

Studebaker

SERVICE BULLETIN

OCTOBER

NO. 232



1949

NOVEMBER IS

NEW

MIRACLE

RIDE

Special

DEMONSTRATION MONTH

*Mr. Dealer—
Are your demonstrators
ready for the Big month?
Read this Bulletin!*

PREPARATION, CARE AND MAINTENANCE OF DEMONSTRATORS

During New Miracle Ride Special Demonstration month you will want your demonstrators to perform unflinchingly and convincingly. Of course they should perform that way at all times, but for the special emphasis during the month of November on the superior riding qualities of the new 1950 Studebakers, you can't afford any failures. There must be no embarrassment to your salesmen because a demonstrator was hurriedly prepared and the car overheated as a result of a loose fan belt. No prospect should ever have an opportunity to ask, "Doesn't this dome light work?"

While demonstrators do not work *hard* in the sense that a traveling salesman's coupe works hard, demonstrators are driven relatively short mileages at each running and by a variety of drivers, including your salesmen and the prospects. There is little or no driver experience to accumulate the history of the car and recognize its service needs as they arise. It is up to your service department to keep the demonstrators properly serviced *all the time* and at the peak of their best possible condition, for there is no one to say to the service manager, "Well, Demonstrator No. Four is ready for an engine tune-up and a change of transmission and differential grease". Your service manager must either check these things for himself or assign to one of his best men the responsibility of keeping demonstrators in peak condition.

Demonstrators require extra care and special handling, as suggested in the following paragraphs. Your service manager (or the man assigned) should be fully acquainted with the service needs of each demonstrator in his care and be sure that it is ready at all times to prove to prospects its outstanding performance and comfort.

In addition, the Sales Manager or the

Dealer himself should follow through to see that the demonstrator preparation and maintenance program is carried out. The success of Special Demonstration month is of great importance to the dealer management and sales executives and relies in part on the kind of preparation and service the demonstrators receive.

PREPARATION OF DEMONSTRATORS FOR SERVICE

Demonstrators are just what their name implies. They are set aside so that salesmen can demonstrate to prospects just what Studebaker Champions, Commanders, and Land Cruisers are -- what they can do, how well they ride, how many driving and comfort conveniences are built into them, and what the various items of optional equipment are and how they operate.

They should, therefore, create a favorable impression, through the prospect's own driving and riding, of what the prospect can expect from the Studebaker you will deliver to him.

Demonstrators should be carefully and completely prepared so that the demonstrator will perform and ride just like the car the prospect will purchase. The demonstrator must be "up to par" under an unpredictable variety of home made tests put to it by prospects, representing all kinds of drivers from good to bad, careful to rough.

Before the Demonstrator is Put Into Service

If possible, select for your demonstrators during November cars which have already accumulated from 300 to 500 miles so that they will be well run-in and so that the engine will start and idle smoothly and will perform quietly with adequate pick-up on acceleration. If such a car is not available, a new car should be run-in before being put into special demonstration use.

STUDEBAKER

NOVEMBER
1ST to 30TH

MIRACLE RIDE

Special
DEMONSTRATION MONTH

Before the car is taken on any demonstration drives with prospects, the following services should be carefully and thoroughly performed:

1. Fill radiator to proper level (install anti-freeze as required by your local weather conditions); fill battery with distilled water to proper level; fill the gasoline tank with a good quality of gasoline; fill crankcase with correct viscosity of good quality engine oil.
2. Remove the carburetor speed control (governor).
3. Start the engine and check oil pressure as indicated on oil pressure gage.
4. With extreme care to all details give engine a major engine tune-up as specified in the 1950 Preliminary Service Operation Step and Time Guide Operation No. L-23 performing every step listed.
5. Adjust brakes, setting shoe to drum clearances exactly to factory specifications so as to provide positive and easy brake operation.
6. Balance wheel and tire assemblies statically and dynamically.
7. Front end service: set steering gear on correct adjustment; set caster, camber, and toe-in to specification.
8. Shock absorbers (Commanders only), check fluid level and set to correct adjustment. Check all Commander and Land Cruiser shock absorbers for possibility of being air bound. On cars before Serial No. 4405687, turn the rear shock absorber adjusting screw 1/16" clockwise and loosen the front shock absorber screw 1/16" counter-clockwise. On cars after Serial No. 4405687 the factory setting should be maintained.
9. Give the demonstrator a general tightening of all body, instrument panel, fender, generator, starter, and other bolts and nuts. Eliminate any rattles or squeaks.
10. Install carpets and mats; install

- tools and be sure jack shaft and spare tire are firmly in place.
11. Give the demonstrator a complete chassis lubrication following all lubrication recommendations on the 1950 Lubrication Chart. Inflate tires to correct pressures.
 12. Carefully and thoroughly road test the car for ride and performance characteristics over various types of roads and hills, and at different speeds. This test will prove operation of instruments and controls, starter, generator, clutch, transmission and overdrive, brakes and hill-holder, windshield wipers, horns and lights, and any other accessories on the car.

CHECKS AND INSPECTIONS

After the road test, make the following checks and inspections before putting the car into demonstrator service.

ELECTRICAL - Check all connections and terminals for tightness.

BRAKES - Check master cylinder fluid level. Check parking brake clevis and cotter pins for correct assembly.

BODY - Check doors, windows, keys, and locks for proper fit and operation. Check hood lock and hood safety catch operation. Check fit of hood and luggage compartment lid. Check front seat adjusting mechanism. Test for water and dust leaks.

CARE AND MAINTENANCE IN SERVICE

Demonstrators should receive careful inspection and maintenance daily and weekly as outlined below. For example, the interiors should be kept spotless and vacuumed daily - your prospects will lose considerable enthusiasm if they are given a demonstration in a car with spotted, soiled upholstery and dust and dirt everywhere else. Remember, the demonstrator is your No. 1 merchandising tool: it is the only manner in which the prospect can get tangible proof of Studebaker superiority; it is to the Studebaker dealer what free samples are

STUDEBAKER

NOVEMBER
1ST to 30TH

NEW
MIRACLE RIDE

Special
DEMONSTRATION MONTH

to Fuller Brush salesmen. To twist the old adage, the proof of the car is in the driving and riding.

Demonstrators should be given extra care since no one driver has enough experience with any single demonstrator to know just what service is required. The following list should be your daily and weekly guide:

Daily Maintenance Items

Make a *visual inspection* of each demonstrator for possible damage to the sheet metal, finish, hardware, glass, operating controls, and accessories.

Wipe (or *wash* if necessary) the car and vacuum upholstery. Remove any stains or spots discovered. *Polish* chromeware and bright metal.

Check the *cooling system, gasoline, and oil levels* and be sure they are full to capacity. The *battery*, particularly, will get a lot of use and have little or no opportunity for recharging since prospects like to operate all the electrical equipment and accessories, so check *battery water level and specific gravity*.

Before the demonstrator is put into daily service, while tires are still cool, check the *tire inflation* pressure and be sure it is correct.

Start the engine and *check operation of oil, gasoline, and ammeter gages*. (The salesmen can check heat indicator operation frequently while car is in use.)

Check the operation of all *lights*, both standard and accessory, and check the *horns*. From inside the car test operation of instrument and dome lights with the automatic door control switch and also with the use of their indi-

vidual switches when the doors are closed.

Step on the *brake pedal* to be sure *free travel* is not excessive.

Weekly Maintenance Items

Once each week give your demonstrators a standard *lubrication* as recommended on the 1950 Lubrication Charts.

Check the *fluid level of the brake master cylinder*.

Inspect all *tires* carefully for cuts, tears, cracks, or evidence of abnormal wear.

Road test the car carefully with special attention to evidence of rattles or squeaks. Be sure the car operates at the peak of its performance characteristics.

SUBSEQUENT MODIFICATION

All recommended service repairs, adjustments, or modifications of parts or specifications as outlined in Service Bulletins or Passenger Car Service Letters should be checked and performed as necessary on your demonstrators. An example of this is the installation of the anti-squeak spring for brakes described in Passenger Car Service Letter No. 814. This correction should have been made immediately on your demonstrators and, in any case, the item should have been investigated so that you would be sure that the squeak was not present and undetected.

This recommendation not only assures that your demonstrators are "kept current" with the latest models you receive from production, but it also gives your service manager and mechanics experience in performing the work.

STUDEBAKER

NOVEMBER
1ST to 30TH

MIRACLE RIDE

Special
DEMONSTRATION MONTH