



**Studebaker**

AUTOMOTIVE SALES CORPORATION  
SOUTH BEND 27, INDIANA

**Service Letter**

**PARTS AND SERVICE**

**SUBJECT** POLARITY CAUTION DECAL

**FROM** C. R. MCINTOSH, Manager  
Passenger Car Technical Service

**NUMBER** J-1964-2

**DATE** October 25, 1963

A warning decal (See Below) is placed on the left front fender apron to the left of the battery on all 1964 model passenger cars at the time of car production. This decal instructs in the proper procedures to be followed to prevent damage to the electrical charging system, when using a battery charger or a booster battery.

Inadvertently the decal was omitted from the early produced 1964 model passenger cars.

Dealers should determine, by inspection, the quantity of decals they require for installation on 1964 models and request the decals, furnished no-charge, from J. W. Hudson, Parts and Service Division, Studebaker Automotive Sales Corporation, South Bend, Indiana, 46627.

## **WARNING**

CHARGER OR BOOSTER BATTERY  
TERMINALS MUST BE CONNECTED  
POSITIVE TO POSITIVE AND  
NEGATIVE TO NEGATIVE  
TERMINALS OF CAR BATTERY