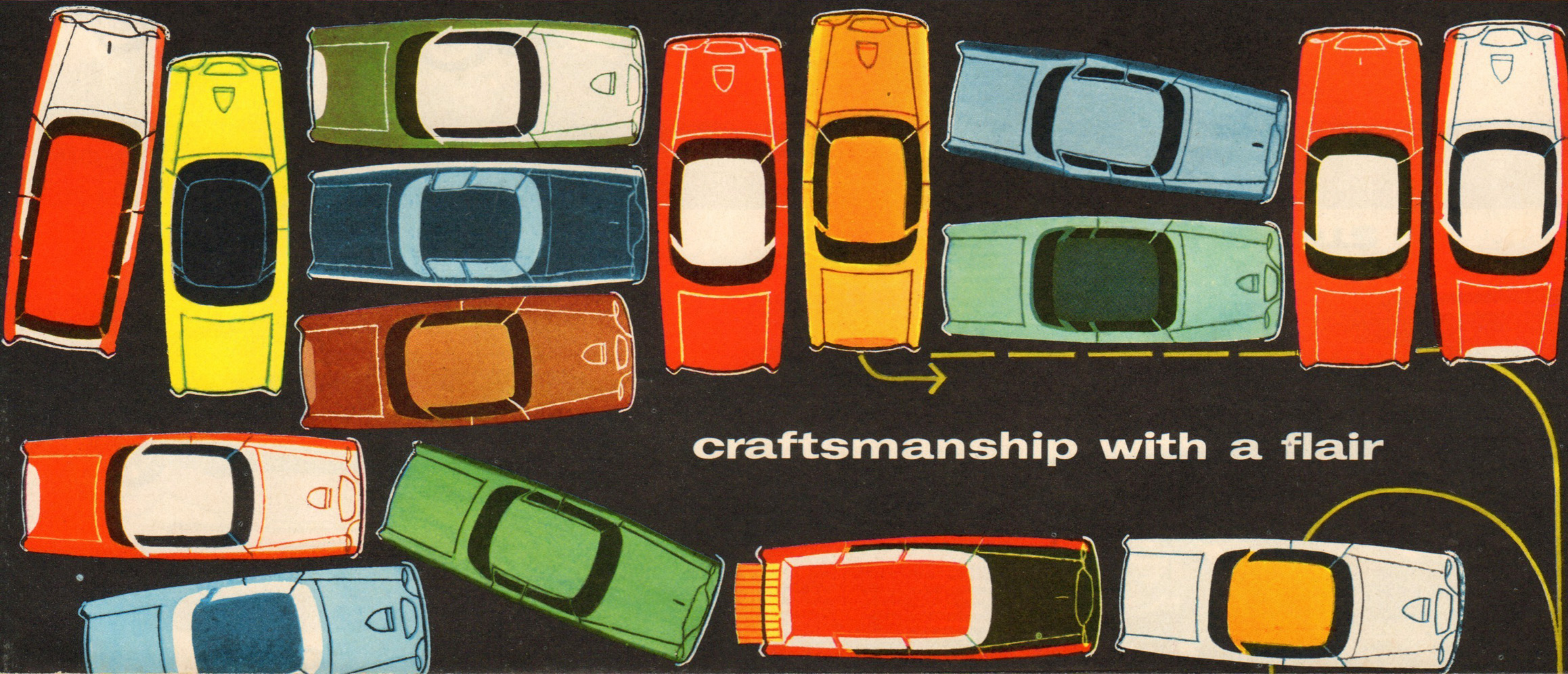
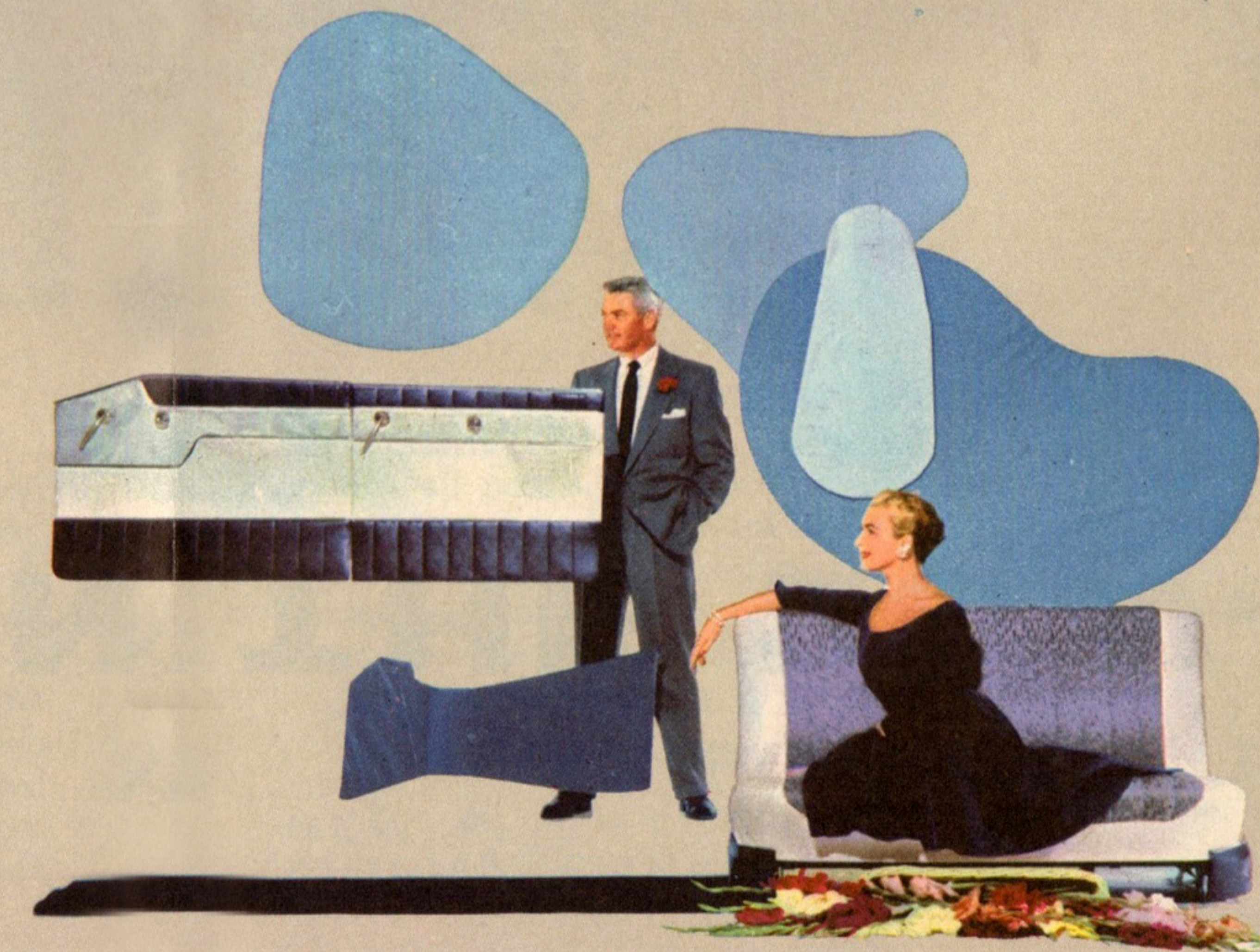
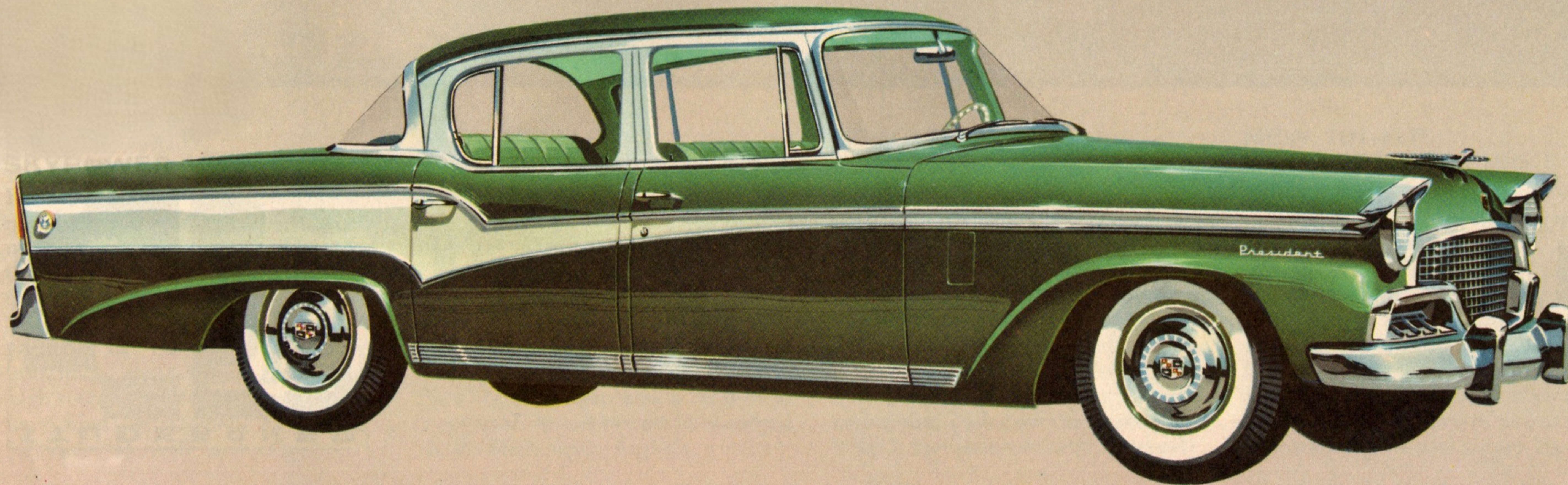


# THE BIG NEW STUDEBAKER





# CRAFTSMANSHIP WITH A FLAIR... *for styling*



## NEW LUXURY-SCALE BEAUTY

Here's the big new Studebaker body design that creates a fresh new spirit in motoring luxury. It's the longer, lower-looking car news of the year!

## NEW TEMPO-TONE INTERIORS

Smart new decorator fabrics and vinyls in sparkling two-tone color schemes blend with fresh modern appointments. . . . harmonize with new interior trims. Custom-contoured seats for greater riding comfort.

## NEW SAFETY-ROLL SEAT DESIGN

A Studebaker safety first that offers new protection for rear seat passengers in emergency stops.

## NEW HIGH, WIDE REAR DECK

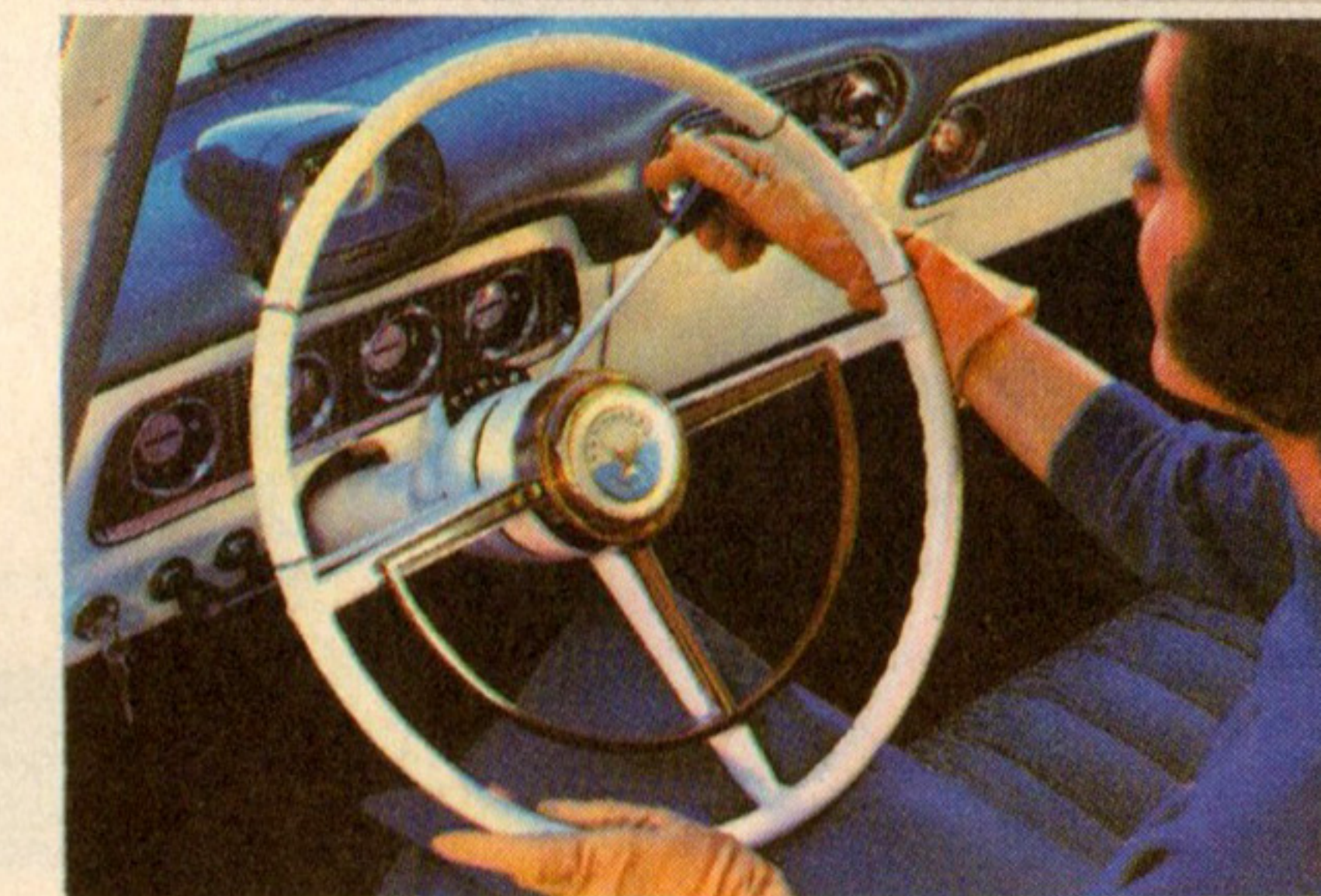
All-new rear styling gives fresh flair to Studebaker's long, low silhouette, new trunk capacity, too. New safety-set tail lights are larger, easily seen.

## NEW "CYCLOPS EYE" SPEEDOMETER

Distinctive new speedometer is separated from other "Guide-Line" instruments, magnifies gauge reading for first-glance legibility. No-glare finish on upper panel face.

## NEW QUIET-RIDE CEILING

New acoustical roof liner reduces travel sound, increases the luxury of Studebaker motoring. Smart new perforated pattern creates a new styling note.

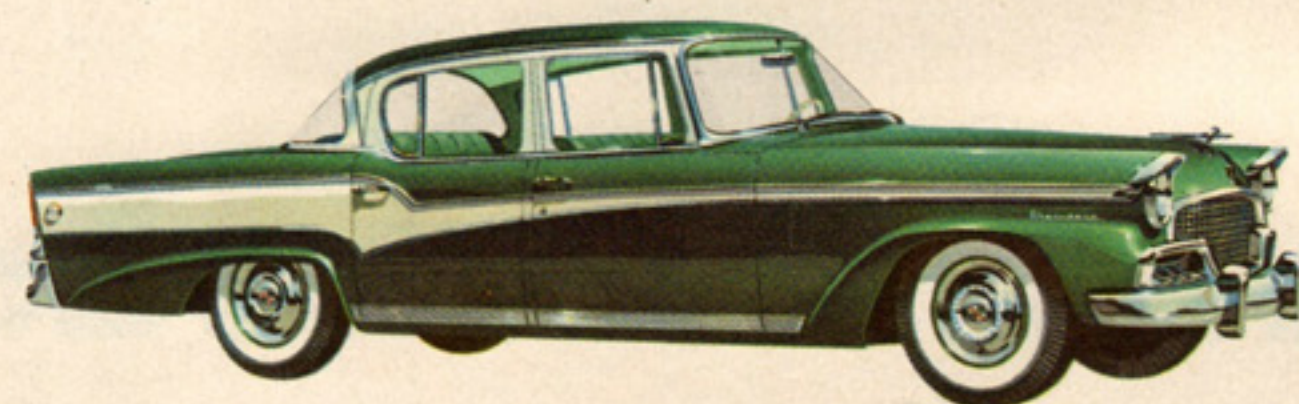






# NEWEST CHOICE IN THE LOW-PRICE FIELD

## PRESIDENTS



PRESIDENT CLASSIC



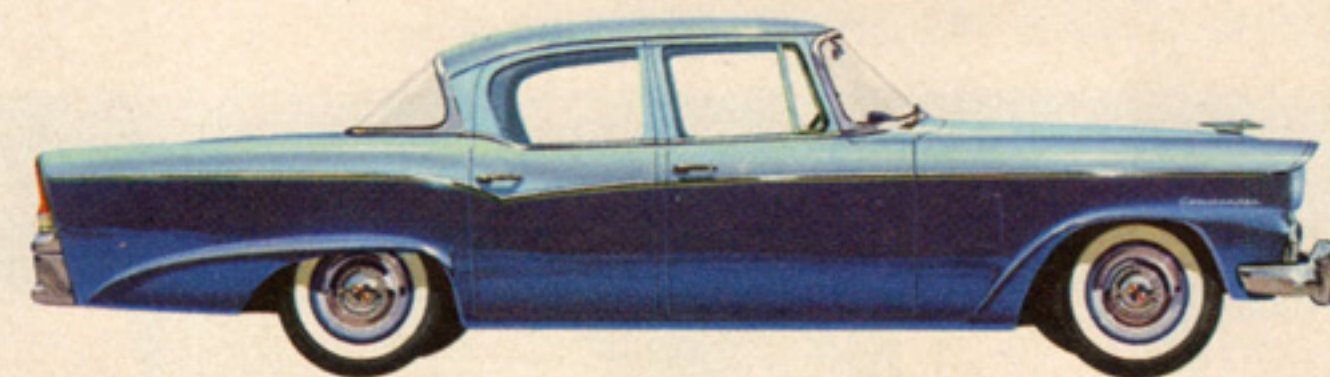
PRESIDENT 4-DOOR SEDAN



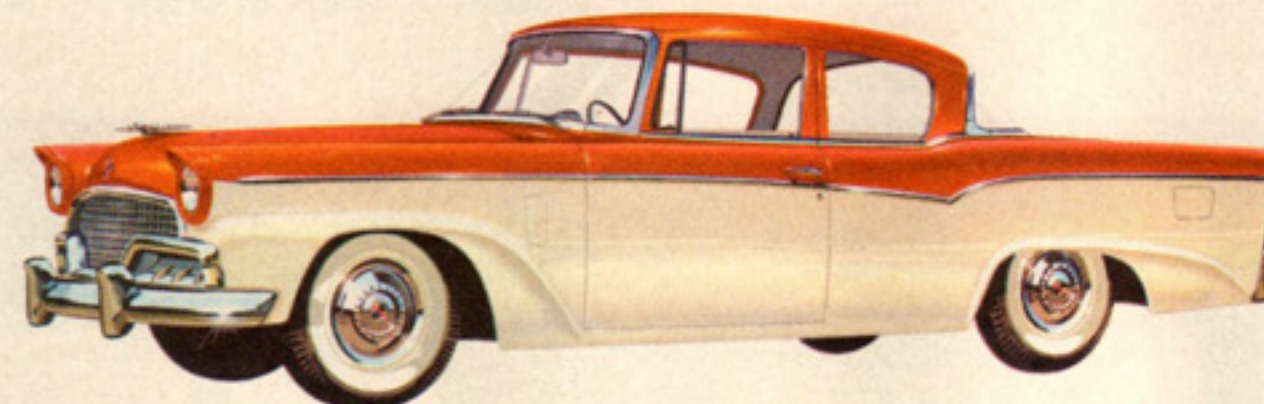
PRESIDENT 2-DOOR SEDAN



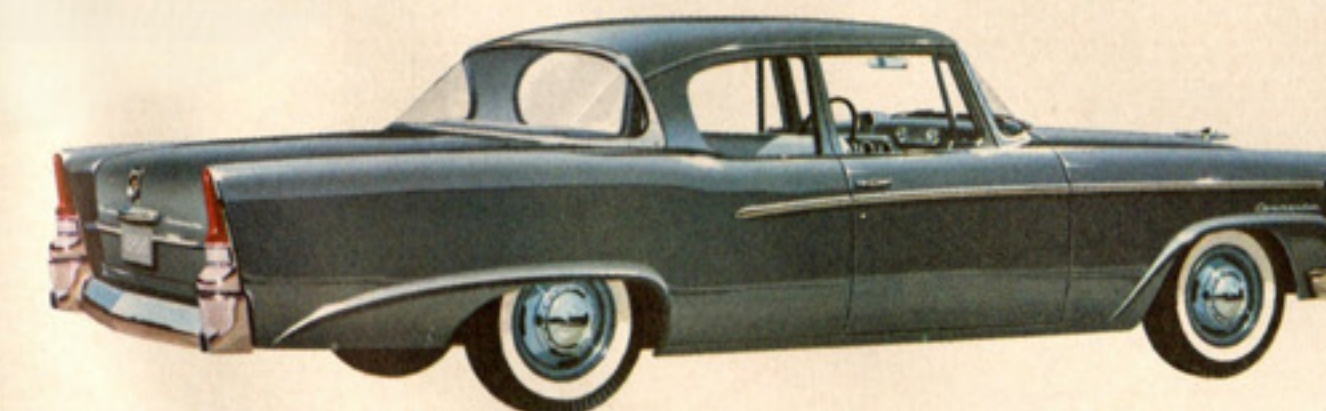
## COMMANDERS



COMMANDER 4-DOOR SEDAN

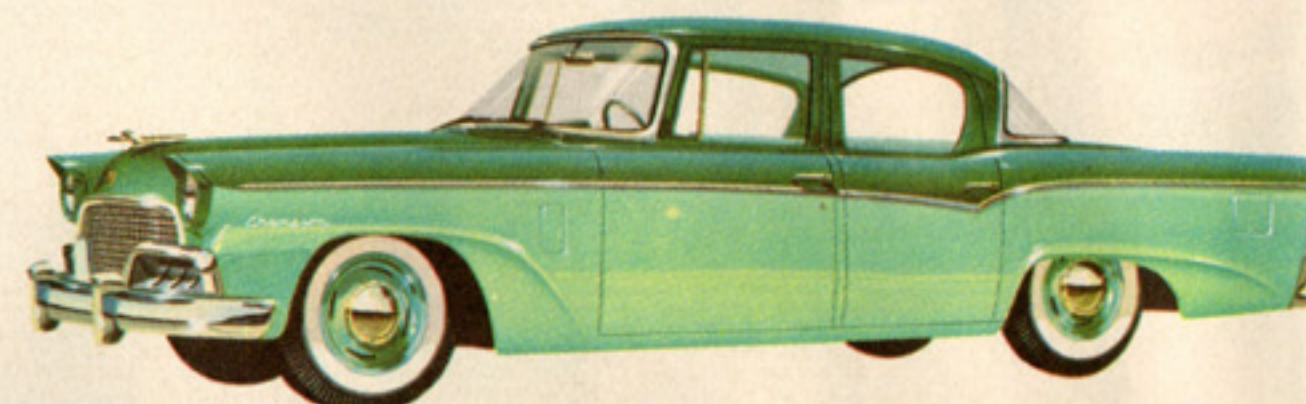


COMMANDER 2-DOOR SEDAN

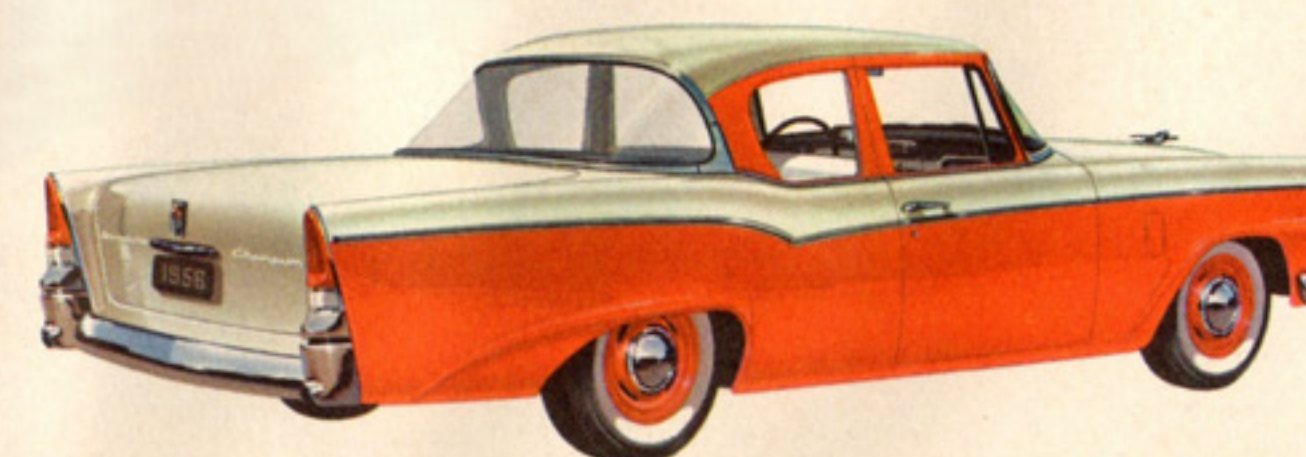


COMMANDER SEDANET

## CHAMPIONS



CHAMPION 4-DOOR SEDAN

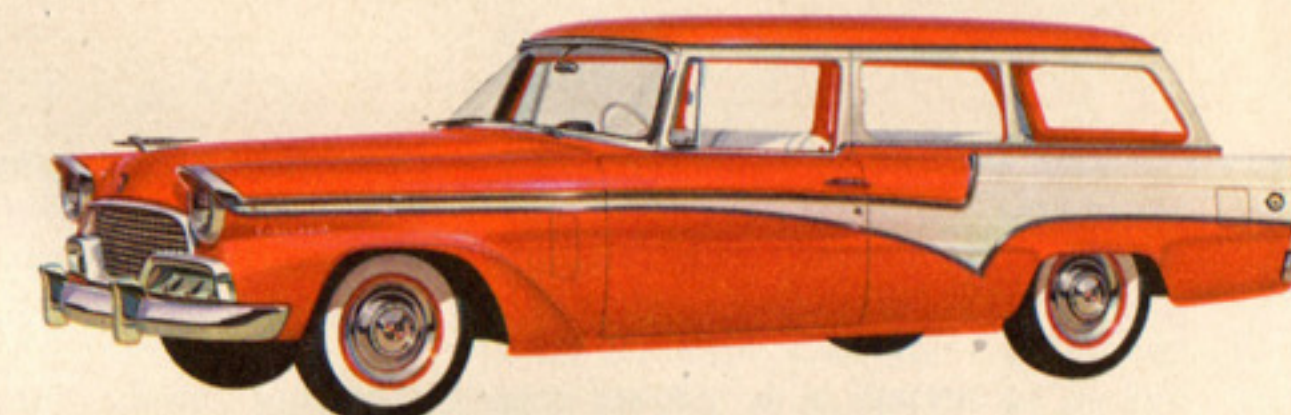


CHAMPION 2-DOOR SEDAN

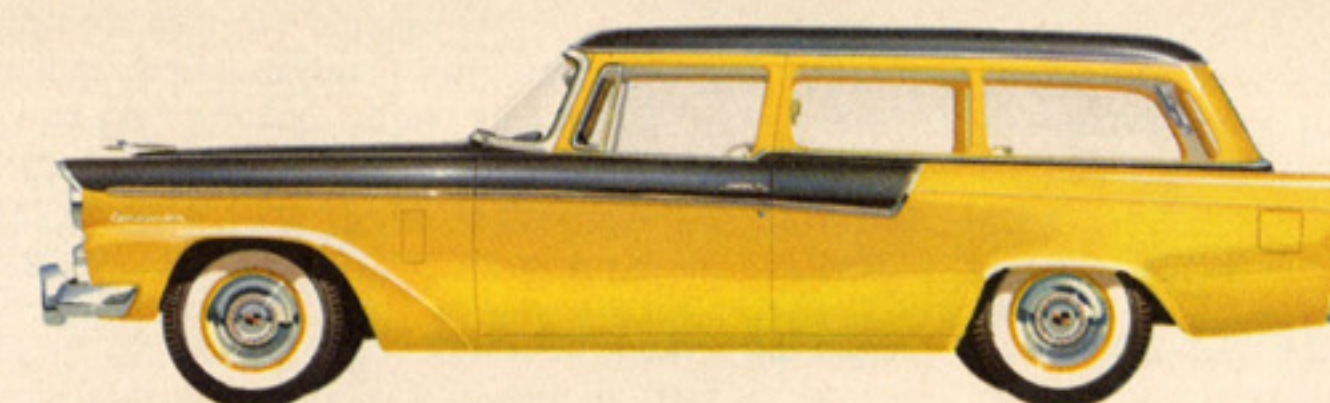


CHAMPION SEDANET

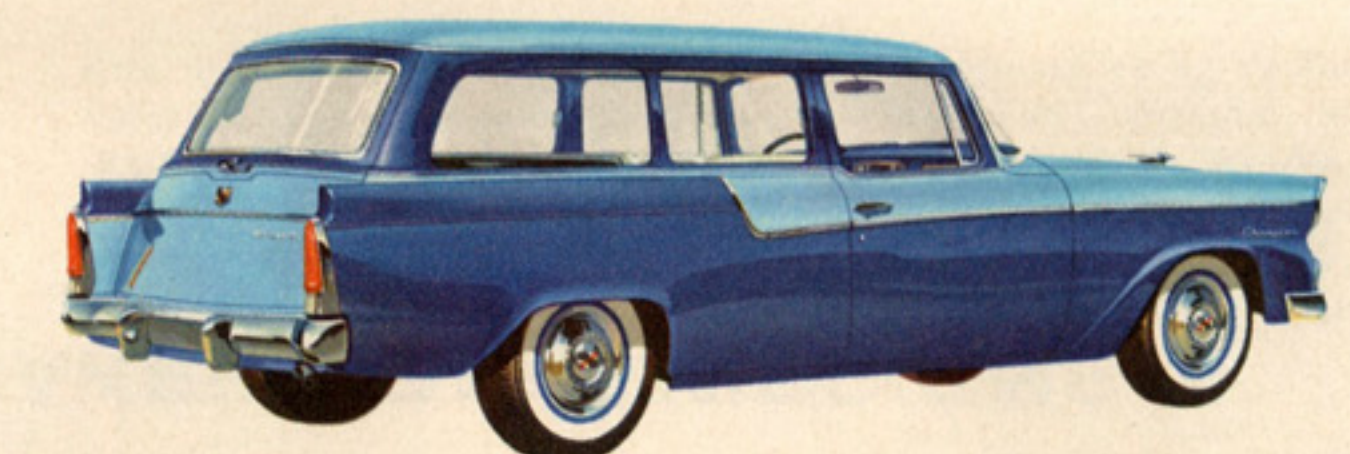
## STATION WAGONS



PINEHURST

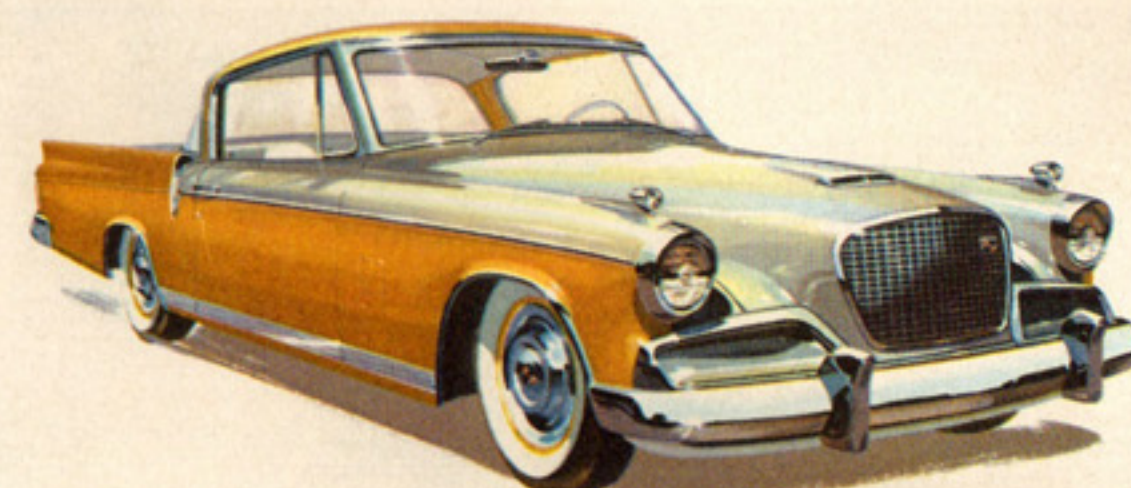


PARKVIEW

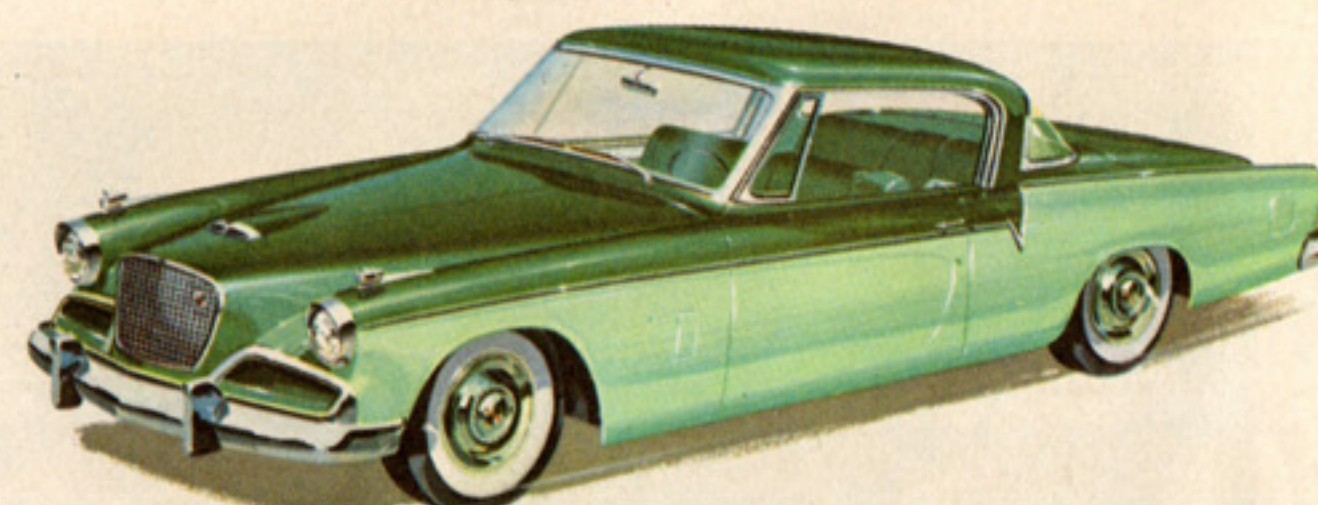


PELHAM

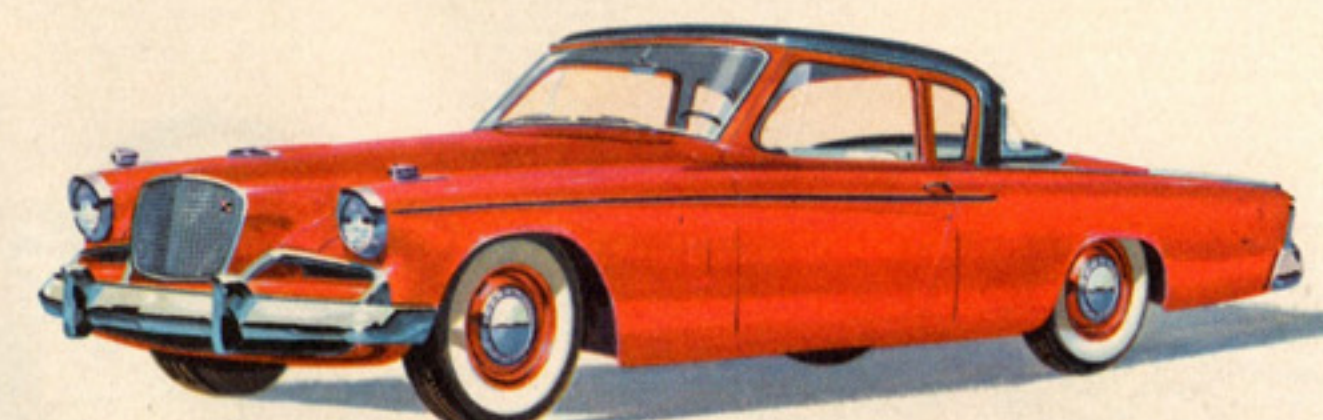
## STUDEBAKER HAWKS



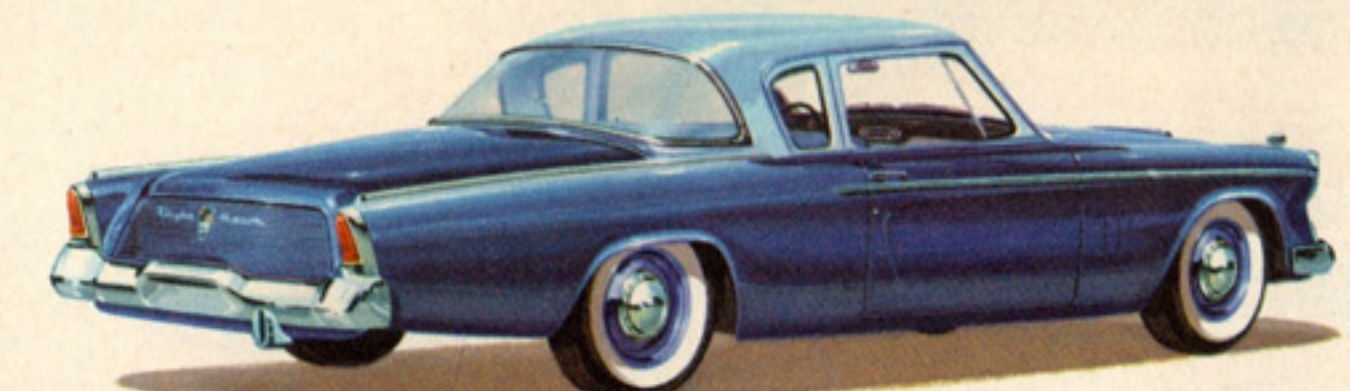
GOLDEN HAWK



SKY HAWK

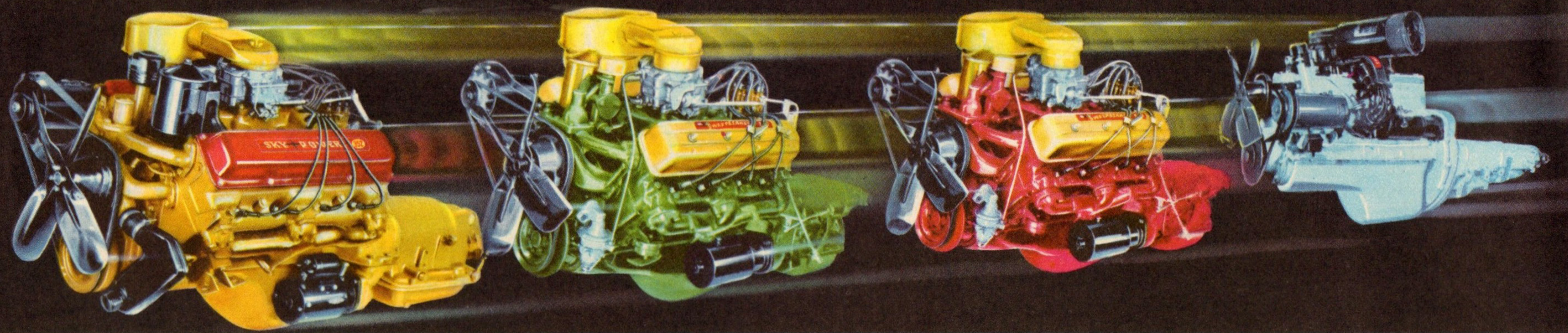


POWER HAWK



FLIGHT HAWK





#### NEW 275-H.P. SKYPOWER V8

Powering the new Golden Hawk — new king of the highway — is an all-new Skypower 352 engine. Designed to give you every advantage of modern V8 engines, the Skypower 352 delivers the greatest power-per-pound of any car on the road. Free-breathing, short-stroke design and high-turbulence combustion bring a new kind of Golden Hawk performance to your motoring.

#### NEW 210-H.P. SWEEPSTAKES 289 V8

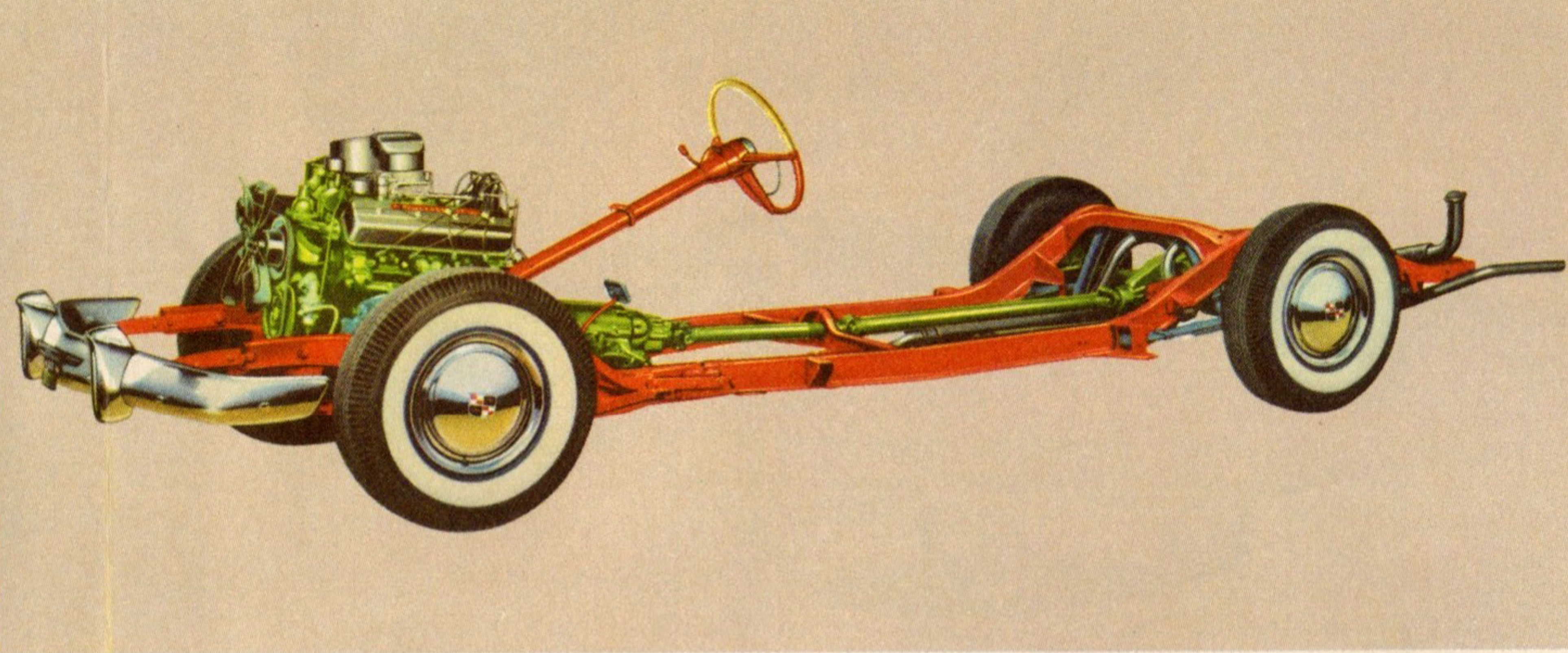
You'll feel like a jet pilot the first time you sample the Take-Off Torque of this new Studebaker V8. Advanced short-stroke, low-friction design; high-turbulence, cup-type pistons; 4-barrel carburetor; and big 289 cubic-inch displacement all help make it savingful as well as powerful. New 7.5 to 1 compression ratio—8 to 1 optional. Automatic choke standard in all Studebaker engines.

#### NEW 170-H.P. SWEEPSTAKES 259 V8

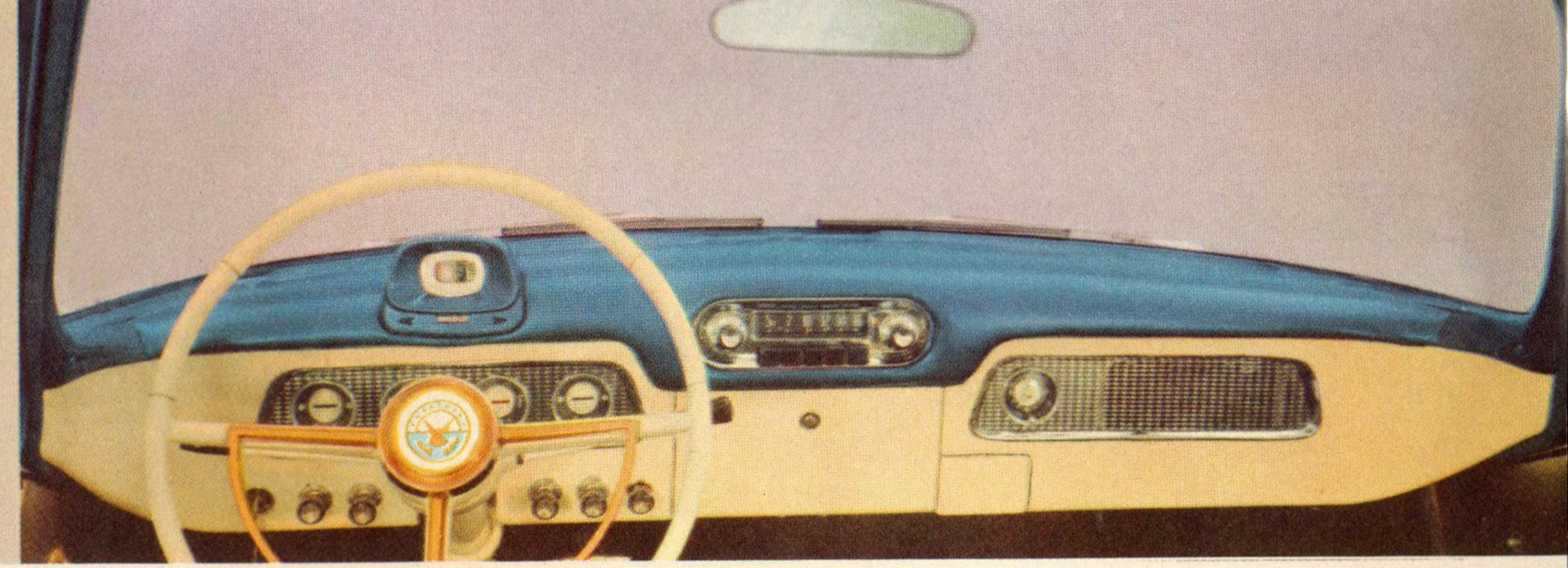
For Take-Off Torque "GO" that's easy to feed, try this new Studebaker V8. Here's everything a modern V8 should be. And like all Studebaker engines, it features such gas-savers as the Automatic Spark, Manifold Heat, and Water Temperature Controls. New 7.5 to 1 compression ratio, 259 cubic-inch displacement, 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 standout Economy Run record, it is certain to be the most savingful ever, too — with such Studebaker exclusives as Equalized Cooling, Full-Pressure Lubrication, and "Journal-Overlap" crankshaft (for extra quiet and longer life).



**NEW STUDEBAKER "PYRAMID DESIGN" CHASSIS** features an exclusive double-drop frame that cradles all passengers low between the wheels for smoothest riding. Five sturdy cross-members help make it the strongest frame in its field. "Inboard-outboard" rear springs and sea-leg mounted shock absorbers reduce side-sway — new plastic spring liners preserve Studebaker's quiet ride.



**NEW NON-GLARE ROLL-TOP DASH** for sedans and station wagons groups all instruments and controls behind the steering wheel. Centrally located glove box and ash tray. Special Flight-View instrument panel design for all Hawk hardtops.

**WIDE-VIEW WINDSHIELD** wraps completely around the instrument panel, yet slants back at the upper corners for still greater vision at eye level. More convenient, too, because angled windshield post doesn't interfere when you enter or leave the car.

## FOUR GREAT STUDEBAKER TRANSMISSIONS

**NEW FLIGHTOMATIC AUTOMATIC TRANSMISSION\*** gives you lightning-fast "Take-Off Torque" plus amazingly smooth acceleration from start to highway cruising speeds.

**THRIFTY STUDEBAKER OVERDRIVE\*** offers money-saving extra mileage on each tankful of gas; saves engine work by 30%, gives you maximum efficiency in traffic or on the highway!

**STANDARD THREE-SPEED TRANSMISSION**, famous for quiet, dependable operation and outstanding economy. Helical-cut gears for maximum smoothness and ease in shifting.

**NEW TWIN-ULTRAMATIC AUTOMATIC DRIVE,\*** custom engineered for the powerful Golden Hawk engine. Torque-teamed to give you maximum response and smoothness in all ranges.

*\*Optional at moderate extra cost.*



# STUDEBAKER SPECIFICATIONS

## SKYPOWER 352—Golden Hawk

8-cylinder, overhead valve, V8 engine. Bore, 4"; stroke, 3½". 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, 25 quarts; with Climatizer heater, 26½ quarts.

## SWEEPSTAKES 289—Sky Hawk, President and Pinehurst

8-cylinder, overhead valve V8. Bore, 3⅞"; stroke, 3⅝". Displacement, 289 cubic inches. Maximum horsepower, 210 at 4200 rpm with 4-barrel carburetor; 190 hp at 4000 rpm with 2-barrel carburetor. Compression ratio: 7.5 to 1 (8 to 1 optional). 4-barrel carburetor on Classic and Sky Hawk 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 Climatizer heater, 18½ quarts.

## SWEEPSTAKES 259—Power Hawk, Commander and Parkview

8-cylinder, overhead valve V8. Bore, 3⅞"; stroke, 3¼". Displacement, 259.2 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 (8 to 1 optional). Oil capacity, 5 qts. 12-volt electrical system with large 50-ampere hour battery. Cooling system capacity, 17 quarts. With Climatizer heater, 18½ quarts.

## SWEEPSTAKES 185—Champion, Flight Hawk and Pelham

6-cylinder, L-head engine. Bore, 3"; stroke, 4⅜". Displacement, 185 cubic inches. Maximum horsepower, 101 at 3800 rpm. Taxable horsepower, 21.6. Compression ratio: 7.5 to 1. Oil capacity, 5 qts. 12-volt electrical system with large 50-amp. hour battery. Cooling system capacity, 11 qts. With Climatizer heater, 12½ qts.

## PRESIDENT CLASSIC

Rear axle ratio with standard transmission, 3.54 to 1; with overdrive, 4.09 to 1; with Flightomatic drive, 3.54 to 1. Tubeless tires, size 7.10x15. Height (loaded), 60 inches; overall width, 71⅝ inches; overall length, 204¾ inches; wheelbase, 120½ inches.

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

## 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, 71⅝ inches; overall length, 200¾ inches; wheelbase, 116½ 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, 71⅝ inches; overall length, 200¾ inches; wheelbase, 116½ 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), 59¾ inches; overall width, 71⅝ inches; overall length, 200¾ inches; wheelbase, 116½ 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).

## GOLDEN HAWK

Rear axle ratio with overdrive transmission, 3.92; with twin Ultramatic Transmission, 3.07 to 1. Tubeless tires, size 7.10x15. Height (loaded), 56.3 in. Width, 70.44 in. Overall length, 203.9 in. Wheelbase, 120½ in.

## 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 7.10x15 (Sky Hawk), 6.70x15 (Power Hawk), 6.40x15 (Flight Hawk). Height (loaded), 58⅛ inches, overall width, 70⅞ inches, overall length, 203⅝ inches, wheelbase 120½ inches.