

There are not more than ten real automobile manufacturers in America
Of these ten Studebaker leads all the rest in manufacturing the largest
proportion of parts used in its cars

In laboratory research, in refining processes, in intensive manufacturing
in costly but economical equipment, Studebaker is first

In addition, Studebaker spreads these quality-producing factors over
the largest "Six" volume

The net result is the greatest automobile value in the world today—the

Studebaker

ECONOMICAL
LIGHT WEIGHT

SIX
\$1575

Demonstration Will Sell This SIX Against Any Car Of Any Size Or Any Price

The Studebaker SIX will prove to you in half an hour its superiority over heavier, costlier cars. It has a greater proportion of manufactured parts than the best of these heavier cars. Each essential part is of special formula steel, heat-treated from two to four times to permit the use of light parts—with increased strength. It will prove that this Studebaker combination of light weight and perfect balance holds the road far better than mere bulk. Once set in a straight line the Studebaker SIX continues in straight line. It does not creep or slide toward the ditch from the crown of a country road. This roadability begins in the motor itself—one of the smoothest-running, most perfectly balanced "Six" motors in the world. When the motor is developing its greatest power vibration is practically imperceptible. At a speed of thirty or forty miles an hour you will probably guess that you are going twenty or twenty-five. Your tire cost, gasoline cost, and oil cost, are, of course, very much lower than they would be in a heavier car—even a "Four" of equal power.

Studebaker Demonstration Shows Even More Striking Superiority Against the Assembled "Six"

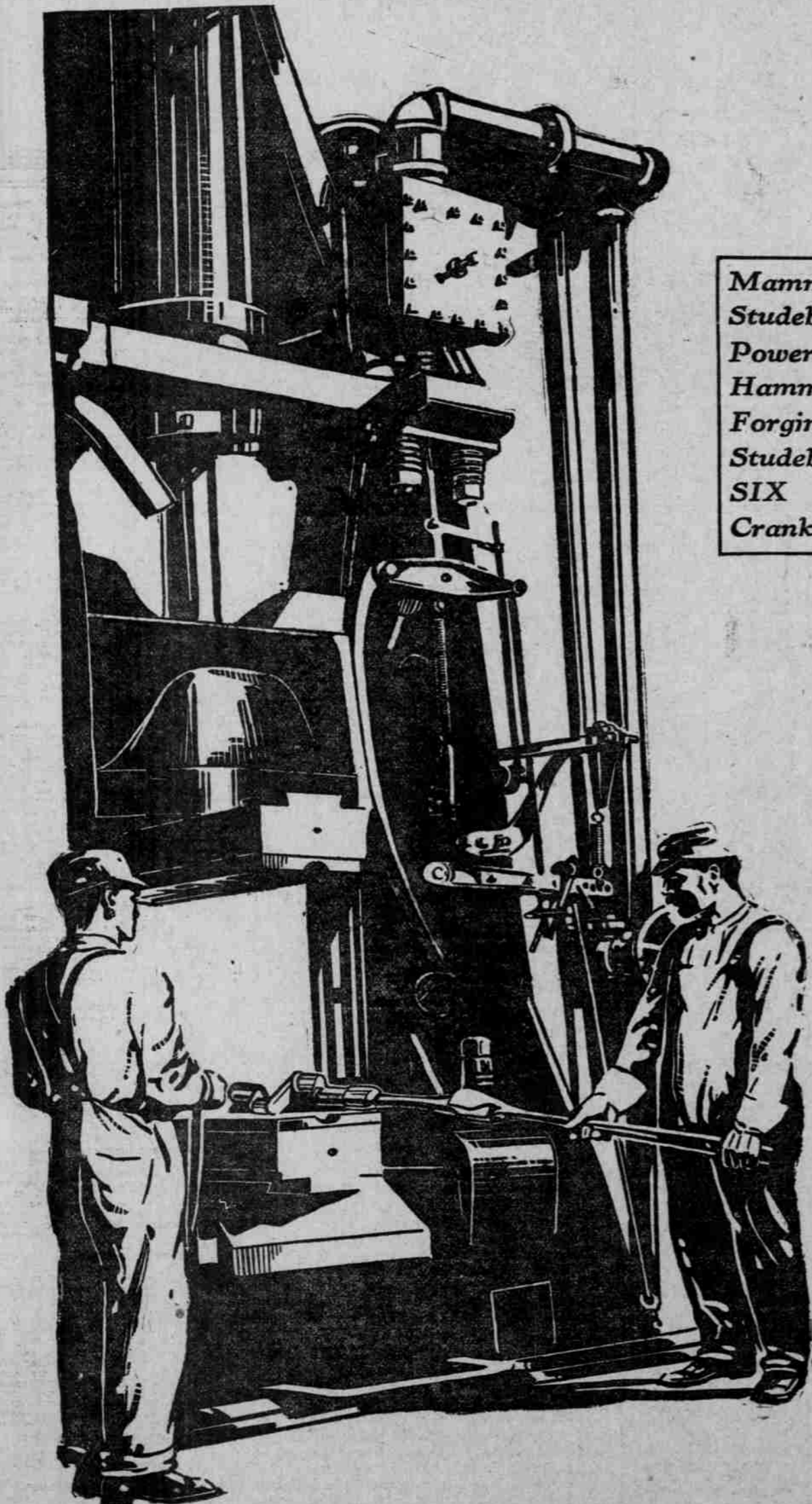
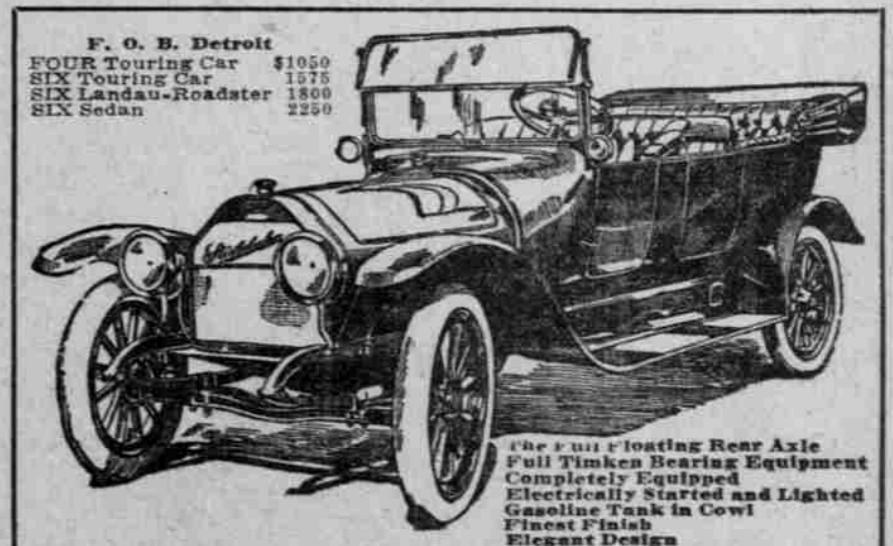
No assembled or semi-manufactured "Six" can stand up in demonstration against the Studebaker SIX. Studebaker gives you special formula steels tested to 150,000 pounds per square inch. The best steel the assembler can give you is the best he can get; tested by the mill—perhaps—to 100,000 pounds. Studebaker doubles and trebles the strength of its own special formula steels by two to four heat treatments. The assembler must pass the steel on to you exactly as he gets it. Studebaker by this process produces parts two to three times as strong, and still holds down the weight. To equal this strength the assembler would have to add weight which would be prohibitive. So the factor of safety in the Studebaker SIX is bound to be immeasurably greater than in the best assembled "Six." And the same elements work out in the Studebaker SIX to produce perfect balance. As a result of this balance it rides better, makes better use of its power, is a better hill-climber, is easier on tires. In short, the value, long life and roadability of a "Six" are in proportion to the number of manufactured and closely measured parts. In that respect, as we said above, the Studebaker SIX leads the world. That is why it is competing with the costliest "Sixes" and outselling them. That is why assembled "Sixes" MUST COME DOWN in price; and CANNOT COME UP to the Studebaker in manufactured quality.

The Studebaker FOUR is of the same grade and quality of material and workmanship, and is manufactured with the same scrupulous care and closeness, as the Studebaker SIX.

Studebaker branches and dealers have, in stock, \$1,000,000 worth of service-parts. This means service to owners of a sort that assemblers do not and cannot give. In this respect we believe the Studebaker organization to be unequalled. In addition to its \$5,000,000 machinery equipment for car manufacture, Studebaker maintains a special plant for the manufacture of service-parts, to keep all branch and dealer stocks complete at all times.

The Studebaker Proof Book Describes and pictures the scientific manufacturing operations of Studebaker. Send for it.

The Oregon Motor Car Co.
Chapman and Alder Streets
Phones Main 9402, A 7656
PORTLAND DEALERS



Mammoth
Studebaker
Power
Hammer
Forging
Studebaker
SIX
Crank Shaft

"Quantity Production of Quality Cars"