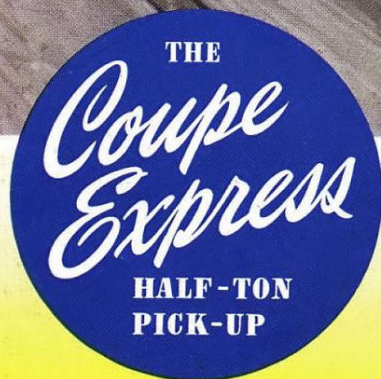


NEW HALF-TON TRUCK ECONOMY!



by **STUDEBAKER**



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

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

Top operating economy

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.

OVERDRIVE CUTS FUEL COST



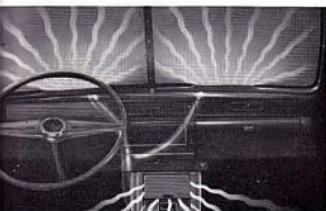
Without overdrive



With overdrive—you get 3 to 5 miles free

Studebaker's Economatic Overdrive is a money-saver! Operative just above 30 miles an hour, it allows engine revolutions to decrease approximately one-third, saving gas and vastly reducing engine wear. Yet you instantly get direct-drive for emergency acceleration. Available, with steering-post gearshift, at extra cost.

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. Capacious dash compartment and finest instrument board equipment. All driving aids quickly visible on it, too.



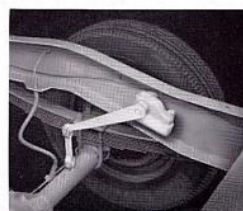
The finest door latch in existence! Another outstanding Studebaker feature. Rotary type, pioneered by Studebaker for your added safety. Closes without slamming. Never opens accidentally. Grows better, snuggles with use. Upkeep no problem with these latches.



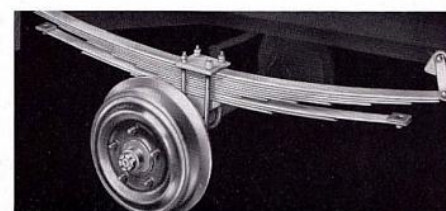
Perfect ventilation in any weather. Vertical metal division moulding lowers with window glass, affording free arm-room for signaling. Angle-set vanes may be kept open in driving rain—an exclusive feature. Comfortable in summer and winter alike.



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, sock 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.

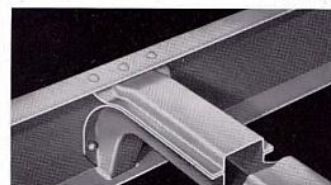


For utmost driving safety and efficiency Coupe Cab windshield is extra large. Sun visors, windshield wipers, built-in defrosting vents all help to give added safety.

Safety

Visibility! None of that cramped-in, neck-craning, dangerous skimpiness in the Coupe Express Cab! It has exceptionally wide doors and an unusually wide seat. Windshield of safety glass is extra big.

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.



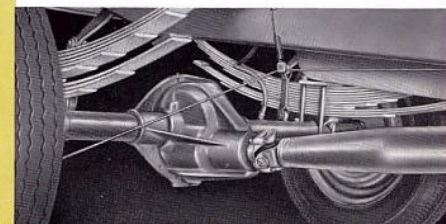
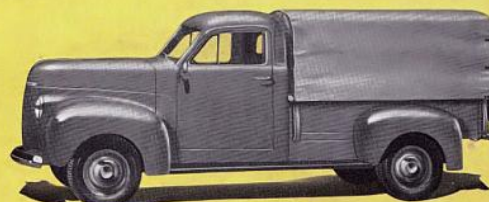
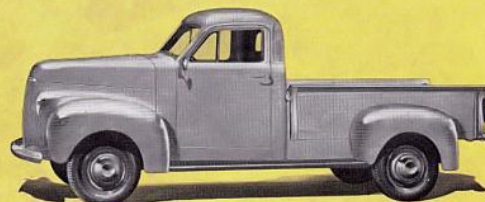
Pick-up body of exceptionally strong welded steel construction. Corrugated steel strips, set flush, covering all floor joints. Caravan top available at extra cost. Height from floor of body, 4 feet. Traditional Studebaker durability makes this pick-up truck an economy aid to your business.

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

Model M5	Coupe Express Half-Ton Pick-Up
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 6 ply 6.50/16 tires)	2710 lbs. 2855 lbs.

ENGINE

Type	L-head
No. of cylinders, bore and stroke	6 cyl., 3" x 4"
Piston displacement (cu. in.)	170
Rated horsepower (S.A.E.)	21.6
Maximum developed horsepower	80
Maximum torque (ft. lbs.)	134
Compression ratio	6.5 to 1
Full pressure lubrication	Yes
Crankcase capacity	5 qts.
Oil Filter (Fram) F4	Yes

PISTONS

Type	Heat dam, T-slot, cam ground, tin plated
Material	Aluminum alloy

CRANKSHAFT

No. of bearings	4
Bearing journal diameter	2-7/16"
Total bearing surface (sq. in.)	39

COOLING SYSTEM

Radiator core	Cellular
Frontal area of radiator core	336 sq. in.
Depth of core	2-1/4"
Thermostat	Yes
Cooling system capacity	10.5 qts.

FUEL SYSTEM

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.

CLUTCH

Type	Single plate, dry disc
Self-ventilating type	Yes
Spring loaded hub	Yes

ELECTRICAL SYSTEM

Current source	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

TRANSMISSION

No. speeds forward	3
Gear reductions—1st	3.34 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.

OPTIONAL TRANSMISSION (at extra cost)

Gear reductions—1st	4-Speed Overdrive
2nd	6.4 to 1 2.87 to 1
3rd	3.09 to 1 1.85 to 1
4th	1.69 to 1 1 to 1
Reverse	7.82 to 1 3.48 to 1
Silent in what gears	Fourth All
Oil capacity	6 pts. 4 1/2 pts.

UNIVERSAL JOINTS

Type	Cross and trunion
Type of bearings	Needle

REAR AXLE

Type	Semi-floating
Type of final drive	Hypoid
Rear axle ratio	4.82 to 1
Tread	59.9/16"
Road clearance	7-13/16"

FRONT AXLE

Type	Reverse Elliott
Tread	59-15/16"
Road clearance	7-11/16"

TIRES

Standard—Front and rear	6 ply 6.50/16
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WHEELS

Type	Steel disc
Base size	16"

STEERING

Type	Cam and twin lever
Ratio	14.2 to 1
Steering wheel diameter	17"
Shockless steering	Yes

FRONT SPRINGS

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	11" x 2"
Rear	11" x 2"
Lining thickness	3/16"
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

Include 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 light with license bracket; tire carrier with spare wheel; shock absorbers; hub covers; Zerk lubrication fittings; foot control headlight dimmer 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 windshield wipers; outside rear view mirror; color: 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	48-1/2"
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.

