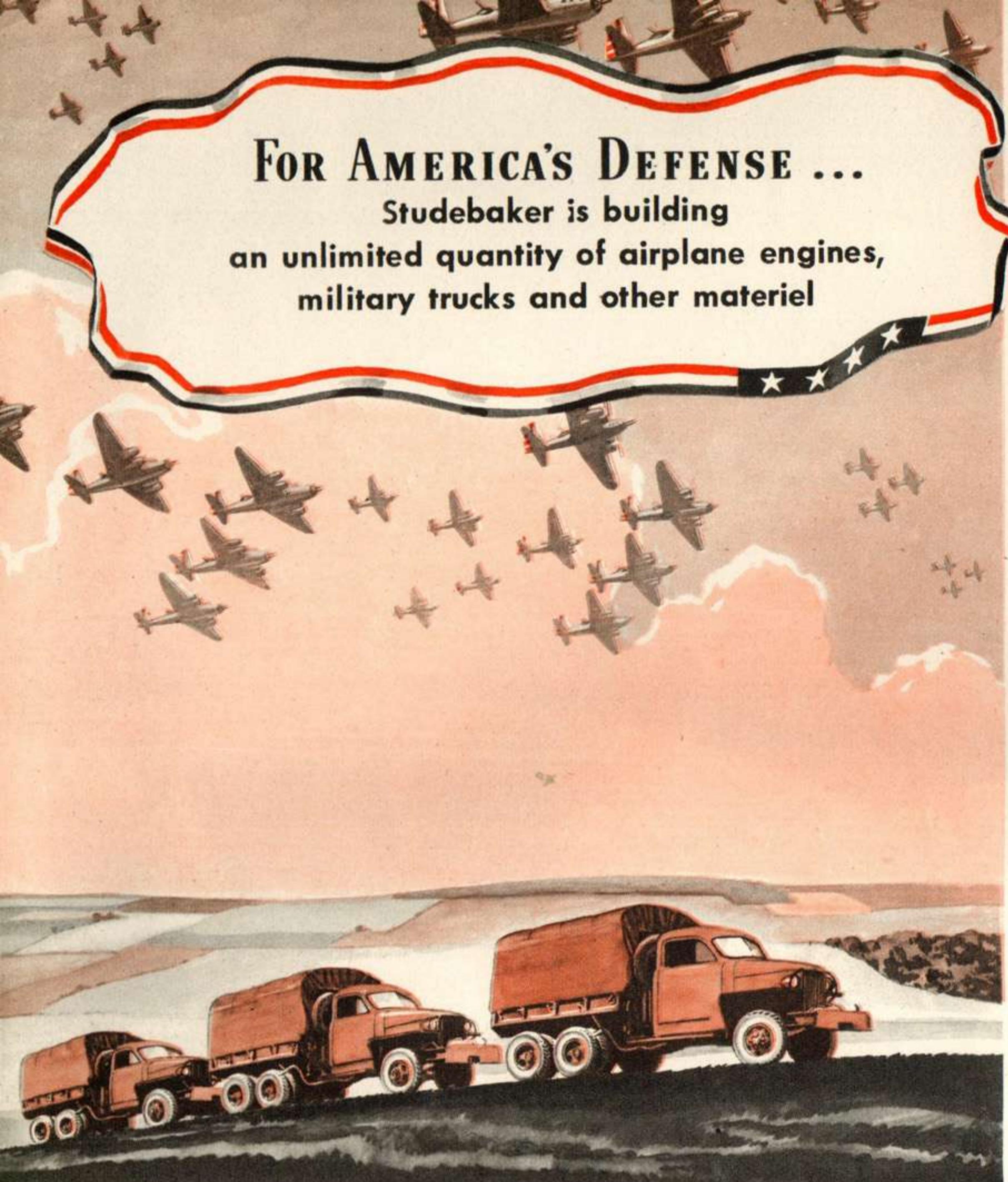


1942 STUDEBAKER CHAMPION



FOR AMERICA'S DEFENSE ...

Studebaker is building
an unlimited quantity of airplane engines,
military trucks and other materiel



FOR AMERICA'S TRANSPORTATION ...

Studebaker is building
a limited number of passenger cars which are
the finest Studebakers ever produced



PRODUCTION for defense has become industrial America's first and foremost responsibility.

Because of the matchless mass production experience of the nation's automotive factories, the government promptly and properly turned to them as its first-line arsenal of defense equipment supply.

The automobile industry is more than living up to this confidence in its ability to produce. And Studebaker owners, particularly, find their own judgment

confirmed in the size and significance of the defense assignments that have been delegated to the "Builder of Champions."

America's motorized transportation, however, is a prime essential to the nation's economic welfare, as well as indispensable to defense progress. And so, it is gratifying news to many, who wish to enjoy the low cost and high efficiency of Studebaker cars, that a limited number of 1942 models is being produced.

In the following pages, the new Studebaker Champions are pictured and described. They are cars of remarkable soundness, performance and economy.

Thanks to the resourcefulness and research of Studebaker's engineering and production staffs, these new Studebaker Champions impressively exemplify how materials critical to national defense can be released for that purpose—without any impairment of Studebaker's traditional standards of quality.



CHAMPION CUSTOM CRUISING SEDAN

Exciting new styling

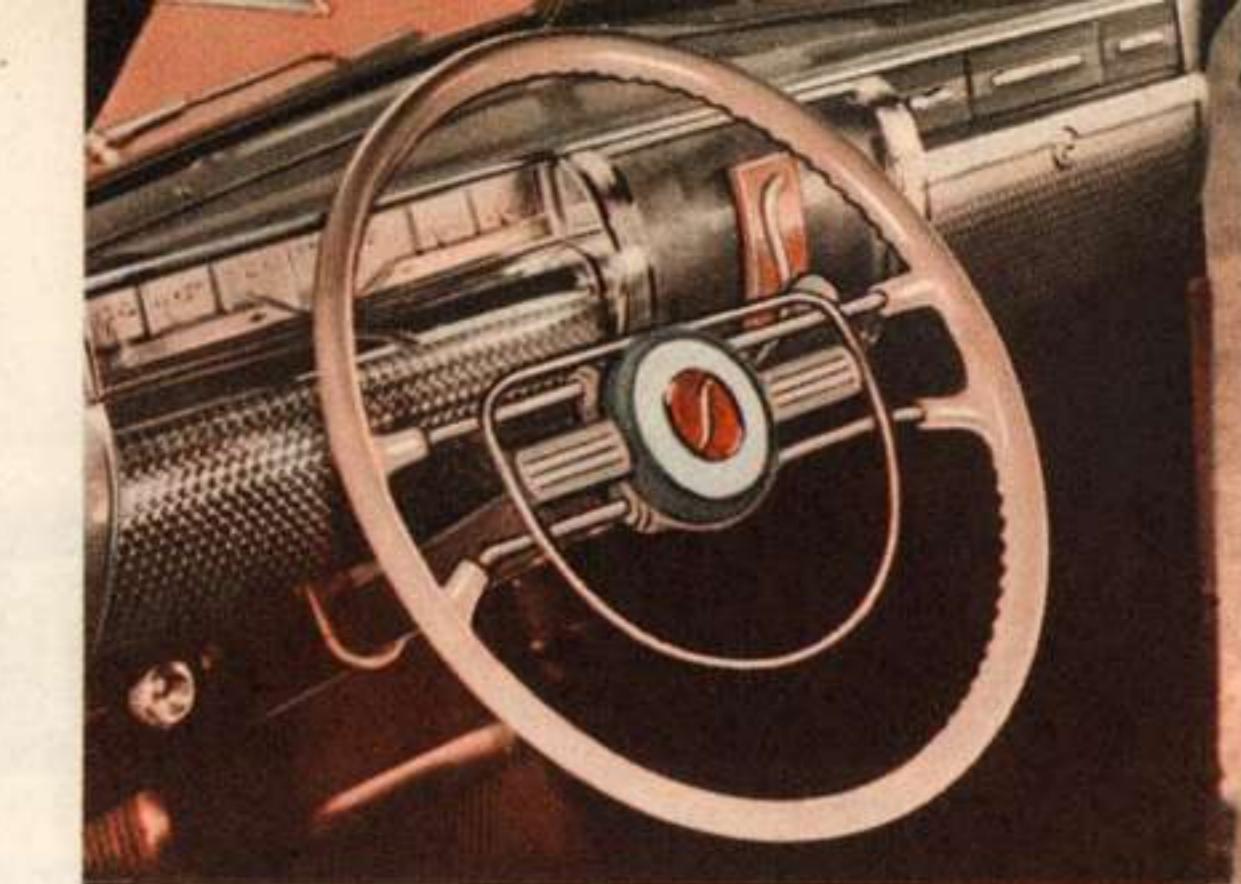
Famed designer Raymond Loewy

again makes the Champion

America's smartest lowest price car



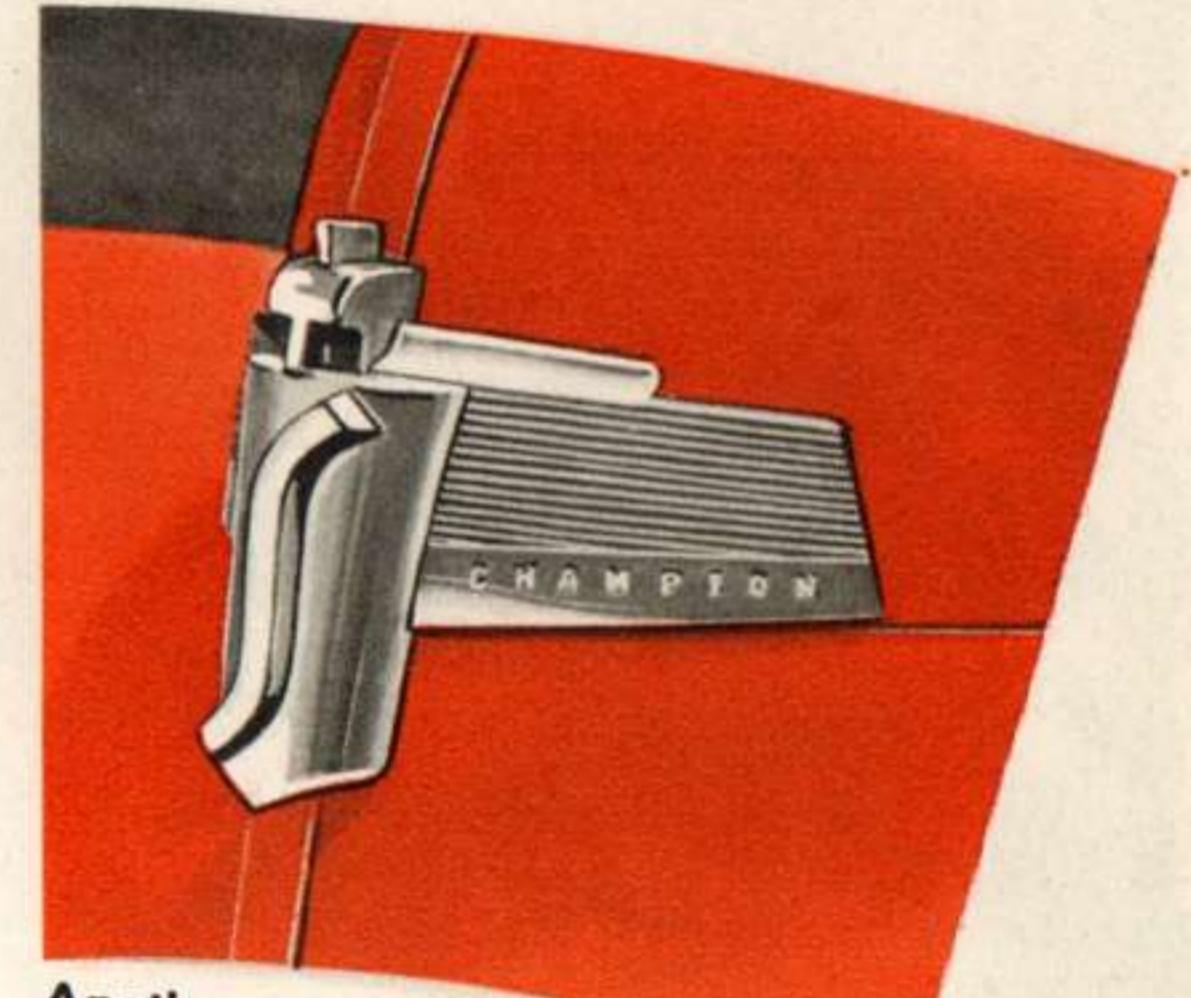
The sealed beam headlights of the 1942 Studebaker Champion are faired into the fender as smoothly as the landing lights on a Stratoliner.



The phantom steering wheel of ivory-toned plastic on the Deluxstyle Champion is as practical as it is good looking, for it gives an unobstructed view of the instrument panel. Finger-tip horn ring.



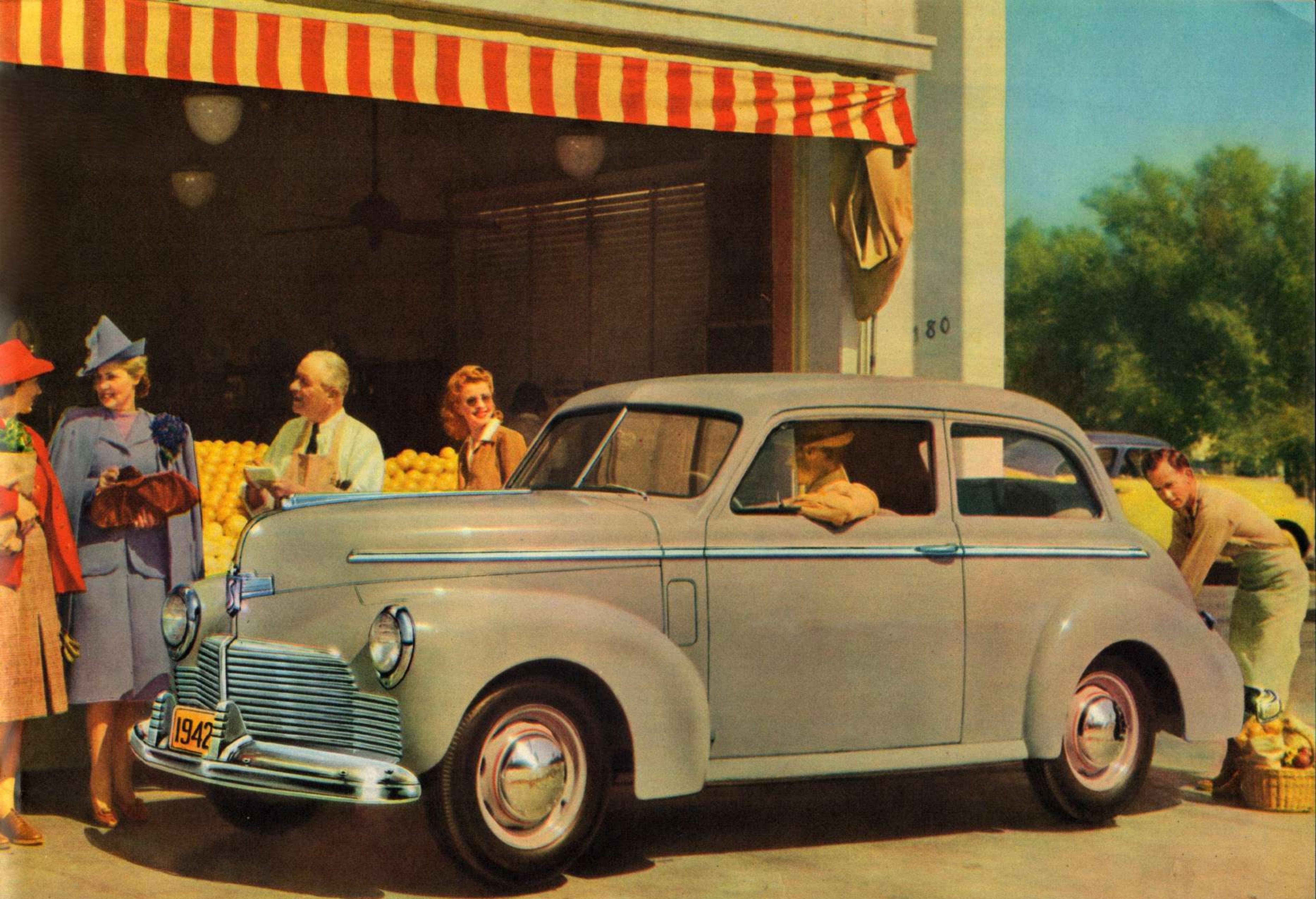
The instrument panel in Deluxstyle models is of glistening engine-turned steel with a gleaming radio grille and plastic control buttons. Instrument board is lacquered in two-tone color combination to harmonize with upholstery in Custom models. Gearshift lever is on steering column.



Another Raymond Loewy touch is the smart hood ornament and lock adorned with the Studebaker "S" and the name "Champion." Catch closes automatically when hood is lowered.



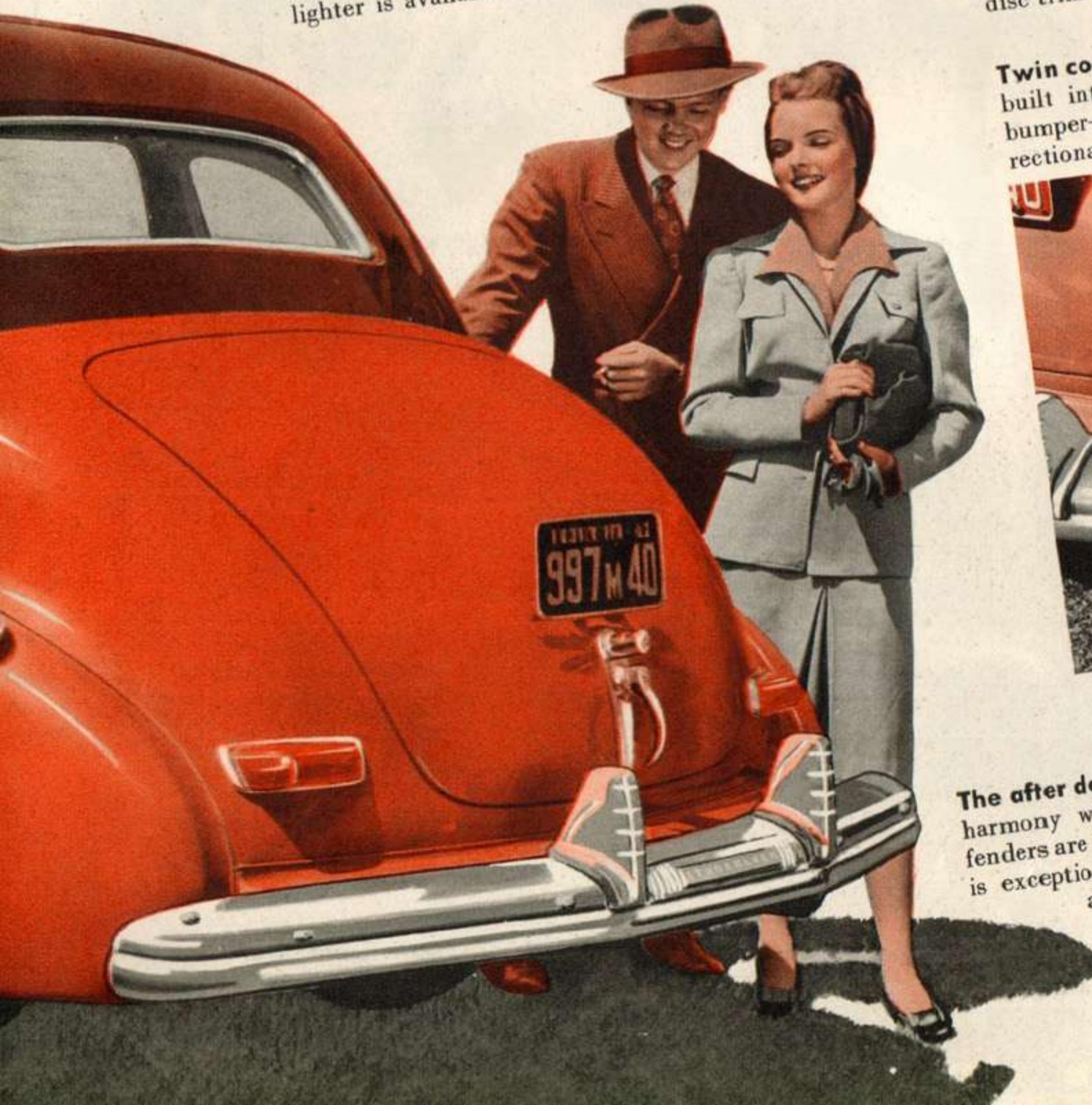
The roomy glove compartment with locking door provides a safe, convenient place to keep road maps, flashlight, purse or small packages. Provision is made for installing an electric clock above the door of the glove compartment.



CHAMPION CUSTOM CLUB SEDAN



The **front seat ash receiver** is conveniently built in just to the right of the radio grille. The ash receiver for rear seat passengers is placed in the back of the front seat of 4-door sedans. Detachable automatic cigarette lighter is available in all models at slight extra cost.



An **extra touch of smartness** is added to the wheel assembly by the trim white disc encircling the polished hub cap. This gives the decorative effect of white sidewall tires at slight extra cost. The disc trim is kept clean with ordinary car washing.

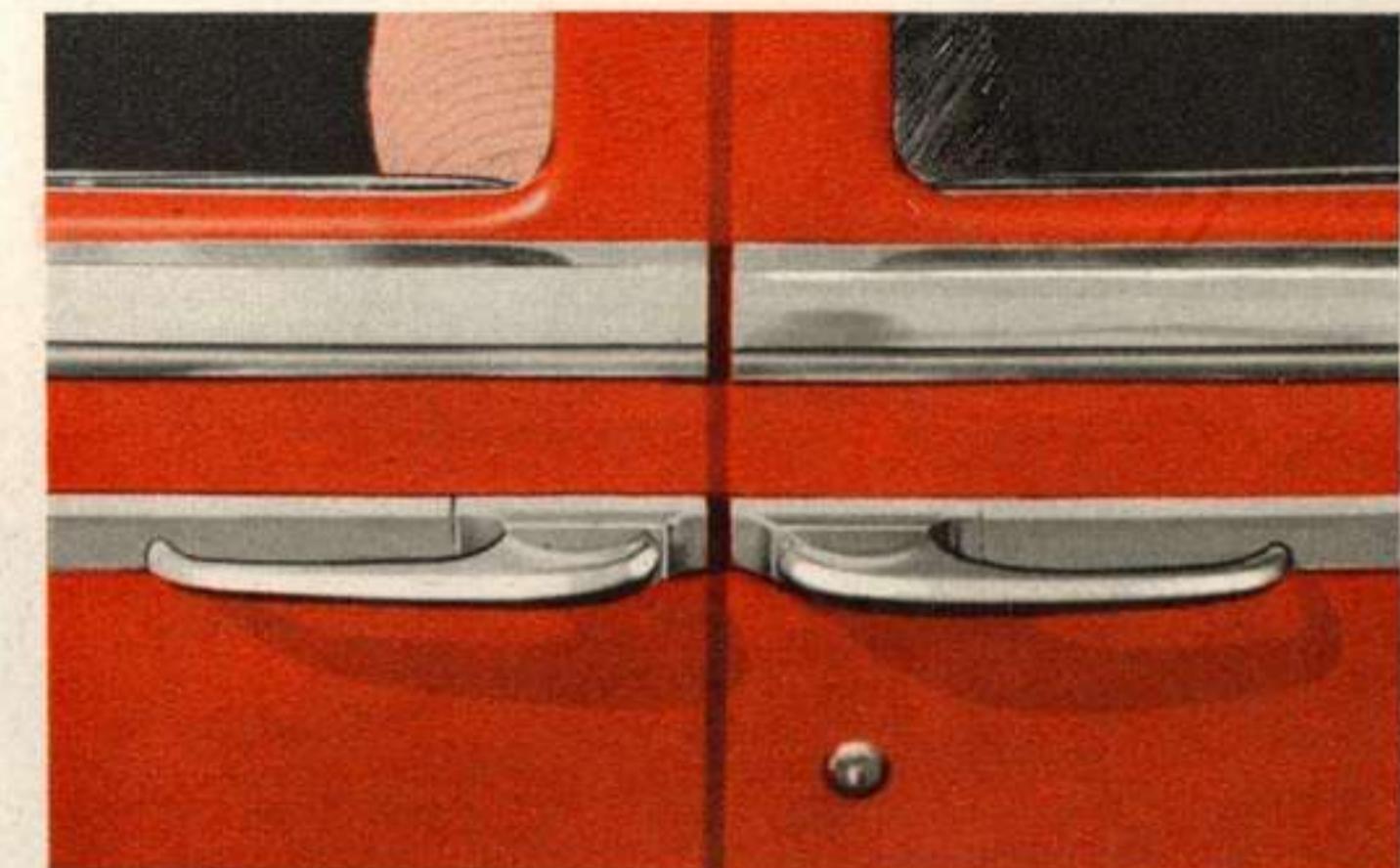
Twin combination tail lights and stop lights are built into the rear body panel just above the bumper—a neat, well-executed design detail. Directional signals in tail lights, slight extra cost.



The **after deck of the 1942 Champion** is in perfect harmony with the low-swung front end. The rear fenders are faired smoothly into the body. The bumper is exceptionally massive and rugged in design. The accurately fitted trunk lid, plus sponge rubber seal, makes trunk dustproof and weather-tight.



The **characteristic good taste of all Studebaker design** is apparent in the door trim of the 1942 Deluxstyle Champion. The fittings are of plastic and polished chromium. The padded arm rest serves as a door pull, and the leatherette toe panel protects the upholstery from being scuffed or marred by soiled shoes.

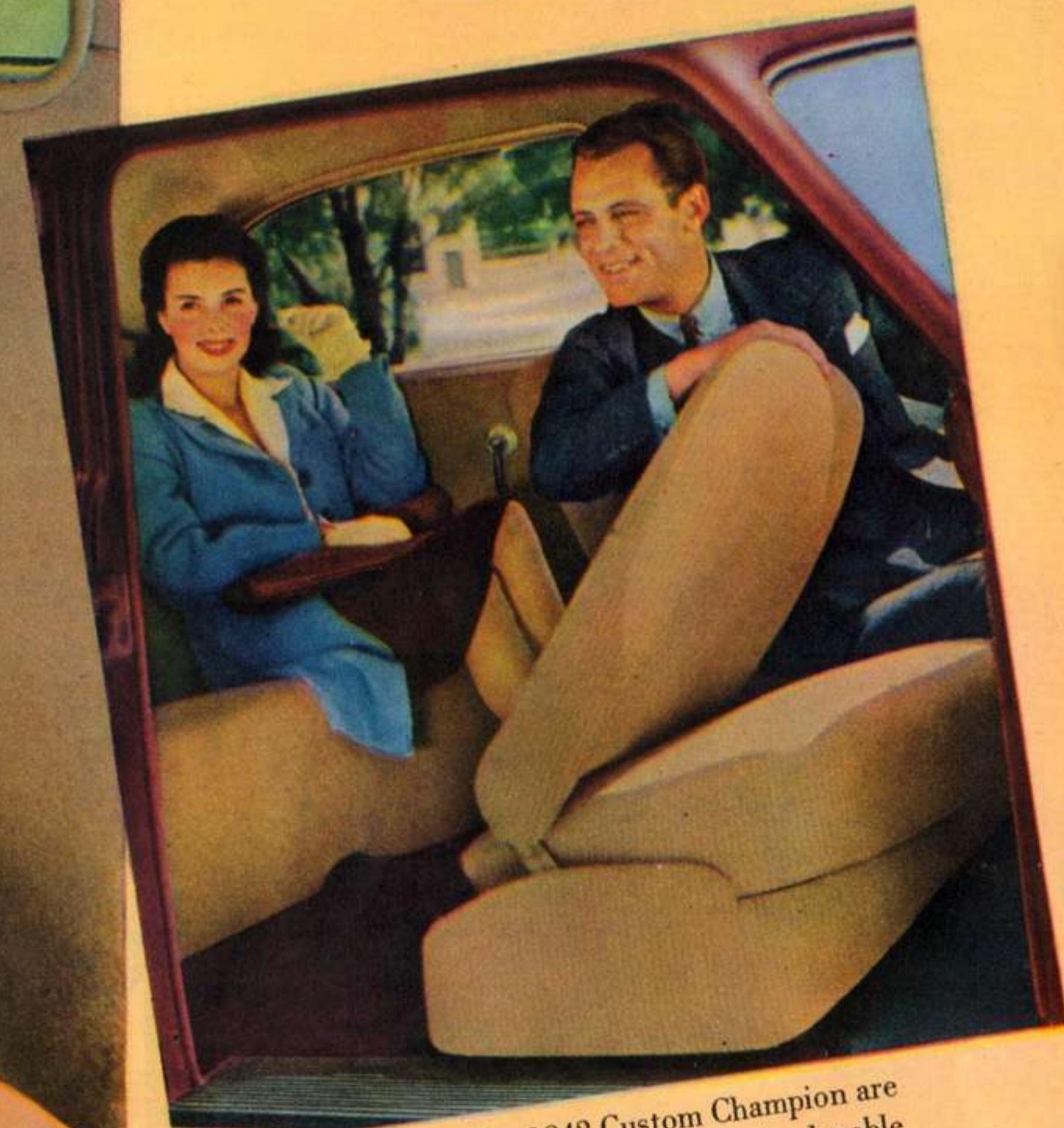


Champion door handles are cleanly designed to blend with the body moulding. There are no knobs or projections to catch on or tear the clothing. Studebaker interior and exterior hardware is finished as exquisitely as costume jewelry.

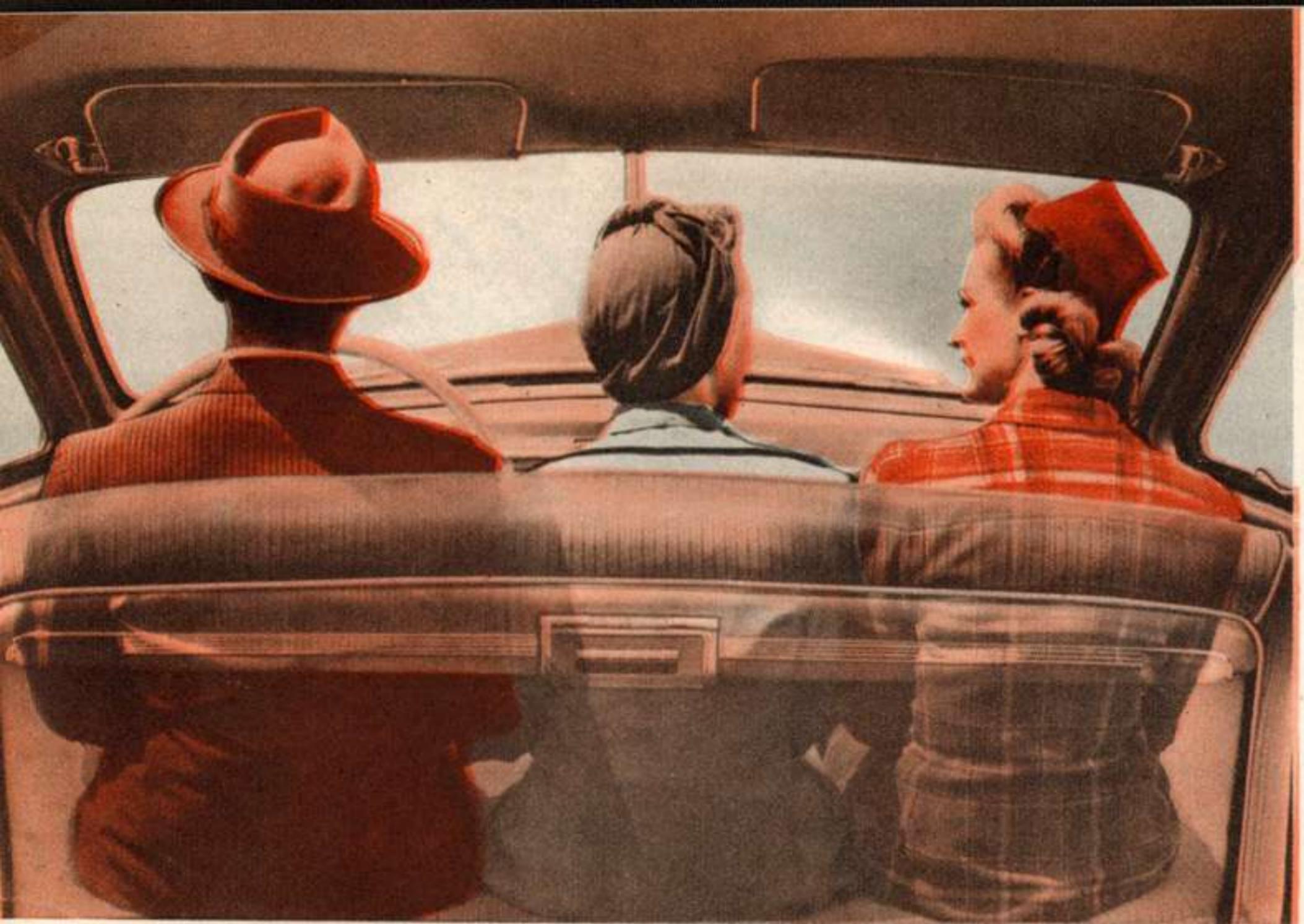


Studebaker Custom Interiors

**exemplify luxury
and good taste**



Upholstery fabrics in the 1942 Custom Champion are a striped cord of superb quality or a soft, durable Canda cloth. Instrument panels and garnish mouldings are finished in harmonizing colors. Illustrated is the two-door Club Sedan, a roomy six-passenger car with easy access to the back seat through the exceptionally wide doors. The back of the front seat is divided so that either side may be tipped forward.



Uncrowded comfort for three passengers is assured by the exceptionally roomy dimensions of the front seat of the 1942 Studebaker Champion. This phantom photograph illustrates the unusual amount of hip and shoulder room provided by the width of the air-streamed body with its curved panels.



Unusual roominess isn't the only advantage of the trunk compartment of the 1942 Champion. Trunk interior is lighted by the tail lamps; the lid on Sedans has counterbalanced hinges that hold it open or closed without locking. Rubber moulding seals the trunk against rain and dust.

Here's the roominess you're looking for **There's nothing small about this Champion except its price**



Extra leg room is provided by a recess under the back of the front seat. The comfortably angled foot rest is carpeted to match rear compartment rug.

Plenty of room to get in or out is provided by the exceptionally wide, high doors of the Champion. There is no awkward twisting or turning. And the floors and concealed running boards are curb height.



Observation-car visibility for all passengers is an advantage of these distinctive new Studebakers. Slender corner and door pillars, and very high, wide windshield and windows, provide ample eye view in all directions. There are no dangerous "blind spots."



CHAMPION CUSTOM COUPE

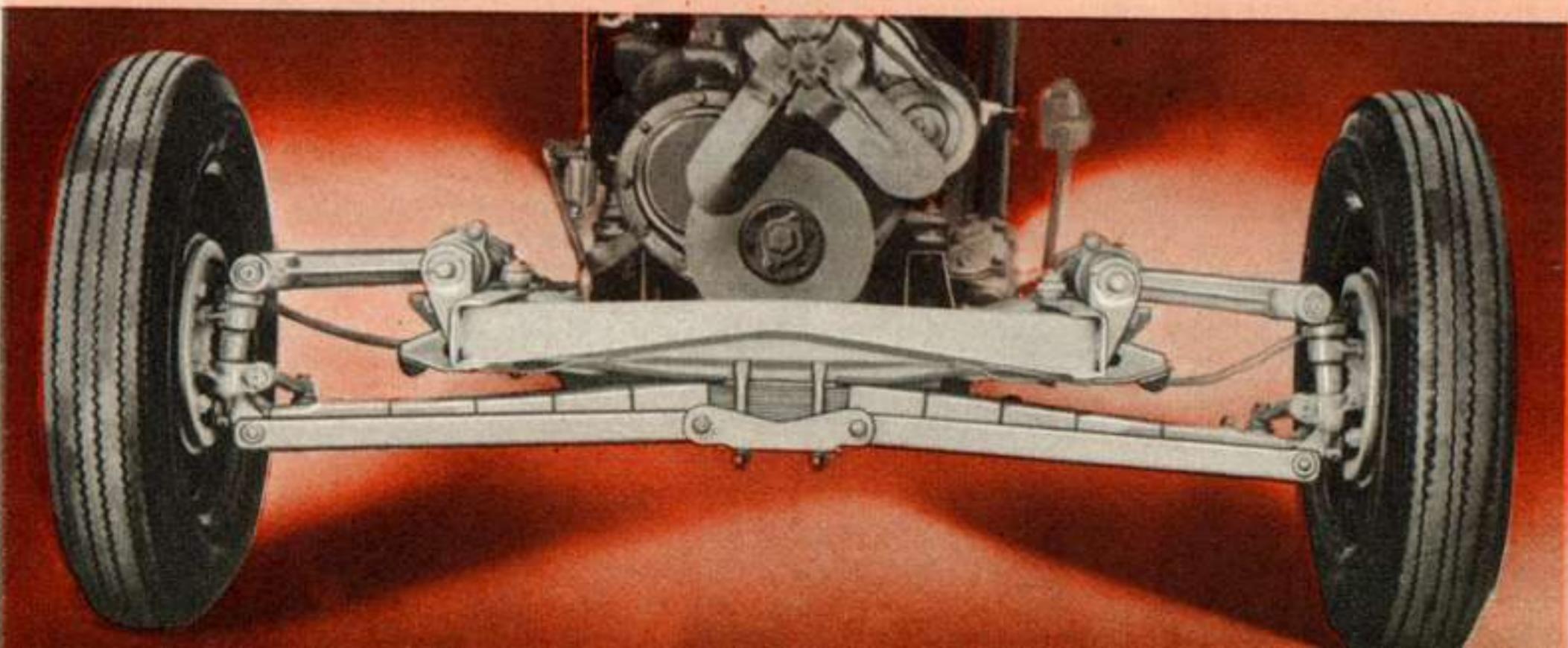
The Champion excels in

Riding Comfort

World's most restful lowest price car



On any road, at any speed, your 1942 Champion offers unexcelled stability, safety and comfort. This "million dollar ride" results from the use of double-acting hydraulic shock absorbers, costly LEAF springs and Studebaker's exclusive self-stabilizing independent planar front wheel suspension. The rugged planar suspension, illustrated below, minimizes roll and sidesway. You will find your Studebaker Champion exceptionally free from "wander" on the highway; resistant to wind-buffeting; able to take curves comfortably and safely at cruising speeds. The costly type of shockless, direct-acting steering mechanism used in the Champion eliminates "kick back" from road shocks.



The interior lights in all 1942 Studebaker Champions switch on when either rear door is opened. Custom models have dome lights. Deluxe-style models have dome lights plus "courtesy" lights placed in the back of the front seat of sedans and on floor level in club sedans and double-decker coupes. These lights illuminate the running boards and curb.



This concealed, curb-height running board not only helps in keeping the interior of the car free from mud and dirt, but it is also a safety factor that permits easier ingress and exit for passengers.

Relax in perfect comfort in the 1942 Studebaker Champion. There's plenty of room for all passengers. Seat backs are high and deeply cushioned. Seat bases are extra wide and deep. Resilient coil springs assure day-long comfort and the seats are scientifically contoured to the body for correct, comfortable posture.





CHAMPION DELUXSTYLE CRUISING SEDAN

WHITE SIDEWALL TIRES (IF AVAILABLE) AT EXTRA COST



Studebaker engineering brilliantly solves tough automotive problems—Out of the fertile brains of Studebaker men such as George Matthews and E. J. Hardig, pictured above, have come many of the automotive industry's most worth-while advancements. Studebaker tests all ideas on its own 800-acre, million-dollar proving ground.



Fellow townsmen and friendly neighbors with a real stake in Studebaker success are Studebaker's master craftsmen. They've worked side by side longer than any similar group in any other automobile factory. Pictured, E. L. Richards.



They call Studebaker engineers "the men who are never satisfied"—And by that is meant that progress never takes a recess at Studebaker. Even outstanding Studebaker engineering achievements are constantly being bettered. E. B. White and H. E. Churchill, pictured above, are two of the men responsible for Studebaker leadership.



Studebaker
Proud product of the same eng
the Studebaker Presi

"Take time enough to do it right"—That's the secret of the surviving soundness for which Studebaker cars are world-famed. Able craftsmen, working with unhurried skill on every assignment, proudly perpetuate John M. Studebaker's famous maxim: "Always give a little more than you promise." Many of the Studebaker craftsmen inherit their skill from fathers and even grandfathers who were Studebaker employees before them. Pictured is one of the numerous Studebaker "father and son" teams, veteran Joe Kopetski and Joe junior. Many Studebaker apprentices work under their dads.

Champion

Engineers and craftsmen who build
Champion and Commander



What engineering "first" is on the way now?—No novelty in the automobile world is the announcement of a great engineering advancement at Studebaker. The pages of automobile progress are filled with developments that Studebaker engineers were first or among the first to perfect. And the unique engineering formula upon which the Studebaker Champion is designed—elimination of needless bulk—is probably one of the greatest Studebaker triumphs of all. Pictured are the "men behind" Studebaker engineering supremacy—William S. James, chief engineer, Roy E. Cole, vice president.



Studebaker craftsmanship runs in families—as indicated by this typical group—the four Futa brothers who are experts on upholstery and body trim. Each has put in approximately 21 years on his Studebaker job. Their father was a Studebaker man for 20 years. Members of Studebaker employees' families get first chance at new jobs.



They grow up from young manhood on their Studebaker jobs—And that's why Studebaker's great craftsmen do such superlatively fine work. Accuracy not speed is the first requirement in the modern Studebaker factories. Quality work gets the top rewards. Pictured is craftsman Victor Boyer.



Better workmanship assures longer mileage with a minimum of repairs—Pictured above is one of the men whose painstaking skill underlies Studebaker quality. He is tool-maker Marvin Bernhard.



New distinction in tailoring and finish...

the 1942 Deluxstyle Studebaker Champion



Studebaker's master upholstery craftsmen have done themselves proud in finishing these alluring new Deluxstyle Champions. You have your choice of three fabric colors—green, tan or gray in soft, velvety, long wearing Canda cloth or beige-colored cord cloth. Seat edges are welted with piping of contrasting color. Interior trim is finished to harmonize with the upholstery color selected. Here's distinction and smartness that no other lowest price car for 1942 can match.

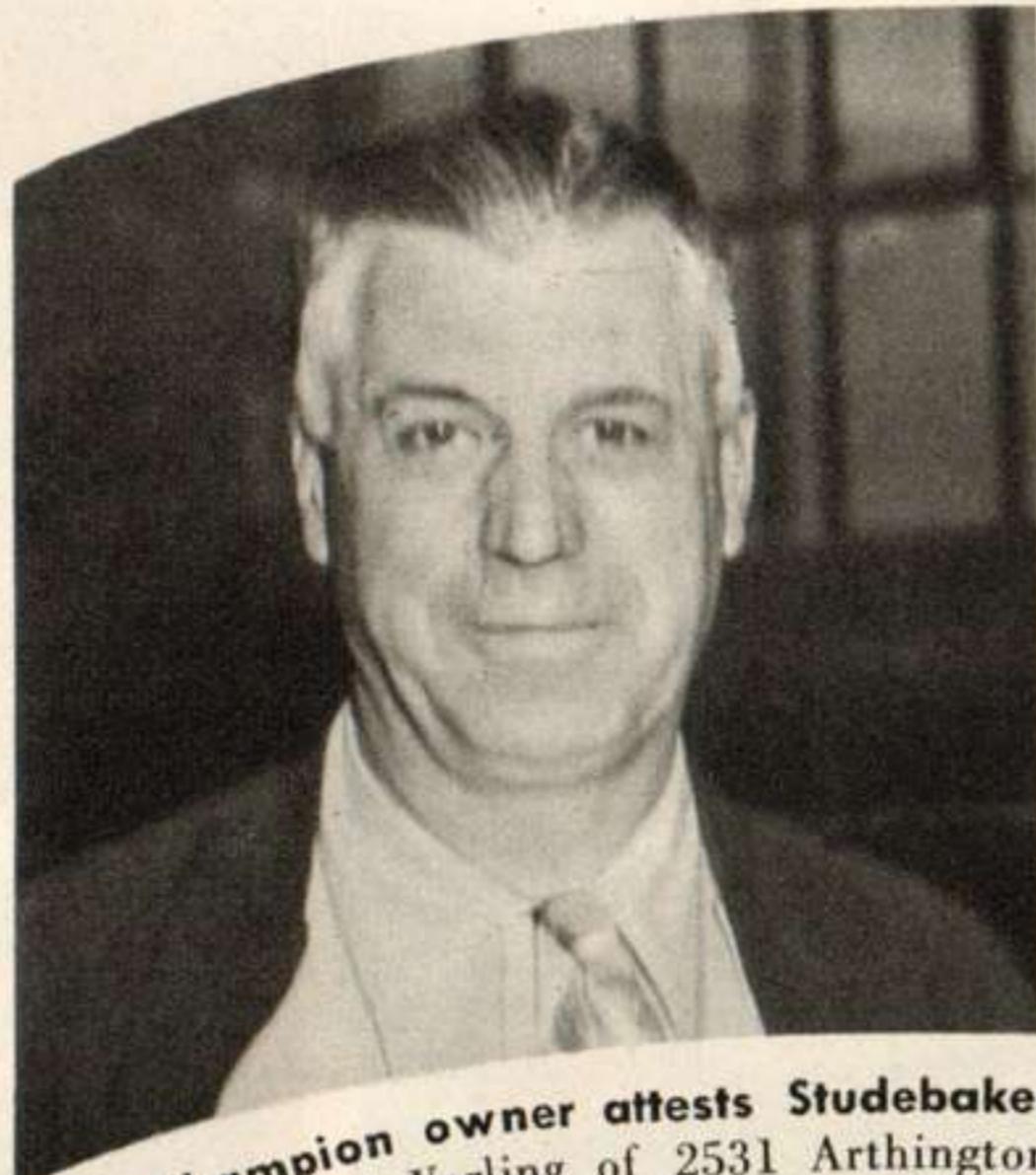
It's a real Champion in gas and oil economy



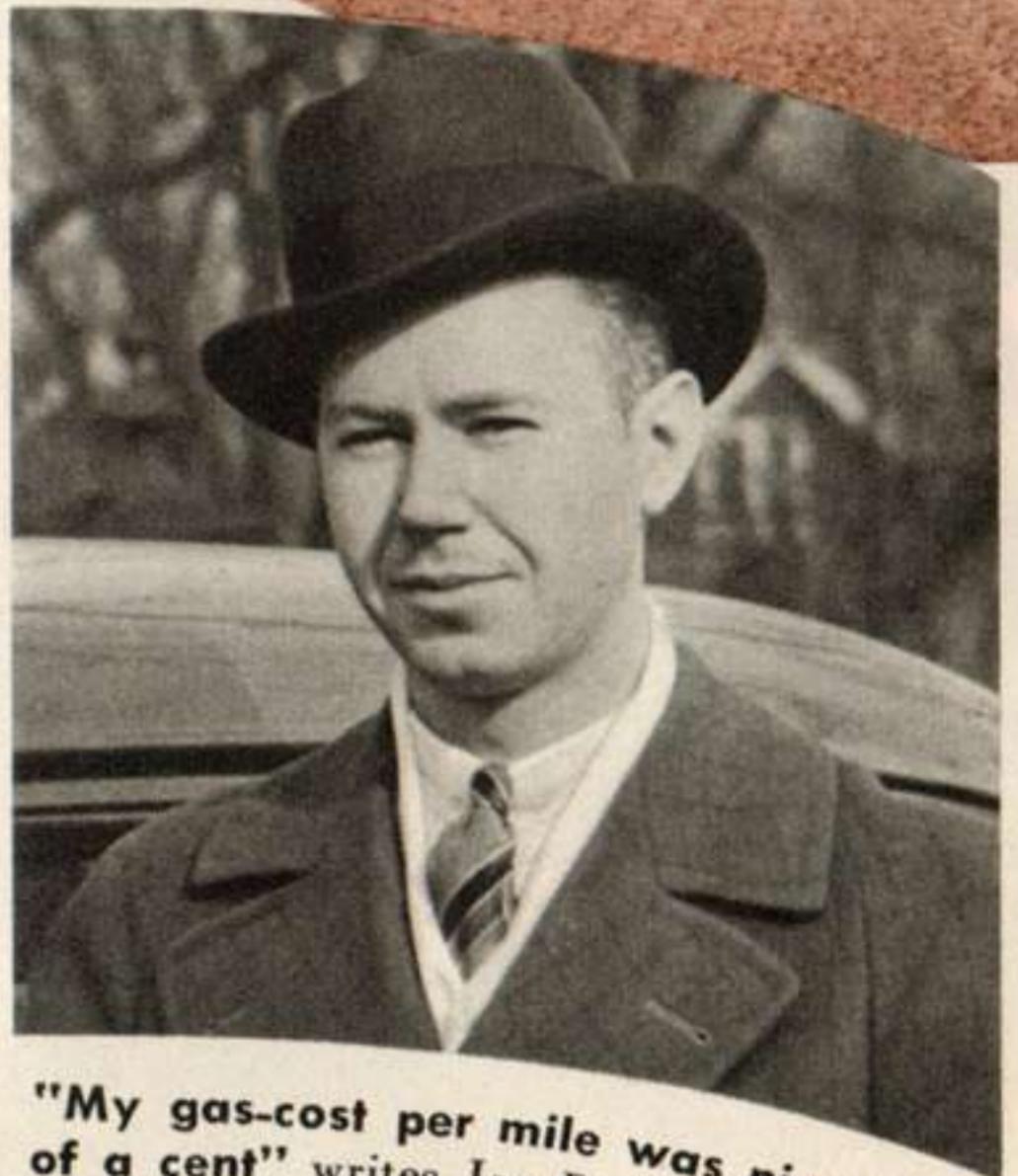
1942 Studebaker Champions stem from a long line of champions in fact, as well as in name, as is proved by four successive years of Studebaker leadership in the famous Gilmore Economy Run. In 1941, the Studebaker Champion, equipped with overdrive, averaged 24.61 miles per gallon at high average speeds over a mountainous course. The chart shows how Economy Overdrive—available at extra cost—saves gas and reduces engine wear by decreasing engine revolutions about one-third.



It's a long way between gas stops when you drive the 1942 Studebaker Champion. Oil consumption is very low, and tire mileage is high. A recent survey of automobile fleet operations ranked the Studebaker Champion *first in operating economy* among the leading lowest price cars.

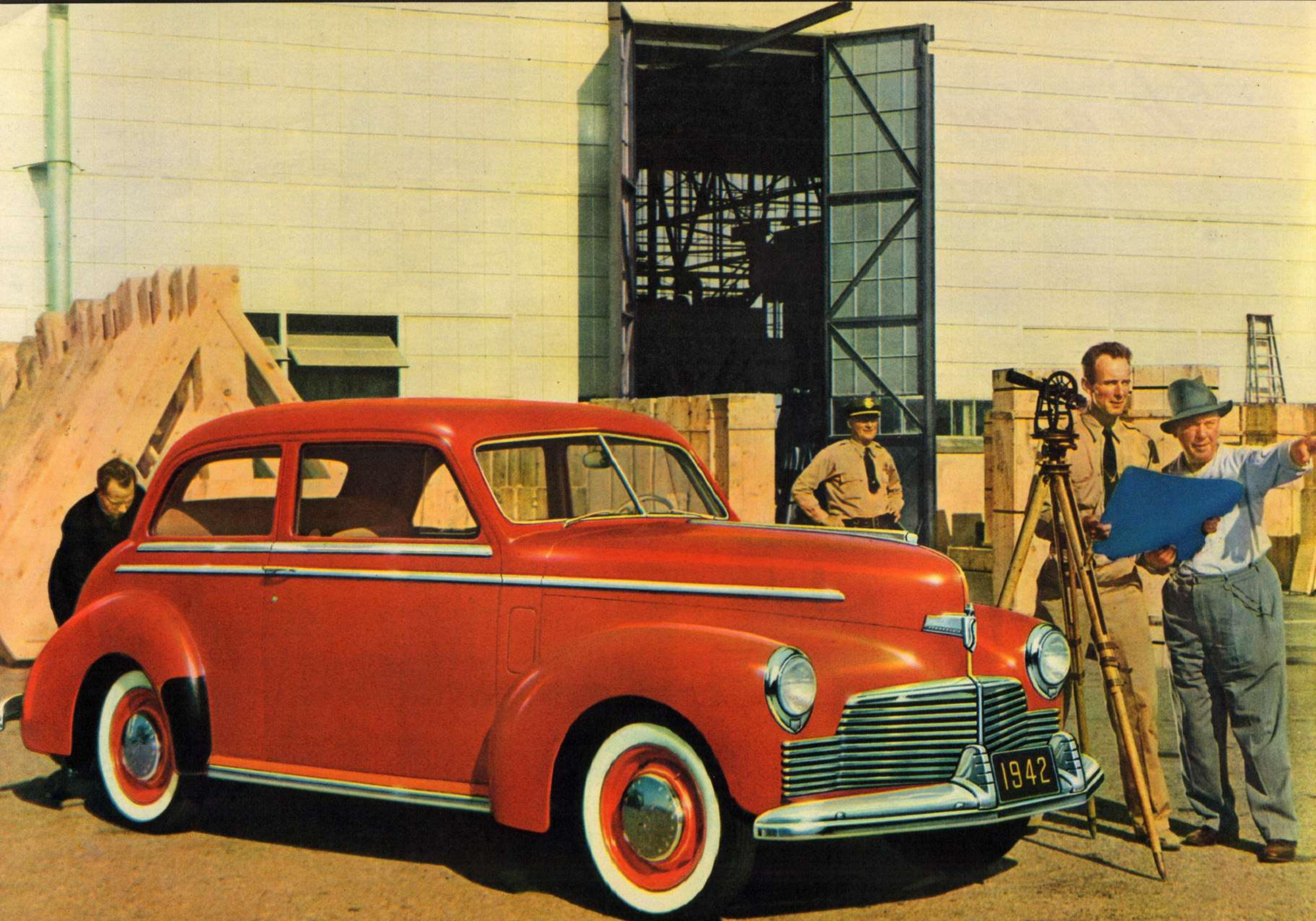


This Champion owner attests Studebaker economy. Carl Yarling of 2531 Arthington Avenue, Chicago, Ill., has owned two Champions. He drives 40,000 miles a year and finds his complete cost—even including license plates, insurance, etc.—is .0257c per mile. He formerly owned another leading lowest price car which cost him .0315c per mile—over 22% more than the big, money-saving Studebaker Champion.



"My gas-cost per mile was nine-tenths of a cent" writes Joe D. Merritt of Plymouth, Mich. "I just returned from a trip to Florida in my Studebaker Champion. From Plymouth to Cincinnati, I averaged 31.23 miles per gallon. For the rest of the trip, I averaged 24.5 miles per gallon, using cheaper gas. Considering mountain travel and high average speed, this mileage was exceptional."





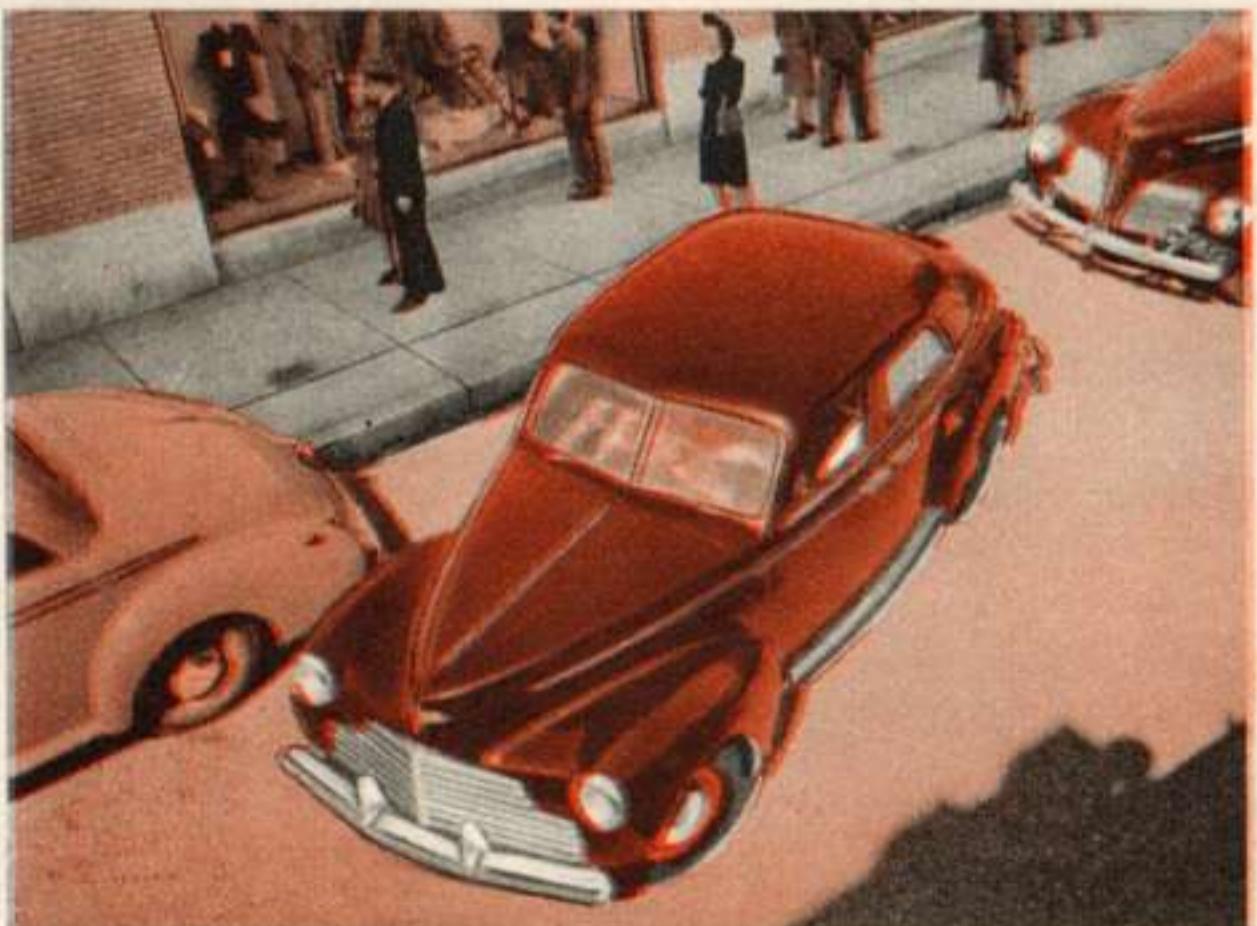
CHAMPION DELUXSTYLE CLUB SEDAN
WHITE SIDEWALL TIRES (IF AVAILABLE) AT EXTRA COST

The Champion leads the lowest price field in

Safety and Handling Ease



Bodies wider than high was another Studebaker "first." The 1942 Champion can be tilted to an angle of 57½ degrees without upsetting—another reason why these cars are so safe and so stable on curves.



Twin-lever steering gear with multi-ratio enables you to turn the front wheels much more easily and quickly when maneuvering into or out of a tight spot. Parking is far simpler with the Champion—a big advantage, especially for women drivers.



Door-slamming is "out." Studebaker pioneered non-slam rotary door latches and is continuing them on all 1942 models. Gentle pressure closes the doors securely and they tend to lock even tighter as car moves ahead. Door rattles are reduced, too, because latches adjust automatically with wear.

Powerful, smooth-acting hydraulic brakes on the 1942 Champion are foot-regulated to give the driver the proper "feel" of stopping power produced by variations in foot pressure. There is no unpredictable "grabbing" in sudden stops. The driver is always in full control and can gauge the distance in which car will stop. Mechanical hand brake acts on rear wheels.



Unlock the hood from inside the car. This convenient feature prevents tampering with the engine or theft of parts. The lock control is on the instrument panel with matching controls for the extra cost Economy Overdrive and radio antenna.



No roll-back on hills. Studebaker's hill holder, available on the Champion at extra cost, makes it easy to start on grades. Just brake to a stop, step on the clutch pedal and release brake. The hill holder keeps you there until you again engage the clutch.



*Smart and
companionable...*

**Champion Deluxstyle
Double-Dater Coupe**



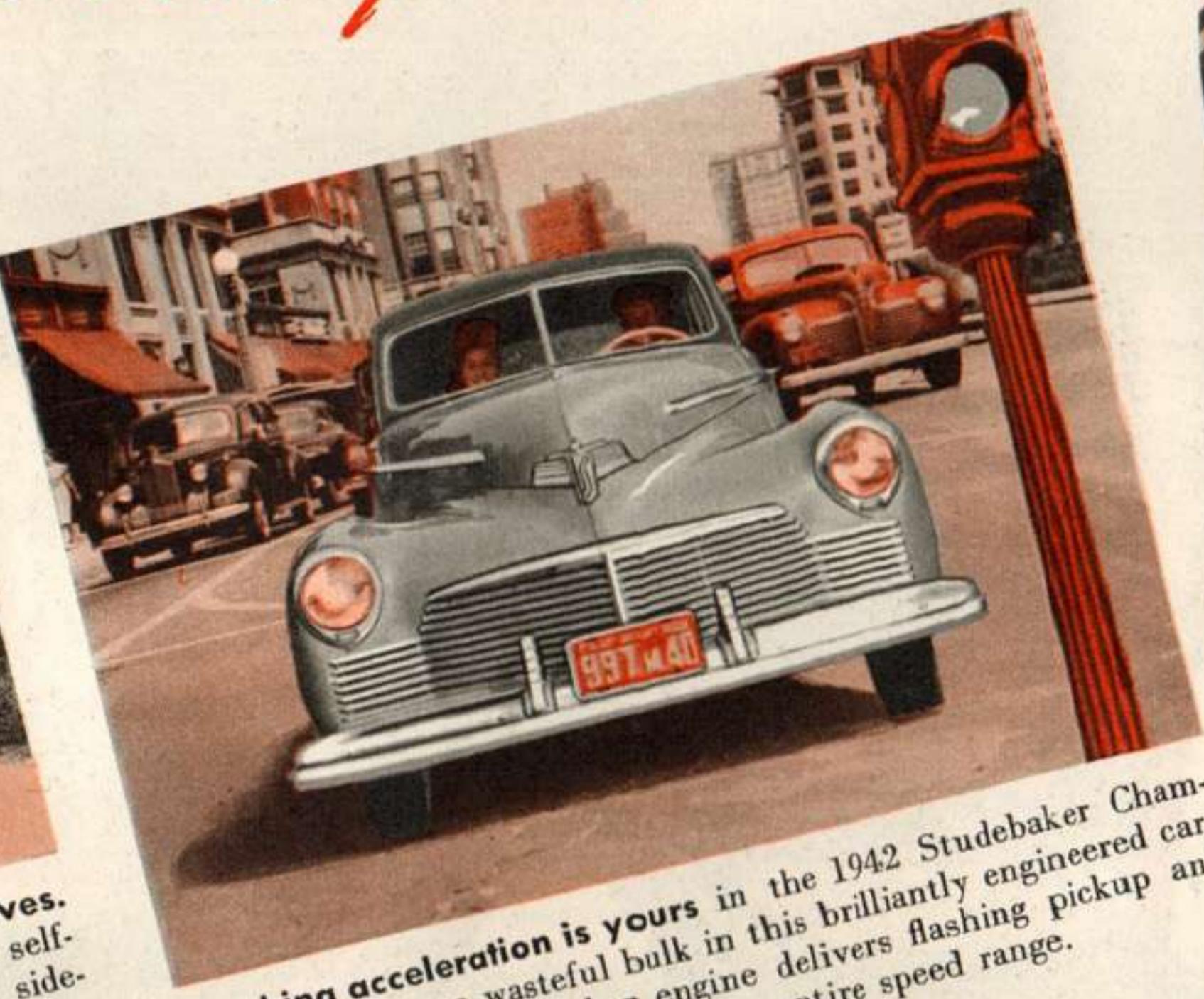
Here is a model that is a popularity winner with young folks, or with anyone who likes the friendliness of a close-coupled body, and the extra trunk room the longer rear deck affords. The 1942 Champion Double-Dater Coupe has room for five passengers. And its Deluxstyle interior is the last word in smartness. Take your choice of superlatively fine beige-colored cord or Canda cloth upholstery in green, tan or gray. Interior trim matches the upholstery fabric selected. Seat edges are welted with piping of a contrasting color.



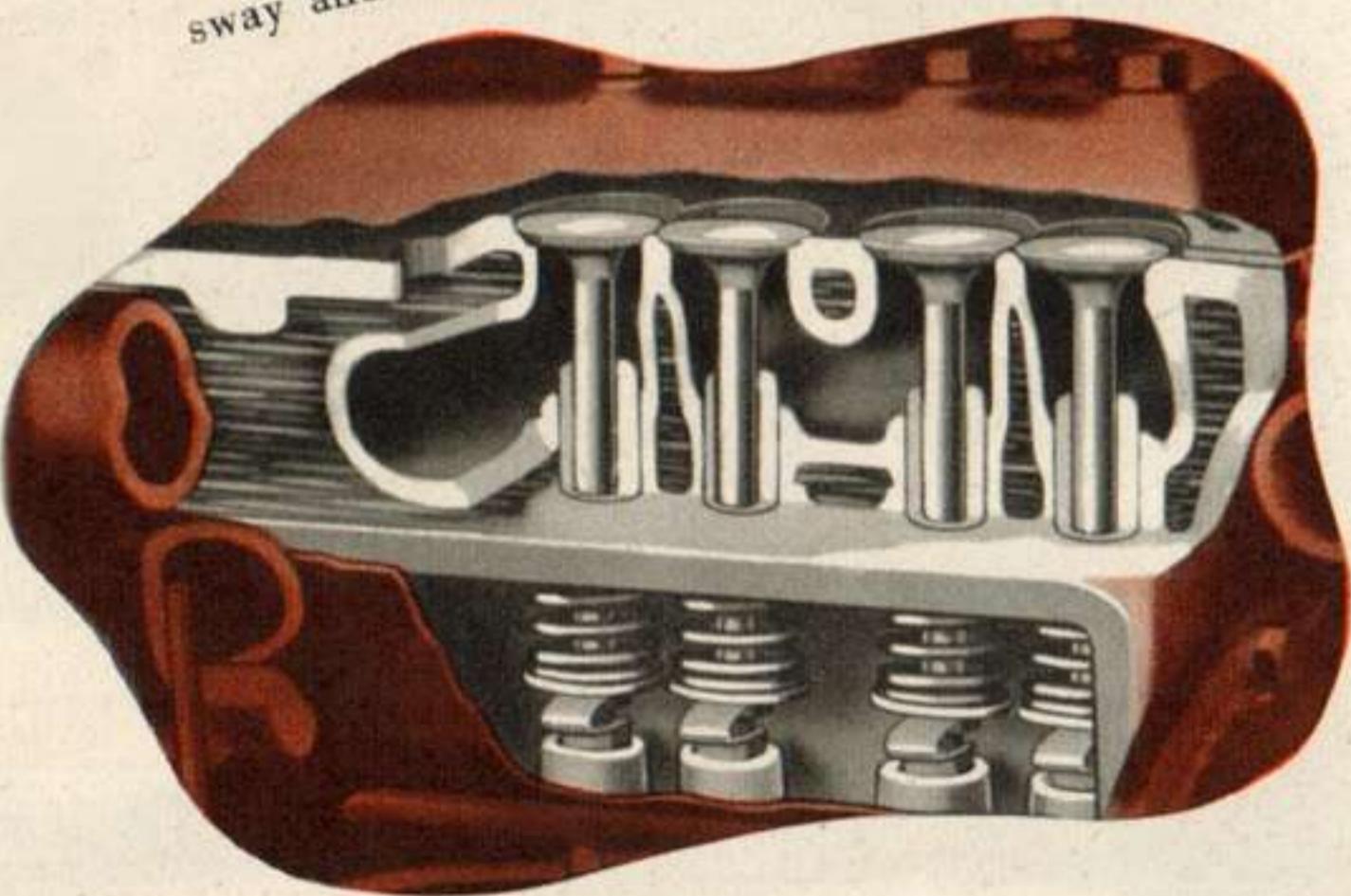
Brilliant Champion performance that thrills you every mile



You'll like the Champion's stability on curves. A low center of gravity and Studebaker's self-stabilizing planar suspension reduce roll, side-sway and sidestepping in rounding curves.



Flashing acceleration is yours in the 1942 Studebaker Champion. There is no wasteful bulk in this brilliantly engineered car. Its high-torque Studebaker engine delivers flashing pickup and lively performance throughout the entire speed range.



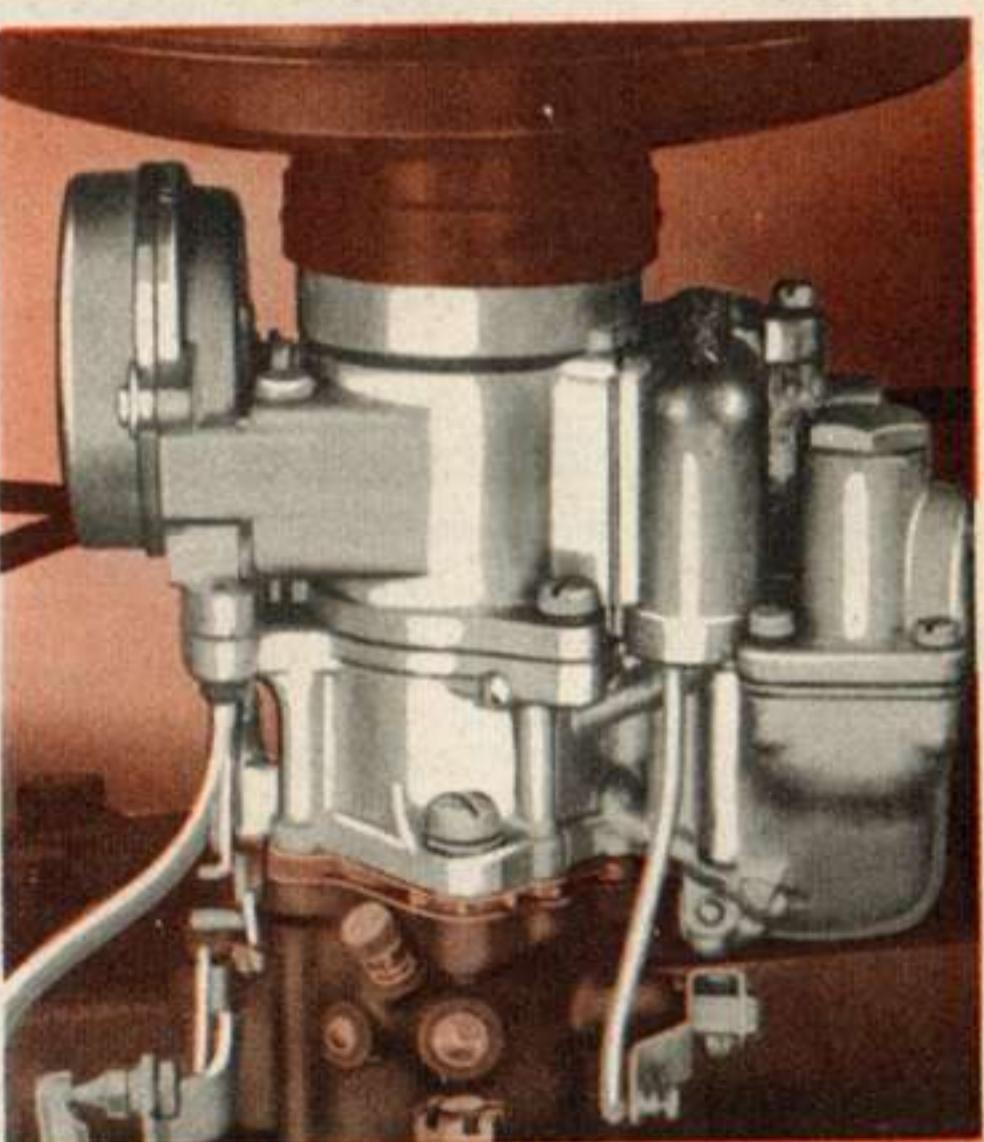
Full-length water jacketing completely covers the cylinder barrels in the 1942 Champion, reducing oil temperatures about 50 degrees. Valve seats are individually cooled. It costs more to build engines this way, but you get much more in efficient performance, long life and trouble-free operation.



Zoom up and over the hills. They don't come too big or too steep for the powerful 1942 Studebaker Champion. Economy Over-drive available at extra cost may be changed to direct drive, for emergency power on hills or for extra acceleration.



Automatic "brains" remember so that you can forget. Studebaker Champion performance is assured by engines that "think for themselves" with automatic choke control, spark control, water temperature thermostat and thermostat for controlling manifold heat. The carburetor provides the exact mixture of gasoline and air either for maximum performance or economy.



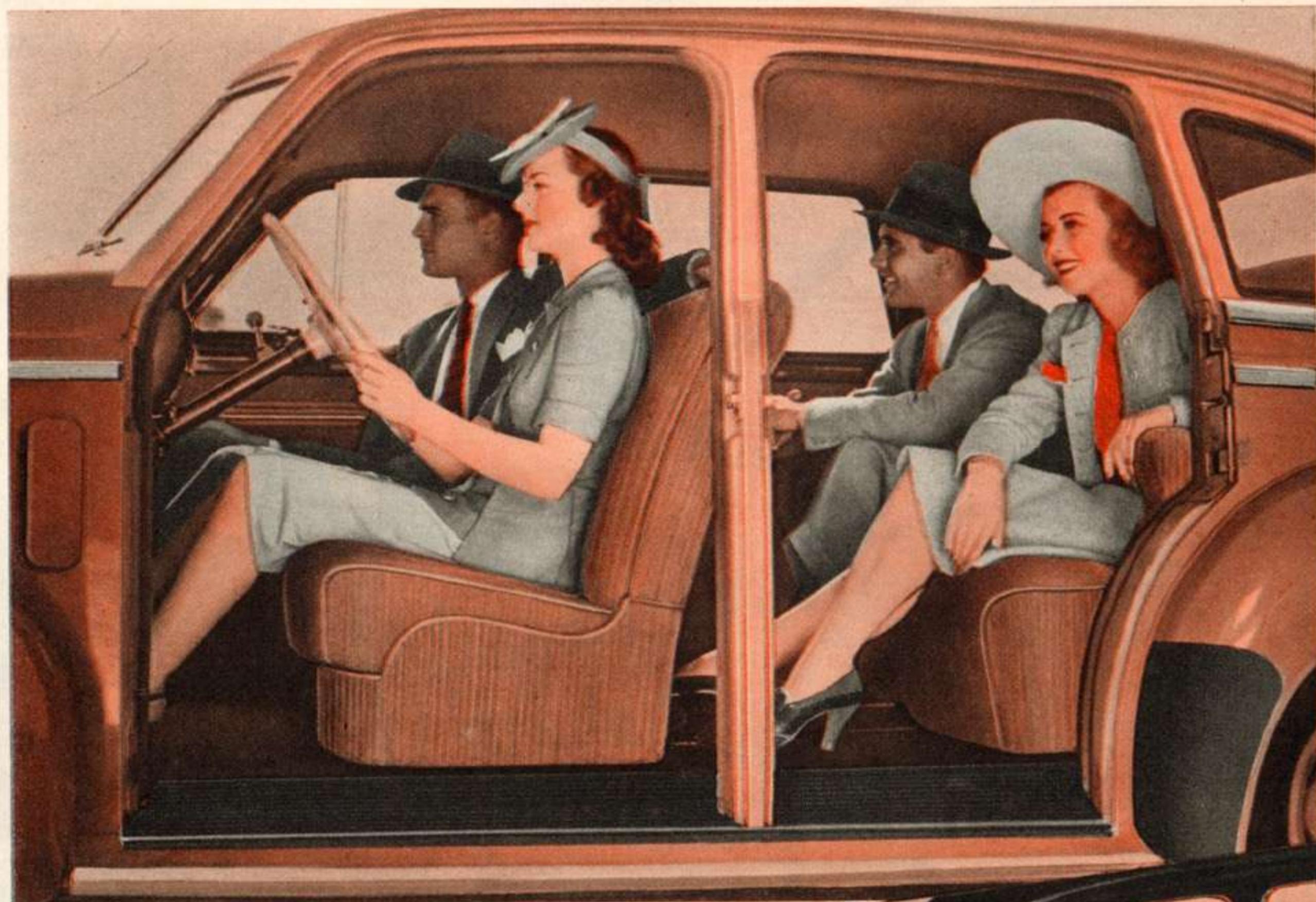
Automatic choke, a fine car feature, is provided in the Studebaker Champion. It makes cold weather starting easier; prevents waste of gasoline from over-choking.



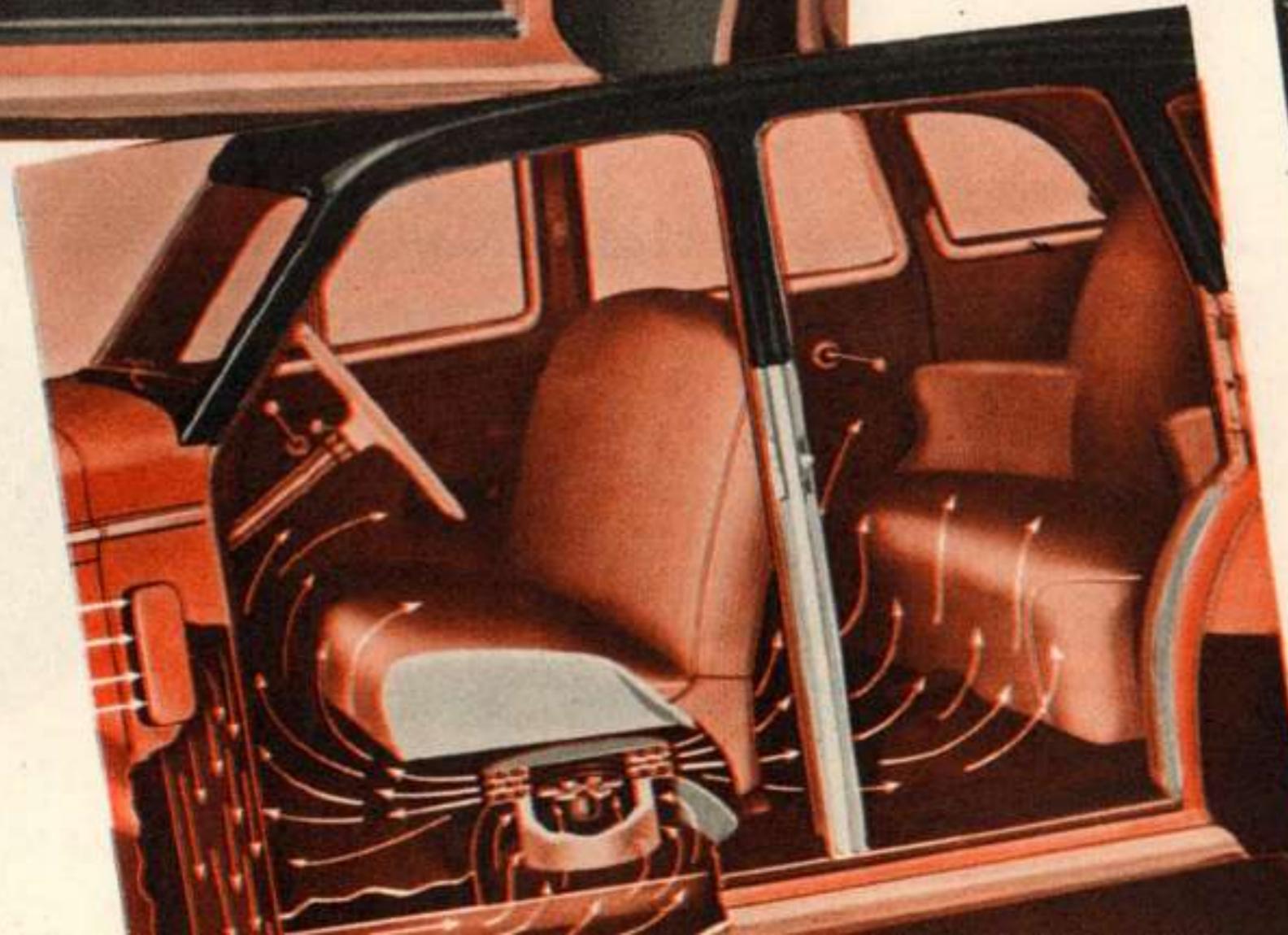
CHAMPION DELUXSTYLE DOUBLE-DATER COUPE

REAR WHEEL SHIELDS, TWO-TONE EXTERIOR FINISH AND WHITE SIDEWALL TIRES (IF AVAILABLE) AT EXTRA COST

You make your own weather thanks to Studebaker's unique *CLIMATIZER*



Studebaker's revolutionary **Climatizer** costs just about as much extra as a first-class, old-fashioned car heater, but it contributes far more to your comfort. Built-in beneath the front seat, the Climatizer is a complete heating system that circulates fresh, filtered, thoroughly warmed air to every part of the car interior. You can use it to ventilate the car during rain or dust storms in warm weather. The diagrammatic photograph at the right illustrates how the Climatizer draws in fresh air, filters, heats and circulates it to front and rear seats alike.



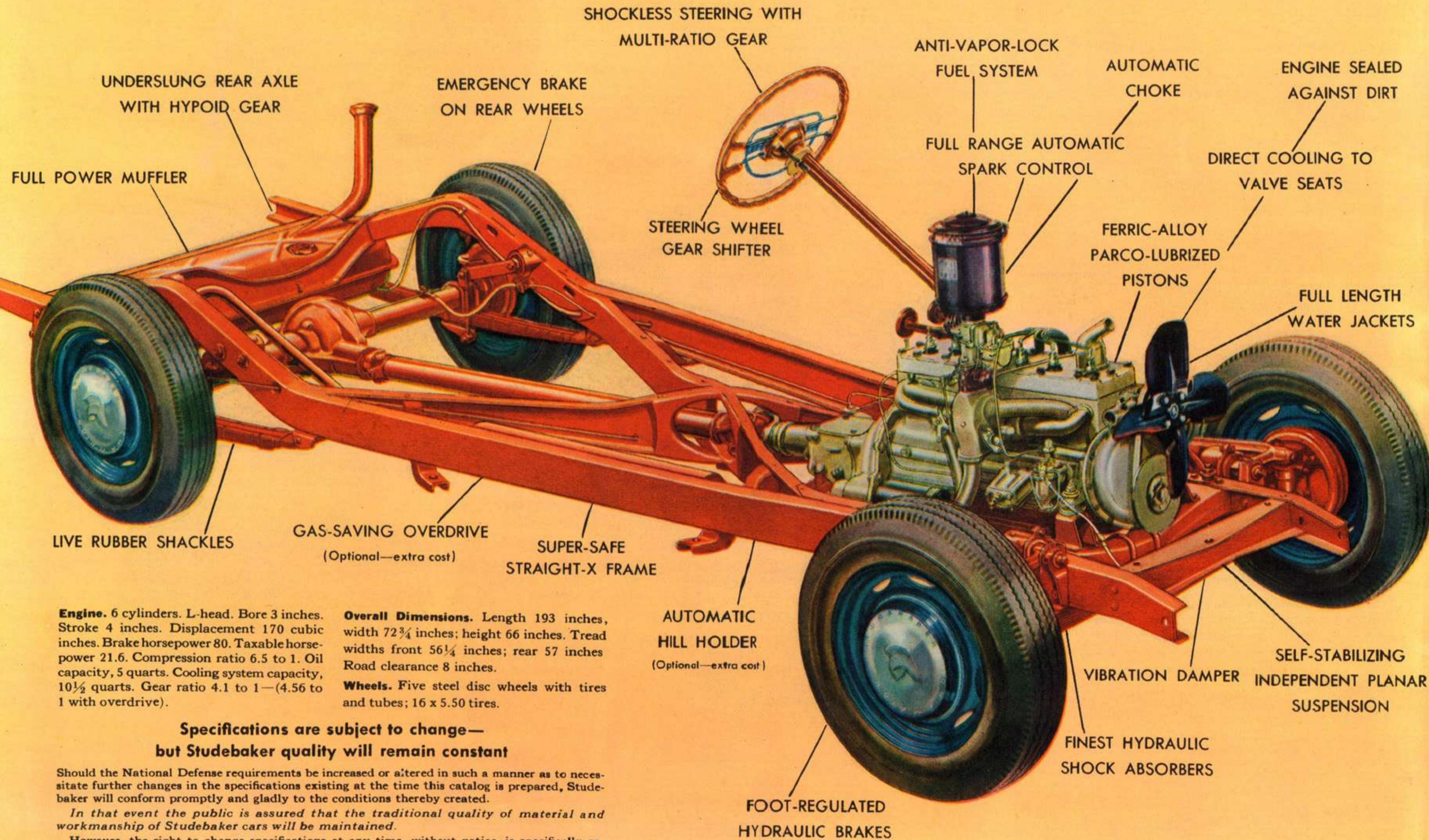
Dust and impurities are eliminated by the extra large size air filter in the Climatizer. It is made of the same material as the finest carburetor air cleaners, and is easily cleaned. The fresh, pure air delivered by the Climatizer keeps driver and passengers from getting sleepy or logy.

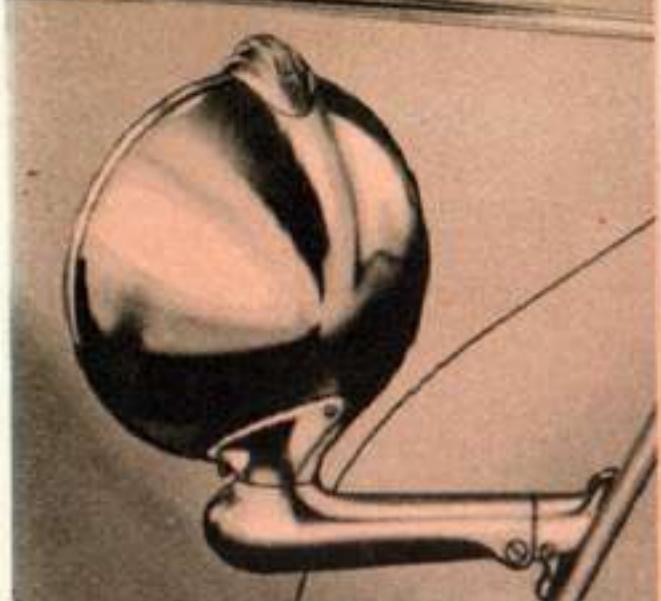
The ventilating window wings on the Studebaker Champion swing on friction pivots and may be adjusted quickly and conveniently to any desired position—or reversed to act as air scoops. They are angle-set to keep rain or snow out of the car.



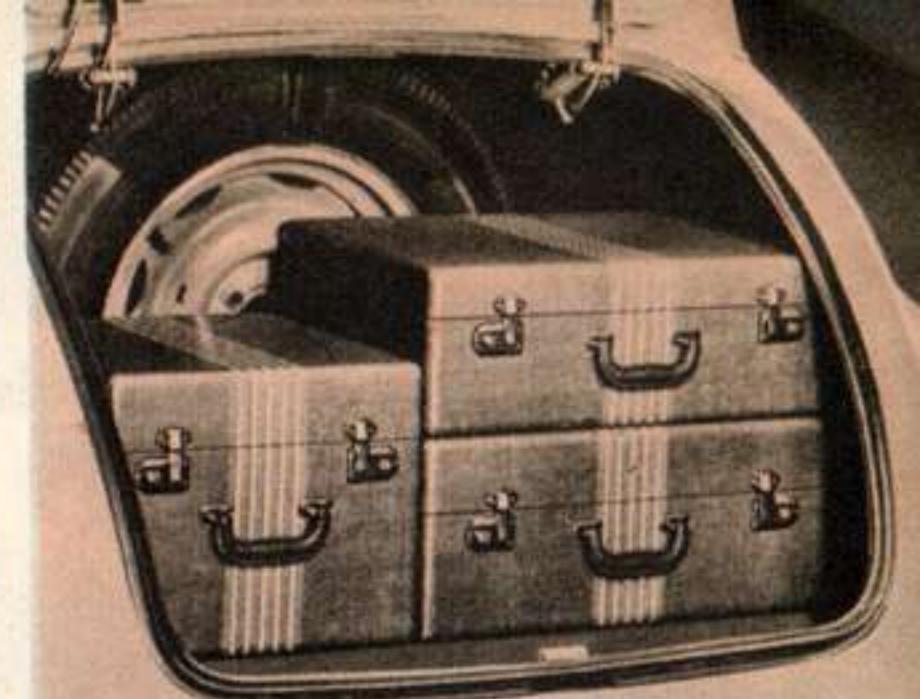
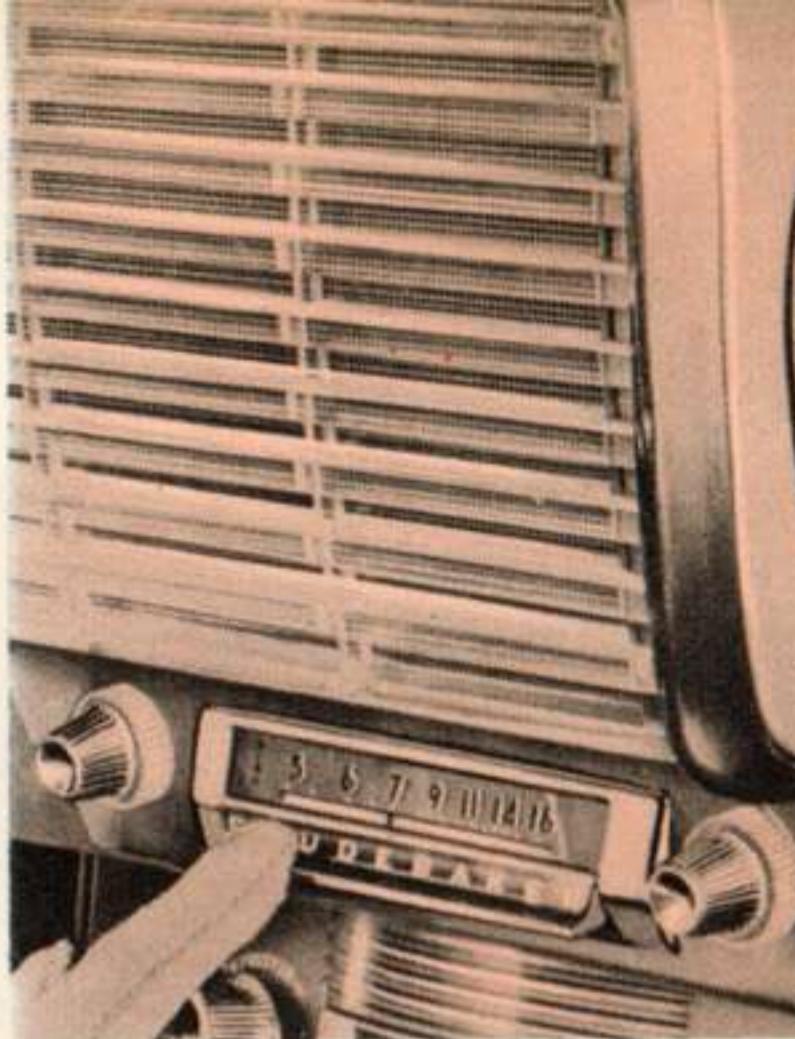
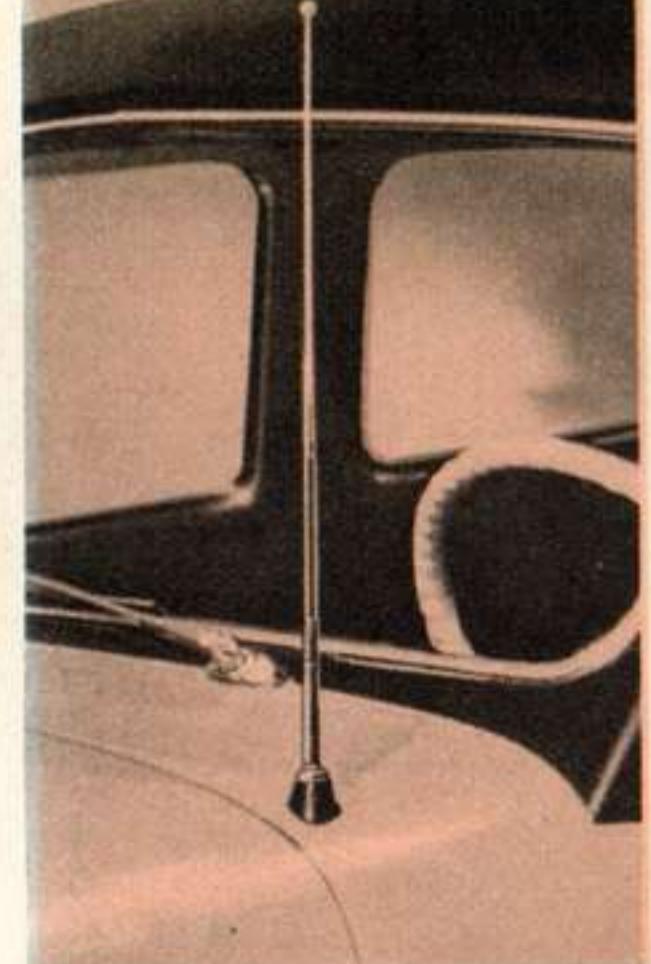
The Thermo-control of the Climatizer permits simple, quick regulation of the heating system. You can set it for the desired temperature range by moving the central lever to the right or left. Knobs on either side control the circulating fan and the defroster.

Look how the Studebaker Champion leads in advanced engineering features



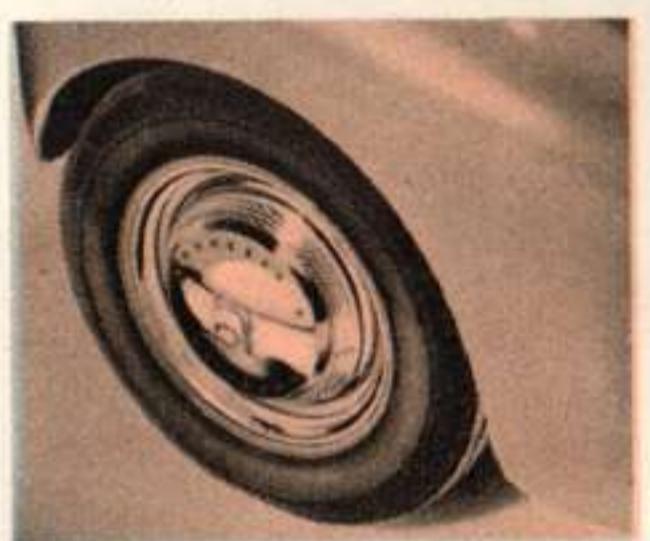


Studebaker Controllable Spotlight—a convenience for the motorist who drives at night. Powerful beam spots house numbers, signs and highway hazards.



"Airmaster" 9-tube radio features steering column remote automatic tuning and program muting control (illustrated above at right) and Safety-Bar sequential tuning control on radio panel (shown at right). Rear seat remote control optional. Antenna is internally controlled cowl type (illustrated above and at left). Also DeLuxe Multi-Control 7-tube, 6-tube Turret-Tuner and Manual Tuning Sets are available.

Expertly tailored luggage sets in smart airplane linen are designed for loads of room and to fit precisely into the luggage compartment.

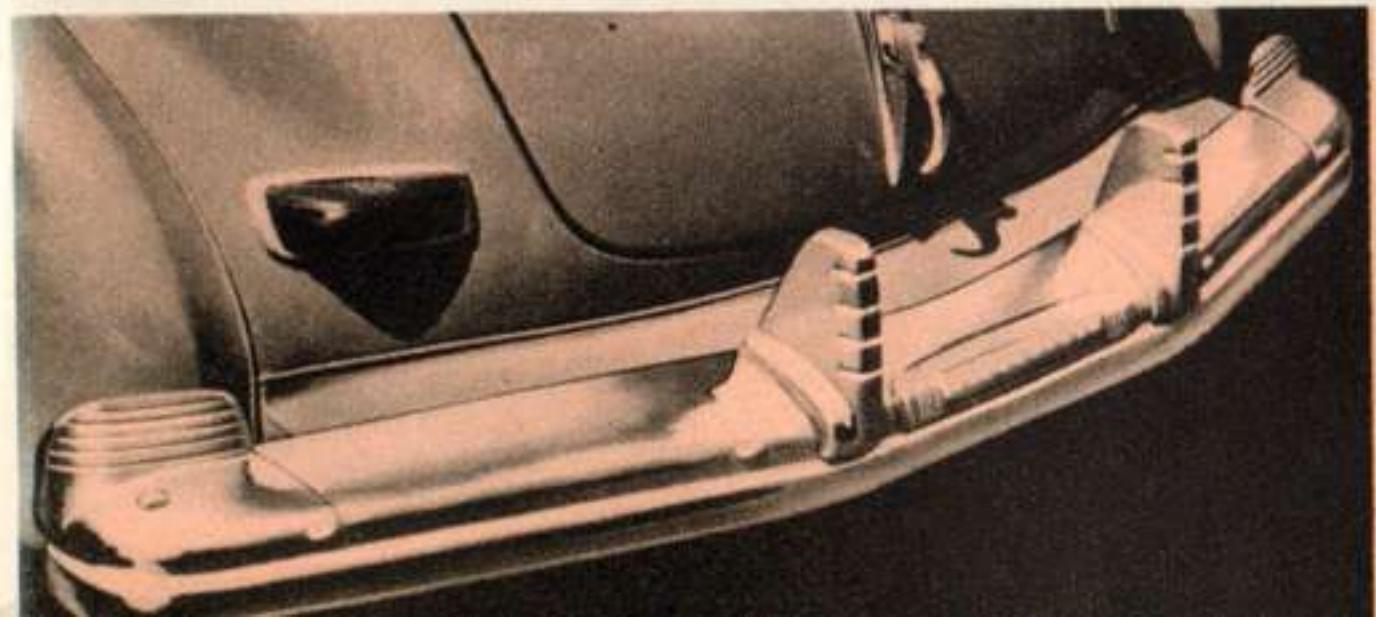


Automatic Cigarette Lighter available front compartment all models; rear Deluxstyle models.

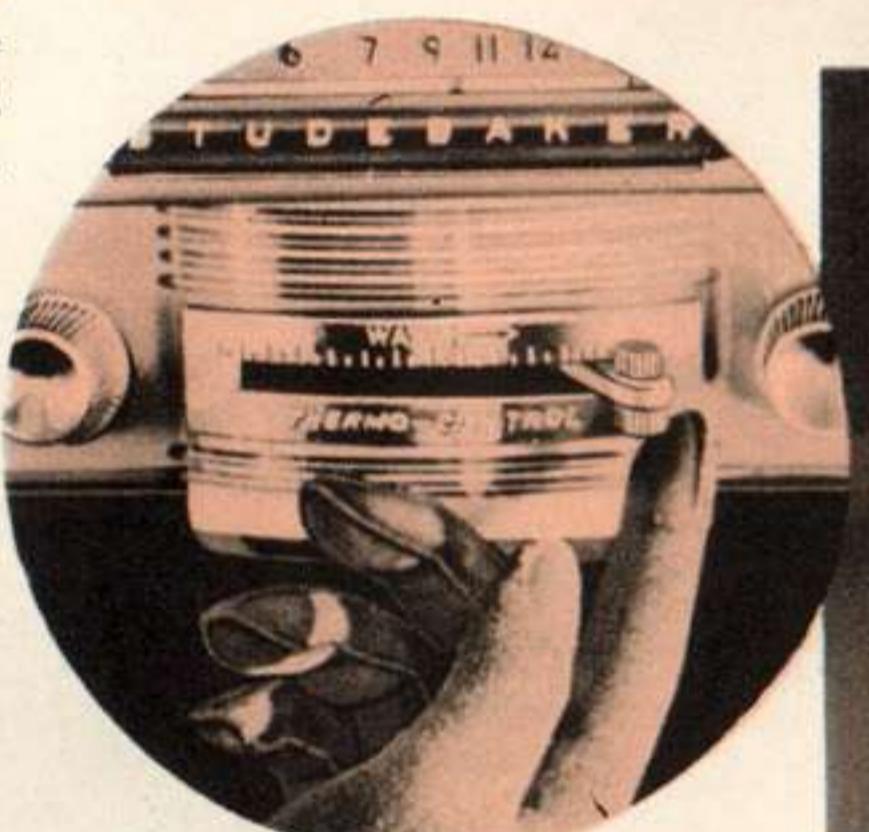
Ornamental wheel discs and rings individualize the modern car. New White Wall type discs are also available.



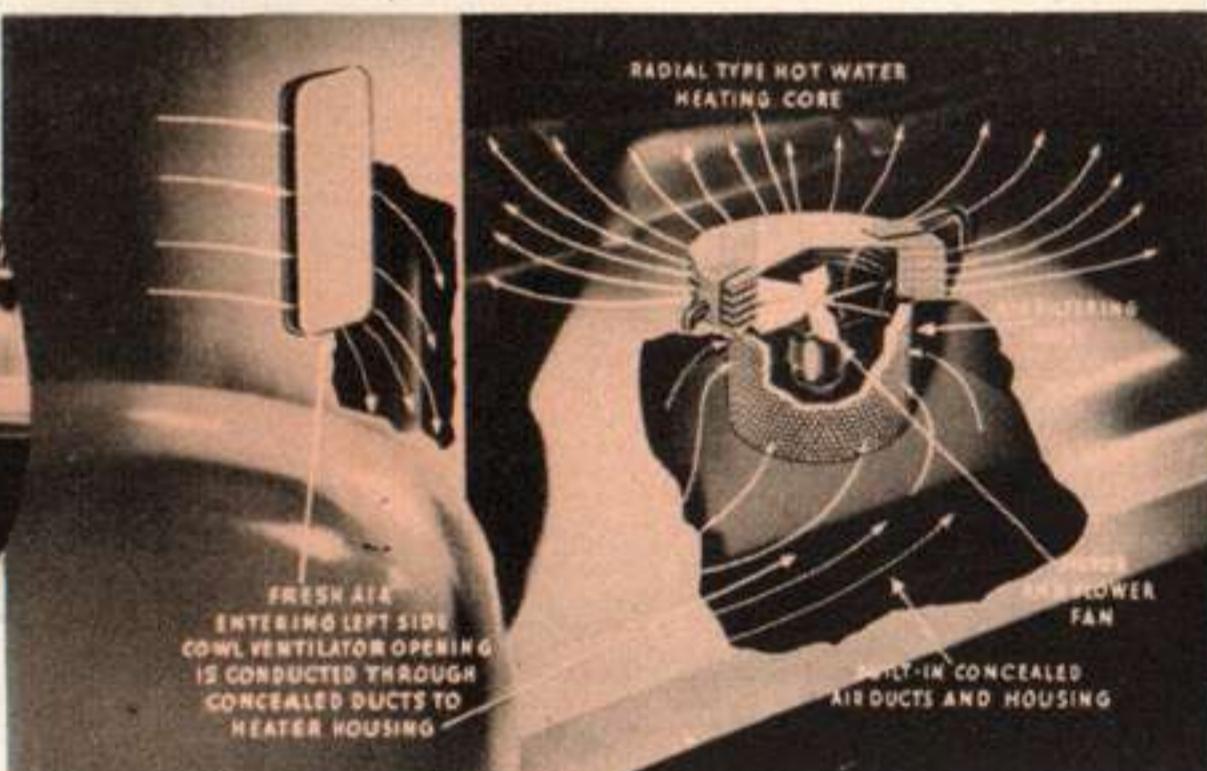
The Climatizer Defroster has a powerful blower with extra heating coils. 50 cubic feet of heated air per minute is discharged over the windshield—ample defrosting power for clear, safe vision under all driving conditions.



Modern Winguards are practical, smart-looking accessories that are available for front and rear bumpers. A complete set provides extra protection for headlights, tail lamps and fenders.



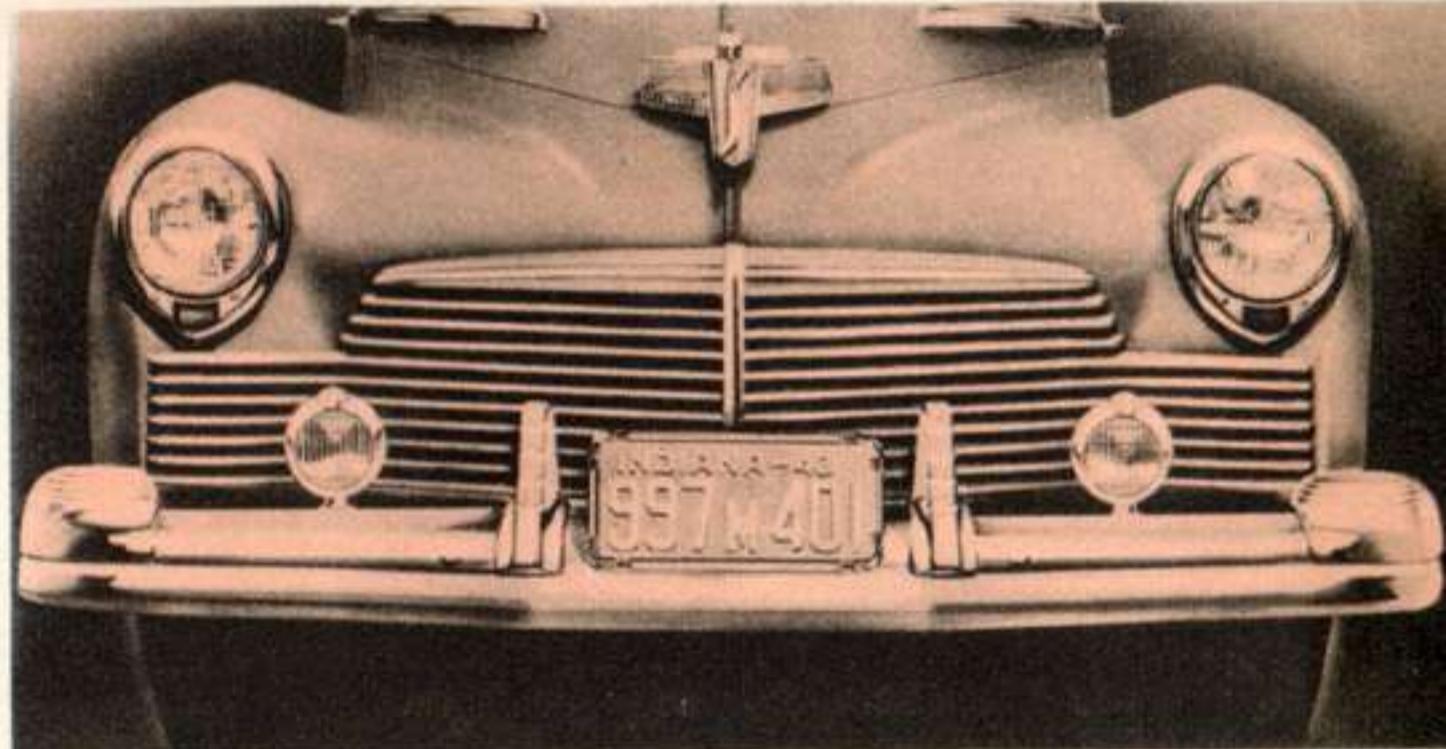
New Climatizer "Thermo-Control" permits accurate regulation of heat flow. Move to right to increase heat, to left to decrease or shut off heat. Knobs regulate defroster and flow of fresh ventilating air.



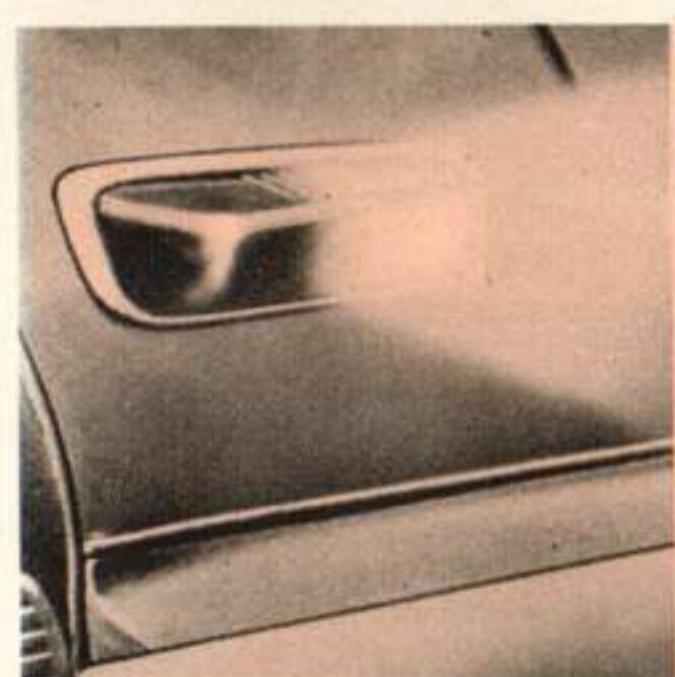
"Thermo-Controlled" Climatizer is the finest of all motoring comfort accessories. Note its built-in design. Climatizer draws in fresh air through inlet at cowl, filters, heats it when required and distributes it evenly throughout the car. The Climatizer also provides forced 100% fresh air ventilation in rain or dust storms.



All-electric clock can be installed in the special recess provided on the instrument board. Precision built like a fine watch; dial is indirectly illuminated.



Adverse Weather Lights mount on front bumper splash apron. All brackets and wires are concealed. Bulbs and reflectors are of "Glaseal" type. On-off switch is on the Climatizer master controls panel. These lights cast a powerful, non-glare beam that permits safe driving in fog, snow, rain or haze.



Built-in Directional Signaling Equipment provides convenient lever at your finger tips on left side of steering column with which to signal turns to following and approaching traffic. Special bulbs in fender and tail lamps flash brilliant warning signal. Signal turns off automatically.



1942 STUDEBAKER CHAMPION

