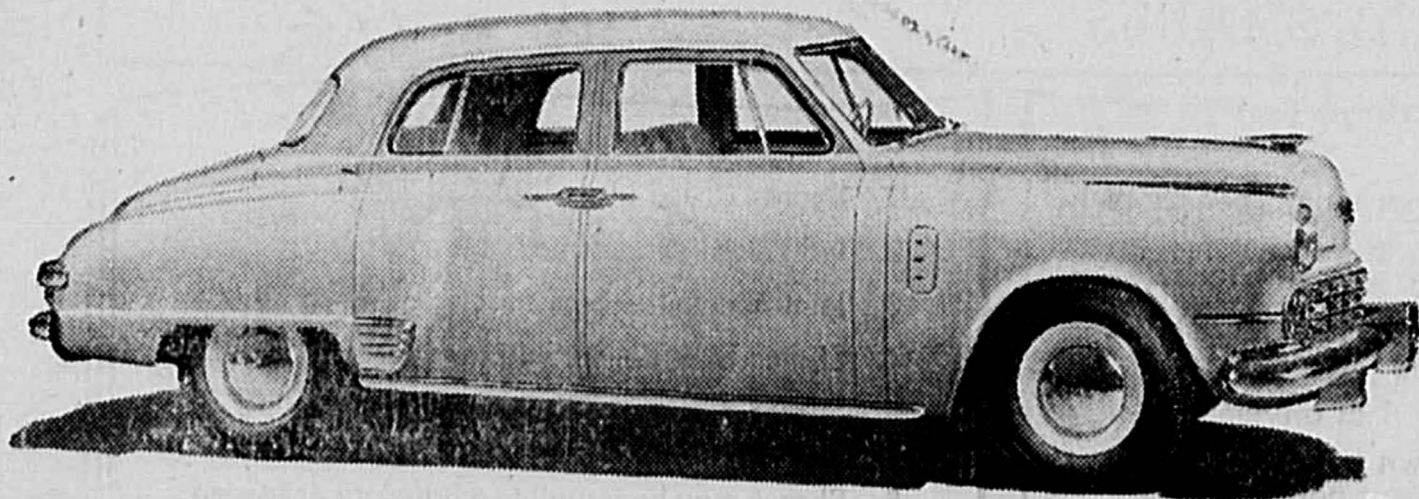


## 1947's Newest Automobile



This is a view of the new Land Cruiser which has just been added to Studebaker's line of postwar automobiles. Although following the company's ultra-modern styling, the model is longer, roomier and more richly appointed than any previously announced by Studebaker. Harmonious interior color combinations, deep cushioning and high quality fabrics are among features which promise to make the car a standout in the luxury automobile field. The Land Cruiser will be available only as a four-door sedan.

# Osborn Motors



# 1947



# STUDEBAKER

SALES AND SERVICE

Dial 7151

59 CENTRAL SQUARE

CHELMSFORD CENTER

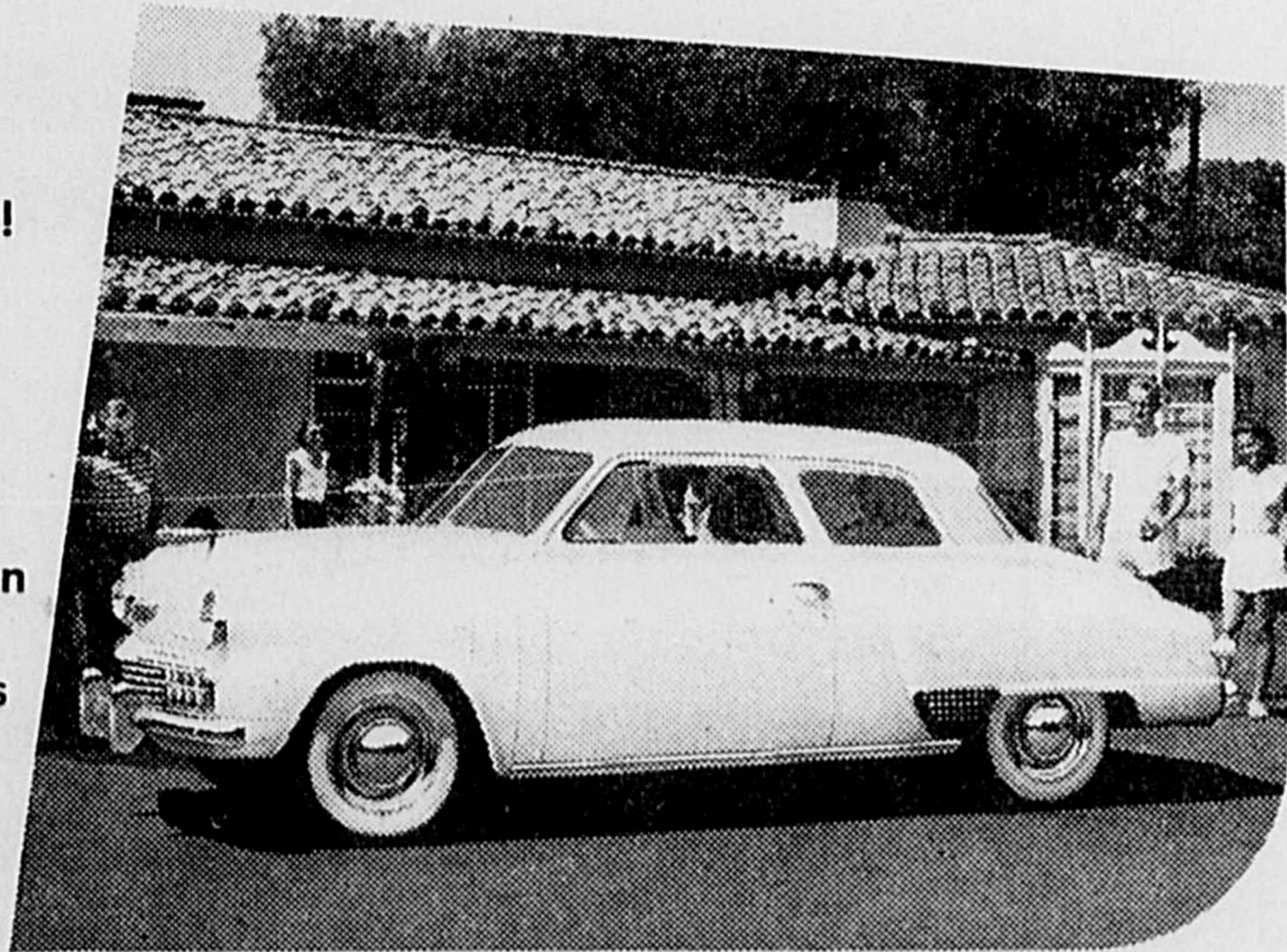
# New 1948 Studebaker

**It's more than  
a new look in cars!**

**It's a  
new experience in  
riding comfort and  
wide-range vision!**

**New 1948 Champion  
and Commander  
convertibles, sedans  
and coupes!**

**A fabulously fine  
new 1948  
Land Cruiser!**



# OSBORN MOTORS

59 Central Square

Chelmsford, Mass.

# *Studebaker's the '49 buy word*

**for a timely new kind of operating economy**

**G**AS economy is written all over every inch of a new Studebaker's flight-streamed structure.

No burdensome dead weight squanders any of the gas you buy.

How much this runs into savings, any owner of a postwar Studebaker will tell you. Stop in and get the names of some people to talk to about it now.



*Many a stop for fun...  
seldom a stop for gas!*

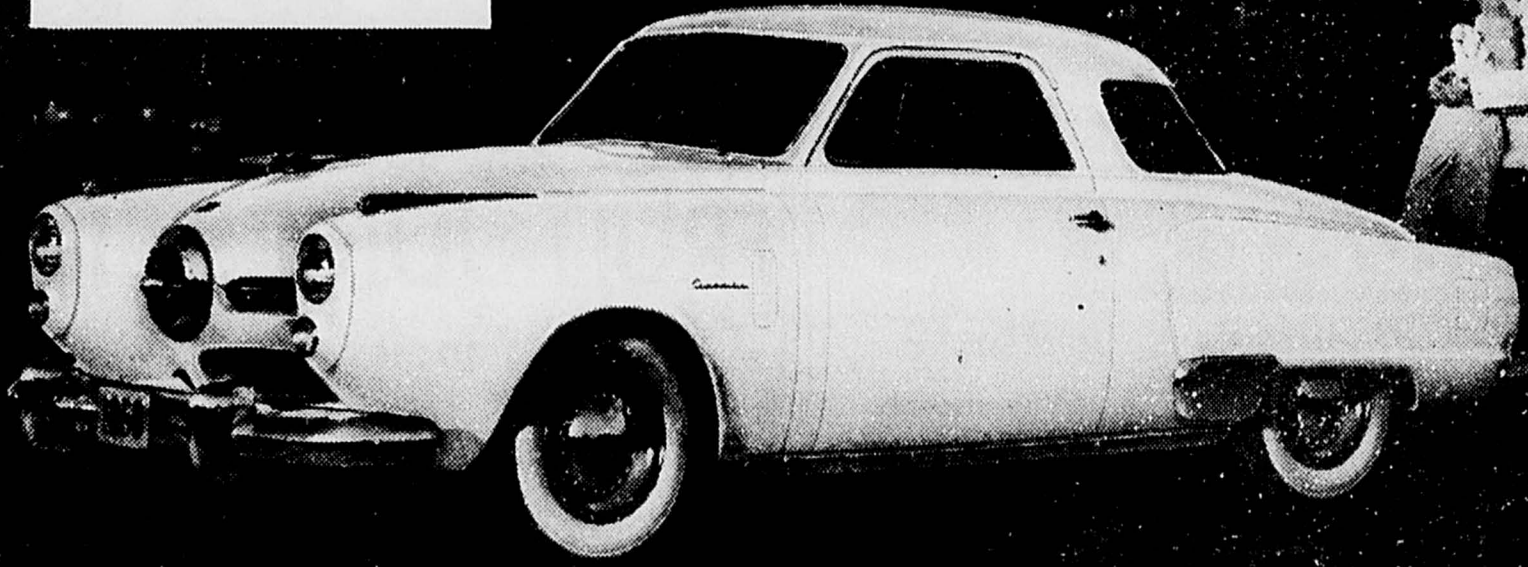
## OSBORN MOTORS

59 Central Square

Chelmsford, Mass.

**NOW HERE !**

*The "next look"  
in cars*



White sidewall tires and wheel discs optional at extra cost

*Announcing the*

# NEW 1950 STUDEBAKER

**The leader leads again! A breath-taking new car!**

**A dynamic new triumph of Studebaker's overwhelmingly popular new ideas on automobile designing! A 1950 Studebaker styled ahead—and engineered ahead—for years to come!**

**A**MERICA expects the unexpected from Studebaker—and here it is—the "next look" in cars!

Dynamically new in form and substance, this is a truly inspired 1950 Studebaker.

Its styling is more distinctive than the "new look" that Studebaker originated three years ago.

This is a complete line of completely new 1950 Studebaker cars—paced by a sensationally advanced Studebaker Champion in the low price field.

Stop in for a look. New in eye appeal and new in

drive appeal, this breath-taking 1950 Studebaker is starting another Studebaker buying wave.

**The 1950 Studebaker stands out in advancements!**

A new longer Champion and Commander! A new longer special Land Cruiser sedan! • Self-stabilizing coil spring front wheel suspension • Higher compression Commander and Champion engines of increased horsepower • Wide-rim wheels and extra-low-pressure tires • Self-adjusting brakes • Symmetrically centered variable ratio steering • Over-size windows and windshield • "Black light" instrument panel dials • Wear-resisting Studebaker craftsmanship • Automatic hill holder (extra cost on Champion only) • Gas-saving automatic overdrive transmission, Studebaker Climatizer heating and ventilating, Studebaker-engineered Philco radio, available on all models at added cost.

## OSBORN MOTORS

**59 Central Sq.**

**Tel. 7151**

**Chelmsford Center**

**STUDEBAKER'S REALLY ROLLING! STUDEBAKER'S FIRST WITH THE "NEXT LOOK" IN CARS!**

# The Studebaker Champion is one of the 4 lowest price largest selling cars!

AS SHOWN  
STUDEBAKER CHAMPION 6-PASSENGER,  
2-DOOR CUSTOM SEDAN

**\$1560<sup>16</sup>**

DELIVERED IN CHELMSFORD

*State and local taxes if any, extra*

Prices may vary slightly in nearby communities  
due to differences in transportation charges

Comparably low prices on other Studebaker  
Champion Custom models, 4-door sedan,  
5-pass. Starlight coupe, business coupe

*See it now!*



## OSBORN MOTORS

59 Central Sq. Tel. 7151 Chelmsford Center



**COMING !**  
*The thrifty one  
for '51*

1951 Studebaker Commander State 4-door sedan

White sidewall tires and wheel trim rings optional on all models at extra cost

*Announcing*

# NEW 1951 STUDEBAKER

A grand new  
*Studebaker Champion*  
in the lowest price field!  
One of the 4 lowest price  
largest selling cars in America!

A new high-efficiency V-8  
*Studebaker Commander*  
A truly great car  
that sparkles with brilliant  
new performance!

**T**HEY'LL be here Monday in all their gleaming glory! Come in and see them—styled ahead, engineered ahead, enduringly built 1951 Studebakers! See the grand new Studebaker Champion in the lowest price field! See the brand new high-effi-

ciency Studebaker Commander V-8! Beauties both! They're attractively priced—amazingly saving of gasoline! They don't require premium fuels! Come in Monday and see these new Studebakers! Yes, be sure to stop in and take a look!

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*Announcing*

**NEW**

# 1952 STUDEBAKER

A new 120-horsepower Commander V-8

A new Champion in the low price field



Starring the Starliner—Studebaker's new 5-passenger "hard-top" convertible. Commander V-8 is shown—Champion model also available. Chrome wheel disc optional at extra cost—decorative and other specifications subject to change without notice.

*The newest of the new for '52*

**Now ready for you** to see—now ready for you to drive—the far-advanced new 1952 Studebakers that all America has been waiting for!

**They're sleek and** beautifully proportioned new Studebakers—with a swept-back aerodynamic grace of line you're sure to love on sight.

**And best of all,** the daringly different designing of these newest Studebaker style stars

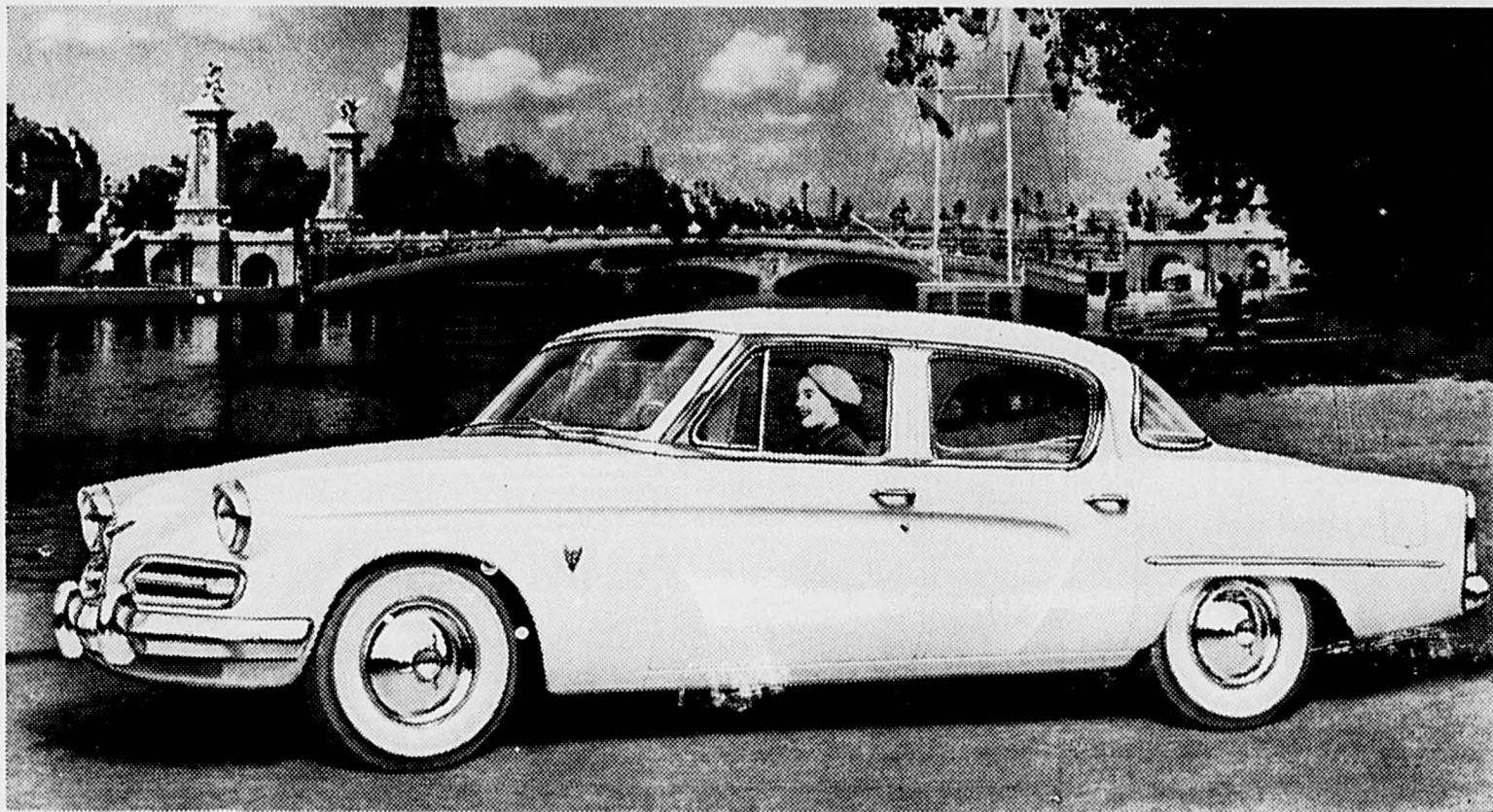
serves to make them amazingly saving of gasoline. The sparkling power they generate is unimpeded by unnecessary excess bulk.

**Stop in right away**—these new dreamlined 1952 Studebakers are on view right now—the sprightly Studebaker Champion in the low price field—the brilliant-performing 120-horsepower Studebaker Commander V-8.

## **OSBORN MOTORS**

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Chelmsford, Mass.



1953 Studebaker Commander V-8 Regal 4-door sedan for 6. White sidewall tires, chrome wheel discs—and glare-reducing tinted glass—optional at extra cost

# Presenting the New 1953 Studebaker

*The new American car with the European look!*

**It's almost unbelievably low! It's impressively long and wide!  
It has the sleek-lined smartness of a costly foreign car  
and it's right down to earth in price!**



**It's less than five feet high!**  
1953 Studebaker Starliner hard-top convertible!  
Truly a new flight into the future!

The completely new, sensationally different 1953 Studebaker unquestionably is the most daring step forward of our times in automobile design.

Here, first by far in an American car, is the continental charm of Europe's most distinguished cars—an impressively long new Studebaker that is truly marvelous in comfort and in handling ease.

Come in and find out about the exciting new 1953 Studebaker—dramatic in verve and flair—breath-taking in beauty inside as well as outside. Find out how down to earth in price it really is.

### **A brand new type of Power Steering**

A Studebaker exclusive—available in Commander V-8 at moderate extra cost



### **Huge new expanses of safety glass all around**

All models—Champions and Commander V-8s—have one-piece rear windows as well as windshields



### **A new and safer low center of gravity**

It gives the car road-tight stability on sharp turns as well as curves

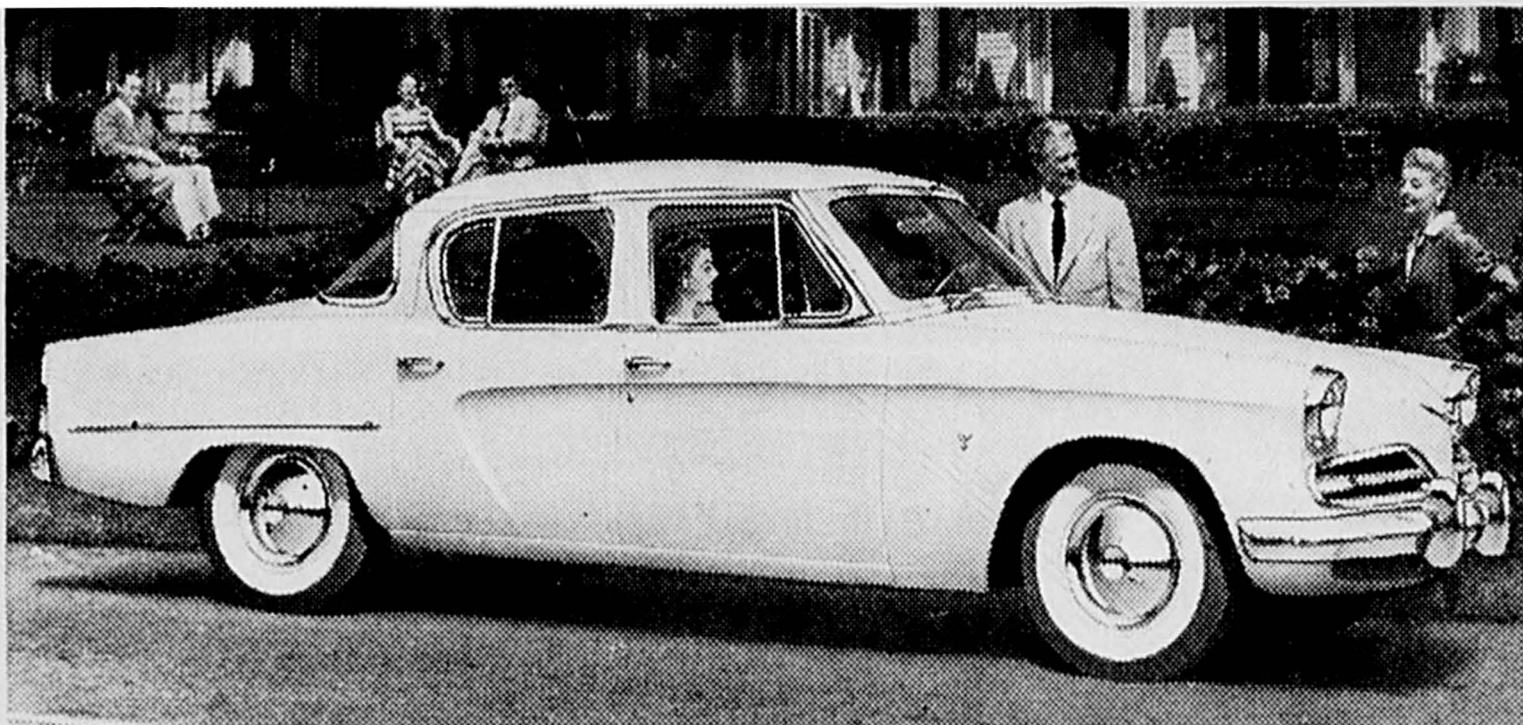
## **OSBORN MOTORS**

**59 CENTRAL SQUARE**

**TEL. 7151**

**CHELMSFORD**





Commander V-8 Land Cruiser. White sidewalls, chrome wheel discs—and glare-reducing tinted glass—optional in all models at extra cost.

*It's excitingly different! The new American car with the European look!*

# You get this advanced styling only in a Studebaker

At surprisingly small cost, you can become the proud owner of a strikingly original new Studebaker—a brilliantly powered Commander V-8—or a sleek-lined Champion that's one of America's lowest price cars. Order yours now—a sedan, coupe or hard-top—a gas economy team-mate of the Studebakers that starred in this year's great Mobilgas Economy Run.

- NEW** foreign car flair in nine body types!
- NEW** American comfort and handling ease!
- NEW** longer wheelbases and wider treads!
- NEW** expanses of glass for big visibility!
- NEW** and finer Studebaker "Miracle Ride"

*Marvelous new Power Steering—and Automatic Drive or Overdrive—available at extra cost in all models*

## OSBORN MOTORS

**59 CENTRAL SQUARE**

**TEL. 7151**

**CHELMSFORD**

# *Announcing* new 1954 Studebakers

**THE NEW AMERICAN CARS THAT  
ARE SETTING THE STYLE FOR THE WORLD**



White sidewall tires and chrome wheel discs optional in all models at extra cost

**New sedans! New sports models! New station wagons! New color-styled interiors!**

**T**HEY are here right now for you to see — new and excitingly colorful 1954 Studebakers! They're outstanding in quality and engineering—in operating economy—in low-swung safety! The complete new

1954 Studebaker line includes big, roomy, luxurious, long-wheelbase sedans . . . sleek, racy-looking sports coupes and hard-tops . . . dramatic Conestogas—the world's most beautiful station wagons. Come on in right

away and thoroughly examine our showing of 1954 Studebakers—new Commander V-8s—and new Champions in the lowest price field. Come on in and let us take you out for a thrilling Studebaker drive.

**OSBORN MOTORS**

**59 CENTRAL SQUARE**

**TEL. 7151**

**CHELMSFORD**

# **OFFICIAL** 61 to 130 more miles per tankful with a Studebaker!

*That's what the '54 Champion got in the Mobilgas Economy Run against competing low-priced cars!*

**The Champion with Overdrive got 29.58 miles per gallon!**

**The '54 Studebaker Land Cruiser V-8 got highest gas mileage of any Sweepstakes winner in history!**

**It beat all other eights in the Run and all sixes except the '54 Studebaker Champion!**



Come in and look at the official AAA score sheet of the Mobilgas Run. The Studebaker Champion got 61 to 130 more miles per tankful than its four competitors in the low-priced field! Studebaker finished *first* in the Grand Sweepstakes — *first* in actual miles per gal-

lon—*first* of all overdrive cars — *first* of all automatic drive cars! Get Studebaker economy yourself. Duplicates of Studebaker's Mobilgas Run winners are available immediately at surprisingly low cost. They're the best engineered, best built, best styled cars in America.

*1954 Champion custom 2-door sedan*

**\$1,832.77**  
**DELIVERED LOCALLY**

*with standard equipment*

*State and local taxes, if any, not included. White sidewall, chrome wheel discs—Automatic Drive or Overdrive—optional at extra cost. Price may vary somewhat in nearby communities.*

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59 Central Sq

**MOTORS**  
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