

Alice in Lark Land



by
Bernice Fitz-gibbon

GIRL MEETS LARK



I've often said, and I really believe, that a car is among a woman's most important possessions. First her family, then the house, and then her car! It gives her so much more than "just transportation." It lifts her whole level of living, widens her world. A woman without a car is like a bird in a gilded cage. She needs a car to give her "wings." She needs the most care-free, dependable, smart and economical of all cars, The Lark!

It's a rare woman among us who understands all the "nuts and bolts" and technicalities about a car. We're just not mechanically minded! Many of us, bless our hearts, think a "distributor" is a door-to-door brush salesman, a "condenser" has something to do with contented cows, and "transmission" is something we go through in psychoanalysis.

But, thank goodness, we don't have to know what's "under the hood"! We take our problems to expert mechanics. Just as we take our cavities to dentists and our clothes to the dry cleaners! However, there are a *few* things you should know about your Lark, without going into all the hard-boiled mechanical details that men seem to love to talk about. (I sometimes doubt if *they* really understand it all!)

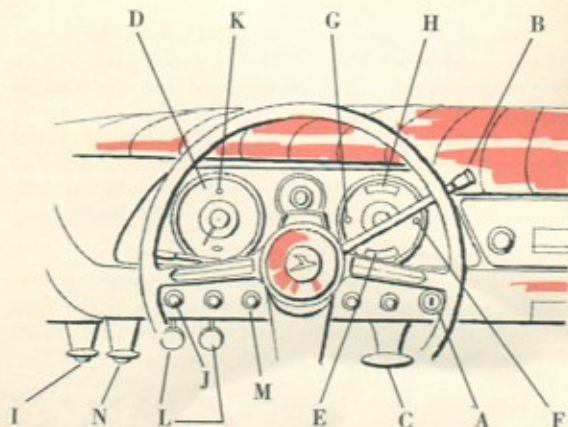
When you buy a new egg beater, washing machine or can opener, it's smart to take a quick run-through of all its features and capabilities first. From then on the whole thing is just a breeze!

This little book is intended to give you a few helpful hints on how to enjoy life in your Lark. How to keep it running (and looking) like new. You'll find another booklet in your glove compartment called the *Owner's Guide*. Hang on to it! This book goes into all the "gadget, gasket, clutch and carburetor" details that you and I don't actually need to bother about. But keep it handy, just in case you or your service station man need to look up something a bit technical.



MEN LOVE THE HARD-BOILED DETAILS

Now, this may be just female imagination, but I've heard it said that the whole world... even humdrum things like the old 8:15, the laundromat and the supermarket... suddenly turn a delightful sky-blue-pink when you're behind the wheel of a Lark! So before you slip the key into the ignition lock, step on the gas and start Widening-your-World, let me say Cheerio, Tally-Ho and lots of lovely Larking!



EVERYTHING UNDER CONTROL

Come on, let's slip into your Lark and look around a bit! Do control panels and such make you a little queasy and uneasy, as giant computers and moon missiles come to mind? Then take a second look at the Lark's instrument panel. True, it has gauges and controls. (You really need these, you know!) But you'll find them all clearly marked, easy to see and read, simple to operate—almost as simple as a washing machine!

A. Ignition switch.

B. Gearshift lever (or automatic transmission control).

C. Handbrake.

D. Speedometer.

E. Gasoline Gauge. With your ignition key turned on, check this. Remember that as the needle moves down to "E" (for "empty") you still have a slight safety-reserve of gas in the tank... *but* don't stretch this too far, because the needle will stay right at "E" until the tank is bone-dry.

(A word about gauges—those little red lights aren't just for decoration! Each one is put there to warn you of situations which may need attention in order to avoid damage to your Lark.)

F. Oil pressure indicator. If the red light shows while you are driving, you need more oil. Keep your speed low until you find a gas station and put in as much as needed. If the red light should remain on when you do have enough oil, something more serious is wrong. Go to a Studebaker dealer's, or find some other competent mechanic, right away (but keep the speed low).

G. Battery Charge Indicator. When the ignition is on and the engine is idling slower than normal (and the other circuits are on), this light should be on, meaning the generator is not charging. *When you're driving, the red light should be out!* When it lights up and stays red for a long time—best head straight for your Studebaker dealer, or you may find yourself stranded on the road with a "dead" battery.

H. Temperature Gauge. Your engine's temperature is "normal" when the needle is at the center of the dial. If the needle should raise to the 'H' area on the dial face, you should pull into a filling station or off to the side of the road and turn the engine off. Permit the engine to cool off. Then proceed slowly to the nearest filling station. (A tip on temperature control in heavy, slow hot-weather traffic—if you keep your engine running faster than "idle", it will pull more air through the radiator and keep the car from overheating.)

I. Hood Release. The man at the service station will be glad to release the hood for you, but it saves a little time if you simply pull out this release when you want the hood open. You'll find it under the instrument board on the left side of the steering column.

J. Lights. Pull the light switch knob to notch No. 1 for parking lights and tail-lights; to notch No. 2 for headlights and tail-lights. To operate instrument panel lights, turn the head and parking light switch from "OFF" to "ON" (to extreme left).

K. Dim-Bright Indicator. This shows a red light when "bright" lights are on, no light when they are "dim". To dim (or lower) the headlight beam, there's a toe-operated switch just left of the foot brake (left of the clutch if your Lark has standard transmission). Press this to dim, press again to return to "bright".



DO CONTROL PANELS MAKE YOU QUEASY?

L. *Fresh Air Vents.* Two vents, one on either side of the passenger compartment, bring fresh filtered air into your Lark. To operate, pull vent control open. To close, push control all the way in.

M. *Heater-Defroster.* You can keep your Climatizer-equipped Lark beautifully warm in the coldest weather with a consistent level of recirculated warm air.

N. *Overdrive Handle.* Many Larks are equipped with Overdrive, for greater gasoline economy and longer engine life. If your car has Overdrive, you'll find all the operating information in the *Owner's Guide.*



THOSE LITTLE RED
LIGHTS AREN'T DECORATIONS

IN YOUR LARK...

Now if you can unglue your fascinated gaze from that lovely instrument panel, let's look around and see how many safety features are built in. First, the extra large door (no head-bumping), the flat floors (no doorsills to catch your heels). And the recessed instrument panel—thickly padded with foam rubber and vinyl, to protect both big and little people from the danger of bumps and sudden stops.

Another feature for your safety as well as your pleasure is the wonderful "picture window visibility" and vision, both front and rear, with wide expanses of unobstructed view. You can see over the hood, over and around the fenders. It gives you a grand, relaxing, comforting feeling of knowing *exactly* where you are and where you're going—as you sit behind the wheel.

Still more protection is provided by the built-in anchorages for safety belts, should you want to install them. The Lark is the *only* car with the anchorages built right into the chassis in both the front and rear seats!



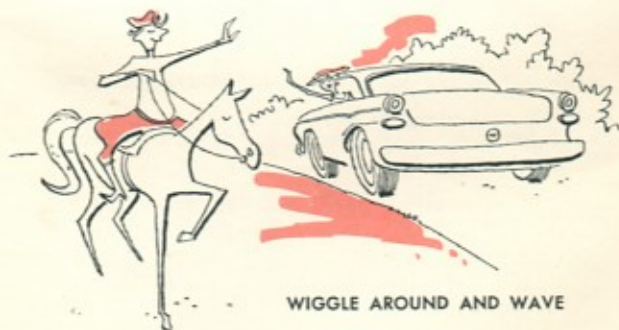
PICTURE WINDOW VISIBILITY

GET SET...

All right! Now you're cozy as a kitten in the driver's seat. Isn't it comfortable, like your favorite easy chair? Make sure the seat is adjusted to your best driving position. To adjust the seat, raise the lever under the lower front edge, move the seat forward or backward to the position that's just right, so that you have plenty of room to stretch, bend, wiggle around and wave at your friends if you want to!

If your Lark has reclining seats, you'll find that each seat has a lever at the side (next to the door). These adjust the seats to any one of 7 positions from upright to horizontal, making a bed with the rear seat. If you or your children or passengers should feel like a cat-nap or even a whole night's sleep on a long trip, this is a heavenly convenience.

...Now for the key—the ignition key is the octagonal one which also locks the doors; the round key is for the trunk and glove compartment. To start your Lark, simply turn the ignition key all the way to the right. When the engine starts, release your pressure on the key. (If you should want to use the Lark's accessories while the engine isn't running, turn the ignition key to the left.)



WIGGLE AROUND AND WAVE

GO!

Comfortable? Then you're all ready to sail away—but first—make sure the gearshift lever is in "Neutral" or "Park". (And don't start "cold". Let the engine warm up a bit.)

If the engine is cold (hasn't been used for the last 3 or 4 hours) press the accelerator pedal all the way to the floor and let it up again *before you turn the key*.

If the engine is warm, push the accelerator one-third of the way down and hold it there while you turn the key, releasing the accelerator after the engine starts.

One little hint! Once in a while you may get over-zealous with your pressure on the gas pedal and flood the motor. The cure is simple. Just push the pedal flat, all the way to the floor, and hold it there till engine starts.

Hear that comforting, soft purr? That means that you're all set for the smoothest, most relaxing ride of your whole life in your new Lark.

Is the parking brake released? You'll find this handle just below and slightly to the left of the ignition lock. To release the hand brake, give the handle a quarter-turn to the right and push it all the way



THAT COMFORTING SOFT PURR

to the backplate. (To put the brake on, pull handle straight toward you.)

Since we girls always like to do things the gentlest way possible, here's a tip about setting and releasing the parking brake. Depress the foot brake first. This takes the tension off the cables and gives you really feather-light control.

THE CARE AND FEEDING OF YOUR NEW LARK

Like any young mother with a brand new baby, you're likely to get all kinds of off-beat, off-key, mixed-up and conflicting suggestions about how to take care of your new darling. This kind of bewildering advice has a way of making the whole thing look more complicated than launching a rocket, knitting a



LIKE A MOTHER WITH A BRAND NEW BABY

sock, or even changing a diaper. Especially some of the rules you hear on how to "break in" your new car. The thing to do is smile, look attentive (but turn a deaf ear) and follow these 5 simple rules:

- drive under 50 mph for the first 500 miles.
- drive under 60 mph for the second 500 miles.
- change oil without fail at the end of the first 1,000 miles. See the "Owner's Guide" for proper grades of engine oil to use in your Lark.
- give the engine a chance to warm up at a low speed before stepping up to 50 or 60 mph.
- drive at varied speeds during the break-in period. Don't hold the car at a steady 50 or 60 mph, but *vary* the speeds for the first 1,000.

NIFTY AND THRIFTY—THAT'S THE LARK

Your new Lark is one of the world's most economical to operate. It will eventually save you stacks of lovely folding money because it's designed for use with *regular* gasoline. Just pick yourself a well-known brand and use it regularly.

Engine oil should be of good quality, preferably from containers bearing the label "for Service MS", alone or in combination with any of the following: MM, ML or DG. And, of course, use thinner oil in winter than in summer. The *Owner's Guide* has a fully detailed explanation of the proper oil types you should use, and everything else you need to know about maintenance.



SAVES YOU STACKS OF FOLDING MONEY

DOES YOUR LARK NEED TLC? (Tender Loving Care)

Not an awfully lot, really. Just the normal everyday essentials of good housekeeping will keep it looking gleaming, chic and well groomed.

The beautiful no-wax Sapphire finish on your new Lark saves you the trouble and expense of waxing and polishing treatments. Also you'll find that the clean simple lines and smart functional exterior design of The Lark, makes it as easy to "shampoo" as sudsing your hair.

However, if you just love wax and polish (some people have a mania for extra high luster and sparkle) . . . one of the best ways to keep the finish of your Lark's exterior shiny-clean is to have your

Studebaker dealer apply Lustur-Seal No. 1. This power-applied preparation will protect and give luster to your Lark's finish for years to come.

Occasional washings and no-rub applications of Studebaker Haze Cream (about 3 times a year) will keep a Lark's good looks glowing. Never apply wax or wax polishes, they'll make a dull haze. Lustur-Seal and Haze Cream are the only products that are really



A FEW FLICKS OF A WHISK BROOM

perfect for adding flash and glamour to the Lark's jewel-like finish.

Inside the car, the high-fashion fabric, carpet and vinyls look new and glowing after a good frothy suds of neutral soap and warm water, just as the upholstery and carpet in your home do. The *Owner's Guide* gives you details on removing all kinds of stains and dirt.

Your white sidewall tires can be kept clean with a regular washing. Also, there's a special White Wall Tire Cleaner (SP-50112) that takes off the stubbornest marks quick as a wink.

Here's a short-and-sweet way to clean inside windows where cigarette smoke and humidity sometimes create a film. Spray on a bit of aerosol window cleaner and whisk it off with facial tissues.

The Lark's wide doors and "floors flush with the door sills" make housekeeping easy as breathing. No grooves or wells in the floors to accumulate flotsam, jetsam, loose dimes and bobbie pins. A few flicks of a whisk broom and your living-room-on-wheels is neat and clean as a pin.

ZOOM PLUS ROOM

You'll notice lots of other nice things about your Lark, too. Pleasant little surprises that you *won't* find in most other cars. First, the ceiling high enough so it won't squash your dazzling new hair-do. King-size doors, broad and big, give you that wide-open-spaces (never that help-I'm-trapped) feeling! They let you slip out of a Lark like a movie queen—without tugging at your skirt, or scrounging your knees around.

The back seat's wide, ample and roomy as your favorite love-seat. Bundles, books, briefcases, blankets, babies can stack inside without cramping or confusion. You can haul the whole family, the neighborhood gang, 2/3 of the little league team, or a brace of beautiful bouffant-skirted bridesmaids... in luxury, comfort and style.

Even the trunk, with its streamlined low-lift opening, is a dream of ease and convenience. No bottomless pit where packages hide in corners and oranges roll out of bundles never to be seen again.



SLIP OUT LIKE A MOVIE QUEEN

BETWEEN US DOLLS

Do you tell everything? Of course not. Some of the little details of running the household smoothly, keeping yourself looking beautiful, are little mysteries only you know. The Lark, like a woman, has a few of these girl-type secrets.

For instance, how to drive with windows open and still keep your fascinating new hair-do from

getting windblown. The little side window vents, plus the ventilators under the panel, are just the thing to cool you off with nary a rumple.

Storing away little necessities should present no problem in your Lark. It has a wonderful wide glove compartment to hold all kinds of things, and if you have a Daytona there's a console between the front seats with a secret compartment where you can hide your cologne, library books, Bikini, or whatever!



PARK YOUR BIKINI

The glove compartment isn't just for gloves, as we all know, but The Lark's glove compartment is special! Pull down the door and you've got a picnic tray with indentations to hold cups. Handy at the drive-in, or with that thermos you have hidden away in the console.

Naturally, you're never going to fluff your "perfect Lark parking". (Unless, of course, some unidentified park and-run character barges into you in the lot.) You're never going to nick your back fender on that tail-finned monster parked next to you on Main Street. But just in case a chip of enamel *should* get mysteriously scratched from your Lark's stunning surface, here's what to do. Get your Touch-up Paint Applicator Kit (see page 29 of your *Owner's Guide*), flick on a fleck of your Lark's own color enamel. Let it dry in the breeze as you Lark on home. See what I mean?

Don't forget to put the rear vision mirror back in position after you've used it for complexion touchups. (Some women I know clip a special mirror

on the reverse side of one of the sun visors, and avoid all kinds of arguments!)

You can lock the doors of your Lark from the outside with a key, from the inside by pushing down the lock buttons. The rear doors have a special safety feature—once the button is pushed down you must pull it up (prevents youngsters from inadvertently opening the doors!) I always feel it's wiser when a woman is driving alone at night to have all the lock buttons pushed down.

There are some wonderful extras you can add to your Lark—little things that mean so much when you need them.

Like the Climatizer. It's thermostatically controlled and it ventilates, heats and defrosts — just beautifully. And the Air Conditioner. Cool, girl, cool.



COOL, GIRL, COOL

One accessory I just can't overemphasize the importance of — Seat Belts. Studebaker has made it possible for *every* Lark to have them, in both front and rear seats. They've installed anchorages and belts can be attached easily.

Back-up lights are a wonderful boon, too. With these you can see where you're at when you back up at night (you can see where you're going too!).

And a host of other accessories — like cushion toppers to protect the upholstery, luggage racks, radios, electric clocks, windshield washers, tissue dispensers that double as litter boxes, helpful outside rearview mirrors for the door or the fender. (You'll find these and others described in the Accessory Booklet in the glove compartment.) Whatever accessory you'd like to make your Lark more convenient, just ask your Studebaker dealer.

HOW TO CHANGE A TIRE

It's no fun to change a tire and I hope you never have to. Every woman knows that if there was ever a time when plain unvarnished feminine charm and good old-fashioned "girl appeal" comes in handy, it's that unhappy moment when a tire problem develops on the road.

Here's my advice. Put on some fresh lipstick, fluff up your hairdo, stand in a safe spot *off* the road near your Lark, wave and look helpless and feminine. If this doesn't do the trick I guess I've over-estimated men, especially truck drivers!

If passing males don't come to the rescue, try to get to the nearest phone and call a service station. If neither of these plans works out, as a last resort, turn to page 23 of your *Owner's Guide*, which tells you exactly how to change a tire.

Don't get excited, simply follow the rules... just as if you were putting a new needle in your sewing machine. And as you tighten that last lug-nut and snap on the hub cap, you'll feel a wonderful rewarding surge of self-reliance that you *never* felt before!



LOOK HELPLESS AND FEMINE

THE MAN IN THE GRAY FLANNEL OVERALLS

When you visit your beauty parlor to refurbish your charm, you know exactly what to expect of Antoine when it comes to little "extras" like a smart styling, combing, spraying. All those pleasant bits and et ceteras... you get *in addition to your shampoo!* It's the same when you drive into a modern service station. You have a right to certain services in addition to having gasoline put into your Lark's tank. Make sure that your station gives you the full gamut of attention. Here's a point-by-point chart you can use to make sure you're getting proper service!

- Be sure that the attendant knows your Lark uses *regular* grades of gasolines, not the costly "super" grades.
- Your Lark is never fully serviced until the attendant has opened the hood and (1) checked the radiator for proper level of coolant, (2) checked water level in the battery, (3) checked the oil, (4) filled the windshield washer tank (if your car has one). If your Lark is equipped with Flight-O-Matic (auto-



WHAT TO EXPECT OF ANTOINE

matic transmission the fluid level should be checked every 4 or 5 times you have the car serviced.

- The windshield, rear window, and your rear-view mirror should be cleaned.
- Have the tires checked. Don't let 'em forget the spare tire. A flat spare is no spare at all.

WOMEN AREN'T DAREDEVILS

We hate danger and violence. Men may think of their cars as gleaming demons of surging horsepower roaring vertically to the pinnacle of Pike's Peak. But not us! We want plenty of power and performance, but we don't feel any mad, irresistible urge to push the pedal flat and zoom around the track at Indianap-



NO MAD URGE

olis. To us, a car is a beautiful, functional way to accomplish all kinds of pleasant things—gracefully, stylishly and *safely!* So here are seven sane ideas on *that* important subject!

1. When driving on an expressway, use distractions such as the radio or conversation to help prevent "highway hypnosis." You can help ease tension by altering the position of the driver's seat or stopping for relaxation and coffee. At night avoid looking directly at headlights of oncoming traffic—watch the right edge of the roadway.

2. If you have to pull over to the side of the road, turn the ignition key to the "accessory" position and set the turn indicator to the signal for a left hand turn. A small flashing light gives far better warning than a stationary light.

3. For emergencies at night, it's wise to keep a flashlight in your car, and reflecting lights which you can set up on the side of the road so approaching traffic will know you're there—and in trouble.

4. Don't follow the car ahead of you too closely. A good rule-of-thumb is to allow one car length between you and the car ahead for every 10 mph (5 car lengths if you're driving 50 mph), and even more if road conditions are less than ideal. (*Note:*

If you have a standard shift Lark with the exclusive Studebaker Hill-Holder, you're all set for stopping on the steepest hills. When you come to a stop, push in on the clutch as you brake. By keeping clutch depressed, brake remains "ON" and your right foot is free to use the accelerator. When you release the clutch, the brake is released.)

5. When parking on a grade, leave the car in gear (or "Park"), use the parking brake and turn wheels toward the curb. If the car is facing down-grade, turn front wheels *toward curb*, and *away* from curb if up-grade.

6. Don't start the engine of your car in a closed garage. The exhaust fumes of any car contain carbon monoxide, which is a deadly—and fast-acting—*toxic gas*.

7. Know the laws of your state "by heart". Except for minor differences, they'll serve you in good stead *wherever* you drive.



KNOW THE STATE LAWS "BY HEART"

COPING WITH BAD ROAD CONDITIONS

The driving's fine when the weather's likewise. But there are a few precautions you should take in the

snow or the rain. Or on sandy or muddy side roads. If you encounter rain, snow or ice, best slow down to the point where you feel "in control."



SNOWY IN YOUR PART OF THE COUNTRY?

On slippery roads, don't brake sharply! When you come to a stop, pump the brake pedal lightly before you apply the pressure for a complete stop. Abrupt braking can cause your car to swerve.

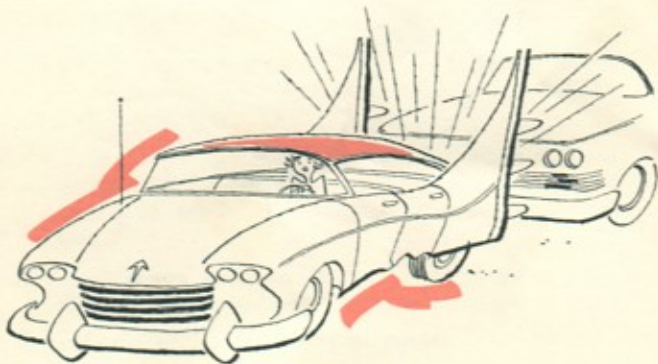
If it's snowy quite often in your part of the country, you'll be wise to prepare for winter with "snow tires." Your Studebaker Dealer has these.

DON'T FRET ABOUT THE WEATHER

To operate heater—pull out the right-hand vent. Then pull out the "HEAT" knob all the way. Turn it as far as it will go to the right. This will bring warm air into the car. For more heat, pull "FAN" knob all the way out. You can control the speed of warm air coming in by pushing "FAN" knob partly or all the way in. If you want just a little heat, turn "FAN" off, and push "HEAT" knob part of the way in.

To operate defroster, for clearing ice or snow from the windshield, turn "HEAT" knob all the way over to the left. For a combination of heating and defrosting, turn "HEAT" knob to the middle point, between "ON" and "OFF".

To clear up fogging on the windshield, leave "HEAT" knob pushed in, turn it all the way to the left, and pull out "FAN" knob all the way. A rush of cool air will quickly clear your windshield.



THAT AWFUL CRASH

FORESIGHT PLUS HINDSIGHT

In your Lark, you have plenty of *both*! Wonderful visibility plus easy parkability. So you aren't likely to make any "fender faux pas" or get into curbside bumper tiffs... as drivers used to in the old tailfin-era.

Yes, now you can forget those dear dead days when old fashioned ladies in cartoons used to say to one another "The thing I hate about parking... is that awful crash!"

But just in case you get into some sort of tangle, be sure to follow all the rules of accident etiquette!

Get the names and addresses of the other driver, his passengers, the owner of the other car, the name of his insurance company and the car license number. Also the names and addresses of any witnesses.

Keep cool and calm and write down the time of day, date and place of the mishap. Some people advise making a sketch of the scene showing traffic signals, intersecting roads, pedestrians and other vehicles.

It might be a good idea to make a note of the weather conditions, direction and speed of other vehicles, and any damage done.

Never sign any kind of paper or make any statements except to answer police questions. Have the names of your attorney and your insurance company, and your insurance policy number in the glove compartment of your car.



CURBSIDE BUMPER TIFFS

If it's necessary to call the police, don't move your car till they arrive.

You'll find your insurance policy gives you complete details on these matters, so better read it!

And above all don't worry! Your Lark is specially engineered and designed to give you the safest, most *non*-accident-prone, carefree driving you've ever enjoyed in your life!



CAREFREE—THAT'S YOU!



YOU'RE A GET-OUT-AND-LIVE GIRL

IF YOU'RE IN A LARK... WAVE!

Because now you're a full-fledged Member of the Club. You're a girl with a G O A L. (Meaning you're a *Get-Out-And-Live* girl!)

With your Lark you're on your own, free as a bird, alive as a Lark. You've suddenly discovered that parking is a pleasure, traffic is a breeze, turning's no trick at all, and happiness is a thing called Larking.

Of course, carefree driving does take a little care—and should your Lark need attention, remember there's "no place like home"—at your Studebaker dealer's Service Department. If there is anything about it you don't understand, your dealer will

be happy to answer your questions. He's the man who knows The Lark best—and the man who can give it the best service.

And now as you set out for fun and adventure on the open road I know just how you feel! You wouldn't trade your Lark for two mink coats, wall-to-wall carpeting from attic to cellar, five years on the Riviera, or a couple of marble swimming pools.

Cleopatra had her barge, Lady Godiva had her horse, your great-grandmother had Shanks Mare, your mother had her old-style oversize "chariot." But, lucky you, *you* have a Lark! So Hi!



LADY GODIVA HAD HER HORSE...

CLEOPATRA HAD HER BARGE...

Bernice Fitz-Gibbon

has never changed a tire in her life, but she *has* changed the way America looks at women.



It's been easy for Bernice to find out what makes gals tick. You can't spend 30 years masterminding Macy's, Wanamaker's, Marshall Field's and Gimbel's without learning something about the female of the species.

Bernice mothers and grandmothers a lively burgeoning family—runs a booming dairy farm in Wisconsin—writes books, columns, articles—and travels the country up, down and sideways telling people, panels and professors what women are all about. And being listened to—for Bernice is fresh as the mint in a julep. Fitz, as most people call her, has plenty of warm, witty things to say about women and automobiles in her book and movie "All Dressed Up and No Way to Go." A few fast Fitz-Gibbonisms:

"An automobile is good for what ails you. It unjangles your nerves, vamooses your neuroses, gives you a more useful, exuberant, adventurous life."

"Without a car . . . a woman is a prisoner in her own home . . . all dressed up and no way to go!"