Studebaker

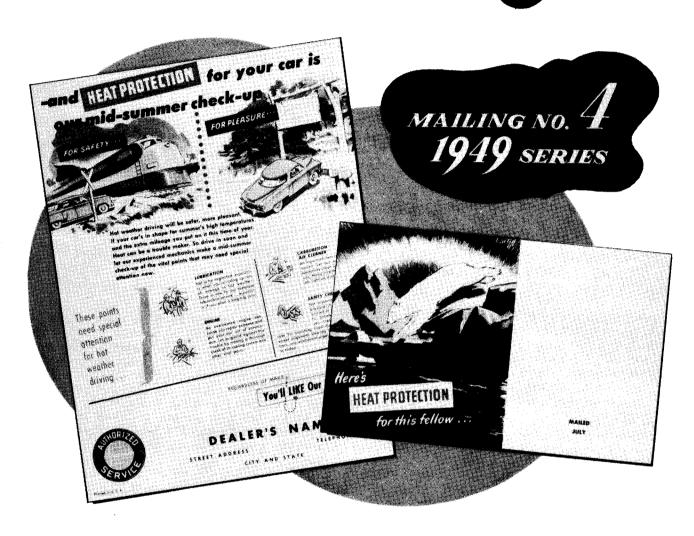
SERVICE BULLETIN

JULY

NO. 225

TUDEBAKER

1949



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.



AD No. 7634

FREE ADVERTISING MATS! ORDER NOW!

As announced in the recent Service Topics letter, mats of the two advertisements illus- Your ENGINE trated 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.



our expert mechanics handle your tune-up w

DEALER'S NAME

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 ITA 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.