

*It's Here Now!*

# Studebaker's Quadripoise Suspension provides

# LEVEL RIDING

## ...THE MILLION DOLLAR RIDE OF 1934

**L**LEVEL-RIDING — Studebaker's latest brilliant contribution to motoring comfort — helped to sell more Studebakers last month than in any other November in eight years.

This million dollar advancement gives you level-riding on the turns . . . level-riding on rough roads . . . at 1934 speeds!

Quadripoise Suspension is the result of the expenditure of more than a million dollars in Studebaker's laboratories and proving ground. It embraces not merely one, but a whole series, of closely related engineering achievements.

This great Studebaker development includes in its scope *all four* extremities of the chassis, rather than merely the forward half. It embodies the most precisely calculated distribution of chassis weight, body weight and passenger weight.

### Why Studebaker Cars Keep Their Balance

As a result, the center of the entire weight of the car is less than 27 inches from the ground! The cars are wider (74 inches) than they are high (69 inches). Any Studebaker will retain its balance, even if tilted to an angle of 58 degrees.

Quadripoise Suspension likewise involves spring placement, spring dimensioning and spring articulation. Springs are spaced further apart—another Studebaker innovation! It includes de-synchronization of the various rhythmic impulses inevitably set up by wheels, springs, motor and chassis. It covers tire sizes and air pressures. And it is affected materially by Studebaker's pioneering use of aerodynamic body design . . . Studebaker's skyway style.

*No Swerving, No Wandering,  
No Wheel Fight*

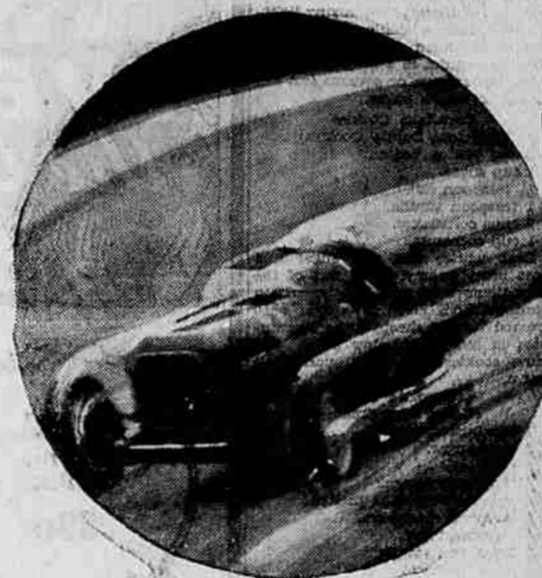
The net result? A Studebaker ride is unique. The startling new 1934 Studebakers are completely free from

shimmy and wheel fight. They never swerve or wander at any speed on straightaway, hills or curves. These Quadripoised Studebakers keep a level keel over rough roads. Rear seats are as free from bumps and jars as front seats. There is a notable absence of pitching, swaying and bouncing. Your Studebaker hugs the road on the turns.

Unseen but notably evident, Studebaker's Quadripoise Suspension introduces the stability of pyramid design—low weight, balanced weight—Quadripoised weight. Studebaker level-riding is a proved fact. Take your Studebaker ride before, or after, you experiment with other motor cars . . . you will find none so impressively comfortable on any sort of road at any rate of travel!

THE DICTATOR . . . . . \$645  
THE COMMANDER . . . . . \$845  
THE PRESIDENT . . . . . \$1045

Above are base prices at the factory. Bumpers, spare tires and taxes extra. Prices subject to change without notice.



Five 85% stock Studebaker cars, in the last 500-mile Indianapolis Race, captured 5 of the first 12 places—part of the painstaking program of Studebaker engineering research which produced Quadripoised Suspension.



Level-Riding, as achieved through Quadripoise Suspension in the Startling New Studebakers for 1934, is advanced materially by Studebaker's extremely low center of gravity. The car is wider than it is high. The center of the entire car's total weight is within 27 inches of the ground. Even when tilted to an angle of 58 degrees, the car will return readily to even level.



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