

NEW STUDEBAKERS FOR 1940

*Champion * Commander * President*





STUDEBAKER CHAMPION 4-DOOR CRUISING SEDAN

Here's the beautiful 1940 Studebaker Champion —low in first cost, low in operating expense!

This full-fledged full-size genuine Studebaker is the fresh, new, beautiful successor of the original 1939 Studebaker Champion—the car that rewrote motor car history by making it possible for people of moderate means to enjoy the prestige and satisfaction of owning a truly fine car!

Smartly styled by internationally famous Raymond Loewy, this 1940 Studebaker Champion has all the low-cost advantages of its famous predecessor plus new refinements

and distinctions that enable it to maintain its lead over other similarly low priced cars.

You get a roomy luxurious motor car in this 1940 Champion, high-powered but of low horsepower rating. Yet because this full-fledged team mate of Studebaker's Commander and President consumes so small an amount of fuel—10% to 25% less than other cars of its low price—you save both on fuel cost and fuel tax every mile you drive.



STUDEBAKER STATE COMMANDER 2-DOOR CLUB SEDAN

This 1940 Studebaker Commander is second only to the luxurious new Studebaker President!

If you think it is impossible to gild a lily and make it more beautiful and appealing than before, you have a pleasant surprise awaiting you when you see this new 1940 Studebaker Commander.

It's a vigorous new interpretation of the flowing graceful contours that made the Commander of 1939 one of the most popular models in Studebaker history.

Its new, die-cast, low-cooling grids have a smart new

cross-bar pattern. Its windscreen is wider and higher than before. Its trunk line has the graceful symmetry characteristic of the world's highest priced standard production car.

And this Commander's richly upholstered, smartly appointed interior yields to no car in comfort and charm. Commander prices, of course, are remarkably low and its fuel consumption is so economical it runs the low-cost Champion a close race in money saving.



It's so easy to drive a 1940 Studebaker! And one reason of course is the Studebaker steering wheel gear change which is built into every 1940 Champion, Commander and President model as standard equipment at no extra cost.



You ride on the world's best spring suspension! It's Studebaker's exclusive independent planar suspension, now in its sixth successful year. Standard equipment on all models, it levels out the roughest roads and keeps the car surefooted and steady without sidesway.



Convenient ash receivers that are spill proof and easily removed for cleaning are a feature of 1940 Studebaker Commanders and Presidents. All models have ash tray in instrument panel, as illustrated. Rear ash receivers are conveniently located in sedans.



Wide Studebaker doors are a welcome convenience! You enter or leave your car without going through any contortions. The doors are safety hinged to swing just far enough open. And exterior hinges are concealed to improve the smooth body contours.



Unique ventilating vanes protect you from rain and enable you to admit air into the car without lowering the rest of the front door window. In sedan models (except Custom Champion) rear quarter windows may be adjusted to admit air and bar rain.



Doors close quietly and securely in all 1940 Studebaker models because of rotary door latches which engage tightly without slamming. This unique safety latch assures you that the doors will remain tightly shut instead of swinging open with the motion of the car.



STUDEBAKER STATE PRESIDENT 4-DOOR CRUISING SEDAN

It costs you very little to be the proud owner of this distinctive 1940 Studebaker President!

If you occupy a position that is significant in public or social life, this thrillingly styled new 1940 Studebaker President Eight is just the car you've been looking for.

Impressively big in appearance, this superbly contoured 1940 President gives you many of the low operating cost advantages of a small car. And yet, despite its moderate purchase price, it is recognized the world over as one of the five finest American cars in luxury and performance.

This 1940 President is the proudest product of that enduring, expert craftsmanship for which Studebaker is famed. This unique Studebaker craftsmanship means that this President stays in sound running condition for years and for thousands of miles longer than you expect.

You can easily afford this 1940 Studebaker President's distinction. Why compromise or accept less in your new car? Go for a convincing President demonstration drive.



15,000 continuous miles in 14,511 consecutive minutes!

That's the record which two stock Studebaker Champions made in June, 1939, on the historic Indianapolis Motor Speedway. This proof of the quality of Studebaker workmanship was officially verified by the impartial American Automobile Association. No stock cars except Studebaker Presidents have ever traveled so far so fast.



33 miles per Imperial gallon for U. S. transcontinental record!

Traveling between the San Francisco World's Fair and the New York World's Fair and then back to San Francisco (more than 6,000 miles), a stock Studebaker Champion, with overdrive, covering more than 600 miles a day at an average speed of 40.8 miles per hour, established a new A.A.A. economy record of 33 miles per Imperial gallon.

Flawless style and matchless money saving distinguish these three new 1940 Studebakers

Studebaker continues its style leadership in these 1940 models by again entrusting the interior and exterior design of Champion, Commander and President to talented Raymond Loewy whose official recognitions include the recent award of Royal Designer of Industry issued by the 185-year-old Royal Society of Arts of Great Britain.

This impressive beauty bespeaks the inherent quality which gives long life and long-lasting satisfac-

tion to every Studebaker and the expertness and up-to-dateness of Studebaker engineering is reflected in Studebaker operating economy.

In the hands of owners, as well as in officially supervised contests, the fuel economy of the Studebaker Champion, Commander and President in 1940 as in years past, is the envy and the marvel of the entire motor car industry. So, whichever model you choose you will get more and save more in a Studebaker.



Automatic hill holder prevents rolling back when you are ready to start after coming to a stop on an upgrade. You just keep the clutch depressed and your brake foot is freed. Standard on Presidents—optional at extra cost on other models.



It's so easy to accommodate loads of luggage! The roomy rear decks of Champion, Commander and President models have ample capacity for all your bags and other traveling equipment. The spare tyre is conveniently located yet takes up no usable room.

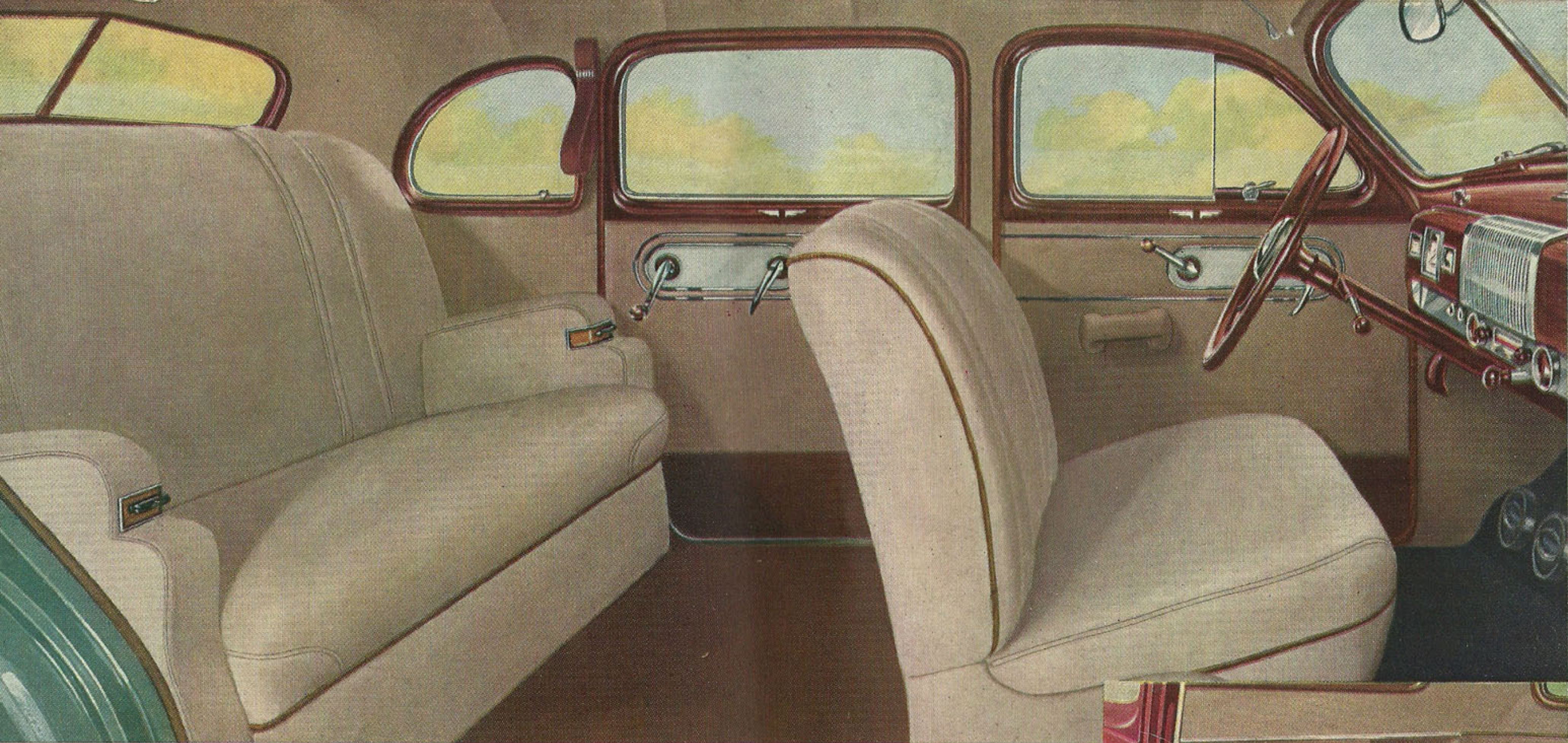


Automatic overdrive available in all models—and its extra cost soon pays for itself in saving on fuel. Overdrive makes full use of car's momentum thus reducing engine wear. Automatic control puts you into direct drive when climbing hills.

Enjoy the living room comfort of Studebaker's unique Climatizer

Available at moderate added cost in all 1940 Champion, Commander and President models, this successor to the old-fashioned car heater draws in, filters, purifies and circulates warm air throughout your car without any need for opening windows. Every passenger is cozily comfortable in the coldest weather—and windows and windscreens do not frost or fog. In tropical countries the heater unit is removed and clean fresh air is supplied to the car interior with windows closed against dust and insects.





INTERIOR OF THE 1940 STUDEBAKER STATE COMMANDER

Make Studebaker quality your yardstick for measuring the money's worth of all cars!

Go over a 1940 Studebaker inch by inch and if you know anything at all about the construction of motor cars you marvel at the thoroughness and soundness of every detail of Studebaker manufacture.

The paint finish of the Studebaker exteriors, the durably tailored quality of the Studebaker upholstery, the sound, solid, smooth-working efficiency of all Studebaker controls all tell you eloquently of the care that Studebaker gives to producing a car with which you will be completely satisfied.

And then you make the delightful discovery that all this quality, so surpassingly superior to what you find in most other cars, is priced so reasonably. Be sure to make careful comparisons. Your good business judgment is bound to tell you that you are money ahead in every way in buying a Studebaker.

This smart Champion Opera Coupe adds extra passenger capacity while retaining the mobility and coziness of the regular coupe. The two auxiliary seats fold into the rear when not in use, leaving a generous space available for luggage.

