

# STUDEBAKER

President Eight ★ Commander Six

1941





## lip-stream styled odies of advanced new torpedo type

These new 1941 Studebaker Presidents and Commanders have 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 1**  
Beautifully modeled chromium trim blends with smartly lacquered metal in this distinctive Commander and President instrument panel. Chromed designs at each end accentuate the prevailing a



**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 unique Studebaker convenience gives you a constant supply of fresh, filtered air throughout the car even when it's cold outside. Floors are comfortably heated. Windshield and windows don't frost. You can direct a stream of air against the windshield to prevent icing. Climatizer costs little extra.



enormous capacity in this weather-tight Studebaker trunk—And the lid "put" in any desired position. All the luggage an average family requires for an extended 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.



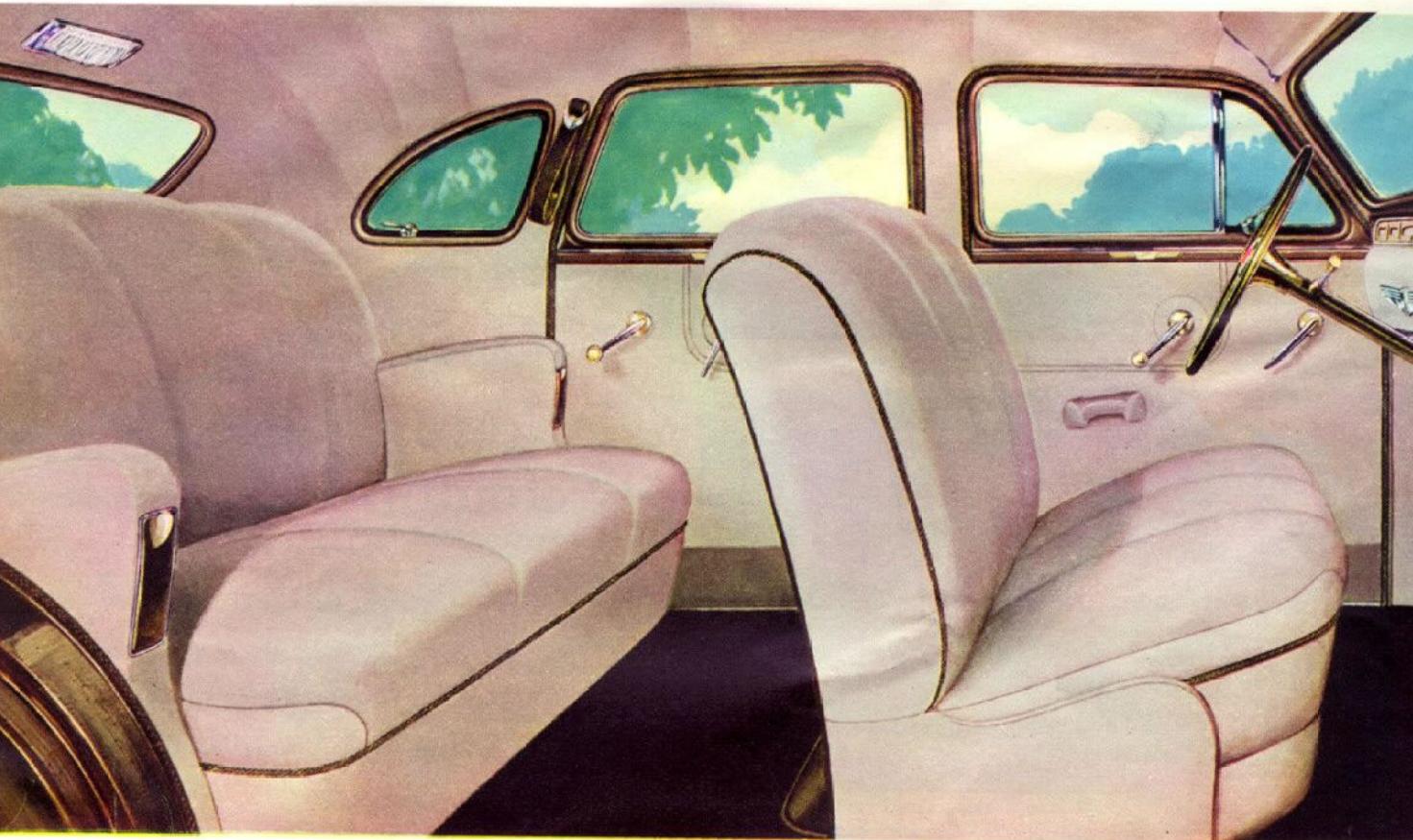
You ride in restfully cradled comfort every

*Protected  
against fatigue and wear  
you thoroughly enjoy  
your Studebaker driving.*





*Above: Studebaker Commander Custom Land Cruiser*



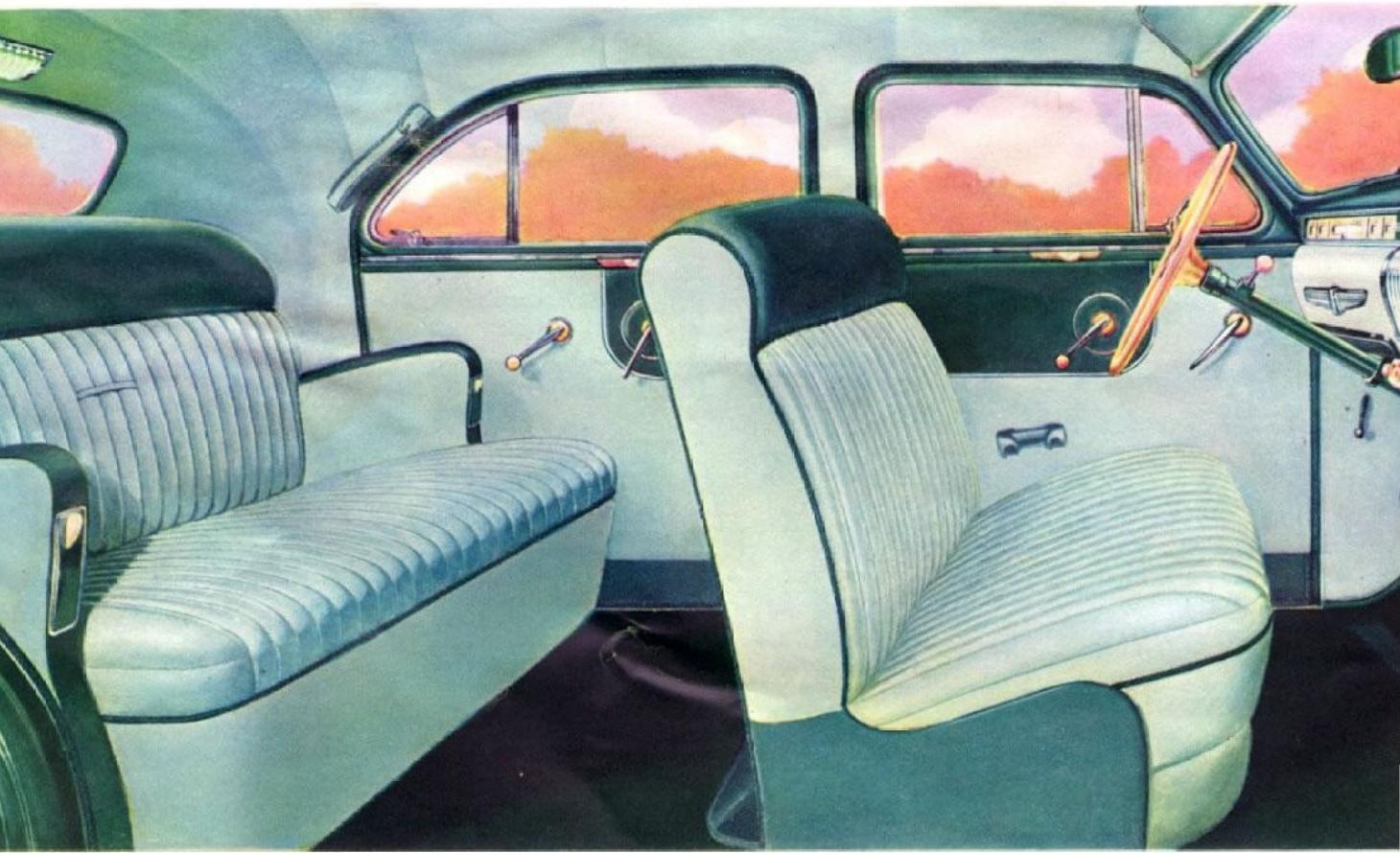
*Above: Studebaker Commander Custom Sedan*

*Below: Studebaker Commander Custom*





*(Above) Studebaker Commander Delux-Tone Land Cruiser*



*(Left) 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

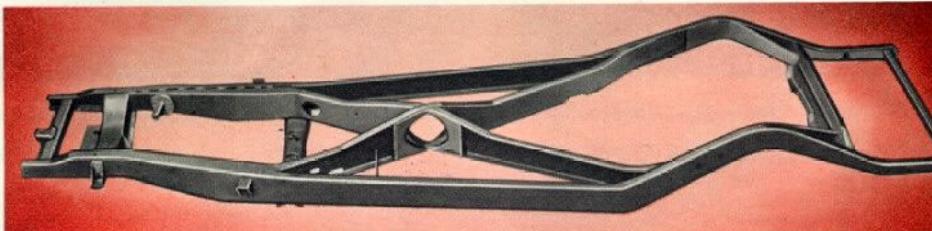
These  
Studebaker Presidents  
and Commanders  
will cars in solid safety



**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-activated type that keep you from swerving and hurling forward when you apply them suddenly.

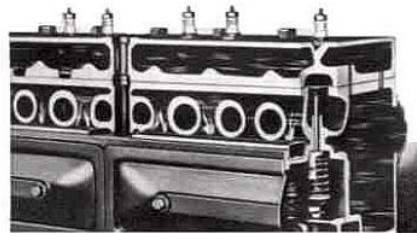


**Heavy box-girder frames are the super-strong "straight-X" type**—And this bridgework of twist-resistant steel not only gives you a feeling of stability when you're driving but also protects power plant and passengers against the effects of road shock. Studebaker engineers use a light-weight but scientifically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





You save  
substantially on  
gas, oil and repair!



**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 are "made" to mix gasoline and air in "just the right proportions. Manifold heat is kept adapted to driving by means of a thermostatic "brain."

OVERDRIVE CUTS FUEL COST



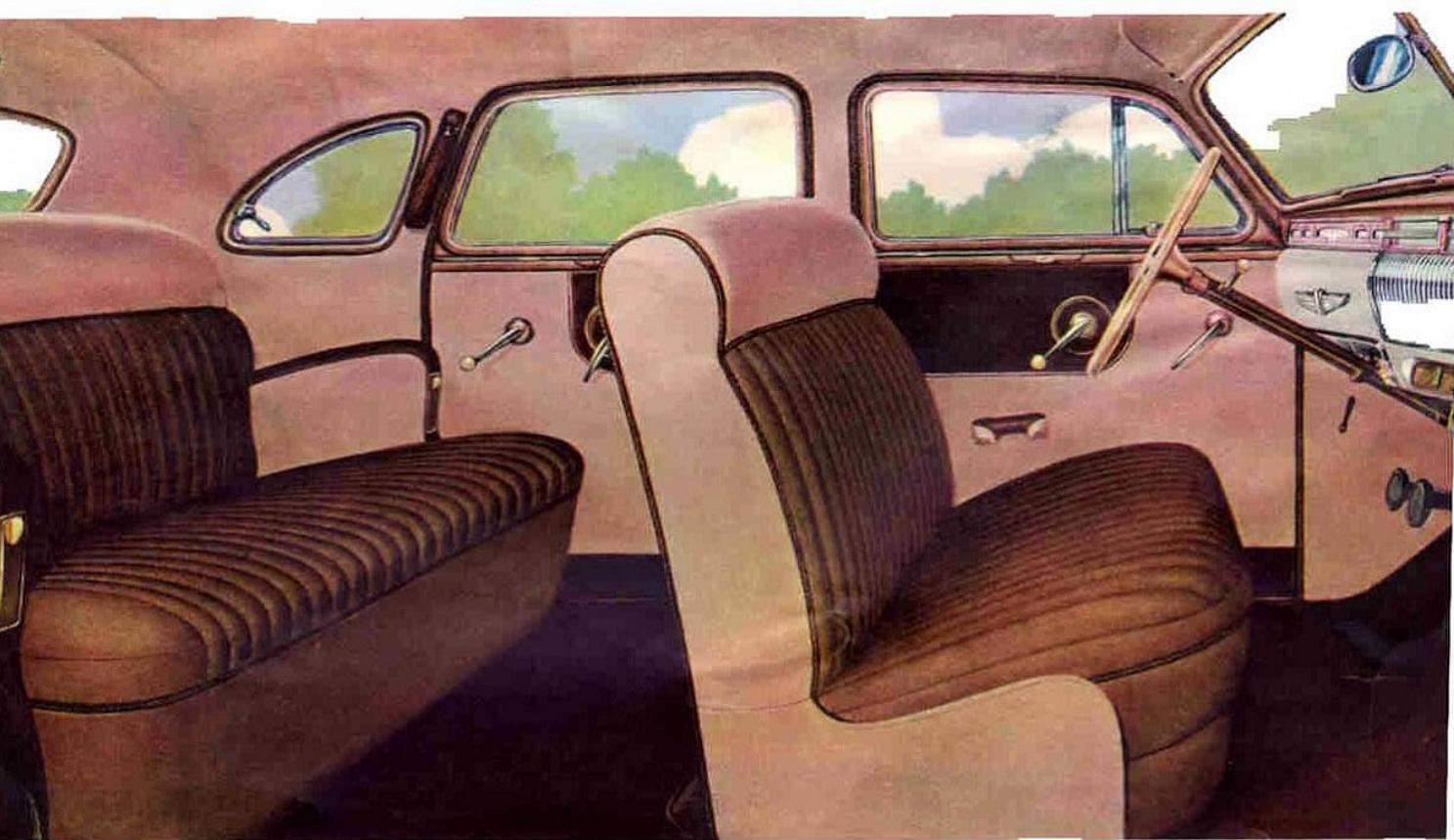
Without overdrive



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



*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 Cri*





(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

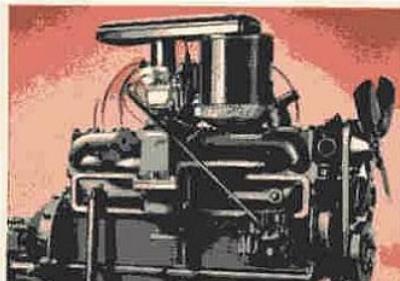
*You have scarcely  
anything to do but steer*

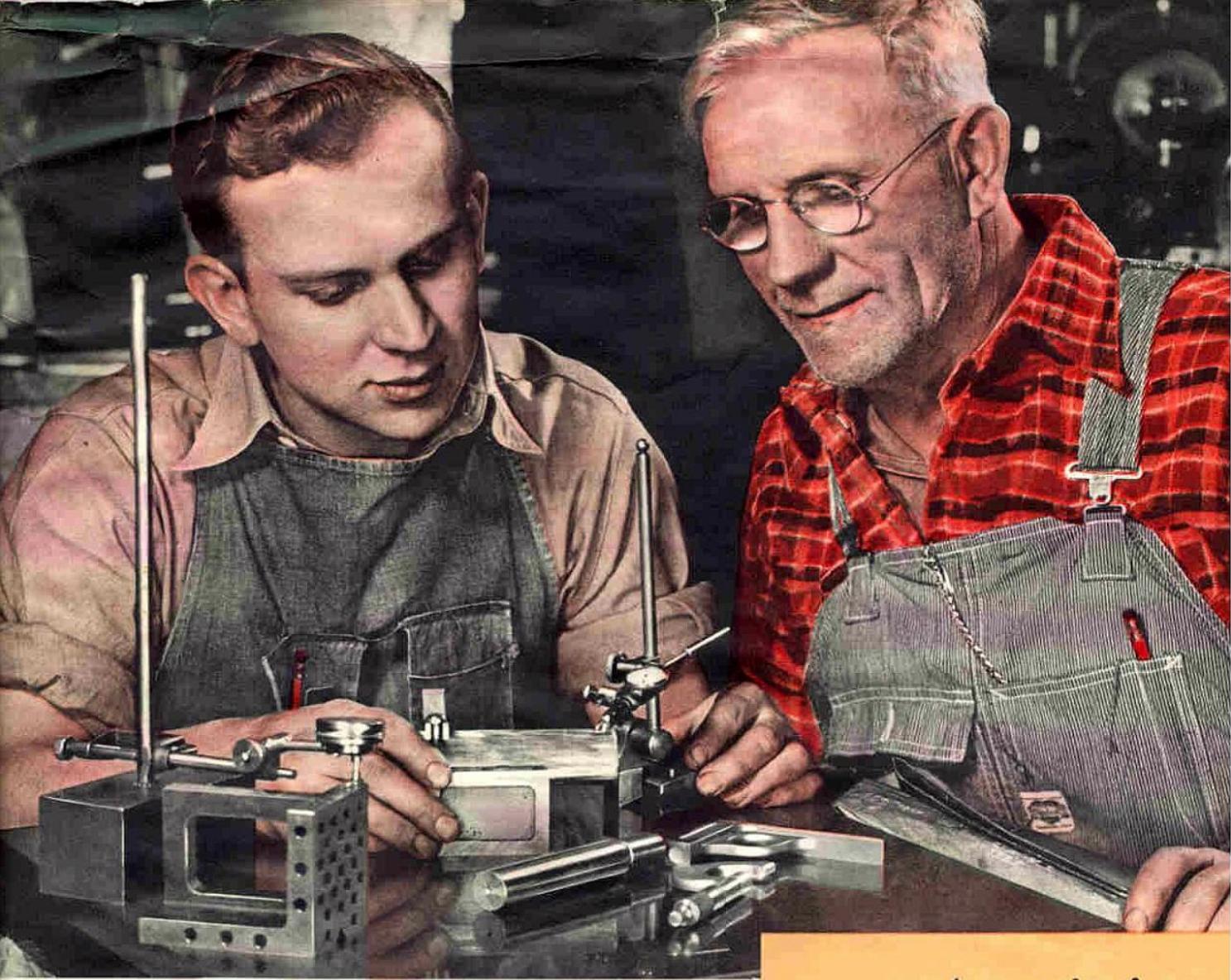


**You shift gears with finger-tip ease and certainty** — The gear shift control itself is located just below the steering post. And in Studebaker's overdrive models, available at added cost, you can shift gears without using the clutch when running below overdrive speed.



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

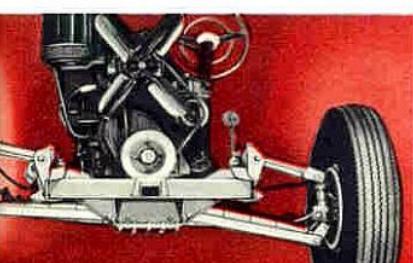




America's  
most expert master  
craftsmen protect  
your investment

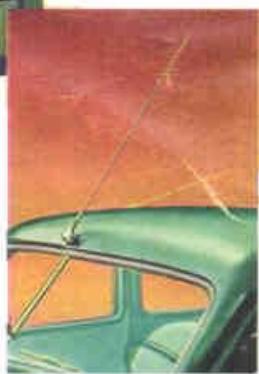
*Their skill keeps these Studebakers  
in sound condition, year after year,  
and mile after mile.*

for engineers written  
motor car. From the  
days of the  
Studebaker  
envied the  
industry's long-range  
the sound,  
on-sense of  
engineering  
act, it may  
that there's  
Studebaker  
successful mo-  
Studebaker  
in 800-acre  
land.



# 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 leadership antenna adjusts from car interior.



**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.



**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 sturdy constructed of heavy steel, highly polished and brightly chromed for maximum beauty and lasting protection.



**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.



**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.

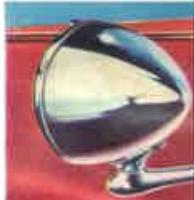


**Chromium wheel discs** and stainless steel trim rings (standard on Presidents) provide distinction and individuality. Designed for lasting beauty.



**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.

**Luggage.** This smartly-styled luggage is designed and tailored for Studebaker Commandant trunk compartment. The Studebaker line is available as illustrated.



**Controllable spotlight.** long, penetrating beam is extremely useful for distinguishing road and house numbers. easy-gripping tenite handle is this most useful accessory good looking besides.



**Automatic cigarette holder.** Press in, let go and cigarette light is ready. Keeps hands and road appreciated safety.

