





for fourscore years

BUILDERS OF FINE
TRANSPORTATION

STUDEBAKER

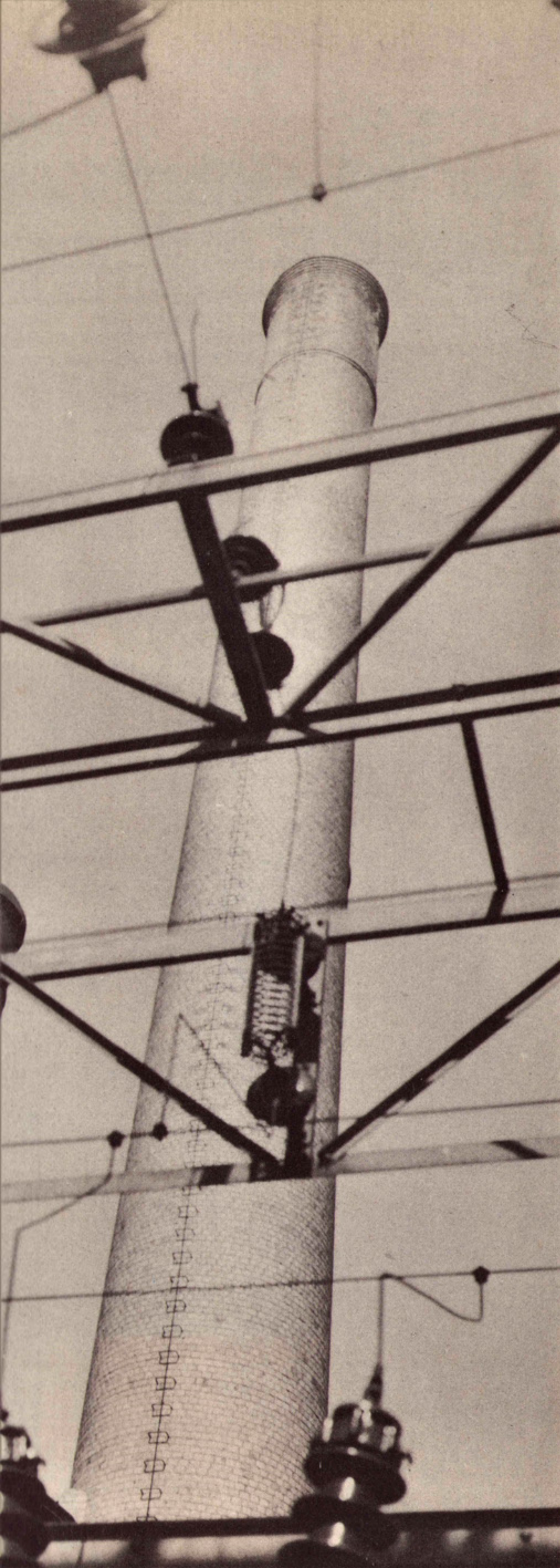


STUDEBAKER, builder of champions and pioneer of Free Wheeling, reaffirms its position of pace-maker in automotive progress, with the introduction of the Triumphant New Studebakers. In engineering, in coachcraft and in manufacturing—in performance, beauty and value—these Studebakers establish new standards of excellence.

Just as Studebaker revolutionized motoring by the introduction of Free Wheeling, so now Studebaker inaugurates new developments which other motor cars must ultimately embrace. Perhaps the most impressive attribute of the new Studebakers is their safety. All models are fitted with full-sealed 1932 safety plate glass as standard equipment in windshield and all windows.

million dollar laboratory





ARMORED steel bodies, steel running boards, steel-core steering wheel, lowered center of gravity and powerful, positive four-wheel brakes, make the new Studebakers the safest cars in the history of motoring even without this latest addition—safety glass.

Studebaker offers for 1932 a new and vastly finer Free Wheeling in all forward speeds, combined with Synchronized Shifting. Studebaker offers Automatic Starting, Full Automatic Spark Control, Full-Cushioned Power and other advancements which you must wait a year to find in other cars.

Traditionally brilliant, Studebaker performance reaches new heights of excellence in these Triumphant Studebakers. The speed and endurance which have won for Studebaker virtually a monopoly of stock car records are present in even greater measure, to enhance the thrill and satisfaction of your travel. Although new in the finest interpretation of the term—new in performance, in appearance, and in fact—yet these Triumphant Studebakers are time-tried, tested and proved in

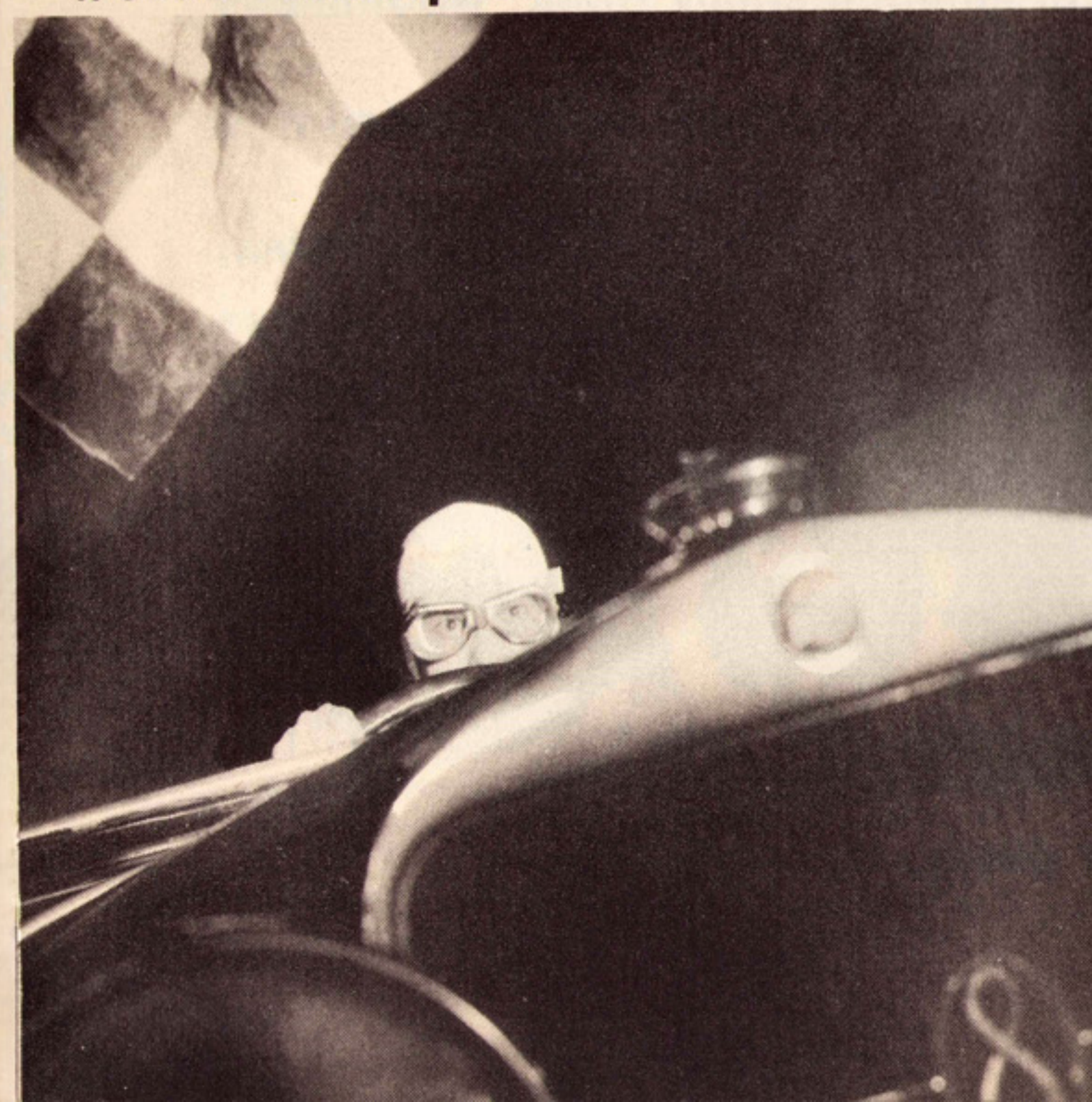
60,000,000 dollar factory

that most critical court of motoring judgment, the Studebaker Proving Ground.

Thanks to its One-Profit facilities, and its financial strength, solidly built through 80 years, Studebaker is able to take advantage of present rock-bottom prices of raw materials and pass the savings on to you in higher quality at lower prices—the greatest values ever offered American motorists.

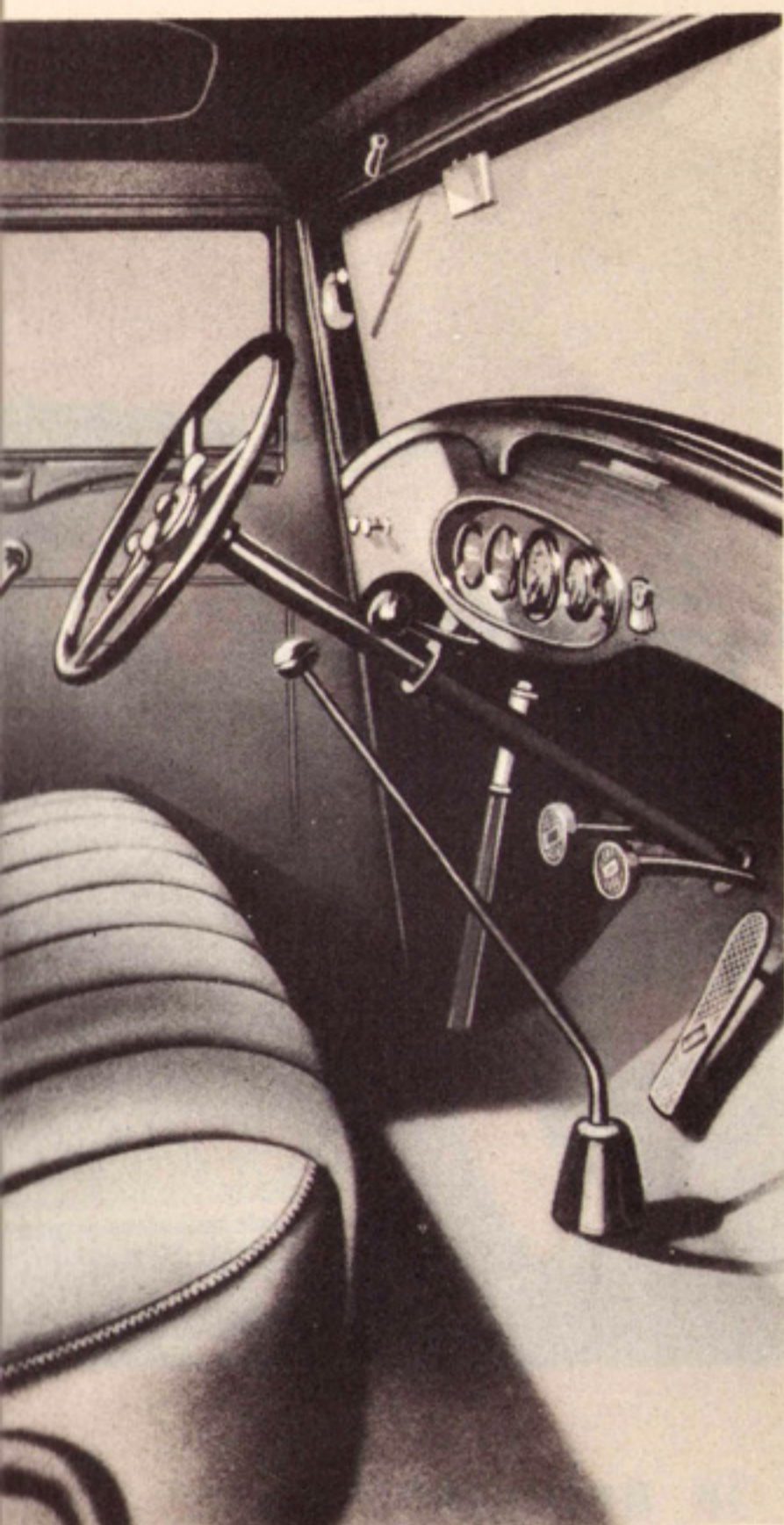
These Triumphant Studebakers will out-do and out-endure even their illustrious predecessors. They are better cars than the

world champion



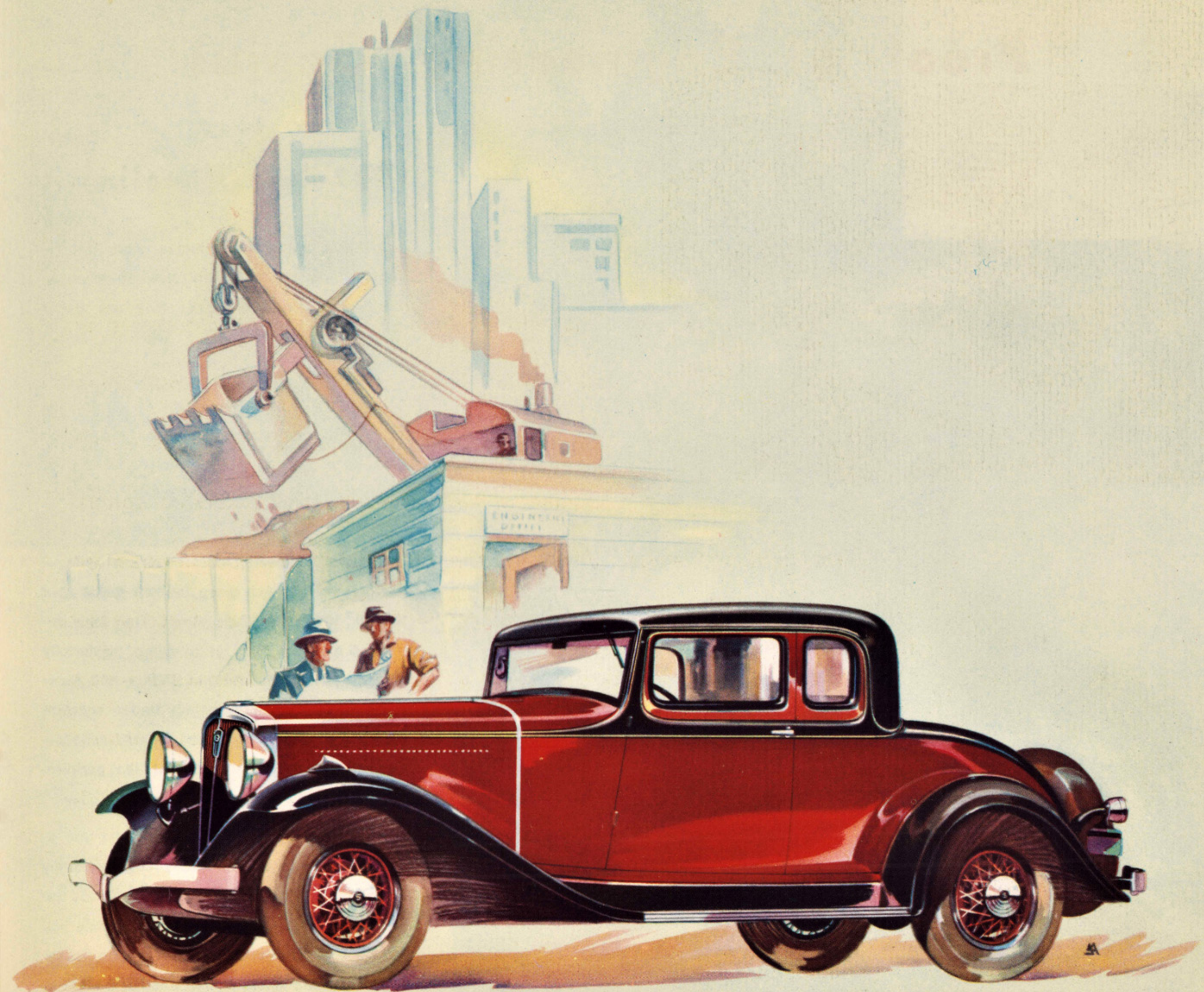
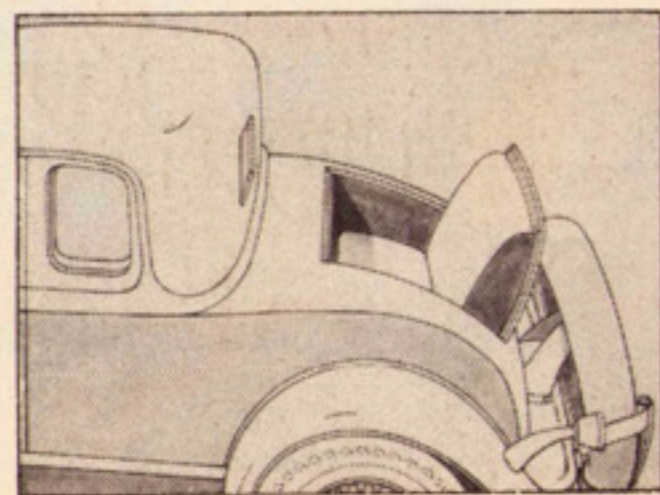
armor-plated bodies

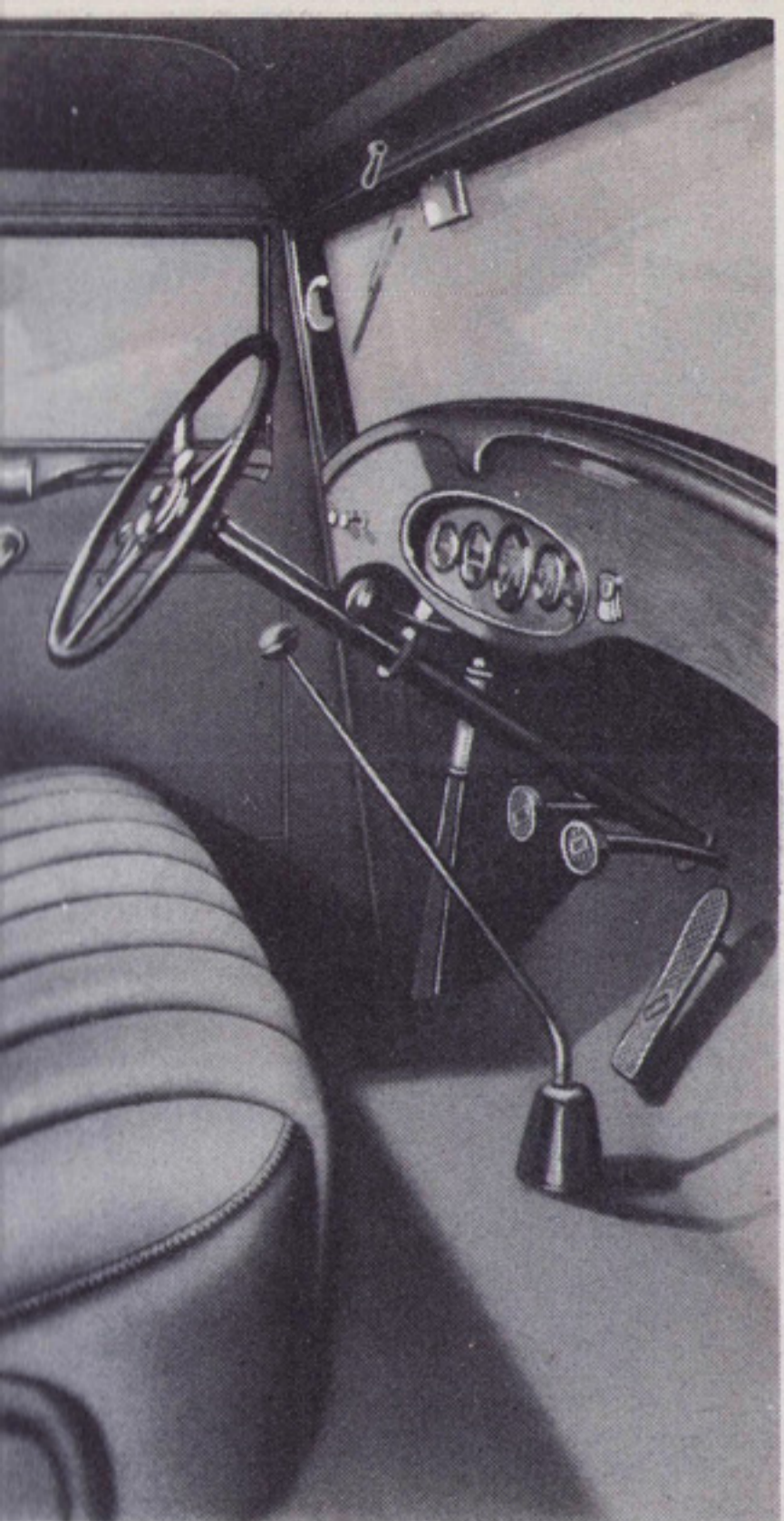
world ever bought before at any price. And the broad principles upon which Studebaker business is conducted, and upon which it has prospered for fourscore years, insure satisfaction to everyone who deals with the House of Studebaker.



The Studebaker Dictator Eight Coupe is an admirable individual car. Speed and power are matched by noiseless shifting. Its smart-appearing body is thoroughly insulated against

heat, cold and noise. Spacious luggage capacity if you choose the two-passenger model—ample room for four passengers if you prefer the rumble seat style. Driver's seat quickly adjustable. Rear window may be lowered. The Dictator's long wheelbase (117 inches) provides riding ease particularly luxurious in Coupe models because you ride midway between the axles. Comfort is further enhanced by springs permanently sealed in lubricant, protected by metal covers and controlled by powerful double-acting hydraulic shock absorbers.

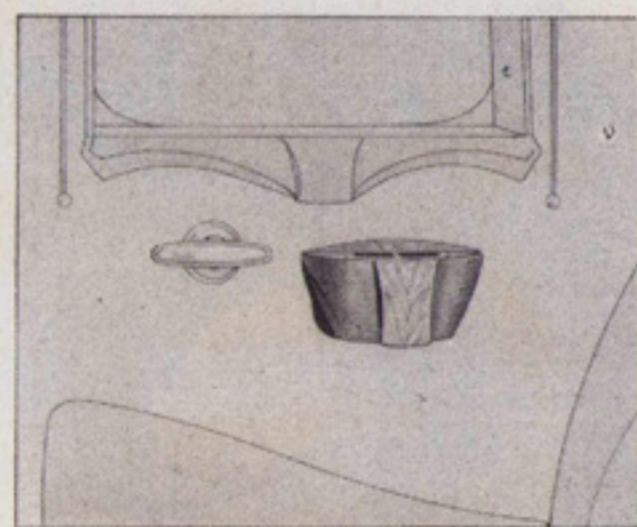




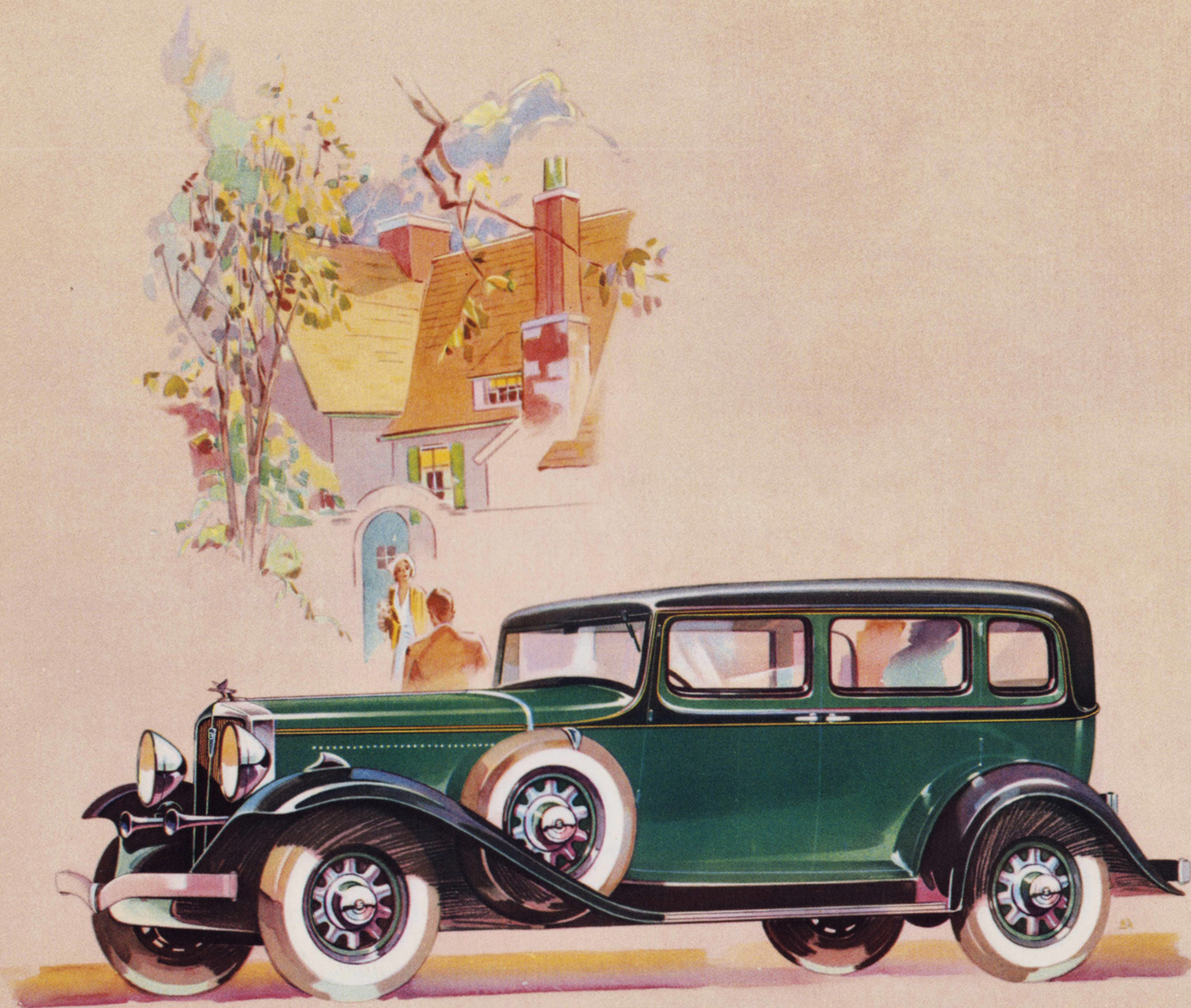
The Studebaker Dictator Eight Sedan invests the conventional five-passenger closed body with new distinction. Its lowness, its long wheelbase, its new

Air-Curve coachcraft, make it by long margin the smartest motor car in its price range. Non-resonant body construction and studied elimination of mechanical noises, result in a car phenomenally quiet. Roominess is outstanding, due to Studebaker's extra wide tread, yet the exterior is gracefully slender in appearance. Performance is brilliant in the extreme.

Swift and smooth acceleration with never a trace of spark-knock (the result of Studebaker's new Vacuum Spark Adjustment). Studebaker's new Free Wheeling



combined with Synchronized Shifting bring new zest to motoring. Entrance is easier, due to angled front doors.

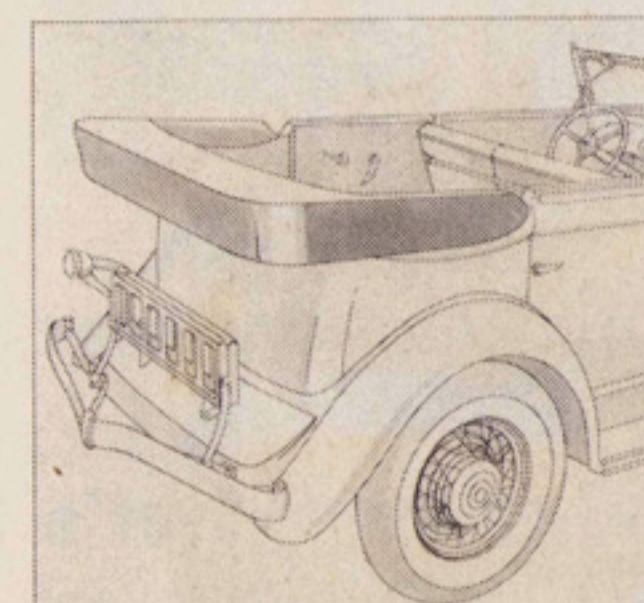




The Studebaker Dictator Eight Convertible Sedan is as smart as a fast going yacht.

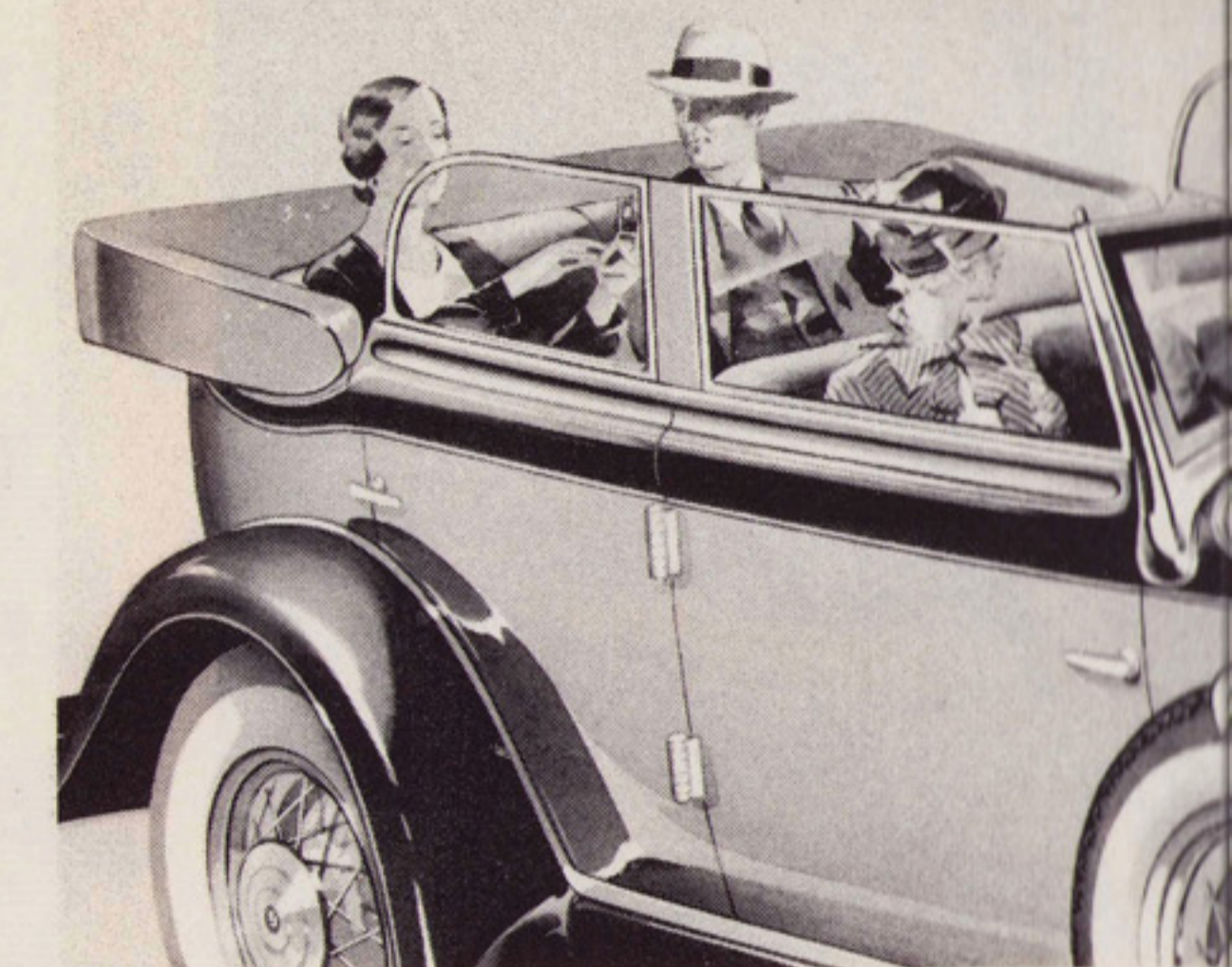
It appeals unfailingly to everyone who

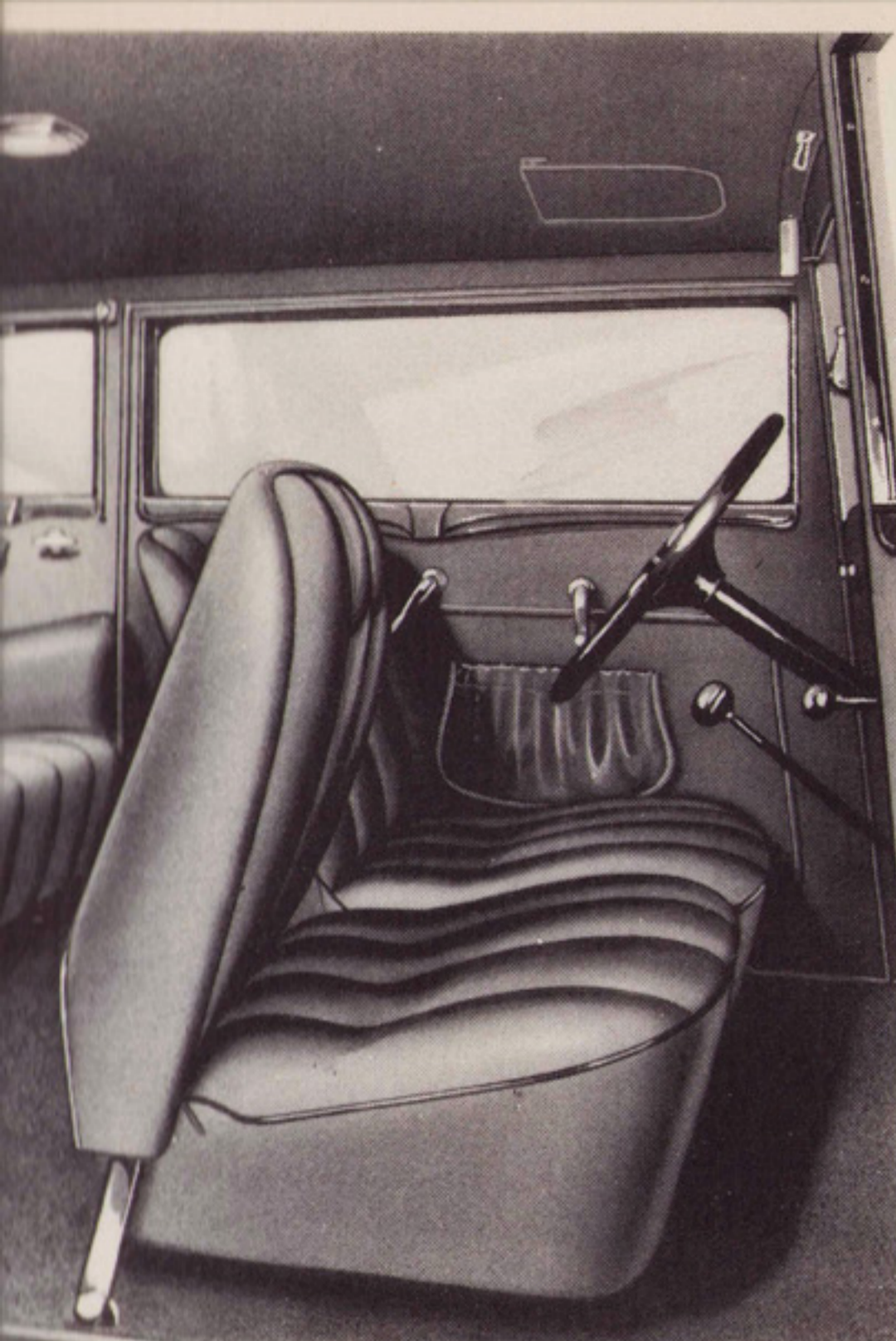
really likes to drive a motor car. It provides all the spirited, youthful airiness of the open sport phaeton, combined with the weatherproof snugness of the conventional sedan. Studebaker Safety Plate Glass all around, all door glass chromium-edged and operating independently of the top. This allows you to screen out the wind without



sacrificing any fresh air or sunshine. The brilliant performance of the eighty-five horsepower Full-Cushioned, eight-cylinder Dictator

engine is admirably complemented by the newest type Free Wheeling and Synchronized Shifting. Upholstery is soft but durable leather.

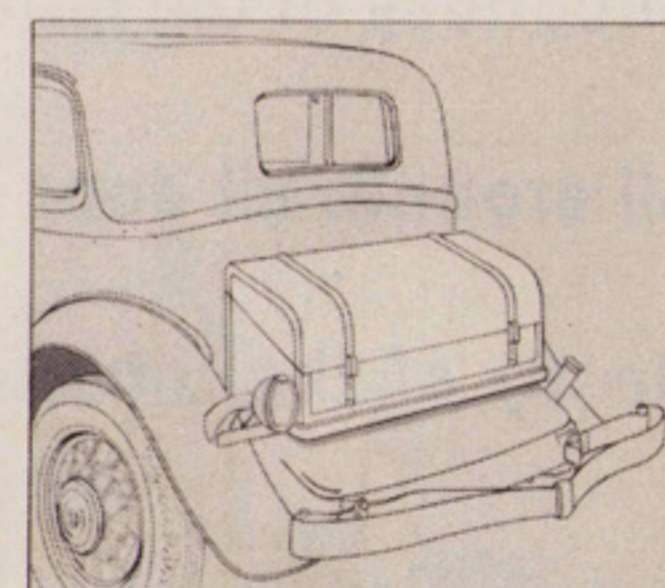




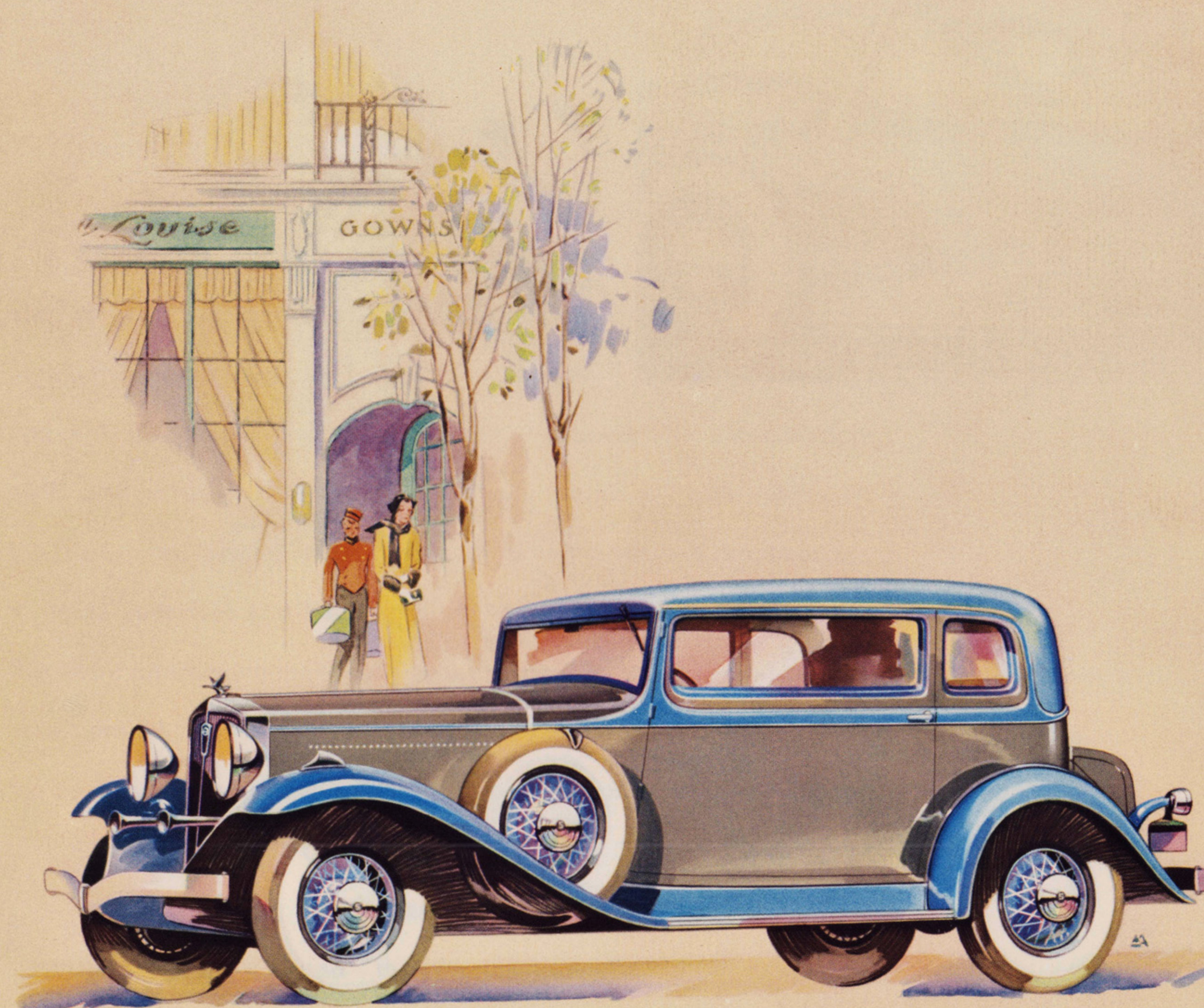
The Studebaker Dictator Eight St. Regis Brougham—a body style introduced by Studebaker—presents a custom-built style and individuality new to motoring. Seating

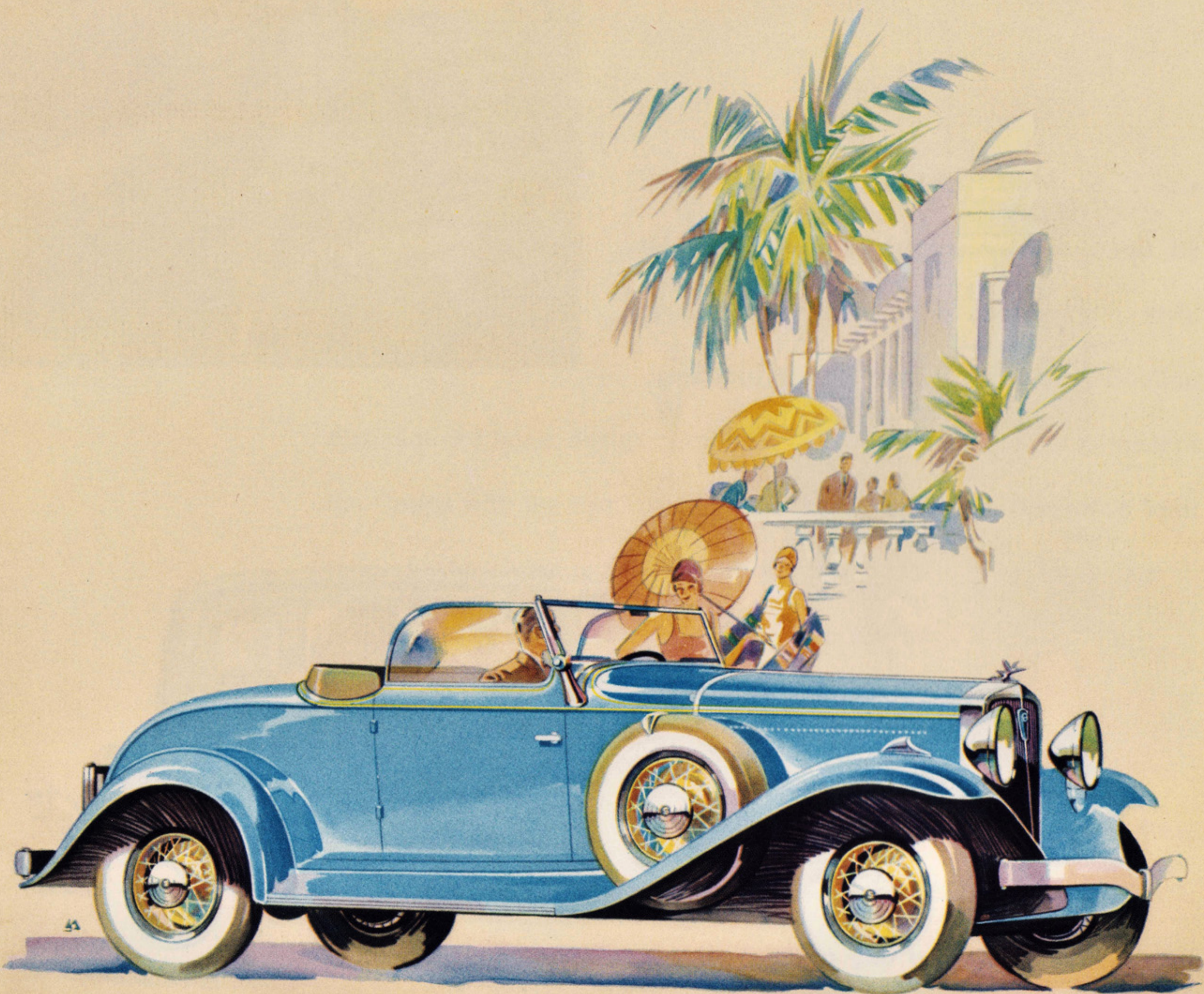
disposal and basic design combine the intimate seating arrangement of the Coupe with the comfort and capacity of the Sedan. Sweeping front

fenders—Air-Curve modeling, with slanting windshield; extremely wide, angled doors—all accentuate the distinctiveness of this five-

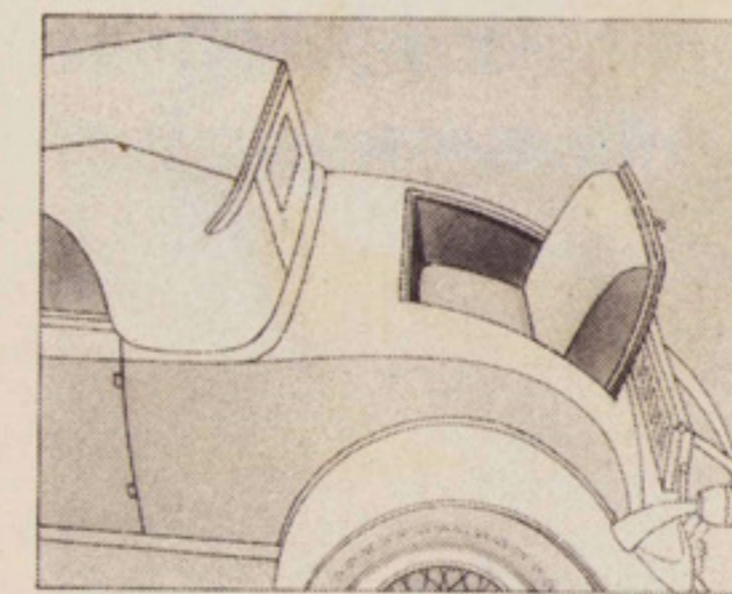


passenger car—an impression fully borne out by the unique seating and abundant roominess of the interior. Rear seat is extremely wide, with ample knee-room and head-room. Driver's seat is instantly adjustable—there is no gap between the two front seats, and the right seat slides forward for easy entrance.





The Studebaker Dictator Eight, as a Roadster, is at its brilliant best. With its smooth eighty-five horsepower, Full Cushioned engine and Full Automatic Spark Adjustment, "getaway" is astonishingly swift and smooth. Through tangled city traffic or wide open on the road to far places, driving this spirited car is genuine fun, because it minds your foot and hand so completely, so flexibly, so instantly. Windows operate independently of the top, serving as admirable wind deflectors when you wish to drive with the top thrown back. With the top up you have a snug Coupe, adequate for any weather. All glass, of



course, is Studebaker Safety Plate. Fine quality leather upholstery in both seats . . . and these seats are wide, because of Studebaker's exceptionally wide tread.



Proof of Engineering Genius

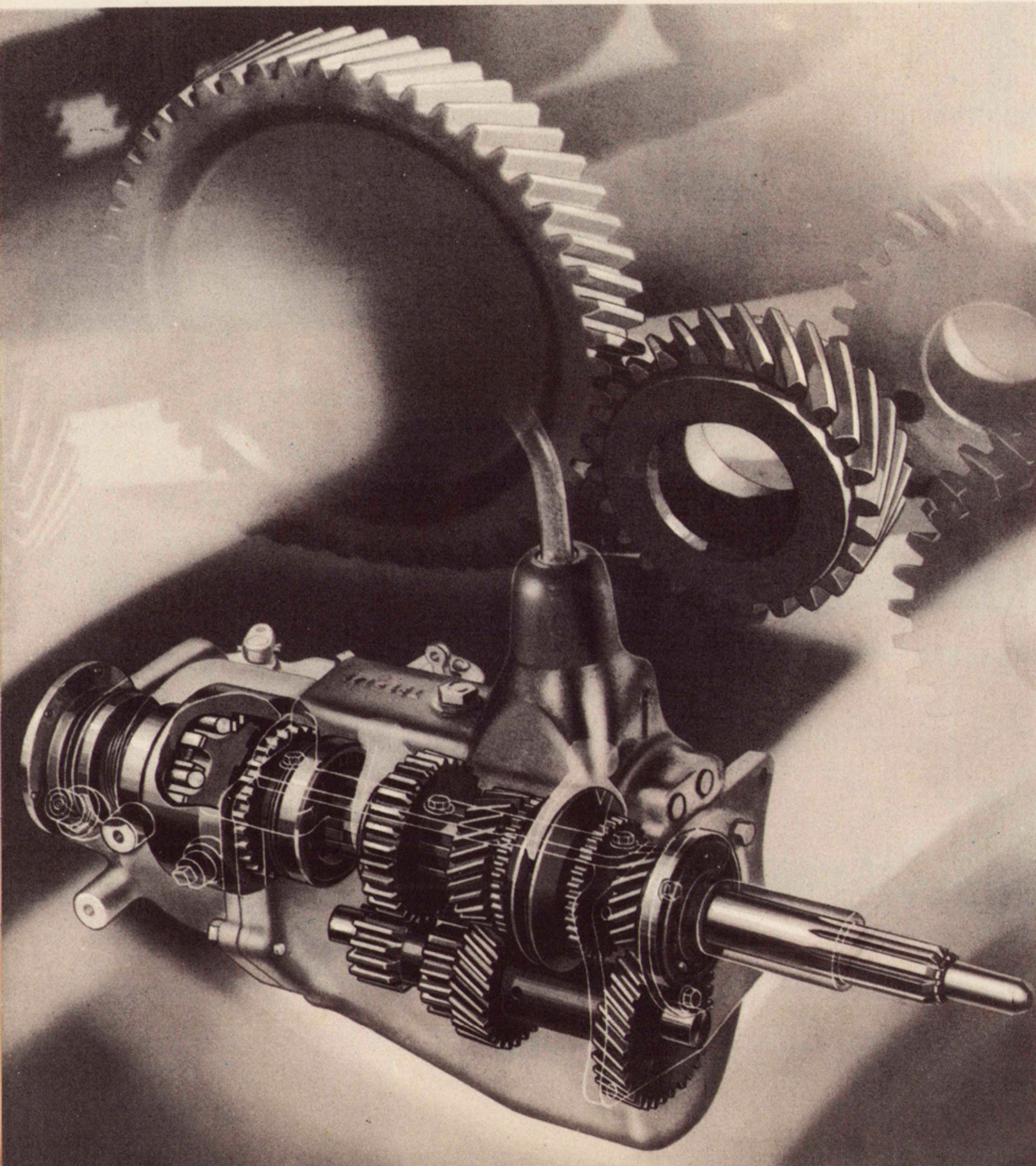
1932 Free Wheeling...

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

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

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

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





Safety Glass . . .

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

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

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

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

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

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

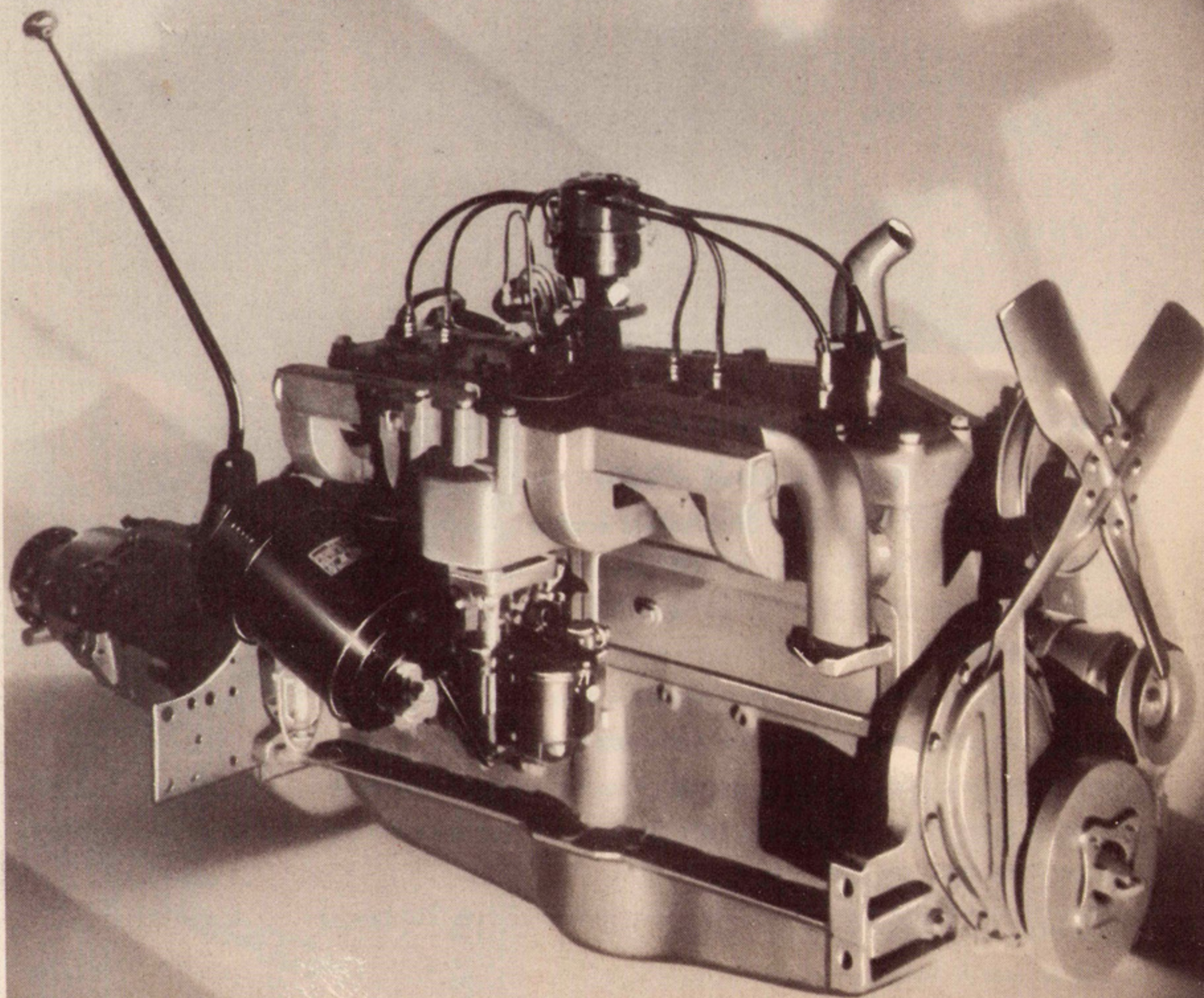
Only by driving a Triumphant New Studebaker can you appreciate the amazing achievements of Studebaker engineers.

POWER PLANT . . . The Dictator Eight 85 horsepower engine stands unique among present day automotive power plants. By torsigraphic tests it shows a degree of smoothness in operation which is unequalled by the engine of any other 8-cylinder car selling within hundreds of dollars of The Dictator's price—and unsurpassed by any 8-cylinder engine in America. The Dictator Eight power plant is what engineers aptly describe as a "sweet" engine.

VELVET POWER . . . The velvet smoothness of The Dictator's power flow is made even more pronounced by the use of an improved Lanchester type vibration damper.

CUSHIONED POWER . . . In the new Dictator, a total absence of the old, harsh, metallic "feel" of the power-flow has been attained by Studebaker's latest development—Full Cushioned Power—in which the engine is supported on live rubber at four points, without metal-to-metal contact, completely insulating the power plant from the chassis frame.

THERMOSTAT . . . It takes but a few moments for the engine of The Dictator Eight to warm up to the most efficient operating temperature in cold weather. A thermostat automatically prevents circulation of the water in the radiator and water jacket until the proper minimum degree of heat has been attained.

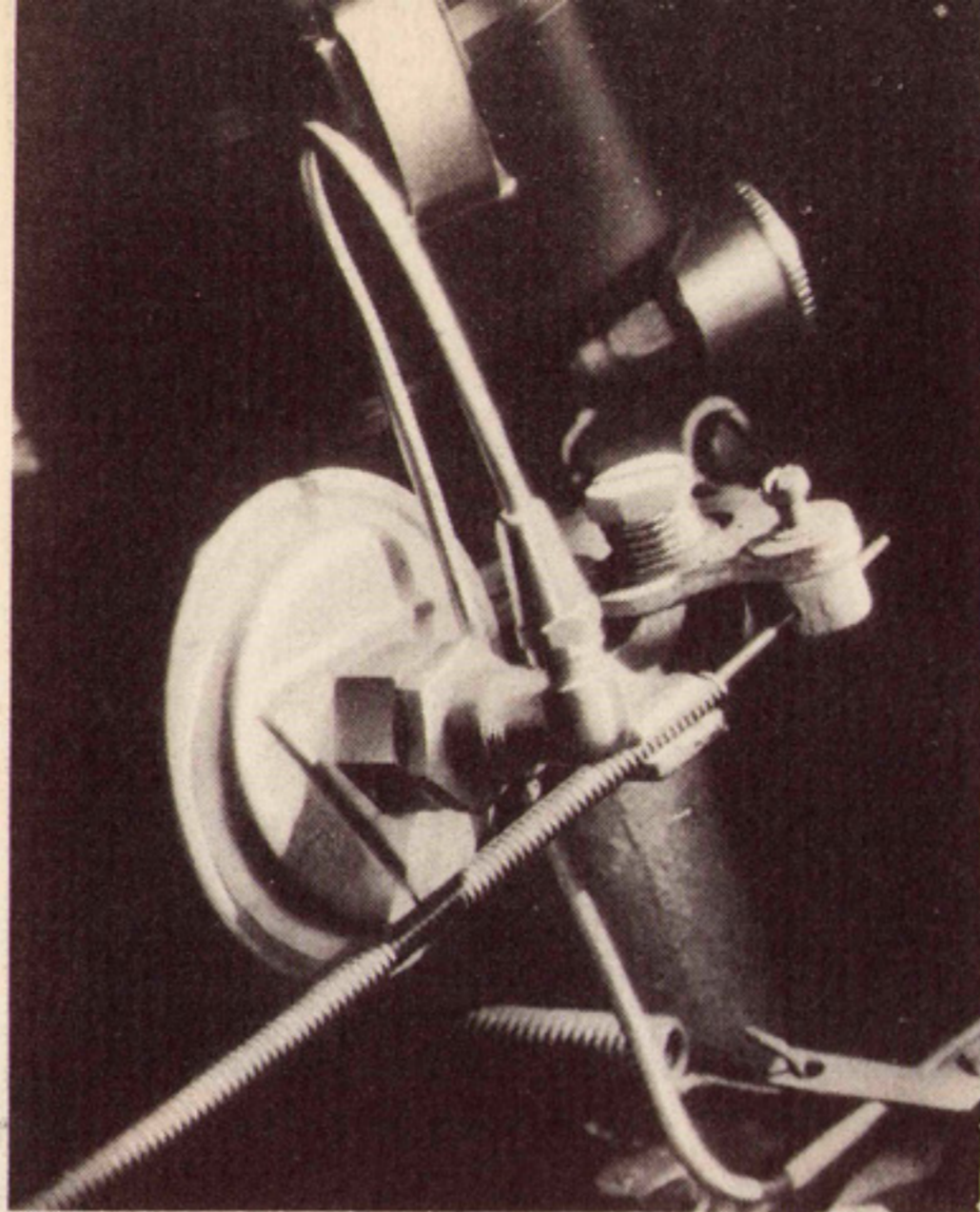


9 BEARING CRANKSHAFT . . .

The 9-bearing crankshaft employed in The Dictator Eight is precisely balanced both statically and dynamically as well as counter-weighted. This perfect crankshaft balance is one of the most important reasons for the total absence of any discernible "rough spot" or periodic vibration point in The Dictator's entire power range. Such smoothness adds greatly to the life of the engine and chassis.

AIRPLANE TYPE BEARINGS . . .

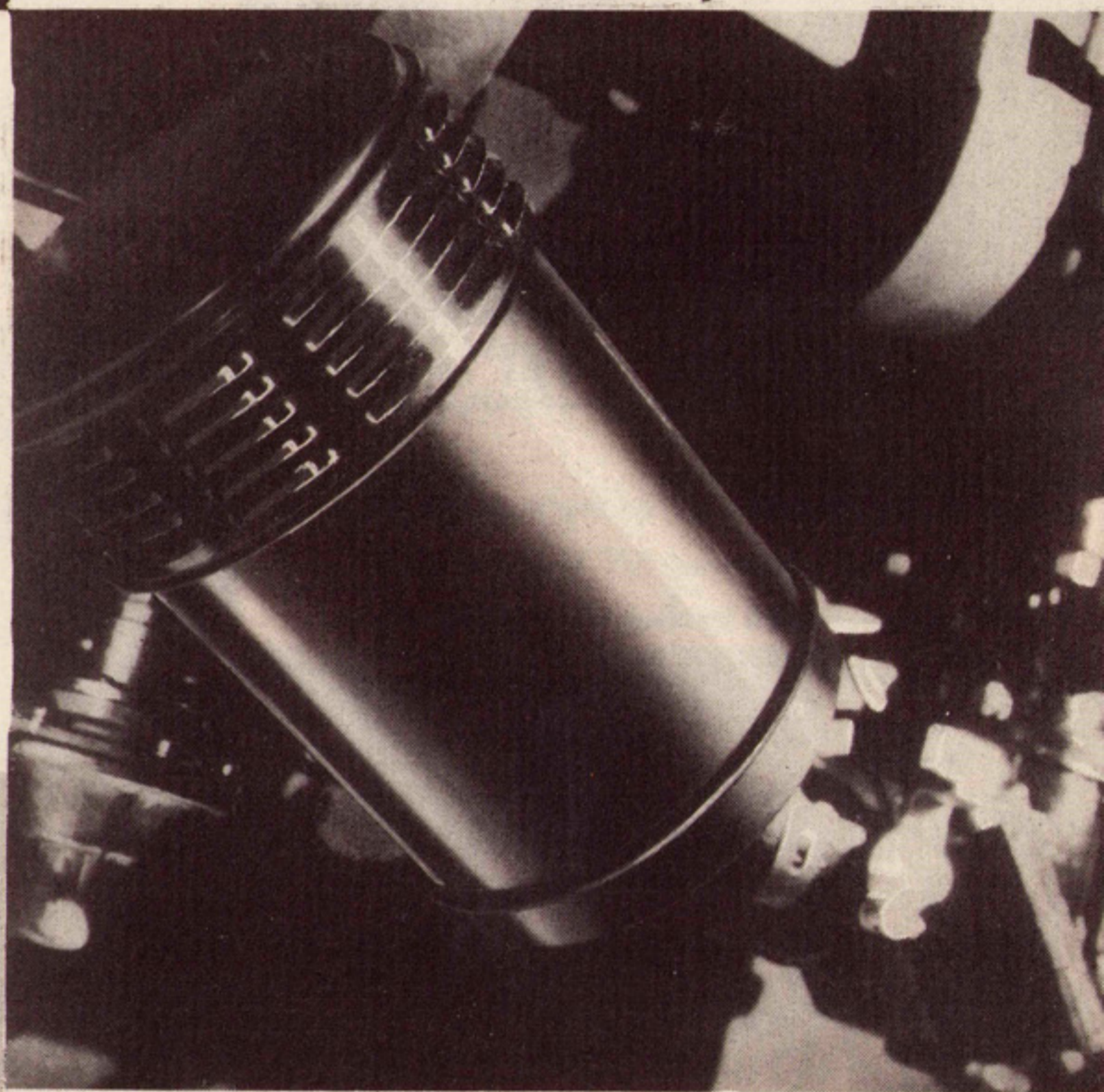
Studebaker is the first automobile company to use the new airplane type, steel-backed, babbitt-faced bearings which support the crankshaft. Developed by aviation engineers, these bearings withstand better the heavy bearing stresses of today's high compression engines, and are much more economical to service. These modern bearings have been adopted for the camshaft as well as the crankshaft. Here again, Studebaker's leadership in mechanical design is plainly evident.



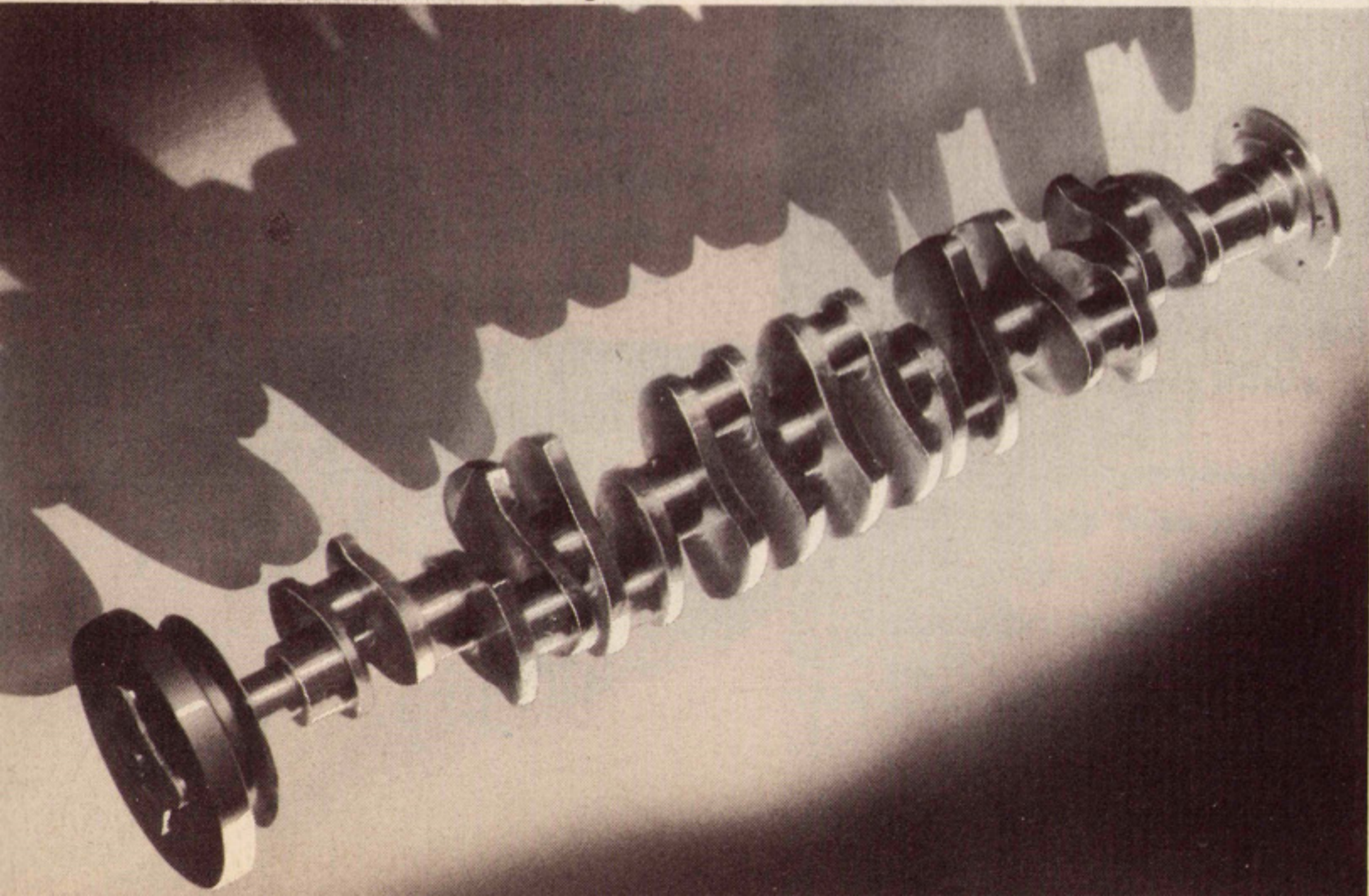
vacuum spark control

VACUUM SPARK ADJUSTMENT . . . The new Studebaker Vacuum Spark Adjustment operates automatically whenever the throttle is suddenly opened. It momentarily retards the ignition, just sufficiently to prevent spark-knock, then allows it to advance to normal position. Brilliantly smooth acceleration is the result.

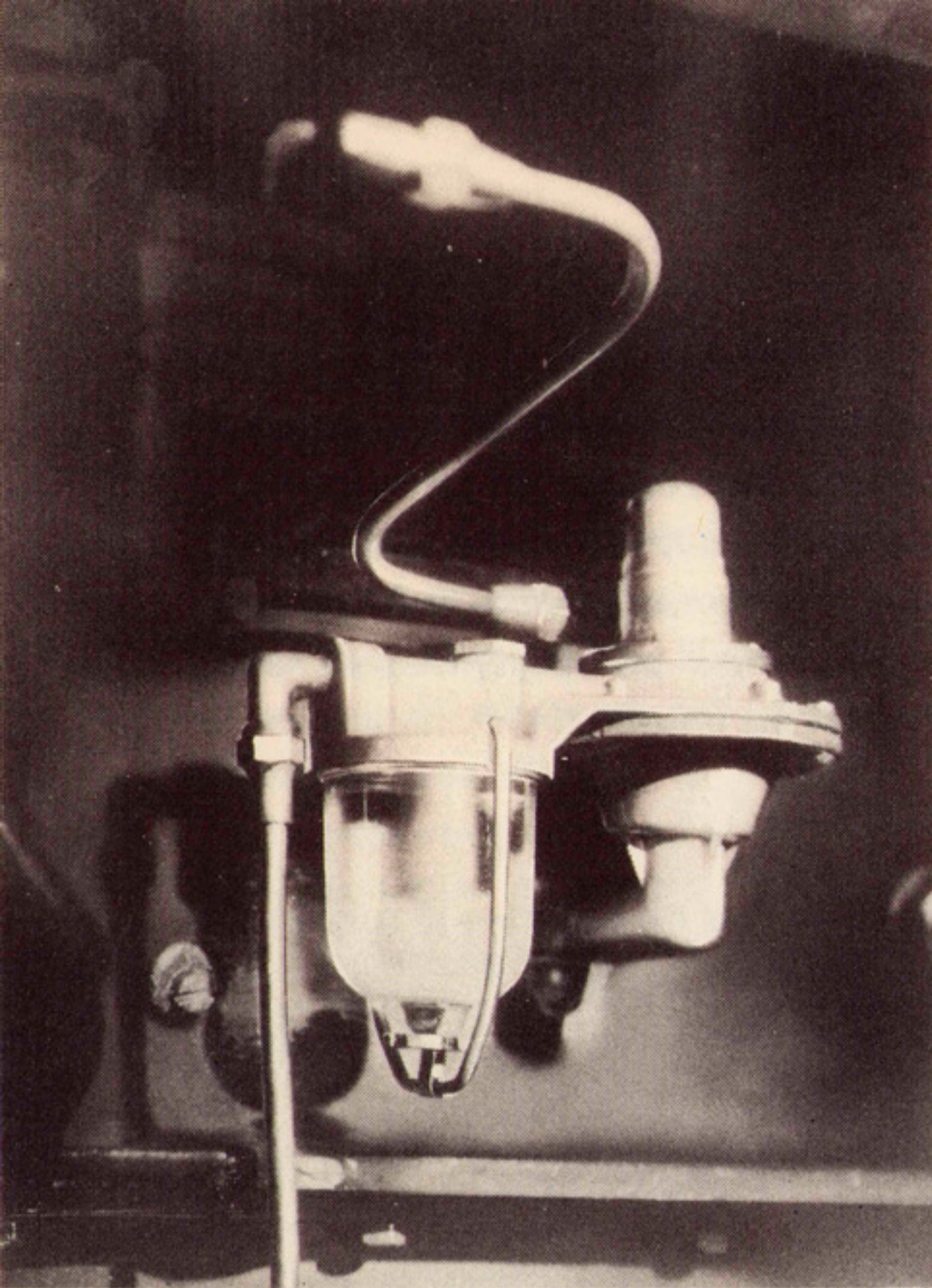
silent carburetion—purified air



perfect crankshaft balance



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



positive fuel pump

FUEL PUMP . . . At eight or eighty miles an hour—up hill or down grade—Studebaker power is steady and unfaltering. The positive fuel pump, introduced by Studebaker, makes this possible by feeding an adequate and uninterrupted flow of gasoline to the motor at any speed.

AUTOMATIC CHOKE CONTROL . . . An automatic choke control prevents raw gasoline from flooding cylinders and diluting engine oil. Even though the dash control is held in full choke position, a secondary valve, located in the air intake chamber of the carburetor, permits the passage of the requisite amount of air.

AIR CLEANER . . . The dust-proof filter keeps out abrasive dust and

grit, increasing the life of the engine by minimizing cylinder wear. **OIL FILTER . . .** The oil filter, another guardian of engine efficiency, removes all foreign particles from the motor oil, with the result that it need be drained only at 2,500 mile intervals. **AUTOMATIC STARTING . . .** Turn the switch key and the motor starts—and keeps on running. No scuffing or soiling of dainty footwear in groping for a hidden starter pedal. No more exasperating, and often dangerous, stalling of the engine in traffic. **ACOUSTIC MUFFLER . . .** The full-power muffler, first introduced to the



automatic starting

world by Studebaker, not only absorbs more than the usual amount of the exhaust noise in its acoustically padded walls, but having no baffle-plates it allows free passage of exhaust

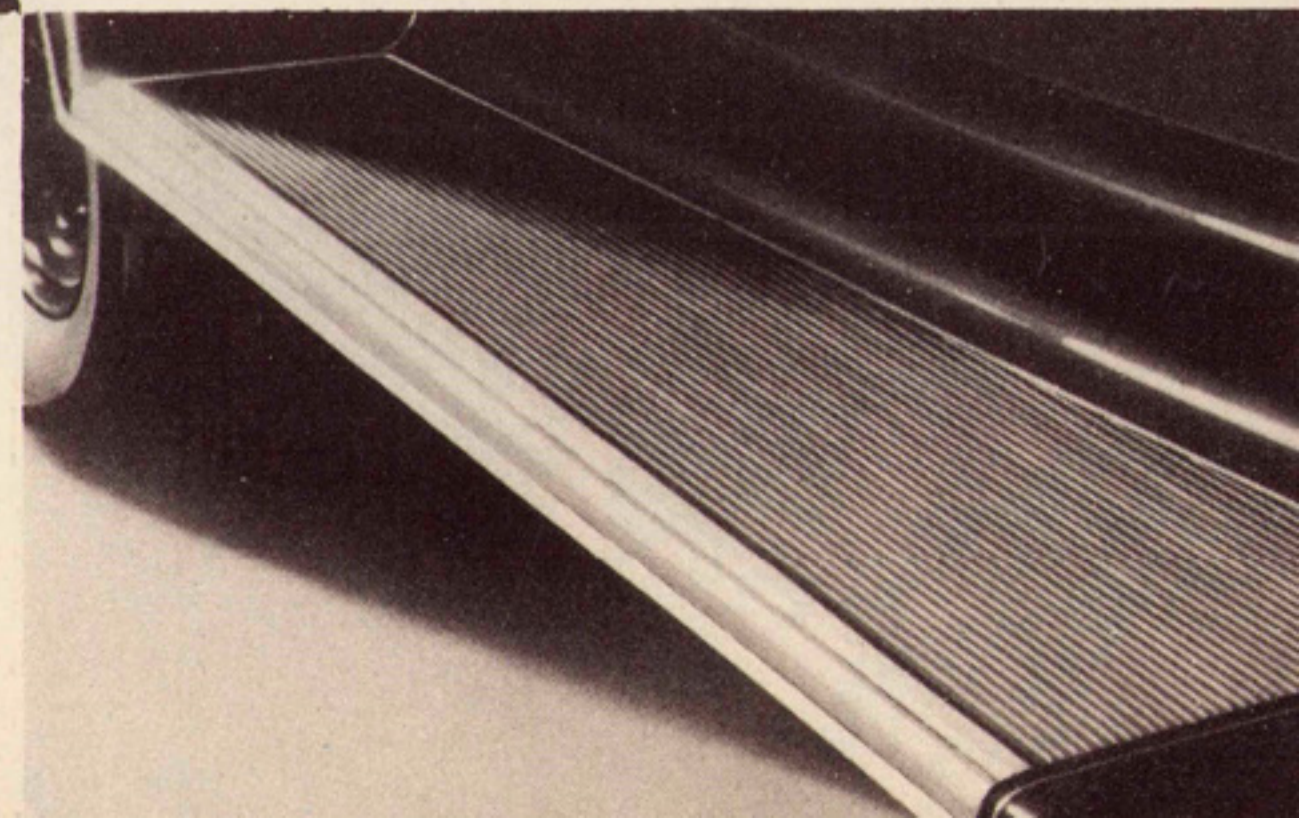
gases. Effective power is thus increased by the elimination of a great deal of back-pressure.

POSITIVE RIDE CONTROL . . . Big Houdaille hydraulic shock absorbers, of the double-action type, are fitted to all four springs on The Dictator Eight. Due to excellent spring shackle equipment and the use of flexible steel spring covers, these shock absorbers operate at full efficiency at all times. The result is that The Dictator provides riding ease which many cars of far greater cost are unable to offer.

QUIET GEARS . . . Costlier helical constant-mesh gears, developed by Studebaker, provide a degree of quietness and freedom from whine, even in second speed, heretofore unattainable. For increased hardness and longer life, special heat and chemical treatment of gear steel is used.

STEEL RUNNING BOARDS . . . The heavy steel running board, with rubber step-mat vulcanized on steel, adds beauty and is another important safety factor, providing both increased rigidity and additional side protection.

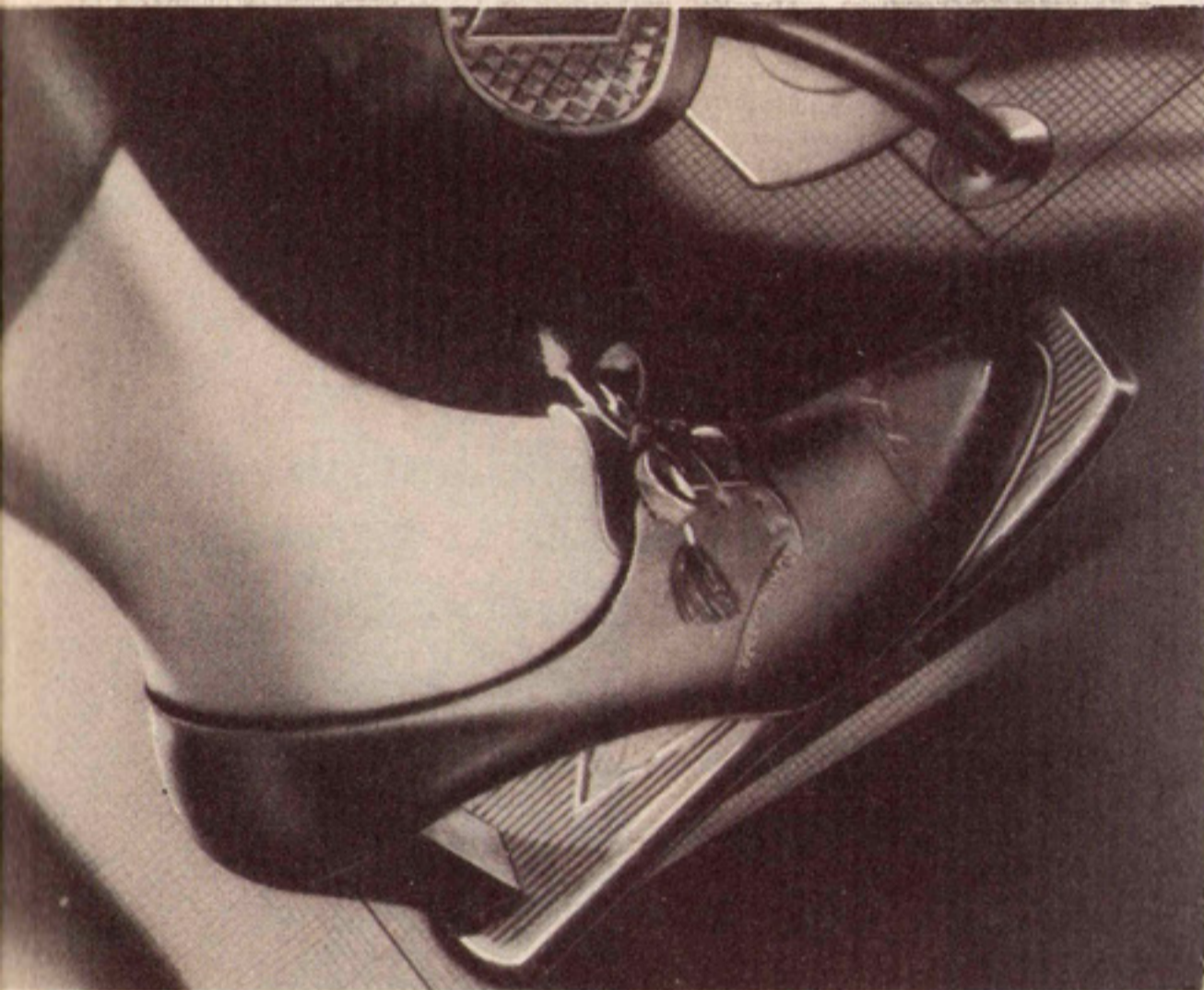
steel running boards



LOW CENTER OF GRAVITY . . . The Dictator has such a low center of gravity that it will right itself even if tipped to an angle of 57 degrees. The new angled front doors make entrance and exit unusually convenient.

RUBBER-PADDED PEDALS . . . The new treadle-type accelerator as well as clutch and brake pedals of The Dictator

rubber pedals



Eight, are rubber padded. Your shoe never slips—an annoying and sometimes hazardous occurrence in some cars.

NEW SAFETY BRAKES . . . Studebaker brakes bring you to a stop quickly, smoothly and with slight effort. They are of the Duo-Servo single anchor, mechanical type, with cable control. Thickness of brake lining has been increased to a degree that adds 50% to the life of these brakes. Two types of lining are employed in each brake, one slightly higher in frictional properties, for added smoothness of application.



folding sun visor

INTERIOR VISOR . . . An adjustable visor above the windshield in all closed models except Convertible Coupe and Sedan, effectively eliminates the glare of sun. It is folded against the top when not needed.

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

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

ARMOR-PLATED BODY . . . The Studebaker armor-plated steel shell, electrically welded into a single piece, completely surrounds the body framing of selected hardwood. No rivets are employed, which means no rattles—no squeaks. The structural strength of Studebaker bodies is unsurpassed by any other motor car.

armored-steel bodies





finger-tip steering

STEERING EASE . . . Delightfully effortless control is a tradition with Studebaker, and one which women drivers are quick to appreciate. The wheels return automatically to straight ahead position after rounding a turn. The non-breakable three-spoke, thin grip steering wheel, with steel core and rubber covering, is pleasant to grasp and is the strongest and safest known. The special hard rubber employed does not soil hands or gloves.

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

CONCEALED HOOD LATCH . . . The unsightly hood latch mechanism is now neatly concealed and no longer mars the exterior beauty. A simple, direct pull of two small levers raises the hood.

WIRED FOR RADIO . . . All Studebaker closed bodies are wired for quick and economical radio installation. This wiring is well insulated and leak-proof.

PERMANENTLY QUIET SPRING SHACKLES . . . Spring shackles have heretofore been one of the most fruitful sources of annoying chassis rattles and hard riding. All spring shackles in The Dictator Eight are permanently rattle-proof. Any wear that may develop is automatically taken up as it occurs.

SPRING COVERS . . . Flexible steel spring covers protect the springs of The Dictator Eight from dirt and grit, sealing in the lubricant and preventing the entry of grit and water. They need no attention during the normal life of the car. Spring squeaks are permanently eliminated.

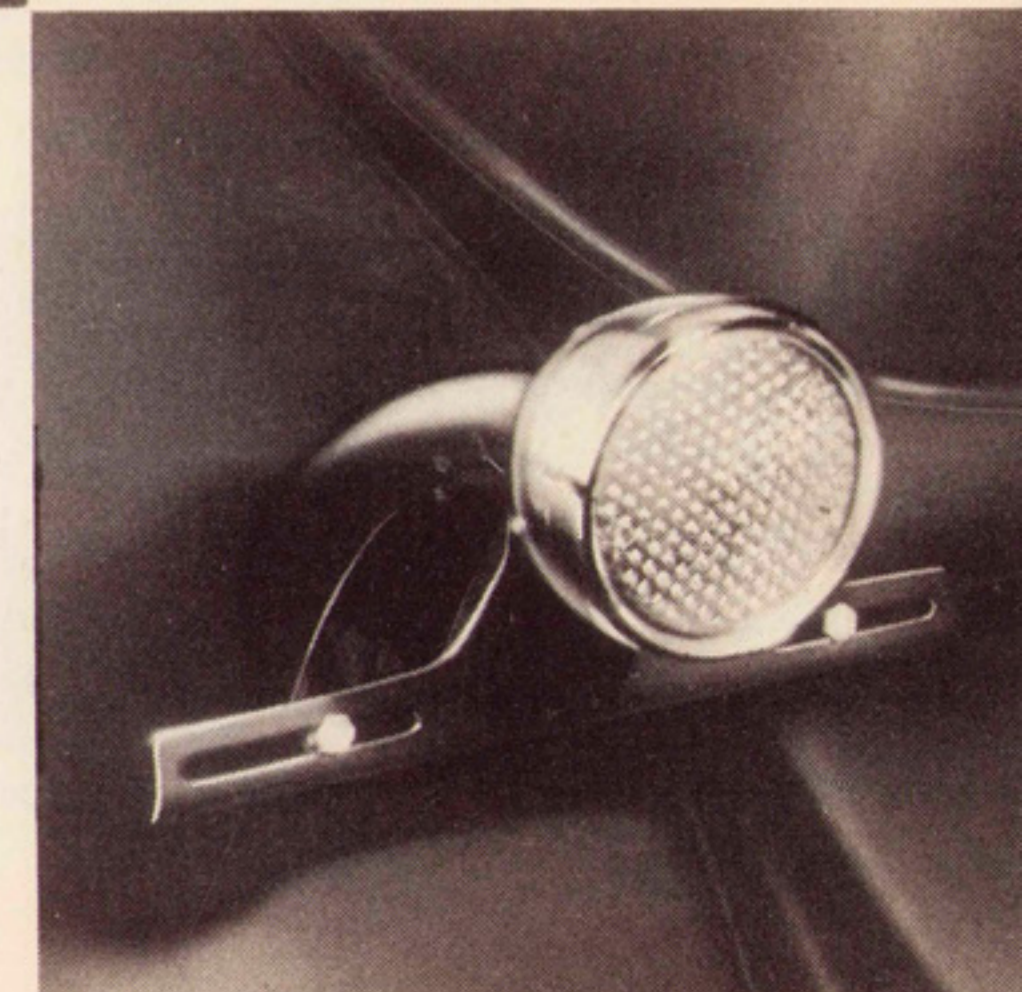
ADJUSTABLE FRONT SEATS . . . The driving seat of The Dictator gives made-to-measure comfort for any driver, no matter how small or how large his or her stature may be. It is easily adjusted over a wide range by a crank at the base. The comfortable seat to the driver's right in The Dictator St. Regis Brougham, slides forward to permit easy entrance and exit.



adjustable front seats

REFLEX TAIL LIGHT . . . Even should the tail light bulb fail, you still have adequate protection for the rear of your car, with Studebaker's new Reflex Tail Light. Its self-illuminating reflector is visible from behind, and warns the oncoming driver by reflecting the light of his own car. Whether lights are turned on or off, you are guarded against rear end collisions.

reflex tail lamp



SAFETY

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

D i c t a t o r

85 HORSEPOWER . . . 117 INCH WHEELBASE

ENGINE . . . Eight cylinders in line, cast en bloc; L-head type. Bore, $3\frac{1}{8}$ inches; stroke, $3\frac{3}{4}$ inches; piston displacement 221 cubic inches. N.A.C.C. rating 30 horsepower. Develops 85 horsepower at 3200 r.p.m. Pistons are tinplated cast iron with four rings. Connecting rods, drop forged from selected steel. Heavy drop forged crankshaft, statically and dynamically balanced and counterweighted. Nine large airplane type main bearings, steel-backed and babbitt-faced. Vibration damper provides marked engine smoothness. Valve spring damper eliminates surge in valve springs. Power-conserving silencer.

LUBRICATION . . . Full pressure feed to main, connecting rod and camshaft bearings. Oil filter and crankcase ventilator.

CARBURETION . . . $1\frac{1}{4}$ -inch duplex carburetor. Fitted with carburetor silencer, which practically eliminates motor roar, and acts as air cleaner. Manifold heating controlled for seasonal variation in temperature. Spring loaded semi-automatic choke control.

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

STARTER . . . Automatic. A turn of the switch key starts engine. No danger of stalling.

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

COOLING SYSTEM . . . Centrifugal water pump driven from generator. Improved, silent fan. Thermostatic control. Cooling system capacity, $3\frac{1}{2}$ gallons.

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

TRANSMISSION . . . Free Wheel, selective type, with Synchronized Shifting. Three speeds forward, one reverse. Standard gear shift; mounted in unit with engine. Braking power of engine available in conventional high, second, first and reverse gears. In addition, Free Wheeling is available in all forward speeds. Free Wheeling may be used or locked out by raising or lowering lever projecting beneath dash directly below steering wheel. Dial on dash registers "Free

REGAL EQUIPMENT

For those who want their motor car completely appointed, the Regal models of the five body types include this additional equipment—two spare wheels carried forward in fenderwells . . . folding luggage grid . . . chromium-plated hollow steel spoke wheels (painted steel spoke wheels or wire wheels may be had if preferred) . . . 2 salon chime horns . . . folding arm rest in rear seat. Chromium-plated radiator ornament.

Wheeling" when in use and "Conventional" when locked out. Main shaft mounted on ball bearings. Shaft of special alloy steel, carbonized for greatly increased hardness.

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

DRIVE . . . Hotchkiss type; tubular propeller shaft.

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

BRAKES . . . Duo-Servo, two-shoe, mechanical, 4-wheel brakes, internal expanding type, with $\frac{1}{4}$ -inch molded lining. Brake drums $12\frac{1}{8}$ inches in diameter, $1\frac{1}{2}$ inches wide.

WHEELS AND UPHOLSTERY

5 wire wheels are standard. Either broadcloth or mohair upholstery may be had on closed bodies. Leather upholstery in convertible models.

STEERING GEAR . . . Cam and lever type, 15-1 reduction. Timken roller bearings on steering pivots. Thin grip, steel-core safety steering wheel, 18 inches in diameter.

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

WHEELS . . . 18-inch wheels, drop center type.

TIRES . . . Full balloon tires, 4-ply; 18x5.50.

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

MODELS . . . 5-passenger Sedan; Regal Sedan; 4-door Convertible Sedan; 4-door Regal Convertible Sedan; St. Regis Brougham; Regal St. Regis Brougham; 2-passenger Coupe; Regal Coupe; 4-passenger Coupe; Regal Coupe; Convertible Roadster; Convertible Regal Roadster.

REFINEMENTS . . . Mohair, Bedford cord or leather upholstery according to model. Form-fitting seats, upholstered arm rests in rear seats of closed models. Center folding arm rest in Regal Sedans and Brougham. Foot rest, robe rail in sedans. Cowl ventilator. Bright nickel hardware, line design. Dual ash receivers in closed sedan and St. Regis Brougham models. Treadle type accelerator. Adjustable steering column. Adjustable front seat in closed models. Closed models wired for radio installation.

LIGHTS . . . Twin-beam chrome-plated ovaloid headlamps; fender lamps. Dome lamp in closed sedan and St. Regis Brougham models; rear traffic signal lamp with reflector.

EQUIPMENT . . . Automatic windshield wiper. Rear vision mirror. Adjustable driver's visor. Airplane type instruments on dash: speedometer, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter. Double-acting hydraulic shock absorbers, front and rear. Trunk on St. Regis Brougham.