

HUDSON

Service Merchandiser

Dedicated to the interest of



field service, parts and accessory merchandising.

VOL. 3 No. 7

JULY 1951

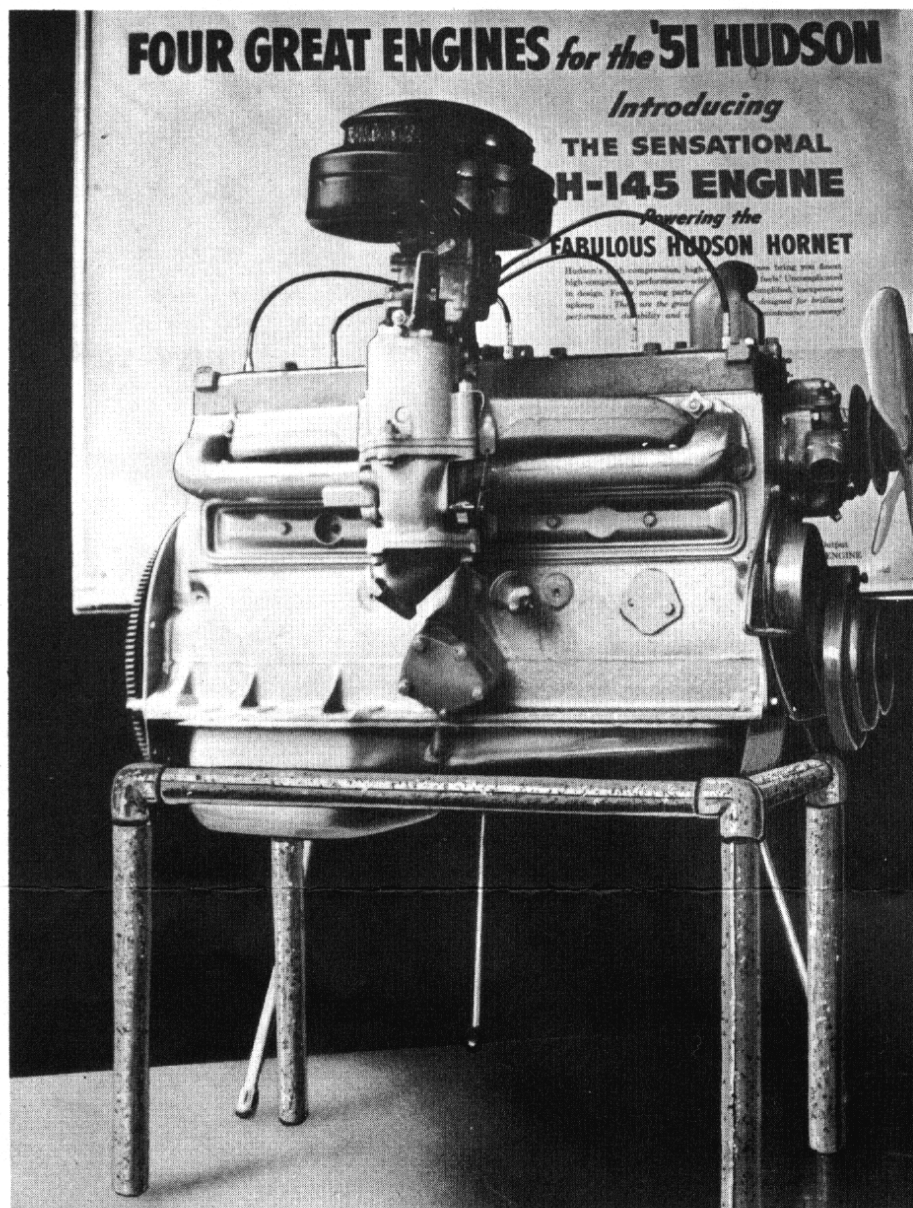


TRAVEL ON TO AVALON

For the second year, the Los Angeles, Berkeley and Portland Zones have adapted an "Extra Business Getter" by setting quotas for every Parts Manager and Service Manager of their dealerships. Each manager making his individual quota is entitled to a trip to "Avalon," Catalina Island for a three day jamboree with all expenses paid. With this incentive, more than 150 men will enjoy a well deserved vacation on beautiful Catalina Island in August, 1951.

Pictured left to right are Noel Prew, Los Angeles Assistant Zone Manager; Jim Foster, Divisional Parts & Service Supervisor; Joe W. Reeve, Los Angeles Zone Parts & Service Manager; Frank Hart, Berkeley Parts & Service Manager; Walter Saylor, San Diego Vicinity Parts & Service Club President; Willard Scott, Los Angeles Zone Manager and M. Martin, Los Angeles Parts & Service Club President.

This is indeed worth extending extra effort and we will look forward with interest to reporting the winners. Good luck to all contestants; we know you'll be out there pitching.



ATTENTION PARTS MEN

The illustration at the left gives you an excellent idea of what may be done at very low cost to display Replacement Engines. Johnson-Moody of Peoria, Illinois, made up this display stand from old pipe and four "T" connections then with a little paint made a good looking practical engine display stand. We are pleased to pass along all such contributions to our readers and the Merchandiser's thanks to Johnson-Moody of Peoria and the Chicago Zone Office.

WICHITA PARTS & SERVICE MANAGERS' MEETING

Mr. R. H. Mead, Parts & Service Manager of Kansas City Zone, reports a reorganization of the Wichita Club.

The organization of the club was set up as follows: —President, Harry Waller, Service Manager of Claude Wilson, Inc.; Vice-President, Ernie Gilton; Secy.-Treas., Kenneth Stevens, both with Hutchinson Motor Car Company. The Club Members voted to hold meetings the first Tuesday of each month, alternating between Wichita and Hutchinson.

The first meeting was highlighted with a lecture by Mr. Allan Redden of the Carter Carburetor Corporation and the main speaker for the following meeting will be a representative of the Sun Electric Corporation.

We believe this Club, as has been the case with the many organized, will derive a vast amount of benefit through their regular meetings and interchange of ideas. We congratulate all officers and men.

CAMSHAFT TIMING GEAR—8 CYLINDER

Production has for sometime been using a camshaft timing gear of fiber composition instead of aluminum as was used heretofore and was furnished only in a matched set with the crankshaft gear.

The fiber camshaft gear part number 305895 is furnished separately and in matched sets (with the crankshaft gear) part number 304392. The fiber gear may be used to replace the aluminum gear on 8 cylinder engines and 6 cylinder engines prior to 1948 (that have 20° tooth angle) without the necessity of replacing the crankshaft gear, if the latter is in fairly good condition.

The fiber gear may have either an aluminum or a cast iron hub. It may be identified by an "H" or the word "Hudson" in raised letters and the numeral 20 imprinted or stamped on the side, which signifies the tooth pressure angle. The timing punch mark (1) on the crankshaft gear must locate between the punch marks (2) of the camshaft gear.



PARTS & SERVICE CLUBS SHOW MARKED INCREASE IN EVERY SECTION OF THE COUNTRY

There has never been, in our recollection of the Automobile Industry, a movement that became quite so popular and far reaching in its enthusiasm as the **Parts and Service Managers' Clubs** among our Hudson Dealers.

Not only are they organized in every section of the country but are showing increased interest and attendance at each meeting. The reason is obvious—discussing means and ways in **Parts and Service**—tried and time proven successful methods of dealing with various situations.

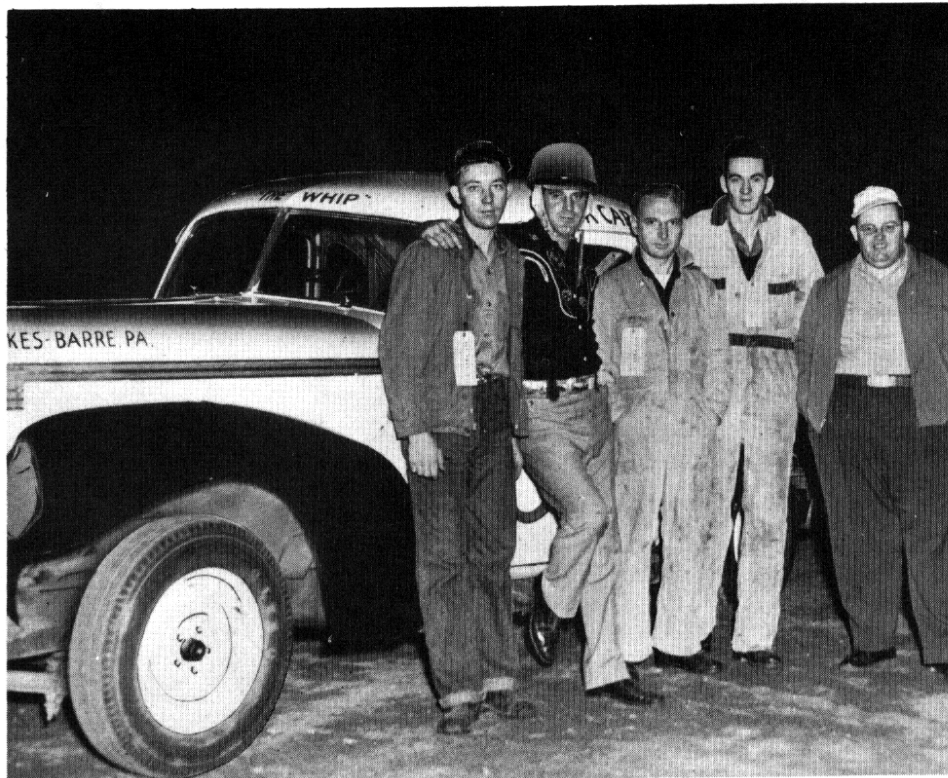
Here is an excerpt from a letter by Mr. Frank Hart, **Parts and Service Manager** of the Berkeley, California, Zone, briefly outlining their method of conducting a meeting:—

"Our format always follows the same pattern. Immediately after the dinner twenty to thirty minutes is de-

voted to a program which consists chiefly of passing on any information that may have been received from the Factory, as well as promoting the sale of service, service procedures and parts and accessories.

Following this, the meeting is thrown open to the members at which time each man is asked to stand up and make any comments, ask any questions or volunteer any information that may be helpful to other members of the club. There is no time limit on the meeting and it continues until the last man has had his say. Our meetings very seldom end before midnight and often continue on until 12:30 A.M.

During this open discussion the **Parts and Service Representatives**, the **Parts Warehouse Manager**, the **Service Clerk** and myself answer questions and make suggestions that have proven to be very helpful both to the dealers and also to the Zone."



THEY KNOW HOW TO TUNE THEM

Mr. J. K. Gillis, Parts and Service Manager of the Philadelphia Zone, sends us this photo of a 1940 Super 8 Hudson Coupe which has finished as high point champion, strictly stock car in the Anthracite Auto Racing Association, Inc.

During 1950 it was entered in 26 races, competing against 67 different cars and exceeded all others in firsts and feature wins. The crew consists of, from left to right:

Wm. Milbrodt—Pit Crewman

Ray Elston—Driver

Willard Sutton—Mechanic

Wm. Trimble—Mechanic

Last but not least Tiny Gould, Race Director of A.A.R.A.

The car is owned by Ray Elston and Tiny.

HORNET (7A) CYLINDER HEADS

The various cylinder heads used on the 7A Series cars since the beginning of production, can be identified as follows:

Beginning with the first production, an aluminum head of 7.2:1 compression ratio was standard. The marking on top of cylinder head was H-145 SUPER POWER DOME—304632 (this is casting number). The optional cylinder head was of cast iron, 6.7:1 ratio, with marking H-145 POWER DOME—304630.

Later, a cast iron cylinder head, 7.2:1 ratio, was used as standard—marking H-145 SUPER POWER DOME—305923, and a metal tag with the imprint USE PREMIUM FUEL. The present and final change for standard head 7.2:1 ratio is of a new casting with marking H-145 SUPER POWER DOME USE PREMIUM FUEL—305854.

KEEP CONVERTIBLE TOP WELL CLEAR

There has been reported a number of cases of the convertible top side rails having become broken due to some obstruction in the bottom of the top well.

As the lowering and raising is by hydraulic power, should there be some object lying directly beneath the point where top side rails come to rest, there is danger of breakage, when the top is lowered.

The top well should be inspected on all New Cars and cleaned out if necessary before lowering the top. The information should be passed on to owners to avoid placing anything in the top well of convertibles.

HUDSON SERVICE & PARTS COUNCIL FOR CAIRO, (ILLINOIS) DISTRICT

Meeting was held Thursday night, April 19, 1951, at the Cairo Hotel, beginning with dinner at 7:40 p.m. and opening of business at 8:30 p.m.

The first order of business at hand was the election of officers as follows:—

Hollan Cornett of Bud Hill, Inc., Club President
Bernard Toon of Ben Fishel Auto Co., Vice-President

Artie Gowen of Gowen Motor Co., Secretary-Treasurer

Eighteen members were in attendance. Future meetings will be held each third Thursday of the month at the Cairo Hotel.

All members present received their membership cards. Following election and installation of officers, a 30-minute round table discussion was held and the meeting closed at 11 p.m.

Our congratulations to all officers and men.

A MEMO OF IMPORTANCE

HUDSON MOTOR CAR COMPANY
DETROIT 14, MICH., U.S.A.

TO ALL DEALERS:

SUBJECT: REPLACEMENT PARTS

The supply of Replacement Parts is better today than it has been for several years. There is a larger inventory and much larger variety of Genuine Hudson Parts in Zone and Distributor Warehouses than most Dealers realize. Such items as MUFFLERS, TAIL PIPES, HOODS, FENDERS AND DOORS are now in stock and in good quantities. There are also BODY MOULDINGS, SKELETON ENGINES, BRAKE SHOES, FAN BELTS, RADIATOR HOSES And many other parts that have been very difficult to obtain.

Make certain that you include all of the parts needed on your Monthly Parts order as well as the supplemental Fast Moving Parts Order. Protect against the loss of labor sales in your shop and parts sales to Independent Garages, Body Shops and other Wholesale Customers.

Yours very truly,

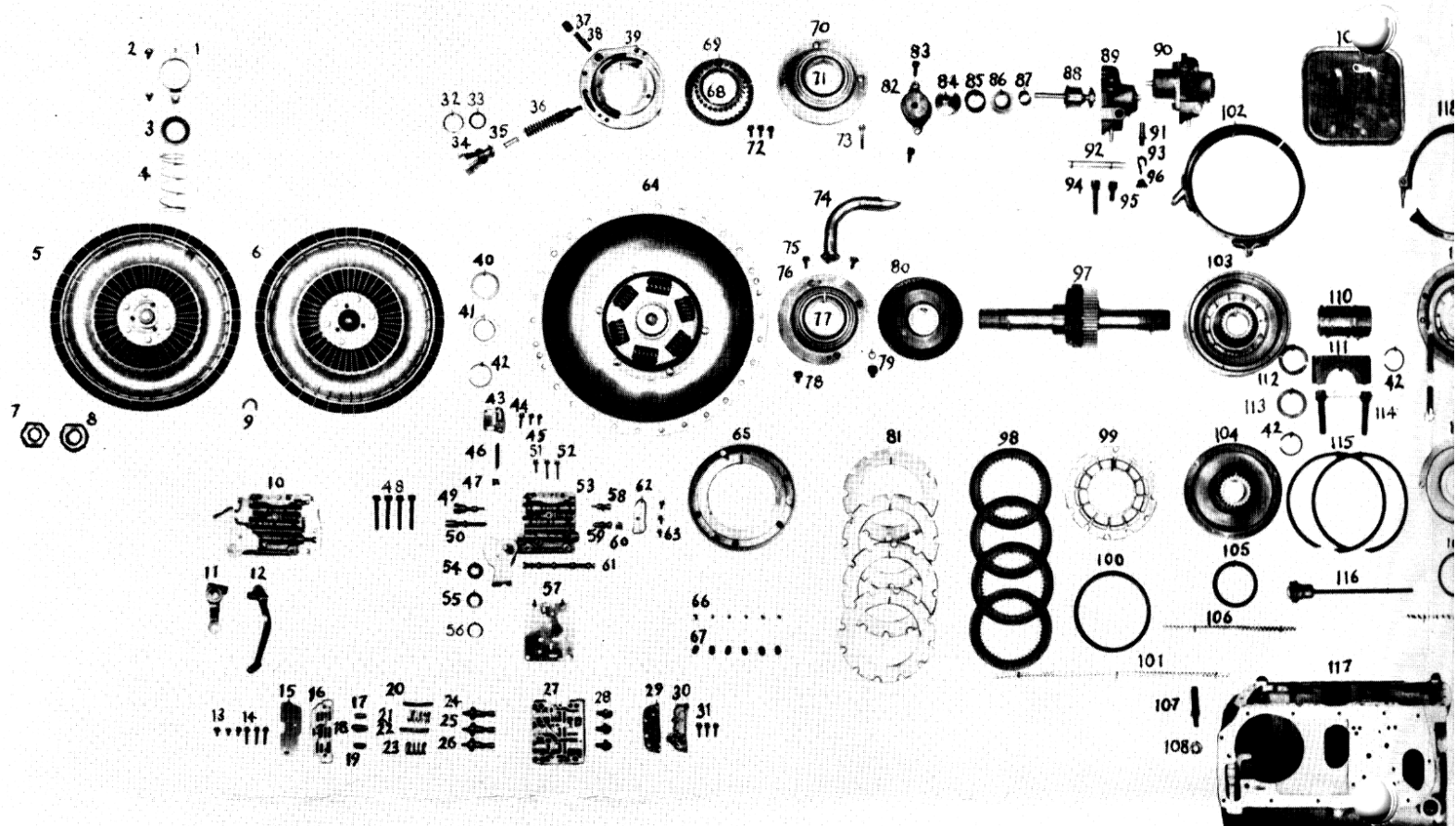
HUDSON MOTOR CAR COMPANY

Always promote the sale of parts and labor in your shop and get all of the service business you are able to handle. Also promote the sale of Genuine Hudson Parts to the Wholesale Trade.

You are Headquarters for Hudson. Consequently, you have more to offer your Wholesale Customers than any other organization. The names and addresses of Independent Garages, Body Shops and Service Stations are available in the classified section of the telephone directory. You offer these Customers one-stop service where they can buy all of the parts needed on a Hudson repair job and at prices that are competitive with local jobbers.

You can help Independent Garage men with technical advice and assistance in the repair of Hudson cars to your mutual benefit. Independent Garage Owners and mechanics often influence their customers' new car purchases, therefore, a close relationship should be developed wherever possible.

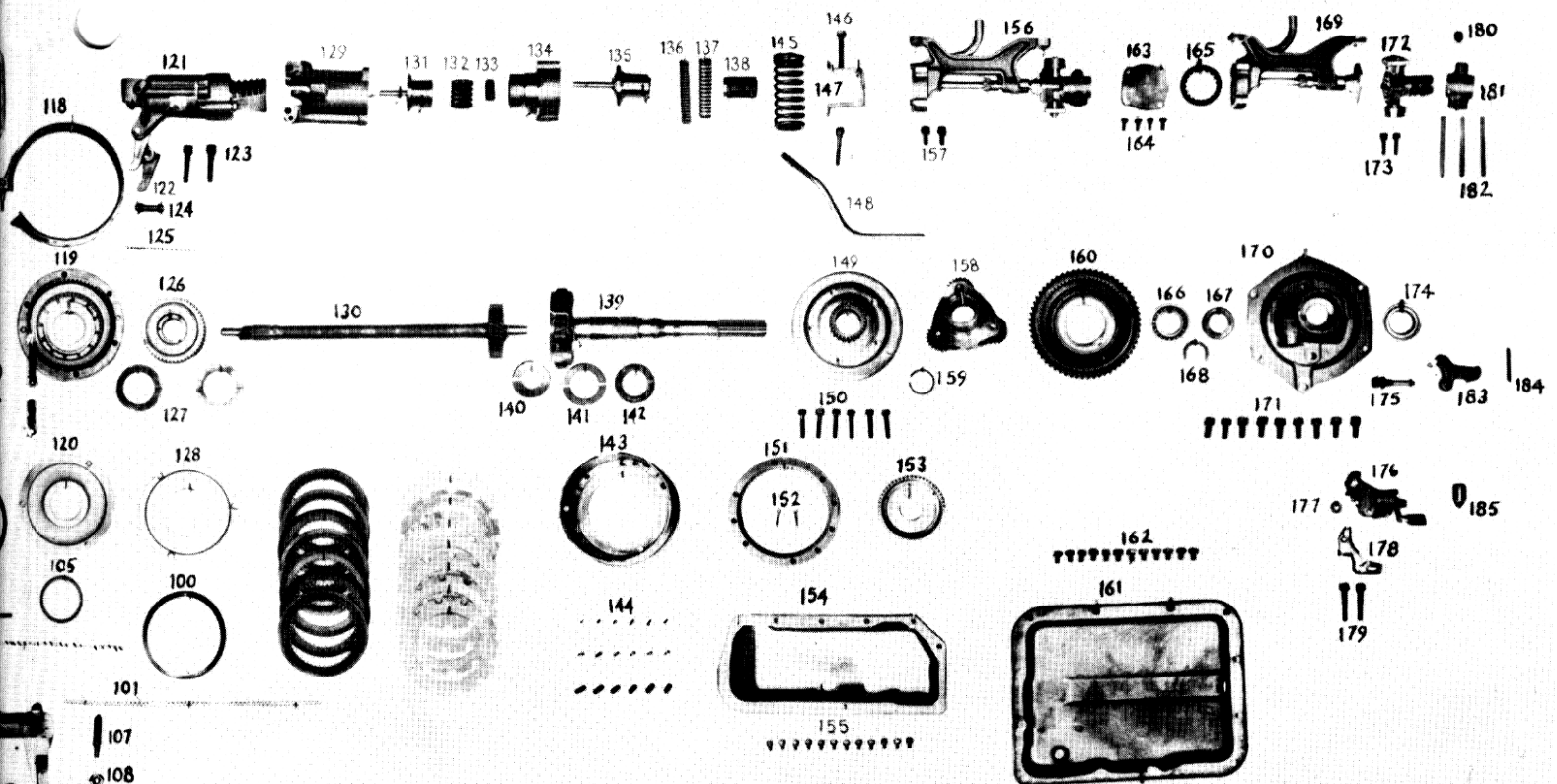
Call your Wholesale Parts Customers on the 'phone—write letters or penny post cards—but—do it regularly. Make friends with your neighboring Garages and Body Shops and you'll sell more parts and new cars too!



- 1 - TORUS CHECK VALVE RETAINER
- 2 - TORUS CHECK VALVE SCREWS
- 3 - TORUS CHECK VALVE
- 4 - CHECK VALVE SPRING
- 5 - DRIVEN TORUS
- 6 - DRIVE TORUS
- 7 - MAIN SHAFT NUT
- 8 - MAIN SHAFT NUT LOCK WASHER
- 9 - DRIVEN TORUS OPEN TYPE SNAP RING
- 10 - CONTROL VALVE ASSEMBLY
- 11 - OUTER SHAFT LEVER
- 12 - THROTTLE LEVER
- 13 - FRONT VALVE BODY PLATE SCREWS
- 14 - FRONT VALVE BODY ATTACHING SCREWS
- 15 - FRONT VALVE BODY PLATE
- 16 - FRONT VALVE BODY
- 17 - 2-3 REGULATOR PLUG
- 18 - 1-2 REGULATOR PLUG
- 19 - 3-4 REGULATOR PLUG
- 20 - 2-3 REGULATOR PLUG SPRING
- 21 - 2-3 VALVE SPRING
- 22 - 1-2 REGULATOR PLUG SPRING
- 23 - 3-4 VALVE SPRING
- 24 - 2-3 SHIFTER VALVE
- 25 - 3-4 SHIFTER VALVE
- 26 - 1-2 SHIFTER VALVE
- 27 - INNER VALVE BODY
- 28 - GOVERNOR PLUGS
- 29 - INNER VALVE BODY REAR PLATE
- 30 - VALVE BODY REAR COVER
- 31 - VALVE BODY REAR ATTACHING SCREWS
- 32 - PRESSURE REGULATOR PLUG GASKET
- 33 - PRESSURE REGULATOR PLUG SEAL
- 34 - PRESSURE REGULATOR PLUG
- 35 - PRESSURE REGULATOR VALVE
- 36 - PRESSURE REGULATOR SPRING
- 37 - RELIEF VALVE
- 38 - RELIEF VALVE SPRING

- 39 - FRONT PUMP BODY
- 40 - BRONZE THRUST WASHER
- 41 - STEEL THRUST WASHER
- 42 - DRIVE TORUS SNAP RING
- 43 - DETENT BALL RETAINER
- 44 - DETENT BALL RETAINER SCREWS
- 45 - DETENT BALL RETAINER SCREWS
- 46 - DETENT BALL RETAINER SPRINGS
- 47 - DETENT BALL
- 48 - VALVE BODY ATTACHING SCREWS
- 49 - DOUBLE TRANSITION VALVE
- 50 - T VALVE
- 51 - OUTER VALVE BODY ATTACHING SCREWS
- 52 - OUTER VALVE BODY ATTACHING SCREWS
- 53 - OUTER VALVE BODY
- 54 - MANUAL SHAFT SEAL
- 55 - MANUAL SHAFT INNER SEAL WASHER
- 56 - MANUAL SHAFT OUTER SEAL WASHER
- 57 - VALVE BODY SPACER PLATE
- 58 - COMPENSATOR VALVE AND SPRING
- 59 - THROTTLE VALVE AND SPRING
- 60 - DETENT PLUG
- 61 - MANUAL CONTROL VALVE
- 62 - OUTER VALVE BODY FRONT PLATE
- 63 - OUTER VALVE BODY FRONT PLATE SCREWS
- 64 - TORUS COVER
- 65 - FRONT DRUM AND PIN ASSEMBLY
- 66 - CLUTCH RELEASE SPRINGS (INNER)
- 67 - CLUTCH RELEASE SPRINGS (OUTER)
- 68 - OIL PUMP DRIVE GEAR
- 69 - PUMP DRIVEN GEAR
- 70 - FRONT PUMP COVER
- 71 - FRONT PUMP COVER OIL SEAL
- 72 - FRONT PUMP COVER SCREWS
- 73 - FRONT PUMP COVER SCREWS
- 74 - FRONT PUMP INTAKE PIPE
- 75 - FRONT PUMP INTAKE PIPE SCREWS
- 76 - FRONT OIL PUMP

- 77 - FRONT OIL PUMP RING
- 78 - FRONT OIL PUMP ATTA
- 79 - PUMP LOCATING WASHE
- 80 - FRONT DRIVE GEAR
- 81 - CLUTCH DRIVEN PLATE
- 82 - RELEASE CYLINDER
- 83 - RELEASE CYLINDER CA
- 84 - BAND RELEASE PISTON
- 85 - BOOSTER SPRING
- 86 - RETRACTING SPRING R
- 87 - RETRACTING SPRING
- 88 - BAND APPLY PISTON
- 89 - SERVO BODY
- 90 - FRONT SERVO
- 91 - DOWNSHIFT VALVE
- 92 - FRONT PUMP DELIVERY
- 93 - DOWNSHIFT VALVE RET.
- 94 - FRONT SERVO MOUNTIN
- 95 - FRONT SERVO MOUNTIN
- 96 - 4-3 DOWNSHIFT VALVE
- 97 - INTERMEDIATE SHAFT PLANET CARRIER ASSE
- 98 - CLUTCH DRIVEN PLATE
- 99 - FRONT CLUTCH ANNULA
- 100 - OIL SEALS
- 101 - OIL SEAL EXPANDER
- 102 - FRONT SERVO BAND
- 103 - FRONT DRUM ASSEMBLY
- 104 - FRONT CLUTCH DRUM
- 105 - OIL SEALS
- 106 - OIL SEALS EXPANDER
- 107 - FRONT ADJUSTING SCR
- 108 - FRONT BAND USTIN
- 109 - OIL PAN SC
- 110 - OIL DELIVERY SLEEVE
- 111 - CENTER BEARING CAP
- 112 - BRONZE THRUST WASHE
- 113 - STEEL THRUST WASHER



H-50 HYDRA-MATIC TRANSMISSION

RING
ATTACHING SCREWS
WASHER
AR
PLATES
ER
ER CAP SCREWS
ISTON
ING RETAINER
ING
TON

EVERY PIPE
E RETAINER
UNTING BOLT
UNTING BOLT
VALVE PLUG
HART AND
ASSEMBLY
PLATES (KRAFELT)
PINNULAR PISTON

DER
ND
SEMBLY
RUM
NDER
G SCREW
STING
LEEVE
CAP
WASHER
WASHER

114 - CENTER BEARING CAP SCREWS AND LOCK
115 - RETAINING RINGS
116 - OIL LEVEL INDICATOR
117 - TRANSMISSION CASE
118 - REAR SERVO BAND
119 - REAR CLUTCH DRUM ASSEMBLY
120 - REAR CLUTCH DRUM
121 - REAR SERVO UNIT
122 - REAR SERVO ACTUATING LEVER
123 - REAR SERVO UNIT SCREWS
124 - ACTUATING LEVER PIN
125 - ACTUATING LEVER BEARING
126 - REAR CLUTCH HUB
127 - BRONZE THRUST WASHER
128 - REAR CLUTCH ANNULAR PISTON
129 - SERVO BODY
130 - MAIN SHAFT
131 - BOOSTER PISTON
132 - ACCUMULATOR SPRING
133 - ACCUMULATOR APPLY SPRING
134 - ACCUMULATOR BODY
135 - ACCUMULATOR PISTON
136 - INNER SERVO SPRING
137 - OUTER SERVO SPRING
138 - COMPENSATOR PISTON
139 - OUTPUT SHAFT
140 - SELECTIVE BRONZE WASHER
141 - BRONZE THRUST WASHER
142 - STEEL THRUST WASHER
143 - REAR DRUM AND PIN ASSEMBLY
144 - RELEASE GUIDE PINS
145 - REAR SERVO SPRING
146 - SPRING RETAINER CAP SCREWS
147 - SPRING RETAINER
148 - REAR PUMP DISCHARGE PIPE
149 - REVERSE CENTER GEAR AND FLANGE ASSEMBLY
150 - DRIVE FLANGE ATTACHING BOLTS

151 - REAR INTERNAL GEAR
152 - REAR INTERNAL GEAR CAP SCREWS
153 - REAR CLUTCH HUB
154 - SIDE COVER
155 - SIDE COVER CAP SCREWS
156 - GOVERNOR AND REAR PUMP ASSEMBLY
157 - REAR OIL PUMP CAP SCREWS
158 - REVERSE PLANET CARRIER
159 - REVERSE PLANET CARRIER SNAP RING
160 - REVERSE INTERNAL GEAR AND SUPPORT
161 - OIL PAN
162 - OIL PAN SCREWS
163 - OIL PUMP COVER
164 - OIL PUMP COVER SCREWS
165 - OIL PUMP DRIVEN GEAR
166 - BALL BEARING ASSEMBLY
167 - SPEEDOMETER DRIVE GEAR
168 - OPEN TYPE SNAP RING
169 - REAR OIL PUMP BODY
170 - REAR BEARING RETAINER
171 - REAR BEARING RETAINER SCREWS
172 - GOVERNOR BODY
173 - GOVERNOR CAP SCREWS
174 - REAR BEARING RETAINER SEAL
175 - REVERSE ANCHOR BOLT
176 - REVERSE SHIFTER BRACKET AND CRANK ASSEMBLY
177 - REVERSE SHIFTER ROLLER
178 - REVERSE SHIFTER ROLLER
179 - REVERSE SHIFTER SHIMS
180 - REVERSE BRACKET CAP SCREWS
181 - GOVERNOR PLUG
182 - GOVERNOR OIL DELIVERY SLEEVE
183 - OIL DELIVERY PIPES
184 - REVERSE ANCHOR
185 - REVERSE ANCHOR SPRING
186 - REVERSE BLOCKER PISTON



SAN DIEGO AND VICINITY PARTS AND SERVICE MANAGERS' CLUB

They hold regular scheduled meetings on the fourth Tuesday of each month. This club is one of a number of fine groups operating under the supervision of the Los Angeles Zone Office.

Walter Saylor is the Club President having assistance from Joe W. Reeve, Los Angeles Parts and Service Manager, and Arthur McCooey, Los Angeles Parts and Service Representative.

Our best wishes to the officers and men of your fine club.

NORMAL EXPECTED OIL CONSUMPTION

All engines are designed to consume a normal amount of oil. An engine should not burn enough oil to make *blue smoke* come out of the exhaust but the piston rings should leave enough oil on the cylinder walls to properly lubricate the walls and cool and lubricate the top ring . . . all bearing parts throughout the engine must be adequately lubricated.

There are many conditions of operation such as speed, temperatures, stop and go driving that affect oil consumption. Most drivers today know that if they drive their cars fast the engine will use more oil than it will if they drive it slow, but very few drivers know just how much the oil consumption does vary with speed.

At 50 miles an hour the average engine will use one-third more oil than it will at 40 miles per hour. At 60 miles an hour the average engine will likely use three times as much oil as it will at 40 miles per hour.

At a car speed of 70 miles an hour it is not uncommon for the average engine to use seven times as much oil as it will at 40 miles per hour.

Improved oil consumption as well as proper engine lubrication is in a large measure contingent upon the use of correct engine oil for average atmospheric temperature and the manner of operation. Complete information on type and body of engine oil to be used under various operating conditions is outlined in the Hudson Owner Manual.

QUESTIONS

The answers to the following questions may be found in recent Service Merchandisers. The page reference will be given in the August issue.

1. What is the important change in the instructions covering the Hydra-Matic band adjustment of H-50 Transmission?
2. Where is the serial number of all Hydra-Matic Transmissions located and why is it important to **ALWAYS** give this number when writing to the Factory relative to them?
3. What should be done to relieve the air block of a gasoline filler cap?
4. A slight change was recently made in the rear brake backing plate for abutment cap, also adjusting screw springs. What were these changes?
5. Why is it very important to change the cartridge in an oil filter at specified intervals?
6. What change was made in the Torus Cover Assembly?
7. What was the change in the H-50 Hydra-Matic Transmission Torus Check Valve?
8. Cylinder head gaskets—types used on different engines—with aluminum or cast cylinder heads.
9. There were hundreds of inquiries for a clutch disassembling fixture. Do you know where they are available at only \$10.30 each net f.o.b.?
10. The Engineering Department released a new transmission cover—what does it feature—and when is it advantageous to use it?



PARTS & SERVICE MANAGERS' MEETING AT SMITH FARM EQUIPMENT CO., MARYVILLE, MO.

Organized by Mr. R. H. Mead, Kansas City Zone Parts and Service Manager, and in attendance at the first meeting were factory representatives, Mr. C. A. Tiffany, Technical Representative; Mr. George Shaw, District Manager in District 2; and D. M. Konkle, Parts and Service Representative.

The meeting made a tremendous hit with all the men, and the program, including films and discussion, presented by Allan Redden, of Carter Carburetor Corp., was an outstanding success, and we have scheduled a

series of meetings throughout the entire zone.

This meeting started early and lasted very late, because these men certainly wanted to squeeze all the information they could from the meeting.

Nothing stimulates these Parts and Service Meetings more than the actual meetings themselves. Today there is very little open territory in the country where these clubs have not been organized. Our congratulations and thank you, Mr. Mead.

FRONT SEAT ADJUSTMENT

The design of the front seats of all models in current production incorporates a provision for changing the position of the seat on the operating tracks to insure maximum comfort for the driver and front seat occupants. This feature is in addition to the standard adjustment range of four inches, which is available by merely raising the lever on the left side and moving the seat backward or forward.

To determine if the seat can be moved further in the

desired direction, remove the cushion and note which of the two sets of holes the four cap screws holding the seat frame to the tracks, pass through. If the rear set of holes is in use, the seat is in the forward position and by transferring the screws to the front set of holes, it can be moved rearward one inch, thus providing the maximum amount of leg room in the front compartment.



SERVICE VETERANS

The cameraman caught a solemn and serious moment on the occasion of presenting 20-Year Club Pins by Mr. Jack Gooch, Superintendent of the Factory Service Garage, to two members of the class of 1950 Service Garage. They are Mr. Howard Newcomb, Carburetor and Tune-Up Expert (center), and Robert Kallman of the Trim and Convertible Department (right). These boys are not only well known but well liked and respected for their splendid workmanship. Our congratulations.

SERVICE THAT SELLS

A dealer's success is predicated not so much upon the line he handles as it is on how he handles that line. Evidence of this fact may be seen on every hand in both the sales and servicing of practically every commodity.

The degree of owner satisfaction derived from any product in the field—in the hands of owners, determines its reputation and this is influenced, to a large degree, by the quality of service that follows the sale. Then if satisfactory performance of a product is assured by good service it is evident that the way is paved for resale. Here is a combination that goes hand-in-hand.

One day, not too long ago, Service was a pioneer—then it became a necessary evil, but today it is, beyond any doubt, a full partner of sales—beginning when the sale has been made and successfully finishing the job with a resale of the same product. No product is better than its service and most of us have heard the expression, "It's a swell car to own and drive but the service is rotten."

Your factory service organization has today made available to the men in the field the last word in service preparation and procedure. These are all practices that have proven effective in producing results, as Factory School Training—Special Tools, Bulletins,

Charts, and up-to-the-minute information on the product. However, there is something even more vital to Service Success.

This pertains to the service work aside from the mechanical—it is the careful and constant following of factory recommended owner follow-up—Direct Mail Campaigns and Poster Program. The courteous contact and fair dealing with owners—correct interpretation of factory service policy—these are things that only the Hudson Dealers have available for Hudson Owners.

Service and parts merchandising success is definitely based upon closely adhering to and following out those basic fundamentals that field tests have proven effective and which are made available to Hudson Dealers by the factory. There is no mystery or sleight-of-hand connected with building a firm and profitable service foundation, but a matter of following accepted principals.

We of the service organization must be service-minded—a desire to aid the owner—to amplify his pride in ownership—to reach out—ask him—and welcome him to a service program that we know is right. Hudson Owners have and will buy Hudson Cars over and over for the fifth, eighth, or tenth time in the future, as they have in the past.



PRODUCT IMPROVEMENT COMMITTEE

In August 1949 a Product Improvement Committee was organized here at the plant. All Factory Divisions are represented on this committee. These Divisions cover Manufacturing, Inspection, Engineering, Purchasing, Planning and, of course, Service.

It is the function of this committee to take a product complaint and most thoroughly analyze it, to establish where a correction must be made to obtain satisfactory results. As an example—the investigation might bring out that there has been a drop in manufacturing standards; or inspection procedure that must be promptly rectified; or it could be that we are not properly servicing the unit in the Field.

This committee operates with a secretary. A record is prepared of each meeting, and a registered complaint stays in the record, with weekly notations as to what is being done to obtain improvement, until such time as definite changes have been made that will eliminate the complaint.

This committee, starting in August 1949, held weekly meetings through June of 1950; however, since that time the meetings have been held twice a month—the reason for this being that a most definite accomplishment had taken place and it was not advisable to continue weekly meetings with the reduced number of complaints registered.

In order that the Product Improvement Committee may perform effectively, it is of vital importance that they receive accurate information from the Field on any difficulty. It is therefore essential that all Dealers support our efforts by advising us on product performance.

We supply a printed "Product Performance Report" which we ask all Dealers to use.

PRODUCT PERFORMANCE REPORTS

In the June 1950 issue of the Service Merchandiser, page 96, it was pointed out briefly the **IMPORTANCE** of completely filling out the "Product Performance Reports" and mailing them to the Factory promptly, on all conditions affecting the Product which requires attention or correction. It is important that we know the depth of the complaint, so if you have the same condition on more than one car, be sure all serial numbers are listed on the "Product Performance Report" and send in additional reports, if the same condition occurs on other cars.

When the "Product Performance Reports" are received at the Factory, the receipt of the same is acknowledged by post card. Then each day's receipts of "Product Performance Reports" are compiled with copies to all officials and department heads interested. A Summary is made up of the totals of each week's report and showing the total received from the Field.

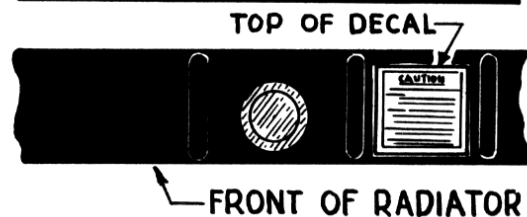
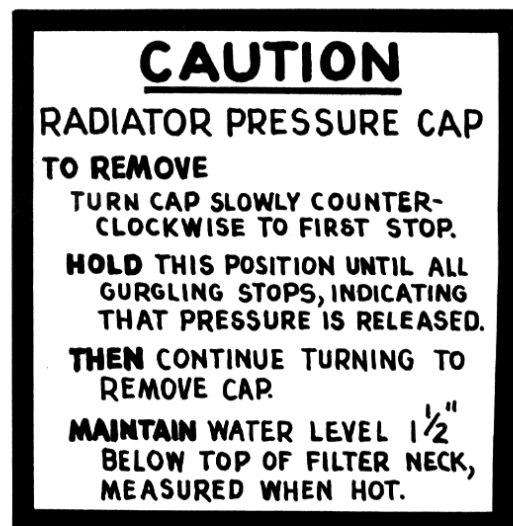
Copies of these also are sent to all officials and others interested. When the Product Improvement Committee meets, which it does every second Wednesday, the reports are carefully analyzed; therefore, these reports are the assignment for the Product Improvement Committee.

From the use made of the reports sent in from the Field, we cannot stress too strongly the importance of having every detail complete as far as is possible. Reports as **BROKEN** or **FAILED** or **INOPERATIVE** or **DEFECTIVE** are not conclusive. Tell us what led to the failure, if possible, so that we do not have to guess but can substantiate these reports.

May we have your cooperation in obtaining accurate product information.

RADIATOR CORE DECAL

For the present, all service radiator cores shipped to dealers will be without the radiator cap decal.



A quantity of decals have been mailed to all Zone Officers with instructions to include one with each radiator core shipped to dealers.

It is vitally important that this decal be attached to each core in the position shown in the illustration. Be sure to follow instructions printed on the back.

Many owners do not fully understand or may not have read this decal, possibly it may have been removed. Here is an act of service that is exclusively for Hudson Dealers: To raise the hood to inspect for decal which also gives the opportunity to check air cleaner, fan belt, engine oil and every underhood service requirement.



***As welcome
as water in the desert...***



**WIND AND RAIN DEFLECTOR
(BREEZIES)**

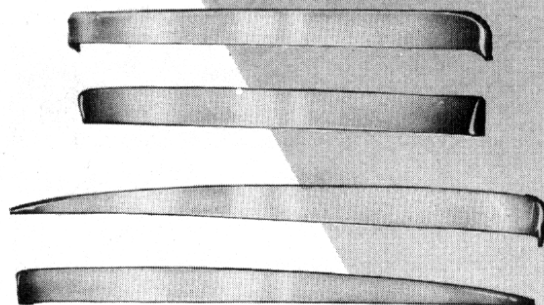
Directs a full stream of COOL AIR to the Seat Cushion and Floor of the car. All that Comfort for less than a dollar! Yet, a definite opportunity for dealers to **SELL IN VOLUME.**

**TRAFFIC LIGHT
VIEWER**

A "MUST" with the OUTSIDE VISOR. Clear plastic prism makes OVERHEAD TRAFFIC SIGNALS easy to see. Helps sell Outside Visors.

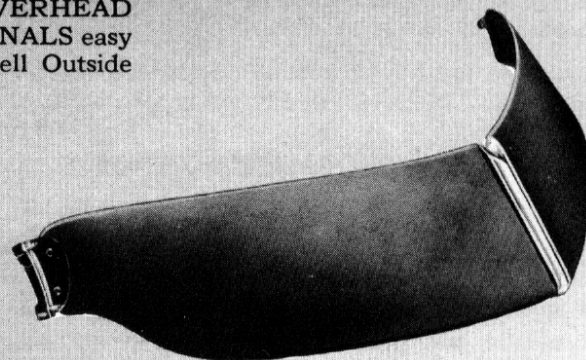
**FRONT DOOR VENT WING
SHIELD**

Custom Design allows vent wing to be opened for passage of AIR while RAINING. Has special "DRIP-LIP" to control water flow.



WINDOW VENT SHADES

Especially made to allow AIR to enter your car through WINDOWS while RAINING. Keeps Sun and Rain out—Lets AIR in. Many are sold for APPEARANCE alone.



OUTSIDE VISOR

For HOT summer days—and year 'round comfort, too—Protects eyes by reducing sun's glare—Keeps HEAT and sun's rays out of FRONT SEAT—Makes driving COOLER and more COMFORTABLE. Easy to install. Only Outside Visor designed exclusively for Hudson by Hudson Engineers.

HUDSON *Approved*
Custom Tailored
228

**A C C E S S O R I E S A R E
F O R Y O U R H U D S O N !**