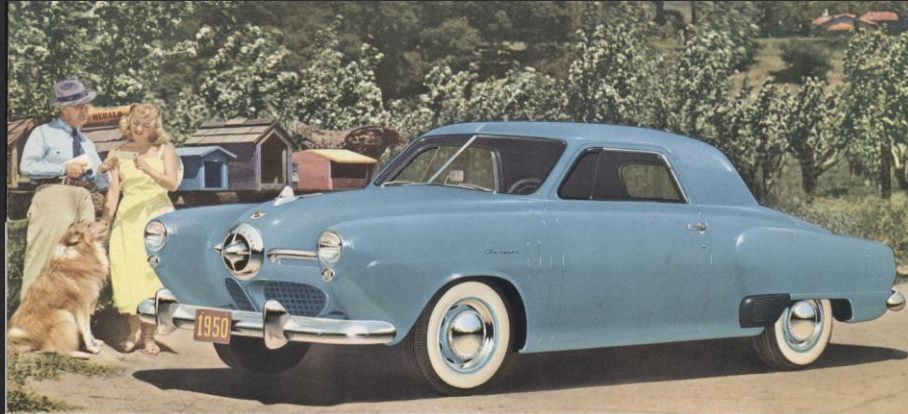




*The New Studebaker for 1950*



1950 Studebaker Champion De Luxe Coupe for three passengers



Presenting the next stage in America's  
new age of finer motoring...

## *The new 1950 Studebaker*

Studebaker has done it again! Studebaker, the car that led with the first real postwar change in automobile design, now moves out even further ahead.

Studebaker has presented America with something still more revolutionary in car progress—dramatically advanced new 1950 models . . . styled to make motoring history . . . engineered to make inroads into every item of motoring expense.

The distinctive new 1950 Studebaker is the boldest step yet in refashioning automobiles for smarter looks and safer, simpler, more relaxed driving.

Studebaker introduced America's "new look" in cars and Studebaker has now given America its "next look" in cars. The new 1950 Studebaker is the next stage in America's new age of finer motoring.

1950 Studebaker Commander Regal De Luxe Starlight Coupe for five passengers





1950 Studebaker Champion Regal De Luxe 4-door Sedan for six passengers



1950 Studebaker Champion De Luxe 2-door Sedan for six passengers



The spacious Regal De Luxe Champion interior is decorator-styled from front to rear. Restful foam rubber cushions on all seats. Deep-pile carpets pad the floor. Arm rests and assist straps for extra convenience and comfort. Beautifully appointed with simulated leather door panels and bright chrome trim.

Studebaker, originator of the "New Look" in cars, now offers

*the "next look" in cars!*



The restful interior of the Studebaker De Luxe Champion 2-door sedan is superbly styled with modern upholstery fabrics. Big, wide, easy-to-enter doors. Automatic dome light and map light, two sun visors, assist straps and convenient arm rests in front and rear compartments are standard equipment.



You breeze by the gas pumps for miles and miles at a stretch in a new Studebaker. It's engineered to uphold the brilliant Studebaker reputation for maximum mileage on a minimum amount of fuel. Gas savings are little short of sensational. Oil consumption is remarkably low.



The world's first self-adjusting brakes rarely need servicing. Brakes adjust automatically to lining wear—an exclusive feature of all post-war Studebaker cars. Even after months of driving you have the firm brake pedal and dependable stopping power of a new car.

Studebaker's new coil-spring suspension gives a dreamlike new ride! It's self-stabilizing. Studebaker's variable ratio-steering is symmetrically centered. The new 1950 Studebakers are remarkably easy to steer and park. Riding and handling ease have been brought to new heights of perfection.



America's most distinguished automotive engineering staff scores another pace-making triumph in this brilliant performing new 1950 Studebaker. Headed by Stanwood W. Sparrow, Studebaker's engineers and designers have devised and perfected many of the great modern motoring advancements.



Studebaker pioneered in providing safe, wide-view vision. Huge windshields and windows let you see more—give you new peace of mind when you're driving. A one-piece windshield gives a special touch of distinction to the Starlight coupe, the convertible, and the Land Cruiser.



Tailor the weather to your measure with Studebaker's Climatizer. The new thermostatic control keeps a constant supply of warmed fresh air at an even temperature during cold weather. Separate quick-acting defroster. The Climatizer is available in all models at extra cost.



1950 Studebaker Champion Regal De Luxe Convertible for five passengers



1950 Studebaker Commander Regal De Luxe 4-Door Sedan for six passengers



The new 1950 Studebaker convertible interiors are finished and appointed to perfection. Nylon cord or leather seat cushions and seat backs, with simulated leather trim, resist wear and weather. The fully automatic top responds instantly when you want to raise or lower it and fits snugly to the body when down.

The strikingly designed instrument panel on the new 1950 Champion is trimmed in attractive chrome and stainless steel. Easy-to-read dials. Large package compartment and built-in ash tray are standard. Clock at extra cost. Handsome dash panel harmoniously accommodates specially engineered Philco radio—available at added cost if desired. Regal De Luxe models are equipped with steering wheel illustrated.



## Studebaker for 1950

Styled ahead for years to come...

It's fresh in conception! It's breath-taking in clean-lined new functional beauty! It revolutionizes riding ease! It's alive with irresistible drive allure! It's the new 1950 Studebaker! It's America's "next look" in cars—and more... it's the next marvelous motoring experience for everyone who really loves fine-performing, smooth-running automobiles. From gleaming spinner straight through to flight-streamed rear fenders, the low-swung 1950 Studebaker is a symphony of power and luxury in every sweeping line.



Exceptional knee room in the front compartment is one of the distinctions of Studebaker's modern designing. Front seat passengers have knee room to spare, even when the front seat is adjusted to the forward position. Studebaker seats are exceptionally wide and deep—sedans comfortably accommodate six full size passengers.

New in wheelbase length and in over-all length, the 1950 Studebaker is lavishly roomy and richly appointed. It's distinctive with huge sweeps of window and windshield glass that assure you the extra safety of extra vision.

It's new in handling ease and riding ease—with a new Studebaker-designed self-stabilizing coil-spring suspension up front, improved symmetrically centered Studebaker variable ratio steering and extra-low-pressure tires. Its scientific balance of weight assures road-hugging sure-footedness mile after mile on straightaway or curves.



Studebaker master craftsmen—many of them father and son teams—build surviving soundness into every 1950 Studebaker. The long life of a Studebaker car—its reputation for standing up—the low cost of operation and maintenance—all are proof that Studebaker cars excel in expert workmanship of uniform high quality.



Luxurious nylon upholstery—introduced into motoring by Studebaker—is a new feature of all 1950 Regal De Luxe Commanders. This fine fabric is easily washable and long wearing—sheds dirt instead of absorbing it. Foam rubber seat cushions and high-style appointments further distinguish the new Commander interiors.

The Commander instrument panel has big, sweep-type aircraft dials. The electric clock, standard on the Land Cruiser, is available on all Commander models at extra cost. The new eighteen-inch three-spoke steering wheel shown is standard on Land Cruiser and Regal De Luxe Commanders. Studebaker Philco radio—available at extra cost—is precisely engineered to fit the acoustic qualities of Studebaker cars.





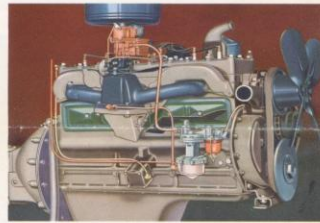
1950 Studebaker Commander De Luxe 2-door Sedan for six passengers



1950 Studebaker Regal De Luxe Land Cruiser for six passengers



The smart interior of the Commander De Luxe 2-door sedan is upholstered in fine fabrics with foam rubber seat cushions for deep-bedded comfort. Rich appointments and luxurious trim throughout.



New high compression gives Studebaker engines thrilling new performance—Both the 102-horsepower Commander engine and the 85-horsepower Champion engine have a new 7.0 to 1 compression ratio. Smooth-flowing, quick-responding power is always yours to command.

NEW 1950  
*Land Cruiser*  
the "next look" in  
ultra-luxurious motoring

It stands before you, an eye-filling new achievement in quality-car designing—America's finest example of unlimited motoring luxury at a sensibly limited price.

This special extra-long-wheelbase Studebaker Land Cruiser is the roomiest, most superbly appointed 6-passenger sedan that Studebaker builds.

Its fore-and-aft sweep of line does full justice to Studebaker's vigorous style lines.

Long and low, it's a lithe and sprightly car in crowded traffic. It rides so restfully, you're free from even the suggestion of fatigue on a day-long drive.



The beautifully appointed 1950 Land Cruiser interior is upholstered in a distinctive, easily washable, nylon cord over foam rubber seat cushions. Fold-away center arm rest adds to rear seat comfort.



1950 Studebaker Champion Regal De Luxe Starlight Coupe for five passengers



Rear seats are located well ahead of the rear axles where weight is scientifically distributed and ride is at its best. Bodies are extra low—extra roomy without extra bulge.

Automatic dome and map lights flash on when rear or front doors are opened. Lights may also be controlled from inside.



Glare-proof "black light" instrument dials assure new safety in night driving. No eye glare, no reflection in the windshield. Standard on all 1950 Studebaker models.

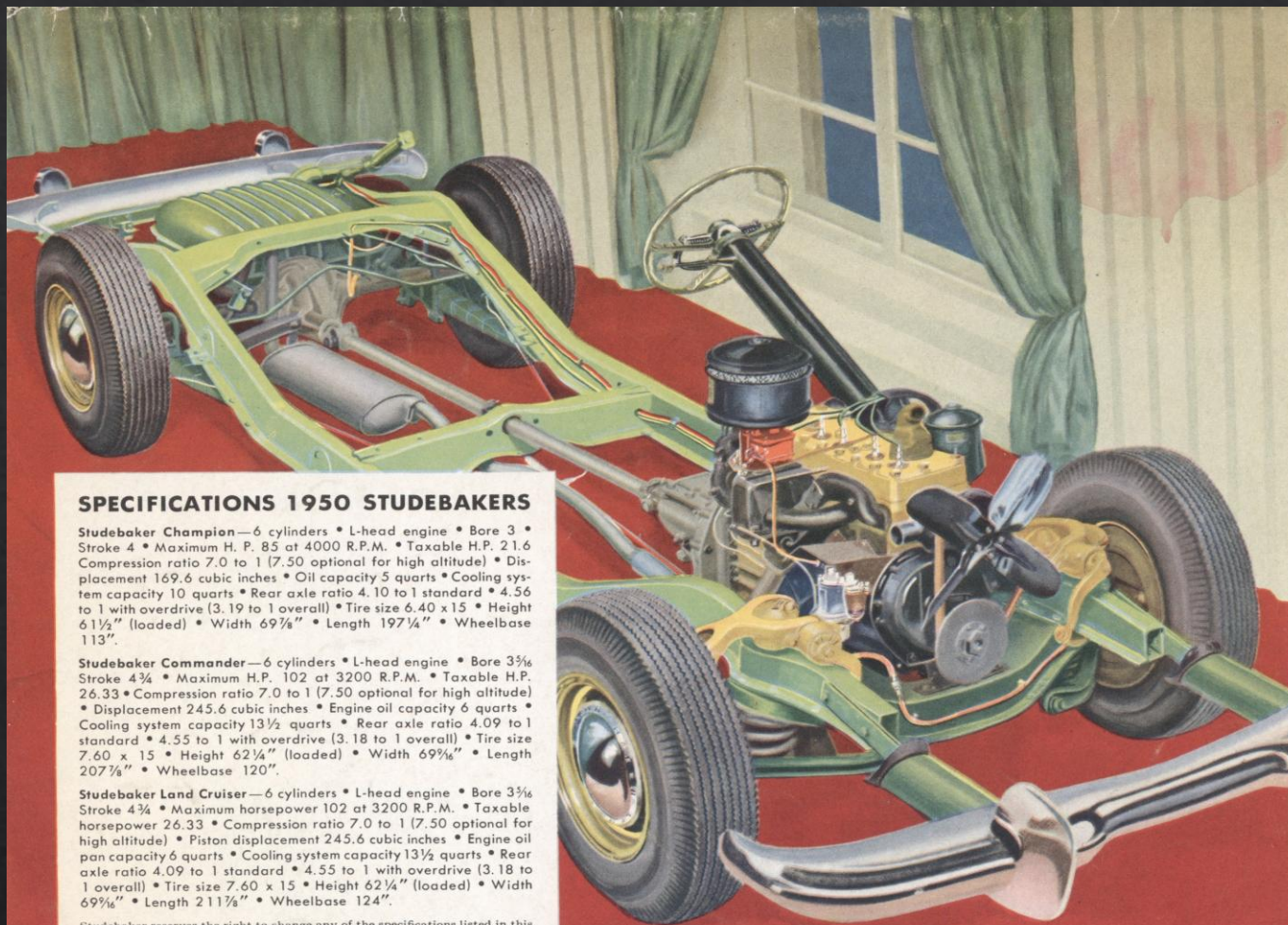
There's plenty of luggage space in the new 1950 Studebaker. And even when the trunk is packed the spare tire is easily accessible. Counterbalanced hinges hold the lid securely in place when up or tightly closed when down.



A ride is a glide with gas-saving Studebaker overdrive. It automatically reduces engine speed about 20% without affecting road speed. Overdrive is available on all 1950 Studebakers, including the Champion, at moderate extra cost.

You won't roll back on upgrades with Studebaker's automatic hill holder. No tap-dancing when you want to go forward after making an uphill stop. Hill holder is available on Champions at added cost—standard on all other models.





### SPECIFICATIONS 1950 STUDEBAKERS

**Studebaker Champion**—6 cylinders • L-head engine • Bore 3 • Stroke 4 • Maximum H. P. 85 at 4000 R.P.M. • Taxable H.P. 21.6 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 169.6 cubic inches • Oil capacity 5 quarts • Cooling system capacity 10 quarts • Rear axle ratio 4.10 to 1 standard • 4.56 to 1 with overdrive (3.19 to 1 overall) • Tire size 6.40 x 15 • Height 61½" (loaded) • Width 69½" • Length 197¼" • Wheelbase 113".

**Studebaker Commander**—6 cylinders • L-head engine • Bore 3½ • Stroke 4¾ • Maximum H.P. 102 at 3200 R.P.M. • Taxable H.P. 26.33 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Displacement 245.6 cubic inches • Engine oil capacity 6 quarts • Cooling system capacity 13½ quarts • Rear axle ratio 4.09 to 1 standard • 4.55 to 1 with overdrive (3.18 to 1 overall) • Tire size 7.60 x 15 • Height 62¼" (loaded) • Width 69½" • Length 207¾" • Wheelbase 120".

**Studebaker Land Cruiser**—6 cylinders • L-head engine • Bore 3½ • Stroke 4¾ • Maximum horsepower 102 at 3200 R.P.M. • Taxable horsepower 26.33 • Compression ratio 7.0 to 1 (7.50 optional for high altitude) • Piston displacement 245.6 cubic inches • Engine oil pan capacity 6 quarts • Cooling system capacity 13½ quarts • Rear axle ratio 4.09 to 1 standard • 4.55 to 1 with overdrive (3.18 to 1 overall) • Tire size 7.60 x 15 • Height 62¼" (loaded) • Width 69½" • Length 211¾" • Wheelbase 124".

Studebaker reserves the right to change any of the specifications listed in this folder without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured.

- Gas-saving automatic overdrive\*
- Automatic hill holder†
- Wide rim wheels and extra-low-pressure tires
- Self-adjusting brakes
- Self-stabilizing independent coil-spring front wheel suspension
- Anti-vibration rubber engine mountings
- Super-smooth, short coupled crankshaft with vibration damper
- Heat-dam aluminum alloy pistons
- Large capacity oil cleaner†—full pressure oiling system
- Full length water jacketing
- Valve seats integral with block
- Automatic current and voltage regulated generator
- Vacuum booster for windshield wipers†
- Variable ratio steering—symmetrical steering linkage
- Hi-compression engine
- Automatic choke control
- Automatic spark and heat controls
- Anti-vapor lock fuel system
- High capacity shock absorbers
- Direct-action hand parking brake
- 18 gallon gas tank
- Built-up rear axle—hypoid gears
- Full-power muffler—rubber mounted
- Anti-twist box-section frame

*White sidewall tires, bright metal wheel discs and trim rings shown on cars illustrated are available on all models at extra cost.*

*\*Available on all models at extra cost.*

*†Available on Champion at extra cost. Standard on all other models.*