



AMERICA!

Here's the car you ordered

at the price you want to pay



Studebaker President Cruising Sedan for Six

THE BIG THRIFTY NEW

1936 Studebaker Champions

A MATCHLESS NEW 90-HORSEPOWER DICTATOR SIX... A SUPERB NEW 115-HORSEPOWER PRESIDENT EIGHT

First in all the things you asked for

First in Beauty

16 NEW BEAUTY FEATURES

Gracefully combining line, proportion and color in smooth, flowing symmetry, these new Studebaker Champions are easily the most eye-appealing moderately priced cars you'll see. A glowing harmony without . . . a lovely melody within.

First in Comfort

34 NEW COMFORT FEATURES

The new Studebaker seats are of chair height, wide and deep, and richly upholstered over the finest coil springs. Passengers, front and rear, enjoy the gently cradled restfulness of the Studebaker Miracle Ride.

First in Economy

14 NEW ECONOMY FEATURES

The brilliant new Studebaker engines literally wring every ounce of power out of every drop of fuel—providing gratifying gasoline economy with a minimum oil consumption and pleasing immunity from repair bills.

First in Performance

21 NEW PERFORMANCE FEATURES

Studebaker holds unchallenged every stock car record from 3,000 to 30,000 miles—and these new 1936 Champions have even more sparkling pick up and greater top speed than their illustrious Studebaker predecessors.

First in Safety

12 NEW SAFETY FEATURES

Steel walls, steel doors, steel floors, steel cowls, steel pillars and steel roofs are reinforced by tremendously strong steel box girders. Feather-touch hydraulic brakes give you the world's smoothest, swiftest stopping.

First in Beauty



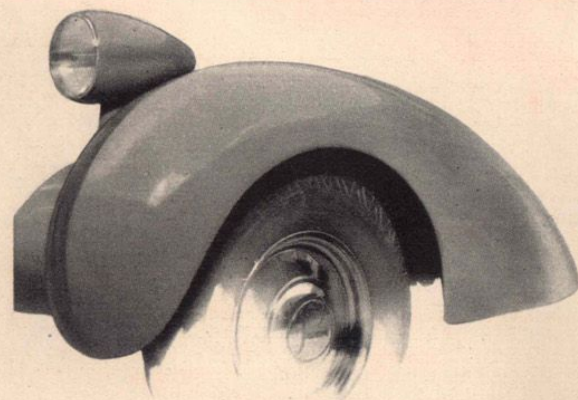
TWIN ROBE CORDS ADD SMARTNESS—And between the robe cords in the center of the Dictator front seat's back, is an easily accessible ash tray. This is typical of the many little niceties that combine with all the big necessities in making these new Champions the most admired cars of the year.



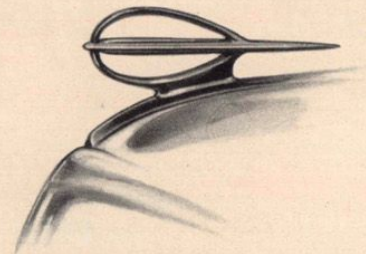
THE RADIATOR MEDALLION IS CHARMINGLY MODERNE—Located on the gleaming radiator grille, this brilliant red insignia gives the front end of these new Studebakers an additional bit of charm. The moderne lettering of the word "Studebaker" is in harmony with the Helen Dryden design motif.

BULLET HEADLAMPS ARE PAINTED IN BODY COLOR—And they've been placed just right for good looks as well as good light. In the new Studebakers there's a dimmer warning spot on the speedometer that tells you your bright lights are on.

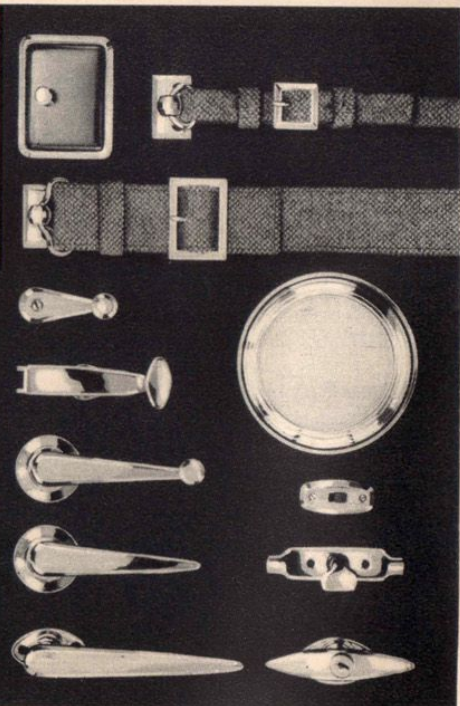
NEW AIR FOIL FENDERS CONCEAL AND REVEAL—The new Studebaker fenders cleverly hide the under-structure from view but it's their symmetrical sweep of line that gives them their real distinction. They're scientifically air curved, too, to reduce wind resistance. And they're unusually strong and sturdy.



MOST ATTRACTIVE IS THIS HARDWARE—In the new President, the hardware is in the best of good taste. You have the gifted Helen Dryden to thank for its smartness. Miss Dryden was Studebaker's chief consultant in styling these new Champions. The Dictator hardware is also strikingly moderne.



UNUSUAL TOO, IS THE RADIATOR ORNAMENT—It's gleaming chromium, of course—and of course it's theft-proof in a clever, new moderne design.





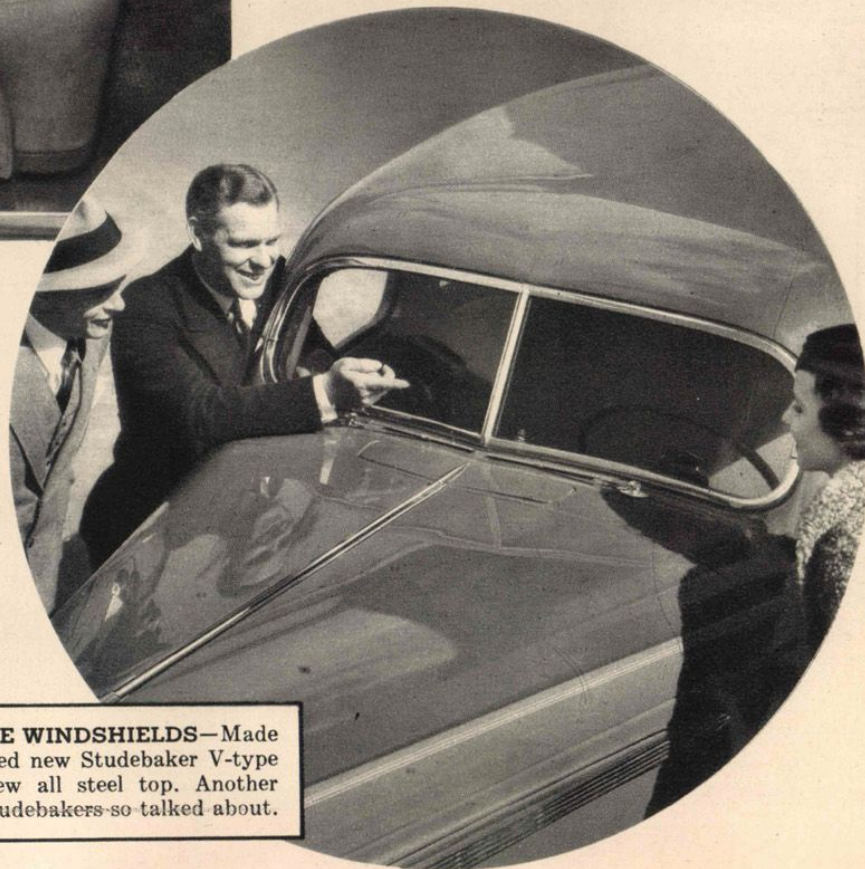
AN INSTRUMENT PANEL THAT'S ALMOST TOO GOOD LOOKING—You'll see nothing quite as charming as the instrument panel of the new Dictator in any other 1936 car. We except, of course, the new President which many say has an even better looking one. Notice how large the dials are and how conveniently located.



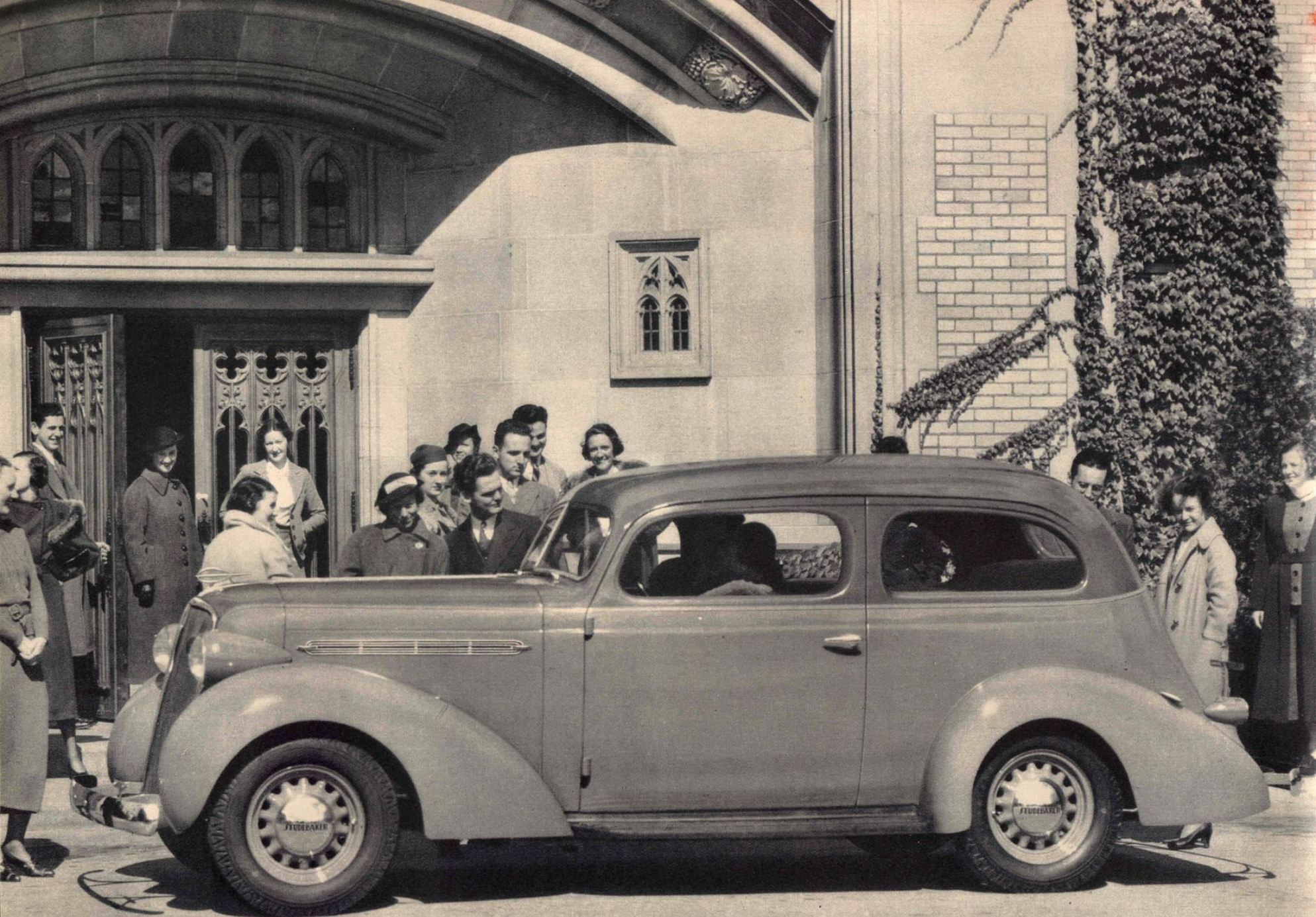
THIS REAR FENDER COMBINES UTILITY WITH BEAUTY—Studebaker's smartly air curved rear fenders have set the fender style for some of the costliest cars. This year Studebaker steps still further ahead. The left rear fender contains the gasoline tank intake which has a chromium cap of a smart moderne design.

EXTRA ROOMY INTERIORS

Pictured above is a view looking into the new Studebaker 6-passenger sedan. The wide, deep seats are chair height and the floor is flat—with no center ridge. Fine fabric, beautifully tailored, is complemented by appropriately rich fittings. Front seat easily and comfortably accommodates three full size occupants—so does the rear seat.



THERE'S A MODISH SLOPE TO THE V-TYPE WINDSHIELDS—Made of safety glass, of course, the attractively framed new Studebaker V-type windshields gracefully harmonize with the new all steel top. Another touch of the different that's making the 1936 Studebakers so talked about.



Studebaker Dictator Custom St. Regis Brougham for Six

First in Comfort



EVEN THE 2-DOOR MODELS HAVE 3-PASSENGER FRONT SEATS—All Studebaker front seats are amply wide for three passengers and there's plenty of elbow room and shoulder room as well as body room. A new shaping of the gear shift lever keeps it out of the center passenger's lap.



TALK ABOUT STORAGE SPACE—HERE'S 25½ CUBIC FEET OF IT—What a break for the salesman who carries samples or merchandise with him on his trips . . . or for the tourist who takes along a lot of camping equipment! And the lid of this coupe luggage compartment stays up securely. Sponge rubber weather stripping keeps out water and dust.



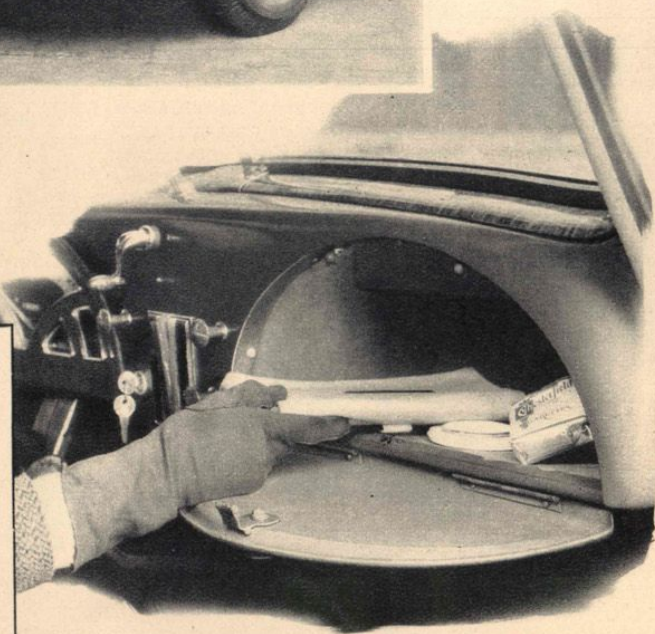
COUPES HAVE DOME LIGHTS AND REAL VENTILATION—Dome light switches on from the door post; 5-passenger coupes have V-type rear window that opens by a simple center control. All coupes have wide shelves at back.

EXTRA BIG PACKAGE COMPARTMENT—It occupies nearly the entire right side of the instrument panel in all models.

DOORS WEATHER-STRIPPED ALL AROUND—

Thick sponge rubber weather stripping is carried all around and clear to the bottom of the doors for quietness and to keep out drafts and rain.

NO SHOWER BATHS WITH THESE DRIP MOULDINGS—There aren't many cars with all steel tops that offer this feature which carries off rain from above the doors.





STUDEBAKER'S WIDE DOORS OPEN THE RIGHT WAY

Front doors swing forward . . . rear doors swing back . . . you literally walk in and out of these new Studebakers instead of sliding and edging your way. Should the front door accidentally open, the pressure of the wind blows it shut instead of off—and women drivers like the protection it provides against embarrassing exposure. They also like the way the rear door keeps their clothing from wiping off the fender.



BIG TWO-WAY SHOCK ABSORBERS, TOO —

These are the last word in heavy duty shock absorbers easy to adjust to all changes of road and temperature. In the President an uncanny "mechanical brain" adjusts the shock absorbers automatically without any attention from the driver whatsoever.

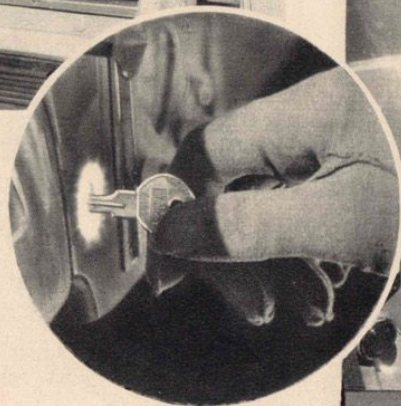


SUN VISORS THAT SWING IN ALL DIRECTIONS—In the new Studebakers these swinging sun visors are so swiveled they move in any desired direction and stay securely in position.



ARM RESTS THAT ARE DOOR GRIPS TOO—One of the useful new conveniences is this crescent shaped arm rest on each front door. It is hollowed for comfort and to assist in closing the door from the inside. This type of arm rest is standard equipment in all the new 1936 Studebakers.

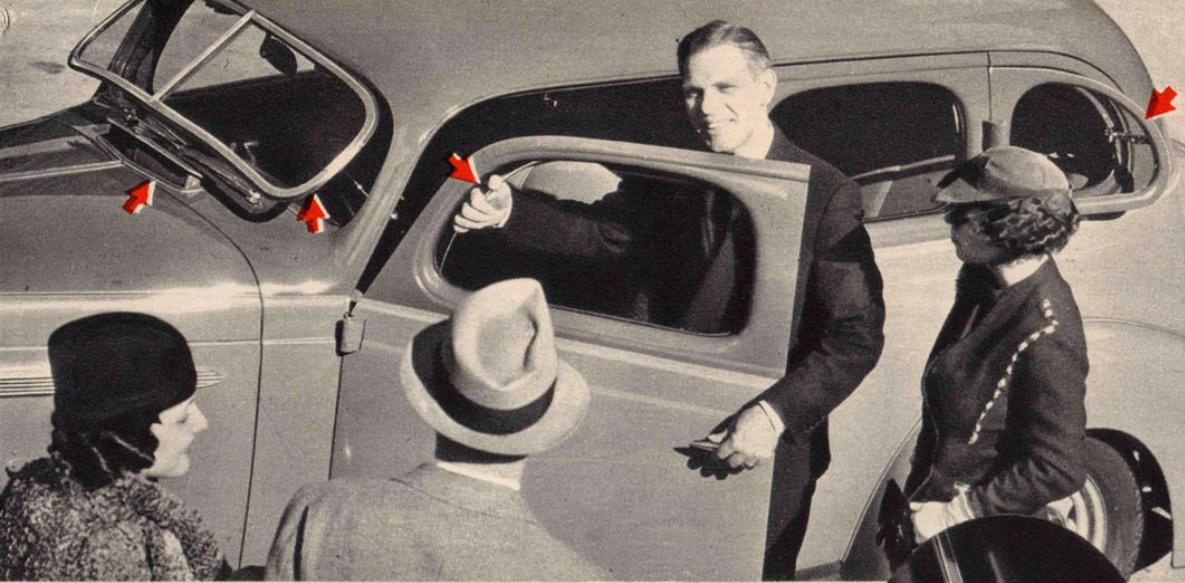
ROOF INSULATION THAT REALLY INSULATES—Studebaker non-resonant roofs are first lined with a heavy asphalted material then further protected against heat, cold and noise by one of the most efficient insulating materials known to thermal and acoustic engineering. They definitely surpass any other roofs in their resistance to temperature and sound.



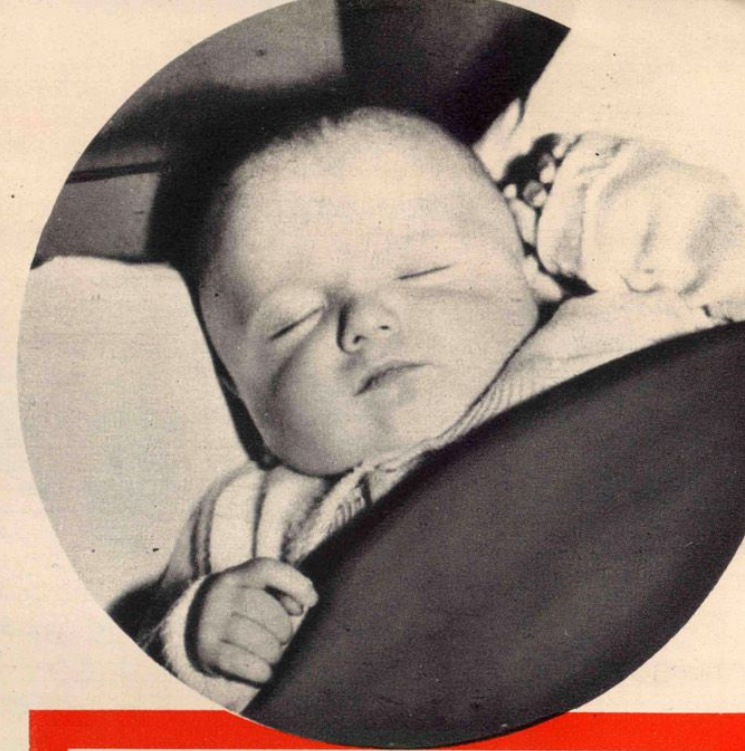
IGNITION KEYHOLE ILLUMINATED—Studebaker's everglow ignition keyhole is easy to locate instantly.



THIS IS THAT EXTRA BIG CRUISING SEDAN TRUNK—It takes care of spare tire and tools as well as all the bags and suitcases most families need on a trip. An automatic inside lid light on President models lights when the lid is raised at night. Lid stays open securely when lifted—no finger-pinching braces.



EXCLUSIVE NEW 4-WAY VENTILATION—In the picture above you see why the Studebaker system of ventilation is manifestly superior to any other kind. The rear quarter windows in sedans swing open. They stay rigidly in place too, and effectively draw out stale air. The front door window opens slightly at the front edge drawing air out without letting in rain or snow. The windshield also opens by means of a simple mono-control. The detail view at right shows the new screened cowl ventilator that has geared controls for smooth operation.



**"SLEEP BABY SLEEP" . . .
STILL TELLS THE STORY OF THE
STUDEBAKER MIRACLE RIDE**

There's no use trying to find a ride like this in any other car. Studebaker doesn't merely claim but stands ready to prove that, model for model, the new Champions of 1936 are the most restful riding automobiles in the entire world—and no cars, whatever their price or wheelbase, are barred when this is said. The above photograph of a sleeping baby, borrowed from an early Studebaker Miracle Ride advertisement, graphically describes the relaxed restfulness of a Studebaker rear seat ride better than could thousands of words. You're in a literal cradle of comfort all the time no matter what the rate of speed or the type of road the wheels pass over. The Studebaker Miracle Ride doesn't base its success on spring suspension alone—nor on stiff stabilizer bars which Studebakers do not require. It is the result of the most complete and scientific comfort engineering ever applied to a motor car.



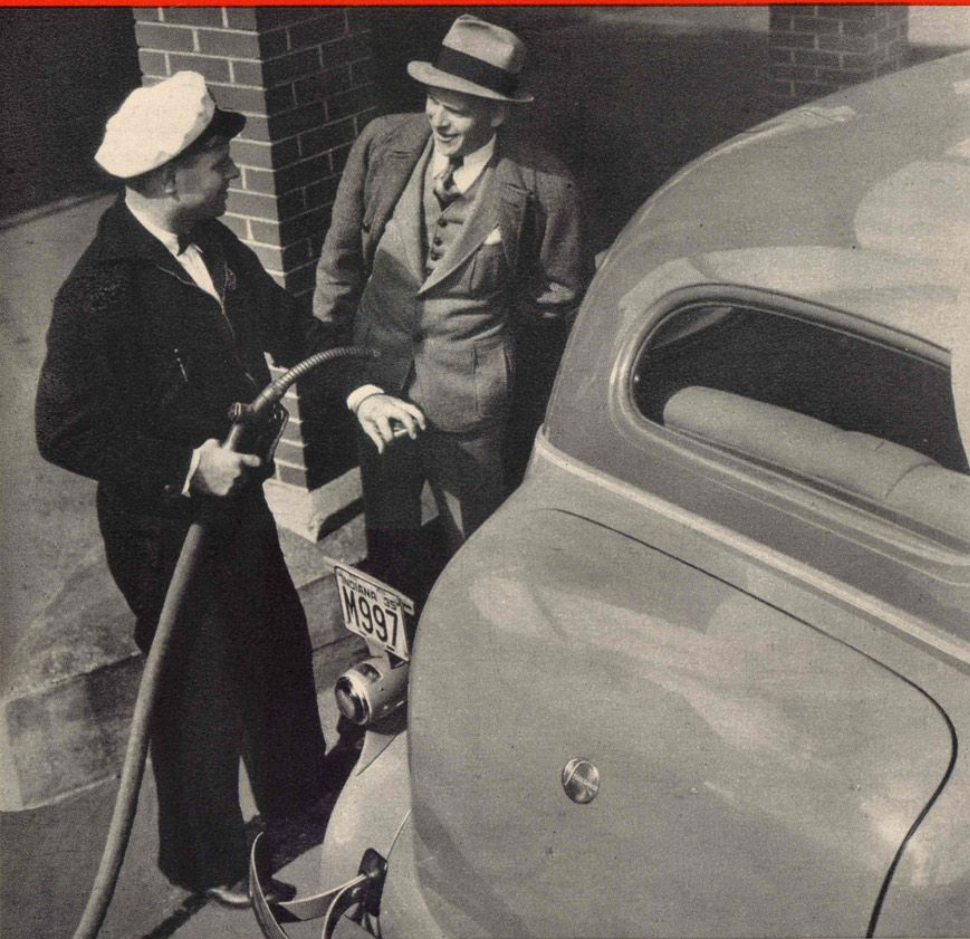
**LOTS OF ROOM HERE FOR LUGGAGE,
SPARE TIRE, TOOLS**—In the custom models of the new Studebaker, 2-door St. Regis as well as 4-door sedans, the air-curved rear deck conceals a large luggage compartment with a shelf for lots of luggage and a section below for the spare tire and tools. There's 10½ cubic feet of real baggage capacity—15½ cubic feet if you carry your spare tire in a fender well. And all models have a separate trunk key so that you can safely leave your ignition key in your car in strange garages without worrying about petty tamperers investigating your belongings.



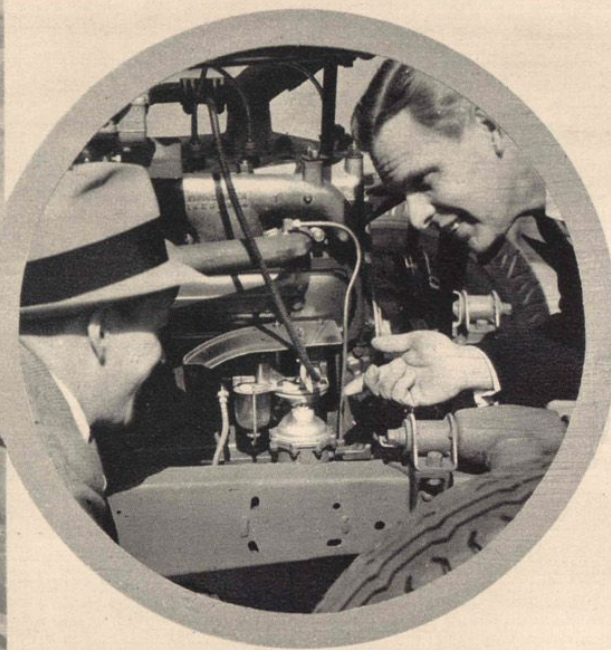
STUDEBAKER DICTATOR CRUISING SEDAN FOR 6



First in Economy



YOU SAVE A LOT OF MONEY EVERY MONTH ON GAS AND OIL—The new Studebaker engines, although higher powered and faster in pick up, are sensational in economy. In engineering tests, the Dictator shows 18 to 21 miles to the gallon at 40 miles per hour—even without an overdrive. The President, although a 115-horsepower eight, makes a gallon of gasoline deliver as much as 15 miles of transportation. Oil economy is equally impressive, due to Studebaker's new and more scientific engine design.



THEY'VE AIR COOLED THE FUEL LINE AND SHIELDED THE FUEL PUMP!—You don't have to know much about the mechanism of an automobile to realize that Studebaker has increased your operating economy and provided you with more power by means of this new air cooled fuel line. In a fully protected position outside the frame on the side opposite the exhaust—it delivers gasoline at the right temperature for utmost efficiency.

STUDEBAKER FREE WHEELING MAKES POSSIBLE THE OVERDRIVE—You can't have an overdrive in any car without the Studebaker type of free wheeling—that is all the endorsement economical Studebaker free wheeling needs. You shift gears without using the clutch. To use the overdrive, merely lift your foot from the accelerator when the car attains cruising speed. Overdrive with automatic switch key starting is available at slight extra charge on all 1936 Studebakers.

THE THRILLING STUDEBAKER OVERDRIVE IS A WORK HORSE AND A RACE HORSE IN THE SAME CAR

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.



**AUTOMATIC
CHOKE CONTROL**

**AUTOMATIC
SPARK CONTROL**

**AUTOMATIC
HEAT CONTROL**

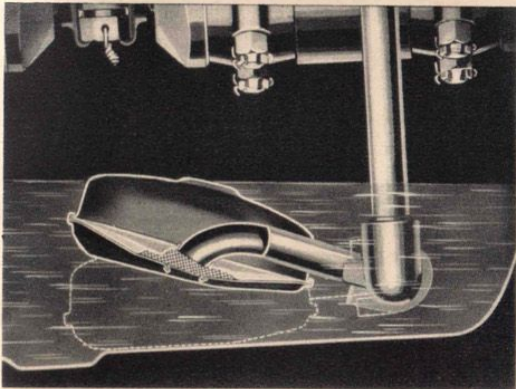


IMPROVED BY-PASS COOLING ALSO SAVES YOU MONEY—Studebaker has again improved by-pass cooling and thus has increased operating economy. A large thermostat and a large discharge pipe do the trick—assuring a cooling system of real efficiency that gives a quick warm up and provides the correct operating temperature.

UNMATCHED STABILITY REDUCES TIRE WEAR—Studebaker economy isn't just money saving on gasoline and oil. In these 1936 Champions even tire bills are kept at rock bottom. That's a result of the exceptional sure footedness and stability traceable directly to such things as steering, spring suspensions, weight distribution and evenness of brake action.

NO CHOKE BUTTON NEEDED IN THESE CARS... SPARK CONTROL AND HEAT CONTROL ARE AUTOMATIC, TOO—You get under way right away in these new Studebaker Champions. The right mixture for quick, easy starting is automatically fed to the carburetor. An automatic spark control, pioneered by Studebaker, retards the spark when you step on the accelerator and keeps it retarded until the engine picks up speed when it automatically returns to its normal advanced position. Engine heat is also automatically controlled whether you're running slowly or with throttle wide open, summer or winter.

CLEAN OIL LENGTHENS ENGINE LIFE—Picture at left shows how the oil system of the new Dictator is protected against scum and sludge. Drawn to the pump through a screen which floats below the surface, the oil is freed of both top and bottom impurities. In the President, a series of filtering elements do a similarly thorough job. Both methods contribute definitely to the long life of Studebaker engine parts.



THIS BOOKLET SHOWS ONLY A FEW OF THE FEATURED 97 STUDEBAKER ADVANCEMENTS

Lack of space compels the omission of many of the 97 new Studebaker developments that make these 1936 Presidents and Dictators more than ever motoring's Champions.

These cars have 16 new beauty distinctions.

They have 34 innovations in comfort. They offer 35 new features of performance and economy.

They introduce 12 steps forward in safety. And all these,

mind you, are additions to the long list of pioneering advancements in the interest of better motoring which Studebaker has sponsored.

If there is anything that Studebaker has omitted from these cars it's because it hasn't been perfected or invented.

They're the world's first cars that present all the things you've always wanted... at a price you can afford to pay.

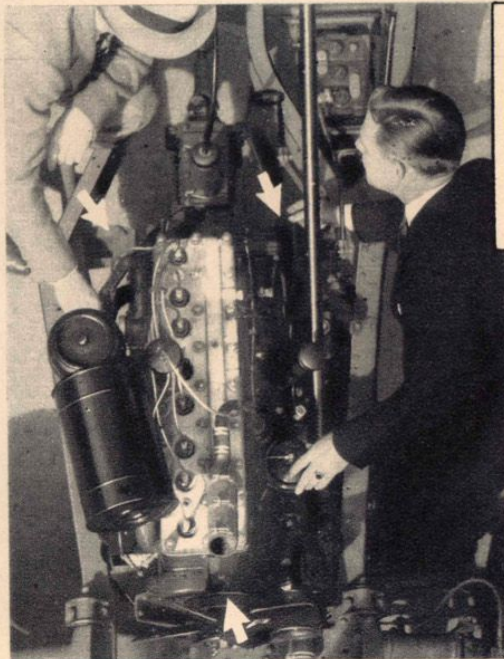
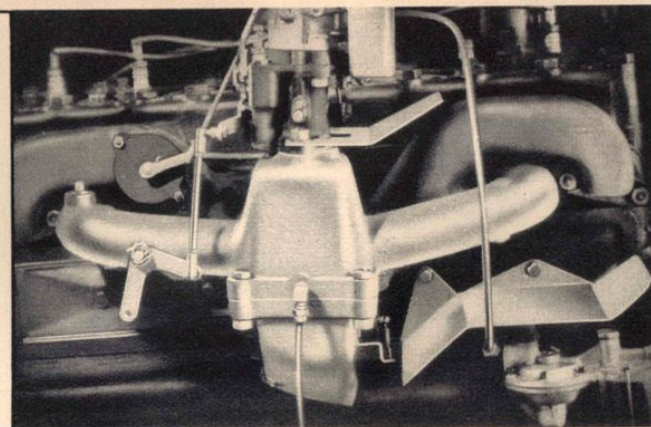
First in Performance



YOU FLASH AHEAD WITH LIGHTNING FAST ACCELERATION IN EVERY SPEED RANGE—You would naturally expect sensational acceleration in the 115-horsepower Studebaker President Eight. And the new Dictator's 90-horsepower six-cylinder engine also gets going with the swift responsiveness of an electric fan the instant you touch the accelerator. Smoothly, quietly, effortlessly, you're up to a top speed that's a sporting thrill when you wish to sprint along the wide, clear highways. And what a feeling of safety it is in emergencies to know you have immediate response at all driving speeds!

HERE'S THE LAST WORD IN A SIX-CYLINDER MANIFOLD

—You learn one secret of the superior performance of the new 1936 Dictator when you find out how its new manifold functions. It has a specially designed pocket that minimizes the chance of flooding by automatically draining off excess gasoline—and thereby reduces the hazard of introducing raw fuel into the cylinders. This means easier cold weather starting and increased engine efficiency in all weathers.



CUSHIONED POWER FROM ENGINES IMBEDDED IN LIVE RUBBER—Studebaker engines have no side-to-side swing to cause wear. They're set into live rubber mountings at three suspension points as pictured at the left. And this triple bed of rubber effectively absorbs engine vibration before it can reach the frame. Studebaker engine cushioning definitely insures smoother power and longer engine life.



NEW BARREL-TYPE TAPPETS
The 1936 Dictator engine is very quiet because of new type tappets which considerably reduce wear at the point which is extremely susceptible to wear and also reduces labor costs when service is needed.

**HIGHER TOP SPEED
THAN MOST
MOTORISTS EVER
CARE TO USE**

And, even with the pedal clear down to the floor, the new Dictator as well as the new President can run for hour after hour without effort and without injury to any moving part. In both these great power plants—the 90 horsepower Dictator Six and the 115 horsepower President Eight—Studebaker engineers brilliantly uphold a long-established reputation as world's greatest builders of motor car engines.



**THE SENSATION CARS
AT INDIANAPOLIS
SPEEDWAY FOR 2 YEARS**

No passenger car manufacturer ever rolled up a record like Studebaker's at Indianapolis Speedway. For two years in a row, a Studebaker 5-car team not only finished the classic 500-mile Memorial Day race but finished brilliantly—literally racing scores of the world's costliest specially built cars off the track. It's that kind of engineering and that kind of stamina which have made possible the new 1936 Studebaker Champions.

**A NEW CRANKCASE
THAT'S AN OIL SAVER**

—The new 1936 Dictator has an oversize crankcase which holds more oil and thus actually requires new oil less frequently. But that's not all. Specially designed baffle plates keep the oil pressure constant under all road conditions—the oil doesn't splash away from the pump when you're on hills, starting, stopping or rounding turns.

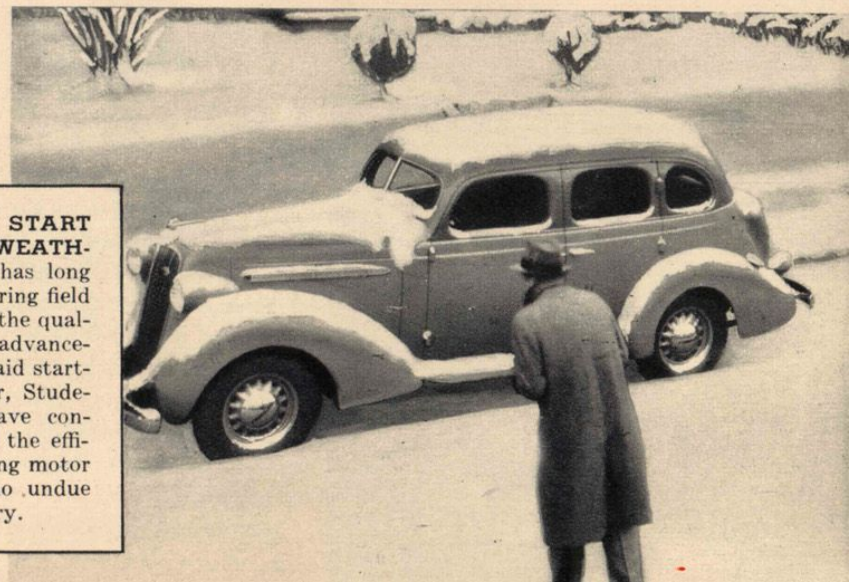


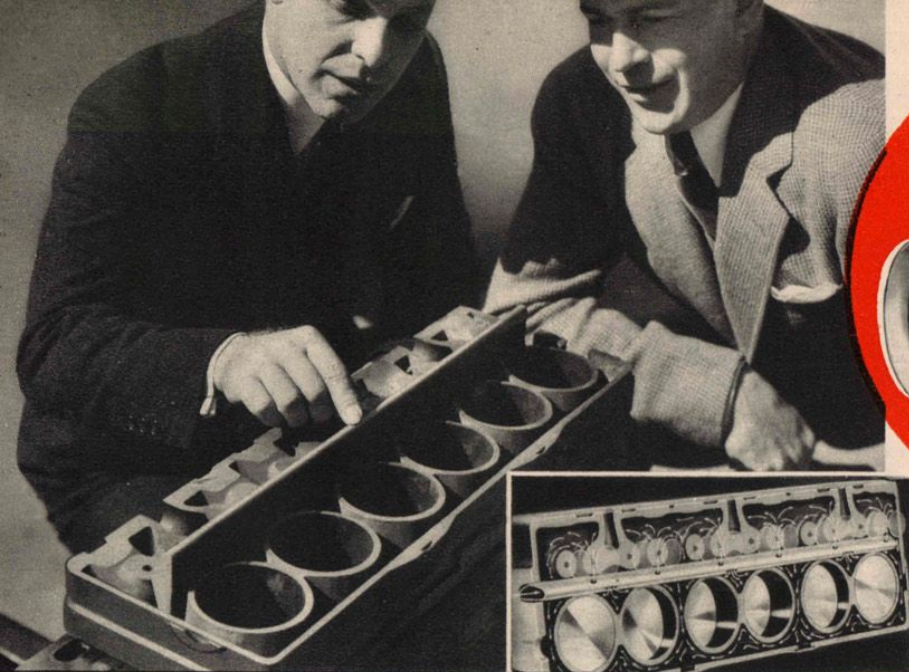
**NEW MUFFLER GIVES 7½
MORE HORSEPOWER—**

One long standing reason for Studebaker's superior engine performance is Studebaker muffler engineering. Studebaker pioneered the full power muffler and in this year's Dictator, an improved muffler releases 7½ more effective horsepower. The President uses the super-efficient dual type muffler.

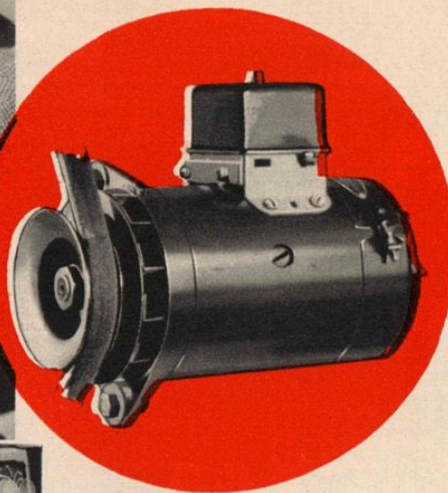
**STUDEBAKERS START
EASILY IN ALL WEATH-**

ERS—Studebaker has long led the whole motoring field in the number and the quality of its automatic advancements designed to aid starting—and, this year, Studebaker engineers have considerably increased the efficiency of the starting motor so that there is no undue strain on the battery.





YOU NEED COOL VALVES AND CYLINDERS FOR TOP PERFORMANCE—Studebaker has a new and better system for distributing water effectively around the valve seats. This controls temperatures so as to prevent burning, warping and hammering of the valves. Naturally it reduces the need for valve grinding. And complete water jacketing of the cylinder walls reduces crankcase temperatures 50 degrees.



GENEROUSLY BIG, NEW GENERATORS, TOO—You've got all the capacity for the extra drain that radio, extra lights and electrical accessories put on your batteries, thanks to the new oversize generators available in Dictators and standard in Presidents.

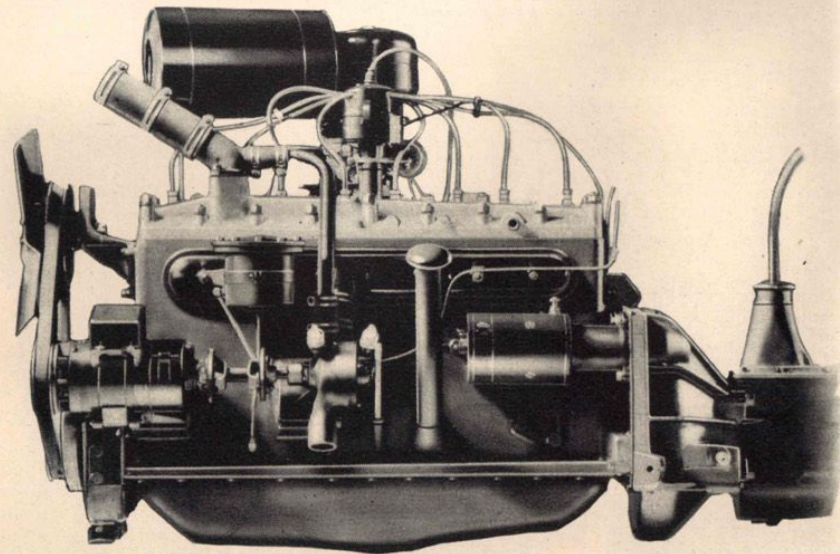


WHAT A HONEY OF A CRANKSHAFT—The crankshafts in the new Dictators and new Presidents express Studebaker craftsmanship in its finest form. That center counter-weight pictured has been newly added to the Dictator crankshaft, giving the power plant unequalled six-cylinder smoothness.

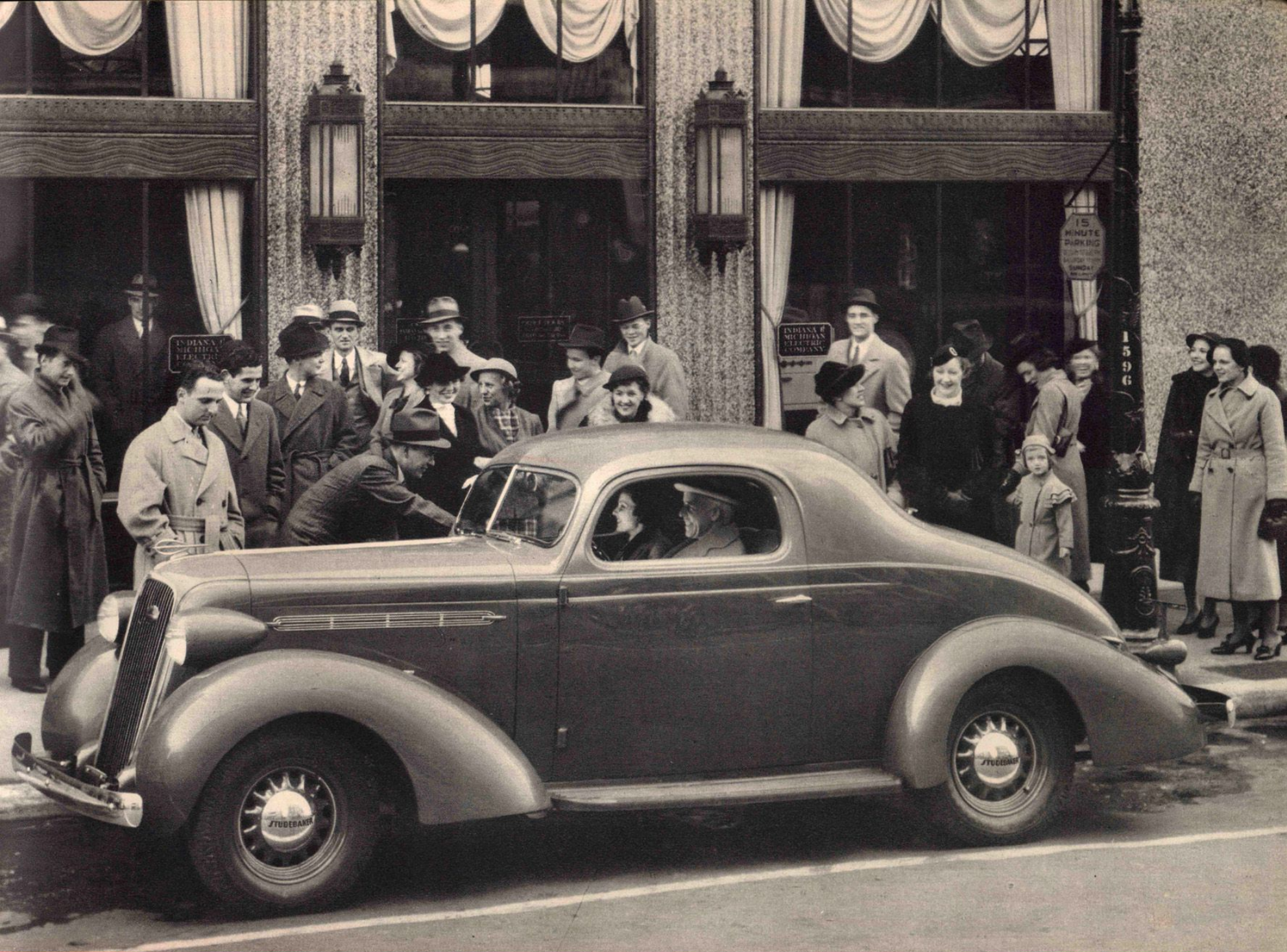


IT TAKES CHAMPION CRAFTSMEN TO BUILD CHAMPION CARS

And every man in the Studebaker working force of more than 6,000 veteran artisans is a top notcher in his line. It is the scrupulous, painstaking, expert craftsmanship of these men that enables Studebaker cars to hold unchallenged every stock car record from 3,000 to 30,000 miles. It is their devotion to excellence which makes the city of South Bend, where Studebaker started 84 years ago—and where most of the Studebaker employes have permanent homes—the closest modern approach to one of the guild communities of long ago.

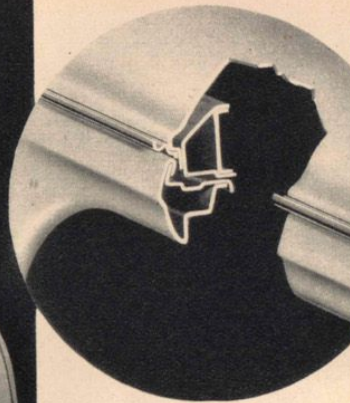
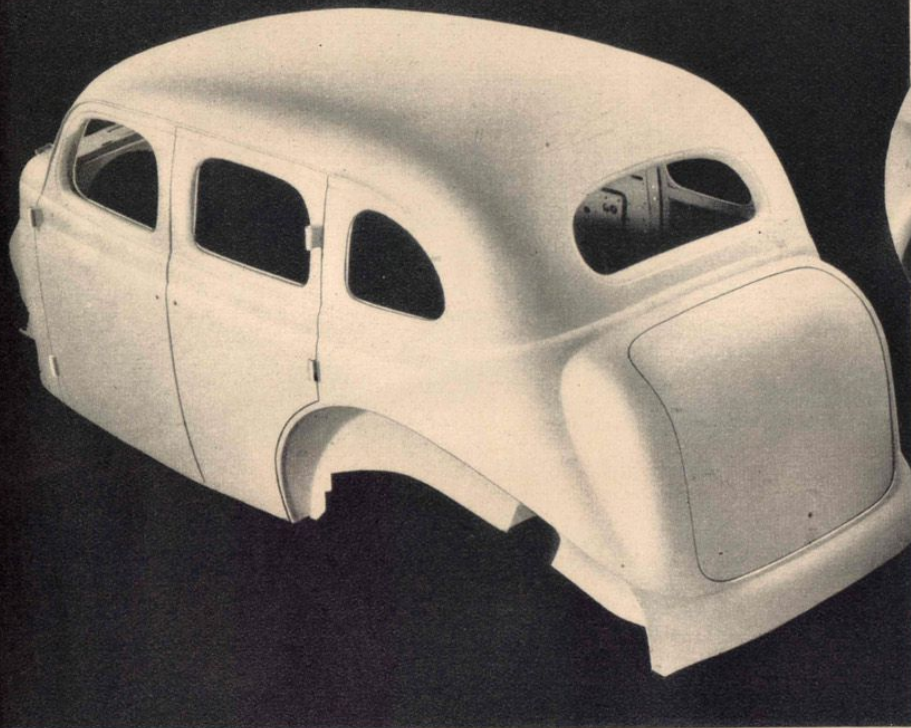


ENGINES ARE TRIPLE SEALED AGAINST CONTAMINATION—Dirt and foreign matter have no chance to get inside the Studebaker power plants. Crankcase ventilator, air cleaner and oil cleaner combine to form a triple bodyguard against them. That means Studebaker engines run sweetly and smoothly for years and thousands of miles without reconditioning.

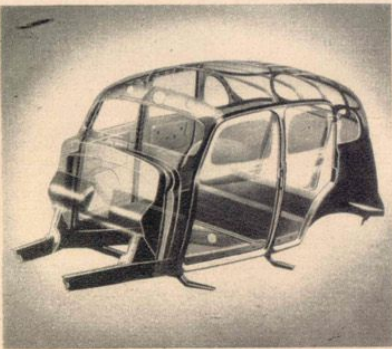
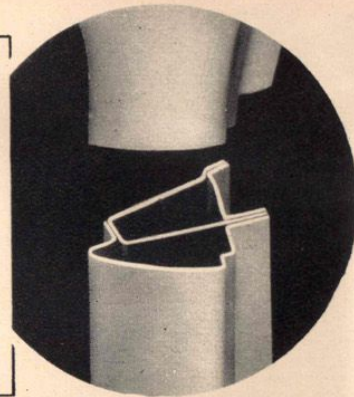


Studebaker Dictator Coupe for Three or Five

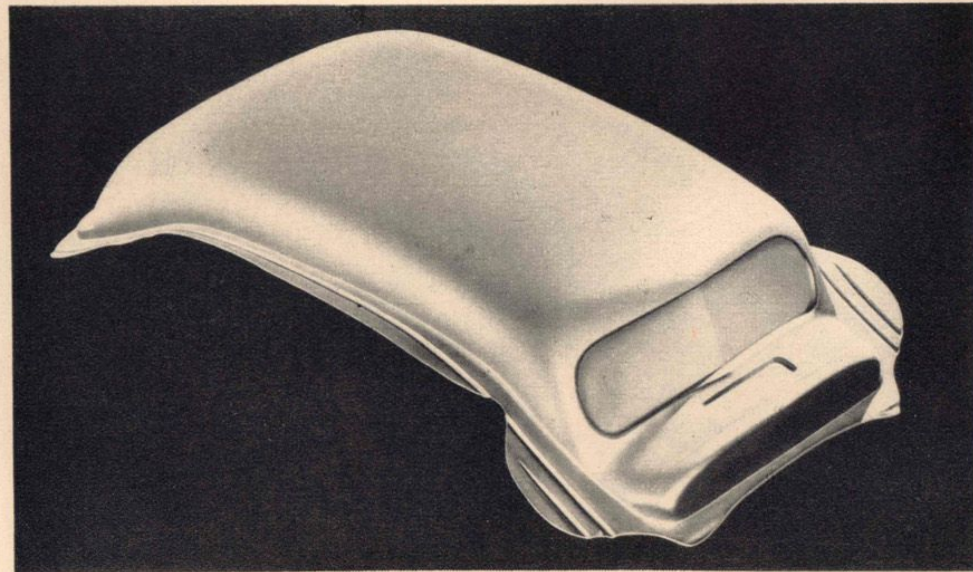
First in Safety



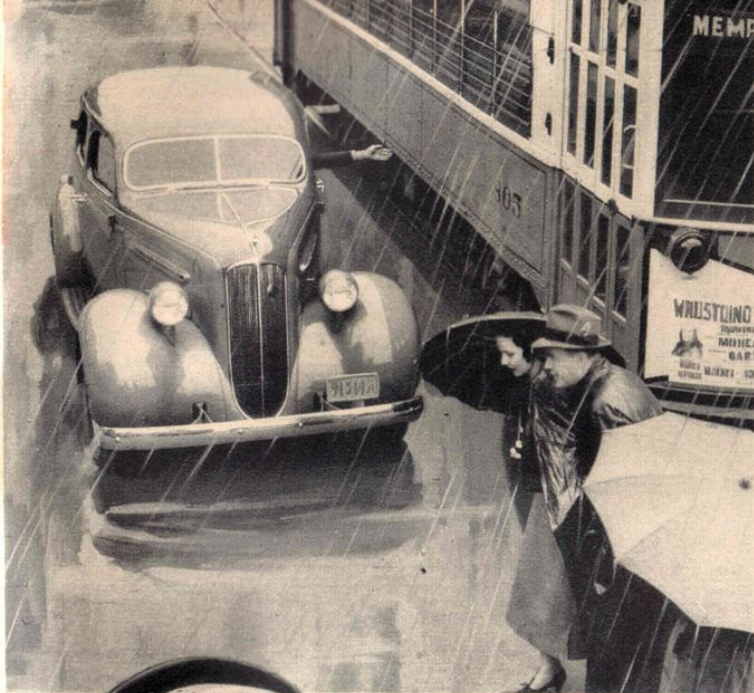
LOOK AT THESE STEEL GIRDERS—Small wonder Studebaker battleship construction is still the envy of every other car manufacturer. Every unit of the framework—the sills joining frame and body, the supports above doors and windows and the header above the windshield are box girders of steel like the illustrations at each side. What an impregnable foundation of safety for you.



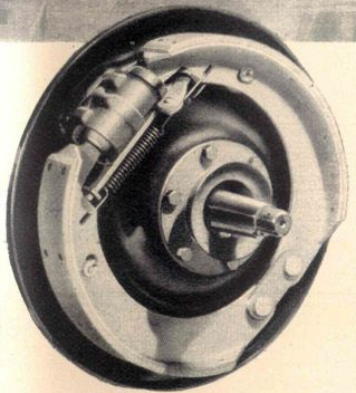
NO OTHER CAR IN THE WORLD HAS A SAFETY STEEL BODY LIKE THIS—Studebaker engineers challenge you to show them another body, regardless of the car's price, that has anything like this Studebaker body's strength and safety. It's smoothly surfaced all over and it's all electrically welded into a single seamless non-resonant unit—the strongest one-piece steel-structure body ever manufactured. Underneath are more box girders of steel than you'll find in any other automobile body. No wonder Studebakers stand up, and protect passengers under stresses that are disastrous to less safely built cars!



AND NO OTHER CAR HAS A TOP LIKE THIS—This smooth noise-proofed and temperature proofed top is the biggest single sheet of pressed steel used on any motor car. It's inseparably welded to the rest of the Studebaker body units, forming a single heavy steel outer shell.

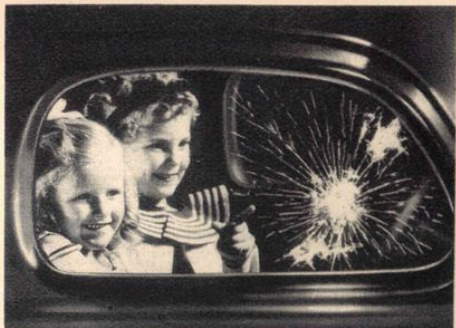


"FEATHER TOUCH" IS THE WORD FOR THESE HYDRAULIC BRAKES—Studebaker carries through 1936 with the finest and simplest hydraulic brakes on any car. With the feather-touch operation developed exclusively by Studebaker engineers, these hydraulic brakes bring you to a swift, smooth, easy, straight-line stop with a minimum of brake wear and tire wear. They have a thick moulded $\frac{1}{4}$ -inch lining and non-warping cast iron brake drums. Cooling fins dissipate heat and add to lining life.



YOU STEER EASILY AND SEE CLEARLY

—Studebaker has the world's simplest and most dependable steering. Front wheels move almost without effort and go exactly where you point them. New chair-like front seat and wide deep windshield make it easy to see ahead whether you're short or exceptionally tall.



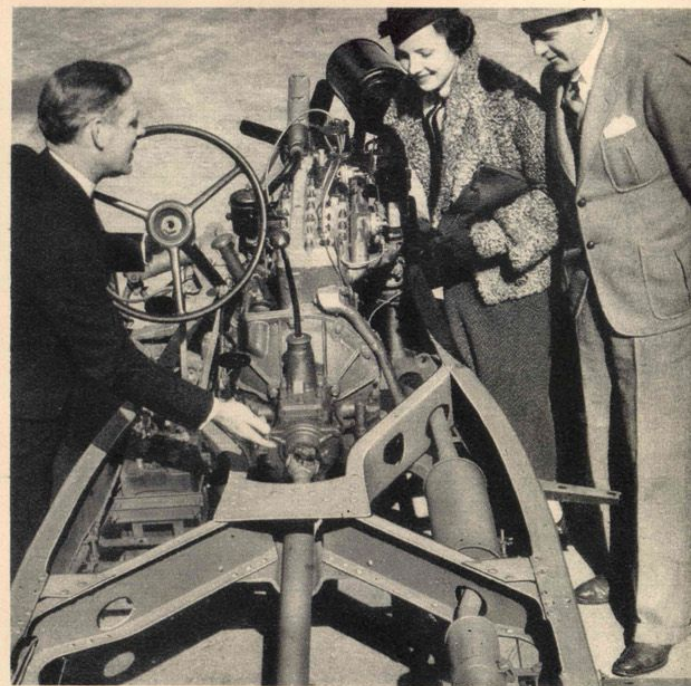
STUDEBAKER SAFETY GLASS COSTS LESS THAN EVER

—Of course safety glass is standard in all Studebaker windshields with no extra charge. But you can have its additional protection in all doors and windows for very little this year. Studebaker led motoring's trend to safety glass by advocating it emphatically several years ago.



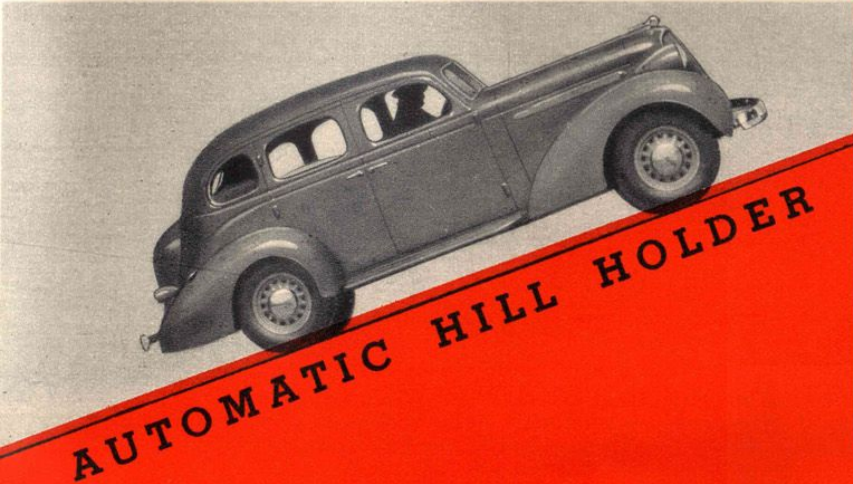
YOU CAN TILT A STUDEBAKER 57½ DEGREES SAFELY

—No cars in the world compare with the new Studebakers in scientific distribution of weight. Studebaker bodies, wider than high, have center of gravity so located you can tilt to a 57½ degree angle and return to "all fours"—greatly increasing safety when taking unexpected turns at fast speed, or if forced into a ditch.



THERE'S TREMENDOUS STRENGTH IN STUDEBAKER FRAMES

—The big steel girders of the Studebaker frames are securely bolted to the all-steel body. Studebaker frames and steel structure bodies reinforce each other and the enormous stiffness and strength of this combination is one of the many reasons for the incomparable stamina, long life and safety of Studebaker cars.



STUDEBAKER CALLS IT THE AUTOMATIC HILL HOLDER

—This great new advancement holds your car securely when you stop on an upgrade, steep or slight. Put your foot on the brake—throw out the clutch—remove your foot from the brake. The car won't roll back as long as the clutch is out—and your right foot is free for accelerator use.



AMERICA!

Here's the car you ordered

SMART TO BE SEEN IN... SMARTER TO BUY!