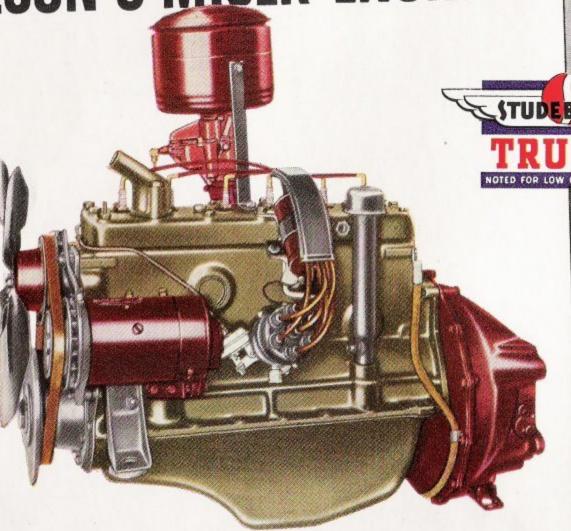


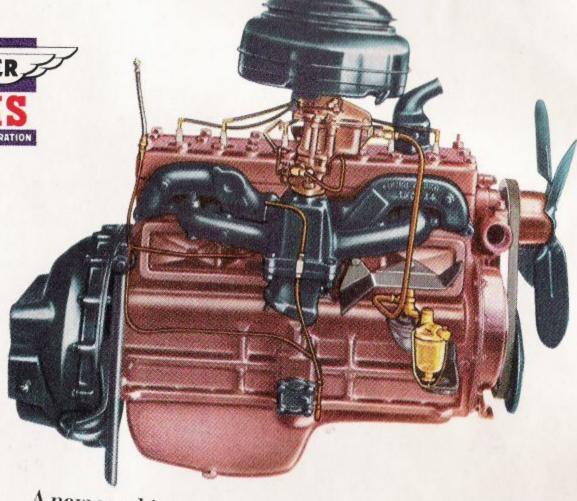
Studebaker builds the right engine for top performance on the job!

ECON-O-MISER ENGINE



Plenty of pulling power with top operating economy in Studebaker's half-ton, three-quarter-ton and one-ton trucks. Simplified design makes servicing easier. High turbulence heads join up with high compression to build power and stamina. Integral valve seats and full-depth cylinder cooling insure smooth, flowing performance.

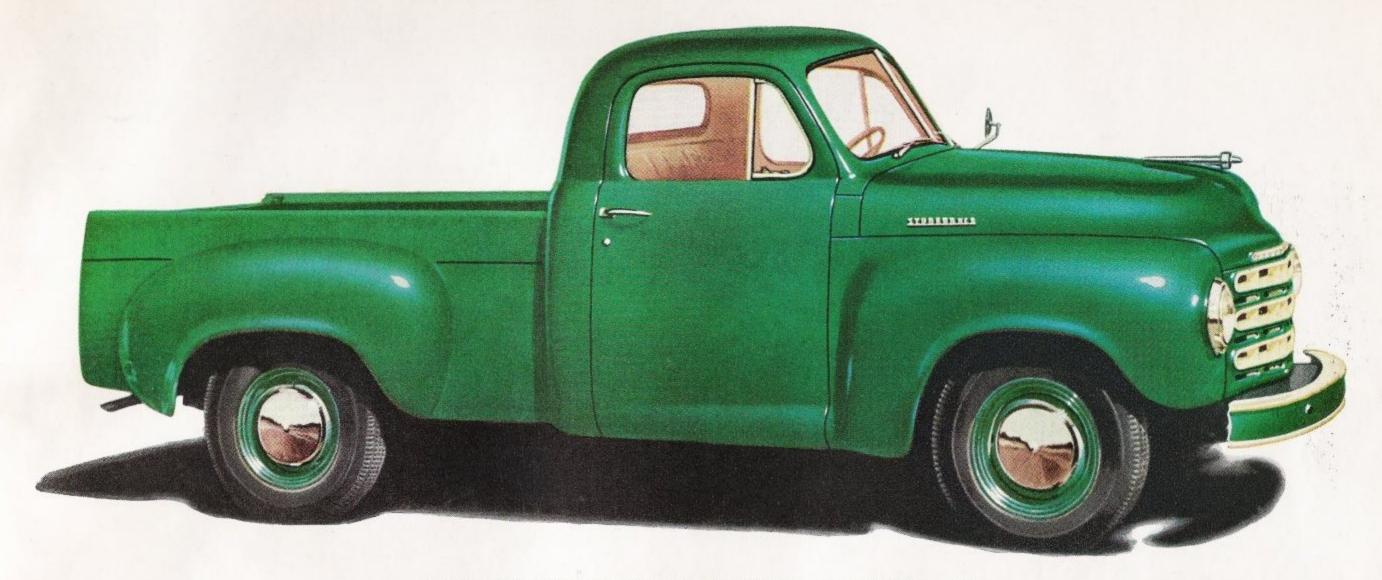
POWER-PLUS ENGINE



A new combination of horsepower and high torque in the 1½-ton and 2-ton truck field! 102 horsepower, 205 lbs. ft. torque! Fuel saving is remarkable—you seldom have to add oil. Thanks to modern design, Studebaker's Power-Plus truck engine operates at a low cost per mile that effectively reduces the hauling expense of many a business.

Bodies shown on the following pages not supplied by Stude baker are available through established body builders

Streamlined style... Easy riding... Low-cost mileage



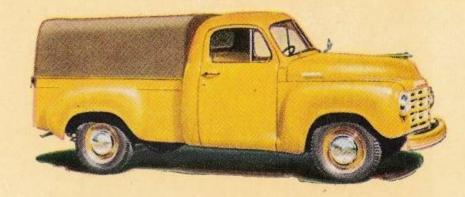
STUDEBAKER HALF-TON 61/2-FT. PICK-UP

Start cutting your operating costs all along the line with a revolutionary new Studebaker half-ton truck. Moreover, along with new thrift, this husky, handsome Studebaker brings you almost unbelievable new comfort and convenience. It has weather-protected steps enclosed inside the doors—a low cab floor that saves strenuous climbing—

foot-regulated air-scoop floor ventilators—automatic "holdopen" door stops—tight-gripping rotary door latches variable-ratio "extra leverage" steering—self-adjusting, selfcentering brakes. It starts, steers, brakes to a stop and maneuvers with delightful ease. It rides with almost velvet smoothness, loaded or empty.







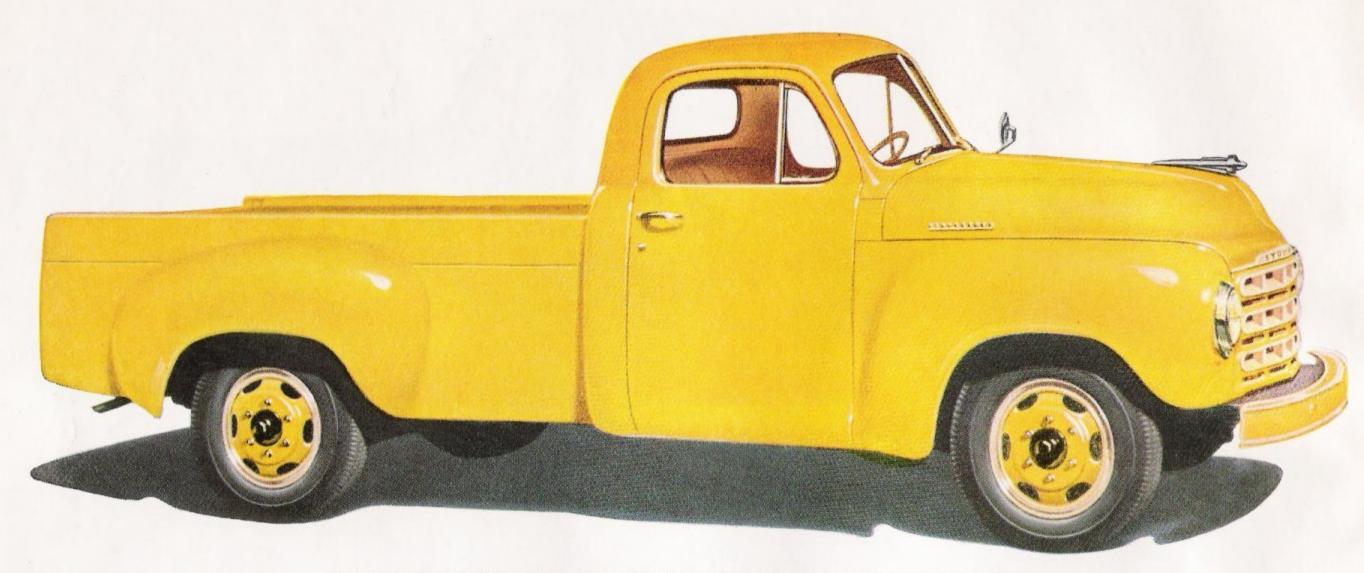
vailable through established body builders.

HALF-TON SHOWN WITH ALL PURPOSE BODY

HALF-TON 61/2 FT. STAKE

HALF-TON 61/2 FT. PICK-UP-CARAVAN TOP

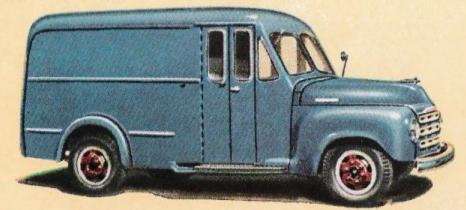
Tops in all around utility...Tops in savings

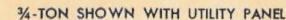


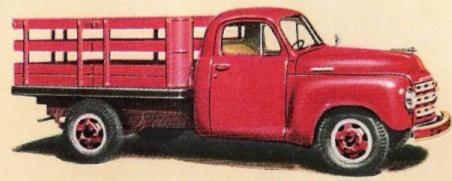
STUDEBAKER THREE-QUARTER-TON 8-FT. PICK-UP

Studebaker three-quarter ton trucks are noted for stand-up stamina—stand-out operating economy—modern design—advanced conveniences. They're famous for trustworthy performance—for structural reliability—and for wear-resisting master craftsmanship. This husky, handsome

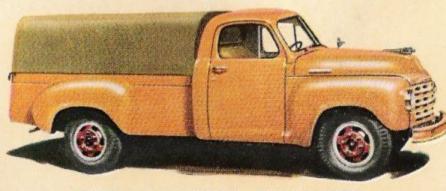
Studebaker truck gives drivers an easier working day, thanks to roomy, full-comfort, big-vision cabs. Servicing a Studebaker truck—on the road or in the garage—is simplicity itself, thanks to a new kind of "lift-the-hood" accessibility to engine, ignition and instrument panel wiring.





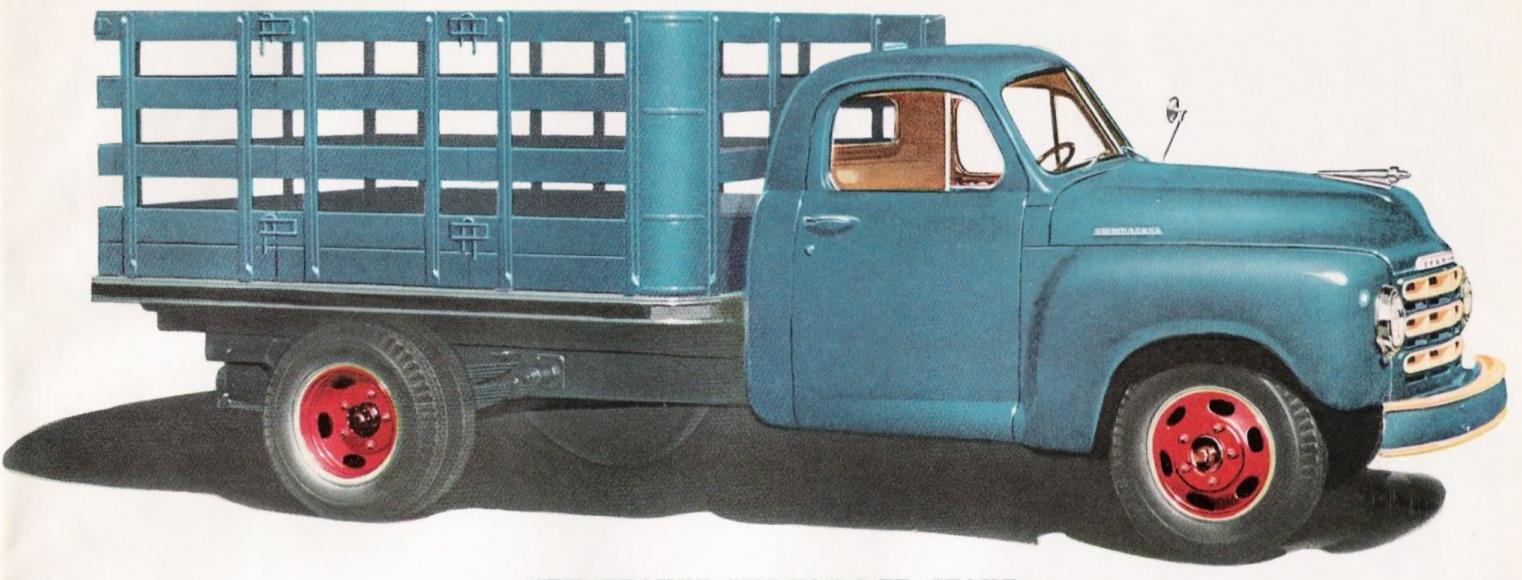


34-TON 8 FT. STAKE



34-TON 8 FT. PICK-UP—CARAVAN TOP

Plenty of low-cost power... Amazing durability

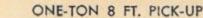


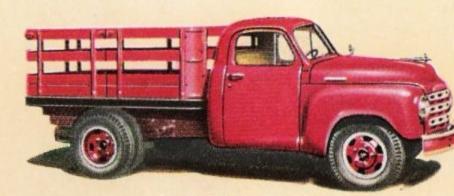
STUDEBAKER ONE-TON 9-FT. STAKE

Whether the loads you haul are hefty or small, you get plenty of low cost power and top performance every time and all the time with a Studebaker one-ton truck. You cash in to the full on the brilliant modern engineering and 99 years of experience that have won for Studebaker respect

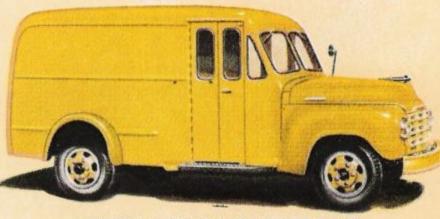
and confidence from coast to coast. What's more, a Stude-baker is a standout in looks and solid construction. There's new ruggedness in the extra K-member frame—rear axles are tremendously sturdy—exceptionally strong springs front and rear are easy riding. Available in 121" or 131" wheelbases.





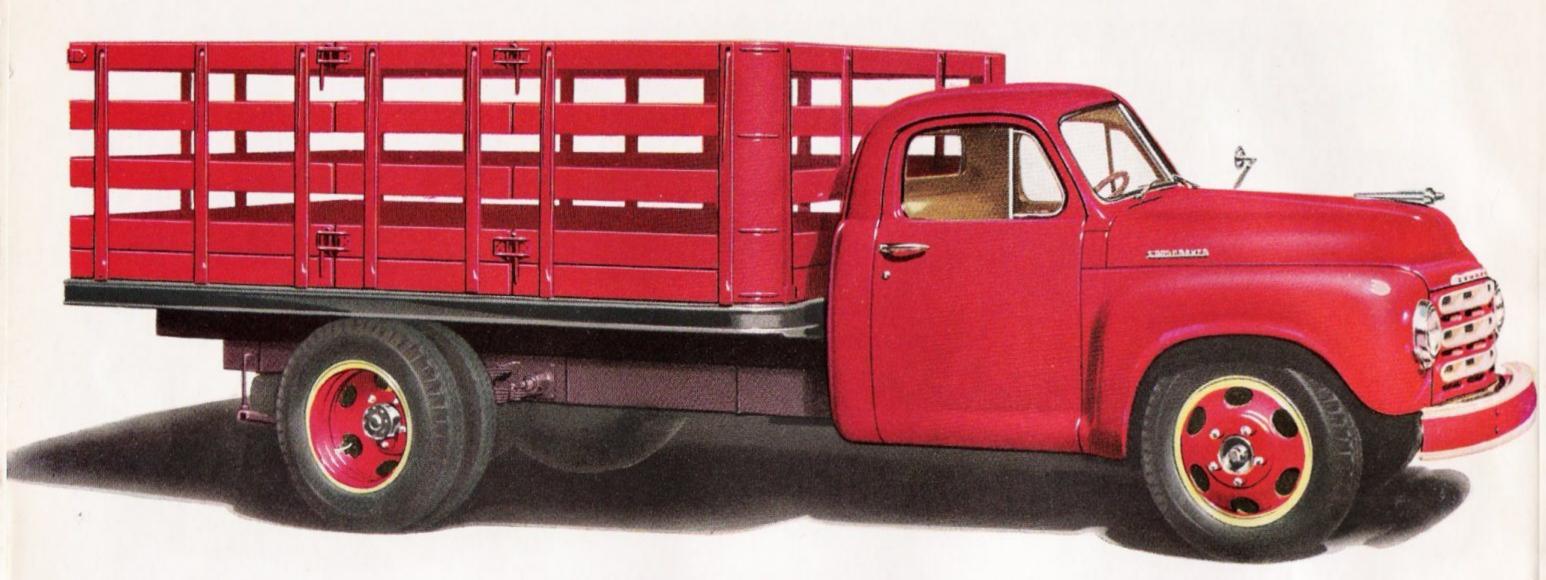


ONE-TON 8 FT. STAKE



ONE-TON SHOWN WITH UTILITY PANEL

Extra comfort...Extra power...Extra thrift



STUDEBAKER 11/2-TON 12-FT. STAKE

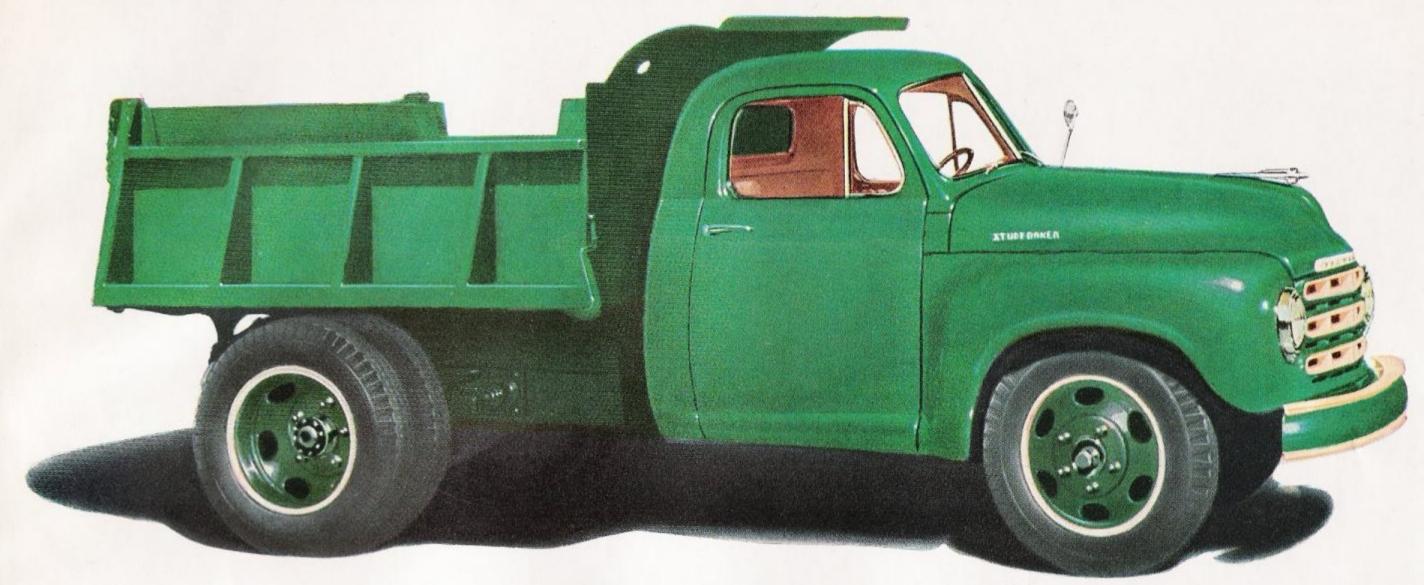
The advanced 1½-ton Studebakers are marvels of pulling power and marvels of staying power. They work for less money. A Power-Plus Studebaker truck engine develops 102 horsepower at 3400 r.p.m. It delivers 205 lbs. ft. torque. There's plenty of ruggedness with an extra

K-member up front for extra strength—a "plus" of frame length for maximum load space—tremendously sturdy rear axles. The cab is extra roomy—with foot-operated floor ventilation—Adjusto-Air seat cushion—visibility is enormous. They're real stand-outs in solid value!





High torque...High horsepower...for heftier hauling



STUDEBAKER 2-TON (shown with dump body)

These rugged reliable Studebaker 2-ton trucks do a truly sensational job of hauling when the footing is bad and the going is strenuous... and they're mighty easy on gasoline. Whether it's used in construction work, or in hundreds of other kinds of haulage, every Studebaker two-ton truck

has the special advantage of the amazing Studebaker "Power Plus" truck engine—a standout performer both in horsepower and in pounds feet of torque. There's new ruggedness of structure and there's new comfort for the driver and his helpers in the spacious new Studebaker truck cab.





EXTRA DRIVER COMFORT in the roomy, big-vision Studebaker cab!



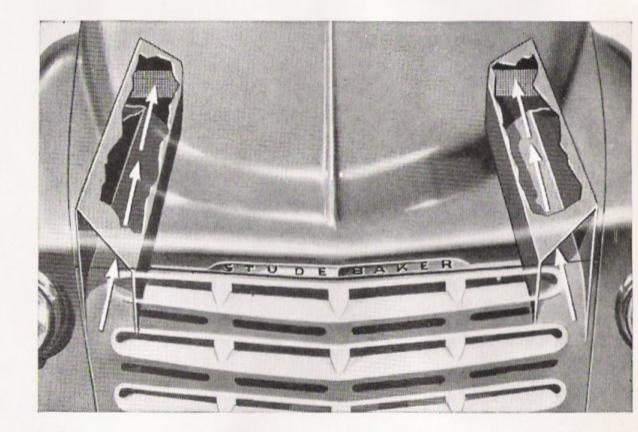
Studebaker's cab is a full vision cab—front, sides and rear. Whether you look left, right, or straight ahead, truck drivers can now see what's going on in every direction. Blind spots have been virtually eliminated.

You step into the Studebaker cab!

Studebaker's walk-in doors cut down on driver fatigue because they enable drivers to enter and leave the cab quickly and with a minimum of exertion. What's more, steps are enclosed inside the cab—an important safety factor under bad weather conditions.



You get easy-chair comfort, world's finest ventilating system, rotary door latches, enclosed safety steps.





Two funnels, or "air scoops," carry cool, fresh air from the radiator directly into both sides of the cab at floor level, through grilles that can be opened or closed with a movement of the foot. The "air-scoop" on left side acts as air intake for the Climatizer, supplying fresh air to the heater and defroster.

A flick of the finger and Studebaker's wide-vane window wings open or close exactly to your liking. No tricky gadgets or cranks to get in your way.



Studebaker's Truck Climatizer fresh air heating, ventilating and defrosting system (optional at extra cost) circulates warm healthful air constantly throughout the cab—real comfort on the coldest days.



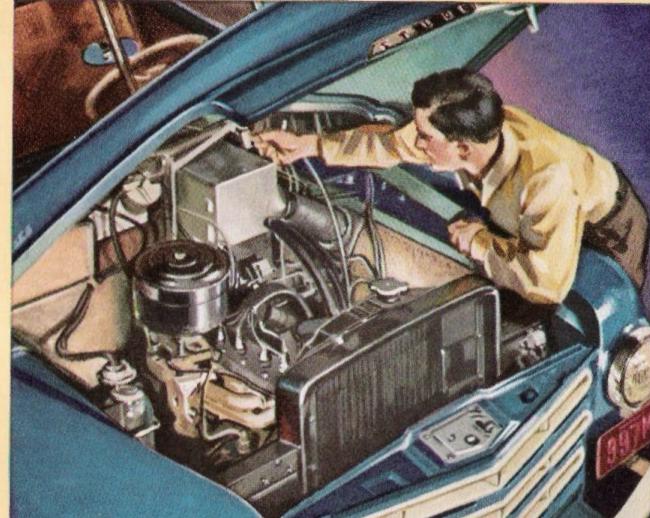
Foot-regulated openings on both sides of the cab at floor level let in fresh, soothing air that finds its way to every nook and cranny of the cab. Welcome relief for the driver on muggy days.



Studebaker's roomy big-vision truck cab—with wide, deep seats and ample leg room—assures relaxed, restful riding, even for three adults. Adjusto-Air coil-spring seats designed for driver comfort and covered with a soft, durable upholstery make every trip in a Studebaker truck an "easy-chair" ride. What's more, standard equipment in every Studebaker cab includes dual windshield wipers, two sun visors, two arm rests, ash tray, cab light which turns on and off with both door and hand switches, door lock, rotary door latches, metal-lined dash compartment, extra wide door openings with automatic door stops and double weather stripping running clear around.

Lift-the-hood accessibility for quick and easy servicing

VALVES



Just lift the hood! Everything's easy to get at!

Owners, drivers and service men welcome the revolutionary "lift-thehood" accessibility that distinguishes Studebaker's new line of motor

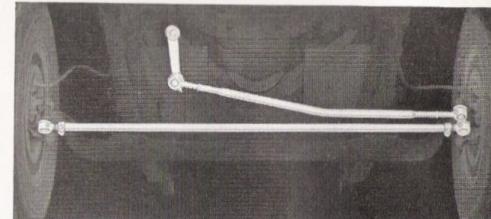
Now, it's no longer necessary to stand on a box to "get at" the engine, ignition, instruments or accessories. The hood opens 'way wide. The strain and fatigue of standing even on tip-toe are eliminated. Every important part is easy to service because it's easy to see and easy to reach.

Thanks to Studebaker's advanced truck engineering, repair and service costs can be cut 'way down because of time savings.

Easy to drive!



Steering post gear shift lever is standard on Studebaker's Comfort gets careful attention in a Studebaker truck.

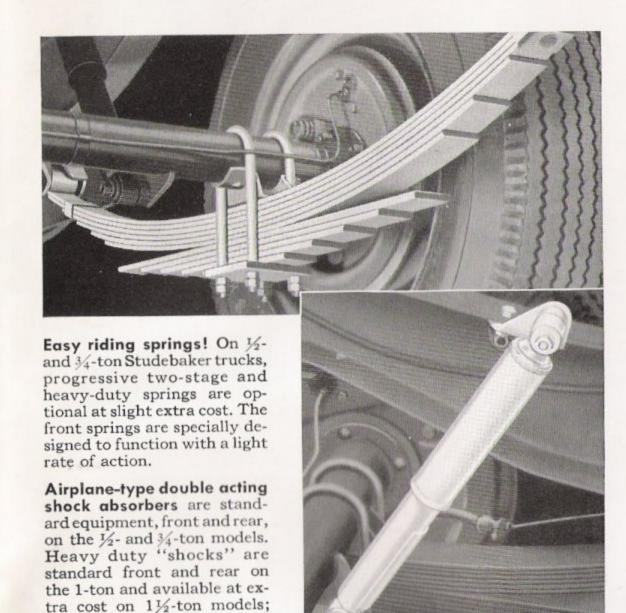


and road shock. On Studebaker trucks, there's no steering wheel "kick back," thanks to variable ratio and cross-link steering. Steering rods run directly from the steering gear box through linkage to one wheel and then on to its opposite.



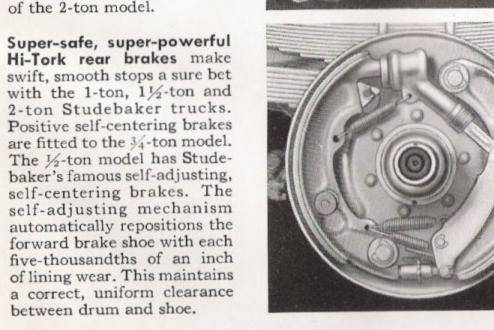
or parking easier.

Easy to park!

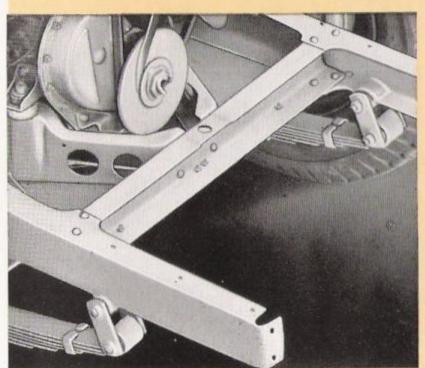


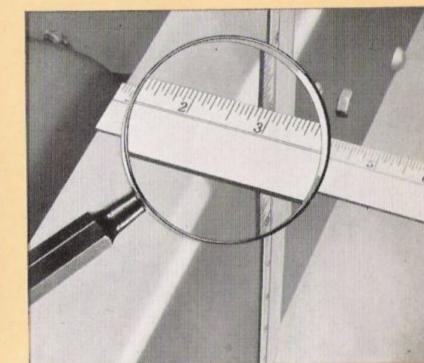
they are standard on the front

of the 2-ton model.

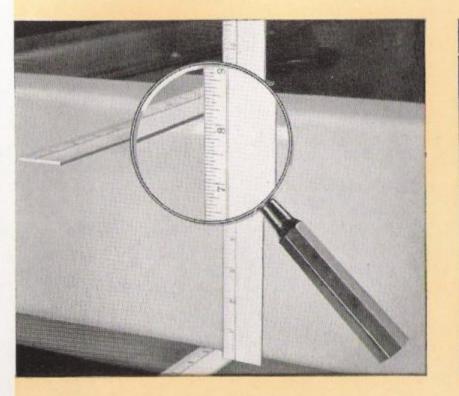


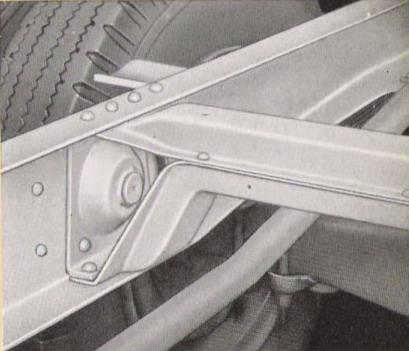
Stand-up ruggedness

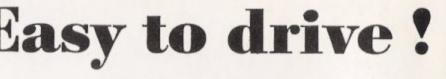




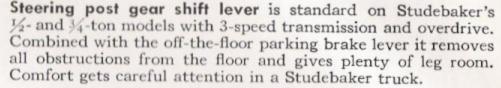
New safety frames with exclusive K-member for extra durability. Look at that massive, rigid K-member! It's used in all Studebaker trucks. It gives firm support to the engine mounts-reinforces the truck's whole front structure. Frame breadth is wider at the upper and lower flanges on the side rails. Frame design includes an extra margin of frame length from the center line of the rear axle to the end of the frame. Full box-section cross members fortify points of extreme frame stress and divide into powerful alligator jaws at frame juncture.

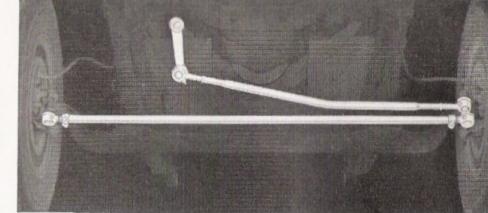




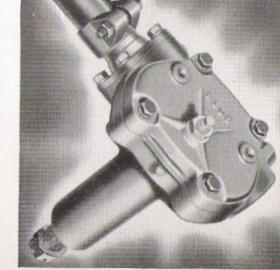








Studebaker's cross link steering eliminates "wheel-fight"



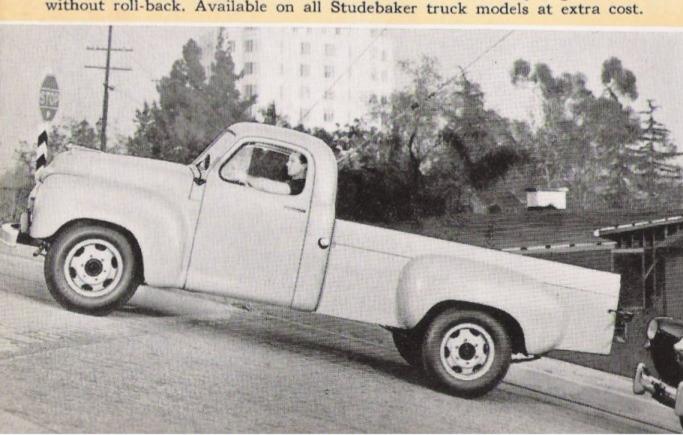
"AN BELT

Variable-ratio steering pioneered by Studebaker for easier parking and turning. Another Studebaker origination. The low gear ratio makes straight-ahead driving easier, simpler because a finger-tip movement of the steering wheel turns the front wheels quickly, surely. Progressively higher ratios make turning corners

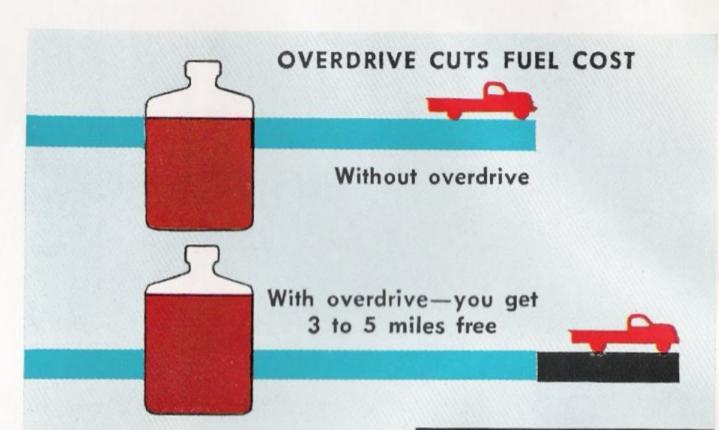
A two-speed axle is available (R16A-R17A models) at extra cost. It provides you instantly with the extra power of a low gear reduction or the top speed of a fast rear axle ratio. In combination with 4-speed transmission, it supplies a range of 8 speeds forward and 2 reverse. You merely push or pull the control located on the gear shift lever to change gear ratios without

Studebaker's automatic hill holder keeps you from rolling back on upgrades. When you come to an uphill stop, keep clutch pedal depressed, take right foot off brake pedal. When you release the clutch you go forward without roll-back. Available on all Studebaker truck models at extra cost.

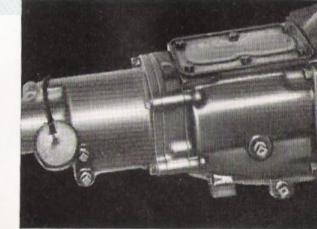
removing your hand from gear shift lever.



Studebaker automatic overdrive transmission cuts fuel costs!



Studebaker's unique automatic overdrive transmission is available at added cost in the Studebaker 1/2-ton and 3/4-ton models. Engine revolutions are reduced approximately onethird without reducing speed. Overdrive starts paying its extra cost right away in extra gas savings-it greatly reduces engine wear, too. An automatic control permits an instant shift from overdrive to conventional gear ratio when a surge of extra power is needed. Overdrive may be locked out by pulling control on dash.





Wet-type oil bath air cleaner and Fram oil filter (optional at extra cost) combine to effectively bar grit and dirt from the engine. In addition, the Studebaker floating oil screen uses only the cleanest oil in the crankcase. It operates just below the surface, getting a minimum of floating impurities as well as a minimum of those that sink to the bottom.



Automatic Windshield Washer. A safety convenience. Turn knob and two streams of water permit wipers to clean away dirt.

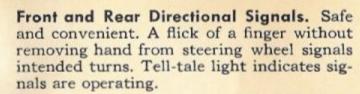
Studebaker truck accessories engineered for rugged service

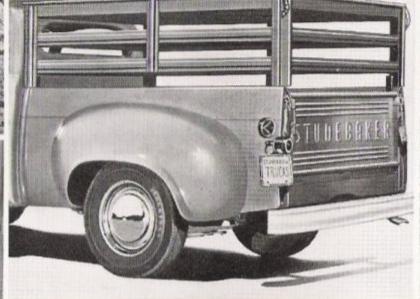


Automatic tuning radio. Special shock-proof chassis. Long range performance. Superb tone. Exclusive noise suppression eliminates interference.

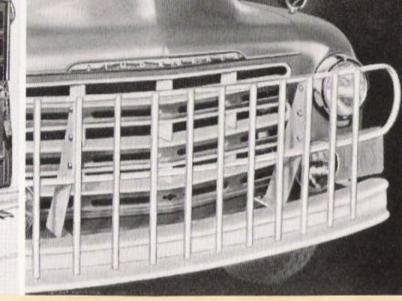




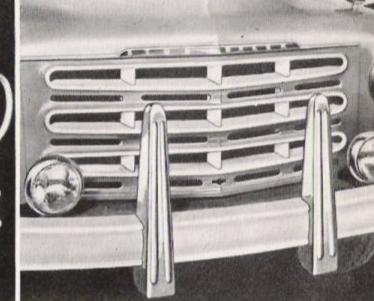




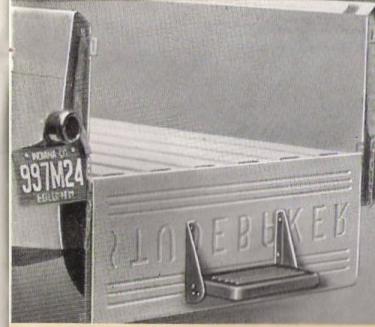
Steel Stake Rack. Tough welded channel steel. Side sections slide into built-in body stake sockets; front and rear sections bolt to side sections. Rear Bumper is available on 1/2-ton and 3/4-toneither painted or chrome finish.



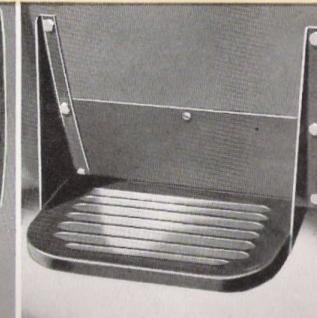
Grille Guard. Complete, yet sturdy and attractive protection for entire front end. Rails are 1/2-inch bar steel, welded as a unit for super strength. Heavy steel supports. Enamel finish. For all models.



Single Vertical Guards. Heavy die-pressed steel . . . enduring chromium finish. Fog Lights. For better vision in fog, snow, rain or mist "Glasealed" Bulbs. Wiring and fused switch designed for legal installation.



Tail Gate Folding Step. Here is time saving Side Loading Step. Made from convenience and safety. Folding step heavy stamped steel-ruggedly supmounted on the tail gate of your Studebaker ported with special attaching braces Pick-up will facilitate loading and unloading. Heavy construction. Folds out of way. be mounted on either right or left side.



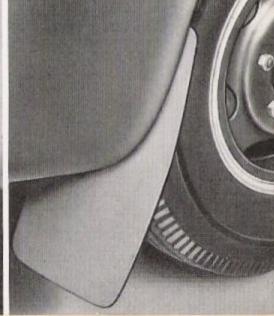
-step plate of non-skid design-can



De Luxe Seat Cover. For cleanliness and added riding comfort. Long-wearing closely woven fibre. Smooth, snug fit.



Rear Fender Gravel Shields. Frotection for rear fenders of all pick-up models. Stop dings, scratches and abrasions caused by flying stones, gravel and mud.



Front Splashguards. Deflect cinders, gravel, stones and road oil ... protect finish of fenders, body and cab. Attractively designed in heavy, reinforced black rubber.

Model and			
Wheelbase R5, 112" Maximum gross	R10, 122"	R15-21, 121"	R15-31, 131
rating 4600	6100	7800	10,000
Nominal ton-	9 / 10	1 00	
nage rating . ½-Ton PISTONS	34-Ton	1-Ton	1-Ton
Type	Heat dam	T-slot cam gr	ound tin plated
Material			luminum Alloy
CRANKSHAFT			
Type No. of bearings		Drop-forge	d, heat treated
COOLING SYSTEM			
Frontal area of radiator c	ore		344 eg in
Depth of core			21/4
Thermostat		• • • • • • • • • • • • •	Yes
TRANSMISSION		R5-R10	*****
Steering post gear shift.		Standar	d
No. speeds forward Gear reductions—1st		3 34 to	1 64 6 1
details		1.00 10	1 0.09 0 1
3rd		1 to	1 1.69 to 1
4th (R)	15 only)		1 to 1
OPTIONAL OVERDR	OIVE TRANS	4.53 to	1 7.82 to 1
R5-R10 only)—with steer	ring post gear	shift_Direct	(at extra cost—
overdrive, 3.34 to 1—1.8	35 to 1—1 to 1	700 to 1-4	.53 to 1
REAR AXLE	R5	R10	R15
Type Semi-flo	oating Hypoid	Full-floating	Full-floating
Standard ratio 4.	.82 to 1	E E71 to 1	E 00 1- 1
Optional	No 59%"	4.001 10 1	6.66 to 1
		60.16	60-25
FRONT AXLE	R5	R10	R15
TypeRev	verse Elliott 1 60 ¹³ 16"	Reverse Elliott 6013/6"	Reverse Elliott
		R5-R10	R15

ELECTRICAL SYSTEM			Barbara .
Battery	15 plate-10	00 ampere hour	
(Separator A	ir applied about a	annal Li antant	
Automatic voltage and current cont	rol	Yes	
Automatic spark control R5		Yes	STATES OF
TIRES R5 with spare tire		R15	
Standard-Front,			2012-00
single rear 4 ply 6.00/16	6 6 ply 6.50/16	6 ply 7.00/17	
Optional—Front, single rear			
(at extra cost) 6 ply 6.00/16	6 6 ply 7.00/16	6 ply 7.00/17	
6 ply 6.50/16	8 ply 7.50/16	8 ply 7.50/17	COLUMN
		6 ply 6.50/20	A-100
		8 ply 7.00/20	
FUEL SYSTEM			
Carburetor, make and size		Carter 11/4"	STATE OF THE PARTY
Octane selector		Yes	HI SHA
Octane selector	Oil bath-1 pt.	-with silencer	4334
FRONT SPRINGS	5.5.5.5 CO. (5.5.5)	Somi alliptic	May have 190
FRONT SPRINGS	R5.R10	R15	
Length and width	40" v 13	" 42" v 2"	
No. of leaves—Standard	X 1/4	8	
REAR SPRINGS			1
	D10 D		
Standard R5	RIO R	15-21—R15-31	

Semi-elliptic Semi-elliptic Semi-elliptic

33" x 21/2"

R15-21 R15-31

How mounted.... Under the axle Under the axle Above axle

R5

self-adjusting

Length and width. . 51¾" x 1¾" 52" x 2"

Auxiliary springs (at extra cost).

No. of leaves .

30"

95"

95"

185%" 203%" 20416"

42"

108"

SERVICE BRAKES

No. of leaves..... 9 10 8
Shackles......Rubber mounted Rubber mounted

STUDEBAKER 1/2-ton, 3/4-ton and 1-ton trucks ECON-O-MISER ENGINE - R5-R10-R15 Type. No. of cylinders, bore and stroke L-Head; 6 cyl; 3" x 4" Piston displacement (cu. in.) 169.6, compression ratio 7 to 1 Rated horsepower (S. A. E.) . .

Specifications

CHASSIS EQUIPMENT—spare wheel and carrier; 18 gallon gasoline tank; 1 pint oil bath air cleaner; Alemite lubrication fittings; 100 amp. battery; circuit breaker; sealed beam headlights; foot controlled headlight dimmer switch; horn; combination stop and tail light with license bracket; rheostat controlled instrument lights; foot and clutch pedal operated starter button; painted front bumper; hood ornament.
CAB EQUIPMENT—leather-like fabric upholstery; pressed fibre head liner;

anti-rattle metal inside door panel; door stops; rotary latches; controlled ventilation; window wings; 2 arm rests; cab light; ash tray; dual windshield wipers; 2 sun visors; outside rear view mirror LH; outside door weatherstrip. COLORS-Cherokee Red, Clover Green, Tuscan Tan, Iroquois Blue, Midnight

Maximum developed horsepower . . 85; maximum torque (lbs. ft.) 138

KICK-UP IN FRAME ONLY ON 2R5 AND 2RIO - WB OLP and OLS MODEL R10 | R15-21 | R15-31 WB-Wheelbase 121" CA-Cab to Rear Axle 50" 501/4" 601/4" D-Cab to Rear of Frame 963/8" 963/8" 102" E-Length of Pick-Up Box (Inside) 9513/4"

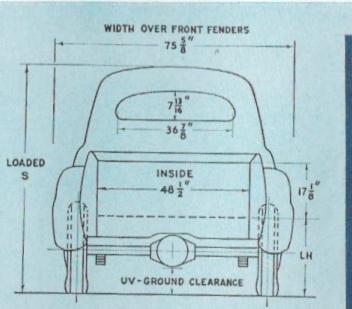
1933/6" 2083/6" 2085/8" 2215/8" Note-Above with standard tires.

H-Height of Stake Rack

HS-Length Inside Stake Body

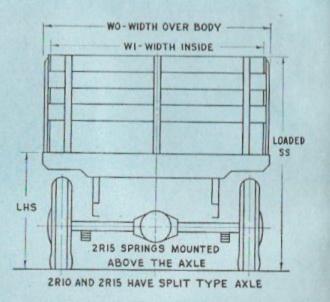
OLP-Overall Length with Pick-Up Box

OLS-Overall Length with Stake Body



MODEL	R5	R10
H—Loaded Height from Ground to Pick-Up Bed	243/6"	241/4"
HS—Loaded Height from Ground to Stake Bed	3213/6"	33¼"
—Loaded Height from Ground to Top of Cab	695%"	6911/6"
S—Loaded Height from Ground to Top of Stake	6213/6"	631/4"
JV—Ground Clearance with Standard Tires	71/2"	714"
VI-Width Inside Stake Body	67"	78"
WO-Width Over Stake Body	725/8"	835%"

Note-Above with standard tires.



	A SHARE THE PARTY OF THE PARTY
R15-21	R15-31
30%6"	
383/6"	3813/6"
741/8"	743/6"
683/6"	8013/6"
75/8"	75%"
78"	84"
835%"	895/8"
	30%6" 383%6" 741%" 683%" 75%"

Note-Above with standard tires.

STUDEBAKER

1½-ton and 2-ton trucks

POWER-PLUS ENGINE-R16A-R17A

Type	Head; o cyls.; 20.33 n.p. (5. A. E.
Bore and stroke	
Piston displacement (cu. in.)	245.6; compression ratio 7 to
Maximum developed horsepower	, 102; maximum torque (lbs. ft.) 205

Blue. Prime coat only is supplied with chassis and cowl.

EQUIPMENT AVAILABLE—at extra charge—oil filter; fog light; radiator grille quard; radio; spotlight; flares; windshield washer kit; heavy duty vertical grille guards; hand throttle kit; dash starter kit; inside rear view mirror; outside right hand rear view mirror; cigar lighter; heater and defroster; chrome front bumper (R5-R10); painted or chrome rear bumper (R5-R10); 2-stage rear springs (R5-R10); overdrive transmission (R5 and R10).

Studebaker reserves the right to change any of the specifications listed in this catalog without obligation to subsequent purchasers or to add new designs or improvements without making similar alterations in vehicles manufactured.

GENERAL			
ModelsR16A-31	R16A-55 R17A-55	R16A-71 R17A-71	R16A-95
Wheelbases	155"	171"	195"
—back of cab	00 lbs.—R16. g (GVW)	A; 16,000 lb	bs.—R17A s.—R16A;
Nominal tonnage rating1½ T	on—R16A;	2 Ton R17	A
PISTONS TypeHeat dam, T-slot, cam gr	round alum	inum allov	
CRANKSHAFT	ound, didni		
Type	Drop	o forged, he 6; No. of be	eat treated earings—4
COOLING SYSTEM Frontal area of radiator core			441
Water distributing tube with by-pass	s circulation		Yes
ELECTRICAL SYSTEM		2.22	
Battery—StandardAi GeneratorAi Automatic voltage and current contra Automatic spark control	ir cooled, sh rol	unt wound	, hi-output
TRANSMISSION			4 speed
Gear reductions	R16A 5.9 to 1	lst	R17A 6.4 to 1
Gear reductions	d 3.09 to 1 I 1.69 to 1	2nd 3rd	1 3.09 to 1 1.69 to 1
Reverse	e 7.21 to 1	Reverse	2 7.82 to 1
REAR AXLE	R16		R17A
Type of final drive	Spiral	pevel	Hypoid

Capacity-standard axle.....

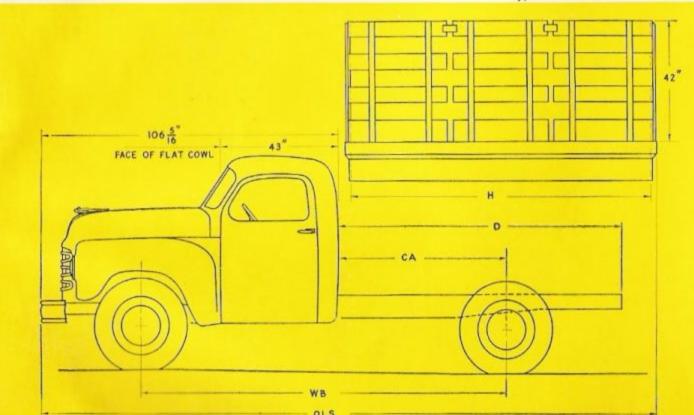
2-Speed-Optional (at extra 6.13-8.10 to 1

cost-gov. included)

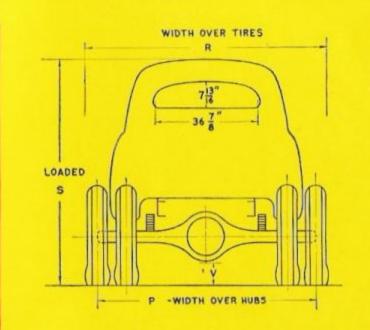
	FRONT AXLE
1 R16A-95 1 R17A-95 195"	Tread (standard tires)
195	Gasoline tank capacity and location 18 gal., inside frame
5' 18' Olbs.—R17A	Octane SelectorYes
lbs.—R16A;	Standard on R16A 6 ply 6.50/20 front and dual rear
ins nion,	Standard on R17A 8 ply 7.50/20 front and dual rear
17A	Optional on R16A only
	With allowance—on R16A
	8 ply 7.00/20 front and single rear
ру	R16A models—(at extra cost)
	8 ply 7.50/17 front and dual rear
heat treated	8 ply 7.00/20 front and single rear or dual rear
bearings-4	8 ply 7.50/20 front and single rear or dual rear
	Optional on R17A
441	(at extra cost) 10 ply 8.25/20 front and dual rear
Yes	STEERING
	Type
	Ratio
ampere hour	Shockless cross steeringYes
nd; hi-output	FRONT SPRINGS
Yes	Length and width42" x 2"
Yes	No. of leaves
4 speed	REAR SPRINGS
R17A	Length and width
st 6.4 to 1	No. of leaves
and 3.09 to 1	Auxiliary springs
3rd 1.69 to 1	SERVICE BRAKES
th 1 to 1 rse 7.82 to 1	Type—FrontLockheed hydraulic
	Rear
R17A	Effective area 293¼ sq. in., on R16A; 367½ sq. in., on R17A
Full-floating	
Hypoid	FRAME
Banjo 6.8 to 1	Type of frame
6.2 to 1	Dimensions of side rail 131 W.D. 0 % X 2 4 X 1/6
12 0 10 1- 1	100 W.B. 100" W.B. 018 X 22 X 22

. 2931/4 sq. in., on R16A; 3671/2 sq. in., on R17A Frame side rail plate standard equipment on R17A models.

Box type cross members used at points of stress.



MODEL	R16A R17A-31	R16A-55	R16A-71 R17A-71	R16A-95
WB—Wheelbase	131"	155"	171"	195"
CA—Cab to Rear Axle	601/4"	841/4"	100¼"	1241/4"
D—Cab to Rear of Frame	102"	1331/6"	174"	2083/2"
OLS—Overall Length—Stake	2215%"	2575%"	2815/8"	
H—Inside Load Dimension	108"	144"	168"	

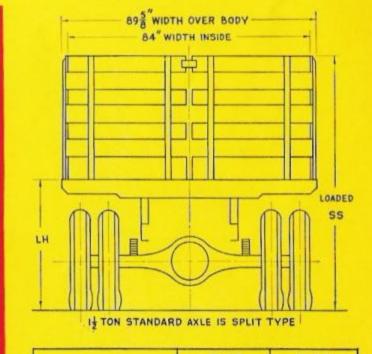


6-13-8.10 to 1

5.66 to 1

MODEL	R16A 31-55-71-95	R17A 31-55-71-9
Wheelbase	131"-155" 171"-195"	131″-155 171″-195
P—Width Over Hubs	76¾"	761/2"
R—Width Over Tires	845/6"	8613/6"
S—Loaded Height Ground Top Cab	75¾″	771/6"
V-Ground Clearance	8¾"	101/6"

Note-Above with Standard Tires.



MODEL	R16A 31-55-71-95	R17A 31-55-71-9
Wheelbase	131"-155" 171"-195"	131″-155′ 171″-195′
SS—Loaded Height from Ground to Top Stake	86¾"	89¼"
LH—Loaded Height from Ground to Stake Bed	443%"	4734"

Note-Above with Standard Tires.

THE STUDEBAKER CORPORATION, South Bend 27, Indiana, U. S. A.

STUDEBAKER TRUCKS

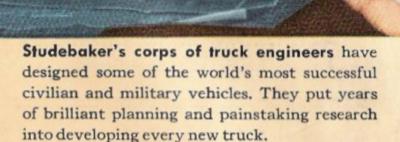
Brilliantly engineered and superbly constructed by America's finest craftsmen





Studebaker's 800-acre proving ground. Through sand traps, water holes and hub-deep muck, up and down the stiffest grades, the new Studebaker trucks have taken gruelling punishment in stride and graduated with honors.

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Studebaker's world-famed craftsmen are men of conscience as well as competence—and their care is evident in the top quality workmanship of every detail of these new trucks.

