Studebaker's NEW TRUCK STYLING

NEW FULL-VIEW, ONE PIECE CURVED WINDSHIELD

NEW MASSIVE GRILLE AND HEADLAMP ASSEMBLY

Here's rugged beauty

designed to stand out and stand up for years:

At NEW low prices!



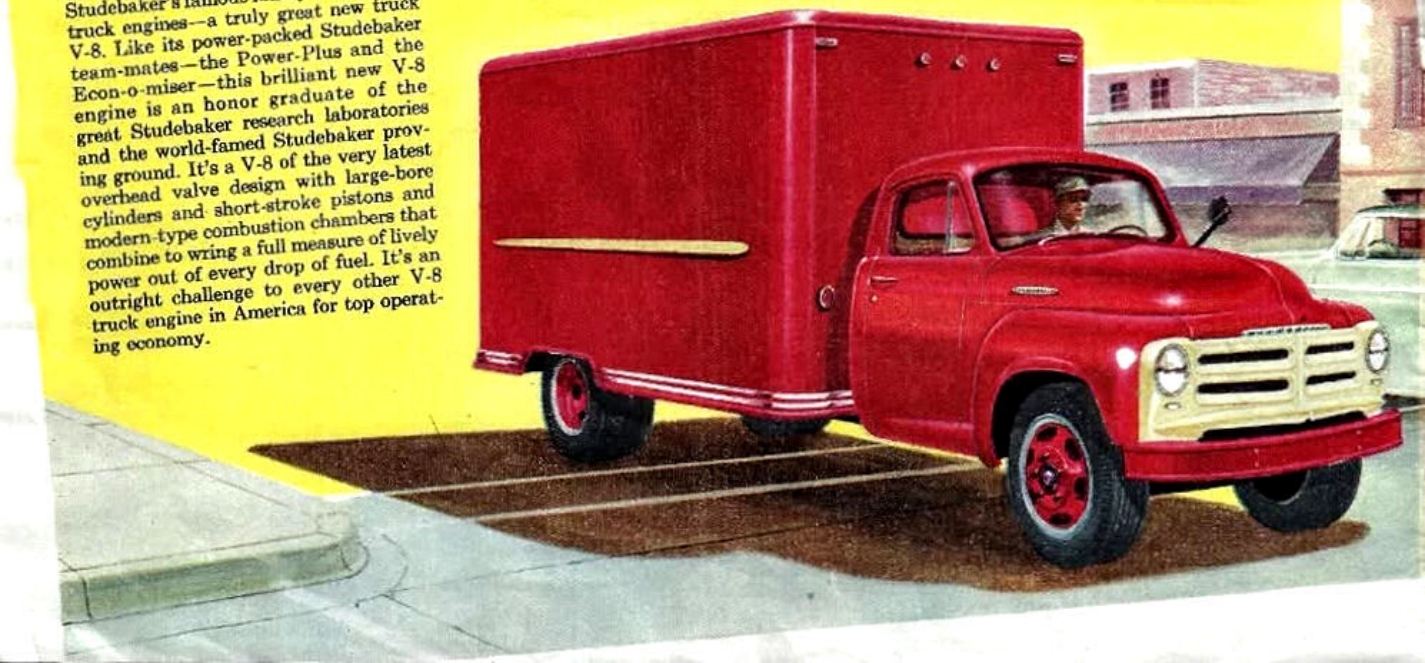
NEW INSTRUMENT LAYOUT AND COLOR-STYLED TRIM

Studebaker's NEW TRUCK ENGINE



Here's the answer to your need for an engine with fast acceleration and a change of pace.

Above, you see the newest member of Studebaker's famous family of stand-out truck engines—a truly great new truck V-8. Like its power-packed Studebaker team-mates—the Power-Plus and the Econ-o-miser—this brilliant new V-8 engine is an honor graduate of the great Studebaker research laboratories and the world-famed Studebaker proving ground. It's a V-8 of the very latest overhead valve design with large-bore cylinders and short-stroke pistons and modern-type combustion chambers that combine to wring a full measure of lively power out of every drop of fuel. It's an outright challenge to every other V-8 truck engine in America for top operating economy.

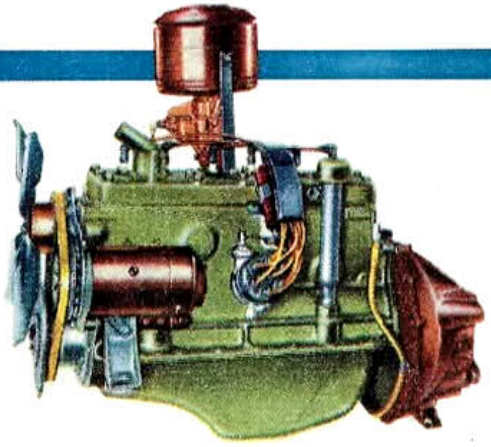


NOW THERE ARE THREE



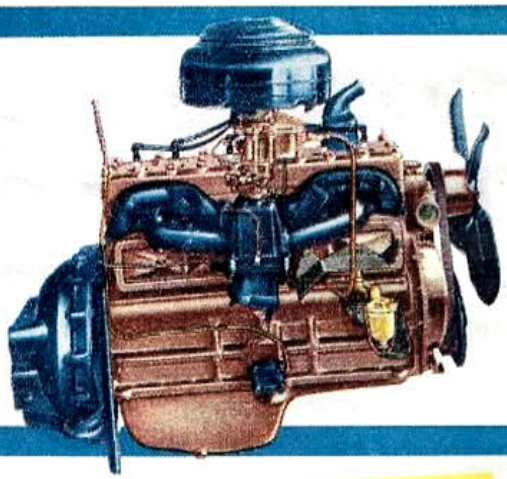
GREAT STUDEBAKER TRUCK ENGINES: The great new 1954 Studebaker trucks are available with the kind of power needed, from the half-ton through the two-ton class, for any hauling problem. If operating economy is what you want most, Studebaker has the answer. If sheer ability to pull a load is your first consideration, Studebaker gives you power with a terrific wallop. If you want utmost flexibility and hair-trigger response, Studebaker has it for you with the very latest thing in super V-8 performance.

EXTRA THRIFTY



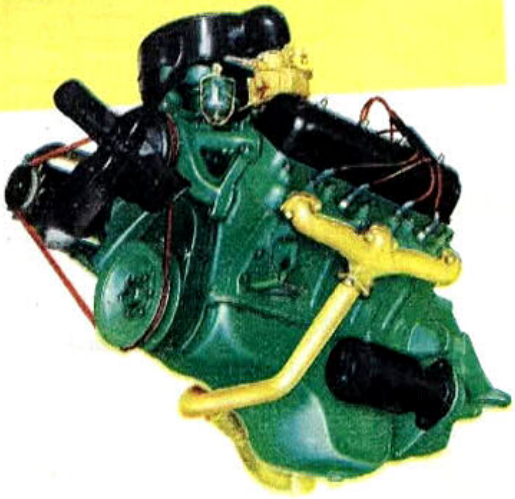
THE ECON-O-MISER: Studebaker trucks have long been noted for low-cost operation—and this famous engine, built for top economy of gas and oil, is one of the reasons why. With its simplified design, the high efficiency Econ-o-miser not only saves fuel, but it also needs very little maintenance work—and costs surprisingly little to service when attention is required. High turbulence heads join up with high compression for stamina and plenty of pulling power. Integral valve seats, full-depth cylinder cooling assure smooth performance. For ½-ton, ¾-ton and 1-ton Studebaker trucks.

EXTRA HUSKY



THE POWER-PLUS: This rugged, responsive engine with 102 horsepower developing up to 205 lbs. ft. torque, provides ample power for tough hauling jobs. And this—because of the engine's high-compression, high-efficiency, maximum-energy design—is accomplished without wasting fuel. Easy access to engine parts, too, saves time and money on adjustments and servicing. Standard equipment on 1½-ton and 2-ton Studebaker trucks. Available at extra cost for ½-ton, ¾-ton, and 1-ton models.

THE LATEST V-8 BUILT FOR TRUCKS!



EXTRA LIVELY

THE NEW V-8: You get high-efficiency handling of husky loads with this new V-8 developing 127 horsepower and 202 lbs. ft. of torque. The advanced valve-in-head design of this engine makes possible compact combustion chambers which, in turn, permit the direct unrestricted entrance of the fuel charge and fast discharge of exhaust gases. Swift, complete combustion is assured. And, with a 7.5 to 1 compression ratio, full power is quickly, efficiently and economically attained. Available at extra cost on 1½-ton and 2-ton Studebaker trucks.

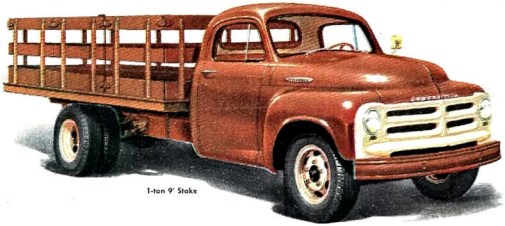
The NEW 1954 Studebaker Trucks



½-ton Pick-up



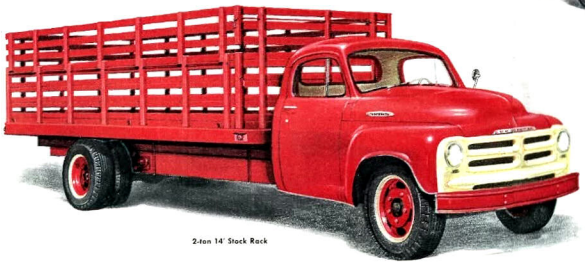
¾-ton Pick-up



1-ton 9' Stake



1½-ton 12' Van



2-ton 14' Stock Rack

There's a Studebaker Truck for you at a new low price!

Studebaker's five basic truck sizes—available in more than forty different wheelbase and chassis combinations—cover more than 90 per cent of all hauling needs. There's a new 1954 Studebaker truck to meet your needs, powerfully, dependably, and—in view of Studebaker's new low truck prices—more economically than ever!

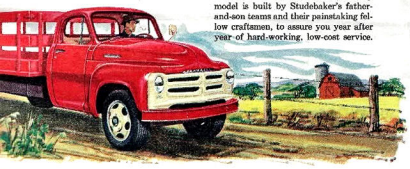
Check these FACTS about Studebaker Trucks for yourself!

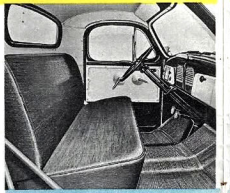
It's their simple, sound construction AND THE BALANCE OF ALL QUALITIES

that make Studebaker Trucks a good investment—tops in comfort, safety, handling ease—and LONG-LASTING LOW-COST OPERATION

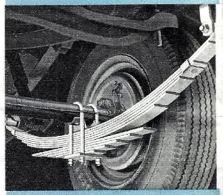
Compare what you get for your money! That's the way to buy a truck! Studebaker trucks are honest values—honestly represented. Studebaker trucks are designed for top performance at low cost per mile. They come through with husky pulling power you can depend on. They stand out in rugged construction that stands up under stress.

A Studebaker truck is all truck! Every model is built by Studebaker's father-and-son teams and their painstaking fellow craftsmen, to assure you year after year of hard-working, low-cost service.

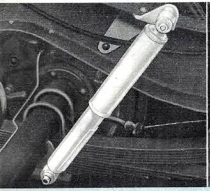




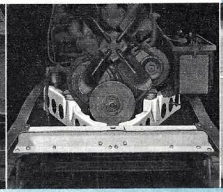
ROOM ENOUGH AND THEN SOME—Three ride comfortably in the Studebaker truck cab. There's extra door-to-door width, plenty of leg room, and the cab is set low, close to the ground, without sacrificing head room. The new cab trim, handy new "safety-grouped" instrument dials, and wide new, one-piece windshield all help to make the driver's day more pleasant than ever.



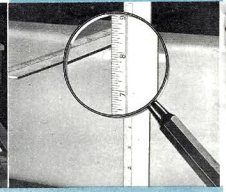
AN EASY RIDE, FOR YEARS—Maximum foot protection, mufflering of road shocks and long life are built into Studebaker truck springs. All are heat treated, oil-tempered. The standard full-capacity semi-elliptical springs, of Silicon Manganese steel, are long, wide, meet most needs. Progressive two-stage and heavy duty springs are available at extra cost.



DIRECT DOUBLE-ACTION OF COURSE—Direct double acting hydraulic shock absorbers are standard equipment on ½-ton and ¾-ton Studebaker trucks. Double-acting front hydraulic shock absorbers are standard on 1-ton and 2-ton models. All shock absorbers, standard and optional, are heavy-service hydraulic type for extra miles of comfort, load protection, and riding ease.



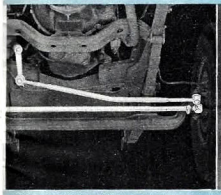
MUSCLE WHERE IT COUNTS—There's no gas-consuming excess weight in a Studebaker truck's structure. But there's "muscle" where it counts. Studebaker truck frames are unusually strong and rigid. For instance, this K-member on all Studebaker trucks gives firm support to the engine mount and reinforces the truck's whole front end. Twist and deflection are reduced to a minimum.



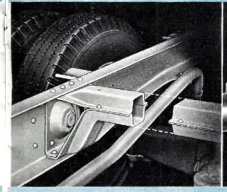
DEEP, WIDE, AND THICK—Channel frame design gives greatest strength and carrying capacity. Frame depth, width and thickness on Studebaker trucks are governed by gross capacity plus liberal additions for safety factors. Extra deep, wide side rails of hot rolled steel assure dependable load support. Reinforced frames contribute added sturdiness on the 2-ton models.



HEATING AND VENTILATION—Studebaker's exclusive foot-controlled air-scoop ventilation and Truck Climatizer (at extra cost) are more reason for ace-high comfort. Fresh outside air flows along through insulated tunnels built into front fender aprons. When heat is required, grilles are closed and air from left fender scoop is diverted to the Climatizer. No recirculation of stale air.



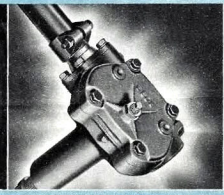
'BYE, 'BYE "WHEEL FIGHT"—On all Studebaker trucks, steering rods run directly from the steering gear box, by means of spring loaded ball joint joints, to one wheel and then on to its opposite. Combined with variable ratio, this cross link steering minimizes wheel fight and road shock. This combination is a Studebaker exclusive and makes Studebaker trucks surprisingly easy to handle.



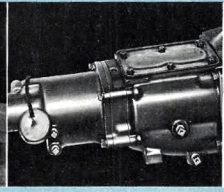
AND FOR EXTREME STRESS—Strong, rugged, box-type cross members are used at points of greatest stress on Studebaker trucks. The entire length of the cross member is a box section riveted to the upper and lower side rail frame flanges in the alligator type of attachment. This holds frame side rails in a rigidly vertical position to furnish maximum support for body and load.



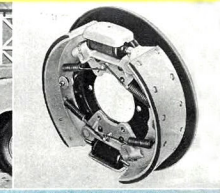
YOU STEP INTO SAFETY—You don't strain to get into this truck. You step right into the Studebaker cab. The floor is low. The steps are enclosed from the weather. The cab doors, equipped with check stops to hold them open, are big, safe, and handsome. The Studebaker cab is safe to get into—and safe throughout, with its all-steel construction, rugidly braced to withstand impact.



EASY PARKING, TURNING—The variable ratio steering gear, pioneered by Studebaker, combines a low gear ratio for straight-ahead driving with a high gear ratio which increases progressively as the wheel is turned. The low ratio assures stability, steering control. The high ratio, in operation on curves, corners, or when turning the truck around, assures easy handling.



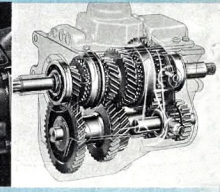
MONEY SAVER—Studebaker's famous overdrive transmission, for ¾ and ¾-ton trucks, provides wider range of gear ratios for most economical use of engine power. The reduction in engine revolutions, approximately one-third less, prolongs engine life and helps hold down gas and oil operating costs. Helical cut gears with synchromesh in second and third contribute to quiet operation.



FOR SUPER-SAFE STOPS—All Studebaker trucks are equipped with powerful hydraulic brakes, heavy service two-shoe type. Brakes are scientifically equalized between front and rear wheels for easy, positive, straight-line stopping, without front end dive or uncontrollable side skids. Self-centering feature further promotes effectiveness, prolongs life of brake lining.

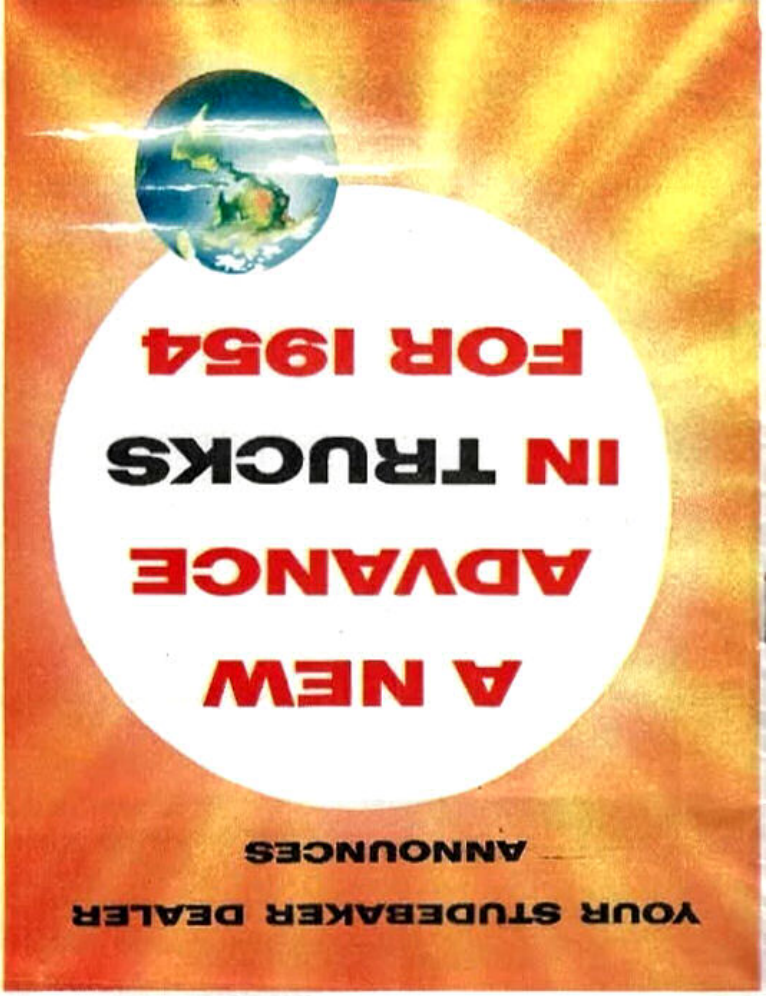


EASY TO GET AT—With Studebaker's "lift-the-hood" accessibility, all instruments, instrument wiring, accessories and many operating parts can be easily serviced and adjusted. Thanks to the design of hood, radiator and wheel metal and the arrangement of instruments and accessories, a man can work comfortably and easily see what he's doing.



SMOOTH AND SILENT—The standard three-speed transmission on ½-ton and ¾-ton Studebaker trucks employs smooth, silently operating helical cut gears with clash-proof synchromesh in second and third speeds. A four-speed synchromesh transmission is standard equipment on 2-ton Studebaker trucks and is also available, at extra cost, for ½, ¾, 1, and 1½-ton models.

Studebaker reserves the right to change at any time (since it discourages sales or other merchandising standard equipment, as shown in this folder, without obligation to retrospective purchasers, or to add new designs or improvements without making similar alterations in trucks manufactured.



We have open house every day!

Stop in and get acquainted

Here are the best-looking, smoothest running trucks on America's streets and highways. Studebaker's men, machines, and materials have produced for 1954 America's most smartly practical "style-star" line of trucks. See them. And let us tell you about their new low prices!

Here too, is a truck service department you'll appreciate if you want to keep any truck you own, new or old, in pay-load condition.

Good trading, and a fair deal at all times—that's our policy!

D-216—3-54