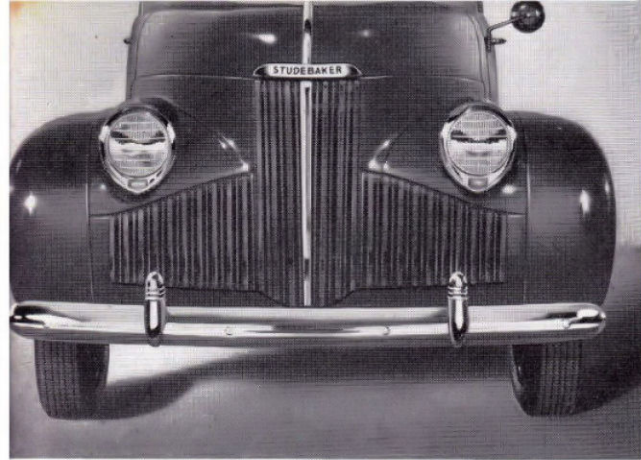


NEW HALF-TON TRUCK ECONOMY!



THE
*Coupe
Express*
HALF-TON
PICK-UP

by **STUDEBAKER**



Get double-duty from your dollars! Here's full Coupe comfort, plus sturdy utility delivery

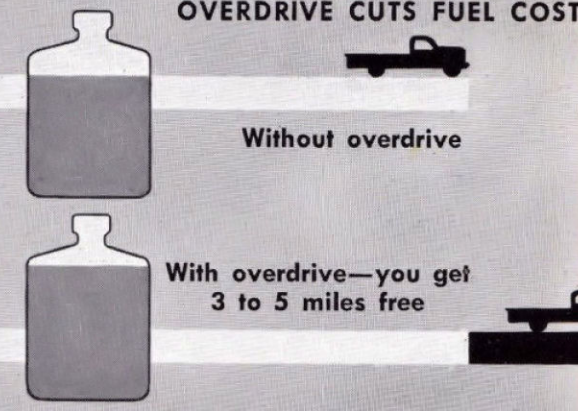
Top operating economy

America at war learned that waste weakens the life-line. America at peace is remembering this lesson. Farmers and merchants have found new ways of making each dollar do double duty. Materials and equipment must meet the test of economy.

The Studebaker Coupe Express leads the field in transportation value and top operating economy. Studebaker's gas-saving, tire-saving engineering and its repair-saving craftsmanship are offered to truckers in one bright package—the Studebaker Coupe Express half-ton pick-up. It is a hefty, husky, rugged hauling unit and a

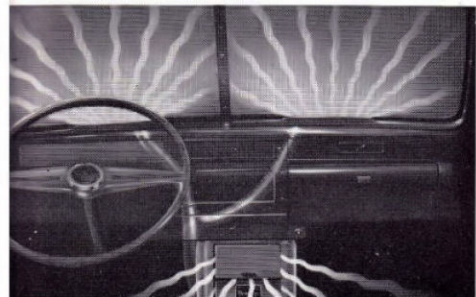
roomy, easy-riding, quick-performing commercial car. Its power plant is the exceptionally economical six-cylinder Studebaker engine that gave such a fine account of itself in the Studebaker Weasel personnel and cargo carrier at the fighting fronts. Big, 6.50x16, 6-ply tires last longer because they are well balanced and the weight they carry is evenly distributed.

This Coupe Express is not the ordinary, hard-riding pick-up truck. It is a two-purpose commercial car of modern styling, designed to do the job quickly, economically and comfortably.

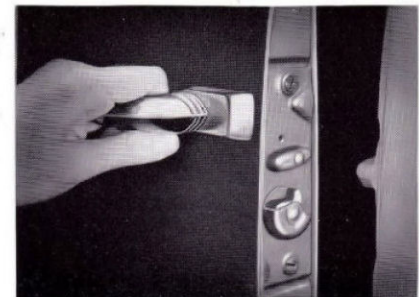


Studebaker's Economatic Overdrive is a money-saver! Operative just above 30 miles an hour, it allows engine revolutions to decrease approximately one-third, saving gas and vastly reducing engine wear. Yet you instantly get direct-drive for emergency acceleration. Available, with steering-post gearshift, at extra cost.

Modern styling marks the Studebaker Coupe Express. Front-end treatment brings you a smart grille, color-matched with the body and flanked by modern sealed-beam headlamps. Whether your business is retail delivery, pickup work on the farm, or terminal-to-store transport, the striking style of the Coupe Express is a valuable advertising asset. Bumper guards available at extra cost.



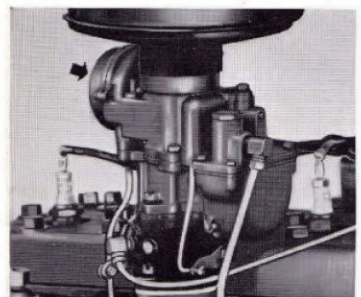
Defroster-vents are provided, ready for hook-up with standard Studebaker coupe heater. Vee windshield is extra large, with dual sun visors and dual windshield wipers, standard equipment. Capacious dash compartment and finest instrument board equipment. All driving aids quickly visible on it, too.



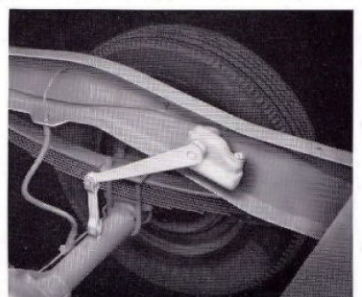
The finest door latch in existence! Another outstanding Studebaker feature. Rotary type, pioneered by Studebaker for your added safety. Closes without slamming. Never opens accidentally. Grows better, snugger with use. Upkeep no problem with these latches.



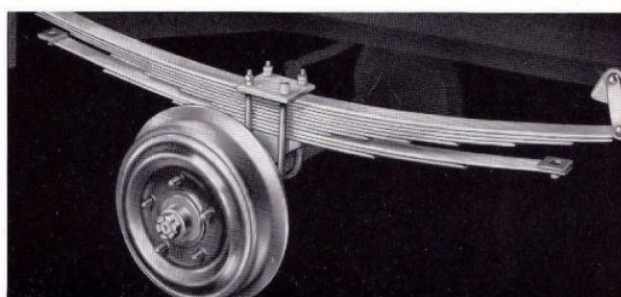
Perfect ventilation in any weather. Vertical metal division moulding lowers with window glass, affording free arm-room for signaling. Angle-set vanes may be kept open in driving rain—an exclusive feature. Comfortable in summer and winter alike.



Exclusive automatic choke! Full automatic carburetor heat control, octane selector and automatic spark control. Fast starting, freedom from "ping" and every ounce of power developed by the fuel put to useful work!



Standard equipment! Finest heavy-duty hydraulic shock absorbers, front and rear, bushed in live rubber, soak up the road-shocks, cushion the load, prolong chassis life, and materially reduce driver fatigue.



Long, flexible, easy-riding, two-stage rear springs are standard. Big, powerful, dependable, self-equalizing hydraulic brakes of latest two-shoe type give your Coupe Express the surest of stopping ability. Parking brake is on rear wheels, independent of load. Composite brake drums assure long lining life, cool operation, and freedom from warping and scoring. Proper load balance further enhances roadability.

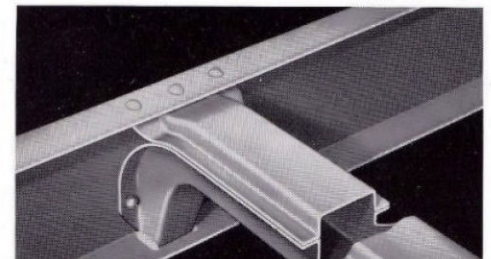


For utmost driving safety and efficiency Coupe Cab windshield is extra large. Sun visors, windshield wipers, built-in defrosting vents all help to give added safety.

Safety

Visibility! None of that cramped-in, neck-craning, dangerous skimpiness in the Coupe Express Cab! It has exceptionally wide doors and an unusually wide seat. Windshield of safety glass is extra big.

Inside measurements of pick-up body: Length 78-3/16", width 48 1/2", height 16 3/8". Added loading space with 6" flare boards. One-piece steel body is unit-welded and reinforced. All-steel cab insulated against heat, cold, noise.



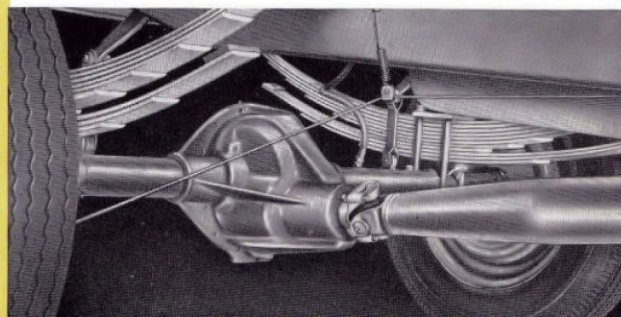
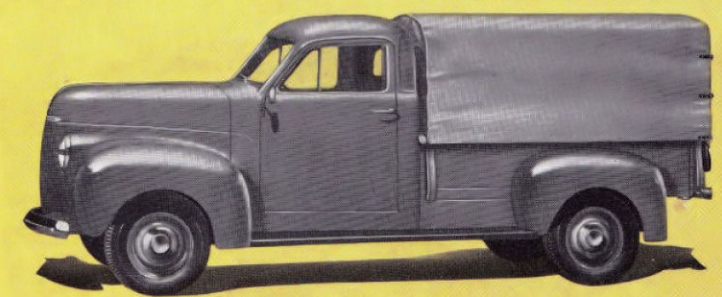
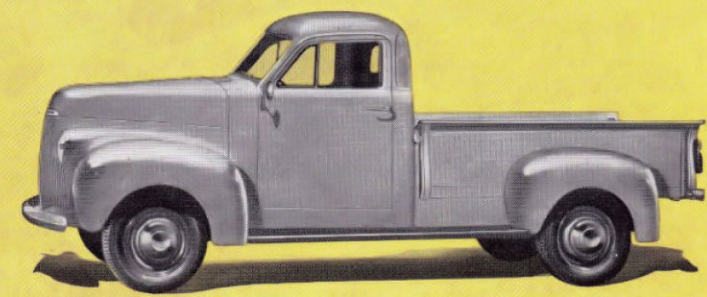
Sturdiness

Revolutionary frame-rigidity! Note the sturdy construction of the Studebaker frame and the solidity of its great 7-inch side member! Box-type cross members take the strain where load is heaviest.

Pick-up body of exceptionally strong welded steel construction. Corrugated steel strips, set flush, covering all floor joints. Caravan top available at extra cost. Height from floor of body, 4 feet. Traditional Studebaker durability makes this pick-up truck an economy aid to your business.

Two-stage rear springs and shock absorbers all around provide a big margin of extra comfort. Newest type cross steering, with spring-loaded joints absorbs shocks.

Heavy duty semi-floating rear axle with Hypoid drive for quiet operation and minimum service needs. Differential and pinion bearings are the adjustable tapered roller type. Hotchkiss drive through needle bearing universal joints for better traction.



STUDEBAKER

Coupe-Express

Half-Ton Pick-up

SPECIFICATIONS

Model MS.....	Coupe Express Half-Ton Pick-Up
Maximum gross rating.....	4500 lbs.
Wheelbase.....	113"
Vehicle Net Weight:	Shipping Road
	Weight Weight
Chassis, cab and 6-1/2" pick-up body (with four 6 ply 6.50/16 tires)	2710 lbs. 2855 lbs.

ENGINE		L-head
Type.....		
No. of cylinders, bore and stroke.....	6 cyl., 3" x 4"	
Piston displacement (cu. in.).....	170	
Rated horsepower (S.A.E.).....	21.6	
Maximum developed horsepower.....	80	
Maximum torque (ft. lbs.).....	134	
Compression ratio.....	6.5 to 1	
Full pressure lubrication.....	Yes	
Crankcase capacity.....	5 qts.	
Oil Filter (Fram) F4.....	Yes	
PISTONS		Yes
Type.....	Heat dam, Talot, cam ground, tin plated	
Material.....	Aluminum alloy	

CRANKSHAFT		
No. of bearings.....	4	
Bearing journal diameter.....	2-7/16"	
Total bearing surface (sq. in.).....	39	
COOLING SYSTEM		
Radiator core.....	Cellular	
Frontal area of radiator core.....	336 sq. in.	
Depth of core.....	2-1/4"	
Cooling system capacity.....	10.5 qts.	

FUEL SYSTEM		
Gasoline tank capacity.....	18 gal.	
Type fuel feed.....	Mechanical pump	
Carburetor, make and size.....	Carter, 1-1/4"	
Automatic octane selector.....	Yes	
Type of air cleaner.....	Oil bath—1 pt.	

CLUTCH		
Type.....	Single plate, dry disc	
Self-ventilating type.....	Yes	
Spring loaded hub.....	Yes	

ELECTRICAL SYSTEM		
Current source.....	Battery	
No. of volts.....	6	
No. of battery plates.....	334 to 1	
Amperes hour capacity.....	90	
Generator.....	Air cooled, shunt wound, hi-output	
Automatic voltage and current control.....	Yes	
Automatic spark control.....	Yes	

TRANSMISSION		
No. speeds forward.....	3	
Gear reductions—1st.....	3.34 to 1	
2nd.....	1.85 to 1	
3rd.....	1 to 1	
Reverse.....	4.33 to 1	

Silent in what gears.....	All	
Oil capacity.....	2-1/2 pts.	
OPTIONAL TRANSMISSION (at extra cost)		
Gear reductions—1st.....	4-Speed Overdrive	
2nd.....	2.87 to 1	
3rd.....	1.85 to 1	
4th.....	1 to 1	
Reverse.....	7.22 to 1	
4th.....	3.48 to 1	
Oil capacity.....	6 pts. 4 1/2 pts.	

UNIVERSAL JOINTS		
Type.....	Cross and trunion	
Type of bearings.....	Needle	

REAR AXLE		
Type.....	Semi-floating	
Type of final drive.....	Hypoid	
Rear axle ratio.....	4.52 to 1	
Tread.....	59-9/16"	
Road clearance.....	7-13/16"	

FRONT AXLE		
Type.....	Reverse Elliott	
Tread.....	59-15/16"	
Road clearance.....	7-11/16"	

TIRES		
Standard—Front and rear.....	6 ply 6.50/16	

WHEELS		
Type.....	Steel disc	
Base size.....	16"	

STEERING		
Type.....	Cam and twin lever	
Ratio.....	4.2 to 1	
Steering wheel diameter.....	17"	
Shockless steering.....	Yes	

FRONT SPRINGS		
Type.....	Semi-elliptic	
Length and width.....	36" x 1-3/4"	
No. of leaves.....	8	
Shackles.....	Rubber mounted	

REAR SPRINGS

Type.....	Two-stage—Semi-elliptic
Length and width.....	51" x 1-3/4"
No. of leaves.....	11
Shackles.....	Rubber mounted

SERVICE BRAKES

Type.....	Lockheed hydraulic
No. of shoes per drum.....	2
Drum material.....	Composite with polished braking surface
Size—Front.....	11" x 2"
Rear.....	11" x 2"
Lining thickness.....	3/16"
Total effective area.....	157 sq. in.

PARKING BRAKE

Location and type.....	Rear wheel shoe
Total effective area.....	78-3/4 sq. in.

FRAME

Depth of side member.....	7-1/16"
Width of flange.....	2-1/64"
Thickness.....	9/64"
Width of frame.....	33-7/8"
No. of cross members (4 of which are box type).....	6

CHASSIS, CAB AND BODY EQUIPMENT

Includes long running boards with front and rear fenders; chrome front bumper; Sealed Beam headlights; one horn; oil bath type air cleaner; Fram oil filter; combination stop and tail light with license bracket; fire carrier with spare wheel; shock absorbers; hub covers; Zerex lubrication fittings; foot control headlight dimmer switch; instrument panel with hood lock control, radio opening and package compartment; leather fabric upholstery; arm rests; dome light; safety glass; rotary door latches; controlled ventilation; dual sun visors; dual windshield wipers; outside rear view mirror; color: Berkshire Gray, Desert Tan, Nassau Blue, Forest Green and Black; fenders painted in color to match.

OPTIONAL EQUIPMENT—(at extra cost)

Hill-holder; six-blade fan; dual horns; rear bumper; four-speed transmission; over-drive transmission with steering post gearshift; heater; radio bumper guards; heavy duty springs; outside extension rear view mirror.

6-1/2" PICK-UP BODY DIMENSIONS

Length—Inside.....	78-3/16"
Width—Inside.....	46-1/2"
Height—Inside (to top of flare board).....	16-3/8"

THE STUDEBAKER CORPORATION

South Bend 27, Indiana, U.S.A.

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

