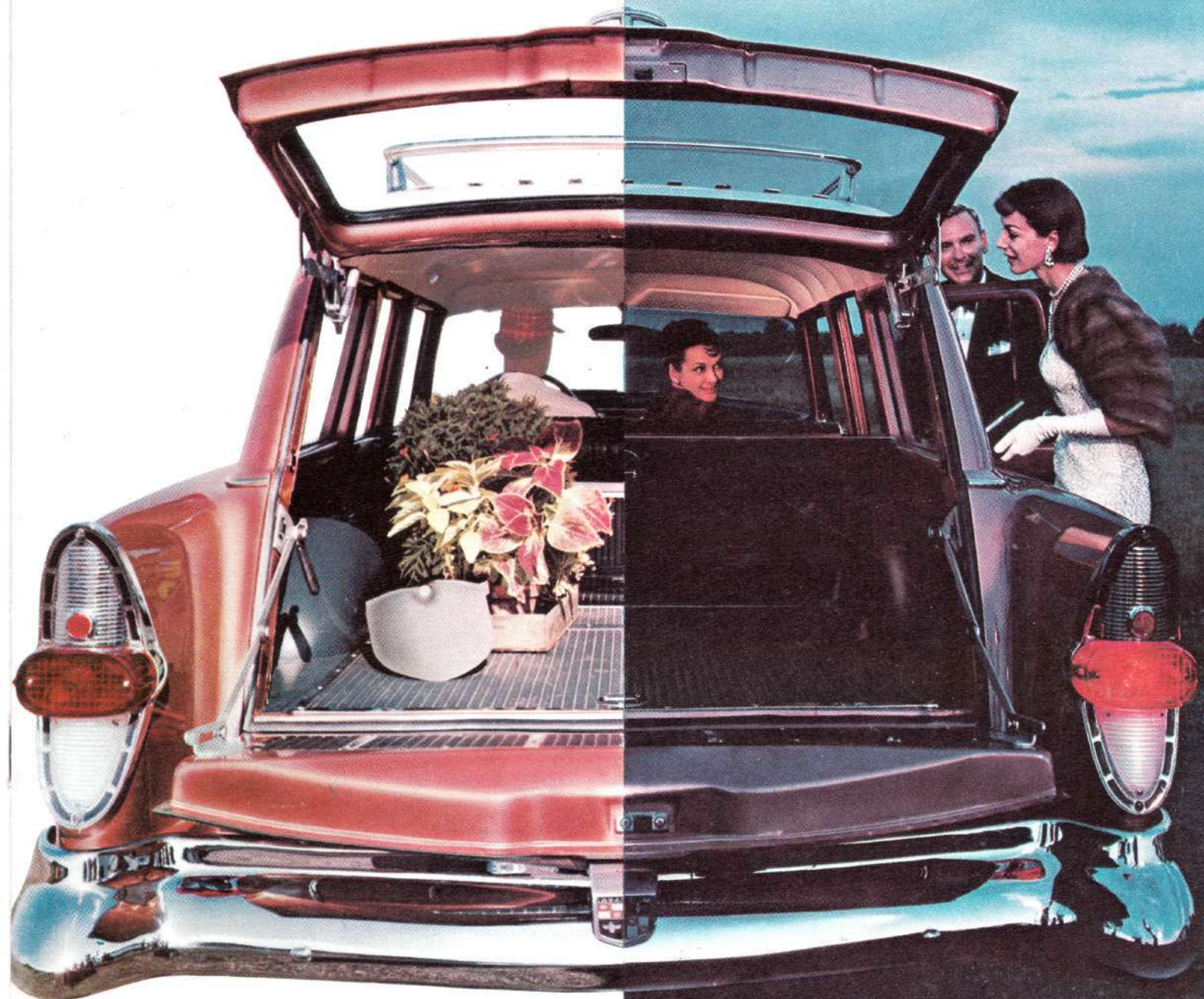


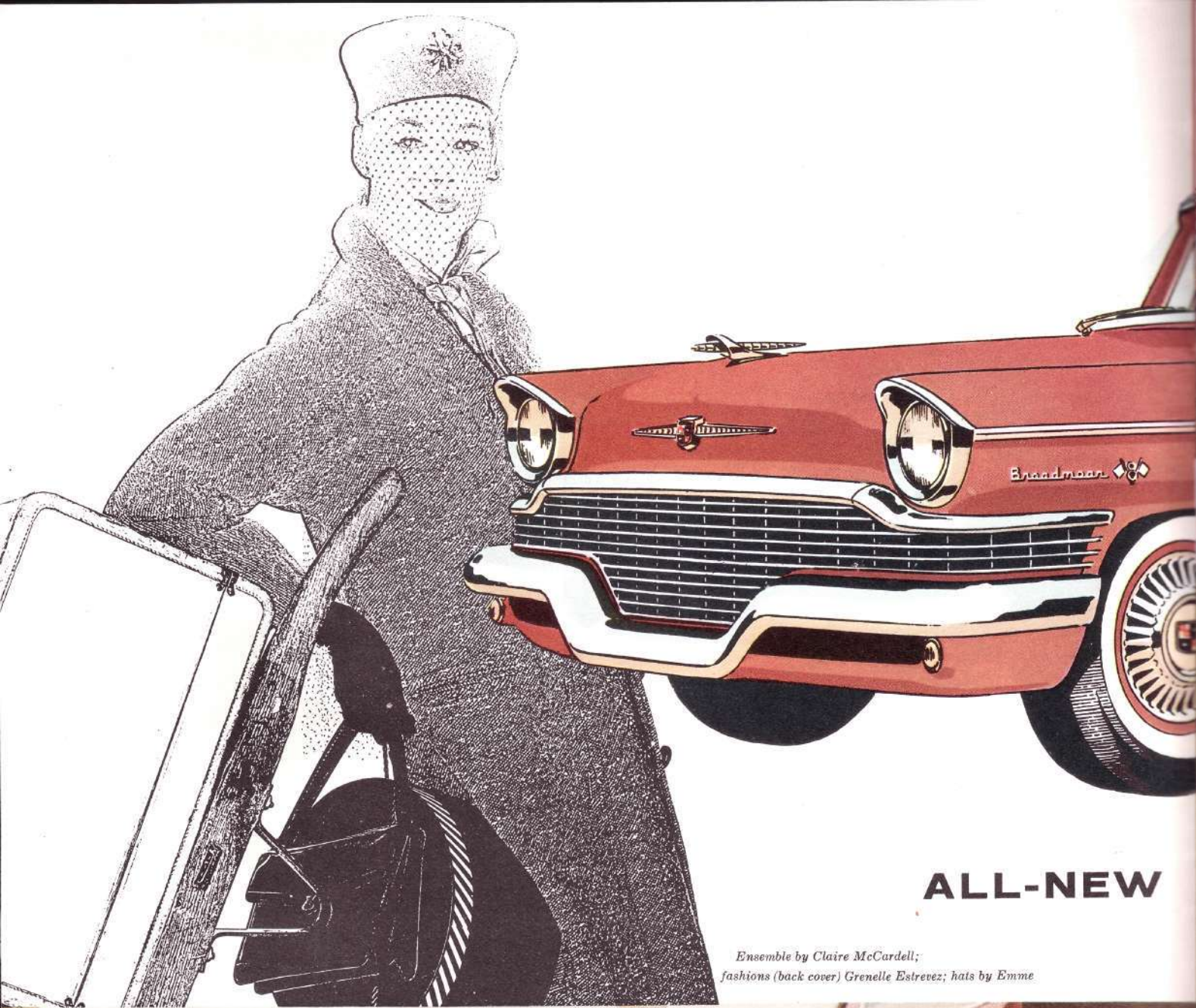
STUDEBAKER



STATION WAGONS

1957

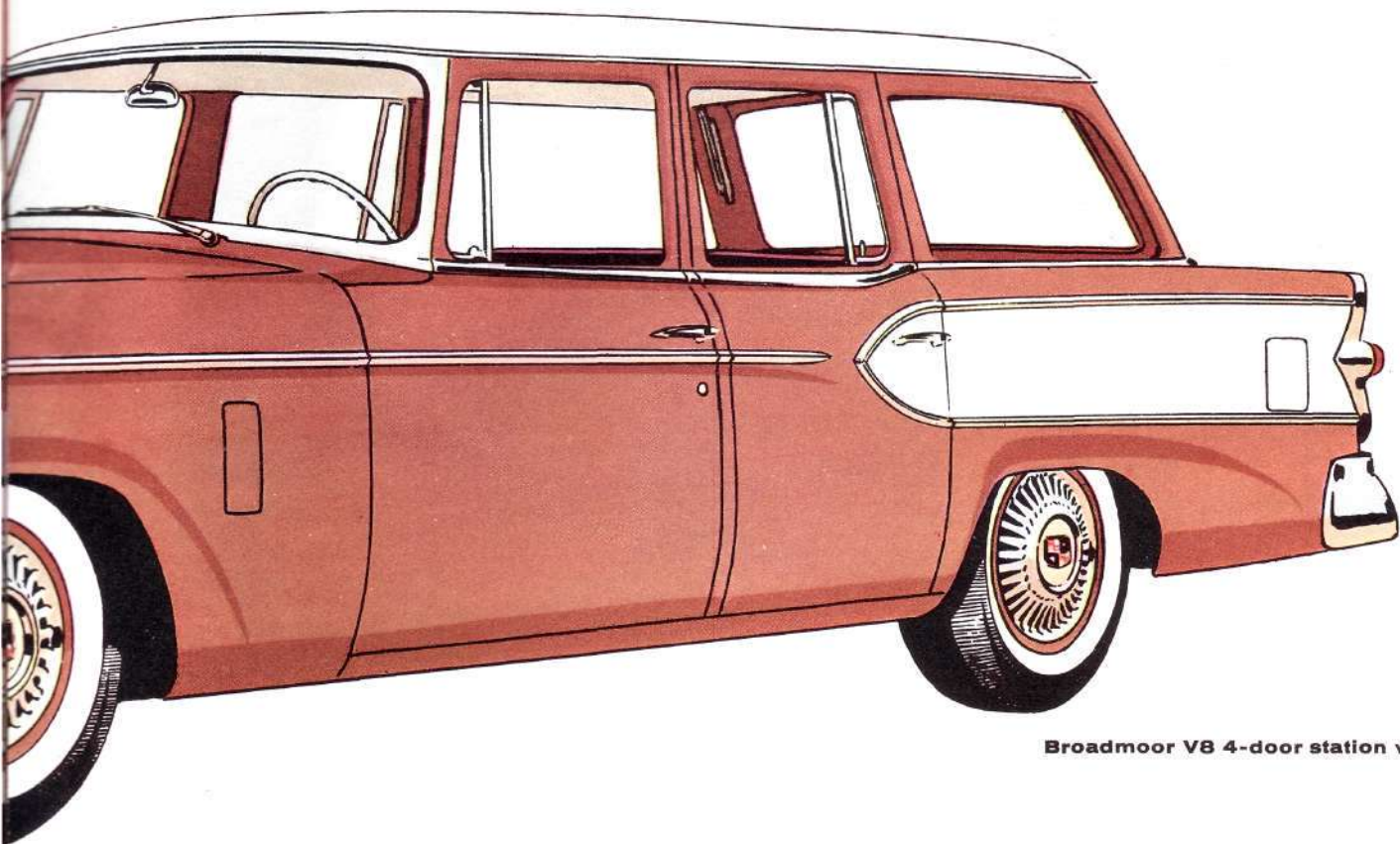
BIG NEW CHOICE
4-DOOR... 2-DOOR
V8... Six



ALL-NEW

*Ensemble by Claire McCardell;
fashions (back cover) Grenelle Estrevez; hats by Emme*





Broadmoor V8 4-door station wagon

BROADMOOR 4-DOOR STATION WAGON

Step-out style . . . step-in convenience . . . 210 horsepower "go"!

Here, in Studebaker station wagons for 1957, are the first cars to fully meet the practical load and road needs of wagon owners.

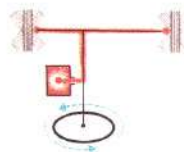
For under their sleek, go-everywhere beauty is the first exclusive station wagon ride—two-stage rear springs with limousine softness when riding "light" . . . full reserve action when traveling rough roads or with full loads! And it's exclusive with Studebaker.

In the Broadmoor, the skill that earned 17 Economy Run "firsts" has turned out a 210-hp V8 that can hurry you up a hill—with vacation-size load—in almost noth-

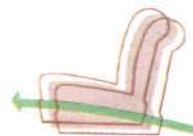
ing flat, yet nurses every nickel's worth of gas for extra mileage.

And Studebaker's knack for outstanding Craftsmanship makes itself felt in features like optional Twin-Traction, 4-door wagon convenience, superior tailgate hardware, and even to power assists in steering, braking, seat adjustment and window operation.

If you like a wagon that gives you your money's worth in work on the road—yet holds its own in the country club parking lot—Studebaker's Broadmoor is the 4-door station wagon for you. Take it for an hour and see.



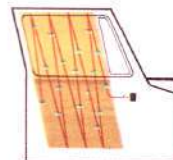
POWER STEERING



POWER SEAT



POWER BRAKING



POWER WINDOWS



BIG, NEW CHOICE IN WAGONS

With the big difference in the low price field

Craftsmanship—brilliant *Studebaker* Craftsmanship—today makes the biggest single difference in the low price field. And nowhere do you see the distinction more clearly than in Studebaker's versatile Station Wagons.

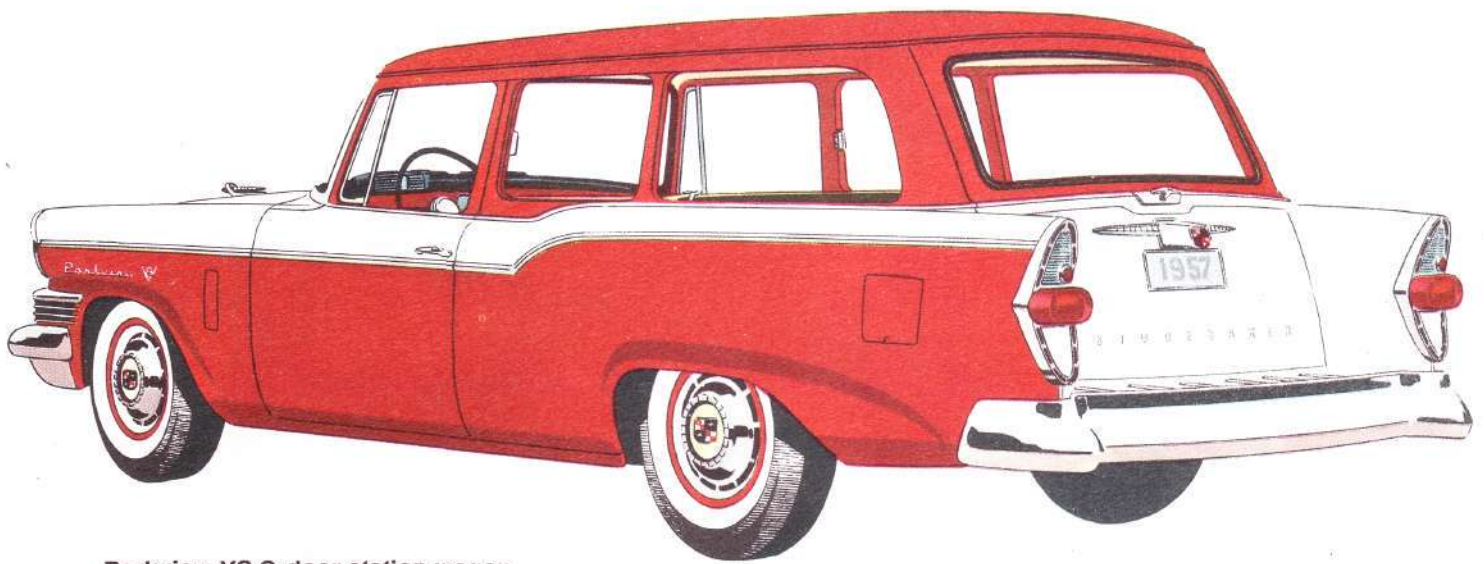
Perhaps you prefer the 4-door accessibility of the Provincial. Here's eye-catching styling for Main Street, plus V8 sting under the hood for superhighway performance—but, with operating economy other V8 owners can only

wish for. As in all Studebaker V8s, you enjoy new fast-action steering, as well as optional Twin-Traction for surer, safer going all the way.

If you want a high-flying V8, but only *two* doors into that rich-looking wagon interior, the Park-



Provincial V8 4-door station wagon



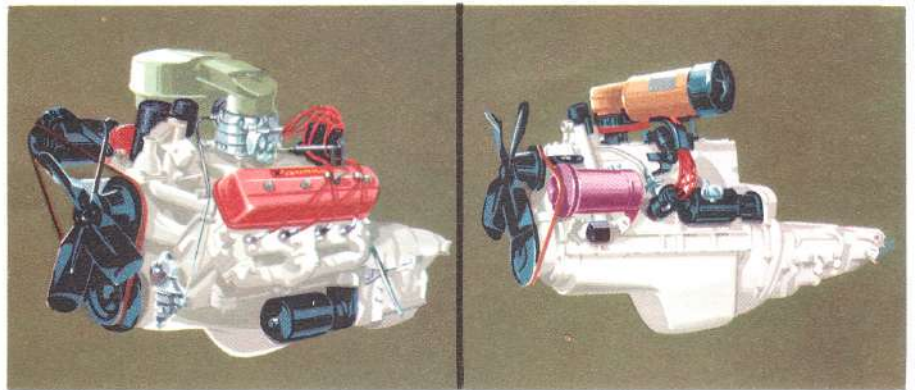
Parkview V8 2-door station wagon
 (Also available as Pelham Six 2-door)

view is your answer. You own the same long, low styling, and you can elect your choice of options that range from 4-barrel carburetor to inflatable air mattresses custom-tailored to fit the rear compartment.

For those who want the best-riding station wagon ever built—plus the thriftiest Six they can buy—the natural choice is Studebaker's Pelham 2-door. This is the model that can chop your fuel bills and still show plenty of zip on the open highway. And, you've got the big-car look that makes you proud when the Pelham stands in your driveway.

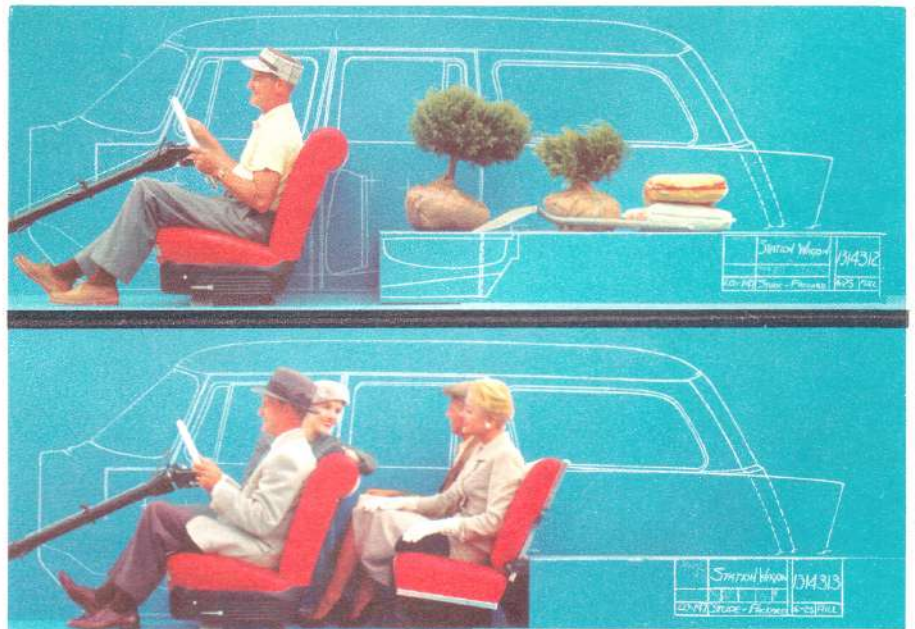
The choice is yours. Behind the front seat, each offers room to spare for a full load of children, camping gear, or household supplies. Pick the Studebaker that best meets your idea of the perfect station wagon, then get set for the happiest miles you've ever logged in a motor car!

Versatile wagon interiors switch personality with the flip of a seat! With rear seat in place, your handsome Studebaker is all set for dress-up duty wherever style and comfort come first—with rear seat down, you've got yards of smooth, level cargo space.



180-hp Sweepstakes 259 V8 provides 260 ft.-lbs. of torque plus unusual economy in Provincial and Parkview station wagons.

101-hp Sweepstakes 185 Six, America's most dependable and economical Six, is standard power plant in Studebaker's Pelham model.





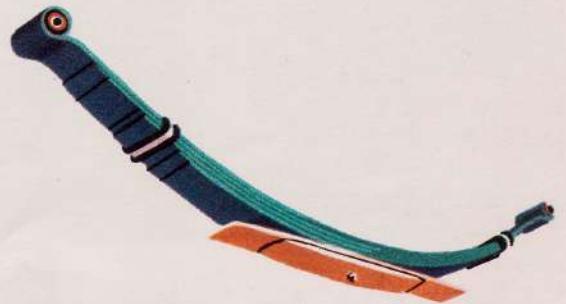
Whatever the road, whatever the load—

AMERICA'S EASIEST-RIDING WAGONS!

Studebaker smooths the road with the first spring and suspension system designed especially for station wagons!

Even now, most station wagons are usually sprung so "soft" that they "bottom" under heavy loads or on rough roads . . . or so "hard" they ride like trucks! But not *these* all-duty wagons—

Studebaker solves the problem by combining independent-action, long-travel front coil springs with special *two-stage* rear springs that actually adjust to changing driving conditions! For light loads and



smooth roads, only the first stage takes the weight, creating a velvet-soft ride; when the cargo is heavy or roads become rough, a *second* stage adds needed firmness to *keep* the riding comfortable.

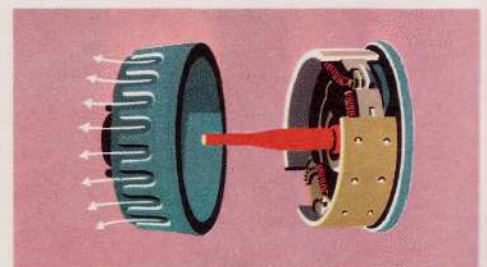
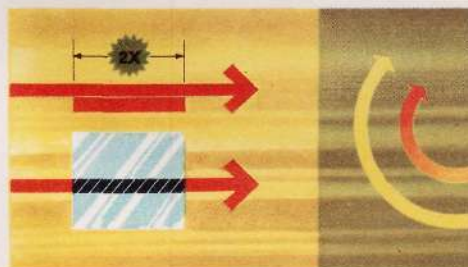
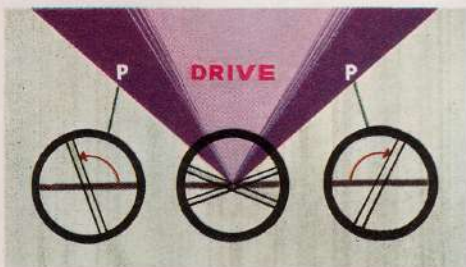
The result is a smoother, easier ride under *all* load and road conditions—an exclusive Studebaker station wagon Miracle Ride unequalled for comfort, handling and motoring enjoyment.

...EASIEST-TO-HANDLE, TOO!

Exclusive Variable-Ratio Steering gives you more precise control for straight-line driving plus *easier* handling in parking and cornering!

New Twin-Traction Differential* directs power to the wheel with *most*—not least—traction, affording greater control in all driving situations.

Safest Brakes! Self-centering *and* self-energizing action, plus the most lining area-to-car weight in their field! Broadmoor has finned drums, too!



ENGINES—BROADMOOR: Sweepstakes 289 OHV V8: 210 hp @ 4500 rpm, 300 ft.-lbs. torque at 2800 rpm. With optional 4-barrel carburetor*, 225 hp @ 4500 rpm, 305 ft.-lbs. at 3000 rpm. Displacement, 289 cu. in.; bore 3 $\frac{1}{16}$ in., stroke 3 $\frac{3}{8}$ in., Comp., 8.3 to 1. Dual exhausts. **PROVINCIAL and PARKVIEW:** Sweepstakes 259 OHV V8: 180 hp @ 4500 rpm, 260 ft.-lbs. torque at 2800 rpm. With optional 4-barrel carburetor*, 195 hp @ 4500 rpm, 265 ft.-lbs. at 3000 rpm. Displacement, 259 cu. in.; bore 3 $\frac{1}{16}$ in., stroke 3 $\frac{1}{4}$ in. Compression, 8.3 to 1. Dual exhausts optional*.

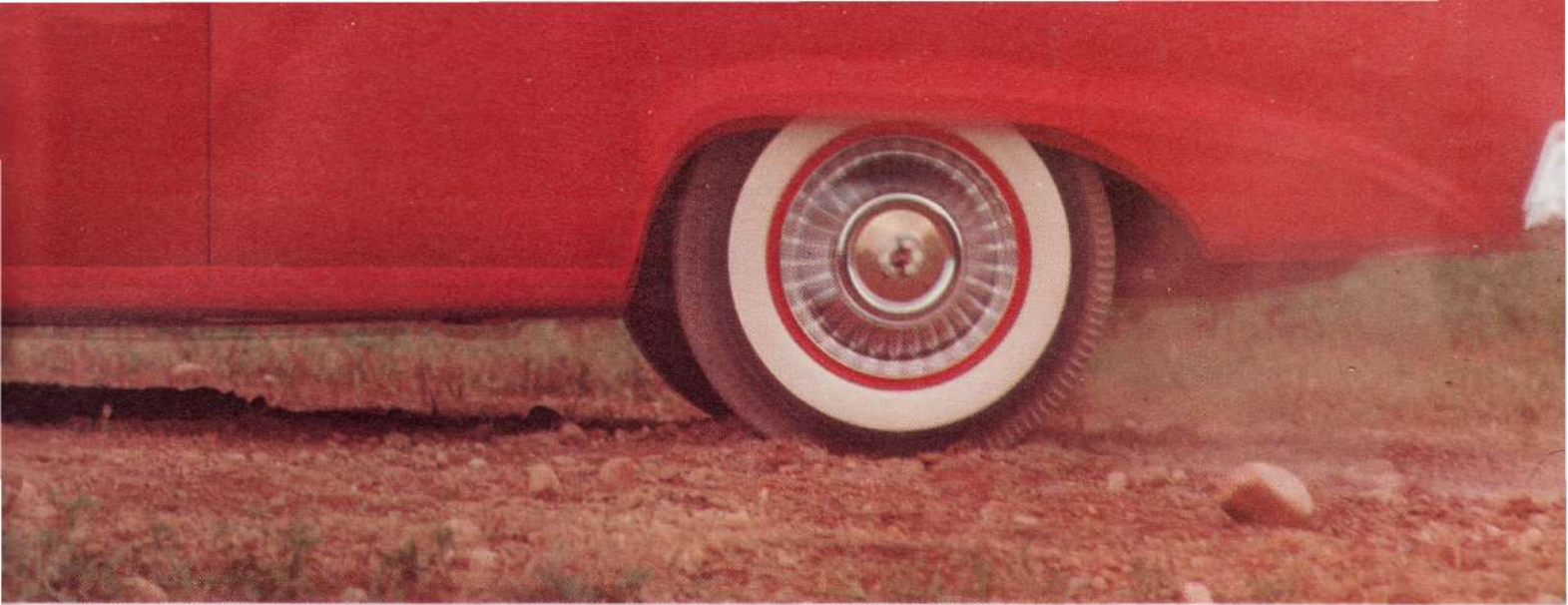
PELHAM: Sweepstakes 185 L-Head Six: 101 hp at 4000 rpm, 152

ft.-lbs. torque at 1800 rpm. Displacement, 185 cu. in.; bore 3 in., stroke 4 $\frac{3}{8}$ in. Full pressure lubrication. 12-volt electrical system.

POWER TRAIN—TRANSMISSIONS: 3-speed synchromesh is standard; Overdrive and Flight-O-Matic optional at extra cost. Clutch diameters: Broadmoor, 10 $\frac{1}{4}$ in.; Provincial and Parkview, 10 in.; Pelham, 9 $\frac{1}{8}$ in. Hotchkiss Drive. Twin-Traction differential* available for V8 models.

STEERING—Symmetrical center-point linkage, with exclusive variable ratio action. New single roller stud gear standard for V8 models.

SUSPENSION—Two-stage rear springs standard on all station wagons. **BRAKES—**Lining area: 195 sq. in. in V8s; 166 sq. in. in the Pelham.



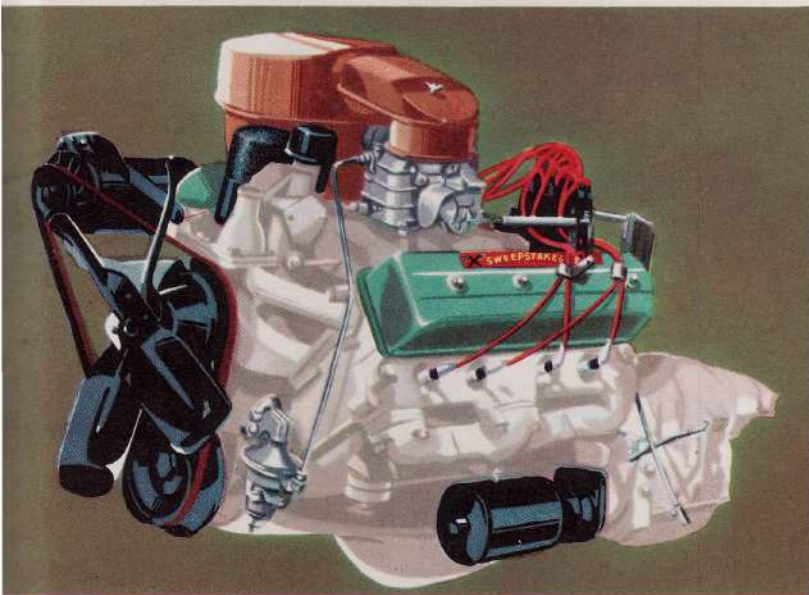
Three Sweepstakes engines

210 HP SWEEPSTAKES 289 V8—The Broadmoor's premium V8 is loaded with Craftsmanship features: New wider-throat 2-barrel carburetor (4-barrel optional*) high-capacity fuel pump, dual exhausts.

180 HP SWEEPSTAKES 259 V8—V8 hustle, plus famous Studebaker economy in Provincial and Parkview wagons. Many high performance features standard; 4-barrel carburetor, dual exhausts optional.

101 HP SWEEPSTAKES 185 SIX—Unbeatable economy, plus 152 ft.-lbs. of torque for pep! Premium design features include gear type camshaft drive, heat-dam pistons.

CHOICE OF TRANSMISSIONS — Shift-free Flight-O-Matic*, economical Overdrive*, or standard 3-speed drive with these engines.

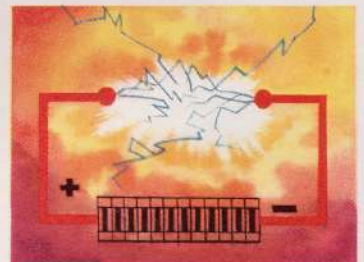
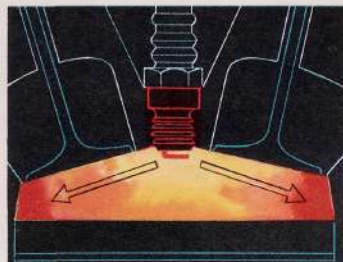
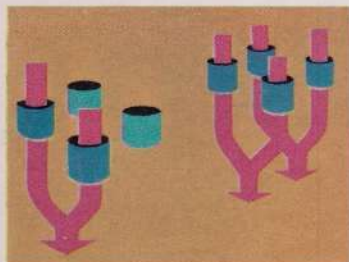
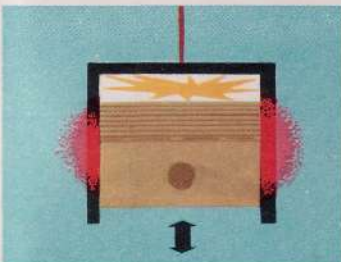


Short-stroke V8 design means less power-wasting friction, greater power, longer engine life.

4-barrel carburetor option* for all V8s gives you safety reserve for passing, smoother response, too.

Compact Combustion Chamber. Center-position spark cuts power loss, gives faster, cleaner combustion.

12-Volt Electrical System for hotter "spark," quicker starting, and greater operating dependability.



*at moderate extra cost

Finned drums are standard in Broadmoors. HILL-HOLDER* available with Standard or Overdrive transmissions.

DIMENSIONS—Wheelbase, 116.5 in. Overall length, 202.4 in. Width, 75.8 in. Height (loaded), 61.9 in. Headroom (f-r) 37.6"—36". Legroom, 42.5"—41.5". Hiproom, 59.5"—56.5". Max. cargo space, seat & tailgate down, 92" x 58". Seat down, tailgate up, 72" x 58". Minimum cargo space length, rear seat and tailgate up, 46.5". Est. shipping weights Broadmoor, 3430 lbs.; Provincial, 3335 lbs.; Pelham, 3000 lbs. Tires: 6.70 x 15; 7.10 x 15 optional on V8s*.

Standard on Broadmoor, optional for other station wagons: DeLuxe

safety steering wheel, safety dash pad, cigar lighter. Options* for all Studebaker station wagons: Chrome or spoke-type wheel discs, white-wall tires, luggage carrier rack, tinted glass, power assists in steering, braking, seat and window operation, Twin-Traction differential, Flight-O-Matic, Overdrive, safety padded sun visors, safety seat belts, and many convenient accessories.

Studebaker-Packard Corporation reserves the right to change specifications, designs or prices without notice and without incurring obligation. Information contained herein is from data available when final approval for printing was given.

*at worthwhile extra cost

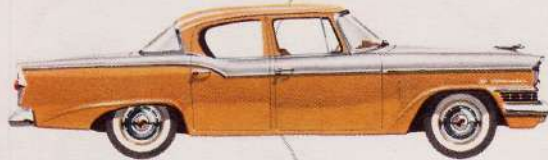
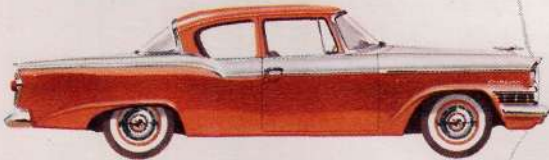
STUDEBAKER

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This year, CRAFTSMANSHIP makes the BIG difference in the low price field



President Series



Commander and Champion Series
DeLuxe and Custom Models



Station Wagon Series



Hawk Series

