



PRESIDENT EIGHT STATE COUPE FOR FOUR
 On the 150-inch wheelbase, powered by World Champion 122-horsepower straight eight engine. Safety glass throughout. Price \$2735 at Walkerville. Six wire wheels and luggage grid standard. Bumpers and spare tires extra. Also available with wood wheels as a Business Coupe for 2 passengers—large luggage compartment in place of rumble seat.

Actual unretouched photograph

free wheeling unleashes the wingpower of momentum

EMERSON says hitch your wagon to a star. Dynamics say hitch your motor to momentum. But the hitch has been that no one knew how—until now. In perfecting Free Wheeling with positive gear control, Studebaker has harnessed momentum. When your Studebaker Eight has traveled 10,000 miles, your engine has "worked" only 8,000.

In ordinary cars, you pay for momentum without using it... in a Studebaker Eight you use it without paying for it. It brings new thrills, new economy, new safety to motoring.

Free Wheeling rescues you from the clutches of the clutch... you need use it only to start or back up. You can shift from second to high, from high to second—back and forth—and forget the clutch.

Free Wheeling cuts down the overhead of running a car by utilizing the overflow of energy that has hitherto been running to waste. You save 12 to 20 per cent on gasoline and oil—even more in traffic. Chassis life is greater.

You will find nothing new to learn, nothing to unlearn. With Free Wheeling under positive gear control the full braking power of your motor is available instantly, at all speeds, much more readily than in conventional cars.

Free Wheeling with positive gear control is manufactured under Studebaker patents and is available only in Studebaker's seasoned Eights. Greater power, longer wheelbases and arresting new beauty of design, added to the thrill and thrift of Free Wheeling, stamp these great cars as the outstanding achievements of Studebaker's 78 years.

THE STUDEBAKER CORPORATION OF CANADA, Limited, Walkerville, Ontario

New Series STUDEBAKER SEASONED EIGHTS

