



Lark Daytona Hardtop. Also available: The Lark Regal 2-door, same wheelbase.

Q* Car

How to amaze your friends by adding a few little factory stock extras to your normal-looking Lark:

Studebaker's bins have everything you need to dust off Detroit iron and many more-expensive imports. Tenacious cornering, 0-60 in 8 or less, plus safety no other U.S. passenger car can match—can be yours in a Lark. It won't cost an arm and a leg, and you can drive the folks to church without causing eyebrows to rise.

Here's the prescription:

Ask the man for our basic '63 Lark Regal 2-door. Its starting price is so low you go on from there with a clear conscience.

For beef—add on HD clutch, adjustable shocks and HD front and rear springs. (There's beef enough already in the separate Armor Guard chassis.)

For go—call for the Avanti Supercharged Jet-Thrust V8. Limited-slip rear end. Choice of 6 axle ratios, 3.07 to 4.55. Butter-smooth 4-speed-stick box.

For stop—Caliper disc power brakes, fore; finned 11" x 2" drums, aft.

For safety—Belts, fore and aft. Bucket seats. Padded dash is standard. Add your own roll bar—or buy an Avanti.

For sense—Enjoy full dial instrumentation. Two-speed wipers. 15" wheels. And that Beauty Vanity with its own mirror is standard equipment, too.

For advice—write our man Andy Granatelli. Speak your mind. He'll tell you all you need to know to own the goingest Lark in the league. Tell him your Studebaker dealer sent you!

*"Q" = quick... and "Q" Boats are potent warships disguised as innocent-looking merchantmen to fool the enemy in wartime.

'63 LARK From the Advanced Thinking of
Studebaker
CORPORATION



Car of Quiet Substance— *The CRUISER*

If you want a car built to the maker's highest standard of quality and appointments, yet at a price that fits the family budget, consider the Cruiser.

It's a big family car, seating six, with more inside room than many more-expensive cars. Yet you'll find it sensibly sized, outside, with no overhang. Easily parked and maneuvered. You'll like, too, its

quiet beauty. Distinctive, dignified, smart. A Cruiser belongs anywhere... reflecting the substance and good judgment of its owner.

Your judgment will recognize the extra value you get in the Cruiser's practical touches for personal convenience. A unique Beauty Vanity built right into the dash; handsome safety-padded instrument panel and sun visors;

pleated door pockets for extra storage; floors with no sills or step-down wells; wider, higher doors for easy entry; custom-conceived upholstery and appointments.

Try out the substantial, stylish, practical Cruiser at your Studebaker dealers'. Fully equipped in every sense of the word, the Cruiser is still priced with the "stripped" competition.

AVANTI • LARK • CRUISER • HAWK



Studebaker
CORPORATION

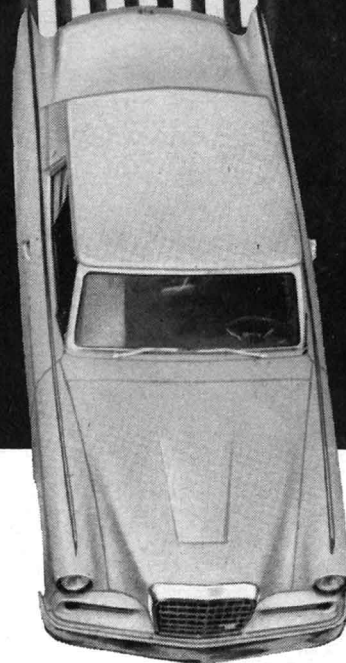
130 mph
132 mph
140 mph



Two New Cars are Born

*Avanti-inspired...
Bonneville-tested!*

**R2 SUPER LARK
R2 SUPER HAWK**



We designed two new cars—and built a lot of our record-setting Avanti into them. Added the supercharged Avanti R2 engine.

...And took them to the Flats for final evaluation and endurance tests. The results surprised even us: R2 Super Lark—132 mph! R2 Super Hawk—140 mph! With 2 up. Under bad weather and surface conditions—even snow. USAC timed the bit, official.

That kind of performance told us these cars were ready to join the Studebaker line. R2 Super Lark and R2 Super Hawk are now available on special order at your Studebaker dealer's.

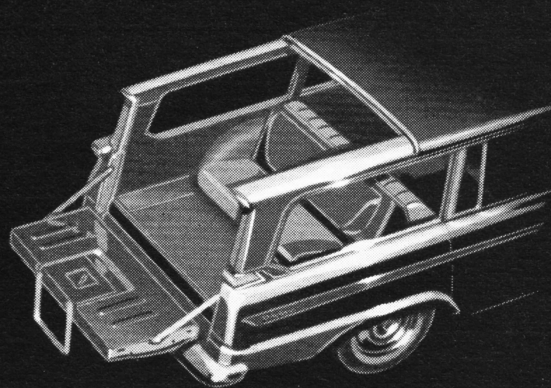
The package of pow and pizazz:
R-2 blown mill, 4-speed box, Avanti wheels inside 6.50-15's. Anti-sway rod forward; trac rods, rear. HD springs and shocks at both ends. Our disc binders. Belts. (Now installed on all

cars from Studebaker, by the way.) Sundry little signs on each car to tell the peasantry you've got an extreme automobile. When parked. Under way, they'll know without sign language. Warning: The color choice is limited. But you have your own spray gun, don't you?



Studebaker
CORPORATION

Look.
The roof slides open.



THE *LARK* WAGONAIRE

Here is the most important advance in station wagons since the station wagon itself.

This is the new Lark Daytona Wagonaire. We believe it to be the most useful station wagon in the world.

See if you don't agree.

With the roof open it's an elegant, spacious family convertible. Close the

roof and it's a stylish sedan. Open it again and load effortlessly. The sky's the limit...or the first underpass.

Imagine, its many other uses. Here are some ideas: a wonderful vantage point for spectator sports. Great for picnics. Sunbathing. Waxing skis.

Clipping a hedge. Only *your* imagination bounds its versatility.

The Wagonaire is really three cars in one: convertible, sedan, utility wagon. See your Studebaker Dealer now and enjoy a demonstration of America's most unusual wagon.

FROM THE ADVANCED THINKING OF

Studebaker
CORPORATION

See the other exciting cars from Studebaker too: **AVANTI . . . CRUISER . . . HAWK.**



Pit Car...Tow Car... Spectating Car... "Show" Car

Our new '63 Lark Wagonaire is the nearest thing on the road (or at the track) to being all things to all people.

With its sliding roof section the sky's the limit for loading. And looking. All you need is a pit pass.

With its wide power options—including the Avanti supercharged high performance engine—and axle ratios (your choice at no extra charge) you can haul an "Unlimited" on its trailer from Riverside to Bridgehampton with no sweat.

If you're the Race Marshal you won't be diffident about showing off our Wagonaire around the course, either. It's got the go, the looks—and the stop. Especially if you have those power-boosted caliper disc brakes.

Off the track the Wagonaire does duty as a family sedan, a convertible, and a utility wagon too.

What other wagon can make that statement?

Visit your Studebaker Dealer and scrutinize.

'63 LARK *Wagonaire*

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'63 LARK Wagonaire

From the Advanced Thinking of



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CORPORATION



Win a Wagonaire—it's more things to more people than any other car!

The world's only Wagon-Convertible is one of Studebaker's Million Dollar Sweepstakes prizes you can win FREE—with the Lucky Number on coupon attached above!

Check it at your Studebaker dealer's—and see the Wagonaire! It's the one car that does everything! Slide the roof open,

your Wagonaire is a breezy convertible... a speedy pickup for hauling hay bales or half-grown calves... a sportsman's carryall for hunting, fishing! (With disc brakes it's great for trailers!)

Slide the steel roof tight shut—you have a smart wagon for trips in town... an over-

night sleeping car... and (with optional third seat) a bus for all the 4-H-ers!

So hurry down—with your lucky coupon!

LARK Wagonaire

