

LOOK...AND YOU'LL LOVE THAT LARK

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Rathkamp Motor Service, Inc.
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MC 9084-0085 Cincinnati, Ohio





LOOK AT THE *LARK* CONVERTIBLE

Newest Lark under the sun and moon, pridefully styled and built for lovers of road and sky. Here at last is the means to enjoy The Lark's marvelous maneuverability and stable agility while reveling in the delight of refreshing breezes and warm sunshine. Beyond a doubt, this Lark is one of the world's most charming and distinctive cars. And, the power of its V-8 or six cylinder engine can propel it with sufficient verve to satisfy the most demanding motorist. This is a perfect blending of happy handling, scintillating styling, queenly comfort and a wonderful way to enjoy the weather.

ARISTOCRATIC ELEGANCE allied with practicality marks the Larks. Handsome pleated vinyls are durable, washable. Dash panel is padded, instruments functional. The convertible seats five luxuriously. Note the optional headrests and reclining divided seats.



FOUL WEATHER FRIEND, too! With the top up, The Lark is sealed from the vagaries of wind and weather and looks elegant. The large rear window provides excellent visibility.



RAISE THE ROOF with ease. The top works efficiently, effortlessly, and the car is weather-tight in seconds.



THE BEAUTY OF SIMPLICITY is apparent in The Lark grille for 1960. Styling is functional and its clean frontal area cheats the wind of horsepower-robbing resistance.





EASY ENTRY, EASY EXIT due to generous door widths and flat floors, is a feature of every Lark...as demonstrated by our model who is six feet tall. Door panels and interiors are tastefully styled and finished in washable vinyl, or easy-to-clean cloth, in keeping with the car's overall elegance and quality construction.

LOOK AT THE *LARK* ^{HARDTOP}

Sportive, agile, panoramic! That's The Lark Hardtop, complete with that head-turning flair found formerly only on expensive custom coachcrafted bodies from abroad. But this Lark has more than just mouth-watering appearance. Its temperament on the road never belies its fleet, taut styling.

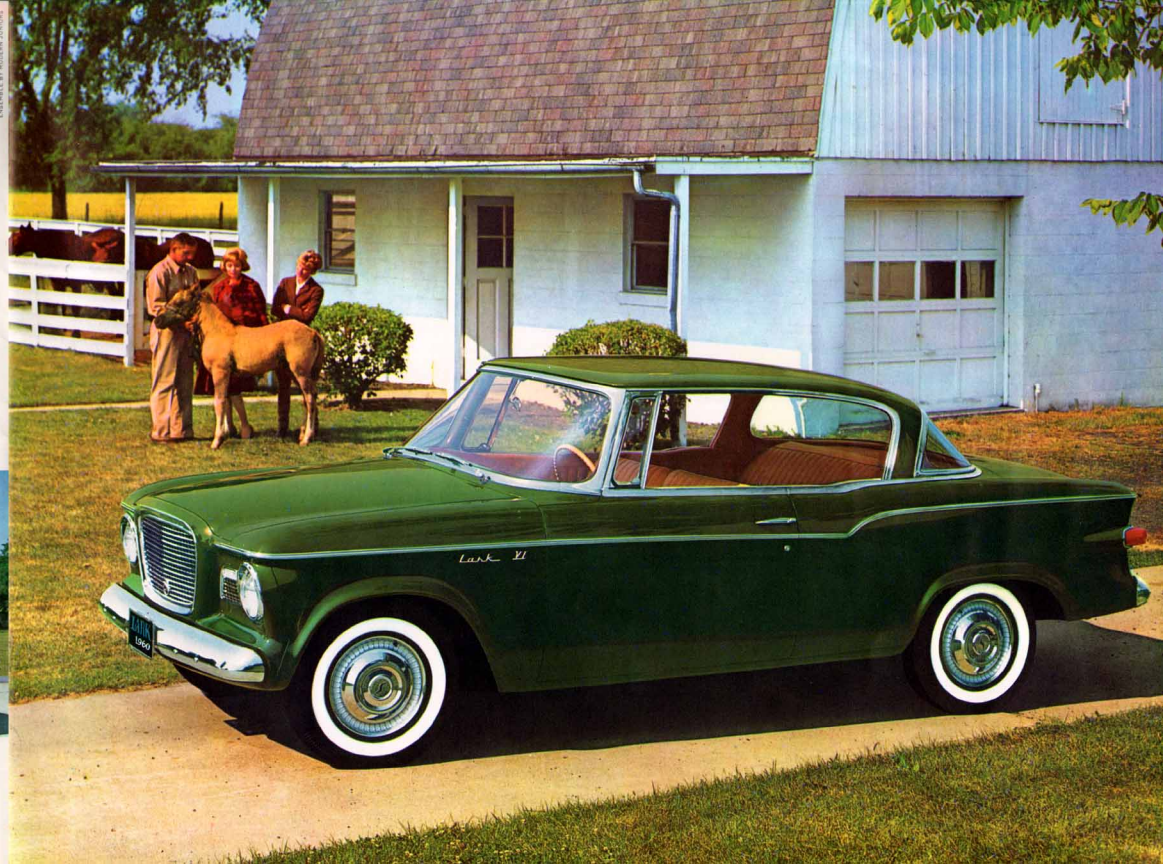
It corners with thoroughbred assurance, moves haughtily through town traffic and its wind-cheating shape slices the air merrily on the open road.

Comfort in The Lark? Call it luxury for a more apt description!



THIS STYLE'S THE THING that's fit for a king. Visibility is superb in this handsome hardtop...in all directions. Windows down and you have the airiness of a convertible. Windows up and you're snugly set for winter weather. And, flashing performance is fast becoming a Lark tradition. Up hill, down dale...plenty of climbing power readily available and plenty of stopping power, too, with Lark oversize brakes.

ENTERTAINMENT BY ROSEMARY JENNINGS





LOOK AT THE **LARK** FOUR-DOOR STATION WAGON

Newest and most wonderful of them all with a "new dimension" in door width for unprecedented ease of entry and exit. For convenience coupled with carrying capacity and maneuverability truly amazing for a station wagon, you'll never find anything to match this Lark. Naturally, seats fold flat for maximum loads, and, the functional flavor of The Lark Four-Door Wagon is matched by interiors of simple but elegant fashion. This is a vehicle equally at ease in its dual role as workhorse or pleasure pony. It engenders pride wherever you go, whether loaded with kids or crates, a boat or boxes.

Like all the Larks, this one too is delightful to drive and happy to handle...on curving country roads or through town traffic.

FASHION WITH FUNCTION lets you have your cake and eat it, too. The Lark Four-Door Wagon works like a Trojan but does not have a Spartan interior. Style and tasteful elegance are apparent throughout, but interiors are carefully built to "take it."

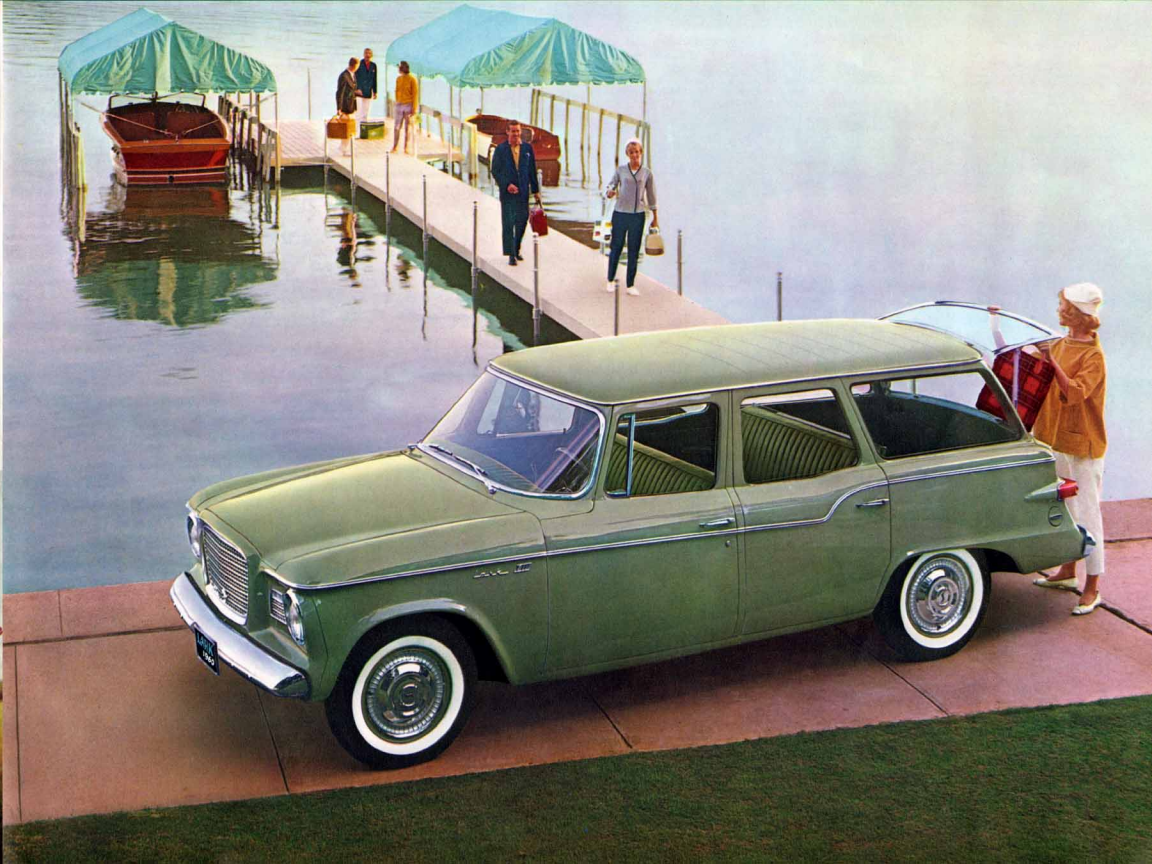


HIDEAWAY SEAT STOWS AWAY NEAT.

This option keeps three or four children happily enjoying a novel rear view or seats two big adults. When not in use, it flips neatly into the floor, flat in seconds.



SPACIOUS AND GRACIOUS getting in, getting out, or just sitting in it. Plenty of room. In fact, the rear doors are an immense 44 inches wide. That means no struggling or squirming, no runs in the ladies' stockings. Even the biggest man can just step in and sit down with no contortions. Tailgate styling is elegant, graceful... it opens and closes with virtually no effort.



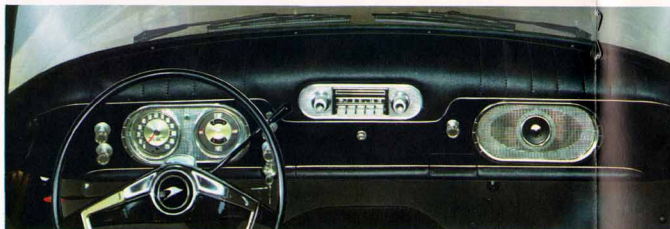


SCULPTURE BY CIEL CHAPMAN

DON'T GET STUCK! Twin Traction differential is Studebaker's efficient answer to mud, sand, snow or ice. It transmits power to the wheel with the most, not least, traction as is the case with conventional differentials. This option means surer, safer driving under all conditions and powers you through or over soggy or slippery roads. It's really remarkable.



ART AND ENGINEERING are tastefully blended in The Lark instrument panel. Instruments are purposefully designed... legible at a glance. Controls and dials are grouped for easy access and, in the Regal series, the entire unit is elegantly padded in pleated vinyl. This is typical of Lark luxury.

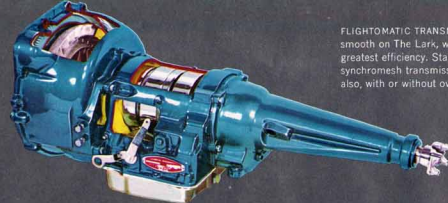


HIGH FASHION, LOW COST is one of The Lark's greatest virtues. Top designers spent long hours selecting Lark colors and fabrics. The results are colors that are not only restful but are in the very best of modern taste. Not garish or jarring, but sophisticated. Vinyls, carpets and fabrics are unusually durable and washable. Your Lark can look fresh and new even after years of steady road use. And, though fashion may be fickle, good taste never goes out of fashion. The Lark will be just as chic in years to come.

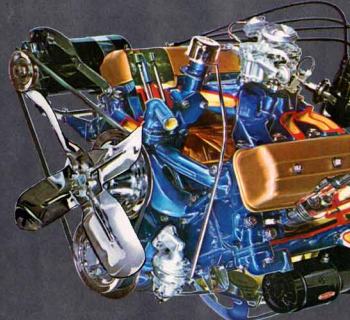


SLEEP LIKE A CHILD IN A LARK. Optional reclining seats let down all the way so that you can make them into an amazingly comfortable bed. Perfect for camping, hunting, touring or letting the children nap.

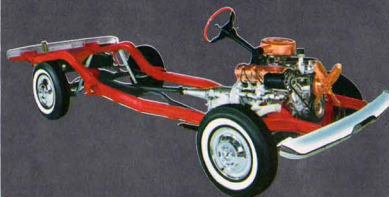
RECLINE AND RELAX on comfortable reclining seats with headrests. These and many other options for comfort and driving ease are available for The Lark. Power assists, too.



POTENT V-8 POWER on low-cost regular gas. The Studebaker V-8 is an unusual engine because it turns out up to 180 HP on surprisingly little regular gas. It does not require expensive premium fuels. In fact, this V-8 is so efficient that it uses literally less gas than some sixes. This is a rugged engine engineered for a long life of hard use. It employs five massive main bearings, requires minimal attention. Its sturdy mechanical tappets don't stick and the engine keeps its tune for amazing periods of time without any attention. With optional 4-barrel carburetor (195 HP) it can propel The Lark from rest to 60 mph in about 9.5 seconds. That's performance!



SAFETY THROUGH STRENGTH is inherent in The Lark because of its box-frame girder chassis. This unit has tremendous structural strength and torsional rigidity which is absolutely essential for safety on the road. The Lark chassis is built to withstand the stresses of hard driving, cornering and braking on even the bumpiest road surfaces. This design has been conclusively proven through many millions of miles of actual use. Lark brakes, too, have a great safety factor. The brake lining to weight ratio is exceptionally advantageous, assuring safe stops and minimal fade, even with hard use at turnpike speeds.





YES, IT FITS...all of it.
It's astonishing that you can
load so much into the
15½-foot long Lark Wagon.
Easy to load too, thanks
to the tailgate's low, open
position and wide access.

JUST A TWIST OF THE WRIST
and you're parked. Unlike other cars,
The Lark requires no wrestling with the wheel
to slip smoothly into a parking space.
Furthermore, The Lark can park where
other cars won't even fit.



LOOK AT THE **LARK** TWO-DOOR STATION WAGON

If you prefer your station wagon with two rather than four doors, this is the one! Same spacious interior as the four-door (93 cubic feet), just two doors less, but what wide doors they are. Slide in and slip through traffic. You'll be astonished at the way this Lark can thread through town, turn, park and corner. And it works hard for low wages, year after year.

As with all the Larks, it uses less fuel, costs less to maintain and puts the fun back in driving. The stylish roof luggage rack (optional), which substantially increases the already large carrying capacity or permits you to carry eight people and loads of extra luggage is available. Looks good, too!



VACATION-SIZE TRUNKS are an important Lark feature. There's ample room for the family's luggage and then some.

LOOK AT THE **LARK** FOUR-DOOR SEDAN

Wide doors, flat floors...function with fashion! The Lark Four-Door Sedan is the car that has everything. Seats six in comfort, vacation-sized trunk, elegant styling, marvelous maneuverability...what more do you want in a car? Sensible price? The Lark has that too.

Easy to maintain, inexpensive to operate, it's the ideal car for one, two or three car families. And on the road? It runs like the wind,

is docile in traffic...turns, corners, parks with aplomb. It has dignity, chic, breeding like the thoroughbred it is. The Lark is the sensible way to turn routine driving chores into fun and pleasure trips into a sheer delight.



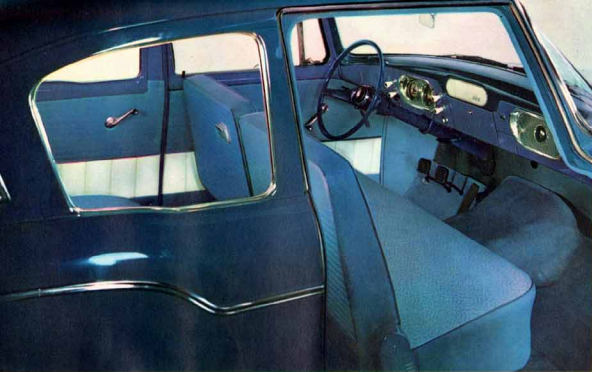
MASTERY OF SPACE on a 108 inch wheelbase, represents a very clever piece of engineering work.

The Lark seats six adults comfortably, yet is only 175 inches (14½ feet) long. Headroom, legroom and hip room is generous and floors are flat, no step-down. Seats were carefully designed to support the human frame, for minimum fatigue on long trips. And, it works. Lark trips are relaxing trips.



HOSTILES DOWN BY GRETA PLATTNY





WASH 'N WEAR, resists stain, resists tear. These wonderful Lark interiors are of cloth or vinyl, designed to defy even the most active children. Colors are harmoniously keyed to exterior finishes and styling is crisp, fresh and elegant throughout. Note the clean functionalism of the instrument panel.

LOOK AT THE **LARK** TWO-DOOR SEDAN

This is a very purposeful car as it tastefully combines faithful transportation at rock-bottom cost with The Lark's distinctive good looks. The Two-Door is the most economical car in

The Lark line and is offered with a choice of either a six or an eight-cylinder engine. On the road, it's a cheerful, peppy performer, ever mindful of your gas dollars. It, too, maneuvers, corners and parks with the same effortless grace you'll find in all the Larks.

It's built to last and last and go and go...year after year.

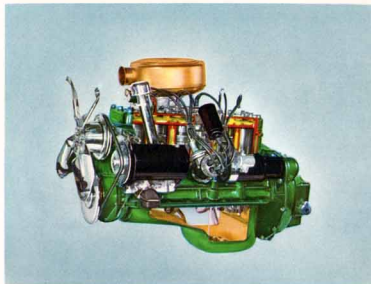
Maintenance is inexpensive because engine components and running gear are not only easily accessible but designed

with a simplicity that makes service a cinch.

It's friendly, it's fun, it's functional...marvelous for multi-car families, fabulous for fleets...excellent for those who want top economy.



FLEET LINES, FLEET USE. The Lark Two-Door is ideal for business use, salesman's calls or general purpose fleet use. Its lithe appearance and lovely lines are an asset to any firm. Its low cost, low maintenance, low operating expenses make good business sense.



POWER-PLANT, ECONOMY STYLE. This rugged, proven Studebaker six-cylinder engine has a new, improved cylinder head and new carburetor. Turns in peak performance on regular gas in small quantities. Four massive main bearings provide it with exceptionally long, trouble-free operating life.



Dimensions and Weights:

♥ LARK CONVERTIBLE ♥ LARK 4-DOOR SEDAN ♥ LARK 2-DOOR HARDTOP ♥ LARK 2-DOOR SEDAN

Overall length	175"
Overall width	71.38"
Overall height, loaded	♥ 58.0"
Wheelbase	108.5"
Turning diameter	37'6"
Headroom: fr-rear	♥ 36.5"~35.25"
Legroom: fr-rear	44"~39"
Hiproom: fr-rear	♥ 59.5"~44.5"
Shoulder Room: fr-rear	♥ 55.5"~44.5"
Shipping weight, lbs./6 cyl.	♥ 2930 ♥ 2605 ♥ 2710 ♥ 2577
Shipping weight, lbs./8 cyl.	♥ 3250 ♥ 2925 ♥ 3034 ♥ 2899

♥ LARK 2-DOOR STATION WAGON ♥ LARK 4-DOOR STATION WAGON

Overall length	184.5"
Overall width	71.38"
Overall height, loaded	58.75"
Wheelbase	113.0"
Turning diameter	39.0"
Headroom: fr-rear	36"~35.25"
Legroom: fr-rear	44"~42"
Hiproom: fr-rear	♥ 59.5"~57"
Shoulder Room: fr-rear	♥ 55.5"~53.3"
Shipping weight, lbs./6 cyl.	♥ 2805 ♥ 2835
Shipping weight, lbs./8 cyl.	♥ 3138 ♥ 3168

ENGINES:	L-HEAD 6	OHV V8
Bore & Stroke	3.0 x 4.0"	3.56 x 3.25
Piston Displacement (cu. in.)	169.6	259.2
Horsepower, Maximum	90 @ 4000 rpm	180 @ 4500 rpm
Torque, Max. ft.-lbs.	145 @ 2000 rpm	260 @ 2800 rpm
Compression Ratio	8.3 to 1	8.8 to 1
Carburetor, Downdraft	1 barrel	2 barrels*
Crankcase capacity (add qt. for filter)	5 qts.	5 qts.
Cooling system capacity (add qt. for heater)	11 qts.	17 qts.
Fuel Capacity	18 gals.	18 gals.
Fuel Recommended	Regular	Regular
Battery	12 Volts	12 Volts

*WITH OPTIONAL 4-BARREL CARBURETOR: 150 HP @ 4500 RPM; 240 FT. LBS. TORQUE @ 3000 RPM.

CHASSIS AND BODY: Transmission—Conventional 3 speed; optional Overdrive or Flightomatic. Front Suspension—Direct double action shock absorbers mounted in variable rate coil springs. Rear Suspension—Sea leg—mounted shock absorbers and leaf springs asymmetric to axle, w/4 leaves (5 leaves on Station Wagon and Hawk). Twin Traction—Optional.

STATION WAGON CARGO COMPARTMENT DIMENSIONS*

Length: rear seat down—tailgate down	92"
Length: rear seat down—tailgate up	73"
Length: rear seat up—tailgate down	66"
Length: rear seat up—tailgate up	46.5"
Width and height (max.)	58" x 36"
Rear opening width and height	45" x 30.5"
Tailgate loading height	27.5"

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STUDEBAKER-PACKARD CORPORATION, South Bend, Indiana



CLOTHES BY JUNIOR SOPHISTICATES