

STUDEBAKER

President Eight ★ Commander Six

1941





ip-stream styled
dies of advanced
ew torpedo type

ese new 1941 Studebaker
sidents and Commanders
ve the air flight lines of
Boeing Stratoliners



Door pulls serve as arm rests and have the sound, solid quality that's been characteristic of Studebaker Commander and President models for years. Window controls and door handles are designed like smart jewelry with typical Raymond Loewy distinction.



Best-looking instrument panel in any 1941 Beautifully modeled chromium trim blends gracefully with smartly lacquered metal in this distinctive Commander and President instrument panel. Chromium designs at each end accentuate the prevailing aerodynamic



A new deluxe steering wheel with horn ring is



Rear end is contoured for eye appeal and passenger comfort—with a trunk that forms a graceful line with the slip-streamed top. Tail lamps are inset in the trunk and illuminate trunk interior at night. Note how the trunk curves protectingly around fender at each end.



You ride in
restfully cradled
comfort every

*Protected
against fatigue and wear
you thoroughly enjoy
your Studebaker drive*



Turn on "your own weather" with Studebaker's unique Climatizer—This Studebaker convenience gives you a constant supply of fresh, filtered, clean air throughout the car even when it's cold outside. Floors are comfortably warm. Windshield and windows don't frost. You can direct a stream of air against the windshield to prevent icing. Climatizer costs little extra.

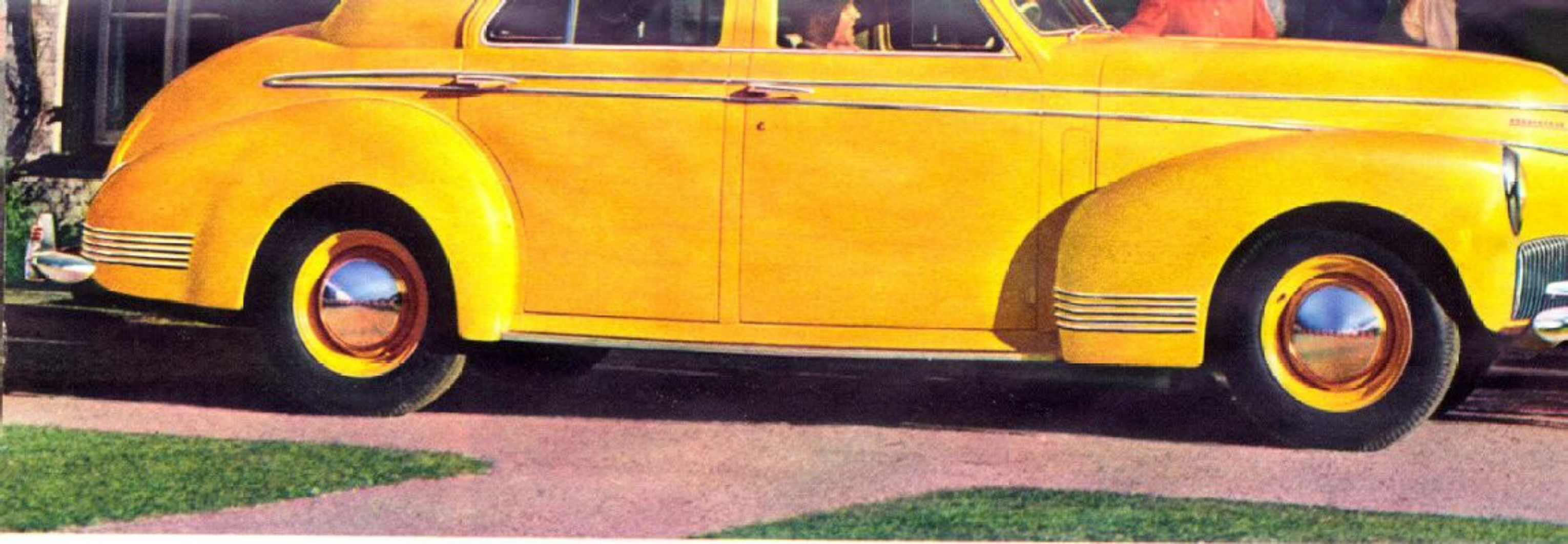


Its enormous capacity in this weather-resistant Studebaker trunk—And the lid can be "put" in any desired position. All the luggage an average family requires for an extra trip can be accommodated with ease.

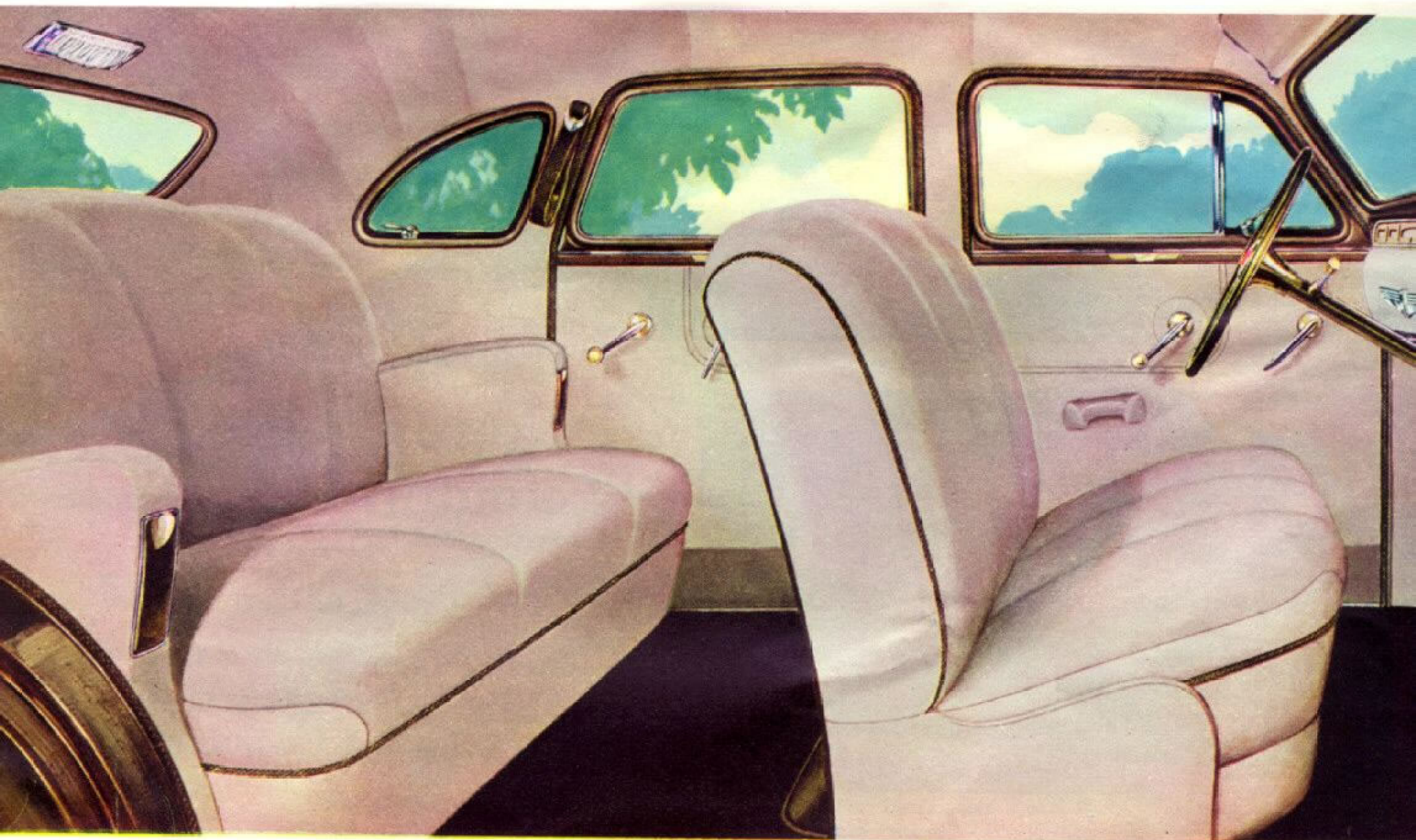


Rough spots like this seem smooth thanks to Studebaker's exclusive planar independent suspension and finest hydraulic shock absorbers. Now in its seventh model year, this super-strong Studebaker suspension is self-stabilizing. Springs are transverse type—not coils.





brve) Studebaker Commander Custom Land Cruiser



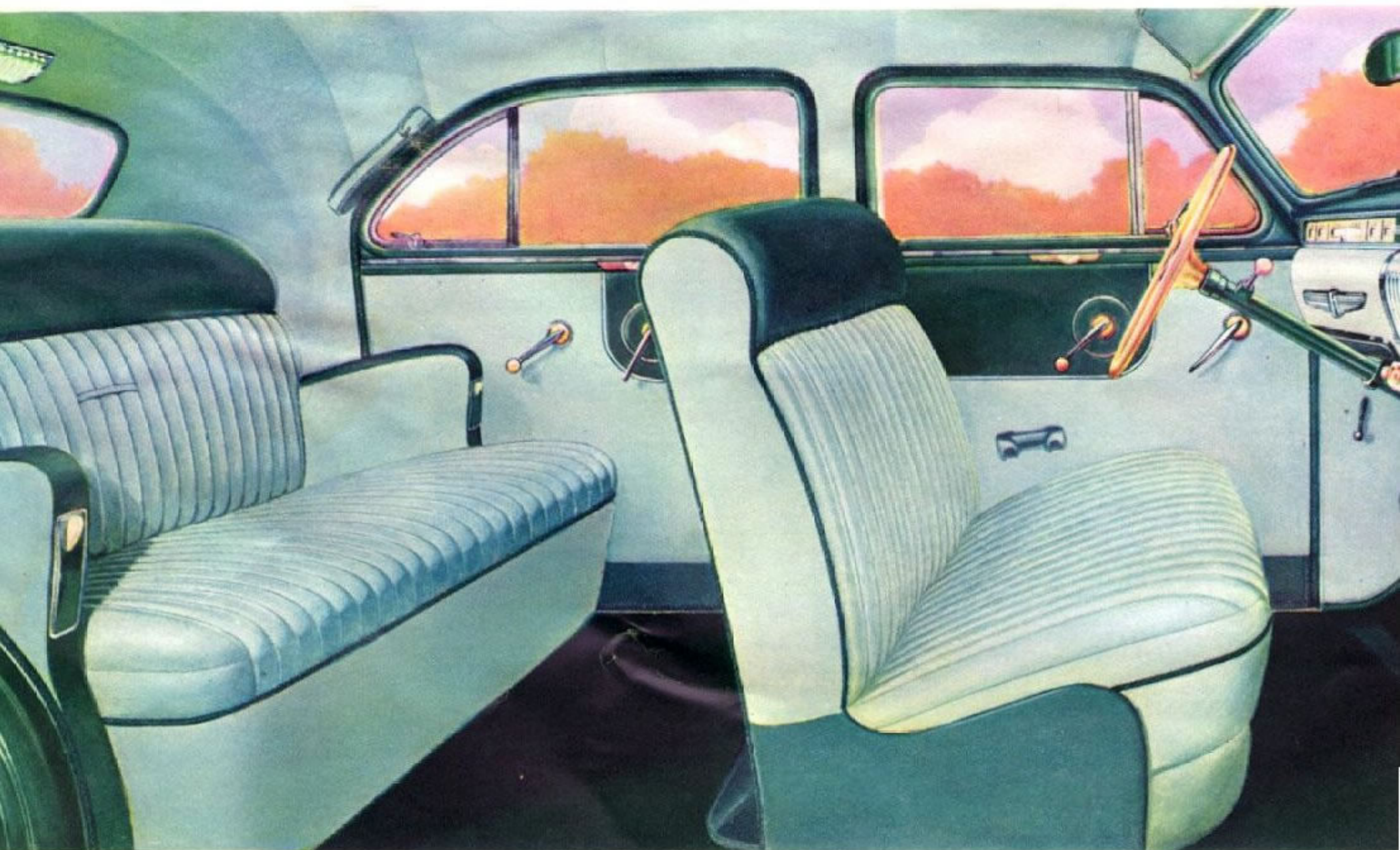
hove) Studebaker Commander Custom Sedan

Belau) Studebaker Commander Custom





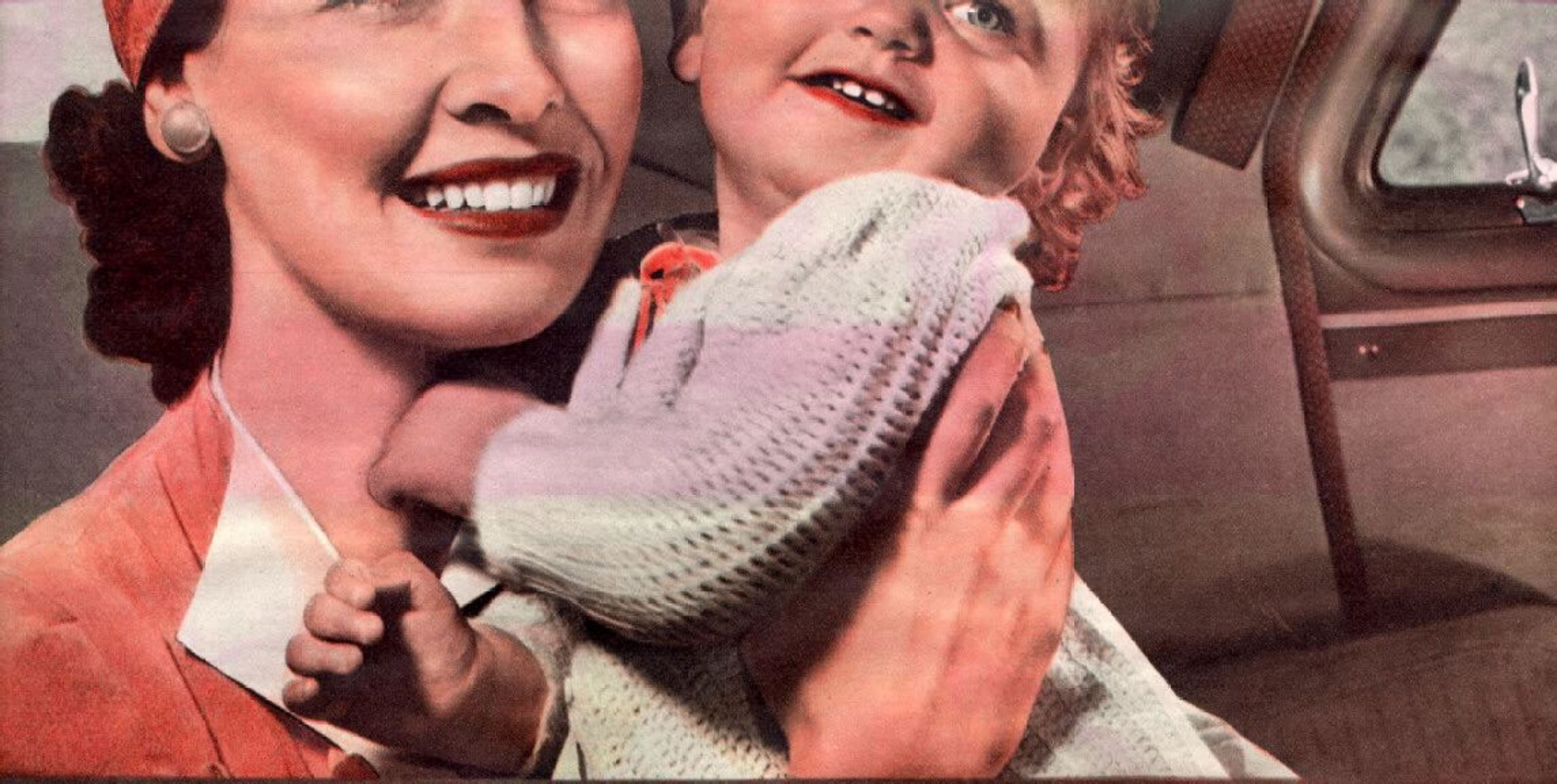
(Above) Studebaker Commander Delux-Tone Land Cruiser



(Above) Commander Delux-Tone Land Cruiser Interior—2-tone green broadcloth and leather (cloth bolster optional)

(Below) Studebaker Commander Delux-Tone





You travel
protected by an
armor of steel

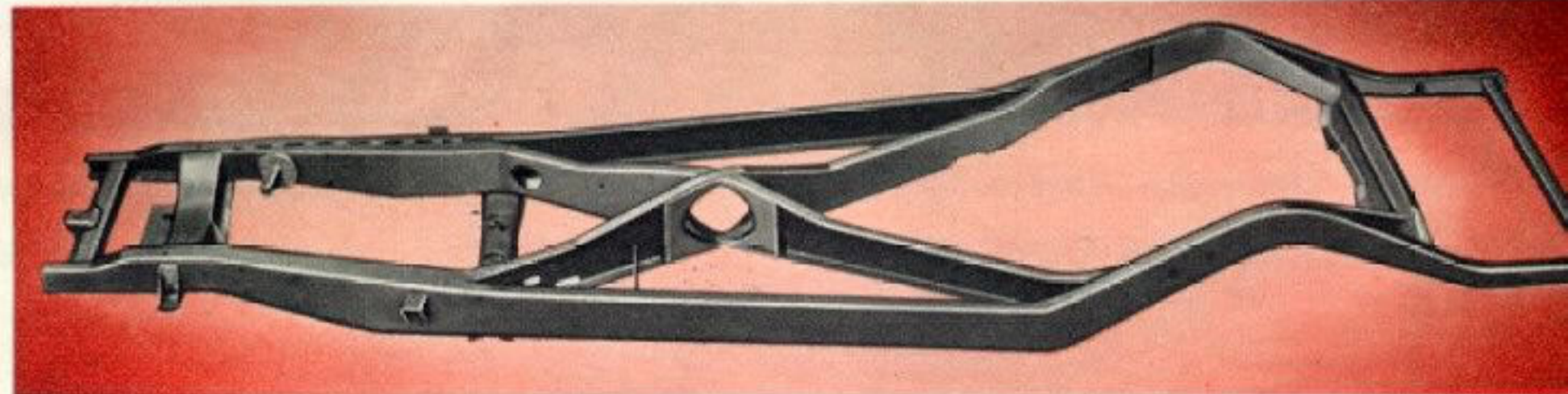
*These
Studebaker Presidents
and Commanders
sell cars in solid safety*



Studebaker's "sealed beam" headlamps are wide apart for safety—This means that oncoming cars give you plenty of road room when passing. You get 50% more road illumination than with old type headlamps. Reflector doesn't dim.



You stop swiftly, surely, smoothly with feather touch hydraulic brakes—and these powerful instant-acting Studebaker brakes are a special foot-lated type that keep you from swerving and hurtling forward when you apply them suddenly.



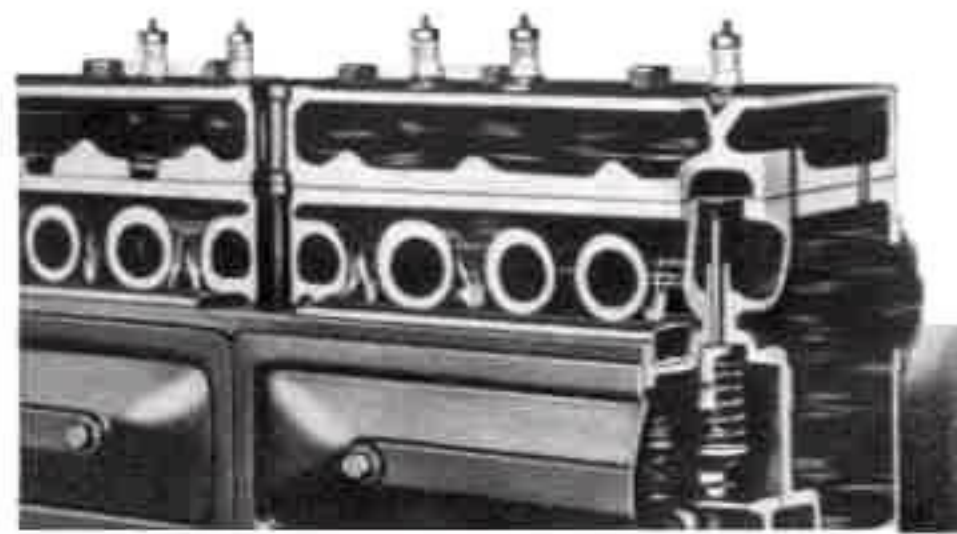
Heavy box-girder frames are the super-strong "straight-X" type—And this bridgework of twisting steel not only gives you a feeling of stability when you're driving but also protects power plant and against the effects of road shock. Studebaker engineers use a light-weight but scientifically designed frame construction to obtain super strength. Every inch of the metal in Studebaker frames is exactly pre-t-





You save substantially on gas, oil and repair

Studebaker cars won all three places in the Gilmore-Yosemite Economy Sweepstakes



Full-length water-jacketing assures real oil economy by quickly dissipating the intense explosion heat in the cylinders. These Studebaker water jackets extend well below the piston heads at the lower end of the stroke. Oil temperatures are about 50 degrees lower than in partly water jacketed engines.

Everything is automatic in these Studebaker 1941 Commanders and Presidents have automatic choke control, automatic heat control and water temperature thermostat. Carburetors are "made" to mix gasoline and air in "just portions." Manifold heat is kept adapted to conditions by means of a thermostatic "brain."



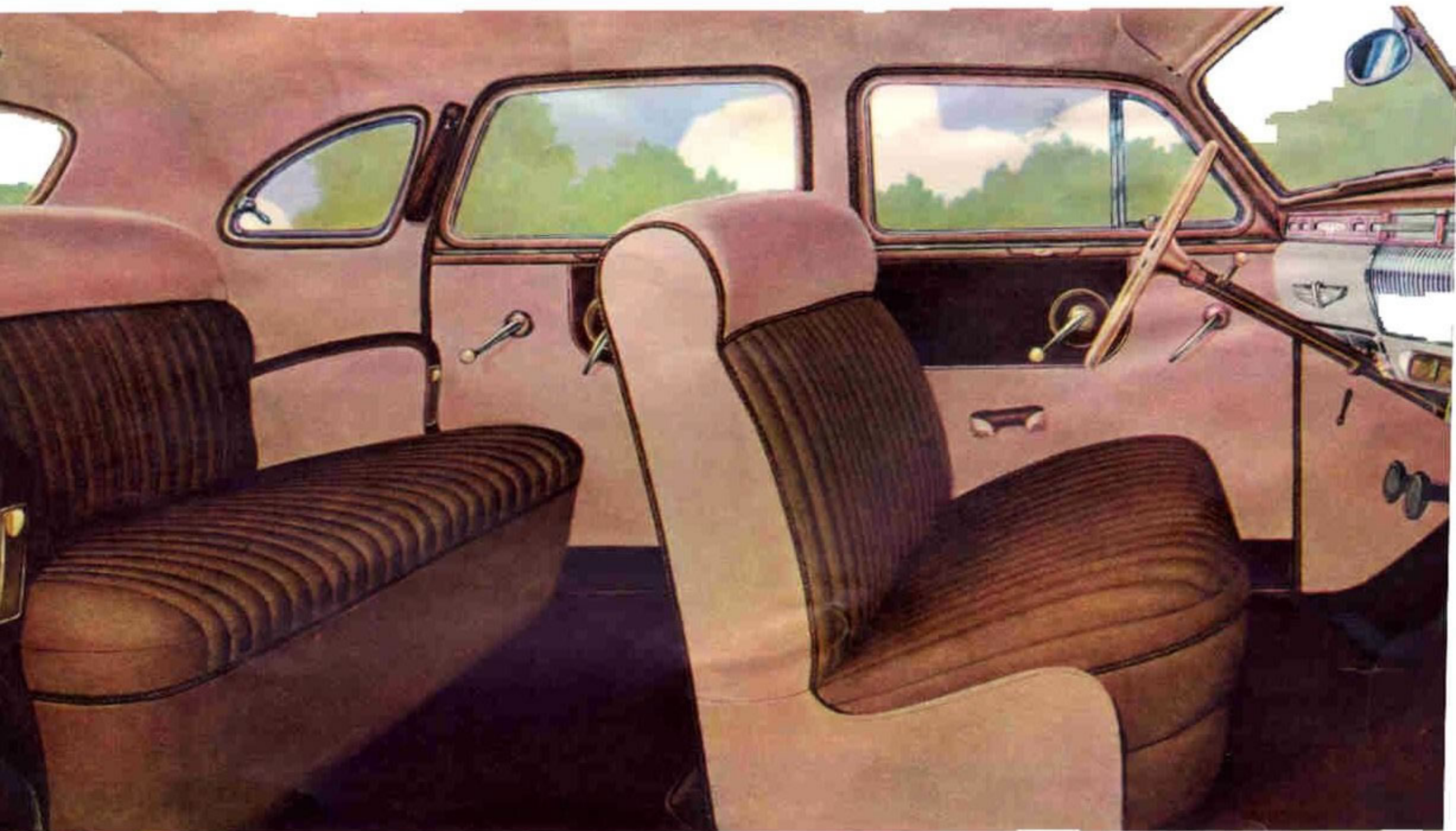
OVERDRIVE CUTS FUEL COST



Without overdrive



Above) Studebaker President Custom Cruising Sedan



President Delux-Tone Cruising Sedan Interior—2-tone brown and beige broadcloth (leather bolster optional)

(Below) Studebaker President Custom Land Cri





(Above) Studebaker President Delux-Tone Land Cruiser



(Above) President Delux-Tone Land Cruiser Interior—2-tone blue and grey broadcloth (leather bolster optional

(Below) Studebaker President D





These new
Studebakers excel
in thrilling
performance and
handling ease

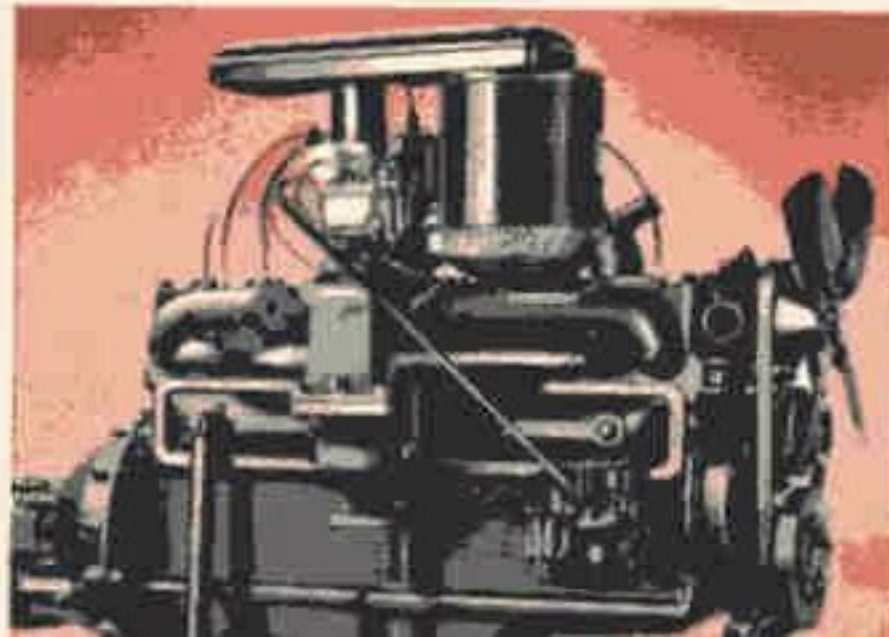
*You have scarcely
anything to do but steer*

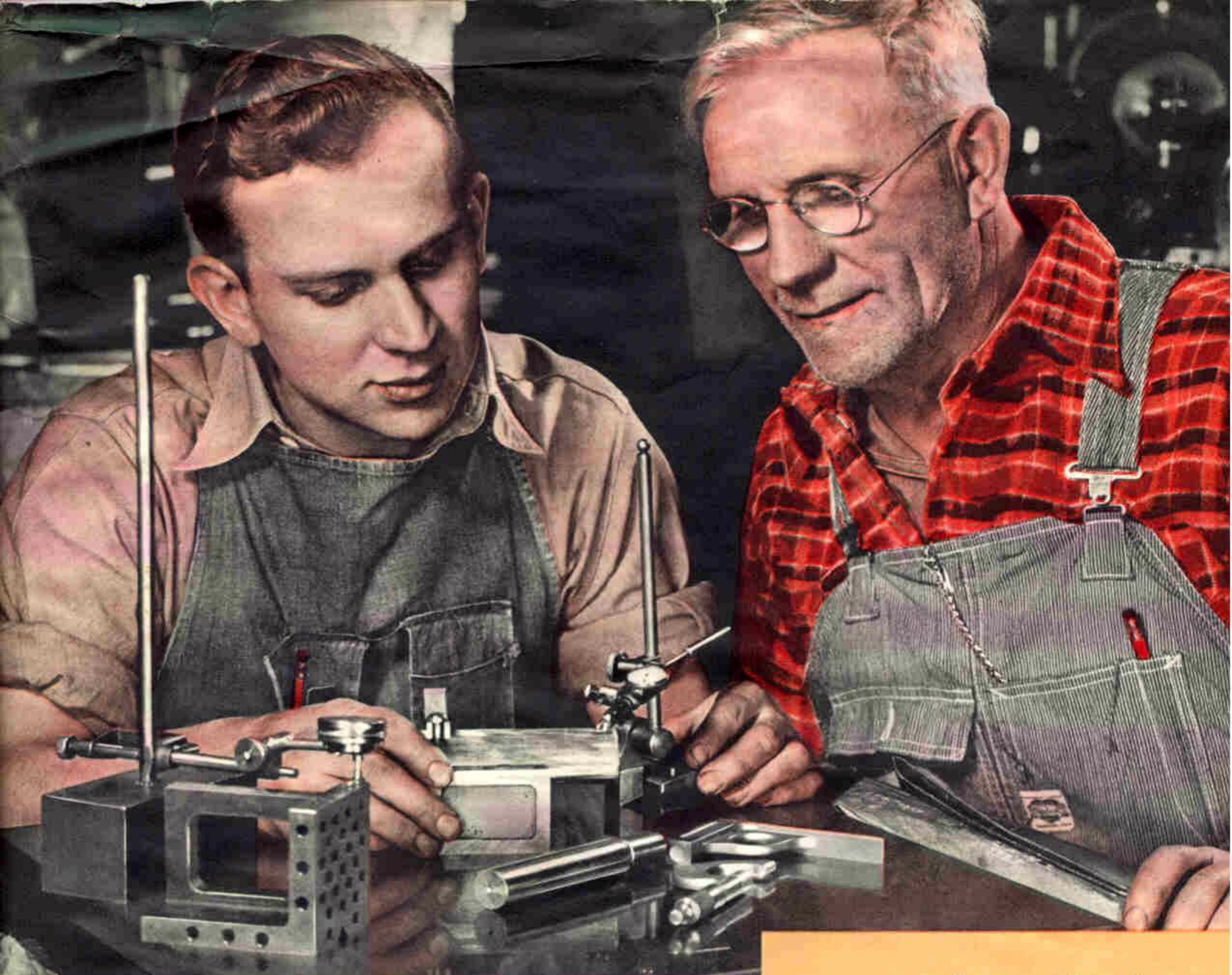


You shift gears with finger-tip ease and certainty — The gear shift control itself is located just below the steering post. And in Studebaker's overdrive models, available at added cost, you can shift gears without using the clutch when running below overdrive speed.



You don't roll back when you stop on grade—That's because Studebaker's parking holder keeps your Commander or Preceptor stopped until you're ready to go. You just push the clutch pedal down and you can safely use the brake foot for instant use on acceleration.



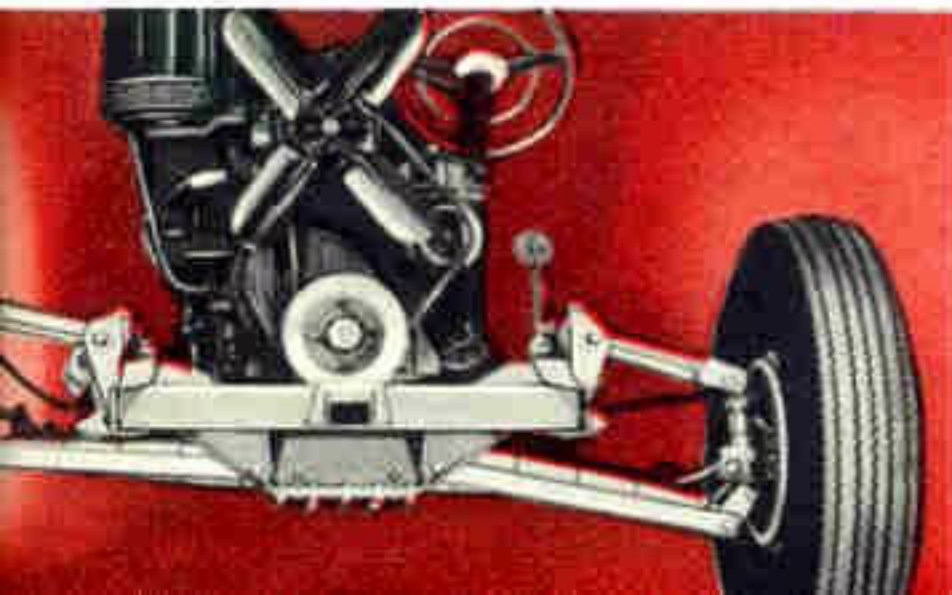


**America's
most expert master
craftsmen protect
your investment**

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in 800-acre
und.



*Their skill keeps these Studebaker cars
in sound condition, year after
year, and mile after mile*



STUDEBAKER ACCESSORIES



Automatic tuning radio. Studebaker custom radio features new type of automatic tuning... all automatic stations may be set or changed without tools by turning tuning wheel in push button. The **COLOR-A-TONE** illuminated dial, with full range tone control, changes from red to white to blue as tone is varied. New midship antenna adjusts from car interior.



Front bumper guards. Complete protection for lamps, fenders and cooling grilles. The guard combination illustrated above consists of sturdy Winguards and matching bumperettes. Available individually if desired.



Vertical trunk guards are available in two attractive styles to match the bumper—with dual cross bars as illustrated above, or without cross bars. These guards are sturdily constructed of heavy steel, highly polished and brilliantly chromed for maximum beauty and lasting protection.



The Climatizer provides year-round comfort—a complete, built-in, fresh-air filtering, ventilating and heating system that provides living room temperature in zero weather. Only fresh air is used for heating and ventilating—no stale air is recirculated. Filter prevents entry of dust, insects, rain or snow. Heat may be shut off and Climatizer utilized as a fresh air circulating device. A separate windshield defroster, with its own heating unit, provides speedy de-icing and defrosting.



Electric clock. Precision-built by skilled watch makers. Jeweled movement is accurately balanced, regulated and run-in for long service. Convenient exterior hand setting knob is provided. Easily installed in recess provided in instrument board.



Chromium wheel discs and stainless steel trim rings (standard on Presidents) provide distinction and individuality. Designed for lasting beauty.



Adverse weather lights. Studebaker fog lights for 1941 embody the new revolutionary all glass sealed beam type lamp. Light beams penetrate fog, haze, rain and snow, providing surer visibility in bad weather.



Luggage. This is a smartly-styled luggage designed and tailored for the Studebaker Command trunk compartment. Available as illustrated.



Controllable spotlight. long, penetrating beam, extremely useful for night distinguishing road and house numbers. easy-gripping tenon, this most useful accessory good looking besides.



Automatic cigar lighter. Press in, let go and C light is ready. Keep road and hands on appreciated safety co

