

STUDEBAKER
Motor Cars



STUDEBAKER

Motor Cars

The PRESIDENT EIGHT

Sedan for five
State Sedan for five
Sedan for seven
State Sedan for seven
State Limousine
for seven



The DICTATOR

Sedan for five
Royal Sedan for five
Royal Victoria for four
Coupe for two
Royal Coupe for four
Roadster for four
Royal Tourer for five
Royal Tourer for seven

The COMMANDER

Sedan for five
Regal Sedan for five
Victoria for four
Regal Victoria for four
Regal Coupe for four
Coupe for two
Regal Roadster for four

THE STUDEBAKER CORPORATION OF AMERICA

South Bend, Indiana, U.S.A.



—an 800-acre
“outdoor laboratory”
where
Studebaker
engineers separate
facts from opinions

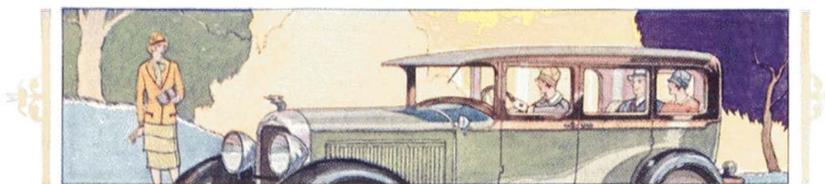
STUDEBAKER
MILLION DOLLAR
PROVING GROUND

*T*WELVE miles from the great Studebaker plants at South Bend, Indiana, is a million-dollar Proving Ground—a great 800-acre “outdoor laboratory”—for testing every phase of Studebaker performance. Here every conceivable type of road condition is found—grades varying from 0 to 26%, rutted roads, gravel roads, concrete highway—even old-fashioned mud roads. There is also a three-mile speedbowl.

Here every Studebaker test car under-

goes months of the most rigorous proving under practical road conditions such as may be met with anywhere in the world. Testing engineers with delicate instruments record every phase of the car's performance, including acceleration, hill-climbing ability, speed, economy, ease of steering, cooling, braking, etc.

Before any change is made in Studebaker design—before any improvement is added, it must first prove its merit on the Studebaker Proving Ground.



STUDEBAKER — *The Great Independent*

FOR 76 years the name and products of Studebaker have stood for the highest ideals of American industry. It is a name known and respected in every civilized country. Its motor cars are today as much at home on the trackless wastes of the African veldt as on the smartest boulevards of America or Continental Europe.

Today, Studebaker is the second largest independent automobile manufacturer in the world, with \$105,000,000 in plant facilities and working capital. A great independent manufacturer of motor cars, Studebaker's resources in plants, laboratories and proving ground enable it to produce automobiles as economically as any manufacturer and decidedly more economically than most companies.

Because Studebaker builds bodies, engines and chassis for Studebaker cars, profits of outside manufacturers are reduced to a minimum. These savings are passed on to the purchaser in higher quality materials and the highest type of precision workmanship—at a low One-Profit price.

The dependability and brilliant performance for which Studebaker cars are noted are directly traceable to the engineering genius behind them. Headed by D. G. Roos, formerly of Pierce-Arrow, Locomobile and Marmon, Studebaker's engineering staff leads the industry in point of actual achievement.

Engineering Genius Behind Every Studebaker

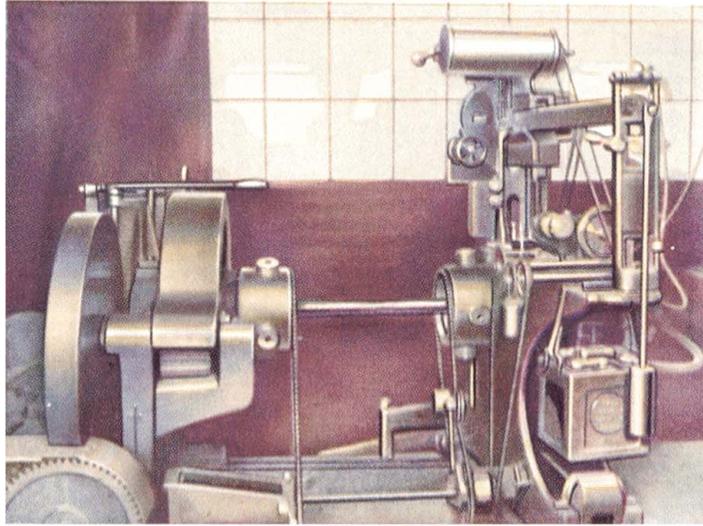
It is the work of genius to produce such a car as the Studebaker Commander—World's Champion Car — which traveled 25,000 miles in less than 23,000 minutes. *Nothing else on earth ever traveled so far so fast!*

It takes genius to increase the horsepower of an automobile from 45 to 70—without enlarging its engine—with greater economy of gasoline—and without increasing its price. This was a recent achievement of Studebaker engineers in the new Dictator.

It requires genius, too, to build a car of such masterful performance and



"Men who are never satisfied"—a title expressive of the tireless research employed by Studebaker's brilliant engineering and research staff in perfecting Studebaker motor cars.



Here, a Studebaker rear axle is being subjected to a laboratory test far more strenuous than will ever be encountered in actual use—a 33,000 inch-pound twist administered by a powerful machine. Axles are chosen at random and subjected to this test to make sure that they measure up to Studebaker's high standards.

beauty as the new President Eight—at a price less than \$2000.

During the past three years Studebaker engineers have adopted such advancements of design as the magazine lubricating system; thermostatic cooling system; no-draft ventilating windshield; engine thermometer on dash; full-vision welded steel bodies; coincidental lock to steering and ignition, etc. Some of these improvements which were pioneered by Studebaker are still exclusive Studebaker features.

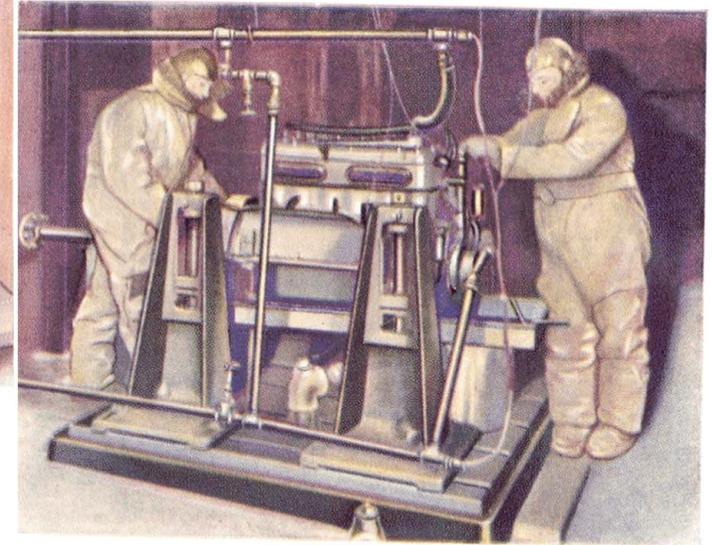
40-Mile Speed—Even When NEW

Two great advances in the science of automotive engineering have been brought forth by Studebaker engineers within recent months. First, all Studebakers can now be driven 40-miles-an-hour the day of delivery. Only cars embodying the

most advanced engineering—built from the highest quality materials with precision workmanship—subject to constant, rigid inspections—can be driven *when new* at 40-mile speed without injury to the motor. A car built to such high standards will last longer and cost less to maintain than ordinary cars.



This "fadeometer" duplicates the effect of extreme heat and cold, the sun's ultra-violet rays and rain on lacquers, top material and upholstery used in Studebaker cars.



From Halifax to Hades—in this "cold room." To determine the effect of different temperatures on Studebaker engine operation, Studebaker engineers here can run the temperature to 40 below zero or up to 120 degrees above.

Second, change of engine oil and chassis lubrication are now necessary but once every 2500 miles. This radical betterment has been achieved through the design of a highly efficient oil filtration system, thermostatic engine heat control, crank-case ventilation, and a magazine lubrication system.

Spending Millions to Make Sure

Studebaker does not ask its prospective owners to purchase cars that are in an experimental state of development. It spends hundreds of thousands of dollars to make sure that

every model is absolutely sound in design—that every model is sturdily and ruggedly built to deliver trouble-free transportation not for a few months, not for a year or so, but for many years.

Studebaker provides its engineering and research staff with the most complete facilities that money can buy. In Studebaker's laboratories technicians test all raw materials. Over the roads and grades of Studebaker's million-dollar proving ground, Studebaker (and Erskine) models are driven in extended tests of speed and mechanical endurance. Under the direction of Research Engineer W. S. James, former section chief of the U. S. Bureau of Standards, Studebaker's Research Department is engaged in the constant task of separating facts from opinions. No change in design is permitted until such change has received the acid test in Studebaker laboratories and on the proving ground. The result is assured satisfaction and dependable service to every Studebaker purchaser.

Records of Brilliant Performance

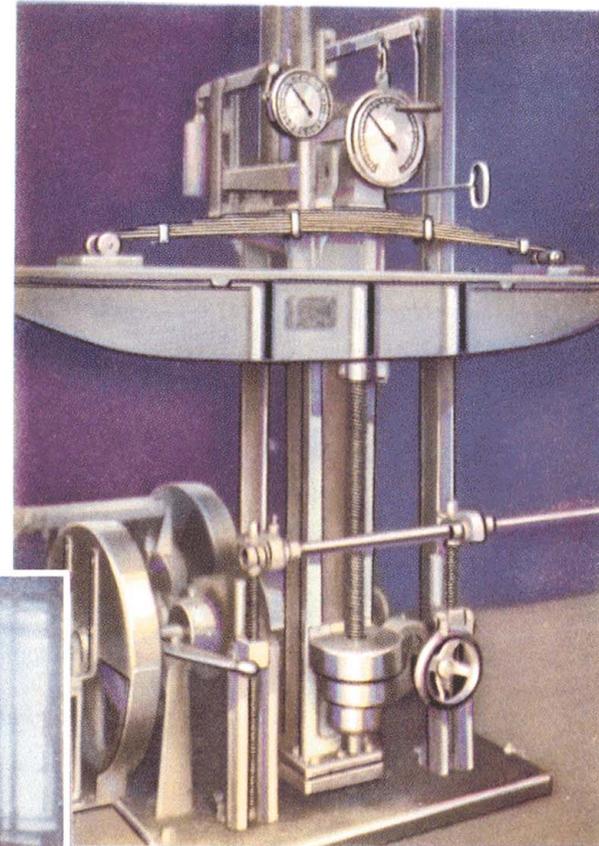
To demonstrate and prove publicly that Studebaker cars are superior in endurance and speed, Studebaker engineers recently subjected various models to test races against time and distance.

In September, 1927, a stock model Studebaker Commander Sedan established a new transcontinental record from New York City to San Francisco Bay. Its time of 77 hours and 40 minutes beat the previous record (held by an open car selling for \$1000 more) by 2 hours and 20 minutes!

Between Oct. 18-Nov. 4, 1927, the Commander established a World's Record for automobiles of any kind at the Atlantic City

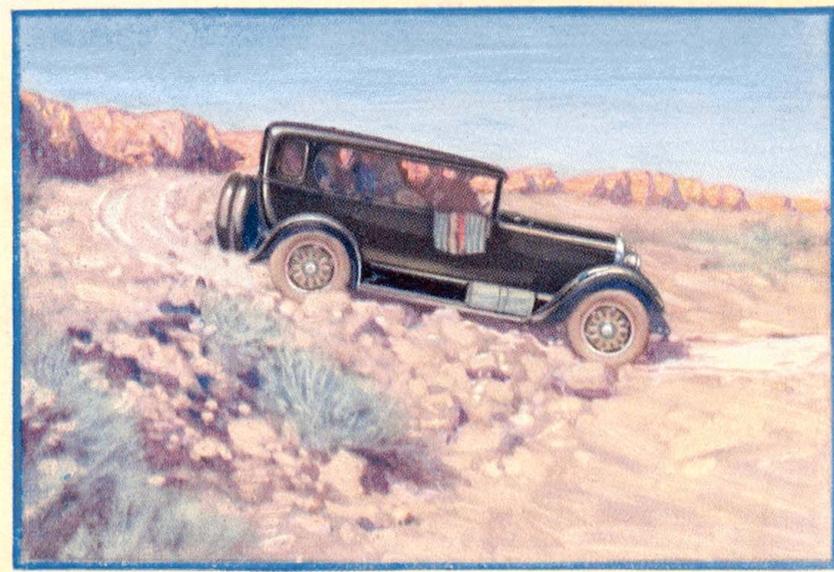
(RIGHT) *This ingenious spring-testing device reproduces conditions met on rough and undulatory roads. Hour after hour test springs are subjected to this rigorous action to determine the resiliency and rigidity of Studebaker springs.*

(BELOW) *The Brinnell test determines the hardness of steel with positive accuracy. A small steel ball is forced against the surface of the part to be tested, under intense pressure. The diameter of the indentation indicates the hardness. Too large—too soft. Too small—too brittle. In either case it is rejected.*



Speedway, by running 25,000 miles in 22,968 minutes. Nothing else has ever before traveled so far so fast. With these and other records listed in the chart (page 7), the Commander now holds the title of "World's Champion Car."

In all, the Commander has established 50 speed and endurance records—all made under the sanction and supervision of the Contest Board of the Amer-



Over the burning wastes of the Sinai desert, from Jerusalem to Cairo, this sturdy Studebaker pioneered a new route in 1926—a reliability test strenuous as it was hazardous.

ican Automobile Association. The Commander now holds all the highest speed and endurance records (from 1 mile to 25,000 miles) for stock cars, regardless of power or price. No other automobile has ever held *all* of these records at one time.

In 61 nation-wide economy tests the Commander established an average of $17\frac{1}{4}$ miles to the gallon as proof of its economy of operation. These tests, made under the supervision of motor club officials and newspaper men, were carried out over every conceivable type of road and grade. They offer practical proof of the Commander's economy in daily service.

Studebaker's new Dictator has proved itself a champion also. On October 10-11, 1927, a stock Dictator sedan went 1483 miles in 24 consecutive hours of running—an average speed of better than a mile a minute! This established a new record for stock cars selling under \$1400.

Brilliant and interesting as are these records of performance, there is another part of the story of Studebaker dependability which comes even closer to the hearts of admirers of these great cars—their records in the hands of owners. Nearly one thousand Studebaker owners have driven their cars in excess of 100,000 miles. Authentic reports show that several owners have even gone 500,000 miles in a Studebaker.

Advantages of 100,000-mile Stamina

You may never demand 100,000 miles of service from the car you drive. But the fact that Studebaker cars are capable of giving such super-mileage proves their complete dependability and economy in every-day service. It also offers proof of the low depreciation of Studebaker cars.

Studebaker cars are so soundly designed and so ruggedly built that factory repair parts sales during 1927 amounted to less than \$9 per car in operation. This included all cars in service—even the oldest.



(ABOVE) Ab Jenkins and the Commander which he drove in September, 1927, in breaking all coast-to-coast records—New York Harbor to San Francisco Bay in 77 hours and 40 minutes.

(RIGHT) In Australia, Studebakers have been chosen for long-distance transport duty because of their ability to do the seemingly impossible. This Studebaker tourer is fording one of the many rivers that must be crossed during the regular scheduled Studebaker motor trips across the continent.



STUDEBAKER-ERSKINE SIX

Performance Records Set During 1927 — The Year of Studebaker's 75th Anniversary

Official Records Held by The Studebaker Commander Compared with Previous Records

MILES	STUDEBAKER COMMANDER MILES PER HOUR	PREVIOUS RECORD MILES PER HOUR
5	80.454	73.9766
10	80.694	74.4524
50	80.652	75.427
100	81.103	76.111
500	79.614	75.138
1000	75.365	70.310
2000	73.349	70.084
3000	65.92	65.523
4000	65.77	64.391
5000	65.79	63.695
6000	65.90	63.004
7000	65.87	63.272
8000	65.86	63.415
9000	65.81	62.896
10000	65.82	63.302
11000	65.87	62.720
12000	65.89	63.058
13000	65.83	62.958
14000	65.81	61.661
15000	65.73	61.377
16000	65.75	*
17000	65.75	*
18000	65.74	*
19000	65.57	*
20000	65.48	*
21000	65.52	*
22000	65.51	*
23000	65.44	*
24000	65.44	*
25000	65.31	*

HOURS	STUDEBAKER COMMANDER MILES PER HOUR	PREVIOUS RECORD MILES PER HOUR
1	81.103	75.747
3	80.391	75.444
6	79.409	74.803
12	75.136	69.95
24	75.623	71.329
48	65.97	65.735
72	65.79	64.247
96	65.94	63.043
120	65.87	63.363
144	65.80	62.934
168	65.88	62.550
192	65.84	63.039
216	65.81	61.917
240	65.74	61.416
264	65.74	*
288	65.56	*
312	65.51	*
336	65.51	*
360	65.48	*
384	61.98	*

*NO PREVIOUS RECORD.

Other Commander Records

October 18-November 4. Atlantic City Speedway, under supervision American Automobile Association, 2 Roadsters made 25,000 miles in 22,968 consecutive minutes each—a Sedan 25,000 miles in 24,200 minutes. Nothing else on earth ever went so far so fast.

During October and November Commander wins all the highest endurance and speed records for fully-equipped stock cars, regardless of power or price.

Sept. 5. Sport Roadster climbs to top of Pike's Peak in 22 minutes, 47 seconds — a feat never equaled by any car in its class.

Sept. 5. Sport Roadsters finish first and second in 75-mile stock car race at Atlantic City for six-cylinder cars selling for less than \$2,000.

Sept. 2. Fully-equipped Sedan, driven by Ab Jenkins, sets new transcontinental road record from New York to San Francisco Bay, 77 hours, 40 minutes.

July 9. New record from Cordoba, Argentina, to Buenos Aires—468.7 miles through heavy mud, 15 hours, 11 minutes.

May 12. Won Royal Automobile Club of Egypt Challenge Trophy from 12 competitors by making one kilometer from standing start in $46\frac{1}{8}$ seconds.

May 4. New record, Kansas City to St. Louis and return. Average speed, 51.35 miles per hour for 524 miles, 400 miles in rain.

April 5. Culver City, Calif., 5,000 miles in 4,909 minutes.

Feb.-March. Average of $17\frac{1}{4}$ miles to the gallon of gasoline in 61 official tests.

Official Records Held by The Studebaker Dictator

—Unequaled by Any Stock Car
Selling for Less Than \$1400

MILES	STUDEBAKER DICTATOR MILES PER HOUR
5	59.543
10	60.140
50	61.497
100	61.831
500	61.687
1000	61.498

HOURS	STUDEBAKER DICTATOR MILES PER HOUR
1	61.656
3	61.582
6	61.458
12	61.989
24	61.795

Other Dictator Records

Oct. 10-11. Two fully-equipped enclosed Dictators—a Sedan and a Coupe—both averaged more than a mile a minute for 24 hours in tests held at Atlantic City under the supervision of The American Automobile Assn., a feat never equaled by any stock car selling for less than \$1,400.

At the end of 24 hours Sedan had covered 1483 miles at an average of 61.79 miles per hour.

At the end of 24 hours Coupe had covered 1481 miles at an average of 61.73 miles per hour.

Mid-Year, 1927. Four Dictators awarded team prize and individual gold medals in Eindhoven (Holland)—Paris Reliability Run.

Oct. 24, 1926. First prize in its class in Moran Standard Race, Buenos Aires, Argentina.

Official Records Held by The Erskine Six

—Unequaled by Any Stock Car
Selling for Less Than \$1000

MILES	ERSKINE SIX MILES PER HOUR
5	57.307
10	57.207
50	56.168
100	55.590
500	51.383
1000	53.227

HOURS	ERSKINE SIX MILES PER HOUR
1	56.194
3	53.759
6	52.056
12	52.970
24	54.104

Other Erskine Records

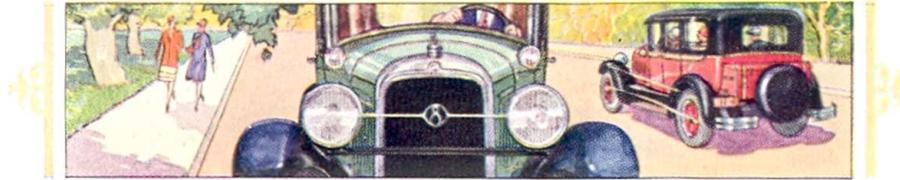
Oct. 12-13. Sedan set new record for stock cars listing under \$1,000 by averaging 54.10 miles per hour for 24 hours in tests at Atlantic City under supervision of American Automobile Assn.

Oct. 6. Tourer set new record from Sao Paulo to Rio de Janeiro, Brazil, 382.5 miles in 10 hours, 17 minutes—cutting down fastest time of limited trains by nearly two hours. A third of the route is a trail of the poorest kind.

Aug. 14. Sedan completed 401 miles over five of highest Sierra mountain passes in elapsed time 17 hours, 39 minutes.

July 24. Tourer only car to successfully complete all 12 trials. Driving Tournament at Hamburg, Germany.

July 20. Sedan set new record from Santa Fe to Buenos Aires, Argentina, 347.5 miles.



The Studebaker President

STUDEBAKER presents its latest engineering triumph and contribution to the art of fine car building in the new President Straight Eight—the result of two years' development in Studebaker laboratories and on the roads of its million dollar proving ground. You will find it a car fully qualified to carry on Studebaker's 76-year-old tradition of quality—the final word in a fine car for the man whose word is final!

The new President Straight Eight develops 100 brake horsepower. No car equaling it in rated horsepower (according to ratings of the National Automobile Chamber of Commerce and the Society of Automotive Engineers) sells for less than double its price. So much value has thus been built into the President Eight that it can only be compared with cars selling for \$4,000 and upward.

80 Miles Per Hour!

In answer to the present demand, the new President was designed to supply great speed *with safety*. It will produce 80 miles an hour.

Though this new President Eight is a big car—big in power, big in wheelbase (131 inches)—it is a remarkably easy car to drive. Women take its wheel with the utmost confidence, so docile and responsive is it even to a feminine hand. Brake action is positive and instant. Gears shift smoothly—quietly. Steers with a feather-

weight touch. Acceleration is smooth and perfectly paced.

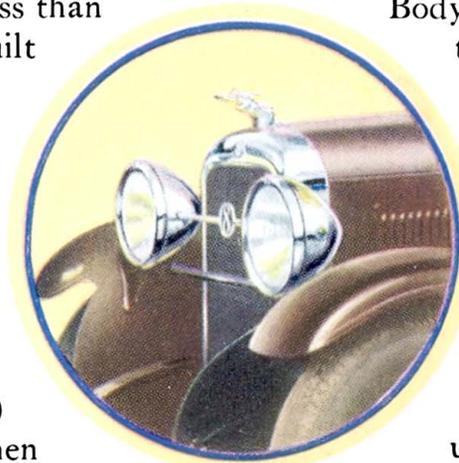
Advanced elements for safety are incorporated in the new President Eight. Bodies are full-vision welded steel, giving a degree of safety and durability comparable to the steel railroad coach or ocean liner. An exceptionally low center of gravity contributes to the marked roadability of this new President, the frame being but 21¼ inches from the road. A vital factor of safety is found in the positive control of its Amplified-Action 4-wheel brakes which automatically multiply pedal pressure into a powerful braking action.

Body lines of the new President Eight flow in uninterrupted beauty from radiator to back. Its full crown fenders are the embodiment of grace. No handsomer car ever graced the boulevards—a car of impressive beauty and dignity!

Unexcelled Comfort

Interiors are roomy and luxurious. Hydraulic shock absorbers, in combination with five-foot rear springs, give floating smoothness to the car. Double decked pillow springs, heavily upholstered, add further comfort.

The instrument board and door panels are finished in walnut or two-tone lacquer to harmonize with exterior finish. All interior fittings are in complete color harmony with the tones of the



Poised in eager flight—the shining figure of Atalanta, the fair, fleet princess of mythology—symbol of the beauty and speed that is Studebaker.

upholstery. Hardware is of engraved silver, jeweler finish. Silk curtains and assist cords add to the wealth of appointment. Seats are upholstered in rich, two-tone Broadcloth or two-tone mohair. Carpeting is of heavy Wilton velvet.

Advanced Design

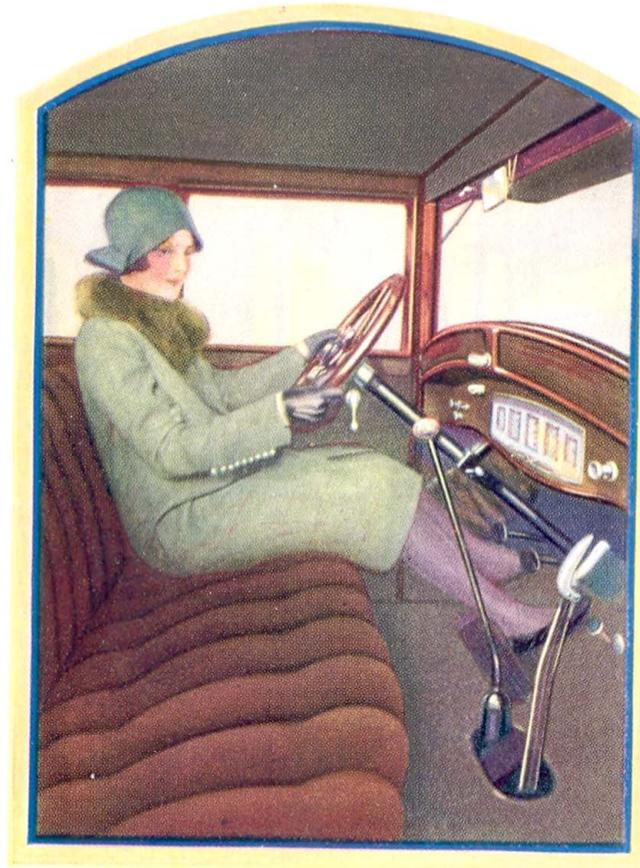
The extent to which the design of the new President Eight anticipates the demands of even the most rigorous types of service will be appreciated by an explanation of some of the features of its construction:

1. The circulation of water around the cylinders is thermostatically controlled, which means that circulation is retarded until a pre-determined temperature has been reached. This improvement, together with a manifold heat control on the dash, facilitates quick starting under all conditions.

2. Positive lubrication, at sustained high speeds, is insured by a full pressure force-feed system.

3. After the first 1000 miles, changing the engine oil and chassis lubrication are required only at 2500-mile intervals.

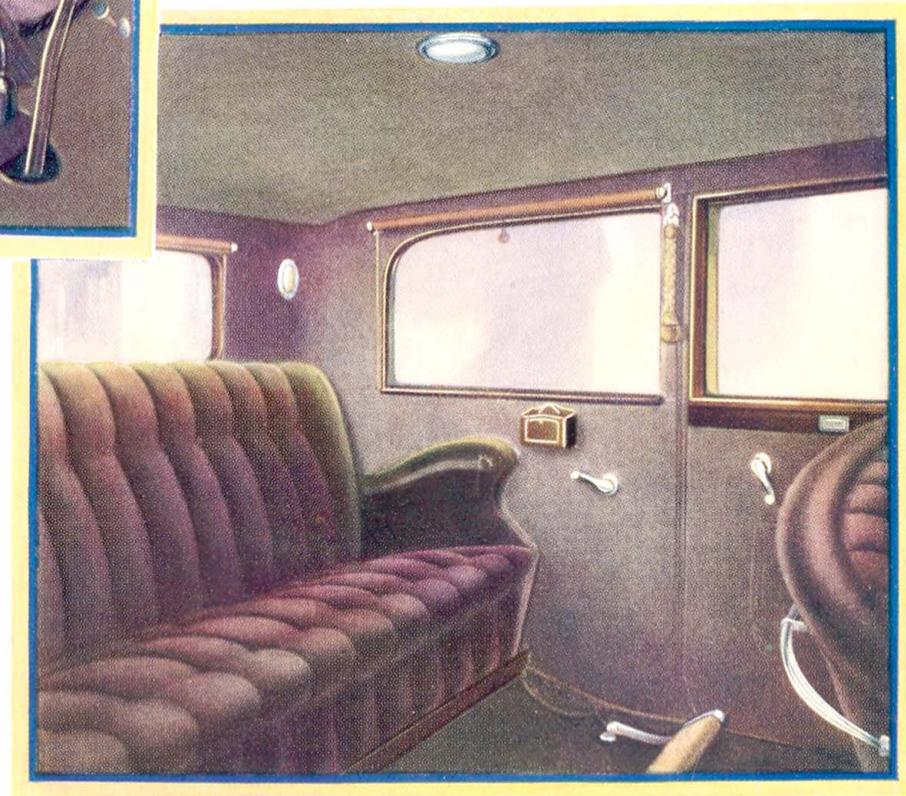
4. To provide an even flow of gasoline—even on steep grades or at extremely high speeds—a fuel pump feeds the gasoline direct to the carburetor.

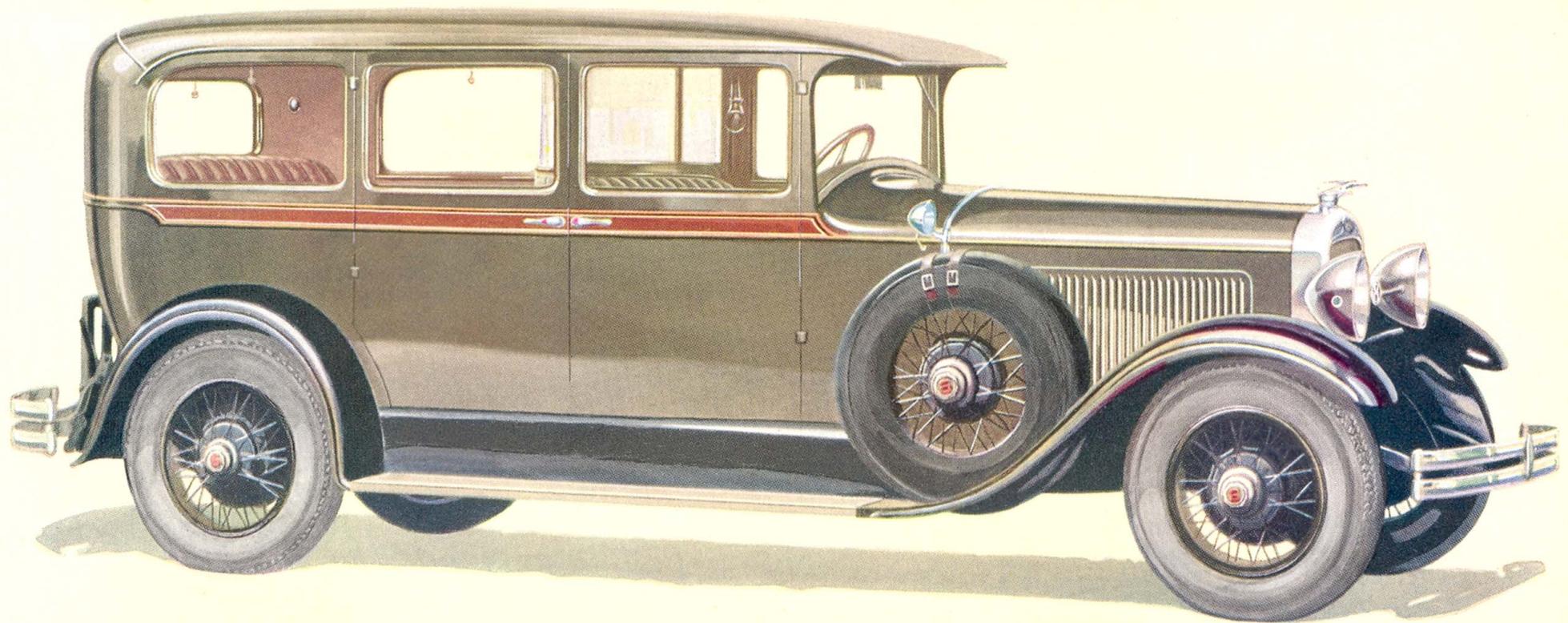


(ABOVE) Convenience characterizes every detail of the President's design. Before your eyes are: gasoline gauge, speedometer, engine thermometer, eight-day clock and other indicators, all set under glass and indirectly lighted. The coincidental steering-ignition lock has a special light. Twin-beam driving lights and cowl lights are controlled from steering wheel. No-draft ventilating windshield adjusted from the dash. Horn button and shift lever ball are onyx. A cigar lighter is mounted at right of instrument panel.

5. As a result of advanced precision manufacture plus Studebaker methods of "seasoning" engines before they are placed in the chassis, and in addition, the Studebaker practice of running every car in on a dynamometer, the new President may be driven as high as 40 miles per hour the day it is delivered.

(BELOW) Superlative motoring luxury in this wide lounge seat of the President State Sedan for seven. Deep form-fitting upholstery of rich broadcloth or mohair. Vanity case, smoking set with electric lighter, silk assist cords, silk window shades, upholstered foot rest, iridescent dome and quarter lights, door panels of walnut finish or harmonizing lacquer embellished with engraved silver medallions, jewelers engraved hardware, etc.

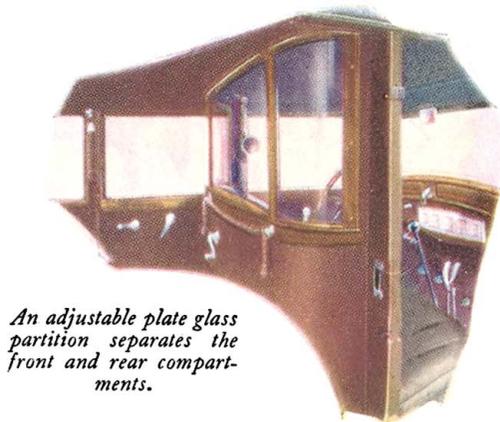




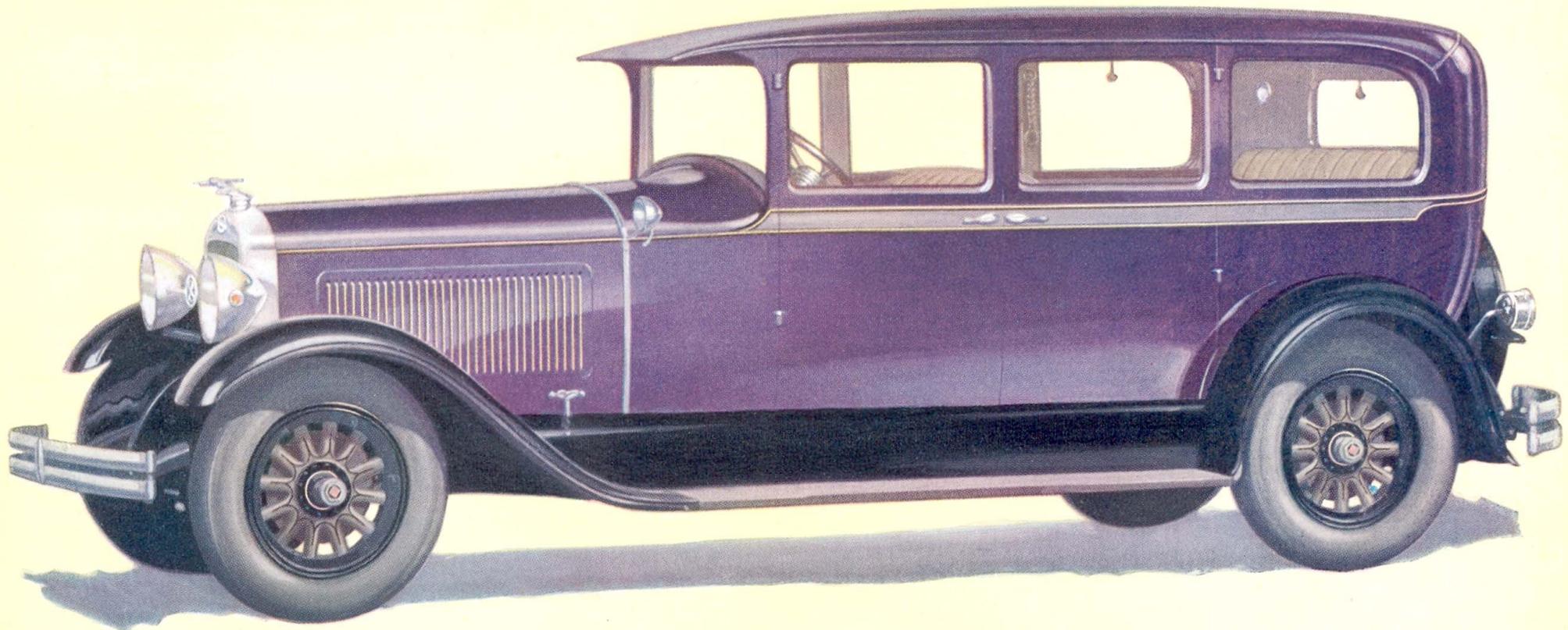
THE
PRESIDENT EIGHT
State Limousine for seven

THIS Studebaker President Eight Limousine was designed for the many occasions when only a chauffeured car is appropriate. A plate glass partition, behind the front seat, may be lowered when the car is used as an owner-driven family sedan. Auto-phone to driver. The front compartment is upholstered in leather, rear compartment in your selection of mohair or broadcloth. Thick Wilton carpets, upholstered foot rest, silk assist cords, vanity case, smoking set with electric lighter and other niceties.

The Studebaker President Limousine is powered by a 100-horsepower Straight Eight engine offering speed of 80 miles per hour. Full-vision steel body with low center of gravity and amplified action 4-wheel brakes permit the thrill of speed with safety. Hydraulic shock absorbers and 131-inch wheelbase afford luxurious riding comfort.



An adjustable plate glass partition separates the front and rear compartments.

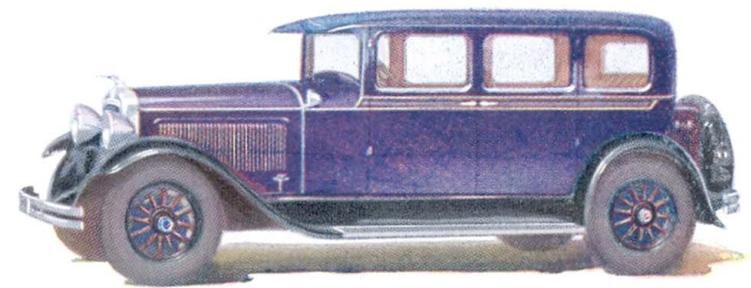


THE
PRESIDENT EIGHT
Sedan for seven

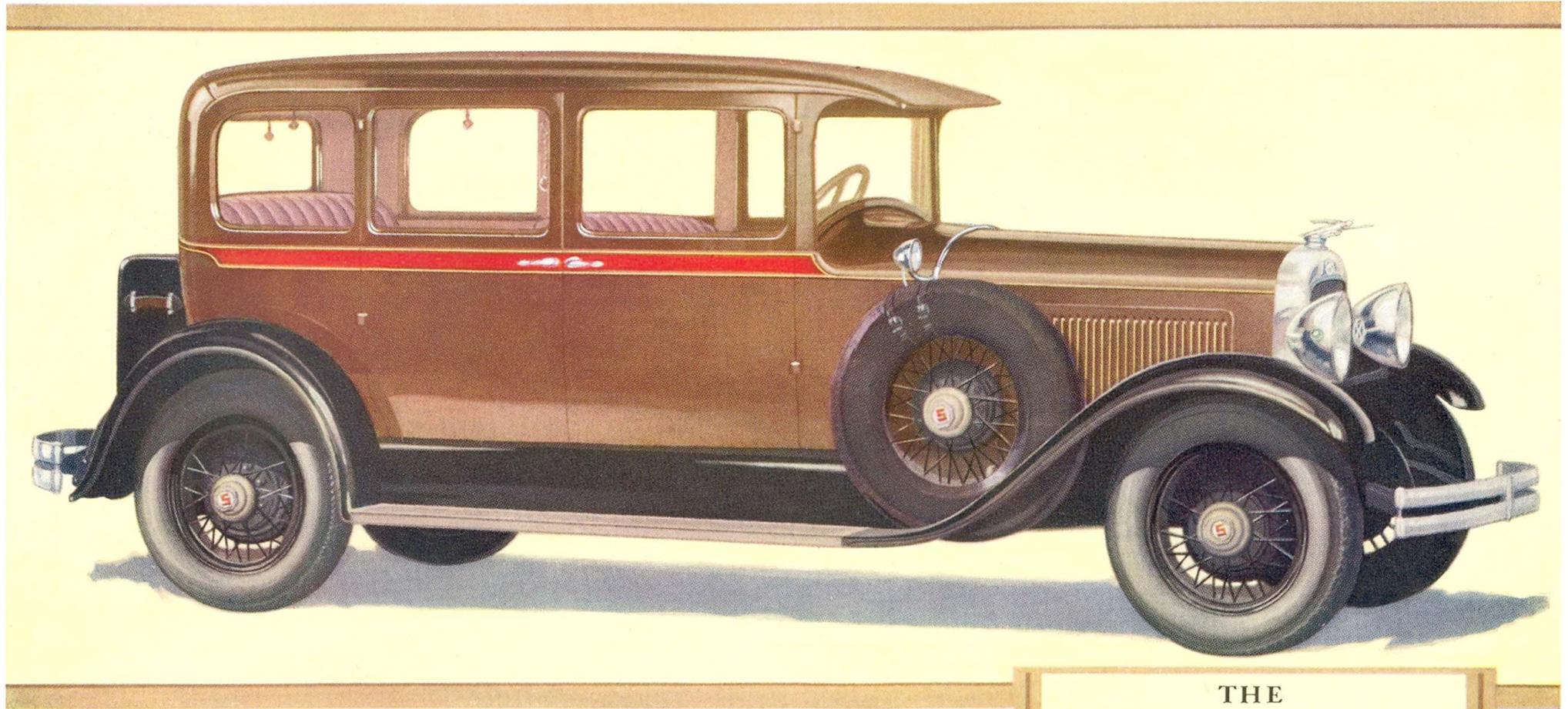
MANY car makers charge extra for seven passenger models—Studebaker offers you a choice of either the five or seven passenger President Sedan at the same surprisingly low price. Both are mounted on a chassis of 131-inch wheelbase, powered by a 100-horsepower straight eight engine. Both offer 80-mile-an-hour speed

which ensures extraordinary reserve power for hill climbing and instant acceleration.

Each of the President Eight Sedans has form-fitting mohair upholstery with arm rests, no-draft ventilating windshield, electric cigar lighter, ash receptacles, silk assist cords, 8-day clock, jeweler's engraved hardware, hydraulic shock absorbers and other fine car features. These new President models offer the utmost in performance, in safety and in comfort at less than *half* the cost of comparable eight-cylinder cars!

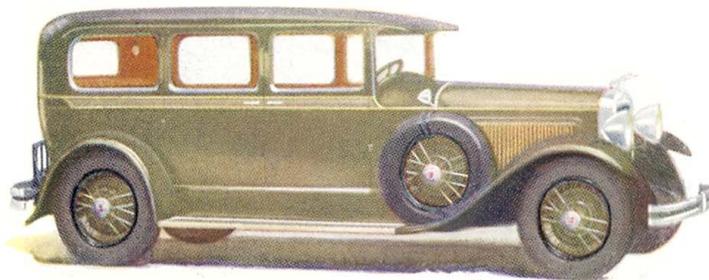


The PRESIDENT EIGHT
Sedan for Five



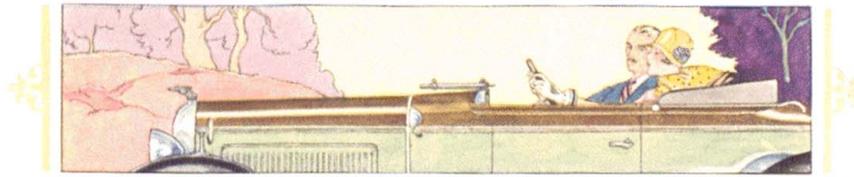
THE
PRESIDENT EIGHT
State Sedan for five

Walnut finished door panels embellished with silver medallions. Leather covered vanity case and smoking set with second cigarette lighter. No royal equipage is more beautifully finished, furnished and fitted than these distinguished Studebaker President State Eights.



The PRESIDENT EIGHT
State Sedan for Seven

THIS eight-cylinder State Sedan, either five or seven passenger model, is the finest Studebaker President. Six wire wheels and six balloon tires are standard equipment. The State Sedan for five carries a Yale-locked trunk, containing three suit cases, at the rear. The seven passenger model is fitted with folding luggage grid. Both models have hydraulic shock absorbers, front and rear. Special headlamps and cowl lamps are chromium plated, a platinum-like finish which is scratch-proof and tarnish-proof.



The Studebaker Commander

NOT since the automobile first achieved popularity has a single model of an individual manufacturer caught the fancy and admiration of the motoring public as has Studebaker's Commander. The popularity of the Studebaker Commander is based on the actual merit of the car as demonstrated in some of the most amazing endurance and speed achievements to which any car has ever been subjected.

Between October 18 and November 4, 1927, three stock Studebaker Commanders each traveled 25,000 miles in less than that number of minutes. Two fully equipped Roadsters each covered the 25,000 miles in 22,968 minutes! A Sedan, complete even to spare tire and bumpers, traveled 25,000 miles in 24,200 minutes! Each of these *three* Studebaker Commanders, *duplicates* of cars you can see and drive anywhere, raced a distance that would more than girdle the globe at the equator, at an average speed of more than a mile a minute!

An Unduplicated Record

No other car or ship or plane ever traveled so far so fast. Cars, of course, have been known to go more than 65 miles per hour. "Stock" model Studebaker Commanders stripped of top, windshield, running boards and fenders—as is customary in most speed trials—have registered speeds of 88.56 miles per hour. But speed over a two or three-mile course is a poor

measure of a car's ability—and in no way an indication of its durability. The Commander demonstrated its super-stamina by traveling at continuous high speed for sixteen consecutive days and nights!

Officially Certified by A. A. A.

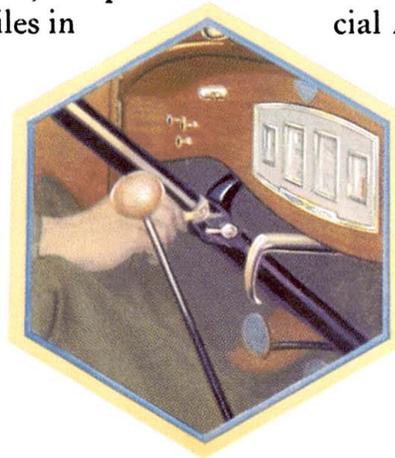
This run was made under the official supervision of the American Automobile Association. Immediately after the 25,000-mile test run the three Studebaker Commanders were completely disassembled and checked, part for part, with other Studebakers selected at random from dealers' stocks. The official A.A.A. report certified these three record-breaking

Studebaker Commanders to be "*fully equipped stock models, exactly as catalogued and sold.*"

Read again the endurance and speed records established by the Studebaker Commander, tabulated on page seven, and you will readily understand why one authority declared this car was "the greatest achievement of post-war automotive engineering." Added proof is the average of $17\frac{1}{4}$ miles per gallon of gasoline established by 61 tests which were supervised by motor club officials and newspaper men.

Why Records Were Made

Of course you will never in your driving experience put the Commander to the extended



Studebaker's coincidental lock controls both ignition and steering wheel. This feature gives you the benefit of lower insurance rates. Same key controls door locks, spare tire lock and (on models with rear cockpits) the rear compartment lock.

tests of speed and endurance which have won it the title of World's Champion Car. These records were made to prove publicly that in the Commander you can buy the highest peak of motor car performance—at an amazingly low, One-Profit price.

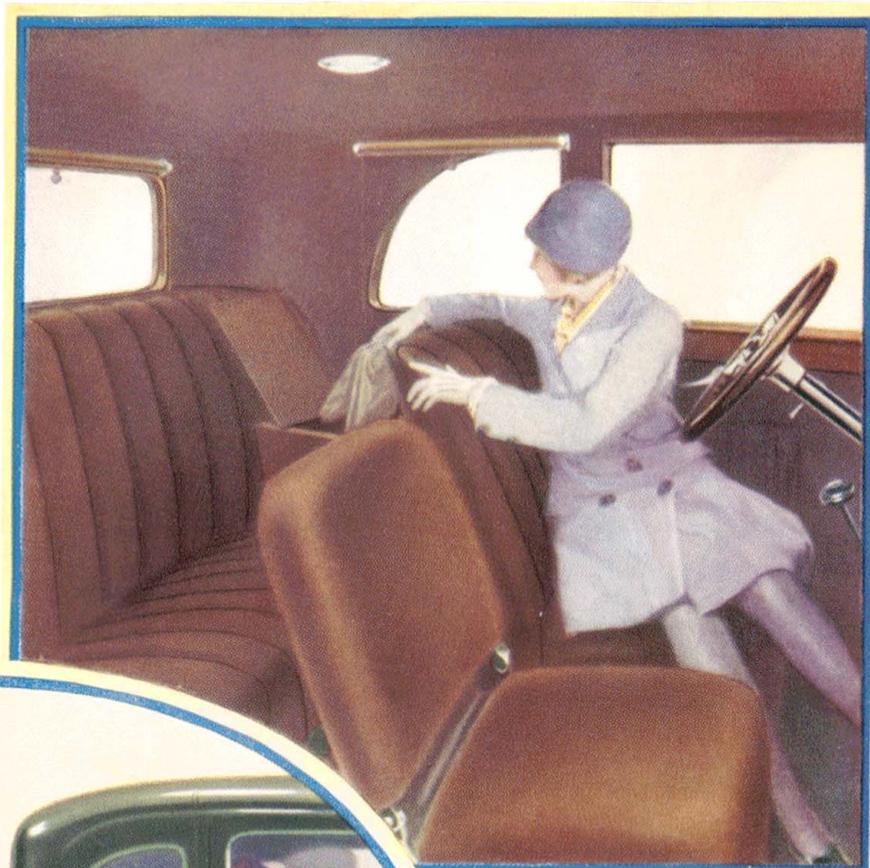
You may never care to drive your Commander more than a mile-a-minute hour after hour and day after day, but you will realize that a car capable of such sustained high speeds must embody the most advanced achievements of engineering. It must be made of the highest quality materials—with the utmost of precision workmanship—subjected constantly in the building to the most rigid inspections. Such a car can and will give you the highest degree of satisfaction under any and every driving condition.

Body lines of Commander models are notably low, giving the cars a fleet, graceful appearance. Radiators are deep and narrow; full crown fenders of new design and beauty.

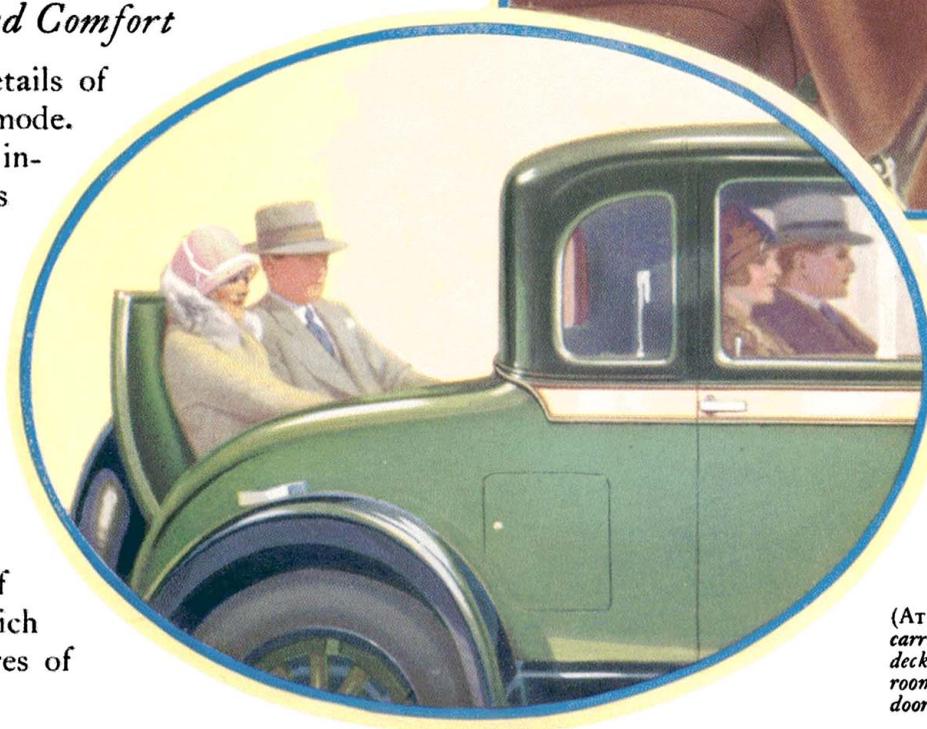
Luxury and Comfort

Interiors are luxurious and details of finish are in the latest custom mode. Wide, deeply cushioned seats invite you to relax, and long springs with hydraulic shock absorbers provide luxurious riding comfort. Hardware is in Butler silver finish. The instruments are grouped in a rectangular frame of dull silver, and indirectly illuminated.

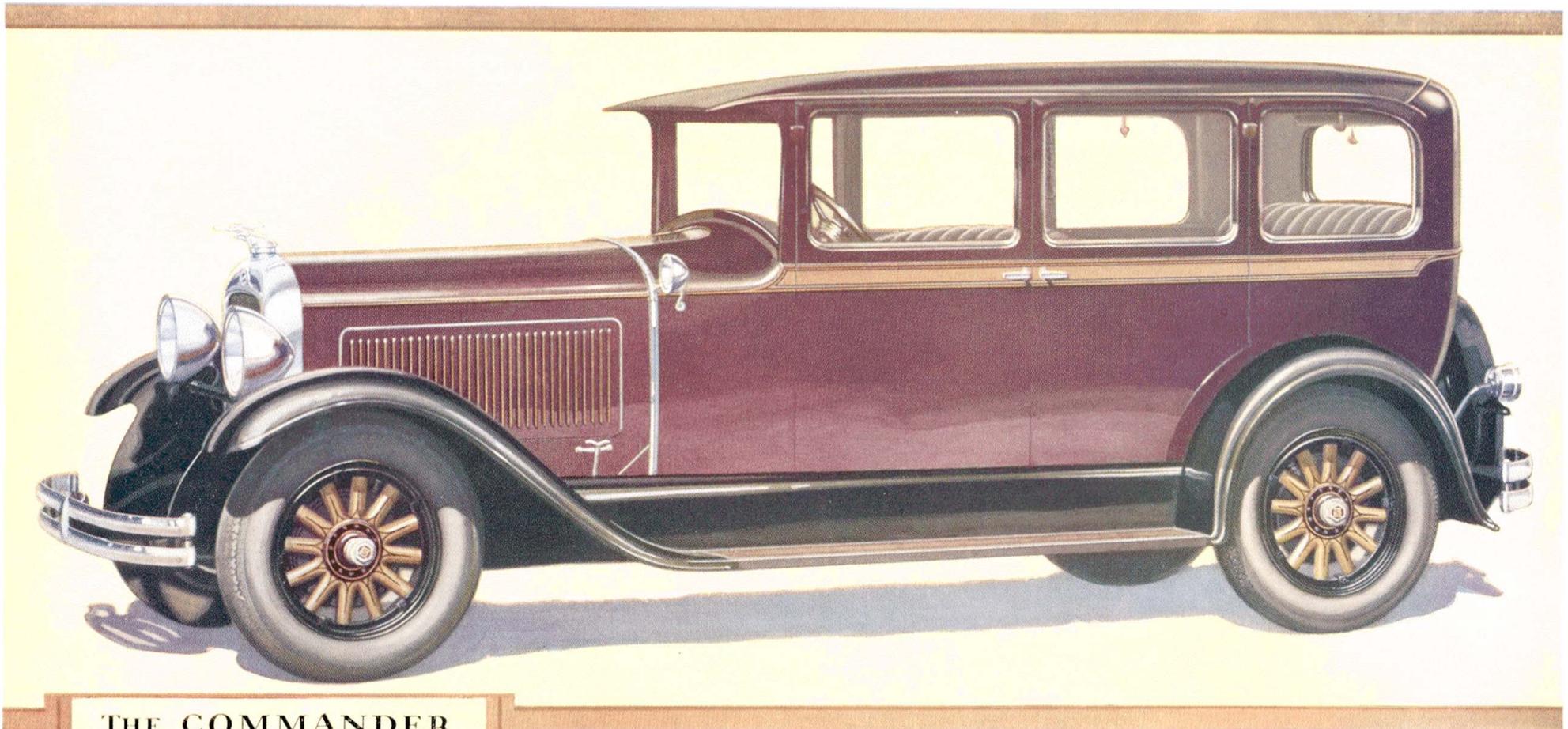
Each Commander model has many distinctive refinements of design and appointments which are described under the pictures of the models themselves.



(ABOVE) Convenient, companionable interior of the Commander Regal Victoria. Driver's seat adjustable to three positions. Fourth seat folds out of the way. Large parcel compartment at left of lounge seat as illustrated. Additional storage space beneath locked rear deck.



(AT LEFT) The Commander Regal Coupe for four carries a two-passenger rumble seat concealed in rear deck—deep cushioned leather upholstery, generous leg room. Rear window lowers for sociability. Small door on right side for storing golf bags, grips or parcels.



THE COMMANDER

WORLD'S CHAMPION CAR

Regal Sedan for Five

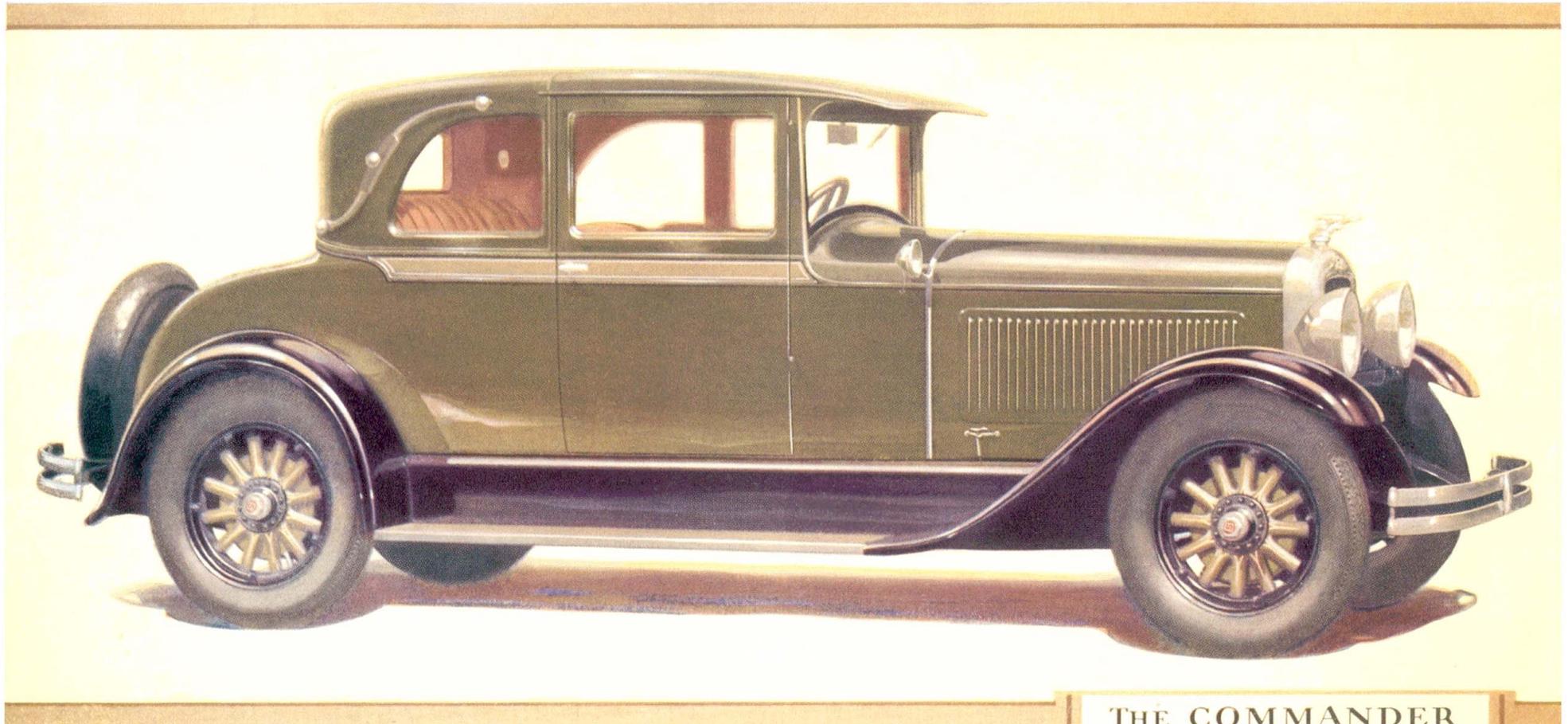
THE Commander Regal Sedan is magnificently finished in newest color combinations accentuated by contrasting panels. The deep, form-fitting seats are upholstered in mohair, soft as velvet. Upholstered foot rest, arm rest, silk assist cords, door panels of two-tone finish. Chromium plated headlamps and cowl lamps, and hydraulic shock absorbers, front and rear.

The Commander Sedan, pictured at the right, offers the same championship performance, differing from the Regal model only in equipment and certain extras. Each sedan is equipped with coincidental steering-ignition lock, no-draft ventilating windshield, hydrostatic gasoline gauge and engine thermometer on dash, and hydraulic shock absorbers.

A running mate of these luxurious Commander sedans traveled 25,000 miles in less than 25,000 minutes—a brilliant demonstration of super-endurance and speed!



The **COMMANDER**
Sedan for Five



THE COMMANDER

WORLD'S CHAMPION CAR

Regal Victoria for Four

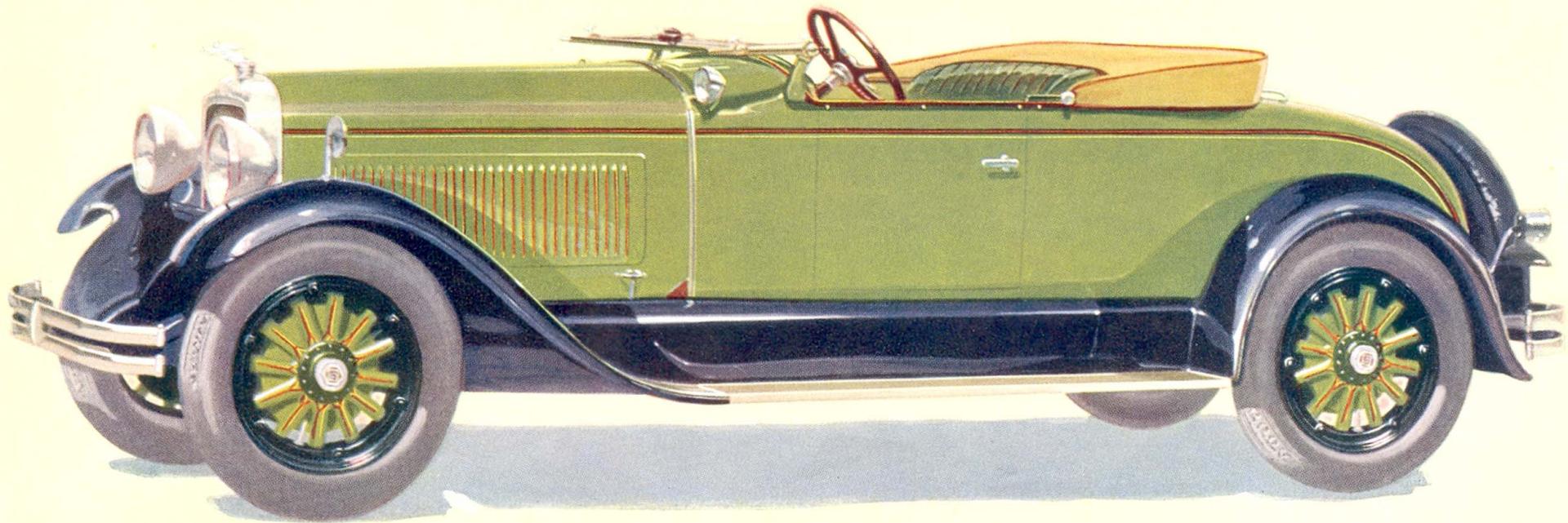


The **COMMANDER**
Victoria for Four

FOUR persons ride comfortably in this Commander Regal Victoria. Luxurious broadcloth upholstery. Large headlamps and sidelamps are chromium-plated—impervious to wear and tarnish proof. The driver's chair is adjustable to three positions. A folding chair accommodates the fourth passenger. A convenient parcel compartment inside; a large locked luggage space beneath the rear deck. Onyx horn button and gear-shift ball, cigar lighter and other refinements.

The standard Commander Victoria is mounted

on the same chassis as the Regal—the same 85 horsepower engine which won all the highest speed and endurance records for fully equipped stock cars, regardless of power or price. Equipment on both Victoria models includes hydraulic shock absorbers; coincidental lock; engine thermometer; hydrostatic gasoline gauge and other items which add to comfort and convenience.



THE COMMANDER

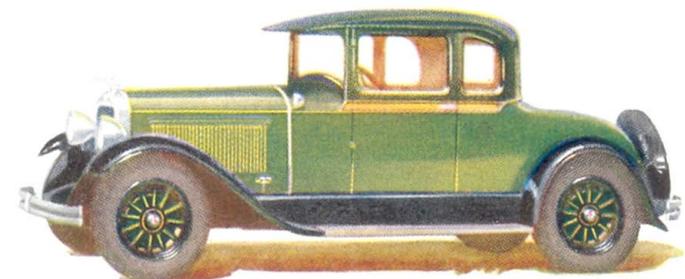
WORLD'S CHAMPION CAR

Sport Roadster for Four

WORLD'S Champion Car! Two "twin brothers" of this thoroughbred roadster raced 25,000 miles in 22,968 minutes under official supervision of the American Automobile Association. Nothing else ever traveled so far so fast! The 85 horsepower engine in this sport model offers a thrill for the young and the young-at-heart. The windshield is adjustable to flat, slant-

ing or upright positions; the top folds down into a snug boot. A seat wide enough for three, rumble seat for two more. All upholstery is genuine leather. Hydraulic shock absorbers, fender mirror, 90-mile-an-hour speedometer, cigarette lighter and other equipment.

The Commander Regal Coupe for four carries two passengers inside; two more in a comfortable rumble seat. The rear window lowers for added ventilation and sociability. Hydraulic shock absorbers are standard equipment.



*The COMMANDER
Regal Coupe for Four*



The Studebaker Dictator

THE Studebaker Dictator, with its horsepower recently increased from 45 to 70, delivers a quality of brilliant, 6-cylinder performance never before obtainable in a car selling below \$1,500. This new Dictator brings you fine car performance, luxurious riding comfort, beauty and a host of refinements at an exceedingly low One-Profit price.

The proof of any car, from your viewpoint as the owner, is in its performance. The proof of the genius of Studebaker's brilliant staff of engineers—of the exhaustive experiments and tests of Studebaker's Research Department—of the careful building and rigid inspections employed in developing and building the new Dictator was established in a recent run. A strictly stock Studebaker Dictator sedan set out on a 24-hour run, under the supervision of the American Automobile Association, to establish a new record for speed and endurance for cars in its class.

24-Hour Record for Cars Under \$1400

For 24 consecutive hours, this Dictator sedan maintained an average speed of 61.795 miles per hour, covering 1483 miles. No stock car selling under \$1,400 ever equaled this record for sustained speed. This long grind was *made without a single repair.*

The new Dictator is a car you will be proud to drive—distinctive in its beauty of line even in the most aristocratic motor car company. Its lustrous duotone body is a fine example of true custom design.

Interiors follow the most advanced dictates of custom luxury and beauty. Seats are luxuriously wide and deep with upholstery of fine mohair, plush velour or leather. Hardware of Butler finish silver, dome light, silken draw curtains, ash receiver, upholstered foot rest and robe rail reflect the luxury and completeness of appointments. Floors both in front and rear compartments are covered with thick carpeting.

Every Detail Expresses Convenience

The instruments are recessed in a rectangular panel, indirectly lighted. Studebaker's exclusive no-draft ventilating windshield provides fresh air without drafts. Troughs beneath the cowl carry off water. Ventilation in rainstorms is thus possible.

Exterior bright metal parts are all chromium-plated—harder than steel—tarnish-proof and scratch-proof.

The full-vision steel body of the Dictator is welded (not riveted) into one piece. It is swung low, hugging the road at all speeds, giving the car a quality of solidity



Hydrostatic gasoline gauge, engine thermometer and other indicators all under glass, indirectly illuminated. Twin-beam driving lights controlled from new flat-type steering wheel. No-draft ventilating windshield adjusted from dash. Coincidental lock to steering-ignition mounted at dash.

which makes for great safety and comfort. A luxurious riding car is this new Dictator—long resilient springs and shock absorbers give you restful, buoyant riding ease even under adverse road conditions.

Change Oil Every 2500 Miles

Not only does the advanced design of the Dictator hold the advantage of greater convenience and finer performance, but economy of operation as well. For example, engine oil need be changed only every 2500 miles—the result of a unique system of crankcase ventilation in combination with a thermostatic controlled cooling system and oil filter. Likewise the chassis requires lubrication only at 2500-mile intervals!

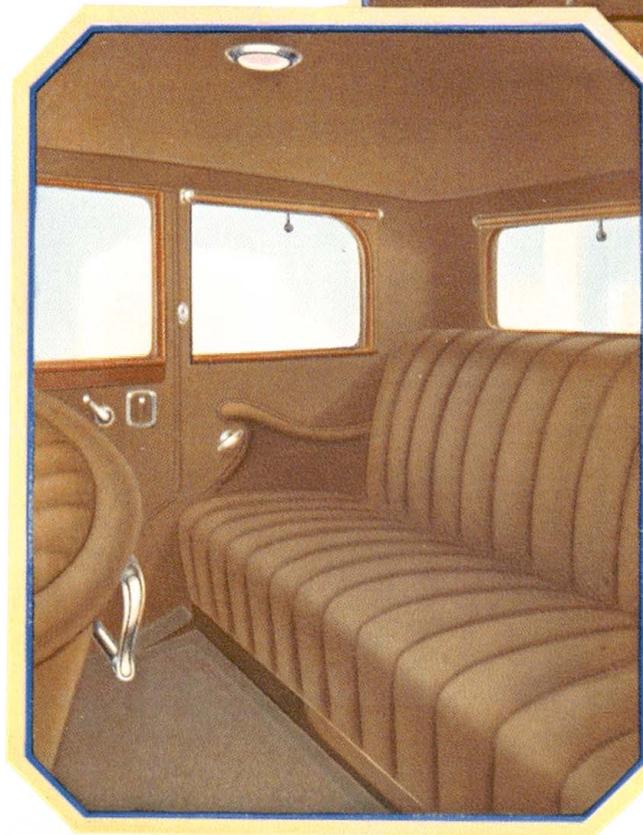
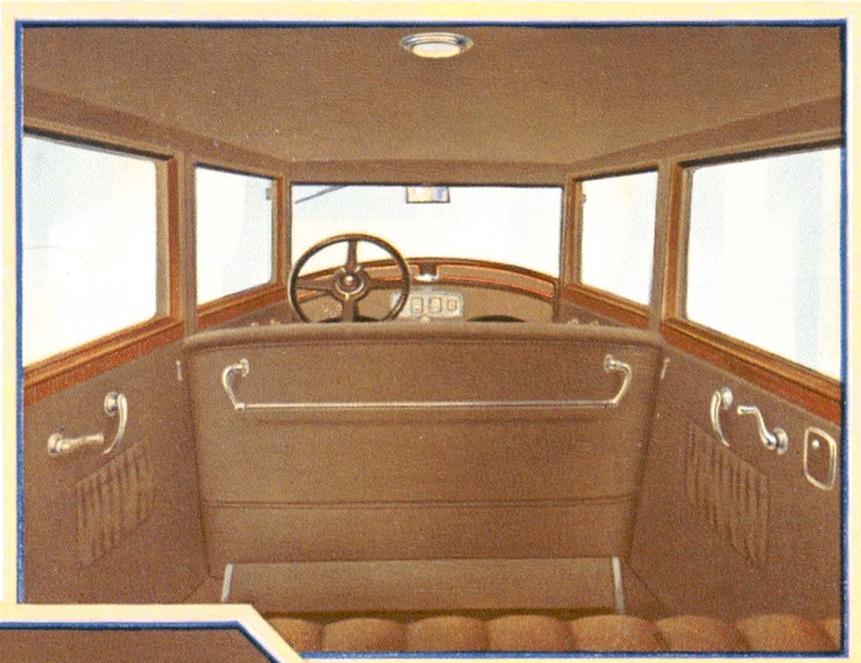
Because of inherent economy in the Studebaker Dictator it has been chosen by many business men for their personal daily service. In a Midwestern city, for example, 9 out of 11 doctors drive Studebakers. Many of America's largest corporations operate *fleets* of Studebaker cars because their cost records prove amazingly low cost per mile.

Low First Cost and After-Cost

A lighter, yet much stronger and safer Studebaker-built, full vision steel body affords a marked saving in fuel and tires. The economy of quality materials shows in the fact that during 1927 the factory's sales of replacement parts averaged less than \$9 for each Studebaker in operation!

Smaller investment and more years of satisfying service cut depreciation to a minimum.

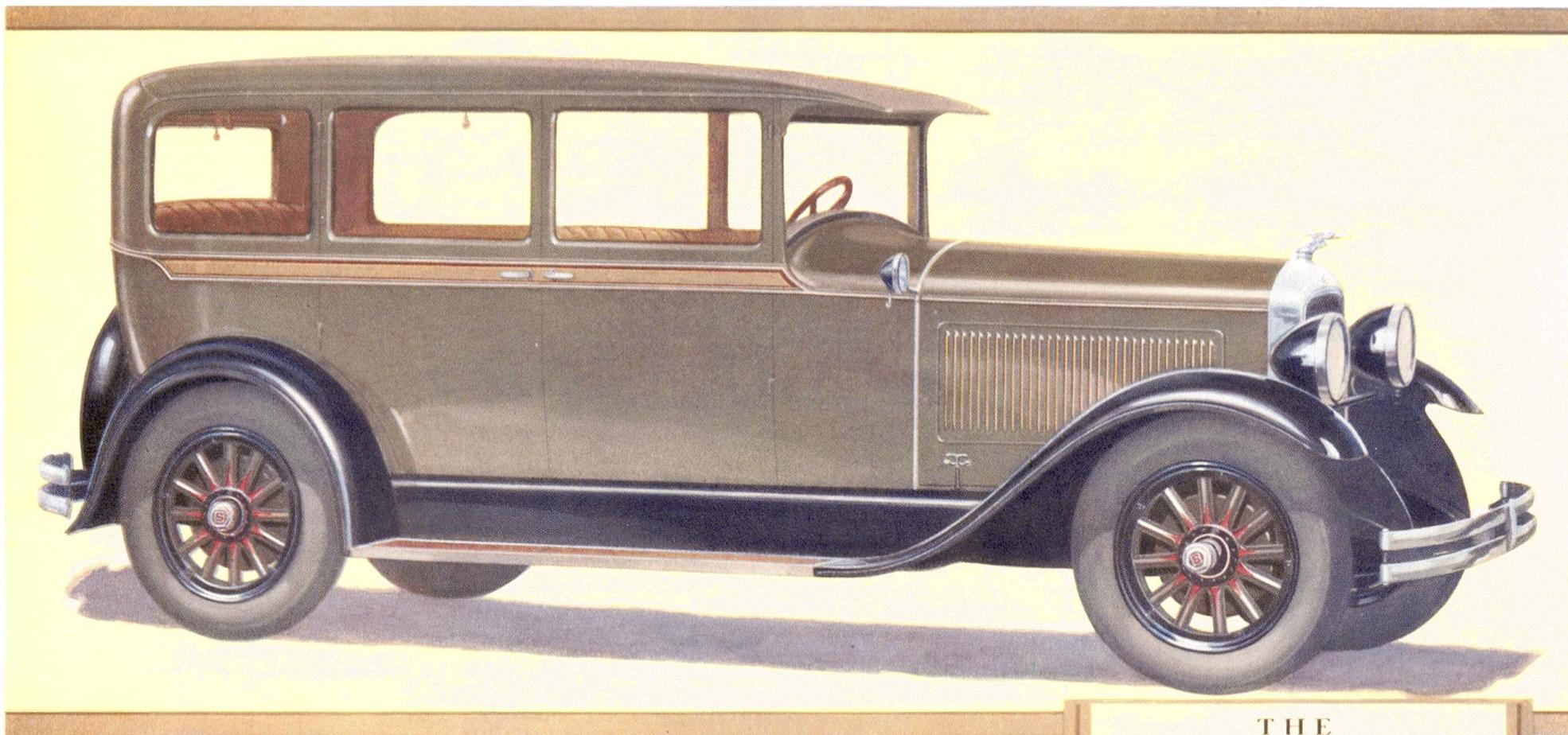
Every single detail of this new Dictator has been carried out to fine car specifications. That it can be sold at such an extremely low price is due to Studebaker's



The Studebaker Dictator Royal Sedan is characterized by completeness of equipment and fineness—silk assist cords, ash receiver, robe rail, arm rests, upholstered foot rest, rich paneling on doors, onyx horn button and shift lever ball, etc. Notice the observation car view one obtains from the interior of this Studebaker-built full-vision steel body.

One-Profit policy—the reduction of profits of outside partsmakers to a minimum. Studebaker passes savings so made on to you in finer quality of materials, precision workmanship and added refinements which are usually obtainable only on the highest priced cars.

(LEFT) The Dictator Royal Sedan is upholstered in rich silky mohair, hand tailored over fleecy cotton and genuine curled hair. This wide lounge seat, plus long Studebaker-built springs, balloon tires and shock absorbers, assure luxurious riding ease over any road.



THE
D I C T A T O R
Royal Sedan for Five



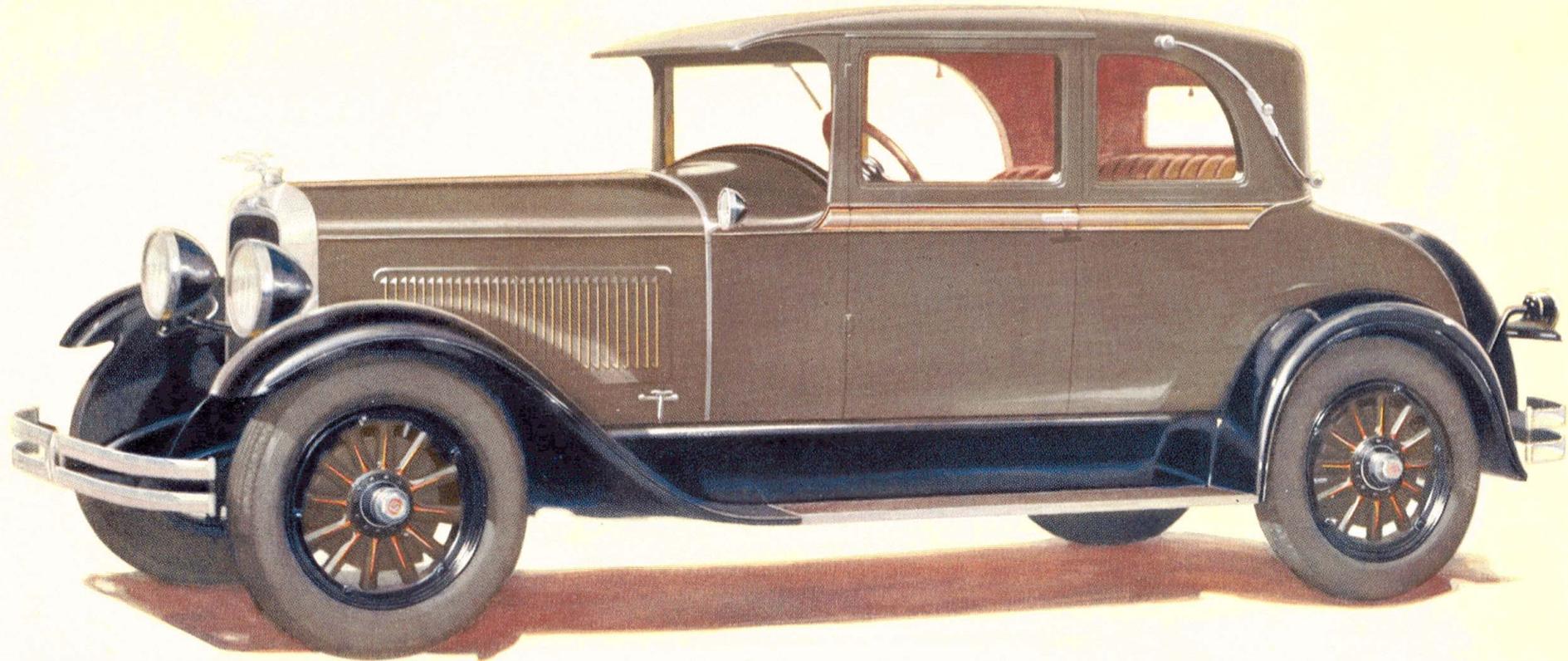
The D I C T A T O R
Sedan for Five

THE Dictator has proved itself a worthy companion to the world's champion Studebaker Commander by traveling 24 consecutive hours at better than mile-a-minute speed.

This Dictator Royal Sedan (interior illustrated on the preceding page) is a fine car at a moderate price. In beauty of line and finish, luxury of equipment such as walnut finished door panels, ash receiver, arm rests, silk toggle grips, Butler finish hardware, etc.; in completeness of equipment such as hydraulic shock absorbers, hydrostatic gasoline gauge and engine thermometer on

dash it offers you unequalled value.

The Dictator Sedan, at left, has Studebaker's exclusive no-draft windshield which ventilates even during rainstorms, coincidental steering-ignition lock, hydrostatic gasoline gauge and engine thermometer on dash, shock absorbers and other extras without extra cost.



THE
D I C T A T O R
Royal Victoria for Four

THE Dictator Royal Victoria for four is an ideal car for business use or for the small family. Luxuriously styled, it offers the thrilling performance of a 70 horsepower motor—champion of its price class!

Driver's high backed chair is adjustable to three positions, fourth seat folds forward out of the way when not needed. Silky mohair upholstery,

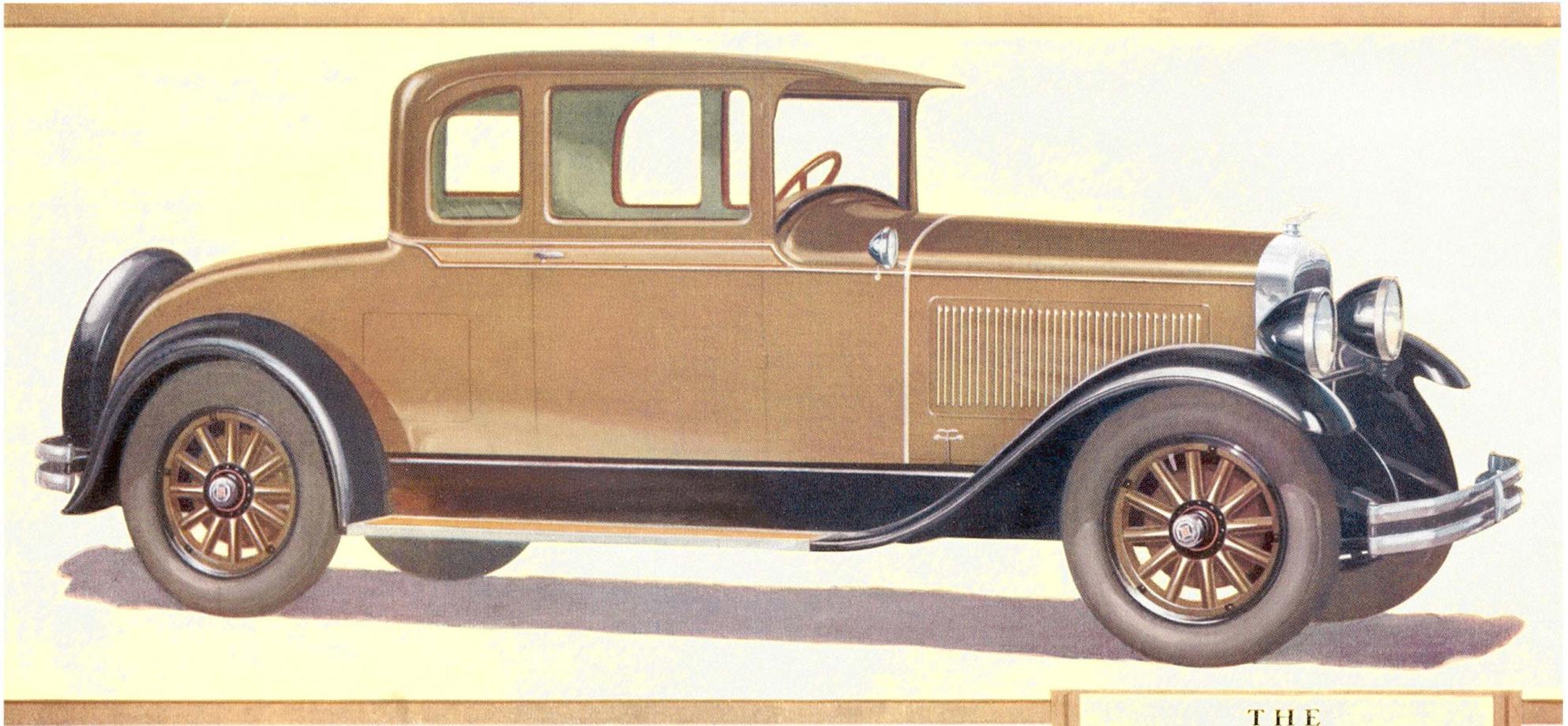
decorative door panels, shock absorbers and other deluxe equipment.

The Dictator Roadster for four is an ideal sport car or second car. Its first cost is very low—and in after cost it is equally considerate of your pocketbook.

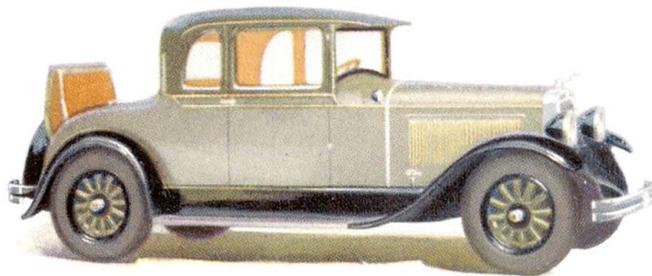
The upholstery is genuine leather. The top folds down compactly. A two-passenger rumble seat, ready at a moment's notice, in the rear deck. Shock absorbers, dash gasoline gauge and engine thermometer, coincidental steering-ignition lock and other extra equipment.



The D I C T A T O R
Roadster for Four



THE
D I C T A T O R
Coupe for Two



The D I C T A T O R
Royal Coupe for Four

HERE is personal car for year 'round use—or an ideal model for business or professional service. The upholstery is genuine leather. Beneath the locked rear deck is space for the equivalent of a steamer trunk and three bags! Also a small compartment at the right for golf bags or parcels. Directly behind the seat is a convenient package compartment. Shock absorbers, hydrostatic gasoline gauge and engine thermometer on dash, coincidental steering-ignition lock and other extra equipment without extra cost.

The Dictator Royal Coupe, pictured at the

left, has a two passenger rumble seat upholstered in genuine leather. The roomy interior is upholstered in rich mohair. Decorative door panels, onyx horn button and gear shift ball and shock absorbers are a few of its refinements. On the right side of the body is a compartment for golf sticks or parcels.

BALANCED DESIGN—*The Keynote of Studebaker Engineering*

WITH every facility for engineering research at their command in experimental and research laboratories and a Million Dollar Proving Ground, Studebaker engineers are committed to the policy of incorporating in Studebaker cars a *combination* of the most desirable qualities demanded in an automobile.

The greatest number of official speed and endurance records ever held by one manufacturer at one time have been won by Studebaker cars. But speed and endurance are only two of the qualities that make for all-around balanced design.

It is comparatively easy for engineers to design a fast car. But to do so without the sacrifice of other desirable qualities such as economy, durability, safety, and comfort requires the highest degree of engineering skill.

In the same way economy can be gained at the expense of performance; appearance at the expense of comfort; acceleration at the sacrifice of power for hills and heavy going.

Studebaker engineering not only refuses to gain one quality at the sacrifice of another; it goes beyond the synthesis of balanced design by making every Studebaker product a "well mannered" car.

A well mannered car must have fine steering; the ability to park easily when handled by a woman; a lightness of touch on the clutch pedal; and smooth firm brake action. It must have roadability, which is a sense of poise and balance at high speeds; and riding comfort contributed by well balanced chassis design, good springs, and close attention to the details and shaping of seat cushions.

Studebaker's true engineering genius is reflected in this combination of qualities that constitutes complete and balanced design.

Motors

Studebaker motors are built completely in Studebaker's own plants to exacting precision standards maintained by constant inspections and tests. All develop great power and

speed at relatively low engine speeds, and are noted for long life, reliability, and capacity for high sustained speed.

Typical of advanced design of Studebaker motors is the fact that they may be driven 40 miles per hour even when new. Precision workmanship and careful inspections, combined with engineering genius, have eliminated the necessity of breaking in Studebaker cars at a tedious 20-mile-per-hour speed for the first thousand miles.

As a further example of modern engineering embodied in the design of Studebaker cars, engine oil need be changed only every 2,500 miles and chassis lubrication is necessary only at 2,500-mile intervals.

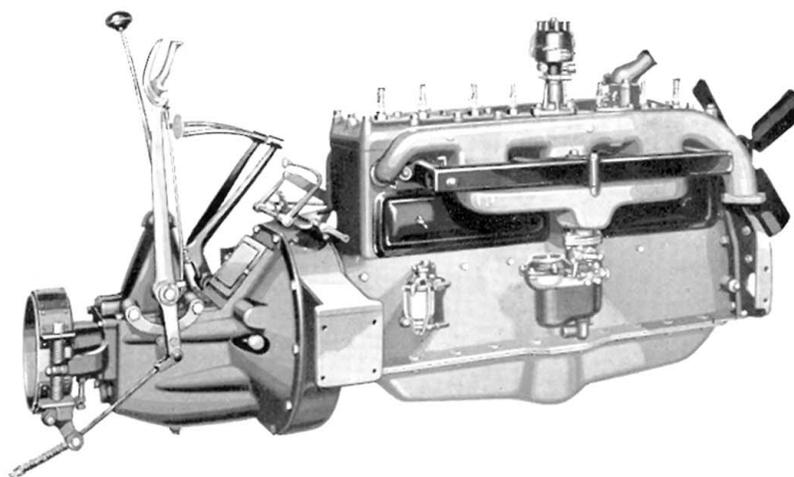
All Studebaker engines are of the quiet L-head type—a principle of design pioneered by Studebaker and now the choice of 77 per cent of the automobile manufacturers. The L-head motor has won such general adoption because:

1. It is the simplest design.
2. It is the quietest.
3. It requires less valve grinding.
4. It holds compression better.
5. It is more economical and more powerful in hands of the average owner.
6. It is much simpler, less troublesome, and more economical to maintain, being free from complicated cam and valve mechanism.

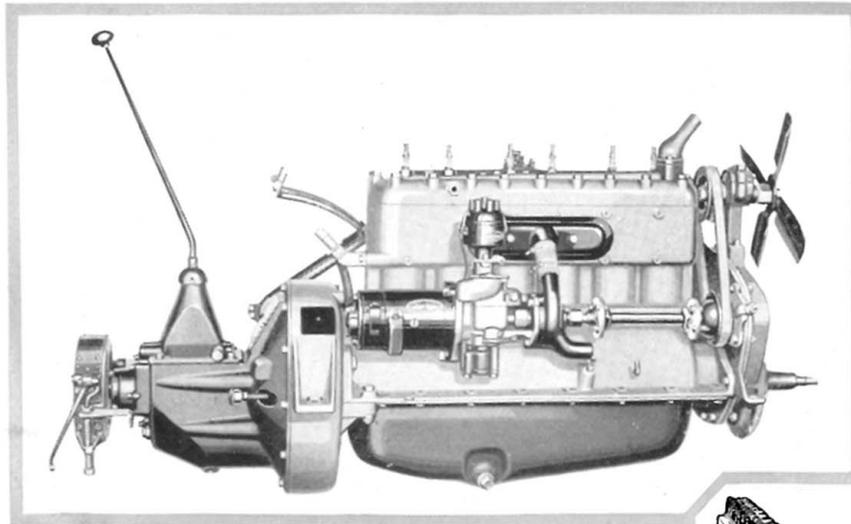
The famous Studebaker L-head motor, cast en bloc, is designed and manufactured completely in Studebaker's own plants. Its remarkable silence and smoothness are due to split-hair precision in manufacturing comparable only to the standards of highest priced cars.

For example, each Studebaker engine is first run by an electric motor to carefully "break it in." Then it is put on its own power and run for 45 minutes under the watchful eye of an inspector. Adjustments are made during this time.

Manifolding and carburetion of advanced design enable Studebaker motors to develop full horsepower and operate with full efficiency without using special gasoline.



*The President Straight Eight Motor
100 Horsepower — 80 Miles per Hour*



The Dictator Motor
70 Horsepower — 65 Miles per Hour

The New Straight Eight President Motor represents a climax of Studebaker engineering genius. Noteworthy for its extreme simplicity and accessibility, its design is based on proved principles of eight-cylinder construction. It develops 100 horsepower and is capable of 80 miles an hour. The short stroke and rigid crankshaft assure exceptionally smooth operation throughout the entire speed range. In addition to high speed, the motor is notable for its quick-on-the-trigger acceleration.

The Famous Commander Motor has set more Official world records for stock car speed and endurance than any other motor ever built. It develops 85 horsepower at approximately 2800 r.p.m. Perfect balance of the big crankshaft and all reciprocating parts assures exceptionally smooth operation. The crankshaft is rigidly supported in four big bronze backed bearings, and is statically and dynamically balanced. Thermostatically controlled cooling and full pressure lubrication are ample for the Commander's great speed and power. Exceptional economy is attained by advanced manifolding and carburetion; 61 tests throughout the United States set an average of 17¼ miles to the gallon.

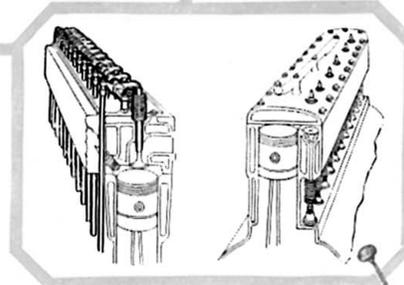
The New Dictator Motor develops 70 horsepower at 2800 r.p.m. The six cylinders are cast en bloc with an improved type combustion chamber developed by Studebaker engineers. Its brilliant performance and ability to take the punishment of sustained high speed were proved by its accomplishment in maintaining an average of more than 61 miles an hour for 24 hours on the Atlantic City Speedway under official A.A.A. supervision. This established a new record for stock cars under \$1400.

Crankshafts

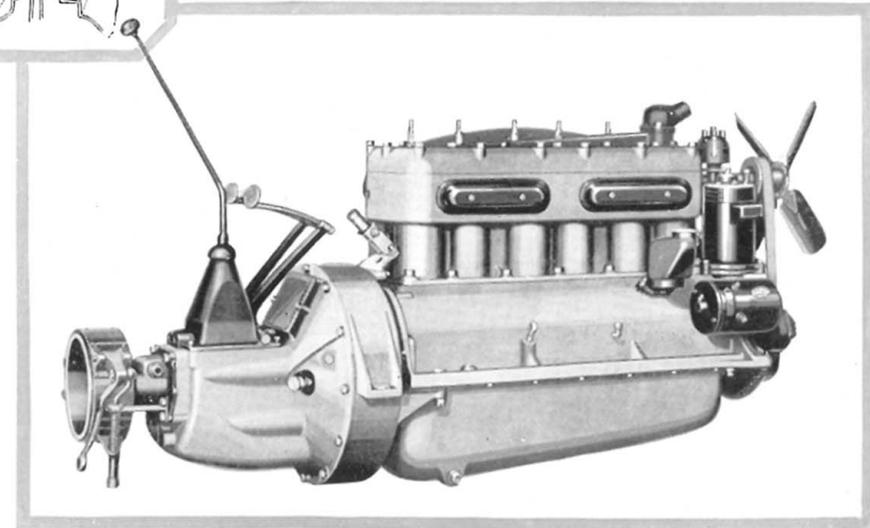
An outstanding feature of Studebaker motor construction is the strength and rigidity of the crankshaft design,—a factor largely responsible for the smooth operation of Studebaker motors throughout their entire speed range. Studebaker crankshafts are drop forged under Studebaker's own gigantic hammers from premium-priced steel made to Studebaker formula.

Following the heat-treating and machining operations every crankshaft is statically and dynamically balanced to assure a perfect balance both at rest and in motion.

The combination of smoothness and long life found in every Studebaker motor is the best proof of the correctness of Studebaker crankshaft design. Long life



Studebaker, in common with 77% of motor car manufacturers, uses the L-head type motor (RIGHT) instead of the valve-in-the-head type (LEFT). The L-head design is quieter, needs less service attention, gives longer life.



The World's Champion Commander Motor
85 Horsepower—72 Miles per Hour

and sustained performance has been demonstrated by scores of Studebaker cars which have traveled from 100,000 to 300,000 miles—and by more than 50 speed and endurance records set by Studebaker cars in 1927.

Camshafts

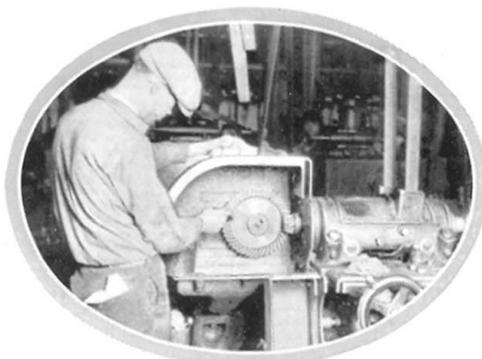
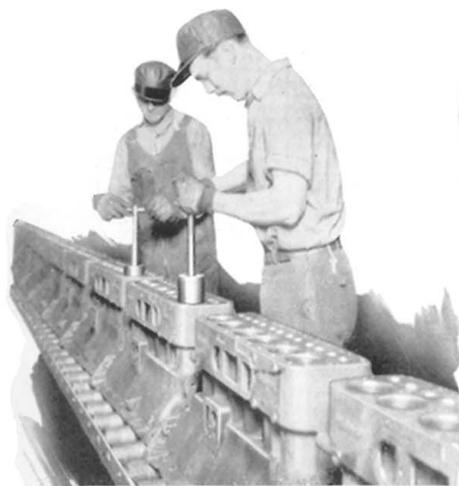
The same simplicity and strength of the crankshaft design are found in Studebaker camshafts, which are drop forged from special quality steel, and ground to close precision limits.

Pistons

Studebaker pistons are closely fitted to secure maximum power seal. Pistons and connecting rods for each motor are matched in sets to achieve perfect balance for smooth operation.

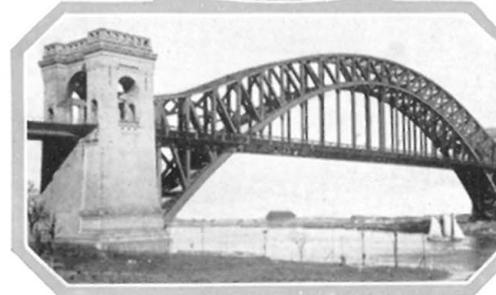
Lubrication

Every Studebaker motor is lubricated by a positive full pressure feed system which assures an ample oil supply to every working part. Oil is pumped to main, connecting rod and camshaft bearings by a gear type pump in the crankcase, the intake to which is surrounded and protected by screens. Crankcase dilution is retarded to such an extent by an oil filter, thermostat water

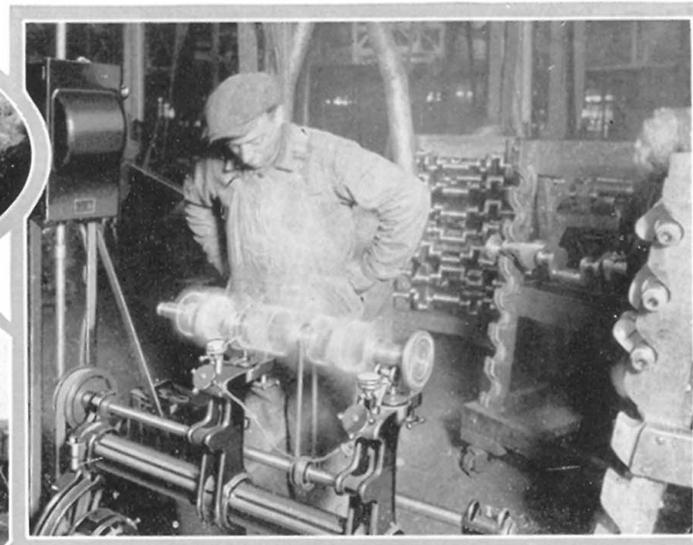


(ABOVE) "Breaking in" the ring gear and pinion in a bath of oil and pumice. Thus, these vital driving elements are perfectly matched in sets—insurance against "hum."

(LEFT) To assure a perfect fit of all pistons, each cylinder is gauged in size down to 1/1000 of an inch and pistons are selected for proper fit of each cylinder. The result is smoother performance.



The wooden bridge with its myriad piles supporting light deck construction may be likened to the lighter weight crankshaft with many bearings. Studebaker crankshafts require fewer bearings because of their size and strength, just as the modern steel bridge requires fewer piers due to its rugged construction.



The perfect balance of every Studebaker crankshaft is maintained by constant tests during manufacture. Delicate gauges register any defect while the shaft turns at high speed in this test.

control and a system of crankcase ventilation that motor oil need be changed only at 2,500-mile intervals after the first 1,000 miles of operation. Chassis lubrication is by high pressure magazine lubricators, which require attention only every 2,500 miles.

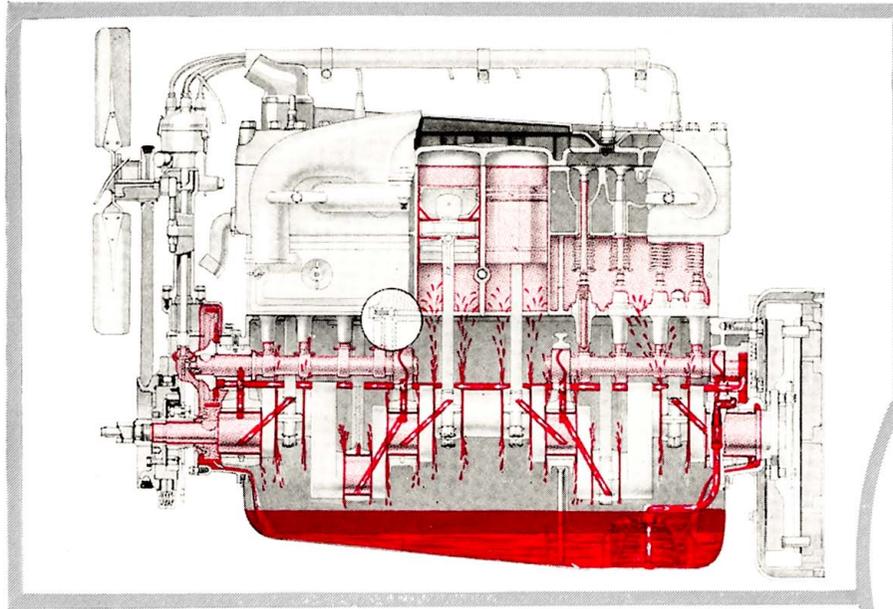
Cooling

Effective cooling combines with ample lubrication to give Studebaker motors their long life and endurance at high speeds. Valves and cylinder walls have ample passages for water, which is kept in constant circulation by a centrifugal pump, and cooled by high capacity radiator and positive drive fan. The circulation of water around the cylinders is thermostatically controlled, which means that circulation is retarded until a pre-determined temperature has been reached. This feature of design, together with a heat control on the dash, facilitates quick starting under all conditions.

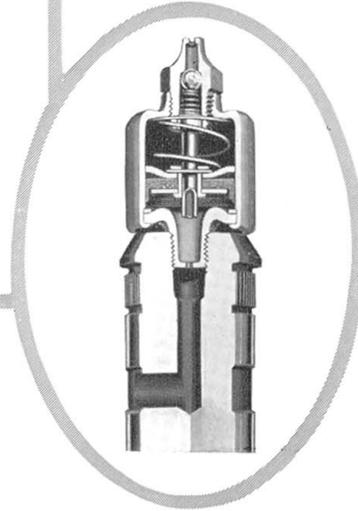
Carburetion

To provide an even flow of gasoline—even on steep grades or at extremely high speeds—a fuel pump feeds the gasoline direct to the carburetor.

Advanced carburetion and manifolding distribute highly volatilized fuel evenly to every cylinder in the motor. This prevents the starving of end cyl-



Studebaker's positive force feed lubricating system pumps an ample supply of oil to every part of the motor. Due to advanced design, engine oil need be changed only every 2,500 miles. High pressure chassis lubrication is furnished by magazine lubricators (right) which supply lubricant under pressure and require attention only at 2,500-mile intervals.



Clutch and Transmission

Smooth, easy clutch engagement and a silent, easy shift type transmission combine in making every Studebaker model a "well mannered" car—easily handled. Transmissions are standard selective shift type, with three speeds forward and one reverse. Gears and shafts are made from special alloy steel, drop forged and heat treated for great hardness.

Countershaft gears are forged and machined in a single piece, resulting in perfect alignment and silent operation.

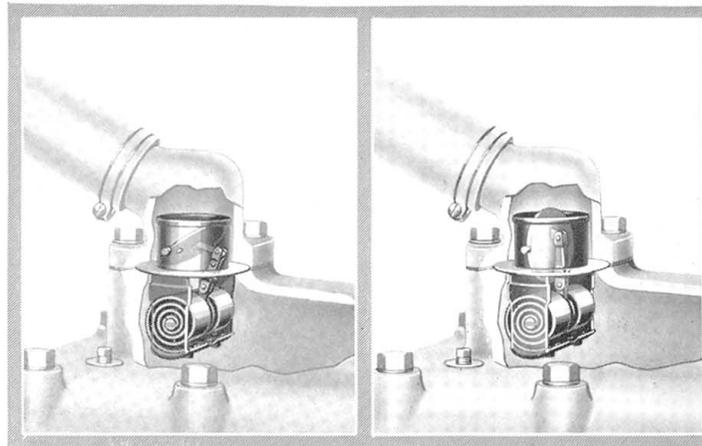
Axles

Studebaker front and rear axle design is exceptionally rugged and specially adapted to the conditions imposed by four-wheel brakes. The front axle is a one-piece "I" beam forging of the strongest type known. Rear axle is semi-floating type, the shaft being forged from chrome molybdenum steel, tested to withstand 33,000 inch-pounds torsion strain. As a rule 24,000 inch-pounds is the greatest strain an axle will receive in service. The extra margin is typical of Studebaker's plus specifications in every detail of design.

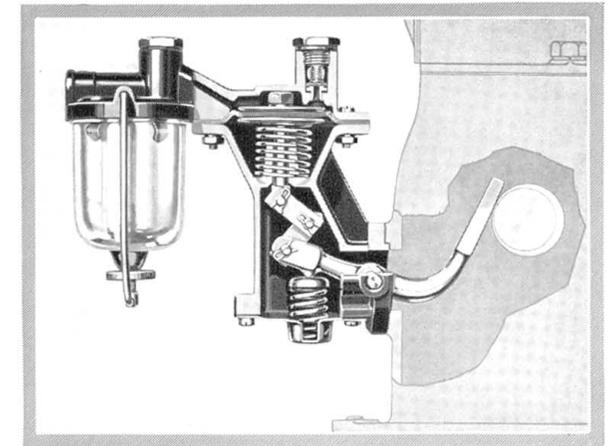
inders and insures smooth and economical performance and quick acceleration. A hot spot on the manifold, controlled from the dash, facilitates easy starting and quick warming-up under all weather conditions without excessive use of the choke.

Ignition — Starting

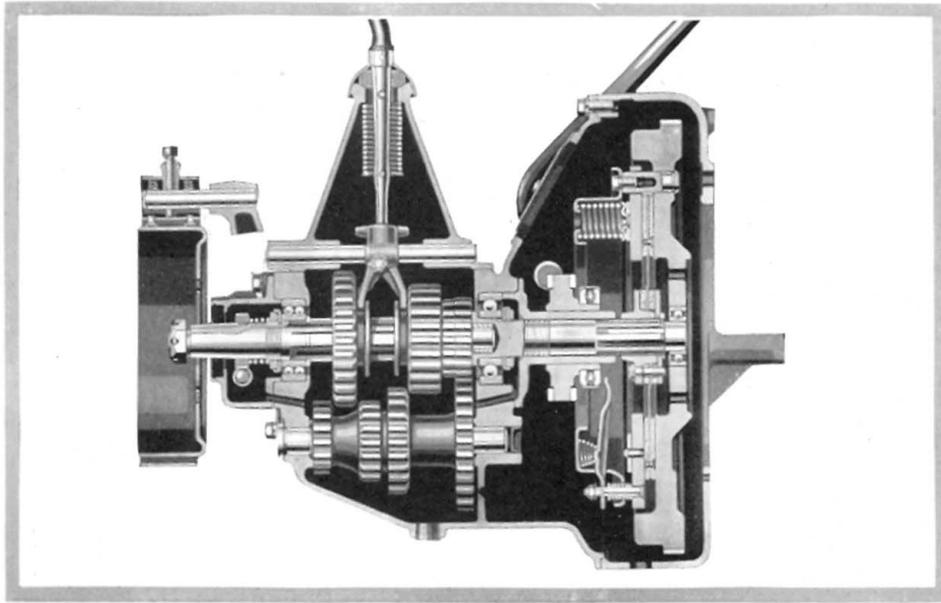
Storage battery and generator supply current for the powerful starting motor and ignition and lighting systems. Spark control is semi-automatic—a convenient and efficient feature. Spark lever on top of steering wheel provides for adjustment under extreme conditions. Distributor and spark plugs are waterproofed by rubber caps.



(ABOVE LEFT) Circulation of water is retarded by a valve (operated by coils of a thermostat) until a predetermined temperature is reached. (ABOVE RIGHT) The thermostat then opens valve permitting water to start circulating. This thermostatic control of all Studebaker cooling promotes quick warming of motor in cold weather.



Gasoline is supplied to the carburetor by an automatic fuel pump operated by the cam shaft. Simplicity and reliability dictated its adoption for Studebaker motors. It provides an even flow of gasoline regardless of grade conditions or speed.



Studebaker transmissions are exceptionally rugged, smooth, quiet and efficient. Gears and shafts are drop forged from special heat treated alloy steel. Gear faces are wide for silent operation, and slightly beveled for easy shifting. Studebaker transmissions are all Studebaker-built.

Propulsion

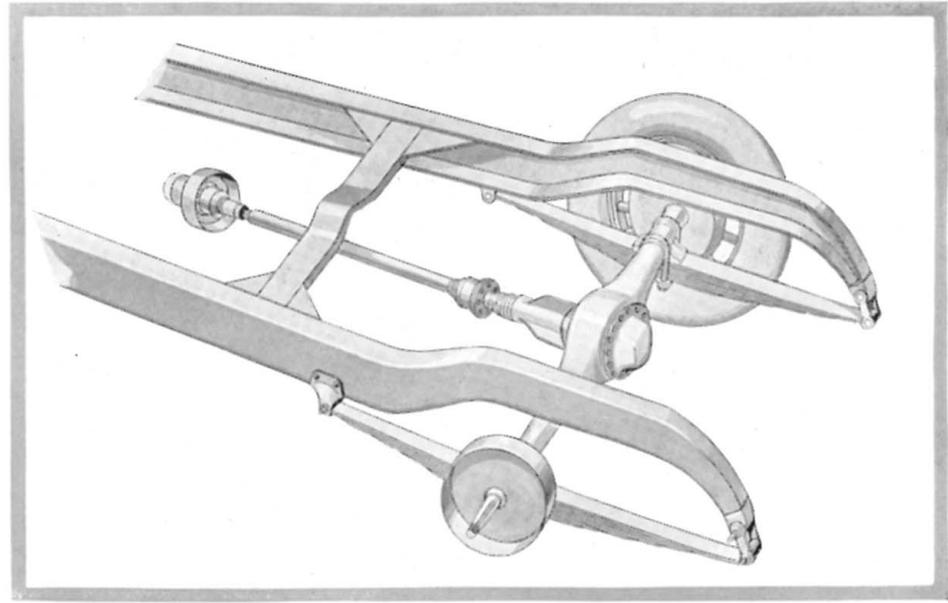
In common with 77% of other makers, Studebaker uses the simple Hotchkiss drive principle, by which the drive of the rear wheels is exerted through the springs direct to the strongest part of the frame. Its simplicity eliminates troublesome torque tubes and radius rods. Its adoption by a majority of makers after a quarter century of motor car building is due to its proved superiority.

Springs

Studebaker springs are semi-elliptic front and rear—the type used by 90% of makers because of its superior riding comfort. All Studebaker springs are Studebaker-built of special chrome vanadium steel, oil tempered, with bronze bushings. Their exceptional strength and resiliency are the result of 76 years' experience in spring making.

Four-Wheel Brakes

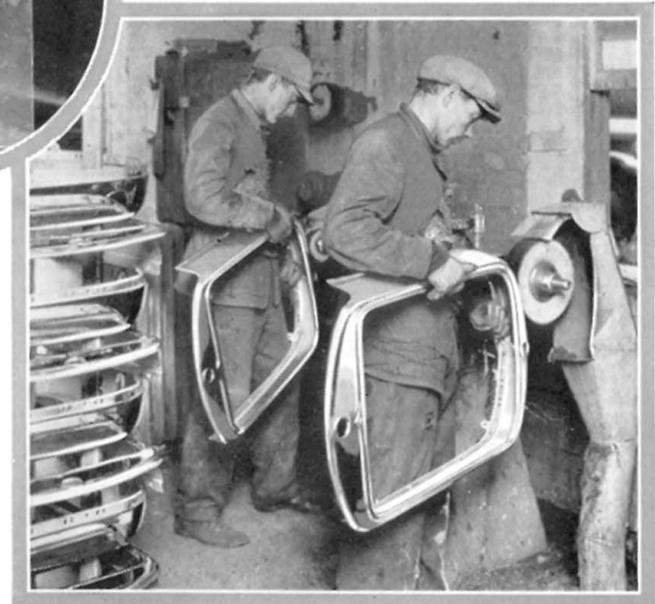
The great power and speed of all Studebaker cars are under the instant control of powerful, easy-acting mechanical four-wheel brakes of the internal expanding type. Their amplified action, induced by the mechanical



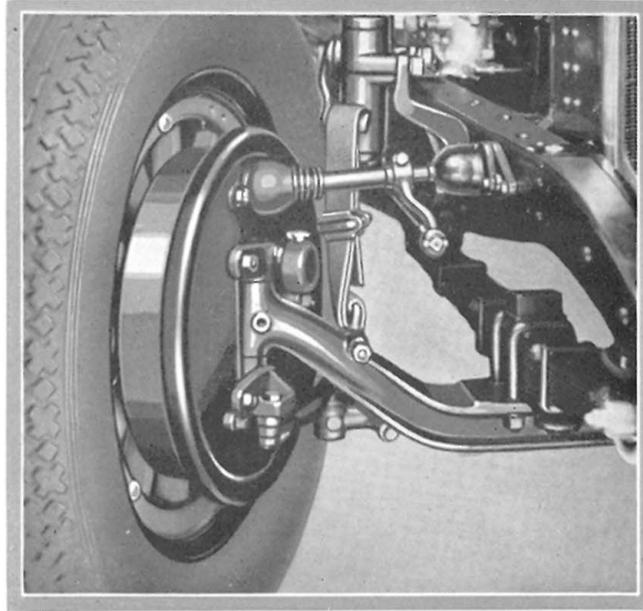
Studebaker, in common with 77% of other makers, uses the simple Hotchkiss drive type of propulsion. The Hotchkiss drive principle reduces unsprung weight by eliminating torque tubes and radius rods.



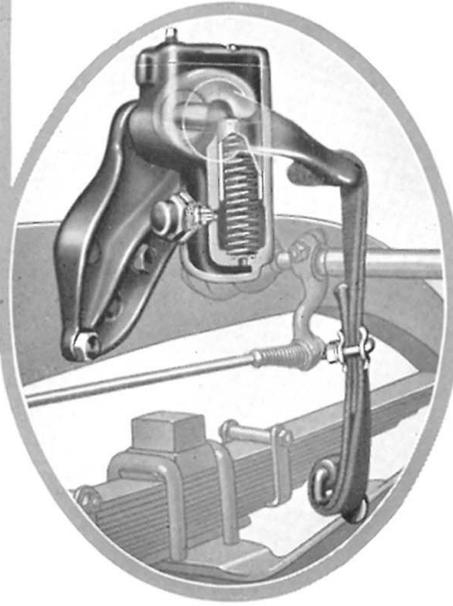
Radiator shells, headlamps, and other exterior bright metal parts of Studebaker cars are plated with chromium, a metal harder than tool steel, rustless, non-corrosive, and long wearing. (ABOVE) The thin coating of chromium on the tip of Atalanta's outstretched hand is hard enough to cut glass—proof of its lasting beauty.



(RIGHT) Studebaker plates chromium over nickel — a more expensive but more lasting process for greater beauty.



Hydraulic shock absorbers contribute to exceptional riding comfort and roadability. The shock of every road irregularity is dampened by the action of the piston in the shock absorber, which forces oil through restricted passages.



Studebaker speed is always under the instant control of amplified-action four-wheel brakes. Their advanced design incorporates features which multiply light pedal pressure into powerful brake force,—one reason why Studebakers handle so easily.

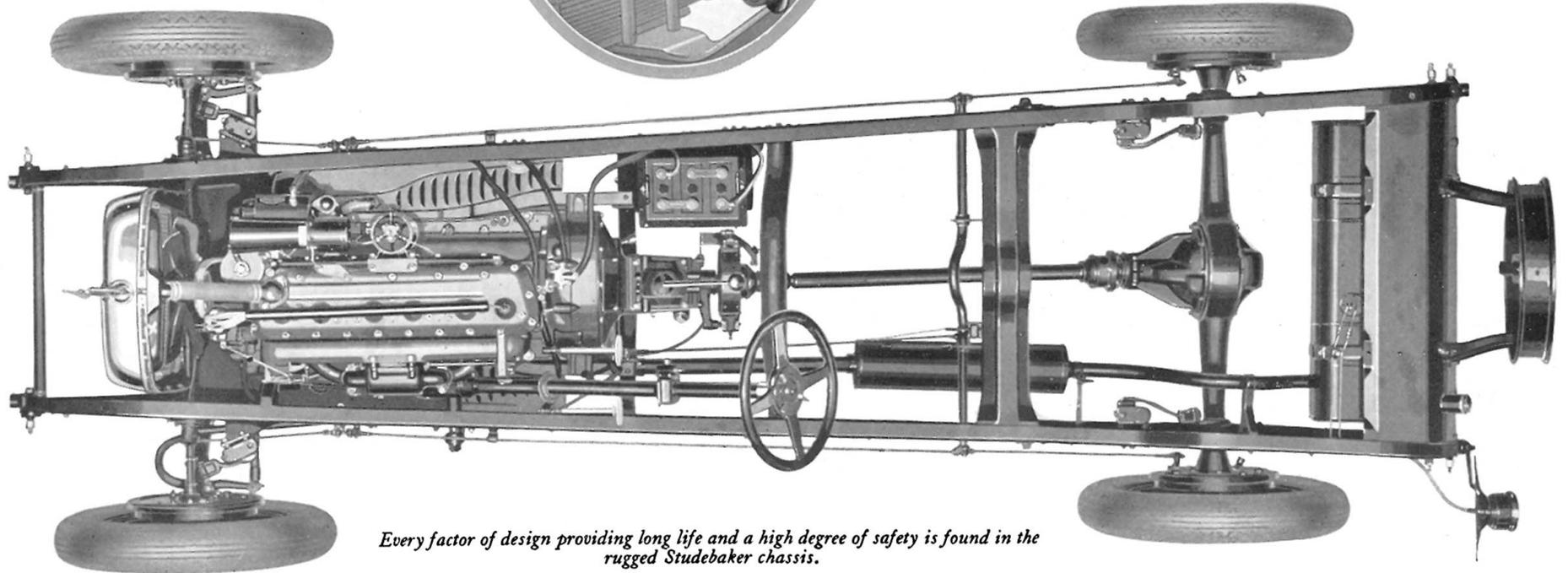
servo principle, exerts tremendous braking force with exceptionally light pedal pressure. Brake drums are protected against dirt and moisture. The parking brake on all Studebaker models operates on the propeller shaft.

Steering

Studebaker employs an improved cam and lever type steering gear, which makes for easy handling and parking. Tapered roller bearings on steering pivots and proper reductions of ratio insure the easiest steering with balloon tire equipment.

Chassis Frame

Every Studebaker frame is distinguished for exceptional strength and rigidity, and is built with a high factor of safety in every detail. Side members are deep channel section pressed steel with wide flanges and are joined by heavy cross members designed to eliminate the possibility of weaving or distortion.



Every factor of design providing long life and a high degree of safety is found in the rugged Studebaker chassis.

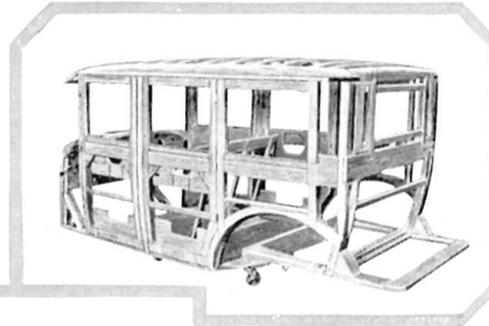
The strength and rigidity of the Studebaker frame is an important factor in the lasting quietness of Studebaker body construction, which is notable for its freedom from rattles and squeaks even after thousands of miles of operation.

Bodies of Welded Steel

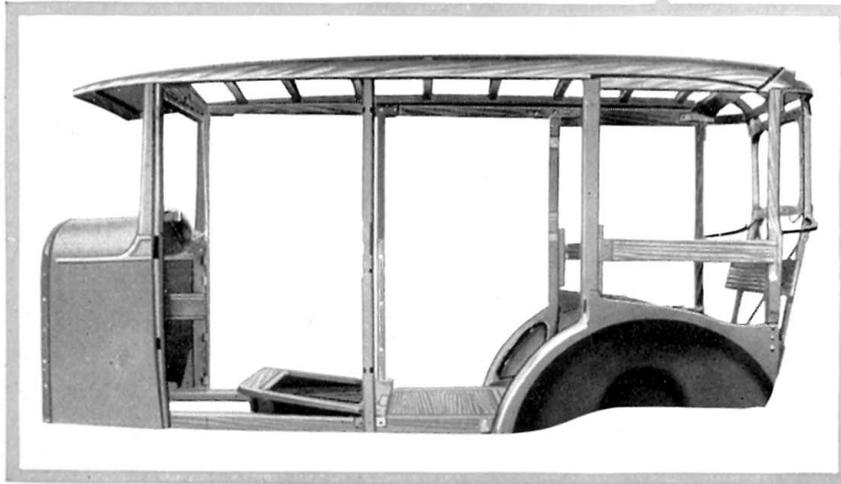
Safety and long life dictate the use of steel in modern automobile body construction. Bodies of Studebaker cars are built of full-vision welded steel, giving a degree of safety and durability comparable to the steel ship or steel railroad coach.

Studebaker is a pioneer in the use of steel in the construction of high quality automobile bodies. The great body plants in which Studebaker builds all its own bodies produce not only steel bodies, but bodies of *welded* steel. Under this method of construction the body frame is electrically welded into a single unit of enduring strength, free from rattles and body squeaks.

A further advantage of steel construction is the elimination of the "blind spot" caused by the wide window pillars impossible to avoid in other types of bodies. The narrow steel pillars in

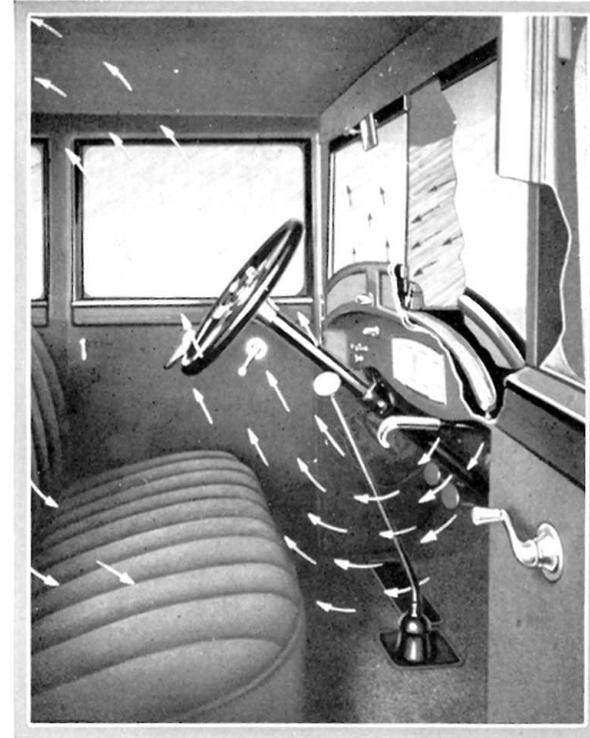


Contrast the wood body frame (above) with the simple rugged strength of the Studebaker welded steel body (left)—fused by electricity into a solid unit of steel. The Studebaker body provides maximum security with minimum weight. It eliminates the "blind spot" of thick corner posts.



The Studebaker body frame is fused by electricity into a single, welded unit for safety, strength, and durability. Stronger than wood, it is at the same time so much lighter that it gives Studebaker cars an exceptionally low center of gravity,—an additional safety factor which also means easy riding and roadability.

The no-draft ventilating windshield is an exclusive Studebaker feature, providing fresh air without drafts. Ventilation is possible even in the most severe rainstorm without admitting moisture. An ingenious trough beneath the cowl, traps and carries off the water.



Studebaker closed cars permit unobstructed vision for greater safety.

The relative lightness of steel as contrasted with wood bodies gives an additional factor of safety in reducing the center of gravity. A low center of gravity gives Studebaker cars great road stability, lessens body shocks, and greatly improves riding comfort.

Complete Satisfaction

Everything you have ever wanted in a car, at a price that satisfies—character, distinction, safety, comfort, performance, economy and value. In every essential element, Studebaker cars assure you complete satisfaction.

SPECIFICATIONS

The Studebaker President Eight

WHEELBASE: 131 inches.

ENGINE: Eight cylinders in line, cast en bloc; L-head type with removable head; fully machined combustion chambers. Bore $3\frac{3}{8}$ inches; stroke $4\frac{3}{8}$ inches; piston displacement 313 cubic inches. S. A. E. horsepower rating 36.45 h.p. Develops 100 brake horsepower. Engine speed 3000 r.p.m.

Pistons are Bohalite with split skirt, fitted with 4 rings.

Piston pin $\frac{1}{16}$ of an inch in diameter.

Connecting rods drop forged from selected steel; length $9\frac{1}{2}$ inches. Shimless bearings babbitted direct to steel.

Heavy drop forged crankshaft, statically and dynamically balanced. Five large main bearings, bronze backed and babbit faced. Crankshaft drilled for oil passages.

Camshaft quiet lift type, supported in six bearings babbit faced and bronze backed; pressed into case and doweled against turning. Camshaft drive by silent composition gear. Valves: chrome nickel steel intake; silchrome steel exhaust. Valves slightly angled to bring head closer to cylinder bore for compact design of combustion chamber.

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 mounted on motor.

Oil changes necessary only at 2,500-mile intervals after first 1,000 miles of operation. Chassis lubrication by high pressure magazine system at 2,500-mile intervals.

CARBURETION: $1\frac{1}{2}$ inch carburetor. Manifold heat control from dash for seasonal variation in temperature.

IGNITION: Delco-Remy. Distributor mounted in center of cylinder block and driven from oil pump drive shaft. Spark control by full automatic governor with auxiliary-manual control on steering wheel. Ignition waterproofed by rubber caps on distributor and spark plugs. All wiring enclosed in metal conduits. Generator mounted left side of motor and driven by fan belt.

STARTER: Delco-Remy; manual control. Depressing starting pedal meshes starting gears before making electrical contact, thus preventing stripped or jammed starter gears.

GASOLINE SYSTEM: Fuel pump supplies gasoline to carburetor through filter from 17-gallon tank mounted in rear of chassis. Pump insures smooth flow of fuel at high speeds or on extreme grades. Electric gasoline gauge on dash.

COOLING SYSTEM: Centrifugal water pump mounted integral with cylinder block, driven by fan belt. Radiator fin and tube type. 18-inch four blade fan mounted on water pump shaft. Thermostat in cylinder head controls water circulation, retarding flow until motor has reached warm operating temperature.

CLUTCH: Double disc fitted with clutch brake for quick, easy shifting. Exceptionally smooth engagement due to fact that both plates are mounted on common hub and deflect gradually as they engage.

TRANSMISSION: Three speeds forward; one reverse; selective type, standard shift; mounted in unit with engine. Countershaft gears forged integrally; main shaft mounted on ball bearings.

REAR AXLE: Semi-floating with extra large Chrome Molybdenum steel shafts. Spiral bevel gear final drive. Timken tapered roller bearings at wheel hubs and differential. Housing of heavy pressed steel. 4.3 rear axle ratio.

DRIVE: Hotchkiss type. Balanced, tubular propeller shaft.

SPRING: Semi-elliptic front and rear. Rear springs $60 \times 2\frac{1}{2}$ inches; front springs 38×2 inches. Multiple leaves.

BRAKES: Amplified-Action, mechanical four wheel brakes, internal expanding type. Braking action multiplies pedal pressure $3\frac{1}{2}$ times. Propeller shaft brake operated by hand lever mounted on transmission. Brake drums $13\frac{3}{8}$ inches in diameter, 2 inches wide.

LOCKS: Coincidental steering gear and ignition lock approved by Insurance Underwriters' Laboratories, entitling President owners to lowest theft insurance rates. Same key operates spare tire carrier and door locks.

STEERING GEAR: Cam and lever type, 16 to 1 reduction ratio. Timken roller bearings on steering pivots facilitate ease of steering.

FRAME: Rigid pressed steel, $\frac{5}{16}$ -inch channel section. Narrow at front to allow short turning radius. Side members 8 inches deep with $2\frac{1}{2}$ -inch flanges. Seven strongly braced cross members, including front and rear engine supports. Engine mounted in 4 point suspension to increase frame rigidity.

WHEELS: Wood spoke, 19-inch diameter, heavy duty construction. Wire or disc wheels optional at extra charge. Six wire wheels standard on State models.

TIRES: Full size balloon, 31 by 6.20 inches, six ply. Non skid tread all around. Six tires on State Sedans.

BODY: Full vision welded steel body has narrow, strong pillars for utmost safety and visibility.

REFINEMENTS: Two tone Broadcloth upholstery or two tone Mohair. Form fitting cushions and backs. Silk curtains; silk assist cords. Heavily upholstered arm rests. Fine engraved, jeweler's finish hardware. Vanity case and smoking set in rear compartment 7-passenger models. Ash receiver in 5-passenger sedans. Instrument board, garnish mouldings and door panels are finished in two-tone American walnut or two-tone lacquer to harmonize with exterior finish. Door panels carry etched silver medallions. Heavy Wilton velvet carpet. Upholstered foot rest. Large pockets in all four doors. Heavy ornamental robe rail.

LIGHTS: Twin beam chromium-plated acorn type headlights and cowl lights, controlled from steering wheel. Instrument board indirectly lighted. Light over coincidental lock. Opal iridescent dome and corner lights, former automatically operated with opening of right rear door. Rear traffic signal light.

EQUIPMENT: Automatic windshield cleaner; rear vision mirror. Exclusive Studebaker no-draft ventilating windshield. Speedometer, eight-day clock, gasoline gauge, engine thermometer, oil pressure gauge and ammeter grouped under glass. Hydraulic shock absorbers front and rear. Trunk on 5-passenger sedans; trunk rack on 7-passenger State models.

MODELS: 5-passenger Sedan; 7-passenger Sedan; 5-passenger State Sedan; 7-passenger State Sedan; 7-passenger State Limousine. State models equipped with six wire wheels and tires.

Studebaker reserves the right to change any of the specifications listed without obligation to subsequent purchasers or to add new designs or improvements without making similar alterations in automobiles already manufactured.

SPECIFICATIONS

The Studebaker Commander

WHEELBASE: 120 inches.

ENGINE: Six cylinders, cast en bloc; removable head with fully machined combustion chambers; L-head type. Bore $3\frac{3}{8}$ inches; stroke 5 inches; piston displacement 354 cubic inches. S. A. E. rating 36.04 horsepower. Motor develops 85 brake horsepower at approximately 2800 r.p.m.

Pistons are cast iron, light weight, with 3 compression rings, 1 oil control ring.

Connecting rods drop-forged from selected steel; length $11\frac{1}{4}$ inches, matched in sets for perfect balance. Shimless bearings babbitted direct to steel. One-inch piston pin mounted in bronze bushing.

Heavy drop-forged crankshaft, fully machined on all surfaces and statically and dynamically balanced. Four main bearings, bronze backed, babbitt faced. Total bearing surface $23\frac{3}{8}$ inches.

Camshaft gear driven, mounted in four oversize bearings. Valves: chrome nickel steel and silchrome steel for intake and exhaust, respectively. Mushroom type push rods, lubricated by spray from crankcase.

As a result of advanced engineering, precision workmanship and careful inspection, The Commander may be driven 40 miles per hour the day it is delivered.

LUBRICATION: Full pressure feed to main, connecting rod and camshaft bearings. Timing gears lubricated by overflow from forward bearings. Oil filter and crankcase ventilating system. Oil change necessary only every 2,500 miles after first 1,000 miles of operation. Chassis lubrication by high pressure magazine system at 2,500-mile intervals.

CARBURETION: $1\frac{1}{2}$ -inch carburetor. Manifold heating controlled from dash for seasonal variation in temperature.

IGNITION: Delco-Remy system; current supplied by generator accessibly mounted right side of engine, forward, and by storage battery. Distributor at left front of engine; distributor and spark plugs protected from moisture by rubber caps.

STARTING: Delco-Remy system; starting motor operated by pedal on floor board. Over-running clutch in starter.

GASOLINE SYSTEM: Fuel pump supplies gasoline to carburetor through filter from 16-gallon tank in rear. Hydrostatic gasoline gauge on dash.

COOLING SYSTEM: Centrifugal water pump with Chrome-plated steel pump shaft. Fin and tube type radiator cooled by 4-blade 18-inch fan. Thermostat in cylinder head controls water circulation, retarding flow until motor has reached warm operating temperature.

CLUTCH: Improved single disc dry plate clutch.

TRANSMISSION: In unit with clutch and motor; selective type, standard shift, three speeds forward and one reverse. Main shaft mounted on ball bearings; countershaft gears forged integrally. Shafts and gears of special alloy steel.

REAR AXLE: Semi-floating, with Chrome Molybdenum steel shafts. Spiral bevel gear final drive. Timken tapered roller bearings at wheel hubs and differential. Rear axle ratio: 3.31 to 1. Roadster 3.07 to 1. Minimum road clearance 8 inches.

DRIVE: Hotchkiss type; tubular propeller shaft

SPRINGS: Semi-elliptic front and rear. Rear springs: $50\frac{3}{8}$ inches long, 2 inches wide. Front springs: 38 inches long, 2 inches wide. Multiple leaves.

BRAKES: Amplified-action, mechanical four wheel brakes, internal expanding type. Brake drums $13\frac{3}{8}$ inches in diameter; 2 inches wide. Powerful self-energizing braking action with light pedal pressure. Parking brake operates on propeller shaft.

LOCKS: Coincidental steering and ignition lock, approved by Insurance Underwriters' Laboratory. Owners receive lowest theft insurance rates. Same key operates spare tire carrier and door locks.

STEERING GEAR: Cam and lever type, 15 to 1 reduction ratio. Timken roller bearings on steering pivots. New flat-type, thin-grip steering wheel.

FRAME: Heavy channel section pressed steel. Side members $6\frac{1}{2}$ inches deep with $1\frac{3}{8}$ -inch flange. Frame braced by seven cross members, including cross tube. Four point motor suspension.

WHEELS: Wood wheels, heavy duty artillery type. Wire or disc wheels available at extra cost.

TIRES: Full balloon tires, 30x5.50 inch, six ply; non skid all around.

BODY: Full vision welded steel body with narrow windshield pillars for safety and visibility. Wide doors and plate glass windows.

REFINEMENTS: Mohair, Bedford Cord, or genuine leather upholstery according to model. Form fitting seats and heavily upholstered arm rests in Sedans and Victorias. Silk curtains; silk assist cords in Regal models. Deep door pockets on all doors. Instrument board and door panels finished in American walnut or two-tone lacquer to harmonize with body finish. Etched silver medallions on door panels of Regal models. Butler finish floral design hardware. Recessed ash receivers. Heavy carpets (both front and rear compartments). Robe rail and upholstered foot rest in sedans.

LIGHTS: Twin-beam headlights, chromium plated on Commander Regal models. Headlights and cowl lights controlled from steering column. Instrument board indirectly lighted, with flood light over coincidental lock. Opal iridescent dome light; rear traffic signal light.

EQUIPMENT: Automatic windshield cleaner and rear vision mirror. Exclusive Studebaker one-piece no-draft ventilating windshield. Speedometer, gasoline gauge, engine thermometer, oil pressure gauge and ammeter, grouped under glass on instrument board. Cigarette lighter on Commander Regal models. Shock absorbers, front and rear.

MODELS: 5-passenger Sedan; 5-passenger Regal Sedan; 4-passenger Victoria; 4-passenger Regal Victoria; 4-passenger Regal Coupe with rumble seat; 2-passenger Coupe, leather upholstery; 4-passenger Roadster (with rumble seat, leather upholstery).

Studebaker reserves the right to change any of the specifications listed without obligation to subsequent purchasers or to add new designs or improvements without making similar alterations in automobiles already manufactured.

SPECIFICATIONS

The Studebaker Dictator

WHEELBASE: 113 inches.

ENGINE: Six cylinders, cast en bloc; removable head with fully machined combustion chambers; L-head type. Bore $3\frac{3}{8}$ inches. Stroke $4\frac{1}{2}$ inches. Piston displacement 242 cubic inches. S. A. E. rating 27.3 horsepower. Develops 70-horsepower at 2800 r.p.m.

Pistons are cast iron with 4 compression rings, 1 oil control ring. Compression rings all above piston pin.

Connecting rods drop-forged from selected steel. Length 10 inches. Shimless bearings babbitted direct to steel. Connecting rods matched in sets for perfect balance.

Heavy drop-forged crankshaft, fully machined on all surfaces and statically and dynamically balanced. Four main bearings, bronze-backed and babbitted-faced.

Camshaft mounted in four large bearings; adjustable silent chain drive.

Valves are chrome nickel steel for intake, and silchrome steel for exhaust. Intake valves $1\frac{3}{8}$ inches diameter, with $\frac{5}{16}$ lift. Exhaust valves $1\frac{1}{2}$ -inch diameter, $\frac{5}{16}$ -inch lift. Valves operated by mushroom type push rods and cooled by ample water passages in cylinder head.

As a result of advanced engineering, precision workmanship and careful inspection, The Dictator may be driven 40 miles per hour the day it is delivered.

LUBRICATION: Full pressure feed to main, connecting rod and camshaft bearings from gear type pump with screen filter. Oil kept clean and efficient by oil filter and crankcase ventilating system. Oil changes only necessary every 2,500 miles after first 1,000 miles of operation. Chassis lubrication by high pressure magazine lubricators, requiring refilling only at 2,500-mile intervals.

CARBURETION: $1\frac{1}{4}$ -inch size carburetor. Manifold heating hot spot, controlled from dash for seasonal variation in temperature.

IGNITION: Delco-Remy system; current supplied by generator and 6-8 volt storage battery. Distributor on right side of motor, driven by auxiliary shaft. Distributor head and spark plug wires protected from moisture by rubber caps.

STARTING: Delco-Remy system; Bendix drive.

GASOLINE SYSTEM: Fuel pump supplies gasoline to carburetor through filter from 16-gallon tank in rear. Hydrostatic gasoline gauge on dash.

COOLING SYSTEM: Centrifugal water pump driven by auxiliary shaft. Tubular radiator cooled by four blade fan. Thermostatic control unit in cylinder head retards water flow until motor has reached warm operating temperature.

CLUTCH: Improved single plate dry disc clutch.

TRANSMISSION: In unit with clutch and motor: selective type, standard shift; 3 speeds forward, 1 reverse. Mainshaft mounted on ball bearings. Countershaft gears forged integrally. Shafts and gears of special alloy steel.

REAR AXLE: Semi-floating, with Chrome Molybdenum steel shafts. Spiral bevel gear final drive. Gear ratio 4.3 to 1. Minimum road clearance 8 inches.

DRIVE: Hotchkiss type; tubular propeller shaft.

SPRINGS: Semi-elliptic, front and rear. Front springs: 38 inches long, 2 inches wide, with 11 leaves; rear springs: 50 $\frac{3}{4}$ inches long, 2 inches wide, 13 leaves.

BRAKES: Amplified-action, mechanical four wheel brakes, internal expanding type. Brake drums 12 inches in diameter, $1\frac{3}{4}$ inches wide. Total braking area 214 $\frac{1}{2}$ square inches. Parking brake drum on propeller shaft.

LOCKS: Coincidental steering and ignition lock, approved by Insurance Underwriters' Laboratory. Owners receive lowest theft insurance rates. Same key operates locks on spare tire carrier and doors.

STEERING GEAR: Cam and lever type; 15 to 1 reduction ratio. Timken roller bearings in king pins add to ease of steering.

FRAME: Heavy channel section pressed steel. Side members 6 inches deep, flanges $1\frac{7}{8}$ -inch wide. Four point motor suspension and strongly braced cross members give exceptional frame rigidity.

WHEELS: Wood, heavy duty artillery type. Wire or disc wheels available at extra cost.

TIRES: Full balloon tires, 30 x 5.50; four ply; non skid all around.

BODY: Full vision welded steel body with plate glass windows and narrow pillars for safety and visibility.

REFINEMENTS: Mohair, velour or leather upholstery according to model. Seats scientifically shaped to assure utmost riding comfort. Heavy upholstered arm rests in rear seats Sedans and Victoria. Silken curtains. Deep door pockets on all doors. Recessed ash receivers in Sedans and Victoria. Robe rail and upholstered foot rest in Sedans. Heavy floor carpet. Beautiful walnut or two-tone lacquer finished instrument board to harmonize with body finish. Butler finished hardware with lined design.

LIGHTS: Twin beam headlights; chromium plated rims. Headlights and cowl lights controlled from steering column. Instruments indirectly lighted; flood light over coincidental lock; rear traffic signal light.

EQUIPMENT: Automatic windshield cleaner and rear vision mirror. Exclusive Studebaker no-draft ventilating windshield. Speedometer, gasoline gauge, oil pressure gauge, ammeter and engine thermometer grouped under glass, indirectly illuminated. Shock absorbers, front and rear.

MODELS: Five passenger Sedan; five passenger Royal Sedan; four passenger Royal Victoria; four passenger Royal Coupe; two passenger Coupe; seven passenger Royal Tourer with folding top; five passenger Royal Tourer with folding top; four passenger Roadster with rumble seat.

Studebaker reserves the right to change any of the specifications listed without obligation to subsequent purchasers or to add new designs or improvements without making similar alterations in automobiles already manufactured.