

HUDSON

Service Merchandiser

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



VOL. 4 NO. 11

NOVEMBER 1952



JUST OFF THE PRESS

Here is your new **Mechanical Procedure Manual**, covering the 1952 Hudson 6 and 8 Cylinder line. It is the last word in complete up-to-date information that every Hudson Mechanic should have. You may order them as required, in the regular manner, through your Zone or Distributor.

HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN

AIMING AND REPLACING THE SEALED BEAM HEADLAMPS

Most of us have, on many occasions, realized that properly aimed headlamps are the most important factor that makes for safe night driving. Any slight distortion of the front fenders may throw the headlamp beam off—much to the annoyance of approaching vehicles—but unknown to that particular car driver whose lights are bad.

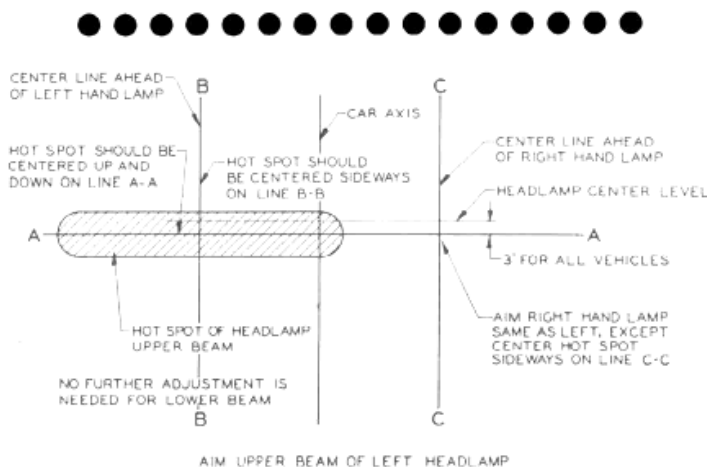
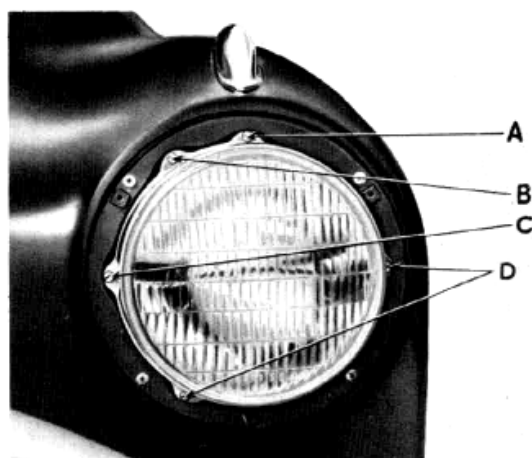
Those shops that do not have any one of the various **Headlamp Testing Machines** should have a front and rear wheel position marked on a level point on the floor, so that the distance from the headlamps to a wall aiming screen is exactly twenty-five feet.

The first essential in aiming the headlamps is to know your state regulations and requirements that may differ from that which is considered standard and is illustrated at the right. The headlamp beam should be aimed only when the car is on the level and without passengers.

Draw a horizontal line on screen surface at a height of three inches below the height to center of headlamp lens. This is approximately 29¾ inches above the floor line. Should your state require a loading allowance, draw this horizontal line below the above line by whatever amount that is required.

Locate the car center on the screen by drawing a line from windshield center bar directly over top center of hood emblem. Draw BB and CC on the screen to the right and left of center line equal to one-half of the center distance (28½ inches) between the two headlamps.

Place dimmer switch in position to show highway (upper) beam on screen and remove the headlamp lens rim. The light beam may be moved to the right or left by turning the horizontal adjustment screw C shown in the illustration below. Raising or lowering the beam is effected by turning the adjustment screw A.



Adjust one beam at a time, covering the other so as to obscure the beam. Adjust each beam so that the center of the zone of highest intensity falls on the intersection of the horizontal line AA three inches below the lamp center and the vertical line.

Below is also illustrated the method of replacing the sealed beam unit.



1. Remove headlamp lens rim by taking out the three screws.
2. Loosen, but do not remove, the three screws (B) holding the retaining ring. Do not disturb the aiming screws (A and C) at the top and left side of the unit.
3. Remove retaining ring by rotating counter-clockwise, allowing the reflector unit to be removed.
4. Remove the reflector plug from the reflector unit.
5. Install new unit by reversing above operations.



SERVICE MANAGEMENT

(Continued from October)

We are going to digress from our prepared text this issue and talk a little about Service Customers. Just as a chair or table is supported by four legs, so is the Dealership supported by four major sources of revenue. —New Car Sales, Parts and Accessory Sales, Service Labor Sales and Used Car Sales. In this article we will deal with revenue from the Parts and Service Departments.

Many Hudson Dealers are now participating in Monthly Service Mailings to their Hudson Owners and these are the people that are most important to our business. While we cannot, as a rule, employ a Service Salesman to go out and call on all these people personally, the Monthly Service Mailing, at its very low cost per call makes a most satisfactory substitute.

More and more Owners, today, are interested in maintaining their cars in tiptop shape. A car is not only a major investment, but also a business necessity and so this colorful salesman, the Motto Service Mailing Card, delivers a friendly sales message right in your service and parts prospect's home every month right on schedule. It will sell the Dealership and its Service.

Be sure that in some such manner every Hudson Owner is contacted every month. Let them know you want and appreciate their business. "Make them welcome" —Always say "Thank you." Remember, that if you mail out Hudson's Service Direct Mail, that they are supported in all items and services they sell by Hudson's Service Poster Program. These Service Posters are miniature billboards that are full of color and seasonal selling—Posters that build your Service, Parts and Accessory Departments, highlighting items that are the most profitable to your Owners and you. These two business-getters go hand-in-hand.

One of the best ways to bring customers back is for lubrication. Lubrication is recognized by all car owners as a necessity and somewhere, someone is selling them oil and grease—and one of the best ways to insure your Owners' coming to you for this essential and profitable service is through the use of Lubrication Booklets, wherein the Owner purchases ten or twelve lubrication jobs in advance at, of course, a considerable savings to him.

Hudson's Lubrication Booklets are arranged in the form of checks and carry some courtesy services like wiping windshield, checking tires, cleaning floor mat, etc. They may be ordered in quantities from Reynolds and Reynolds, Celina, Ohio, and all Hudson Service Personnel carry order blanks for them.

We believed this article was timely and feel that it contains items of interest to you, as well as food for thought relative to our Parts and Service business.

OVERSIZE PISTONS

Oversize pistons of .030 and .032 have recently been released for the 308 cubic inch Engine (7-A, 7-B) and the 262 cubic inch Engine (5-A - B and 6-A - B). These pistons may be used when it becomes necessary to re-condition an engine and it is found advisable to re-bore all cylinders this amount oversize.

In order to maintain uniformity of engine balance and compression, do not under any circumstances re-bore one cylinder only, for oversize piston in excess of .010 O.S. When necessary to go beyond this, re-bore them all to uniform size.

For the 308 cubic inch engine the .030 and .032 oversize pistons are Parts Numbers F307485 and F307486; for the 262 cubic inch engine the .030 and .032 oversize pistons are Part Numbers F304636 and F304637 respectively.

WHEELER, WHEELER AND WHEELER

Unlike another prominent city of that name, Berlin, Massachusetts, has never had an air lift and has never needed one; but it does have the distinction of having the third generation of one of its families continue on in the Garage and Car Sale business with Hudson line. Earle A. Wheeler, father of Norman, age 22, and Donald, age 14, entered the automotive field under the supervision of his father Mr. A. V. Wheeler, at the age of 13.

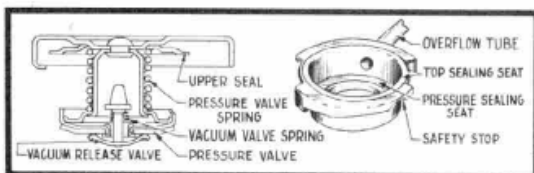
Their first Hudson franchise dates of 1922, and during this period, Mr. Wheeler has given special attention to see that Hudson Service to his customers was of high quality. Needless to say, the sons are training to carry on the business so well established by their forefathers. We congratulate the Wheelers!

SEALED COOLING CAP

Through the use of the pressure radiator cap the loss of coolant by evaporation, surging or unnecessary boiling is eliminated. Water pump efficiency is increased and boiling is prevented, except perhaps under extreme conditions such as badly clogged radiator core, loss of solution through leakage or a broken fan belt.

It is imperative the pressure cap be in good condition in order that sealed cooling function as it should. Unfortunately, one cannot always tell by looking at a pressure type cap whether it is operating properly or not. Since the pressure cap is the vital point in the sealed cooling system, it should be given a careful inspection, preferably during the Spring and Autumn seasons when changing coolant solution and flushing the system.

Illustrated below are the sealed coolant cap and the sealing seat in the radiator filler neck. See that there are no nicks that might cause a leak in the sealing seats and that the overflow pipe is free of obstruction. The cams on the outturned flange on the filler neck must not be bent. Likewise, examine the cap for possible break or crack in the upper or lower sealing gasket. Sometimes a cap may become fouled with a sludge of grease and rust. Wash the cap in water or cleaner to remove all dirt.



Since the pressure cap is vital to the proper functioning of the system it may become damaged and require replacement. You, of course, know that practically all service stations carry a line of these, as well as hoses, hose connections, fan belts, battery cables, oil filter cartridges, etc. You have a twofold advantage here in that you are interested in Hudson Cars and your replacement parts are designed FOR HUDSONS.

CORRECTION!

On Page 145 of Hydra-Matic Transmission Service Manual, note spring "C" in Figure 307. The free length of this spring is 1-49/64" instead of 2-27/64", as is indicated in paragraph 3 under INSPECTION just above.

OWNER COMPLAINT LETTERS

By: L. L. Sharon

Manager, Owner Relations Division

OWNER LETTERS: Probably one of the most important yet most difficult part of Factory service operations has to do with the handling of complaint letters which every automobile manufacturer receives at its home office. We say difficult because there are no proven facts other than the owner's statement as to whether or not the case or cases merit an adjustment.

CANNOT ADJUST BY MAIL: They are further complicated because we must rely on our field organization to service and repair our cars and, when (and, of necessity, they must be) they are referred to the field organization, the owner sometimes interprets the action as a "buck passing" gesture. The dealer only has full first-hand information, plus the service record and the facilities for rendering maintenance.

HONEST APPEALS FOR HELP: Many of these cases are most worthy of consideration because of the extenuating circumstances relating to their individual experiences. Poor workmanship at one point, lack of product knowledge at another or, a repetition of condition, are occasionally the basis of the complaint.

PROMISES OF CONTINUED MAINTENANCE: We have the owner who was promised about everything at the time of car sale instead of those things which are definitely outlined in the Owner Service Policy. He believes the Factory should respond to all of these mis-statements because of the over-zealousness of the person who sold him the car.

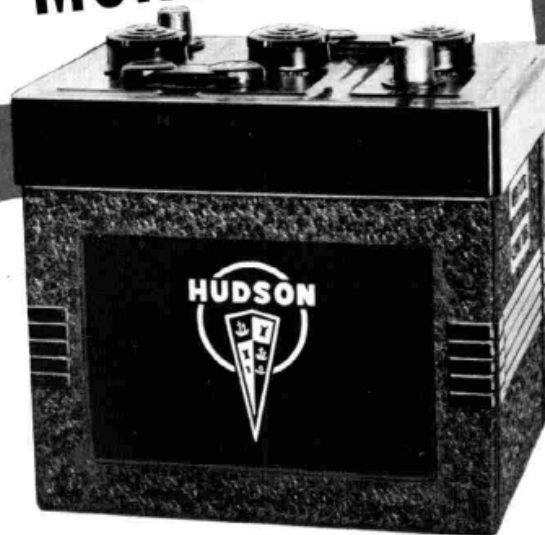
POLICY PREDICATED ON FAIRNESS: The Factory has every desire to be fair in these transactions and will see that its obligation is satisfied in every case where the information is definite enough to establish even a measure of fact on the complaint's justification.

EVERY LETTER AN INDIVIDUAL CAR BUYER: In the handling of large groups of various kinds of correspondence, it is easy to become mechanical and overlook an important fact in the treatment of individual cases. To the man who wrote the letter to us, his letter, to him, was the most important one we received in our mail of that day, and none of us should forget that point.

SHOULD NOT REFER THEM TO FACTORY: In any transaction with an owner where an adjustment arrangement is being discussed and the owner is not in accord, please do not refer him to the Factory. A field organization has been set up for the purpose of assisting in the handling of all phases of the business. Therefore each case should be handled through the proper channel without directly drawing the Factory into further discussion with the owner.

Because... **HUDSON'S BATTERY PROGRAM OFFERS MORE!**

FACTORY FRESH



FACTORY FRESH BATTERIES . . . no accumulated shelf life before delivery to Dealers . . . Hudson Batteries are shipped direct to Dealers from twelve strategically located factories, assuring Dealers of . . . **FACTORY FRESH** . . . Batteries at all times.

ADJUSTMENT POLICY . . . Dealers can make on-the-spot adjustments with car owners and in turn receive adjustment immediately from his Zone or Distributor.

PRICING . . . Always as good and in some cases better than competition.

ORIGINAL EQUIPMENT . . . Hudson Service Replacement Batteries are engineered and built to the same specifications as original equipment, assuring only top-quality merchandise.

TRANSPORTATION CHARGES PREPAID . . . Batteries delivered to your door Freight Prepaid.

ADAPTABILITY . . . Eleven types of Batteries enables Dealers to supply a Battery for every make and model car on the road today.

STOCK...

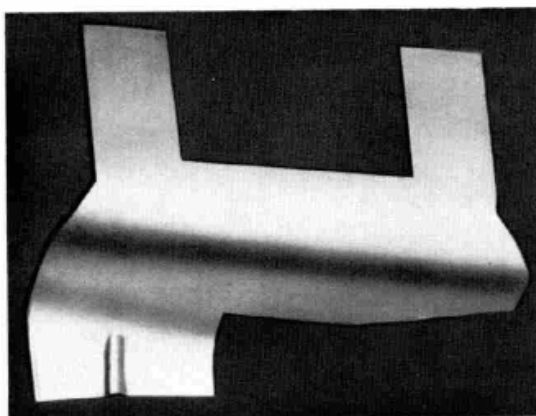
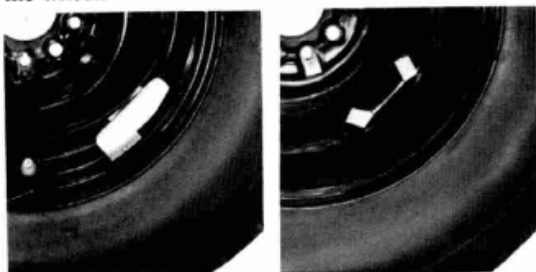
DISPLAY...

RECOMMEND...

HUDSON FACTORY-FRESH BATTERIES

WHEEL DISC RETAINING CLIP

A retaining clip, Part Number 307648, has recently been developed for the purpose of preventing the wheel disc from creeping. Illustrated below is the clip shown in position as seen from the outer and inner side of the wheel.



One clip only is used on each wheel, five to a car. To install these, first remove the disc and install clip from outside of wheel through any one of the openings near the rim. Bend tabs over on the inside and install disc. These retaining clips are now included with each Wheel Disc Kit. Any additional quantity of these that you may require should be ordered through your Zone or Distributor in the regular manner.

SHOCK ABSORBER REPLACEMENT

Shock Absorbers take a terrific beating and considering the fact that there are four of them on each car, the replacement figures are high. No doubt, much of this business is going to the Lubricating Stations, as they make it a point to check the shocks while doing a lube job.

Shock Absorbers usually wear out and lose control gradually so that the average car owner may fail to realize that they are ineffective. Some of the tell-tale signs of worn shocks are: a jolting ride, erratic steering control, grabbing brakes and the car bouncing excessively when coming to a stop: watch for this over-bouncing action.

358

When a car is on the lift, check for external signs of oil leakage. The presence of a large amount of oil on the shock body nearly always indicates the seals are worn—and much of the control is gone: a light film of oil does not necessarily mean serious leakage.

One of the simplest methods of testing Shock Absorbers is to bounce the car by standing on the bumpers. If the car continues to bounce after you step down, the shocks have more than likely lost the most of their control.

Good shock control is an important safety factor, particularly at high car speed. Get your share of that replacement business with new parts that were designed for Hudson.

NEW 5-W ENGINE OIL FOR WINTER

In those areas where winter temperature may reach 10 degrees below zero and colder, it is recommended that the new improved SAE 5-W oil be used in the engine. This oil not only affords ample lubrication protection, but makes for much easier starting throughout the low temperature ranges.

Where this new 5-W Engine Oil is available and is used, the use of diluents of any kind is not necessary.

THROTTLE CONTROL LINKAGE ADJUSTMENT HYDRA-MATIC TRANSMISSION

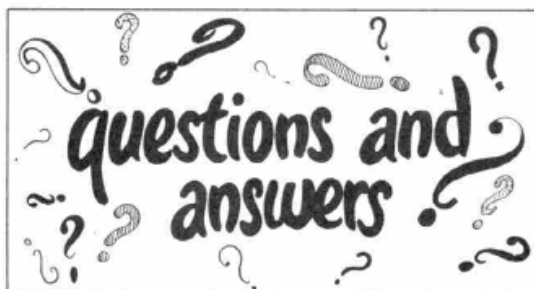
When checking the position of the outer throttle lever with the use of Checking Gauge J2195, described on Pages 169 and 170 of Hydra-Matic Transmission Service Manual and the outer lever has two holes, apply the gauge rod to the lower hole. See illustration on Page 328 of August 1952 Service Merchandiser.

WHEEL BEARING LUBRICATION

As has been pointed out before in these columns, wheel bearing lubrication is perhaps one of the most neglected items about a great many automobiles. Subjected to severe stress at all times through rough roads, speed, water, etc., the wheel bearing should be given the best of care and lubrication.

Perhaps this neglect may be accounted for by the fact that as long as the car rolls all right, the owner feels "Why bother?" Ask your next six customers that have twenty thousand miles or more on the speedometer, how long it has been since they have had their wheel bearings cleaned, lubricated and adjusted. Wheels that roll easily and safely spell economy in operation.

The Service Merchandiser is prepared exclusively for the benefit of the Field Parts and Service Personnel. Let us have photographs of your Service Managers' Club Meetings and any other photographs of interest. Any articles on short cuts, mechanical kinks or suggestions will be of interest to the hundreds of boys in the Field. Please remember this is YOUR publication and you are expected to do some Field reporting.



Answers to the following questions will be given in the December Issue.

1. By what means do we transmit power from the engine to the Hydra-Matic unit?
2. What does a fluid coupling consist of?
3. What is the most important precaution we should take while working on a Hydra-Matic Transmission?
4. Can you work on a Hydra-Matic Transmission without Special Tools?
5. Can we service a Hydra-Matic Transmission without a Manual?
6. What are we looking for when making a visual inspection?
7. Indicate by check mark what units may be removed and repaired while the Transmission is in the car.

Torus Cover	Front Band
Oil Pan	Outer Throttle Lever
Drive Torus	Rear Band
Oil Screen	Outer Manual Lever
Driven Torus	Annular Piston
Rear Oil Pump	Transmission Side Cover
Rear Servo	Clutch Disc
Front Unit	Control Valve Assy.
Front Servo	Front Oil Pump
Oil Delivery Sleeve	Governor Assembly
Pressure Regulator	Reverse Planetary System
Front Oil Pump	Reverse Shifter Bracket Assy.

8. What type of oil should be used in the Hydra-Matic units used on Hudson Cars?
9. What must always be used as a guide in diagnosing trouble in the Hydra-Matic Transmission?
10. What instructions should the Owner receive when taking delivery of his New Car if equipped with a Hydra-Matic Transmission?

Following are answers to questions contained in October Service Merchandiser.

1. The Hydra-Matic Transmission is a Hydraulic operated Planetary Gear type.
2. A Planetary Gear Train consists of Sun Gear, Planetary Carrier and Pinions and an Internal Gear.
3. By locking various units and combination of units results in Neutral, Reduction, Direct Drive and Reverse.
4. When the Internal Gear or Planetary Unit are held, there is a reduction in speed and increase in power output.
5. When both Internal and Planetary Units are held, the transmission output is Direct Drive.
6. The Clutch (Multiple) is the means of locking or Holding two units.
7. A single member is held or locked by means of a band.
8. The purpose of the front Servo unit is to apply band.
9. The front Servo is applied and released by (1) Oil pressure—(2) Oil pressure and spring released.
10. The rear Servo is applied and released by (1) Spring—(2) Oil pressure released.

SERVICE SALESMANSHIP

Real Salesmanship is as vital—as important in Service—as in the sales of new cars or any other new commodity. It is believed that lack of Salesmanship is more a matter of lack of enthusiasm and real interest than knowledge of the product itself.

Enthusiasm is born of the conviction of the quality of your merchandise or service offered the owners of that merchandise. Genuine enthusiasm more than anything else moves a Service Manager to the heights of reaching out to the most remote owners in his territory and keeps at it until he has their service business.

Enthusiasm on the part of Service Salesman and others who may contact owners is the difference between selling and getting that job now—or a brush-off by an owner who has not been favorably impressed. Let us not forget that in our conversation, we unconsciously impart confidence and faith in our product as well as the negative.

It is also true that our enthusiasm needs to be revitalized from time to time. Confidence in our product is like a soldier's confidence in his leaders. And speaking of leaders, Hudson by its splendid performance whether on the track, country highway or city traffic—has demonstrated its superb quality and top notch leadership among the automobiles of today. It is an excellent car to service by comparison.

Turn Fall and Winter
into EXTRA PROFITS
HUDSON OIL FILTER

*An oil filter is especially
beneficial and worth while
in the wintertime*



**HUDSON OIL FILTER
CARTRIDGE**

Install a Hudson Oil Filter or a replacement oil filter cartridge in November for better engine operation in the winter . . . and throughout the year!

WINTER temperatures and winter driving conditions contaminate engine oil with carbon, acids, water and gasoline dilution. This causes harmful abrasives, sludge and corrosives.

The installation of a filter or the replacement of a filter cartridge keeps oil clean. As a result, upkeep costs are reduced, engine life is longer, oil consumption is lower, and performance is better.