

NEW 1952 STUDEBAKER

The new Champion • The new Commander V-8



NEWEST OF THE NEW FOR '52

Studebaker Commander V-8

120 HORSEPOWER

Studebaker Champion

IN THE LOWEST PRICE FIELD

Studebaker again steps out ahead with advanced new styling for discriminating car buyers. Motoring's newest of the new is the swept-back aerodynamic designing that distinguishes the brilliant performing 1952 Studebaker Commander V-8s and the value packed Studebaker Champions of the lowest price field.

They are vigorously sleek and beautifully proportioned new Studebakers—and true to Studebaker custom, they're amazingly saving of gasoline. The sparkling power they generate so smoothly is unimpeded by needless excess bulk. Outstanding in eye appeal and drive appeal, this newest Studebaker tells you instantly that it's your kind of car—styled to step up your spirits—designed to thrill you every mile you drive.





1952 STUDEBAKER COMMANDER V-8

State Starliner

Here's an alluring eyeful! It's Studebaker's excitingly different new "hard-top convertible." The low swung, gracefully contoured body is finished in attractive two-tone colors.



Safe, wide-view vision is another Studebaker contribution to happy motoring. Large one-piece safety glass windshields and expansive windows all around let you see more, assure you peace of mind. One-piece rear windows are standard on all sedan models. Unobstructed vision, fore, aft and sideways, is yours at all times in every new Studebaker.



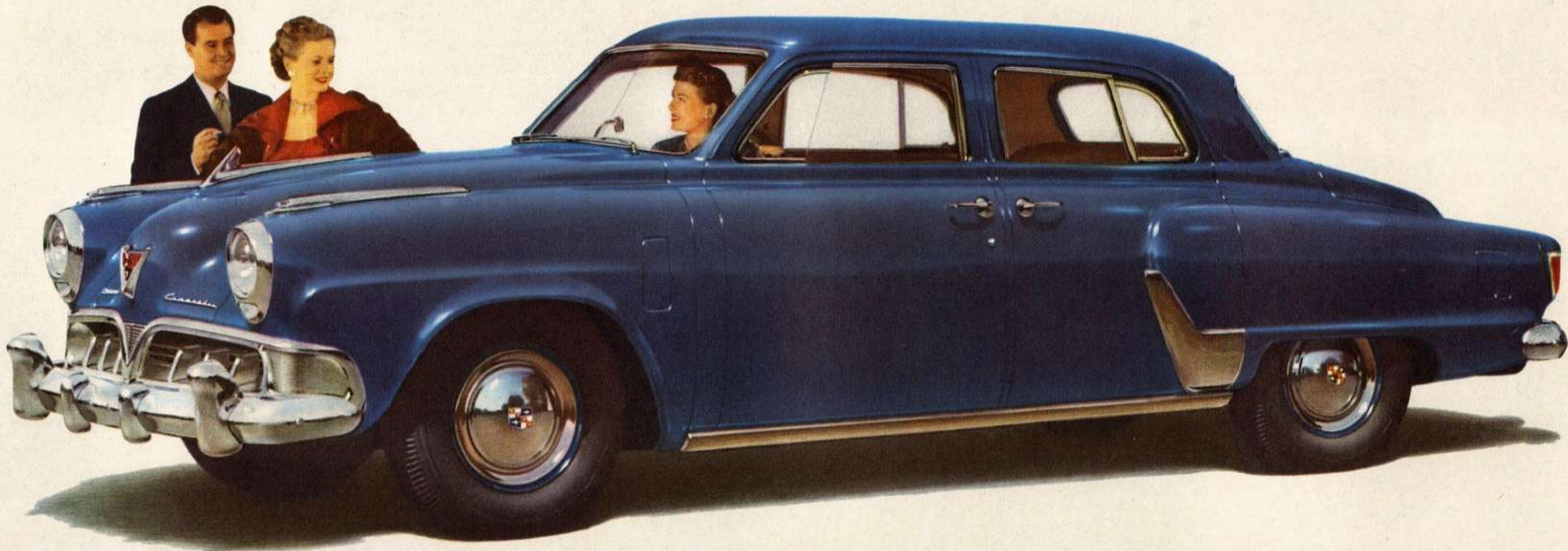
What a dousing a Studebaker can take! The ignition system has new protection against wet weather stalling. New spark plug caps act as effective "umbrellas" to prevent loss of electrical energy. Doors, windshields and trunk are sealed to keep out moisture and dust. Body insulation protects against heat or cold.

All over the world...

Studebaker's brilliant performing 120-horsepower V-8 engine is establishing new records for thrift and efficiency



Studebaker's leadership in automobile engine designing is again convincingly confirmed by the tremendous success of this far-advanced new type of V-8. A compact, valve-in-head power plant, this brilliant-performing Studebaker V-8 is so efficient that top automotive authorities point to it as a new-day marvel in the science of gasoline combustion. Without depending upon premium fuel for its amazing zip and pep, the Studebaker V-8 delivers an electric-smooth, whisper-quiet 120-horsepower. Its operating economy is the talk of motorists everywhere.



1952 STUDEBAKER V-8

Land Cruiser

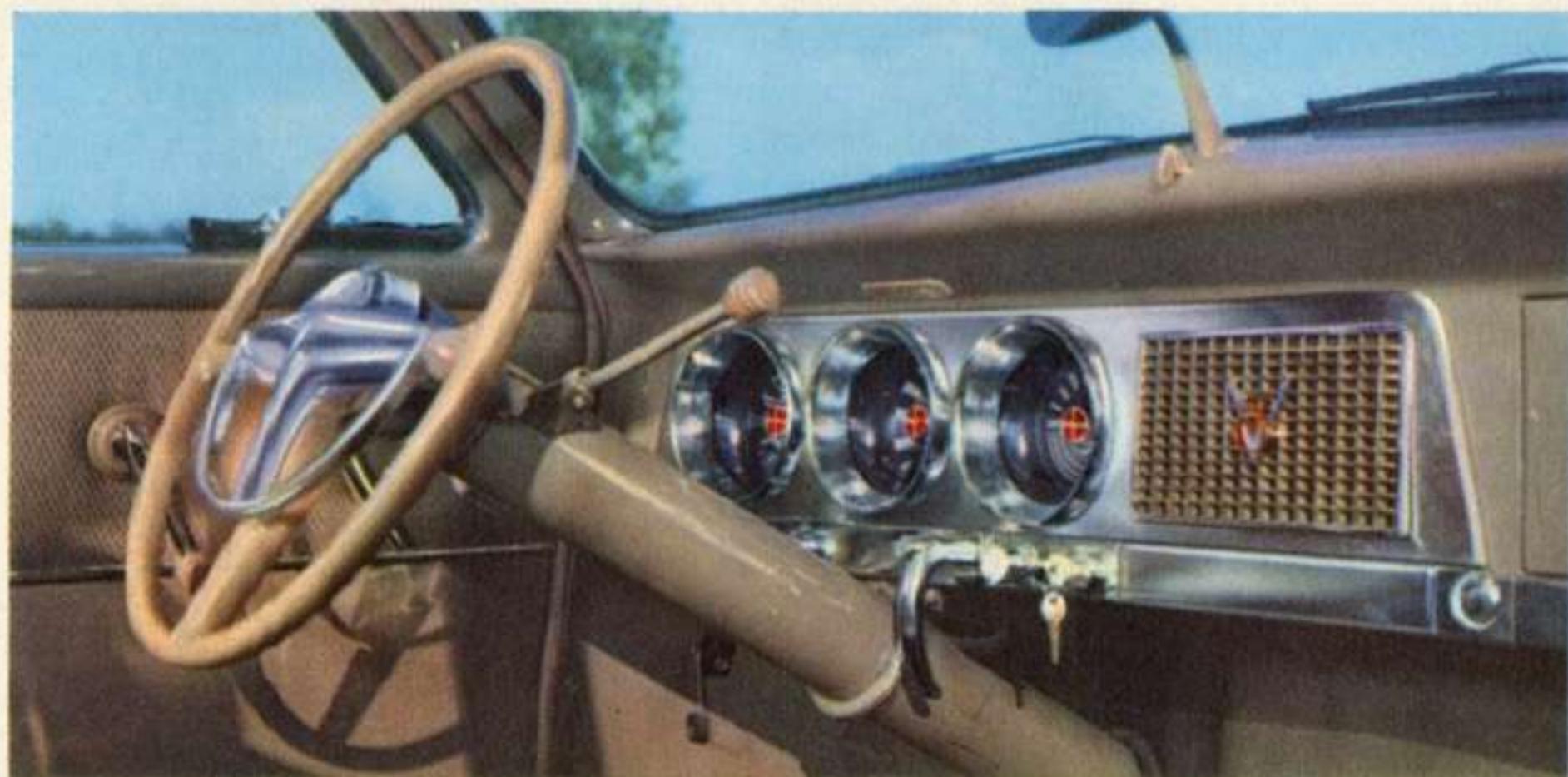
The special extra long wheelbase Land Cruiser V-8 is truly outstanding in luxury of finish and appointments. No car built, regardless of price, rides more comfortably.



Studebaker's "Miracle Ride" is the most restful in motoring. Car eases itself, and you, over rough spots with delightful ease. Coil-spring front suspension—extra large, extra wide rear leaf springs, direct acting shock absorbers.



Relax in easy-chair comfort.
Foam rubber softly cushions the wide, luxurious seats of Land Cruiser, State and Regal models.



The Commander instrument panel has big, sweep-type aircraft dials. The electric clock is standard on Land Cruiser and available on other models at extra cost. Smart, sure-grip steering wheels. Pistol-grip parking brake handle. Large package compartment with easy-to-open lock.

Here's the
inside story!

Luxury
everywhere you look

• Decorator fabric
upholsteries

① The Land Cruiser V-8 is luxurious in appointments. Choice of either smart two-tone blue-grey broadcloth illustrated, or rich fawn and tan striped nylon.

② A stunning combination of nylon and vinyl leatherette in the Starliner "hard-top convertible." Leather upholstery optional at extra cost.

③ The State Commander V-8 is upholstered in rich, durable terrace weave nylon over foam rubber cushions. Rich deep pile carpets.

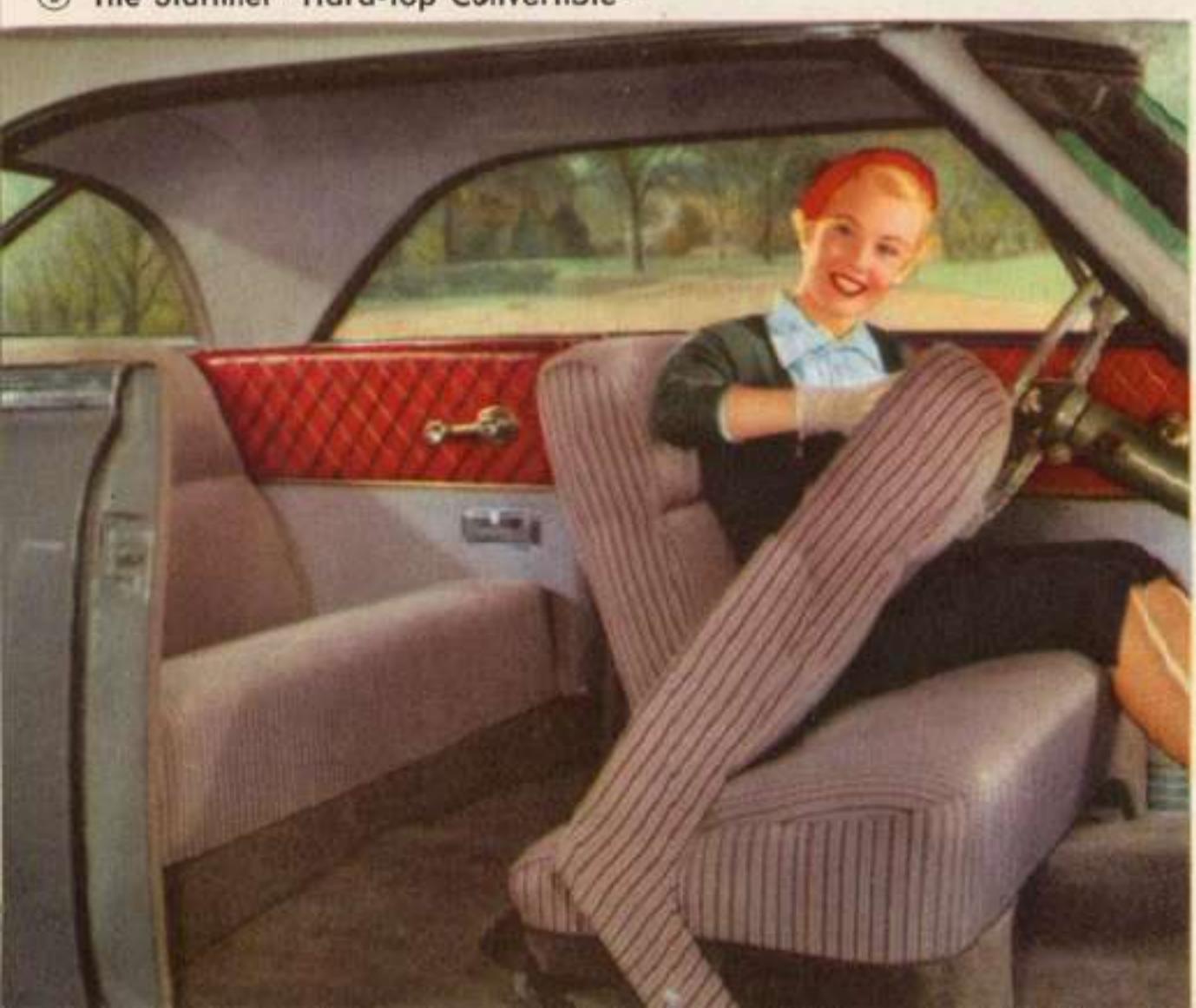
④ The Regal Commander V-8 is attractively styled with pleated door panels. Upholstery is fine quality hickory-beige broadcloth.

FURS, CLOTHING AND ACCESSORIES
BY BONWIT TELLER

① The Land Cruiser

A woman in a purple gown and fur shawl is seated in the back of a Lincoln Land Cruiser V-8. The car's interior is upholstered in a two-tone blue-grey broadcloth. The woman is wearing a purple gown and a fur shawl.

② The Starliner "Hard-top Convertible"



③ The State Commander V-8



④ The Regal Commander V-8

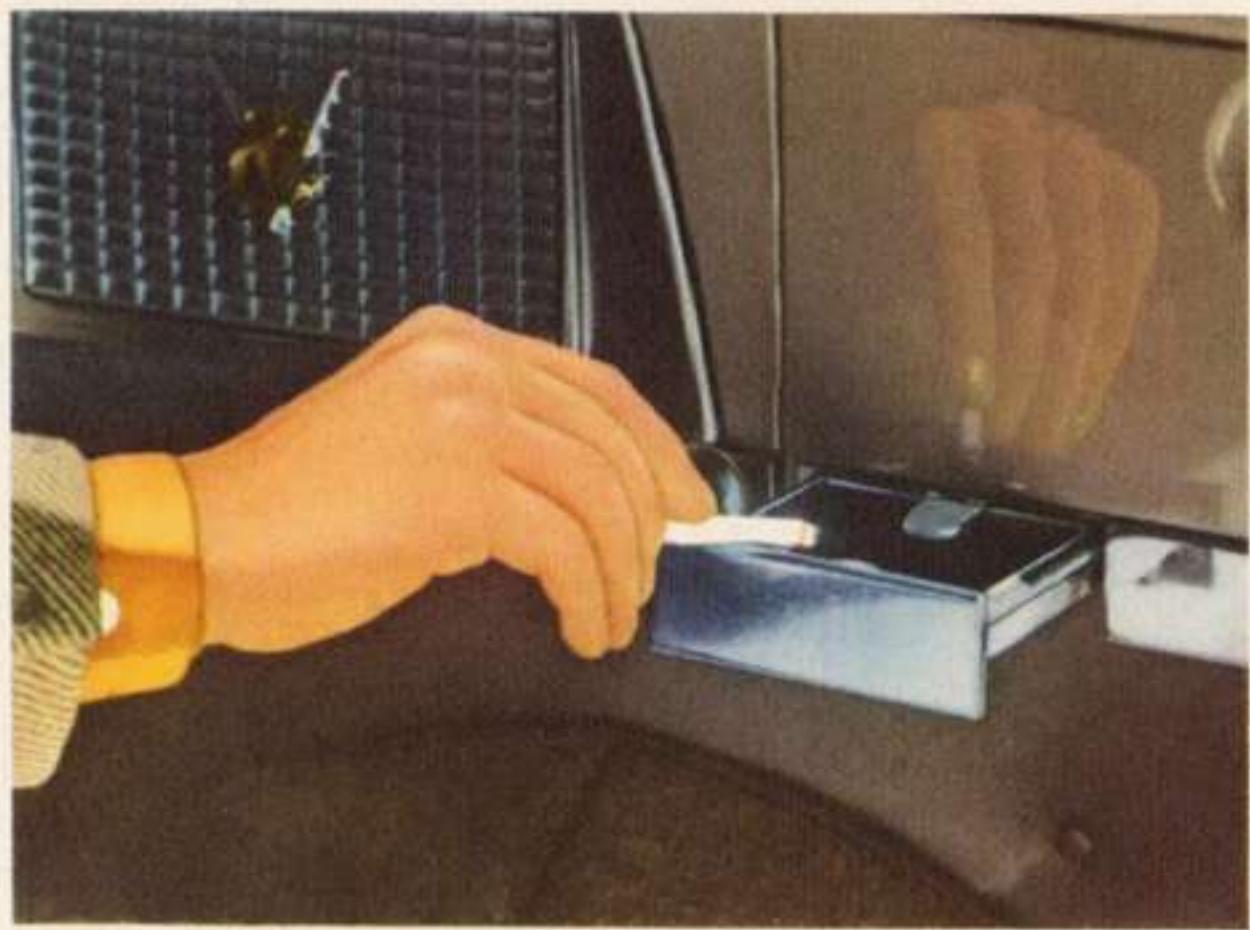




1952 STUDEBAKER COMMANDER V-8

Regal 2-Door Sedan

This lowest priced Commander V-8 model has the distinctive out-ahead smartness of exterior design and interior finish that distinguishes all Studebaker cars.



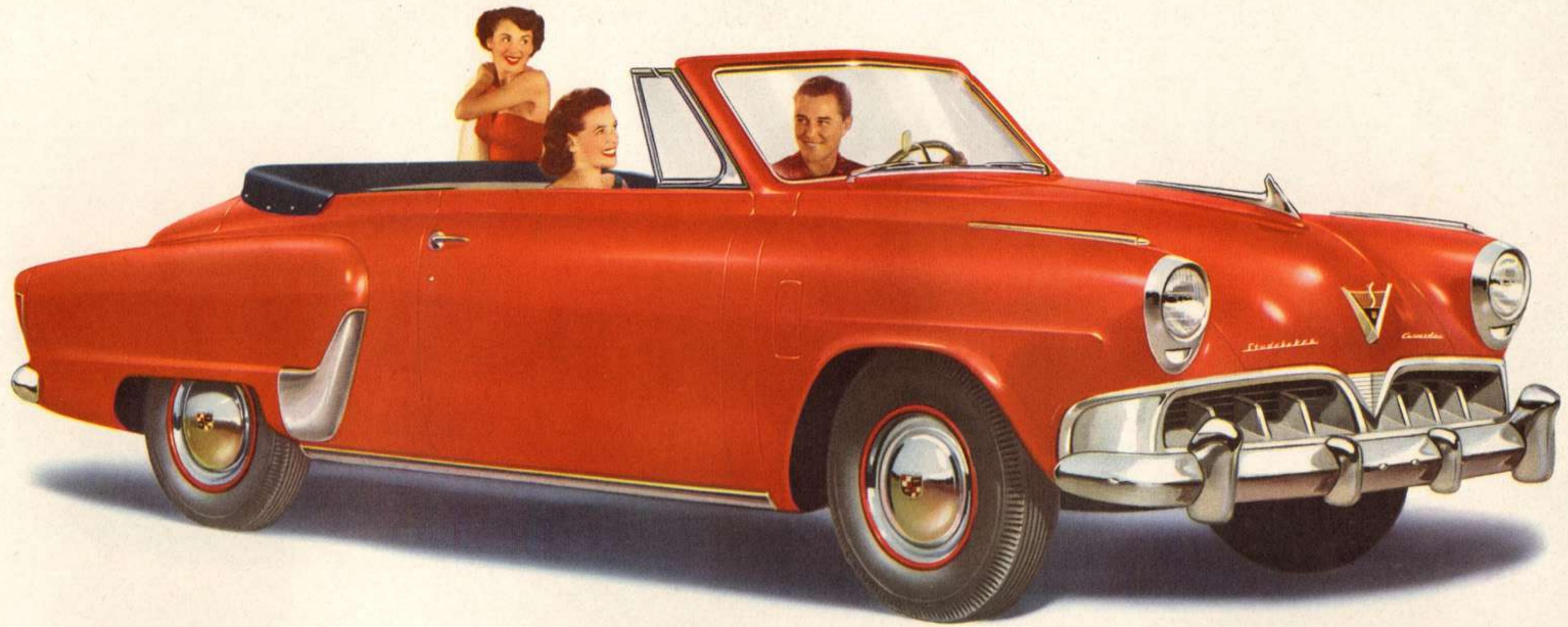
Convenient, disappearing ash trays! Front seat ash trays are standard on all models. Rear seat ash trays in sedans are standard on all Commanders and Regal Champion models.



You won't roll back on upgrades with Studebaker's automatic hill holder. No tap-dancing when you want to go forward after making an uphill stop. Car won't roll back. Standard on Commanders, optional on Champions at added cost.



There's no weave or wander, even when rounding curves. A low center of gravity and scientific weight distribution—a wide, low body and center-point steering—give a reassuring feel of complete control.



1952 STUDEBAKER COMMANDER V-8

State Convertible

There's tour allure aplenty in this streamlined new convertible—the smartest looking sports car that wheels the highways. Also available in Champion model.



There's unobstructed rear view visibility in convertibles through the large one-piece window. New Orlon fabric natural color top resists staining or fading due to weather or traffic film, keeps its shape and is easily cleaned.



The Studebaker-Philco Automatic Tuning Radio, available at extra cost, is precision built to fit the acoustics of Studebaker cars. Tone is especially fine—comparable to that of your living room console.



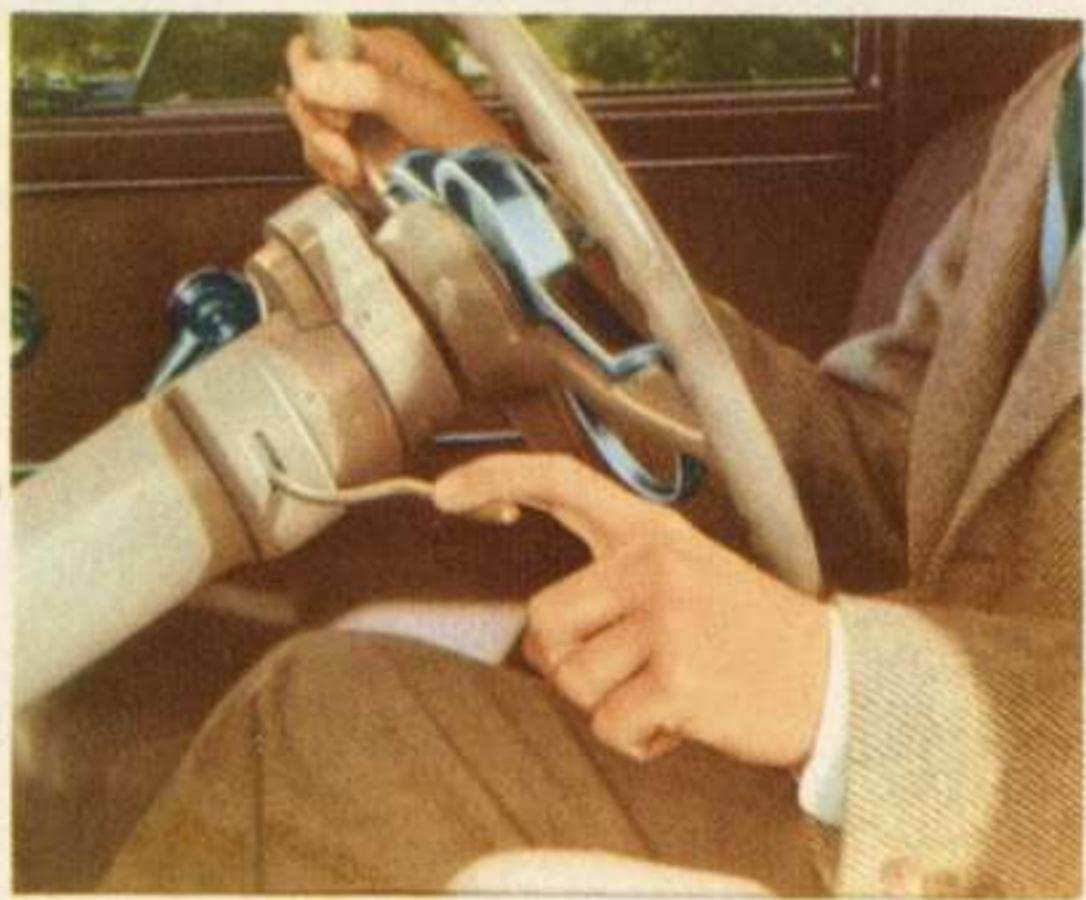
Studebaker self-adjusting brakes rarely need servicing. Shoes automatically reposition themselves as lining wears. The firm pedal "feel" of a new car is yours after miles and miles of driving.



1952 STUDEBAKER COMMANDER V-8

State 4-Door Sedan

This vigorously sleek and beautifully proportioned new Studebaker style star sparkles with brilliant performance and rides luxuriously.



Built-in directional signal equipment is available as an extra cost accessory. Gives added safety. Front and rear lamps flash intermittently on either left or right hand turns.



Studebaker's resourceful engineering staff has deservedly earned fame throughout the automobile world for its progressiveness and initiative. These men have developed many of the great advancements that increase the efficiency and the economy of motor car engines.



New tail lights faired-in-fenders! They're clearly visible from both side and rear, give extra smartness to the car and increase your safety. Painted bezel on Custom Champion.



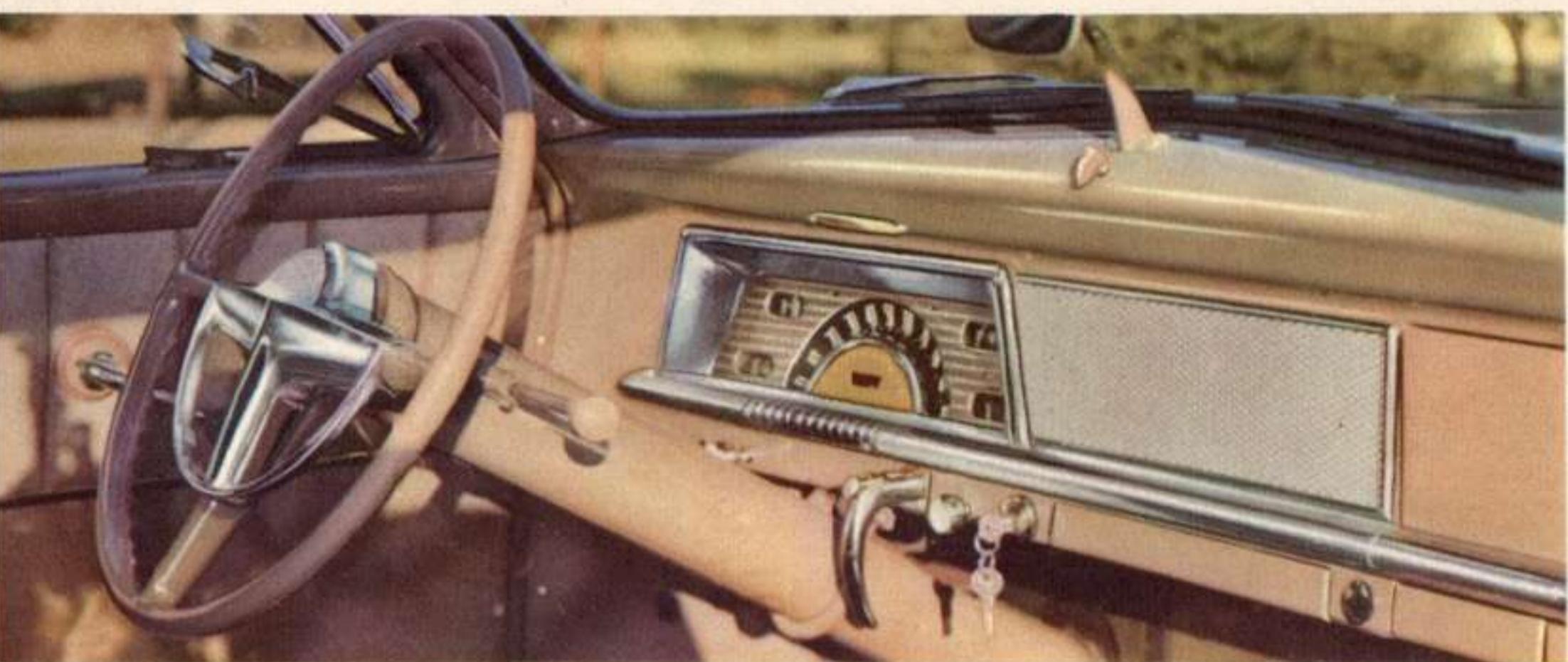
1952 STUDEBAKER CHAMPION

Regal Starliner

This new Studebaker "hard-top convertible" has the smart style and the unlimited visibility of a convertible with the all-weather comfort of a closed sedan.



Best by test in actual gas mileage! In the 1951 Mobilgas Economy Run, a Studebaker Champion, Commander V-8 and Land Cruiser V-8 finished 1st, 2nd, and 3rd in actual gas mileage to lead a field of 26 cars entered in "standard classifications." The Studebakers used overdrive, optional at extra cost.



Instrument panels of the new 1952 De Luxe and Regal Champion are trimmed in attractive chrome and bright metal. Glare-proof "black light" assures easy-to-read instrument dials. Large package compartment and built-in ash tray. Panel accommodates specially engineered Philco radio, electric clock and cigarette lighter—available at added cost.



Smart new Champion interiors

Superbly fitted
and appointed

① Regal Champion interiors feature a smart new decorator fabric of lace striped pattern cloth, tailored over foam rubber seat cushions.

② Leather upholstery with contrasting vinyl trim is optional at extra cost on convertibles. Standard trim is rich, durable nylon.

③ De Luxe Champion interiors are richly upholstered in striped cord and pile Canda cloth. Contrasting leatherette trim on doors.

④ Custom Champion models are smartly tailored in taupe striped Bedford cord fabric. Door trim is contrasting leatherette.

CLOTHING AND ACCESSORIES
BY BONWIT TELLER

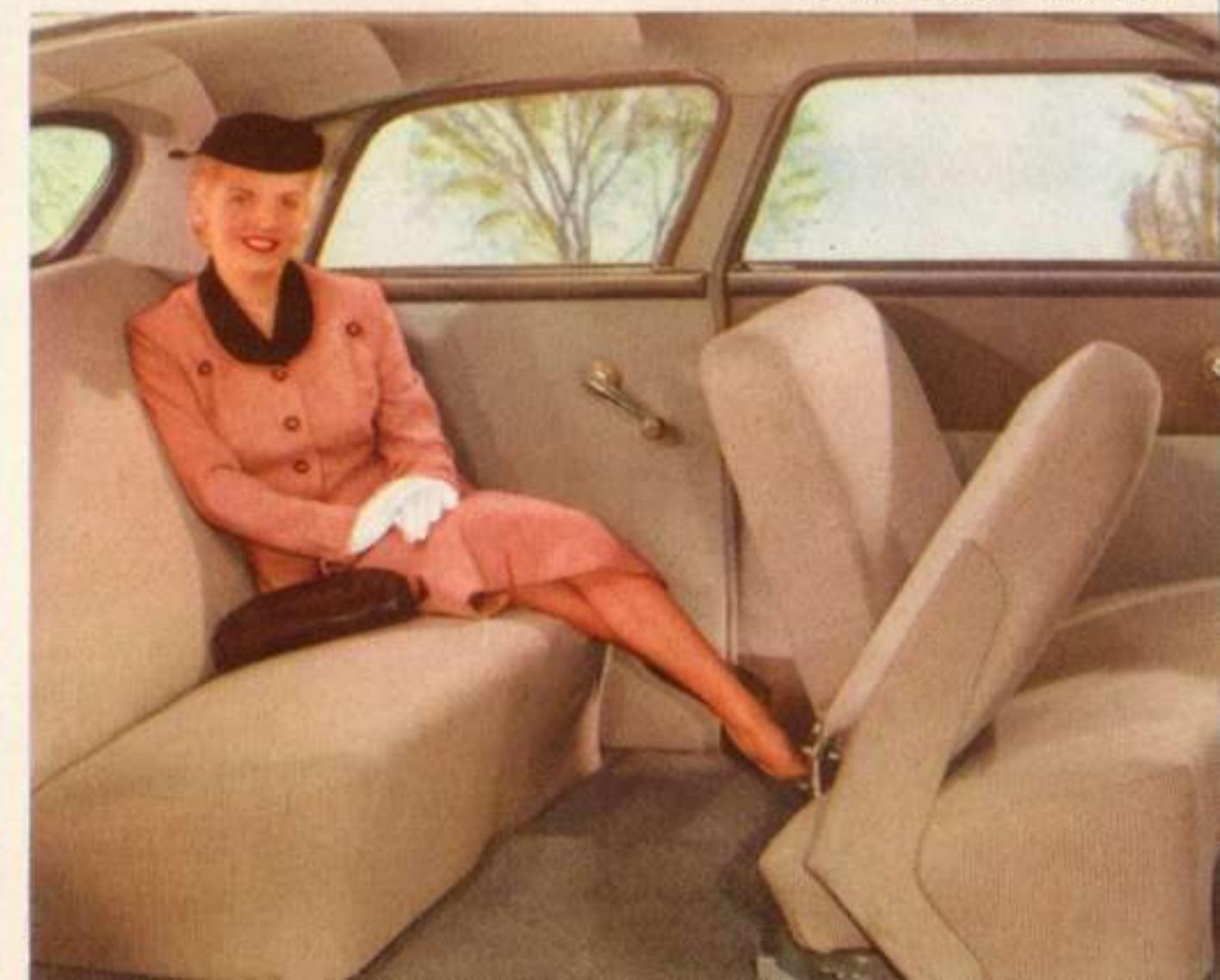
① The Regal Champion

② The Convertible



③ The De Luxe Champion

④ The Custom Champion





1952 STUDEBAKER CHAMPION

Custom 2-Door Sedan

This lowest priced Studebaker 6-passenger sedan is the popular family car.
Seats are exceptionally roomy—doors are extra wide.



Painstaking craftsmanship keeps Studebaker cars singularly free from wear—fends off repair bills for many miles. Expert craftsmen, many of them father-and-son teams, build enduring quality and wear-resisting soundness into every car.



Plenty of room for luggage in this spacious trunk. Spare wheel stowed at side makes loading easy and may be removed without disturbing luggage.



Easy to park in tight spots! That's one of the joys of owning a 1952 Studebaker—it has an easy-to-turn steering assembly that enables you to edge into and out of tight parking spots with delightful ease. Quick-acting control on the straightaway, too.



1952 STUDEBAKER CHAMPION

DeLuxe Starlight Coupe

Visibility is unlimited in this five passenger "glass-all-around" sports coupe.

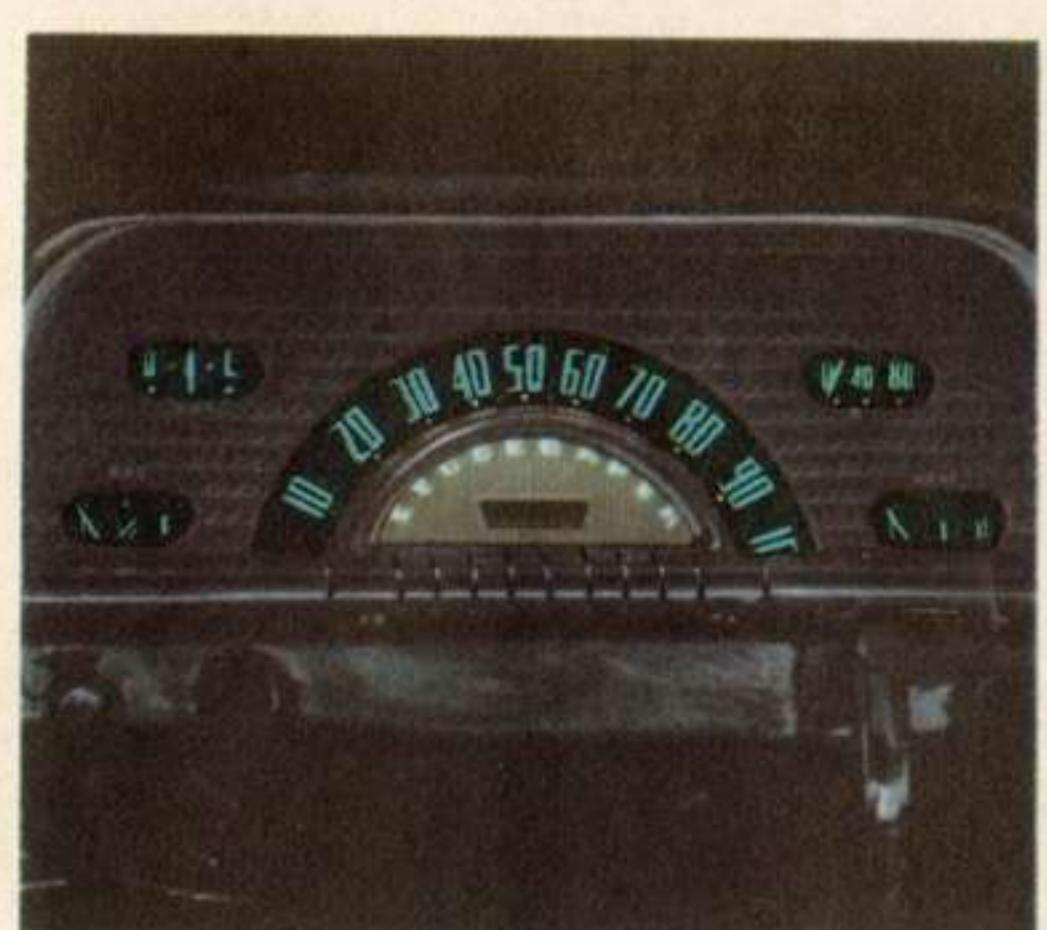
Wide doors make it easy to get in and out of the roomy rear seat.



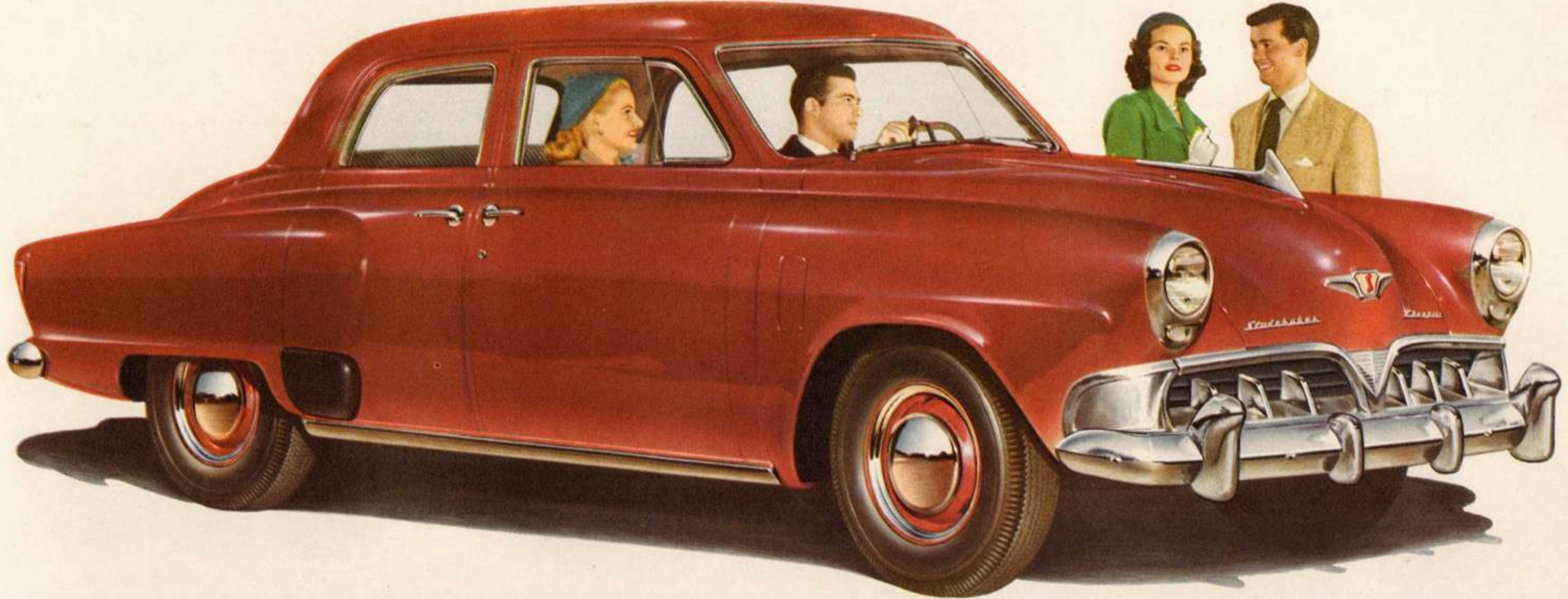
Tinted "green" glass available in windshield and all windows is Studebaker's newest contribution to comfortable motoring. Eye-fatigue, due to glare from brilliant sunlight or strong night lights, is reduced. This glass helps to temper heat from summer sun. Available on all models at extra cost.



Make your climate as you drive.
Studebaker's under-seat Climatizer heating, ventilating, defrosting system is available at extra cost.



Glare-proof "black light" illumination.
Studebaker dash gauges are "black" lighted. It reduces inside glare, cuts down fatigue, makes night driving safer.



1952 STUDEBAKER CHAMPION

Regal 4-Door Sedan

This exceptionally roomy 4-door sedan comfortably seats six full-size passengers—and there's plenty of leg room and head room, too.



An easy-acting weather-protected trunk lock is built into the trunk lid handle on all models. Spherical-type handle on Custom Champion. The counterbalanced trunk lid opens and closes with finger-tip ease.



Thrills and thrifit with gas-saving overdrive! It goes into action automatically at cruising speeds. Engine effort is reduced about 30% without slowing road speed. Available on all models at extra cost.



Factory approved accessories are custom-styled. Whether you want seat covers or weather lights, a radio, or fender ornaments, you can purchase Studebaker approved accessories with complete confidence.



Drive relaxed all day long! Simply set the selector lever at "D"—that's all. Your Studebaker Automatic Drive "shifts for itself." The gear ratios change automatically, smoothly—in traffic slow-downs and everywhere. Studebaker's Automatic Drive conserves gas at cruising speeds because there's no loss of power due to slippage.



No roll-down on downgrades! No roll-back on upgrades! You can park your car safely on a downgrade—it won't budge until selector lever is moved from "park." On normal upgrade stops car won't roll back.

Extra marvelous!

STUDEBAKER AUTOMATIC DRIVE

Shifts for itself—No clutch pedal

The new 1952 Studebaker cars offer you the finest "no clutch-no gearshift" driving, available in all models at extra cost. This automatic drive transmission is a combination of torque converter and direct mechanical drive—the brilliant triumph of nearly 15 years' research by the most exacting technicians in the automotive industry.



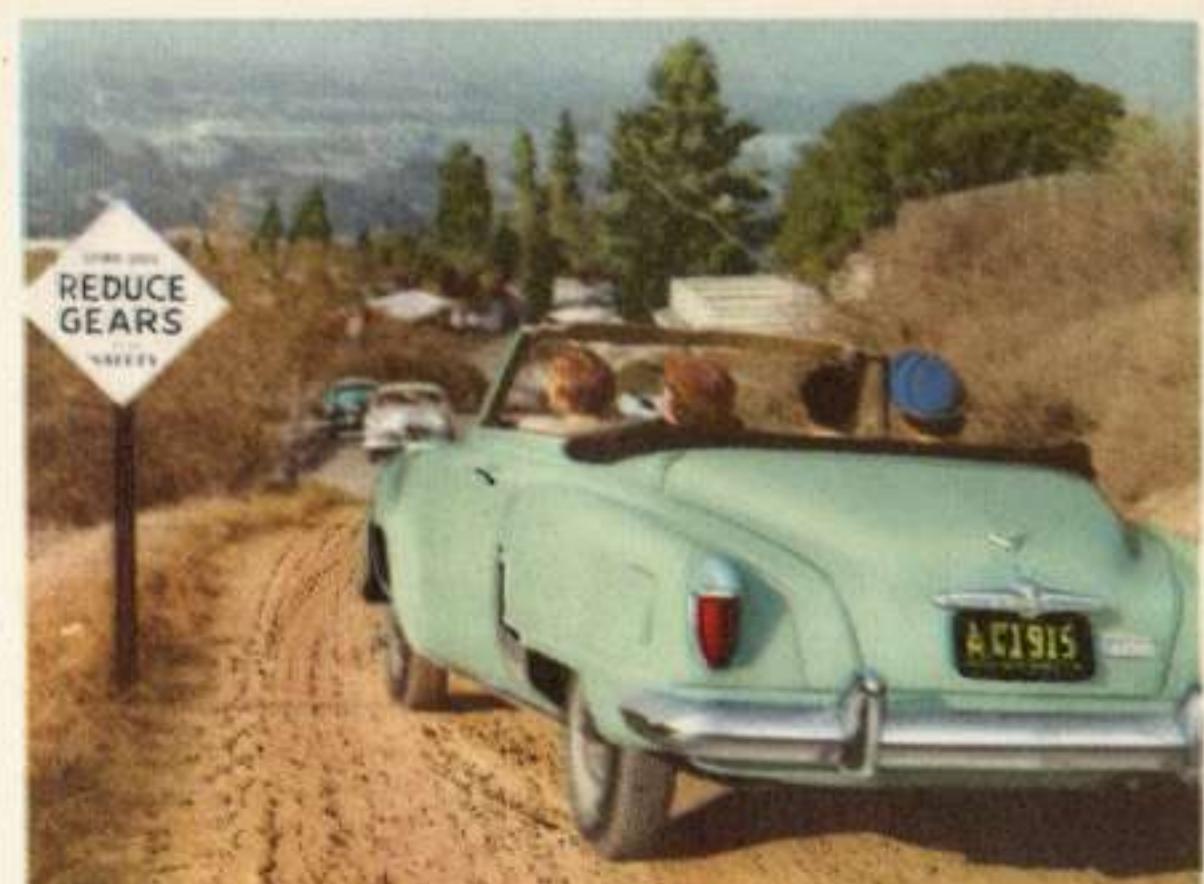
No clutch pedal! The brake pedal is oversize, gives added safety and may be used with either foot. You can't start the engine when car is in gear.



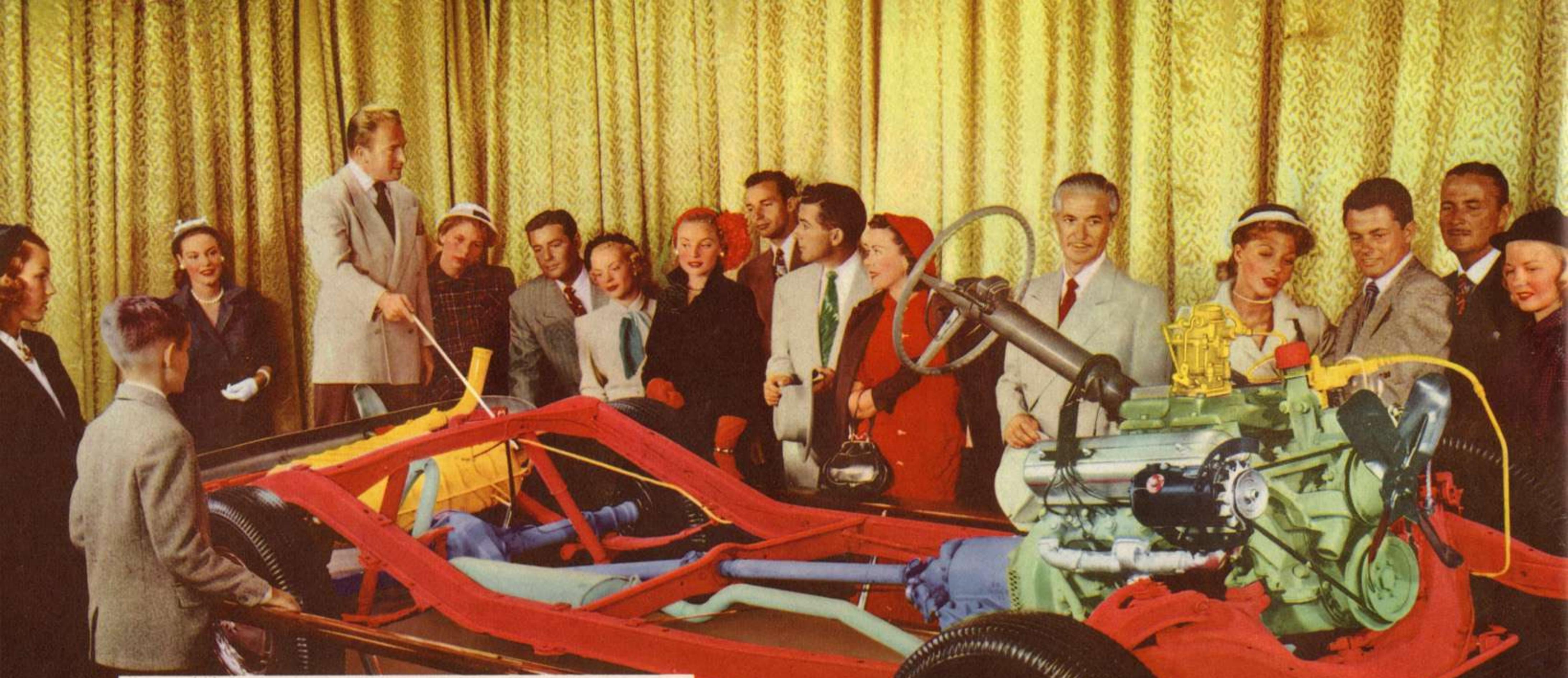
No annoying creep at traffic lights! In fact, even on slight downgrades your car won't move when you brake to a stop. This drive has a special built-in "anti-creep" protection.



Plenty of extra power when you need it. You boss the drive—it doesn't boss you! Step all the way down on the accelerator and you get an extra burst of power in a flash when you need it for quick, emergency passing.



For down-hill engine braking set the selector at "L." Braking is similar to second gear of a conventional drive car. To "rock" car, flick lever to and fro between "L" and "R."



SPECIFICATIONS 1952 STUDEBAKERS

Studebaker Champion—6 cylinders • L-head engine • Bore 3" • Stroke 4" • Maximum H. P. 85 at 4000 R.P.M. • Taxable H. P. 21.6 • Compression ratio 7.0 to 1 (7.5 optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Standard rear axle ratio 4.10 to 1 • With overdrive 4.56 to 1, 4.10 to 1 optional • With Automatic Drive 4.10 to 1, 3.54 to 1 optional • Tire size 6.40 x 15 • Height 61 $\frac{1}{4}$ " (loaded) • Width 70 $\frac{1}{16}$ " • Length 197 $\frac{1}{2}$ " • Wheelbase 115".

Studebaker Commander—8 cylinders • Overhead valve, V-type engine • Bore 3 $\frac{1}{8}$ " • Stroke 3 $\frac{1}{4}$ " • Maximum H. P. 120 at 4000 R. P. M. • Taxable H. P. 36.4 • Compression ratio 7.0 to 1 (7.5 optional for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 $\frac{1}{4}$ quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height 61 $\frac{3}{4}$ " (loaded) • Width 70 $\frac{1}{16}$ " • Length 197 $\frac{1}{2}$ " • Wheelbase 115".

Studebaker Land Cruiser—8 cylinders • Overhead valve, V-type engine • Bore 3 $\frac{1}{8}$ " • Stroke 3 $\frac{1}{4}$ " • Maximum horsepower 120 at 4000 R. P. M. • Taxable horsepower 36.4 • Compression ratio 7.0 to 1 (7.5 for high altitude) • Displacement 232.6 cubic inches • Oil capacity 6 quarts • Cooling system capacity 17 $\frac{1}{4}$ quarts • Standard rear axle ratio 4.09 to 1, 4.55 to 1 optional • With overdrive 4.55 to 1, 4.09 to 1 optional • With Automatic Drive, 3.54 to 1 • Tire size 7.10 x 15 • Height 61 $\frac{3}{4}$ " (loaded) • Width 70 $\frac{1}{16}$ " • Length 201 $\frac{1}{2}$ " • Wheelbase 119".

Bright metal wheel trim rings or chrome wheel discs shown on cars illustrated in this catalog are optional at extra cost.



Studebaker reserves the right to change at any time decorative and other specifications listed in this folder without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured.