

The New 1940
**STUDEBAKER
CHAMPION**



You pay only a lowest price yet you get Studebaker style, quality and distinction



"Design a lowest price car that's a Champion in fact as well as in name!" That's what Studebaker Chairman Harold S. Vance and President Paul G. Hoffman told their engineers they wanted. In early 1939, after 4 years' concentration, Studebaker engineers finally filled that big order, announced the long-awaited Studebaker Champion.



The Champion's eye appeal was entrusted to Raymond Loewy, ace stylist of two continents—And given a free hand to model the Champion to perfection, this famous artist-engineer came through with a car that's all alone in the lowest price field in graceful exterior contours and spacious interior luxury.



For 4 full years, every inch of the Champion was mercilessly pre-tested—In the torture chambers of Studebaker's laboratories, and on the punishing roads of Studebaker's 800-acre, million-dollar proving ground, Studebaker engineers, for thousands of hours, "gave the works" without mercy to every step in the Champion's development.



The motoring public greeted the completed Champion with enthusiasm everywhere—Never in motor car history was any new car so quickly accepted by the critical motoring public. More Champions were sold per dealer in the first few months than the introductory model of any car for which there is a record.



In style and performance, it's a full-fledged team mate of President and Commander—Studebaker's executives insisted that the Champion had to be the highest quality car of lowest price ever manufactured. That's why the Champion proudly holds its own even standing alongside Studebaker Commander and President models.



Demand for Champions made Studebaker one of America's busiest motor car factories—Work in abundance for thousands of South Bend's capable craftsmen has followed the enormous public demand for Studebaker Champions. Day after day, and month after month, the Studebaker machines and assembly lines have been kept busy.



Here's a scene that's an eloquent sign of the Studebaker Champion's popularity—It's a photograph taken at the Studebaker factory where the steady flow of completed Champions is eagerly awaited by dealers for delivery to their customers. No car in the last decade has met with such universal acceptance.



"It's the easiest handling car I ever drove"
—states Studebaker Champion owner Miss Christine Flanagan of 1159 E. 43rd St., Chicago, Ill. "I like the gear shift at the steering wheel and the variable ratio steering for parking. An ideal car for a woman."



You travel in envied style in this beautiful new 1940

Studebaker Champion

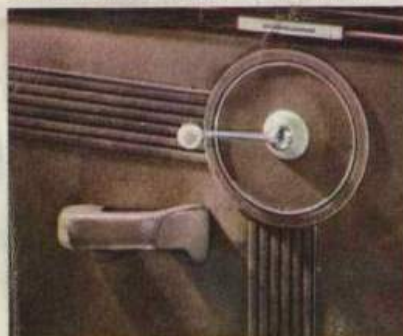
DE LUXE CRUISING SEDAN

You gratify every longing for distinction in your car, when you become the proud owner of this smartly contoured, impressive, new 4-door Studebaker Champion Sedan. Everyone who sees it recognizes it at once as an unmistakable team mate of Studebaker's world-renowned President and Com-

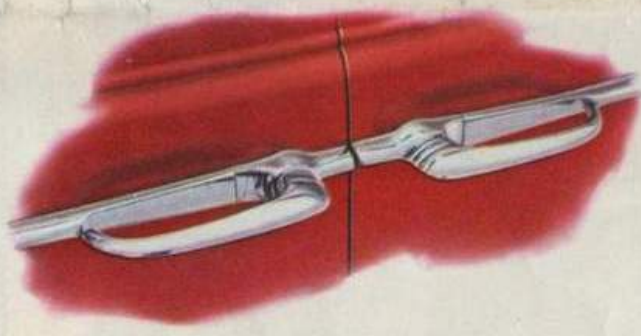
mander. Everywhere you drive it, you hear admiring compliments about its vigorous, modern, flowing lines that sweep back so gracefully from hood to trunk in unbroken symmetry. This Cruising Sedan's spacious interior, as pictured below, is finished and appointed in flawless good taste.



This convenient, full-size ash receiver is located on the back of the front seat in all de luxe Studebaker Champion Cruising Sedans.



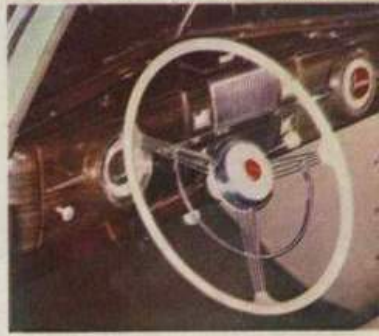
Smart window controls and arm rest door pulls exemplify the luxury of the appointments in de luxe 1940 Studebaker Champions.



Even the door handles are smarter than those in other lowest price cars—and these handles blend nicely with the Champion's attractive body belting of stainless steel.



In flawless good taste, these fittings are representative of the quality with which Studebaker styles the de luxe Champions.



This de luxe steering wheel is one of the many gratifying niceties that are standard in the de luxe Champions.



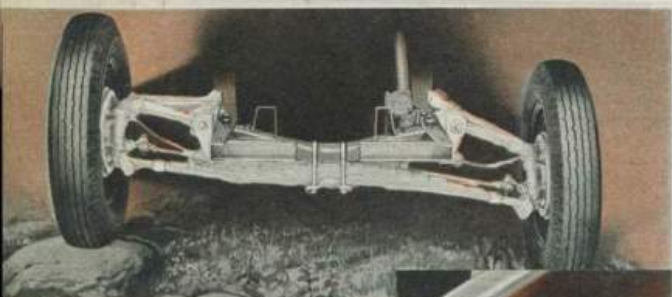
You ride in new comfort...you drive with new ease ...when you own this Studebaker Champion



Pick out a rough road like this and test the Champion's comfort—You find that this beautifully balanced Studebaker glides smoothly over ruts and obstructions that jounce and jolt you in other lowest price cars. Even a restless child can sleep soundly through miles of hard travel in a Champion. Old folks prefer the Champion for its easier ride.



You park with less effort and you make sharp turns more smoothly in this Studebaker Champion than in any other lowest priced car. That's because only the Champion in its price field has Studebaker's exclusive, variable ratio steering control and a direct action shock-proofed hook up between steering wheel and front wheels. In the picture at left above, you see how the Champion's twin-lever steering gear facilitates parking. At the right, you see how the Champion, aided by its self-stabilizing planar wheel suspension, stays safely close to the road edge, even when rounding turns.



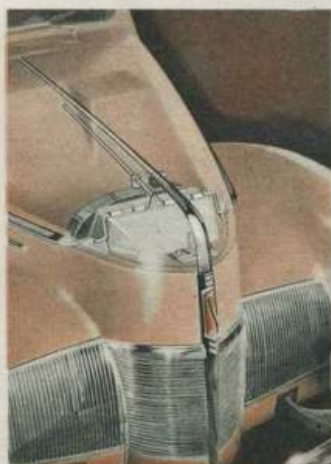
Here's the backbone of the Champion's marvelous ride—It's Studebaker's exclusive planar independent suspension. Not coils, but giant elbow-jointed arms of steel keep the car on a level plane. A full-width transverse spring and finest hydraulic shock absorbers further combine to steady the car and smother wheel jolts. No Studebaker planar suspension has ever failed.



Drive all day—then dance all night—You're fresh and unfatigued even after traveling hundreds of miles in a restful Studebaker Champion.



"It rounds turns with delightful steadiness," says Mary S. Klas, 1355 North Prospect Avenue, Milwaukee, Wisconsin, of her new Studebaker Champion. "It seems to me that Studebaker's engineers gave this Champion a feeling of balance that you don't experience in other lowest price cars."



The Champion's hood locks from inside the car—At your right hand's easy reach, is a new hood-locking lever that prevents anyone from raising your Champion's hood without your permission. In strange parking places, your battery and other under-the-hood equipment are safe. Your knee bumps the locking lever—reminds you to close it if you leave it "open."



Clear windows and comfortable warmth are assured by the Champion's Climatizer—This unique feature, located under the left side of the front seat, draws in outside air, filters it, warms it and then circulates it throughout the car. The floor is evenly warmed and all passengers are comfortable, even when it's zero or lower outside. The warm air is constantly changing and thus windows and windshield don't fog or frost. The Climatizer is available at extra cost in all 1940 Champion models.



Here's the smart new 1940
Studebaker Champion
 CUSTOM CLUB SEDAN

This flawlessly styled new Champion 2-door sedan has all the appealing exterior impressiveness of a Studebaker President or Commander. Yet, you may enjoy the prestige of its Studebaker identity for the same money you would spend

for an ordinary, undistinguished car. Unbroken streamlines give this Studebaker Champion Club Sedan the illusion of extra length and exceptional size. The Champion's smart, luxurious interior, as pictured below, is as roomy as it looks.



No extra charge for steering wheel gear shift in any Studebaker Champion—and how much roomier it makes the driving compartment!



Smoking while driving is pleasant because of this convenient location of the new Studebaker Champion's front seat ash receiver.



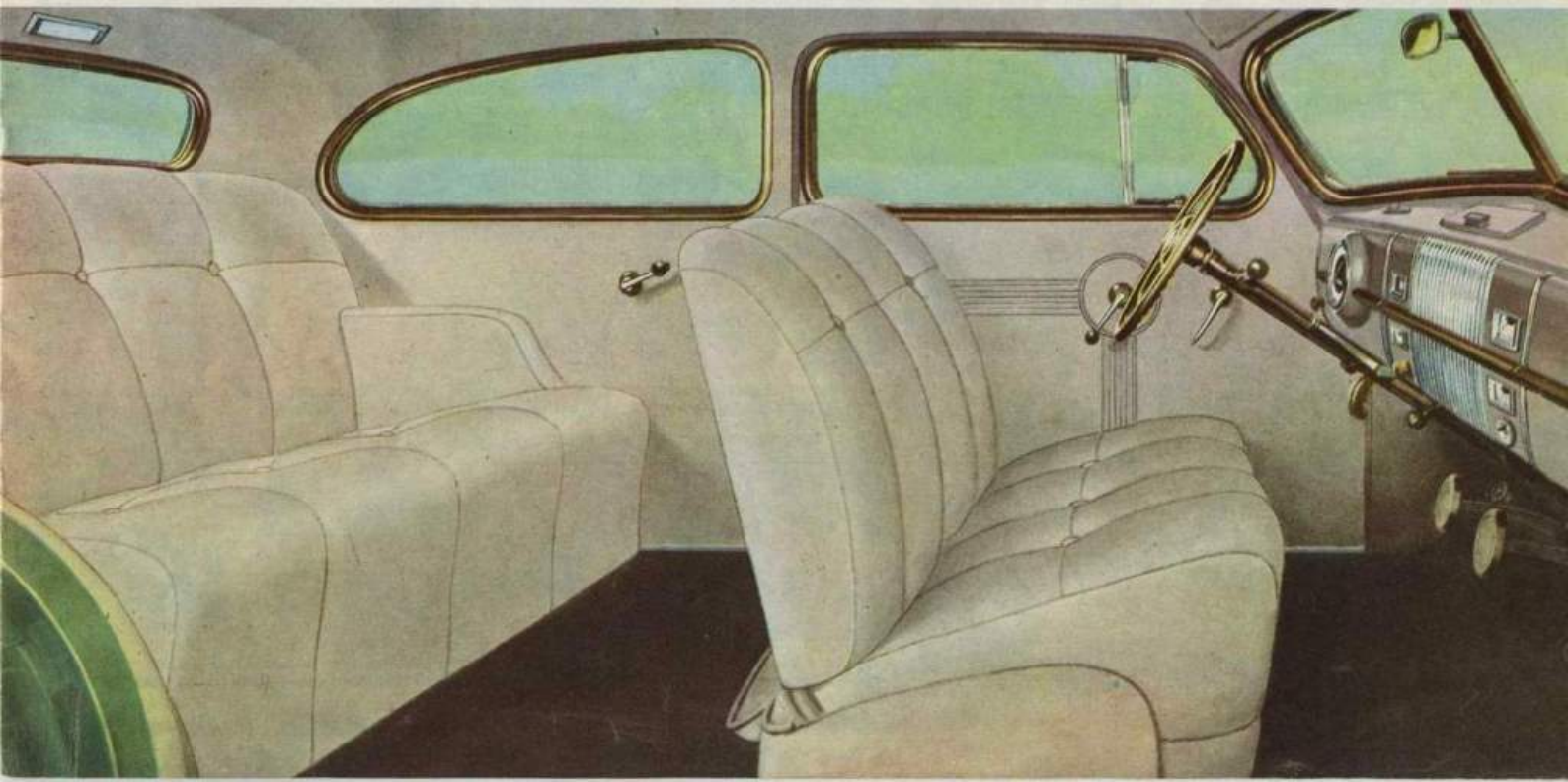
You get non-slam doors, too—at no extra charge—in all of the Studebaker Champion models, thanks to unique Hancock rotary door latches.



This commodious package compartment is located at the right end of the instrument panel. Theft-proof lock without extra cost.



Plenty of accessible trunk space in the Champion rear decks easily enables you to carry adequate luggage for everyone.



You save on gas, on tires and repairs, and on equipment, in this Champion



Tests show this Champion uses 10% to 25% less gas than other leading lowest price cars—That means a saving of 10c to 25c on every gasoline dollar—a sizable sum every month. This Studebaker Champion alone among the top-ranking lowest price cars offers you big gas economy because its efficient Studebaker engine is not handicapped by hauling useless pounds of cast iron.



Champion tires wear longer because they are not so heavily loaded—That means slow wear; and so, you buy new tires less often. You find, too, that Champion tires cost less than those of any other standard size lowest price car. Comparisons show that the Champion can carry more normal size passengers, within its tire capacity, than any other leading lowest price car.



You enjoy remarkable oil economy, too, in this thrifty, good-looking, powerful 6-cylinder Studebaker Champion. The Champion has full pressure lubrication—even to valve tappets. A floating oil screen automatically selects only the cleanest oil to be distributed.



NO EXTRA CHARGE ON ANY 1940 STUDEBAKER CHAMPION FOR STEERING WHEEL GEAR SHIFT, SEALED BEAM HEADLAMPS, PLANAR INDEPENDENT SUSPENSION, NON-SLAM ROTARY DOOR LATCHES, FRONT COMPARTMENT HOOD LOCK, NUMEROUS OTHER STUDEBAKER ADVANCEMENTS.

No extra charge in de luxe models for any of these indispensables



"We figure we save at least 25% on gas," report Mr. and Mrs. J. L. Bell of 34 Parkridge Avenue, Buffalo, New York. "It's certainly a big help with the family budget to have a car that's so good looking that's also so definitely economical month after month."



Twin tail lamps with safety reflector jewel



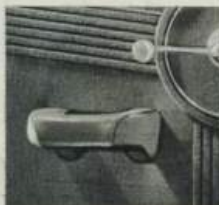
Theft-proof lock on package compartment on all models



Twin windshield wipers clean exceptionally large area



De luxe steering wheel with chrome horn ring



Leather covered arm rests and door pulls



Twin sun visors that are adjustable for either front or side protection



License plate light and trunk lock on all models

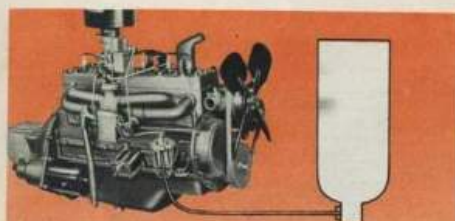


Broadcloth upholstery, custom tailored by master craftsmen

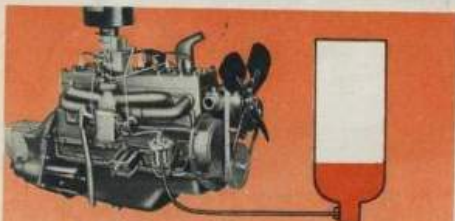


Aluminum scuff plates and stainless steel body sill trim

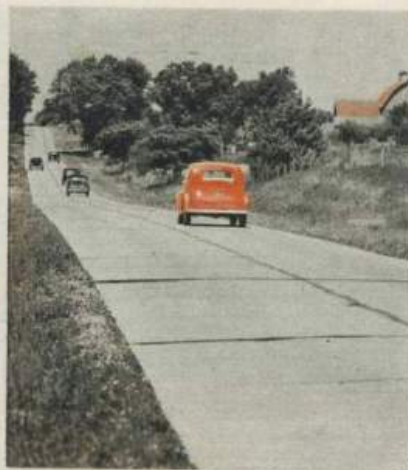
You get thrill-a-minute performance in this spirited modern Champion



Without overdrive, your motor develops more power than is required for cruising and wastes gasoline.



With overdrive, engine revolutions are reduced approximately 30%. You get two free miles from every gallon of gasoline.



Studebaker pioneered overdrive—and of course the Champion offers it—And the Champion is the only car among the leading lowest price cars that provides this gas-saving and motor-saving advancement. You make car momentum do the work of gasoline and reduce engine wear. Automatic solenoid control provides instant emergency acceleration in overdrive cruising speeds.



They toot no horns from behind when you're at the head of the line at a traffic stop in your 1940 Studebaker Champion. Other lowest price cars may be sluggish, but your brilliantly responsive 6-cylinder Studebaker Champion engine accelerates with lightning-fast action so that you're always safely and courteously in the clear of other cars sharing the road with you. Comparative tests show that the Champion excels all other cars in its price range in fast pick-up. On the open road your Champion's fast-action power is frequently a real protection.



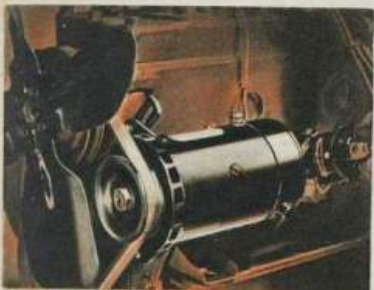
Uniform cooling of valves aids economy and performance. Repair costs are kept down—because warping, pitting, riding and burning of valve seats are prevented.



You top tough hills without engine labor when you're the proud owner of this smooth, powerful Studebaker Champion. Thousands who have owned other cars of lowest price enthusiastically acclaim the Champion's effortless mastery of even the toughest mountain grades. And, of course, your Champion's engine performs marvelously compared with other lowest price cars because it's hauling no bulky excess weight. That's one reason why traveling uphill in a Champion is so easy. There's no burdensome weight penalty on your car.



You get the safety of the automatic hill holder at slight added cost — You do no tap dancing when you start up, after coming to a stop on an upgrade, if you see to it that your Champion is equipped with Studebaker's automatic hill holder. Just by keeping the clutch pedal down, you keep the car from rolling back. Studebaker introduced the automatic hill holder. It's a safety aid that drivers acclaim—women drivers, especially.



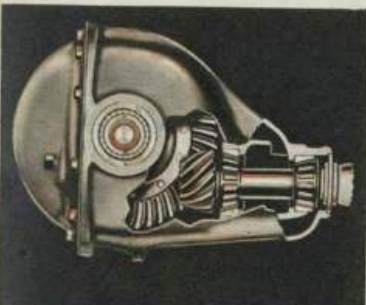
Full voltage and current controlled generator keeps the battery charged just right—regardless of car speed or the normal electrical needs of your motoring.



Needle-bearing universal joints reduce friction and a stiff tubular drive shaft stops whip.



Noiseless, accurate timing is assured by non-metallic positive helical gear drive. It has no stretch, needs no adjusting.



This Champion has a hypoid gear rear axle that's as silent as a watch and allows the use of a low floor level. Rear seat passengers get the benefits of a flat floor and increased leg room. In this feature, as in so many others, Studebaker quality is a real assurance.



Automatic engine controls give better economy and performance and lengthen engine life. Full-automatic vacuum spark control selector assures full knockless power. Automatic manifold heat control gives quick warm-up. Water thermostat in the water line maintains correct engine temperature.



Engineering executive commends the Champion's engineering! A. E. Ritchie, St. Louis engineer of 8316 Eaton Place that city says: "From an engineer's point of view, the Studebaker Champion has everything—quick getaway, economy and positive braking action."



Designed for you to be proud of! New 1940

Studebaker Champion

DE LUXE COUPE

You're an envied person whose good taste and keen judgment are outspokenly esteemed, when you proudly choose this impressive Champion, instead of an ordinary coupe. It's the best-looking lowest price car for business use or for two-person

families. And if you're frequently called upon to taxi "car-less" friends to and fro, you can graciously meet the occasion by selecting the new opera-seat Studebaker Champion Coupe model, pictured at the left, below. The 3-passenger model is at right.



Smart, protecting ventilating vanes that operate independently, deflect rain, snow and sleet, increase comfort.



Champion doors are commodiously wide so that you may enter and leave your car with ease and convenience.



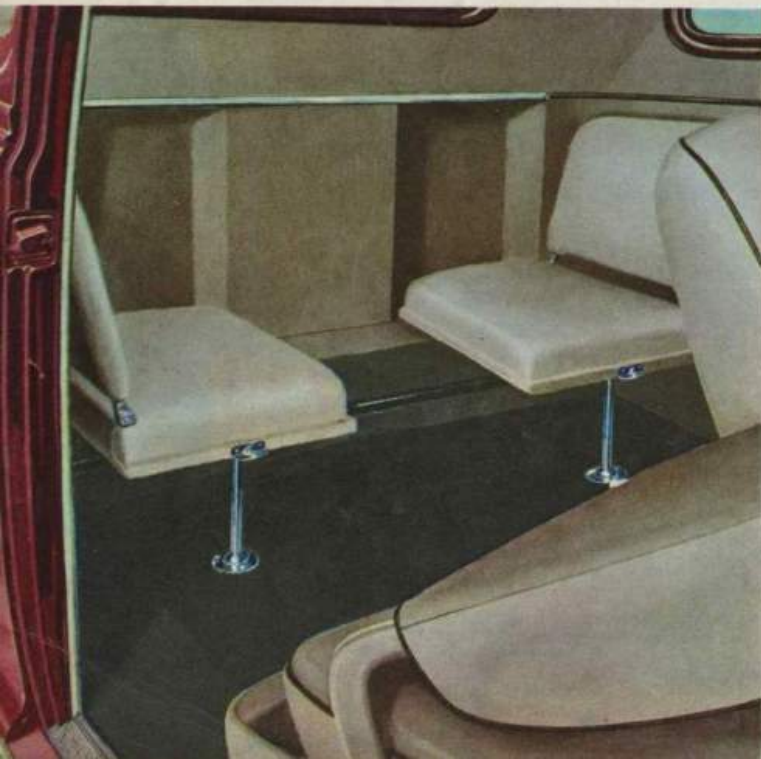
This good-looking instrument panel is one of the many reasons why the Champion ranks as America's smartest low price car. Radio and electric clock may be added to it if desired.



Coupe rear decks are very spacious and that means salesmen can easily stow away their large sample cases and bulky bundles.



You may reach into the trunk from inside your Studebaker Champion Coupe. A welcome convenience in disagreeable weather.



Experts say this Studebaker Champion is the safest, strongest, lowest price car



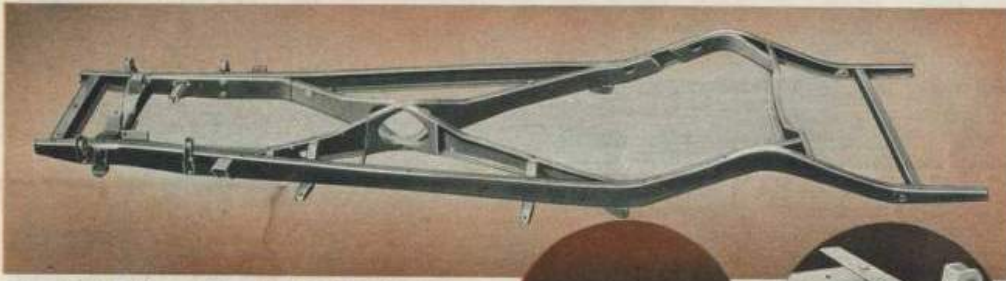
Here's how the Studebaker Champion's "sealed beam" headlamps light up the whole road—This advanced lighting method takes its place as a safety factor alongside four wheel brakes and safety glass. It makes night driving simpler and less of a strain because of the more efficient illumination and the permanently fixed focus of the two headlamp beams. A toe switch deflects the light for passing oncoming cars.



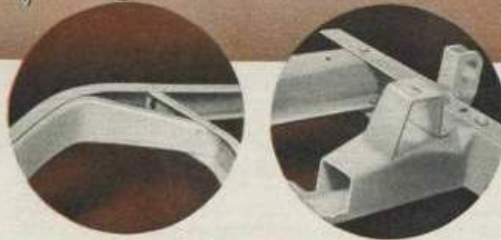
"Sealed beam" headlamps add safety to 1940 Studebakers. Pictured above is the newly developed "sealed beam" type of headlamp that's streamlined into the front fenders of each 1940 Champion model. This more efficient road light incorporates the lens, reflector and light source in a permanently sealed, dust-and-corrosion-proof unit. Reflector doesn't grow dim and hence has top illuminating efficiency.



Here's how the "sealed beam" is deflected for courtesy to other cars—The beam is not dimmed in intensity. It is deflected to the right of the road. And because the "sealed beam" headlamps are centered in the wide Champion fenders, you have additional night time safety. The "sealed beam" system adds 50% more light for greater safety in night driving.



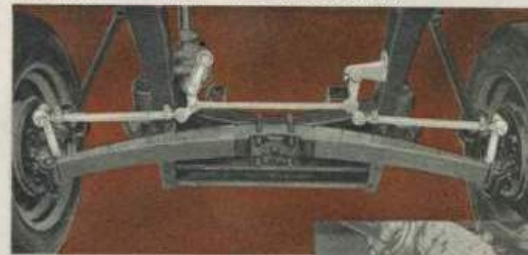
Bulwarked by box-section steel is the Champion's rigid straight-X frame. Most cars in the lowest price group use the cranked-X or off-set type of frame which permits bending and encourages twist when wheels strike road obstructions. The Champion's frame is five times stronger than conventional design.



They're showing how beautifully balanced this 1940 Studebaker Champion is—You can tilt a Champion to an angle of more than 57½ degrees without danger of upsetting it. That's because of the Champion's unusually low center of gravity which enables it to hug the road even when rounding turns at cruising speeds.



Champion brakes are smooth, foot-regulated hydraulics—You don't have to count on the speed of your car to give you swift, safe stopping with this type of brake. Your own foot action gives you the amount of pressure required. You stop without jerk, grab or swerve. And the Champion has a square inch of brake lining for every 26 pounds of car weight. A separate independent mechanical parking brake system assures you extra safety.



Here's how Studebaker keeps shocks from your steering wheel—Road shocks are absorbed by large bushings of live, oil-resistant rubber. The steering knuckle has both roller and ball thrust bearings to make the steering action of the Champion the best in its field.



You see clearly and safely through the Champion's high, wide, safety glass windshield—Not only corner lights but overhead lights are clearly in your driving vision. In visibility, as in every other way, this Champion is a thoroughly modern car.

The Champion's steel body is the safest in its price field—It's reinforced throughout by a stress-resisting bridge-work of steel. And you get the extra safety of steel box-section girders in the windshield pillar posts.



Studebaker Champion averages *27 1/4 miles per gallon!*

New A.A.A. round trip coast-to-coast record



Gas tank is sealed by A.A.A. official—and the seal will be broken only by an official A.A.A. observer traveling with the car. Every drop of gasoline and oil used by this stock model Champion will be impartially measured and checked.



Leaving San Francisco's Exposition! Here's the start of the greatest economy run ever made by a motor car. Across the continent and back—through fertile California, over Nevada's deserts, across the Rocky Mountains, into the east and New York World's Fair—3076 miles in 75 driving hours!



You can barely make out the Champion here in this typical mountain view but it's stepping serenely along at an average speed of 40.8 miles per hour to set a round trip coast-to-coast record for gas saving never equalled by any 6 or 8.



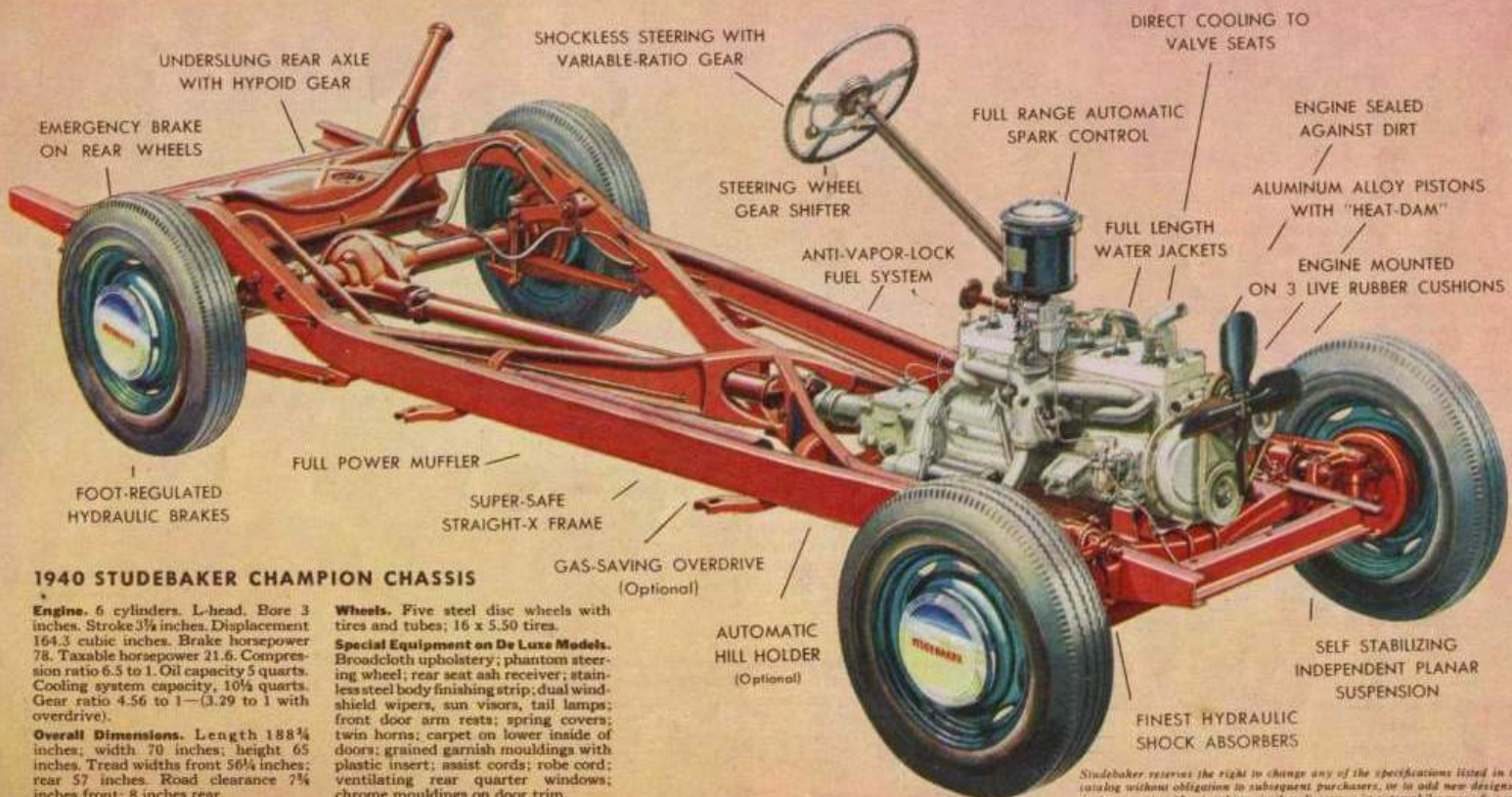
The Champion officially "checks in" at New York's World's Fair! Pictured are A.A.A. officials and World's Fair officials greeting this new economy record holder at New York. Not a repair was made, not a tire was changed, not a drop of water was added on the entire 6,144-mile run.



Here's the Champion on Utah's salt beds where so many car records are made. Despite desert heat and a pace of 614 miles per day the Champion took on no water.



Back to San Francisco and a new trans-continental record! This Champion sedan, with full load of passengers and luggage, equipped with automatic overdrive, averaged 27 1/4 miles per gallon for 6,144 miles. This is attested and certified by official A. A. A. figures.



Studebaker's permanent, expert craftsmen build long life, low repair cost, high resale value into every Champion



You get the same workmanship that made the Studebaker President and Commander famous—Studebaker craftsmen are sound citizens and friendly fellow townsmen who take personal pride in giving each Champion the same enduring quality that has distinguished all Studebaker cars for years. Pictured above are the Fawleys, one of the numerous father and son teams that you find throughout the Studebaker plant, carrying on a tradition of fine craftsmanship that began in South Bend when Studebaker was founded in 1852. When you buy a Champion, you do so assured that no disinterested transient has worked on an inch of it. Studebaker employs only highly skilled, conscientious residents of its own community to build the Champion as well as the President and Commander.



Studebaker workmen average 42 years of age—and they've been on their Studebaker jobs an average of more than 11 years.



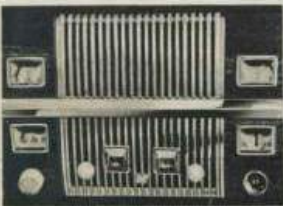
You're sure of a better than average trade-in price when the time finally comes for you to sell your Studebaker Champion. That's because Studebaker's craftsmen build more useful mileage into every Champion than any first owner of the car can use up.



Precision is second nature to the Studebaker craftsmen. They're paid for the quality rather than the quantity of the work they do each day. This means that you get a carefully built car, instead of a hurriedly built car, when you invest your new-car money in a 1940 Studebaker Champion.



"One Champion wasn't enough for me!" That's what Lou Wilson, ex-race driver now living in Los Angeles, said when he took delivery of his second Champion. "I know Studebaker workmanship and the Champion is Studebaker quality at its best." Mr. Wilson has raced cars in Europe and the United States and knows a soundly built automobile when he sees one.



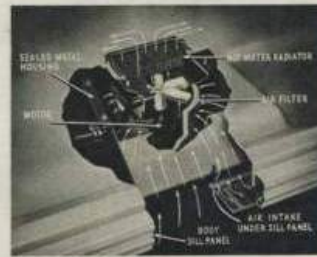
Touch control automatic tuning radio. Station selection is entirely automatic. Only one button to operate. Tuning is instantaneous. It's a custom set that's priced with the lowest. Concealed antenna is high capacity type—adjustable for long or short range reception.



Electric clock. Precision jeweled, built to high standards, regulated and run-in like a fine watch. Installs in the package compartment door. Indirectly illuminated.



Power defroster, a component part of the Climatizer, 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 clear in all weather.



Studebaker Climatizer is available on all Champion models. Central location under front seat keeps foot space free. Fresh filtered clean air, thoroughly warmed when required, is evenly distributed to front and rear.



Studebaker fog lights insure effective results when driving in fog, rain or snow.—they are available in pairs or singly with either amber or white lens.



Chromium wheel discs or stainless steel wheel mouldings are smart.



Grille and trunk guards of several designs are available. Guard illustrated above provides protection for fenders and lamps, front and rear. Guard shown at right may be installed front or rear.

STUDEBAKER ACCESSORIES



Luggage ensemble styled in beautiful striped linen. Designed to fit Champion luggage compartments. Available singly or in sets of three.



Controllable spotlight may be focused in any desired direction from the car interior. Locates signs and numbers easily.



15,000 miles in 14,511 minutes proves the ruggedness of the Champion

An official A.A.A. performance

UNDER CONTEST BOARD SANCTION NO. 3716



It's race day again at Indianapolis as Miss Alma Kaster, "charm" girl of the Indianapolis Star christens one of the two strictly stock Studebaker Champions which is all set to go after the 15,000 mile endurance record held by two Studebaker Presidents. Officials of Studebaker and of the American Automobile Association are shown at the "bon voyage" ceremony.



A.A.A. officials checked the run! Rigid rules of the contest board of the American Automobile Association governed both the stock model Studebaker Champions throughout the run. Gas, water and oil refills, tire changes, even minor adjustments were checked and approved by these impartial observers. Each Champion carried full equipment just as it comes from the dealer's showroom. No attempt was made to lighten the weight of either Champion or otherwise ease the strain.



All night as well as all day the two Studebaker Champions rolled off the miles, stopping only for necessary changes and relief drivers. Never since two stock model Studebaker Presidents set all records from 3,000 to 30,000 miles at the old Atlantic City board track had stock cars traveled so far, so fast, so economically. A broken fan belt and a broken windshield wiper were the only casualties sustained by these record-setting Champions.



The finish and the new "Champion"! A new "Champion" for cars of its size in endurance—and a new "Champion" for the distance in economy! Think of it—the two Studebaker Champion sedans in this 15,000 mile run each traveled the distance at a rate of 62.02 miles per hour. Yet even at this gas-eating speed they averaged 19.34 and 18.17 miles per gallon. And one of them is the Champion that had already set a new round trip coast-to-coast economy average of 27¼ miles per gallon!



Only 500 miles to go—that's the total distance the roaring racers run each May 30 at Indianapolis, yet these Champions each traveled as far as 30 such races. Studebaker made no attempt to push these Champions for speed records. The test was made to prove their ruggedness under pressure.



"I thought I'd seen everything spectacular that an automobile can do but I never expected to see two stock cars cover 15,000 miles in 14,511 minutes as two Studebaker Champions recently did on our Indianapolis Motor Speedway. That performance is certainly convincing proof of the quality of Studebaker workmanship."

T. E. 'Pop' Myers
T. E. "POP" MYERS
V. P. & Gen. Mgr.,
Indianapolis Motor Speedway