TERRAPLANE HUDSON

Service

TECHNICAL INFORMATION
PARTS—ACCESSORIES
MERCHANDISING

Issue 7 JUNE, 1935 1935 Series

Importance of Parts Stock in Holding Owner's Maintenance Business

Little need be said to the Dealers, I am sure, on the importance of using Genuine Hudson and Terraplane parts in the servicing of our products.

The owner's attitude on this subject is well known to every Dealer and, despite claims to the contrary by parts houses, it becomes a big factor in the owner's estimate of the service he receives. He well knows that, when parts of the car manufacturer are installed in his automobile, both the Dealer and the Car Manufacturer stand behind those parts. He has a greater feeling of confidence in the work that has been done when assured that nothing but Genuine Hudson and Terraplane parts have been used in his car.

Therefore, since the above is well understood, we think that perhaps we should briefly cover the subject of a balanced parts stock in the Dealer's operation, and the great necessity of having parts on hand when an owner's car comes in for maintenance work. Nothing is more exasperating to an owner, when going into the service station of a Dealer representing the car he drives, than to be told that so far as mechanical ability and equipment is concerned they are perfectly capable to take care of his automobile, but that there will have to be some delay until the parts can be secured from the Distributor. The owner usually flares up and leaves the place, never to return for any maintenance business, and the incident creates a prejudice in his mind against purchasing that same make of car when he is in the new car market again.

May we urge, in your own interest, that you carefully go over your parts stock to see that it is in a balanced condition and that you are in a position to take care of your owners' requirements? It is, I am sure, unnecessary to remind you that we are into the season when owners are contemplating trips and vacations, and in a mood to be approached about having their cars brought up to standard after the winter's operation. They can be reminded that, both from an efficiency performance viewpoint and safety, you should be given an opportunity to go over their automobiles.

Prepare for this available business by having your parts stock in shipshape order.

T. H. STAMBAUGH,
General Service Manager.

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(Issues Nos. 1, 2, 3, 4, 5, 6 and 7—1935 Series)

Radios for (1934) Baseball Fans

When it comes to national sports, it makes little difference whether the fan is the owner of a 1934 or 1935 car. Both have the misfortune of being unable to attend some games but would be in a position to hear the game if they had a radio in their car. Baseball season is the best radio selling season.

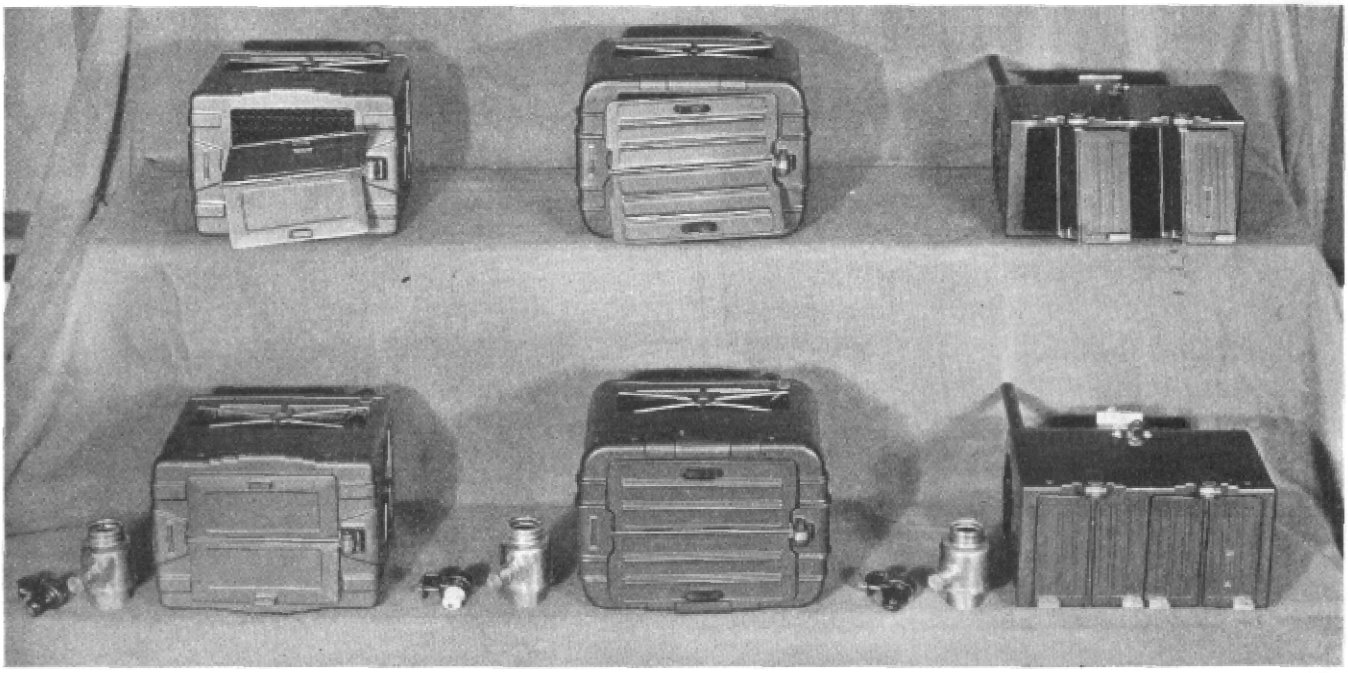
A short time ago we removed the restriction in regard to selling 1934 radios at the published list price. This should permit you to get those deals you have missed on 1934 cars and still make a fair profit. Pick up those sales now.

Install radios in your 1934 used cars. They will move faster and you can get your money out of your radio investment.

Let's make a drive on the 1934 radios now while the baseball season is maintaining interest in radio.

Trunks for 1934 and 1935 Cars

Many of your owners purchased both 1934 and 1935 cars without a trunk. This is an item, like radios, in which there is a big profit. You should urge your service organization to approach every customer and owner who does not have a trunk on his car to secure one immediately. We say immediately because we are fast coming into the vacation period and the time when owners are planning on trips where a trunk is of considerable convenience to them, particularly when youngsters are involved on the trip. Get the trunks out where your customers can see them. It doesn't hurt anybody to ask somebody to buy something. That is what you are in business for. Certain seasons of the year lend themselves particularly to certain types of merchandising. If you pass the season without the effort, the business is lost.



Heaters Are a Twelve-Month Merchandising Item

If you have any doubt in your mind about the heaters which we have involved in our new heater program, just wait until you see the samples. You already have been advised about the program, the list price and the resale schedule. The above pictures will give you some idea as to what kind of a package you are going to receive.

In our opinion, the owner takes for granted the efficiency of the heater he purchases from a dealer. Yet, there are two things which influence him considerably. The first one is general appearance and the second is the size of the package. We certainly have given you both in this new setup. As to heat output, we don't hesitate to make the statement that the new Hudson heaters will give more heat than any other hot water heater on the market today.

The distributor and the dealer is interested in the heaters from another viewpoint. He would like to know just how free he is in his own market from competition on the heater which he is buying from his car company. We want to say to you that these heaters, which have been designed and particularly adapted to our cars as well as the thermostats which go with them, are not handled by any jobber or chain store organization. The manufacturer of our heaters only sells to car manufacturers. This is interesting to you because it leaves your market open entirely to yourself and the extent of your business depends upon how hard you go after it.

Let's get over the idea that heaters are only sold or can be sold only when cold weather comes on. This is not true. We have distributors and dealers who are selling heaters the year around by having them installed in new cars at the time of delivery, spreading the payments with the car payments. You should take advantage of every angle of heater merchandising this year because, if you do, it cannot help but net you a very splendid profit.

In order that your owners and customers may constantly have heaters in their minds, you should secure samples from your distributor immediately and have them on display where your customers can see them. Start working your heater business up now. Get a commitment from your customers that they will buy their heaters from you. Let's not be afraid to ask for this business, because it's yours for the asking.

Another thing—wash out of your minds and your customers' minds anything in regard to cheap heaters. Certainly there are cheap heaters. You can get them from chain stores and mail houses and whatnot, but remember, in a piece of merchandise like this, you pay only for what you get. You will take a great deal of pride in selling the Hudson heaters this year.

Do you keep a car on the showroom floor equipped with certain accessories to attract the attention of your retail buyers?

Hudson-Terraplane Service Plans Folder

Each dealer has been mailed a copy of the above folder and every member of the Service and Parts Departments should acquaint themselves with the contents. This particular folder deals with an important phase of building, Service and Parts Volume—namely, Bringing Customers into your shop regularly.

The basis of this plan is a Lubrication and Inspection Contract with the owner. It insures twelve calls at your service station by the owner buying the contract.

The contract is profitable to the Service Station in itself but its greatest value is giving you an opportunity to *sell* the owner the various other services the car requires. Washing, polishing, engine tune-up, brake adjustment, wheel alignment will all be required during the period of the contract.

Will you get this business, or will it go to the independent or specialized service station? You will get it if you sell the contract and then check the condition of the car carefully each time it comes into your service station.

Your owners are being reminded almost daily of the service they need by the gasoline station attendants and through the mails by the specialized service stations. How often do you remind your owners that you are best equipped and your men best trained to service Hudson Products?

The lubrication contract card is an owner's billfold—as valuable as the "greenbacks" he keeps in the same place—is a constant reminder of your business. The follow-up cards included in this plan are a further reminder and the wall posters call his attention to special services which you are equipped to render.

If an owner brings his car to you once a month and you "sell" the service he requires, there will be little money spent outside your place except for gasoline.

Use this Lubrication Contract Plan to bring your customers in regularly—*SELL ALL* The Service The Car Requires—*DO A GOOD SERVICE JOB* and you will retain your customers, for they will buy their new Hudsons and Terraplanes from you.

Promotional Material for Heater Merchandising

And are we going all the way in the matter of helping you merchandise heaters this year? If you don't think so, listen to the following:

Whether you sold any of our heaters last year or not and you are in the heater territory, you are entitled to a heater stand. It will be forthcoming very soon and all you have to do is to advise your Distributor that you want one. It will be shipped out of Detroit, prepaid to you, without any charge for the stand itself.

Very shortly you will be supplied with a catalog insert, showing pictures of the 1936 heaters, which are gummed on the ends to paste over the heater pictures of last year in the catalog.

You will also receive a broadside telling you more about heaters, which will, no doubt, be interesting to show your owners.

We are going to furnish you, without charge, a folder which will fit in a number six envelope, with your name on it, to send to all of your owners in connection with enlisting their interest in heaters for their cars.

REMEMBER! THIS 1936 PROGRAM INVOLVES HEATERS WHICH WILL FIT AND ARE ADAPTED TO THE 1934, 1935 AND 1936 AUTOMOBILES.

Are you getting your share of the seat cover business? Certainly this is the time of the year to promote this particular piece of merchandise and, from the record some of the dealers are making throughout the country, it is quite evident that it is only necessary to call the owner's attention to the summer seat covers to effect a sale.

They have a most cooling effect where most needed.

Water Pump Lubricant

The lubricant specified for use in the needle roller bearing of the water pump is an Aluminum Soap Base grease with a viscosity of 400 seconds at 100° F. and a cold test of zero degrees Fahrenheit.

This lubricant resists the temperatures existing at the bearing and also will not be washed out by water. Both of these properties are necessary in a grease at this point.

Chassis Pressure grease has neither of these properties and, if used, the bearing will become rough and noisy, causing the pump shaft to vibrate and cut out the packing, allowing the pump to leak.

Use the grease specified and prevent needless annoyances and repair expense for your owners.

Getting the Polishing Business

For some unaccountable reason owners seem to have the impression that, when a waxing or polishing job is to be done, it is necessary to patronize some place which specializes in this particular kind of work. This possibly has come into their minds because of the promotional advertising of one or two wax polish manufacturing companies.

We all know that this type of maintenance business belongs to the Dealers and, with the cleaning compounds, waxes and polishes we are furnishing, there is no reason why our Dealers should not cash in on the $4.00 and $8.00 charge which is made on this type of work. Our Dealers are in just as good a position to turn out a splendid job as are the so-called specialized service outlets.

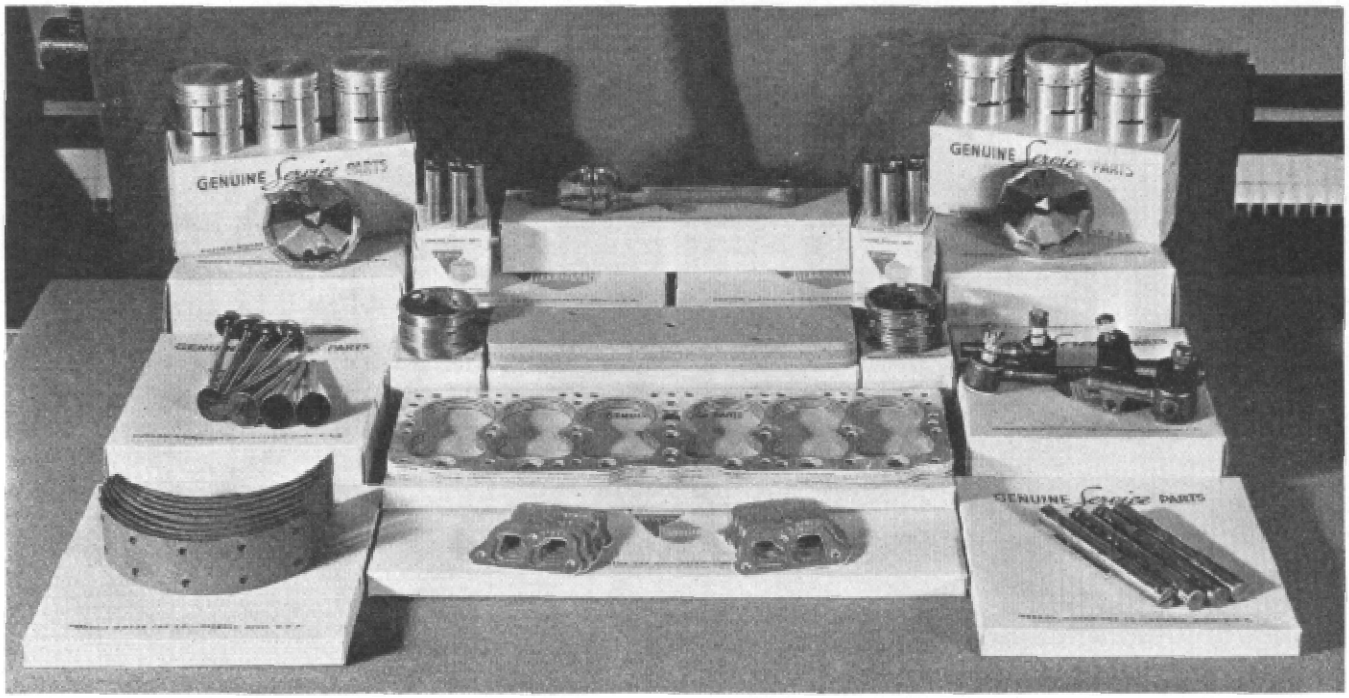
There are thousands of owners waiting to be asked if they want their cars thoroughly cleaned and polished after the winter months' usage.

Temperature Gauges—"G" Models

A lot of pressure was brought to bear on us to throw a temperature gauge into the accessory line for the "G" models. We did that and we placed quite an inventory in our stores in Detroit. We have them on hand, but they are not doing any good in our bins.

We believe your "G" model owners would like to have these temperature gauges and, since we have them in stock, we suggest that you likewise place some in yours. The part number is 48329, and the list price is $4.50.

Send orders to your Distributors for a quantity at once, so that you can call the owner's attention to them and get the merchandising on this item under way.



Unit Parts Packages

The above photograph will indicate to you what we are doing in connection with packing parts in individual cartons—so many to the package.

This is only a few of the items which are going into packages, the complete list of which was given you in Parts Prices and Parts Specifications Bulletin (Dealer) No. 5, dated January 22, 1935.

This not only furnishes a convenient method of ordering, but also makes a splendid display in your place of business. We would like to encourage you to order your parts in the packages noted.

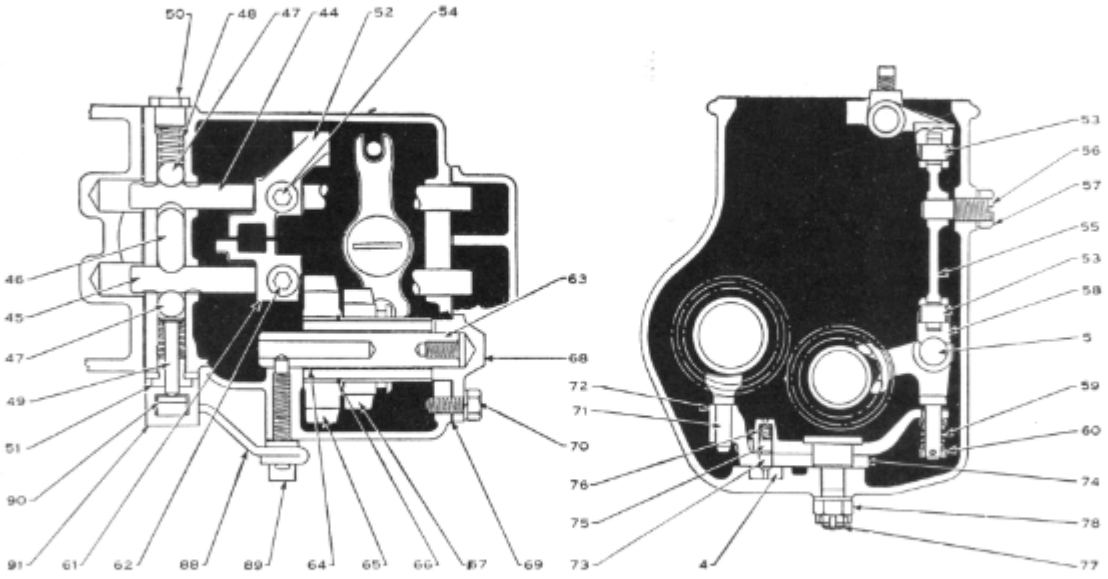


Figure 1

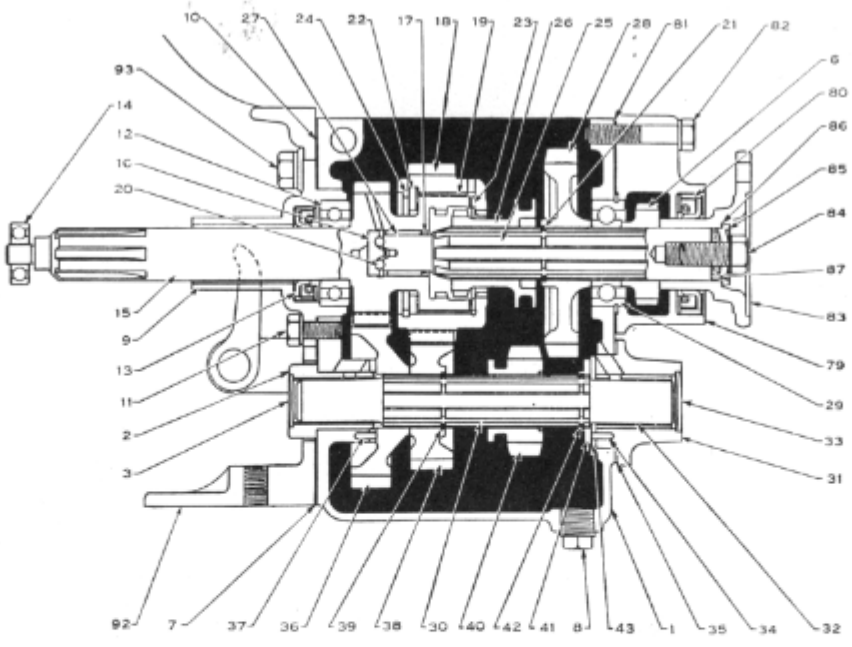


Figure 2

Transmission Overhaul

The transmission used on the 1934 and 1935 Hudson and Terraplane models is of exceptionally compact design and employs helical drive and intermediate gears and short, rigid shafts. Due to these features and the fact that the design incorporates means for throwing the reverse idler gears out of mesh except when they are in actual use, removal of the unit from the car and complete disassembly are generally necessary when performing any major repairs. The procedure outlined in this article represents the practice followed by the factory in doing this and is recommended as the easiest and fastest method.

Disassembly of Transmission

Upon removal of the transmission from the chassis, the cap screws holding the transmission cover to the case should be taken out and the hand control lever and cover removed as an assembly.

Remove drain plug, drain out lubricant and thoroughly clean inside of transmission.

Remove the hex nut from the bottom of connecting link of the high and intermediate and low and reverse shift rail locking device and take off links and lock rail straps.

Remove six bolts holding clutch housing to transmission and take off clutch housing assembly.

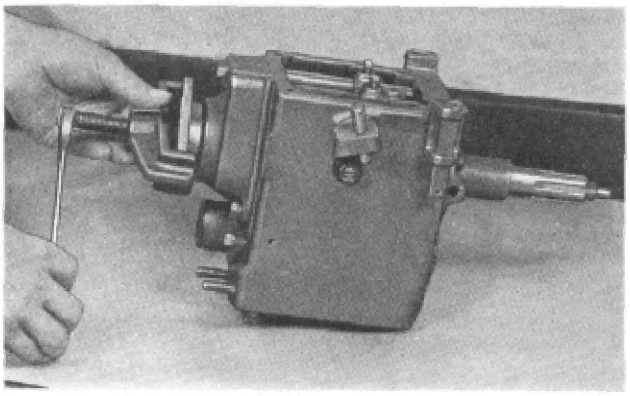


Figure 3

Remove cap screw from rear end of mainshaft and take off front universal joint companion flange, using flange puller J-456 (Fig. 2).

Remove three cap screws holding speedometer gear housing to transmission case and take off housing and speedometer drive gear.

Remove low and reverse and high and intermediate lock ball spring caps (50 and 51), lock ball springs (48), lock balls (47), lock plungers (49) and shift rail lock strap guides (91).

Take out low and reverse and high and intermediate shifter lock screws (54 and 62) and remove shift rails (44 and 45) and shifter forks (52 and 61).

Remove three cap screws securing main drive gear bearing retainer to transmission case and take out retainer (9), tapping with a soft hammer, if necessary, to free it from the case.

To remove main shaft (25) and main drive gear assembly (15), drive main shaft low and reverse gear (28) backward on main shaft far enough to remove the split lock ring (21), using transmission gear drift J-786.

Pull main shaft and rear bearing out of transmission case by means of adapter J-778 screwed into end of main shaft and puller J-352 (Fig. 4).

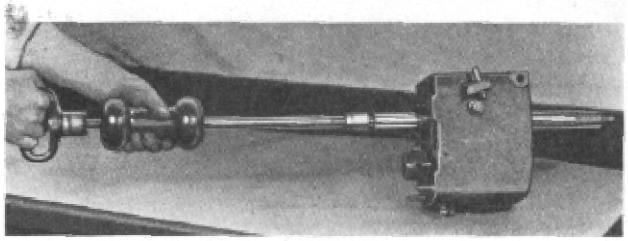


Figure 4

Remove main shaft low and reverse gear (28) and second and high shift sleeve (26) from transmission case.

Remove main shaft drive gear assembly (15) by lifting through top of transmission case.

To Disassemble Main Shaft Drive and Intermediate Gears

Remove the 7 main shaft thrust balls (20) and the 26 main shaft needle rollers (27). Place drive gear assembly in vise and insert one jaw of the lock ring remover J-449 through the opening milled in the gear, gripping the lock or retaining ring (24) and placing the opposite jaw just above the lock ring as shown in Fig. 5. Compress the lock ring remover and lift one side of the lock ring out of the groove, then, with a blunt punch, tap the other side of the lock ring and it will snap out. Complete disassembling operation by taking gears apart and removing front and rear thrust washers (22 and 23).

Remove main drive gear ball bearing from gear using bearing puller J-782 as illustrated in Fig. 6.

Remove reverse gear assembly and stationary shaft by taking out the 2 reverse gear shaft cap screws (70), cap (68), and dowel screw (89), and driving the shaft (63) out of the case from the inside, using a long

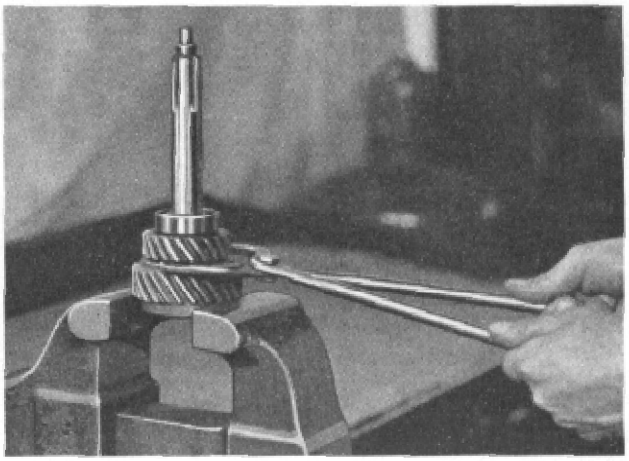


Figure 5

punch. This will permit lifting the rotating shaft and gear assembly out of the case.

To Remove Countershaft

Take out cap screws holding countershaft rear bearing and cap to transmission case. This will permit removal of the cap (31), thrust washer (41), and spacer (43).

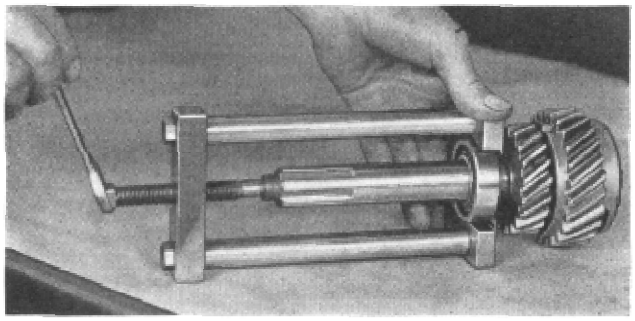


Figure 6

Insert the beveled edge of the transmission gear drift J-786 between the countershaft drive gear (36) and the countershaft intermediate gear (38) and break gears apart. After the countershaft has been forced back out of the splines in the drive gear by this method, the shaft should be turned slightly so that the splines of the shaft butt against the splines of the drive gear.

Next insert gear drift J-786 through main shaft rear bearing hole in transmission case and drive countershaft intermediate gear forward, placing the brass end of the drift against the gear hub, Fig. 7. (Do not drive the gear entirely off the shaft.)

With the low and reverse shifter arm in reverse position, move the countershaft to one side far enough to move shifter arm to neutral position.

Holding the three countershaft gears together, remove the countershaft through the rear of the transmission.

Remove low and reverse intermediate lever stud (56) and take out lever (55).

Remove small Allen set screw from right hand side of transmission case and drive low and reverse shifter fork shaft (5) out of transmission case, using a blunt punch.

Remove cotter pin and castellated nut (78) from bottom of transmission case; this will permit removal of the reverse gear shifter lever fulcrum (77), the reverse gear shifter pickup lever (74), reverse gear shifter lever (72), reverse gear shifter (71) as well as locator pin (73), pickup plunger (75) and plunger spring (76).

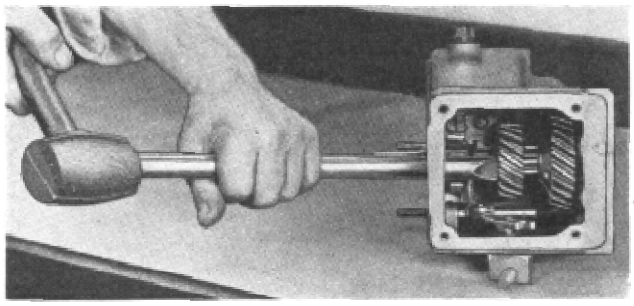


Figure 7

The transmission is now completely disassembled and the component parts should be washed clean with gasoline. All parts should be carefully inspected and checked for wear and replaced with new ones where necessary. Make sure that the ball bearings are free of dirt and chips and that there are no signs of undue roughness or looseness. It is also very important that the various gears and shafts be free of nicks on the teeth and splines which would cause noisy operation or difficult shifting.

Reassembly of Transmission

The first step in reassembling the transmission consists of placing the reverse gear shifter lever (72) and the reverse gear shifter pickup lever (74) together in their proper positions with the plunger (75) and plunger spring (76) in the shifter lever as shown, and the locator pin (73) in the lower lever. The beveled ends of the plunger and locator pins must point to the bottom of the case and in order to insure easy shifting they must be highly polished, free from nicks and not worn.

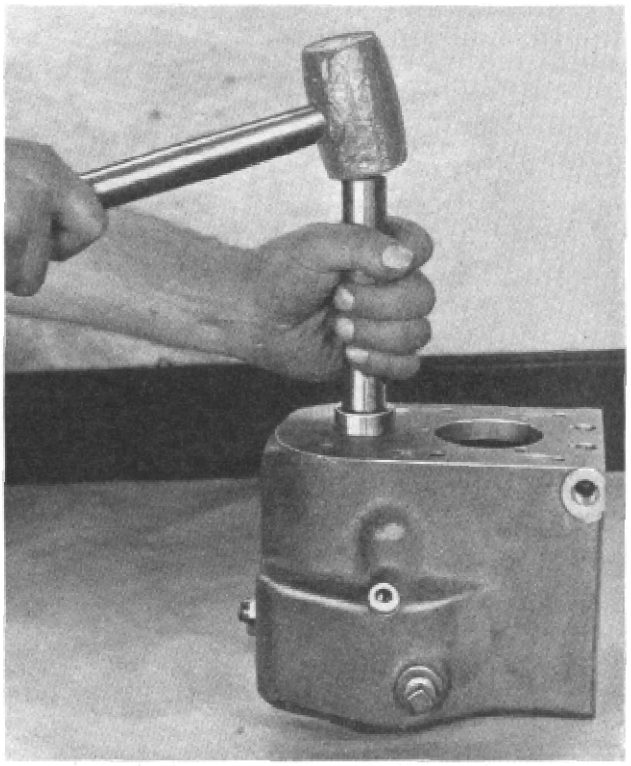


Figure 8

These parts as a group are then placed in the bottom of the transmission case and assembled by inserting the fulcrum (77) through the levers and the case and assembled with the copper gasket under the fulcrum nut (78).

Install reverse gear shifter (71) in lever (72).

Install low and reverse shifter fork shaft (5) in case and assemble low and reverse shifter fork assembly

(58). Lock shaft securely in position with Allen set screw, using wrench J-785.

Install low and reverse intermediate lever (55) and stud (56), and draw up stud nut (57) securely. Be sure to place a copper washer under the stud nut.

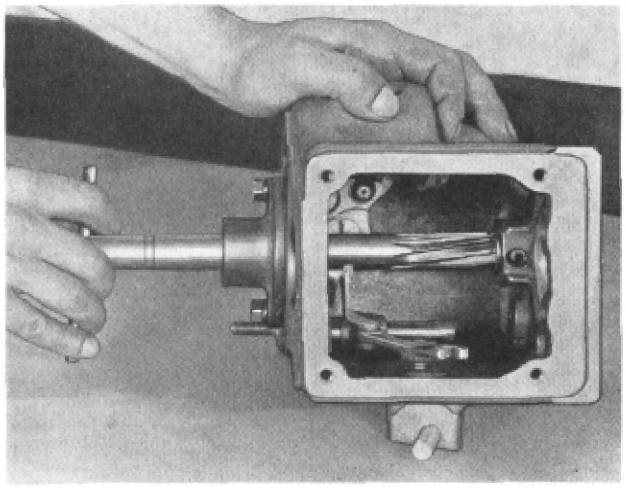


Figure 9

Countershaft Group

If renewal of countershaft bushings is necessary, the old bushings should be driven out with bushing remover J-450 and the new bushings replaced with bushing replacer J-780 (Fig. 8).

After installation of new bushings they should be line reamed to exact size and alignment as shown in Fig. 9, using countershaft bushing line reamer J-466. When reaming the front bushing, insert the reamer through the countershaft rear bearing cap, bolt cap in place and enter pilot of reamer in front bushing. In reaming the rear bushing, the reamer is passed through the front bushing and is piloted in the rear bushing cap which is bolted in position.

Install expansion plugs in front bushing and rear bushing cap, and remove rear bushing cap from case.

Install countershaft thrust washer retainer (42) on countershaft using tool J-781 (Fig. 10).

Assemble countershaft low and reverse gear (40) in correct position on countershaft.

Install countershaft intermediate gear retainer (39) on countershaft using tool J-781 (Fig. 10).

Install countershaft intermediate gear (38) on countershaft so that front end of gear will be flush with edge of countershaft splines.

Place countershaft drive gear (36) and countershaft front thrust washer (37) in their correct relative positions over the front end of the countershaft.

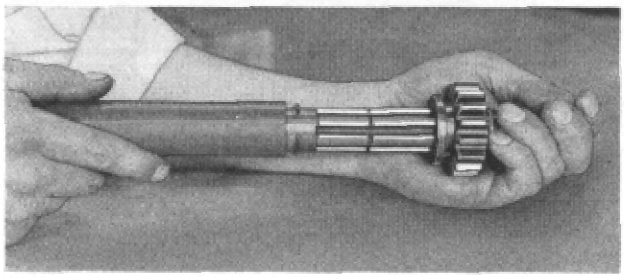


Figure 10

With low and reverse shifter lever in neutral position (straight up), and the three countershaft gears held together, install assembly in transmission case.

Shift low and reverse shifter into reverse position moving to the front of the case and enter countershaft low and reverse gear (40) into low and reverse shifter (58).

Align countershaft drive gear so that countershaft splines are entered in the hub, then drive countershaft forward through the intermediate and drive gears until the counterbore in the intermediate gear hub is over the retaining ring (39).

Install spacer (41) on rear end of countershaft with oil groove facing rear. Place bronze thrust washer on front end of rear bushing cap.

Install cap and thrust washer in position, placing a sufficient quantity of shims (35) between the countershaft rear bearing and the case to allow an end play of from .005" to .009". See that the countershaft cap gasket is in good condition and draw the cap screws up tightly.

Reverse Gears

When replacing bushings (64) in the reverse gear rotating shaft assembly, the old bushings should be removed and the new ones installed either with an arbor press or the J-488 hand bushing press shown in Figs. 11 and 14. The necessary adapters are furnished with this press to press out the old parts and press in place the new bushings. These bushings are furnished to size so that no reaming is necessary.

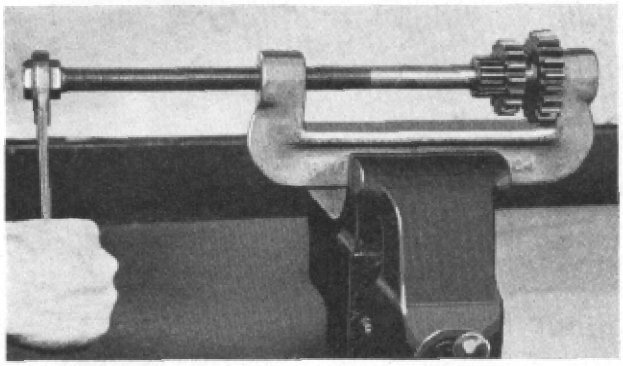


Figure 11

Install reverse sliding gear (67) on rotating shaft assembly (65).

Install reverse rotating shaft assembly (65) and gear (67) in transmission case, entering the sliding gear collar on the reverse gear shifter (71). Install reverse gear stationary shaft (63) and lock in place with dowel screw (89). Replace reverse gear shaft cap and gasket and tighten cap screws.

Main Shaft Group

Install main drive gear ball bearing (12) on main drive gear (15) using bearing installing tool J-779. (See Fig. 12.)

Install main shaft needle roller retaining ring (17) using tool J-780.

When assembling main drive gear and main shaft intermediate gear, place intermediate gear (18) in vise as for the disassembling operation.

When, because of excessive wear or for other reasons, rebushing of the main shaft intermediate gear becomes necessary, only a new gear assembly or a factory reconditioned part should be used. A special steel-backed babbitt bushing is used at this point which is diamond bored by special machinery to insure the accuracy necessary for quiet operation and long life.

Install main shaft intermediate gear rear (bakelite) thrust washer (23) in gear (18).

Install intermediate gear thrust washer retainer (24) on main drive gear (15) ahead of bearing journal.

Enter rear end of main drive gear into intermediate

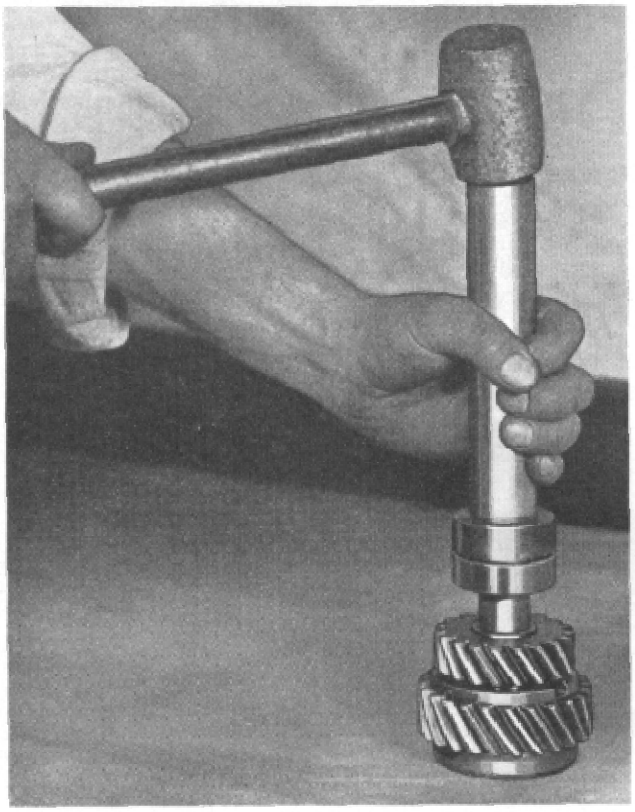


Figure 12

gear and install the front thrust washer (22) (split) with the babbitt face downward.

Center retainer (24) so that the gap in the ring will be exactly a quarter turn away from the slots or openings in the intermediate gear.

Next with the lock ring remover J-448 and assister J-448-2, insert the assister over the retainer (24) opposite the gap in the retainer, and with the tongs compress the retainer together and at the same time force it into the groove in the intermediate gear. With the retainer still compressed, bear down on one side of the tongs and lock that side of the groove, then remove the tongs and with a punch tap the side of the retainer and it will snap in place. Work the assister around the gear to make sure the retainer is firmly locked in place. (See Fig. 13.)

Install the 7 thrust balls (20) and the 26 needle

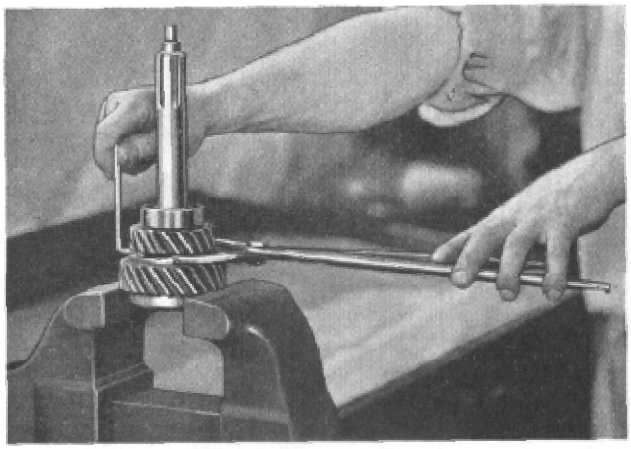


Figure 13

rollers (27), packing with cup grease to hold them in place while assembling in transmission.

Install main shaft rear bearing (29) on main shaft about one inch from rear end.

Insert main shaft through opening in rear of transmission case, and install main shaft low and reverse gear and the second and high shift sleeve, with the shifter collar to the rear.

Install the main shaft low and reverse gear retainer (21) in groove in main shaft, using cup grease to hold parts in place.

Holding main shaft firmly against the thrust balls (20), place bearing installing tool J-779 over main shaft rear bearing (29) and drive bearing in place. This will also drive the main shaft low and reverse gear forward to cover the retainer (21).

Install main drive gear bearing retainer (9), placing the necessary number of shims between retainer and transmission case to provide a total of from .008" to .012" end play in the main shaft. To insure accuracy when checking transmission end play, an accurate dial indicator such as J-390 must be used. Before replacing the retainer the leather oil seal (13) should be carefully checked to make sure that the leather has not been turned under, which might cause a front end oil leak. Tighten retainer cap screws securely.

Shifter Forks and Shafts

Install second and high shifter fork (61) in transmission and insert the shifter rail (45) through case and fork.

Install shift rail interlock plunger (46).

Install low and reverse shifter fork (52) and shift rail (44).

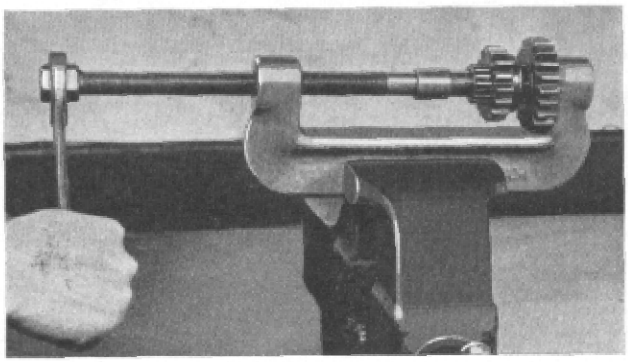


Figure 14

Install lock balls (47), lock ball springs (48), and plungers (49).

Install lock strap guides (91) and caps (50) on both sides, using correct number of shims between lock strap guides and transmission case to give a clearance of .005" between end of plungers (49) and lock straps.

Install low and reverse and high and intermediate lock straps in guides and place cotter pins through holes at top.

Install speedometer drive gear (6) and speedometer gear housing (79), making sure gasket (81) and oil seal (80) are in good condition, and that the 3 cap screws are drawn up tight.

Install companion flange (83), cork gasket (87), washer seal (86), washer (85) and cap screw (84).

Install clutch housing assembly on the transmission case, using a new gasket if necessary.

Insert threaded ends of high and intermediate and low and reverse shift rail lock strap links into holes provided in clutch throwout and locking device levers. Assemble sleeves, springs, plain and lock washers on threaded ends of links and screw on nuts and lock nuts.

Connect upper ends of links to slots in lock straps, and insert clevis and cotter pins.

Replace drain plug and fill transmission with gear lubricant to height of filler plug opening on left side of case. Use only high-grade gear lubricants having extreme pressure characteristics and having an S. A. E. 80 viscosity for winter and S. A. E. 110 for summer.

Install hand control lever and transmission cover to transmission, using a new gasket between cover and transmission case.

All of the tools illustrated and referred to in this article have been developed by and are available at our tool and service station equipment source, the Hinckley-Myers Company of Jackson, Michigan. For details and prices of these and other items we refer you to the Hinckley-Myers tool catalogue.

Accessory Catalog

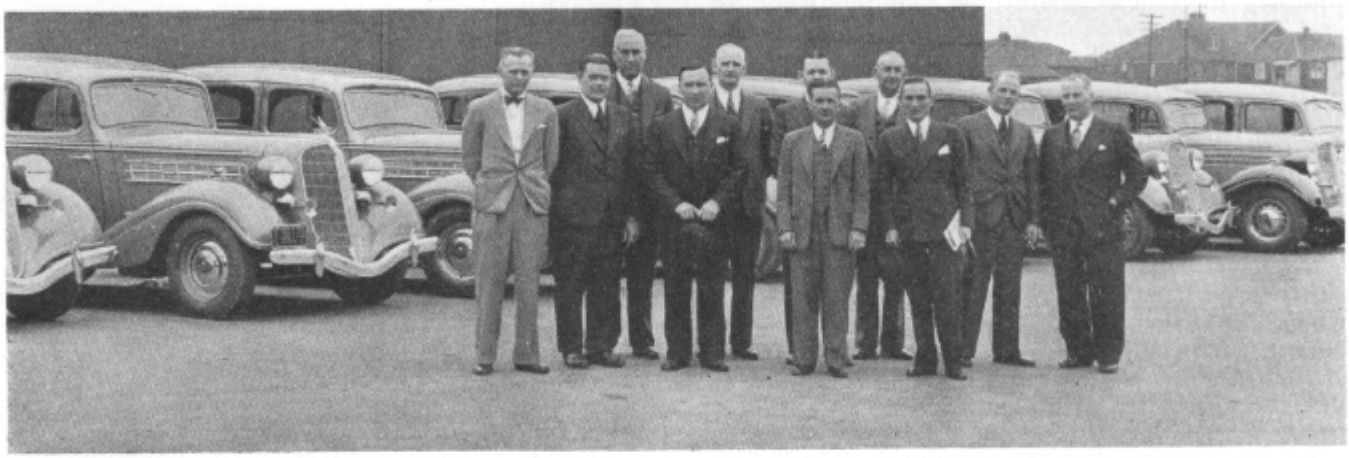
Does every one of your retail salesmen and each member of the Parts Department have an Accessory Catalog available to talk to customers about Hudson accessories? Excuse our frankness but, if they don't, it is nobody's fault but your own.

While on this accessory subject, it isn't out of place to remind ourselves that accessories are not sold unless they are displayed and talked about. Let's get our retail salesmen a little more accessory minded, because there isn't a car sold with which certain accessories cannot be merchandised. The additional profit to the salesmen certainly is worth something.

We have also found that the boys in the shop are in a position to merchandise accessories to those customers who have purchased cars and who were not approached on the subject at the time of car sale. Why not get the whole gang working on this accessory proposition? Let's show some profit from this source on the ledger at the end of each month.

Some of us, we are afraid, are a little timid about asking people to buy. We wonder what would happen to the insurance salesmen, the advertising agencies and, in fact, any line of business, if the members of their organization didn't approach people to buy. The course of least resistance never accomplishes very much for any business.

Do you equip any of your demonstrators with accessories in order that the prospect may be interested at the time the retail salesmen are showing the cars?

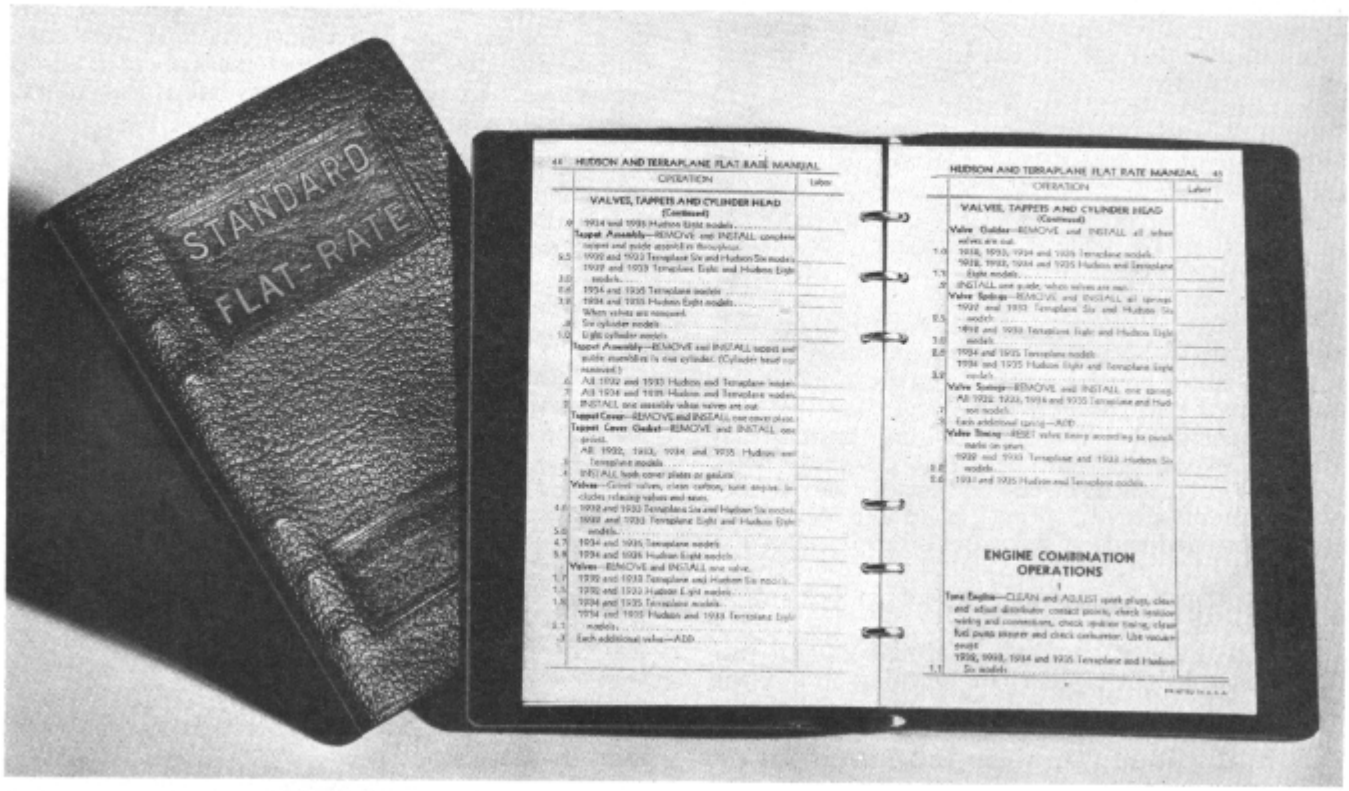


This picture was taken at a recent meeting in Detroit in preparation for the June Service Clinic and the 1936 Heater Merchandising Program. The fleet of Hudson Six's forming the background are used by these men in their work.

Front Row—Left to Right—J. H. Bond, Service Supervisor, South West Zone. C. McDougal, Service Supervisor, Central Zone. G. A. Brown, Service Supervisor, North Central Zone. R. N. Hopkins, Service Supervisor, Eastern Zone. T. H. Stambaugh, General Service Manager. J. L. Newell, Service Supervisor, Northeastern Zone. A. E. La Vallier, Parts and Accessory Supervisor, Western Division.

Rear Row—R. D. Wells, Service Supervisor, Pacific Coast Zone. W. A. Schweikle, Service Supervisor, Chicago Zone. C. C. McKellar, Parts and Accessory Supervisor, Eastern Division. S. E. Flickinger, Service Supervisor, Southeastern Zone.

New Flat Rate Inserts and Covers



The complete distribution of the new Flat Rate Inserts has been made to our field organization. Our Technical Department has done a very commendable job in connection with the research work on the operations as well as the finished material to be used by the field organization.

You will note it is considerably simplified and differs a little from Flat Rate issues of previous years. It is only necessary for the Dealer organization to multiply their rates against the time allotment for each operation and the result will be the selling price to the customer.

The regular distribution has been made to the field without charge. It is possible that some of the boys in the shop may want copies for their own personal use and, if so, they may be secured through your Distributor at a price of 60c each.

We have always had available for the field organization good, strong, flexible, three-ring covers, into which the inserts fit. These are now likewise available through the distributing organization at a cost of 75c per cover to the Dealer organization. Inserts should be protected with these covers.

We are keeping a record here of the number of copies each Dealer has in his possession and the points where these Dealers are located. When we receive an order from your Distributor, he has been told that we will mail the Flat Rate set-up direct to you and that we will enter your name on the record for as many copies as are in your possession.

As changes are made or sheets added, we will send you a sufficient number of corrected sheets, or supplements for books you have.

Rear Apron Stone Breakers

The owners in those territories who have to travel gravel and dirt roads certainly should be interested at this time of the year in Part No. 114825, Rear Apron Stone Breakers. As you will recall, these were standard equipment on some of the cars in 1934, and are now sold as an accessory particularly for those countries or low territories where the rear tires have a tendency to throw stones and gravel. This is fully described in the March issue (No. 4) of Terraplane-Hudson Service Magazine, on page 60. It is also covered in Accessory and Parts Merchandising Bulletin (Dealer) No. 3-A, dated February 25th. They fit all 1935 cars perfectly.

Radio Stands

Do you have a 1935 Radio Stand in your showroom or in your shop, or both? If you haven't, there is one waiting here at the factory with your name on it.

There isn't any reason why you shouldn't take advantage of this helpful way of merchandising radios and the nice part of it is that all it requires to get one is a three-cent stamp and a short note.

The Stands are sent without charge and the transportation expense is prepaid. Why say any more?