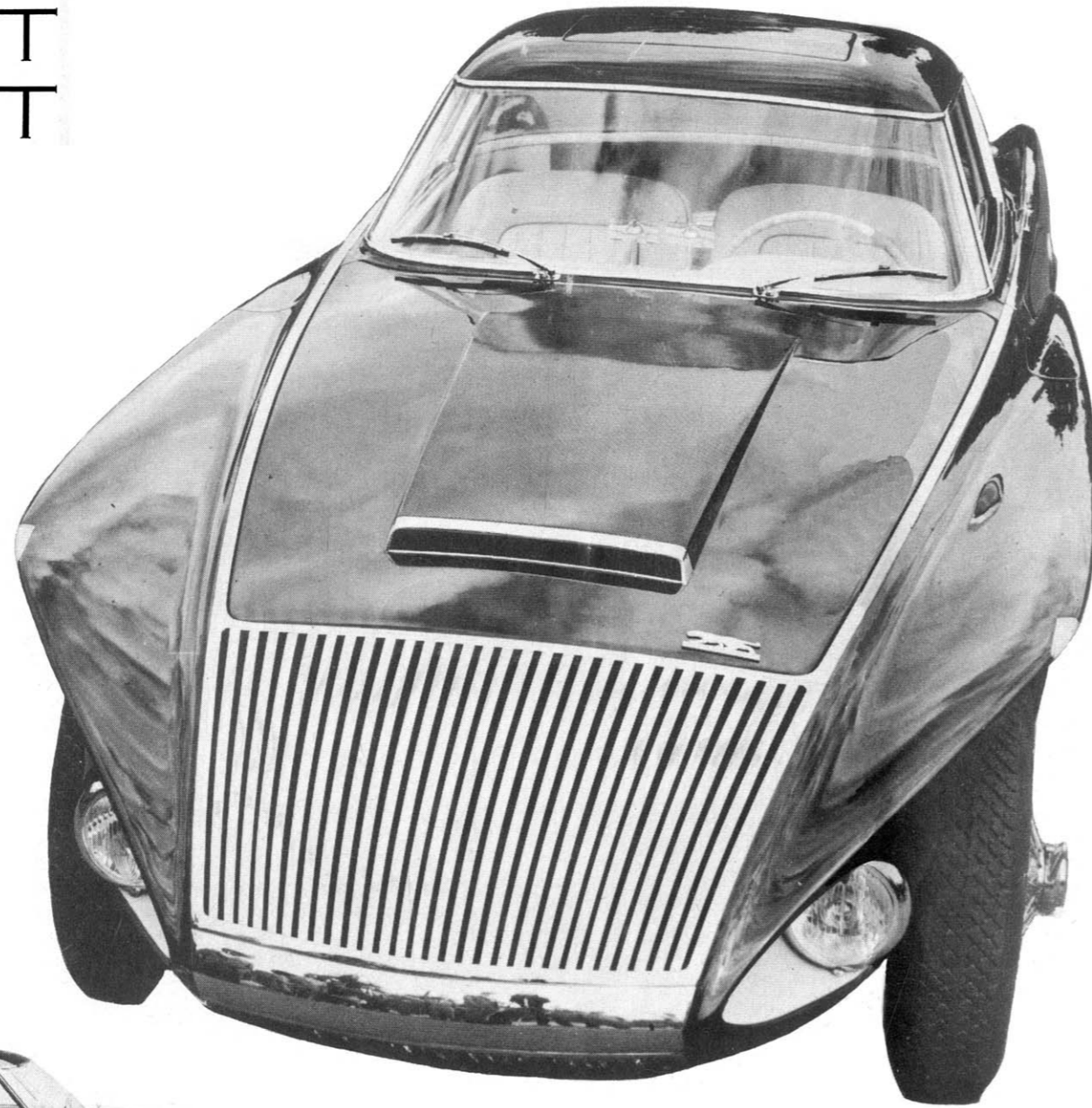
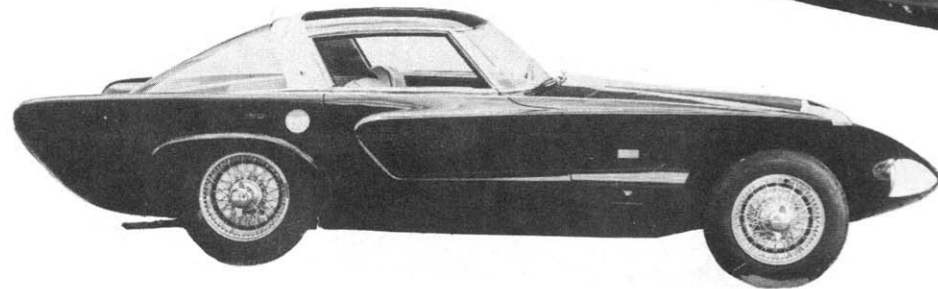


# LOEWY

## WITHOUT DETROIT



Raymond Loewy's personal car: design by himself; body built by Boano in Italy on a Jaguar XK 140 chassis brought in from England.



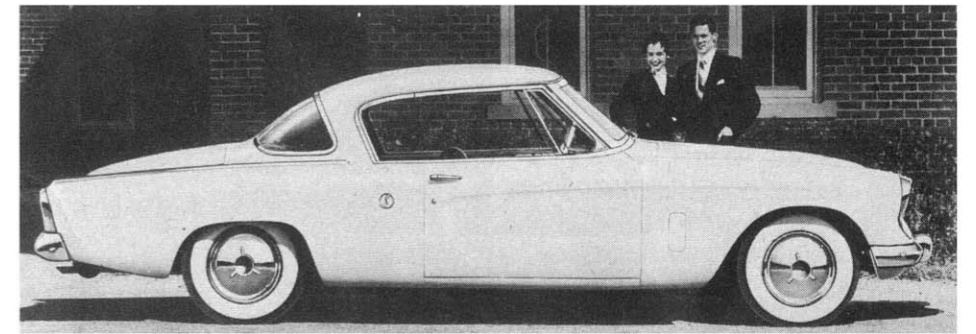
**F**REE from the pressure of Detroit influence, Raymond Loewy has come up with a startling car design.

His new personal car is a long sleek creation with body by Boano of Italy on a chassis by Jaguar of England. The United States touch, if there is one, comes under the heading of imagination by Studebaker, for the Studebaker lines are plainly discernible in the Italian version.

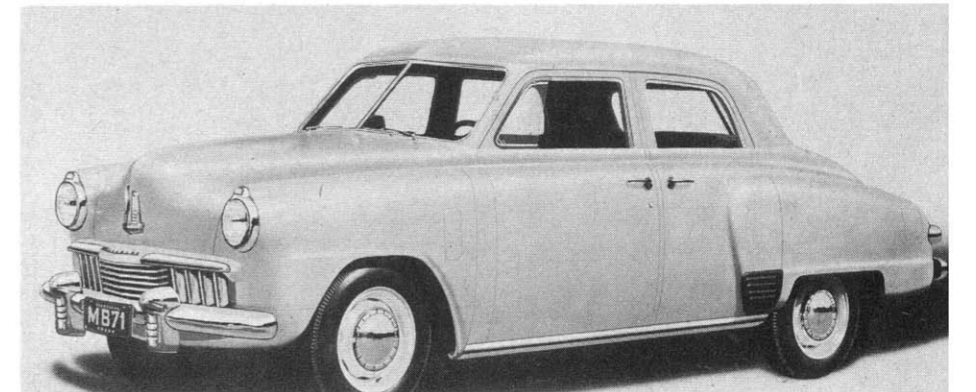
There is the hollow in side, the distinctive slope of the hood, the graceful slant of the windshield, and many other features of Raymond Loewy's pride and joy, the 1953 Studebaker.

Loewy took particular pains with the chrome on his car—all the chrome parts are flush with the body. He believes that the flush chrome idea will soon be taken up by Detroit, as will his 360-degree vision. The interior of the car has been made as silent as possible through the use of foam rubber and other sound-absorbing materials.

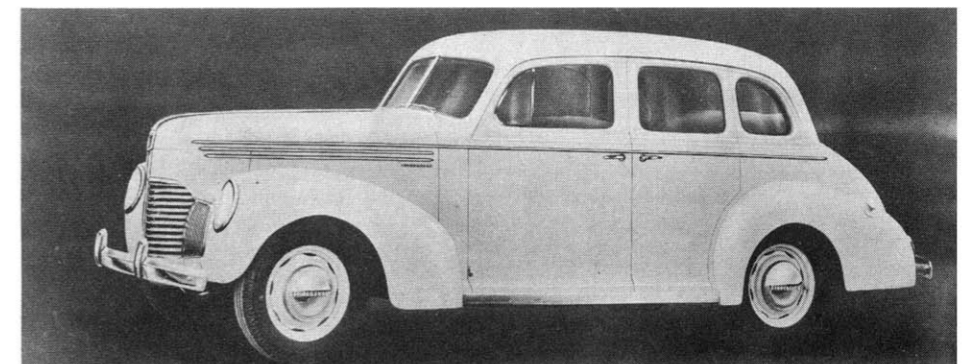
Five years from now the cars coming out of Detroit may reveal the influence of Raymond Loewy's 1956 idea car. ●



1953 Studebaker, designed by Loewy, is considered by many to be a modern classic car.



1947 Studebaker, also by Loewy, led the way in postwar design revolution in the U. S.



1939 Studebaker was also designed (not generally known) by Loewy. Lines were clean.