

# HUDSON

## *Service Merchandiser*

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



VOL. 4 NO. 10

OCTOBER 1952

**...the best  
service  
advertising  
in the  
business!"**

**SNAPPY WEATHER AHEAD!**  
YOU'LL NEED BRILLIANT, SAFE  
LIGHTS—SNAPPY STARTING

**ELECTRICAL  
ADJUSTMENT**  
Our Scientific  
TESTS  
Assure Accuracy

BATTERY • GENERATOR  
STARTER • DISTRIBUTOR  
VOLTAGE REGULATOR  
SPARK PLUGS • COIL  
LIGHTS AND HOISTS  
WIRING AND CONNECTIONS

At a price that says  
"DO IT NOW!"

**HUDSON  
PROTECTIVE  
SERVICE**

Keep your car on its toes—  
prolongs its life and saves  
operating expense

Avoids costly repairs that  
are caused by neglect

**COSTS LESS THAN YOU THINK**

**LOW-COST MAGIC ON YOUR  
KEEPS CAR VALUE**

**LIQUID  
GLAZE  
BEAUTY**

We remove dirt  
Glaze Cleaner,  
a gleaming, wa-  
coating of Liq-  
Sealer. It's a b  
our price!

**SAVE YOUR  
TIRES!** Use our  
speedy rotation  
service every  
3,000 miles.

BEAT THE LAST-MINUTE RUSH! OUR SHOP IS ALWAYS READY TO GIVE YOUR  
CAR THE REASONABLE, COMFORTING, & NEARLY NEW, HUDSON WEATHER  
AHEAD! OUR LOW-COST SERVICE HANDLES EVERYTHING ON ONE VISIT!

**YOUR FIRM NAME HERE**  
Your Address Here      Your Phone Number      City, P.O. Zone, State

Advertising is the sole medium of creating business—of interesting prospects.

It is a fact that those Dealers who enjoy the largest volume in their field, not only advertise widely, but also greater proportionately than that of the smaller business.

There is no substitute for highly efficient direct by mail advertising prepared by experts. It is a selling aid that packs a punch.

This type of advertising always produces results.

**Let's be sure we in the Service Department back up this Service advertising of your Dealer with first-class work.**

HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN



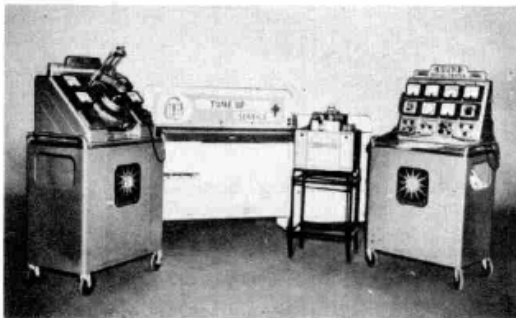
## SERVICE MANAGEMENT

(Continued From August)

Color has pulling power. Be sure and keep it working for you. People like to do business not only where they are treated well, but also where they can enjoy the beauty of color. Keep the Shop and Parts Department colorfully painted and clean. Your Service Representative has color combination charts that you may study and choose from.

### EQUIPMENT—DEPARTMENTALIZED:

So there may be no misunderstanding about what is meant when the term Departmentalized Equipment is used, we show you an illustration of a motor tune-up department.



Here are grouped, the Motor Analyzer, the Distributor Tester, Spark Plug Cleaner and a bench. The reason for such a grouping of allied equipment is to have them in full view of the customers. A well equipped shop attracts their interest, it builds confidence and it provides an efficient and economical operation.

In every Dealership there should be five basic departments, namely: Lubrication, Tune-up, Wash, Appearance and General Repairs—each one necessary to serve your car owners efficiently and thus increase the profits of the business.

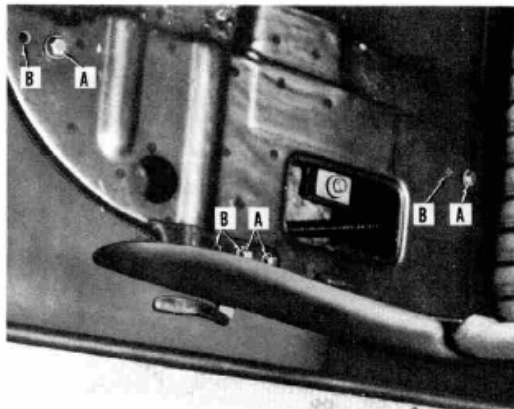
346

In larger Dealerships, there should be, in addition to the above mentioned five departments, Front End, Body and Paint, Brake and Electrical Departments, all of which can be used to advantage if you aggressively solicit profitable service work. Departmentalize—Keep your equipment clean, modern and in full view of your customers.

### FRONT SEAT ADJUSTMENT

The Front Seat Pans of all Hudsons—1948 to 1952 inclusive—are provided with extra bolt holes for securing the pan to the track so as to permit of changing the front seat adjusting range an extra inch forward or rearward.

In production the front seat is mounted in the forward position, as is shown in the sketch below. Removal of all bolts marked "A" and shifting the Seat Pan back so that they engage the track bolt holes through openings "B" (at both the right and left sides) permits of one inch more seat adjusting range to the rear. Those two bolts securing the front seat adjusting handle must also be shifted in order that the adjusting control remains in the same relation to the track.



Here is a very important sales point to prospects that may desire more leg room. Also some of your present Hudson Owners may prefer the increased leg room. A timely lubrication of the track and a check of the efficiency of the assist springs is in order.

### CARBURETOR ICING

A momentary formation of ice or heavy frost on the Carburetor Throttle Valve (Butterfly Valve) when starting and during early warm-up period, when there is a high percentage of moisture in the air has been known to exist in automobile engines for some time.

Under extremely humid atmospheric conditions, this icing may occur during temperatures of from 25 to 70 degrees Fahrenheit, the effects of which is a tendency of the engine to stall easily, particularly when stopping at a traffic light or street intersection.

This information is for all concerned,—so that on reports of frequent stalling, overhauling the carburetor will not be resorted to, nor will the throttle be set up to a point where the engine idle speed is excessive.

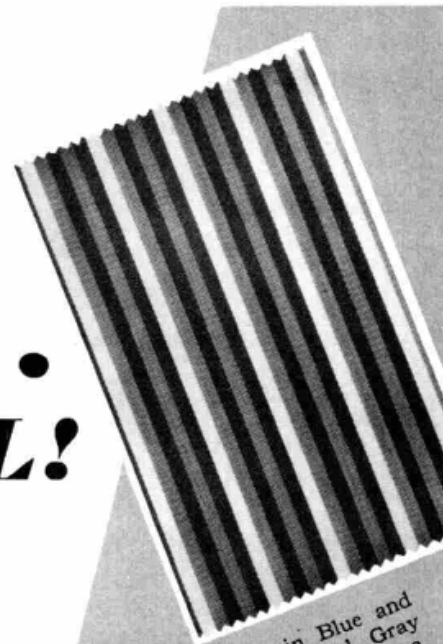
# Styled FOR HUDSON... and priced to **SELL!**

## HUDSON'S NEW SARAN-PLASTIC SEAT COVERS...

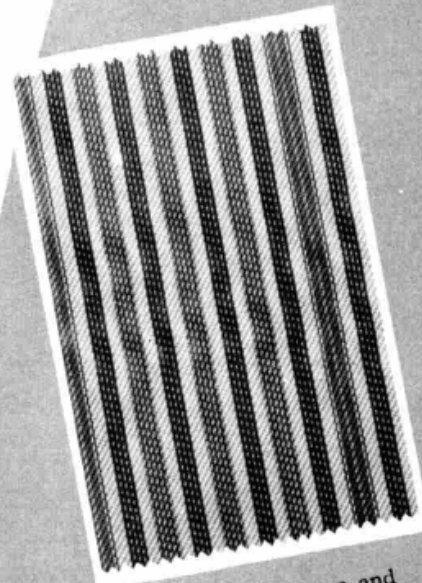
offer color schemes in a medium brown-red plaid or three eye-appealing Candy Stripe combinations of Blue and Gray, Green and Red or Gray and Red.

Sales features of the new Hudson Saran-Plastic Seat covers are:

1. Fabricated from the highest grade of Saran-Plastic material available.
2. Material will not fade when subject to sun or other elements.
3. Easily cleaned with soap and water, removing of covers is not necessary.
4. Material is closely woven to reduce damage to fur coats and clothing from becoming shiny.
5. Saran-Plastic material extends to the forward edge of the seat cushion assuring greater comfort for both summer and winter driving and is trimmed in a rich (dull finish) quilted plastic, matching the Saran-Plastic pattern.



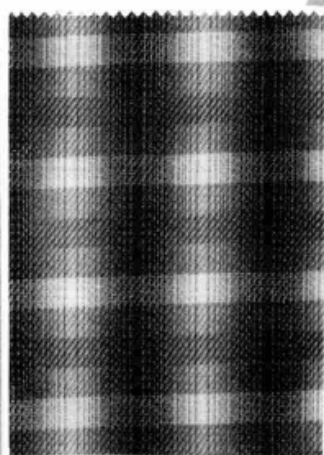
Available in Blue and Gray narrow Candy Stripe.



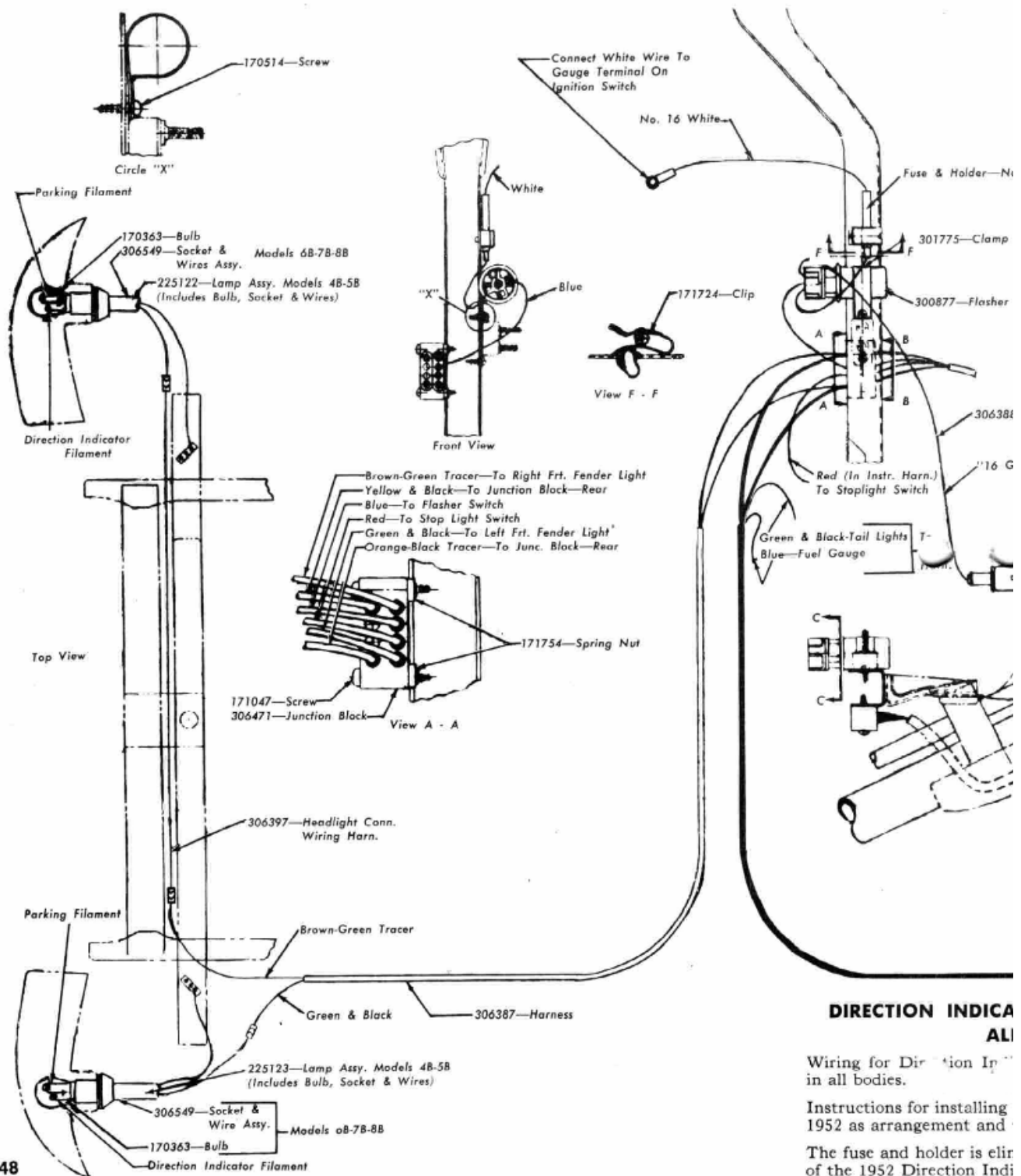
Available in Green and Red wide Candy Stripe.



Hudson Seat Covers are  
*Custom Tailored*  
for Hudson cars



Available in medium Brown-Red Plaid.

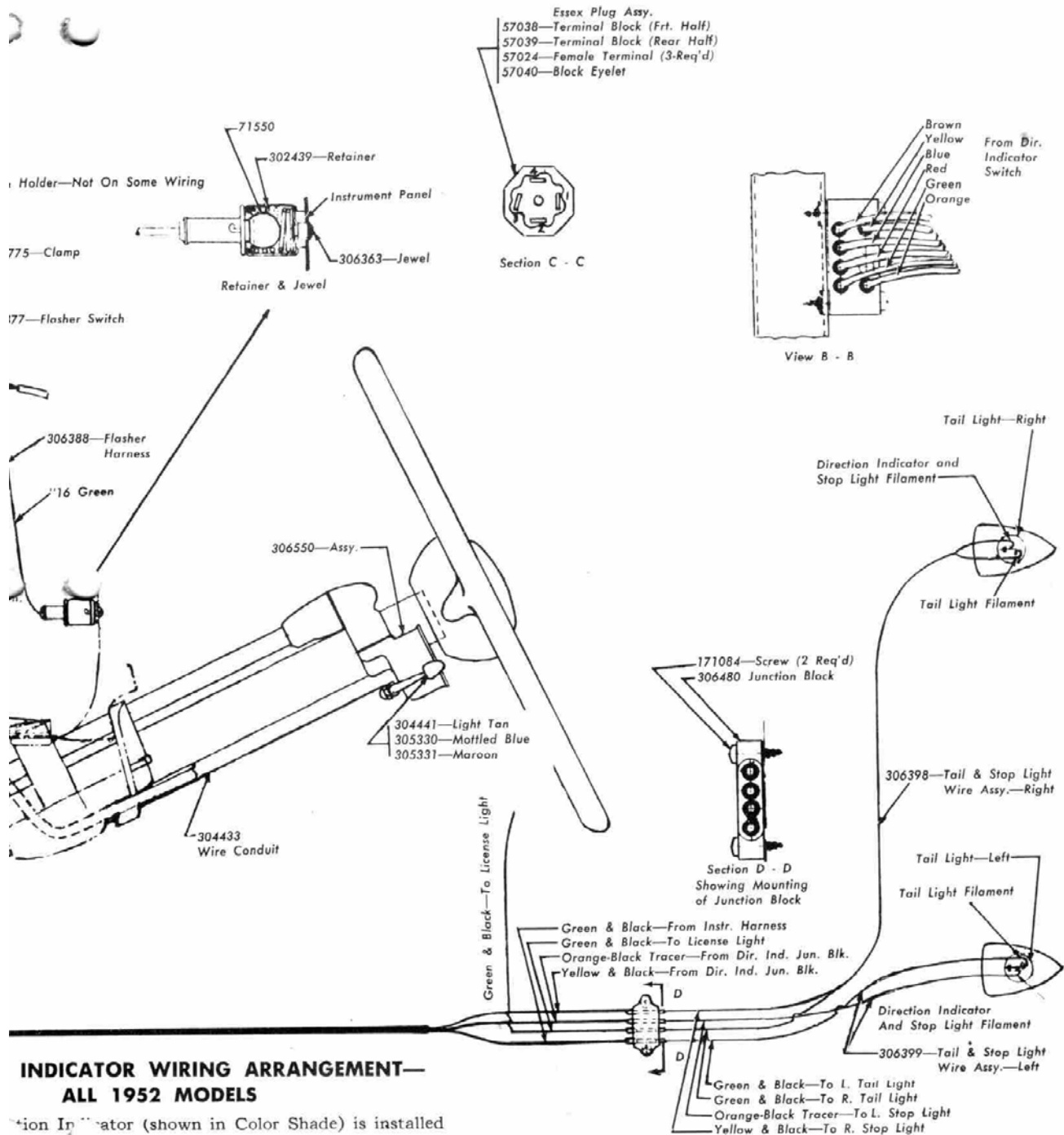


## DIRECTION INDICATOR

Wiring for Direction Indicator in all bodies.

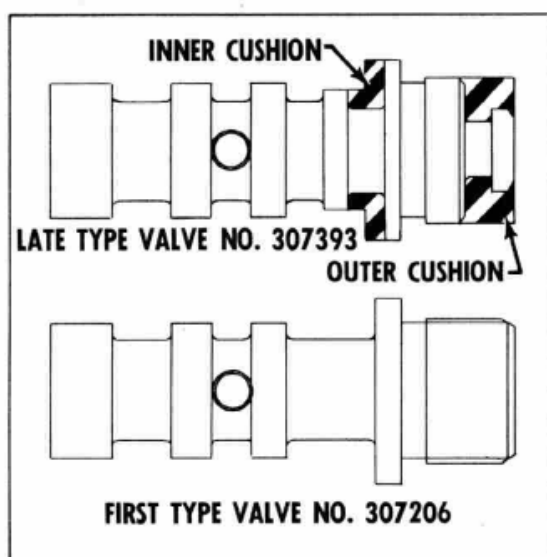
Instructions for installing 1952 as arrangement and

The fuse and holder is clipped of the 1952 Direction Indi



### PRESSURE REGULATOR VALVE H-52 HYDRA-MATIC TRANSMISSION

The Pressure Regulator Valve, Part Number 307206, used in the first H-52 Hydra-Matic Transmissions has been superseded by one fitted with rubber seals, Part Number 307393, as illustrated below.



It will be noted there is a slight difference in the machining of the later valve so as to accommodate the rubber seals. These Pressure Regulator Valves are interchangeable; however, the later type should always be used, as it eliminates any noise from that source and makes a more positive seal.

### CLEANING WHITE SIDEWALL OF REVERSIBLE TIRES

The reinstatement of reversible tires again brings up the occasional inquiry as to keeping the white walls clean. All Goodyear reversible tires, both original equipment and renewal, have a protective coating applied to the white surface before leaving the factory. It should be washed off the white sidewall of all five tires with water, not gasoline. Use scouring powder if necessary.

This protective coating has one purpose only—to protect the tires before and during mounting, and it should be taken off immediately after mounting by following above directions.

Shortly after a reversible tire goes into service a warm sun may cause some of the surplus wax, which is used in the white rubber, to bleed to the surface. This is known as a Wax Bloom. Wax is used in the white rubber of Goodyear tires primarily to prevent it from checking and cracking. The bloom should be removed by using a kitchen cleaning substance supplied with water and an ordinary scrubbing brush.

350

Unless this is done the wax will collect dust and dirt and give the white wall the appearance of being discolored. After the wax bloom has been removed, two or three times, the white rubber will continually get whiter. Sufficient wax remains in the rubber to keep it from checking or cracking. It is only excess wax which comes to the surface.

In addition, the use of scouring soap pads or similar items, will with a moderate amount of scrubbing remove the majority of scuff marks and natural accumulation of dirt.

Tar spots are not soluble in water, but there are materials on the market that will remove road tar from car finish, which may be applied to tar spots on white sidewalls. Fluid should be used sparingly to prevent dissolved tar from spreading. Wash away quickly with soap and water. Rinse thoroughly after scrubbing.

By all means avoid the use of wire brushes or solvents such as gasoline. Wire brushes will leave scratches on the smooth surface of the white wall which may develop into unsightly cracks. Gasoline will swell and soften the white rubber which in turn will cause it to pick up more dirt and become more susceptible to marking. There is a possibility that continuous use of gasoline may even cause separation and tire failure.

### PRESSURE REGULATOR PLUG ASSEMBLY H-52 HYDRA-MATIC TRANSMISSION

An improved pressure regulator plug assembly which includes a regulator valve dampener spring is now being used in mixed production. Illustrated below are details of the new improved regulator plug. The improvements have been made to further stabilize front pump pressure.



When installing the pressure regulator plug assembly to the transmission, *care is required to make certain the regulator valve dampener spring does not fall from the reverse booster plug.* A liberal coating of petroleum applied to the inside bore and outside surface of the reverse booster plug will retain the spring in the bore of the reverse booster plug, and also retain the reverse booster plug and T. V. plug in the pressure regulator assembly.

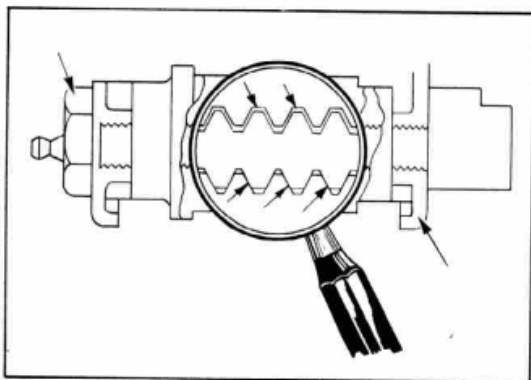
The improved pressure regulator plug assemblies are interchangeable with early 1952 production, and both are serviced under the same Part No. 8614133.



## FRONT SUSPENSION BOLTS AND BUSHINGS MUST HAVE THE CLEARANCE THEY WERE DESIGNED FOR

More clearance is required with the threaded type bushings and bolts used in the front suspension than is permissible with a straight bolt and bushing.

This built-in clearance is always taken up with the car weight on the wheels due to the "nesting" of the threads at the contact side, as is shown in the illustration below. This not only provides a bearing area much greater than that of a straight pin and bushing, but any end play is eliminated. The open space at thread ends makes for an ideal means for lubrication to reach the contact surfaces.



There is a difference in the thread pitch diameter of the bushing and bolt of .013 to .017 of one inch, so as to allow the necessary clearance for proper operation. Under no circumstances should any replacements be made of the bushings and bolts with the object of obtaining a snug fit.

The use of standard Hudson replacement parts will always effect the proper clearance and these parts need not be replaced except for excessive wear or noise.

## QUESTIONS AND ANSWERS

Answers to the following questions will appear in the November issue.

1. The Hydra-Matic Transmission is of what type?
2. What does a Planetary Gear Train consist of?
3. What can be accomplished by the use of a Planetary Gear Train?
4. What occurs when one member of a Planetary Gear Train is held?
5. What occurs when two members of a Planetary Gear Train are locked together?
6. By what means are two members locked together?
7. By what means is one member held from rotating?
8. What is the purpose of the front Servo Unit?
9. How is the front Servo applied and released?
10. How is the rear Servo applied and released?

## HUDSON SERVICE MERCHANDISER

Following are the answers to questions that appeared in August Service Merchandiser.

1. True. Following proper gear and pinion alignment and correct backlash, the differential bearing adjusting nut is tightened one notch to provide necessary preload.
2. This additional tightening of the differential bearing effects a spread of .008 to .012 of the carrier mounts.
3. Lapping of gear and pinion is for the purpose of polishing teeth contact surfaces.
4. The main drive gear and pinion are only furnished in matched sets. These sets must always be used together—never broken.
5. When axle shaft thrust buttons become worn excessively, they may be replaced. See Sec. 13-7, 1951 Mechanical Procedure Manual.
6. True. Improper gear and pinion adjustment causes increased tooth pressure.
7. The rear axle housing is ventilated to avoid building up of pressure as the axle becomes hot. It becomes quite hot after a long run and especially in mountainous operation.
8. A noise that is perceptible on drive or coast only, can usually be attributed to the drive pinion front or rear bearing having become rough.
9. Drive gear and pinion backlash or clearance (.004 to .006) is important. Check at four diametrically opposite points. This will indicate any runout.
10. Stamped either on a metal tag attached to rear cover or on the flange of carrier are numbers indicating the number of teeth in gear and pinion.

## WHAT'S YOUR PERCENTAGE OF CUSTOMER LOSS OR GAIN?

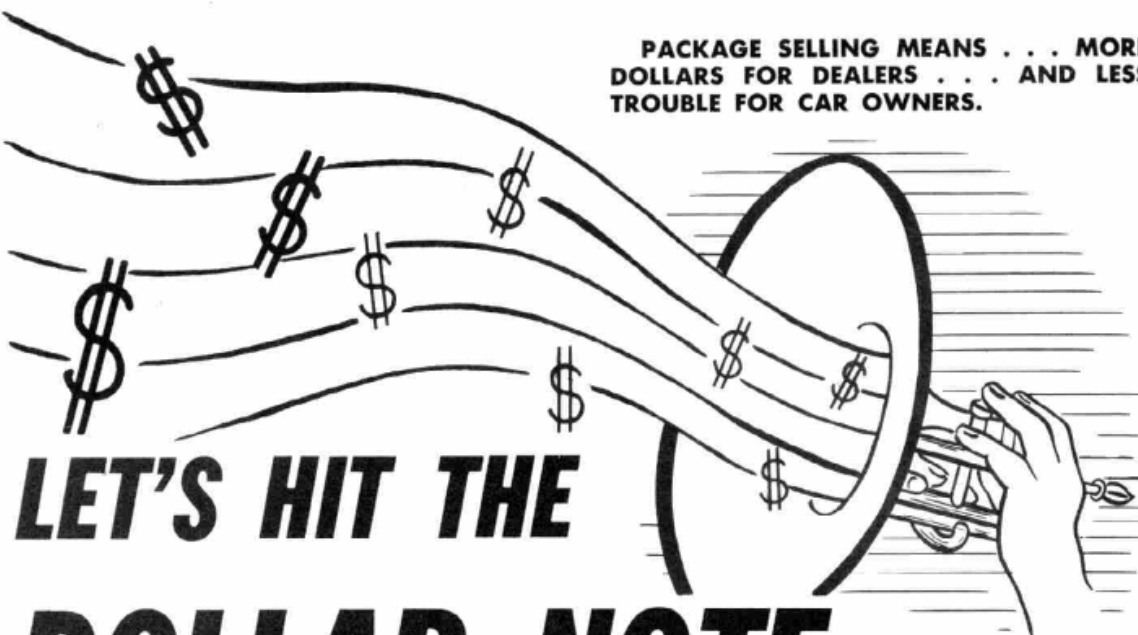
It's an established fact, points out an automotive magazine, that at least 15% of regular customers are lost each year. Some move away, some die, some buy other makes of cars, others may be attracted by competition.

So in order to keep even, it is clear that we have to develop at least 15% of service sales from new customers each year. Without the renewal of this lost trade, it takes only about seven years, according to Dunn & Bradstreet, for a business to completely dry up and pass out of the picture.

Are you gaining—holding your own—or losing ground? What are you doing toward developing new business? Are you taking the necessary steps to HOLD every rightful customer that is available through the sale of a new or used Hudson?

Assuming it is true, as statistics indicate, that each year the average car owner purchases \$225.00 to \$450.00 worth of car necessities, as accessories, gas, oil, lubrication, parts and labor, it will be surprising to realize how much is being lost through Hudson Owners taking their business to independent service stations.

PACKAGE SELLING MEANS . . . MORE  
DOLLARS FOR DEALERS . . . AND LESS  
TROUBLE FOR CAR OWNERS.



# LET'S HIT THE DOLLAR NOTE

## WITH... PACKAGE SELLING

**PACKAGE SELLING** during the winterizing of cars has two outstanding advantages:

1. It increases parts sales and service volume.
2. Establishes owner confidence by doing a complete and thorough job, eliminating come backs or forcing customers to visit some other source for additional service.

Service Shop or Parts Counter Displays . . . of related items having winter demand will strongly remind customers that **NOW IS THE TIME** to prepare their cars for winter.



**APPEARANCE PACKAGE**



**PREVENTIVE PACKAGE**



**SAFETY PACKAGE**