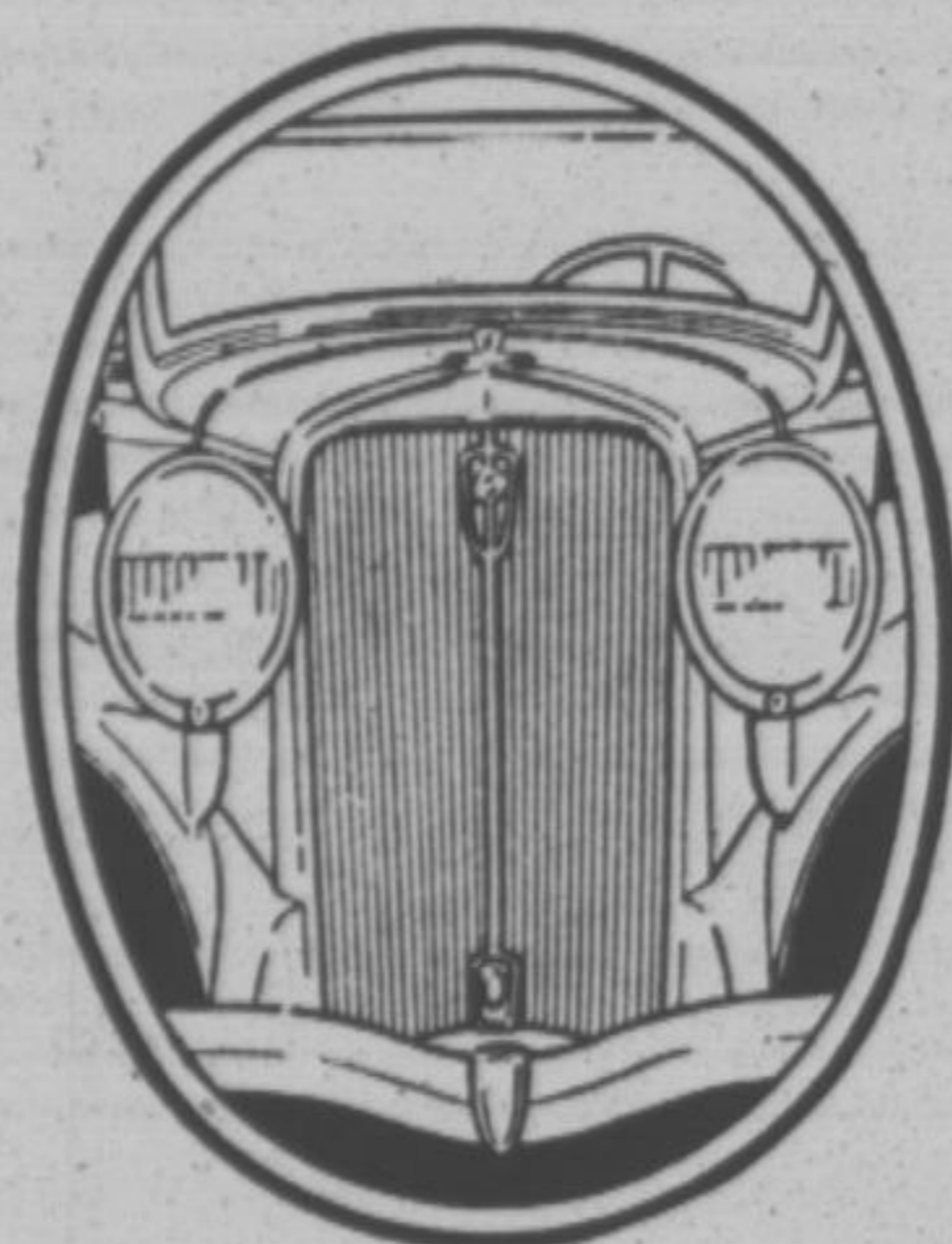


World Champion
PRESIDENT EIGHT
 Now 122 horsepower
 130 inch and 136 inch wheelbases
 \$1850 to \$2600 at the factory



World Famous
COMMANDER EIGHT
 Now 101 horsepower
 124 inch wheelbase
 \$1585 to \$1785 at the factory

free wheeling is here!

STUDEBAKER, Builder of Champions, presents improved, enlarged, more powerful editions of *seasoned* Eights—the world champion President, the world famous Commander—plus free wheeling.

Free wheeling is a triumph of that same Studebaker progressiveness that pioneered the popular priced Eight—seasoned it and proved it to the satisfaction of over 100,000 owners. Today the whole industry is following the Eight trend that Studebaker inaugurated three years ago.

A New Experience

Prepare to drive the most unfettered, yet most obedient car in the world—a car that literally floats along, in gear and fully controlled, yet free and silent as though there were no gears!

You shift with silence and safety from high to second, back and forth, at any speed—forty, fifty miles an hour—and never touch the clutch!

The instant you lift your foot from the throttle, no matter how swiftly you may be traveling, your engine drops to idling speed—with no forcing of the engine by car momentum—with no sensation of "piling up".

You know, of course, that Studebaker Eights hold many world records for speed and endurance and more American stock car records than all other makes combined. But

the *increased* power of the great Studebaker Eight engines which drive these new cars is a revelation.

Save Money, Too

With free wheeling, you save 12% on gasoline, 20% on oil—and the heavier the traffic the greater the saving. Carbon is reduced. The terrific reversal strains thrown on rear axle, clutch and transmission of an ordinary car are utterly unknown.

You are ready for any emergency of road or traffic on the instant. No sudden grabbing of the new Duo Servo brakes—no swerving. Instead, a smooth and reassuring drop in speed—swift as your need dictates.

Your steering gear rights itself after a turn—automatically the car swings to "straight ahead". Your car, floating at each spring-end on oil-sealed ball bearings, rides friction-free.

Envious in Appearance

All the new delights of free wheeling are yours as the crowning achievement of Studebaker's 78 years of manufacturing integrity. They are yours in new bodies, utterly bewitching in eye appeal. Visit the nearest Studebaker salesroom. Drive one of the New Series Studebaker President or Commander Eights. Get a first hand experience with free wheeling. We promise you the thrill of your life!

Shift from high to second at *Forty...Fifty* miles per hour and never touch the clutch!

Saves 12% on gas, 20% on oil—*even more in heavy traffic....* Reduces carbon, lessens strain on engine and transmission

You don't have to touch the clutch except to start or back up

Your car momentum never forces your engine — no sensation of "piling up" when you decelerate... You literally glide along

Your car is surprisingly quiet in every speed.... uncannily silent when you're free wheeling

You are safer because you have absolute control of your car... You can shift at any speed.... There is less hazard of skidding!

Sheahen Motor Co.

125 N. St. Johns Avenue

Phone 388

See Studebaker's
 Announcement
 New Low Prices
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New Series STUDEBAKER EIGHTS