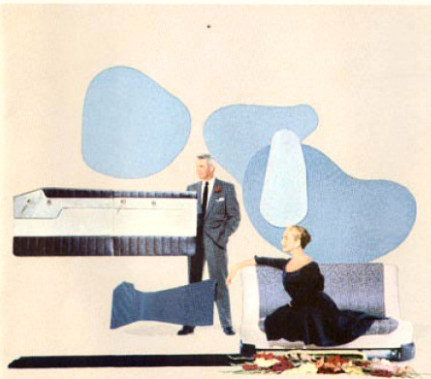
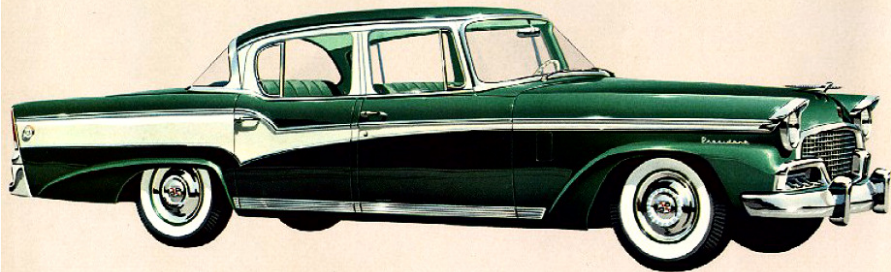


THE BIG NEW STUDEBAKER



craftsmanship with a flair

THE BIG NEW STUDEBAKER *stands out in the low-price field...with standout Craftsmanship with a Flair!*



This is the big new Studebaker—the car whose creation begins with a bold new concept of motor car design. Here is a new kind of spaciousness, a fresh new grace of line, a spirited new tempo in performance—all blended into a refreshingly different car through Studebaker's craftsmanship with a flair.

In the new clean-lined grille and visored headlights, in the higher rear deck and slender tail lights, *everywhere* you see this deft touch of the craftsman. Inside, too, is completely fresh tailoring, wholly unlike anything ever offered before. In every way these big new Studebakers stand out as the new choice in the low-price field.

Because Studebakers are traditionally powered to meet the full range of motoring needs (with one of the most practical power-to-weight ratios in the industry), gas stops are far, far fewer, too. With all their new low-friction, high-compression power, the new Studebaker Sweepstakes engines are particular standouts for economy in the low-price field.

Today no other car brings you anywhere near the fine craftsmanship—or anywhere near the flair... at so worthwhile a price, as the big, new Studebaker!

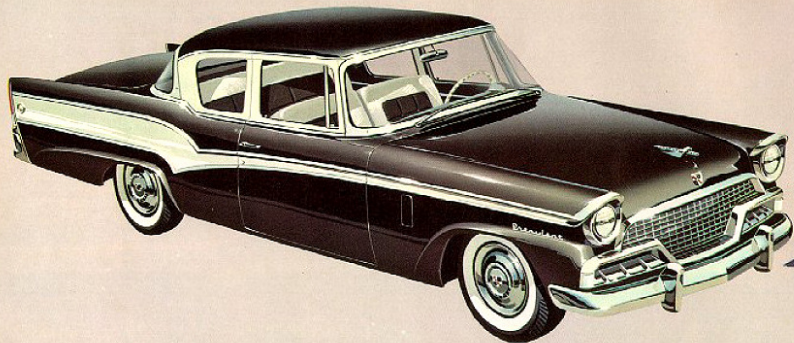
Invitation to Distinction:

Every big, new Studebaker model features craftsmanship with a flair! Here's a new note in styling that keeps your individuality in mind. It combines the basic lines and proportions that will retain their distinction for years. Your new Studebaker will always mark your good taste... always stand out in any setting.

NEW STUDEBAKER PRESIDENT SERIES

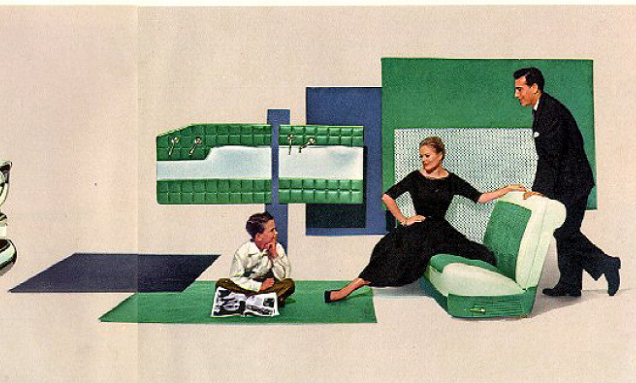
In the peerless beauty of the big, new Studebaker President models, you get the full impact of Studebaker's new approach to motor car styling. Smart, yet tasteful use of chrome . . . luxurious interior decorating touches . . . important *little*

advances like integral door arm rests and new centrally mounted courtesy light . . . plus thick mohair-nylon blended carpets and nylon upholstery . . . all add up to the car of new distinction on the road today.



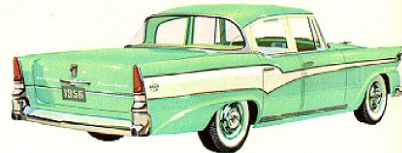
PRESIDENT 2-DOOR SEDAN

For those who like the intimacy of a coupe with all the spaciousness of a sedan, Studebaker presents this stunning new 2 door model. And with Studebaker's new Safe-lock latch design, its 2-door design offers far more peace of mind than ever before!



PRESIDENT CLASSIC

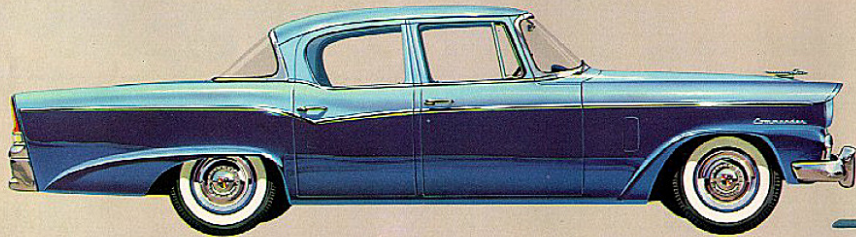
Step inside the longest, roomiest sedan interior in its price class! Note the superbly plated hardware, new color keyed nylon seat fabric, and smartly-practical door paneling. Rear compartment features a folding arm rest, convenient ash tray, up to 4 inches more leg room.



PRESIDENT 4-DOOR SEDAN

From its new nylon upholstery, capped in smart vinyl, to its smartly integrated arm rests and handsomely proportioned instrument panel, every detail stresses craftsmanship with a flair! You'll especially like the distinction of its perforated head lining.

NEW STUDEBAKER COMMANDER SERIES



COMMANDER 4-DOOR SEDAN

Here's beauty of line and function that's more than skin-deep. In every detail, craftsmanship with a flair insures exceptional quality. Even the enamel is baked on, ready to weather any storm! And the smart touches of chrome assure you that it will

be at home in any scene. It brings a smart new note to today's car design. Control panel, door paneling—every smart detail—emphasizes the new Craftsmanship with a flair! Studebaker's styling is always in good taste.

Like every big, new Studebaker series, these beautiful new Commander models feature far more than distinctive styling advances. Part of their new craftsmanship with a flair rests in their great new Sweepstakes 259 V8 engine. This advanced short-stroke V8 power plant is designed for max-

imum performance with minimum fuel consumption. And only in Studebaker's new Sweepstakes engines can you get the safety reserve of new Take-Off Torque—the instant acceleration that's specially designed to move you out of street or highway tight spots *fast!*



WOMEN'S CLOTHING STYLED BY BELLUCCHIANO, NEW YORK



COMMANDER 2-DOOR SEDAN

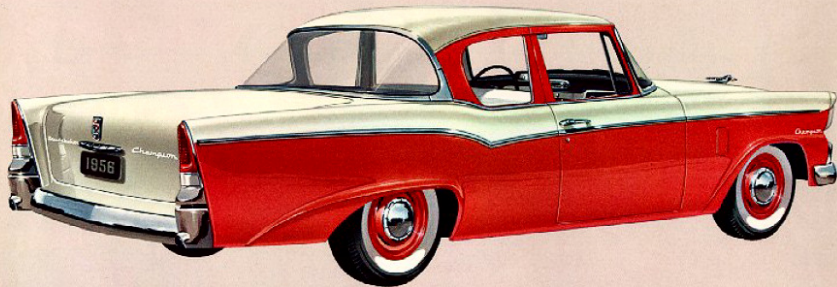
Only Studebaker in any price class brings you coupe-styled models like this one—with sedan-scale spaciousness! It matches in every detail of upholstery, instrumentation and exterior trim its 4-door counterpart, the Commander Sedan.



COMMANDER SEDANET

Clean, sculptured steel styling makes this V8-powered family-type car the standout in the low-price field. Its sedan-scale spaciousness combines the informal air of smart coupe styling with tastefully simple appointments.

NEW STUDEBAKER CHAMPION SERIES



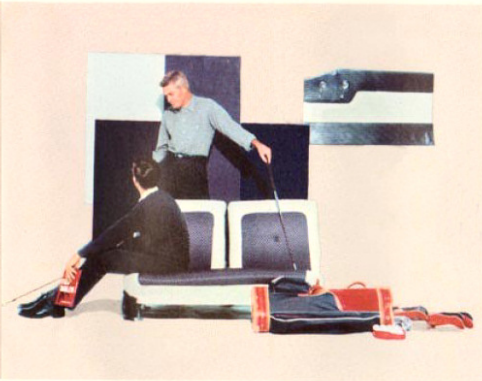
CHAMPION 2-DOOR SEDAN

Only basic difference between this and Studebaker V8 models is its economy-minded Sweepstakes 185 Six engine. In interior dimensions, roominess, smart instrument panel design, you get the same outstanding Studebaker craftsmanship with a flair. And most of all,

you'll prize Studebaker's exclusive Miracle Ride—such smooth, gliding stability on street or road as only Studebaker's Pyramid Design offers. You ride low between the wheels—more luxuriously than in many cars costing far more than this Champion 2-door sedan.

Studebaker's bold, new approach to car design anticipates every motoring need. In the brilliant new Champion series, for example, you find a great new Sweepstakes 185 Six—a compact, high-compression power plant that puts the emphasis on performance with economy. Here's an engine

ideally suited for today's stop-and-go traffic—with a flair for open road running, too. And for all its budget-wise economy, it brings you every feature highlighting every other Studebaker Sweepstakes power plant—plus Studebaker's new Take-Off Torque for faster, safer get-away!



CHAMPION 4-DOOR SEDAN

Meet the new Champion! Not only for gas-savings, but for craftsmanship as well! There's room for six big passengers on the smart new triangle pattern flat cloth upholstered seats—plus Studebaker's all new style features.

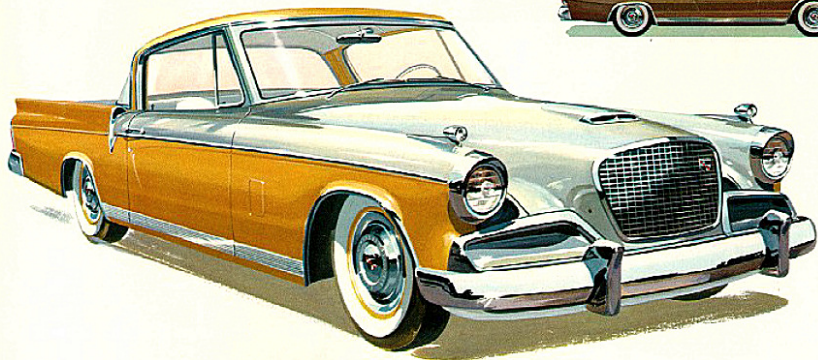


CHAMPION SEDANET

Here's America's new second car, a full-size 2-door sedan that puts a premium on practicality. Its sturdy, yet appealing, fabrics are designed to take real family use. Powerful Sweepstakes 185 Six with Take-Off Torque!

THE STUDEBAKER GOLDEN HAWK

Now . . . a new kind of family car . . . conceived with a sports car



Only Studebaker, of all builders of fine cars, translates the "dream cars" of the drawing boards to actual fact—for you.

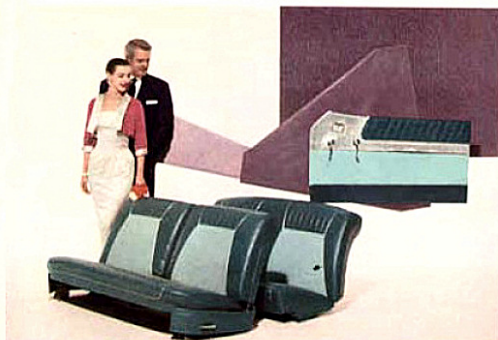
Here are truly personal cars, distinctive in every detail from all other cars, that give you a family vehicle, too—the great, new Studebaker Hawks

Here is a new kind of sculptured beauty—see on by a special personal car grille and highlighted by the contours of a new rear deck—that is as distinctive in its coming as in its going.

Led by the 120 $\frac{1}{2}$ -inch wheelbase Golden Hawk, this new series offers an array of personal automobiles

of distinction in a full range of price classes.

In their fleet beauty, in their appropriateness to family use, these new Hawks strike a fresh note in beauty and performance. They set a revolutionary new trend in sports-inspired cars—cars fleet, mobile and entirely suited to the needs of the modern family.



SKY HAWK Powered by the Sweepstakes 250 210-hp V8

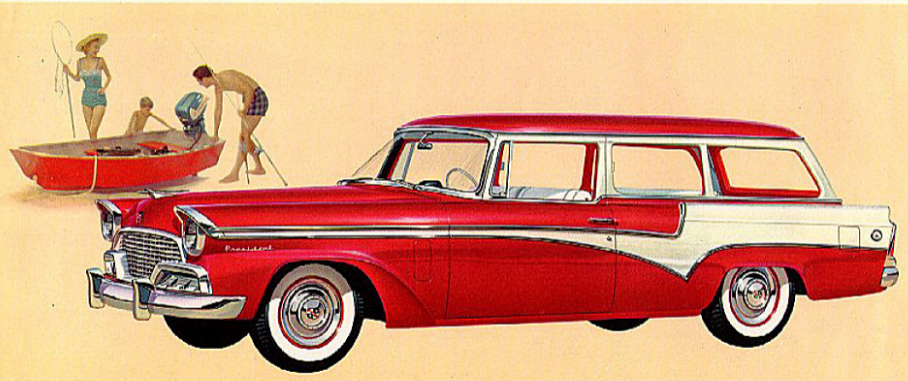


POWER HAWK Powered by the 170-hp Sweepstakes 250 V8



FLIGHT HAWK Powered by the Sweepstakes 185 Six

3 BEAUTIFUL NEW STUDEBAKER STATION WAGONS



PINEHURST

Open the door—and you'll find the most colorful, richly inviting interior you've ever seen in a Station Wagon. For this is unique in its field—a station wagon with all the handling ease and luxury of a passenger car. It features Studebaker's famed Miracle Ride—plus all the down-to-earth practicality of the huskiest wagon. Put this Pinchurst through its paces. You'll say Studebaker's Craftsmanship has a flair for giving you exactly what you want in a station wagon!

There's everything about the Pinchurst to make it a car you'll be proud to drive up to the country club. Yet, with the rear seat folded down, you get a big 65 cubic feet of rugged cargo-carrying capacity. And its big 180-hp Sweepstakes 280 V8 gives you all the power you'll ever need—for hill climbing, for passing, for load-hauling. You owe yourself—and your family—the beauty, smartness, luxury, and all-around utility of the Pinchurst.

WAGONS

In every one of these brilliantly styled, highly practical Station Wagons by Studebaker you get the handling of a smart sedan with all the multi-purpose features of a station wagon. Specially engineered rear springing does the trick! Whichever one you choose has a special flair for doing your family proud—whether hauling beach antiques from a backroad auction or parked in front of the country club!



PARKVIEW

In this high-quality, sturdy and distinctive station wagon, you have an exciting choice of handsome, easy-to-clean and almost wearproof vinyl upholstery in striking patterns and colors. It's powered by the 170-hp Studebaker Sweepstakes 250 V8 for dazzling performance on any road.



PELHAM

Like all big, new Studebaker Station Wagons, the Pelham features new rotary side-lock doors, self-energizing and self-centering brakes, and specially engineered rear springing to make light load riding soft and relaxing! Powered by Sweepstakes 185 Six.



POWER ASSISTS

POWER STEERING

What could be easier than having 75 per cent of the effort it takes to park supplied for you? A mere two full turns and your wheels turn from center to full right or full left. Yet you always have manual "road-feel."

POWER BRAKES

Just a slight touch on the brake pedal tops you evenly, safely—with up to 40 per cent less effort. And since all Studebaker brakes are self-energizing and self-centering, you never sense any skidway or wheel pull.

POWER WINDOWS

Whether a 2-door or 4-door, you can have these electrically-controlled muscle-serve! Each window has its own push-button. And a master control lets the driver control all windows.

POWER SEAT

Your finger selects the exact position you want—for easier, safer, more relaxed driving. A single button at the bottom of the front seat electrically adjusts the seat precisely as you want it. Custom-fit car to every driver and family!

POWER AIR CONDITIONER

Even on the soggiest days, it's cool in your Studebaker. Outside air is dehumidified, filtered, cooled, and recirculated. One control knob for temperature; other two, circulation.

STANDOUT STUDEBAKER CRAFTSMANSHIP WITH A FLAIR!

The newest choice in the low-price field brings quality back in style!

The extra quality built into every Studebaker shows up in countless pleasing (and long-lived) ways. You see it in the careful fit of panels and doors. You sense it in the tight, quiet ride of the body, the positioning of instruments and controls. For the elegance that comes from perfection is standard in every Studebaker—cars in which craftsmanship has brought quality back into style again!

New! Studebaker low-level ride! Studebaker's exclusive double-dropped frame seats all passengers low between front and rear wheels for famed Studebaker Miracle-Ride. It's the heart of the stability secret of Studebaker's new Pyramid Design—so secure on hills and curves. It's based on the big 5 cross-member frame you're cradled in, too—strongest in its field. And Studebaker's unique inboard-outboard rear-spring mounting (plus new plastic liners and rubber-bushed shackles) means your Studebaker will ride far more quietly, far longer.

New! Largest trunk capacity of any Studebaker ever built! Studebaker's new beauty gives more than eye appeal to the rear deck. Underneath is the biggest, roomiest trunk ever. Over 30 per cent more capacity this year than last!

New! Red Flare Tail Lights! Carefully designed lenses concentrate light into intense beam to give protection, even from sides.

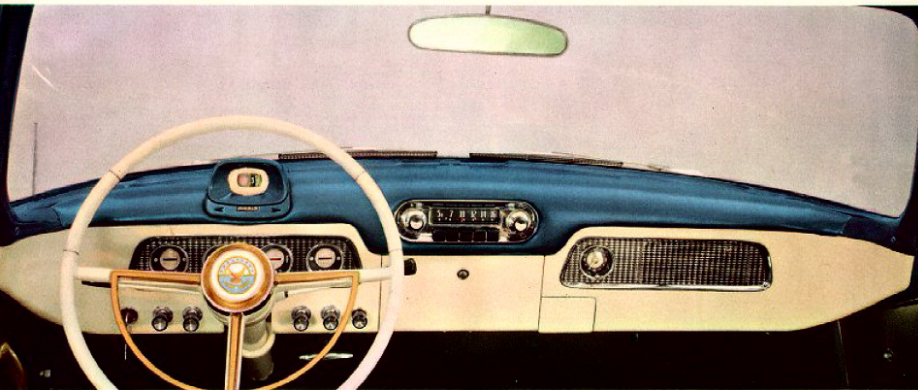


New! Longer, wider, roomier Craftsman body! Every new detail has been created for your comfort. Front seat has extra springs, a full layer of foam rubber, and is far easier to adjust. Electrically welded body seams keep dust and weather out. Box-section roof rails and body pillars surround you with security. And insulation is more complete than ever before. Over 300 rubber cushions and bushings are in the chassis and frame alone! No wonder this new Studebaker is so smooth, so quiet.

New! Smart Tempo-Toned interiors with all-new fabrics! You ride in custom beauty in Studebaker's exquisitely color-harmonized interiors. At the wheel, a completely new Flight-style control panel spots all controls within easy reach. And Studebaker upholstery craftsmen have come up with exciting new vinyls, and weaves, as noteworthy for sturdiness as for the beauty of their designs and tailoring.

STANDOUT STUDEBAKER SAFETY YOU CAN SENSE

From the moment you enter to the moment you leave— You're surrounded by security in a Studebaker!



New "Cyclops Eye" Speedometer! You know your exact speed at a glance! Unique magnifying glass "bulb" makes it the easiest viewing, fastest reading speedometer in the industry!

Wide-View Windshield! Wraps completely around your control panel yet posts shod back to give greatest range of vision at most effective point. Gives easier entrance and exit from car.

New! No-Glare Roll-Top Dash! Unlike many other cars, there is no jutting edge, no highly-polished surface. Naturally, you ride more relaxed, arrive more refreshed, enjoy every mile far more.



New! Safe-lock Door Latches! A new, unique striker holds these safety door latches securely closed, even in the event of a sudden emergency stop, or accidental impact.

New! Padded Roll Seat Tops! Tops of front seats have an extra-thick pad of cotton, to protect rear-seat passengers in event of sudden or emergency stops. Adds new beauty, too!

New! Sound-conditioned Vinyl Ceiling! In addition to the roof padding found in most fine cars, Studebaker brings you the smart beauty and effective sound absorption over and above the perforated ceiling. Tiny holes that keep the interior far more quiet, keep you far more relaxed. In Hawk Series models a perforated headboard adds appreciable extra headroom!

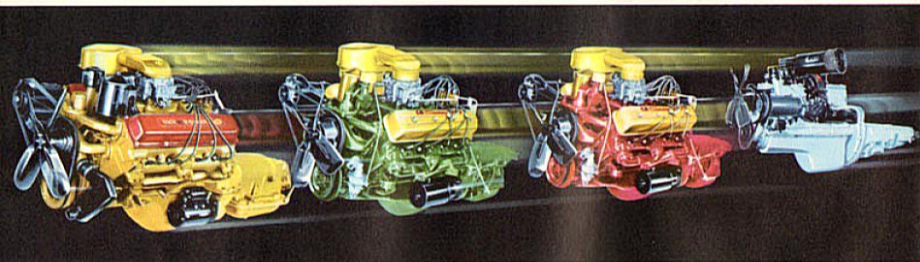
New! Safety-action Brakes—First in the Industry! With new "flared" drums, brakes in the new Studebaker President and Golden Hawk models dissipate heat faster, resist brake fade better, last up to 50 per cent longer. A great safety advance, they represent an industry "first". And in every big new Studebaker, brakes are acknowledged the industry's finest—oversized, both self-centering and self-energizing, and engineered to highest safety standards!

New! Hooded Sealed-Beam Headlights! These newest sealed-beam lamps are lighter, brighter, safer going than ever before. And new hoods keep the light on the road—away from your eyes. Up under the big wrap-around windshield, too, an improved defroster clears away snow and ice fast as part of Studebaker's optional cost Climaterizer heating and ventilating system.



UNBEATABLE STUDEBAKER ECONOMY IN 3 NEW SWEEPSTAKES ENGINES

NEW STUDEBAKER SWEEPSTAKES POWER *in your choice of V8 or Six—plus new Flightomatic*



NEW 275-H.P. SKYPOWER V-8

Powering the new Golden Hawk—new king of the highway—is this sensational new Skypower 352 engine. Superbly conceived to exploit every potential of advanced V8 engine design, this magnificent power plant delivers the most power-per-pound of any car on the road. It features free-breathing, short stroke, low friction design and high turbulence combustion to bring a new kind of performance to modern motoring.

NEW 210-H.P. SWEEPSTAKES 289 V8

You'll feel like a pilot after his first jet take-off, the first time you sample this most modern of all V8's. It's Studebaker's new Take-Off Torque with modern short-stroke, low-friction design, plus new high-turbulence, cup-type pistons and 4-barrel carburetor help make it as savingful as it is powerful. New high 7.5-to-1 compression ratio plus 289 cubic-inch displacement—8.0-to-1, optional. Automatic choke is standard, as in all Studebaker engines.

NEW 170-H.P. SWEEPSTAKES 259 V8

For an easy-to-own, easy-to-feed "eight" that's loaded with GO, try the Take-Off Torque of this new Studebaker V8. Here's everything a modern V8 should be. And like all Studebaker engines, it features such gas-savers as the Automatic Spark, Manifold Heat, and Water Temperature Controls. New 7.5-to-1 compression ratio, 259 cubic-inch displacement, 2-barrel carburetor (4-barrel carburetor and 8-to-1 compression ratio optional).

NEW 101-H.P. SWEEPSTAKES 185 SIX

With a new 7.5-to-1 compression ratio plus 185 cubic-inch displacement, this new Studebaker Six is the most powerful ever! And, backed by Studebaker's standard Economy Run record, it is certain to be the most savingful ever, too—with such Studebaker exclusives as Equalized Cooling (to prevent warping), Full-Pressure Lubrication, and "Journal-Overlap" crankshaft (for extra quiet and longer life).



New Flightomatic is faster on the get-away than ever before! For performance at its automatic best, get the feel of the new Studebaker Flightomatic transmission. Starts are smoother and much, much quicker, because now you *always* take off in "low" gear. Then Flightomatic automatically shifts into intermediate and direct drive without so much as a whisper!

... Easier hill-climbing, too! For extra "pull" up hills, simply "floor" the accelerator (while selector is at "Drive"). Instantly, you shift into the next lower gear and stay there until the car has picked up speed. Then it shifts back—automatically. This same extra power is at your command on the straightaways.

... And it's priced down with the lowest! You can have this newest of all automatic drives with whichever Studebaker engine suits your fancy. And yet it wears no fancy price tag. It's the finest, most instantly responsive car on the road!

STUDEBAKER SPECIFICATIONS

ENGINES

SKYPOWER 352—Golden Hawk
8-cylinder, overhead valve V8 engine. Bore, 4", stroke, 3 1/4". Displacement, 352 cubic inches. Maximum horsepower, 275 at 4600 rpm. Compression ratio 9.5 to 1. 4-barrel carburetor. Full-pressure lubrication. Oil capacity 5 qts. 12-volt electrical system, with large 60-ampere hour, 12-volt battery. Cooling system capacity, 17 quarts, with climatic heater, 25 1/2 quarts.

SWEEPSTAKES 289—Sky Hawk, President and Pinehurst
8-cylinder, overhead valve V8. Bore, 3 1/2", stroke, 3 1/4". Displacement, 289 cubic inches. Maximum horsepower, 210 at 4300 rpm with 4-barrel carburetor, 190 hp at 4300 rpm with 2-barrel carburetor. Compression ratio, 7.5 to 1 (optional), 4-barrel carburetor on Classic and 1 1/2" drive models, 2-barrel on 2-door and 4-door sedans and Pinehurst station wagon. Oil capacity, 5 qts. 12-volt electrical system with large 50-ampere hour battery. Cooling system capacity, 17 quarts with climatic heater, 18 1/2 quarts.

SWEEPSTAKES 259—Power Hawk, Commander and Parkview
8-cylinder, overhead valve V8. Bore, 3 1/2", stroke, 3 1/4". Displacement, 259 cubic inches. Maximum horsepower, 185 at 4000 rpm with optional 4-barrel carburetor, 170 hp at 4000 rpm with 2-barrel carburetor. Compression ratio, 7.5 to 1 (optional). Oil capacity, 5 qts. 12-volt electrical system with large 50-ampere hour battery. Cooling system capacity, 17 quarts with climatic heater, 18 1/2 quarts.

SWEEPSTAKES 185—Champion, Flight Hawk and Pelham
6-cylinder, I-head engine. Bore, 3", stroke, 4 1/4". Displacement, 185 cubic inches. Maximum horsepower, 101 at 3800 rpm. Torque horsepower, 31.6. Compression ratio, 7.5 to 1. Oil capacity, 5 qts. 12-volt electrical system with large 50-ampere hour battery. Cooling system capacity, 11 qts. with climatic heater, 12 1/2 qts.

GENERAL

GOLDEN HAWK

Rear axle ratio with overdrive transmission, 3.07 to 1. Tubeless tires, size 7.00x15. Height (loaded), 56.14. Width, 72.44 in. Overall length, 203.9 in. Wheelbase, 129 1/2 in.

PRESIDENT CLASSIC

Rear axle ratio with standard transmission, 3.54 to 1; with overdrive, 4.20 to 1; with Flightomatic drive, 3.54 to 1. Tubeless tires, size 7.00x15. Height (loaded), 60 inches; overall width, 71 1/2 inches; overall length, 204 1/2 inches; wheelbase, 120 inches.

PRESIDENT

Rear axle ratio with standard transmission, 3.54 to 1; with overdrive, 3.92 to 1; with Flightomatic Drive, 3.31 to 1. Tubeless tires, size 6.70x15. Height (loaded), 60 inches; overall width, 71 1/2 inches; overall length, 200 1/2 inches; wheelbase, 118 inches.

COMMANDER

Rear axle ratio with standard transmission, 3.54 to 1; with overdrive, 3.92 to 1; with Flightomatic Drive, 3.31 to 1. Tubeless tires, size 6.70x15. Height (loaded), 60 inches; overall width, 71 1/2 inches; overall length, 200 1/2 inches; wheelbase, 118 inches.

CHAMPION

Rear axle ratio with standard transmission, 4.1 to 1 (optional, 4.56 to 1); with overdrive, 4.56 to 1 (optional, 4.1 to 1); with Flightomatic Drive, 3.54 to 1 (optional, 4.1 to 1). Tubeless tires, size 6.40x15. Height (loaded), 59 1/2 inches; overall width, 71 1/2 inches; overall length, 200 1/2 inches; wheelbase, 118 1/2 inches.

STATION WAGONS

Rear axle ratio with standard transmission, 3.54 to 1 (Pinehurst, Parkview); 4.1 to 1 (optional ratio of 4.56 to 1, Pelham only). With overdrive, 3.92 to 1 (Pinehurst, Parkview); 4.56 to 1, optional 4.1 to 1 (Pelham only). With Flightomatic Drive, 3.31 to 1 (all models), optional 4.1 to 1 (Pelham only).

SKY HAWK, POWER HAWK, FLIGHT HAWK

Rear axle ratio with standard transmission, 3.54 to 1 (Power Hawk), 4.1 to 1, optional 4.56 to 1 (Flight Hawk). With overdrive, 3.92 to 1 (Power Hawk), 4.56 to 1, optional 4.1 to 1 (Flight Hawk). With Flightomatic Drive, 3.07 to 1 (Sky Hawk), 3.31 to 1 (Power Hawk), 3.54 to 1, optional 4.1 to 1 (Flight Hawk). Tubeless tires, size 7.00x15 (Sky Hawk), 6.70x15 (Power Hawk), 6.40x15 (Flight Hawk). Height (loaded), 58 1/2 inches; overall width, 70 1/2 inches; overall length, 202 1/2 inches; wheelbase 120 1/2 inches.

To continue the program of quality and design improvement, Studebaker Division of Chrysler-Plymouth Corporation reserves the right to change specifications, design and price at any time without notice and without incurring obligation. Information contained herein is from data available when final approval for printing was given. . . .

THE BIG NEW STUDEBAKER



craftsmanship with a flair