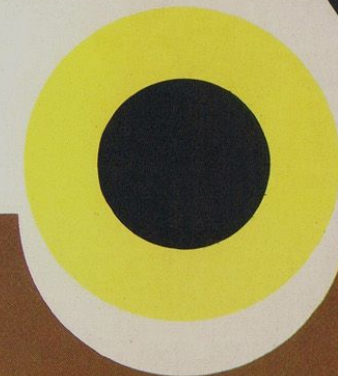


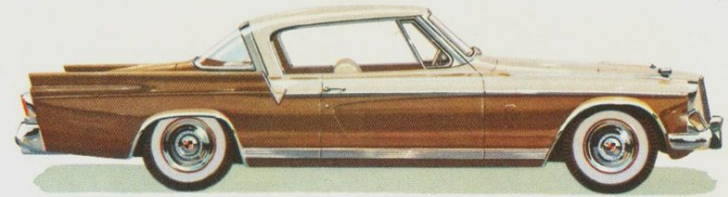
STUDEBAKER HAWKS

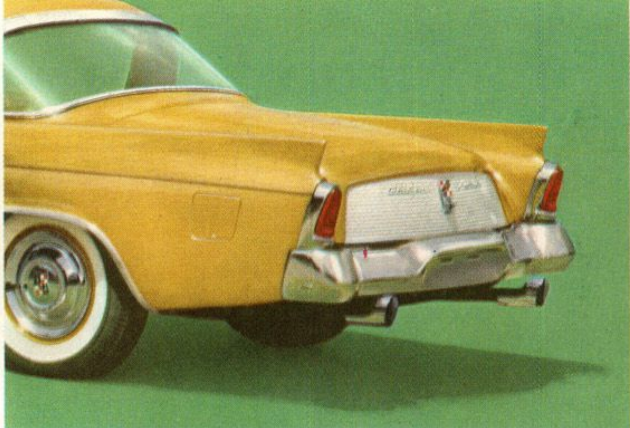


craftsmanship with a flair

THE STUDEBAKER GOLDEN HAWK

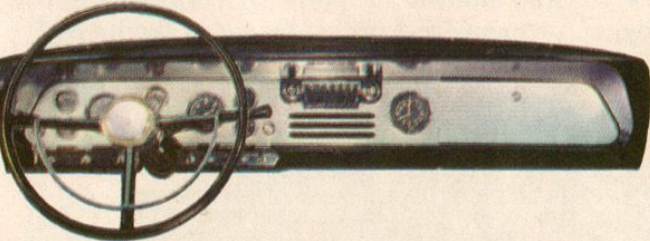
Now . . . a new kind of family car . . . conceived with a sports car flair!





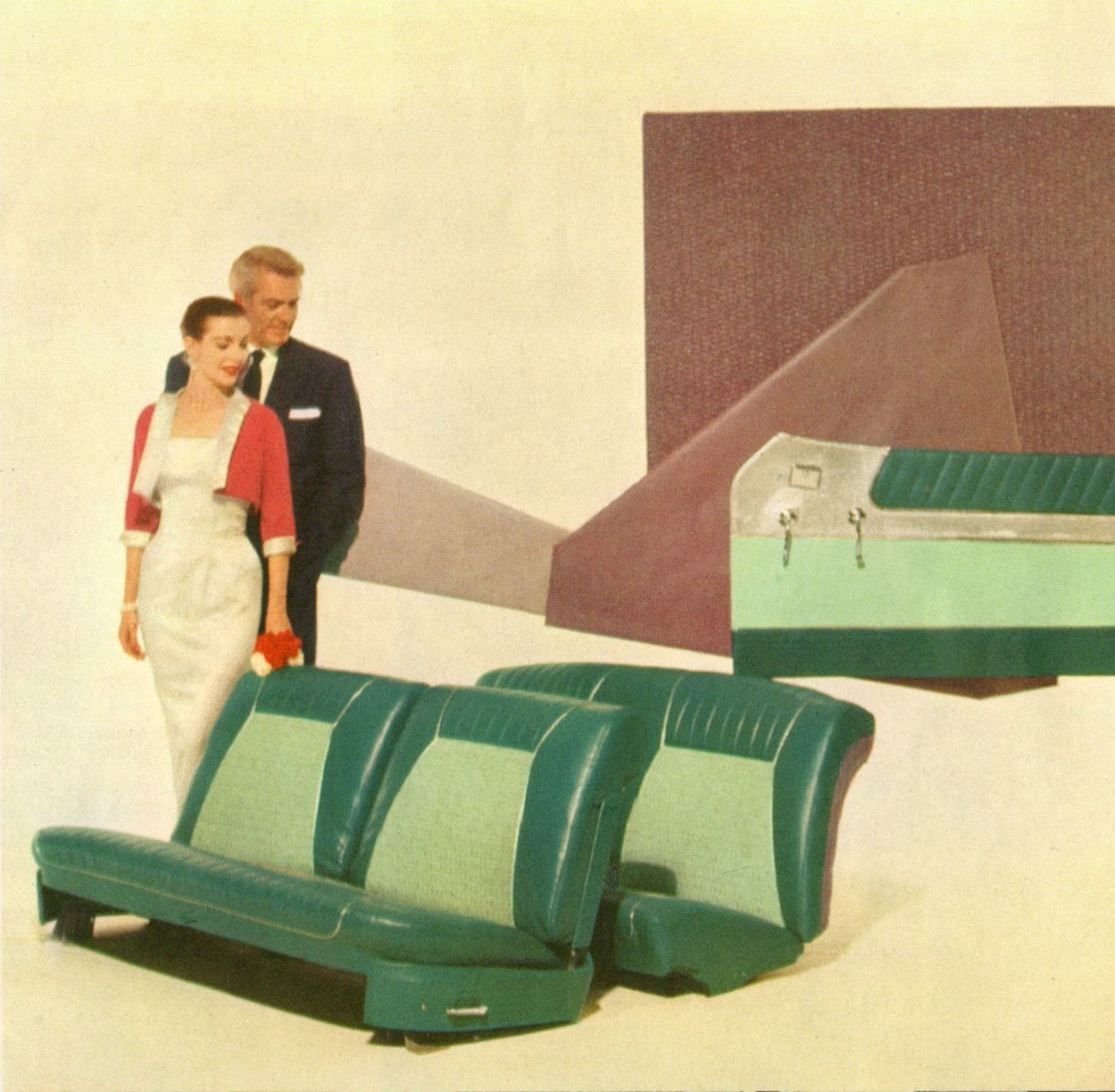
This is a new, refreshingly different kind of car. Its sleek, low lines are uniquely personal – in the great tradition of the sports car spirit. Yet in this new model by Studebaker, you'll find a surprising difference, for this is a sports car with family car ways. It's the first 5-passenger family sports car – first to combine brilliant styling and performance with the versatility of a family car!

And for all who prize this distinction with a practical value, Studebaker presents not only the superb Golden Hawk, but three other models as well! With their range of powerplants, this new Studebaker HAWK series brings a new kind of motoring zest and flavor to the low-price field!

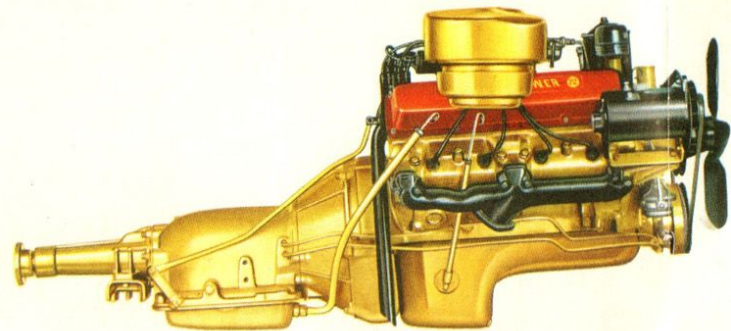


NEW FLIGHT-VIEW PANEL of the Golden Hawk provides a tachometer and vacuum gauge. Airplane-type toggle switches replace knobs. Panel itself is stainless steel, with handsome engine-turned surface.

GOLDEN HAWK INTERIORS are available in both all-vinyl and vinyl-cloth combinations in a wide variety of exciting colors, patterns, and weaves.



INTRODUCING THE NEW 275-H.P. SKYPOWER 352 V8

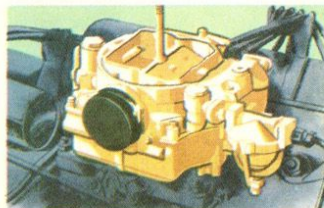


The most powerful engine

Studebaker has ever offered!

Designed to out-perform any car in its class — in speed, hill climbing, passing power, acceleration — the superbly crafted GOLDEN HAWK is an engineering triumph! The great 275-h.p. SKYPOWER 352 V8 engine is new in basic design — not a “souped-up” conventional V8. It incorporates the “free-breathing” principle usually

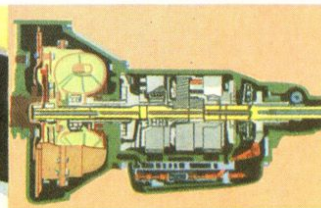
found only in America’s most costly motor cars. Highly flexible, its response is instantaneous. Operation is so smooth you’re scarcely aware of the mechanism — even when you floor the accelerator to pass. The 275-h.p. SKYPOWER 352 V8 gives the ultimate in sports car performance in a roomy and brilliantly styled family car!



4-barrel carburetor, standard on the GOLDEN HAWK, plus dual exhaust, assures a continuous, even flow of super-power under all driving conditions.

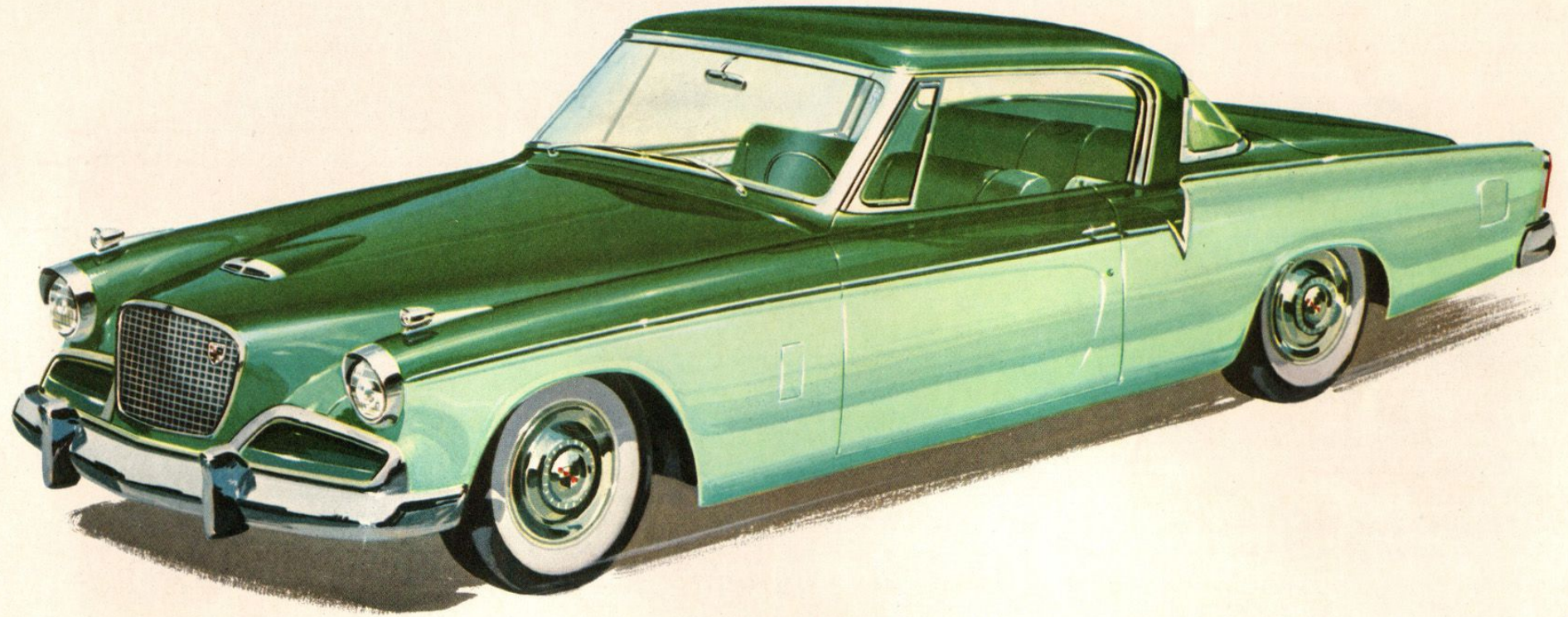


352-cubic inch displacement, combined with high turbulence combustion makes possible acceleration of 0-50 m.p.h. in only 8.3 seconds *with four-passenger load.*



New Twin-Ultramatic transmission with dual range shifts automatically as speed increases, then locks in direct drive for peak performance, maximum efficiency.

THE STUDEBAKER SKY HAWK



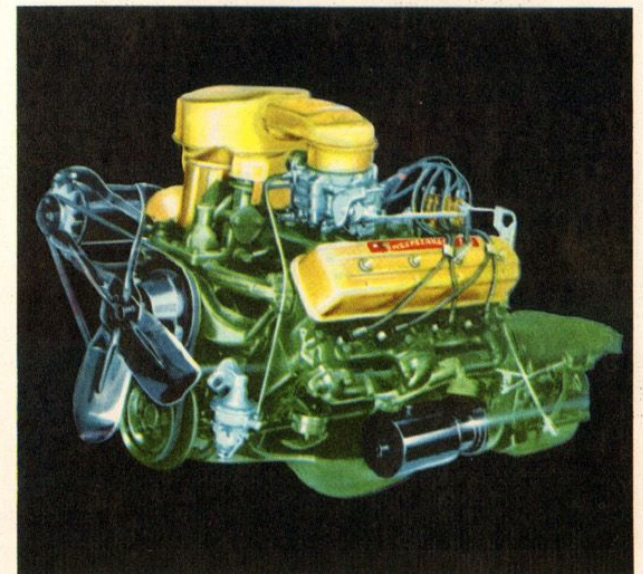
Presenting the newest, most distinguished hardtop convertible of the year

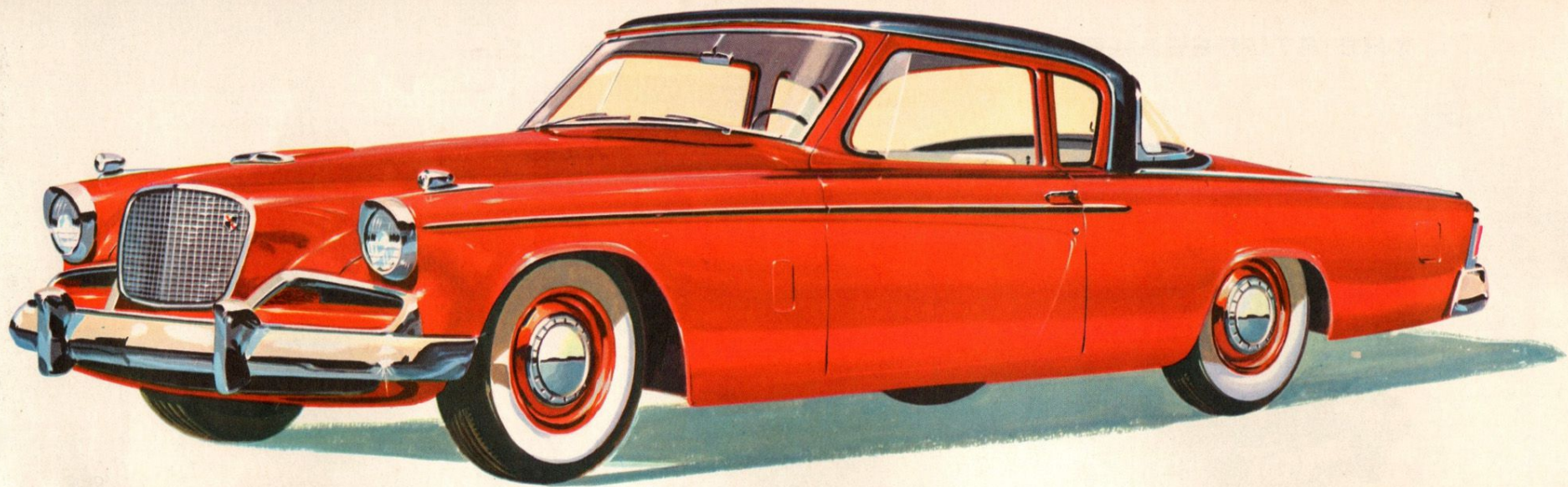
Studebaker's craftsmanship with a flair is evidenced in every detail of the distinctive new 120½-inch wheelbase SKY HAWK. It's a sports car—it's a family car; it's a hardtop.

Five adults can sit comfortably on the SKY HAWK's broad seats, with plenty of elbow and leg room for all. The extremely low center of gravity of its

exclusive Pyramid Design structure virtually eliminates sway and gives the SKY HAWK a road-hugging roadability that makes driving unusually relaxing. And when you put this great family sports car through its performance paces, you'll find it difficult to believe that the SKY HAWK actually costs no more than some *sedans* in the low price field!

New SWEEPSTAKES 289 V8 engine develops a full 210 horsepower. Its high turbulence, cup-type pistons give the high performance advantages of inverted hemispherical combustion chamber design.

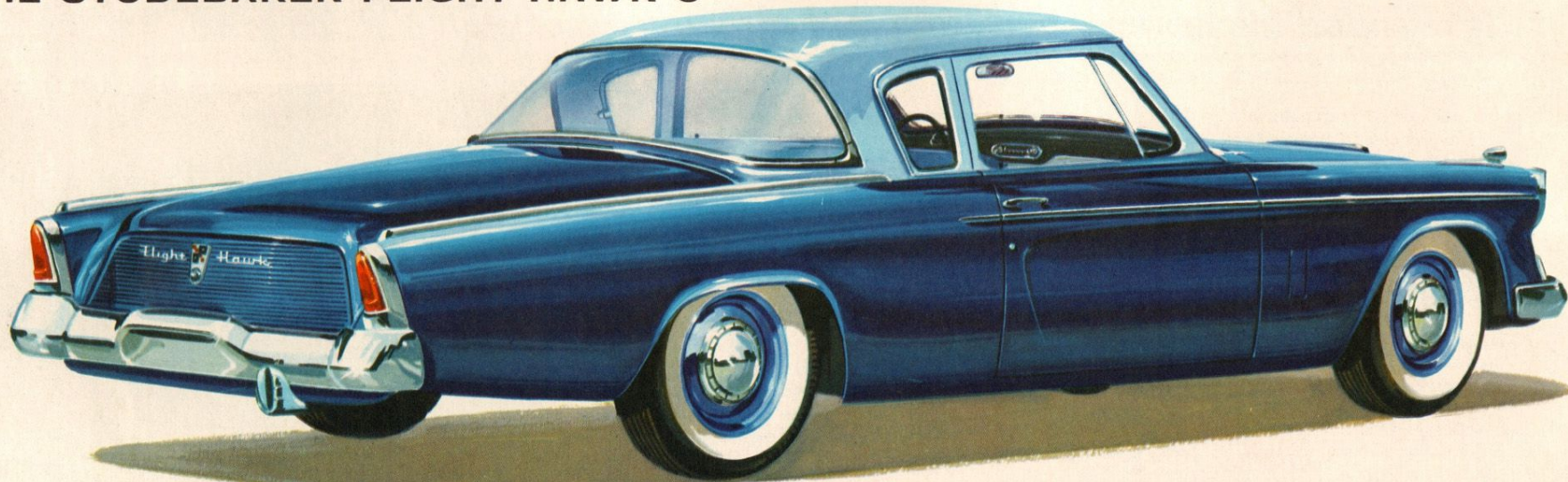


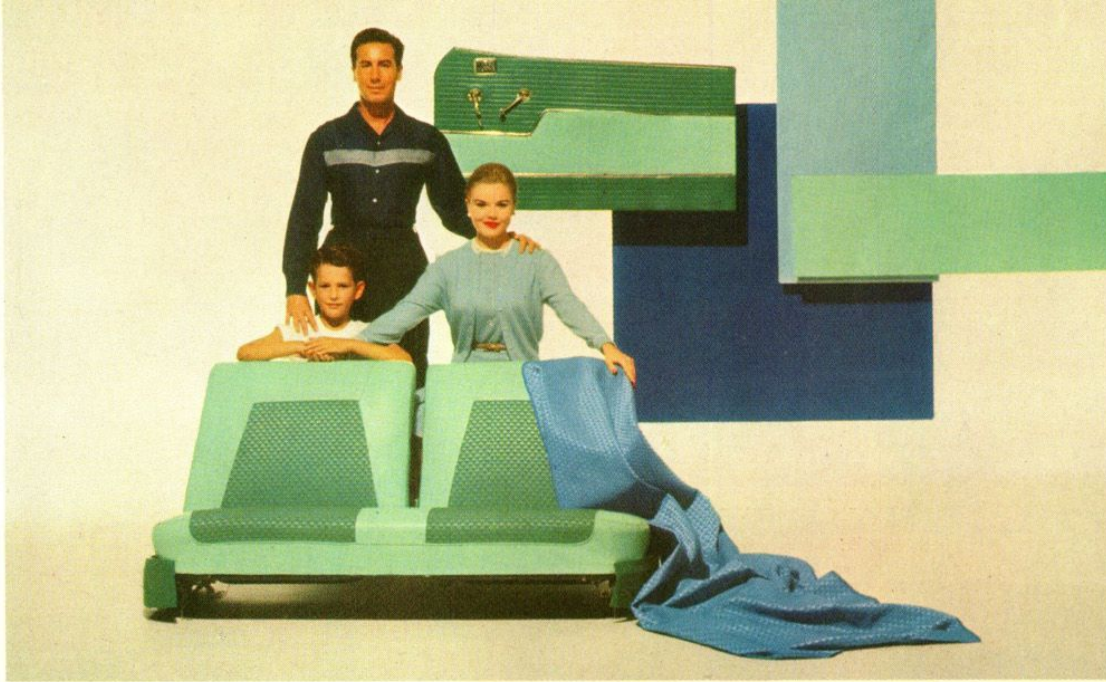


THE STUDEBAKER POWER HAWK V8

Announcing two new budget-priced family cars with sports car flair!

THE STUDEBAKER FLIGHT HAWK 6





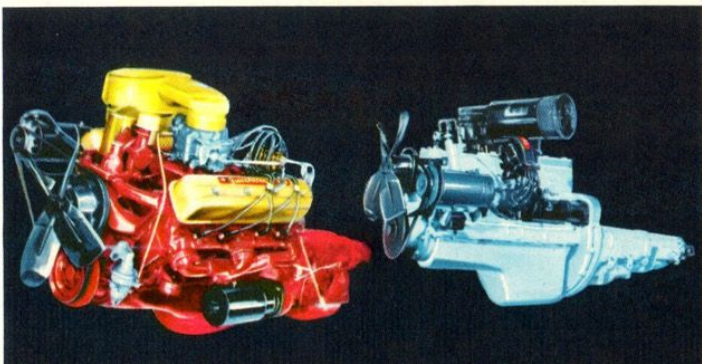
Now you can say good-bye to the days when adherence to a family budget meant driving a "look-alike" car! Only Studebaker's Craftsmanship with a Flair brings you all the flavor of a sports car with full family seating capacity — all at a price no greater than most sedans!

But economy is only part of the brilliant story of the new POWER HAWK V8 and the FLIGHT HAWK 6. In beauty, roominess, comfort, safety, and performance, they're outstanding in the low price field — cars of distinction any family would be proud to own!

CHOICE OF V8 OR 6 ENGINES

New 170-h.p. Sweepstakes 259 V8 features power with economy. Big-performing 101-h.p. six delivers even more miles per gallon. Optional on all Hawks are standard transmissions†, automatic drive*, or super-smooth overdrive*.

*AVAILABLE AT EXTRA COST. †NOT AVAILABLE ON GOLDEN HAWK.



STUDEBAKER HAWK SPECIFICATIONS

STUDEBAKER GOLDEN HAWK Skypower 352—

8 cylinder. OHV. V8 type engine. Bore 4". Stroke 3.50. Displacement 352 cubic inches. Maximum h.p. 275 at 4600 r.p.m. Taxable h.p. 51.2. Compression ratio 9.5 to 1. 4-barrel carburetor. Oil capacity 5 quarts. Cooling system capacity 25 quarts.* Rear axle ratio with overdrive 3.92 to 1. With Ultramatic drive 3.07 to 1. Tubeless tires size 7.10-15. Height loaded 56 $\frac{5}{16}$ ". Width 70 $\frac{7}{16}$ ". Wheelbase 120 $\frac{1}{2}$ ".

*26 $\frac{1}{2}$ quarts with heater.

STUDEBAKER SKY HAWK Sweepstakes 289—

8 cylinder. Overhead valve, V8 type engine. Bore 3 $\frac{3}{16}$ ". Stroke 3 $\frac{3}{8}$ ". Displacement 289 cubic inches. Maximum h.p. 210 at 4200 r.p.m. Taxable h.p. 40.6. Compression ratio 7.5 to 1 (8 to 1 optional). 4-barrel carburetor. Oil capacity 5 quarts. Cooling system 17 quarts.* Rear axle ratio Standard Transmission 3.54 to 1. With overdrive 3.92 to 1. With automatic drive 3.31 to 1. Tubeless tires, size 6.70 x 15. Height (loaded) 56 $\frac{5}{16}$ ". Width 70 $\frac{7}{16}$ ". Length 203 $\frac{1}{16}$ ". Wheelbase 120 $\frac{1}{2}$ ".

*18 $\frac{1}{2}$ quarts with heater.

STUDEBAKER POWER HAWK Sweepstakes 259—

8 cylinder. Overhead valve, V8 type engine. Bore 3.56". Stroke 3.25". Displacement 259.2 cubic inches. Maximum h.p. 170 at 4000 r.p.m. Taxable h.p. 40.6. Compression ratio 7.5 to 1 (8 to 1 optional). 2-barrel carburetor. Oil capacity 5 quarts. Cooling system capacity 17 quarts.* Rear axle ratio Standard Transmission 3.54 to 1. With overdrive 3.92 to 1. With automatic drive 3.31 to 1. Tubeless tires, size 6.70 x 15. Height (loaded) 56.31". Width 70.44". Length 203 $\frac{1}{16}$ ". Wheelbase 120.50".

*18 $\frac{1}{2}$ quarts with heater.

STUDEBAKER FLIGHT HAWK Sweepstakes 185—

6 cylinder. L-head engine. Bore 3". Stroke 4 $\frac{3}{8}$ ". Displacement 185.6 cubic inches. Maximum h.p. 101 at 3800 r.p.m. Taxable h.p. 21.60. Compression ratio 7.5 to 1. Oil capacity 5 quarts. Cooling system capacity 11 quarts.* Rear axle ratio Standard Transmission 4.10 to 1; 4.56 to 1 optional. With overdrive 4.56 to 1; 4.10 to 1 optional. With automatic drive 3.54 to 1; 4.10 to 1 optional. Tubeless tires, size 6.40 x 15. Height (loaded) 56.31". Width 70.44". Length 203 $\frac{1}{16}$ ". Wheelbase 120.50".

*12 $\frac{1}{2}$ quarts with heater.

To continue its program of quality and design improvement, the manufacturer reserves the right to change specifications, design or prices at any time without notice and without incurring obligation. Information contained herein is from data available when final approval for printing was given.

STUDEBAKER HAWKS

A stylized, abstract graphic of a hawk's head in profile, facing left. The head is composed of several geometric shapes in white, brown, and black. A prominent yellow ring with a black center is positioned on the side of the head, resembling an eye or a sensor. The background consists of horizontal bands of blue, white, and maroon, with diagonal stripes of brown and white on the right side.

craftsmanship with a flair

officer