HUDSON Service Merchandiser

Dedicated to the interest of field service, parts and accessory merchandising.

VOL. 3 No. 8 AUGUST 1951

POSTER FOR THE MONTH OF AUGUST

There is an increase in the percentage of car owners who are buying preventive service. More and more each year we find car owners reluctant to having their cars tied up which would point to the fact that the use of their cars is becoming more and more indispensable—this is one of the reasons that owners, for the most part, are receptive to having inspections and adjustments made in time to keep their cars efficient and at peak performance.

This 10,000 Mile Preventive Service covers a group of items that are vital to uninterrupted and efficient operation. These certainly should be taken care of at this mileage, if they have not already been done. Selling preventive service is sound—just as logical as replenishing engine oil or gasoline, when they are needed.

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN

SELLING SERVICE

Based upon extensive field experience, our Factory Service Manager, Mr. Glen S. Potter, outlines briefly those basic fundamentals vital to every service contact man.

Experience teaches us that dealing with all customers in a fair and friendly manner is an important factor in a successful service operation.

A friendly manner is demonstrated in the ability to get along with customers regardless of their attitude. Should the customer's attitude be unfriendly when he comes in for service then each one of us who contacts him must be friendly and have a sincere desire to be helpful.

In our contact with all customers we must make him feel—

1. He is welcome.
2. Regardless of how busy we may be, we are sincerely glad to see him.
3. We must be patient and courteous while listening to the customer.
4. We must thank him for bringing his business to us.

Everyone engaged in selling service must remember you are the connecting link between the customer and the dealership. As you are the person that tells the customer the quality of the work, the price for it, the availability of the parts and service the customer needs, therefore, we must constantly school ourselves to be fully qualified to build and maintain friendly relations with all Hudson Owners.

Among the qualifications for doing such a job is—

1. Knowledge of the product.
2. Selling service needs without overselling.
3. Being courteous and presentable.
4. Promoting harmony and teamwork.
5. Being diplomatic.

All of which adds up to the knack of handling customers successfully, and keeping them satisfied, happy and coming back.

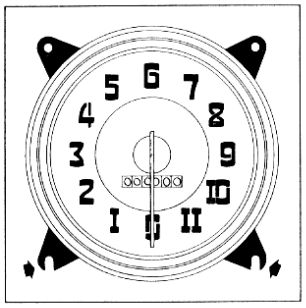
CYLINDER HEAD TEMPERATURE INDICATOR ELEMENTS

When installing a 1951 type engine or cylinder head on a 1948, 1949 or 1950 car, (6 or 8 cylinders), the cylinder head must be modified to accommodate the car's original equipment type temperature indicator element.

Redesigned gauges are used on the 1951 models which operate on a constant potential of 5 volts and require a different cylinder head element from that used on previous models. This new element is $\frac{1}{4}$" pipe thread diameter and is shorter than the $\frac{3}{8}$" pipe part used on the earlier models, which necessitates drilling and tapping the new cylinder head. If the proper cylinder head element is not used, incorrect gauge readings will result.

To install the original element in the new cylinder head, the hole in the left side of the head must be enlarged from $\frac{1}{4}$" pipe diameter to $\frac{3}{8}$" pipe size by drilling out the opening with a $\frac{37}{64}$" drill and retapping with a $\frac{3}{8}$" pipe tap. On six cylinder engines the location of the element is changed from the front of the head to the rear, which will require shortening the wire slightly to correspond.

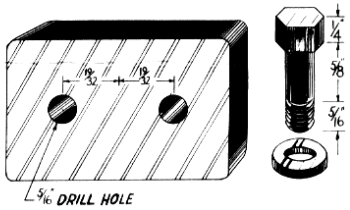
SUGGESTION PRIZE WINNERS



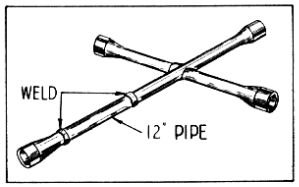
John Helegda, mechanic with Euclid Mayfield Motors, Inc., Cleveland, Ohio, hits pay dirt, first prize, with a suggestion which as he says "will be appreciated by mechanics everywhere," when replacing speedometer or clock on the 1951 Hudson.

Grind slots in the bottom two ears, start the bottom two screws then slide the instrument on the screws which makes it easy to locate and start the upper two screws.

Second prize is awarded to William Waterhouse, mechanic with J. M. Charles Hudson Co., 330 30th Street, Newport News, Virginia, on the following and we quote:



"In the larger Hudson Service Repair Shops where only one of each special tool is available, sometimes mechanics may have to wait their turn in order to use certain tools. One of these is the steering wheel puller. I have used the following on other makes of cars with equal success. Made from a piece of steel $\frac{5}{16}$" thick, $2\frac{3}{8}$" long and $1\frac{1}{2}$" wide, follow the diagram for other details."



Solving his problem and winning third prize, Dalford Huff, mechanic with Sloop Auto Sales and Service, High Point North Carolina, says—"In my work I have discovered that in using a regular lug wrench for removing the rear wheels of a Hudson, you cannot keep the wrench from hitting the paint.

"I have solved this problem for myself by taking a lug wrench, cutting it and then welding a $\frac{1}{2}$" pipe, 12" long to it, as illustrated in the diagram. By doing this, the wrench is longer, thus getting it away from the car so as not to scuff the paint.

"This has proved to be a great help to me, and I think it could be for others."

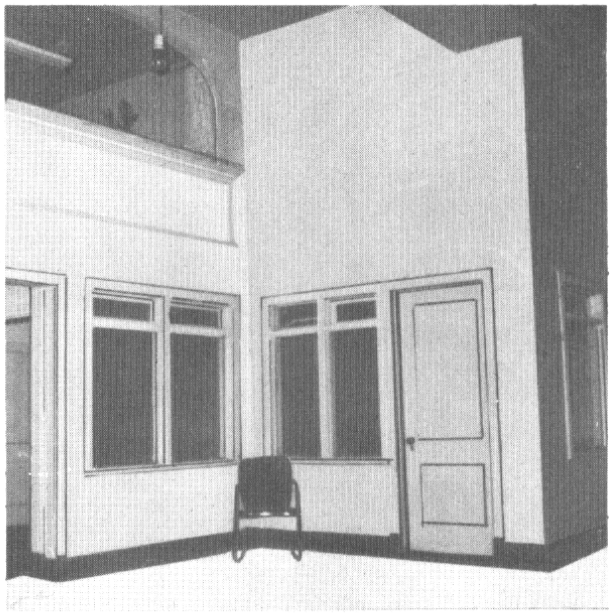
Congratulations to the winners. The Service Merchandiser thanks you for the interest you have shown in aiding other mechanics.

DRESSING UP A DEALER'S PARTS DEPARTMENT

These photographs illustrate what can be done to modernize and create customer appeal in a Parts and Accessory Department.

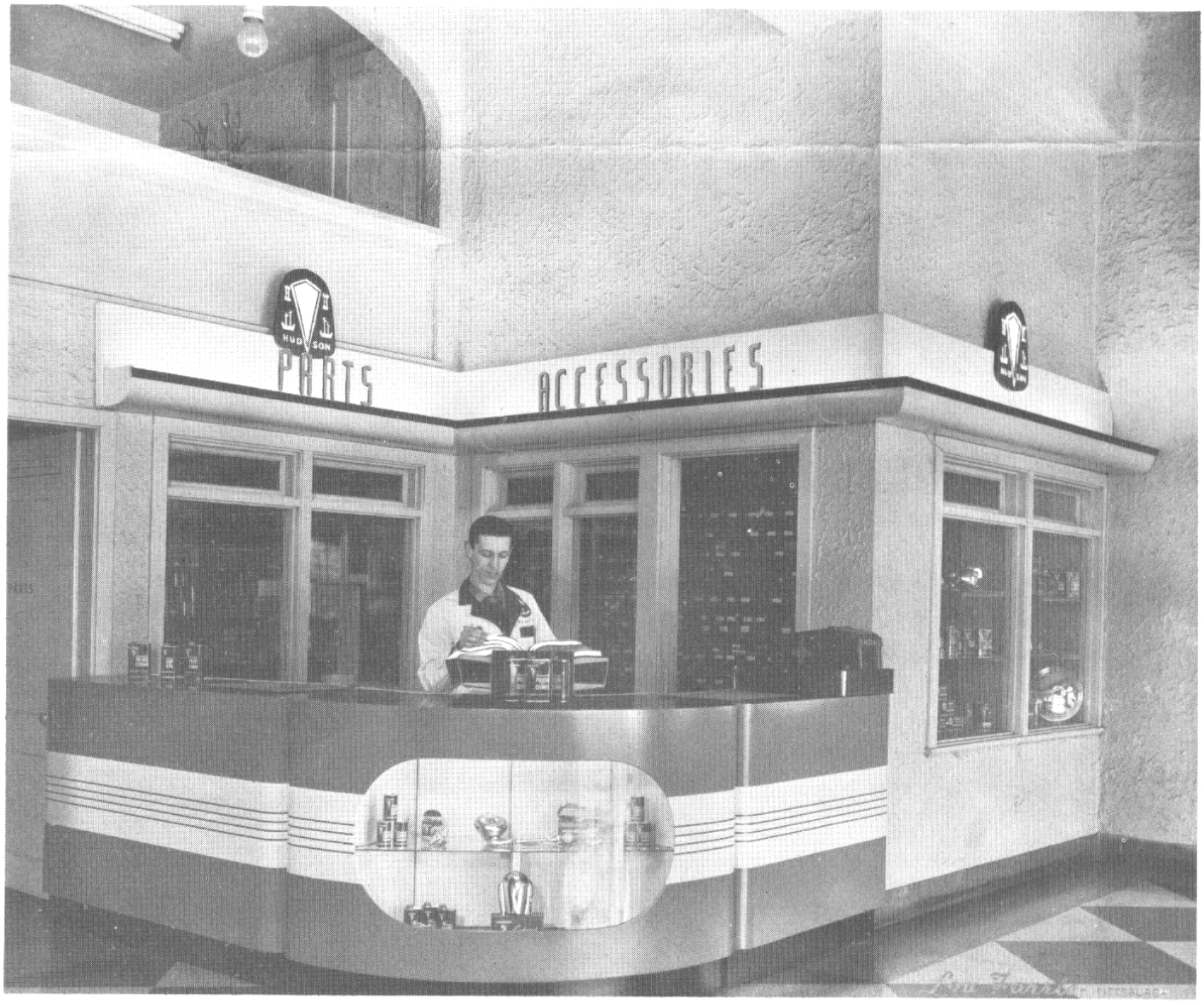
This is a good example of transforming at moderate expense a rather dull corner into real merchandising atmosphere.

Mr. H. Barkstrom, Parts & Service Manager of Pittsburgh Zone, who sent in these photographs of Harris Motors, one of the Pittsburgh Dealers, says "the real beauty of the department in actual color scheme is outstanding which, of course, does not show in the photograph. The entire layout being in two tone green combination plus the Hudson colors toward the top."



BEFORE

AFTER



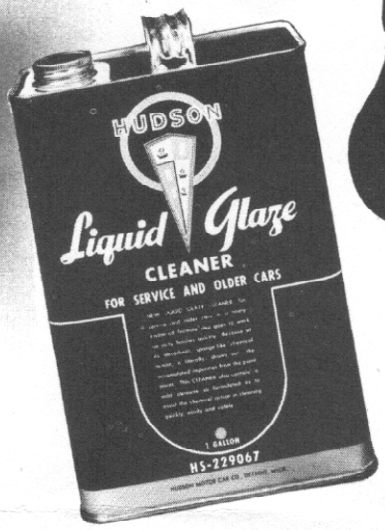
NEW Liquid

STEP 1

NEW CAR CLEANER, PART NUMBER HS-229066

For New Cars prior to Customer delivery. This is a non-abrasive Cleaner which is to be applied by **hand only.** It works fast and is especially formulated to remove all traces of oily film, rubber cement, undercoating and dried compounds. This Cleaner is all that is necessary for preparing a New Car for the application of the new Liquid Glaze Sealer.

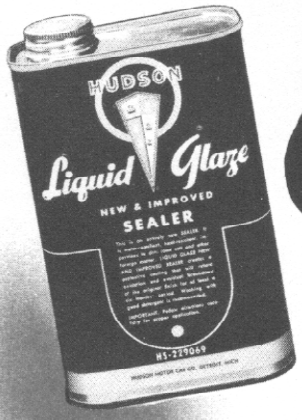
STEP 1



SAVES TIME!

SP

STEP 2



SEALER, PART NUMBER HS-23

This is an entirely new protective coat tha Silicone Oil and Carnauba Wax. The comb erties of these ingredients together w chemical constituents make this coating w lent, impervious to dirt, heat, road salt a oxidation of original finish.

"PROTECTION TREATMEN

Glaze Appearance Treatment

CUSTOMER SERVICE CAR CLEANER, PART NUMBER HS-229067

For cars in service 3 to 18 months, this absorbent, sponge-like chemical action Cleaner literally "draws out" the accumulated impurities from the paint pores. It contains a mild abrasive that assists the chemical action to clean quickly, easily and safely. This Cleaner when applied to washed surfaces that are not hot or warm may be worked with a buffer to remove oxidation and foreign matter which time and weather create.

After a thorough cleaning, this operation is followed by the use of Sealer, Part No. HS-229069, and Color Dress, Part No. HS-229070.

STEP 1

SUPER-SHEEN PASTE, PART NUMBER HS-229068

The creamy fast action of Super-Sheen Paste when used with Customer Service Car Cleaner is a most efficient and thorough medium for removing very heavy deposits of road film and oxidation. This paste when coated with the No. HS-229067, Cleaner, in proportions depending on the foreign matter to be removed, will effectively clean badly weathered cars with heavy films of road scum.

After a thorough cleaning, this operation is also followed by the use of Sealer, Part No. HS-229069, and Color Dress, Part No. HS-229070.

PARKLES WITH LASTING ENDURANCE!

-229069

t that contains
combined prop-
er with other
ng water repel-
alt and retards

STEP 3

COLOR DRESS, PART NUMBER HS-229070

This oil cream emulsion smooths the Sealer and brings out the depth of color of the car's finish. This final operation results in a smooth glass-like appearance with uniform high lustre. The Color Dressing also removes all traces of the Sealer powder from mouldings and crevices.

NT FOR ALL CAR FINISHES."

QUESTIONS AND ANSWERS

Answers to the following questions, taken from past numbers of the Service Merchandiser, will be shown in this column in the September Issue.

1. What is the new feature of the temperature gauge on all 1951 cars?
2. For what purpose is the adjusting knob at the left side of heater?
3. What may cause breakage of the plastic indicator mounted on transmission Hydra-Matic control tube bracket? How is it corrected?
4. On what cars is the speedometer cable drive reducer assembly used and why?
5. How is the Series "A" rear compartment door lock adjusted?
6. How may a rattle at dash ash receiver Series "A" be corrected?
7. How is the Series "A" rear compartment door lock cylinder and housing removed?
8. Beginning with Series "A" production what important change was made with respect to heater water circulation?
9. What may cause double vision in the windshield or rear window?
10. At what mileage periods should the oil in the Hydra-Matic Drive Transmission be drained and refilled?

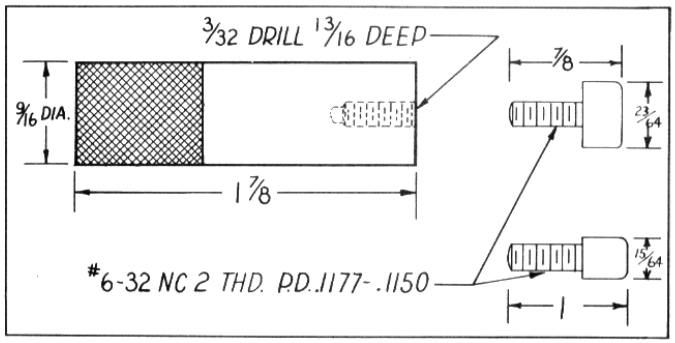
The following are the answers to questions in the July Service Merchandiser.

1. Details of the change in Hydra-Matic band adjustment are covered on page 170, March Issue.
2. Serial numbers of Hydra-Matic transmissions are stamped on a metal plate riveted on the right side of case. When the number is given we are enabled to trace the assembly of the unit in production. Page 173, March Issue.
3. Should the air vent of a Gas Tank Filler Cap be found to be blocked or restricted, it may be relieved by forcing the inner baffle away from the opening, page 170, March Issue.
4. See illustration and details on page 171 of the March Issue.
5. When the Filter Cartridge becomes obstructed, it does not function efficiently. It should be replaced with a new one at 4 to 6 thousand miles, depending upon conditions of operation.
6. The springs (6) in first Torus Cover Assemblies were all of the same length. These were changed to pairs of three different lengths. Page 160, February Issue.
7. The diameter of the valve opening and the snap ring were changed—see illustration and text, page 160, February Issue.
8. See illustration and text on page 164, February Issue.
9. A fixture for disassembling and assembling the 9 or 10-inch clutch may be procured from the Service Development Co., 20245 Kingsville, Detroit 24, Michigan.
10. A transmission cover featuring an oil trough to facilitate lubrication to the Overdrive Unit is illustrated and described on page 164, February Issue.

VACUUM VALVE SEAT TOOL

The vacuum valve seats of the Drive-Master and Vacumotive Drive solenoids should be smooth and true, in order to hold a vacuum.

Illustrated below is a tool designed and used by Mr. Schisler of the Factory Service School, in such instances where inspection indicated some irregularity of the valve seat and there was a tendency to sluggish action, when all other conditions were found to be right.

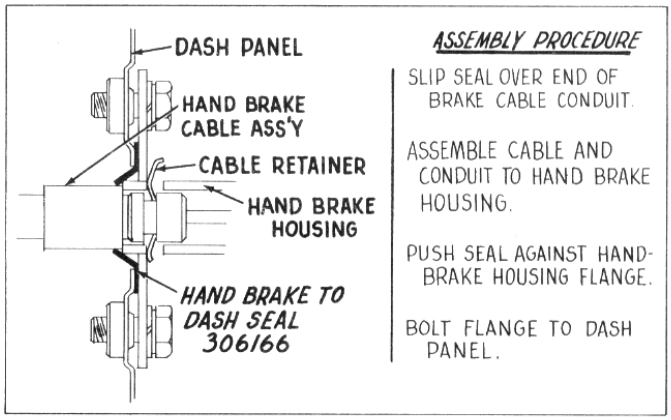


The pilots are of two sizes to fit the openings of the vacuum valves. A flat disc of abrasive paper, with the cutting side down, is placed between the pilot and the body of the tool.

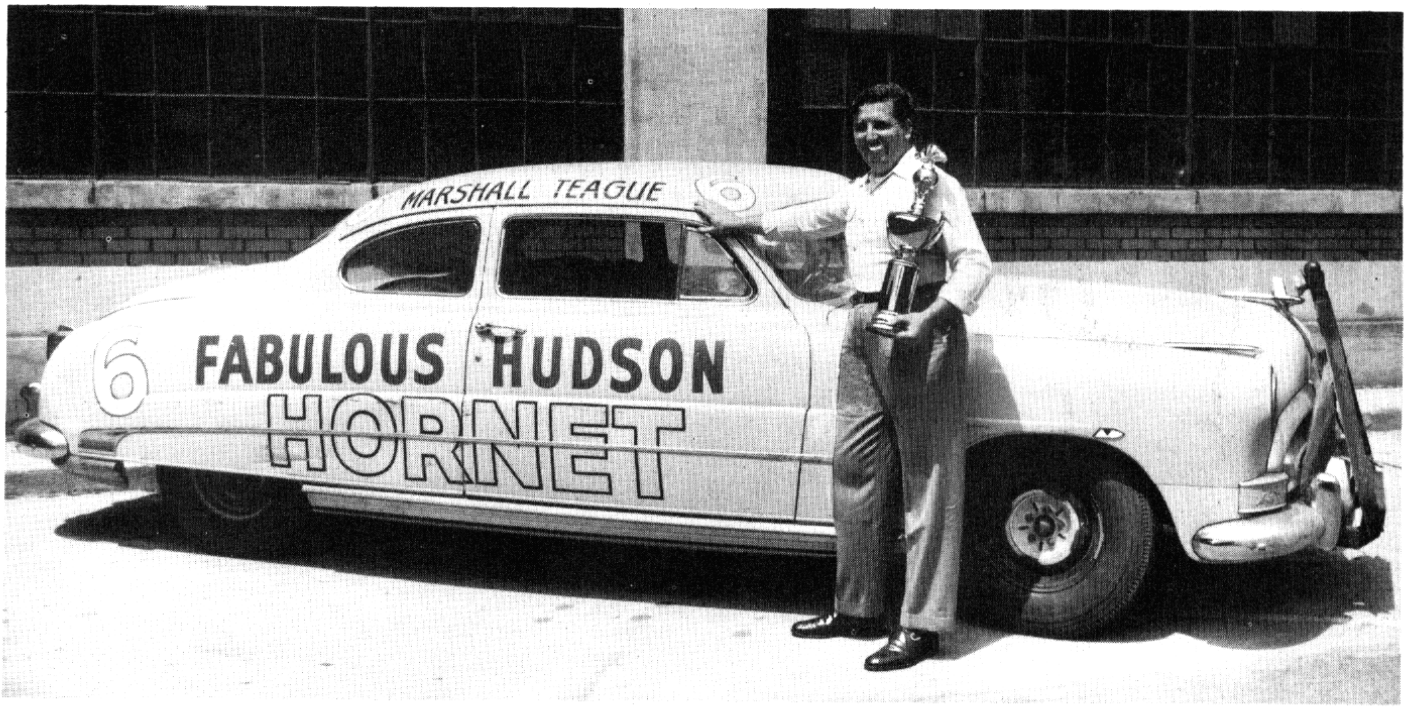
Some vacuum valve seats were not machined but fairly smooth cast—these show a decided improvement in action when cleaned up to a true seat. Should the check valve be of fibre it should be replaced with one that has a rubber liner vulcanized to each side.

HAND BRAKE TO DASH SEAL

Engineering has recently released a new rubber Hand Brake to Dash Seal part number 306166 to be assembled between the Mounting Plate of the Hand Brake Assembly and the Dash (body front end panel) to prevent water from entering the passenger compartment at this point.



Illustrated above is the seal in position between the Mounting Plate and rear of Dash Panel.



VICTORIOUS HUDSON HORNET

Marshall Teague, Daytona Beach stock car racing ace, has driven his "Fabulous Hudson Hornet" to more victories in the championship stock car races, sponsored by the National Association of Stock Car Racing, than any other driver.

His Hornet Club Coupe is a standard car with no special equipment except reinforced wheels and hubs, permissible in stock car racing.

His latest win was in Grand Rapids, Michigan, July 1, when he won the 21-car race. Another Hudson Hornet, driven by Dick Rathman of Los Angeles, finished second. Rathman now has finished second in three races in which he has entered his car. He won at Dayton, June 24; Grand Rapids, July 1; and Bainbridge, July 8. Another Hudson Hornet driven by Lou Figero also placed first on July 1 at Carrell Speedway in Gardena, California.

Teague first drove his Hornet to victory in a hotly contested 160-mile race over a gruelling beach and road course at Daytona Beach on February 11. He averaged 82.39 miles per hour.

Again Teague demonstrated the durability and stamina of his Hudson Hornet in winning on a tortuous half-mile oval at Gardena, California. This race also served to disprove the common belief in racing circles that a car with a longer wheel base cannot successfully compete on a short track. Teague further amazed the stock car racing fraternity by bringing his Hornet home in front in races at Phoenix, Ariz., and Canfield, Ohio. He now stands third in point ratings of the National Association of Stock Car Automobile Racing and has won more races than any other single driver.

The 29-year-old Air Force veteran attributes his success to Hudson's unique "step-down" design and low center of gravity that gives him distinct advantages on the turns. Also he freely praises the mechanical durability of his Hornet which enabled him to run most of his races without a pit stop.

Standing beside his Hudson Hornet, in the above picture, Mr. Teague is holding trophy presented to the winner of the 100-Mile NASCAR at Canfield Speedway, Memorial Day, 1951.

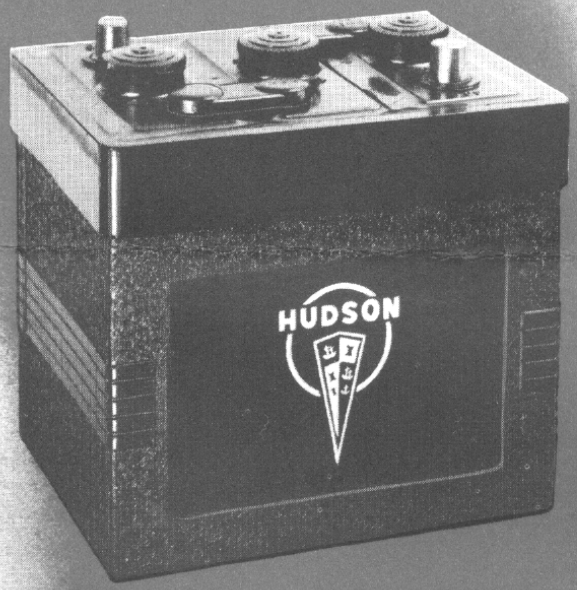
REAR COMPARTMENT DOOR STRIKER ADJUSTMENT

Some reports have been received from the field to the effect that the rear compartment doors have become unlocked when the cars were driven over rough roads.

Investigation of this condition reveals that incorrect adjustment of the striker, resulting in the latch not engaging the striker sufficiently, is generally responsible. The correction is simple and merely requires readjustment by loosening the two cap screws holding the striker plate in position; then tapping the striker upward slightly which will permit the latch to enter the striker slot fully.

When properly adjusted, it should be possible to obtain a slight up and down movement of the compartment door in the locked position by forcing the door downward with the hands and compressing the rubber weatherstrip.

Did you say . . . the New Hudson Batteries . . . are Premium Batteries?



1. Hudson Batteries . . . have hard rubber cases to provide higher tensil strength and minimum acid absorption.
2. Hudson Batteries . . . have one-piece cell covers. Lead insert bushings reduce element vibration and form a positive leadweld, acid-tight seal between cover and post.
3. Hudson Batteries . . . have specially designed terminal posts and interior cell connectors . . . built to carry the capacity of the battery with minimum voltage drop. Posts and connectors are also designed to withstand heavy amperage drain.
4. Hudson Batteries . . . are individually pressure tested to detect imperfect sealing, cracked cover cases or interior cell partitions.
5. Hudson Batteries . . . feature the square water level which eliminates battery corrosion due to over-filling.
6. Hudson Batteries . . . before shipment are subject to the three meter cell test for determining the condition and state of charge of each cell. This assures Dealers of receiving only fully charged batteries.
7. Hudson Batteries . . . are provided from twelve strategically located factories, assuring the Hudson Dealer and his Customers of receiving only . . . FACTORY FRESH BATTERIES. Hudson Dealers can request 24-hour delivery on battery orders if so desired.
8. The most modern equipment and thoroughly trained personnel are employed to produce the all new Hudson Batteries.
9. A Hudson Battery for almost every make and model car.

No! They're Premium Plus!

FACTORY FRESH . . . FACTORY FRESH . . . FACTORY FRESH . .