

# GOING STEADY WITH STUDIE



by  
*Bernice Fitz-gibbon*

## LOVE THAT NEW STUDEBAKER!



I've often said, and I really believe, that a car is among a woman's most important possessions. First her family, then the house, and then her car! It gives her so much more than "just transportation." It lifts her whole level of living, widens her world. A woman without a car is like a bird in a gilded cage. She needs a car to give her "wings." She needs the most care-free, dependable, smart, and economical of all cars, The Studebaker!

It's a rare woman among us who understands all the "nuts and bolts" and technicalities about a car. We're just not mechanically minded! Many of us, bless our hearts, think a "distributor" is a door-to-door brush salesman, a "condenser" has something to do with contented cows, and "transmission" is something we go through in psychoanalysis.

But, thank goodness, we don't have to know what's "under the hood"! We take our problems to expert mechanics. Just as we take our cavities to dentists and our clothes to the dry cleaners! However, there are a *few* things you should know about your Studebaker, without going into all the hard-boiled mechanical details that men seem to love to talk about. (I sometimes doubt if *they* really understand it all!)

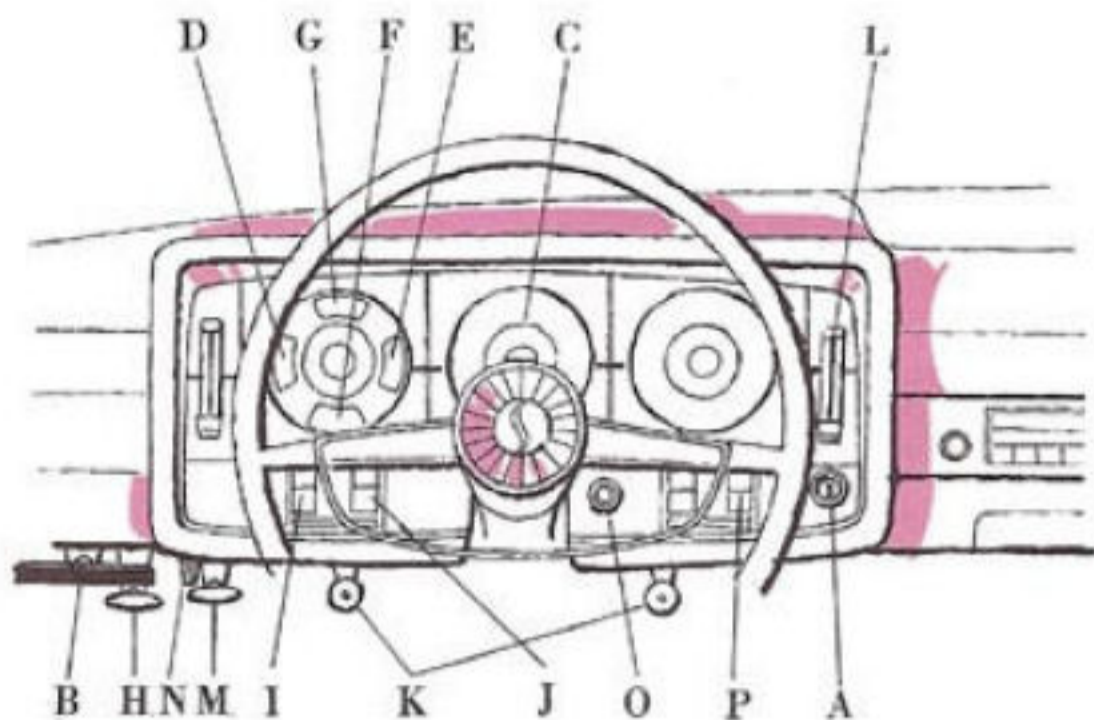
When you buy a new egg beater, washing machine or can opener, it's smart to take a quick run-through of all its features and capabilities first. From then on the whole thing is just a breeze!

This little book is intended to give you a few helpful hints on how to enjoy life in your new Studebaker. How to keep it running (and looking) like new. You'll find another booklet in your glove compartment called the *Owner's Guide*. Hang on to it! Besides all the helpful tips on operating your Studebaker and whatever optional equipment is on it, it also tells all about the wonderful, new Studebaker "PS" Protector Service that shows you in a jiff what to do and when to keep your Studebaker tip-top all the time!



MEN LOVE THE HARD-BOILED DETAILS

Now, this may be just female imagination, but I've heard it said that the whole world . . . even hum-drum things like the old 8:15, the laundromat and the supermarket . . . suddenly turn a delightful sky-blue-pink when you're behind the wheel of a Studebaker! So before you slip the key into the ignition lock, step on the gas and start Widening-your-World, let me say *Cheerio, Tally-Ho* and have yourself a ball going steady with Studie!



## EVERYTHING UNDER CONTROL

Come on, let's slip into your Studebaker and look around a bit! Do control panels and such make you a little queasy and uneasy, as giant computers and moon missiles come to mind? Then take a second look at this instrument panel. True, it has gauges and controls. (You really need these, you know!) But you'll find them all clearly marked, easy to see and read, simple to operate—almost as simple as a washing machine!

- |                     |                      |
|---------------------|----------------------|
| A. Ignition switch. | O. Cigarette lighter |
| B. Brake Release.   | P. Windshield wiper  |
| C. Speedometer.     |                      |

D. *Gasoline Gauge.* With your ignition key turned on, check this. Remember that as the needle moves toward "E" (for "empty") you still have a slight safety-reserve for gas in the tank . . . but don't stretch this too far, because the needle will stay right at "E" until the tank is bone-dry.

(A word about gauges—those pretty little clocks aren't just decorations! Each one is put there to warn you of situations which may need attention in order to avoid damage.)

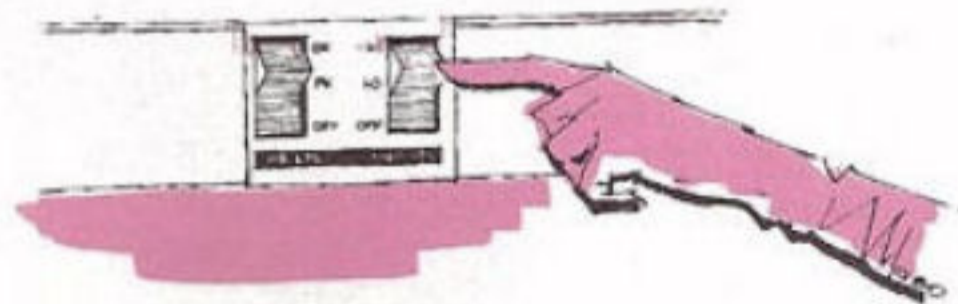
E. *Oil pressure gauge.* Under normal driving conditions, the needle should remain between 30 and 50. If it varies from this, you probably need more oil. However, if the needle goes below 30 or over 50 when you *do* have enough oil, something more serious is wrong. Go to a Studebaker dealer, or find some other competent mechanic right away (but keep the speed low).

F. *Ammeter.* This gauge tells you whether your battery is being charged. At road speeds, the needle moves to the "C" (charge) side until the battery is charged. Then it will hold near the center. At very low speeds, the needle may appear on the "D" (discharge) side. Turning on headlights will move the needle toward "C". Some fluctuation of the needle is normal, but if it moves to either side in an unusual way, ask your dealer to check the electrical system.

G. *Temperature Gauge.* Your engine's temperature is "normal" when the needle is at the center of the dial. If the needle should raise to the "H" (hot) area on the dial face, you should pull into a filling station or off to the side of the road and turn the engine off. Permit the engine to cool off. Then proceed slowly to the nearest filling station. (A tip on temperature control in heavy, slow hot-weather traffic—if you keep your engine running faster than "idle" while you wait for the light, it will pull more air through the radiator and keep the car from overheating.)

H. *Hood Release.* The man at the service station will be glad to release the hood for you, but it saves a little time if you simply pull out this release when you want the hood open. You'll find it under the instrument board on the left side of the steering column.

I. *Lights.* Push "head light" switch to first position for parking lights and tail-lights; push top of switch all the way down for headlights and tail-lights. Dim-Bright Indicator in the speedometer shows a red light when "bright" lights are on, no light when they are "dim." To *dim (or lower) the headlight beam*, there's a toe-operated switch just left of the foot brake (left of the clutch if your car has standard transmission). Press this to dim, press again to return to "bright."



TOGGLE SWITCHES AT YOUR FINGERTIP

J. *Instrument lights.* To operate instrument panel lights, push "instrument lights" switch to first position for soft; push top of switch all the way down for bright.

K. *Fresh Air Vents.* Two vents, one on either side of the passenger compartment, bring fresh filtered air into your car. To operate, pull one or both vent controls open. To close, push all the way in.

L. *Heater-Defroster.* Your Climatizer keeps you beautifully warm in the coldest weather with a consistent level of recirculated fresh warm air. Please refer to Climatizer Operation page 19.

M. *Overdrive Handle.* Your Studebaker may be equipped with Overdrive for greater gasoline economy and longer engine life; if so, you'll find all the operating information in the Owner's Guide.

N. *Instrument Light Brightness.* Here's an example of the thoughtfulness Studebaker has for us gals. The little knurled knob, like the cap on your favorite toothpaste, turns right or left to give just the amount of instrument lighting you want. The men, God bless 'em, call it a rheostat switch!



THOSE DEAR LITTLE CLOCKS  
AREN'T JUST DECORATIONS

### FOR YOUR PROTECTION...

A look around your Studebaker will show how many safety features are built in. Extra large doors (no head-bumping). Flat floors (no doorsills to catch your heels). And the recessed instrument panel—thickly padded to protect from bumps and sudden stops.

Another feature for your safety is the "split brake" system, standard on all Studebakers. This is the safest hydraulic brake system known. If one-half of the system should fail, the other half will stop you! Or, you may have the optional disc brakes—they're power-assisted and stop quicker, straighter and smoother under any road or weather conditions.

If your Studebaker has a supercharger, you know you have the reserve power to pass *any* car safely.

Another safe and pleasant feature is the "picture window visibility," both front and rear, with wide expanses of unobstructed view. It gives you a comforting feeling of knowing *exactly* where you're going—as you sit behind the wheel.

Still more protection is provided by the front seat belts and the built-in anchorages for installing safety belts in the rear! Studebaker was the first manufacturer to factory install seat belts in all its cars!



PICTURE WINDOW VISIBILITY

### GET SET...

All right! Now you're cozy as a kitten in the driver's seat. Isn't it comfortable, like your favorite easy chair? Make sure the seat is adjusted to your best driving position. To adjust the seat, raise the lever under the lower front edge, move the seat forward or backward to the position that's just right, so that you have plenty of room to stretch, bend, wiggle around and wave at your friends if you want to!

If your car has reclining seats, you'll find that each reclining seat has a lever at the side. These adjust the seats to any one of 7 positions from upright to horizontal, making a bed with the rear seat. If you or your children or passengers should feel like a cat-nap or even a whole night's sleep on a long trip, this is a heavenly convenience.

### GET STARTED...

Now for the key—the ignition key is the shield-shaped one which also locks the doors; the round key is for the trunk and glove compartment. To start your car, be sure your gear selector lever is in Neutral or Park; depress the accelerator just once, then simply turn the ignition key all the way to the right. When the engine starts, release your pressure on the key. (If you should want to use the accessories while the engine isn't running, turn the ignition key to the left.)



WIGGLE AROUND AND WAVE

If the engine is cold (hasn't been used for the last 3 or 4 hours) press the accelerator pedal all the way to the floor and let it up again *before* you turn the key.

If the engine is warm, push the accelerator one-third of the way down and hold it there while you turn the key, releasing the accelerator after the engine starts.

One little hint! Once in a while you may get over-zealous with your pressure on the gas pedal and flood the motor. The cure is simple. Just push the pedal flat, all the way to the floor, and hold it there till engine starts.

### THEN GO!

Comfortable? Then you're all ready to sail away—to the store . . . to the pool . . . to tea with the girls. Let the engine warm up a bit before you drive off.

Hear that comforting, soft purr? That means that you're all set for the smoothest, most relaxing ride of your whole life in your new Studebaker.



THAT COMFORTING SOFT PURR

Is the parking brake released? You'll find a black T-handle for this just underneath and to the far left of the instrument panel. To release the parking brake, pull the handle out about an inch, then release it. You don't have to twist or tug. A light touch is all that's needed.

To put the parking brake on, you'll find a handy foot pedal near your left foot. Step lightly on this pedal, and the parking brake is set till you're ready to go again. You'll find this method of setting and releasing the parking brake is a wonderfully convenient improvement over the push-pull type of brake handle.

### THE CARE AND FEEDING OF YOUR NEW STUDIE

Like any young mother with a brand new baby, you're likely to get all kinds of off-beat, off-key, mixed-up and conflicting suggestions about how to take care of your new darling. This kind of bewildering advice has a way of making the whole thing look more complicated than launching a rocket, knitting a sock, or even changing a diaper. Especially some of the rules you hear on how to "break in" your new car. The thing to do is smile, look attentive (but turn a deaf ear) and follow these 5 simple rules:



LIKE A MOTHER WITH A BRAND NEW BABY

1. drive under 50 mph for the first 500 miles.
2. drive under 60 mph for the second 500 miles.
3. change oil without fail at the end of the first 1,000 miles. See your Protector Service booklet for proper grades of engine oil to use.
4. give the engine a chance to warm up at a low speed before stepping up to 50 or 60 mph.
5. drive at varied speeds during the break-in period. Don't hold the car at a steady 50 or 60 mph, but *vary* the speeds for the first 1,000.

## NIFTY AND THRIFTY —

Your new Studie is one of the world's most economical to operate. It will eventually save you stacks of lovely folding money because it's designed for use with *regular* gasoline. Just pick yourself a well-known brand and use it regularly. (Note: If your car is equipped with a Jet-thrust engine, it will require a premium gasoline.)

Engine oil should be of good quality, preferably from containers bearing the label "for Service MS", alone or in combination with any of the following: MM, ML, or DG. And, of course, use thinner oil in winter than in summer. The Owner Protector Service Booklet has a fully detailed explanation of the proper oil types you should use, and everything else you need to know about maintenance, including Studebaker's new PS "Protector Service" that takes all the "fret" out of car care for us gals—and for hubby, too!



SAVES YOU STACKS OF FOLDING MONEY

## DOES YOUR STUDIE NEED TLC? (Tender Loving Care)

Not an awfully lot, really. Just the normal everyday essentials of good housekeeping will keep it looking gleaming, chic and well groomed.

The beautiful no-wax Sapphire Lustre finish on your new Studebaker saves you the trouble and expense of waxing and polishing treatments. Also, you'll find that the clean simple lines and smart functional exterior make it as easy to "shampoo" as sudsing your hair.

However, if you just love wax and polish (some people have a mania for extra high luster and sparkle) . . . one of the best ways to keep the finish shiny-clean

is to have your Studebaker dealer apply Lustur-Seal No. 1. This power-applied preparation will protect and give luster to the finish for years to come.

Occasional washings and no-rub applications of Studebaker Haze Cream (about 3 times a year) will keep your Studie's good looks glowing. Never apply wax or wax polishes, they'll make a dull haze. Lustur-Seal and Haze Cream are the only products that are really perfect for adding flash and glamour to the jewel-like finish.



A FEW FLICKS OF A WHISK BROOM

Inside the car, the high-fashion fabric, carpet and vinyls look new and glowing after a good frothy suds of neutral soap and warm water, just as the upholstery and carpet in your home do. The *Owner's Guide* gives you details on removing all kinds of stains and dirt.

Your white sidewall tires can be kept clean with a regular washing. Also, there's a special White Wall Tire Cleaner (SP-50112) that takes off the stubbornest marks quick as a wink.

Here's a short-and-sweet way to clean inside windows where cigarette smoke and humidity sometimes create a film. Spray on a bit of aerosol window cleaner and whisk it off with facial tissues.

Stodie's wide doors and "floors flush with the door sills" make housekeeping easy as breathing. No grooves or wells in the floors to accumulate flotsam, jetsam, loose dimes and bobbie pins. A few flicks of a whisk broom and your living-room-on-wheels is neat and clean as a pin.

## ZOOM PLUS ROOM

You'll notice lots of other nice things about your Studebaker, too. Pleasant little surprises that you *won't* find in most other cars. First, the ceiling high enough so it won't squash your dazzling new hair-do. King-size doors, broad and big, give you that wide-open-spaces (never that help-I'm trapped) feeling! They let you slip out like a movie queen—without tugging at your skirt, or scrounging your knees around.

The back seat's wide, ample and roomy as your favorite love-seat. Bundles, books, briefcases, blankets, babies can stack inside without cramping or confusion. You can haul the whole family, the neighborhood gang, 2/3 of the little league team, or a brace of beautiful bouffant-skirted bridesmaids . . . in luxury, comfort and style.

Even the trunk, with its streamlined low-lift opening, is a dream of ease and convenience. No bottomless pit where packages hide in corners and oranges roll out of bundles never to be seen again.



SLIP OUT LIKE A MOVIE QUEEN

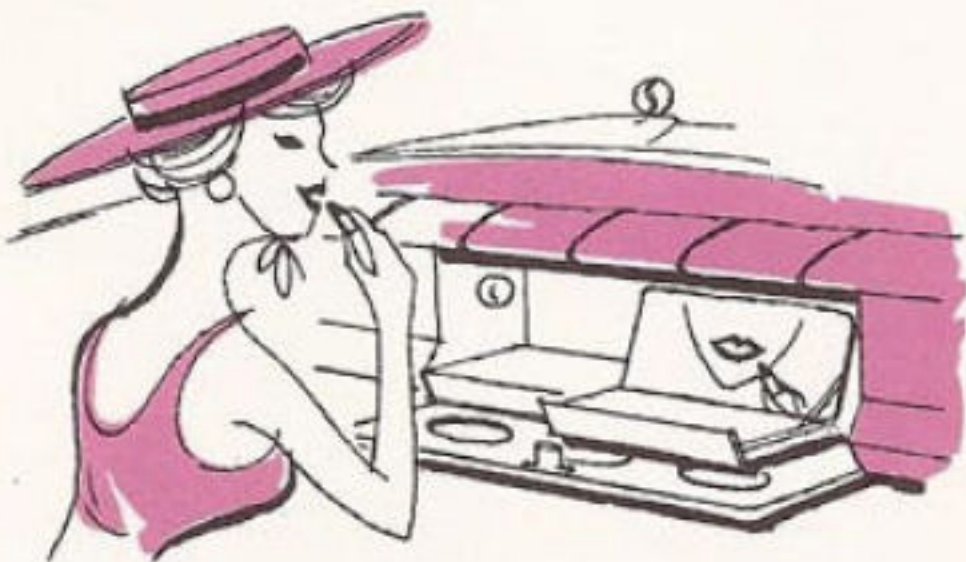
## BETWEEN US DOLLS

Do you tell everything? Of course not. Some of the little details of running the household smoothly, keeping yourself looking beautiful, are little mysteries only you know. Your Studebaker, like a woman, has a few of these girl-type secrets.

For instance, how to drive with windows open and still keep your fascinating new hair-do from getting windblown. The side window vents, plus the ventilators, will cool you without a rumple.

Storing away little necessities presents no problem. It has a wonderful wide glove compartment, and in models with bucket seats you have a console between the front seats with a secret compartment to hide your cologne, library books, Bikini, or whatever!

The glove compartment isn't just for gloves, as we all know, but Studebaker's glove compartment is special! The door opens flat to become a picnic tray with indentations to hold cups. Handy!



BOO . . . YOU PRETTY THING!

Another Studebaker secret is the "Beauty Vanity". Pull out the tray in the bottom of the glove compartment, lift the cover, and—surprise—a large mirror! This should end for all time the favorite male gripe, "Will you *please* remember to put the rear view mirror back in place?" The vanity tray itself has room to spare for all your beauty needs, plus ample space in the oversize glove compartment for sundry masculine requisities, such as maps, flashlight, pipe tobacco, and the like.

You can lock the doors of your Studie from the outside with a key, from the inside by pushing down the lock buttons. The rear doors have a special safety feature—once the button is pushed down you must pull it up to unlatch the door (prevents youngsters from inadvertently opening the doors!) I always feel it's wiser when a woman is driving alone at night to have all the lock buttons pushed down.

There are some wonderful extras you can add—little things that mean so much when you need them.

Like the Climatizer. It's thermostatically controlled and it ventilates, heats and defrosts—just beautifully. And the Air Conditioner. Cool, girl, cool.



COOL, GIRL, COOL

Naturally, you're never going to fluff your "perfect parking". (Unless, of course, some unidentified park-and-run character barges into you in the lot.) But, in case a chip of enamel should get mysteriously scratched from your car's stunning surface, here's what to do. Get your Touch-up Paint Applicator Kit described in your Accessories Catalog, flick on a fleck of your own color enamel. Let it dry in the breeze as you drive on home. See what I mean?

Back-up lights are a wonderful boon, too. With these you can see where you're at when you back up at night (you can see where you're going too!).

And a host of other accessories—like cushion toppers to protect the upholstery, luggage racks, radios, electric clocks, windshield washers, tissue dispensers that double as little boxes, helpful outside rear view mirrors for the door or the fender. (You'll find these and others described in the Accessory Booklet in the glove compartment.) Whatever accessory you'd like to make your motoring more convenient, just ask your Studebaker dealer.

## HOW TO CHANGE A TIRE

It's no fun to change a tire and I hope you never have to. Every woman knows that if there was ever a time when plain unvarnished feminine charm and good old-fashioned "girl appeal" comes in handy, it's that unhappy moment when a tire problem develops on the road.

Here's my advice. Put on some fresh lipstick, fluff up your hairdo, stand in a safe spot *off* the road, wave and look helpless and feminine. If this doesn't do the trick I guess I've over-estimated men, especially truck drivers!

If passing males don't come to the rescue, try to get to the nearest phone and call a service station. If neither of these plans works out, as a last resort, turn to your *Owner's Guide*, which tells you exactly how to change a tire.

Don't get excited, simply follow the rules... just as if you were putting a new needle in your sewing machine. And as you tighten that last lug-nut and snap on the hub cap, you'll feel a wonderful rewarding surge of self-reliance that you *never* felt before!



LOOK HELPLESS AND FEMININE



## THE MAN IN THE GRAY FLANNEL OVERALLS

When you visit your beauty parlor to refurbish your charm, you know exactly what to expect of Antoine when it comes to little "extras" like a smart styling, combing, spraying. All those pleasant bits and et ceteras ... you get *in addition to your shampoo!* It's the same when you drive into a modern service station. You have a right to certain services in addition to having gasoline put in the tank. Make sure that your station gives you the full gamut of attention. Here's a point-by-point chart you can use to make sure you're getting proper service!

- Be sure that the attendant knows your Studebaker uses *regular* grades of gasoline. Only models with Jet-thrust need premium grades.
- Your car is never fully serviced until the attendant has opened the hood and (1) checked the radiator for proper level of coolant, (2) checked water level in the battery, (3) checked the oil, (4) filled the windshield washer tank (if your car has one). If your car is equipped with Flight-O-Matic (automatic transmission) the fluid level should be checked at every lubrication.



WHAT TO EXPECT OF ANTOINE

- The windshield, rear window, and your rear-view mirror should be cleaned.
- Have the tires checked. Don't let 'em forget the spare tire. A flat spare is no spare at all.

## WOMEN AREN'T DAREDEVILS

We hate danger and violence. Men may think of their cars as gleaming demons of surging horsepower roaring vertically to the pinnacle of Pike's Peak. But not us! We want plenty of power and performance, but we don't feel any mad, irresistible urge to push the pedal flat and zoom around the track at Indianap-



NO MAD URGE

olis. To us, a car is a beautiful, functional way to accomplish all kinds of pleasant things—gracefully, stylishly and *safely!* So here are seven sane ideas on *that* important subject!

1. When driving on an expressway, use distractions such as the radio or conversation to help prevent "highway hypnosis." You can help ease tension by altering the position of the driver's seat or stopping for relaxation and coffee. At night avoid looking directly at headlights of oncoming traffic—watch the right edge of the roadway.

2. If you have to pull over to the side of the road, turn the ignition key to the "accessory" position and set the turn indicator to the signal for a left hand turn. A flashing light gives far better warning than a stationary light.

3. For emergencies at night, it's wise to keep a flashlight in your car, and reflecting lights which you can set up on the side of the road so approaching traffic will know you're there—and in trouble.

4. Don't follow the car ahead of you too closely. A good rule-of-thumb is to allow one car length between you and the car ahead for every 10 mph (5 car lengths if you're driving 50 mph), and even more if road conditions are less than ideal. (*Note:*

If you have a standard shift with the exclusive Studebaker Hill-Holder, you're all set for stopping on the steepest hills. When you come to a stop, push in on the clutch as you brake. By keeping clutch depressed, brake remains "ON" and your right foot is free to use the accelerator. When you release the clutch, the brake is released.)

5. When parking on a grade, leave the car in gear (or "Park"), use the parking brake and turn wheels toward the curb. If the car is facing down-grade, turn front wheels *toward curb*, and *away* from curb if up-grade.

6. Don't start the engine of your car in a closed garage. The exhaust fumes of any car contain carbon monoxide, which is a deadly—and fast-acting—toxic gas.

7. Know the laws of your state "by heart". Except for minor differences, they'll serve you in good stead *wherever* you drive.



KNOW THE STATE LAWS "BY HEART"

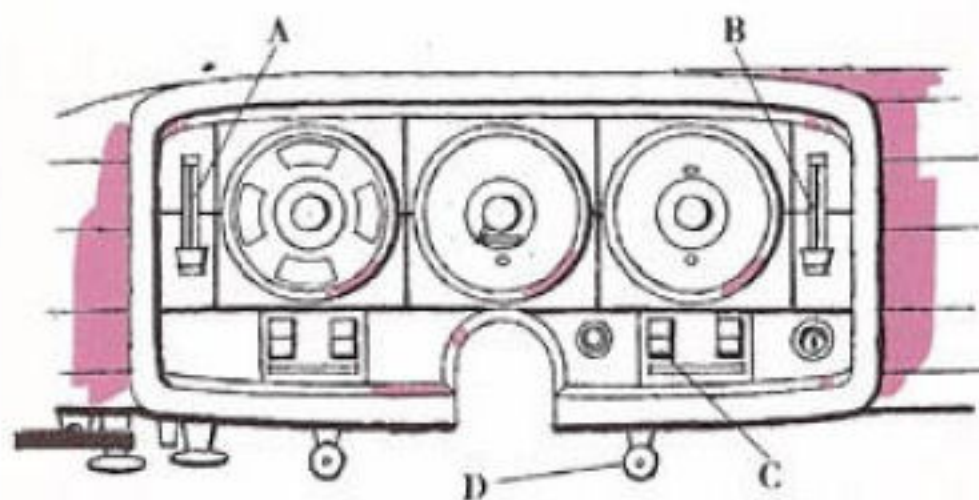
### COPING WITH BAD ROAD CONDITIONS

The driving's fine when the weather's likewise. But there are a few precautions you should take in the

snow or the rain. Or on sandy or muddy side roads. If you encounter rain, snow or ice, best slow down to the point where you feel "in control."

On slippery roads, don't brake sharply! When you come to a stop, pump the brake pedal lightly before you apply the pressure for a complete stop. Abrupt braking can cause your car to swerve.

If it's snowy quite often in your part of the country, you'll be wise to prepare for winter with "snow tires." Your Studebaker Dealer has these.



### DON'T FRET ABOUT THE WEATHER

- A—DEF—Air Flow Control
- B—HEAT—Hot Water Flow Control
- C—FAN—Blower Speed Control
- D—Fresh Air To System

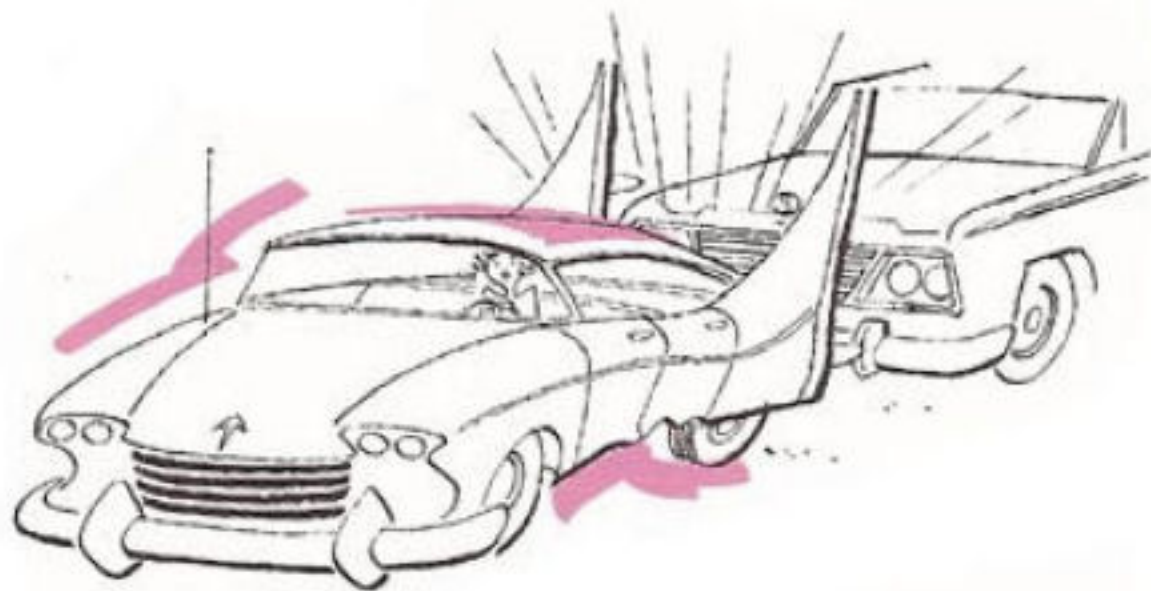
This is your Climatizer, designed to keep the "weather" inside just perfect, no matter how unpleasant the outside weather may be! Be sure control knob D is always pulled out, for that brings in fresh air to heat or cool as you wish.

*For maximum heat inside the car—*Move A to full up. Move B to full down. Switch C to high speed.

*For maximum defrost—*Move A full down. Move B full down. Switch C to high speed.

*For maximum defrost and heat—*Move A mid-way. Move B to full down. Switch C to high speed.

After interior of car has warmed up, push up B a bit until the temperature is just right. (You'll find full details on the Climatizer in your *Owner's Guide*.)



THAT AWFUL CRASH

### FORESIGHT PLUS HINDSIGHT

In your Studebaker, you have plenty of *both!* Wonderful visibility plus easy parkability. So you aren't likely to make any "fender faux pas" or get into curbside bumper tiffs... as drivers used to in the old tailfin-era.

Yes, now you can forget those dear dead days when old fashioned ladies in cartoons used to say to one another "The thing I hate about parking... is that awful crash!"

But just in case you get into some sort of tangle, be sure to follow all the rules of accident etiquette!

Get the names and addresses of the other driver, his passengers, the owner of the other car, the name of his insurance company and the car license number. Also the names and addresses of any witnesses.

Keep cool and calm and write down the time of day, date and place of the mishap. Some people advise making a sketch of the scene showing traffic signals, intersecting roads, pedestrians and other vehicles.

It might be a good idea to make a note of the weather conditions, direction and speed of other vehicles, and any damage done.

Never sign any kind of paper or make any statements except to answer police questions. Have the names of your attorney and your insurance company, and your insurance policy number in the glove compartment of your car.



CURBSIDE BUMPER TIFFS

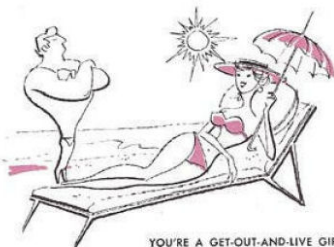
If it's necessary to call the police, don't move your car till they arrive.

You'll find your insurance policy gives you complete details on these matters, so better read it!

And above all don't worry! Your Studebaker is specially engineered and designed to give you the safest, most *non-accident-prone*, carefree driving you've ever enjoyed in your life!



CAREFREE—THAT'S YOU



YOU'RE A GET-OUT-AND-LIVE GIRL

### IF YOU'RE IN A STUDEBAKER... WAVE!

Because now you're a full-fledged Member of the Club. You're a girl with a GOAL. (Meaning you're a *Get-Out-And-Live* girl!)

With your car you're on your own, free as a bird. You've suddenly discovered that parking is a pleasure, traffic is a breeze, turning's no trick at all, and happiness is a thing called Studebaker!

If you have a Wagonaire, you and your passengers will dote on that fresh, airy "wheel" feeling you get when you slide open the roof. Kids love that "wide open spaces" feeling, and you'll find it wonderfully handy for loading, hauling, and unloading all sorts of out-sized things—from boats to that lovely old wing-back chair you got at the auction (with hubby doing the muscle work, of course!)

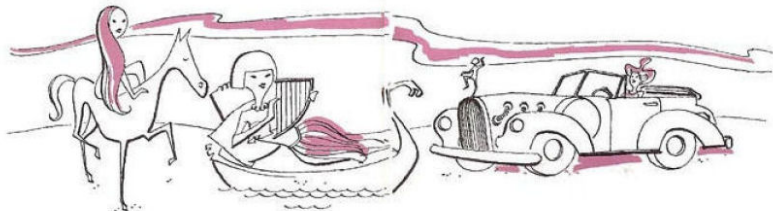
### PROTECTOR SERVICE

As any doll knows, nothing kills romance any faster than neglect. At the same time, there's nothing Studebaker wants any more than to keep this tender thing going between you and your new car. Studebaker's prescription for lifelong romance is called Protector Service—PS for short. PS is available at your Studebaker dealer's Service Department, along with factory trained mechanics and full shelves of authorized Studebaker parts. It consists of scheduled periodic inspections and routine maintenance service, like lube jobs. It doesn't cost much money and, as any doll knows, nothing helps romance like money. In fact, Protector Service saves you bundles by eliminating costly repair jobs. And, PS preserves the value of your car by keeping it in tip-top condition during your life together. At the end, if there has to be an end, you hit the jackpot at trade-in time. If there's anything about Protector Service you don't understand, your Studebaker dealer will be happy to answer your questions. He's the man who knows Studebaker best and cares most. Happy honeymoon!

P.S. Don't forget the name—Protector Service.

And now as you set out for fun and adventure on the open road I know just how you feel! You wouldn't trade your car for two mink coats, wall-to-wall carpeting from attic to cellar, five years on the Riviera, or a couple of marble swimming pools.

Cleopatra had her barge, Lady Godiva had her horse, your great-grandmother had Shanks Mare, your mother had her old-style oversize "chariot." But, lucky you, you have a Studebaker! So Hi!



LADY GODIVA HAD HER HORSE...

CLEOPATRA HAD HER BARGE...

## Bernice Fitz-Gibbon

has never changed a tire in her life, but she *has* changed the way America looks at women.



It's been easy for Bernice to find out what makes gals tick. You can't spend 30 years masterminding Macy's, Wanamaker's, Marshall Field's and Gimbel's without learning something about the female of the species.

Bernice mothers and grandmothers a lively burgeoning family—runs a booming dairy farm in Wisconsin—writes books, columns, articles—and travels the country up, down and sideways telling people, panels and professors what women are all about. And being listened to—for Bernice is fresh as the mint in a julep. Fitz, as most people call her, has plenty of warm, witty things to say about women and automobiles in her book and movie "All Dressed Up and No Way to Go." A few fast Fitz-Gibbonisms:

*"An automobile is good for what ails you. It unjangles your nerves, ramboses your neuroses, gives you a more useful, exuberant, adventurous life."*

*"Without a car . . . a woman is a prisoner in her own home . . . all dressed up and no way to go!"*