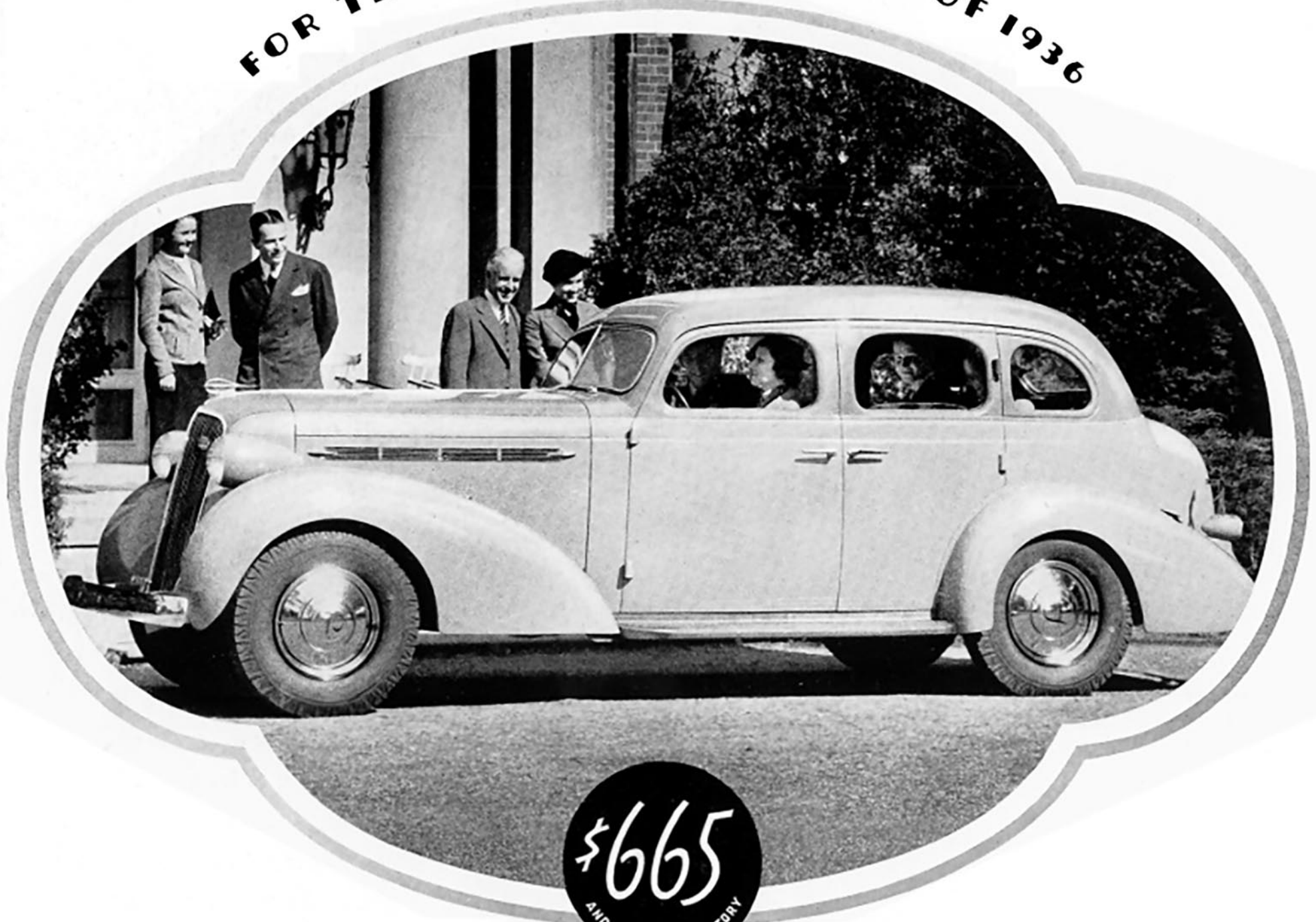


# Studebaker presents

THE SMARTEST CARS OF 1936  
FOR THE SMARTEST BUYERS OF 1936



▶ PRICED AS MUCH AS \$300 LOWER ◀

STUDEBAKER proudly presents the two finest automobiles in its long history... a superb new President Eight of 115 horsepower... a matchless new Dictator Six of 90 horsepower.

At prices as much as \$300 less than preceding Studebakers, these distinctively styled, brilliant new Champions of 1936 are easily motoring's stand out value.

**Big, thrifty new Champions  
with 97 advancements!**

Imagine getting 97 advancements never combined in any one car before... 16 beauty distinctions... 34 innovations in comfort... 35 new developments in economy and performance... 12 steps forward in safety! That's what Studebaker is offering you in these new lower-priced Champions!

They're big cars with a world of roominess and a wealth of smooth responsive power... so economical of fuel you'll half believe at first your gasoline gauge isn't working! They use scarcely any oil... and, they are built with such consummate craftsmanship, repair expense is negligible!

And what Champions they are in beauty too... every suave, sophisticated exterior line a glowing harmony... luxurious interiors that are a lovely melody. With the Studebaker Miracle Ride assuring solid comfort at any speed or on any road!

• • •

AND they're the safest cars in the world. Steel walls, steel doors, steel floors, steel pillars, steel

covels and steel roofs are tremendously reinforced by steel box girders. But that's only structural safety... feather-touch hydraulic brakes bring you to a swift, smooth, easy, straight-line stop from top speed, with scarcely any brake wear or tire wear.

**Priced as much as \$300 lower  
than you expect!**

Big, thrifty, smartly styled, the new Dictator will easily dominate the whole field of lower-priced cars. And for those who want more size, more power, more luxury, nothing on the market or on the horizon rivals the new President.

But this description at best can be only an invitation. You must see these new Champions... ride in them... drive them. Invest an hour of your time in doing so. You'll be well repaid.