

TERRAPLANE HUDSON

Service

TECHNICAL INFORMATION
PARTS—ACCESSORIES
MERCHANDISING

Issue 3

FEBRUARY, 1935

1935 Series

TOP EFFICIENCY

Our cars are so designed and built as to permit of outstanding performance. As outstanding performers they are great advertisements for us.

Because the automobile embodies complicated mechanism it is to be expected that it will require minor adjustments from time to time to keep it at top efficiency.

The owner is not always aware of a loss of efficiency and it is therefore your duty to criticize the performance of every Hudson and Terraplane with which you come in contact. If a minor adjustment will put it at top efficiency, as is frequently the case, do it without comment. It will be a pleasant surprise for the owner. He will be grateful. Nothing will appeal to the owner more than a friendly interest in the performance of his car. Such action will result in another sale either immediately or at some time in the future.

Inasmuch as the majority of our sales must come from our established clientele and that clientele is in your keeping, you can readily see that your effort toward owner's satisfaction is of great importance to this business.

Let's have a campaign for top efficiency. Don't be satisfied with anything less than that in connection with all Hudsons and Terraplanes in your territory—it will mean more sales for your company.

A. E. BARIT
Vice-President
and General Manager

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Building Up A Service Business

In building up a business in servicing automobiles, two things should be kept in mind—

- (1) The customer must be satisfied.
- (2) The shop must make a profit.

Without customer satisfaction, the volume of business will not be sufficient to make a profit or the cost of advertising to bring in "one timers"; to build up the volume will consume the profit possibility.

Without a profit, the car dealer must supply the shortage from profits made on new or used car sales. This is not a healthy or pleasant condition and sooner or later the dealer will of necessity, or by choice, cut down the "donations." The Service Department must then lay off men or reduce wages, either of which makes the shop less able to deal with customers and owner dissatisfaction grows. Eventually the Service Department is a name only and not a place an owner will look for when in need of mechanical assistance.

The difference between making a **satisfied customer** or a **disgusted car owner** may be in the reception of the owner upon entering the service station, lack of an intelligent explanation of why the work found necessary should be performed, or failure to point out the benefits to be derived from the work. The presentation of the bill without explaining the various charges, or worse still, simply telling the customer "The cashier has your bill," as is too often done, sends the owner out *thinking about what he spent instead of realizing what he has obtained for his money.*

A man who buys a suit of clothes and walks out of the store with the suit under his arm, knows he got something for his money. He can see it and feel it. A man who drives a car into a service station and pays for service work should drive out with the same sense of having received something for his money. There is little to be seen by the owner when his car has been tuned up, even if he raises the hood. If he has been properly sold, however, he will feel that he has given the car the treatment it deserves and if the tune-up is done properly, he will feel the renewed performance.

The volume of maintenance work, parts and accessory sales depends to a very large extent on what the service salesman tells the owner. It's the service salesman's job to be able to see the condition of a car almost at a glance, and then sell the owner on the value of having the repairs

made. Every job that is not sold is lost business to the service station and lost wages to the men in the shop. Failure to sell an owner a job that his car needs does not make friends.

When the car is taken to the shop, the mechanics should follow the service salesman's instructions as written on the work order. Blind adherence, however, does not necessarily suffice. Since the mechanic has a better opportunity to inspect the car and determine its condition than does the salesman, and must be able to determine, as his work progresses, whether additional operations are necessary or others can be removed from the order. One is as important to owner satisfaction as is the other. In case additional work is required the service salesman should always contact the owner, explain the reason and get his permission to do the work.

The quality of the mechanic's work must of necessity be the best. Regardless of the salesmanship used with the owner, it is soon forgotten if the car fails to show the improvement the owner expects.

The ability to remove a part from a car and replace it with a new one is not sufficient. A good mechanic knows the work each part has to do and its relation to other parts. He realizes the necessity of seeing that all parts are in good working order and is not satisfied when he has replaced the broken part, unless he knows that this is all that is necessary.

Constant study is necessary for the mechanic to keep informed on the new developments in automobile design and the best methods of servicing. Yesterday's methods do not fix today's cars.

Good workmanship cannot be expected from a dirty, poorly lighted or inadequately ventilated shop. The responsibility for maintaining the condition of the shop lies directly with the Service Manager, but the selection of the shop facilities is the responsibility of the dealer. The selection of the shop is frequently given too little attention.

Shop equipment which was adequate a few years ago is now as obsolete as the cars it was designed to service. Only through constant study of service problems, as developed by advances in car design, can an intelligent selection of equipment be made. It is the duty of the Service Manager to select the equipment and, in most cases, sell the dealer on the necessity of its purchase.

The Parts Department is important from a profit standpoint, as well as an aid in selling. Cars cannot be properly serviced without the proper parts, and it is also hard to sell the owner on your ability to service cars if he cannot see that you have a proper parts stock. A well-kept parts room in full view from the service floor makes the ser-

(Continued on page 44)

How Can I Increase Volume and Profits? Watch for the March Issue

Building Up a Service Business

(Continued from page 43)

vice salesman's job easier. A well arranged accessory display adds to the appearance of any service station and reminds the owner, as well as the service salesman, of the merchandise you carry. Accessory sales add extra profit for the shop and extra commissions to the men who make the sales.

The successful service business has **men**, each well trained for his particular work and each determined to do a good job; **equipment**, modern, in good condition and suitable for the work to be done; **parts and accessories**, well kept, well displayed and sufficient for the customers' needs; **customers**, satisfied with treatment, workmanship and the car they drive; **profits**, in proportion to the value of the service rendered.

NOTE—Later issues of this publication will carry articles dealing with specific problems of Service Station operation. Watch for the articles on "Getting Customers" and the "Spring Service Campaign" which will appear in the March issue.

Dealer Clinics Huge Success

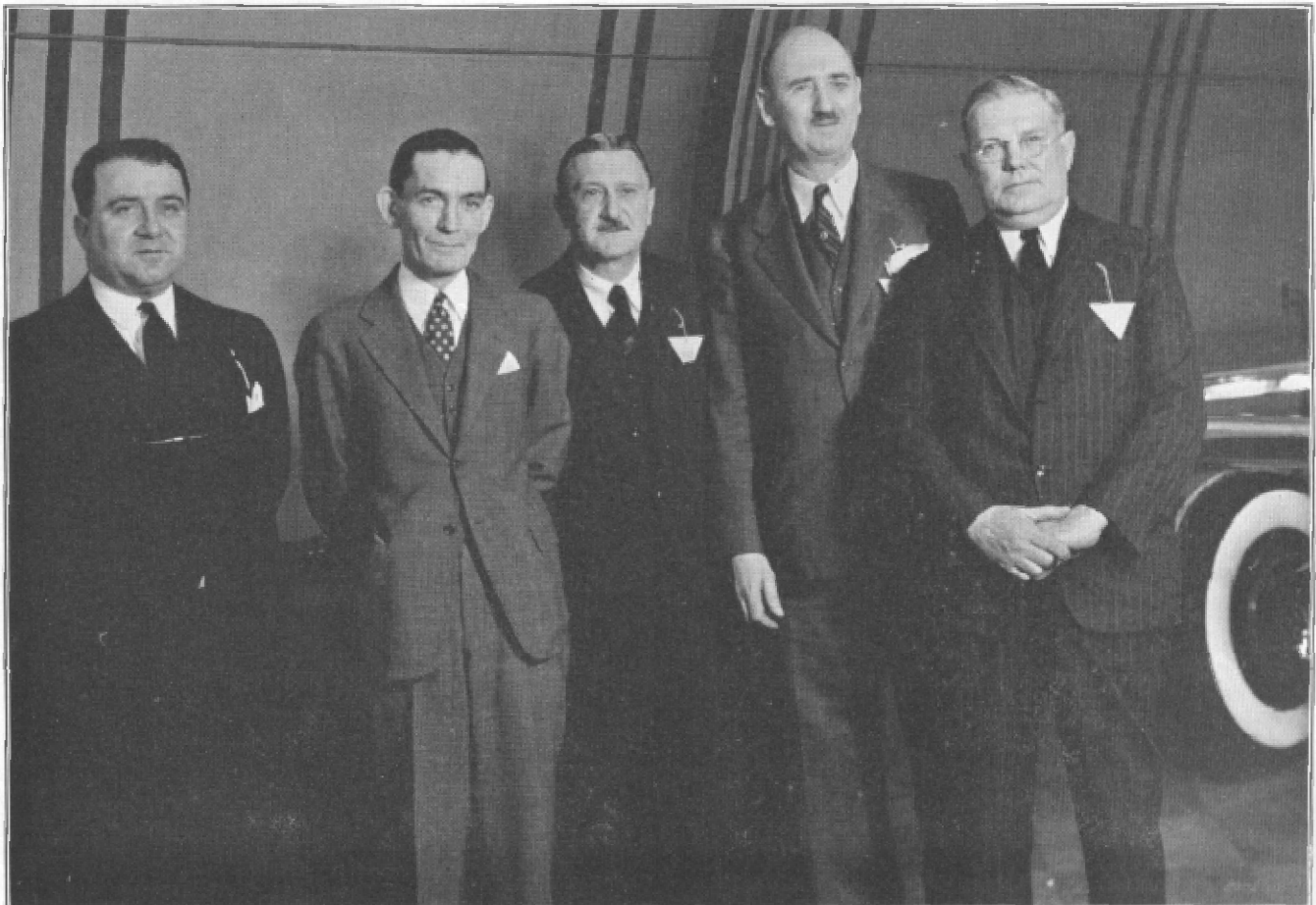
The last of the dealer clinics has just been completed and, from the reports received all over the United States, it appears that they were tremendously successful.

There were approximately 70 clinics held in all, with a total attendance of 3,178. This attendance, of course, is exclusive of the attendance of the distributors' parts and service managers at the National Convention, held in Detroit in December, 1934.

The great popularity of these clinics prompts us to wonder whether or not it would be a good thing for us to hold them occasionally during the year. Any comments on the subject, which the field would like to send in, will be very much appreciated by us.

Windshield Bumpers

Two rubber bumpers, Part No. 108138, are now being installed on all body types under the windshield lower garnish moulding. These bumpers which may be readily installed, prevent the center of the windshield from being drawn in too far, preventing glass breakage, and also insuring a better seal along the bottom edge of the windshield. Readily installed.



Tom Stambaugh and nearly a century of experience from the Gomery Swartz Motor Car Co. of Philadelphia.
Fred Holz, T. H. Stambaugh, J. C. Swartz, President, Wm. Ellershaw, F. H. Yerger

Renewed Performance

Renewed performance, instead of Engine Tune-up, is used here to indicate the bringing back of the original performance, as this should be the result of any tune-up. If the car leaves the service station in a less efficient condition, the job has not been completed—possibly because the operation was not properly sold, or because the shop either through lack of information, improper equipment or lack of interest, did not do a good job.

Renewed performance can be obtained in only a relatively few instances by minor adjustments, and these possibilities are at low mileages. The speedometer reading, to the wide awake service salesman, is a good indication of the car's needs, but accurate information can be obtained only by an accurate check.

Naturally, neither an owner or a service man would expect any extensive repairs or replacements when a car is brought in for a 500-mile inspection. For this reason, the importance of this inspection is too often overlooked. The 500-mile inspection is the first opportunity to sell the owner on the need of regular tune-up and actually sell the ability of the shop to take care of this service.

If time is taken by the service salesman during the 500-mile inspection to show the owner how a proper test and tune-up is made and a logical explanation is given for each step, much would be accomplished in making a regular customer.

The intervals between the need for tune-ups will vary, but 3,000 miles is a good average. The work required or the replacements necessary will also vary. The service salesman must, therefore, be well informed and able to sell all the work required if the tune-up is to be successful in bringing back the original car performance.

The low speed low compression engine of some years ago developed approximately one horsepower for every ten cubic inches of piston displacement. The 1935 Terraplane and Hudson engines develop nearly one horsepower for every two cubic inches of piston displacement. A large part of this increase in horsepower is in the ability of the modern engine to burn the fuel more efficiently. All parts contributing to the burning of the gasoline must be maintained properly or efficiency is lost and the modern engine may be little better in its performance than one of the earlier types.

It is only natural that as the efficiency of engines is increased, there is more that can be lost by improper tune up.

What parts affect tune up? Every part that holds the fuel confined in the combustion chamber, including the lubricant and lubrication system, all parts in the carburetion system, the entire electrical system.

If compression is lost, part of the fuel is wasted and the burning of the remaining fuel is not complete. If properly mixed fuel in proper proportions and proper quantities is not delivered equally to all cylinders, complete burning cannot take place.

A proper spark must be applied to burn the fuel. Although the spark is applied at the spark plug, the electrical energy was developed in the generator, stored in the battery, conducted through the coil and distributor points to generate the high voltage in the coil which flows through the distributor and the high tension cables to the plugs. Each and every part in this system has its duty, even the car frame, which acts as a return circuit for the electrical current. None of these can be overlooked, nor can the other parts of the electrical system, which also draw on the electrical energy of the generator and battery.

Engine tune-up on a modern automobile engine is as different from the tune-up of the low speed engine as are their relative efficiencies. Then what does a correct tune-up consist of? Of bringing every part affecting the efficiency of the engine up to its maximum efficiency for Renewed Performance.

NOTE—A series of articles on Engine Tune-up will start in the March issue of this publication. Check up on the methods you are now using, and be ready to make use of the material to be presented.

What is an Engine Tune-up? Watch for the March Issue

Accessories for Display Boards

The December issue of the magazine carried photographs of two sizes of the Display Board, and the list of parts installed on each. Although many distributors and dealers have taken advantage of the extra 10 per cent discount offered on orders for the complete list of accessories for either board, possibly some of you have overlooked this factor.

Accessories on the shelf will not sell themselves. They must be brought to the attention of the prospects, and the Display Board is the best medium for this purpose.

Order a complete line of accessories, get them installed on your Board and pocket those extra profit dollars.

Brake Mortar

It is often difficult to obtain the original brake efficiency after replacing linings even though the standard lining used originally is used for replacement. Investigation of the cause shows that the new lining was not pulled down to the shoe at all points, either bulging between the rivets or not contacting along a portion of the edge of the shoe.

Even if the shoes are adjusted to exactly the proper clearance in the drums, the clearance is not correct under brake application as the lining is pressed against the shoe before proper application is made giving the effect of excessive clearance. This extra clearance, of course, is not the same at all shoes or even at all points of a single shoe so that the brake acts very much as though it were poorly adjusted.

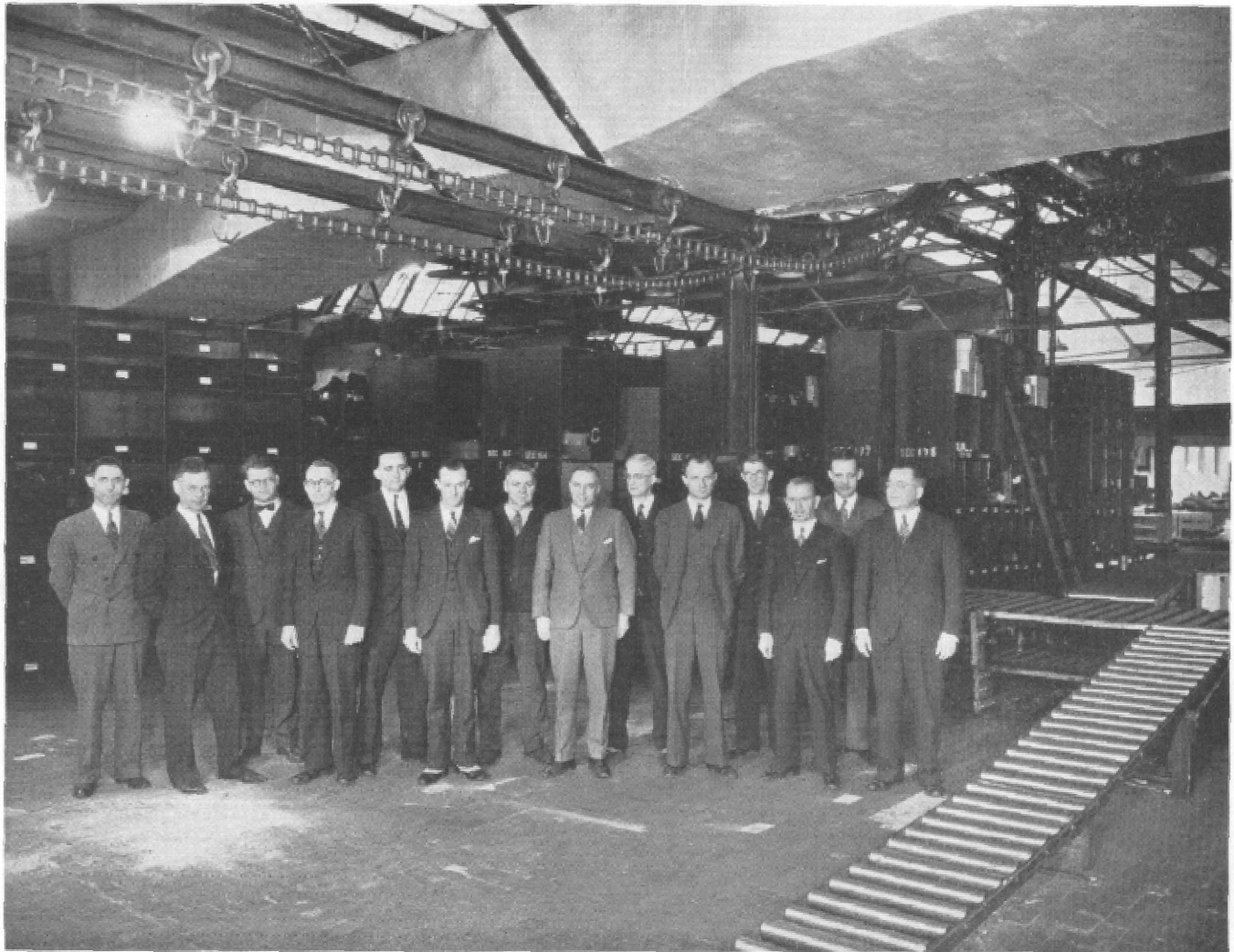
In order to correct this condition a material which is known as Brake Mortar has been developed for us. A small amount of brake mortar applied on the shoe will spread when the lining is

riveted in place and fill up all space which would otherwise be left between the lining and the shoe. This gives the lining a solid backing and the actual clearances measured in adjusting the brakes are not added to when the brakes are applied. A uniform braking action is therefore obtained.

In order to help our service stations to get the best possible brake reconditioning we are now including a container with sufficient brake mortar for one set of shoes in each Brake Lining Kit. This has been added without any increase in the cost of the kits.

To insure correct brake action use only genuine factory linings—engineered for Terraplane Hudson brakes and apply with brake mortar. Your cost of a proper brake job will be less and the owner will be satisfied with your work.

Do Not Forget to Check Tire Pressure On All New Cars Delivered.

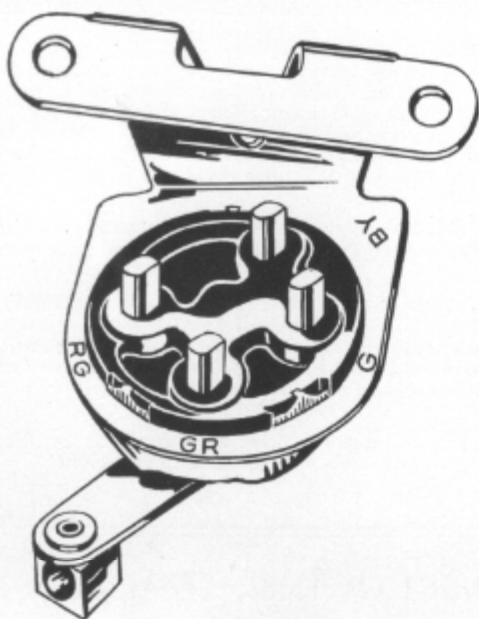


Here is where your Service Parts Orders are filled and the men responsible for filling and shipping them. Your spring service campaigns should keep these men and these conveyors moving—getting parts and accessories to you. Reading from left to right the men are: Bill Morgan, Earl Thomson, G. E. Flemming, Al McVicar, W. Dawson, J. H. Gould, W. Maischein, J. H. Rowell, H. L. Wedlake, G. L. Flynn, E. H. Kramer, J. R. Steiner, G. H. Mouroutus, R. L. Collins.

Electric Hand Notes

Interlock Switch Marking

The first interlock switches used in production did not have the terminals marked to indicate what wire should be attached to each. The illustration shows the markings now being used. BY indicates black wire with yellow tracer; G, green wire; GR, green wire with red tracer; RG, red wire with green tracer.



If a switch without the markings is removed from a car, it should be marked as shown in the illustration to aid in reassembling the wires.

Using Testing Equipment

Paragraph (g) on page 10 of Reference Sheet No. 3 should read the same as (g) on page 32 of the January issue of **Terraplane Hudson Service**. When the transmission is in "normal" neutral and the selector switch is moved to low or reverse, only lamp W of the lower harness testing set should light.

In some cases, light Y or YB will flash as the selector switch is moved only slightly from neutral. This is due to the selector switch contact touching the switch point to which the shift is being made before breaking contact with the neutral point of the selector switch. Disregard this flashing of the light, as the condition causing it does not interfere with the correct functioning of the Electric Hand.

Adjusting Clutch Circuit Breaker

Reread the instruction under (E) on page 30 of the January issue. The adjustment of the

clutch circuit breaker is important. To test for the correct position of circuit breaker, shift into low gear and allow the clutch pedal to come back slowly until the clutch just begins to drag. This is indicated by a slight vibration in the engine, but should not cause the car to move. While holding the clutch pedal in this position, move the selector to neutral. The transmission should shift to neutral. If it does not shift, move the clutch pedal down slightly. The amount the pedal has to be depressed to complete the shift is an indication of the amount the clutch circuit breaker arm pointer must be adjusted forward from the normal position mark.

If too much downward pedal movement is required to close the Electric Hand circuit, the shift will not be completed if an end to end condition of gears is encountered. This happens only when the car is standing still and is usually noticed only in attempting to shift into low or reverse.

If insufficient pedal travel is necessary to close the Electric Hand circuit, the gears will grate if a gear is preselected, due to the clutch not being sufficiently disengaged when the shift is made.

Manual Gear Shift Lever

All electric hand equipped cars now have the manual shift lever held in a socket and a strap with a snap fastener located just ahead of the right front door.

Installation of Electric Hand Air Filter

When installing Air Filter Kit No. 48250 (Distributor Bulletin No. 14, Dealer Bulletin No. 6), follow the instructions carefully. Particular care should be given to the following operations:

- (1) Remove all traces of oil from all parts of the valves and valve housing and rub flake graphite into the surfaces of the pistons and cylinders. Use only dry flake graphite and blow off all excess.
- (2) After assembling the solenoids and lower plate to the valve housing, put the valves in place and see that they do not bind. Binding may be caused by drawing the lower plate screws unevenly or improper installation of the cork gasket.
- (3) Be sure the 2460-A Dolphinite forms a complete seal around each solenoid and fill the opening in the solenoid cup through which the wires pass.
- (4) When assembling the filter hose and elbow, carry the hose directly under the sole-

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Electric Hand Notes

(Continued from page 47)

noids. If it is carried to the right of the solenoids, the metal elbow No. 48254 will strike the frame "X" member and cause a rattle.

- (5) Be sure all dirt is blown out of the hose and tubing before installation.

Transmission Lubricant

Don't overlook the necessity of replacing 3 ounces of the regular SAE-80 gear lubricant in the transmission with 3 ounces of kerosene in cars operated at zero temperature. See page 37 of the January issue of Terraplane Hudson Service.

Contact Plate Adjustment

The testing of the position of the contact plate is covered under (c) and the paragraphs following (h), page 32 of the January issue of Terraplane Hudson Service. The dowel pins on the contact plate have been removed in cars of later production and the location is made positive by drilling through the contact plate into the transmission control housing and dropping a dowel pin into the hole. This dowel is a precaution necessary only for handling in our Assembly Department.

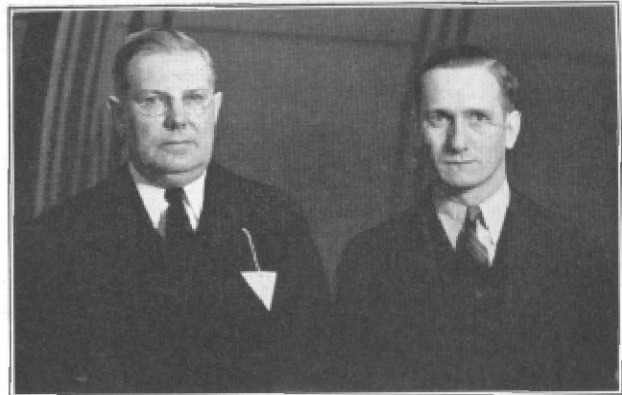
When servicing cars it is not necessary to replace this dowel pin as the position can be held permanently by drawing down the four screws which hold the contact plate in position.

After removing a contact plate for servicing or when installing a new plate, test the position using the lower harness test set as covered on page 32 of the January issue, keeping in mind the changes that have been made in the method of doweling. **If the contact plate is not in proper position, the transmission will not come to true neutral and the cross shift cannot be made.**

Electric Hand Testing Equipment

The Factory Service Department has attempted to supply complete information and instructions for the servicing of the Electric Hand. Detailed information is contained in the December and January issues of this publication. Additional information is contained in this issue under the heading of Electric Hand Notes.

In order to make use of this information it is essential that the Electric Hand Test Kit No. 47898 be used. This kit has been so developed that it makes testing of the Electric Hand a simple routine matter. No Terraplane Hudson Service Station can afford to be without this Test Kit particularly since it is being supplied at absolute cost. If you do not already have a kit place your order with your distributor immediately.



These two young men have been longest in their respective fields of servicing Hudson products. Mr. F. H. Yerger, left, Service Manager of Gomery Swartz Motor Car Company, has been in the continuous employment of the Philadelphia Distributor, servicing Hudsons and Terraplanes for twenty-five years

Mr. E. T. Nowak, right, has the longest continuous record in the factory service group, having completed twenty-two years

Since this picture was taken, Mr. Nowak has changed his line of endeavor, however, remaining in the Hudson organization and in the work of promoting better service for Hudson and Terraplane owners. In his new position he will have charge of the service work for the Export Department

Mr. L. Sharon succeeds him as Supervisor of the Claims Division of the Service Department

Don't Overlook Accessories in Planning for the Spring Campaign—Get Your Stock in Now

Wheel Shields

Everybody agrees that after Wheel Shields were seen on cars, owners wanted them. The fact that we did not have wheel shields installed on many show room floor cars during certain months of this year caused us to lose a large volume of shield sales. Remember that wheel shields are interchangeable on both 1934 and 1935 cars.

Running Board and Tire Finish

This is a liquid wax finish designed to "dress up" cars on your show room floor. The running boards and tires of both new and used cars should be treated just before delivery to a purchaser, to give them a finished appearance in keeping with the body of the car.

No polish job is complete without polishing running boards and tires also. Your owners will be receptive to this product as a means of keeping their cars new.

•
HUDSON
AND HUDSON-BUILT
TERRAPLANE

Accessories

We have shown attractive photographs of the various accessories, together with part numbers and a brief description of each item, and this catalog should prove extremely valuable to your retail salesmen when used in conjunction with the retail salesmen's Installed Price List, which is already in your hands.

You can readily appreciate the expense involved in preparing a catalog of this nature, and we hope that you will use it to the fullest advantage. Every Wholesale Man, Retail Salesman, Parts Man and Service Man should have one for his personal use. Check over your entire organization and see how many copies are needed, then send in your order for the total number required, at 25c per copy, which represents less than the actual cost.

Startix Kit Complete with Wiring



A cut of the three Inspection Cards is shown above

In making a sale of a new Hudson or Terraplane automobile both distributors and dealers assume a very definite obligation as related to the performance during the breaking-in period of the car. The purchaser is assured that the car has been completely inspected and adjusted for best operation before the car is delivered to him. He is also informed that at the end of 500 miles (Hudson and Terraplane) and again at the end of 1,500 miles (Hudson only) of driving, the car will be inspected and adjusted without charge to the owner, except for oil, grease or supplies.

It is obvious that these three inspections—the new car pre-delivery, the 500 mile and the 1,500 mile—should be conducted in a systematic manner, not only to insure proper operation of the car, but to protect you against unwarranted claims by owners.

To assist you in handling the inspections methodically, we have made Inspection Cards (Pre-delivery—Hudson and Terraplane; 500 Mile—Hudson and Terraplane; 1,500 Mile—Hudson only) available for these various inspections, listing all the operations which should be performed at the three periods. These will be furnished to you, upon receipt of your order, on a cost basis, packaged in lots of 50 sets (one card for each inspection per set) at a price of \$1.00 per package.



Part No. 41198

List Price \$8.50

During 1935 you should take full advantage of the profit possibilities through merchandising Startix Automatic Starting Equipment. There are three excellent sales features connected with this device—convenience, protection and safety.

With Startix installed, it is simply necessary to turn on the ignition switch and the circuit is completed by fully depressing the clutch pedal to start the motor. As long as the ignition is on and the clutch pedal depressed the motor is automatically re-started, if it stalls. The hands are left free for steering, gear shifting, operating the horn or turning on lights.

As soon as the engine runs under its own power the starter is disengaged and cannot be re-engaged until the motor comes to rest. The danger from stalling in fast traffic, at railroad crossings or dangerous intersections is overcome because the Startix keeps the motor running.

There is no possibility of starting the motor with the transmission in gear because, by the installation of the clutch pedal switch which is furnished as a part of the kit, it is necessary to depress the clutch pedal before the circuit is completed, permitting the starting motor to engage.

On cars equipped with Electric Hand, installation of Startix will make the car just as nearly automatic as is possible, as it is only necessary to release the clutch to re-start the engine.

We firmly believe that there is a big field for this device and you should not fail to secure all the profit possible from this item.

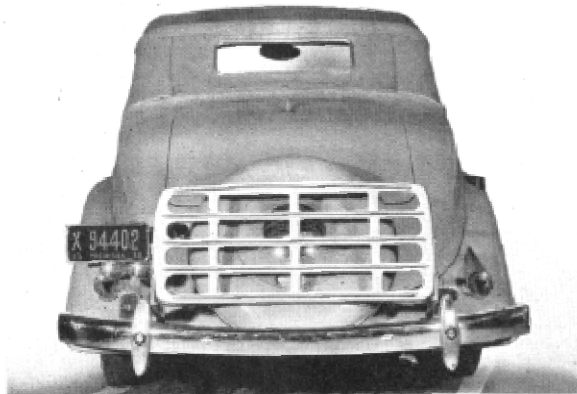
Spring is Coming—There Will be a Lot of Extra Service Business—Let's Get Our Share

Coupe Luggage Carriers

Have you taken particular notice of the attractive appearance of the Luggage Carrier Rack installed on a Coupe or Convertible? Even the photograph below fails to do full justice to the manner in which it harmonizes with the lines of the car.

This rack has decided sales appeal, both from the appearance and utility standpoints. When dropped into the horizontal position it provides extra carrying space for baggage, or the installation of a trunk. When folded up, extra protection for the spare tire and rear of body is obtained.

Install one on the car on your showroom floor so that both you and your prospects can fully appreciate its appearance and advantages.



The luggage carrier rack is also available for Sedans and Coaches.

Part No.	Name	List Price
111675	Luggage Carrier Rack Assembly —All models except Coupe and Convertible	\$ 9.50
111719	Luggage Carrier Rack Assembly —Coupe and Convertible	9.50

Rear Apron Stone Breaker

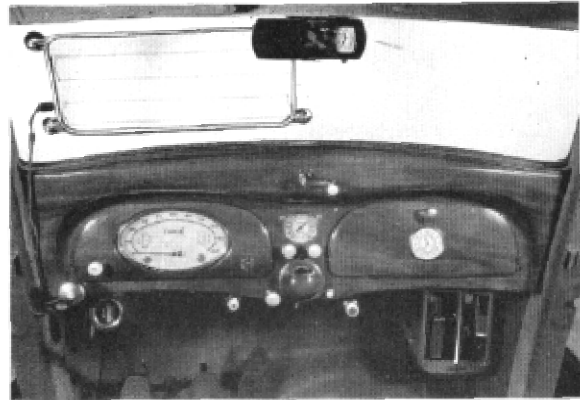
There have been a number of inquiries for the Rear Apron Stone Breaker, Part No. 109106, which was used in 1934 production.

These shields can be installed on all 1935 cars and are now available as a kit, complete with all parts necessary for installation.

They can be quickly installed, as there are no holes to drill and should prove a source of additional profit in your operation.

Part No.	Name	List Price
114825	Rear Apron Stone Breaker.....	\$2.00

Signaling Devices



1935 Instrument Panel showing location of Tell-Turn Signal Switch Knob, Water Temperature Gauge, Heater Control Switch and Cigar Lighter.

There are certain items in the accessory line for 1935 which should have special mention, although all are covered in Accessory Price List, Bulletin No. 4.

There is a growing demand among motorists for an electrical device to indicate a driver's intention to turn right or left. Such indicators are now compulsory in some foreign countries and there is no doubt that this country will probably later adopt similar regulations. In order to take advantage of this growing market, we have made the Tell-turn Signal Light available to you. The device consists of a lamp with directional arrows mounted on the rear license plate bracket, a switch incorporated in the gear shift lever knob or bracketed to the dash for cars equipped with Electric Hand and, if desired, a lamp for mounting on the front bumper.

Part No.	Name	List Price
114540	Tell-turn Signal Light (Kit) (Rear installation).....	\$ 9.50
114636	Tell-turn Signal Light (Kit) (Front installation—Used with 114540)	6.00
114637	Tell-turn Signal Light (Kit) (Front and rear installation) ..	15.50

Used Car Cleaner

Hudson Used Car Cleaner is formulated for quickly and easily removing dirt, road film and dead pigment from all lacquer finishes.

It is prepared especially for reconditioning cars on which the finish is dull, due to long service or lack of proper care.

It lifts grime and loose dye pigment, leaving the original finish like new.

You will be surprised at the improvement in appearance of your Used Car Stock, after cleaning with the Used Car Cleaner.

**How's the Parts Stock—Will it Take
Care of Spring Season Needs—Now
is the Time to Get it in Order**

Governors

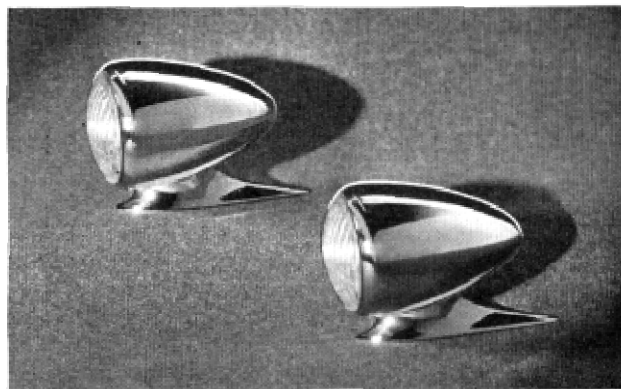
You were recently advised that we were placing a governor on all cars shipped from the plant. This governor is installed between the carburetor and the intake manifold. From the responses which we have received since this installation was made a part of the standard equipment here at the plant, we feel this was an excellent move.

We made a considerable investigation as to the results certain other companies had obtained in using this governor, and profited considerably by their experience.

You may occasionally find an owner who feels satisfied he is breaking his car in properly without the use of the governor and who may insist upon having it removed, but in the main we would encourage all owners to leave them in until the 500 Mile Inspection. This absolutely insures the proper breaking in and if the speed is controlled, owners should be better satisfied with their cars as a result.

We think it also has served an excellent purpose in controlling the speeds of driveaway cars from the plant. Instruct driveaway men as you will, many times it is their desire to get to the point of destination too hurriedly, and many times speed limits are exceeded, which might later prove detrimental to the continued good service from the automobile.

Fender Lamp Kit Complete



Part No. 109432 \$5.00

The fender lamps pictured above will have a definite appeal to all car owners. The lamps conform to the styling of both 1934 and 1935 headlamps and are truly built to harmonize with the lines of the cars.

Due to the small bulbs used in fender lamps, there is less battery drain when car is parked with lights burning.

Sales possibilities are greater than ever before, as fender lamps are not standard equipment on any 1935 models, leaving a wide open field for sale as an accessory.

Fender lamp kits are complete with the necessary wiring for installation.

Cigar Lighters

Cigar Lighters, finished in mahogany to match the instrument panel of the 1935 models, are now available. The price is the same as the walnut finish. Order Part No. 114658.

1934 Radio Installations

We have reminded you on one or two other occasions that you have plenty of possibility for profit in the sale of 1934 radios on 1934 cars. We dare say we have all been so wrapped up in the introduction of the 1935 models and the enthusiastic manner in which they have been accepted, that some of these 1934 profitable items have been more or less in the background of our minds.

The owner of every 1934 car sold without a radio becomes a prospect for one of these sets. It isn't for us to remind you that radio is becoming more popular every day and that sooner or later practically all owners will want them installed in their cars. The fact that the car was

sold last year has no bearing whatever on the situation, except that we must use a little effort and salesmanship in approaching these owners for this later installation.

We think it is of importance, however, to the service and selling personnel of every dealer, in that there is a \$5.00 commission allotment with the sale of each one of these radios as an accessory. We suggest that every owner coming in to the service station be approached on the purchase of a 1934 radio, if one has not already been installed in his car. We further suggest that dealers send out a letter to their owners calling their attention to radio and suggesting the purchase of one.