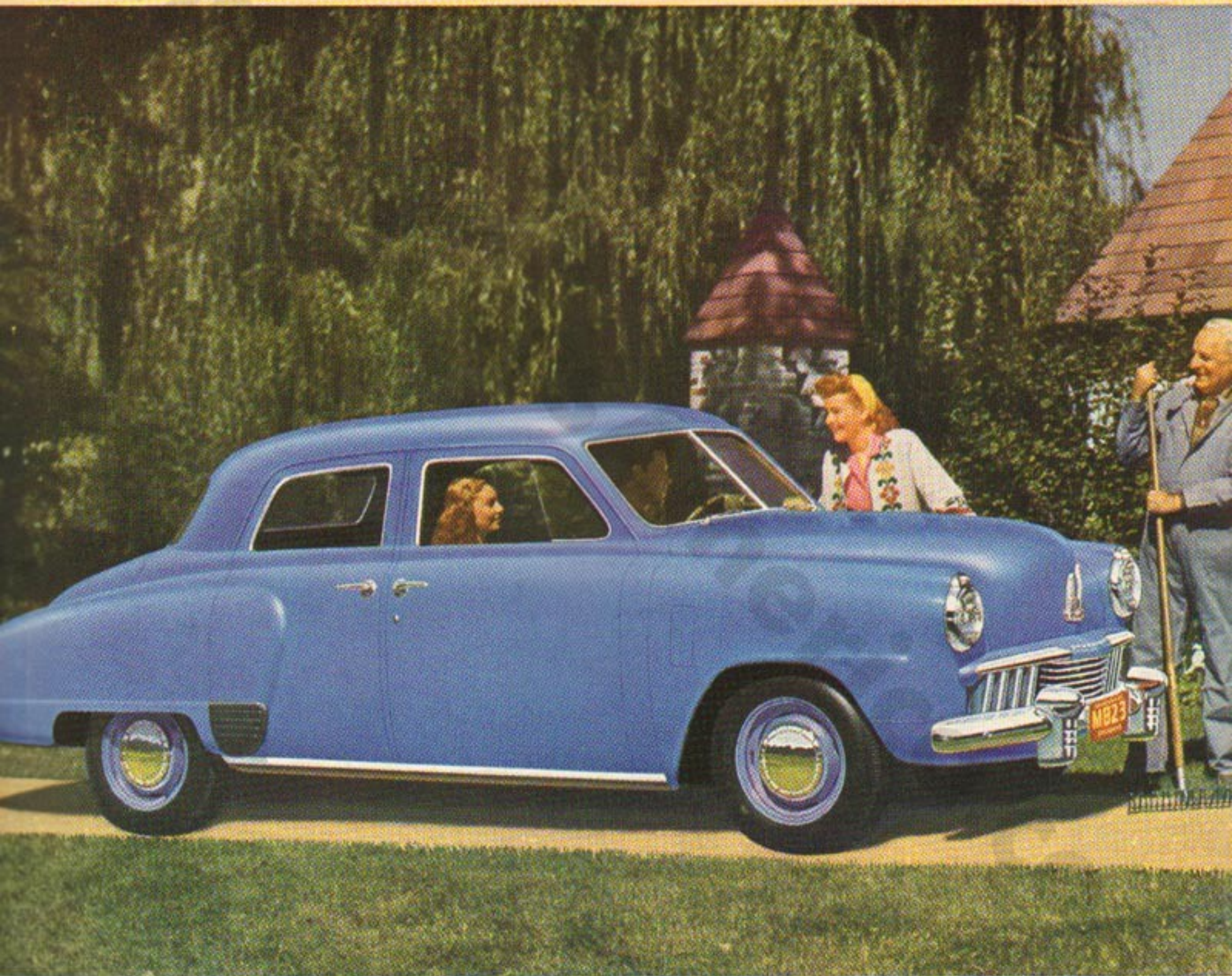


New 1947 Studebakers



A BRAND NEW CAR FOR A BRIGHT NEW WORLD



1947 Studebaker Champion Regal De Luxe 4-door Sedan for six passengers.

THE NEW 1947 Studebaker

YOU get more than the world's first genuine postwar automobile, when you become the proud owner of a new 1947 Studebaker.

You get a thrilling new car that's a melody in metal—with extra low, extra wide, new bodies styled by Raymond Loewy, internationally famous designer.

You get a car that's newly engineered throughout, from its wheels on up—a car with almost incredible new handling ease—with cradled riding comfort that surpasses anything you've experienced even in much more costly cars.

Studebaker was able to introduce these brand new 1947 cars months early, large-

ly because of the teamwork and competence of the finest group of employees in the motor car industry.

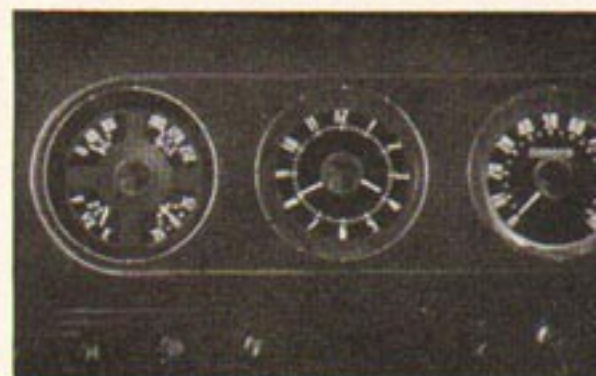
It goes without saying that these 1947 Studebakers excel in quality. They are manufactured to war-production standards of accuracy by responsible, able craftsmen, many of whom are members of Studebaker father-and-son teams.

Studebaker's exceptional operating economy adds its practical appeal to the allure of these distinctive new postwar Champions and Commanders.

All the customary body styles are available—and each excels in roominess as well as in smart appointments.



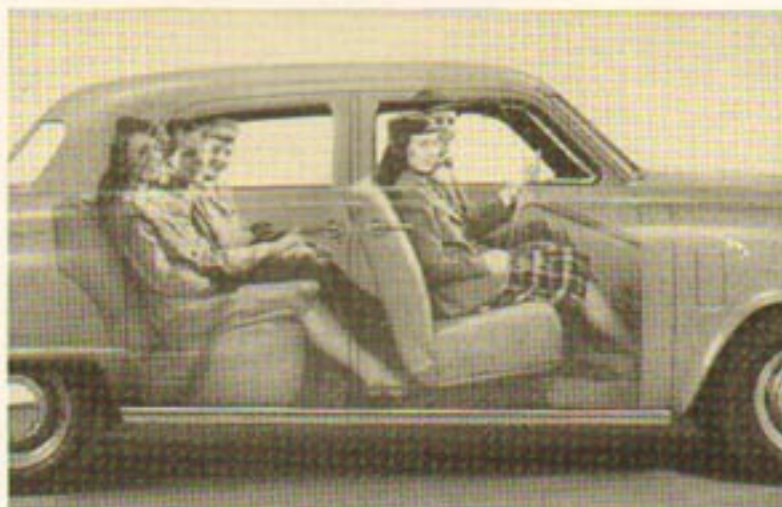
Studebaker's gas-saving automatic overdrive of advanced design is available in these 1947 models. Your engine "works" only two miles every three miles you glide along in overdrive—and this means you get one mile free. Overdrive quickly repays its moderate extra cost.



Aircraft-type "black light" instrument panels assure you no-glare, full visibility of dial markings at night. A scientific wartime development for the safety and efficiency of U. S. flyers, "black light" instrument panels come to you first in motor cars in these 1947 Studebakers.



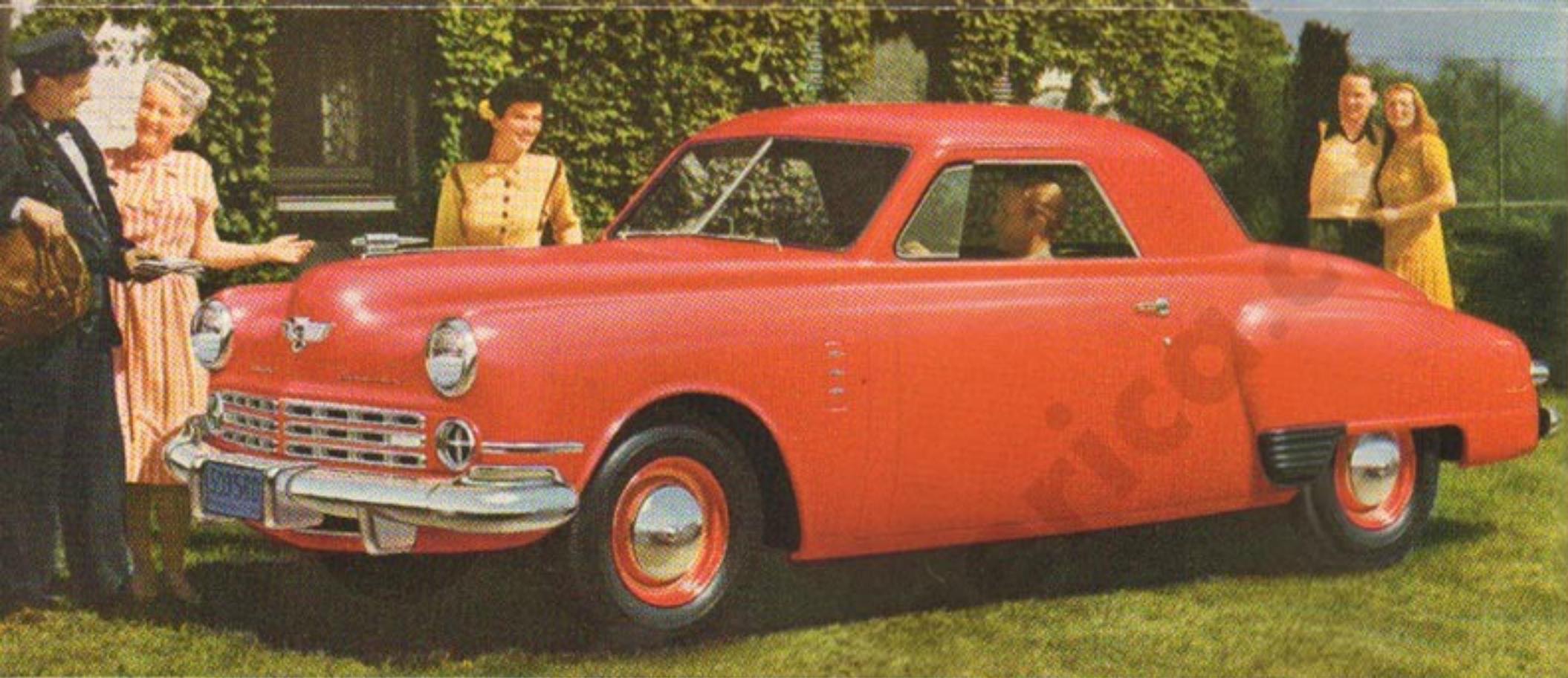
The finest craftsmen in the motor car industry—many of them father-and-son teams—build these 1947 Studebakers with a painstaking care that saves you many a repair dollar—increases your car's resale value. "Always give more than you promise" is the Studebaker watchword today as always.



Revolutionary new riding comfort is engineered into these 1947 Studebakers through lower, wider bodies, redistributed weight, redesigned frames, unique new spring mountings, softer springs. That's the technical explanation. The marvelous result is you relax in cradled ease you've never before experienced in a car.



You stop smoothly with the full power of the world's first self-adjusting brakes in these 1947 Studebakers. Brake shoe automatically repositions itself to compensate for slightest lining wear. This gives you the positive, top-efficiency braking action of a brand-new car.



1947 Studebaker Commander De Luxe Coupe for three passengers.



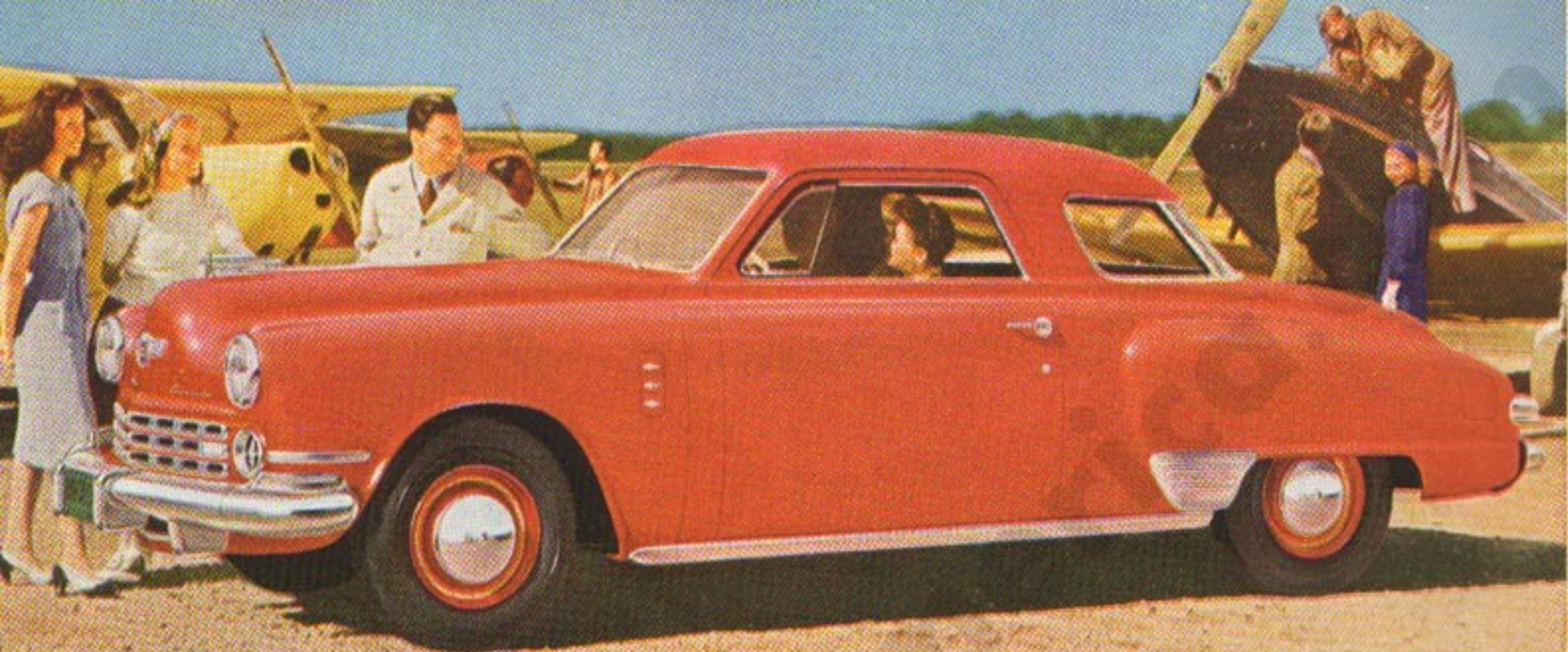
1947 Studebaker Commander Regal De Luxe 4-door Sedan for six passengers.



1947 Studebaker Champion De Luxe Coupe for three passengers.



1947 Studebaker Champion Regal De Luxe Coupe for five passengers.



1947 Studebaker Commander Regal De Luxe Coupe for five passengers.



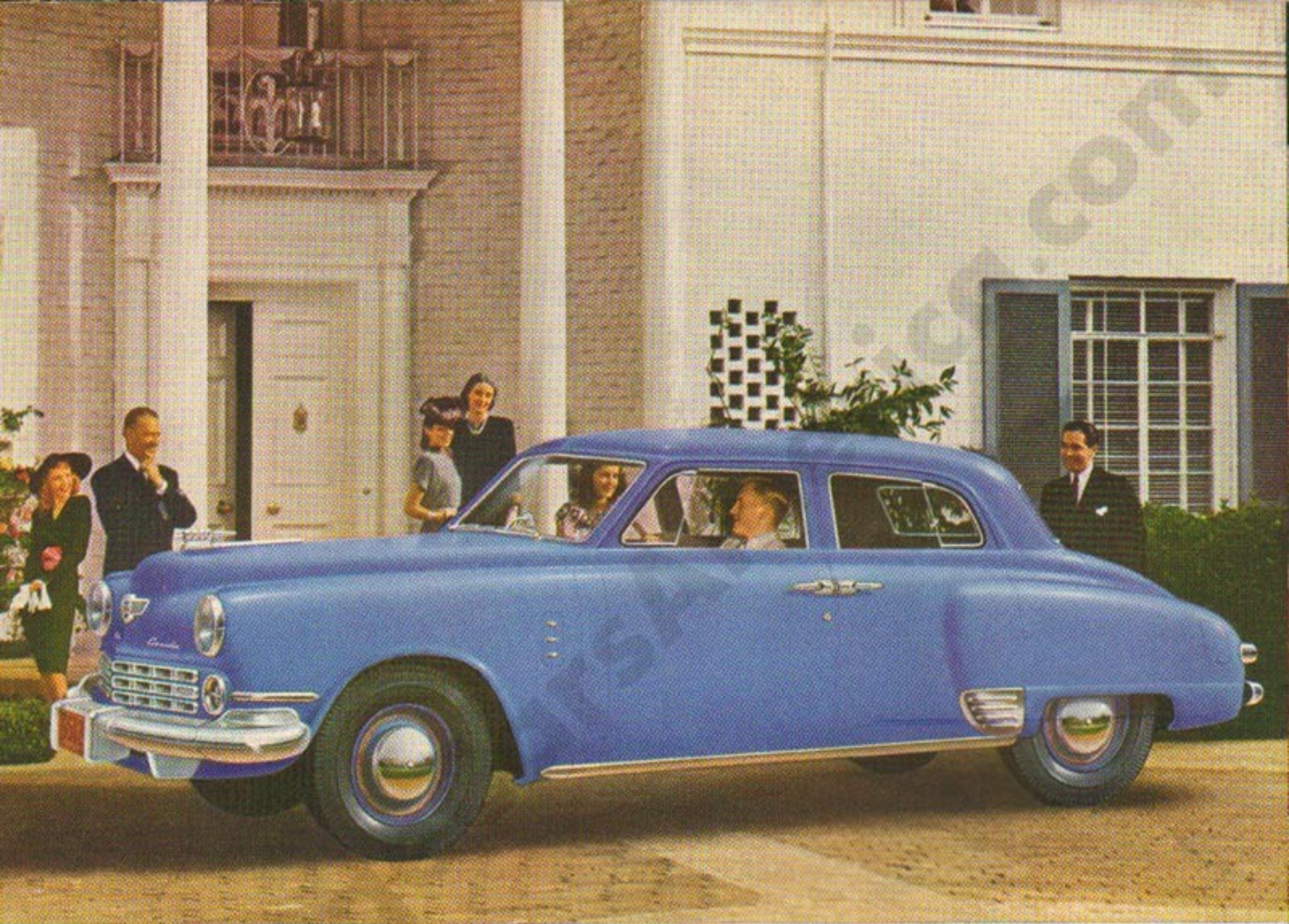
1947 Studebaker Commander Regal De Luxe Convertible for five passengers.



1947 Studebaker Champion Regal De Luxe 2-door Sedan for six passengers. This body style also available in the Commander model.



1947 Studebaker Champion De Luxe Convertible for five passengers.



1947 Studebaker Commander Regal De Luxe Land Cruiser