



*One of the
five
finest cars in
America*

**THIS LUXURIOUS NEW PRESIDENT
ENABLES YOU TO BE THRIFTY IN
AN ADMIRABLE 1935 WAY**

A happy solution of today's problem of combining smartness with thrift is this new 1935 Studebaker President. It provides all the roominess and luxuriousness of more expensive cars yet comes within the range of reduced budgets.

Matched for performance against any other car made, this President will easily hold its own. It is an even better car, mechanically and structurally, than those Presidents which have long held unchallenged every stock car speed and endurance record from 3,000 to 30,000 miles.

Because it is built by artisans, many of whom are descendants of men who acquired their skilled craftsmanship from the Studebaker brothers in the eighteen fifties, this President has a soundness throughout that few cars of the day can boast.

In restful riding, sure footedness and handling ease, it leads every car made, regardless of price. It has the costliest, strongest custom body of steel reinforced by steel on the market. And its automatic "fourth speed" is one of its thrilling innovations.

Any Studebaker dealer will gladly place a new President at your disposal for a thorough examination and trial without any implied obligation.

THE DISTINGUISHED NEW 1935

P R E S I D E N T

A STUDEBAKER CHAMPION...\$1245 and up