

# HUDSON

## *Service Merchandiser*

Dedicated to the interest of



field service, parts and accessory merchandising.

VOL. 4 NO. 1

JANUARY, 1952



The above is the home of the new Denver Distributor, Lowen-Thomson-Brown, Inc., at 1300 Lincoln Street, Denver, Colorado, who recently joined the Hudson Organization.

The group shown is the Parts and Service Organization of this new Distributor. We can't call them all by name, but we can point out "Swede" Ahlstrom, Service Manager and "Joe" Lambrecht, Parts Manager. "Swede" is in the front row, extreme right. "Joe" is in the front row, fourth from the left. Our best wishes for the success of this new organization.

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN



#### SERVICE DEPARTMENT'S NEWEST ARRIVAL

We are pleased to introduce to you Mr. C. K. Patrick, recently appointed to our Parts and Accessory Merchandising staff. Mr. Patrick replaces Mr. R. M. MacDonald who resigned sometime ago to engage in other activities.

Under the direct supervision of Mr. C. C. McKellar, Manager, Parts and Accessory Merchandising, Mr. Patrick will devote his entire efforts to the development of Accessory Merchandising Programs. He has had extensive experience in the automobile merchandising and advertising field.

We believe that he will be of great assistance to the Hudson Field Organization and we are happy to have Mr. Patrick with us.

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#### BATTERY AND CABLE CONNECTIONS

Investigation of reports received from the field of complete failure of the electrical system while the car was being driven, has pointed out the need for more frequent inspection of the condition of the battery, ground strap and cable connections. This detail assumes greater importance at this time of the year due to lowered battery efficiency in cold weather and the increased demand made on the electrical system through more use of the headlights and heater and greater current requirement of the starter in cranking a cold, stiff engine.

To forestall owner complaints and the dangers attendant upon sudden failure of the electrical system, make it a point to carefully check not only the condition of the battery itself but equally important, the battery terminal connections and those of the starter cable and ground strap. Do this during each new car inspection, tune-up, and whenever the operation of the car indicates an interruption in the current supply.

In the operation, do not trust a visual inspection alone but remove the cable and ground strap from the bat-

tery posts and clean both the battery posts and the inside of the cable and strap connections. A handy tool for doing this work is the Part No. KMO-505 Battery Terminal Cleaning Brush, available from our service tool source, the Kent-Moore Organization, Inc. This little tool is inexpensive and does an efficient cleaning job in a minute or two. Corrosion products deposited on the battery posts and connections, due to electrolyte seepage, greatly impede or prevent the flow of current to the electrical system.

Also remove the ground strap and examine the connections at the battery carrier and at the front engine mounting. Make sure they are free from rust and corrosion and use external tooth lock washers between ground strap and nuts to insure a good metallic contact.

Before replacing the ground strap, coat the contact surfaces as well as the battery posts and terminals with grease to retard corrosion. Also try the starter cable connections for tightness at both sides of the starter solenoid and at the starter.

## MEET BILL SMITH



Service Manager for Lincoln Highway Garage, Hudson Dealer at Rawlins, Wyoming. His record is a most admirable one—with Hudson continuously for 30 years—and with the same dealer!

Needless to say, Bill likes Hudsons because, as he would tell you, they are designed and built right and one of the best liked cars to service in the field.

We join with Bill's many friends in congratulating him upon this very fine record of service.

Answers to the following questions will appear in the February Service Merchandiser.

1. The fuse used for the overdrive relay should be 15 amperes. True or false? \_\_\_\_\_
2. The condition of jumping out of overdrive to conventional can be traced to the governor or the wiring to the governor. True or false? \_\_\_\_\_
3. The condition of an overdrive not engaging each time on deceleration (above the cut in speed) is usually due to electrical failure. True or false? \_\_\_\_\_
4. A burned out relay can be traced to one of the following: (check one)
  - (a) Bad governor? \_\_\_\_\_
  - (b) Control switch? \_\_\_\_\_
  - (c) Shorted solenoid or ground wiring between solenoid and relay? \_\_\_\_\_
5. Give two reasons why it will not shift out of overdrive, below 16 to 21 M.P.H.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
6. Give two reasons why it will not shift into overdrive above cut in speed.
  1. \_\_\_\_\_
  2. \_\_\_\_\_
7. The same governor switch is used on cars equipped with overdrive as is used on cars with Drive-Master. True or false? \_\_\_\_\_
8. In overdrive the engine R.P.M. is 25%, 27%, 30% slower than in direct gear at the same car speed? \_\_\_\_\_ 11-4
9. The throttle switch and accelerator switch are one and the same. True or false? \_\_\_\_\_ 11-5
10. Where can you find information on proper procedure of checking overdrive electrical units?

Following are the answers to the questions in the December issue of the Service Merchandiser.

1. False. Only an E. P. gear lubricant should be used in the Transmission and Overdrive. S.A.E. 80 for winter and S.A.E. 90 for summer.
2. False. It is necessary to disassemble the entire Transmission to remove the Overdrive Assembly. The two units must be removed or installed together.
3. False. The purpose of the Transmission Main Shaft Stop Ring is to prevent overshift in high gear which results in premature wear of the shift sleeve and fork. See page 7 Service Merchandiser.
4. True. Transmission and Overdrive may be removed as a unit, either from above or beneath the car, except Pacemaker which must be removed from beneath the car.
5. False. It is necessary to remove the control shaft taper pin in order that the control shaft clears relief in shift rail. 10-15.
6. False. It is in order to check and adjust as required, both the gear shift lever and the control wire fulcrum at lower end of steering column.
7. False. The overdrive shift rail must be assembled in the relation shown in Figure 5, Sec. 11-18 Procedure Manual.
8. False. It is necessary to align the overdrive adapter with housing—during installation, using OD Aligning Pilot, J-4149.
9. False. The main drive gear stop ring can not be installed on all transmissions not so equipped at the factory, due to insufficient clearance between the constant mesh gear and the direct drive gear teeth.
10. False. The correct torque for the companion flange nut is 90 to 100 foot pounds.

## CHROME PROTECTION—1952 MODELS

### RESTRICTIONS REQUIRE NEW PLATING METHODS—

Governmental restrictions, resulting from the shortage of critical materials required for the defense effort, have necessitated the adoption of new plating specifications by the entire automotive industry for chrome and other bright work.

**DIFFERENT APPEARANCE—**The new "Copper Chrome" finish which is now being used, calls for smaller amounts of the scarce metals and the parts carrying this plating can be distinguished from those plated by the earlier conventional chrome plating process, by the slightly different, satiny finish. Since the "Copper Chrome" parts will not withstand prolonged exposure, they are coated with clear, baked-on enamel for protection.

### CLEANERS AND ABRASIVES MUST NOT BE USED—

Bright work, plated according to the new regulation (N.P.A. ORDER M-14) also requires different treatment and the use of soaps, cleaners, abrasives and polishes *must be avoided* to prevent damage to the enamel coating. Buffing wheels, of course, *should never be used*.

**WASH PROMPTLY UPON ARRIVAL—**As soon as the new car is received, it should be carefully washed to remove all traces of salt, dirt, etc. which may have accumulated in transit. After washing, apply a good coat of Hudson Wax (Part No. HS-111939) to the parts for protection. This must be done by hand avoiding unnecessary pressure which might damage the enamel.

**USE WAX ONLY FOR PROTECTION—**Hudson Wax is the only material that should be used on the new bright-work and if properly applied, will adequately protect the "chrome" during storage. When the car is taken out of storage and washed before delivery to the purchaser, the waxing treatment should be repeated.

## BUSINESS GETTER

Walt Saylor of Taylor Motor Company, San Diego, California, tells us that the penny post card (now 2 cents) outlined below was a business getter.



To quote Walt, "We mailed 5,000 of these and our Parts and Service Sales hit new highs. Suggest other Dealers do likewise as a number of new customers who have been doing business elsewhere was gained and also helped us keep several owners in the Hudson Family."

Why don't you try it? Remember the old saying—"Nothing Ventured—Nothing Gained."

## MAKE IT EASY FOR THEM TO DRIVE IN

Is the driveway to the Service Entrance hard surfaced and inviting?

Are the entrance and exit doors wide enough for the customers to drive in and out without rubbing the fenders?

Remember, much business can be lost if owners find it difficult to see and approach the Service Entrance. **MAKE IT EASY FOR THEM TO DRIVE IN.**

## DOOR POCKET MOULDINGS

We have received an idea from the field on removing paper from the Door Pocket Mouldings.

This "tip" says that heat is the answer. Use either a soldering iron or portable traveling iron set for either nylon or wool.

Run the iron slowly across the paper after removing the ash trays. This heats it and the paper is then removed easily.

Use Naptha cleaner to remove the glue left on the chrome.

## TO THE BOSS—SHOP VENTILATION

Winter is here and the problem of heat and proper shop ventilation is at hand. Suitable ventilation is most essential in the shop—

It contributes to healthy working conditions.

It increases employee efficiency and reduces the time lost by absenteeism.

Be sure the shop ventilating equipment is being used every day.

Following the reorganization of the Werstein Motors, Inc., a Michigan City, Indiana, Dealership, a letter was sent to each Hudson Owner in that territory and we quote a paragraph from the letter, which we feel is the expression of a good business policy.

"In keeping with the high servicing standards of the Hudson Motor Car Company, our first consideration will be to provide you with the finest facilities and staff available to properly service and maintain your car, and to guarantee the workmanship and parts to your complete satisfaction."

We believe, and it has been demonstrated repeatedly, that such a service program will lead to a profitable service operation, and more New and Used Car sales.

We congratulate Werstein Motors, Inc.



# 1952

## NON-INTERCHANGEABLE PARTS ORDER PADS **ARE READY!**



Listing . . . Part Numbers . . . Description . . . Model Identification  
. . . of the most important new parts.

Use this pad to order your stock of the New Non-Interchangeable  
1952 model parts . . . be in a position to repair these models  
promptly.

Your Zone or Distributor Service Representative will assist you  
in selecting your initial inventory of new parts.

## Order Your 1952 Non-Interchangeable Parts NOW!



## PAINT CARE

**NEW CAR APPEARANCE**—In the preparation of new cars for delivery to owners, for demonstrator use, or for showroom display, the matter of appearance is obviously of first importance and if the owner or prospect is to be favorably impressed, the clean-up work involved in getting the car ready must be carefully and thoroughly done.

### CAREFUL WASHING AND POLISHING A MUST

—Appearance conditioning starts with the washing of the car followed by a polishing treatment when necessary to bring out the beauty of the finish and protect the surface against the elements. Hudson cars are finished in high grade lacquers which, when given proper preliminary and maintenance treatment, will give satisfactory and lasting service. Like all finishes, lacquers require some time after application to harden or set and while this aging process is going on (approximately first 60 days), extra care must be used when washing and polishing to avoid permanent damage to the finish.

### WASH CAR UPON ARRIVAL—SURFACES MUST BE COLD

—Dirt, soot, grit and other foreign matter which accumulates on the finish during transit and storage, has a detrimental effect and it is therefore important that the car be washed as soon as possible after arrival. Washing should be done with cold or slightly warm water and never in bright sunlight or while the metal surfaces are hot.

### USE PLENTY OF WATER—AVOID SCRATCHING

—The washing operation should tend to lift the dirt from the surface rather than rub it in. Use a sponge or washing mitt and keep the surface flushed with plenty of water applied ahead of and not behind the sponge or mitt. This will minimize abrasion or scratching from the dirt. Ordinarily, washing with water alone will bring out the original luster and shine.

**DO NOT USE SOAP**—If, however, the car has been exposed a long time or the finish is spotted or greasy, a detergent cleansing agent such as *Hurricane Luster Shampoo* (Part No. HS-207199) should be used in the water to remove the accumulations. Never use soap for car washing as this causes streaks and deposits a film on the finish which is difficult to remove without abrasives. After washing, rinse off car thoroughly, using a hose and clean water.

**POLISH WITH LIQUID GLAZE**—If careful washing does not satisfactorily restore the original luster and beauty of the finish, the car should be polished with Liquid Glaze. When polishing a new car, particular care must be taken to prevent damage to the finish while it is in the "green" state and aging.

**PREPARE SURFACES WITH CLEANER**—In the polishing operation, Liquid Glaze Cleaner (Part No. 229066) is first applied. This will take off any traces of film or dirt that were not removed in washing and prepare the surface for the Liquid Glaze Sealer. The cleaner should be used by saturating a folded cloth and applying it to the car in 3 x 5 foot sections, wiping off each section before it dries with a dry, absorbent cloth. The application and drying should be done *by hand only*.

### FOLLOW WITH SEALER—APPLY BY HAND

—Following the use of the cleaner, Liquid Glaze Sealer (Part No. 229069) should be applied. This is done by pouring the sealer on a dry pad and spreading it over the surface thinly in long strokes. Allow it to dry thoroughly, then briskly wipe entire surface *by hand* with a clean, soft cloth.

### COLOR DRESS APPLICATION COMPLETES JOB

—The final step in polishing the new car consists of applying Liquid Glaze Color Dress (Part No. 229070) which is designed to smooth and harden the sealer, give a high, lustrous finish and remove traces of the sealer from moldings and crevices. It is applied by pouring a small amount of the material on a pad of cheese cloth which has previously been moistened in water and wrung out. Wipe dry with clean cheese cloth while liquid is still moist, to bring out the full luster. This completes the polishing operation.

### AVOID HEAVY PRESSURE ON "GREEN" FINISH

—The application of the foregoing materials should be done by hand, using moderate pressures to avoid damaging the "Green" finish. *Do not use a buffer.*

### USE PASTE CLEANER ON OLDER CARS

—If the car has been in storage or exposed to the elements a considerable length of time and the finish shows sign of deterioration, use Liquid Glaze Super Sheen Paste (Part No. 229068) after washing instead of the cleaner. This material, which does a faster cleaning job, may be used on such cars since the finish has had an opportunity to harden and set.

### SMALL BUFFING WHEELS RECOMMENDED

—On cars where the finish has aged and the paint has set, a buffer may be employed in the polishing operation. The use of the buffer, however, should be confined to skilled and careful workmen and equipment using the smaller sizes of buffing wheels is recommended. An 8" wheel is the maximum size that should be used and even this requires expert handling to avoid going through the lacquer into the primer.

**SELL LIQUID GLAZE TREATMENT**—To insure owner satisfaction and forestall complaints of poor finish, it is recommended that Hudson Dealers make every effort to sell the new car purchaser the Liquid Glaze Treatment before he takes delivery of his car. He should also be sold on the advantages of having the dealer repeat this protective treatment at six-month intervals thereafter.

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**Hudson  
Auxiliary**

# FLOOR MATS



Protects floor mats from the wear and gouging caused by the driver's heel while operating foot controls.



Protects the carpeting from mud, slush and grit.



Easy to clean with its parallel channels. A quick shake—floor is clean again.

This is a fast-selling accessory that sells itself. Display auxiliary floor mats in your service department and show rooms. Order your supply now.

A HUDSON *Approved* ACCESSORY