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# **HUDSON-TERRAPLANE SERVICE MAGAZINE**

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**INFORMATION ON PARTS • ACCESSORIES  
AND TECHNICAL MATTERS**

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Issue 6

March, 1937

1937 Series

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**LET'S PLACE OUR PARTS, ACCESSORY  
AND SERVICE OPERATION ON A BASIS  
OF**

**Permanent**

**Service**

**Merchandising**

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

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## 'Hudson Glare Shields a Safety Factor'

**M**ANY people while driving at night have experienced momentary blindness caused by the bright lights of an approaching car. Some have probably experienced this same thing hundreds of times without an accident because their better sense of judgment and direction kept their cars on the road and at a safe passing distance from the approaching cars. Others have not been so fortunate and have been involved in serious accidents. Such accidents could have been avoided through the use of a glare shield.

This shield is also a great aid to motorists when driving into the glaring sun. Although cars are standard equipped with a sun visor for the driver, the glare shield forms an added extension which

eliminates any possibility of the sun shining directly into the driver's eyes.

The use of the glare shield under the above-mentioned conditions is also important to one's eyesight, as the fatigue and excessive strain on the eyes under such conditions can be most injurious.

Most motorists believe that because they have driven for years without a glare shield they can get along just as well without one in the future. This is true, but if they once had one installed on their cars, the extra driving comfort from elimination of strain on the eyes and the security of clear vision would more than convince them that they couldn't have invested one dollar more wisely.

**"Going Ahead"**

With



## PERMANENT SERVICE MERCHANDISING

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### **Permanent Service Merchandising**

**T**HIS is the slogan the Field Selling Organization has requested us to adopt for the future. It is indeed a fitting slogan and was prompted by the desire to banish the inference that Service Sales are seasonal, which is far from being correct if a systematic plan is followed to go after Service Merchandising business on a permanent basis.

Spring and Fall are periods particularly suitable to certain kinds of special efforts to increase both Labor and Parts volume. When approaching these seasons our plans should be so effective that we will be assured of most of the Owner's work. But let's not reduce our efforts with the passing of these seasonal activities. Automobiles need servicing throughout the entire year so with a *definite, well-defined plan* let's increase our efforts to put our Labor and Parts volume on a *Permanent Basis*.

The Hudson Dealer Organization is very conscious of its opportunity for profits through Service Labor, Parts and Accessory sales. It understands the great value of Lubrication activities as the main factor for placing Hudson-Terraplane Owners' contacts on a permanent basis. Why not make the most of such an opportunity?

The value of Signs has always been recognized. No one questions the necessity of a Sign to compel attention to the location of his establishment. The identification of the Service Station through the use of our nationalized Service Sign has brought many customers, and will continue to bring them, to Dealers' places of business. Tell every Hudson-Terraplane Owner where you are with a Service Sign.

We know that where Dealers have involved an Accessory Display Board in their sales operation they have paid for it in the profits from Accessories within a very short period after its purchase. They have found themselves in the Accessory Business.

Let's create new business through Lubrication. There is a tremendous potential market for the development of Lubrication business and Motor Oil business, and it has been found that Service Stations that can perform specialized Lubrication jobs continue to bring their customers back and that the customers buy all the things that the Service Station has to sell, including Lubricating Oil, Gasoline, Parts and Accessories, Washing, Waxing, Brake Checking, Engine Tuning, Shock Absorber Service, etc.

Get started right now with your contacts and find out where the business is hiding. It can be found. Bring it in and get the cash register ringing, and cash in on Labor, Parts and Accessory Sales.

We're "Going Ahead" with Permanent Service Merchandising—nothing can stop us.

# Up-To-Date Follow-Up System An Asset to Every Dealer

**R**ESearch among Dealers who have been most successful in increasing their yearly Service and Sales volume shows that these Dealers involve a continuous system of Owner contact.

The basis of such a system is an active follow-up file which is the Dealer's guide in holding customers, placing him in a position to secure full measure of profit from a market which he originally created.

There is no denying the value of an active follow-up system, but there are certain times of the year when such a system is most valuable; namely, during the periods when it is necessary for motorists to make seasonal lubrication changes and to prepare their cars for seasonal conditions.

During such periods you will want to get your

share of lubrication changes and reconditioning business. We suggest at this time that all Hudson and Terraplane Dealers check their follow-up records, make sure they are up to date, and contact the present Owners in their follow-up file, in an effort to secure Spring lubrication changes and the business of reconditioning cars for summer driving.

A group of Owners coming in as the result of a program of Owner contact at this time should form the basis of your active follow-up system. Owners who do not come in regularly for service should be contacted and special attention should be given to bring them in or to find out the reason for their not coming in. This will insure the follow-up file being up to date at all times.



## ACCESSORY HIGHLIGHTS

*Below is an excerpt from the February 24th Dealer Bulletin published by the Orsinger Motor Company, San Antonio, Texas:*

"E. B. DOBBINS, San Marcos, Texas, Dealer, delivered a 75 Sedan last week, which was driven out of San Antonio. Ed and our Assistant Service Manager, Henry Zunker, sold this new owner a fine group of accessories. They included Fog Lamp, \$6.50; Grille Guard, \$2.50; Spot Light, \$17.50; Gas Tank Lock Cap, \$1.50; Vacuum Windshield Booster, \$12.50; set of Arm Rests, \$5.50; License Plate Frames, \$1.50; Seat Covers, \$11.80; Sunshade Mirror, \$1.00; Total, \$50.36. Fine work, boys. It's too bad that this Custom model was factory equipped with radio and most of the other accessories. Your opportunity to demonstrate that you are 'accessory minded' was limited."

## Selling Suggestion

**C**ARS not equipped with a Radiator Grille Guard should have one.

Tell every Owner the reason why.

Almost every week some Owner comes into your Service Department with the radiator of his car smashed in, usually because of some other driver's carelessness.

Such damage usually occurs in crowded parking areas. The person parked in front of you hasn't enough room to get out. He tries to push back the car behind him and, in doing so, the rear bumper of his car jumps the front bumper of the other car, smashing the radiator. If the Owner of the parked car doesn't catch the driver of the other car in the act, he has no way of collecting for this damage.

Do you realize that a new Radiator Shell for a

1937 Hudson or Terraplane costs \$22.50?

Hudson and Terraplane Owners should protect themselves against such an occurrence and repair expense by having a Radiator Grille Guard installed on their car at a cost of only \$2.50.

One of these guards is the best insurance against such damage.

It takes only a few minutes to install one.

List price of Radiator Shell for 1937 cars quoted above (\$22.50) includes only Center Grille, Side Panels and Grille Mouldings.

List price on 1936 Terraplane Shell, Grille and Grille Mouldings—Shell in metal finish—\$18.50.

List price on 1936 Hudson Shell and Grille—\$24.50.

Above prices are mentioned taking into consideration parts which are usually seriously damaged. *No Labor is included.*

## Taking Advantage of Seasonal Merchandising Opportunities

**A** GOOD merchant always features and promotes the sale of items which are most demanded and offer the most advantages to the purchaser during a particular season of the year.

Since you are now approaching the spring and summer seasons, during which Seat Covers are a most popular item, you will not want to overlook any opportunity of cashing in on this profitable business. There are many selling aids which will help you obtain a larger volume of Seat Cover sales.

First of all, it is necessary to conspicuously display this item as a constant reminder to each customer that you sell Seat Covers. This can be done effectively by placing a package of Seat Covers in a prominent location in your Service Department receiving area. In addition, either a demonstrator or one of your display cars should have a set of Seat Covers installed in it. You can then show customers what we really mean by custom-built Seat Covers.

Second, every Service Salesman should tell customers about the protection which Seat Covers offer to their cars, the fine construction and fit of Hudson Seat Covers, the fine quality of materials used, the fact that they can be easily cleaned and the comfort features which these covers offer during hot weather.



The last is quite important, because what does a person want during hot weather more than something cooling? So when we talk about Hudson Seat Covers, let's talk about "Cool Comfort." Let's really create a desire in every customer's mind for Hudson Seat Covers and make 1937 our greatest Seat Cover selling year.

## Sell Heaters the Year Around

**W**E HAVE constantly stressed the importance of installing Heaters in new cars before delivery. This is more necessary now than earlier in the season. By this time you have pretty well covered the winter market as related to Heater installations. But to maintain the flow of profit from Heater merchandising, we must now concentrate on the new car buyer.

There isn't any reason why Heater sales cannot continue right on through the year, and we would like to see this practice placed in effect. There are some Distributors and Dealers who are successfully doing this, and we believe the plan has sufficient merit to warrant its general adoption.

The great majority of new car buyers will drive a car a year or longer, which will include at least one winter season when a Heater is needed. By installing the Heater before delivery, the sales price can be included with the finance papers and the investment is hardly noticeable to the buyer.

## "Safety First"

SAFE DRIVING is a nation-wide topic of interest to everybody, creating a widespread demand for better road illumination. A reasonable rate of speed for daytime may be dangerous at night without the proper lighting equipment.

Night driving in fog, rain, or snow is even more hazardous. Reflections and poor visibility under these conditions cause excessive eye strain and driving fatigue, which slow down one's mental reaction.

Most motorists welcome such devices as insure greater safety on the highway. And, we must say that a Fog Light is good insurance at a small premium for those who live in territories which occasionally experience fogs and unusual weather conditions. So, in the interest of safety, let's tell every Hudson and Terraplane Owner the purpose of Hudson Fog Lights.

## "Let Them be Seen"

APPLIES TO ACCESSORIES AS WELL AS CARS



MR. C. PETERSON, Parts Manager for the Transport Corporation, Spokane, Washington, is shown enthusiastically pointing out the 1937 Hudson Defroster feature.

The car Thermometers (note the one on his coat lapel) show that although the weather outside is below zero and snowy, the inside of the car equipped with a Hudson Heater is as comfortable as in your home.

All the Service Salesmen at the Transport Corporation have been wearing a car Thermometer on their coat lapels, and they are getting real sales results.

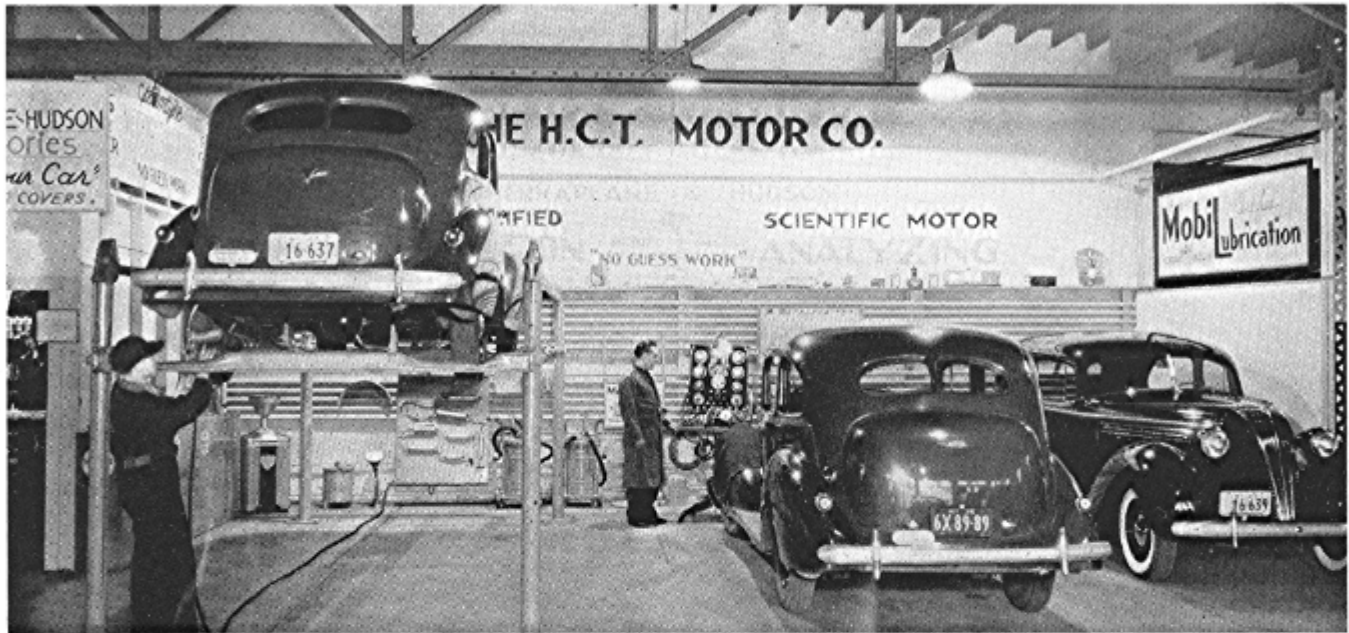
Accessory sales promotion of this type is responsible for the fact that Spokane took 170 thermometers during the month of January.



# Interesting News from Ithaca, New York, Dealer

**W**E ARE all very much interested in the progress being made in the Service Departments of Hudson and Terraplane Dealers.

Recently we received an outline from Mr. Edgar E. Tunison, owner of The H. C. T. Motor & Equipment Co., Ithaca, N. Y., in regards to his program of service merchandising.



Here's an excerpt from Mr. Tunison's letter: "As you will notice by the photograph, we are really combining three Departments in one, Lubrication, Motor Analysis, and Accessories.

"Although we have had the Walker Lift and the Wiedenhoff Analyzing Machine for over two years, they were in different locations in the building; but thru the courtesy of the Socony-Vacuum Company we were able to change to the present set-up with very little expense outside of the labor, paint, wiring, etc. The Socony-Vacuum people first came in one evening and our whole organization saw the new Motion Picture on their new co-operative Lubrication plan. This, as you know, was on the order of the "Harper-Williams" picture put on by Hudson in the fall of 1933. After that we had to make our plans as to placing the equipment, advertising, announcements, etc. It took about two weeks to make the necessary arrangements and all during that time at least one man from Socony was with us all the time.

"In addition to the 800 Announcements that we mailed, we also placed an advertisement in the only daily Newspaper in Ithaca. We are also using the "follow-up" system and will use some of the promotional material put out by the Socony-Vacuum Company. Already we can see a difference in business, although we realize that this is between seasons. However, we expect to receive a nice return during the Spring season on grease changes, etc."

Mr. Tunison has handled Hudson-built products exclusively for over fourteen years and is the oldest exclusive Dealer in Ithaca. Mr. Harry Perry, who is Service Manager for The H. C. T. Motor Company, has been connected with them for over nine years.

Thank you, Mr. Tunison, we are always glad to hear about such fine progress being made by Hudson and Terraplane Dealers.

*Install a Radio in the Oldest Car You Have  
in Stock. It May Be Just What Is Necessary  
to Move It*

*How many Lubrication Contracts have you  
sold this month? How many will you sell  
before the end of the month?*

# Suggested Specials for Permanent Service Merchandising

**I**T IS quite generally believed that the American public as a whole are bargain hunters. This may be true with certain individuals, but it is our contention that the majority of car Owners are more interested in good workmanship than they are in low prices.

However, seasonal specials are always attractive even to the exacting Owner who demands the best of workmanship, and will assist in bringing him into your service department. We do not mean by this that it is necessary to offer cut prices, but a clear understanding on the part of the Owner as to the work which is to be done and a knowledge before hand of the total cost of the operation will bring satisfactory results.

Accompanying this article, we are listing 11 different service operations, any or all of which may be of assistance to you in increasing your service

volume. Because of the varying labor costs at different localities, we are not attempting to establish prices for you on these service specials. They are offered merely as a suggestion and because they have proven effective in actual use by some Distributors.

Select the operations which you feel you want to feature, establish your price, and notify your Owners by mail, phone, or personal contact. Then, to get the full benefit of this notice to Owners, be sure that all of the Service Personnel fully understands the special, the price, and the different operations which are included in the special.

This is the part of the plan which sells your Owner on your Service and makes him perfectly willing to pay the established price for the seasonal special. Meet the Owners with a smile, wait on them promptly, price your work fairly, and have the car ready to go when promised. There is no doubt that an Owner fairly treated will return when other work is needed?

## FRONT WHEELS

Each 5,000 miles the front wheels of your Hudson or Terraplane should be removed, the bearings cleaned, inspected, regreased with a special wheel bearing grease and carefully readjusted.  
Price complete for two front wheels .....

Service No. 1

## REAR WHEELS

Each 10,000 miles the rear wheels of your Hudson or Terraplane should be removed, the axle shafts pulled out for cleaning, inspection, regreasing with special wheel bearing grease and careful readjusting of wheel bearings.  
Price complete for two rear wheels .....

Service No. 2

## SHOCK ABSORBERS

Each 10,000 miles the hydraulic shock absorbers on your Hudson or Terraplane should be removed from the car, the old oil drained from each and refilled with a special Hudson shock absorber fluid, at which time each should be cleaned and carefully inspected.  
Price complete for 4 shock absorbers .....

Service No. 3

*Note—A slight additional charge will be made for renewing worn rubber bushings if necessary.*

## UNIVERSAL JOINTS

The universal joints on your Hudson or Terraplane car are packed with a special universal joint grease and sealed and need no greasing or attention for 25,000 miles. However at this mileage the drive shaft must be removed from the car, the universal joints taken apart so that all parts may be cleaned, inspected, regreased with a special universal joint grease and again resealed, after which they will need no further attention for another 25,000 miles.  
Price complete for both universal joints .....

Service No. 4

*Note—An additional charge will be made for parts if worn where replacement is necessary.*

## CLUTCH

Each 3,000 miles it is advisable to drain the old oil from the clutch and replenish with a special oil supplied by the Hudson factory and known as HUDSONITE

*Note—Positively do not permit a substitute to be used.*

Price complete .....

Service No. 5

## AIR CLEANER

The AIR CLEANER on your Hudson or Terraplane should be cleaned and reoiled each 2,000 miles. It will filter all air before entering the engine if kept serviced regularly, saving wear on pistons, rings, bearings, etc.

*Note—This service is very important.*

Price complete .....

Service No. 6

## TRANSMISSION

Service No. 7

## DIFFERENTIAL

Service No. 8

It is advisable to make seasonable change of gear lubricant in the transmission and differential, and the best time to do this is in the spring and fall. Our method is to drain the old oil, wash each out with coal oil and refill with a special seasonable grade of gear lubricant.

Price complete, transmission .....

Price complete, differential .....

## COOLING SYSTEM CLEANING

Service No. 9

Recommended each Spring and Fall. Clean cylinder block and radiator with special cleaning compound and flush out with reverse pressure system.

Add HUDSON inhibitor after cleaning which prevents rust and scale reforming.

Price complete .....

*Prevents Overheating Troubles*

## MOTOR TUNING

Service No. 10

To retain that speed, power, economy and unusual performance which the factory has built into your HUDSON or TERRAPLANE, we recommend that the engine be carefully TUNED each 5,000 miles. This consists of the following service operations:

Test compression on each cylinder.

Clean and space spark plugs.

Clean and space distributor points.

Adjust valve tappets.

Test spark coil and condenser.

Set spark timing with synchroscope.

Price complete, labor .....

Inspect and tighten ignition wiring.

Clean gasoline screens.

Test vacuum with vacuum gauge.

Inspect and adjust carburetor parts.

Adjust carburetor with vacuum gauge.

Make road test of car for final adjustment.

## ENGINE OILING SYSTEM CLEANING

Service No. 11

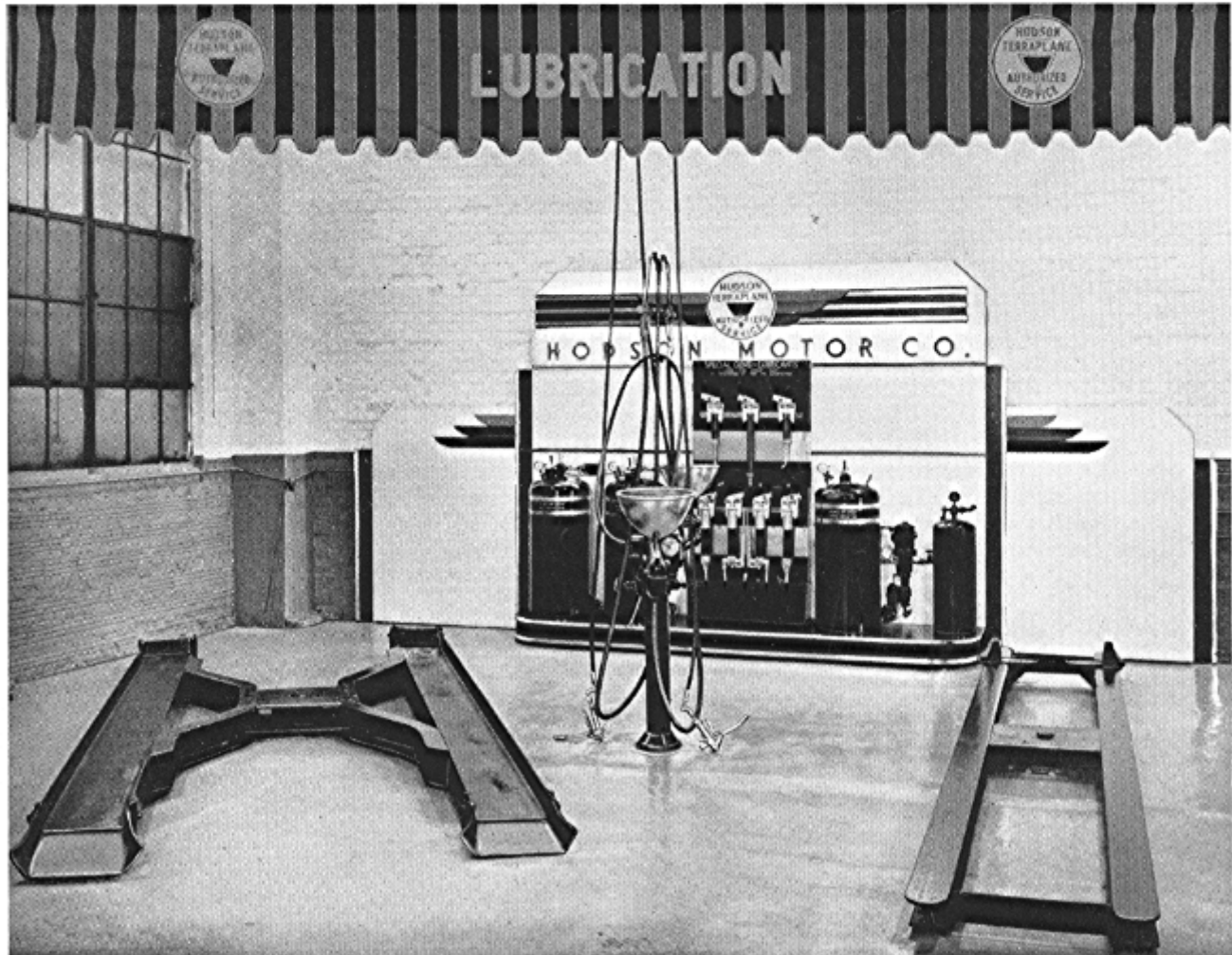
Recommended each 12,000 miles.

Remove ENGINE OIL PAN and clean oil reservoir, oil screens and oil filtering system.

Price complete with necessary gaskets:

HUDSON OR TERRAPLANE .....

*(Add for new engine oil)*



*Here's a Lubrication Department which will make customers sit up and take notice. The Hodson Motor Company, Distributor, Pittsburgh, Pa., just completed alterations to their Lubrication Department and here's the result. Note the attractive equipment display background.*



# KEEPING AHEAD

**W**HEN Going Ahead with Permanent Service Merchandising, we must also go ahead with our merchandise. Fifty per cent of the merchandise sold by a Service Station is Service Labor and it is important that this be only of the first quality.

First quality Service Labor is obtainable only from mechanics who know the cars they are servicing and who are skillful in diagnosing and correcting mechanical conditions.

Years of experience alone is not sufficient, as conditions and designs change. Past experience without knowledge of the new designs loses its value.

As experience is gained by continuous practice, knowledge should also be gained by a continuous process of familiarizing oneself with the new things which may be encountered.

The Mechanical Procedure Manual has been prepared to assist the mechanic in obtaining this information; not after he is in trouble, but to enable him to prepare for his future work.

As a guide to the study of the Mechanical Procedure Manual and also to draw attention to matters of particular value in Servicing Hudson and Terraplane cars, we prepare a list of questions and publish them monthly in this magazine. Mechanics who have the answers to the questions asked in the December, January and February issues have a good start on their preparation for the work which lies directly before them.

In obtaining the complete correct answers, a good knowledge of lubrication, engine tune-up, carburetion, electrical and battery servicing have been acquired.

These subjects cover a large percentage of the maintenance service which cars require and are of sufficient importance to warrant a pause before going further. The questions appearing here are, therefore, intended to review the subjects already covered. Give them careful thought to be sure you are prepared for the work that is just ahead of you.

Other subjects which are also of importance are brakes, cooling system, steering and front end alignment. If you have covered the previous material thoroughly, start now on these additional subjects and be ready to answer the questions as they appear.

## You'll Need Answers to These Questions in Your Work

- (1) Why are you better able to correctly lubricate a Hudson or Terraplane than your competitors?
- (2) What S. A. E. grade oil should be used in an engine when atmospheric temperatures above 50° F. are expected?

Mr. Stambaugh  
Hudson Motor Car Company  
Detroit, Michigan

Dear Mr. Stambaugh:

I WISH at this time to express my somewhat belated, but nevertheless, sincere thanks for the splendid help we have had and are receiving from the various departments of which you are the director.

The Mechanical Procedure manual is invaluable and has in a large measure solved the toughest problem in the average dealers service department and shop, that of lack of knowledge of past models and this especially in comparatively recent dealer set-ups. Our own men make constant use of the manuals and I'm frank to say I don't know how we ever managed without them in years past.

In short, all the material given us so far has been a real aid to us and I want you to know that the time and effort given in the compilation of it has not been lost on myself and the men who work with me in our service department.

With best wishes to you and your staff, I am

Sincerely yours,

COHEN-ANDERSON MOTOR COMPANY

Signed—Neil Newhouse,

Service Manager

(3) What type and S. A. E. grade lubricant should be used in the rear axle and transmission during summer?

(4) If a vacuum gauge gives a uniform reading of 20 inches of mercury at an idling speed equal to seven miles per hour but poor fuel economy is experienced, what carburetor adjustments may be responsible?

(5) What is the correct generator setting for the following models: 1934, 1935, and 1936 Hudson and Terraplane with charge regulator?  
1934, 1935, 1936—Terraplane without charge regulator?  
1937—Hudson and Terraplane with voltage control?  
1937—Terraplane without voltage control?

(6) What is the correct quantity of fluid for the shock absorbers

on the following models?

1934, 1935, 1936—Terraplane Front? Rear?

1937 —Terraplane Front? Rear?

1934, 1935, 1936—Hudson Front? Rear?

1937 —Hudson Front? Rear?

- (7) What is the effect of wide distributor point setting on car speed?
- (8) What is the effect of poor spark plug cable insulation on performance and economy?
- (9) What is the effect of high fuel pump pressure? Low fuel pump pressure?
- (10) What is the correct front and rear tire pressure for the following tire sizes: 16 x 6.00—16 x 6.25—16 x 6.50—15 x 7.00?

# Service Station Accounting And Service Volume \$ \$ \$ \$

T. H. STAMBAUGH, *Director, National Service Operations*  
(Continued from February Magazine)



## TOURISTS PATRONIZE DEALERS

● **PREFER NOT TO TAKE CHANCES:** Whether tourists patronize their own Dealers at home has little bearing on their actions when traveling. They will go to a Dealer representing their make of car in preference to just a general garage. Analyze your own feelings in that respect and get your own answers. A stranger in a strange town! The manufacturer's Service Sign is a mighty welcome notice when one is in trouble. **FOR THAT REASON YOU SHOULD SEE THAT HUDSON'S STANDARD SERVICE SIGN IS HUNG ON EVERY ONE OF THESE SMALLER COMMUNITY DEALER'S PLACES OF BUSINESS.**

## THEIR ACCOUNTS

● **NEED A SIMPLE SYSTEM:** This type of operator needs a simple system of accounting just as much as the larger Dealers need a more flexible one. The variety of their merchandising and the materials handled makes it necessary that they know their condition, particularly as related to accounts payable and receivable. Much small town business is done on credit and, without a system of even a simplified nature, many of the "cuff" accounts would be lost.

## NEXT SIZE OPERATIONS

● **SERVICE POTENTIAL ALSO SOMEWHAT LIMITED:** There is another group of Dealers in size just a little larger than those to which we have referred in the few preceding paragraphs. They may be located in cities of greater population but, due to inactive application of previous accounts, the service potential is also limited at the moment and it may take the new accounts' first year business to bring the potential up to a healthy standard. This group, likewise, should go out after general repair work for a time and particularly concentrate on lubrication activities. We should see that an up-to-date and attractive Lubrication Department is installed immediately because a volume in this work will not only contribute largely to the overhead but lead to profitable labor and parts business. A simplified accounting system installation should be made in these accounts because it is so important that they know how they are progressing.

## VOLUME AND ACCOUNTING

● **WHEN WE PLACE THEM TOGETHER:** It might seem strange that, in covering the subject of accounting, we seem to mix it with volume. As stated, we have no intention of setting up the instructions on accounting in this manual because the subject is so capably handled in the material issued by our Business Management Department. We have to refer to both activities because, with volume or no volume, the accounting system is the key which tells us whether or not whatever the dealer may be securing is profitable. Many volume places may be apparently losing money and, if the Dealer becomes convinced of such a condition, wrong or right, he states to himself that the more volume he gets, the more money he loses. This certainly would present a discouraging picture and can only be straightened out by an accounting installation.

## SOURCE AND FORMS

● **DISTRIBUTORS HAVE FULL INFORMATION:** We would gain little by going into the various accounting systems available or picture and detail all the forms. The source of our Simplified Accounting Systems and the forms thereof is Reynolds and Reynolds, Dayton, Ohio. Advice as to application of the systems may be secured by Distributors and Dealers from the Business Management Department, Hudson Motor Car Company, Detroit, Michigan. An explanation and resume of the various plans of accounting have been set up in pamphlet form and are available from either of the above sources.

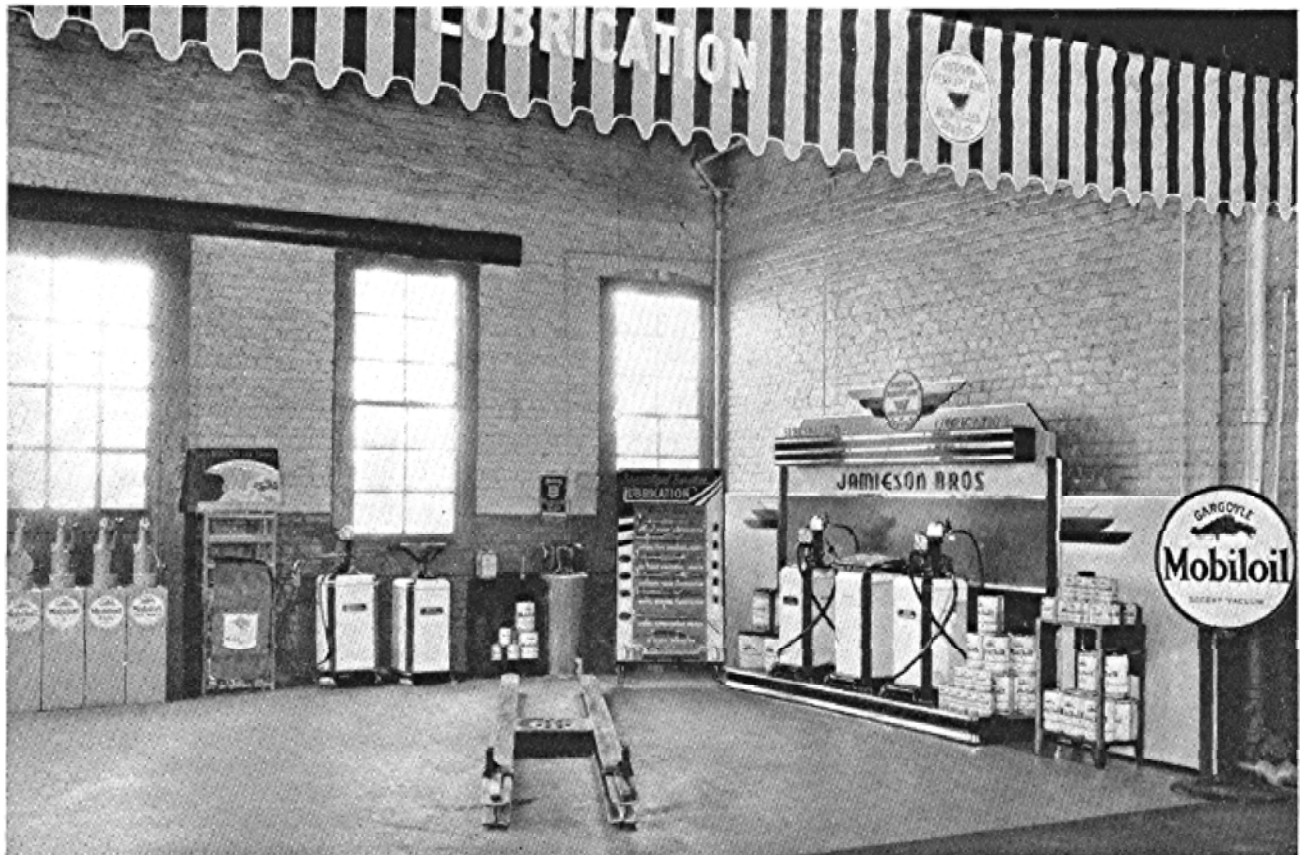
**LIST OF SERVICE FORMS**

● **MERELY AS A MATTER OF INFORMATION:** We are listing for your convenient reference the parts and service forms by number and name which apply to the accounting systems furnished by Reynolds and Reynolds, Dayton, Ohio.

SA 250V	Owner Follow-Up System (250 Name Set-Up)	GT 2	Garage Storage Tag
SA 400V	Owner Follow-Up System (400 Name Set-Up)	BT 4	Battery Loan Tag
SA 700V	Owner Follow-Up System (700 Name Set-Up)	GSD 330	Daily Shop Report
HMC 620V	Follow-Up Cards	GSD 331	Monthly and Yearly Shop Report (Monthly and Yearly)
DSA 504	Customer Repair Orders	DEA 527	Daily Labor Sales Report
DSA 505	Used Car Repair Orders	DEA 528	Service Labor Sales (Weekly and Monthly)
DSA 226	Used Car Appraisal and Conditioning Forms	BT 25	Battery Reminder Tag
DSA 9504C	Cover for Repair Orders	No. 1	Parts Identification and Price Tag
DSA 9504	Binder for Finished Repair Orders	401	Stock Room Purchase Requisition
DEA 324	Service Seller Repair Orders	403	Return Stock Tag
SA 704	Quick Service Repair Order and Invoice	404	Daily Time Ticket
SA 221	Service Detail Envelope	34	Promise Sticker
SA 77	Courtesy Check Card	7604	Perpetual Parts Inventory Tag
		3569	Perpetual Accessory Inventory Tag
		HMC 1200	Complete Hudson Service Selling Plan

**EXTENT OF NEED DEPENDS ON SIZE**

● **HANDLE ACCORDINGLY:** The extent to which all or part of the list of individual forms apply is, of course, dependent upon the size of the Dealer's operation.



*Congratulations are in store for the Jamieson Bros. Distributor at Toledo, Ohio. They have just completed alterations to their Lubrication Department, and we don't blame them for feeling proud of it. Look at that outstanding Lubrication Display, designed exclusively for Hudson and Terraplane Distributors and Dealers; note also the awning and completeness of equipment.*

## SERVICE MEETING PROGRAM

FOR

MARCH, 1937

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*Material*

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circulating the air within the car has been more or less overlooked.

Many times during warm weather, it is necessary to drive with all windows closed because of heavy rainfall. During such times the windows steam up, making a Fan absolutely necessary.

In the Rubber Bladed Fan offered through the Accessory Division, safety is combined with efficiency. It delivers an air output far in excess of the old-fashioned, metal blade type. It is equipped with an exclusive two-speed switch—low speed for defrosting and high speed for ventilating. At either speed its operation is quiet and vibrationless. It is safe because even with the blades revolving at top speed, no injury can occur if a person should accidentally put their hand into the Fan.

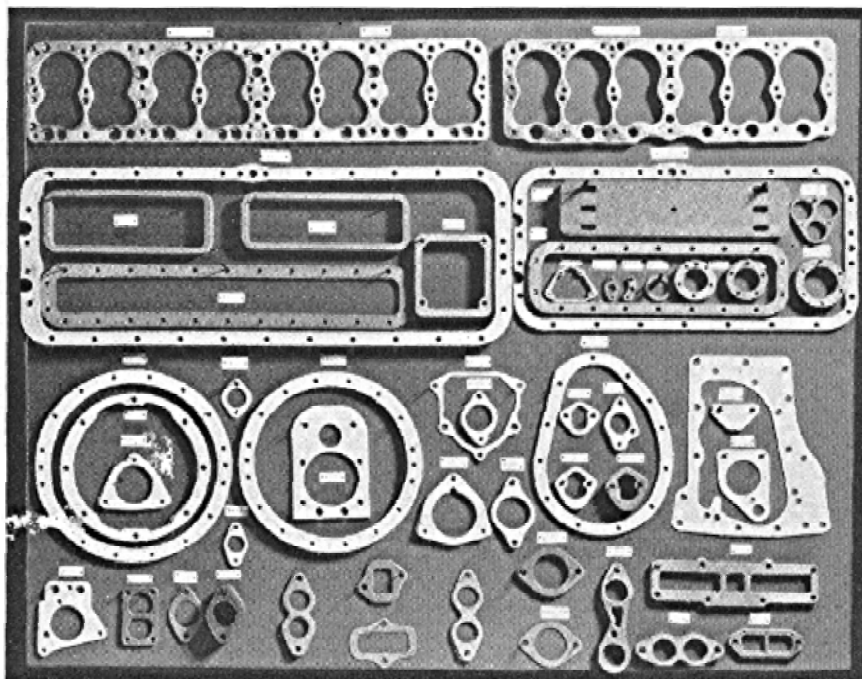


You can readily see that although the need for the Fan for defrosting purposes may be practically over this season, the market is still wide open for the Fan for ventilating purposes.

Let's not overlook any bets for increasing Accessory profits.

## Rubber Bladed Ventilating Fan

The efficiency of a Fan for defrosting purposes has proven itself over a period of years. The fact that the Fan is equally efficient during the summer time in clearing condensation from the windshield and



## GASKETS

An orderly Gasket Board as shown in this picture not only solves the problem of how to keep gaskets in stock without being damaged, but also makes the gaskets quickly accessible to the parts man.

This board is 4 ft. 7 in. wide and 3 ft. 7 in. high.

Only gaskets for the 1936 and 1937 cars are used on this board. The arrangement of gaskets is most compact, utilizing a minimum of space.