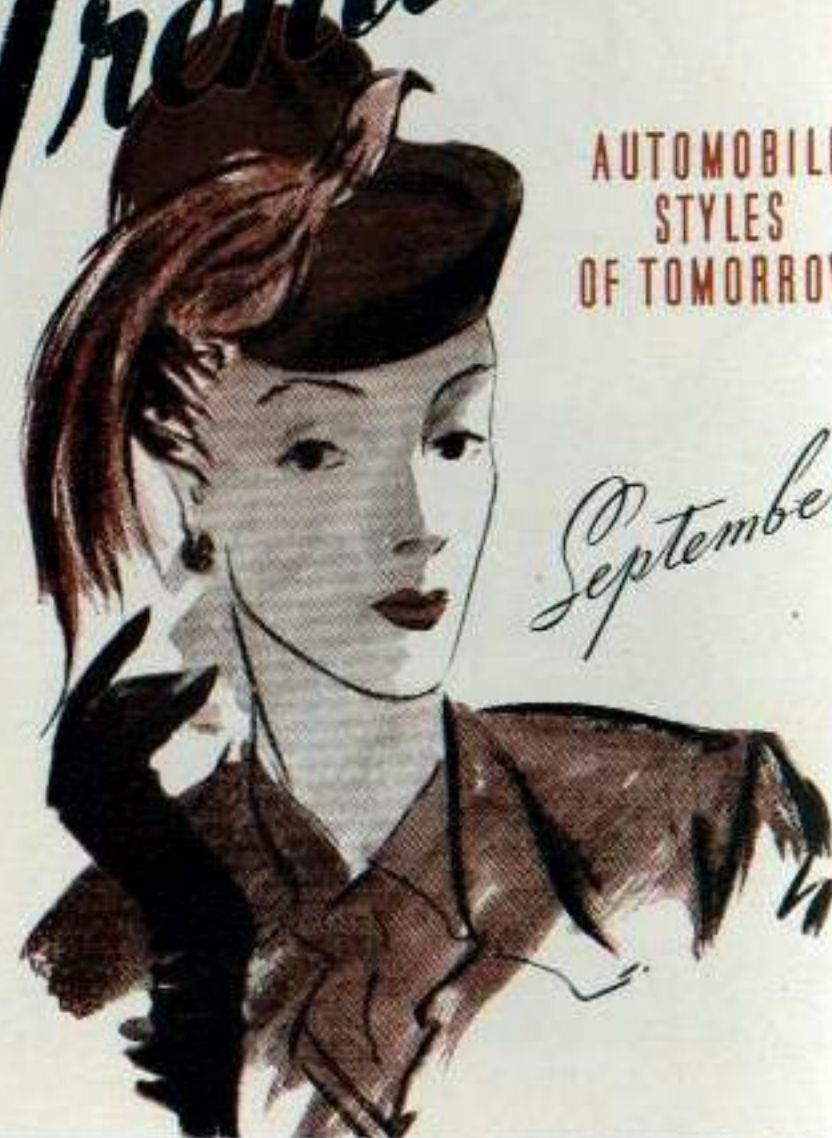


Trends



AUTOMOBILE
STYLES
OF TOMORROW

September

Studebaker

INTRODUCES A NEW CHAPTER
IN MOTOR CAR STYLING

For 1941

THE NEW CHAMPION

*Studebaker's sensational car in the lowest price field.
Bigger, longer, lower, wider.*

THE NEW COMMANDER

The style leader of the medium price field.

THE NEW PRESIDENT EIGHT

The finest Studebaker President ever built.

*We cordially invite you to come in and see these three
dramatically different, thrillingly distinctive
new Studebakers.*

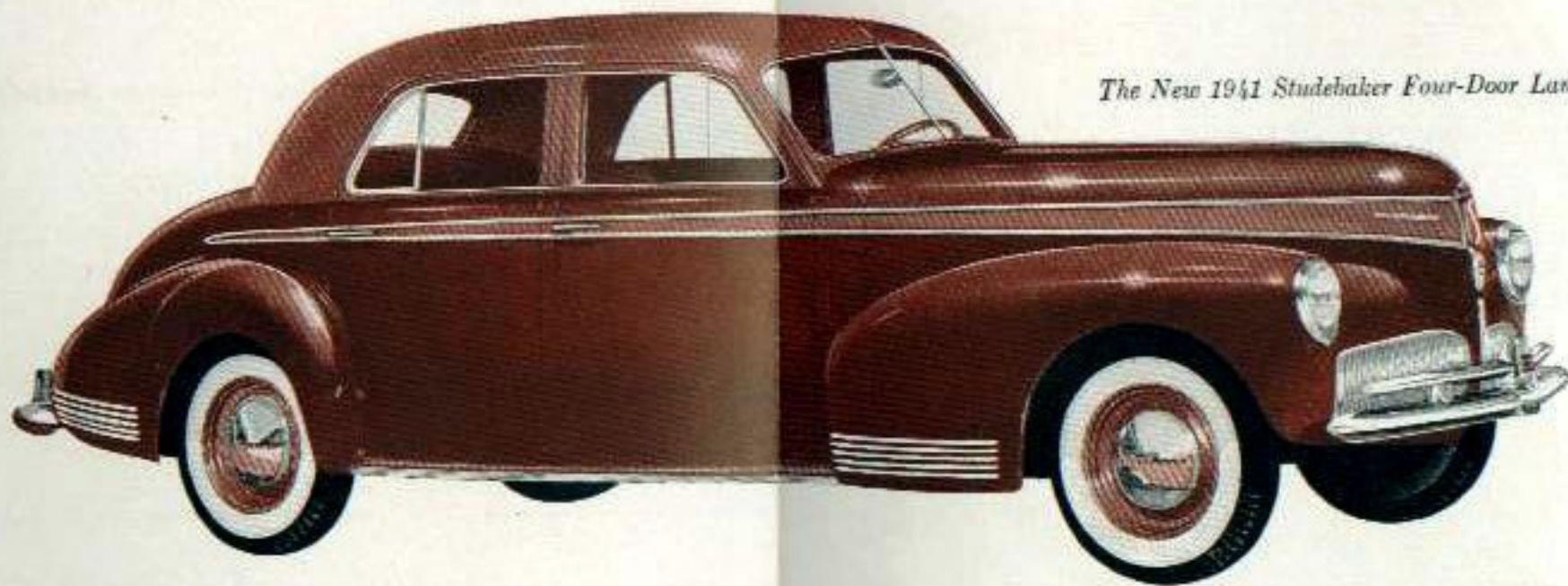
CLYDE O. T. SCHEETZ

121 No. Nottawa Street
STURGIS, MICHIGAN

BRAND NEW

GRAND NEW

Beauty . . .
Thrift!



The New 1941 Studebaker Four-Door Land Cruiser

THE 1941 STUDEBAKER

Style

Graceful yet dynamic modern contours, designed throughout by Raymond Loewy.



Comfort

These big, broad-shouldered, low-slung Studebakers are lavishly roomy and luxurious.



Performance

Brilliant, dependable, super-safe performance at even greater economy.



Features

Downs of Studebaker exclusives, including the Famed Climatizer.

