



E-M-F "30" ^{The} ^{Passenger}
Touring Car \$1250
 Make by \$75 extra
 Make-New Store First \$15 P. O. B. DETROIT

Studebaker
 E-M-F "30"

Equipment—Oil and Gas Lamps,
 Generator and Tube Horn

MAGNETO
 included—of course

PROMISE FULFILLED BY PERFORMANCE

If to gild refined gold or paint the lily or to add another hue unto the violet is wasteful and ridiculous excess, what then shall be said of any words of fulsome praise in commendation of Studebaker E-M-F "30," the automobile that, 6000 strong daily on the roads in the hands of owners, is telling its own tale of service and of satisfaction?

A year ago it was necessary to use all the adjectives at our command to impress upon prospective buyers the excellencies of this car. Today, our one problem is to manufacture cars fast enough to meet the ever increasing demand. Fifty cars a day is the present output of the big Detroit factory in which, from the pig iron to the finished automobile, this car is made. But the demand has increased faster than we could add factory buildings and machinery to increase the output. It seems as if every Studebaker E-M-F car delivered instantly creates a demand for ten more. It must be so, for there's no other explanation of the tremendous vogue this car has had from the day the first one went on the road.

Of course it may be said that there was a tremendous demand for this car even before the first one had been delivered to a customer. This fact has been the wonder of the trade during the past year. Competitors were unable to account for it. In trying to do so they said some very cutting things—that is, they were intended to be cutting.

Among other things they said the public was a fool to buy a car it had never seen. They accused us of "selling Blue Sky" and—oh, well, they were awfully peevish over the whole matter. We understood that and so laughed over their lame jokes more heartily than they did themselves. The intended victim can always laugh at a joke that misses the mark. And that the "Blue Sky" joke certainly had the opposite effect on customers to that intended was soon proven by the way the public gobbled up all the "blue sky" there was in sight—ordered months ahead for Studebaker E-M-F "30's" and paid premiums for early deliveries to persons who had gotten in line first.

Looking back over the year it seems easy now to explain why this car was received so enthusiastically—why thousands bought without seeing the car itself or having a "demonstration."

Automobile buyers are of the most progressive, the most intelligent and the best informed class of business men. There are no exceptions to that rule. Very well. Our first announcement—the one that electrified the trade—told in simple terms who the men were behind the product. Being well informed, prospective automobile buyers knew these men. Knew they stood at the head in their class. Knew them to be, without exception, engineers of world wide reputation. And knowing the men by reputation, what more natural or logical than to conclude that the car these men would build would be as honest as they—as clever as its designers—as good as these masters could build.

That was the basis—and it was a sound one—for the instant reception of this car by trade and public alike. The trade accepted it as the strongest rival that had ever come into the field—accorded it the distinction of the most bitter, the most concerted attack that had ever been directed at any product in the automobile industry. The public accepted it by wiring in orders by hundreds—sending them by mail in thousands. The output was sold in less than thirty days from the first public announcement of the specifications and price of the car.

Undoubtedly one other factor that played a large part in establishing this car was the fact which soon became known—though not so widely heralded in the press at the time—that Studebakers, the largest but also the most conservative concern in the automobile and vehicle world, had set the seal of their approval on this E-M-F car—had backed it with their millions. That was argument sufficient to clinch any sale.

If Studebakers were willing to stake millions on their knowledge of the men who make and their faith in the lasting qualities of this car, what risk did any individual buyer take as compared to that?

Thousands of persons who never in their lives had bought a horse drawn vehicle from any but this old house—57 years old—ordered Studebaker E-M-F cars without even asking to see one. When asked why they were so confident the reply was "I am going on Studebakers' judgment. They have bought the entire output—I want only one car. I am willing to follow the lead of their experts—I don't know half as much about a car myself."

Think it over for a minute. If there was no other data obtainable—if you didn't know a soul who owned a Studebaker E-M-F "30"—wouldn't the fact that Studebakers had invested millions in this car be sufficient proof that, in all the world, there could not be found better—nor as good—value for the money? Would Studebakers invest so heavily—would this house touch anything they thought was transient? Could they afford to lend the name and the reputation of this house to any but a first-class product? It would be ridiculous to think so for a moment.

An automobile, more than anything else, must stand on its own performance. The man who owns one is the best salesman—and he can kill the product if it does not make good all promises. If you don't believe it, look back over the past five years. Only those cars which stood up under the hardest work are alive to-day.

True, some concerns have managed to squirm out of tight places, and, by radically changing design from year to year, been able to catch that class of people who are ever looking for something new or different—who are impressed with freakish contraptions. But these are the exceptions. The big successes have been built on honor—on building the best cars they knew how and developing, improving one standard model from year to year instead of bringing out new and radically different ones each season, then taking care of customers afterwards.

It is in this matter of service afterwards that Studebakers with their practically unlimited financial resources and their unequalled system of distribution through branch houses, long established and also financially well grounded, are able to offer the buyer more than any other concern in this business.

All others are young. Their growth has been of the mushroom kind. Their reputations—well, the oldest dates back about five years—and those years have been years of success and of plenty. Nothing has happened to test any reputation. What more need be said? How many of them have sufficient financial standing to make their guarantee worth the paper it is written on?

How many have an amount of capital invested that is at all proportioned to the volume of business they are doing annually? How many would survive if called upon to make good a guarantee so glibly given, on even one year's output? How many—look over the past five years and let that be your guide—how many of them will be in business five years from now? Where will you get replacement parts then—to whom will you look for fulfillment of promises?

You know Studebakers will be here fifty-seven years hence even as they have been for the past fifty-seven years. What other concerns will survive after this industry has been reduced to solid sound business terms? How many of them will with their wasteful, extravagant methods—or rather lack of method—of making and selling be able to compete with Studebakers and this splendid organization? Time alone will tell. Meantime many buyers of cars are likely to learn expensive lessons. Studebaker customers are heavily insured—whom else?

It was these considerations that prompted the alliance between Studebakers and the E-M-F Company. This is an industry now—no longer a game. We have brought that about. The E-M-F car has set a pace the others cannot follow. None other has the facilities, the manufacturing experience or the financial resources to enable them to operate on so large a scale—so they cannot produce as good a car for the same price—nor anywhere near it—not within 25 percent at least.

These are the considerations which, more than any others, should dictate what car you will buy. No other arguments can outweigh these in your mind—if you want a car that will give you continued service and one which will be a source of pleasure and of satisfaction for years to come.

E-M-F Company, Detroit, Manufacturers, Member A. L. A. M. Licensed under Section Patent
Studebaker Automobile Co., Sole Distributors, South Bend, Ind.

BRANCHES

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