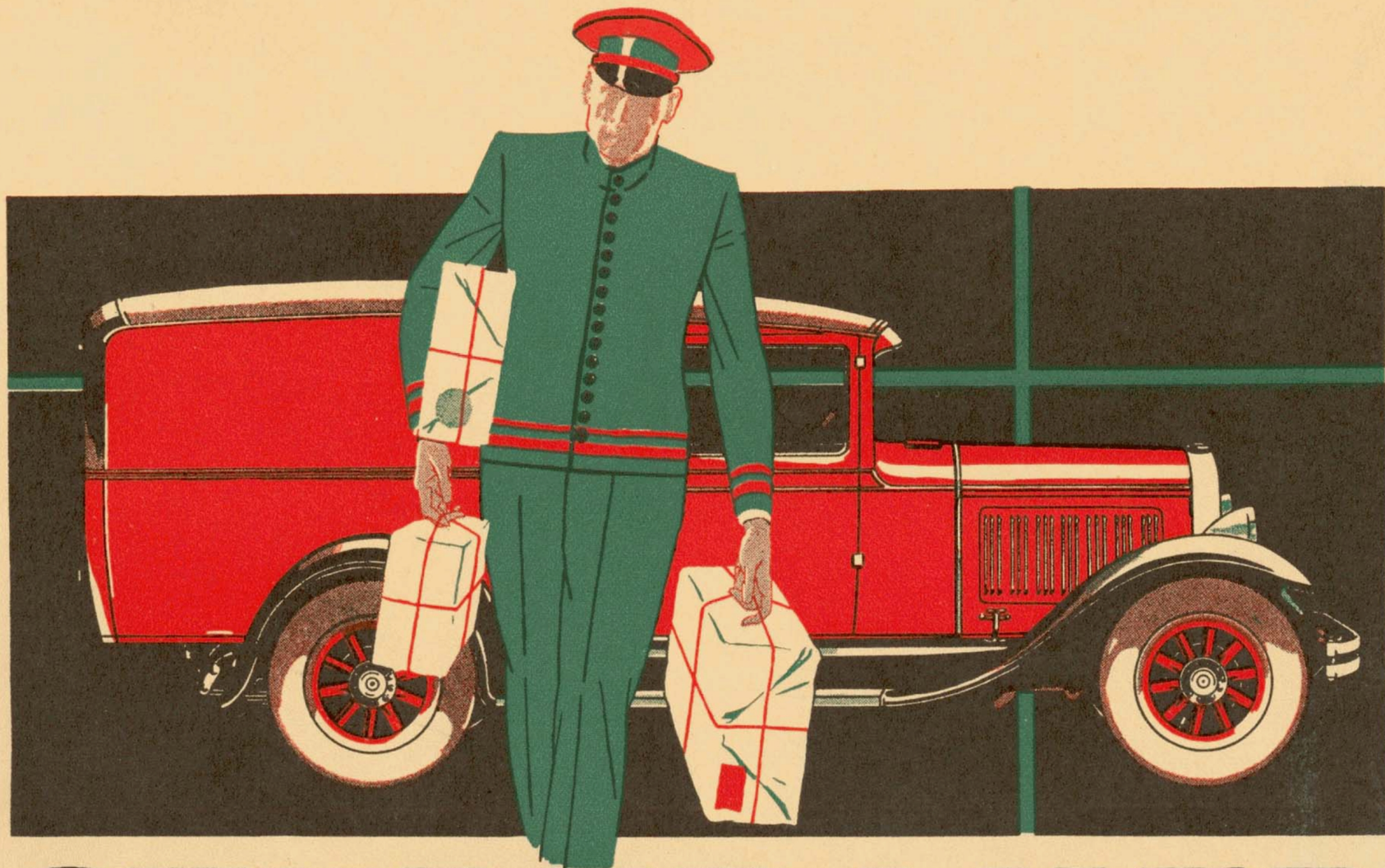


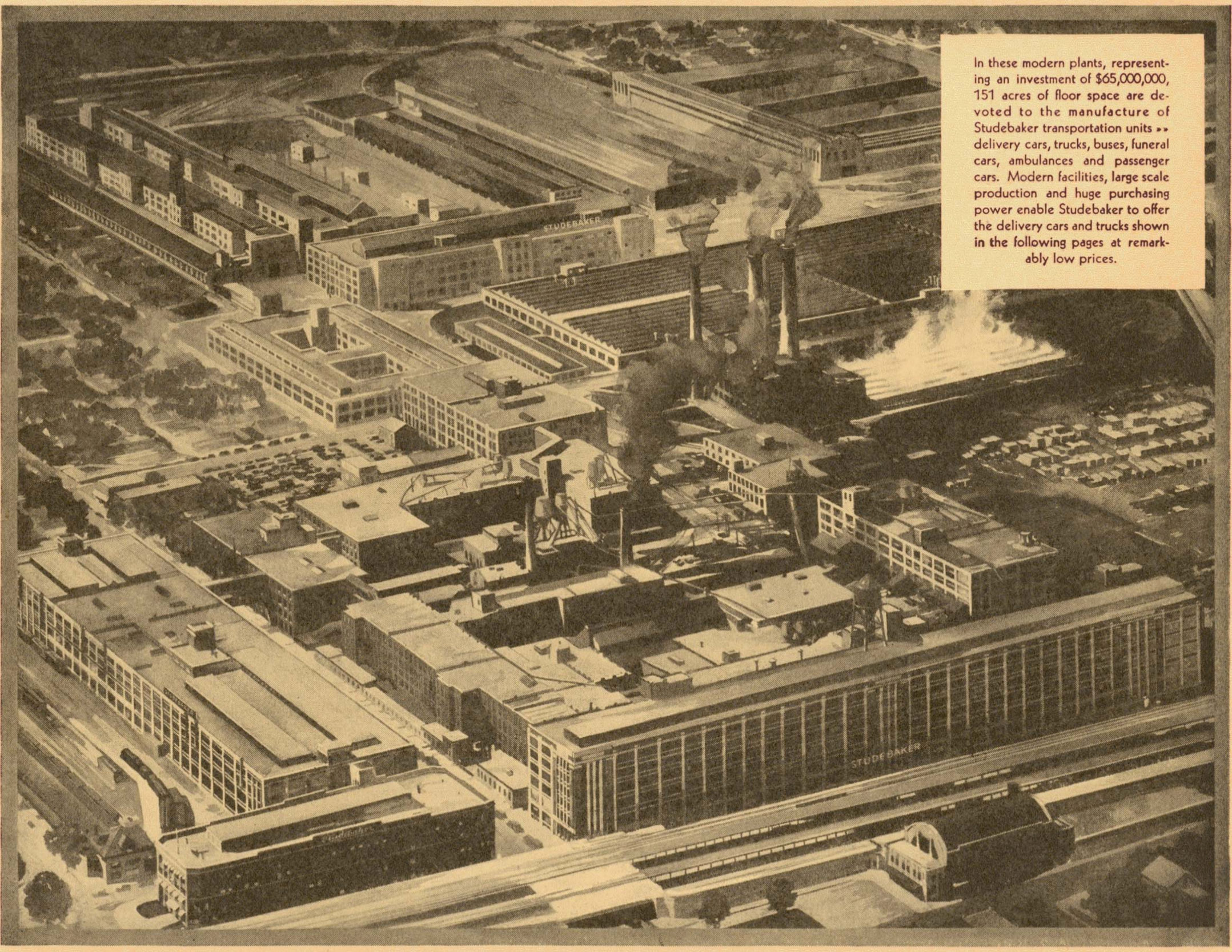


# **STUDEBAKER**

## **DELIVERY CARS AND TRUCKS**

**THREE QUARTER TON TO THREE & ONE HALF TONS**



An aerial photograph of a vast industrial complex, the Studebaker plant. The image shows numerous large, interconnected factory buildings with flat roofs and many windows. Several tall smokestacks are visible, with thick plumes of smoke rising from them. The complex is surrounded by roads and some greenery. The word "STUDEBAKER" is visible on the side of one of the larger buildings. The overall scene depicts a large-scale manufacturing operation.

In these modern plants, representing an investment of \$65,000,000, 151 acres of floor space are devoted to the manufacture of Studebaker transportation units — delivery cars, trucks, buses, funeral cars, ambulances and passenger cars. Modern facilities, large scale production and huge purchasing power enable Studebaker to offer the delivery cars and trucks shown in the following pages at remarkably low prices.



## Studebaker Offers Custom Designed Delivery Cars at Popular Prices

**F**OR the first time, progressive business concerns can obtain delivery cars and trucks of custom design without a premium in price.

Studebaker's new custom line offers three chassis models comprising 13 standard body combinations in three body heights and four loading lengths. The three chassis include:  $\frac{3}{4}$ -ton of 115-inch wheelbase; 1-ton of 130-inch wheelbase and a 4000 pound capacity truck with 4-speed transmission on 146-inch wheelbase.

These new cars are powered by a sturdy, economical six-cylinder engine designed and built by Studebaker. It develops 68 horsepower giving an abundant flow of power, smooth and adequate at all speeds.

In addition to the new custom de-

signed delivery cars and trucks, Studebaker also offers heavy duty, high speed commercial chassis of 7300 and 8300 pound capacities.

In creating a commercial unit to meet a wide variety of needs it has been the aim of Studebaker engineers to combine rugged design with smart style.

The ultra smartness of the new custom designed delivery cars offers the progressive business concern an opportunity to use delivery equipment for the purpose of advertising as well as hauling. No longer can the modern business establishment ignore the importance of attractive delivery equipment. It is as important in creating prestige as the appearance of a store front, the fixtures within, or the sales people who represent the organization.



Studebaker's new custom designed commercial cars deliver prestige with packages.



# Studebaker 3/4 Ton Custom Designed Delivery Cars

## INSIDE DIMENSIONS

| Panel                        | Length<br>Back<br>of Seat | Width<br>at Belt   | Height<br>at Center | Extreme<br>Height<br>at Side | Cu. Ft.<br>Loading<br>Space | Overall<br>Length<br>of Car | Overall<br>Height<br>(Loaded) |
|------------------------------|---------------------------|--------------------|---------------------|------------------------------|-----------------------------|-----------------------------|-------------------------------|
| <b>Model 20-H</b>            | 72"                       | 52 $\frac{7}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 115                         | 189 $\frac{7}{16}$ "        | 78 $\frac{1}{2}$ "            |
| <b>Model 20-S</b>            | 72"                       | 52 $\frac{7}{8}$ " | 48"                 | 43 $\frac{3}{4}$ "           | 106                         | 189 $\frac{7}{16}$ "        | 74 $\frac{1}{2}$ "            |
| <b>Screen<br/>Model 20-H</b> | 72"                       | 52 $\frac{7}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 115                         | 189 $\frac{7}{16}$ "        | 78 $\frac{1}{2}$ "            |

Overall width of cars ..... 69"  
 Height of loading floor from ground (loaded) ..... 26 $\frac{1}{2}$ "  
 Inside width of body at floor ..... 49"  
 Inside width of floor between wheel housings ..... 45 $\frac{1}{2}$ "  
 Height of sideboard and tail-gate (Screen side) ..... 21"  
**Seats:** Floor to top of cushion ..... 13"  
 Front of cushion to seat back ..... 18"  
 Width of cushion ..... 17 $\frac{1}{2}$ "

Seats are well cushioned, adjustable and folding type.  
 Upholstered in genuine brown leather. Right hand seat is  
 removable permitting an extra 34 $\frac{1}{2}$  inch loading length.  
 Tool compartment under seats.

**Floor:** The loading floor of both panel and screen bodies  
 is yellow pine, laid lengthwise of body. The joints are dust-  
 proof and the floor is protected by "J" angle skid strips.

**Doors:** Side doors, one piece pressed steel, 35 inches  
 wide. Width of two doors at rear is 46 $\frac{3}{4}$ ". Model 20-S  
 rear doors are 47 $\frac{3}{8}$ " high; Model 20-H, 51 $\frac{3}{8}$ " high.

**Screen Side:** Black enamel screens are removable.  
 Water-proof curtains for side and rear are rolled and at-  
 tached to roof side board.

**Roof:** Model 20-S has roof of sedan type with cadet  
 visor at front. All other models have the overhanging roof  
 at front with visor built integral.

**Interior Finish:** Natural wood in panel and screen.

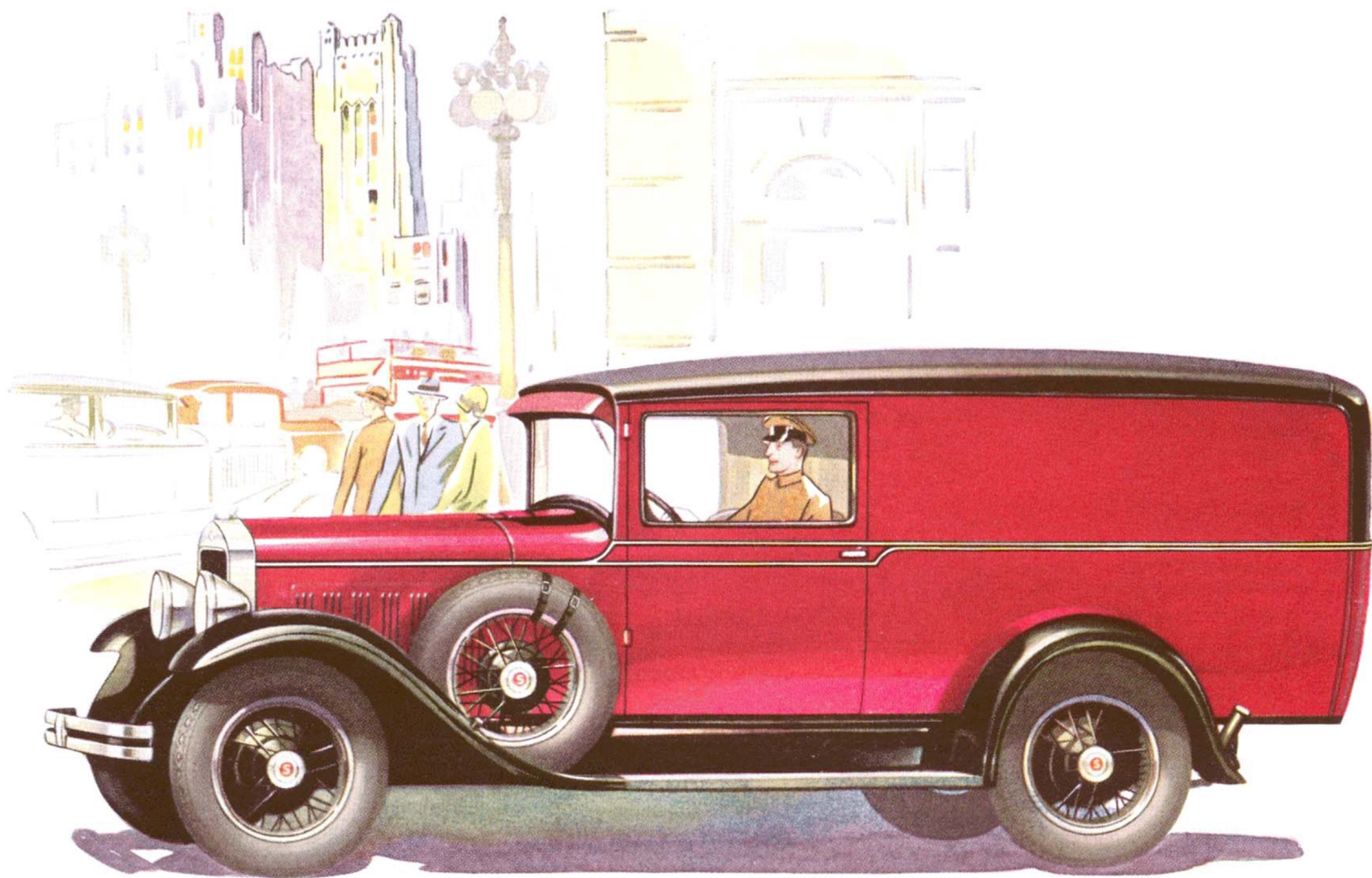
**Painting:** Body lacquered in any one of four optional  
 colors. Wheels in black enamel striped to match body.

Chassis Specifications, Page 15

## 3/4 Ton Models Are Especially Suited For:

|                          |                           |                          |                    |                          |
|--------------------------|---------------------------|--------------------------|--------------------|--------------------------|
| Advertising Distributors | Dry Goods & Dept. Stores  | Gas Companies            | Newspapers         | Sewing Machine Dealers   |
| Bakers                   | Dairy Products            | Grocers « « Retail       | Office Equipment & | Shoe Mfrs. « « Dealers   |
| Battery Dealers          | Draperies Mfrs.           | Hardware Dealers « «     | Supplies           | Steel Product Mfrs.      |
| Cigar Mfrs.              | Dyers & Cleaners          | Retail                   | Painters           | Teas and Coffees         |
| Clothiers                | Electrical Equip. Dealers | Meat Dealers             | Plumbers           | Tire Repair & Tire Co's. |
| Confectioners            | Fish Dealers              | Mercantile & Dress Mfrs. | Radio Dealers      | Towel Supplies           |
| Country Clubs            | Florists « « Retail       | Musical Instruments      | Seed Dealers       |                          |





**Studebaker 3/4-Ton Panel De Luxe Delivery Car « « Model 20-S**

(also available with wood artillery wheels which are standard)

115-inch wheelbase » » 68 horsepower

Choice of 4 color combinations



# Studebaker 1 Ton Custom Designed Delivery Cars

## INSIDE DIMENSIONS

| Panel                        | Length<br>Back<br>of Seat | Width<br>at Belt   | Height<br>at Center | Extreme<br>Height<br>at Side | Cu. Ft.<br>Loading<br>Space | Overall<br>Length<br>of Car | Overall<br>Height<br>(Loaded) |
|------------------------------|---------------------------|--------------------|---------------------|------------------------------|-----------------------------|-----------------------------|-------------------------------|
| <b>Model 30-B</b>            | 96"                       | 52 $\frac{7}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 153                         | 210 $\frac{3}{4}$ "         | 80 $\frac{1}{2}$ "            |
| <b>Model 30-H</b>            | 84"                       | 52 $\frac{7}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 134                         | 198 $\frac{3}{4}$ "         | 80 $\frac{1}{2}$ "            |
| <b>Model 30-S</b>            | 84"                       | 52 $\frac{7}{8}$ " | 48"                 | 43 $\frac{3}{4}$ "           | 123                         | 198 $\frac{3}{4}$ "         | 76 $\frac{1}{2}$ "            |
| <b>Screen<br/>Model 30-B</b> | 96"                       | 52 $\frac{7}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 153                         | 210 $\frac{3}{4}$ "         | 80 $\frac{1}{2}$ "            |

Overall width of cars . . . . . 70 $\frac{1}{4}$ "  
 Height of loading floor from ground (unloaded) . . . . . 27"  
 Inside width of body at floor . . . . . 47 $\frac{1}{4}$ "  
 Inside width of floor between wheel housings . . . . . 46"  
 Height, sideboard and tail-gate (screen side) . . . . . 22"  
**Seats:** Floor to top of cushion . . . . . 13"  
 Front of cushion to seat back . . . . . 18"  
 Width of cushion . . . . . 17 $\frac{1}{2}$ "

Seats are adjustable and folding type. Upholstered in genuine leather. Right hand seat is removable permitting an extra 34 $\frac{1}{2}$  inch loading length. Tool compartment under seats.

**Floor:** The loading floor of both panel and screen bodies is yellow pine, laid lengthwise of body. The joints are dust-proof and the floor is protected by "J" angle skid strips.

**Doors:** Side doors of sedan type are 35 inches wide. Width of two doors at rear is 46 $\frac{3}{4}$ ". Model 30-S rear door height is 45 $\frac{3}{4}$ "; Model 30-B and Model 30-H, 49 $\frac{3}{4}$ " high.

**Screen Side:** Black enamel screens are removable. Waterproof curtains for side and rear are rolled and attached to roof side board.

**Roof:** Model 30-S has roof of sedan type with cadet visor at front. All other models have the overhanging roof at front with visor built integral.

**Interior Finish:** Natural wood in panel and screen.

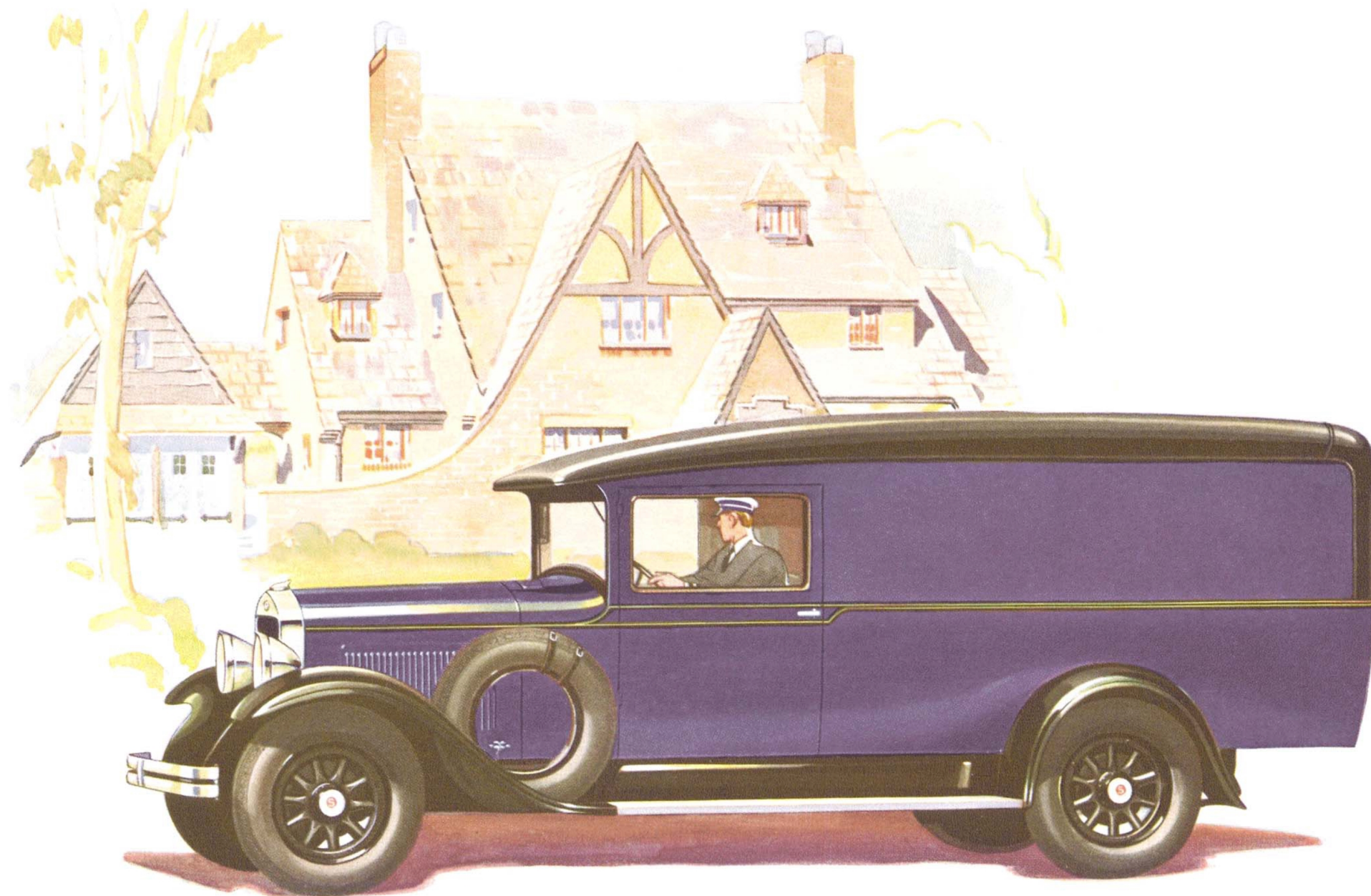
**Painting:** Body lacquered in any one of four optional colors. Wheels in black enamel striped to harmonize.

Chassis Specifications, Page 15

## 1 Ton Models Are Especially Suited For:

|                            |                              |                         |                               |                              |
|----------------------------|------------------------------|-------------------------|-------------------------------|------------------------------|
| Awning Dealers             | Dyers                        | Gas Companies           | Office Equipment and Supplies | Refrigerator Dealers         |
| Bakers                     | Electrical Equipment Dealers | Grain Elevator          | Painters                      | Restaurants                  |
| Cigar Mfrs.                | Feed Dealers                 | Grocers—Retail          | Plumbers                      | Rug Dealers                  |
| Colleges and Schools       | Fertilizer Mfrs.             | Hardware Dealers—Retail | Plumbers Supplies             | Seed Dealers                 |
| Commission Merchants       | Fish Dealers—Wholesale       | Ice Companies           | Porcelain Mfrs.               | Sign Companies               |
| Dry Goods and Dept. Stores | Florists—Retail              | Mattress Mfrs.          | Pottery Mfrs.                 | Steel Product Mfrs.          |
| Dairy Products             | Funeral Directors            | Meat Dealers            | Produce Dealers               | Teas and Coffees             |
| Drug Mfrs.                 | Furnace Dealers              | Newspapers              | Radio Dealers                 | Transfer & Storage Companies |
| Dyers-Cleaners             | Furriers                     | Nurseries               |                               | Washing Machine Dealers      |





**Studebaker 1-Ton Custom Designed Panel Delivery Car » » Model 30-H**

(also available with wire wheels)

130-inch wheelbase » » 68 horsepower

4 optional colors



# Studebaker 4000 Pound Capacity Truck

## INSIDE DIMENSIONS

| Panel             | Length<br>Back<br>of Seat | Width<br>at Belt   | Height<br>at Center | Extreme<br>Height<br>at Side | Cu. Ft.<br>Loading<br>Space | Overall<br>Length<br>of Car | Overall<br>Height<br>(Loaded) |
|-------------------|---------------------------|--------------------|---------------------|------------------------------|-----------------------------|-----------------------------|-------------------------------|
| <b>Model 40-B</b> | 108"                      | 52 $\frac{1}{8}$ " | 56"                 | 51 $\frac{3}{4}$ "           | 185                         | 221 $\frac{3}{4}$ "         | 84 $\frac{1}{2}$ "            |
| <b>Model 40-M</b> | 108"                      | 52 $\frac{1}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 172                         | 221 $\frac{3}{4}$ "         | 80 $\frac{1}{2}$ "            |
| <b>Model 40-H</b> | 96"                       | 52 $\frac{1}{8}$ " | 56"                 | 51 $\frac{3}{4}$ "           | 164                         | 209 $\frac{3}{4}$ "         | 84 $\frac{1}{2}$ "            |
| <b>Model 40-S</b> | 96"                       | 52 $\frac{1}{8}$ " | 52"                 | 47 $\frac{3}{4}$ "           | 153                         | 209 $\frac{3}{4}$ "         | 80 $\frac{1}{2}$ "            |
| Screen            |                           |                    |                     |                              |                             |                             |                               |
| <b>Model 40-B</b> | 108"                      | 52 $\frac{1}{8}$ " | 56"                 | 51 $\frac{3}{4}$ "           | 185                         | 221 $\frac{3}{4}$ "         | 84 $\frac{1}{2}$ "            |
| <b>Model 40-H</b> | 96"                       | 52 $\frac{1}{8}$ " | 56"                 | 51 $\frac{3}{4}$ "           | 164                         | 209 $\frac{3}{4}$ "         | 84 $\frac{1}{2}$ "            |

Overall width of car.....70 $\frac{1}{4}$ "  
 Height of loading floor from ground (loaded).....27"  
 Inside width of body at floor.....47 $\frac{1}{4}$ "  
 Inside width of floor between wheel-housings.....46"  
 Height of sideboard and tail-gate (screen only).....22"

**Seats:** Floor to top of cushion.....13"  
 Front of cushion to seat back.....18"  
 Width of cushion.....17 $\frac{1}{2}$ "

Seats are well cushioned, adjustable and folding type.  
 Upholstered in genuine gray leather. Right side seat is  
 removable permitting an extra 34 $\frac{1}{2}$  inch loading length.  
 Tool compartment under seats.

**Floor:** Yellow pine in both panel and screen bodies, laid  
 lengthwise of body. Floor protected by "J" angle skid strips.

**Doors:** Side doors, 35 inches wide. Width of two doors  
 at rear is 46 $\frac{3}{4}$ ". Height of rear door is 47 $\frac{1}{8}$ " in Models  
 40-M and 40-S, and 51 $\frac{3}{8}$ " in Models 40-B and 40-H.

**Screen Side:** Black enamel screens are removable. Water-  
 proof curtains for side and rear are rolled and attached to  
 roof side board.

**Roof:** Models 40-M and 40-S have roofs of sedan type  
 with cadet visor at front. All other models have the over-  
 hanging roof with visor built integral.

**Interior Finish:** Gray engine enamel in panel and screen.

**Painting:** Lacquered in any one of four color options.  
 Wheels in black enamel striped to harmonize with body.

Chassis Specifications, Page 16

## The 4000 Pound Truck Is Especially Suited For:

Bakers  
 Bottlers  
 Carpet Cleaners  
 Commission Merchants  
 Confectioners  
 Contractors  
 Dry Goods & Dept. Stores  
 Dairy Products  
 Drug Mfrs.

Electrical Equip. Dealers  
 Feed Dealers  
 Film Exchanges  
 Fertilizer Mfrs.  
 Farmers  
 Furnace Dealers  
 Furniture Dealers  
 Garage and Auto Supplies  
 Gas Companies

Glass Mfrs. » » Retail »  
 Wholesale  
 Grain Elevator  
 Grocers » » Retail  
 Hardware Dealers » » Retail  
 Ice Cream Mfrs.  
 Ice Companies  
 Live Stock (See Farmers)  
 Lumber Dealers

Mattress Mfrs.  
 Meat Dealers  
 Newspapers  
 Oil Dealers  
 Packing Houses  
 Plumbers Supplies  
 Porcelain Mfrs.  
 Pottery Mfrs.  
 Produce Dealers

Radio Dealers  
 Refrigerator Dealers  
 Shoe Mfrs. » » Dealers  
 Sign Companies  
 Steel Product Mfrs.  
 Spinners  
 Transfer and Storage  
 Companies





**Studebaker Model 40-H Truck, with Screen Body on 4000 Pound Capacity Truck Chassis**  
146-inch wheelbase » 68 horsepower engine » 4-speed transmission  
4 optional colors



# Open Express Body — 4000 Pound Capacity Truck Chassis

Loading length . . . . . 96 inches

Loading width . . . . . 70 inches

Height of side panel . . . . . 13½ inches

Width of flare boards . . . . . 8½ inches

**Floor:** Made of solid oak 1¼ inches thick and protected by skid strips of heavy gauge steel.

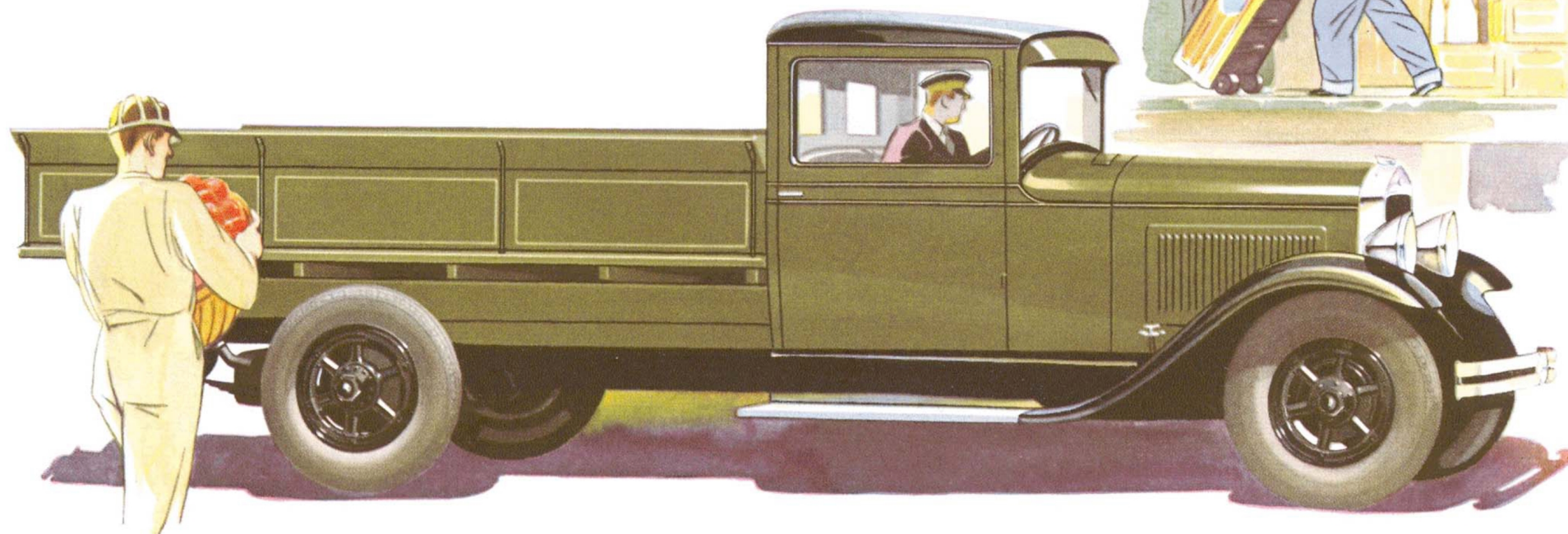
**Construction:** Lengthwise and crosswise sills are of clear grain oak, securely bolted

and reinforced with heavy angle iron braces. Flare boards and tail gate banded with ⅝ inch steel. Flare boards, 8½ inches wide, are made of oak.

Provision is made for converting the open express body into a canopy express type or grain body.

Approximate loading height of floor from ground — 40 inches (loaded).

Chassis Specification, Page 16



**Studebaker Open Express Truck » Model 40 Series, 4000 Pound Capacity Truck Chassis**

4-speed transmission » » 146-inch wheelbase » » 68 horsepower engine  
De Luxe weatherproof cab



## Stake Body — 4000 Pound Capacity Truck Chassis

**Loading length** . . . . . 96 inches

**Loading width** . . . . . 70 inches

**Height of racks** . . . . . 27 or 48 inches

**Floor:** Made of solid oak  $1\frac{1}{4}$  inch thick and protected by skid strips of heavy gauge steel.

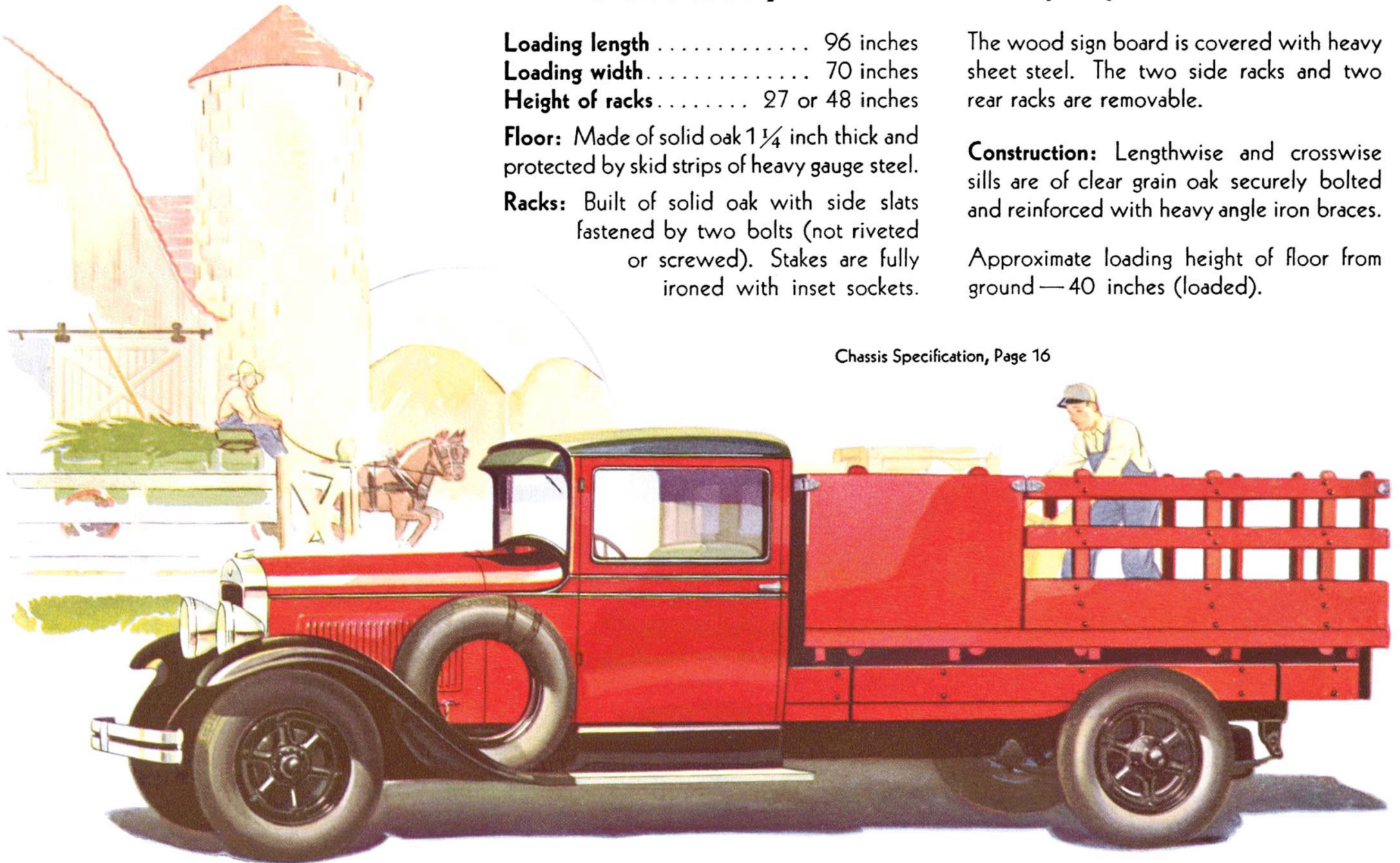
**Racks:** Built of solid oak with side slats fastened by two bolts (not riveted or screwed). Stakes are fully ironed with inset sockets.

The wood sign board is covered with heavy sheet steel. The two side racks and two rear racks are removable.

**Construction:** Lengthwise and crosswise sills are of clear grain oak securely bolted and reinforced with heavy angle iron braces.

Approximate loading height of floor from ground — 40 inches (loaded).

Chassis Specification, Page 16



**Studebaker Platform and Stake Truck »» Model 40 Series, 4000 Pound Capacity Truck Chassis**

4-speed transmission » » 146-inch wheelbase » » 68 horsepower engine  
DeLuxe weatherproof cab



# Studebaker 4000 Pound Truck Chassis with DeLuxe Cab

## Dimensions:

|                                               |      |
|-----------------------------------------------|------|
| Dash to rear of cab.....                      | 51"  |
| Overall width of cab.....                     | 57"  |
| Overall height of cab.....                    | 52½" |
| Width of door.....                            | 35"  |
| Height of door window opening.....            | 16"  |
| Width of door window opening.....             | 31⅙" |
| Steering wheel to seat back.....              | 12"  |
| Floor to top of seat cushion.....             | 13"  |
| Rear of cab to rear end of chassis frame..... | 89⅜" |
| Rear of cab to center line of rear axle.....  | 61⅜" |

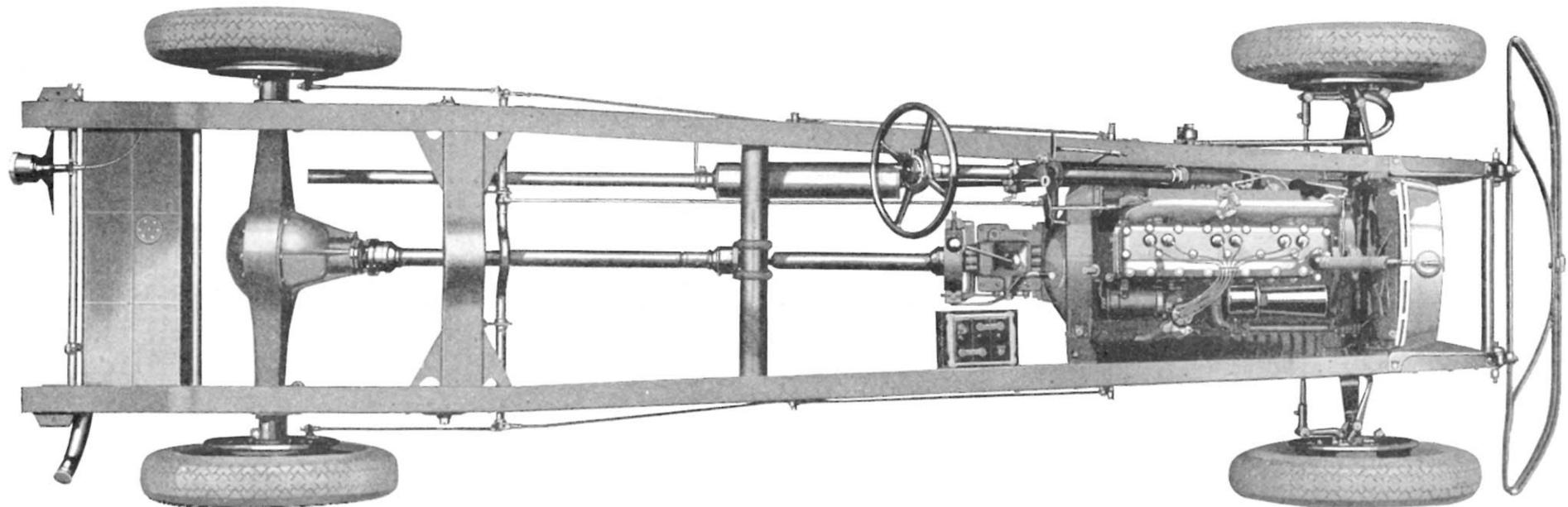
**Seats:** Two individual seat cushions and the seat backs are upholstered in brown Spanish grain leather. The tool compartment of sheet metal is located under the seats.

**Doors:** Wide doors (35 inches) of pressed steel are of sedan type, braced to insure a snug fit at all times. Interior of door is trimmed in brown leather to match seat cushion. Weatherproof door strips.

**Windshield:** One piece, movable for ventilation.

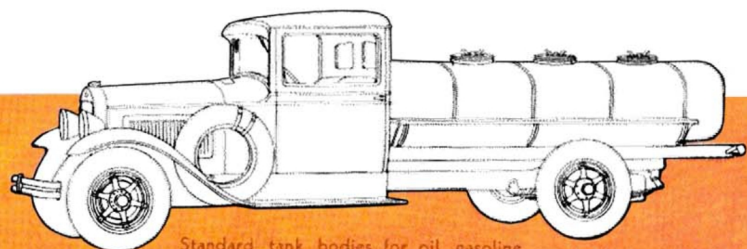
**Construction:** Built entirely of No. 1 hardwood. Joints are securely glued and screwed together to prevent body squeaks. Side and rear of cab is enclosed in sheet steel, and the well constructed roof is covered with a waterproof coated fabric.

**Equipment:** Equipment includes rubber floor mat, automatic windshield wiper, cowl ventilator, indirectly illuminated instrument board. Ignition key also locks steering column, cab doors and tire holder.

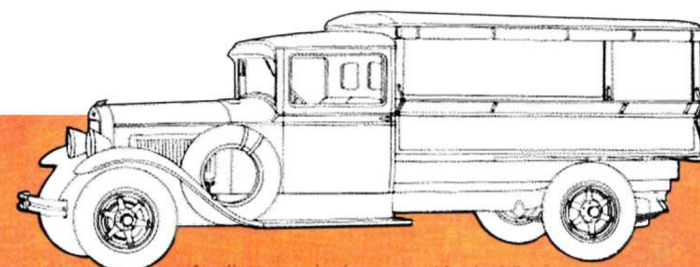


4000 Pound Capacity Truck Chassis — Specifications Page 16

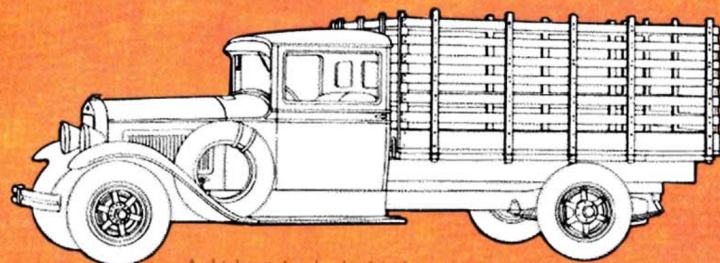




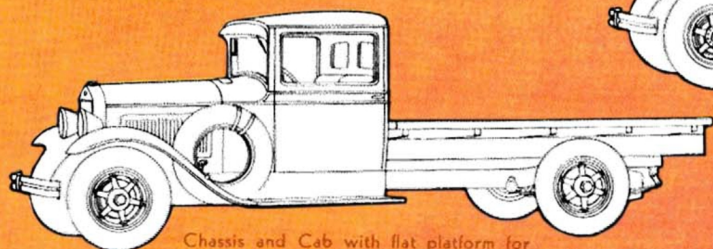
Standard tank bodies for oil, gasoline, mineral waters, milk, etc.



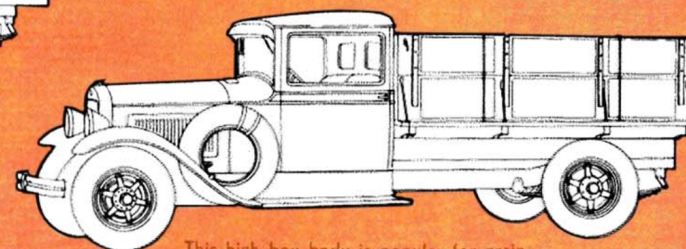
An all purpose body, mounted back of the weatherproof cab.



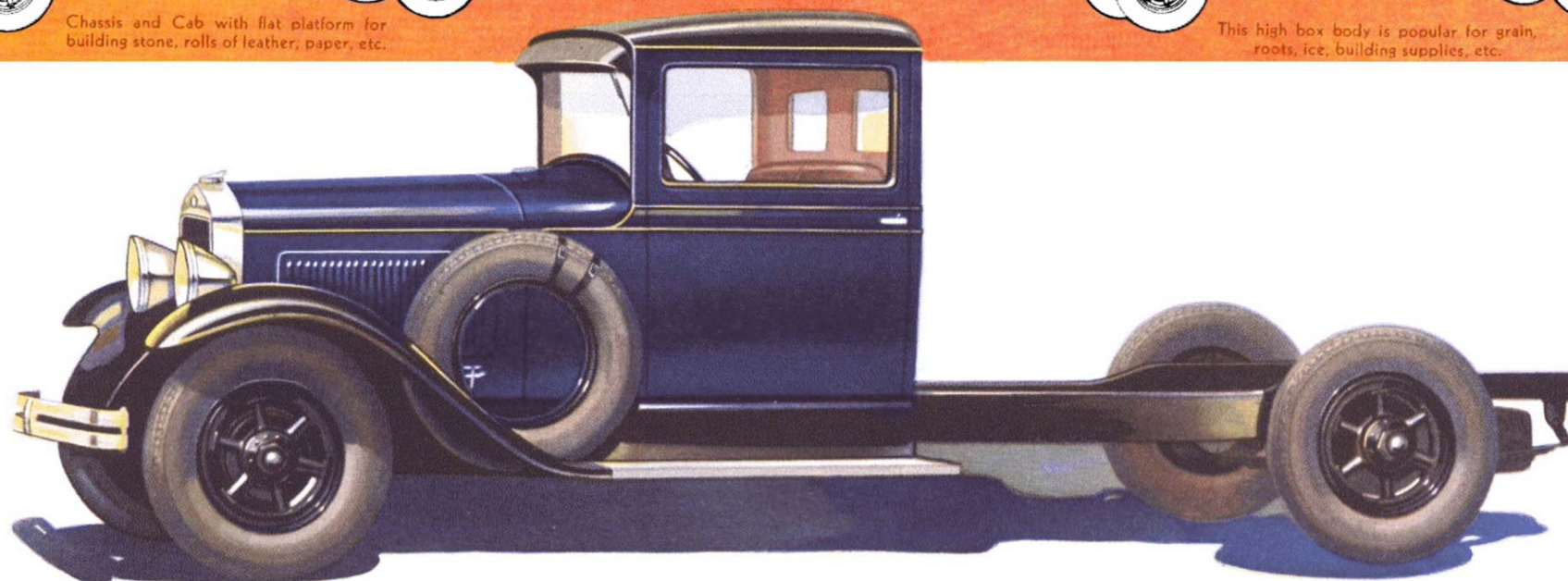
A high stake body for boxes, cartons, stock or any bulky load.



Chassis and Cab with flat platform for building stone, rolls of leather, paper, etc.



This high box body is popular for grain, roots, ice, building supplies, etc.



### Studebaker 4000 Pound Capacity Truck Chassis with De Luxe Cab »» Model 40 Series

146-inch wheelbase »» 68 H. P. engine »» 4-speed transmission

At the top of the page are shown some of the special bodies for which this chassis is particularly adapted.



## FEATURES

**Custom Designed Bodies** with smartly curved roof lines and curved rear quarter.

**Four Color Options**—at no extra charge.

**Hand Rubbed and Polished Lacquer Finish** which means lasting beauty. The process is similar to that used on Studebaker-built passenger cars.

**Chromium Plating** on all exterior bright work—non-tarnishable.

**Full Balloon Tires** on delivery cars—high pressure cords on 4000-pound capacity truck chassis and rear wheels of 1-ton delivery car.

**Low Loading Height, 27 inches**—makes for easy loading and unloading.

**Non-Sagging Extra Wide 35-inch Pressed Steel Doors** facilitate quick entrance and exit. Make for easy loading and unloading from the front. Doors are square cut, a custom practice.

**Dome Light** in panel units aids in night deliveries.

**Adjustable Driver's Seat** makes for greater comfort. 4-inch adjustment range.

**Cowl Ventilator**, automatic windshield cleaner, and rear view mirror—typical of features contributing to convenience and comfort.

**Full Width Tool Box**—conveniently located under front seats, which quickly fold up and allow access to tools.

**Optional Heights and Lengths**, or both. Bodies are offered in various sizes on three chassis.

**Genuine Leather Upholstery** used for seats.

**Varnished Natural Wood Interior** on  $\frac{3}{4}$ -ton and 1-ton units. Gray engine enamel on 4000-pound capacity truck.

**Skid Irons** on floor facilitate loading and unloading.

**Steel Body Bracing Irons** at points subject to stress and strain, giving maximum rigidity and long life to body construction.

**New Treatment Belt Line** and door paneling makes for a more attractive appearance.

**Belt Boards** four inches wide contribute greater strength.

**Full-vision Bodies**—steel over hardwood foundation—the accepted fine car coachcraft. Sturdy uprights braced by irons to give maximum rigidity.

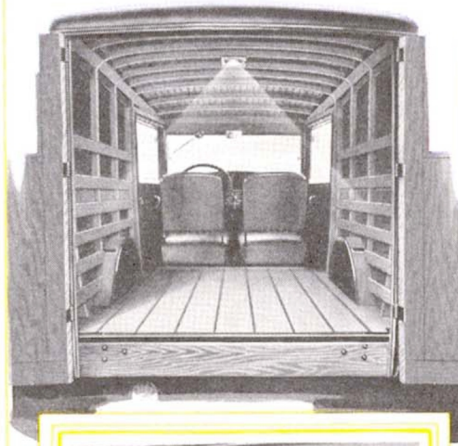
**Fabric Welt Between Fenders, Body and Chassis**—typical of the precaution taken to provide lasting quietness in body and chassis. An example of the care with which these units have been constructed.

**Removable Screens**, weatherproof curtains, on screen unit.

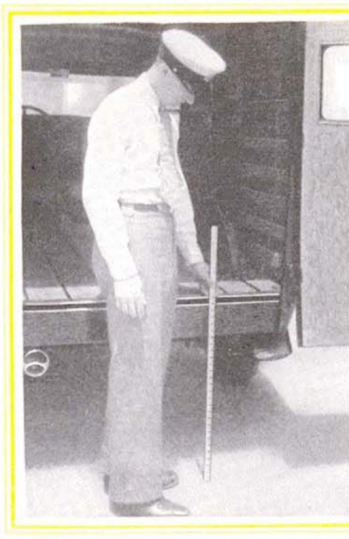
A dome light for night deliveries.



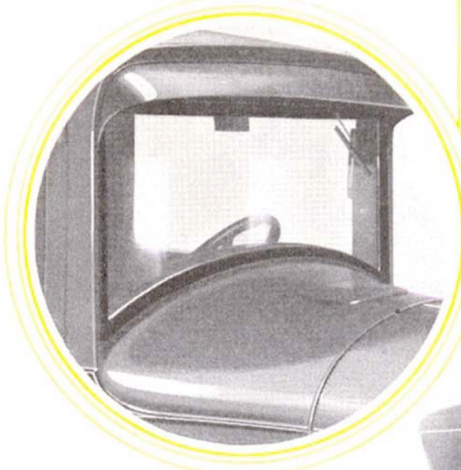
The driver's compartment, as comfortable and convenient as a passenger car.



A full width tool box under the folding seats.

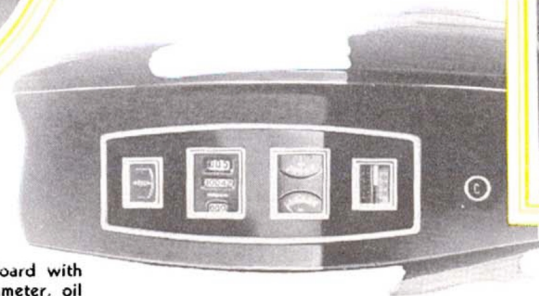


(Above, center) 35-inch front doors and (above) 27-inch loading floor offer greater convenience.



The new French visor, full vision bodies and cowl ventilator are appreciated features.

A handsome, lacquered instrument board with engine thermometer, speedometer, ammeter, oil pressure gauge and hydrostatic gasoline gauge.





## FEATURES

**Tilt-Ray Headlights**, controlled by switch from steering column.

**One-piece Steel Core Safety Steering Wheel** of thin grip type.

**One-key control** of spare tire lock and coincidental lock to steering and ignition.

**Amplified-Action Four-Wheel Brakes** bring car to stop in half the distance established as standard by safety codes.

**Adjustable Steering Column** makes for greater convenience.

**Powerful Six Cylinder Engine** of 221 cubic inch piston displacement. Abundant power, marvelous flexibility and smoothness.

**Double-drop Frame** with new compound flange on  $\frac{3}{4}$ -ton chassis; sturdy kick-up frame on 1-ton and 4000 pound truck chassis. Low center of gravity attained in all chassis.

**Timken Tapered Roller Bearings**—offering long wear and freedom from attention. If wear does occur, Timken bearings allow adjustment as against replacement.

**Thermostatically Controlled Cooling System** retards flow of water until motor has reached precisely correct temperature for highest operating efficiency.

**Vertical Tube Radiator**, with horizontal fins, a chain driven pump and a 4-blade, 17-inch fan provides positive cooling.

**Cam and Lever Steering** makes for remarkable ease of control.

**Full Pressure Lubrication** to main connecting rod and cam-shaft bearings.

**Connecting Rods, Drop Forged** from selected steel and matched in sets for perfect balance.

**Chrome-Nickel Steel Inlet Valves**; silchrome exhaust valves make for long life and dependability.

**Fuel Pump** assures steady flow of gasoline at all speeds, under all conditions.

**Oil Filter**, gasoline filter and crankcase ventilating system contribute maximum engine efficiency.

**Lanchester Vibration Dampener**—contributing marked smoothness of power flow.

**Waterproof Ignition System**—a guarantee of freedom from trouble in rainy weather or after washing.

**Wire Wheels** at additional cost are optional on  $\frac{3}{4}$ -ton and one-ton models. (6 wire wheels on  $\frac{3}{4}$ -ton models and 5 wire wheels on one-ton models.) Wood wheels are standard equipment on  $\frac{3}{4}$ -ton and one-ton; Clark metal spoke wheels standard equipment on 4000 pound capacity truck chassis.

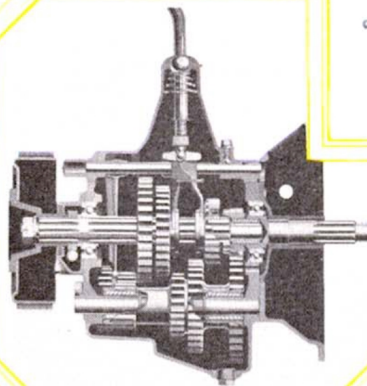
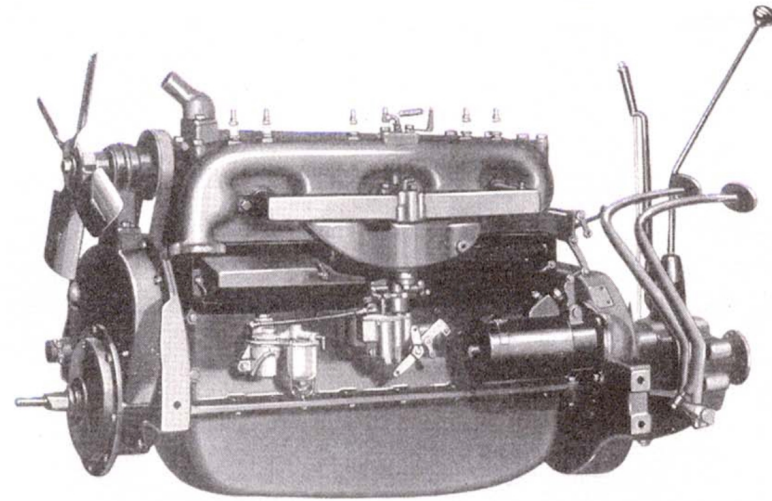
**Quarter-turn Caps** on radiator and gasoline tank.

**Aluminum-bound** running board.

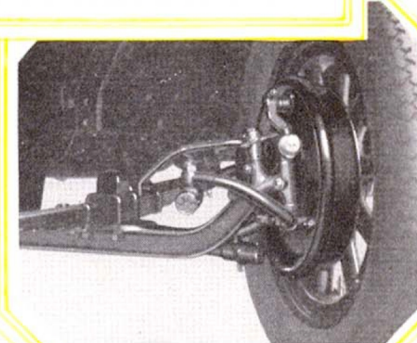
**Full Crown Fenders** of heavy pressed steel.

**Complete Dash Equipment** including speedometer, hydrostatic gasoline gauge, oil pressure gauge, ammeter and engine thermometer, under glass and indirectly illuminated. Auxiliary floodlight in driving compartment.

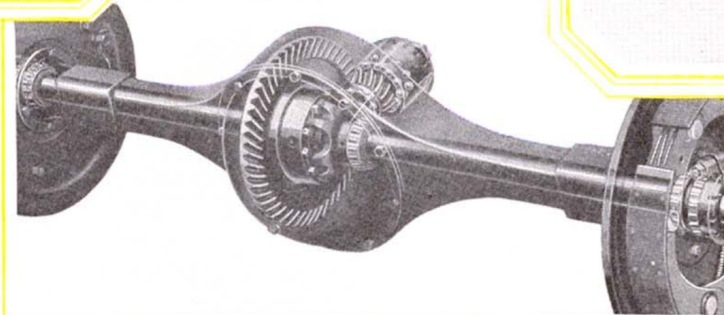
The reliable Studebaker 6-cylinder engine is noted for its economical performance. This engine develops full 68 horsepower at normal engine speed.



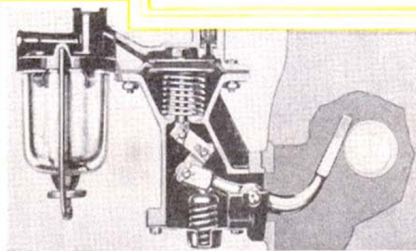
A sectional view of the 4 speed transmission used in the 4000 pound capacity truck chassis.



All Studebaker cars and trucks are equipped with amplified, action 4-wheel brakes.



A "phantom" view of the special heavy duty rear axle—note the heavy box section housing and large shafts.



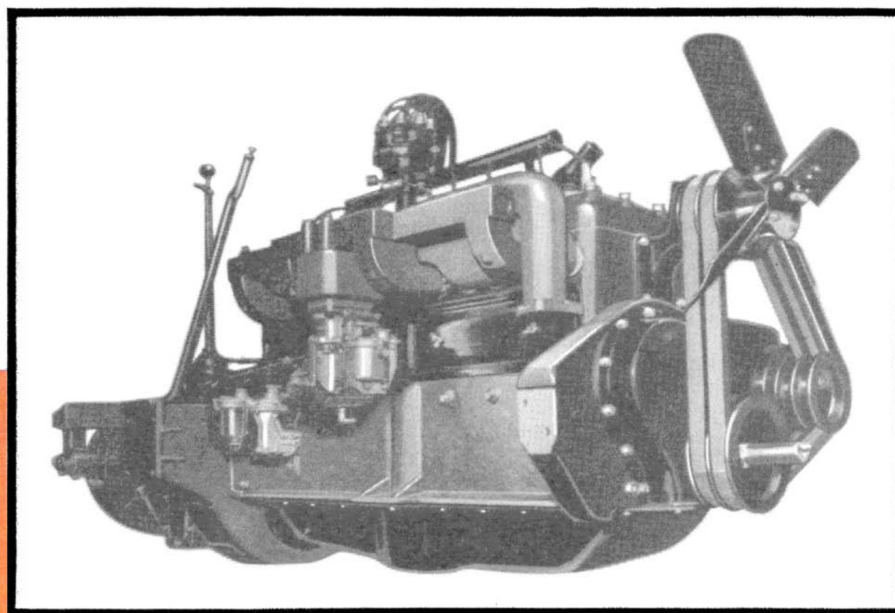
Gasoline is supplied to the carburetor by a fuel pump. It provides an even flow of gasoline regardless of grade conditions or speed.



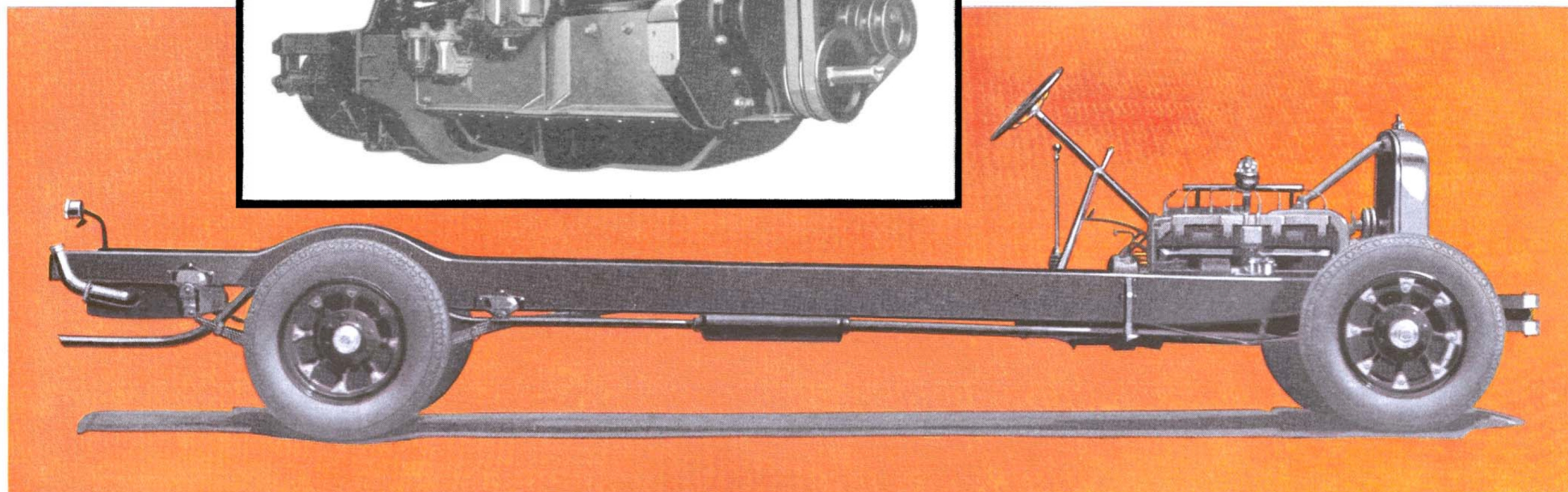
## High Speed, Heavy Duty Commercial Chassis in Three Sizes

**S**TUDEBAKER offers three heavy duty chassis for high speed express delivery. These chassis have allowable capacities of 7300 to 8300 pounds for body and payload. All are powered with the famous Studebaker Straight Eight motor which develops 115 horsepower. These chassis have a low center of gravity » the top of the frame is but 25¼ inches from the ground when loaded. Stout cross members, including large tubular unit, give great rigidity to the big 8-inch frame.

The transmission, either 3 or 4-speed, is specially designed for heavy duty as are the front and rear axles. Powerful 4 wheel brakes » cam and lever steering gear » heavy springs with short shackles » 12 volt generator and battery with automatic voltage regulator » Gruss air springs » double belt fan drive » and power-driven fuel pump are important features. Tire and spring equipment, ventilated disc or malleable spoke wheels may be obtained according to the user's individual requirements.



Studebaker's mighty straight eight motor develops 115 horsepower. In buses as well as commercial hauling units, its high efficiency and unfailing dependability is being demonstrated daily on the principal highways in every part of the country.





# S P E C I F I C A T I O N S

## Three-Quarter Ton Delivery Chassis

**Wheelbase**—115 inches.

**Capacity** (Body, Cab, Payload, Driver)—2360 pounds.

**Engine**—Six-cylinder, L-head Type Studebaker-built. Bore—3 $\frac{1}{8}$  inches. Stroke—4 $\frac{1}{8}$  inches. Piston Displacement—221 cubic inches. S. A. E. Rating—27.3 horsepower. Developed Horsepower—68 at 3200 r.p.m.

**Lubrication**—Force feed to crankshaft, camshaft, connecting rod bearings. Oil filter insures clean oil.

**Carburetor**—1 $\frac{1}{4}$  special design plain tube. No dash adjustment necessary except choke for starting in cold weather.

**Ignition and Generator**—6-8 volt generator. Ignition coil is high tension moisture proof. Storage battery 6-8 volt, 90 ampere hour capacity unit.

**Starter**—Bendix drive is used.

**Cooling System**—Cooling is by positive chain driven pump and vertical tube type radiator. Horizontal fins afford maximum cooling. Fan blade 17 inches in diameter.

**Engine Suspension**—Engine, clutch and transmission unit rigidly secured in the frame by four brackets.

**Drive**—Engine, clutch, transmission assembled as a unit. Drive is transmitted through clutch, three-speed transmission, three metal universal joints, two-section tubular propeller shaft, spiral bevel gear differential and semi-floating axle shafts. Torque and thrust reaction absorbed through rear springs by Hotchkiss drive.

**Clutch**—Single dry disc type. Ball pilot bearing used in flywheel.

**Transmission**—Three speeds forward. One reverse. Shafts and gears of alloy steel. Ball bearings used in clutch and transmission shaft.

**Drive Shaft**—Tubular, 2 inches in diameter. Supported by two metal universal shafts.

**Front Axle**—Drop forged reverse Elliott type. Roller thrust bearings at pivot pins. Taper roller bearings are used at the wheels.

**Rear Axle**—Semi-floating with chrome molybdenum steel shafts 1 $\frac{3}{8}$  inches diameter at wheel bearing. By removing housing cover all parts are readily accessible.

**Brakes**—4-wheel type, mechanical, self-energizing. Correct leverages provide powerful braking action with light pedal pressure. Emergency on four wheels.

**Wheels**—Wood, artillery type.

**Tires**—19-6.00 balloon heavy duty, 6-ply.

**Steering Gear**—Cam and lever specially designed.

**Frame**—Pressed steel channel. Maximum width 43 $\frac{1}{2}$  inches. Four pressed steel cross members.

**Springs**—Semi-elliptic type. Front, 36 inches long, 2 inches wide. Rear, 54 inches long, 2 inches wide, Studebaker built from Studebaker formulas.

**Gasoline System**—Fuel pump. Gasoline tank capacity 15 gallons. Hydrostatic gasoline gauge on instrument board.

**Fenders**—Made of heavy gauge pressed steel.

**Light**—Twin-beam headlights provide two distinct and separate beams of light. Controlled by switch on steering wheel.

**Tread**—Front, 56 $\frac{1}{2}$  inches; rear, 58 inches.

**Overall Length** (bumper to rear of frame)—164 $\frac{1}{2}$  inches.

**Overall Width** (over front bumpers)—61 $\frac{1}{2}$  inches.

**Overall Width** (over front fenders)—69 $\frac{1}{4}$  inches.

**Overall Width** (over rear fenders)—69 inches.

**Frame Height** (rear—loaded, approx.) 19 $\frac{3}{4}$  inches.

**Road Clearance**—Front axle, 8 $\frac{3}{8}$  inches; rear axle, 9 inches.

**Turning Radius**—Right, 19.2 feet; left, 19.9 feet.

**Spring Center Distance**—Front, 24 inches; rear, 42 $\frac{1}{2}$  inches.

**Dash to Center Line Front Axle**—35 $\frac{1}{4}$  inches.

**Dash to Center Line Rear Axle**—79 $\frac{3}{4}$  inches.

**Dash to Rear of Frame**—105 $\frac{1}{4}$  inches.

**Standard Equipment**—Speedometer, engine temperature indicator, oil pressure gauge, ammeter and gasoline tank gauge, mounted in a panel in the instrument board. Spare tire rim mounted in a well in the front left fender. Electric horn with button on steering column. The coincidental steering and ignition lock (approved by Insurance Underwriters' Laboratories) entitle Studebaker owners to lowest theft insurance rates.

## One Ton Delivery Chassis

**Wheelbase**—130 inches.

**Capacity** (Body, Cab, Payload, Driver)—3000 pounds.

**Engine**—Six-cylinder, L-head Type Studebaker-built. Bore—3 $\frac{3}{8}$  inches. Stroke—4 $\frac{1}{8}$  inches. Displacement—221 cubic inches. S. A. E. Rating—27.3 horsepower. Developed Horsepower—68 at 3200 r.p.m.

**Lubrication**—Force feed to crankshaft, camshaft, connecting rod bearings. Oil filter insures clean oil.

**Carburetor**—1 $\frac{1}{4}$  inch special plain tube. No dash adjustment necessary except choke for cold weather.

**Ignition and Generator**—6-8 volt generator. Ignition coil is high tension moisture proof. Storage battery 6-8 volt, 90 ampere hour, capacity unit.

**Starter**—Bendix drive is used.

**Cooling System**—Positive chain driven pump and vertical tube type radiator. Horizontal fins afford maximum cooling. Fan blade 17 inches in diameter.

**Engine Suspension**—Engine, clutch and transmission unit rigidly secured in the frame by four brackets.

**Drive**—Engine, clutch, transmission assembled as a unit. Drive is transmitted through clutch, three-speed transmission, three metal universal joints, two-section tubular propeller shaft, spiral bevel gear differential and semi-floating axle shafts. Torque and thrust reaction absorbed through rear springs by Hotchkiss drive.

**Clutch**—Single dry disc type. Ball pilot bearing used in flywheel.

**Transmission**—Three speeds forward, one reverse. Shafts and gears of alloy steel. Ball bearings used in clutch and transmission shaft.

**Drive Shaft**—Tubular, 2 inches in diameter. Supported by two metal universal joints.

**Front Axle**—Drop forged reverse Elliott type. Roller thrust bearings at pivot pins. Taper roller bearings are used at the wheels.

**Rear Axle**—Semi-floating. Chrome molybdenum steel shafts 1 $\frac{3}{8}$  inches diameter at wheel bearing. By removing housing cover all parts are readily accessible.

**Brakes**—4-wheel type, mechanical, self-energizing. Correct leverages provide powerful, positive braking action with light pedal pressure. Emergency brake operates at rear of transmission.

**Wheels**—Wood, artillery type.

**Tires**—20-6.00—6-ply balloon in front and 30 x 5 high pressure 8-ply in rear.

**Steering Gear**—Cam and lever typespecially designed.

**Frame**—Pressed steel channel. Maximum width 41 inches. Has two pressed steel cross members and four tubular cross members.

**Springs**—Semi-elliptic type. Front, 38 inches long, 2 inches wide, 13 leaves. Rear, 50 $\frac{3}{8}$  inches long, 2 $\frac{1}{2}$  inches wide, 12 leaves. Studebaker built from Studebaker formulas.

**Gasoline**—Fuel pump. Gasoline tank capacity 18 gallons. Hydrostatic gasoline gauge on instrument board.

**Fenders**—Fenders made of heavy gauge pressed steel.

**Light**—Twin-beam headlights provide two distinct and separate beams of light. Controlled by switch on steering wheel.

**Overall Length** (bumper to rear of frame)—184 $\frac{1}{2}$  inches.

**Overall Width** (over front bumper)—61 inches.

**Overall Width** (over front fenders)—71 inches.

**Overall Width** (over rear fenders)—69 $\frac{1}{4}$  inches.

**Frame Height** (rear—loaded, approx.)—25 $\frac{1}{2}$  inches.

**Road Clearance**—Front axle, 9 $\frac{1}{8}$  inches; rear axle, 8 $\frac{3}{8}$  inches.

**Turning Radius**—Right, 25.5 feet; left, 27.5 feet.

**Spring Center Distance**—Front, 25 $\frac{1}{4}$  inches; rear, 39 $\frac{1}{4}$  inches.

**Dash to Center Line Front Axle**—33 $\frac{1}{4}$  inches.

**Dash to Center Line Rear Axle**—96 $\frac{1}{4}$  inches.

**Dash to Rear of Frame**—124 $\frac{1}{4}$  inches.

**Standard Equipment**—Speedometer, engine temperature indicator, oil pressure gauge, ammeter and gasoline tank gauge, mounted in a panel on the instrument board. Spare tire rim mounted in left front fender well. Electric horn with button on steering column. The coincidental steering and ignition lock (approved by Insurance Underwriters' Laboratories) entitle Studebaker owners to lowest theft insurance rates.

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



# S P E C I F I C A T I O N S

## 4000 Pound Capacity Truck Chassis

**Wheelbase**—146 inches.

**Capacity** (Body, Cab, Payload, Driver)—4000 pounds.

**Engine**—Six-cylinder, L-head Type, Studebaker-built. Bore—3½ inches. Stroke—4¼ inches. Displacement—221 cubic inches. S. A. E. Rating—27.3 horsepower. Developed Horsepower—68 at 3200 r.p.m.

**Transmission**—Four speeds forward, one reverse. Shafts and gears of alloy steel. Ball bearings used in clutch and transmission shafts.

**Standard Gear Ratio**—1st 6.57, 2nd 3.52, 3rd 1.73, high 1.00, reverse 7.88.

**Rear Axle**—Semi-floating with chrome molybdenum steel shafts 1½ inches in diameter at wheel bearing. Standard ratio, 5.10 to 1. By removing housing cover all parts are readily accessible.

**Lubrication**—Force feed to crankshaft, camshaft, and connecting rod bearings. Oil filter insures clean oil.

**Carburetor**—1¼ inch special plain tube. No dash adjustment necessary except choke for cold weather.

**Ignition and Generator**—6-8 volt generator. Ignition coil is high tension moisture proof. Storage battery 6-8 volt, 90 ampere hour capacity unit.

**Starter**—Bendix type drive is used.

**Cooling System**—Positive chain driven pump and vertical tube type radiator. Horizontal fins afford maximum cooling. Fan blade 17 inches in diameter.

**Drive**—Engine, clutch, transmission assembled as a unit. Drive is transmitted through single disc dry plate clutch, four speed transmission, three metal universal joints, two-section tubular propeller shaft, spiral bevel gear differential and semi-floating axle shafts. Torque and thrust reaction absorbed through rear springs by Hotchkiss type final drive.

**Clutch**—Single dry disc type. Ball pilot bearing used in flywheel.

**Drive Shaft**—Tubular, 2 inches in diameter. Supported by three metal universal joints.

**Front Axle**—Drop forged reverse Elliott type. Roller thrust bearings at pivot pins. Taper roller bearings are used at the wheels.

**Brakes**—4-wheel type, mechanical, amplified action. Correct leverages provide positive and powerful braking action with light pedal pressure. Emergency brake operates on transmission.

**Wheels**—Clark metal spoke wheels.

**Tires**—30 x 5 high pressure, heavy duty, 6-ply in front and 32 x 6, 10-ply high pressure heavy duty in rear.

**Steering Gear**—Cam and lever type specially designed.

**Frame**—Pressed steel channel. Maximum width 41 inches. Two pressed steel cross members and four tubular members. Frame has side members 6½ inches deep, with 3-inch flange.

**Springs**—Semi-elliptic type used. Front 38 inches long, 2 inches wide, 13 leaves. Rear, 50½ inches long, 2½ inches wide, 12 leaves. Studebaker built.

**Gasoline System**—Fuel pump. Gasoline tank capacity 18 gallons. Hydrostatic gasoline gauge on dash.

**Fenders**—Fenders made of heavy gauge pressed steel.

**Light**—Twin-beam headlights provide two distinct and separate beams of light. Controlled by switch on steering wheel.

**Tread**—Front, 56½ inches; rear, 57 inches.

**Overall Length** (bumper—rear of frame)—200½ inches.

**Overall Width** (over front fenders)—71 inches.

**Overall Width** (over front bumper)—61 inches.

**Frame Height** (rear—loaded, approx.) 26½ inches.

**Road Clearance**—Front axle, 9½ inches; rear axle, 8½ inches.

**Turning Radius**—Right, 25.5 feet; left, 27.5 feet.

**Spring Center Distance**—Front, 25¼ inches; rear, 39¼ inches.

**Dash to Center Line Front Axle**—33½ inches.

**Dash to Center Line Rear Axle**—112¼ inches.

**Dash to Rear of Frame**—140¼ inches.

**Standard Equipment**—Speedometer, engine temperature indicator, oil pressure gauge, ammeter and gasoline tank gauge, mounted in a panel in the instrument board. Spare tire rim mounted in a well in the front left fender. Electric horn with button on steering column. The coincidental steering gear and ignition lock (approved by Insurance Underwriters' Laboratories) entitle owners to lowest theft insurance rates.

## Heavy Duty Commercial Chassis » » 3 Sizes

**Models & Capacity** (Body, Cab and payload)

| Models | Wheelbase | Maximum Capacity | Tires for Max. Capacity |
|--------|-----------|------------------|-------------------------|
| 77     | 158       | 7300 lbs.        | 32x6 H. P. dual         |
| 88     | 184       | 7300 lbs.        | 32x6 H. P. dual         |
| 99     | 184       | 8300 lbs.        | 34x7 H. P. dual         |

Note: See paragraph below on Tires for standard tire sizes.

**Engine**—The Studebaker "Eight in line" engine, quiet L-head type, cast enbloc. S. A. E. horsepower rating 39.2. The bore is 3¼ inches and the stroke 4¼ inches. Develops 115 horsepower at 3200 revolutions per minute. Removable head, with combustion chambers exactly machined to uniform size.

**Lubrication**—Full pressure feed to main connecting rods and camshaft bearing. Special oil screen filter.

**Carburetion**—1¼ inch Duplex carburetor with duplex down draft manifold. One carburetor for each four cylinders. Special spring choke designed to prevent over-choking and crankcase dilution.

**Ignition**—Delco-Remy special double breaker distributor operating two coils mounted on dash. Automatic spark with manual control. Special large 12-volt generator. Automatic voltage regulator.

**Gasoline System**—Leak-proof gasoline tank of 30-gallon capacity, carried at rear of frame. Hydrostatic gauge at filler. Fuel is fed to carburetor through a fuel pump which is unaffected by grade conditions.

**Cooling System**—Water cooled with pump circulating system. Flat, vertical tube type of radiator. A 21-inch fan, driven by a double V type belt. Cooling capacity 6½ gallons.

**Clutch**—Improved double-disc, dry-plate clutch 11 inches in diameter. Exceedingly simple and effective.

**Transmission**—In unit with clutch and engine; selective type four speeds forward and one reverse in Model 99 Heavy Duty Chassis and three speeds forward and one reverse in Model 77 Junior and Model 88 Special. Provision for standard S. A. E. power or pump take off.

**Rear Axle**—Semi-floating type, with extra large chrome-molybdenum shafts. Spiral bevel gear drive. Load carried on large roller bearings at wheel hubs and differential. Housing of heavy malleable iron shaped to provide great truss strength. By simply removing housing cover plate, all parts are readily accessible.

**Drive**—Hotchkiss type. The torque and drive are taken through the extra powerful springs. The propeller shaft is a heavy steel tube, 3 inches in diameter, turning through three universal joints.

**Springs**—Semi-elliptic. Front 38 x 2½ and rear 56½ x 3 inches. The rear ends of the front springs are carried on links of special steel, designed to take up wear. Gruss "air springs" in front standard equipment.

**Brakes**—Amplified action, mechanical four-wheel brakes with oversize drums, front and rear. Westinghouse vacuum booster reduces normal pedal pressure two-thirds. Front and rear wheel brakes of the internal expanding type, with drums 17½ x 3 inches on Model 99 Heavy Duty Chassis and 15½ x 2½ inches on Model 77 Junior and Model 88 Special Chassis.

**Transmission Brake**—A parking brake mounted on rear of transmission. 14-inch ventilated disc type operated by hand brake lever located within easy reach.

**Steering Gear**—Non-reversing cam and lever type. Specially designed for balloon tires. 20-inch steering wheel. Taper roller bearings on steering pivots.

**Frame**—Deep, rigid pressed steel channel section, narrow at the front to allow a short turning radius. Side members 8½ inches deep, with 3-inch flange, are secured by seven cross members in Model 99 Heavy Duty and Model 88 Special and six cross members in Model 77 Junior. Frame greatly strengthened by sturdy mountings at front and rear of engine. Rigid construction of STUDEBAKER frame provides large factor of safety.

**Wheels**—Van heavy duty malleable spoke wheels—single or dual at rear. Ventilating type disc wheels at extra cost.

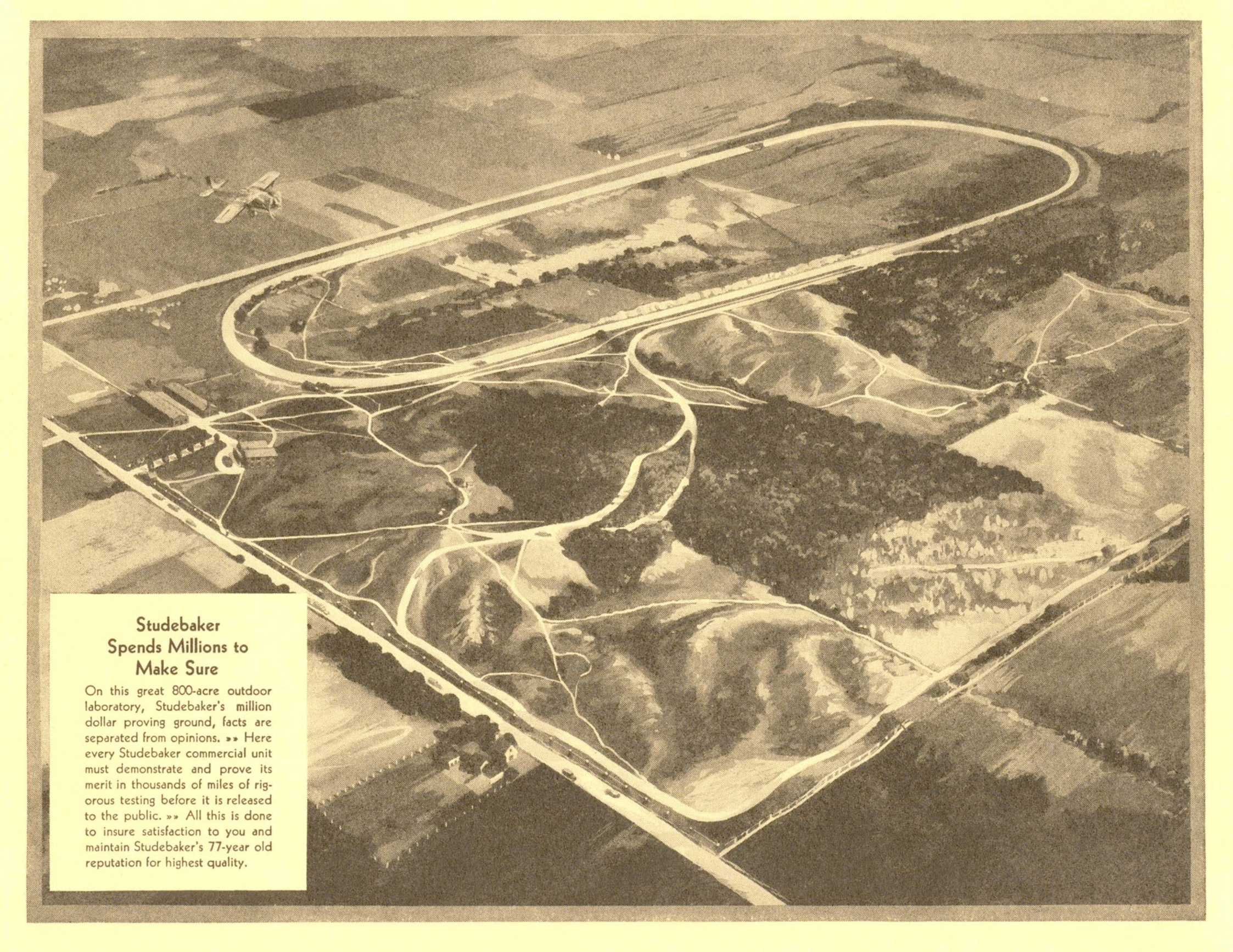
**Tires**—7.50-20—8-ply truck and bus balloon tires are standard on 99 and 88 models. 6.75-20—6-ply truck and bus balloon tires are standard on the model 77 chassis. Tire sizes shown at top of column at left, necessary for maximum capacities indicated.

**Lights**—Two-beam headlights provide two distinct beams of light. Rear traffic signal light.

**Equipment**—Speedometer, engine thermometer, oil pressure gauge, and ammeter grouped in instrument board. Gasoline gauge at filler. Front full width bumper at extra cost. Extra wheel rim and carrier.

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An aerial photograph of a vast, hilly landscape featuring a complex network of winding roads and tracks. A large, oval-shaped track is prominent in the upper right. A biplane is visible in the upper left sky. The terrain is a mix of open fields and dense wooded areas. In the lower left, there are some buildings and a parking area.

## Studebaker Spends Millions to Make Sure

On this great 800-acre outdoor laboratory, Studebaker's million dollar proving ground, facts are separated from opinions. »» Here every Studebaker commercial unit must demonstrate and prove its merit in thousands of miles of rigorous testing before it is released to the public. »» All this is done to insure satisfaction to you and maintain Studebaker's 77-year old reputation for highest quality.



