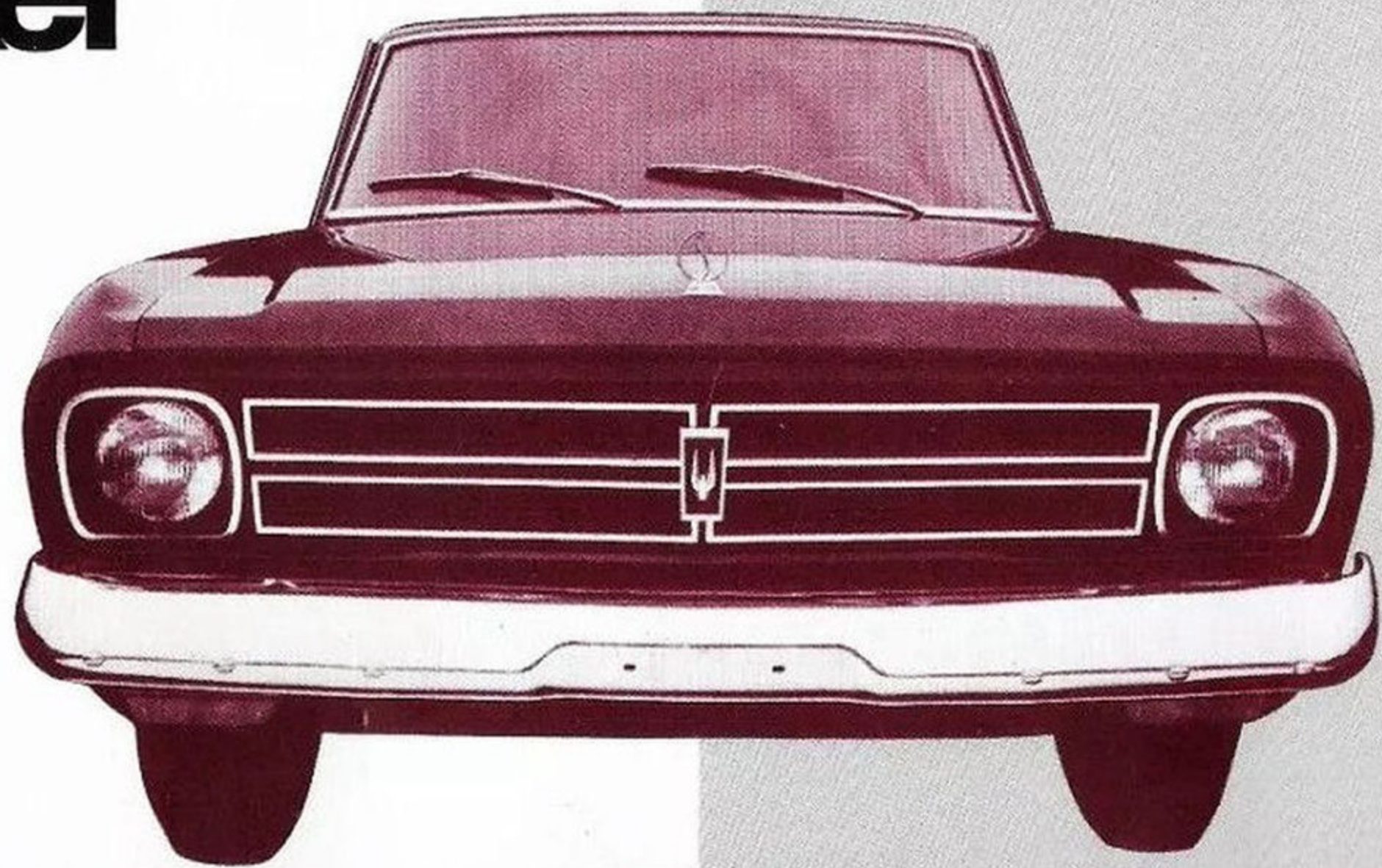


Studebaker

1966



• EXCLUSIVELY STYLED
FACTORY GUARANTEED

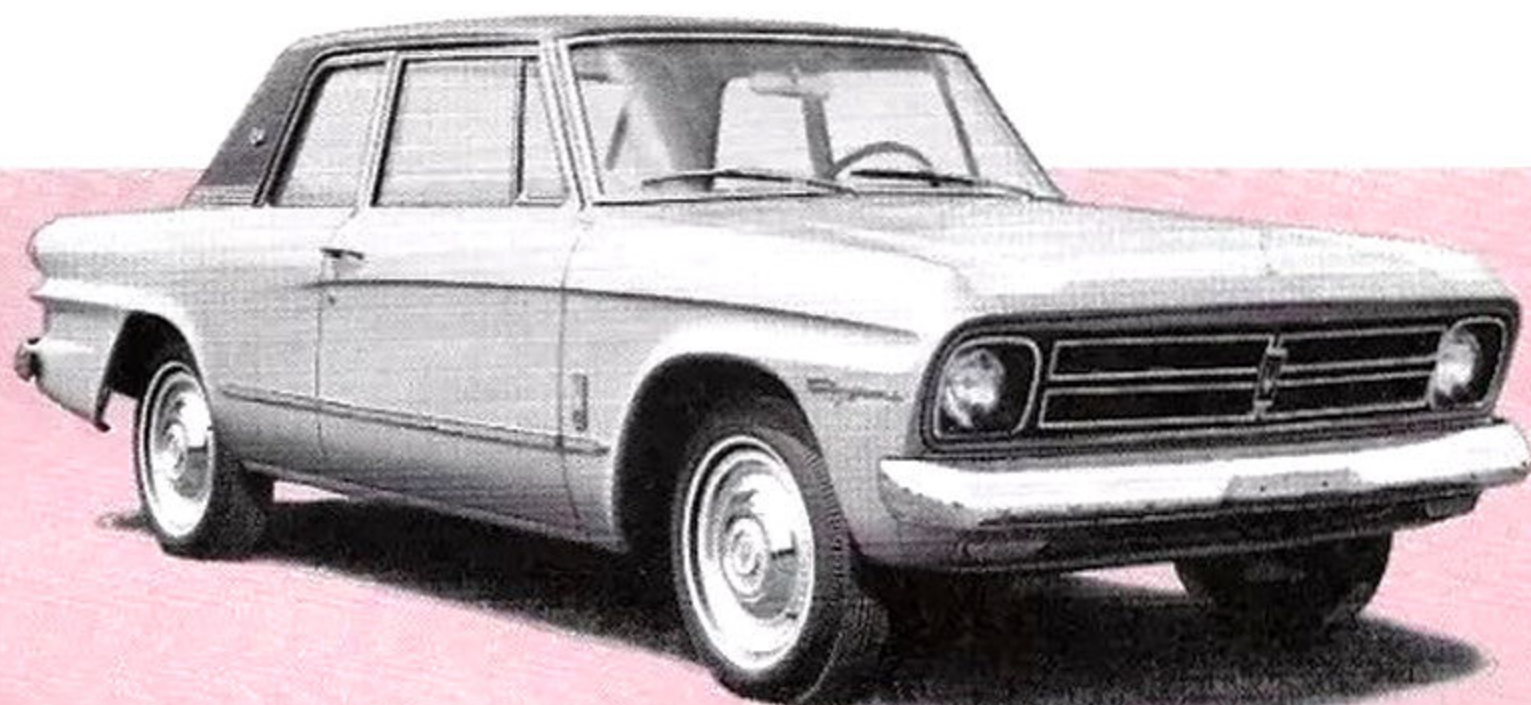
ACCESSORIES

that extra something

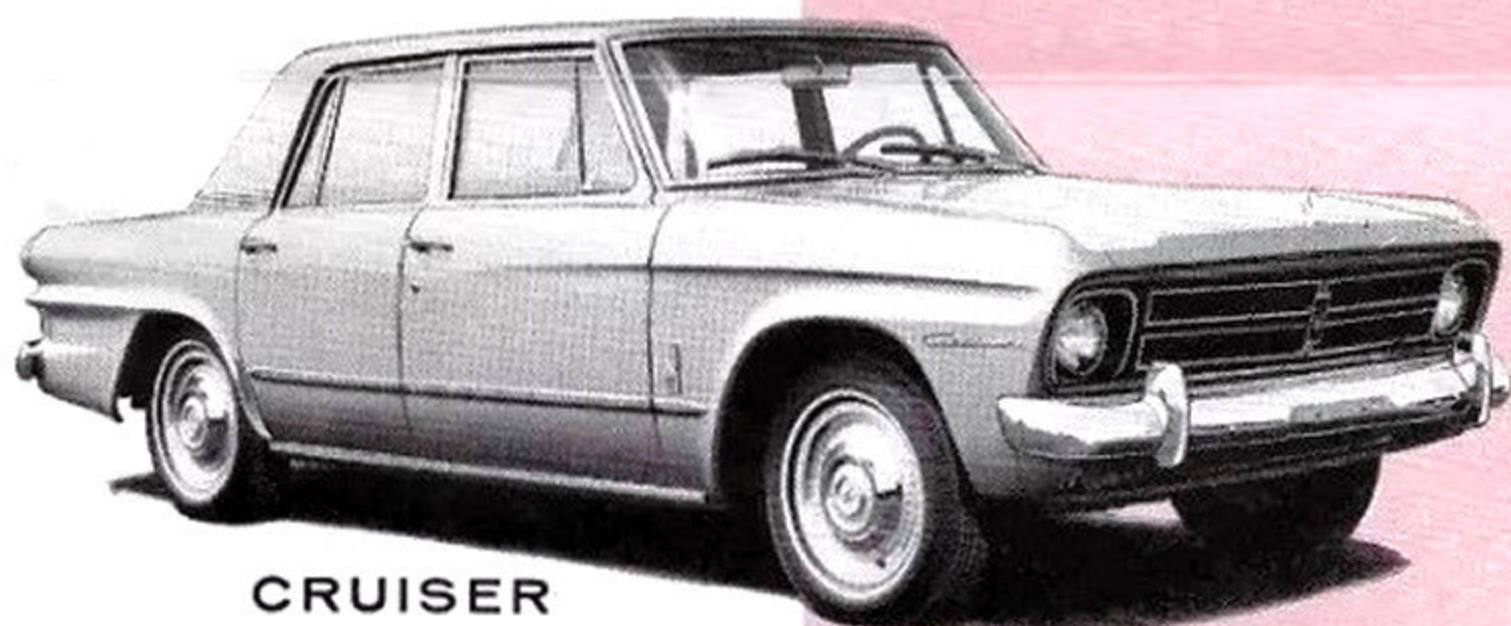
FOR YOUR NEW STUDEBAKER



Studebaker accessories are custom designed for Studebaker cars. As you unfold these pages, browse through the wide assortment that is offered for your car. Choose any Studebaker accessory with confidence because it is factory guaranteed to give you the finest in quality, performance and economy.



DAYTONA



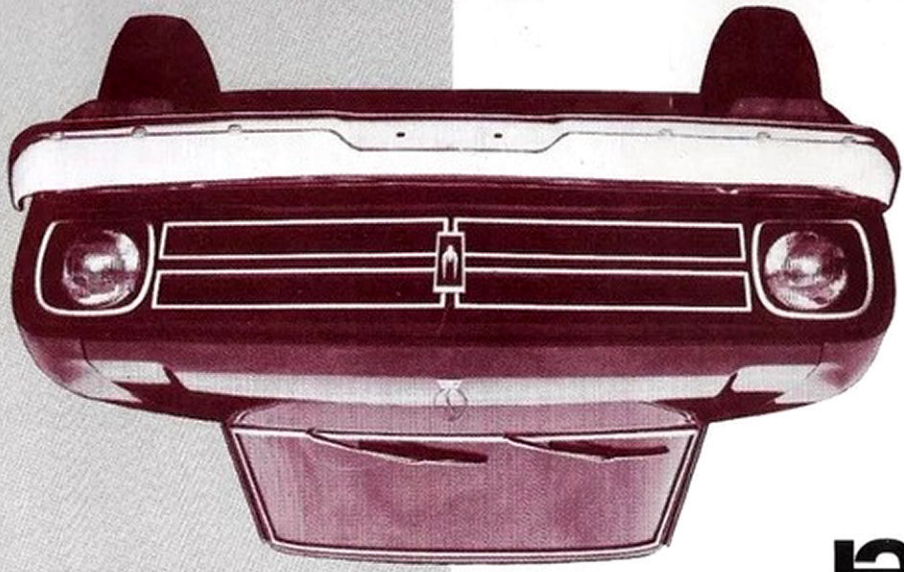
CRUISER



COMMANDER

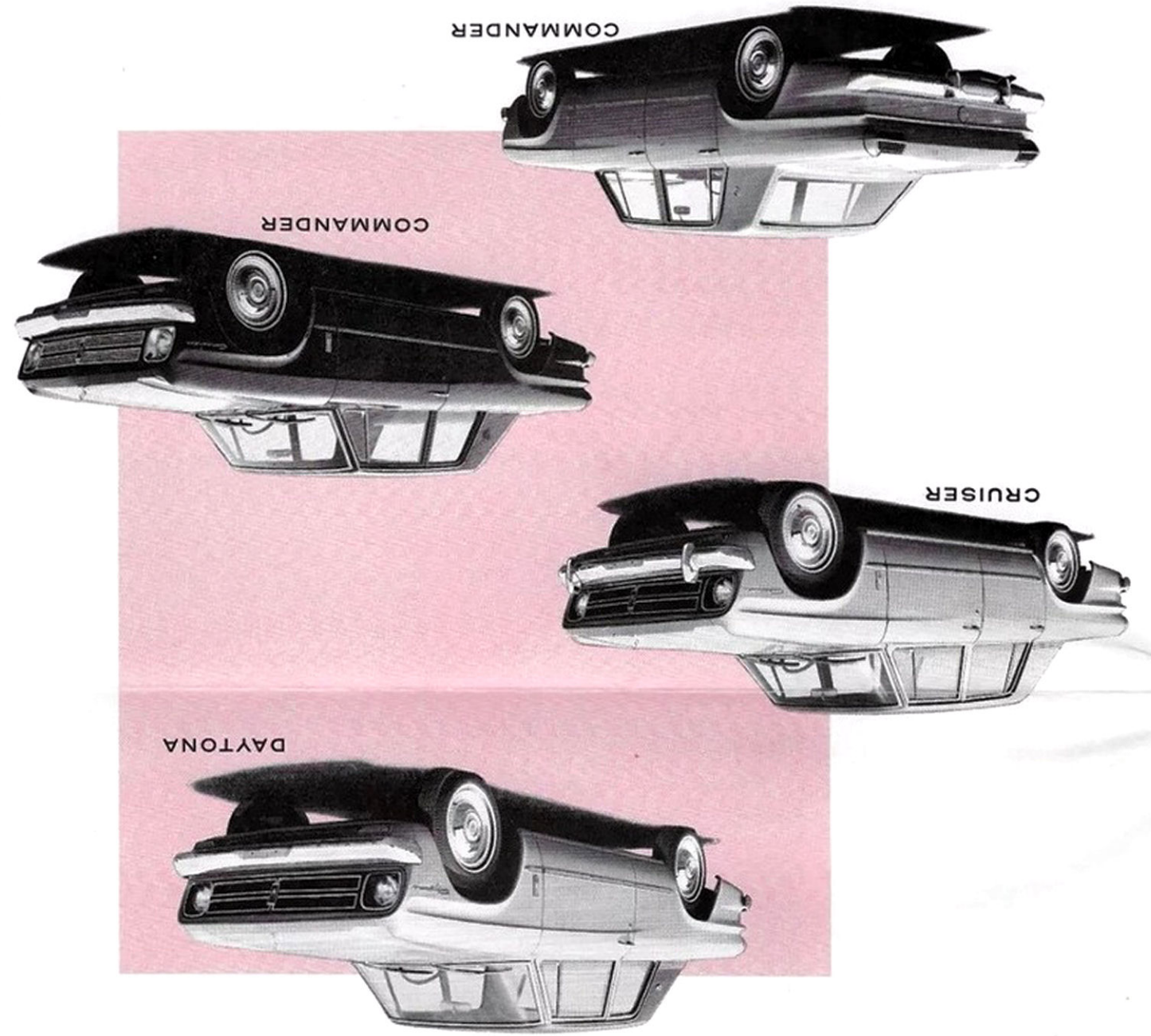


COMMANDER



1966

Studebaker



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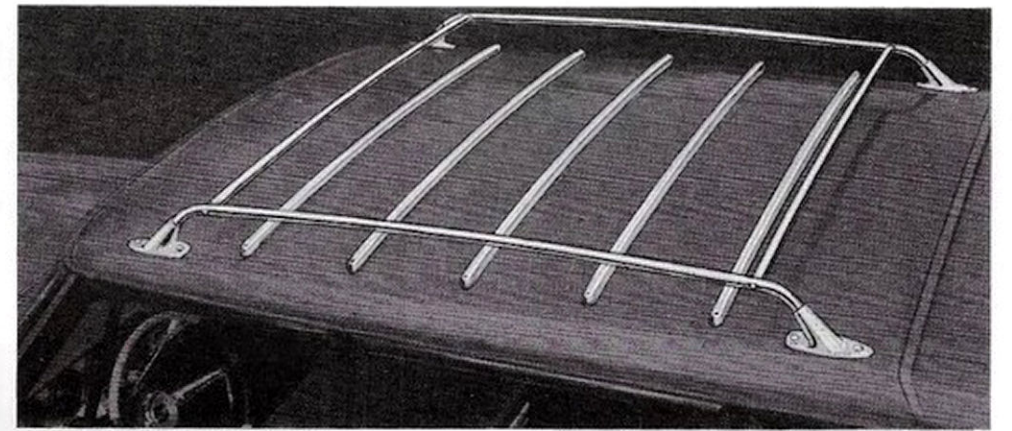
FOR YOUR NEW STUDEBAKER

that extra something

Printed in U.S.A.

WAGONAIRE EXCLUSIVES

for Safety-for Convenience-for Service



LUGGAGE RACK

Give your Wagonaire added distinction and extra carrying capacity with this handsome, spacious luggage rack. Sturdy rails and stanchions are plated with extra heavy duty chrome to withstand the elements. Platform slats are heavy gauge stainless steel for added rigidity and resistance to corrosion.



TAIL GATE STEP

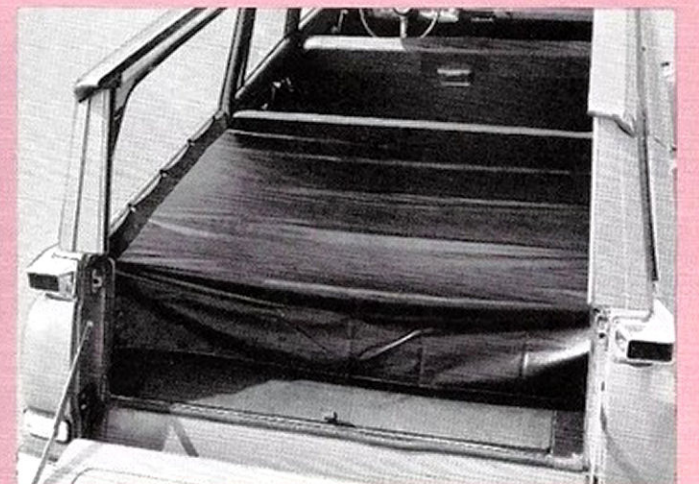
Permits easy access to the cargo area.

STATION WAGON CARGO MAT
Protect the cargo area of your Studebaker Wagonaire from dirt, grime and scuffing when carrying loads. Heavy duty ribbed construction to resist wear and tear.



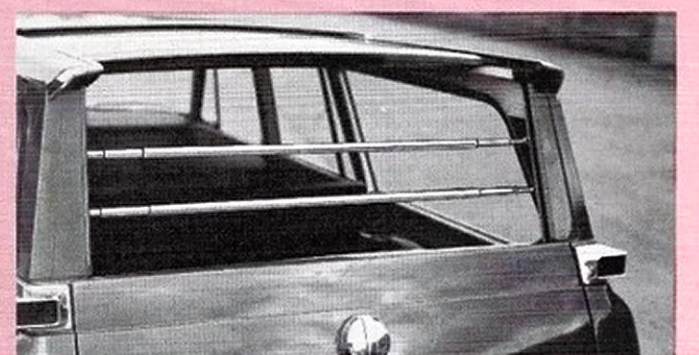
STATION WAGON REAR DECK CUSHIONS

Provide comfort and utility for children, sportsmen and campers, on local trips as well as extended trips. Available in two sections for greater flexibility, easy handling and storage.



CARGO COVER

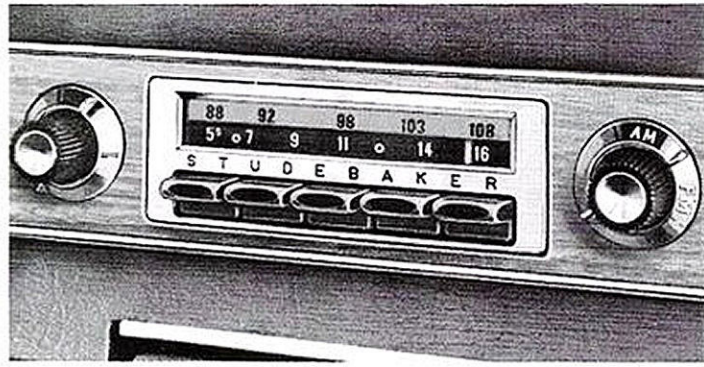
Especially designed for use by travelers and salesmen for covering and protecting luggage and samples in the cargo area. Custom fitted, durable vinyl construction and easy snap-on installation.



STA-BAR KIT

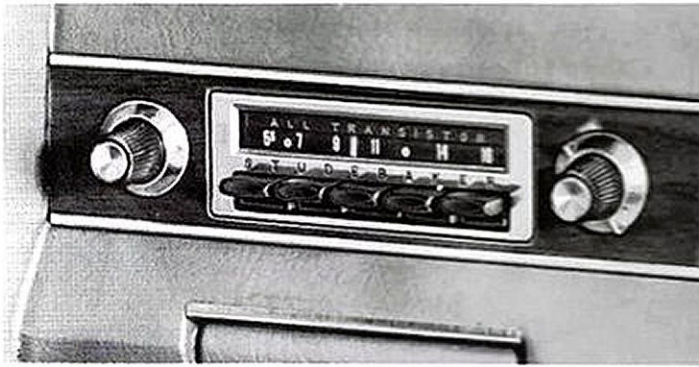
Protect children and pets from accidentally falling from open tail gate window. Can also be used to prevent loads from shifting in the cargo area. Easily removed when not needed.

RADIOS



AM-FM RADIO WITH PUSH BUTTON TUNING

Thrill to the wonderful new world of FM (Frequency Modulation) reception. It offers you a wider station and program choice, virtually static-free FM reception, automatic frequency control along with 5 push-buttons for AM or FM stations. Enjoy exclusive "All Transistor" features such as instant play, lower battery drain, longer life and unexcelled reliability.



HIGHWAY FIDELITY AM RADIO

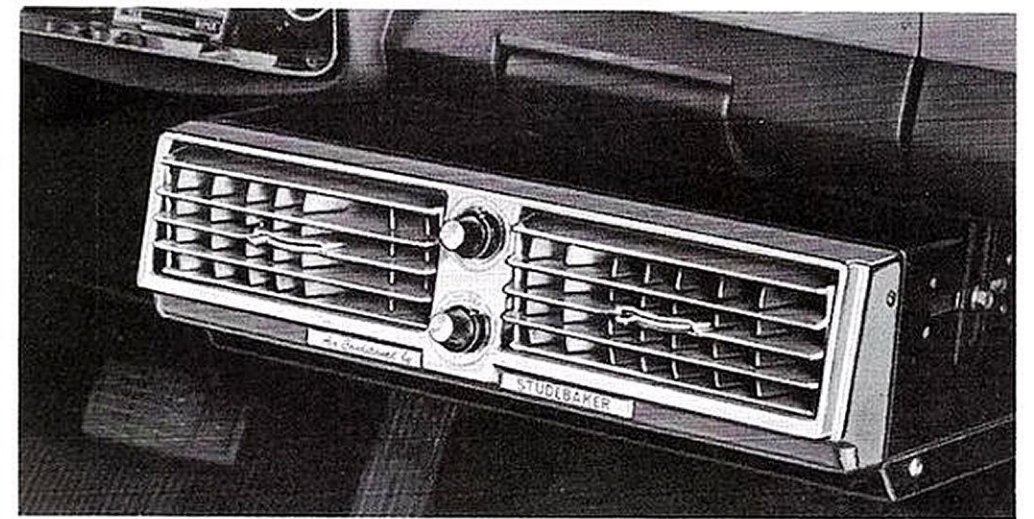
"All Transistor" construction provides instant play and many other features. Available in push button or manual tuning.

AUTOMATIC HILL HOLDER

Prevents rolling backwards after stopping on hill. Simply keep clutch pedal depressed and your right foot remains free to operate accelerator. For models with standard or overdrive transmissions.

POWER STEERING

With power steering, control is almost effortless and virtually no discernable work on your part is necessary to steer or park the car.



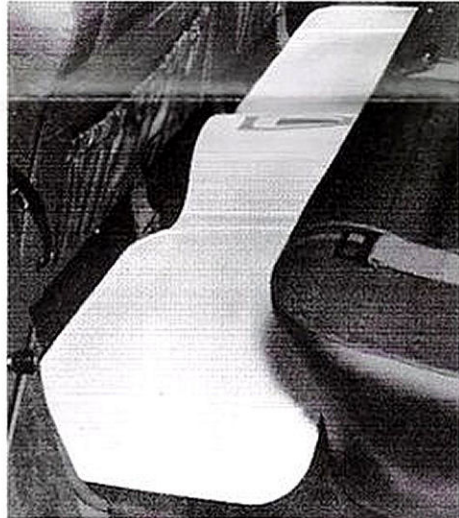
AIR CONDITIONING

- Makes hot weather driving a pleasure for you.
- Controls the humidity in your car.
- Gives you a silent, draft-free ride.
- Prevents that "worn-out" feeling after a long trip.
- Invigorating! Keeps you alert for SAFE highway driving.



REAR SEAT SPEAKER

When operating in unison with radio speaker, provides stereophonic-type tone quality. Manually operated switch permits you to play front or rear speaker separately.



AUXILIARY FLOOR MATS

Protect and preserve the beauty of new floor coverings with front and rear carpet protectors, custom-fitted for perfect fit. Available in choice of red, blue, green, brown, black and white.

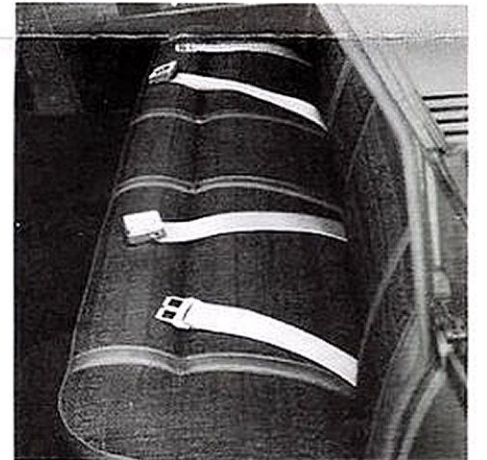
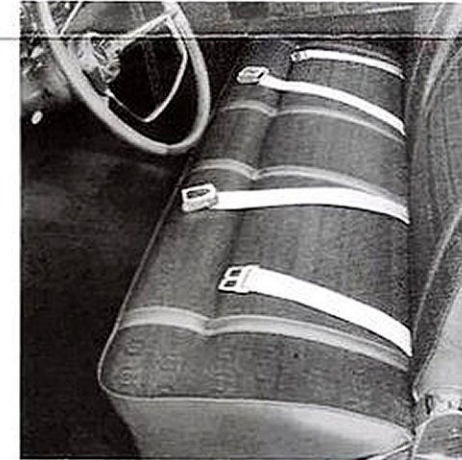
for the Most in MOTORING PLEASURE

SAFETY SIGNAL

Permits all four directional signal lights to flash on and off simultaneously when car is disabled or pulled off the highway.

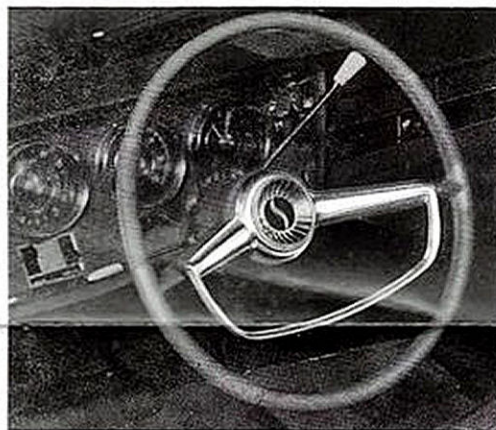
PADDLED SAFETY SUN VISORS

For that extra safety value; the soft cushions absorb shock providing protection in the event of impact in the upper windshield area.



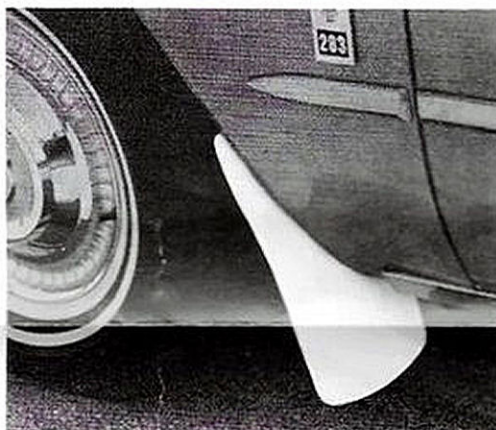
FRONT AND REAR SAFETY BELTS

Seat belts save lives. Also help protect against injuries resulting from motoring accidents and sudden stops. Built-in front and rear anchors assure fast and economical installation. Available in choice of eight colors.



HORN RING

Enhance the beauty of the interior of your Commander with a sparkling chrome horn ring.



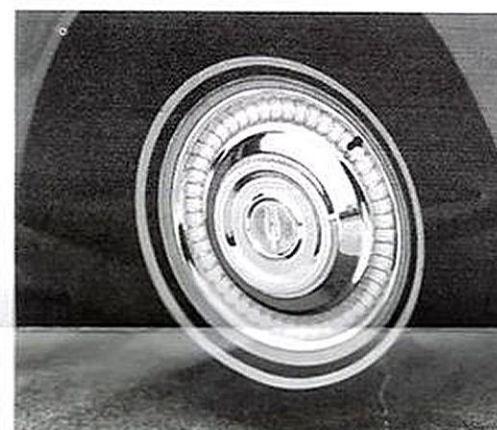
FRONT FENDER SPLASHGUARDS

Especially designed to deflect dirt, gravel and road oil and protect the car finish. Heavy duty rubber reinforced with steel insert. Available in either black or white.



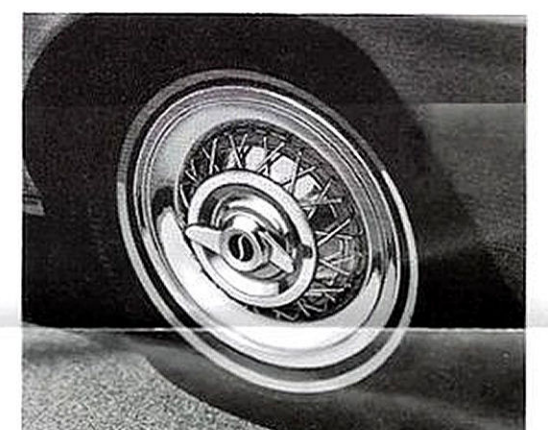
REAR FENDER SPINE SHIELDS

Protect the painted surfaces of the leading edge of the rear fender from flying stones and pebbles. Mirror-bright stainless steel finish.



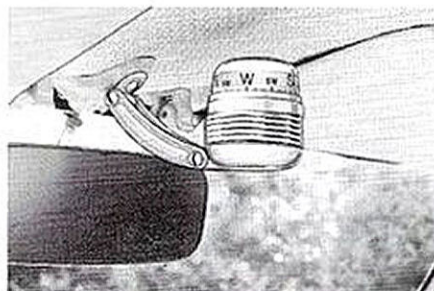
WHEEL DISCS

An exclusive, eye-appealing style, created to give your Studebaker individuality, dash and sparkle. Bright long-lasting stainless steel finish is easy to clean. Snap snugly and firmly into the wheel.



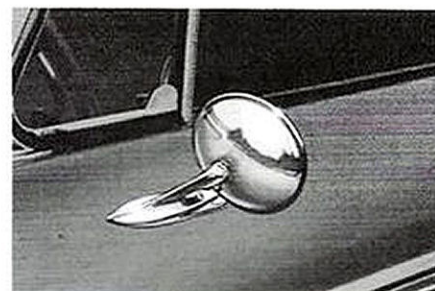
WIRE WHEEL COVER

Rustproof stainless steel construction, with knock-off racing type spinner—for that sporty look.



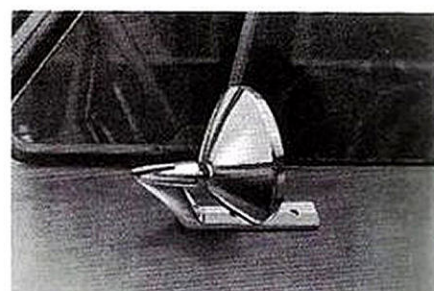
AUTO COMPASS

A wrong turn is time consuming and frustrating. This precision-built compass will always keep you headed in the right direction. Available in illuminated and non-illuminated models.



STRATOLINE MIRROR

Distinctively speedlined to enhance the beauty and new styling of Studebaker. Features non-glare glass for safety, replaceable head for economy and durable nickel-chrome plating for long life. Adaptable for either door or fender mounting.



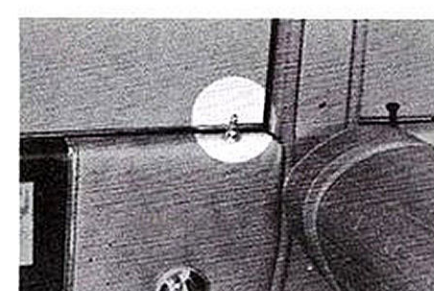
"THE CANADIAN" MIRROR

Styled with strong structural lines that flow smoothly into the overall body design of the car. A positive non-glare rear view for either right or left side mounting, featuring a replaceable mirror glass.



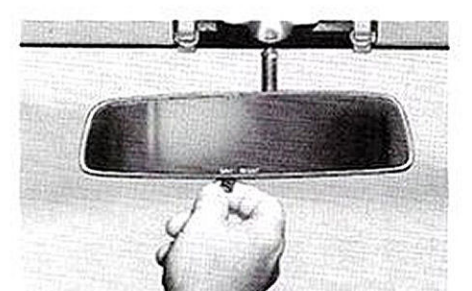
EXHAUST DEFLECTOR

This handsome, triple chromed exhaust deflector serves a dual purpose. It deflects corrosive exhaust fumes from the exposed surface of the bumper and adds sparkling beauty.



REAR DOOR SAFETY LOCKS

Protect little children in the rear seat. When depressed in the latched position, safety locks keep rear doors locked until opened by the driver or an adult.



DAY-NIGHT "NON-GLARE" MIRROR

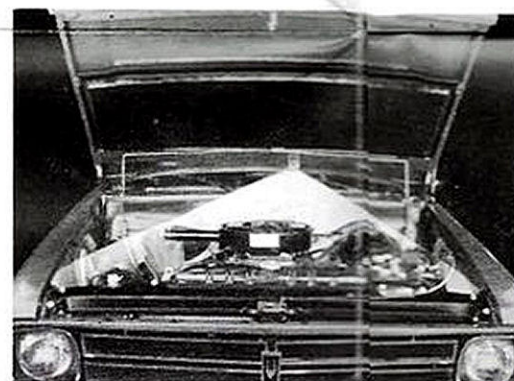
Enjoy safer night driving. A flick of the finger eliminates the blinding glare caused by the bright lights of following cars. Easily readjusted for daytime driving.



VERTICAL BUMPER GUARDS AND LICENSE PLATE FRAMES

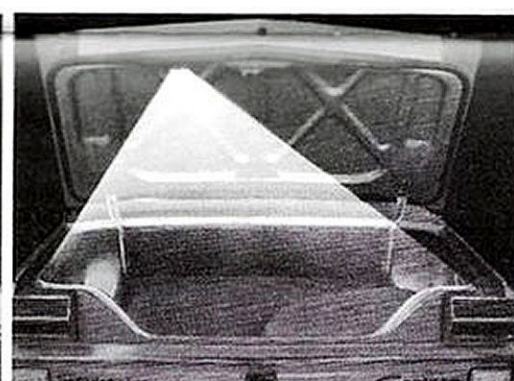
These rugged bumper guards provide maximum protection for both the grille and rear panels from collisions and over-riding. Designed for use on the front and rear bumpers. Dress up license plates with these lifetime stainless steel frames.

for YOUR CONVENIENCE



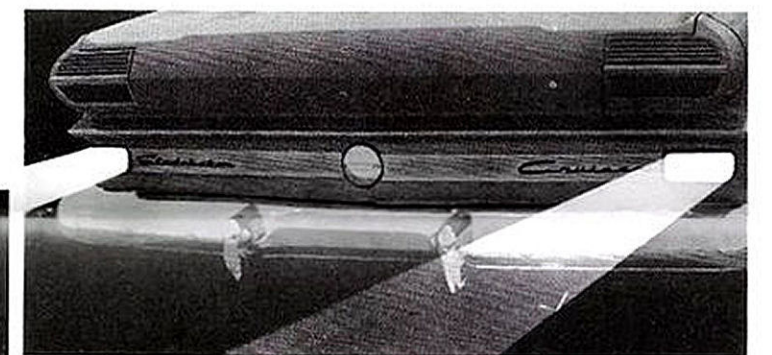
UNDERHOOD LIGHT

Turns on automatically when hood is raised.



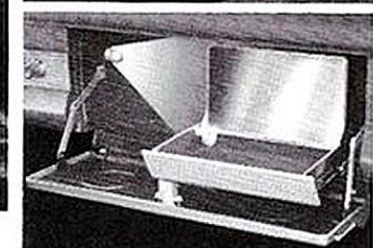
TRUNK LIGHT

Operates automatically when opening and closing the trunk lid.



BACK-UP LIGHTS

Backing up at night presents no hazards when your car is equipped with back-up lights. They light automatically when shifting lever is moved into the reverse position.



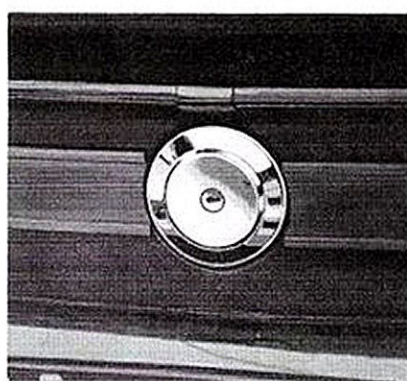
VANITY TRAY LIGHT

Open the door and the light turns on automatically. Facilitates searching for articles at night. Also serves as a map light.



AUTOMATIC ELECTRIC CLOCK

Precision made and electronically calibrated for accuracy. Automatic self-adjustment to compensate for fast or slow movement. Beautifully styled to blend with instrument cluster.



LOCKING GAS CAP

Positive protection against gas tampering and theft. Strong snap-on lock with two keys.

TRANSISTORIZED IGNITION KIT

Engine will operate and perform at maximum efficiency for longer periods between tuneups. Gives prompt, positive starting in cold weather. Increases spark plug life and encourages fuel economy by maintaining top engine performance.

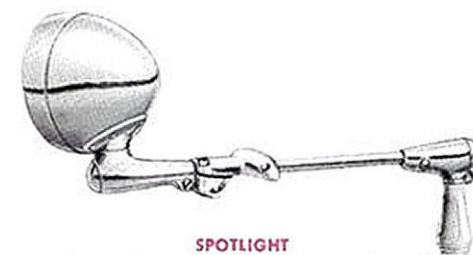
CHROME GAS CAP

Increase the distinctive appearance of your Commander by the addition of a high-lustre chrome gas cap.



SPOTLIGHT

Spot road signs, house numbers and road hazards quickly. Conveniently located, easy-to-operate pistol grip control directs beam to any desired angle.



HEAD REST KITS

Relaxing comfort for the weary traveler. Can be installed singly or in pairs. Easily adjusted to desired height. Available to match all trim colors.

POWER BRAKE KIT

Be prepared for any emergencies with fast, smooth and positive braking action with a minimum of effort. Economically priced and easily installed on all Studebaker models.