

"Built in Canada"



The reasons why

# This is a Studebaker Year

## What automobile Buyers Generally Want:

In a recent poll of 20,000 car owners by the National Automobile Chamber of Commerce, Inc. of New York (the automobile manufacturers' trade association), each owner was asked to name the quality which appealed to him most in buying a car. The results showed as follows:

- |  |           |                                       |           |
|--|-----------|---------------------------------------|-----------|
| 1. Endurance .....                         | 15.0 p.c. | 8. Flexibility .....                  | 6.5 p.c.  |
| 2. Economy of operation .....              | 14.0 p.c. | 9. Endorsement of car by others ..... | 6.5 p.c.  |
| 3. Comfort .....                           | 9.5 p.c.  | 10. Specifications .....              | 6.0 p.c.  |
| 4. Price .....                             | 9.5 p.c.  | 11. Speed .....                       | 5.5 p.c.  |
| 5. Appearance .....                        | 8.0 p.c.  | 12. Appointments .....                | 5.0 p.c.  |
| 6. Service facilities of manufacture ..... | 7.5 p.c.  |                                       |           |
| 7. Hill climbing or power .....            | 7.0 p.c.  |                                       |           |
|  | 70.5 p.c. |                                       | 29.5 p.c. |

This poll confirms Studebaker's experience of seventy years in building vehicles of all kinds. Studebaker Cars have been and always will be designed and manufactured to meet the qualifications demanded by the public.

## The Proof of Studebaker Quality:

**1. Endurance.** Studebaker Cars are daily giving satisfactory service to 400,000 owners in all civilized countries. Proof of their dependability rests upon the fact that Studebaker's sales of Repair Parts, covering repairs from accidents as well as service, for the past seven months averaged but \$7.00 per car on these 400,000 cars. In the 30 months since January 1st, 1920, Studebaker produced and sold 186,000 cars, and are now producing and selling at the rate of 125,000 cars per year, practically double last year's volume, and yet Studebaker's total sales of Repair Parts this year are less than they were for the first seven months of 1919.

**2. Economy of Operation.** Greatest economy results from minimum repairs and high resale values of second-hand cars in proportion to list prices. Gasoline and oil consumption are next important items of economy. The records of Studebaker Cars in all these respects stand out strikingly well.

**3. Comfort.** Correct design of weight distribution, spring suspension, seats, upholstery, etc., determine largely the question of comfort. Comfort is not a matter of extra cost and high prices, but is a matter of design. Comfort is characteristic of Studebaker Cars. Heavy weight is neither essential to comfort nor an assurance of it if design is faulty. The weight of Studebaker cars is borne almost equally by the four wheels, which is ideal distribution. With bodies resting without overhang on frames, semi-elliptic springs, seats of generous proportions, and best upholstery, Studebaker Cars are necessarily comfortable.

**4. Price.** With \$78,000,000 of actual net assets, including \$38,000,000 of plants, and an organization of able, experienced men and workers who participate in the profits of the business, Studebaker stands unsurpassed in resources and ability to manufacture economically and give maximum intrinsic value for a given price. By manufacturing complete motors, transmissions, axles, frames, bodies, castings, forgings, and stampings, parts makers' profits on such items are eliminated, and one profit only is included in Studebaker prices. The section of the Studebaker plants formerly devoted to the manufacture of horse-drawn vehicles, with recent additions, now manufacture sedan and coupe bodies, at minimum costs (without middlemen's profits), and buyers benefit accordingly.

The materials and workmanship in Studebaker Cars measure up to the highest standards known to the automobile industry. Substantially better intrinsic values cannot be obtained at any price. The theory that high prices necessarily mean fine cars is fallacious, simply because prices are not based upon intrinsic

values but upon the production costs of different manufacturers, which vary widely according to their individual manufacturing facilities, ability, and output. Everybody in the automobile industry knows that standardized cars manufactured complete in large quantities give the greatest intrinsic values, or stated otherwise, the most actual car, per dollar of price. Assembled cars, which constitute eight-five per cent. of the hundred-odd makes of American and Canadian cars, are assembled from parts purchased from many sources, which precludes harmonious co-ordination in design, and inevitably increases costs and selling prices about 25 per cent.

**5. Appearance.** An automobile should never be bought on appearance, although seemingly 8 p.c. of buyers are influenced by appearance alone. An automobile is a highly developed mechanical instrument from which hard, satisfactory service is rightly expected. Studebaker executives and engineers give much attention to appearance, style, and distinctive beauty in the matter of bodies, tops, hoods, radiators and fenders. Our bodies are masterpieces of fine craftsmanship, and are unexcelled for comfort and durability.

**6. Service.** Studebaker has 250 dealers in Canada, 3,000 in the United States, and is widely represented in all foreign countries. These selling outlets carry in stock \$4,000,000 of Repair Parts for all models of Studebaker Cars. The prices of parts for Studebaker Cars are lower (or as low) as those of any cars of their price, and much lower than those of high-priced cars. Studebaker dealers are obligated to render prompt and efficient service to buyers. Studebaker is in business to sell motor cars and not parts. The accessibility of Studebaker Cars for quick dismantling and repair work is common knowledge in the garages and among chauffeurs and mechanics all over the world.

**7. Power.** In acceleration, power delivered at the point of traction, and hill climbing ability, all three models of Studebaker Cars enjoy unique reputations.

**8 12 Sundries.** The other qualities which seemingly influenced the selections of 29.5 per cent. of buyers are flexibility, endorsement of others, specifications, speed, and appointments. Studebaker Cars stand high in all these respects. Studebaker Cars have set many precedents in quantity manufacture, particularly in the matter of appointments and equipment, such as crown fenders, cast en bloc six-cylinder motors, cord tires, one-piece windshield, cowl ventilator, cowl lights, tonneau lamp with extension cord, windshield wiper, transmission locks, beveled plate glass windows, etc. Satisfied owners are Studebaker's greatest asset.

The broad principle upon which Studebaker business is conducted and upon which it has prospered for seventy years, now grounded upon tradition, insures satisfaction to everybody who deals with the House of Studebaker, and we solicit your valued patronage on this basis. This policy protects you better than the ordinary guarantee.

### THE STUDEBAKER CORPORATION OF CANADA, LTD.

Walkerville, Ontario  
August 7th, 1922.

# New Prices:

f.o.b. Walkerville, Ont.

| LIGHT-SIX      |        | Reductions | SPECIAL-SIX      |        | Reductions | BIG-SIX         |        | Reductions |
|----------------|--------|------------|------------------|--------|------------|-----------------|--------|------------|
| Chassis .....  | \$1150 | \$100      | Chassis .....    | \$1475 | \$225      | Chassis .....   | \$1975 | \$200      |
| Roadster ..... | 1375   | 120        | Roadster .....   | 1760   | 265        | Touring .....   | 2275   | 200        |
| Touring .....  | 1375   | 120        | 4-Pass. Rd. .... | 1795   | 280        | Speedster ..... | 2500   | 250        |
| Coupe-Rd. .... | 1775   | 150        | Touring .....    | 1795   | 280        | Coupe .....     | 3175   | 325        |
| Sedan .....    | 2225   | 200        | Coupe .....      | 2750   | 300        | Sedan .....     | 3375   | 325        |
|                |        |            | Sedan .....      | 2950   | 300        |                 |        |            |