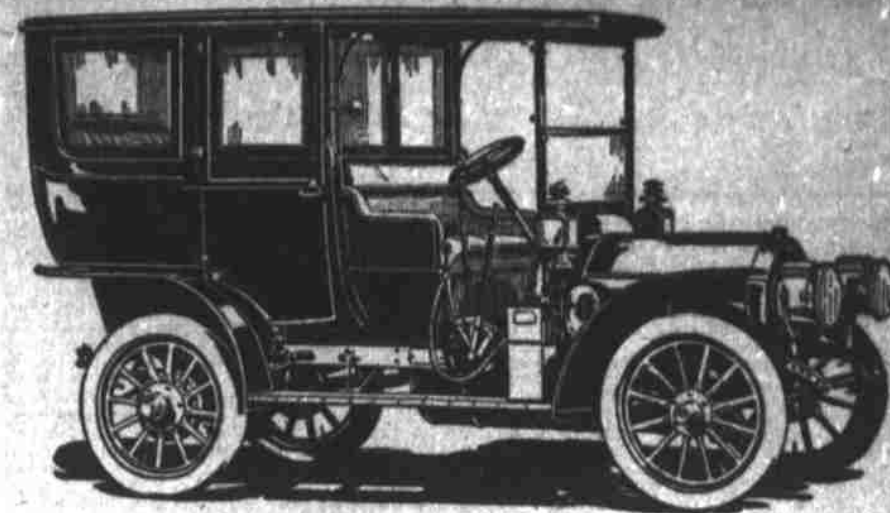
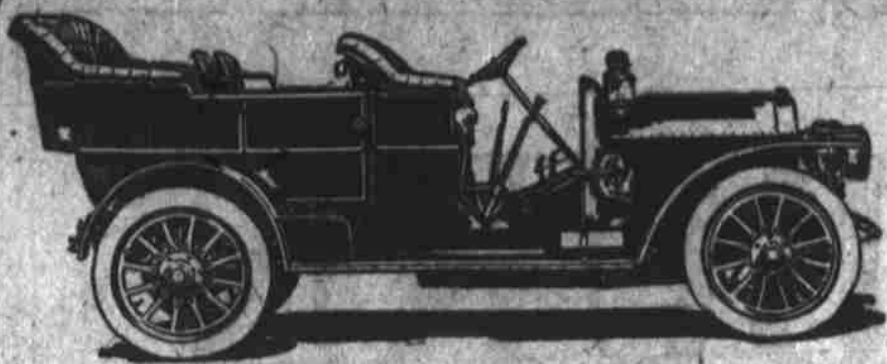




Studebaker

AUTOMOBILES

Why Do Studebaker Cars Sell Faster, for More, Than Others?

HAS IT EVER OCCURRED TO YOU that STUDEBAKER Gasoline Cars command a higher price per horsepower than any other American cars? Perhaps it hasn't—not all persons understand cars well enough to compare them on that basis. Most folks are impressed with large figures—to them 50 or 60 or 70-horsepower terms seem to appeal strongly—though for the life of them they couldn't explain just why.

EFFICIENCY IS THE ONLY LOGICAL BASIS for comparison of an automobile, or a horse, or anything else. Funny how few appreciate that simple fact. Must be it's so simple they have forgotten it.

ONE HUNDRED DOLLARS PER HORSEPOWER is the price of STUDEBAKER 30's and 40's. Thirty sells for \$3,000 and forty for \$4,000—just an even hundred per horsepower, you see. (Of course, that's with standard touring car body—limousines and other special types come higher, according to equipment.)

A LITTLE LESS THAN A MILE A MINUTE is the limit of speed of the 40 with its seven passengers, and the 30 has about the same speed with its five. They are not racing cars, and several other high-priced cars can give a more spectacular demonstration on a good road—for a ways.

IF YOU WANT A RACING CAR we will be glad to recommend to you several concerns which make that kind of machine. We don't. STUDEBAKER cars are built for that class of judicious buyers who are content with reasonable speed, but who demand the best that can be produced in comfort and luxury—and, of course, absolute reliability under all conditions.

PERSONS WHO BOAST OF COVERING a few hundred miles "without trouble" are not owners of STUDEBAKER cars. Thousands of miles—two or three seasons of constant hard driving without any mechanical trouble, often without even an adjustment—are matters of course with owners of these cars. That's what they pay for. That's why STUDEBAKER cars not only command a ready market at higher prices than other cars of the same horsepower, but there's a big shortage in our Models A and B today.

NOW, IT DOESN'T SOUND TRUTHFUL to say that the STUDEBAKER "30," for example, selling at \$3,000, is higher priced than any other "30"—for everybody knows there are several cars rated at "30" in the ads and which sell for \$4,200 to \$5,000.

BUT THOSE ARE "30s" ONLY IN NAME—according to the same formula which rates the STUDEBAKER at 30, these others are more nearly 60. Lowest of them is 47, and one prominent example of the prevalent underrating fad should develop 58. Of course, we cannot vouch for its developing that much—it doesn't agree with our ideas of design or construction, and so we don't believe it will on a test.

WE HAVE OFTEN WONDERED if the real reason for underrating high-priced cars was to obscure the fact that 50 and 60-horsepower cars of other makes continually go down in defeat before the 30's and 40's of the STUDEBAKER line. Could it be, think you?

MORE ROUGH-ROADS RECORDS—covering distances like the famous drive from New York to Fort Leavenworth; the winter run from Chicago to Denver, when the 30 beat the crack European and American cars in the round-the-world race by six days—stand to the credit of cars of this wonderfully hardy strain than are held by models of any other make.

WHY DO BUYERS GLADLY PAY MORE per horsepower for STUDEBAKER cars than they will pay for others of the same horsepower, or even for cars rated much higher? Must be a reason. And it must be a good reason, for rattle-brained folks don't buy STUDEBAKER cars—they run after something more spectacular or more "original"—which is to say, experimental.

ASK ANY STUDEBAKER OWNER; he'll tell you in a word. It's because of the higher efficiency. Regardless of rating, these cars excel in year-in-and-year-out performance. You never see one advertised for sale second hand. If an owner wants a newer model, he always wants a later one of the same make. So he brings his old car to us—for, better than anyone else, we know and appreciate its value.

LET'S SEND YOU A LIST of owners of STUDEBAKERS—men of prominence who have driven their cars three and four and five years—and let their verdict determine your choice. Isn't that a good plan? We think so.

Studebaker Bros. Co., Northwest

Northwest Distributors of the Famous
E. M. F.-30

330 - 336 East Morrison Street
Portland, Oregon

See Our Exhibit at
the Auto Show, Week
of March 8th