

SPECIAL PICTORIAL SECTION

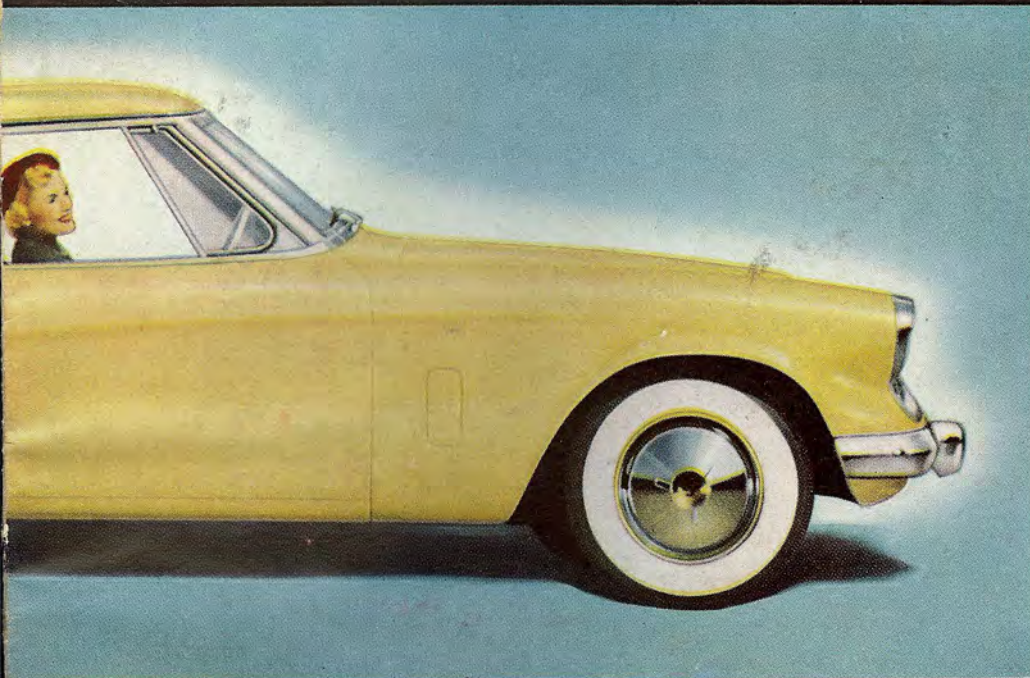
1953STUDEBAKER.COM

APRIL 1953

35¢

# Speed Age

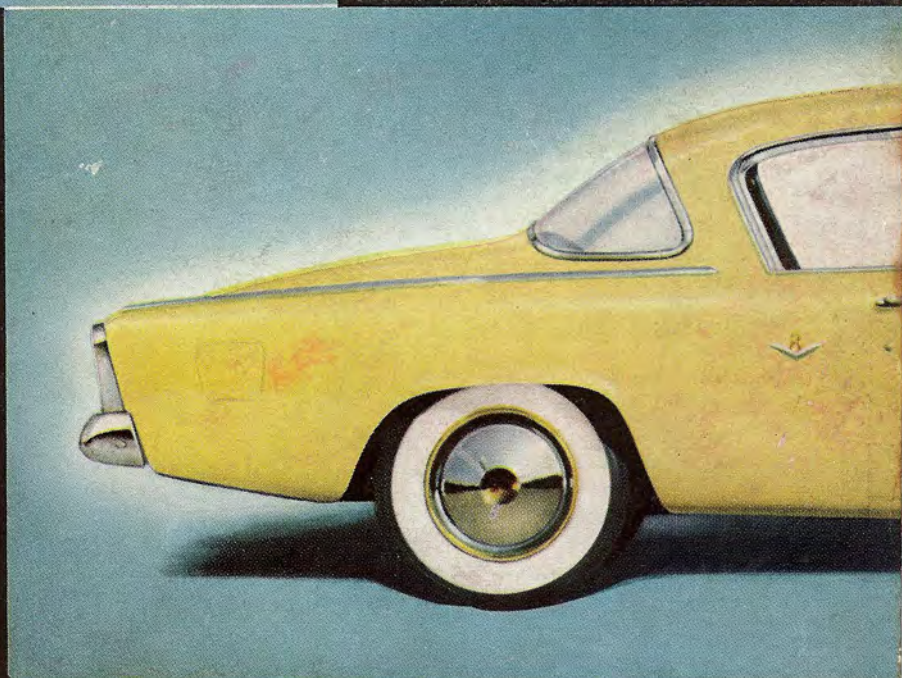
THE COMPLETE AUTOMOTIVE MAGAZINE



NEW STUDEBAKER

COMMANDER

HARD TOP CONVERTIBLE



**SPORTS CAR ROAD TEST**

**"I DROVE THE BOARDS"**

**Customize It Yourself**

**By Peter DePaolo**



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## DUAL MANIFOLDS

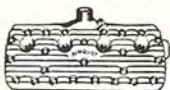


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# Speed Age

THE COMPLETE AUTOMOTIVE MAGAZINE



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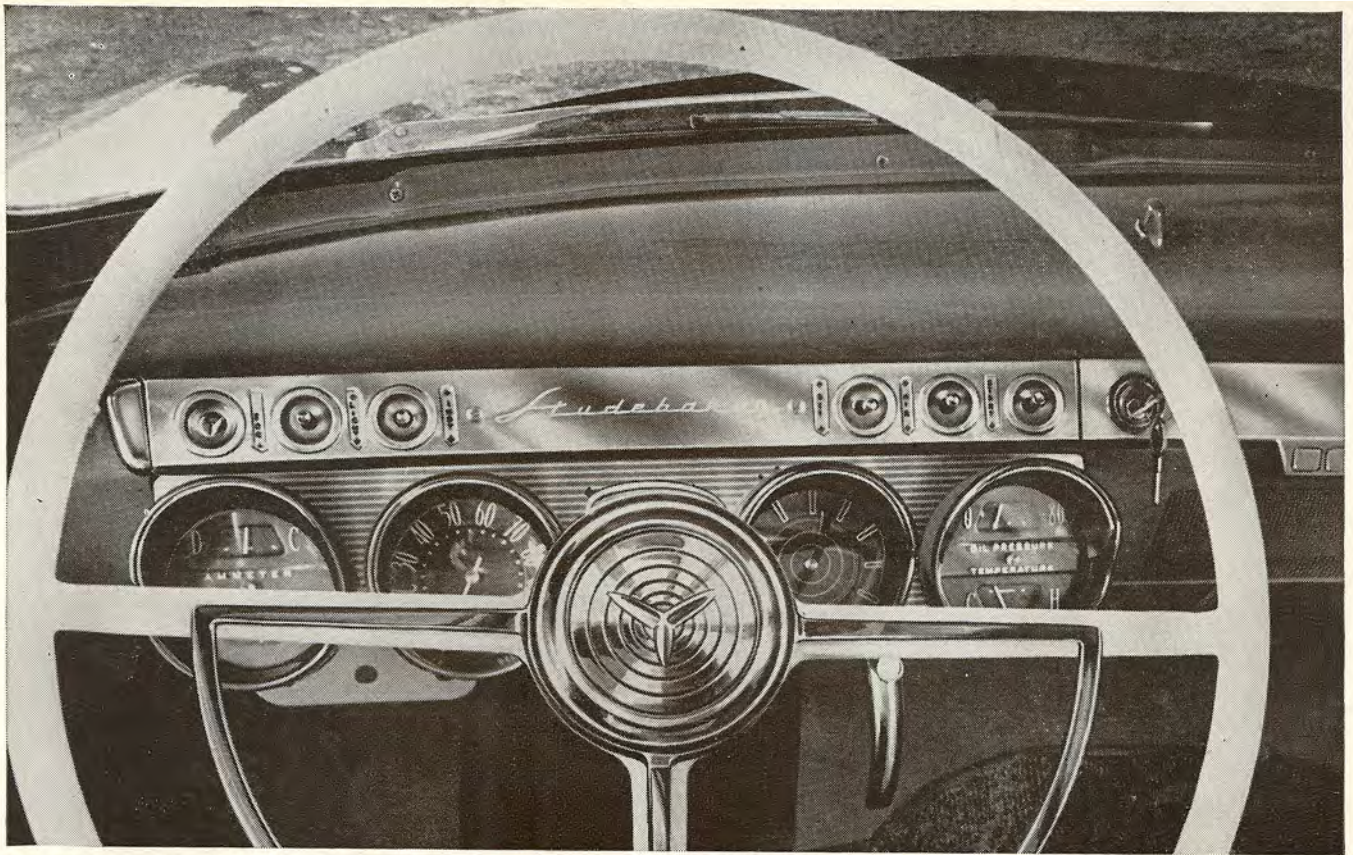
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## THIS MONTH'S COVER

Studebaker has once again led the way in revolutionary styling changes. The new 1953 Commander hard top convertible typifies the popular trend toward sport-type cars.





Studebaker's hooded instrument dials and recessed toggle switches set a new trend in instrument panel designing. Lighting is arranged to give adequate visibility without disturbing glare. This is the panel in the 1953 Commander.

## NEW FOR '53

# Studebaker

FOR the second time since World War II the Studebaker Corporation and designer Raymond Loewy have come up with an automobile that breaks as sharply with American contemporary design as did their post-war predecessors.

Studebaker's 1953 Centennial line retains the 85 HP Champion engine and the newer 120 HP V8 powerplant in the Commander and Land Cruiser series. New is mechanical power steering for the Commander, the first time this type of power steering has been adapted for passenger car use. Power steering for the Champion will be offered later in the year.

The hardtop convertible and 5-passenger coupe are believed to be lower in overall height than any other standard American-built automobile. They stand a mere 56-15/16 inches high—less than five feet! Overall length is 201-15/16 inches as compared with 197-9/16 inches last year. The Champion and Commander sedan models are 60½ inches high with an overall length of 198-9/16 inches.

The maximum width has been increased about one inch and the wheelbase of the hardtop and coupe is 120½ inches as against 115 inches for the same models in the '52 series. Rear tread width on all models has been increased from 54 to 55½ inches while the front tread remains at 56½ inches.

Loewy's styling makes use of horizontal lines to achieve new contours; the concave design motif along the sides flows back from the forward tip of the front fenders to a back angle 'rake'. The low, sweeping lines of hoods and trunk lids and the fin-type rear fenders add to the unusually low silhouette of the car, particularly of the hardtop and coupe.

The front profile is exceptionally low and the rakish back sweep of the hood design is accentuated by a V-shaped 'break'. Two front grille openings are located directly above the bumper and extend outward on either side for the full width of the car. Each of these air scoops has a floating horizontal fin at the end of which are positioned parking and directional signal lights. Front bumpers are V-shaped and nearly flush so as to blend into the overall design. A cooling air scoop extends along the front of the car just below the bumper.







Greater visibility is a feature of the new Champion 4-door sedan. Glass area has been increased by 33 per cent.

Door handles are of the push-button release type. One-piece curved windshields are standard on all models, as are one-piece, wrap-around rear windows.

The angle of the steering wheel in hardtops and coupes is slightly more vertical than in the past, giving them a sport car feel. In the same two body styles the front seat is divided slightly off center with the driver's section somewhat narrower than the adjoining section. This results in a larger areaway into the rear compartment for passengers entering from the right-hand side of the car and greater comfort for the middle passenger when three are riding in front.

Studebaker's mechanical power steering has been developed by Borg-Warner and is simpler in construction than hydraulic systems currently in use. Its power is taken from the engine through a belt-driven shaft and a series of clutches. Engineers claim this steering development is outstanding in its "road feel" and in its synchronization with the driver under all road conditions. The ratio of the power steering to manual steering is four to one, and the new device will reduce by as much as 75 per cent the steering effort required by the driver. If the power steering becomes inoperative, the manual control is immediately at the disposal of the driver so that the driver is at all times in complete command of the car.

Studebaker has reduced the list price approximately \$100 on its hard top convertible and \$46 on the V8 Land Cruiser sedan models for 1953.

List prices on 4-door and 2-door sedans, other than the Land Cruiser, are virtually unchanged. The new 5-passenger coupes are priced \$10 to \$12 over their 1952 counterparts which they exceed in wheelbase by  $5\frac{1}{2}$  inches.

CHAMPION:	Factory List Price	Factory Delivered Price*
Custom—		
4-Door Sedan .....	\$1,615.00	\$1,767.40
2-Door Sedan .....	\$1,585.00	\$1,735.12
Deluxe—		
4-Door Sedan .....	\$1,705.00	\$1,862.83
2-Door Sedan .....	\$1,675.00	\$1,830.58
5-Passenger Coupe .....	\$1,710.00	\$1,868.21
Regal—		
4-Door Sedan .....	\$1,785.00	\$1,949.17
2-Door Sedan .....	\$1,755.00	\$1,916.92
5-Passenger Coupe .....	\$1,790.00	\$1,954.55
Hard Top Convertible ...	\$1,940.00	\$2,115.80
COMMANDER:		
Deluxe—(Regal in 1952)		
4-Door Sedan .....	\$1,940.00	\$2,121.15
2-Door Sedan .....	\$1,910.00	\$2,088.90
5-Passenger Coupe .....	\$1,945.00	\$2,126.52
Regal (State in 1952)		
4-Door Sedan .....	\$2,020.00	\$2,207.54
5-Passenger Coupe .....	\$2,025.00	\$2,212.91
Hard Top Convertible ...	\$2,175.00	\$2,374.16
Land Cruiser .....	\$2,120.00	\$2,315.64

\*Factory delivered prices are factory list prices plus the applicable charges for manufacturer's Federal Excise Tax and handling and preparation. ☆ ☆



The Commander coupe, an example of the European influence, is 56 5/16 inches high and 201 inches long.