



BAKER'S

EXCITING NEW

Studebaker STYLING

INSPIRED BY GIFTED HELEN DRYDEN



IN these spotlight cars of 1937, famous Helen Dryden, foremost stylist of her day, again has collaborated with Studebaker's distinguished body engineers to create glorious new motor car body design, refreshingly vigorous and smart.

Definitely different in appearance from any other cars you'll see, from their silvery "Winged Victory" radiator grilles and louvers to their impressively air-curved rear decks, these spirited new Dictators and Presidents achieve their distinction by adhering to fundamental good taste.

Their long flowing, beautifully rounded hoods have a graceful one-piece top devoid of the customary unsightly center ridge. It lifts up from the front for radiator and engine servicing and holds securely in position till pulled down again.

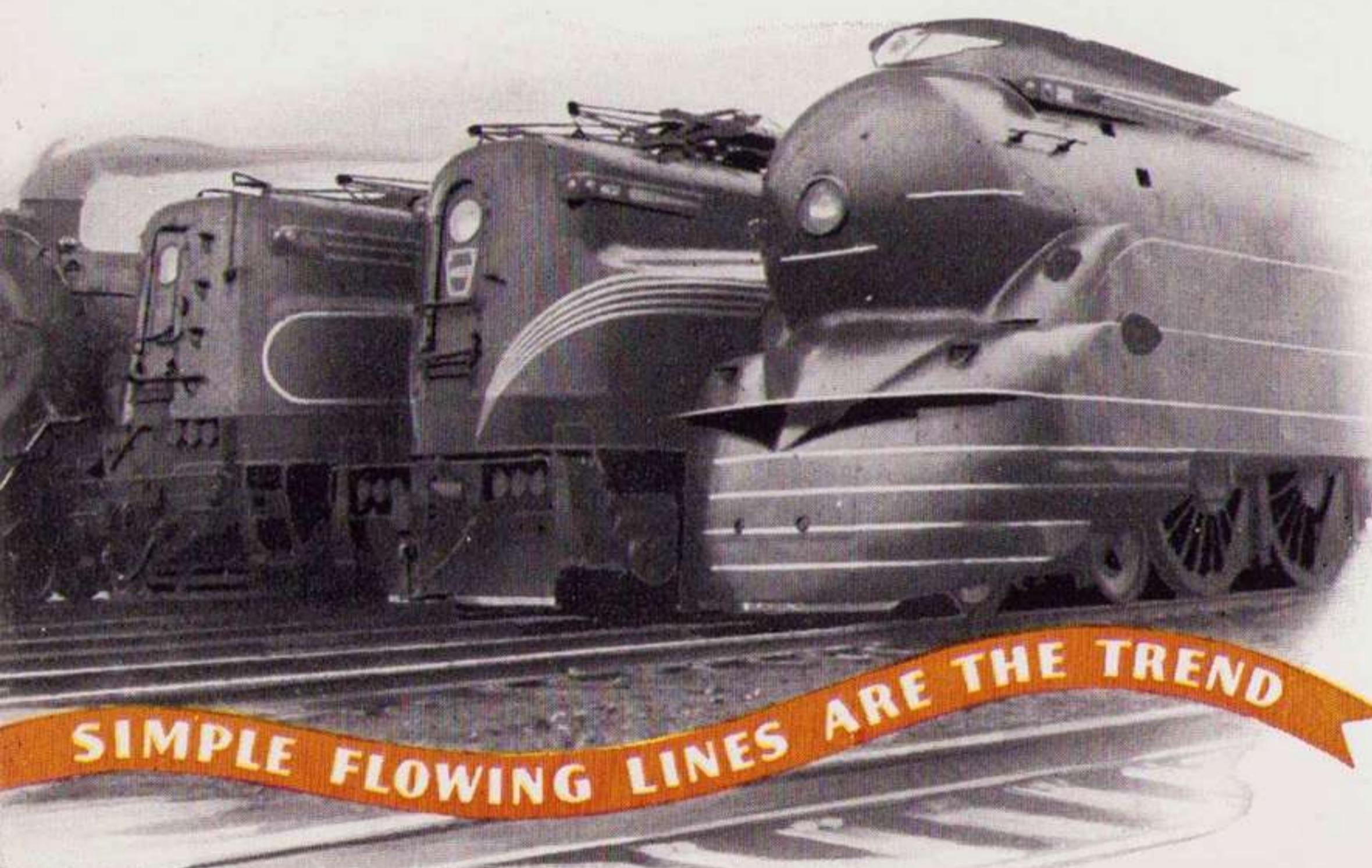
The gleamingly lacquered front fenders of heavy steel are wider and lower than any others you'll see . . . and they're cleverly air-foiled in true airplane manner. The torpedo shaped headlamps are

a unit with the hood. And the tremendously strong steel running boards, rubber mat and all, match the body colors. The wheels are domed discs.

A new, lower positioning of the propeller shaft and new frame design give these 1937 Studebakers exceptional interior roominess. The lower floors permit the use of true chair-height seats, while making possible higher doors. This increase of usable space combines with a flatter 18-gallon gasoline tank to provide truly enormous luggage capacity.

The beautifully streamlined Studebaker steel body, glistening with twelve enduring coats of paint, is still the world's strongest—with heavier steel girder reinforcements than any other car's.

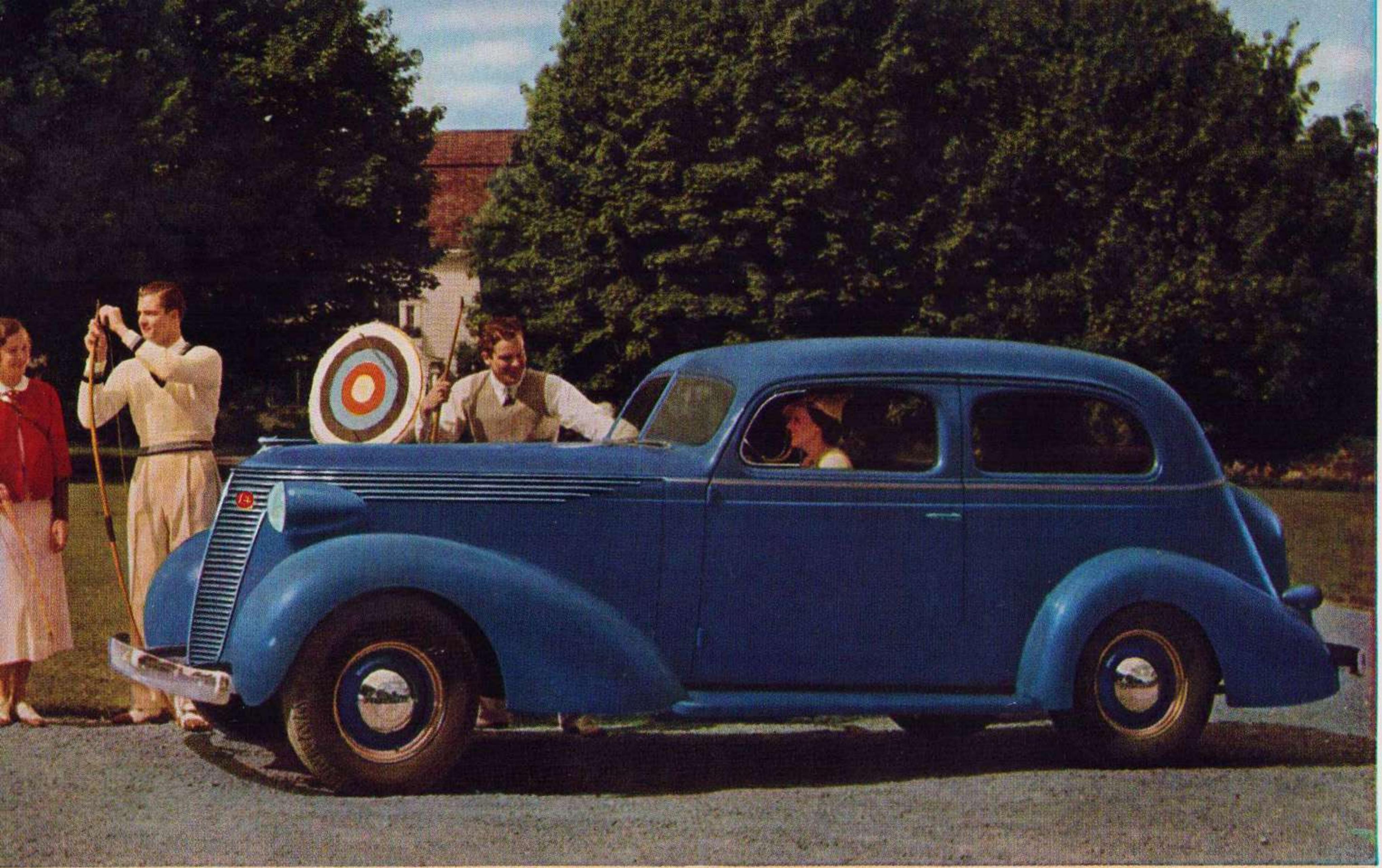
But it is the finish and appointments of the interiors of these exciting new 1937 Studebakers that fully and



"THAT NEW DOUGLAS PLANE IS LIKE A STUDEBAKER WITH WINGS"

finally place them in a class apart from the proudest previous cars.

Luxurious upholstery, deftly tailored . . . every fitting and convenience you could hope to get even in the costliest of cars . . . the smartest looking instrument panels yet designed . . . combine to give the spacious interiors of these superb new Dictators and Presidents the charm and friendliness of tastefully appointed living rooms. Helen Dryden has seen to that.



STUDEBAKER DICTATOR ST. REGIS CRUISING SEDAN FOR SIX

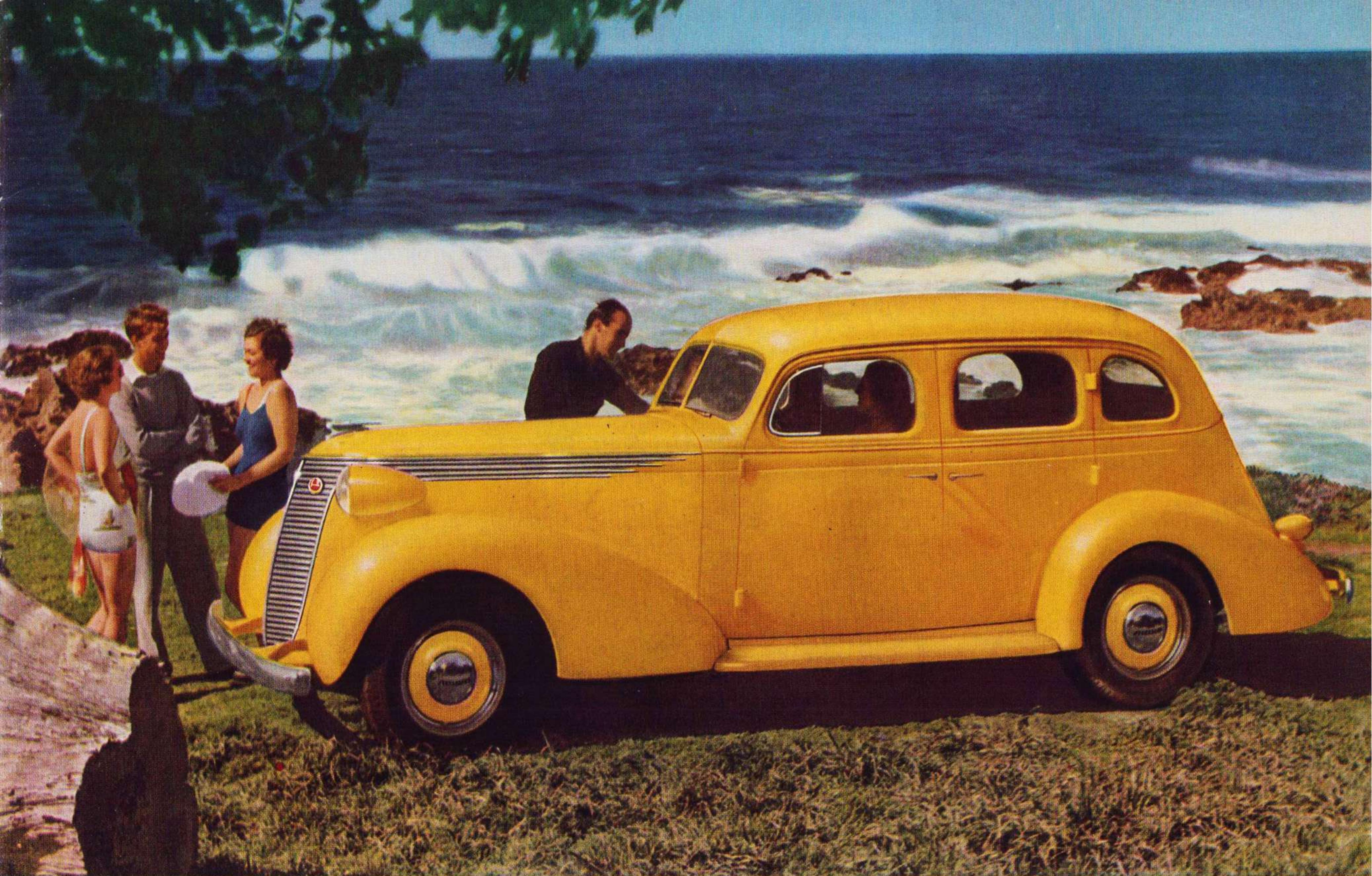
"SURE, WE CAN AFFORD
A NEW STUDEBAKER—
THEIR PRICES ARE
WAY DOWN NOW!"



NOT THE LOWEST PRICED CAR ... BUT *ALMOST!*

Few motorists who see the new Studebakers expect to get one for as little money as the lowest priced cars. But there's a big surprise when you discover how small the actual dollar difference really is. Measured on a value basis, we believe the 1937 Dictator, with all its size, luxury, smartness, brilliance of performance and completeness

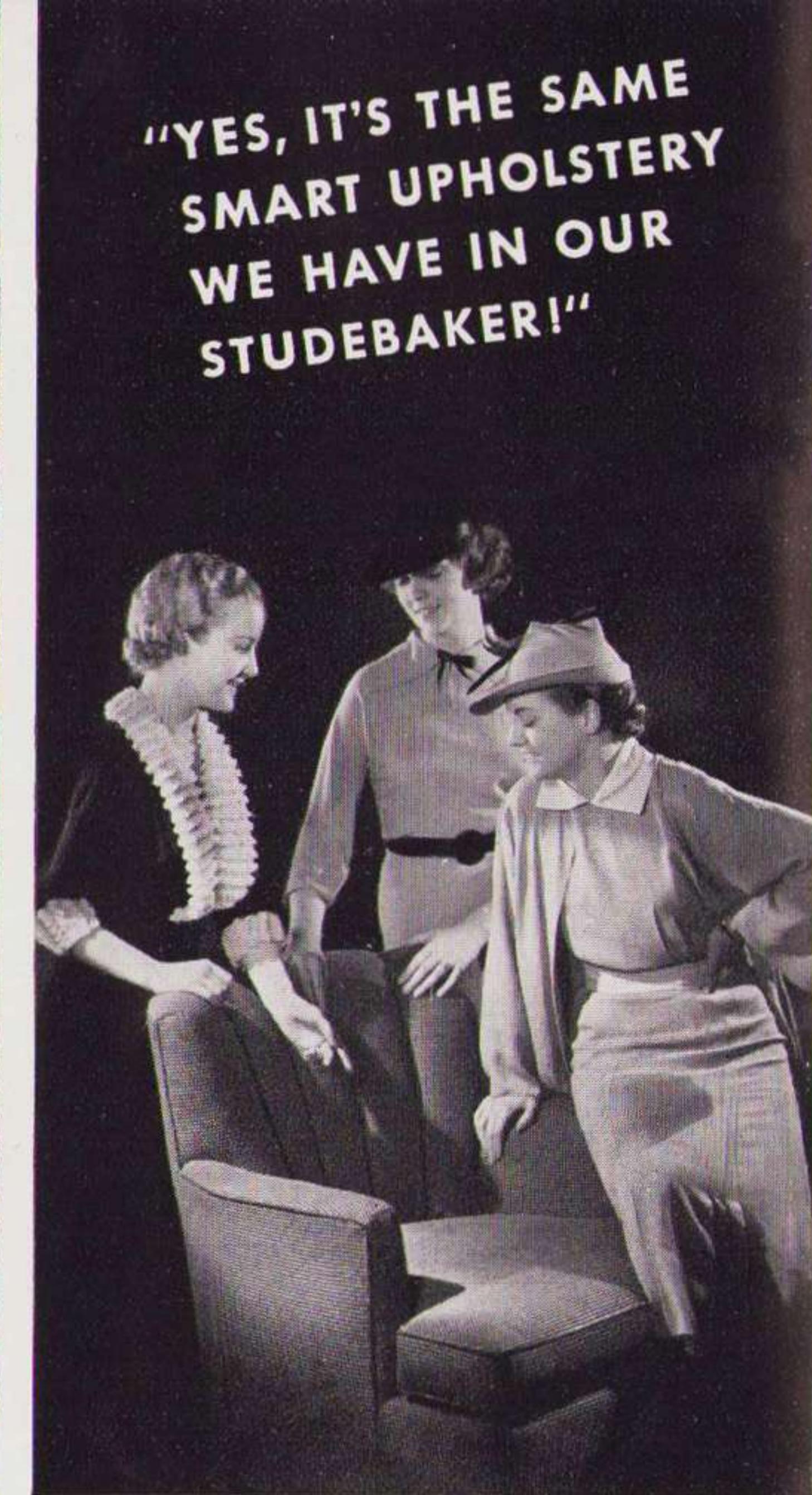
of equipment, is the lowest priced automobile the world has ever seen. And for those who want the finest and refuse to pay a premium for a name, there is no car regardless of cost that even begins to compare with the moderately priced new 1937 President for value and enduring satisfaction. It is unmistakably one of America's five finest cars.



STUDEBAKER DICTATOR CUSTOM SEDAN FOR SIX



STUDEBAKER DICTATOR COUPE FOR FIVE



REAR SEATS HAVE 58 ½ INCHES OF ELBOW ROOM

In the new Dictators as well as the new Presidents you ride in rear seats that are more restful and capacious than those found in many of the costliest so-called big cars. From wall to wall, Studebaker sedan rear seats are just a trifle short of five feet across and the new lower

floors in these spotlight cars of 1937 make possible the use of true chair-height seats which increase leg room as much as four inches over that of the roomy Studebakers of last year. But the convincing way to prove Studebaker roominess is to compare it. That is real proof.

"YES, IT'S THE SAME
SMART UPHOLSTERY
WE HAVE IN OUR
STUDEBAKER!"

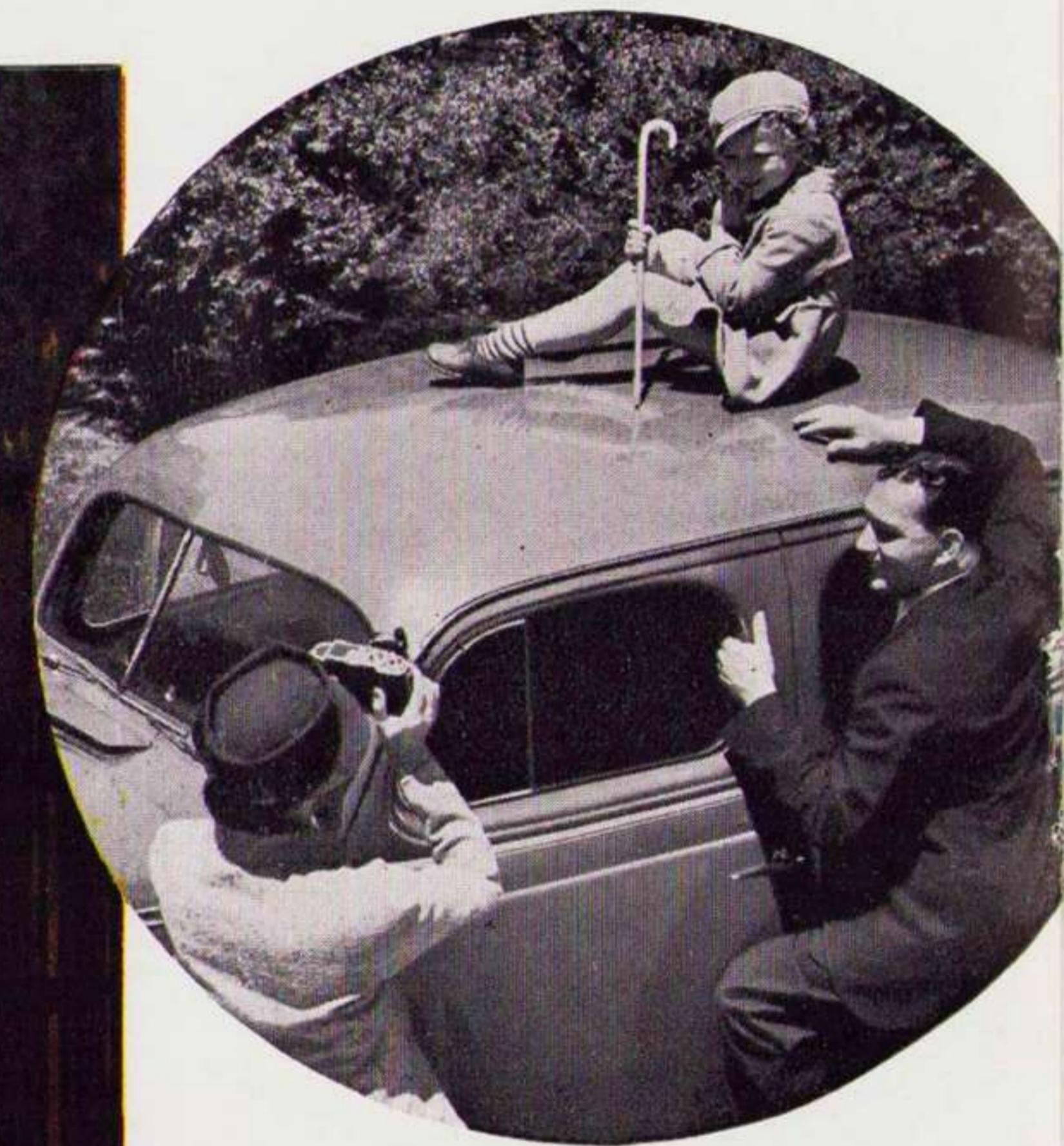


INTERIOR OF STUDEBAKER SIX-PASSENGER SEDAN STYLED BY HELEN DRYDEN

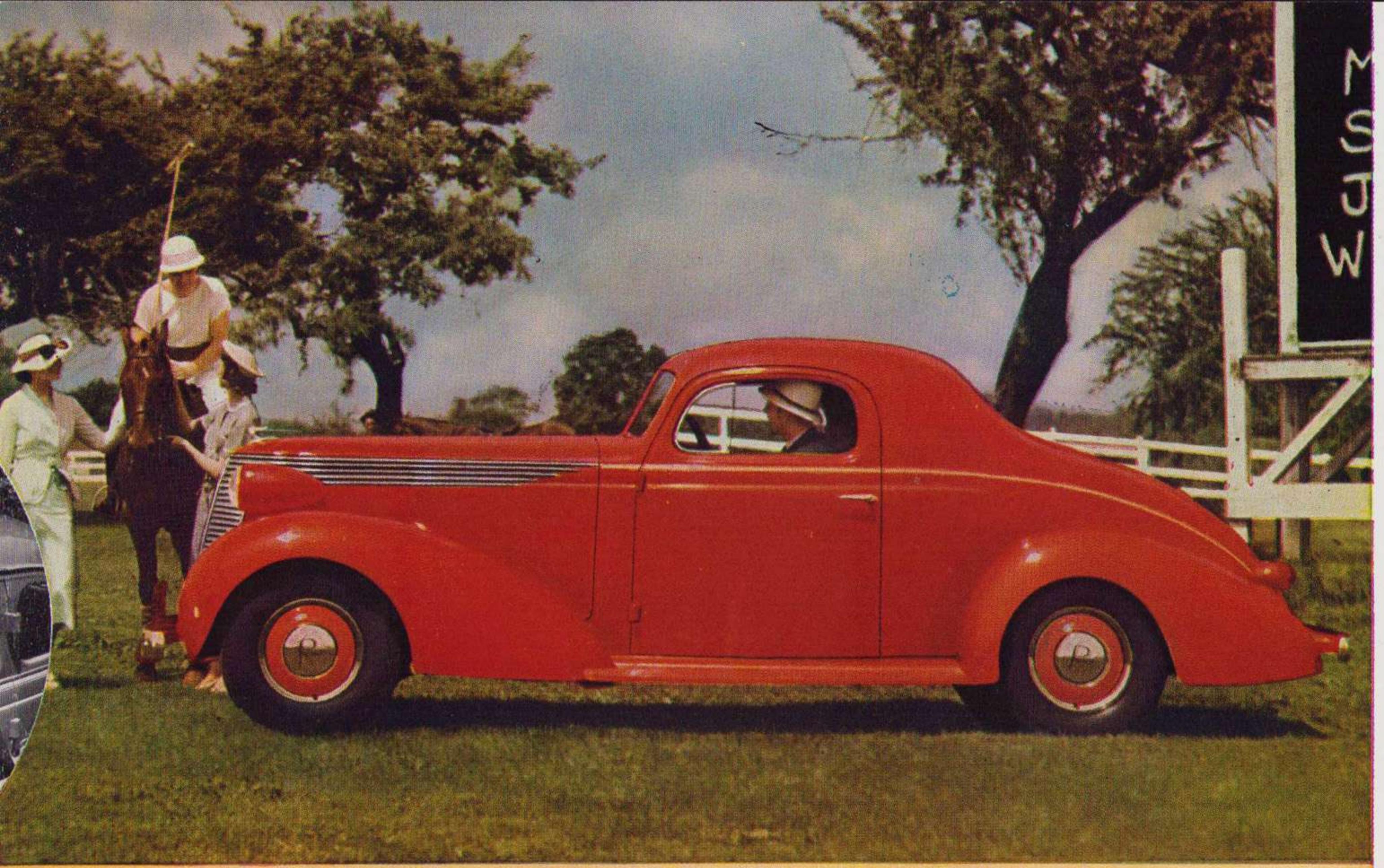
YOU RIDE IN THE WORLD'S SAFEST ALL-STEEL BODY!

The battleship construction for which Studebaker is famed goes back many years to the days when Studebaker built the first steel body ever used in a standard production automobile. In these great new 1937 Dictators and Presidents, Studebaker more than ever before

leads the field in structural safety. Doors and floors, walls and tops, cowls and rear decks of these safety champions of 1937 are tremendously reinforced by more and stronger girders of steel than any other cars can boast and the center of gravity is lower than ever this year.



*...and you
get the world's
largest one-piece
steel top!*



STUDEBAKER PRESIDENT COUPE FOR FIVE



WORLD'S SMOOTHEST FEATHER-TOUCH HYDRAULIC BRAKES

Studebaker doesn't stop with engineering structural safety into its cars. They lead the world in operating safety, too. Big powerful hydraulic brakes—the finest that money can buy—smoothly, swiftly, dependably bring you to a straight-line stop at feather-touch pressure of your foot. When you stop on an upgrade, Studebaker's automatic

hill holder keeps you from rolling back as long as you keep the clutch pedal depressed. You can release the brake pedal and hold your right foot ready for the gas. You don't have to do a tap dance to get going or use the hand brake to stay stopped. Incidentally, the Studebaker hand brake, operating on the rear wheel brake drums, is unfailing.

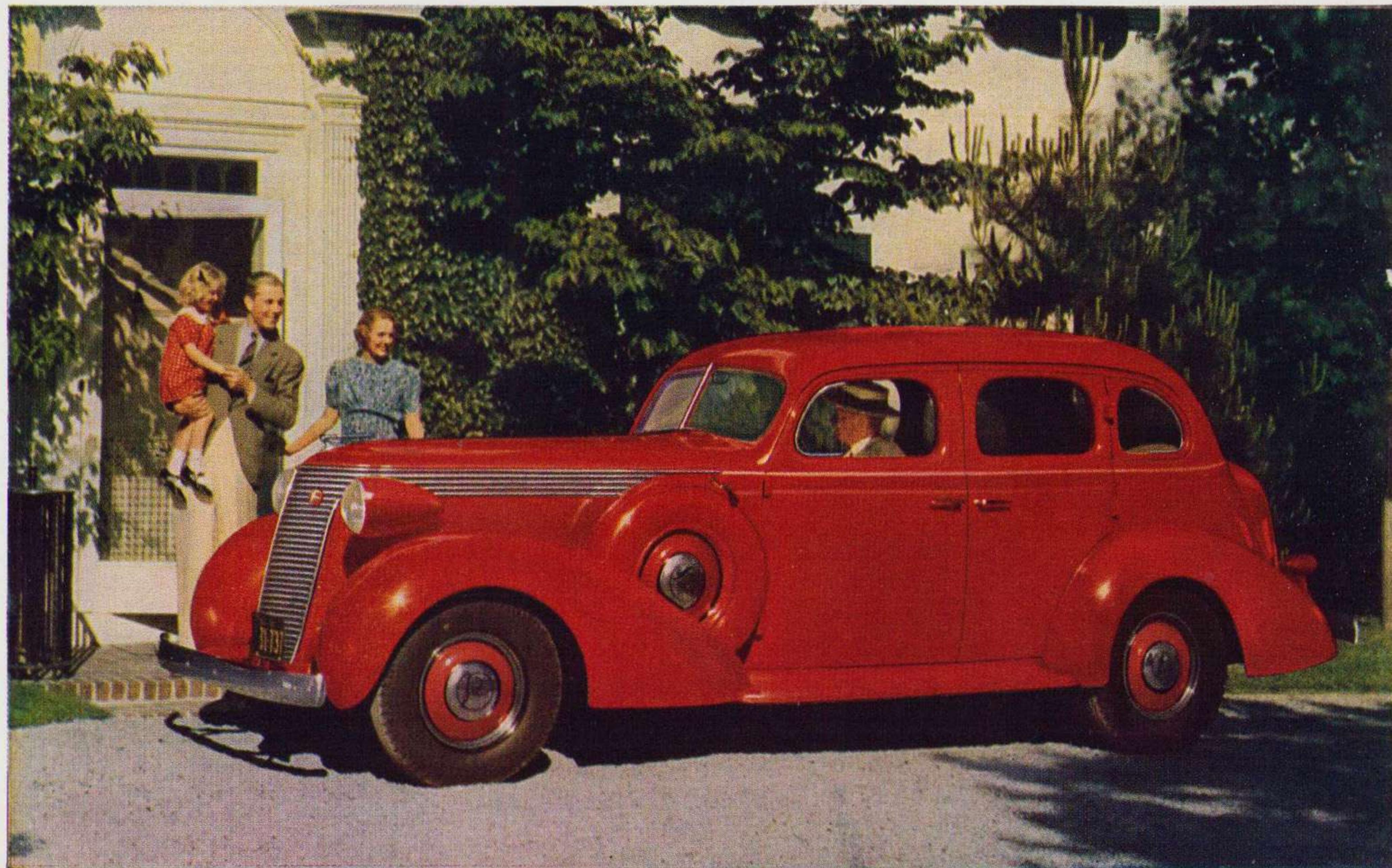
"A HUNDRED MILES?
FIVE GALLONS
WILL DO . . . THIS IS
A STUDEBAKER!"



*Official A.A.A.
Economy Champion
24.27 miles
per gallon!*

DRIVING IS A THRILLING SPORT AGAIN!

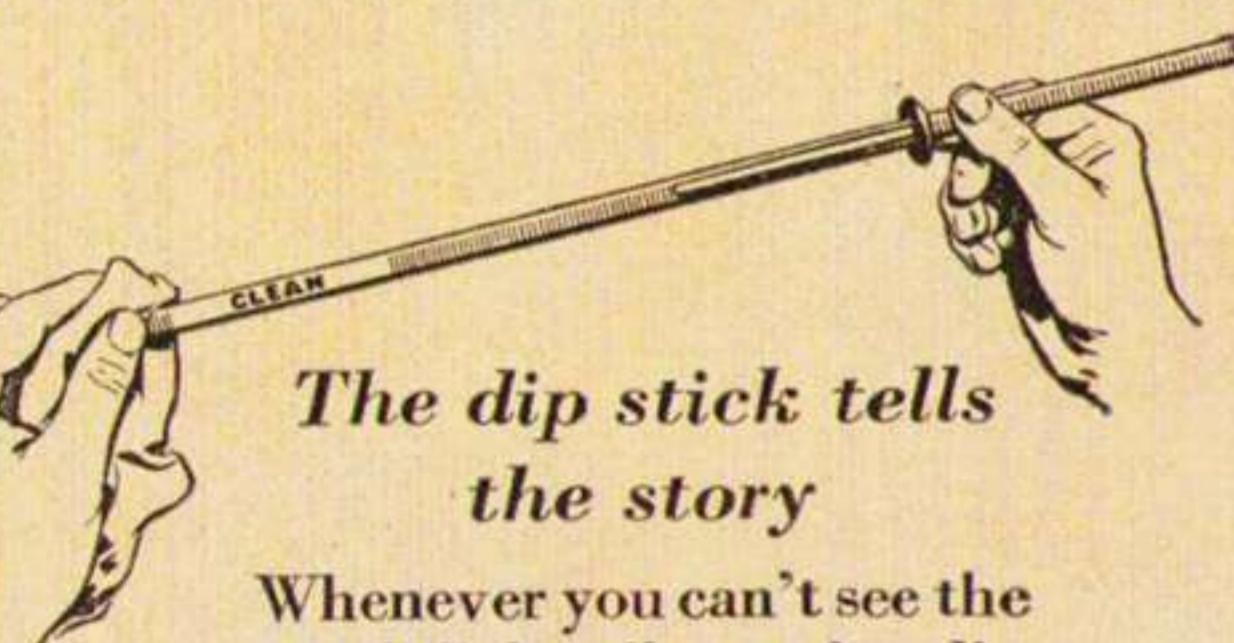
It's like riding in a high speed monoplane for the first time to glide swiftly, safely over the miles in automatic overdrive in the new Studebaker. The instant the overdrive goes in, the car maintains the rate of speed you want but engine revolutions are cut down so considerably that you get three travel miles for two engine miles. Gas is saved as much as 25% and engine wear is remarkably reduced.



STUDEBAKER PRESIDENT REGAL SEDAN FOR SIX

THESE STUDEBAKERS ARE TOPS IN ECONOMY

Amazing new Fram cleaner assures clean, lasting oil



The dip stick tells the story

Whenever you can't see the word "clean" on the dip stick, change your Fram cartridge and you'll keep your oil and motor clean.

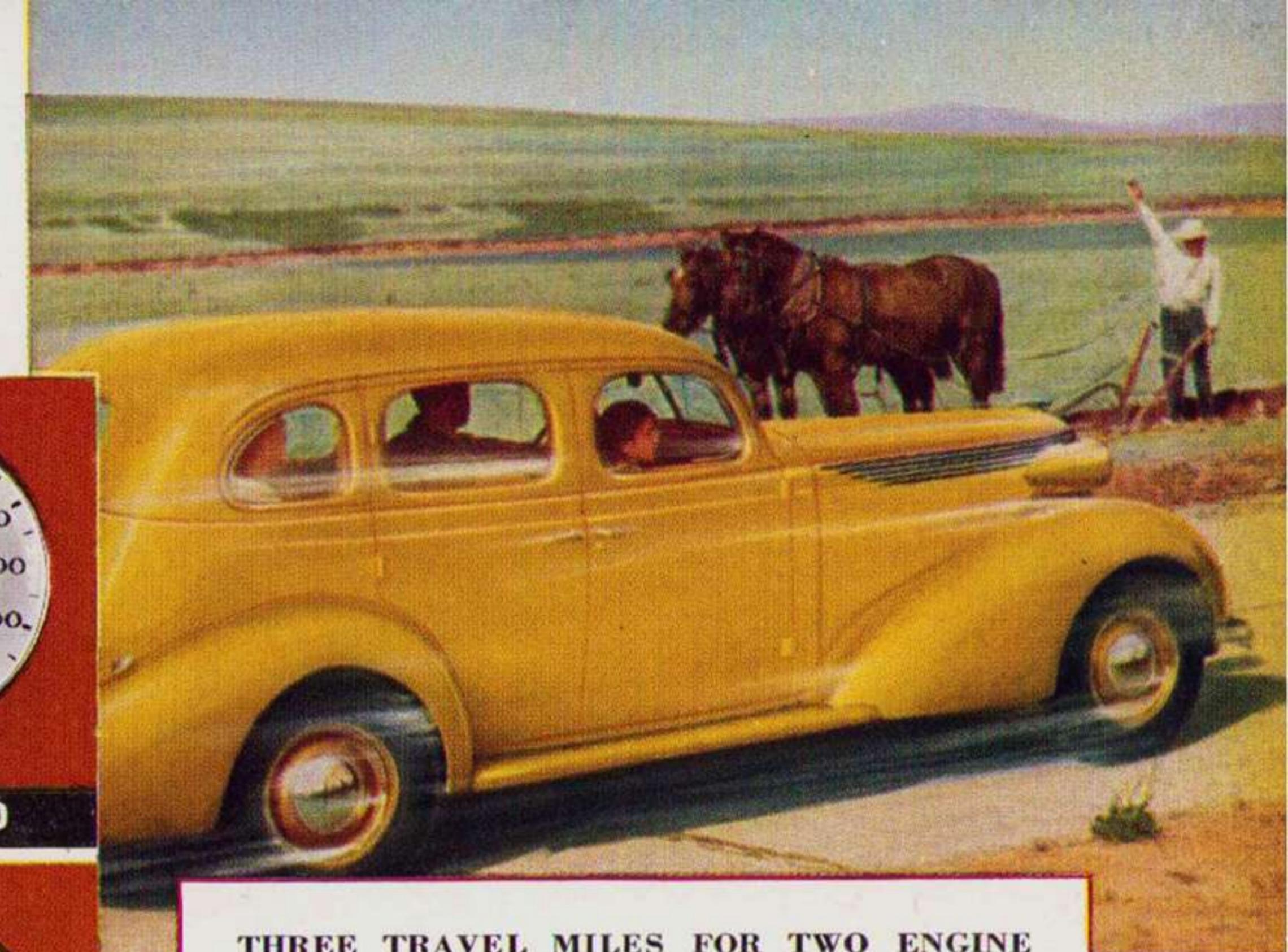
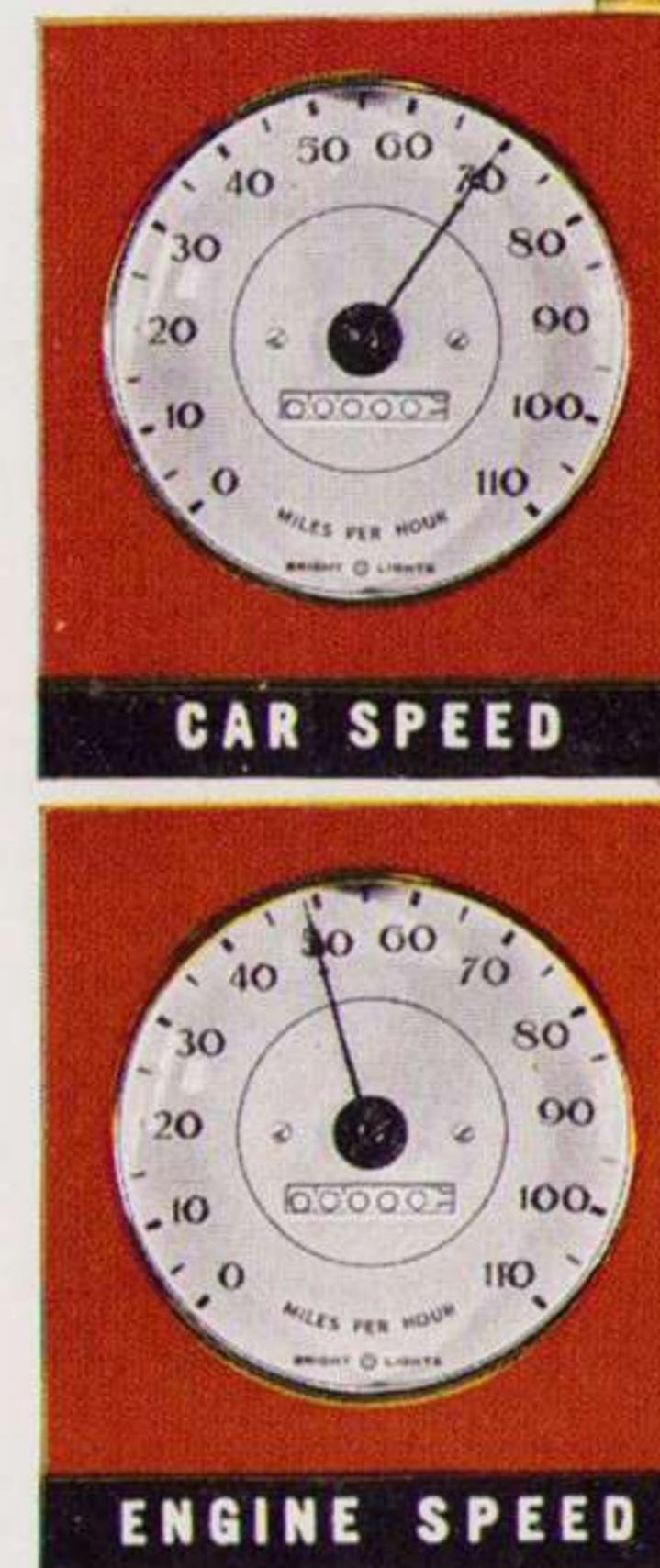
★ It practically eliminates the need for changing oil in a new Studebaker!

★ It substantially increases the life of the 1937 Dictator and President engines!

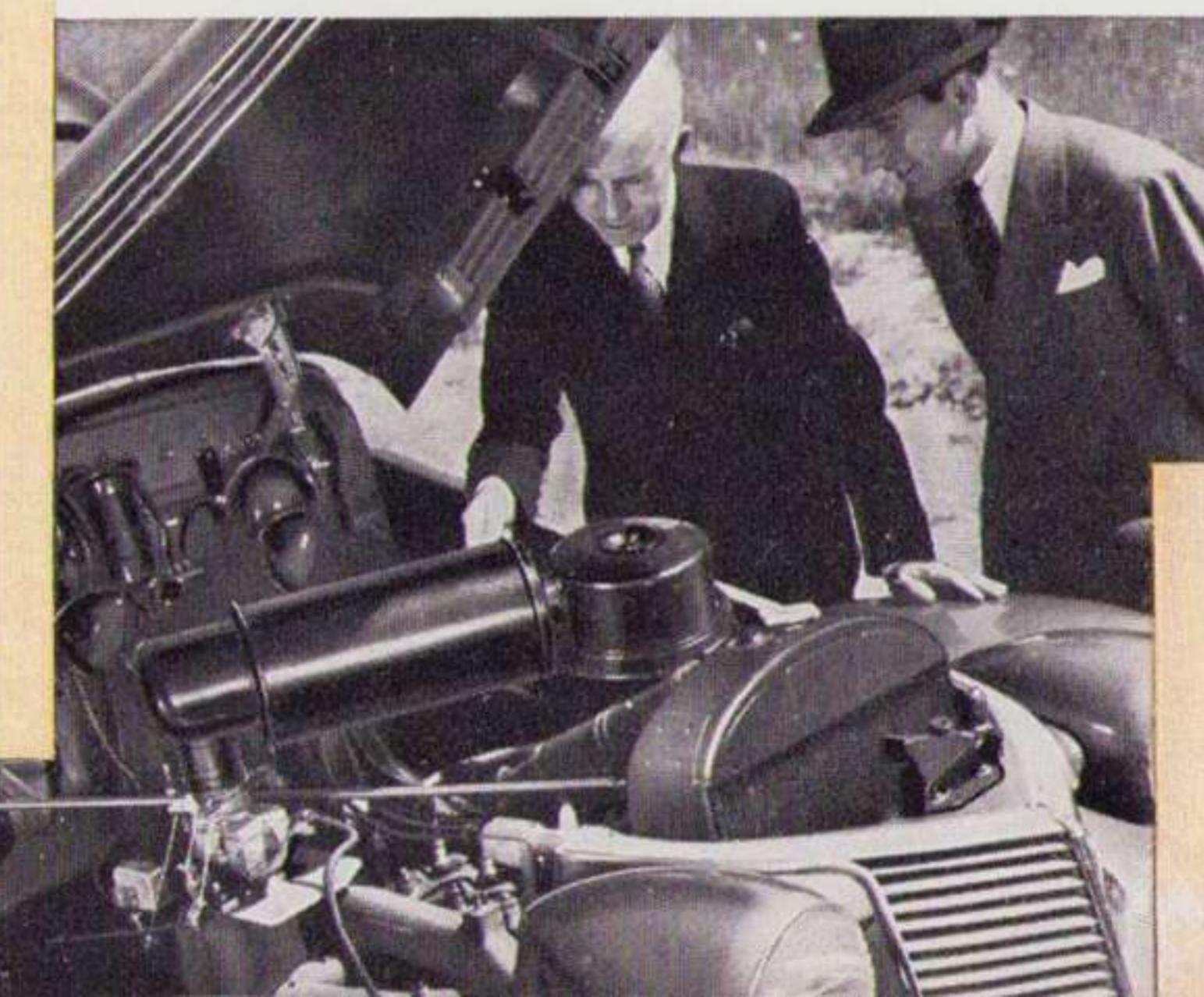
★ It assures you of clean oil every mile you drive a new Studebaker!

★ 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 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.



THREE TRAVEL MILES FOR TWO ENGINE MILES—That's what you get when you put the Studebaker automatic overdrive to work. And that means you are resting your engine much of the time—saving gas because your engine speed is reduced 30%—and substantially saving on oil. The Studebaker overdrive reduces most of the need for costly engine repairs because engine wear is cut to a minimum.



- ★ Automatic Choke Control
- ★ Automatic Spark Control
- ★ Automatic Heat Control
- ★ Automatic Water Control
- ★ Automatic Idling Control

YOU BURN LESS GAS BECAUSE OF THESE AUTOMATIC ENGINE CONTROLS—The right mixture for quick easy starting and economical driving is automatically fed to the carburetor. Engine heat is automatically controlled whether you're running slowly or wide open.



THESE STUDEBAKERS LEAD IN OPERATING AS WELL AS STRUCTURAL SAFETY—Those near and dear to you are protected as fully as engineering ingenuity can safeguard them in these new Dictators and Presidents of 1937. Not only are Studebaker bodies the strongest that the whole world of motoring can boast but Studebakers are safer mechanically than any other cars. Year after year, for a full generation, Studebaker has increased motor car safety so definitely that practically every Studebaker safety innovation has been adopted or adapted by the rest of the industry.

NEW EXCLUSIVE DOOR LOCK IS ACCIDENT PROOF

—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 rattles.

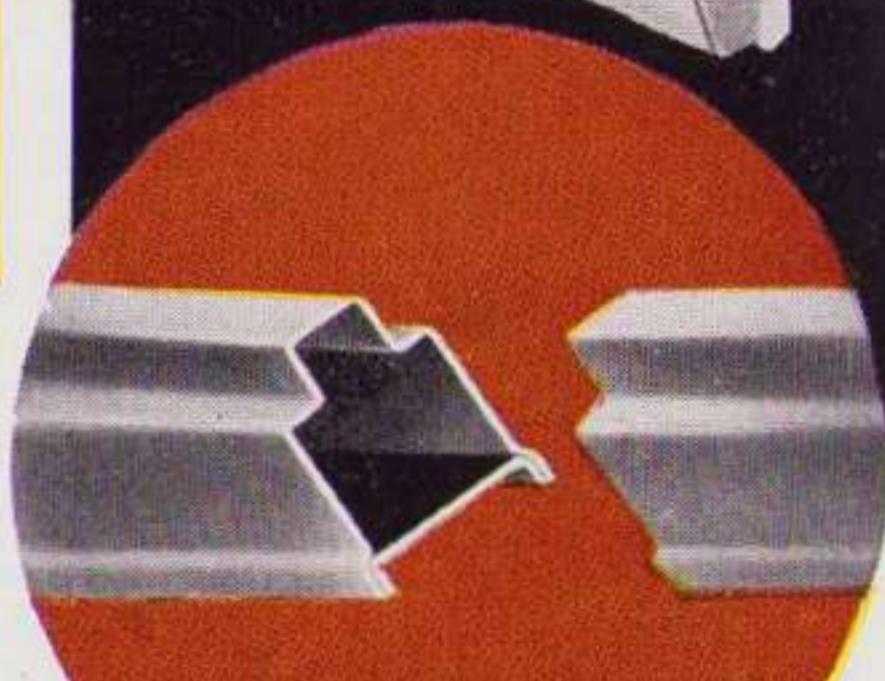
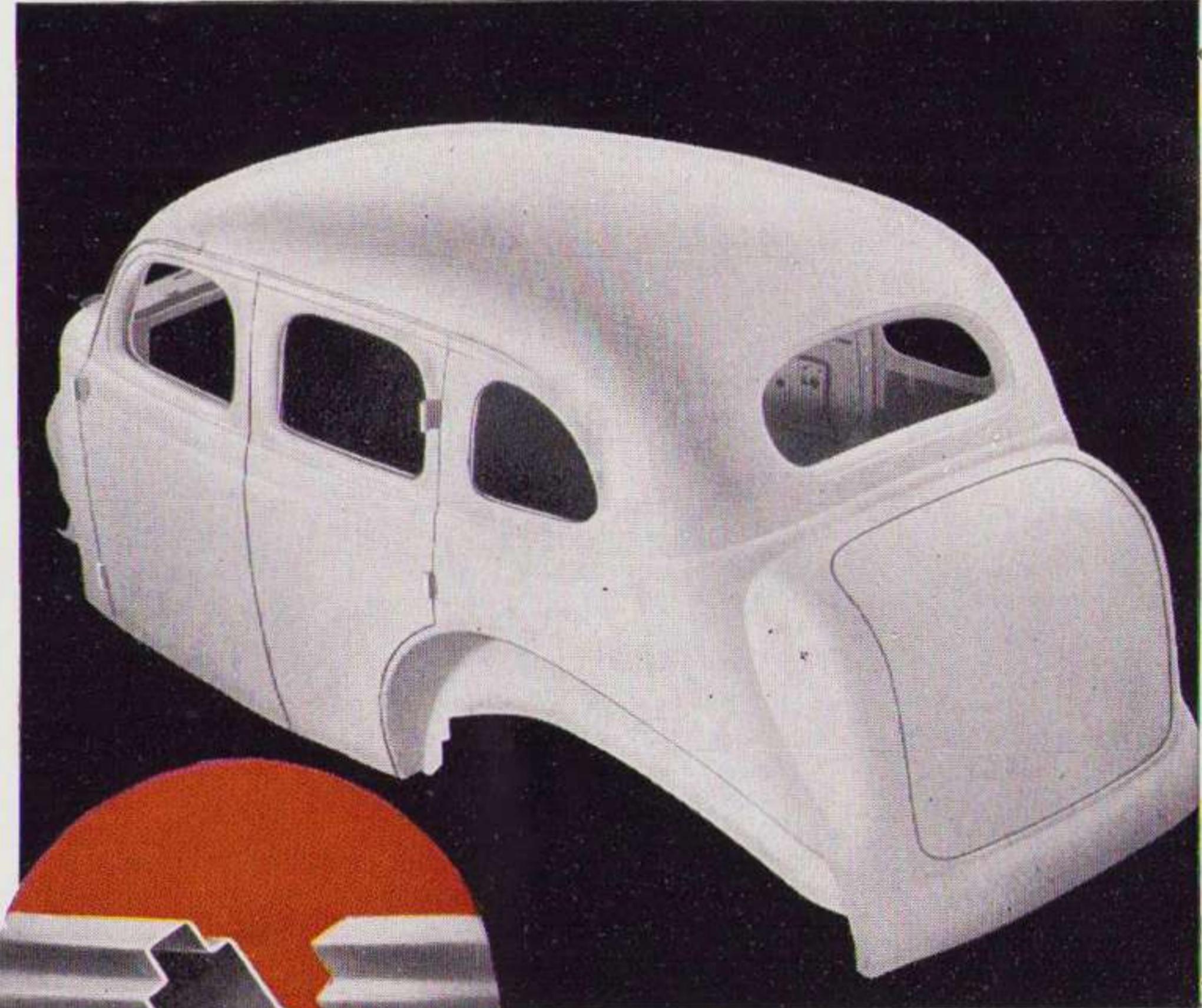
ALL ALONE AMONG ALL CARS IN SAFETY



Look how easy it is to crush and twist the three-sided "U" box pictured above. That's the type of reinforcing used in most cars.



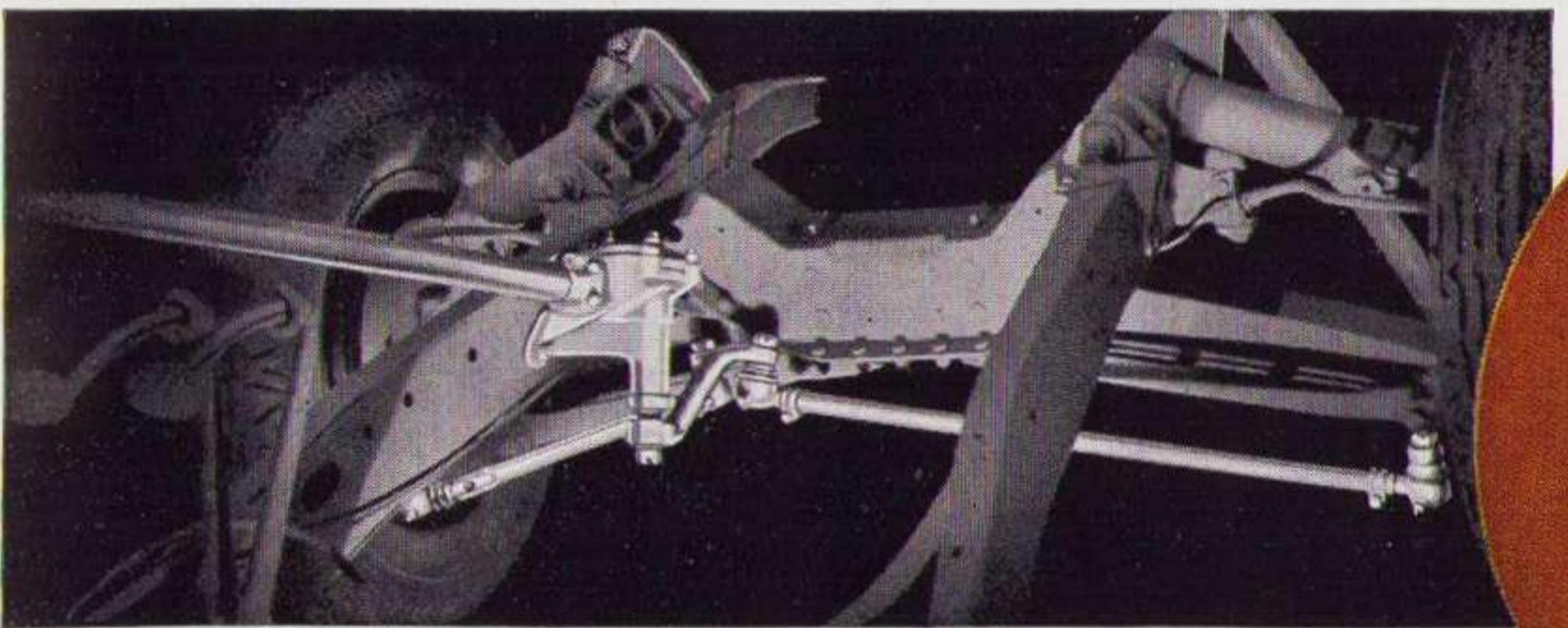
Above you see a four-sided box. It resists crushing and twisting. The four-sided type of box girder steel used for Studebaker reinforcing is pictured in the circle at the right. It gives Studebaker the strongest steel framework of any car.



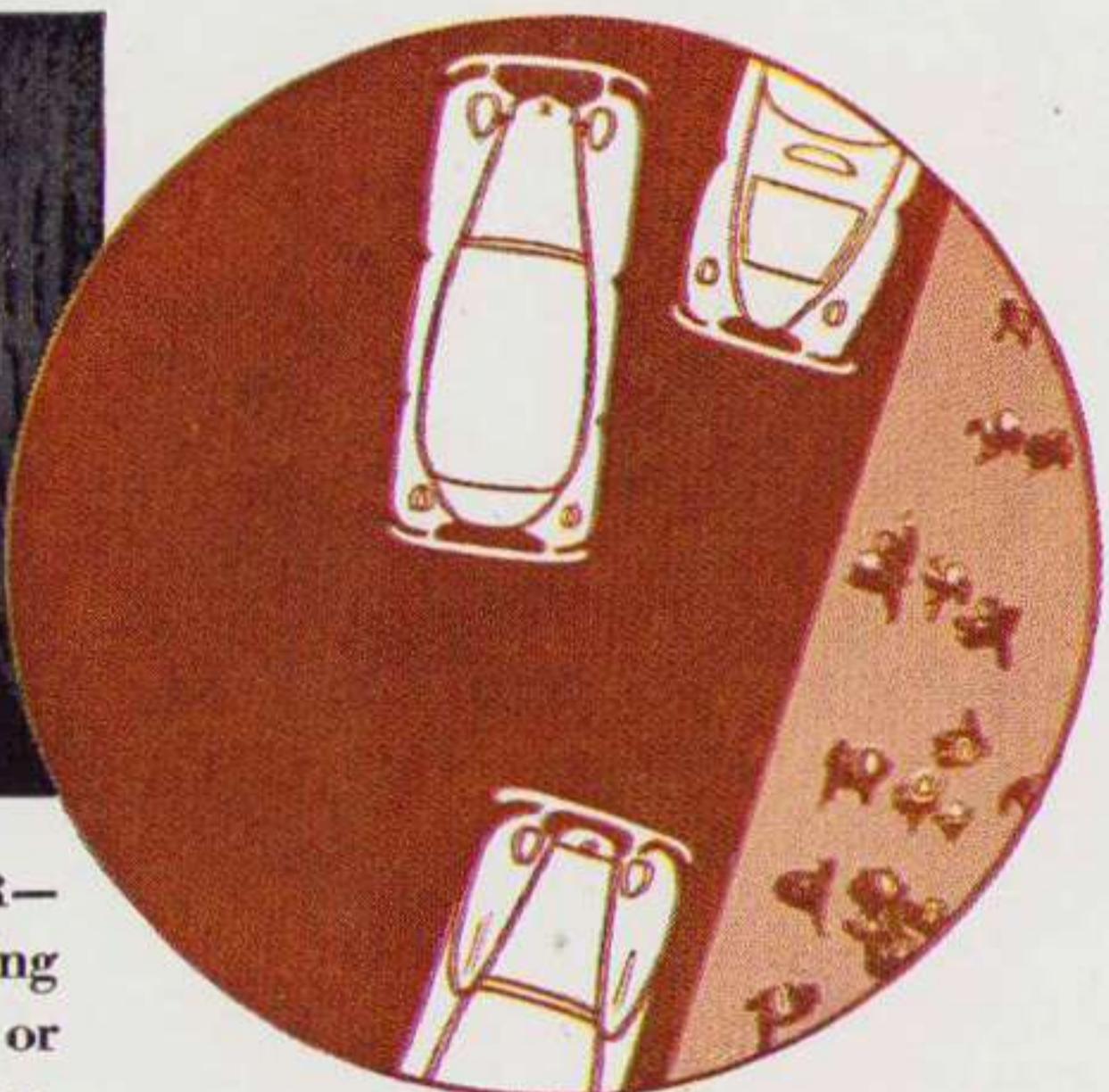
BUILT LIKE BATTLESHIPS INSIDE AND OUTSIDE



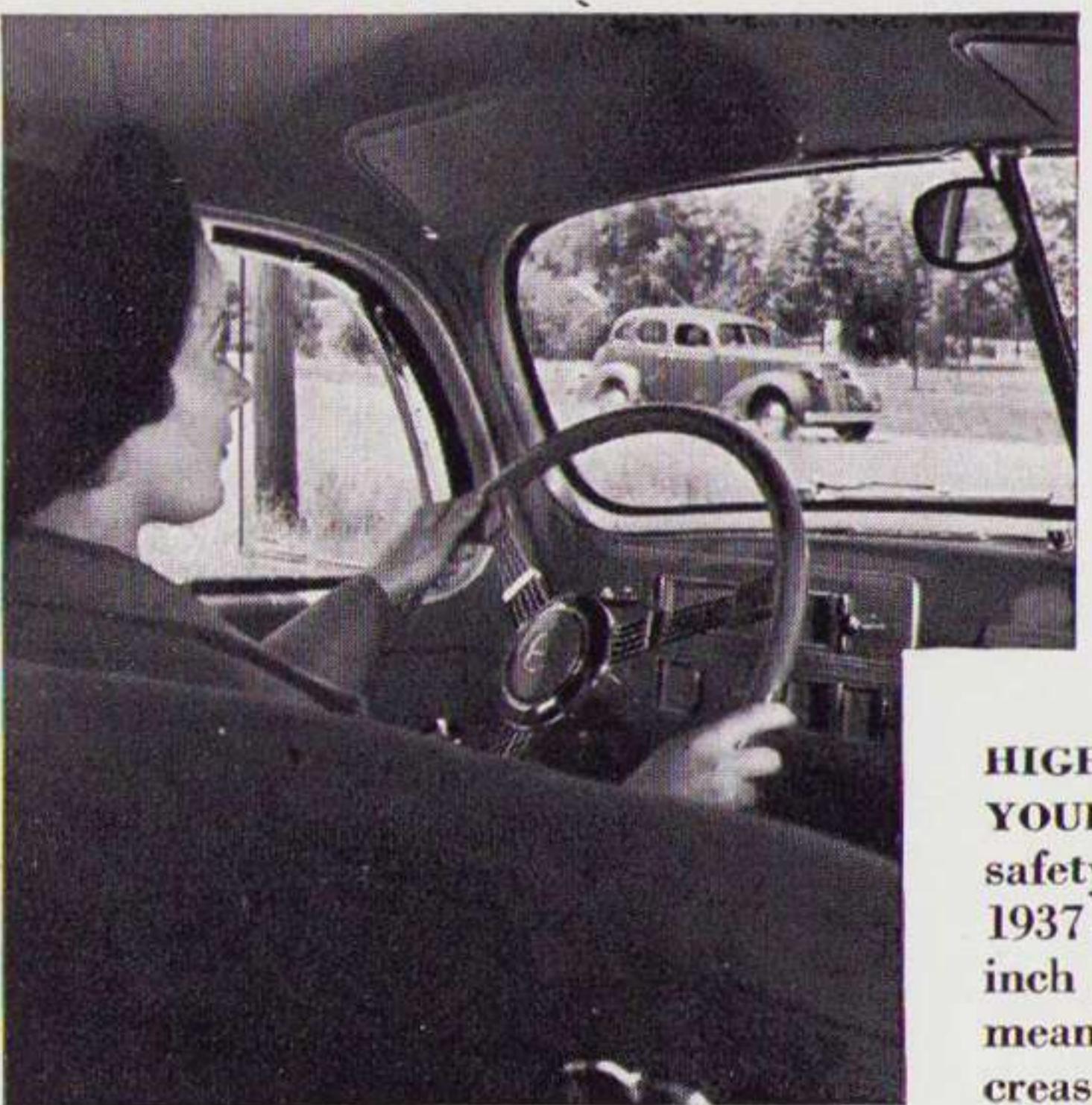
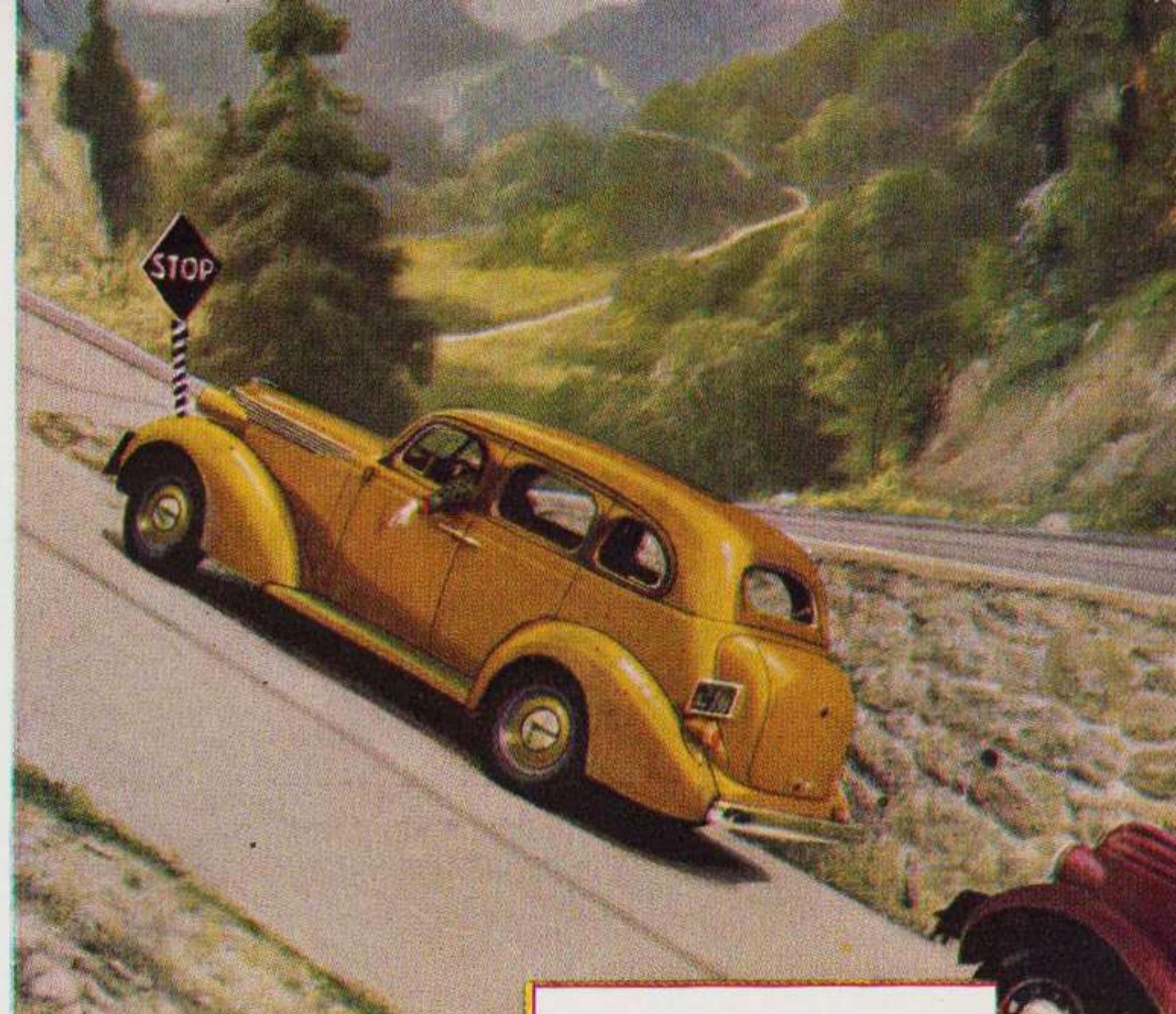
The Studebaker body is all steel, doors and floors, walls and roof—steel that's electrically welded into one seamless unit. The top is the largest single sheet of steel ever used in an automobile, extending clear from cowl to trunk opening. And underneath this steel armor plate are more and stronger box girders of steel than you'll find in any other car.



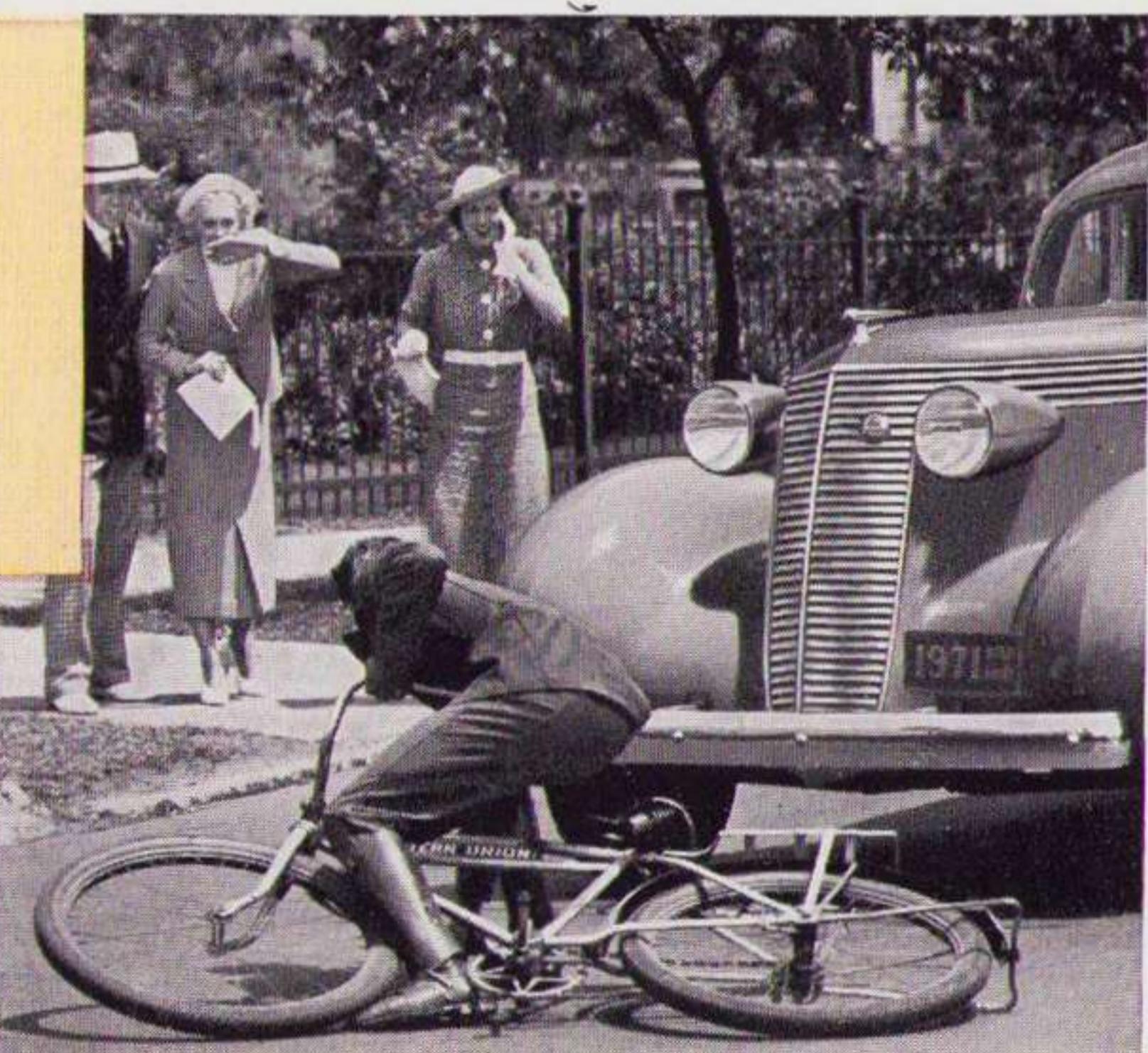
NEW DUAL RANGE STEERING MAKES DRIVING EASIER AND SAFER—
Both the new Dictator and the new President have a new type of steering gear which operates at a finger's touch on the wheel. For sharp turn or parking, the turning effort is cut almost in half—and on the straightaway, even at high speed, your steering is shockproofed and your safety is markedly increased.



*You can park easily and quickly with
Studebaker's Dual Range steering*



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.



HYDRAULIC BRAKES THAT STOP YOU SWIFTLY, SMOOTHLY—Just a feather-touch pressure on the brake pedal puts Studebaker's precisely equalized hydraulic brakes into play. You stop without swerving.

WORLD'S SAFEST FEATHER-TOUCH HYDRAULIC BRAKES!

**YOU DON'T ROLL
BACK WHEN YOU
STOP ON AN
UPGRADE!**

Studebaker is still the only car with the Automatic Hill Holder which keeps you from rolling back when you come to a stop on an upgrade. You just keep the clutch pedal depressed and the braking fluid is kept locked in under pressure even though you take your foot off the brake pedal. Your right foot is ready for the gas the instant you let the clutch pedal come back! No more tap dancing!

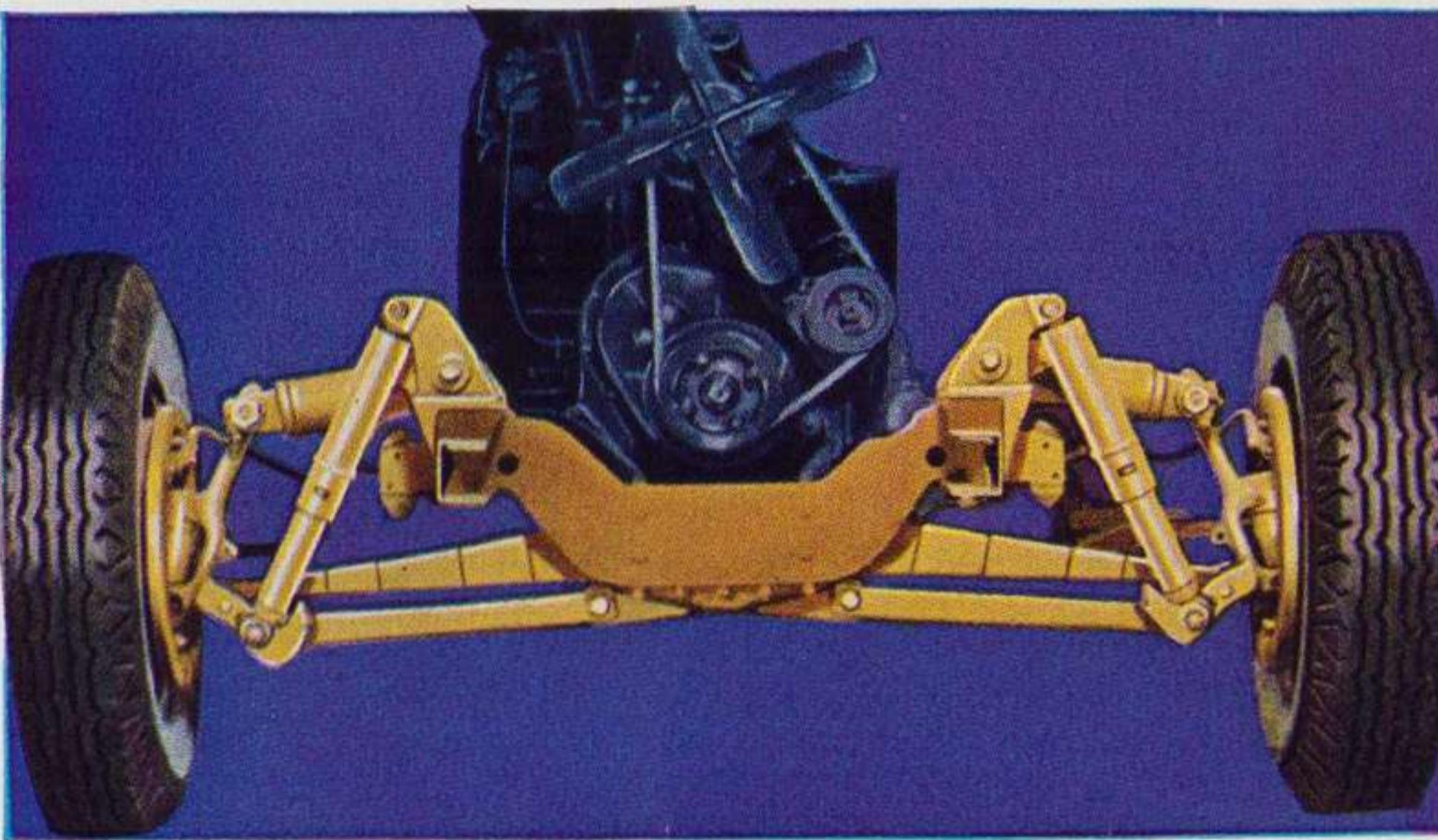


YOU RIDE "AMIDSHIPS" IN THESE NEW 1937 STUDEBAKERS

—Due to the new lower positioning of the propeller shaft and its lower hypoid gearing plus Studebaker's double-drop frame, the floors are an average of 3" 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.

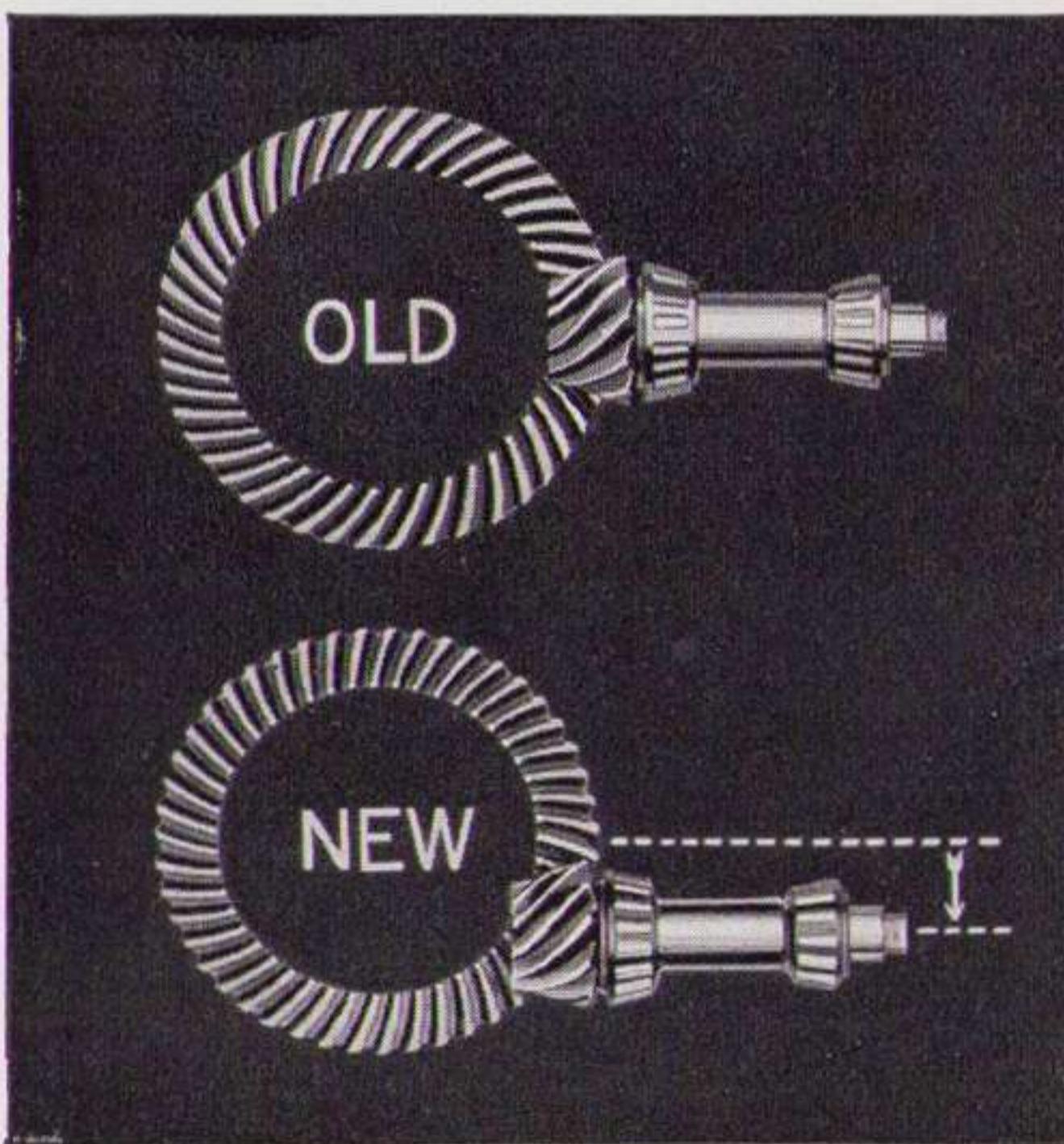
MATCHLESS ROOMINESS AND RIDING COMFORT

At the right you see an unobstructed view of the famous Studebaker independent planar front wheel suspension which gives the new Studebakers the world's most restful ride at any speed on any kind of road. Note that there are no coil springs in it and that moving parts are very few. The great transverse leaf spring absorbs every shock the wheels encounter, prevents roll without any need for a stiff stabilizer bar. Standard on President, available on Dictator at slight extra cost.



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.

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 hypoid gearing not only increases car roominess but is quieter and actually improves with wear.





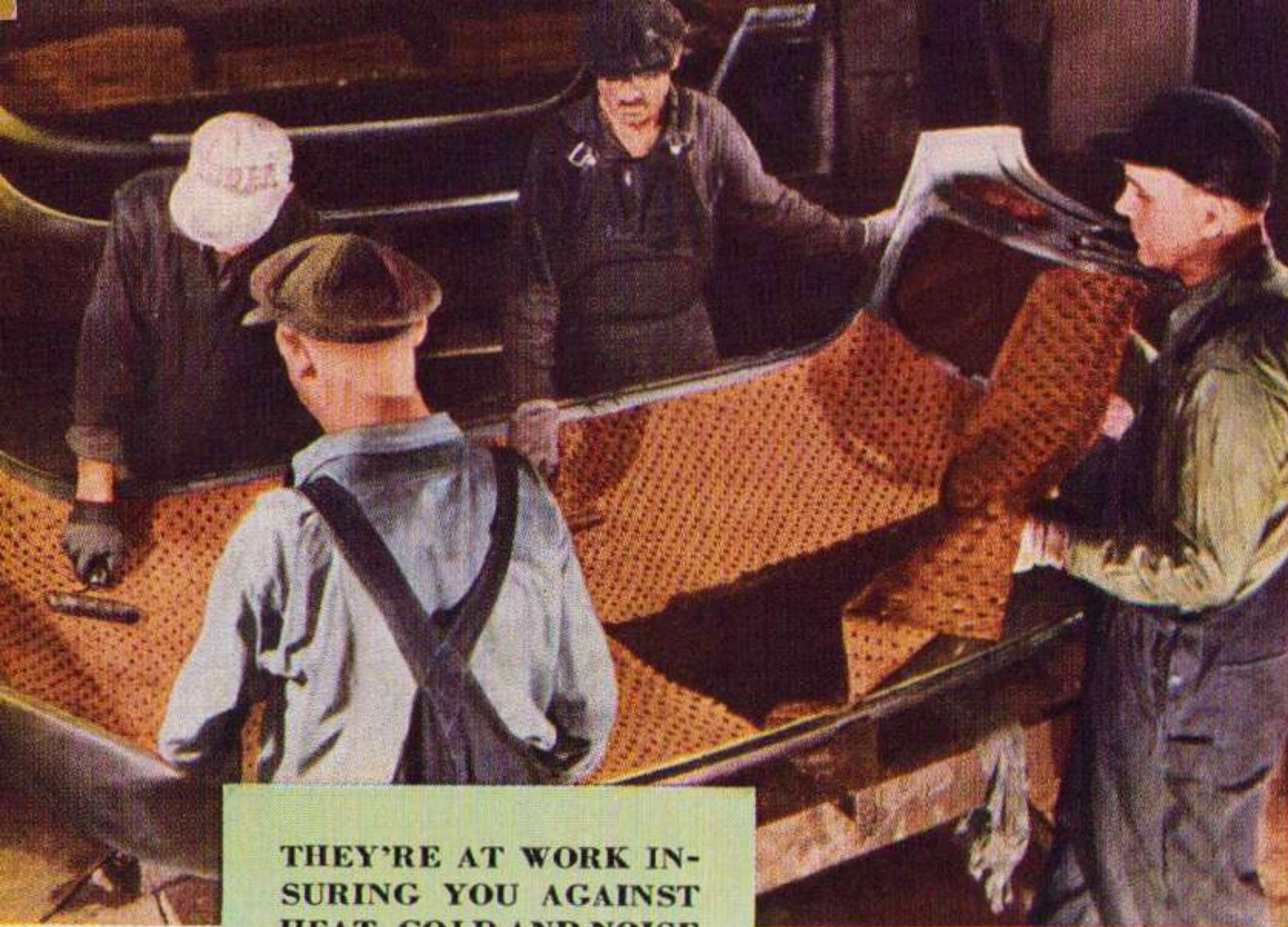
The automatically lighted extended trunk of the new President cruising sedan! Flat gasoline tank and hypoid gears give all cruising sedan trunks over $19\frac{1}{2}$ cubic feet of space even with spare tire inside—22 cubic feet if tire is carried in fender well.

You never
saw cars
with so much
luggage
room

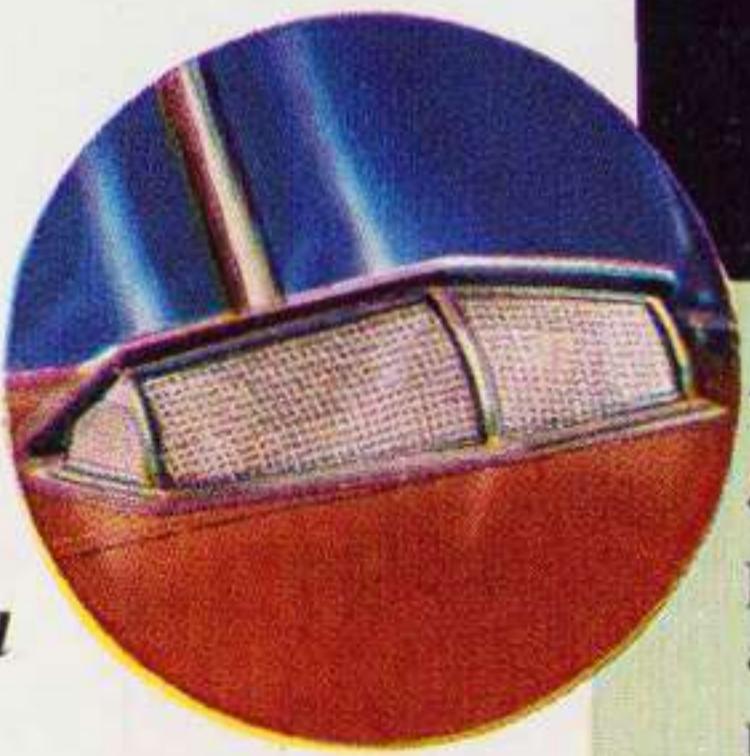
LOOK AT THE SPACE IN THE REAR DECK of the new Studebaker coupe pictured above. It has over $25\frac{1}{2}$ cubic feet of usable room. Even the spare tire has been placed behind the seat to increase capacity.



THIS IS THE CONCEALED SEDAN TRUNK in the new custom model. It has more space for luggage—15 cubic feet even with tire in compartment—than many sedans with extended trunks.

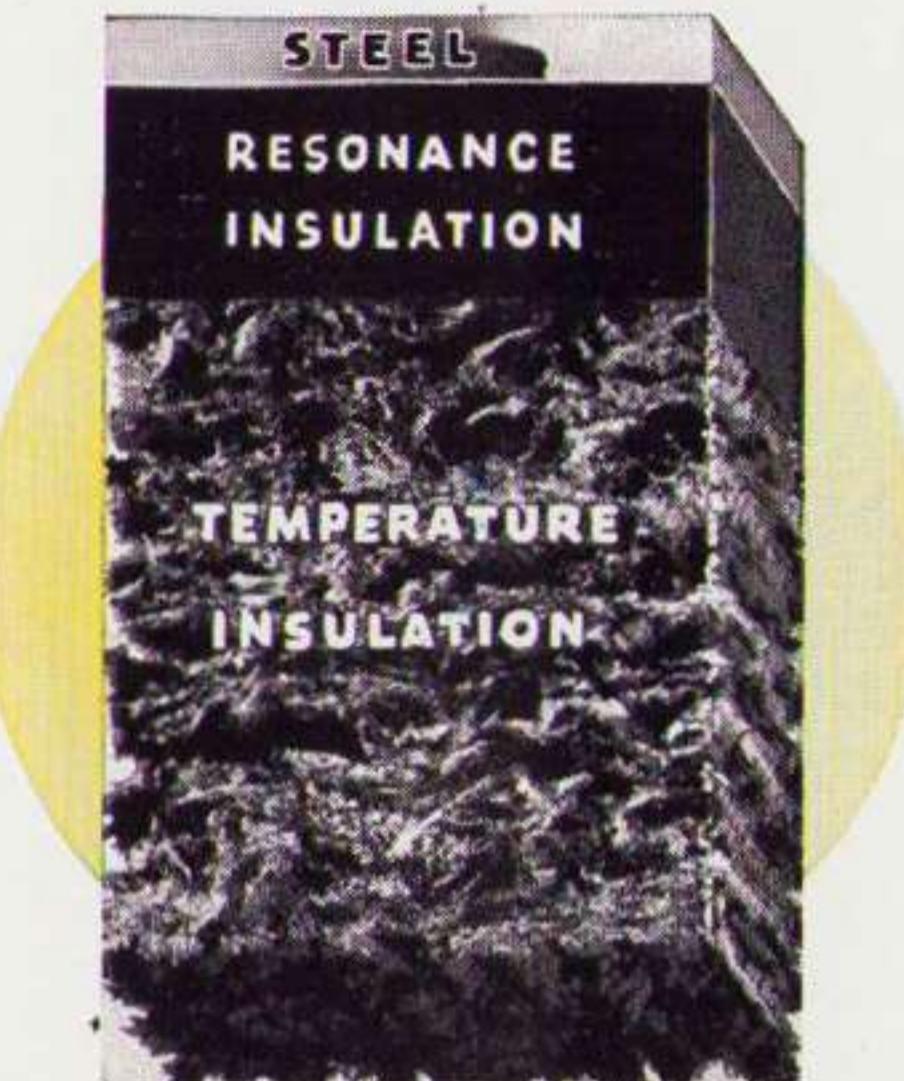


THEY'RE AT WORK INSURING YOU AGAINST HEAT, COLD AND NOISE
—Look how those Studebaker body artisans pictured above are carefully inserting the heavy sound-proofing and temperature-controlling Studebaker insulation. This is the first step in making the 1937 Studebakers the only truly weather-conditioned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



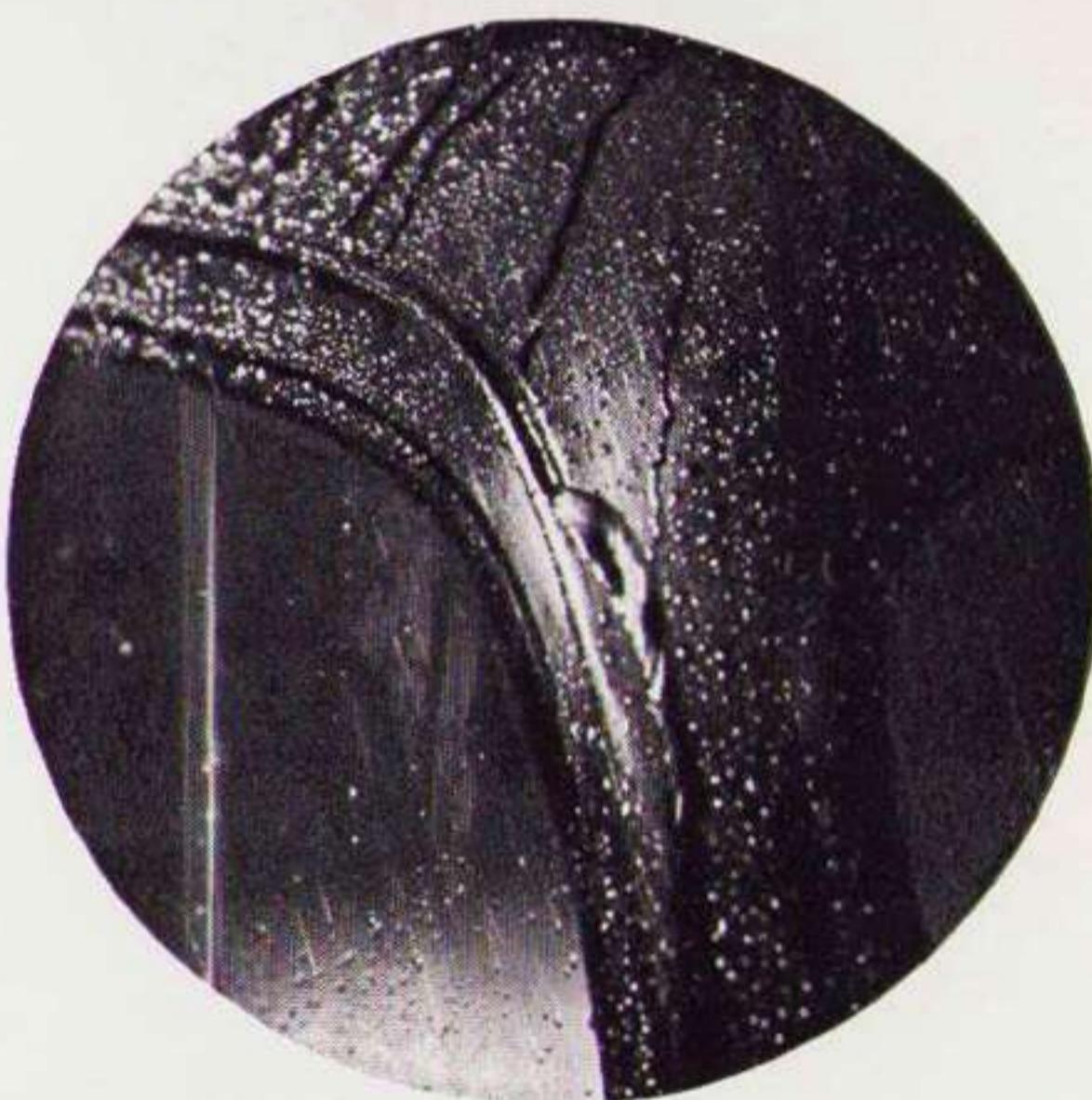
The Cowl Ventilator is Screened

WORLD'S FIRST "WEATHER-CONDITIONED" CARS

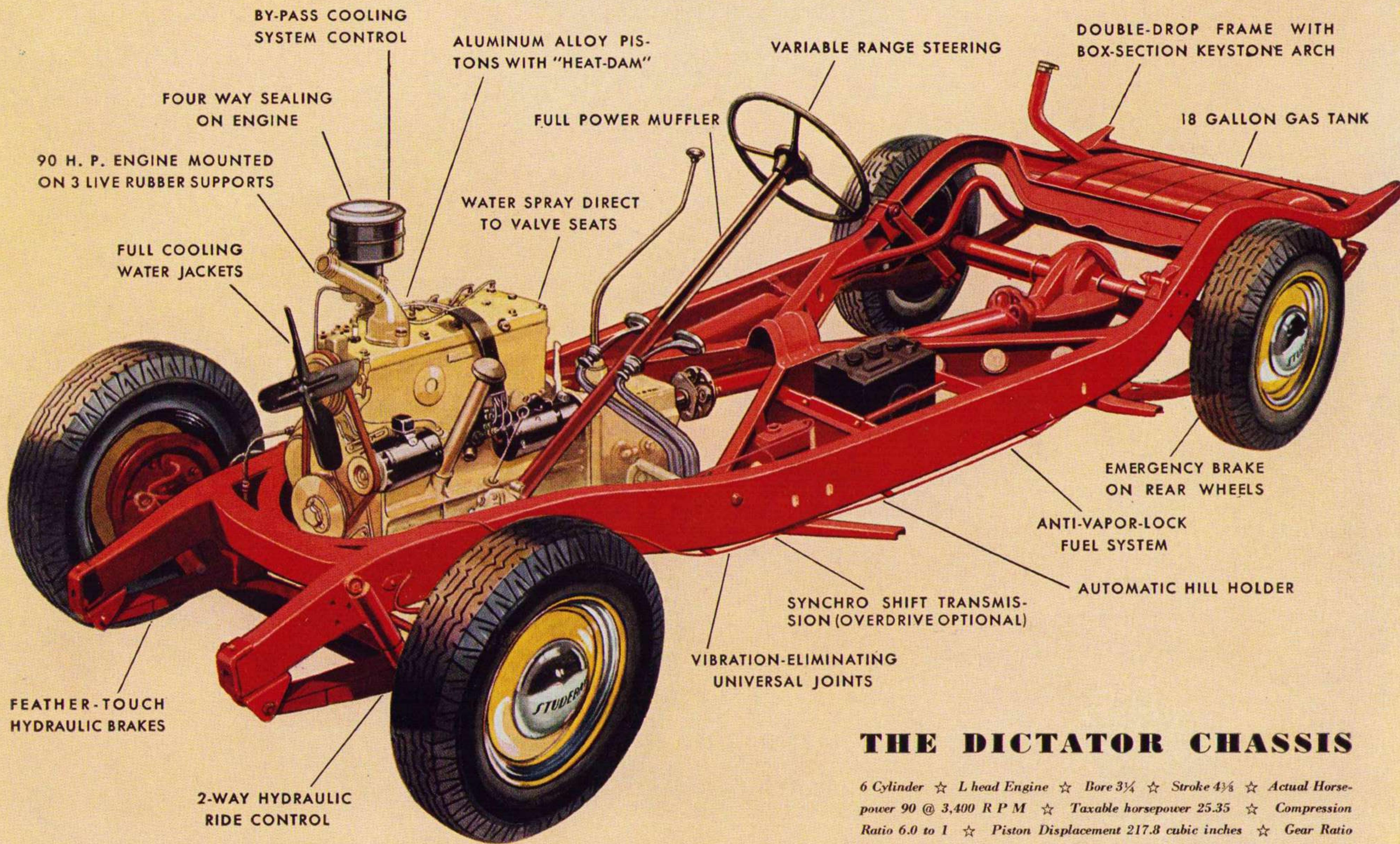


NEW TYPE VENTILATION GIVES AIR WITHOUT DRAFTS—The new Dictators and Presidents introduce an advance in ventilation that completely solves the problem of car air conditioning, winter or summer. The front windows have adjustable ventilating panes that may be set to expel bad air or admit fresh air. The rear portion of the window, of course, raises or lowers independently of the ventilating pane. The rear quarter windows open outward to create an outside suction that quickly removes stale air without causing drafts. It is thus easy to maintain any desired temperature. The screened cowl ventilator is geared for easy operation.

NEW BUILT-IN WINDSHIELD DEFROSTER—For the first time in any car Studebaker offers a windshield defroster that is directly connected with the car heater and automatically sends currents of warm air up the surface of the windshield so that frost cannot form on the inside nor ice collect on the outside.

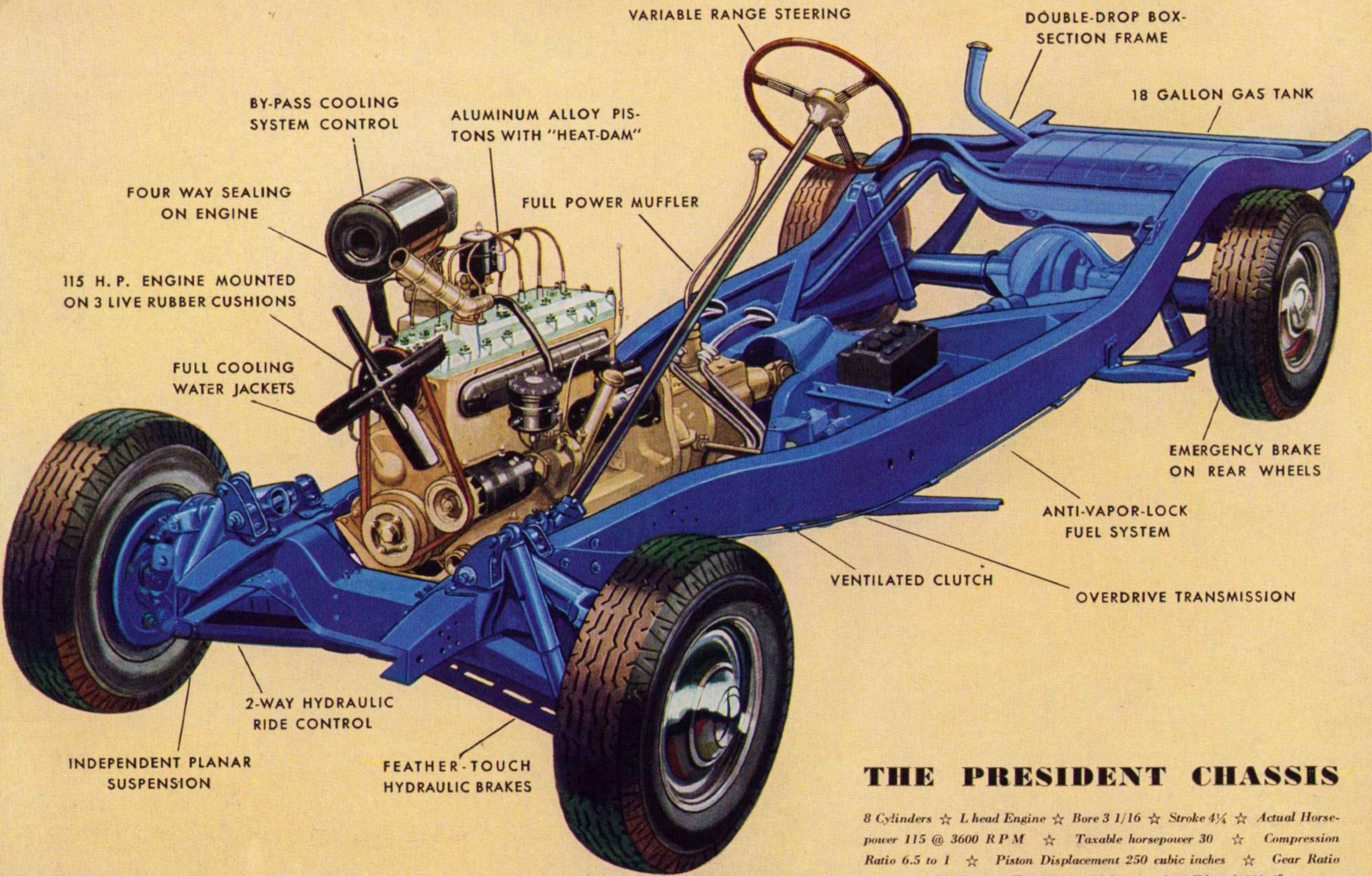


INVISIBLE RAIN DRAINS ABOVE DOORS AND WINDOWS—Studebaker is one of the very few cars with steel tops that offer this protection. Rain cannot collect above doors and windows to splash down on driver and passengers. It automatically and continually drains off.



THE DICTATOR CHASSIS

6 Cylinder ☆ L head Engine ☆ Bore 3 $\frac{1}{4}$ ☆ Stroke 4 $\frac{1}{8}$ ☆ Actual Horsepower 90 @ 3,400 R P M ☆ Taxable horsepower 25.35 ☆ Compression Ratio 6.0 to 1 ☆ Piston Displacement 217.8 cubic inches ☆ Gear Ratio 4.55 to 1 ☆ Tire Size 16 x 6.00 ☆ Overall length 193"



THE PRESIDENT CHASSIS

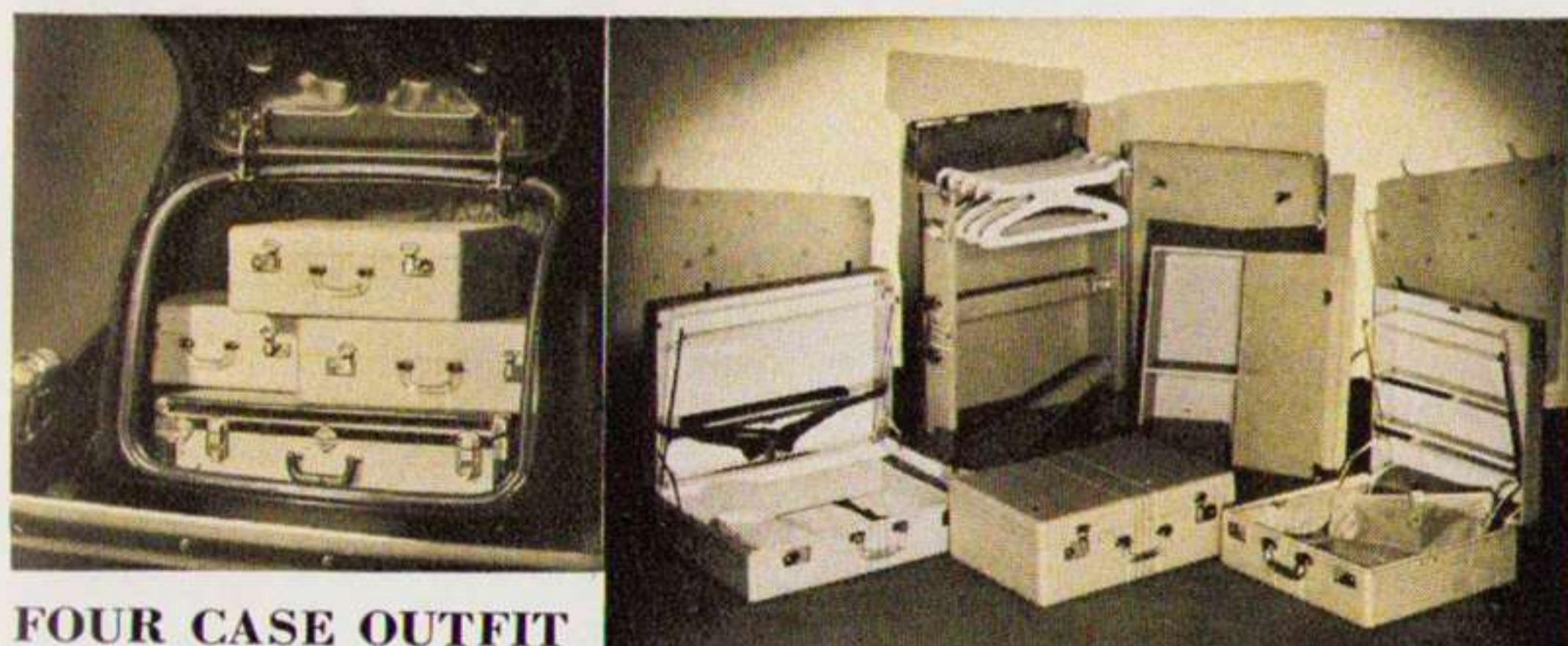
8 Cylinders ☆ L head Engine ☆ Bore 3 1/16 ☆ Stroke 4 1/4 ☆ Actual Horse-power 115 @ 3600 R P M ☆ Taxable horsepower 30 ☆ Compression Ratio 6.5 to 1 ☆ Piston Displacement 250 cubic inches ☆ Gear Ratio 4.55 to 1 ☆ Tire size 16 x 6.50 ☆ Overall length 20 1/4"

SMART 1937 STUDEBAKER ACCESSORIES



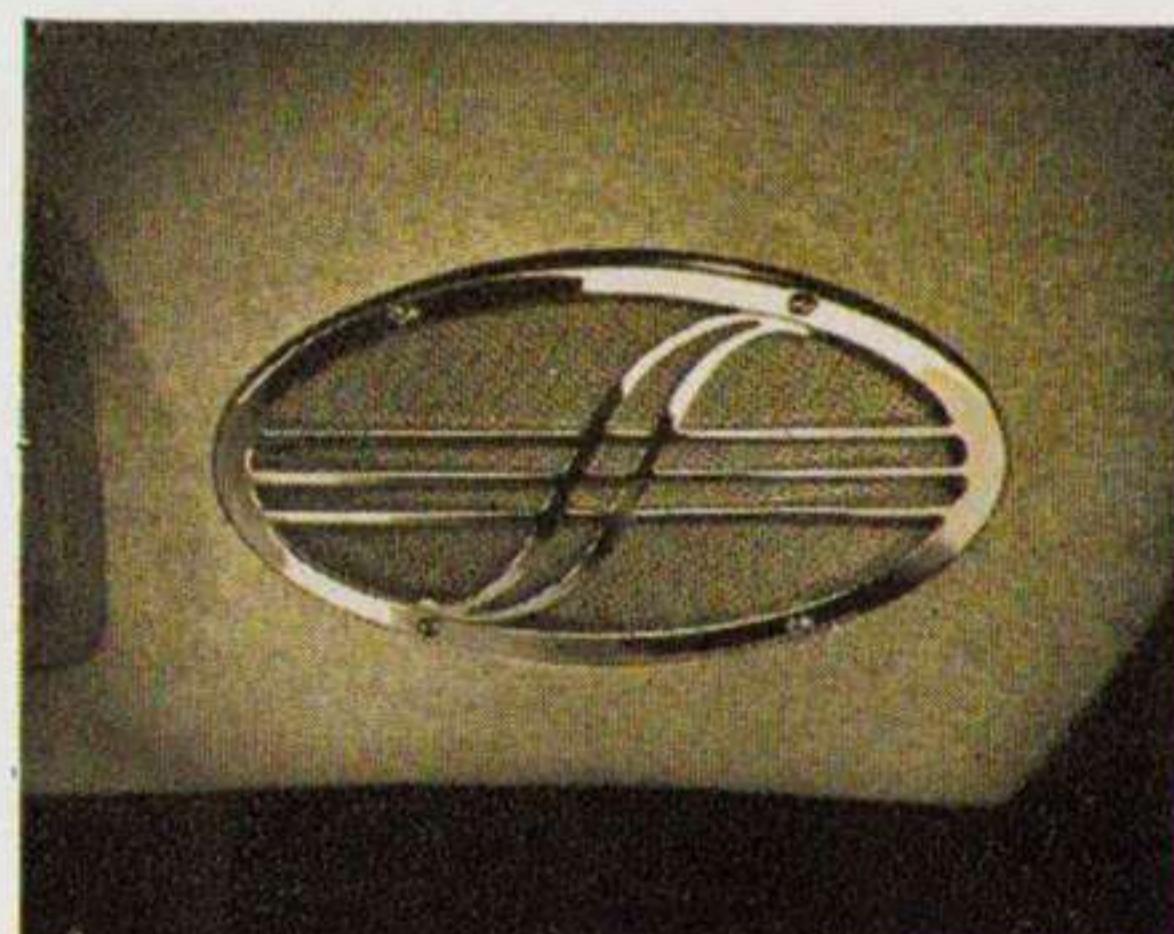
FIVE CASE OUTFIT

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 complement for 1937 cruising sedan trunks, cases may be purchased separately as required.



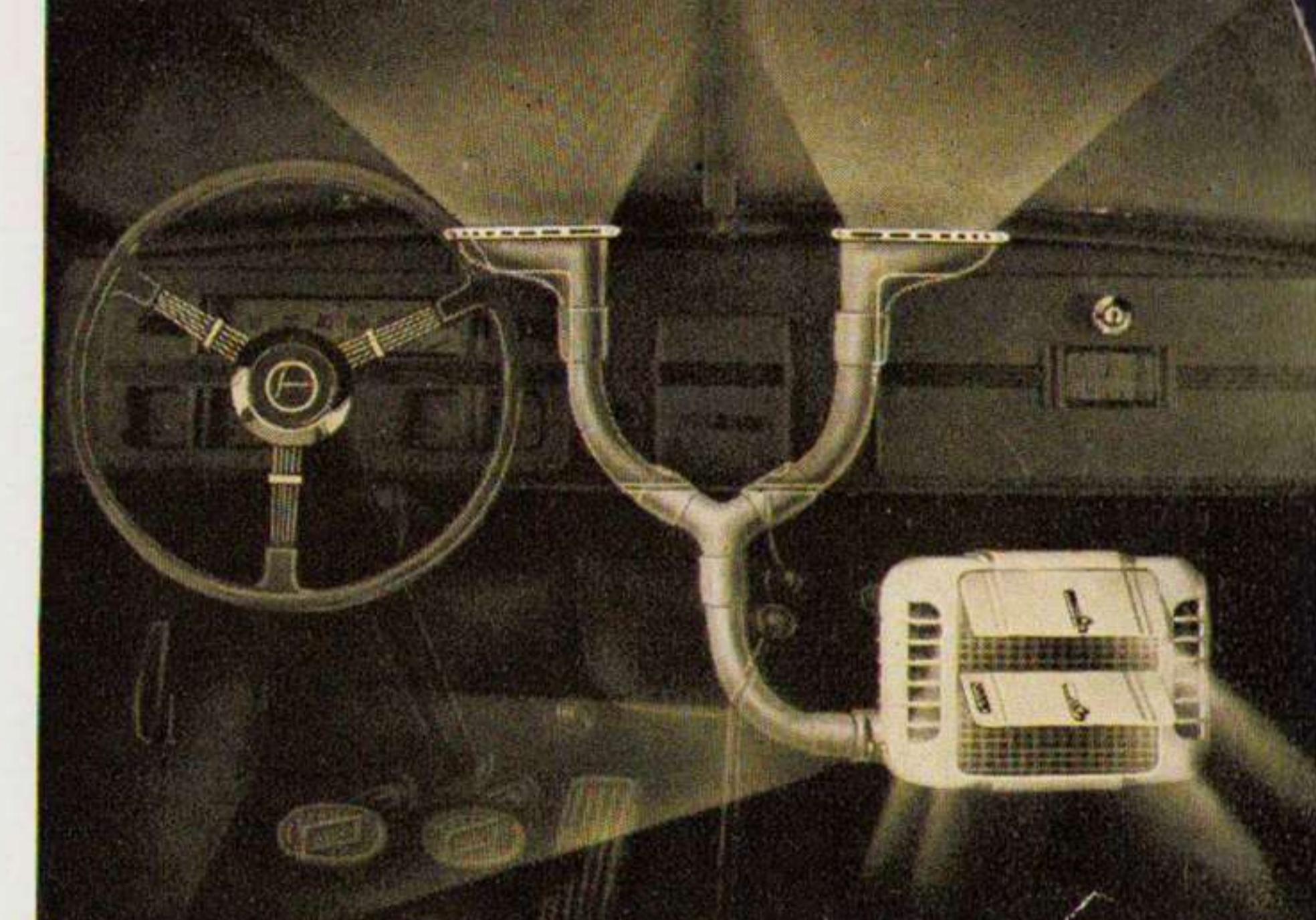
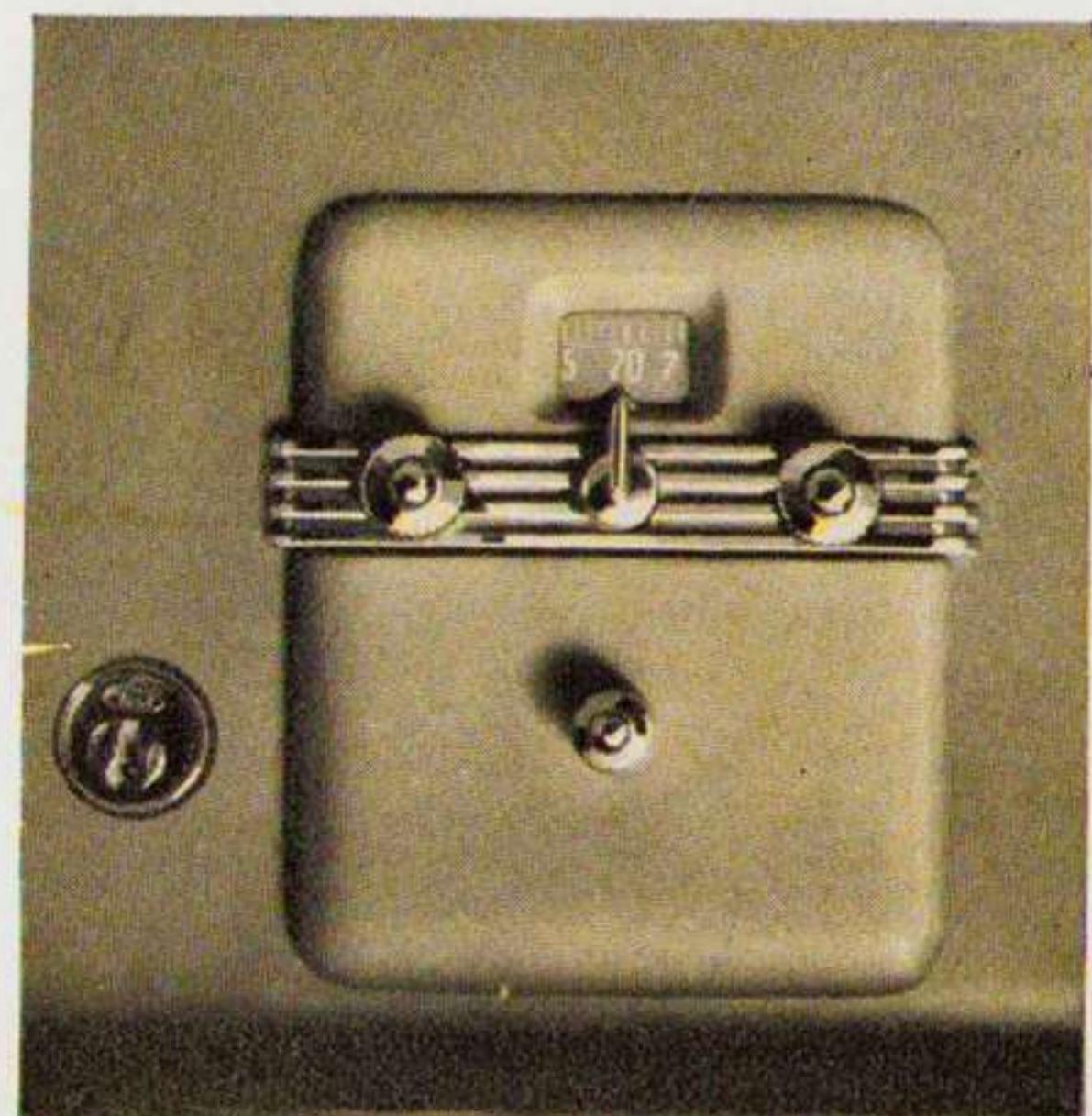
FOUR CASE OUTFIT

Here's a four case assembly that fits in the Studebaker cruising sedan trunk. It consists of an unusually spacious hand wardrobe trunk (32 1/2" x 21 1/2" x 8"), equipped with four suit hangers, removable compartment for shirts, linens, etc., a gentleman's hand wardrobe suitcase, a ladies' wardrobe suitcase and a ladies' auxiliary case. Available in black shark grain fabrikoid or smart striped linen.

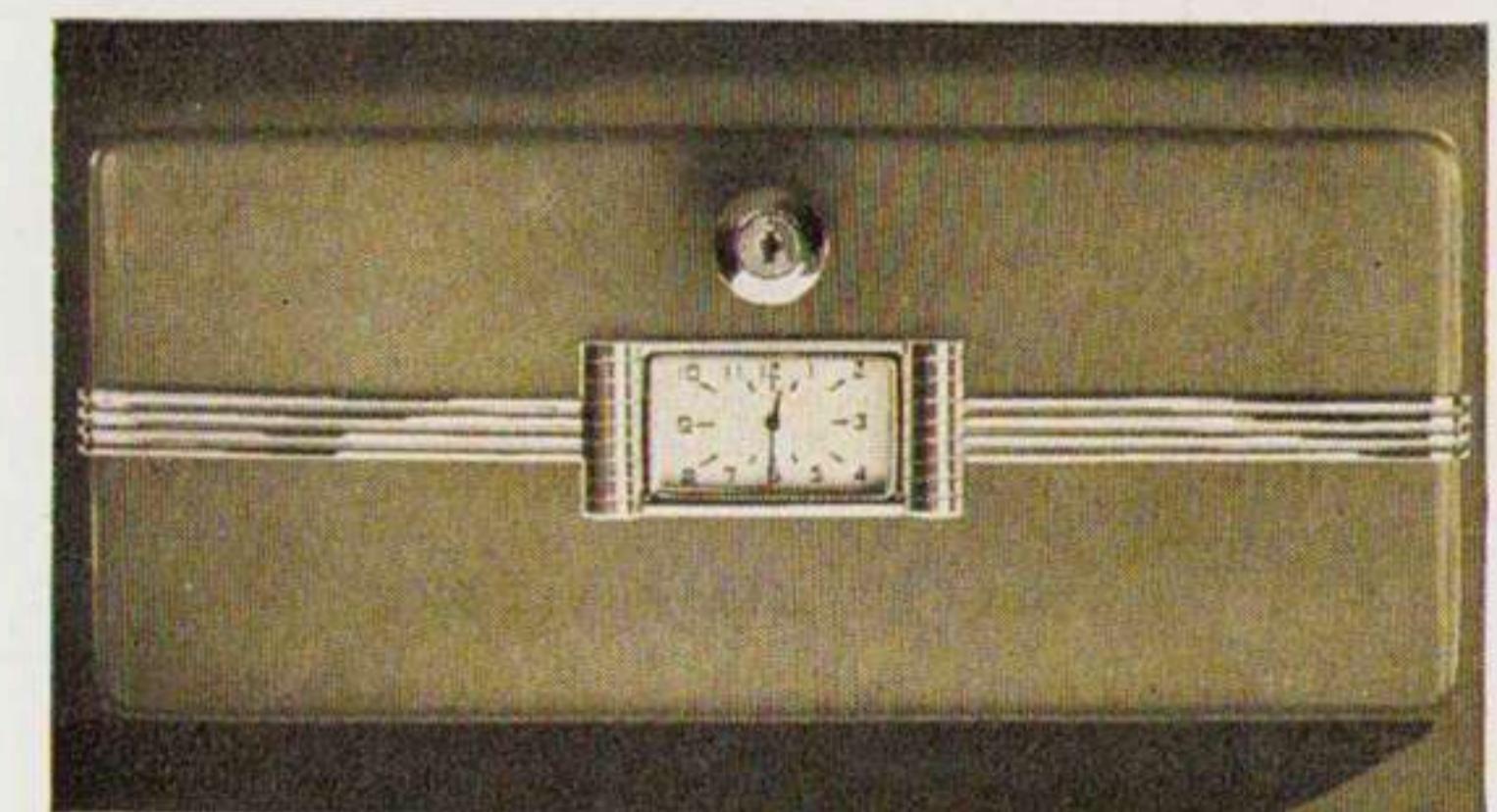


EAR LEVEL PHILCO RADIO

You can be sure of perfect radio reception in your new Studebaker if it is equipped with a Custom Built Studebaker-Philco Radio. No other radio can approximate its beautiful rich lifelike tone since Studebaker cars were engineered for this specially designed radio. "Ear Level" reception speaker is built in overhead. The instrument panel control dial is in complete harmony with the attractive new Studebaker instrument board.



NEW DE LUXE HEATER is connected to the special built-in windshield defroster. In addition to the adjustable shield on the front of the heater, a stream of warm air is directed at the driver's feet. Other attractive heaters are also available.



STUDEBAKER ELECTRIC CLOCKS are correctly timed and correctly styled to fit into a special place provided in the package compartment doors of both Dictators and Presidents. They have jeweled movements and are easily readable at night by virtue of a clever system of indirect lighting. A beautiful complement to a beautiful car.

ALL CAN AFFORD *****

THAT
IS
PRICE



RALPH KNIGHT,
NEW YORK

WHITE