



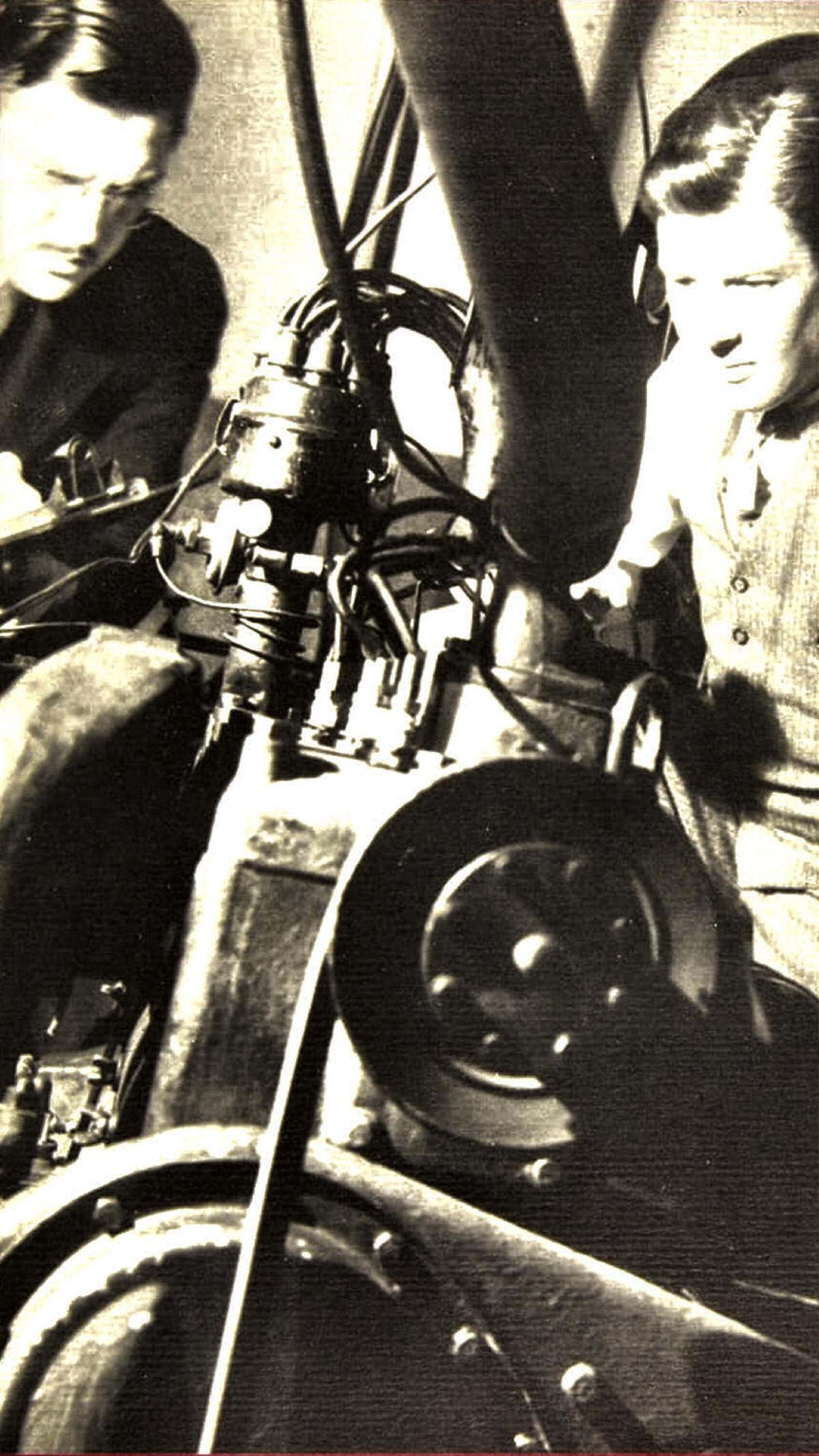


for fourscore years

BUILDERS OF FINE
TRANSPORTATION

STUDEBAKER





The New President Eight

The Greatest Studebaker of all time

Introduction of the Triumphant New Studebakers confirms the truth of the adage: "For leadership, look to the leader." In every feature of these new cars, there is evidence of the aggressive Studebaker policy of "keeping faith with tradition by keeping ahead of the times."

New though they are, in the finest interpretation of the term, these cars nevertheless are direct descendants of the Studebaker thoroughbred strain. Theirs is a legacy of speed, power and stamina certified by Studebaker's monopoly of official A.A.A. stock car records and more hill climbing records than all other makes combined, including Pikes Peak, toughest of them all.

New they are, as this morning's dawn, yet even their latest sensational improvements already are time-tried, tested and proved on Studebaker's 800-acre Proving Ground—where facts are separated from opinions. On the speed bowl, on the labyrinth of test roads ranging from boulevards to country lanes and in the "torture chambers" of the research laboratories, they have been made to prove themselves worthy of their championship heritage.



800-acre proving ground

Here, on the Proving Ground, was developed Studebaker's championship performance. Here was developed Free Wheeling, introduced by Studebaker in July, 1930, and since adopted by the automotive industry.

Now, Studebaker again steps ahead of the times—with the safest motor cars in all motoring history. Safety glass in all windows and windshield, armored steel bodies, steel running boards, lower center of gravity, weatherproof four-wheel brakes, automatic starting and 1932 Free Wheeling.



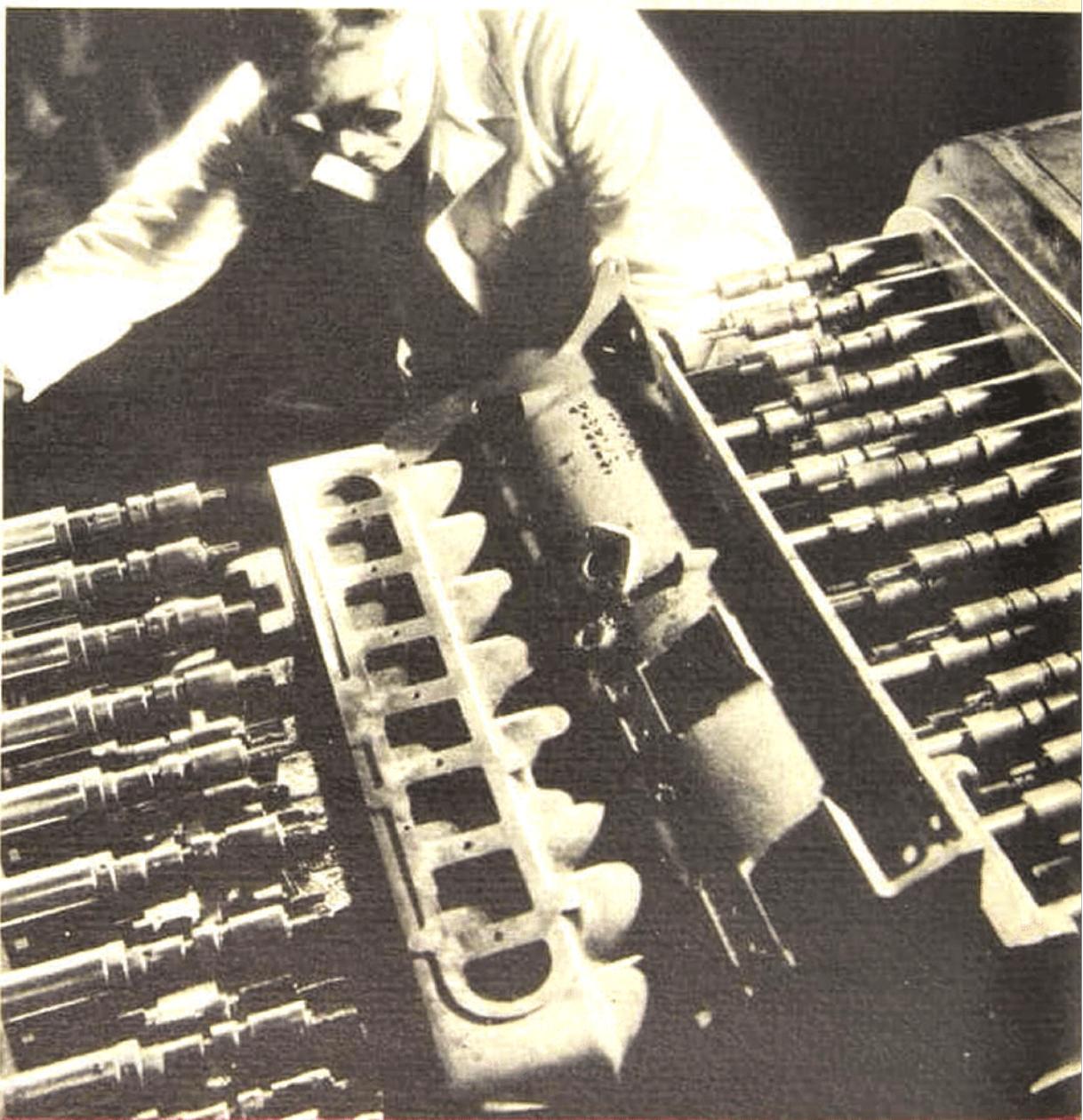
undisputed stock car champion



\$60,000,000.00 factory

Now, from Studebaker's brilliant engineering staff, the finest in the automotive world, comes a new Free Wheeling, a vastly finer Free Wheeling in all forward speeds with synchronized shifting — an amazing improvement over the Free Wheeling which the motoring world believed beyond improvement. Now, come automatic starting and automatic ride control. Now, comes championship power, so ingeniously cushioned in rubber that the final vestiges of vibration are nullified and even with the mighty engine under "full gun" the power flow is smooth

68 holes at one time





precision

market opportunities. And, Studebaker passes these savings along in the new Studebakers—the greatest values ever offered.

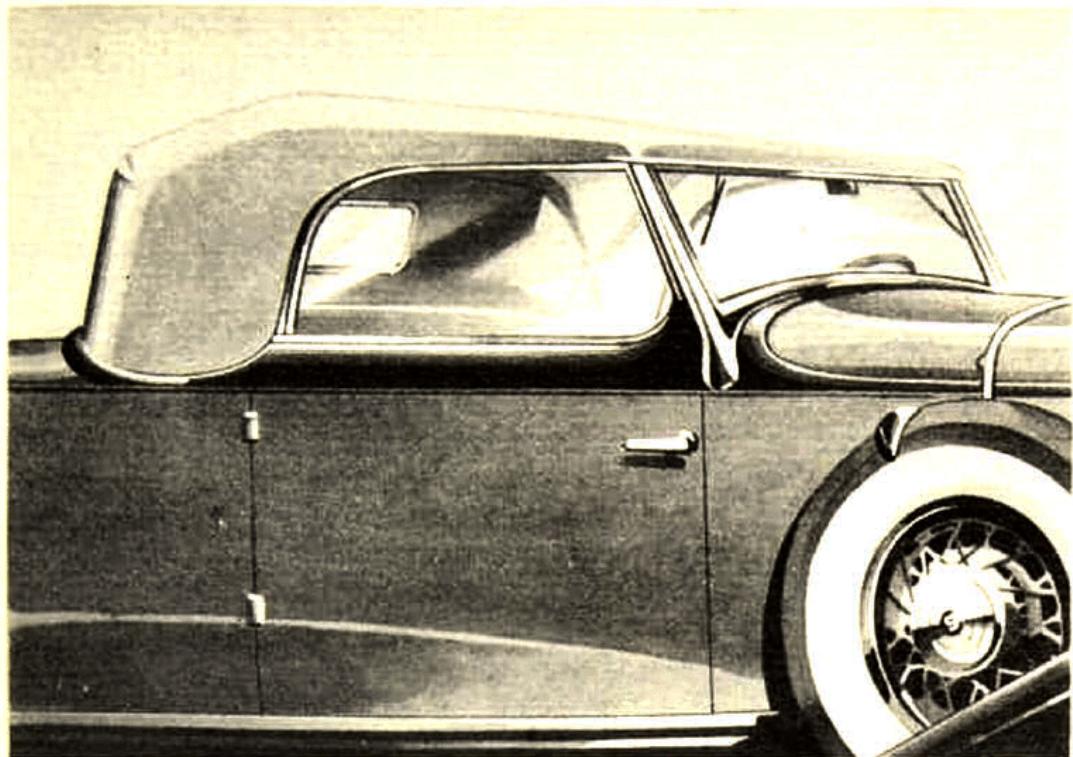
These Triumphant Studebakers are just as good as they look. They will out-do and out-endure even their own illustrious predecessors. They are better cars than the world ever bought before at any price. And, the broad principles upon which Studebaker business is conducted and upon which it has prospered for eighty years, now grounded in tradition, insure satisfaction to everyone who deals with the House of Studebaker.

and suave. These and scores of other improvements and refinements bear the stamp of approval of the Proving Ground. Artist and artisan, engineer and coach-builder all share in the achievement of these Triumphant Studebakers. And no less impressive is the triumph of the values offered by One-Profit manufacture.

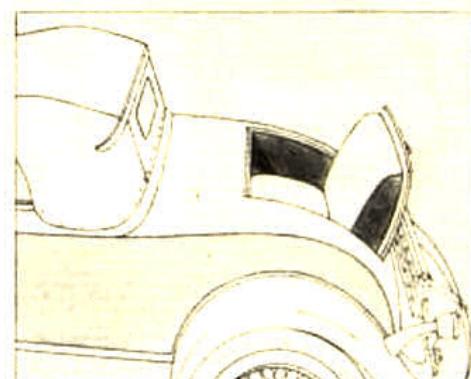
Studebaker builds, within its own plants, all of the major parts of its cars. Thus, Studebaker not only is able to exercise complete control and assure unvarying quality in production, but also to eliminate through its One-Profit facilities, the profits of subsidiary suppliers. Studebaker, an independent, with no affiliated parts manufacturing companies, can take full advantage of all

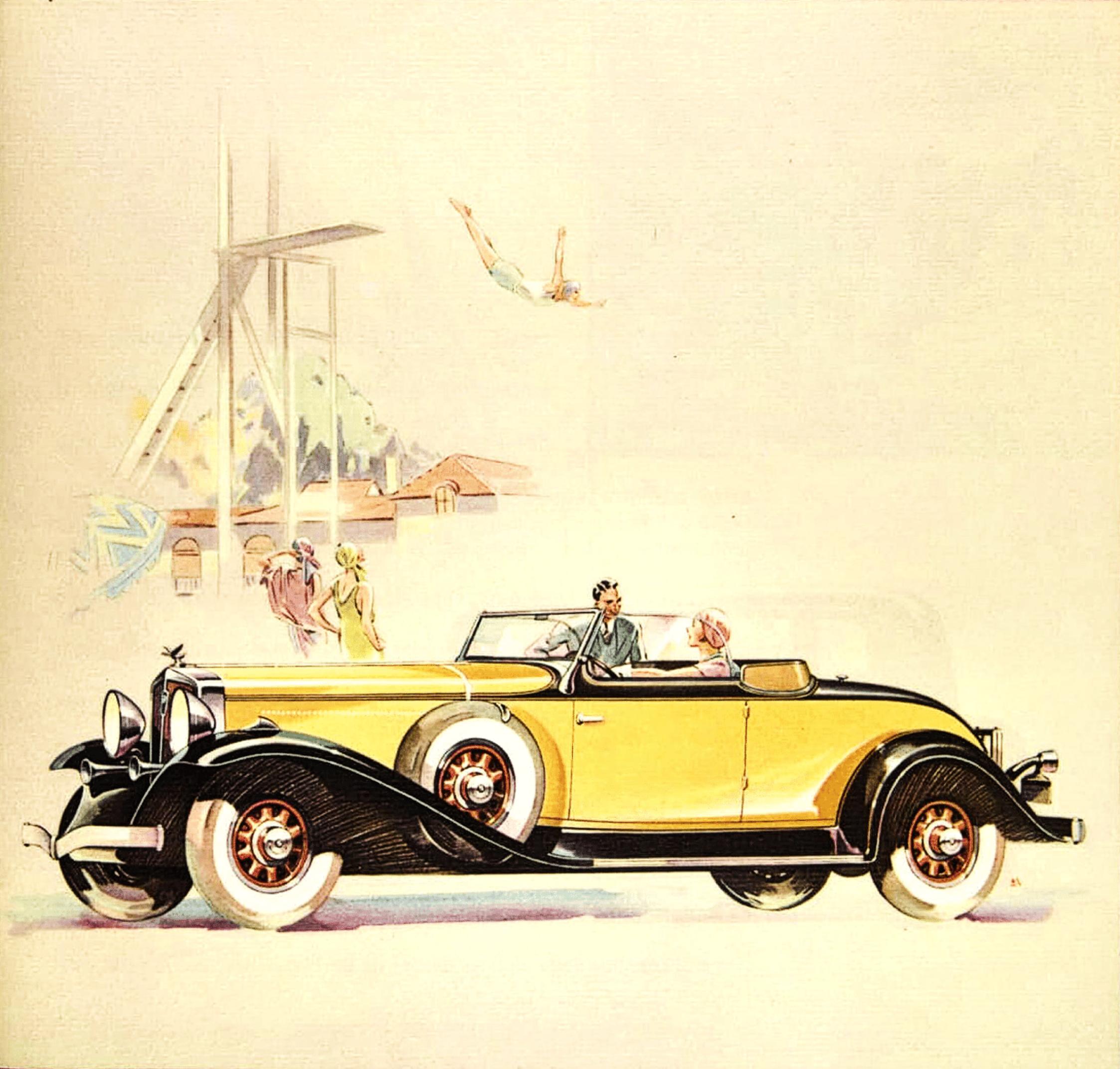


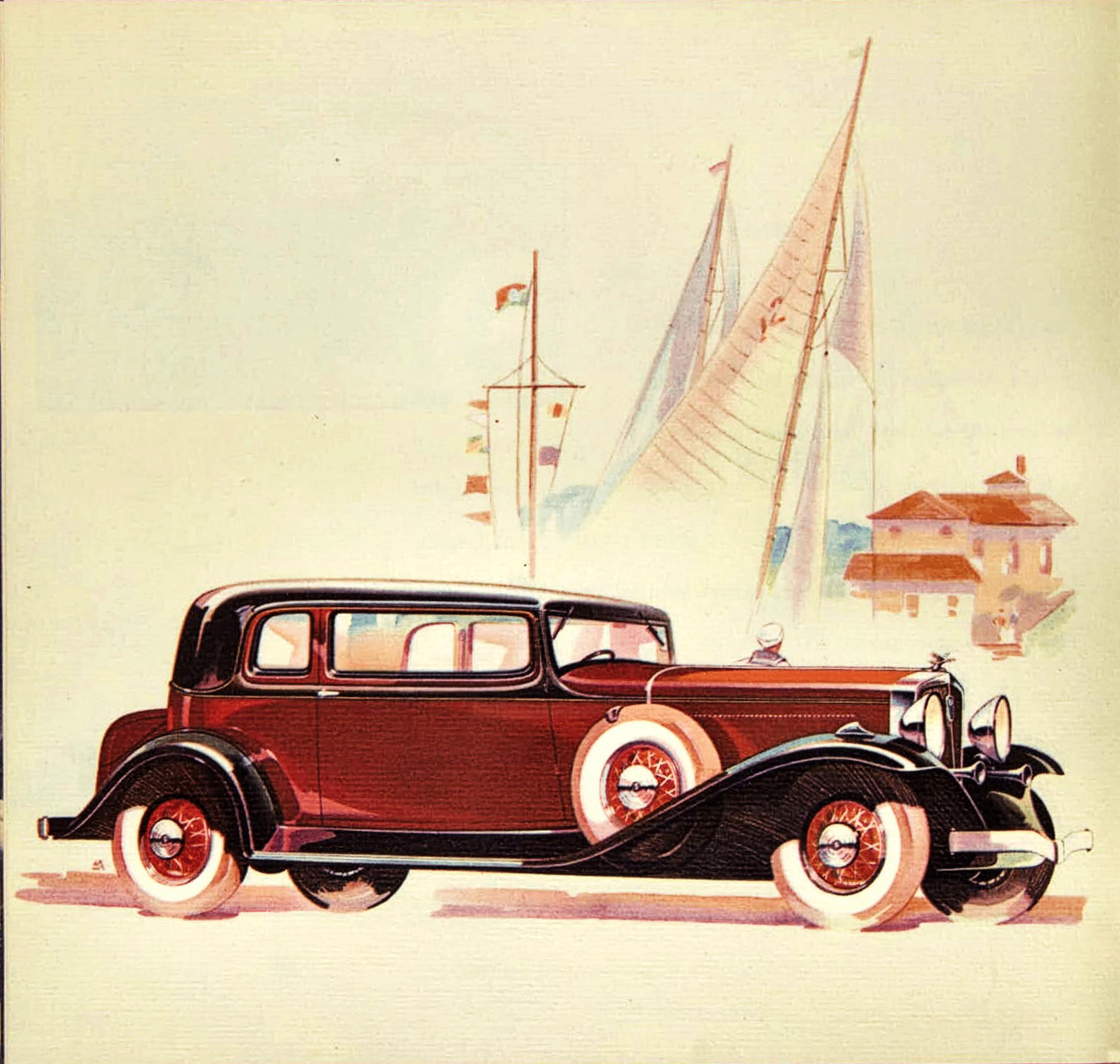
armor-plated bodies



The Studebaker President Eight all-weather Convertible Roadster is styled, equipped, powered, for youth and all others who drive because they like it. Road-clinging lowness, magnificent stopping ability, safety glass throughout—sane safeguards which even spirited folk appreciate. Lightest in weight of all President body styles, its great 122-horsepower engine endows this graceful roadster with flashing "get away" and road speed. Champion of the world among stock cars. With side shields up and top thrown back it's a roadster—with top up it's as tight as the closed-in bridge of a fast yacht. Up or down—smart as a low-winged monoplane.

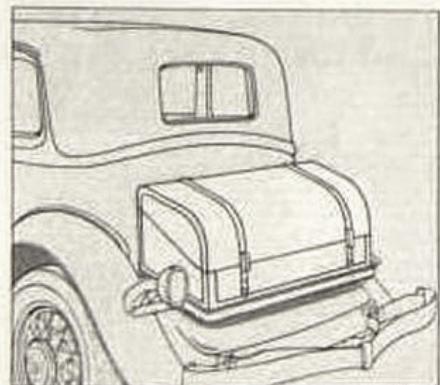
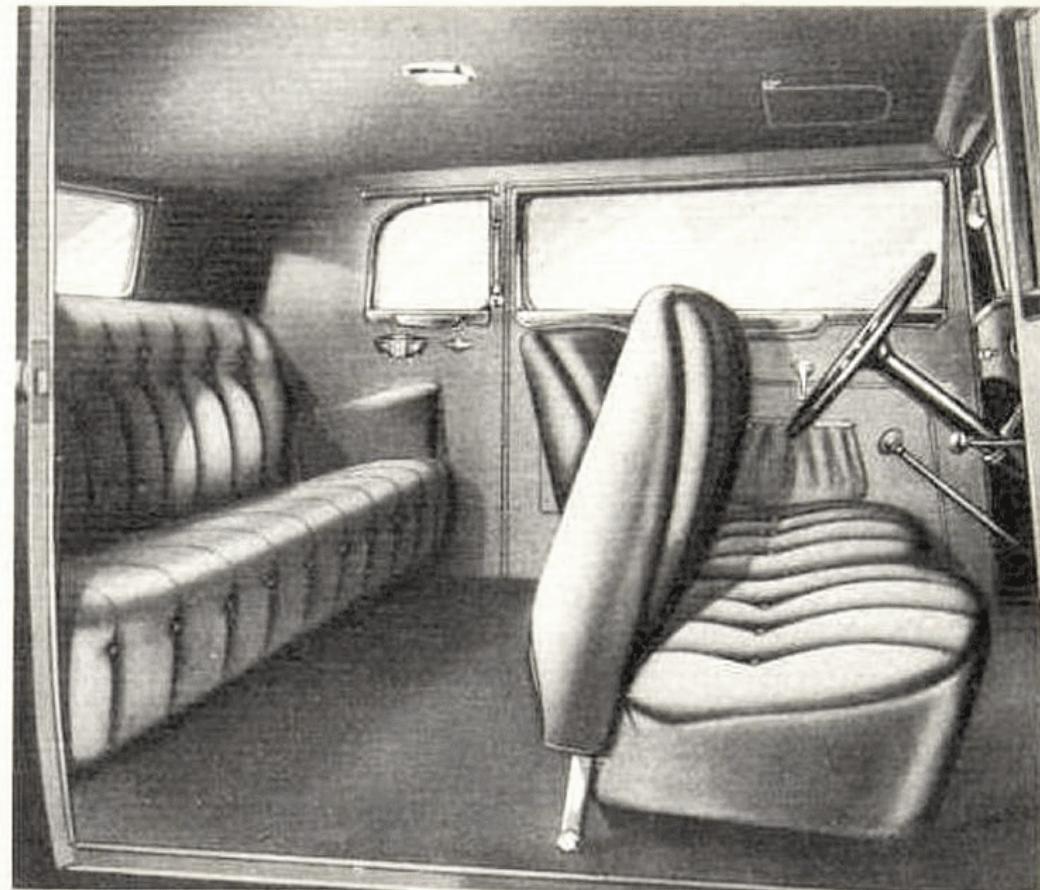






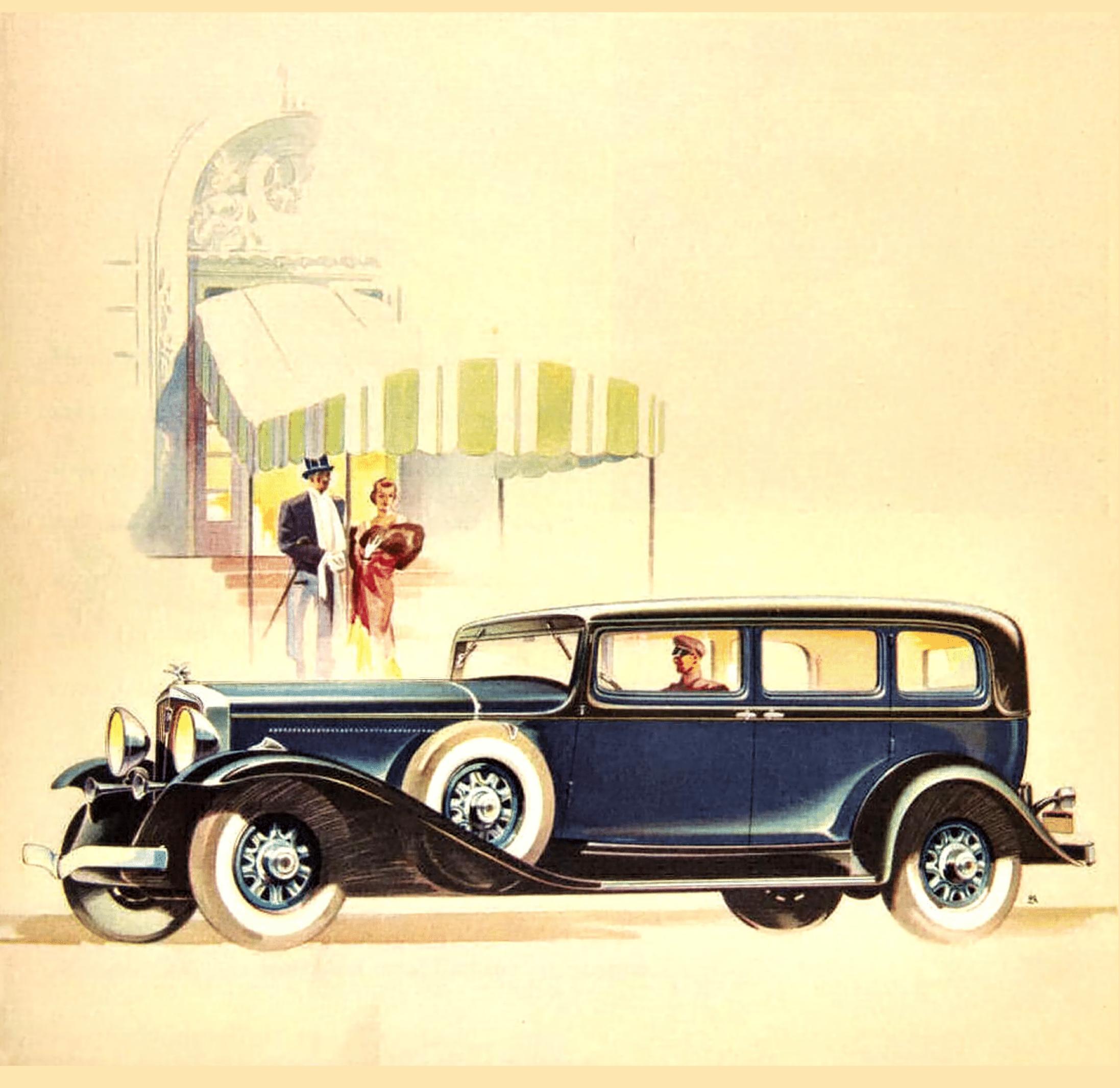
The Studebaker President Eight St. Regis Brougham for Five, a Studebaker innovation, and the very newest of body types, admirably combines the intimate atmosphere of the coupe with the extra seating capacity and roominess of the sedan. Front seats touch each other. Rear seat is extremely wide, due to Studebaker's wide tread. There is ample knee-room, elbow-room and head-room. Doors are unusually wide, and are angled. An easily accessible tailored trunk answers the question of baggage or parcel disposal and adds

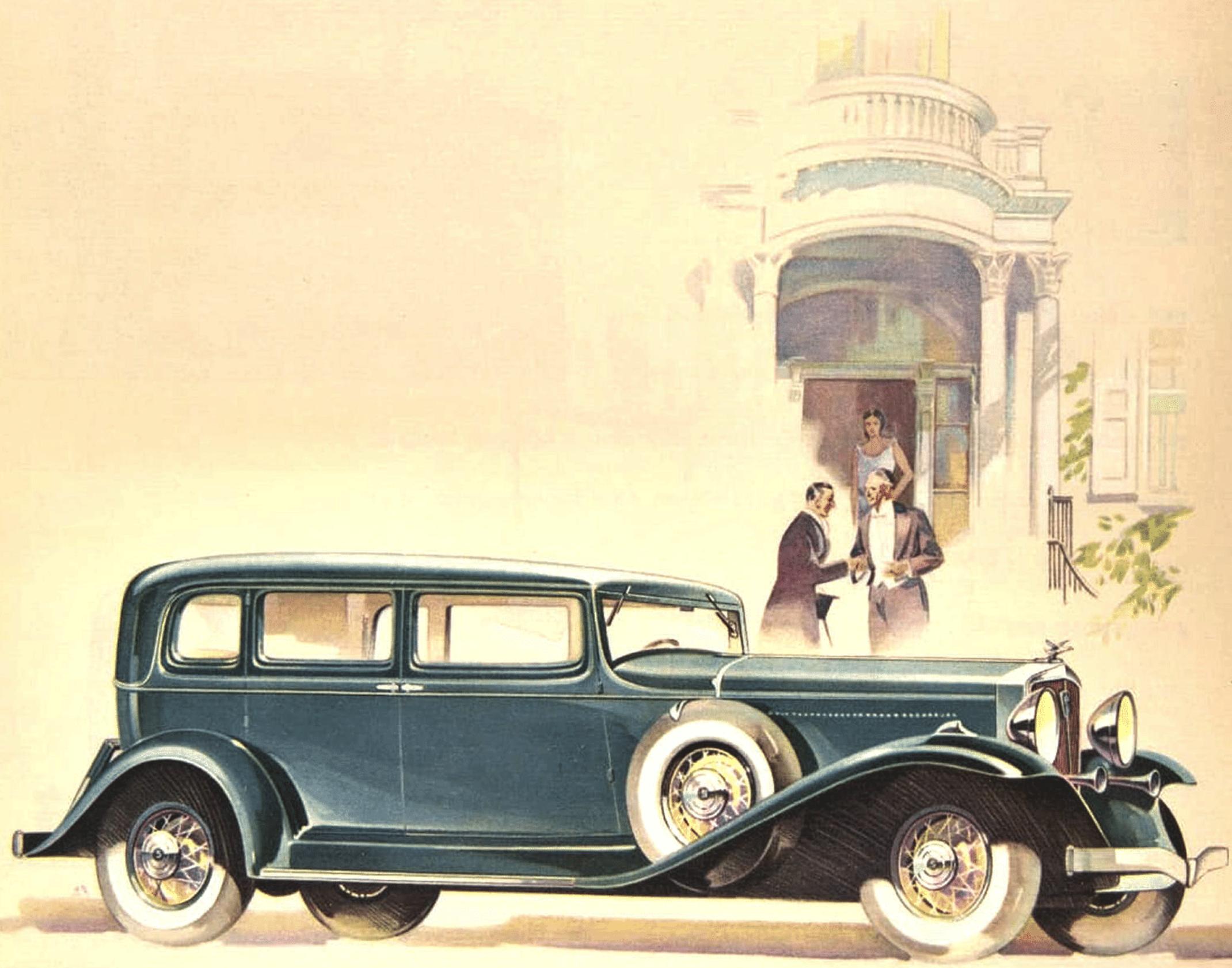
appreciably to the smartness of the car. Twin chime horns mounted in front. Six wire or chrome-plated steel spoke wheels, spares carried in fender wells, standard equipment.



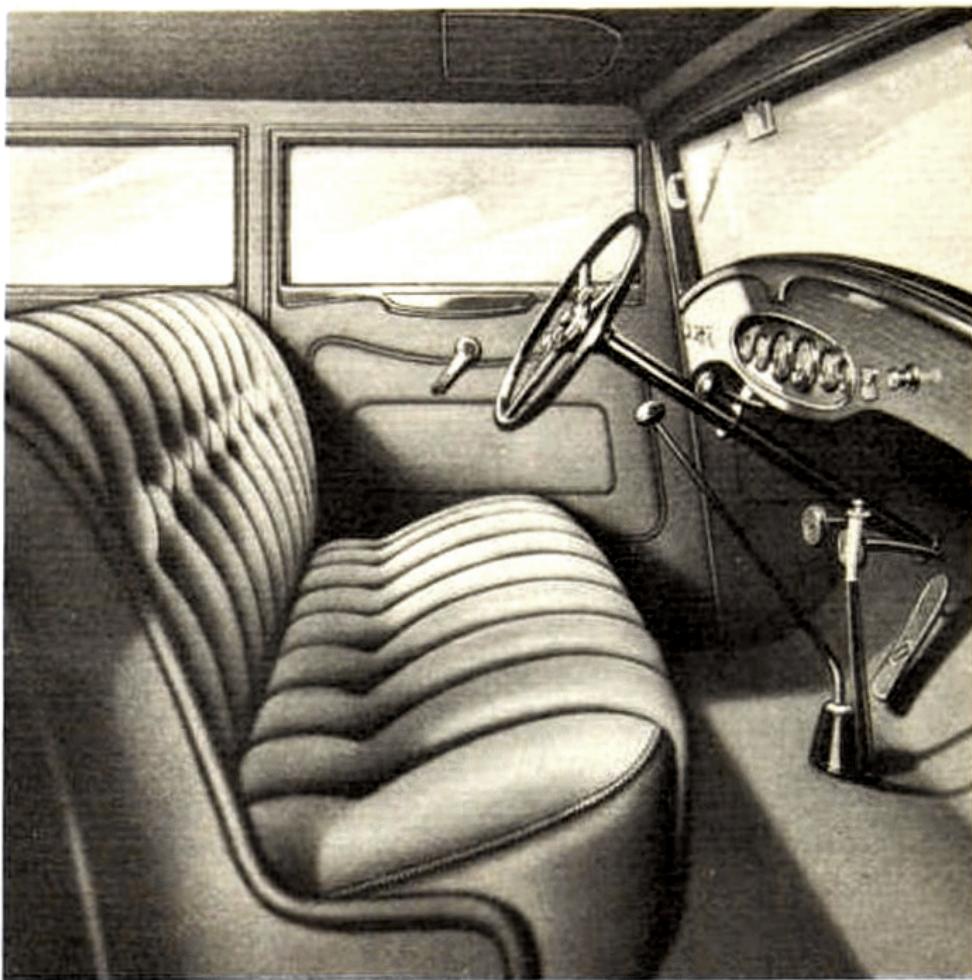
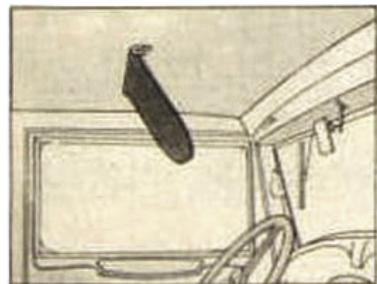


The Studebaker President Eight Limousine has dignity—but no stodginess. Its non-resonant body is quiet beyond belief. Generous chassis length permits a spacious rear compartment with ample knee-room, even when auxiliary seats are raised. Seats are wide—maximum width known in American cars. Lounge-chair ease in the two auxiliary seats. Shatter-proof glass partition, which may be raised or depressed at will, affords full privacy for passengers when desired. Front upholstery is excellent, weather-resistant leather. Chauffeur's telephone is included of course, and foot hassocks, folding center arm rest, silken assist cords, pass-around cigar lighters, vanity cases—every adjunct you would expect in the perfectly appointed limousine.

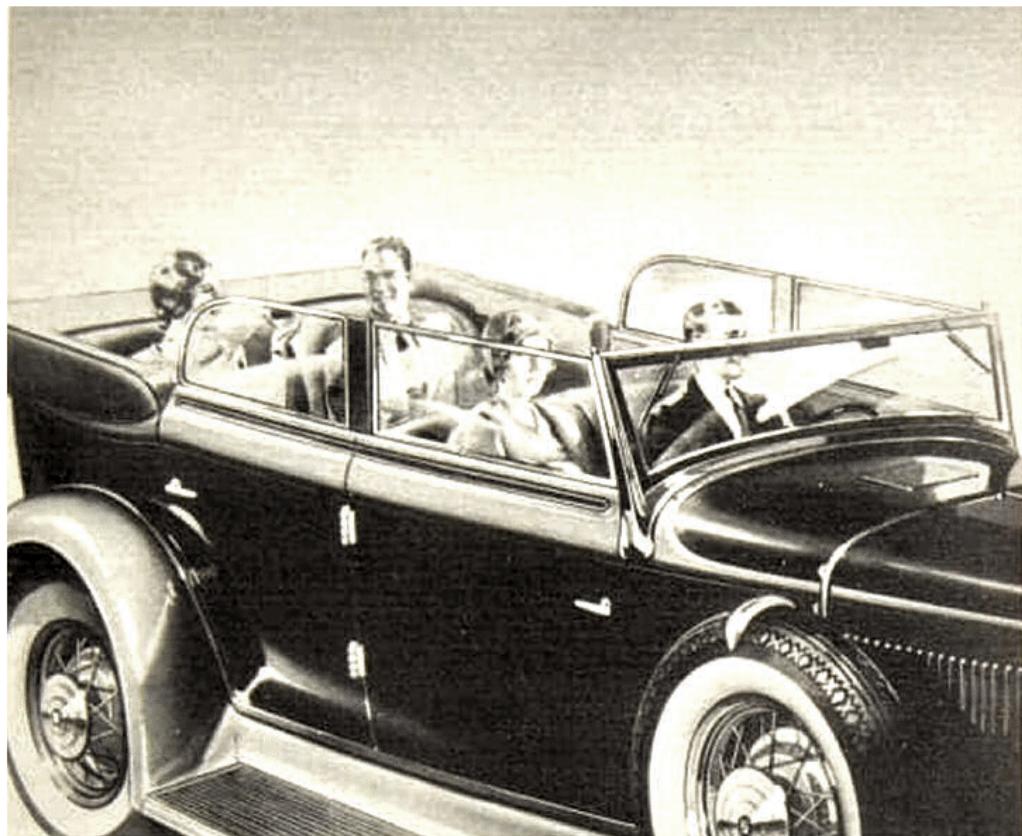




The Studebaker President Eight Sedan for Five stresses comfort and style. Air-curve coachcraft shows to splendid advantage. The widest rear seat built—full room for three big people. The front seat is instantly adjustable to individual preference. Cushions are deep—so fashioned as to provide relaxed ease even on long tours. Wide doors, angled in front compartment—unusually easy to enter. Shatter-proof glass, of course, all around—and armor-steel body—double-drop frame—steel running boards, unprecedentedly



low center of gravity, and many more safety features insure physical comfort and mental relaxation for driver and passengers.



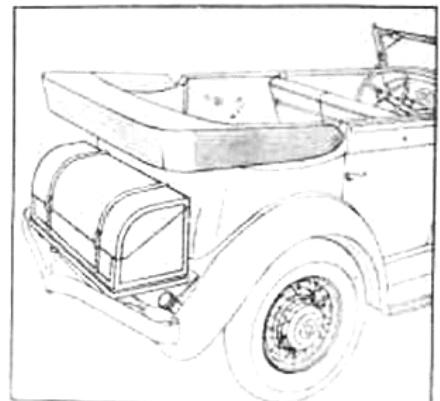
The Studebaker President Eight Convertible Sedan is designed for individuals with distinc-

tive personalities and the feel of youth. It strikes that most subtle and difficult of style notes—impeccable smartness in no wise violating good taste.

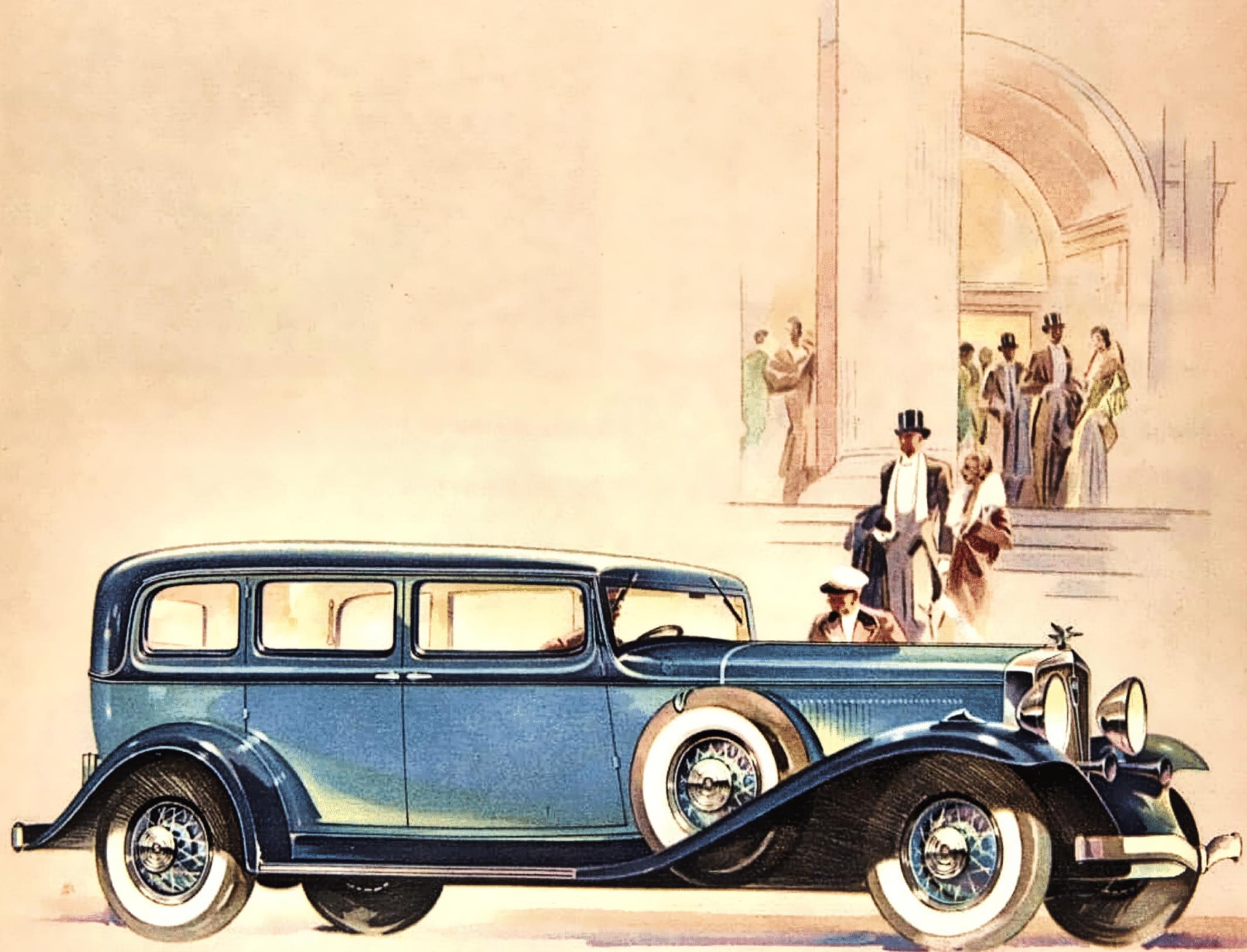
A motor car thoroughly at home in any traffic. Leather upholstery—soft, colorful,

but eminently practical. Side windows, as well as windshield, are of safety glass. As modern as the Rhapsody in Blue. Blood runs faster and you breathe a little deeper with the top flung back and the side shields up. On a rainy day with top up—snug as can be.

A trimly tailored trunk adds finish as well as convenience.

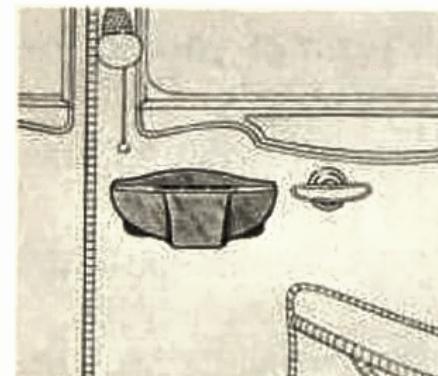






The Studebaker President Eight Seven Passenger Sedan is the natural selection of large families. With the really comfortable folding seats, five grown persons ride restfully in the rear compartment.

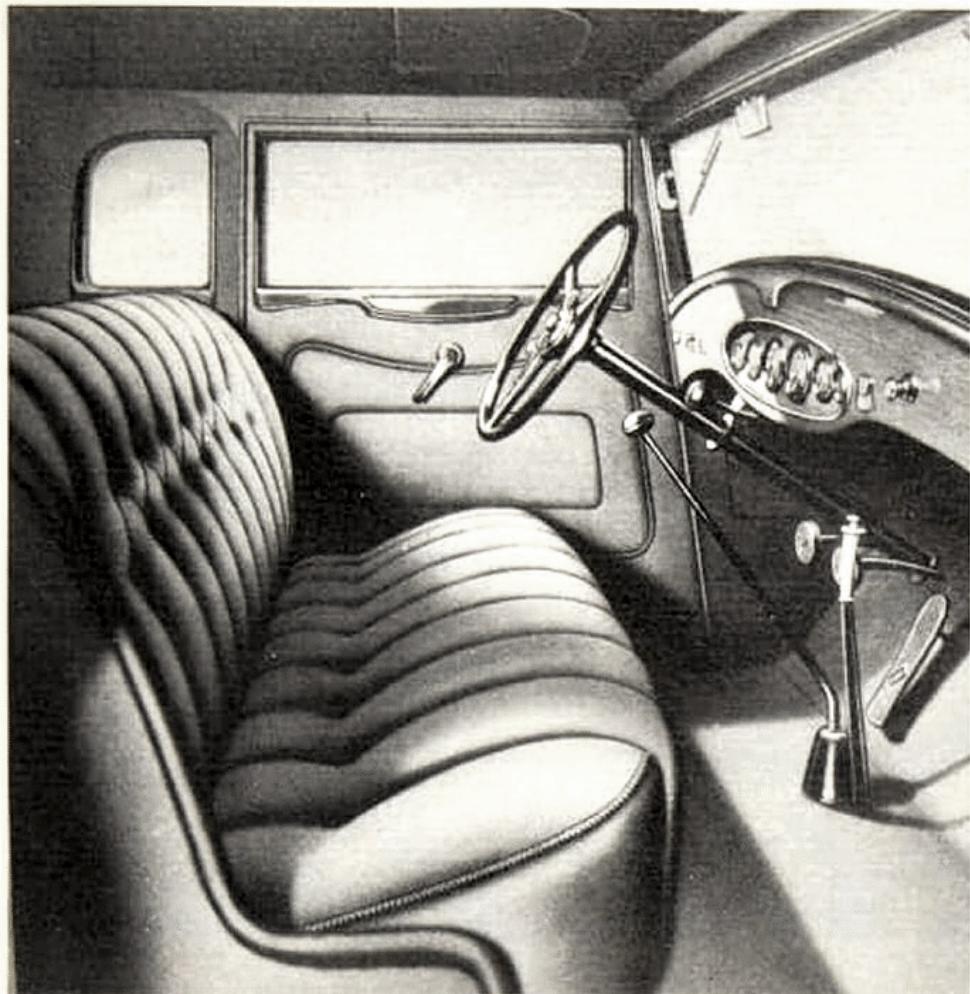
Generous in dimensions—full head-room—yet without the slightest



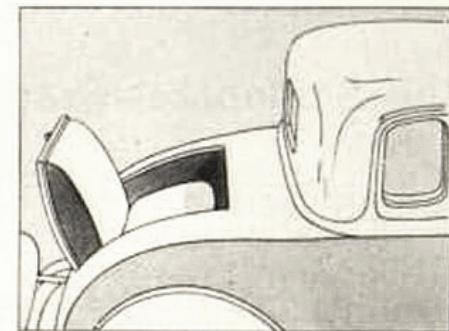
suggestion of bulkiness in outward appearance. Road-steadiness is instantly remarked. Silence of body and chassis is pronounced. You arrive as you set out . . .

relaxed, fresh, at the end of a day. Appointments are unstinted—foot hassocks, center and side arm rests, ash receivers, pass-around lighters, clocks, and many more.

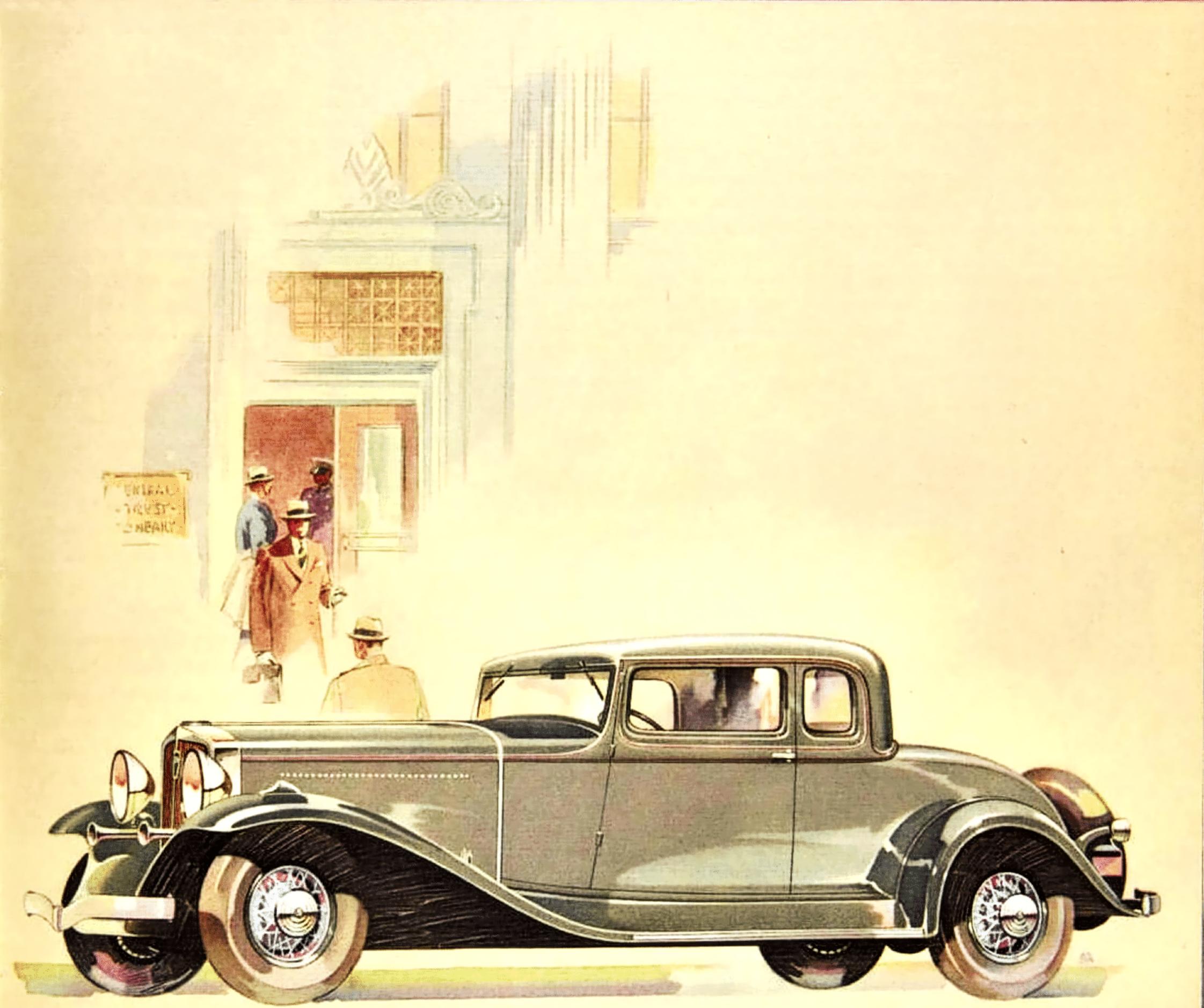


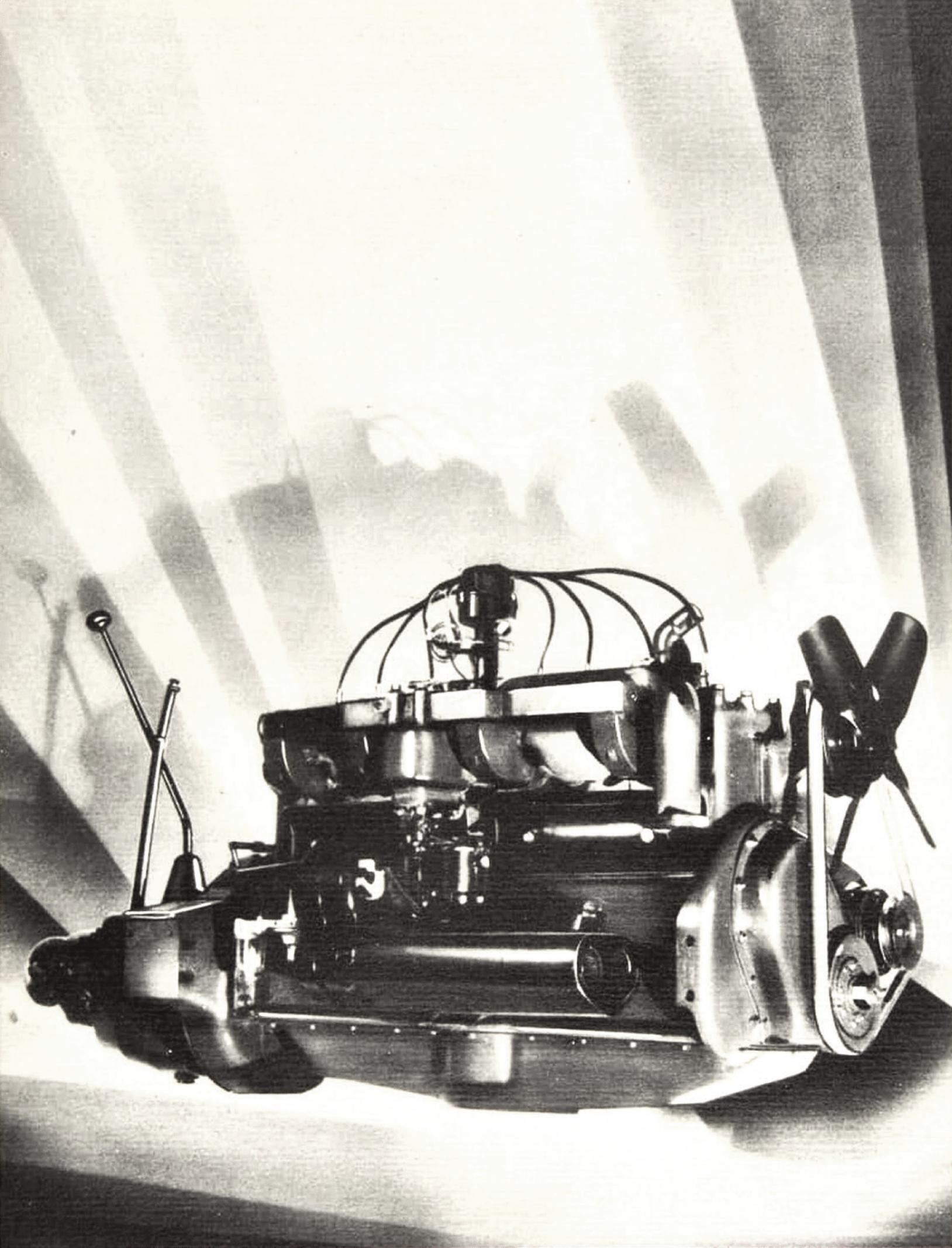


The Studebaker President Eight Coupe is a very mirror of personal preference. It is nimbly restful transport for



two, or four, when business or pleasure beckons. Because it is so delightful to drive, so comfortable to ride in, it will tempt you to far and frequent travel. Its extra wide inside seat will prompt you to invite a third companion, which would mean discomfort in many cars. Its quiet lulls you. It offers all The President's champion speed, all its cradled comfort, all its multiplied safety. All windows, as well as the windshield, are of safety glass. Lowering the rear window brings the extra couple in the wider, deeply cushioned rumble seat, conversationally close to those up front.





POWER PLANT . . . The President Eight is the undisputed stock car champion of the world. Its virtual monopoly of records proves that this 122-horsepower engine has more ability to withstand the punishment of sustained high speeds than any other automobile engine.

VELVET POWER . . . The velvet smoothness of The President's power flow is made even more pronounced by the improved compound vibration damper pioneered by Studebaker, which is effective at all speeds, adjusting itself automatically as the speed of the engine increases.

CUSHIONED POWER . . . In the new President, 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, completely insulating the power plant from the chassis frame.

THERMOSTAT . . . It takes but a few moments for the engine to warm up to efficient operating temperature in cold weather, because a thermostat automatically prevents circulation of the water in the radiator and water jacket until the proper degree of heat is reached.



fuel pump

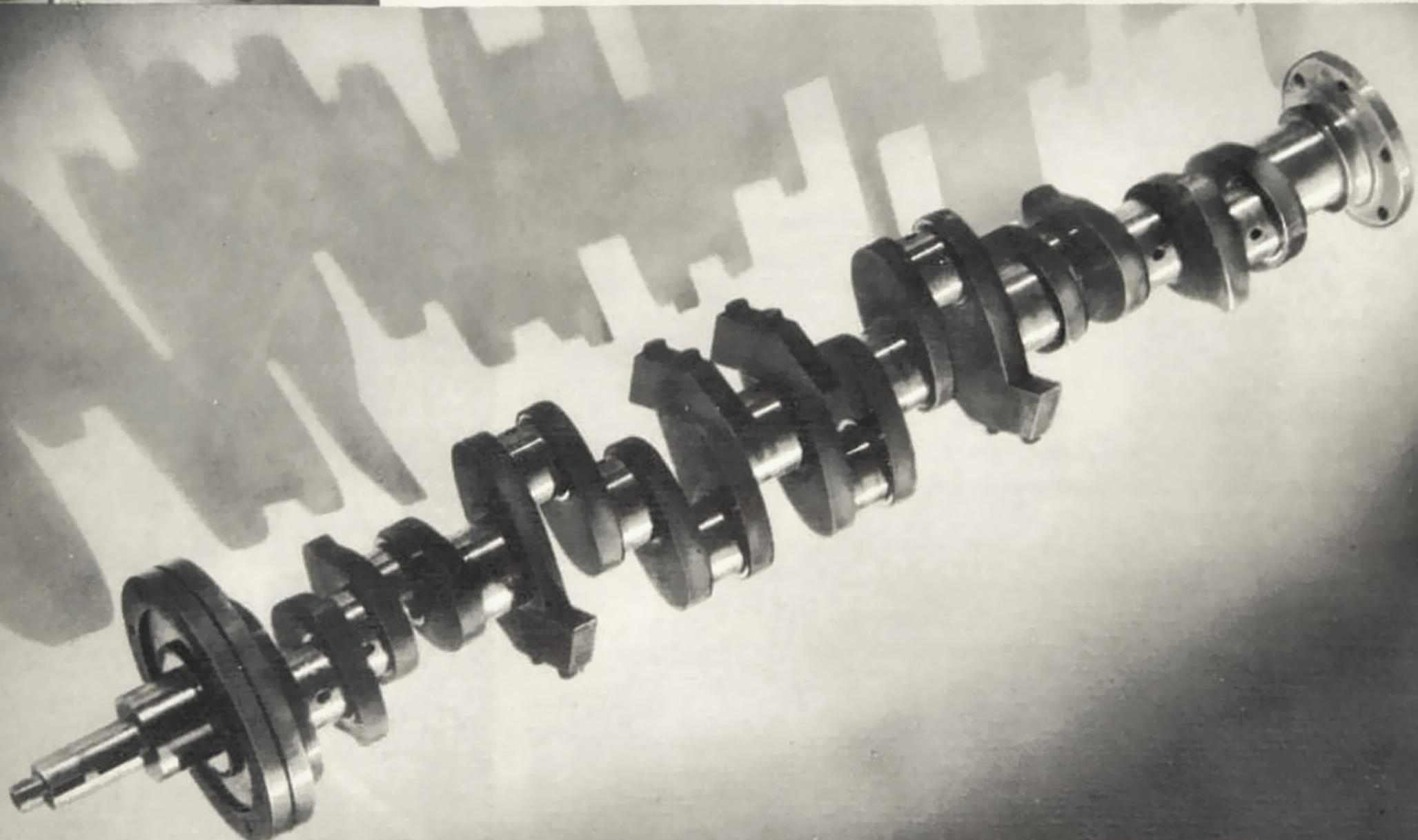
9 BEARING CRANKSHAFT . . . To the layman this may be just another crankshaft; but to the engineer, it is a masterpiece. This nine-bearing crankshaft, fully machined, precisely balanced and counter weighted, is one of the most important reasons for the absence of any discernible "rough spot" or periodic vibration point in the entire power range.

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, they are vastly preferable because they withstand better the heavy bearing stresses of today's high compression engines.

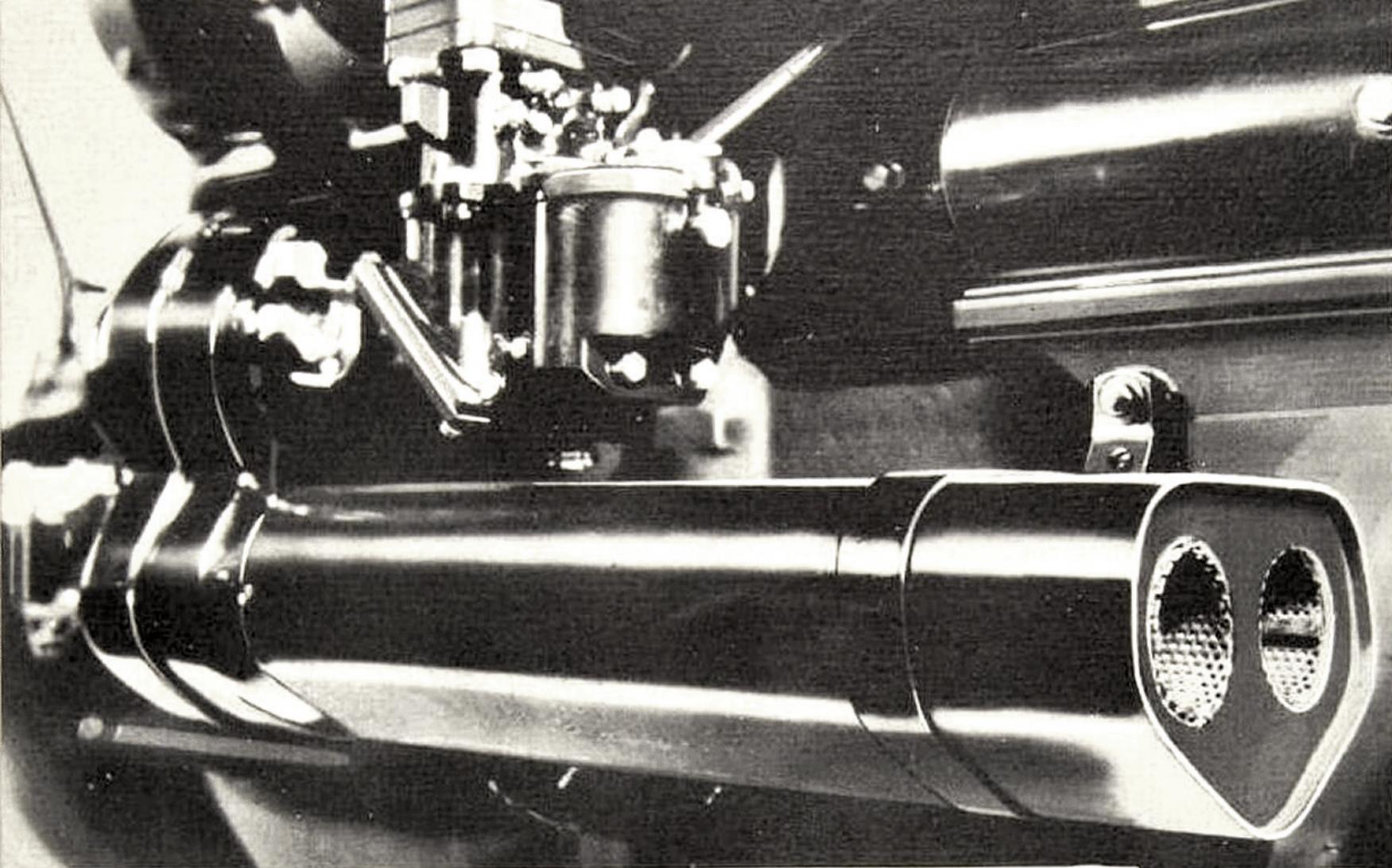
FUEL PUMP . . . At eight or eighty—up hill or down grade—Studebaker power is steady and unfaltering. The fuel pump, pioneered by Studebaker, makes this possible by feeding an uninterrupted flow of gasoline to the motor at any speed—mile after mile.

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

9 bearing crankshaft



carburetor
silencer



AUTOMATIC SPARK CONTROL . . . This new Studebaker vacuum spark adjustment operates automatically whenever the throttle is suddenly opened, retarding the ignition just sufficiently to prevent spark knock, then allowing it to advance to normal position. Brilliantly smooth acceleration is the result.

MOTOR SILENCE . . . Both the air intake and the exhaust—the two principal sources of engine noise—have been silenced by the genius of Studebaker engineers.

ACOUSTIC MUFFLER . . . The full-power muffler, introduced to the world by Studebaker, not only absorbs more than the usual amount of exhaust noise in its acoustically padded walls, but also allows free passage of exhaust gases. Baffle-plates are done away with, eliminating back-pressure, and increasing effective power.

CARBURETOR SILENCER . . . The carburetor silencer, also introduced by Studebaker, and similar in design to the full-power muffler, not only eliminates most of the engine roar, but actually improves performance. Unlike many similar devices, it is effective throughout the power range.

AIR CLEANER . . . The dust-proof filter between the silencer and the carburetor keeps out abrasive dust and grit, increasing the life of the motor.

OIL FILTER . . . The oil filter, another guardian of engine efficiency, continually purifies the motor oil, with the result that it need be changed only at 2,500 mile intervals.

automatic spark control





ball bearing spring shackles and kick shackles

able engagement without the use of supplementary control other than the clutch torsional damper, which eliminates clutch rattles and assures velvet starting.

BALL BEARING SPRING SHACKLES . . . A new degree of riding comfort and chassis silence is attained by ball bearing spring suspension. Each spring end is poised upon ball bearings, sealed in lubricant and need be inspected but once in 20,000 miles.

ROAD SHOCK ELIMINATOR . . . The kick shackle located on the left front spring horn banishes tendency to shimmy and prevents the transmission of shocks from a rough road to the steering wheel.

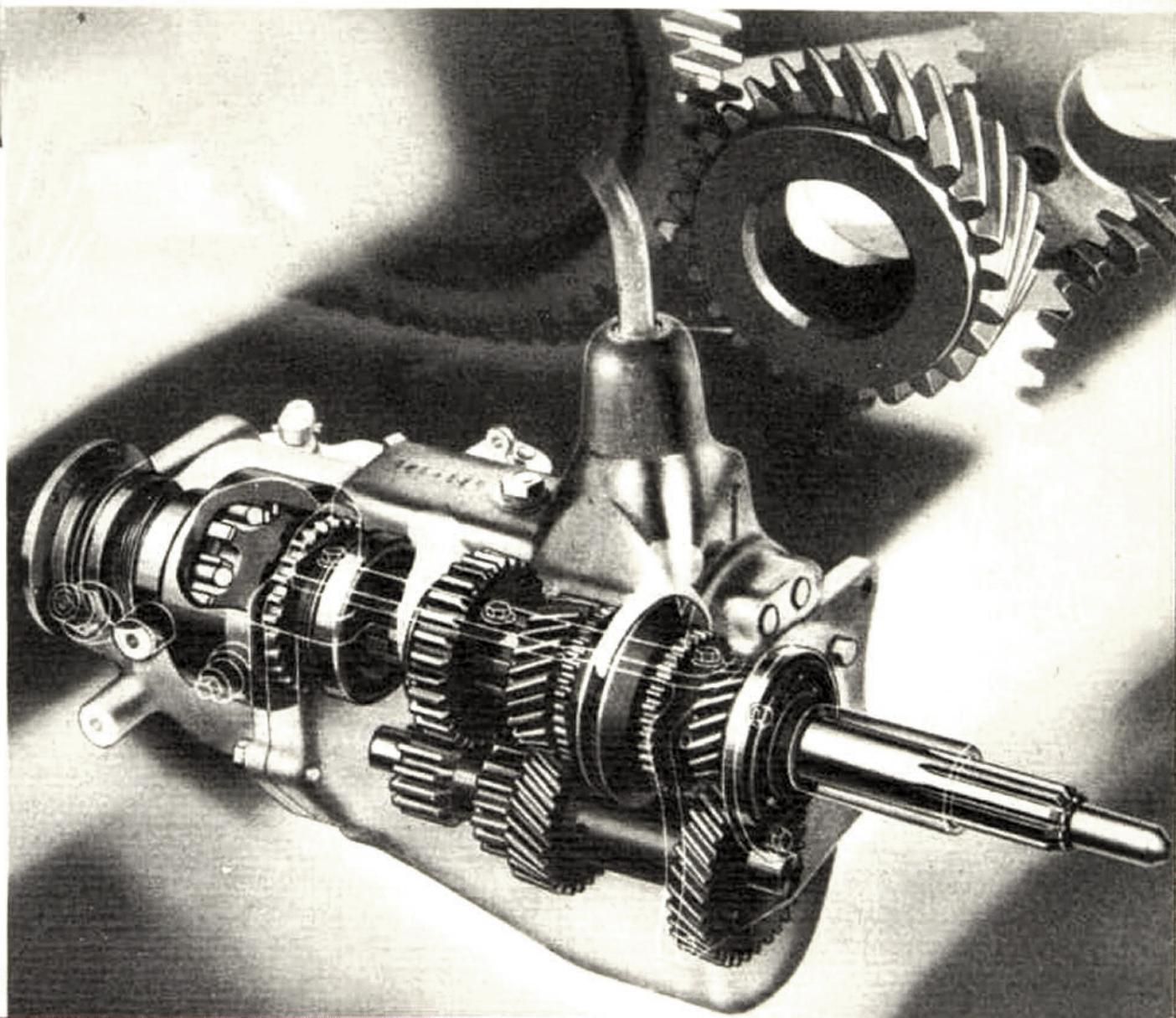
SPRING COVERS . . . Flexible steel spring covers protect the springs of The President Eight from dirt and grit, sealing in the lubricant and needing no attention during the normal life of the car. Spring squeaks are permanently eliminated.

AUTOMATIC RIDE CONTROL . . . Studebaker ride control automatically adjusts itself to absorb the shock. Strike a sudden stretch of rough road—a chuck hole or a railroad crossing—and the automatically controlled shock absorber furnishes Pullman comfort. In addition a thermostatic valve gives you all weather control.

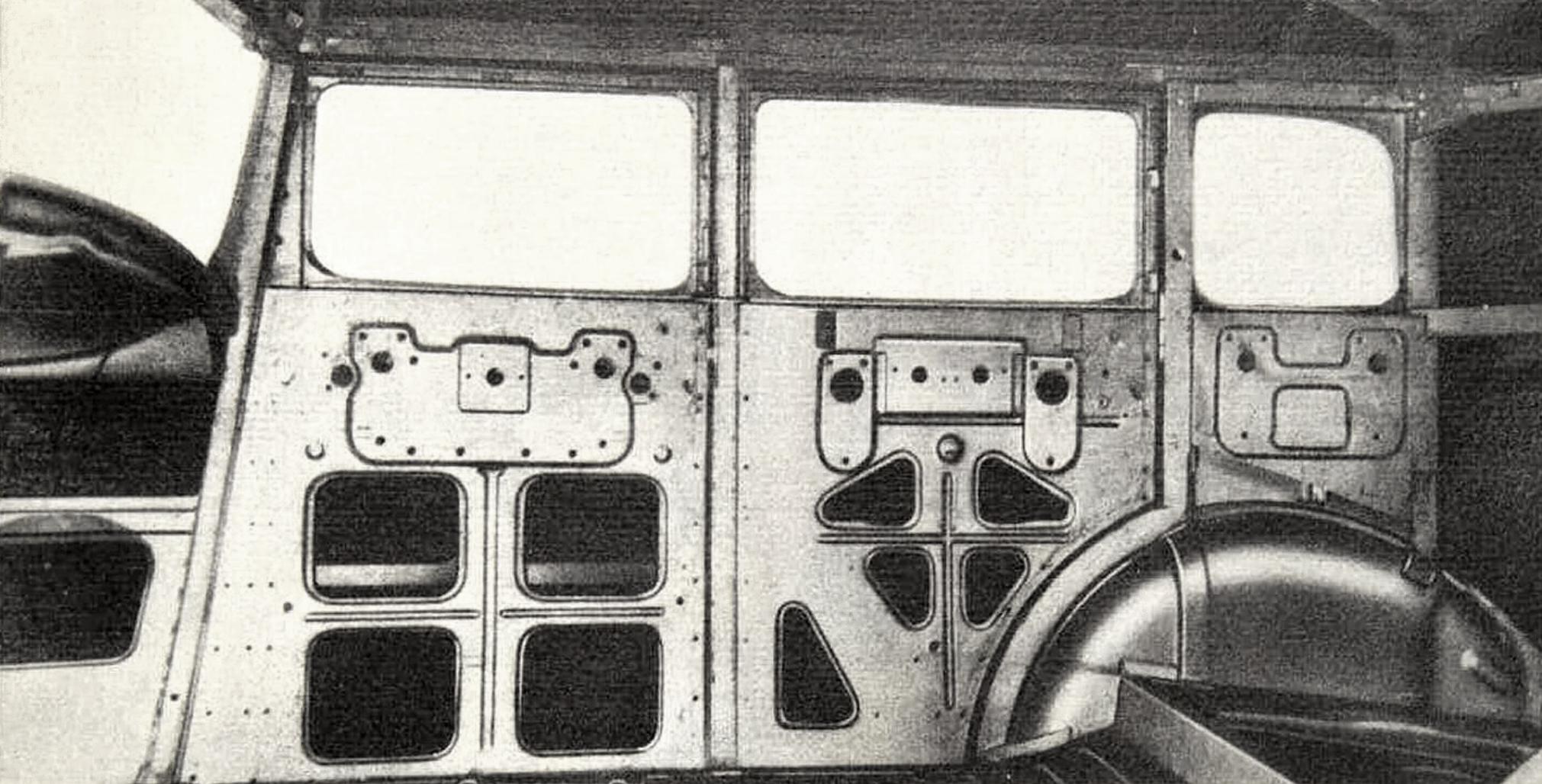
FREE WHEELING PLUS SYNCHRONIZED SHIFTING . . . The combination of 1932 Free Wheeling in all forward speeds, plus synchronized shifting, results in the most obedient, and the simplest car control known. The clutch need be used only when starting from a standstill. Gear shifting is noiseless. Full engine braking power is always available instantly, in all gears and at all road speeds.

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.

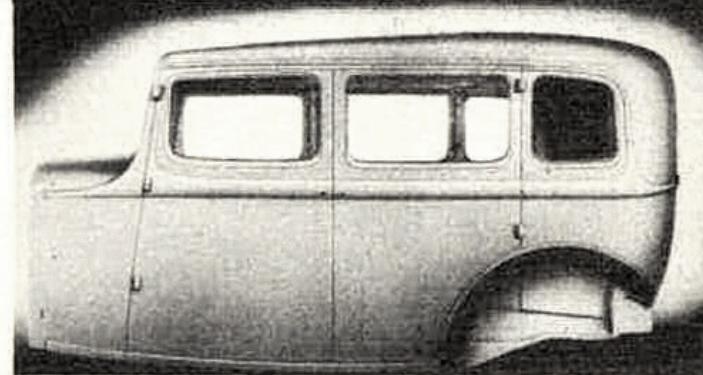
IMPROVED CLUTCH . . . The President's dry disc clutch assures positive, gentle, and reli-



quiet gears



**armor-plated
bodies
electrically
welded**



ARMOR-PLATED BODIES . . . The famous Studebaker armor steel shell electrically welded into a single piece, completely surrounds the frame of selected, pre-seasoned hardwood which is the foundation of The President Eight body. No rivets—no rattles—no squeaks—maximum safety.

STEEL RUNNING BOARD . . . The heavy steel running board, with rubber step-mat vulcanized on steel, adds beauty and is another important safety factor.

NON-RESONANT BODIES . . . Studebaker body engineers have achieved undoubtedly a new degree of quietness. The dash is

insulated on both sides; the floor is insulated with sponge-rubber underneath the carpet. The entire body—roof, sides and rear—is heavily insulated against heat and cold as well as sound. SAFETY GLASS THROUGHOUT . . . In providing safety glass as standard equipment in every window as well as the windshield,

safety glass all around





rubber padded pedals

more exasperating stalling of the engine in traffic. Safety in times of emergency—convenience many times a day.

RUBBER-PADDED PEDALS . . . The new treadle-type accelerator as well as clutch and brake pedals, are rubber-padded. Your shoe never slips from the pedal—an annoying and sometimes dangerous occurrence.

WIDER, LONGER, LOWER BODIES . . . Comfort in The President Eight is enhanced by wider, lower and longer bodies. The rear seat is the widest of all passenger car seats. Added leg-room is gained by longer bodies.

ENTRANCE EASE . . . The new angled wide front doors make entrance and exit unusually convenient, particularly in two-door models.



Studebaker has initiated the biggest and most logical move toward rider safety that could possibly be made. Studebaker is the first car delivering under \$2000 to include this all-important feature at no extra charge.

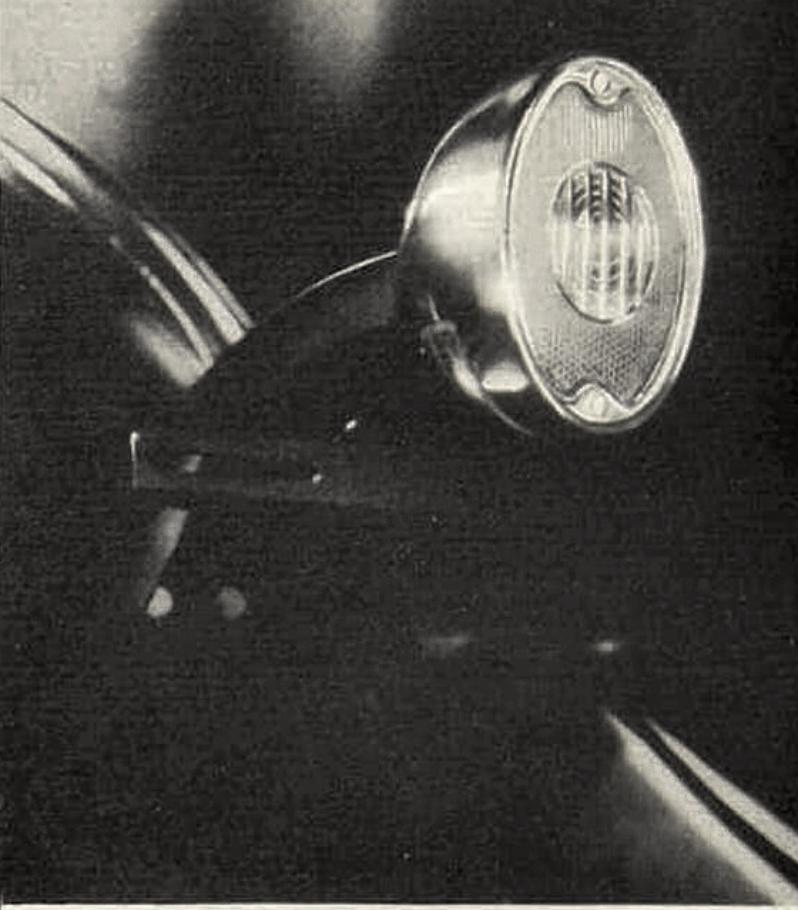
AUTOMATIC STARTING . . . With the Studebaker Automatic Starter, you merely turn the switch key and the motor starts—and keeps on running. No more scuffing or soiling of dainty footwear groping for a hidden starter pedal. No

automatic starting

reflex tail lamp

VASTLY FINER FREE WHEELING . . . Studebaker, pioneer of Free Wheeling, now offers this even finer and more convenient Free Wheeling—in low, intermediate, and high—plus synchronized shifting. To travel in Free Wheeling, simply raise the convenient lever just below the steering wheel, which registers on a dial on the instrument board. The clutch is not needed. To use conventional gear, depress the clutch and lower the lever. An automatic stop prevents pushing the lever down unless the clutch is depressed. This is by far the simplest Free Wheel control yet developed.

AIRPLANE TYPE INSTRUMENTS . . . Instrument dials on The President are of the



new airplane type, affording instant, effortless visibility, day or night. The electric gasoline gauge may be read even with the ignition switch turned off, by merely pressing a small button.

REFLEX TAIL LIGHT . . . even should the bulb fail, the Studebaker's new Reflex Tail Light is self-illuminating, and warns the oncoming driver by reflecting the light of his own car. Whether on or off you are guarded against rear-end collisions.

CONCEALED HOOD LATCH . . . The unsightly hood latch mechanism is now neatly concealed. And a simple, direct pull of two small rings raises the hood.

WIRED FOR RADIO . . . All closed bodies are wired for quick and economical radio installation, thoroughly insulated.

STEERING EASE . . . Delightfully effortless control is a tradition with Studebaker, and

easy steering

one which women drivers are quick to appreciate. Wheels return automatically to straight-ahead position after turning corners.

ADJUSTABLE FRONT SEATS . . . The driving seat of The President 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.

ADJUSTABLE STEERING WHEEL . . . The steering wheel may easily be raised or lowered to suit the personal preference of the driver.

INTERIOR VISOR . . . An adjustable interior visor above the windshield effectively eliminates the glare of sun or headlights. It is folded against the top when not needed.



NEW SAFETY BRAKES . . . Studebaker brakes bring you to a stop quickly, smoothly and without effort. They are of the Duo-Servo single anchor, mechanical type, with cable control. They are extra large, and thickness of lining has been increased to give 50 per cent longer life to these brakes. Two distinct types of linings are employed in each brake, one slightly higher in frictional properties than the other, for added smoothness of application.

adjustable front seats

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.

President

122 HORSEPOWER . . . 135 INCH WHEELBASE

ENGINE . . . Eight cylinders in line, cast en bloc; L head type. Bore, 3½ inches; stroke, 4½ inches; piston displacement, 337 cubic inches. N. A. C. C. horse-power rating, 39.2. Develops 122 horsepower at 3200 R.P.M. Pistons are Bohnalite aluminum alloy with invar strut and split skirt fitted with four rings. Connecting rods drop-forged from selected steel. Heavy drop-forged crankshaft, statically and dynamically balanced and counterweighted. Nine main bearings, steel-backed and babbitt-faced. Improved vibration damper with centrifugal governor provides marked engine smoothness.

Valves: Chrome nickel steel intake; silchrome steel exhaust. The valve spring damper eliminates surge in the valve spring thereby contributing longer life and permitting higher engine speeds without possibility of valve spring breakage. Full-power muffler.

Camshaft: Quiet lift type supported in six bearings, steel-backed, babbitt-faced, pressed into case. Camshaft drive by silent composition gear.

LUBRICATION . . . Full pressure feed to main, connecting rod and camshaft bearings. Connecting rods drilled with bleeder holes, giving spurt of oil on cylinder walls at each revolution. Oil pump with screen filter in crankcase bottom. Oil filter. Crankcase ventilator. Engine oil need be changed only at 2500 mile intervals after first 1,000 miles.

CARBURETION . . . 1½ inch duplex carburetor with silencer. Air cleaner. Manifold heating control for seasonal variations in temperature. Spring loaded semi-automatic choke assures proper passage of air under all conditions. Fuel pump supplies gasoline through filter.

IGNITION . . . Special double breaker distributor mounted in center of cylinder block and driven from oil pump drive shaft. Spark control by full automatic governor plus vacuum control on acceleration and auxiliary manual control on dash. Proper spark position assured, spark knock eliminated.

STARTER . . . Automatic; a turn of the switch key starts the engine. Stalling is prevented.

GASOLINE SYSTEM . . . Fuel pump supplies gasoline to carburetor through filter. Smooth flow of gasoline insured at high speeds or on extreme grades. Electric gasoline gauge on dash. Tank of 20 gallon capacity.

COOLING SYSTEM . . . Centrifugal water pump on left side of cylinder block, driven by coupling

STATE EQUIPMENT

State models include — two spare wheels carried forward in fender wells . . . chromium-plated hollow steel spoke wheels (painted steel spoke wheels or wire wheels may be had if preferred) . . . 2 salon chime horns . . . radiator ornament . . . folding arm rest in rear seat of sedan and limousine.

on generator shaft. New aero-dynamic radiator design with fin and tube type core and high turbulence air deflectors in the grid. Improved fan mounted on adjustable bracket at front of cylinder block. Thermostat in cylinder head controls operating temperatures.

CLUTCH . . . Single disc, dry plate. Torsional damper eliminates vibration and noise.

TRANSMISSION . . . FreeWheel, selective type through helical gears with synchro-shift between second and high. Mounted in unit with engine. Standard shift; Three speeds forward, one reverse. 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 just below steering wheel. Interlock prevents shifting from Free Wheel to conventional positions without use of clutch. Dial on dash registers "Free Wheeling" when in use and "Conventional" when locked out. Main shaft mounted on ball bearings.

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

DRIVE . . . Hotchkiss type. Balanced tubular propeller shaft.

SPRINGS . . . Semi-elliptic front and rear. Ball bearing spring shackles eliminate squeaks, rattles and adjustments, and need inspection only at 20,000 mile intervals. Metal spring covers keep out dirt and keep lubricant in for life of car. Hydraulic shock absorbers: double acting type, front and rear.

NEW RIDE CONTROL . . . New ride control, an exclusive Studebaker feature, automatically adjusts absorbers for temperature and changing road conditions.

BRAKES . . . Duo-Servo, two shoe mechanical, four-wheel brakes with cable control. Internal expanding type with ¾ inch moulded lining. Brake drums, 15½ inches in diameter, 2½ inches wide.

STEERING GEAR . . . Cam and lever type 20:1 reduction. Kick shackle on left front spring horn prevents shimmy and transmission of road shocks to steering wheel. Timken roller bearings on steering pivots facilitate ease of steering. Thin grip, three-spoke, non-breakable steering wheel of steel and rubber.

FRAME . . . Rigid pressed steel of double-drop construction. Narrow at front to allow short turning radius. Braced by five sturdy cross members.

WHEELS . . . Five wire wheels standard. Six wire or steel spoke wheels standard on all State models. Drop center, true running type.

TIRES . . . Six ply full balloon; size 18x6:50.

BODY . . . Full vision; armored-steel on base of selected hardwood. Aero-dynamic design with slanting no-glare windshield; safety glass in doors, windows and windshield of all models. All bodies are heavily insulated against noise and temperature variations; closed models are wired and tested for radio.

REFINEMENTS . . . Form-fitting seats built high for shoulder support; upholstered arm rests in rear seats. Center folding arm rest in State Sedan and Limousine; cowl and door pockets. Foot rest in five passenger Sedan; upholstered hassocks in seven passenger Sedan and Limousine. Bright nickel hardware. Toggle grips in all State models; dual ash receivers in all closed Sedans and St. Regis Brougham. Treadle type accelerator. Adjustable steering column and foot pedals. Adjustable front seat in closed models and Convertible Roadster. Clock in all models.

LIGHTS . . . Twin beam chrome-plated ovaloid headlamps and fender lamps. Instrument board indirectly lighted for clear visibility. Rear traffic signal light on left rear fender of reflex type which is visible even when not lighted.

EQUIPMENT . . . Two automatic windshield wipers, rear vision mirror, speedometer, electric clock, electric fuel gauge, engine thermometer, oil pressure gauge and ammeter, Airplane type instruments. Adjustable sun visor. Luggage grid on State Sedans; trunk on St. Regis Brougham and Convertible Sedan. Twin chime horns on State models.

