

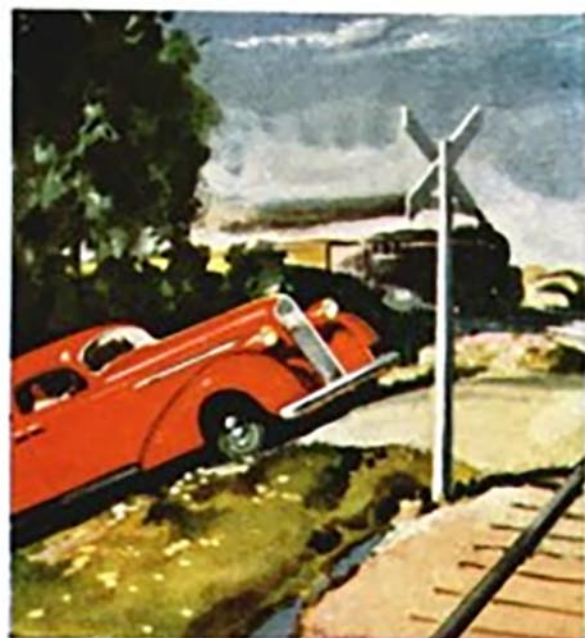
THEY'RE CALLING THIS STUDEBAKER

America's best looking new car



\$665
AND UP
AT FACTORY, SOUTH BEND

SELLS ALMOST AS LOW AS LOWEST PRICE CARS



STOP ON ANY UPGRADE . . . YOU WON'T ROLL BACK IN A 1936 STUDEBAKER—That's because of the unique Automatic Hill Holder obtainable only in the new Studebaker. It's probably the year's greatest advancement in safety and convenience.

HELEN DRYDEN settled the motor car style question for this year, when she designed this impressive, beautifully contoured, new Studebaker.

It isn't a last year model a little bit improved. It's thoroughly new from slender, silvery radiator to sweeping rear fenders. And you never saw interiors of such roominess, completeness and good taste.

The smooth, air-curved Studebaker top is the largest one-piece sheet of solid steel ever used in a motor car . . . and it's inseparably welded to a steel body that has more and stronger steel-girder reinforcements than you'll find in any other car.

But words can't tell you what this Studebaker itself will. See it! Drive it! Prices begin at \$665 for the new Dictator Six . . . at \$965 for the new President Eight. And Studebaker's new c. i. t. 6% plan offers a new "low" in time payments.

OFFICIALLY PROVED

Gas Economy Champion!

STUDEBAKER WINS

IN NATIONAL GAS ECONOMY CLASSIC

First place in its price class went to the 1936 Studebaker Dictator Six and first place in its price class to the 1936 Studebaker President Eight in this year's famous Gilmore-Yosemite 352 mile Run strictly supervised by the A. A. A. The Dictator averaged

24.27 MILES PER GALLON

excelling even the showing of lowest priced cars. The President averaged 20.34 miles per gallon.

GAS SAVING STUDEBAKER OVERDRIVE enables your car to travel 3 miles on 2 miles of engine work. Overdrive is at its best in the 1936 Studebaker.

Studebaker

SMART TO BE SEEN IN . . . SMARTER TO BUY