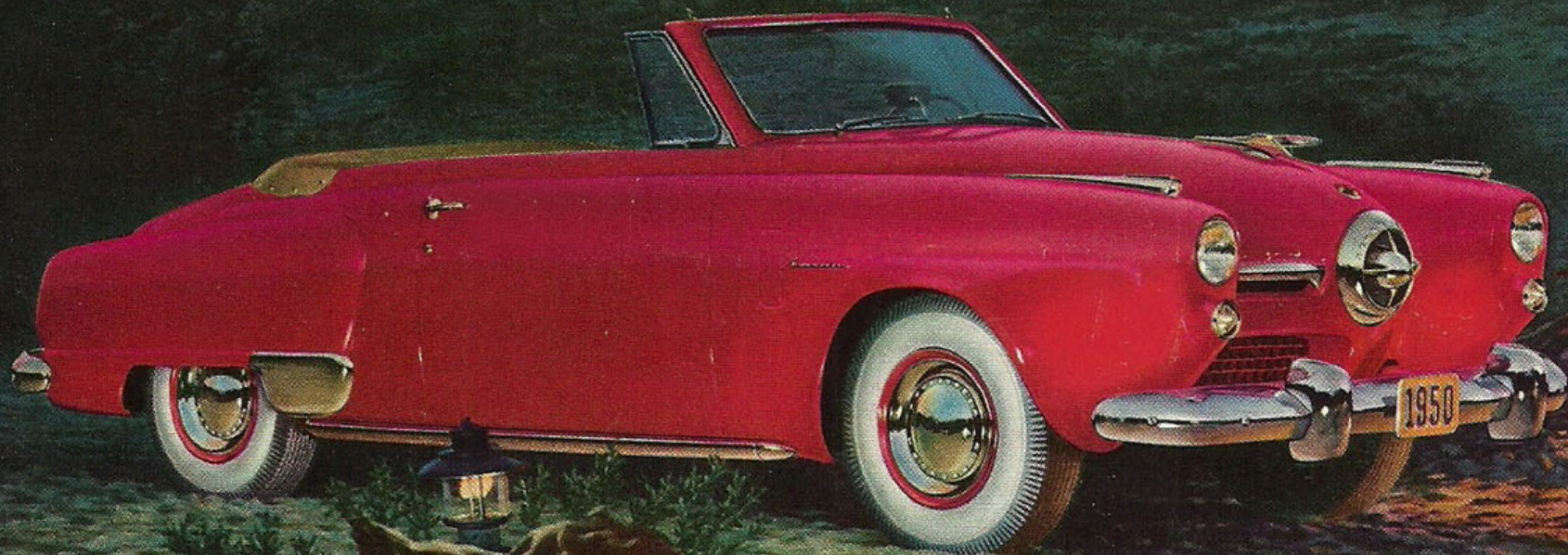


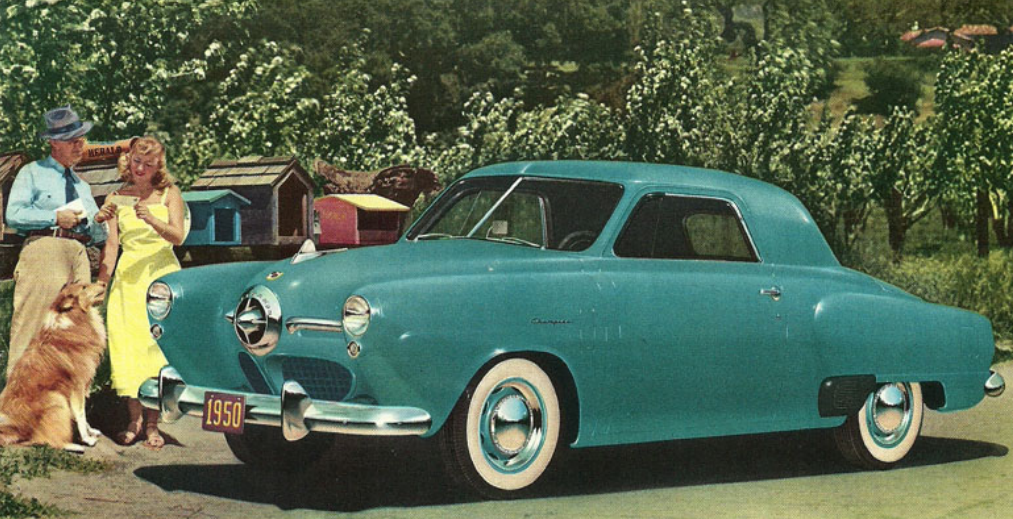


NEW 1950

Studebaker

The "next look"
in cars





Studebaker Champion De Luxe 3-pass. Coupe



Presenting the next stage in America's
new age of finer motoring...

The new 1950 Studebaker

Studebaker has done it again! Studebaker, the car that led with the first real postwar change in automobile design, now moves out even further ahead.

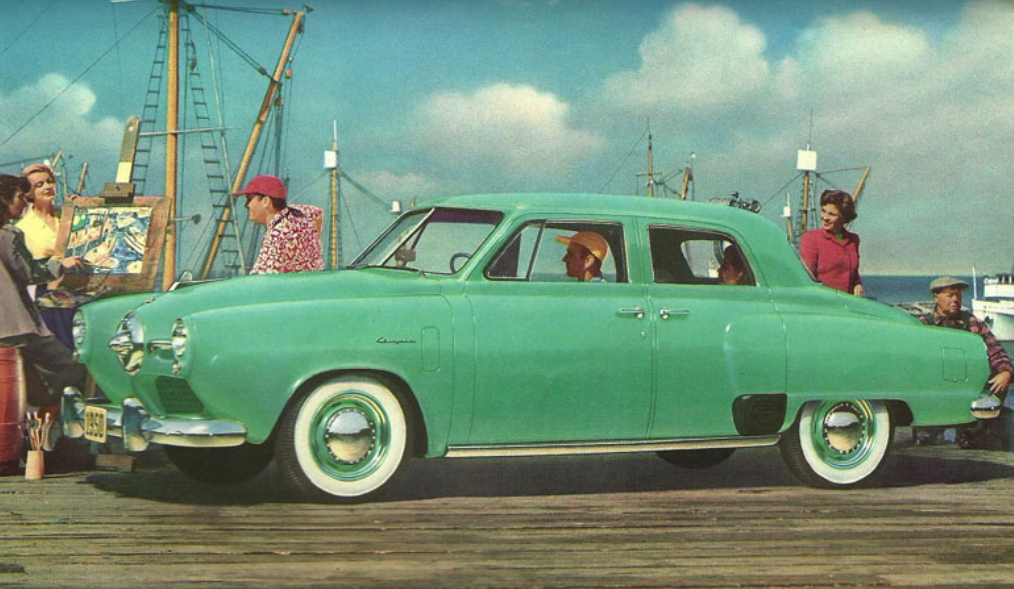
Studebaker has presented America with something still more revolutionary in car progress—dramatically advanced new 1950 models... styled to make motoring history... engineered to make inroads into every

item of motoring expense. The 1950 Studebaker is the boldest step yet in refashioning automobiles for smarter looks and safer, simpler, more relaxed driving.

Studebaker introduced America's "new look" in cars and Studebaker has now given America its "next look" in cars. The new 1950 Studebaker is the next stage in America's new age of finer motoring.

Studebaker Commander Regal De Luxe 5-pass. Starlight Coupe





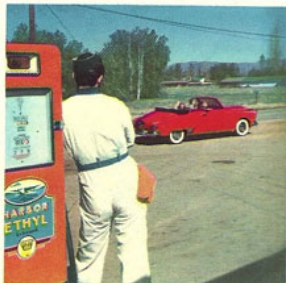
Studebaker Champion Regal De Luxe 4-Door Sedan



The spacious Regal De Luxe Champion Interior is decorator-styled from front to rear. Restful foam rubber cushions on all seats. Deep-pile carpet pads the floor. Beautifully appointed with simulated leather door panels, bright chrome trim.

Studebaker, originator
of the "New Look" in cars,
now offers

*the "next look"
in cars!*

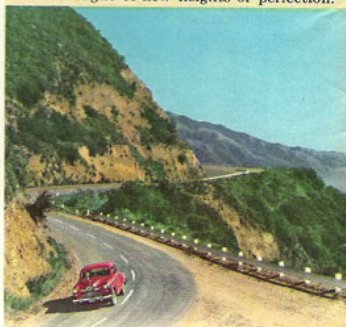


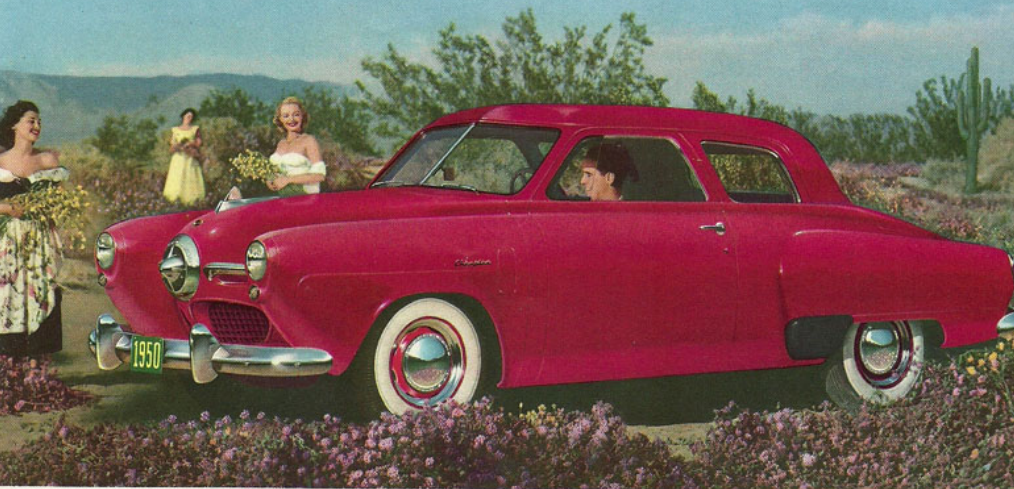
You breeze by the gas pumps for miles and miles at a stretch in a new 1950 Studebaker. Your gasoline and oil savings are little short of sensational.



The world's first self-adjusting brakes rarely need servicing. Brake shoes automatically adjust themselves to lining wear. An exclusive feature of all Studebakers.

New coil spring suspension gives a dream-like new ride! It's self-stabilizing. New symmetrical steering. Riding and handling ease brought to new heights of perfection.





Studebaker Champion De Luxe 2-door Sedan



Clothing and accessories—Herchell Fold and Company

The restful interior of the Studebaker De Luxe Champion 2-door sedan is styled with new upholstery fabrics. Automatic dome light and map light, two sun visors, assist straps and convenient arm rests in front and rear compartments.

America's most brilliant automotive engineering staff headed by Stanwood W. Sparrow, scores another pace-making triumph in this brilliant performing new Studebaker.



Studebaker pioneered in providing wide postwar vision—Huge windshields and windows let you see more—give you welcome new safety and peace of mind.



Studebaker's famous Climatizer. New thermostatic control keeps a constant supply of warmed fresh air at an even temperature. Available at extra cost.



Studebaker Champion Regal De Luxe Convertible



Studebaker Commander Regal De Luxe 4-Door Sedan

Studebaker for 1950

Styled ahead for years to come...

From gleaming spinner straight through to flight-streamed rear fenders, the low-swung 1950 Studebaker is a symphony of power and luxury in every sweeping line.

New in wheelbase length and overall length, the 1950 Studebaker is lavishly roomy and richly appointed.

Its distinctive huge sweeps of window and windshield glass assure

you the extra safety of extra vision.

It's new in handling ease and riding ease—with a new Studebaker-designed self-stabilizing coil-spring suspension up front, improved symmetrically centered Studebaker variable ratio steering, extra low-pressure tires—and a balance of weight that assures road-hugging sure-footedness mile after mile on straightaway or curves.



The new 1950 Studebaker convertible interiors are finished to perfection. Nylon cord or leather seats, with simulated leather trim, resist wear and resist weather. The fully automatic top responds instantly when you want to raise or lower it.

The new 1950 Champion instrument panel is trimmed in attractive chrome. Dials easy to read. Clock at extra cost. Large package compartment. Built-in ash tray. Handsome dash panel accommodates specially engineered Philco radio—available at added cost if desired. Regal De Luxe steering wheel illustrated.



Exceptional knee-room in the front compartment is one of the distinctions of Studebaker's modern designing. Sedans comfortably accommodate six passengers.

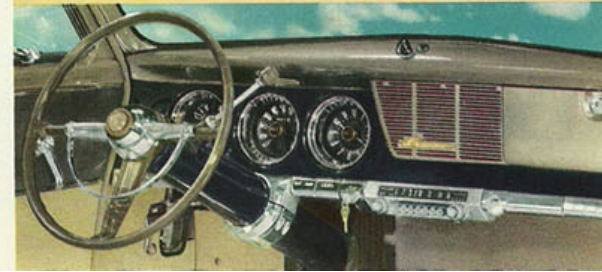


Studebaker master craftsmen—many of them father and son teams—excel in painstaking workmanship—build surviving soundness into every 1950 Studebaker.



Luxurious nylon upholstery—introduced into motoring by Studebaker—is standard in all 1950 Regal De Luxe Commanders. It's easily washable and long wearing—sheds dirt instead of absorbing it. Simulated leather door panels, high-style appointments.

The Commander instrument panel has big, sweep-type aircraft dials. Electric clock standard on Land Cruiser—extra cost on other models. Three-spoke steering wheel standard on Land Cruiser and Regal De Luxe Commanders. Philco radio—at extra cost—specially engineered to fit Studebaker acoustic qualities.



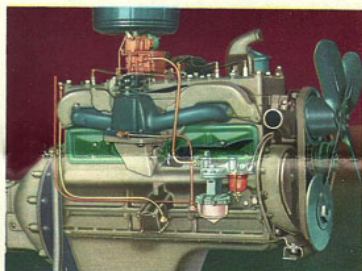


Studebaker Commander De Luxe 2-door Sedan



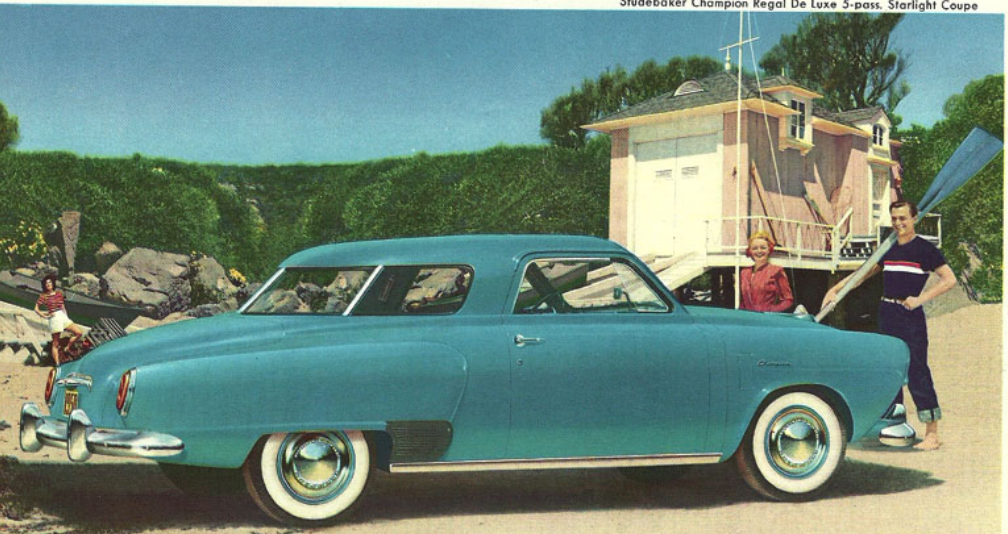
Clothing and accessories—Merchandise and Company

The smart interior of the De Luxe Commander is upholstered in fine fabrics with foam rubber seat cushions. Rich appointments—luxurious trim.



New high compression gives Studebaker engines thrilling new performance—All 1950 Studebaker power plants have 7.0 to 1 compression ratio.

Studebaker Champion Regal De Luxe 5-pass. Starlight Coupe





Studebaker Regal De Luxe Land Cruiser

NEW 1950

Land Cruiser

the "next look" in
ultra-luxurious motoring

It stands before you, an eye-filling new achievement in quality-car designing—America's finest example of unlimited motoring luxury at a sensibly limited price.

Long and low, the Land Cruiser is lithe and sprightly in crowded traffic. It rides so restfully, you're free from even the suggestion of fatigue on a day-long drive.



Clothing and accessories—Marshall Field and Company

The beautifully appointed Land Cruiser interior is upholstered in an easily washable, long-wearing nylon cord. Fold-away center arm rest.



Rear seats are located well ahead of the rear axles where the ride is at its best.

Automatic dome and map lights flash on when rear doors or front doors are opened.



Glare-proof "blacklight" instrument dials for safe night driving are on all models.

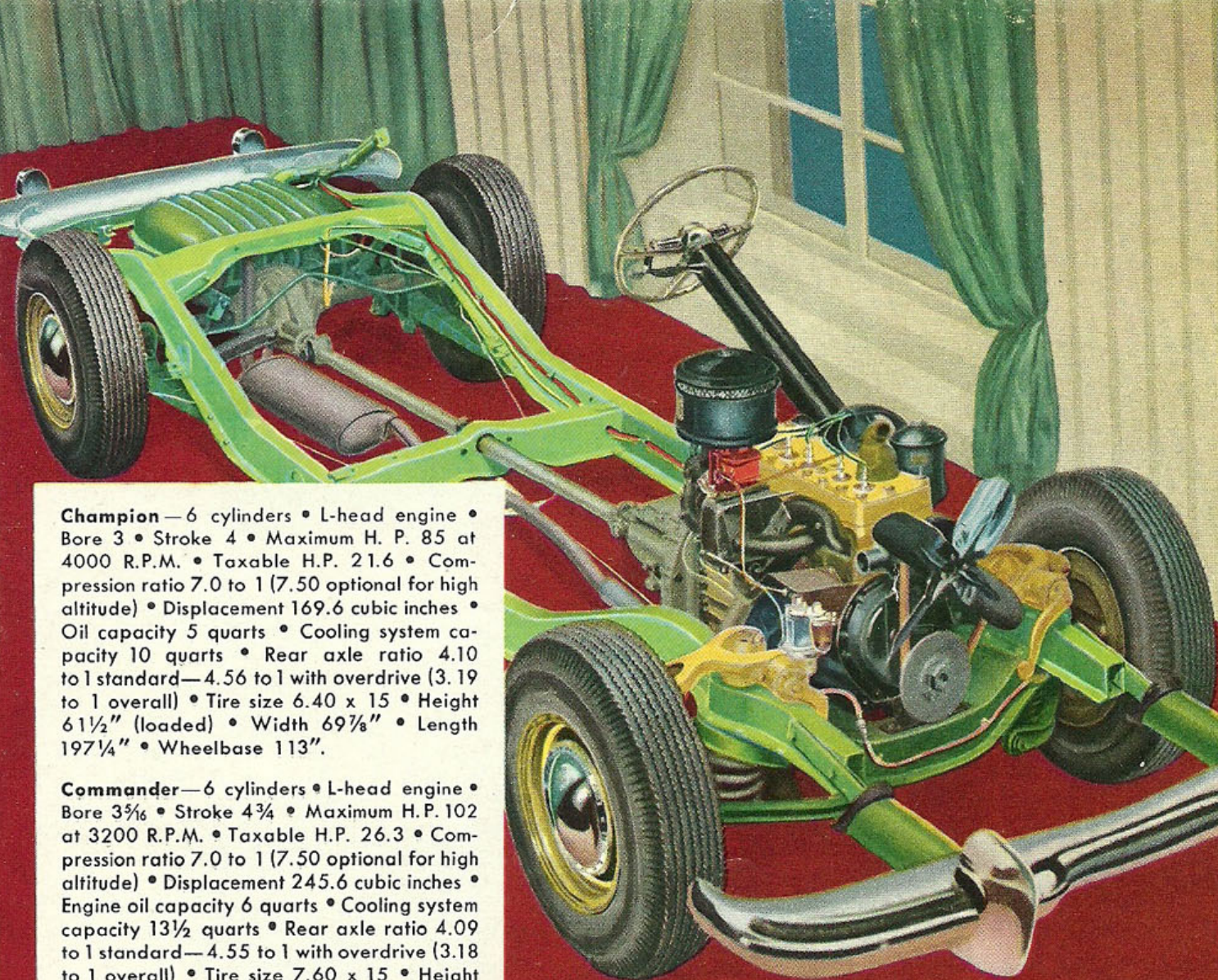
There's plenty of luggage space in the new 1950 Studebaker. Even when the trunk is packed spare tire is easily accessible.



A ride is a glide with gas-saving overdrive. Automatically reduces engine speed about 30%. Available at moderate extra cost.

You won't roll back on upgrades with Studebaker's automatic hill holder. This extra protection is available on Champions at added cost—standard on all other models.





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 (7.50 optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Rear axle ratio 4.10 to 1 standard—4.56 to 1 with overdrive (3.19 to 1 overall) • Tire size 6.40 x 15 • Height 61½" (loaded) • Width 69⅞" • Length 197¼" • Wheelbase 113".

Commander—6 cylinders • L-head engine • Bore 3⅞ • Stroke 4¾ • Maximum H. P. 102 at 3200 R.P.M. • Taxable H.P. 26.3 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 245.6 cubic inches • Engine oil capacity 6 quarts • Cooling system capacity 13½ quarts • Rear axle ratio 4.09 to 1 standard—4.55 to 1 with overdrive (3.18 to 1 overall) • Tire size 7.60 x 15 • Height 62¼" (loaded) • Width 69⅞" • Length 207⅞" (Land Cruiser 211⅞") • Wheelbase 120" (Land Cruiser 124").

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

Gas-saving automatic overdrive*
Automatic hill holder†
Wide rim wheels and extra low-pressure tires
Self-adjusting brakes
Self-stabilizing independent coil-spring front wheel suspension
Anti-vibration rubber engine mountings
Super-smooth, short coupled crankshaft with vibration damper
Heat-dam aluminum alloy pistons
Large capacity oil cleaner†—full pressure oiling system
Full length water jacketing
Valve seats integral with block
Automatic current and voltage regulated generator
Vacuum booster for windshield wipers†
Variable ratio steering—symmetrical steering linkage
Hi-compression engine
Automatic choke control
Automatic spark and heat controls
Anti-vapor lock fuel system
High capacity shock absorbers
Direct-action hand parking brake
18 gallon gas tank
Built-up rear axle—hypoid gears
Full-power muffler—rubber mounted
Anti-twist box-section frame
White sidewall tires, bright metal wheel discs and trim rings illustrated available on all models at extra cost.

*Available on all models at extra cost.

†Available on Champion at extra cost. Standard on all other models.

—D-88-8-49