



PRESENTING
THE CAR DESIGNED FOR SPORT

THE 1960 **HAWK** BY STUDEBAKER

WHAT IS THE STUDEBAKER HAWK?

*It's as graceful as a figure skater
as lithe as a racing sloop
as lovely as a spring day on the Green
as zestful as a championship tennis match
as eager as a fencer's foil
as joyful as a colt
as exhilarating as an Alpine climb
as distinctive as a winner.*

—all in all, the Hawk is the sporting car for sports-minded people. And now even more so with its larger, more powerful new engine and massive finned brake drums. Add a dash of sport to routine motoring. See your Studebaker Dealer and ask about the price. Surprise! The Hawk is about \$1,000 under its nearest competitor.

P.S. Look at The Lark, too; it's the compact without compromise.