



SEE AMERICA FIRST...IN AMERICA'S STAND-OUT CAR

STUDEBAKER CHAMPION
CUSTOM CLUB SEDAN

Also available in Custom Deluxe and Delux-tone



NEW SLIP-STREAM BODIES
STRATOLINER-STYLE INTERIORS

Styled

BY RAYMOND LOEWY
AMERICA'S FOREMOST
INDUSTRIAL
DESIGNER

FAMED designer Raymond Loewy has complimented the good taste of every Studebaker owner by styling these beautiful new 1941 Studebakers to perfection.

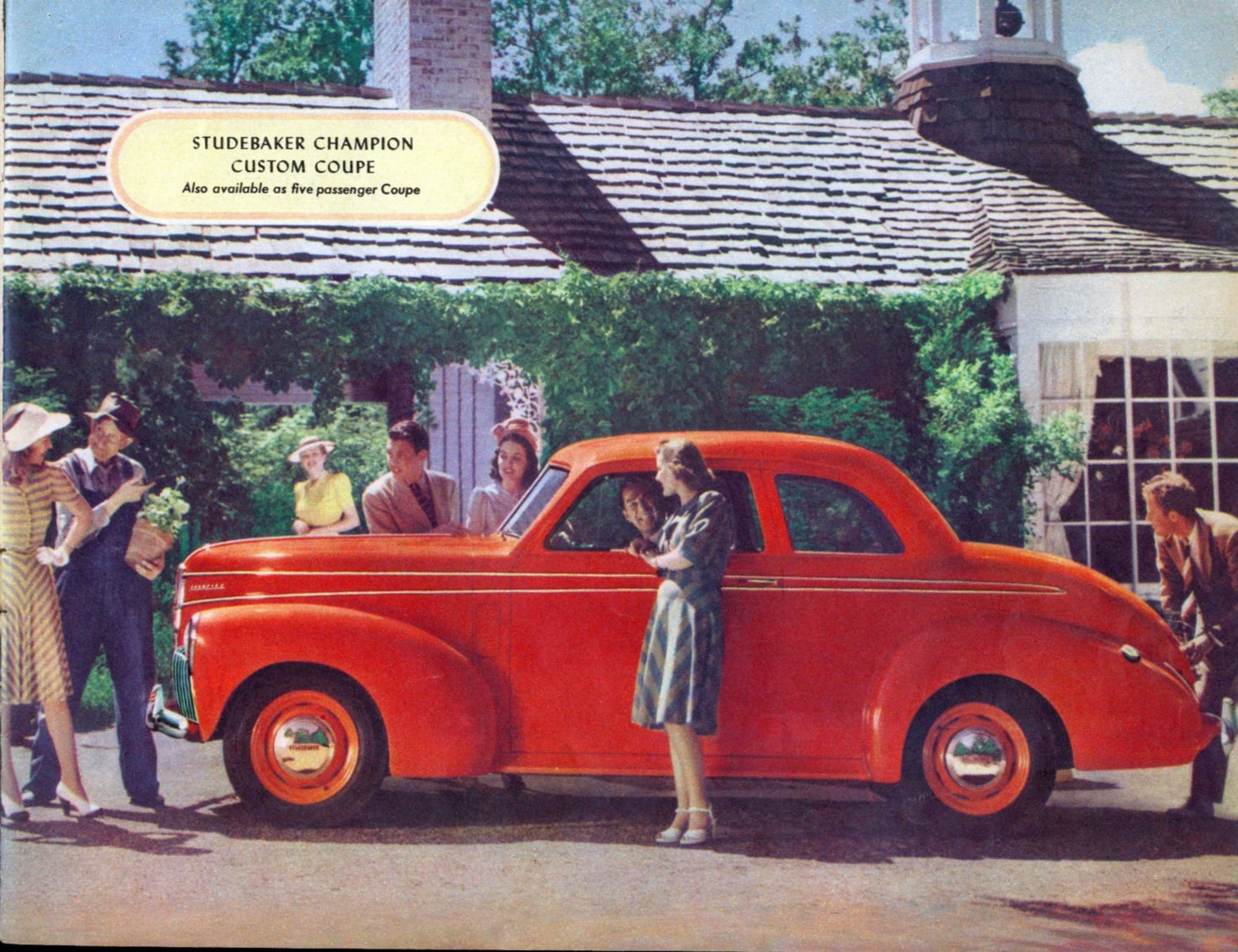
Studebaker's new slip-stream bodies of advanced torpedo type are longer, wider, lower and roomier. The famous speed planes of the stratosphere were their inspiration. You've never seen cars so expressive of movement—so smoothly contoured—so thrillingly distinctive in every line.

The roomy Studebaker interiors are as inviting as luxurious living rooms with deftly tailored upholstery and the smart kind of fittings and appointments that you would expect Raymond Loewy to design.



STUDEBAKER CHAMPION
CUSTOM COUPE

Also available as five passenger Coupe



YOU RIDE IN RESTFULLY CRADLED *Comfort* EVERY MILE

IN THESE LONGER, LOWER, WIDER, ROOMIER CARS

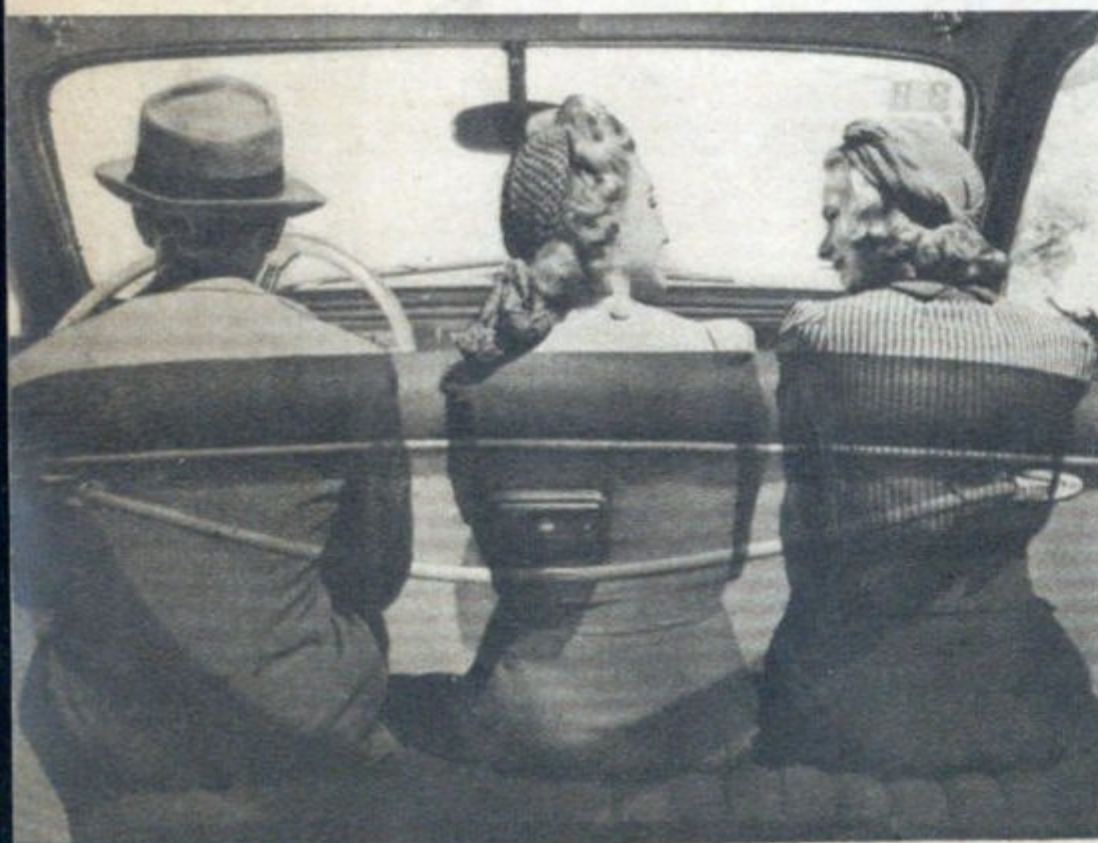
Grand new visibility in windshield and windows! These Studebakers for 1941 considerably excel their predecessors of 1939 and 1940 in visibility. Many additional square inches of protecting glass enable you to see clearly in all directions. Note the big expanse of safety glass in window and in the deep wide windshield at right.



Three passengers ride in uncrowded comfort. The phantom photograph graphically illustrates the remarkable amount of hip and shoulder room in the 1941 Studebaker Champion's front seat. As much as 2 1/4 inches of width have been made available by the graceful outward curve of the new torpedo-type body.



Exceptionally wide, high doors are examples of the "thoughtful" way in which the new 1941 Studebakers are designed. They're so spacious that entering or leaving the car is done with no awkward twisting or ducking. Running boards have been eliminated but floors have been lowered to curb height and provide easy entrance and exit. Floors are flat without objectionable tunnel.



Studebaker trunks accommodate a world of luggage! There's room for all the bags and suitcases a family requires on an extensive trip in the exceptionally roomy rear decks of the new Studebakers. And every cubic inch of the space is usable. The trunk interior is lighted by the tail lamps.

**STUDEBAKER CHAMPION —
AMERICA'S LOWEST PRICED SEDANS
IN ANY 6 CYLINDER CAR**



Studebaker's new foam rubber cushions are restful and cool

This thick layer of resilient body-conforming rubber combines with finest type coil springs and beautifully tailored upholstery fabrics to make every ride delightfully comfortable. The seats are lower than in former models. The rear seat is located well ahead of the rear axle. Foam rubber cushioning is standard in all President models and costs slightly extra in Commander and Champion models.

Everybody's comfortable in a new Studebaker. There's loads of leg room, head room and body room in every Studebaker Champion, Commander or President. You can stretch out and relax in perfect comfort. Seat backs are high and deeply cushioned. Front seats are extra wide and deep. There's extra stretch room for

back seat passengers' feet beneath the back of the front seat. Hours on the road are never weary with all this room and comfort. Time flows by velvet-smooth as new vistas open up outside the extra large areas of protective window glass. It's a joy for young and old to travel in Studebaker's pleasant, comfortable surroundings.

**STUDEBAKER CHAMPION
CUSTOM CRUISING SEDAN**
Contrasting body belt. White sidewall tires extra



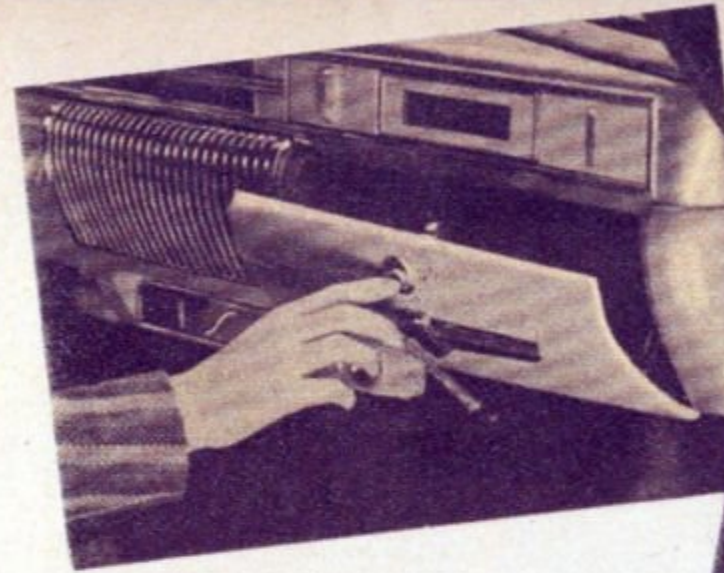
NEW STUDEBAKER CHAMPION

Custom Deluxe MODELS

FEATURING CONTRASTING-COLOR INTERIORS

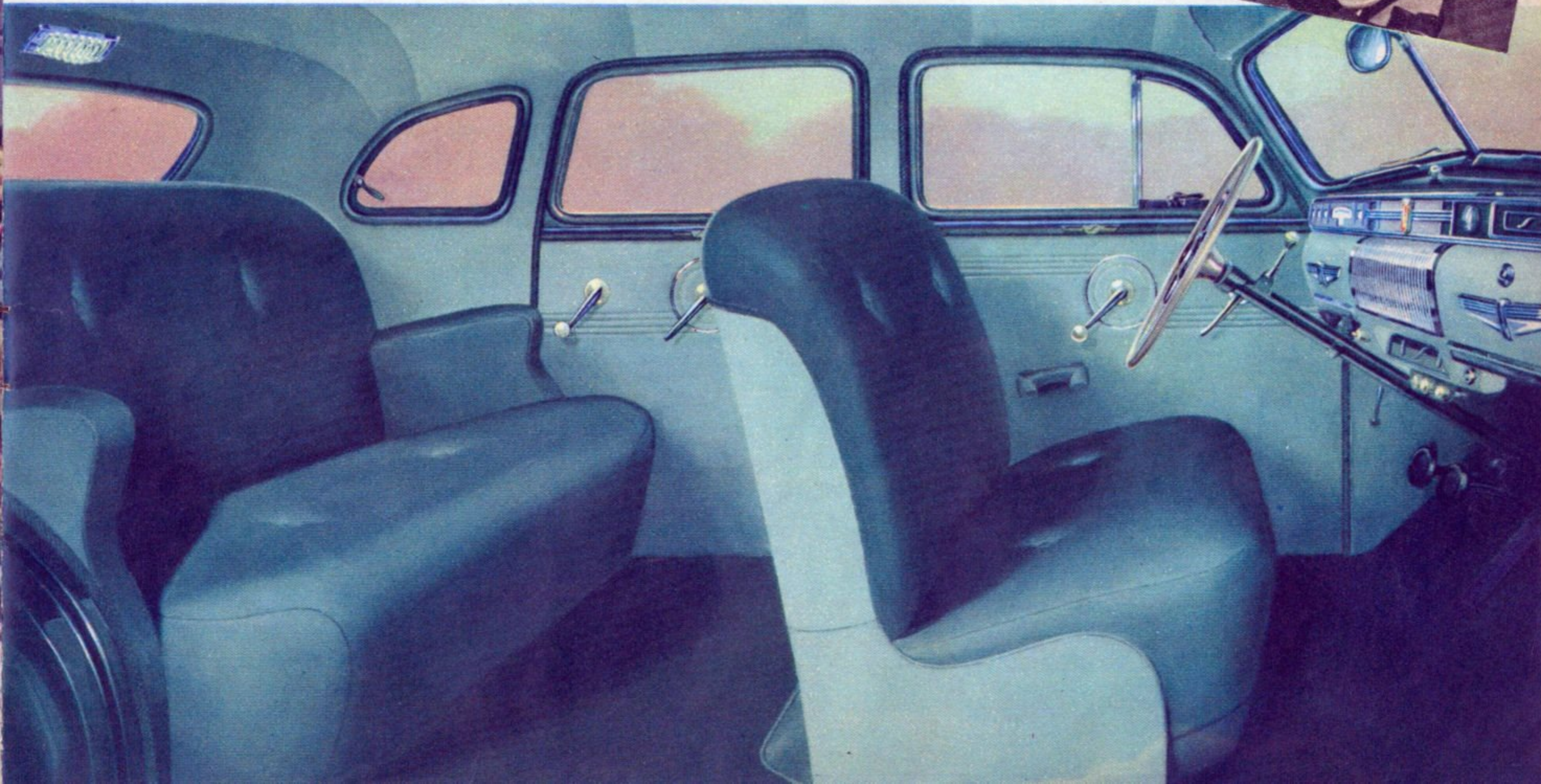
NEVER has a lowest price bought such beautiful harmonizing of exteriors and interiors as is offered in these Studebaker Champion Custom Deluxe models. The customer writes his own ticket. Every taste is pleased and flattered. Custom

Deluxe interiors are available in contrasting blue and gray, dark green and soft green, golden brown and beige Canda cloth or bedford cord. Champion Delux-tone models offer two-tone exteriors with bolster type two-tone upholstery.



Champion glove compartment has its own special theft-proof lock as standard equipment—on all models.

Phantom wheel with ivory-tone tenite grip is standard equipment on all Studebaker Custom Deluxe and Delux-tone models. Gear shift handle is of harmonizing tenite, too.

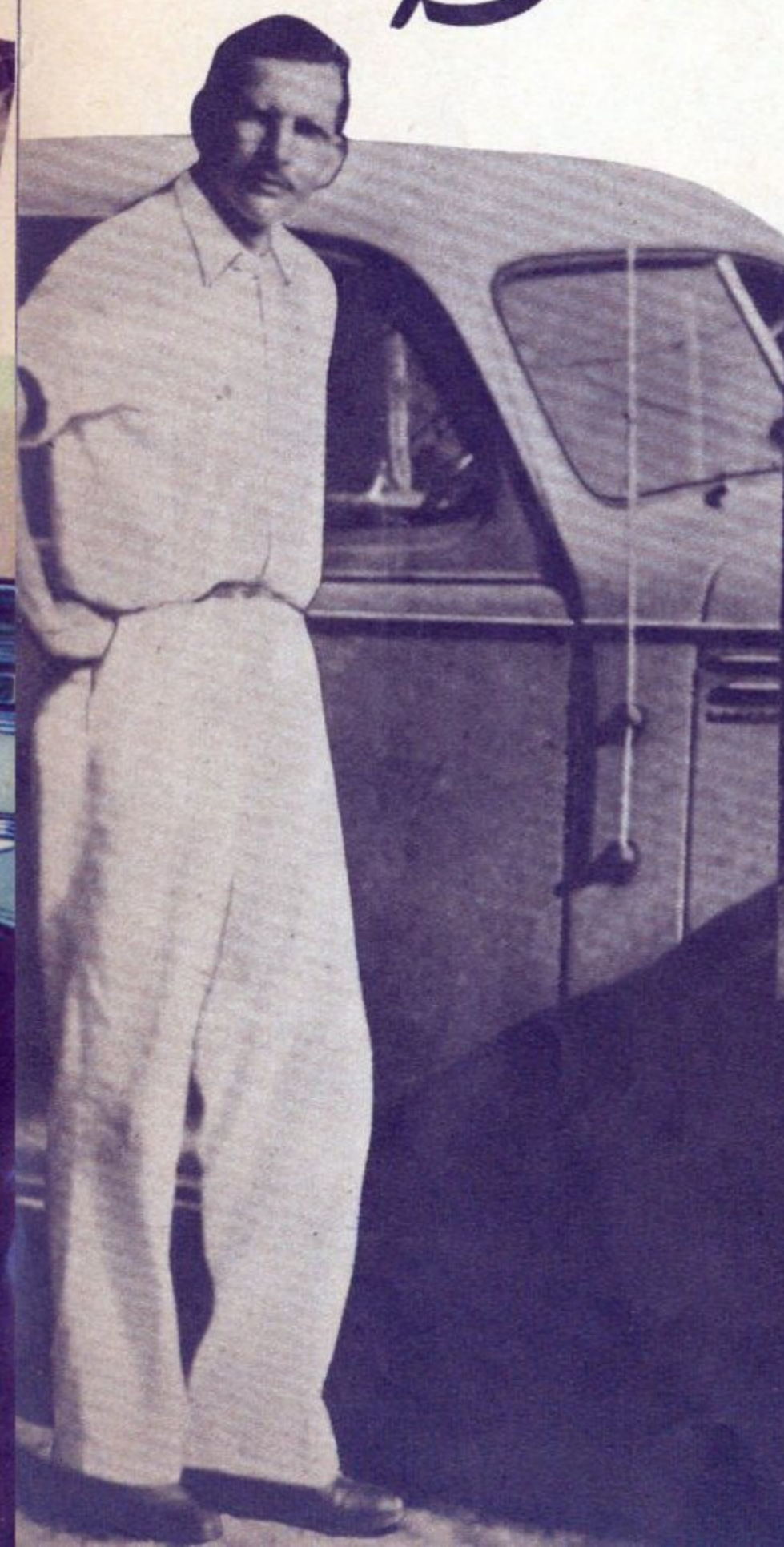


A *Billion* MILES OF PROOF

OVER one hundred thousand delighted Studebaker Champion owners all over the country and in every walk of life have now rolled up over a billion miles of proof of Champion quality, dependability and economy. Owners' unsolicited, enthusiastic reports are brilliant testimony to the

Champion's finer, lowest cost transportation.

You have to look a long way before finding a Studebaker Champion on a used car lot. That tells you how popular it is with owners. That's why its trade-in value is so unusually high. This sensational new Champion is a stand-out success.



This Champion owner is saving \$15 a month on gas! "I cover a 60-mile route every working day with my Studebaker Champion and make about 200 stops. I average 22 miles to the gallon and figure my Champion saves me \$15 per month on gas."—CLAUDE B. KEIR, Sac City, Ia.

No perceptible consumption of oil, says this Champion owner—"My Studebaker Champion more than meets my expectations as to money-saving. I change oil every 1500 miles just to be on the safe side but my Champion shows no perceptible consumption of oil between changes."—JOSEPH MELICHAR, Bremerton, Wash.

Averaged 23 to 27 miles per gallon for 100,000 miles

"I strongly recommend the Studebaker Champion with overdrive to anyone looking for real economy. My Champion has traveled over 100,000 miles and I've averaged between 23 and 27 miles per gallon. It's the cheapest transportation I've ever enjoyed."—WADE HULL, Tampa, Florida.



STUDEBAKER BEAT THEM ALL IN AMERICA'S GREATEST GAS ECONOMY TEST

NO OTHER line of cars ever accomplished what Studebaker did in this year's Gilmore-Yosemite Sweepstakes. Under strict American Automobile Association supervision, Studebaker cars swept the boards and finished 1-2-3 in the Sweepstakes. In addition each Studebaker model won first place in its class. With expert drivers and low-extra-cost overdrive, the Studebaker Champion averaged 29.19 miles per gallon; the Studebaker

Commander, 24.72 miles per gallon; the Studebaker President, 23.40 miles per gallon.

Further proof of Studebaker stamina and economy was the sensational record established by the Studebaker Champion on the famous Indianapolis Speedway. Two Champions traveled 15,000 miles in less than 15,000 consecutive minutes to set the best record for sustained high speed performance ever recorded by stock cars on that track.

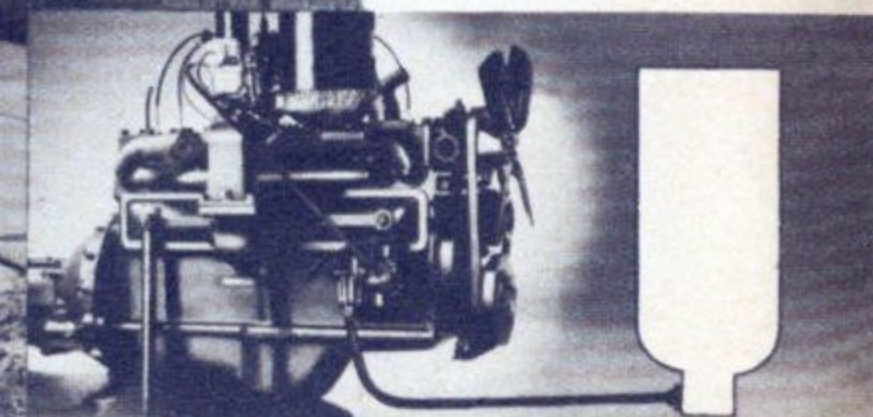


ECONOMATIC SHIFT AND OVERDRIVE CUT FUEL COST

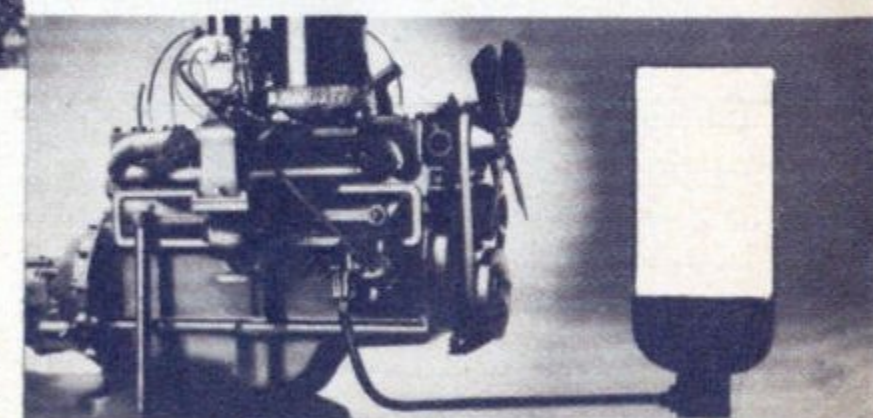
STUDEBAKER'S
ECONOMATIC SHIFT
AND OVERDRIVE LET
YOU DO WHAT YOU
WANT TO DO WHEN
YOU WANT TO DO IT



Economatic overdrive cuts fuel cost—You get from three to five extra miles per gallon with Studebaker's overdrive which is available at low extra cost. It adds a cruising "fourth speed" which is a marvel of smoothness as well as a miser of fuel. Engine speed is reduced one-third and reduces oil consumption and repair expense remarkably.



Without overdrive, your motor develops more power than is required for cruising and wastes gasoline.

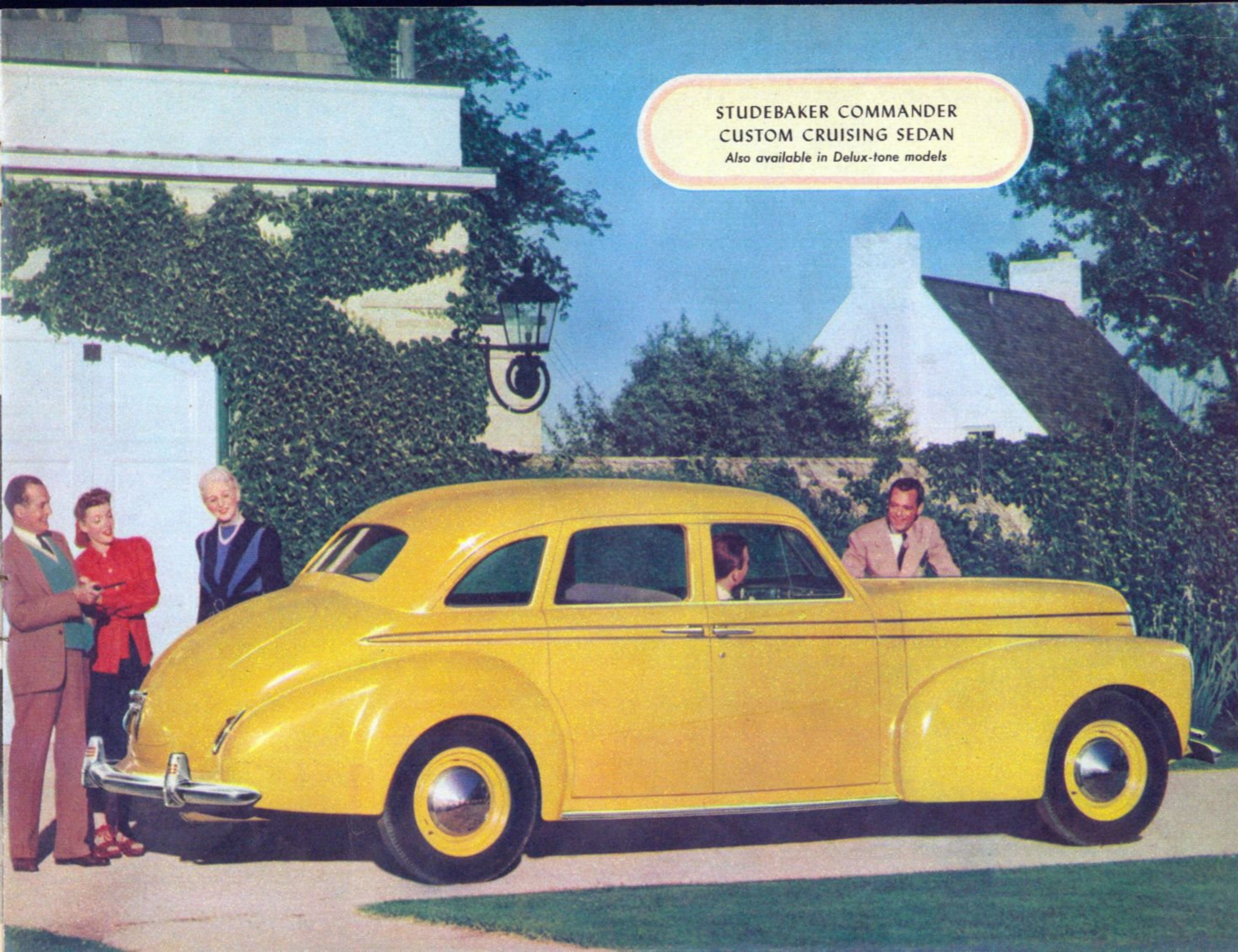


With overdrive, engine revolutions are reduced approximately 30%. You get 3 to 5 miles free from every gallon of gasoline.

SHIFT WITHOUT USING THE CLUTCH

Yes, the Economatic shift with overdrive eliminates practically all use of the clutch in shifting—gives you direct drive acceleration as desired for passing or on hills.

STUDEBAKER COMMANDER
CUSTOM CRUISING SEDAN
Also available in Delux-tone models



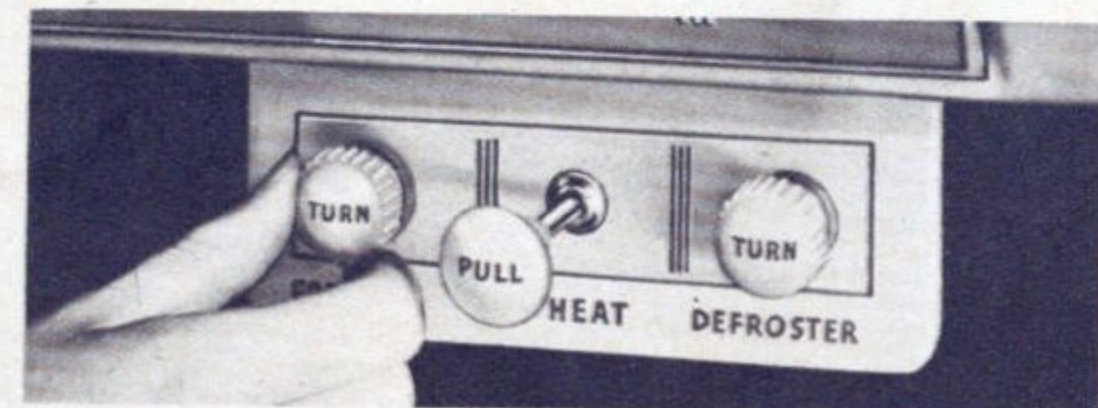
ENJOY *Summer*
ALL WINTER WITH

Quick, thorough defrosting is part of the Climatizer's advantage. Vents below the windshield pour streams of heated air from the interior of the car up against the glass. For severe climates a special heating unit for the defroster is available.

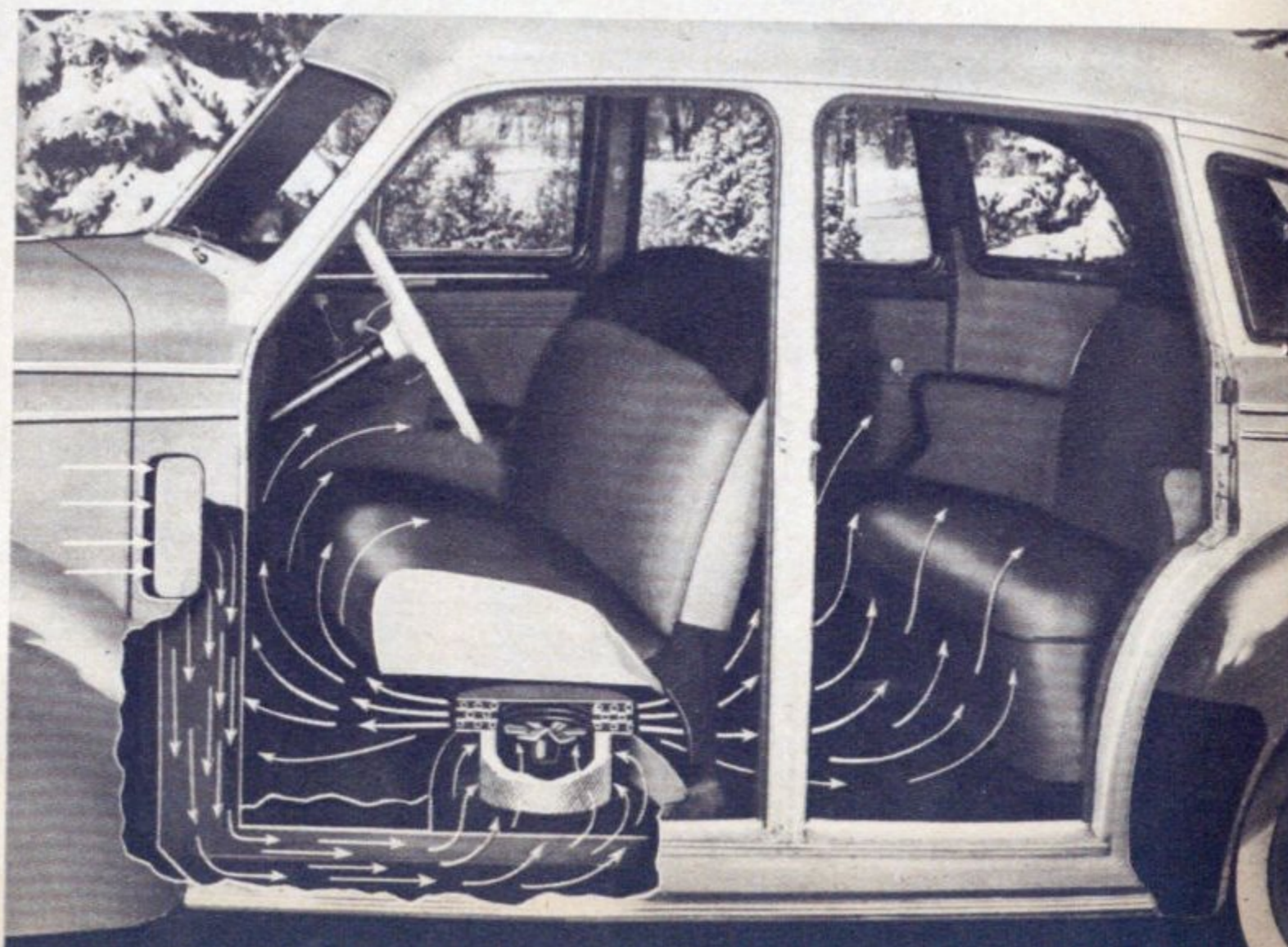


Scientific anemometer tests prove the high air capacity of the Climatizer—The accurate recording gauge of this remarkable air-measuring instrument shows that literally hundreds of cubic feet of new air are constantly coming into your car every 60 seconds when the Climatizer is turned on full. And with heater off, on rainy days in mild weather, this keeps closed windows from fogging.

Here's how the Climatizer takes in outside air, filters it, heats it and distributes it—Note at right that the air comes in from outside at the cowl ventilator. It is thoroughly filtered of dust and other impurities, then heated to the desired temperature and finally distributed to both front and rear.

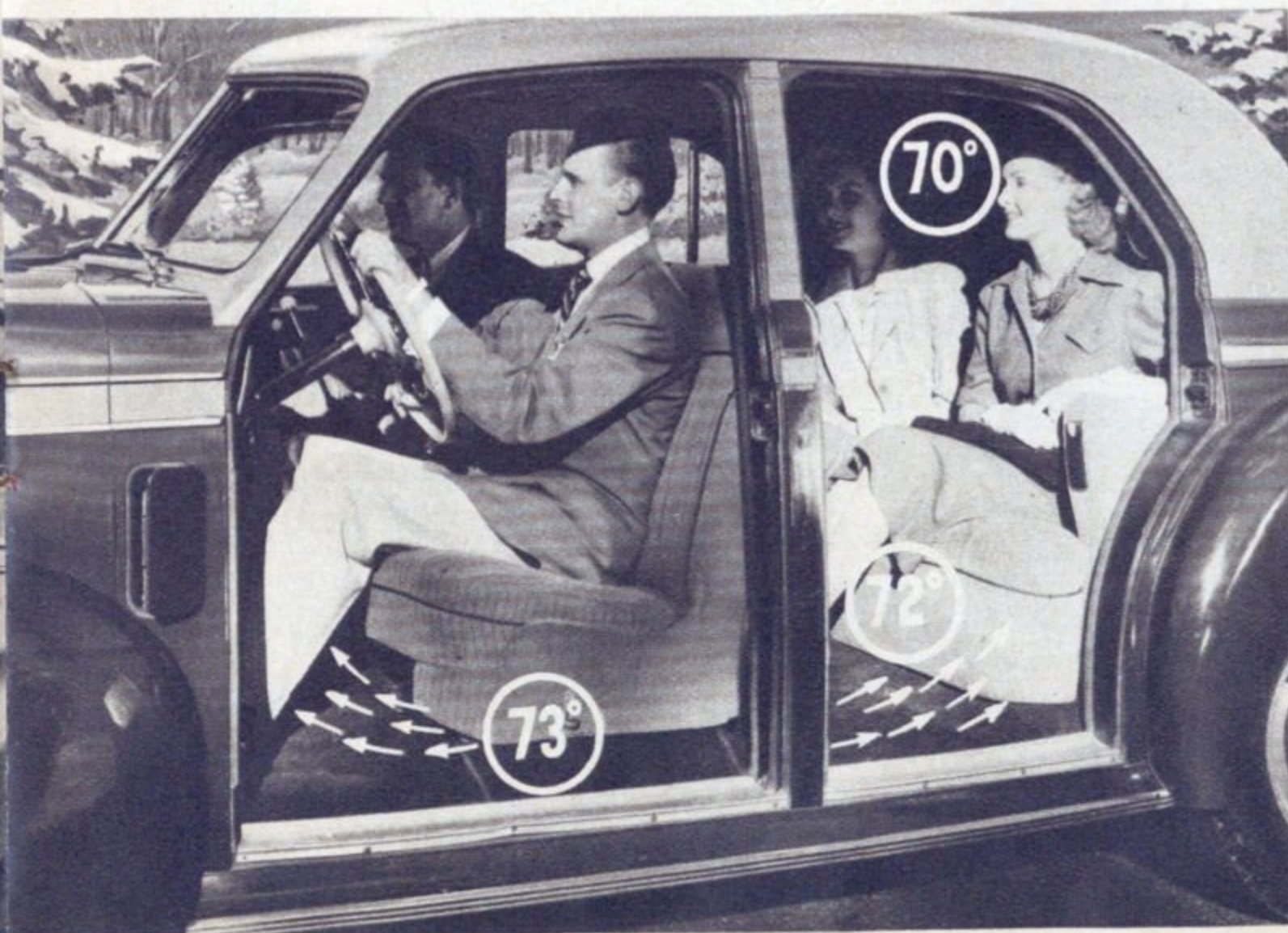


To start the Climatizer you pull out the knob marked "PULL." A full flow of hot water enters the heating core. Position adjusts amount of heat. Knob at left starts fan which circulates air. Knob at right starts defroster.



Comfort IN YOUR CAR STUDEBAKER'S CLIMATIZER

Studebaker's Climatizer is revolutionary and exclusive. Costing just about as much extra as a first-class, old-fashioned car heater, it does far more for your comfort. Located under the front seat, it's built in the car at the factory. Studebaker's Climatizer is the only heating system that circulates fresh, filtered, thoroughly warmed air to every part of the car interior. In mild weather, during rain or dust storms, Climatizer may be used as a fresh air circulating system. You ride in perfect comfort in any weather.



Extra large size filter eliminates dust and other impurities. It's made of the same material that's used in the finest carburetor air cleaners and is easily cleaned. It does a really thorough job of purifying the incoming outside air.

Smoke your favorite old pipe without annoying anyone when the Climatizer is on full, because there is no concentration of smoke or foul air at any point in the car.

Frigid outside—"warm as toast" inside—In fact, thermometer tests show that the front floor is 73 degrees warm, the rear floor 72 degrees and the head level, front and rear, an average of 70 degrees. This means that nobody's feet and ankles are ever chilled. Moreover the fact that the warm air is constantly being refreshed means that you drive with clear-eyed alertness at all times. Your passengers don't get sleepy and logy.

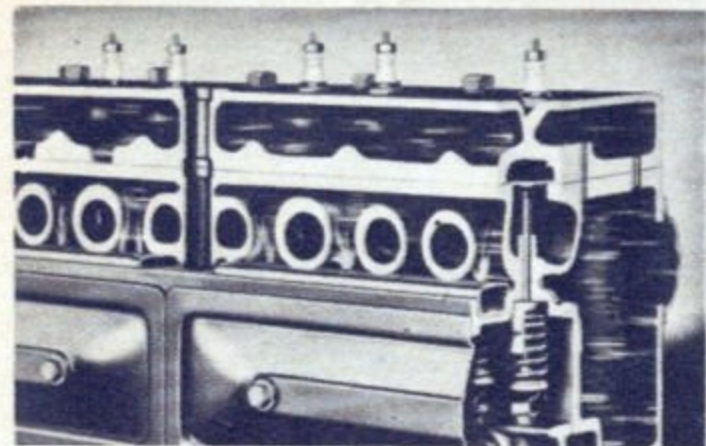


THESE STUDEBAKERS EXCEL IN THRILLING PERFORMANCE

Horsepower has been increased in the Studebakers of 1941 giving them instant-acting reserves of power for safety in split-second emergencies. This powerful, quick response to the slightest touch of the accelerator pedal is combined with a thrilling handling ease that has made Studebaker cars the delight of women drivers.



AND *Handling Ease*



Full length water jacketing assures real oil economy by quickly dissipating the intense heat in the cylinders. Oil temperatures are about 50 degrees lower than in partly water jacketed engines. Valve spring vibration dampers that prevent waste of power are another Studebaker engineering first. Valve seats are individually cooled to prevent warping, pitting and wear.

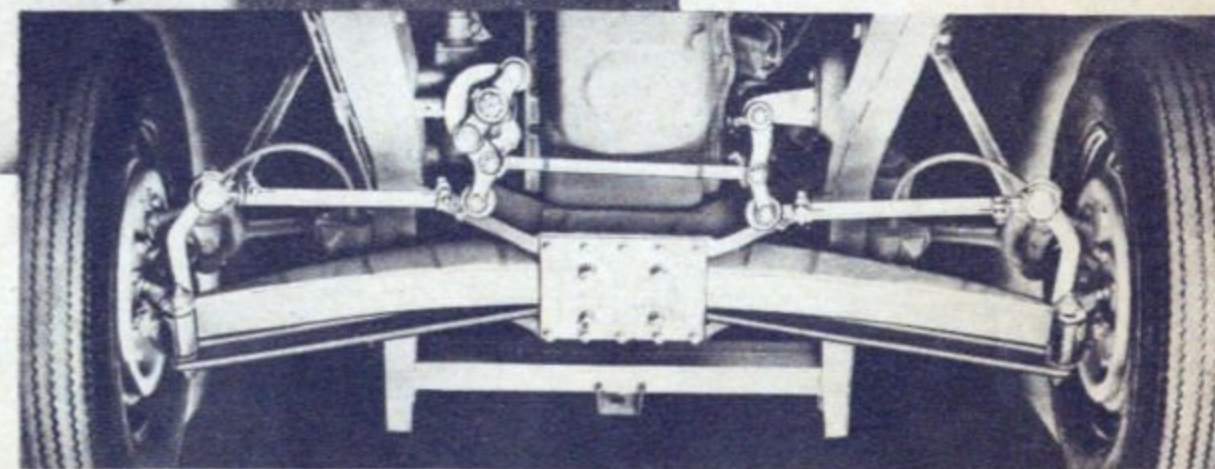


You scarcely know you're rounding a turn—even at high cruising speeds. That's because of the beautifully balanced design of the Studebaker plus the stabilizing action of the famous Studebaker planar independent suspension. The instantly responsive action of Studebaker's variable-ratio, cam-and-lever steering gear banishes wheel fight.

Studebaker's variable ratio steering simplifies your parking. Another Studebaker advantage is the twin-lever steering gear with variable ratio which enables you to turn the front wheels more easily and quickly when you're maneuvering into or out of a tight parking spot.



Almost everything in a Studebaker is automatic. All 1941 Studebakers have automatic choke control, automatic heat control and automatic water temperature thermostat. Carburetors are "tailor-made" to mix gasoline and air in "just right" proportions. Manifold heat is kept adapted to driving conditions by means of a thermostatic "brain." Water temperature is automatically regulated for the most economical operation of the motor.



Direct-action, shockless steering with variable ratio gear is standard on all Studebakers. The exclusive combination of Studebaker's shockless direct-action steering linkage with the strong cam-and-twin-lever gear is an advancement that assures effortless steering under all driving conditions.

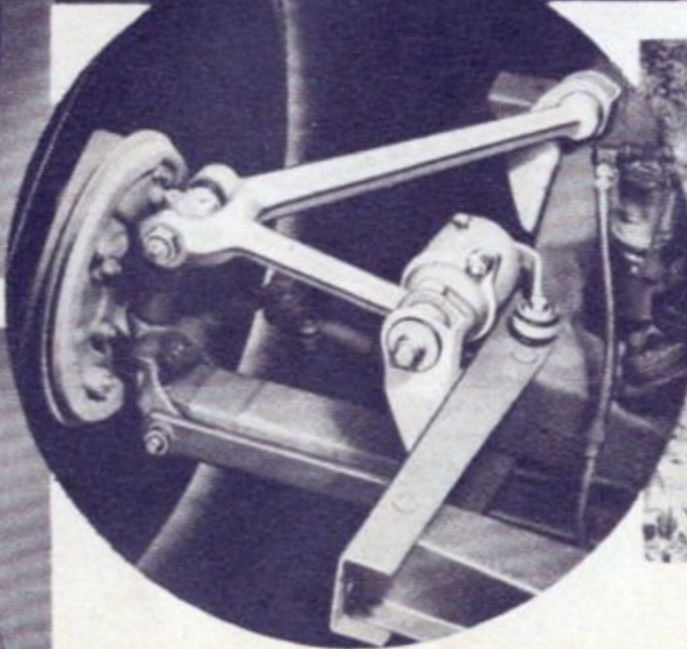
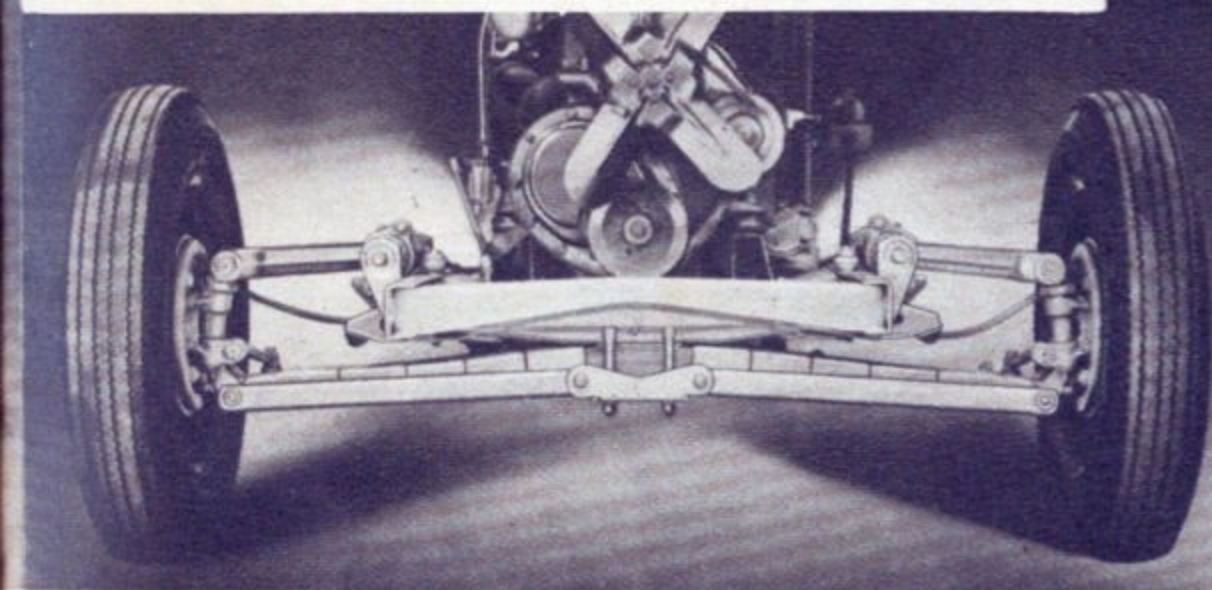


STUDEBAKER COMMANDER
CUSTOM CRUISING SEDAN
Contrasting body belt. White sidewall tires extra



THE GREATEST
CONTRIBUTION TO
Riding Comfort

STUDEBAKER'S INDEPENDENT
PLANAR SUSPENSION



Most successful independent suspension ever designed for a motor car. Studebaker's exclusive self-stabilizing planar suspension is vastly superior to coil suspensions in comfort qualities. It keeps the car on a level plane—gives you Studebaker's famous "miracle ride."

Most restful ride you ever enjoyed on any type of road is yours in a Studebaker—thanks to Studebaker's planar independent suspension which is standard on all Studebakers. It's a new kind of restfully cradled-between-the-axles ride. Rear seats in sedans are situated six full inches forward of the rear axles. Finest double-acting shock absorbers make all pavements velvet-smooth.



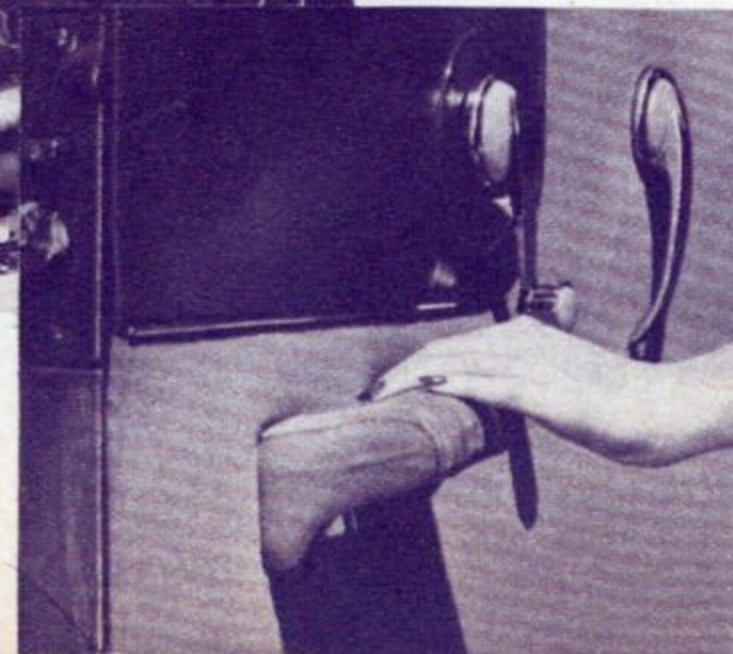
STUDEBAKER PRESIDENT EIGHT
CUSTOM LAND CRUISER
Also available in Delux-tone models

YOU DON'T *Roll Back* WHEN YOU STOP ON AN UPGRADE

Studebaker's automatic hill holder is another feature pioneered by Studebaker that adds to your safety. When you come to a stop on an upgrade, all you need do is keep the clutch pedal down and you can safely take your foot off the brake pedal. The car won't roll back and your right foot is free to feed the gas. You don't have to do a tap dance between the brake and the accelerator. This is a convenience especially appreciated by women drivers. Invaluable in hilly towns or for anyone who tours in the mountains. Standard on Presidents and Commanders; costs slightly extra on Champions.



Your oil stays cleaner in a Studebaker. An internal floating oil screen automatically selects only the cleanest oil from the top of the oil in the crankcase. And in the President and Commander the oil is further protected against dirt by the finest type of oil filter. This filter is available at extra cost on Champions.

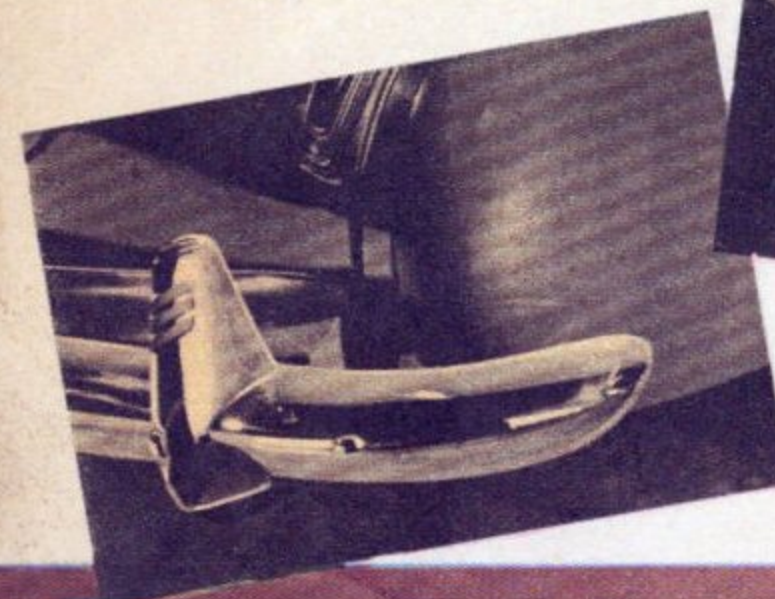


Door pulls serve as arm rests and have the sound, solid quality that's been characteristic of Studebaker cars for years. Window controls, door handles, and all Studebaker hardware is designed like smart jewelry with typical Raymond Loewy distinction.



The hood lock is controlled from inside the car—a real protection against prowlers and mischief-makers. When you lock the car door no one can open the hood. There is also a secondary safety catch (shown at the left) should the hood be left partially open. This catch as well as the hand control in the front compartment must be released by hand in order to open hood for servicing.

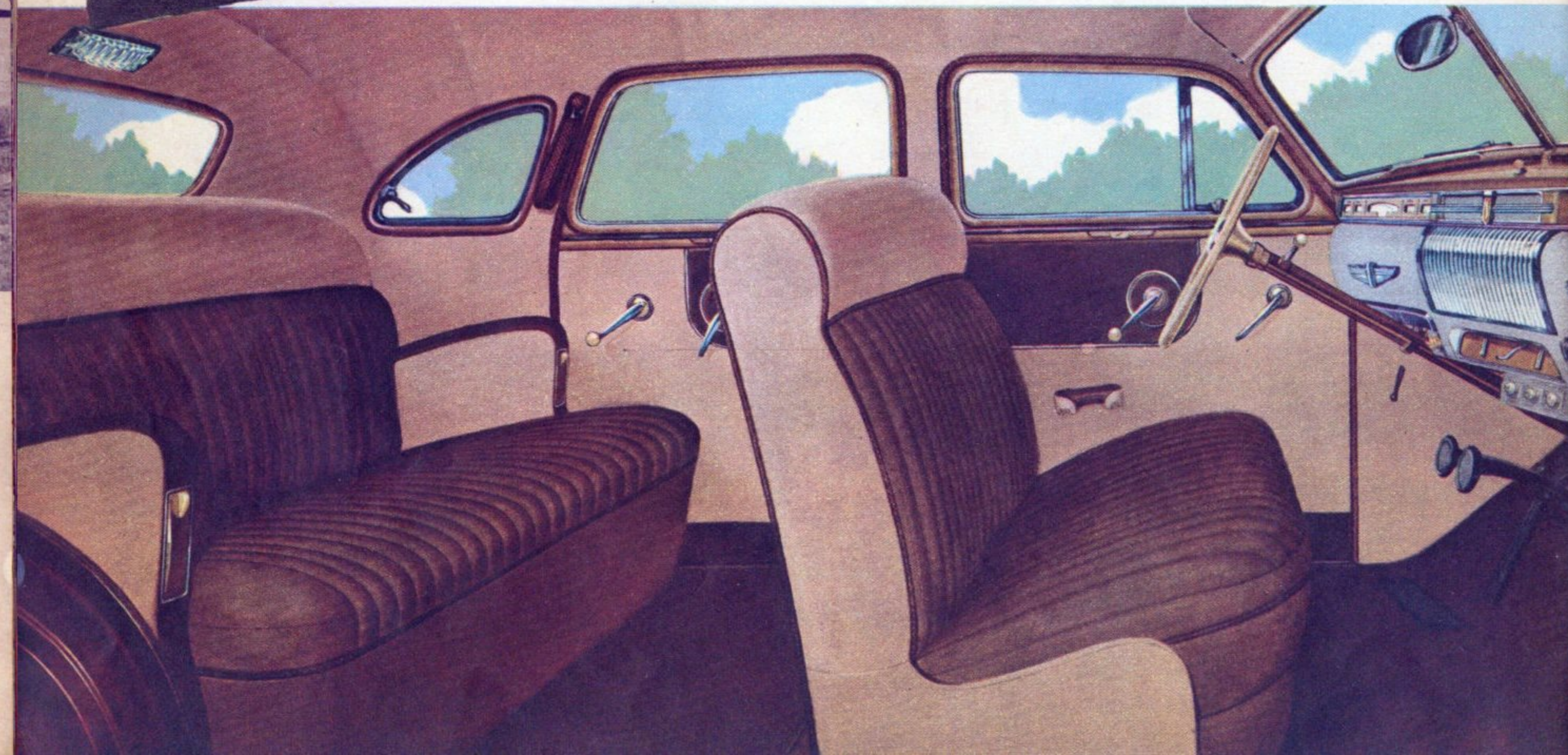
Massive rear bumpers protect fenders by gracefully curving around the car at each end. A built-in gravel deflector extends across the back between bumper and body.

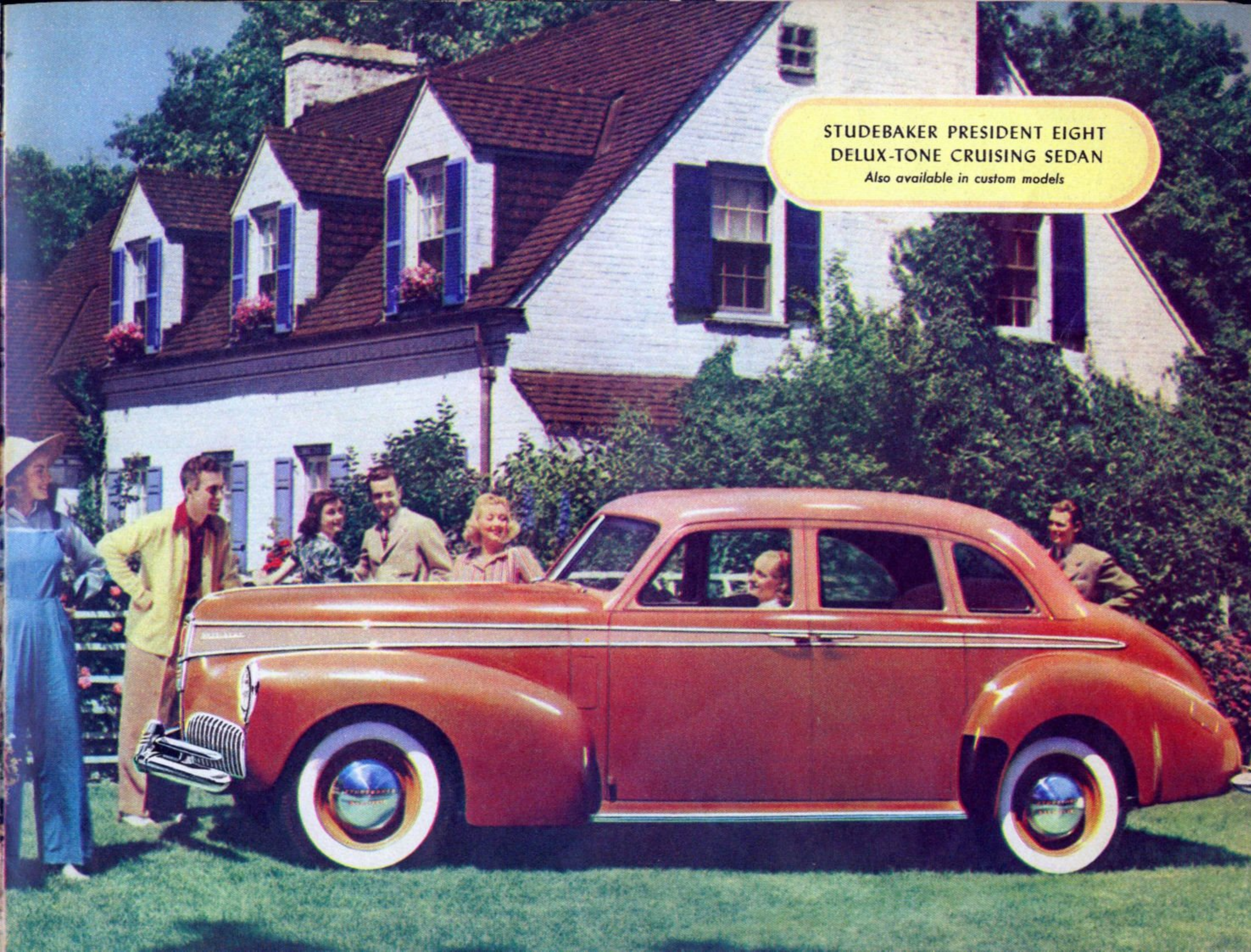


You get better radio reception thanks to an automatic tuning 8-tube radio, available at extra cost. Oversize speaker. Antenna adjusts from inside

NEW STUDEBAKER PRESIDENT
Delux-tone MODELS

RAYMOND LOEWY'S genius for achieving beauty and distinction reaches its peak in this new Studebaker President Delux-tone model. Luxury meets the eye everywhere. This car is alive and glowing with glamour in every suave line and every appointment. Here is a car to cherish proudly like a fine jewel or exquisite painting. A choice of five exterior and three harmonizing interior color combinations is offered. Leather or cloth bolster is optional.





STUDEBAKER PRESIDENT EIGHT
DELUX-TONE CRUISING SEDAN
Also available in custom models



STUDEBAKER
LEADS ALL
CARS IN
SOLID
Safety

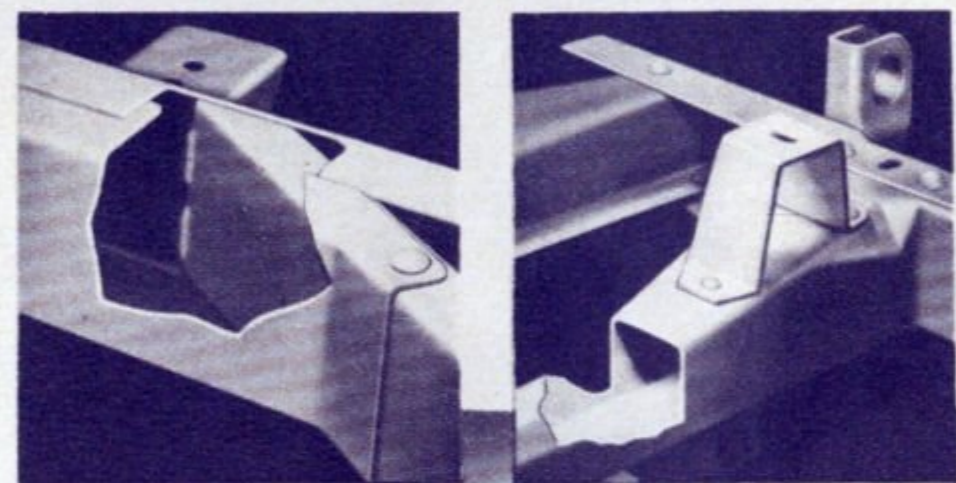


You illuminate the whole width of the road with Studebaker's new sealed beam headlamps. The light is thrown far ahead and focus is permanent.

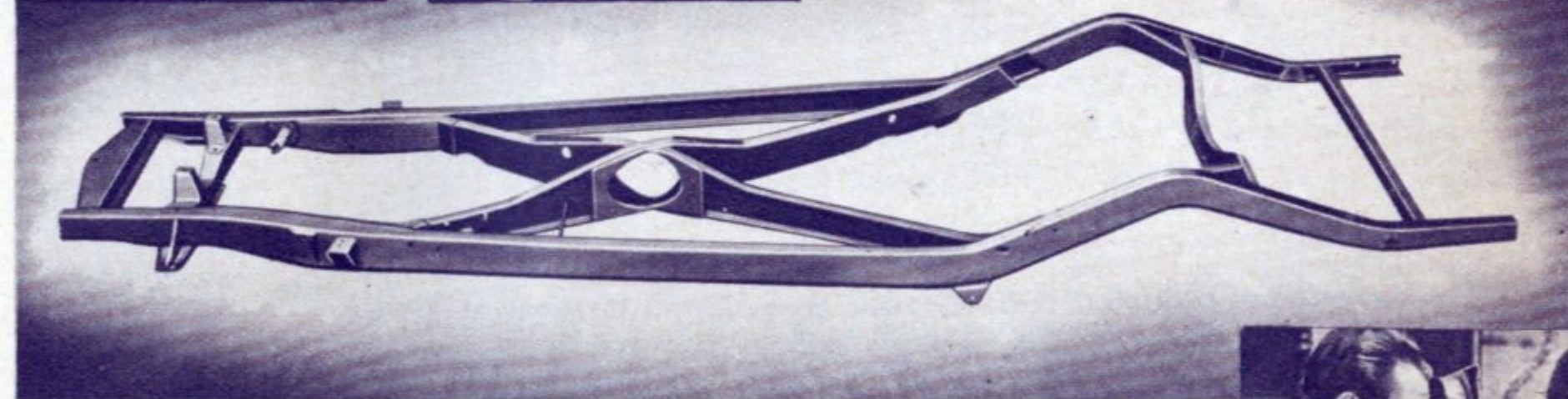
YOU TRAVEL PROTECTED

BY AN ARMOR OF

Steel



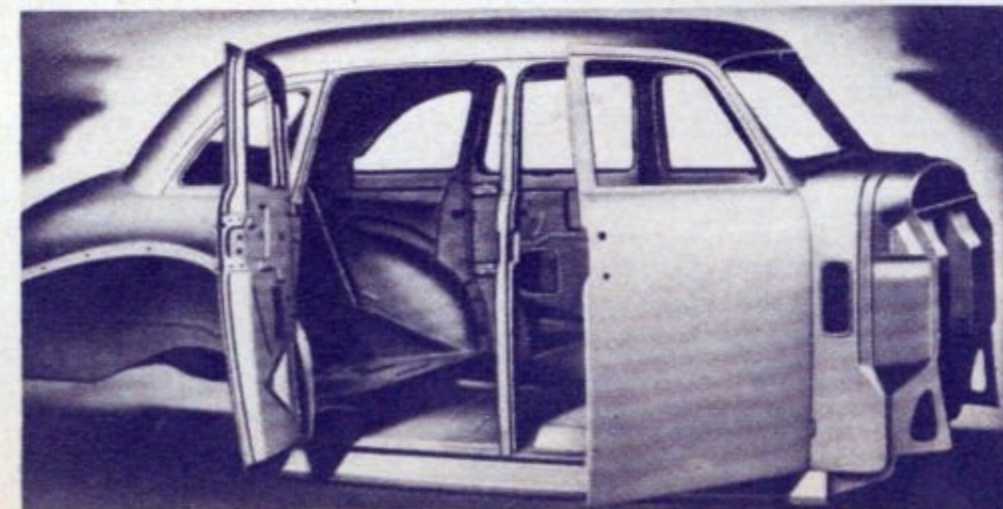
Heavy box-girder frames are the super-strong "straight-x" type. Studebaker surrounds you with a super-strong bridgework of steel in these remarkably safe new 1941 Studebakers. Frame and body form a virtual single stress-proof unit. You get both a feeling of stability when driving and protection for power plant and body against effects of road shock. Every inch of metal in these frames is exactly pre-tested. The straight "X" frame gives greater resistance against twisting and bending than the curved "X" frame found in many other cars.



The car's tilted 57½ degrees but it won't tip over—That's because of the unusually low center of gravity. This scientifically balanced design keeps your Studebaker assuringly steady and sure-footed even when you're rounding turns at cruising speeds. You have the feeling of being geared to the road.

STRONGEST STEEL BODY IN ANY CAR!

Studebaker's solid steel body is the strongest made. Sturdy box-section girders form the front pillars and other sections of the body. Steel outer panels are braced throughout by box-section steel girders and double-box sections.



You stop swiftly, surely, smoothly with feather-touch hydraulic brakes—and these powerful, instant-acting brakes are a special foot-regulated type that keeps you from swerving and hurtling forward.



Here's why Studebaker doors swing tight instead of loose—it's the special rotary door latch that was pioneered by Studebaker.

PERMANENT *Expert* CRAFTSMEN BUILD LONG LIFE
LOW REPAIR COST, HIGH RESALE VALUE
INTO EVERY
STUDEBAKER



STUDEBAKER'S craftsmanship is famous . . . famous because Studebaker's working force is unique in the motor car industry. No other automobile manufacturer can boast of anywhere near Studebaker's number of permanent, expert craftsmen. Studebaker craftsmen average 44 years of age and the average length of employment exceeds 13 years. Solid citizens, many of them home owners, they pass their skill on down from father to son. You cash in on Studebaker craftsmanship when you trade in your Studebaker.

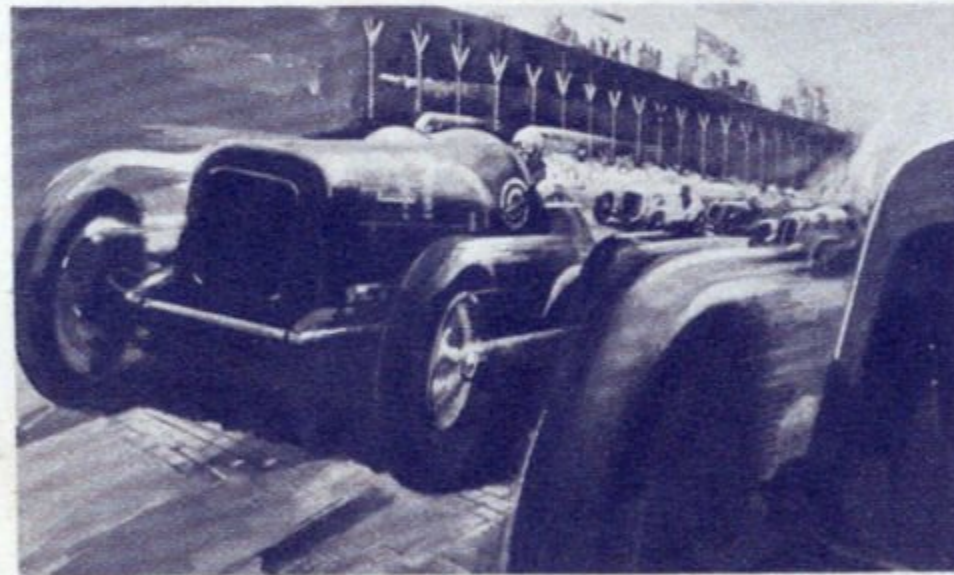
Veteran Studebaker workmen painstakingly teach their skill to eager young apprentices. Working for Studebaker is a badge of honor in the city of South Bend. Sons of Studebaker workmen are always given first choice for jobs in the Studebaker factory.

Many father and son teams work together in Studebaker's vast, modernly equipped plants. Since the Studebaker business was founded 89 years ago, many families have had three generations of Studebaker employees. Studebaker hires no transients. Quality is guarded by "Studebaker family" pride.





Studebaker's progressive engineering keeps Studebaker ahead of the parade. Engineers with ideas seek Studebaker employment. They know that Studebaker's policy is to keep out in front with all that's new. Studebaker engineering innovations are mercilessly tested on Studebaker's great, 800-acre, million-dollar proving ground.



From the speedway comes their stamina. Studebaker power plants proved themselves in competition at Indianapolis when, for two years in a row, Studebaker cars finished "in the money" in America's annual 500 mile classic in competition with the cream of the world's specially designed high-priced racing cars. This is a record never equalled by any other passenger car manufacturer.

The Studebaker Champion is the only lowest price car with *all these features*

Automatic choke for easier starting in cold weather—prevents stalling—increases economy.

Shock-proofed variable ratio steering that makes parking easier and keeps your Champion on the same even keel whether rounding turns or driving straight ahead.

Economatic shift with overdrive eliminates practically all use of the clutch in shifting—gives you 3 to 5 miles per gallon free. You do what you want when you want to do it. Optional at added cost.

Angle-set front door ventilating vanes that provide draft-free ventilation and keep out rain, snow and sleet.

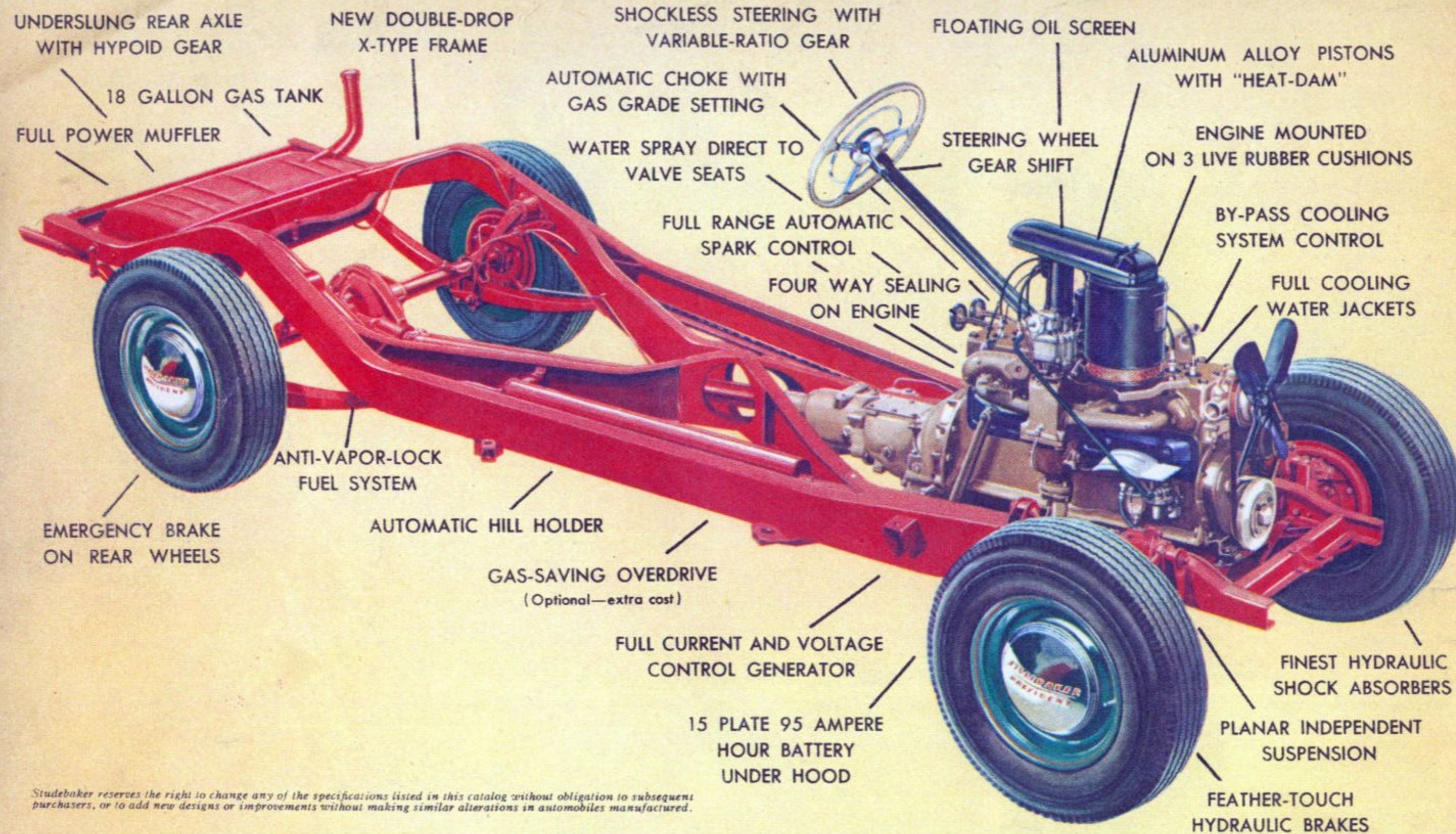
Fresh-air Climatizer with windshield defroster provides a constant supply of fresh, filtered, warm air throughout the car in the coldest weather—ventilates the car in mild weather. Available at slight added cost.

Planar independent suspension that is self-stabilizing and gives you the most restful, most sure-footed ride in any lowest price car.

Harmonizing two-tone interiors and exteriors that give you the utmost in luxury and smartness at low extra cost.

Oversize luggage compartment that's spacious enough for the entire family's traveling equipment. Lighted inside by tail lamps.

AND BESIDES, YOU GET—Glove compartment lock . . . Front seat ash tray . . . Automatic hood lock . . . Finest hydraulic shock absorbers . . . Non-slam door latches . . . Foot-regulated hydraulic brakes . . . Dome light switch . . . Parabolic rear spring leaves . . . Steering wheel gear shift.



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

SPECIFICATIONS 1941 STUDEBAKER MODELS

THE STUDEBAKER CHAMPION

Engine—6 cylinders. L-head. Bore 3 inches. Stroke 4 inches. Displacement 170 cubic inches. Brake horsepower 80. Taxable horsepower 21.6. Compression ratio 6.5 to 1. Oil capacity 5 quarts. Cooling system capacity 10 quarts. Gear ratio 4.56 to 1 (3.29 to 1 with overdrive). **Overall Dimensions**—Length 190½ inches; width 70¾ inches; height 64½ inches. Tread widths front 56¼ inches; rear 57 inches. Road clearance 8 inches. **Wheels**—Five steel disc wheels with tires and tubes; 16 x 5.50 tires.

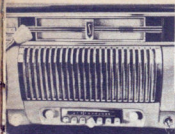
THE STUDEBAKER COMMANDER

Engine—6 cylinders. L-head. Bore 3½ inches. Stroke 4¾ inches. Displacement 226 cubic inches. Brake horsepower 94. Taxable horsepower 26.35. Compression ratio 6.5 to 1. Oil capacity 6 quarts. Cooling system capacity 13 quarts. Gear ratio 4.55 to 1 (3.29 to 1 with overdrive). **Overall Dimensions**—Length 205¾ inches; width 72¾ inches; height 64½ inches. Tread widths front 58¼ inches; rear 60½ inches. Road clearance 7 11/16 inches. **Wheels**—Five steel disc with tires and tubes; 16 x 6.25 tires.

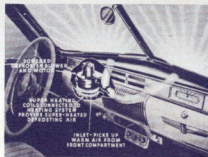
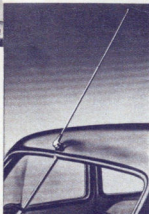
THE STUDEBAKER PRESIDENT

Engine—8 cylinders. L-head. Bore 3½ inches. Stroke 4¼ inches. Displacement 250 cubic inches. Brake horsepower 117. Taxable horsepower 30. Compression ratio 6.5 to 1. Oil capacity 8 quarts. Cooling system capacity 15 quarts. Gear ratio 4.55 to 1 (3.48 to 1 with overdrive). **Overall Dimensions**—Length 211¼ inches; width 72¾ inches; height 64½ inches. Tread widths front 58½ inches; rear 60 3/16 inches. Road clearance 7¾ inches. **Wheels**—Five steel disc wheels with tires and tubes; 16 x 7.00 tires.

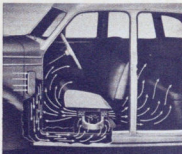
Studebaker Accessories



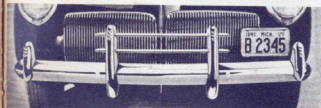
The Super "8" automatic tuning Studebaker radio is virtually 7 radios in one. Six inductive-type automatic station settings, which are easily adjusted, plus manual tuning, 8 tubes, full-range tone control, Color-A-Tone dial, and oversize speaker are a few of the important features. High-capacity midship antenna adjusts from driver's seat.



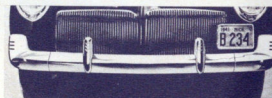
The Climatizer provides year-round comfort—a complete built-in fresh air filtering, ventilating and heating system that provides living room temperature in zero weather. Only fresh air is used for heating and ventilating—no stale air is recirculated. Filter prevents entry of dust, insects, rain or snow. Heat may be shut off and fresh air circulated only. Defroster also available with separate heating unit.



This smartly-styled luggage ensemble of attractively matched pieces is designed and tailored to fit the roomy trunk compartment of Studebaker Champion, Commander or President. Available in sets as illustrated, or singly.



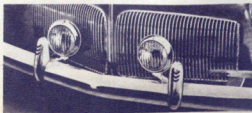
Grille and trunk guards—provide formidable protection for trunk and grilles, available in dual vertical with double cross bars (above), single vertical with dual cross bars (extreme right), and single vertical less cross bars.



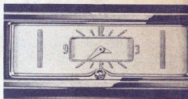
Winguards (above) may be installed both front and rear. Sturdily built, they provide protection for lamps and fenders. Heavily chromed and attractively styled for lasting beauty, these Winguards add a striking style note to car.



Controllable spot-light. Casting a long, penetrating beam, it is extremely useful for night driving in distinguishing road hazards, signs and house numbers. Equipped with easy gripping tenite control knob—a useful accessory.



Adverse weather lights Studebaker fog lights for 1941 embody the new revolutionary all glass sealed-beam type lamp. Light beams penetrate fog, haze, rain and snow, providing safe vision under adverse weather conditions.



Electric clock. Precision-built by skilled watch makers. Jeweled movement accurately balanced, regulated and run-in for long service. Exterior hand-setting adjustment.



Chromium wheel discs and stainless steel trim rings add a note of distinction to any car. Heavily chrome-plated.



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