

# HUDSON

## *Service Merchandiser*

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



VOL. 4 No. 12

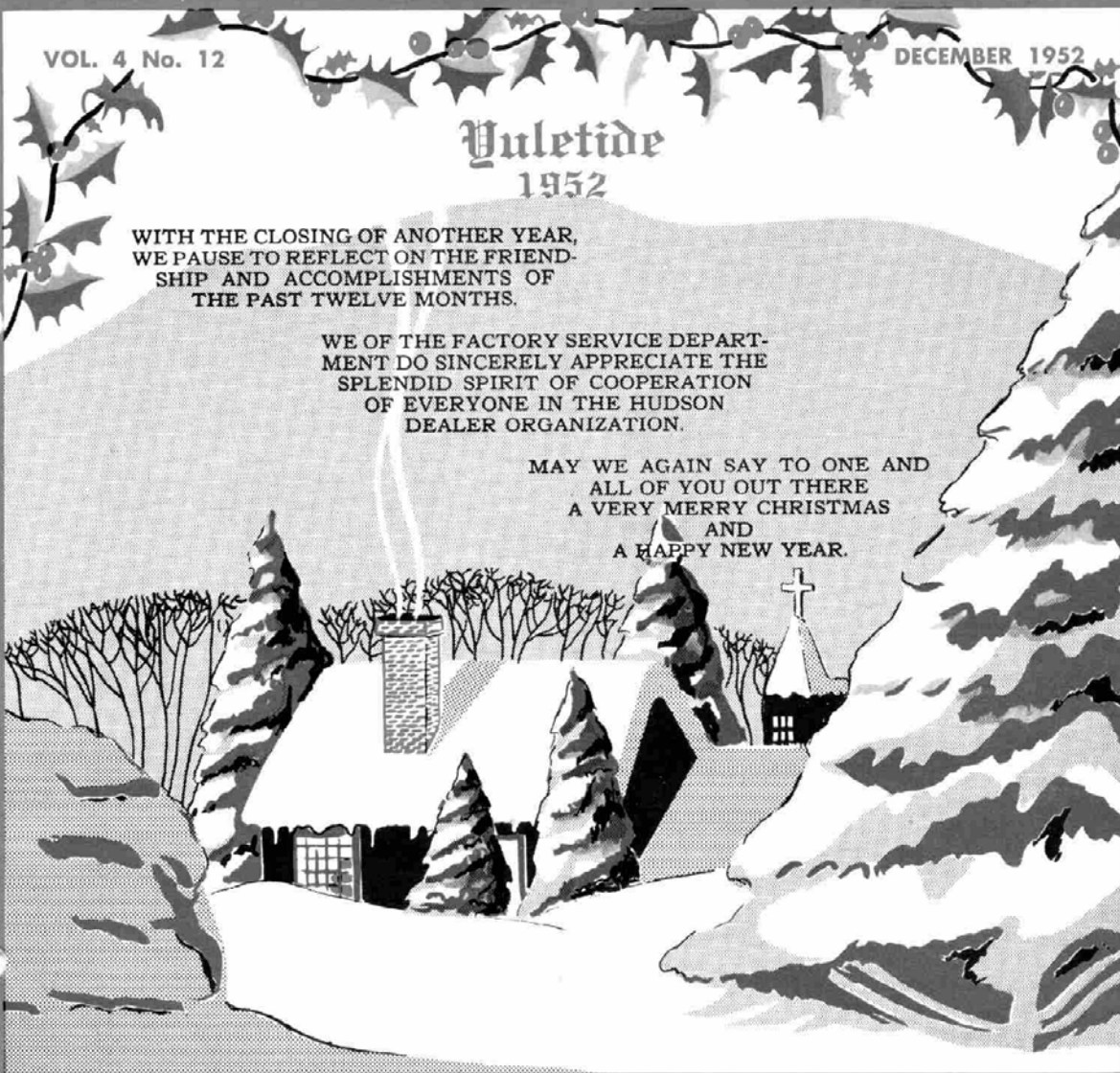
DECEMBER 1952

### *Yuletide* 1952

WITH THE CLOSING OF ANOTHER YEAR,  
WE PAUSE TO REFLECT ON THE FRIEND-  
SHIP AND ACCOMPLISHMENTS OF  
THE PAST TWELVE MONTHS.

WE OF THE FACTORY SERVICE DEPART-  
MENT DO SINCERELY APPRECIATE THE  
SPLENDID SPIRIT OF COOPERATION  
OF EVERYONE IN THE HUDSON  
DEALER ORGANIZATION.

MAY WE AGAIN SAY TO ONE AND  
ALL OF YOU OUT THERE  
A VERY MERRY CHRISTMAS  
AND  
A HAPPY NEW YEAR.



HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN



## SERVICE MANAGEMENT

(Continued from November)

### LUBRICATION DEPARTMENT

The first of the five basic departments mentioned in our last article is the Lubrication Department.

Research by reliable agencies shows that only 24% of our owners have their cars lubricated by authorized dealers. This is a most profitable part of the business that dealers create and then lose through lack of the proper facilities or aggressive follow-up.

The first requisite is a modern Lubrication Department. It is used as a "leader" to bring customers to your Service Department when worked in conjunction with Lubrication Agreements. They are your guarantee of your share of the business. Always have a good man on the Lubrication Rack—one that neither neglects the points of lubrication nor the replacement sale of mufflers, tail pipes, oil filters, cartridges, etc.

Use your Lubrication Department not only to merchandise oil and grease, but also needed and preventive Service items. Keep in mind, this is a maintenance operation that is required by every owner on a regular basis. Attract owners and keep customers by the aggressive merchandising of a clean, modern Lubrication Department.

### TUNE-UP DEPARTMENT

As technical advances are made in automobiles, the need for modern test equipment such as motor analyzers, distributor testers, etc., go hand in hand with this progress.

The modern automobile demands modern methods of testing and tuning. No longer can a mechanic working only with his head and hands get the best performance out of the present-day car. Owners know that this equipment builds owners' confidence in the dealership. It is an important selling tool for Parts and Labor and is profitable in many other ways—among them:

- Less turn-over among mechanics
- Fewer come-backs
- Better workmanship
- More satisfied customers

It is distinctly a merchandising asset in every shop.

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THE NEW PRESSURE REGULATOR VALVE illustrated on Page 350 in November Service Merchandiser is fitted with inner and outer cushion rubber seals. The purpose of these is to dampen out a chattering noise that is sometimes heard during the shift interval.

### HYDRA-MATIC TRANSMISSION FRONT PUMP REPLACEMENT

In the replacement of the Front Pump Assembly, Part Number 307386, in the Hydra-Matic Transmission of the 1952 Second Series Cars, the following procedure should be followed:

Remove Transmission, take out and examine front pump. If the rotor is not broken or if it has a clean break, only replacement of the pump assembly is required.

If the rotor is badly broken or shattered, make certain the intake screen is clean and check the rear pump for freeness. If the screen cannot be thoroughly cleaned, replace with a new intake screen assembly.

If the front pump body and cover are scored along the vane travel, disassemble and clean the Transmission case and all parts thoroughly.

Make certain the pump pilots freely into the rear bore of the flywheel housing. Never force the flywheel housing when assembling it to the Transmission case. After placing the flywheel housing on the Transmission case all the way, install and torque the four attaching bolts evenly. CAUTION: Be sure to hold the housing in place when installing and torquing the attaching bolts.

Stamp or scribe the Transmission name plate with an "X" following the serial number, when a late type service pump (identified by letter "S" stamped on face) is installed in the Transmission.

### IMPORTANT MECHANICAL CHANGES

Every Service Manager or Service Salesman when in conversation with an owner, either over the telephone or personally, should know from the car number the mechanical equipment of his car. It would also be well for the mechanic to know definitely the starting point of certain important features as Springs, Transmission, Rear Axle, etc.

Below are listed some of those changes and the car number at which they began in production.

CAR No.	CHANGE
160276	Distributor Vac. Spark Advance Changed—Name Plate Color Changed From Red To Green.
160429	Dual-Range Hydra-Matic Transmission (H-52) and Spicer Rear Axle.
161822	First Car With Improved (Radio) Heater Choke Leads.
162301	Warner Standard Transmission.
175108	New Low Scale Front Coil Springs.
175199	Windshield Wiper Motor Moved From Right To Left Side of Dash.

DECEMBER 1952

### TOURIST OWNERS

By L. L. SHARON  
*Manager-Owner Relation Division*

**TOURIST POLICY:** We want to call your attention to the Tourist Labor and Parts Policies, Page 22 of the General Service Policies and Procedures Manual for New Dealers, which is of interest to every Distributor and Dealer in the United States. It also is of interest to the Factory because it has to do with the over-all picture in connection with Owner Relations.

**OWNERS ARE TOURISTS:** Now we would like to point out that the day has passed when an Owner is just a resident Owner. Every time a car is sold it goes into the hands of a very potential Tourist Owner and consequently, the relationships of the entire Field Organization and the Company are involved.

**LIVE UP TO OWNER SERVICE POLICY:** For the benefit of brevity we want to state that the Owner Service Policy covers him, whether he is in one territory or another. When an Owner stops in a Dealer's place of business, from whom he did not purchase the car, and it is required that work be done in the Warranty Period, he should not be asked to pay for the parts and labor and then collect from his Dealer when he returns home. This is unfair and is an absolute contradiction of the Policy which he received when the car was sold to him.

**CLAIM RECOGNITION:** When Dealers do work of this nature for a Tourist, the servicing Dealer may feel assured that the adjustment will be recognized. In that Tourists are all over the United States, such treatment will reflect well for our product and react to all Dealers throughout the United States.

**IN WARRANTY CARS:** If the car is still within the 90-day or 4,000-mile period and the nature of the work comes under the provisions of the Warranty, that work should be done for the Owner without charge and the parts replaced without charge. A Request for Credit should be entered in the regular way but that Request for Credit should be marked "Tourist Owner" in order that it may be particularly identified.

**OUT OF WARRANTY CARS:** There undoubtedly will be some cases involving Tourist cars which are shortly beyond the warranty period the circumstances of which may clearly indicate that they should have special consideration. We very definitely want Dealers to call these cases to the attention of their respective Zone or other Distributor immediately. Dealers will then be advised how to handle each case.

**TOO MANY COMPLAINTS:** Now, at this juncture we would like to call attention to the fact that we are receiving entirely too many letters requesting us to obtain reimbursement for Tourist Owners who were charged by Hudson Dealers for Warranty Displacements.

### HUDSON SERVICE MERCHANDISER

**DO NOT CHARGE TOURIST OWNERS FOR WARRANTY REPLACEMENTS:** The Tourist Policy was designed to enable Hudson Dealers to handle Warranty Replacements for Tourists on a profitable basis. We allow credit on parts at wholesale net which provides a profit on parts. We allow credit for labor at 90% of the Dealer's retail labor rate; therefore, we do not want Hudson Dealers to charge Tourist Owners for Warranty Replacements in the future.

**MUST MAINTAIN OWNER GOODWILL:** It is extremely important and to our mutual interest to maintain the goodwill of Tourist Owners; therefore, we respectfully solicit your full cooperation in this direction.

### JOINS HUDSON PARTS AND ACCESSORIES MERCHANDISING STAFF

Mr. C. C. McKellar announces the appointment of Mr. Arthur Smereck to our Parts and Accessory Merchandising Staff, replacing Mr. C. K. Patrick who resigned to engage in other activities.

Arthur Smereck has had extensive experience in the automobile merchandising and advertising field. We believe that he will be of much assistance in helping you sell more parts and accessories.

We are glad to have Arthur Smereck in our organization and bespeak for him your continued cooperation.

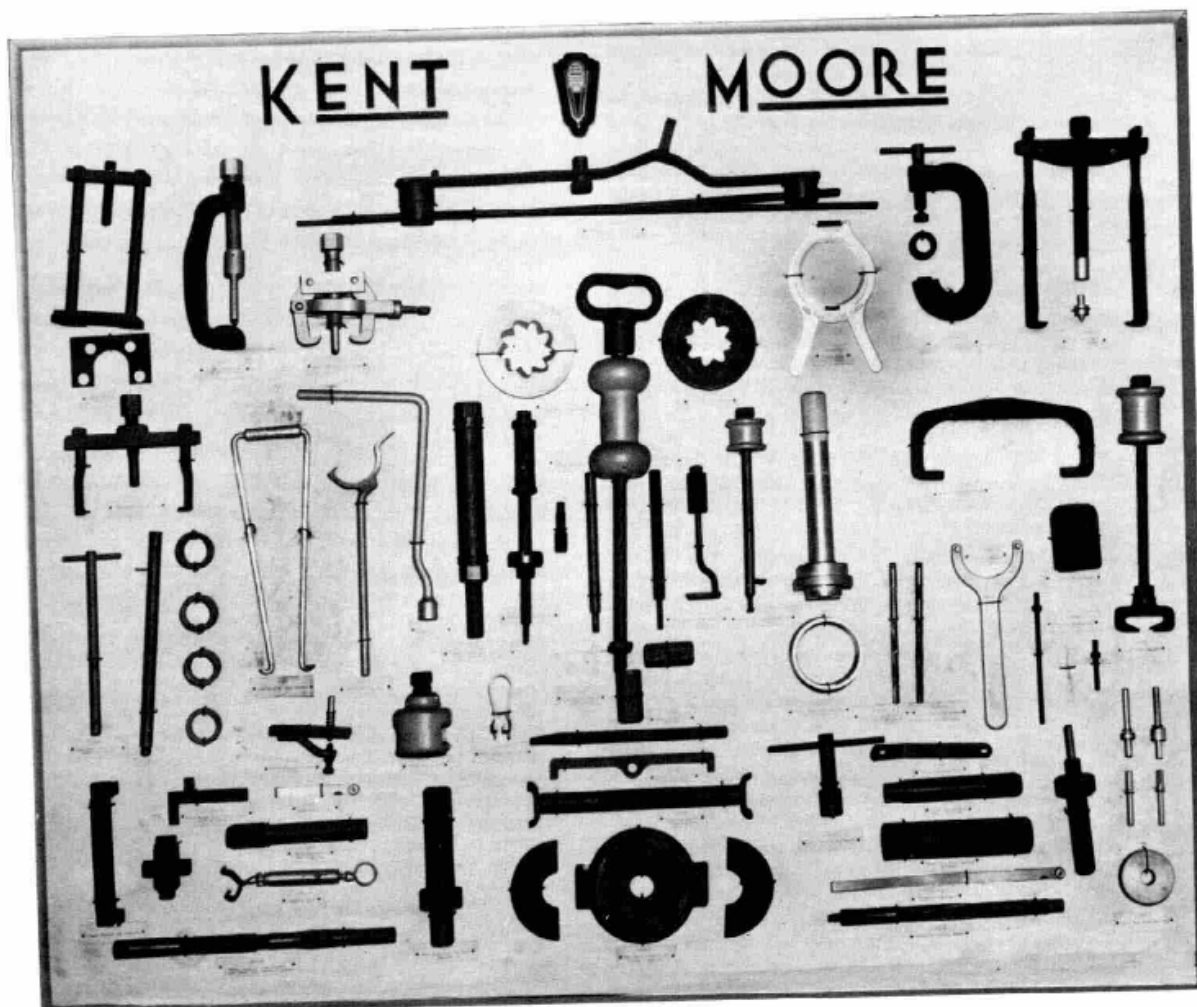


### 1952 SUPPLEMENT TO 480-490-500 AND "A" SERIES FLAT RATE MANUAL

Every Dealer's Service Department should have in active use, sufficient copies of this 1952 Supplement to the last issue of the Flat Rate Manual.

This Supplement lists only those operations necessary in servicing the 1952 Hudson Cars which are either new, or due to design changes, require procedures and time allowance differing from those shown in the "A" Series Flat Rate Manual.

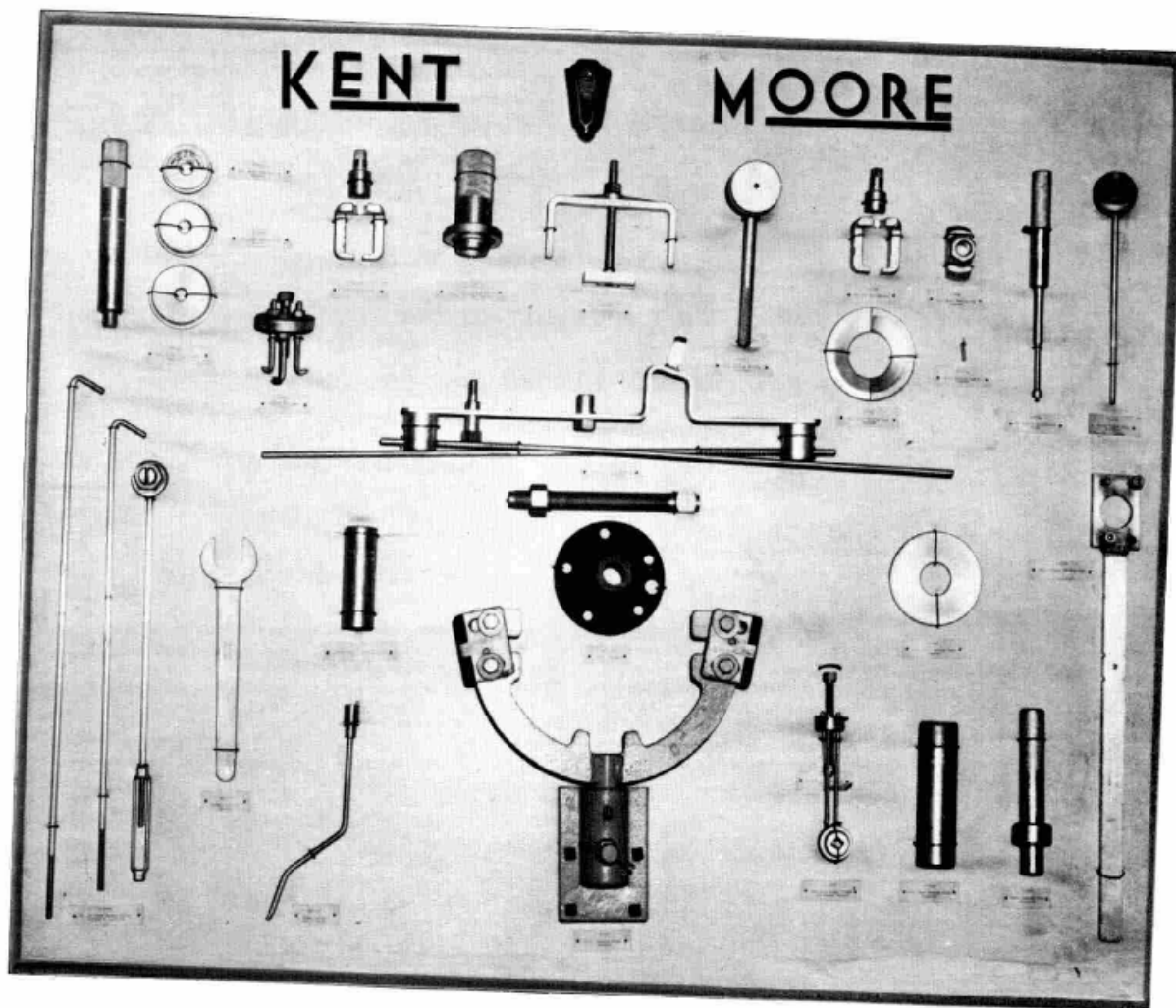
If you do not have a sufficient supply of these Flat Rate Supplements, order them from your Zone or Distributor today.



## SPECIAL

The efficient and profitably operated shops are always found to be well stocked with all necessary Special Tools. These, plus know-how, enable the men to turn out better work in less time. Every mechanic is aware of this.

It is a fact that most of the Special Tools pay for themselves again and again in the course of a year—Many actually save in time, their actual cost in a single operation. A profitable investment from every angle.



## TOOLS

Special Tools are not designed as a mere engineering whim, but to meet the requirement of a difficult job that cannot be done with any regular standard tools; they are today the smartest investment in the Maintenance Department.

Every Service Manager and Shop Foreman wants his mechanics to be at an advantage on any job that may come into the shop—to do the work quickly and correctly. Adequate Special Tools are the most vital factor in this direction.

**USE YOUR SPECIAL TOOL ORDER FORMS.**



*What do you say to your customers at Christmastime?*

**YOU'LL SELL MORE HUDSON ACCESSORIES WHEN YOU PUT  
THE SALES EMPHASIS ON FAMILY:**



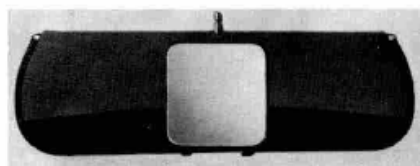
*"... a fine family car deserves fine family accessories!"*

*"... a gift for your Hudson is a gift for your family!"*

**Use these selling feature stories:**



**Hudson Thermaster Jug**—will keep coffee, soup, or hot chocolate really hot for six hours. Just the thing for a winter's outing of skating, sledding or tobogganing. Perfect for the family while ice-fishing, too! Features a fold-away faucet and two plastic cups. Gallon capacity. HA 212331



**Hudson Vanity Mirror**—ideal for the lady in the car while repairing make-up, combing hair, adjusting hat. Big 5" square of finest quality mirror glass. Complete with spring clips for attaching to underside of the right hand inside visor. HA 207299



**Hudson Rear Seat Speaker**—offers rear seat passengers the same enjoyable reception as those in front! The children will really go for it, and won't interfere with front seat conversation any more! HA 219908



**Hudson Kleenex Dispenser**—just right for the family's wintertime sniffles, besides cleaning windshields and windows! Sturdy metal dispenser with chrome plated door. Holds full box of tissues. Conveniently installed under instrument panel. Easy to re-load. HA 206229

**Remember-**

**for more Hudson Accessory sales at Christmastime,  
FAMILY APPEAL IS SALES APPEAL!**

### TOWING A DISABLED CAR ALL HYDRA-MATIC TRANSMISSIONS

(This article from a previous Service Merchandiser is re-printed with the thought of emphasizing this point, also for the benefit of any new men in field service.)

If the vehicle is to be towed more than three miles, check the oil level after 3 miles of towing. The oil level should not be more than  $\frac{1}{2}$ " below the "L" mark.

On cars in which the transmission has been operating satisfactorily for more than 1000 miles, either of the two procedures outlined may be used.

#### Procedure 1.

- (a) Place selector lever in N position.
- (b) Maintain a towing speed between 15 to 25 miles per hour.

#### Procedure 2.

- (a) Place selector lever in N position.
- (b) Loosen rear band adjusting screw lock nut.
- (c) Back off adjusting screw  $4\frac{1}{2}$  turns.
- (d) Tighten rear band adjusting screw lock nut, holding adjusting screw stationary.
- (e) Maintain a towing speed of 0 to 25 miles per hour. Selector lever must still be in the N position.
- (f) After towing operation has been completed, loosen rear band adjusting screw lock nut, holding adjusting screw stationary.
- (g) Tighten adjusting screw  $4\frac{1}{2}$  turns to its original position.
- (h) Tighten rear band adjusting screw lock nut, holding adjusting screw stationary.

Where a car has been operated less than 1000 miles but more than 25 miles, procedure 2 should be used. For transmission not functioning properly, disconnect the propeller shaft or raise the rear wheels off the ground to prevent possible damage to the transmission.

### WHEN PUSHING A CAR TO START:

Should it at any time become necessary to start the engine by pushing the car, the selector lever must be moved to the N (Neutral) position before starting to move the car.

When the car reaches a speed of 18 to 20 miles per hour, turn on the ignition switch and move the selector lever to the DRIVE (Dr.) position. DO NOT push car faster than 25 M.P.H.

In order to avoid damage to the Hydra-Matic Transmission when towing or pushing a car so equipped, it is important that every mechanic be fully informed as to the proper procedure to follow. This information, in a briefer form, is also outlined in the Hydra-Matic Manual and the Car Owner's Manual.



Following are the answers to questions that appeared in November Merchandiser:

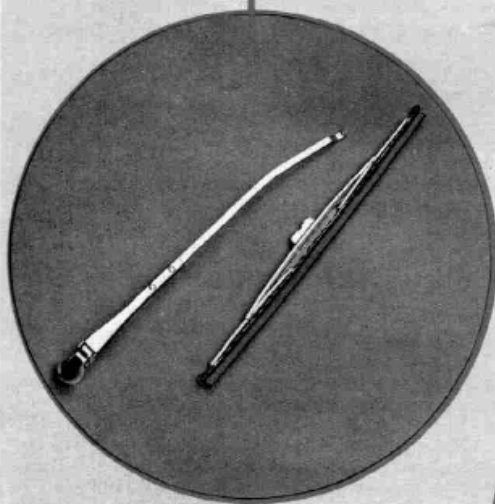
1. Power is transmitted from Engine to Transmission by means of a Fluid Coupling.
2. A Fluid Coupling consists of Driving Torus, Driven Torus and Torus Cover.
3. Cleanliness (free from dirt and grit) is foremost among the precautions to be taken when assembling Hydra-Matic Transmission.
4. A Hydra-Matic Transmission cannot be worked on or adjusted properly without the necessary Special Tools.
5. The Hydra-Matic Manual is essential and should always be used when working on Hydra-Matic Transmission.
6. When making a visual inspection, we look for:
  1. foreign matter. 2. scored pistons and cylinders
  3. leaking sealing ring and 4. leaking seals.
7. The following units may be removed and repaired without removal of the Transmission:
 

Oil Pan	Outer Throttle Lever
Oil Screen	Outer Manual Lever
Rear Oil Pump	Trans. Side Cover
Rear Servo	Control Valve Assembly
Pressure Regulator	Governor Assembly
	Reverse Shifter Bracket Assy.
8. Use only Hudson Approved Hydra-Matic Fluid in Hydra-Matic Transmission.
9. The diagnosis guide should always be used when making Hydra-Matic diagnosis.

Answers to the following questions pertaining to H-52 Hydra-Matic Transmission will appear in the January issue of Service Merchandiser.

1. Name the units that have not been changed in the H-52 Transmission.
2. What new valve has been added to the Front Servo?
3. Does the Front Servo have a greater apply force?
4. What new valve has been added to the Rear Servo?
5. What new valve has been added to the case of the Transmission, directly above the Front Servo?
6. What changes have been made in the Governor on the H-52 Transmission?
7. What changes have been made to prevent 4-3 Valve Retainer Spring from falling out of place?
8. What are the changes in the construction of the Rear Band?
9. Is it necessary to use Governor Sleeve Aligning Tool No. J-4731 in rebuilding the H-52 Transmission?
10. What type Front Pump is used in the H-52 Transmission?

# Designed... TO SELL AS A SERVICE TEAM



**SELL . . .** These items as a team through an attractive display. Displays . . . are Dealers' silent salesmen and these salesmen create a desire to buy.

**GENUINE HUDSON . . .** Windshield Wiper Arms, Blades, Washer and Washer Solvent . . . work as a team to keep windshields clean of slush and dirt.



**PARTS AND SERVICE MANAGERS . . .** campaign these parts during the winter months, as they are in demand and are easy to sell. Do this by . . . **ASKING OWNERS TO BUY.**



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