

**STUDEBAKER TOOK TWO "firsts"
IN A.A.A. GAS ECONOMY TEST!**

\$665*



NOT LOWEST PRICED...BUT ALMOST



TWO GALLONS DO THE WORK OF THREE WITH STUDEBAKER'S AUTOMATIC OVERDRIVE— And Studebaker is one of the few 1936 cars offering the economical Automatic Overdrive. It's available in Dictator as well as President models. Quickly pays back its slight extra cost in gas savings alone. Reduces oil consumption and engine wear.

You are in the expert class and no mistake when you decide that the new Studebaker is the year's best-looking car.

Photographers and artists call the new Studebaker "camera proof" because its air-curve lines are so flawlessly proportioned.

And this satisfying eye-appeal of the Studebaker exterior is matched by spacious, smartly modern interiors by Helen Dryden...with deftly tailored new-type upholstery, exquisite fittings and flat, restful floors.

Yet Studebaker prices are almost incredibly moderate. Just a few dollars more than a lowest priced car, and you get the tremendous power and handling ease, the record-breaking economy, incomparable comfort and unexcelled safety of a big Studebaker!

*Dictator prices begin at \$665—President prices at \$965—list at factory, South Bend, Indiana. And Studebaker's C. I. T. 6% plan offers a new low in time payments.

ECONOMY CHAMPIONS

Studebaker Dictator Six
24.27 miles per gallon!

Studebaker President Eight
20.34 miles per gallon!

These records were made in competition under strict A. A. A. supervision in the National Economy Classic in California earlier this year.

You don't roll back when you stop on upgrades!

The uncanny new Studebaker Automatic Hill Holder gives you an "invisible extra foot." Keep the clutch depressed and your right foot is freed for the gas pedal. You don't roll back!

Studebaker

SMART TO BE SEEN IN...SMARTER TO BUY