



Announcing
STUDEBAKER'S
new Dictator Eight
 lower prices
 ...plus
free wheeling

MOTORDOM'S biggest surprise in 1930 is Studebaker's introduction of Free Wheeling with positive gear control.

Today's biggest surprise is the unexpected application of Free Wheeling to the one Studebaker Eight that seemed too low-priced to command it.

Free Wheeling, with positive gear control . . . until now obtainable only in the President and Commander Eights . . . is today offered in a new Dictator Eight at a new low price!

Now, with greater power and exquisite new beauty, the Dictator Eight is more than ever first of all Eights at its price. And it tops the great records it has piled up for economy of operation with the super-economy of Free Wheeling.

Free Wheeling means the harnessing of momentum and the consequent sav-

ing of 12% to 20% in gas and oil consumption. Free Wheeling delivers five miles and charges for four . . . your engine has "worked" only 8,000 miles when it has travelled 10,000 miles. Chassis wear is reduced. Tire life is lengthened.

You can shift from high to second, back and forth, at 40-50 miles an hour and never touch the clutch. Yet, with Free Wheeling, *under positive gear control*, the braking power of your engine is always available—so surely and instantaneously that Public Safety Commissioners have pronounced it a distinct contribution to safety.

See this new Dictator Eight, shown today for the first time. Drive it. Experience the thrill of Free Wheeling. Studebaker considers this new Eight with Free Wheeling a crowning triumph of its 78 progressive years.

\$1150

FOUR DOOR SEDAN
 at the factory

Note the Features
 of this New Studebaker Eight
 with Free Wheeling

Seasoned straight eight engine developing 81 horsepower. Nine bearing crankshaft. Duplex carburetor with carburetor silencer. Dual manifold. Aluminum alloy pistons. Full power muffler. Air cleaner. Lan- chester vibration damper. Auto- matic thermostat on generator controls battery charging. Thermo- static control of engine cooling. Timken bearings. Duo-Servo im- proved four wheel brakes. Adjust- able steering column and front seat. Safety steel core, 3-spoke steering wheel. Double-drop frame, extra strong. Insulated toe board. Fender lights and all plating of tarnish- proof chromium. LeModern bump- ers. Hydraulic shock absorbers. Fuel pump. Gasoline filter. Drive 40 miles per hour when NEW. Drain oil only every 2500 miles.

New Low Prices

Sedan for five, four-door \$1150
 Coupe for two . . . 1095
 Coupe for four . . . 1150
 Regal Sedan for five* . 1250

*(Six wire wheels and luggage grid)
 All prices at the factory

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