

Subscriptions Being Made to T. P. \& G
$\qquad$ Dr. H. Gitmore, of Turkey, wio
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Dos.antit k...:




## "Price Class" -that mysterious stranger

## who greets and confuses motor car buyers

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We ary now wling
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New arrivals in white kid, whit
wiede, black kid and black watin efre" cut-out slippers for lactios this wek Girene Dry Goods Co.
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feed and bulk garden and rield weedr
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E. 3. Helt, of Lakevica Siemphi Shtardey. He that
be will have two more we

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Caxinge. all sties, 81.00 athove cor
J. Hooser, cerser sth and Main.
Yis. T. T. Harrioon and son, Rab
wited friends in A warille Wedse day.
Furniturt Fer Sele. Thbles, chain
eabinet, bed
New mesh bugs, new becaded bay
saitable for graduatio
Dry Goods Company
Misser Kathryn and Laeille Read of Canyon, visited with relitivies and
friends here the first of thic owel Twe houses and Filing Suatio
for rent or sale. Sce Bille $W_{\text {silken }}$
Miss Dollye and Jucte Clarke len returned to Frions. Tevase he after
spending the poat week ath ${ }^{\text {Clark }}$ and Mr. and Mrs. Weatherby, of Lett's,
were honored with as party at Deep Lake Tuesd Campfire zirls of New York hav
been requested to popularize then requested to pepolarise
time Ameriean folk sonys surb
"Ot Ale "Old Black Joe." Enclish baliade Hone." and nurh and "Comin' Throt the Rye ruts in camp lonst sum
werds of these senes.

Why a "Quality" Car No Longer Means an "Expensive" Car. Why Two Cars of
Identical Quality May Show a Price Difference of $\$ 400$ to $\$ 1,200$ or More. Why You Identical Quality May Show a Price Difference of $\$ 400$ to $\$ 1,200$ or More. Why You
Cannot Judge Value by Price. Why Believing in "Price Class" May Cost You $\$ 1,000$ or More When You Buy a Car.

W
N the average man starts out to loo
t motor cars, he usually hears a lo He doesn't know exactly what that mean
course. He has the idea that different levela of course. He has the idea that different level
of price class define different quality levels. That is. if he has only $\$ 1.000$ to spend,
te can expet is $\$ 1.000$ worth of quality.
he can go $\$ 2.000$. so much the better more quality. He envies the man who can spend $\$ 6.000$. He thinks.
what a wonderful piece of machinkry that man must be getting.
Thinking that way Thinking that way costs money.
Dont do it. Economical quantity pro
duction of quality cars has taken those distinctions away.
 terials and workmanship a car em.
bodics, but upon how nuch it cost the
waket to produce it. In other words. Hence, if a car is produced economically, it
will be priced accordingly. If it is produced uneconomically-costs too much
will offer less value for the money.
Thus Thus you may see two cars of similar quality ard even more. You cannot judge value What efficient quantity production does to costs Studebaker douids and cosls 150,000 fine cars
carly. We are quality producers on a quan.

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costs us less in "overhead" costs us less in "overhead" to manufacture
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All Studebaker models are equipped wit nken bearings. There are few cars in Amerirezardlese of price. which equal ouis on this
oint. In our Light Six, for instance, we put In our Light Six, for instance we put
ore Timkin bearing than are used in any mpetitive car, within $\$ 1.500$ of its price.
We are one of the very few builders, either chined on all surfaces. It costs us $\$ 600,000$ a
year to give you this. But it results in that
smoothness of operation, that lack of vibration smoothness of operation, that lack of vibratio
which characterizes only the most expensiv
We upholster our closed models in the finest
Chase Mohair. Cotton or ordinary wool, or a combination of both, would enable us to re duce our price from $\$ 100$ to $\$ 150$ pe
car. But we would thus sacrifice Stade baker quality and reputation.

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We spend $\$ 500,000$ yearly for en gineering. But our cost per car is only
$\$ 3.33$. If we produced only 20.000 cars it would be $\$ 25$ per car-nearly All told over 70.000 machine and hand operations are performed in the manulacture of Studebaker cars.
so many operations, though each one
is mall. there is great opportunity fo We work in $\$ 50.000,000$ plants-
Wenemer $\$ 38,000,000$ of which invested in th precision machinery the world affords
We pay top wage We pay top wages plus,

Everything in materials, workmanship, ac
aracy, care, and pride of attainment that reasonably be put in a fine car are in a Studs

- Our costs are heavy. For we know no lin to make Studebaker a fine car. We spend hun dreds of dollars on a car for refinements. We not to excel in a certain "price class. See a Studebaker. Compare with cars cost
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And you will buy a Studebaker.


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## Political Announcements. <br> The Democrat is authorized to announce the following candidates for the office indicated sub- 年ct to the Democratic Primary Election to be held in State Senator, 31st Senatorial Dis. triet. <br> J. W. REID (Canyon) Representative, 121 st District: <br> District Judge: R. L. TEMPLETON, Wellington J. M. ELLIOTT (Memphis) <br> Distriet Attorney: HARWOOD BEVILL.E. <br> L. E. GRIBBLE (Wellington)

District Clerk:
S. G. ALEXANDER
GRS. WERSTER
County Judge:
A. C. HOFFMAN (Re-election)
Sherif:
JOE MERRICK (Re-election)
County Attorney)
W. A. MeINTOSH
County Clerk:
County Superintendnt:
Mrs, ROY L GUTHRIE
County Treasurer:
J. M. WILLBORN J. M. WILLBORN (Re-
A. W. GULLL
s. I, BYARS
MRS. J. S. BALLARD
Tax-Asessor: Tax-Assessor: BAILEY GILMORE
LEON MONGGMERY LEON MONTGOMER
J. S. (Joe) MEKEE
J. L. WALKER Tax Collector:
T. M. (Marvin) Disheroon
(Reeleetion)
BEN F, SHEPHERD BEX $F$, SHEPHERD
J. H. (Henderson) SMITH Publif Weigher. Precinet No.
JOHI if. AL.EXANDER
$\qquad$ Commisisoner, Precinct
J. B. BURNETT
CHAS. DRAKE
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