

STUDEBAKER GROWTH GREAT IN 67 YEARS

Huge Concern of Today Rises
from Blacksmith Shop.

PIONEER IN AUTO MAKING

Many Forward Steps in Evolution of
Modern Car Due to Scientific
Genius of Its Engineers.

The Studebaker corporation has in the past 67 years grown from a small cross roads blacksmith shop to one of the greatest industrial institutions in the world. Today the Studebaker factories at Detroit, South Bend and Walkerville cover 144 acres and contain 4,700,000 square feet of floor space; \$15,500,000 has been invested in plants and equipment and \$20,000,000 in raw material and working capital.

Studebaker has what are probably the most complete research and experimental laboratories in the industry, requiring the services of 100 skilled men, working under supervision of 15 specialized technical experts.

Many of the heat-treating operations now standard in the automobile world were originated by Studebaker. The laboratory investment alone amounts to nearly \$100,000.

More than 300,000 Studebaker cars, with a net sales value in excess of \$300,000,000, have been produced and sold up to date. Of this number 210,000 have been four-cylinder cars and 90,000 six-cylinder cars.

Studebaker employs at present 10,000 workmen. This army will be increased to over 20,000 in 1920, when the new automobile plants at South Bend are completed.

Fifty-five hundred machines are used in the 200 different manufacturing departments of the Studebaker factories and 620 mechanical operations on the new Studebaker cars require accuracy to one-thousandth part of an inch, 160 operations to the one-half thousandth part of an inch and nearly 400 inspectors to see that every operation is up to the Studebaker standard of quality and accuracy. Nearly 7000 inspections take place in Studebaker's own plants before a car is ready for shipment.

A total of 40,000,000 pounds of high-grade steel are consumed annually and 2,500,000 gallons of fuel oil are used each year for heat-treating and drop forge furnaces; 200,000 pounds of castings are used each day in Studebaker factories.

In the evolution of the automobile Studebaker has led the way in practically every step forward of direct benefit to the ultimate purchaser. Studebaker produced the first six-cylinder car to sell for less than \$2000; the first four-cylinder 40-horsepower touring car to sell for less than \$1000; the first 40-horsepower car to sell for less than \$2000 and the first car to sell for less than \$2000 with complete cord tire equipment. And here it is interesting to note that Studebaker was the first manufacturer to produce a car with crown fenders and to make extensive use of pressed steel throughout.

The industry also owes to Studebaker the progress in casting motors en bloc. It is well known that Studebaker was the first manufacturer to do away with the old method of casting cylinders singly or in pairs and make a six-cylinder motor in one piece.

The beveled plate glass windows now a style feature of some of America's best motor cars also owe their parentage to the prolific brain of Studebaker designers. The method of mounting these nickel-trimmed oval windows in the rear of the top was originated by the Studebaker body engineer nearly three years ago.

GOVERNMENT POLICY TOLD

ONLY FEW TRUCKS AND CARS
TO BE SOLD TO PUBLIC.

Rumors That Large Stock of Motor
Equipment Would Be Open to
Purchase Are Denied.

The war department authorizes publication of the following:

The director of sales has approved the transfer of the entire present surplus of serviceable motor equipment held by the army in the United States to other government departments.

This action is in line with congressional policy as outlined in the postoffice appropriation acts approved July 2, 1918, and in February 28, 1919, and act approved March 2, 1919, authorizing the secretary of the treasury to provide hospital facilities for discharged soldiers, sailors and marines. By the appropriation act of July 2, 1918, authorization was given for the transfer of surplus motor equipment to the postoffice department, and the act of February 28, 1919, embraced similar authorization for the transfer of any part of this surplus stock to the department of agriculture. By the act of March 2, 1919, the secretary of war was directed to transfer surplus motor equipment to the public health service.

The transfer disposed of approximately 33,000 vehicles, including 3500 motorcycles, 5500 passenger cars, and about 30,000 trucks. The postoffice department will receive 10,064 of these vehicles, the public health service 1396 and the bureau of public roads, department of agriculture 27,932.

Because of their special design or condition a very limited number of passenger cars and trucks included in the surplus stock has already been found to be unserviceable for government use. These and such others as may later be culled out for similar cause in the course of the inspection, which will be made incident to the transfer to the other governmental agencies, will be sold at public auction at the various camps and storage yards at which they have been collected after the sales have been duly advertised through the press.

Eronous reports to the effect that the war department would offer to the public a large stock of motor equipment, including new passenger automobiles, have been being circulated. It was never the intention of the war department, in view of the foregoing acts of congress, so to dispose of its motor vehicles. It has consistently followed the policy of transferring all such vehicles as promptly as they were declared surplus, to the postoffice department, the department of agriculture, the public health service or by sale to other governmental agencies requiring such equipment.

DARK TIRES NOT COLOR FAD

Change in Tire Due to Better Compounds, Says U. S. Tire Co.

That its tires are now made in dark colors is due not to a fad in style, but to important improvements in the compounds which make up the tire

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tread, according to the United States
Tire company.

After long experimentation, this company developed a new formula for its tread compounds, so much tougher and much better wearing that it was adopted as the standard of manufacture, even though it called for a change from the light color, to which the public has been accustomed.

Before the dark tire was placed on the market it was thoroughly tested by the testing fleets of the company. These tests demonstrated that the dark compound produced tires of greater mileage than the lighter truck. The dark-colored tires have been on the market long enough now to demonstrate their superiority.

Aside from the quality of the tire, the dark-colored tire has a decided advantage in that it is not so easily discolored as the light tire. To keep a light-colored tire presentable required frequent dressing, but the dark tire needs no attention of this sort. If the dark tire offered no superior points, the light tire would probably be in demand with buyers who regarded it with favor, but the unquestioned superiority in toughness and durability of the dark tread make color a negligible factor when considered on merit.

BRISCOE NOT TO BE RUSHED

Not Even for Huge Demand Declares
Sales Manager Findlater.

James R. Findlater, sales manager of the Briscoe Motor corporation, is the man at the Briscoe factory who has to stand the brunt of all the frontal attacks made by the visiting hordes of Briscoe dealers, who have life and death reasons why they should have immediate shipments of Briscoe cars. Although trainload shipments are not at all uncommon nowadays still there are some dealers who are not getting all the cars they would like.

"This is a condition," says Mr. Findlater, "which has its advantages and disadvantages from a factory standpoint. It is impossible to double or triple factory production in a few months, even if raw materials could be obtained. It is better to deliver 1500 cars a month that we know are right than to try to rush out 3500 with the inevitable trouble and dissatisfaction bound to follow hurried workmanship."

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