



STUDEBAKER OWNERSHIP

is something everyone
who knows approves!

THE reasons why you bought a Studebaker are so evident to everyone, they're taken for granted. Your friends and your business and social acquaintances can see and sense Studebaker Value from the front seat, the rear seat, the curb or the car behind.

The filling station attendant knows, the service station people know—and you know—your Studebaker is the most thoroughly satisfying motor car you have ever driven.

Perhaps you've been paying more for your motoring than Studebaker travel costs. The four Studebakers, at \$840, \$980,

\$1,350 and \$1,690, offer a wide range of selection. Studebaker air-curve coachcraft insures the smartest of style, whatever your investment. Studebaker Safety Glass in *all* windows and windshields of *all* models gives you valuable safety at no added charge. Studebaker electro-fused steel bodies, ball bearing

spring suspension with springs sheathed in pliant metal covers, and time-proved Free Wheeling drive, with synchronized shifting all contribute silence and driving comfort which far higher prices fail to get for you elsewhere.

Because they are Studebakers, these four cars are not subject to the premature old age which a few thousand miles bring to most cheap cars. Studebaker's famous "100,000-Mile-Club" is ample evidence of this!

Call up your Studebaker dealer today and tell him you want him to prove these statements to you.

The 4 great "buys" of 1932

PRESIDENT EIGHT \$1690 to \$1990
122 H.P., 135" wheelbase—Reductions up to \$560

COMMANDER EIGHT \$1350 to \$1560
101 H.P., 125" wheelbase—Reductions up to \$235

Dictator Eight \$980 to \$1125
85 H.P., 117" wheelbase—Reductions up to \$115

STUDEBAKER SIX \$840 to \$985
80 H.P., 117" wheelbase

Prices f. o. b. South Bend
Bumpers and spare tires extra