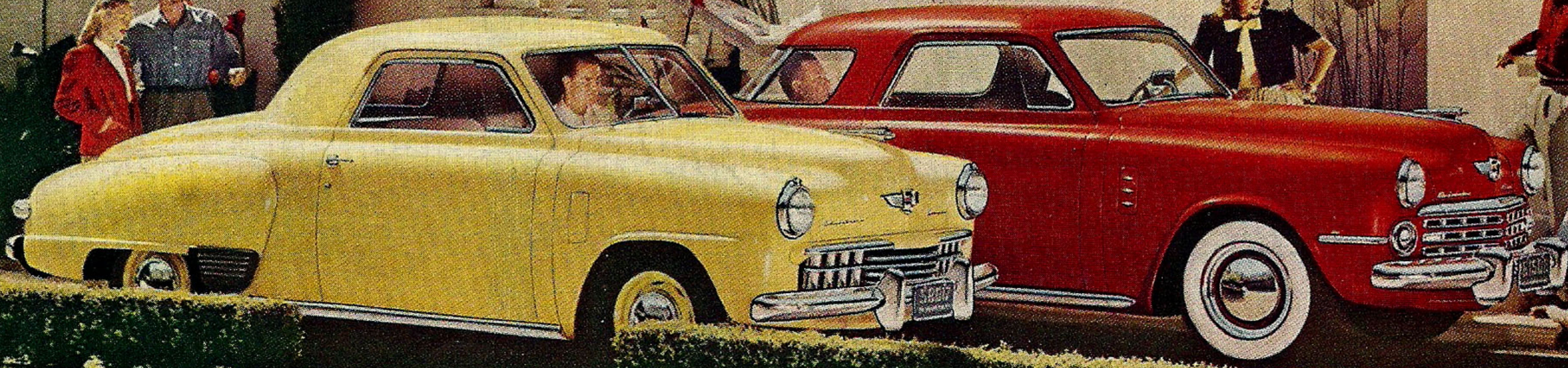
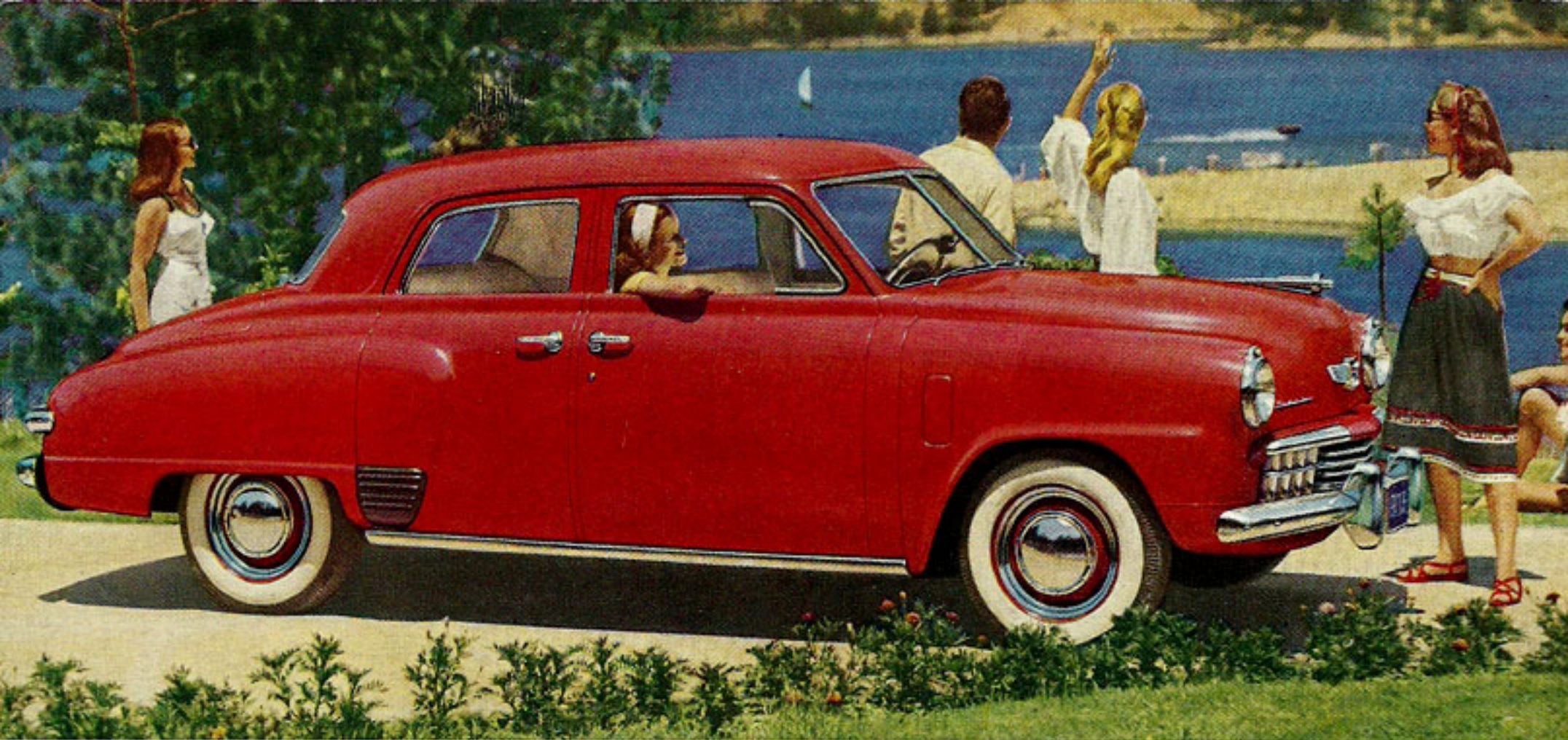


**NEW  
1948**

*Studebaker*

UNIVERSITY MOTOR  
4057 ROOSEVELT WAY  
ME. 3600

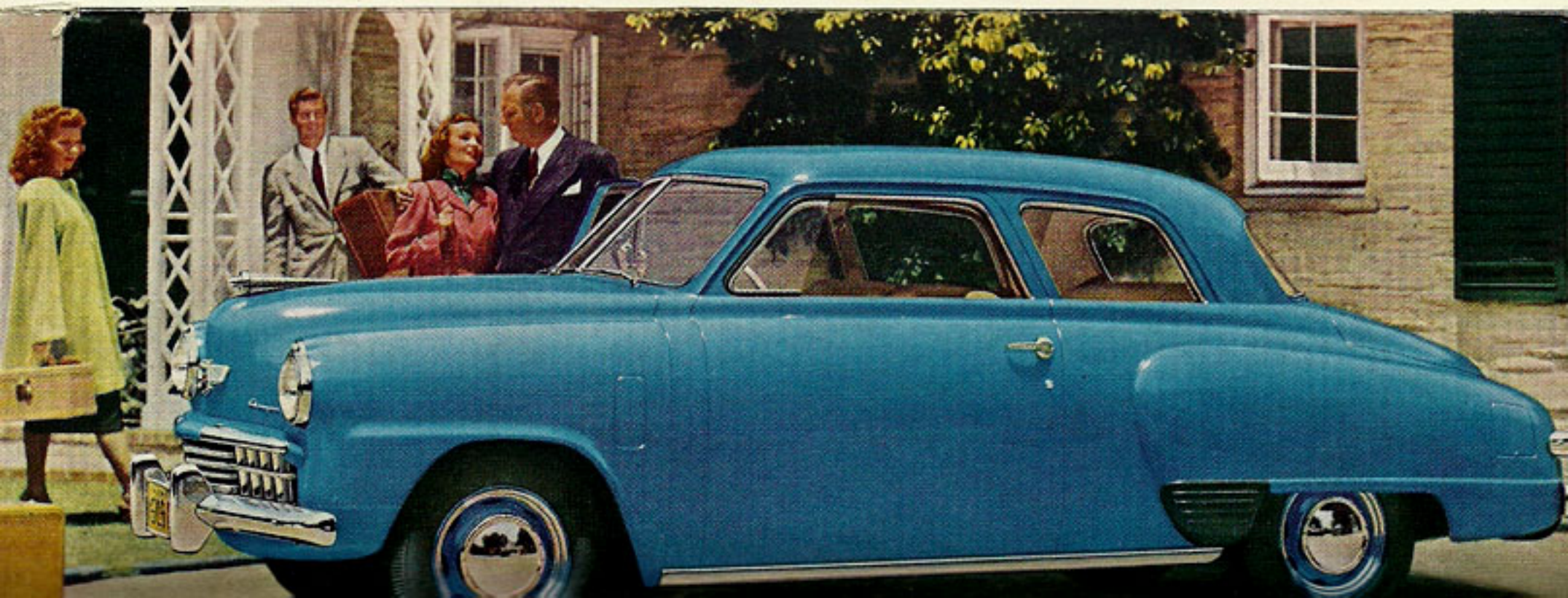


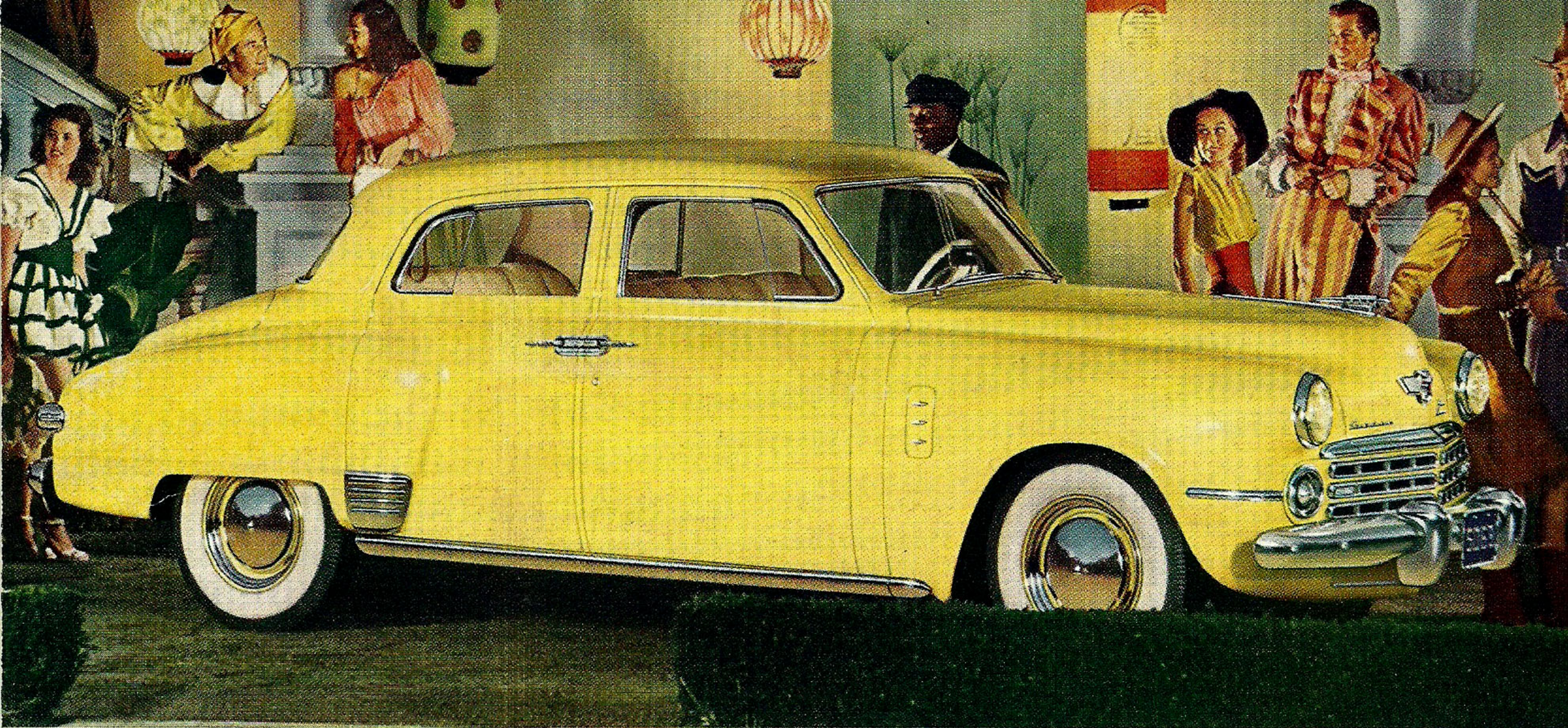


1948 Studebaker Champion Regal De Luxe 4-door Sedan for 6 passengers. This body style also available in the Commander model.



1948 Studebaker Commander Regal De Luxe Convertible for 5 passengers. This body style also available in the Champion model.





1948 Studebaker Regal De Luxe Land Cruiser for 6 passengers .

Styling that's dramatic! Performance that's dynamic!

## *New 1948 Studebaker*

**H**ERE'S the far-advanced new automobile with the "new look" that has changed the whole trend of modern motor car styling.

Daringly different in its low-slung, aerocurve lines! Gleaming with huge sweeps of glass in windshield and windows! Luxurious with roomy, deep-cushioned seats and superb appoint-

ments! You'll never ride with greater pride in any car!

What's more, these distinctive 1948 Studebakers have millions of miles of demonstrated owner satisfaction as their best recommendation. They're a dramatic encore to the original post-war Studebakers—the most sensational new-car success in motoring history.

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**Standard equipment includes:** glare-proof "black light" instrument panel dials . . . automatically self-adjusting brakes . . . self-stabilizing independent front wheel suspension . . . variable ratio steering . . . automatic hill holder (extra cost on Champion). Climatizer heating and ventilating, gas-saving automatic overdrive, white-side tires, bright metal trim rings optional on all models at extra cost.



**America's most painstaking craftsmen build your Studebaker soundly**—They're solid citizens with a real sense of responsibility. Quite a few of the men on Studebaker's working force are members of unique father-and-son teams. Henry C. Ryan and his sons, Cyril and Henry, who are pictured here, have a combined total of 44 years of Studebaker employment.

The 3-passenger coupe and 5-passenger coupe body styles illustrated on cover are available in either Commander or Champion models

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