

A vintage advertisement for the Studebaker Champion car. The scene is set on the deck of a ship, with a large red life preserver in the background. Three people are shown: a woman on the left in a colorful striped shirt with her arm raised, a man in the center in a white jacket and yellow vest, and a woman on the right in a light green jacket and white shirt. A yellow speech bubble in the upper right contains the text "A new car for a new world!".

*A new car
for a
new world!*

The STUDEBAKER CHAMPION



A triumph of Studebaker's 10-year-tested economy engineering formula



Raymond Loewy, king of designers, styled this smart Champion

Studebaker craftsmen, America's finest, build it

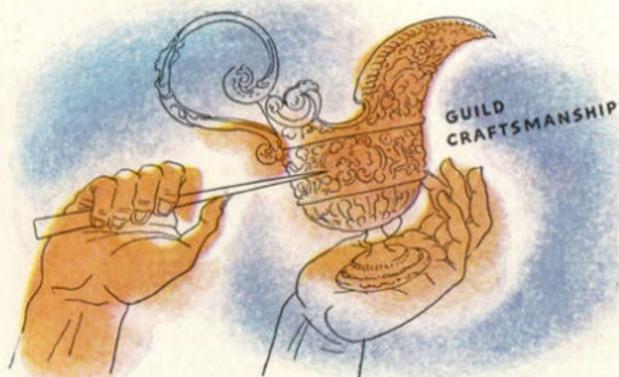


A new world of style, performance, economy and safety

Remember when you bought your first car? You can probably still picture how you looked forward to the pleasure and convenience it would bring you.

This year, you can live over again the satisfaction and pride you experienced with your first automobile. Something worth waiting for has happened in motor car designing. Studebaker has perfected and produced a completely new car of lowest price, the Studebaker Champion—the safest and strongest car in the lowest price field—the most important development in the automobile world in ten years.

This new Champion is a genuine Studebaker in every inch, a true-blood team mate of Studebaker's famous Commander and President models. But it is priced on a level with the three leading lowest cost cars. And it excels them in beauty, in soundness of construction, in safety, in handling ease, in riding comfort, in brilliance



of performance, and most particularly in operating economy, as comparisons reveal.

Here, at last, is a car that enables you to enjoy the prestige of Studebaker ownership without paying any more than a lowest price. A car that you can operate on 10% to 25% less gasoline than other large selling lowest price cars. A car that offers you a new plus of exterior beauty and interior luxury because Studebaker gave that king of modern designers, Raymond Loewy, full authority to style it to perfection.

Here is a Champion, in fact as well as in name, that puts you useful dollars ahead, because it means such unique freedom from frequent repair bills, thanks to the fine quality of its materials and the expert care with which Studebaker's master craftsmen build it.

Here is the most thrilling car to drive you ever saw—a Champion in responsiveness, in handling ease and fine behavior, because it embodies the latest and greatest triumphs of the engineering genius with which Studebaker has consistently paced automobile progress.

This new Champion inherits all the knowledge gained in Studebaker's matchless 87 years of vehicle-building. Yet, it is neither an imitation nor a duplication of any existing car. For, in building this Champion, Studebaker's engineers were given a free hand and an utterly clean sheet on which to plan. They designed a new car instead of redesigning an old car.

That explains why this new Champion starts, steers, shifts, brakes, accelerates, parks, does everything, with a smoothness and certainty unrivalled by any other minimum price car. That explains why this roomy, powerful, new 1939 Champion is unmatched for restful-riding, safety and steadiness.



This Champion reduces gas bills 10% to 25%

By comparative road tests, this new Champion is 10% to 25% more economical than leading lowest price cars. It's a product of the same economy engineering that enabled Studebaker's 1939 Commander to win this year's Gilmore-Yosemite Sweepstakes, conducted under strict American Automobile Association supervision, with less gas consumption than any other six or eight in the contest.

Thousands of motorists acclaim this new Champion as a motor car which no thinking motorist can afford to overlook—solid and sound in every inch, overflowing with quality, expressive of good taste, inexpensive to buy, inexpensive to operate and maintain, easy to drive and handle, safe and restful to ride in, simple to care for, exceptional in performance.

The new Studebaker Champion—safest and strongest car in the lowest price field





Your Champion gives you extra miles per gallon

You're an heir to all the benefits of Studebaker's 10-year-tested economy engineering, every time you buy a gallon of gasoline for your Champion.

Its advanced Studebaker 6-cylinder engine delivers spirited yet economical power with remarkable smoothness and flexibility. By comparative tests against the three largest selling cars of lowest cost, the Champion enables you to get 10% to 25% more mileage out of the gasoline you buy.

This means you can expect substantial monthly and yearly money savings from your Studebaker Champion. It excels even the very economical Studebaker Commander that won the great Gilmore-Yosemite Economy Run.



You don't have to slam this Champion's strong, solid doors. They close lightly, tightly, silently on the same Hancock rotary door latches that are used in Studebaker's Commander and President. Another Champion feature not available in other lowest price cars.

THE STUDEBAKER CHAMPION CLUB SEDAN—AVAILABLE IN CUSTOM AND DE LUXE MODELS

The biggest thrill in the world is to own a Champion!

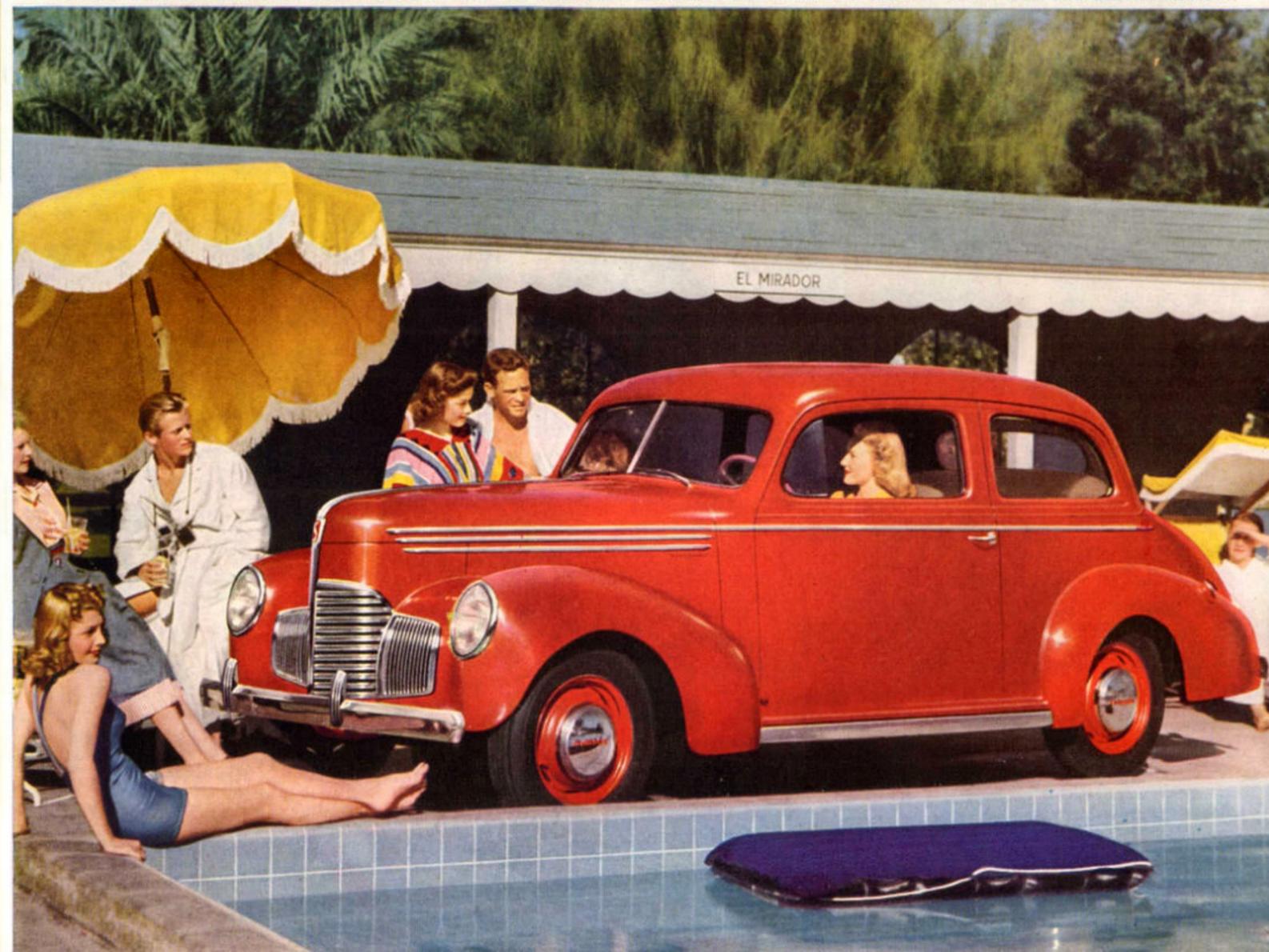
YOU transport yourself into a new world of motoring pleasure and satisfaction, the day you become the proud owner of this stunningly beautiful, new, money-saving Studebaker Champion Club Sedan pictured alongside. Wherever you go you notice that its appeal is irresistible. People everywhere are impressed by its luxury and looks.

Studebaker engaged Raymond Loewy, ace stylist of the most modern streamlined trains, planes and ships and originator of some of the finest exhibits at New York's World's Fair, to make sure that this Champion would overshadow all other lowest price cars in distinction.

That's one reason why it's such a thrill to drive a Champion. It flatters your individuality in a way no car of its modest price has done.



World's easiest handling lowest price car—that's this Champion! It's a favorite with women drivers because of the simplicity and easy response of its driving controls. Studebaker's steering wheel gear shifter is standard.



This Studebaker gives you the world's most advanced engineering!

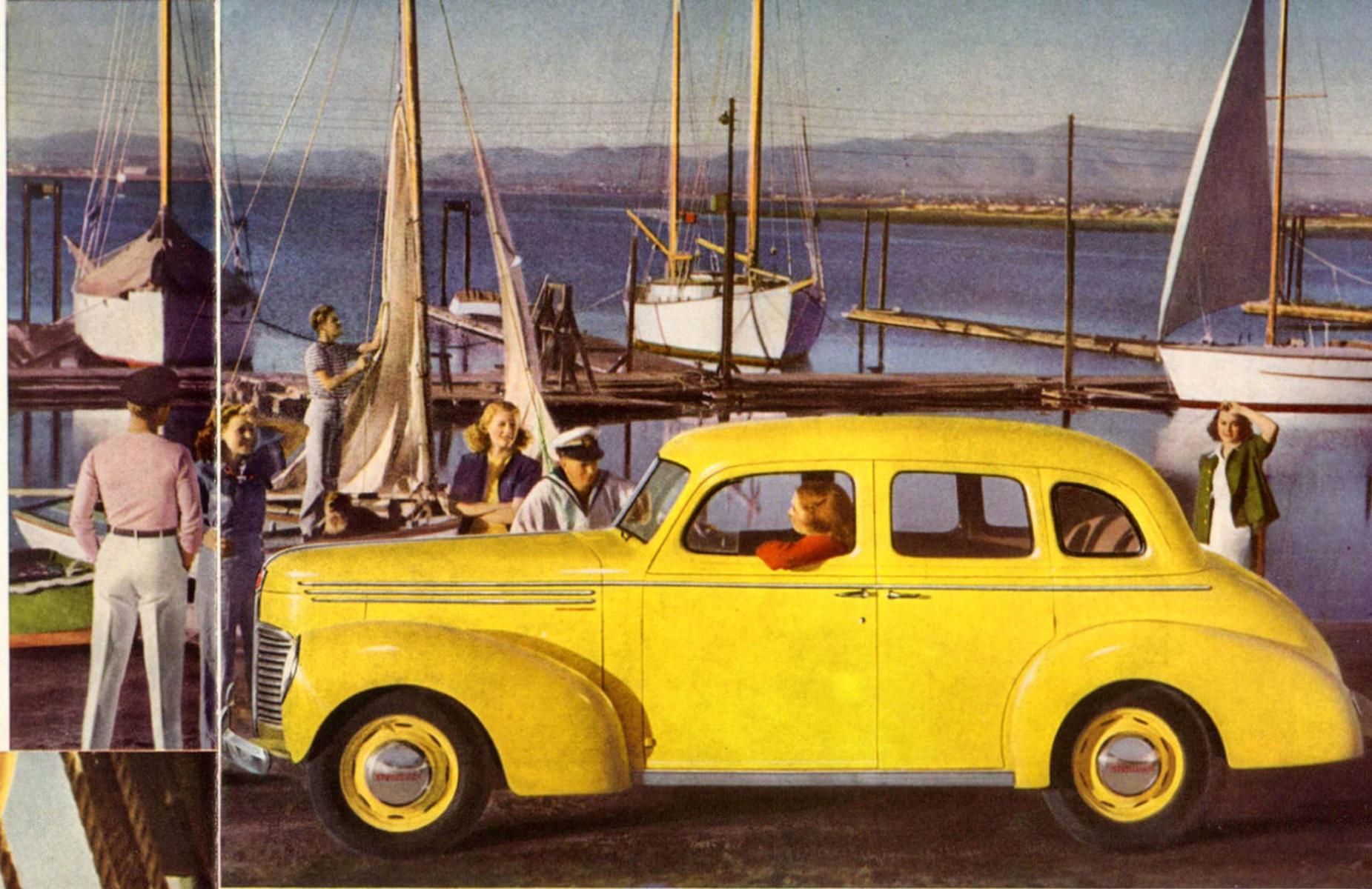


You've got room—and to spare—for lots of luggage! And best of all, it's usable room. You don't have to be a jigsaw puzzle expert to fit every bag and suitcase neatly into this Champion's luggage compartment. The spare tire is carried upright to provide more baggage room.

You notice, the minute you take the wheel of this Champion, that it handles more smoothly, more responsively, more surely than any other lowest price car.

You find that it accelerates brilliantly both on the straightaway and uphill. You marvel at the steadiness with which it holds the road, particularly on curves. And you never stop complimenting yourself on your good fortune in owning this Champion that steers, starts, brakes, parks, does everything better than other cars of minimum price.

All this gratifying satisfaction you get out of driving this Champion is yours because the Champion is Studebaker engineering at its best. Studebaker's famous engineers went the limit in planning this Champion. It gives you, today, economies and conveniences that other cars can only hope to offer you on some indefinitely distant tomorrow.



THE STUDEBAKER CHAMPION CRUISING SEDAN—AVAILABLE IN CUSTOM AND DE LUXE MODELS

Styled for the youth in your blood is this Champion sedan

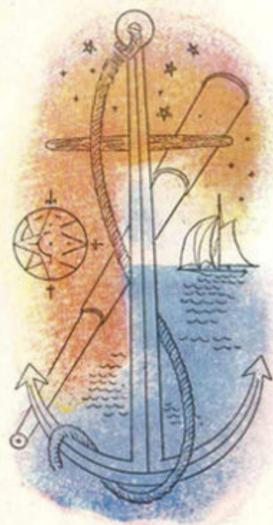
Thrills race through your veins, and you're another person the moment you take your first satisfying look at this distinctively different lowest price car—the new Studebaker Champion 4-door Cruising Sedan.

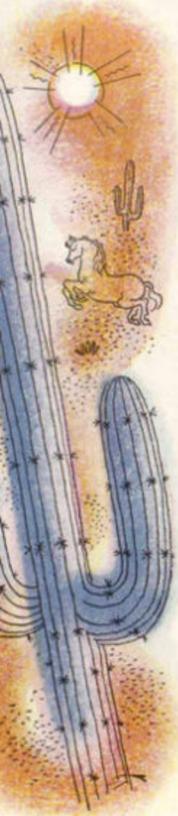
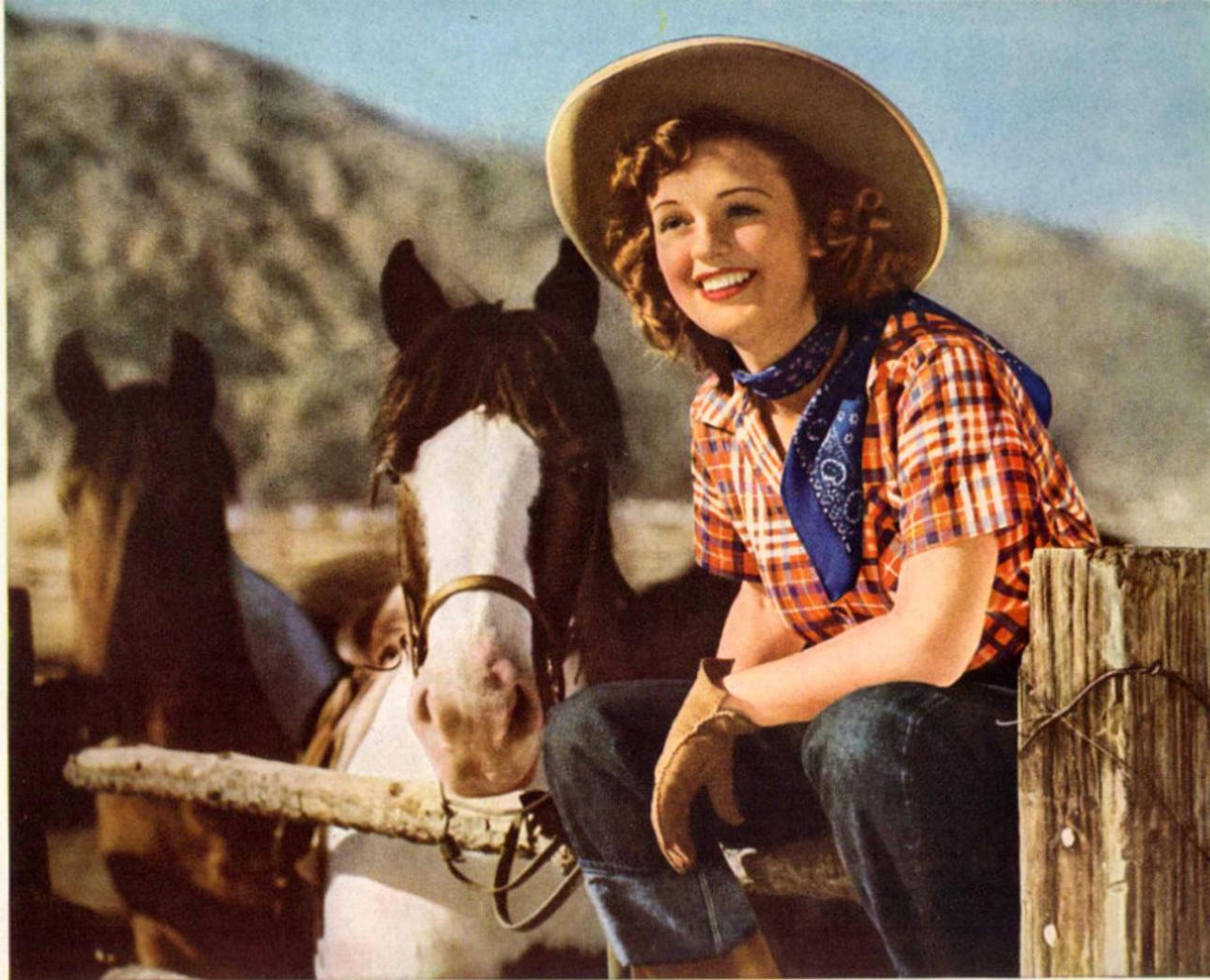
Flowing, vigorous, modern lines—from its shining, die-cast radiator grilles to its gracefully modelled rear deck—mark this newest and finest lowest price car as a Champion in fact and name.

Studebaker has spared no expense to give this Champion the same construction that has made Studebaker the most solid and the safest car that rolls the roads. Its beautifully contoured body, smartly painted and trimmed, is solid steel reinforced by rugged girders of steel.



The Champion's ash tray is located for easy accessibility—And in addition to this driving seat tray, there is one located in the back of the front seat of De Luxe Cruising Sedans and one at side of the rear seat in De Luxe Club Sedans.





It's a wonderful world when you own a Studebaker Champion

You make the delightful discovery that the roughest stretch of country road can be velvet smooth—when you're gliding along in your new Studebaker Champion.

Picture yourself, for example, at the wheel of the impressive 3-passenger Champion Coupe, illustrated on the opposite page. What admiring looks it gets from everyone who sees it! How comfortably its self-stabilizing independent planar wheel suspension and hydraulic shock absorbers cradle you over every obstruction!

There isn't anything in the whole field of lowest price cars that even approaches the smartness and utility of this trim-looking Champion model. And its Studebaker prestige puts you in that established group of knowing motorists who choose their cars as carefully as their clothes.



It looks like the instrument panel of a costly car— And it has that solid sound look that characterizes everything Studebaker does. The three control knobs are for Studebaker's famous Climatizer which is available in all models at extra cost.



It's built with traditional Studebaker thoroughness

You get the same expert workmanship in your Champion that goes into its famous Studebaker team mates, the Commander and President.

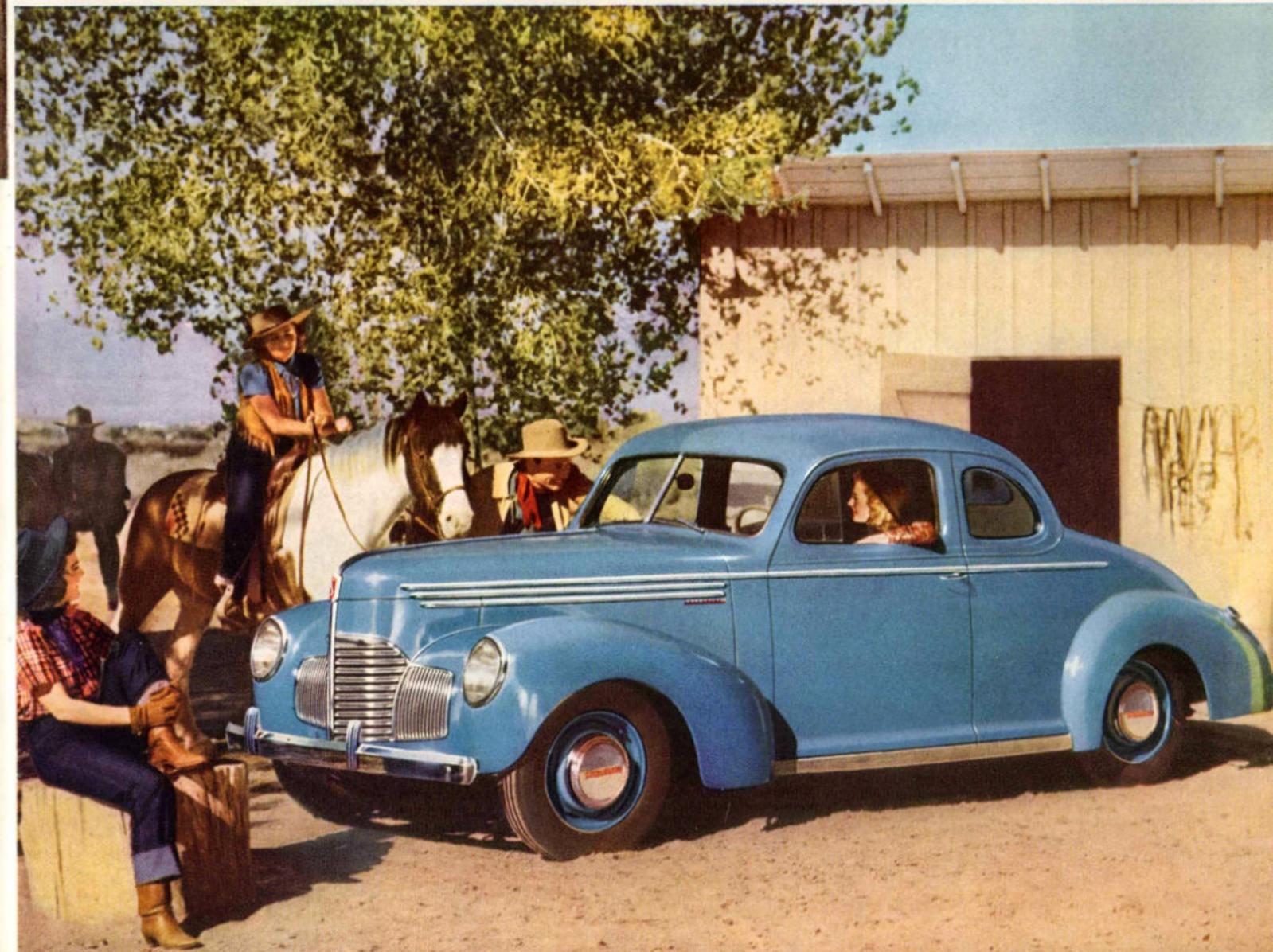
This means that you can count on extra years and extra thousands of miles of trouble-free service from your Champion. And when you're finally ready to trade it in, Studebaker's traditional quality, built into this Champion, is your guarantee of an attractive resale price.

These Studebaker workmen who build the Champion are more than skilled craftsmen. They are long-time Studebaker employees averaging 40 years of age. Many are home owners. All are solid citizens who take personal pride in the 87-year-old company reputation.



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.

THE STUDEBAKER CHAMPION COUPE—AVAILABLE IN CUSTOM AND DE LUXE MODELS



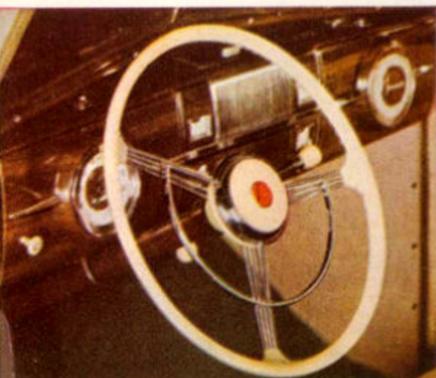


The Champion De Luxe Cruising Sedan interior pictured at the left is smartly upholstered in quality broadcloth, brocade trimmed. Its hardware has tenite knobs and backing.



Window controls, door handles, ash receiver, and other interior fittings of the Studebaker Champion have the smartness you expect to find only in a costly car.

What rich-looking, luxurious interiors this Studebaker's low price gives you!

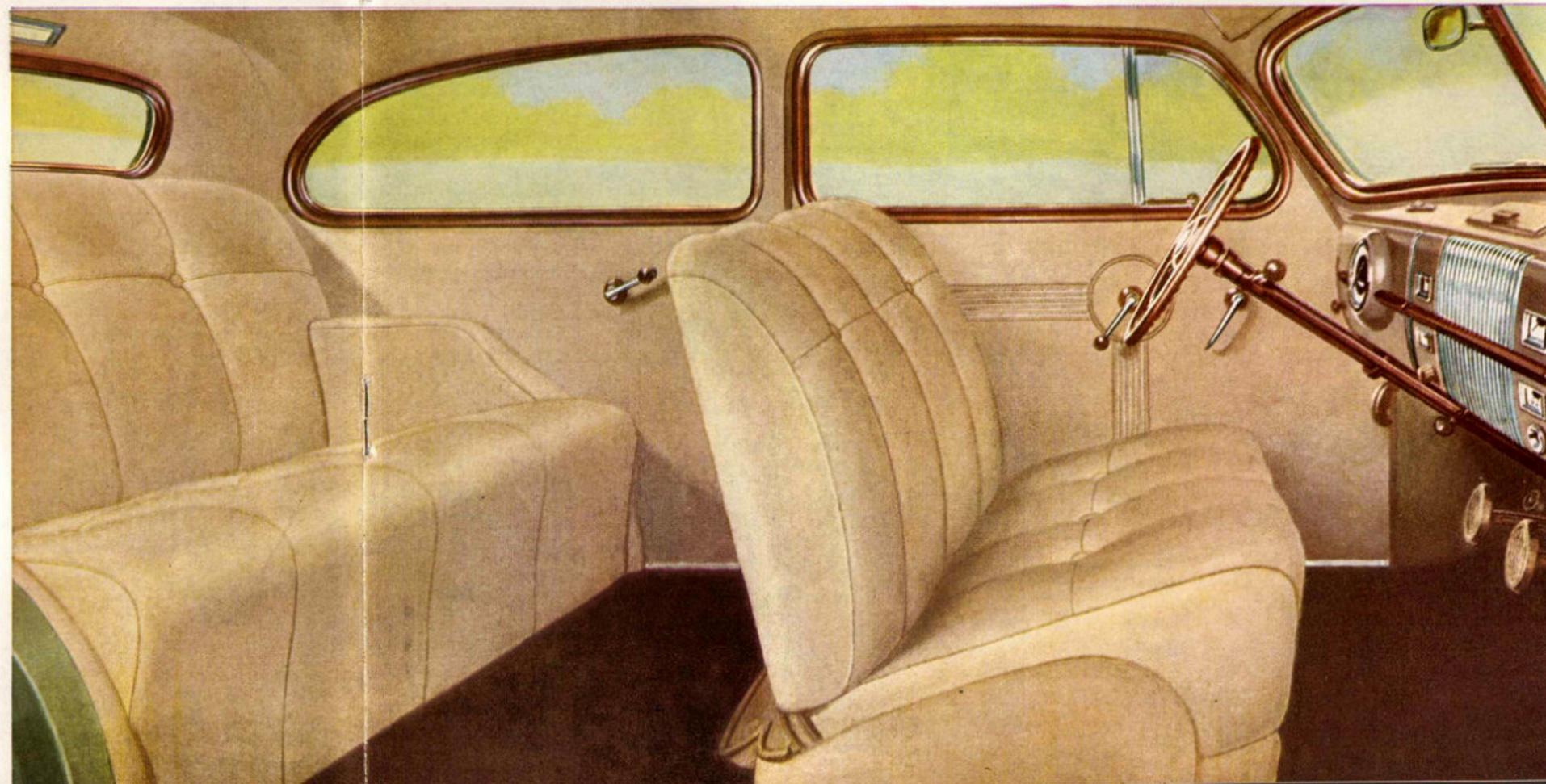


Beautiful phantom steering wheel in de luxe models is standard. Trimmed in tenite, it has chromium bars, smart horn ring and clear vision open top.

NO lowest price car has even approached the smartness and distinction of these Studebaker Champion interiors. Wherever you look, there's inviting restfulness and flawless good taste, whether you prefer the de luxe interior pictured above or the custom interior pictured at the right.

Look at the finish and the appointments you get! Notice the attractive modern hardware and the deftly tailored upholstery! Studebaker stopped at nothing to enrich this Champion with every evidence of luxury, and when you experience the roomy comfort and relaxed ease of a ride in this Studebaker Champion, you'll say there isn't anything like it.

Studebaker spared no expense on the upholstery of the 2-door Custom Club Sedan pictured at right. High quality cloth, flawlessly tailored by skilled Studebaker artisans, gives an effect of richness that is not obtainable in any other lowest price car.





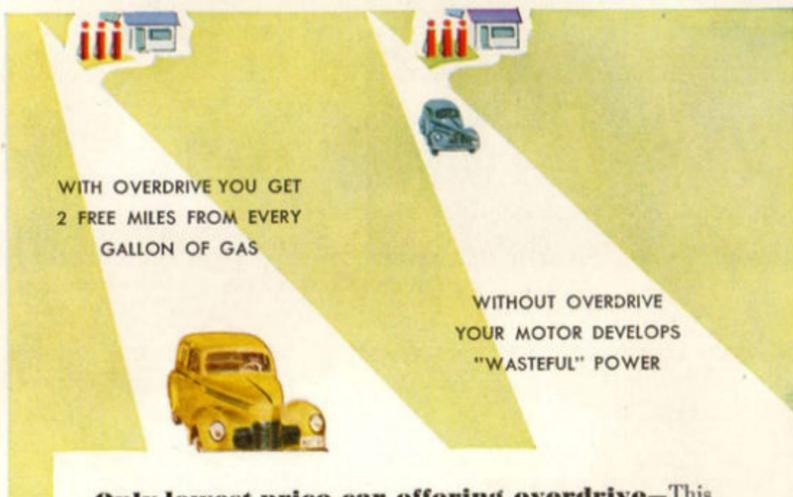
**You save 10% to 25%
on your gasoline
in this Champion**

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 as well as slow car speeds, you can run this Champion on 10% to 25% less gasoline.



**Only low price car
offering the healthful
warmth of the
Climatizer**

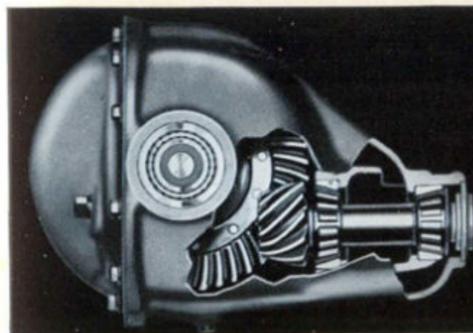
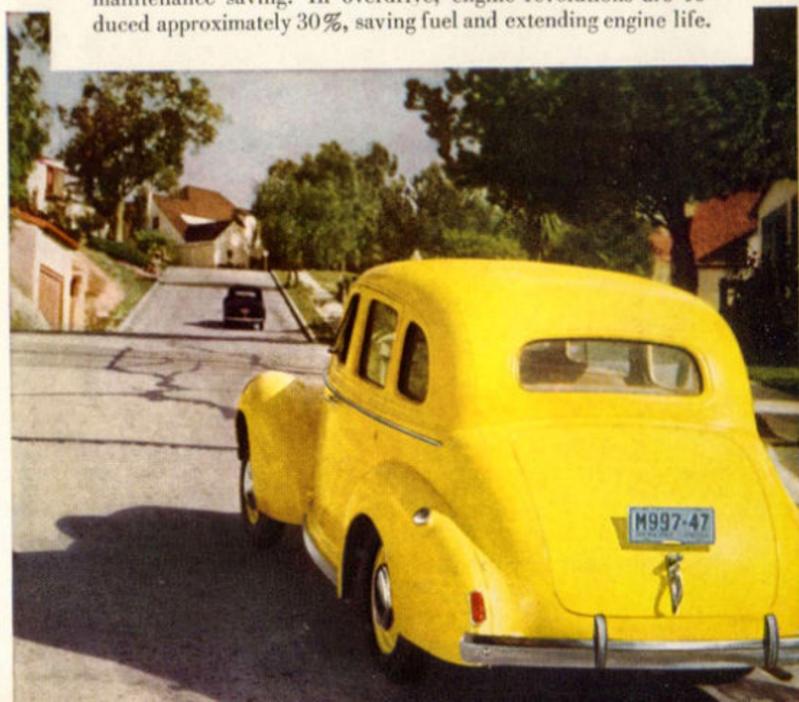
As pictured at left, Studebaker's centrally located Climatizer draws in fresh air, filters it, heats it, and then circulates it evenly through the car. It keeps the floor—and the feet—comfortably warm. It defrosts and defogs windows and windshield. In warm weather, shut off the heat and enjoy fresh, dustless air. Available in all Champion models at small cost.



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 saves that cost in extra gas and maintenance saving. In overdrive, engine revolutions are reduced approximately 30%, saving fuel and extending engine life.

Oil savings are remarkable, too, in this new Studebaker Champion. That's because it's engineered by the same men and according to the same efficient methods employed in the Studebaker Commander and President. A floating oil screen is standard equipment. An oil cleaner is available at slight added cost.

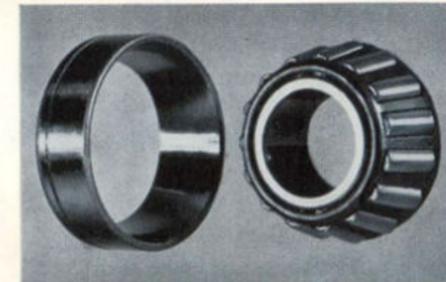
Instant acceleration in overdrive is available when you add Studebaker's economical overdrive to your Champion. A solenoid control safeguards you. It automatically and instantaneously puts you into fast acting direct drive when you push the gas pedal all the way down in an emergency or when climbing hills.



This Champion has a hypoid gear rear axle—That means rear axle action that's as silent as a watch. Moreover, because the hypoid gear allows the use of an underslung axle and a low floor level, the rear seat passengers get the benefits of a flat floor and increased leg room.



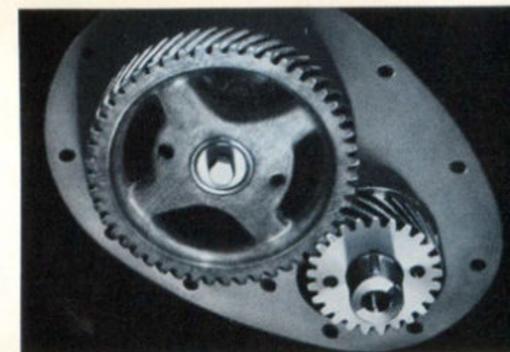
Efficient floating oil screen, the same type used in the Commander and President models, gives this Champion an advantage not offered even in some costly cars.



Roller bearings are mirror-finished in this Champion, just as in Studebaker's Commander and President. This means long wear without replacement expense.



New type piston rings that seal the combustion chamber against power waste and oil pumping are used in this Champion—contribute to longer engine life.



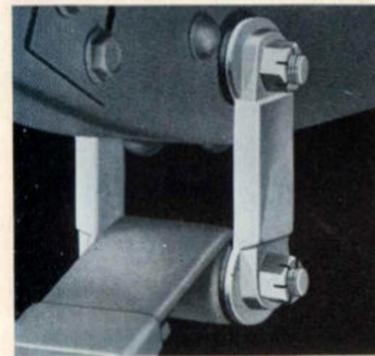
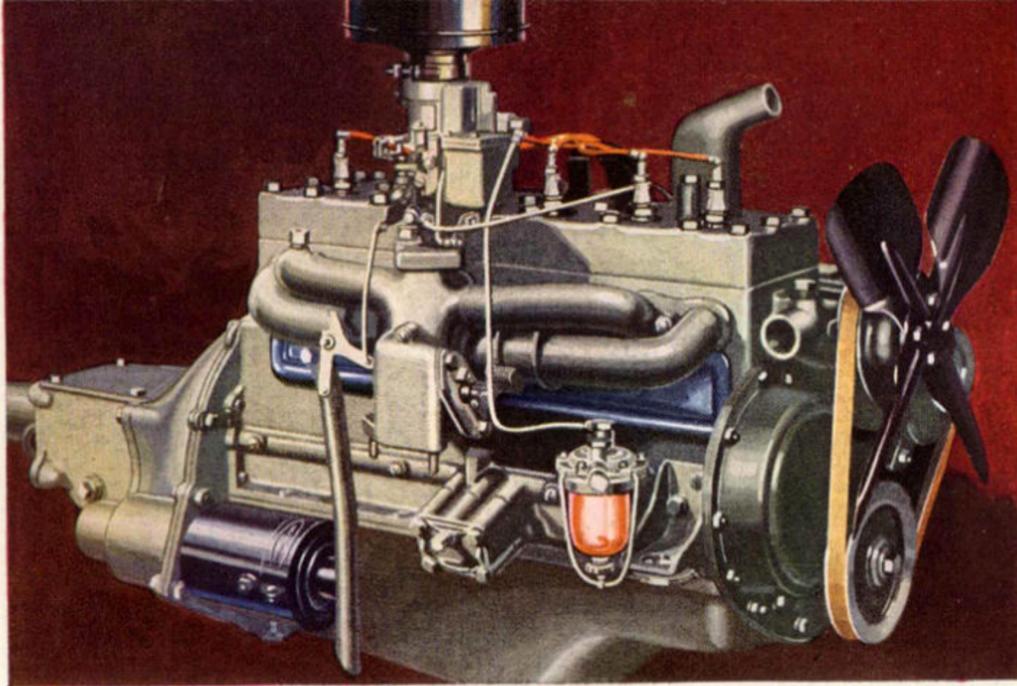
To assure noiseless, accurate timing this Champion is engineered with the most modern type of non-metallic positive helical gear drive. It is silent, has no stretch, needs no adjusting.

Battery is under the hood where it's accessible without messing up the car interior. A new battery cap and vent prevent overfilling and spilling.

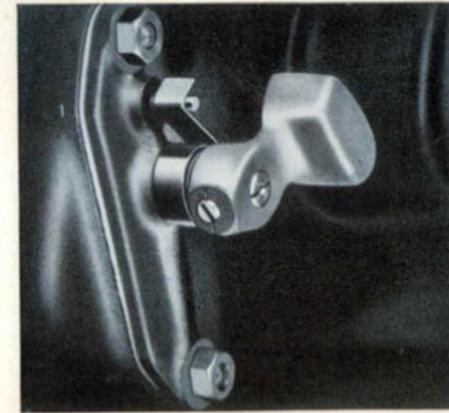


America! Here's the new economy engine you asked for!

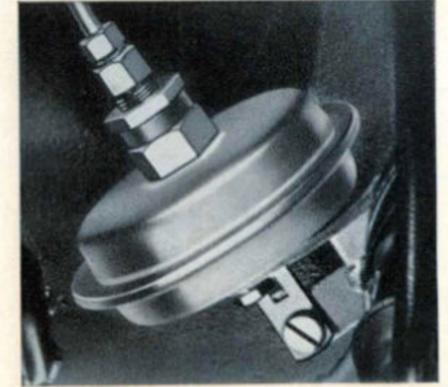
On the speedways and on the highways, Studebaker has been recognized for years as America's greatest builder of engines. This new Studebaker Champion has a brilliant, lively, responsive 6-cylinder power plant that retains all the time-tested principles of Studebaker success plus new smoothness and new economy. You find no wasteful bulkiness and excess poundage in this Champion engine. You can't find its equal in any other lowest price car.



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.



Thermostatic "brain" controls heat in this Studebaker's Champion's engine. Fully automatic, it promotes quick warm up and responds instantly to changes in engine or driving conditions after warm up.



New-type automatic spark control gives this Studebaker Champion an advance of 18 degrees instead of the usual 12 degrees and assures maximum power and gas mileage regardless of conditions. A knock eliminator is included.



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 mountainous country. You take tough hills easily in high gear in this Champion because it has the same dependable sort of reserve power in its vitals that makes driving a Studebaker Commander or President a thrill.



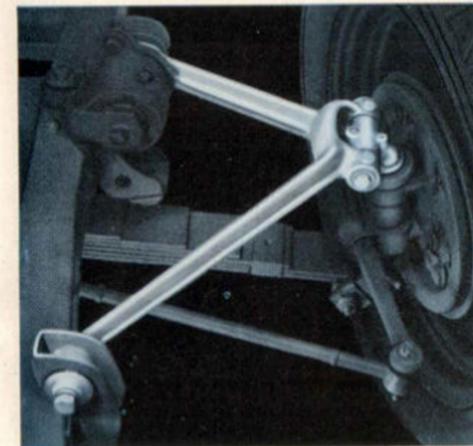
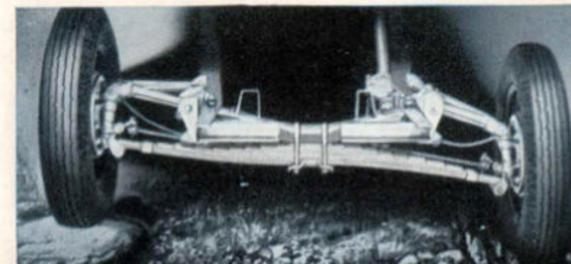
You ride on velvet-smooth planar wheel suspension. It is Studebaker's exclusive invention and the simplest, strongest and most efficient suspension in the world. It makes every mile you ride in your Champion a miracle of cradled comfort.



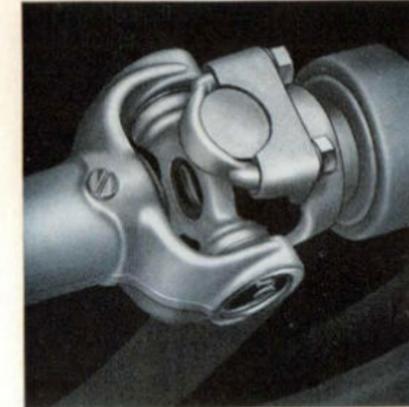
You've got acceleration that assures safety. How pleased you are when you notice the ease with which your Studebaker Champion enables you to edge safely out of snarled traffic at the touch of your foot on the gas pedal. You've got brilliant, fast power at your command for instant action in emergencies. Yet you can throttle down this Champion to almost a crawl in high, too. Its fast pick up is one of the convincing differences between this Champion's performance and that of any other lowest price car.



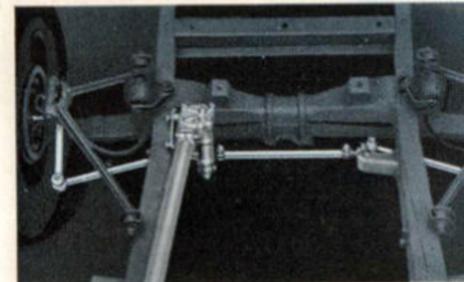
In successful use for over four years on hundreds of thousands of Studebakers, is the unique self-stabilizing independent planar front wheel suspension that is built into this Champion as an inherent part of its chassis.



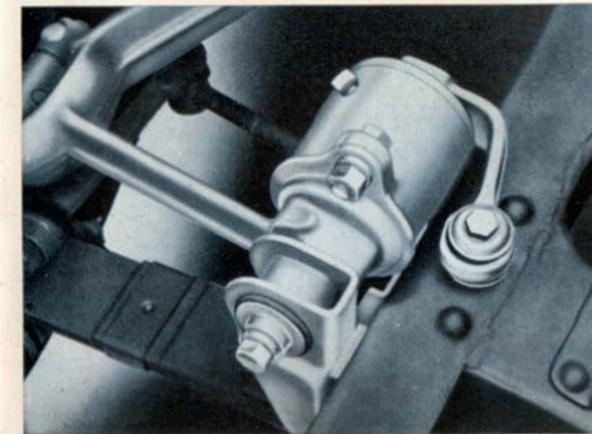
Forged steel support arms as pictured above attach this Studebaker Champion's planar suspension to the frame at almost right angles. This wide footing provides utmost in strength and stiffness against brake torque and road shock.



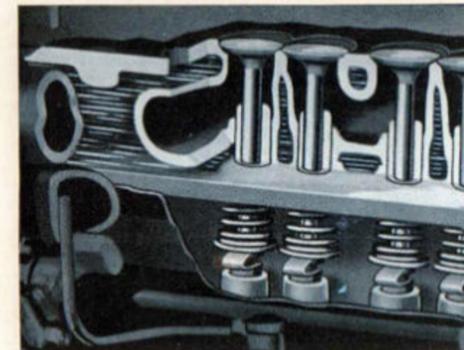
Needle-bearing universal joints like those in the Studebaker Commander and President are used in this Champion. Engine power is transmitted quietly and efficiently and without need for frequent servicing.



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.



Double acting Houdaille "shocks" front and rear, give this Champion another important comfort advantage over other lowest price cars. The front Houdaille shock absorbers act as an integral part of this Studebaker Champion's independent planar suspension.

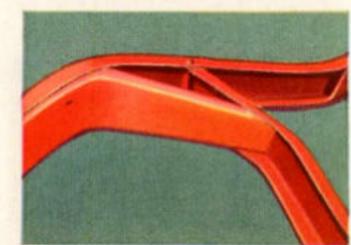
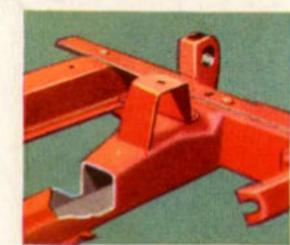
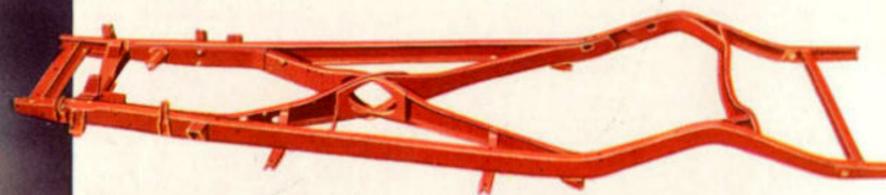


Full-depth water jacketing extends the entire length of this Champion's cylinder walls just as it does in the Commander and President. Valve seats are also individually and completely water cooled, preventing power loss due to warping, pitting, sticking.





Safest, strongest car in the lowest price field



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.

Four years of research produced this special X-member frame. Not a curved X but a straight X gives the new Champion the same type of super-safe understructure that you get in the higher priced Commander and President models. Steel box-sections provide extra reinforcement where strains occur.



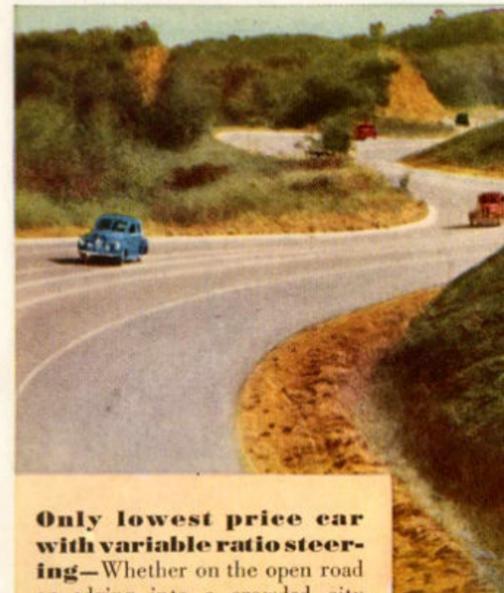
A body that's modern in safety as well as style. You ride inside a literal sheath of steel reinforced by steel in this new Champion. All that Studebaker has learned in its years of pioneering steel bodies is embodied in this Champion to make it the world's safest lowest price car.



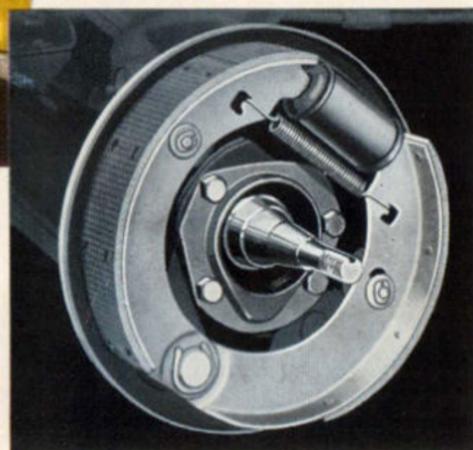
Windshields are extra wide and high with slender but sturdy corner posts. You find you can see more when you're driving this Studebaker Champion. You sit naturally without slumping down.



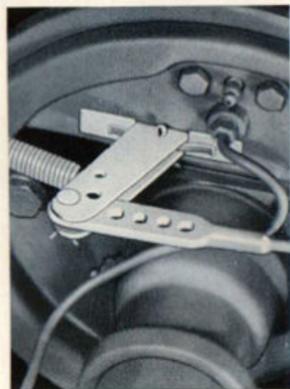
This Champion offers the safety of the automatic hill holder. This great Studebaker contribution to safety and peace of mind is available in all the Studebaker Champion models at only small added cost. You just keep the clutch pedal down when you stop on the way up a hill. You can take your foot off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



Only lowest price car with variable ratio steering—Whether on the open road or edging into a crowded city parking space, Studebaker's variable ratio steering gives your Champion delightful handling ease. And your steering ratio for parking is so exceptional you can maneuver your Champion much more easily than any other lowest price car. Studebaker has spared nothing to make this Champion truly a champion in every way.



Safe, dependable Champion 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.



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.



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 by night, they add measurably to the eye appeal of this Champion's Raymond Loewy styling.



DIRECT COOLING TO VALVE SEATS

ENGINE SEALED AGAINST DIRT

ALUMINUM ALLOY PISTONS WITH "HEAT-DAM"

ENGINE MOUNTED ON 3 LIVE RUBBER CUSHIONS

SELF STABILIZING INDEPENDENT PLANAR SUSPENSION

FINEST HYDRAULIC SHOCK ABSORBERS

FULL RANGE AUTOMATIC SPARK CONTROL

FULL LENGTH WATER JACKETS

SYMMETRICAL STEERING WITH VARIABLE-RATIO GEAR

ANTI-VAPOR-LOCK FUEL SYSTEM

STEERING WHEEL GEAR SHIFTER

FULL POWER MUFFLER

FOOT-REGULATED HYDRAULIC BRAKES

SUPER-SAFE STRAIGHT-X FRAME

GAS-SAVING OVERDRIVE (Optional)

AUTOMATIC HILL HOLDER (Optional)

UNDERSLUNG REAR AXLE WITH HYPOID GEAR

EMERGENCY BRAKE ON REAR WHEELS



ENGINE. 6 cylinders, L-head. Bore 3 inches. Stroke $3\frac{1}{2}$ inches. Displacement 164.3 cubic inches. Brake horsepower 78. Taxable horsepower 21.6. Compression ratio, 6.5 to 1. Full pressure oiling system, capacity, 5 quarts.

COOLING SYSTEM. Capacity 10 $\frac{1}{2}$ quarts. **CARBURETOR.** Balanced downdraft, equipped with air-cleaner and intake silencer. **CLUTCH.** Single plate ventilated with spring-

loaded hub to serve as vibration damper. Ball bearing release.

AXLE, REAR. Hypoid type gear ratio 4.56 to 1—(8.29 to 1 with overdrive).

OVERALL DIMENSIONS. Length 185 $\frac{1}{2}$ inches; width, 70 inches; height 65 inches. Tread widths front 50 $\frac{1}{4}$ inches; rear 57 inches. Road clearance 7 $\frac{3}{4}$ inches front; 8 inches rear.

WHEELS. Five steel disc wheels with tires and tubes; 16 x 5.50 tires.

LIGHTS. Two-beam headlights with parking bulbs. Foot-controlled safety passing beam with indicator on speedometer.

Studebaker reserves the right to change any of the specifications shown or to add new designs or improvements without making similar alterations in automobiles manufactured. Bumper guards available at extra cost on all models.

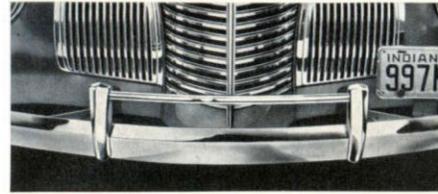
SPECIAL EQUIPMENT ON DE LUXE MODELS. Broadcloth upholstery; phantom steering wheel; rear seat ash receiver; stainless steel body finishing strip; dual windshield wipers, sun visors, tail lamps; spring covers; front door arm rests; carpet on lower inside of doors; grained garnish moldings with tonite panel; assist cords; robe coat; ventilating rear quarter windows; chrome stripe and circle door trim.



Automatic Windshield Cleaner keeps windshield free from road splash, mud, dust and insects. Press button and two fine streams of water spray the windshield, permitting the wipers to clean the glass for safe visibility.



Left—Electric Clock is precision jeweled. Built to high standards, regulated and run-in like a fine watch. Installs in a special recess in package compartment door. Indirectly illuminated for night driving.



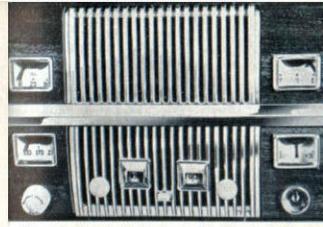
Grille and trunk guards of several designs are available for the Champion. Horizontal guard, illustrated, can be installed both front and rear to provide protection for fenders, grille, rear of body.

Right—Studebaker Fog Lights insure effective results when driving in fog, rain or snow—available in pairs or singly with either amber or white lens.



Touch Control Automatic Tuning Radio for the Champion is a genuine engineering achievement in car radio design. Station selection is entirely automatic **ONLY ONE BUTTON** to operate. Tuning is instantaneous. A custom set priced with the lowest.

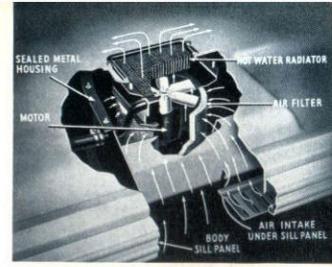
Concealed type antenna is high capacity type—adjustable for long or short range reception.



The sensational Studebaker Climatizer (Built-in, year-round fresh air heating, filtering and ventilating system) is available on all Champion models. This exclusive Studebaker development enhances both passenger comfort and driving safety. Central location under front seat entirely eliminates obstructions and keeps all foot space free. Fresh filtered clean air, thoroughly warmed when required, is evenly distributed in large volume to both



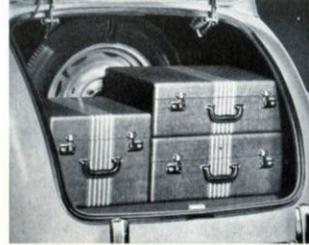
front and rear compartments. The view at right above shows floor cut away to illustrate the filtering, heating and ventilating unit. The integrally powered defroster, a component part of the Climatizer, illustrated at the left above, draws dry warm fresh air from the front compartment and spreads it in a thin fast moving layer over the entire area of the windshield, providing ample defrosting capacity to keep windshield free of all snow, ice, frost, sleet and fog.



Studebaker ACCESSORIES



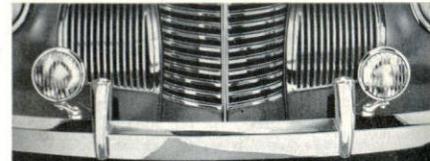
Sparkling Chromium Wheel Discs or beautiful Stainless Steel Wheel Mouldings will lend lustre, style and individuality to your Champion. Both are illustrated on the wheel above—either is available separately.



Right—Luggage ensemble for the Champion is styled in beautiful striped linen, as illustrated. Custom designed to fit the luggage compartment of all Champion models. Cases are available singly or in sets of three.



Controllable Spotlight can be focused in any desired direction from the car interior—especially desirable for the motorist who drives extensively at night. Locates road signs and street numbers easily. Spots road hazards at long distances.



A vintage advertisement for the Studebaker Champion car. The scene is set on the deck of a ship, with a large red life preserver in the background. Three people are shown: a woman on the left in a colorful striped shirt with her arm raised, a man in the center in a white jacket and yellow vest, and a woman on the right in a light green jacket and white shirt. A yellow speech bubble in the upper right contains the text "A new car for a new world!".

*A new car
for a
new world!*

The STUDEBAKER CHAMPION