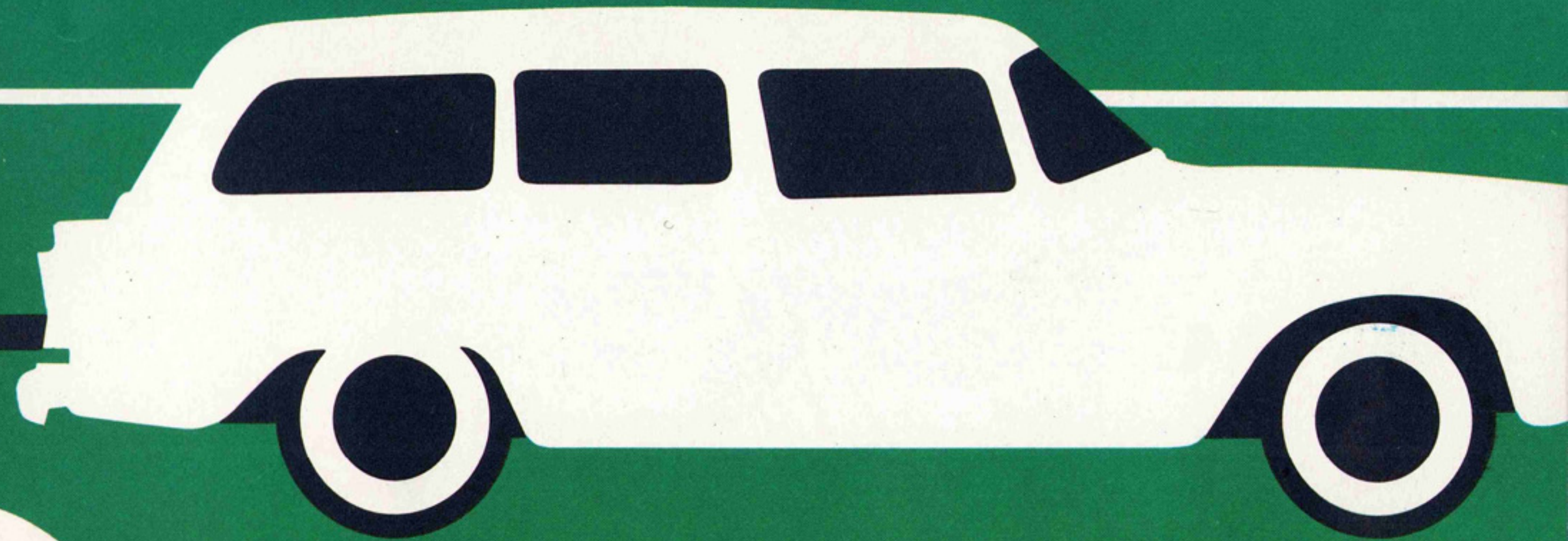
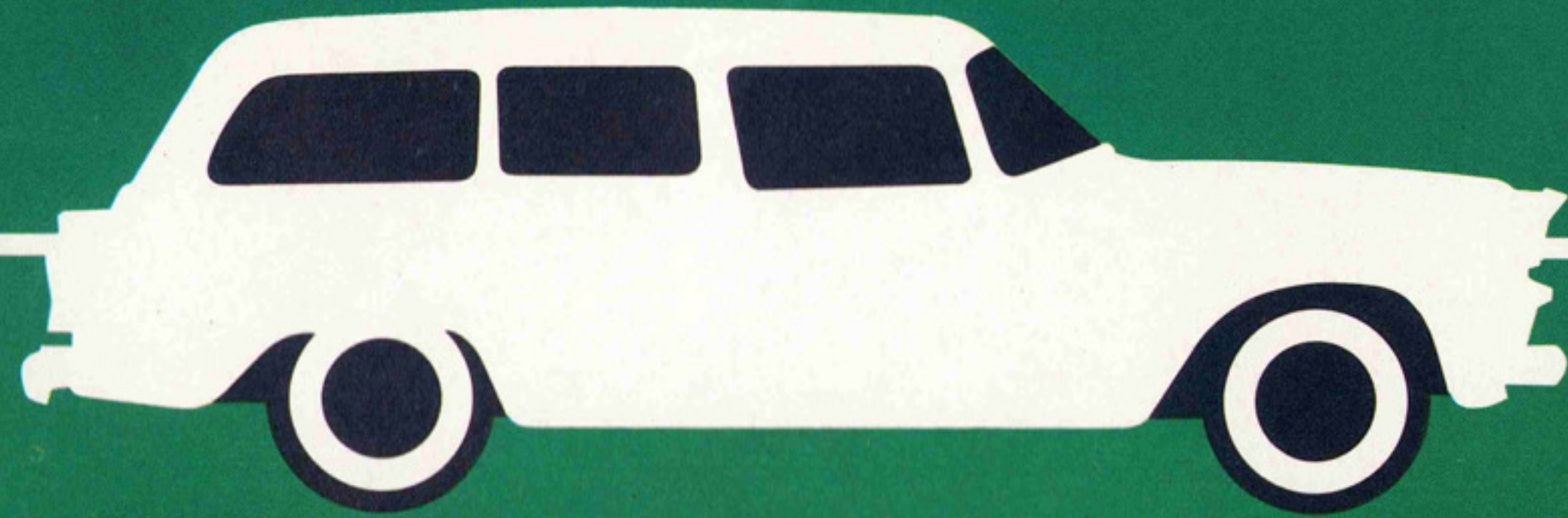
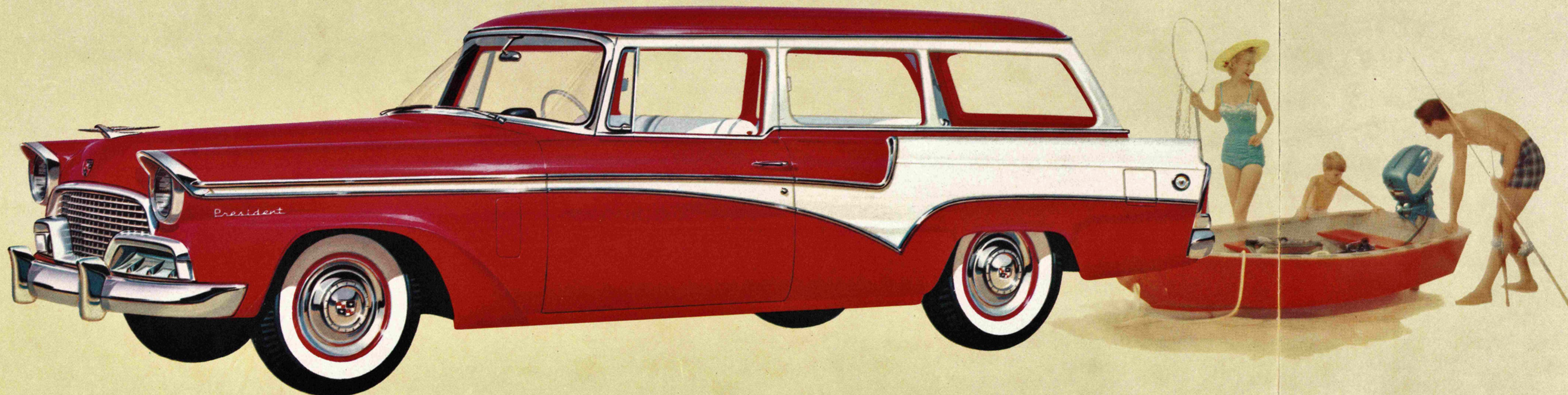


NEW STUDEBAKER STATION WAGONS



craftsmanship with a flair



PINEHURST V8

The fresh new Studebaker styling has you in mind!

Take a good, long look at the new PINEHURST V8 . . . leader of the all-new Studebaker series of Station Wagons. Open a door and survey the interior, then get behind the wheel and put the PINEHURST through its paces. You'll note its special passenger car handling ease and comfort, its downright utility.

You'll say Studebaker's Craftsmanship with a Flair gives you exactly what you want in a Station Wagon!

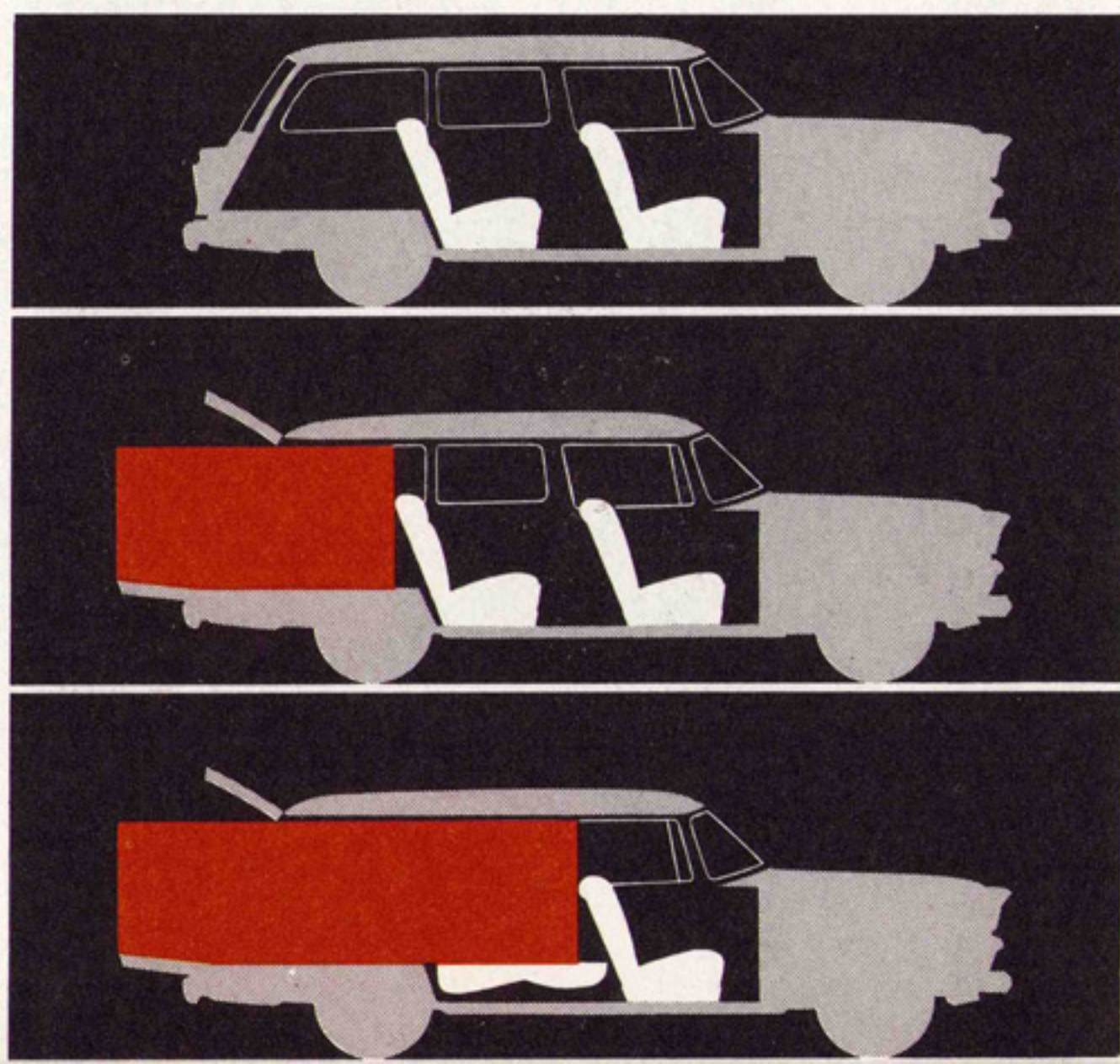
The PINEHURST V8 is a car you'll be proud to drive up to the country club, yet with the rear seat folded down, you have 65 cubic feet of rugged cargo-carrying capacity. With the rear seat up,

there's 31½ cubic feet of useful cargo space. Its big 190-h.p. Sweepstakes 289 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, smart interior luxury and comfort, and all-around utility of the PINEHURST V8.

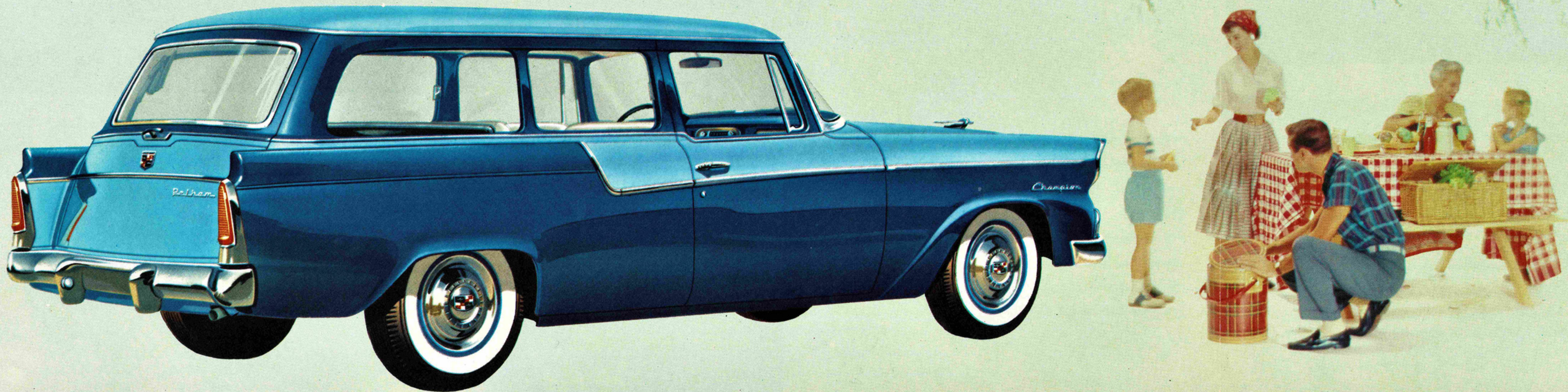
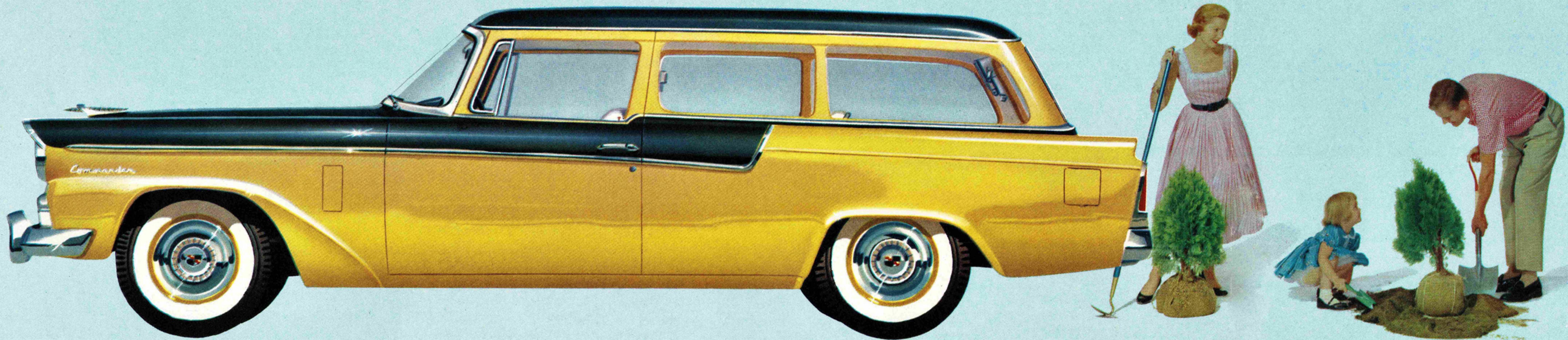
Passenger car handling ease and comfort plus all the practical utility you expect in a Station Wagon

You can see at a glance that Studebaker Craftsmanship has a very special flair for *individuality*. In all these beautiful new Studebaker Station Wagons, you get sedan-like comfort and handling ease with all the utility you expect in a Station Wagon. Take your pick of the Studebaker Station Wagons, and the minute you get behind the wheel you know you're driving the sort of smart, roomy, super-comfortable Station Wagon you've always dreamed of owning.

Like every "member of the family," your Studebaker Station Wagon will be extra considerate of the family budget — zip past gas stations where you used to stop regularly. Thanks to Studebaker economy each Station Wagon costs less to operate than any other in its price class.



TRIPLE utility! Seats 6 people in lounge-room comfort on broad seats. Back of the rear seat there's a 31 $\frac{1}{4}$ cubic foot baggage space. With rear seat down you get 65 cubic feet of load-carrying capacity, with a damage-proof steel-trimmed floor. Whichever way you use your Studebaker Station Wagon — door handles are out of children's reach at all times!



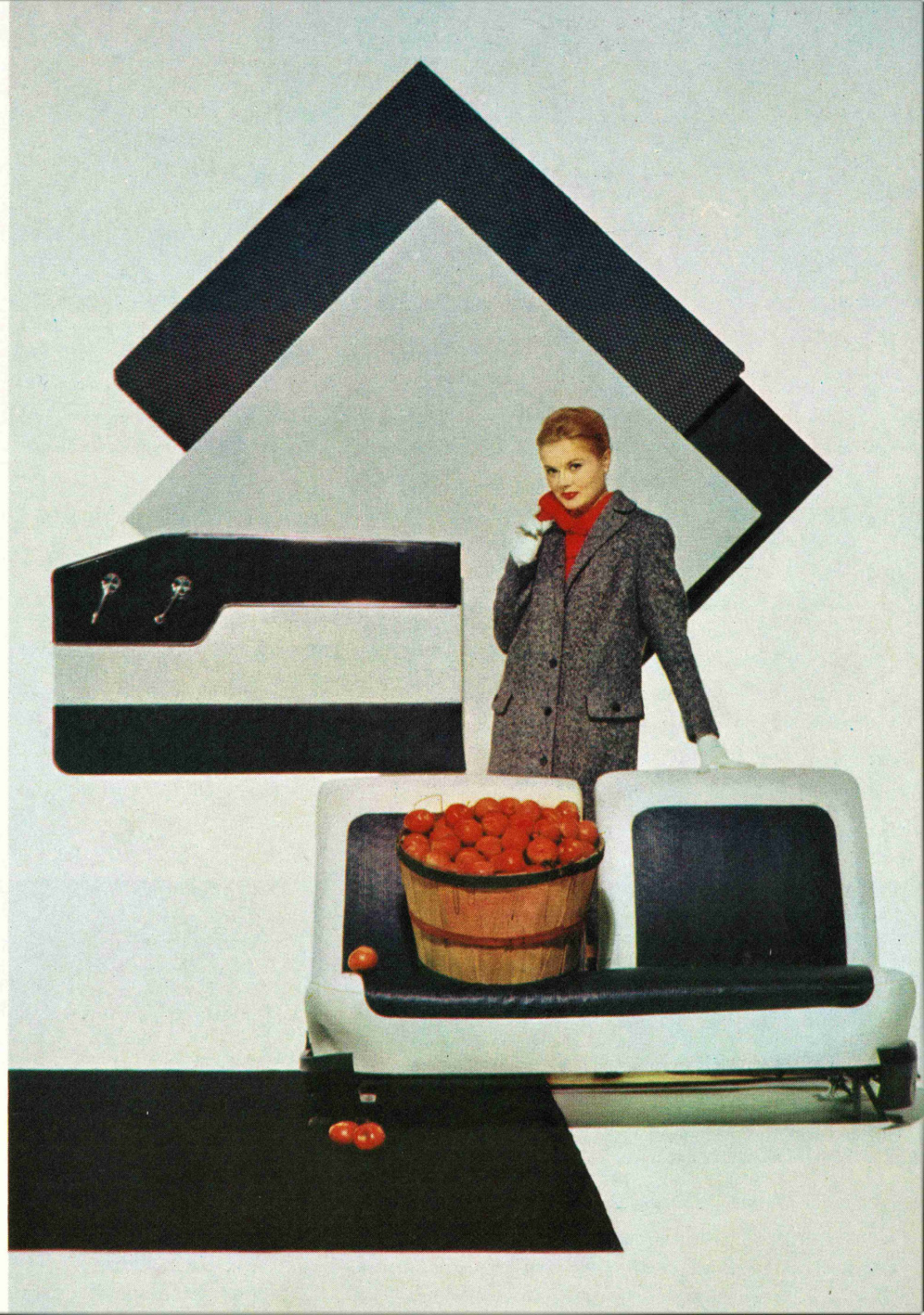
PARKVIEW V8

This 170-h.p. Station Wagon gives you brilliant Sweepstakes performance, plus a wide choice of striking interior and exterior color combinations. Upholstered in wear-resisting, smart-looking vinyl plastic with perforated sound-proofed ceiling. Instrument panel with glare-reducing, top roll finish features Studebaker "Cyclops Eye" that lets you read instruments at a glance. Extra springs make seats extra comfortable. Low center of gravity increases roadability, gives you better control of the car under all driving conditions.

PELHAM 6

You get unbeatable Studebaker *economy* from the big 101-h.p. Sweepstakes 185 Six engine! Yet you sacrifice nothing in roominess, in utility, in downright good looks! Like all Station Wagons, the Pelham features new rotary door locks that keep doors shut regardless of how suddenly you stop; oversized, self-energizing, self-centering brakes, and extra rear springing to make light-load riding softer, more relaxing. Stand-out economy in a Station Wagon of stand-out appearance, ruggedness and comfort!

Interiors of these two new Studebaker Station Wagons feature smartly practical trim in vivid contrast. You may choose between a waffle pattern in black Charcoal vinyl or Charcoal cloth, both trimmed with long-lived sparkling white vinyl.



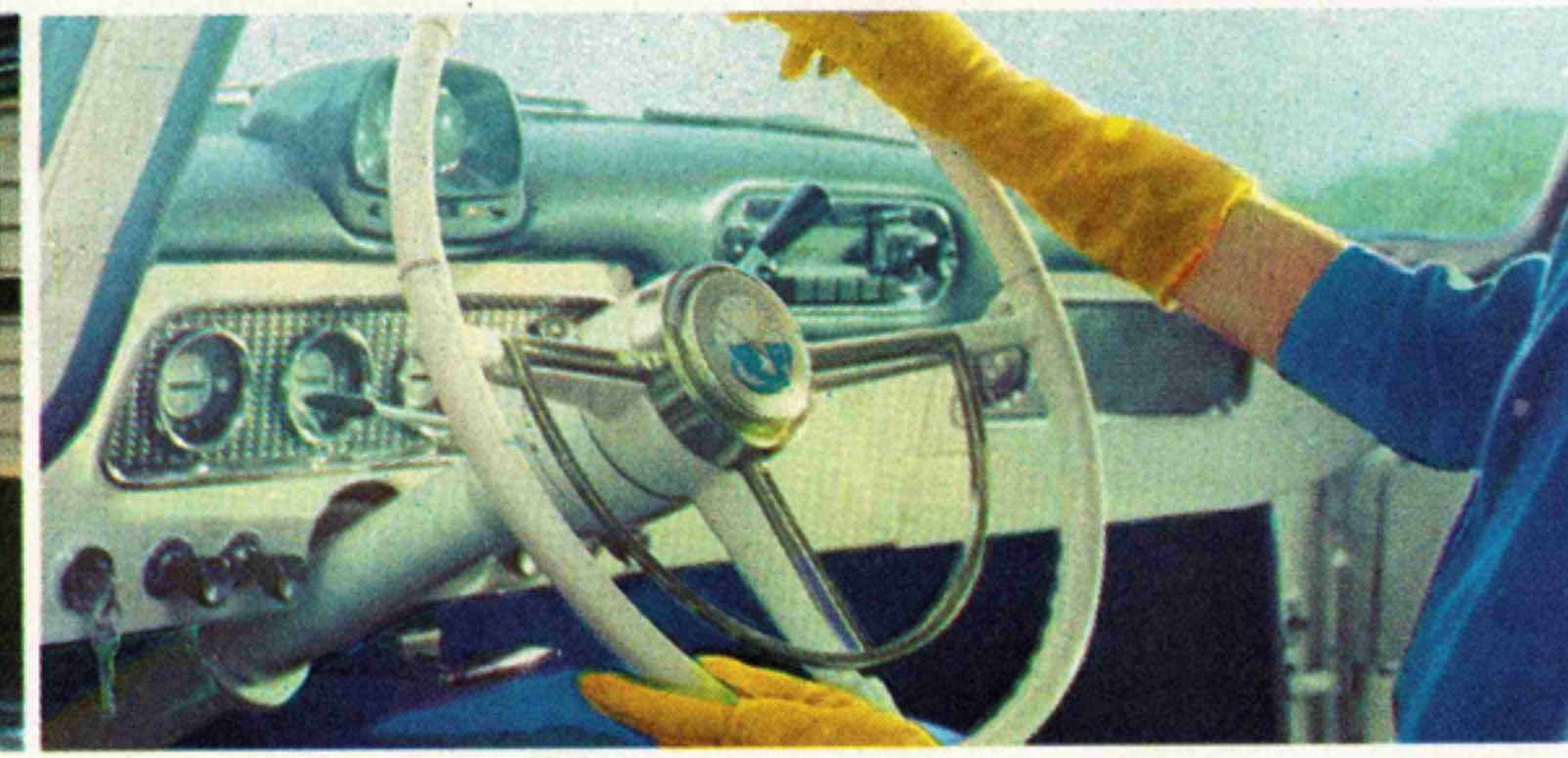
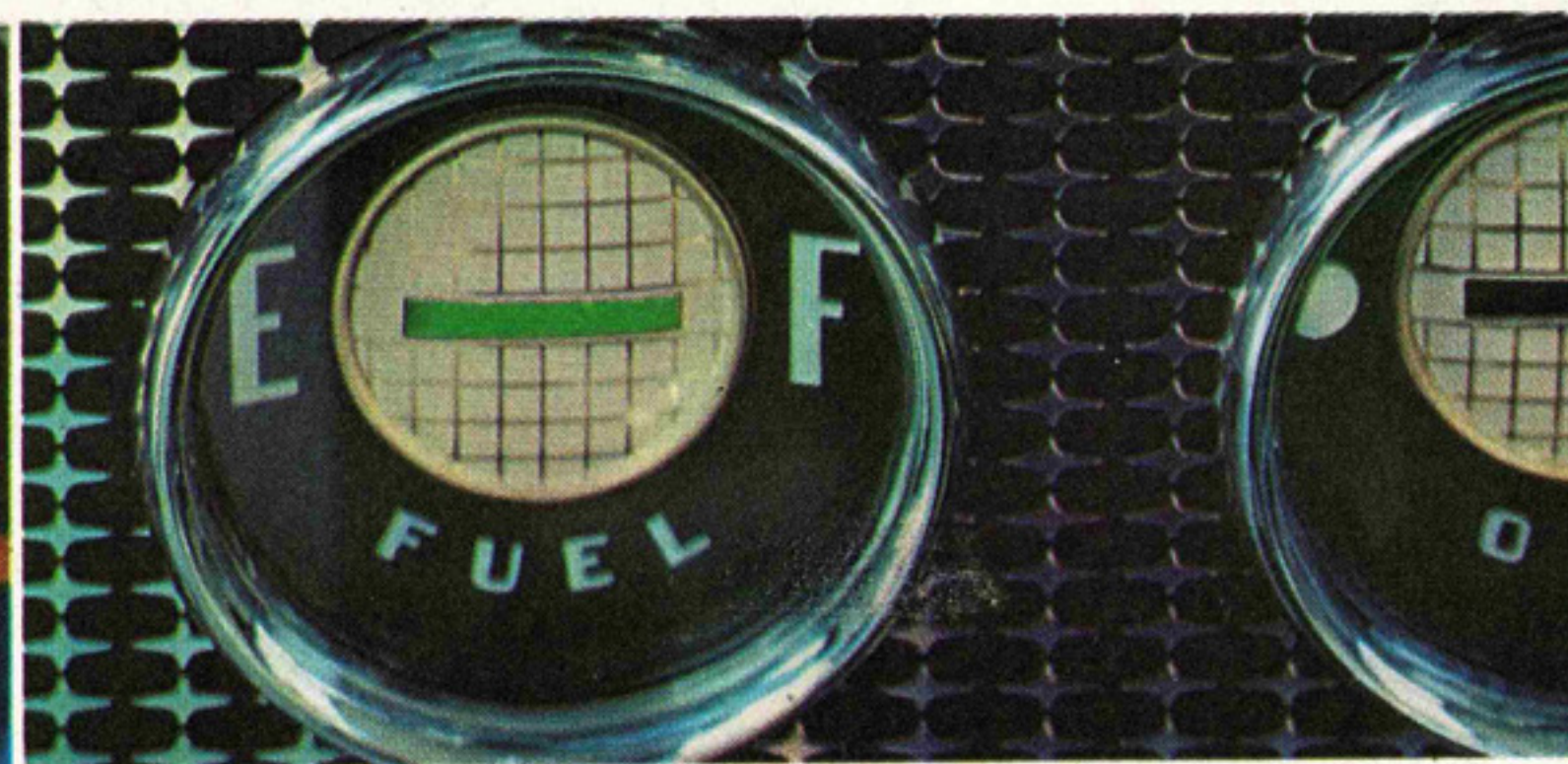
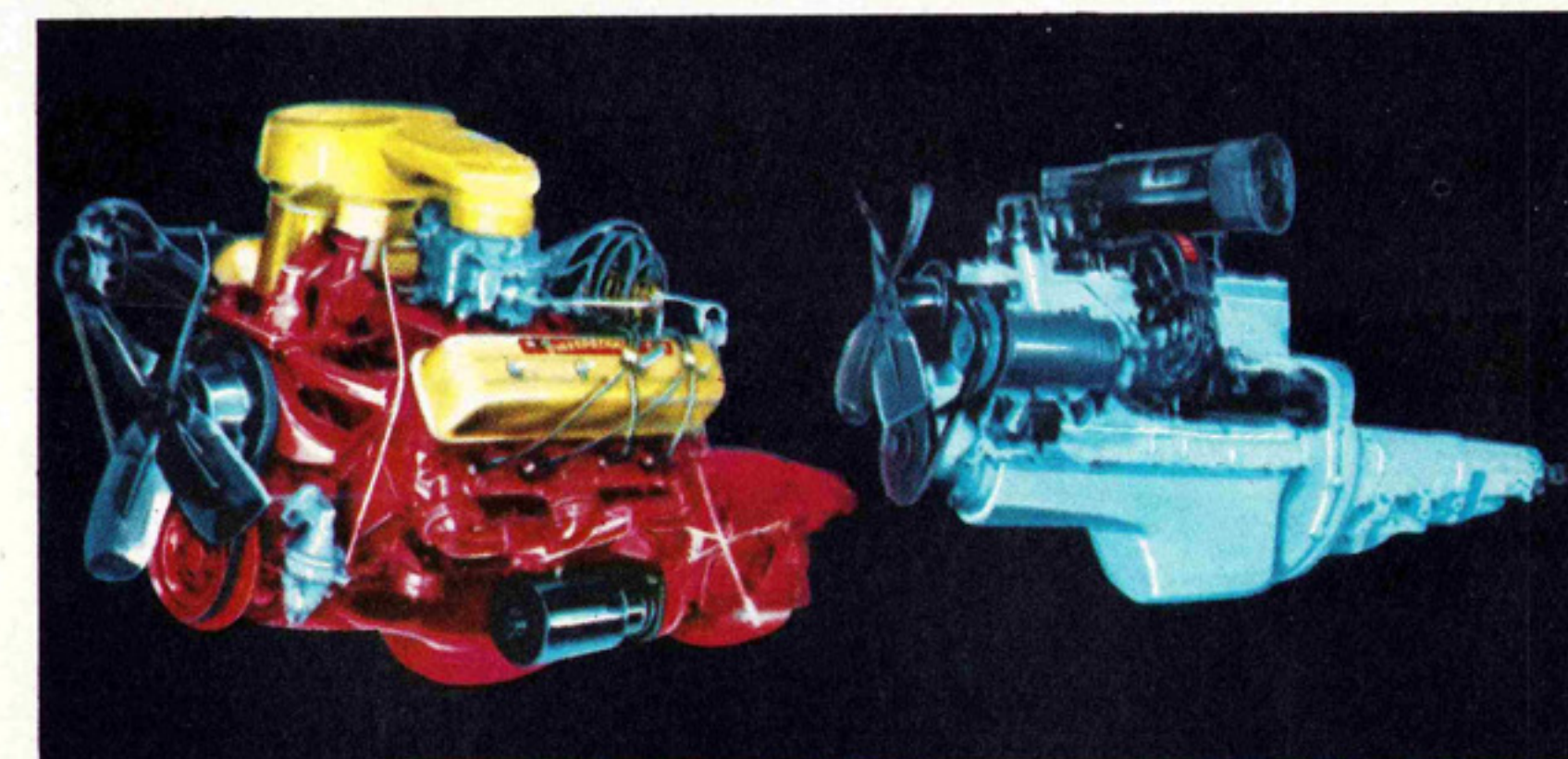


New Studebaker Sweepstakes Eights and Six . . . with unbeatable Studebaker Economy

The big Sweepstakes V8s with 190 and 170 h.p. are easier on gas and oil than any other V8s of comparable power.

They feature the Fuel-Meter Manifold, full-pressure lubrication, equalized cooling, short, extra-strength, vibration-resisting crankshaft

and 12-volt electrical system. The super-economy Sweepstakes Six develops a big 101 h.p. Features include automatic choke, manifold heat control, water temperature control, automatic spark control and automatic current control and voltage regulator.



*New! Studebaker Flightomatic**

Starts faster because it *always* starts in low gear, then shifts automatically into intermediate and high. For an extra burst of speed simply depress the accelerator.

*New! Gas-Saving Overdrive**

Two extra forward gears give you a choice of 5 forward speeds, and incredible gasoline mileage, because engine speed is reduced 30 per cent in normal driving.

*75% Easier Power Steering**

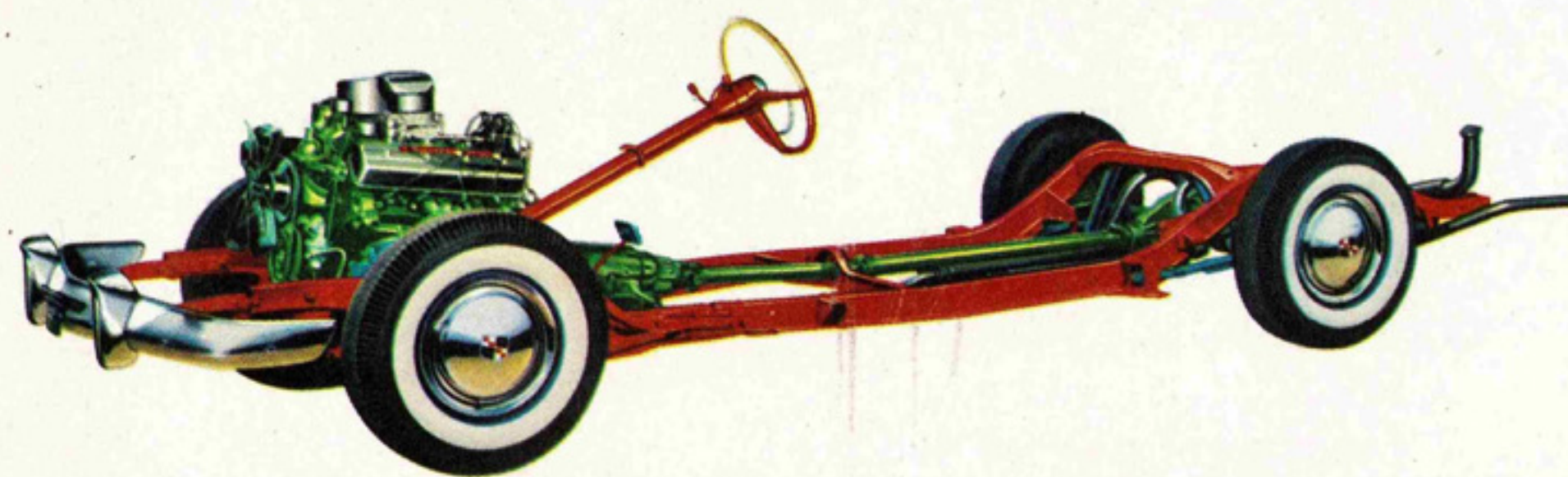
Has engine-driven pump with oversize cylinder and low over-all ratio to give you more absolute control. Makes parking easy; lets you relax comfortably on long drives.

*40% Easier Power Braking**

Uses both vacuum and hydraulic power, has oversize power unit to give tip-toe control. All brakes oversize, self-energizing, with greater lining area.



Big Pyramid Design, Box-Section Frame . . . strongest in the low-price field



Studebaker Station Wagon Pyramid Design frames have five crossmembers, giving greater rigidity and safety, lower center of gravity. Double-flanged box-section construction, and electrically welded steel body panels give added strength and protection to entire passenger compartment; minimize rattles, squeaks.



*Power Windows**

Gives driver finger-tip window control. Permits raising or lowering of each window. Rear quarter windows are manually operated; glide back and forth easily.

**Available at extra cost.*

Check This Unbeatable Combination of Studebaker Safety Features

- Five-Crossmember Pyramid Design Frame
- Double-flanged Box-Section construction
- Best brakes in the industry
- Electrically welded steel body panels
- Glare-reducing hooded sealed-beam headlights
- Symmetrical steering tie rods
- Flight-style instrument panel with "Cyclops-Eye" speedometer, no-glare top surface
- Automatic Hill-Holder on Parkview or Pinehurst equipped with conventional or over-drive transmissions; available at extra cost on Pelham.
- Power Steering — Power Brakes — Power Windows
- Power Seats—Flightomatic Automatic Transmission —available on all station wagons at extra cost.

SPECIFICATIONS

1956 STUDEBAKER STATION WAGONS

STUDEBAKER "Pinehurst" Sweepstakes 289 — 8-cylinder • OHV V8 engine • Bore, 3-9/16" • Stroke, 3 5/8" • Displacement, 289 cubic inches • Maximum h.p., 190 @ 4000 rpm • Taxable h.p., 40.6 • Compression ratio, 7.5 to 1 (8 to 1 optional) • 2-barrel carburetor • Oil capacity, 5 quarts • Cooling system capacity, 17 quarts* • Rear axle ratio — Standard trans. 3.54 to 1; with overdrive, 3.92 to 1; with automatic drive 3.31 to 1 • Tubeless tires, size 6.70-15 • Height (loaded), 61 7/8" • Width, 71-5/16" • Wheelbase, 116.5" • Over-all length, 196 3/4".

STUDEBAKER "Parkview" Sweepstakes 259 — 8-cylinder • OHV V8 engine • Bore, 3.56" • Stroke, 3.25" • Displacement, 259.2 inches • Maximum h.p., 170 @ 4000 rpm • Taxable h.p., 40.6 • Compression ratio, 7.5 to 1 (8 to 1 optional) • 2-barrel carburetor, with 4-barrel optional at extra cost • Oil capacity, 5 quarts • Cooling system capacity, 17 quarts* • Rear axle ratio — Standard trans., 3.54 to 1; with overdrive, 3.92 to 1; with automatic drive, 3.31 to 1 • Tubeless tires, size 6.70 x 15 • Height (loaded), 61 7/8" • Width, 71-5/16" • Length, 196 3/4" • Wheelbase, 116.50".

STUDEBAKER "Pelham" Sweepstakes 185 — 6-cylinder • L-head engine • Bore, 3" • Stroke, 4 3/8" • Displacement, 185.6 cubic inches • Maximum h.p., 101 @ 3800 rpm • Taxable h.p., 21.60 • Compression ratio, 7.5 to 1 • Oil capacity, 5 quarts • Cooling system capacity, 11 quarts • Rear axle ratio — Standard trans., 4.10 to 1 (4.56 to 1 optional); with overdrive, 4.56 to 1 (4.10 to 1 optional); with automatic drive, 3.54 to 1 (4.10 to 1 optional) • Tubeless tires, size 6.70-15 • Height, 61 5/8" (loaded) • Width, 71-5/16" • Length, 196 3/4" • Wheelbase, 116.50".

*Add 1 1/2 quarts for heater.

To continue its program of quality and design improvement, the manufacturer 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.

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Alfred