



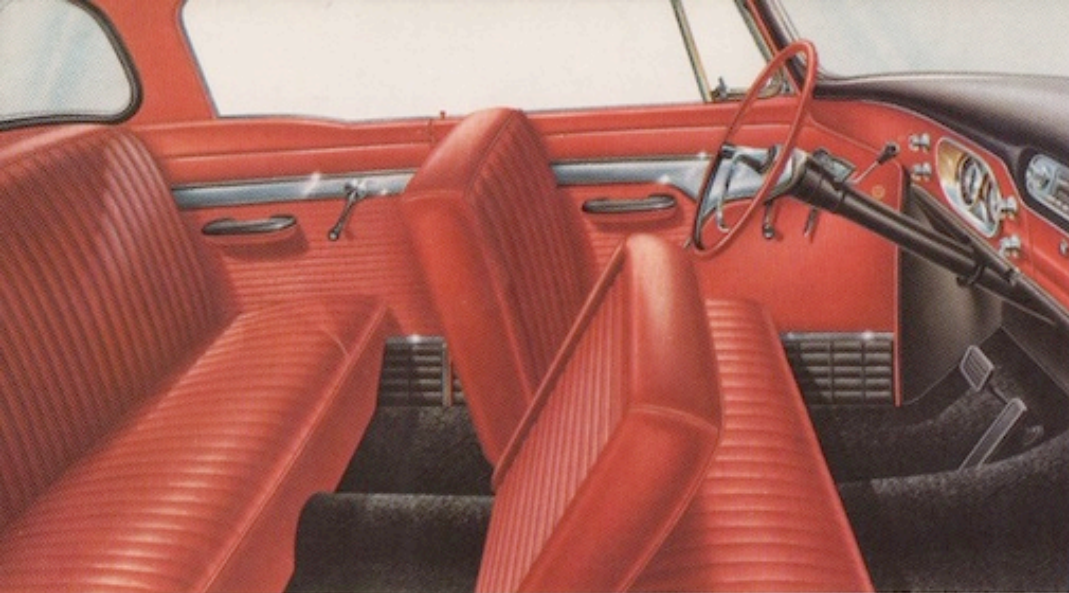
THE NEW DIMENSION IN MOTORING BY STUDEBAKER

Within these pages you will meet an automobile as fresh and new as the first breath of spring. It is unlike any other car because its proportions are uniquely, ideally suited to today's driving conditions. It strikes a smart, sensible balance between the $\frac{5}{8}$ size foreign imports and the oversize U.S. models. However, it has all the space you need. It seats six adults in ample comfort and accommodates their luggage in a vacation-size trunk. It has all the performance you need! It runs with the best of them and adds the advantage of economy. Its design will delight your eye. Its interior will flatter your good taste. It has eliminated what you don't need: useless overhang, excess bulk and wasteful "dead" weight. Consequently, it is easy to park, effortless to handle, always fun to drive. In every respect, it is *the* car that meets the needs and tastes of our times.

There's another car within these pages too—one you'll surely want to meet if sport is your inclination. It's a lithe, taut car with a charming continental accent. It was designed to make motoring a sport and every trip a pleasure.

Now, for your new dimension in motoring, turn the page and meet The Lark by Studebaker . . .





▲ Relax and enjoy your trip in The Lark's inviting interior. Seats are not only spacious but extremely comfortable. They were designed and constructed with care to provide restful support at the small of the back and under the thighs.



◀ Here, you see a delightful option for all The Larks, luxurious reclining seats that afford the ultimate in motoring comfort.



◀ Space to spare is a surprising feature of each of The Larks. Trunks are almost cavernous, which is all the more surprising for a car of modest overall dimensions. The Lark trunk provides 16.5 cubic feet of space. That's more than enough for six people on a long trip.

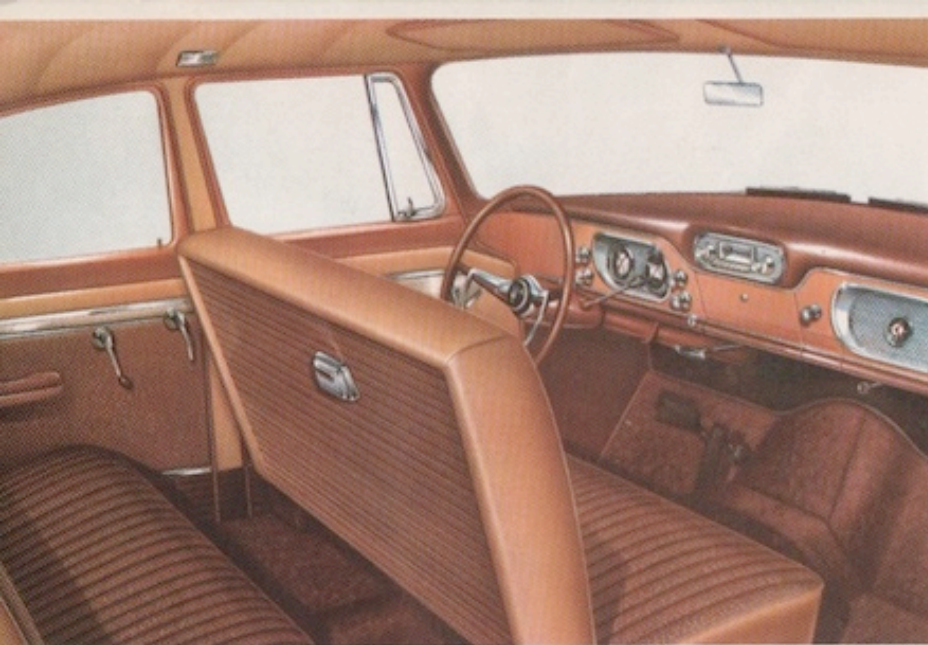


THE LARK² HARDTOP

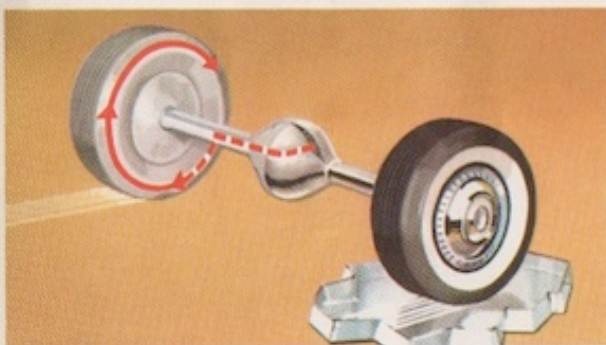
Haughty and handsome, this jewel-like hardtop personifies the new dimension in motoring in the most charming fashion. Its 14½ foot length cradles its passengers in gracious comfort while it affectionately hugs the road, unencumbered with clumsy overhang. It corners with confidence, handles with sophisticated nonchalance and parks with virtually a flick of the wrists. This car pleases the tasteful eye, however discerning, from any angle. Its styling is elegantly simple and the absence of center posts affords the passengers a delightful panoramic view in all directions. And, for peak performance, you can choose the super-economical "6" or the ultra-responsive V-8. Whichever you choose, you'll love The Lark Hardtop!



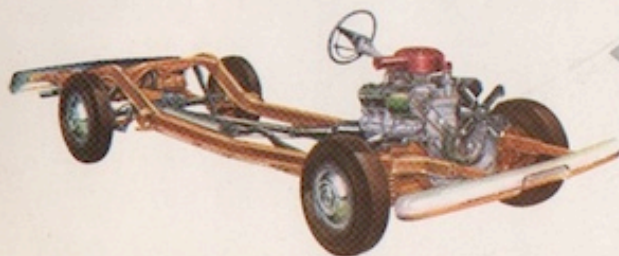




Spacious and gracious are these Regal Lark interiors. Pleated seat fabrics, padded sun visors and dash panel enhance not only The Lark's luxurious appearance but provide a healthy measure of safety, too. Instruments are not only extremely functional and easy to read but are attractively styled to harmonize with the Lark's quiet, good taste. Ash trays, cigar lighter, coat hooks... all the comforts of your home on the highway ready at hand.



◀ You won't get stuck with Studebaker's Twin Traction Differential. This optional feature keeps the car moving through snow, sand, mud and over ice. Power is transmitted to the wheel with the *most* rather than the least traction (as is the case with conventional differentials) and you get sure-grip go where other cars just spin their wheels. Try Twin Traction... it's terrific.



◀ The Lark chassis is rugged... designed with tremendous torsional rigidity and immense strength to last and last with safety.

THE **LARK** 4-DOOR SEDAN

Purposeful and proud of it, The Lark 4-Door Sedan offers spirited performance with surprisingly generous headroom and footroom plus a vacation-size trunk. This is a sturdy, spirited, go-anywhere, do-anything car that allows its passengers to get in and out easily, without stumbling over awkward door sills or deep foot wells. Drive ten miles or a thousand miles, comfort is never a problem. Neither is economy, because The Lark runs miles and miles on a hatful of gas. Low cost regular gas at that! No wasteful excesses whether you choose the thrifty "6" or the more powerful V-8. And as far as dependability goes, The Lark goes a long way. It was designed and built for many years of faithful service by Studebaker's famed craftsmen. This is the friendliest family car in town and the *entire* family will love it.

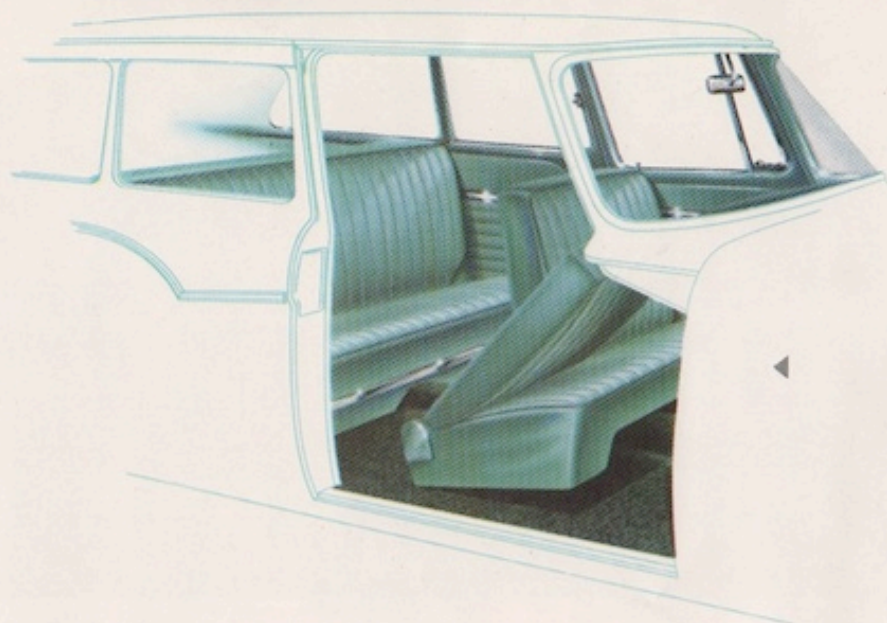






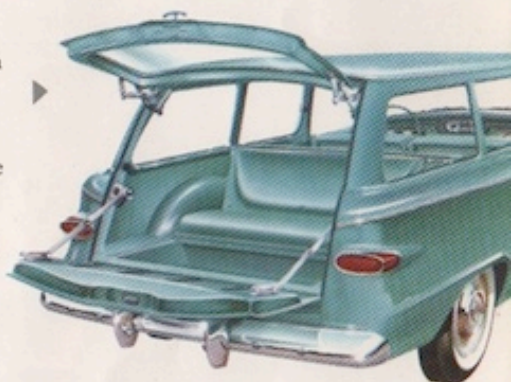
THE **LARK** STATION WAGON

This irresistible new vehicle is the new dimension in station wagons. It provides a bountiful 93 cubic feet of cargo space (more than enough for most family needs), yet is sensibly sized to provide maneuverability and handling ease you've never known in wagons before. It has an exclusive "load-leveling" suspension system specially designed by Studebaker engineers so that it won't bottom or sag when heavily loaded. Engine choice is "6" for super-economy, V-8 for more power. Both provide peak performance on inexpensive regular gas. Lots of good looks, too. Clean styling, tasteful interiors. You can't help but love this one!



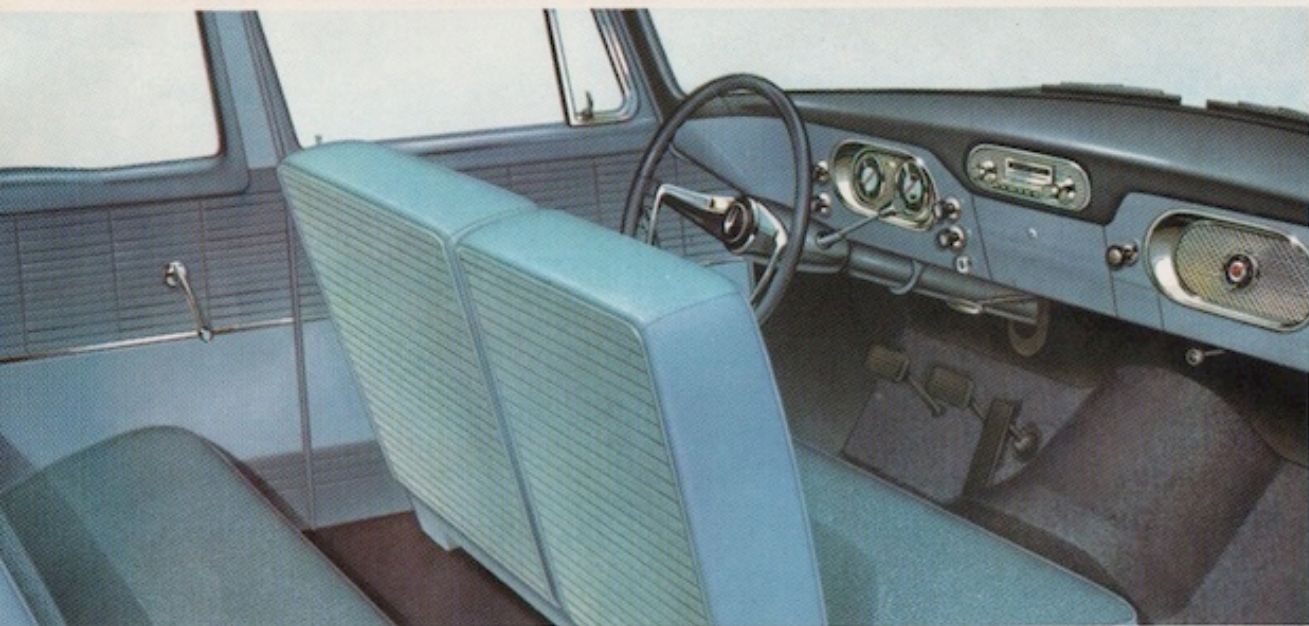
How eloquent can a station wagon's interior be? This one, of course it's The Lark, speaks of good taste, comfortable living and many delightful hours on the open road. Colors are keyed to the exterior finishes. Everything harmonizes. And there's a delightful air of well-being within this car.

Enjoy a different view of the road from The Lark station wagon's rear-facing Hideaway seat. This ingenious device ups seating capacity to a full eight adults. Yet when not in use, it folds flush into the cargo deck, out of the way in a twinkling.

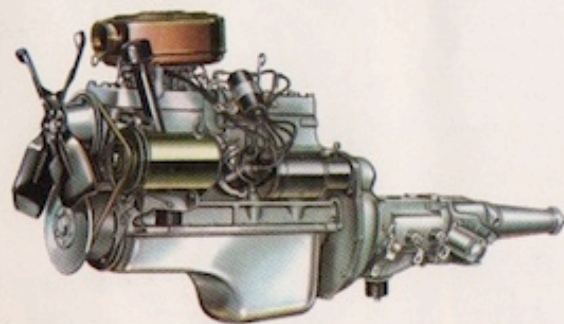


Pile things aboard to your heart's delight in this versatile Lark carrier. There's plenty of room—remarkable in fact, considering The Lark's modest dimensions. Cargo space is more than 93 cubic feet. Room for plenty of whatever you're hauling.





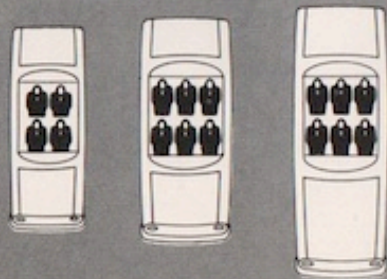
Functionalism that pleases any eye keynotes The Lark DeLuxe interior. Colors that are carefully in balance, fabrics that are durable and easy to keep clean, seats that provide support where it's needed make every trip a pleasure. This is a friendly car, and the interior makes you feel at home.



Super-economy on low-cost regular gas is provided by the sturdy Studebaker "6" engine. This gem of a power plant utilizes four massive main bearings for long life, new induction system and carburetion for amazing economy. It goes a long distance between fuel stops.



The secret of The Lark's mastery of space lies in reduction of overhang and no waste bulk. It is a full three feet shorter than the average U.S. car but has almost the same interior dimensions. Its proportions are ideally suited to today's motoring needs.



THE LARK² 2-DOOR SEDAN

Here's a pet of a car on a very practical plane. The Lark 2-Door Sedan uniquely combines elegant good looks with honest economy. It costs little to buy and its sturdy six cylinder engine takes it a long, long way between fuel stops. This Lark also carries six adults comfortably over its 108½ inch wheelbase and provides a surprising 16.5 cubic feet of trunk space. It handles and parks with silken ease and is always fun to drive... in town or country. Interiors are distinctively appointed, and are practical because they are easy to keep clean. Here is the ideal "beautility" car... perfect for salesmen, for shoppers, for teenagers. Perfect as the family's only car or second car. Perfect for a variety of uses and perfectly economical.

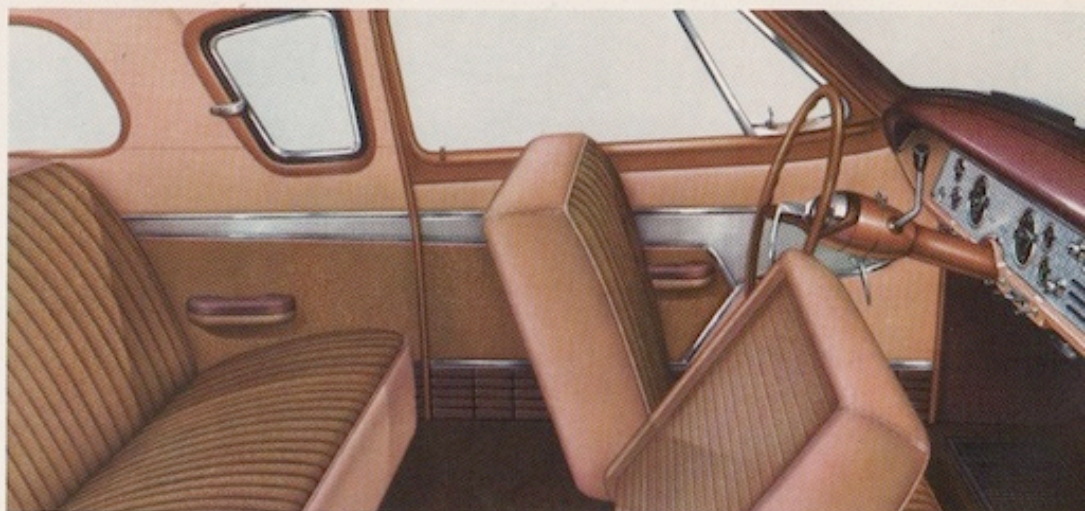




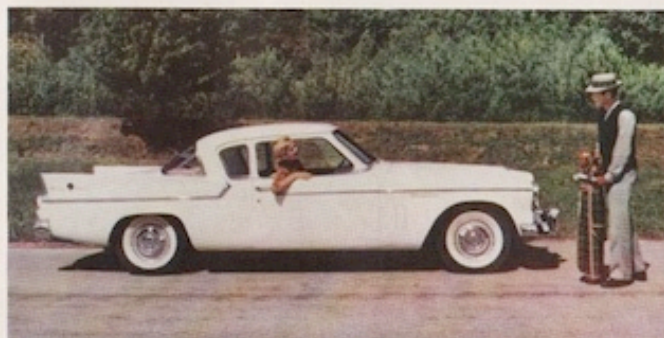


THE *SILVER HAWK*

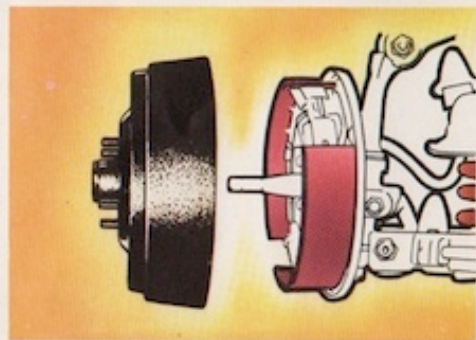
Love motor sport? Here it is on wheels with a charming touch of the Continent accented with lithe, long lines. The Silver Hawk is a responsive machine, eager to heed the commands of its driver: cornering, cruising, moving deftly through traffic... or parking. If you love to drive, this is the car that will more than double your pleasure. Choice of engines provide glamorous motoring with super-economy if you choose the "6," or high performance on low cost regular gas with the ultra-responsive V-8. Seats six adults with plenty of room for luggage. Uniquely styled—for fun, for function, for beauty. There's no car quite like the Silver Hawk.



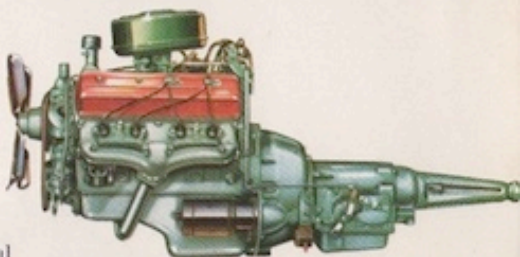
Built for performance, designed for function, constructed for comfort... that's the Silver Hawk's interior. This sort of comfort makes short trips of long ones and everyone arrives refreshed and ready. Instruments are sports-car type... large, legible, precise. Controls are carefully placed for rapid use, even at night. This is functional design in the finest taste.

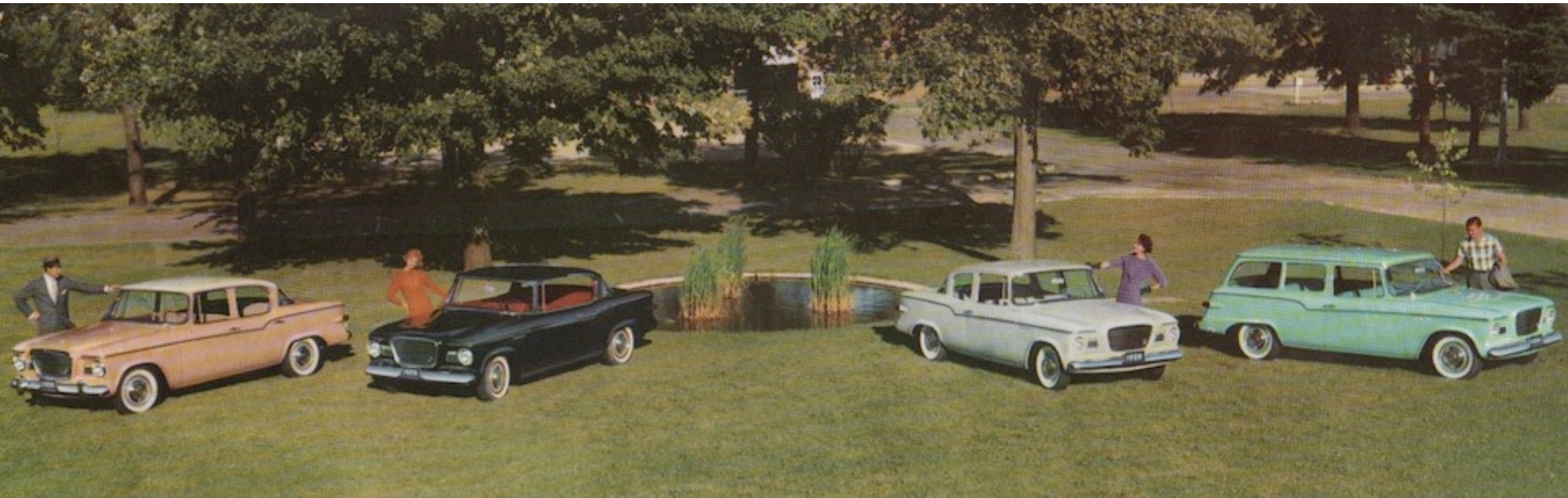


Brake fade is minimized with Studebaker's advantageous brake lining area-to-weight ratio. Large brake drums dissipate heat quickly, allow brakes to cool more rapidly for more efficient, safer stops.



Plenty of power is available from the Studebaker V-8 to make the Hawk perform crisply, smartly. With optional 4-barrel carburetor and dual exhausts, performance is positively exhilarating. Yet, all this on economical regular gasoline.





SPECIFICATIONS

DIMENSIONS AND WEIGHTS:	LARK 4-DOOR SEDAN	LARK 2-DOOR HARDTOP	LARK 2-DOOR SEDAN	LARK STATION WAGON	SILVER HAWK
Overall length	175"	175"	175"	184.5"	204"
Overall width	71.38"	71.38"	71.38"	71.38"	71.3"
Overall height, loaded	57.5"	57.5"	57.5"	58.75"	55.5"
Wheelbase	108.5"	108.5"	108.5"	113.0"	120.5"
Shipping weight, lbs./6 cyl.	2600	2710	2577	2815	120.5"
Shipping weight, lbs./8 cyl.	2957	3066	—	3190	120.5"
Turning diameter:	37' 6"	37' 6"	37' 6"	39'	41'
Headroom: fr-rear	36"-35"	36"-35"	36"-35"	36"-35.25"	35.5"-33.75"
Legroom: fr-rear	44"-41"	44"-41"	44"-41"	44"-41"	44"-36"
Hiproom: fr-rear	59.5"-59.0"	59.5"-59.0"	59.5"-59.0"	59.5"-57"	59.5"-56"
Shoulder Room: fr-rear	55.5"-54.5"	55.5"-54.5"	55.5"-54.5"	55.5"-53.3"	55"-53"

ENGINES:	L-HEAD 6	OHV V8
Bore & Stroke	3.0 x 4.0"	3.56 x 3.25
Piston Displacement (cu. in.)	169.6	259.2
Horsepower, Maximum	90 @ 4000 rpm	180 @ 4500 rpm
Torque, Max. ft.-lbs.	145 @ 2000 rpm	260 @ 2800 rpm
Compression Ratio	8.3 to 1	8.8 to 1
Carburetor, Downdraft	1 barrel	2 barrels*
Crankcase capacity	5 qts.	5 qts.
(add qt. for filter)		
Cooling system capacity	11 qts.	17 qts.
(add qt. for heater)		
Fuel Capacity	18 gals.	18 gals.
Fuel Recommended	Regular	Regular
Battery	12 Volts	12 Volts

*4 bbl. carburetor optional . . . develops 195 hp @ 4500 rpm; 265 ft. lbs Torque @ 3000 rpm.

CHASSIS AND BODY:

Transmission—Conventional 3 speed; optional Overdrive or Flightomatic. *Front Suspension*—Direct double action shock absorbers mounted in variable rate coil springs. *Rear Suspension*—Sea leg—mounted shock absorbers and leaf springs asymmetric to axle, w/4 leaves (5 leaves on Station Wagon and Silver Hawk). *Twin Traction*—Optional.

STATION WAGON CARGO

COMPARTMENT DIMENSIONS:

Length: rear seat down—tailgate down	92"
Length: rear seat down—tailgate up	73"
Length: rear seat up—tailgate down	66"
Length: rear seat up—tailgate up	46.5"
Width and height (max.)	58"x36"
Rear opening width and height	45"x30.5"
Tailgate loading height	27.5"



The manufacturer reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available at time of printing.

THE STUDEBAKER CENTER
MAIN OFFICE
753 9th N.
SEATTLE 9, WASH.
AT 4-7600
SALON
2122 6th AVE.
SEATTLE 1, WASH.

STUDEBAKER-PACKARD CORPORATION, South Bend/Indiana