

STUDEBAKER * 1939



Studebaker for 1939

New luxury at prices that challenge the lowest!



You Cannot Buy Studebaker Craftsmanship in Any Other Car. The 7,300 friendly fellow-townsmen who build the Studebaker are solid citizens and master craftsmen. There isn't a transient workman in their ranks. Their average age is 40 years. Half of them have built Studebakers 10 years or more. Many inherit their skill from Studebaker-trained fathers and grandfathers. You pay Studebaker nothing extra for their craftsmanship.

STUDEBAKER, originator of style trends, pioneer of engineering innovations, again steps lengths ahead of the automobile industry with these stunningly beautiful new Commander and State President models for 1939—the world's smartest cars.

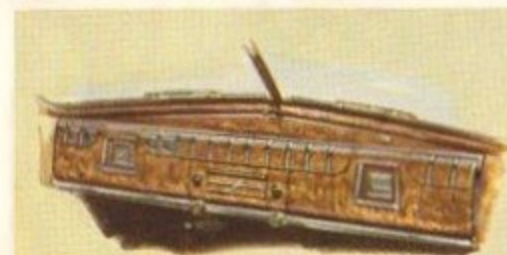
Designed by Raymond Loewy

At no extra cost for the distinction, in fact at new low prices, Studebaker offers you these refreshingly different, magnificently luxurious, new-type cars which were designed by Raymond Loewy, famed stylist of the new streamlined Broadway Limited and visualist par excellence of New York's World's Fair.

Vigorous exterior lines have been combined with exquisite interior appointments to inaugurate a new mode—to give these new 1939 Studebakers an irresistible appeal to motorists who buy their cars with careful consideration and keen discrimination.



And back of every model in this superb new line of pace-setting motor cars stands the incomparable 87-year reputation of Studebaker, world's oldest vehicle manufacturer. Many of the great and lasting motor car advancements have come from Studebaker's engineering and research laboratories, 800-acre, million-dollar proving ground and vast, modernly equipped plants.



Studebaker Commander Cruising Sedan

You get a world of automobile in size and appearance for a very moderate outlay of money, when you choose this distinctive new 1939 6-passenger Commander Cruising Sedan. It maneuvers more easily than any car you've ever driven; rivals small, light cars in gas and oil economy; and comes complete with oversize trunk and such outstanding Studebaker indispensables as Planar Independent Wheel Suspension, Automatic Hill Holder, Hancock Rotary Door Latches.

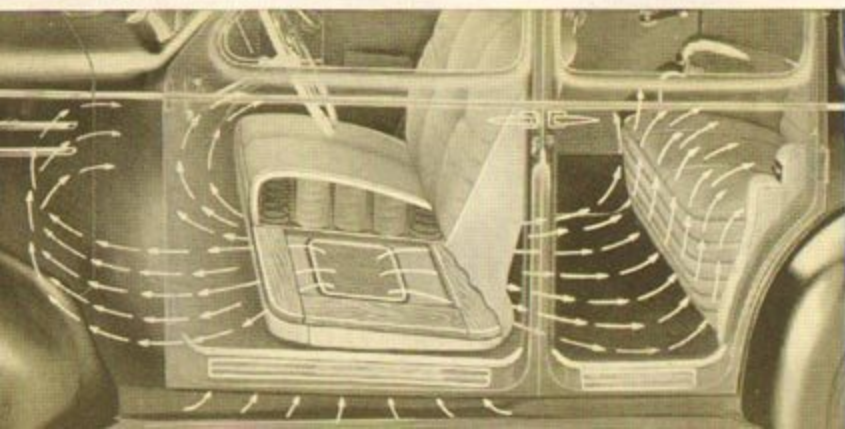
(Left) Here's the smart new Studebaker instrument panel for 1939.
(Right) This convenient and spill-proof ash receiver is standard equipment on all models.





The Commander Interior

Deep-bedded comfort! Luxurious upholstery, fittings and conveniences! In the new Commander you get a deluxe model interior at standard-model price.



The "Climatizer"

A NEW CENTRAL FRESH AIR HEATING, FILTERING AND VENTILATING SYSTEM

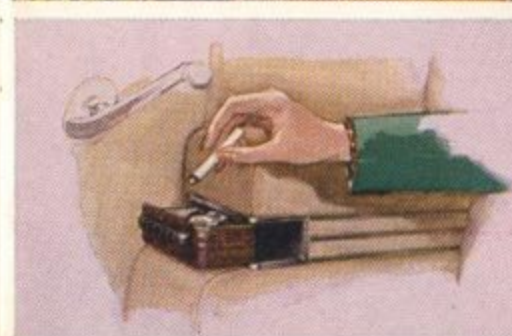
Studebaker introduces the "Climatizer," a revolutionary new 10-point fresh air filtering, ventilating and heating system that's built into the car under the front seat floor. Winter or summer, the "Climatizer" keeps the air in the car 100% fresh. In cold weather, the air is not only filtered and cleaned but warmed to living room temperature and distributed evenly. Because the entire floor is heated, the feet of all passengers are warm. Dirt, dust, rain, snow, insects cannot enter. Drafts are barred. Windows will not frost, fog or ice. The "Climatizer" takes up no leg room and has no unsightly protuberances. Available at slight additional cost exclusively in all 1939 Studebakers.



Studebaker Commander Club Sedan

Here is two-door safety that's much appreciated by families with small, active children, yet to look at this stunningly styled Studebaker from the outside, you would never guess at the 6-passenger roominess it provides. With the yacht-like lines of a sport coupe, this 1939 Commander Club Sedan is a popular car in every smart circle—especially with the "young marrieds" and those on the way to be.

(LEFT) Every 1939 Studebaker sedan has disappearing ash receivers on each rear seat arm rest (RIGHT) Front seat of the club sedan models tilts forward for access to full 3-passenger rear seat



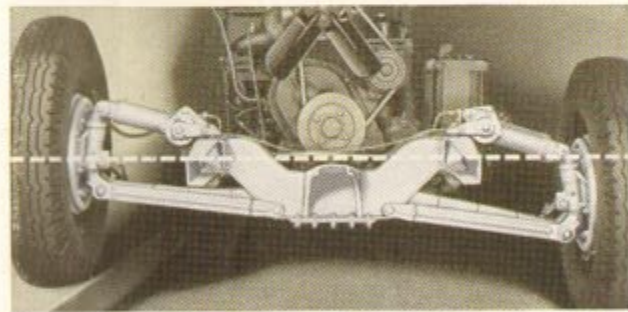


Studebaker's simple new hand level shifter is attached to the steering post just below the wheel and operates mechanically like the old-style floor shift rod but with greater ease and safety. The floor, of course, is entirely clear, assuring greater comfort even when driving alone. Standard equipment at no extra cost on all Studebaker models.

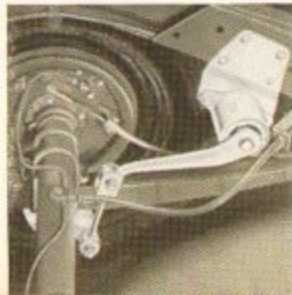
Studebaker sedans give you 6-passenger roominess—The chair height seats are not only wide but exceptionally deep. In either front or rear three full-size passengers ride in relaxed comfort—with head and shoulders as well as hips restfully cushioned. Leg room is generous and front seat construction gives 3 extra inches of toe room in rear seat.



Studebaker's miracle ride provides restful comfort—Only Studebaker offers you the restful riding that is assured by planar independent front wheel suspension pioneered by Studebaker. After 4 successful years of operation it is acknowledged to be the simplest, strongest and most efficient front wheel suspension. It enables you to take turns with incredible steadiness and simplifies the handling of the car. Combined with the Houdaille hydraulic shock absorbers, it gently cradles all passengers over all road obstructions.

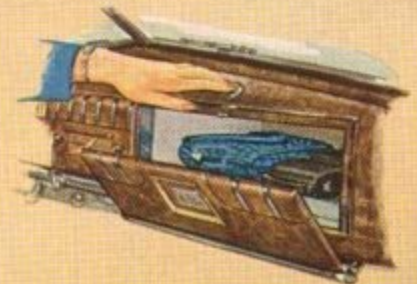


Doors close without slamming on Studebaker's Hancock rotary latches—Just a gentle push on the outside or pull on the inside keeps Studebaker doors secure against accidental opening. This unique rotary door latch, pioneered by Studebaker, relieves you of worry. A Studebaker door that's only lightly closed is safely shut and can not rattle.

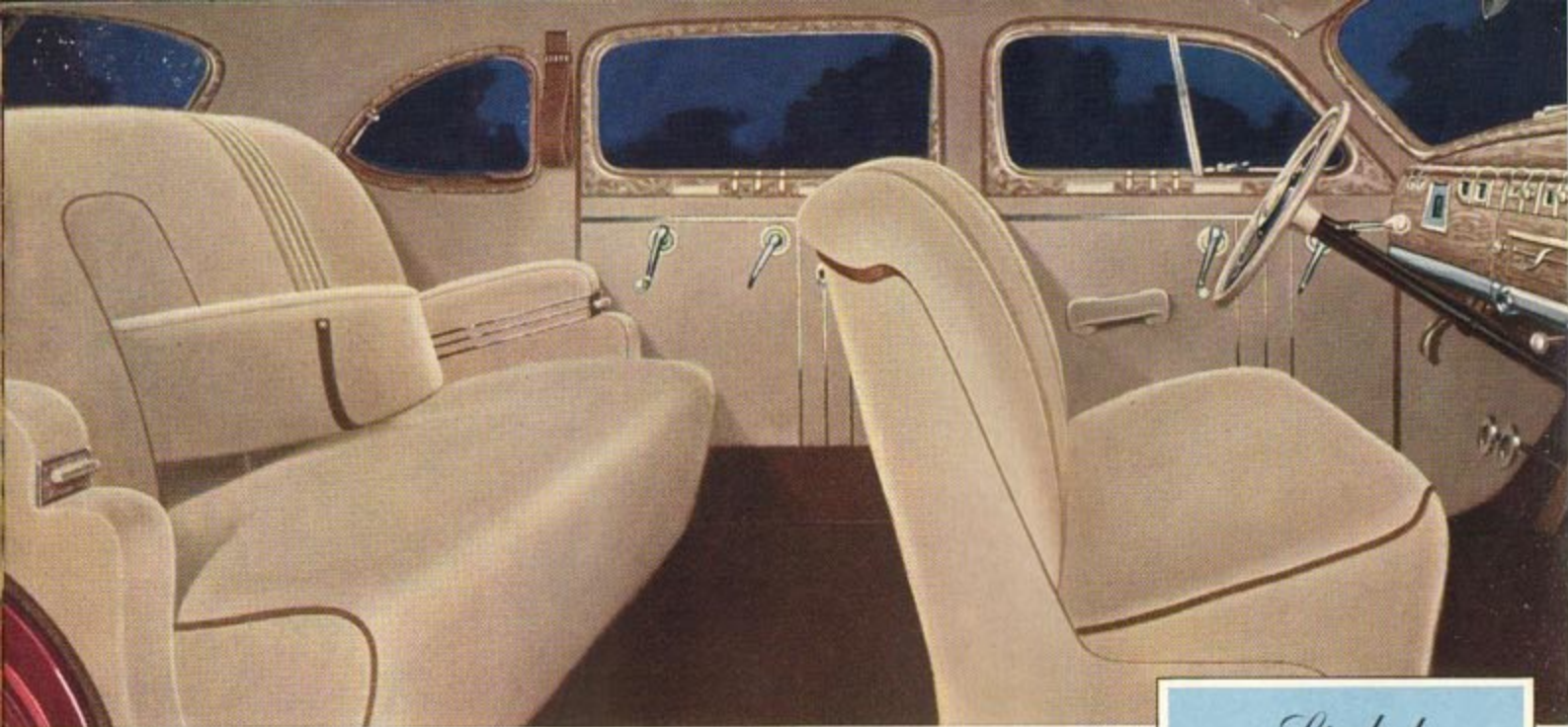


Studebaker Commander Coupe

Styled to win medals in any competition is this pulse-stirring, 3-passenger triumph of Raymond Loewy's designing and Studebaker craftsmanship. It's a high favorite with physicians and other professional men for their round the town calls as well as with business executives, salesmen and other long distance travelers. It has probably the most commodious rear deck storage space of any automobile in America.

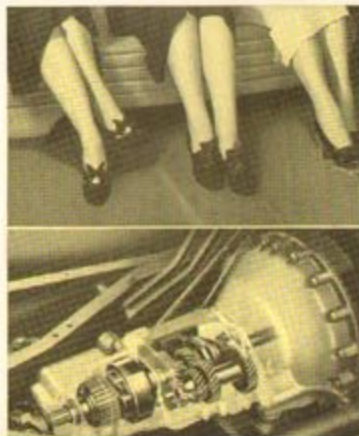


(LEFT) There's loads of room for loads of luggage in the Studebaker coupe rear deck
(RIGHT) The new Studebaker package compartment opens easily, locks securely



Enough luggage capacity for a world tour—The Studebaker trunk holds more luggage than the trunk of any other car. And it's all usable room. Think of it—up to 22½ cubic feet of baggage may be stowed away! President trunks light automatically when lid is lifted and lids stay up securely when raised. Hinges have no finger pinching braces but are counter-balanced and are concealed inside so as not to mar the trunk's attractive exterior contour.

Horizontal transmission assures a restfully flat front floor—Studebaker transmission gears are mounted side by side instead of one above the other. This keeps the transmission below floor level without decreasing head room or increasing car height. There's no annoying floor hump.



Styled

like an Inviting Room

The spacious interior of the Studebaker State President for 1939 has comfortably contoured seats which are smartly tailored in the new suede-like breathing back Movel cloth. The wide, deeply cushioned rear seat center arm rest may be closed into the seat back at will. Upholstery colors are toned to harmonize with the rich interior trim.



Studebaker State President Cruising Sedan

Some motorists may still think that the only way to get a luxurious car is to pay an extravagantly high price for it. But you will find that this is not true, when you see this impressively big, beautiful, new Studebaker State President Cruising Sedan for 1939. Its price is so remarkably low that many, who never dreamed they could own a car so fine, find they can easily afford it.

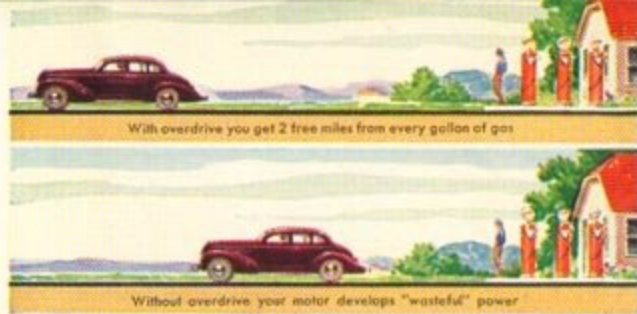
(LEFT) Studebaker interior fittings and hardware are the best work
(RIGHT) Two tail lamps and a license plate lamp are standard equipment





No rolling back after upgrade stops in a Studebaker

Standard equipment on all Studebakers, and many motorists say it should be compulsory equipment on all cars, is that great Studebaker contribution to safety, the Automatic Hill Holder. When you come to a stop on any upgrade, steep or slight, you just keep the clutch pedal depressed. You take your foot off the brake and hold it ready for the gas. There is no tap dancing—no rolling back when you let the clutch in—no bumping into the cars behind. The Automatic Hill Holder is just one of the many advancements that Studebaker is constantly introducing to take the work and worry out of driving.



Studebaker's new gas-saving overdrive—Studebaker pioneered overdrive. At touring speeds it reduces engine revolutions approximately 30% with substantial savings of fuel, greater smoothness and extended engine life. A new feature in Studebaker's overdrive for 1939 permits the driver to easily change into direct drive for rapid acceleration at any speed. Available on all models at small added cost.



An exclusive Studebaker feature—the larger piston controls forward shoe



Easy pedal pressure brakes stop you swiftly, smoothly—Studebaker's feather-touch hydraulic brakes with their softer, easier pedal action stop you swiftly, smoothly and without swerving. The driver is always in control because the brake shoes are operated entirely by pedal pressure—one hydraulic piston to each individual shoe—two to each wheel. The braking fluid is carried in double-thick laminated steel tubing. The brake drums, keyed to steel backing are solid, long-lived cast iron to prevent warping.

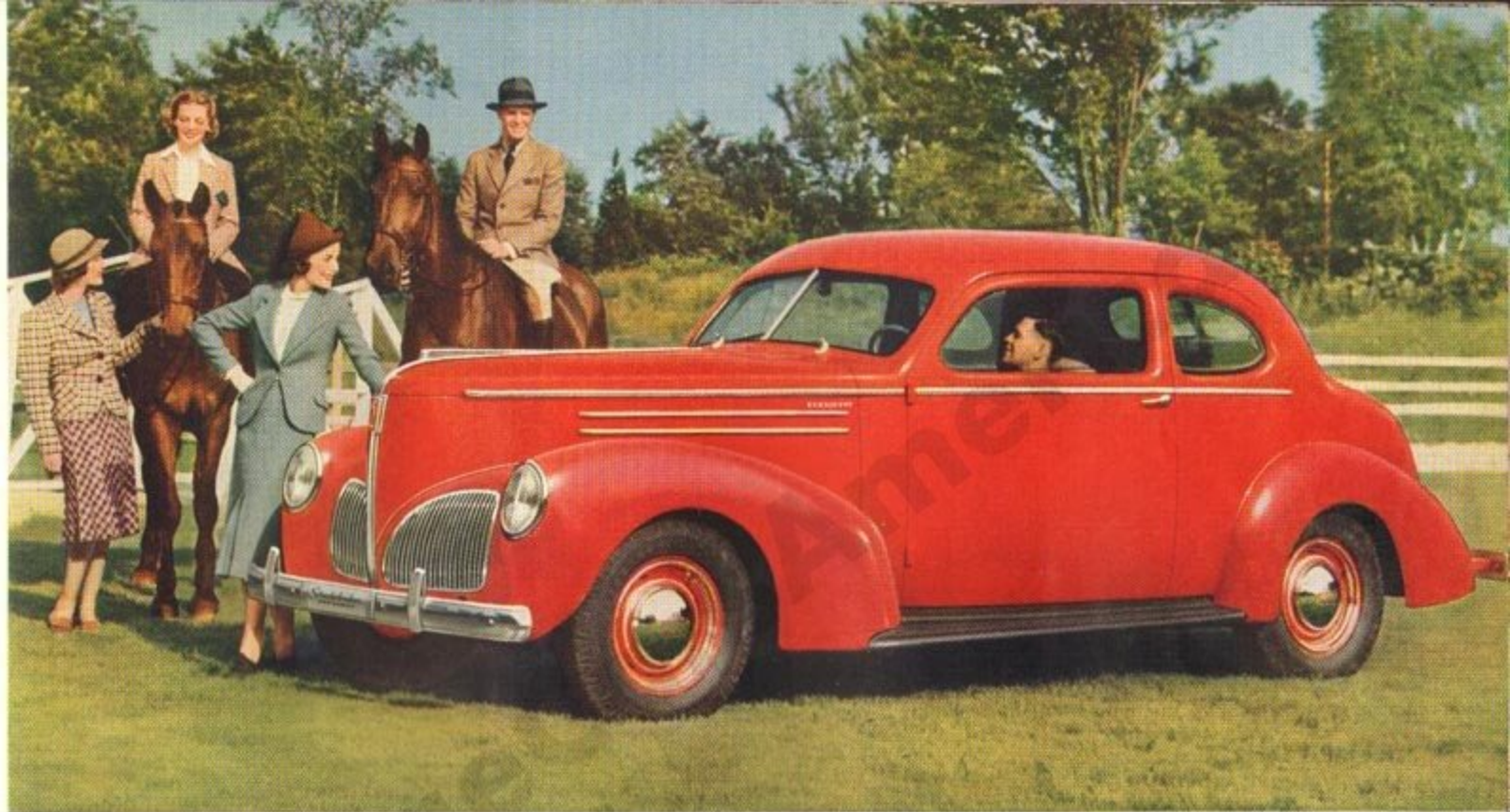
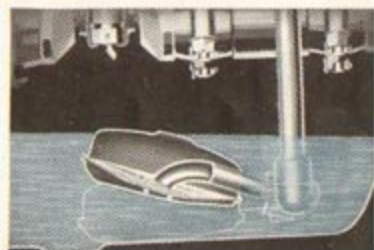
Gas savings that put small light cars to shame—Studebaker engines are exceptionally economical of gasoline, even without the overdrive transmission. Records kept by fleet owners show that the Studebaker Commander's gas saving equals and often exceeds that of small light cars.

Official tests such as the famed Gilmore-Yosemite Run have seen the Commander do better than 24 miles per gallon, outclassing even very low priced so-called "economy cars."

Remarkable Oil Economy

What's true of Studebaker gas saving is equally true of Studebaker oil saving. Every 1939 Studebaker is equipped with both the efficient Fram Oil Cleaner and a floating oil screen.

With this double safeguard, not available as standard equipment in any other car, regardless of price, Studebaker owners find that they drain the crankcase and fill with new oil far less often than in cars equipped with either a filter or a screen alone. Tight gaskets and other fittings further prevent oil leakage and save you money.



Studebaker State President Club Sedan

You get the smooth power of the world's finest 8-cylinder engine in every 1939 Studebaker President model. And you get the prestige of driving a car that bows to no car in smartness and advancements. For town and country use, the 6-passenger club sedan model pictured above can't be matched. Yet, for all its distinction, it's a remarkably low priced car and a decidedly low cost car to operate.

(LEFT) Full-vision, true-vision windshields make driving a 1939 Studebaker a delight
(RIGHT) Studebaker's twin lever steering gear simplifies parking





AUTOMATIC WATER THERMOSTAT

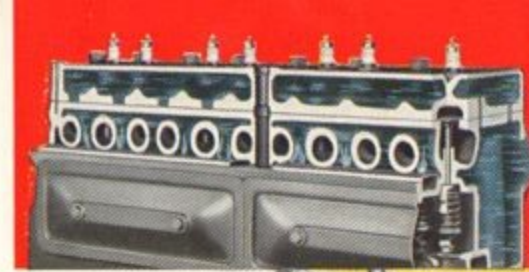
AUTOMATIC HEAT CONTROL

AUTOMATIC SPARK CONTROL

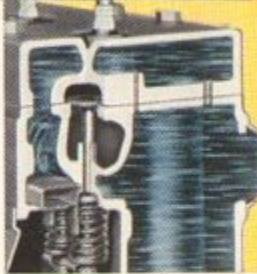
AUTOMATIC IDLE CONTROL

AUTOMATIC CHOKE CONTROL

Studebaker automatic engine controls take the "work" out of driving—Automatic heat control, automatic water thermostat, automatic idle control and automatic spark control combine to simplify the "work" of driving both for you and for the engine. You burn less gas, use less oil, start with greater ease and keep your car running smoothly for more miles at less cost, thanks to these efficient Studebaker achievements. Automatic overdrive of course is still another of these motor-saving, money-saving advancements. You have only to drive a 1939 Studebaker 10 trial miles to realize how much of the usual work and worry of driving is done for you automatically by Studebaker.



Water cooled cylinder bores and valves increase Studebaker efficiency—and water forced direct from the radiator to the individual valve seats prevents warping, pitting, riding and burning and eliminates the need for frequent grinding, saving gasoline and bettering performance. Cylinder bores are water-jacketed full length, thereby reducing crankcase oil temperatures 50 degrees.



Noise, heat and cold are blocked out by Studebaker's unique 12-point system of insulation. Newly developed materials with air-cell insulators are literally bonded onto the steel. Not only the roof and sides but the floors are fully temperature proofed and resonance proofed in the 1939 Studebakers.



All posts are of box-section construction

Box-section sill where body is attached to frame

Double box-section windshield posts—greater safety

Exclusive box-section roof rail construction

World's strongest steel body reinforced by steel box section girders—Studebaker leads in body safety as well as operating safety. The one-piece steel Studebaker body is rigidly reinforced by more twist-proof, stress-proof box-section girders of steel than you will find in any other car. Steel doors, steel floor and steel cowl further increase the armored safety Studebaker offers you. Everywhere there's likely to be strain there's box-section girder strength.

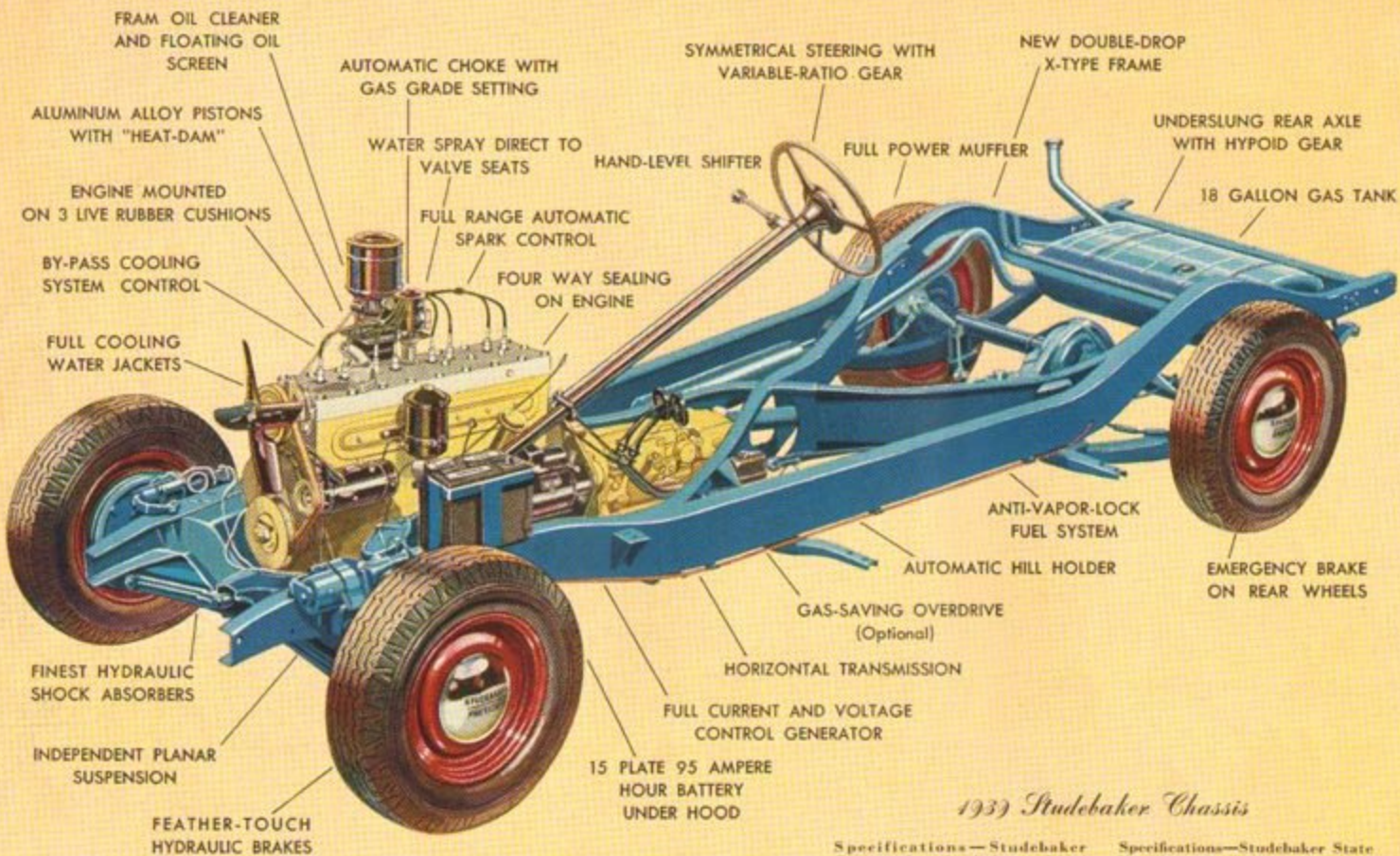


Studebaker State President Coupe

Whether you choose it for your extra car or your only car, you'll be proud of the impression you make when you roll up in this distinguished Studebaker State President Coupe. It has a million dollar air about it, inside as well as outside, yet it's priced so moderately you wonder why anybody should want to pay more. Money can't buy a car that excels the State President Coupe in looks or performance.

(LEFT) Studebaker angle-out front window ventilates work simply, protects thoroughly
(RIGHT) For years in the Indianapolis speedway races Studebaker stamina has been proved





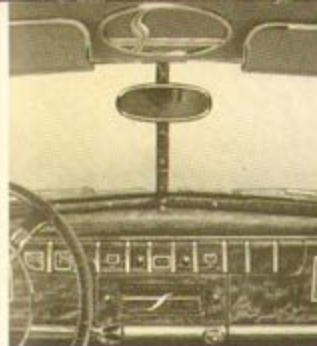
1939 Studebaker Chassis

Specifications—Studebaker Commander—6 cylinders... L-head engine... Bore $3\frac{1}{8}$ "... Stroke $4\frac{1}{4}$ "... Actual horsepower 90 @ 3400 R.P.M. ... Taxable horsepower 26.35... Compression Ratio 6.01 to 1... Piston Displacement 226 cubic inches... Gear Ratio 4.55 to 1... 4.82 to 1 with overdrive... Tire size 16 x 6.00—16 x 6.50 optional at extra cost... overall length 193 $\frac{1}{4}$ ".

Specifications—Studebaker State President—8 cylinders... L-head engine... Bore $3\frac{1}{8}$ "... Stroke $4\frac{1}{4}$ "... Actual horsepower 110 @ 3600 R.P.M. ... Taxable horsepower 30... Compression Ratio 6.0 to 1... Piston Displacement 250 cubic inches... Gear Ratio 4.55 to 1 standard... 4.82 to 1 with overdrive... Tire size 16 x 6.50—16 x 7.00 optional at extra cost... Overall length 199 $\frac{1}{4}$ ".

Studebaker reserves the right to change any of the specifications listed in this catalog without obligation to subsequent purchasers, or to add new designs or improvements without making similar alterations in automobiles manufactured.

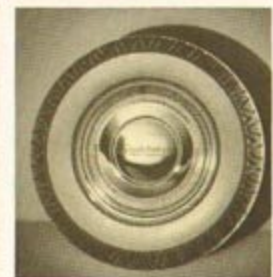
Studebaker Accessories



Touch control automatic tuning radio—For 1939 Studebaker embodies an entirely new principle in automatic tuning. For the first time for automobile use automatic tuning is available in a safe and simple form. "Touch Tuning" has just one button to operate. A flick of your finger and there's your station instantly, automatically at its exact frequency. No more turning of knobs and failing to hit the right spot with resultant garbled reception. A dial window shows the call letters. Complete tonal control is also available—voice, music, bass, bright, mellow or deep. The new concealed type cowl antenna illustrated, is the most efficient and attractive yet developed. Adjustable for long or short range reception.



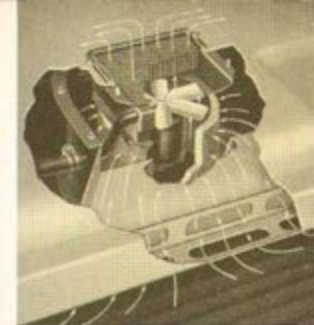
Wheel discs—Studebaker chromium wheel discs are in the modern vogue. They create that appearance of added smartness. Clever fluting adds life and lustre to wheels whether idle or in motion.



Defroster—Available as a separate unit to prevent frost formation on the windshield before the heater is up to temperature and for deicing the windshield in sleet storms. Blower concentrates a stream of air over the entire windshield through concealed apertures in windshield frame.



The new Studebaker "Climatizer" is a central fresh air heating, filtering and ventilating system with ten points of superiority. Outside air is drawn in through an opening near the running board, thoroughly filtered of impurities, then heated and distributed evenly throughout the car. The "Climatizer" is built in to the car under the front seat and is entirely concealed and free from protuberances. May be used without heating unit for ventilation in mild weather.



Electric clock—The Studebaker Electric Clock is an accurate jeweled instrument built like a fine watch. Installs in a recess provided in the package compartment door. Dial is indirectly illuminated. A clever light in back illuminates interior of package compartment when door is opened.



Cigar lighter—The Electric Cigar Lighter for 1939 Studebakers mounts conveniently at just the right angle in the smoker's compartment in the center of the instrument board. It's completely automatic—you press the button in—no thumbing or holding necessary. When ready for use it clicks to tell you so.



Controllable spotlight will be welcomed by motorists who drive extensively at night. Focuses from car interior in any desired direction at the will of the driver. Remains fixed in any predetermined position regardless of road roughness. Casts a long penetrating beam.



Fog lights—Studebaker Fog Lights are exceptionally ornamental as well as useful. They are particularly effective when driving in fog, rain or snow. Available in pairs or singly. Mount on front bumper—permit a long, low and strong beam without interfering with oncoming cars.



Luggage

Studebaker luggage cases are smartly styled from quality materials. Designed especially for the 1939 model trunks. Cases are available singly or in sets of three finished in modern striped linen or black sharkgrain fabricoid.

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