

# HUDSON

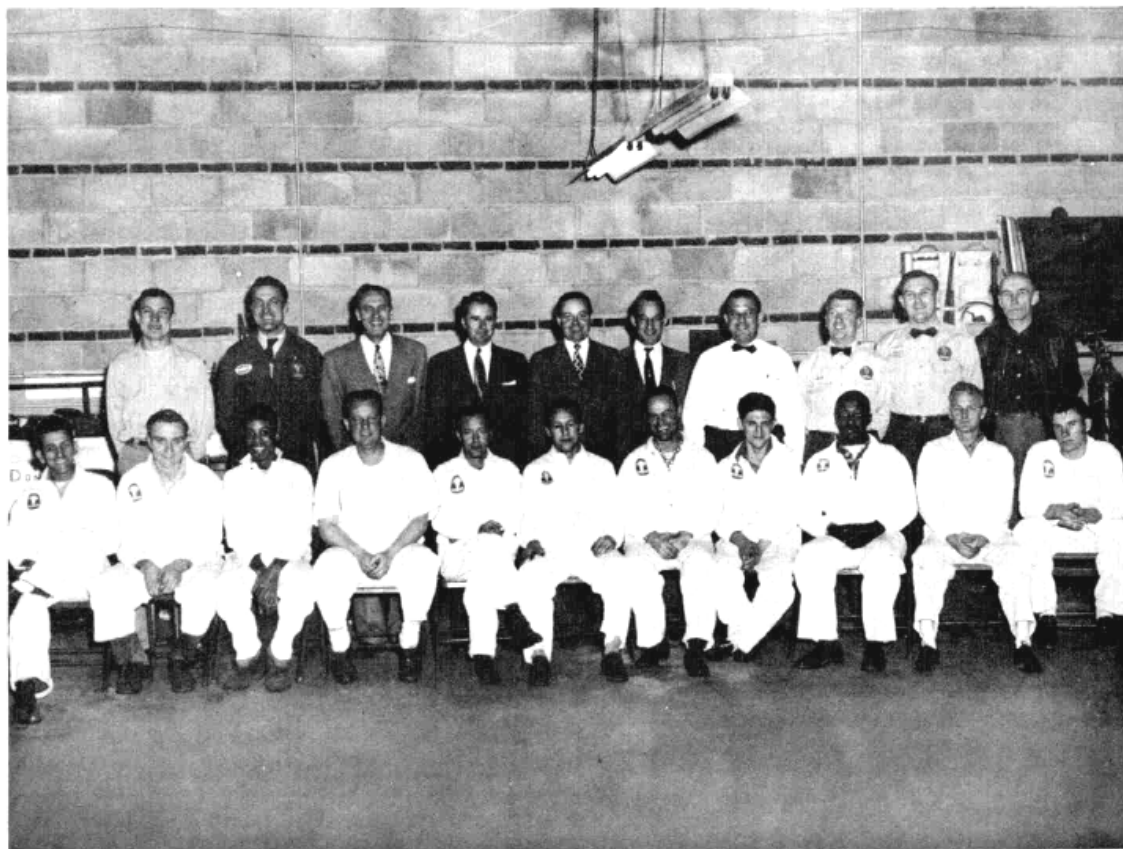
## *Service Merchandiser*

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



VOL. 5 NO. 4

APRIL 1953



### PERSONNEL OF OLD DOMINION MOTORS, INC. ALEXANDRIA, VIRGINIA

A party was held celebrating the opening of one of the most modern body and paint shops operated by a dealership. Standing second from left—Mr. Nichols, Parts and Service Manager, Old Dominion Motors; C. A. Horter, accountant,

Old Dominion Motors; C. W. Margetts, Alexandria Zone Manager; J. E. Slagle, Owner of the Business; and M. C. Eckel, Zone Parts and Service Manager.

HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN



Continued  
from  
March

If a Service Department is to make money and absorb the major portion of the fixed overhead, the Service Manager must be expense and profit conscious. All Parts and Labor Sales Campaigns must be planned by the Service Manager, as well as the leading and directing of all Parts and Service personnel under his supervision.

Certainly, it is the responsibility of the Service Manager to meet with all owners who seek help and advice with their service problems.

A Service Manager must know how to organize and how to delegate responsibilities and the ability to "Win Friends and Influence People" will have considerable effect toward maintaining good customer and employee relations.

The objective of every Service Manager should be:

First—Protect the reputation of the Dealer and the Product.

Second—Have a profitable Parts and Service Operation.

To accomplish the above objectives, it is necessary to build and maintain an aggressive, well-trained group of mechanics, parts men, etc.

The Service Manager has the responsibility of getting work done well, rapidly and profitably. This can only be accomplished by working through the men in the shop and the success will be in direct ratio to how well-trained these men are in Hudson products and Factory Approved Methods.

Service personnel must see the necessity for training and realize what mechanics should know about the product and what there is they should learn about it. In any method of training, discussion, demonstration and practice are needed.



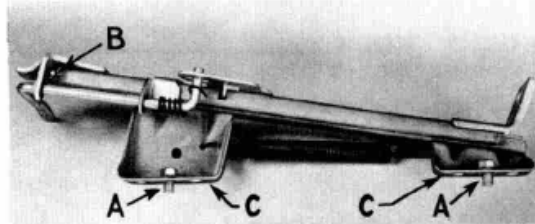
Semi-monthly or weekly meetings should be held to keep up a constant training program with Parts and Service Men, on mechanical short-cuts and changes, courtesy to owners, merchandising ideas and an honest interest in the customer and his car.

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### FRONT SEAT ADJUSTMENT—1-C and 2-C

The front seat track assemblies, right and left, of the Hudson Jet and Super Jet Models are assembled with the attaching bolts "A" in the center holes of the support brackets. By changing the bolts to the rear or front holes, the track (and front seat) movement range is increased one inch forward or backward.

The front seat tracks provide a seat adjustment range of four inches; however, when assembled in production, a clevis pin "B" is installed in the front end of each track which limits the backward travel to three inches. Note illustration below.



Should the full range of movement be desired (one additional inch of backward travel), it is only necessary to remove the metal seat cushion shields on the right and left sides; then place the seat in the forward position, which will permit the removal of these clevis pins which are secured by cotter pins.

There are no spacers between the seat track "C" and the car floor of the Jet and Super Jet. The height of the front seat may be increased and the angularity changed (to accommodate owners or prospects) by placing spacer washers between the front and/or rear track brackets and the floor panel as desired.

### HOOD CREST ORNAMENT—5-C and 7-C

The threads of the Hood Crest and holding screws were recently changed from a 10-32 to a 10-24. It is well to keep this in mind, as when there may be occasion to install a new ornament and the correct screws are not used, there is a possibility of damaging the threads.

**PLEASE CORRECT.** In the January Service Merchandiser, Page 375, under the caption REMOVAL OF DRIVE-MASTER EQUIPMENT FROM USED CARS, Part Number C-302504, Tube and Fulcrum, should read C-303173, Tube and Fulcrum Assy.

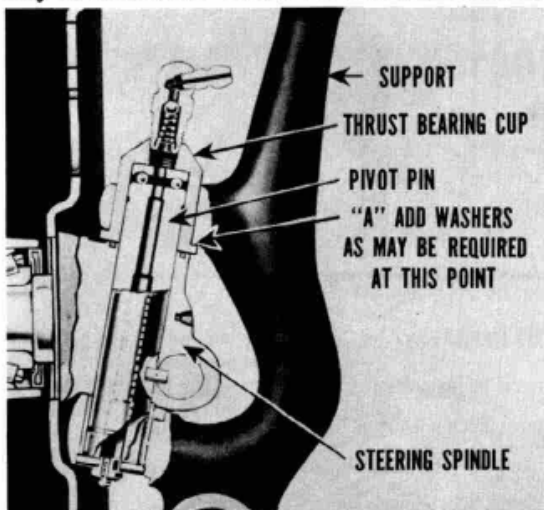
1952 Mechanical Procedure Manual—Page 2-5 under caption CYLINDER BALANCE TEST, Paragraph 3, last line should read 8 Cylinder 1-8, 2-7, 3-6, 4-5.

### A TIP FOR FRONT-END MEN

(Submitted by C. G. Monken, Parts and Service Manager, St. Louis Zone, where the following has been used successfully in service repair.)

Excessive play between the steering spindle and support, caused by wear or bending of the support, results in an annoying noise. This may be corrected by placing shim spacers between the thrust bearing cup and the support arm.

By raising the front end sufficient to take the load off the wheels, then forcing the thrust bearing cup downward until the thrust balls seat against the pivot pin, the amount of clearance between the thrust bearing cup and spindle support (Arrow "A" in illustration) may be determined with the use of a thickness gauge.



Whatever excessive clearance may be found, use sufficient shim spacers to take up the space leaving a .002 to .003 clearance.

An ideal shim to use for this purpose is the Front Pinion Bearing Spacer Shim, as used on Hudson Built Rear Axles. These are Part Numbers 300309-10 and 11. They are of .002, .003 and .004 thicknesses.

### GENERATOR VOLTAGE REGULATORS

As you may have perhaps noticed, two types of generator voltage regulators have been used on the 4-C, 5-C and 7-C. These two voltage regulators may be identified by having either a **BLACK** or a **BLUE** name plate. These combinations are entirely satisfactory and do not in any way impair the functioning.

*Do not* use a Blue Name Plate voltage regulator with a Black Name Plate generator. This combination would be apt to burn up the generator.

### HUDSON SERVICE MERCHANDISER

St. Louis Council Parts and Service Managers hold meeting at the Chase Hotel in St. Louis, Missouri, January 6th. Seated in center at end of table is Mr. Karl Seiler, Zone Manager, and at his right, Mr. C. G. Monken, Zone Parts and Service Manager.

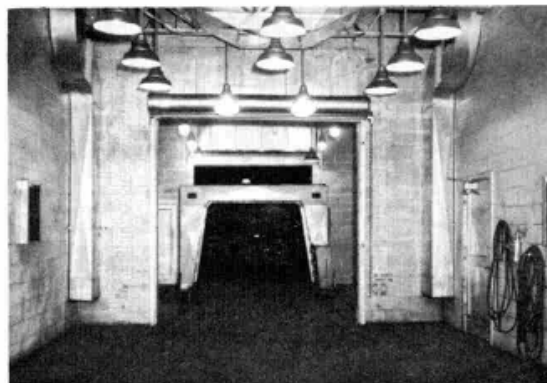


### THE LAST WORD IN MODERN BODY AND REFINISHING METHODS

Photographed below is Old Dominion Motors' Body and Paint Shop. Beginning from the approximate center of photo by doors, you will note there are ten entrances. The first three entrances being general clean-up and get-ready; the second two entrances devoted to leading, priming, etc.; the next three doors pertaining to paint stalls, stock room and last two for quick jobs. Space and facility are pointed toward Volume.



Interior of one of the drying and baking ovens in the Paint Department. They are prepared to handle any type of paint or refinish work.

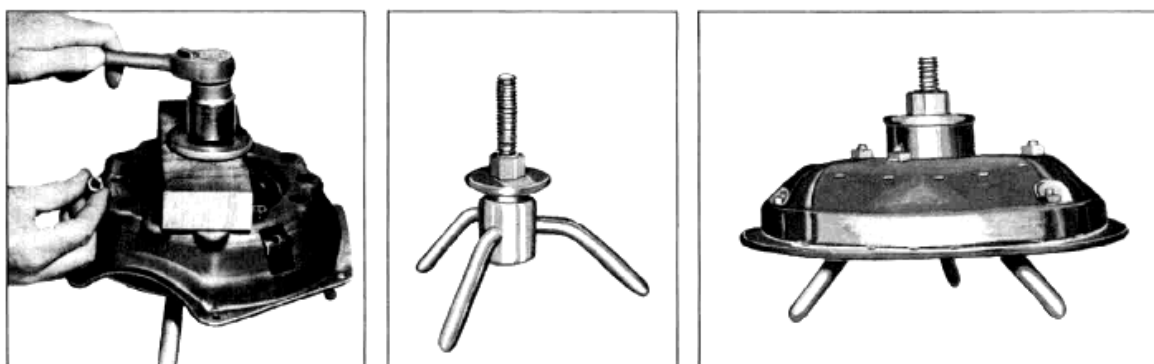


### FIXTURE FOR DISASSEMBLING AND ASSEMBLING CLUTCH

For those who may not have taken advantage of or read the article on Page 164 of the February, 1951, Service Merchandiser, we again call attention to this opportunity to procure a very satisfactory universal clutch tool, adaptable to both the Hudson dry clutch and wet clutch alike. Its range of use applies to all Hudson clutches—1935 to 1953.

Every Dealer has occasion to overhaul clutches. There is no satisfactory substitute for a tool of this kind that will pay for itself in a few overhaul jobs.

Place your order for this clutch tool direct with the Universal Rubber Mat Co., 6337 West Chicago Blvd., Detroit 4, Michigan. It is priced at \$10.30, Net F. O. B. and is subject to your regular state sales tax.



### MAY IS NATIONAL SAFETY MONTH

During the entire month of May, a nation-wide safety drive will be on. Sponsored each year by two great safety organizations—The National Safety Council and the Inter-Industry Highway Safety Committee, practically every motorist and repair shop throughout the United States will have been contacted either directly or indirectly.

More and more, it becomes apparent that SAFE DRIVERS DRIVE SAFE CARS. Every Hudson Dealer and his entire organization share a great part in this very important drive for SAFE CARS. Safety is everybody's business. Be prepared and have everything in readiness to be of maximum service to your customers. Hudsons have always been known to be among the safest cars in design and construction. Let's keep them that way on the highways!

### PARTS & SERVICEMEN'S COUNCIL MEETING AT EVANSVILLE, INDIANA

This Council held their second meeting of 1953 at Evansville, Indiana, February 24. The following officers were elected:

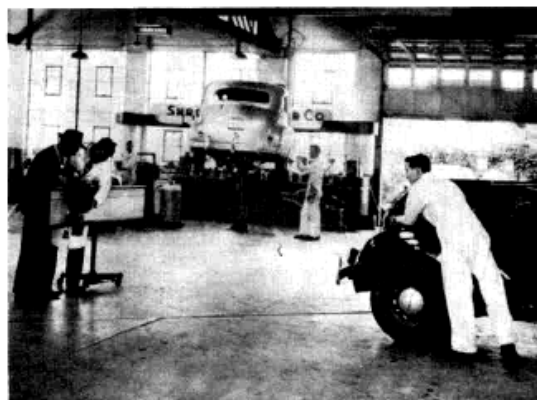
Dean Hill, President; Art McGehee, Vice President; Chas. Meyer, Retiring; Walter Roe, Secy. & Treas.

Seventeen members were in attendance.

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### AN IMPORTANT SAFETY JOB DONE WITH PRECISION

There is no substitute for a headlamp testing instrument. This eliminates all guesswork from headlamp adjusting—focusing—beam strength, etc. Best of all, it gives the owner an opportunity to see for himself



that headlamp beams were off, but are right after being adjusted. Shrock Motor Company, 5-Star Hudson Dealer, Salem, Oregon.

APRIL 1953

HUDSON SERVICE MERCHANDISER



# SELL IN SEASON...

## PROFITABLE ACCESSORIES WITH THE *ACCENT ON SPRING*

Appeal to your service customers' pride of Hudson Ownership!

### USE THESE SELLING FEATURE STORIES



#### HUDSON CUSTOM WHEEL DISCS

Add dash and sparkle to the entire wheel. Their gleaming beauty enhances the appearance of a fine car to make it look even finer! Made of high polished stainless steel for permanent lustre. Lock in place firmly. Quickly and easily removed for a tire change.



#### HUDSON TOUCH-UP LACQUER

It's easy to keep up the appearance of your car. Use Genuine Hudson Touch-up Lacquer . . . original colors and quality, quick drying, easy to apply, nylon brush included.



#### HUDSON FLOOR MATS

Large, easy to clean. They protect the floor rug from wear, tear, and stains. They assist in keeping that new-car look longer and promote good housekeeping in your Hudson.

#### HUDSON LIQUID GLAZE

For greater car beauty and weather protection, use Genuine Hudson Liquid Glaze. Your spring clean-up, polish-up efforts will be easy and really effective if you do! Made to Hudson specifications, of the highest quality. . . Best for your Hudson, best for you!



**ORDER FROM YOUR ZONE WAREHOUSE**  
Place your order right away—TODAY!





### PARTS AND SERVICE MANAGERS COUNCIL HOLDS MEETING IN MANHATTAN

This group represents the Hudson Dealers in the immediate vicinity of New York City. Meeting was held February 25.

The presence of Messrs. J. F. Saullo, Zone Parts and Service Manager, standing left end, and W. M. Hinds, Zone Service Representative, standing beside him, lends assurance that the meeting was highly interesting.

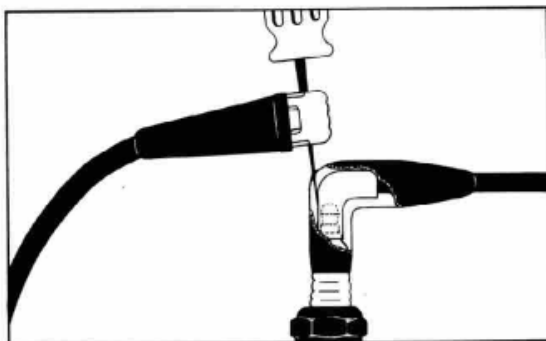
## The Other Fellow's Suggestion

Most of you have heard that old saying, "The difficult things we do at once—The impossible takes a little longer." Here is a suggestion on how one mechanic gets through the insulation, thereby losing no time in accomplishing his objective.

Mr. George F. McCarthy, Jr., Shop Foreman for Hudson Freeport, Inc., Hudson Dealer at Freeport, Long Island, New York, writes as follows—and he wins the first prize on his suggestion:

"The new type rubber insulators on the spark plugs have made it difficult to hook up the power timing light at the number one spark plug. I have eliminated this problem by making a simple tool which makes an easy and speedy connection at this point.

"All that is needed is a small plastic handled screwdriver about four inches long. Grind the end down to a long thin point, then simply pierce the rubber insulator until the point touches the spark plug terminal. Now just clip the timing light wire to the shaft of the tool.



"This tool eliminates the need of disconnecting the wire to make the connection or even removal of the rubber insulator. The tool can be inserted and removed while the engine is running as no current will pass through the plastic handle."

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### WHY ARE YOU IN BUSINESS?



This article was arranged by Ray C. Olsen, Zone Parts and Service Manager, Berkeley, California. Its far-reaching significance and application to the automotive maintenance field, make it well worth re-reading by all who are engaged in serving the public.

#### THE OBJECTIVE:

The correct "viewpoint and attitude" are the two most important items in the operation of any successful business. Careful analysis based on theory, facts, and experience clearly indicates that the objective—"The viewpoint and attitude" of every successful business can be stated as follows:

The primary objective of our business is to provide and give **SERVICE** to all of our **CUSTOMERS** and incidentally make a profit so that we can continue to *provide and to give* this service and justify our efforts and investment.

The foregoing objective is the secret to success if one clearly understands what is meant by a **CUSTOMER** and what is meant by **SERVICE**.

#### WHAT IS A CUSTOMER?:

Webster defines a **CUSTOMER** as "one who **GIVES** his trade—or a person to be **DEALT** with." One of our railroad companies states these facts about a customer: "A **CUSTOMER** is the most important person in any business. He is not dependent on us. We are dependent on him. He is not an interruption of our work. He is the purpose of it. A **CUSTOMER** does us a favor when he calls. We are not doing him a favor by serving him. He is part of our business, not an outsider. He is not a cold statistic. He is a flesh-and-blood human being with feelings and emotions like our own.

"A **CUSTOMER** is not someone to argue or to match wits with. He is a person who brings us his wants. It is our job to fill those wants.

"A CUSTOMER is deserving of the most courteous and attentive treatment we can give him. He is the life blood of this and every other business."

Our "Hudson Dealer's Code" states: You, the CUSTOMER, are the real boss.

The foregoing concept and understanding of the term "CUSTOMER" must be adopted by the boss and the ENTIRE organization if a business is going to "grow."

#### WHAT IS SERVICE?:

However, the entire organization may have the correct viewpoint and attitude in regards to a CUSTOMER, but this is *not sufficient*. The entire organization must be "SERVICE MINDED."

The dictionary defines SERVICE as: "The performance of an act for the benefit of another." In other words, "SERVICE" CANNOT BE SOLD, it is given to or provided for a customer.

We sell cars, parts, and accessories and labor to a customer, but we GIVE and PROVIDE SERVICE.

Some of the major and important SERVICES we must give, provide, and make available to our customers are:

1—Provide adequate facilities, equipment and special tools to properly take care of our customers' demands. Your place must be neat, clean, attractive, and easy for customers to drive in and out. It should be departmentalized with modern equipment in the sales room, offices, rest rooms, and shop. These are some of the things that must be provided for at your expense for your customers. **THIS IS SERVICE.** The degree and quality of this provision is a vital factor in the volume of your business.

2—Provide and maintain an adequate stock of cars, parts and accessories in modernized departments, well stocked and operated by well-trained and qualified managers that must be provided at your expense for your customers. **THIS IS SERVICE.** The amount of stock and the type of managers will greatly determine the degree to which you can render this part of your service obligation to your customer and the amount of business you will get.

3—Employ well-trained personnel in order to sell, and to repair and maintain the customer's automobile at factory standards. Training is an expense to the dealer for the benefit of his customer—**THIS IS SERVICE.**

4—Maintain good customer relations and owner goodwill by realizing that a Customer is the foundation of every business. Sometimes this is an expense. **THIS IS SERVICE.**

5—Promote cars, parts, accessories, and labor merchandising to inform the customer of what we have provided and made available for his needs, such as poster program, service direct mail, parts direct mail, road signs, advertising, merchandise displays, etc. **THIS IS SERVICE.**

Now that I have defined my terms, please re-read the objective, and carefully evaluate this "Tried and proven business-getter." Briefly put, you are:

1—In business to render SERVICE to Customers.

2—Service is everything you Give to and Provide for your Customer. **REMEMBER, You can't SELL SERVICE.**

3—Customers are the foundation of all business. SERVICE attracts and maintains CUSTOMERS.

4—You give and provide "Service" to CUSTOMERS and they buy cars, parts, accessories and labor over and over again.

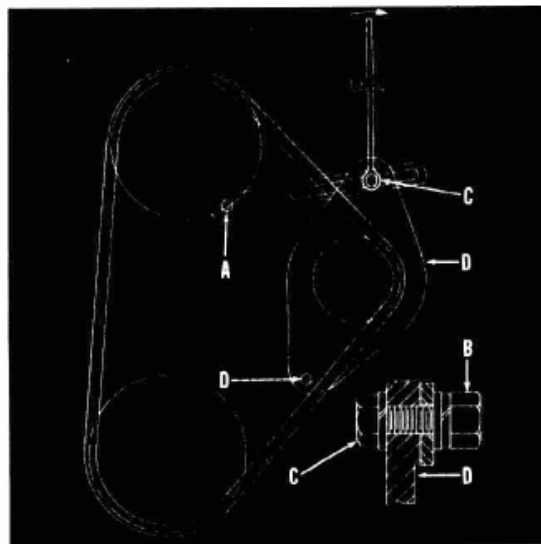
5—Become a Hudson 5-Star Service Dealer—NOW.

6—Live up to the Hudson Dealer's Code.

With this broad viewpoint and attitude emanating from the boss and permeating the whole organization, and with sound business administration, you are certain to sell NEW CARS—USED CARS—PARTS—ACCESSORIES—AND LABOR—at a rate that will amaze you and insure your success.

#### ADJUST FAN BELT TENSION WITH TORQUE WRENCH (1-C & 2-C)

Due to the design, it is desirable to adjust the fan belt tension on the 1-C and 2-C Engines with a torque wrench. Although there is outlined in the Owner's Manual for these cars a procedure that will enable an owner to adjust the belt, for long life and minimum wear on water pump bearings, the following procedure is recommended.



1. Loosen generator adjusting bracket bolt (A), nut (B) and 2 generator support bracket bolts (D) three to four turns.
2. Apply a torque wrench approximately 12" long and as nearly vertical as possible to the head of generator adjusting bracket bolt (C) and pull generator against fan belt.
3. With torque wrench indicating  $10 \pm \frac{1}{2}$  ft. lbs. tighten generator adjusting nut securely. Remove torque wrench and tighten remaining 3 bolts securely.

# PARTS MANAGERS... SERVICE MANAGERS... USED CAR MANAGERS...

Here's a top quality, ready-to-install front floor mat that's priced low for volume sales . . . and is especially suitable for used-car reconditioning.

## HUDSON UNIVERSAL FLOOR MAT

FOR ALL 1948-49-50 MODELS

"No cutting or fitting."

"Molded to shape and size."

"Cushioning felt insulates against noise, dust, heat and cold."

**ORDER YOUR STOCK TODAY!**

**PART NO. 5P-234999**  
Front Floor Mat for 1948-49-50 Models

It's molded of live rubber in an attractive, ribbed design of a rich and pleasing appearance.  
The felt backing insulates against cold and heat and cushions the feet.  
All holes and openings are located exactly, and the entire mat is molded and sized for perfect fit and quick installation.