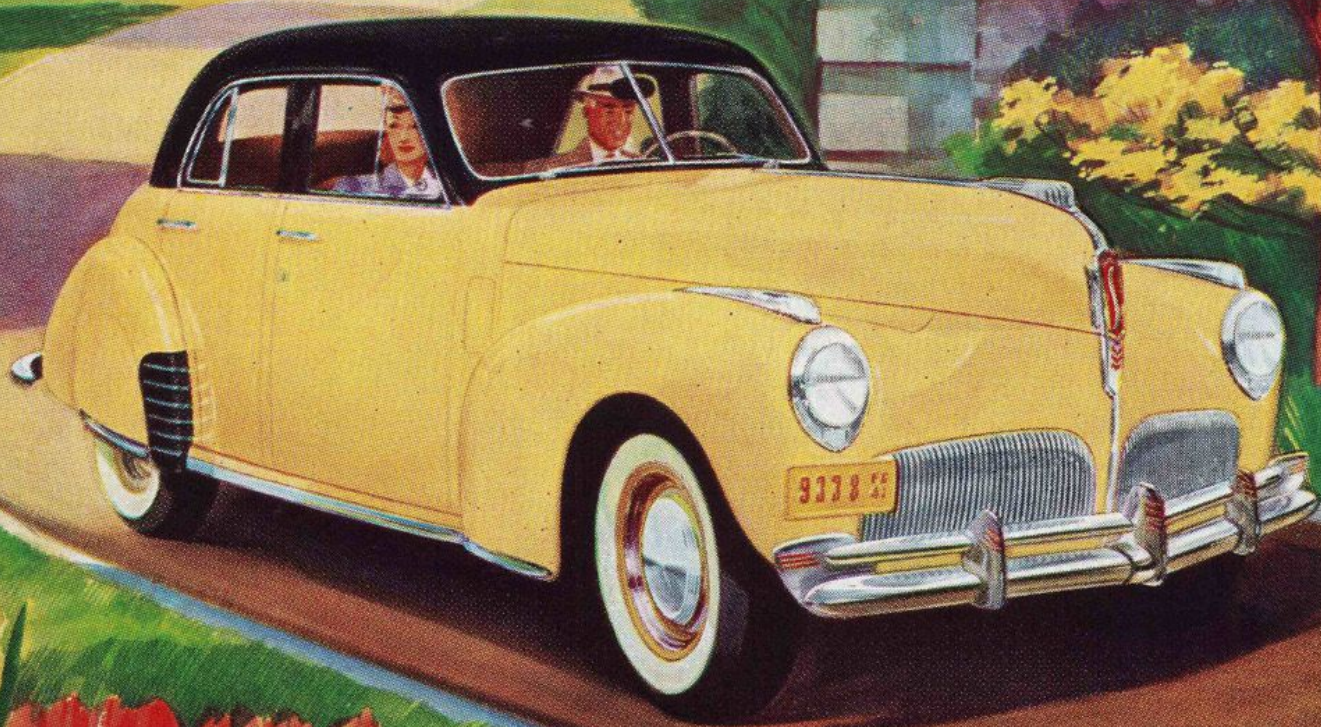
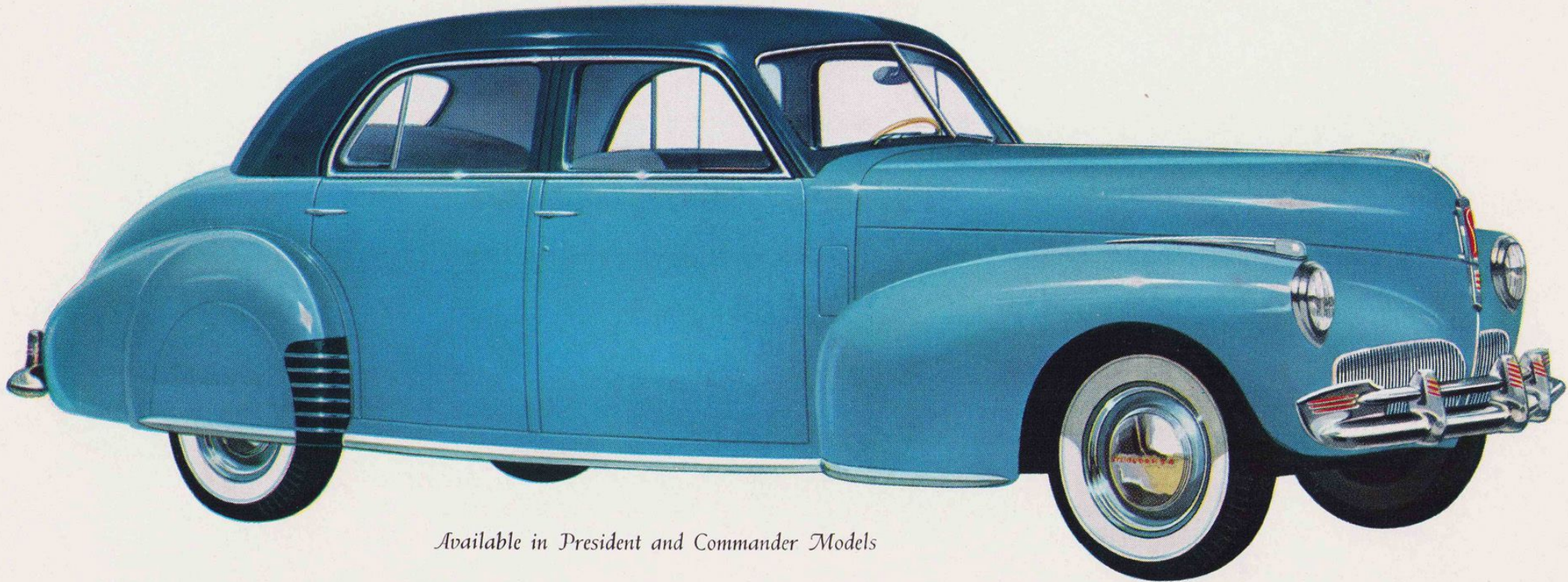


*From the Skyway
comes their Style*



STUDEBAKER'S NEW *Skyway Series* LAND CRUISER



Available in President and Commander Models

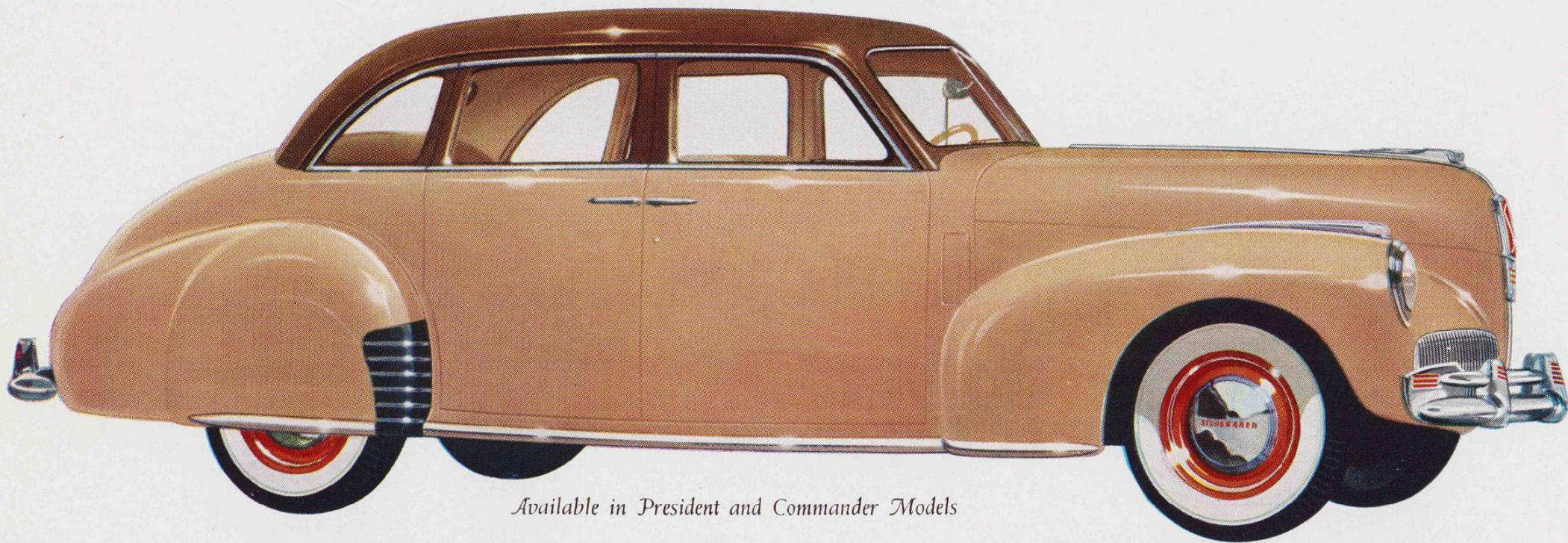


Cool foam-rubber cushioning is used in the Skyway Series President models and is available at extra cost in Commanders. Beneath the foam rubber are mattress-type inner springs.

Folding center arm rest is standard in the rear compartment of Studebaker Commander and President Skyway Series Land Cruisers. It blends into the seat back when not in use.



STUDEBAKER'S NEW *Skyway Series* CRUISING SEDAN

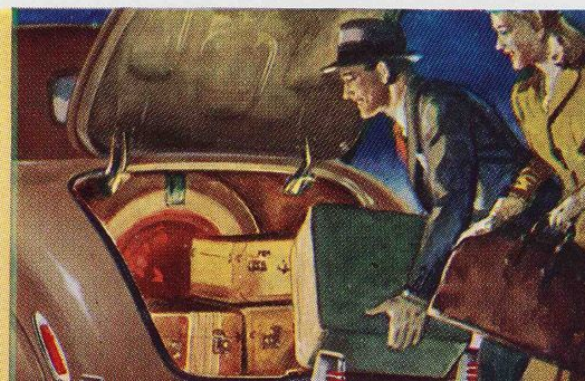


Available in President and Commander Models

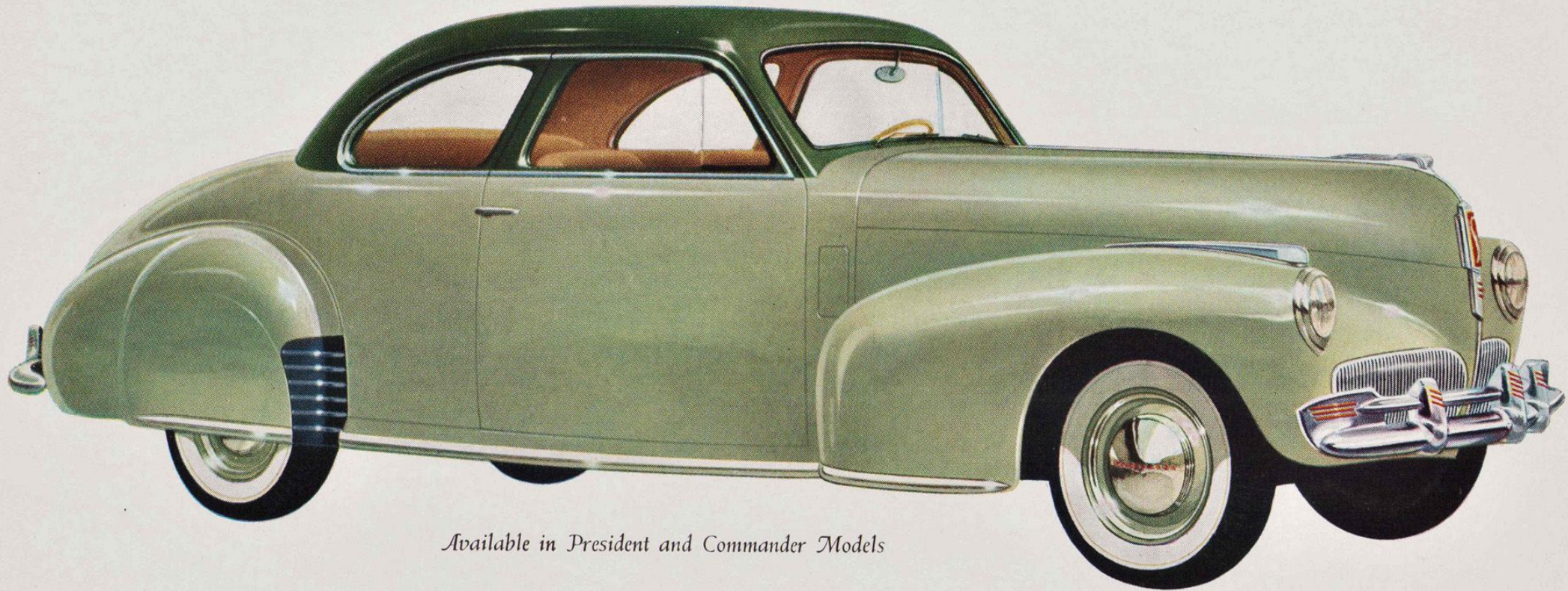


Two-tone phantom wheel with ivory-tone tenite grip and chrome horn ring is standard. Gear shift knob, hardware escutcheons and control knobs are of harmonizing tenite.

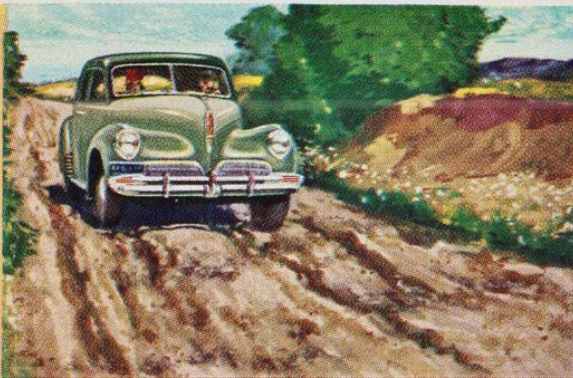
There's enormous luggage capacity in the weather-tight trunk of Skyway Series models. Trunk interiors automatically light up when tail lights are on.



STUDEBAKER'S NEW *Skyway Series* SEDAN COUPE



Available in President and Commander Models



You ride in Pullman car comfort on all roads, and round curves on an even keel at cruising speeds because of Studebaker's famous independent front wheel suspension.

Beautifully two-toned instrument panels give the Studebaker Skyway Series a distinction not obtainable in other cars. Dials and ornamentations have the smartness of exclusive jewelry.



THE NEW SKY STYLE CAR THAT'S THE HIGH STYLE STAR OF 1941 . . .

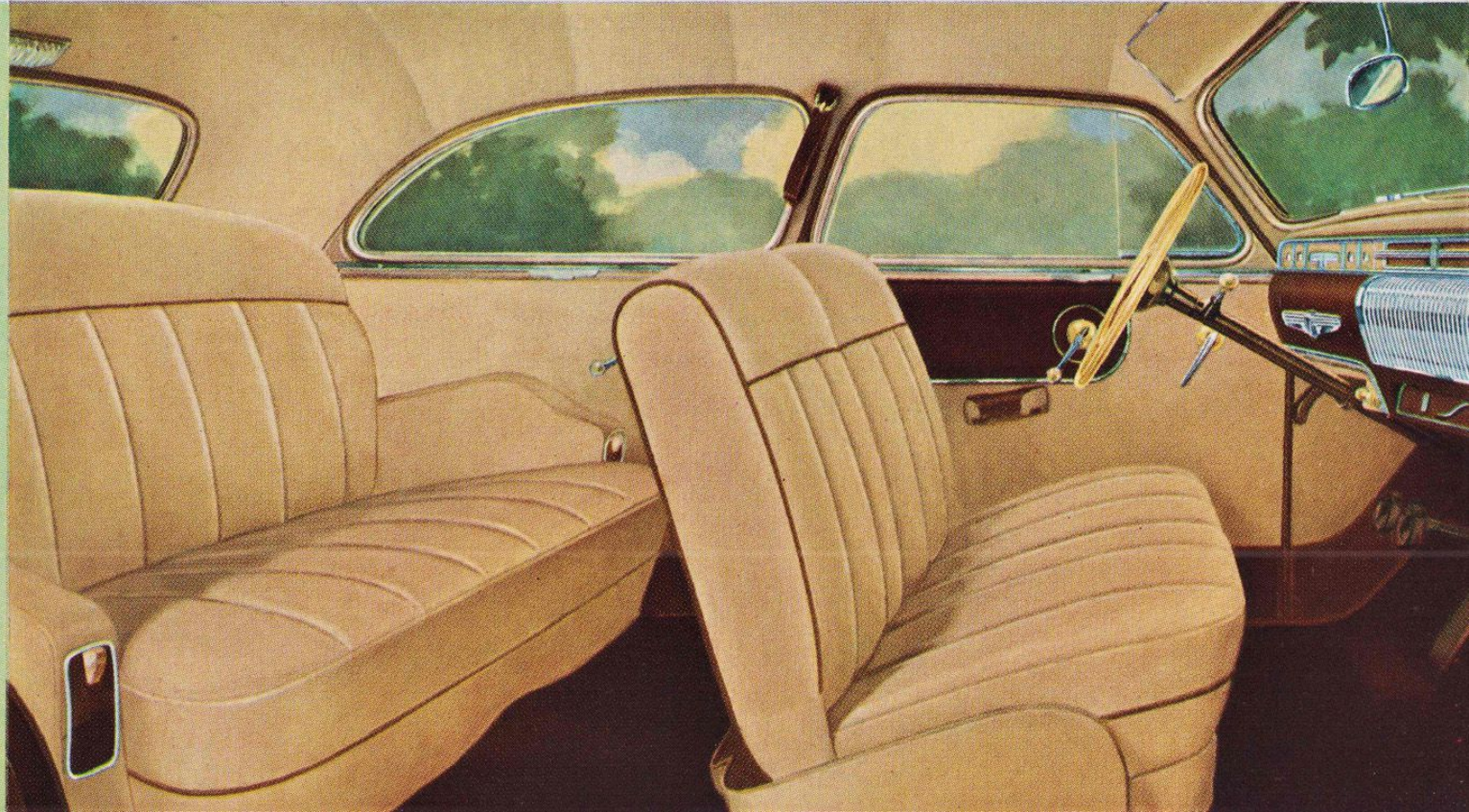
STUDEBAKER'S EXCITING

NEW

Skyway Series

Here's the newest of the new in clean-lined beauty and streamlined distinction — Studebaker's refreshingly different, brilliantly advanced new Skyway Series models! There's nothing else like them on the market—and there won't be for many months to come. But you can enjoy the exclusive style, the brilliant performance and the matchless economy of these colorful models—*now!* Here's lithe, fresh beauty that's miles ahead in style of all the other Spring and Summer motor cars. Turn highways into skyways. Take a thrill-a-minute drive in a new Skyway Series Studebaker — a new high in motor car design.

THE doors of these smart new and distinctive Studebaker Skyway Series models open wide on an inviting expanse of rich broad-cloth upholstery. It's a single tone of fawn or blue-grey depending upon the exterior color scheme . . . and it's exquisitely tailored in wide pleats over deep, restful cushions which conform comfortably to your body. The modern instrument panel is two-toned to harmonize with the prevailing color scheme. De luxe steering wheel, door handles, window controls, arm rests, ash receivers, assist straps and robe cord complete the picture of this brand new car.





STEP OUT THIS SPRING IN A CAR
THAT'S A REAL STYLE LEADER . . .

THE NEW STUDEBAKER

Skyway Series

