

motoring

accessories

1051



BY STUDEBAKER

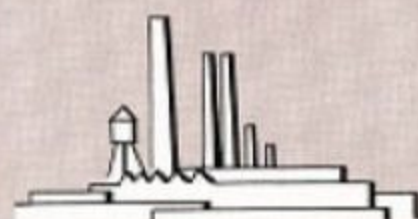
LABORATORY TESTED



FIELD AND SERVICE PROVED



FACTORY APPROVED AND GUARANTEED



SMARTLY STYLED • CUSTOM DESIGNED • LONGER LIFE • SUPERIOR PERFORMANCE

STUDEBAKER ACCESSORIES



RECOGNIZING that every car owner has a desire to equip his vehicle with items of extra equipment which best suit his personal motoring requirements, Studebaker presents in this catalog a wide assortment of factory engineered and guaranteed accessories from which you may select the items that you prefer for your new Studebaker.

Studebaker accessories are designed to fit precisely and styled to harmonize with the car appointments. They are manufactured to Studebaker's high standards of quality and workmanship to provide long, lasting performance. Every item has been thoroughly laboratory and service tested. When you select Studebaker accessories you can be assured of lasting beauty and superlative performance for the life of your car.

You will find it advantageous and convenient to make your choice of accessories at the time you purchase your car and have their cost included in the deferred payments, if you are purchasing your new Studebaker on this plan. Your Studebaker dealer is fully prepared to assist you in making your selection. Installations will be made by factory trained technicians.

THE STUDEBAKER CORPORATION • Parts and Accessories Division

STUDEBAKER AUTOMATIC TUNING RADIOS

The new Studebaker Stratoline Automatic Tuning Radio brings added refinements in performance and convenience to Studebaker owners. Acclaimed the world over as the finest automobile radio receiver, the Stratoline incorporates a newly developed precision tuner unit which reduces station setting to the simplest operation and provides the highest degree of automatic tuning accuracy.

8 TUBES
INCLUDING RECTIFIER

This powerful 8-tube receiver (including rectifier) provides power to spare—even in the remotest areas you are assured of receiving your favorite programs. And the unique Studebaker engineered noise suppression system, better than ever before, assures home console reception free from static and disturbances caused by engine operation.

The Stratoline gives you such exclusive features as Micromatic Automatic Tuning, Six Finger-Set Keyboard Station Selectors, a Big Rugged Improved Alnico Permanent Magnet Dynamic 6" x 9" Speaker, Miniature High Capacity Tubes, Inductively-Tuned Intermediate Frequency Transformer, Lumi-Glo Non-Glare Dial Illumination, High Visibility Slide Rule Dial, Full Range Tone Control, Shock-Proof Temperature Compensated Chassis, Superheterodyne Circuit and new Stratoline Styling to match interior appointments. If you want the finest, choose the Studebaker Stratoline Radio.

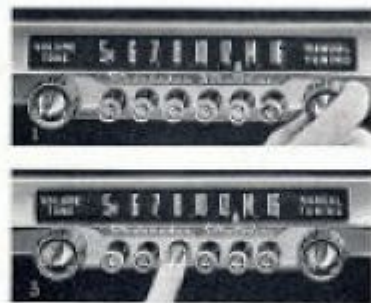
If you want the best at a moderate price, get the Studebaker Starline Radio. The Starline incorporates many advancements found only in the most expensive radios and provides remarkably clear reception and unusual tone fidelity.

6 TUBES
INCLUDING RECTIFIER

Among its features are: Micromatic Automatic Tuning, Four Finger-Set Keyboard Station Selectors, Engineered Noise Suppression System, Powerful Miniature Tubes, Large 6" Speaker, High Visibility Slide Rule Dial, Lumi-Glo Dial Illumination and Custom Styling to Match Interior Appointments.

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.

FEATURE FOR FEATURE... The World's Finest



FINGER-SET KEYBOARD SELECTORS

Setting the selector buttons for automatic tuning is simple, quick and easy. After radio is warmed up for 10 minutes, dial the station using the large right control knob; loosen the desired selector button by turning counter-clockwise; press button in firmly and then release to normal position; and finally re-tighten selector button. Repeat procedure with remaining selector buttons.



MICROMATIC KEYBOARD TUNING

After stations are set up for automatic tuning, simply touch in any selector button and in comes a favorite station. When desired, one or more stations can be substituted on the automatic tuning set-up.



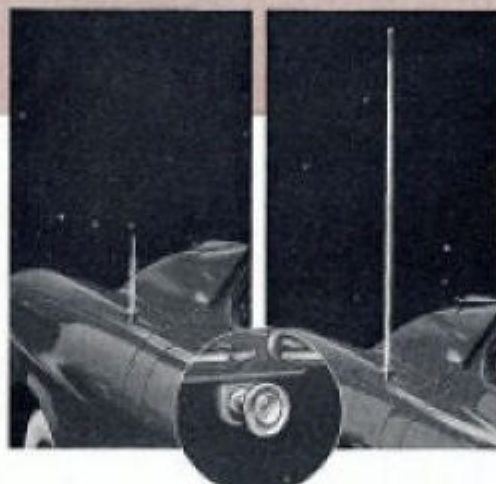
MANUAL TUNING

With a Studebaker radio you also have the advantage of manual tuning for the complete range of stations on the radio dial. To dial manually, just turn the large knob on the right to select any station you desire.

ENGINEERED NOISE SUPPRESSION SYSTEM

Studebaker's exclusive engineered noise suppression system is the talk of the car radio world. Through constant research and tests, ingenious devices have been developed that reduce to an absolute minimum noises, static and other interferences in car radio reception commonly caused by engine operation and electrical units of the car. You get this feature only in Studebaker engineered radios.

STUDEBAKER ENGINEERED-FOR-THE-RADIO ANTENNAE



INTERNALLY CONTROLLED VACUUM POWERED ANTENNA

Operating control knob instantly extends or retracts antenna to the required range. It's safe, quick and convenient. Engineered and synchronized with the circuits and functional units of Studebaker radios. Rod is sturdily constructed.



INTERNALLY CONTROLLED REEL-TYPE ANTENNA

Antenna is engineered exclusively for Studebaker radios and synchronized to the circuits and functional units of these sets. Extended or retracted by means of control knob at side of device. Reel mechanism is protected by a unique built-in friction clutch.

THE STARLINE MANUAL TUNING RADIO

6 TUBES INCLUDING RECTIFIER



Here's a high quality set that delivers maximum performance at a low price. It incorporates Engineered Noise Suppression, Powerful Miniature Tubes, Large 6" Speaker, Slide Rule Dial, Lumi-Glo Dial Illumination and Custom Styling.

THE STUDEBAKER AUTOMATIC CLIMATIZER ★

NEW CONVENIENCE . . . NEW COMFORT . . . NEW EASY-TO-OPERATE MASTER CONTROLS are the latest features of the exclusive Studebaker Climatizer. The new Dual-powered Climatizer permits the regulation of heat, defrosting and fresh air flow right from the driver's seat. One master control regulates temperature as well as the high-powered electric blowers for fresh air ventilation and heavy duty defrosting. And there's still another new Climatizer convenience—the outside fresh air intake is opened and closed by a control located within easy reach of driver.

Entirely built into the car, the Climatizer has no unsightly protuberances and occupies no usable space. Only the impressive controls are visible. Unseen, it quietly provides real motoring comfort throughout the year. It distributes fresh heated air evenly throughout the car interior without hot blasts, cold spots or drafts. Over 250 cubic feet of fresh outside air per minute is utilized for heating and ventilating, sufficient to change all air in the car once every 30 seconds. No stale air is re-circulated.

Through constant Climatizer ventilation windows are kept free of frost and other condensation. For heavy duty defrosting, the Climatizer's super-powered defroster with heat booster quickly clears away the heaviest formations of snow, ice and sleet for safe driving vision. Place the Climatizer on the top of your accessory "must" list.

Note: The Climatizer is not available for right hand control Studebakers.



SUPER-POWERED WINDSHIELD DEFROSTER

This independent heavy duty defroster with heating booster instantly clears away the most stubborn accumulations of snow, ice and sleet from the windshield. It picks up pre-heated air in the front compartment, super heats it in hot water coils and distributes it over the entire windshield at the rate of 50 cubic feet per minute. It assures safe clear driving vision in the most inclement weather. For defrosting in moderate weather, the defroster can be operated independent of the heating coils.



The operation of the Climatizer is really simple and yet most effective and economical: in fact it costs nothing to operate. The large centrifugal blower motor assembly draws in fresh, outside air through the right cowl ventilator, forces it to the big, high-capacity heating core through concealed ducts, and then distributes it uniformly from underneath the front seat throughout the entire car interior. Heat, defrosting and fresh air flow may be regulated to suit the driver's requirements.

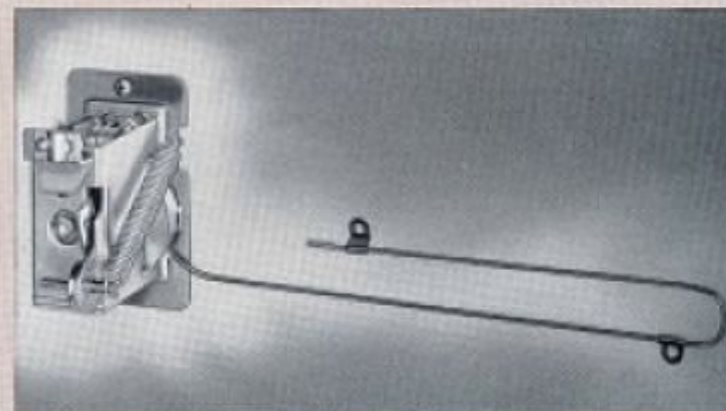


THE FINEST CAR HEATING AND DEFROSTING SYSTEM ★



CLIMATIZER MASTER CONTROL

The Master Control, "H" provides automatic regulation of heat, defrosting and fresh air flow. Push-pull for temperature control; turn to right—first position for high speed fresh air flow and second position for both high speed fresh air flow and windshield defrosting; turn to left—first position for high speed windshield defrosting and second position for low speed windshield defrosting.

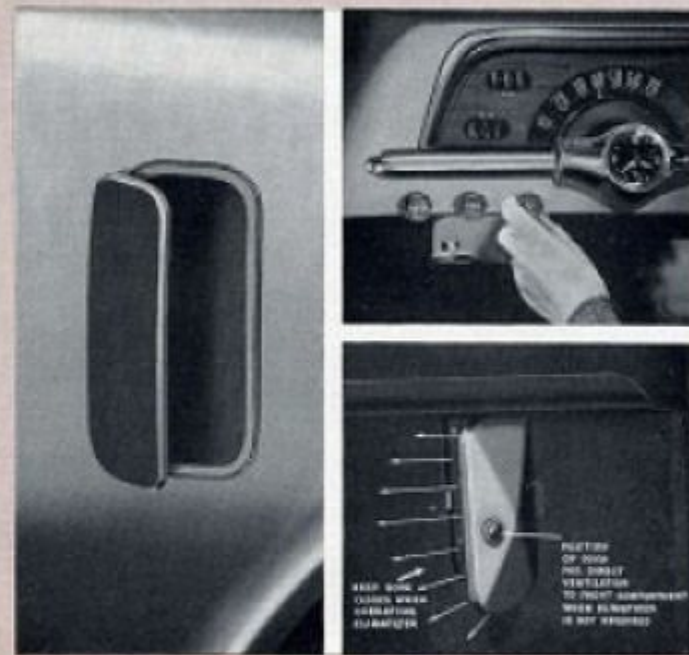


AUTOMATIC HEAT CONTROL VALVE

Here's that mechanical "brain" of the Climatizer which virtually thinks for the driver. It maintains uniform temperatures inside the car by thermostatically controlling flow of hot water to the heating core. Simply set control described above to a comfortable temperature and the valve will then automatically maintain the car interior at the same uniform temperature.

CLIMATIZER AIR INTAKE

Air enters the Climatizer system through the right side cowl ventilator. The ventilator is operated by means of the push-pull control, "V" located within easy reach of the driver . . . IN to open; OUT to close. In extremely cold weather when starting the car it is advisable to keep the ventilator closed for a few minutes to speed the heater warm-up period. In warm weather outside air can be used for direct ventilation by opening the small inside door as illustrated.



DEFROSTER BLOWER

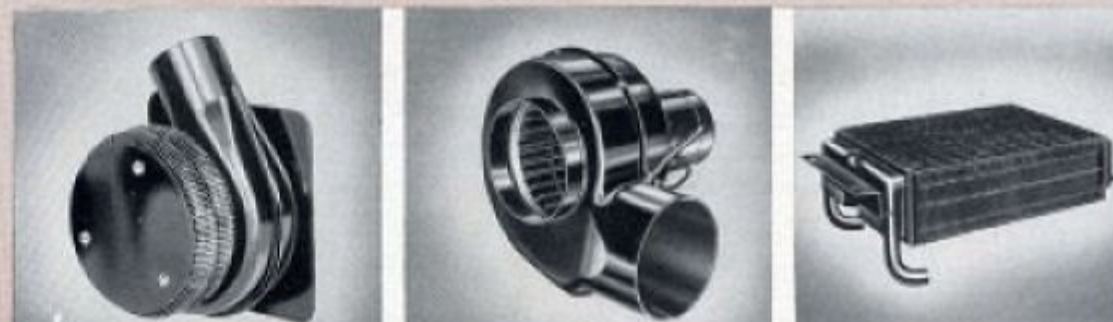
An independent blower with heating booster is utilized for windshield defrosting. It delivers up to 50 cubic feet of heated air per minute to the windshield. Centrifugal 6-8 volt motor is accurately balanced. Equipped with oil-less type composition bearings and rubber insulated mountings.

CLIMATIZER BLOWER

A big two-speed 6-8 volt centrifugal motor-blower assembly powers the Climatizer. It draws in over 250 cubic feet of fresh outside air per minute, ample for all heating and ventilating purposes. Accurately balanced blower, rubber insulated motor and oil-less type bearings.

BI-FLOW HEATING CORE

The Climatizer uses only hot water . . . it's safe, efficient and costs nothing to operate. The heating core is sturdy, copper-brass, bi-flow type and develops up to 29,000 B.T.U.'s per hour, ample capacity to keep the car interior uniformly comfortable in the coldest weather.



STUDEBAKER

Strat-o-Styled ORNAMENTS



STRATOLINE FENDER ORNAMENTS

Augment the beauty of your new Studebaker with these gleaming Stratoline fender ornaments. Styled to match the standard hood ornament and fabricated in flashing enduring chromium, they add eye-appealing ornamentation to the exterior appointments of the car. Standard on Land Cruisers and Regal Deluxe Commanders. Furnished at low cost for all other models.



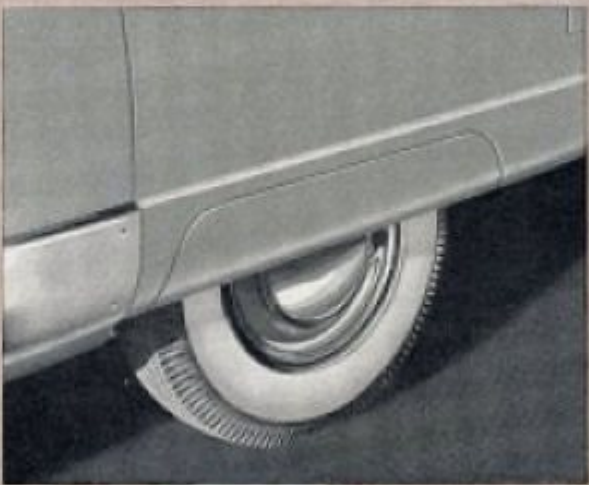
STRAT-O-VU MIRROR

The world's most beautiful outside mirror. Exclusively designed and styled in flashing chromium for Studebaker cars, it blends harmoniously into the lines of the car. Conical case with large non-glare lens is adjustable to permit sighting to the rear of the car at a glance. For left or right side on all models.



STRATOLINE EXHAUST DEFLECTOR

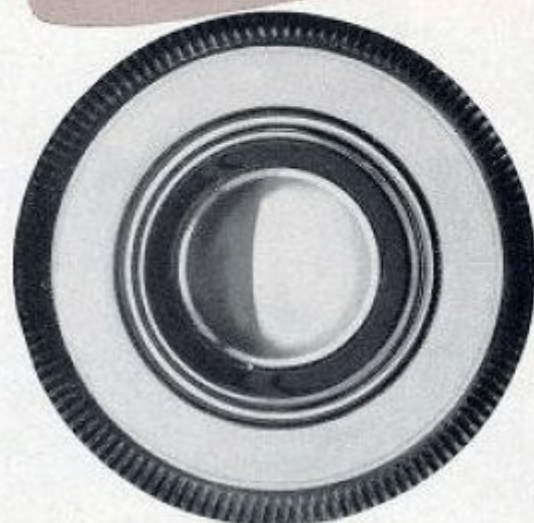
Another exclusive Studebaker protective ornament. Rugged in appearance yet fleetly and attractively styled to blend with the swift lines of the car. Deflects hot injurious exhaust gases away from body and rear bumper. Finished in flashing chromium.



STRATOLINE WHEEL SHIELDS

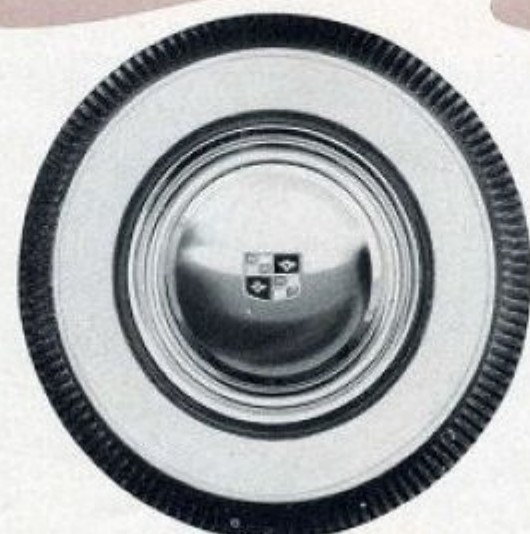
Enhance the low fleet lines of your Studebaker Champion or Commander with wheel shields. Styled in the exclusive Studebaker Stratoline motif. Available in enduring and gleaming stainless steel or painted to match car finish. Easy to install or remove. Modestly priced.

For Added SPARKLE ★ BEAUTY AND STYLE ★★ ★



STAINLESS TRIM RINGS

Stainless steel trim rings are recommended for owners who prefer more sedate wheel ornamentation. Mount solidly into wheel rims with built-in tension grippers. Easy to keep clean . . . mild soap and water restore original lustre. For all models. Five required per car.



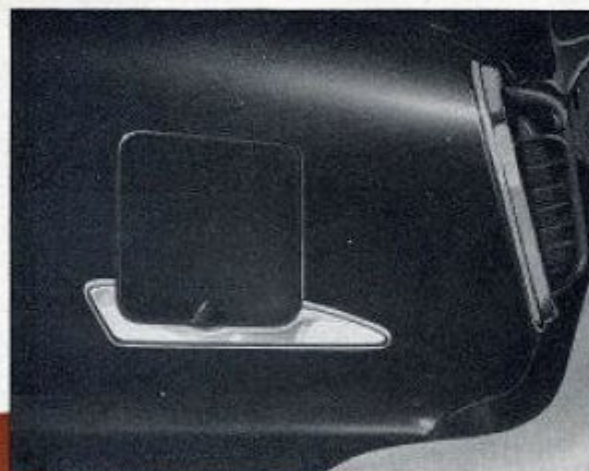
CHROMIUM WHEEL COVERS

Fabricated in one piece, these sparkling chromium covers envelope the entire wheel with dash and sparkle. They enhance the exterior appointments of the car. The striking emblem provides an added "regal" note. For all models. Four required per car.



STRATOLINE MIRROR

Another popular, exclusive Studebaker outside mirror. Mounts on door panel at a point where driver gets clear rear view at a glance. In sparkling chrome finish with non-glare lens. For left or right side on all models.



NO-MAR GASOLINE DOOR GUARD

This striking ornament has a two-fold function. It adds sparkling beauty to the exterior lines of the car and protects car finish against scuffing by gas nozzles. Inexpensive. For all models.



DELUXE LICENSE FRAMES

Trim and dress-up unsightly license plates with these frames . . . popular ornamentation at a low cost. Of flashing chromium they easily snap on any size plates and fit tightly to prevent vibrations.

For Added **MOTORING ENJOYMENT** ★★ ★ **STUDEBAKER COMFORT ACCESSORIES**



LUMITE PLASTIC

SEAT COVERS

If you desire enduring beauty, luxurious tailored fit, extra riding comfort plus unequal wearing qualities, choose Studebaker Lumite plastic seat covers. They're truly the finest at any price. Available in striking patterns in choices of blue, maroon or green, there is a style to match your new Studebaker.

DELUXTEX

SEAT COVERS

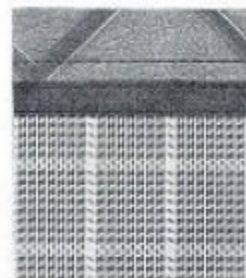
The extremely popular Studebaker Deluxtex seat covers are available in new, exclusive patterns and in three color choices—blue, maroon and green. A style to blend with any car color. Deluxtex covers incorporate smooth matting fibre, luxurious leatherette paneling, flat bindings, custom fit plus unusual riding qualities at lowest prices.



Lumite plastic covers are available in luxurious blue, maroon and green patterns to blend with any car color.



Lumite plastic covers incorporate beautiful, vinyl plastic coated leatherette paneling, plus custom tailoring.



Lumite plastic is color fast and impervious to stains, oil, water and dirt. Smooth riding, long wearing.



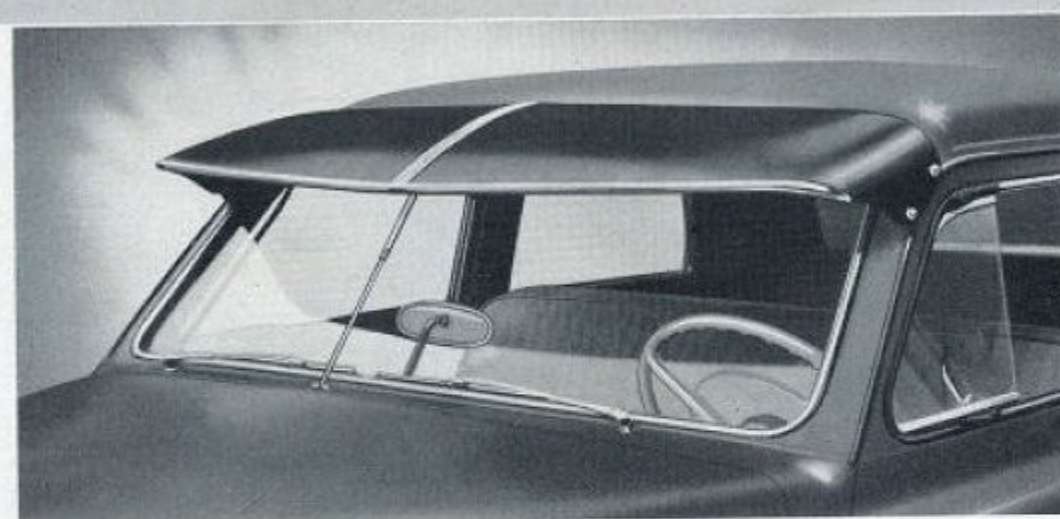
Deluxtex seat covers are exclusively patterned in maroon, blue or green. A color to go with any car finish.



Deluxtex seat covers are fabricated of smooth matting. Fit snugly. Provide exceptional riding comfort.



Deluxtex covers are of matting fibre throughout with leatherette around top and ends of seat backs.



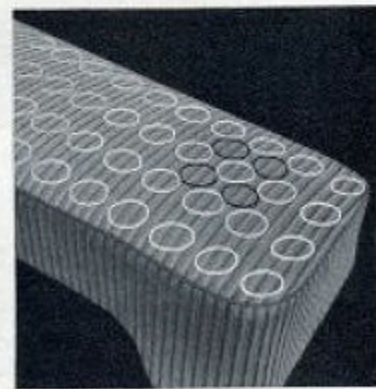
STRATOLINE WINDSHIELD VISOR

This Studebaker visor combines real motoring comfort with Stratoline styling that blends harmoniously with the car contours. Keeps out hot glaring sun in summer for cooler riding . . . helps keep windshield free of snow and sleet in winter . . . and reduces annoying glare to prevent eye fatigue throughout the year. High quality construction plus rigid mounting provides an installation unusually free from noise, wind roar and vibrations even at high speeds. For all models.



SELECT-O-SEAT SPRINGS

Choose your own comfort! Studebaker seat cushions are soft and luxurious "as is" but many people because of physical characteristics require firmer cushions. For this reason, cushions are designed to enable the owner to install additional coil springs and adjust the riding qualities to suit his own personal requirements. Furnished in sets of four in firm or extra firm resiliencies for both front and rear cushions.



NO-BLO WIND DEFLECTOR

Prevents drafts and air blasts in rear compartment—minimizes wind roar and whistle . . . real comfort for young or old. Made of shatter-proof Plexiglas and mounts permanently in door window openings without interfering with operation of windows.

ROBE CORD EQUIPMENT

A low cost convenience for hanging clothing and robes. Handy as an assist strap too. Styled to match interior appointments. Available for all models except Land Cruisers on which robe cords are standard.



STAINLESS VENTSHADES

Smart, year-round motoring comfort. Ventshades permit lowering of windows for ventilation while parked or driving—rain or shine. Reduce sun glare and keep car interior cooler in summer. Permanent installation in gleaming stainless steel. For all models.



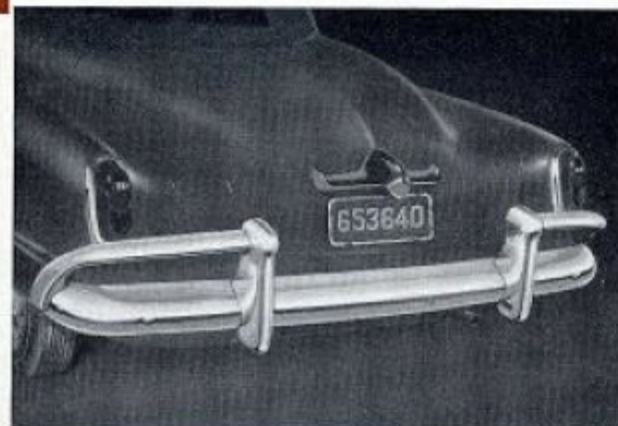
VENETIAN SHADES

Eliminate direct sun from entering rear window—reduce temperature inside car on hot sunny days and protect rear seat upholstery against fading. All-steel with adjustable slats.



SMART, RUGGED PROTECTION

FOR YOUR STUDEBAKER CHAMPION OR COMMANDER



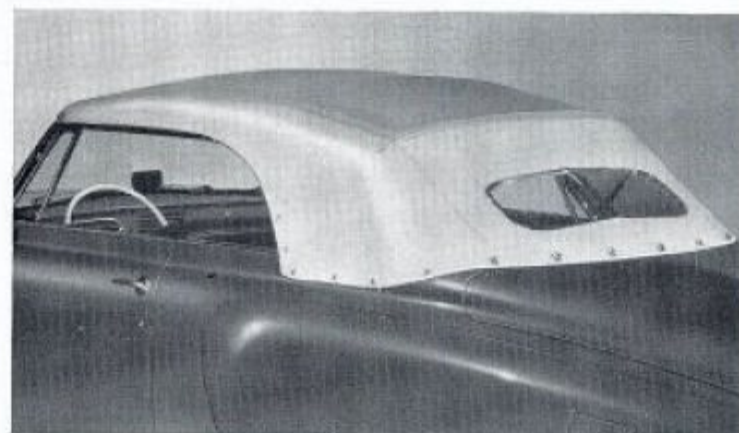
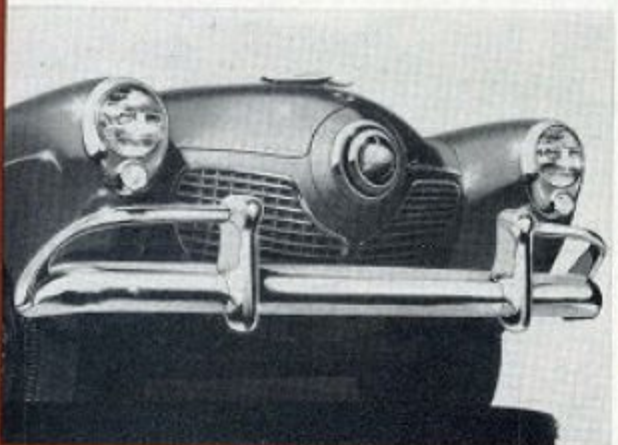
Note the smoothly contoured, curve-around design that blends into the sweep of bumpers—Deluxyle Guards provide maximum protection against side swipes as well as straight-on impacts.



No ugly protuberances but a smooth flowing integrated design—Deluxyle Guards give you Raymond Loewy styling plus rugged Studebaker engineering and construction.

DELUXYLE BUMPER GUARDS

These eye-arresting guards combine rugged construction and famous Raymond Loewy styling into an exclusive integrated design that blends strikingly with the contours and appointments of the car. Singularly beautiful, yet they provide maximum protection for grilles, lamps and fenders. Finished in highest quality, enduring chromium. Available with or without cross bar for the front and without cross bar for the rear on all models.



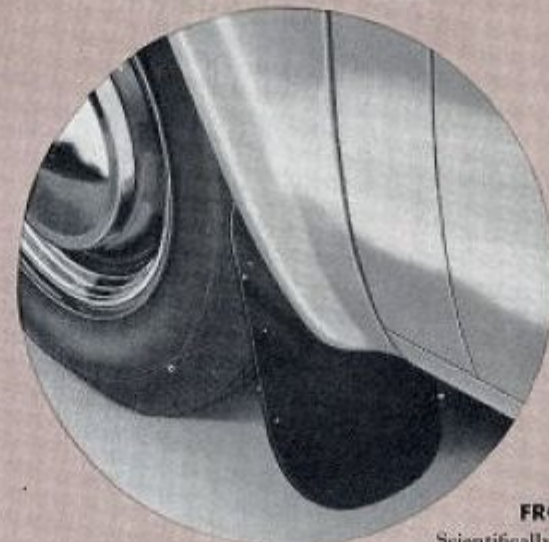
PLAST-I-SHEEN FABRIC TOP COVER

Maintains the new appearance of convertible tops in all kinds of weather. Keeps off dirt, grime, and other staining elements. Keeps top dry in rain, snow and sleet. Fabricated of smooth fitting, durable, water repellent Plast-I-Sheen fabric with transparent rear curtain. Top can be raised or lowered without removing cover.



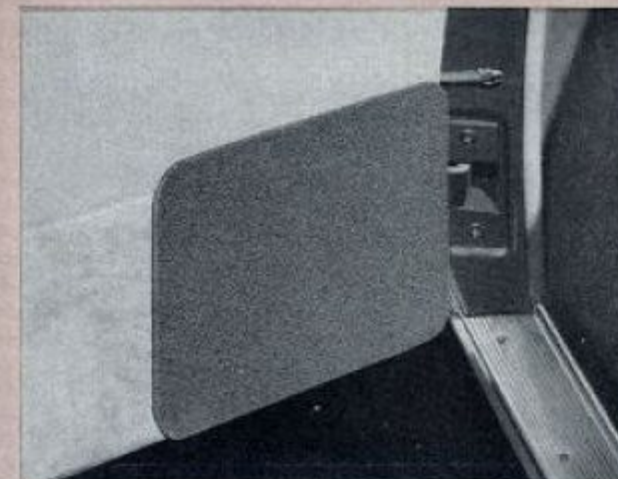
SPARK PLUG WEATHER-PROOFING KIT

Speed wet weather starting with a spark plug weather-proofing kit. Seals out moisture, dirt, dust and road chemicals. Furnished in complete kits to fit most cars.



FRONT SPLASHGUARDS

Scientifically designed and mounted to deflect flying stones, gravel and road oil away from the car body. Made of heavy satin black rubber. Augment the sleek appearance of the new models.



DOOR SCUFF PADS

Velvomat synthetic rubber pads preserve the appearance of door panels. Mount at points where kicks and scuffs commonly occur. Can be installed on all doors. Low priced.



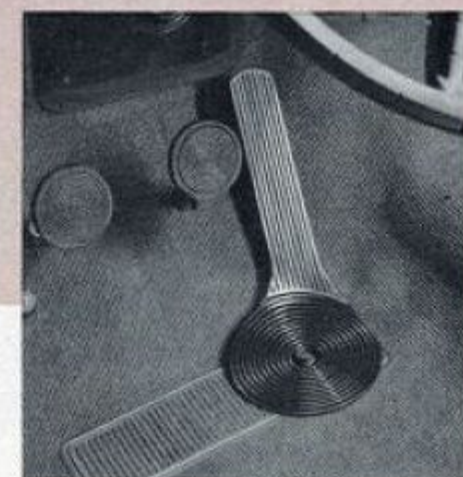
LOCKING GAS CAP

Low in cost but a real investment in protection. Guards gasoline supply against pilfering and tampering. Positive lock furnished with two keys. Shielded keyhole. Chromium finish.



AUXILIARY RUBBER MATS

Economical, complete protection for front and rear floor coverings. Heavy treaded rubber construction. Keep off dirt, mud, gravel and water. Available in sizes to fit front or rear compartments.



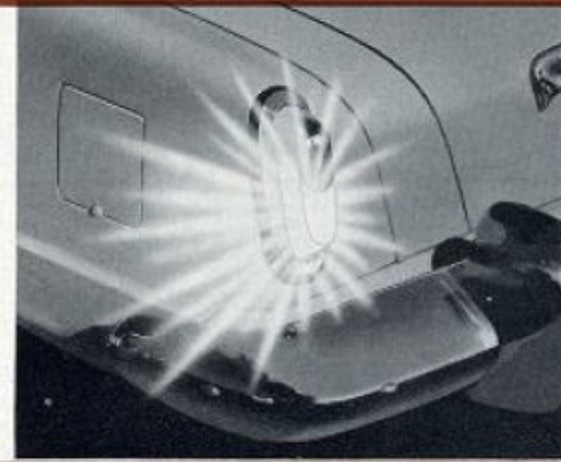
ACCELERATOR PEDAL COVER AND WEAR PAD

Prolongs life of accelerator pedal and protects floor mat where the most wear occurs. Fabricated of heavy black rubber. Slides on easily. Economical. For all models.

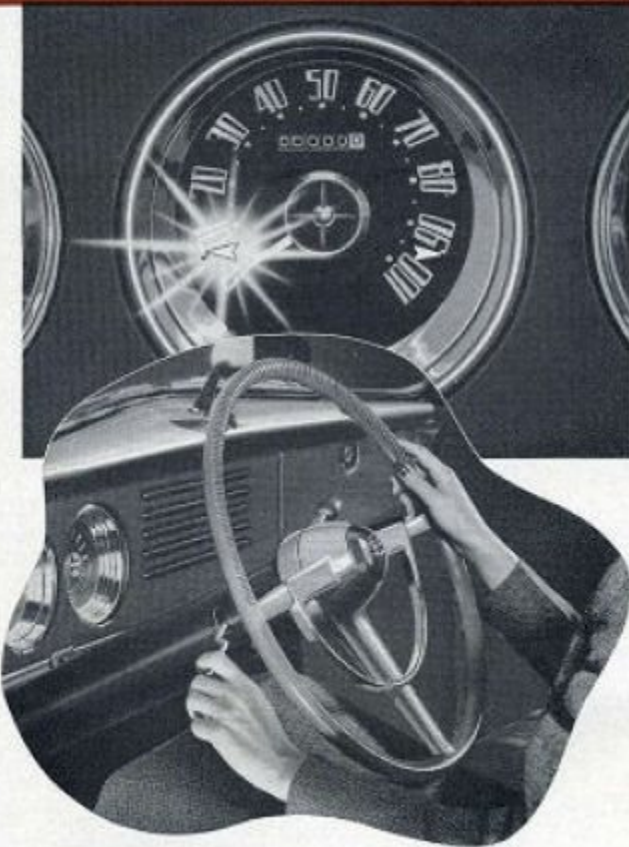


RUBBER RUG FLOOR MATS

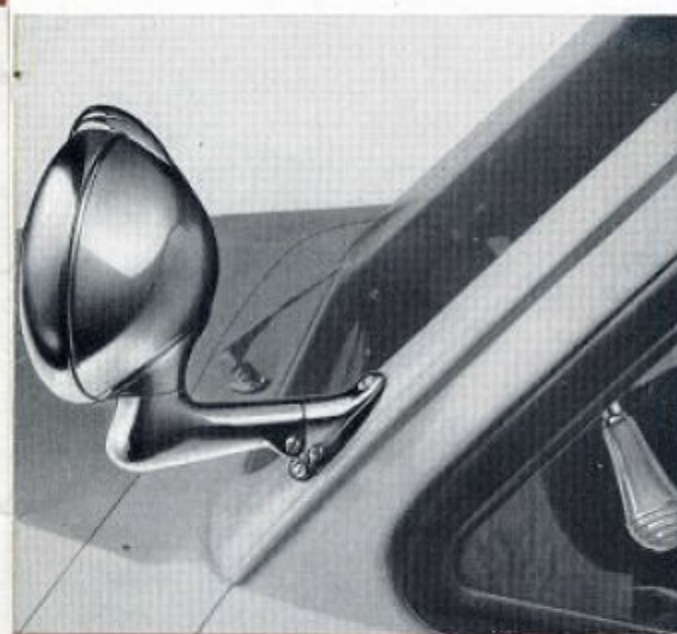
Luxurious protection for front and rear floor coverings. Mats are custom-made to cover completely. Fabricated of soft but durable rubber. Simulate high pile carpeting. Available in red, green and grey for front and rear compartments of all models.

**DIRECTIONAL SIGNAL EQUIPMENT**

Extra safety, comfort and convenience mark these Studebaker direction indicators. By simply operating a control on the steering column, you can forcefully signal your intended turns with complete safety. Eliminates the inconvenience and discomfort of hand signaling—no windows to raise and lower in inclement weather. For left turns move lever backward and left front and rear lamps flash intermittently—for right turns move lever forward. Lever automatically returns to "Off" position when turn is completed. Tell-tale arrows in speedometer dial indicate when signals are operating and direction being signaled. For all models.

**AUTOMATIC BACK-UP LIGHTS**

You get extra safety, convenience plus Stratoline styling and beauty in these modern, attractive back-up lights. At night when operating car in reverse, a wide area to the rear of the car is automatically lighted. Automatically turns on when lever is put in reverse position—turns off when lever is out of reverse position. Flashing chromium finish. Single or dual kits for all models.

**INTERNALLY CONTROLLED SPOTLIGHT**

Powerful beam easily spots road signs, house numbers and hazards. Bulb "glasealed" against dirt, dust and moisture. Adjustable to any angle from inside car. Tenite plastic grip with built-in switch. For left and right side of all models.

**WEATHER-BEAM LIGHTS**

Drive in safety in fog, rain, snow and mist—weather-beam lights assure maximum driving vision. Efficient "glasealed" bulbs with lens, reflector and filament in one hermetically sealed unit—no dust, dirt, or moisture can enter. Built-in beam cut-off hood over filament eliminates stray upward rays. Lamp bodies and brackets beautifully finished in high-lustre chromium. For all models.

PARKING BRAKE WARNING LIGHT

This unique, little, flashing red light and "ticker" tells you to release the emergency brake before taking off with the car. Avoids operating car with brake applied—saves brake linings. Operates automatically with ignition switch and brake lever.

**LUGGAGE COMPARTMENT LIGHT**

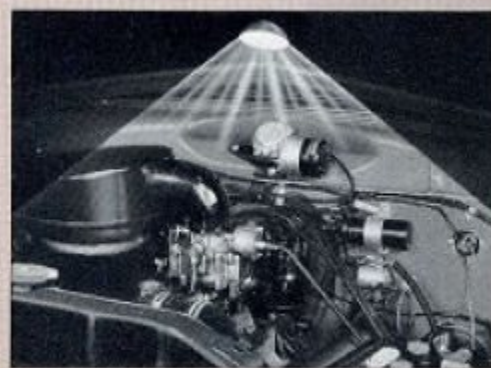
Operates automatically with opening and closing of the trunk lid. Facilitates storing and removing luggage and other articles in compartment. For all models. Standard equipment on Land Cruisers.

**MAGNALITE SERVICE LIGHT**

This versatile light can be used as a trouble light, warning light or auxiliary light for service, camping and other uses. Plugs into cigar lighter socket. Has crimson hood, magnetic and hook attachments.

**UNDERHOOD LIGHT**

Convenient for underhood checks and inspections at night. Turns on automatically when hood is raised—shuts off when hood is closed. Low priced. For all models.

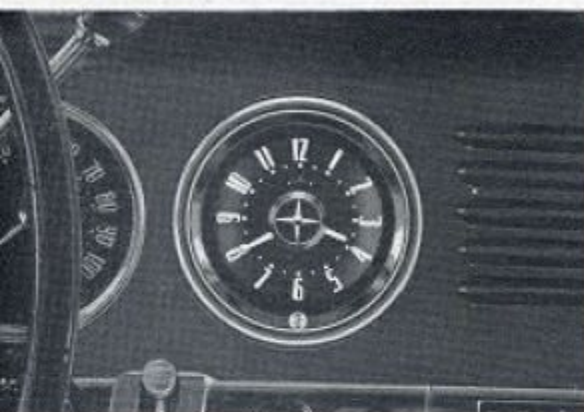
**GLOVE COMPARTMENT LIGHT**

Open door and light illuminates automatically. Close door and light shuts off. Facilitates finding articles. Usable also as a map light. For all models.



Added CONVENIENCE AND SAFETY

WITH THESE POPULAR ACCESSORIES



COMMANDER CLOCK



AUTOMATIC ELECTRIC CLOCKS

CHAMPION CLOCK

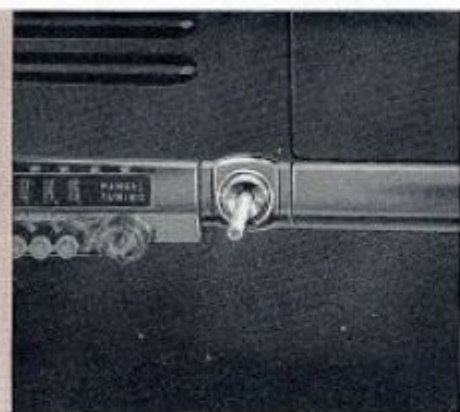
Precision-made Studebaker electric clocks provide the convenience of accurate time whenever you drive. Entirely automatic, clocks are soundly engineered and electronically calibrated for long, dependable service. Exclusively designed to harmonize with and augment the instrument groupings on all models. Illuminated by non-glare "black" light. For added convenience re-set knob is located on the outside of the clock.

AUTOMATIC CIGARETTE LIGHTER

Always popular, this Studebaker lighter features an illuminated socket to facilitate returning unit to proper location quickly and safely. To operate, simply press in and in a few seconds an audible C-I-C-K signals lighter is ready for use. A safety and convenience device that any smoker will appreciate.

GLARE-PROOF MIRROR

Turn off dangerous glare from following headlights. This unique mirror has two controllable positions—one for regular night and day driving, and another to eliminate glare at night. When headlight glare in mirror is encountered from following lights, simply flick tab and you get a safe, glare-free rear view.



DRAWMATIC CIGARETTE LIGHTER

Something new in cigarette lighters! Simply insert cigarette, press in guide ring and in a few moments an audible "CLICK" signals cigarette is lighted. It's quick and convenient. Fits all models.



KLEENEX DISPENSER

Cleansing tissues for every purpose conveniently at finger tips at all times. Out of way, occupies no usable space—saves space in glove compartment for other articles. Chromium facing augments interior appointments.

HYDRAULIC JACK

Raise and lower the car—safely, quickly and easily with this hydraulic bumper jack. It's economical and rugged too. A swell tool at a low price. Fits any bumper.



REAR DOOR SAFETY LOCKS

Enjoy the advantages of owning a four-door sedan. With these unique, rugged safety locks you never need worry that the children in the rear seat will accidentally open rear doors while you drive. They keep rear doors locked until front doors are opened. When not required, special striker may be set in non-locking position. Economically priced.

WINDSHIELD WASHER

Engineered for safety, convenience and economy. By applying slight foot pressure on control, two streams of water are instantly ejected to the windshield—always plenty of water to flush windshield regardless of road speed... turn on wiper control and grime, dust, dirt and road splash quickly disappear for safe, clear driving vision. For best results use special Studebaker washer solution in water supply jar which acts as a bug solvent and anti-freeze.



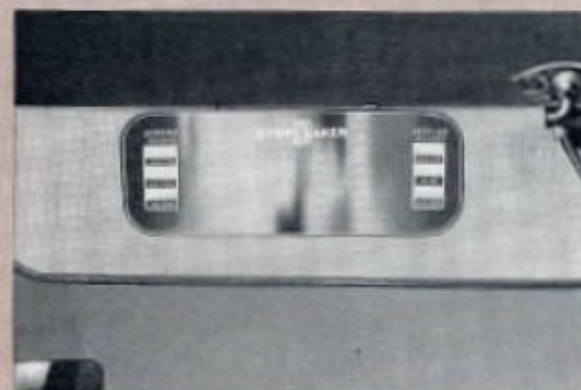
REAR DOORS PLUNGER-LOCKED LIKE A VAULT

SPECIAL MIRRORS



UNIVERSAL OUTSIDE MIRROR

Mounts anywhere on flange of right or left front doors of any car. Adjustable to any angle for rear view vision to suit driver. Unusually attractive in design and appearance. Glittering chrome finish. High quality lens.



DELUXE VANITY MIRROR

Featuring extra width plus etched spaces on each side, mirror provides a welcome convenience for lady when putting on and checking make-up. Also for making mileage and service notations.



ILLUMINATED VANITY MIRROR

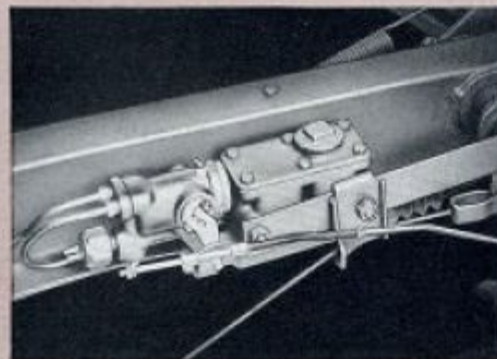
Day or night, lady always has a convenient and adequate means for facial care with this newly developed, illuminated mirror. Comes fully equipped with replaceable bulb and battery. Etched spaces are for mileage and service notes.

SPECIAL EQUIPMENT ITEMS



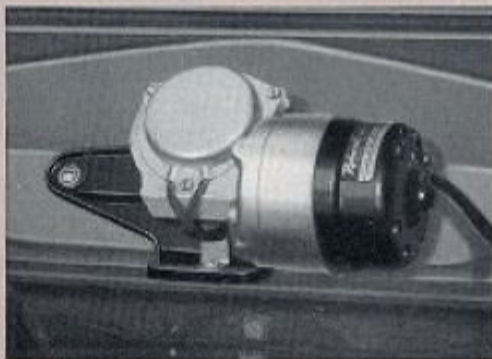
FRAM FILTER

Longer and more economical engine performance. When dip stick indicates dirty oil, install a new Fram cartridge. For Champions and Commanders. Standard equipment on Land Cruisers.



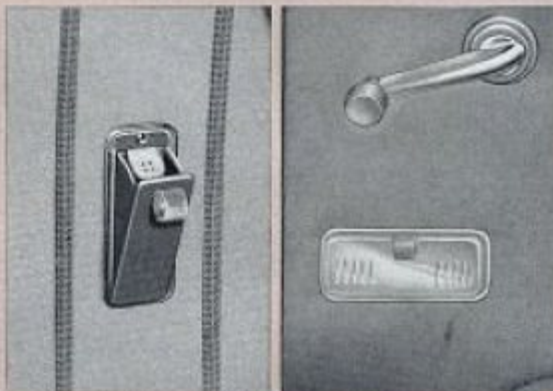
AUTOMATIC HILL HOLDER

Extra safety and convenience on up-grades. Simply brake to stop, keep clutch pedal depressed and release brake pedal. To resume driving accelerate and release clutch in the normal manner. For Champions without automatic transmission.



ELECTRIC WINDSHIELD WIPERS

Most automobile owners prefer electric wipers for maximum operating efficiency, safety and convenience at any engine speed. Available at low cost for Champions; standard on Commanders.



ASH RECEIVERS

Owners of Champion DeLuxe and Custom 4-Door and 2-Door Sedans can also provide the convenience of ash trays for rear seat passengers at small extra cost. Harmonize with other interior fittings. Custom, built-in installation.

SMART, RUGGED FINE QUALITY LUGGAGE

Distinctively attractive, long wearing luggage in complete matched sets fits precisely in Studebaker trunk compartments. Priced modestly, a set will accommodate the belongings of an entire family for even the most extensive vacations. Fabricated of tough Naugahyde outside coverings are highly resistant to scuffs and scratches; inside appointments are attractive, yet provide maximum storage. A complete matched set consists of Men's 24" Two-Suiter and 21" Companion Case, Ladies' 21" Wardrobe Case, 26" Pullman Case, 21" Overnight Case and 12" Cosmetic Case. Cases are also obtainable individually if desired.



LABORATORY AND FIELD TESTED...



PLASTEL SPARKLE SPRAY

A Plastel Sparkle Spray Auto Treatment will keep the finish of your Studebaker looking new, longer. Seals against dirt, grime and stains. After a plastel treatment you wash car just with clean water. Ask your dealer about this long lasting beauty protection. It's factory approved and tested.

APPEARANCE MAINTENANCE MATERIALS



KNOCKS-SOUND UNDERCOATING

Provides protection against rust and other corroding elements for the under-carriage of your car. Prevents squeaks, rattles and leaks before they get started. Thoroughly tested and fully approved by the factory. See your Studebaker dealer for a complete Studebaker Knocks-Sound Undercoating job.



POLISHES, CLEANERS, WAXES

Use factory tested and approved appearance maintenance materials to maintain the original beauty of your new Studebaker. They are especially compounded for Studebaker and thoroughly tested by the same engineers who developed and tested the high quality finishes for Studebaker cars. From the assortment, which also includes cooling system maintenance and protective materials, special oils and many others, there is just the item to do a specific job better and more economically.

ADDITIONAL ACCESSORY EQUIPMENT FOR CUSTOM CHAMPIONS

- Extra Interior Sun Visor
- Front Door Arm Rests
- Rear Arm Rests (2-Door and 4-Door Sedans)
- Extra Horn Equipment
- Chromium Hood Ornament
- Automatic Courtesy Light

WINTER MOTORING NEEDS

TIRE CHAINS

Long life, maximum traction and road gripping qualities with Studebaker case hardened steel tire chains. A size to fit all models.



ANTI-FREEZE

Studebaker permanent Ethylene-Glycol anti-freeze is factory tested to provide the best and safest protection for the cooling system.



BATTERY VITALIZER

Use overnight during cold weather to keep battery fully energized for quick morning starts. Hang on steering wheel, plug into cigar lighter socket and any 115-volt AC outlet.



HEADBOLT ENGINE HEATER

Installs in place of a headbolt . . . extension plugs into any 110-Volt AC or DC outlet. Heats water in engine block instantly for quick starts in sub-zero weather. Saves batteries too.



THE STUDEBAKER CORPORATION

PARTS AND ACCESSORIES DIVISION



SOUTH BEND 27, INDIANA