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# HUDSON-TERRAPLANE SERVICE MAGAZINE

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INFORMATION ON PARTS • ACCESSORIES  
AND TECHNICAL MATTERS

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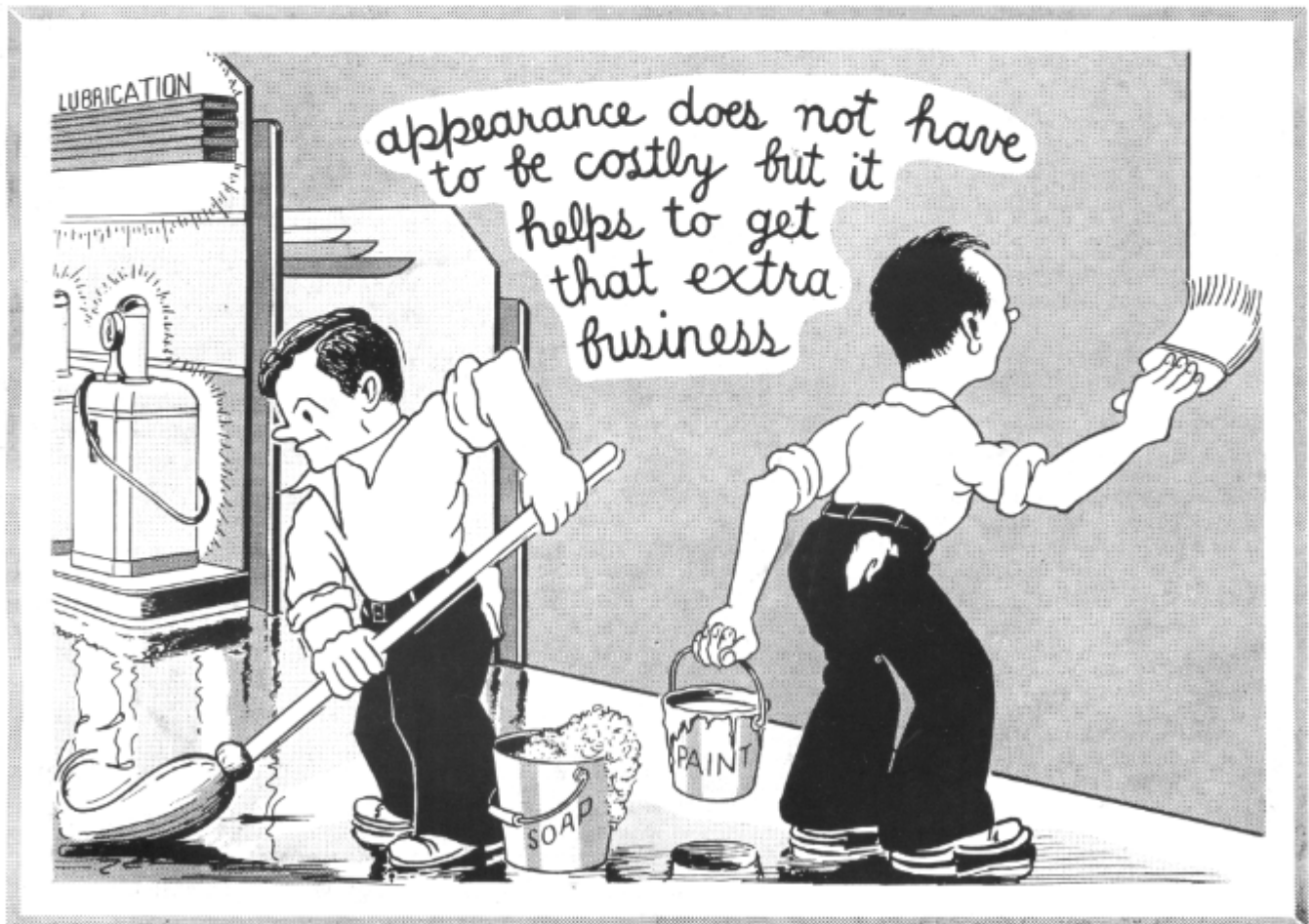
Issue 12

September 1937

1937 Series

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HUDSON MOTOR CAR CO. • DETROIT, MICH., U. S. A.

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(Issues 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 and 12)

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# “One In A Hundred”

*What would the American motorist say if he knew that out of every hundred lubrication jobs he buys for his car he gets “gyped” ninety-nine times? We’ll leave the answer up to you. It would be about the same kind of language you’d use if you were given eleven eggs every time you bought a dozen.*

“But the motorist doesn’t get ‘gyped’ ninety-nine times out of a hundred,” you say; “Service stations couldn’t get away with it, any more than the grocery-man can get away with eleven-egg dozens.”

That’s what the motorist thinks now . . . and that’s why he’s not getting his money’s worth . . . why his repair bills are high. When he buys eggs, he can count them. If he buys potatoes, he can measure them. But when he buys a lubrication job, he just takes it for granted. And he *is* getting “gyped!”

A recent survey by one of the major oil companies revealed this fact . . . a fact that is astonishing even to those of us whose business it is to service automobiles . . . a fact that will make the average motorist fighting mad! The survey revealed:

- 1—That only .9 per cent of the service stations had the proper lubricants to service automobiles according to factory specifications.
- 2—That if a motorist drives 10,000 miles a year and has his car on a different lubrication rack every 1,000 miles, his automobile gets proper lubrication only once in ten years. In other words, if he bought his car in 1927, the law of averages indicates that it has been thoroughly and properly lubricated just once.

Now, we don’t mean to imply that ninety-nine out of every hundred service station owners are dishonest. The oil company that made the survey didn’t have that implication in mind either, but it did show that ninety-nine out of every hundred service station owners were guilty of neglect . . . that they did not stock the proper lubricants . . . or that they failed to follow lubrication charts . . . or that they substituted lubricants of grades other than those specified by the factory. From the motorist’s point of view it makes little difference whether he is “gyped” by dishonesty or “trimmed” by neglect. He doesn’t get full value for his money in either case.

Now what do you think it would do to your annual income if the motorists in your community knew that your service department was the “one in a hundred” . . . the place where they could get thorough lubrication? Do you think they would continue to go to other service stations, or would ninety-nine out of every hundred come to you for service? The answer is obvious!

There’s one thing that the survey indirectly reveals that is of prime interest and importance to every Hudson and Terraplane dealer. It is the fact that there’s a wonderful opportunity for the service station owner who capitalizes the situation . . . who makes his station “one in a hundred.” And here’s how you can do that:

- 1—Check up on your equipment and inventory to see that you are able to give a thorough lubrication job. As a test, take the charts and check the

lubricants in stock against the factory recommendations for various cars.

- 2—If your inventory is short, bring it up to standard. If you lack the proper equipment, install it.
- 3—Be sure the men on the lubrication racks know what they’re doing. Check their work on the next few lubrication jobs and see that they’re following the charts. If they are not doing a good job because they lack knowledge, train them or transfer them to work they know how to do. Your lubrication men should be experts.
- 4—Merchandise your 100 per cent service in your community. There are a number of things to do. First, call your entire organization together. Tell them about the survey. Tell them that your station is “one in a hundred.” Impress on each, from janitor to sales manager, that these facilities must be sold to the community. (Call upon the oil company supplying you for aid in organizing and merchandising your department.) Then, tell your customers and all motorists in your community about your service. Use the telephone. Use direct mail. Advertise in newspapers.

- 5—Put some showmanship into the lubrication work. Train the lubrication expert to sell as he works. Have him show the customer the chart that he uses. Tell him to let the motorist see that the proper grease goes into every gear and every fitting . . . that the right kind of oil reaches every working part of the car.

More business is the certain result of such a program. More lubrication business, of course, and mighty profitable business that is, too, especially when the percentage of overhead per job is cut down by having the racks busy all the time. But the improved business does not end there.

You will get more accessory business . . . more service work . . . more new and used car sales. The biggest job of any business, whether selling artichokes or automobiles, is creating and keeping customers. The best way to create a customer is to show him that you give him his money’s worth. The best way to hold him, is to give him full value for every dime. If he likes the kind of treatment you give him . . . the kind of values he gets from you . . . he will come to you when he wants anything you have to sell.

Make your lubrication department “one in a hundred.” Use it to bring and keep customers. Watch it build business for you in every department of your Hudson and Terraplane dealership.

NOTE: The complete survey to which we refer in this article is printed in the June issue of *Lubrication and Maintenance*, published by the Shaw Publishing Company, 624 South Michigan Avenue, Chicago, Ill. Write for a free copy . . .

# Reading The Spark Plug

Every spark plug that has run for any length of time has a very definite and complete story to tell to those who know how to "read" it. Since it is necessary to remove the spark plugs in order to make a compression test, there is no reason why this information should not be used.

A spark plug has two definite requirements to fulfill for every engine. The first of these is the ability to warm up fast. It is during this period of warming up that spark plugs are more apt to become fouled. The cold plug will have a tendency to condense and collect a fuel mixture while a hot plug will vaporize it and throw it off.

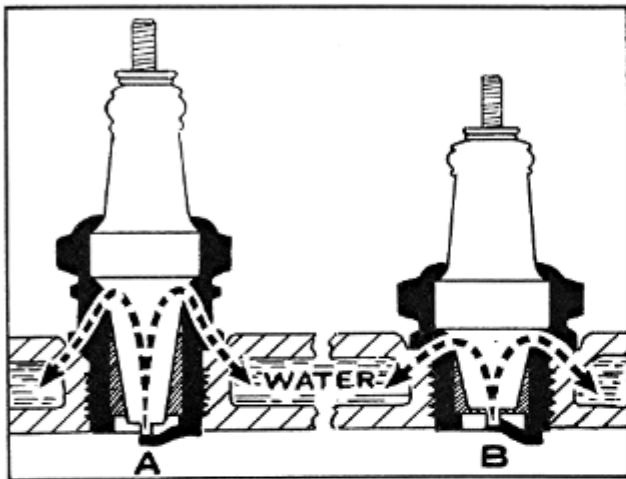


FIGURE 1

The second requirement is that the spark plug must throw off or dissipate heat at operating temperatures to the extent that it will not break down or cause pre-ignition. In developing a spark plug it is difficult to increase either of these qualities without decreasing the other. The range between the two conditions is called the latitude of the plug.

Spark plugs are classified as to heat range depending on their ability to transfer heat from the tip of the insulator to the engine coolant. This factor is controlled principally by the length of the heat path. This is shown in illustrations A and B (See Fig. 1). The plug shown above (A) is known as the hotter plug of the two.

## HEAT RANGE

The plugs supplied by the factory, namely J-8 for cast iron heads and H-10 for aluminum heads, were chosen because their range of operation more nearly fitted the average or majority of operating conditions than any other plug. Unfortunately no one plug will serve for all possible operating conditions and it becomes necessary for the service man to recommend a change to a hotter or cooler plug to meet different driving needs.

If spark plug difficulty is experienced by the owner who does most of his driving at high speeds, a change to a cooler spark plug such as the Champion J-10 commercial, should be made. Should the car be equipped with the high compression or alu-

minum alloy cylinder head, the same improvement can be obtained by switching from the standard Champion H-10 spark plug to the cooler J-10 commercial plug.

On the other hand, if the owner does a great deal of city driving at slow speeds, especially during cold weather, involving short runs and frequent stops, he can secure more satisfactory service through the use of hotter spark plugs than those furnished as standard equipment. In such cases the Champion J-5 plug should be recommended for cars equipped with the standard cast iron cylinder head and the J-9 plug for the aluminum or high compression heads.

The spark plugs used with the cast iron cylinder head have a length of 3/8" from the gasket seat to the lower end of the shell, while on the plugs used with the aluminum head, this dimension measures 7/16". Caution must be exercised therefore, not to use plugs with the longer thread length in the cast iron cylinder head, since the bottom of the shell

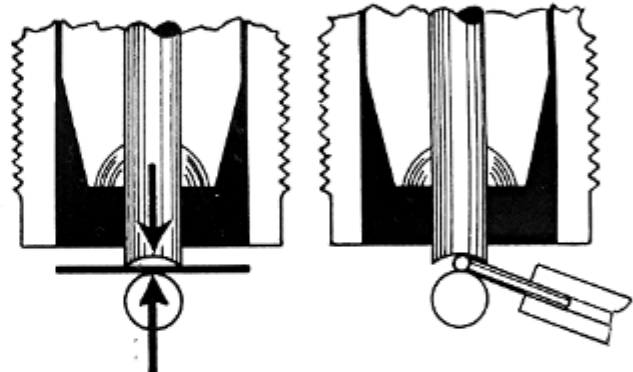


FIGURE 2

FIGURE 3

would project into the combustion chamber, thus presenting a hot spot which might cause pre-ignition.

## PRE-IGNITION

In seeking a cause for pre-ignition, first make sure the plug is of the right type, then carefully check its condition. If a dead white or scaling condition appears on the porcelain at the center electrode tip, it signifies that the plug is running too hot and a colder plug is needed. Another standard plug should be tried first, however, since the first plug may not have a proper heat transfer due to the plug being loose in the cylinder head or the plug insulator may be loose in the shell. Gas leakage in these places will greatly reduce the heat transfer. It is good practice to check for a condition of too hot a plug immediately after the car has been driven fast, since a plug is apt to take on a healthy light brown color if the car is driven very far at low or moderate speeds.

Ignition timing and carburetion should also be checked when pre-ignition occurs.

## FOULING

A fouled spark plug is one having carbon, lead or iron deposits on the porcelain tip. The presence of any of these conductors in any quantity will cause

the plug to short and fail. Fouling is generally considered as an oil deposit due to an excessive amount of oil in the combustion chamber. This is indicated by a glossy, black appearance to the sooty deposit. A rich fuel mixture, weak ignition, improper plug gaps, or weak compression leaves a dull, black deposit.

Extensive idling or low speed driving, especially in cold weather will also cause fouling. The use of a hotter plug will lessen this tendency.

#### SPARK GAP

A poorly adjusted set of spark plugs will cause a rough engine and poor fuel economy. It is necessary to use a feeler gauge to set plug gaps accurately and because of the erosion or burning away of the points, they become irregular in contour. For this reason it is necessary to use a wire type feeler gauge (see Fig. 2). Illustration (C) shows the setting obtained by using a flat gauge while (D) shows how a circular wire will give the true dimension of the gap.

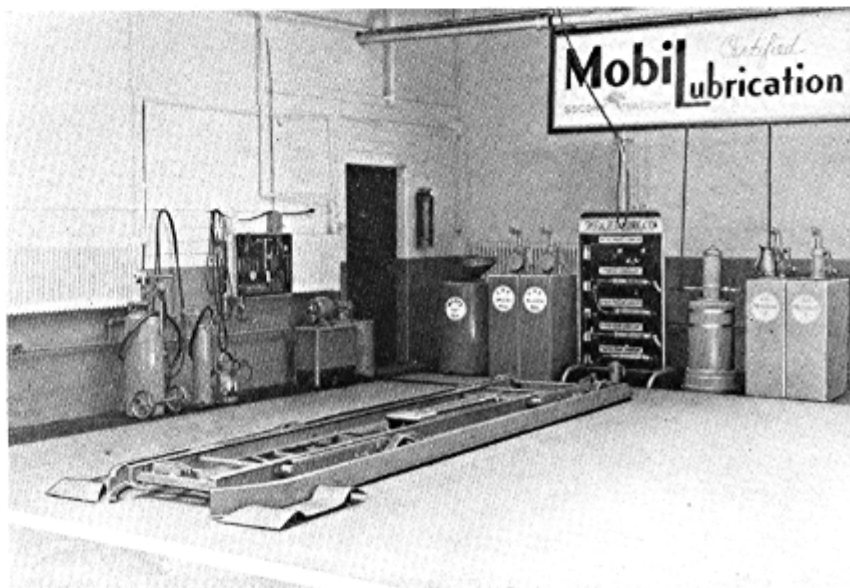
Wire type feeler gauges should be checked with micrometers at frequent intervals. The repeated scraping action of drawing the loop between the points will wear the sides of the loop until it is no longer accurate. Any spark plug gauge of the wire type should be replaced after its diameter falls .002 inches below the original .025 inch dimension.

Excessive pressure exerted in tightening a plug will distort the shell and disturb the accuracy of the point setting, and, in the case of the aluminum head, may result in stripping the spark plug threads. A new gasket should be used each time a plug is removed to insure a gas tight seat between the plug and the cylinder head.

## What Is Your Answer?

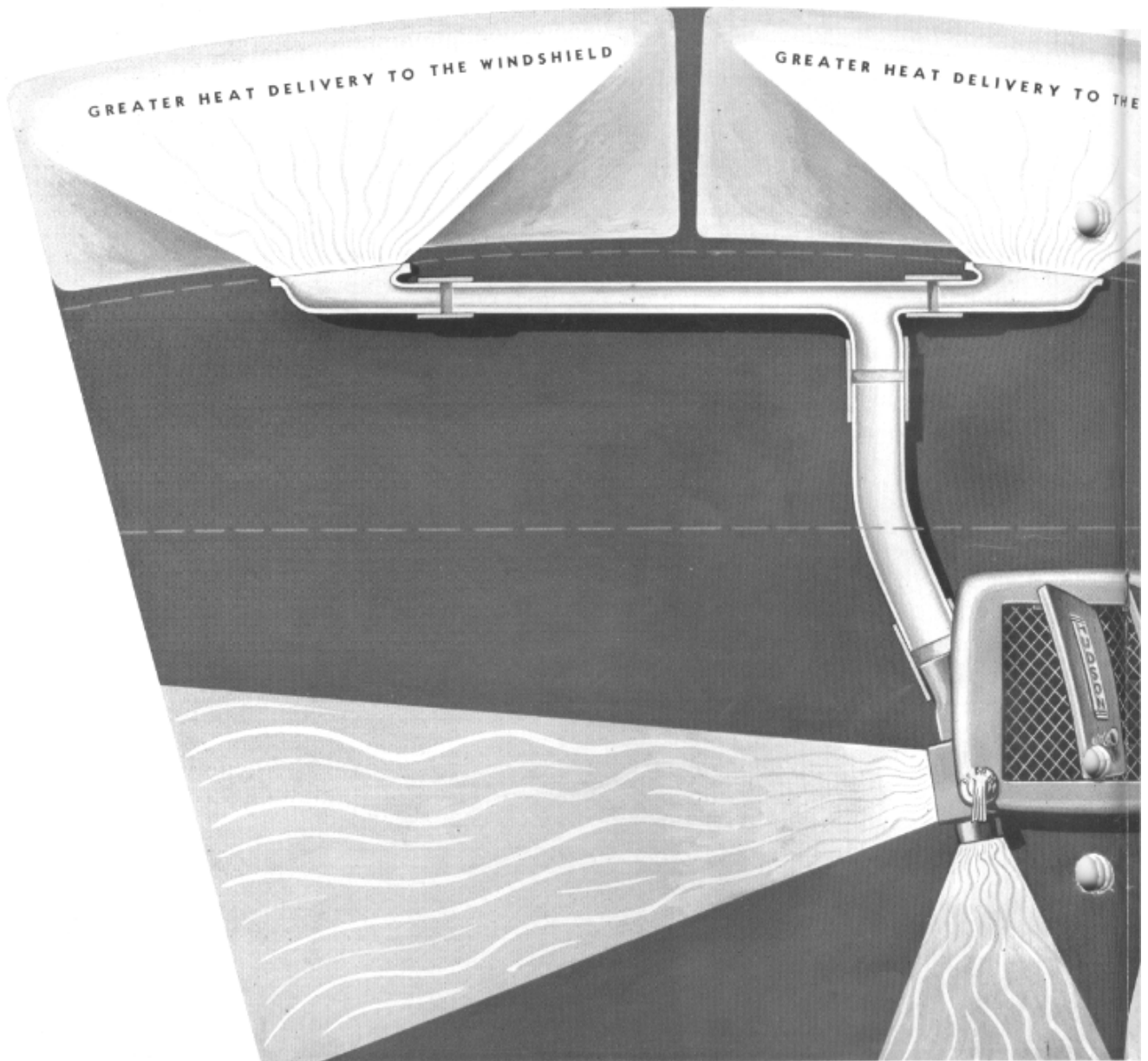
1. Q. If a clutch pressure plate is suspected of being warped, what would be the procedure for checking the plate and what limits should be used in deciding if the plate should be replaced?
2. Q. How would you proceed to replace axle shaft thrust button?
3. Q. It is imperative that the lower anchor nut on front shocks be a tight fit due to its particular application. How would you go about removing one of these nuts which had become "frozen" to the point of twisting off the stud?
4. Q. If a radio is operative but has an intermittent, hashy sound that would indicate a loose connection,
  - (a) What 3 readily accessible points should be checked?
  - (b) What 3 less accessible?
5. Q. What might result if the whole Bendix Drive were submerged and washed in gasoline or kerosene?
6. Q. Nos. 7 and 8 plugs have been replaced in a 1937 Hudson engine, yet a shorting test at idling speed indicates that these two cylinders are loafing even though they are getting a good spark. What would this indicate?
7. Q. A new connection rod upper bushing is being replaced. To what size should it be reamed or burnished and what shop practice will determine this size?
8. Q. If the thickness of shims on the front axle torque arm is changed to increase or decrease the caster angle, what other adjustment should necessarily follow?
9. Q. What will be the likely result if an Extreme Pressure lubricant of one type is added to a rear axle which was originally filled with another type?
10. Q. Why should wire feeler gauges be used in setting spark plugs and distributor points instead of the flat gauges?

This neat and well arranged lubrication dept. is featured by the Henley-Kimball Co., Bangor, Me., Distributor



# IT'S A SURE BET!

**CLEAR VISION** is absolutely necessary for safe driving. A Defroster Attachment provides **MAXIMUM DRIVING SAFETY** under all weather conditions. It's a sure bet! Every purchaser will want one.



necessary for  
 ment provides  
 nder severe  
 ! Every heater



**ATTENTION!** A most attractive heater display stand will be available through your Distributor with your initial heater shipment. The background of this display depicts a hot summer's afternoon with a glowing red sun cutting across a winter scene of snow and ice. The design and colors used in this display create a feeling that with Hudson heaters one can obtain an abundance of heat in the coldest of weather. We feel that this display will be a most valuable sales promotional piece for your heater merchandising program.

**DEFROST FOR SAFETY!** Every day you hear the nation-wide cry for safety on the highways. Millions of dollars are being spent on highway improvements. Traffic and speed laws are becoming more stringent. Improved methods of traffic control are being utilized. Safety is being taught in public schools. But there are hazardous elements to the safety of motorists which are uncontrollable and one of these is the weather. And when a condition occurs such as formation of ice and sleet on the windshield, car drivers can no longer safely control their cars unless they have some provision for clearing the windshield. Protection to car drivers against such hazards is offered in the new line of Hudson Heaters through the new more efficient defroster feature. This feature in itself is a strong selling point and will be responsible for many Heater sales. Heater purchasers cannot afford to overlook the defroster feature which offers car owners a much needed protection for such a small initial cost. The scientific design of the 1938 Defroster attachment permits the delivery of hot air to the windshield with little or no restrictions, and the new type heater blower fan provides greater pressure and heat output to the windshield nozzles. So capitalize 100 per cent on this feature during your 1938 Heater selling program.

**SELL YOUR OWNERS THIS EXTRA MARGIN OF SAFETY**

THE WINDSHIELD



# Lubrication and Service of Locks

Little thought is ever given to such a commonplace piece of mechanism as a lock; consequently, the need for periodic service attention and the increased owner satisfaction resulting from this service is not fully appreciated.

It is true that "frozen" locks can be freed up—sticky tumblers can be loosened—broken keys extracted—and broken cylinders replaced. But, since 98 per cent of all lock trouble originates with dry, dirty cylinders, corrosion or improper lubrication, why not service the lock as any other operating mechanism of the car and reduce lock troubles to a minimum. The Lock Reconditioning Set No. HMO 166 is an indispensable item in the servicing of locks.

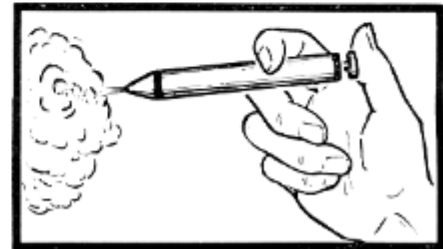
Locks should be cleaned and lubricated at least twice during the year. This can be done at the same time that the seasonal change to other lubricants is being made.

may be fully inserted but the tumblers do not drop down to their respective seats on the key. In addition, corrosion or rust on the lock cylinder barrel and bolt mechanism, often causes sticking, making the key hard to turn resulting in breakage. Most of these conditions are caused by dry or gummed tumblers and may be prevented or corrected by careful cleaning and lubrication.

## FROZEN LOCKS

Moisture will enter a lock cylinder while the car is in the rain or during washing of the car. It will also collect due to condensation. This moisture will freeze and either prevent the key from entering or prevents the cylinder from turning. It is then necessary to apply heat to dry out the lock.

If the lock cylinder and bolt mechanism are properly lubricated, water will run off the tumblers and freezing will be reduced to a minimum.



## GENERAL CLEANING AND LUBRICATION

This procedure requires only two simple operations. First, the cylinder should be "flushed out." To accomplish this, the solvent or cleaning liquid furnished with the kit is forced into the cylinder by means of the cleaner gun. This solvent is oil-free and quickly dissolves any embedded dirt, oil film or gum. Gasoline should not be used for this purpose because of the tendency to deposit gum.

Second, after the cleaning fluid has been allowed to evaporate, a charge of lock lubricant should be forced into the cylinder with the lubricator gun. Locks should never be lubricated with oils or greases. While relief can be obtained momentarily, it is of short duration and the lock will be in a much worse condition than before. Use a DRY GRAPHITE LUBRICANT only to insure proper lock operation. Insert key and work it slowly and carefully until the cylinder burnishes itself in the lubricant.

## KEY BREAKING IN LOCK

It is not uncommon for the key to come to a dead stop before it has been fully inserted in the cylinder. The car owner, thinking the key is in place, attempts to turn it and the key breaks. Or, the key

## KEY WORKS AT TIMES AND FAILS AT OTHER TIMES

Operation of this kind generally indicates that oil has been put in the lock. This oil will mix with dust to form a gum or will congeal in cold winter temperature.

The remedy is to thoroughly wash out with cleaning fluid and lubricate with lock lubricant.

## LOCK WILL NOT OPEN WHEN KEY IS TURNED

This condition may be due to the cam on the lock cylinder being sheared, but will also occur when the inner bolt in the lock handle becomes rusty or corroded. This will prevent the bolt from becoming properly aligned with respect to the handle.

In treating this condition, it is best to use considerable pressure on the gun when forcing the cleaning fluid and lubricant into the lock. This imparts a turbulent action as shown in the illustration to the right above and insures the materials getting to the bolt mechanism and other parts we wish to reach.

Complete information on Removal and Installation of cylinders is furnished on Page 34 of the Service Magazine, Issue 4, January, 1936.

## Kalamazoo Salesman Does A Real Job Of Selling Accessories And Extras

Recently Mr. R. D. Shamp, salesman for N. J. Bauman, Kalamazoo, Michigan, Distributor, sold a "71" Touring Sedan to Miss B. V. Goodrich. The sale included a DeLuxe Radio, Twin Air Horns, Lacquered Fenders, Selective Automatic Shift, White Sidewall Tires, R. H. Sun Visors, Vanity Mirror, R.

H. Tail Light, Tail Pipe Extension, Automatic Cigar Lighter, Assist Cords, Pull-to Straps, Spring Covers, Foot Rest, Fog Light, Electric Clock, DeLuxe Heater, Heater Defroster Attachment, Safety Swinging Stop Light, and a pair of Fender Lamps. The total group of extras and Accessories amounted to \$218.61.



# Service Managers Guide Helps To Increase Labor Sales

July 20, 1937

Mr. T. H. Stambaugh, Director  
National Service Operations  
Hudson Motor Car Company  
Detroit, Michigan

Dear Mr. Stambaugh:

We have been using the Service Managers' Guide since January 1, 1937. Before that time it was our custom to use a weekly sheet which showed the amount of customer labor and internal labor as well as the wash rack and grease rack.

In our daily report sheet in the Service Managers'

Guide we have added our wash rack and lubrication department separately. Under "wash rack" we show cost of cars washed and total receipts. Lubrication is divided into chassis lubrication, clutch oil changes, motor oil changes and transmission and differential oil changes. This gives us a complete record of all departments in our service group.

We find this has helped us considerably in labor sales. It is only natural that one would rather increase his sales than allow them to decrease. A daily record such as this keeps the picture before one at all times.

Having used it for this length of time, I personally would not be without a record of this kind.

Very truly yours,

E. M. O'BRIEN,

*Service Manager,*

COUGHLIN SALES COMPANY,  
Davenport, Iowa.

## Sizeable Investment Has Paid Real Div- idends In Attracting Service Work.

Foote & Wyman, Chillicothe, Illinois, Dealer, Recently remodeled their Service Department to include an up-to-date Lubrication Department, brake testing machine, wheel alignment, front end & frame straightening equipment, besides other special tools. Above is shown a picture of the shop before modernization; below is a view showing the recently remodeled Lubrication Department. This is another fine example of the progress being made by many Hudson Dealers in promoting and building a reputation for themselves through the excellent service facilities they offer to Hudson and Terraplane Owners.



## Here's Proof

June 10, 1937

Mr. E. L. Christie  
Hudson & Terraplane Sales Corp.  
Ninth and Sycamore Streets  
Cincinnati, Ohio

Dear Mr. Christie:

We thought you might be interested to learn of the rather amazing results we obtained in our lubrication sales as the direct result of a little extra work on our part.

### HERE IS WHAT WE DID:

In March we checked back through our shop orders and prepared an alphabetically arranged file of the names of customers, setting down any and all lubrication work done. Then we advised each one by card, letter, telephone, personal call, or all of these means what his car needed in the way of lubrication. When a customer drove into our shop we spent some time with him—showed him the lubrication chart, pointing out the reasons why his car needed specialized and periodical lubrication, and trying to convince him we were best fitted to do the job. Our thought was to sell the customer on the idea that lubrication done in our suggested fashion was a service to him and was *saving* rather than *costing* him money.

### HERE ARE THE RESULTS

	1936	1937
Total lubrication sales April .....	\$51.39	\$192.00
Total cars serviced April .....	30	50
Average sales per car April .....	1.71	3.84

Similar comparison of other months proved just as startling to us and we are still trying to figure out how we could have been so asleep on the job.

More and more do we realize that the lubrication department is becoming the mainstay and biggest

profit maker of our shop, and we are giving it even greater attention. We intend to reclaim that lubrication work which has gone to the service stations and alley shops.

Yours for Terraplaning,

SCHULER-KOSTER MOTOR CO., INC.  
Fred C. Koster, Jr.

## Distributor Point Setting

In issue No. 10, July 1937, of the Service Magazine, we published a technical article under the heading of Distributor Point Setting. (See page 127, column 2.)

The degrees of cam dwell given in paragraphs 7 and 10 are in error and should be corrected to read as follows:

Paragraph 7—

During this one two-hundredth of a second, the distributor cam has turned  $60^\circ$  and if the distributor points are accurately set they will be closed for  $34^\circ$  and open  $26^\circ$ . In other words the points are closed  $1/353$  of a second and during this time the current in the primary winding must build up magnetic saturation in the ignition coil core.

Paragraph 10—

With the eight cylinder eight lobe cam, the points open and close every  $45^\circ$  of camshaft rotation. This gives a flatter angle at each cam lobe than that on the six cylinder so that the maximum opening of the points will not give the same proportion of time open and closed as with the six cylinder. To get the correct proportioning, the points must be set at  $.017''$ , which will allow the points to remain closed  $30\frac{1}{2}^\circ$  and open  $14\frac{1}{2}^\circ$  of cam angle.

## Answers to Questions

### These Questions On Mechanical Procedure Appeared In The August, 1937 Issue

1. Q. Why is good shock absorber action necessary for good brake action?

A. Proper shock absorber action keeps the wheels in contact with the road so that greater grip can be obtained for braking and equal braking is obtained.

2. Q. Why is a car more apt to skid off a straight line when all the wheels are locked than when the brakes are applied so that the wheels are permitted to roll without slipping?

A. When a wheel is rolling it has a very definite tendency to move only in the direction in which it is pointing. As soon as a wheel stops rolling it will slide in any direction with equal effort.

3. Q. Is braking action greater when the wheels are held by the brakes so that they are just about to stop or when brakes are applied so that the wheels are locked?

A. Braking action is greatest when the wheel is at the point of sliding but before sliding takes place. Maximum deceleration is therefore obtained when brakes are applied as hard as possible without sliding the wheels.

4. Q. What is the correct adjustment for front wheel bearings? Rear wheel bearings?

A. The spindle nut should be drawn up until a drag is felt in the front wheel bearings and then backed off  $1/6$  to  $1/4$  turn.

The rear wheel bearing shims should be selected to give from .004" to .006" total endplay between the two shafts.

5. Q. If one brake grabs on a hydraulic brake equipped car and all adjustments are correct and brake lining and drum surfaces look in good condition, what is the probable cause?

A. The unequal action is probably due to brake fluid on the lining. It is impossible to see this fluid particularly if the brakes are applied a few times after it has been put on the surface.

6. Q. When brakes are unequal after accurate adjustments of the shoes have been made, what can be done to equalize the brakes (a) Mechanical operation? (b) Hydraulic operation?

A. (a) Mechanical brakes can be equalized by backing off on the star wheel adjustment of the brake that is too severe. (b) No compensation for unequal braking is possible in hydraulic brakes. The cause of the unequal action must be removed.

7. Q. What is the effect of adjusting all cables when the brake cross shaft is not against the stop on the 1934 models?

A. If all brake cables on a 1934 Hudson or Terraplane are adjusted when the cross shaft is not against

the stop, the leverage will be changed sufficiently to cause a "hard pedal."

8. Q. Why should only Genuine Hudson Brake Lining be used on Hudson and Terraplane brakes?

A. Only Genuine Hudson Brake Lining should be used as specified for each model to insure long life, easy action, minimum fading and uniform braking.

9. Q. What is the effect of insufficient clearance between the adjusting nuts and forward end of the mechanical brake equalizer on 1936 and 1937 models?

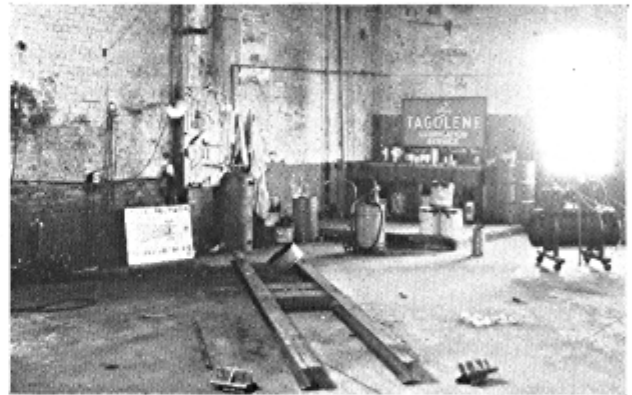
A. If the adjusting nuts are set closer than 1.29/64" to the front of the push rod, the mechanical actuation of the rear brakes will come in too soon and prevent proper application by the hydraulic system.

10. Q. How can a ring gear be most easily fitted to the differential housing?

A. A ring gear can most readily be installed and aligned on the differential carrier if it is first placed in warm water to remove the Protex anti-rust coating and allowing it to remain in the water for several minutes so that it will expand. It can then be easily put in place.

## 33 1/3% Increase In Lubrication Business Shown In First Month After Modernization

The Cregor Motors, Tulsa, Oklahoma, distributor, recently remodeled their Lubrication Department and the pictures on this page show the remarkable change that took place. One does not have to study these pictures very long to realize why Cregor Motors' Lubrication Department has made such an increase in business in one month. Put yourself in a customer's position, which Lubrication Department would you prefer to have lubricate your car? How could any Owner help but feel full of confidence and pride in having his car lubricated in such a clean, modern, and well equipped Lubrication Department. Also we might mention that Cregor Motors have an equally as attractive Motor Tune-up department.



## Food For Thought

Well, here we are again discussing your profits; however, this time it pertains to your service operation. In analyzing reports on eleven representative Service Operations some very interesting facts present themselves. For instance:

The highest average labor return on customer labor work sheets shows \$5.66 per job.

The highest average parts sold on customer work sheets shows \$6.77 per job.

The lowest average on labor is \$1.43.

The lowest average on parts is \$1.50.

The average for the Region on labor is \$4.10.

The average for the Region on parts is \$2.42.

These figures are for the first six months of 1937.

You can check your own service operation and see how you stack up against these figures. The remedy invariably will be found in "not sufficiently organized to follow up owners—inefficient equipment—indifferent service personnel—and in holding down your hourly customer labor rate"—the average hourly rate found in this survey is \$2.14.

This article contains food for thought, but don't overeat, merely correct your negatives.

### Service Meeting Program

for

SEPTEMBER, 1937



*Subjects for Discussion*

One In A Hundred . . . . .	Page 147
Spark Plugs . . . . .	Page 148
Lock Service . . . . .	Page 152
See Questions . . . . .	Page 149

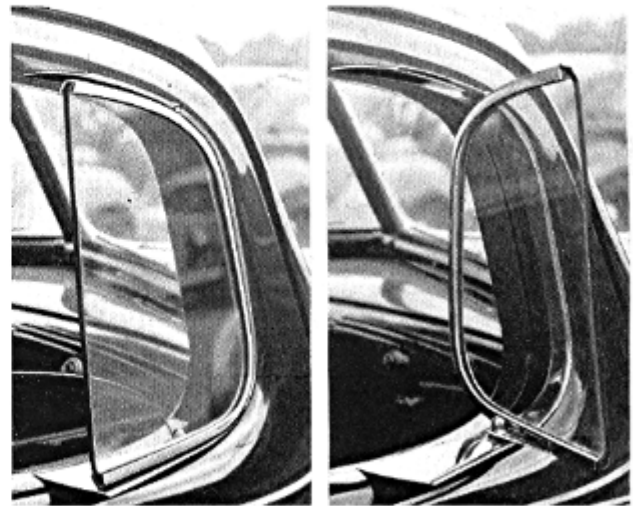


MATERIAL

September Service Magazine

## A Popular Item

The new draft deflector or ventilating wing, Part No. HA-124708, recently added to the Accessory line appears to be a much desired item. These deflectors, as you will note from the pictures, have a rainshield around the front, top, and bottom to prevent any possibility of air coming through. These wings can



be used to force air into the car during hot weather, but probably the biggest advantage they offer is the protection given to car passengers during the cold weather. The fall season should be a particularly opportune time to sell draft deflectors. Now would be a good time to start talking to Owners about them so that by the time cold weather comes you will have a lot of prospective buyers lined up.

## Apropos To The Cover

August 24, 1937

Mr. H. J. Hudson  
Hudson Motor Car Company  
Detroit, Michigan

Dear Mr. Hudson:

After completing our eighth Group Sales Show, with two, possibly three more in the offing—not as yet definitely scheduled, due principally to the extremely hot weather—we feel it is only fitting and proper to express our reaction to this splendid piece of Sales Promotion.

The thing that impressed us most is how the Shows improved Service Departments—in one outstanding particular—*CLEANLINESS*.

Service Departments that hadn't been cleaned up in years were emptied of trash and dirt. In one case three five-ton loads were shoveled out of the place. Besides, the place was tidied up and equipped with new lights, equipment was rearranged, so that by the time the Show was scheduled it was spick-and-span. Dealer was so impressed that he remarked, "I don't care if we don't secure a prospect, or sell a car, or only one guest appears—the Show already has been an outstanding success."

Besides, the Shows have actually stimulated customer labor sales! The dealers who held the Shows (in their Service Departments) report a marked step-up in volume of jobs and dollars. Without a doubt these Shows have proved their worth and value to dealers (in all departments) and we wish to be placed on record as hoping the factory will include it in their 1938 program.

Yours very truly,  
THE HARRINGTON HUDSON COMPANY  
333 Trumbull Street, Hartford, Conn.  
(Signed) J. C. Strubbe,  
Wholesale Representative.