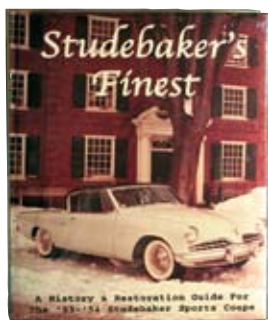


STUDEBAKER'S FINEST

by John Bridges

800052

A history & restoration guide for the 1953-54 Studebaker Sports Coupe. Follows the development and design of the 1953 Studebaker with many factory photos from styling proposals to the finished design.



This book contains much historical information from designer Bob Bourke to all aspects of the design of the 1953-1954 models. A section on manufacturing of the cars contains lots of factory photos of the production line and history of the production problems that plagued the new model. Production figures are included for Champion & Commander models as well as coupes & sedans for both 1953 & 1954 car.

Another section covers how the new 1953-54 models were promoted around the world. Many factory publicity photos are included. There is also a listing of the 18 awards the new design received. This book contains much detailed information with photos concerning emblems, trim, upholstery, accessories, colors etc. that is very useful when restoring one of these vehicles. Changes in the 1954 model are detailed which is also documented with lots of pictures. Specifications and I.D. number locations are listed as well. A section covering 1955 models as well as 1956-64 Hawks is also included. High performance models are included with a special listing of Bonneville records set by 1953 or 1954 coupes. A final section contains restoration basics for these cars with a lot of critical information for anyone restoring or considering restoring one of these cars. It's unfortunate that there isn't a book like this for every year & model of Studebaker. However, this book contains information of interest for all Studebaker enthusiasts, and restorers of other Studebaker models.

..... **\$39.95 ea.**

BOB BOURKE DESIGNS FOR STUDEBAKER

By John Bridges



800470 Bob Bourke participated in the design of the new 1947 post-war model, 1950-52 car, 1953-55 car, 1949-55 truck & 1956 Hawk. Many Bourke idea sketches are included, plus original factory pictures. This 197 page hardback tells how some

of our favorite designs were created.

..... **\$29.95 ea.**

Studebaker Gift Certificates

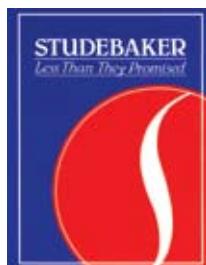
*Always a Great Idea!
Available in any Amount!
No Expiration Date!*



STUDEBAKER: LESS THAN THEY PROMISED

800714

A concise history of Studebaker from the early days to the South Bend shutdown in 1963. Contains much historical information as well as many illustrations. By Michael Beatty, Patrick Furlong & Loren Pennington. 60 pages.



..... **\$16.95 ea.**

STUDEBAKER 1933 - 1942 PHOTO ARCHIVE

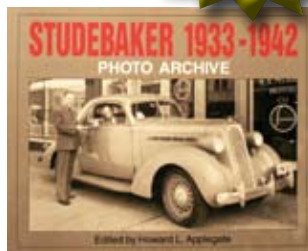
by Howard L. Applegate.



800936

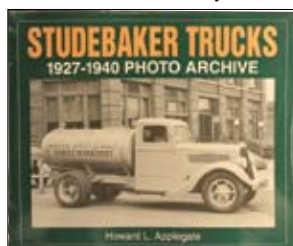
This photo reference book covers both Studebaker cars and trucks from 1933 - 42, using over 130 original black and white factory photos. 144 pages.

..... **\$29.95 ea.**



STUDEBAKER TRUCKS PHOTO ARCHIVE

1927-40 by Howard L. Applegate.



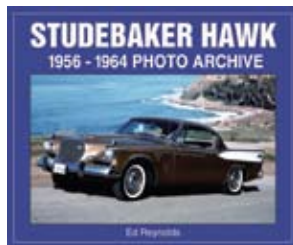
800950

A very complete photo history of Studebaker trucks. Includes light and heavy duty trucks & semi-tractors. 128 photos. Approximately 124 black & white photographs.

..... **\$29.95 ea.**

STUDEBAKER HAWK PHOTO ARCHIVE

1956-64 by Ed Reynolds



801544

A collection of over 120 photos presenting a pictorial history of the Hawk. This book includes mostly original Studebaker factory photographs of all Hawk models produced year by year. Also includes photos of styling studies and original prototypes as well as interiors, engines, engine compartments and trunks. Each photo is captioned with historical as well as technical information on the Hawk. This book is useful for the restorer and will be a valuable addition to your Studebaker library.

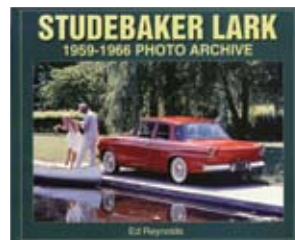
..... **\$29.95 ea.**

STUDEBAKER LARK PHOTO ARCHIVE

1959-66 by Ed Reynolds

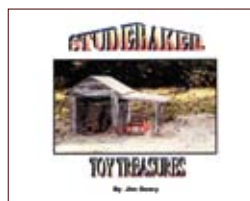
801628

At last there is a book covering the eight years of Lark production. Over 120 photos captioned with historical and anecdotal information for 1959-66. Includes photos of styling proposals, prototypes, engine compartments, trunks, and interiors as well as most body styles. An excellent reference book with lots of information and a useful addition to your Studebaker library.



STUDEBAKER TOY TREASURES

By Jim Geary



801676 With a collection of over 1200 color photos, Jim Geary presents a pictorial history of Studebaker toys. The book contains color pictures of

Studebaker toy cars, trucks, wagons, military vehicles, and juvenile vehicles.

It is a great reference for the Studebaker toy enthusiast and lists over 1900 known toys. Makes a great coffee table book too.

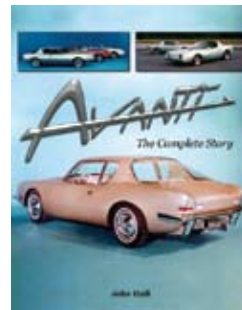
..... **\$39.95 ea.**

AVANTI: THE COMPLETE STORY

by John Hull

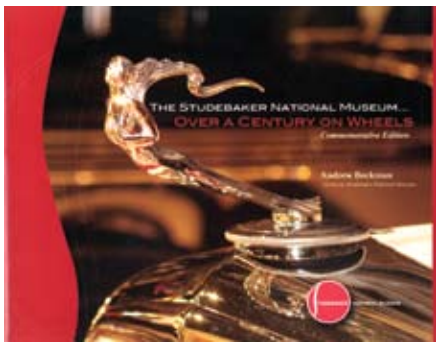
801846

Avanti is Italian for "forward" or "advance" & the car lived up to its name. This book tells the amazing story from the Avanti inception in South Bend, Indiana, to its current status in Cancun, Mexico.



Many original source documents, factory photographs, corporate records, advertisements, and first hand accounts trace the evolution of this American classic. The Avanti design was conceived by one of the greatest industrial designers - Raymond Loewy & his associates for Studebaker. The Avanti was Studebaker's shining star for a brief period of time (1963-1964 model years) before the company exited the automobile manufacturing business in the United States in December of 1963. The Avanti exhibited phoenix like traits a number of times since & has gone through more than a handful of owners along with updates in design, maintaining a loyal customer base large enough to support production as a luxury specialty car, on & off for more than 45 years.

Get the full scoop from an Avanti insider on the companies and people who helped keep Avanti alive. **\$34.95 ea.**



OVER A CENTURY ON WHEELS

by Andrew Beckman, Archivist,
Studebaker National Museum

NEW - 802128

From its humble beginnings as a two-man blacksmith shop, Studebaker grew to become the nation's largest manufacturer of wagons & buggies. As the nation's tastes shifted to automobiles, Studebaker did so as well, & was the only horse-drawn manufacturer to successfully transition to self-propelled vehicles.

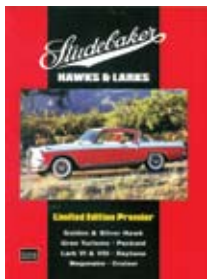
A strong sense of history resonated throughout the company. In 1927, the Studebaker Corporation celebrated its seventy-fifth anniversary while its competitors were still in the teens. Fathers & sons worked side by side, & three generations of Studebaker employees was not uncommon. Employee paychecks were signed by company founder Henry Studebaker's son, Mr. William Studebaker, into the 1950's.

It is said that John C. Studebaker advised his sons Henry & Clement to "Always give more than you promise" when they opened the H & C Studebaker blacksmith shop on February 16, 1852. This creed was followed in affairs both business & civic, as the family's many lasting philanthropic efforts attest.

"Over a Century on Wheels" celebrates Studebaker history through the artifacts & archives of the Studebaker National Museum. The collection began with Clement Studebaker's purchase of the Lafayette carriage in 1887 & is still growing in the 21st century. **\$.42.50 ea.**

STUDEBAKER HAWKS & LARKS

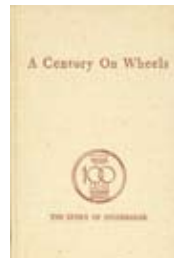
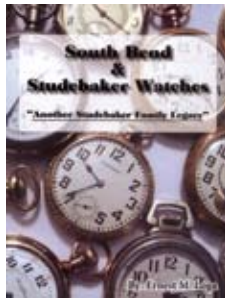
Compiled by R. M. Clark



NEW - 802133 This book contains a compilation of 47 articles on Larks and Hawks covering models from 1958 to 1966. Included are road & comparison tests, model introductions, driver reports, a consumer analysis & a comprehensive history of the cars. Models reported on include the Lark, Daytona, Wagonaire, Cruiser, & also the Silver, Golden, GT & Packard Hawks. 160 pages. **..... \$32.95 ea.**

"SOUTH BEND & STUDEBAKER WATCHES"

by Ernest M. Loga
NEW - 802192
A complete history of the former watch maker with many pictures. Discusses the various watch types, sizes, interior artwork, adjustments, cases, dials, etc. Also includes some production records. Copies of original ads for the various watches are also included. This is an essential book for anyone owning or considering owning a South Bend Studebaker watch. 52 pages. **..... \$15.00 ea.**



"A CENTURY ON WHEELS"

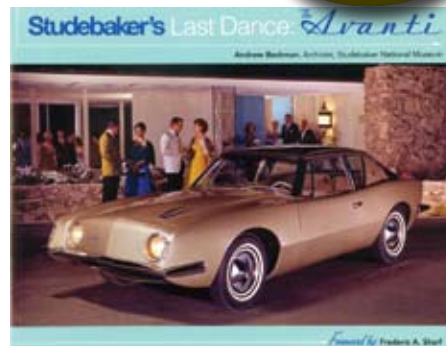
by Stephen Longstreet

NEW - 802193

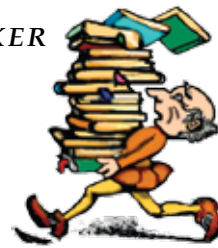
In 1952 Studebaker celebrated their hundredth anniversary as a manufacturer of vehicles. As part of this celebration this book was published which describes the family and the company's history from Pennsylvania to South Bend, the blacksmith shop, JM's trip to California to search for gold, the beginning of the wagon business, the effect of the Civil War, the first cars, the depression and the postwar era. This book is not reprinted. It is an original first edition copy that was printed in 1952. 121 pages. **..... \$29.95 ea.**

"STUDEBAKER'S LAST DANCE: THE AVANTI"

by Andrew Beckman



NEW - 802205 The Avanti's story is one of the automotive industry's most remarkable tales. Its debut in April of 1962 is a testament to the hard work and dedication of everyone involved with Studebaker's sports car. In the end, the Avanti did not save Studebaker. By 1962 it can be argued nothing could have. Still, the company's quest for salvation brought them back to the playbook that made Studebaker a styling leader. Fresh, original design backed by the Raymond Loewy name. "Studebaker's Last Dance: looks at how America's oldest automobile manufacturer came to build "America's Most Advanced Automobile." 62 pages. **..... \$24.95 ea.**



BOOKS
MAKE
GREAT
GIFTS

"STUDEBAKER 1946 - 1966"

by R.M. Clark

NEW - 802206

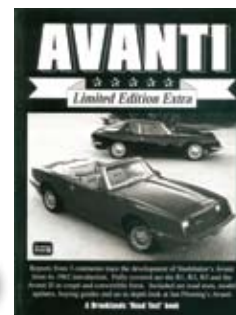
A portfolio of over seventy contemporary articles tracing the ups & downs of the last twenty years of Studebaker production. Included are new model releases, road & comparison tests, consumer analyses plus full specifications & performance data. Models reported on include the Champion, & Cruiser, Conestoga, Commander, Starliner, President, Speedster, Hawk, Lark, Avanti, Cruiser & Daytona. 216 pages. **..... \$37.95 ea.**



"AVANTI - LIMITED EDITION EXTRA"

by R.M. Clark

NEW - 802207



Reports from 3 continents trace the development of Studebaker's Avanti from its 1962 introduction. Fully covered are the R-1, R-2, R-3 and the Avanti II in coupe and convertible form. Included are road tests, model updates, buying guides and an in depth look at Ian Fleming's Avanti. 137 pages. **..... \$24.95 ea.**



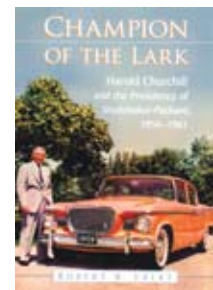
CHAMPION OF THE LARK

by Robert R. Ebert

802281

A career engineer at Studebaker, Harold E. Churchill became president of the recently merged Studebaker-Packard Corporation in 1956, at a time when finances were shaky and an aging product line was losing ground to the Big Three. Quickly launching a program of "realism and common sense," he focused the company's energies on his vision for a compact economy car the Lark.

This book examines Churchill's leadership using board of directors minutes, internal documents, oral histories and media reports to construct a detailed account of these crucial years in Studebaker's history. **\$39.95 ea.**



STUDEBAKER STARTED USING WINDOW STICKERS IN 1959. THESE ARE COPIES OF THOSE USED BY **STUDEBAKER**. WE'VE ALSO MADE WINDOW STICKERS FOR CARS & TRUCKS PRIOR TO 1959. JUST FILL IN THE INFORMATION FOR YOUR VEHICLE.

LARK, HAWK, TRUCK & AVANTI



800967 1963 Lark, Hawk, Avanti & truck. **\$3.50 ea.**

LARK, HAWK & TRUCK



800963 1959 Lark, Hawk & truck. **\$3.50 ea.**

800968

1964 Lark, Hawk, Avanti & truck.

\$3.50 ea.



1965-66 LARK



800969

1965-66 Lark.

\$3.50 ea.



800964 1960 Lark, Hawk & truck. **\$3.50 ea.**



800965 1961 Lark, Hawk & truck. **\$3.50 ea.**



800966 1962 Lark, Haw & truck. **\$3.50 ea.**

AVANTI



801084 1988 Avanti coupe. **\$5.00 ea.**



801085 1988 Avanti LSC. **\$5.00 ea.**

CHAMPION, COMMANDER & PRESIDENT



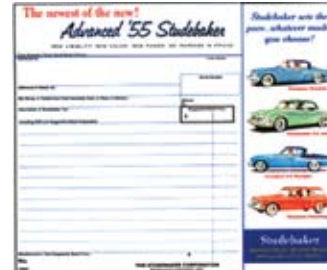
801490 1939 Champion, Commander & President. **\$5.00 ea.**



801491 1940 Champion, Commander & President. **\$5.00 ea.**



801492 1941 Champion, Commander & President. **\$5.00 ea.**



801514 1955 Champion, Commander & President. **\$5.00 ea.**



801515 1956 Champion, Commander & President. **\$5.00 ea.**

SPEEDSTER



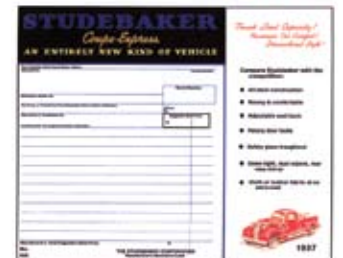
801494 1955 Speedster. **\$5.00 ea.**

PRESIDENT

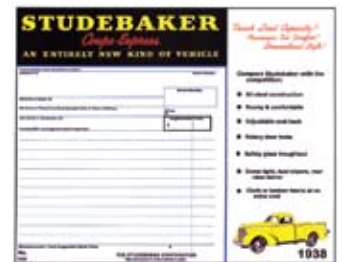


801486 1931 President. **\$5.00 ea.**

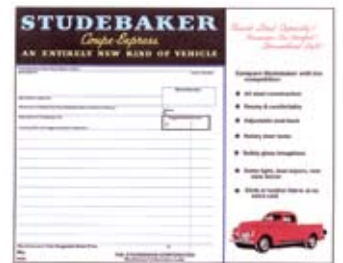
COUPE EXPRESS



801487 1937 Coupe Express. **\$5.00 ea.**



801488 1938 Coupe Express. **\$5.00 ea.**



801489 1939 Coupe Express. **\$5.00 ea.**

PICKUP



801519 1942-48 M-series truck.
..... \$5.00 ea.



801520 1949-53 R-series truck.
..... \$5.00 ea.



801523 1960-64 Champ & Transtar trucks..... \$5.00 ea.

**CHAMPION,
COMMANDER
& LAND CRUISER**



801493 1950 Champion, Commander & Land Cruiser.
..... \$5.00 ea.



801507 1947 Champion, Commander & Land Cruiser.
..... \$5.00 ea.



801508 1948 Champion, Commander & Land Cruiser.
..... \$5.00 ea.



801509 1949 Champion, Commander & Land Cruiser
..... \$5.00 ea.



801510 1951 Champion, Commander & Land Cruiser.
..... \$5.00 ea.



801511 1952 Champion, Commander & Land Cruiser.
..... \$5.00 ea.



801512 1953 Champion, Commander & Land Cruiser.
..... \$5.00 ea.



801513 1954 Champion, Commander, Land Cruiser & station wagon. \$5.00 ea.

**STUDEBAKER
PACKARD**



801516 1957 Studebaker or Packard..... \$5.00 ea.



801517 1958 Studebaker or Packard..... \$5.00 ea.

**PLACE
ORDERS
ONLINE AT**
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or call
(317) 462-3124

PACKARD HAWK



801518 1958 Packard Hawk.
..... \$5.00 ea.

GOLDEN HAWK



801495 1956 Golden Hawk.
..... \$5.00 ea.



801496 1957 Golden Hawk
..... \$5.00 ea.

**2" x 2"
TEMPORARY
TATTOOS**

801386 Studebaker logo. Red, white & blue.

\$2.50 set/5



801678 Avanti logo. Red, white and blue.
\$2.50 set/5



801679 "Studebaker Trucks" logo. Red.

\$2.50 set/5



801680 "Studebaker Racing" logo. Black & red.
\$2.50 set/5



Window Stickers

DESIGNED BY GARY HALLGREN



801067
"Santa drives his Stude"
Inside print: Celebrating the season with an appreciation of yesterday and anticipation of tomorrow! Happy Holidays!
5" X 7"
\$19.95/set 20



801416
1950 convertible.
Inside print: "Happy Holidays"
5.5" x 4"
\$12.95/set 20

801417
1954 hardtops.
Inside print: "Happy Holidays"
5.5" x 4"
\$12.95/set 20



801418
1959 Hawk.
Inside print: "Happy Holidays"
5.5" x 4"
\$12.95/set 20

801419
Champ truck.
Inside print: "Happy Holidays"
5.5" x 4"
\$12.95/set 20



801420
1964 Wagonaire.
Inside print: "Happy Holidays"
5.5" x 4"
\$12.95/set 20

801421
Avanti.
Inside print: "Happy Holidays"
5.5" x 4"
\$12.95/set 20



801423 Santa guides his bulletnose Studebaker delivering gifts. This 5.5" x 4" card is based on original Studebaker artwork. Inside print: "Happy Holidays" **\$12.95/set 20**

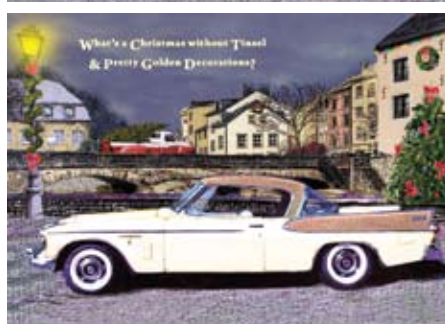
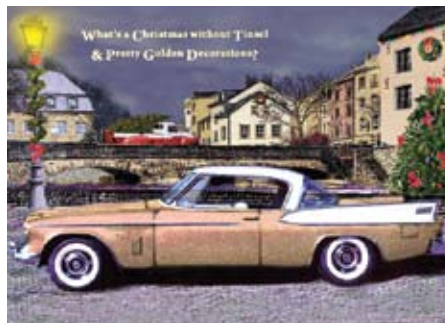


802024 "Classic Caroling" Inside print: Celebrating the season with an appreciation of yesterday and anticipation of tomorrow! Happy Holidays! 5" X 7" **\$19.95 set/20**

802026
1960 Hawk - "Perfect Holiday"
Inside print: "A Perfect Holiday Season!"
5" X 7"
\$19.95 set/20



802045 "1953 Starlight" Inside print: Merry Christmas! 5" X 7" ... **\$19.95 set/20**



DESIGNED BY KELLY J. AGEE



802047 "1935 Dictator" Inside print: A Classic Merry Christmas! 5" X 7" **\$19.95 set/20**



802048 "Studebaker Ride"
Inside print: It's lovely weather for a Studebaker ride with you! Merry Christmas! 5" X 7" **\$19.95 set/20**



802167 "1952 Land Cruiser"
Inside print: A Classic Merry Christmas! 5" X 7" **\$19.95 set/20**

Cover print: What's a Christmas without tinsel and pretty golden decorations? Inside print: Have a Merry Christmas & a Golden New Year

802168 Gold with white fin.
802168X1 White with gold fin.
..... **\$19.95 set/20**



*From Warrenton, Oregon,
Eddy & Carol Penuel's 1960 Lark*



802169 "1941 Champion" Inside print: With Friends, Family & Champions!" 5" X 7".....\$19.95 set/20



New!

NEW - 802197
"White Studebaker Christmas"
Inside print: "Filled with Peace, Love, & Joy for your Holiday Season!"
\$19.95 set/20



NEW - 802216 "1962 GT Hawk"
Inside print: "The best of cheer, for Christmas & the coming year!" **\$19.95 set/20**



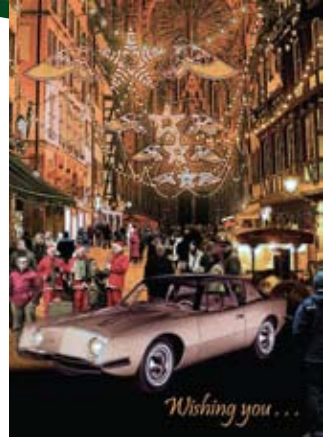
802170 "1963 Avanti" Inside print: " For a Sleek Stylish Holiday and a forward Thinking New Year!" . 5" X 7" **\$19.95 set/20**



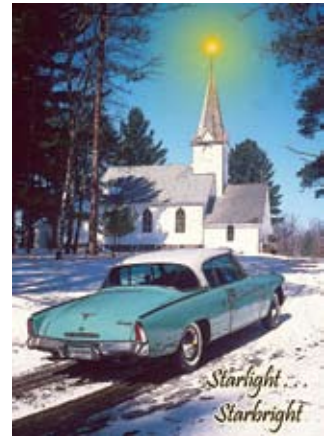
802171 "1955 Speedster" Inside print: "& a Happy New Year!" 5" X 7" . **\$19.95 set/20**



NEW - 802195 "1956 Golden Hawk"
Inside print: "& a Happy New Year ." 5" x 7"
..... **\$19.95 set/20**

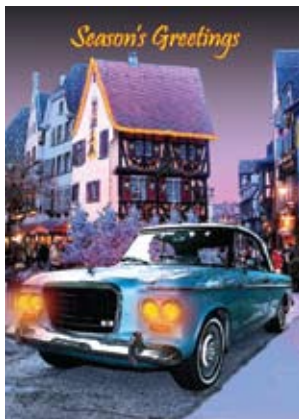


NEW - 802214
"1963 Avanti"
Inside
"Print: Your best Holiday Ever!"
5" X 7"
\$19.95 set/20



NEW - 802217
"1953 Starliner"
Inside print:
"May your Holiday be Merry & Bright"
\$19.95 set/20

Birthday Cards **New!**



NEW - 802215
1963 Lark
Inside print:
"And a Happy New Year!"
5" X 7"
\$19.95 set/20

"OUR CHAMPION"

NEW - 802260
5"x7"
Inside print:
"To the Classic Studebaker Driver, Enthusiast, Fan & Owner Happy Birthday!"
\$2.95 ea.



NEW - 802260X1
Inside print:
Happy Birthday!
\$2.95 ea.



"THE YEARS ARE WHAT MAKE YOU A CLASSIC"

NEW - 802259 Inside Print: "We know getting older isn't a bad thing. It's just one step closer to being a classic. Happy Birthday!"
..... **\$2.95 ea.**
NEW - 802259X1 Blank inside.. **\$2.95 ea.**

802187 "Studebaker Parade" 5" X 35" Fold out birthday card **\$4.95 ea.**

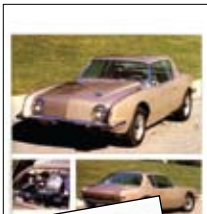


COLLECTIBLE AUTOMOBILE MAGAZINES

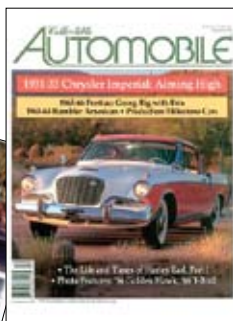
February 1998

801119

Article "Raymond Loewy and the Birth of the Studebaker Avanti" by Michael Lamm. 10 pages of color and black & white photos and article telling the story of the car, followed by 6-page interview of Avanti designer Tom Kellogg with sketches. Also, 6-page article titled "AVX: Avanti, the Next Generation" containing color sketches & photos. Magazine also has information on Avanti toy models issued throughout the years & a large color photo of the Franklin Mint 1/24 Avanti. Great magazine for Avanti owners. **\$8.50 ea.**



DECEMBER 2005



801768 Photo feature 1956 Golden Hawk. 4-page article

with color photos. Also, "1928 Erskine 51B Panel Truck: Very Light Delivery." 4-page article with color photos. **\$8.50 ea.**

1959 STUDEBAKER 45 RECORD



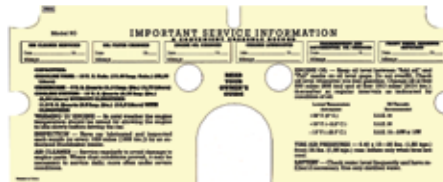
New!

802198 In 1959 Studebaker produced a 45 RPM recording by Pat Suzuki featuring her singing four selections from her albums. This is an original copy of this recording in its original jacket. **\$12.50 ea.**

GLOVE BOX INFORMATION CARDS



801082 1950 Commander & Land Cruiser. **\$4.95 ea.**



801098 1950-51 Champion. **\$4.95 ea.**



801387 1941-48 M-series truck. **\$4.95 ea.**



801784 1949-53 2-R truck. **\$4.95 ea.**

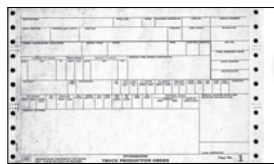
NEW - 802298

If you purchased a new supercharged Studebaker or Packard in 1957 or 1958 it probably came with one of these cards in the glove box. **\$3.50 ea.**



FACTORY PRODUCTION TICKET

801230 Original blank. Not a reproduction. In 8-part format for all cars & trucks. Fill in with your information. **\$12.00 ea.**



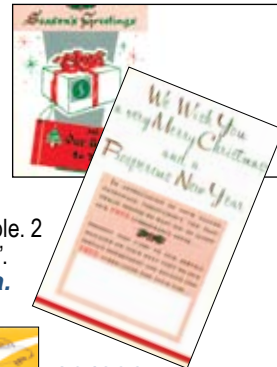
New!

Original blank 3-part form for trucks. Fill in with your information. **\$10.00 ea.**

NEW Listing 802221



Brochures



801395 Studebaker holiday greeting card with offer for a free "Lubrisurance". A unique collectible. 2 sides. 5 3/8" x 8 3/8". **\$6.00 ea.**



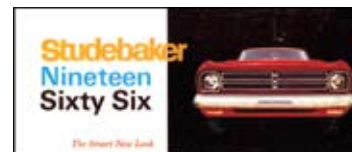
801396 1950 summer sales flyer promoting accessories & service 8.25"x5.25" folds out to 16.25"x10.5". **\$12.00 ea.**

801399 1,000 & 4,000 mile service coupon. A nice addition to your glove box collection. 4"x 6". **\$3.50 ea.**



801400 1962 Lark color brochure. Includes features, options & specifications. 10.75"x 7.5" folds out to 15"x 21.5". **\$8.00 ea.**

801403 1965 color brochure. Includes features, options, specifications & exterior & interior photos. 8.5"x 11". 12 pages. **\$10.00 ea.**



801404 1966 color brochure featuring model listing options & specifications. 4" x 9 1/4". 16 pages. **\$8.00 ea.**

CAR CREDENTIAL FOLIO

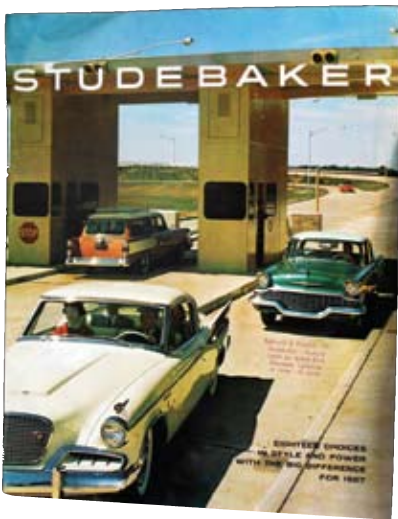
12-004 Duplicate of original that came with the car when new. Kept in glove box to hold maintenance records, receipts, warranties, etc. **\$4.50 ea.**



801422

In 1964 Studebaker was seeking to improve their corporate image which included updating the appearance of Studebaker dealerships. This 20-page color brochure was sent to dealers which included suggestions for beautifying their showrooms with new arrangements & signs so that they would have an easily recognizable corporate image. **\$10.00 ea.**

801855
Original 12 page brochure for 1964 Lark, Hawk, and Avanti. Color. 6 1/4" X 4 1/4". **\$5.00 ea.**



801856 Original 1957 sales brochure. Folds out to 22" x 28". Includes sedans, station wagon, and Hawk. Slightly soiled. **\$12.50 ea.**



1960 Lark models. **\$5.00 ea.**

NEW Listing - 802212
9" x 6 1/2" brochure. Folds out to 18" x 25". Includes all 1961 car models including Hawk. **\$5.00 ea.**



NEW Listing - 802213 9" x 6 1/2" brochure. Folds out to 18" x 25". Includes all 1963 car models including Hawk & Avanti. **\$5.00 ea.**



Postcards

- A. 801659** 1981 Avanti II postcard. 8 1/2" x 4". **\$3.00 ea.**
- B. 801661** 1984-85 Avanti postcard (black) 6" x 4". **\$4.00 ea.**
- C. 801662** 1975 Avanti II postcard. 8 1/2" x 3 3/4". **\$6.00 ea.**
- D. 801663** 1966 Avanti II postcard. 6" x 9". **\$7.50 ea.**
- E. 802083** 1963 Avanti original factory card. **\$1.00 set/2**
- 801681** Set of 5 original Avanti postcards. Includes one of each A through E. **\$14.95 set/5**



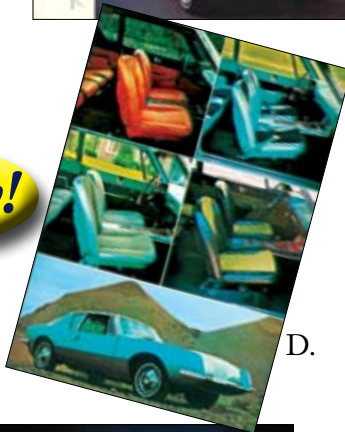
A.



B.



C.



D.



E.



802082 1950 Champion. **\$1.00 ea.**



- A. 802222** View of Studebaker's Detroit factories. This is an original card, not reprinted. **\$3.00 ea.**
- B. 802223** 1959 Lark hardtop. This is an original card, not reprinted. Has printed writing on back as it was used for dealer advertising. **\$3.00 ea.**
- C. 802224** 1963 Cruiser. This is an original card, not reprinted. **\$3.00 ea.**
- D. 802225** 1961 Lark 2-dr sedan. This is an original card, not reprinted. **\$3.00 ea.**
- E. 802226** 1961 Lark 4-dr sedan. This is an original card, not reprinted. **\$3.00 ea.**
- F. 802227** 1960 Lark 4-dr sedan. This is an original card, not reprinted. Has printed writing on back as it was used for dealer advertising. **\$3.00 ea.**
- G. 802228** 1960 Champ truck. This a recently produced card. **\$1.00 ea.**
- H. 802229** 1963 Wagonaire. This is an original card, not reprinted. **\$3.00 ea.**
- I. 802230** 1962 Daytona convertible pace car. This is a recently printed card. **\$1.00 ea.**
- J. 802231** 1964 Gran Turismo Hawk. This is a recent copy of an original factory photo. **\$1.00 ea.**
- K. 802232** 1940 Commander coupe. This is a recently produced card. **\$1.00 ea.**

A.



C.



E.



G.



I.



K.



B.



D.



F.



H.



J.



All New Postcards are roughly 5.25" X 3.5"

AVANTI JACK INSTRUCTIONS



800075 Original jacking instructions. Meant to adhere under the spare tire cover.**\$3.50 ea.**

AVANTI RADIO INSTRUCTIONS

800078 1963-64 Avanti with AM/FM radio. Found in the glove box when the car was new.**\$3.50 ea.**



AVANTI BROCHURES



800304 Avanti II literature packet. Includes brochures, press releases and price sheets from 1966-81.**\$30.00 ea.**

801086 1989 convertible & coupe. 4 pages. Color. 9" X 7.5"**\$6.00 ea.**



801087 1989 convertible. 4 pages. Color. 8.5" X 11"**\$6.50 ea.**

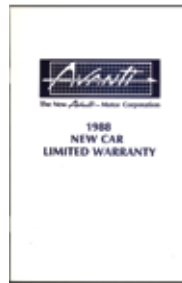
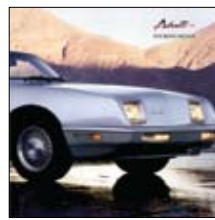


801088 1990 4-door coupe & convertible. 2 pages with specs. 8.5" X 11.5.**\$6.00 ea.**



NEW Listing - 802292 1988 "The Legacy Continues" brochure. Coupe, stretched coupe, and convertible with options and specs. 12 pages.**\$16.00 ea.**

801089 1990 4-door. 6 pages. Color. 8 1/2" X 8 1/2".**\$12.00 ea.**

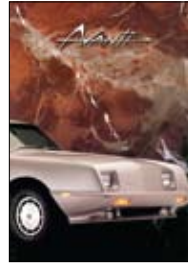


801111 1988 Avanti warranty information.**\$18.00 ea.**

801340 1989 convertible & coupe. 9" x 12". 8 page folder.**\$18.00 ea.**



801341 1991 convertible. 2 page ad with specs. 8 1/2" x 11".**\$18.00 ea.**



801379 1987 coupe. Stretched coupe & convertible. 2 pages with specs. Color**\$8.00 ea.**



801380 Avanti designer Tom Kellogg standing between an AVX prototype and 1963 Avanti. Copy of Autoweek article covering AVX on back. 2 pages. Black & white.**\$8.00 ea.**



801381 AVX color brochure. 5 pages with specs. Color.**\$14.00 ea.**



801394 1963 Avanti. Original fold out black & white sales brochure. Includes features, interior & exterior photos. 3 3/8" x 7 1/8".**\$5.00 ea.**

801656 Auto Week AVX reprinted black and white article with specs. 8 1/2" x 11". 2 pages.**\$6.00 ea.**



801657 2001 Avanti convertible brochure. Photos and specs. 8 1/2" x 11" Color. 2 pages.**\$6.00 ea.**

801658 2001 Avanti coupe brochure. Photos and specs. 8 1/2" x 11". 2 color. 2 pages.**\$6.00 ea.**



801664 1967, approximately. Avanti II brochure. Includes interior & exterior photos. Color. 9" x 9". 4 pages.**\$6.00 ea.**



801665 1968, approximately. Avanti II fold out brochure. Includes interior & exterior photos & specs. 4" x 9" folds out to 8 pages. Black & white.**\$6.00 ea.**



802065 1964 Avanti name plate registration form. When buyers received their 1964

Avanti a form was in the glove box for them to fill out and return to Studebaker to receive their free engraved dashboard name plate. This is an original form and is not reprinted.**\$5.00 ea.**

New!

AVANTI COLOR SAMPLES



801090
1990 Exterior paint chart. Color chips of 11 color choices.\$12.00 ea.



801114
1989 Avanti interior, exterior & convertible top color selections.\$12.00 ea.



801415 1963-64 Avanti factory vinyl samples. Includes red, claret, elk, turquoise & black. \$15.00 ea.

STUDEBAKER STICKERS

Colorful stickers with your favorite logos. Use on letters, envelopes etc. Approximately 1" diameter.



801642
Red, white and blue 'S' logo ..\$2.00/set 10



801643
"Studebaker" Red ball design\$2.00/set 10



801644
"The Lark by Studebaker"\$2.00/set 10

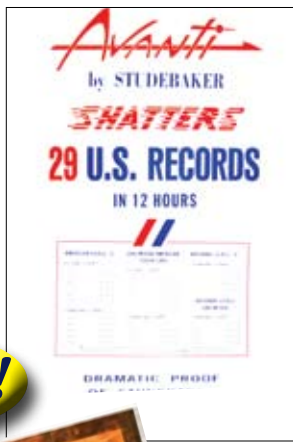
PROVING GROUND PHOTOGRAPH



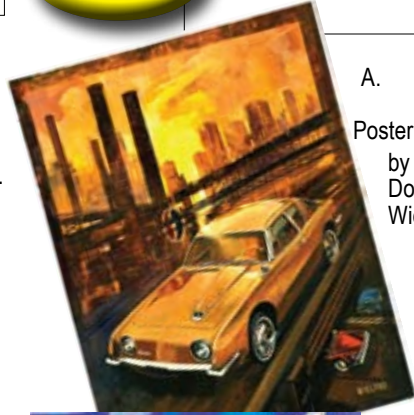
801212 Aerial photo of "Studebaker" spelled out in trees at site of the Studebaker Proving Ground near South Bend, Indiana. This beautiful 9 1/4" X 17" color photo was taken in the fall with a full range of autumn colors.\$12.50 ea.

AVANTI POSTERS

802029
Reprinted. Avanti speed records poster. 17" x 26" on 30 lb. text weight paper. \$6.95 ea.



New!



A.
Poster series by Don Wieland



B.



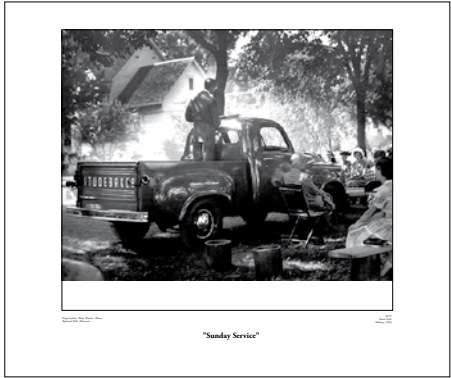
C.

A. NEW - 802219 This "Gold out of South Bend" 16"x 20" poster is a tribute to Avanti & its Studebaker, South Bend heritage. Available in limited quantities.\$5.00 ea.
B. NEW - 802251 "Startling Tales". The second in a series of beautiful drawings by this award winning artist. 16" X 20"..... \$5.00 ea.
C. NEW - 802299 3rd in series, "The Whisper & the Road". 16" x 20" \$5.00 ea.



800292 "The Legacy Continues" poster. 20" x 37".\$12.00 ea.

SUNDAY SERVICE POSTER



801389 "Sunday Service". 20" x 15 1/2" black & white poster. 22" x 29" with white border like original 1950 photo of a pastor giving a sermon from the back of his 2-R truck. \$8.00 ea. Additional posters sent to same address.\$6.00 ea.

ACCESSORIES GUIDES

ACCESSORY MANUALS WERE PLACED IN THE GLOVE BOXES OF CARS WHEN NEW. THEY INCLUDED OPTIONAL FACTORY APPROVED ITEMS THAT WERE AVAILABLE FROM THE DEALER WITH THE INTENT OF GAINING SOME ADDITIONAL SALES. SOME OF THE ITEMS LISTED WERE RADIOS, ANTENNAS, REARVIEW MIRRORS, FLOOR MATS, EXHAUST EXTENSIONS, SEAT BELTS, SPOTLIGHTS, ETC.

800247
1964 Avanti.
\$12.50 ea.



802042
1962 Hawk.
Reprinted.
..... \$20.00 ea.

802043
1963 GT Hawk.
Reprinted.
..... \$20.00 ea.



802044
1964 Hawk.
Reprinted.
..... \$20.00 ea.

802069
1965 Lark.
..... \$20.00 ea.



THESE MANUALS ARE REPRINTS FROM ORIGINAL STUDEBAKER PUBLICATIONS AND CONTAIN MUCH USEFUL INFORMATION FOR THE RESTORATION AND MAINTENANCE OF YOUR STUDEBAKER. **SHOP MANUALS** ARE HOW TO FIX-IT BOOKS. THEY CONTAIN PICTURES, DIAGRAMS AND TEXT ON THE REMOVAL AND REPLACEMENT OF MOST PARTS OF THE CAR. THIS INCLUDES THE ENGINE AND ITS COMPONENT PARTS, THE BRAKE SYSTEM, FRONT AND REAR SUSPENSION, STEERING, COOLING SYSTEM, FUEL SYSTEM, TRANSMISSION, ELECTRICAL SYSTEM, AND REAR DIFFERENTIAL. ALSO INCLUDED IS A SECTION ON BODY PARTS. BESIDES REMOVAL AND REPLACEMENT OF BODY PARTS, ADJUSTMENT AND ALIGNMENT OF THESE PARTS IS ALSO COVERED.

MOST SHOP MANUALS ALSO CONTAIN:

- MODEL IDENTIFICATION INFORMATION

- TROUBLE SHOOTING GUIDE
- TORQUE SPECIFICATIONS
- WIRING DIAGRAMS
- TUNE-UP INFORMATION
- DETAILED MECHANICAL SPECIFICATIONS
- LUBRICATION CHARTS AND INFORMATION



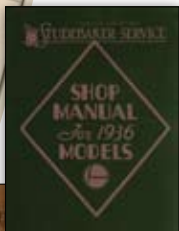
801280
1918-24 car, Big & Special Six EG-EH-EL.
400 pages. ... **\$35.00 ea.**



801281 1920-24 car.
360 pages.
..... **\$35.00 ea.**



801249 1935 car.
144 pages.
..... **\$20.00 ea.**



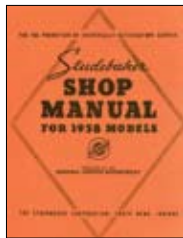
801250
1936 car.
130 pages.
... **\$20.00 ea.**



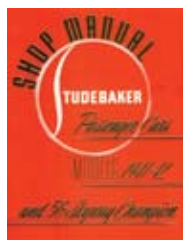
801251
1937 car.
125 pages. . **\$20.00 ea.**



801252
1938 car. 120 pages.
..... **\$20.00 ea.**



800413
1939-40 Commander & President. 220 pages
..... **\$25.00 ea.**



800414
1939-40 Champion.
176 pages.
..... **\$22.50 ea.**



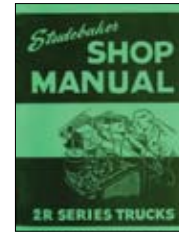
800415
1941-46 car.
260 pages.
..... **\$30.00 ea.**



800416
1941-48 M-series truck.
135 pages. **\$20.00 ea.**



800417
1947-49 car. 246 pages.
..... **\$30.00 ea.**



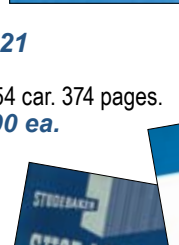
800418
1949-53 2-R truck.
270 pages.
\$30.00 ea.



800419
1950 car. 272 pages.
\$30.00 ea.



800935
Repair manual.
1950-55 Detroit gear automatic transmission
..... **\$18.00 ea.**



800420
1951-52 car. 286 pages
..... **\$30.00 ea.**



800421
1953-54 car. 374 pages.
\$35.00 ea.



801705
1954 3R & 1955 E-series truck. 450 pages.
\$40.00 ea.



800422
1955 car.
492 pages.
\$40.00 ea.



800423
1956-57 car. 680 pages.
..... **\$45.00 ea.**



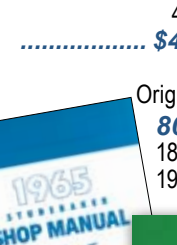
800424
1958 car, supplement to 1956-57, 120 pages
..... **\$18.00 ea.**



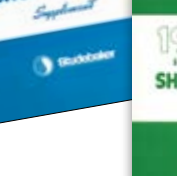
800426
1959-64 car, 1,100 pages.
..... **\$55.00 ea.**



Original manual not reprinted
802066
8E5-FC Zip Van.
.. **\$35.00 ea.**



800245
1963-64 Avanti.
400 pages.
..... **\$48.00 ea.**



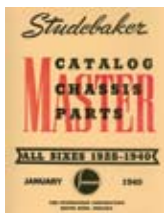
Original manual not reprinted.
802073 1965 shop manual.
185 pages. Supplement to 1959-64. **\$20.00 ea.**



800427
1965-66 car. Supplement to 1959-64. 234 pages.
\$25.00 ea.

REPRINTED CHASSIS PARTS MANUALS

GIVE EXPLODED VIEWS OF THE VARIOUS PARTS OF THE CAR WITH CORRESPONDING PART NUMBERS. THESE EXPLODED VIEWS SHOW IN DETAIL THE INDIVIDUAL COMPONENTS OF MOST PARTS ON THE CAR. EACH COMPONENT HAS A IDENTIFICATION NUMBER. THESE "PART NUMBERS" CAN THEN BE USED WHEN ORDERING PARTS. USING PART NUMBERS IS MUCH MORE ACCURATE THAN MERELY PROVIDING A DESCRIPTION OF NEEDED PARTS, AND CUTS DOWN ON THE POSSIBILITY OF RECEIVING WRONG PARTS. MOST CHASSIS MANUALS ALSO INCLUDE A SECTION ON MODEL IDENTIFICATION WITH BEGINNING SERIAL AND ENGINE NUMBERS. PARTS OF THE CAR INCLUDED IN THE CHASSIS MANUAL INCLUDE THE ENGINE, TRANSMISSION, FUEL SYSTEM, EXHAUST, COOLING SYSTEM, ELECTRICAL SYSTEM, BRAKES, FRONT AND REAR SUSPENSION, STEERING, INSTRUMENTS, FENDERS AND SHEET METAL, FRAME, AND REAR DIFFERENTIAL.



- 801253** 1928-40 6-cylinder car. 520 pages.
..... \$45.00 ea.
- 801282** 1929-40 8-cylinder car. 450 pages.
..... \$40.00 ea.

800248
1934-46 car,
all 6's & 8's.
680 pages.
..... \$45.00 ea.



800429
1947-50 car.
310 pages.
\$30.00 ea.

800430
1951-54 car.
364 pages.
..... \$35.00 ea.



800431
1955-58 car.
570 pages.
\$45.00 ea.

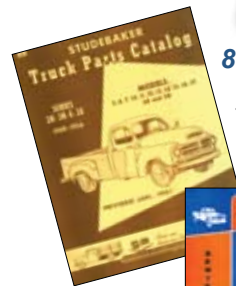
800432
1959-64 car.
650 pages.
..... \$46.00 ea.



BODY & CHASSIS MANUALS

800439
1941-48 M-series
truck. 324 pages.
\$35.00 ea.

800438
1965-66 car.
308 pages
\$30.00 ea.



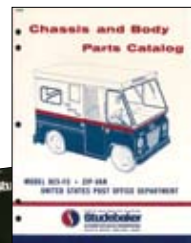
800440
1949-56 truck.
576 pages.
..... \$45.00 ea.



800441
1957-61 truck.
550 pages.
\$45.00 ea.

800442

1962-64 truck. 479 pages.
..... \$45.00 ea.



802067
8E5-FC Zip Van.
250 pages.
Original manual
not reprinted.
..... \$25.00 ea.

800244
Avanti. 1963-64.
..... \$45.00 ea.

802074
1965. 284 pages Original
manual not reprinted.
..... \$15.00 ea.



802071 "Hydraulic Power Steering" supplement to the 1953 Studebaker shop manual. When Studebaker introduced their hydraulic power steering in 1953 they created a separate supplement to their shop manual covering repair procedures. This supplement is included in our 800421 1953-54 shop manual. This is an original Studebaker produced supplement and is **not** a reprint. 24 pages..... \$15.00 ea.

802085 When the 1954 models were introduced Studebaker published this 24-page supplement to their 1953 model shop manual covering specific differences in their 1954 model cars. Reprints of this supplement are included in 800421 1953-54 shop manual. Just as it came from Studebaker, this is an original manual and is **not** a reprint. \$15.00 ea.

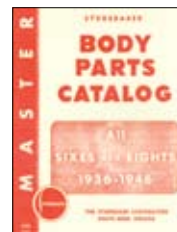
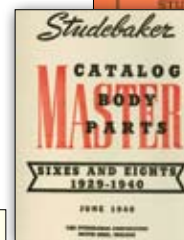
REPRINTED BODY PARTS MANUALS

GIVE EXPLODED VIEWS OF MANY PARTS OF THE CAR NOT INCLUDED IN THE CHASSIS MANUAL. PART NUMBERS ARE ALSO LISTED FOR EACH OF THE COMPONENT PARTS. USUALLY INCLUDED ARE SECTIONS ON ACCESSORIES & CLIMATE CONTROLS, BODY MOULDINGS, INSTRUMENT PANELS, INTERIOR COMPONENTS, DOOR SEALS, LOCKS, GLASS, WINDSHIELD WIPERS AND STRUCTURAL BODY PARTS.

801283
1928-36 car.
250 pages.
\$30.00 ea.



801284
1929-40 car.
200 pages.
\$22.50 ea.



800433
1936-46 car, all models.
200 pages.
..... \$22.50 ea.

800434
1947-50 car.
180 pages.
..... \$22.50 ea.



800435
1951-52 car.
180 pages.
\$22.50 ea.



800436
1953-58 car.
540 pages.
\$40.00 ea.

800437 1959-64
car. 341 pages.
\$35.00 ea.



SUPPLEMENTS TO THE SHOP MANUALS

802072 1957 Packard Clipper supplement to the 1956 Studebaker shop manual. When the 1957 models were introduced a supplement was printed to cover changes not included in the 1956 shop manual. A separate supplement was made for Studebaker and for Packard models. These supplements are included in our 8000423 1956-57 shop manual. This is an original Studebaker-Packard produced supplement and is **not** a reprint. \$15.00 ea.

1947-49 CHAMPION & COMMANDER



- 800417 Shop manual \$30.00 ea.
- 800429 Chassis manual \$30.00 ea.
- 800434 Body manual \$22.50 ea.

Total of all manuals if purchased separately \$82.50

801181 Special package price
..... **\$75.00 set**

1951 LAND CRUISER

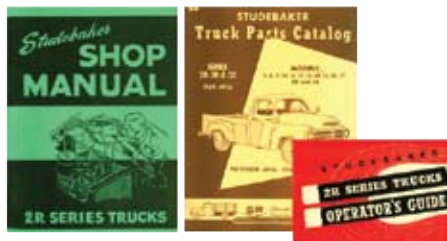


- 800420 Shop manual \$30.00 ea.
- 800430 Chassis manual \$35.00 ea.
- 800435 Body manual \$22.50 ea.
- 802178 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$117.50

802273 Special package price
..... **\$105.75 set**

1949-53 2R TRUCK



- 800418 Shop manual \$30.00 ea.
 - 800440 Body & chassis manual \$45.00 ea.
 - 800443 Owners manual \$30.00 ea.
- Total of all manuals if purchased separately \$105.00

801182 Special package price
..... **\$95.00 set**

1950 LAND CRUISER



- 800419 Shop manual \$30.00 ea.
- 800429 Chassis manual \$30.00 ea.
- 800434 Body manual \$22.50 ea.
- 802177 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$112.50

802272 Special package price
..... **\$101.50 set**

1952 CHAMPION



- 800420 Shop manual \$30.00 ea.
- 800430 Chassis manual \$35.00 ea.
- 800435 Body manual \$22.50 ea.
- 802077 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$117.50

802080 Special package price
..... **\$105.75 set**

1950 COMMANDER



- 800419 Shop manual \$30.00 ea.
- 800429 Chassis manual \$30.00 ea.
- 800434 Body manual \$22.50 ea.
- 801393 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$112.50

801184 Special package price
..... **\$101.50 set**

1951 CHAMPION



- 800420 Shop manual \$30.00 ea.
- 800430 Chassis manual \$35.00 ea.
- 800435 Body manual \$22.50 ea.
- 802075 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$117.50

801185 Special package price
..... **\$105.75 set**

1952 COMMANDER



- 800420 Shop manual \$30.00 ea.
- 800430 Chassis manual \$35.00 ea.
- 800435 Body manual \$22.50 ea.
- 802078 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$117.50

802081 Special package price
..... **\$105.75 set**

1950 CHAMPION



- 800419 Shop manual \$30.00 ea.
- 800429 Chassis manual \$30.00 ea.
- 800434 Body manual \$22.50 ea.
- 800448 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$112.50

801183 Special package price
..... **\$101.50 set**

1951 COMMANDER



- 800420 Shop manual \$30.00 ea.
- 800430 Chassis manual \$35.00 ea.
- 800435 Body manual \$22.50 ea.
- 802076 Owner's manual \$30.00 ea.

Total of all manuals if purchased separately \$117.50

802079 Special package price
..... **\$105.75 set**

1952 LAND CRUISER



Total of all manuals if purchased separately \$117.50

802274 Special package price **\$105.75 set**

1953 CHAMPION



- 800421** Shop manual \$35.00 ea.
- 800430** Chassis manual \$35.00 ea.
- 800436** Body manual \$40.00 ea.
- 802179** Owner's manual \$30.00 ea.

Total of all manuals if purchased separately.
..... \$140.00

802276 Special package price
..... **\$126.00 set**

1953 COMMANDER



- 800421** Shop manual \$35.00 ea.
- 800430** Chassis manual \$35.00 ea.
- 800436** Body manual \$40.00 ea.
- 802180** Owner's manual \$30.00 ea.

Total of all manuals if purchased separately.
..... \$140.00

802278 Special package price
..... **\$126.00 set**

1953 LAND CRUISER



- 800421** Shop manual \$35.00 ea.
- 800430** Chassis manual \$35.00 ea.
- 800436** Body manual \$40.00 ea.
- 802181** Owner's manual \$30.00 ea.

Total of all manuals if purchased separately.
..... \$140.00

802280 Special package price
..... **\$126.00 set**



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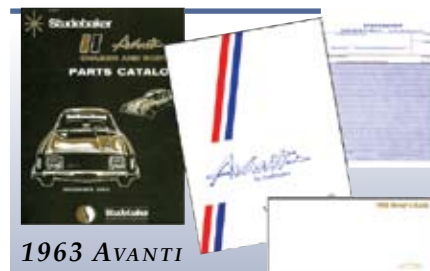


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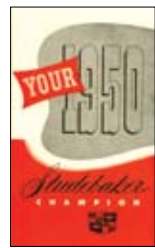
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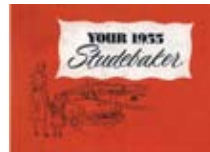
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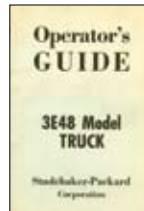
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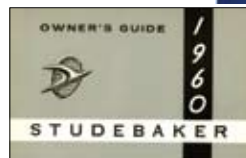
NEW Listing - 802237
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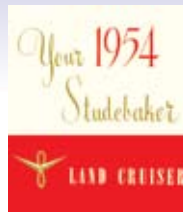
801392
1957-58 3E 48 truck.
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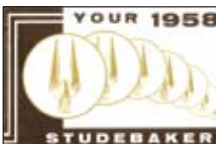
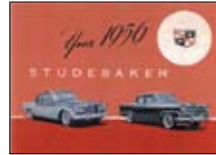
800452
1959 Lark & Hawk.
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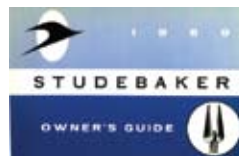
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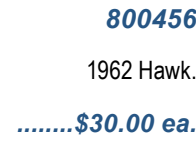
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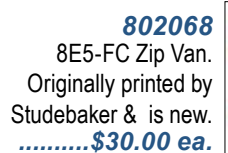
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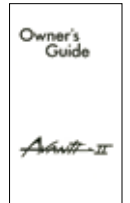


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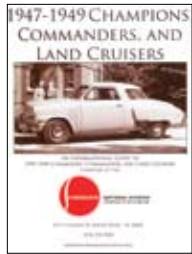


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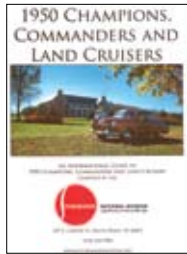
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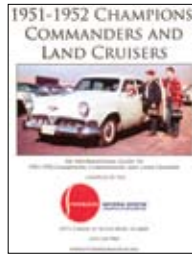
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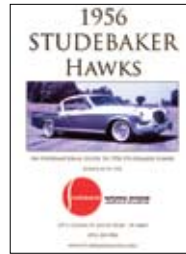
802148
"1947-1949
Champions,
Commanders, &
Land Cruisers"



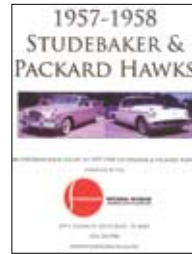
802149 "1950
Champions,
Commanders and
Land Cruisers"



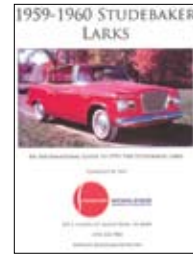
802150 "1951-
1952 Champions,
Commanders and
Land Cruisers"



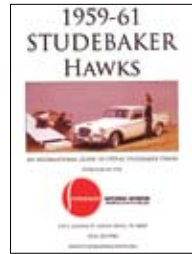
802151 "1956
Studebaker
Hawks - Flight,
Power, Sky &
Golden"



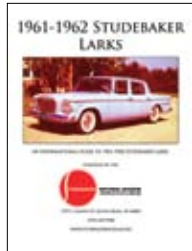
802152
"1957-1958
Studebaker &
Packard Hawks"



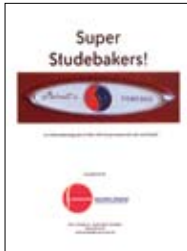
802153 "1959-
1960 Studebaker
Larks"



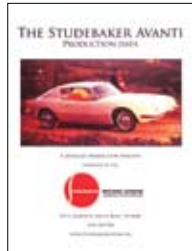
802154 "1959-
1961 Studebaker
Hawks"



802155 "1961-
1962 Studebaker
Larks"



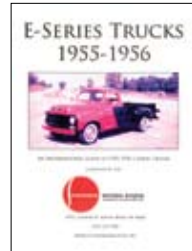
802156 "Super
Studebakers -
1963-64 Avanti
Powered Larks &
Hawks"



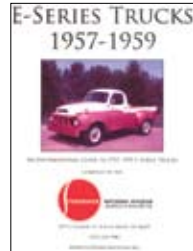
802157 "The
Studebaker
Avanti"



802158
"M-series trucks
1941-1948"



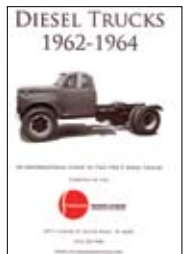
802159
"E-series trucks
1955-1956"



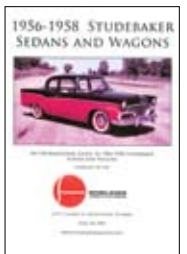
802160
"E-series trucks
1957-1959"



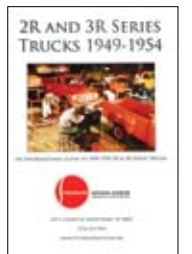
802161
"Transtar trucks
1960-1964"



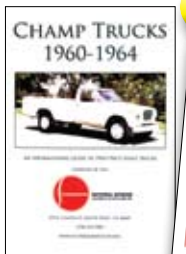
802162
"Diesel" trucks
1962-1964"



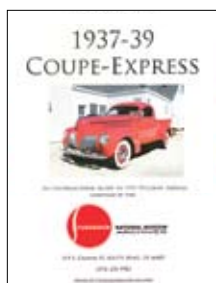
802172 "1956-
1958 sedans &
wagons"



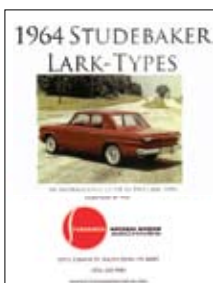
802173 "2R &
3R series trucks
1949-1954"



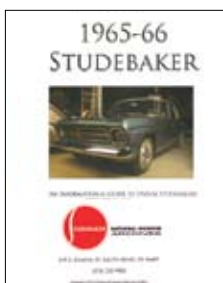
802174
"Champ trucks
1960-1964"



NEW - 802269
"1937-1939 Coupe
Express"



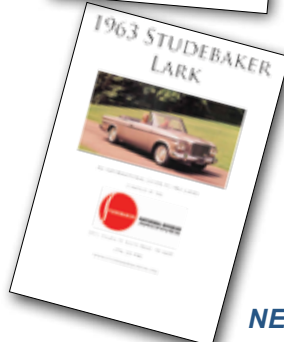
NEW - 802270
"1964 Lark"



NEW - 802271
"1965-1966 Lark"



NEW - 802208
"1962 G.T. Hawk"



NEW - 802210 "1963 Lark"



NEW - 802209
"1963-64 G.T. Hawk"



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