



COMPLETELY RESTYLED this year is the new Studebaker line led by the 1956 four-door sedan President pictured here. Bidding for recognition as the "biggest cars in the low-price market," Studebaker's new passenger automobiles are the highest powered in their class with horsepower ranging up to 210. The complete new lines include 16 models—12 in the President V8, Commander V8 and Champion sedans and station wagons, and four in a special line of sports-type cars.

Top Power, New Style Line Presented By Studebaker

Big new styling, top horsepower in the low-price field, a new series of high-performance 5-passenger sports-type cars, major engineering advances and a record list of safety innovations and improvements are outstanding features in the all-new line of Studebaker passenger cars for 1956. The new Studebaker models, bidding for recognition as "the biggest cars in the low-price market," represent the auto industry's only complete restyling in the volume low-price field for 1956. Presented by Studebaker also as the highest power in standard volume-produced cars in the low-price field is the new 210-horsepower President Classic four-door sedan. James J. Nance, president of Studebaker-Packard Corporation, in announcing the new models, pointed out that the new cars represent the first Studebaker line to be developed in accordance with the product and marketing philosophies of the management of the new corporation. Century-old Studebaker and 55-year-old Packard were combined in October, 1954, to form the new full-line company headed by Nance, who had put Packard on the comeback trail with an aggressive new product program after becoming president in 1952. Markedly bigger in exterior appearance, the new Studebakers have greater room inside, and trunk room has been increased by 20 per cent. The new design is described as a basic advance with

in auto industry trends at the same time it heightens Studebaker's reputation as postwar automotive style leader. Mechanical innovations include an advanced automatic transmission—the new Flightomatic; special "safety-fin" brakes that increase brake-drum cooling by 100 per cent to maintain non-fade efficiency when heavily used, and a new concept in speed indicators—a color-lighted "safety-eye" speedometer. Studebaker's new lines include 16 models—12 in the sedan and station wagon series, and four in the volume-produced sports-type group. Heading the nine models in the sedan series is the big President Classic four-door V8. The Classic model—more than 17 feet long and luxury-styled throughout—is powered by a new Sweepstakes 289-V8 engine with four-barrel carburetion. Also powered by the Sweepstakes 289-V8 engine are two other sedans in the President series and the Pinehurst President station wagon. Commander sedans and the Parkview Commander station wagon feature the most powerful engine ever offered in the Commander series—the new Sweepstakes 259-V8 at 170 horsepower. Power kits, comprised of four-barrel carburetion and dual exhaust, will be available as optional equipment and will increase the 259-V8 horsepower to 185. Champion sedans and the Pelham Champion station wagon have a newly improved Sweepstakes 185

heavy-duty economy six engine, with 101 horsepower. These sharply increased powers combine with Studebaker's high horsepower-to-weight ratio—the most favorable in the industry—to give the new sedans and station wagons outstanding new standards in acceleration, usable power for both city and highway driving, and other vital performance factors. The new President engine, with 289 cubic inch displacement, develops 292 foot pounds of torque at 2800 RPM, an outstanding torque rating in the low-price field. The new Commander engine, with 259 cubic inch displacement, develops 250 foot pounds of torque at 2800 RPM, also a powerful rating in its price class. Harold E. Churchill, vice president and manager of the Studebaker division, said that in all cars and trucks in the new Studebaker lines, "these performance factors are engineered at peak levels for the power reserve and strength that assure maximum response and safety in the usable highway speed ranges, and long, durable mechanical life." Despite their bigness and increased power, all the new models are designed to continue the tradition of fuel economy leadership that has made Studebaker a perennial winner in the Mobilgas Economy Run, including the Grand Sweepstakes award in the past two contests. Studebaker's new President passenger car series includes a four-door sedan and two-door sedan in addition to the Classic four-door model and the Pinehurst station wagon. The Commander and Champion series include four-door sedans, two-door sedans and two-door sedans, and the Parkview and Pelham station wagons. The sedans are the lower priced of the two-door sedan models.

Studebaker Enlarges U. S. Sports Car Line In '56

The first American-made line of sports-type cars were introduced by the Studebaker-Packard Corporation in December in Studebaker dealerships across the country. The Studebaker line of Hawks will have four models in the low-price field, and will introduce a new concept in styling and performance to sports-type cars. Top model in the line, the Golden Hawk, will have a 275-horsepower engine, making it the highest powered car in the low-price field for 1956. The long, low cars will be offered in two hardtops and two coupes. All are five-passenger models, in line with Studebaker's tradition of building family-size cars, yet are powered and equipped to meet the increasingly sports-minded car market. The Golden Hawk was designed to out-perform any other production automobile. It brings a high powered luxury engine to production cars in the low-price class for the first time in its V-8 engine, which has a displacement of 352 cubic inches, compression ratio of 9.5-1, and four-barrel carburetion. Engines of this size and power only this year are becoming available in a few of the higher-priced luxury cars. The Golden Hawk will have an extremely low center of gravity, the best front and rear weight distribution in its class, and the highest horsepower-to-weight ratio in the industry. James J. Nance, Studebaker-Packard president, in announcing the new special line of Studebakers, said, "Since the formation of Studebaker and Packard into a full-line company, our advanced product development plans have included the establishment of an American-made line of sports-type cars. Market studies have indicated the growing demand for these cars, not only by sports car fans, but also by families who want a 'hot' second car that will give them outstanding road performance without the sacrifice of riding comfort and interior room." Companion cars to the Golden Hawk will be the Sky Hawk, a hardtop model with a 210-horsepower V8 engine; the Power Hawk with 170-horsepower V8 (or 185-horsepower with four-barrel carburetion); and, finally, one Hawk, the Flight Hawk coupe, will even have the economical six-cylinder engine, rated at 101 horsepower. The line of sports-type cars are in sharp contrast to the new, big styling of the Studebaker standard models. Together, the company's lines have the only complete restyling in the volume low-price field for 1956. Introducing a new low silhouette to American styling, the Hawk line combines standard car comfort with sports car performance in a functional design that is new on U.S. roads. The Hawks are less than five feet high, yet are 17 feet long, almost six feet wide. The hood accents length in its five-and-a-half feet from windshield to grille. In keeping with the sports car theme, air intakes are at each side of the radiator-type grille. The combination parking and directional signal lights are on top of the front fenders where they can also be a maneuvering guide. Fenders are high and long, thrusting forward over the headlights, with harmonizing wheel cutouts and lips. Sweeping horizontal lines are used in chrome trim and body side moldings to emphasize length and to permit special color effects in two-tone separations.



THE GOLDEN HAWK, top model in Studebaker's special line of sports-type models, is the highest powered car in the low-price class for 1956. It has a 275-horsepower 352-cubic inch V-8 engine, developing 380 foot pounds of torque at 2800 revolutions per minute. It has four-barrel carburetion and a compression ratio of 9.5-1. The 5-passenger model is 17 feet long, six feet wide, less than five feet high, in sharp contrast with Studebaker's new standard models which have moved to a big design. Three other sports-type cars round out the special line, first full line to be introduced by an American auto manufacturer: the Sky Hawk, with a 210-horsepower V8 engine; Power Hawk with 170-horsepower V8; and the Flight Hawk with a 6-cylinder in-line economy engine of 101-horsepower. The Golden Hawk will have the Studebaker-Packard Ultramatic transmission as optional equipment, the other three models using the new Studebaker Flightomatic transmission. Instrument panel on the Golden Hawk will have a race car inspired dashboard panel which includes a tachometer and vacuum gauge. Equipment includes new safety-fin brakes which minimize fade after successive stops, 12-volt battery electrical system, full range of optional power equipment, noise deadening headlinings, and padded instrument panel. Special safety features include optional seat belts, tubeless tires, and safety door latches. It is sold by Juckland Sales and Service.

Chevrolet Introduces Restyled Corvette



Chevrolet adds another chapter to its pioneering achievements with a new Corvette in the sport car field. Among principal features are a power-actuated fabric top lift and a removable solid top, which like the body is built of reinforced glass fiber plastic. The car has been completely restyled and offers either a manual or Powerglide transmission coupled to a V8 engine of 235 horsepower. In appearance the latest Corvette may be readily distinguished from previous models. Rear fenders sweep downward and the sides of the body carry a sculptured depression. Exterior color choices list black, green, copper, red, blue and white, with the cockpit color-keyed in beige or red.

Auto Designers Say Women Want Picture Window Autos

DETROIT — Looking into the "picture windows" of her modern automobile, a woman may see her "second living room," the answer to an interior decorating challenge greater than that presented in the smartest contemporary home. Just as the trend in homes has been toward a more open design, today's automobiles are more open than ever, with wrap-around front and rear windows and fewer pillars, Chevrolet designers say. Picture windows and window walls of the contemporary home have given women increased consciousness of how furnishings and color schemes will look from the outside. Similarly, designers say women want interiors of their automobiles to show well through the greater window areas. As an example, they point out that the 1956 Chevrolet four-door sedan has approximately two-thirds more glass area than its counterpart of eight years ago, placing maximum emphasis on how car interiors look from the outside. In a further analogy of the modern car and the contemporary home, they explain that both the woman and the automobile designer must work out an interior scheme with the utmost in eye appeal and must do it on a strict budget. Each must select from a vast assortment of fabrics those that are workable for sewing and shaping and both durable and cleanable. But, from there on, they believe, a car designer's task becomes more difficult, for he must strive to make similar materials look different and distinctive in perhaps three separate priced groups of cars, as in the case of the 1956 Chevrolet. Upholstery fabrics must have a quality of "slidability" for easy entrance and exit by passengers. Keying of colors must be such that the assortment available will have a range of appeal to suit individual tastes of hundreds of thousands of customers—men and women. Designers have accomplished all of this in styling the interiors of the 1956 Chevrolets. They have come up with new fabrics containing more nylon and a high percentage of metallic yarn which is so popular in modern furniture upholstery. The yarn is actually made of metal. One type of fabric used in seats and back rests has a ribbed weave resembling the surface of striated plywood. Another seating material is perforated minutely to help it breathe, offering passengers more comfort in both hot and cold weather. A starry, frosted vinyl, like icing on a cake, is used as topping on seat bolsters. In sport models, there is a backrest trim featuring vinyl, seatbelts and plastic buttons that resemble metal. Hard-wearing vinyl are ribbed and saddle-stitched, or given a sur-

face to simulate a cloth finish. Designers have called on manufacturers to turn out man-made fabrics with the exact qualities they need to fit in perfectly with the car and its function. A ribbed pattern cloth with a prominent metallic thread predominates in two of the groups of Chevrolets. A richer pattern cloth of 100 per cent rayon, broken by a gold thread to match gold interiors, appears in even the lowest priced group. Rugged but attractive cloths and vinyls are blended together in station wagons. Interiors of all the 19 models in the 1956 line are color-keyed to such exciting exterior paint shades as Dusk Plum, Crocus Yellow, Dune and Adobe Beige, Twilight Turquoise, Malabar Red, Nassau and Harbor Blue, Pinehurst, Sherwood and Laurel Green, D a w n Gray, Sierra Gold and India Ivory. BUICK ENGINES Buick's 1956 Special is powered by one of the biggest engines of any car in its class. The high compression V-8 engine has a 322 cubic inch displacement, the same size as the engine in the Roadmaster, Super and Century series. It develops 230 horsepower in the Special and 255 horsepower in the other three series. FUEL TANKS Special fuel tanks have been designed for 1956 Chevrolet station wagons to allow clearance for a dual exhaust system and full use of the optional power package that develops top horsepower in the V8 engine.

Make a date with the star of the show!

The fabulous Golden Hawk, with sensational 275-hp. Skypower Engine

This is no mere World of Tomorrow "show" car. This is for real! You can drive it. You can buy it. With more power-per-pound than any other American car, this Golden Hawk is the most fabulous of the four great Studebaker Hawks—first full line of family sports cars! True sports cars in every way—with sports car good looks and low-slung sports car styling... undreamed-of responsiveness, getaway, and roadability. Yet, these are family cars, too. They carry five adult passengers and their luggage in matchless Studebaker safety and comfort, with all the power assists you could want! Make a date to drive a Studebaker Golden Hawk, today!

BIGGEST, MOST POWERFUL IN THE LOW PRICE FIELD! The Studebaker President Classic, with 210-hp. Sweepstakes Engine and 120" wheelbase. Ask for a demonstration today.

Studebaker

THE BIG NEW CHOICE IN THE LOW PRICE FIELD!

SEE IT AT YOUR STUDEBAKER DEALER, TODAY!