

*Studebaker*  
COMMANDER AND PRESIDENT  
*for 1940*

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# You get thrilling modern styling in these beautiful new Studebakers



**Internationally famous Raymond Loewy designed these Presidents and Commanders**—And no man living has been honored so highly as Studebaker stylist Loewy for his achievements in commercial design. European as well as American societies and institutes have officially recognized Raymond Loewy's genius.

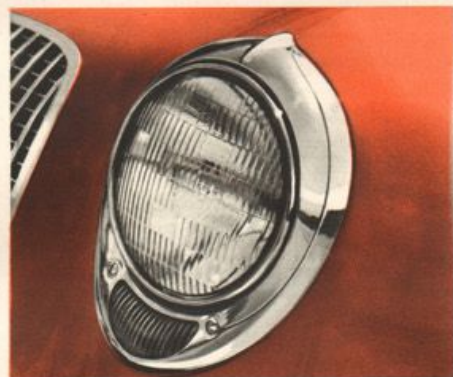
**British Society Breaks Precedent To Honor Loewy**

Royal Group Gives Designer of Studebakers Diploma For Shaping Trends

The Royal Society of Arts of Great Britain has conferred upon Raymond Loewy, noted American Industrial Designer, the distinguished and unprecedented honor of "Royal Designer to Industry."

This Society for "The Encouragement of Arts, Manufacture and Commerce" was founded in 1754 and has as its patron the British King. For the first time in its history, the Royal Society has departed from precedent and dignified a non-British subject. The diploma presented to Raymond Loewy adds his name to but ten others who have received similar distinction.

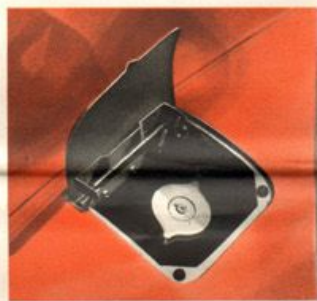
Raymond Loewy, designer of Studebaker President, Commander, Champion, received the honor.



**Sealed beam headlamps are gracefully inset into the streamlined fenders** and the smoothly contoured headlamp rim is chromium plated to harmonize with the die cast Studebaker low cooling grids and other front end trim. The sealed beam reflector does not grow dim with age.



**Door handles are streamlined with the stainless steel body belt** in these new Studebakers—another distinctive Raymond Loewy touch that adds safety as well as beauty since the handles do not protrude.



**Gas tank filler cap is concealed in rear fender** underneath a hinged lid that's virtually invisible when closed. This deft arrangement keeps the sweeping Studebaker streamlines unmarred.



**An ingenious front compartment lever locks the hoods** of these new 1940 Presidents and Commanders. This means that with your car doors locked, it is almost impossible for prowlers to tamper with your battery, carburetor and other under-hood equipment.



**Impressive new lines distinguish Presidents and Commanders** giving these smart 1940 Studebakers clean-cut symmetry and a solid look from any angle. The distinctive Studebaker "S" monogram is inset just above the license plate bracket. Die cast radiator grilles have a new cross hatch pattern in all the new 1940 President and Commander models. These wind-tunnel cooling intakes have the studied simplicity characteristic of all Raymond Loewy's designs.

**Heavy chromium plated bumpers are styled by Raymond Loewy too** so that the entire external appearance of these 1940 Studebakers is a symphony of harmonious design. These bumpers and the sturdy guards at each end form a solid, protecting unit.



# These smart, spacious Studebakers give you luxurious new riding comfort



Looks like "tough going" but it's smooth as velvet in a 1940 Studebaker—And if you don't think any car could travel without jouncing or jolting on a road like the above one, just try it in a new Studebaker President or Commander and see how astonished you'll be. No cars ever built have ever been so restful riding because no cars but these Presidents and Commanders have ever been so scientifically and satisfactorily pre-stabilized.



Six passengers ride restfully in a cradled comfort zone in these new 1940 Studebaker President and Commander sedans. The passengers are carried between the front and rear axles and no part of these Studebaker passenger compartments has been shoved forward or back to give an illusion of more room. Each sedan seat, front as well as rear, is amply wide to accommodate three adults. You feel relaxed instead of "on edge" every mile you travel.



This exclusive self-stabilizing Studebaker independent planar suspension and finest self-adjusting hydraulic shock absorbers provide the world's most comfortable ride. No coil springs, no stabilizer bars. Just these giant elbow-jointed arms of steel. Solid and shock-proof, not one planar suspension has ever worn out.



Rear seat width is two inches greater—and flat floors are free from tunnels! Studebaker's skilled designer-engineers have succeeded in markedly increasing the leg room over former Studebaker models while providing an additional two inches of hip room in the rear seat.



As easy as closing a door to adjust the driving seat—You just reach down and move a lever at your left and the seat moves forward or back to your most comfortable driving position. Three easily fit in the front seat.



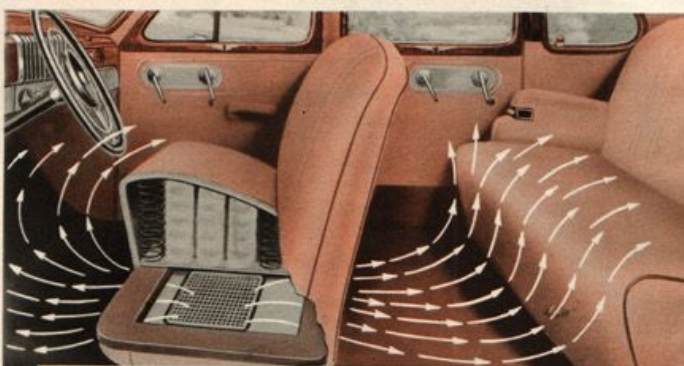
Visibility has been increased 241 square inches in these 1940 Presidents and Commanders by comparison with the same models of 1939. The windshield is wider and higher. The side windows are much more spacious and so too is the rear view window. The bulk of the box-section windshield pillar posts has been reduced two inches without sacrifice of structural strength. Thus you see better in every way in a 1940 Studebaker President or Commander. The increased all-around visibility adds markedly to your safety.

Even the under-side of the floors is insulated—and of course the rest of the body—roof, cowl, doors, sides, trunk lids and wheel housings—is fully protected against heat, cold, drumming and rumble by heavy layers of insulation material.

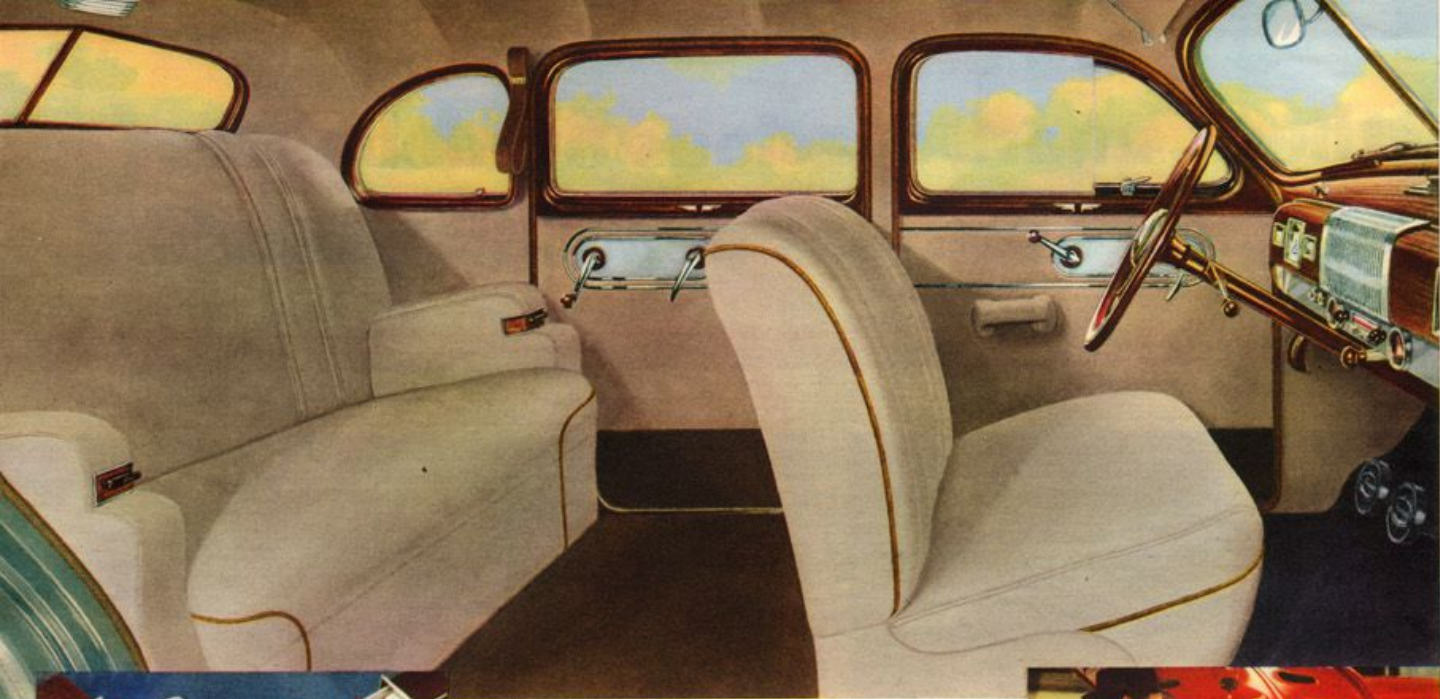
Steel

Resonance insulation

Temperature insulation



Only Studebaker cars offer the comfort of the Climatizer—the unique, pure-air filtering, heating and ventilating system introduced by Studebaker and never successfully duplicated by any other car. Located under the front seat floor, the Climatizer draws in outside air, filters and cleans it, warms it, then circulates it to every corner of the car. Floors are always warm. Air is always clear and fresh. Windows and windshield do not fog or frost. Available as an optional accessory at extra cost.



This richly finished interior hardware gives the new 1940 Studebaker Commander a distinction that even cars costing many hundreds of dollars more do not offer. The chromium plate is smart without garishness and modeled with genuine artistry in every line.



Clean-cut simplicity and utility in an instrument panel! You appreciate the freedom from fussiness and deliberate over-ornamentation that gives so much distinction to this new Studebaker Commander's instrument panel. Dials are designed for easy visibility.

**INTERIOR**  
*Studebaker Commander*  
**4-DOOR SEDAN**



One of the world's easiest cars to drive is this good-looking new 1940 Studebaker Commander. Steering wheel gear shift is standard equipment on all models at no added cost. The front compartment floor is entirely free of obstructions. This definitely increases leg room besides making it easy for the driver to use either door.

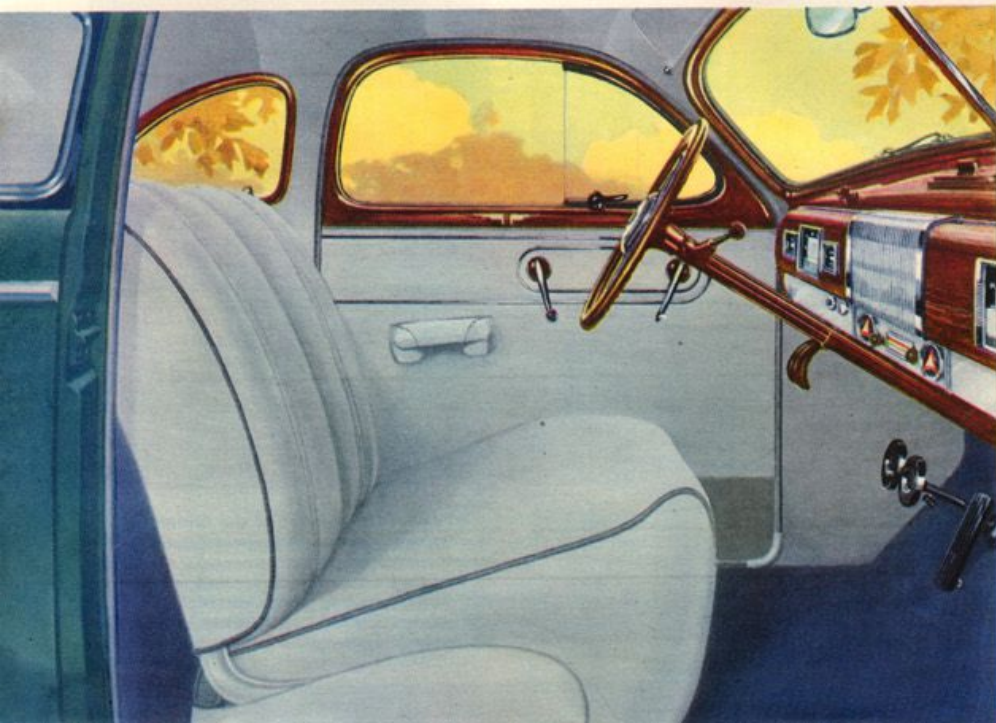
**INTERIOR**  
*Studebaker Commander*  
**COUPE**



Here's a coupe trunk with room to spare—And it's all usable room thanks to the foresight of Studebaker's body engineers. You don't have to be a jigsaw puzzle expert. Bags, suitcases, salesmen's sample cases, all fit in snugly without any waste of storage space.



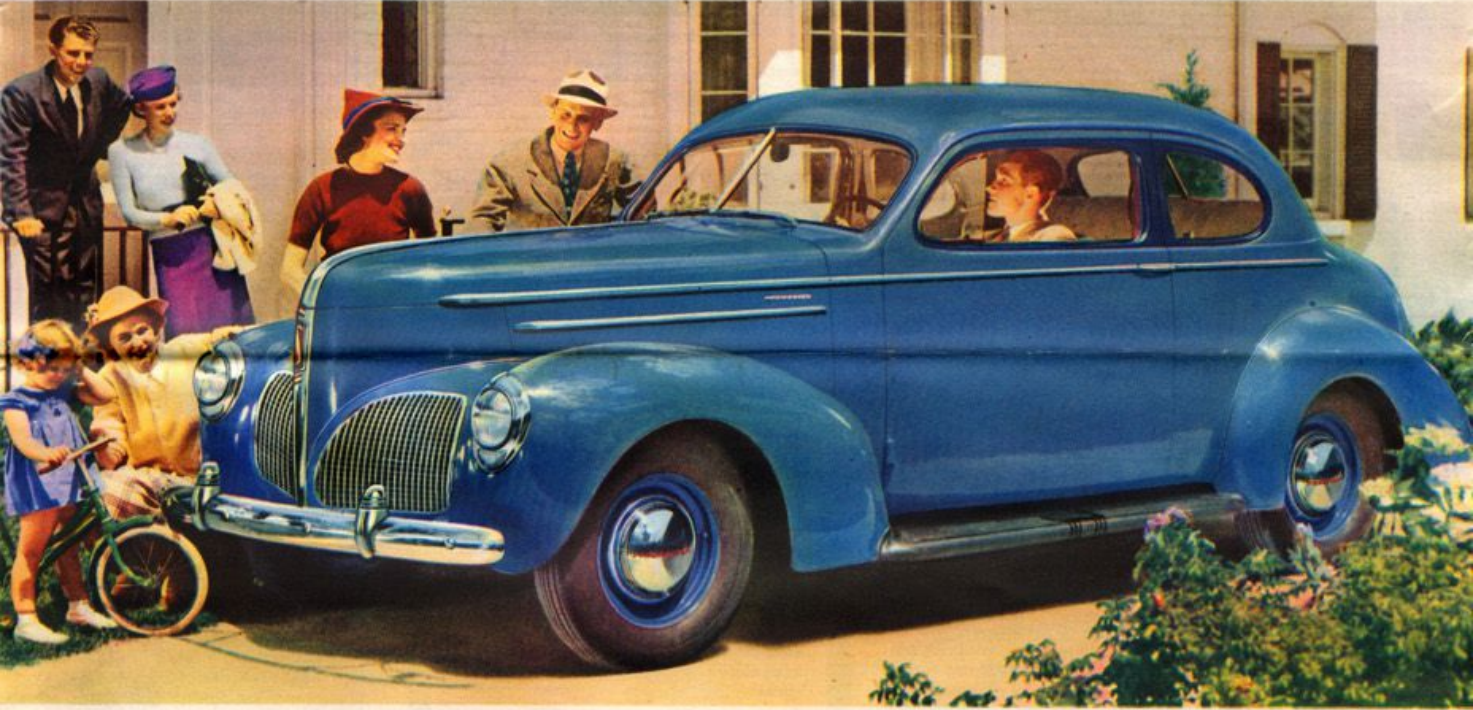
Front compartment ash tray is directly at the driver's hand—it opens at a touch and there's no spilling of ashes on the floor or seat to worry about. In Commander sedan rear compartments, there's an ash tray in the arm rest at each end of the seat.



Look at the width of the Commander's doors! Small wonder so many women say this smart Studebaker is just about the easiest car to enter or leave. The door pull on the inside of the front door also serves as a convenient arm rest for those sitting alongside each front door.



1940 Studebaker Commander Cruising Sedan



(Above) 1940 Studebaker Commander Club Sedan

(Below) 1940 Studebaker Commander Coupe



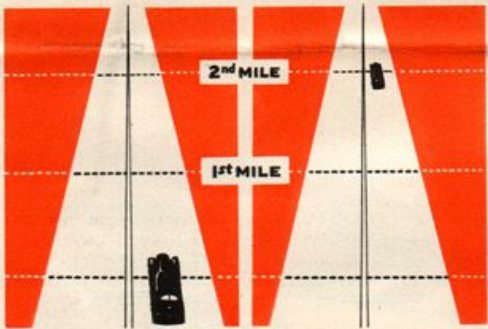
# Brilliant Studebaker engineering saves you money on gas, oil and maintenance



Your savings on gas are really big enough to mean something—And every gas dollar you save with your President or Commander is a dollar extra toward covering the costs of a vacation trip or for some special luxury you otherwise would go without. All over America filling station attendants say they sell less gas to Studebaker customers than to most others. Both Commander and President are Gilmore-Yosemite winners.



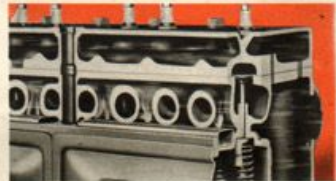
Fifteen years of specialized economy engineering are the reason for the remarkable low cost of operating Studebaker cars. Studebaker engineers have continually cut down wasteful bulk while providing stronger, roomier, easier riding cars. They pioneered overdrive and many other great gas saving advancements that have revolutionized automobile design.



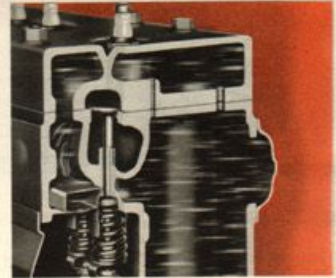
Studebaker made possible the economy of overdrive by pioneering free wheeling. Above you see how this indispensable accessory cuts your gas bills by giving you two free miles with every gallon of gas. At touring speed, overdrive reduces engine revolutions approximately 30% with substantial savings of fuel, greater smoothness and extended engine life.



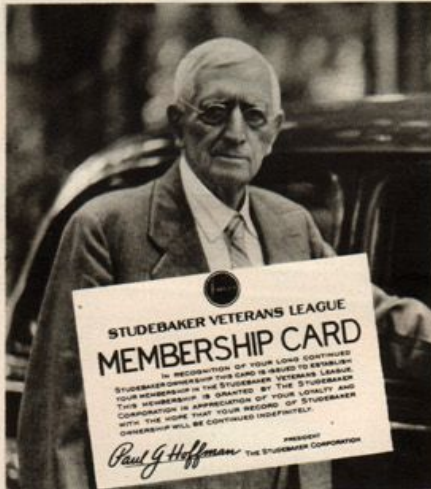
Here's the Commander that won the Gilmore-Yosemite Sweepstakes in 1939 defeating the entire field in gas saving. In the same event the 8-cylinder President was first in its class in gas saving. Studebaker cars invariably lead in every official competition.



Complete water jacketing increases Studebaker engine efficiency and cuts down need for frequent servicing and repairs. Cylinders are water jacketed their full length. Valve seats are protected against warping, pitting and sticking because they are individually and completely cooled.



Studebaker automatic controls reduce engine wear and increase the pleasure of driving—And Studebaker as the pioneer of the first "automatic automobiles" still paces the industry in these new Presidents and Commanders with the finest type of automatic choke, automatic spark, automatic manifold heat control and automatic water temperature control.



He's the oldest member of the Studebaker 100,000 Mile Club—His name is George W. Fifield of Jackson, Michigan and his age is 91. Mr. Fifield has purchased 10 Studebakers during his lifetime. Like thousands of members of the Studebaker 100,000 Mile Club, Mr. Fifield has never had any mechanical trouble with his Studebakers.



You enjoy remarkable oil economy in the new 1940 Presidents and Commanders. A protective floating oil screen, in addition to an efficient external oil filter, keeps the oil clean, reduces need for frequent oil change.

# Studebaker thought of your safety first in every detail of these great cars



**You illuminate the whole width of the road** and for a much greater distance than formerly when you drive with the new sealed beam headlights. The focus is permanently fixed. Reflectors don't grow dim.



**New sealed beam headlights give 50% more night light.** This new, safer headlamp is standard in all Studebakers. Light is provided by a new system in which lens, reflector and light filament form a single permanently sealed unit.



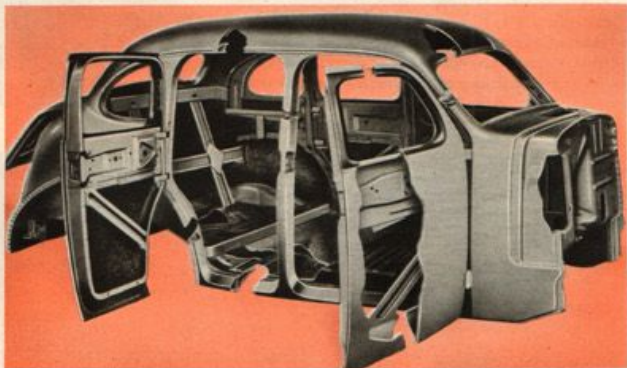
**Your lights deflect and "turn right" for courtesy in passing oncoming cars** on the open highways or when driving in city traffic. You simply touch a toe switch to change the beam and reduce the glare.



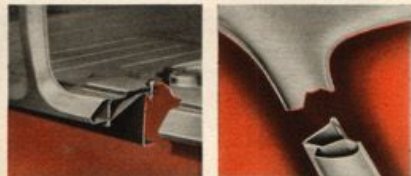
**Studebaker's automatic hill holder adds to your safety on upgrades—**When you come to a stop going uphill you just keep the clutch pedal down and you can safely take your foot off the brake pedal. The car won't roll back and your right foot is ready to feed the gas. Standard on Presidents and Commanders.



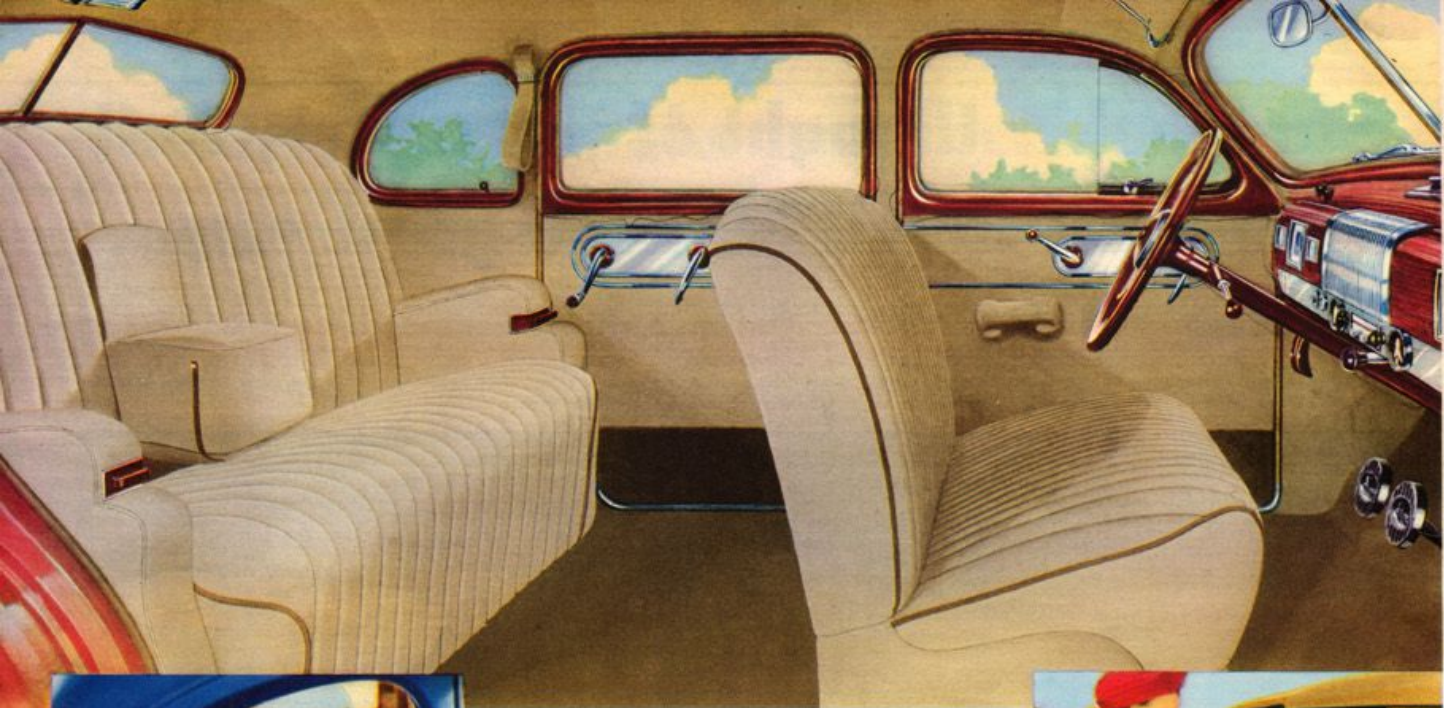
**Studebaker's foot-regulated hydraulic brakes stop you swiftly, smoothly, safely—**Never again will you think that all hydraulic brakes are alike, once you experience the smooth, even, feather-touch action of these foot-regulated hydraulics that are exclusive with Studebaker. "Stepped" cylinders make the application of the braking power much easier. And your foot action regulates the pressure. You stop in a straight line. No jerk—no grab—no swerve.



**No frame built is stronger** than the powerfully reinforced "straight-x" frame used in the new 1940 Studebaker Presidents and Commanders. This box-section steel Studebaker frame not only means safety but quietness and riding comfort. It is a factor in preventing front wheel "shimmy" too.



**You ride inside a super-strong bridgework of steel** in these remarkably safe Studebaker President and Commander bodies. Frame and body form a virtual single stress-proof unit. The steel outer panels are braced throughout by box-section steel girders and double-box sections are used in the windshield pillar posts to protect you still more securely. Studebaker engineers accomplish this without adding gas-consuming heft to these bodies. And this means too that these Presidents and Commanders have an unusually low center of gravity.



**INTERIOR**  
*Studebaker President*  
**4-DOOR SEDAN**



Fresh air without drafts or rain is instantly available just by opening either rear quarter window a trifle in Studebaker President sedan models. Front doors have tilting ventilating vanes that operate independently of the rest of the window



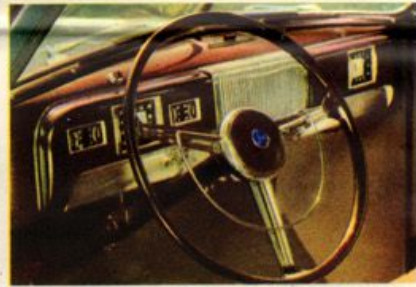
At your hand's easy reach is this disappearing ash receiver and another just like it is located in the other arm rest in all 1940 Studebaker President sedans. Every President interior appointment is the last word in modern utility as well as beauty.



You seldom need all the luggage room that's available in the Studebaker President sedan's rear deck. But how nice it is in emergencies to have more than enough space for all your traveling bags and suitcases. The lid stays up in any position and there are no finger pinching hinges. Interior automatically lights at night.



Studebaker introduced non-slam rotary door latches—for convenience and safety. Even when only lightly closed Studebaker doors are tightly shut. The movement of the car serves to engage each door latch more securely. Doors don't shake open.

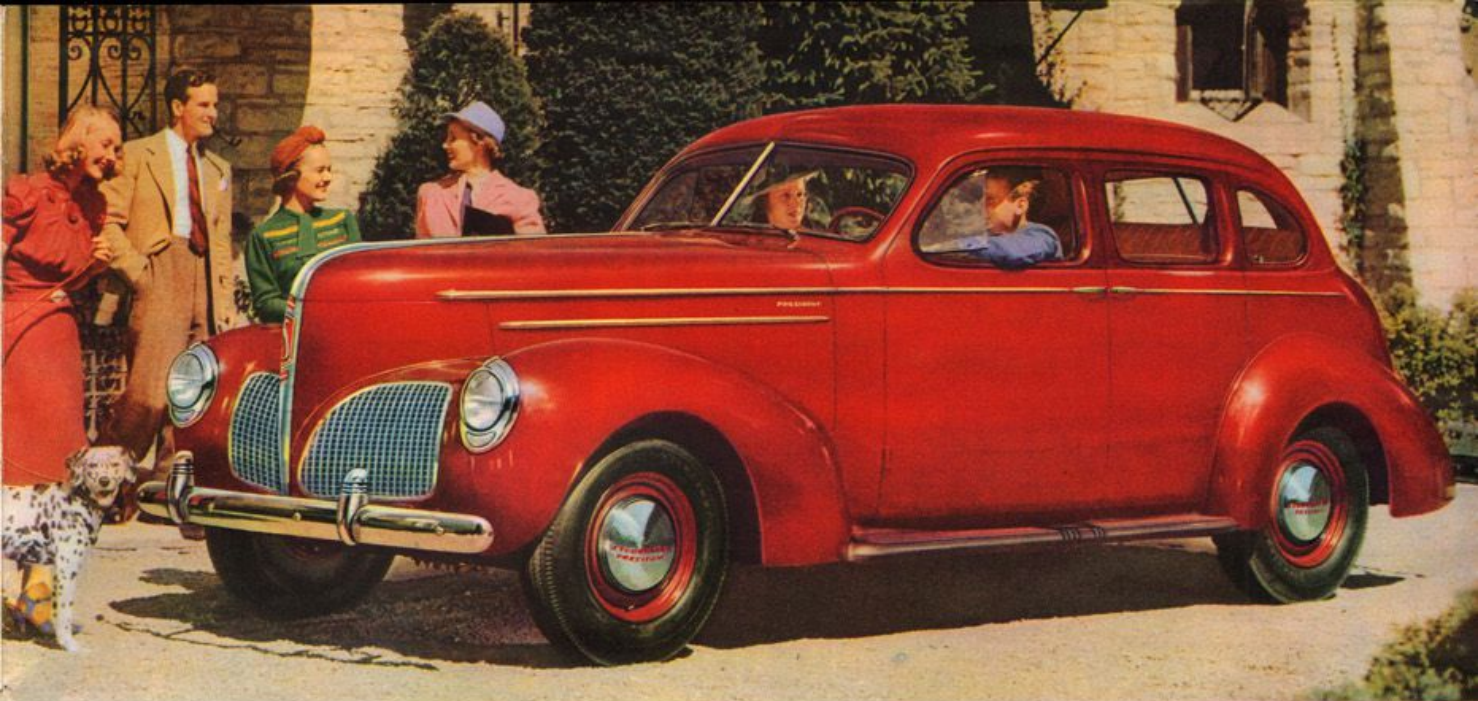


This is the beautiful President instrument panel as viewed from the driving seat. Note how the steering wheel is designed so that there is no interference with clear visibility. Notice how easy it is to read the dials. Steering wheel gear shift is standard equipment.

**INTERIOR**  
*Studebaker President*  
**CLUB SEDAN**







1940 Studebaker President Cruising Sedan



(Above) 1940 Studebaker President Club Sedan

(Below) 1940 Studebaker President Coupe



# These brilliant performing Studebakers handle with delightful ease and assurance



You shift gears with merely finger-tip pressure in these new 1940 Studebaker Presidents and Commanders. The gear shift lever attached to the steering wheel post responds with delightful ease and certainty and with a reassuring feel of stability as you move without effort from one gear range to another. The unobstructed front floor adds to your comfort and allows free use of either door.



They call these Presidents and Commanders the world's most stable cars—and with good reason. Each model is considerably wider than it's high. The center of gravity in each is so remarkably low that you can actually tilt one of these Studebakers to an angle of more than  $57\frac{1}{2}$  degrees without tipping over. This remarkable weight balance of all Studebakers accounts for their surefootedness under all conditions.



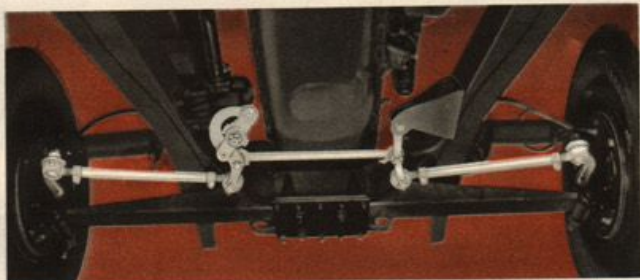
You round turns at cruising speeds without wheel fight or wander because these brilliantly engineered 1940 Studebaker Commanders and Presidents have the advantage of a unique variable ratio steering system that instantly adjusts itself to the turning radius you require. You get up to a 33 degree front wheel movement for either a right or a left turn with a minimum of effort. You take sharp turns at cruising speeds with safety and steadiness.



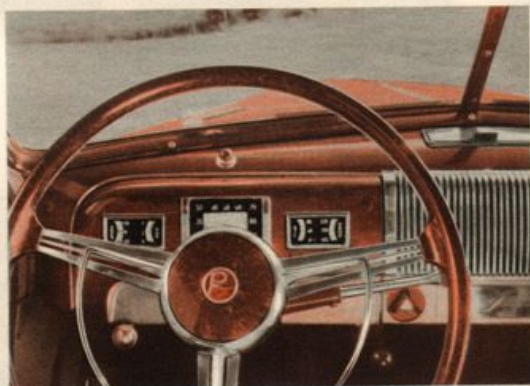
Steady as a streamliner on straightaway or rounding turns are these new 1940 Studebaker Presidents and Commanders. Studebaker's scientific distribution of weight, plural independent suspension and shock-proof steering keep the car going exactly where you point it without any uncontrollable swerve or sideways.



The Studebaker steering hook up is a marvel of efficient simplicity—It is responsible for the solid feel of the steering wheel which in combination with all around handling ease makes these new Studebakers the "sweetest" cars to drive in the world. New type steering arm has large oil resistant rubber bushings that effectively absorb road vibrations. Tie rods to steering arm on both sides permit quick, accurate, inexpensive adjustments.



You maneuver in and out of parking spaces more easily because of the variable ratio character of Studebaker steering. Instead of the sluggish resistance you encounter in so many other cars when parking, these 1940 Studebaker Presidents and Commanders give you delightfully easy steering wheel response.



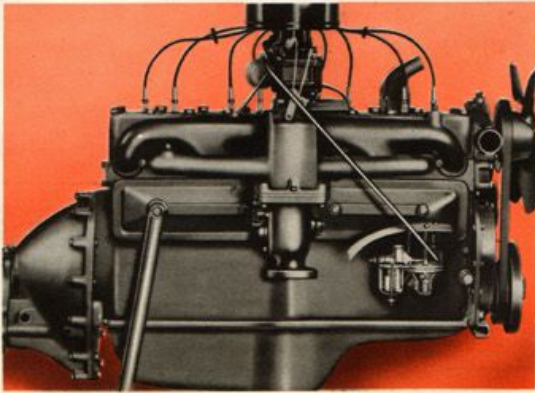
It's just as businesslike as it is good looking—We mean of course this modern de luxe Studebaker steering wheel that's available on all 1940 Studebaker President and Commander models at slight extra cost. Note how the top half of the wheel is unobstructed to aid your visibility. The wheel grip is just the right thickness. Chromium plated horn ring gives instant response in emergencies.



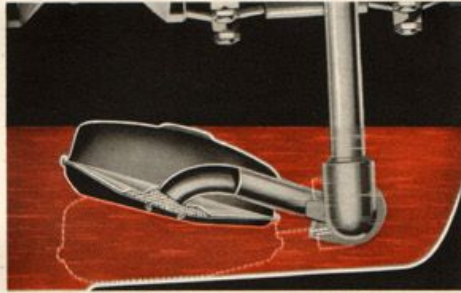
**You've got power to spare on the toughest hills** in these skillfully engineered new Studebaker Presidents and Commanders. Your foot on the gas pedal sends you soaring up most upgrades in high gear without engine labor and with a feeling of certainty that's a never-ending pleasure to every driver. Motorists who only have driven other cars are always amazed at Studebaker's exceptional hill-climbing ability.



**You enjoy the safety of instant acceleration** in both the 1940 Studebaker President and the 1940 Studebaker Commander. This means much to your peace of mind particularly in unforeseen traffic emergencies where instantaneous engine response is vital to your safety.



**Studebaker builds the world's most efficient motor car engines**—And this means that whether you choose the 6-cylinder Commander or the 8-cylinder President for your 1940 car, you get a power plant that is a marvel of responsiveness and sustained dependable performance under all driving conditions. Given proper attention, no Studebaker engine ever should wear out. The finest craftsmen in the industry build Studebaker power plants with exceptional precision.



**Floating oil screen** selects only the cleanest oil from the top to be distributed by Studebaker's full pressure lubrication system. Combined with the oil filter it helps cut oil bills and lengthens engine life.



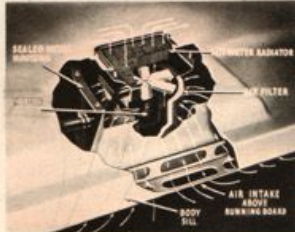
**Studebaker power plants proved themselves in competition at Indianapolis** when for two years in a row Studebaker cars finished "in the money" in America's annual 500-mile classic in competition with the cream of the world's specially designed high-priced racing cars. This is a record never equalled by any other passenger car manufacturer.



## STUDEBAKER *Accessories*



**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.



**Studebaker Climatizer** is available on all 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 compartments. Even in the coldest weather you ride in comfort.



**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.

**Luggage ensemble** styled in beautiful striped linen. Designed to fit President and Commander luggage compartments. Available singly or in sets of three.



**Chromium wheel discs** or stainless steel wheel mouldings are smart.



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



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



**Studebaker fog lights** insure effective results when driving in fog, rain or snow, and contribute to the safety of night driving—they are available in pairs or singly with either amber or white lens.



**Electric cigar lighter** is easily installed in space provided in the ash receiver. Automatically releases with a click when ready for use.



# You *cash in* on Studebaker craftsmanship when you *trade in* your Studebaker



There's family pride as well as community pride throughout the Studebaker working force. Most Studebaker craftsmen are long-time residents of Studebaker's home city, South Bend.



Studebaker craftsmen average 42 years of age and the average length of employment exceeds 11 years. Solid citizens, many of them home owners, comprise the Studebaker working force.



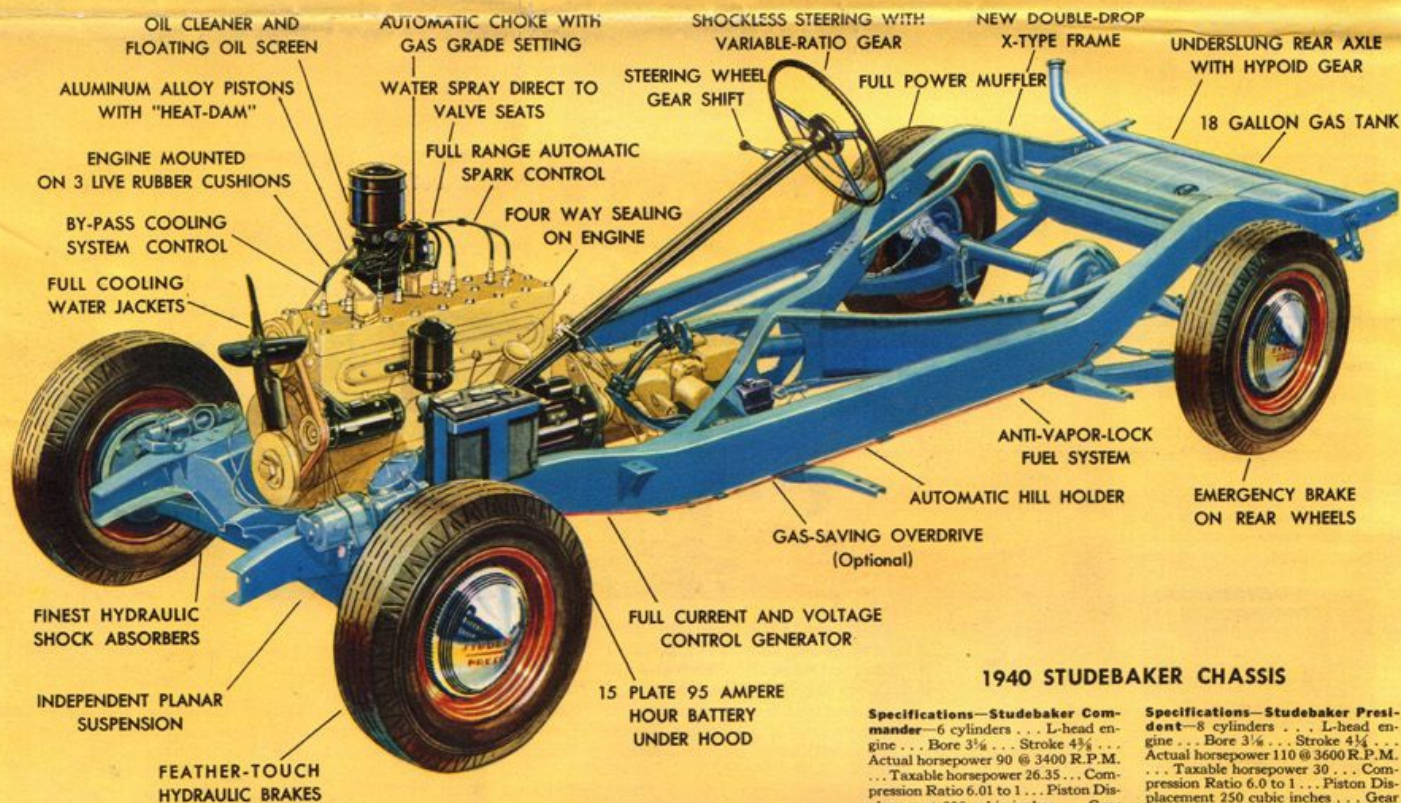
All brothers and all conscientious Studebaker veterans! The five Powell brothers pictured comprise just one of many family groups that man the Studebaker machines and assembly lines. All through the Studebaker factory friendly fellow townsmen work side by side. Studebaker cars get top trade in allowances because they're soundly built.



Skill not speed is the watchword in every Studebaker operation. That's why Studebaker cars are able to stand up unimpaired for years and many miles longer than any motorist expects.



Fathers and sons, brothers and cousins are legion in the Studebaker working force of 7,500 expert artisans. Studebaker employs no transients, gives job preference to local residents.



## 1940 STUDEBAKER CHASSIS

**Specifications—Studebaker Commander**—6 cylinders . . . L-head engine . . . Bore 3 $\frac{1}{8}$  . . . Stroke 4 $\frac{3}{8}$  . . . Actual horsepower 90 @ 3400 R.P.M. . . . Taxable horsepower 26.35 . . . Compression Ratio 6.01 to 1 . . . Piston Displacement 226 cubic inches . . . Gear Ratio 4.55 to 1 . . . Tire size 16 x 6.25 —16 x 6.50 optional at extra cost . . . overall length 197 $\frac{3}{4}$ ".

**Specifications—Studebaker President**—8 cylinders . . . L-head engine . . . Bore 3 $\frac{1}{8}$  . . . Stroke 4 $\frac{1}{4}$  . . . Actual horsepower 110 @ 3600 R.P.M. . . . Taxable horsepower 30 . . . Compression Ratio 6.0 to 1 . . . Piston Displacement 250 cubic inches . . . Gear Ratio 4.55 to 1 standard . . . 4.82 to 1 with overdrive . . . Tire size 16 x 6.50 —16 x 7.00 optional at extra cost. Overall length 203".

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