

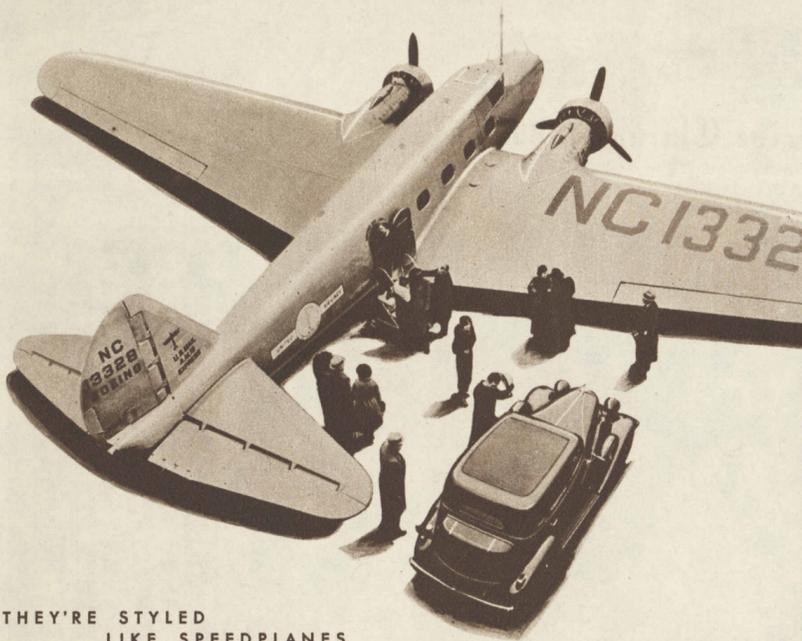


MOUNTAIN CLIMBERS IN THE RUSSIAN CAUCASUS.
(Acme photo.)



QUEEN of the Los Angeles winter sports carnival will be Miss Josephine Fisher.
(Associated Press photo.)

Studebaker's dramatic *Skyway style*.... thrills the show crowds!

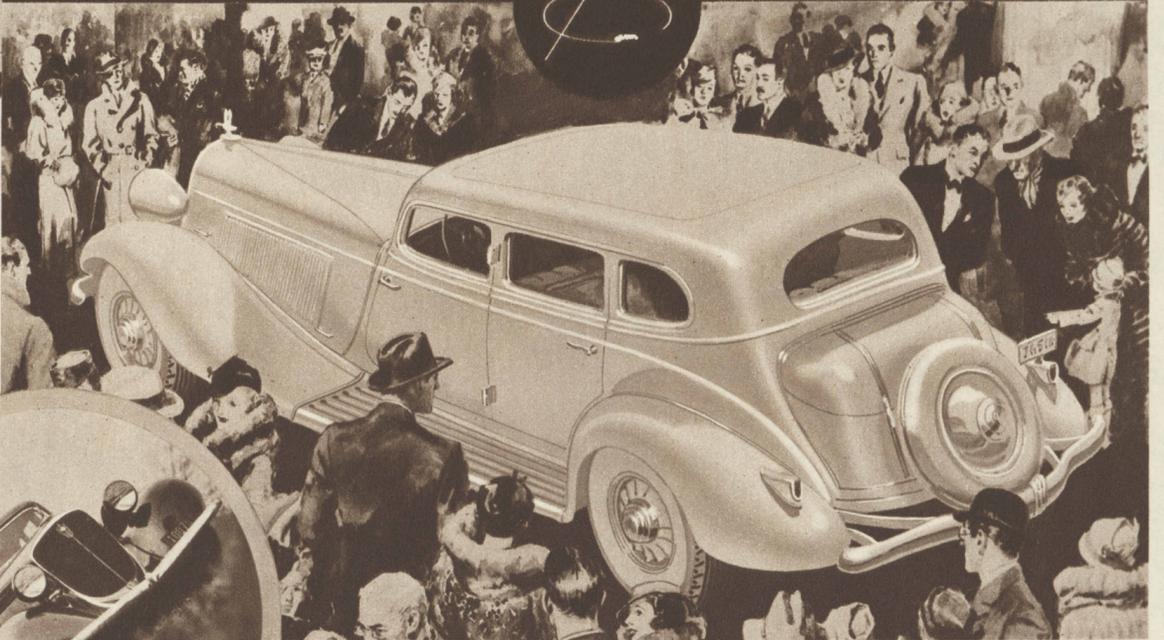


THEY'RE STYLED
LIKE SPEEDPLANES

Studebaker has gone to the skyway for the dramatic aerodynamic lines of these startling new cars. Ahead of the field with the first air-curve design that overcomes wind resistance like the speed monarchs of the skies! And this streamlining is not merely for speed and style—it's a safety and economy factor when you tramp the throttle of these new Studebakers all the way down in high gear. Real savings of gas and oil are assured.

FROM THE SPEEDWAY COMES THEIR STAMINA

FROM THE SKYWAY COMES THEIR STYLE



FROZEN IN 2 TONS OF ICE—STARTS IN 3/5 OF A SECOND
A girl driver startled a mid-west city recently by piloting this ice-covered new Studebaker through the streets. Car had been in 20 below zero cold room for days—yet started in 3/5 of a second at switch of starter key. Studebaker's automatic choke and spark control contribute remarkably to easy starting in all kinds of weather.



QUADRIPOISE SUSPENSION—THE
MILLION-DOLLAR COMFORT RIDE
Studebaker has invested over a million dollars in developing quadripoise suspension which keeps the chassis in scientific balance regardless of roads. Pitch and sway are effectively overcome. And because cars are wider (74 inches) than high (69 inches)—with more than half of weight within 27 inches of ground—they can safely tilt sideways to a 58 degree angle.

.. AND LOOK AT THE PRICE!

THE real marvel of these new Studebakers is the price at which they're selling. Studebaker is actually giving you the best workmanship and materials in its long history—plus such tremendous advantages as the famed Studebaker "mechanical brains" which make your driving almost entirely automatic—and the new quadripoise suspension!

cars. Rear seats are so restfully comfortable, they ride like front seats. Pitch and sway are overcome.

At the Automobile Show... or in your local showroom... you can quickly convince yourself that the new Studebakers offer more than you ever dreamed of getting in advancements and in value. Arrange today for a thrilling demonstration drive.

All prices shown are base prices at the factory. Bumpers, taxes and special equipment extra.

The economies of gasoline and oil established by the new Studebakers are already the talk of owners in every section of the country. Studebaker's luxurious appointments vie with those of the costliest

Michigan Ave. at 26th St.	THE STUDEBAKER SALES CO. of CHICAGO			Calumet 6480
6335 BROADWAY	3822 LAWRENCE AVE.	4653 WASHINGTON BLVD.	7730 STONY ISLAND AVE.	1836 RIDGE AVE., EVANSTON
MANSFIELD MOTOR SALES	MEEKS MOTOR SALES	MATHER, Inc.	LAKE SHORE MOTORS	WARREN MOTORS, Inc.
5650 W. Division St.	6940 Fullerton Ave.	Highland Park	3151-61 N. Clark St.	739 Madison St., Oak Park
WOLF ROAD AUTO SALES	CALUMET AUTO SALES	ARROW MOTOR SALES	WALTER SCHROEDER MOTORS	SOUTH END AUTO SALES
Western Springs, Ill.	3648 E. 106th St.	5323 W. 22nd, Cicero	6621 Ogden, Berwyn	119 E. 110th St.

Startling NEW STUDEBAKERS OF 1934

dictator... \$665
commander... \$895
president... \$1095

\$665

AND UP, AT THE FACTORY