

STUDEBAKER

President Eight ★ Commander Six

1941





ip-stream styled
dies of advanced
ew torpedo type

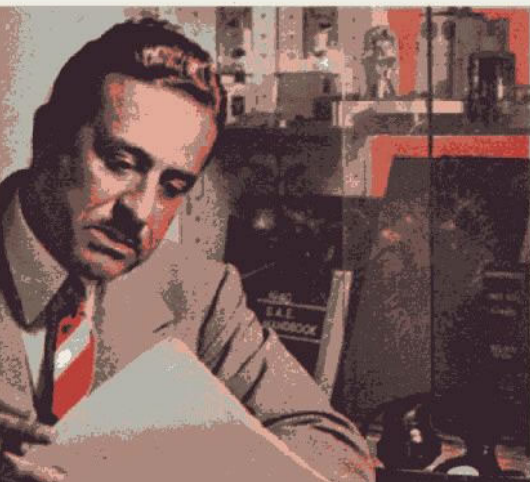
se new 1941 Studebaker
sidents and Commanders
ve the air flight lines of
Boeing Stratoliners



Door pulls serve as arm rests and have the sound, solid quality that's been characteristic of Studebaker Commander and President models for years. Window controls and door handles are designed like smart jewelry with typical Raymond Loewy distinction.



Best-looking instrument panel in any 1941 Beautifully modeled chromium trim blends with smartly lacquered metal in this distinctive Commander and President instrument panel. Chromium designs at each end accentuate the prevailing air



A new deluxe steering wheel with horn ring is



Rear end is contoured for eye appeal and p comfort—with a trunk that forms a graceful the slip-streamed top. Tail lamps are inset in the and illuminate trunk interior at night. Note how curves protectingly around fender at each end



Turn on "your own weather" with Studebaker's unique Climatizer—This Studebaker convenience gives you a constant supply of fresh, filtered, clean air throughout the car even when it's cold outside. Floors are comfortably warm. Windshield and windows don't frost. You can direct a stream of air against the windshield to prevent icing. Climatizer costs little extra.



You ride in
restfully cradled
comfort every

*Protected
against fatigue and wear
you thoroughly enjoy
your Studebaker drive*



A enormous capacity in this weather-resistant Studebaker trunk—And the lid can be put in any desired position. All the luggage an average family requires for an extra trip can be accommodated with ease.

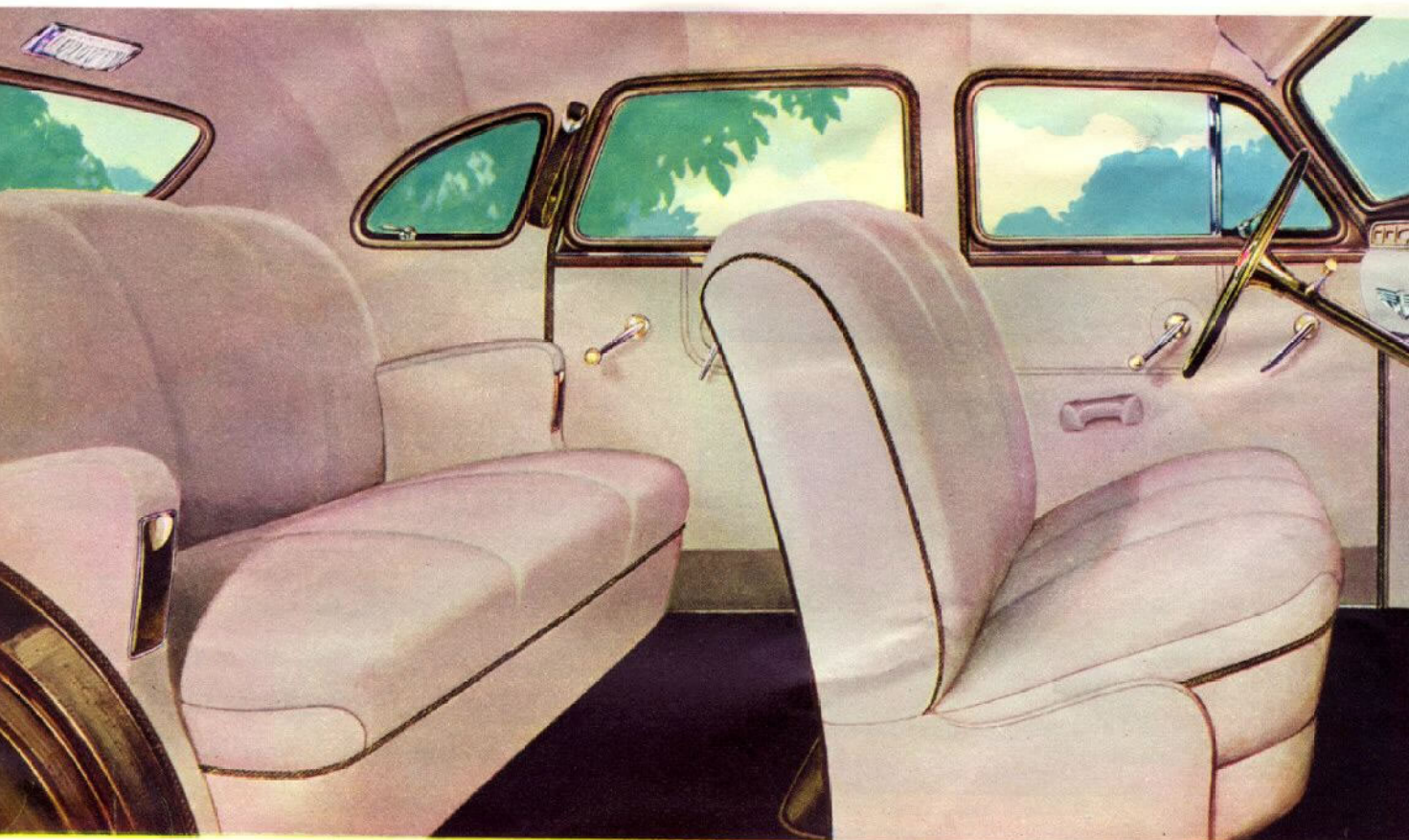


Rough spots like this seem smooth thanks to Studebaker's exclusive planar independent suspension and finest hydraulic shock absorbers. Now in its seventh model year, this super-strong Studebaker suspension is self-stabilizing. Springs are transverse type—not coils.





bove) Studebaker Commander Custom 4 and 6-cylinder



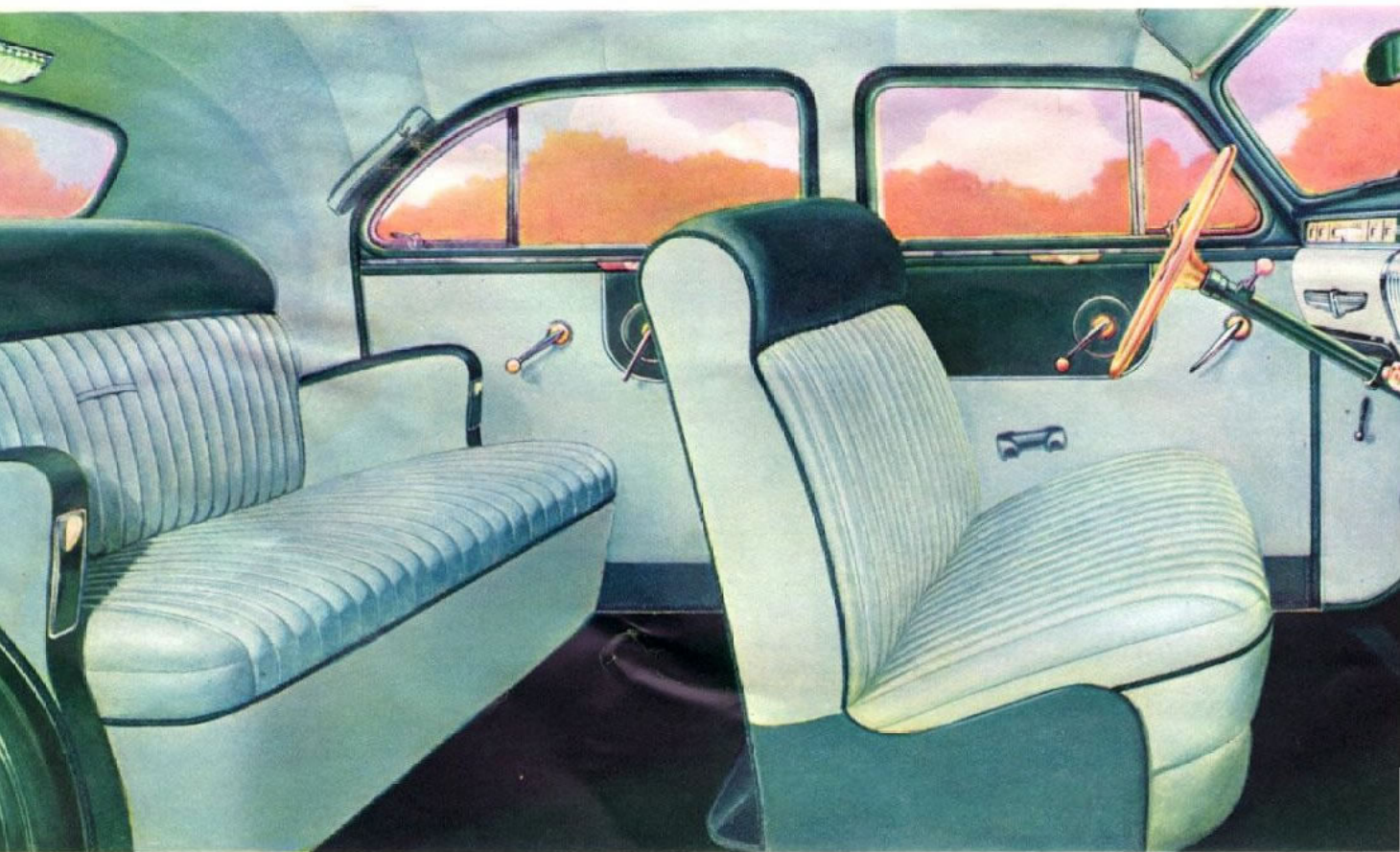
bove) Studebaker Commander Custom Sedan

Below) Studebaker Commander Custom





(Above) Studebaker Commander Delux-Tone Land Cruiser



(Above) Commander Delux-Tone Land Cruiser Interior—2-tone green broadcloth and leather (cloth bolster optional)

(Below) Studebaker Commander Delux-Tone





You travel
protected by an
armor of steel

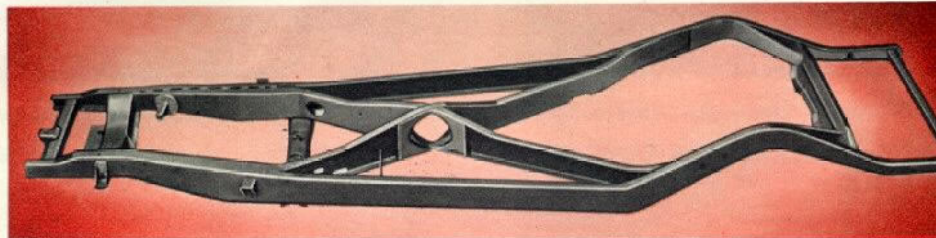
*These
Studebaker Presidents
and Commanders
keep all cars in solid safety*



Studebaker's "sealed beam" headlamps are **wide apart for safety**—This means that oncoming cars give you plenty of road room when passing. You get 50% more road illumination than with old type headlamps. Reflector doesn't dim.



You stop swiftly, surely, smoothly with **feather touch hydraulic brakes**—and these powerful instant-acting Studebaker brakes are a special foot-actuated type that keep you from swerving and hurtling forward when you apply them suddenly.



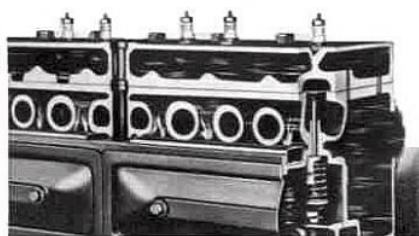
Heavy box-girder frames are the super-strong "straight-X" type—And this bridgework of twist-resistant steel not only gives you a feeling of stability when you're driving but also protects power plant and against the effects of road shock. Studebaker engineers use a light-weight but scientifically designed frame construction to obtain super strength. Every inch of the metal in Studebaker frames is exactly pre-t





You save
substantially on
gas, oil and repair

*Studebaker cars
won all three places
in the Gilmore-Yosemite
Economy Sweepstakes*



Full-length water jacketing assures real oil economy by quickly dissipating the intense explosion heat in the cylinders. These Studebaker water jackets extend well below the piston heads at the lower end of the stroke. Oil temperatures are about 50 degrees lower than in partly water jacketed engines.

Everything is automatic in these Studebaker 1941 Commanders and Presidents have choke control, automatic heat control and water temperature thermostat. Carburetors "made" to mix gasoline and air in "just portions. Manifold heat is kept adapted to conditions by means of a thermostatic "brain."



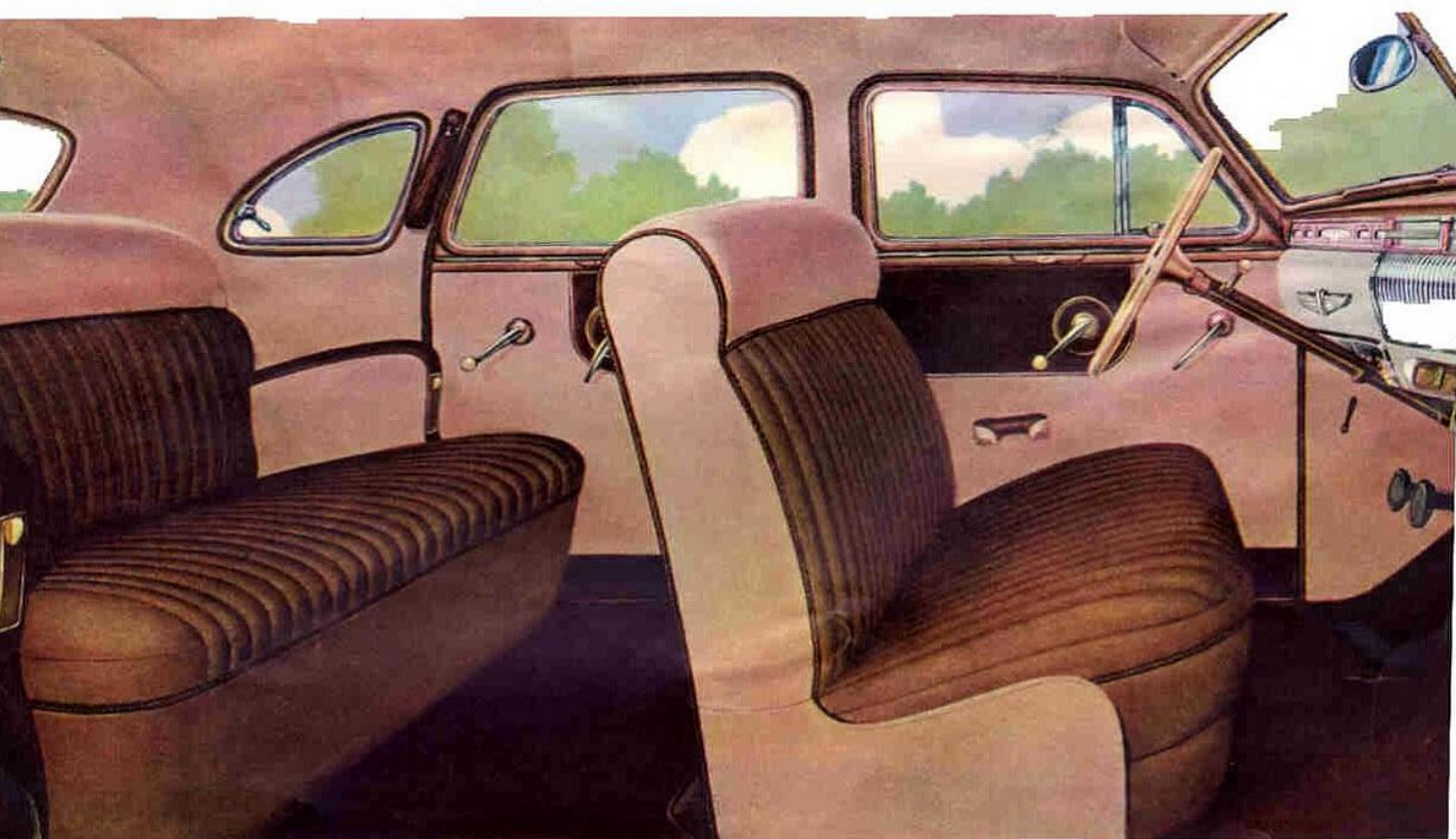
OVERDRIVE CUTS FUEL COST



Without overdrive



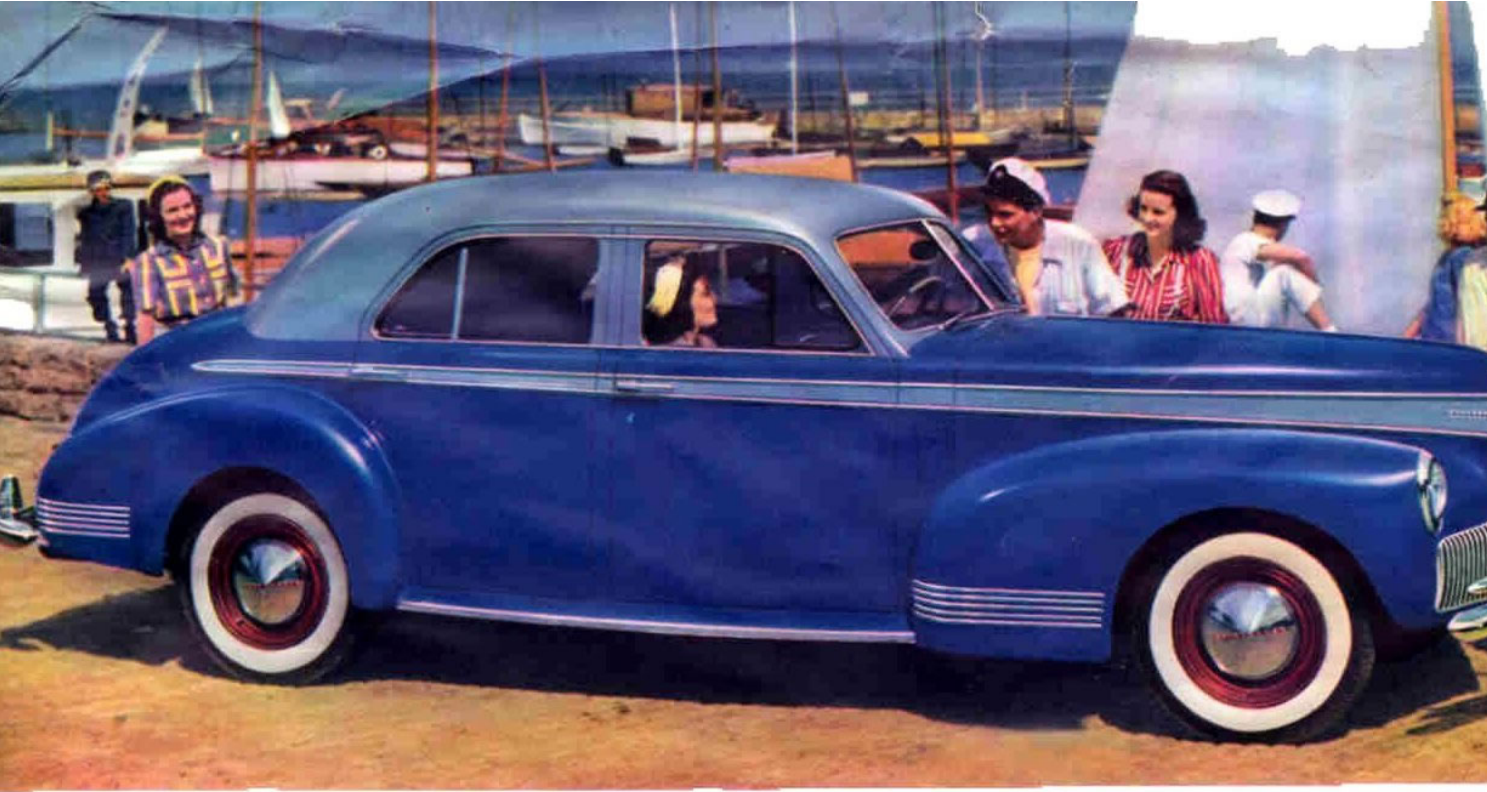
Above) Studebaker President Custom Cruising Sedan



President Delux-Tone Cruising Sedan Interior—2-tone brown and beige broadcloth (leather bolster optional)

(Below) Studebaker President Custom Land Cra





(Above) Studebaker President Delux-Tone Land Cruiser



(Above) President Delux-Tone Land Cruiser Interior—2-tone blue and grey broadcloth (leather bolster optional)

(Below) Studebaker President D





These new
Studebakers excel
in thrilling
performance and
handling ease

*You have scarcely
anything to do but steer*

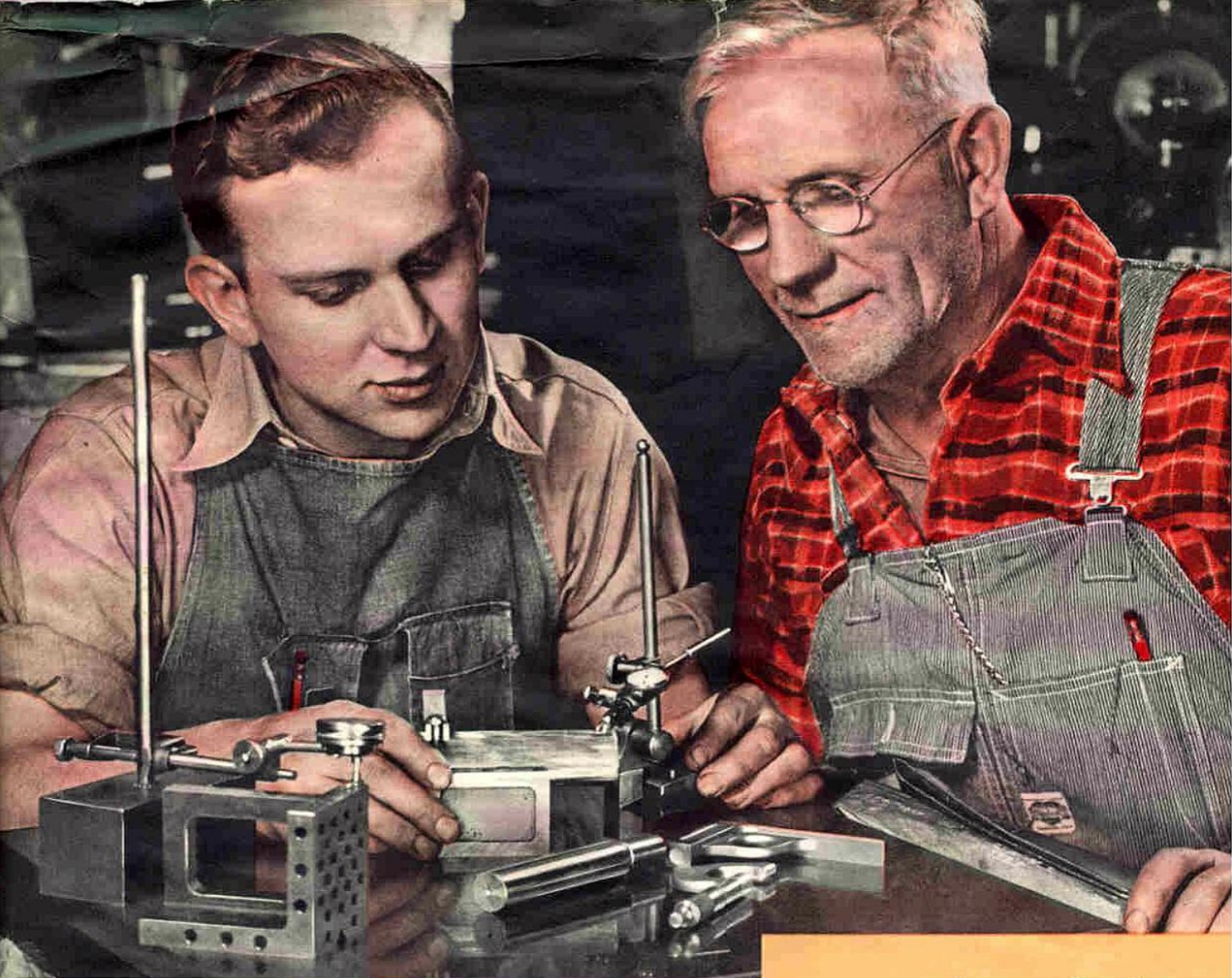


You shift gears with finger-tip ease and certainty—The gear shift control itself is located just below the steering post. And in Studebaker's overdrive models, available at added cost, you can shift gears without using the clutch when running below overdrive speed.



You don't roll back when you stop on grade—That's because Studebaker's holder keeps your Commander or President stopped until you're ready to go. You just push the clutch pedal down and you can safely release the brake foot for instant use on acceleration.

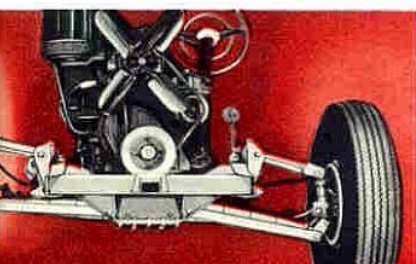




**America's
most expert master
craftsmen protect
your investment**

*Their skill keeps these Studebaker
in sound condition, year after
year, and mile after mile*

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STUDEBAKER ACCESSORIES

Automatic tuning radio.

Studebaker custom radio features new type of automatic tuning... all automatic stations may be set or changed without tools by turning tuning wheel in push button. The COLOR-A-TONE illuminated dial, with full range tone control, changes from red to white to blue as tone is varied. New midship antenna adjusts from car interior.



The Climatizer provides year-round comfort—a complete, built-in, fresh-air filtering, ventilating and heating system that provides living room temperature in zero weather. Only fresh air is used for heating and ventilating—no stale air is recirculated. Filter prevents entry of dust, insects, rain or snow. Heat may be shut off and Climatizer utilized as a fresh air circulating device. A separate windshield defroster, with its own heating unit, provides speedy de-icing and defrosting.

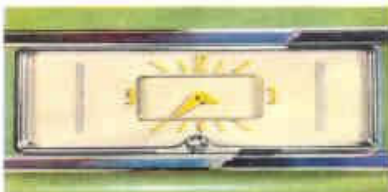


Luggage. This is a smartly-styled luggage compartment designed and tailored to fit the Studebaker Command trunk compartment. Available as illustrated.



Controllable spotlight. long, penetrating beam, extremely useful for night driving, distinguishing road conditions and house numbers. easy-gripping tenon for this most useful accessory. good looking besides.

Front bumper guards. Complete protection for lamps, fenders and cooling grilles. The guard combination illustrated above consists of sturdy Winguards and matching bumperettes. Available individually if desired.



Electric clock. Precision-built by skilled watch makers. Jeweled movement is accurately balanced, regulated and run-in for long service. Convenient exterior hand setting knob is provided. Easily installed in recess provided in instrument board.



Chromium wheel discs and stainless steel trim rings (standard on Presidents) provide distinction and individuality. Designed for lasting beauty.

Vertical trunk guards are available in two attractive styles to match the bumper—with dual cross bars as illustrated above, or without cross bars. These guards are sturdily constructed of heavy steel, highly polished and brilliantly chromed for maximum beauty and lasting protection.



Adverse weather lights. Studebaker fog lights for 1941 embody the new revolutionary all glass sealed beam type lamp. Light beams penetrate fog, haze, rain and snow, providing surer visibility in bad weather.



Automatic cigarette lighter. Press in, let go and cigarette light is ready. Keep road and hands on appreciated safety controls.

UNDERSLUNG REAR AXLE WITH HYPOID GEAR

NEW DOUBLE-DROP X-TYPE FRAME

SHOCKLESS STEERING WITH VARIABLE-RATIO GEAR

OIL CLEANER AND FLOATING OIL SCREEN

18 GALLON GAS TANK

FULL POWER MUFFLER

AUTOMATIC CHOKE WITH GAS GRADE SETTING

WATER SPRAY DIRECT TO VALVE SEATS

FULL RANGE AUTOMATIC SPARK CONTROL

FOUR WAY SEALING ON ENGINE

STEERING WHEEL GEAR SHIFT

ALUMINUM ALLOY PISTONS WITH "HEAT-DAM"

ENGINE MOUNTED ON 3 LIVE RUBBER CUSHIONERS

BY-PASS COOLING SYSTEM CONTROL

FULL CIRCULATION WATER PUMP

ANTI-VAPOR-LOCK FUEL SYSTEM

AUTOMATIC HILL HOLDER

GAS-SAVING OVERDRIVE (Optional—extra cost)

EMERGENCY BRAKE ON REAR WHEELS

