

ONE OF THE FIVE FINEST CARS IN AMERICA

*You may pay more but you cannot
get more than the President gives*

Significant of the changed point of view of the times is the 1935 attitude on the subject of fine automobiles.

Exorbitantly high prices for cars are difficult to justify today. Too many people are too smart and sensible to condone unnecessary extravagance.

That accounts for the increasing interest of informed motorists in the new Studebaker President... an automobile as fine as it is possible to build... a luxury car that isn't luxury priced.

Studebaker stakes its 83-year-old reputation for integrity on the statement that the President is the most restful riding, surest footed, most obedient handling car in America regardless of price or wheelbase.

It has the costliest custom steel body in the world... as roomy as cars costing thousands more.

Its engineering excellence is evident in such developments as Independent Planar Wheel Suspension and Compound Hydraulic Brakes. A new super-range transmission gives this President an automatic fourth speed.

Consider the President, not as another new Studebaker, but as an entirely new automobile. Then take it out for a driving trial and convince yourself that paying more is needless and wasteful indulgence.

THE
DISTINGUISHED NEW 1935

President

A STUDEBAKER CHAMPION

\$1245 and up

