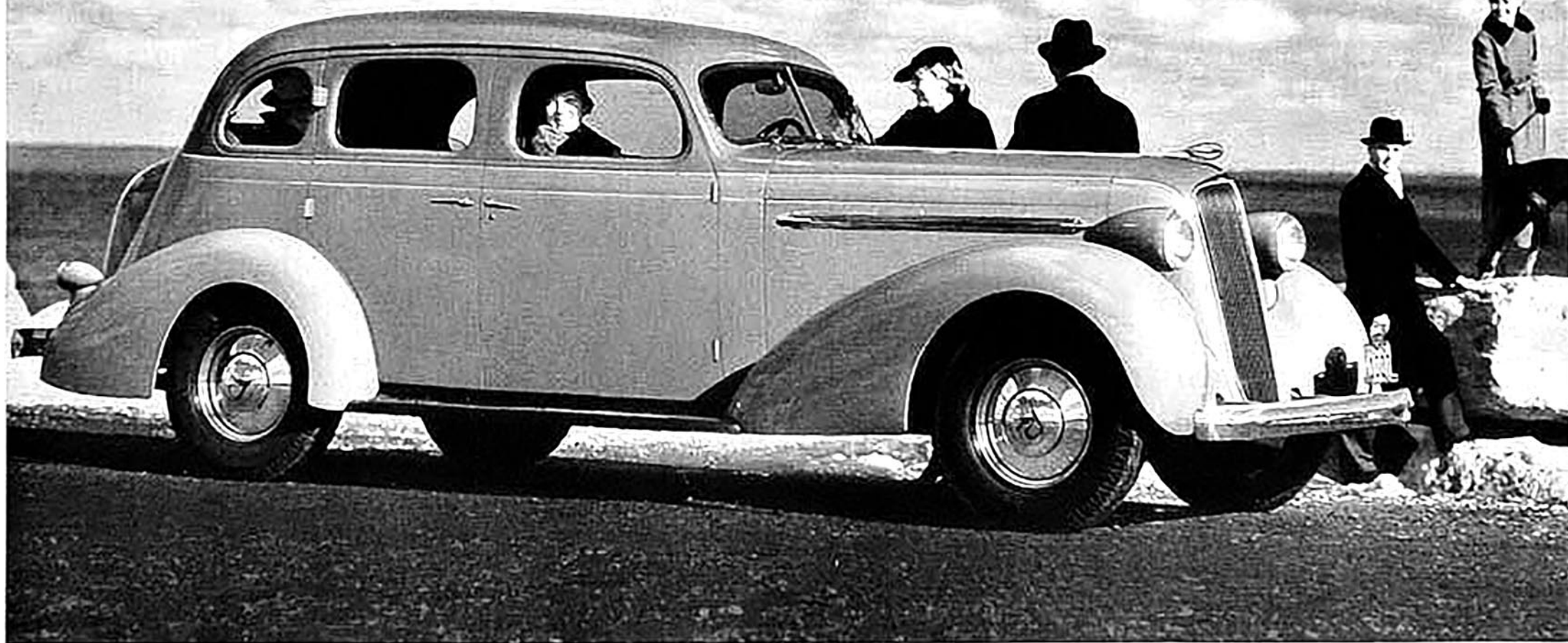


*Studebaker suggests*  
THE PRESIDENT FOR 1936  
*Styled by Helen Dryden*

115 HORSEPOWER ★ 125 INCH WHEELBASE



*Priced as much as \$300 lower than any previous President*

**P**ICTURED is a photographically exact reproduction of the finest motor car ever produced by Studebaker . . . the superb new 1936 President.

Its suave, sophisticated, flowing lines are unmarred, of course, by meaningless embellishments.

In its singularly beautiful, lavishly roomy interior, the genius of that famed industrial designer, the gifted Helen Dryden, has been expressed in fine fabric, beautifully tailored, and in fittings of

advanced motif that are of impeccable good taste.

The eight-cylinder Studebaker Champion power plant is brilliantly flexible and designed so efficiently that averages of fifteen miles to the gallon of gasoline are easily attained. Oil consumption is negligible—and Studebaker guild craftsmanship assures exceptional immunity from repair expense.

The vigorously contoured President body is the largest and strongest one-piece steel structure in

the automotive world. It is so scientifically cradled that it rides with a restfulness which no other car, whatever its price or wheelbase, can match.

Studebaker sincerely believes that, despite the moderate price of this new President, it excels every other car manufactured in all the elements of satisfactory motoring. You can quickly and convincingly prove this in a demonstration drive. President prices \$965 and up. Dictator \$665 and up.