

STUDEBAKER CHAMPION



TOP QUALITY CAR IN
THE LOWEST PRICE FIELD



STUDEBAKER CHAMPION 2-Door Custom Sedan

TOPS IN SAFETY



You ride relaxed in cradled ease. Bodies are extra low and extra wide. The Champion's weight is in ideal balance. Rear seats are located well forward of the rear axle. There's no pitch or roll when rounding curves. The law of gravity itself is utilized to provide the car with exceptional stability and safety.



Studebaker pioneered in providing safe, wide-view vision. Huge windshields and windows let you see more. The Champion's seats are exceptionally wide and deep—seats comfortably accommodate six full size passengers.



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. Hill holder is available on all Studebaker Champion models at added cost.



The world's first self-adjusting brakes rarely need servicing. Brakes themselves automatically adjust themselves to lining wear. Even after months of driving you have the firm brake pedal and dependable stopping power of a new car.

TOPS IN PERFORMANCE



Effortless handling and easy parking. Exclusive variable ratio steering (with its quick action for straight ahead driving, and progressively easier action as the wheel is turned to one side or the other for parking) is standard equipment on all Champion models. Both steering and parking are easier than ever.



Studebaker master craftsmen—many of them fathers and son teams—build surviving soundness into every Studebaker. Long life and low cost of operation and maintenance are proof that Studebaker cars stand in expert workmanship.



New, higher compression gives Studebaker engines thrilling new performance—the 85 horsepower Champion engine has a new 7.0 to 1 compression ratio. Smooth flowing, quick responding power is always yours to command.



The convenience and gas-saving of an automatic choke! The automatic choke saves gasoline and oil, reduces engine wear. It frees you from the annoyance of fiddling with a hand-operated choke during to start warm-up period.

STUDEBAKER BEATS 'EM ALL IN GAS MILEAGE

In Mobilgas Grand Canyon Economy Run a Studebaker Champion beat all cars in gas mileage! Averaged 26.551 miles per gallon with overdrive in 751 mile contest among 31 cars of 16 makes!

Here are the gas mileage figures made in this contest by the 4 largest selling lowest price cars:

	MILES PER GALLON
Studebaker Champion with overdrive	26.551
Car B with overdrive	23.326
Car C	21.254
Car D	21.071



You breeze by the gas pumps for miles and miles at a stretch in a new Studebaker Champion. It's engineered to uphold the brilliant Studebaker reputation for maximum mileage on a minimum amount of fuel. Gas-saving overdrive is available on all Champions at moderate extra cost.

TOPS IN COMFORT AND RIDE



The restful interior of the Studebaker Custom Champion 4-door sedan is superbly styled with modern new upholstery fabrics. Big, wide, easy-to-enter doors. Dome light, sun visor, adjustable front seat are standard equipment. Tight-gripping non-slip rotary door latches. Floors are covered with easy-to-clean molded rubber pads.



There's plenty of legroom space in the Studebaker Champion rear decks—Unique counterbalanced spring hinges keep lid securely in place when up—keep it tightly closed when down, should you forget to lock it. Thick weather stripping seals out dust, rain and snow. Spare tire is always accessible.



Extra low pressure tires and wide base rims increase riding comfort. The large tires provide better traction and a smoother, quicker stop, as well as playing an important part in the new restfulness of Studebaker's "soft" ride. The wide-base rims give an extra margin of safety.



This is the strikingly designed instrument panel on the Custom Champion. Trimmed in attractive chrome. Easy-to-read dials. Large package compartment and built-in ash tray are standard. Dash panel harmoniously accommodates specially engineered radio, available at added cost.



Glass-proof "block light" instrument dials assure new safety in night driving. No eye glare, no inside reflections in the windshield. Standard on all Champion models.



Studebaker's new coil-spring suspension gives the Champion a dream-like "Miracle Ride"! The long-travel coil springs in front and the new airplane type shock absorbers with roll-resisting "ten leg" rear mountings assure new riding ease.



Tailor the weather to your measure with Studebaker's Climaticizer. The new thermostat control keeps a constant supply of warmed fresh air at an even temperature during cold weather. Separate quick-acting defroster. The Climaticizer is available in all Champion models at extra cost.



STUDEBAKER CHAMPION
4-DOOR CUSTOM SEDAN

STUDEBAKER CHAMPION

DE LUXE STARLIGHT COUPE

Also available in Custom and Regal De Luxe models



When asked, "How good is this new coupe?" it says, "Great!"



The spacious Regal De Luxe Champion interior is decorator-styled from front to rear. Restful foam rubber cushions in timed models. Deep-pile carpet pads the floor. Arm rests and seat straps for extra convenience and comfort.

The graceful Regal De Luxe Champion sports Regal De Luxe models now equipped with steering wheel illustrated. Radio and clock are optional in all models at extra cost.



STUDEBAKER CHAMPION

REGAL DE LUXE 4-DOOR SEDAN

Also available in Custom and De Luxe models

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White and black are the most popular colors.

UNIVERSAL MOTORS, INC.