

# HUDSON

## *Service Merchandiser*

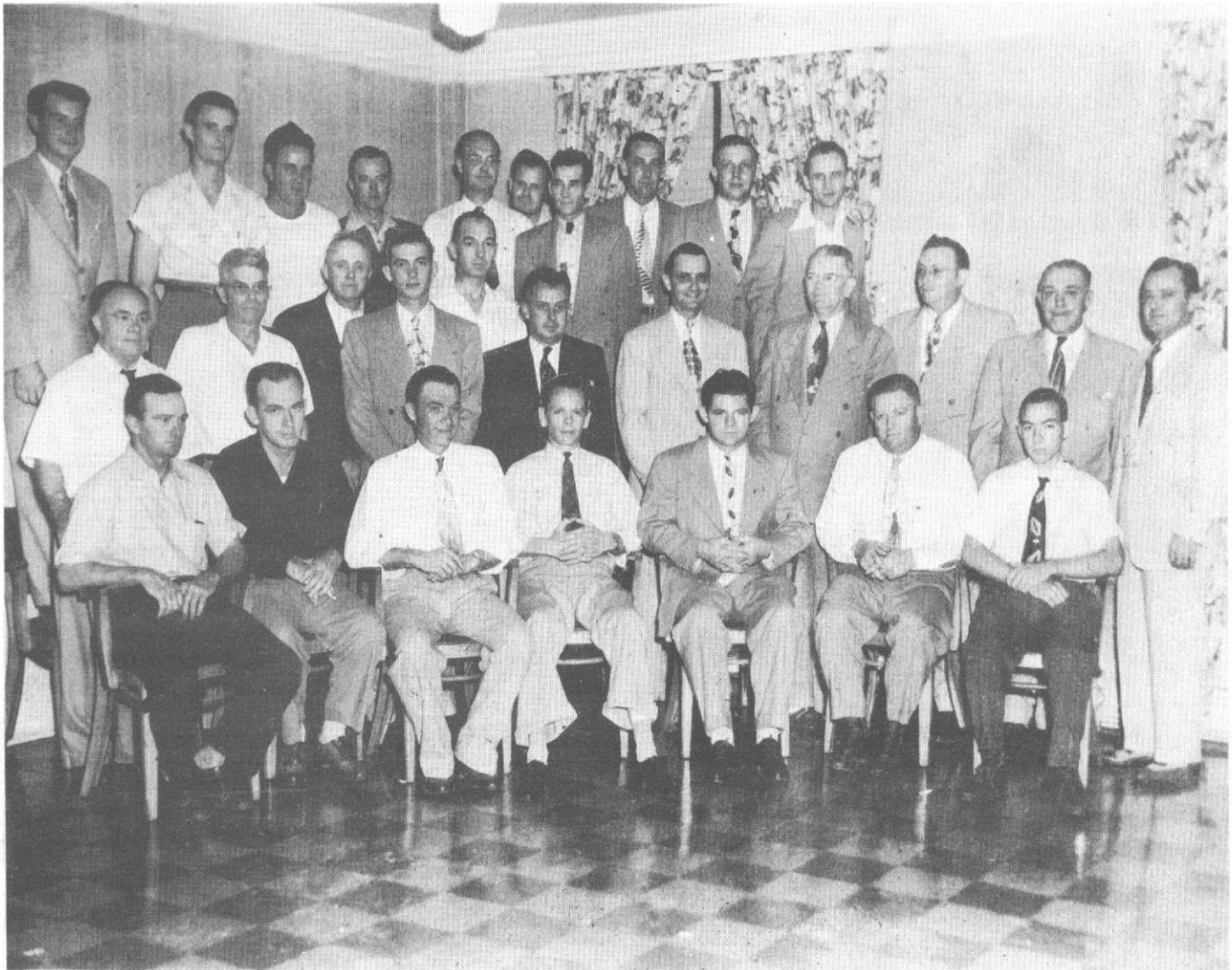
Dedicated to the interest of



field service, parts and accessory merchandising.

Vol. 2—No. 10

October 1950



### **SERVICE & PARTS MANAGERS CLUB OF NASHVILLE**

Recently organized under the supervision of Mr. Karl Seiler (second from right, second row) Divisional Service & Parts Supervisor and in attendance at their first meeting were representatives of 28 Dealers' Service & Parts Department in that area.

Officers were installed and a meeting for each month has been definitely planned. All in attendance were delighted with the formation of the Club, and we feel sure that much of real value in the field of maintenance will be derived by all members.

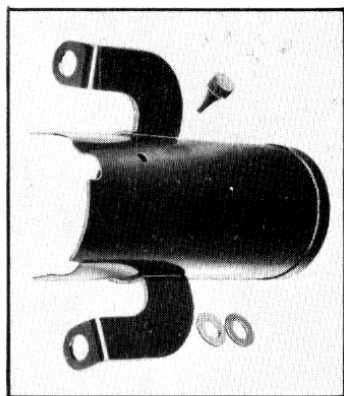
To all officers and club members goes our wishes for success.

## ARE YOU PREPARED TO GIVE OWNERS COMPLETE FALL AND WINTER SERVICE

With the coming of autumn and winter and its mud and slush and snow, comes the demand for parts, accessories and services that go with these seasons such as car heaters, windshield wipers, anti-freeze, thermostats, hose connections, gaskets, etc. To be actually prepared to sell those items that are in seasonal demand—the first essential is to have them on hand—second that everyone who contacts customers and owners have complete information on them.

When an owner decides to purchase an accessory—or have windshield wiper blades renewed or Anti-Freeze installed, this P.M. or tomorrow forenoon and finds his dealer does not have the necessary material, he immediately begins to think of the most likely place that he can get it **TODAY** and begins to shop around—this business is lost to those unprepared.

Among those items in demand at this time of year is the Starter Drive Cover Kit, part number BM 304007—designed especially for Hudson and adaptable to all 6 and 8 cylinder cars, 1940 to 1950 inclusive, and shown in the illustration below. Owners whose cars are driven extensively in rural sections or over unpaved roads will appreciate this added protection to their cars.



Be sure you are well stocked with those items that will be in demand during the fall and winter season.

Be prepared to handle such work as checking all body drains, adjusting or repairing windshield wipers, brake adjusting and relining, check your supply of

hose connections—thermostats, gaskets, etc., all of which will be in demand when preparing cooling systems for anti-freeze.

## SOME POINTERS ON THE REAR WINDOW GLASS

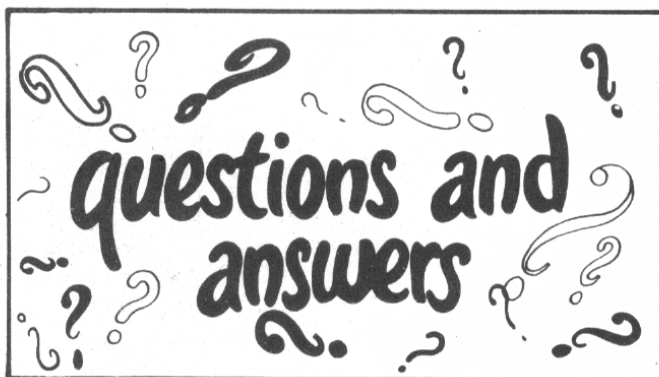
The rear window glass used in our 1950 cars is known as Herculite, manufactured by the Pittsburgh Plate Glass Company. It is a safety glass and has the approval of all States for use in automobiles as safety glass. Herculite is not a laminated glass. It is tempered or case hardened and if it were possible to Brinnell test glass, it would be found that the outer surfaces are much harder than the middle.

The tempering of this glass sets up a self contained mechanical strain or tension. Therefore, if the outer surface or skin of Herculite glass is punctured at any point over its entire area, either side, it would immediately form a geometric pattern over the entire sheet

of glass, and no doubt it would separate into many pieces. However, these pieces may be handled with the bare hands without resulting in injury. That is why it is classified as safety glass.

Herculite glass is much stronger than plate glass. It would take a much harder hammer blow to damage Herculite than it would to damage plate. However, it is still possible to fracture the outer surface of Herculite and even though the fracture is very small, the self contained strain would then cause its separation into geometric pattern. Heat of the sun will not effect Herculite as it will stand at least 650 degrees Fahrenheit.

From the above it is apparent that the surface of the glass must not be cut or scratched as may sometimes be done when removing ice or sleet from the rear window with a steel scraper or other sharp metallic instrument.



The following questions all pertaining to Drive-Master and will serve as a refresher on that which most Hudson Mechanics have had instructions on or experience with.

1. Starter Motor will not operate.
2. Transmission gears remain in neutral.
3. Transmission gears do not shift into second from high.
4. Gears do not shift out of second into neutral.
5. Gears do not shift out of second into high.
6. The shift is incomplete—stops in neutral.
7. Freewheels at speeds above 25 M.P.H.
8. Throttle remains locked.
9. Slow release of throttle lock.
10. Noisy cross-over.
11. Sticky cross-over.
12. Squeak during power shift.
13. Gears clash during power shift.

## FLAT RATE OPERATION ADDED

Following 6-17 in the 480-490 500 Flat Rate Manual—Remove and install Transmission Interlock Plunger—includes remove and replace transmission opening floor cover—all models—3.0 hrs.



# **BOOST SERVICE SALES**

with

## **HUDSON POINT OF SALE POSTERS**



**HERE'S A PROGRAM** that has been specifically developed to **INCREASE** service business and **KEEP** service business where it rightfully belongs—with Hudson Dealers.

**BEAUTIFULLY ILLUSTRATED** in five brilliant colors—each and every poster will serve as a **SUPER SALESMAN**—they will **COMMAND ATTENTION**—they will be “on duty” **ALL DAY, EVERY DAY**—and they will **SHOUT** suggestive sales messages to influence customer thinking to **EXTRA SERVICE** needs.

**YOU'LL WELCOME THEM — THEY'LL ATTRACT  
MORE CUSTOMERS — SALES — PROFITS**

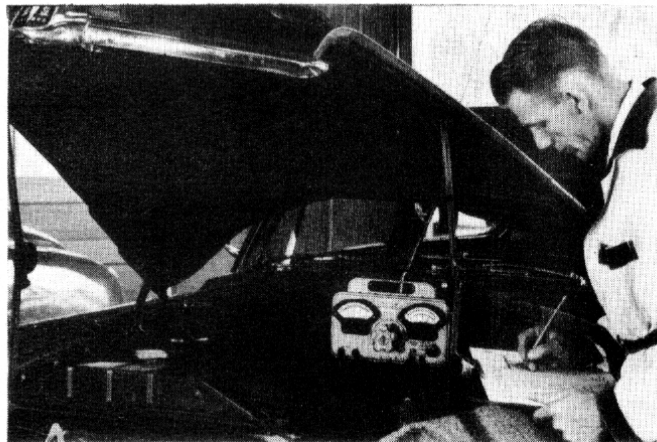
**BIG VALUE**—You get 36—25 x 38" posters each year (three every month) **PLUS** 12 large 44 x 60" “Service of the Month” showroom window posters (one every month) at the very low price of only \$65.00 per year. (Payable \$32.50 every six months). Attractive, sturdy easy-to-use display frames are available at \$5.00 each.

**YOU CAN'T BEAT THIS PROGRAM FOR  
PRICE — PERFORMANCE — QUALITY**

**PLACE YOUR ORDER TODAY WITH YOUR ZONE OR DISTRIBUTOR OFFICE.**

## IMPORTANCE OF EXACT GENERATOR VOLTAGE SETTING

To meet the exacting requirements of accuracy and precision in checking and setting Generator Voltage Regulator, there has been made available for Automotive Service Work, a Voltmeter that is accurate within approximately 4/100 of a volt pictured below.



When using this new Voltmeter and setting the voltage regulator at 7.4 means that the accurate setting must fall between 7.36 and 7.44 volts, a variation so small that it cannot be read on the meter scale. The new Sun Voltmeter used in the Model C.B. is calibrated at 6.75 volts or at the point where most of the readings will be taken when adjusting a Generator Regulator.

This accuracy in adjusting the voltage means that overcharging and rapid loss of water due to high setting or undercharging and sulphating due to low setting will be reduced or entirely eliminated.

## STUDENTS FROM ABROAD ATTENDING FACTORY SERVICE SCHOOL

Arriving in Detroit in the early dawn of Monday morning prepared to attend two weeks of Factory Service School Training Senor Manuel Robleda, Production Manager and Technician for Automotriz de Mexico, S. A., and two of his co-workers drove up from Mexico City. These men have plunged into the school work with the eagerness of those determined to master the course.

Senor Robleda is handsome, dynamic and the proud daddy of three fine sons. He is the mainstay in the Distributor Assembly Plant. Angel Flores, 28 and married is shrewd and attentive and is attached to the Assembly Plant in final inspection and preparation of new cars for service.

Gaston Treilhard, 27 years old and single, is keen and observing and has been with the Distributor 3 years. Up until May he was attached to the Assembly Plant as assistant foreman in the Engine Division and at present is assigned to Hudson Service under the supervision of Mr. Giles Wilkinson.

During the course of instruction, each student must

take the stage and go through detail explanation step-by-step. Now Senor Robleda speaks English well but by consent of the Chief School Instructor gives the recital in Spanish instead, for the benefit of his companions.

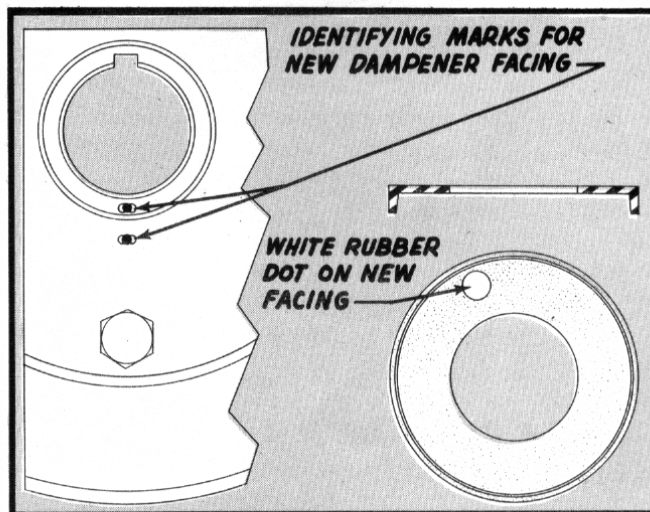
Comes Gaston and Angel's turn to go through detail explanation which is done in Spanish while Manuel checks for errors and makes corrections in Spanish, also translating from Instructors' directing. The entire procedure is handled smoothly and rapidly indicating they have thoroughly absorbed both the instructions and demonstrations.

Don Juan Prieto, Service Manager for Williams Motor Co. Hudson Distributor at Havana, flew in from Cuba on business and spent several days in the Service School class.

## VIBRATION DAMPENER FACING

The standard vibration dampener facing part 155481 was superseded by a facing of similar appearance but of a somewhat softer material and may be identified by a dot of white rubber moulded into the surface.

This Vibration Dampener Facing bears part number 304781. Those vibration Dampeners in which it is assembled bear part number 304780 and have the identifying mark as shown in the illustration below:



Part number 301934—Vibration Dampener Assembly having the old facing should be used as replacement on six cylinder engines and the new facing and Vibration Dampener on the 8 cylinder engines.

Should Dampener be disassembled to replace the facing be sure that center punch marks coincide as shown in illustration and are directly opposite the key way in the hub. This in order to retain balance.

Before installing the dampener lock screw check to see that the inner hub protrudes through the dampener body and after having tightened the lock nut to 100 to 120 lbs. torque, carefully inspect for **CLEARANCE** between the locking washer and the outer body of dampener, necessary for proper functioning of the Vibration Dampener.



**MEMO**

TO MR. T. SMITH, PRESIDENT  
HOMETOWN HUDSON MOTORS

DEAR BOSS:

I'm ordering more Liquid Glaze so that we'll be in shape to handle the Fall and Winter business available. Our Service Manager has made arrangements to promote Liquid Glaze Protection Treatments for "new-used" cars coming in for Service—and our salesmen plan on selling a Liquid Glaze job on all new cars delivered during this period.

My staff will sell Liquid Glaze over the counter.

We're all set on our plans for Liquid Glaze profits for Fall and Winter, Boss.

(Signed) Your Parts Manager

*That's Merchandising!*

*Keep Up The Good Work.*

(Signed) J. Smith

**IT'S NOT ONLY  
GOOD MERCHANDISING  
BUT .... LIQUID GLAZE PROTECTION TREATMENTS  
MAKE MONEY FOR HUDSON DEALERS**

ZONES AND DISTRIBUTORS  
ARE WELL STOCKED

**ORDER TODAY**

- HS-215137 Liquid Glaze Duo-Kit
- HS-205269 Liquid Glaze Cleaner—8 ounce
- HS-205264 Liquid Glaze Cleaner—Pint
- HS-205265 Liquid Glaze Cleaner—Gallon
- HS-205268 Liquid Glaze Sealer—8 ounce
- HS-205266 Liquid Glaze Sealer—Pint
- HS-205267 Liquid Glaze Sealer—Gallon



## THE NEW CAR OWNER MANUAL AND THE NEW CAR DELIVERY

From the frequent requests from new car purchasers for Owner Manuals, it is apparent that this important literature is all too often omitted from new cars when delivered and that the purchasers *do* look for these instructions that have been prepared especially for them.

Although the purchaser of a new Hudson car may have previously owned any number of Hudsons, or cars of other makes, an *OWNER MANUAL* with every new car delivery is one of the most vital items in connection with the new car delivery. Even though an instruction drive had not been made with the purchaser, if the new car literature is in the glove case all the necessary information on operation of the car is available.

It must be kept in mind that the one thousand and two thousand mile inspection coupons for which the new car buyer has paid in advance, also the Service Policy, Identification Card and Preliminary Operating Instructions are included with the New Car Owner Manual—these should always be in the car when the owner takes delivery.

When a New Car Sale is completed, the new car ready for delivery, the purchaser should be shown to the Service Manager's Office to be greeted by the Service Manager and his assistant. Here is the making of a friendly service relation and one of the most important steps in the ownership of an automobile.

The Service Policy should be explained in detail and the importance of the one thousand and two thousand mile inspections—a brief but thorough explanation of warrantee and then details of the Owner Manual in such a manner that he will fully understand that complete operating instructions are available to him.

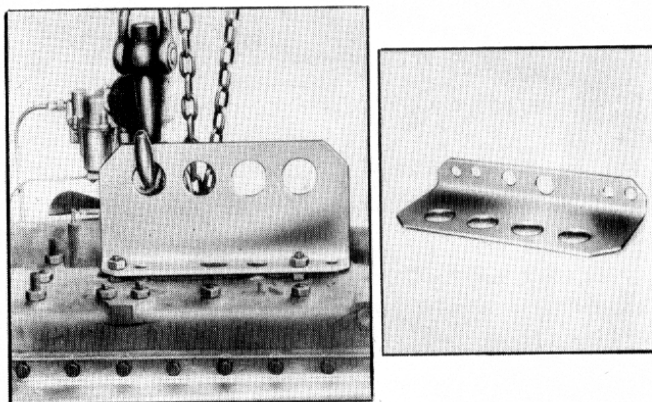
A Salesman Demonstration ride and a final purchasers' instruction drive are vastly different. Do not fail in this one opportunity in each new car sale to drive out in the new car with the owner, as this instills confidence and cannot help but make him or her feel that here is a service that cares.

It may be that a new car will occasionally come through without the Owner Manual or perhaps it may have been misplaced somewhere along the line of new car handling, there will be no delay or disappointment on part of the purchaser if a few extra copies of the Manual are kept on hand for just such occasions. These may be ordered in the regular manner from your Zone Office or Distributor.

## WHAT IS A SPECIAL TOOL?

A special tool is one that is designed to meet the **NEEDS** of Service repair work and which is not available through the regular source of standard mechanics tools or equipment. They not only simplify work but actually shorten the time required and improve the accuracy of the completed job.

Since the time allowance in factory Flat Rate Schedule is based on the use of special tools, it follows that they play a very important part in every dealers' repair shop in the delivery of repair jobs *on time*. Briefly this tends to minimize customer disappointment and increases dealers' profits.



In lifting an engine, two things—safety and balance are very important so that one man may handle the job. Here J-2782 Engine Lift Bracket fits the picture perfectly. The Bracket is attached to the Engine by means of cylinder head cap screws or studs and four lifting positions are provided so that hoist hook may be engaged at the center of gravity.

This Engine Lift Bracket is applicable to six and eight cylinder engines of all 480-490 and 500 series. The tool is moderately priced and available immediately on order in the regular manner.

## INCORRECT PARTS ORDERS MEANS DELAY

Everyone who has to do with taking parts order—placing parts orders or typing parts orders or mailing parts orders to the Factory should read this very carefully.

Mentioned on page 112 of August Service Merchandiser and the subject of hundreds of letters and telegrams during the course of a year is the matter of inaccurate parts orders—the delay and difficulty in straightening them out. When an inaccurate order is placed with the Zone or Factory there is usually more delay than if the order had not been placed at all, to say nothing of the loss in material that may have been incorrectly cut or made up.



The Factory parts order specifying division find that few large parts orders are received that are entirely correct. Many instances where a door panel or other interior cloth is specified as brown for coupe with car number given: upon checking, our records show this car number to be a sedan. This results in letters or telegrams and delay. If the order, as mentioned above, does not specify body type but merely gives car number—the cloth is cut and fabricated but unfortunately an error in car number proves it was for a sedan instead of a coupe, consequently the wrong part.

Orders wherein the symbol or part number do not check with the description or when the car number given does not check with the body type specified—back order—delay—wires—letters—all of which can be averted by **CAREFULLY CHECKING YOUR PARTS ORDERS BEFORE MAILING THEM IN TO THE FACTORY OR ZONE.** It is a much simpler task and takes far less time to carefully double check your parts orders, after they have been typed, than to straighten out orders that were in error.

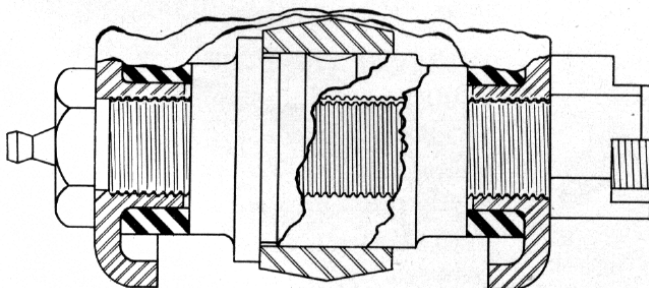
A large percent of back orders are the result of being inaccurate. Those back orders are awaiting corrected information. Practically all this time and effort devoted to straightening out errors, if averted, would reduce expense and greatly expedite shipment.

## FRONT SUSPENSION AND U SHACKLES

All bolts and bushings of the front suspension that attach the upper and lower Support Arms to either the frame or the Spindle Supports are so designed as to provide a definite clearance. This also applies to all U Shackles and Bushings.

This clearance is vitally important to the proper functioning of these parts and is carefully and accurately incorporated in the design by specifying the pitch diameter of the bolt threads to be .013 to .017 under the pitch diameter of the bushing when assembled and with no load there would be a clearance between these parts.

As the weight of the car and load are taken through these parts, the bolt thread contacts along the entire pitch of the bushing thread, as shown in the illustration below. It will be seen that the contact over the threaded section presents a projected area equal to more than twice that of a plain or unthreaded bolt.



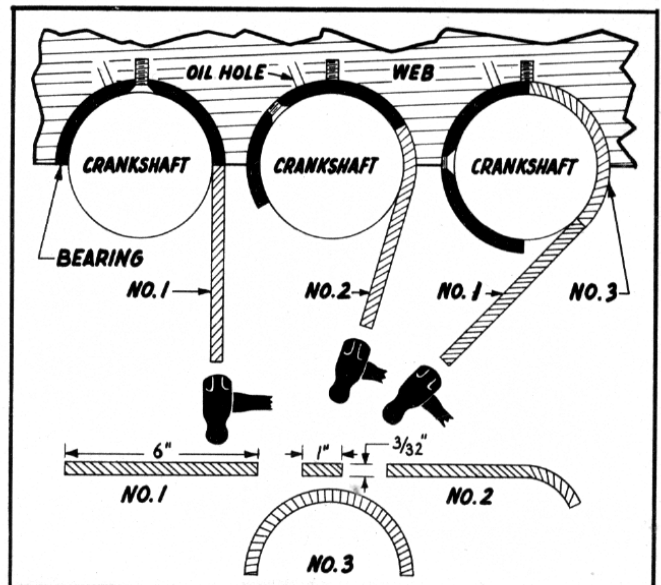
To the layman, who when lifting the car weight from these parts may note that he might call "play" and take it for a "poor fit" or "wear" this definitely is the design—carefully engineered in these parts and under no circumstances should any attempt be made to fit these parts tightly on new cars or overhaul jobs.

This type of design has proven highly satisfactory from every service angle, on millions of motor vehicles throughout the world. Briefly it affords greater wearing surface—eliminates end movement and provides space for lubricant that is constantly being carried to the point of contact. Replacement should be made only if there is evidence of noise or end play.

## CONTEST PRIZE WINNERS—

First prize goes to Mr. John B. Davis, Parts Manager for M. I. Davis Company, Inc., Hudson Dealer at Shreveport, Louisiana, for his suggestion on a repair kit that will reduce time in handling and billing and speed up repair work. These are the suggestions that are appreciated by both the Factory and field. Congratulations to you Mr. Davis.

Second prize is awarded to Mr. Charles M. Lang with Downtown Hudson at 5940 Cass Avenue, Detroit, Michigan, on what he finds a very simple but effective method of removing the upper half of main bearings in those six or eight cylinder engines fitted with the heavy bronze back main bearings. He has designed and uses 3 tools, illustrated below, that do the job nicely and without damage to the crankshaft journal.



Tool No. 1 is first used to dislodge the screw (this was omitted in later models) followed by tool No. 2 and finally No. 3 and No. 1 combined. These should be made up of a mild steel, slightly hardened on the driving end, and must be formed to the exact curvature of the crankshaft. We congratulate you Mr. Lang.

# Something To Talk About...

A NEW SCIENTIFIC DEVELOPMENT—AS MODERN AS "STEP-DOWN" DESIGN



**HUDSON TUNE-UP OIL**—is highly recommended during that "BREAK IN PERIOD" ... of NEW or REMANUFACTURED engines as it provides ... CONSTANT LUBRICATION ... reducing ... FRICTION ... which is the MAJOR CAUSE of SCORED pistons and other vital engine parts.



**HUDSON TUNE-UP OIL**—is not a solvent ... but a superior petroleum base product with a specially prepared chemical additive ... tested and proven in the Engineering Laboratories of the Hudson Motor Car Company.



**HUDSON TUNE-UP OIL**—by a ... GRADUAL CLEANING PROCESS ... NOT A QUICK PURGING ACTION ... restores that ... "GET UP AND GO" ... to engines that have become sluggish from harmful deposits around valves, valves guides, pistons, piston rings, etc.



**HUDSON TUNE-UP OIL**—is an ... UPPERLUBE ... of outstanding quality which will not affect the function or viscosity rating of the motor oil. It is also highly recommended as a gasoline additive to keep engines performing smoothly between upperlube treatments.

