



Studebaker
PRESIDENT EIGHT • COMMANDER SIX

*Spring and Summer Series
1941*



FROM FAMED DESIGNER

COMES THE DRAMATICALLY

DISTINCTIVE STUDEBAKER STYLING

Raymond Loewy

YOU ARE RIGHT if you think you see a striking resemblance to the giant Boeing Stratoliners in these distinctive Studebakers.

There should be a similarity because the same Raymond Loewy, who styled the interiors of those swift, new speed-planes of the stratosphere, also designed these Studebaker Presidents and Commanders.

This acknowledged leader of modern industrial design has endowed these beautifully proportioned cars with vigorous, unobstructed, slipstream lines that give each model of the President or Commander an alive, "going-some-where" look. The exterior finish and the interior upholstery and appointments rank these distinctive Studebakers with America's finest cars.

APPROVED BY MANY OF AMERICA'S

Smart SOCIAL LEADERS

Your preference for a Studebaker President or Commander is confirmed by these and many other American women of influence and distinction who proudly drive these impressive cars



"Driving my new Studebaker is really thrilling," says popular young socialite Miss Brenda Frazier. "It's such an alive motor car . . . Raymond Loewy, who had a hand in designing it, certainly is to be complimented."



"I love to drive . . . and my new Studebaker is a joy to handle," says socially prominent Mrs. Pierpont Morgan Hamilton. "It's styled so smartly—and it's really astonishing how little it costs to run."



"I'm so delighted with our new Studebaker," says Mrs. Lawrence Tibbett, charming wife of the famous operatic star. "I have found it such a comfortable and easy-driving car . . . Raymond Loewy does have a genius for individualizing everything he styles."



"Blood lines count in cars as well as in pedigreed dogs and horses," says Mrs. Priscilla St. George Duke. "I'm proud to feel, as a Studebaker owner, that I'm helping to perpetuate one of America's great traditions of fine craftsmanship."



You walk into and out of this Studebaker through exceptionally wide, high doors. Front door openings, as well as rear door openings, are so spacious that you get in and out of the car with delightful ease. A cleverly concealed running board inside the doors prevents slipping because it's protected from snow and sleet. All door interiors are upholstered with dark-tone lower "kick" pads.

You see clearly in all directions thanks to extra large expanses of protecting glass in windshield and windows. The driver has full vision forward as well as at the sides and to the rear. Passengers enjoy an observation-car view.



Three passengers ride in uncrowded comfort. The phantom photograph graphically illustrates the remarkable amount of hip and shoulder room in the 1941 Studebaker front seat. As much as 2½ inches of width have been made available by the graceful outward curve of the smart new torpedo-type body.

IMPRESSIVELY SMART

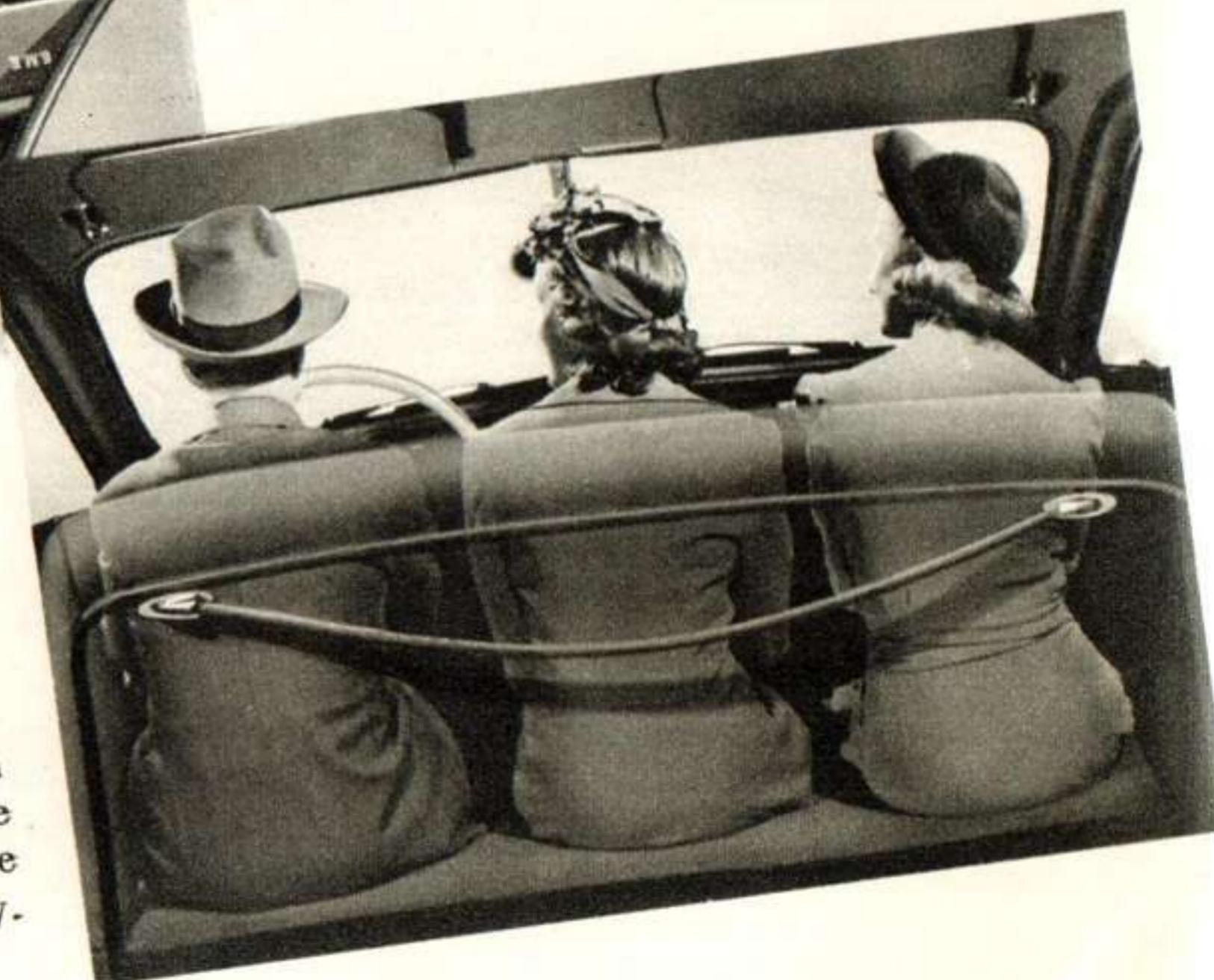
Studebaker Commander Six

FEATURES ROOMY TORPEDO-STYLE BODIES

IF YOU take pride in driving a car that has an unmistakable individuality—a car that is its own distinctive self and not a slavish copy of a dozen other makes—you'll like the trim, exclusive look of this Studebaker Commander. It's available in three styles—Custom, Delux-tone and Skyway Series.

Designer Raymond Loewy has given this Studebaker a refreshingly original interpretation of the new torpedo design. With its yacht-like grace and sophisticated disdain of meaningless frills, the Studebaker Commander is easily the year's stand-out style car of the low-medium price field.

There's enormous capacity in this weather-tight Studebaker trunk—And the lid "stays put" in a safe, wide-open position because of its unique counter-balanced spring hinges which also exert pressure that keeps the lid closed should you forget to lock it. All the luggage an average family requires for an extended trip can be accommodated easily.





STUDEBAKER COMMANDER
CUSTOM SEDAN-COUPE

White sidewall tires, contrasting color belt and lower fender decorations, extra

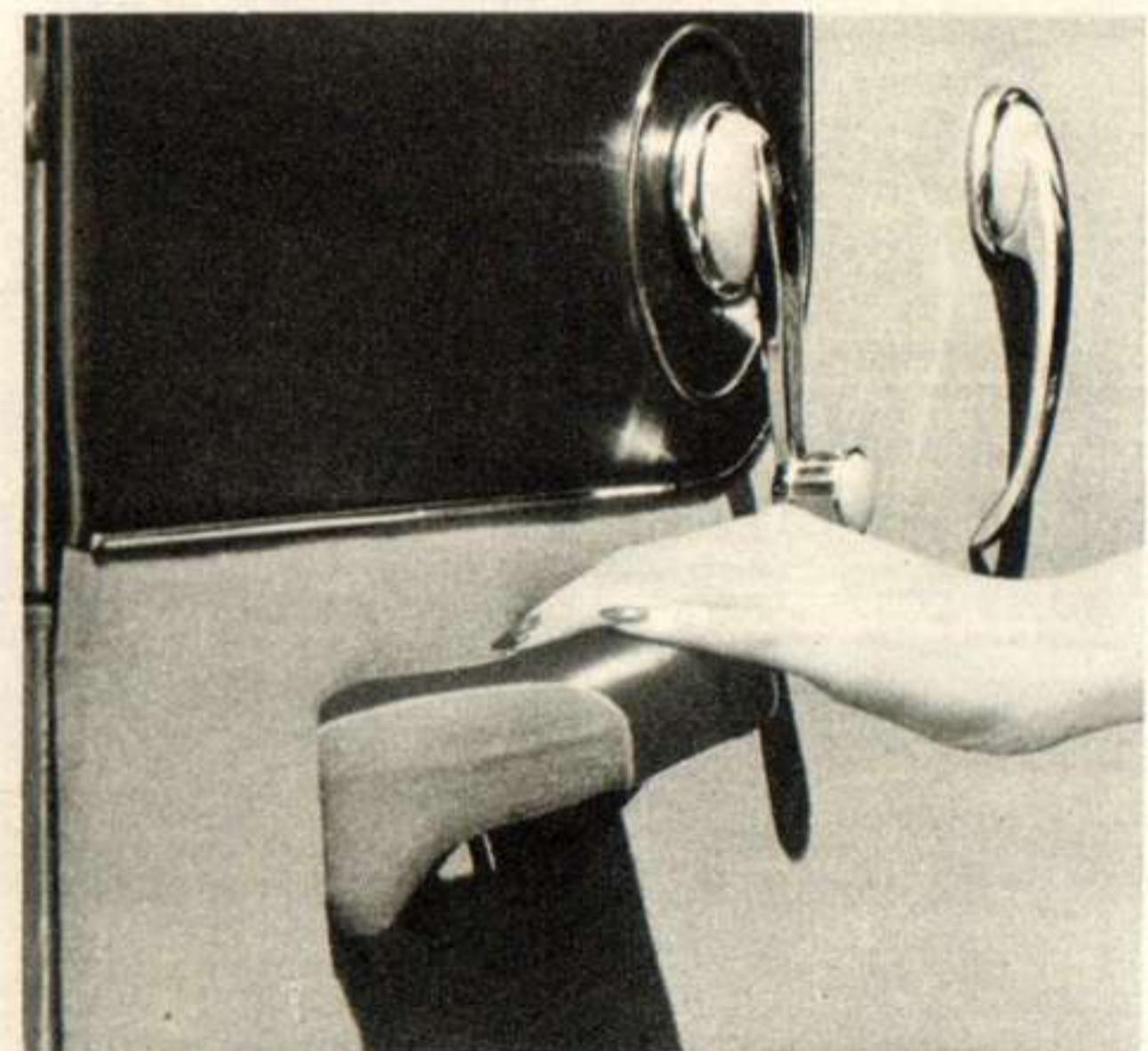
THESE *Studebakers*

PAD EVERY ROAD WITH

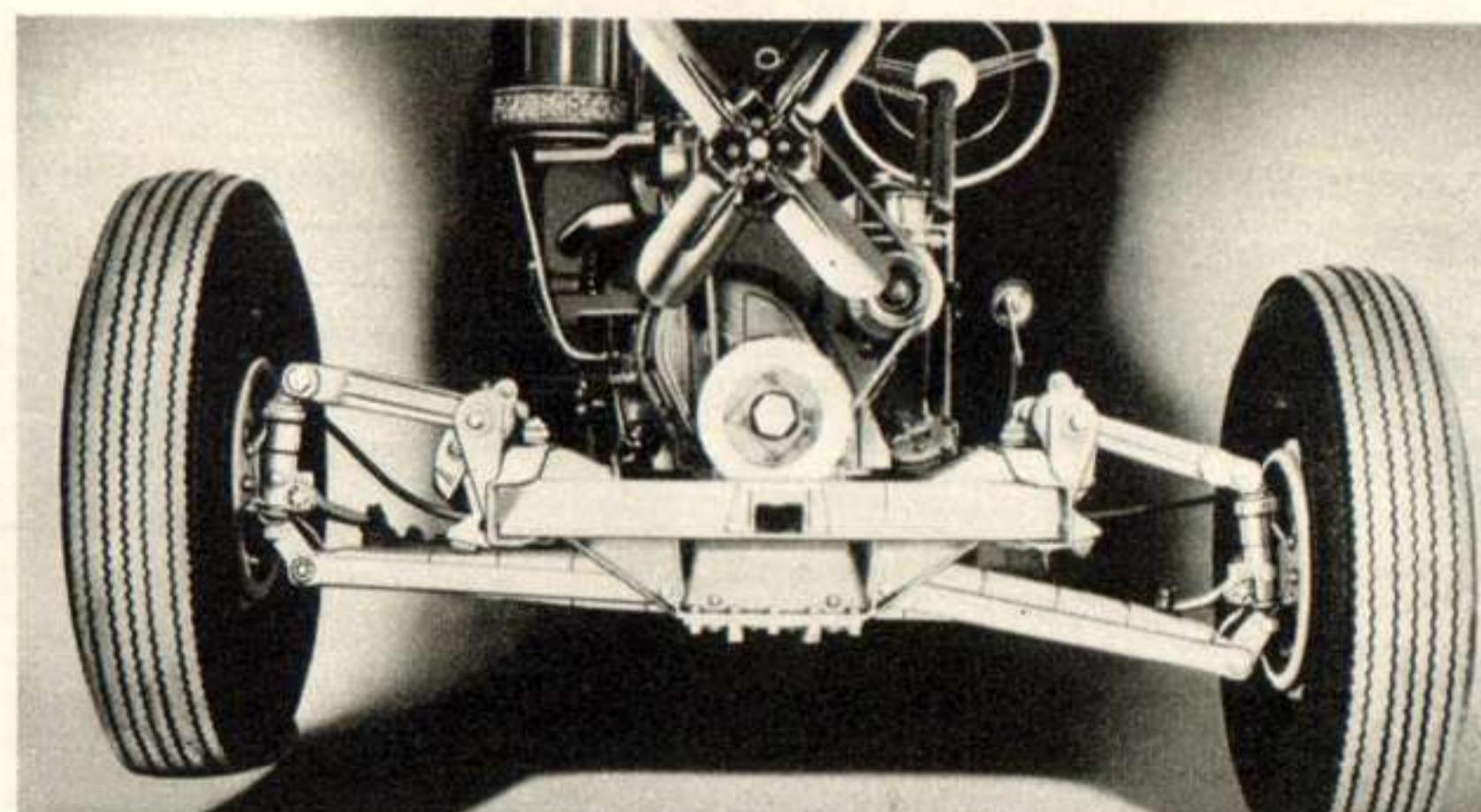
VELVET-SMOOTH

COMFORT

EVERYBODY's at ease throughout miles and hours of driving in a Studebaker. There's loads of leg room, head room and body room in these Commander and President models. You ride thoroughly relaxed because you sit in, not on, the seats. Seat backs are high and luxuriously cushioned. Front seats are extra wide and deep. There's extra stretch room for the feet of back seat passengers beneath the back of the front seat. And all passengers ride in the cradled "comfort zone" between the axles.



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 with the distinction of smart jewelry.



Studebaker engineers determined to produce the finest spring suspension—And that's why they devised the planar independent suspension pictured above. For years it has been leveling the ride of Studebaker cars. It's a big factor in safety, too, because it keeps them on an even keel when rounding curves.



Rough spots like this seem smooth thanks to Studebaker's exclusive planar independent suspension and finest hydraulic shock absorbers. Studebaker's front wheel suspension is self-stabilizing. You experience none of the sidesway of coil spring cars with Studebaker's big transverse spring.

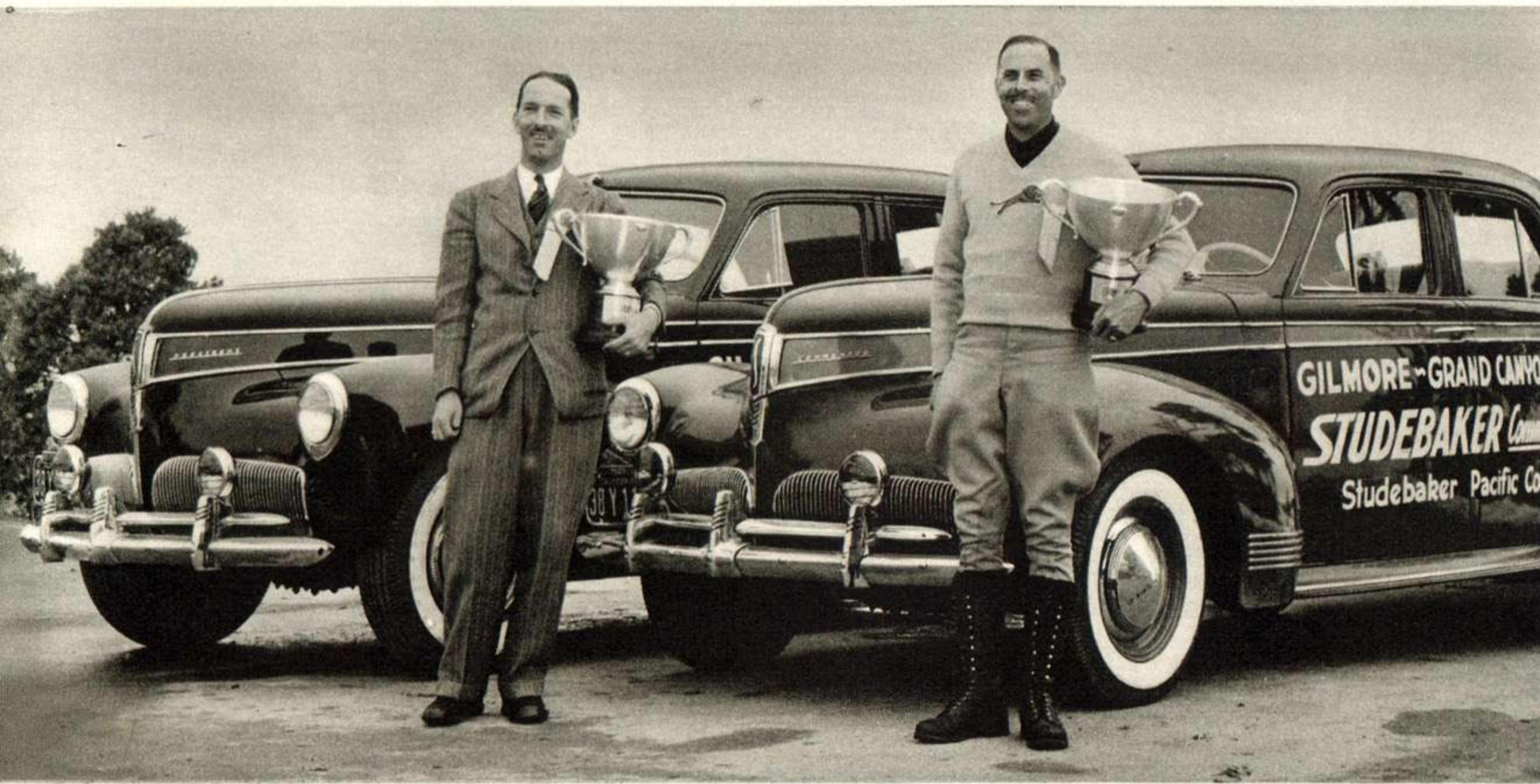
STUDEBAKER COMMANDER
DELUX-TONE CRUISING SEDAN



STUDEBAKER

Gas Economy **OFFICIALLY PROVED**

IN FOUR STRAIGHT YEARS OF GILMORE RUNS



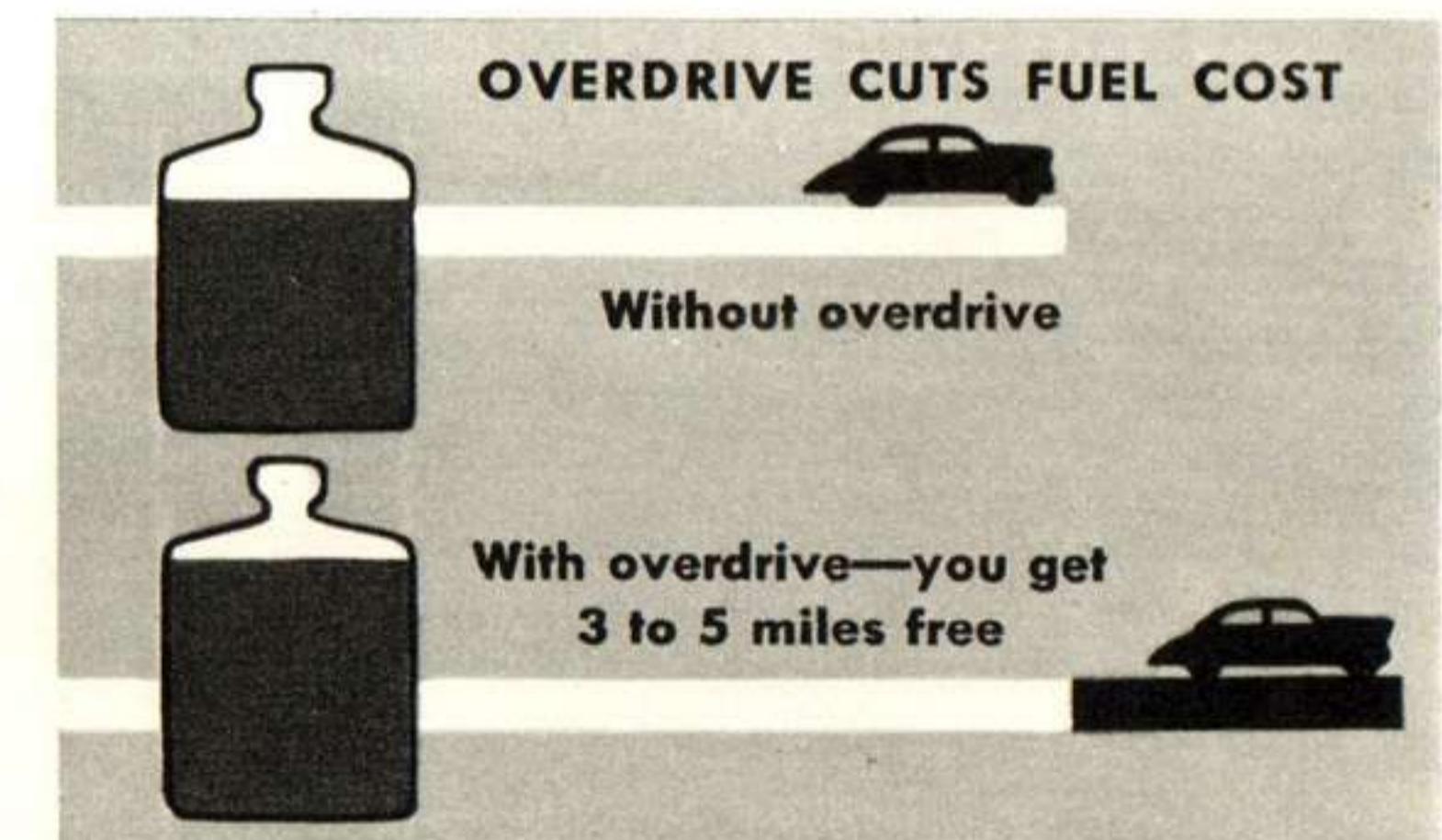
IN THIS year's Gilmore-Grand Canyon Economy Run, the Studebaker Commander and President scored firsts in their divisions with the remarkable averages of 24.36 and 22.53 miles per gallon respectively—upholding for the fourth straight year Studebaker's dominance in this annual gas economy test. In the 1941 run, strictly supervised by the American Automobile Association, the Studebakers covered 599.3 miles from Los Angeles to Grand Canyon at an average speed of more than 42 miles per hour. All Studebakers were equipped with overdrive.

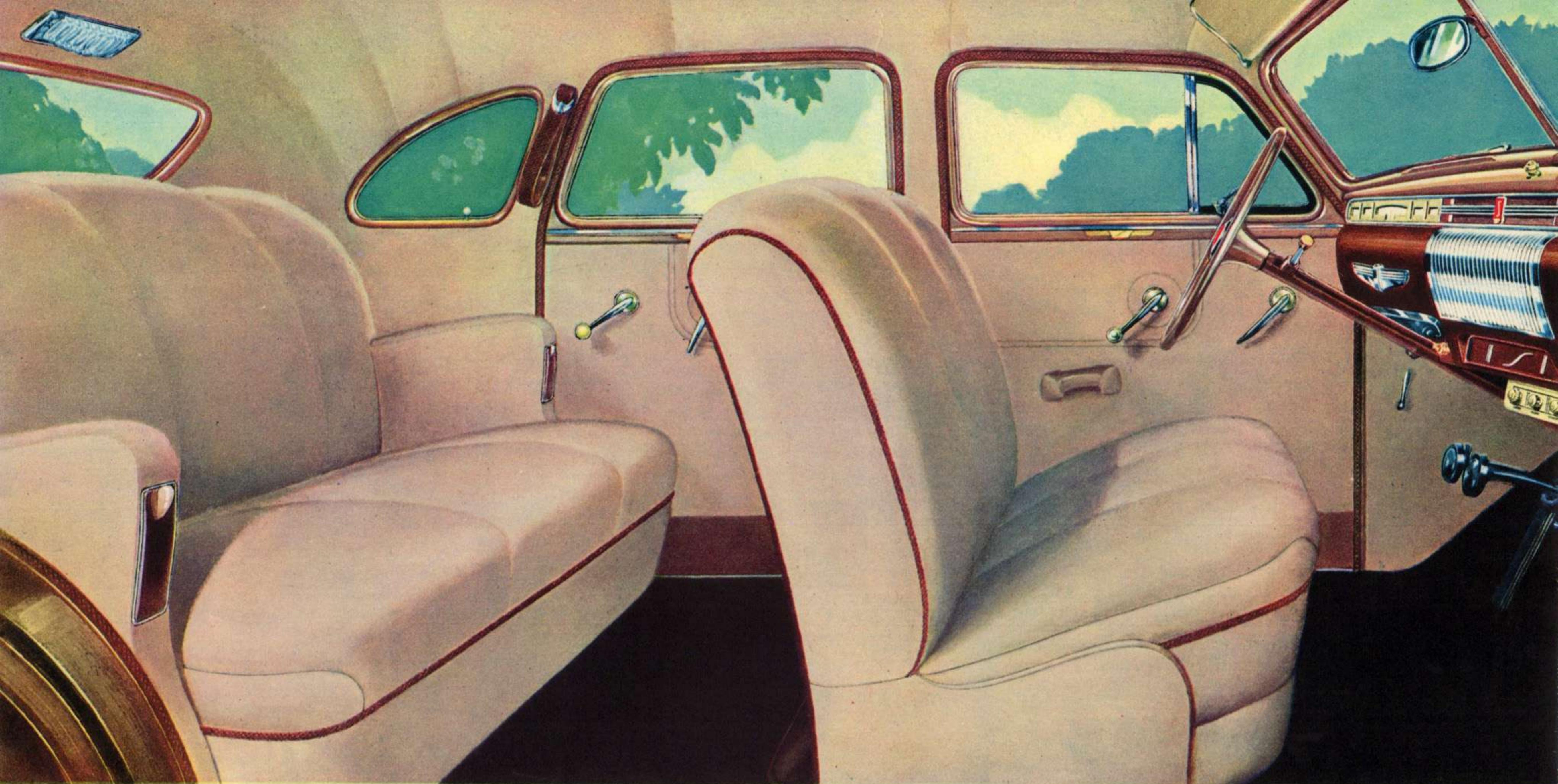
Here's why your oil stays cleaner in these Studebakers—The oil in your 1941 Studebaker Commander or President is protected against dirt by the finest type of oil filter made. In addition, an internal floating oil screen automatically selects only the cleanest oil in the crankcase.



Almost everything is automatic in these Studebakers—They have automatic choke control, automatic spark control, automatic water temperature thermostat, and a thermostatic "brain" to control manifold heat. "Tailor-made" carburetors mix gasoline and air "just right."

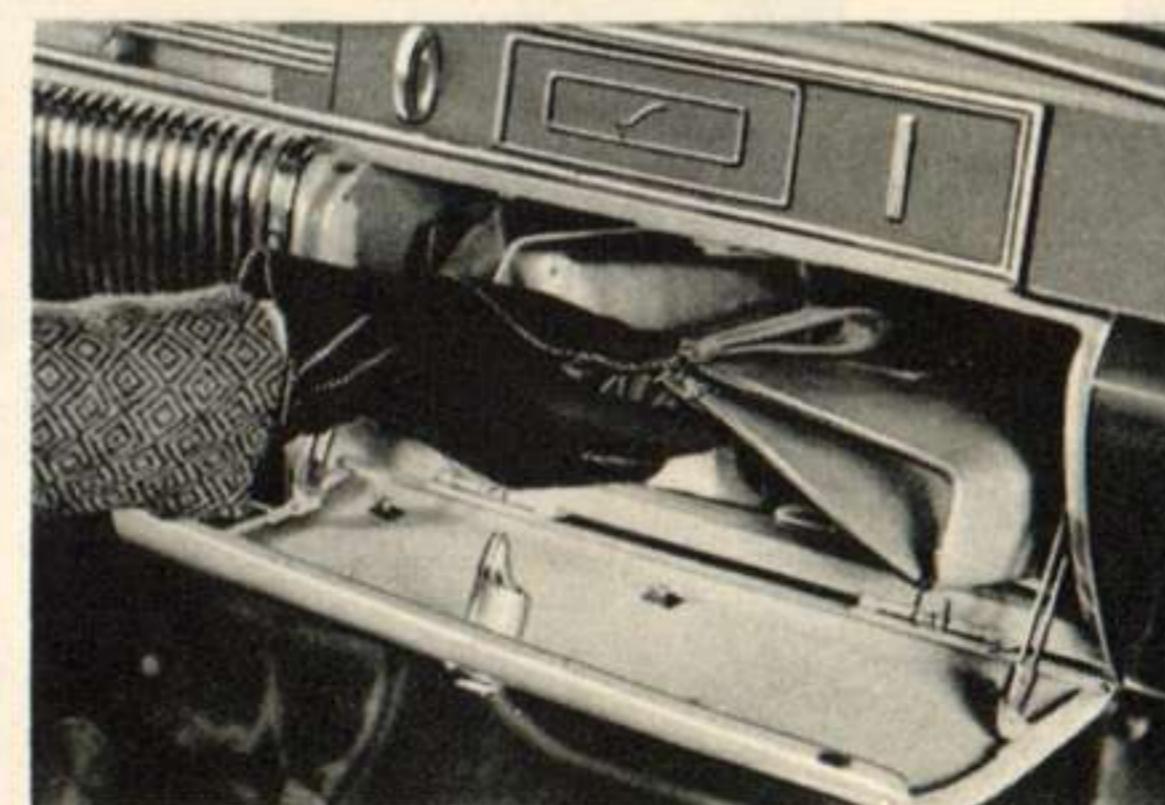
Studebaker's Economic Overdrive is a new driving thrill—Your car seems to glide along with an almost air-borne feeling when you attain a speed a little above 30 miles per hour. Engine revolutions decrease one-third, saving gas, reducing wear and tear. And you can instantly get direct-drive, emergency acceleration.





Interior Commander Custom Cruising Sedan. This style interior trim is provided in all President and Commander Custom models.

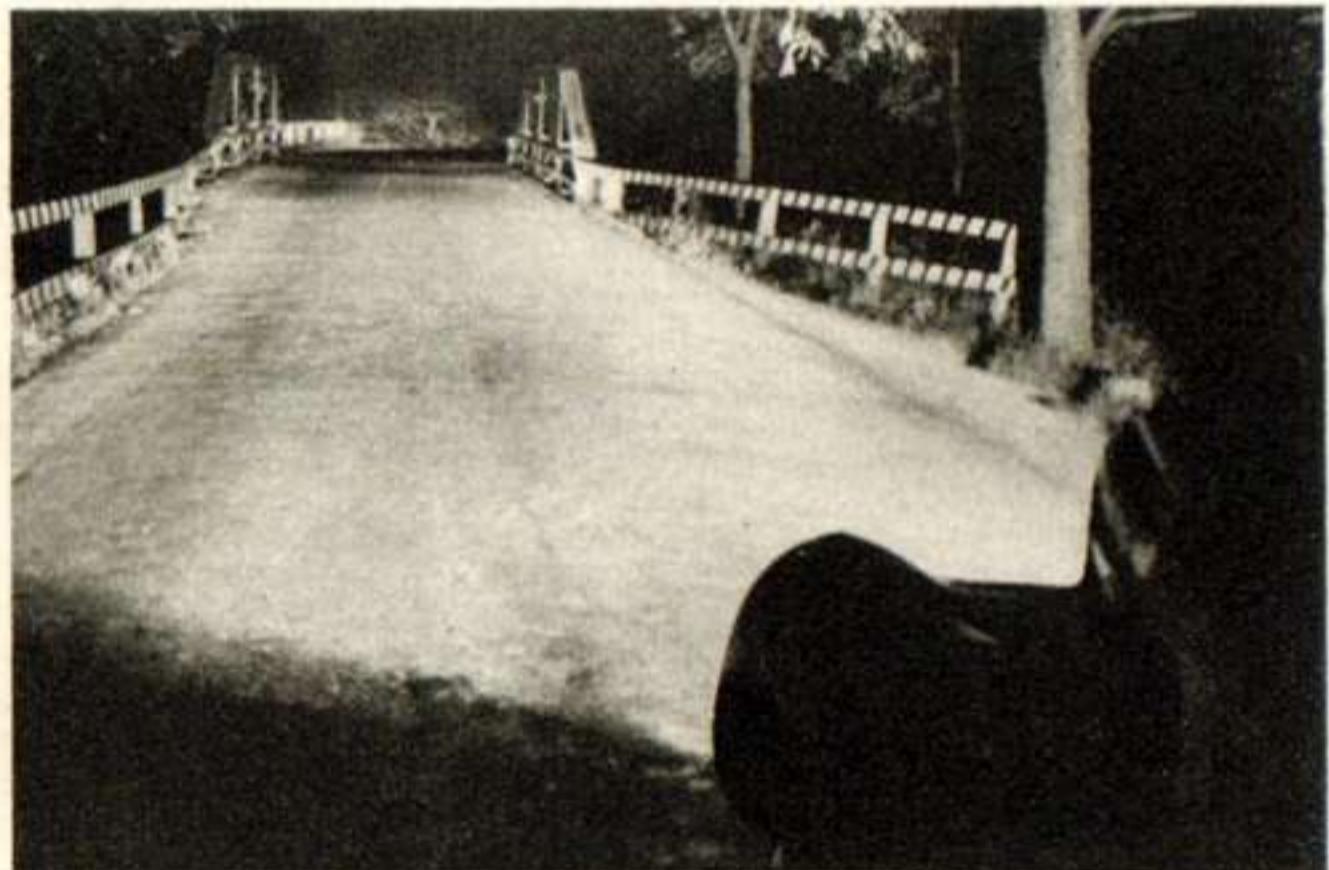
Here's why Studebaker doors swing tight instead of loose—It's due to this special rotary door latch, that was pioneered by Studebaker. You don't have to slam these doors.



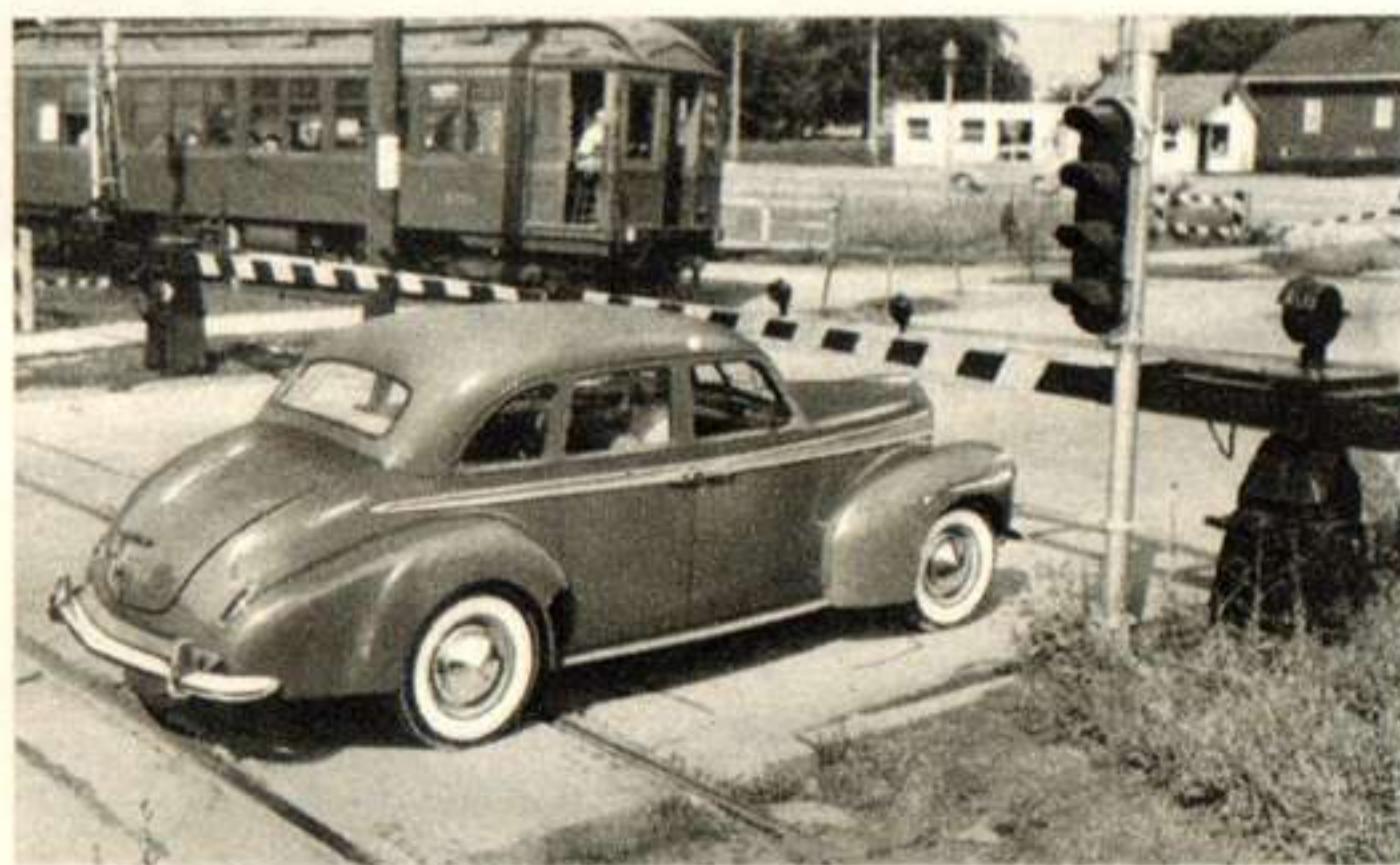
Commodious glove compartment in the dash has its own special lock, with separate key, as standard equipment—one of many thoughtful conveniences provided by Studebaker.

SURE - FOOTED *Safety*
FOR YOU AND THOSE
DEAR TO YOU

- You Steer out of trouble
- You Stop short of trouble
- You Accelerate past trouble



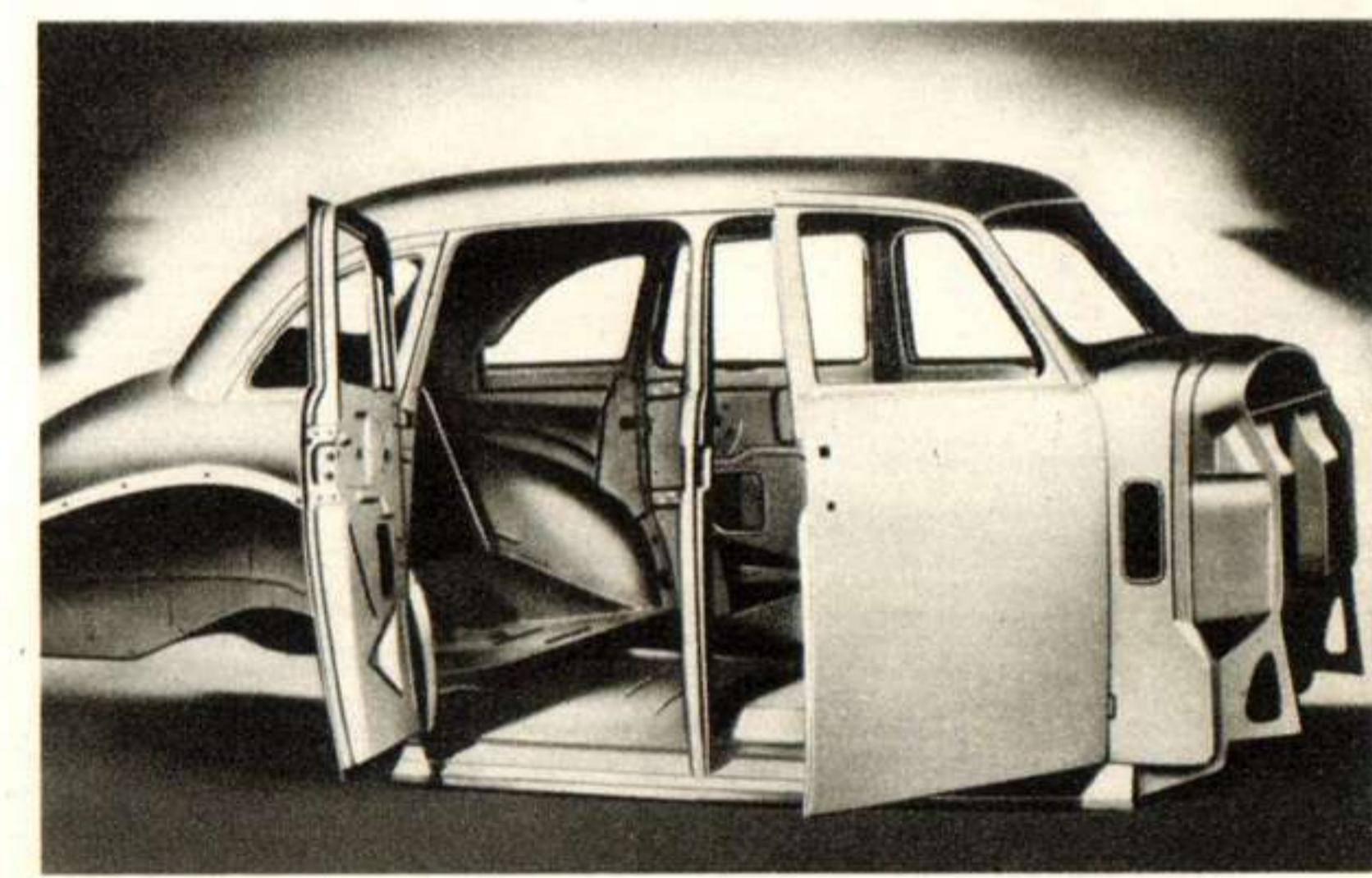
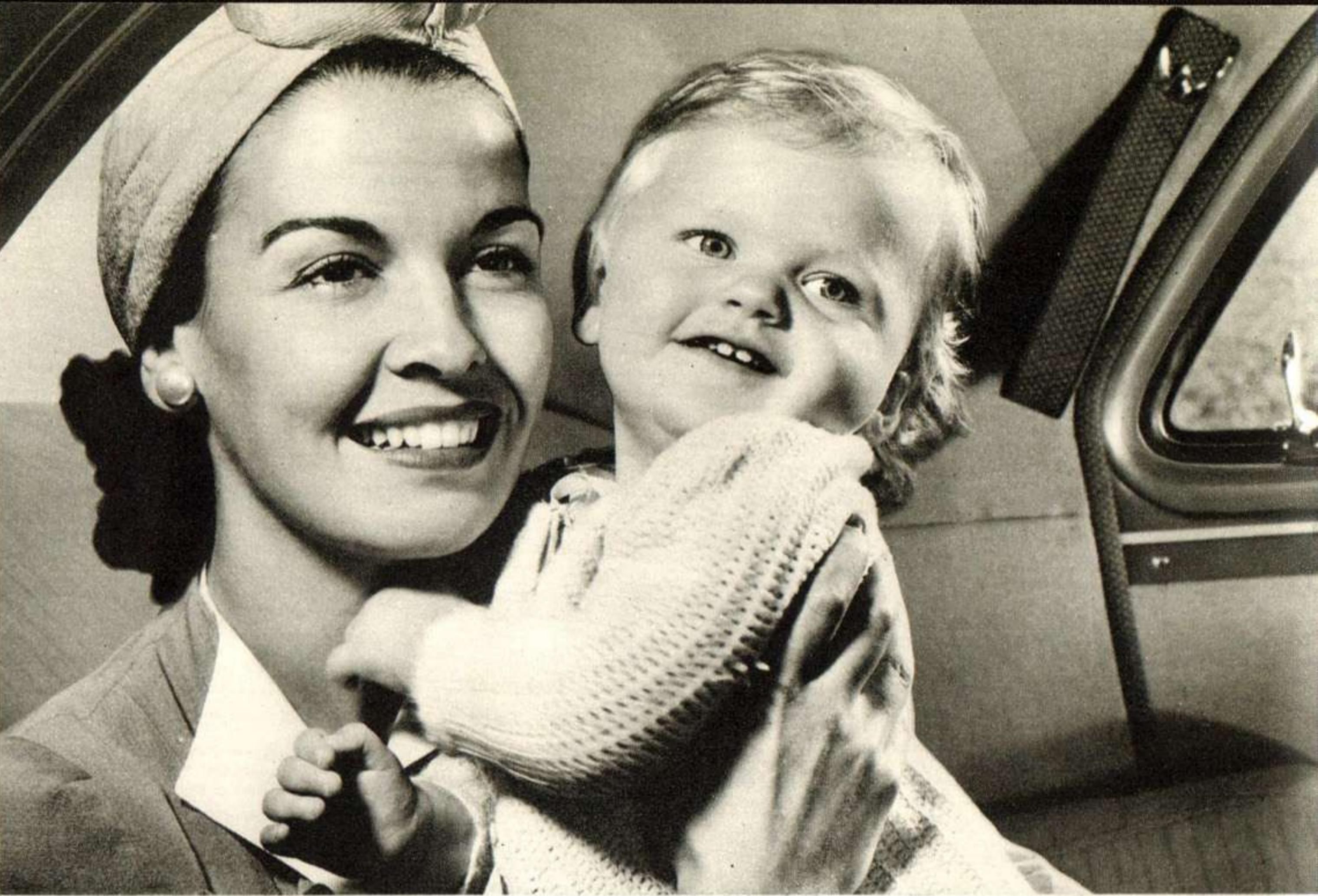
Studebaker's "sealed beam" headlamps are wide apart for safety—This means that oncoming cars give you plenty of road room when passing. You get 50% more road illumination than with old type headlamps. Reflector doesn't tarnish.



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



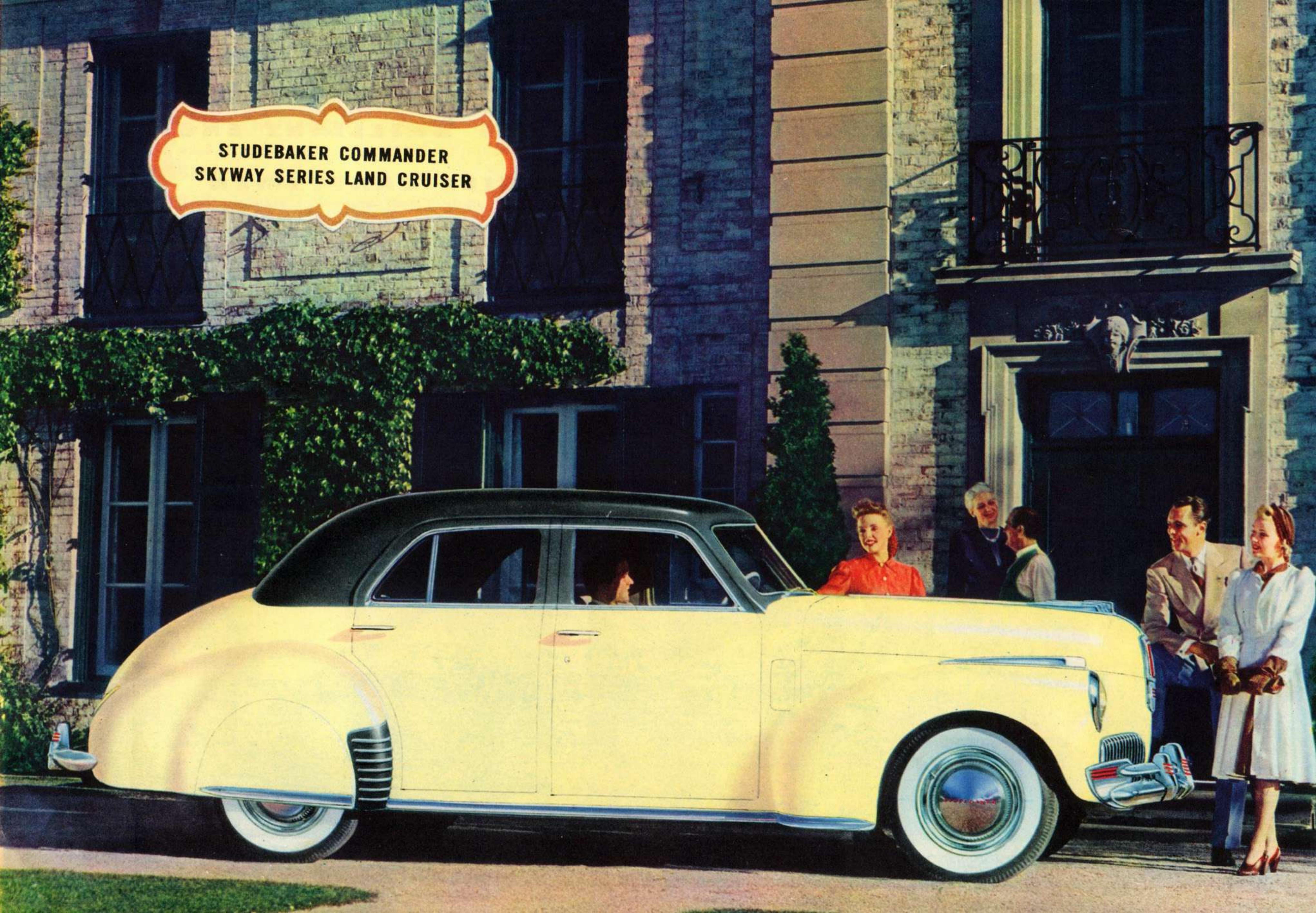
You don't roll back when you stop on an upgrade—That's because Studebaker's automatic hill holder keeps your Commander or President securely stopped until you're ready to go. You just hold the clutch pedal down and you can safely release your brake pedal.



Studebaker's solid steel body is the strongest made—And the body and frame are joined into a single rigid unit. Strong box-section girders form the front pillars and other sections of the body where heavy strains may unexpectedly occur. Studebaker's cowls are of super-strong dome-like construction.

2

STUDEBAKER COMMANDER
SKYWAY SERIES LAND CRUISER



THE PROUD PRODUCT OF *America's* MOST BRILLIANT ENGINEERS
AND MOST EXPERT AUTOMOBILE CRAFTSMEN



From the earliest days of the automobile, Studebaker has been envied throughout the industry for the long-range thinking and the sound, solid common-sense of its brilliant engineering corps

Studebaker craftsmen average 44 years of age and 13 years on their jobs. Pictured, E. L. Richard, a veteran of 22 years

ONE of your greatest satisfactions as a Studebaker owner is your assurance that every Studebaker car is brilliantly engineered and soundly constructed. The advancements that Studebaker engineers have devised for the improvement of all cars illumine page after page of automobile progress. The quality of Studebaker craftsmanship, unmatched in the automobile industry, stems from Studebaker's steadfast policy of manning its pro-

duction and assembly lines with men who have Studebaker experience in their blood. Transients are not encouraged to seek Studebaker employment because few can qualify. Studebaker cars stay in admirably sound condition mile after mile, and year after year—remain singularly free from costly repairs—trade-in for top allowances—because Studebaker men make a lifework of their jobs at Studebaker.



Since 1903, Wm. C. Zetoski, pictured above, has been a painstaking Studebaker craftsman. He is still ably on the job every day



Father and son teams are numerous on the Studebaker assembly lines—pictured are Joe Kopetski and Joe junior

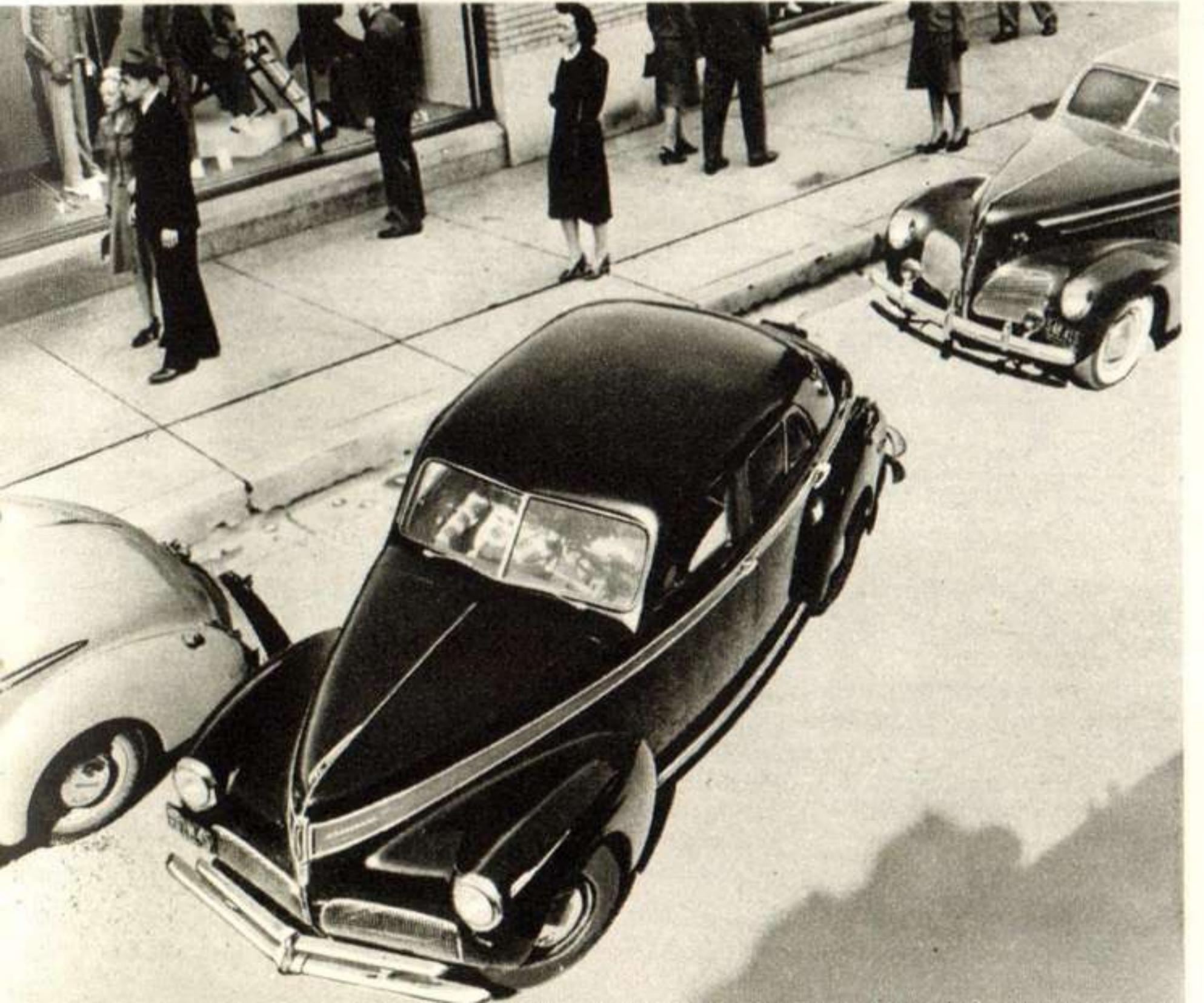


Interior Commander Delux-tone Land Cruiser. Also available in green and gray green and beige and brown.

Disappearing center arm rest is standard in rear seats of President and Commander Land Cruiser models. When closed up, it forms an almost invisible unit with seat back.



You shift gears with finger-tip ease in a Studebaker—The gearshift lever is conveniently located immediately below the steering wheel. All the driving controls are easily accessible.

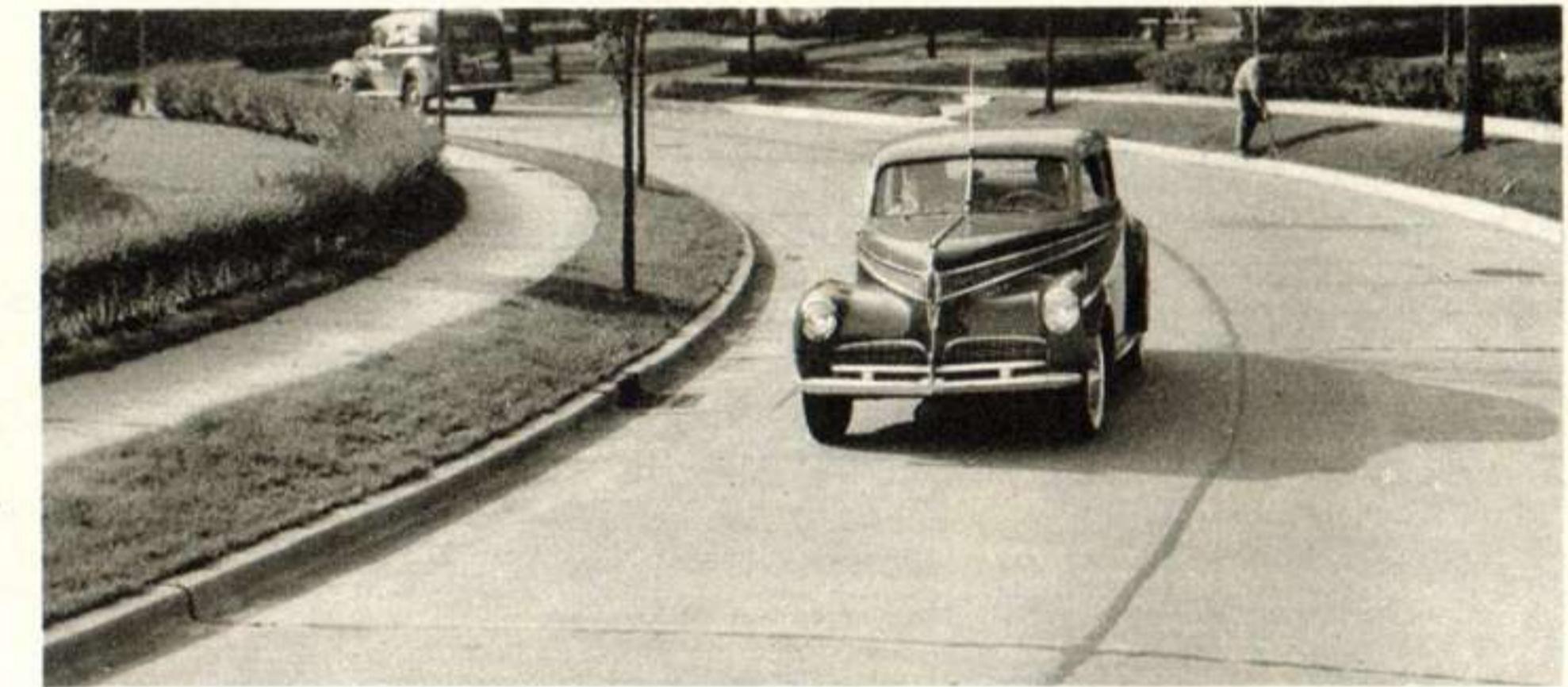


Horsepower has been increased in the Studebakers of 1941 giving them instant-acting reserves of power for safety in split-second emergencies. This powerful, quick response to the slightest touch of the accelerator pedal is combined with a thrilling handling ease that has made Studebaker cars the delight of women drivers. You literally glide up hills without any apparent effort.

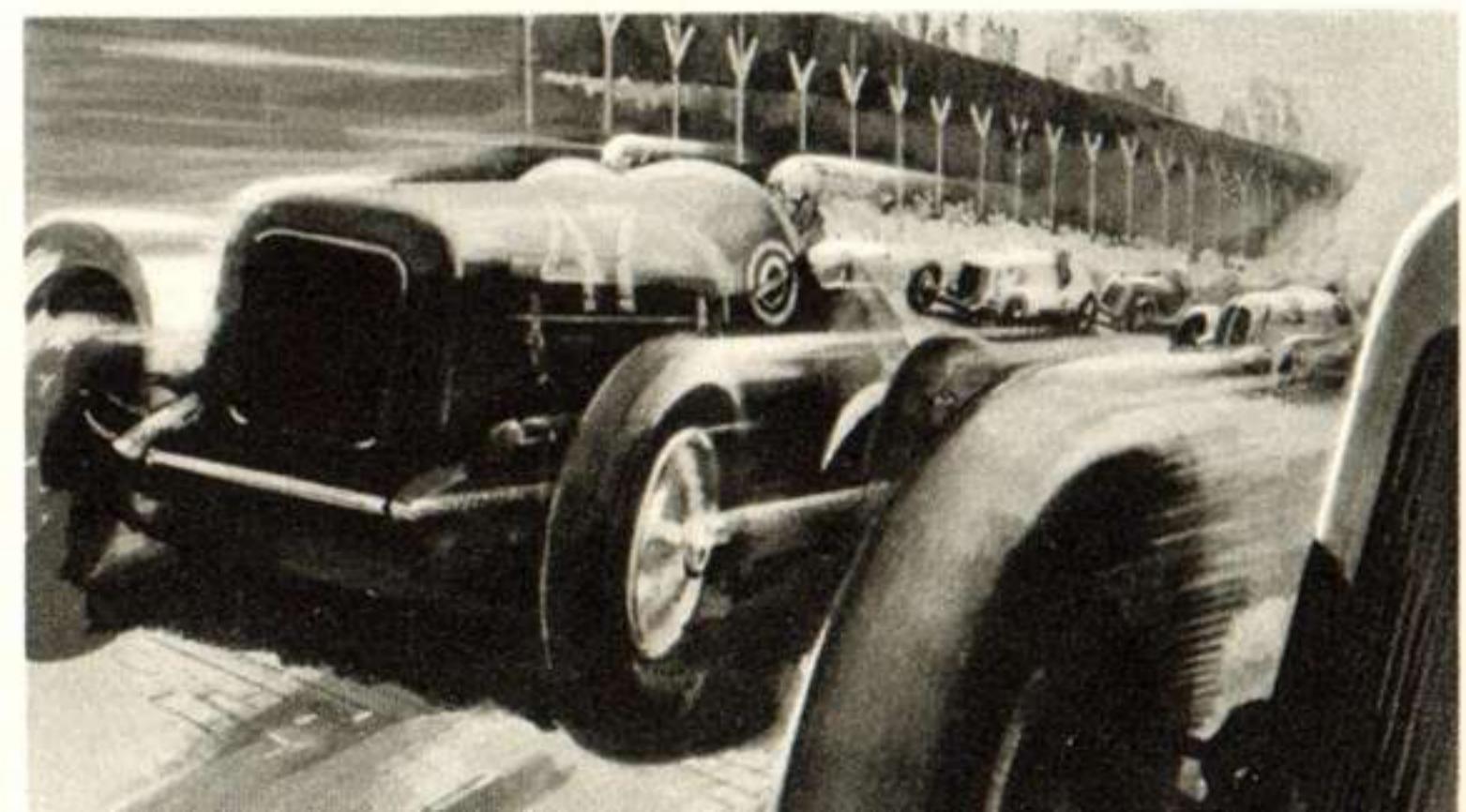
Multi-ratio steering makes parking a Studebaker a joy

—The front wheels swing into the position you want with a minimum of effort. In fact, parking a Studebaker is almost as easy as straight-ahead steering. Studebaker's super-strong steering hook-up is a shockless, direct-action type. Live rubber in steering arm absorbs shocks.

Thrilling **PERFORMANCE**
COMBINES WITH
DELIGHTFUL
HANDLING EASE



You scarcely know you're rounding a turn—even when you're driving your Studebaker Commander or President at a healthy cruising speed. That's because of the beautifully balanced design of the car plus the stabilizing action of Studebaker's famous planar independent suspension. You seem "geared" to your course. Furthermore, the instantly responsive action of Studebaker's multi-ratio, cam-and-lever steering gear banishes wheel fight.



Studebaker performance is a legend of the Indianapolis Speedway—For two years in a row, Studebaker-built engines stayed in the famous

500-mile Indianapolis Race and finished well up among the leaders. This speedway stamina is inherent in every 1941 Studebaker. That means more mileage and fewer lay-ups for repairs.



STUDEBAKER PRESIDENT EIGHT
SKYWAY SERIES SEDAN-COUPE

ONE OF AMERICA'S FINEST CARS . . .

THIS SKYWAY SERIES

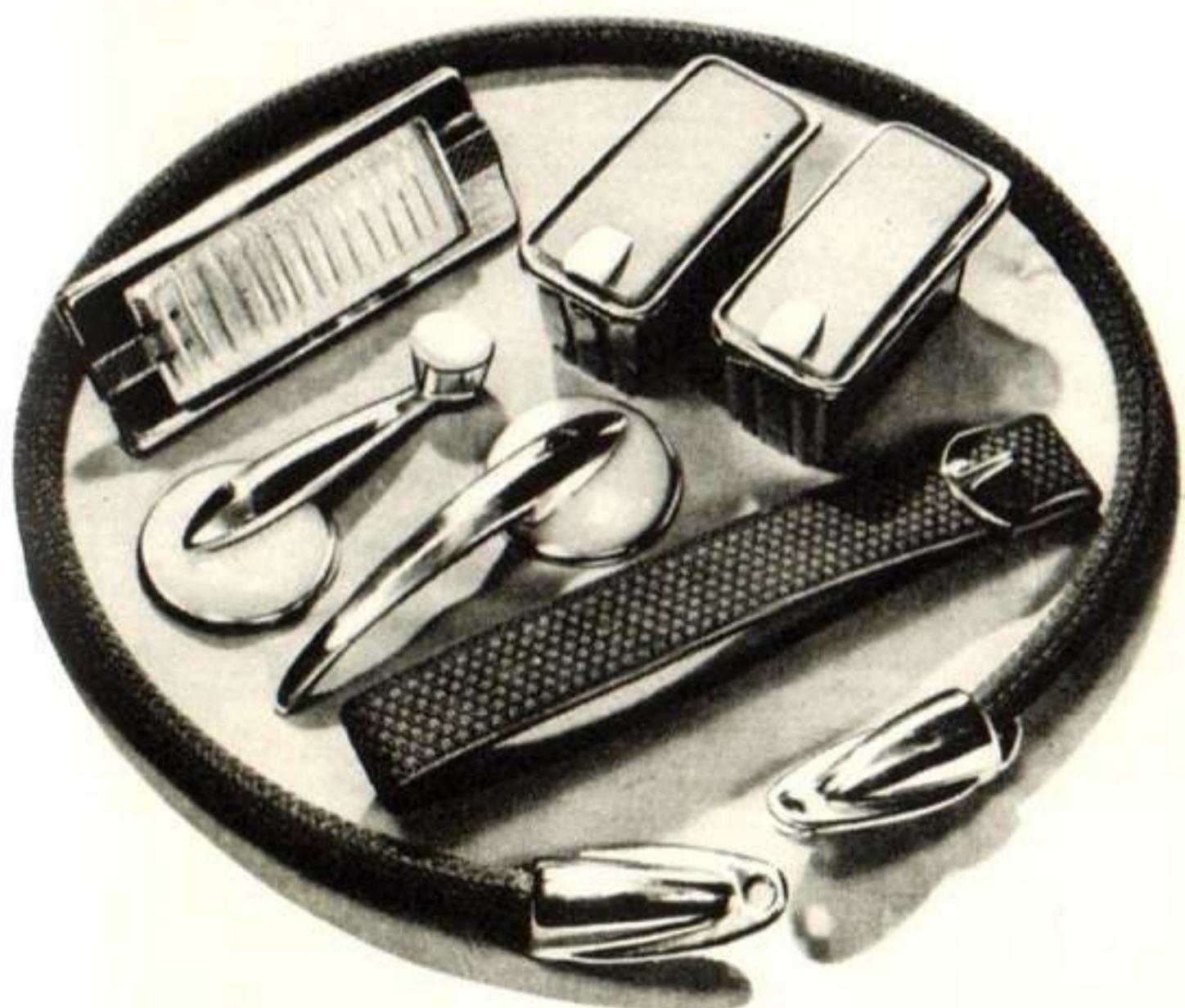
Studebaker

PRESIDENT EIGHT

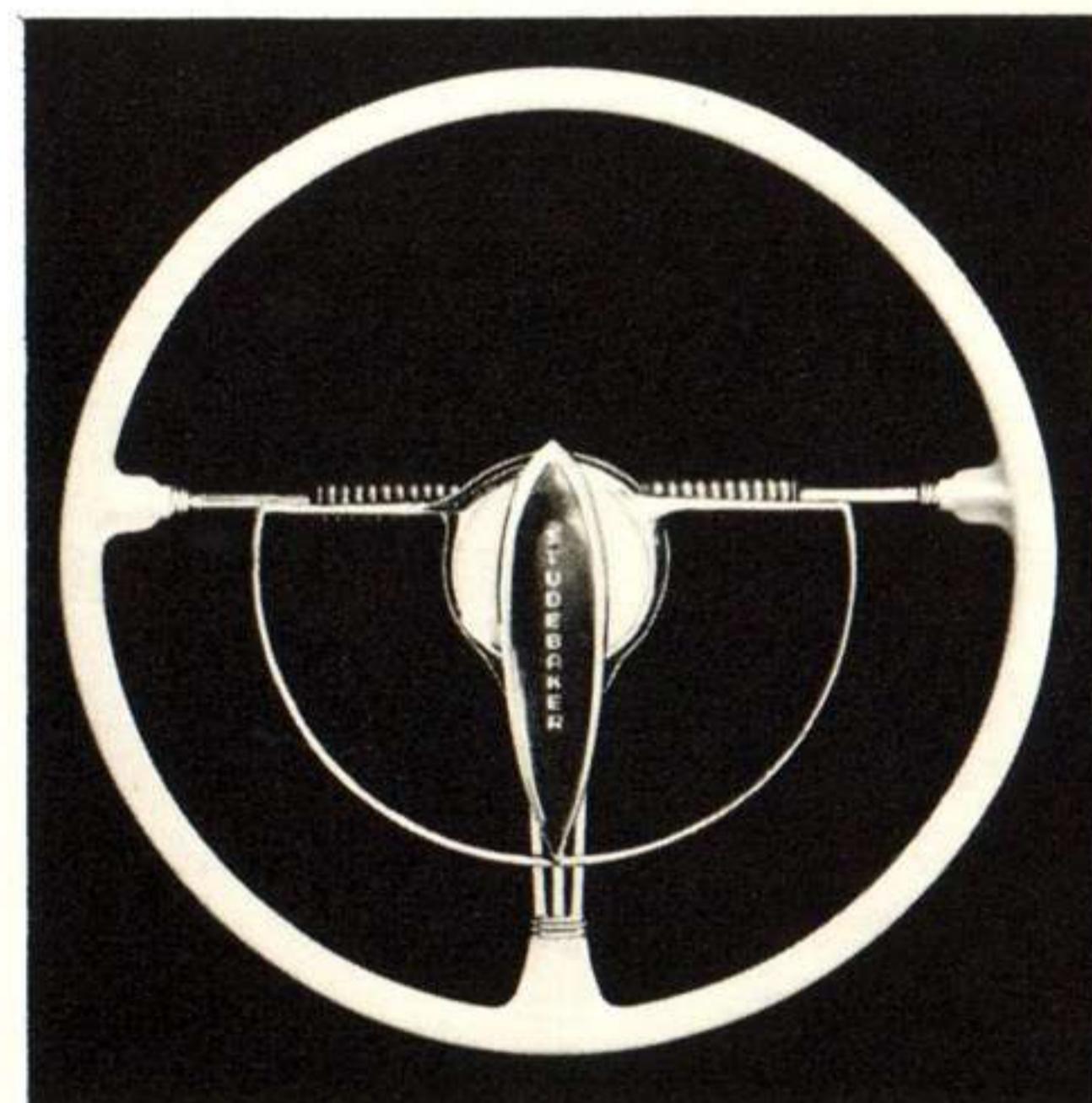
THESE long, lithe, colorful, new Studebaker Skyway Series models have the clean-lined beauty of costly styled-to-order custom cars.

Newest of the new in looks and luxury, there's nothing else on the motoring scene with half their charm. Whether you prefer a Land Cruiser Sedan, a Cruising Sedan or a Sedan Coupe, you can get it in a Studebaker Commander

Six or President Eight model in this new Skyway Series. And you have the proud satisfaction of driving a definitely different, distinctive car. These Skyway Series Studebakers have vivid two-tone exteriors. Interiors are richly upholstered in pleated single-tone broadcloth. Two-toned instrument panel combines with de luxe fittings and equipment to complete a luxury picture that thrills.



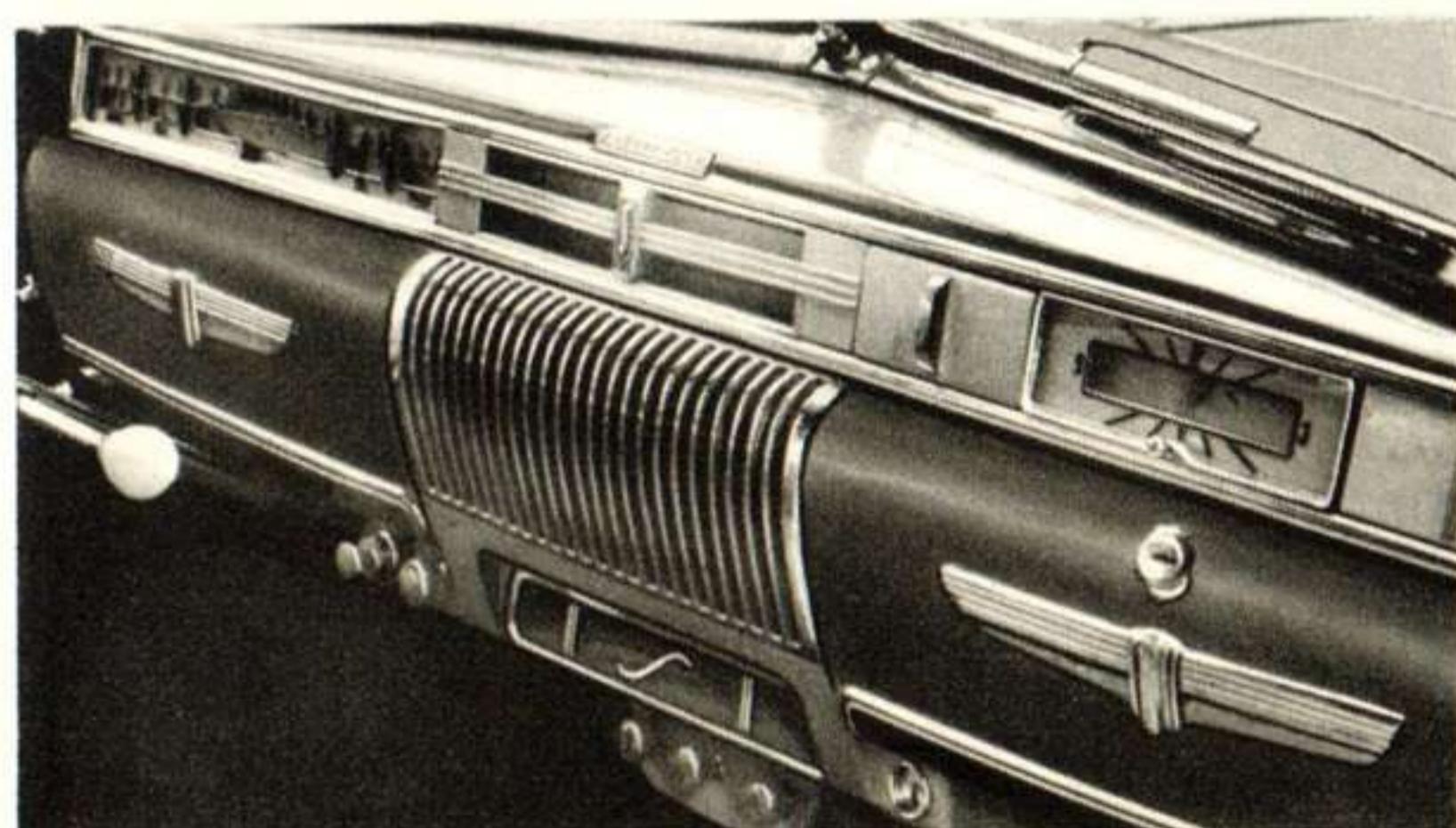
Beautiful hardware and fittings with the charm of smart jewelry grace the interiors of these smartly styled Studebaker Commanders and Presidents. The combination of ivory-toned tenite and gleaming chrome gives added distinction to door handles and window controls.



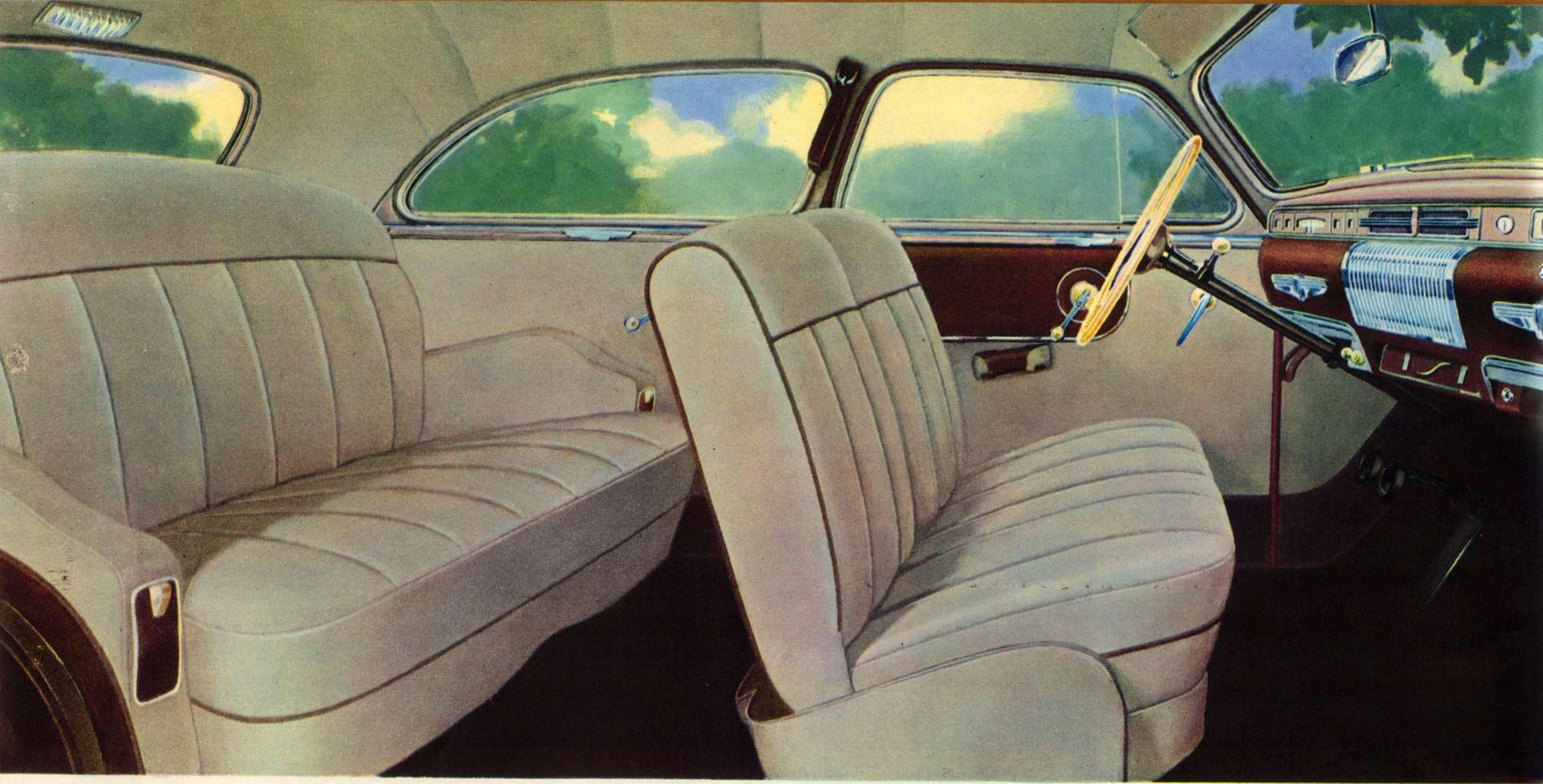
A new deluxe steering wheel with horn ring is available as standard equipment in all Skyway Commanders and Presidents. Wheel grip and steering wheel gear shift knob are of ivory-toned tenite. Two-spoke, high visibility steering wheel is standard in custom Commanders and Presidents.



Studebaker's new foam rubber cushions are restful and cool—This thick layer of resilient, body-conforming rubber combines with finest type coil springs and beautifully tailored upholstery fabrics to make every ride delightfully comfortable. The seats are lower than in former President and Commander models. The rear seat is located well ahead of the rear axle. Foam rubber cushioning is standard in all President models and costs slightly extra in Commander models.

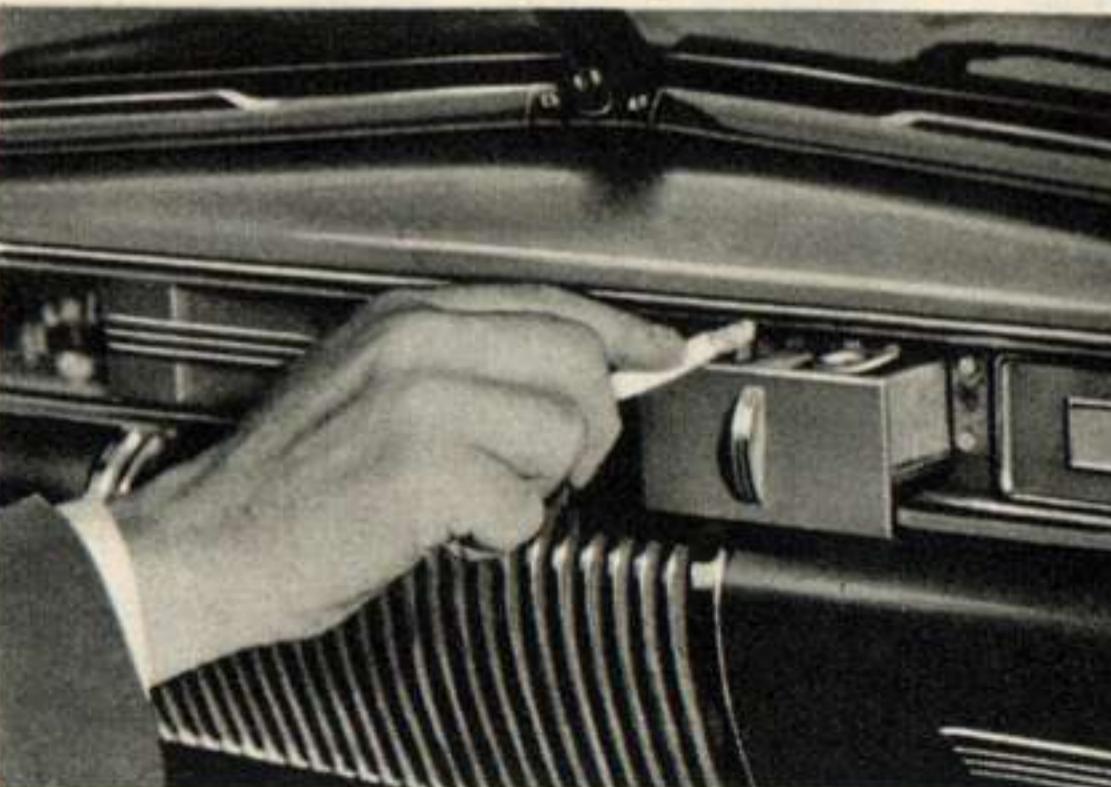


Best-looking instrument panel in any 1941 car. Beautifully modeled chromium trim blends gracefully with smartly lacquered metal in this distinctive Commander and President instrument panel. Chromium wing designs at each end accentuate the prevailing aero mode.



Interior Skyway Series Sedan-Coupe—also available in blue-gray

Ash receiver in instrument panel is easy to reach for the driver and other front seat occupants. Ash receivers are also located in both side arm rests in the rear compartment.



Airplane design fender lamps are faired into the front fenders of the stunningly distinctive, brand new Skyway Series models, now available in Commanders and Presidents.

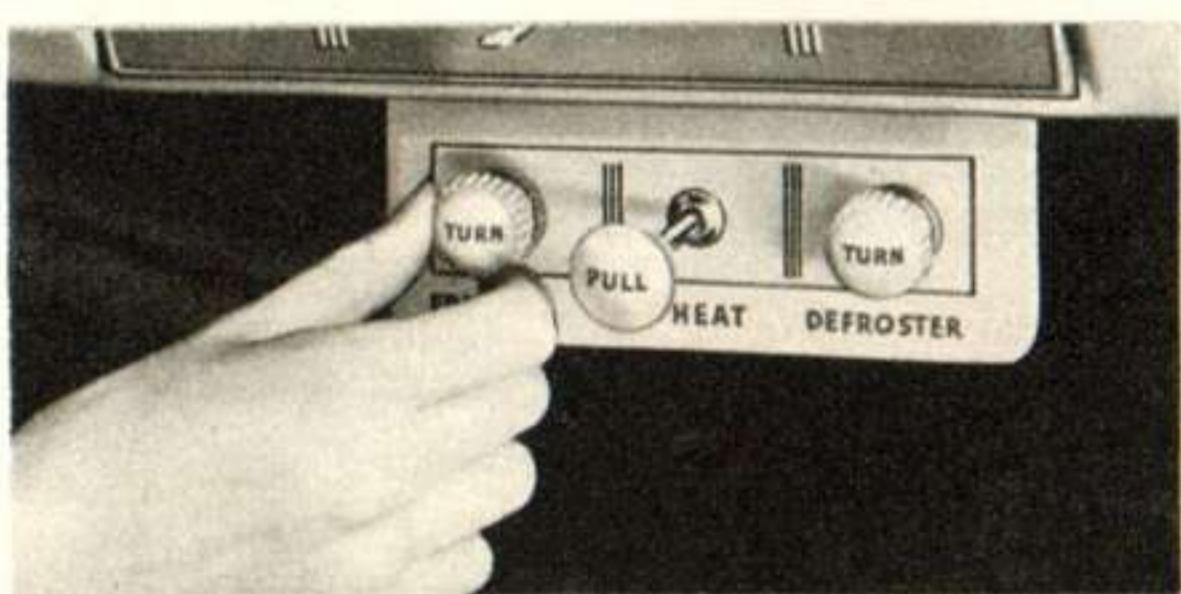
Enjoy **WARM FLOORS,
CLEAR WINDOWS
EVERY MILE YOU DRIVE**
WITH STUDEBAKER'S EXCLUSIVE
Climatizer
AND WINDSHIELD DEFROSTER



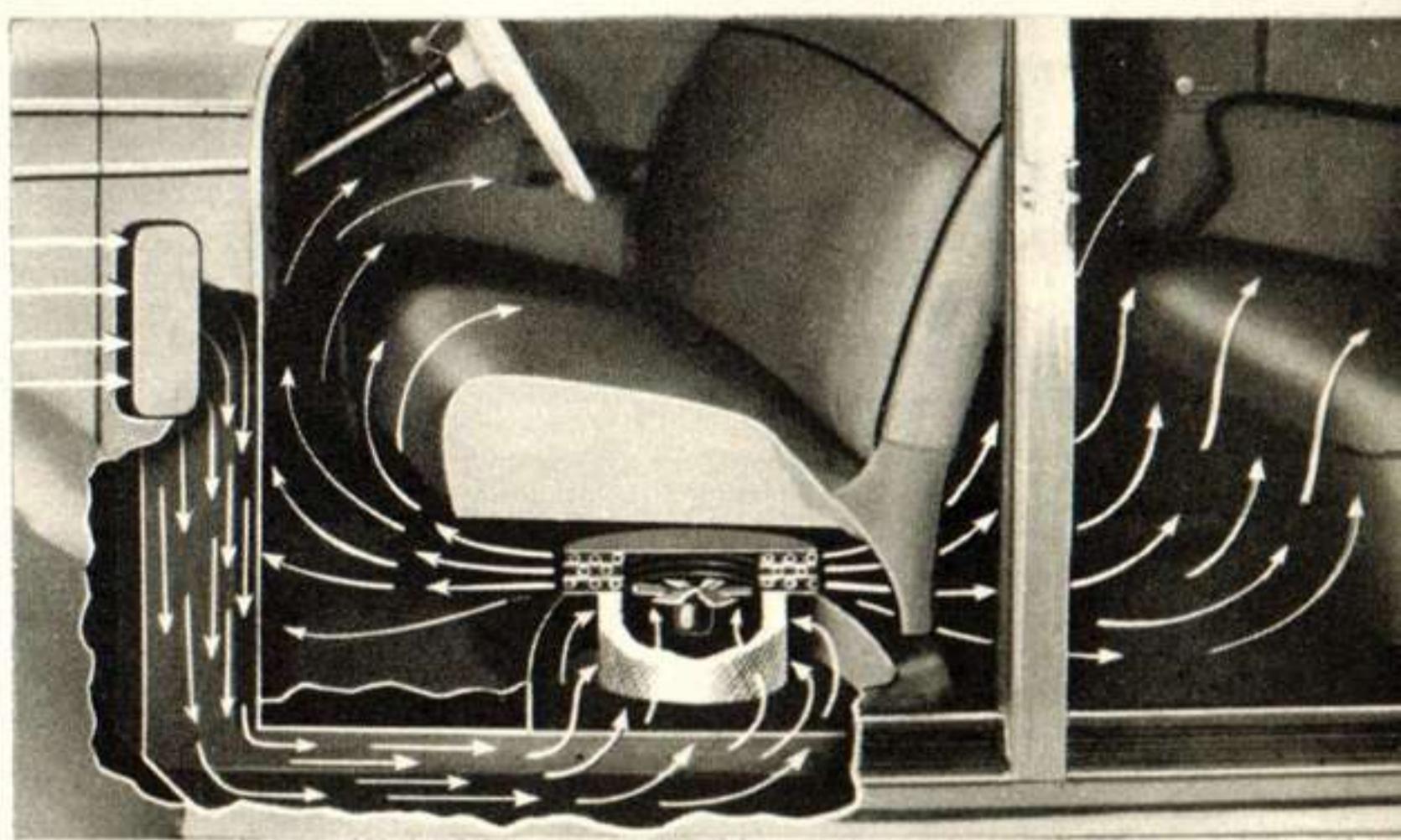
Extra large Climatizer filter eliminates dust and impurities. It's made of the same material that's used in the finest carburetor air cleaners and is easily cleaned. It does a really thorough job of purifying the incoming outside air. Moreover, the fact that the warm air is constantly being refreshed, means that you drive with clear-eyed alertness at all times. Neither you nor your passengers become sleepy and logy from foul air.



Studebaker's Climatizer is revolutionary and exclusive. Costing you little more than a first-class, old-fashioned car heater, it does far more for your comfort. Located under the front seat, it's built in at factory.



To start the Climatizer, you pull out the knob marked "PULL." A full flow of hot water enters the heating core. Position adjusts amount of heat. Knob at left starts fan which circulates air. Knob at right starts defroster, which clears windshield in a flash.

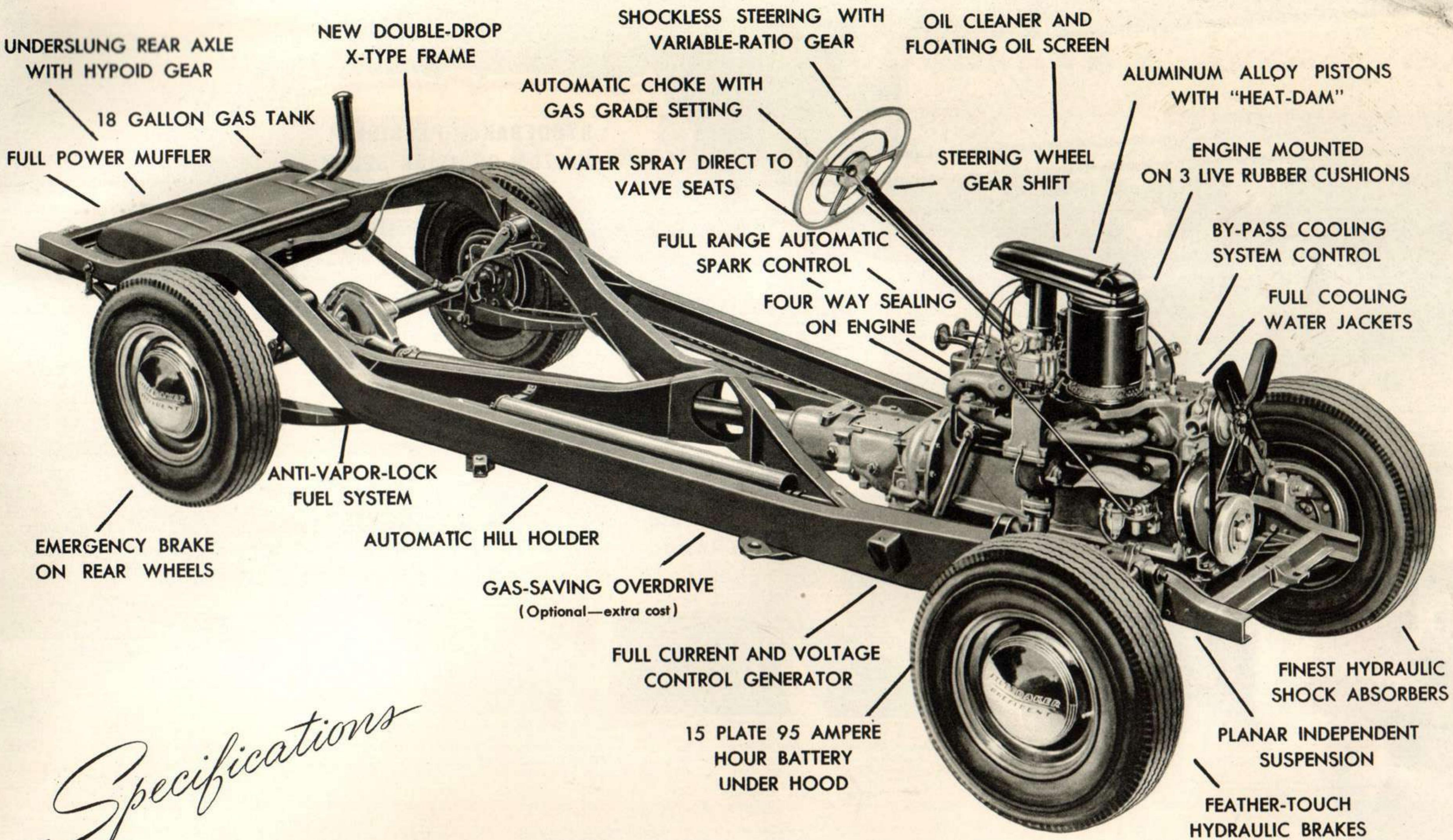


Here's how the Climatizer takes in outside air, filters it, heats it and distributes it—Note, at left, that the air comes in from outside, at the cowl ventilator. It is thoroughly filtered of dust and other impurities, then heated to the desired temperature and finally distributed to both front and rear. Without heater on, you can use it to ventilate car.



**STUDEBAKER PRESIDENT
CUSTOM LAND CRUISER**

Rear wheel shields and insignia available at extra cost



Specifications

1941

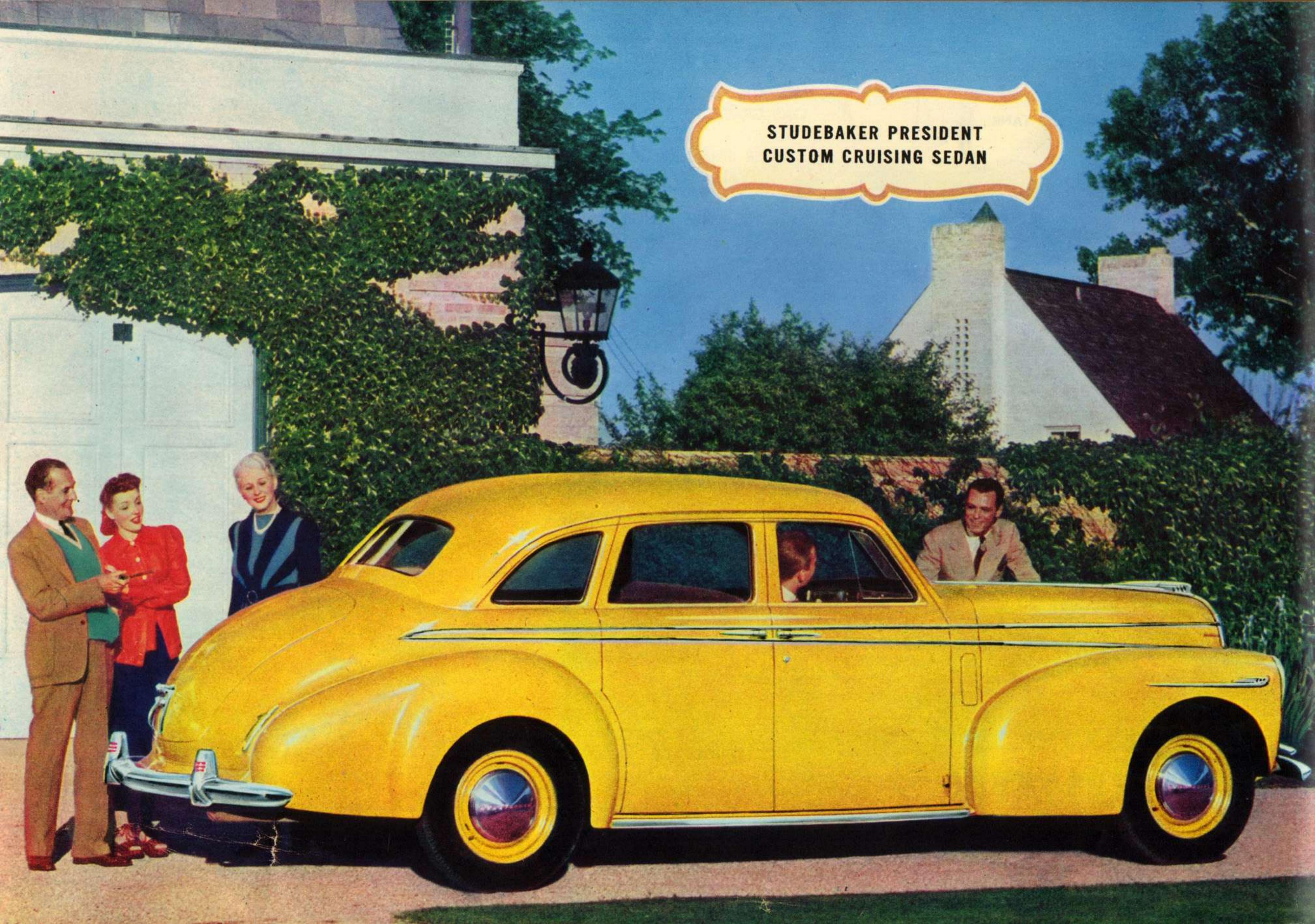
**STUDEBAKER
MODELS**

STUDEBAKER COMMANDER

6 cylinders . . . L-head engine . . . Bore $3\frac{5}{16}$. . . Stroke $4\frac{3}{8}$. . . Actual horsepower 94 @ 3600 R.P.M. . . . Taxable horsepower 26.35 . . . Compression Ratio 6.5 to 1 . . . Piston Displacement 226 cubic inches . . . Gear Ratio 4.55 to 1 . . . Tire size 16 x 6.25—16 x 6.50 optional at extra cost . . . Overall length 205 $\frac{3}{4}$ ".

STUDEBAKER PRESIDENT

8 cylinders . . . L-head engine . . . Bore $3\frac{1}{16}$. . . Stroke $4\frac{1}{4}$. . . Actual horsepower 117 @ 3800 R.P.M. . . . Taxable horsepower 30 . . . Compression Ratio 6.5 to 1 . . . Piston Displacement 250 cubic inches . . . Gear Ratio 4.55 to 1 standard . . . 4.82 to 1 with overdrive . . . Tire size 16 x 7.00 . . . Overall length 211 $\frac{1}{4}$ ".



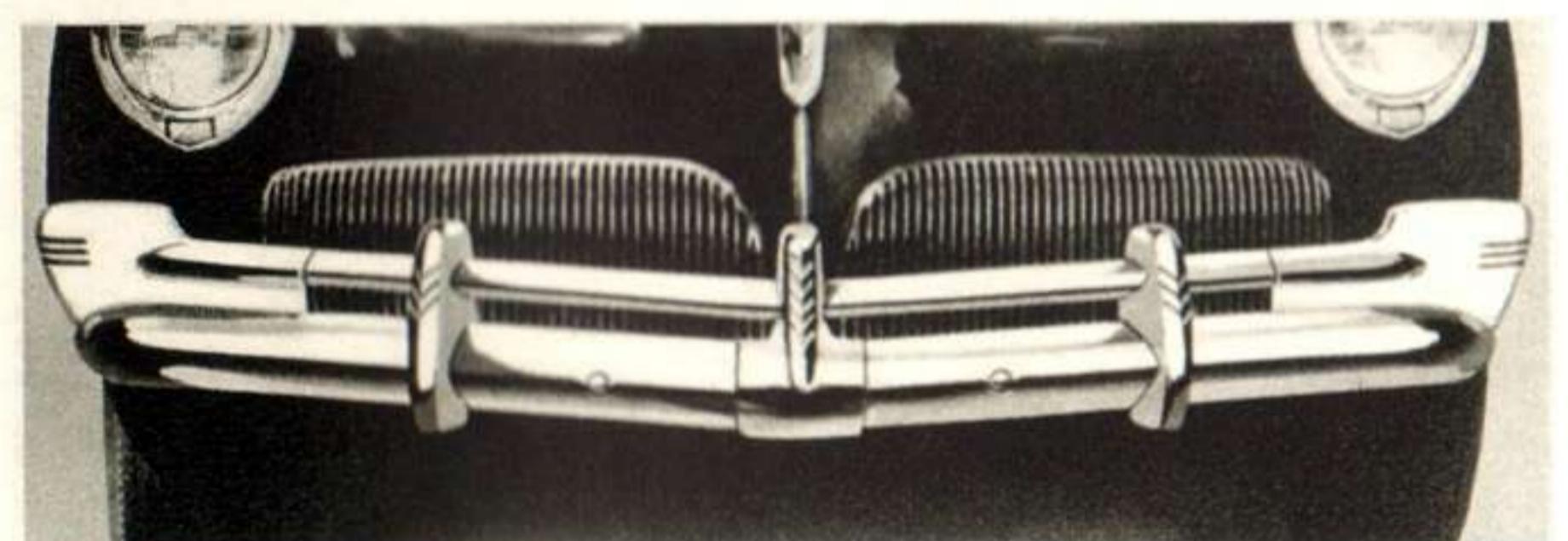
STUDEBAKER PRESIDENT
CUSTOM CRUISING SEDAN

APPEALING NEW STUDEBAKER

Accessories



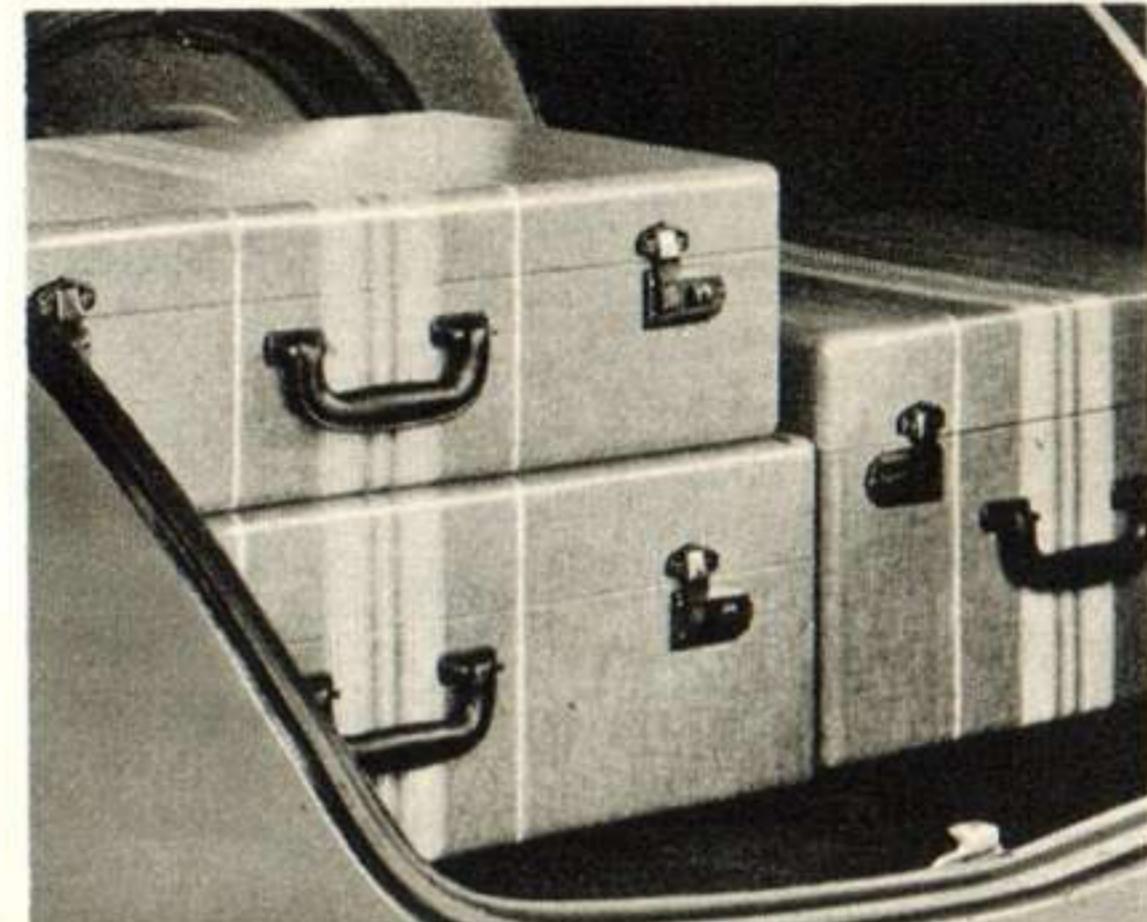
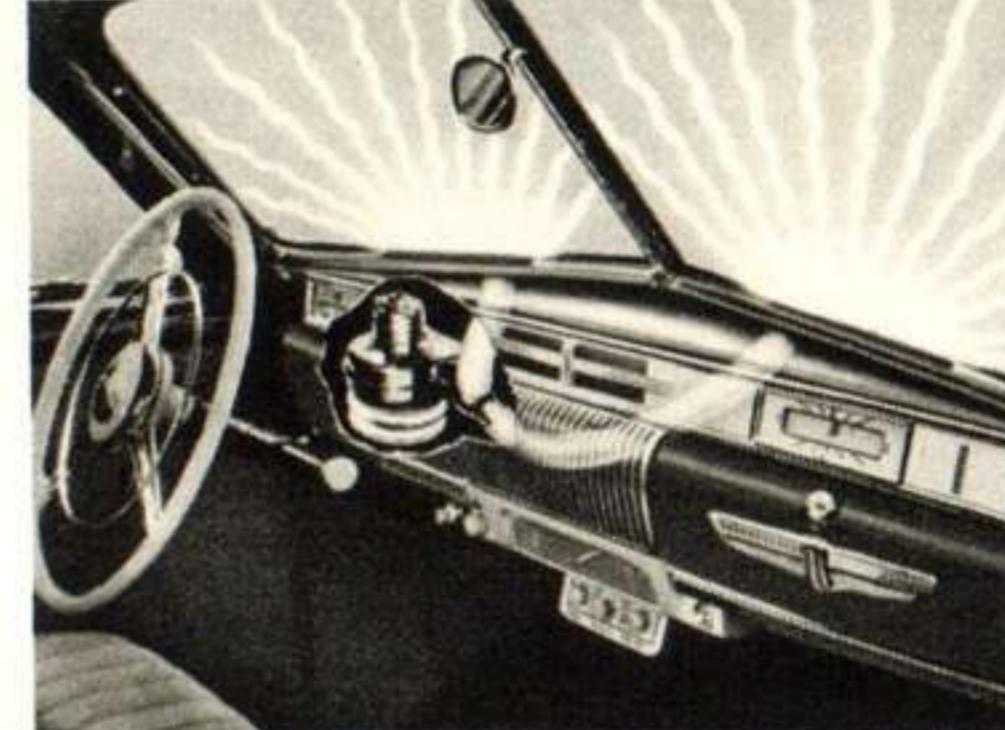
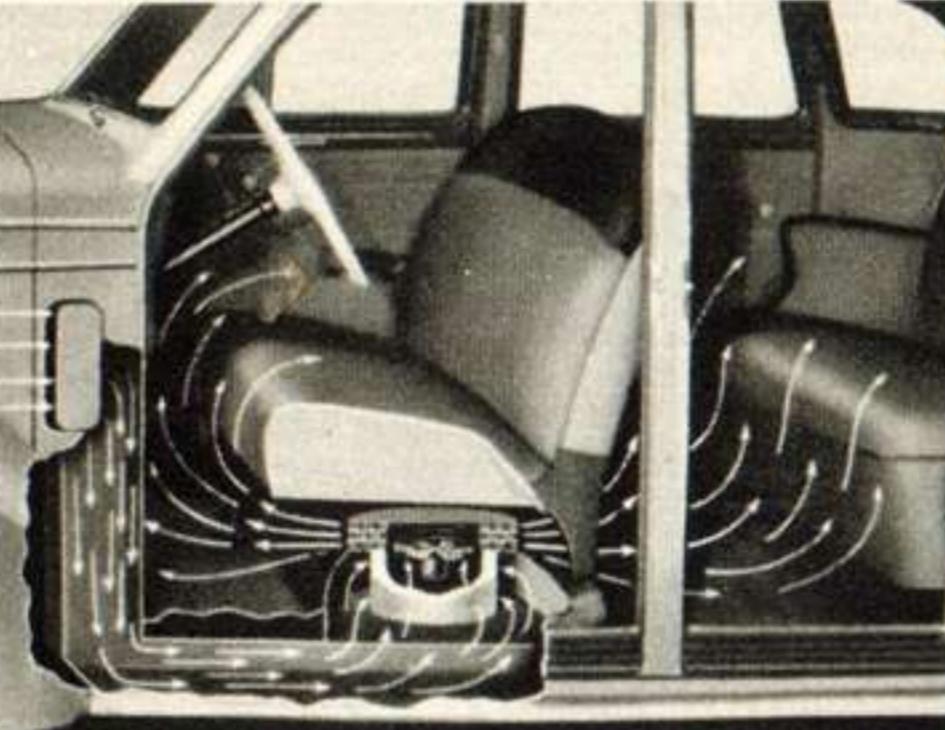
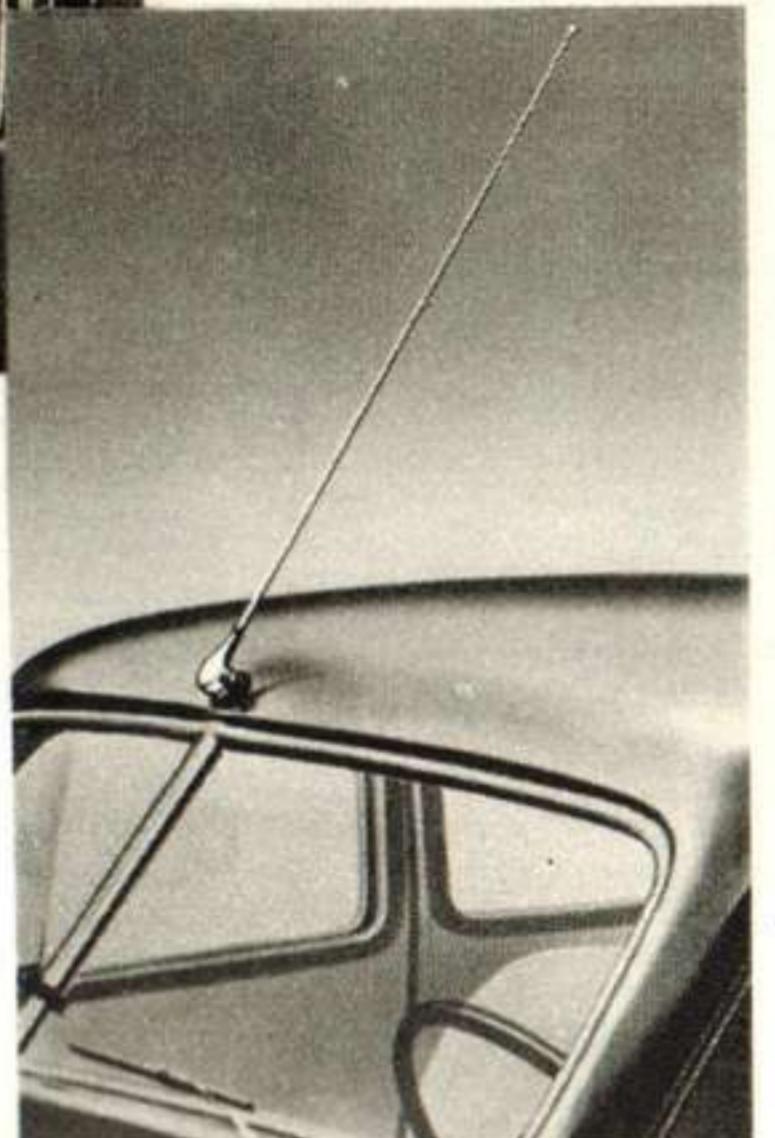
Automatic tuning radio. Studebaker custom radio features new type of automatic tuning . . . all automatic stations may be set or changed without tools by turning tuning wheel in push button. The COLOR-A-TONE illuminated dial, with full range tone control, changes from red to white to blue as tone is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



Front bumper guards. This useful, attractive accessory provides complete protection for lamps, fenders and cooling grilles. The guard combination illustrated above consists of sturdy Winguards and matching bumperettes. Available individually if desired.



License Plate Frames. Bright chromium license plate frames add the final touch of distinction that marks the discriminating owner and the really well appointed car. Studebaker frames are of sturdy tubular construction and incorporate strong clips that keep them free of vibration. Adjustable to any size plate. Finished in heavy chromium—available in two types at moderate prices.

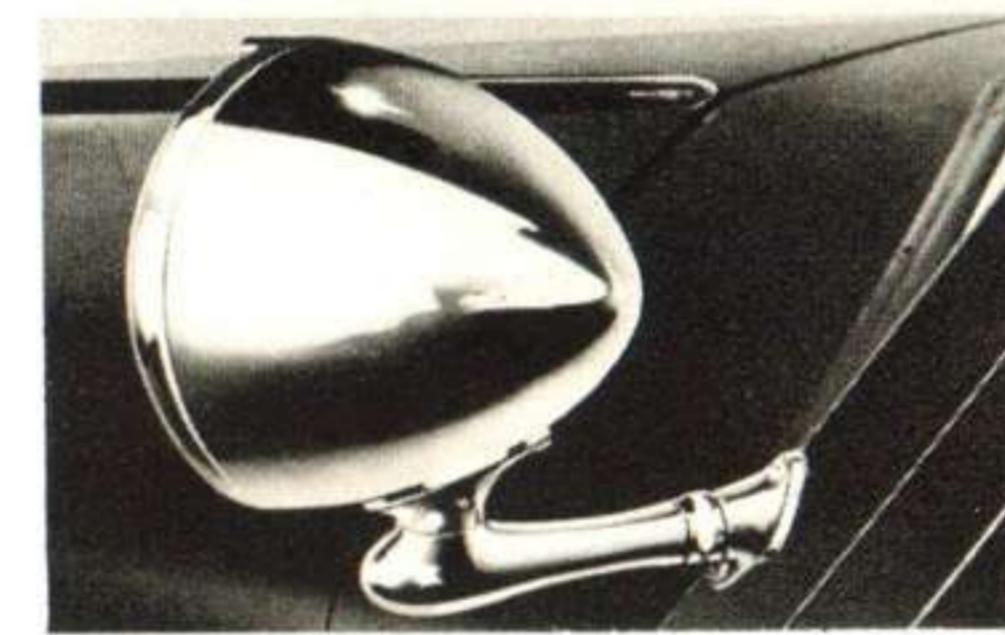


The Climatizer provides year-round comfort—a complete, built-in, fresh-air filtering, ventilating and heating system that assures living room temperature in zero weather. Only fresh air is used for heating and ventilating—no stale air is recirculated. Filter keeps out dust, insects, rain or snow. Heat may be shut off for fresh air circulation alone. Separate windshield defroster, with its own heating unit.

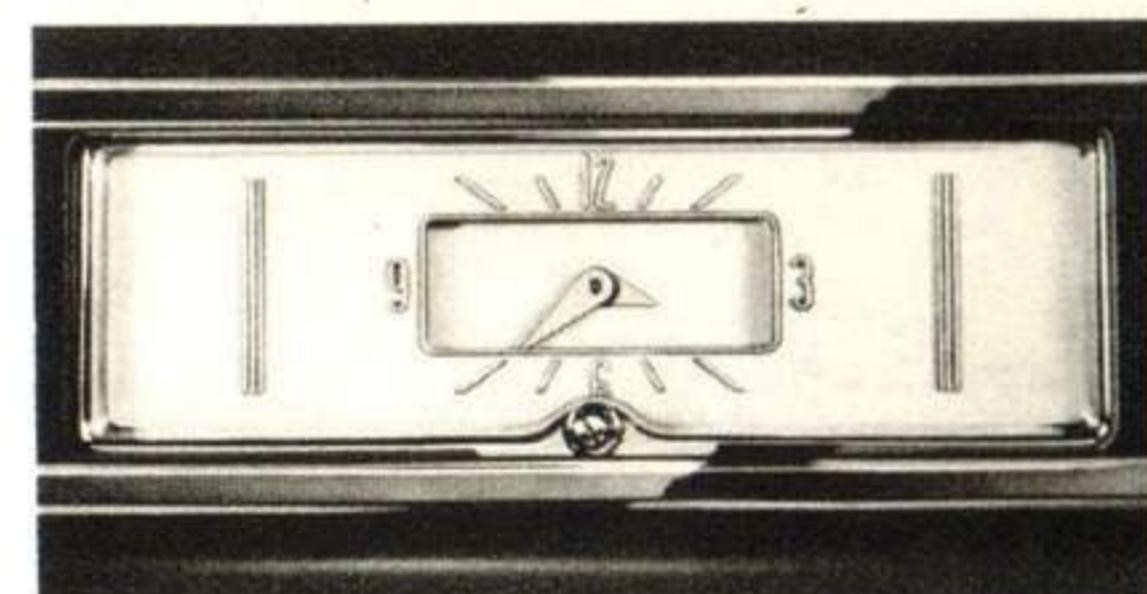


Automatic cigarette lighter. Press in, let go and C-L-I-C-K, your light is ready, with eyes on road and hands on wheel.

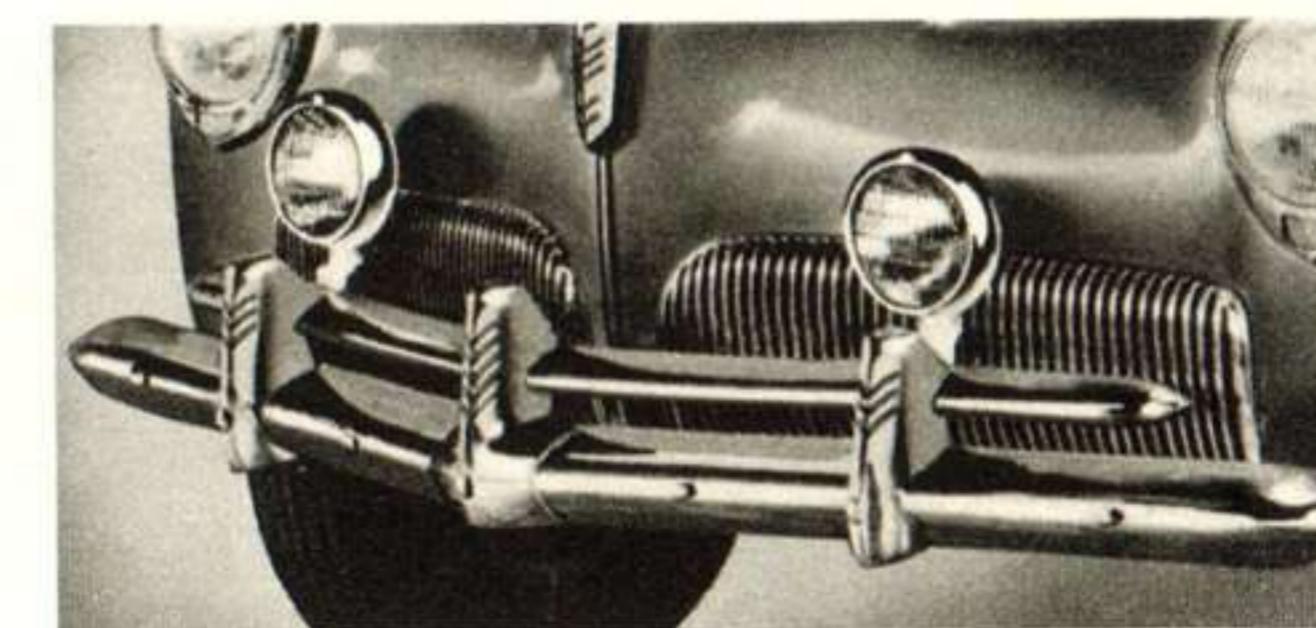
Chromium wheel discs and stainless steel trim rings (standard on Presidents) provide real distinction.



Controllable spotlight. Casting a long, penetrating beam, it is extremely useful in night driving for distinguishing road hazards, signs and house numbers. Equipped with easy-gripping tenite control knob, this most useful accessory is very good looking wholly aside from its welcome utility and safety.



Electric clock fits smartly into instrument panel. Precision-built by skilled watchmakers. Jeweled movement is accurately balanced, regulated and run-in for long service. Convenient exterior hand setting knob.



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, safer driving, in bad weather.

