

MORLEY MOTORS, INC.
STUDEBAKER
RETAIL SALES & SERVICE
870 Commonwealth Ave.
BOSTON, MASS. TEL. SP. 6000

*Here's the
new Studebaker
Champion!*



America's finest car in the
LOWEST PRICE FIELD

A NEW WORLD of economy and performance!



Champion acceleration that assures safety!

How pleased you are when you notice the ease with which your Studebaker Champion enables you to edge safely out of snarled traffic at the touch of your foot on the gas. You've got brilliant, fast power at your command for instant action in emergencies.



Up steep grades in high without laboring! Power on hills is the real test of any engine's ability. The smooth, effortless efficiency of this Studebaker Champion is a delightful experience to anyone driving in mountains. You take tough hills easily.



To assure noiseless, accurate timing this Champion is engineered with the most modern type of non-metallic positive helical gear drive. It is silent, has no stretch, needs no adjusting.



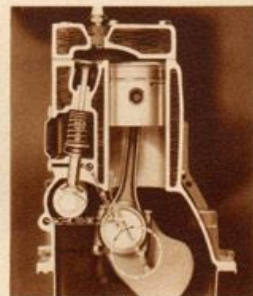
Battery is under the hood where it's accessible without messing up the car interior. New battery cap and vent prevent overfilling and spilling, contribute to battery economy and life.



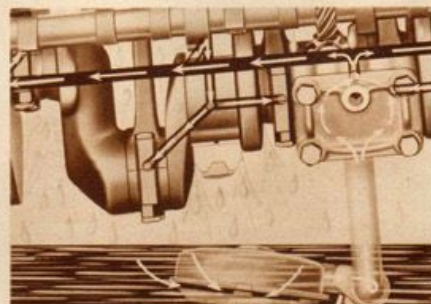
You save 10% to 25% on your gasoline in this Champion. And that saving is not just a hopeful promise—it's an established fact—disclosed in side-by-side comparisons of this Champion's gas consumption against the three most popular lowest price cars. Under exactly similar driving conditions—at high, medium or low speeds, you can run this Champion on 10% to 25% less gasoline.



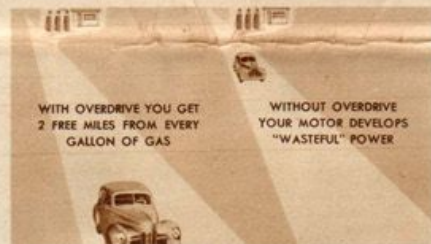
A true economy team mate of the Studebaker winners of Gilmore-Yosemite Run! In this new Champion, you get an even more economical car than the officially recognized low-cost Commander—the car that beat even the so-called economy cars in the annual Gilmore-Yosemite Economy Run—the acknowledged American economy classic.



Full-depth water jacketing cools this Champion's cylinder walls just as it does in the Commander and President. Valve seats are individually cooled.



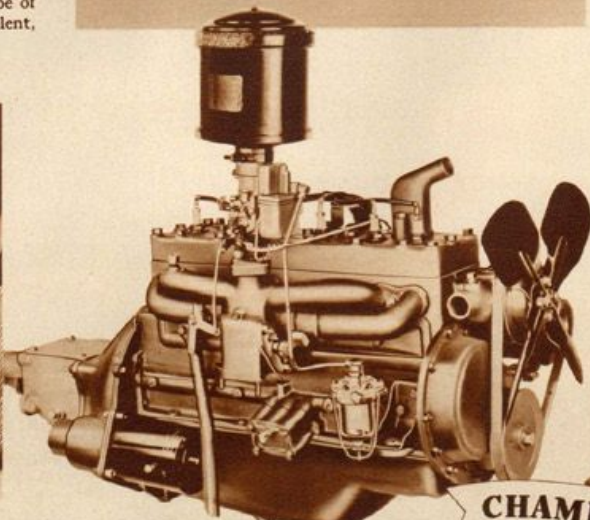
Efficient floating oil screen, the same type used in the Commander and President models, gives this Champion an advantage not offered even in some costly cars. It selects the cleanest oil in the crankcase.



WITH OVERDRIVE YOU GET
2 FREE MILES FROM EVERY
GALLON OF GAS

WITHOUT OVERDRIVE
YOUR MOTOR DEVELOPS
"WASTFUL" POWER

Only lowest price car offering overdrive—This great achievement of Studebaker pioneering adds definitely to the inherent economy of the new Studebaker Champion. It's available at added cost but quickly repays it in extra gas and maintenance saving. You get instant emergency acceleration with an 'automatic' solenoid control, if you push gas pedal all the way.



America! Here's the new economy engine you asked for! On the speedways and on the highways, Studebaker has been recognized for years as America's greatest builder of engines. This new Champion has a brilliant, lively, responsive 6-cylinder power plant that retains all the time-tested principles of Studebaker success plus new economy.

CHAMPION PERFORMANCE



A NEW WORLD of comfort and luxury!



Only lowest price car offering the healthful warmth of the Climatizer!

As pictured at left, Studebaker's centrally located Climatizer draws in fresh air, filters it, heats it, and then circulates it evenly through the car. It keeps the floor—and the feet—comfortably warm in both rear and front compartments. It defrosts and defogs windows and windshield. In warm weather, shut off the heat and enjoy fresh, dustless filtered air, free from annoying insects. This revolutionary Climatizer is available in all Champion models at only small extra cost.



De luxe Champions include two windshield wipers! And they are wipers of real Studebaker quality and efficiency. No extra-cost "extras" such as this make this Studebaker Champion a decisively greater value than any of the largest selling lowest price cars.



Coupe trunk is accessible from inside! This innovation, as introduced in the Champion, is appreciated by salesmen and other drivers in stormy weather. Sample cases or other articles may be reached merely by tilting the seat forward. In addition to the accessible trunk space, there is ample room for brief cases on the wide shelf above the seat. Studebaker has been notable for the roominess of its trunks—and this Champion's space is remarkable.



World's safest, strongest wheel suspension! In successful use for over four years on hundreds of thousands of Studebakers, is the unique self-stabilizing independent planar front wheel suspension that is built into this Champion as an inherent part of its strong chassis.

Double acting shock absorbers front and rear, give this Champion another important comfort advantage. The front shock absorbers act as an integral part of the independent planar suspension.



You ride on velvet-smooth planar wheel suspension! It is Studebaker's exclusive invention and the simplest, strongest and most efficient suspension in the world. It makes every mile you ride in your Champion a miracle of cradled comfort.



You start this Champion with ease and certainty! The starter button is located beneath the clutch pedal and goes into action when the pedal is all the way down. This ease of starting is just one of many of this new Studebaker's conveniences for simplifying your driving.



Roomy package compartment in the instrument panel of this Champion has a special lock that comes as standard equipment without charge.

Beautiful phantom steering wheel in de luxe models is standard equipment. Trimmed in tenite, it has chromium wire cross bars, smart horn ring and clear vision open top.



No extra cost for arm rests in de luxe models! Only one other lowest price car gives you this luxurious, modern convenience. It harmonizes with door trim.



The Champion's ash tray is located for easy accessibility! And in addition to this driving seat tray, there is one in the rear compartment of De Luxe Sedans.



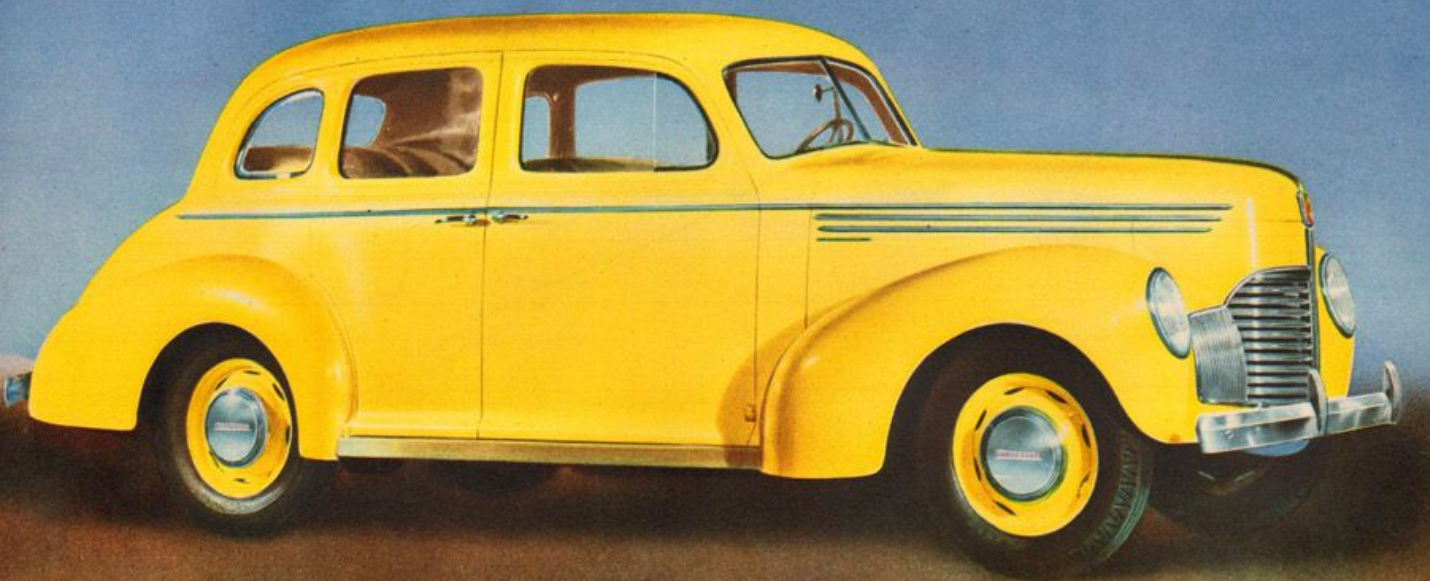
You can adjust the front seat 3½ inches simply by lifting a lever conveniently located at the lower left of the driving seat. Whether you're short, medium or tall, driving comfort in this Champion is extraordinary.



You get 2 sun visors without extra cost in de luxe Champions! You pay extra for two in competitive cars. Just another of the many decided price economies you enjoy when you choose this new Studebaker Champion as your lowest price car.

This Champion's hypoid axle assures a flat floor. And, of course, the hypoid gearing means rear axle action that's as silent as a watch. Hypoid gear furthermore excels the conventional gear set-up in its space-saving possibilities. It permits the use of an underslung axle and a low floor level, so that the rear seat passengers get the benefits of a flat floor and increased leg room. Space under the front seat provides extra toe room.



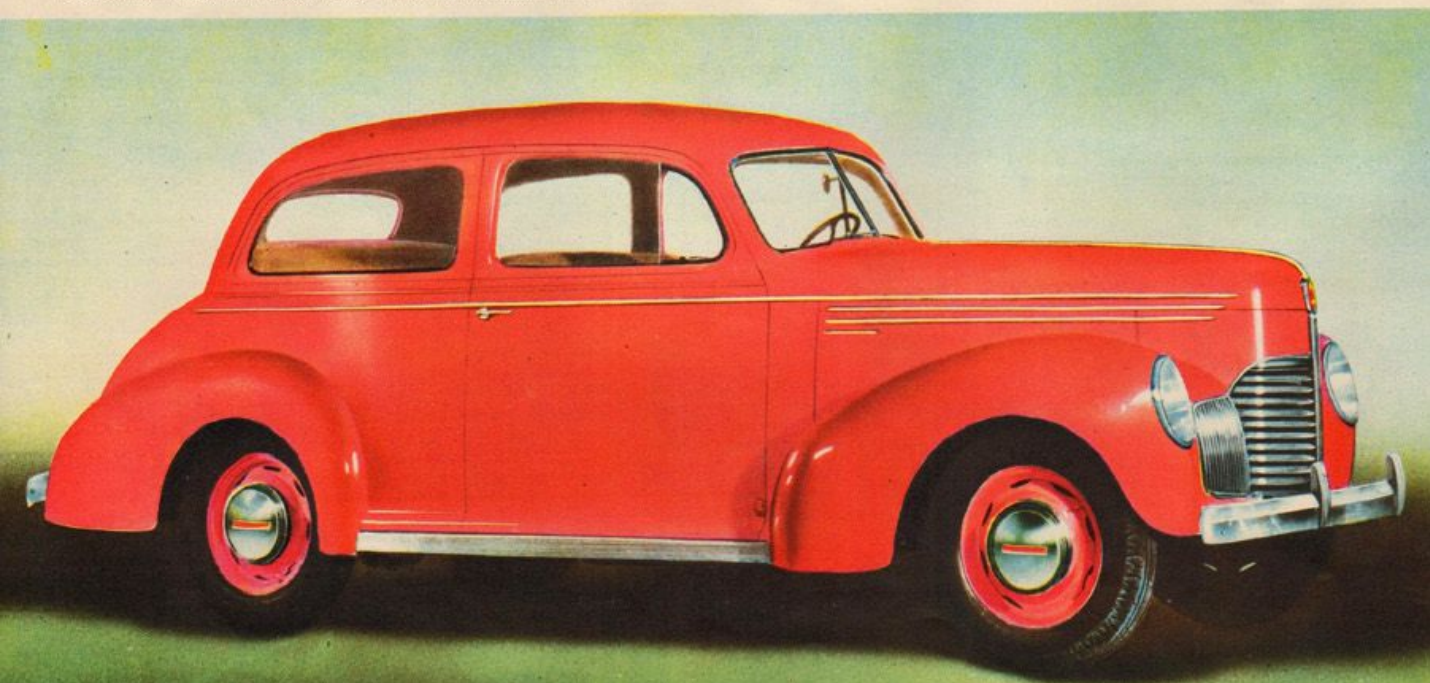


The Studebaker Champion Cruising Sedan—available in Custom and De Luxe Models



(Above) The Studebaker Champion Coupe—available in Custom and De Luxe Models

(Below) The Studebaker Champion Club Sedan—available in Custom and De Luxe Models





The luxurious interior of the Studebaker Champion De Luxe Cruising Sedan.



You don't have to slam the doors! That's convenience and safety you don't get in other lowest price cars. Doors close with a finger touch—close even more tightly as car moves.

A New World of Style!



You've got room for lots of luggage. All Champion models have unusually large luggage compartments. In Sedans the spare tire is carried upright to provide more usable space.

You shift gears at this Champion's steering wheel! Of course, that simplifies your driving—and makes it easy for you to enter or leave the Champion through the curbside door. Standard equipment on all models.

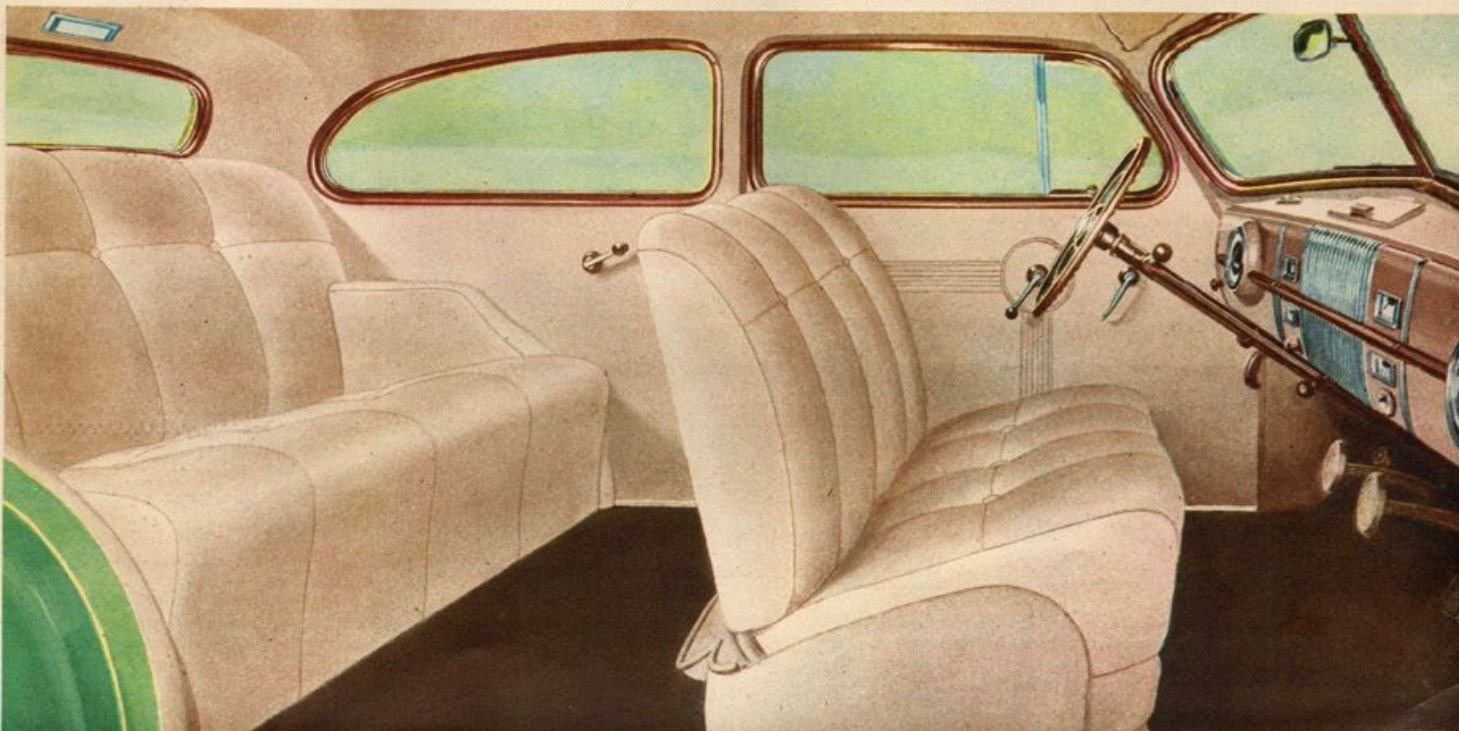


Easily accessible front compartment ash tray. De Luxe sedan models also have ash trays in rear compartment.

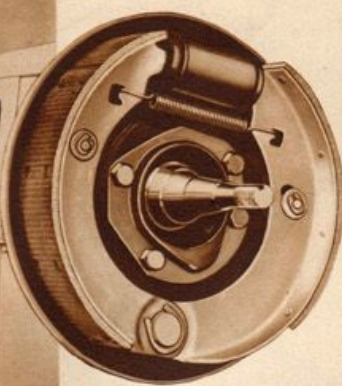


Interior fittings of the Studebaker Champion have the smartness you expect to find only in a costly car. De Luxe model hardware, pictured, has Tenite knobs and backing. Robe cord and assist cord are lass legends.

The spacious interior of the Studebaker Champion Custom Club Sedan.



A NEW WORLD of safety and strength!

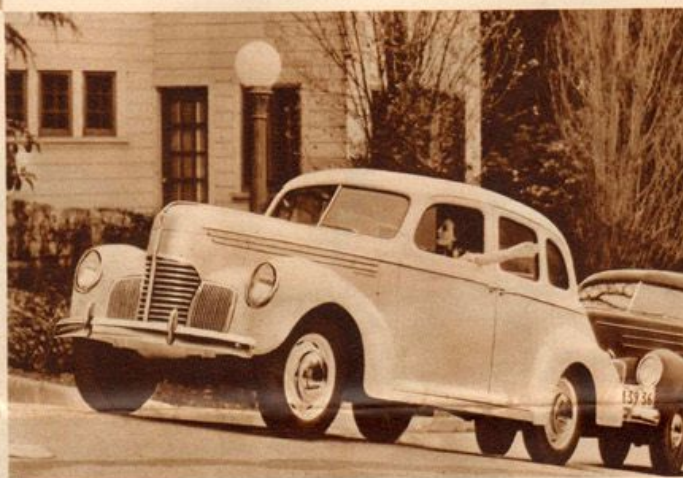


A separate parking brake system that operates by a pull on a lever under the instrument panel gives you an extra factor of safety. It operates by mechanical action on the rear wheels independent of the Champion's efficient hydraulic system.

Safe, dependable Champion hydraulic brakes! You come to a smooth, even stop every time with this Studebaker Champion's specially designed hydraulic brakes. They are the modern, foot-regulated type that keeps all four wheels in straight line without grabbing, jerking or swerving. The Champion's brakes function so that the front wheels receive 57% of the braking load for safety and steadiness and to prevent skidding.



Windshields are extra wide and high with slender but sturdy corner posts. You find you can see more when you're driving this Studebaker Champion. You sit naturally without slumping down. This provision for clear view visibility is one of the reasons why this is such a safe car—safer from a driving standpoint as well as structurally. The Champion's windshield pillar posts are particularly strong because they're box-section steel reinforced.



This Champion offers the safety of the automatic hill holder! This great Studebaker contribution to safety and peace of mind is available in all the Studebaker Champion models at only small added cost. You just keep the clutch pedal down when you stop on the way up a hill. You can take your foot off the brake, ready for the gas. You don't roll back and bump into the car behind. A convenience particularly appreciated in hilly country and by women drivers. It is one of the many ways in which Studebaker looks out for your safety.



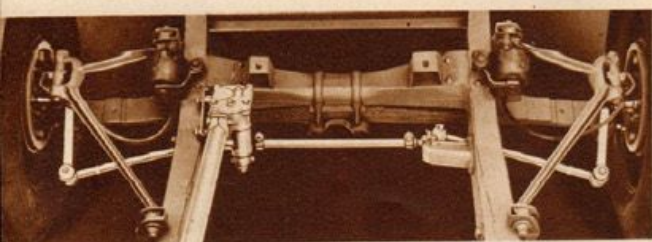
You park much more easily when you're driving this Studebaker Champion. Your steering ratio is so exceptional, you can maneuver your Champion much more easily than any other lowest price cars—due to variable ratio steering.



You steer more safely on the open road thanks to the action of the cruising range of this Champion's steering gear. The car always goes where you point it, without wander. And when you're rounding turns, even at speed, your Champion feels and is assuringly sure-footed.



A body that's modern in safety as well as style! You ride inside a literal sheath of steel reinforced by steel in this new Champion. All that Studebaker has learned in its years of pioneering steel bodies is embodied in this Champion to make it the world's safest lowest price car.



An exclusive Champion steering hook-up, not used in any of the three largest selling lowest price cars, gives this great new Studebaker the same direct-action steering used on its higher priced Commander and President team mates.



Wide range headlamps for night safety give your Champion another distinct advantage over some lowest price cars. The attractively contoured lamps are faired into the Champion's sweeping fenders in such a manner that by day or night, they add measurably to this beautiful car's eye appeal.

A NEW WORLD of quality and stamina!



You're money ahead owning this Champion because its Studebaker workmanship is so enduring

Over 7,000 of the world's finest automobile craftsmen build long life and smooth, flawless performance into this new Studebaker Champion. They build this Champion with the same conscientious care and expert skill that have given the Studebaker Commander and President their exceptional freedom from expensive repairs and annoying minor adjustments. Studebaker

men to the core, these craftsmen are long-time residents of South Bend who average 40 years of age. Many of them are home owners, fathers and sons. There isn't a transient in their ranks. All are solid, upstanding citizens with family pride in safeguarding and fostering the reputation they have helped establish for the quality of Studebaker workmanship.



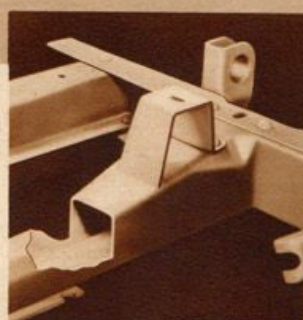
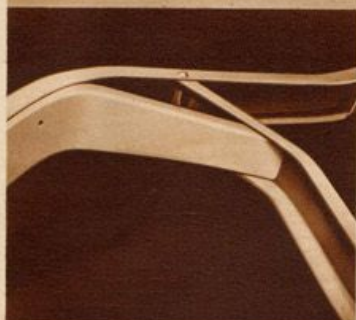
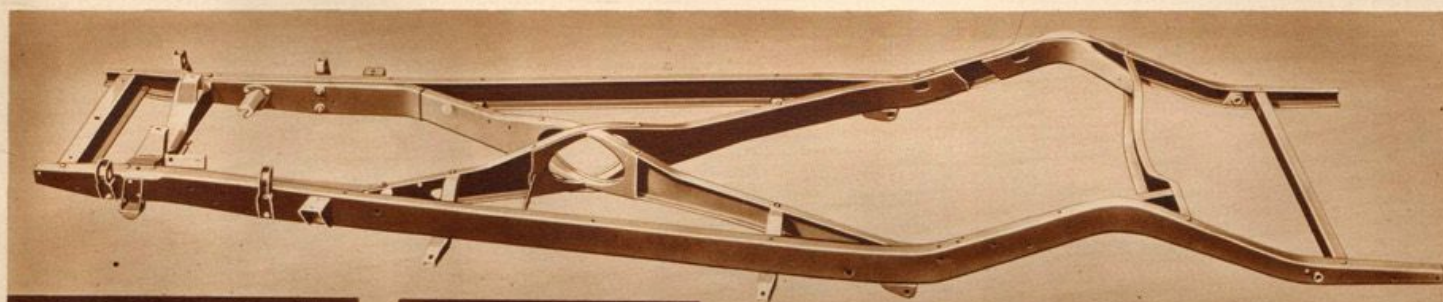
Even the insulation of this Champion is exceptional! Every steel panel in this new Studebaker's all steel body—roof, cowl, doors, sides, floors, trunk lids—is thickly insulated to blot out drumming noises and to protect against heat and cold. The same effective resonance and temperature insulation is used in the Commander and President.



Rubber-mounted shackles put this Studebaker Champion on a pedestal all its own among lowest price cars. Not only is annoying shackle noise completely silenced by the live rubber, but the expense of greasing is eliminated, too.



They're proving the safety of the Champion's sturdy frame! Thousands of pounds of dead weight don't even strain the super strong new frame that Studebaker's engineers have designed for this new Champion. You never encounter the need for so much frame strength.



Here's one reason why this Champion is the safest, strongest, lowest price car!

Four years of research produced this special X-member Champion frame—the same type used in Studebaker's Commander and President. It's a powerful frame—the rigid twist-resisting, straight X type that Studebaker's rigorous safety standards demand. The weaker, curved X type of frame that some other cars employ is lacking in

ability to resist strains and won't do for this super-safe, new Studebaker Champion. From cowl to front wheels, where road jolts are greatest, strong, deep, steel box-section side rails give this Champion's understructure tremendous resistance to shock. Box section construction also multiplies the rigidity of the cross member.

Studebaker spent 4 years and millions of dollars to bring you this new money-saving Studebaker Champion!



Here are the men responsible for Studebaker's important move into the lowest price field—Paul G. Hoffman, president, and Harold S. Vance, Chairman of the board of the 87-year-old Studebaker Corporation.



Ever since 1926 they had seen what intelligent design and the use of stronger, lighter metals had done not only for airplanes but also for Studebaker cars which have become more economical to run year after year.



They observed the success of the railroads which, in designing their streamliners, reduced the weight of Pullman cars from 70 tons to 43 tons and thereby cut cost of operation decisively.



Car owners were carefully polled by independent research organizations. It was found that most owners of lowest price cars believed they were consuming too much gasoline and paying too much for their motoring.



Studebaker's famous corps of engineers were then told to plan a new lowest price car featuring better ride, finer performance and greater operating economy. They worked on a clean sheet with instructions to originate not imitate.



Raymond Loewy, leading designer, famous for his work on airplanes, railway trains and steamships was engaged to give Studebaker's new lowest price car truly modern beauty of exterior line and interior luxury.



Studebaker's great physicists and technicians went to work in Studebaker's laboratories testing metals and alloys that would reduce useless bulk while increasing car strength and safety. Years were spent on this task alone.



The world's most expert car craftsmen were ready and waiting to do their part—men schooled for years in Studebaker thoroughness—many of them descendants of men who had also been Studebaker employees.



Studebaker's 800-acre proving ground next hummed with activity as Studebaker's lowest price car was put through the equivalent of years and hundreds of thousands of miles of severe driving and abuse.



The new Studebaker Champion was tortured in grueling tests to prove its ability to stand up soundly under conditions more severe than any motorist encounters. It was driven through pits of sand, pools of water, bogs of mud.



Regular production test cars were driven 300,000 miles not only on highways, byways, mountain roads and rough terrain but also in the trying traffic conditions of busy city streets.



And at last the Studebaker Champion is ready—a new low priced Studebaker of traditional Studebaker quality, comfort, safety, style and performance. Press and public acclaim it the most important new car in 10 years.

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 automobiles manufactured. Deluxe equipment optional at extra cost. Bumper guards available at extra cost on all models.