



testing that never ceases

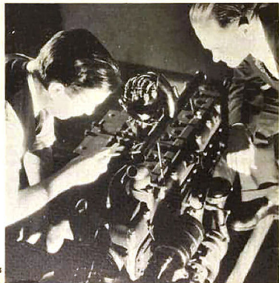
ALWAYS the pioneer, always the pacemaker, Studebaker now gives to motordom a new set of standards in motoring performance, motoring beauty, motoring safety, motoring comfort and motoring value in the Triumphant New Studebakers.

Only Studebaker, with an engineering corps acknowledged the leaders of the industry, could have developed the improvements which contribute so conspicuously to the advanced performance and control of the new Studebakers. Only Studebaker, with a background of fourscore years experience in fine coachcraft, could have conceived the strikingly modern yet dignified beauty of Air-Curve coachwork. And, only Studebaker, with its great One-Profit facilities could offer these triumphant cars at their remarkably low prices.

Perhaps the most impressive attribute of the new Studebakers is their safety. All models are fitted with the newest and finest safety plate glass in windshield and all windows, which, together with armor plated bodies, steel running boards, lowered center of gravity, championship power and positive brakes make the new Studebakers the safest cars in the history of motoring.

Now, Studebaker offers a new and vastly finer Free Wheeling in all forward speeds, with Synchronized Shifting—an instantly appreciated improvement over the Free Wheeling with which Studebaker revolutionized motoring. Now, Studebaker offers Automatic Starting, Full Automatic Spark Control, Full Cushioned Power, double action Houdaille shock absorbers, and other advancements which you must wait a year to find on other cars.

By the scientific application of sound-absorbent materials, Studebaker engineers have created bodies which are non-resonant to a degree hitherto unknown



engineering genius

among cars of Studebaker's price class. Not only noise but also heat and cold are effectually blocked out.

Extensive research in aerodynamics preceded the creation of the new Studebaker Air-Curve coachcraft. Tomorrow's car will be a falling raindrop in shape . . . today's new Studebakers definitely forecast that trend. Traditional Studebaker performance reaches new heights of excellence in the Triumphant Studebakers. The characteristic speed and endurance which have won for Studebaker a virtual monopoly of official stock car records now have been refined to provide motoring thrill and satisfaction such as you could not buy before at any price.

New, though they are in the finest interpretation of the term, yet these Triumphant Studebakers have been time-tried, tested and proved in that most critical court of motoring judgment, the Studebaker Proving Ground. No less sensational than the cars themselves is Stude-

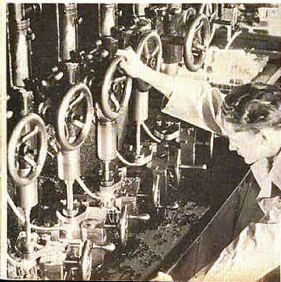


armor-plated steel bodies

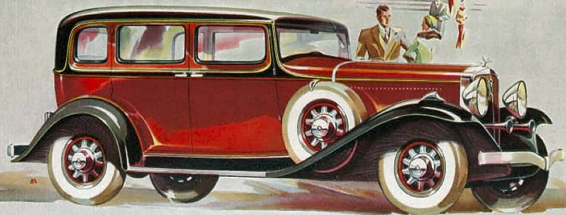
baker's achievement in offering these bigger, finer and more luxurious cars at their low prices.

Studebaker builds within its own plants all the major parts for its cars, and thus is able to exercise complete control of the quality of its products. Because Studebaker has no subsidiary suppliers, it is able to take advantage of all market opportunities and pass this saving on by giving more for the customer's dollar.

These Triumphant Studebakers are just as good as they look. They will outdo and out-endure even their illustrious predecessors. And, the broad principles upon which Studebaker business is conducted, and upon which it has prospered for fourscore years, now grounded in tradition, insure satisfaction to everybody who deals with the House of Studebaker.



one-profit manufacture





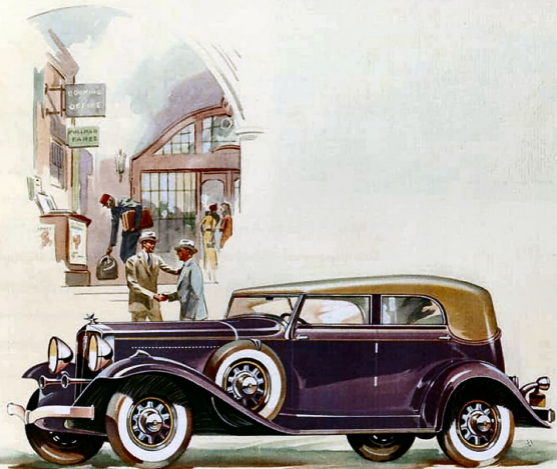
The Studebaker Six Sedan for Five brings real distinction to the ideal family type of motor car. Its 117-inch wheelbase affords generous roominess, even for six-footers. Wide tread provides a rear seat that is really comfortable for three big persons. Its exterior, low-hung on a double-drop frame, presents an air of pleasing slenderness, heightened by Studebaker's new Air-Curve coachcraft. Non-resonant body construction and studied elimination of mechanical noises, result in a car phenomenally quiet. A full-cushioned engine, developing eighty smooth horsepower, provides brilliant acceleration, with spark-knock banished by new Automatic Spark Control. Gear shifting is noiseless—the contribution of Free Wheeling and Synchronized Shifting. Wide doors, angled in front, make entrance gracefully easy.

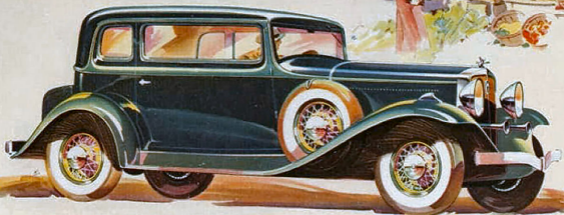


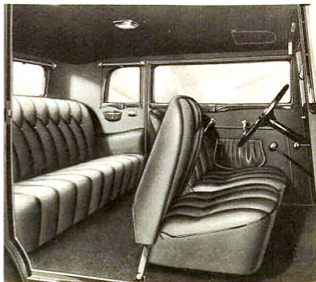
The Studebaker Six Convertible Sedan is a car that commends itself instantly to every member of the family. Smart as a cabin cruiser, its appeal to youth is irre-

sistible . . . yet its cosy sedan comfort strikes a responsive chord with those whose blood beats a bit slower. As an open phaeton, its road-clinging lowness is unbroken to the eye, even when the side windows of Safety Plate Glass are raised as wind deflectors. When used in this manner the rushing wind is screened out without sacrificing any fresh air and sunshine. The brilliant performance of the eighty horsepower engine is admirably complemented by improved Free Wheeling and Synchronized Shifting. Upholstery is fine leather.









The Studebaker Six St. Regis Brougham for Five—a Studebaker innovation in body styles —

presents a custom-built style and individuality new in its price class.

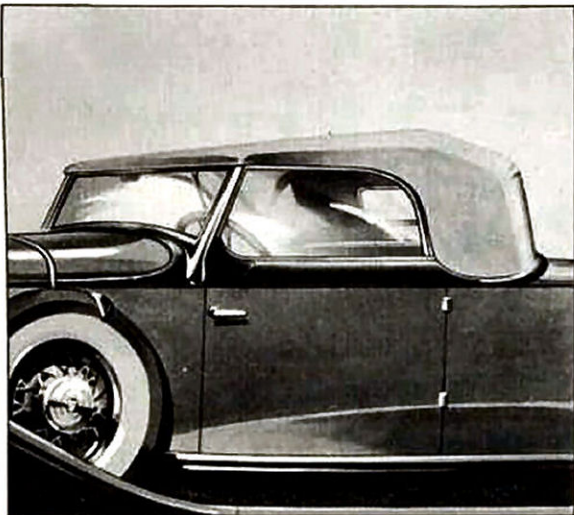
The seating disposal and basic design combine the intimate seating arrangements of the Victoria with the comfort and capacity of the sedan.

Unlike so many "close-coupled" body styles, the St. Regis Brougham offers plenty of room because of its 117-inch wheelbase and extra



wide tread. Driver's seat instantly adjustable. Sweeping fenders, Air Curve modeling with slanting windshield and extremely wide doors angled in front,

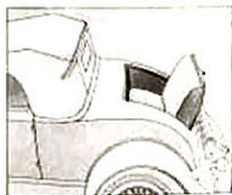
are beautifully applied to this clean-cut five-passenger body. A trim tailored trunk nicely accents the rear.



The Studebaker Six Convertible Roadster is one of the most nimble and virile motor cars ever created. Its eighty horsepower engine,

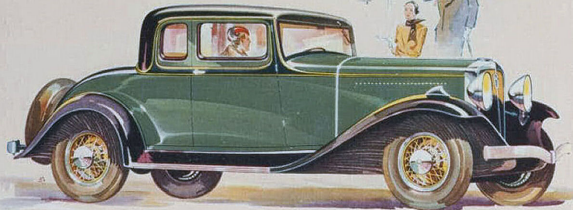
carrying no excess weight, handles the car with consummate ease—brilliant in acceleration, very fast on the open road, more than ample power for any hill you will encounter. Its economy is certified by its defeat of even the low priced fours in the last

National Economy Contest. Its windows, of Safety Plate Glass like the windshield, may be raised or lowered independent of the top,



thus providing wind deflection with all a roadster's fresh air and sunshine. With the top up you have a coupe, adequate for any weather. Rumble seat accommodates two comfortably.





The Studebaker Six Coupe is a car of truly exceptional roominess, the result of its 117-inch wheelbase and the extra wide tread which characterizes all the new Studebakers.

In traffic it handles with superb ease, its noiseless gear shifting being accompanied by practically a total absence of clutch-pushing.



Vibration, the bane of so many cars of its price class, is banished by Studebaker's new Full-Cushioned Power and precision engine balance. Here is a motor car that will tempt you to ride oftener . . . and further. It will not tire you. Spacious luggage capacity if you choose the two-passenger model—ample room for four if you prefer the rumble-seat style.



Proof of Engineering Genius

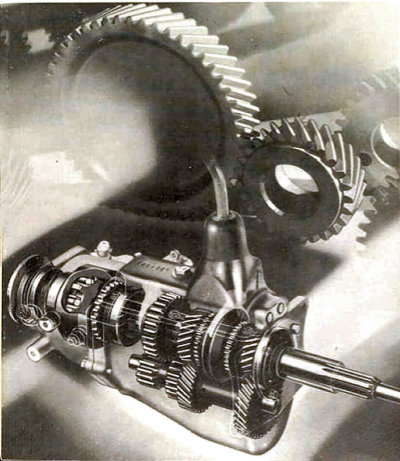
1932 Free Wheeling...

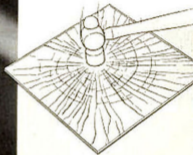
Studebaker engineering genius soars to new heights in these Triumphant New Studebakers. Drastically lower in price, they are better cars than the world could ever buy before at any price.

Of the 32 betterments developed by the greatest automobile engineering staff in the world—of this great aggregation of innovations—the one of supreme importance to every motorist is 1932 Free Wheeling plus Synchronized Shifting.

Studebaker engineers pioneered FreeWheeling—the greatest advance since the self-starter—but they did not rest on their laurels. They have developed a vastly finer Free Wheeling, masterfully combined with Synchronized Shifting and Automatic Starting—Free Wheeling under absolute control—Free Wheeling in all forward speeds—the last word in restful driving, brilliant performance and thrifty operation.

A convenient lever at the dash enables you to shift from conventional to Free Wheeling instantly at any speed without touching the clutch. By depressing the clutch the same lever permits you to shift back into conventional. A dial on the instrument board states plainly whether the car is operating in conventional or in Free Wheeling.





Safety Glass . . .

Studebaker having pioneered armor-plated bodies of welded steel—the safest ever built—now adds in these new Studebakers another great advance in safety—full-sealed, super strength, 1932 type, clear vision Safety Plate Glass in all windshields and all windows of all models at no extra charge!

Flying pieces of glass have turned many a minor motor car accident into a grim catastrophe. Therefore the world's oldest vehicle manufacturer, pioneer and pacemaker among motor car builders, has determined to make these Triumphant New Studebakers the safest as well as the finest cars ever offered for the money.

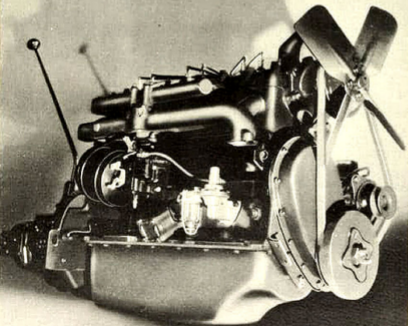
Safety Glass in the windshield alone is not protection enough. All danger

from breaking glass must go. All cars must eventually come to Safety Plate Glass all around.

And Studebaker offers you not only Safety Plate Glass, but the strongest, clearest Safety Plate Glass made—a superior, new and advanced type of full-sealed Safety Plate Glass—a scientifically perfected product that highway commissioners, safety officials, insurance companies and motor clubs approve.

The clear vision Safety Plate Glass in the Triumphant New Studebakers is composed of two lights of plate glass bonded into one unit by a layer of transparent plastic. It can crack under impact but jagged splinters do not fly into the car.

Only by driving a Triumphant New Studebaker can you appreciate the amazing achievements of Studebaker engineers.



POWER PLANT . . . Product of the world's pioneer volume producer of Sixes, the 230 cu. in. engine which powers the Studebaker Six is probably the finest engine ever used in a car in this price field. It is not a new engine but its performance is new. Stroke is slightly longer— $3\frac{1}{2} \times 4\frac{3}{4}$ —while developed horsepower has been increased from 70 to 80. Few Eights can match this engine in smoothness. In the last National Contest, it defeated even the cheapest Fours in economy.

VELVET POWER . . . The velvet smoothness of the Studebaker Six's power flow is made even more pronounced by the improved vibration damper pioneered by Studebaker.

CUSHIONED POWER . . . In the new Studebaker Six, a total absence of the old, harsh, metallic "feel" of the power flow has been attained by Studebaker's latest development—Full Cushioned Power—the engine is supported on live rubber at four points, completely insulating power plant from chassis frame.

THERMOSTAT . . . It takes but a few moments for the engine to warm up to efficient operating temperature in cold weather, because a thermostat prevents circulation of the water until the proper degree of heat has been attained.

BALANCED, COUNTERWEIGHTED CRANKSHAFT . . . The crankshaft of the Studebaker Six is machined and balanced with utmost precision, both statically and dynamically, and counterweighted. The resultant perfect crankshaft balance is one of the most important reasons for the total absence of any discernible vibration point in the entire power range.

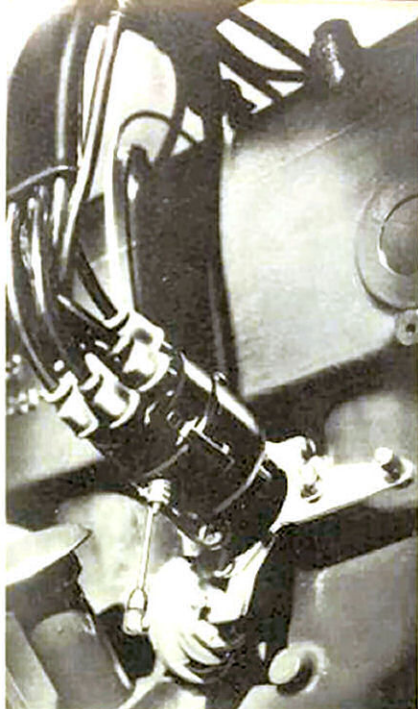
FULL AUTOMATIC SPARK CONTROL . . .

The new spark control operates whenever the throttle is suddenly opened, retarding ignition just sufficiently to prevent spark-knock, then allowing it to advance to normal position. Brilliantly smooth acceleration is the result.

AIRPLANE TYPE BEARINGS . . .

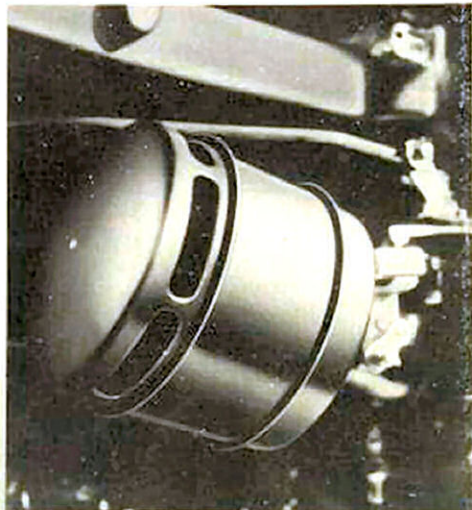
Studebaker is the first automobile company to use the new airplane type, steel backed, bearings. Developed by aviation engineers, they withstand better the heavy bearing stresses of today's high compression engines. They have been adopted for the camshaft as well as the crankshaft.

balanced crankshaft



vacuum spark control

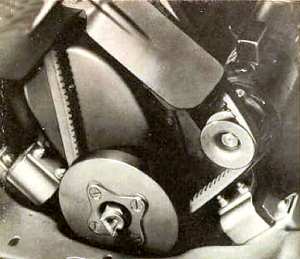
CARBURETOR SILENCER . . . The carburetor silencer, introduced by Studebaker, not only eliminates most of the engine roar, but actually improves performance. Unlike many similar devices, it is effective throughout the power range.



air cleaner

ACOUSTIC MUFFLER . . . The full-power muffler, introduced by Studebaker, not only absorbs exhaust noise in its acoustically padded walls, but allows free passage of exhaust gases, thus increasing effective power.





full-cushioned power

in the carburetor permits the passage of the requisite amount of air.

QUIET GEARS . . . Costlier helical constant-mesh gears, developed by Studebaker, provide a degree of quietness and freedom from whine, even in second speed, heretofore unattainable.

PERMANENTLY QUIET SPRING SHACKLES . . . All spring shackles in the Studebaker Six are permanently rattle-proof. Wear is automatically taken up as it occurs.

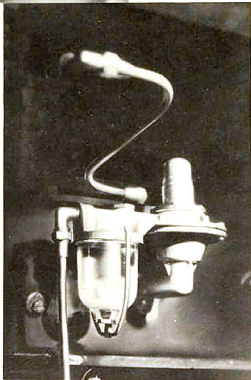
SPRING COVERS . . . Flexible steel spring covers protect the springs of the Studebaker Six from dirt and grit, sealing in the lubricant and needing no attention during the normal life of the car. Spring squeaks are permanently eliminated—uniform spring action is maintained—greasing is unnecessary.

POSITIVE SPRING CONTROL . . . Big Houdaille hydraulic shock absorbers of the double-action type are fitted to all four springs on the Studebaker Six. Due to the excellent spring shackle equipment and the use of flexible steel spring covers, these shock absorbers operate at full efficiency at all times.

FUEL PUMP . . . Studebaker power is steady and unflinching. The fuel pump, introduced by Studebaker, makes this possible by feeding an uninterrupted flow of gasoline to the motor at all speeds.

AUTOMATIC STARTING . . . With the Studebaker Automatic Starter, you merely turn the switch key and the motor starts—and keeps on running. No more scuffing or soiling dainty footwear groping for a hidden starter pedal. No more exasperating stalling of the engine in traffic.

AUTOMATIC CHOKE CONTROL . . . An automatic choke control prevents raw gasoline from flooding cylinders and diluting engine oil. Even though the dash control is in full choke position, a secondary valve



positive fuel pump

automatic starting



easy steering

STEERING EASE . . . Delightfully effortless control is a tradition with Studebaker, and one which women drivers are quick to appreciate. The wheels return automatically to straight ahead position after rounding a turn. The non-breakable three-spoke steering wheel, with steel core and rubber covering, is pleasant to grasp and is the strongest and safest known.

ADJUSTABLE STEERING WHEEL . . . The steering wheel may also be raised or lowered to suit the driver by a simple adjustment of the steering column.

ROADABILITY . . . The low center of gravity provided by the Studebaker Six double drop frame makes it possible to tip the car to an angle of 57 degrees without toppling.

ARMOR-PLATED BODY . . . The Studebaker armor steel shell electrically welded into a single piece, completely surrounds the frame of selected hardwood which is the foundation of the Studebaker Six body. No rivets—no rattles—no squeaks.

STEEL RUNNING BOARD . . . The heavy steel running board, with rubber stepmat vulcanized on steel, adds beauty, providing both increased rigidity and side protection.

NON-RESONANT BODIES . . . Studebaker body engineers have achieved undoubtedly the quietest coachwork in the Studebaker price class. The dash is insulated on both sides; the floor is well insulated. The entire body—roof, sides and rear—is insulated against heat and cold as well as sound.



rubber padded pedals

reflex tail lamp



REFLEX TAIL LIGHT . . . Studebaker's new Reflex Tail Light is visible from behind even when turned off, and warns the oncoming driver by reflecting the light of his own car. Whether lights are on or off, you are guarded against rear end collisions.

RUBBER-PADED PEDALS . . . The new treadle-type accelerator as well as clutch and brake pedals, are rubber padded. Your shoe never slips.

WIDER, LONGER, LOWER BODIES . . . Comfort in The Studebaker Six is enhanced by wider, lower and longer bodies. Studebaker employs the widest tread (distance between rear wheels) used in American passenger cars, which accounts for the fact that rear seats are considerably wider, providing ample room for three large persons.

ADJUSTABLE SEATS . . . Front seats in Studebaker closed models are easily adjustable to the driver's preference by a crank at the base.

adjustable seats



SAFETY

Studebaker answers today's most important motoring subject. Safety glass in every window as well as the windshield at no additional cost... armor-plated, full vision sound-proof body... unprecedentedly low center of gravity... automatic starting... reflex tail light... nonbreakable steering wheel... no-glare windshield... steel running boards... 1932 Free Wheeling.

Studebaker Six

80 HORSEPOWER... 117 INCH WHEELBASE

ENGINE... Six cylinders, I-head type. Bore 3 1/4 inches; stroke 4 1/8 inches; piston displacement 230 cubic inches. N.A.C.C. rating 25.4 horsepower. Develops 80 horsepower at 3500 R.P.M. Pistons are T-plated cast iron, fitted with four rings. Connecting rods, drop forged from selected steel. Heavy drop forged crankshaft, statically and dynamically balanced and counter-weighted. Vibration damper provides marked engine smoothness.

LUBRICATION... Full pressure feed to main, connecting rod and camshaft bearings. Flooding of screen and crankcase ventilator.

CARBURETION... 1 1/2 inch plain tube carburetor, fitted with carburetor silencer, which practically eliminates motor roar. Manifold heated in controlled for seasonal variation in temperature. Spring loaded semi-automatic choke control.

IGNITION... Delco-Remy. Vacuum adjustment retards spark slightly while accelerating with wide open throttle, resulting in marked smoothness during acceleration, eliminating spark knock.

STARTER... Automatic. A turn of the switch key starts engine. Starting is prevented.

FUEL SYSTEM... Fuel pump supplies gasoline to carburetor through filter. Electric fuel gauge on dash. Fuel tank capacity 14 gallons.

COOLING SYSTEM... Centrifugal water pump driven from fan. Improvised, silent fan. Thermostatic control. Cooling system capacity, 3 gallons.

CLUTCH... Single disc dry plate fitted with torsional damper to eliminate vibration and noise.

TRANSMISSION... Free Wheel, selective type, with Synchronized Sliding. Three speeds forward, one reverse. Standard gear shift mounted in unit with engine. Braking power of engine available in conventional high, second, first and reverse gears. In addition, Free Wheeling is available in all forward speeds. Free Wheeling may be used or locked out by raising or lowering lever projecting beneath dash directly below steering wheel. Dial on dash registers "Free Wheeling" when in use and "Conventional" when locked out. Main shaft mounted on ball bearings. Shaft and gears of special alloy steel, carburized for greatly increased hardness.

REGAL EQUIPMENT

For those who want their motor car completely appointed, Regal equipment is available on any of the five body types—two spare wheels carried forward in fender wells... chromium plated hollow steel spoke wheels (painted steel spoke wheels or wire wheels may be had if preferred)... 2 salon chime horns... radiator ornament... folding trunk rack... folding arm rest in rear seat of sedans and broughams.

REAR AXLE... Semi-floating, with chrome Molybdenum steel shafts. Spiral bevel gear final drive. Timken tapered roller bearings at wheel hubs, differential and pinion shaft.

DRIVE... Hitchhikes type; tubular propeller shaft.

SPRINGS... Semi-elliptic. Metal spring covers eliminate spring noise. Self-adjusting shackles.

BRAKES... Duo-Servo, two-shoe, mechanical, 4-wheel brakes, internal expanding type, with milled lining. Brake drums 12 1/2 inches in diameter, 1 1/2 inches wide.

WHEELS AND UPHOLSTERY

5 wire wheels are standard. Broadcloth upholstery in closed bodies. Leather upholstery in convertible models.

STEERING GEAR... Cam and lever type, 1:1 reduction. Timken roller bearings on steering pivots. Non-slip, steel-core safety steering wheel, 17 inches in diameter.

FRAME... Rigid pressed steel, double-drop construction; braced by 4 sturdy cross members. Full Cushioned Floor obtained by 4-point motor suspension with front and rear supports mounted in live rubber.

WHEELS... 18" wire wheels. Drop center true running type.

TIRES... Full balloon tires, 4-ply, 18x50

BODY... Non-Resonant Bodies, of armor plated steel and hardwood construction, are remarkably quiet. Insulated construction practically eliminates mechanical sounds and body noise. Distinctive Air-Curve design. Safety glass in windshield and all windows.

MODELS... 5-passenger Sedan; 4-door Convertible Sedan; St. Regis Brougham; 2-passenger Coupe; 4-passenger Coupe; Convertible Roadster. All models may be had with Regal equipment if desired.

REFINEMENTS... Broadcloth, Bedford cord or leather upholstery according to model. Form-fitting seats, upholstered arm rests in rear seats of closed models. Silklin curtains, cowl and door pockets. Foot rest, robe rail, cowl ventilator. Bright nickel hardware. Dual ash receivers in closed Sedan and St. Regis Brougham models. Treadle type accelerator. Adjustable steering column. Closed models have adjustable front seat and are wired for radio installation.

LIGHTS... Twinbeam chrome-plated enlaid headlights; fender lamps. Dome lamp in closed sedan and St. Regis Brougham models; rear traffic lamp lamp with reflector, mounted on fender.

EQUIPMENT... Automatic windshield wiper. Rear vision mirror. Adjustable driver's visor. Airplane type instruments on dash. Speedometer, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter. Hydraulic shock absorbers, front and rear. Trunk on St. Regis Broughams.

Studebaker reserves the right to change any of the specifications listed without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured. Studebaker also reserves the option of changing colors to other combinations than those shown in this catalog.