

# MOTORING ACCESSORIES

5 TUDEBAKER





The motoring accessories illustrated and described in this catalogue are custom designed for your new Studebaker and are engineered to fit precisely and function perfectly. When installed Studebaker accessories become an integrated part of the car. Their custom designed smart styling will suit your personal requirements for comfort, convenience, or ornamentation, and harmonize completely with both the interior and exterior appointments of your Studebaker.

Every item is manufactured to Studebaker's rigid standards of quality and workmanship. You may, therefore, make your selection with complete confidence and be assured of lasting beauty and superlative performance throughout the life of your Studebaker car.

You'll find it advantageous to make your selection at the time you purchase your car, as the accessories may then be included in the deferred payments if you are purchasing the car on the installment plan. Your Studebaker dealer is prepared to offer you a most attractive group accessory purchase plan. For complete particulars regarding this plan or any other information relating to items you desire, consult your Studebaker dealer. All accessories are priced within O.P.A. approved ceilings.

THE STUDEBAKER CORPORATION . . . PARTS AND ACCESSORIES DIVISON

SMARTLY STYLED . CUSTOM DESIGNED . LONGER LIFE . SUPERIOR PERFORMANCE

# THE Skyway 8 TUBE MULTI-BUTTON AUTOMATIC TUNING RADIO Studebaker introduces a brilliant new radio—The Skyway, a powerful 8-tube receiver engineered and developed exclusively for your Studebaker. Custom styled in harmony with luxurious interior appointments of the Studebaker Commander and Champion instrument board ensembles, this radio embodies an advanced system of dial illumination to match the new fluorescent Black Lighting system in the instrument parent of your new Studebaker.

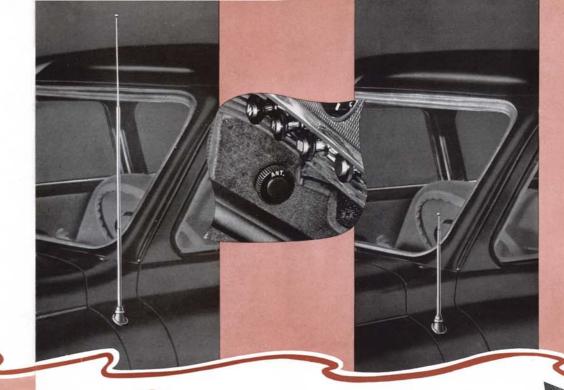
illumination to match the new fluorescent Black Lighting system in the instrument panel of your new Studebaker.

Eight powerful "Locktal" self-locking tubes, plastic-sealed consoletone speaker together with full range tone control and bass compensation give unequalled performance plus high fidelity reproduction and tone clarity.

The six automatic tuning buttons are easy to set or reset. No tools are required—you can set up new stations for automatic tuning in a few moments.

Other features of the Skyway include: triple-tuned superheterodyne circuit, engineered noise suppression system, temperature compensation, and fully shielded shock-proof chassis. For the ultimate in performance, power, and reliability, choose the Studebaker-Philco Skyway radio.

The frequency range of Studebaker radios is 540 to 1600 kilocycles, the equivalent of .54 to 1.6 megacycles or 555.5 to 187.5 meters.



#### INTERNALLY CONTROLLED **COWL TYPE ANTENNA**

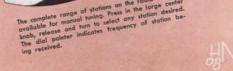
This new concealed type antenna is designed and engineered to function perfectly with the new Studebaker radios, It's synchronized to the set and balanced with the coils and other functional parts of Studebaker radios, assuring maximum clarity, volume and performance.

By turning the control knob below left side of instrument board, the antenna rod can be extended to a height of 51 inches when maximum range and volume are required. For local reception it may be retracted to where only the small stanchion and a few inches of the rod are exposed. Antenna is fabricated from quality, rust-proof material . . . fully protected . . . and easy to operate. A specially designed friction clutch protects the reel type mechanism.

# THE Liberator 6-TUBE MANUAL TUNING RADIO

Owners, who do not require automatic tuning or the advanced features incorporated in the powerful Skyway Radio, will like the economy and quality of this Liberator model. The Liberator is a six-tube manual tuning radio with many desirable features including large speaker, shock-proof chassis, temperature compensation, superheterodyne circuit, and specially engineered noise suppression system. The Liberator's reproduction and tonal qualities are excellent. It will outperform many higher priced sets.







THERMO CONTROLLED

Climatizer

DESIGNED EXCLUSIVELY
FOR YOUR
STUDEBAKER

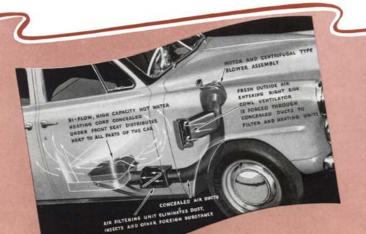
The new Studebaker Climatizer incorporates all the finest features of Studebaker's prewar heating and ventilating system plus many added improvements such as, larger centrifugal type blower assembly for increased fresh air volume, bigger hot water heating core for greater heat output, a new type filtering unit designed for easy servicing and a smartly styled chromium plated master controls panel . . The new easy-to-operate air intake controls are now positioned on the right side of the car.

The Thermo-Controlled Climatizer is engineered and designed especially for your Studebaker. When installed it becomes an integrated part of the car—a built-in all fresh air filtering, ventilating and heating system . . . it occupies no usable passenger space. The Climatizer develops a tremendous volume of heat and distributes it evenly throughout the car even in sub-zero weather—floor is as warm as at head level. Heat output

is "Thermo-Controlled"—with this accurate easy-to-operate control, heat flow is easily adjusted to meet all conditions. Only fresh outside air is used for ventilating and heating purposes. No stale air is re-circulated . . . 250 cubic feet of fresh air per minute is forced into the car—sufficient to replace all air in car interior once every 30 seconds. All air is thoroughly filtered and cleaned of dust, insects and other foreign matter—you can drive in complete comfort with windows closed in rain or over dusty roads.

The Climatizer keeps windows free of frost, haze and moisture through constant ventilation. Fresh outside air is forced into the car in large volume, replacing stale air before it has accumulated sufficient moisture to cause condensation and frost on interior of windows. When sleet and ice or snow has accumulated on windshield, the high capacity defroster blower with heating booster guickly clears the exterior of windshield.

for installation on such cars.



#### THE CLIMATIZER IN ACTION

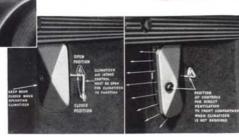
Fresh outside air enters right side cowl ventilator where it is picked up by the powerful centrifugal blower and then forced through the concealed ducts to the filtering unit beneath the car floor. Air is filtered of dust, dirt, and insects, and passes up through the large, high capacity heating core. No wet air, snow, sleet, or rain can enter—and special drains are not required. Heated air emerging from core under seat is distributed evenly to all parts of the car interior. The amount of fresh air and heat may be easily regulated to suit requirements.

Note: For tropic or semi-tropic zones, a special Climatizer less heating elements is available.

Climatizers are not available for Right Hand Control models. However, the efficient
Quad-Duty Heating system illustrated and described on the last page is designed

A COMPLETELY
BUILT-IN ALL FRESH AIR
HEATING, VENTILATING
AND DEFROSTING
SYSTEM





#### CLIMATIZER AIR INTAKE AND CONTROLS

The fresh air intake is located on right side of car and is controlled by a lever below the right side of the instrument board. In extremely cold weather when starting car, keep intake closed for the first few minutes to speed the warm-up period. After engine is warmed, the intake must be opened for Climatizer to function. When Climatizer is not in us<sub>2</sub>, the small inside door may be opened to direct unfiltered fresh air to front compartment. WHEN CLIMATIZER IS IN OP-

ERATION KEEP INNER DOOR OF VENTILATOR CLOSED.



The Climatizer is powered with a two speed 6-8 volt centrifugal blower-motor assembly, which provides ample fresh air for heating,

ventilating and defrosting.

Accurately belanced blower, rubber insulated motor mountings plus oil-less type composition bearings prevent noise and vibration and assure long trouble-free service.



The Climatizer filtering element thoroughly cleans all the fresh air for heating and ventilating. Of high quality acctus type fiber, it filters all incoming air of dust, dirt and insect. Periodic servicing of filtering unit is recommended to maintain Climatizer efficiency. The filter can be quickly diassembled by removing bottom pan on filter housing. Clean with fresh kerosene, let dry—then dig in clean oil, and drain before replacement.



The Climatizer's big bi-flow type hot water heating core is rated at 20,000 to 29,000 B.T.U.'s per hour assuring maximum heating efficiency in the coldest weather. Its large heat radiating area plus its central locality, under the front seat, permit even distribution of warmth throughout the car interior. Core is of sturdy copper-brass construction. It mounts out-of-the-way under front seat and therefore occupies no usable space.



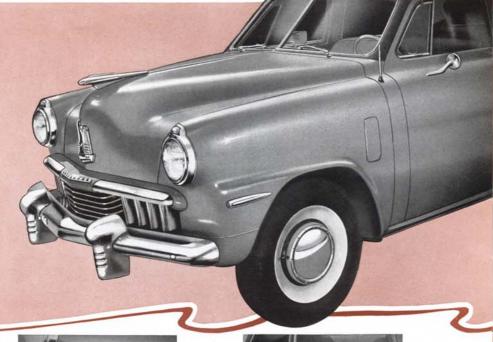
Strat-vlined STUDEBAKER ORNAMENTS...

Distinguished artists and designers created this group of Strat-o-lined ornaments exclusively for your new Studebaker.

The Strat-o-lined Champion hood ornament in combination with fender ornaments will import added poise and sparkle to the graceful new Champion . . . The sweeping lines of the Strat-o-styled fender ornaments add measurably to the fleet functional beauty of the luxurious new Commander.

The Strat-o-lined rear view mirror may be added to the group and can be installed in pairs or singly as desired.

All are fashioned in enduring chromium.





#### HOOD ORNAMENT-CHAMPION

Poised on the crest of the hood this Strat-o-lined Ornament will enhance the pleasing style and beauty of your new Champion. For distinguished ornamental effect install this ornament in combination with Fender Ornaments and the Strat-o-lined Rear View Mirror shown at the right.



#### FENDER ORNAMENT—CHAMPION

Strat-o-lined Fender Ornaments serve a dual purpose. Refreshing in beauty and style, they incorporate amber reflectors to indicate car width to oncoming motorists. Rocket-shaped with longitudinal fins . . . finished in long lasting thromium . . styled to harmonize with the Hood Ornament and Mirror.



#### REAR VIEW MIRROR

Here's the Strat-o-lined Exterior Rear View Mirror designed to motch the new Hood and Fender ornaments. The mirror mounts on the door panel and is adjustable to any desired angle to provide a clear view to the rear of the car. Mirrors may be installed singly or in pairs. Finished in solid chromium.



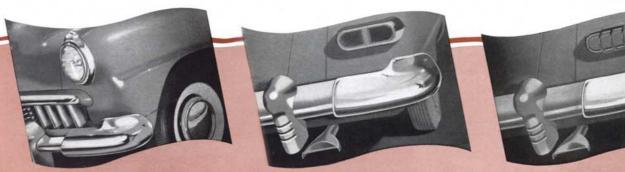
#### SPARKLING INDIVIDUALITY ... STREAMLINED STYLE



#### STRAT-O-STYLED FENDER ORNAMENTS-COMMANDER

To complete the ornamental ensemble of your new Commander, you'll want these striking custom designed Fender Ornaments. Their sleek rocket-like design blends into and augments the poise and fleet grace of the new Commander . . . As an extra feature amber plastic reflectors are provided to serve as markers for approaching traffic. The Commander Strat-o-Styled Ornaments are finished in solid gleaming chromium . . . styled to harmonize with the standard Commander Hood Ornament, and the Strat-o-lined Mirror described on the opposite page.

#### WINGUARDS . . . Custom Designed . . . Rugged Construction



#### WINGUARDS-CHAMPION FRONT

Handsome ornamentation plus rugged protection mark these smartly styled Winguards. Smoothly modeled from tough die pressed steel, finished in flashing chromium for lasting beauty -. Winguards sweep around lower section of fenders and provide vital protection for lamps, fenders and grilles. All attachments are concealed to provide a custom desined installation.

#### WINGUARDS-CHAMPION REAR

Rear Winguards are available for the Champion. Designed to take heavy punishment they curve forward to provide extra side protection for rear fenders, body and lamps. Their sturdy lines accentuate the styling of the rear bumper ensemble. Fabricated of heavy steel, finished in enduring chromium, they afford extra protection that every Champion owner will want.

#### WINGUARDS-COMMANDER REAR

Streamlined smartness is combined with massive protection in these sturdy die pressed Commander Winguards. Custom designed to hormonize with the modern styling of your Commander, they provide added protection for rear lamps, body and fenders. Units are smoothly polished and finished in high-lustre Studebaker quality chromium. All attaching appurtenances are concealed.



ACCESSORIES FOR DISTINCTION AND SPARKLE



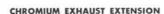
#### CHROMIUM LICENSE FRAMES

Add style and beauty to license plates with gleaming chromium Frames. They fit snugly around the license plate edges and are free of vibration. Usable on any license plate.



STAINLESS STEEL TRIM RINGS Flashing Wheel Trim Rings will appeal to those Champion and Com-Flashing Wheel Trim Rings will appeal to those Champion and Com-monder owners who prefer the ornamental Rash and sparkle of stain-less steel. Rings snop snugly into wheel rims and are free from vibration.

A dome plank will restore original anaryte. less steet, kings snap snugly into wheet sims a.
A damp cloth will restore original sparkle.



You get two highly desirable advantages in an exhaust extension . . , it prevents stains on bumper and rear of body by deflecting hot exhaust gases downward . . . it also dresses up the unsightly tail pipe and adds sparkling ornamentation. Low priced.



FOR ADDED SAFETY AND CONVENIENCE

tomp is tinkhed in brilliont chromium. Quick adjustment is provided by the Tentre plastic pistol grip with built-in switch. For Champions



#### COMMANDER GLASEAL ADVERSE WEATHER LIGHTS

These distinctive Adverse Weather Lights become an integrated part of the Commander when installed, Lamps mount in special recesses at the ends of the radiator grilles. Bulbs are of the "Glasealed" type with reflector, lens and filament in one hermetically sealed unit-no dust or moisture can enter to tarnish or dull reflectors. Precision, prismed lenses with a beam cut-off hood over the filament eliminate stray upward rays providing maximum lighting efficiency in fog, rain, sleet and snow. Lamps are furnished with amber lenses-crystal lenses are available if desired. Switch mounts conveniently in special recess located on instrument board.



#### CHAMPION GLASEAL ADVERSE WEATHER LIGHTS

You can drive with confidence in fog, rain, sleet and snow, when your Champion is equipped with these powerful fog lamps. Chromium finished lamps mount on special brackets below headlamps, providing a clean-cut, custom installation that accents the front styling. Bulbs are "Glasealed"-lens, filament and reflector are hermetically sealed against dust, dirt and moisture. Lenses are precision type which in conjunction with the beam cut-off hood over filament provides a sharp fog-piercing beam pattern free from glare. Lamps have amber lenses-crystal lenses are available if preferred. Switch mounts in special recess conveniently located at driver's side of instrument board.

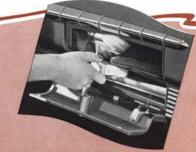


#### AUTOMATIC UNDERHOOD LIGHT

In unlighted garages or in service stations this inexpensive light is highly useful for making underhood inspections, checking oil level, etc. Gravity-type switch illuminates lamp when hood is raised—light is extinguished when hood is lowered. Available for Commanders and Champions.



#### AUTOMATIC LUGGAGE COMPARTMENT LIGHT



Automatic Package Compartment Light-At a nominal cost Champton owners can enjoy the convenience of this handy light which is furnished on all Commander models. Lamp Illuminates automatically when door is opened to facilitate finding of articles in compartment—light is extinguished when door is closed.



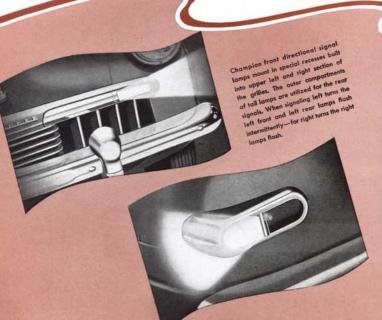
#### DIRECTIONAL SIGNALS

#### FOR CHAMPIONS AND COMMANDERS

Studebaker offers added safety plus greater convenience in the Directional Signaling Equipment illustrated here.

The convenient control lever is at your finger tips on the steering column. You can signal intended turns to both following and opposing traffic—no need to lower window for hand signaling. For a left turn, move lever downward and the left lamp recessed in front grilles and left tail lamp flash intermittently. When a right turn is to be made, move lever forward and the right side lamps flash. Control lever automatically returns to neutral position after turn is completed. Flashing tell-tale arrows built into speedometer dial indicate when signal lamps are operating and the direction being signalled. Directional signal equipment eliminates the difficulty of making hand signals. Their use definitely reduces the hazard of collision. Studebaker directional signals provide a built for the car, custom installation. All models are especially desirable equipment.









For Commanders the front parking lamps located in the radiator grilles and the outside compariments of rear tail lamps are utilized for directional signals. Move control lever upward and right front and rear lamps flash to signal right turns—moving lever anticlockwise flashes the left lamps signalling a left turn.





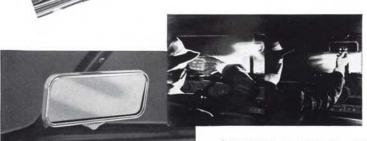
# AUTOMATIC CIGARETTE LIGHTER

Custom styled to harmonize with the interior appointments of Studebaker cars, these fully automatic, all electric Clocks feature Studebaker's new airplane type fluorescent (Black Light) illumination. This ultra-modern system of instrument illumination eliminates all possibility of glare from the instruments while driving at night.

The top quality precision-jeweled movement is tested, balanced and accurately calibrated for long trouble-free service. Current consumption is negligible. Clock mounts in special recess provided at center of instrument panel. Reset knob, which is conveniently located on the exterior of the clock, provides easily accessible adjustment from the face of the instrument panel.

#### AUTOMATIC CIGARETTE LIGHTER

Smokers will enjoy the convenience and safety of this Automatic Cigarette Lighter. No fumbling with matches —just press in lighter button and let go . . . in a few moments an audible C-L-1-C-K signals lighter is ready for use. No need to hold button down while lighter heats. Mounts in special recess on instrument board . . . Styled in harmony with the interior appointments of the new Commanders and Champions.



pion Clock

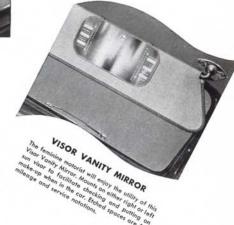
(Left) The Com-

#### GLARE-PROOF REAR VIEW MIRROR

Eliminate the inconvenience and danger of glare in the rear view mirror at night with a Studebaker Glare-Proof Mirror.

The precision-ground, prismatic-type lens actually has two reflecting surfaces, one behind the other. At night when glare from following headlights is encountered, the two surfaces go into action. By flicking the control tab at base of mirror, one surface reflects glare up away from your eyes while the other provides a soft, clear, glare-

free rear view. In normal position it has all the advantages of a regular type rear view mirror. Mirror case is finished in attractive metallic lacquer with frame in sparkling chrome. Fits all cars.







**AUTOMATIC WINDSHIELD WASHER** 

Each year more motorists are equipping their cars with this outstanding convenience and safety device. The Automatic Washer, at a turn of a button, ejects two streams of water onto windshield permitting wipers to clear away dust, insects, dirt and road splash for safe, crystal clear driving vision. The Washer is entirely built into the car and occupies no usable space. New features have been incorporated including easy to clean jets on the nozzles. If jot becomes clogged just pull out the small jet knob, turn and let go—and washer is again in efficient working order. A new return valve prevents water from trickling at the jets by returning the balance of the charge from the pump to the supply jar as soon as the main portion has been discharged against the windshield.

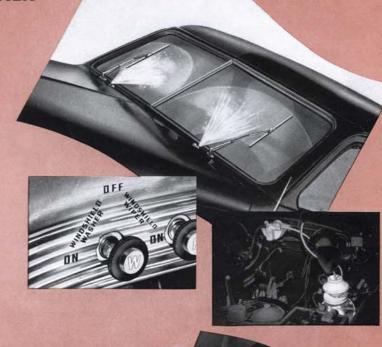
Your new Studebaker is especially prepared for the installation of this new low cost safety and convenience accessory. Note that the windshield wiper control also operates the windshield washer.

A special anti-freeze solution for winter and a bug solvent for summer are available for injection into the water supply jar. Washer can be installed on either Champions or Commanders.



#### VACUUM WINDSHIELD WIPER BOOSTER

This device which is standard on all Commander models is available at low cost for Champion models. The booster attaches to the oil pump and provides extra vacuum power for the windshield wiper motor. During periods of acceleration or climbing hills when wipers ordinarily become sluggish or operate intermittently, the vacuum booster keeps wipers operating at maximum efficiency. Modestly priced.



#### LOCKING GAS TANK CAP

Protect your gasoline supply against theft and tampering with a Locking Gas Tank Cap of bright chromium. Lock is positive type, key is removable only when cap is locked. Keyhole is shielded against rain, snow, ice and dirt. For all cars.

#### OUTSIDE REAR VIEW MIRROR

This universal type mirror mounts on the door flange of any car. Adjustable to any angle it provides safe driving vision to the side and rear of the car. Lens is high quality—body is finished in sparkling chrome. Available for either left or right side installation.



### XIVA ACCESSORY EQUIPMENT FOR DELUXE MODELS



#### AUTOMATIC HILL HOLDER

Here's a safety and convenience accessory that will appeal to all car owners. When stopping on upgrades the Automatic Hill Holder prevents car from rolling back and permits smooth getaway without fuss. Simply brake to stop, hold down clutch pedal and release brake-to resume driving, accelerate and release clutch pedal in regular manner. Hill Holder is standard equipment on all Commander models.

the car interior.

REGAL STEERING WHEELS

Regal Steering Wheels with horn actuating rings are avail-

able for all Champion and Commander Deluxe models not so

equipped. The Commander wheel is of moulded Tenite plastic

and the Champion is finished in attractive plastic lacquer. Fit-

tings are in brightly polished chromium. The Regal wheel ensemble imparts an eye-appealing note to the styling of

#### REAR ASH RECEIVERS FOR CHAMPION TWO-DOOR SEDANS

At modest cost owners of Champion Two-Door Deluxe Sedans can provide convenient ash receivers for rear seat passengers. They mount ahead of rear arm rests and are styled to match other interior fittings.

#### FOR CHAMPION FOUR-DOOR SEDANS

Rear Ash Receivers are also available for Deluxe Champion Four-Door Sedans. They are custom designed to match interior appointments. Priced economically, kits include one ash receiver with all attachments and

installation instructions.

# REAR ASH RECEIVERS



# FRAM Oil Filters MAINTENANCE MATERIALS

For extra economy, longer life, and top performance equip your Studebaker Champion with a Fram Oil Filter. Fram filters oil of sludge and abrasives maintaining clean, efficient engine lubrication. With Fram, oil changes are required at less frequent intervals. When dip stick indicates dirty oil, renew the replaceable filter cartridge. Both regular and heavy duty Fram Filter Kits are available for Champions with all necessary installation attachments. This item is standard equipment on all Commanders.

#### MAINTENANCE MATERIALS

Studebaker polishes, waxes, fabric and other cleaners are high quality, laboratory tested materials specially selected and approved for use on Studebaker finishes. Preserve the beauty of your new Studebaker by using only factory approved materials. Your Studebaker dealer offers a complete line at moderate prices.





## Winter DRIVING ACCESSORIES

#### QUAD-DUTY HEATING SYSTEM

The "Thermo-Controlled" Climatizer provides the ultimate in heating, defrosting, and ventilation. However, owners who do not require its multiple advantages, will find economy and efficiency in this high capacity Quad-Duty Heating System with special defrosting attachments. Doors on the front and sides of heater may be regulated to direct heat where required.

Special outlet connects to built-in ducts at base of windshield to provide adequate defrosting facilities. Available for all cars.







#### ANTI-FREEZE

Thermo Royal is an economical, safe, rust-inhibited anti-freeze. It's non-corroding, emits no poisonous fumes or unpleasant odors. It gives safe protection against solid freeze-up as long as 20% of the original solution remains.



A wide assortment of tire chains provides a selection to suit your individual requirements. Ranging from the economical emergency type to heavy duty full chains, construction is of case hardened steel assuring efficient service and long life.





SMARTLY STYLED . . . CUSTOM DESIGNED

LONGER LIFE . . . SUPERIOR PERFORMANCE

