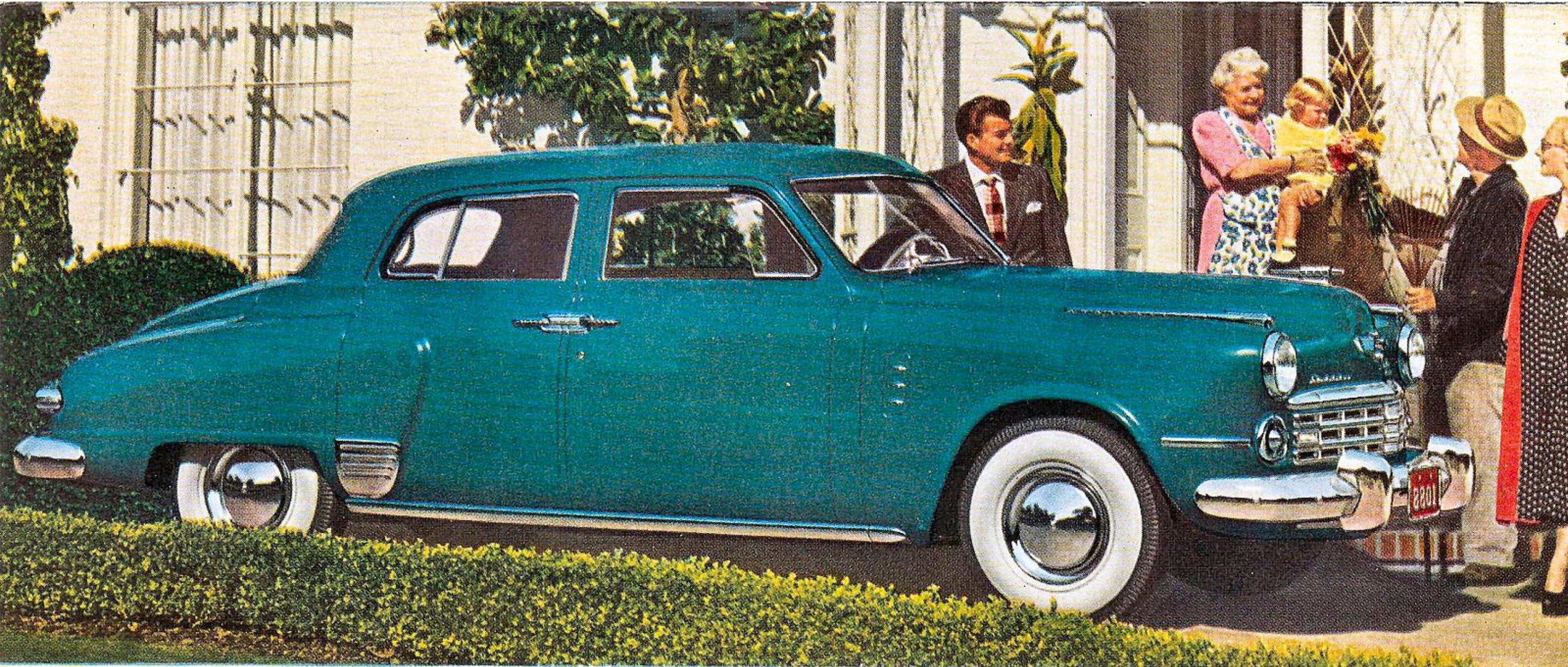


NEW 1949 STUDEBAKERS

(ABOVE) COMMANDER REGAL DE LUXE STARLIGHT COUPE FOR 5
THIS BODY STYLE ALSO AVAILABLE IN CHAMPION MODEL



1949 Studebaker Regal De Luxe Land Cruiser for 6 passengers



New 1949 Studebakers

A NEW VOGUE IN INTERIORS
BY STUDEBAKER STYLISTS!

A new Studebaker style leader now swings on the scene! A dramatic new version of the new vision, the new ride, the flight-streamed new look that Studebaker originated!

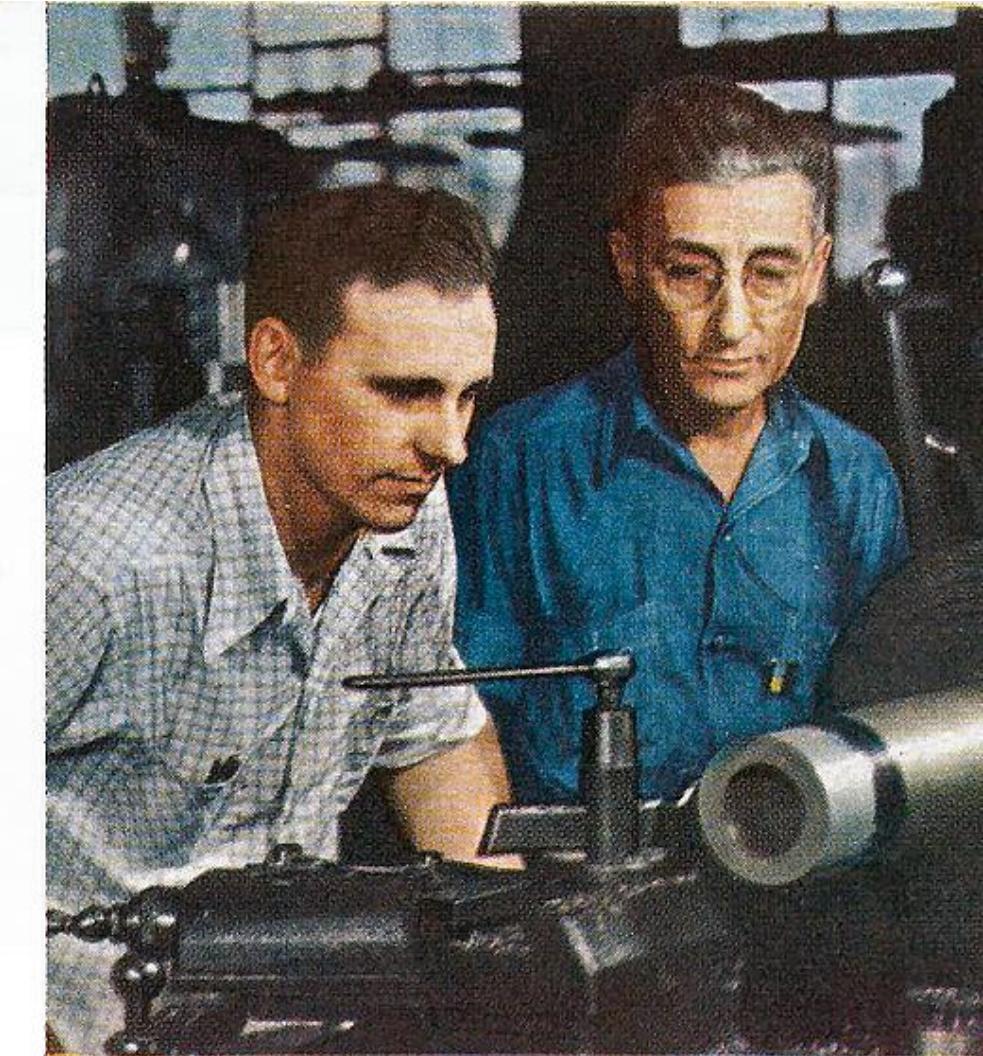
A new Commander with new power! A new Champion with new glamor! A special extra-long-wheelbase new Land Cruiser—style-marked with a new distinction!

You open the doors on new beauty that makes you gasp—refreshingly different new decorator-fabric upholsteries of captivating tones and richness—superbly designed new instrument panels and appointments.

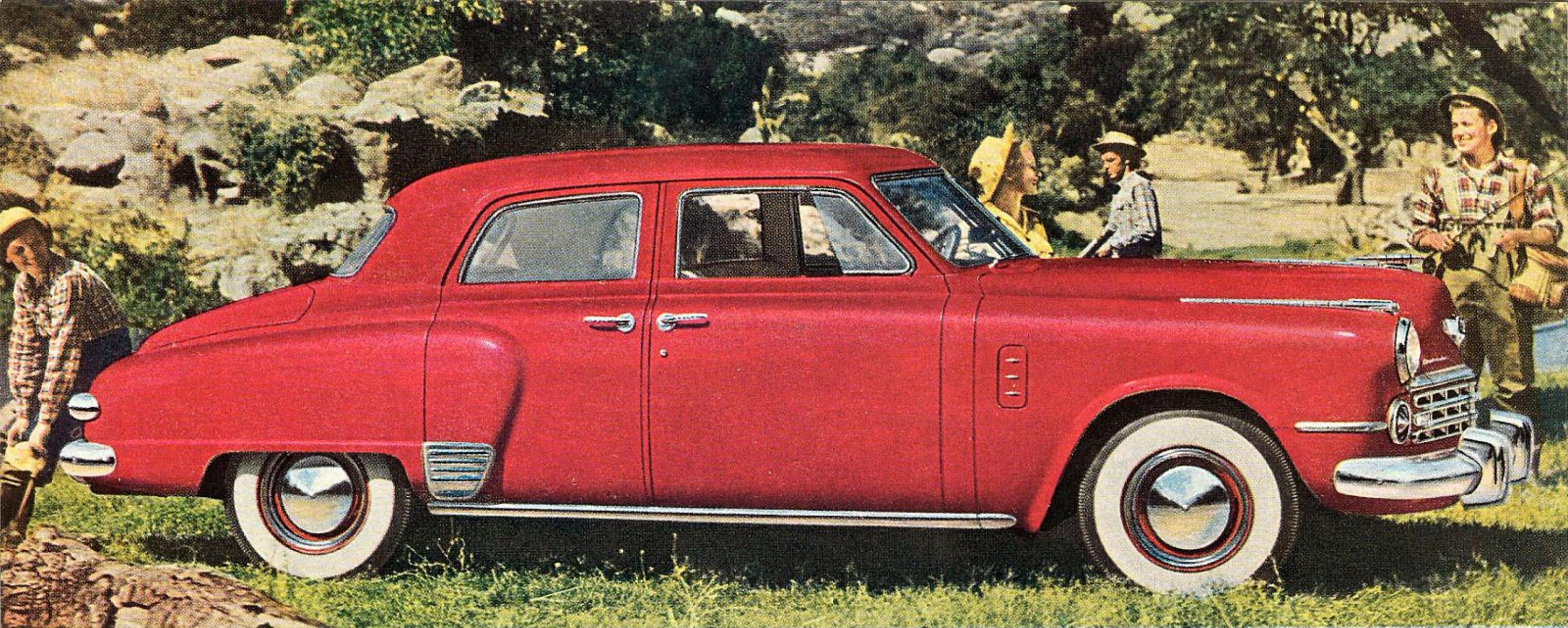
Body finishes in new colors that raid the spectrum! Spacious new sedans, coupes and convertibles with smartly styled new grilles, massive new wrap-around bumpers—and the most attractive contours that ever graced a car.

It's a Studebaker year again all over America.

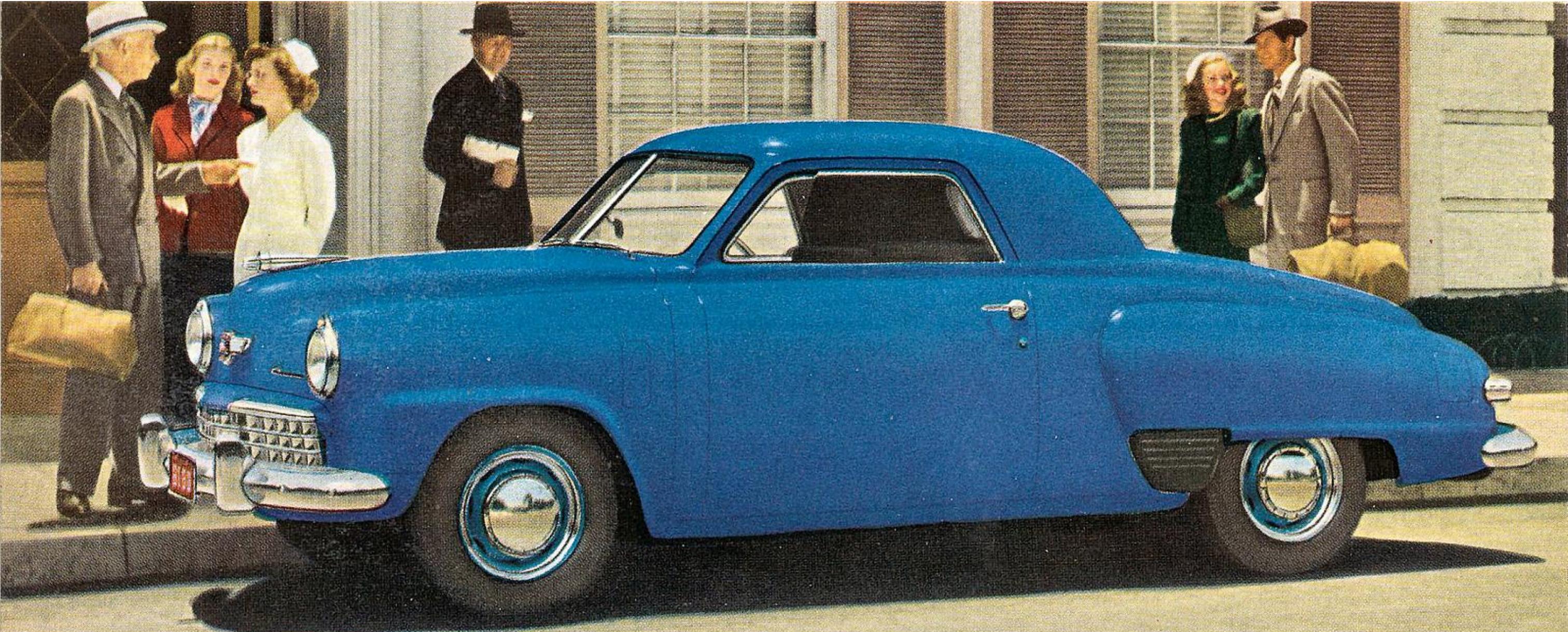
(AT LEFT) A VIEW INSIDE THE 1949 LAND CRUISER



The finest craftsmen in the motor car industry—many of them father-and-son teams—build these distinctive new Studebakers with painstaking care—save you many a repair dollar. This well-nigh flawless craftsmanship is one of Studebaker's proudest traditions, dating back to the founding of the business 97 years ago.



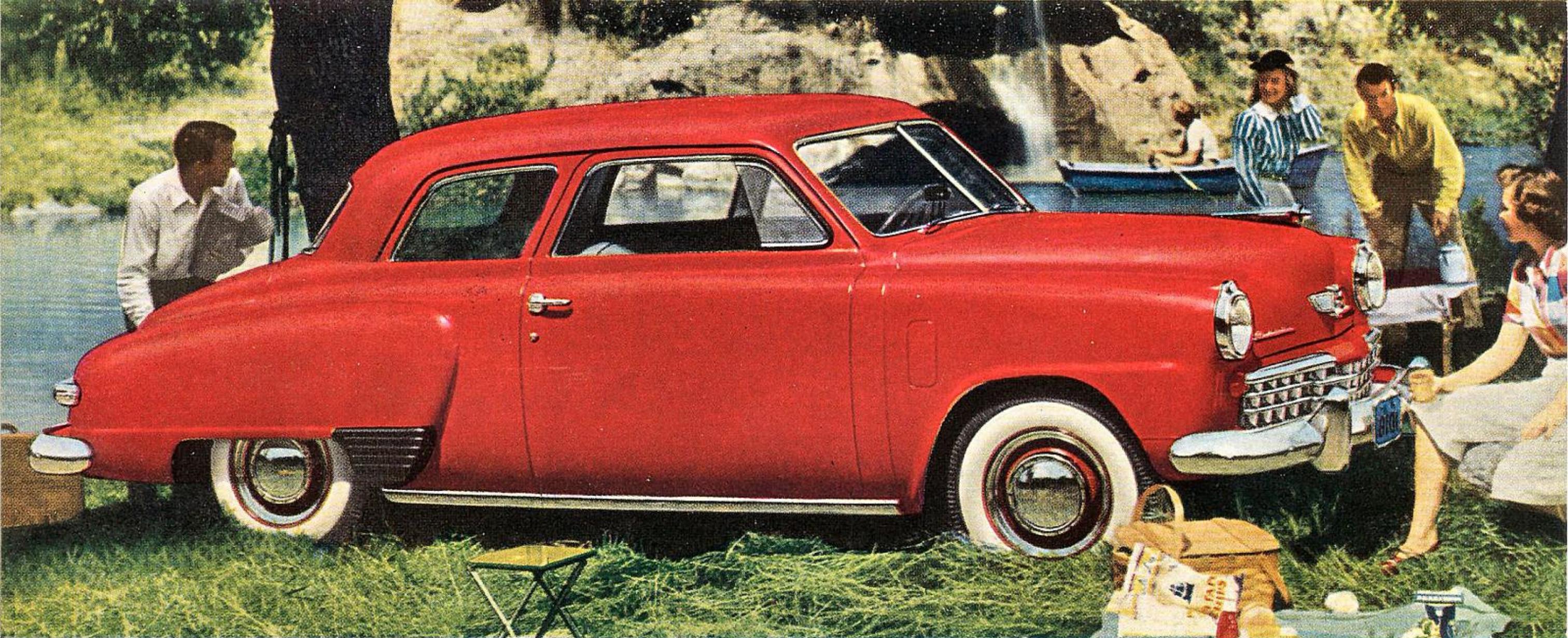
1949 Studebaker Commander Regal De Luxe 4-door Sedan for 6 passengers. This body style also available in the Champion model



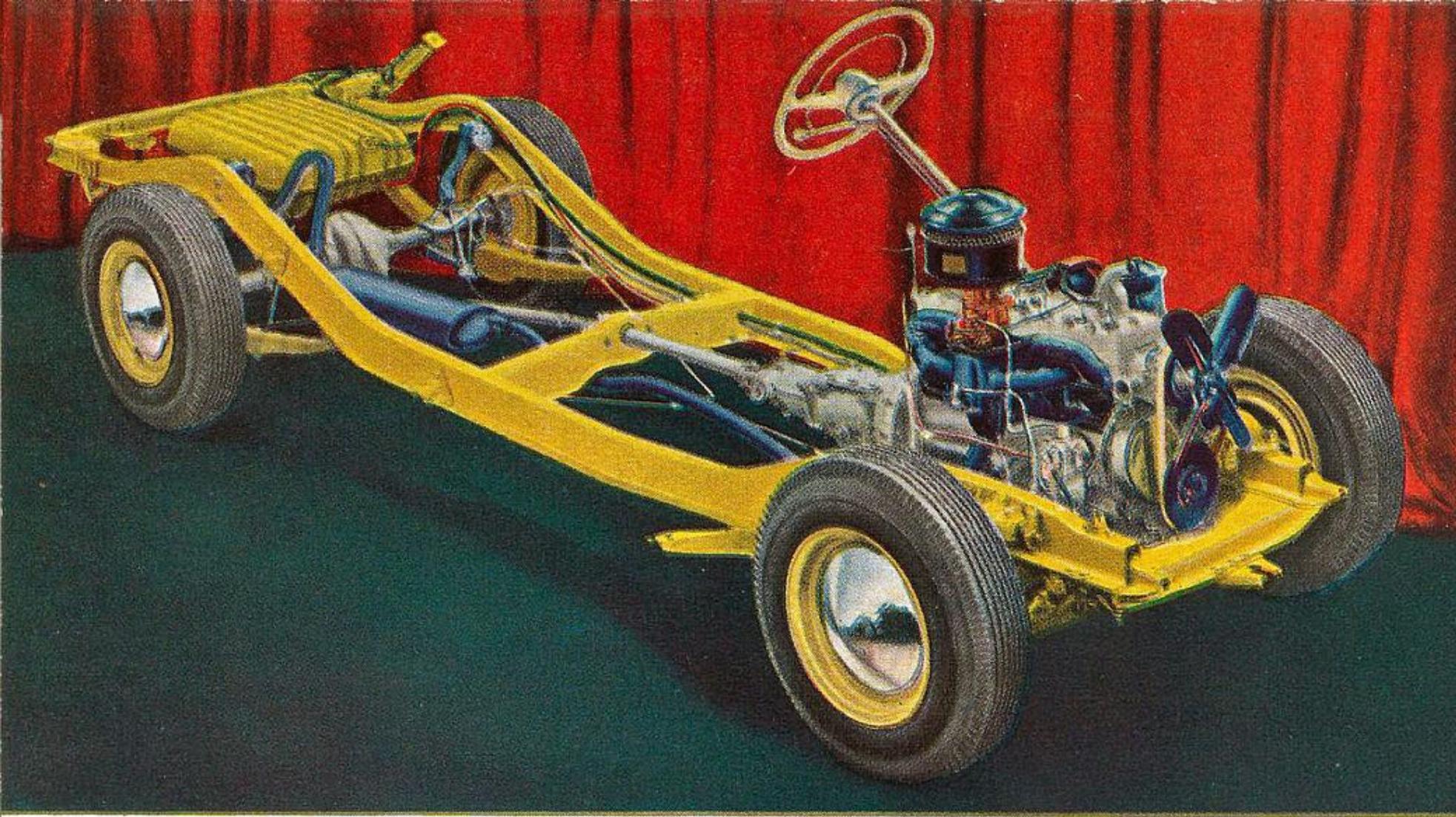
1949 Studebaker Champion De Luxe Coupe for three passengers



1949 Studebaker Commander Regal De Luxe Convertible for 5 passengers. This body style also available in the Champion model



1949 Studebaker Champion Regal De Luxe 2-door Sedan for 6 passengers. This body style also available in the Commander model



White sidewall tires, bright metal wheel discs and trim rings and license plate frames available on all models at extra cost.

Here's the "inside story" of the brilliant-performing 1949 Studebaker!

Gas-saving automatic overdrive* • "black light" instrument dials • self-adjusting brakes • automatic hill holder† • Climatizer heating and ventilating* • self-stabilizing independent front wheel suspension • wide rim wheels and wide tread tires • anti-vibration rubber engine mountings • super-smooth crankshaft with vibration damper • heat-dam aluminum alloy pistons • full-pressure oiling system • full-length water jacketing • automatic current and voltage regulated generator • variable ratio steering—shockless steering linkage • automatic choke control • automatic spark and heat controls • anti-vapor lock fuel system • high capacity shock absorbers • direct-action hand parking brake • full-power muffler—rubber mounted • anti-twist box-section frame.

*Available on all models at extra cost.

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