

# Studebaker SERVICE BULLETIN

JULY

NO. 225



1949

**and HEAT PROTECTION for your car is our mid-summer check-up**

**FOR SAFETY**

**FOR PLEASURE**

Hot weather driving will be safer, more pleasant if your car's in shape for summer's high temperatures and the extra mileage you put on it this time of year. Heat can be a trouble maker. So drive in soon and let our experienced mechanics make a mid-summer check-up of the vital points that may need special attention now.

These points need special attention for hot weather driving:

- LIBERATION**  
Hot weather requires special attention for your car's lubrication. Check the oil level and change it if necessary. Use the recommended grade of oil.
- ENGINE**  
An overworked engine can cause the repair man's bill. Get your car out of summer heat by making a thorough check of the cooling system, oil, and water.
- CARBURETION AIR CLEANER**  
An important part of your car's engine is the carburetor and air cleaner. Check them for proper operation.
- SAFETY CHAIRS**  
Check the condition of your car's safety chairs. They should be in good order.

REGARDLESS OF MAKE: **You'll LIKE Our**

**DEALER'S NAME**

STREET ADDRESS CITY AND STATE TELEPHONE

**AUTHORIZED SERVICE**

**MAILING NO. 4**  
**1949 SERIES**

**Here's HEAT PROTECTION for this fellow ...**

MAILED JULY

## PULL IN THAT MID-SUMMER SERVICE BUSINESS

As the fourth mailing piece in the current direct mail program (illustrated above) spreads its way across the nation, Studebaker dealers everywhere have an opportunity to get on the telephone, run ads in the newspapers, perhaps use the radio to tell their customers of the importance of a mid-summer check of their cars.

People drive more in the summer and they drive longer stretches - often at increased highway speeds. They should have the satisfaction of knowing that their brakes are properly adjusted and will not disappoint them. They should

be conscious of the condition of their tires, to forestall the possibility of heat-induced blowouts. They should know that the cooling and oiling systems will not let their engines run too hot. And then, because they will be taking evening, weekend, and vacation trips, they will want horns, lights, wheel alignment, steering, and windshield wipers in proper order.

Unless you tell your owners that you are *equipped* and *staffed* and *ready* to take care of all car services, they may not remember to give their cars this important mid-summer safety check-up.



**HAVE A NICE VACATION-**

**WITHOUT A WORRY ABOUT YOUR CAR---**

You'll save plenty of time and money—and add plenty to your vacation fun—if you make sure your car is in tip-top condition before you light out for the wide open spaces. To help you get off to a flying start, we've alerted our fine service staff to take care of you made on the double-quick, and to get your car on the vacation trail—on schedule. Don't head for the far-away places until we've inspected your brakes, cooling system, spark plugs, ignition, lubricating system and other vital points. Don't let car neglect spoil your vacation fun. A complete inspection right now is a precaution well worth taking!

DEALER'S NAME

Address Telephone

Ad No. 7634

**FREE ADVERTISING MATS! ORDER NOW!**

As announced in the recent Service Topics letter, mats of the two advertisements illustrated here are available gratis to all Studebaker dealers for use in their local service advertising.

There is still a lot of hot weather pleasure driving ahead and the need of service for vacation trips and mid-summer safety checks should continuously be brought to your customers' attention.



**YOUR ENGINE SINGS A MERRY TUNE**  
When our expert mechanics handle your tune-up work! No fumbling... no guesswork... no jumping at conclusions. Our factory-trained specialists—using modern, scientific analysis equipment—find out exactly what's wrong with your engine's performance. And then they quickly take the right steps to correct it. Get a complete tune-up that includes a thorough ignition check, a valve tappet setting, cleaning and adjusting of the carburetor and fuel system. Better not delay: Now's the time to bring your engine up to top performance. Our fine service organization is manned and equipped to do the job right.

DEALER'S NAME

Address Telephone

Ad No. 7635

Ads such as these will bolster the impact of your mid-summer direct mail campaign. They will help in constantly reminding not only your customers but also all motorists that you are a dealer who is properly staffed, equipped, and ready to give efficient service at a reasonable charge.

Order mats of either or both of these eye-stopper ads from the Sales Promotion Order Department, The Studebaker Corporation, South Bend 27, Indiana. Be sure to state quantity of each required and include your name and address.

**FRONT SUPPORT BRACKET MOUNTING SCREWS - MODEL 11A AND 12A STRIPPED ENGINES**

When a Part No. 525802 stripped engine assembly (245.6 cu. in.) is installed in 11A or 12A model cars, there may be an interference between the No.1 connecting rod and the engine front support mounting screws on the left side if the original screws and lock washers from the old engine are used.

The original screws (Part No. 13X423) are 7/8" long. If these screws are to be used, they must be shortened to 3/4" long. New screws, if used, should be Part No. 13X422. In addition, lock washer Part No. 40X433, which is 1/8" thick, must be used with either new screws or shortened old ones, or the effect of the shorter screw length will be nullified.

**ANTIRATTLE FOR HAND BRAKE RELEASE BUTTON - 8G, 16A**

Please record this article on page 28 of your 1947 Shop Manual.

To correct cases of parking brake release button rattle, install Part No. 526404 sponge rubber damper (3/8" x 3/8" x 1/2") as follows:

Pull out parking brake so that brakes are engaged.

With a putty knife or screw driver, insert the rubber damper between the housing of the lever and the control rod which goes down through the center of the housing. The 1/2" dimension of the rubber should run lengthwise of the assembly.

**EXTERNAL SEALER ELIMINATED**

Please record this article on page 18 of your 1947 Shop Manual.

Current production cars no longer have the bead of eyebrow sealer along the joint of the drip moulding and the roof panel. Instead, Alumilastic sealer is now used to cover the inside of the seam at the time of spot welding and this process allows the sealer to be hidden from view. Drip mouldings sealed in this way are considered more watertight than the former method of sealing and the material is not subject to removal or damage by weather or other causes.

**VIBROMATIC CLEANER**

Enclosed with this issue of the Service Bulletin is a sheet describing the McAleer Vibromatic Cleaner.

This cleaner is useful for interior car cleaning after wash jobs, painting and refinishing work, lubrication jobs, or for a separate cleaning service to build good will on every car brought into the service department.

The Vibromatic is operated from the service department's compressed air supply. A pulsating valve in the cleaner provides 2000 blasts of air per minute thus giving the vibration action at the suction opening which loosens dirt particles imbedded in upholstery, floor mats, etc.

Orders for the Vibromatic cleaner should be placed with Andrew D. Hotchkiss, Distributor, 522 New Center Building, Detroit 2, Michigan.

NOTE.--Export dealers may order from The Studebaker Export Corporation.