

**A NEW CAR
FOR A NEW
WORLD**

NEW in design, NEW in construction,
NEW in performance . . . brilliantly
satisfying the needs of the New World
of modern motorists.



The NEW

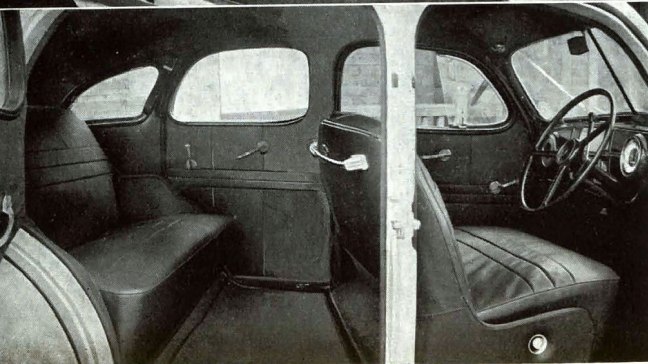
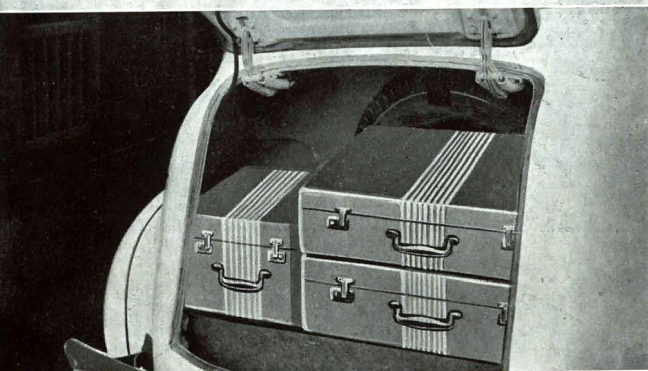
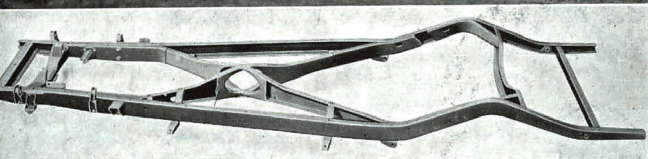
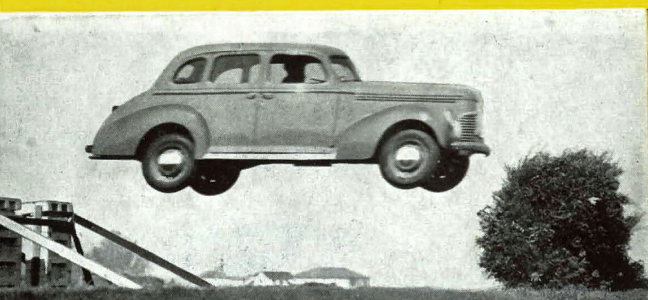
STUDEBAKER

Champion

STUDEBAKER

Champion's

SAFETY-STEEL BODY



Four years of research produced this special X member Champion Frame. It's a powerful frame—the rigid twist-resisting, straight X type that Studebaker's rigorous safety standards demand. From cowl to front wheels, where road jolts are greatest, strong deep steel box-section side rails give this Champion's understructure tremendous resistance to shock.

On this powerful frame is built the Richards' Safe-T-Steel Body, which includes one-piece all-steel roof construction. The interiors of the Champion models have sparkling distinction. Upholstery is of first grade specially selected chrome hide with form-fitting seats and upholstered side arm rests and arm rests on front doors. Seats and springs are deep and comfortable. Parcel compartments are unusually capacious, with locks. These bodies are carefully insulated to deaden sound and exclude exterior temperatures. Note the convenient New Front Seat Adjuster and Studebaker's Exclusive Rotary Locks.

An abundance of room is found in the Luggage Compartment of the new Champion. Graceful, flowing lines have completely concealed this most utilitarian compartment. The spare tyre is carried in upright position to provide more luggage room.

All of the Room, Comfort, Power and Performance of ANY Car, plus—10 to 25% BETTER PETROL MILEAGE than any competitive car

SPECIFICATIONS

ENGINE: Entirely new high efficiency L-Head 6-cylinder engine; 3in. bore, $3\frac{1}{2}$ in. stroke, piston displacement 164.3 cubic inches, actual horsepower 78 at 4,000 r.p.m., rated horsepower 21.6. Metal plated bearing type aluminium alloy pistons incorporating heat dam principle and "Ferrox" non-scratch rings; compression ratio 6.5 to 1.

TRANSMISSION: Warner Synchro-mesh type, three speeds forward and reverse. Remote type gear-shift control mounted on steering column. Free-wheeling and over-drive giving direct ratio of 3.29 to 1, available at extra cost.

REAR AXLE: Semi-floating type with chrome steel axle shafts. Hypoid gear final drive. Timken tapered roller bearings used throughout rear axle construction. Standard ratio of rear axle gears 4.56 to 1, reducible to 3.29 to 1 by over-drive, which is optional at extra cost.

DRIVE SHAFT: Hotchkiss type drive with tubular propeller shafts and two needle bearing pre-lubricated universal joints.

STEERING GEAR: Symmetrical direct action steering gear giving variable ratio 19.5 to 24. 17in. thin-grip, 3-spoke steel-core steering wheel.

CLUTCH: Single plate dry disc type with vibration damper springs, self-cooling through ventilation.

BRAKES: New self-equalising smooth action hydraulic pressure. 57 per cent. front pressure. 43 per cent. rear pressure. Hand-brake operating on rear wheels. Automatic hill-holder available at extra cost.

SPRINGS: Independent planar type transverse front wheel suspension including Houdaille inbuilt double action shock absorbers. Rear springs semi-elliptic mounted in rubber seat shackles.

LUBRICATION: Full pressure system to all main, connecting rod, camshaft bearings and valve lifters. Floating oil screen ensuring continuous supply of clean, crankcase oil. Oil capacity 5 quarts. Helical gear driven oil pump.

CARBURETION: Down-draft carburettor fitted with silencer. Carburettor insulated from heat. Semi-automatic choke ensuring ease of starting in any temperature.

IGNITION: Auto-Lite distributor type with automatic spark control ensuring smoothness during warming up. 13 plate full-sized battery of 95 ampere hour capacity mounted forward under engine hood.

FUEL SYSTEM: Shielded fuel pump supplying petrol through filter to carburettor. Insulated fuel line, electric fuel gauge on dash. Petrol tank capacity 12 $\frac{1}{2}$ Imperial gallons.

COOLING SYSTEM: Centrifugal water pump driven by fan belt, silent fan operation. Thermostatic heat control with heat indicator on instrument panel.

FRAME: "Straight X" cross members construction eliminating all unnecessary weight, but retaining full rigidity and utmost resistance to torsion. Wheel track: 56 $\frac{1}{2}$ in. front; 57in. rear (standard track).

WHEELS: 16in. fully balanced drop centre steel disc wheels. Chrome plated wheel trim rings or chrome plated wheel discs optional at extra cost.

WHEELBASE: 110in. Overall length 186in. Short turning radius (20 feet).

TYRES: 16 x 5.75 full balloon tyres of any standard make.

LIGHTS: Twin beam wide spaced safety headlamps mounted in front fenders. Tail lamps mounted on extreme edges of rear mudguards for greater safety. Licence plate lamp mounted in centre of luggage trunk lid. Full lighted instrument panel in passenger compartment. Standard 6-volt system throughout.

BODY & REFINEMENTS: Richards' safety steel body, including one-piece all-steel roof construction, heavily reinforced against stresses, fully insulated against noise, heat and cold. Beautifully streamlined design with greater roominess and comfort. All doors weather sealed. Safety glass in windscreen, doors, windows, including rear quarter lights. Efficient ventilation by adjustable type front windows and adjustable rear quarter windows with screened cowl ventilator.

First grade specially selected chrome hide upholstery with form-fitting seats and arm rests on front doors. Holstered side arm rests and arm rests on front doors. Assist loops. Built-in foot rest. Beautifully wood-grained seat. Front seat fully adjustable. Beautifully wood-grained instrument panel with inbuilt facilities for radio and speaker. Ash tray in instrument panel. Parcel compartment with Yale lock in instrument panel. Two adjustable sun visors. Rear vision mirror, twin electric windscreen wipers, speedometer, electric fuel gauge, heat indicator, oil pressure gauge and ammeter.

All bodies fitted with Studebaker's exclusive "non-slam" Rotary Locks and most capacious luggage compartment at rear housing the spare wheel. Studebaker exclusive Hill Holder also available.

PRICES AND SPECIFICATIONS SUBJECT TO CHANGE WITHOUT NOTICE.

DEVON MOTORS PTY. LTD.

REGISTERED OFFICE: 117 LONSDALE STREET
MELBOURNE

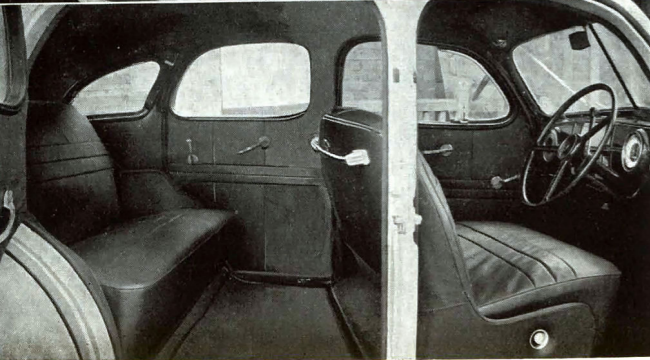
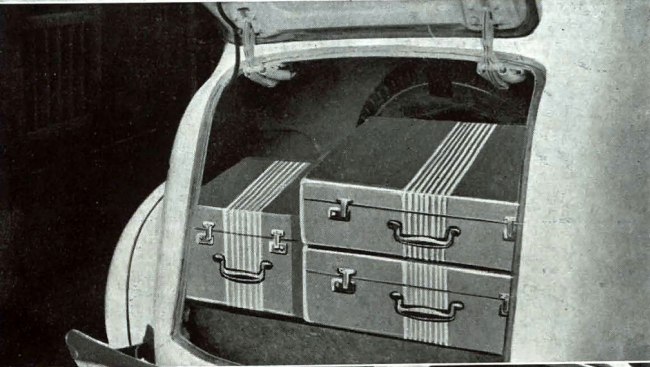
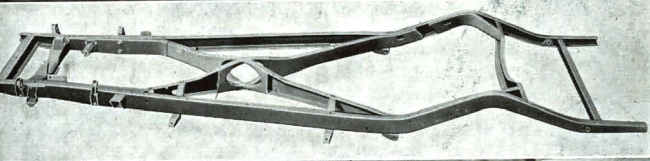
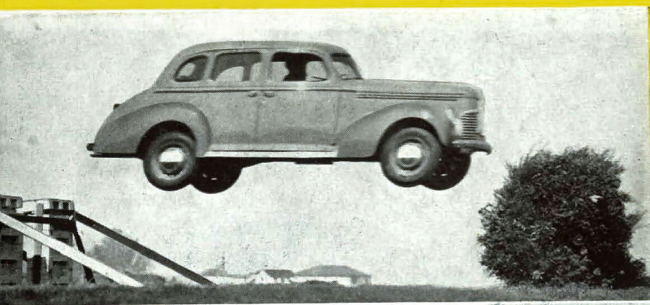
Tel.: Central 3389-91

The **NEW**

STUDEBAKER CHAMPION

STUDEBAKER

Champion's
SAFETY-STEEL BODY



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First grade specially selected chrome hide upholstery with form-fitting seats and "silent spring" cushions. Upholstered side arm rests and arm rests on front doors. Assist loops. Built-in foot rest. Robe rail at back of front seat. Front seat fully adjustable. Beautifully wood-grained instrument panel with inbuilt facilities for radio and speaker. Ash tray in instrument panel. Two adjustable sun visors. Rear vision mirror, twin electric windscreen wipers, speedometer, electric fuel gauge, heat indicator, oil pressure gauge and ammeter.

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DEVON MOTORS PTY. LTD.
REGISTERED OFFICE: 117 LONSDALE STREET
MELBOURNE Tel.: Central 3389-91

The NEW STUDEBAKER CHAMPION

NEW SOUTH WALES PRINTING

A NEW CAR
FOR A NEW
WORLD

NEW in design. NEW in construction.
NEW in performance . . . brilliantly
satisfying the needs of the New World
of modern motorists.



The NEW

STUDEBAKER

Champion

The most important
NEW CAR . . .
offered in a decade

Here is a Champion, in fact as well as in name, that saves money in first cost and in running cost, thanks to the fine quality of its materials and the expert care with which Studebaker's master craftsmen built it.

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

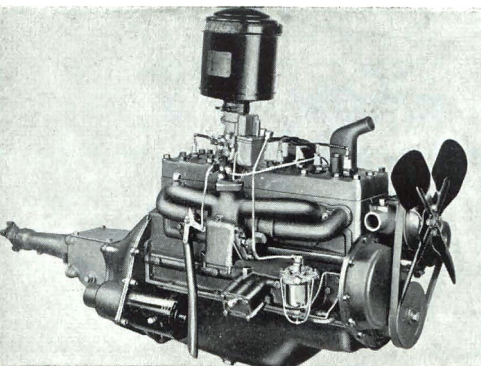
This new Champion inherits all the knowledge gained in nearly a century of vehicle-building by Studebaker. Yet it is neither an imitation nor a duplication of any existing car. For, in building this Champion, Studebaker's engineers were given a free hand and an absolutely clean sheet on which to plan.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

The net result is a triumph of engineering over useless bulk—a victory of brains over cast iron. The Champion is considerably lighter than any other car of its size . . . skilful design has reduced weight and increased strength. The Champion is the only car in its class which gives you Dual Power Transmission (Over-Drive) (small extra cost) . . . it gives you Self-Stabilising Independent Planar Suspension—keystone of the Studebaker "Miracle Ride" . . . and Remote Control Gear Shift.

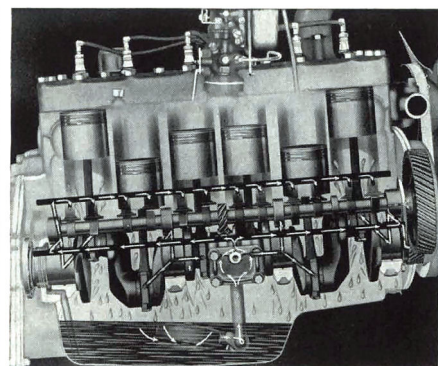
Study this brilliant new car—solid and sound in every inch, overflowing with quality, expressive of good taste, inexpensive to buy, inexpensive to operate and maintain, easy to drive and handle, safe and restful to ride in, simple to care for, exceptional in performance . . . a NEW car for a NEW world . . . every inch a Studebaker, every inch a CHAMPION.



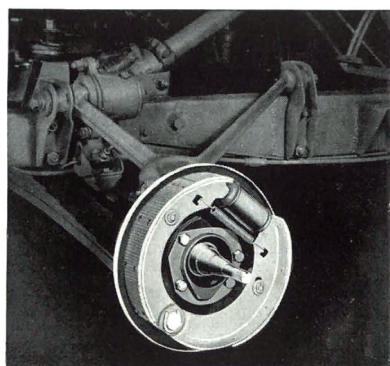
The NEW
STUDEBAKER *Champion*



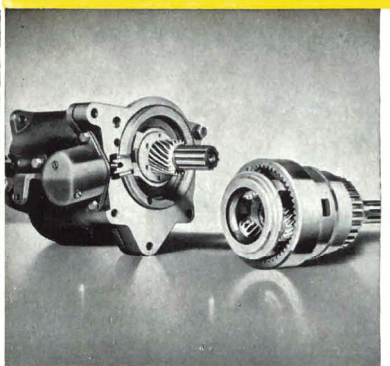
• The new Studebaker Champion has a brilliant, lively responsive 6-cylinder Power Plant that retains all the time-tested principles of Studebaker success plus new smoothness and new economy. You will find no wasteful bulkiness and excess poundage in this Champion engine.



• The gear driven helical gear Oil Pump delivers oil under pressure to the main bearings, connecting rods, cylinder walls, pistons, piston pins and rings; to the camshaft, timing gears, valve tappets and valve mechanism. The oil is directed under pressure through holes drilled in the engine block itself.



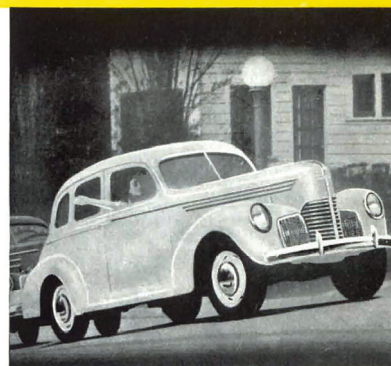
• Safe, dependable Champion Brakes! You come to a swift smooth even stop every time with Studebaker Hydraulic Brakes designed exclusively for the Champion. They are the modern foot-regulated type that keep all four wheels in line, without grabbing, jerking or swerving.



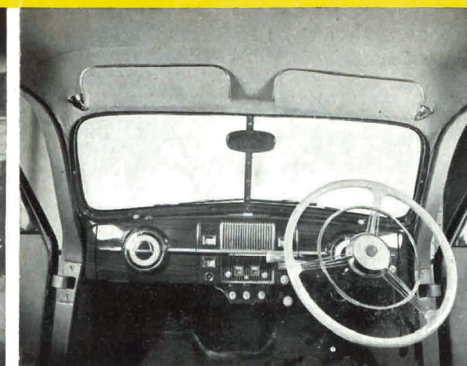
• Dual Power Transmission (Over-Drive) increases remarkably the performance of your car. It operates automatically at higher speeds giving you the advantage of an extra top gear—with increased flexibility and reduced fuel, oil, and maintenance costs. Available at small extra cost.



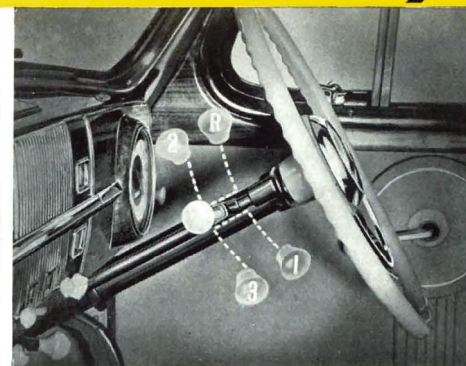
• You ride on velvet-smooth Planar Wheel Suspension. It is Studebaker's exclusive invention and the simplest, strongest and most efficient suspension in the world. It makes every mile you ride in your Champion a miracle of cradled comfort.



• You don't roll back with Champion's automatic Hill Holder. This great Studebaker contribution to safety, peace of mind and ease of driving can be obtained for a small additional cost.



• Broad High Windscreen and narrow corner pillars of the Studebaker Champion give excellent visibility. There is comfortable seating for three adult persons in the front compartment. Dual Wipers are fitted.



• The convenient Steering Wheel Gear Shift fitted to the new Champion is not only easier and safer to operate, but it has cleared the floor space allowing much greater leg room in the front compartment.



• You don't have to slam the Doors. They close easily and stay closed. There's convenience and safety in Studebaker's exclusive Rotary Locks that you don't get in other low-priced cars. Doors close securely with a finger touch and cannot come open.