POSTERS ARE A REMINDER TO EVERY CUSTOMER

The effectiveness and value of posters is in a great measure dependent upon the manner of displaying them. Properly displayed, they are a proven effective silent salesman. They bring to mind of every customer those important timely adjustments that every motor car should have to operate at top efficiency.
PARKING PAWL—HYDRA-MATIC TRANSMISSION

A condition has been reported of the selector lever sticking in the "R" position when the Parking Pawl is under load. For example, when the engine is stopped and the vehicle is parked on a hill.

This condition can be caused by a rough Parking Pawl. Correction of this difficulty is usually effected by honing the tooth of the Pawl to smooth the contact area. If the Pawl cannot be made smooth with a hone, a new Pawl should be installed.

REVERSE CLUTCH PISTON—HYDRA-MATIC TRANSMISSIONS

Effective with transmission No. H51-22347 the Aluminum Reverse Clutch Pistons, part No. BT-305951 have been replaced in production with cast iron Reverse Clutch Piston with a bonded lining on the friction face. The part number of this piston is BT-306114.

The aluminum and cast iron reverse clutch piston are interchangeable without affecting any other part. The cast iron piston will also be released as a service part.

GAUGE FOR CHECKING CLUTCH PEDAL LASH

A convenient tool for accurately determining clutch pedal lash thus eliminating guess work is shown in sketch below, and may be made up in your own shop.

With the large end of clutch pedal clearance checking tool installed between the clutch pedal and floor panel check clearance between clutch coupling lever rubber pads (should be .010").

To adjust, disconnect the coupling lever return spring, loosen the control link nut, remove the clevis pin, cotter pin and clevis pin. Install small (1 in.) diameter of tool between pedal lever and floor panel and adjust clevis until clevis pin can be installed. Remove tool, lock, lock nut, install cotter pin and connect pull back spring.

As the clutch pedal to floor board clearance on all Hudsons should be maintained at 1 

CUSTOMERS BRING BUSINESS—HOLD THEM

The BIG difference between the repair shop that does a constant high volume business—and those shops that do a small percent of their capacity or potential volume is in their ability to HOLD customers. New customers are constantly being brought into our Service Repair shops through the sale of new cars, solicitations as Direct-by-Mail, Telephone, or Personal Contact, local Newspaper Advertising and the average number of Tourists or Transients.

Every day many of those customers are lost through the following reasons—Dissatisfied with Service, Grievances that remain unadjusted, Discourtesy, Inattention, Price Competition or going elsewhere through friend or acquaintance. Approximately 84% of customer loss is accounted for through the first two reasons.

How may one determine just how good his service is—or how many customers are being lost. Just as a periodical analysis of Stock Cards shows how much inactive, dead or obsolete stock may be in the parts bins so the analysis of repeat owner calls may be made by a careful examination of Repair Orders. They will reveal either a continual return for service or a constant turn-over of customers.

Overcharging or finding the repair bill much higher than anticipated or quoted can be very embarrassing should the owner find he does not have the money to meet the unexpected larger bill. A survey shows that 10 to 14% of lost customers are directly or indirectly accounted for in the matter of charges, whether at the Parts Counter or in the Repair Shop. Prices must be competitive—when customers can get the same thing across the street or a block away for less money, you must have a lot on the ball to hold them and increase your volume.

When an owner is disappointed in the size of repair charges and perhaps a few days later again disappointed with the quality of the repair work, this makes for the start of a dissatisfied customer. Here the dealer who guarantees his work and is ready to make PROMPT adjustments can and does usually hold the owner’s confidence. Once a customer is lost because of unsatisfactory repair work or overcharge or discourtesy not one in a hundred will ever come back.

It is true that many customers are lost due to what is termed “Indifference to Customers.” It is well worth while to ask ourselves just what all goes into the make-up of indifference to customers. Practically everyone who reads this whether Parts Man or Mechanic is a car owner himself and most of us have had the experience of calling somewhere with the object of buying, but leave without doing so and are determined never to go back there again. Perhaps a hundred different things could contribute to this.
First of all COURTESY costs absolutely nothing yet it is the biggest, strongest factor in holding an owner’s good will and esteem of a business place. Recognizing and greeting your customers with a smile and calling them (if possible) by name makes them feel the friendliness of the house. CLEANLINESS in Shop, clothing, tools, waiting room, washroom is a habit just as it can become a habit to disregard them. Most people like a clean orderly place and loathe a dirty disorderly one. The likelihood of grease or oil being left on fenders, steering wheel, door handles or upholstering in a clean repair shop is decidedly less.

The cost of holding old customers is less than bringing in new ones; besides, when your service successfully holds old Customers until they are ready to change to a new model you have done just what every up and going Service Department should do—namely, pave the way for the new car sales. Think that over carefully.

On the subject of holding the old customers let us ask the question—CAN YOU SERVICE HYDRA-MATIC TRANSMISSIONS WITHOUT THE NECESSARY TOOLS? The answer is NO. Then where do your Hudson Owners obtain service on Hydra-Matic Transmission? They would be compelled to take their cars to any one of the 8 or 10 other make car dealers service station for more or less experimental service. Some of these can not help but be pretty good and you may be sure your owners in these cases feel that a friend in need is a friend indeed.

Much has been said and written on the importance of New Car delivery—of first service impression. Now if a dealer does not have those factory recommended Essential Service Tools for pre-delivery inspection of Hudsons with Hydra-matic what would be expected. The only logical thing would be to either borrow the necessary tools or take the car or send the owner to a Competitive Service Station where they have them.

Briefly summed up these are vital factors in holding the good will and continued patronage of customers—courtesy, prompt attention, fair dealing, competitive prices, guaranteed work. Avoid disappointing customers or making promises that are not or cannot be fulfilled. Keep your repair shop clean and with every facility necessary to handle the business that will come your way and is rightfully yours. We should all remember that we need the customers MORE than they really need us.

FAN TO RADIATOR CLEARANCE

Proper clearance between the fan blades and the radiator core is important and should be carefully checked especially if and when installing a radiator core.

Should the fan be too close, there is danger of damaging the core on an emergency stop, also there is apt to be an objectionable fan noise. If set too far from the core, cooling efficiency will be impaired, particularly at low speed. This clearance should be \( \frac{3}{8} \) to \( \frac{5}{8} \) of one inch.

Provision for moving radiator core forward or aft is by means of elongated holes—four in each side of the radiator Mounting Channel Assembly. Two Brackets at each side secure the Radiator Pad to the Mounting Channel. A cap screw and a lip in each Bracket fits in elongated holes and limits the amount of adjustment.

Fan Blade Assembly, 305153, that was originally used on 7A only, is now standard on all series A engines. The blades of this fan are slightly curved at the tips to improve its efficiency.

KNOW YOUR PRODUCT

The first essential in effectively servicing your product is to know ITS STANDARD OF PERFORMANCE. If we who meet owners, test out cars and make adjustments, etc., are not thoroughly familiar with our product, it may lead to making promises, and trying to make corrections or adjustments that are ineffective and in the end disappointing.

Just how is the knowledge of STANDARD in a product acquired? This comes with experience by handling, testing, learning factory recommended specifications and attending Factory or Zone Training Schools. True it does take time and careful observation to be sure of one's self in judging when a product is up to standard.

It is for this reason that the Factory Service Department issues Mechanical Procedure Manuals, Inspection Cards, Test Charts, Bulletins, etc. Many of the mechanical features of the present motor car are the result of years of study and testing by engineers, which makes it imperative that the field mechanic know the proper functioning of such parts.

To be a progressive and efficient mechanic, parts man or service salesman there is necessity of thoroughly understanding all educational data in order to keep abreast of modern design.

FIRST SAFETY DISPLAY ORDER

We are delighted to announce that the first order for Hudson Official Identification Materials for the National Safety Check Month (May) was received from M. I. Davis Company Inc., Hudson distributor at Shreveport, Louisiana.

The order was received March 30 with a letter from Karl Seiler, Parts and Service Manager for South Central Division, requesting “More” order blanks. Our congratulations to all concerned.
FROM DEEP AFRICA

We were delighted to have in attendance with the regular Factory Service 40-hour Hydra-Matic School for the week ending March 31, a Mr. E. R. Rey, Service Manager of the Motor Car Division of Compagnie Francaise, De L’Afrique, Occidentale, Stanleyville, Belgian Congo.

It is evident that in sending their Service Manager on a trip of over 7000 miles to learn the latest technique in Servicing the 1951 Hudson they are preparing to render that high class Service that paves the way to future sales.

ORNAMENTAL DIE CASTINGS

Some of the Ornamental Die Castings being used in present production are of a somewhat different composition than used heretofore. These may be identified by the absence of threads in the screw holes and they are somewhat heavier than those used heretofore.

These die castings being slightly more breakable, care must be exercised in tightening. The holding screw will cut its own thread, and it should be drawn up carefully just sufficient to make it snug. Do not tighten more than 20 to 25 inch lbs.

KEEP INTERIOR OF ENGINE CLEAN

Before removing a cylinder head it is important to thoroughly clean off cylinder head using an air hose, particularly between the cylinder head and manifolds and along the dash opposite the end of cylinder head.

When the cylinder head has been removed for a valve grind it has been the practice of several of our dealers to use an oiled paper cover (news or wrapping) over the studs to preclude the possibility of any grit reaching the interior of cylinders.

Careful and accurate machining and fitting of interior engine parts is more often destroyed by grime, grit and dirt rather than wear. We can not be too careful in avoiding dirt on wrenches, hands, benches, etc.

THE VALVE COVER BREATHERS...

are an important part of the engine design. Although they are fixed, their function is to prevent any crankcase pressure.

Should the holding cap screw of the breather tube be drawn up too tight or beyond that shown in the torque specifications on page III of the 1951 Series A, Procedure Manual, the upper end of breather tube is forced in against the valve cover baffle, causing a restriction or completely choking the breather tube, resulting in crankcase pressure and engine oil being thrown out of the intake vent tube. DO NOT TIGHTEN THESE CAP SCREWS MORE THAN 2 3/4 to 3 1/4 FOOT POUNDS.
HUDSON DEALER

Oil Filter Sales Campaign

WHEN? FOR... TWO WEEKS

STARTING... JUNE 4, 1951

FREE PROMOTIONAL AIDS:

1. A large tear sheet or reproduction copy of the SATURDAY EVENING POST ad... gummed at top and bottom for prominent display in Service Departments or showrooms.

2. A supply of... BADGES... bearing the inscription "HOW'S YOUR OIL FILTER?" (see illustration above) to be worn by all Service personnel during the two-week sales period.

3. A Newspaper Mat which tells the Oil Filter story and invites your customers in for free oil inspection is available upon request of your Zone or Distributor.

4. A point of sale SERVICE POSTER (size 25" x 38") on the subject of Oil Filters will be furnished those dealers who have subscribed to the regular Hudson Service Poster Program. This poster will be one of three regularly supplied with that particular program.

All Hudson Dealers are getting ready for the biggest Oil Filter sales in Hudson history. Your two-week sales effort will be supported by... a FULL-PAGE ad in the... SATURDAY EVENING POST... which goes on sale at all newsstands on June 6.

Here is an ambitious two-week Sales Program designed to multiply your sales of Hudson Oil Filters and Cartridges... two products which are considered essential equipment by owners. Everyone is interested in an Oil Filter due to its guarantee of longer engine life. In these troubled times and uncertain supply conditions, people are more than ever interested in prolonging engine life. Hudson Oil Filters and Cartridges are the answer!

Listed below is a brief description of the free promotional aids that Hudson is furnishing you, in addition to the National Advertising, to support this Program.

SERVICE AND PARTS MANAGERS: Make sure you have a sufficient stock of Hudson Oil Filters and Cartridges... get your free promotional aids... and then...

MAKE THIS A REAL CAMPAIGN... SELL HUDSON OIL FILTERS AND CARTRIDGES!
VACATION TOURISTS SERVICE

The vacation and touring season is on in full swing and will continue with a steady pace until well after Labor Day. Millions of Motor Cars out on what in most cases will be the longest trip—the most severe stress on their cars in a year.

One of the most natural things for the owner of any make of car is to rely on his dealer, for preparedness of his car for the trip—or to seek his Dealer out in any town or city where there is need for service on his car, no matter where he may be. More than ever before car owners realize that any and every mechanic is not qualified to properly tune, adjust and place his car up to standard. It is generally known that today automobile mechanics are schooled in the design and adjustment of the intricate parts of the automobile which is their responsibility to maintain.

First in order, is the contact with and thorough preparation of those owners’ cars before starting on the vacation trip. We do not attempt to outline what such a get-ready adjustment and inspection should be—the condition of the car will indicate this and practically every Service Manager or Mechanic will know the kind of check up he would give his own car, if contemplating a long road trip. Our object here is to impress the time—before the trip and the thoroughness of the work.

We want to stress to all those who may contact tourists or vacationists either with Hudsons within or beyond the warranty period to familiarize themselves with the Owner Service Policy. We believe that every Owner will appreciate the special provisions for tourists contained in the Hudson Owner Service Policy. This beyond any doubt makes them as much at home in any Hudson Service Station throughout the country as he would be in the Dealers place from whom he purchases his car. Taken the time to explain this in detail if owners are not acquainted with it. Every Hudson contact man should memorize this Owner Service Policy.

HUDSON OWNER SERVICE POLICY

1—Warranty. The Manufacturer’s Warranty printed hereon is assumed by us and is in lieu of all other warranties expressed or implied.

2—Delivery. The Distributor or Dealer hereunder has properly prepared the car before delivery to the Owner.

3—Parts and Labor. For 90 days after delivery, provided the car has not been driven to exceed 4,000 miles, any parts (including all original equipment except tires) which, under the Warranty have proved defective in either material or workmanship, will be replaced or repaired by any authorized Hudson Distributor or Dealer without charge to the Owner for material or labor.

4—Inspections.
   (a) The Distributor or Dealer who sold the car will provide, without charge to the Owner, a thorough inspection of his car at the expiration of 1,000 miles and 2,000 miles of driving, in accordance with the 1,000 and 2,000 Mile Inspection Procedure as set forth by the Factory on its inspection card furnished the Distributor or Dealer for this purpose.

   (b) Engine oil changes and chassis lubrications performed during these Inspections will be provided at the Distributor’s or Dealer’s regular price.

5—Inspection While Touring. The Owner may have the 1,000 Mile and 2,000 Mile Inspections performed by any authorized Hudson Distributor or Dealer while touring or away from the city in which he purchased the car. In such instances, the performing Distributor or Dealer will make a charge not to exceed $6.00 for the 1,000 mile inspection and $12.00 for the 2,000 mile inspection, for which the Owner will receive a receipted copy of the invoice. This Service Policy, with properly filled in coupons attached, accompanied by a receipted invoice, should be presented to the selling Distributor or Dealer when the Owner returns. The Distributor or Dealer will then credit the Owner’s account in an amount not to exceed $6.00 or $12.00 to cover the cost of the inspection. The Owner may apply this credit in the purchase of accessories, lubrications or general service work. Chassis lubrications and engine oil changes at either period, or both periods, will be paid for by the Owner.

6—Service Identification Card. The Owner is provided with a Service Identification Card which will introduce him to any authorized Hudson Distributor or Dealer and entitle him to receive Warranty Service as provided in this Policy. The Owner should carry the card with him at all times so that he can present it when necessary.

7—Tourist Privileges. When touring, the Owner is entitled, upon presentation of the Identification Card, to all the benefits of the Warranty as outlined in paragraphs 3 and 5 of this Policy, at any authorized Hudson Distributor or Dealer in the United States and Canada.

8—Change of Residence. In case the owner changes his residence from one location to another before the Warranty Period has expired, the authorized Hudson Distributor or Dealer serving the locality into which the owner moves will, upon presentation of the Owner’s Identification Card, render any Warranty service to which the owner may be entitled as outlined in paragraph 3.

   Should the owner move before the 1,000 mile or 2,000 mile inspections have been rendered, the Distributor or Dealer into whose territory the owner has moved will perform these inspections and make a charge not to exceed $6.00 for the 1,000 mile inspection and $12.00 for the 2,000 mile inspection. He will furnish the owner with a receipted copy of the invoice and sign the coupon or coupons attached to the Owner Service Policy, which the owner should then send or present to the Distributor or Dealer who sold the car, for refund.

9—Owner Obligation. This Owner’s Service Policy is subject to the condition that the Owner will have all repairs or adjustments on his car performed by authorized Hudson Distributors or Dealers during the period this Policy shall be in effect. The use of other than genuine Hudson parts may void the Warranty.
Hudson Motor Cars have been in the limelight and have enjoyed a most enviable position—outstanding beauty and performance—pride of ownership, etc. Practically every Hudson Dealer, through the schooling and systematic training that his mechanics have received, is in a position to maintain a high degree of service consistent with the prestige of Hudson Motor Cars.

We cannot urge too strongly that all those who have to do with contacting tourists, giving estimates or making decisions on their repair charges, carefully read and follow to the fullest extent that part of General Service Policies and Procedures under the caption of Tourist Labor and Parts Policy on pages 22 and 23. This provision is specifically for tourists and with your cooperation no Hudson tourist vacation trip will be marred this season due to service consideration.

Hudson Service, both in volume and quality is on the upgrade-improving in every section of the country: nothing could give this greater impetus than real, good service to tourists. The earmark of efficient service lies in the ability to handle tourists with courtesy and dispatch: The overall Dealer Service efficiency is judged by tourists and this combined opinion goes a long way in formulating a general Service Reputation.

From the tourists themselves more is heard each year as to how they found Service on their trip... Let us go ALL OUT this year and put Hudson Service up there where it belongs and in keeping with the splendid quality of our product... that tourists returning home this year will feel in their heart that Hudson Service everywhere is EXCELLENT.

RADIO ESCUTCHEON SILENCER

As a means of cushioning the Radio and preventing a rattle, production has for some time been using an Escutcheon Silencer, part number 228375, between the instrument panel and the Radio as shown in the illustration below.

When making installation of a Radio or the silencer on cars already fitted with a Radio, it is necessary that the dash opening be 2 3/4 inches as shown above. Metal may be dressed off with a file if necessary, to obtain this opening width.

NEW AUTOMATIC WATER CONTROL VALVE ASSEMBLY

The standard Automatic Water Control Valve Assembly 302628 as used heretofore in production has been superseded by a new one, Part Number 306087. The new Control Valve is fitted with a capillary tube 25 inches long instead of 15 inches long and the tube mounting has been changed as shown in the illustration below.

In order to obtain full benefit of this change, when making installation of the new Ranco Control Valve, it is important that the routing of the Capillary Tube and mounting of the Clamps Part Number 306088 be made as shown in the sketch, using the screws already in the bottom of heater shell.

LOWER TORQUE FOR UNIVERSAL JOINT U BOLT NUTS

An engineering change has recently been issued, calling for a reduction in the tightening of Universal Joint U Bolt Nuts from 20-25 ft. pounds to 14 to 17 ft. pounds torque. It has been found that the higher torque formerly recommended sometimes distorted the needle bearing cups, causing excessive friction.

Excessive friction at these points has a tendency to intensify vibration and eventual brinelling of the universal joint cups. With practically every moving part of the present motor car much higher stressed than heretofore, it becomes increasingly important to torque bolts and nuts up to the factory recommendation.

"A" SERIES FLAT RATE MANUAL CORRECTIONS AND SUPPLEMENTS

Please make the following correction and additions to your new "A" Series Flat Rate Manual.

Section No. 9—Engine—Operation 9-58 should read: Piston Rings—Remove and install on one piston only—

All Models—6 cyl. .... 6.3
8 cyl. .... 7.8

Accessories Section 14—Add Weather Control Ranco Valve—Remove and install—All Models .......... 7

Hydra-Matic Section 23—Add quadrant indicator pin—Remove and replace—All Models .......... 7
GENUINE HUDSON REBABBITED CONNECTING RODS

NOW AVAILABLE THROUGH THE HUDSON EXCHANGE PLAN

REBABBITED BY HUDSON with BERMAX METAL

There is no Substitute for HUDSON QUALITY

ALL RODS INCLUDE NEW PISTON PIN BUSHINGS...PLUS...
REIGNING AND BALANCING.

Only Genuine Hudson Engineered Parts
Assure Complete Customer Satisfaction

FOR ALL MODELS EXCEPT 480, 490 AND 500 SERIES 6 CYL. CARS