

Studebaker Champion De Luxe 3-pass. Coupe



Presenting the next stage in America's
new age of finer motoring...

The new 1950 Studebaker

Studebaker has done it again! Studebaker, the car that led with the first real postwar change in automobile design, now moves out even further ahead.

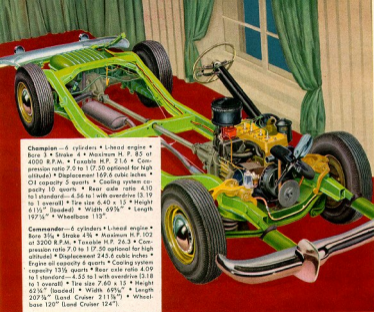
Studebaker has presented America with something still more revolutionary in car progress—dramatically advanced new 1950 models . . . styled to make motoring history . . . engineered to make inroads into every

item of motoring expense. The 1950 Studebaker is the boldest step yet in refashioning automobiles for smarter looks and safer, simpler, more relaxed driving.

Studebaker introduced America's "new look" in cars and Studebaker has now given America its "next look" in cars. The new 1950 Studebaker is the next stage in America's new age of finer motoring.

Studebaker Commander Royal De Luxe 5-pass. Starlight Coupe





Champion—6 cylinders • I-head engine • Bore 3" • Stroke 4" • Maximum H. P. 85 at 4000 R.P.M. • Taxable H.P. 21.6 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Rear axle ratio 4.10 to 1 standard—4.56 to 1 with overdrive (3.19 to 1 overall) • Tire size 8.40 x 15 • Height 61½" (loaded) • Width 69½" • Length 197½" • Wheelbase 113".

Commander—6 cylinders • I-head engine • Bore 3½" • Stroke 4¾" • Maximum H.P. 102 at 3200 R.P.M. • Taxable H.P. 26.3 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 245.6 cubic inches • Engine oil capacity 6 quarts • Cooling system capacity 13½ quarts • Rear axle ratio 4.09 to 1 standard—4.55 to 1 with overdrive (3.18 to 1 overall) • Tire size 7.60 x 15 • Height 62½" (loaded) • Width 69½" • Length 207½" (Land Cruiser 211½") • Wheelbase 120" (Land Cruiser 124").

Studebaker reserves the right to change any of the specifications listed in this folder without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobile manufacturer's.

- Over-moving automatic overdrive*
- Automatic hill holder†
- Wide rim wheels and extra low-pressure tires
- Self-adjusting brakes
- Self-stabilizing independent coil-spring front wheel suspension
- Anti-vibration rubber engine mountings
- Super-smooth, short coupled crankshaft with vibration damper
- Next-day aluminum alloy piston
- Large capacity oil cleaner†—bellows-type oiling system
- Full length water jacketing
- Valve seats integral with block
- Automatic current and voltage regulated generator
- Vacuum booster for windshield wipers†
- Variable ratio steering—symmetrical steering linkage
- Hi-compression engine
- Automatic choke control
- Automatic spark and heat controls
- Anti-vapor lock fuel system
- High capacity shock absorbers
- Direct-action hand parking brake
- 18 gallon gas tank
- Built-up rear axle—hypoid gears
- Full-power muffler—rubber mounted
- Anti-twist box-section frame
- White sidewall tires, bright metal wheel discs and trim rings illustrated available on all models of extra cost.

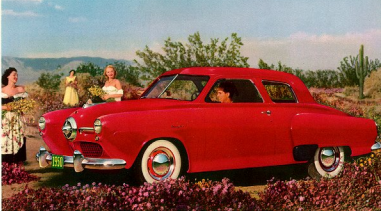
*Available on all models of extra cost.
 †Available on Champion of extra cost.
 Standard on all other models.



Studebaker Champion Regal De Luxe 4-Door Sedan



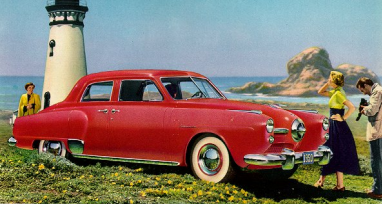
Studebaker, originator
of the "New Look" in cars,
now offers



Studebaker Champion De Luxe 2-door Sedan



The restful interior of the Studebaker De Luxe Champion 2-door sedan is styled with new upholstery fabrics. Automatic dome light and map light, two van visors, assist straps and convenient arm rests in front and rear compartments.



Studebaker Commander Regal De Luxe 4-Door Sedan

for 1950
years to come...

you the extra safety of extra vision.

It's new in handling ease and riding ease—with new Studebaker-designed self-stabilizing coil-spring suspension up front, improved symmetrically centered Studebaker variable ratio steering, extra low-pressure tires—and a balance of weight that assures road-hugging sure-footedness mile after mile on straightaway or curves.





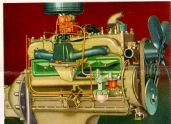
Studebaker Champion Regal De Luxe Convertible



Studebaker Commander De Luxe 2-door Sedan



and accessories—Beverly Pool and Company





Studebaker Regal De Luxe Land Cruiser

NEW 1950

Land Cruiser

the "next look" in
ultra-luxurious motoring

It stands before you, an eye-filling new achievement in quality-car designing—America's finest example of unlimited motoring luxury at a sensibly limited price.

Long and low, the Land Cruiser is lithe and sprightly in crowded traffic. It rides so restfully, you're free from even the suggestion of fatigue on a day-long drive.



The beautifully appointed Land Cruiser interior is upholstered in an easily washable, long-wearing nylon cord. Fold-away center arm rest.



NEW 1950
Studebaker
The "next look"
in cars

