YOUNGEST MONARC I IN THE WORLD.


KING'S VINE TAKES NEW LIFE

"Divide with the buyer the saving we effect by our superior methods of manufacturing and distributing."-Studebaker Policy 55 years old.


## Studebaker-Flanders " 20 "- $\mathbf{5 7 5 0}$

The Greatest Automobile Value the World Has Ever Seen
 waiting so anxiously - hoping $n$ or dreadng ac
cording as the individual was a buyer or selle E HAD INTENDED KEEPING SILENT makers had had their say-until they had all
BUT THEMAGNITUDE OF OUR PREPARATIONS baker interests as represented by the E.M.F Com.
pany of Detrolt set trade tongues a-wagking and information as to the car that was to be produced DEALERS, ANXIOUS TO GET THE WINNING LINE next year. They were the Stide thebaker plans for
nally, they did not want to tie up with very natunext year. They were insistent, for, very natu-
rally, they did not want to te up with any other
concern if Studebakers were to have the great concern if Studebakers were to have the great
line that had been reported. No man likes to
enlist on the losing side. All Hike to march with
CUSTOMERS EVERYWHERE WROTE in this vent. "If Studebakers are going to bulld
a runabout I dontt want to buy until I have
seen it." seen ti." Thousands of these writers have dealt
with this old house for years-some of them never bought a vehtcle anywhere else. To
them the studebaker name justly adds to the
intrinsic value of any car IN VIEW OF THIS ANXIETY
be unjust to dealers and prospective it would longer withhold information as to this car.
which will supplement those other two incomparable models, Stude
Studebaker E.M.F
" 30 .
so The CAT IS OUT
sider the source of this car's orivin below. Con pare tit with other "Sensationsin. reecontly an-
nounced-and see if you don't think they were STUDEBAKER-FLANDERS " 20
lis the name of the new car, and the titie was se-
lected because it was believed that that alone would be the strongest guarantee of its quality
to any one at all famillar with the history and STUDEBAKERS STAND SPONSOR
marketed through this organization. That is
your guarantee that the car will be of sterling
guality throurhout Sted ford to lend their name and a reputation based
on 55 years of upright dealing to any but an ANDERS WILL MANUFACTURE would add to this fame aus a me manuy here that
has been the most wonderful record iner? His
Hin this won derful business. It has been a succession of
trumphs $a$ repetition from year to year of
feats feats in production that had theretofore been
considered impossible-that other makers now call maryelous. E-M-F " "30"" which attained
such an instantaneous sucees and now stands
the most popular car on the market, was suff cent to establish Flanders for
JAMES HEASLETT DESIGNED
the studebaker.Flanders "20"-an engineer who
up to the time he undertook this commission
had never set his hand nor his talent to the de signing of any but high priced cars. Several
of the best known emanated from hhs brain. He He
designed the original studebaker chas
 Heaslett doesn't know how to do cheap work-
in the sense that the term is generally used. He simplifies and he knows how to design parts
to manufacture to the best advantage-there he is unsurpassed by any. credible to persons unfamillar with the $r$

 THIS OUANTITY WASS NECESSARY size and quality at the price if made in of thanter
quantities. The tremendous "overhead" expense of equipment and distribution would, if saddled
nto a lesser number of cars, make it necessary o add 25 to 50 per cent. to the price. We can
oot build a much better car than others do
 tributing the overhead over 25.000 car
been ablo e to set the price at $\$ 775$.
MPARE THIS CAR WITH OTHERS
 and you will find that, aside from the difference
in price, there is no comparison in value. W didn't intend there should be.
IS IS A FULL GROWN, MAN'S SIZE cylinder toy or a one-lung makeshift.
E HAVE HAD IT IN MIDD SEVERAL YEARS plans could be matured for its proper manufac.
ture and distribution, No concern would dare
att chempt a task so large as this until proper ma
chinery not only for making but for marketing
the product had been perfected and installed. he product had been
hat time bas arrived.
THE DEMAND IS ALREADY THERE
this we know. At only remained to perfect an
organization to propery take care of it and
to extend to buyers that uniform courtesy and
prompt attention that have manm courtesy an
famous-and prosperous. Did you evebaker
that a Studebaker representative, wherever yo
find him, breathes the spirit of the whole o
ganization-18 a sort of beacon of safety to al
STUDEBAKER AUTOMOBILE CO. SOUTH BEND, IND.
e are engaged in the production of the Stude
baker-Flanders manufscture have been purchased-for if wo ments to buyers we must depend on no outsidd concern to furnish the smailest part. Every
part must be made in our own factories and unTO MAKE THE LOW PRICE POSSIBL intermediate parts proft. No concern making an assembled car can hope to compete with this
car In quality at the price. It was the purchase
of several plants-amonk them the splendidly equipped De Luxe factory at Detroit. a forking plant, a body making plant, and others-that
started the rumors and make it neceskary to
announce our plans a few weeks earlier than

OUT OF CONSIDERATION FOR COMPETITORS eries will not begin until JJanuary. while. Desidv-
realized that the announcement of se
 have the effect of an explosive bomb on the
market at this time. We had no desire to pre-
cipitate anything bit HIS CAR WILL BE THE SCREAM OF $1910^{\prime \prime}$ said the first dealer who was let into the secret,
and if dealers can't pick winners who can? T WILL BE A REPETITION OF E.M.F "30" HISTORY from every standpoint ever sprung in thla in. OF COURSE IT WILL BE DAMNED ever was damned as was toent hurt. No car we would never be able to make them at sald
price we did. Then they sald delliermes would price-we did. Then they sald deliveries would
bee delayed -shpping 45 a day vow $-4,500$ in
hands of owners. Damning doesn't burt, for STUDEBAKERS ARE THE WORLD'S LARGEST we cannot hope tors supply the whole demand.
And as cars sold under the Studebaker name Ard as cars sold under the Studebaker name
are always frrst choice. persons who are unablo
to get them and must buy some other are natuHERE IS CERTAIN TO BE A SHORTAGE that now, but are powerless to avert it. Under
the Studebaker Dame 41,600 cars. gasoline
alone. will be made in 1910. That sounds big. high over every mile of it.
NLY 1,000 STUDEBAKER-GARFORDS planned for. of the batest model, not yet peeb-
Icly anmounced, neary 200 nre already under
order For ser. order. For several weeks we have been aware
that there will be a big shortage of this model.
but it to late to change plans now. The only thing for you, if you want a car of that type-
seven passenger, 84,000 , wth standard body-
tit to pet your order in now-have a definite de DIVIDE WITH THE BUYER
manufacture and selling." That is the keynote
to all Studebaker operations-th of our pollcy of sman prations per unit on on quantion
ties of cars. No other manutacturer is sutisfled ties of cars. No other manutacturer is quantisti-d
with so small a margin. Most of them do not
know, within several dollars, what it
mot OU HAVE BEEN PAYING FOR WASTEFUL METHODS We have corrected that. This is an industry tudebakers, with all their resources

$$
\begin{aligned}
& \text { In a few month have prevalied In the automo } \\
& \text { Bile industry-or rather Game. The basis on } \\
& \text { which the business has bren }
\end{aligned}
$$ never handled the same line two years in suc-

cession- never knew where a year atterward.
to find any one to stand back of the socalled
"guarantee" he bad sand bate OW DIFFERENT NOW

## dictate or your purse can afford and have have be- hind it the warranty and the name of a


 model write your nearest branch. Whaterer orer
you do. get your order you do, get your order in-or don't berate us
because you cant get an for for
use, when you will want it bady. next spring's







|  | BRANCHES: |  |
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| NEW York criy | PriLatileria. | DENYER |
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|  | salt Laxe | SEATTL, WR |

