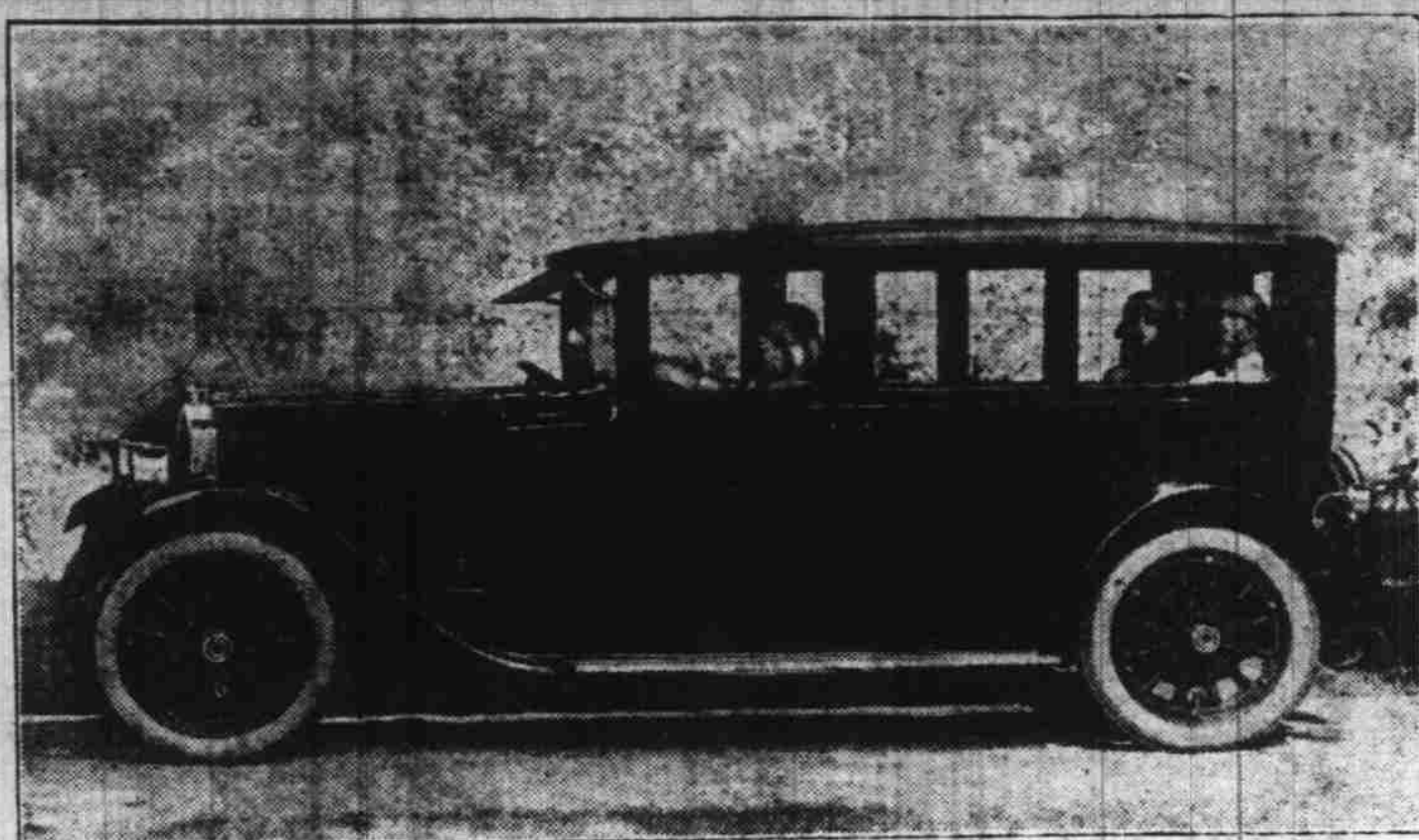


## STUDEBAKER CAR PRICES ARE CUT

New Prices Made Possible  
By Enormous Production  
Last Three Months

NEW YORK, Jan. 17.—Sweeping reductions in the prices of all closed cars just announced by the Studebaker Corporation, have stirred the motor car industry as nothing else that has occurred during the Silver Anniversary Automobile show, by reason of their effect on cars in all price ranges.

Two important cuts in price were those of the Big Six Sedan and Berlina, largest of Studebaker products the two cars which have been credited by notables visiting the show as having been



Definite announcement has been made by the Packard Motor Car company that the Packard Six enclosed cars are to be continued with exactly the same quality of materials and labor as before the price cut recently announced. Prices on enclosed Packard Sixes were reduced in amounts ranging from \$640 to \$840. The accompanying picture is that of a Packard Six five passenger sedan the price of which was cut \$700 bringing it down to the price of the five passenger touring car.

responsible for wide cuts in price announced by several cars in the so-called \$4000 and upward class.

Most important of the matters of interest which have developed at the show this year have been price reductions made during the week, in the effort to cover the gap beneath the quality and character of Studebaker cars on all three chassis. A character made possible by the enormous production which the company brought about during the last three months of 1924.

During that quarter, Studebaker sales announced President A. R. Erskine, exceeded there of the same quarter of last year, which had established a previous record by 50 per cent. It was the Corporation's biggest final quarter.

Studebaker officials waited until all the other price reductions has been made there was much comment among notables at the show of what would result from this new situation, with other makers prices seeking to offset the quality character of Studebaker products. Now comes the Studebaker announcement of reduced prices, and the gap is once more widened. It is made possible, said Mr. Erskine, because of the larger production in the Company's \$60,000,000 plants, and because the company makes the entire car, avoiding payment of extra costs to makers of separate parts. He gave the 1500 dealers and executives present when the announcement was made, pointed assurance that no curtailment, direct or indirect, in the quality of the cars themselves, would be made.

To accomplish the sales record of the last three months the big factories had to run at almost full capacity. Mr. Erskine has given Vice President Max Wollering, for manufacturer and Vice President Henry A. Biggs and Sales Manager Harold S. Vance for sales, a schedule for 1925 that will come within 18 per cent of the full capacity of the entire plant facilities.

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## RICKENBACKER 6 BETTER THAN EVER

Twenty Per Cent More Powerful; Many Other Improvements in This Six

Rumors to the effect that Rickenbacker intended to abandon the Six and concentrate on the "Vertical-8" alone are set at rest most decidedly by the advent of an improved powerful Six cylinder motor.

"As a matter of fact," says B. F. Everitt, president and general manager of the company, "the Six always has been and will in my opinion continue to be our standby with production three to one of the eight, which latter model will necessarily be, in price, within the reach of a more limited class of buyers."

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familiar with the new Rickenbacker "Vertical-8," which was announced a few months ago, and as that represented the last word in engineering practice, no noticeable change will be seen in it. However, it was not in existence last year and so will be out of the principal features in the show and a leader among the new cars. Of particular interest to engineers are the various "dual" features first developed in this car, such as the "dual" intake and exhaust manifold, "dual" carburetor, "dual" ignition system, "dual" muffler, etc., which at first were dubiously received, but which in the performance of the car, have certainly justified this.

Of greater interest to the majority of visitors will be the improved Rickenbacker Six cylinder models. "It is hardly correct to call these new," says Mr. Everitt, "it is more accurate to say that this motor, while differing from its predecessor in many essential details, is, after all, simply a refinement and improvement of that first Rickenbacker 'Six.'"

"You must remember that work on that original motor was started before the war; was suspended during the war period; and the final motor was practically completed the year after the war closed, although it was not offered to the public until 1921.

"Design and engineering knowledge have progressed more rapidly during the past five years than in the previous fifteen.

"Our 'Vertical-8' embodied all the new things that have been discovered since the '6' was originally designed.

"When this motor had proven itself to our entire satisfaction, we decided to bring the 'Six' up to date for two reasons:—first, because we had been constantly adding to the weight of the car by stouter body construction, extra equipment, etc., which called for more power; and second, because the more nearly alike the two models are in design, the simpler become our problems of production and of servicing in hands of users.

Of course the 'Six' does not present the problems in carburetion, ignition or manifold that arise in the 'Vertical-8,' and so these 'dual' features are not incorporated in the 'Six.'

The keen observer will, however, see many details in the 'Six' that correspond to those developed in the 'Vertical-8.'

For example, connecting rods are interchangeable; so are valves, tappets, studs, springs and other small parts.

The improved six cylinder motor is more powerful than its predecessor—by about 20 per cent. Cylinder are 3 1/4" bore in place of the former 3 1/8". The stroke is the same—4 1/4", piston skirt is 4 1/2" long.

Each piston carries four rings—three above the pin and one "oil ring" below.

As in the "Vertical-8," the wrist pins in the improved "Six" are locked in the connecting rods and move freely in bronze bushing in the pistons. Crank pins are 2 inches in diameter but length remains the same.

When asked by our reporter why men buy Packard cars, Fred M. Powell, local Packard dealer, leaned back in his chair, wearing his characteristic broad smile and said, "Listen."

Years ago, men bought paper-soled shoes.

Why? Because they have learned that the secret of owning better shoes is to buy good ones and wear them out.

Today, a great majority of men are still buying "paper-soled" motor cars.

Why? Because they don't know as much about motor cars as they do about shoes.

They have yet to learn the secret of owning a good motor car—wearing it out instead of trading it out.

We want every man who buys a Packard car to wear it out.

A man should not give up his car every year or so just because of a model with a "new dress" or some minor changes—not unless he gives up his home at the same time because of something new in architectural style or heating equipment.

There is no money saved in buying a "procession" of low-priced cars.

The man who trades his car in every two years or so is working for Uncle Sam, the railroads, and the automobile men.

On each car he has to pay a war tax—a freight charge—a maker's profit—a distributor's commission, and a salesman's commission.

Once every five years or so is often enough to open one's pocketbook for such expenditures.

With the Packard comes long life, quality, economy, ability, safety, certainty, beauty, and distinction.

It cost no more to wash and polish a Packard than a cheap car.

No more to garage one. Only a little more to insure one. It "eats" but little.

16 to 18 or more miles to the gallons of gasoline. 500 or more miles to the gallon of motor oil. 15,000 or 20,000 or more miles to a set of tires.

These are the figures Single-Six owners generally report.

And when the car needs mechanical attention its owners has our—service a la carte.

He drives his car into any Packard service station, anywhere, and faces a big wall chart that gives him the standardized and nationwide prices for each and every operation.

Every repair shop price is a fair price—he knows in advance the cost of the work to be done and in detail about the work to be done.

Money in his pocket and a better running car.

With all the foregoing true, why don't we sell more cars?

Because nine out of ten men who are buying "procession" cars think they "cannot afford a Packard" and never come near us to learn differently.

The Single-Six is not a rich man's car—although many rich men are joyful in the ownership of one.

Its price is much less than most men think—\$2880 f. o. b. Salem, for a Sedan or open car. It is often bought on a deferred payment plan—it is better business to buy a good car on time than a low-priced car for cash.

It actually costs less to operate and maintain than any other sizeable car on earth as far as we know—less than even many of the smallest cars.

## CLAIM IS MADE BY LOCAL PACKARD MAN

Says That a Good Car Can  
Be Worn Out—Tells  
Secrets

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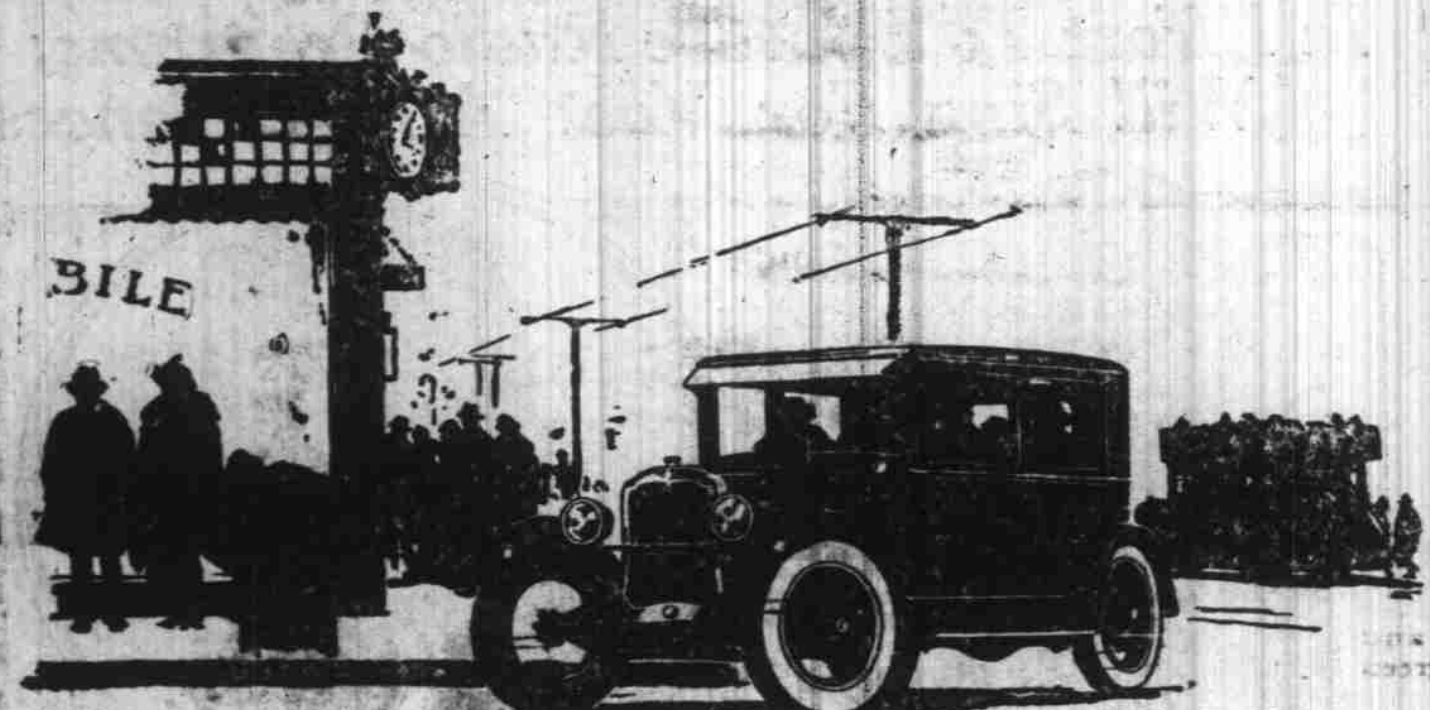
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