

It's styled by

HELEN DRYDEN



\$665
AND UP AT THE FACTORY

**WITHIN A FEW DOLLARS OF
THE LOWEST PRICED CARS**

NOW priced as low as \$665 at the factory, this big, thrifty, thoroughly new Studebaker sells itself on sight. Exquisitely appointed, styled by the gifted Helen Dryden, it offers everything that's been perfected or invented—many things that few cars at any price can give. And, it matches any lowest priced car in gas and oil economy!

There's 58½ inches of elbow room in its luxurious chair-height rear seat . . . 3 extra inches of toe room on its flat, comfortable floor. The beautifully contoured Studebaker steel body is the world's strongest—with the world's largest one-piece solid steel top. Feather-touch hydraulic brakes, straight-line steering and swift acceleration add further safety.

But for real proof, you must drive this

matchless new Studebaker. Dictator prices begin at \$665 . . . President prices at \$965. And the new Studebaker c. i. τ. 6% plan offers a new low in time payments. The Studebaker Corporation, South Bend, Ind.

**World's only car with
AUTOMATIC HILL HOLDER**

The most gratifying experience you ever had in driving . . . prevents your rolling back when you come to a stop on any upgrade . . . the most important safety advancement of 1936.

**Spectacular economy with
GAS-SAVING OVERDRIVE**

With this invention, a development of Studebaker free wheeling, your engine uses gas only 2 miles while your car is traveling 3 miles.

**SAFER ALL-STEEL BODIES . . . ROOMIER
INTERIORS . . . FLAT, COMFORTABLE FLOORS**



When you stop in a spot like this, you have no worries in a new 1936 Studebaker. The uncanny new Studebaker automatic hill holder frees your right foot from the brake—ready to operate the accelerator

NEW 1936

Studebaker

SMART TO BE SEEN IN . . . SMARTER TO BUY