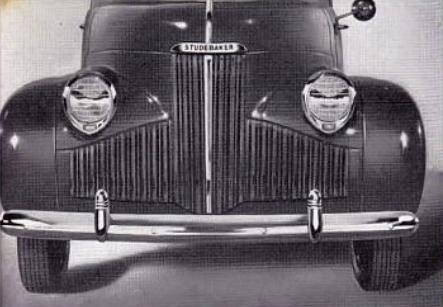


# NEW HALF-TON TRUCK ECONOMY!

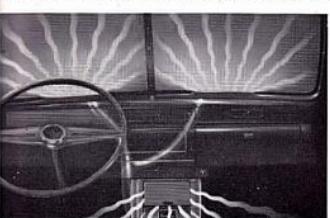


THE  
*Coupe Express*  
HALF-TON  
PICK-UP

by STUDEBAKER



Modern styling marks the Studebaker Coupe Express. Front-end treatment brings you a smart grille, color-matched with the body and flanked by modern sealed-beam headlamps. Whether your business is retail delivery, pickup work on the farm, or terminal-to-store transport, the striking style of the Coupe Express is a valuable advertising asset. Bumper guards available at extra cost.



Defroster-vents are provided, ready for hook-up with standard Studebaker coupe heater. Vee windshield is extra large, with dual sun visors and dual windshield wipers, standard equipment. Copacious dash compartment and finest instrument board equipment. All driving aids quickly visible on it, too.



The finest door latch in existence! Another outstanding Studebaker feature. Rotary type, pioneered by Studebaker for your added safety. Closes without slamming. Never opens accidentally. Grows better, snugger with use. Upkeep no problem with these latches.

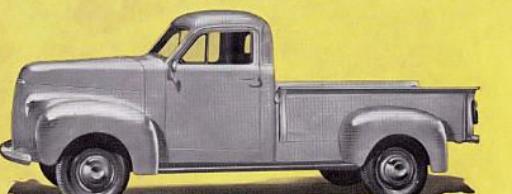


Perfect ventilation—in any weather. Vertical metal division moulding lowers with window glass, affording free arm-room for signaling. Angle-set vanes may be kept open in driving rain—an exclusive feature. Comfortable in summer and winter alike.



For utmost driving safety and efficiency Coupe Cab windshield is extra large. Sun visors, windshield wipers, built-in defrosting vents all help to give added safety.

Inside measurements of pick-up body: Length 78-3/16", width 48-1/2", height 16-3/4". Added loading space with 6" flare boards. One-piece steel body is unit-welded and reinforced. All-steel cab insulated against heat, cold, noise.



## Get double-duty from your dollars! Here's full Coupe comfort, plus sturdy utility delivery

### Top operating economy

America at war learned that waste weakens the life-line. America at peace is remembering this lesson. Farmers and merchants have found new ways of making each dollar do double duty. Materials and equipment must meet the test of economy.

The Studebaker Coupe Express leads the field in transportation value and top operating economy. Studebaker's gas-saving, tire-saving engineering and its repair-saving craftsmanship are offered to truckers in one bright package—the Studebaker Coupe Express half-ton pick-up. It is a hefty, husky, rugged hauling unit and a

roomy, easy-riding, quick-performing commercial car. Its power plant is the exceptionally economical six-cylinder

Studebaker engine that gave such a fine account of itself in the Studebaker Weasel personnel and cargo carrier at the fighting fronts. Big, 6.50x16, 6-ply tires last longer because they are well balanced and the weight they carry is evenly distributed.

This Coupe Express is not the ordinary, hard-riding pick-up truck. It is a two-purpose commercial car of modern styling, designed to do the job quickly, economically and comfortably.



Without overdrive

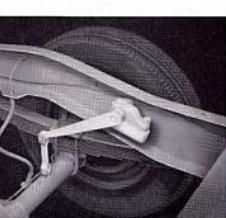


With overdrive—you get 3 to 5 miles free

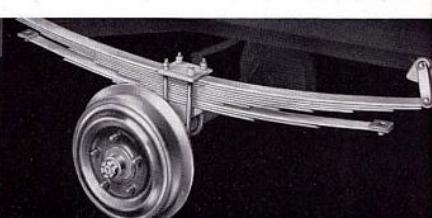
OVERDRIVE CUTS FUEL COST



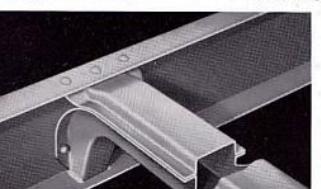
Exclusive automatic choke! Full automatic carburetor heat control, octane selector and automatic spark control. Fast starting, freedom from "ping" and every ounce of power developed by the fuel put to useful work!



Standard equipment! Finest heavy-duty hydraulic shock absorbers, front and rear, bushed in live rubber, soak up the road-shocks, cushion the load, prolong chassis life, and materially reduce driver fatigue.

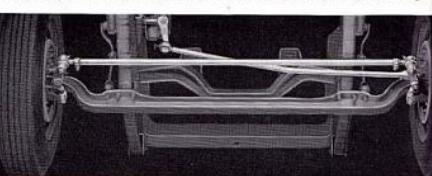


Long, flexible, easy-riding, two-stage rear springs are standard. Big, powerful, dependable, self-equalizing hydraulic brakes of latest two-shoe type give your Coupe Express the surest of stopping ability. Parking brake is on rear wheels, independent of load. Composite brake drums assure long lining life, cool operation, and freedom from warping and scoring. Proper load balance further enhances roadability.



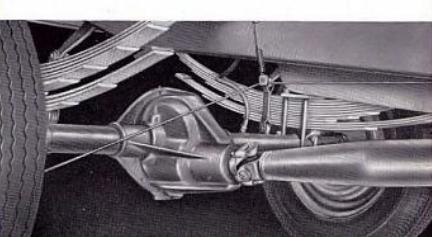
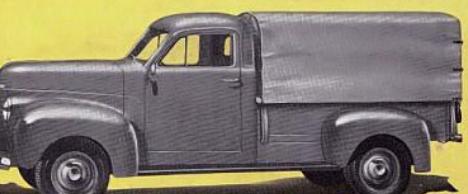
### Sturdiness

Revolutionary frame-rigidity! Note the sturdy construction of the Studebaker frame and the solidity of its great 7-inch side member! Box-type cross members take the strain where load is heaviest.



Two-stage rear springs and shock absorbers all around provide a big margin of extra comfort. Newest type cross steering, with spring-loaded joints absorbs shocks.

Heavy duty semi-floating rear axle with Hypoid drive for quiet operation and minimum service needs. Differential and pinion bearings are the adjustable tapered roller type. Hotchkiss drive through needle bearing universal joints for better traction.



# STUDEBAKER

## Coupe-Express

### Half-Ton Pick-up

#### SPECIFICATIONS

	Coupe Express Half-Ton Pick-Up
Model MS.	
Maximum gross rating.	4500 lbs.
Wheelbase.	113"
Vehicle Net Weight:	Shipping Weight Road Weight
Chassis, cab and 6 1/2' pick-up body (with four wheels 6.50/16 tires)	2710 lbs. 2855 lbs.
<b>ENGINE</b>	
Type.	L-head
No. of cylinders, bore and stroke.	6 cyl., 3" x 4"
Piston material.	Cast iron
Rated horsepower (S.A.E.)	170
Maximum developed horsepower.	216
Maximum torque (ft. lbs.)	80
Compression ratio.	13.4
Full pressure lubrication.	Yes
Oil tank capacity.	5 qts.
Oil Filter (fram) P4.	Yes
<b>PISTONS</b>	
Type.	Heat dam, T-slot, cam ground, tin plated
Material.	Aluminum alloy
<b>CRANKSHAFT</b>	
No. of bearings.	4
Bearing journal diameter.	2.7/16"
Total bearing surface (sq. in.).	.39
<b>COOLING SYSTEM</b>	
Radiator core.	Cellular
Frontal area of radiator core.	336 sq. in.
Depth of core.	2-1/4"
Thermostatic control.	Yes
Cooling system capacity.	10.5 qts.
<b>FUEL SYSTEM</b>	
Gasoline tank capacity.	18 gals.
Type fuel feed.	Mechanical pump
Carburetor, make and size.	Carter, 1-1/4"
Automatic octane selector.	Yes
Type of air cleaner.	Oil bath - 1 pt.
<b>CLUTCH</b>	
Type.	Single plate, dry disc
Self-actuating type.	Yes
Spring loaded hub.	Yes
<b>ELECTRICAL SYSTEM</b>	
Generator.	Battery
No. of volts.	6
No. of battery plates.	15
Ampere hour capacity.	90
Generator.	Air cooled, shunt wound, hi-output
Automatic voltage and current control.	Yes
Automatic spark control.	Yes
<b>TRANSMISSION</b>	
No. speeds forward.	3
Gear reductions—1st.	2.34 to 1
2nd.	1.85 to 1
3rd.	1 to 1
Reverse.	4.53 to 1
Silent in what gears.	All
Oil capacity.	2-1/2 pts.
<b>OPTIONAL TRANSMISSION (at extra cost)</b>	
Gear reductions—1st.	4 Spd. Overdrive
2nd.	3.09 to 1 1.55 to 1
3rd.	1.69 to 1 1 to 1
4th.	1 to 1 .722 to 1
Reverse.	.782 to 1 3.48 to 1
Silent in what gears.	All
Oil capacity.	6 pts. 4 1/2 pts.
<b>UNIVERSAL JOINTS</b>	
Type.	Cross and trunnion
Type of bearings.	Needle
<b>REAR AXLE</b>	
Type.	Semi-floating
Type of final drive.	Hypoid
Rear axle ratio.	4.82 to 1
Tread.	59.9/16"
Road clearance.	7-13/16"
<b>FRONT AXLE</b>	
Type.	Reverse Ellipt.
Tread.	59-15/16"
Road clearance.	11-1/16"
<b>TIRES</b>	
Standard—Front and rear.	6 ply 6.50/16
<b>WHEELS</b>	
Type.	Steel disc
Base size.	16"
<b>STEERING</b>	
Type.	Cam and twin lever
Ratio.	14.2 to 1
Steering wheel diameter.	17"
Shockless steering.	Yes
<b>FRONT SPRINGS</b>	
Type.	Semi-elliptic
Length and width.	36" x 1-3/4"
No. of leaves.	8
Shackles.	Rubber mounted

#### REAR SPRINGS

Type.	Two-stage—Semi-elliptic
Length and width.	51" x 1-3/4"
No. of leaves.	11
Shackles.	Rubber mounted

#### SERVICE BRAKES

Type.	Lockheed hydraulic
No. of shoes per drum.	2
Drum material.	Composite with polished braking surface
Size—Front.	21" x 2"
Rear.	11" x 2"
Lining thickness.	.16"
Total effective area.	157 sq. in.

#### PARKING BRAKE

Location and type.	Rear wheel shoe
Total effective area.	.78-3/4 sq. in.

#### FRAME

Depth of side member.	.7-1/16"
Width of flange.	2-1/64"
Thickness.	.9/64"
Width of frame.	.33-7/8"
No. of cross members (4 of which are box type).	.6

#### CHASSIS, CAB AND BODY EQUIPMENT

Includes long running boards with front and rear fenders; chrome front bumper; Sealed Beam headlights, one horn; oil bath type air cleaner; Fram oil filter; combination stop and tail lights with license bracket; tire carrier with spare wheel; steel shock absorbers; Zerk fittings; hood lock; hood and front door handle; timer switch; instrument panel with hood lock control; radio opening and package compartment; leather fabric upholstery; arm rests; dome light; safety glass; rotary door latches; controlled ventilation; dual sun visors; dual windshields; wipers; outside rear view mirror; colors: Berkshire Gray, Desert Tan, Nassau Blue, Forest Green and Black; fenders painted in color to match.

#### OPTIONAL EQUIPMENT (at extra cost)

Hill-holder; six-blade fan; dual horns; rear bumper; four-speed transmission; over-drive transmission with steering post gearshift; heater; radio; bumper guards; heavy duty springs; outside extension rear view mirror.

#### 6 1/2' PICK-UP BODY DIMENSIONS

Length—Inside.	.78-3/16"
Width—Inside.	.46-1/2"
Height—Inside (to top of flare board).	.16-3/8"

#### THE STUDEBAKER CORPORATION

South Bend 27, Indiana, U. S. A.

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

