

NEW 1938 STUDEBAKERS



Studebaker

PRESENTS

**TWO GREAT NEW LUXURY CARS
THAT EMPHASIZE LOW PRICES!**

STUDEBAKER brilliantly dramatizes its eighty-sixth consecutive year of public service with two remarkable new automobiles . . . the lowest priced cars of their quality and completeness that have come off an assembly line in the entire history of the motor car industry.

Determined to leave nothing undone, Studebaker has spent millions in new dies, tools and equipment, not to speak of engineering, laboratory research, proving ground and mountain road tests, in order to make these two

glamorous new luxury cars the greatest dollar values the world's oldest vehicle manufacturer has ever offered. They are completely new cars in every vigorous flowing line, strikingly original creations of the world's foremost designers and finest craftsmen.

In fact, in these cars, for the first time in automobile history, Studebaker introduces solid, symmetrical, balanced design as devoid of meaningless ornamentation and as truly functional as the rhythmical, clean-cut, expressive architecture of the modern skyscraper.

You have more wonderful new things to see and to try in these low-priced luxury Studebakers of 1938 than you ever expected to find in any new automobiles. And backing up the great developments

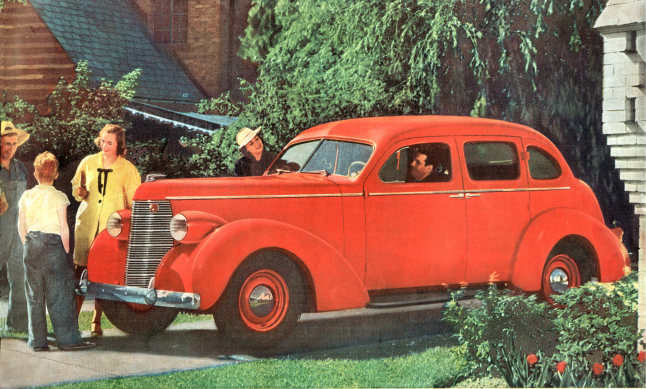
that make them the most advanced cars of the times is a structural and mechanical soundness which stems straight from Studebaker's incomparable craftsmanship, at once the marvel and the envy of the entire automobile world.

Schooled for years in the uncompromising Studebaker standards of excellence, the Studebaker working force of skilled, conscientious artisans includes more long-time employees than you will find in any other single automobile factory. And as their crowning achievement, these Studebaker craftsmen proudly present the two new low-priced luxury Studebakers of 1938 pictured and described in these pages.



Fathers and sons have proudly worked side by side in the select group of Studebaker craftsmen through generation after generation since 1852. Pictured above is a Studebaker veteran father instructing his 19-year-old son in the line art of toolmaking.





NEW 1938 STUDEBAKER COMMANDER CRUISING SEDAN

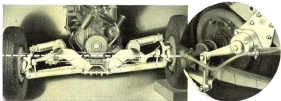
This lowest priced 4-door, 6-passenger sedan in the 1938 Studebaker line has no rival for ride, performance and handling ease outside of the Studebaker family. It is truly sensationally low priced as comparison with cars of similar size reveals. Among the many niceties it offers at



no extra charge is the capacious ash receiver illustrated at the left which flicks open or shut at a touch. There's an outlet provided for an electric cigar lighter. The space immediately above the ash receiver on the instrument panel may be used for built-in radio controls and dial.



YOU RIDE RELAXED in all the new 1938 Studebakers. There's lullaby comfort in the wide, deep, chair-height seats, contoured to the body. The rich, soft, durable Studebaker upholstery fabrics are tailored over cool, sanitary, resilient material and finest coil springs. And no matter what the speed of the car, or the type of road it travels on, the Studebaker Miracle Ride protects you and your passengers against jolting and fatigue.



THE HEART OF THE MIRACLE RIDE and one secret of Studebaker's exceptional stability and handling ease is Studebaker's exclusive and tremendously successful independent planar front-wheel suspension, standard equipment without extra charge on all 1938 models. The new Studebakers have the finest hydraulic shock absorbers as well.

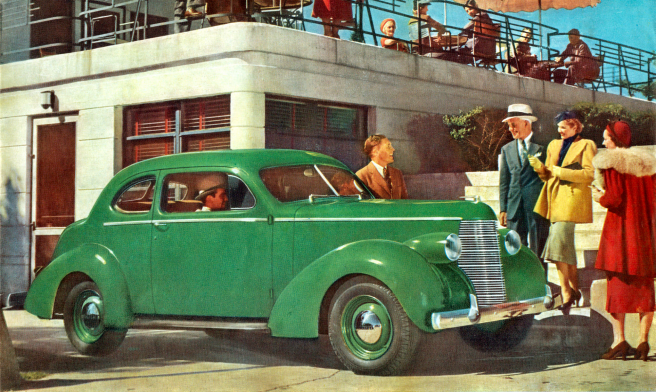
*** ONLY A 1938 STUDEBAKER GIVES YOU THESE THREE EXCLUSIVE FEATURES AS STANDARD EQUIPMENT:**
INDEPENDENT PLANAR SUSPENSION
AUTOMATIC HILL HOLDER
NON-SLAM ROTARY DOOR LATCHES



YOU NEVER HAVE TO SLAM STUDEBAKER DOORS. They close lightly, tightly and silently on unique rattle-proof rotary latches which engage securely at a gentle push or pull of the door. This type of latch is unaffected by wear and automatically grips tighter with the motion of the car even after years of use. Studebaker introduced this long-needed convenience and protection. And it's standard on all models at no extra charge. It's another example of Studebaker's progressiveness.



STUDEBAKER SPECIALIZES IN STABILITY as a ride in any one of the new 1938 Studebakers reveals. The center of gravity is only 25 inches above the ground with road load. Even on curves at high speeds, there is little or none of the roll or side sway that is commonly produced by centrifugal forces in other cars. Drivers and passengers have a satisfying feeling of steadiness and safety.

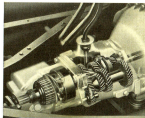


NEW 1938 STUDEBAKER COMMANDER CLUB SEDAN

It has the sleek, flowing body lines of a sport coupe with the roominess of a sedan. It's far and away the foremost achievement in brougham design of the year. Its long hood, distinctive front end and gracefully modeled trunk make it a heads-up blue ribbon winner in any company

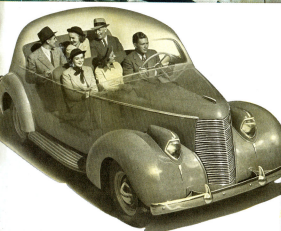


of motor car thoroughbreds. And in common with all 1938 Studebaker models it has a very simple front seat adjustment as illustrated. The whole seat moves to any desired position, not only backward and forward but also up and down to accommodate the height of the driver.



NOT THE REAR FLOOR BUT THE FRONT! Almost perfectly flat and level is the front floor of all the 1938 Studebakers as the photograph directly above indicates. Studebaker's new horizontal transmission, in which the gears are side by side instead of in conventional "two story" arrangement, eliminates the bulky, center hump common to many cars.

THERE'S LOADS OF ROOM FOR LOADS OF LUGGAGE in the 1938 Studebaker sedan trunk. Two-door models have 20.9 cubic feet of usable trunk storage space—four-door models 20.1 cubic feet—and this does not include the 2 to 3 cubic feet occupied by the spare tire and wheel which are fastened rigidly upright against the trunk rear wall, out of the way yet accessible. Tools are carried concealed below floor level.

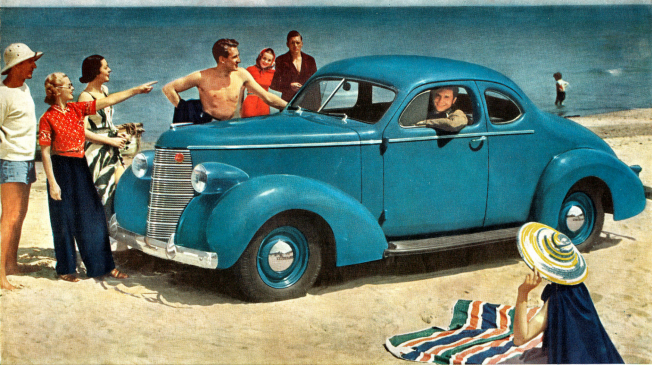


REAL 6-PASSENGER ROOMINESS! The picture above only suggests the new spaciousness of the 1938 Studebaker sedan interior. In the front seat as well as in the rear seat, there's plenty of room—elbow room, shoulder room and hip room—for three adult passengers. And there's abundance of leg room and head room for six-footers.



HYPOID REAR AXLE GEARS are a standard Studebaker feature. Quieter than conventional bevel gears, they have longer and stronger gear teeth and more tooth area in contact—and the resulting undulating rear axle makes possible Studebaker's lower floors.

REAR FLOORS ARE FLAT . . . SEATS ARE CHAIR HEIGHT and the slushy carpeted floors are all steel with grooved and box-section steel reinforcement for strength and quietness. Leg room is ample. And floors and door sills are same height to prevent tripping.

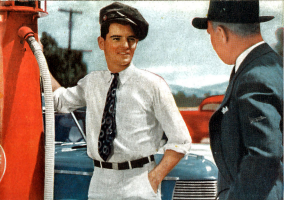


NEW 1938 STUDEBAKER COMMANDER COUPE

Year after year, Studebaker has set the coupe style for the rest of the motoring industry and for 1938 this sleek masterpiece of body design again maintains Studebaker leadership. Its roomy interior easily accommodates three full size passengers and its capacious rear deck has



26.5 cubic feet of storage space. Spare wheel and tire are carried, not in the trunk, but behind the seat in an easily accessible position. There is also space in the special tire compartment for parcels or other small items. It's a coupe of real appeal to active men and women.



GASOLINE MILEAGE THAT CHALLENGES ANY is one of the big appeals of the 1938 Studebaker to thrifty motorists. And along with the Studebaker low fuel consumption that would be a credit to a smaller and lighter car, you get thrilling, high-powered performance.

UNIQUE AUTOMATIC ENGINE CONTROLS are one of the reasons for the superior economy and efficiency of the 1938 Studebaker power plants. You burn less gas, use less oil, start with greater ease and keep your car running more smoothly for more miles at less cost, thanks to these efficient Studebaker achievements. Studebaker is one of the world's most nearly automatic cars.

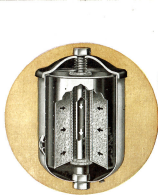
AUTOMATIC
HEAT CONTROL

AUTOMATIC WATER
THERMOSTAT

AUTOMATIC
IDLE CONTROL

AUTOMATIC
SPARK CONTROL

AUTOMATIC
CHOKE CONTROL

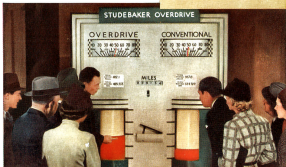


THE DIP STICK TELLS THE STORY of Studebaker's exceptional oil economy. The marvelously efficient Fram oil cleaner, standard on all 1938 Studebakers, combines with the latest model 1938 floating oil screen to filter out all oil impurities. Oil is added only as used and usually two crankcase drainings a year are ample.



LIGHT WEIGHT ALUMINUM PISTONS WITH HEAT DAM and surfaced with protective bearing metal add to the long life of Studebaker engines. The "heat dam," developed and pioneered by Studebaker's engineering staff, protects the piston rings against overheating and wear, substantially aiding in promoting economy.

GAS-SAVING AUTOMATIC OVERDRIVE is an optional small-extra-cost feature of all the new 1938 Studebaker models. It pays for itself in a few months in gas savings, aids in adding years and thousands of miles to engine life. Combined with Studebaker free wheeling, overdrive insures exceptional gasoline economy at all car speeds. The two make a restful, thrilling sport out of driving.



Look how you save in overdrive as compared with conventional transmission both cars running at same speed! The difference between the red columns of gasoline in picture above!

*** ONLY A 1938 STUDEBAKER GIVES YOU THESE THREE EXCLUSIVE FEATURES AS STANDARD EQUIPMENT:**
INDEPENDENT PLANAR SUSPENSION
AUTOMATIC HILL HOLDER
NON-SLAM ROTARY DOOR LATCHES



NEW 1938 STUDEBAKER STATE COMMANDER CRUISING SEDAN

With its streamlined headlamps "faired" into its vigorously air-curved front fenders, its long smooth hood and impressively beautiful top and sides, the State Commander Cruising Sedan is in a class alone in style distinction. It has a paint finish twelve coats deep and is available



in a number of distinctive colors. Optional equipment on all 1938 Studebakers at slight extra cost is Studebaker's vacuum-actuated Miracle Shift, illustrated at left. It operates in the same way as the conventional floor lever shift, provides front floor clearway, eases driving effort.

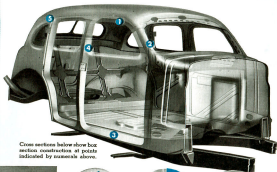
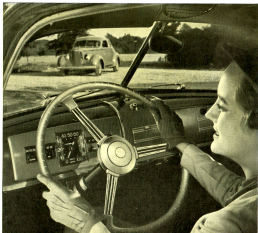


FINEST FEATHER-TOUCH HYDRAULIC BRAKES give the 1938 Studebaker the protection of swift, easy, non-grabbing stopping. As photographic diagram at the right shows, Studebaker employs slightly larger pistons to operate the forward brake shoes which insures that even with a light pedal pressure the car will come to a safe, smooth, equalized stop. Studebaker brake linings are scientifically designed to prevent "squealing", and have been increased 18% in braking surface. Drums are solid, long-lived cast iron and are keyed to steel backing plates.

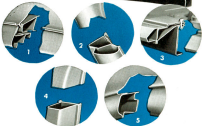


WIDE WINDSHIELDS ASSURE FULL VISIBILITY in all the 1938 Studebaker models. Nearly five inches wider than the 1937 type, this year's windshield also has a new angle of backward slant so that the driver can look up as well as straight ahead, especially important in localities where overhead stop lights are used. The windshield corner posts are strong but slender.

As a further aid to visibility, provision is made in all 1938 Studebakers for the installation of a built-in warm air defroster and a novel automatic liquid windshield cleaner.



Cross sections below show box section construction at points indicated by numbers above.



WORLD'S STRONGEST STEEL BODY REINFORCED BY STEEL. In the 1938 Studebaker body, the side panels as well as the roof are of one-piece steel reinforced by more box section girders of steel than are used in any other car. Steel floors, steel doors and steel cowl add to this armored protection that the new Studebaker provides.



THIS BOX TWISTS EASILY. Look how easy it is to crush and twist one section of an ordinary suit box. That's the "U" type of reinforcing that is used at some vital points in other steel automobile bodies.



BUT THIS BOX DOES NOT. Put the top on the same suit box and it resists crushing and twisting. It's this 4-sided type of steel box girder that gives Studebaker the world's strongest, safest steel framework.

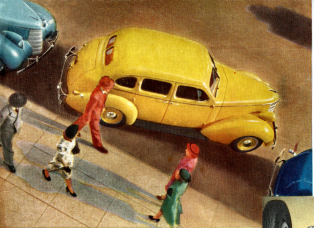


NEW 1938 STUDEBAKER STATE COMMANDER CLUB SEDAN

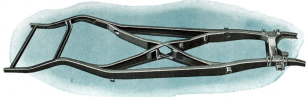
It took 86 years of Studebaker experience and skill to produce this glamorous 1938 line of luxury cars of which the smart Commander State Club Sedan is so brilliantly representative. And the Club Sedan as well as all other State Commanders has many such wanted Stude-



baker features as the Automatic Hill Holder and the "phantom" type steering wheel as standard equipment at no extra charge. Alongside is pictured the State Commander Club Sedan luggage compartment which lights automatically when lid is lifted at night.



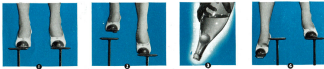
IT'S EASY TO PARK IN CLOSE QUARTERS in the 1938 Studebaker because it has a variable ratio steering gear with one range for parking and one with quick control for safety on the straightaway. This costly and dependable twin lever Studebaker steering gear simplifies driving by enabling you to cut the turning effort required in parking more than half.



FRAMES ARE STRONGER AND STIFFER THAN EVER giving the 1938 Studebaker maximum protection from road shock and providing a solid, stable foundation for the whole car. The straight strong X girders have the rigidity of a steel railroad bridge. The body and frame combine in one super-strong stress-proof unit that is a triumph of quietness and comfort.



SYMMETRICAL, DIRECT-ACTION, SHOCK-PROOF STEERING as pictured at the left gives Studebaker the strongest and safest steering linkage known to automotive engineering. Road shocks are taken up by the chassis springs and are not transmitted to the steering wheel. The effect is as if the front wheels were controlled by two individual but absolutely identical steering hook-ups, providing balance and steadiness and increasing tire life.



NO MORE TAP DANCING when you come to a stop on an upgrade. You stop in the regular way (1). Studebaker's automatic hill holder allows you to take your right foot off the brake pedal and hold it ready for the gas (2) because simply by keeping the clutch pedal down you have actuated a ball check that retains braking pressure in the fluid line much as the ball is doing in the bottle above (3). When ready to go you release the clutch pedal and touch the accelerator (4) and you're on your way without rolling back and without confusion.

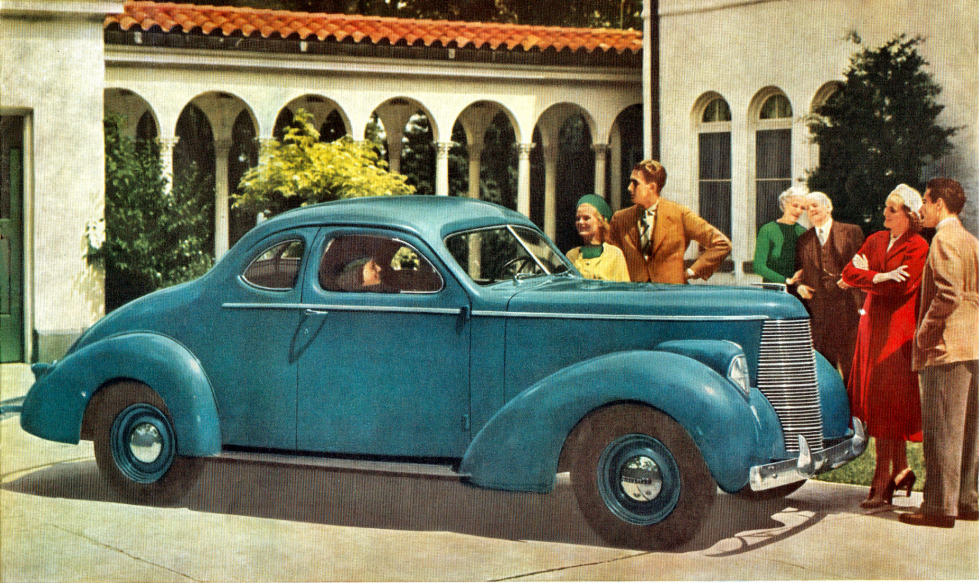


YOU DON'T ROLL BACK ON HILLS in the new 1938 Studebaker. All models have Studebaker's famous automatic hill holder as standard equipment at no extra charge. The hill holder is one of the greatest safety aids to driving convenience ever developed by Studebaker's engineers.



ONE OF THE WORLD'S EASIEST HANDLING CARS, the new 1938 Studebaker all but drives itself without wander, weave, pitch or roll. Everything about it is solid and strong. The instant you sit behind the wheel you have a confidence in its road-worthiness and trustworthiness you never experienced before. All driving controls are instantly accessible yet so located there is no danger of accidental contact and no interference with the symmetrical beauty of the instrument panel.

*** ONLY A 1938 STUDEBAKER GIVES YOU THESE THREE EXCLUSIVE FEATURES AS STANDARD EQUIPMENT:**
INDEPENDENT PLANAR SUSPENSION
AUTOMATIC HILL HOLDER
NON-SLAM ROTARY DOOR LATCHES



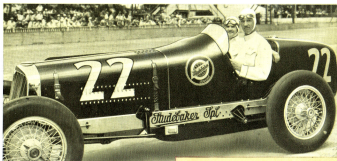
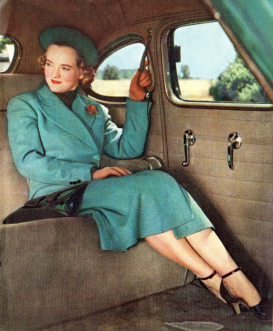
NEW 1938 STUDEBAKER STATE COMMANDER COUPE

Luxury and low price march hand in hand in this glamorously beautiful State Commander. No car of any price has more graceful lines and there isn't a meaningless embellishment anywhere on its smooth exterior. Underneath the nicely rounded lift-up hood is America's finest



and smoothest six cylinder engine. The interior fittings and upholstery of this car are the last word in good taste and among the special conveniences is a wide, deep upholstered shelf behind the three-passenger seat, which is useful for small traveling cases, packages or coats.

* ONLY A 1938 Studebaker Gives You These Three
 EXCLUSIVE FEATURES AS STANDARD EQUIPMENT:
 INDEPENDENT PLANAR SUSPENSION
 AUTOMATIC HILL HOLDER
 NON-SLAM ROTARY DOOR LATCHES



A SPEEDWAY CHAMPION SINCE 1932
 when it finished third in the Indianapolis 500-mile race, the 8-cylinder Studebaker President power plant in Cliff Bergere's car above was still good enough to finish tenth at Indianapolis in 1937. Studebaker power plants never let you down.

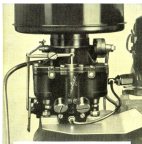
STUDEBAKER SPEEDWAY STAMINA
 is not a mere phrase but a fact. Studebaker still holds every stock car record for all distances from 3,000 to 30,000 miles. Studebaker powered cars took 7 out of the first 12 places at Indianapolis in 1933. Studebaker engineers and craftsmen build to one standard only—uncompromising quality.

SMARTLY APPOINTED AS A LIVING ROOM
 is the spacious interior of the Studebaker State President Sedan pictured at left. The luxurious rear seat has a broad disapposing center arm rest. Floor cords, hardware, robe rails, upholstery and other interior appointments are the last word in good taste.

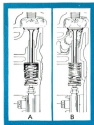


STUDEBAKER CYLINDER BORES ARE WATER JACKETED FULL LENGTH—a provision which reduces crankcase temperatures 80 degrees and assures uniform cooling as well as a better compression seal and improved oil economy. The photo diagram above shows the method

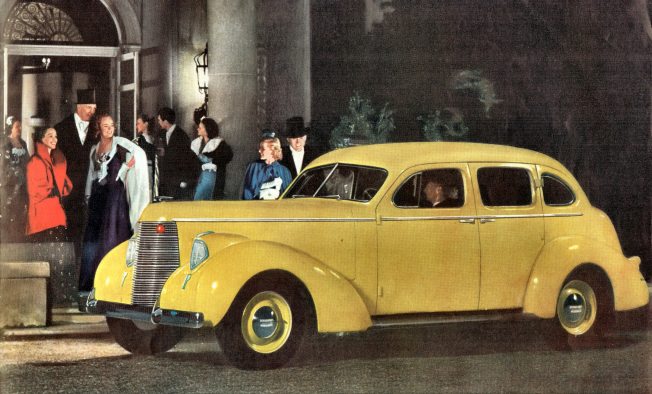
STUDEBAKER VALVES ARE UNIFORMLY COOLED by forcing water direct from the radiator to the individual valve seats, preventing the valves from warping, pitting, riding and burning. This eliminates the need for frequent grinding. Performance is improved and engine life lengthened.



THE LAST WORD IN A CARBURETOR is the duplex aero-type used on the 1938 Studebaker President. The single type carburetor is standard on the Commander. Studebaker carburetors have a new "anti-percolating" device to stop summer stalling.



STUDEBAKER VALVES DON'T FLUTTER and Studebaker valve springs don't break because Studebaker uses its own specially derived valve spring vibration damper (A) which overcomes valve spring surging (B). This is just one of many little known Studebaker provisions for insuring top engine performance. Studebaker does nothing by halves.



NEW 1938 STUDEBAKER STATE PRESIDENT CRUISING SEDAN

Styled in the grand manner from front bumper to tail lights, this proud leader of the Studebaker line is a symphony of balance, harmony and simplicity. Everything about it suggests its function as a means of luxurious transportation. There isn't a line that doesn't "belong". The



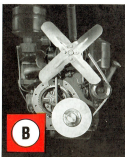
body is considerably wider than it's high and has a solid impressive look that appeals at once to anyone who has owned fine motor cars. Gracefully modeled hardware, pictured alongside, was specially designed and is one of the 1938 President's many nice distinctions.



TIMING GEARS ARE COSTLY CELERON—a non-metallic fabric that is more durable than steel and notably quiet after thousands of miles.



INSULATION THAT FULLY INSULATES makes the 1938 Studebaker perhaps the quietest and most comfortable car ever manufactured. Such materials as kinsul, insulmat and cordex are literally bonded onto the steel. Not only the roof and sides but also the floors are fully temperature proofed and resonance proofed.



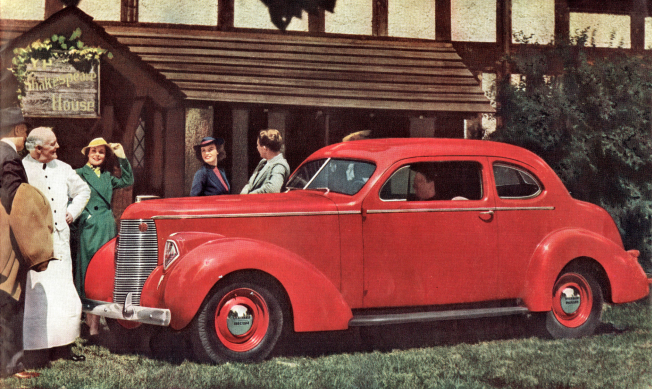
VIBRATION CONTROL IS A STUDEBAKER TRIUMPH and the smoothness of Studebaker engine performance stems straight from pioneering that dates back to the earliest days of the automobile. The pictures illustrate the difference between Studebaker "rounded performance" (B) and the jerky action of an engine (A) lacking Studebaker's scientific balance.



NEW WIND WING COMPLETES STUDEBAKER VENTILATION LEADERSHIP—It's a slanting wind wing that prevents rain from entering the driving compartment, quiets wind wing "whistle", harmonizes with streamline design. And the rear half of the front window may be rolled down or up as desired. Its chromium plated locking strip is a security against theft. Bear quarter windows are also wing type, assuring ventilation not excelled by any car.



STUDEBAKER RAIN DRAINS REALLY DRAIN and Studebaker was first among smooth, solid-top cars to provide this protection. Combined with the slanted Studebaker wind wings and efficient insulating, this feature makes every new 1938 Studebaker a virtually weatherproof car.

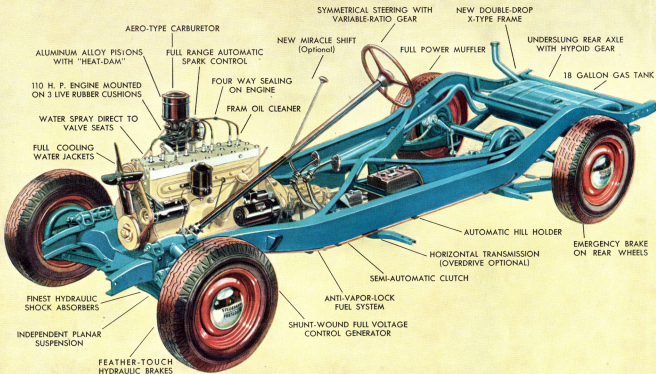


NEW 1938 STUDEBAKER STATE PRESIDENT CLUB SEDAN

Studebaker engineers and designers have specialized in comfort as well as styling, as a ride in this luxurious and roomy State President Club Sedan will reveal. The seats are many inches wider than in the roomy Studebaker models of this type of former years. The wide,



smartly upholstered rear seat has a disappearing center arm rest. One of the sportiest looking cars of the year, this President, due to its 2-door safety, is at the same time very appealing to families in which there are small children who might be tempted to open rear doors.

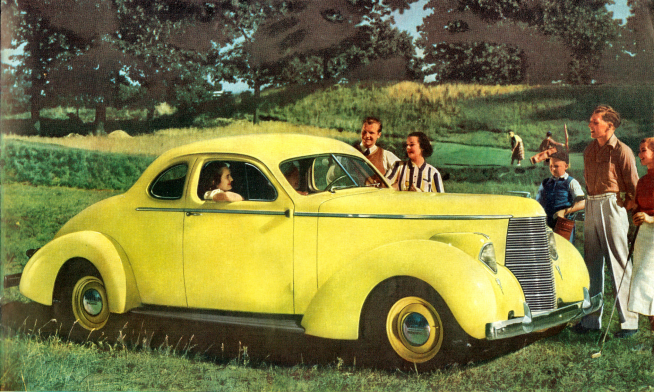


NEW 1938 STUDEBAKER PRESIDENT CHASSIS

8 cylinders . . . L-head engine . . . Bore $3\frac{1}{4}$ "
 . . . Stroke $4\frac{1}{4}$ " . . . Actual horsepower 110 @
 3600 R.P.M. . . . Taxable horsepower 30 . . .
 Compression Ratio 6.0 to 1 . . . Piston Displacement
 (fuel capacity) 250 cubic inches . . . Gear
 Ratio 4.55 to 1 standard . . . 4.82 to 1 with

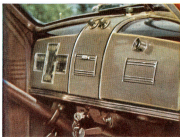


overdrive . . . Tire size 16 x 6.50—16 x 7.00
 optional at extra cost. Overall length 199 $\frac{1}{4}$ " . . .
 Twin sun visors, windshield wipers and tail lamps
 . . . Safety glass all around . . . License plate
 bracket centered on trunk lid above illuminated
 insignia standard on all 1938 Studebakers.

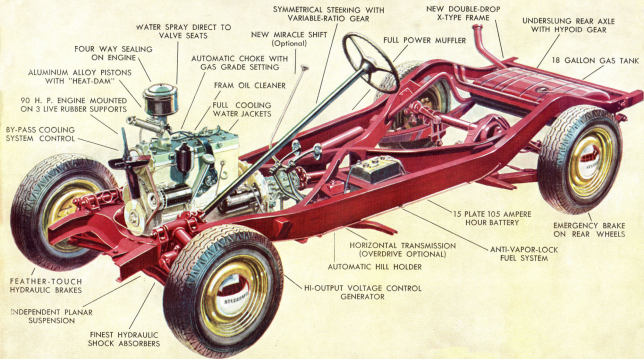


NEW 1938 STUDEBAKER STATE PRESIDENT COUPE

If one thing more than another has earned Studebaker its style leadership for the past several years, it's the smartness of its coupe designing. Curves that are as lovely as nature herself and sweeping lines that have all the vigor of a transport speed plane give this President



Eight Coupe an appearance that few who see it can resist. The rear deck has one of the largest if not the largest luggage compartments ever embodied in an automobile. And the smart instrument panel, pictured at the left, is a triumph of effective simplicity and practical utility.

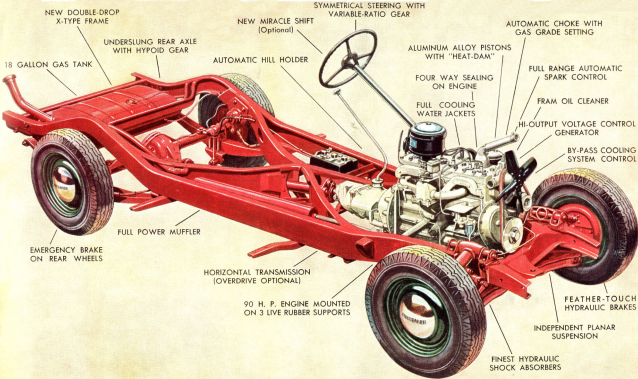


NEW 1938 STUDEBAKER COMMANDER CHASSIS

6 cylinders . . . L-head engine . . . Bore 3 $\frac{1}{2}$ " . . . Stroke 4" . . . Actual horsepower 90 @ 3400 R.P.M. . . . Taxable horsepower 26.35 . . . Compression Ratio 6.0 to 1 . . . Piston Displacement (fuel capacity) 226 cubic inches . . . Gear Ratio 4.55 to 1 . . . Tire size 16 x 6.00—



16 x 6.50 optional at extra cost . . . overall length 193 $\frac{3}{4}$ " . . . Safety glass all around . . . Adjustable sun visor and twin windshield wipers . . . A six that smoothly and effortlessly levels out steep hills with the same thrilling performance it delivers on the straightaway.



NEW 1938 STUDEBAKER STATE COMMANDER CHASSIS

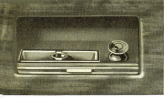
6 cylinders . . . L-head engine . . . Bore 3 $\frac{3}{8}$ "
 . . . Stroke 4 $\frac{1}{4}$ " . . . Actual horsepower 90 @
 3400 R.P.M. . . . Taxable horsepower 26.35 . . .
 Compression Ratio 6.01 to 1 . . . Piston Dis-
 placement (fuel capacity) 226 cubic inches . . .
 Gear Ratio 4.55 to 1 . . . Tire size 16 x 6.00—



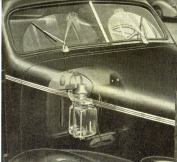
16 x 6.50 optional at extra cost . . . overall
 length 193 $\frac{1}{4}$ " . . . Twin sun visors, wind-
 shield wipers and tail lamps . . . Safety glass
 all around . . . Roomy lockable package com-
 partment in dash, with provision for electric
 clock in lid, standard on all 1938 Studebakers.

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 to automobiles manufactured.

STUDEBAKER



ELECTRIC CIGAR LIGHTER. It's automatic and announces by a click when it's ready for use. No thumbing or holding is necessary. You merely press the button in—when element is heated it clicks and returns to its normal position, giving notice that it's ready. All 1938 Studebaker are provided with a special recess in the instrument board ash receiver compartment to hold lighter.



AUTOMATIC WINDSHIELD CLEANER
All 1938 Studebakers are equipped with special spray nozzles built into the windshield wipers to provide for this Automatic Windshield Cleaner. Pressing a control button releases two fine streams of fluid to the exterior of the windshield for about six seconds and permits the windshield wipers to clear away all foreign matter including dust, road splash, mud, rain spots and insects.



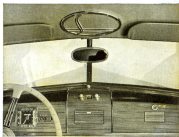
DOOR HINGE MIRROR, available either with or without an accurate thermometer built into its center, is an aid to driving that is coming into greater popularity right along. The thermometer does not interfere with mirror reflections. Mirror attaches readily to the left front door hinge and affords a clear view to the rear of the car on the driver's side, ordinarily a blind spot. Its metal parts are attractively chromium plated and the mirror itself is clear glass with heavy reflector backing. Either type of mirror is designed to fit all Studebaker body models, Sedan, Coupe or Club Sedans whether the President or Commander. It is a useful accessory that adds to the smart appearance of the car.



FENDER LAMPS. Studebaker fender lamps for 1938 are smart and distinctive. They are artistically designed to blend with fender contour, headlamps and other exterior trim. A safety factor because they indicate your fender width to oncoming cars. Easily installed on any 1938 Studebaker.

CONTROLLABLE SPOTLIGHTS which operate from the car interior may be focused in any desired direction at the will of the driver. Light will remain in any predetermined position regardless of road roughness. Especially useful in locating house numbers and highway direction markers as well as for illuminating right hand edge of road.

DE LUXE GRILLE GUARD affords maximum protection for the radiator grille, special lamps, fenders and license frames. It is beautifully finished in lasting chromium, matching design of bumper and the built-in guards.



NEW 1938 STUDEBAKER PHILCO RADIO. Studebaker radios were designed and developed in the Studebaker factories by Studebaker and Philco engineers progressively with the design and development of the new 1938 Studebaker cars. The Ear Level Speaker which assures rich, clear, lifelike tone, was first introduced and popularized by Studebaker. The result is a correctly engineered radio synchronized acoustically, electrically and mechanically. Designed and built exclusively for Studebaker. And a built-in adjustable antenna, pivoted at left, insures wide range reception free from wheel static.

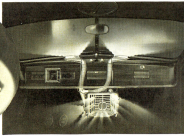


ELECTRIC CLOCK. Sets into the package compartment door. The new automatic Studebaker Electric Clock is made to the exacting standards of the linen watch. It has a jeweled movement and unbreakable "Lucite" lens. Dial is indirectly illuminated.

THE VANITY VISOR MIRROR provides special etched spaces for keeping service and mileage records in erasable form. Safety-enclosed in a heavy steel case it attaches easily but firmly to sun visor and is quickly available when required without removal.



ACCESSORIES



STUDEBAKER QUAD DUTY HEATING SYSTEM. Studebaker heaters are really heating systems. These new scientifically designed units embody new principles of heat generation and distribution and when installed perform four definite and distinct functions . . . front compartment heating, rear compartment heating, windshield defrosting and foot warming.

WINDSHIELD DEFROSTER. All 1938 Studebakers are equipped with integral, built-in, scientifically designed defrosting ducts. The attaching appliances of 1938 Studebaker heaters when installed permit the driver to direct a flow of super-heated air under pressure to both sides of the windshield. Ice, frost, sleet, or condensation will be removed quickly or prevented from forming, if the defroster is used before formation, even under the severest of weather conditions.



HORN OPERATING RING. This novel convenience allows you to sound the horn without removing hand from wheel, a distinct advantage when split seconds count. It mounts level with steering wheel rim, eliminating possibility of unintentionally actuating horn.

OSCILLATING STOP SIGNAL. This novel light is an effective warning signal to following traffic of driver's intention to slow down or stop. When brake pedal is depressed the lantern illuminates and swings back and forth until the brake pedal is released.



FOG LIGHTS. More and more, these lights are becoming popular with motorists interested in safety. They are available in pairs or singly. Heavily chromium plated and legal in all states. Mount on front bumper and cast a long low beam.



THEFT-PROOF GASOLINE CAP. This inexpensive protection prevents prowlers and thieves from removing fuel from the gas tank. It is handlessly finished in chromium and has two special keys. Special dust cap prevents moisture and dirt from entering key hole. Many motorists do not realize it is possible to buy an accessory like this.



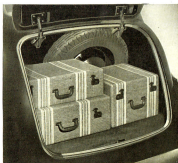
CHROMIUM WHEEL DISCS add a touch of brilliance and smartness to the car. Heavy chrome plating and durable construction assure long life and lasting beauty. Installation or removal when necessary is simple.



FABRIC RADIATOR COVERS inexpensively protect the cooling system in severe winter weather and promote heater efficiency—precisely tailored to the Studebaker radiator grille and adjustable for all temperatures.



METAL WINTERFRONT mounts inside the radiator grille and is out of sight. Shutters are manually controlled from the dash and may therefore be adjusted at the will of the driver to suit temperature conditions.



LUGGAGE EQUIPMENT. Studebaker traveling cases are smart, in good taste and are expertly made of the finest materials available. Designed especially to fit the trunk compartment of all 1938 Sedan models. Cases are available singly or in sets of three in either the smart ultra modern striped linen illustrated or in black shark grain fabric as illustrated. These are full size cases adapted to either men's or women's use.



STOP LAMP FLASHERS When brake pedal is applied the flasher causes stop lamps to flicker on and off at a frequency of seventy-five times per minute—a very effective warning signal to following traffic. This is a sturdy, well made, integral unit easily installed and does not require special bulbs. It is the sort of accessory that often prevents hard bumps.



NEW 1938 STUDEBAKERS



NEW 1938 STUDEBAKERS



NEW 1938 STUDEBAKERS

SOMETHING FOR NOTHING ?

Absolutely!

Send in the attached coupon or bring it to our showroom and with absolutely no payment on your part, no essay, no slogan, no box top, no label, no facsimile, no obligation of any kind, we will give you these four things:

1. A miracle ride in the thrilling new 1938 Studebaker.
2. A cigarette lighter.
3. A flashlight.
4. An "eye-opener" appraisal of your present car, if you want to trade it in at peak value.

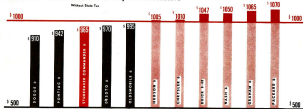
YOU CAN'T LOSE! It costs you nothing, and you gain two worthwhile souvenirs, a pleasant experience and valuable information. We take ALL the chances.

Why do we do it? To correct two misconceptions about Studebaker:

1. People generally think that a Studebaker car costs \$250 more than it actually does cost. Look at the chart below.
2. People think that we have quit accepting cars in trade at good prices.

This mailing is going to a selected list of people who have cars we are ready to take in trade — people to whom we are anxious to make the gifts offered above.

FACTORY RETAIL DELIVERED PRICES OF FOUR DOOR SEDANS WITH TRUNK at City of Manufacture



This offer is good for ten days from the time you receive this envelope.

Act Now! Something for Nothing! You Can't Lose!

A. J. (JIM) CRAIGE

116 W. Wilshire Fullerton, Calif.



SIGN THIS REQUEST and Mail or Bring It to My Showroom!

I would like a FREE flashlight, cigarette lighter, and want a Miracle Ride. This places me under no obligation.

NAME

STREET

STATE

CITY

To The Studebaker Corporation:

This is to certify that the person whose name appears above is the holder of a driver's license, and has had a Ten Mile Miracle Ride. Please send the free flashlight and cigarette lighter.

Dealer's Signature

Firm Name

City

