

GENERAL SERVICE POLICIES

for

DISTRIBUTORS AND DEALERS

1936 BULLETIN SERIES

I N D E X

- No. 1 - General Service Policy book
- No. 2 - Stabilizer Policy to be Withdrawn
- No. 3 - Supplement & Policy
- No. 4 - Special Warranty Certificates for Goodyear Tires
- No. 5 - National Battery Company Guarantee and Adjust. Policy
- No. 7 - Withdrawal of 1935 Electric Hand Policy
- No. 8 - Withdrawal of Transmission Gear Policy
- No. 9 - Withdrawal of Piston Exchange Policy
- No. 10 - Stabilizers on cars 100% from Production
- No. 11 - Classifying Stabilizer Transactions on Claim Certificates
- No. 12 - Policy Regarding Governors on Driveaway cars
- No. 13 - Reminding You of the Policies Which Will Be Withdrawn
- No. 14 - General Service Policies Manuals Exhausted
- No. 15 - Tourist Policy

GENERAL SERVICE POLICIES

for

HUDSON *and* TERRAPLANE

DISTRIBUTORS

and

DEALERS

BULLETIN NUMBER 1

Effective October 1, 1935

Reprinted Issue

February, 1936

Confidential Information

HUDSON MOTOR CAR COMPANY

DETROIT, MICHIGAN

BULLETIN NUMBER 1
General Service Policy Series
Beginning October 1, 1935

GENERAL SERVICE POLICIES
for
HUDSON *and* TERRAPLANE
DISTRIBUTORS
and
DEALERS

Effective October 1, 1935
Reprinted Issue
February 1, 1936

Confidential Information
Do Not Show To Owners

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

INTRODUCTION

The purpose of this explanation is that it may serve as a guide for Hudson-Terraplane Distributors and Dealers in handling their claims transactions with owners, as between Dealer and Distributor, and the Distributor with the Factory. Logically enough and, of necessity, its basis is the Standard Warranty which is shown on another page.

The Manufacturer's Warranty should, of course, receive its proper consideration in the purpose for which it was adopted—namely, to protect owners against any imperfections which may become manifest within a reasonable length of time after car delivery. And it is not intended that the contents of this book shall be interpreted to mean that the manifestation of any defect after the expiration of the warranty cannot be brought to the attention of the Factory claims department. Doubtless there will be occasional cases in this classification which will merit consideration.

However, to let an over enthusiastic sales presentation lead the owner to believe that you and the Factory will maintain his car indefinitely is simply inviting his dissatisfaction and ill will. Doubtless this could result in many claims coming to the Factory representing service which should have been sold and which claims would not be in line for consideration from us. When an owner is not charged for service which is purely and simply of a maintenance nature, the automobile is wrongly blamed for an imperfection which does not exist. This reflection will encourage further unjustified demands and cause you to sacrifice profits to which you are rightfully entitled. Money spent in this direction does not serve a useful purpose in either increasing new car sales or maintenance volume.

One of the main purposes of any retail automobile business in operating a well equipped, efficient service department operated by an interested and enthusiastic service organization is to sell maintenance. If it is operated simply as a Claims Clearing House, it can become a liability instead of an asset.

The procedure outlined in this manual should be helpful in holding owner satisfaction, the good name of the product you sell and a well balanced service department.

MANUFACTURERS' STANDARD WARRANTY

We warrant each new passenger automobile manufactured by us to be free from defects in material and workmanship under normal use and service, our obligation under this warranty being limited to making good at our factory any part or parts thereof, including all equipment or trade accessories (except tires) supplied by the Car Manufacturer, which shall, within ninety (90) days after making delivery of such vehicle to the original purchaser or before such vehicle has been driven 4,000 miles, whichever event shall first occur, be returned to us with transportation charges prepaid, and which our examination shall disclose to our satisfaction to have been thus defective, this warranty being expressly in lieu of all other warranties expressed or implied and of all other obligations or liabilities on our part, and we neither assume nor authorize any other person to assume for us any other liability in connection with the sale of our vehicles.

This warranty shall not apply to any vehicle which shall have been repaired or altered by other than an Authorized Terraplane and Hudson Distributor or Dealer in any way so as, in the judgment of the Manufacturer, to affect its stability or reliability nor which has been subject to misuse, negligence or accident.

HUDSON MOTOR CAR COMPANY

DETROIT, MICHIGAN

SECTION 1
CLAIMS PROCEDURE
Instructions for Distributor

**DISTRIBUTOR
CLAIM
CERTIFICATES**

(a) **HOW TO OBTAIN FORMS:** Claim Certificates for Distributors' use are available at the Factory and will be supplied upon request. When ordering them be sure to specify Form No. 8345. This form consists of four (4) copies; white, pink, yellow, and blue. The manner in which these various copies are to be distributed will be covered in another paragraph devoted to that subject.

NUMBERING

(b) **IDENTITY CERTIFICATES:** Each Claim Certificate should be given an identification number. Only one set of numbers is recommended and the numbers should be in consecutive order to avoid duplication. The Distributor will insert the number in the upper right-hand corner of the Claims Certificate form. This is most important; otherwise the Certificate will lose its identity.

**INFORMATION
REQUIRED**

(c) **COMPLETE INFORMATION NECESSARY:** Claim Certificates are accepted by the Factory Claims Division only when they contain complete detail on car serial number, engine number, date of delivery, mileage, and the reason for replacement. It is, therefore, most essential that all of the information should be complete and inscribed in spaces provided for this purpose. If not, and, of necessity, we will have to return the Certificates for the information omitted. Much delay and correspondence will be saved if care is used before original mailing to Detroit.

**REPLACEMENT
CONDITIONS
COMPLETE**

(d) **REASONS FOR RENEWAL:** Under the heading, "Give Reason For Replacement and Your Diagnosis as to Cause of Trouble," such single words as "defective," "loose," "worn," "scored," "burnt," etc., will not suffice and they are not acceptable reasons for replacement irrespective of the fact that the transaction may have been explained in previous correspondence. Where correspondence has been exchanged, letter reference should be shown on Claim Certificate.

FOR EACH CAR

(e) **INDIVIDUAL REFERENCE:** A separate Certificate should be made out for each car, but as many items as lines will permit may be listed as related to that particular car.

LABOR ENTRY

(f) **USE FLAT RATE BOOK:** Itemize all labor operations with Factory Flat Rate operation number and indicate the time set forth in the Factory Flat Rate Book.

DELAYS

(g) **AVOID:** Failure to supply all of the aforementioned details will result in a delay in executing the claim, which we know Distributors will want to avoid.

**DISTRIBUTION
OF COPIES**

(h) **WHAT TO DO WITH COPIES:** After the Certificate has been properly made out, the white and pink copies should be mailed to the Factory Claims Division daily. The Factory will return the pink copy, indicating the amount of credit, with a Factory credit memorandum. The yellow copy should be retained by the Distributor with the material for inspection by the District Service Supervisor and then sent with the material it covers to the Factory. The blue copy of the certificate is to be retained in the Distributor's file for permanent record.

RETURN TAGS

(i) **CLAIMS TAG FOR EVERY PART:** Claim tags are furnished by the Factory for tagging each returned part. Each part listed on each Claim Certificate should be tagged and each tag properly filled in with ink or an indelible pencil. This is essential to the proper identification of returned parts.

**DISTRIBUTOR
HANDLING OF
DEALER CLAIMS**

(j) **DISTRIBUTOR SUPPLIES DEALER:** Dealer Claim Certificates are likewise available at the Factory and will be furnished to Distributors, who will supply Dealer requirements. When ordering, specify Dealer Form No. 8346. Dealer Claim Forms consist of five (5) copies; white, pink, yellow, blue, and green.

NUMBERING
DEALER CLAIM
CERTIFICATES

(k) DEALERS' NUMBERS IMPORTANT: Each Dealer Claim Certificate which is received by Distributor should have been given a number by the Dealer for identification purposes, and which should appear in the upper left-hand corner of this form. Distributors will then insert their own identification numbers in the upper right-hand corner.

HANDLING OF
DEALER CLAIM
CERTIFICATES
BY DISTRIBUTOR

(l) GET QUICK ACTION: Upon receipt of Claim Certificates and material from Dealers, the Distributor should re-mail to the Factory Claims Department the white and pink copies with copy of the Dealer Credit Memorandum, after determining that the claims conform to established Factory Policies. The yellow copy should be held with the material for inspection by the District Service Supervisor and then returned with the material it covers to the Factory. The blue copy of the Dealer Claim Certificate should be retained by the Distributor for future reference. The Dealer keeps the green copy of this form for his reference.

THIRTY-DAY
LIMITATIONS

(m) SEND IN DAILY: CLAIM CERTIFICATES, BOTH DISTRIBUTOR AND DEALER MUST BE IN THE FACTORY CLAIMS DIVISION WITHIN THIRTY DAYS AFTER DATE REPLACEMENT OF MATERIAL HAS BEEN MADE. Distributors should send both their own and Dealer Certificates to the Factory daily for quick Parts Account liquidation and also to assist the Factory Claims Division by not permitting transactions to pile up thereby delaying the orderly issuing of Credit Memorandums.

N

SECTION 2

CLAIMS PROCEDURE

Instructions for Dealer

DEALER CLAIM CERTIFICATES	(a) HOW TO OBTAIN FORMS: Claim Certificates for Dealer use should be obtained from Distributors. The Form number is 8346. When ordering a supply, be sure to mention this number.
EACH COPY HAS PURPOSE	(b) SEVERAL COPIES: Dealer Claim Certificate Forms consists of five (5) copies: white, pink, yellow, blue, and green. These copies are to be distributed in accordance with the procedure outlined later in another paragraph dealing specifically with that subject.
NUMBERING	(c) IDENTIFY CERTIFICATES: Each Claim Certificate which the Dealer forwards to his Distributor should be given an identification number, which should be inserted in the blank space provided for this purpose, and which is located in the upper left-hand corner of this form. The numbering system should be in consecutive order to avoid duplication.
INFORMATION REQUIRED	(d) COMPLETE INFORMATION NECESSARY: Claim Certificates submitted to the Distributor are accepted by the Factory Claims Division only when they contain complete detail on car serial number, engine number, date of delivery, mileage, and reason for replacement. It is, therefore, necessary that all the information requested on the Claim Certificate Form be supplied complete and indicated in the spaces provided for this purpose; otherwise the Certificate will be returned by the Distributor for the particulars omitted. It will be to the Dealer's interest to see that Claim Certificates are made out correctly in every instance.
DETAIL OF REPLACEMENT	(e) REASONS FOR RENEWAL: A complete explanation as to diagnosis or cause of failure of the replaced parts is essential. Simply using the words "defective", "loose", "worn", etc., will not be sufficient. This data is necessary regardless of whether complete detail is given in previous correspondence which the Dealer exchanges with the Distributor. Be certain to make reference to such correspondence when filing Claim Certificates.
FOR EACH INDIVIDUAL CAR	(f) INDIVIDUAL REFERENCE: A separate Certificate should be made out for each car, but as many items as lines will permit may be listed as related to that particular car.
LABOR ENTRY	(g) USE FLAT RATE BOOK: When parts replacement transactions involve labor operations, they should be itemized and indicate Factory Flat Rate operation number and time. Refer to the Factory Flat Rate Book for this information.
DELAYS	(h) AVOID: Failure to supply all of the aforementioned details will result in a delay in executing the claim, which we know Dealers will want to avoid.
DISTRIBUTION OF COPIES	(i) WHAT TO DO WITH VARIOUS COPIES: After the Certificate has been made out properly, the white, pink, and blue copies should be mailed to the Distributor immediately. The Distributor upon receiving claims, having checked them as well as the material, will send Dealer a Credit Memorandum, provided the claims are in line for credit. The yellow copy should be enclosed in a suitable envelope and packed with the material, which you will send to your Distributor. The green copy of the Certificate should be retained by the Dealer for future reference.
RETURN TAGS	(j) USE CLAIM TAGS FOR EVERY PART: All parts should be tagged with Parts Returned Tags, which the Distributor will furnish the Dealer. Each tag should be properly filled in with ink or indelible pencil.

THIRTY-DAY
LIMITATIONS

(k) DEALERS SEND MATERIAL TO DISTRIBUTORS WEEKLY: CLAIM CERTIFICATES MUST BE IN THE FACTORY CLAIMS DIVISION WITHIN THIRTY DAYS AFTER THE ORIGINAL DEALER REPLACEMENT OF MATERIAL HAS BEEN MADE. THIS IS VERY IMPORTANT.

BURDEN ON
DISTRIBUTORS
AND FACTORY

(l) SYSTEMATIC HANDLING: We would like to have the Dealers understand why we must handle our business in a systematic and orderly manner because of the national scope of the organization. If every Dealer were lax in the handling of claims material, it would mean a periodic dumping on Distributors all at one time. It would consequently mean the same thing on the factory in a much larger scope. The natural consequence would be that Credits would be delayed from Distributor to Dealer and Factory to Distributor.



SECTION 3

DISTRICT SERVICE SUPERVISORS' DUTIES

In Claims Operations

CLAIMS PLAN HELPFUL TO FIELD

(a) CERTIFICATES IN ADVANCE OF MATERIAL: Supervisor's claims responsibilities should be defined in order that their relations with Distributors will be understood. In permitting Distributors to send Claims Certificates to us in advance of material inspection we instituted an unusual practice which would expedite the passing of Credit Memorandums to both Distributors and Dealers. Our experience has definitely established the time saving benefits in so handling claims transactions. With this plan, however, our Supervisors must function in certain phases of the procedure to keep it workable.

CLAIMS DEPARTMENT DECISIONS FINAL

(b) CLAIMS DEPARTMENT—FINAL DECISION: The Factory reserves for its Claims Department final decision on all matters pertaining to claims. Otherwise the present plan would have to be discontinued and we would have to revert to the old order of things and its many delays, by having all material come in here to be checked at the Factory before any credits are issued. We believe the field would not want us to go back to the old plan. The procedure, therefore, as outlined should be followed in every respect.

SUPERVISORS FOLLOW THROUGH ON PROCEDURE

(c) PROCEDURE IN LINE WITH GOOD BUSINESS: Of necessity, certain checking processes must be in force, to which none can object. Factory men responsible for issuing credits are charged with the proper spending of company monies and must look upon every transaction in the same light as an auditor does who is employed by a Distributor or Dealer in checking accounting journals.

WILL CHECK ALL TRANSACTIONS

(d) SUPERVISORS—CLAIMS DEPARTMENT REPRESENTATIVES: Therefore, and in view of our unusual practice, District Service Supervisors must act as auditors for the Claims Department. They are charged with the responsibility of checking the transactions passed on by the Claims Department to see if the evidence of the material involved and the circumstances surrounding each case have warranted the credits.

ALL PARTS HELD FOR SUPERVISORS

(e) INSPECTION OF CERTIFICATES AND PARTS: All parts are to be held by Distributors until the visit of the District Service Supervisors. The District Service Supervisor will make a careful examination of all parts and claims, and discuss with the Distributors where there have been any errors in judgment in granting the claims.

CLAIMS IN ERROR

(f) DEALER CLAIMS PASSED IN ERROR: All cases will be gone over carefully and the Distributor will be expected to advise with those Dealers who have been in error in passing any claims.

CHARGE-BACKS

(g) CHARGE-BACK OF MIS-APPLIED CLAIMS: District Service Supervisors are authorized to advise the Claims Department of mis-applied credits, and the Claims Department has instructions to charge such transactions back to the Distributor if the circumstances so warrant.

RECTIFY IF OUR ERROR

(h) RE-INSTATEMENT OF CLAIMS: And in the reverse, if the Claims Department, through lack of information or misunderstanding, has declined credit on a Warranty claim or a claim subject to any special policy set up for 1936, the District Service Supervisor will so advise the Claims Department, in order that the claim may be re-instated.

SPECIAL CASES INVESTIGATED

(i) SUPERVISORS INVESTIGATE CERTAIN TYPES TRANSACTIONS: The Supervisors may be requested to investigate certain types of transactions, such as a re-finishing case on which the request for credit may have been made but held in abeyance for the further information. The recommendations of the Supervisor will be accepted by the Claims Department.

QUICK ACTION
MATERIAL
RETURN

(j) RETURN OF MATERIAL AT TIME OF SUPERVISOR'S VISIT: At the time of, or immediately after the Supervisor's visit, materials will be shipped to Detroit, transportation prepaid. There never should be more than a day's delay in shipping that material to us.

MATERIAL
RE-CHECKED
IN DETROIT

(k) CHECKING OF MATERIAL AT DETROIT: In order that errors may be avoided on material credited by our Claims Department which material is to be returned to us, we have set up a system in our Claims Receiving which will indicate whether or not all of the material has been received. We will hold the record open for 15 days and then if any or all of such material has not been received, we will charge it back to the Distributor.



SECTION 4

GENERAL CLAIMS POLICIES

Introductory Explanation



REASONING BEHIND POLICIES

(a) **EXPERIENCE WITH FIELD:** Over a period of two years, it has been indicated by the Field Organization that specific statements of policies served its operating practices best because in the general run and majority of cases, decisions could be made immediately on the basis of a clear Factory Policy. When doubt enters into the whole practice on transactions owners are left in a state of uncertainty and expectancy which might in some cases, lead to unnecessary later disappointment. This was particularly evident when an earlier Year Policy carried a series of exceptions.

FACTORY NATIONAL ORGANIZATION

(b) **RAMIFICATIONS OF OPERATION:** It will be appreciated that our problem is not one of dealing with a single unit of organization in the field. We have a large number of Distributors. There are over 3000 or more Dealers under Distributors and the combination of documents from all must clear through our Central Claims Department. Further, there are thousands upon thousands of owners in the territories of the Distributors and Dealers.

REQUIRES NATIONAL POLICY

(c) **RULINGS MUST BE SPECIFIC:** Consequently, the operation, as will be seen, calls for a National Policy. It should have a tempered control because both you and we must consider how an accumulation of out-of-line Claims items from all over the country would quickly mount into a very large monthly total of expense, clearly out of bounds with good business and from which neither you nor we would accrue any benefits.

OCCASIONAL ERRORS

(d) **BOUND TO BE FEW MISUNDERSTOOD CASES:** In an operation as large as this, both in the Field and at the Factory, there will be individual cases where circumstances have not been clear as related to certain transactions. It is to be assumed that such cases as these cannot be avoided and if later brought to light, should be dealt with on the basis of the new information and through Distributor-Factory contact.

The Main Governing Policy

BASIS OF POLICY

(a) **ON WHICH TO PREDICATE THE OPERATION:** "For 90 days after delivery, provided the car has not been driven to exceed 4,000 miles, (including all original equipment except tires) which under the Warranty have proven defective in either material or workmanship will be replaced without charge for the material or labor".

INFORMATION GIVEN TO OWNER

(b) **CLEAR AT TIME OF CAR PURCHASE:** This information is in a clear written form to every purchaser at the time of car delivery through the medium of the Owner Service Policy. It is a practice in force by the Distributors and Dealers representing all automobile concerns in the Automobile Manufacturers Association. It is to their credit that nothing is left to possible loose conversation or unwarranted promises when the sale is consummated. Over enthusiasm in making presentations has led individuals to exaggeration of policy limitations with the result that they placed the Dealers in hot water on the after-relationship with the purchaser. The Owner Service Policy obviates all of these misunderstandings.

NO POLICY OF GENERAL EXCEPTION

(c) **MUST BE CONSISTENT:** We certainly would not be very helpful by supplying the Field Organization with a general policy of exceptions through which they would be expected to operate this phase of their business. There can be so many varying circumstances as related to what might be interpreted as an exception in one instance and which actually was not in another and only confusion would result to a point where decisions would always be clouded.

SPECIAL CASES	(d) THE EXCEPTION RATHER THAN THE RULE: Both within the Warranty Periods and shortly beyond their limits, there undoubtedly will be individual cases called to Distributors and Dealers' attention, the circumstances of which clearly indicate that they should have special consideration.
HANDLE AS SPECIAL	(e) CLEAR UNDERSTANDING OF CIRCUMSTANCES: We very definitely want these called to our attention <i>But Do So In A Special Manner</i> . Dealers should clear such instances with their distributors <i>And Not By A Notation On A Claims Certificate</i> . If they are worthy of consideration, they certainly merit the writing of a letter which the Distributor will pass on to the Factory.
DISTRIBUTORS-DEALERS OWN POLICY	(f) DO NOT CONFUSE THE CLASSIFICATION OF CASES: In the experience of every Distributor and Dealer in this business, sales policy cases come to their attention, both within and without the Warranty periods, where every evidence points toward their being strictly of a maintenance nature. The owner or owners have solicited gratis replacement and, although we discourage such practices, it is naturally within the province of the Distributor or Dealer to accept the expense if they so elect. Such transactions will not be considered by the Factory for claims recognition. If accepted by the Distributor or Dealer, the expense should be charged into their own Policy Account. A certain amount of money is allowed on each car in the delivered price of the car, part of which is applicable for such transactions.

New Car Pre-Delivery Servicing

REGULAR OPERATING PRACTICE	(a) DOUBLY INSURES EARLY OWNER SATISFACTION: It is only natural, and has been a practice since the beginning of the industry, to inspect and adjust, if necessary, all new cars before delivery to owners. The Factory supplies New Car Pre-Delivery Inspection Cards as well as 300 and 1500 mile Cards (which should always be used) denoting items which should be checked. It is to be expected that in a large production, despite the extreme care of Hudson's Inspection Department, that occasional items will be overlooked.
FIELD FUNCTION	(b) NEVER SHOULD BE OVERLOOKED: It is naturally expected that these will be taken care of in the field at the time of Pre-Delivery Inspection and New Car Get-Ready. We believe it is part of the function of Distributors and Dealers to carry through with this procedure.
PRE-DELIVERY EXPENSE PROVIDED FOR	(c) AN AMOUNT IN EACH CAR: This processing of New Car Pre-Delivery Service goes on through the entire year and is definitely set up for by the Factory, both as to routine (Inspection Cards) and expense. The Factory, as stated previously, allows its Distributors and Dealers to add in certain amounts in the delivery charge on all models, part of which is intended for no other purpose than to take care of such expense as is entailed in pre-delivery operations. It is also to be used for inspections and minor adjustments during the Warranty period.
VARIOUS ADJUSTMENTS	(d) PART OF PRE-DELIVERY OPERATIONS: Therefore, it is understood that no claims will be filed covering matters of adjustment or slight repairs. The adjustments of brakes, caster, steering, electric hand, and other items of this nature definitely come in this category. Slight scratches caused, probably by handling, and remedied through polishing, and touch-up work, are a part of pre-delivery operations.
REPLACEMENT OF PART	(e) ALWAYS IN LINE FOR CREDIT: An occasional replacement of some small part should not be considered as a labor claim. The part will be furnished without charge.
DO NOT ENTER CLAIMS	(f) CLEAR UNDERSTANDING: It is better that we have this procedure clear to save all parties unnecessary and time-taking correspondence. Please do not send in any claims certificates along the preceding lines, because we will be unable to give them consideration.

Parts Credit Policy

DEALER CURRENT PRICES	(a) DEALER PARTS CREDITS: Parts which are accepted on claims replacement transactions will be credited to the Dealer by Distributor through the medium of Credit Memorandums at the then current billing prices and without deductions of any nature unless so specified in the Factory General Policies.
DISTRIBUTOR CURRENT PRICES	(b) DISTRIBUTOR PARTS CREDITS: Parts which are accepted by the Factory on either Distributor or Dealer claims replacement transactions will be credited at the then current Distributor's billing prices. There will be no deductions unless so specified in the General Factory Policies.
PARTS RETURNED NOT DEFECTIVE	(c) PARTS SUBJECT TO FACTORY INSPECTION: All parts which are returned to us will be sent to our Factory Inspection Department for examination. Those found to be in perfect operating condition will be returned to the sending Distributor and charged to his parts account. We believe Distributors and Dealers would like to know when parts have been replaced in owners' cars which parts are in good condition.
REPLACEMENT OF A REPLACEMENT	(d) WARRANTY PERIOD: When this is required, such replacements are subject to credit if not operated more than 4,000 miles or ninety days. There will be no labor allowances in such instances.
FACTORY RESERVES RIGHT	(e) CHANGE IN DESIGN: There will be no exchange of or credit on material which has been removed from cars to install material of a later and different design, unless it is specially authorized by us. Such purchases must be outright and on the basis of our regular parts price list and discounts, with no return of the old material.
FIELD CHANGE-OVERS	(f) SUBSTITUTION ITEMS: Should changeovers of material be made involving say, Plate Glass to Safety Glass or a Differential Assembly of one ratio to another, it must not be expected that such material is returnable for credit.
PARTS TO BE INSPECTED	(g) DISTRIBUTORS HOLD PARTS FOR SUPERVISORS: The Warranty and any Special Policy parts from Dealers will be properly segregated by the Distributor and held for the inspection of the District Service Supervisor. This same procedure obtains on the Distributors' own retail claims replacement parts.
DOUBTFUL CASES	(h) DISCUSS WITH SUPERVISOR: If there are any doubtful cases either from Dealers or in the Distributors' own retail, the parts should be set aside with full information in regard to the cases so they may be discussed with the District Service Supervisor. Claims papers on transactions noted in this paragraph, also in (f), should not be sent to the Factory until the opinion of the Supervisor has been registered.
FOREIGN PARTS	(i) MATERIAL NOT HUDSON'S: Care must be exercised in handling claims to see that no outside purchased material is included in claims on us, irrespective of the purpose for which the material was intended. We naturally will pass credit on only our own material. It goes without saying that we look for complete support from our Distributors and Dealers in the matter of confining their parts purchases to us.
PACK MATERIAL CAREFULLY	(j) PROTECT DAMAGEABLE ITEMS: We will very much appreciate the field organization using care in the packing of material such as gauges and other items of a like nature. If such material is not in a condition to test and establish defect when received by us, we have difficulty in completing the transaction.
PARTS STOCKS	(k) VITAL TO SATISFIED OWNERS: We believe it is not out of place to inject here a remark about how adequate parts stocks play such an important factor in owner satisfaction. Whether the part is to be used as a claims replacement or for regular maintenance makes little difference so far as the owner's reaction is concerned. Delays in service because of stock depletion constitutes a greater indictment of the Dealer, the Factory and the car than the difficulty itself.

Labor Policy

LABOR RATE

(a) APPLICATION OF LABOR CREDITS: Labor will be based on 80c an hour and the Factory Flat Rate time will be the guide to Distributors in passing credits to Dealers on Warranty labor claims, and the Factory to Distributors on their Warranty claims. We do not consider that a labor claim on us is applicable when mechanical adjustments are made on owners' cars when such claims do not involve parts. Labor claims will be honored only when the replacements of defective parts or material are involved. This means that tuning up motors, adjusting carburetors, brakes, etc., do not come within the provisions of the Labor Policy. Such services are rendered owners in the Warranty period by Distributors and Dealers as a part of their own service policy expense.

MINOR LABOR CLAIMS

(b) REDUCTION OF LABOR ENTRIES: We believe that Distributors, Dealers and Factory alike, should not have to be burdened with claims involving small tenths of an hour if the total time involved is less than an hour. So we are placing in effect the following policy:

(1) Labor claims involving only five tenths (.5) of an hour or less should not be listed for credit on claims certificates.

(2) Labor claims involving more than five tenths (.5) of an hour up to one hour, will be credited on the basis of one (1) hour. List our exact Flat Rate time as in the past.

(3) Our published Flat Rate Schedule will be the basis on which the operations are rated.

(4) Distributors and Dealers will be governed by paragraph (a), under this section on Labor Claims.

(5) Parts involved in connection with both classifications will be subject to full credit, if defective and are within the Warranty provisions.

EQUIPMENT TOOLS

(c) SO NECESSARY FOR ECONOMICAL SERVICE OPERATIONS: Again we believe it is not out of place to mention another factor in satisfactory replacement or maintenance work. Special Tools for operations where their use insures meeting the Flat Rate time certainly are important. Such General Equipment as is consistent with the Dealers' service opportunity plays an important part in the speed, satisfaction and accuracy with which the jobs are finished.

Transportation Claims Material

PREPAY SHIPMENTS

NEVER SEND COLLECT: Claims material returned by Dealers to Distributors and Distributors to the Factory must be prepaid and should be routed so the expense of transfer will be the lowest possible to both.



OWNER RELATIONS SECTION

Owner Service Policy

EXCELLENT
SALES
INSTRUMENT

(a) NOT A NEW POLICY: This policy is as much in force now as before, and should have its full measure of recognition. Its provisions are as important to you and to us as they are to the owner. Distributors, Dealers and owners should recognize their respective obligations under its provisions. We in turn will live up to the obligations placed on us by this policy.

MATERIAL
AND LABOR

(b) OWNER'S EQUITIES IN POLICY: For ninety days after delivery or during the first 4,000 miles of operation, whichever event shall occur first, any part which under the Warranty has proven defective, in either material or workmanship, will be replaced without any charge to the owner for the material or labor. Dealers and Distributors are to make immediate adjustment and at the time the owners are in the Service Station.

INSPECTIONS
WHICH ARE
NO CHARGE

(c) 500 AND 1500 MILES INSPECTIONS: It will be expected that the Dealer or Distributor who sells a new car at retail will give owners the 500 and 1500 mile inspections, in accordance with the policy and without charge.

500 AND 1500
MILE INSPECTIONS
ON WHICH TO
EXPECT PAYMENT

(d) TOURIST INSPECTIONS: A misunderstanding in regard to tourist inspections may occur unless the provisions covering them are explained to the purchaser at the time of car delivery. We mean when the owner stops at a Dealer's place other than the Dealer who sold him the car. It is not to be expected that a Distributor or Dealer shall give these tourist inspections gratis. The regular Flat Rate charge for such inspections will be made to these tourists. There should be no misunderstanding on the owner's part with regard to this phase of the policy. It can be explained to him that when touring and these mileages occur, he must expect to pay for such inspections because they are not made by the Dealer who sold him the car.

GIVE GRATIS
INSPECTION
LATER

(e) EXTRA INSPECTION: A policy should be adopted, however, that when an owner pays for an inspection while touring, his own Dealer will give him an extra inspection without charge, at some later mileage, to offset the charge made to the owner while on his trip. This provision should be explained to the owner at the time the car is sold.

WARRANTY
APPLIES TO
TOURISTS

(f) TOURIST PARTS AND LABOR: This provision has to do with charges on tourist cars, which cars are within the Warranty and to which the regular parts and labor provisions of the policy apply, even when these owners must contact, when touring, with a Dealer other than the one who sold the car.

PARTS AND
LABOR INVOLVED

(g) TOURISTS SAME AS OTHER OWNERS: If such an owner stops at a Dealer's shop while touring, other than the Dealer who sold him the car, and parts and labor are required because of defect and the car is within the Warranty period of ninety days or 4,000 miles, he is to be treated the same as one of the Dealer's own purchasers.

WILL ENJOY
SAME PRIVILEGES

(h) CHANGE OF RESIDENCE, OWNERS: In case the owner changes his residence from one location to another before the Warranty period has expired, the authorized Hudson and Terraplane Distributor or Dealer serving the locality into which the owner moves, will, upon presentation of the owner's identification card and proof of purchase date, render the same Warranty service to this type of owner as is rendered tourist owners.

MUST IDENTIFY
THEMSELVES

(i) DEALER'S OWNERS IN OTHER TERRITORIES: We are sure that Dealers would like to feel that their own owners are being treated in other territories as well as they treat them in their own shops. The owners must identify themselves with their owner cards and establish proof of date when car was purchased.

SPECIALLY
MARK CLAIMS

(j) MARK CLAIMS "TRANSIENT OWNER": The Dealer is to send such claims with the parts involved, to his Distributor, marked "Transient Owner" and he can have confi-

dence that the claim will be passed. The Dealer will be reimbursed on the same basis for labor and parts as he is on similar cases applying to his own owners. Distributors will forward Factory copies of this type of claim to Detroit in the same manner as on other transactions.

Factory Method and Policy in Handling New Owner Documents

POLICY ENVELOPE PLACED IN CAR

(a) When each automobile is shipped from the Factory, all owner information is placed in the Instrument Panel Glove Compartment except when certain tags, calling attention to specific items, are attached to the panel or steering wheel. We especially remind the organization that the Owner Operating Manual and the Owner Service Policy are in the compartment.

DIFFERENT ON INSPECTIONS

(b) POLICY ON INSPECTIONS: One gratis Inspection at 500 miles is given on the Terraplane cars and two Inspections without charge on the Hudson line, one at 500 miles and one at 1500 miles. Otherwise the Owner Service Policies on both lines of cars are identical.

COMMERCIAL CARS

(c) NO SEPARATE POLICY: The general policies applied to passenger cars apply likewise to the commercial line. In that these vehicles are built on Terraplane chassis, there would be but the one gratis inspection at 500 miles.

IDENTIFICATION CARD

(d) AS IMPORTANT AS POLICY: In the envelope containing the Policy, the Factory has placed an Identification Card for the owner and which should always be carried by the owner preferably in the car.

FILL OUT FOR OWNER

(e) HANDED TO OWNER WHEN CAR IS DELIVERED: It is absolutely necessary that the Dealer selling the new Terraplane or Hudson fill out and sign both the Owner Policy and Identification Card. It is further necessary that the details of his policy be explained to him to prevent any possible misunderstanding in the future. This is one of the most important factors in establishing a continuous and profitable relationship with the owner.

FACTORY LETTER TO PURCHASER

(f) SENT AFTER EVERY RETAIL SALE: Upon receipt of owner delivery reports from the field, the Factory sends a letter in which we thank the owner for making the purchase. It is in recognition of his patronage of the Distributor or Dealer who sold the car. It is an expression from us to indicate our appreciation in his becoming another one of our customers.

BOOKLET WITH LETTER

(g) CALLS ATTENTION TO RESPECTIVE OBLIGATIONS: To further serve the interests of our field organization and ourselves, we enclose a small book which calls attention to the Owner Service Policy and the respective obligations of all parties to the transaction including the owner himself. The suggestions to the owner particularly stress the importance of the owner patronizing the Dealer from whom he purchased the car in all future maintenance transactions.

Other Owner Relations

OWNERS COMING TO FACTORY

(a) SHOULD BE HANDLED IN FIELD: It is understood that under no circumstances will Distributors or Dealers send owners to the Factory for Service Work.

MANUAL CONFIDENTIAL

(b) STRICTLY AN ORGANIZATION MATTER: We are sure it should be unnecessary for us to stress the confidential nature of this General Service Policy Manual. It must never be shown to owners or to any people outside of the organization. It should never be used with the owner to shift responsibility to the Factory when it is necessary for you to advise the owner that certain operations on his car are of a maintenance nature or for which you must expect payment. This would merely be evading the issue and accomplish nothing in the furtherance of good will for either yourself or the Factory.

HANDLE OWNER CONTACTS FOR THEM

(c) HANDLE CUSTOMER'S OUTSIDE CONTACTS: When outside contacts are required for specialized service work on owners' cars, it will be well for Distributors and Dealers to handle these contacts for owners. Owners do not appreciate being sent to various shops to complete the service on the Whole Unit they purchased from one place. Further, specialized stations do other kinds of maintenance operations and they would be in a position through contacts with your customers to solicit further work from them, which work you do in your own shops.

REPORTS ON CLAIMS INVOLV- ING PERSONAL INJURY OR PROPERTY DAMAGE

(d) **REPORT EVERY CASE:** In cases where the alleged failure of a part has resulted in an accident, involving either personal injury or property damage, or where such an accident is attributed by the owner to defect in construction or design, the Distributor will immediately notify the Factory, giving the owner's name and address, serial number and model of car, nature of claims, and will make no allowance nor permit his Dealers to make allowances—policy or otherwise—to the owner or his Agent until such action has the approval of the Hudson Motor Car Company. Therefore, in reporting such cases it is important that you give us the following information in the fullest detail

Claimant's Full Name	Date Car Purchased
Claimant's City and State	Is Party Original Purchaser?
Claimant's Street Address	Distributor or Dealer Who Sold Car
Claimant's Business Address	Date Accident Occurred
Model and Body Type	Mileage at Time of Accident
Year Model	Part Alleged Defective
Serial Number	Number Claimed Injured
Motor Number	Distributor or Dealer Making Report

Witnesses, If Any

Owner Complaints

DIFFICULT TO HANDLE

(a) **OWNER LETTERS:** Probably one of the most important yet most difficult part of Factory service operations has to do with the handling of complaint letters which every automobile manufacturer receives at its home office. We say difficult because there are no proven facts other than the owner's statement as to whether or not the case or cases merit an adjustment.

FURTHER COMPLICATED

(b) **CANNOT ADJUST BY MAIL:** They are further complicated because we cannot repair the cars by mail and, when (and, of necessity, they must be) they are referred to the field organization, the owner sometimes interprets the action as a "buck passing gesture."

MANY WORTHY

(c) **HONEST APPEALS FOR HELP:** Many of these cases are most worthy of consideration because of the extenuating circumstances relating to their individual experiences. Poor workmanship at one point, lack of product knowledge at another or, a repetition of a condition are occasionally the basis of the complaint.

MIS-STATED POLICIES

(d) **PROMISES OF CONTINUED MAINTENANCE:** We have the owner who was promised about everything at the time of car sale instead of those things which are definitely outlined in the Owner Service Policy. He believes the Factory should respond to all of these mis-statements because of the over-zealousness of the person who sold him the car.

CAR ABUSED

(e) **NEVER ATTEMPTS MAINTENANCE:** Experience has shown us the fellow who abuses his automobile. He does not have his car lubricated regularly nor does he follow instructions on oil changes. He leaves his car out night and day after his purchase in all seasons and then asks for a refinish job later on. He seldom has his car washed and polished to preserve its finish.

NEVER WANTS TO PAY

(f) **EXPECTS ALL REPAIRS WITHOUT CHARGE:** The industry knows there are some owners who try to "get by" without paying for repairs no matter what their car operating characteristics may be. Their purpose is deliberate and these people are the hardest to handle.

FACTORY ATTITUDE

(g) **POLICY PREDICATED ON FAIRNESS:** The Factory has every desire to be fair in these transactions and will see that its obligation is satisfied in every case where the information is definite enough to establish even a measure of fact on the complaint's justification.

**FACTORY
PRACTICE**

(h) **EVERY LETTER AN INDIVIDUAL CAR BUYER:** In the handling of large groups of various kinds of correspondence, it is easy to become mechanical and overlook an important fact in the treatment of individual cases. To the man who wrote the letter to us, his letter, to him, was the most important one we received in our mail of that day and none of us should forget that point.

**CLAIMS DEPARTMENT HANDLES
LETTERS**

(i) **WORK SYSTEMATIZED:** The owners' mail is divided among members of the Claims Division and is handled in accordance with the following practice:

**MAIL TO
DISTRIBUTOR**

(j) **MAILING OF COMPLAINT TO FIELD:** Two copies of every owner complaint will be mailed to the Distributor from here with a short letter from us.

**MAIL TO
DEALER**

(k) **COMPLAINTS FROM DEALER'S TERRITORY:** If the complaint is from an owner in a Dealer's territory, the Distributor will forward one copy of the owner's letter to the Dealer with a letter from the Distributor.

**INVESTIGATE
COMPLAINT**

(l) **INVESTIGATION OF COMPLAINT NECESSARY:** We will not attempt to make any recommendations in our letter of transmittal. We are not in a position to judge the case from Detroit without the facts which would be produced through an investigation made by either the Distributor or Dealer. It is, of course, understood that through courtesy we must reply to the owner's letter.

**FOLLOW-UP
LETTERS**

(m) **FACTORY FOLLOW-UP LETTERS:** Please handle owner complaints promptly. The reason why we are obliged to send out follow-up letters is because we have not been advised of the status of a case, or in many instances, of its closing. If there are necessary delays, please so write us, giving the circumstances.

**ADVISE US
OF CLOSING**

(n) **CLOSING OF COMPLAINTS:** If the Distributor and/or Dealer has lived up to the provisions of our policy and the owner still will not be satisfied, then write us of the action taken in the case and advise us to close our files.

**OWNERS WRITING
FACTORY**

(o) **SHOULD NOT REFER THEM TO FACTORY:** In any transaction with an owner where an adjustment arrangement is being discussed and the owner is unreasonable, do not refer him to the Factory. Distributors and Dealers should consummate each case with us on the basis of its merits, without directly drawing us into further discussion with the owner.

**HANDLED
BY FIELD**

(p) **PURPOSELY ADVISING OWNERS TO WRITE FACTORY:** Cases where we have not been drawn into the original discussion because they were initiated directly with the Distributor or Dealer, or both, can be handled without advising the owner to write us. We are sure that the field organization would not evade an issue through this means.



SECTION 6

CLAIMS OPERATING PRACTICES

Warranties Other Manufacturers

DEAL LOCALLY ON WARRANTY MATTERS

(a) **HAVE ACCEPTED RESPONSIBILITY:** It is further understood that the following equipment is subject to the Warranties of the several manufacturers furnishing this equipment. Our Distributors and Dealers will look to them or their specialized service outlets for Warranty material and labor. The local representatives of the following manufacturers will handle Warranty transactions on the items listed:

Tires and Tubes

Goodyear Tire & Rubber Co., Akron, Ohio

Starters and Generators, Distributors
and Relays, Coils, Etc.

Electric Auto Lite Co., Toledo, Ohio

Batteries

National Battery Company, Detroit, Mich.

Fuel Pumps and Air Cleaners

A. C. Spark Plug Company, Flint, Mich.

Radio Tubes

R. C. A. Manufacturing Co., Inc., Camden, N. J.

Carburetors

Carter Carburetor Co., St. Louis, Mo.

Spark Plugs

Champion Spark Plug Co., Toledo, Ohio

Windshield Wipers

Trico Products, Buffalo, N. Y.

REPORT TO FACTORY

(b) **OTHER MANUFACTURER'S OBLIGATION:** These items, or parts thereof, or labor in connection with them, are not subject to credit from us. Any transactions indicating that such manufacturers or their outlets are not living up to their Warranty obligations should be reported to the Claims Department immediately.

Radio Transactions

MAKER

(a) **MANUFACTURER 1936 RADIO:** Radios for the 1936 cars are being manufactured for us by the R. C. A. Manufacturing Co. Inc., having been designed specially to our cars by their engineers in collaboration with our own Engineering Department.

ORGANIZATION

(b) **MANUFACTURER'S FIELD SETUP:** R. C. A. has a large network of Distributors and Dealers located all over the United States.

WARRANTY PROVISIONS

(c) **ALL 1936 SETS COVERED BY WARRANTY:** The Warranty for 1936 sets covers those installed at the factory as standard equipment and as options. It also includes sets installed in the field as an accessory, in accordance with the provisions which are outlined in this bulletin.

SERVICING RADIOS

(d) **RADIO REPAIR DEPARTMENT:** The inclusion of a radio repair department and the employment of a specially trained man in any Distributor's or Dealer's shop should be governed entirely by the potential maintenance volume of each territory. If there is enough volume, it will be advantageous to operate a radio repair department. In addition to a specialized repair man, naturally a radio parts stock and proper equipment should be made available. We are prepared to furnish you with the latest and highest grade testing equipment.

INSTALLATIONS

(e) **OUTSIDE RADIO REPAIRS:** If a Distributor or Dealer does not have an experienced man or the proper equipment, do not attempt to make installations or attempt repair work. Our experience definitely has proven that such a course is not only costly, but militates against merchandising as well. Contract with the local R. C. A. station (or another if there is no R. C. A.) to handle your installations at a set price per unit. This price to include a guarantee against installation defects for a period of ninety days or 4,000 miles. *Radio units are not to be returned to us for any reason.*

HANDLE CUSTOMERS

(f) **SHUNTING CUSTOMERS:** Repair Work required by reason of either regular maintenance or defect should likewise be taken to these stations if a Distributor or Dealer does not operate an organized Radio Repair Department. Do not send your customers to these stations, but have your own men handle the contact.

SOURCE FOR PARTS	(g) PARTS STOCKS: Our Distributors will carry limited stocks of repair parts and we at the factory will stock the complete list, with the exception of tubes. During the Warranty period and to adjust defects, either the Hudson Distributor or the R. C. A. station will credit the parts. If dealers have secured the parts from their Hudson Distributor and the Distributor from us, we will credit them in the same manner as any other parts, during the Warranty period.
OUTSIDE INVOICES	(h) RECEIPTED BILLS: If specialized service outlets do any Warranty repairs on the radios, which are going to be submitted to us for credit consideration, it is expected that we shall benefit by the trade discount on the labor which is always accorded as between local service organizations. The hourly rate charged must be stated on the invoice for our approval.
SERIAL NUMBERS RADIOS	(i) MUST BE NOTED ON CLAIMS AND INVOICES: When such Warranty work is required it is necessary that the serial number of the radio be listed on the Claim Certificate and on the supporting Labor Invoice as well.
STRICTLY WARRANTY	(j) NO DIFFERENT THAN HOUSE UNITS: Credits on radio transactions will be confined strictly to the Warranty period, whether work is performed by Dealer, Distributor or an outside source.
HUDSON NOT HANDLING TUBES	(k) TUBES: The 1936 Radios are equipped with R. C. A. Tubes, which are subject to the same Warranty as other parts of the radio. Our Distributors and Dealers will handle their tube transactions with R. C. A. Distributors, either for maintenance or Warranty purposes. The R. C. A. Company or its Distributors will make the proper adjustments on tubes. With the above arrangement, therefore, the Hudson factory does not find it necessary to enter into tube transactions of any nature.

Miscellaneous Units and Parts

SERVICED BY HUDSON	EXCEPT AS PREVIOUSLY NOTED: The Hudson Motor Car Company services all units (parts thereof) including both makes of Shock Absorbers, except as noted in paragraph (a) Section 6, Page 17.
--------------------	---

Assembly Units

NOT FOR REPLACEMENT	USE PARTS IN MAKING REPAIRS: Unless specific permission has been granted in an individual case, it is expected that parts will be used in handling Warranty replacement transactions. If a unit has become so completely disabled as to make parts repairs impractical from a comparative expense analysis, then the Dealer should send the complete information to the Distributor who will pass it to the Factory with a special request to make a unit substitution. Claims will not be allowed unless an agreement has been made to this effect prior to handling the case.
---------------------	---

Refinish Cases

NEED COMPLETE DETAILS	(a) SUBMIT TO FACTORY: Every refinishing case attributed to faulty workmanship on the part of the factory must be referred to the Claims Department before Distributors or Dealers take any action in connection with them. If a condition of this kind occurs, the time required for Factory investigation in no way holds up the owner's car. We are sure it can be easily understood why such a policy is necessary. Without a means of control this group of transactions could easily get out of line.
MANY OWNERS CARELESS	(b) FINISH MUST HAVE MAINTENANCE: When we make a business of watching cars during extreme temperature periods and note the lack of attention and care which many cars receive, we do not have to wonder at their condition within a few months after purchase; parked outside constantly during all kinds of weather, get few washes, and seldom any preserving polishes.

Original Purchaser

APPLIES TO FIRST BUYER	WARRANTY APPLICATION: It is understood that the Warranty (either material or labor) does not apply to cars leaving the Original Retail Owner's hands, no matter the condition or what special policies may have been in effect during original ownership.
------------------------	---

Demonstrators

DISTRIBUTOR AND DEALER CARS

WARRANTY PROVISIONS: This group of cars comes strictly under the provisions of the Standard Warranty and Claim Certificates covering any transactions relating to them should be so identified.

Damage to Car Shipments

SHIPMENTS BY RAIL

(a) **RIGID FACTORY INSPECTION:** We have established a very rigid inspection at the time of, and after all car loadings. We are able to check from inspection records here at all times when reports are sent in from the field on any damage found on these cars upon receipt by consignee.

ESTABLISH WITH CARRIERS

(b) **FILE CLAIMS QUICKLY:** There should be few, if any, occasions for such reports. Therefore, Distributors and Dealers are always to file their claims immediately with the carriers on every condition which they find with the automobiles upon arrival at destination. These claims should be filed within twenty-four hours after the arrival of the automobiles. With the kind of loading and inspecting done here at the plant, there should be little difficulty in establishing claims with carriers and securing settlement.

Damage to Driveaways

ACCEPTANCE

(a) **WHETHER BY DISTRIBUTOR, DEALER OR AGENT:** Whoever accepts cars for driveaway should inspect them for outward condition and equipment. This has already been done by Factory inspectors, but due to conditions which can obtain between leaving the Factory and point of destination, the Claims Department is naturally at a great disadvantage if requests are made for credit consideration.

CHECK SYSTEMS

(b) **OIL, GAS, WATER AND ANTI-FREEZE:** In that all driveaways must go to gasoline stations for tank filling, these items can be easily checked and should be on every occasion before leaving Detroit. The full responsibility for conditions which would result from improper attention to such items rests with those responsible for the driveaway.

Damage to Trucked Cars

IMPORTANT WITH THESE CARS

(a) **COME UNDER ABOVE RULINGS:** Carriers in this type of transport work likewise must accept full responsibility for condition of cars at destination when hauled by them.

MUST USE CARE

(b) **CARS SOMETIMES OPERATED:** Cars delivered by this method occasionally are carried to points of boat loading and are operated on their own power from unloading station to boat stall. Draining and refilling cooling system is carrier's responsibility. Precautions, particularly on this factor of possible damage to engines and radiators, must be taken with extreme care.

SLIPPING THE CLUTCH

(c) **BURNED OUT CLUTCHES:** One of the possible damages can be in the direction of burned out clutch plates in loading and unloading—through clutch slippage. The Factory cannot recognize claims because of abuses occurring enroute. Distributors and Dealers should look to Truck Carriers for reimbursements for such damages.

Caravanned Cars

PROPER SUPERVISION

(a) **CONSCIENTIOUS DRIVERS:** These cars should never be placed in the hands of any but the most careful drivers and under the direction and supervision of capable leaders.

PRE-DRIVE INSPECTION

(b) **MINUTE CHECKING:** These cars should have unusual inspection before leaving Factory because of the many stops made and the possibility of equipment loss and slight damage enroute.

**CARAVAN
CARRIER
RESPONSIBLE**

(c) **INSPECT CARS UPON ARRIVAL:** Distributors and Dealers using this method of transport should very carefully go over cars upon receipt before making settlement with caravan operators. The Factory will not accept claims on these cars for conditions either of a mechanical, equipment or appearance nature while enroute.

Governors

**REMAIN
INTACT**

(a) **NOT TO BE REMOVED ENROUTE:** With both driveaway and caravanned cars, Governors must not be removed enroute, no matter the distances traveled and, not even then, if the trip has been less than 500 miles.

**CHECK UPON
ARRIVAL**

(b) **SEAL NOT MOLESTED:** Upon arrival of cars Distributors and Dealers should check to see if the Governor seal has been broken. Instruct driveaway and caravan operators not to tamper with the Governors.

**FOR OWNER'S
PROTECTION**

(c) **OUR RESPONSIBILITY TO CAR BUYERS:** The Governors are placed on cars for the definite protection of the purchasers of our automobiles. Distributors, Dealers and Factory alike, must insist that this policy be adhered to in every respect.

**INSTRUCT
OWNERS**

(d) **KEEP ON FOR 500 MILES:** Advise owners that Governors must remain on cars for the first 500 miles of their driving. The service organization can remove them at the period of the 500-mile inspection provided for in the Owner's Service Policy.

**WARRANTY
VOIDED**

(e) **DO NOT LET THEM TAKE CHANCES:** The removal of Governors prior to the expiration of the first 500 miles voids the privileges of the Warranty.

Bulletin Notice on Special Policies

**NOTICE TO
FIELD**

WHEN OCCASION REQUIRES: In the event that a condition should dictate the necessity for special time or mileage consideration beyond the Standard Warranty periods, such announcements will be made through the medium of General Service Policy Bulletins. When the purposes of the special policies have served their practical usefulness, the field organization will be so notified through bulletins.

Special Policies By Bulletin

SPECIAL PRICES

(a) **NOTICE BY BULLETIN:** If for some special purpose an exchange price arrangement should be introduced to meet some unforeseen condition, the information will be sent to the organization on General Service Policy Bulletins.

**PARTS SALE
ITEM**

(b) **ALSO BY BULLETIN:** If an item or kit for special straight sale purposes at a special price is considered expedient, it will be so announced through the medium of General Parts Policy Bulletins.

Value of Retail Delivery Report

**OWNER
DELIVERY
CARD**

COMPLETE RECORD OF OWNERS: A system of Owner Delivery Information was inaugurated at the beginning of the 1936 selling season, with which the field organization is familiar. The completed forms pass through the Claims Department and from which the records on the car serial numbers are set up with delivery dates for ready access in checking Claims Certificates. This information is proving of great value to Distributors, Dealers and ourselves in keeping transactions in line with the General Service Policies.

Company's Rights to Withdraw

**WRITTEN
NOTICE
GIVEN**

This company reserves the right to change, modify, or withdraw any or all of the policies and contents of this bulletin upon fifteen days' notice at any time after its publication.

INDEX

A		PAGE			PAGE
Abused Cars		15	Deliveries of New Cars Report		20
Abuses—Finish		15-18	Demonstrator Policy		19
Adjustments—Labor		12	Design Change		11
Assembly Unit Policy		18	Detail of Replacements—Reason Necessary		3-5
B			Doubtful Cases		11
Basis of Policy		9	Distribution Certificates—Distributors		3
Bulletins—Special Policy Notice		20	Distributor Credits		11-13
C			Distributors Instructions—Claims Certificates		3-4
Caravanned Car Policy		19-20	Distributors Own Policy		10
Cards—Inspection		10	Distributors—Sign Owner Service Policy		14
Cards—Owners Identification		14	District Supervisors Duties in Claims Work		7-8
Car Shipment Damage Policy		19	Driveaway Policy		19
Cases—Out of Warranty		10	E		
Certificates—Claims, How to Obtain Forms		3-5	Equities of Owners—Owner Policy		13-14
Certificates—Distribution and Dealer Copies, Instructions		3-5	Errors—Distributor and Dealer Claims		7-9
Certificates—Distributor Handling Dealers		4	Errors—Factory		7
Certificate Each Car		3-5	Exceptions—Explanation		9-10
Certificate—Labor Entry		3-5	Expense—Predelivery		10
Certificates—Numbering		3-5	F		
Change in Design		11	Factory Letter—New Owners		14
Change of Residents Owner Policy		13	Factory—Owners Going to Policy		14
Change-Over Item Policy		11	Factory Inspection Returned Parts		11
Charge Backs—Mis-Applied Claims		7-8	500 and 1500 Mile Inspections Policy		13
Claims—Charged Back		8-11	Flat Rate Schedules—Use		3-5
Claims Delays		3-5	Follow-Up Letters		16
Claims Manual Confidential		14	Foreign Parts Policy		11
Claims Material Transportation Policy		12	Forms—Claims Certificates—Tags—How to Secure		3-5
Claims on New Cars		10	G		
Claims Policies—General		9	General Policies		9
Claims Procedure—Distributor and Dealer		3-5	Governors—Policy		20
Claims—Tourists		13	Governing Policy—Claims		9
Closing Complaints		16	I		
Clutch Abuse		19	Identification—Claims Certificates		3-5
Commercial Car Policy		14	Identification of Tourists		13
Company Rights—Policy Withdrawal		20	Information Required—Dealers Certificates		5
Complaint Letters—Owners		15-16	Information Required—Distributors Certificates		3
Complaints—Owner Closing		16	Injury—Personal Policy		15
Condition of Replacements—Required		3-5	Introduction—Important		1
Copies Certificates—Distribution of		3-5	Inspection Cards		10
Correspondence, Identify Date on Claims Certificate		3-5	Inspection Material and Certificates		3-7-8-11
Credits on Claims		11-12	Inspection—Tourist Gratis Later		13
D			Investigation—Special Transactions		7-10-16-18
Damaged to Trucked Cars		19	L		
Dealer Claims—Handling of		5	Labor Claims—Minor		12
Dealers Complete Instructions on Claims Certificates		5-6	Labor Entry on Certificate		3-5
Dealers Credits		11-12	Labor Policy		12
Dealer Numbering Certificates		5	Labor Rate		12
Dealers Own Policy		10	Labor—Tourist Policy		13
Dealer—Sign Owner Policy		14	Letters—Factory Follow-Up		16
Delays—Getting Claims Through		3-5-6	Letters—Factory New Owner		14
			Limits—30 Days on Claims		4-6

M		PAGE		PAGE
Manufacturers Standard Warranty		2	Policy on Tourists	13-14
Material—Distributors Hold For Supervisors		4-7	Policy—Original Purchaser	19
Material Inspection at Factory		3-8-11	Policy—Personal Injury Claims	15
Material Inspection in Field		3-7-8	Policies—Radio	17-18
Material—Pack Carefully		11	Policy—Refinishing	18
Material Return Policy		11	Policy—Shock Absorbers	18
Material Tags—On Returned Items		3-5	Policies Special—By Bulletin	20
Material—Tourist Policy		13-14	Policy—Trucked Cars	19
Minor Labor Claims		12	Policy—Withdrawal Notice	19-20
Mis-Applied Credits		7-11	Pre-Delivery Policies	10-13-14
Mis-Stated Policies		15	Prepay Shipments	12
Misunderstood Cases		9	Procedure—Owner Service Policy Papers	14
N			R	
National Organization—Dealing With		9	Radio Policies	17-18
New Car—Owner Policy in Compartment		13	Radio Tubes	18
New Car Policies		10-13-14	Railroad Car Shipment Policy	19
New Parts Stocks		11	Reasoning Behind Policies	9
No Policy of General Exception		9	Refinishing Policy	18
Notice of Policy Withdrawal		20	Reinstatement—Claims	7
Numbering—Claims Certificates		3-5	Replacement Conditions—Required	3-5
O			Replacement of a Replacement	11
Obligations—All Parties		14	Report—Owner Deliveries	21
Original Purchaser Policy		18	Reports—Personal Injury	15
Owner Booklet on Obligations		14	Rulings Have To Be Specific	9
Owners Coming to Factory Policy		14	S	
Owner Complaint Closing		15-16	Serviced by Hudson	18
Owner Complaint Letters		15-16	Special Cases	7-10
Owner Complaints—Method of Handling		15-16	Special Policy Withdrawal	20
Owner Contacts—Field Handle		14	Standard Warranty	2
Owner Documents—Factory Handling of		14	Substitution Item Policy	11
Owner Retail Delivery Report		20	Supervisors Check Material	7-8
Owner Service Policy		13-14	T	
Owners Writing Factory		16	Tags—Returned Material	3-5
P			Thirty-Day Limitations	4-6
Pack Material Carefully		11	Tourist Identification	13
Paint Policy		18	Tourist Inspection Policy	13
Parts Availability		11	Tool Equipment	12
Parts Not Hudsons		11	Transportation Expense Policy	12
Policies—Affiliated Manufacturers		17	Trucked Cars Policy	19
Policy—Assembly Units		18	Tubes—Radio—Policy	18
Policy—Car Shipments—Railroad Damage		19	U	
Policy—Caravanned Cars		20	Unit Assembly Policy	18
Policy—Change of Residence		13	W	
Policy—Demonstrators		19	Warranties—Affiliated Manufacturers	17
Policy—Distributors and Dealers Own		10	Warranty—Original Purchaser	19
Policy—Driveaways		19	Warranty—Out of Cases	10
Policy—Governing Claims		9	Warranty—Standard	2
Policy—Governors		20	Warranty—Tourists	13
Policies—Mis-Stated		15		
Policies on New Cars		10-13-14		
Policy on Returning Parts		3-5-7-11		

Issued by Service Claims Division

Service Department, HUDSON MOTOR CAR COMPANY, Detroit, Michigan

DEALERS and DISTRIBUTORS
—NOTICE—

DEALER—Please return first issue of this
Manual to your Distributor.

DISTRIBUTOR—Please return your copies
and your Dealers' copies of the first
issue of this Manual to

T. H. STAMBAUGH
HUDSON MOTOR CAR CO.
Detroit, Michigan

GENERAL SERVICE POLICIES

1936 BULLETIN SERIES

Effective October 1st

No. 2

Date 10-1-35

SUBJECT

TO ALL MASTER DEALERS

Subject: STABILIZER POLICY TO BE WITHDRAWN

REFERENCE

Please refer to General Service Policies Bulletin No. 10 covering the policy on stabilizer kits.

POLICY WAS
IN EFFECT
LONG
ENOUGH
TO COVER
ALL CASES

The policy outlined in that bulletin has been in effect since November 23, 1935. At that time stabilizer bars became standard equipment in production; therefore only those cars of earlier production were without bars.

POLICY
WITHDRAWN

The number of kits or bars shipped from our parts department in the last few months indicates that practically all cars originally without them have had installations effected. Consequently, we believe that this policy has, in the main, served its usefulness and it, therefore, will be withdrawn as of October 30, 1936.

CHECK RE-
CORDS ON
CARS NOT
EQUIPPED
WITH STABI-
LIZER KITS

We would, therefore, suggest that you review your records and if you know of any cars that are not equipped with stabilizers contact the owners and make arrangements to have a stabilizer kit installed on the cars. It is our desire to clean up this situation 100% by October 30, 1936.

CLAIM
CERTIF-
ICATES
HANDLED IN
ACCORDANCE
WITH POL-
ICY MUST
BE FILED BY
NOVEMBER
15.

All claim certificates covering claims transactions handled prior to October 30, 1936, must be in the factory by November 15, 1936.

L. L. SHARON

Claims Supervisor
Service Department.

GENERAL SERVICE POLICIESNo. 3**1936 BULLETIN SERIES**

No. 3

Date 10-16-35**Effective October 1st**

10-16-35

SUBJECT**TO ALL DEALERS****SUPPLEMENT
AND POLICY**

We want to immediately call the field's attention to the early production of new models together with the Factory's position and policy regarding them. This bulletin is to be considered a supplement to and a part of our General Service Policy Book, Bulletin No. 1, issued October 1, 1936.

**EARLY PRO-
DUCTION
ACTIVITIES**

Those who have been in this business any length of time fully appreciate that it is no small task to set up for and get started on an entirely new line of cars. The factory expense incident to these yearly manufacturing introductions is naturally tremendous. With a complete changeover there are bound to be some oversights and unintentional mis-adjustments.

**FIELD
FUNCTIONING**

It is fully expected that these will be corrected in the field at the time of Pre-Delivery Inspection and New Car Get-Ready. It is part of the function of Distributors and Dealers to carry through with this procedure.

**PRE-DELIVERY
OBLIGATION
THROUGH
YEAR**

This same processing in pre-delivery goes through the entire year and is definitely net up for by the Factory, both as to routine and expense. The Factory permits its Distributors and Dealers to add in certain amounts in the delivery charge on all models, which is intended for no other purpose than to take care of such expense as is entailed in pre-delivery operations. It is also to be used for inspections and minor adjustments during the Warranty period.

**CLAIMS NOT
ACCEPTABLE**

Therefore, whether it be with early or later production it is understood that no claims will be filed covering matters of adjustment or slight repairs. The adjustments of brakes, castor, steering, Electric Hand, and other items of this nature definitely come in this category. Slight scratches caused, probably by handling, polishing, and touch-up work, are a part of pre-delivery operations.

**REPLACEMENT
OF PART**

An occasional replacement of some small part should not be considered as a labor claim. The part will be furnished without any charge.

**CLEAR
UNDER-
STANDING**

It is better that we have this understanding right from the beginning of this new production, to save all parties unnecessary and time-taking correspondence. Please do not send us any claims certificates along the preceding lines, because it will be necessary for us to return them to you.

L. Sharon
Claims Supervisor,
Service Department

GENERAL SERVICE POLICIESNo. 4

No. 4

Date 10-28-35**1936 BULLETIN SERIES****Effective October 1st**

10-28-35

SUBJECT**TO ALL MASTER DEALERS**

The Goodyear Tire and Rubber Company has placed a Special Warranty in operation in connection with their tires.

The Goodyear Company believes that car owners will appreciate a Special Warranty against road injuries to tires. We are attaching hereto a specimen copy of the Warranty, which may be secured by owners by following the procedure given in this bulletin.

We are also attaching a Notice, issued by Goodyear, which is placed in the Locker Box Compartment of the instrument panel, in order that the owner's attention may be called to the Special Warranty.

The Goodyear Tire and Rubber Company of Akron, Ohio have two procedures which may be followed so the owner may secure One of those Warranties and carry it with him in his car.

No. 1 procedure: Certain Hudson distributors and dealers may prefer to issue the certificates themselves. They may secure pads of the certificates, either direct from the Goodyear Tire and Rubber Company at Akron, or through the local branch or dealer of that company.

If this procedure is followed, the Hudson distributor or dealer issuing the certificate places the date of car purchase, the size and type of the tires and their serial numbers on the certificate. The customer's portion of the certificate is given to the purchaser and the stub is mailed to the branch or dealer of the Goodyear Tire and Rubber Company in the city where the car is purchased.

Procedure No. 2: Should the Hudson distributor or dealer prefer to have the certificate executed by the local branch or dealer of the Goodyear Tire and Rubber Company, then the information appearing in the preceding paragraph is furnished that branch or tire dealer by the owner or the car dealer, in order that the owner may be supplied with his certificate.

In order to receive the benefits of the protection provided in the Special Warranty, owners must have their certificate with them when applying for such benefits. Application may be made in any city, whether the car was purchased at that point or not.

The certificate itself is explanatory, so no detail is necessary in this bulletin as regards the provisions of the Special Warranty.

L. Sharon,

Claims Supervisor,
Service Department

GOODYEAR SPECIAL WARRANTY CERTIFICATE

NOTE TO PURCHASER: If you are owner of more than one vehicle, be sure that one tire only is recorded on this Certificate unless you definitely know that all the tires covered by the Certificate are to remain on one vehicle.

Issued to _____		Branch Name Nº 1434	
Street Address _____		Date of Purchase _____	
City or Town _____ State _____		Tire Serial Numbers	
Dealer _____		1. _____	
Issued by { Associate Dealer or Person } _____		2. _____	
Street Address _____		3. _____	
City or Town _____ State _____		4. _____	
		5. _____	
		6. _____	

If a tire is unfit for further service and is replaced with a new tire due to one or more of the four causes of failures listed, the new tire will not be warranted against the same cause of failure and the new Warranty will be so marked. If other tires are covered by this Certificate, they will not be replaced for the same cause, and the Certificate will be so marked.

The Goodyear Tire & Rubber Company, Inc., warrants each above described tire for a period of 12 months (6 months for Speedway automobile tires) from date of purchase for normal, average, non-commercial service, or a month (3 months for Speedway automobile tires) from date of purchase for normal, average commercial service, against injuries (except as hereinafter otherwise provided) which in its judgment render the tire unfit for further service where such injury is accidental and not willful, and is due to blowouts, cuts, bruises, misapplication, overload, wheels out of alignment (excessive toe-in or toe-out or faulty brakes, "Non-commercial service" as used herein means the use of an automobile tire on a passenger-carrying vehicle not utilized in business service. "Commercial service" as used herein, means (a) the use of a truck tire on a vehicle operated for any purpose, or (b) the use of an automobile tire on a vehicle operated for business purposes. The word "tire" as used herein means a new first class pneumatic casing. The determination of normal, average service and of accidental or willful injury shall be made by The Goodyear Tire & Rubber Company, Inc., based on its experience with injuries and with the service delivered by tires used in all types of operations and on all kinds of roads.

The liability of The Goodyear Tire & Rubber Company, Inc. under this Warranty is strictly limited to replacing the tire with a new Goodyear tire within the respective periods above prescribed. Any transportation or service expense incurred to be paid by owner. If so replaced, purchaser is to be charged, and agrees to pay 1/12, or in the case of Speedway automobile tires 1/6, of the current printed list price if in non-commercial service, and 1/4, or in the case of Speedway automobile tires 1/3, of the current printed list price if in commercial service, for each month, or fraction thereof which has elapsed since the date of purchase to the date claim is made. Neither The Goodyear Tire & Rubber Company, Inc., nor any of its affiliated or associated corporations or dealers shall be liable in any event for personal injuries or damage to property caused directly or indirectly by the failure of said tire.

IMPORTANT: To be valid all spaces must be filled in with Ink, Typewriter, or Indelible Pencil.

Faulty Brakes ☐ Mis-application ☐ Wheels out of Alignment ☐ Overload ☐

This Warranty is not applicable to tires which are worn out or worn smooth prior to the expiration of the warranty period, (except as previously otherwise provided), or to tire failures caused by punctures, or to tires damaged by running flat or nearly flat, or by failure of any part of the vehicle, or to tires damaged by the use of a blow-out patch regardless of the cause of any previous injury, or tires injured or destroyed by fire, or by excessive curbing, chains, or any obstruction on vehicle, or tires used in taxi-cab, or passenger carrier bus service, or to tires applicable to Clincher, Motor-cycle, Bicycle, Pneumatic and Solid Industrial tires, Solid or Cushion Tires, Speedway truck tires, tires used in farm implements and road machinery, tires used on demonstrator cars and racing cars, tubes used in any form, or tires outside of the Continental U. S. A.

Any claim for the replacement of such tire may be filed at the place of business of any Goodyear dealer or at any Goodyear Branch. This Warranty and the tire must be presented with such claim.

Alterations or erasures in this Warranty will render it void.

THE GOODYEAR TIRE & RUBBER COMPANY, INC.

By *Robt Wilson*
Vice President

GOODYEAR SPECIAL WARRANTY CERTIFICATE

NOTE TO DEALER: If issued to an owner of more than one vehicle, do not record more than one tire on one Certificate, unless you definitely know that all the tires to be recorded on the Certificate are to remain on one vehicle.

Issued to _____		Branch Name Nº 1434	
Street Address _____		Date of Purchase _____	
City or Town _____ State _____		Tire Serial Numbers	
Dealer _____		1. _____	
Issued by { Associate Dealer or Person } _____		2. _____	
Street Address _____		3. _____	
City or Town _____ State _____		4. _____	
		5. _____	
		6. _____	

If a tire is unfit for further service and is replaced with a new tire due to one or more of the four causes of failures listed, the new tire will not be warranted against the same cause of failure and the new Warranty will be so marked. If other tires are covered by this Certificate, they will not be replaced for the same cause, and the Certificate will be so marked.

IMPORTANT: This stub must be detached and mailed to The Goodyear Tire & Rubber Company, Inc. at city indicated in red type.

Faulty Brakes ☐ Mis-application ☐ Wheels out of Alignment ☐ Overload ☐

IMPORTANT ABOUT YOUR TIRES



The GOODYEAR TIRES

with which your new car is equipped are entitled to the protection of a Special Warranty against injuries for 12 months from date of purchase in non-commercial service—6 months in commercial service. In addition, all Goodyear tires are covered by the Standard Warranty, which warrants them to be free from defects in material and workmanship.

But to have the protection of the Special Warranty, it is necessary to have a Special Warranty Certificate. Otherwise this protection will not be available.

It is important, therefore, that you get your Special Warranty Certificate *immediately*.

Refer this card to your car dealer if you did not receive a Special Warranty Certificate when your car was delivered. He will furnish one or arrange to have it issued by the nearest Goodyear dealer.

No. 5Date 10/29/35

SUBJECT

TO ALL MASTER DEALERS

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES****Effective October 1st**NATIONAL
BATTERY
COMPANY'S
GUARANTEE

&

ADJUSTMENT
POLICYREGISTRATION
OF BATTERYCARE OF
BATTERIES

While you are, undoubtedly, familiar with the National Battery Company's guarantee and adjustment policy (specimen copy attached) it is possible that a few comments may be in order at this time.

Upon reading this policy you will observe that National batteries are guaranteed for the first ninety days of original ownership and the guarantee is supplemented by the twenty-one unit adjustment policy. A unit of service is based on one month or 1,000 miles, and whichever occurs first constitutes the unit. The twenty-one units include the ninety-day guarantee period. Should a battery fail within the period of units specified, it will be replaced on a prorata basis and allowance will be made for the service not received, LESS TRANSPORTATION. It must be understood that the guarantee and adjustment policy on batteries does not apply in cases of abuse, or lack of proper care.

To receive the benefit of the National Battery Company's guarantee and adjustment policy the owner should register his battery with an authorized National Battery dealer immediately upon accepting delivery of a new car. A National Battery registration card will be furnished with each new Hudson and Terraplane car and when the lower part is properly filled in, detached and filed with the National Battery dealer, the latter will issue the owner's National Battery Company's guarantee and adjustment policy. It will be to your interest to urge your owners to do this.

Instructions for the necessary care and attention of batteries are inscribed on the owner's registration card which should be very carefully read by them. In addition to this, and to be sure that batteries in new cars are in good condition when delivered to owners, we suggest the following:

1. Storage batteries NOT IN USE are constantly in a state of self-discharge. They will self-discharge completely in three to four months at 80° fahrenheit and considerably faster in higher temperatures. They must, therefore, be kept charged above 1.275 specific gravity.

2. When a shipment of cars is received each cell of all batteries should be tested with a good hydrometer. Batteries reading below 1.275 specific gravity require recharging. A battery reading below 1.275 in any cell, should not be delivered to an owner, as trouble is likely to result.

(OVER

3 . All cars placed in storage should have the batteries removed and placed in battery storage where they may be recharged every thirty days. Batteries in cars on show room floors should be recharged every thirty days.

4 . Fully charged batteries will not freeze, but for safety the storage room temperature should never fall below 32° fahrenheit.

5 . Batteries taken from the storage room should be selected according to age, and the older batteries used first. This avoids accumulation of old stock being delivered in new cars.

6 . All National battery dealers are properly equipped to care for and recharge batteries at reasonable rates in the event you prefer their service.

BE SURE TO INSTRUCT EVERY CAR PURCHASER AT THE TIME OF DELIVERY IN REGARD TO THE PROPER REGISTRATION OF HIS BATTERY.

L. Sharon,
Claims Supervisor,
Service Department

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ALL ASSOCIATE

DEALERS AS BULLETIN NO. 1)

NATIONAL BATTERY COMPANY

General Offices
SAINT PAUL, MINNESOTA

FACTORIES

SAINT PAUL - - - - MINN.
CHICAGO HEIGHTS - - - - ILL.
KANSAS CITY - - - - MO.

MANUFACTURERS OF

NATIONAL
BATTERIES

1704-26 Roblyn Avenue
ST. PAUL, MINN.

FACTORIES

LOS ANGELES - - - - CAL.
NORTH BERGEN - - - - N. J.
DEPEW - - - - N. Y.

GUARANTEE AND ADJUSTMENT POLICY

GUARANTEE

We agree to repair or replace, at our option, for the original user, F.O.B. any factory or branch, or at any authorized service station, without charge except transportation, any battery of our manufacture which fails to give satisfactory service within a period of ninety days from date of sale to the original user.

ADJUSTMENT POLICY

After ninety days and up to the end of the adjustment policy period mentioned below, should any battery of our manufacture fail in normal service, the original user may, by returning the used battery, receive a new replacement battery on a pro-rata basis, paying only for actual months or miles of service received, plus transportation charges, based on the current list prices in effect at the time of adjustment.

*TABLE OF ADJUSTMENT PERIODS IN MONTHS AND MILES BY TYPES (INCLUDING GUARANTEE PERIOD)

In passenger car services:

N Types	24 Months or 24,000 Miles
L Types	21 Months or 21,000 Miles
S Types	18 Months or 18,000 Miles
W and T Types	12 Months or 12,000 Miles

*In truck, bus and commercial service, the adjustment policy period shall be one-half of the above passenger car adjustment policy period in months and the same as the above in total miles; normal service being 2,000 miles per month in commercial service.

Normal service is considered 1,000 miles per month in passenger car service and 2,000 miles per month in bus, truck and commercial service on the types mentioned above. Should the mileage be in excess of this, adjustment will be made on mileage basis.

Example: A battery carrying an eighteen months adjustment period, listing at \$12.00, fails in service in nine months from date of purchase; the user receives a new battery of the same type and size for 9/18ths of \$12.00 or \$6.00, plus transportation charges.

NATIONAL BATTERY COMPANY,

By *L. J. Shields*
President.

This guarantee and adjustment policy does not apply in cases of obvious ill use (including use of dope electrolyte solutions) or when smaller battery is used than recommended on our published specification sheet.

Guarantee and Adjustment Policy Certificate

NOT TRANSFERABLE
FILL IN AT THE TIME OF SALE

Type of Battery _____ Serial Number _____ Make and Model of Car _____ Date Installed _____

Purchaser's Signature _____ Purchaser's Address _____ Speedometer Reading when Installed _____

Dealer's Signature _____ Dealer's Address _____

NATIONAL
BATTERY COMPANY



Guarantee
AND
ADJUSTMENT POLICY

Covering

NATIONAL
BATTERIES

NATIONAL BATTERY
COMPANY
SAINT PAUL, MINNESOTA

IF ADJUSTMENT IS EVER NECESSARY—FILL IN BELOW

Was Recharge Attempted? _____ How Many Hours? _____ At What Rate? _____ Gravity All Cells After Recharge _____

Was Discharge Test Made? _____ At What Rate? _____ For How Many Minutes? _____ Which Cell Failed? _____ Date of Adjustment _____

Purchaser's signature must be obtained here to indicate that adjustment is satisfactory _____ Speedometer Reading when Adjusted _____

Signature and address of Dealer making adjustment _____

NO ADJUSTMENTS MADE ON BATTERIES WHICH WILL TAKE A RECHARGE OR WHICH HAVE BEEN FROZEN, ABUSED OR HAVE BROKEN COVERS OR CONTAINERS

PURCHASER MUST RETURN THIS CERTIFICATE WHEN REQUESTING ADJUSTMENT

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES****Effective October 1st**No. 6Date 11/8/35

SUBJECT

TO ALL MASTER DEALERS

PRICE
ADJUSTMENT
"SWAY BAR
KIT"
NO. 160700
NOW CALLED
HEAVY DUTY
STABILIZER

To avoid confusion we have decided to use the name "Heavy Duty Stabilizer" the same as was used as a car option last year. Therefore, this item as an accessory will be changed in name to the above, instead of "Sway Bar." The kit number - 150700 - remains the same. Option "QQ" is still the designation.

Some of our Distributors and Dealers have expressed desire to have certain cars in their stocks or in owners' hands equipped with the Heavy Duty Stabilizer, which cars were shipped from the Factory prior to the date when it became option "QQ". We propose, therefore, to make a price adjustment on such purchases of kits which have been made through the Distributor's Parts Department for installation on certain cars delivered from the factory before November 4th, the date when option "QQ" became effective. The adjustment is to conform the installed net cost of a Heavy Duty Stabilizer to the Dealer cost on the \$3.23 option net basis.

It is, of course, understood that with the beginning of production on November 4th, all Distributors and Dealers have had an opportunity to instruct the Factory to make Heavy Duty Stabilizer installations on such cars as desired, built on and after that date on the option basis. Therefore, such Heavy Duty Stabilizer price adjustments as may be desired on cars built prior to that date will be the only ones affected. The serial numbers of the cars prior to the following numbers are the ones in this group:

613100	65160
621372	66762
631225	67568
64376	

We will make the Heavy Duty Stabilizers available for these prior cars at the same net cost as the "QQ" option price. The Dealer's net price on the option is \$3.23.

The Dealer's not on the purchased kit from the Distributor's Parts Department is \$4.23. The average time for Heavy Duty Stabilizer installation in the field is thirty minutes. The basis of our labor allowance is \$.80 per hour. Rather than to involve the item of transportation in the shipment of these kits we have decided that we will allow a full hour labor charge for the installation. Therefore, with one hour's labor added to the \$4.23 net parts price, the adjustment from the Distributor is on the basis of \$5.03 to the option price of \$3.23, the difference being \$1.80.

(OVER)

A Claims Certificate may be sent to the Distributor in the usual manner for a net of \$1.80 for each car shipped to the Dealer which was built prior to the numbers given and on which the Dealer desires to install a Heavy Duty Stabilizer. On the Certificate must appear the serial number of the car affected and the invoice number on which the kit was secured from the Distributor's Parts Department.

If Distributors and Dealers wish to take advantage of this plan it must be done immediately. We naturally do not want the transactions to be strung out over an indefinite period. Distributors and Dealers certainly know what they would like to do in regard to new cars now in stock which were built prior to the car numbers given in this bulletin. They undoubtedly will know whether or not there are any 1938 owners who desire Heavy Duty Stabilizers on their cars if such cars were purchased without that installation.

Therefore, all transactions as related to new cars in stock or for installation on owners' cars built prior to November 4th must be closed and finished with Claims Certificates in our hands by November 25th. Any claims coming in for the above purchase after that date will not be honored.

Yours very truly,

L. Sharon,

Claims Supervisor,
Service Department.

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES****Effective October 1st**No. 7Date 11/15/35**SUBJECT****TO ALL MASTER DEALERS**

**WITHDRAWAL
OF 1935
ELECTRIC
HAND
POLICY**

Since early this year a policy has been in effect whereby the factory replaced Electric Hand equipment of first design on 1935 cars. Labor for installation of the replacement kit, No. 48703, likewise was allowed. We prepaid the transportation on the outgoing kits and accepted the expense of their return to us.

**BEEN IN
EFFECT FOR
SOME TIME**

Practically all of the 1935 cars affected have had changeovers made in them. The policy has been in force for a considerable length of time and has been of a broad and liberal nature. We believe its withdrawal is now due and we are giving our field organization this advance notice in order that all of the details may be carried out immediately after the date the withdrawal goes into effect.

**WITHDRAWAL
DATE DEC.
15**

Therefore, as of December 15, 1935, there will be no further allowance for material, labor, or transportation on transactions relating to Electric Hand Kits No. 48703. Paragraph (a) of Section 6, Page 4 in the General Service Policy Manual, dated October 1, 1935, is hereby nullified December 15, 1935. All statements pertaining to allowances in bulletins to October 1, 1935, are voided as of December 15, 1935.

**TRANSACTIONS TO
BE GOVERNED BY
WARRANTY**

Electric Hand parts replacements and labor allowances on Electric Hand transactions on all cars so equipped fall into the same category as other parts of our cars and will be governed in their handling by the Standard Warranty.

**CLAIMS
CERTIFICATES TO
BE GIVEN
PROMPT
ATTENTION**

No transactions covered by the previously existing Electric Hand Policy will be handled by Distributors and Dealers on a factory liability basis after December 15, 1935. As of the end of that day Dealers will forward to Distributors any outstanding Claim Certificates with materials on any 1935 Electric Hand transactions of an out-of-warranty nature and will understand that these will be the last to be sent in for consideration.

Distributors will immediately forward to the factory these same Dealer Claim Certificates in the regular manner and in accordance with our standard practice. They will also send to us such certificates as pertain to their own retail transactions which have been handled by them as of the end of the day December 15, 1935.

**CANCELLATION KIT
NO.48073**

On that day we will cancel Electric Hand Kit No. 48703 and will discontinue carrying it in our service stock. The parts there-of will be continuously available and at regular parts prices.

NEW KITS
ON HAND

It is possible that Distributors and Dealers may have on hand new kits No. 48703. It is their privilege, if they so desire, to return these to us for credit at no penalty to them, freight transportation charges collect. Broken kits will not be subject to credit. If, however, Distributors and Dealers decide to retain such kits as they have in stock for maintenance sales purposes, they may do so with the understanding that they are not returnable to us at a later date for credit.

NEW KITS
TO BE RE-
TURNED BY
DECEMBER
26

Should they decide they do not want to retain some or all kits in stock, Dealers will return them to Distributors on December

ALL CERTI-
FICATES IN
DETROIT
BY DECEM-
BER 26

All new Electric Hand Kits No. 48703 which the field does desire to return must be in our hands not later than December 26, 1935.

All Claim Certificates pertaining to replacement transactions which took place on or prior to December 15, 1936, must like-wise be at our office on December 28, 1935.

HAS BEEN
A VERY
BROAD
POLICY

Compliance with these two provisions is absolutely necessary so that credit may be obtained. We will close our books on this expense as of that date. We believe Distributors and Dealers will recognize that this policy has been exceptionally broad and that both they and we should consider transactions after the withdrawal date as of a maintenance nature.

L. Sharon

Claims Supervisor
Service Department

GENERAL SERVICE POLICIES

1936 BULLETIN SERIES

Effective October 1st

No. 8
11/15/35
Date

SUBJECT

TO ALL MASTER DEALERS

WITHDRAWAL
OF 1934
TRANSMIS-
SION GEAR
POLICY

ALL CLAIMS
CERTIFI-
CATES MUST
BE IN FAC-
TORY BY
DECEMBER
26

Please refer to Section 2, Paragraph (c), Page 3 of the General Service Policy Manual dated October 1, 1935. This has to do with the factory furnishing transmission parts with-out charge for material in 1934 cars up to 12,000 miles.

In that these cars, in all probability, will be beyond that mileage figure by the following date, the policy will be withdrawn as of December 15, 1935. All claims certificates covering transactions on or prior to that data must be in the factory by December 26. Our books on this expense will be closed on that date, so requests for credit on claims prior to the withdrawal date cannot be honored after December 26, 1935.

L. Sharon

Claims Supervisor
Service Department.

GENERAL SERVICE POLICIES

1936 BULLETIN SERIES

Effective October 1st

No. 9

Date 11/16/35

SUBJECT

TO ALL MASTER DEALERS

WITHDRAWAL
OF 1934 PISTON
EXCHANGE
POLICY.

Please refer to Section 1, Page 3 of the General Service Policy Manual dated October 1, 1935. This reference has to do with an exchange price on 1934 pistons on cars up to 15,000 miles.

PLENTY
TIME ALLOWED
FOR CORREC-
TIONS

For over a year we will have had a very fair piston policy in effect for 1934 cars both in the matter of material and labor allowances as well as exchange prices. Plenty time was allowed for the correction of any cars requiring installation of pistons of the later design.

SHOULD GO
ON MAINTENANCE BASIS

We have reached a point where in the interests of Distributor, Dealer, and factory all 1934 piston installations should go on a maintenance basis. Therefore, as of December 15, 1935, the exchange policy on pistons is withdrawn.

PROMPT
ATTENTION
TO CLAIMS
CERTIFICATES

All claims certificates on piston exchange price transactions consummated on or before December 15, 1935, must be in the factory by December 26, 1935, if they are to be honored. In that we close our expense on this item on that date, no requests can receive consideration after that date.

L. Sharon

Claims Supervisor
Service Department.

GENERAL SERVICE POLICIESNo. 10**1936 BULLETIN SERIES**Date 11-22-35**Effective October 1st****SUBJECT****TO ALL MASTER DEALERS****STABILIZER
ON CARS
100% FROM
PRODUCTION****STABILIZER ON CARS 100% FROM PRODUCTION**

You are advised in the letter from the Sales Department November 18 that as of that date stabilizers would go on all cars and that Option QQ had been voided and the item will become a the Package at the same price of \$4.30 list and \$3.23 net. You instructed to add this list price into the delivery price of the

**STABILIZER
POLICY ON
FIELD CARS****STABILIZER POLICY ON FIELD CARS**

In view of conclusions reached here at the plant that ilizers are an important contributing factor in the overall operation of our cars and as the result of the decision to make them 10(4 production, it follows that a policy should be introduced as related to cars in the field where stabilizers have not been installed.

**1936
TERRAPLANES
AND HUDSONS
IN HANDS
OF OWNERS**1. **1936 TERRAPLANES AND HUDSONS IN HANDS OF OWNERS**

(a) If an owner of one of our 1936 cars not equipped with a Stabilizer is not satisfied with the steering or riding of his automobile you are to make an installation of a stabilizer kit on his car. There will be no charge to the owner for the kit or for installation. The Factory will reimburse the Distributor and the Dealer for the stabilizer kit and will make an allowance of 0 .80 per car for labor installation and transportation.

(b) It is, of course, understood that at the time such installations are made, Distributors and Dealers will see that instructions have been followed as regards the adjustment of front end geometry in accordance with Technical Bulletin No. 7.

(c) It is further understood that the supplying of Stabilizers will first be made on cars where owners are not satisfied with their operation. This is of prime importance and must have your first attention.

(d) For your information and as outlined in Technical Bulletin No. 7 all shipments of stabilizers from the Parts Department as of this date on will be of a 7/8" type and therefore, your installations on owners' cars will be of this size rather than the 5/8".

(e) It is possible that you do have at this time some unused 5/8" stabilizer bars in stock. The only difference between the kits of either the 5/8" or the 7/8" is the size of the bar and the size of the frame rubbers. The lower linkage is exactly the same on both. You are at liberty to return to us the bars and the rubbers of the 5/8" size for credit from such kits as are in your parts stock. You will have previously ordered, of course, the 7/8" bar itself and the two 7/8" frame rubbers to take care of these replacements.

(f) In the event that an owner of a 1936 car equipped with a 5/8" Stabilizer bar is still not satisfied with its performance and the front end geometry adjustments have been made, this bar may be replaced with a 7/8" bar and the two rubbers at no charge for the material. There will be no labor allowance on such installation in that it only requires a few minutes to make this exchange.

(g) For your information, we are going to continue to install 5/8" bars on Convertibles and Coupes in that the steering and ride on these weight cars are as satisfactory with the 5/8" bar as the other cars with the 7/8" bar.

TERRAPLANE
AND HUDSON
DEMONSTRAT-
ING CARS

2. TERRAPLANE AND HUDSON DEMONSTRATING CARS

(a) You are to immediately install a 7/8" Stabilizer bar kit on each demonstrating car actually in demonstrating service as of the date of this bulletin if the performance of such demonstrator is not satisfactory to you. We allow credit for the material and for the installation and transportation at \$.80 per car.

(b) It is most important that this installation be made on this group of cars as our supply of stabilizers will permit and after owner complaints have been satisfied.

DELIVERIES
OF 1935 CARS
WHERE BONA
FIDE ORDERS
AND SET PRICE
HAS BEEN
CONCLUDED
AS OF THIS
DATE

3. DELIVERIES OF 1936 CARS WHERE BONA FIDE ORDERS AND SET PRICE
HAS BEEN CONCLUDED AS OF THIS DATE

Where you have made deals for 1936 Terraplanes and Hudsons and such cars have delivered not been and there has been no understanding as regards the inclusion of the \$4.30 Stabilizer Package price, a Stabilizer bar kit will be supplied by us for those cars at no charge and we will make a labor and transportation allowance of \$.80 per car on such deals. It is understood such transactions must be completed by December 31, 1935. No claims will be allowed on car deliveries after that date.

NEW CARS IN
STOCK AND
ENROUTE

4. NEW CARS IN STOCK AND ENROUTE

(a) For new cars in stock or enroute to you which cars were shipped previous to November 18, the date on which Stabilizers went on cars 1000 in the plant and such cars as are not now equipped with Stabilizer bars, we will supply a kit in accordance with the provisions outlined in the Claims Procedure which follows.

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES****Effective October 1st****- 3 -**No. 10Date 11-22-35

SUBJECT

**CLAIMS
PROCEDURE****CLAIMS PROCEDURE**

On cars not equipped with Stabilizer which cars are in owners' hands, you are to send in a regular claim certificate giving us the serial number of the car and the invoice number on which the Stabilizer was purchased. You are to enter a labor claim of \$.80 to cover transportation and labor.

**CLAIMS WHERE
5/8" BARS HAVE
BEEN REMOVED
FROM KITS IN
PARTS STOCK****CLAIMS WHERE 5/8" BARS HAVE BEEN REMOVED FROM KITS IN PARTS STOCK**

If you have Stabilizer kits in parts stock which are of the 5/8" bar typo and it is your desire to replace them with 7/8" bars, you are to return them with the frame rubbers, giving us the parts invoice number on which the 7/8" bars and rubbers were purchased.

**CLAIMS WHERE
YOU EXCHANGE
5/8" BAR WITH 7/8"
BAR ON OWNERS'
CAR****CLAIMS WHERE YOU EXCHANGE 5/8" BAR WITH 7/8" BAR ON OWNERS' CARS STOCK**

You will enter claim certificates for the 5/8" bar and turn the bar to us giving us the parts invoice number on which 7/8" bar and frame rubbers were purchased to replace the 5/8" and rubbers. No labor allowance on such transactions.

**CLAIMS ON
DEMONSTRATOR
CARS****CLAIMS ON DEMONSTRATOR CARS**

Claim certificates are to be made out on such transactions giving us the serial number of the cars on which the installation is made and the parts invoice number on which the Kits were purchased. You are to enter \$.80 for labor and transportation.

**CLAIMS WHERE
CAR DEALS
HAVE BEEN
CLOSED PRIOR TO
THIS DATE****CLAIMS WHERE CAR DEALS HAVE BEEN CLOSED PRIOR TO THIS DATE**

You are to enter claim certificates for all such transactions, giving us the serial number of the car and the parts invoice number on which the Kit was purchased. You are to enter \$.80 for labor and transportation. Claims will be allowed in the event either you or we have made Stabilizer installations on such cars. In case we have made the installation, your credit would be on the Package Price basis and, naturally, with no labor allowance.

**CLAIMS ON
NEW CARS IN
STOCK AND
ENROUTE****CLAIMS ON NEW CARS IN STOCK AND ENROUTE**

The Package price on this item is \$4.30. To equalize your purchases of Stabilizer bars to the Package price, claims should entered as follows: For a while Stabilizers were billed to you as

- 4 -

a parts item at \$4.23. When we adjusted these, we gave you credit for \$1.04 which included \$.80 labor and \$.24 difference for the material. The Stabilizers which have been purchased on the parts basis of \$4.23 will continue. We are billing the kits now at \$3.23 on such transactions for this group of cars and you will be given credit for \$.80 to cover installation and transportation. We must have serial numbers of the cars on such transactions as well as the invoice number on which the kits were billed.

With these provisions, General Service Policy Bulletin, Dealer No. 6, issued November 8th, needs no longer be referred to and is, therefore, cancelled.

TOURISTS'
CASES

TOURISTS' CASES

A large number of our owners may be traveling from different points to Florida and California or may be taking other trips. When such owners come in to your place of business with-out a Stabilizer bar and complain of car performance, you are to take care of them in the same manner as has been outlined for your owners, furnishing them a bar and material without charge and entering claim with us on such transactions in the regular way.

If their cars are equipped with 5/8" bars and they are still dissatisfied, then you are to exchange it for a 7/8" bar, returning the 5/8" bar to us for credit in the usual manner. We particularly want to stress this Tourist matter because complaints of this nature should have the same attention as any other owners.

NO OTHER
CLAIMS
CREDITS

NO OTHER CLAIMS CREDITS

In view of the above liberal policy in regard to Stabilizers, we find it necessary to advise the field organization that claims on any other phase of front end adjustments and corrections will not be accepted.

L. Sharon

Claims Supervisor
Service Department

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES**

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS

No. 11Date 11/26/35

CLASSIFY-

ING

STABILIZER

TRANS-

ACTIONS

ON

CLAIM

CERTIFI-

CATES.

Due to our anxiety to get General. Service Policy No. 13 covering the handling of stabilizers into the field as quickly as possible, we neglected to inform you how to classify the various transactions on claim certificates. This is really an important procedure, because if transactions are not properly classified confusion will result, which we naturally want to avoid.

Therefore, in order to expedite and simplify the handling of claim certificates, classify each transaction separately under the heading as outlined in Bulletin No. 13 as follows:

- 1-A. Owners' cars not equipped with stabilizers.
- 1-E. Possible return of 5/8" stabilizer bars and rubbers from parts stock.
- 1-F. Exchanging of 5/8" for 7/8" bar and frame rubbers.
- 2-A. Installation of 7/8" bar on demonstrating cars.
- 3. Installation of 7/8" bar on undelivered cars where bonafide orders and set price have been concluded.
- 4-A. New cars in stock and enroute not now equipped with Stabilizers.

It will be quite all right to list as many car numbers as lines will permit on the claim certificates, indicating in the information space the type of transaction, such as: 1-A, 2-A, 4-A, et cetera.

Please do not list more than one type of transaction on each claim certificate.

L. Sharon

Claims Supervisor,
Service Department

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES****Effective October 1st**No. 12Date 11-27-35

SUBJECT

TO ALL MASTER DEALERS:

DO NOT
PERMIT
DRIVERS TO
REMOVE
GOVERNORS
WHILE CARS
ARE ENROUTE

Through an investigation we recently made in connection with drive-aways, we have discovered some things with which the Distributors are probably not familiar. This bulletin and the information in it have to do with Caravanned Cars and so-called regular Driveaway Cars.

We have actually found in the presence of our men that drivers are removing the governors at the time they go to the filling station for gasoline after leaving our Driveaway Department. The drivers did not know the men were Hudson men and stated freely that they believed it did not harm the cars, so they were going to remove them to insure their getting to their destination more quickly.

We further have found on Caravanned Cars to the more distant points than covered by the average driveaway, that after certain mileage and even before the 500-mile period is passed, drivers are removing the governors. We are quite sure such action is not approved or sponsored by our Distributors and Dealers.

In order to benefit by any provisions of the Claims Policies, it is imperative that governors remain on all cars until they arrive at destination. The Distributor or Dealer will know whether the governor has been removed and then reinserted just before arriving at destination, because each governor is sealed and if the seal is broken, it will be well understood that it has been tampered with enroute.

We felt it our duty to convey this information to our Distributors and Dealers because claims ordinarily made against us, will not be in order if these provisions on Driveaways are not carried out. In such cases claims will have to be filed against the Driveaway concern or individuals handling the cars. It becomes their responsibility, and not ours.

L. Sharon

Claims Supervisor,
Service Department.

GENERAL SERVICE POLICIES

1936 BULLETIN SERIES

Effective October 1st

No. 13
Date 12/9/35

SUBJECT

TO ALL MASTER DEALERS

REMINDING

This bulletin is just to remind you of the policies referred to in Dealer Bulletins No. 7, 8, and 9 dated November 15, which are being withdrawn on December 15, 1936. It might, therefore, be well at this time to briefly review them. Please read these bulletins in their entirety again.

YOU

BULLETIN NO. 7 - ELECTRIC HAND KITS NO. 48703: The present policy covering allowance for material, labor, and transportation will be withdrawn on December 15. It is also understood that after this date Electric Hand parts replacements and labor allowances on Electric Hand transactions on all cars so equipped fall into the same category as other parts of our cars and will be governed in their handling by the Standard Warranty.

OF

THE

After December 15 we will discontinue carrying ELECTRIC HAND KIT NO, 48703 in our service stock. The parts thereof, however, will be continuously available at regular parts prices.

POLICIES

WHICH

ELECTRIC HAND KITS NO. 48703 now in your stock and which you desire to return should be in our hands not later than December 26.

WILL

All claim certificates covering replacement transactions consummated on or prior to December 15 should likewise be at our office on December 26, 1935. Please bear the above in mind because we will not be in a position to entertain claims on such transactions after the latter date.

BE

BULLETIN NO. 8 - 1934 TRANSMISSION GEARS: The present policy in connection with replacement parts is being withdrawn on December 15. All claim certificates covering transactions negotiated on or prior to that date should be in the factory on or before December 26, 1935.

WITHDRAWN

ON

BULLETIN NO. 9 - 1934 PISTON EXCHANGE: The present policy on exchange prices will be withdrawn on December 15. In this case it is likewise understood that all claim certificates covering such transactions will be in the factory on or before December 26, 1938.

DECEMBER

Your compliance with regard to the above will be very much appreciated.

15TH

L. SHARON
Claims Supervisor
Service Department.

1935

GENERAL SERVICE POLICIES

No. 14

1936 BULLETIN SERIES

Date 2/11/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS

SUPPLY
GENERAL SER-
VICE POLICIES
MANUALS EX-
HAUSTED

REPRINT OF GENERAL SERVICE POLICIES MANUAL

Having exhausted all copies of the General Service Policies Manual issued October 1st, 1935, through the requirements of the field and now Dealers, we found it necessary to reprint the book. It is identified by its green cover and, as stated, at the time its issue was Number 1 Bulletin in the Claims Series.

PLAN MET FIELD
APPROVAL

The Field Organization has advised us many times since its issue that our plan of distributing policies information in book form is highly satisfactory to its various members. At the time this particular Manual was published, there were several special policies in force and which, having served their useful and practical purposes, have since been withdrawn. Distributors and Dealers were so notified in each instance by Bulletins which followed in sequence of numbers to the Number 1 Manual and which bulletins printed on General Service Policies paper (Gray).

SPECIAL
POLICIES WERE
INCLUDED

WITHDRAWN
SINCE

With the necessity of a new issue, we felt we could add the utility of the Manual by having it state clearly only our General Claims Procedures, Policies and Practices and leave the introduction and notice of any Special Policies and their withdrawal strictly to Bulletins. This would leave reference to past Special Policies entirely out of the book. We believe such a plan would particularly helpful to new Dealers who could become confused noticing such references in the Manual and perhaps overlook the bulletin notice of withdrawal. Any Special Policy now in force would remain so until such time as it is withdrawn through a bulletin.

REPRINT OF
MANUAL

SPECIAL
POLICY
NOTIFICATION
BY
BULLETIN ONLY

The General Policies do not change in any way with our print. The details, however, are more fully explained and we have gone to greater length in covering the Claims Procedure. There has been a greater break-down in subjects and the matters to which they relate. An index has been provided for easy access to a phase of practice to which you might want to make quick reference.

REPRINTED MAN-
UAL
MORE
EXPLANATORY

DEALERS PLEASE
RETURN ALL
MANUALS TO
DISTRIBUTORS

It is important, for the purposes of uniformity, that all books of reference on such an important subject be alike. Therefore, we are making a direct mailing of the reprinted Manual to Dealers direct from the Factory. Upon receipt, we will very much appreciate a quick action on the part of Dealers in returning old manuals to their Distributors.

MAILING OF
DISTRIBUTOR
COPIES

We will mail a copy direct to the Distributor's Manager and also to the Parts and Service Managers of the Distributors. As new Dealers are signed, we, of course, will send them a copy with other material from the Factory. Further mailings of Distributors' requirements for Wholesale Representatives and other members of their organization will be made upon request. Please send these requests for the attention of the General Service Manager.

DISTRIBUTORS
MAIL ALL
OLD COPIES
TO DETROIT

We particularly request that Distributors return to us the old copies received from their Dealers, copies now in use by Distributing organization, and any unused copies they may have on hand.

We sincerely hope you will like the manner in which we have laid out the material in the reprinted Manual.

T. H. Stambaugh

General Service Manager.

P.S. The Manual covering this phase of our operations will continue to be identified by a green cover -- the reprinted issue, however, being of a different shade.

GENERAL SERVICE POLICIES**1936 BULLETIN SERIES****Effective October 1st**No. 15Date 4/17/36**SUBJECT****TO ALL MASTER DEALERS****TOURIST
POLICY**

We want to call your attention to a subject which is of interest to every Distributor and Dealer in the United States. It also is of interest to the Factory, because it has to do with the over-all picture in connection with Owner relations.

**OWNERS
ARE
TOURISTS**

We would first like to point out that the day has passed when an Owner is just a Resident Owner. Every time a car is sold it, goes into the hands of a very potential Tourist Owner and, consequently, the relationships of the entire Field Organization and the Company are involved.

**COVERED
IN GENERAL
SERVICE
POLICY
BOOK**

We are not going to repeat the various paragraphs on Page 13 of the latest General Service Policies Book (green cover) dated February, 1936, which page thoroughly covers the subject of Tourist relations. We particularly recommend that every Distributor and Dealer re-read this portion of the book.

**RECIPROCAL
AS BETWEEN
DEALERS**

This matter of how Tourist Owners are treated is a fifty-fifty proposition, for the reason that one Dealer's Owners are traveling in another Dealer's territory at one time or another during the ownership of the car. We are sure every Dealer would like to feel that those Owners who leave his territory on trips are receiving the kind of treatment that he himself gives them in his own place of business.

**LIVE UP TO
OWNER
SERVICE
POLICY**

For the benefit of brevity we want to point out that the Owner's Service Policy covers him, whether he is in one territory or another. When an Owner stops in a Dealer's place of business, from whom he did not purchase the car, and it is required that work be done in the Warranty period he should not be asked to pay for the parts and labor and then collect from his Dealer when he returns home. This is unfair and is an absolute contradiction of the Policy which he received when the car was sold to him.

**CLAIMS
CERTIFICATE
MARKED
"TOURIST
OWNER"**

If the car is still within the ninety-day or four thousand- mile period, and the nature of the work comes under the provisions of the Warranty, that work should be done for him without charge, and the parts replaced. without charge. A claim should be entered in the regular way, but that Claim Certificate should be marked "Tourist Owner" in order that it may be particularly identified.

**CLAIM
RECOGNITION**

When Dealers do work of this nature for a Tourist, that Dealer may feel assured that claim will be recognized, in that Tourists are all over the United States, such treatment will reflect well for a product and react to all Dealers throughout the United States.

(OVER)

- 2 -

INSPEC-
TIONS

There is one thing which is misunderstood by the Owner and which he expects when touring, and which should be clarified for him when the car is sold. This has to do with the 500-mile and 1500-mile Inspection. The only Dealer who can do this inspection work for hire without charge, is the Dealer who sold him the car. This should be told to the Owner when his vehicle is delivered to him.

DEALER
GIVE LATER
INSPECTION

When the work is done by other than the Dealer who sold him the car, he should be charged only the regular Flat Rate price for the work. This can be easily explained to the Owner, and it is made clear in his Service Policy. We recommend, however, that when that Owner returns to the Dealer from whom he did purchase the car, an extra inspection be given him without charge, in that such an inspection would have been provided had he stayed in his own city.

T. H. Stambaugh

General Service Manager

GENERAL SERVICE POLICIES

No. _____

1936 BULLETIN SERIES

Date _____

Effective October 1st

SUBJECT

INSPEC-
TIONSDEALER
GIVE LATER
INSPECTION

- 2 -

There is one thing which is misunderstood by the Owner and which he expects when touring, and which should be clarified for him when the car is sold. This has to do with the 500-mile and 1500-mile Inspection. The only Dealer who can do this inspection work for hire without charge, is the Dealer who sold him the car. This should be told to the Owner when his vehicle is delivered to him.

When the work is done by other than the Dealer who sold him the car, he should be charged only the regular Flat Rate price for the work. This can be easily explained to the Owner, and it is made clear in his Service Policy. We recommend, however, that when that Owner returns to the Dealer from whom he did purchase the car, an extra Inspection be given him without charge, in that such an Inspection would have been provided had he stayed in his own city.

T. H. Stambaugh

General Service Manager