

# HUDSON

## *Service Merchandiser*

Dedicated to the interest of



field service, parts and accessory merchandising.

VOL. 4 NO. 6

JUNE 1952



### 5-STAR SERVICE AWARD PROGRAM DEALER MEETING

A very favorable reception was given the 5-Star Service Award Program at a Dealer Meeting conducted in the Mayflower Hotel, Akron, Ohio, March 21, 1952.

Conducting the Meeting was Mr. J. A. Wilson,

Cleveland Zone Manager (Third from left standing), assisted by (from left standing) Messrs. T. R. Jacklitch, District Manager, A. E. Lutz, Zone Parts and Service Manager, and (on extreme Right) W. J. Jansen, Service Representative.

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN

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

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, holding adjusting screw stationary.
- (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.

### MODERN AUTOMOBILE DESIGN NECESSITATES MECHANICAL TRAINING

Since 1945 the number of automobiles in use in U.S.A. has increased by over eighteen million, or nearly 60%.

The Motor Car and all Automotive Power has become so interwoven with our mode of life that they are a vital necessity. The Automotive Mechanic is the very "backbone" of this great automotive transportation system.

Without enough mechanics to keep this automotive equipment in proper operating condition, all occupations would suffer. Young men are entering the automotive field today as trained specialists: Trained in the servicing of Front End, Rear End, Electrical Equipment, Body Work, Automatic Transmissions, or the Engine Proper.

The reason for this specialized training is obvious, when we consider that since World War II, many drastic mechanical changes have been introduced to the Motoring Public. To name a few of these, there are—New High Compression Engines, Torque Con-

### MERITORIOUS SERVICE CITATION

Glowing with friendliness toward Hudson Service, in a letter from J. W. Shumake, Jr., 1st Lieut., USAF, Ellington Air Force Base, Houston, Texas, he enumerates the things that should make a Service Manager's heart glad and we quote:

"I would like to call your attention to the good deeds of a Hudson Service Man, Mr. H. H. Hobart of Pasadena, Texas. All through my difficulty, Mr. Hobart remained a guiding light in my most expensive and darkest hours.

"His faithful service and advice at Cruse Motors has been remarkable in view of the many demands for his services. I am sure that he won many friends for Hudson through his efforts at this base. I would like to add one further item about Mr. Hobart—Besides keeping owners happy, he gets along with future Hudson owners.

"My son's toy tractor became wrecked and we took it to the body shop, where Mr. Hobart completed a work order and completely rebuilt it. After completion, 'Tripp' and Mr. Hobart posed for the photograph behind a 1951 Hollywood.



"In conclusion, I hope other Service Managers will further the spirit through us 'Bird Dogs'. As a booster of automobiles and Hudson in particular, I hope that you will consider the following. I would like to nominate Mr. Hobart as the Hudson 'Man of the Year'!" (Editor's Note: We second the nomination and congratulate Mr. Hobart.)

verters, Power Steering, Automatic Transmissions, complicated Electrical Systems, etc. All of these require special training on the part of the mechanic to be successful.

We believe all will agree that it is practically impossible to find a sufficient number of skilled mechanics, even with the hundreds of vocational and training schools. This points to the importance of training our own men. The Hudson Factory Permanent Training School is the definite answer to this problem for all Hudson Dealers.

### 1952 PRESSURE REGULATOR PLUG GASKET HYDRA-MATIC TRANSMISSION

The pressure regulator plug gasket used on 1952 transmissions can be installed backwards. This may result in a damaged gasket which can cause very high main line pressure.

To preclude this possibility, always assemble the gasket to the pressure regulator plug with the seam side toward the threaded end of the plug.



## SERVICE MANAGEMENT

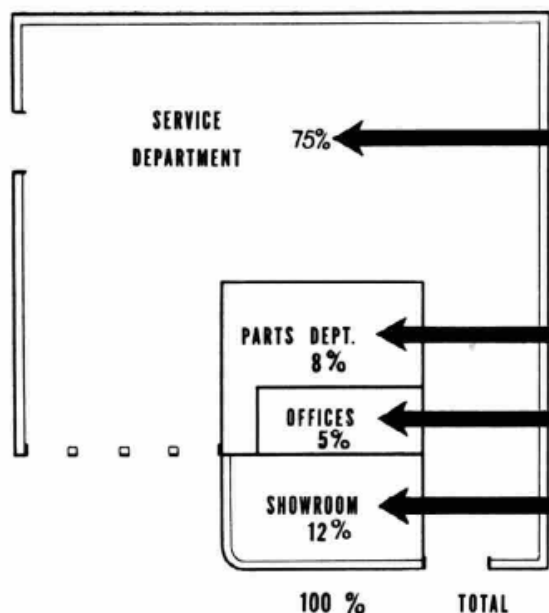
(Continued from May Issue)

We believe the first basic essential of good service and its management is adequate Shop Facilities and Equipment. These you must have adequately to take care of your share of the rapidly increasing service market.

Taking into consideration the total number of Hudsons in operation and what the records indicate the average Owner spends for customer labor, parts and accessories each year, it is found that every service customer you can *get* and *keep* is worth approximately \$69.00 gross profit per year. This is a large gross profit potential. It will yield a net profit and defray a major portion of the fixed expense of the Dealership.

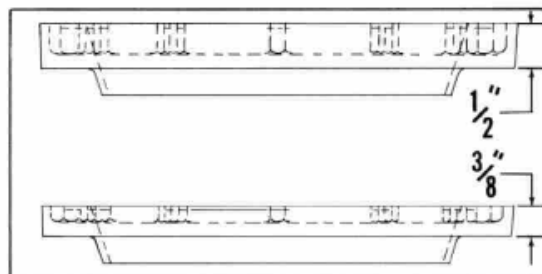
Adequate Facilities means the necessary working and parking space to care for your average daily business—but regardless of size, keep the facilities clean, attractive and develop an atmosphere that creates customer confidence. There can be no doubt but what an efficient and adequate service layout "in the modern manner" will attract and keep customers, as well as provide an economical operation.

Space allocation is generally accepted in the Industry as shown in the illustration below:



Whether you have a large Parts and Service Department or a small one, you must study how best the space can be utilized to serve the purposes. We will not attempt in this column to go into all the details of Service and Parts Department layout, but will give you a general idea of how experience has shown space is allocated advantageously to the various departments of the business, as well as some stall layout illustrations.

## FRONT COIL SPRING TO FRAME SPACERS



Two new Front Coil Spring Spacers are available for service. These are to be installed above the coil springs, between the Silencer and the Frame Spring Seat when it is desired to raise the front end or one side of cars—1940 to 1952.

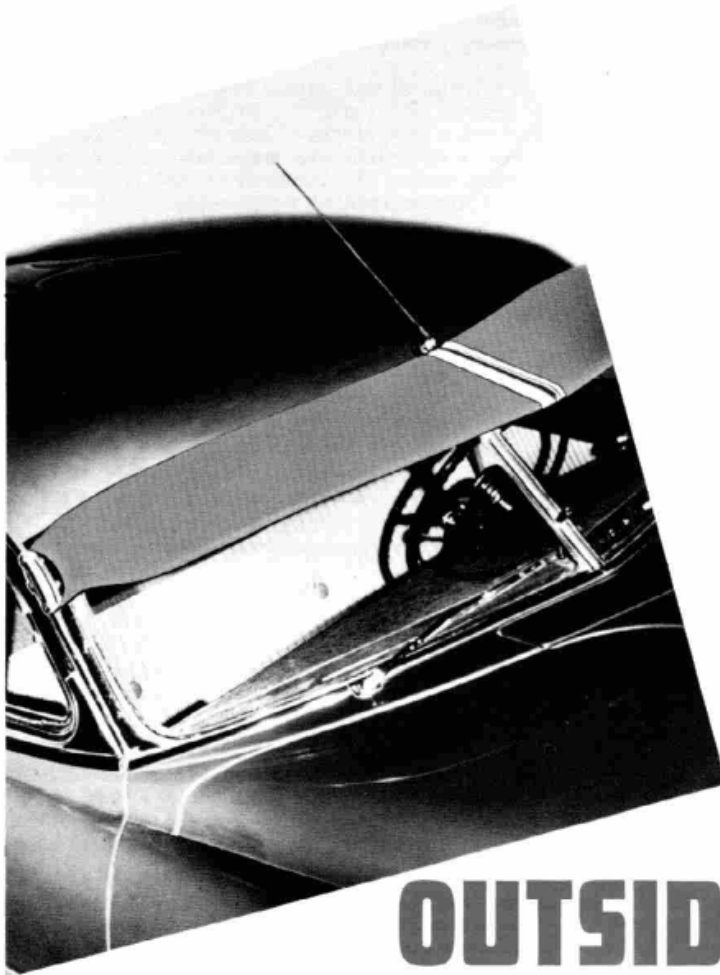
These Front Coil Spring To Frame Spacers, No. 307481— $\frac{3}{8}$  inch thick—and No. 307482— $\frac{1}{2}$  inch thick—must be used in conjunction with the new Front Suspension Steering Spindle Lower Support Arm Brace Bumper and Spacer.

When one  $\frac{3}{8}$  inch Spacer is used above a Spring, use standard production Front Suspension Steering Spindle Lower Support Arm Brace Bumper, Part Number 159716. When one  $\frac{1}{2}$  inch Spacer or two  $\frac{3}{8}$  inch Spacers No. 307481 are used, one Bumper No. 307479 and one Bumper Spacer No. 307480 must be installed.

**THE SPEEDOMETER CABLE SPEED** was reduced from 2000 to 1000 revolutions per mile at the beginning of Series "A" production. This change in cable speed primarily affects the calibration of the Speedometer and Odometer.

The Master Parts Catalog—1948 through 1951—indicates which Speedometer may be used on the different models. Carefully note the article on Page 154—Vol. 3, No. 1, Service Merchandiser, relative to the use of Speedometer Cable Drive Reducer Assembly on all Series "A" cars having O.D., D. M., or S. M. D.

**WATCH THIS SPACE FOR  
IMPORTANT MESSAGE NEXT ISSUE**



## OUTSIDE VISORS

- STOCK Karvisors
- DISPLAY Karvisors
- SELL Karvisors

Hudson Karvisors are  
*Custom Tailored*  
for Hudson cars

Karvisors are a SUMMER accessory. Get ready to SELL Karvisors to *all* customers. Check your stock and order a good supply from your zone or distributor. Display Hudson Karvisors in your Showroom and in your Service Department. This is an *exclusive accessory* for Hudson Dealers. Use your Karvisor Display rack and let it sell for you.

**HA 213288 Karvisor—Fits all 48-52 models, except  
Hollywood—7B-8B**

**HA 233456 Karvisor—Fits all 48-52 models**

**HA 217331 Karvisor Display Rack—Holds three visors**

**A HUDSON** *Approved* **ACCESSORY**

# How to Make DISPLAYS That Sell!

## MORE HUDSON GENUINE PARTS AND CUSTOM DESIGNED ACCESSORIES

### ON-THE-SPOT ADVERTISING

The importance of "point-of-sale" advertising cannot be stressed too much. An aggressive, colorful display is, more often than not, the best contact a prospective customer has with you and your business methods. Too often, this inexpensive salesmaking device is neglected or overlooked entirely by otherwise wide-awake dealers. For that reason your 'Service Merchandiser' will feature a series of articles on modern, eye-catching displays. This is the first of that series. Future articles will point up the selling features and explain the fundamentals of how to 'plan' and 'make' displays 'designed to sell.' Your suggestions, comments or inquiries are invited. A POINT TO REMEMBER! The manner in which your products are displayed is a direct reflection on the manner in which you do business. Prospective customers are quickly interested or easily discouraged 'at the point of sale.'

**Before**—this is a photograph of a typical and average size Parts & Accessory Department and counter. You will note that every piece of equipment including the floor has been thoroughly cleaned.



**After**—Here is the completed job! This picture shows how a few simple items can give eye appeal and pleasant customer reaction to your Parts & Accessory Department. The color scheme is in canary yellow and pale green.



This is the list of materials, quantities and prices used to do the display:

3 rolls Cobblegrain light green	\$10.50
2 rolls C418 Corodex	8.80
5 rolls Valance Corobuff	15.00
2 only 472 x 267 Birch Poles	6.30
1 only Bamboo screen	1.75
3 only Ivy Vines	6.75
1 doz. Daisy heads	.75
1 only Covered Bridge photo panel	2.05
<b>Total</b>	<b>\$51.90</b>

It must be remembered—this is only a sample Parts & Accessory Department. Your own Department requirements should be regulated accordingly. The cost, prorated over a season, would

prove to be inexpensive when divided by three months. These materials may be purchased through any local display house.



## CARE AND MAINTENANCE OF THE HUDSON WINDSHIELD WASHER

### INSTALLATION:

The effectiveness of the HUDSON Automatic Windshield Washer lies in the directed stream of water delivered to the glass under high pressure through small apertures in the Washer Jets. Although the Windshield Washer is theoretically free of dirt and other foreign substances when packaged, to avoid inadvertent clogging of the Jets, those parts which will come in contact with the Washer Fluid should be cleaned, or blown out before installation. These parts would include the Jar, Water Hoses and pre-piped Wiper Castings. Also the water intake Strainer on the bottom of the Pump should be checked to determine whether it is correctly positioned.

### WASHER FLUID:

The major ingredient used in the Windshield Washer cleansing operation is water, generally supplemented by HUDSON Windshield Washer Solvent (Part No. HS-209976) to provide better glass cleaning. Water stored in open containers is easily contaminated and should be checked for particles of floating or suspended debris prior to using. If possible, the Jar should be filled to the top of the Bracket with water directly from the source. One ounce of the Solvent is added in Spring, Summer and early Fall. When there is any danger of freezing, two ounces are added. In these correct concentrations, or even in cases where the Solvent has been added twice, it is completely harmless to car finishes.

### WASHER JETS:

It is possible for Jets to become clogged from the exterior while waxing or polishing the car. The openings can, in most cases, be cleared without removing the Jets by inserting a fine wire to remove accumulated wax or other foreign material. If it should become necessary, the whole system can be flushed after removing the Jets with a small wrench. The Jets, themselves, may be disassembled and cleaned. If the Plastic Washer used to seal the Jet has been damaged, it is recommended that the Jet be replaced with HUDSON Part No. 220297.

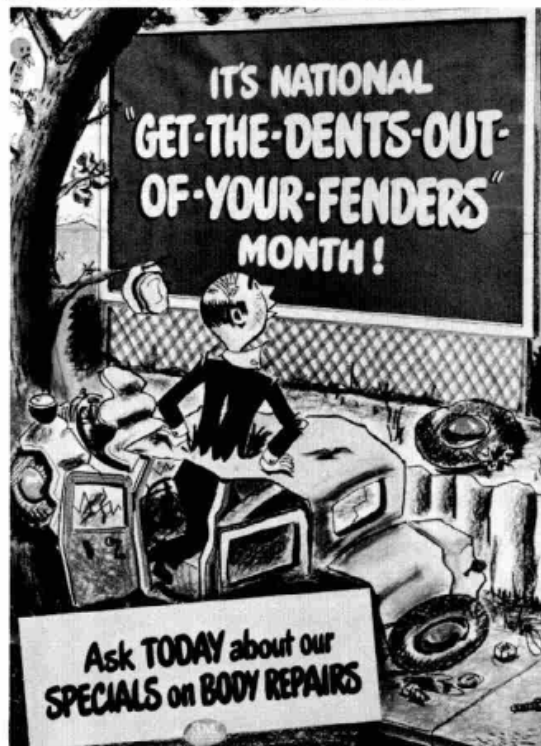
### JAR BREAKAGE:

Although the Jar has been located in the engine compartment to obtain maximum protection from mechanical injury, it is still possible to have accidental breakage. Also, in freezing weather, if the water level in the Jar is too high and HUDSON Windshield Washer Solvent has been neglected as an additive, the expansion of the freezing water may break the Jar. In either case, the Jar may be replaced through your HUDSON Dealer. (Continued in August Issue.)

Throughout most of the country, June is Get-the-Dents-Out-of-Your-Fenders Month. While the title will cause a smile, the opportunity to pick up extra business in the paint and body shop will be "no laughing matter", but a profitable one.

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Plan on cashing in on a very constructive nationwide publicity program which is being carried on by one of the large manufacturers of re-conditioning material. Your customers will hear spot radio announcements, see wall posters and newspaper ads featuring Get-the-Dents-Out-of-Your-Fenders Month, so keep your body and paint shop ready to remove ugly dents, rust spots and paint scratches from the cars of customers who hear and heed the admonition to Get-the-Dents-Out-of-Your-Fenders.



### BETTER SERVICE—MORE SALES

Expressing the belief that his training at the Factory Permanent Service School is not only a big asset in improving Hudson Owner service but also a sales expedient, Mr. Burton Beswick of Bert's Service Station, Hudson Dealer in Madrid, New York, writes as follows:

"I would like to take this opportunity to thank the Hudson Motor Car Company for encouraging me to attend the Factory Permanent Service School. It was well worth the two weeks I spent there under the supervision of your instructors, who went out of their way to make it possible for everyone attending the school to get the most out of the course.

"I feel that here in our shop, we are much more capable of taking care of Hudson Owners than we were in the past. When prospects learn that we have factory trained men, they are favorably influenced to buy, knowing that they will get complete service on their cars.

"Every Hudson Dealer should make it possible for one or more of their Mechanics to attend this splendid school."

Answers to the following questions will appear in the July issue of the Service Merchandiser.

- Name in order, the circuits of the carburetor:  
A      B      C      D      E      F
- The choke circuit is used for:  
(A) High Speed Operation.  
(B) Operates the choke.  
(C) Makes low and high speed circuits richer to improve starting.
- The low speed circuit furnishes an air fuel mixture:  
(A) For approximately 18 M.P.H. to wide-open throttle.  
(B) For acceleration.  
(C) For an engine idle up to approximately 18 M.P.H.
- The \_\_\_\_\_ speed circuit furnishes an air fuel mixture for approximately 18 M.P.H. to wide-open throttle.
- The \_\_\_\_\_ circuit furnishes added fuel for acceleration and \_\_\_\_\_ fuel until the high speed circuit is in full operation.
- Name five reasons for flat spots in the accelerator pump circuit.  
A      B      C      D      E
- The \_\_\_\_\_ controls the fuel level in the carburetor at all times.
- (A) The W.D.O. (Carter) Carburetor is used on Models \_\_\_\_\_  
(B) The Carter W.A. 1 Carburetor is used on Models \_\_\_\_\_
- Name in order the adjustments made in rebuilding a carburetor:  
A      B      C      D      E      F      G
- Carburetor should be overhauled every 5,000 miles; 10,000 miles; 20,000 miles?

Following are the answers to questions that appeared in the May issue of Service Merchandiser.

- The units of H.D.M. system are—Vacumatic Cylinder, accelerator switch, instrument board switch, governor switch, H.D.M. power cylinder, selector solenoid, H.D.M. switch and cam system.
- False. The Drive-Master power unit shifts second and high gears only.
- True. The transfer key is used to manually shift gears in low and reverse and automatically shifts in second and high.
- False. The transmission switch proper consists of five separate switches; they are: Neutral Switch, Limit Switch, Selector Switch, Transfer and Clutch Switch.
- False. The throttle lock prevents accelerating the engine during the interval of gear shifting.
- The idle speed of engine (Drive-Master equipped) should be 580 to 600 R.P.M. and the low speed circuit should be slightly on the rich side.
- True. The car should be started in low gear for hilly or mountainous driving.
- False. The Drive-Master clutch power cylinder and transmission power cylinder should be lubricated every 10,000 miles with Hudson Shock Absorber Oil.
- Failure to shift from second to high may be due to any one of the conditions outlined in paragraph 15, Page 9-31, 1951 Mechanical Procedure Manual.
- Failure to shift from high to second gear may be due to any one of the conditions outlined in paragraph 16 and 17, Page 9-31, 1951 Mechanical Procedure Manual.

#### PETROLATUM FOR BATTERY TERMINALS

In order to avoid corrosion at the Battery terminals, there has recently been specified and its use started in production of "Petrolatum," instead of the "Viscous Chassis Lubricant" as was used heretofore. Tests have shown that Petrolatum is much more effective in preventing the formation of a corrosive film which would result in a high electrical resistance at the terminal.

Where you find Battery terminals corroded, clean well—wash with soda solution and apply Petrolatum.

#### H-52 HYDRA-MATIC TRANSMISSION FRONT PUMP NO. 8613162.

An improved front pump rotor has been put in production effective with Transmission serial number H-52-5697 and J-52-416.

Current production service pumps equipped with the improved rotor now being shipped to divisions, can be identified by the letter "S" stamped on the face of the cover.

If it is necessary to replace a front pump in a 1952 Transmission, *only the late type pump with the "S" mark should be used.*

NOISE UNDER FLOORBOARDS has seemingly baffled mechanics on numerous occasions. As was pointed out previously in the Merchandiser, in most instances this has been found to be caused by the corner of the transmission contacting the floor sheet metal, due to movement of the power plant on its rubber mounts.

The first and simplest thing to check is to see that there is ample clearance between the front compartment floor and the transmission. Evidence of contacting will usually be indicated by a bright spot. Correction is to simply force the metal floor upward at that point to provide ample clearance.

#### ★ FIVE STOCK CAR RACES— ★ FIVE WINS FOR HUDSON!

Dick Ratham, of Los Angeles, receives the checkered flag following his victory in a 100-mile Grand National Circuit stock car race at Martinsville, Virginia, on April 6. Dick drove a Hudson Hornet owned by T. W. Chapman, Hudson Dealer in Strattanville, Pennsylvania. It was the fifth successive win for Hudson Hornets in the first five races of the 1952 season sponsored by the National Association for Stock Car Auto Racing (NASCAR).

## 7-B TWIN CARBURETOR ADJUSTMENT

Following is the step by step outline covering the carburetor and linkage adjustment for Hudson 7-B with Twin Carburetors:

1. Remove front and rear air cleaners.
2. Install linkage adjusting pin J-2544-1 through accelerator pedal link bellcrank lever and into hole in cylinder block provided for adjustment purposes.
3. Connect tachometer to distributor but before warming up the engine remove the clevis pins from the yokes at the ends of both throttle shaft to carburetor rods. While holding the front carburetor fast idle cam in the "off" position, turn the throttle stop screw until it just touches the cam. Repeat with the rear carburetor.

Turn the idle mixture adjustment screws down until they are seated lightly and then back them out 2 turns. Warm up the engine and bring the engine idle to 500 rpm for Hydra-Matic transmissions, 550 for standard transmissions and 575 for overdrive by turning the two throttle stop screws in or out equal amounts.

Adjust the mixture adjustment screw on each carburetor to get the maximum increase in idling

speed and if necessary, readjust the throttle stop screws to cut the idling speed down to the recommended rpm. When adjusting the idle speed always turn each throttle stop screw an equal amount.

4. Adjust front and rear throttle shaft to carburetor rod clevises so that clevis pins pass freely through clevis and cross shaft levers. Install clevis pins and clevis cotter pins.
5. On cars equipped with Hydra-Matic transmission, adjust throttle rod by disconnecting transmission throttle rod trunnion from accelerator pedal link bellcrank. Push rearward on transmission throttle rod to hold transmission T. V. lever against stop in transmission and adjust throttle rod trunnion so pin of trunnion slips freely into bellcrank. The throttle rod should then be shortened by  $\frac{1}{16}$ " or  $1\frac{3}{4}$  turns clockwise of the top trunnion jam nut. Lock this adjustment by tightening the lower jam nut against the trunnion.
6. Remove the linkage adjusting pin J-2544-1.
7. Adjust the length of the accelerator pedal to bellcrank rod to get  $\frac{1}{4}$ " to  $\frac{1}{8}$ " clearance between the pedal and the pedal stop at wide open throttle.
8. Reinstall air cleaners.



## HUDSON APPROVED RECONDITIONING PRACTICE MEETING AT WICHITA, KANSAS

Twenty Hudson Dealers in Wichita, Kansas area attended a Used Car Reconditioning Meeting in that city recently. Conducting the meeting was Mr. Bob

Clow, Kansas City Zone Manager, assisted by Messrs. A. B. Hayes, Assistant Zone Manager and Bill Smith, Zone Parts and Service Manager.