

## THIS IS A STUDEBAKER Y



If Studebaker built nothing but the Big-Six, you would never be able to for $\$ 1785$ at the factory
The expense of manufacturing and marketing Studebaker cars is shared by three distinct models, the LightSix, the Special-Six and the Big-Six. That means one executive management, one manufacturing organization, one purchasing unit and one elling cost-instead of three separate ganizations.
Consider the Big-Six as an investment -how much you get for your money. her We know of no car, even at twice its price, that will give you greater satisappearance, comfort, serviceability and the refinements. In everything hat goes to make up your aprecition of a car, the Big-Six ranks with the finest built. But it distinctly does not rank with them in price!

The theory that high price acessarily mean fine cars is fallacious, simply because prices are not based upon
intrinsic values but upon production intrinsic values but upon production
costs of individual makers, which vary widely according to their ability and manufacturing faxilities.
Obviously, high costs of production. or inadequate manufacturing facili ties, mean not only high prices but actually inferior cars.
The materials and workmanship in highest standards known to the auto mobile industry.
With $\$ 70,000,000$ of actual net assets including $\$ 36,000,000$ of plant faciling experience, Studebaker stands unsurpassed in ability andresources to manufactureeconomically and give the given price.

The Studebaker Corporation of America


## Big-0ixus. 1785 <br>  <br> SEVEN-PASSENGER . 60 HORSE POWER . . 126-INCH WHEEL BASE $\ldots$ CORD TIRES STANDARD EQUIPMENT

