Springs

Popular favor has been sought after by the advocates of cantilever springs. Studebaker always held to the superiority of the three-quarter elliptic spring for rear suspension, and now, after three years' vigorous campaigning, the advantages of the latter tpye, in spite of its higher cost, make it the ruling favorite. A singular point in connection with the use of the three-quarter elliptic springs by Studebaker is the fact that this type is used almost exclusively on all higher priced cars.

Three-quarter elliptic	6.5 percent
Cantilever	28.7 percent
Semi-elliptic	10.9 percent
Platform	6.3 percent
Miscellaneous	7.6 percent

Rear Axle

Studebaker has from the beginning led the field in the simplicity, safety, lightness and efficiency of rear axle design, and in pursuance of this policy has adhered strictly to the full-floating rear axle. One by one other manufacturers have come into line as public demand turns more and more strongly in this direction. The preference is indicated as follows:

Full-floating	51.1 percent
Three-quarter floating	27.1 percent
Semi-floating	21.8 percent

Timken Bearings

Timken bearings are the most efficient, but they are also the most expensive. Most manufacturers hesitate to equip their product completely with Timken bearings because of the cost, but Studebaker does not let this consideration stand in the way for a moment. Studebaker is one of only fourteen manufacturers to offer full Timken equipment, and the average price of the other manufacturers' cars is $1760.00.

Open Cars

FOUR Chassis	$785.00
FOUR Roadster	$850.00
FOUR Touring Car	$875.00
FOUR Landau Roadster	$1150.00
SIX Chassis	$985.00
SIX Roadster	$1060.00
SIX Touring Car	$1085.00
SIX Landau Roadster	$1350.00

THIS convincing evidence of Studebaker superiority has increased Studebaker production 100 per cent. Studebaker has produced and sold 75,000 cars in the last fourteen months—more seven-passenger sixes and more seven-passenger fours than any other manufacturer ever produced in the same length of time. In the Studebaker car the buyer finds the ONLY CAR which combines the concensus of the opinion of the engineering profession which so completely satisfies the popular demands of the public who rule the fashions, which exceeds in power, roominess, comfort and size of the average or standard car—at a price from $300 to $500 below the average. WHY—

Because it's a STUDEBAKER

Closed Cars

SIX Tonring Sedan	$1,700.00
SIX Coupe	$1,750.00
SIX Limousine	$2,600.00

Commercial Cars

Commercial Half Ton Chassis	$785.00
Commercial Half Ton Express	$850.00
Commercial Half Ton Panel	$875.00
Commercial One Ton Express	$1,100.00

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