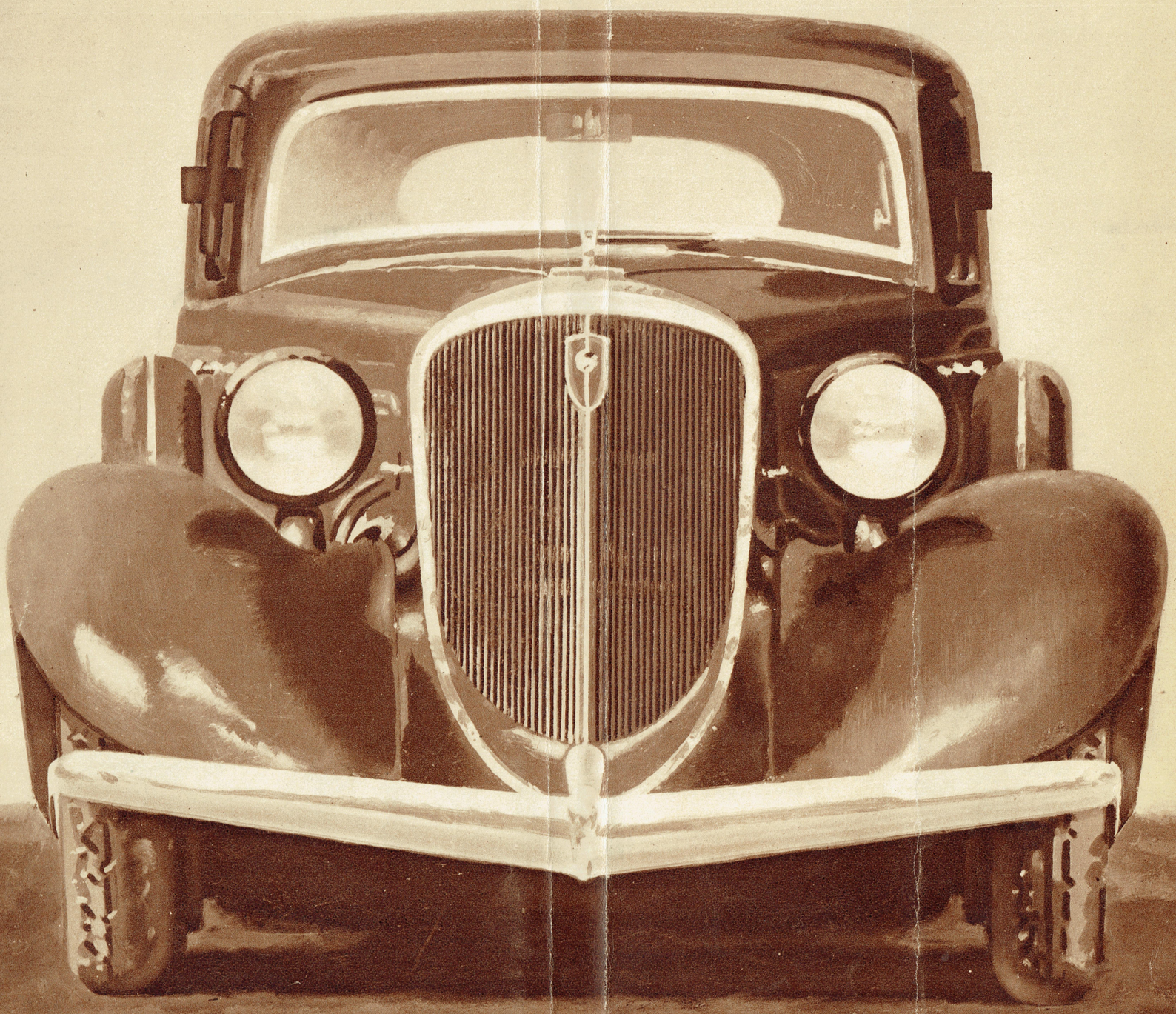
Studebaker Sales
309-311 North Front St.
NILES, MICH.

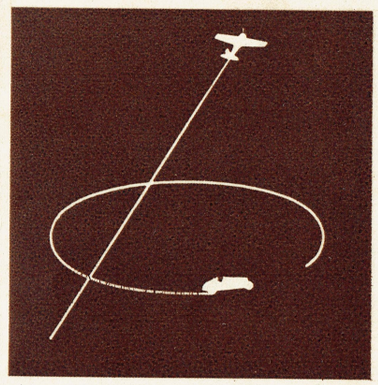


ALLWORTHY

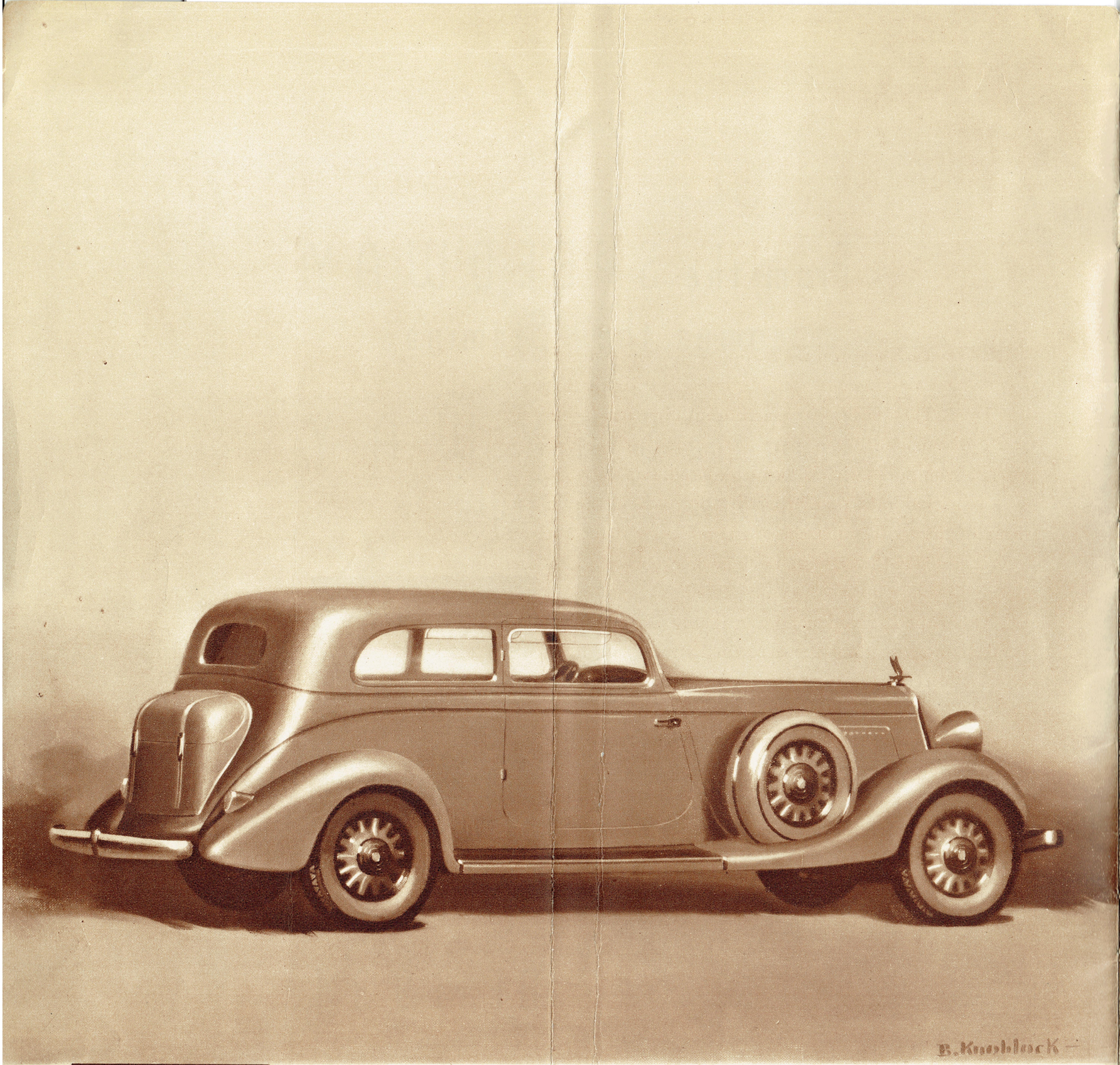
STUDEBAKER · 1934

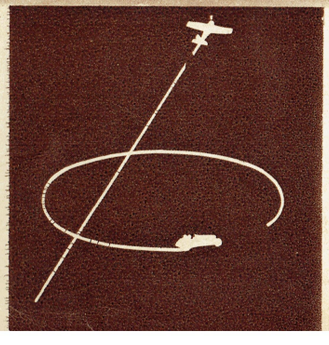
From the SPEEDWAY
comes their Stamina

From the SKYWAY
comes their Style



STUDEBAKERS
OF 1934





STUDEBAKER REGAL ST. REGIS BROUGHAM FOR FIVE

Available on Commander and Dictator chassis

FROM THE SPEEDWAY COMES THEIR STAMINA
FROM THE SKYWAY COMES THEIR STYLE

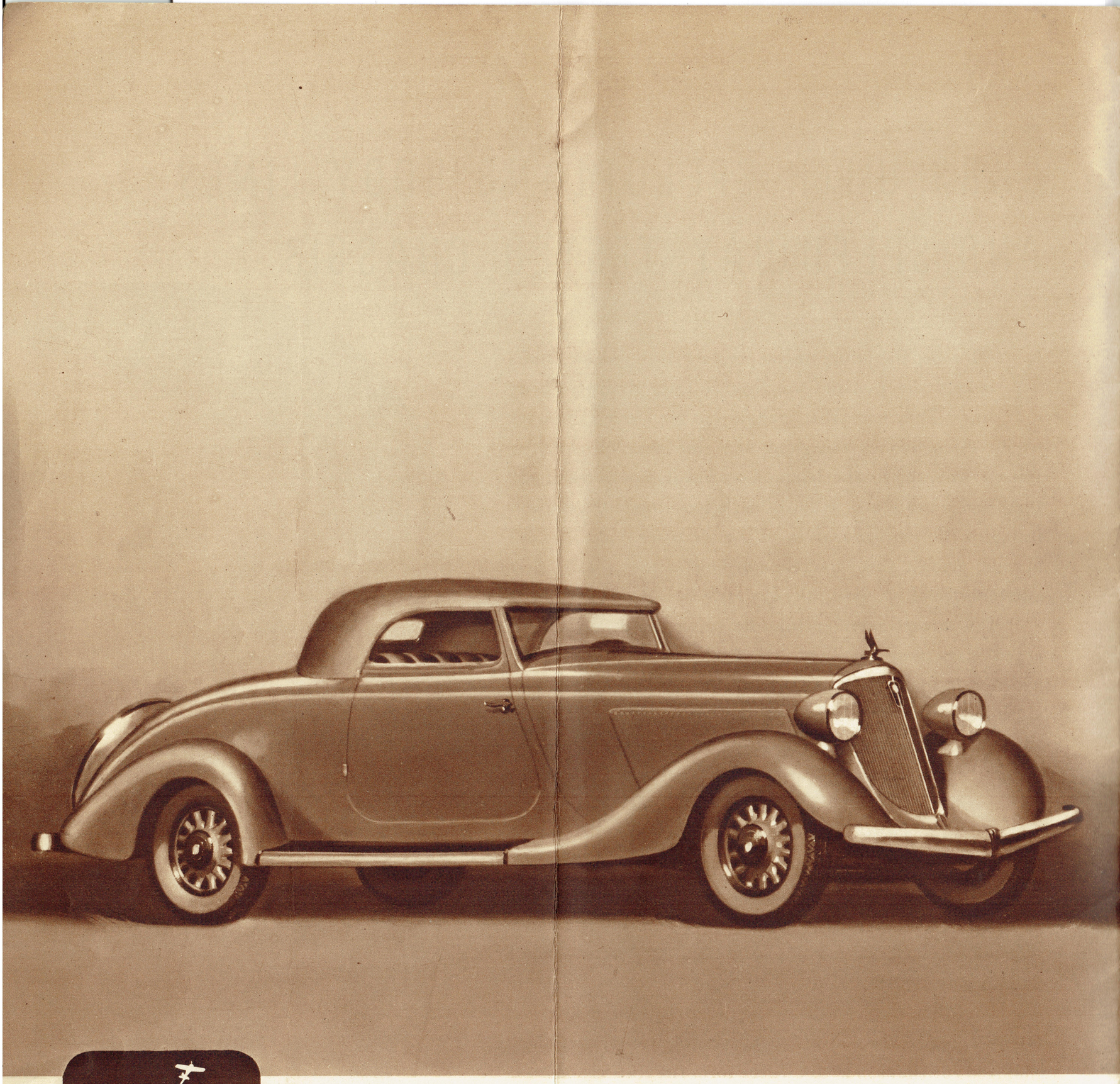
CARS WITH SPEEDPLANE BODY LINES AND SPEEDWAY-TESTED CHASSIS

YOU sense the power and supremacy of these new Studebakers the instant you glimpse their dramatic body lines. They have that magnificent air curve symmetry which distinguishes the giant new transport speedplanes. Indeed, from top to wheels, and from headlamps to rear deck, these remarkable cars so faithfully approximate the streamlining of the swift monarchs of the air lanes that they have become known throughout motordom as the world's first automobiles of genuine "skyway style."

This superb aerodynamic designing has a much more practical purpose than the arresting, breath-taking beauty which it has brought to motor car body architecture. It enables these new Studebakers to slip through the air currents with a smoothness that increases riding comfort as well as speed. In fact, it reduces wind resistance to such an extent that marked gains in operating economies are achieved.

You notice a steadiness you have never previously experienced in cars, when you drive one of these skyway style Studebakers through cross winds or into gusts. You find that even on calm days you throw a minimum of dust behind. You hear scarcely any wind roar when windows and windshields are closed.

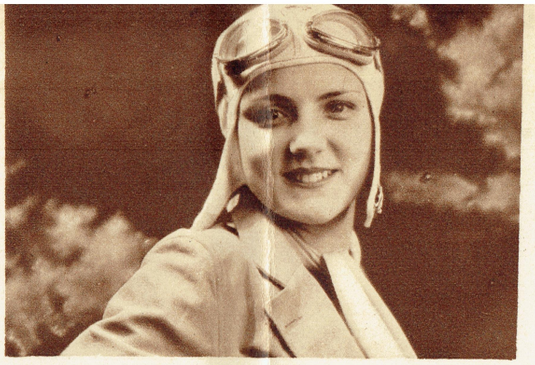
Appealing outside, these skyway style Studebakers are utterly alluring within—with luxuriously tailored upholstery and fittings that would do credit to the costliest of cars.



STUDEBAKER CONVERTIBLE ROADSTER FOR FIVE

Available on President, Commander and Dictator chassis

FROM THE SPEEDWAY COMES THEIR STAMINA
FROM THE SKYWAY COMES THEIR STYLE



And just as their style has come from the superbly streamlined high speed passenger airplanes, so their stamina has sprung from test cars whose performance was the sensation of motordom.

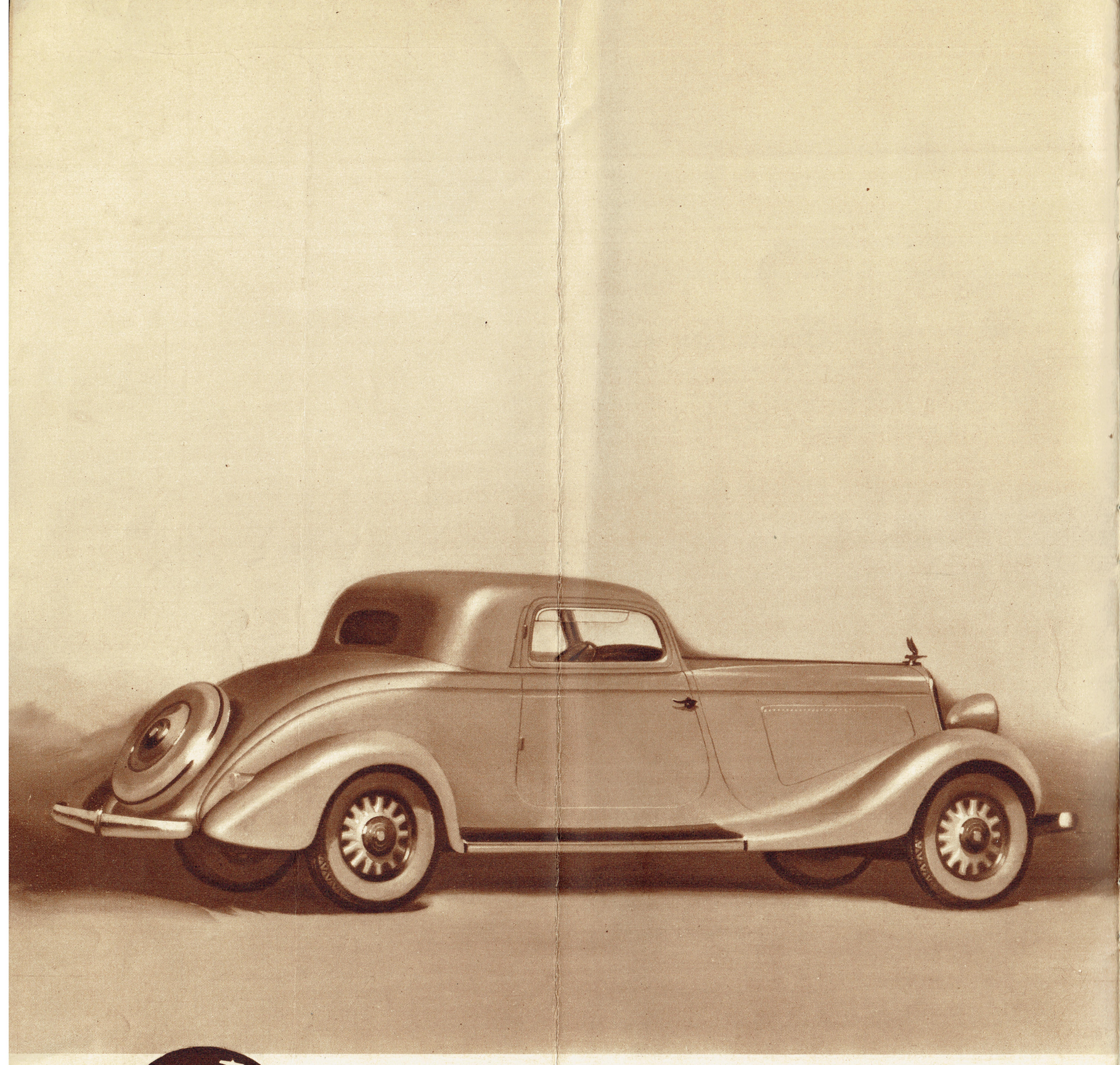
STAMINA FROM THE SPEEDWAY...

When the last car flashed across the finish line at Indianapolis in the 500-mile classic of 1933, one hundred thousand thrilled spectators realized that they had seen something more than the fastest performance ever registered on that historic course. They knew that Studebaker, Builder of Champions, had written a new and brilliant chapter in its spectacular history.

Not only were seven of the first twelve winners at the Speedway that day Studebaker powered, but five of the seven were a factory team of 85% stock Studebakers, differing from standard Studebakers in only a few details to conform with racing requirements. And every car of the five finished without a single mechanical adjustment or repair!

Thus was Studebaker stamina—the kind of stamina you get in the skyway style Studebakers of 1934—convincingly established on that most gruelling of all proving grounds, the storied two and one-half mile Indianapolis track where year after year, since 1911, such racing immortals as Ray Harroun, Dario Resta, Jimmy Murphy and Ray Keech, to mention but a few, had daunted death to face the checkered flag of victory.

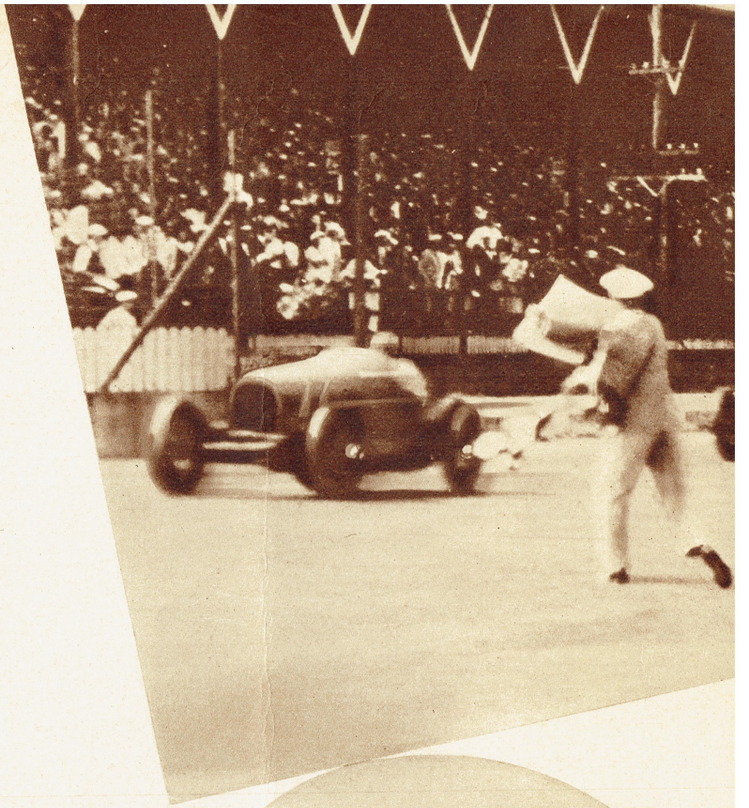
For, despite the fact that Studebaker durability had been demonstrated beyond question to the satisfaction of hundreds of thousands of owners for years, Studebaker offi-



STUDEBAKER COUPE FOR THREE OR FIVE

Available on President, Commander and Dictator chassis

FROM THE SPEEDWAY COMES THEIR STAMINA
FROM THE SKYWAY COMES THEIR STYLE



cials felt something extraordinary should be done to manifest the high order of workmanship and materials in the Studebakers of 1934.

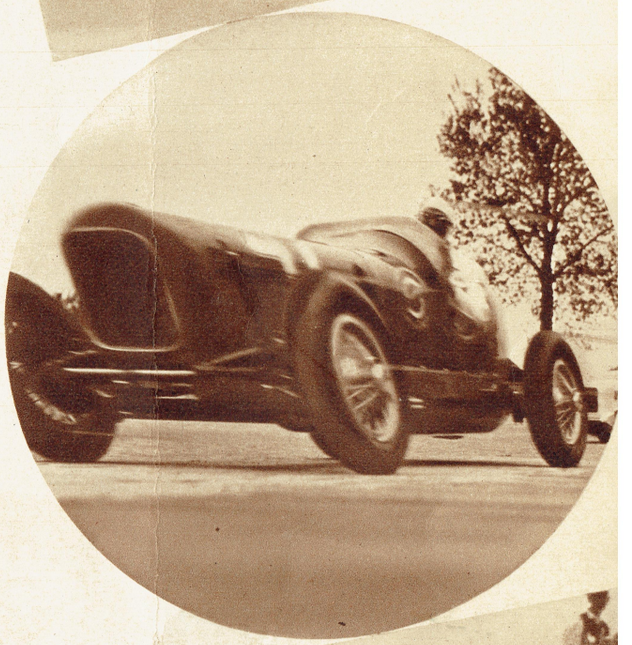
They felt that there should be no doubt in anyone's mind as to Studebaker quality and excellence when the history-making low price tags of the new Studebakers were revealed. And so they deliberately chose that test of tests—the 1933 Indianapolis 500-mile race—in which forty-two of the most carefully constructed cars in automobile history started —and at the end of which only fourteen remained.

UNEXPECTEDLY LUXURIOUS...

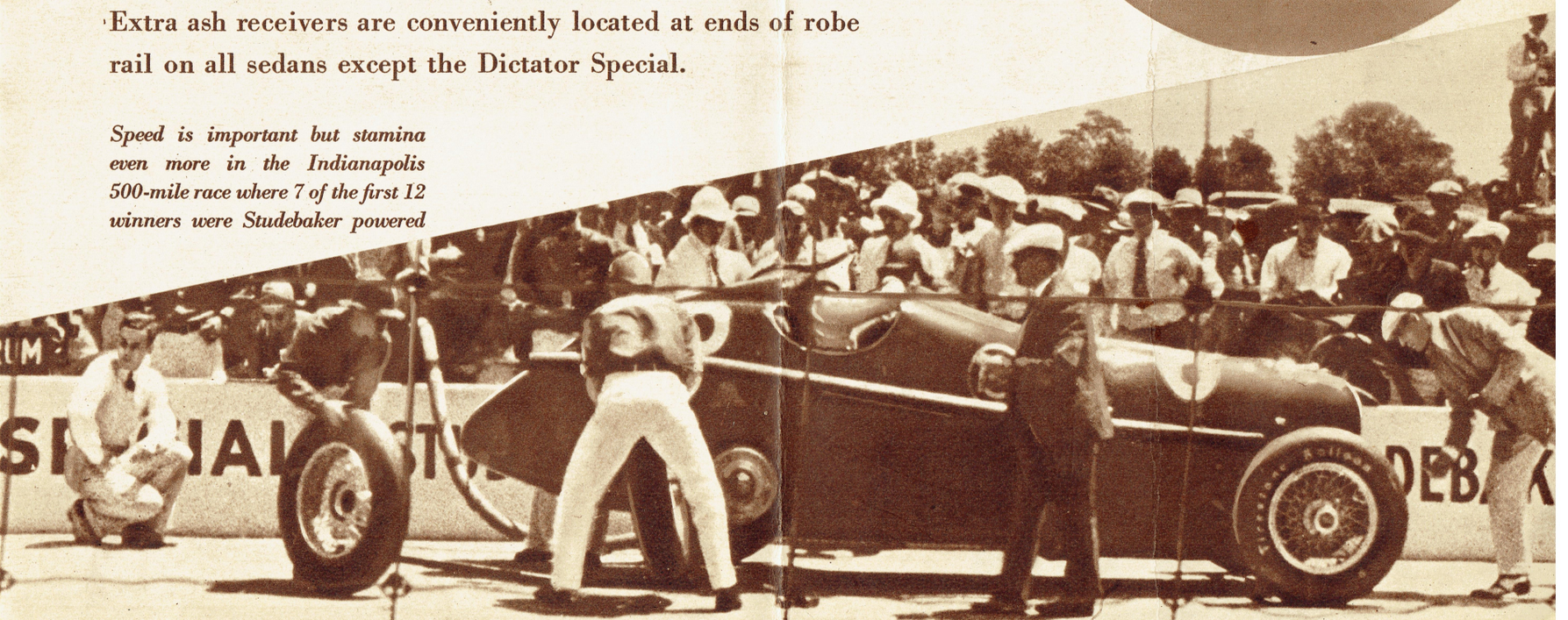
The exterior finishes of the bodies in this 1934 Studebaker line carry on the Studebaker tradition of fineness, and a generous range of colors and color combinations is available.

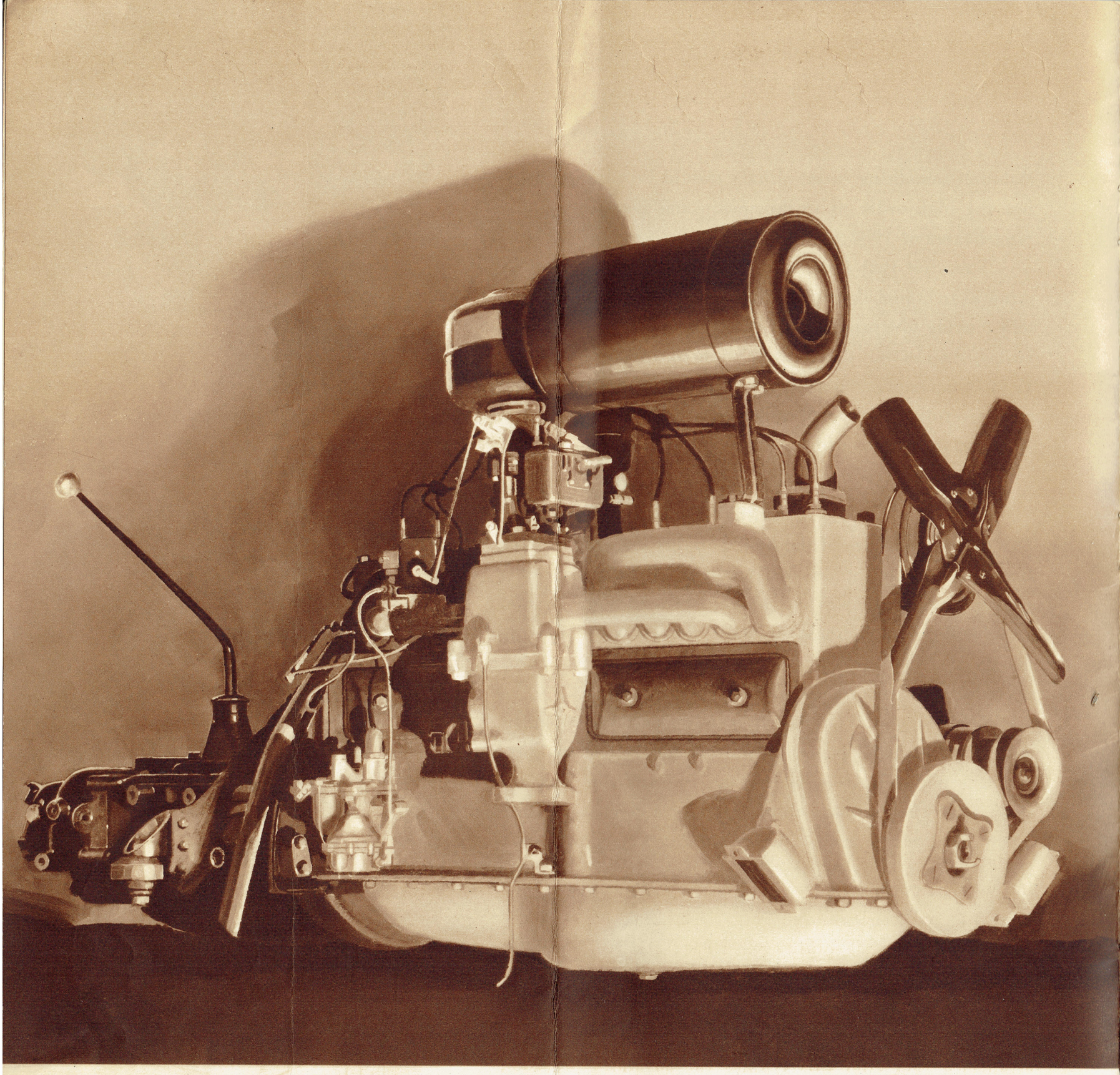
Inside, the richness of the exteriors is effectively matched. Especially impressive are the numerous unexpected conveniences for personal comfort.

The instrument board with its large, easily read gauges and giant size speedometer blends pleasingly with the interior ensemble. There is a package compartment and ash receiver in the dash as well as space for a clock and radio. Extra ash receivers are conveniently located at ends of robe rail on all sedans except the Dictator Special.



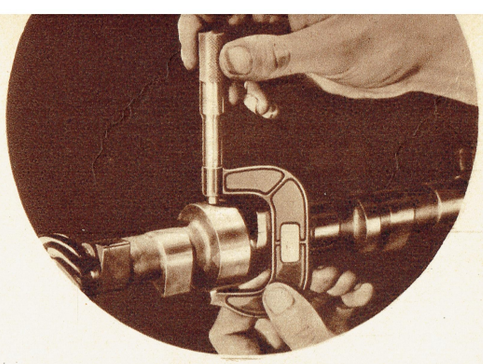
Speed is important but stamina even more in the Indianapolis 500-mile race where 7 of the first 12 winners were Studebaker powered



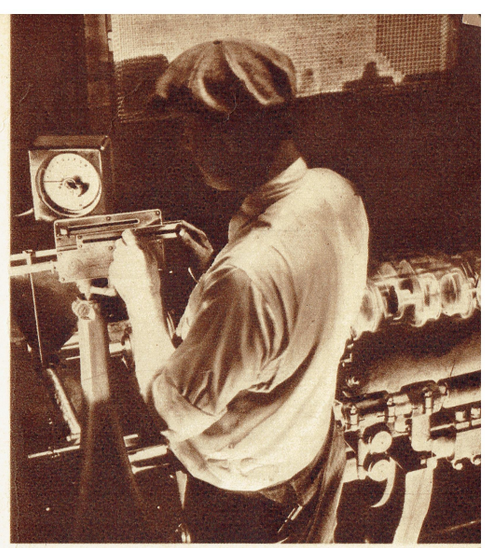


STUDEBAKER POWER PLANT

MASTERPIECE OF WORLD'S GREATEST BUILDERS OF ENGINES



Pictured here are some of the precision precautions that make Studebaker "world's greatest builder of engines." Not even fine watch parts are more carefully gauged, weighed and inspected for utter accuracy than Studebaker crankshafts, pistons and cylinder blocks



The contoured seats are like restful lounges. They afford unusual seating room and shoulder room for driver as well as passengers, front and rear, because of the unusual width of the bodies. Never have cars been better suited to the comfort requirements of adult passengers. Studebaker's quadripoise suspension makes rear seats ride like front seats. Pitching and swaying are effectively overcome. Luxurious assist cords match the specially tailored upholstery.

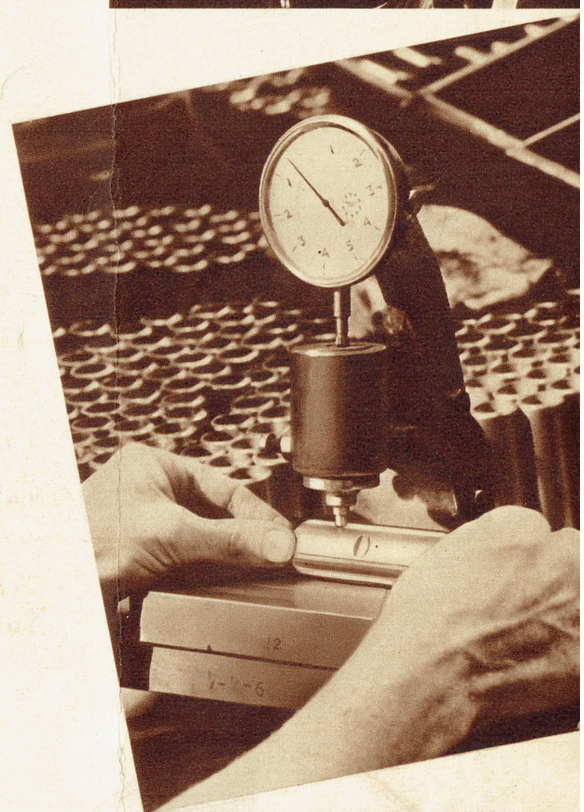
BUILT LIKE BATTLESHIPS...

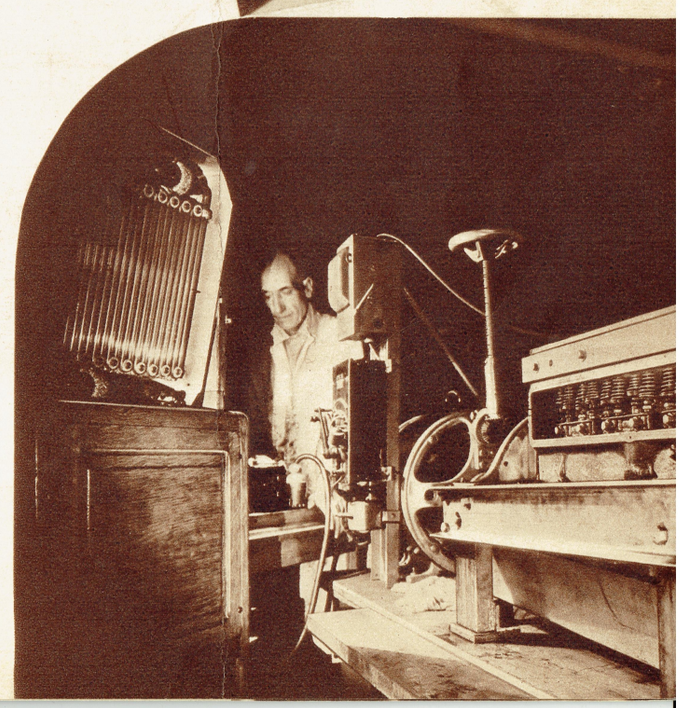
You see such luxuriousness in every model of these skyway style Studebakers that it may not occur to you how marvelously well they are built.

The rigid bodies of these Studebakers of 1934 are fashioned of enduring steel which is not bolted or riveted but electrically welded into one seamless unit. This sheath of unit-welded steel encloses and is welded to strong steel framing members. Battleship construction! *Steel reinforced by steel!*

Of super-strength also is the body cowl. Formed of the segments of a sphere, it is a Dual-Dome type entirely new to automobiles—in fact, introduced for the first time in these new Studebakers. It not only adds greatly to your safety by increasing structural solidity but it has thick, featherweight airplane insulation to bar cold, heat and sound.

Doors fit door openings with an accuracy and an immunity to changes in temperature and humidity which astonishes you. And this typifies the advanced precision





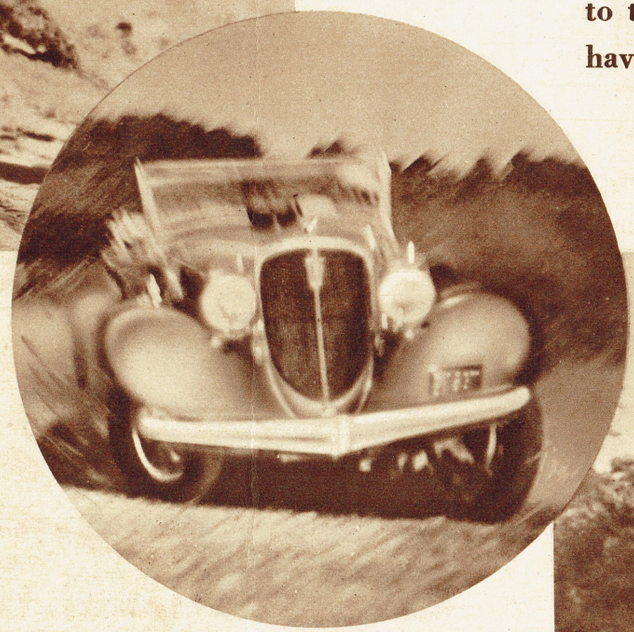
The stroborama makes it possible to observe action of moving engine parts at extremely high speeds

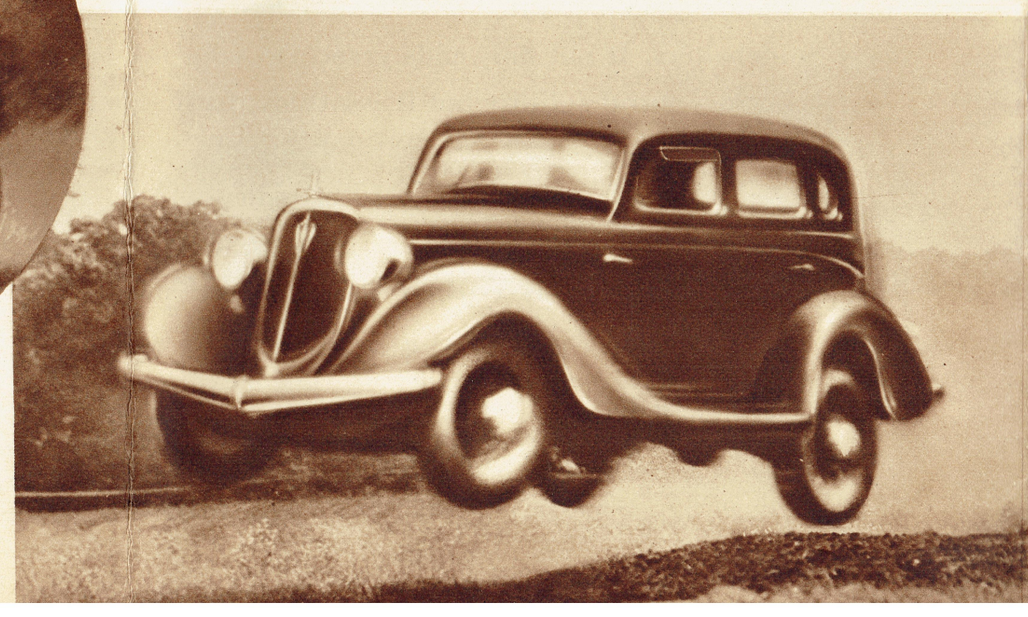
construction which rules throughout. The weaving and swaying, which have caused annoying squeaks and rattles even in the costliest bodies heretofore, are unknown in these Studebakers. Inherently quiet, they are further effectively hushed against resonance by an inner wall of insulation.

Alongside you see a picture of one of these 1934 Studebakers falling from a 104-foot cliff. Wood bodies and steel-over-wood bodies were given the same test and devastatingly wrecked. But this skyway style Studebaker body of steel reinforced by steel came through magnificently.

As the car struck bottom with terrific force, fenders crumpled and hood loosened, but everything else was intact. Doors closed and opened perfectly. The car was driven away, at the switch of the starter key, under its own power. And this test was then repeated, with the same satisfactory results, with the same 1934 Studebaker!

These Studebaker bodies form a veritable unit with the new type Studebaker frame, being bolted, not only on top but also on the sides of the frame, which adds tremendously to the entire car's stability, rigidity and safety. You thus have the effect and the protection of a solid unit of steel.





Even the extraordinary conditions that only one car in a million ever encounters, are duplicated in testing cars on Studebaker's great proving grounds

STUDEBAKER'S RIGOROUS TESTS...

The extraordinary respect which the motoring public everywhere accords to Studebaker workmanship and performance has its basis in an extremely careful advance supervision.

On the outskirts of South Bend, Studebaker maintains an extensive, carefully guarded proving ground where every material and every part used in a Studebaker car are given not only tortuous mechanical tests but the severest of driving ordeals as well.

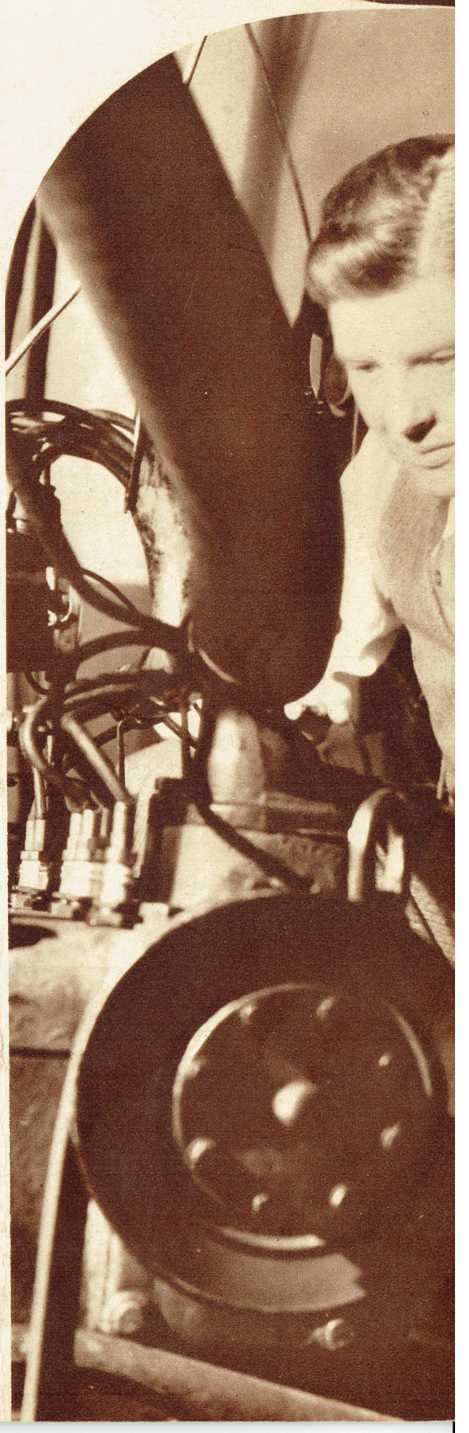
If you could look at the terrain of the Studebaker proving ground from an airplane, you would see a vast panorama of sandpits and mud-holes, level roadways and steep gradients, pavements of every type and condition. And you would justifiably hesitate to drive your car over such an area.

But the Studebaker test drivers do it day after day in order to assure Studebaker's engineers, as well as you, that everything is structurally flawless in every Studebaker.

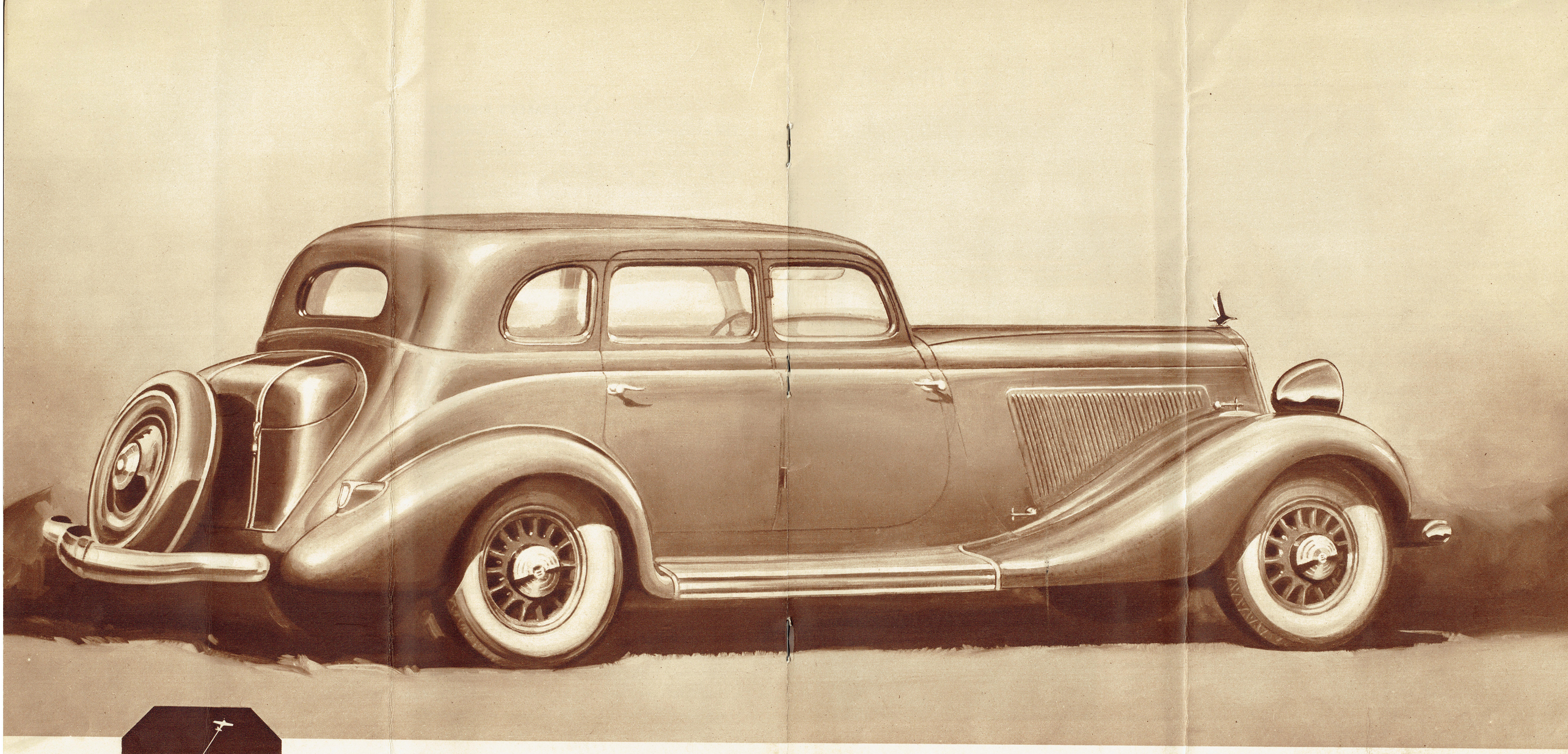
It takes time and money, of course, to give cars—their component parts as well as accessories—this thorough-going kind of experimenting. But Studebaker gladly invests both the time and the money in order to insure that its cars will give constant satisfaction in the hands of Studebaker owners.

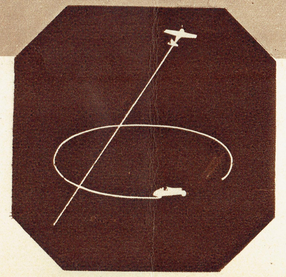
It was as the result of experimenting of this sort that Studebaker was able to popularize the eight-cylinder engine, to pioneer free-wheeling, to initiate so many of the notable improvements that have done so much for motoring progress.

And that is one of the reasons why more than 590,000 Studebakers in service throughout the world today are such a credit in every way to the ideals which, for eighty-two years, have distinguished Studebaker manufacturing.



Think of letting an engine run "wide open" for fifty hours, just to prove it can "take it!" Fifty hours at 4,500 revolutions per minute . . . equal to more than 80 miles an hour road speed . . . and when the test ended, every bearing was intact and in excellent condition! Thus Studebaker proving gives your Studebaker car its speedway stamina!



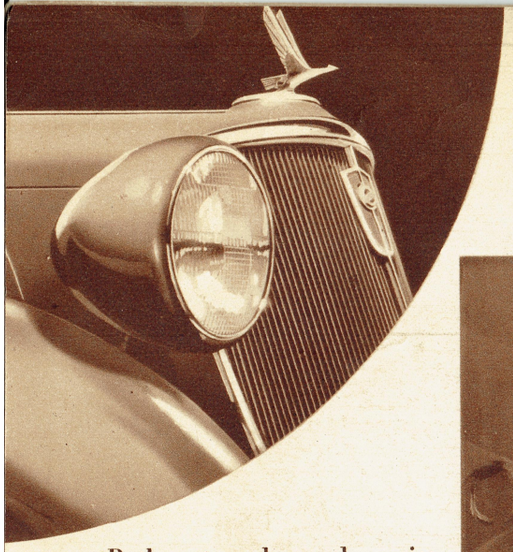


STUDEBAKER CUSTOM SEDAN FOR SIX PASSENGERS

Available on President, Commander and Dictator chassis

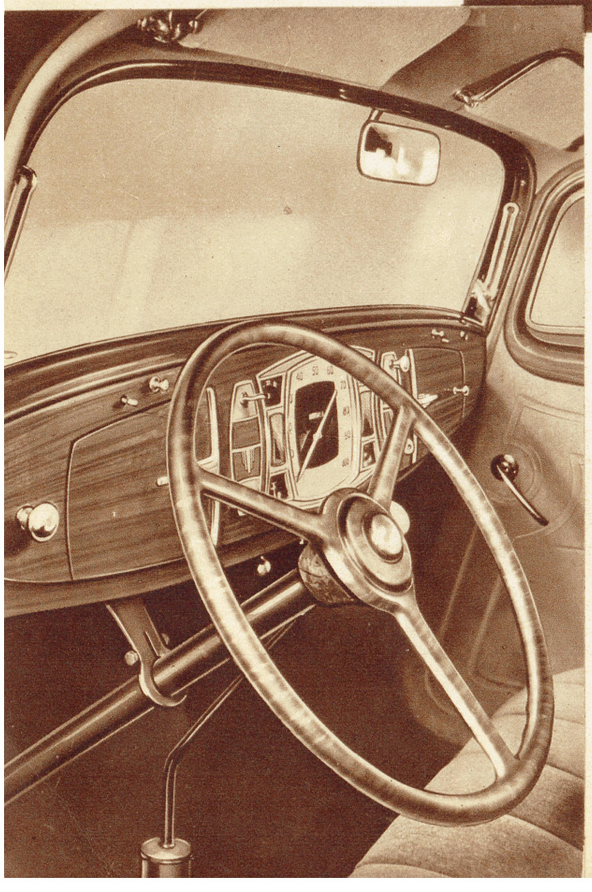
FROM THE SPEEDWAY COMES THEIR STAMINA
FROM THE SKYWAY COMES THEIR STYLE

NEW BEAUTY AND COMFORT



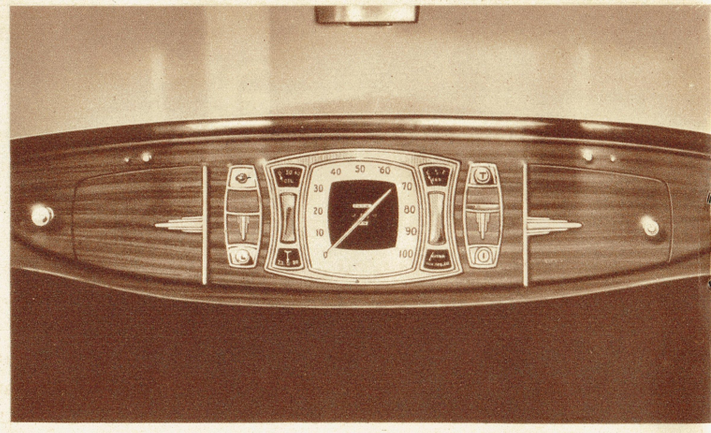
Both art and aerodynamics are evident in the new streamlined headlamp, with bullet contour and restrained yet effective use of chromium at the rim only. The entire body of the lamp with its streamlined support, matches the car.

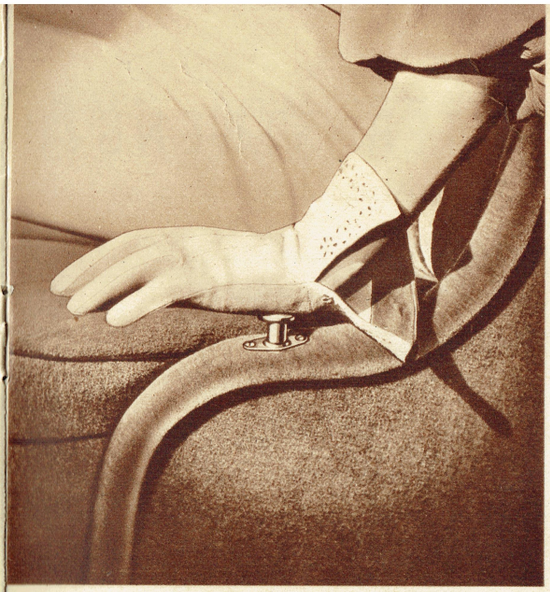
The Studebaker ventilation system is far advanced over any other type. All door-windows can be lowered instantly into frames. Permanent horizontal front ventilating vanes permit perfect ventilation without drafts and effectually exclude rain or snow. Windshield raises for hot weather driving. Rear quarter windows open outward creating a partial vacuum which quickly draws out smoke or stale air, even without the front windows being opened.



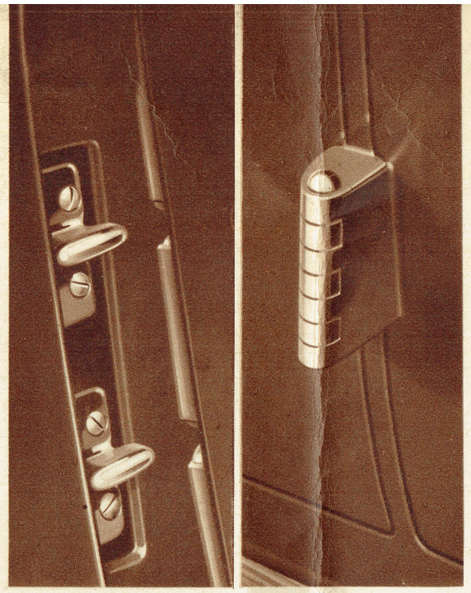
Steel-core steering wheel matches rich wood-grained inner trim. Windshield of new design gives "airplane-pilot" visibility—safer, less fatiguing. Rear-swung door of exceptional bottom width for walk-in access to seat.

Instrument panel has ammeter, gauges for fuel, oil and engine temperature, and speedometer. Commodious package compartment, ash receiver, space for clock and radio.



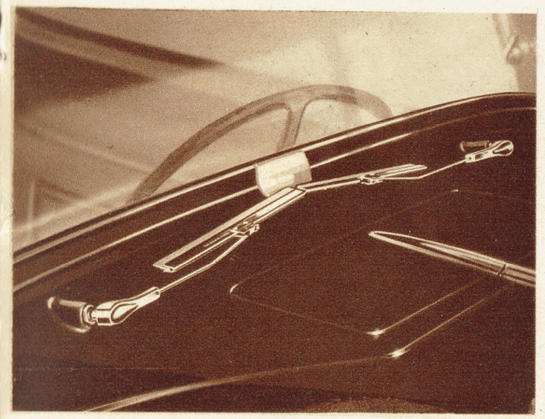


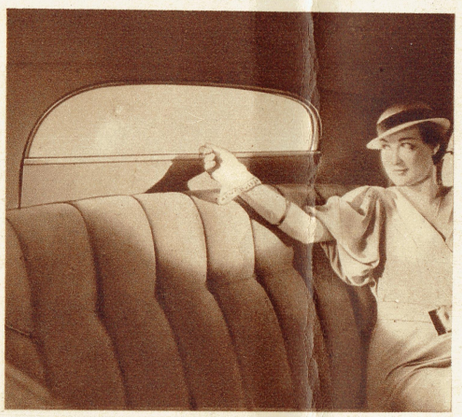
Within easy reach of the driver's left hand, a simple release permits instant forward and backward adjustment of the front seat to suit the driver's preference, without awkward cramping of the wrist or tedious cranking.



The enduring quietness of your Studebaker is further assured by the use of the unique new double-dovetail cushioned door closure, and 6-bearing, 3-inch hinges, which weigh more than 5 pounds per pair! Weaving and rattling are banished. Doors will not sag.

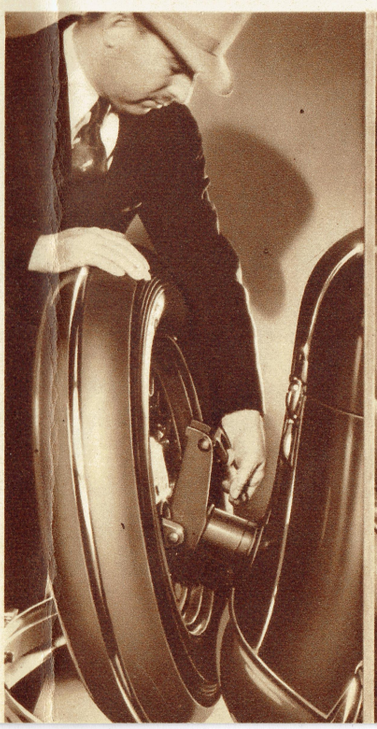
Dual tail lamps in rear fenders are thoroughly and artistically streamlined. The left one illuminates the license plate and the gasoline filler opening in the fender. Single tail lamps on Dictator Special models. Distinctive vertical bumper bars are standard accessories at slight extra cost.

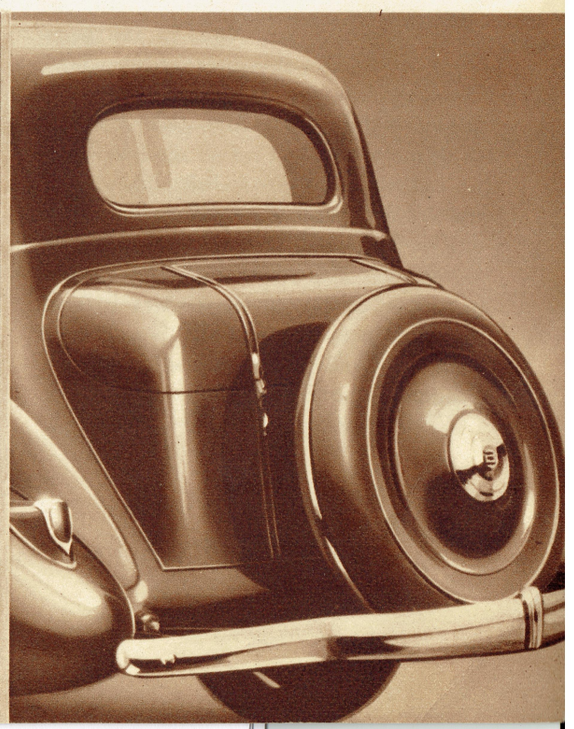




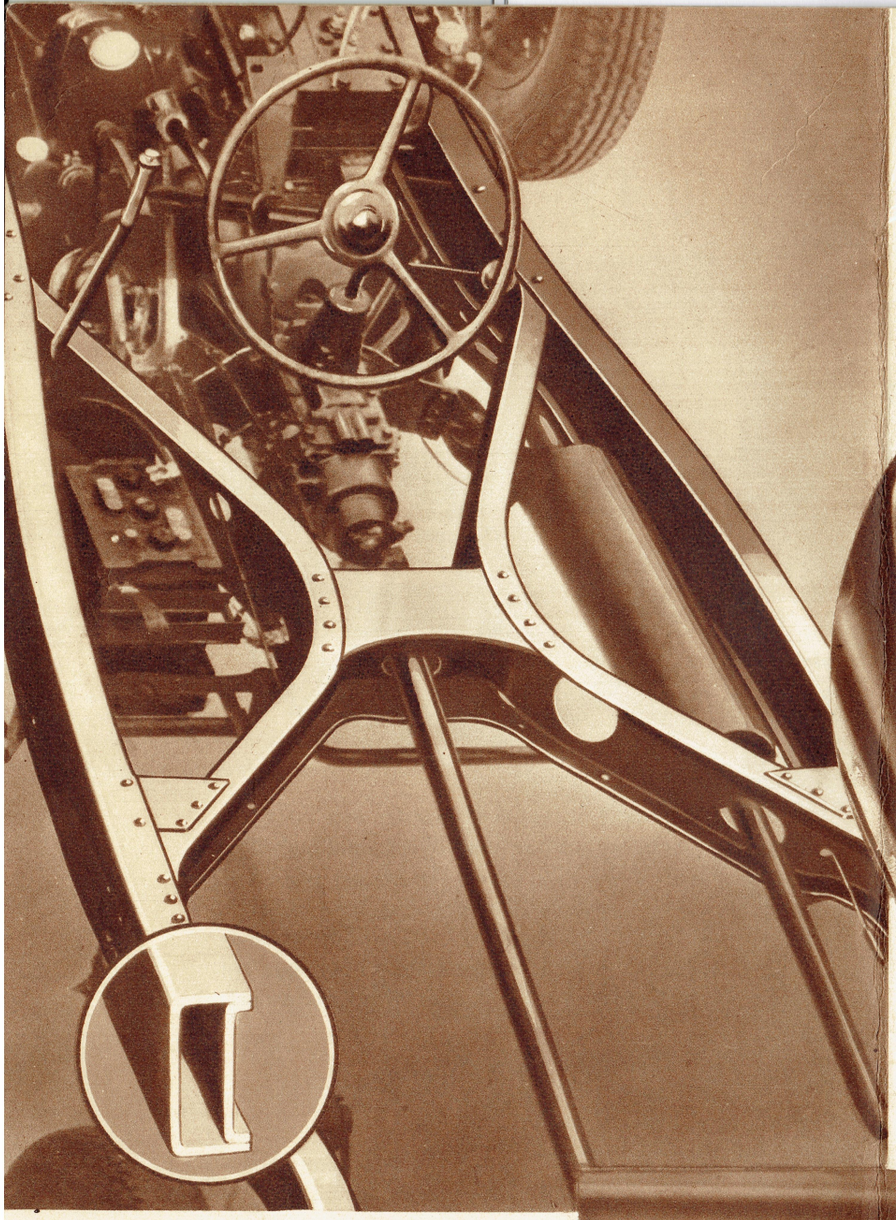
Twin windshield wipers on all models, except Dictator Special, pivoted at bottom, push water and snow down out of the way. President models have vacuum booster connection for constant speed. Rear curtains furl down instead of up, on concealed roller.

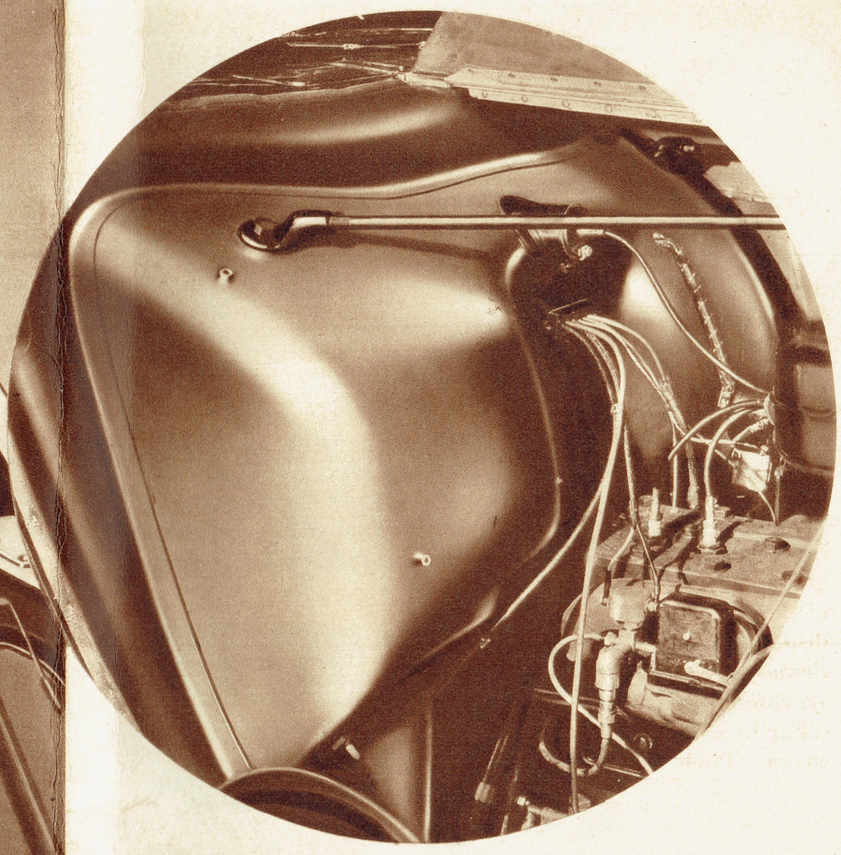
Deftly moulded into the rear, a commodious and accessible luggage trunk blends beautifully into the fluent airstreamed lines of the Studebaker Regal and Custom models. A heavy sponge rubber welt seals the seam of the trunk lid against dust and water, and prevents noise. On Custom models spare tire is so mounted that it can be easily tilted back at the touch of a crank to provide free access to the trunk.





GREATER STRENGTH





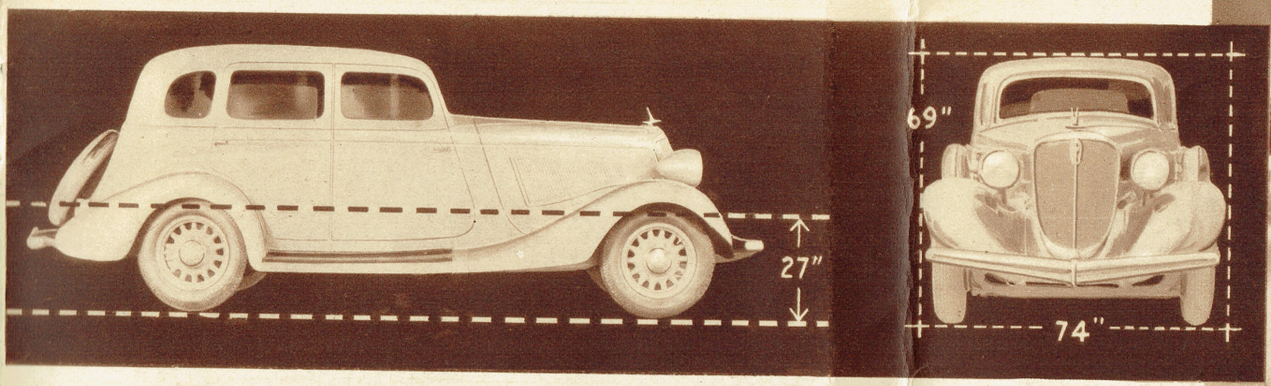
President and Commander models now have a tremendously strong Box Girder frame—the finest to be found in any cars of comparable cost. Note in the small circle above, how this improved construction enhances the structural strength of the side members. The time-proved X-type cross member, used on all models, binds the entire chassis into an inflexible unit, of which the Studebaker bodies, with their unit-welded steel structure, form an integral part. Thus, with engines cushioned in rubber, and with the perfect balance of quadripoise suspension, you travel with a new and pleasing sense of complete freedom from the mechanics of the car.

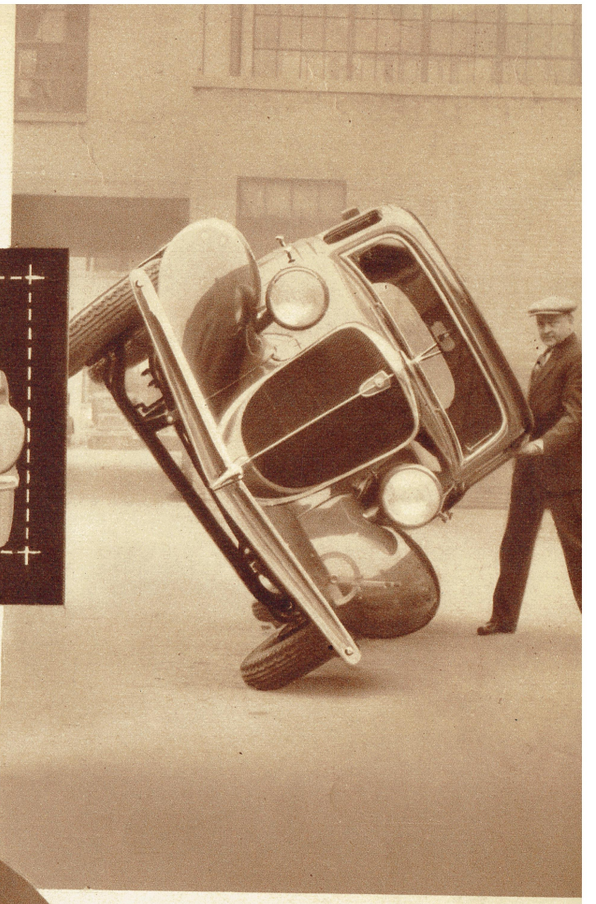
The body proper terminates, back of the engine compartment, in a new Dual-Dome cowl. Swelling forward as segments of a sphere, and thus remarkably strong, this steel partition greatly increases the car's structural strength. Lined with insulation an inch thick, it bars heat and sound.

VITAL SAFETY

Genuine Safety Glass is standard equipment in windshields of all models and may be obtained in windows of all models at slight extra cost, affording complete protection from the danger of flying glass to all passengers.

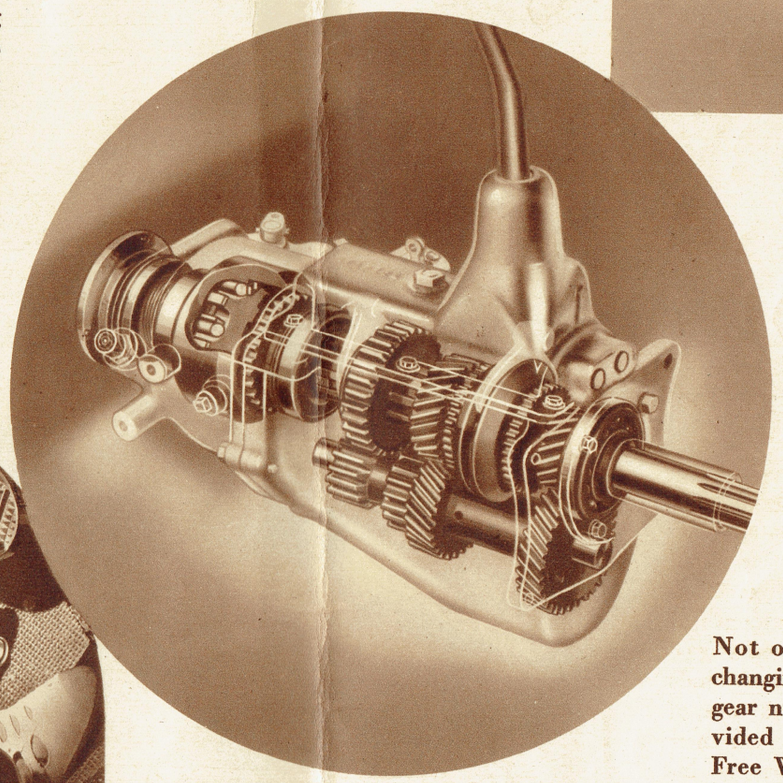
AND LONGER LIFE



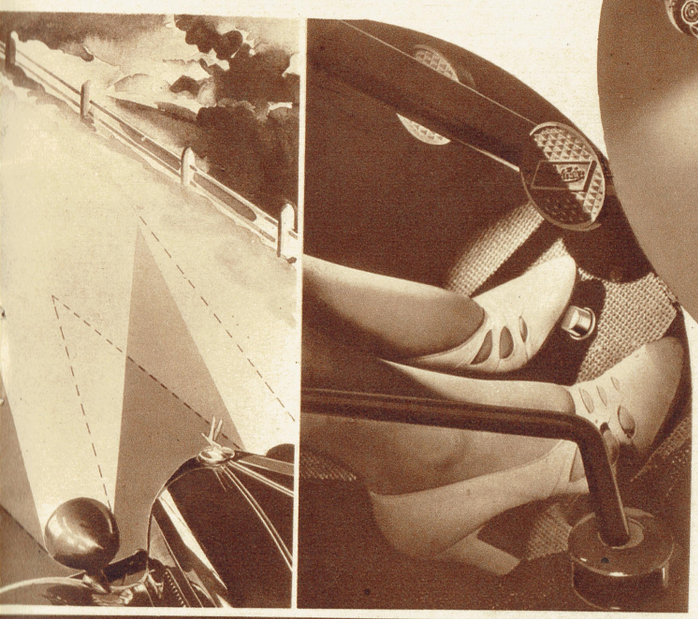


QUADRIPOISE SUSPENSION

Quadripoise Suspension is the result of more than a million dollars expended in Studebaker's laboratories and proving ground. It embraces *all four* extremities of the chassis. It involves precise weight disposal as well as spring position, dimensioning and articulation, and includes desynchronization of the rhythmic impulses set up by wheels, tires, springs, motor and chassis. Pitch and sway are overcome.

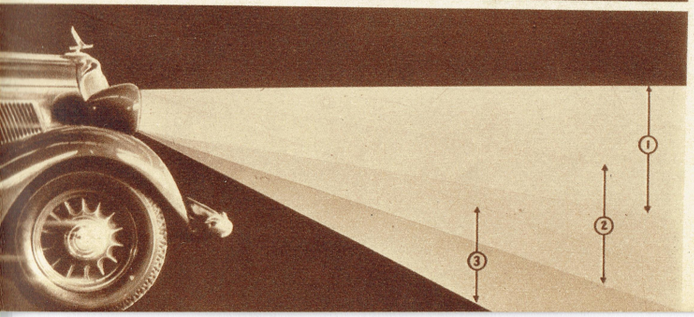


Due to low center of gravity, a Studebaker can be tipped to an angle of 58 degrees without overturning. The cars are wider (74 inches) than they are high (69 inches). The center of weight of the entire car is within 27 inches of the ground.

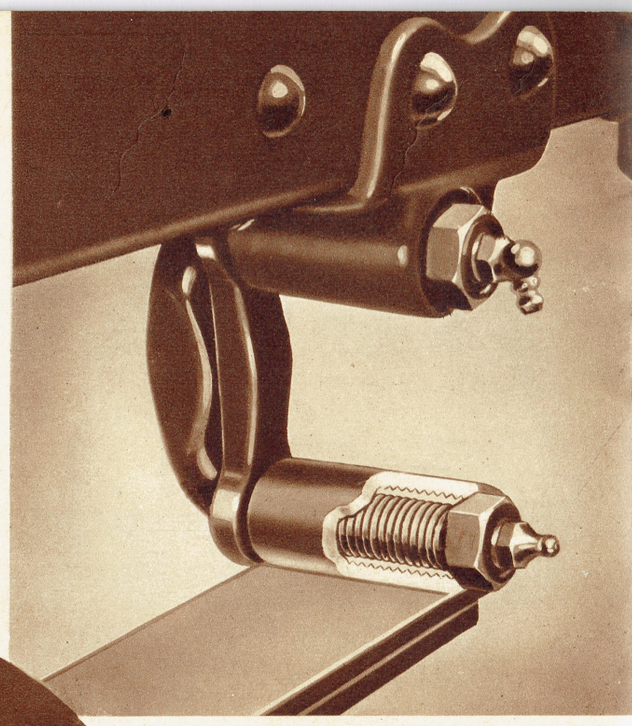


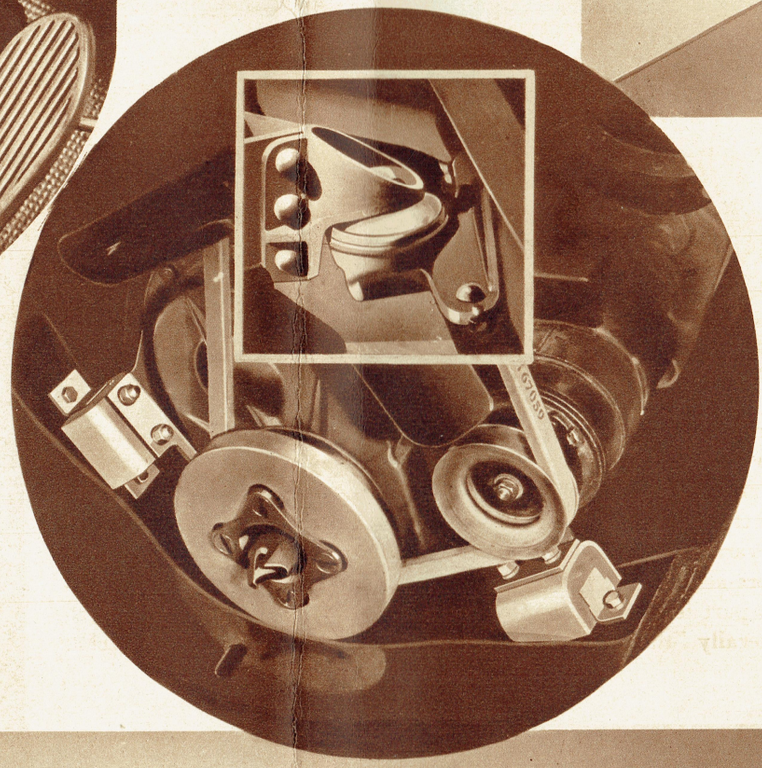
New dual-control, multi-beam headlights are controlled conveniently from the dash and the floor board. Dash control provides three horizontal beam levels—for close traffic, medium and long-distance lighting. Toe-switch swings beams at all three levels, to the right, flooding right-hand curb and ditch. Conventional light controls are used on the Dictator Special.

Not only silken-smooth gear changing, but travel devoid of gear noise in any speed, is provided by Studebaker's famous Free Wheeling, Synchronized Shifting, and the costlier, quieter helical gears. Declutching is necessary only when starting or stopping car. Synchronized shifting without Free Wheeling is used on the Dictator Special model.



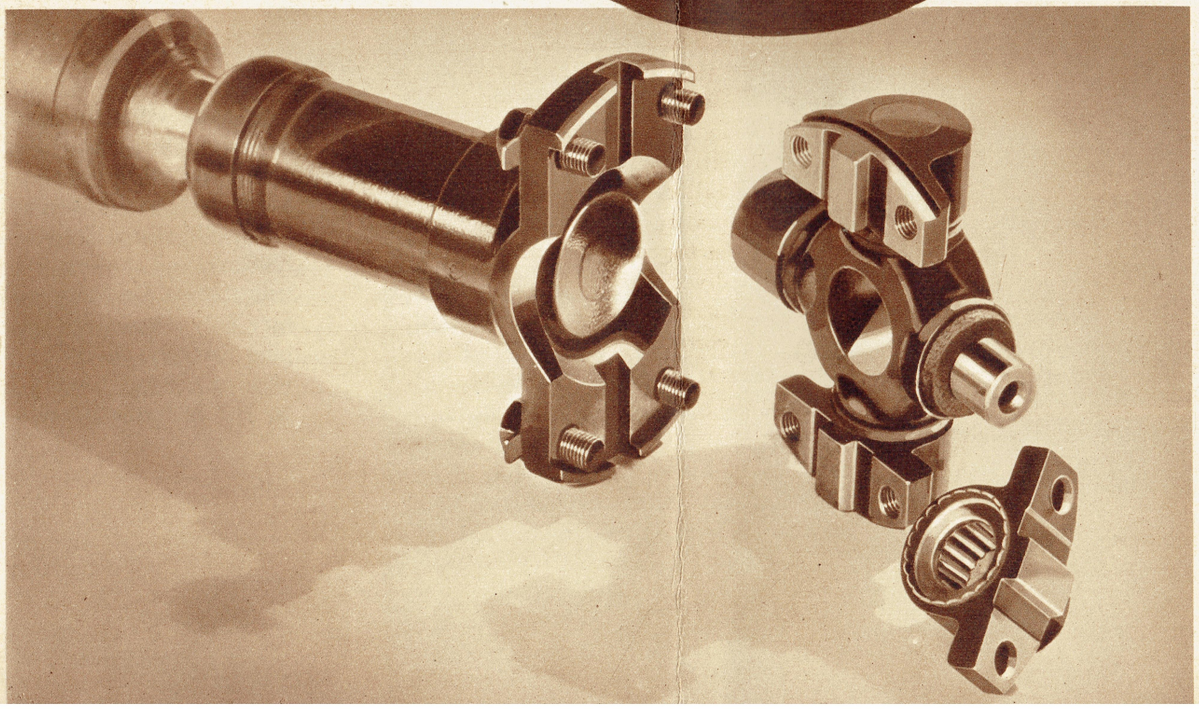
"Smooth and sure as a Studebaker stop" is a standard which few but the highest priced cars have attained. Power Brakes, hitherto unknown except in costly cars, were pioneered in the 1933 Studebakers, and are standard equipment on President and Commander models. A gentle pressure of the foot is all that is necessary for any normal stop.





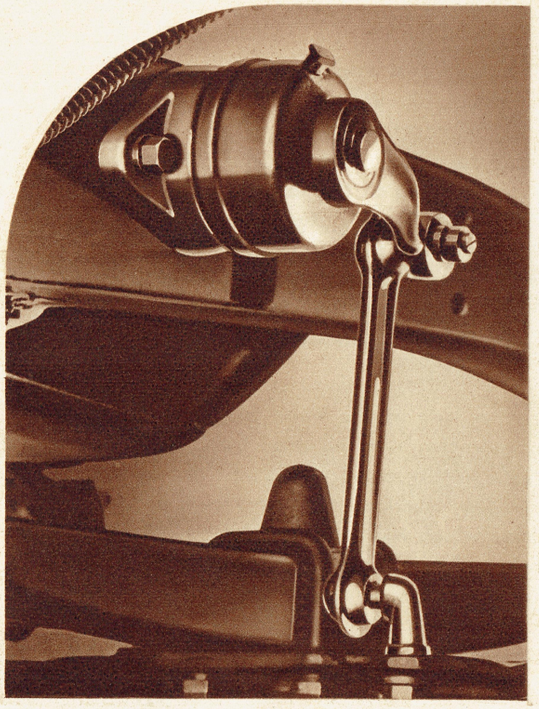
The most highly advanced type of spring shackling is employed on all Studebaker models. Bushings and pins are threaded, which assures enduring quietness by eliminating side-play and by introducing lubricant around the full circumference of the bearing through its entire length—a thing rarely possible with the conventional type of shackling.

Studebaker, a pioneer exponent of live rubber cushioning to prevent transmission of vibrations between engine and frame, mounts all engines in this manner. The scientifically correct four-point suspension is employed for increased lateral steadiness of the engine.



The universal joint in the new Studebakers requires no lubrication attention whatsoever at any time. The newest type of anti-friction bearings—called needle bearings—distribute load and wear over far greater bearing area. The original lubricant is efficiently retained and dust and water are excluded by a most ingenious tight-joint housing.

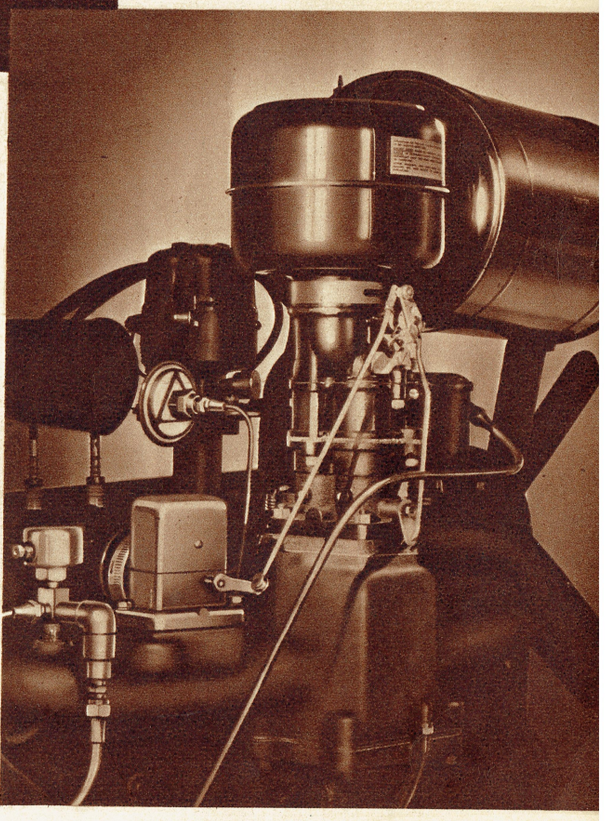
AUTOMATIC AUTOMOBILES

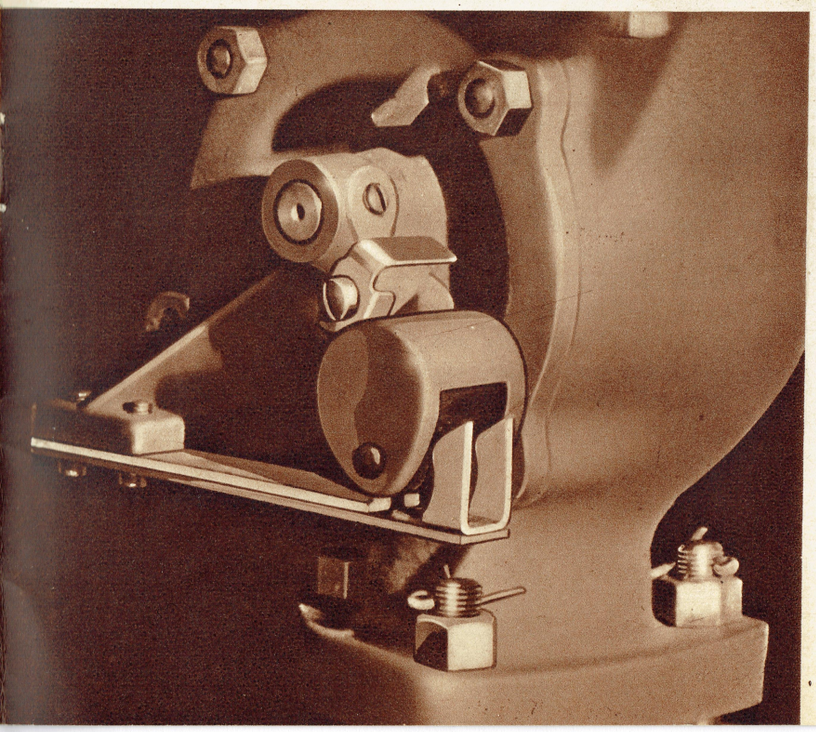


Automatic Ride Control is built in as part of the car's shock absorber equipment on all Studebaker models. This "mechanical brain" automatically and instantly adjusts shock absorber action to every variation in road surface and temperature. No pre-adjustment or manipulation on the driver's part is required. Automatic Ride Control literally "thinks for you."

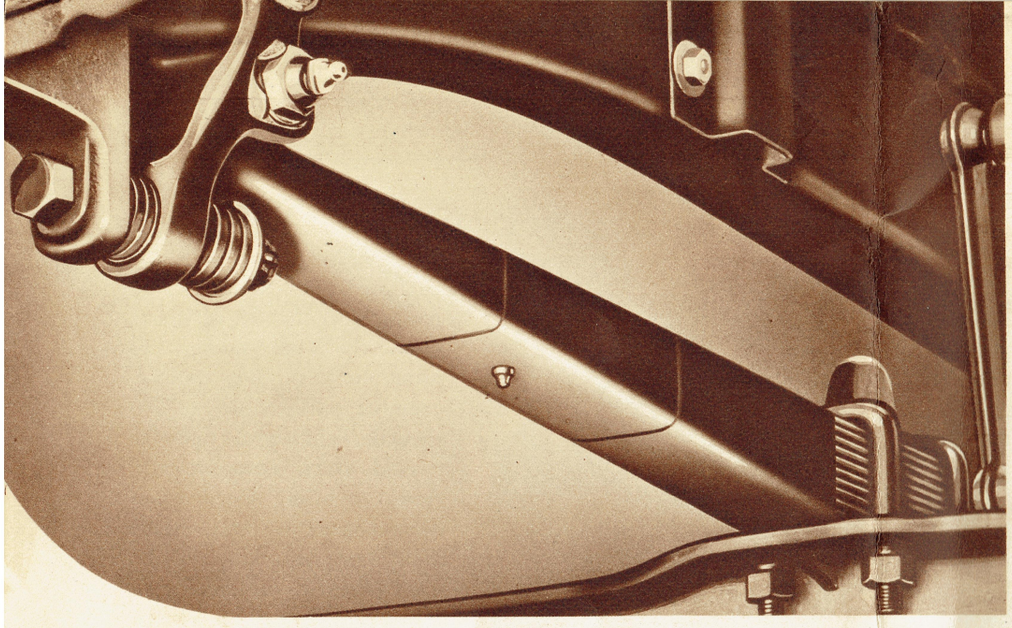
Automatic control of idling makes the Studebaker carburetor virtually non-stalling, even in cold weather. The throttle, held slightly open for a cold start, automatically closes to idling speed when normal operating temperature is reached. Automatic Choke displaces the old-fashioned choke-button on all except Dictator Special models. Automatic Spark Control retards spark on a hard pull, or when accelerating, to avoid engine labor. Another automatic sentinel guards starting mechanism against damage should motor backfire.

With Studebaker's automatic switch-key starting there is no floor button to grope for, no dash button to reach for. Turn the ignition key and engine automatically starts. Should engine stall, it restarts automatically. Manual starting system on Dictator Special.

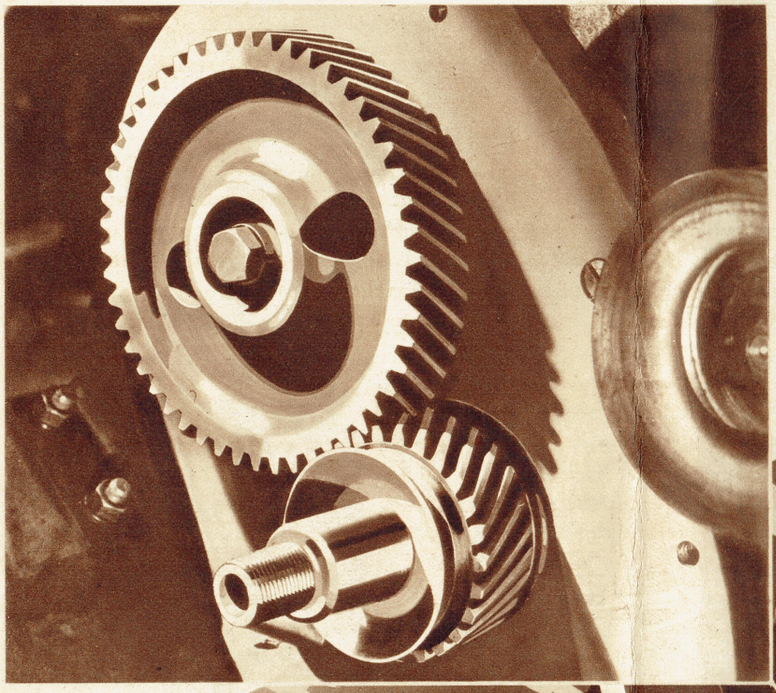




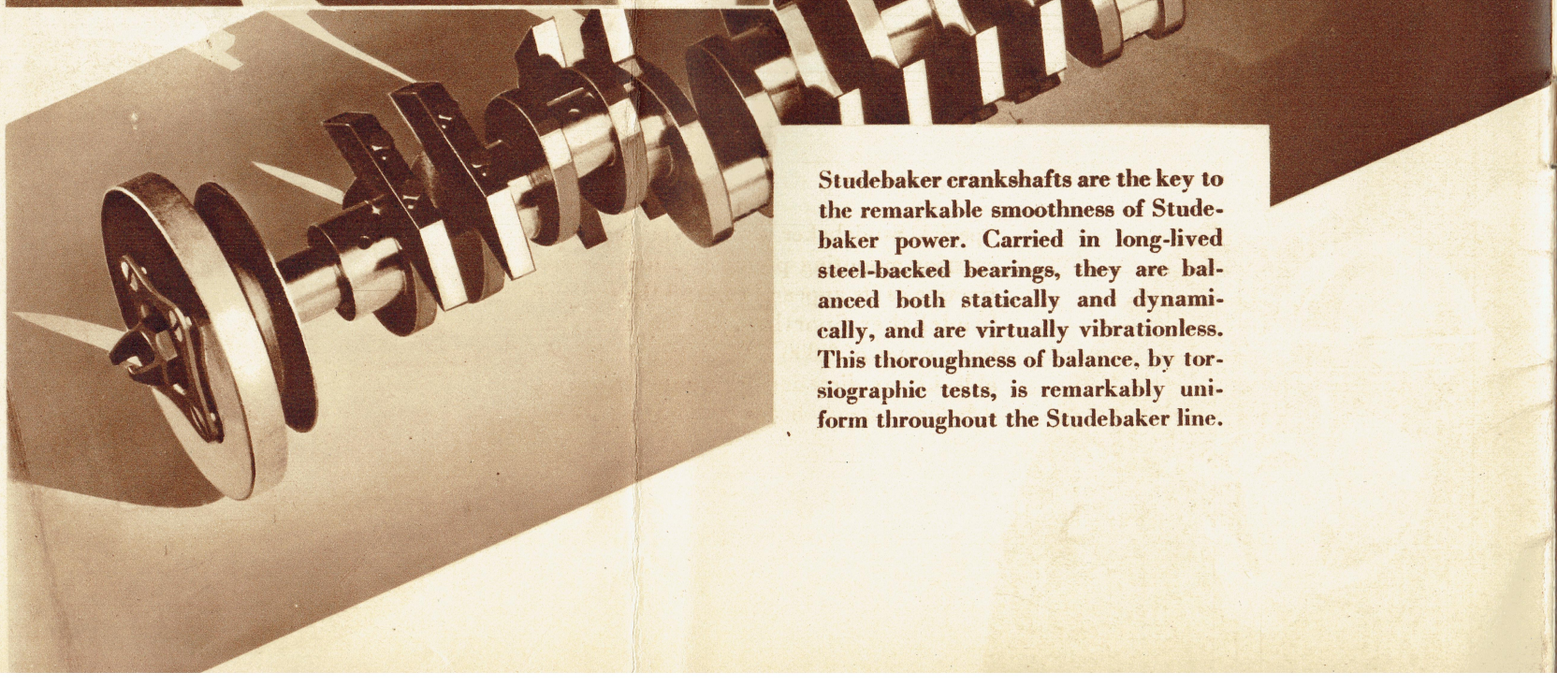
On President and Commander models, Automatic Heat Control assures correct temperature in the fuel mixture. A sensitive yet rugged bi-metallic thermostat, operating a by-pass valve in the exhaust manifold, diverts just sufficient superheated exhaust gas to correctly warm the fuel in the intake passage.



Flexible metal spring covers, which are available at slight extra cost, effectually retain lubricant and exclude mud, dust, ice or water. By thus banishing one of the most universal and troublesome sources of squeaks, you will all the more thoroughly enjoy the restful quiet of your Studebaker with its unit-welded, steel-structure body and solid, inflexible frame.



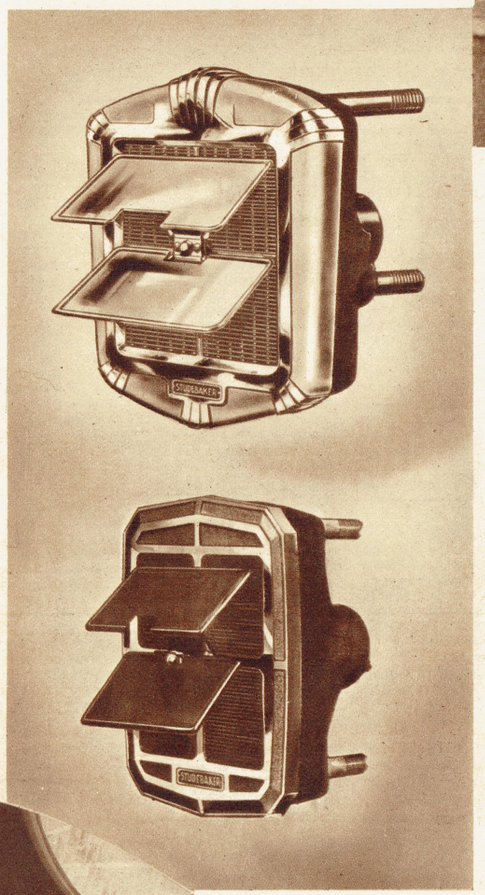
The driving of the water pump, fan and generator on all Studebaker engines is efficiently performed by a silent Vee-belt, a type of accessory drive which was pioneered by Studebaker. The camshaft drive is by helical gears on President and Commander Eights, with quiet celeron gear, and by silent timing chain on the Dictator.

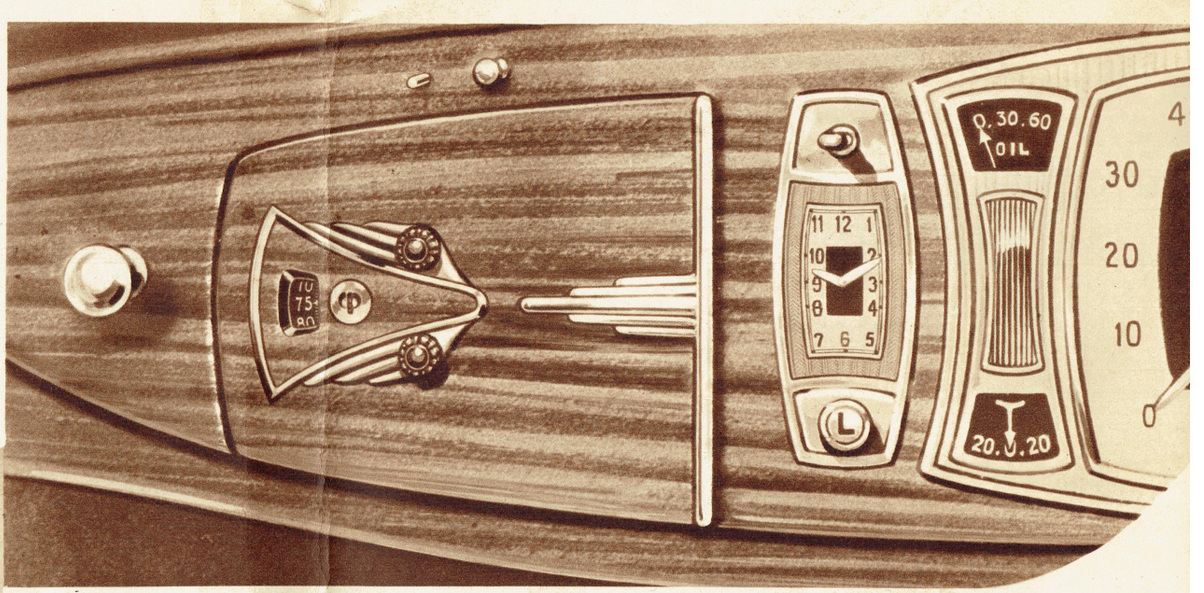


Studebaker crankshafts are the key to the remarkable smoothness of Studebaker power. Carried in long-lived steel-backed bearings, they are balanced both statically and dynamically, and are virtually vibrationless. This thoroughness of balance, by torsiographic tests, is remarkably uniform throughout the Studebaker line.

ACCESSORIES

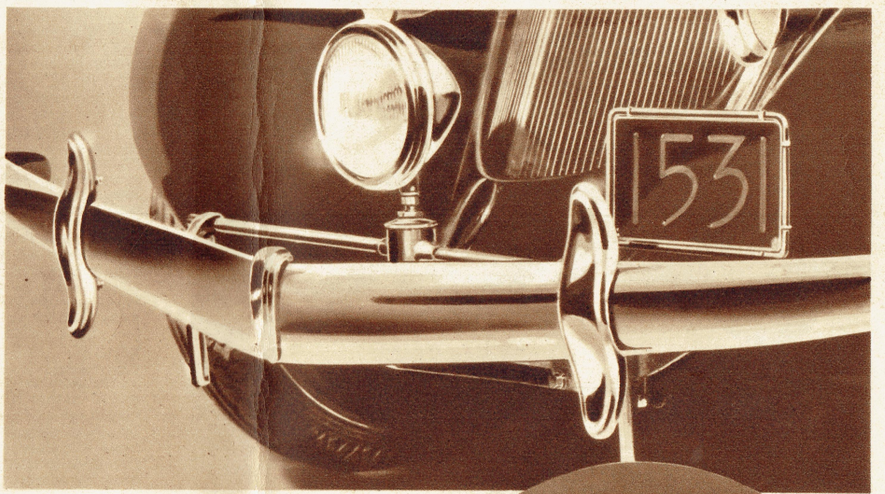
Hot water heaters of finest make and type are available in two styles, Standard and De Luxe. Either will produce ample heat under most severe winter conditions. Each has multi-speed switch, brass tanks and copper cores.

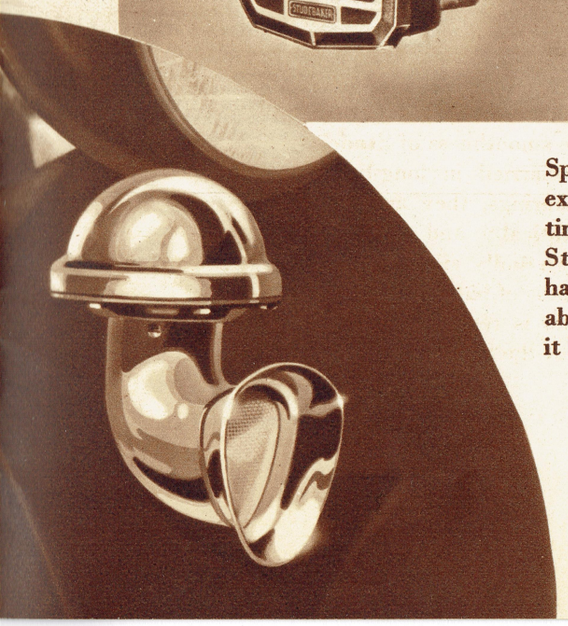




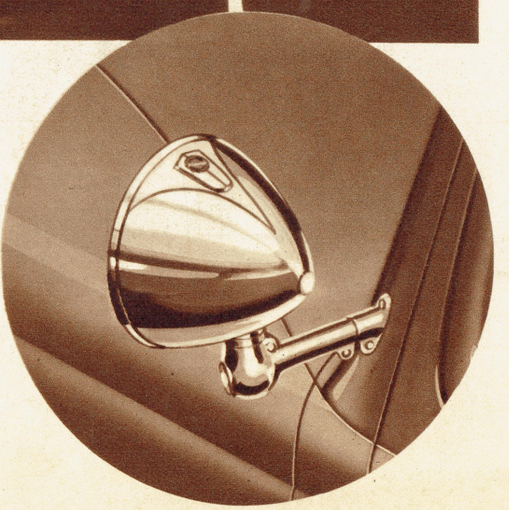
De Luxe Studebaker radio, custom-built by Philco, is a super-heterodyne with full size dynamic speaker and tone control. Electric clock, harmonizing with instrument panel, accurately compensated for temperature variation.

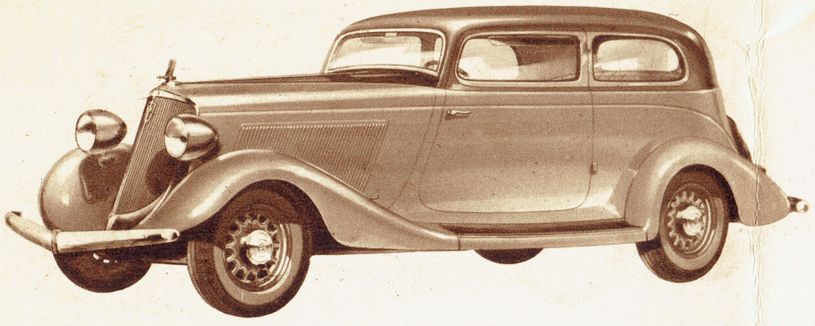
A powerful spotlight, turning with the front wheels and contributing effectively to safety, particularly on turns and driveways, is available at moderate price, as is a chrome-finished license plate frame.



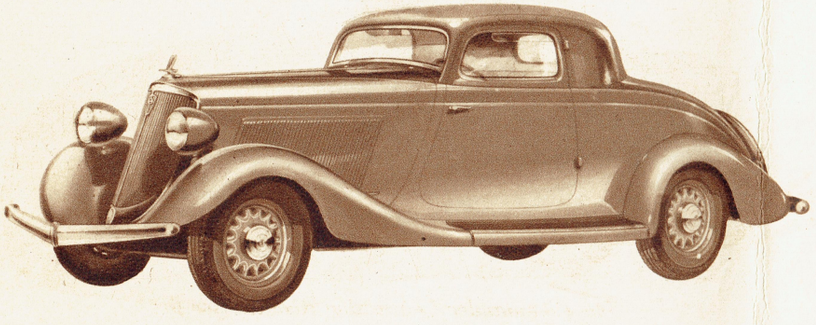


Special Studebaker salon type horn for exterior mounting produces a tone as distinctive as its appearance. And the swagger Studebaker Sportlite, shown at right, has a range of 3,000 feet. Instantly adjustable in any direction from interior of car, it holds a steady beam on roughest roads.

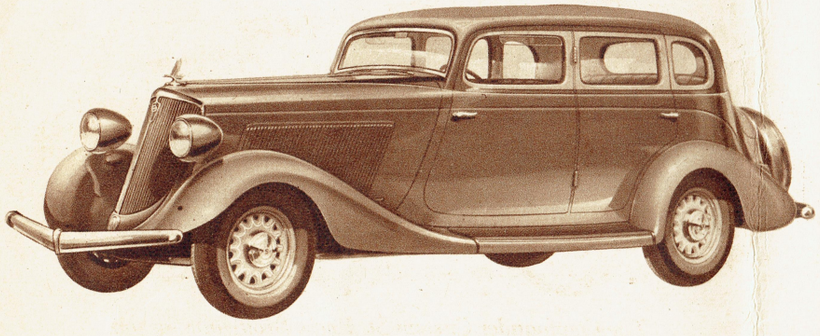




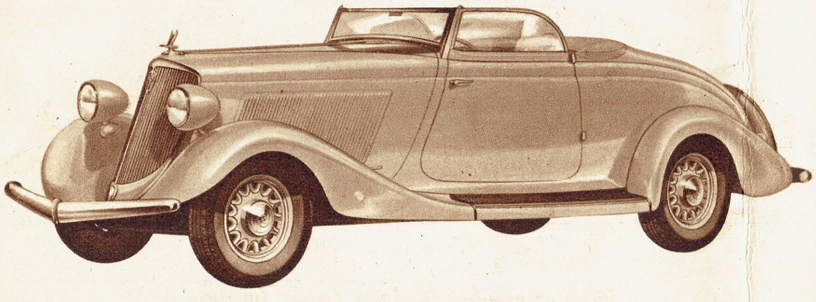
The Dictator De Luxe St. Regis Brougham for five



The Dictator De Luxe Coupe for three or five



The Dictator Custom Sedan for six



The Dictator Convertible Roadster for five

STUDEBAKER DICTATOR SIX

SPECIFICATIONS DE LUXE CHASSIS

ENGINE . . . 88 horsepower. Six cylinders, L-head type. Bore 3 ¼ inches; stroke 4⅛ inches. Piston displacement, 205 cubic inches. N.A.C.C. horsepower rating, 25.4. Develops 88 brake horsepower at 3600 r.p.m. Aluminum cylinder head standard. Compression ratio 6.3 to 1. Lynite pistons, aluminum alloy with four rings, three compression and one oil control. Connecting rods drop forged from selected steel. Heavy drop forged crankshaft statically and dynamically balanced and counterweighted. Four steel-backed babbitt-lined camshaft bearings. Vibration damper insures engine smoothness.

LUBRICATION . . . Full pressure feed to main, connecting rod and camshaft bearings. Oil screen and crankcase ventilator. Oil reservoir capacity 5 quarts.

CARBURETION . . . 1¼ inch single updraft carburetor fitted with silencer which practically eliminates motor roar and acts as air cleaner. Full automatic choke and manual heat control provide greater efficiency at varying motor temperatures.

IGNITION . . . Vacuum adjustment retards spark slightly while accelerating with wide open throttle, resulting in marked smoothness during acceleration and eliminating spark knock. An anti-backfire device prevents damage to starting motor. 102 ampere-hour battery.

STARTER . . . Automatic. A turn of the switch key starts engine.

FUEL SYSTEM . . . Fuel pump supplies gasoline to carburetor through filter. Electric fuel gauge on dash. Fuel tank capacity 14½ gallons. Aluminum head permits use of "regular" fuels without knock.

COOLING SYSTEM . . . Centrifugal water pump driven by fan shaft. Improved, silent fan. Thermostatic heat control. Heat indicator on dash. Cooling system capacity 3.9 gallons.

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

TRANSMISSION . . . Free Wheel, selective type, with Synchronized Shifting. Three speeds forward, one reverse. Standard gear shift. Mounted in unit with engine. Free Wheeling available in all forward speeds; may be locked out by pull button on dash, making braking power of engine available in all gears. Main shaft mounted on ball bearings.

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

DRIVE . . . Hotchkiss type; tubular propeller shaft. Grease-packed roller bearings in universal joints require no lubrication in lifetime of car.

SPRINGS . . . Semi-elliptic. U-type threaded spring shackles. Hydraulic shock absorbers. Metal spring covers, a standard accessory at slight extra cost, eliminate spring noise and improve riding qualities.

BRAKES . . . Steeldraulic type. Internal expanding type with ¼ inch molded lining. Cast brake drums 11⅛ inches in diameter 1¾ inches wide.

STEERING GEAR . . . Cam and lever type, 15-1 reduction. Thin grip, 3-spoke, steel-core, safety steering wheel, 18 inches in diameter.

FRAME . . . Rigid pressed steel, double drop construction, X-member type. Tread: front 58 inches; rear 60 inches. Full cushioned power obtained by 4-point motor suspension with front and rear supports mounted in live rubber.

WHEELS . . . 17-inch, drop center, true running type. Five painted steel-spoke artillery wheels standard, with spare mounted on rear. Wire wheels optional.

OVERALL LENGTH . . . Roadsters, Coupes and Custom models, 199⅜ inches; others, 195⅜ inches.

TIRES . . . Full balloon tires, four-ply, 17 x 5.50. Air balloons, on De Luxe and Custom models only, at extra cost.

BODY . . . One piece steel construction which, combined with X-frame design and method of bolting body to side and top of frame, provides maximum rigidity. Insulated against noise, heat and cold. New type Dual-Dome cowl provides further rigidity. Streamlined fender and body design increases speed, beauty and fuel economy. Safety glass standard at slight extra cost.

BODY VENTILATION . . . New Studebaker type ventilating system. Ventilating vanes standard equipment in front doors and adjustable rear quarter window frames make possible virtually any degree of air current control desired and permit raising or lowering of entire window for conventional body ventilation. Flush type cowl ventilator and adjustable windshield.

LIGHTS . . . Triple beam headlamps streamlined and painted to match body. Toe switch on floorboard throws light beams at any level to right of road when passing oncoming car. Two combination traffic and brake tail lamps, reflex type. Dome light in interior. Instrument panel indirectly lighted to prevent glare.

REFINEMENTS . . . Mohair or broadcloth upholstery in closed models. Leather upholstery in convertible roadster. Form fitting seats with luxurious spring cushions which provide maximum of comfort. Upholstered arm rests in rear seats. Silken curtains, with rear curtain concealed behind rear seat when not in use. Door pockets, grip cords, robe strap and foot rest. Two ash receivers built into handles at each end of robe strap. Interior hardware of combination onyx and chrome finish. Exterior hardware chrome finish. Front seat adjustable from easily accessible push button at left of driver. Closed models wired for radio. Instrument panel is recessed for both radio and clock accessories. Package compartment and ash receivers in instrument panel. Two sun visors, bandit-proof door locks, and adjustable steering column. Hand brake at left of driver provides clearway front compartment. Steering wheel grained to match metal trim. Invisible hood latches, chrome radiator ornament, chrome plated windshield frame. Streamlined single bar bumpers and vertical bumpers standard accessories at slight extra cost.

EQUIPMENT . . . Twin windshield wipers operated from below, rear vision mirror, speedometer, electric fuel gauge, engine thermometer, oil pressure gauge, ammeter.

REGAL EQUIPMENT . . . Six steel spoke artillery wheels. Wire wheels optional. Two spare wheels are mounted in front fender wells. Spacious trunk on Sedans and St. Regis Broughams, streamlined in rear deck. Locks for spare tires.

CUSTOM EQUIPMENT . . . (on Sedans and St. Regis Broughams only) . . . Five steel-spoke artillery wheels. Wire wheels optional. Spare wheel, with lock on adjustable rear carrier, for easy access to trunk.

MODELS . . . Four-door 5-passenger Sedan; Two-door 5-passenger St. Regis Brougham; 2-passenger Coupe; 4-passenger Coupe with rumble seat; 4-passenger Convertible Roadster. All models available with either De Luxe or Regal equipment. Custom equipment on Sedans and St. Regis Broughams only.

Above specifications apply to Dictator chassis only. Specifications for Dictator Special chassis same as above except for free wheeling, automatic starting, automatic choke, extra tail lamp, extra windshield wiper, extra sun visor, rear compartment ash receivers and Multi-beam headlamp control

STUDEBAKER COMMANDER EIGHT

ENGINE . . . 103 horsepower. Eight cylinders in line, cast en bloc. L-head type. Bore, 3 1/16 inches; stroke 3 3/4 inches. Piston displacement, 221 cubic inches. N.A.C.C. horsepower rating, 30. Develops 103 brake horsepower at 4000 r.p.m. Aluminum cylinder head standard. Compression ratio 6.3 to 1. Lynite pistons, aluminum alloy fitted with four rings, three compression and one oil control. Connecting rods drop forged from selected steel. Heavy drop forged crankshaft statically and dynamically balanced and counterweighted. Crankshaft mounted in nine large steel-backed bearings. Six steel-backed, babbitt-lined camshaft bearings. Vibration damper. Valve spring dampers. Power conserving silencer.

LUBRICATION . . . Full pressure feed to main, connecting rod and camshaft bearings. Oil filter and crankcase ventilator. Oil reservoir capacity 6 1/2 quarts.

CARBURETION . . . 1 1/2 inch single downdraft carburetor fitted with silencer which practically eliminates motor roar and acts as air cleaner. Full automatic choke control. Intake manifold temperature automatically controlled.

IGNITION . . . Vacuum adjustment retards spark slightly while accelerating with wide open throttle, resulting in marked smoothness during acceleration and eliminating spark knock. Anti-backfire device prevents damage to starting motor. 102 ampere-hour battery.

STARTER . . . Automatic. A turn of the switch key starts engine.

FUEL SYSTEM . . . Fuel pump supplies gasoline to carburetor through filter. Electric fuel gauge on dash. Fuel tank capacity 17 1/2 gallons. Aluminum head permits use of "regular" fuels without knock.

COOLING SYSTEM . . . Grease-lubricated centrifugal water pump driven from generator. Improved, silent fan. Thermostatic heat control. Heat indicator on dash. Cooling system capacity 4.6 gallons.

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

TRANSMISSION . . . Free Wheel, selective type, with Synchronized Shifting. Three speeds forward, one reverse. Standard gear shift. Mounted in unit with engine. Free Wheeling available in all forward speeds; may be locked out by pull button on dash, making braking power of engine available in all gears. Main shaft mounted on ball bearings.

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

DRIVE . . . Hotchkiss type; tubular propeller shaft. Grease-packed roller bearings in universal joints require no lubrication in lifetime of car.

SPRINGS . . . Semi-elliptic. U-type threaded spring shackles. Hydraulic automatic ride control. Metal spring covers, a standard accessory at slight extra cost, eliminate spring noise and improve riding qualities.

BRAKES . . . Duo-Power mechanical brakes. Vacuum power cylinder to aid pedal pressure. Internal expanding type with 1/4 inch molded lining and cast brake drums 12 1/8 inches in diameter, 1 1/2 inches wide.

STEERING GEAR . . . Cam and lever type, 17-1 reduction. Lever pin mounted on Timken roller bearings. Kick shackle on left front spring horn prevents shimmy and transmission of road shocks to steering wheel. Thin-grip, 3-spoke, steel-core safety steering wheel, 18 inches in diameter.

FRAME . . . Box section type with X-cross member in center and heavy tubular member in front. Tread: front, 59 inches; rear, 61 1/4 inches. Full cushioned power obtained by 4-point motor suspension with front and rear supports mounted in live rubber.

WHEELS . . . 17-inch, drop center, true running type. Five painted steel-spoke artillery wheels standard, with spare mounted on rear. Wire wheels optional.

OVERALL LENGTH . . . Roadsters, Coupes and all Custom models, 203 7/8 inches; others, 199 7/8 inches.

TIRES . . . Full balloon tires, four-ply. 17 inches by 6.00.

BODY . . . One piece steel construction, bolted to side and top of box section frame, provides maximum rigidity. Insulated against noise, heat and cold. New type Dual-Dome cowl provides further rigidity. Streamlined fender and body design increases speed, beauty and fuel economy. Safety glass standard at slight extra cost.

BODY VENTILATION . . . New Studebaker type ventilating system. Ventilating vanes standard equipment in front doors and adjustable rear quarter window frames make possible virtually any degree of air current control desired and permit raising or lowering of entire window for conventional body ventilation. Flush type cowl ventilator and adjustable windshield.

LIGHTS . . . Triple beam headlamps streamlined and painted to match body. Toe switch on floorboard throws light beams at any level to right of road when passing oncoming car. Two combination traffic and brake tail lamps, reflex type. Dome light in interior. Instrument panel indirectly lighted to prevent glare.

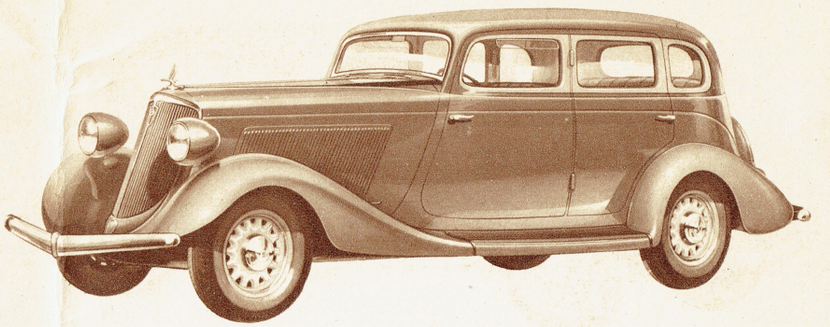
REFINEMENTS . . . Mohair or broadcloth upholstery in closed models. Leather upholstery in convertible roadster. Formfitting seats with luxurious spring cushions. Upholstered arm rests in rear seats. Silken curtains, with rear curtain concealed behind rear seat when not in use. Door pockets, grip cords, robe strap and foot rest. Two ash receivers built into handles at each end of robe strap. Interior hardware of combination onyx and chrome finish. Exterior hardware chrome finish. Front seat adjustable from easily accessible push button at left of driver. Closed models wired for radio. Instrument panel is recessed for both radio and clock accessories. Package compartment and ash receiver in instrument panel. Two sun visors, bandit-proof door locks, and adjustable steering column. Hand brake at left of driver provides clearway front compartment. Steering wheel grained to match metal trim. Invisible hood latches, chrome radiator ornament, chrome plated windshield frame. Streamlined single bar bumpers and vertical bumpers standard accessories at slight extra cost.

EQUIPMENT . . . Twin windshield wipers operated from below, rear vision mirror, speedometer, electric fuel gauge, engine thermometer, oil pressure gauge, ammeter.

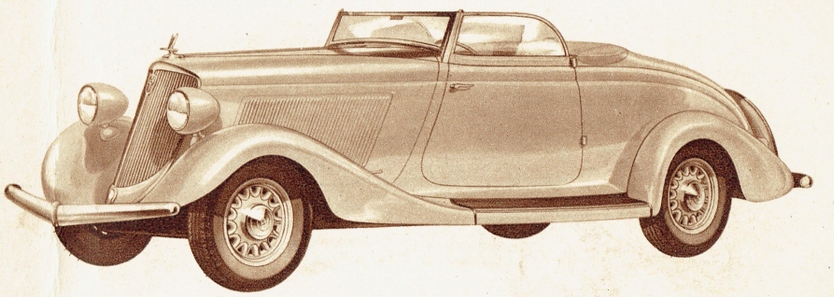
REGAL EQUIPMENT . . . Six steel-spoke artillery wheels. Wire wheels optional. Two spare wheels mounted in front fender wells. Spacious streamlined trunk on Sedans and St. Regis Broughams. Spare tire locks.

CUSTOM EQUIPMENT . . . (on Sedans and St. Regis Broughams only) . . . Five steel-spoke artillery wheels. Wire wheels optional. Spare wheel, with lock on adjustable rear carrier, for easy access to trunk.

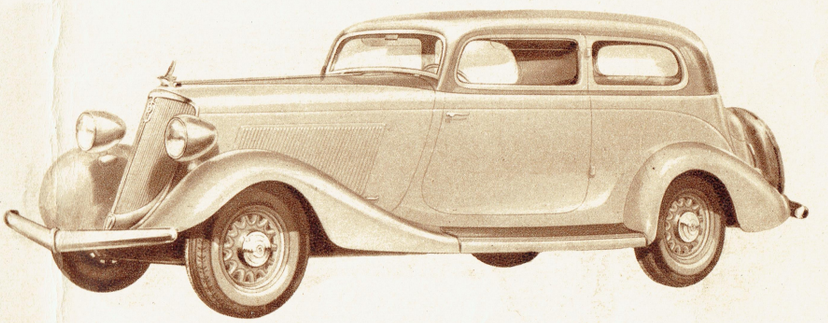
MODELS . . . Four-door, 5-passenger Sedan; two-door 5-passenger St. Regis Brougham; 2-passenger Coupe; 4-passenger Coupe with rumble seat; 4-passenger convertible Roadster. All models available with either De Luxe or Regal equipment. Custom equipment on Sedans and St. Regis Broughams only.



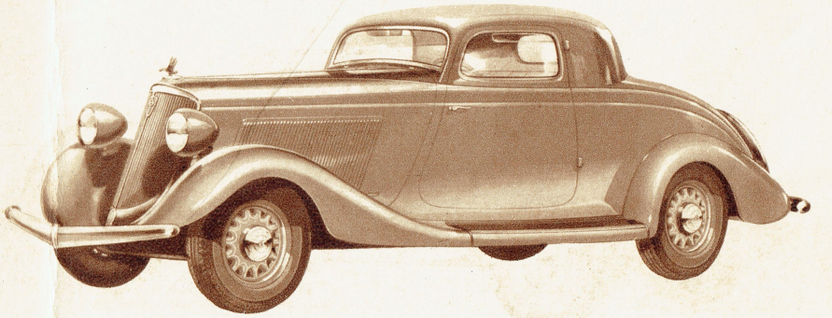
The Commander De Luxe Sedan for six



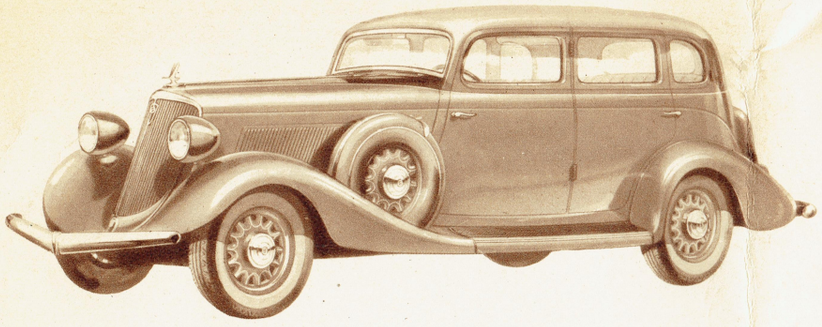
The Commander Convertible Roadster for five



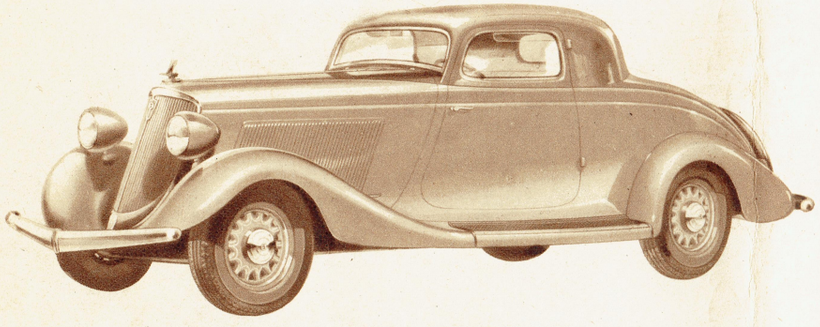
The Commander Custom St. Regis Brougham for five



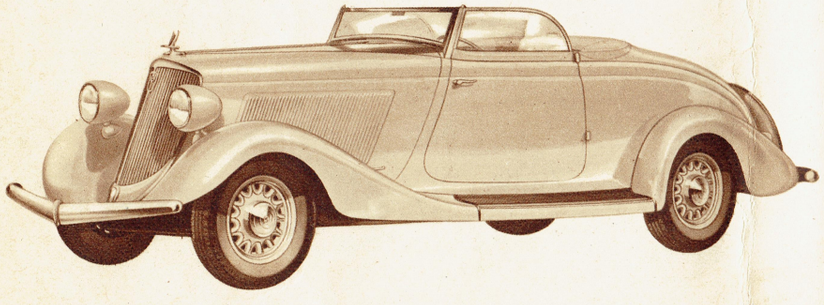
The Commander De Luxe Coupe for three or five



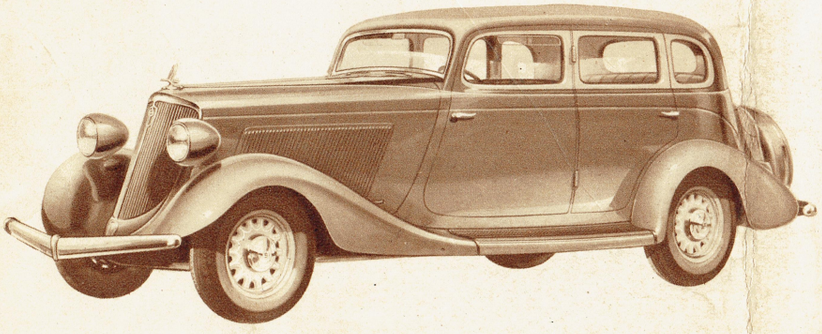
The President Regal Sedan for six



The President De Luxe Coupe for three or five



The President Convertible Roadster for five



The President Custom Sedan for six

STUDEBAKER PRESIDENT EIGHT

ENGINE . . . 110 h. p. Eight cylinders in line, cast en bloc. L-head type. Bore, 3 1/16 in.; stroke, 4 1/4 in. Piston displacement, 250 cu. in. N. A. C. C. horsepower rating, 30. Develops 110 brake h. p. at 3800 r.p.m. Aluminum cylinder head standard. Compression ratio 6.3 to 1. Lynite pistons, aluminum alloy fitted with four rings, three compression and one oil control. Connecting rods drop forged from selected steel. Heavy drop forged crankshaft statically and dynamically balanced and counterweighted. Nine large steel-backed high lead bronze bearings. Interchangeable connecting rod bearings steel-backed, high lead bronze type. Six steel-backed, babbitt-lined camshaft bearings. Vibration damper. Valve spring dampers. Power conserving muffler.

LUBRICATION . . . Full pressure feed to main, connecting rod and camshaft bearings. Oil filter and crankcase ventilator. Oil reservoir capacity 6 1/2 quarts.

CARBURETION . . . 1 1/4 inch duplex downdraft carburetor fitted with silencer which practically eliminates motor roar and acts as air cleaner. Full automatic choke. Heat control of intake manifold is entirely automatic.

IGNITION . . . Vacuum adjustment retards spark slightly while accelerating with wide open throttle, resulting in marked smoothness during acceleration and eliminating spark knock. Anti-backfire device prevents damage to starting motor. 136 amp. hr. battery.

STARTER . . . Automatic. A turn of the switch key starts engine.

FUEL SYSTEM . . . Fuel pump supplies gasoline to carburetor through filter. Electric fuel gauge on dash. Fuel tank capacity 17 1/2 gallons. Aluminum head permits use of "regular" fuels without knock.

COOLING SYSTEM . . . Grease-lubricated centrifugal water pump driven from generator. Improved, silent fan. Thermostatic heat control. Heat indicator on dash. Cooling system capacity 4.6 gallons.

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

TRANSMISSION . . . Free Wheel, selective type, with Synchronized Shifting. Three speeds forward, one reverse. Standard gear shift. Mounted in unit with engine. Free Wheeling available in all forward speeds; may be locked out by pull button on dash, making braking power of engine available in all gears. Main shaft mounted on ball bearings.

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

DRIVE . . . Hotchkiss type, tubular propeller shaft. Grease-packed roller bearings in universal joints require no lubrication in lifetime of car.

SPRINGS . . . Semi-elliptic. U-type threaded spring shackles. Hydraulic automatic ride control. Metal spring covers, a standard accessory at slight extra cost, eliminate spring noise and improve riding qualities.

BRAKES . . . Duo-Power mechanical brakes. Pedal pressure augmented by vacuum power cylinder. Internal expanding type with 1/4 inch molded lining. Cast brake drums 13 1/8 inches in diameter, 1 3/4 inches wide.

STEERING GEAR . . . Cam and lever type, 18-1 reduction. Lever pin mounted on Timken roller bearings. Kick shackle on left front spring horn prevents shimmy and transmission of road shocks to steering wheel. Thin grip, 3-spoke, steel-core safety steering wheel, 18 inches in diameter.

FRAME . . . Box section frame with X-cross member in center and heavy tubular member in front. Tread: front, 59 inches; rear, 61 1/4 inches. Full cushioned power obtained by 4-point motor suspension with front and rear supports mounted in live rubber.

WHEELS . . . 17-inch, drop center, true running type. Five painted steel-spoke artillery wheels standard, with spare mounted on rear. Wire wheels optional.

OVERALL LENGTH . . . Roadsters, Coupes and all Custom models, 207 7/8 inches; others, 203 7/8 inches.

TIRES . . . Full balloon tires, four-ply 17 x 6.50.

BODY . . . One piece steel construction, bolted to side and top of box section frame, provides maximum rigidity. Insulated against noise, heat and cold. New type Dual-Dome cowl provides further rigidity. Streamlined fender and body design, increases speed, beauty and fuel economy. Safety glass standard at slight extra cost.

BODY VENTILATION . . . New Studebaker type ventilating system. Ventilating vanes standard equipment in front doors and adjustable rear quarter window frames make possible virtually any degree of air current control desired and permit raising or lowering of entire window for conventional body ventilation. Flush type cowl ventilator and adjustable windshield.

LIGHTS . . . Triple beam headlamps streamlined and painted to match body. Toe switch on floorboard throws light beams at any level to right of road when passing oncoming car. Two combination traffic and brake tail lamps, reflex type. Dome light in interior. Instrument panel indirectly lighted to prevent glare.

REFINEMENTS . . . Mohair or broadcloth upholstery in closed models. Leather upholstery in convertible roadster. Form fitting seats with luxurious spring cushions. Upholstered arm rests at sides and center of rear seats. Silken curtains, with rear curtain concealed behind rear seat when not in use. Door pockets, grip cords, robe strap and foot rest. Two ash receivers built into handles at each end of robe strap. Interior hardware of combination onyx and chrome finish. Exterior hardware chrome finish. Front seat adjustable from easily accessible push button at left of driver. Closed models wired for radio. Instrument panel recessed for both radio and clock accessories. Package compartment and ash receiver in instrument panel. Two sun visors, bandit-proof door locks and adjustable steering column. Hand brake at left of driver provides clearway front compartment. Steering wheel grained to match metal trim. Invisible hood latches, chrome radiator ornament, chrome plated windshield frame. Streamlined single bar bumpers and vertical bumpers standard accessories at slight extra cost.

EQUIPMENT . . . Twin windshield wipers operated from below, rear vision mirror, speedometer, electric fuel gauge, engine thermometer, oil pressure gauge, ammeter.

REGAL EQUIPMENT . . . Six steel spoke artillery wheels. Wire wheels optional. Two spare wheels mounted in fender wells. Spacious streamlined trunk on Sedans. Spare tire locks.

CUSTOM EQUIPMENT . . . (on Sedans only) . . . Five steel-spoke artillery wheels. Wire wheels optional. Spare wheel, with lock on adjustable rear carrier, for easy access to trunk.

MODELS . . . Four-door 5-passenger Sedan; 2-passenger Coupe; 4-passenger Coupe with rumble seat; 4-passenger Convertible Roadster. All models available with De Luxe or Regal equipment. Custom equipment on Sedans only.

Studebaker reserves the right to change any of the specifications listed in this catalog without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured.

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