



JUST A FEW DOLLARS MORE THAN LOWEST PRICED CARS

\$665
AND UP
AT FACTORY, SOUTH BEND

And an officially proved gas economy Champion!



A TOUGH HILL TO STOP ON . . . BUT THIS STUDEBAKER WON'T ROLL BACK—It has an automatic hill holder, Studebaker's unique 1936 contribution to safety and peace of mind. Right foot is freed from brake pedal—ready to use on accelerator. No other car has this dependable new advancement.

YOU don't need to confine yourself to a small car of very lowest price, if you want real money saving in your new car.

Studebaker economy is not only sensational—but official! Under American Automobile Association supervision, a stock Studebaker Dictator led its price group in the national gas economy classic in California earlier this year. The Dictator's official record of 24.27 miles a gallon excelled even that of lowest priced cars!

And you get so much for so little in every other way too! The world's strongest steel body and largest one-piece steel top! Feather-touch hydraulic brakes! Delightful roominess and matchless riding comfort! Prices begin at \$665 for the Dictator Six . . . at \$965 for the President Eight. And Studebaker's C. I. T. 6% plan offers a new low in time payments.

AMERICA'S ONLY CAR WITH HELEN DRYDEN STYLING!

No wonder they're calling the new Studebaker the stand-out style car of all the new cars. You won't find anything to compare with the smartness—inside and outside—that gifted Helen Dryden has given every new Studebaker model.

GAS-SAVING STUDEBAKER OVERDRIVE—3 TRAVEL MILES FOR 2 ENGINE MILES!

Optional at slight extra cost on all Studebaker models, the gas-saving overdrive is motordom's unqualified recognition of the superiority of the modern-type transmission pioneered by Studebaker.

Studebaker

SMART TO BE SEEN IN . . . SMARTER TO BUY