

# HUDSON

## *Service Merchandiser*

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



VOL. 4 NO. 9



SEPTEMBER 1952

### THE HUDSON 5-STAR SERVICE AWARD

The purpose of qualifying for the 5-Star Service Award is to gain the good will of the automobile buying public. Your reward—Increased New Car Sales—Increased Parts and Labor Sales—Greater Gross Profits.

We are confident that all of you, who desire to build a permanent place in your community, will be anxious to be recognized as a Hudson 5-Star Award Dealer.

This 5-Star Service Award has been created for Hudson Dealers who because of their efforts and far-sighted viewpoint, desire to improve not only their profit position, but also their public relations.

You can become a member of this club by qualifying as a Hudson 5-Star Service Award Dealer. Qualifying is simply taking these vital steps to strengthen your Service and Parts Organization as necessary, being competitive in all phases of your business; thereby, winning public confidence.

When you have qualified, you will be privileged to display over your Service Entrance an impressive sign. This sign proclaims to all the fact that your Dealership is operating a Hudson 5-Star Award Service Station, which sets your establishment apart from com-

petition and other Hudson Dealers in your area, who have not so qualified.

This symbol of excellent Hudson Service you can display with pride. There are also other forms of recognition both for yourself and your employees, when you qualify.

We list the Five Basic Good Business Principles of Hudson's long-range 5-Star Service Program:

- Star No. 1 Adequate Facilities and Equipment
- Star No. 2 Modern Parts and Accessories Department
- Star No. 3 Well-Trained Personnel
- Star No. 4 Good Customer Relations
- Star No. 5 Aggressive Parts and Service Merchandising

We want you to qualify for the award by observing and putting into daily use these Five Basic Good Business Principles because it will build strength and stability in your Dealership.

**LET'S GO FORWARD TOGETHER**

**HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN**



# FIRST 5-STAR SERVICE AWARD SERVICE STATIONS

Here is a pictorial review of the first two Hudson Dealers in the United States who have qualified and have received the 5-Star Award.

1. Bourne-Jones Motor Company, Richmond, Virginia
  2. Mac's Auto Sales & Service, Larned, Kansas
- From a study of the pictures, we are sure you can see why all employees of the above Dealerships are proud to be members of these fine organizations.

The Hudson 5-Star Award is a highly coveted award as it is recognition for putting into daily practice the five basic good business principles of the Parts and Service Business.

There is no better way to assure enough income from the Parts and Service Department to absorb the fixed expense of a Dealership than by observing those 5-Star principles outlined on the front page, and putting them into practice.

## RICHMOND, VIRGINIA



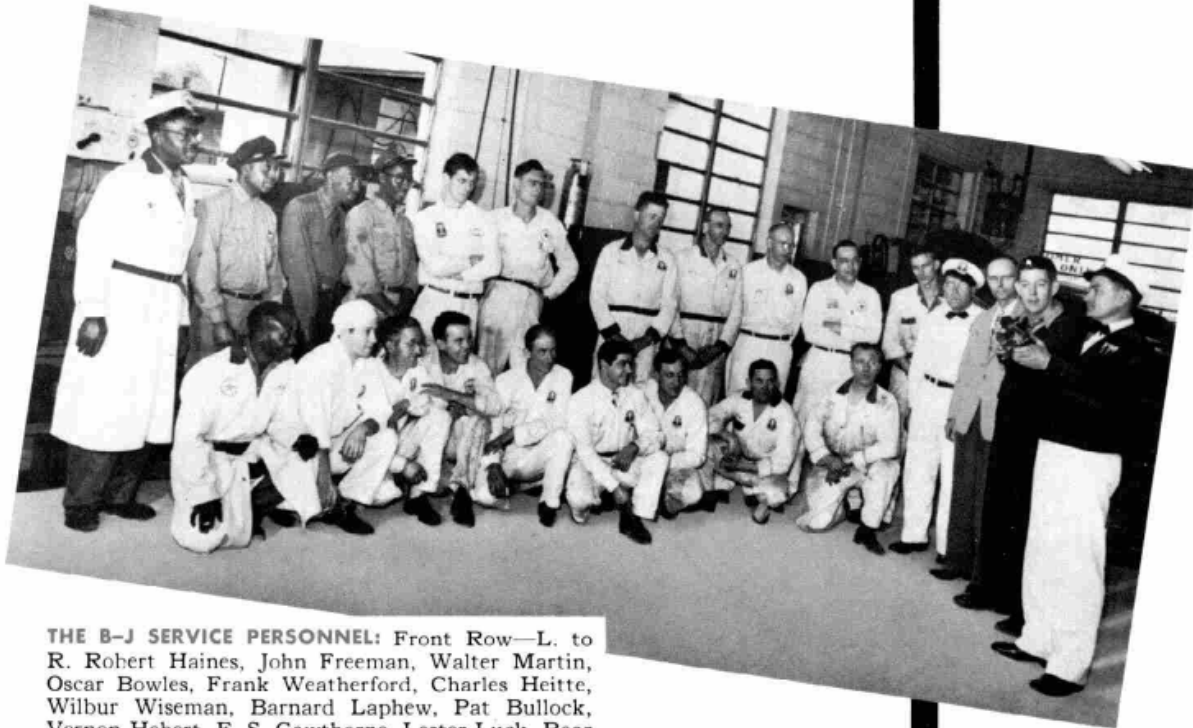
Comprehensive view of body shop, service department, used car lot and showroom.



## LARNED, KANSAS

EXTERIOR OF MAC'S SALES AND SERVICE at 812 Broadway. A good exterior means customer confidence. Note the Five-Star sign proudly displayed above the service entrance.





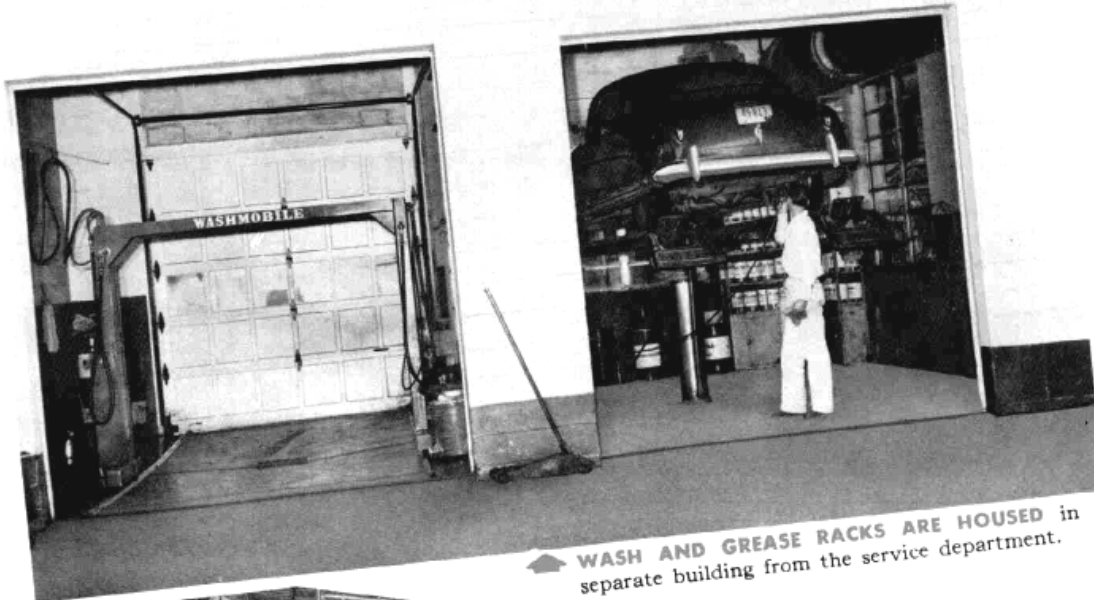
**THE B-J SERVICE PERSONNEL:** Front Row—L. to R. Robert Haines, John Freeman, Walter Martin, Oscar Bowles, Frank Weatherford, Charles Heitte, Wilbur Wiseman, Barnard Laphew, Pat Bullock, Vernon Hebert, E. S. Cawthorne, Lester Luck. Rear Row—L. to R. Josh Robinson, Phillip Adams, David Brooks, Richard Burns, Joe Mooney, Jeffery Cockrum, Ralph Bissette, Percy Oliver, Ernest Gordon, Beverly Belcher and George Parnell.



➤ **PARTS DEPARTMENT PRESENTS A WELL-LIGHTED, streamlined, pleasing appearance.** Parts Manager E. S. Cawthorne grossed \$45,000 on parts in 1951.



★  
★  
★  
★  
★  
**PURE SURE LUBRICATION**



WASH AND GREASE RACKS ARE HOUSED in a separate building from the service department.



BODY SHOP AND BAKE OVEN. PLANNING EVOLVED THIS QUONSET TYPE at much lower cost than standard construction.





**THE SERVICE DEPARTMENT IS SPOTLESSLY CLEAN.** Note the adequate working space so that there is little loss of time in repair work. 🏠



**A CREDIT MANAGER SHOULD PUT EMPHASIS FIRST** on good customer relations. This is the working basis of Morris Amter who is assisted by Mrs. Barbara Smelley in background.





← **TWO FUNCTIONS ARE QUICKLY HANDLED** by competent servicemen. Richard Burns is applying liquid glaze to a new Hornet while Beverly Belcher makes a brake adjustment on a hardtop.

**FOLLOW-UP**—The secret of the continuously high service volume of the dealership. This function is handled by Mrs. Frances Hunter. Note the file of service customers.



**THE VICE MAYOR OF RICHMOND** congratulates the Bourne-Jones Organization on their proficiency in qualifying for the 5-STAR AWARD.





## Just A Reminder . . . That Old Man Winter Will Soon Be **KING!**

Be sure that your supply of . . . GENUINE HUDSON PERMANENT AND REGULAR TYPE ANTI-FREEZE . . . is adequate. The sale of ANTI-FREEZE is the open door to **PLUS SALES** of related parts such as, Fan Belts . . . Thermostats . . . Radiator and Heater Hose and . . . Water Pump Repair.

# ORDER NOW



Regular Type  
Drums  
HS-302402  
Gallons  
HS-302569

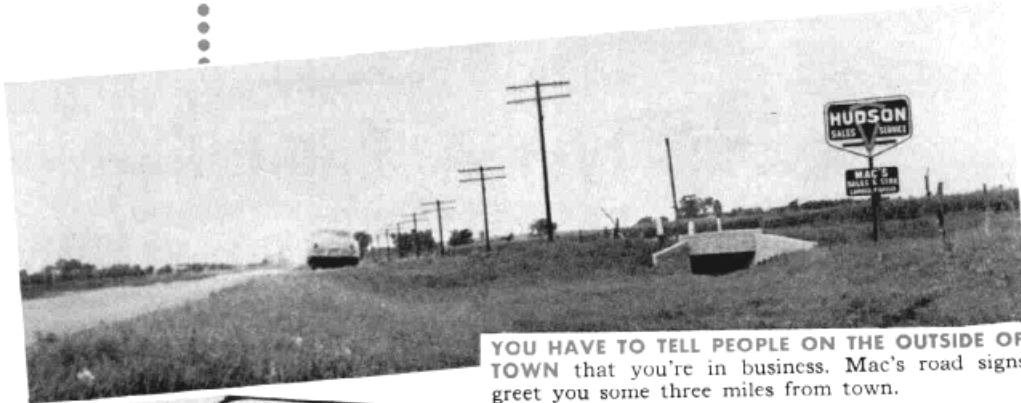
Permanent Type  
Gallons  
HS-304634  
Quart Cans  
HS-307522



Permanent Anti-Freeze  
One Quart Can HS-307522

*Say* . . . WHEN ORDERING DON'T  
FORGET THE NEW MEMBER OF  
HUDSON ANTI - FREEZE FAMILY





YOU HAVE TO TELL PEOPLE ON THE OUTSIDE OF TOWN that you're in business. Mac's road signs greet you some three miles from town.



HUDSON FIVE-STAR AWARD SERVICE STATION sign adds a new look to a typical Kansas background.



SERVICE DEPARTMENT PRESENTS A NEAT, clean appearance with 5,000 square feet of floor space.

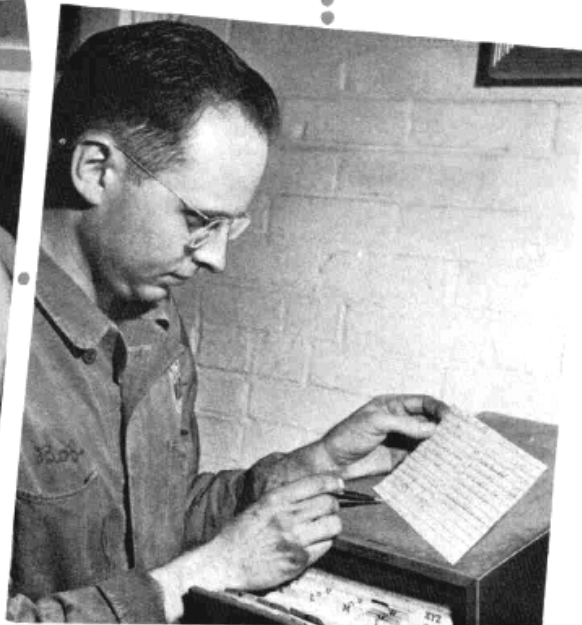




↑ **GEORGE SIMMONS, PARTS MAN, WORKS BEHIND** a modern, attractive, well-stocked counter. Note the letter above the counter. A new motto is placed above the showroom counter each week.



... **MAC'S MEN MUST KNOW COMPETITIVE ENGINES** as well as Hudson as shown by Roy Clarkson, working here.



• **ROBERT KAISER, SERVICE MANAGER, USES THE INDEX FILE** for a case history of each customer's car. It helps service and parts sales and inspires customer confidence.





A RED LIGHT GOES ON WHEN EXHAUST FUMES ARE coming out of cars on test. Note the special hydraulic lifts.



A SECTION IS RESERVED FOR THE MODERN wheel alignment equipment. It attracts customers by its well-ordered appearance.



THE WASH RACK has a special front end lift. All cars are washed underneath as well as on top, side, front and rear.

JOE CURTIS VANDERSLICE USES brush to give complete wash job.





SEPTEMBER 1952



HUDSON SERVICE MERCHANDISER



CHESTER R. BEER, LOCAL MILK PRODUCER, interested in a 1952 Pacemaker, gets a complete idea about 'step-down' advantages from a very energetic dealer.



▲ FIVE-STAR HONORS TO LOREN McMANNAMA from Walter S. Milton, Hudson Director of Service while Bob Clow (center) Hudson Kansas City Zone Manager looks on.





# Sell...

## ENGINE COOLING SERVICE

DURING SEPTEMBER, OCTOBER, & NOVEMBER



ENGINE COOLING SERVICE IS . . .

# PROFITABLE and EASY TO SELL!!

**PART NO. HS-165922** ▲

Cures engine overheating. Loosens and dissolves rust, scale and sludge and cleans cooling system for efficient operation.

Every Hudson Owner that visits your service shop or parts counter during the next three months is a potential customer for this service—all cars must be prepared for winter driving.

THIS IS VOLUME BUSINESS . . . and is yours for the asking. Take every opportunity to tell customers—the necessity of having summer accumulation of rust, scale and sludge removed from the engine cooling system.

**GET READY FOR THE COMING SEASON—  
ORDER A GOOD STOCK OF THESE MATERIALS NOW!!!**



**PART NO. HS-165896**

Stops leaks instantly in all types of cooling systems; cars, trucks, busses and tractors. Mixes with anti-freeze.

**PART NO. HS-166548**

Loosens rust and scale, dissolves grease and sludge to prevent overheating. This item can be used while car is in operation.

**PART NO. HS-165923**

Protects cooling system with a coating that prevents rust and scale formation. Helps keep cooling system efficient.

