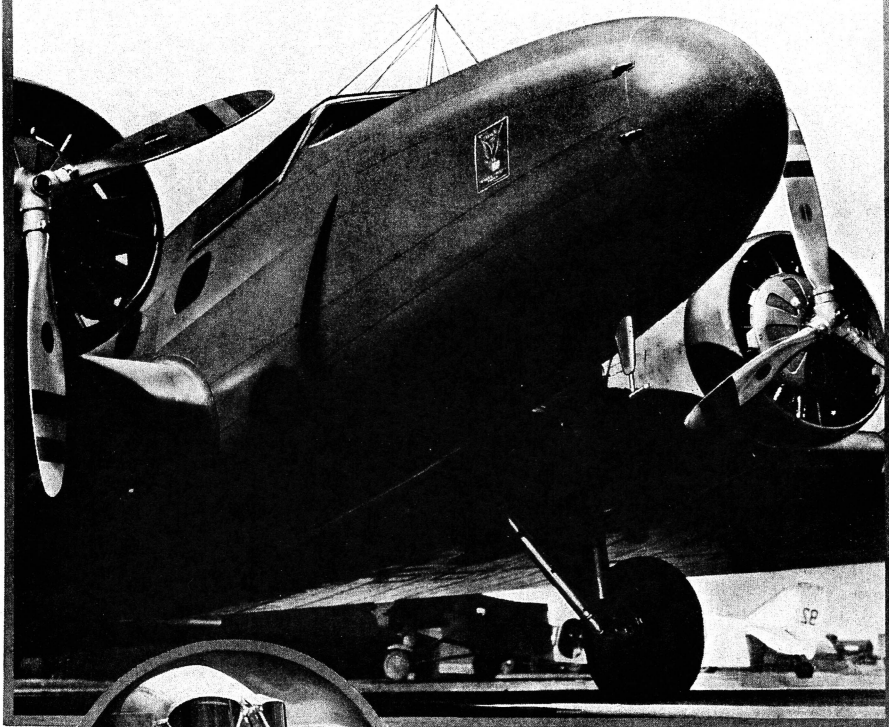


*Studebaker's skyway style
captivates America*



"And talk about Speedway Stamina!"

Tony Gulotta, who piloted one of the five 85% stock Studebakers that scored sensationally at the last Indianapolis race says: "These new Studebakers have real racing car stamina. How I'd like to drive one next year on the Indianapolis Speedway. I believe I could lead all the way!"

Sales records
for years broken
within a few weeks

STUDEBAKER went the limit in designing and in value-giving in these startling new cars of speedway stamina and skyway style.

Announced in mid-October, these startling Studebakers of 1934, instantly proceeded to roll up sensational sales records. The biggest October in five years was followed by the biggest November in eight years.

Motorists quickly learned that these are the best built, best looking, best performing cars in Studebaker history. And the new Studebaker prices — \$200 to \$900 under any previously known — have stimulated even the pessimistic with a buying urge.

If you are considering a new car, make sure you take a trial drive in a new President, Commander or Dictator before definitely deciding on any car, regardless of price.

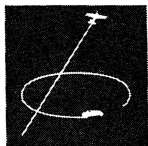
Studebaker will give you the style of the giant transport speed-planes — and Studebaker will give you stamina that has proved itself for two years in a row in the fastest races ever run on the Indianapolis Speedway.

THE PRESIDENT EIGHT	\$1045
THE COMMANDER EIGHT	\$845
THE DICTATOR SIX	\$645

*Base prices at the factory — taxes and special equipment extra
Prices subject to change without notice*

STARTLING NEW
Studebakers

OF 1934



FROM THE SPEEDWAY COMES THEIR STAMINA
FROM THE SKYWAY COMES THEIR STYLE

