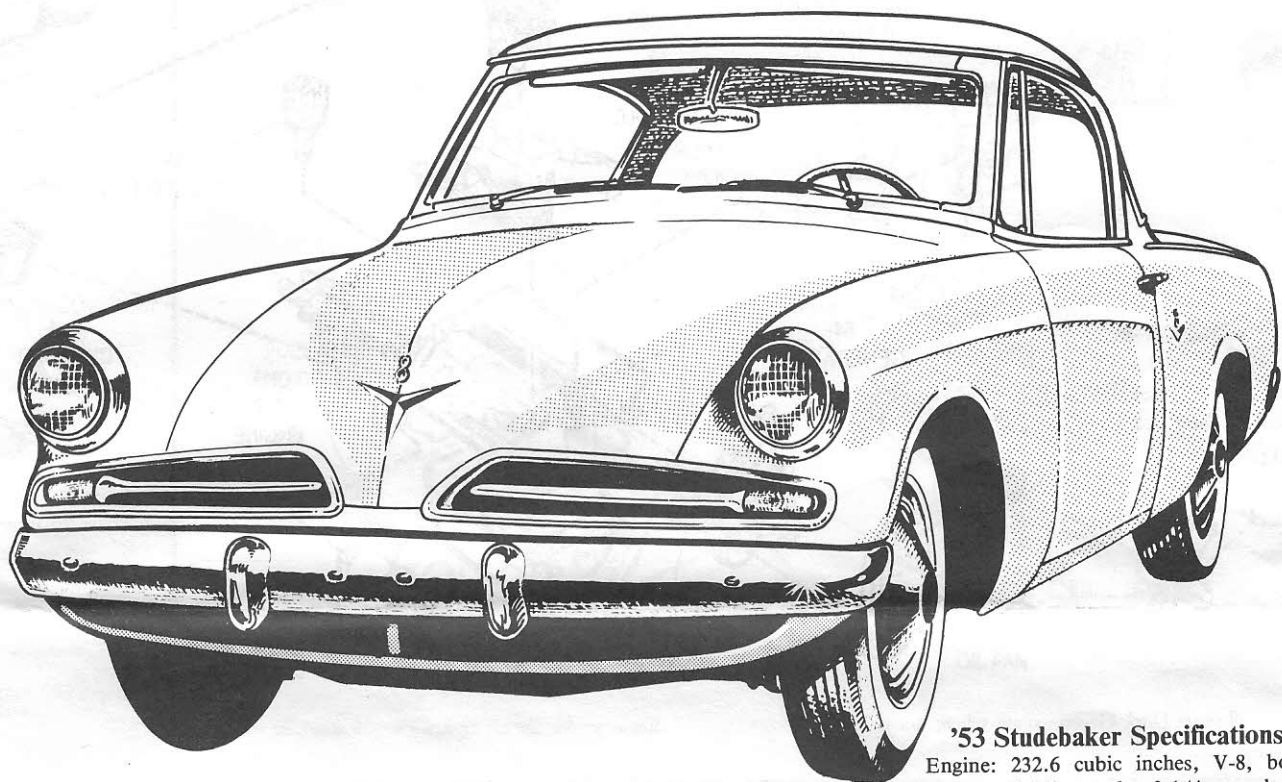


'53 Studebaker Starliner Hardtop Coupe

Stock No. 6955

Form No. 099-6955



History '53 Studebaker Starliner Hardtop

Still considered a high point in American Automotive Design, the beautiful Studebaker Commander Starliner hardtop was an immediate styling success when introduced to the public in 1953. Originally conceived as a show car to promote the new Studebaker line of sedans, the designer convinced Studebaker management to introduce the striking coupe along with the sedans in the fall of '52. They found they had a hit on their hands with unprecedented public demand for the coupe, both in hardtop and two-door sedan configuration. Helping matters along was the introduction of a modern overhead valve V-8, several years ahead of both Chevrolet and Ford.

Although the coupe outsold the plainer sedans and four doors, Studebaker could have sold many more had they geared up before hand to produce as many as the buy-

ing public demanded, the car was that popular. Because of its sloped nose and sleek lines the Studebaker coupe was very popular at the Bonneville salt flats for many years and even now the occasional "Stude" is seen streaking down that long thin line on the white salt expanse of Bonneville, the drone of a high-powered engine wailing across the hot white alien landscape. Today the Starliner coupe is proven to be the classic it was expected to be. One of the few automobiles to be included in the American Museum of Art as an example of excellent Industrial Design solely as a work of art, the Starliner looks as good today as it did when introduced almost forty years ago. Your kit will reflect these timeless good looks no matter how you choose to build it, classic stock, as a Bonneville streamliner or an American custom.

'53 Studebaker Specifications

Engine: 232.6 cubic inches, V-8, bore 3 3/8, stroke 3 1/4, overhead valve, Compression ratio 7.0:1 (optional 7.5:1), solid lifters, two barrel Stromberg carburetor, 120 horsepower.

Wheel base: 120.5 inches

Length: 201.9 inches

Available Equipment: manual three speed transmission standard, overdrive optional, three-speed automatic optional, hill-holder (car could be stopped on a hill with the clutch depressed and it would not roll backwards), power steering, choice of two radios with an optional rear seat speaker (AM only), fog lights mounted in bumperettes, other normal options.

Starliner coupes most popular of the Studebaker line with 19,236 sold in '53. Base factory price, \$2316.00.

IMPORTANT: Before you begin to assemble your model kit, study the instructions carefully. This will help you to familiarize yourself with the part locations as you proceed. Prior to cementing parts together, be sure to "TEST FIT" them in order to assure proper alignment and also to check for excess "FLASH" that may occur along parting lines. Use a sharp hobby knife or file to remove flash if necessary.

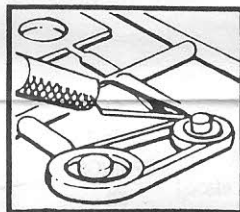
If you wish to paint your model, various sub-assemblies and components should be painted before any parts are attached. During assembly, you may note that the recommended color is stated after the part name.

This model kit is molded from the finest high-impact styrene plastic. Use only paints and cements which are specifically formulated for styrene. Read all labels and warnings carefully.

Because the cement will only adhere to bare plastic it is necessary to remove any paint or "plating" from the area to which the cement is to be applied.

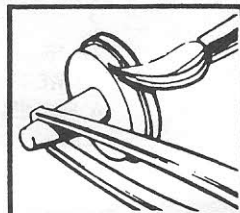
HOBBY KNIFE

Use a sharp hobby knife to remove parts from the trees. Some parts may appear to have an extra "tab" on them, these should be removed.



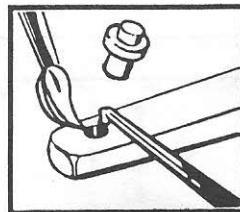
TWEEZERS

Tweezers are handy for holding very small parts during assembly or painting.



CEMENT

We recommend the use of liquid polystyrene cement. Apply with a fine brush or toothpick. Use cement sparingly or a sloppy job will result.



BUILDING TIPS FOR THE ADVANCED MODELER

For the best possible finish, your kit should be painted, even if it is molded in color. Paint should be applied evenly, in several thin coats rather than one heavy coat. The first coat should not completely cover the surface. Each layer should be allowed to thoroughly dry before the next coat is applied. Also, each coat should be "wet sanded" using No. 1200 wet or dry sandpaper which is slightly damp; except for the final coat. Be careful not to remove any detail while sanding.

It is important to keep your hands clean when you are working with your model and always wash the parts before painting. This will remove any mold release agent that may have been used during manufacture, body oil from your hands, sanding residue, and dust, which is naturally attracted to plastic by static electricity. Use a mild solution of dishwashing detergent and water. Use a tack rag to dry the parts. **DO NOT** use paper towels or tissues, since they will leave lint on the part.

Parting lines and glue joints should be sanded or filed prior to painting and because paint has a tendency to draw away from sharp edges all sharp corners should be filed. Use filler putty designed for plastic to fill small gaps that may occur between parts, and to blend contours. This should be done only after the first or "primer" coat of paint is applied.

When painting a two-tone body, the lightest color should be painted first. Use frosted or "magic" tape to mask off the area you do not want painted. After the second color is dry to the touch, the tape can be removed. Use a very fine brush to touch up edges if necessary. If decals are to be added, do so before adding any gloss coat. A gloss coat will help even out the edges between the two colors as well as set the decals.

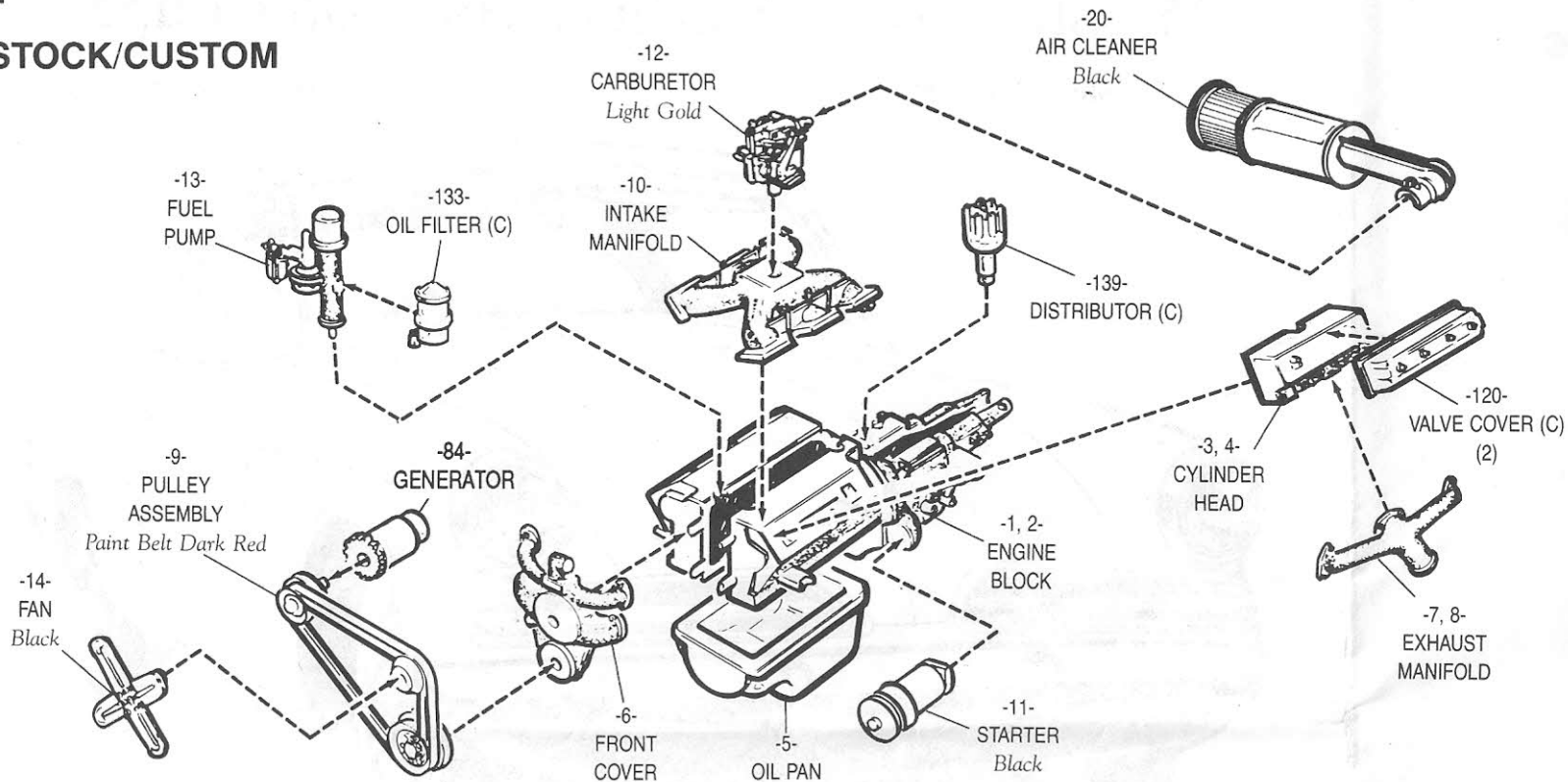
THE ERTL COMPANY, INC. Highways 136 & 20, Dyersville, Iowa 52040 U.S.A.; ERTL Canada, 1470 Don Mills Rd. Suite 302, Don Mills, Ontario, Canada M3B2X9; ERTL U.K., Ltd. units 2,3&5 Alphin Brook Rd., Marsh Barton, Exeter, EX2 8RG England

We take great pride in providing the finest model kits available, giving strong attention to detail and craftsmanship. Should you have any difficulty with assembly or missing parts, please call.

* = TOLL FREE

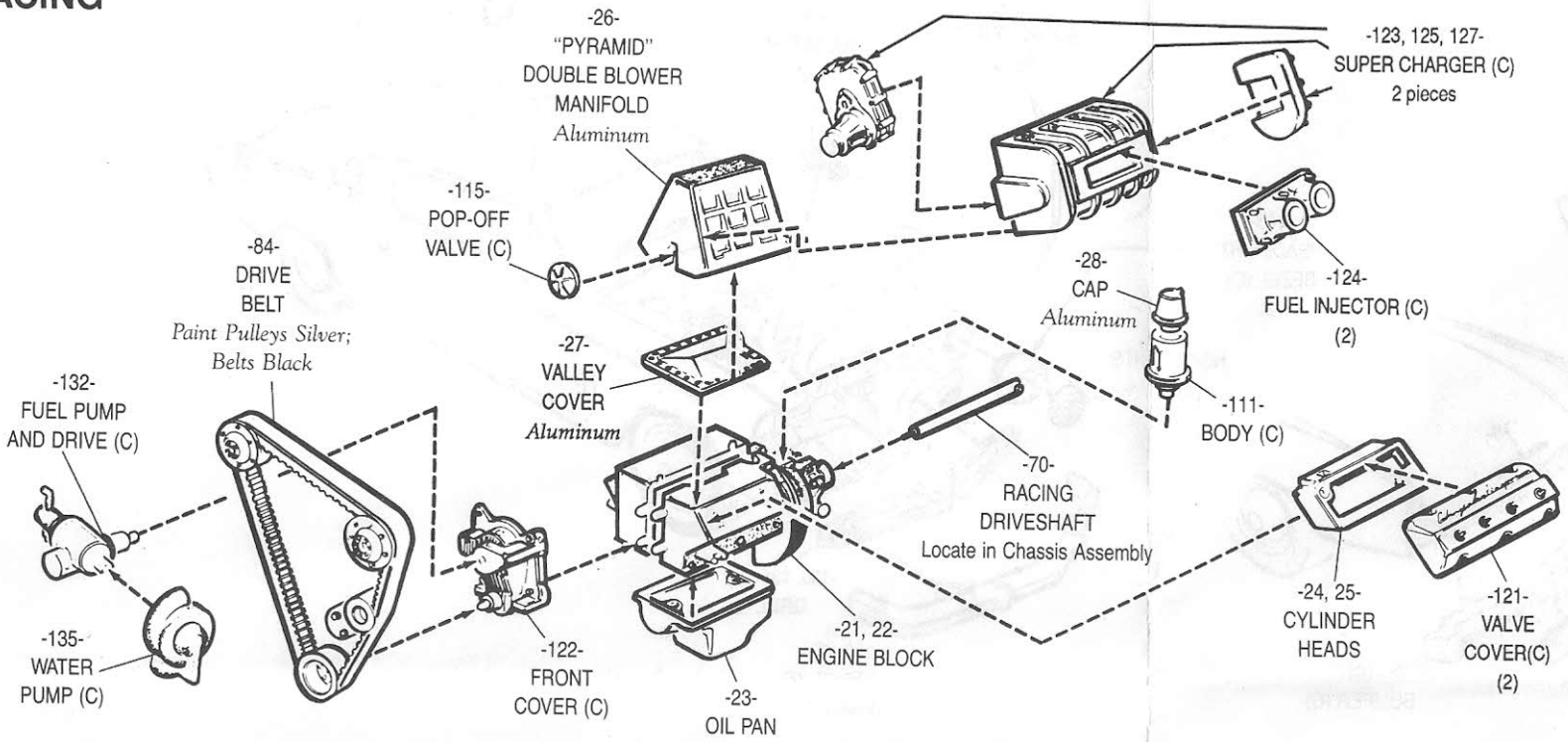
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1-319-875-2000

STOCK/CUSTOM



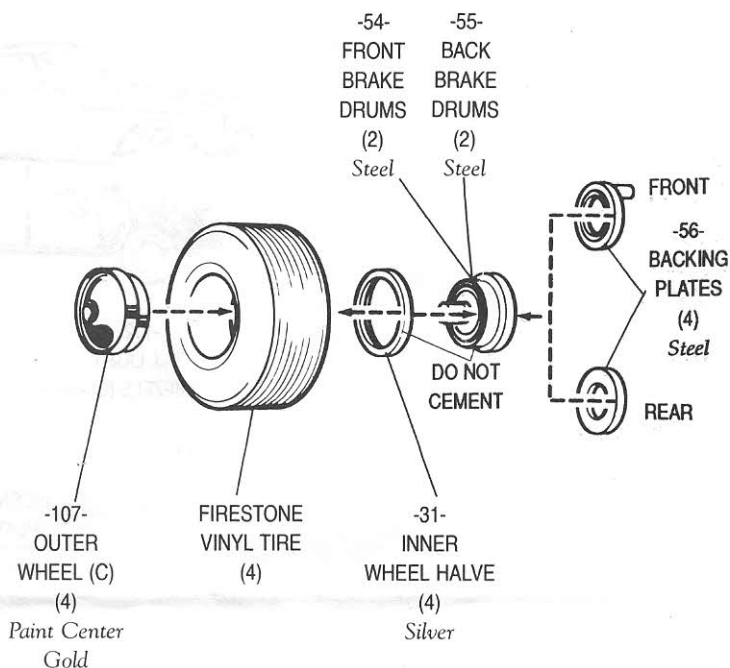
Paint all parts Dark Green except where noted.

RACING

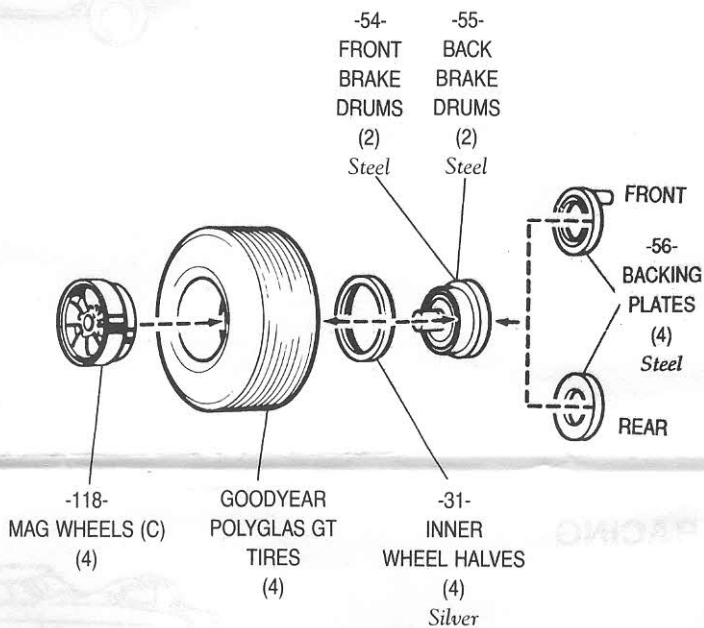


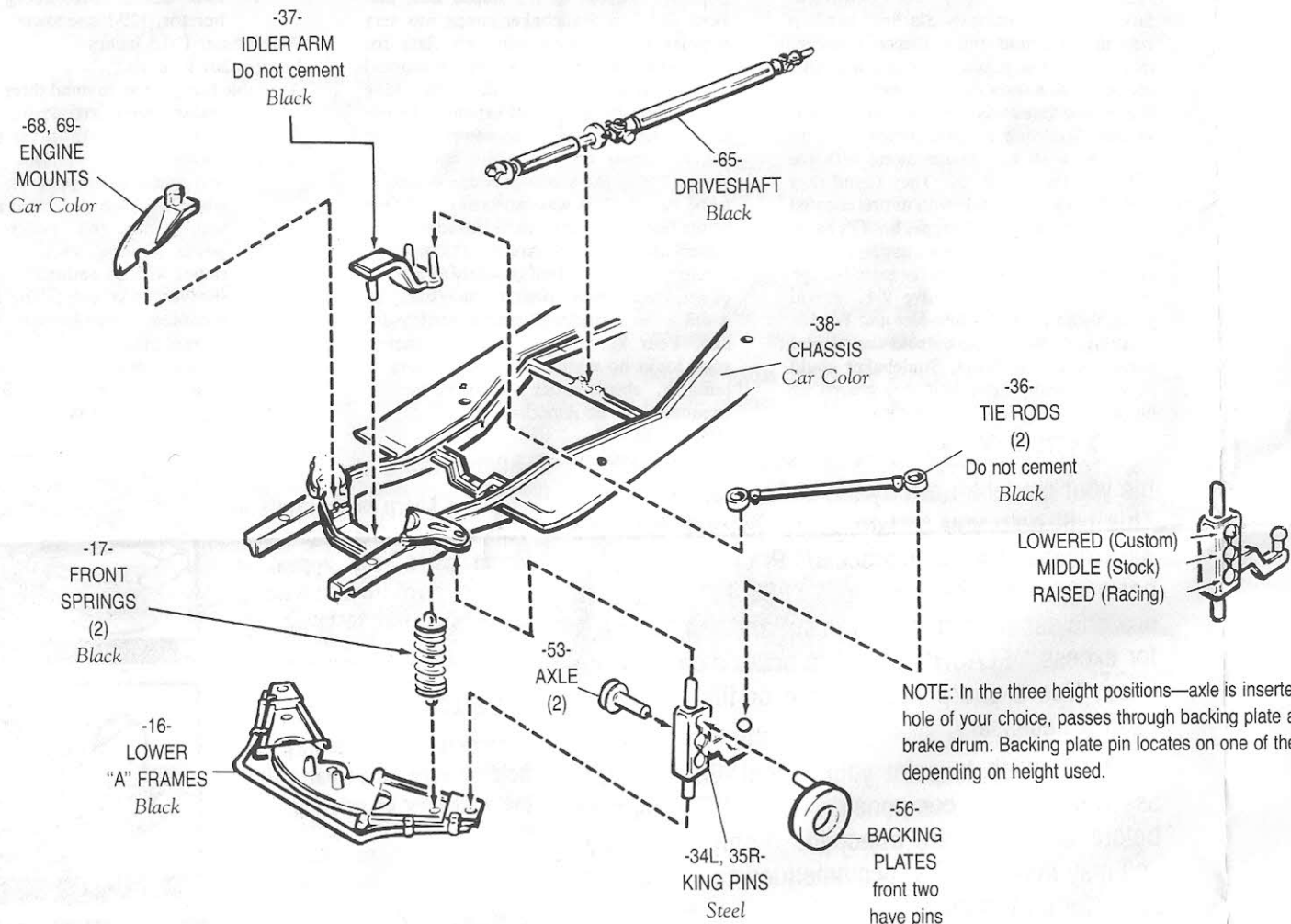
Paint all parts Hemi Orange except where noted.

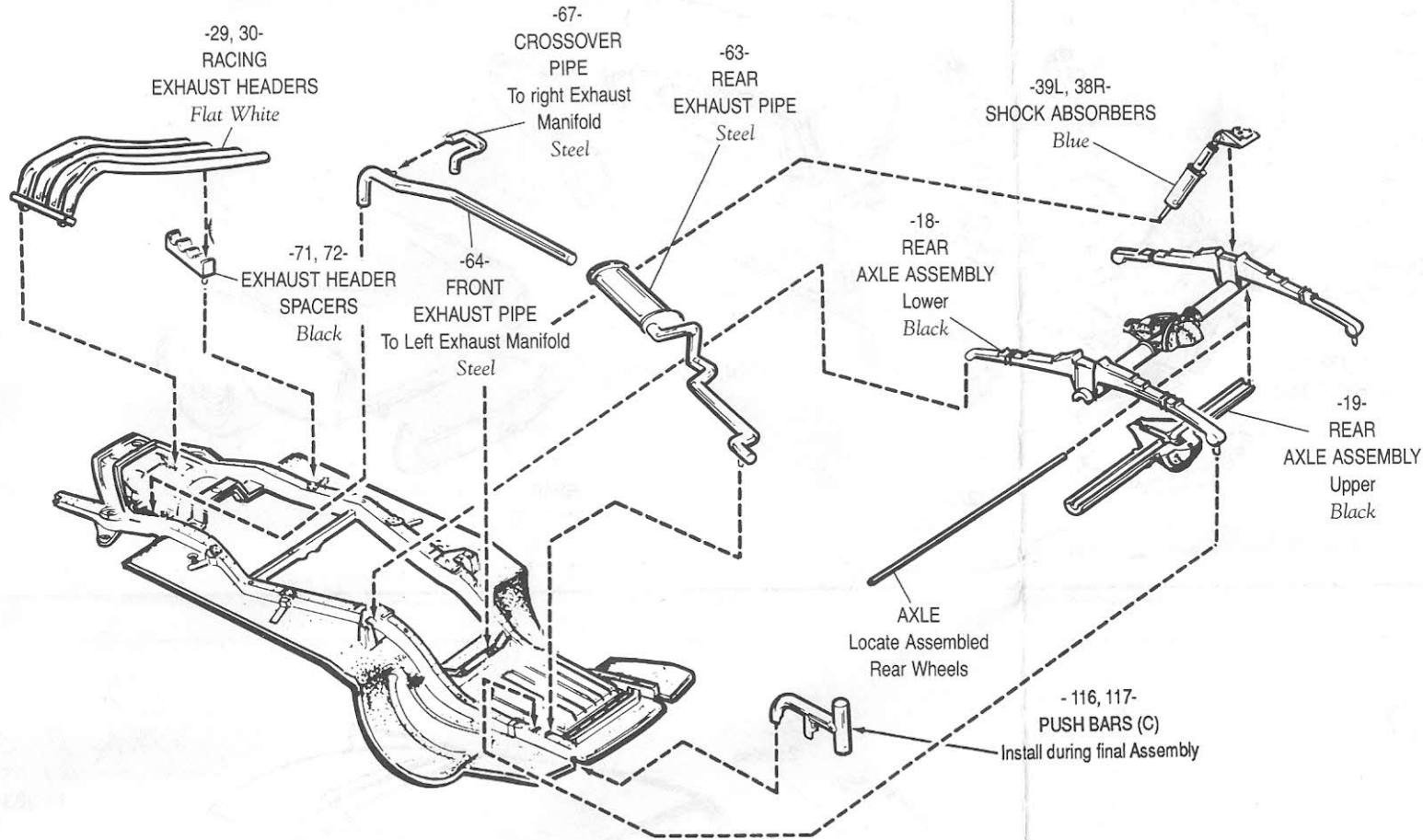
STOCK

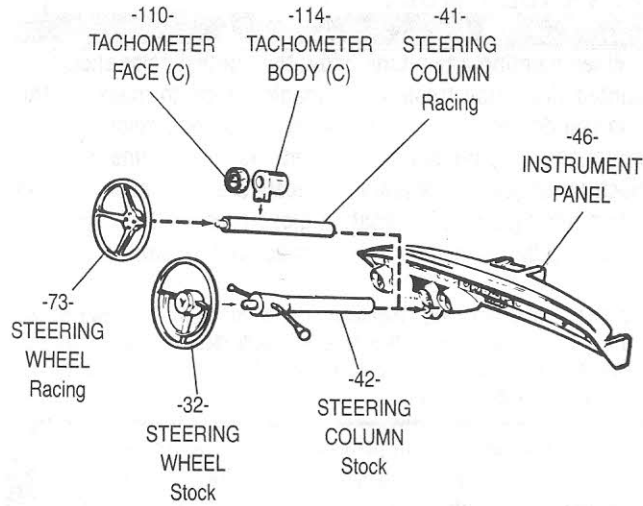


CUSTOM/RACING

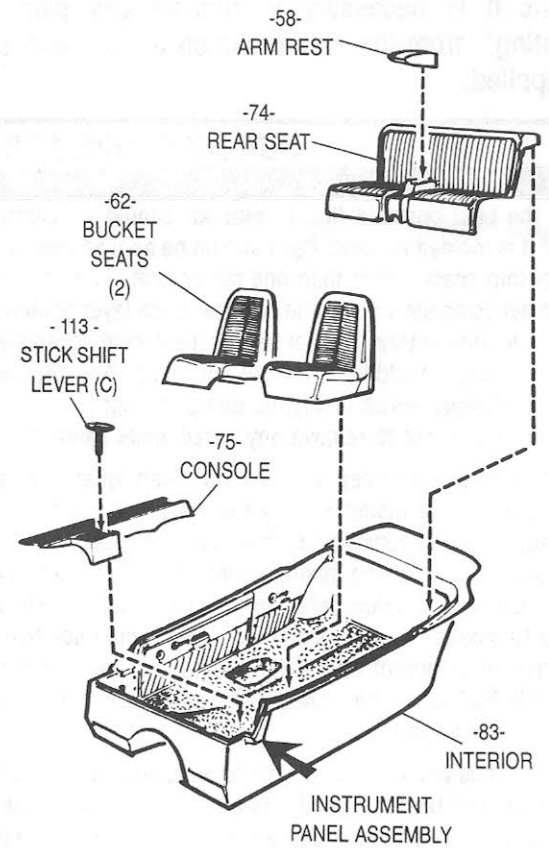




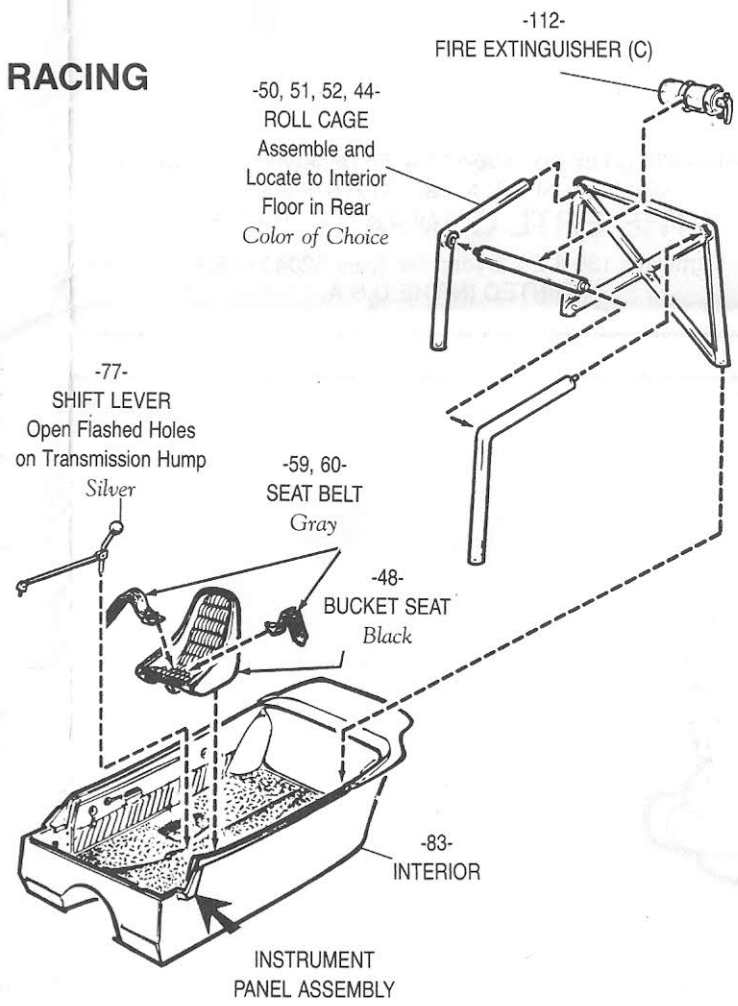




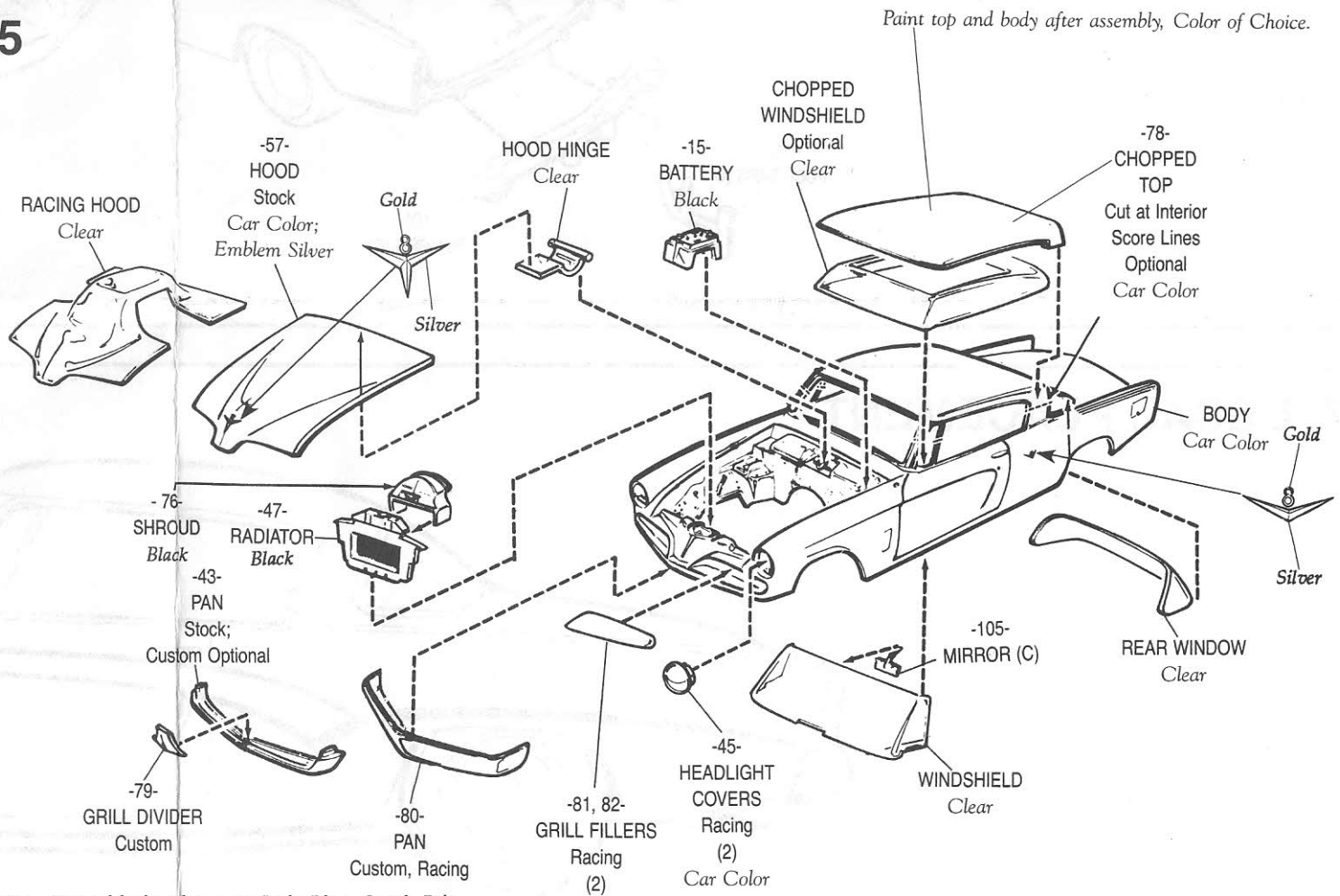
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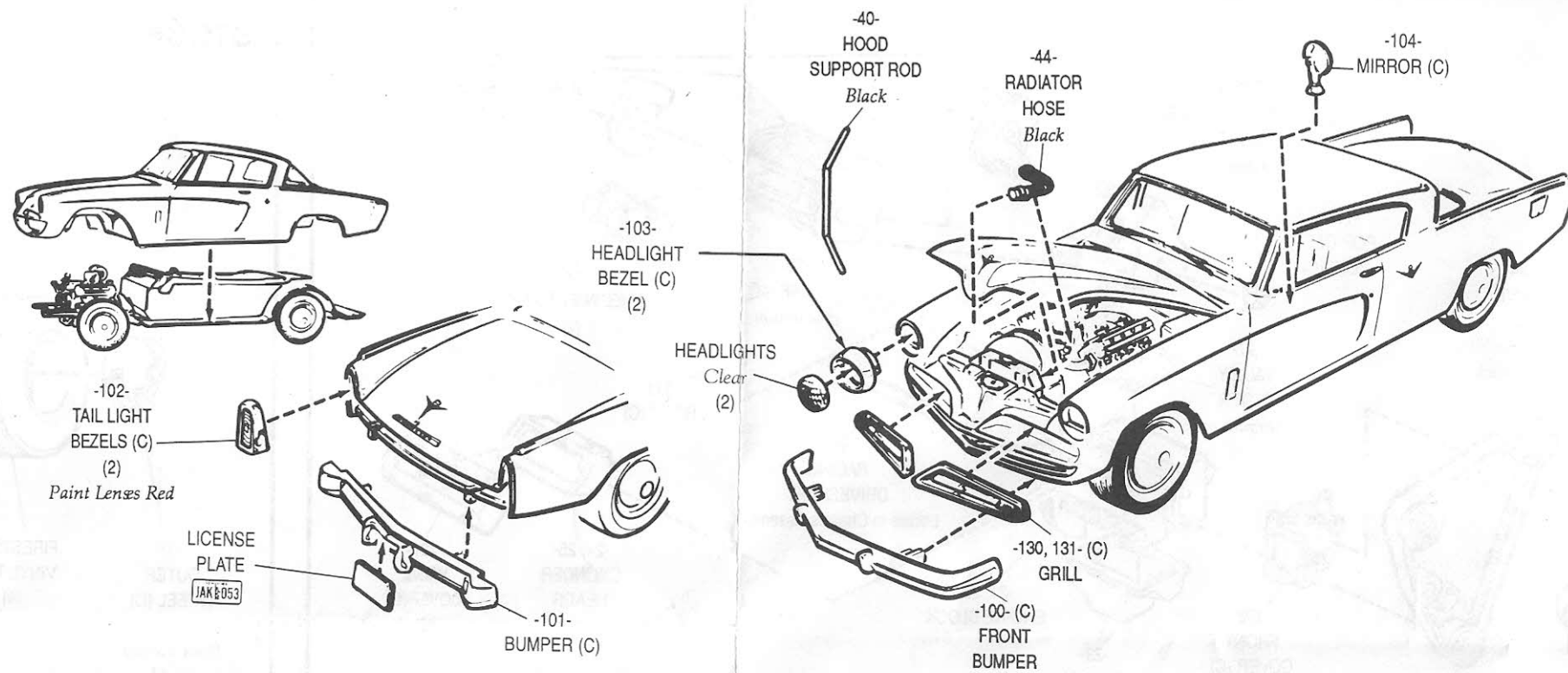


Note: Paint interior to match or compliment body color.
 Typical colors: Tan, Medium Blue, Pale Green, Gray. Use flat colors.

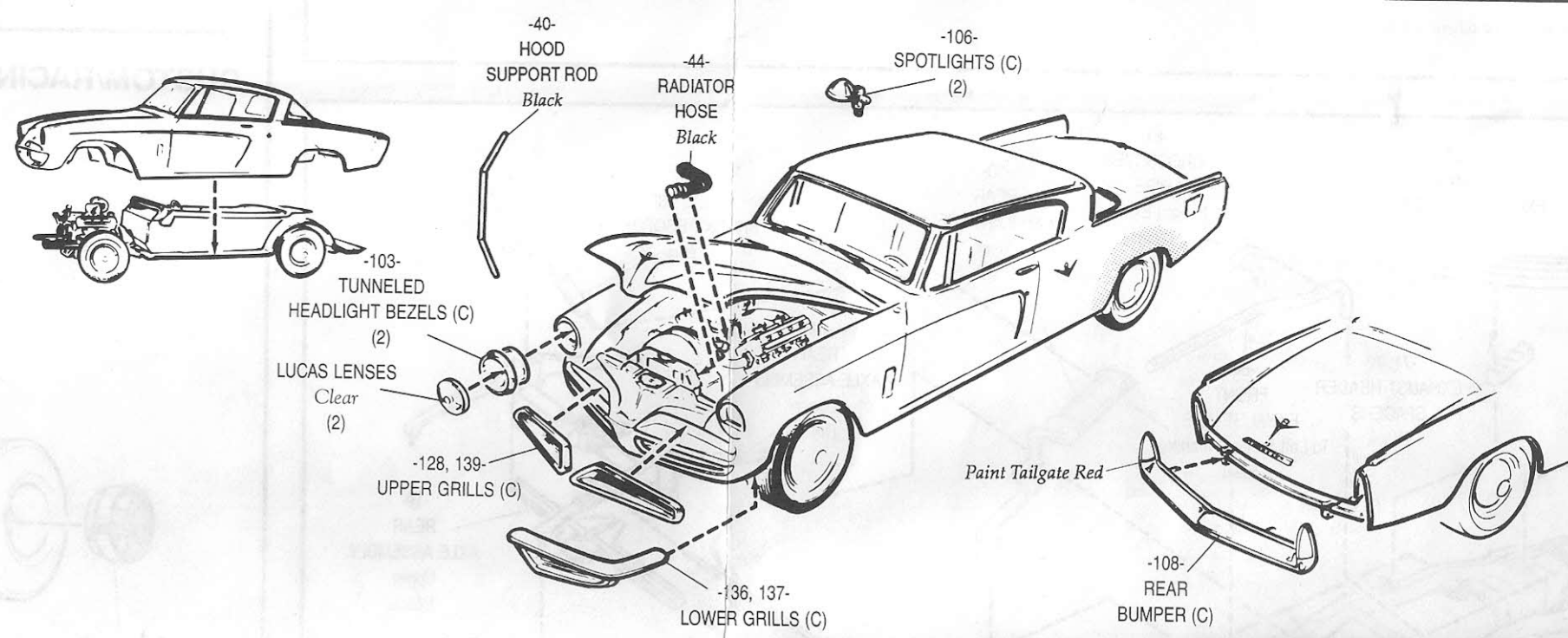


Note: Typical body colors were Light Blue, Coral, Pale Green, Black, Cream, or Blue.
Two-tones were popular with roof being a lighter color than the body: example—cream top and a coral body.

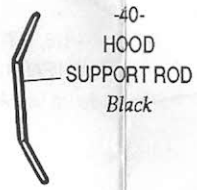
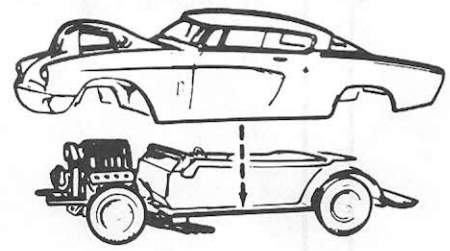
STOCK



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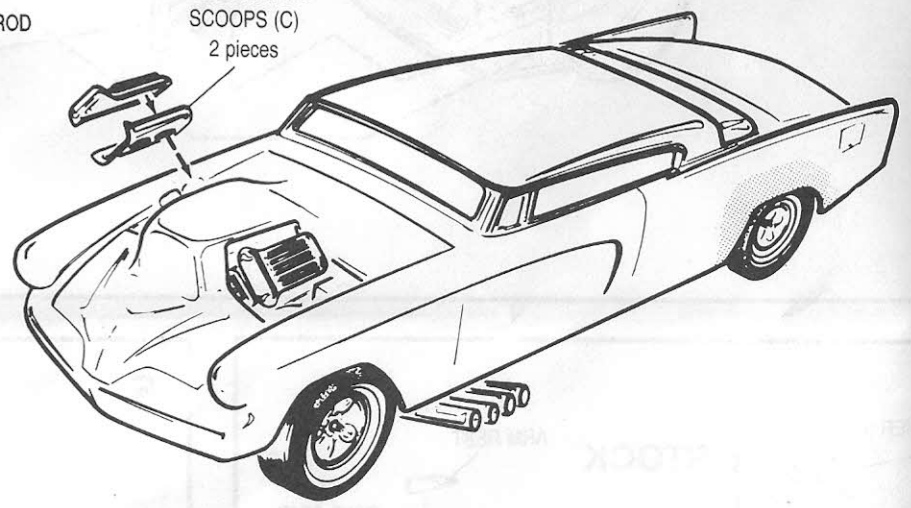


RACING

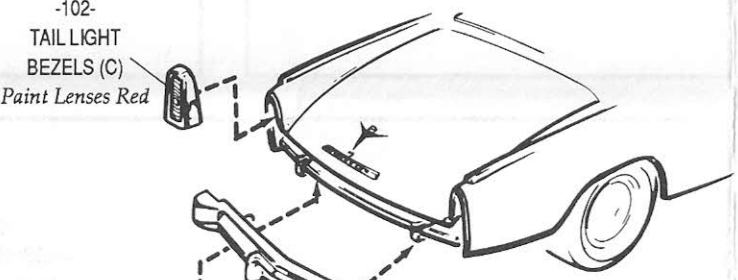
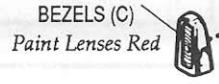


-40-
HOOD
SUPPORT ROD
Black

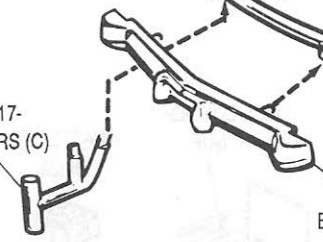
-126, 138-
HILBORN AIR
SCOOPS (C)
2 pieces



-102-
TAIL LIGHT
BEZELS (C)
Paint Lenses Red



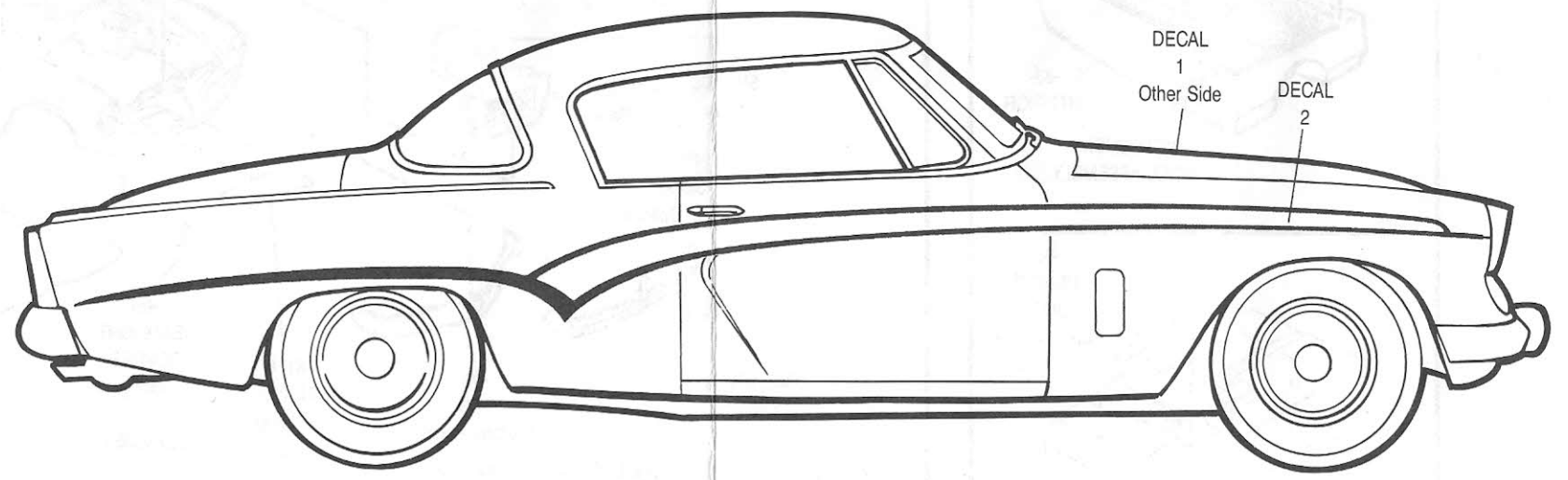
-116, 117-
PUSH BARS (C)



-101-
BUMPER (C)

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7. DECAL PLACEMENT



DECAL
1
Other Side

DECAL
2