

1954 SPORTS CAR PACES STUDEBAKER STYLING



Here is Studebaker's brand new sports car for 1954, the Commander Starliner Hard-top. The low, wind-swept lines that have won national and international honors are accentuated by new grille and bumper treatment. Interiors are as exciting as the style pace-setting lines of the car, with appointments and upholstery harmonizing with the 12 solid and 10 two-tone combinations in which the model is available. The Starliner is also available in the Champion series.



THE ORIGINAL STUDEBAKER Conestoga wagon built in 1834 and in which the Studebaker family moved to South Bend, Indiana, in 1851, provides authentic background for the new Conestoga, Studebaker's all-steel station wagon. The old "prairie schooner" was in use for nearly thirty years, and now is preserved in the Studebaker museum.

Studebaker Introduces Conestoga

SOUTH BEND, Ind.—A brand new line of sedans, sports cars, and station wagons incorporating gay and colorful interiors as well as many engineering improvements has been introduced for '54 by The Studebaker Corporation.

Twenty body types are represented by the company's two- and four-door sedans, hardtop convertibles, coupes, Land Cruiser, and new pleasure-utility car colorfully named the Conestoga. The station wagon, like all the other models, was designed by internationally famous Raymond Loewy.

The striking exterior lines have been enhanced by further refinements and by exciting new interiors, elements which the company believes will keep Studebaker cars at the head of the style parade. The interior styling, characterized by new fabrics and textures selected expressly for Studebaker, is the work of Eleanor Le Maire, well-known interior decorating expert and color stylist. Upholstery fabrics are offered in four different basic color motifs harmonizing with the exterior hues of the cars. Such items as steering wheels, steering wheel columns, instrument panels, moldings, door trim, and carpeting likewise harmonize with exterior body colors. Twelve different exterior solid color options and 10 different two-tone combinations make up the color repertoire for Studebaker's '54 models.

Other interior features include new instrument clusters, removable center arm rests for the rear seats of hardtop convertibles and coupes, and dome lights in the sports model which completely light up the interiors.

The Conestoga, Studebaker's new station wagon, accommodates six passengers with ease. When used as a utility car, with the rear seat

folded down, an area of 64 cubic feet is available for baggage or haulage purposes. The car has a wheelbase of 115-1/2", is 195-1/2" in overall length, 69-3/4" in width, and

Pontiac Likes Auto Shows

"Pontiac always considers it a privilege to be able to participate in automobile shows throughout the country," according to R. M. Critchfield, vice president of General Motors and general manager of the Pontiac Motor Division.

"This year Pontiac and its dealers are taking part in over one hundred shows in cities across the country. These shows are in the American tradition—like county fairs. They exemplify the freedom of opportunity in this great country of ours. They glorify the product of the American worker, the automobile, which has become so important a part of the American way of life.

"By taking part in this show, we of Pontiac and our dealers have the opportunity of placing before a motorist public our latest automotive developments and creations. They are displayed along with the products of other automobile manufacturers so that the people may compare and choose in the American way.

"We welcome this competition. We feel that in Pontiac we have something to offer every car buyer. In our new Star Chief line, we have cars which are comparable in size, style and performance with the best cars built. Yet we have a Pontiac within the reach of any car buyer.

62-1/2" in height when loaded. One of the outstanding features of the Conestoga lies in the suspension which has been designed so as to provide full passenger car riding comfort under all load conditions.

Tinted glass, which reduces eye strain by decreasing glare and which cuts heat by filtering out some 65 per cent of the sun's heat rays, is available on all models at slight extra cost. Hydraulic power steering is likewise optional on all models at extra cost.

Foremost among the chassis improvements are new and larger brakes for both Champions and Commanders. These, according to intensive engineering tests, provide up to one-third greater braking power and thus add substantially to driving safety. They are self-centering and self-cleaning and have, in addition to greater stopping power, increased pedal reserve, better drum, more durable brake lining, and labyrinth-type drum seals which keep out dirt and mud.

Acceleration and performance have been stepped up to both the Champion and the Commander as a result of a 3.8 to 2 compression ratio in the power plants of both cars. Automatic transmission on Champions now have three power outputs in "Drive" position, automatic low intermediate, and direct. The automatic low gear stage makes possible much greater acceleration at low traffic speeds.

Chrysler's new instrument panel emphasizes safety. The double-dial instrument cluster with new instrument lighting is a great aid in visibility. Contoured use of hard rubber padding and shock-type mountings and controls are an aid to safety.

Pontiac Brings Out New Bigger, Luxurious Line

Pontiac's new 1954 models, being displayed at the show include the entirely new Pontiac Star Chief series—bigger, longer and more luxurious than ever before.

This model is being shown in addition to the newly-styled and improved Chieftain and Special series. Also on display are engineering features, accessories and optional equipment exhibits of an educational type.

Nationwide dealership public showings December 14 and 15 brought the most outstanding public acceptance to Pontiac that has ever been experienced, according to General Manager and Chief of Motors Vice President Robert M. Critchfield, who has been touring key areas viewing the market along with General Sales Manager R. E. Crawford and other executives. Pontiac's new Star Chief line—eleven inches longer, with two-inch greater wheelbase, a more powerful eight-cylinder engine and some of the most sumptuous interior trim ever offered—has been especially praised by the public, says Critchfield.

All 1954 Pontiacs have been re-styled with a new radiator grille, new silver screen, new Deluxe and Custom side moldings and many other features, both exterior and interior, including the widest selection of colors and color combinations ever offered.

Mechanically, the Pontiacs' straight-eight with 272 cubic inch and Hydra-Matic has been stepped up to 127 horsepower, equipped with a new carburetor and intake manifold, a new current and voltage regulator and a new ignition coil mounting. The new engine, a

new distributor and valves with increased durability have been added to the six-cylinder engine. An optional line of optional accessories is offered this year, including power brakes, Comfort Control Seat, automatic electric window lifts, automatic door locks, automatic power steering, air conditioning, and more. Pontiac's new Star Chief line is being shown in addition to the newly-styled and improved Chieftain and Special series. Also on display are engineering features, accessories and optional equipment exhibits of an educational type.

To most buyers, the new Pontiacs are a real value in an increasingly competitive market. Pontiac for 1954 has introduced the Star Chief series, eleven inches longer than the Chieftain series, with a 127-inch wheelbase, the 127-inch Star Chief approximates in size America's biggest standard model cars.

Stunning color schemes are used in the Custom model interiors, which combine a star pattern nylon upholstery material with top-grain leather-colored leather, as in the case of the Catalina, which has a new interior color scheme. The new Star Chief line is being shown in addition to the newly-styled and improved Chieftain and Special series. Also on display are engineering features, accessories and optional equipment exhibits of an educational type.

Pontiac Star Chief Custom Sedan



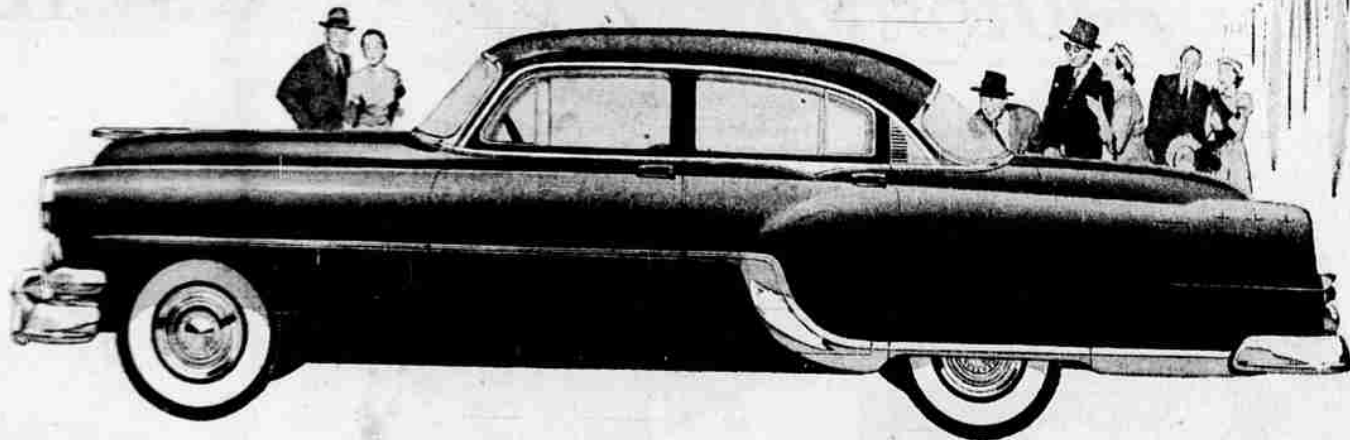
Sure to catch the eye of every show visitor is Pontiac's new Star Chief Custom Sedan. Bigger and longer than any car ever built by Pontiac, this luxurious car comes in distinctive exterior colors with upholstery in leather and nylon of matching color. This custom sedan has a distinguishing chrome plaque behind the rear windows and chrome moldings over the side windows. Overall length: 213.7 inches.

Two-seat Deluxe model, with the second seat folding flat for maximum carrying capacity, while the Special is offered in two (folding second seat) and three-seat models. Interiors have new styling using red or green combined with ivory Morrokide on the Deluxe Station Wagon while green and beige coated fabric is used on the Special Station Wagon.

NEW SUSPENSION

New high-roll-center front suspension on all 1954 Chrysler models reduces body lean on turns.

See the Exciting Pontiac Exhibit at the Auto Show!



KLAMATH FALLS CARVALCADE

ARMORY • FEBRUARY 27 and 28

There is much that's exciting to see at the Auto Show. See it all, but be sure of this: Don't miss the Pontiac exhibit! You'll see the show's most exciting star, a "dream car" come true—the magnificent new 1954 Pontiac Star Chief!

Certainly the Star Chief is the kind of car of which dreams are made. It has in splendid measure—the size, the look and the luxury of America's finest cars. Its long,

low, aristocratic silhouette measures almost 214 inches over-all! Its interiors are unsurpassed for color-keyed elegance by any car, at any price!

Yet you can be the proud possessor of all this fine-car quality without leaving Pontiac's low price range. The Star Chief is America's first low-cost luxury automobile!

What's more, you can add any or all of

these wonders of modern driving—Power Steering, Power Brakes, Air-Conditioning, Comfort-Control Seat, Electric Window Lifts and Dual-Range Hydra-Matic Drive*—and they can be yours at the lowest total cost in a Pontiac Star Chief!

So don't miss Pontiac! A dream-car-come-true—at a price that almost any new-car buyer can afford—is the show's most exciting news of all!

*Optional equipment or accessories at extra cost.

DOLLAR FOR DOLLAR

YOU CAN'T BEAT A

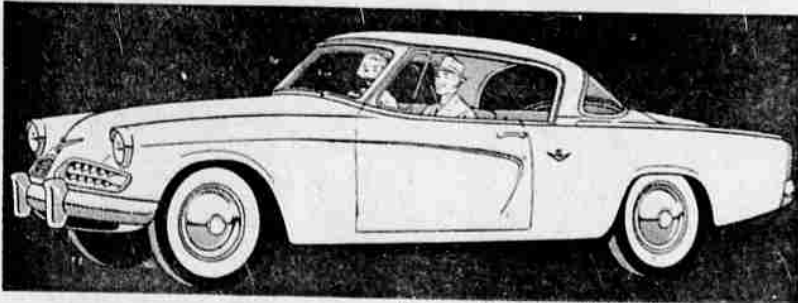
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