

Studebaker Announcement

1913

Sixty-Five Million Dollars Worth
of Motor Cars Bearing
The Name of

Studebaker

In my judgment this is the most important announcement which has been issued under Studebaker auspices since the business was inaugurated sixty years ago on a cash capital of sixty-five dollars.

Clement Studebaker, Jr.

From \$65 to \$65,000,000

Let us try to tell you the facts simply, and without ornament.

Sixty years ago two men named Studebaker opened a blacksmith shop in South Bend, Indiana, with a cash capital of \$65.00.

*In the coming year **twelve thousand** men—in addition to that other army which produces thousands of horse drawn vehicles—will build Studebaker automobiles worth \$65,000,000.*

The same figure, you see; with six ciphers added.

The blacksmith shop has grown to gigantic proportions.

But that is not the point.

In the manufacture of motor cars alone, its working force has multiplied to the population of a goodly city.

But that is not the point.

The trade that revolved around the little blacksmith shop in ever widening circles has girdled the globe; and played its part in the rise and development of republics, dynasties, kingdoms and empires.

But THAT is not the point.

The point of prime importance to you is that the name of Studebaker means even more to you today as a prospective automobile owner than it ever meant before.

Inflexible integrity and a vivid vision has minted the first sixty-five dollars into as many millions.

And the same inflexible integrity, backed by a buying and building power, multiplied one million times, actuates every process that enters into the construction of the cars which we build.

With a full sense of the responsibility involved, we pledge ourselves that every car sold by a Studebaker dealer anywhere in the world, the coming year, will be a good car in the strictest Studebaker sense.

T. E. BERNARD, Agt.

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