THE INSIDE STORY

★ ★ ★ ★ ★ ★ ★ OF THE

1937 STUDEBAKERS

A MANUAL FOR THE USE OF
STUDEBAKER SALESMEN

THE INSIDE STORY OF THE 1937 STUDEBAKERS

STUDEBAKER

Nº 3664E

This numbered copy is for the exclusive use of

STUDEBAKER

Jack Willard

2936 Highland Ave
Sacramento, Calif

FOREWORD

TO STUDEBAKER SALESMEN

In this book we are giving you the most complete and most interesting collection of information about a line of new automobiles that has ever been compiled. • We have spared no effort to answer graphically, fully and fairly every question that a prospective buyer of a new 1937 Studebaker might ask. • We believe the new Dictators and Presidents for 1937 are the best looking as well as the best built automobiles the market offers—and we are confident that no competition you meet, however well-established, will stop you from rolling up record sales for these new Studebakers in your territory if you make those facts *clear* to people who plan to buy cars.

Paul G Hoffman

PRESIDENT THE STUDEBAKER CORPORATION

Helen Dryden

INDUSTRIAL STYLIST
DESIGN CONSULTANT

25 FIFTH AVENUE

NEW YOR

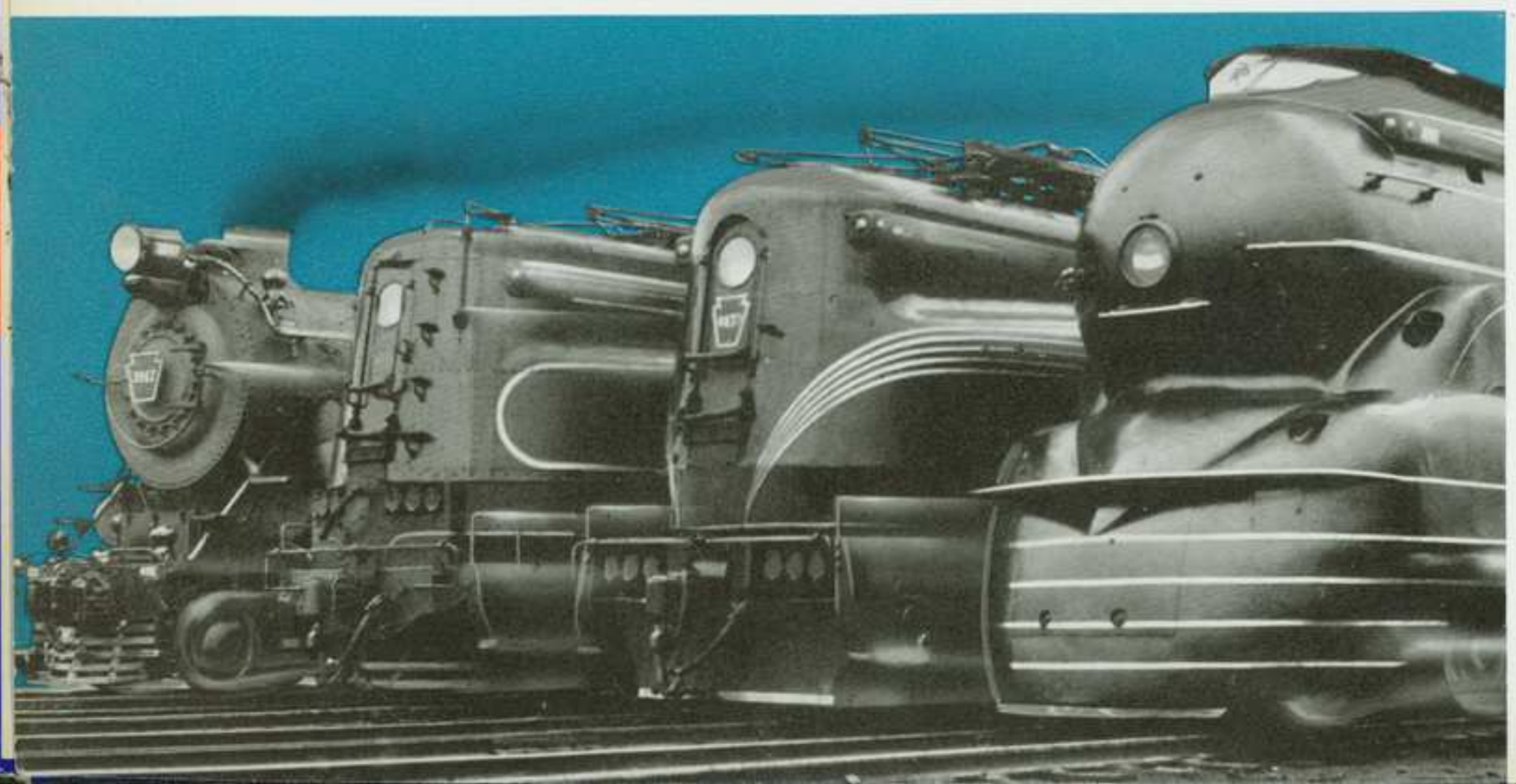
THE LAST WORD IN SMART *Style*

You learned in your first few days of automobile selling that the woman of the family has an important influence when it comes to the choice of a new car. Your experience in meeting the claims of competitors undoubtedly has convinced you that no manufacturer in the business has done so much as Studebaker in creating cars that the modern woman instantly approves. In designing its 1937 line of Dictators and Presidents, Studebaker, for the second consecutive year, employed one of the best regarded woman stylists in the world for counsel and suggestions. The Studebaker staff of body en-

gineers, working in collaboration with

talented Helen Dryden, has again succeeded in giving Studebaker interiors, as well as exteriors, a distinction and good taste that no other cars, whatever their price, can surpass. • As a salesman, familiar with the reactions of the American motoring public, you are undoubtedly glad to know that the new Studebakers for 1937 are definitely different and advanced in appearance. In the refreshing, vigorous grace of line of the new Dictators and Presidents, you see convincing proof that individuality in automobile styling can be achieved without resort to architectural radicalism. • You know, better than we could tell you, that your prospective customers, in the main, are not venturesome people. They do not care to

own unduly conspicuous cars. And so it certainly must gratify you to find that Studebaker for 1937 is adhering to its successful



RAILROADS SENSED THE NEED FOR ADVANCED DESIGN

MODERN ARCHITECTURE STRESSES SIMPLICITY

policies of producing automobiles that are advanced in styling yet at the same time patterned in good taste that endures. • The new Studebakers are refreshingly eye-arresting and unique in their air-curved symmetry. Yet their real recommendation is, that for all their newness and smartness, they will wear well in a style sense as well as mechanically. Manufacturers of so many articles, from bread to shoes, have been talking so much about streamlining that the idea itself seems old by now. Yet it is only a few years since this adaptation of the contours of airplanes was first proved to be practical for automobiles in a car designed

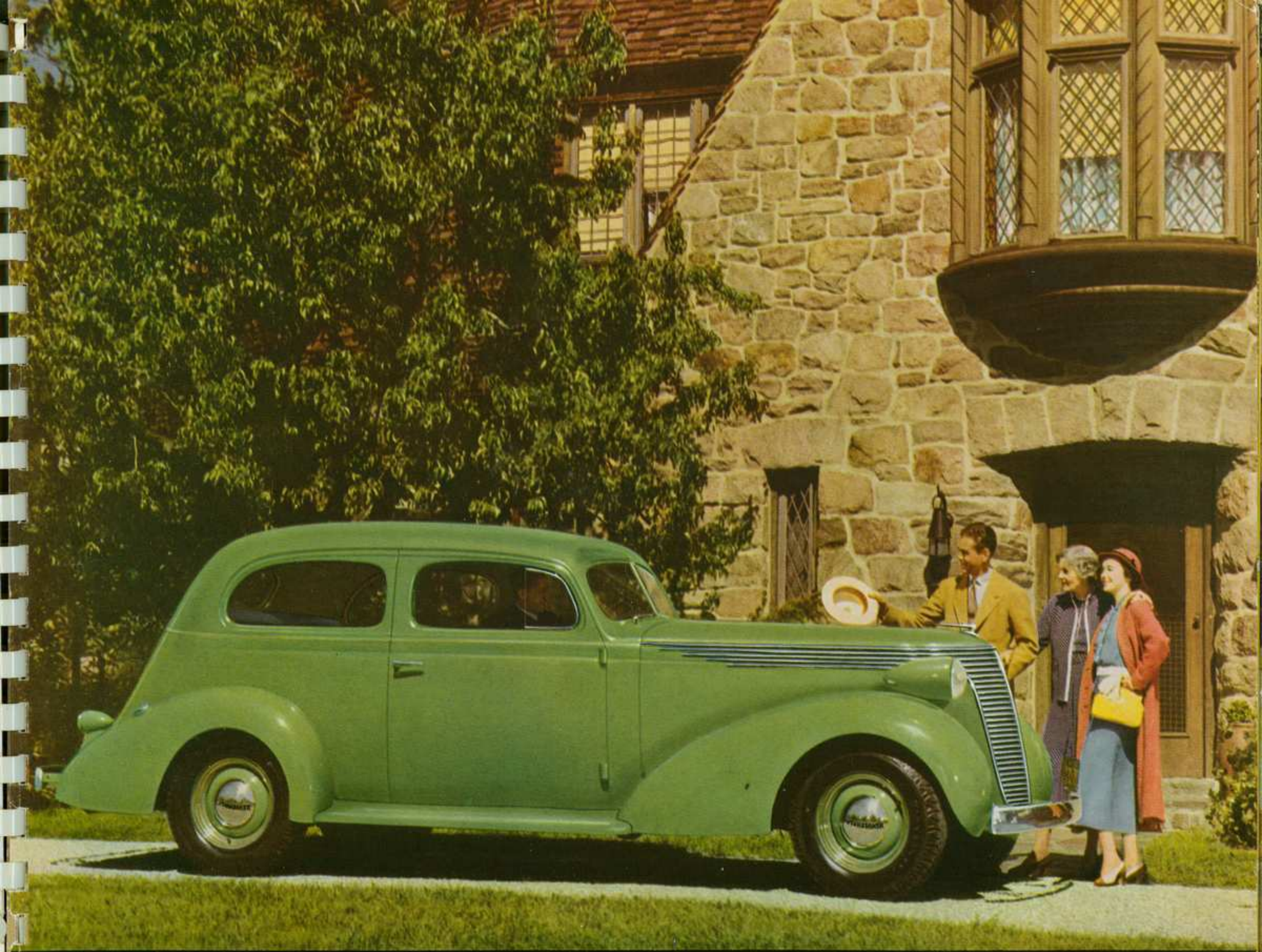
STUDEBAKER DICTATOR CUSTOM SEDAN FOR SIX

by Studebaker's chief body engineer. • That car was the Silver Arrow, built by Studebaker for the Pierce-Arrow Motor Car Company when that organization was a Studebaker subsidiary. The sensation of the National Automobile Shows of 1933, the Silver Arrow marked the beginning of the end of the square-edged automobile bodies of pre-depression motoring. • The railroads of the country, desperate for passenger business at the time, sensed the advertising possibilities of streamlining and gave the world such examples of it as the Union Pacific's Streamliner, the Burlington's Zephyr, the Milwaukee's Hiawatha, to mention but a few. • A new era in automobile architecture had definitely begun—and yet, like the builders of the Normandie and the Queen Mary, Studebaker engineers realized that external attractiveness and impressiveness meant little, if comfort and convenience had to be sacrificed. • And so, in developing a stirring interpretation of streamlining, Studebaker did not forget that it is necessary for the driver of a car to see what he is doing. Studebaker did not forget that passengers must have head

STUDEBAKER DICTATOR COUPE FOR FIVE

YACHT-LIKE GRACE DISTINGUISHES THE NORMANDIE

room, as well as leg room and elbow room, in order to enjoy riding in a car. Studebaker did not lose sight of the fact that doors should be high as well as wide for comfortable exit and entrance. • These advantages, so definitely limited by much of the streamlining and quasi-streamlining that have been in vogue, are now abundantly available to your prospective customers in the new 1937 Dictators and Presidents. • These Studebakers of 1937 are instantly identifiable by silvery "Winged Victory" radiator grilles and hood louvers. The hood top is long, undivided and beautifully rounded—and lifts up from the front for engine and radiator servicing. There is no unsightly center ridge. The almost invisible hinges are at the back where the hood top meets the cowl. And they securely hold up the top until it is pulled down again. • The fenders are of sweeping air-foil design,



STUDEBAKER DICTATOR ST. REGIS CUSTOM SEDAN FOR SIX

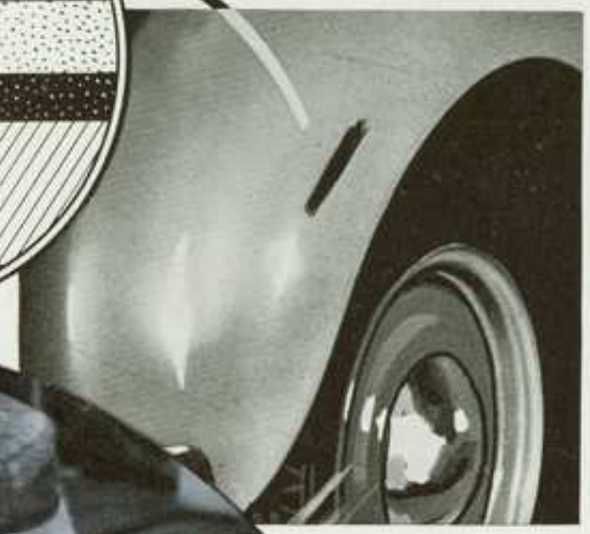
concealing the understructure, helping to keep the car clean and aiding in dissipating the force of head-on as well as side-to-side wind currents. The torpedo shaped headlamps blend gracefully with the contour of the hood and fenders. • The V-shaped, safety glass windshield is exceptionally high and wide. It is set securely into the air-curved Studebaker steel top which is the largest one-piece sheet of steel used in any automobile, extending clear from the cowl to the trunk opening in the rear. The tremendously strong steel running boards, rubber mat and all, match the body color—and domed disc wheels are standard on Dictator as well as President models. • The trunks, whether extended or concealed in the rear deck, have more cubic feet of carrying capacity, we believe, than any trunks you will see for years to come.

The interiors, of course, are finished, fitted and upholstered with that rich smartness characteristic of Helen Dryden styling. The pages following give you detailed information on the beauty distinctions of these new Studebakers.

STUDEBAKER DICTATOR REGAL SEDAN FOR SIX

TWELVE ENDURING COATS OF PAINT GIVE LASTING LUSTER TO STUDEBAKER BODIES

HAND RUBBING... MOST CARS DON'T GET IT BUT EVERY STUDEBAKER DOES —The Studebaker finish is recognized everywhere as being superior to that of any cars selling within hundreds of dollars of Studebaker prices. The actual cost in any paint shop would be about $10.00 more for a Studebaker than for a finish equivalent to that used on most other cars.



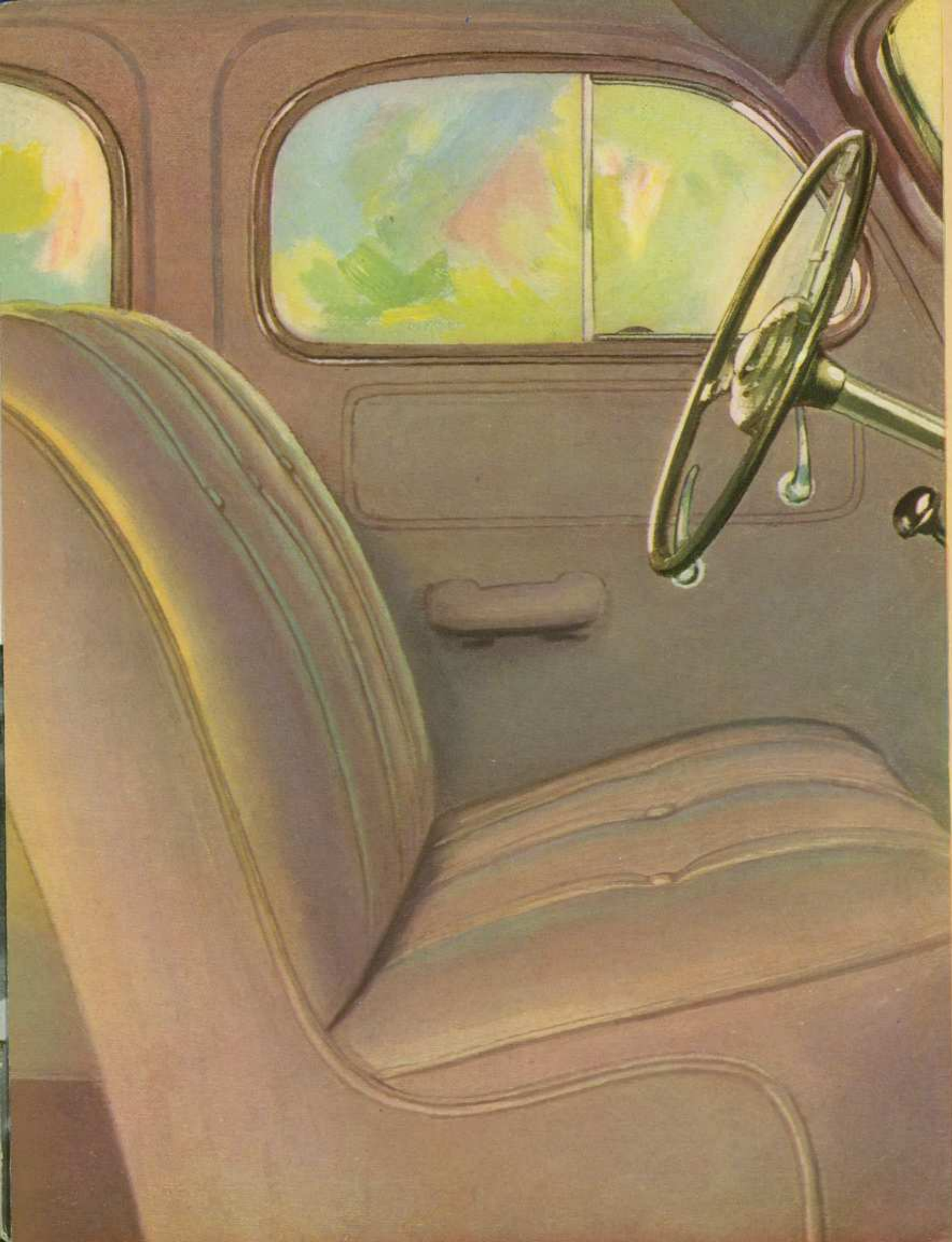
STUDEBAKER CARS ARE THOROUGHLY RUST-PROOFED —Rust has always been the most persistent and vicious enemy of the exterior finish of an automobile, but Studebaker has found ways and means of combating its ruinous action. Studebaker fenders, hood and radiator are Bonderized before lacquering. Body surfaces are cleaned before lacquering by the Aredine process. Some manufacturers are content with only one rust-proofing process — some do no rust-proofing whatever on sheet metal. The rust preventive processes used by Studebaker have a very important bearing on car resale value.

EXTRA HEAVY LACQUER REQUIRES SPECIAL TYPE SPRAY GUN — Studebaker's body-finish preparation is more thorough than any except the much higher priced cars. Studebaker paint experts have found it necessary to adopt a new-type heavier and stronger spray gun than used by others to handle the heavier Studebaker lacquer. The finish is twelve coats deep—without counting final mist coat of lacquer. Sixteen operations follow the thorough preparation of the surface by the metal finishers.

Smart furniture fabrics for Studebaker upholstery

No matter whether fine cloth or mohair velvet is the buyer's favorite upholstery fabric, either is smart as handled by Studebaker upholsterers. Instead of having merely one upholstery color for all cars, the Studebaker upholstery colors are in tones to harmonize with the color of the body paint.


0 10 20 40 60 80 90 100
GAS
0 40 80
OIL
30 0 30
AMP



Interior

OF THE

1937 Dictator

6-PASSENGER SEDAN

★

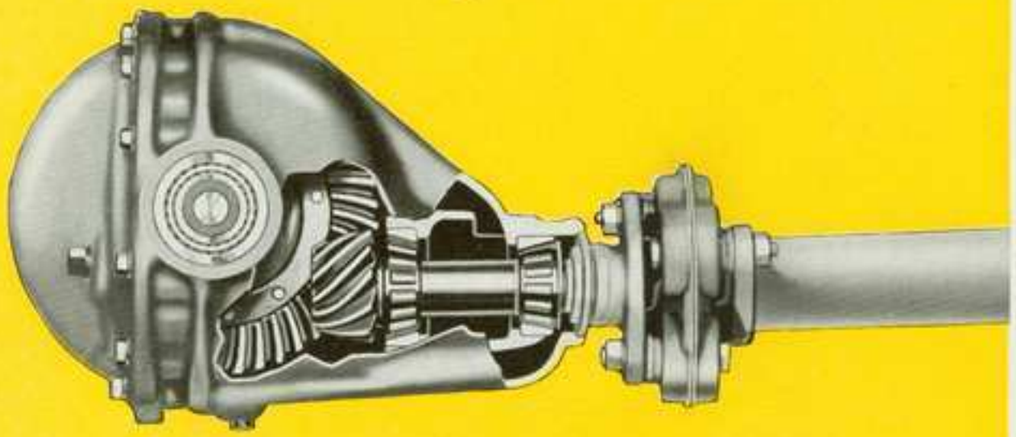
Few cars, even those of higher price, offer interiors that compare with this Dictator's. It looks as capacious and inviting as a tastefully appointed living room. The walls and roof are as smartly upholstered as the wide, deep, chair-height seats. Thick carpet pads the flat rear compartment floor. Steering wheel, instrument panel and window reveals are attractively finished in rich harmonizing colors.

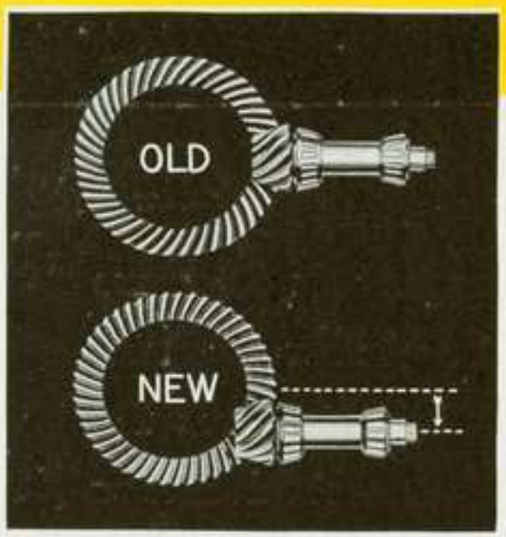
LIVING ROOM *Comfort* AT ANY SPEED ON ANY ROAD

FOR the past several years, Studebaker salesmen have been able not only to claim but to prove by actual comparison, that Studebaker Dictators and Presidents are, by a long lead, the most restful riding cars, regardless of wheelbase, the whole world of motoring offers. • This comfort, seemingly beyond improvement, has been bettered to so great an extent in the Studebakers for 1937, that it will be a long time before any other cars can match it. • Studebaker floors have long been noted for the space they provide, but now, due to a new double drop frame and a new positioning of the propeller shaft at its juncture with the rear axle, floors are much lower and both front and rear compartments proportionately roomier. This gives the new Studebakers a decisive comfort advantage since seats the same height as living room chairs are used. The seating area is centered amidships of the car in a scientifically cradled location. And, of course, Studebaker spring engineering gives the "Miracle Ride" of motoring.

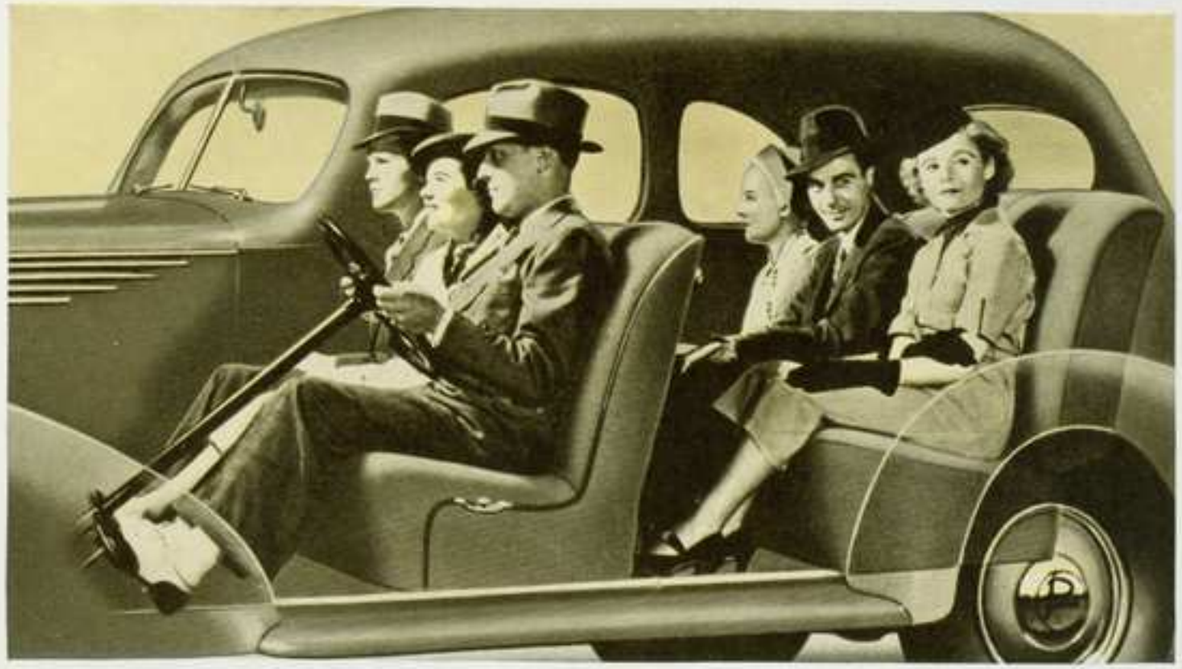
STUDEBAKER'S NEW UNDERSLUNG REAR AXLE

assures more restful riding, roomier interiors and quieter operation





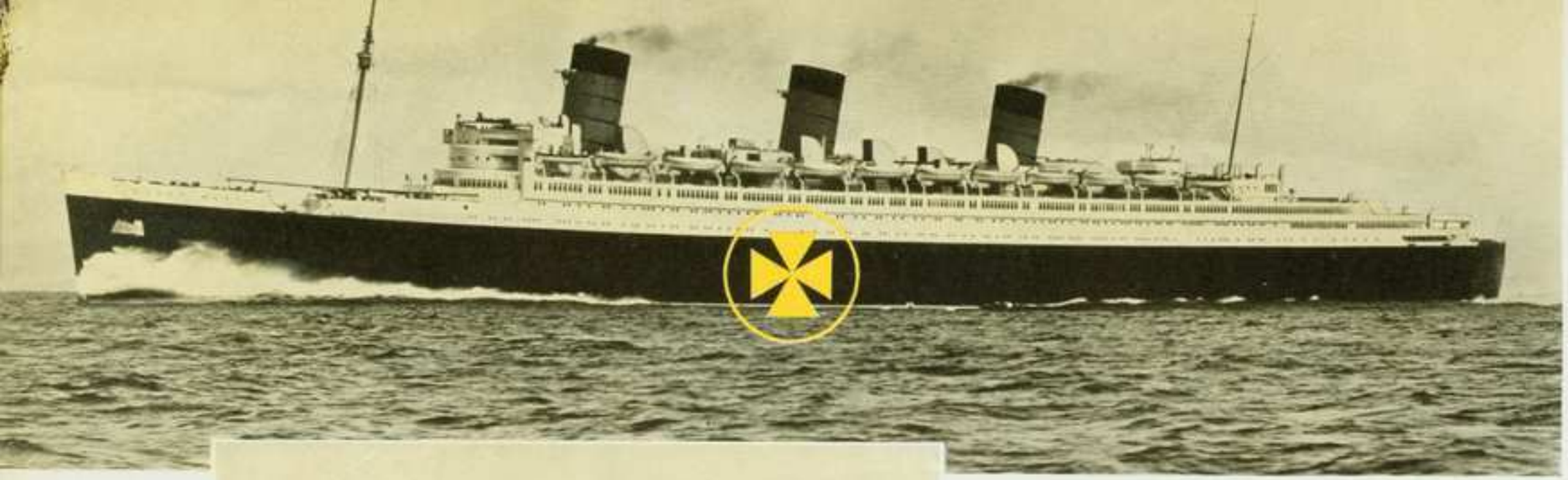
HERE'S THAT NEW STUDEBAKER HYPOID GEAR—Note that the juncture of the ring gear and the pinion gear in the new Dictators and Presidents is 1½ inches lower than in the old style cars. This new gearing not only increases roominess but is quieter than conventional bevel gears and stays quiet. Studebaker engineers again have matched the industry's best with this new hypoid gear.

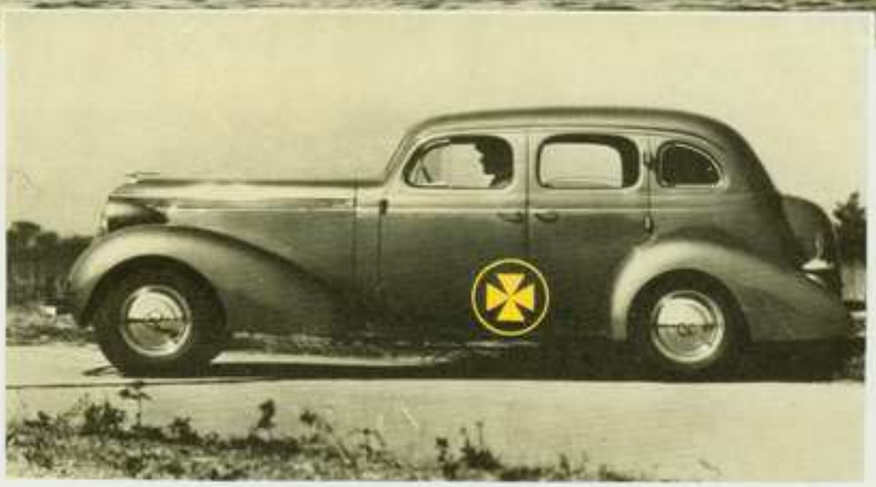


YOU RIDE "AMIDSHIPS" IN THESE NEW 1937 STUDEBAKERS—Due to the new lower positioning of the propeller shaft and its lower hypoid gearing plus Studebaker's double-drop frame, the floors of the new Dictators and Presidents are an average of 3 inches lower. This makes it possible to use true chair-height seats which are cradled between the axles, insuring a roomier car and a more restful ride. Because the door openings are deeper, it's easy even for tall people to walk in and out of a new Studebaker.

SEATS THE SAME HEIGHT AS LIVING ROOM CHAIRS—And they're just as luxuriously wide and deep. You sit with your feet in a natural restful position on the floor. Your body is at ease instead of sprawled out. Like a deep armchair, these new Studebaker seats give support to the entire body. There is a gain of 4 inches of leg room over the roomy Studebakers of last year and an extra three inches from floor to ceiling.

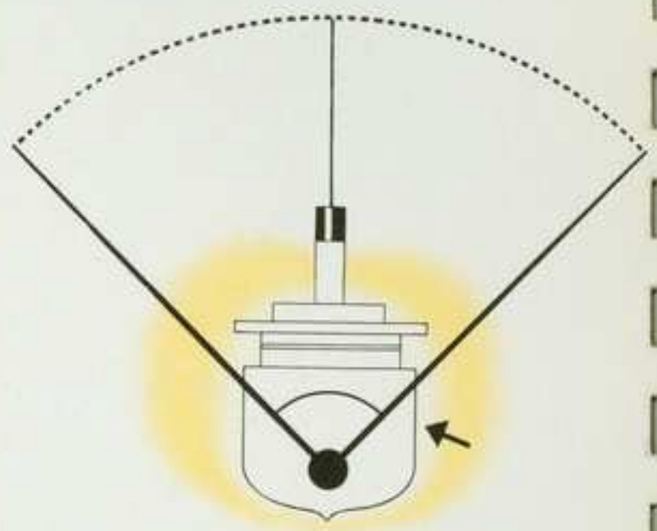
STUDEBAKER DICTATOR ST. REGIS TOURING SEDAN FOR SIX



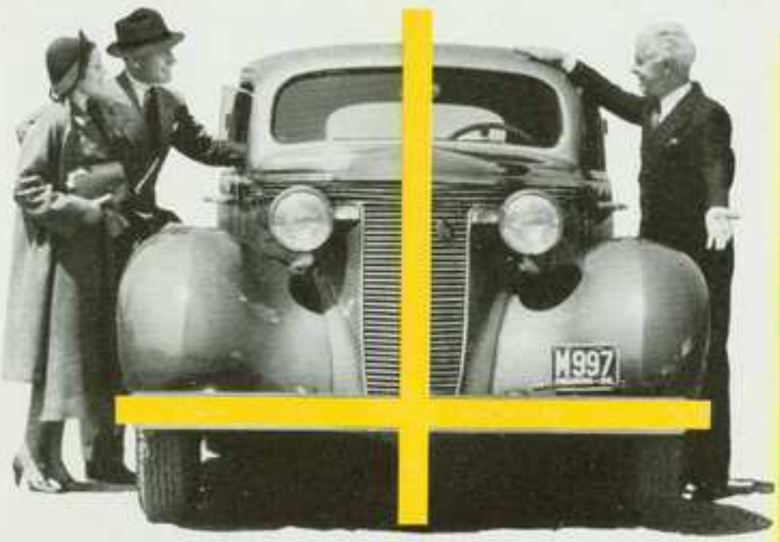


They locate the dining salon close to the meta-center in ocean liners because that's the place where there is the least amount of roll. And that's exactly the same principle employed in locating the seats in the new Studebaker. They are placed so that passengers, front and rear, literally ride amidships in a scientifically cradled position between the axles. The result is a continual feeling of steadiness even when rounding turns at fast speed.

YOU RIDE AT THE



CLOSE TO THE GROUND AND CLOSE TO THE WATER MEAN THE SAME THING—Roll is decreased the lower down a person rides in a ship or in a car. The closer you are to the meta-center the less you feel the movement.

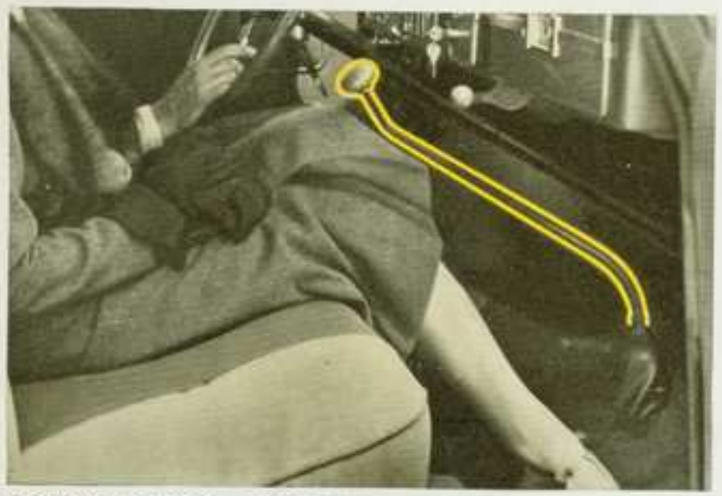


YOU CAN TILT A STUDEBAKER 57½ DEGREES AND IT WILL RIGHT ITSELF—The photograph at right by no means illustrates the degree of side tilt a Studebaker will safely take without tipping. But it would be a precarious position for most cars. It's one of Studebaker's many provisions for safety. The wide 60-inch Studebaker tread also made possible the 6-passenger sedan.

THE NEW STUDEBAKERS ARE SIX TO SEVEN INCHES WIDER THAN HIGH—That isn't just for looks although appearance is considerably helped by such design. Side sway and danger of turning over are reduced almost beyond belief. And thus the new Studebakers remain unique among all cars in their steadiness and safety. Many of your customers will be astonished to find the new Studebakers much more stable than even costly, very long wheelbase cars.

META-CENTER IN THE NEW STUDEBAKERS

THREE UNEXPECTED EXTRA INCHES OF TOE ROOM—Studebaker rear compartments this year have four visible extra inches of leg room and in addition there are three more inches underneath the back of the front seat—50 inches in all. Plenty of room even for six-footers.

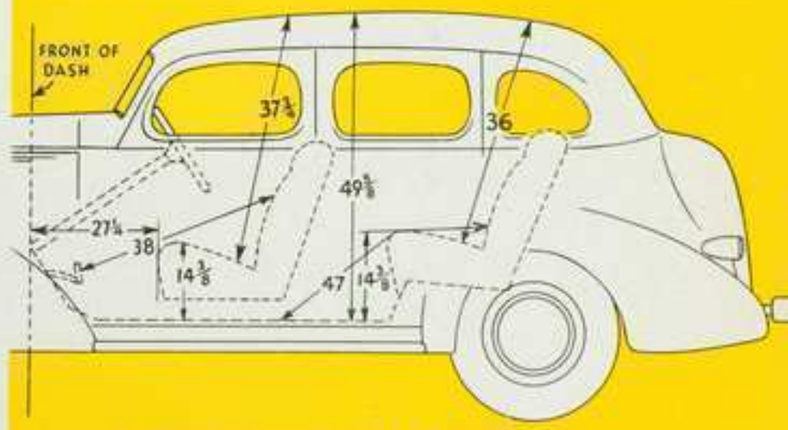


LOADS OF ROOM FOR THREE IN THE FRONT SEAT—That's due not only to extra seat width but the new curved gear shift lever outlined above does not interfere with anybody's comfort. On models equipped with the new tenite grip phantom steering wheel this lever has an attractive tenite ball handle. Studebaker literally has overlooked nothing.

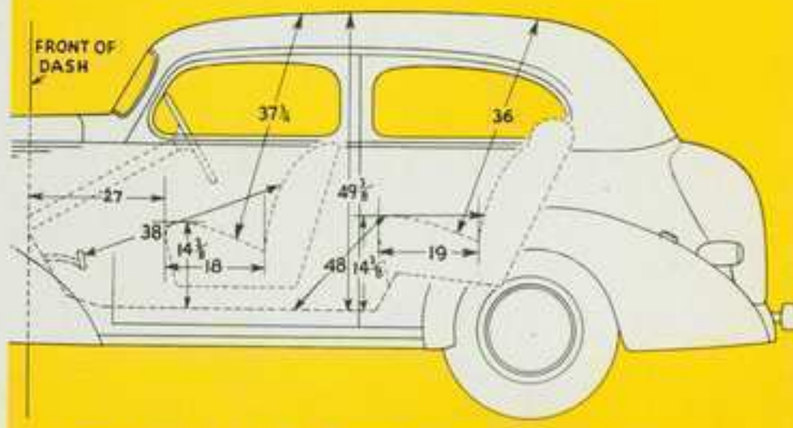
HERE'S A FRONT SEAT ADJUSTER THAT'S EASY TO OPERATE—You merely pull up a small lever located at the driver's left hand and the seat slides forward or backward on a track to the exact position desired. As much as four inches of seat adjustment is thus made possible.

ONE-PIECE SEAT CUSHION AND DIVIDED BACK—In the two-door Studebaker sedans, the front seat cushion itself is in one piece but the back is so divided that either side will tilt forward, although the whole seat back has the appearance and the comfort of one piece. One of many Studebaker niceties.

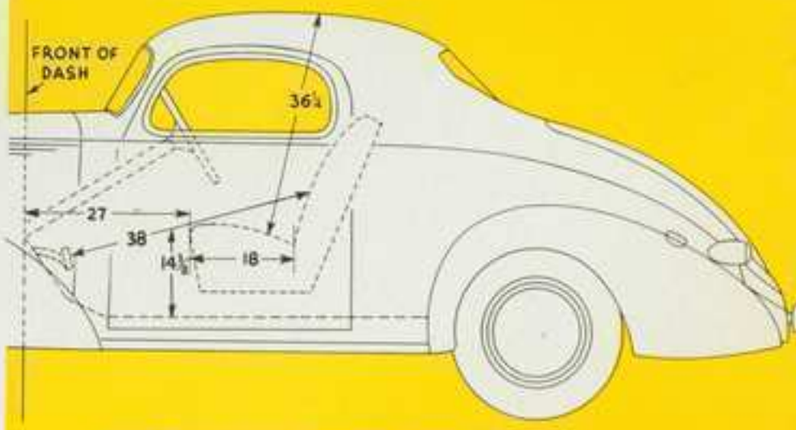
Body Measurements of the 1937 Dictators



THE DICTATOR SEDAN FOR SIX



THE DICTATOR ST. REGIS SEDAN FOR SIX



THE DICTATOR COUPE FOR THREE

THE GREAT NEW PRESIDENT EIGHT FOR 1937

More than ever one of America's five finest cars!

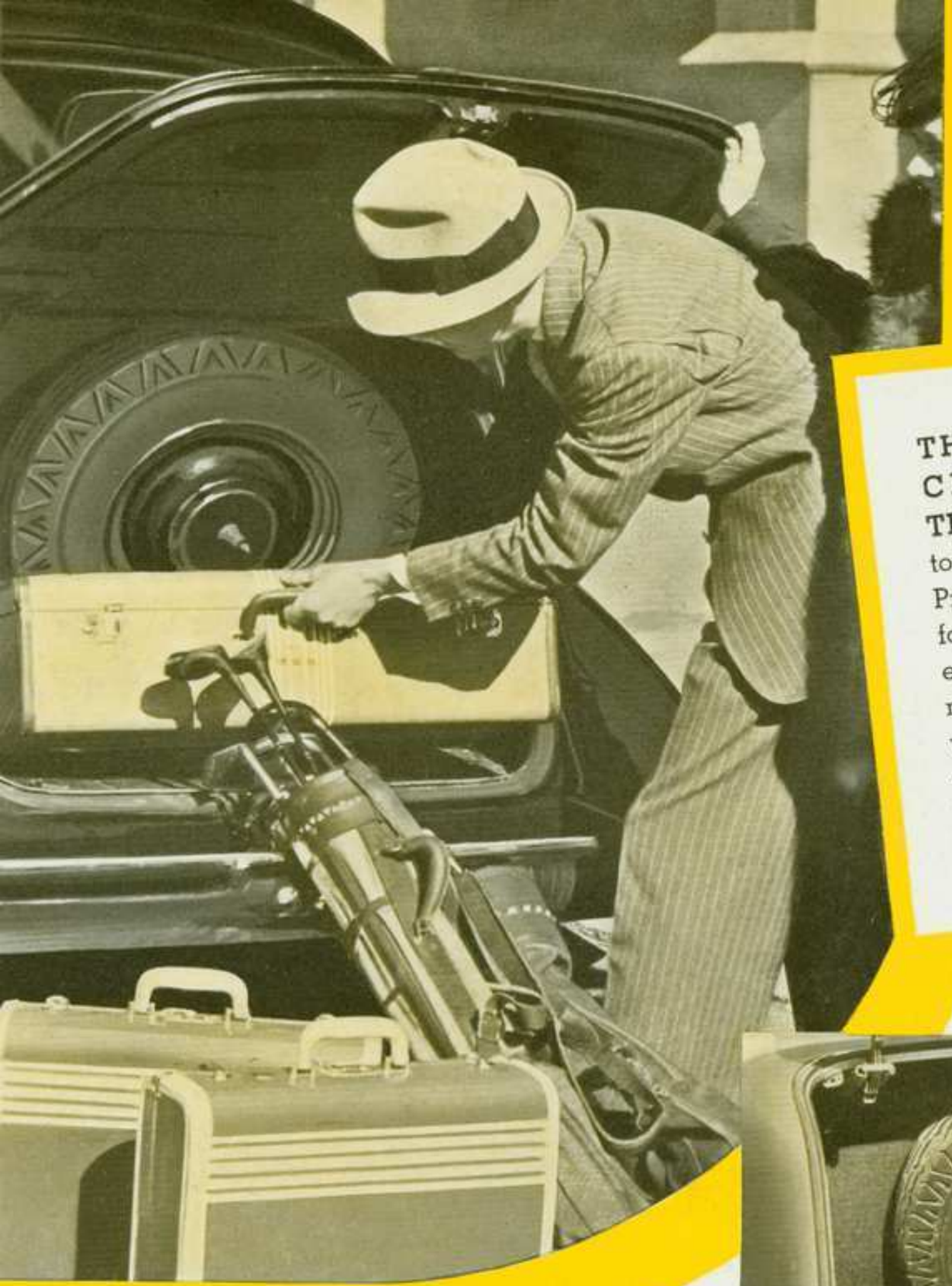
Automobile salesmen who really know their business have recognized for several years that the Studebaker President Eight unmistakably belongs in the proud company of such admittedly fine cars as the Lincoln, the Pierce-Arrow and the Cadillac. • It belongs with those great automobiles in fine engineering as well as luxurious appointments and its 125 inches of wheelbase are not only adequate for riding comfort and impressiveness but decidedly advantageous when one faces the necessity of parking in a limited area. • The eight cylinder 115-horsepower Studebaker President engine, of tremendous power and velvet smoothness, holds unchallenged every stock car record from 3,000 to 30,000 miles. And the 1937 version of this great champion of the speedways and the highways has an exclusive new overdrive transmission for speeds above 35 miles an hour which makes driving a Studebaker President a transcendent thrill. • Moreover, the lavishly roomy interior of the 1937 President expresses Helen Dryden's styling at its utmost—yielding not even to the most expensive cars in tasteful charm. More and more motorists who refuse to pay a premium for a name are prudently exhibiting a preference for the new President.

STUDEBAKER PRESIDENT CRUISING SEDAN FOR SIX

YOU NEVER SAW CARS WITH SO MUCH LUGGAGE ROOM

Pictured above is the automatically lighted extended trunk of the new President cruising sedan! Flat gasoline tank and hypoid gears give all cruising sedan trunks over 19½ cubic feet of space even with spare tire inside—22 cubic feet if tire is carried in fender well. Sedans with concealed trunks have proportionately large storage space. Coupes are enormously roomy. Full details on pages following.

ROOMIER TRUNKS BY MANY

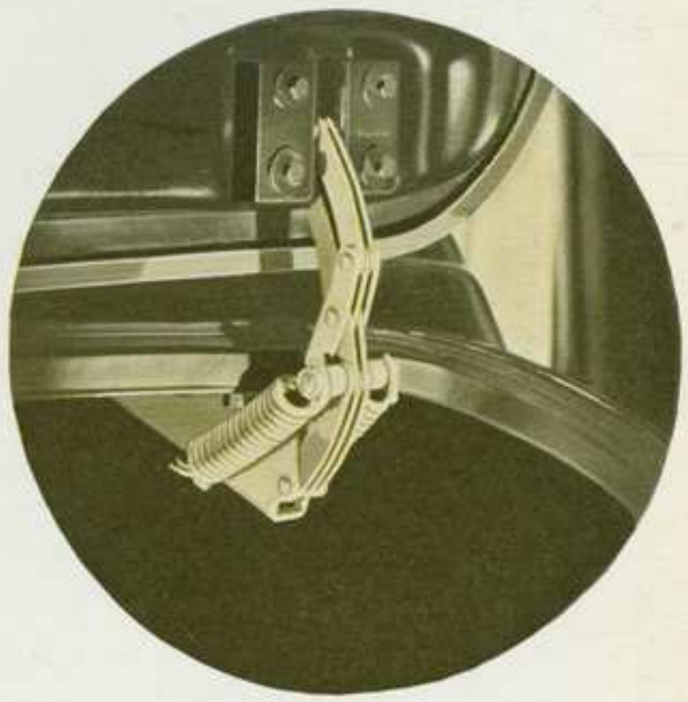


THIS IS THE CONCEALED SEDAN TRUNK in the new custom model Dictator and President. It has more space for luggage—15 cubic feet even with tire in compartment—than many sedans with extended trunks. It not only holds suitcases but golf bags and even bulky sample cases with room to spare.

BIG PACKAGE COMPARTMENT IN DASH—They may call this a glove compartment in other cars but in a Studebaker it's large enough to accommodate quite a number of personal necessities and small purchases.

SPARE TIRE IS CONVENIENTLY STOWED BEHIND REAR SEAT—This means that the new Studebakers have more usable luggage space than cars with trunks in which the tire has to go on a shelf or the floor.

TOOLS ARE CARRIED IN A CONCEALED COMPARTMENT—A complete tool kit is provided in a new built-in locker which is set flush with the floor in the luggage compartment.



TRUNKS RAISE EASILY AND STAY UP SECURELY—The trunks on all two-door and four-door sedans are held in any position automatically when raised. There are no finger pinching side braces and lid doesn't drop.

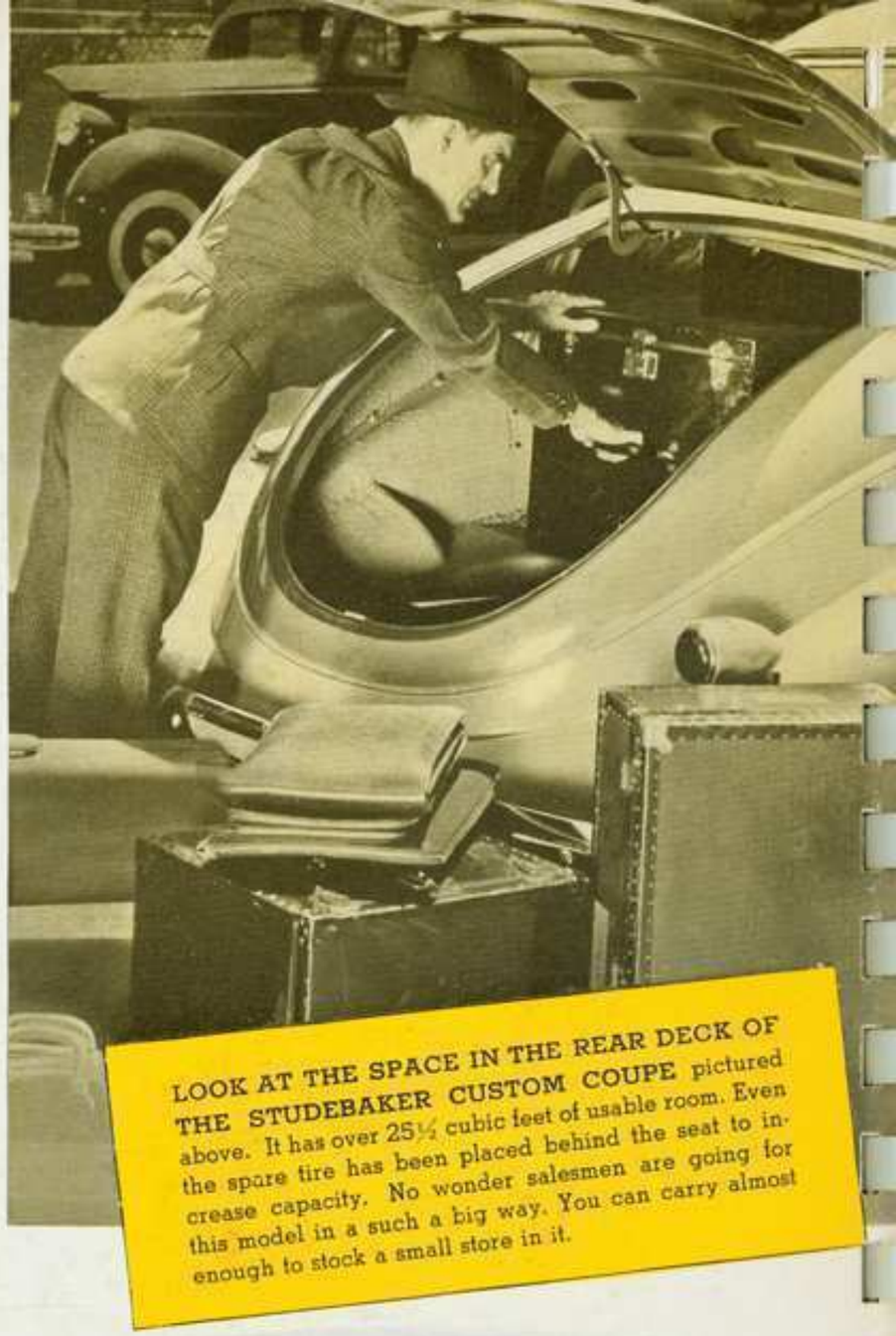
INCHES THAN ANY CARS EVER HAD BEFORE

ONE LOCK FOR IGNITION AND ONE FOR TRUNKS—All models have a separate trunk lock so that you can safely leave your ignition key in your car in strange garages without worrying about petty tamperers investigating your belongings.

THIS PICTURE SHOWS WHAT WE MEAN BY 25½ CUBIC FEET—Each box in the photograph above represents one cubic foot. The 25½ boxes pictured, graphically illustrate what the 25½ cubic feet of carrying space in the Studebaker coupe rear deck means. This enormous luggage compartment of the Studebaker coupe gives you the utility of a veritable small truck in this smartest styled 1937 passenger car body.

COUPE SPARE TIRE GOES INSIDE THE CAR BACK OF SEAT—Behind the roomy, restful, richly upholstered seat of this new 1937 Studebaker Custom Coupe there's plenty of room for your spare tire. It's very easy to get at, too, when you have need for it as the picture shows. There is also room for small baggage.

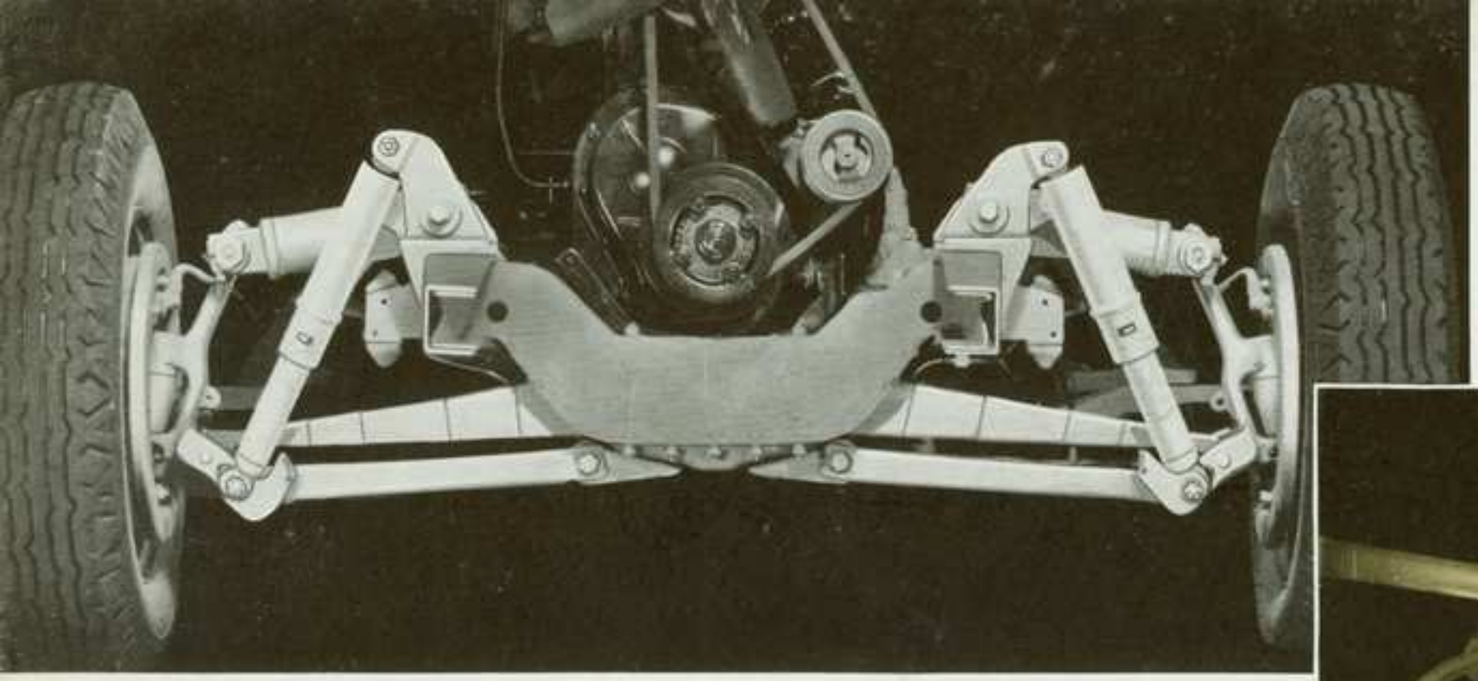
COUPES ALSO HAVE A WIDE SHELF FOR PACKAGES—Another reason for the popularity of the Studebaker coupe among salesmen and others who frequently carry bulky bundles they want to get at quickly. This wide deep shelf above the seat has loads of room for carrying packages, portfolios or doctor's instrument cases. It is 16 inches deep at the center and so shaped that things don't slide off when traveling over roughest roads.

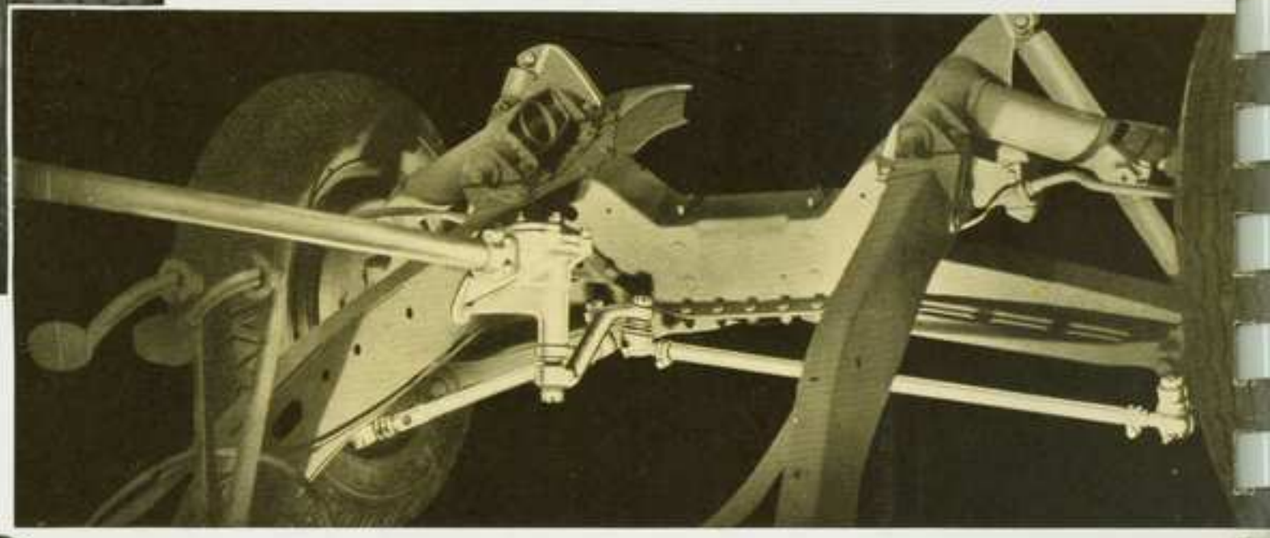


LOOK AT THE SPACE IN THE REAR DECK OF THE STUDEBAKER CUSTOM COUPE pictured above. It has over 25½ cubic feet of usable room. Even the spare tire has been placed behind the seat to increase capacity. No wonder salesmen are going for this model in a such a big way. You can carry almost enough to stock a small store in it.

STUDEBAKER PRESIDENT COUPE FOR FIVE

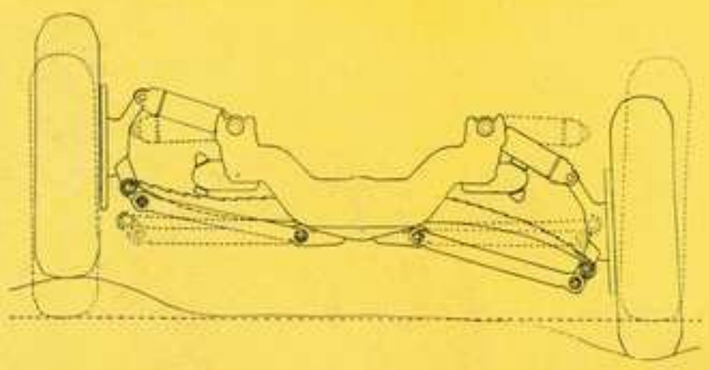
STUDEBAKER ORIGINATED AND STILL EXCLUSIVELY OFFERS INDEPENDENT PLANAR WHEEL SUSPENSION





THIS IS THE SPRING ASSEMBLY THAT GAVE MOTORING ITS ONE AND ONLY "MIRACLE RIDE"—The Studebaker independent front wheel suspension is no complicated coil spring device. It is a huge transverse spring made up of a series of individual leaves which are flexible their entire length. As the car wheels come in contact with any road irregularity the wheel affected moves freely up and down while the rest of the car stays on a perfectly even keel. Not a single breakage of any part of the whole planar suspension mechanism has yet been reported from tens of thousands of planar axle Studebakers.

Above illustration shows how the movement between spring leaves in Studebaker's planar suspension stops car roll such as coil spring suspensions would constantly experience were no stabilizer bar used.



PLANAR SUSPENSION LENGTHENS TIRE LIFE—As the diagram above shows, especially designed tires are not necessary when Studebaker's planar suspension is used. When the car hits an irregular surface there is no change in the tire tread at the point of contact with the road and consequently there is no scuffing of the tires. There is no whine or squeak from tires when on turns as with coil spring suspensions.

EXCLUSIVE NEW DUAL RANGE STEERING MAKES PARKING TWICE AS EASY—On all 1937 Studebakers with planar front spring suspension, a direct action steering mechanism is used. The tie rod is entirely eliminated and an individual drag link is used for each wheel. All Studebakers have their own exclusive new Dual Range steering gear which halves the effort required for turning or parking.

STUDEBAKER'S HYDRAULIC RIDE CONTROL IS THE NEW AIRPLANE TYPE—It is exactly the same type of "shock absorber" used in the big transport airplanes to cushion the landing contact as they come zooming out of the skies at high speed. This ride control adjusts itself to road, load and temperature. Requires no attention.

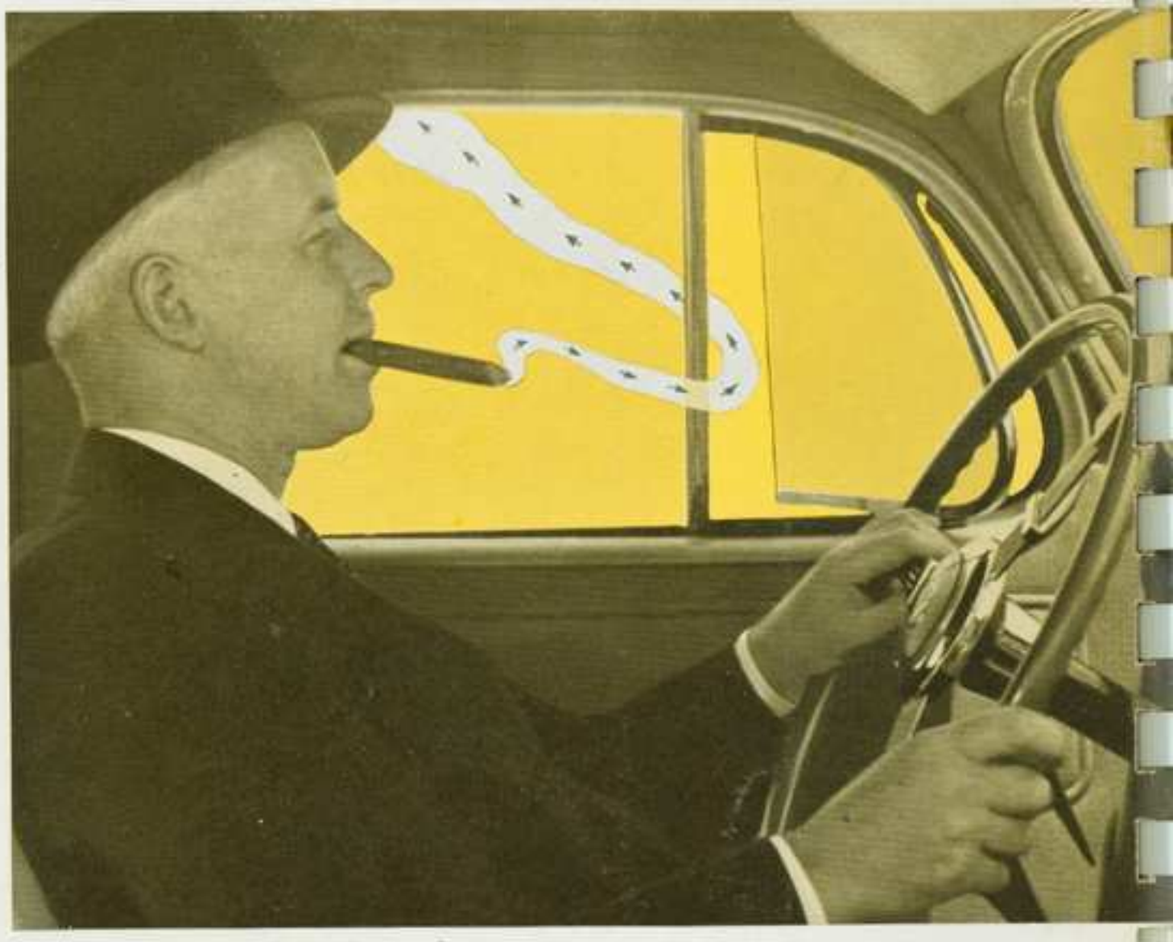
HELEN DRYDEN

styled this charming President sedan interior

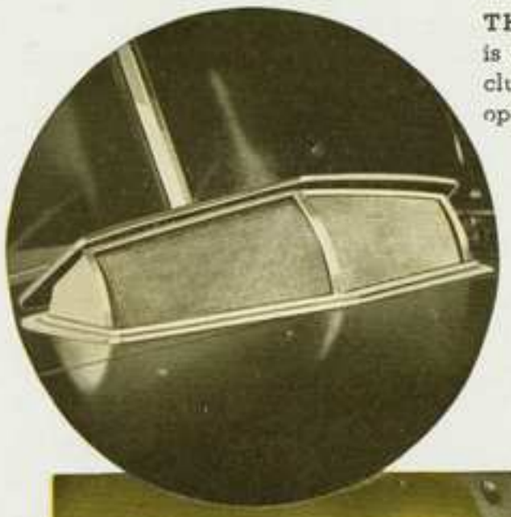
★

Much of the charm of the President's richly tailored upholstery lies in its studied simplicity. Helen Dryden knows that really informed people are tired of cars with gewgaws and meaningless embellishments and so she gave this President interior the appealing restraint that characterizes an interesting room in a smartly appointed home. You'll see a few interiors to compare with this one in the costly custom designed cars but not elsewhere. That's one reason among many reasons why the new President is making such a pronounced impression upon people who have a real understanding of value and cannot see why they should pay more than the President's price for any car.

VENTILATING REACHES A NEW PEAK IN THESE NEW STUDEBAKERS



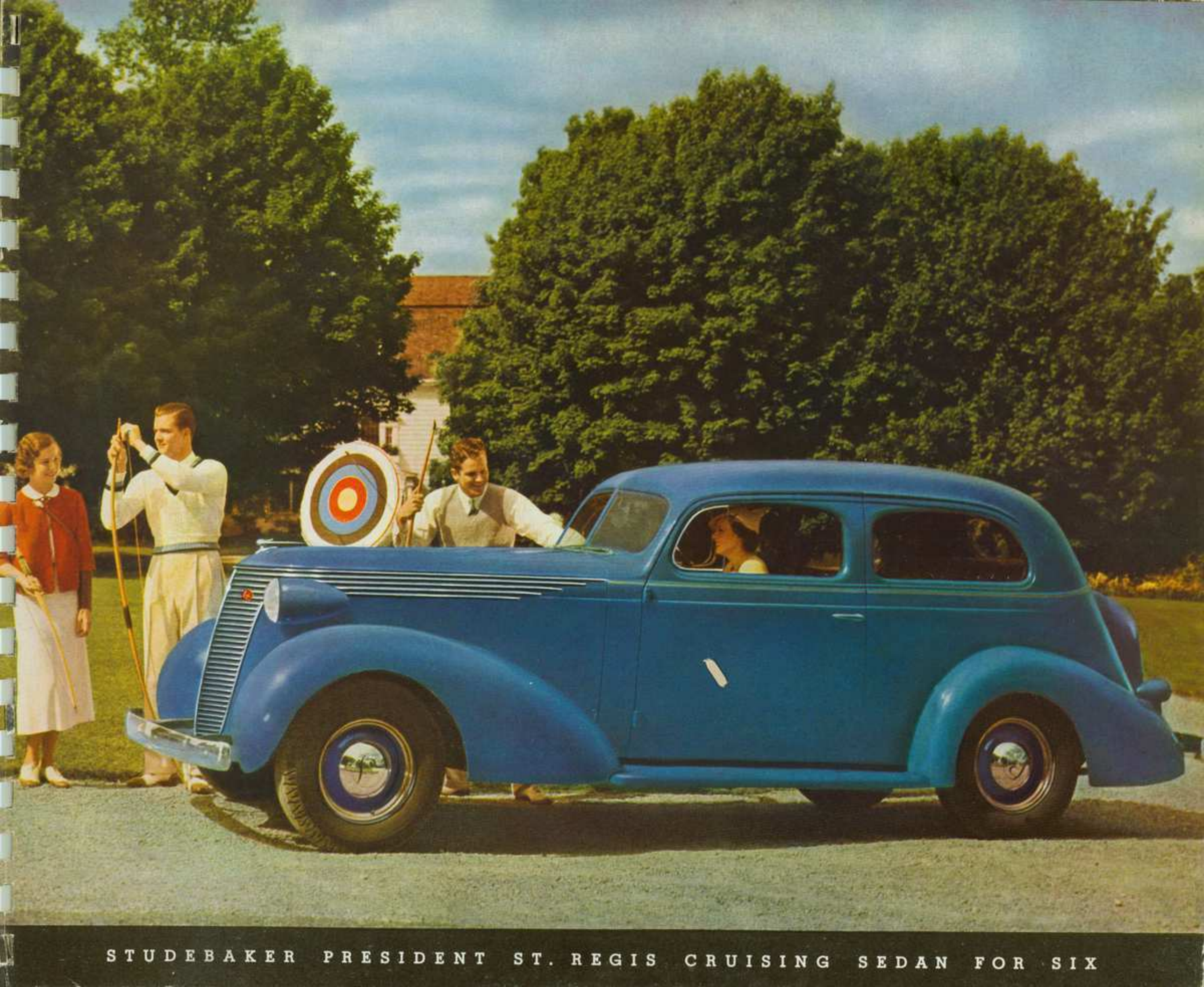
THESE DIAGRAMS SHOW HOW AIR CIRCULATES IN A STUDEBAKER—As the arrows indicate, each window in the new Studebakers serves a double function—to admit fresh clean air and to drain off stale air. The amount of circulating air can be individually controlled to suit each passenger's preference. Drafts, of course, are practically entirely eliminated. In the view at the right above, you see how the rear quarter windows open outward to any desired position. They hold securely in place by friction. Experts say the new Studebakers are the world's best ventilated cars.



THE STUDEBAKER COWL VENTILATOR is geared for easy open action and screened to exclude insects. It is self locking and cannot be pried open from the outside by joy riders or car thieves.

NEW BUILT-IN WINDSHIELD DEFROSTER—For the first time in any car, Studebaker offers a windshield defroster. It is designed to connect with the new Studebaker heater and automatically sends currents of warm air up surface of the windshield so that frost cannot form on inside nor ice collect on outside. May be shut off.

NEW TYPE VENTILATION GIVES FRESH AIR WITHOUT DRAFTS—The new Studebakers introduce an advance in ventilation that completely solves the problem of car air conditioning, winter or summer. The front windows have adjustable ventilating panes that may be set to expel bad air or admit fresh air. The rear portion of the front window, of course, raises or lowers independently, and the metal locking strip lowers with it.



STUDEBAKER PRESIDENT ST. REGIS CRUISING SEDAN FOR SIX

APPLYING THE RESONANCE INSULATION TO THE STEEL BODY—Studebaker bodies are insulated throughout—a special, highly efficient sound deadening material is applied to every steel panel of every body—cowl, back, under the toe-board, just back of the engine and under floor. A heavy blanket of fibre is cemented underneath the floor coverings. Rubber is liberally used in body mountings, on doors, trunk and luggage compartment lids.

INVISIBLE RAIN DRAINS ABOVE DOORS AND WINDOWS—Studebaker is one of the very few cars with steel tops that offer this protection. Rain cannot flow over the edge into doors and windows to splash on driver and passengers. It automatically and continually drains off.

LIVE RUBBER DISCS ABSORB VIBRATION—The rubber insulating used on the universal joints in the new 1937 Studebaker Dictator absorbs any vibrations originating from either direction—that is, either from the rear axle or from the engine or transmission—and prevents their being "telegraphed" into the body.

WORLD'S FIRST FULLY "WEATHER-CONDITIONED" CARS

(Proofed against noise and vibration, too)

THEY'RE AT WORK INSURING YOU AGAINST HEAT, COLD AND NOISE—Look how those Studebaker body artisans, pictured above, are carefully inserting the heavy sound-proofing and temperature-controlling Studebaker insulation. This is the final step in making the 1937 Studebakers the most thoroughly weather-conditioned cars.

STUDEBAKER PRESIDENT REGAL SEDAN FOR SIX

LOW

UPKEEP

that delights every owner!

YOU have heard much, and read more, about the economy of many cars and as an automobile salesman you realize that extravagant claims for gasoline mileage can be a real handicap. As a Studebaker salesman, you will find that Studebaker owners are your best references when it comes to emphasizing Studebaker economy. Most owners of the very lowest priced cars would be well satisfied with a consistent average of 18 miles to the gallon and it seems incredible to them, not to speak of owners of costlier cars, that a high-powered Studebaker can equal, and in many cases better, any lowest priced car's showing in fuel frugality. Yet that is the incontrovertible fact which a check of Studebaker owners in your territory will corroborate.

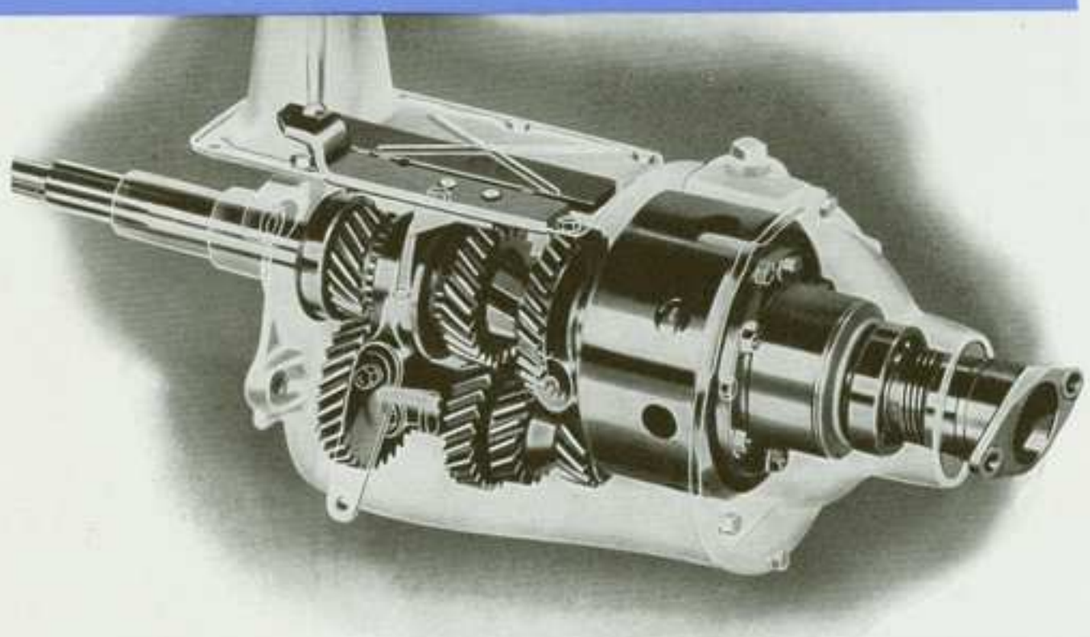
STILL FINER OVERDRIVE TRANSMISSIONS

. . . new driving thrills . . . new economies

When you use the overdrive your engine is working only 2 miles

while your car is traveling 3 miles.

With overdrive you get 1 mile free.



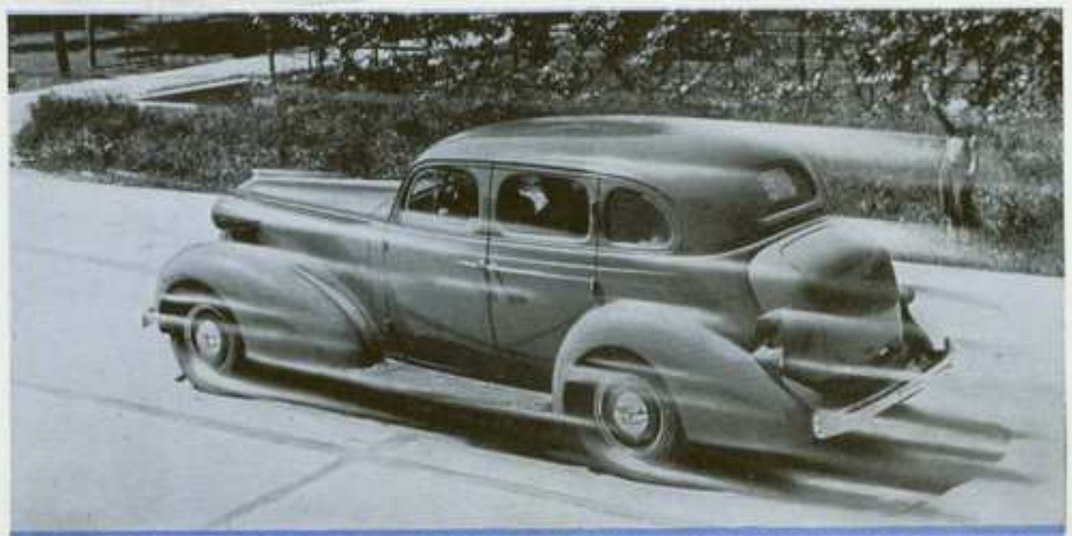
THESE DIALS SHOW HOW STUDEBAKER ENGINES "REST" WHEN RUNNING IN OVERDRIVE—You are resting your engine much of the time—saving gas because your engine speed is reduced 30%—and substantially saving on oil. Studebaker's overdrive reduces costly engine repairs because engine wear is cut to a minimum.

The Overdrive effects the following savings:

DICTATOR

DISTANCE TRAVELED	REVOLUTIONS SAVED	PISTON FEET PER CYLINDER SAVED	6 CYLINDER MOTOR PISTON TRAVEL SAVING—FEET
1 Mile	990	720	4,320
10	9,900	7,200	43,200
100	99,000	72,000	432,000
1,000	990,000	720,000	4,320,000
10,000	9,900,000	7,200,000	43,200,000
PRESIDENT			
1 Mile	1,070	765	6,120
10	10,700	7,650	61,200
100	107,000	76,500	612,000
1,000	1,070,000	765,000	6,120,000
10,000	10,700,000	7,650,000	61,200,000

HOW THE CONTROLLED AUTOMATIC OVERDRIVE WORKS—This overdrive is installed at the rear of the gear case. It provides an extra gear that automatically cuts-in by lifting the foot off accelerator. The operator can get back to direct drive instantly, by lifting his foot off the accelerator and then quickly depressing it again.



DRIVING IS A THRILLING SPORT AGAIN!

It's like riding in a high speed monoplane for the first time to glide swiftly, safely over the miles in automatic overdrive in the new Studebaker. The instant the overdrive goes in, the car maintains the rate of speed you want but engine revolutions are cut down so considerably that there is no motor labor apparent. The above chart graphically illustrates some of the advantageous results of overdrive. The benefits of overdrive more than pay for its slight extra cost.

"YOU CAN'T WEAR OUT A STUDEBAKER"

"OUTDOES LOWER PRICED CARS IN GAS SAVING"

"I CAN DRIVE IT HUNDREDS OF MILES AND NEVER FEEL FATIGUED"

"YES, AND ITS STEERING IS SHOCK-PROOF—IT ALWAYS GOES WHERE YOU POINT IT"

"IT CARRIES TWICE AS MUCH LUGGAGE AS MY FORMER CAR"

"COSTS LESS TO INSURE"

"SCARCELY EVER NEEDS NEW OIL"

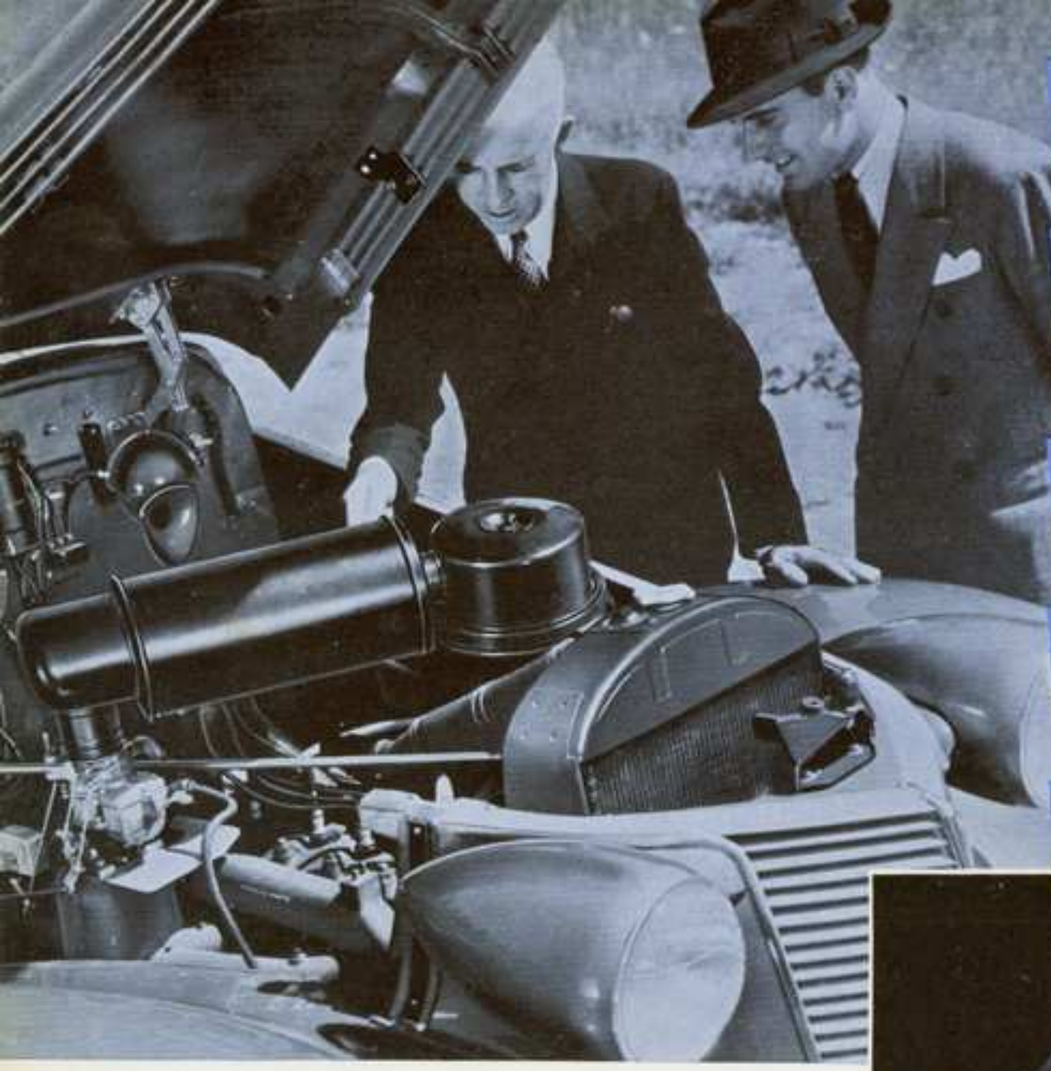
"IT'S TRULY AN AUTOMATIC CAR—IT ALL BUT DRIVES ITSELF"

"IT'S SO EASY TO PARK —WITH ITS NEW DUAL RANGE STEERING"

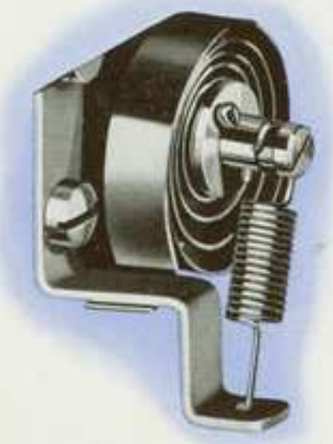
"EASIEST CAR ON TIRES I EVER DROVE"

"LEADS IN ROOMINESS"

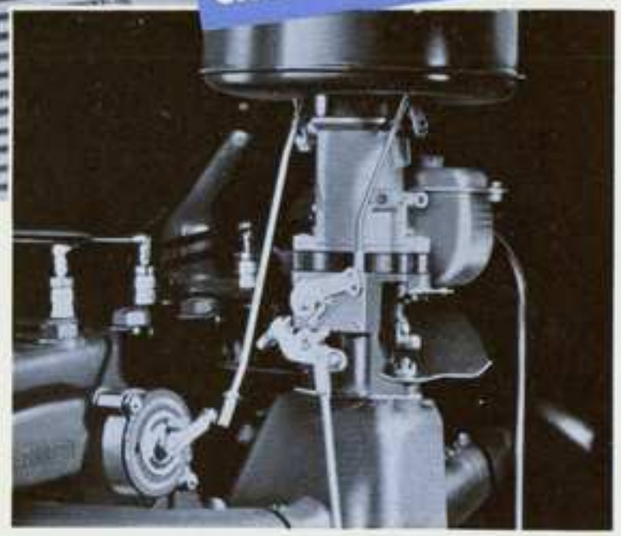
. . . "AND IN MIRACLE RIDE COMFORT"



The Studebaker salesman in the picture above is showing his prospective customer why *"you burn less gas . . . use less oil . . . start with greater ease . . . and keep your car running more smoothly"* —thanks to Studebaker's unique and efficient automatic engine controls.



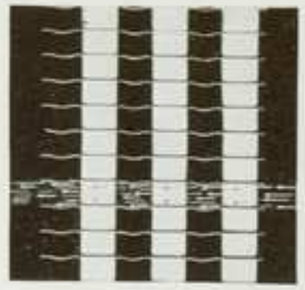
STUDEBAKER'S FULL AUTOMATIC HEAT CONTROL provides for quick *warming up* (by locking the exhaust pipe shut when the engine is cold) and also *responds instantly to all changes in engine and road conditions.* You always have the proper engine temperature for starting and for all driving conditions, winter or summer.



THERE'S NO CHOKE BUTTON ON A STUDEBAKER—Besides its convenience, the Studebaker automatic choke prevents the injection of raw gasoline into the engine. It can be set according to the *grade* of gasoline the owner uses, assuring utmost efficiency.

SHIELDED FUEL LINE PREVENTS "VAPOR LOCK"—By enlarging the fuel line and placing it on the side opposite the exhaust where it is not subjected to heat, "vapor lock" is effectively prevented.

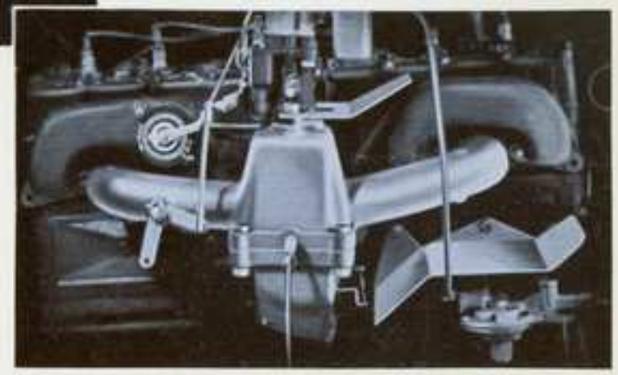
STUDEBAKER "UNDER THE HOOD" EFFICIENCY ADDS TO ECONOMY



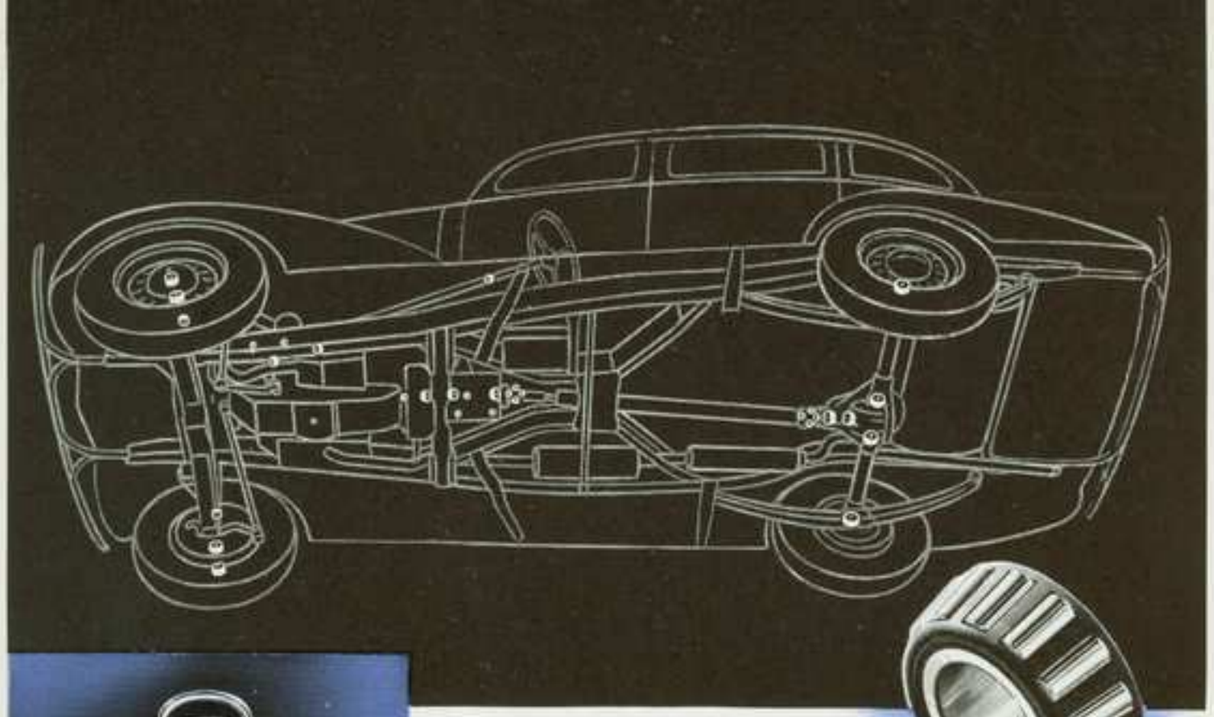
AUTOMATIC WATER TEMPERATURE CONTROL PROTECTS ENGINE AND SAVES GAS—To provide for quick warm up and uniform control of water temperatures every Studebaker engine is equipped with a thermostat located in the outlet connection between the cylinder head and radiator; and with a by-pass to circulate water until correct and uniform operating temperature is reached. The radiator core is carried at a 9 degree angle which gives a strong rolling turbulence to the air passing between the fins, increasing cooling efficiency.

CARBURETOR AND FUEL PUMP ARE SHIELDED TOO—All fuel pumps on Studebaker cars are located at the front right-hand side of the engine away from engine heat. To provide additional cooling, fuel pumps as well as carburetors are effectively heat-shielded.

STUDEBAKER AUTOMATIC FULL RANGE SPARK CONTROL SAVES GAS—The new Studebaker spark control automatically retards or advances the spark to conform to all conditions of road, load or speed



CHASSIS THAT ARE JEWELED LIKE FINE WATCHES

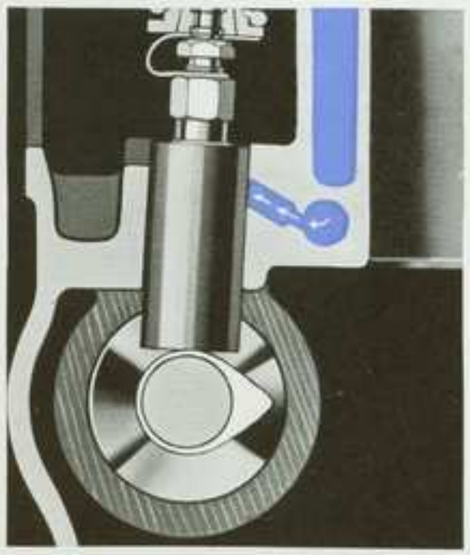


NEW MIRROR FINISH TIMKEN BEARINGS REDUCE FRICTION, LENGTHEN LIFE, INCREASE PERFORMANCE—One of the main reasons why Studebaker cars have such an excellent reputation for long life and low cost of upkeep is the large number of anti-friction bearings in the chassis—and the large proportion of "mirror-finished" Timken bearings which wear in, instead of wearing out. Because of this, Studebakers have been aptly described as "full jeweled" like high grade watches. Every moving part functions with watch-like smoothness.

"HEAT DAM" PISTONS INCREASE STUDEBAKER'S OIL MILEAGES—Above is illustrated Studebaker's exclusive aluminum alloy pistons with the unique "Heat Dam" which reduces oil consumption and cylinder wall wear. This wide "Heat Dam" makes it possible to locate the compression rings well below the high temperature area and protects them from the intense heat of the burning charge. A simple demonstration of the effectiveness of this Studebaker advancement is given in the pictures at the right.

Hold a piece of paper directly in the flame of a blow torch and it instantly burns to a crisp. It's that same kind of blow torch heat which the top piston ring in most cars must withstand.

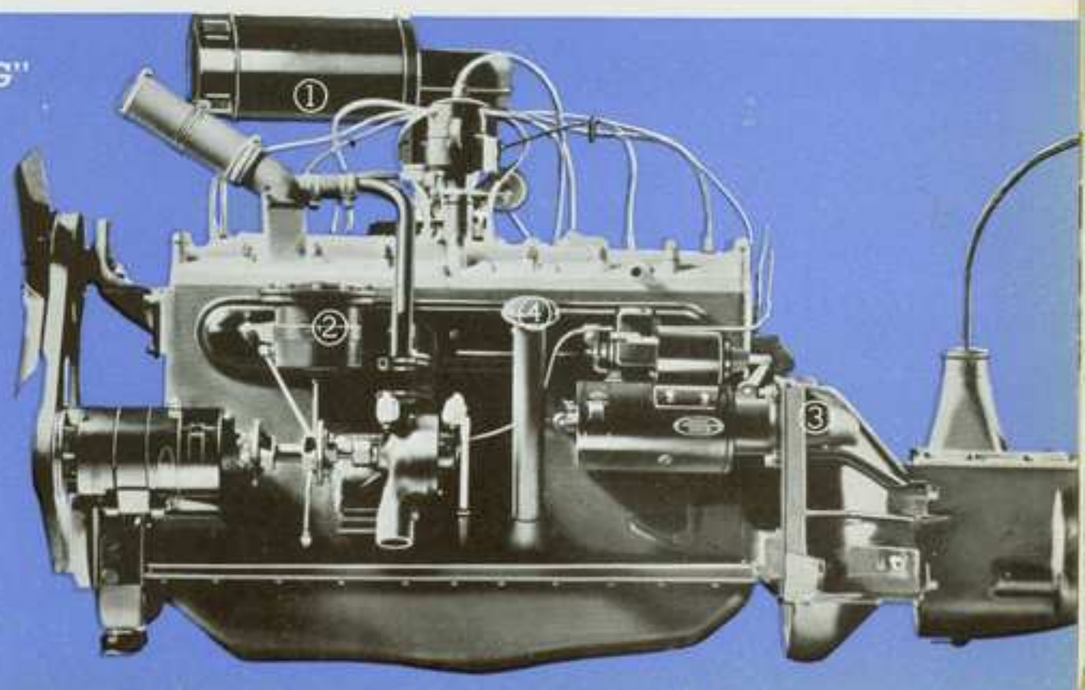
In the Studebaker piston with its "Heat Dam" the top ring is protected from the scorching heat as the sheet of asbestos shown above protects the paper and keeps it from burning.



FULL PRESSURE OILING—This oiling system assures positive full pressure feed to all crankshaft, camshaft and connecting rod bearings. Full pressure is also carried direct to the valve lifters, insuring quiet operation and long life.

A STILL FINER VENTILATED CLUTCH—Below you see the modern, single-plate Studebaker clutch that is thoroughly ventilated for long life. Torsion springs, in the clutch disc, cushion the flow of power when the car is started, and act as a vibration damper for driveshaft and transmission. The ventilated type of clutch was pioneered by Studebaker cars as long ago as 1929.

"FOUR-WAY SEALING" LENGTHENS LIFE OF STUDEBAKER ENGINES—All Studebaker engines are protected from outside contamination by "four-way sealing," provided by (1) an air cleaner on the carburetor, (2) Fram oil cleaner, (3) crank-case ventilator and (4) air cleaner on the oil filler.



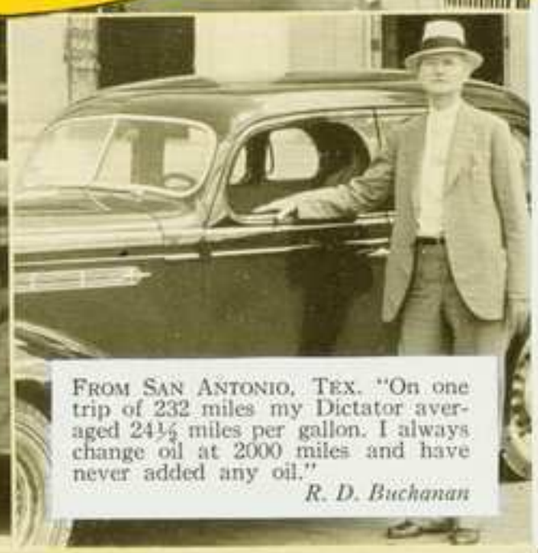
From Muncie, Ind. "In driving my new Studebaker I got twenty miles to the gallon of gasoline on a trip of 221 miles." *J. Franks*

From Dearborn, Mich. "I have averaged 18, 19 and 22 miles to the gallon respectively on several long trips which I have taken in my Dictator Cruising Sedan." *H. A. Parchert*

OFFICIAL A·A·A GAS ECONOMY CHAMPION

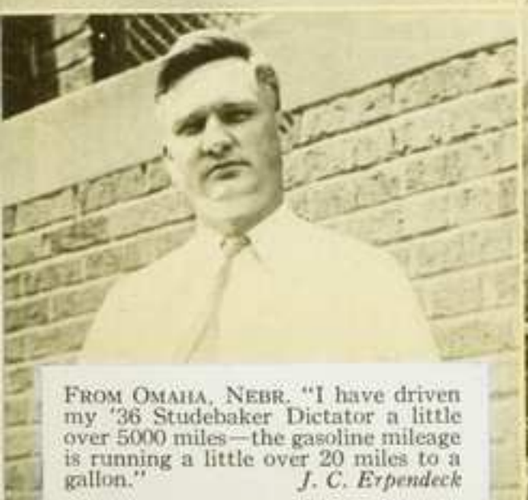
24.27 miles per gallon in National Classic

From Columbus, Ohio. "In open driving my President Eight Coupe I get better than 17 miles to the gallon and as far as oil is concerned, I simply forget it." *Dusty Rhoads*



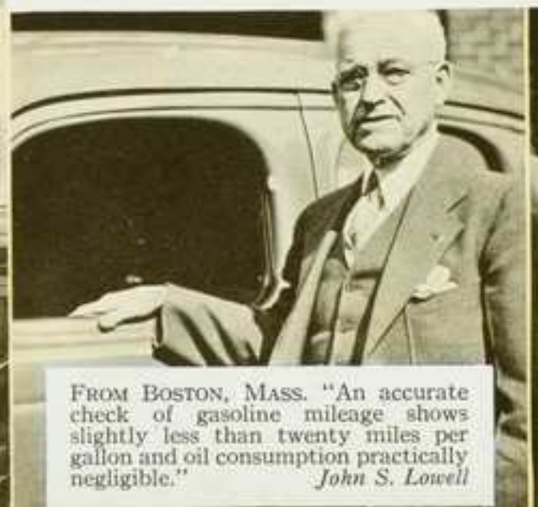
From San Antonio, Tex. "On one trip of 232 miles my Dictator averaged 24½ miles per gallon. I always change oil at 2000 miles and have never added any oil." *R. D. Buchanan*

Above is pictured Sheldon A. Beise, Vice-President of The Gilmore Oil Co. presenting the Gilmore Economy Trophy to Studebaker representative.



From Omaha, Nebr. "I have driven my '36 Studebaker Dictator a little over 5000 miles—the gasoline mileage is running a little over 20 miles to a gallon." *J. C. Erpendeck*

From Utica, N. Y. "The first three weeks I had my President Eight Coupe I covered 3303 miles and averaged 18.74 miles per gallon." *B. L. Knapp*

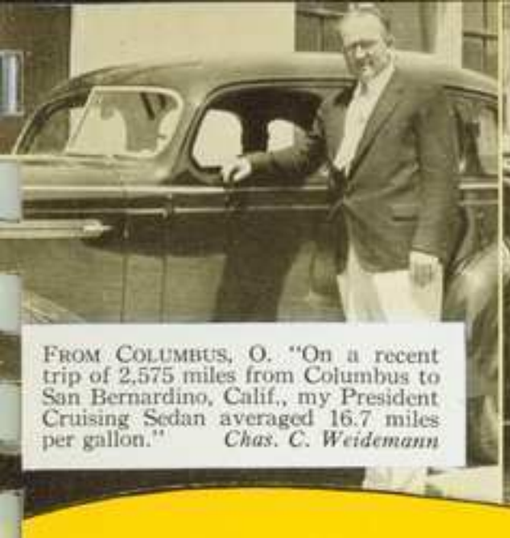


From Boston, Mass. "An accurate check of gasoline mileage shows slightly less than twenty miles per gallon and oil consumption practically negligible." *John S. Lowell*

From Eau Claire, Wisc. "My around-town driving in my President averages between 14 and 15 miles to the gallon. Using overdrive my average is between 18 and 20 miles." *C. S. Van Gorden*

From Los Angeles, Calif. "On a trip from Los Angeles to San Francisco in my Dictator DeLuxe Sedan, I got 23.3 miles to the gallon in highway driving." *Frank A. Tittemore*

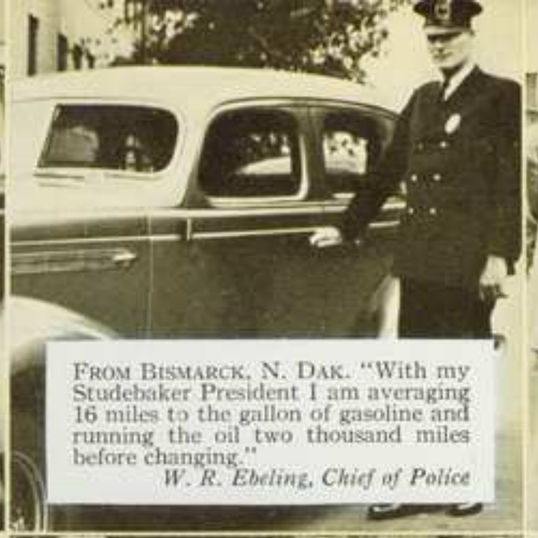
AND STUDEBAKER OWNERS ENTHUSIASTICALLY CONFIRM STUDEBAKER'S ECONOMY!



FROM COLUMBUS, O. "On a recent trip of 2,575 miles from Columbus to San Bernardino, Calif., my President Cruising Sedan averaged 16.7 miles per gallon." *Chas. C. Weidemann*

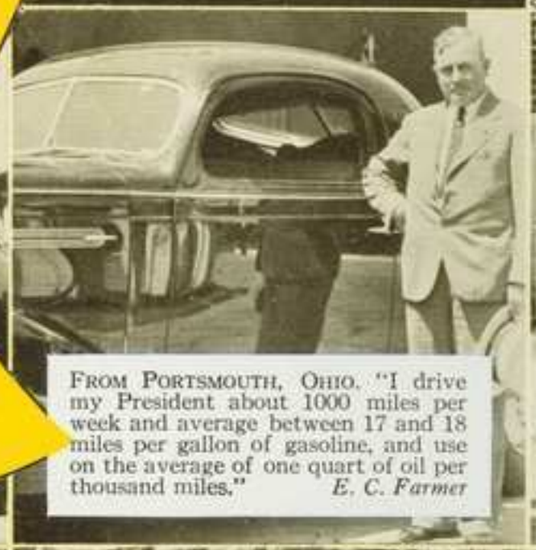
FROM NEWARK, OHIO. "My new President's gas mileage exceeds expectations—from 14 to 20 miles per gallon, depending on the driving." *I. E. Baker*

FROM CHARLESTON, W. VA. "I consider my Dictator's gas mileage the grandest of compliments to a magnificent car. My average mileage on my last trip was 22.5 per gallon." *Mrs. R. R. Thornton*



FROM BISMARCK, N. DAK. "With my Studebaker President I am averaging 16 miles to the gallon of gasoline and running the oil two thousand miles before changing." *W. R. Ebeling, Chief of Police*

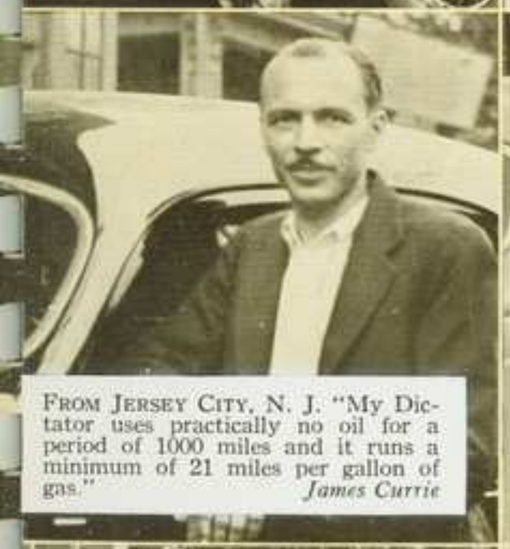
FROM SPOKANE, WASH. "On a recent trip of 200 miles, we averaged 21 miles to the gallon. My wife finds this Dictator easier to drive than any of our previous Studebakers." *Judge Fred H. Witt*



FROM PORTSMOUTH, OHIO. "I drive my President about 1000 miles per week and average between 17 and 18 miles per gallon of gasoline, and use on the average of one quart of oil per thousand miles." *E. C. Farmer*

FROM SOUTH BOSTON, MASS. "After 13,000 miles, my President's average gasoline mileage is 17 and on one run of 110 miles I averaged 18½." *J. A. Morehouse*

FROM DES MOINES, IA. "I have found the gasoline mileage of my President to be close to 18 miles per gallon. I believe the overdrive accounts for this wonderful gas and oil economy." *R. H. Murphy*



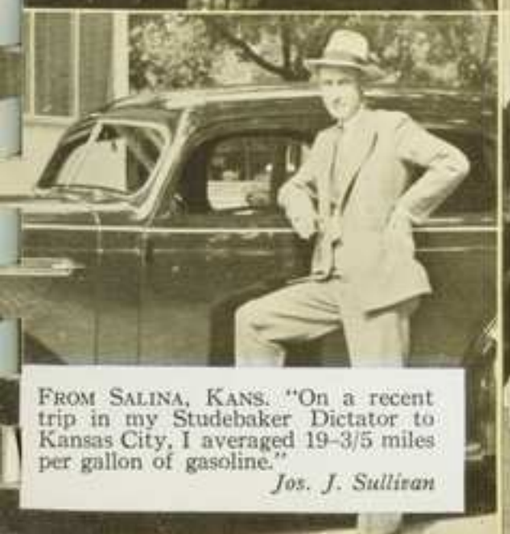
FROM JERSEY CITY, N. J. "My Dictator uses practically no oil for a period of 1000 miles and it runs a minimum of 21 miles per gallon of gas." *James Currie*

FROM NEW HAVEN, CONN. "Just returned from my first trip in my Studebaker Dictator, a distance of 200 miles, and found I averaged 19 miles to the gallon of gasoline." *Mrs. Lottie Leonard*

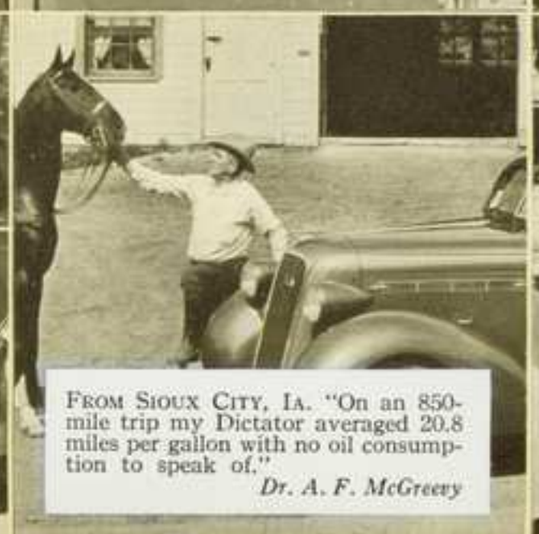
FROM LOS ANGELES, CALIF. "On a recent trip to San Francisco my President averaged 19 miles to a gallon with the oil consumption nil." *Frank E. Hand, Jr.*

FROM ELKHART, IND. "My Dictator DeLuxe Coupe gives me from 19 to 20 miles per gallon and my oil consumption is almost nothing." *M. L. Burhans*

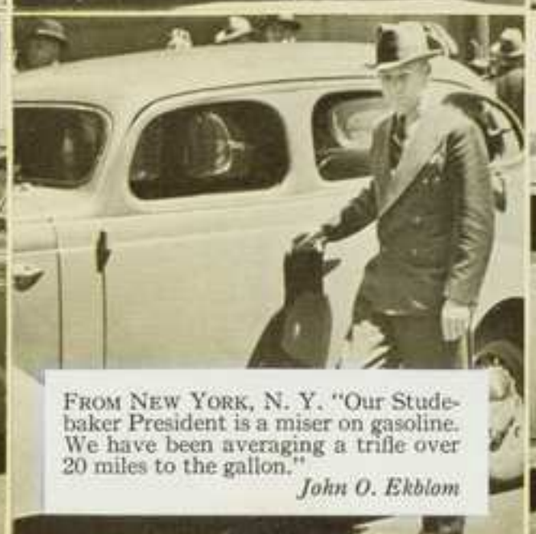
FROM DALLAS, TEX. "Over all kinds of roads my President has averaged approximately 17 miles to the gallon." *Shirley W. Peters*



FROM SALINA, KANS. "On a recent trip in my Studebaker Dictator to Kansas City, I averaged 19-3/5 miles per gallon of gasoline." *Jos. J. Sullivan*



FROM SIOUX CITY, IA. "On an 850-mile trip my Dictator averaged 20.8 miles per gallon with no oil consumption to speak of." *Dr. A. F. McGreevy*



FROM NEW YORK, N. Y. "Our Studebaker President is a miser on gasoline. We have been averaging a trifle over 20 miles to the gallon." *John O. Ekblom*

FROM GUTHRIE, OKLA. "In traveling 693 miles through the Ozark Mountains, pulling a 19 foot trailer weighing 2500 pounds, we used only 38 gallons of gas. ((18.23 miles per gallon.)" *Geo. A. Pollard*

FROM BUFFALO, N. Y. "On a trip in a new Studebaker Dictator Sedan, I verified the mileage of 199 miles. I counted 31 stop signals during the trip and averaged 19.9 miles to the gallon." *Wm. J. Rosenberger*

THE ONLY CAR EVER DRIVEN FROM SOUTH AMERICA TO NEW YORK—Jose Mario Barone and the 1922 Studebaker in which he traveled from Rio de Janeiro to New York City. The car had already gone 124,000 miles before Senor Barone embarked on his epochal trip in it from South to North America. This probably was the most hazardous feat of long-distance driving in all automobile history. The Studebaker that did it is now in the Studebaker Museum at South Bend, Ind.

The Studebaker 100,000 mile club is growing in membership yearly!

Member

STUDEBAKER 100,000 MILE CLUB

This is to certify that the Studebaker car owned by

Mr. Carl Anderson
Kempville Ind.

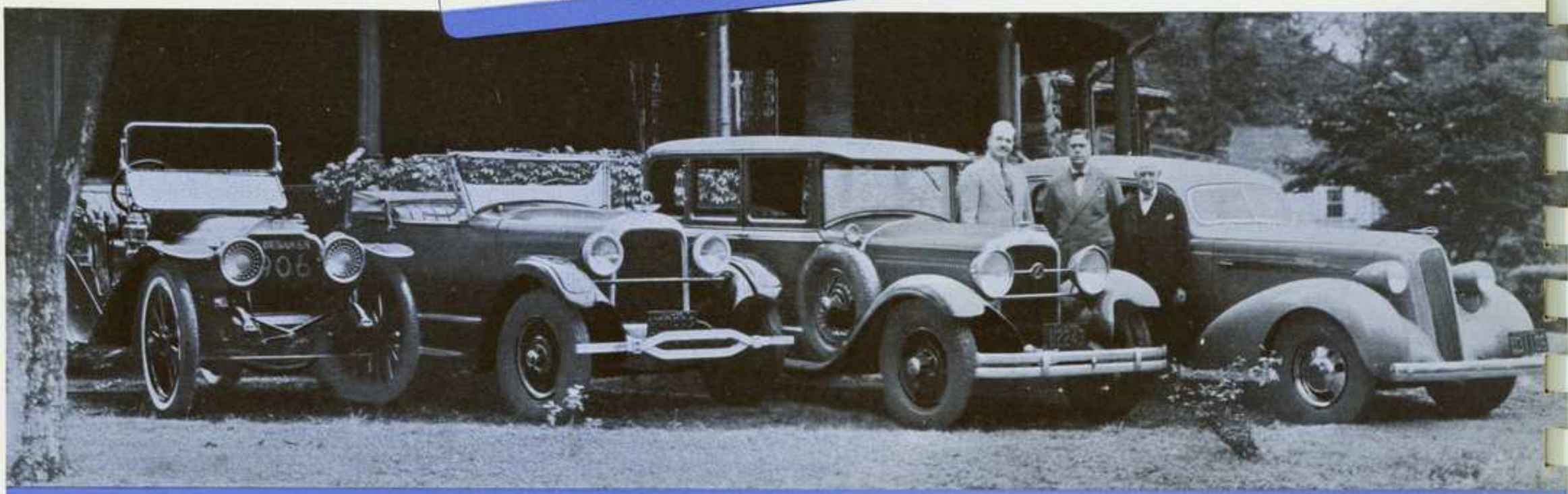
is reported to have been driven more than 100,000 miles, and he is consequently eligible to membership in Studebaker's 100,000-Mile Club.

THE STUDEBAKER CORPORATION

Paul G. Hoffman President

Date May 1st, 1936

THROUGHOUT THE WORLD, THOUSANDS OF STUDEBAKERS, BUILT TEN YEARS AGO AND MORE, ARE STILL IN DAILY SERVICE



Pictured is Simeon A. Cruikshank, 831 Belvidere Avenue, Plainfield, N. J., with some of the Studebakers that won him first place in the Studebaker Veteran Owners' Contest. Mr. Cruikshank has driven Studebakers for 32 years. The 1906 model shown at the left is still "alive" and running smoothly.

Amazing new FRAM CLEANER

ASSURES CLEAN, LASTING OIL

- ★ It practically eliminates the need for changing oil in a new Studebaker!
- ★ It substantially increases the life of the 1937 Dictator and President engines!
- ★ It assures you of clean oil every mile you drive a new Studebaker!
- ★ It puts the new Studebakers out in front in oil economy!

You've heard much claimed for all kinds of oil filters and cleaners. But Studebaker, after analyzing them all, has chosen the sensational Fram. You just replace the Fram cleaner's cartridge once in a great while—at very little cost. Hardly ever, except for the customary summer and winter changes from light oil to heavy and back again, do you need to add new oil to these Fram protected cars.

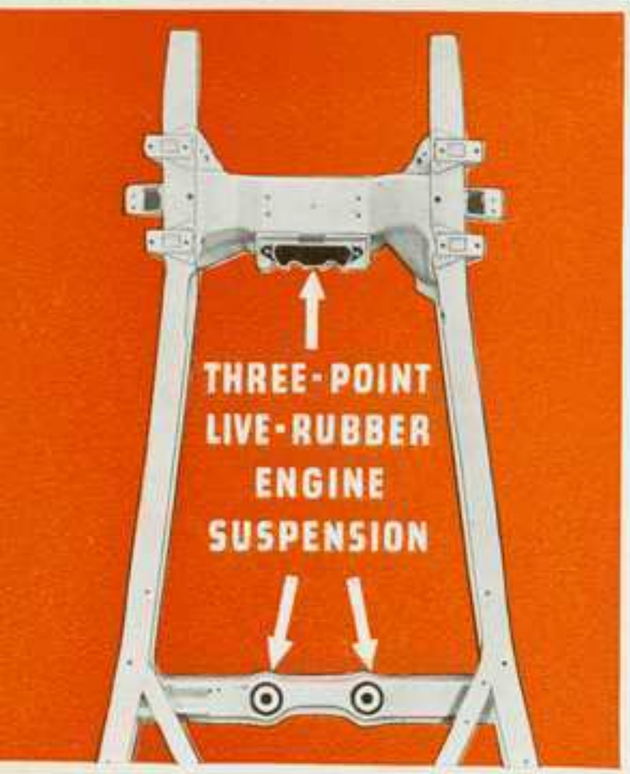

CH
NY 37
C 31·781

AMPION PERFORMANCE

FOR WHICH STUDEBAKER IS FAMED!

AS a Studebaker salesman, it will be useful for you to know why the cars you sell are known as "Champions". That masterful power, that smooth, flawless coordination, that ability to stand up for years and for thousands of miles after other cars have worn out, stem straight from the most gruelling tests to which any cars have ever been subjected. In 1932 and 1933, a team of five Studebakers, built in the Studebaker factory, finished brilliantly in the 500-mile Indianapolis Speedway race without adjustment or repair. In the same event, in 1936, one driver selected a Studebaker Eight engine. It was the only engine built in a passenger car factory that was able to face the starter's flag. And it finished ninth with a speed of 101.331 miles per hour and an average of 14.08 miles to the gallon of gasoline.

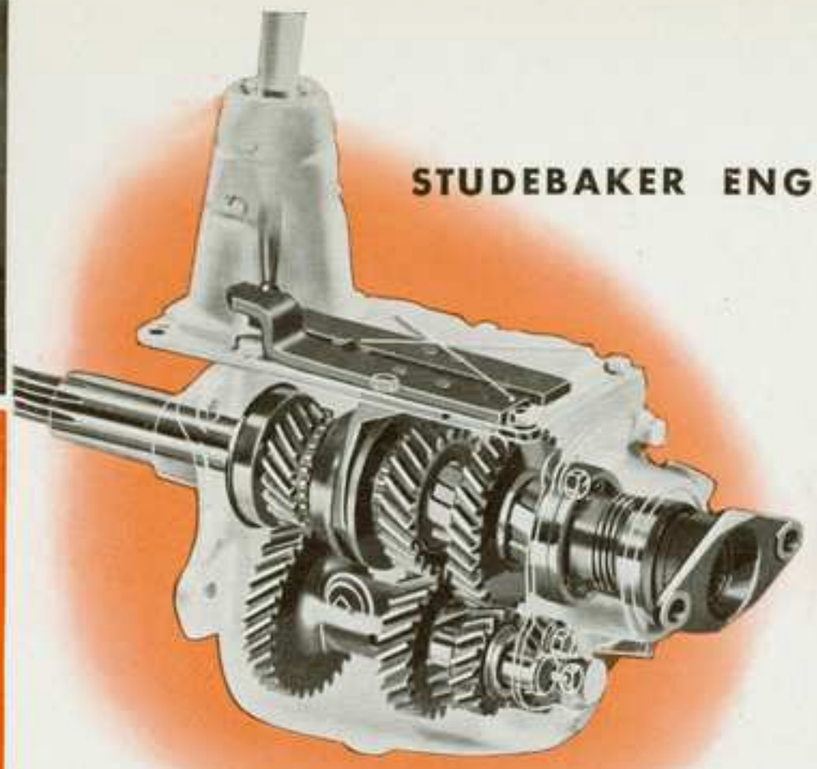
FRONT MOUNTING



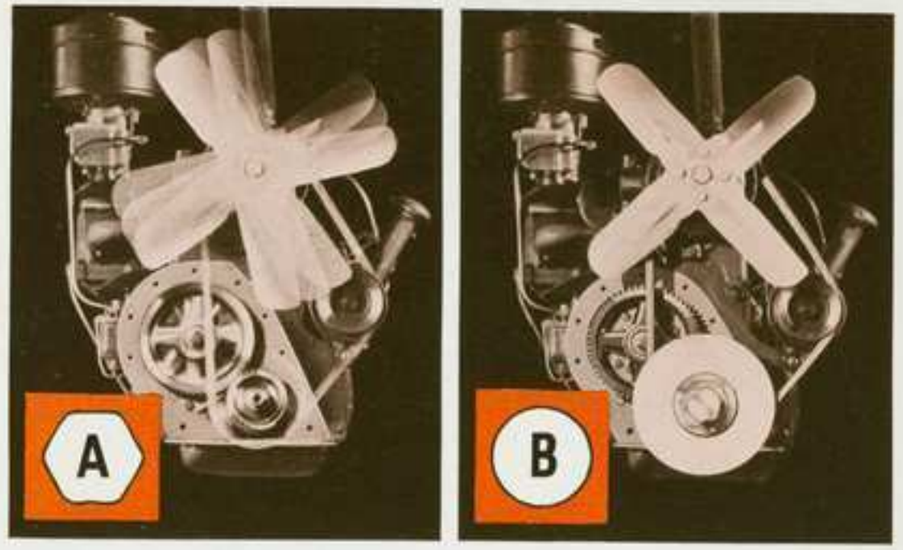
REAR MOUNTINGS

THREE-POINT LIVE RUBBER MOUNTINGS ABSORB ENGINE SHOCK This cushioned vibration absorption produces a wonderful smoothness throughout the entire range of speed. The large rubber mountings also serve to insulate the body and its passengers from the high-frequency vibration caused by the thousands of explosions which take place in the power plant each minute.

STUDEBAKER ENGINES GIVE "ROUNDED" PERFORMANCE



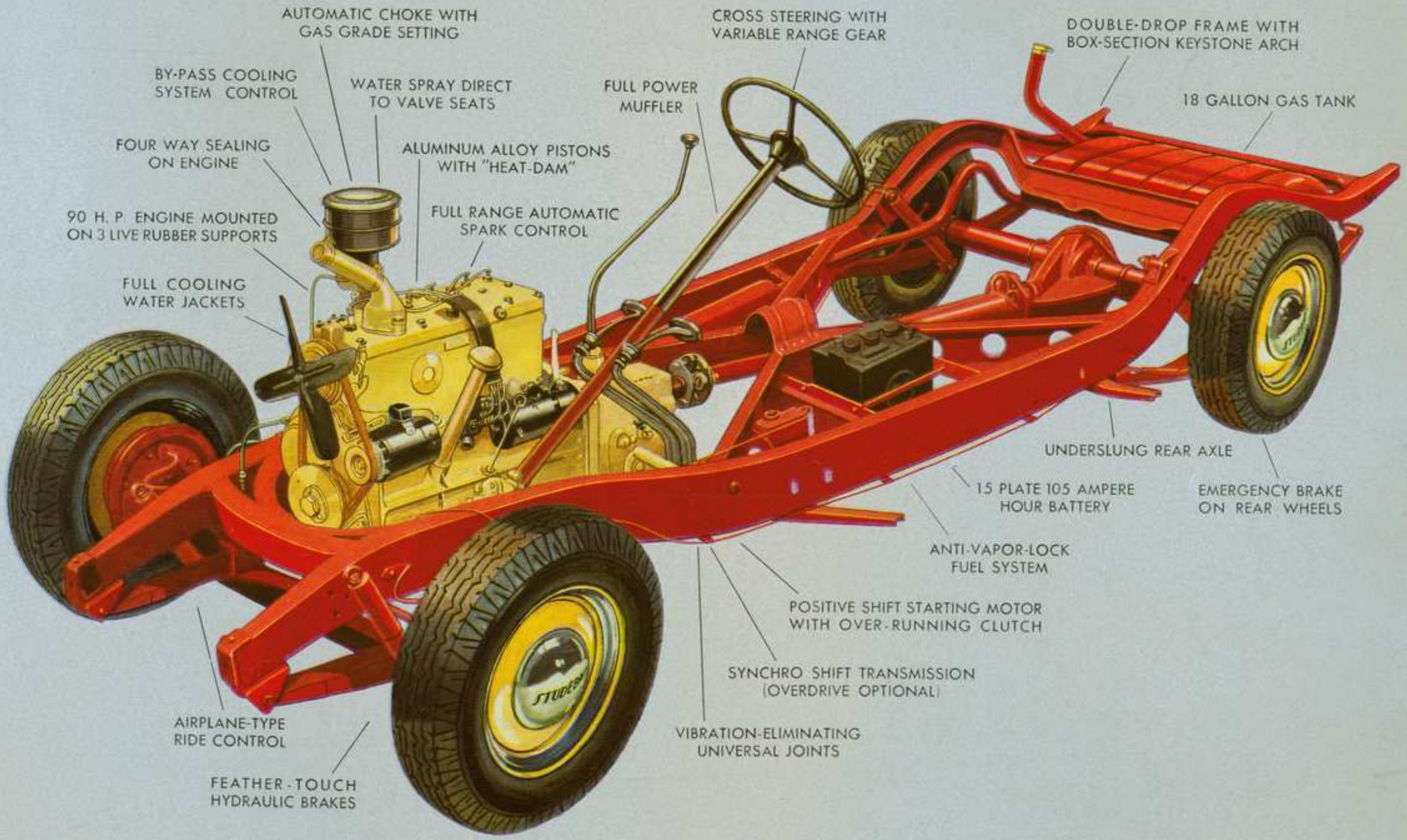
"TOUCH AND GO" ALL-SILENT TRANSMISSION — Studebaker engineers have designed a new easy acting synchro-shift transmission which makes Studebaker transmissions quieter, longer lived and easier running than those in common use. Even inept drivers scarcely ever clash gears.



"A" shows what happens when vibration is inadequately controlled. Crankshaft may even break. "B" shows the smooth performance of Studebaker engines with their efficient cranksha!t vibration dampers. The "A" and "B" outlines, taken from torsiograph recordings, chart actual differences in vibration control.

NO NEED FOR ADJUSTMENT WITH THIS TYPE TIMING GEAR — Quiet and permanently correct timing is assured in Studebaker engines by the positive helical gear drive to camshaft and distributor. There are no chains—no need for adjustment. A non-metallic fabric gear is used in the train to eliminate metal-to-metal tooth contact, assuring a new degree of quiet.

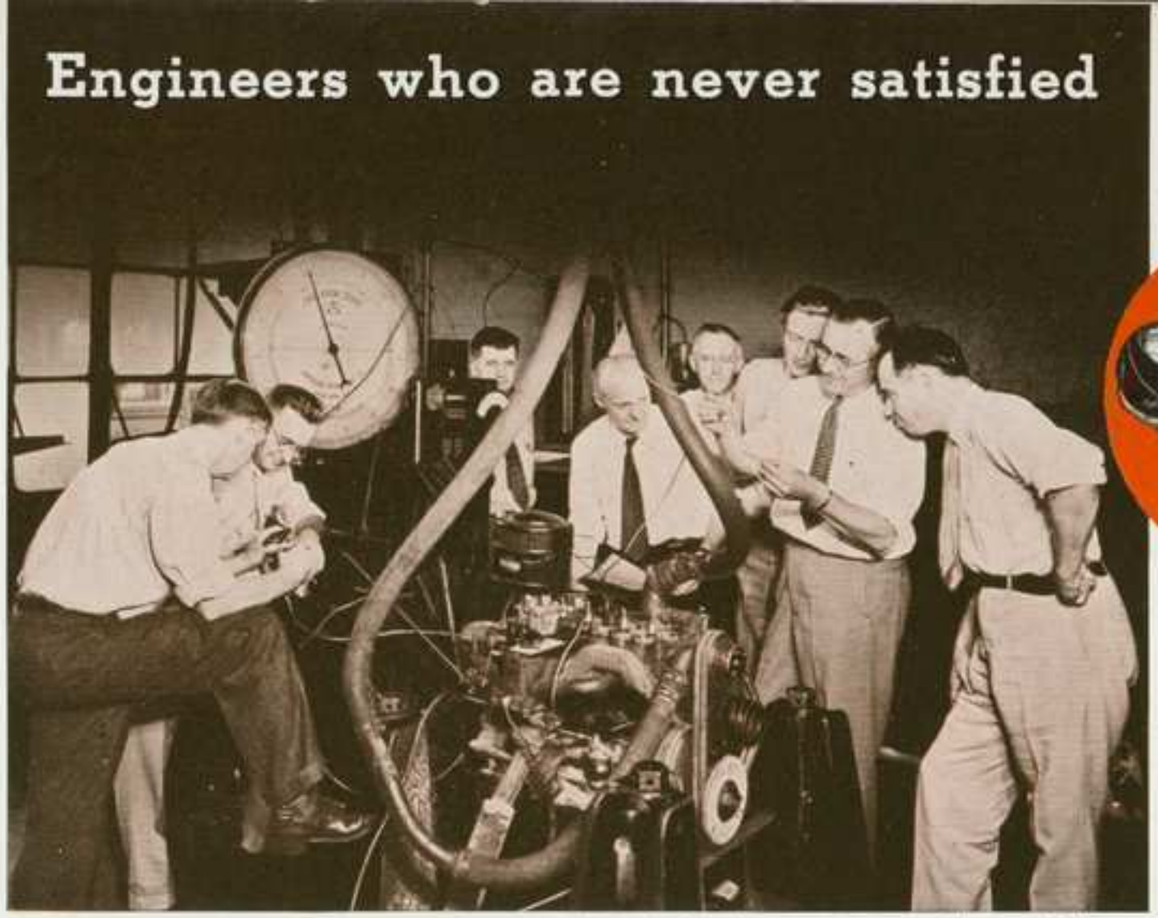
SUPER-SMOOTH COUNTER-WEIGHTED CRANKSHAFTS — The backbone of the motor is its crankshaft, and all Studebaker engines are equipped with rugged counter-weighted crankshafts, which are balanced both statically (at rest) and dynamically (in motion) to provide exceptionally smooth operation and maximum main bearing durability. The shafts are drilled to main and connecting rod bearings for pressure lubrication.



STUDEBAKER DICTATOR SIX CHASSIS

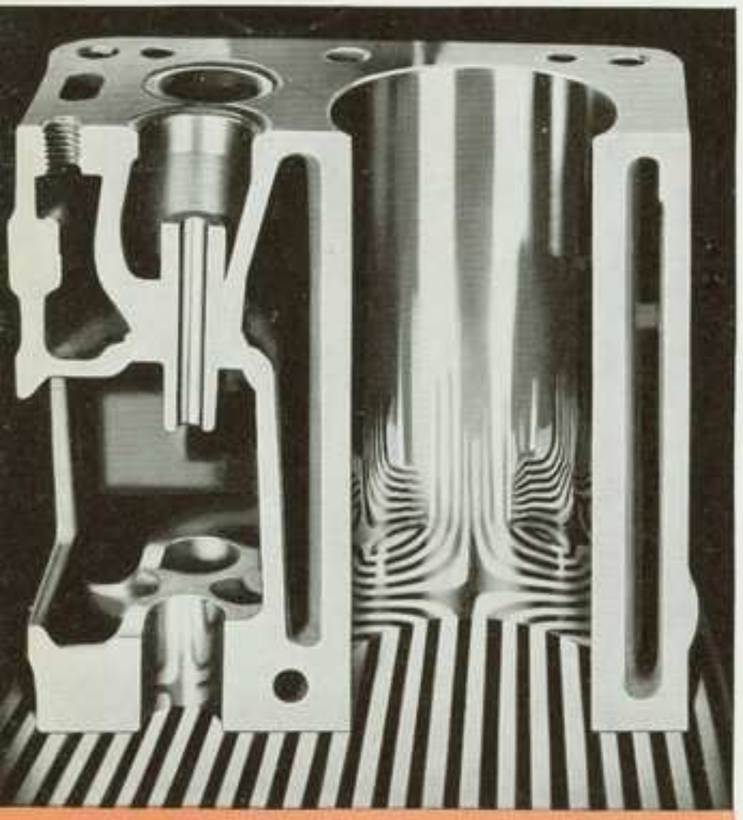
STUDEBAKER PIONEERED THE FULL-POWER MUFFLER—Studebaker continues to pace the industry by adopting improved mufflers on both the President and Dictator for 1937. These are of the combination absorption and resonance type, and are especially effective in higher speed ranges.

Engineers who are never satisfied

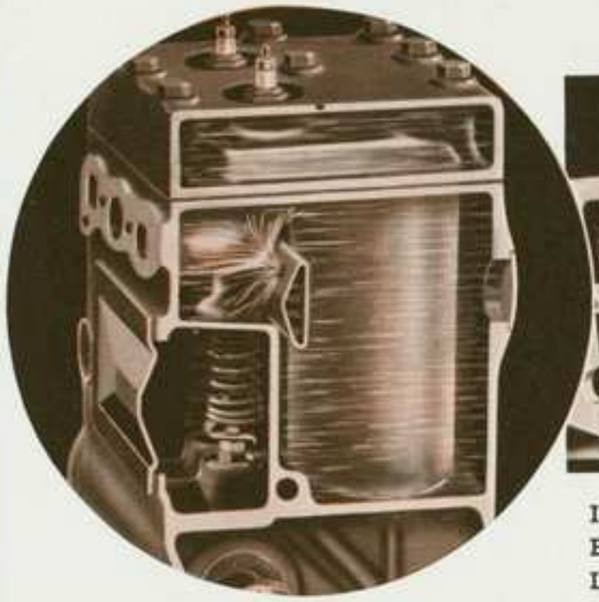


Those men in the picture are the motor experts of the Studebaker engineering staff—top celebrities in engine design and invention every one of them. They're *working* engineers. They take off their coats and roll up their sleeves and pitch in with their hands as well as their brains when there's an idea to work out, a problem to settle. That's why no Studebaker is ever an *experiment* when a motorist buys it.

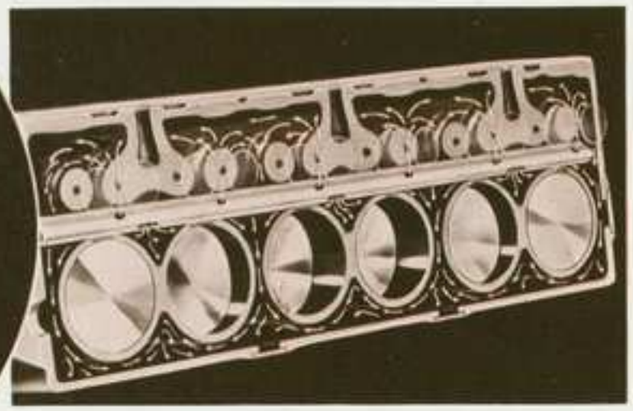
YOU CAN THROW A BASEBALL FASTER AND FARTHER THAN A BASKET BALL—For the same reason you get snappier performance with less effort from Studebaker engines. Studebaker engines develop more power per cubic inch of fuel capacity and give you high compression performance with regular gasoline.



CYLINDER WALLS ARE MIRROR FINISHED—Studebaker molds every cylinder block of gray iron, specially alloyed with chromium to provide additional hardness and making possible integral valve seats that are decidedly preferable to the valve-seat inserts used by some car manufacturers. Cylinder walls are then brought to a mirror-like finish—preventing scoring.



FULL WATER JACKETING CUTS OIL CONSUMPTION—Oil temperature is reduced about 50 degrees, improving lubricating qualities; permitting lighter grades than formerly could be used.



INDIVIDUAL VALVE COOLING MEANS BETTER PERFORMANCE, LESS REPAIRS, LONGER LIFE—Studebaker valves are positively cooled by the complete water jacketing of the exhaust valve seats. In the Dictator engine a water distributing tube situated between the valves and cylinders runs the full length of the engine block. In the President engine a similar function is performed by a water manifold running alongside the valves.

GREATER TURBULENCE IN COMBUSTION CHAMBER INCREASES POWER Studebaker scientific combustion chamber design produces greater uniformity of explosion—therefore greater power with less knocking.

ACCELERATION

Electric fast in response to the touch of your foot on the gas pedal are the great new Dictator and President power plants. Their tremendously fast action is a real factor of safety in those unforeseen emergencies where split seconds count.

No automobile salesman has ever had a more thrilling car than the new Studebaker for demonstrating swift, obedient acceleration. Whether it's a Dictator or a President, you get instantaneous engine response in every driving range. In these days of crowded streets and highways, driving in traffic, crossing busy thoroughfares—and especially trying to pass another car, can be positively dangerous without that kind of acceleration. But there's no hesitation, no hanging back, no running along side by side with other drivers, when you step on the gas in a new 1937 Studebaker. You all but *fly!*

SPEEDWAY STAMINA

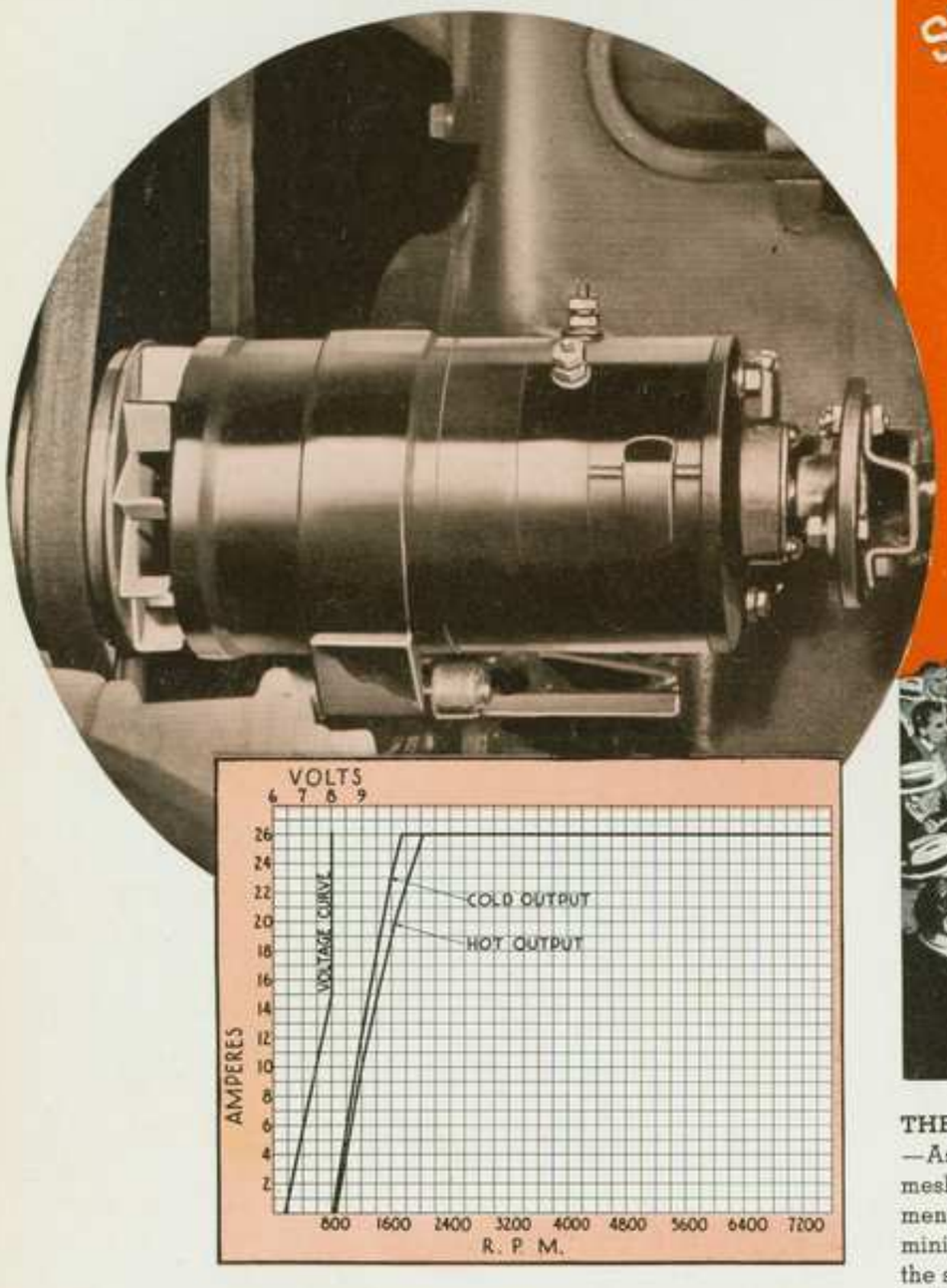
It isn't speed, that Studebaker b
but the ability of Studebaker
and day after day, without

...ts of in recording its racing achievements,
...onstruction to stand up, hour after hour
...quiring parts replacements or repairs.

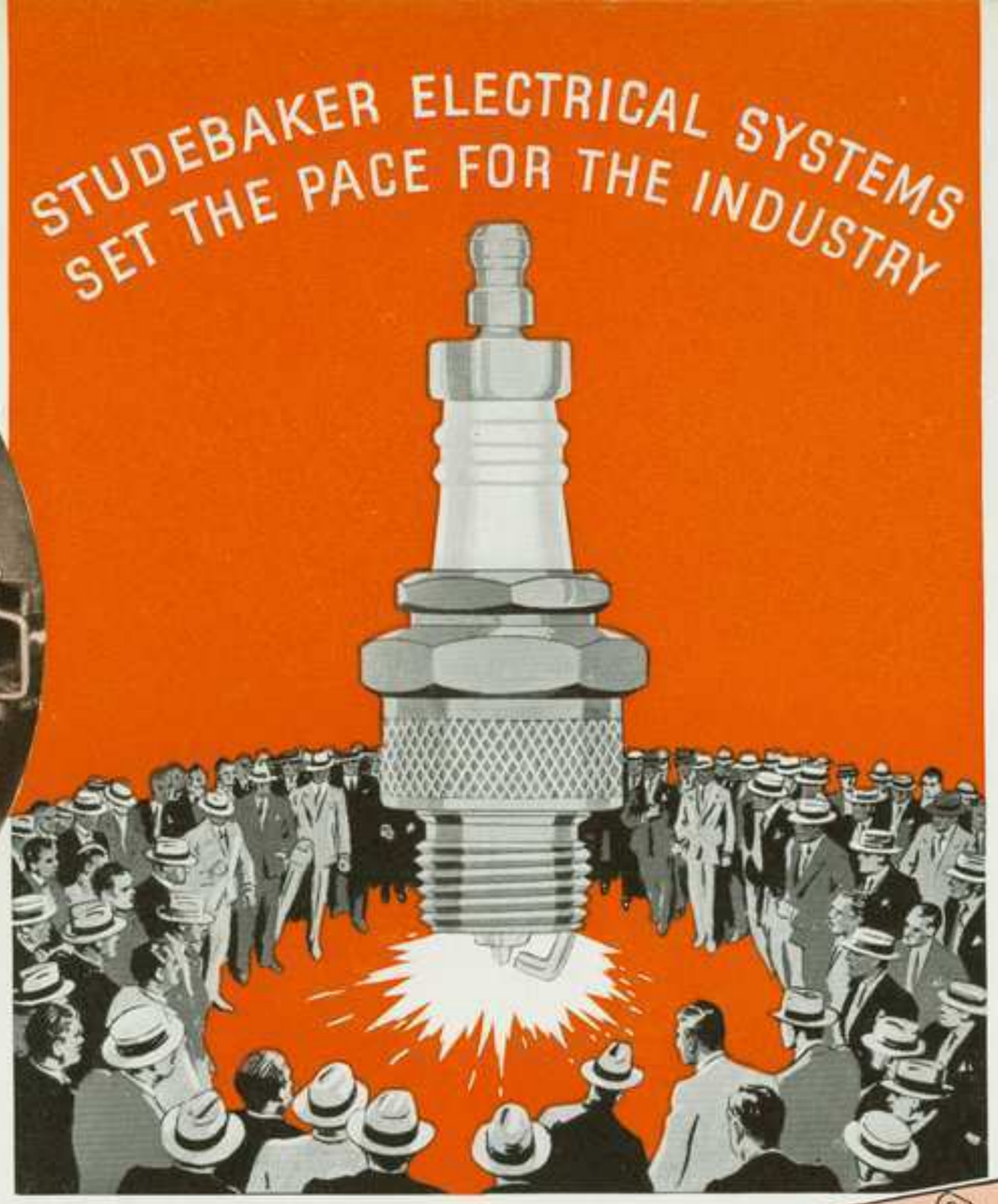
"Stand-up" records that stand unchallenged!

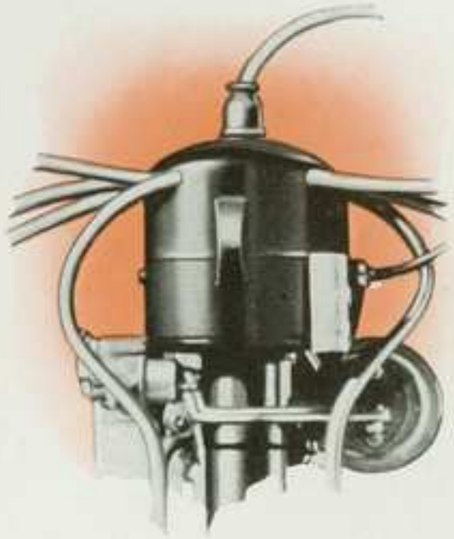
30,000 MILES IN 26,326 MINUTES

Five Studebakers started ...five Studebakers finished brilliantly for two years in a row in Indianapolis Speedway 500-mile race



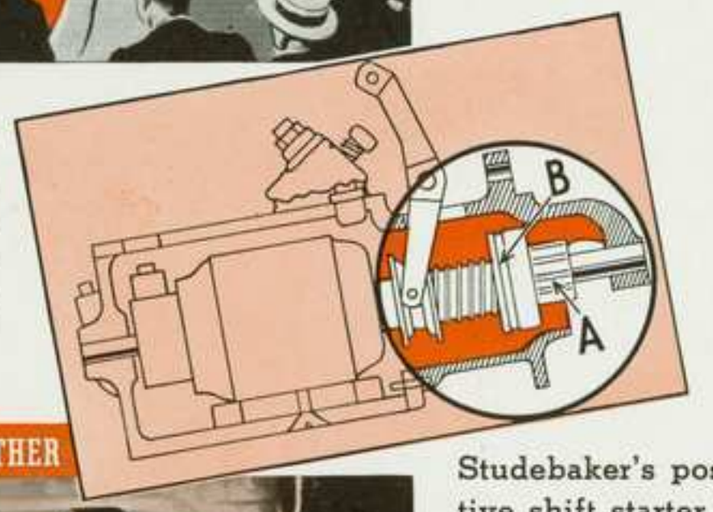
YOU NEVER NEED RECHARGE YOUR BATTERY WHEN THIS GENERATOR IS ON THE JOB—As the chart above shows if the battery is fully charged the regulator limits the generator output. Unlike ordinary generators, if the battery is undercharged the regulator permits full generator output at all speeds above 21 miles per hour or, as shown in the chart approximately 1800 revolutions per minute of the generator shaft. This President generator is shunt wound so that the specific gravity of the battery is always kept at the correct point. All Studebaker generators are air cooled for long life.





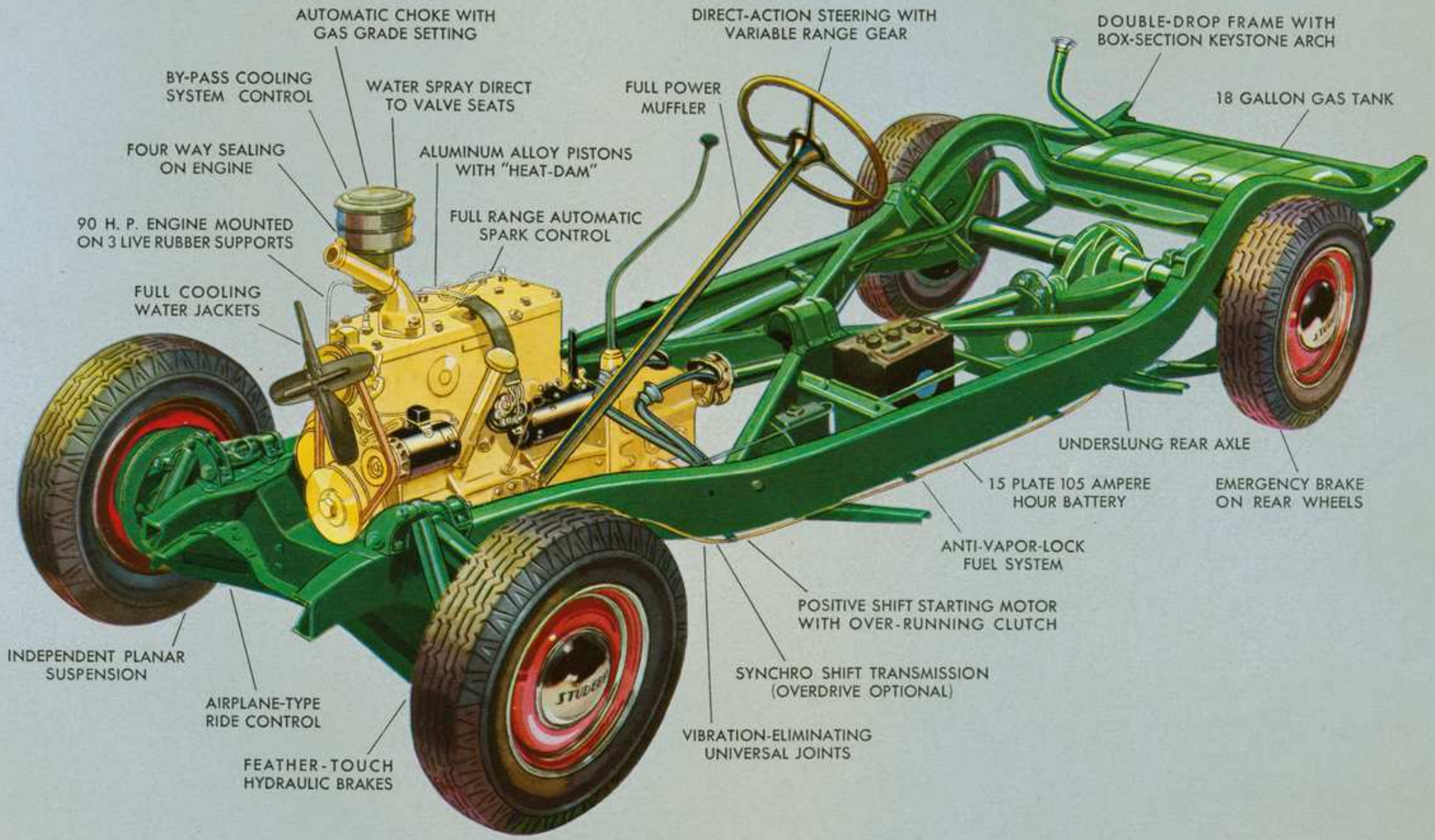
ALL IGNITION CABLES ARE WEATHER-PROOFED—The Studebaker ignition is protected against weather by the latest improved lacquered type of high tension cable. Even in the most severe rain the likelihood of putting the motor out of commission through short circuiting has been eliminated.

THE STUDEBAKER STARTER ALWAYS STARTS—As shown in diagram at right, the starter gear is meshed with the flywheel before starter gear (a) commences to crank the engine. An overrunning clutch or miniature free-wheeling unit (b) prevents damage to the starter drive if the engine is speeded up excessively before starter pedal is released. The gearing between the starter and the flywheel permits a high cranking speed which is very helpful on cold mornings.



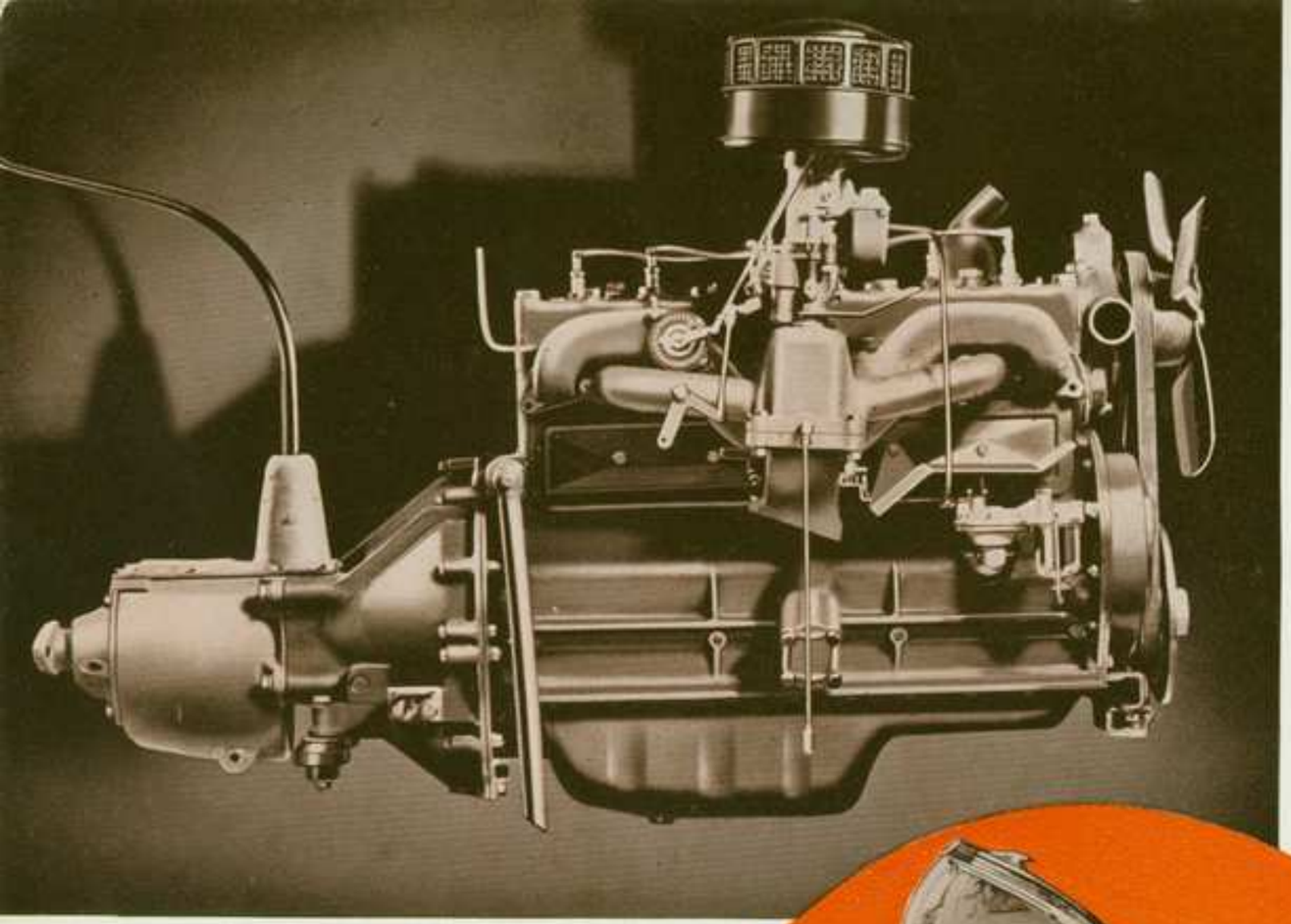
Studebaker's positive shift starter is simple, compact and efficient

STUDEBAKERS START EASILY IN ANY WEATHER



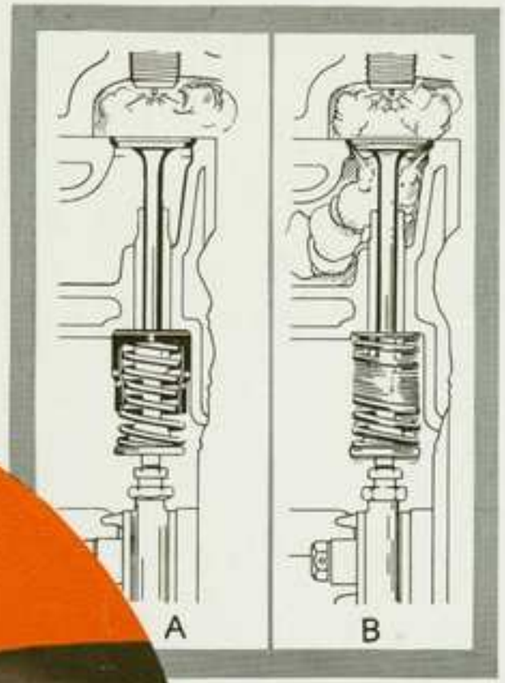
STUDEBAKER DICTATOR SIX CHASSIS WITH PLANAR SUSPENSION

STUDEBAKER—WORLD'S GREATEST BUILDER OF ENGINES



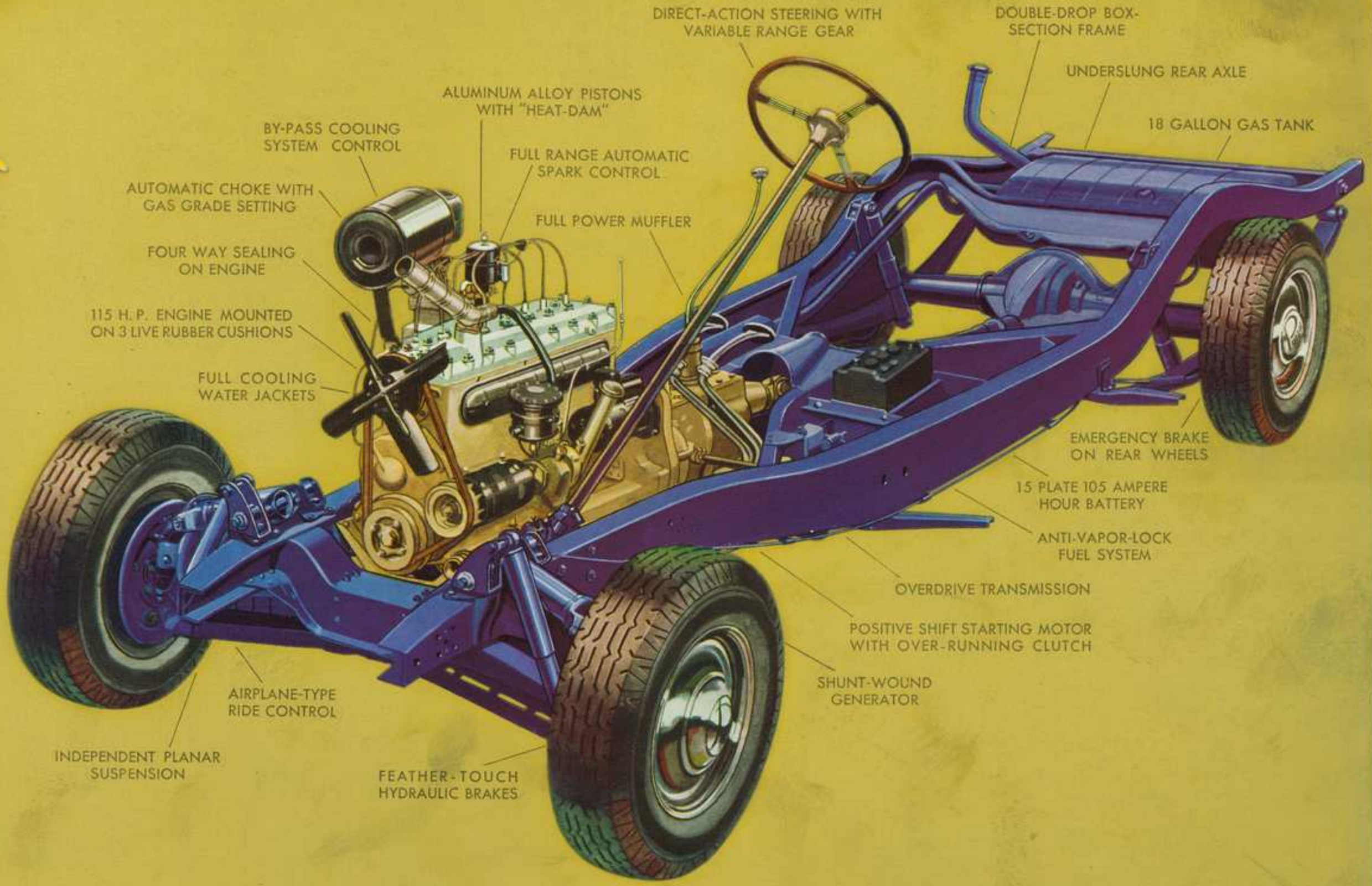
THEY CALL THIS THE GREATEST OF ALL SIX CYLINDER POWER PLANTS—And this Dictator engine deserves that distinction. It combines the economy of a six with a smoothness not equalled by many eights. It is almost impossible to wear it out even under thousands of miles of severe usage.

STUDEBAKER'S NEW ONE-PIECE HOOD TOP LIFTS UP FROM THE FRONT—To get at the Studebaker engine for ordinary servicing your filling station attendant simply takes hold of the radiator ornament and lifts. Extra-strong automatic spring hinges pictured below hold the raised top securely in position until it's pulled down. The hood side panels may be easily removed any time it is necessary to do so. The theft-proof radiator ornament acts as a secure latch to keep the hood top tightly closed.



STUDEBAKER VALVES DEFEAT "BLOW-BY"—The valve spring vibration damper was pioneered by Studebaker, and overcomes valve spring surging under rapid action. Surging of the valve spring allows a valve to flutter causing incorrect seating of the valve and valve spring breakage. See illustration "B". Because of the tremendous pressure in the combustion chamber at instant of firing, the ignited gases "blow-by" the valve and cause power loss unless it is correctly seated as shown in "A."

STUDEBAKER TAPPETS ARE SUPER-QUIET—The Dictator motor has a barrel shaped valve lifter which can be removed through the side if in need of attention, cutting service time from 12 hours to an hour and a half. The valve lifter used in the President is also so arranged that the camshaft need not be removed for servicing.



STUDEBAKER PRESIDENT EIGHT CHASSIS

Unexcelled SAFETY for drivers and passengers

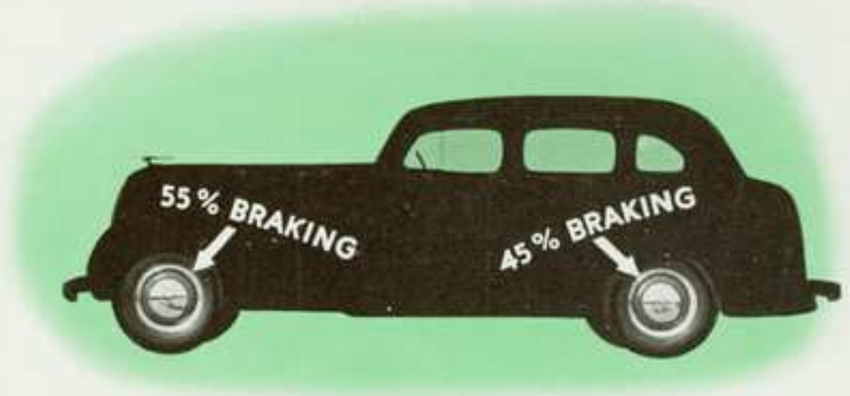
THE Studebaker salesman has more to offer customers in the way of safety than any of his competitors. Studebaker not only has the strongest steel body in the world but Studebaker was the world's first car manufacturer to offer steel bodies, just as it was one of the first to provide shatter-proof safety glass in all windows as well as wind-shields. • Studebaker's superiority in safety is something you can tangibly prove. The beautifully air-curved one-piece steel top in the 1937 Studebaker Dictators and Presidents is the largest single sheet of steel used in any car. It is seamlessly welded to steel body panels that are similarly strong. And this outer armor of steel is reinforced by more and stronger box-section girders of steel than you will find in any other car. Studebaker structural safety is matched by operating safety as the pages following disclose.

It's smart to drive safely!

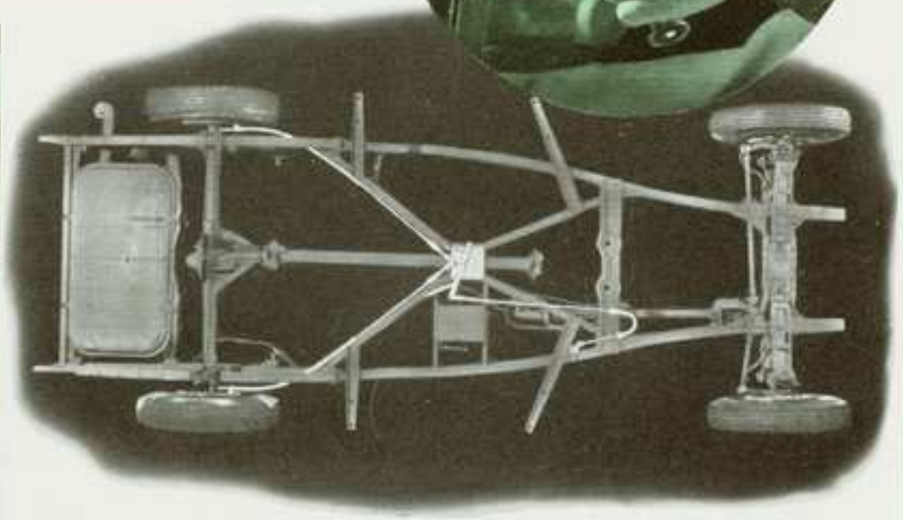
THE WORLD'S SMOOTHEST, SAFEST, FEATHER-TOUCH HYDRAULIC BRAKES

THESE STUDEBAKERS LEAD IN OPERATING SAFETY, TOO . . . THEY STOP SWIFTLY, SURELY, EASILY!

THE EMERGENCY BRAKE OPERATES ON THE REAR WHEELS—The Studebaker hand brake operates on the same brake shoes as the regular hydraulic service brakes. Each system functions independently of the other, giving the car two separate and distinct braking systems. Studebaker's emergency brakes are even better than the two-wheel service brakes used on cars for years. The hand brake lever is conveniently located under the dash and gives more foot room.



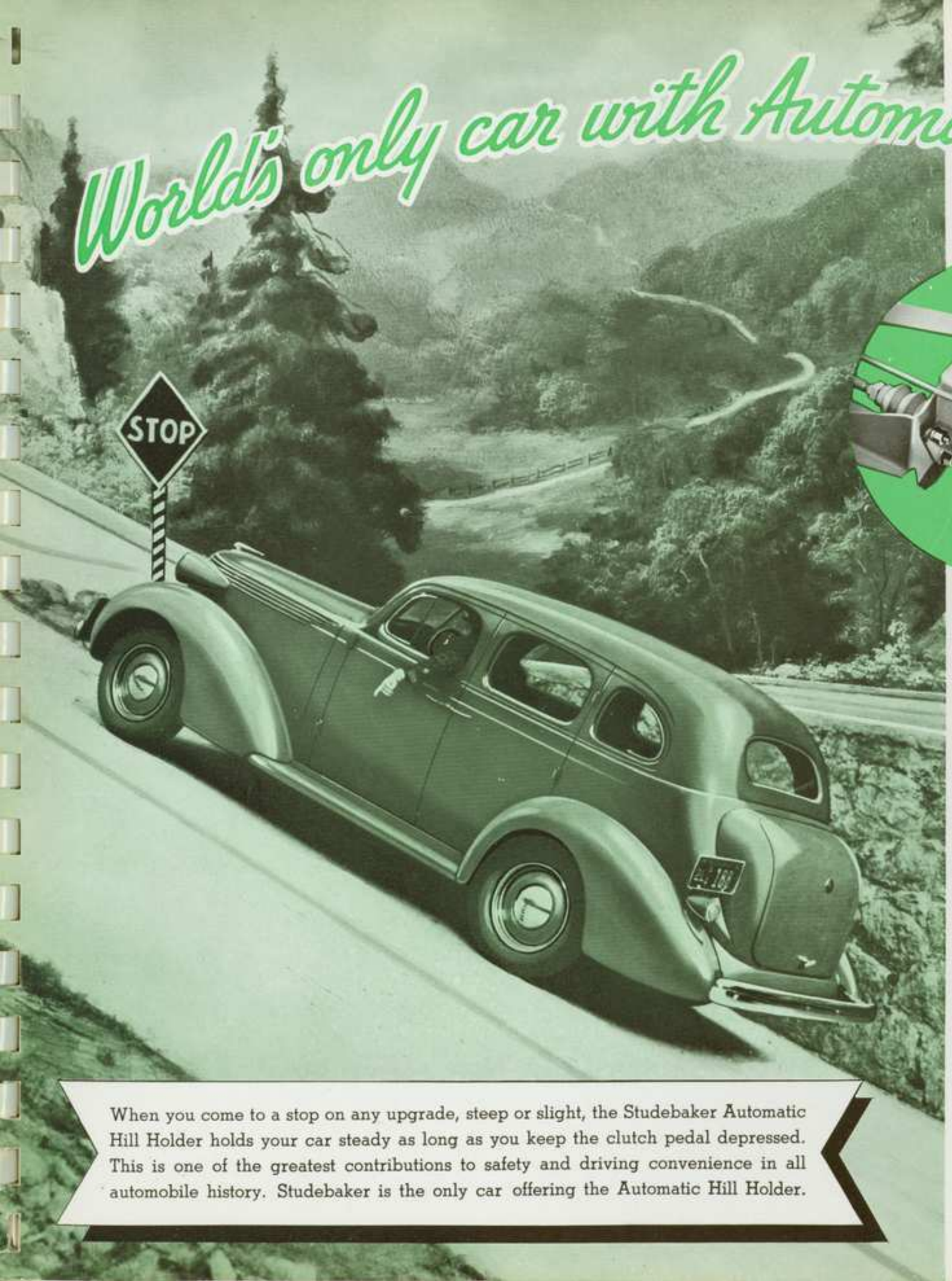
THESE STUDEBAKERS STOP IN A STRAIGHT LINE AT HIGH SPEEDS because more braking power is applied to the front wheels than to the rear wheels. This, of course, is simply good engineering as the weight of the car, when stopping, is thrown most heavily on the front wheels, and *too* much *rear* wheel braking at high speeds starts skids.



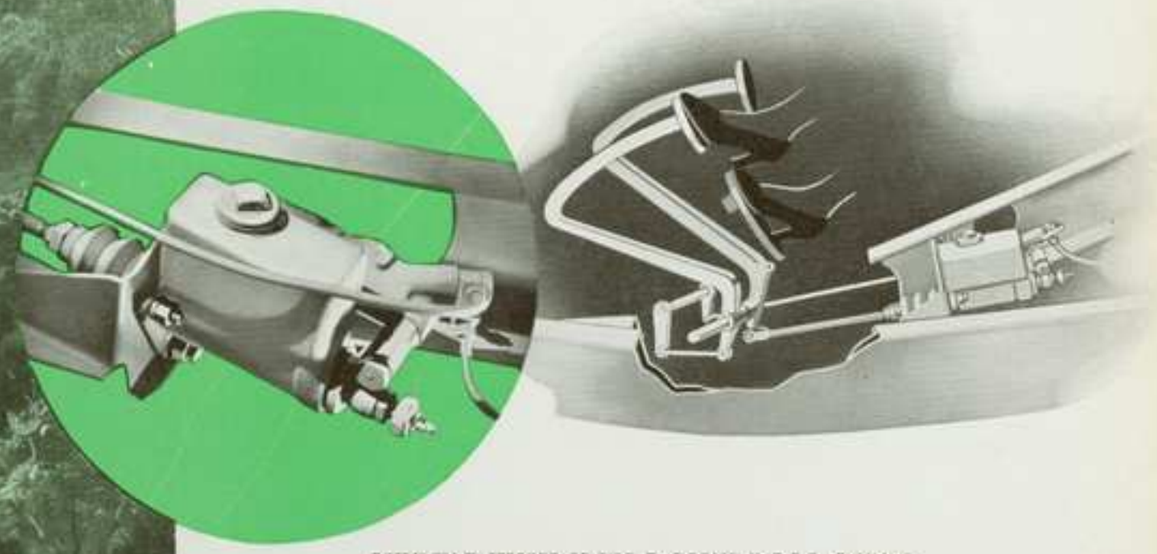
BRAKE DRUMS RIBBED TO DISSIPATE HEAT—Studebaker's solid cast-iron brake drums are not only ribbed but they are keyed to a pressed steel backing plate. Many brake drums are merely spun or "centrifused" into a steel shell which saves money for the manufacturer and doesn't approach the efficiency of Studebaker's costlier design.

THIS SHOWS YOU WHY STUDEBAKER BRAKES NEED ONLY FEATHER-TOUCH PRESSURE—Studebaker hydraulic brakes are designed with larger pistons to actuate the primary or forward brake shoes because those shoes have the most work to do in stopping the car when it's going forward. These bigger pistons are the reason why only a feather-touch pressure of the brake pedal is needed in a Studebaker to come to a swift, smooth, easy, straight-line stop.

World's only car with Automatic Hill Holder!



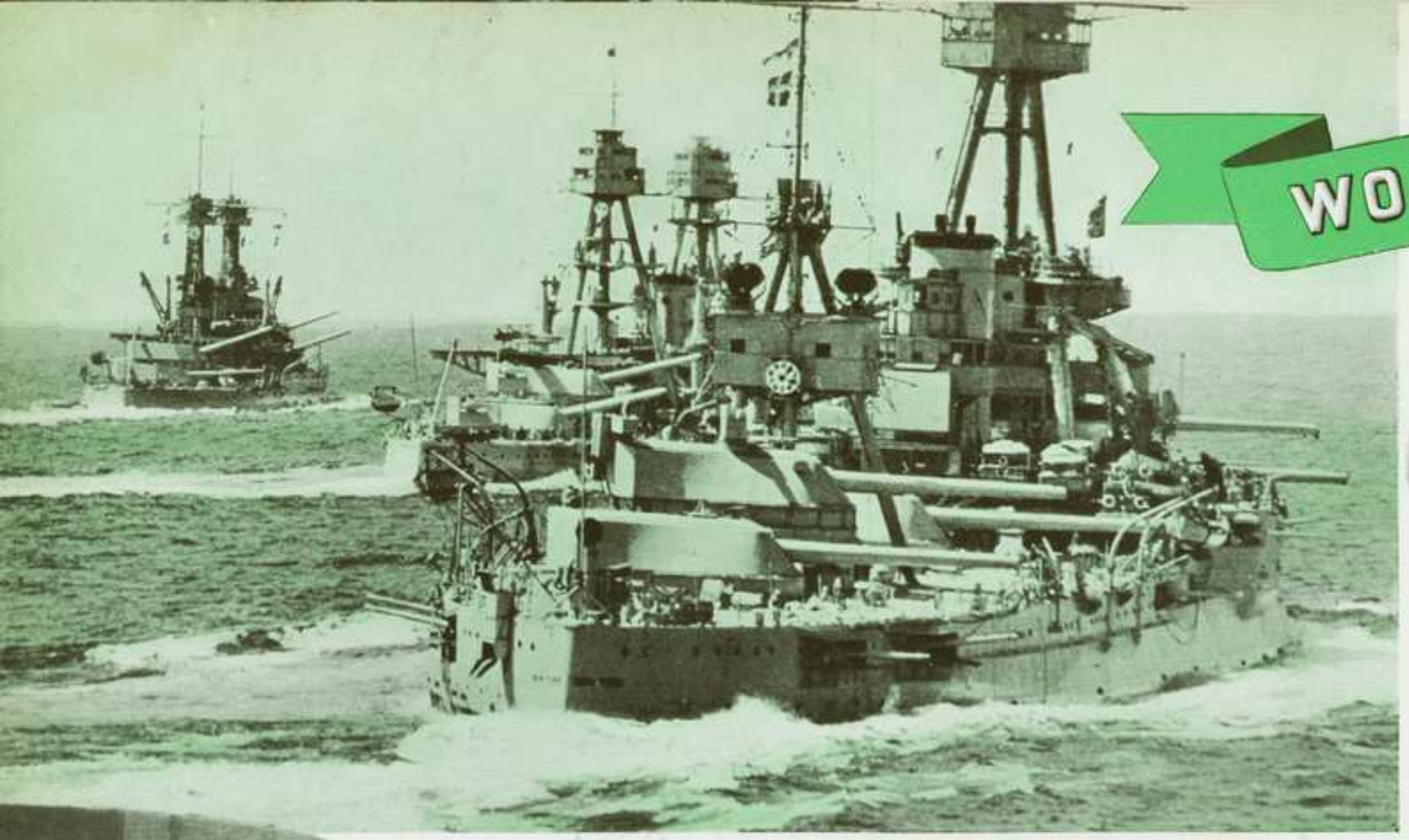
When you come to a stop on any upgrade, steep or slight, the Studebaker Automatic Hill Holder holds your car steady as long as you keep the clutch pedal depressed. This is one of the greatest contributions to safety and driving convenience in all automobile history. Studebaker is the only car offering the Automatic Hill Holder.



HERE'S WHY YOU DON'T ROLL BACK AND BUMP THE CAR BEHIND—Above you see the simple mechanism that actuates the Studebaker Automatic Hill Holder. The Hill Holder itself is pictured at the left. At the right you see how the clutch pedal operates it. It is attached to brake fluid line, not to the transmission. It operates only when the brake pedal is applied and on upgrades—never on downgrades.

HOW AUTOMATIC HILL HOLDER WORKS

In figure one above, the driver is applying the brake and clutch pedal in the regular way for a stop. In figure two, the brake pedal is released and the clutch pedal held down. The Hill Holder now automatically takes over the job of holding the car steady on the upgrade. Figure three shows how it works—a ball check retains the brake pressure in the fluid line in the same way the ball in the bottle is holding the water. In figure four, the right foot is on the gas pedal as the clutch pedal comes back and car moves smoothly ahead!



BUILT LIKE BATTLESHIPS

WELDING THE STUDEBAKER BODY INTO A SINGLE SEAMLESS SHEET OF STEEL—Studebaker was one of the first manufacturers to abandon the riveting and bolting of body panels and to weld them electrically. The picture at the left below shows one of the flash welding operations whereby two pieces of metal are brought together under heavy pressure and made into a single, seamless unit.

WORLD'S STRONGEST

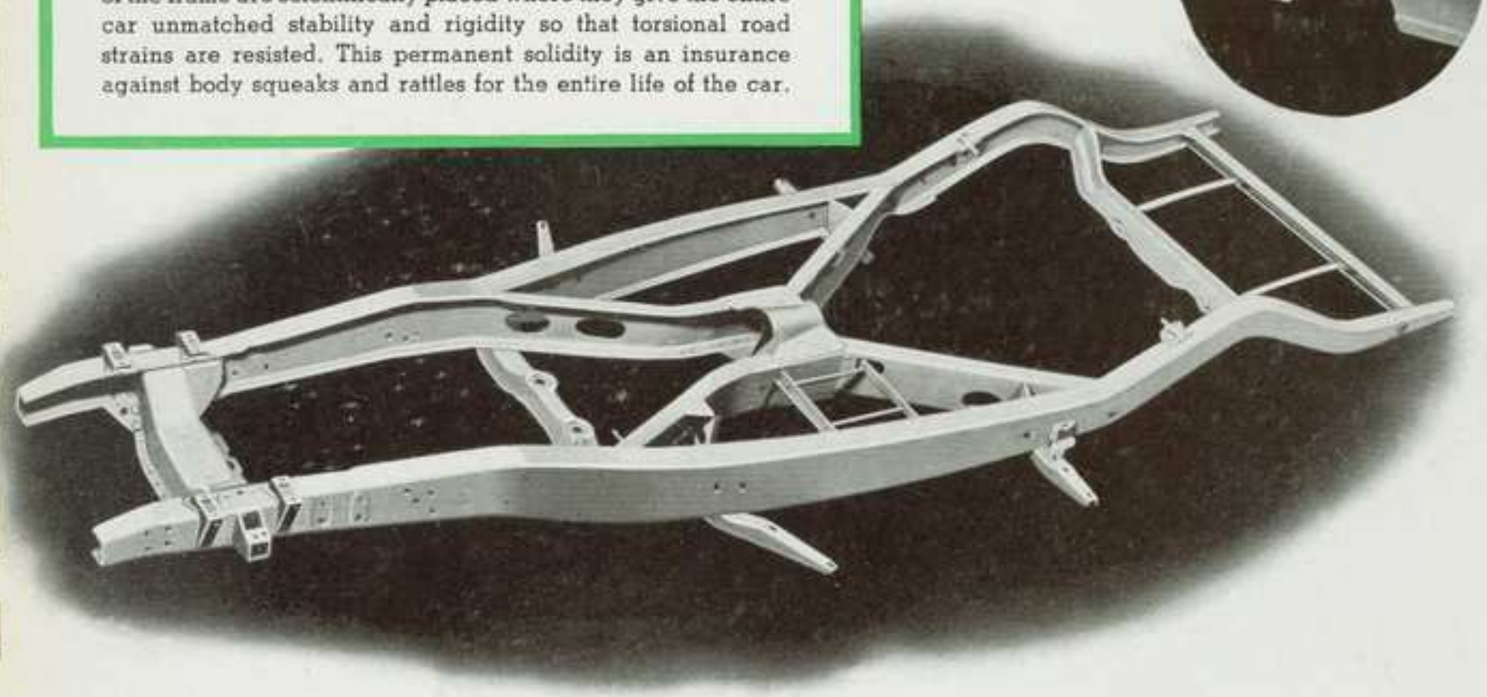
STUDEBAKER STEEL TOP IS THE LARGEST SINGLE SHEET OF STEEL USED IN ANY AUTOMOBILE—As shown in the picture above, the smooth air-curved Studebaker steel top extends all the way from cowl to trunk opening. When welded to the side panels it forms an unbroken armor plate of steel as pictured below. This is by a long lead the soundest, strongest, safest motor car body the world has ever known. And moreover it is a remarkably quiet, temperature-resisting body in all climates. That's because it has the most efficient insulation in any car.

ALL STEEL BODIES

THIS BOX TWISTS EASILY—Look how easy it is to crush and twist the three-sided "U" box pictured above. That's the type of reinforcing that is being ured in most steel bodies

BUT THIS BOX DOES NOT—This four-sided box resists crushing and twisting. It's the type of steel box girder that gives Studebaker the world's strongest steel framework.

THE TREMENDOUSLY STRONG BOX-GIRDER FRAME—The President frame pictured below is probably the most rigid understructure used in any car. It forms an integral part of the steel body to which it is bolted. The frame follows the contour of the body so there is no overhang. The x-cross members of the frame are scientifically placed where they give the entire car unmatched stability and rigidity so that torsional road strains are resisted. This permanent solidity is an insurance against body squeaks and rattles for the entire life of the car.



HERE'S PROOF THAT STUDEBAKER USES MORE BOX-SECTION GIRDERS—Above are shown a number of views of Studebaker box girder body frame construction. In the center is the united skyscraper steel framework which *backs up* with steel the heavy steel outer body shell. Studebaker floors and doors, cowls and roofs are steel and nothing but steel. No wood is used anywhere in a Studebaker.

THEY'RE PUSHING IT OFF
A 104-FOOT CLIFF

IT'S HURTLING NOSE-DOWN
AT THE 30-FOOT MARK

CRASHES AGAINST CLIFF
FENDERS CRUMPLE, HOOD LOOSENS

ROLLS 7 TIMES . . . HITS BOTTOM
DRIVEN AWAY UNDER OWN POWER

NEW STUDEBAKER DOORS ALMOST SHUT THEMSELVES—You don't have to slam the doors of these new Dictators and Presidents to shut them securely. Just another example of Studebaker progressiveness. A gentle pull engages this exclusive rotary door latch; and the rougher the road, the tighter the door closes. Moreover these new locks automatically take up wear and eliminate annoying rattles.

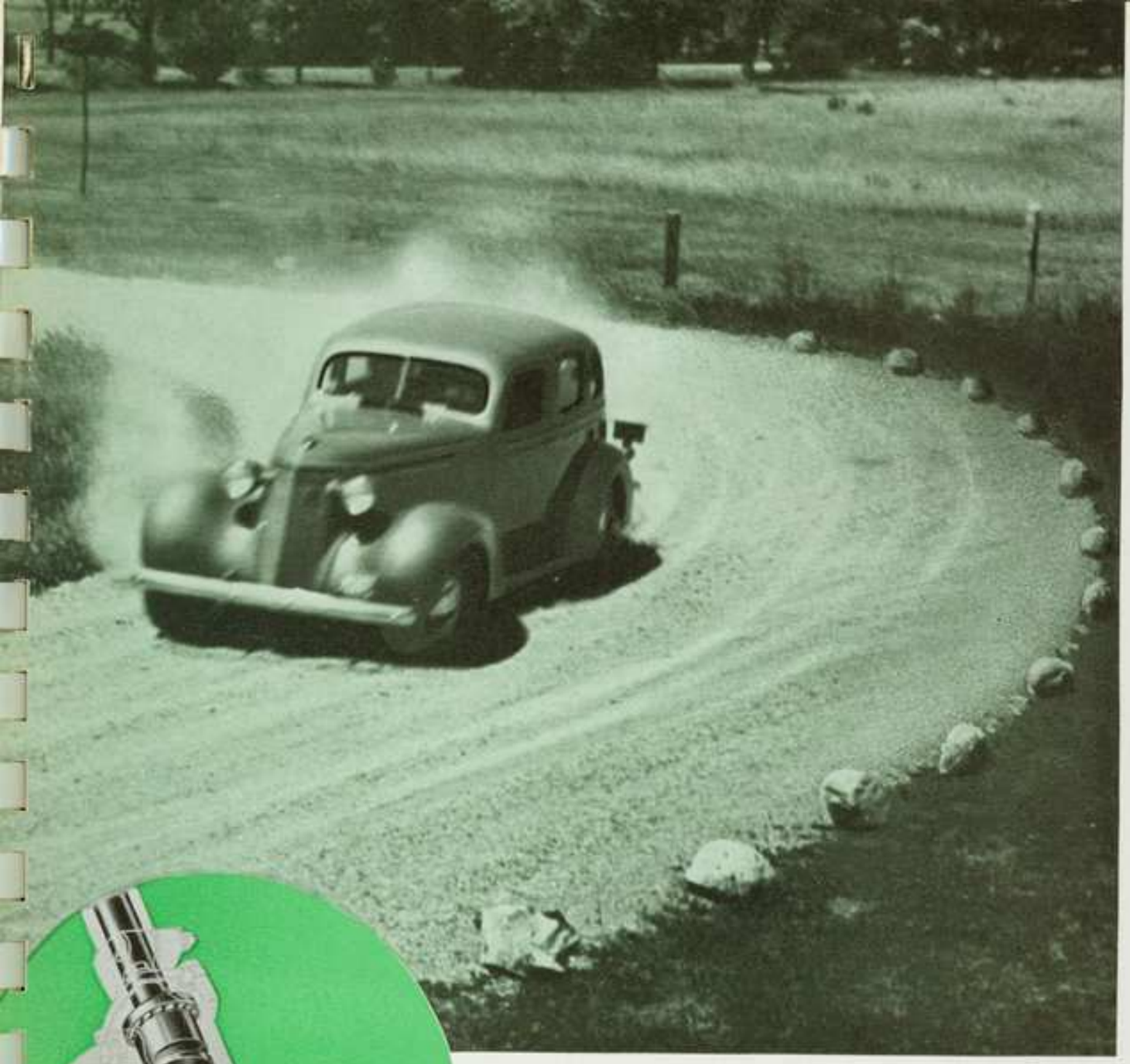
A stiff spring in the rotary latch (on the door) keeps it pressed firmly against the safety catch (on the center post). Even on rough roads, the doors do not shake loose but shake shut.

HIGHER WINDSHIELDS INCREASE YOUR "SEE AHEAD" ABILITY—These safety glass V-type windshields of the 1937 Dictators and Presidents are one inch higher than the average. That means that your visibility ahead is increased remarkably, especially for overhead stop lights or for cars approaching over a hill. Rear windows in both sedans and coupes are big enough to give the driver complete visibility of the entire road.

HERE'S MORE PROOF THAT YOU'RE SAFER IN A STUDEBAKER

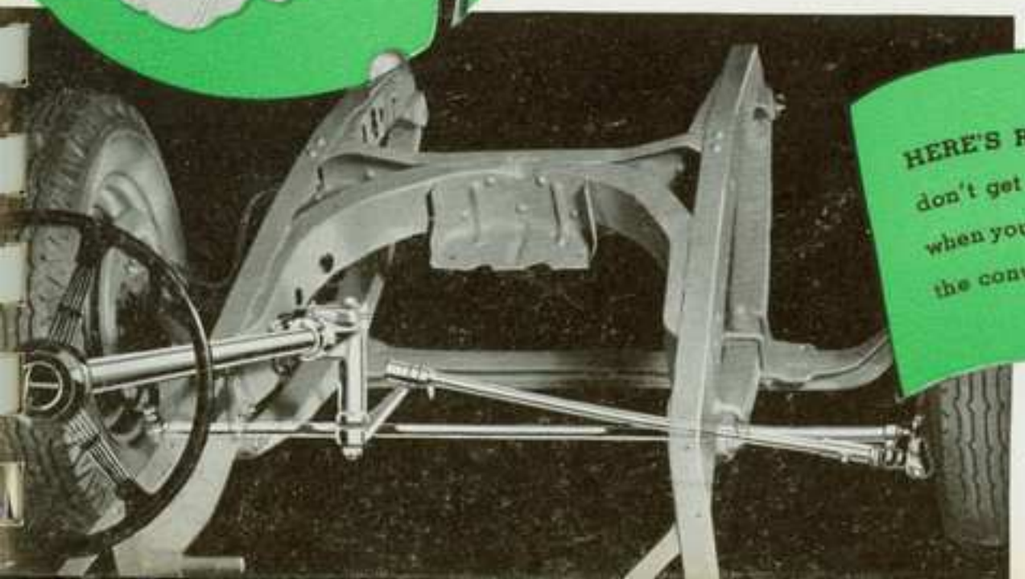
STUDEBAKER STARTED THE TREND TO SAFETY GLASS—And in these 1937 Dictators and Presidents the strongest, clearest safety glass on the market is available. It is standard throughout the President and in all windshields and front ventilating wings of the Dictator. Most car buyers want this protection. In many communities it is now compulsory by law. For years, almost alone among car manufacturers, Studebaker advertised the advantages of safety glass—and today, few motorists will buy a new car without it.

YOU ALWAYS KNOW WHEN YOUR BRIGHT LIGHTS ARE ON—That little circle to which the arrow is pointing in the picture above is the headlight beam indicator which is a Studebaker feature. You are always safe as well as considerate with *two* lighting beams.

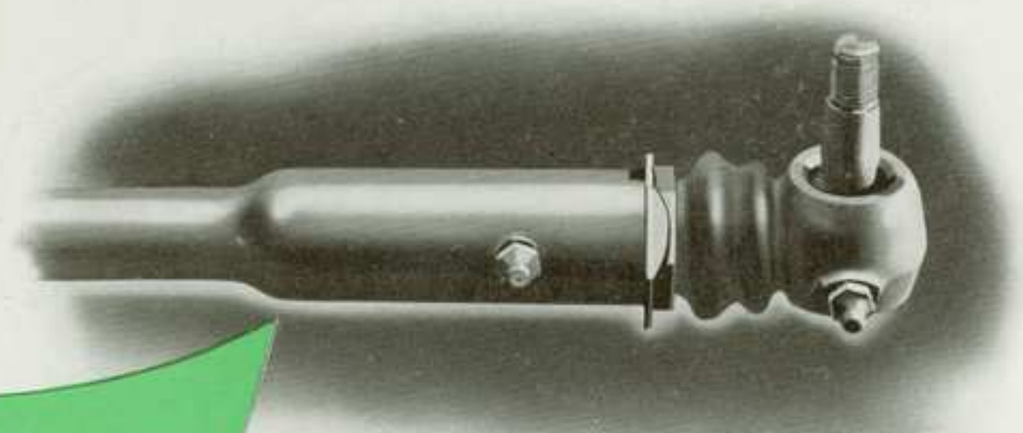


YOU DON'T HAVE TO FIGHT THE WHEEL ON A NEW STUDEBAKER

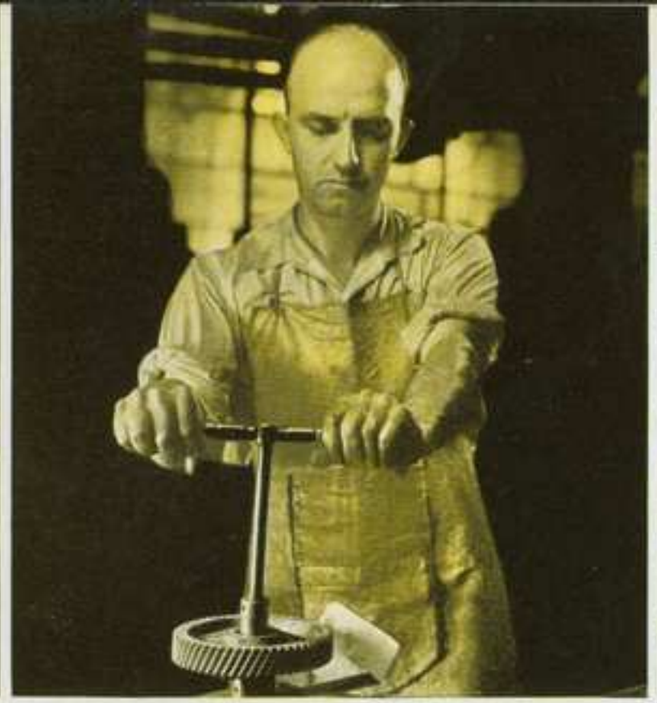
YOU TAKE UNEXPECTED TURNS AT HIGH SPEED SAFELY—Thanks to Studebaker's new dual range steering gear, perfect control is retained on straightaway driving while at the same time the effort required in turning or parking is reduced nearly 50 per cent. The car always goes where you point it.



HERE'S REAL SHOCK PROOF STEERING—You don't get any kick-back from road to steering wheel when you're driving a new Studebaker. That's as true of the conventional axle Dictator as it is of the President.



ROAD SHOCK IS SOFTENED BY SPRING-CUSHIONED DRAG LINKS—Drag links on all new 1937 Dictators and Presidents are equipped with spring cushions to wipe out the last trace of shock transmitted from the road to the steering wheels. It is the work of these springs to take out the small shocks caused by the irregularities in the road which are felt more as vibration than as individual impacts.



STUDEBAKER CRAFTSMANSHIP

the most expert in the automobile industry

The Studebaker working force of 6,300 artisans numbers, in the main, permanent residents of Studebaker's home city, South Bend. Many of them followed their fathers and even their grandfathers into Studebaker's employ. They average almost exactly forty years of age and their total length of service under the flag of Studebaker exceeds thirty thousand years. Due to the Studebaker tradition of excellence which has pervaded South Bend for generations, that city is often called the closest modern approach to one of the famous guild communities of the long ago.

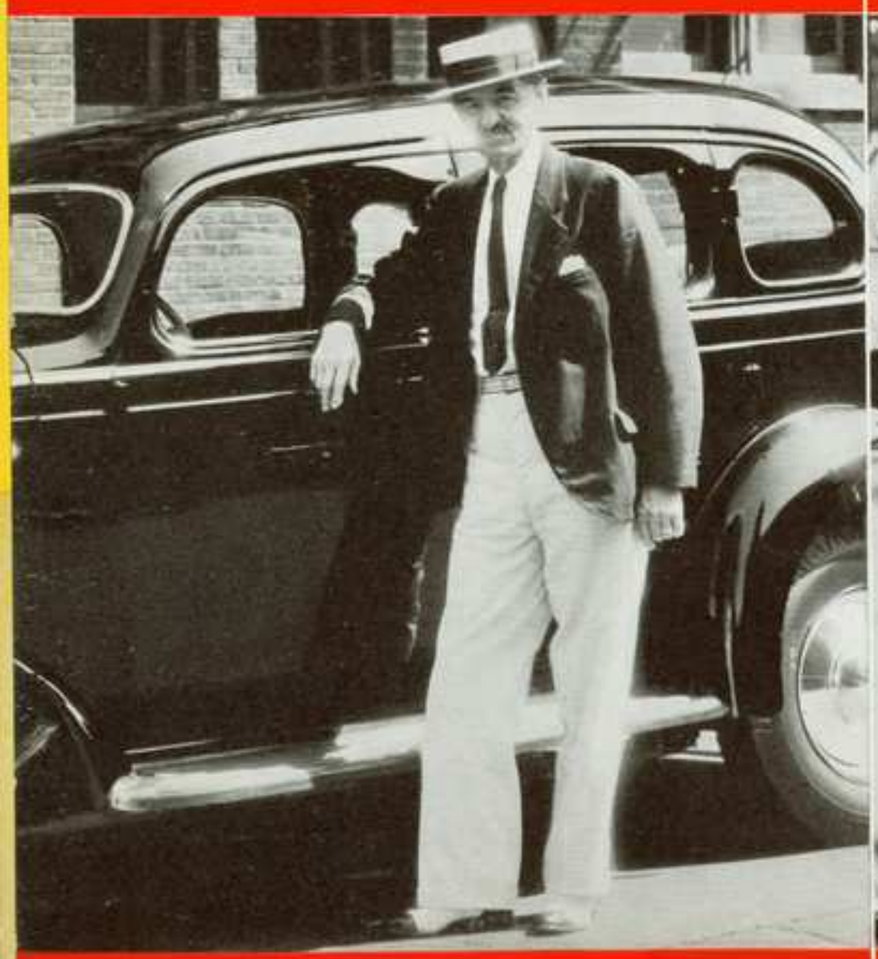
LANNY ROSS

JESSICA DRAGONETTE

A FEW OF THE PROMINENT OWNERS OF STUDEBAKER CARS

•

In your territory and every community throughout America, more and more of the leaders in public and social life are choosing Studebakers.



MAYOR DANIEL M. HOAN
Milwaukee, Wisconsin

CLYDE BEATTY

NORMA SHEARER

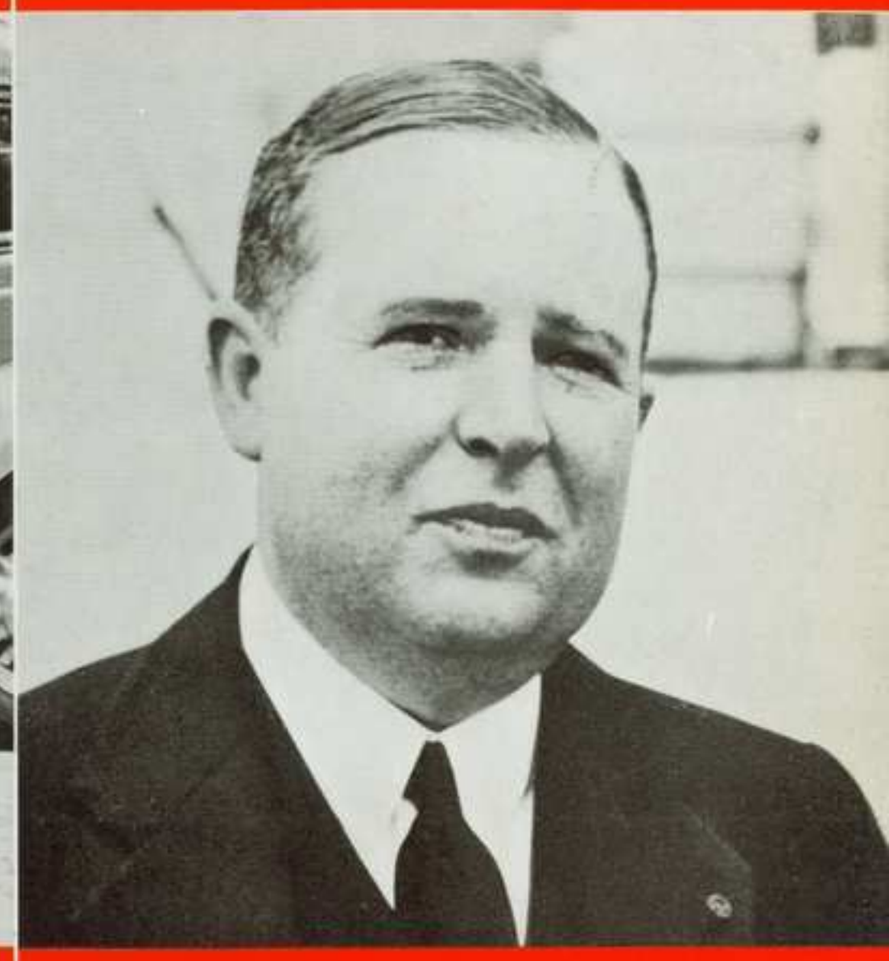
RUTH ETTING

DONALD DOUGLAS
Designer Douglas Transport Planes

JUDGE EWIN L. DAVIS

PHIL BAKER

JOE COOK



HON. DAVID SCHOLTZ
Governor of Florida

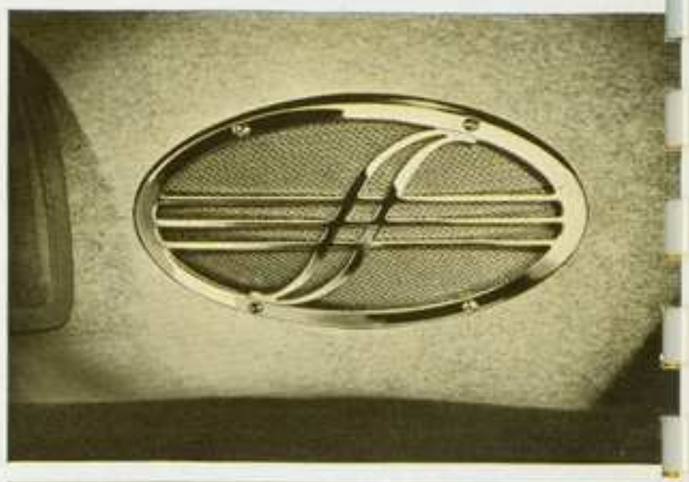
SMART 1937

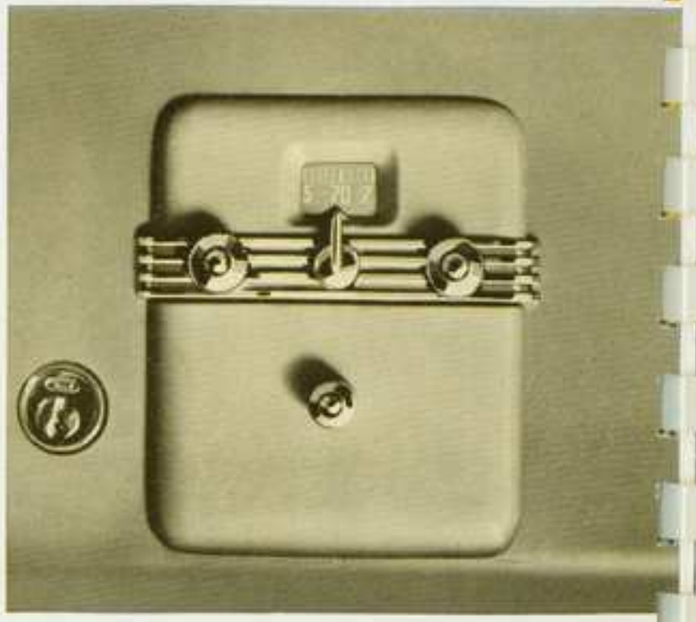
FACTORY TESTED AND APPROVED BY AND CONVENIENCES WILL APPEAL

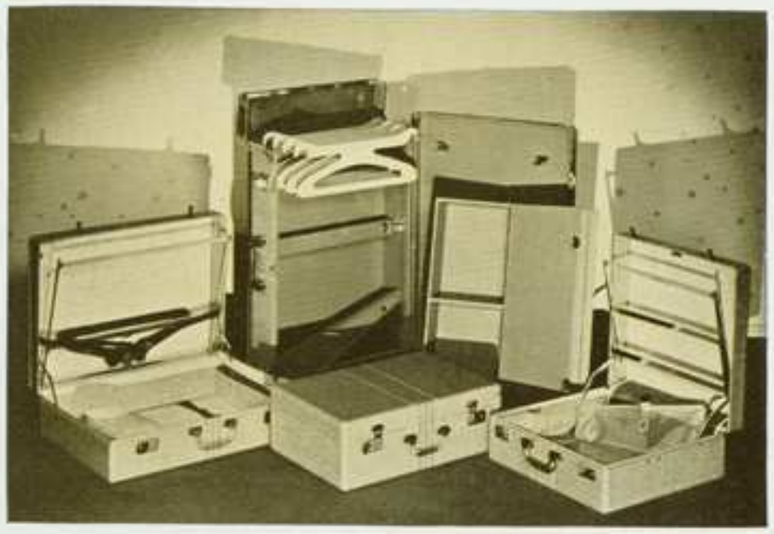
(Above) FIVE CASE LUGGAGE OUTFIT—Here's a complete family traveling outfit for Studebaker cruising sedans. It consists of a full size gentleman's wardrobe case, a ladies' wardrobe case, a gentleman's auxiliary case and 2 ladies' auxiliary cases, smartly finished in moire silk inside with exteriors of either a black shark grain fabrikoid or a smart striped linen. While the assembly of five cases is a complete outfit for cruising sedan trunks, cases may be purchased separately.

(Below) FOUR CASE LUGGAGE OUTFIT—Here's a four case assembly that fits in the Studebaker cruising sedan trunk. It consists of an unusually spacious hand wardrobe trunk (32½"x21½"x8"), equipped with four suit hangers, removable compartment for shirts, linens, etc., a gentleman's hand wardrobe suitcase, a ladies' wardrobe suitcase and an auxiliary case. In black fabrikoid or striped linen.

ELECTRIC CLOCKS—Studebaker electric clocks are correctly timed and correctly styled. These clocks are custom designed and precision built. They have jeweled movements and are easily readable at night by virtue of a clever system of indirect illumination at the left. Fit into a special space provided in the package compartment door of President (at left) or Dictator (above).







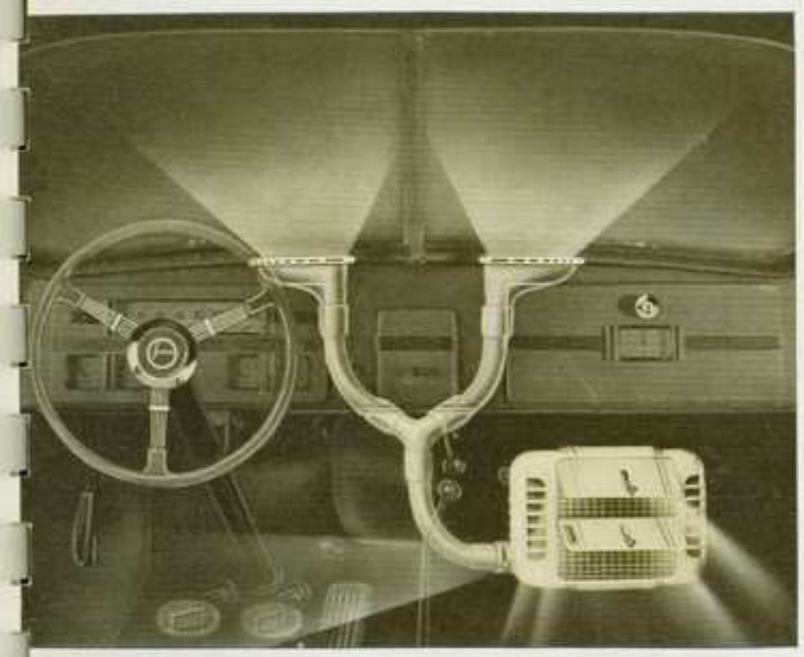
STUDEBAKER CONTROLLABLE SPOTLIGHT—Remains firmly in position regardless of roughness of road. Control handle in car interior is convenient to driver.

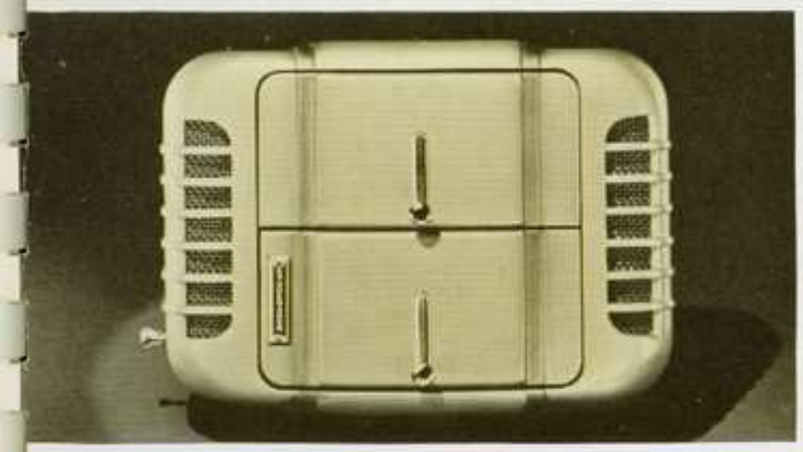
ROAD AND FOG LIGHT—projects a long low beam of light well out in front of the car. Available with clear or fog lens.

"EAR LEVEL" PHILCO RADIO—Every motorist to whom you sell a Studebaker can be assured of perfect radio reception if the car is equipped with a Custom Built Studebaker-Philco Radio. No other radio can approximate its beautiful rich life-like tone. Studebaker cars are specially engineered for this specially designed radio. The attractive looking "Ear Level" reception speaker is built in overhead. Instrument panel control dial is in complete harmony with the instrument board.

ACCESSORIES

STUDEBAKER ENGINEERS, THESE NICETIES STRONGLY TO MANY OF YOUR CUSTOMERS





NEW DE LUXE HEATER—Picture at top above shows Studebaker's exclusive new built in windshield defroster connected up with the new de luxe heater. Heater assembly includes necessary defroster connections. In addition to the adjustable shield on the front of the heater, a stream of warm air is directed at the driver's feet. Studebaker hot water heaters are of exclusive design and embody features which assure almost instantaneous heat and a constant and even flow to all parts of the car interior. Studebaker standard heater, shown below, also available.

CIGAR LIGHTER—Special provision has been made on all 1937 Studebaker cars for the installation of the illustrated cigar lighter in a convenient location on instrument panel.

WIG-WAG SIGNAL LIGHT—a most effective warning signal lantern illuminates and swings back and forth until brake pedal is released.

LOCK TYPE GAS TANK CAP—Here's a cap which provides maximum protection against theft of gasoline from your tank. Comes with two keys.

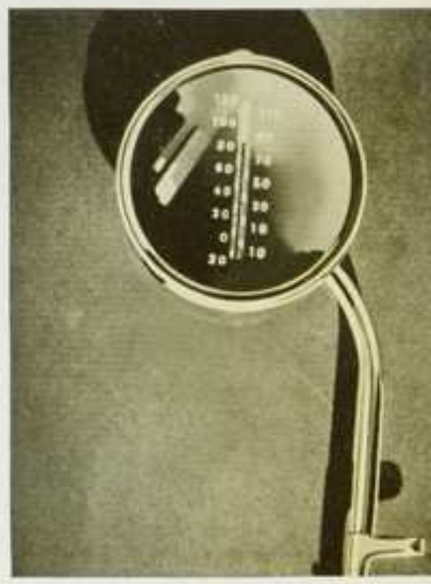
WHEEL DISCS—Wheel discs provide that added touch of smartness which pleases the discriminating. Studebaker discs are available for both President and Dictator models. They are of durable construction and are heavily chromium plated. Easily attached.

VISOR VANITY MIRROR—This accessory while primarily for the ladies will also be appreciated by the methodical motorists interested in keeping careful mileage and service records. Slips easily over back of visor.

FATIGUE-PROOF "PHANTOM" STEERING WHEEL—In this most attractive steering wheel ever designed, the cross members are composed of slim chromium steel spokes. Grip and horn button are of attractive colored tenite.

LICENSE PLATE FRAMES—Studebaker license plate frames are of heavy tubular construction assuring permanence and beauty. They afford protection against damage to license plates and are adjustable for width and height to fit plates of any state.

AUXILIARY LUGGAGE RACK—An ideal rack for those requiring additional luggage facilities. Attaches firmly to the rear bumper of all 1937 Studebaker cars without interfering with the accessibility of the trunk compartment. Painted to match car color.



DOOR HINGE MIRROR AND THERMOMETER—attaches to front door hinge. Affords a clear view to the rear of the car. Accurate thermometer is built into the center of the mirror in a manner which does not interfere with mirror reflections.

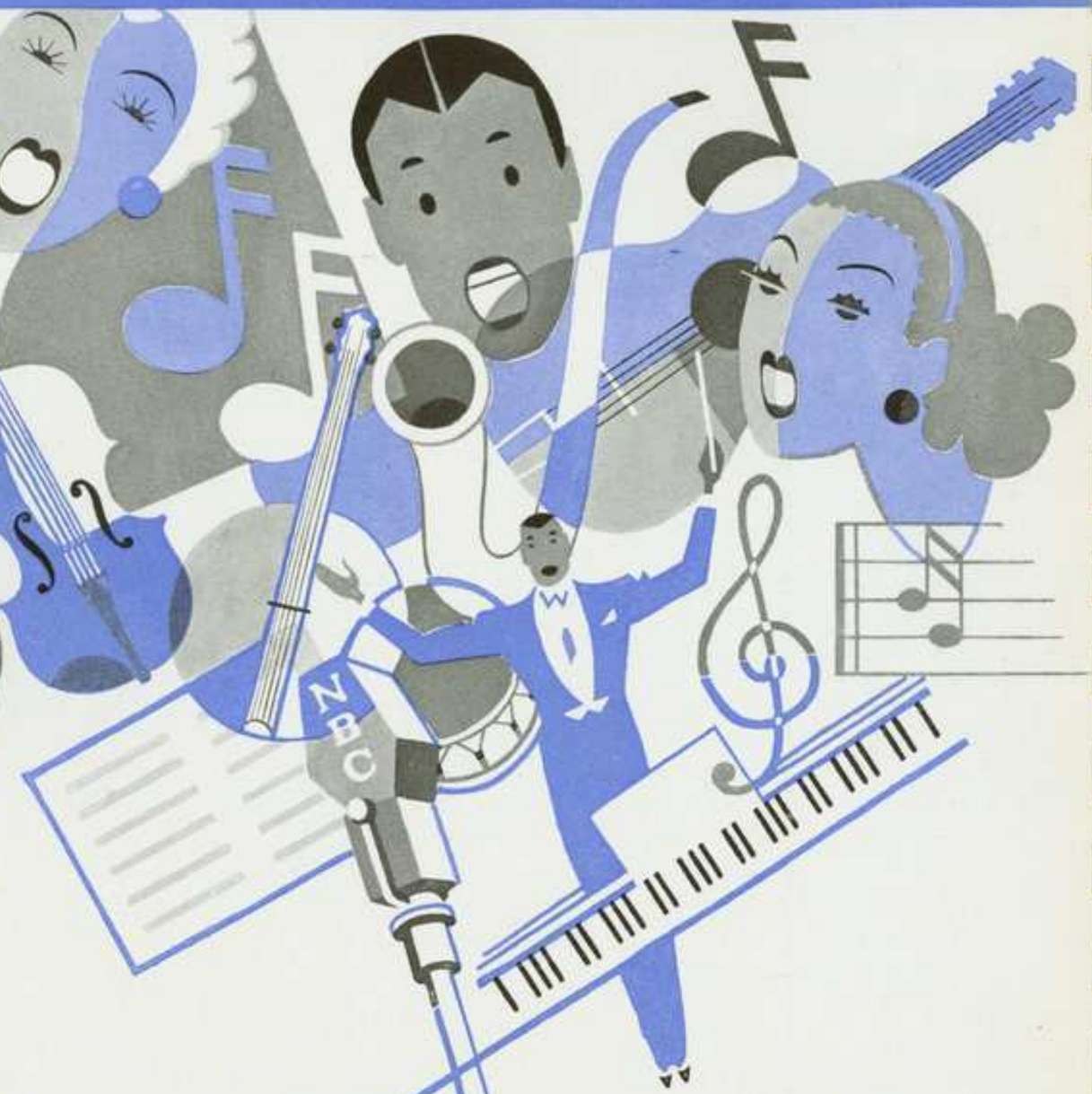
STUDEBAKER CHAMPIONS

STUART ALLEN

TED PEARSON

VERYLE MILLS

RICHARD HIMBER



This distinctive radio program is broadcast over a National Broadcasting Company nation-wide network every week. It's "tops" in entertainment and frequently a means of notifying Studebaker salesmen and the public of important news from Studebaker.

HOME OF THE WORLD'S OLDEST AND MOST PROGRESSIVE VEHICLE MANUFACTURER

The great Studebaker factory at South Bend, Indiana, is, in reality, a series of many closely inter-connected, efficiently organized factories. In these modernly equipped buildings, which stretch for block after block, a complete Studebaker car is turned out every minute and a half of an eight hour working day, and their full capacity is over 250,000 a year. These plants are known the world over for the efficiency of their layout and equipment; and, in addition to the thousands of visitors who take the twice-a-day factory trips, many industrialists and engineers come to South Bend every year to inspect and study them.

They speed them faster than you'd dare try on smooth concrete.

They splash them through water and mud hub deep and deeper.

They put every ton of metal through exacting microscopic tests.

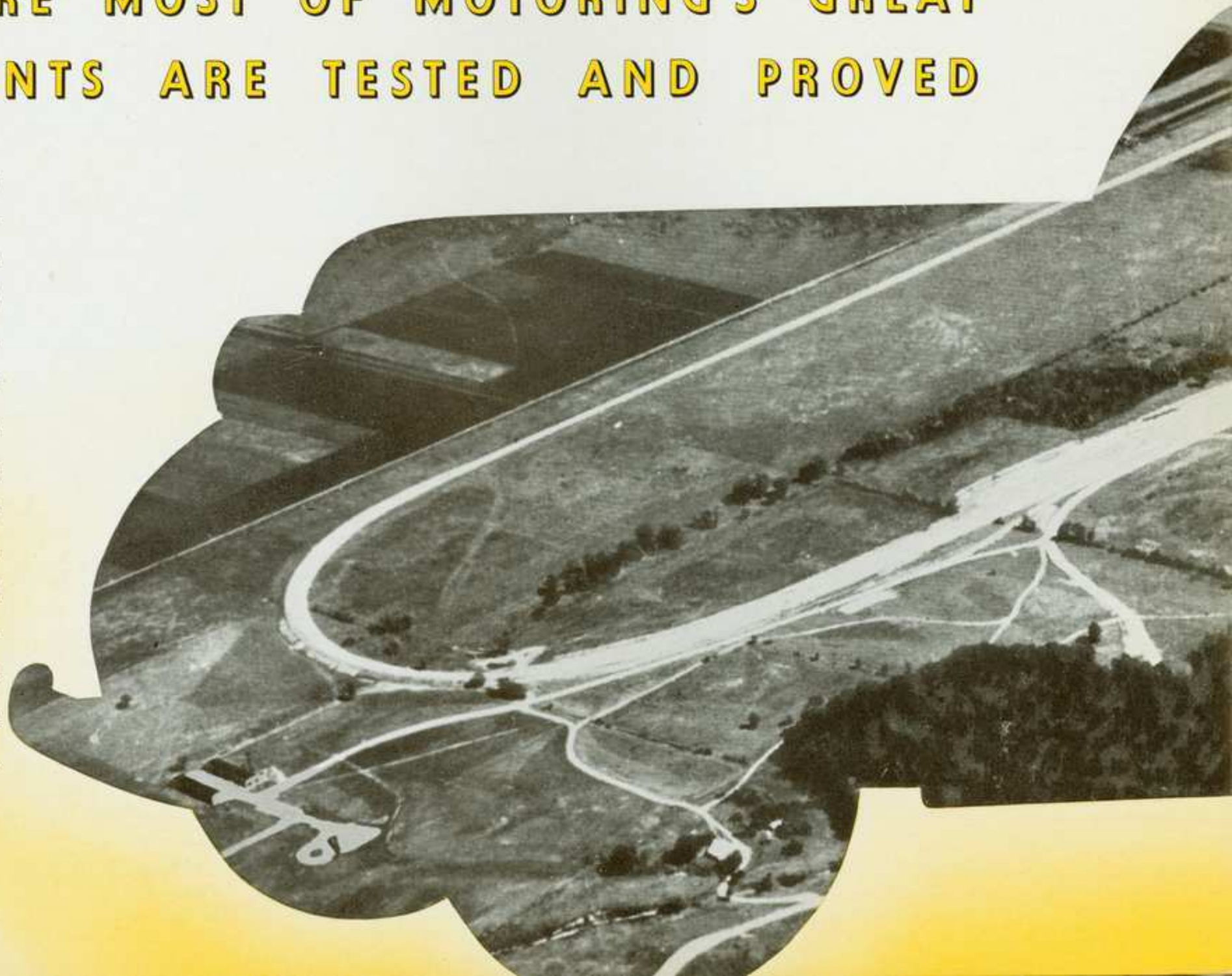
They run test cars hour-after-hour over railroad tie "roads."

They hit slopes at abrupt angles to test stability.

They've even raced trains on trestles at speed.

HERE'S WHERE MOST OF MOTORING'S GREAT ADVANCEMENTS ARE TESTED AND PROVED

● The Studebaker proving ground and scientific laboratories are located on an 800 acre tract of land 15 miles west of the Studebaker factories. Studebaker has invested over a million dollars in this proving ground. Every possible kind of road a car encounters is duplicated here and test cars are constantly being run over those roads in order to prove Studebaker quality beyond question.



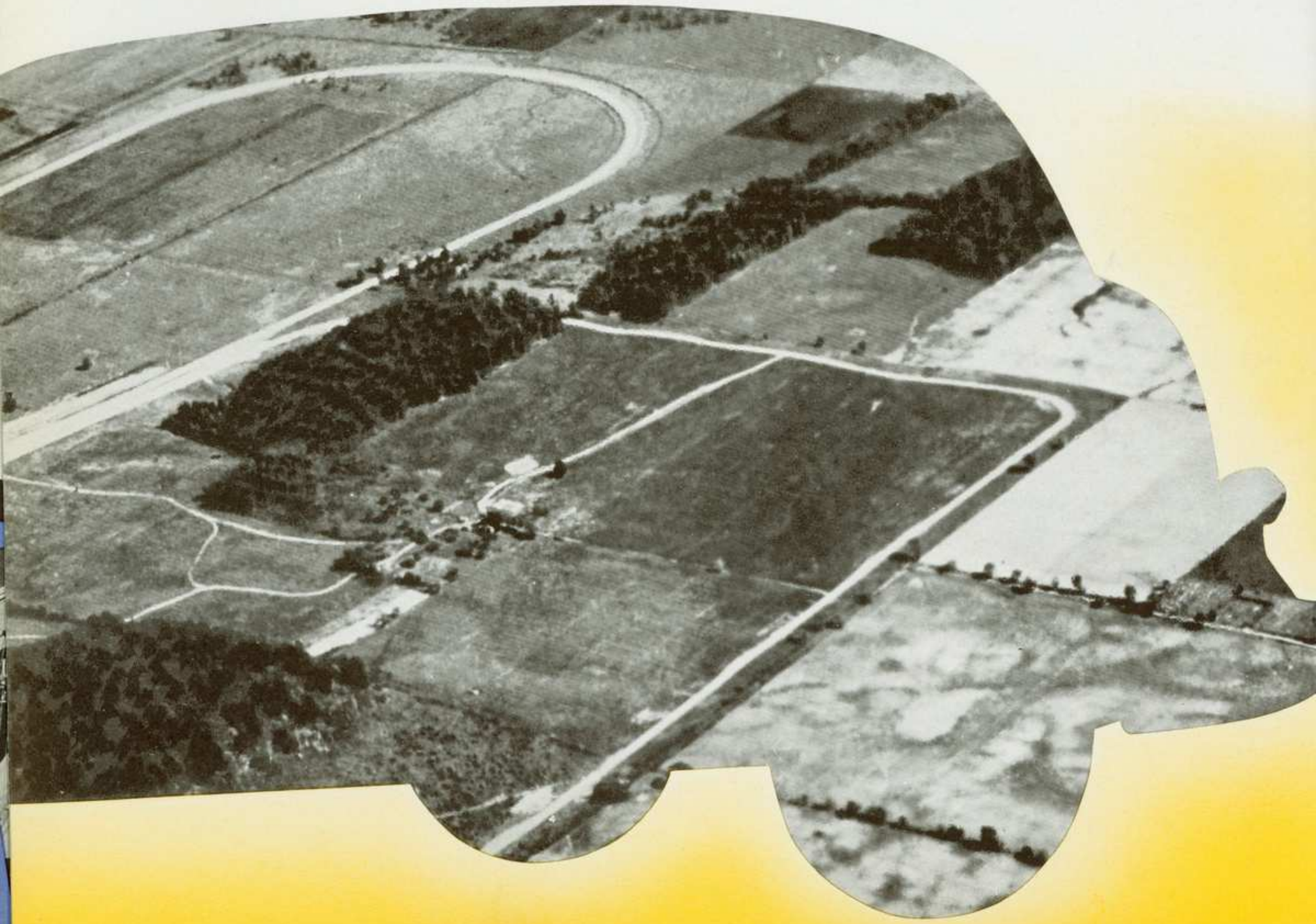
They check winter performance in below zero cold rooms.

They race them day after day at top speed.

They check their weight distribution in ounces.

They test paint in lights brighter than sunlight.

Then engineers who are never satisfied check the final showings.



STUDEBAKER IN THE UNITED STATES

★ Factories

▲ Factory Branches - Cars & Trucks

■ Factory Branches - Major Parts Depots

○ Distributors and Dealers - Authorized car truck and parts sales and service

Studebaker factories, branches, parts depots, distributors and dealers give national distribution in the United States. You are rarely more than a town away from Studebaker service

STUDEBAKER DEALER SERVICE POLICY—In order that your customers may be sure that every new Studebaker will get started on its long life in the peak of condition, Studebaker has arranged that for ninety days after its delivery—provided the car has not been driven to exceed four thousand miles—any parts (including all original equipment except tires) which are replaced under the terms of the standard factory warranty will be installed by any Studebaker dealer in the United States without charge to the owner for material or labor. As the map above shows, Studebaker factories, branches, parts depots and dealers cover every section of the country.

Your customers can buy a new Studebaker on payment terms *as low as the lowest*

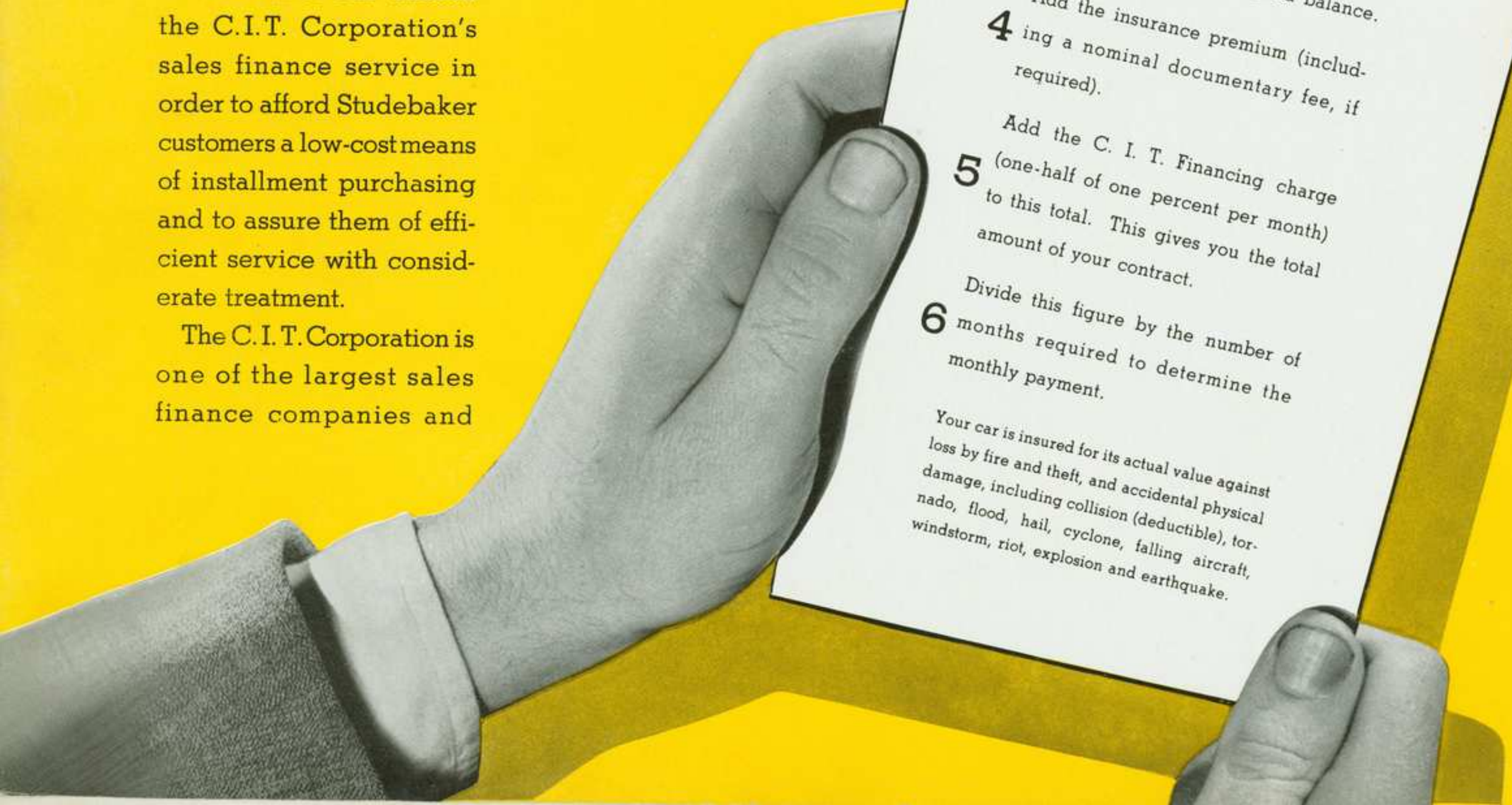
SEE NEXT PAGE
FOR DETAILS OF
STUDEBAKER
C.I.T. 6%
BUDGET PLAN

Here's how the 6% Budget Plan is figured!

AT the right we show each step in the computation of the total cost of any Studebaker model when purchased out of income.

Studebaker has chosen the C.I.T. Corporation's sales finance service in order to afford Studebaker customers a low-cost means of installment purchasing and to assure them of efficient service with considerate treatment.

The C.I.T. Corporation is one of the largest sales finance companies and cooperates with Studebaker dealers on a nation-wide basis in offering motorists the benefits of the official Studebaker C.I.T. 6% budget plan.



1 Take the cash delivered price of the car you intend to buy.

2 Subtract whatever cash down payment you make plus the trade-in allowance on your old car.

3 This gives you your unpaid balance.

4 Add the insurance premium (including a nominal documentary fee, if required).

5 Add the C. I. T. Financing charge (one-half of one percent per month) to this total. This gives you the total amount of your contract.

6 Divide this figure by the number of months required to determine the monthly payment.

Your car is insured for its actual value against loss by fire and theft, and accidental physical damage, including collision (deductible), tornado, flood, hail, cyclone, falling aircraft, windstorm, riot, explosion and earthquake.

DICTATOR

Specifications and Index

ACCESSORIES—Factory approved. See pages 69-70.

AIR-CLEANER—Standard on both carburetor and oil filler cap. See page 40.

ALUMINUM ALLOY PISTONS—With "Heat Dam". See page 40.

AMMETER—Located on instrument panel.

ANTI-FRICTION BEARINGS IN CHASSIS. See page 40.

ARM RESTS on front doors.

ASH RECEIVERS in dash and above rear seat arm rests.

AUTOMATIC CHOKE—Fuel selector provides different settings for high, medium and low grade gasoline. See page 39.

AUTOMATIC ENGINE CONTROL—Five-way. See page 39.

AUTOMATIC FAST IDLE—gives slight increase in throttle opening during warm up period—prevents stalling.

AUTOMATIC ENGINE HEAT CONTROL—See page 39.

AUTOMATIC HILL-HOLDER—Standard accessories all models. See page 60.

AUTOMATIC RIDE CONTROL—All wheels. See page 28.

AUTOMATIC SPARK ADVANCE WITH VACUUM CONTROL—New full range. All Models. See page 39.

AXLE FRONT—Sturdy I-beam type on Conventional Models. Planar independent wheel suspension optional at extra cost.

AXLE, REAR—New underslung Hypoid type, all models. See page 19.

BEARINGS—For chassis bearings see Anti-Friction Bearings and Timken Bearings. Also page 40.

BODY CONSTRUCTION—Studebaker's safety steel—reinforced by steel throughout. See page 61.

BODY DIMENSIONS—See page 22.

BODY INSULATION—See Insulation, Body. Also see page 33.

BODY MOUNTING—Studebaker's Unit-Type construction. See page 62.

BODY VENTILATION—New Weather-Conditioning. See page 31.

BONDERIZING—Used on all fenders, hood and radiator. Bodies are rust-proofed by Aredine process. See page 14.

BORE AND STROKE—3¼ x 4⅜.

BRAKE DRUMS—Cast-iron provided with cooling fins to dissipate heat. See page 59.

BRAKE HORSEPOWER—90 @ 3400 r.p.m.

BRAKE LININGS, SERVICE—Heavy duty long life.

BRAKE, PARKING—Mechanically to both rear wheels. New dash-mounted lever. See page 59.

BRAKE, SERVICE—Studebaker's feather-touch hydraulic; self-equalizing. 55% braking on front wheels; 45% on rear wheels. See page 59.

BUILT-IN TRUNKS—New greater luggage space provided, all models. See page 26.

BULBS—32 (driving range) 32 (dimmer) candlepower headlamp bulbs; 21-3 candlepower tail and signal lamp.

BUMPERS—New large wide-type bumpers—vertical bumper bars available as accessories.

BY-PASS THERMOSTAT—Large size, all models. See page 39.

CABLES—Heat-proof and water-proof. See page 53.

CAMSHAFT DRIVE—Helical gears are used, all models. In the gear train the driven gear is of fiber to assure quietness. See page 47.

CAMSHAFT BEARINGS—Steel-backed, babbitt-faced bearings, pressed into the block on all models.

CARBURETOR—Downdraft type all models. Equipped with air-cleaner and intake silencer, shielded from engine heat. See page 39.

CENTER OF GRAVITY—Now lower than ever—26¼ inches from road. Can be tipped to 57½ degrees angle without tipping over. See page 21.

CHASSIS—Conventional axle, see page 48. With Planar Suspension, see page 54.

CHASSIS BEARINGS—Timken Anti-Friction mirror finish. See page 40.

CHOKE—Automatic all models; inter-connected with throttle. New gas grade selector. See page 39.

CLEARANCE, ROAD—7 11/16 inches front, 7¾ inches rear. Dictator equipped with Planar; 8⅝ inches front, 7¾ inches rear.

CLUTCH—Single plate ventilated type. Equipped with torsion springs that act as vibration damper for driveshaft and transmission. Ball bearing release. Clutch pedal mounted on frame bracket so that movement of engine does not transmit corresponding movement to pedal. See page 40.

COIL—Mounted in protected position. Armored theft-proof cable leads to lock on instrument panel.

COMPRESSION RATIO—6.0 to 1.

CONNECTING RODS—New chrome-molybdenum steel all models.

COOLING SYSTEM—By-pass system with automatic thermostat 3¼ gallons. See page 39.

COWL VENTILATOR—Screened, self-locking and cannot be pried open from the outside. See page 31.

CRANKCASE—Splash proof pan. 5½ quarts capacity.

CRANKCASE VENTILATOR—See page 40.

CRANKSHAFT—Heavy, rugged construction by Studebaker, statically (at rest) and dynamically (in operation) balanced, with heavier integral counterweights. See page 47.

CRANKSHAFT VIBRATION DAMPER—Mounted on the front of all Studebaker crankshafts. See page 47.

CROSS STEERING—With spring-loaded drag-link and new cam and twin lever gear. See page 64.

CYLINDER BLOCK—Gray iron, specially treated with chromium to provide additional hardness; cylinder walls are then brought to a mirror-like finish. See page 49.

CYLINDER HEAD—New high compression cast-iron type.

DIMMER CONTROL—Mounted toeboard all models. Electric beam signal on dash. See page 63.

DIRECT ACTION STEERING—All Planar models. See page 28.

DISTRIBUTOR—Studebaker's improved automatic vacuum spark control gives full-range spark control for all loads; improves fuel economy.

DOME LIGHTS—All models, including coupes, switch on center post.

DOORS—Of rigid steel-reinforced-by-steel construction, die formed. New, more effective weather sealing is now attached to the body.

DOOR LOCKS—New, stronger pin-tumbler type. Easy to operate. New type rotary door latch, takes up automatically for wear; prevents rattles. Doors can be closed securely with one finger. Separate key for glove and luggage compartments. See page 63.

DOUBLE DOME COWL—See page 62.

DRAFT ELIMINATORS—Moulded rubber around pedals and hand controls, steering columns and gear shift.

DRAG LINK, SPRING LOADED—Eliminates road shock in steering wheel. See page 64.

DRIP MOULDINGS—All Studebakers have this comfort feature. See page 33.

DRIVE—Hotchkiss type, in which springs take driving torque.

ENGINE—L-head: Six cylinders. Bore 3¼. Stroke 4⅜. Piston displacement (fuel capacity) 217.8 cubic inches. Taxable Horsepower 25.35. Horsepower (actual) 90 @ 3400 R.P.M. Compression ratio 6.0 to 1.

ENGINE LUBRICATION—Force feed, 5½ quarts capacity; crankcase temperatures reduced 50 degrees by Studebaker design of water-jacketing entire cylinder barrel.

ENGINE MOUNTING—Tri-point live rubber mounting effectively absorbs vibration through entire range of speed. See page 47.

EXHAUST SYSTEM—Studebaker's new type, full-power muffler, releases approximately seven and one-half horsepower that was previously lost with conventional muffler. See page 49.

EXHAUST VALVES—Studebaker's new type water spray direct to valve seats. See page 49.

FENDERS—New one piece, air-foil design. Bonderized to prevent rust. See page 14.

FLOORS—All steel in both front and rear compartments. Average of 3 inches lower than in previous models. Thoroughly insulated.

FRAME—New, double drop extra rigid X-girder type, see pages 48 and 54, with strong keystone arch construction at front end.

FUEL PUMP—Mounted forward all models for additional cooling and higher power output. Shielded from engine heat. See page 39.

FULL-WIDTH CUSHION—TWO DOOR SEDAN—See page 22.

GASOLINE ECONOMY—See pages 41-42.

GASOLINE LINE—Steel tubing. Diameter increased 1/16 in. Extends along the outside, on the left of the frame to the front end, where it passes over the frame and across the front of the engine to the shielded fuel pump. This location prevents heating of the fuel which might cause vapor lock. See page 39.

DICTATOR

Specifications and Index

GASOLINE TANK CAPACITIES—18 gallons all models. Combined with high gasoline mileage, gives wide cruising range. The tank is flat to allow still more room in luggage compartments.

GEAR RATIOS—4-door sedan, 4.55 to 1. Mountain ratio: 4.82 to 1.

GEAR RATIOS, STEERING—18 to 1 for straight ahead driving; up to 23 to 1 for parking. See page 64.

GENERATOR—Air-cooled.

GLOVE COMPARTMENT — New large compartment on right hand side instrument panel (provided with lock). Key for glove and luggage compartment separate from ignition and door key. See page 26.

GOVERNORS—All models. Installed at factory to prevent operation at speeds above fifty miles per hour while the car is being broken in.

GRAVEL SHIELD—Below the rear edge of the front fender a steel shield has been provided to interrupt the flight of gravel from under front wheels, so that chipping of paint on rear wheels and fenders has been eliminated.

HARDWARE—Heavily chromium plated. See page 15.

HEADLAMPS—Two-beam type with switch on instrument panel and dimmer control on toe board. Beam indicator on dash. Of bullet-type—with lenses which can be seen from the side, increasing safety and extending the light area—tail lamps are of the same bullet-type design. See page 63.

HEAT CONTROL—MANIFOLD—Fully Automatic all models. See page 39.

HEIGHT, OVERALL—Sedan 67 inches. Coupe 65 13/16 inches. (Taken without load.)

HELICAL GEARS—Synchro-Silent type Transmission with quiet helical gears throughout, including low and reverse. See page 47.

HOOD—New modern design with front lift. Distinctive wing motif louvers accentuate appearance of great length. Hood is also bonderized to prevent rust. See page 55.

HORN—Single vibrator type mounted in engine compartment. Two conch shell type available at extra cost.

HORSEPOWER—90 @ 3400 R.P.M.: Taxable horsepower, 25.35. Horsepower per cubic inch of Piston Displacement, .42.

HYDRAULIC BRAKES—Feather-touch. See page 59.

IGNITION LOCK — Armored theft-proof cable from coil leads to new Yale tumbler lock on instrument panel. Keyholes illuminated, all models.

INDEPENDENT PLANAR WHEEL SUSPENSION—Offered as an option. See page 28.

INSTRUMENT PANEL—Modern designs. See page 15.

INSULATION, BODY—New Studebaker Triple Effect type of insulation against Sound, Heat and Cold. See page 33.

INTAKE SILENCER—Integral with carburetor air cleaner all models.

JACK—New bumper type eliminates necessity of crawling under car.

KEYS—Two keys: One operates ignition and door; other dash package compartment and rear luggage compartment. See page 26.

LEG ROOM—Leg room has been increased all models. See page 19.

LENGTH—Conventional 192 7/16 inches; Planar Axle 193 7/16 inches.

LUBRICATION SYSTEM — Studebaker has led all other manufacturers in reducing points of lubrication that need attention of the owner. 29 on Regular Dictator chassis, 30 on Planar Dictator chassis.

LUGGAGE COMPARTMENT — All models. See page 26.

MAIN BEARINGS—Steel backed, removable type, all models.

MANIFOLDING—New type, anti-flood manifolding used on models.

METAL SPRING COVERS—All springs are factory equipped with metal covers, sealing in a supply of graphite grease. Standard accessory.

OIL CLEANER—New Fram type, all models. See page 44.

OILING SYSTEM—Full pressure, including tappets, all models. See page 40.

OVER-ALL WIDTH—71¼ inches.

PACKAGE SHELF—Large package shelf in back of seat of Coupes. See page 26.

OVER-DRIVE—Optional. See page 37.

PAINT—(12 coats deep.) Instrument panels and window mouldings are not grained to imitate wood, but are lacquered to harmonize with upholstery. See page 14.

PISTON DISPLACEMENT—217.8 cubic inches. Horsepower per cubic inch of piston displacement (fuel capacity) .42.

PISTONS—All models have aluminum alloy pistons with special "Heat Dam." See page 40.

RADIATOR—Flat tube type, slanted for more efficient cooling. See page 39.

RADIATOR ORNAMENT—Exclusive Studebaker design—theft-proof. Also serves as handle for hood lock. Radiator filler cap under new one piece hood.

RADIO—Special Studebaker design "ear-level" Philco radio available. See page 69.

RECORDS—Speed and stamina. See page 51-52.

ROOF CONSTRUCTION—One-piece solid steel. Largest sheet of steel used in any car; triple-insulated, non-resonant. See page 62.

RUST-PROOFING—See page 14.

SAFETY GLASS—Standard in all windshields and ventilating panes. Installed as special equipment throughout at slight extra cost unless otherwise ordered. See page 63.

SEAT ADJUSTMENT—Conveniently located left front seat all models. Easy pull-up type. See page 26.

SERVICE STATIONS—Studebaker owners are rarely more than a town away from a service station. See page 74.

SHACKLES—Silent screw type.

SHOCK ABSORBERS—New air-plane type direct-action hydraulic ride control all wheels. See page 28.

SPRINGS—	Length in.	Width in.	No. Leaves
Front	37½	2	11
Rear	54	1¾	8
Planar Front	48	2½	13

STARTING—New positive shift starting motor with over-running clutch. See page 53.

STEERING—New variable ratio steering gear greatly increases ease of parking. See page 64.

STEERING WHEEL—18-inch thin grip, three spoke rubber-steel safety type. 18-inch three spoke phantom type, with Tenite grip, at extra cost.

STOP LIGHT—Integral with tail light and operates from hydraulic switch on master brake cylinder. Reflex safety glass used all models. Left fender standard; right fender at extra cost. Tail lamps are of the door type to facilitate bulb replacements.

SUN VISORS—Of the swinging type. One Standard, second available at slight extra cost.

TAPPETS—Studebaker's new barrel type—with force feed lubrication. See page 55.

TIMING GEARS—Permanently correct and quiet timing is assured by positive non-metallic helical gear drive to camshaft and distributor. See page 47.

TIMKEN BEARINGS—New type mirror-finish. See page 40.

TIRES—6.00x16—6.50 optional at extra cost. All four-ply.

TIRE INFLATION—30 lbs. all models.

TOOLS—A complete tool kit is provided; carried in new built-in locker flush with floor in luggage compartment. See page 26.

TRANSMISSION—Synchro-shift type with quiet helical gears throughout. New touch-and-go ease of operation. See page 47.

TREAD—	Front	Rear
Dictator	57⅜	60⅛
Dictator (with planar)	60	60⅛

TRUNKS—Increased luggage space all models. See page 26.

TURNING CIRCLE—41 feet; (with Planar) 39 ft., 9 inches (Cut these figures in half for turning "radius").

UNIVERSAL JOINTS—New insulated type. See page 33.

UPHOLSTERY—Colors in tones to harmonize with paint.

VALVE SPRING VIBRATION DAMPER—All models. See page 55.

VENTILATION—New wind wing type. See page 31.

VIBRATION DAMPERS—See Crankshaft, Clutch and Valve Springs.

WATER CAPACITY—3¼ gallons.

WEIGHTS—Dictator Custom Sedan, 3110 lbs.; Dictator custom sedan (with planar) 3150 lbs.

WEIGHT PER BRAKE HORSEPOWER—4-door sedan, 34.3 pounds.

WHEELS—16-inch disc wheels all models. Steel artillery wheels optional.

WIDER THAN HIGH—Six to Seven inches wider than high with full load. See page 21.

WINDSHIELD—Safety glass all models. Fixed non-leaking non-rattling type.

WINDSHIELD WIPERS—Two on all models. Right hand wiper standard accessory. Operated in synchronism by a single powerful vacuum motor in the center of the cowl, behind instrument board.

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.

PRESIDENT

Specifications and Index

ACCESSORIES—Factory approved. See pages 69-70.

AIR-CLEANER—Standard on both carburetor and oil filler cap. See page 40.

ALUMINUM ALLOY PISTONS—With "Heat Dam". See page 40.

AMMETER—Located on instrument panel.

ANTI-FRICTION BEARINGS IN CHASSIS. See page 40.

ARM RESTS on front doors.

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AUTOMATIC HILL-HOLDER—Standard accessories all models. See page 60.

AUTOMATIC RIDE CONTROL—All wheels. See page 28.

AUTOMATIC SPARK ADVANCE WITH VACUUM CONTROL—New full range. All Models. See page 39.

AXLE, REAR—New underslung Hypoid type, all models. See page 19.

BEARINGS—For chassis bearings see Anti-Friction Bearings and Timken Bearings. Also page 40.

BODY CONSTRUCTION—Studebaker's safety steel—reinforced by steel throughout. See page 61.

BODY INSULATION—See Insulation, Body. Also see page 33.

BODY MOUNTING—Studebaker's Unit-Type construction. See page 62.

BODY VENTILATION—New Weather-Conditioning. See page 31.

BONDERIZING—Used on all fenders, hood and radiator. Bodies are rust-proofed by Aredine process. See page 14.

BORE AND STROKE—3 1/16 x 4 1/4.

BRAKE DRUMS—Cast-iron provided with cooling fins to dissipate heat. See page 59.

BRAKE HORSEPOWER — 115 @ 3600 r.p.m.

BRAKE LININGS, SERVICE—1/4 inch heavy-duty long life.

BRAKE, PARKING—Mechanically to both rear wheels. New dash-mounted lever. See page 59.

BRAKE, SERVICE—Studebaker's feather-touch hydraulic; self-equalizing. 55% braking on front wheels; 45% on rear wheels. See page 59.

BUILT-IN TRUNKS—New greater luggage space provided, all models. See page 26.

BULBS—32 (driving range) 32 (dimmer) candlepower headlamp bulbs; 21-3 candlepower tail and signal lamp.

BUMPERS—New large wide-type bumpers—vertical bumper bars available as accessories.

BY-PASS THERMOSTAT—Large size, all models. See page 39.

CABLES—Heatproof and water-proof. See page 53.

CAMSHAFT DRIVE—Helical gears are used, all models. In the gear train the driven gear is of fiber to assure quietness. See page 47.

CAMSHAFT BEARINGS—Steel-backed, babbitt-faced bearings, pressed into the block on all models.

CARBURETOR—Downdraft (duplex) type all models. Equipped with air-cleaner and intake silencer, shielded from engine heat. See page 39.

CENTER OF GRAVITY—Now lower than ever—26 1/4 inches from road. Can be tipped to 57 1/2 degrees angle without tipping over. See page 21.

CHASSIS—See page 56.

CHASSIS BEARINGS—Timken Anti-Friction mirror finish. See page 40.

CHOKE—Automatic all r >dels; inter-connected with throttle. New gas grade selector. See page 39.

CLEARANCE, ROAD—8 3/4 inches front, 7 3/4 inches rear.

CLUTCH—Single plate ventilated type. Equipped with torsion springs that act as vibration damper for driveshaft and transmission. Ball bearing release. Clutch pedal mounted on frame bracket so that movement of engine does not transmit corresponding movement to pedal. See page 40.

COIL — Mounted in protected position. Armored theft-proof cable leads to lock on instrument panel.

COMPRESSION RATIO—6.5 to 1.

CONNECTING RODS — New chrome-molybdenum steel all models.

COOLING SYSTEM—By-pass system with automatic thermostat 3 9/10 gallons. See page 39.

COWL VENTILATOR—Screened, self-locking and cannot be pried open from the outside. See page 31.

CRANKCASE — Splash - proof pan. 8 quarts capacity.

CRANKCASE VENTILATOR—See page 40.

CRANKSHAFT—Heavy, rugged construction by Studebaker, statically (at rest) and dynamically (in operation) balanced, with integral counterweights. See page 47.

CRANKSHAFT VIBRATION DAMPER—Mounted on the front of all Studebaker crankshafts. See page 47.

CYLINDER BLOCK—Gray iron, specially treated with chromium to provide additional hardness; cylinder walls are then brought to a mirror-like finish. See page 49.

CYLINDER HEAD—New high compression aluminum head.

DIMMER CONTROL — Mounted toe-board all models. Electric beam signal on dash. See page 63.

DIRECT ACTION STEERING—All models. See page 28.

DISTRIBUTOR—Studebaker's improved automatic vacuum spark control gives full-range spark control for all loads; improves fuel economy.

DOME LIGHTS—All models, including coupes, switch on center post of sedans.

DOORS—Of rigid steel-reinforced-by-steel construction, die formed. New, more effective weather sealing is now attached to the body.

DOOR LOCKS—New, stronger pin-tumbler type. Easy to operate. New type rotary door latch, takes up automatically for wear; prevents rattles. Doors can be closed securely with one finger. Separate key for glove and luggage compartments. See page 63.

DOUBLE DOME COWL—See page 62.

DRAFT ELIMINATORS—Moulded rubber around pedals and hand controls, steering columns and gear shift.

DRAG LINK, SPRING LOADED—Eliminates road shock in steering wheel. See page 64.

DRIP MOULDINGS—All Studebakers have this comfort feature. See page 33.

DRIVE—Hotchkiss type, in which springs take driving torque.

ENGINE—L-head: Eight cylinders. Bore 3 1/16. Stroke 4 1/4. Piston displacement (fuel capacity) 250 cubic inches. Taxable Horsepower 30. Horsepower (actual) 115 @ 3600 R.P.M. Compression ratio 6.5 to 1.

ENGINE LUBRICATION—Force feed, 8 quarts capacity; crankcase temperatures reduced 50 degrees by Studebaker design of water-jacketing entire cylinder barrel.

ENGINE MOUNTING — Tri-point live rubber mounting effectively absorbs vibration through entire range of speed. See page 47.

EXHAUST SYSTEM—Studebaker's new type, full-power muffler, releases approximately seven and one-half horsepower that was previously lost with conventional muffler. See page 49.

FENDERS—New one piece, air-foil design. Bonderized to prevent rust. See page 14.

FLOORS—All steel in both front and rear compartments. Average of 3 inches lower than in previous models. Thoroughly insulated.

FRAME—New, double drop extra rigid X-girder type, with full length box section side rails. See page 62.

FUEL PUMP—Mounted forward all models for additional cooling and higher power output. Shielded from engine heat. See page 39.

FULL-WIDTH CUSHION — TWO DOOR SEDAN—See page 22.

GASOLINE ECONOMY — See pages 41-42.

GASOLINE LINE—Steel tubing. Diameter increased 1/16 inch. Extends along the outside, on the left of the frame to the front end, where it passes over the frame and across the front of the engine to the shielded fuel pump. This location prevents heating of the fuel which might cause vapor lock. See page 39.

GASOLINE TANK CAPACITIES—18 gallons all models. Combined with high gasoline mileage, gives wide cruising range. The tank is flat to allow still more room in luggage compartments.

PRESIDENT

Specifications and Index

GEAR RATIOS—4-door sedan, 4.55 to 1 (4.73 to 1 with overdrive). Mountain ratio: 5.1 to 1.

GEAR RATIOS, STEERING—21 to 1 for straight ahead driving; up to 23 to 1 for parking. See page 64.

GENERATOR—New full voltage shunt-wound. Air cooled. See page 53.

GLOVE COMPARTMENT—New large compartment on right hand side instrument panel (provided with lock). Key for glove and luggage compartment separate from ignition and door key. See page 26.

GOVERNORS—All models. Installed at factory to prevent operation at speeds above fifty miles per hour while the car is being broken in.

GRAVEL SHIELD—Below the rear edge of the front fender a steel shield has been provided to interrupt the flight of gravel from under front wheels, so that chipping of paint on rear wheels and fenders has been eliminated.

HARDWARE—Heavily chromium plated. See page 15.

HEADLAMPS—Two-beam type with switch on instrument panel and dimmer control on toe board. Beam indicator on dash. Of bullet-type—with lenses which can be seen from the side, increasing safety and extending the light area—tail lamps are of the same bullet-type design. See page 63.

HEAT CONTROL—MANIFOLD—Fully Automatic all models. See page 39.

HEIGHT, OVERALL—Sedan 67¼ inches. Coupe 66 1/16 inches. (Taken without load.)

HELICAL GEARS—Synchro-Silent type Transmission with quiet helical gears throughout, including low and reverse. See page 47.

HOOD—New modern design with front lift. Distinctive wing motif horizontal louvers accentuate appearance of great length. Hood is also bonderized to prevent rust. See page 55.

HORN—Two conch shell type standard accessories.

HORSEPOWER—115 @ 3600 R.P.M.: Taxable horsepower, 30. Horsepower per cubic inch of Piston Displacement, .46.

HYDRAULIC BRAKES—Feather-touch. See page 59.

IGNITION LOCK—Armored theft-proof cable from coil leads to new Yale tumbler lock on instrument panel. Keyholes illuminated, all models.

INDEPENDENT PLANAR WHEEL SUSPENSION—See page 28.

INSTRUMENT PANEL—Exclusive Helen Dryden design. See page 15.

INSULATION, BODY—New Studebaker Triple Effect type of insulation against Sound, Heat and Cold. See page 33.

INTAKE SILENCER—Integral with carburetor air cleaner all models.

JACK—New bumper type eliminates necessity of crawling under car.

KEYS—Two keys: One operates ignition and door; other dash package compartment and rear luggage compartment. See page 26.

LEG ROOM—Leg room has been increased all models. See page 19.

LENGTH—201 7/16 inches overall.

LUBRICATION SYSTEM—Studebaker has led all other manufacturers in reducing points of lubrication that need attention of the owner. 32 on all President models.

LUGGAGE COMPARTMENT—All models. See page 26.

MAIN BEARINGS—Steel backed, removable type, all models.

METAL SPRING COVERS—All springs are factory equipped with metal covers, sealing in a supply of graphite grease. Standard accessory.

OIL CLEANER—New Fram type, all models. See page 44.

OILING SYSTEM—Full pressure, including tappets, all models. See page 40.

OVER-ALL WIDTH—73½ inches.

PACKAGE SHELF—Large package shelf in back of seat of Coupes. See page 26.

OVER-DRIVE—Optional. See page 37.

PAINT—(12 coats deep). Instrument panels and window mouldings are not grained to imitate wood, but are lacquered to harmonize with upholstery. See page 14.

PISTON DISPLACEMENT—250 cubic inches. Horsepower per cubic inch of piston displacement (fuel capacity) .46.

PISTONS—All models have aluminum alloy pistons with special "Heat Dam." See page 40.

RADIATOR—Flat tube type, slanted for more efficient cooling. See page 39.

RADIATOR ORNAMENT—Exclusive Studebaker design—theft-proof. Also serves as handle for hood lock. Radiator filler cap under new one-piece hood.

RADIO—Special Studebaker design "ear-level" Philco radio available. See page 69.

RECORDS—Speed and stamina. See page 51-52.

ROOF CONSTRUCTION—One-piece solid steel. Largest sheet of steel used in any car; triple-insulated, non-resonant. See page 62.

RUST-PROOFING—See page 14.

SAFETY GLASS—Standard in all windshields and all windows.

SEAT ADJUSTMENT—Conveniently located left front seat all models. Easy pull-up type. See page 26.

SERVICE STATIONS—Studebaker owners are rarely more than a town away from a service station. See page 74.

SHACKLES—Silent screw type with rubber bushings.

SHOCK ABSORBERS—New airplane type direct-action hydraulic ride control all wheels. See page 28.

SPRINGS—	Length in.	Width in.	No. Leaves
Planar Front	48	2½	15
Rear	56	2	8

STARTING—New positive shift starting motor with over-running clutch. See page 53.

STEERING—New variable ratio steering gear greatly increases ease of parking. See page 64.

STEERING WHEEL—18-inch thin grip, three spoke rubber-steel safety type. 18-inch three spoke phantom type with Tenite grip, at extra cost.

STOP LIGHT—Integral with tail light and operates from hydraulic switch on master brake cylinder. Reflex safety glass used all models. Left fender standard; right fender at extra cost. Tail lamps are of the door type to facilitate bulb replacements.

SUN VISORS—Of the swinging type. One Standard, second available at slight extra cost.

TIMING GEARS—Permanently correct and quiet timing is assured by positive non-metallic helical gear drive to camshaft and distributor. See page 47.

TIMKEN BEARINGS—New type mirror-finish. See page 40.

TIRES—6.50 x 16—7.00 optional at extra cost. All four-ply.

TIRE INFLATION—30 lbs. all models.

TOOLS—A complete tool kit is provided; carried in new built-in locker flush with floor in luggage compartment. See page 26.

TRANSMISSION—Synchro-shift type with quiet helical gears throughout. New touch-and-go ease of operation. See page 47.

TREAD—	Front	Rear
	60⅝	61 5/16

TRUNKS—Increased luggage space all models. See page 26.

TURNING CIRCLE—41 feet 1½ inches (Cut these figures in half for turning "radius").

UNIVERSAL JOINTS—Needle bearings.

UPHOLSTERY—Colors in tones to harmonize with paint.

VALVE SPRING VIBRATION DAMPER—All models. See page 55.

VENTILATION—New wind wing type. See page 31.

VIBRATION DAMPERS—See Crankshaft, Clutch and Valve Springs.

WATER CAPACITY—3 9/10 gallons.

WEIGHTS—President Custom Sedan, 3600 lbs.

WEIGHT PER BRAKE HORSEPOWER—4-door sedan, 31.0 pounds.

WHEELS—16-inch disc wheels all models.

WIDER THAN HIGH—Six to Seven inches wider than high with full load. See page 21.

WINDSHIELD—Safety glass all models. Fixed non-leaking non-rattling type.

WINDSHIELD WIPERS—Two on all models. Right hand wiper standard accessory. Operated in synchronism by a single powerful vacuum motor in the center of the cowl, behind instrument board.

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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