

HUDSON

Service Merchandiser

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

VOL. 6 NO. 5

MAY 1954



MAY IS NATIONAL SAFETY MONTH
...make MAY your biggest



Safety *Check*

MONTH



T-213

HUDSON MOTOR CAR COMPANY • DETROIT 15, MICHIGAN

TWIN CARBURETOR ADJUSTMENT

Improperly synchronized twin carburetors may be the sole cause of a rough and severely vibrating engine. Therefore, in any instance where this condition is experienced, the first thing to check and be sure of is twin carburetor synchronizing—provided, of course, the engine is fitted with twin carburetors.

For ready reference and also for those who may not have received a copy of the Service Merchandiser in which details of Twin Carburetor Adjustment were outlined, we are reprinting that article. Complete details applying to Throttle Linkage Adjustment for Hydra-Matic and Automatic Transmissions are covered in the manuals covering those units.

"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 $\frac{1}{64}$ " to $\frac{1}{16}$ " clearance between the pedal and the pedal stop at wide open throttle.
8. Reinstall air cleaners."

A NEW MANUAL covering the servicing of the Hudson Automatic Transmission is off the press and copies are being sent to the field in a mailing now being made. This book consists of 108 pages, is fully illustrated, and provides complete information covering operation, design, construction, and details the procedures involved in servicing the new unit. Diagrammatic illustrations covering the oil circuits and the hydraulic operation in the various gear positions are included, as well as a complete section dealing with testing and diagnosis.

Copies of the new manual have been mailed to all Zones and Other Distributors, Dealers and Service Station Agreement Holders of record, in the Factory mailing. Additional books may be obtained, at \$1.00 per copy, from the Factory Parts Department on the regular parts order form, by specifying stock number T-228.

EVANSVILLE, INDIANA, HOLDS ITS FIRST PARTS AND SERVICE MANAGERS CLUB MEETING FOR 1954

This meeting was held February 23 at Smitty's Steak House, Evansville, and being the first meeting of 1954, election of officers was held.

Mr. Bernard Killion, Killion Motors, Washington, Indiana, is the newly elected President. Mr. Russell Pool, who is the partner of Pool Motor Co., of Carmi, Illinois, is the Vice President, and Mr. David Fleming of Myers Motors of Olney, Illinois, is the Secretary and Treasurer.

There were sixteen members in attendance and 22 subjects of interest were covered. The meeting was attended by Mr. C. G. Monken, Parts and Service Manager, St. Louis Zone, who reported this and other meetings in his area to your Service Merchandiser.

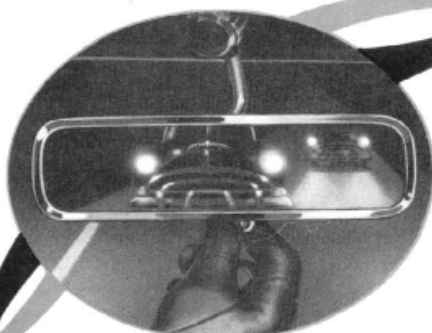
The meeting was adjourned at 11:15 p.m.

SAFETY

MEANS
ACCESSORIES,
TOO!



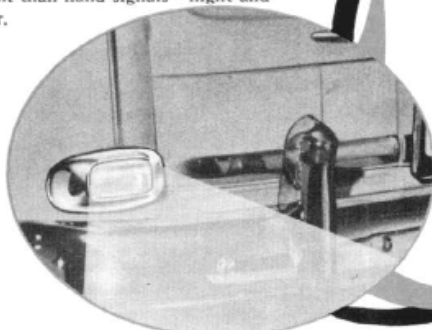
WINDSHIELD WASHER—a push of the wiper-control knob sends two streams, one to each side of the windshield, to keep the windshield clean in *all* kinds of weather.



GLAREPROOF MIRROR—just a flick of a finger operates this prism mirror to remove all the annoying glare of headlights from cars to the rear.



DIRECTION INDICATOR—permits signaling of turns simply by moving the indicator lever. Safer and more convenient than hand signals—night and day in any weather.



BACK UP LIGHTS—simplify backing out of driveways and parking at night. Automatically floods area behind car with light when transmission is shifted into reverse.

Proper car operation is important to owners. *Equally important are a clean windshield, good vision to the rear, convenient turn signaling, light to the rear when backing up at night, and a trouble light when stranded or changing a tire after dark!*

When a "safety check" indicates driving safety can be improved, make every effort to sell your Customers on these low-cost safety aids during May and throughout the year.

It's good business for them . . . it's good business for you!

Be prepared by having on hand a balanced inventory.

**CHECK YOUR STOCK . . .
ORDER FROM YOUR ZONE
OR DISTRIBUTOR TODAY!**



HAND PORTABLE SPOTLIGHT—plugs into cigarette lighter receptacle. Powerful beam is excellent for use inside or outside the car. A useful trouble light when stranded or repairing a tire.

YOUR HUDSON OWNERS ARE YOUR GREATEST BUSINESS ASSETS

BY

W. S. Milton
Director of Service



MR. HUDSON DEALER:

The greatest assets that a Hudson Dealer has are the Hudson Owners in his community.

First: Hudson Owners are the best source of Prospects for both new and used Hudsons.

Second: Hudson Owners Parts and Service business will pay a major portion of the dealer's fixed expense or overhead.

The Hudson Dealer cannot expect to derive these benefits unless he, as a merchant, steps up to his responsibilities and makes it possible for the Owners to do business with him on a satisfactory basis. It is most certainly a two-way street.

Here's what you must do for the Hudson Owner, if he is to be an asset to your business.

(1) — The greatest confidence builder is "Cleanliness" and it doesn't cost too much money to maintain good appearance. The Showroom, the windows, the Parts Department, the Service Department, the Lights, Rest Rooms and, certainly, the Used Car Displays, should be kept spotless. There should be a place for everything . . . and everything in its place. Old parts, dirty rags, and junk that litters up too many Service Departments is certainly not conducive to building confidence in the Dealership.

Remove old banners, signs or posters. Keep mechanics in clean uniforms and keep the Sales Appeal of fresh posters by displaying them where they will have the greatest customer attention.

I am not in any way talking about building a new building, or creating mansions, or purchasing a lot of equipment . . . what I am talking about is . . . maybe a little paint, but mainly a **CLEANING PROCESS**.

Get this job done right in your Dealership and you will benefit in a major way through increased **OWNER CONFIDENCE**.

(2) — The most important contact a Dealer has with an Owner (that is, after the new car transaction has been completed) is at the time the new car is being delivered.

It is essential that the new car be in "A1" condition. It should have been properly and thoroughly inspected and, if any work was necessary, such as touch-up, this should have been done before the Owner gets the new car.

The Owner should be thoroughly acquainted with his new car, and know how to operate it in detail, including the Optional Equipment, and what to expect.

He should certainly be introduced to the Service Manager, made to feel at home, and be told that if anything occurs which is not to his liking he should feel free to drive into the Service Department . . . and that any necessary adjustments will be made promptly.

(3) — During the Warranty period it is essential that the Dealer and his Service Department step up to their responsibility to the Owner. If there is anything wrong with the car, it should be corrected immediately.

Experience has proven that the most serious product complaints start when we attempt to side-step our responsibility and give the Owner "conversation" instead of **ACTION**. What could have been a minor Warranty expense finally becomes a major one, and you can imagine the feeling of the Owner towards the Dealer's organization after such an experience.

If we are to keep the Hudson Owner on our team and be able to contact him, as the best source of prospects for both new and used Hudson's, it is essential that this condition be corrected where necessary.

If a Dealer's Service Department does not know what to do on a new car which is in the Warranty, he should get in touch with his Zone or Distributor Parts & Service Manager, who is fully capable of handling such matters.

(4) — The Dealers who were contacted during a recent survey, stated that the number one factor of success was *Fair and Honest Dealing*.

Let's consider this for a moment.

In selling new cars, the Dealer has an opportunity about every year and a half to two years to sell an Owner another new car.

Now during this approximately two year period, between new car purchases, the Owner should be enjoying the car he is driving, and he will visit the Dealer's Service Department at least twelve times—that is, of course, if he has remained sold on the Dealership.

If the Owner has been properly handled, it isn't too much of a job to sell him another new car, and keep him in the Hudson family, however, if the Owner feels that the Dealer has not rendered **GOOD SERVICE** on a *Fair and Honest* basis . . . he will most certainly look elsewhere for his next new car, and the Dealer will have lost one of his greatest assets—*A Hudson Owner*.

Alright, what is **GOOD SERVICE** on a *Fair and Honest* basis?

First and foremost, it is *Knowledge* of the product. Hudson Service Personnel must be trained on Hudson Products.

With Owners demanding top performance and with an increasing demand for automatic transmissions, power steering, power brakes and other such automatic units to relieve the strain of driving, it is most essential that Hudson mechanics know what *they are doing*.

There is certainly nothing that will destroy Owner Loyalty as fast as a poor service job, caused by lack of Product Knowledge.

We have an excellent Training School available in Detroit for Dealers' Service Personnel.

We have Field Training Sessions on all new product changes.

We urge that you give this vital subject of Product Knowledge every consideration. Take advantage of all training programs.

Every Dealer, regardless of size, should departmentalize his Service Department to the extent of having—

- (1) — Lubrication Department
- (2) — Tune Department
- (3) — Appearance Department

Properly handled, these three minimum departments create the greatest Owner confidence, and will do the Dealer the most good. Larger Dealers, should of course, extend their departmentalization.

Lubrication is the one Service operation performed on a periodic basis. Motor Tune work, performed by mechanics with know-how, improves car operation more than any other factor and, the sale of appearance to Owners, while being profitable to the Dealer, will greatly increase pride of Ownership . . . and also actually improve re-sale values.

Fair and Honest dealing certainly includes the following:

Retail labor, figured at an hourly rate that is competitive with other Dealers in the community.

Labor charges based on established flat rate time. If the mechanic knows what he is doing and has the necessary equipment, this is certainly no great problem.

Parts sold at established list prices, and also an adequate stock available, to be able to give prompt service.

All repair work guaranteed, with any necessary gratis work done promptly if there has been a mistake.

Have Owner's car ready when promised.

Call Owner and thoroughly discuss with him any additional work found necessary, and get his O.K. to proceed.

Be sure car is clean when delivered to Owner, particularly the windshield, steering wheel, upholstery, and floors.

Keep an accurate record of all repair work performed on Owner's car, so he may be advised at any time of what has been done and when.

Be courteous at all times.—The Owner won't stay mad long if you hold your temper and remain courteous.

We have covered briefly what a Hudson Dealer must do to create a *satisfied* Hudson Owner.

O.K.—How does the Dealer benefit? What should he do to develop this satisfied Hudson Owner to the fullest extent as an asset of his business?

First, of course, the Dealer has had a most satisfactory income from the service work performed for the Owner.

This, however, is only part, in fact, a smaller part of the Dealer's asset in the Satisfied Owner.

The balance pertains to selling new and used Hudsons, and using the Satisfied Owner as the greatest possible source, which he is, of new and used car prospects.

The first essential of successful selling is to keep an adequate bank of prospects. So, let's talk about prospecting through Hudson Owners.

A Hudson Owner is an independent thinker. He was looking for outstanding performance, safety, comfort, and value, when he bought his new Hudson. He has a fine car, is proud of it, and sells its features strongly to his friends and acquaintances.

You want to keep Hudson Owners in regular contact with your Dealership, and the one periodic service that all cars require is *lubrication*. So, sell a *Lubrication Agreement* to every new car purchaser. This keeps them coming back regularly.

You must never neglect the new Owner, if he is to be a source of good prospects for you. Not only should he be coming in for lubrication, but he should be contacted at least every two weeks personally, during the first 90 days after purchase, by the individual who sold him the car.

What to talk about?—"Is the car O.K.?" "If not, bring it in for adjustment."

"Do you know anyone in the market for a new car?"

One great source of new car prospects is often neglected by both the Dealer and the Salesman. We mean the Owners using the Service Department every day. A big assist to any Dealer in securing prospects would be to spend at least two hours every morning on the Service floor greeting Owners, making sure they are well taken care of and getting prospects from them.

Of course, all retail Salesmen should be following, by phone and personal contact, the Owners to whom they have personally sold cars, so they are informed when the customer is ready for a new car, also, so that all possible prospects among their friends have been secured from the Owner.

Why don't you, Mr. Dealer, assign five Hudson Owners a day, who are not now customers of your Dealership, to each Salesman to call on, to interest them in a new car. Of course, you should select Owners who have 1950-1951 and 1952's which would place them in the category as a prospect for a new Hudson.

You want to sell Used Cars too, so campaign the sale of the 1951 and 1952 Used Hudson you have to Owners of 1948 and 1949 Model cars. It's a natural . . . the Owner is sold on Hudson and he will be interested in improving his transportation.

Every Dealer must make an expenditure in institutional advertising, on a very consistent basis, if he is to be successful. The expense is not great; however, the activity is vital to his success.

The more important programs are—

Hudson Newsletter: It should be sent to all Hudson Owners each month. Keeps the Dealer's name before his Owners. Any Dealer, is passing up a real bet, if he does not take advantage of the wide reader interest in the Newsletter.

The Monthly Service Cards: They should be mailed to all Owners of 1948 and later model Hudsons. These cards advise the Owners of appropriate monthly service specials, how to protect their cars, and keeps the Dealer's name before his customers and potential customers.

Thank you Cards: Sent to Owners after each repair job, are excellent. Thanks for permitting us to serve you, and if you have found our work unsatisfactory, bring your car back in.

Service Follow-up Program: To Hudson Service Customers is most important. If the Owner hasn't been back in 30 days, drop him a reminder. If he doesn't show up in 60 days, *Get Him On The Phone*, and straighten out any misunderstanding. Hudson Dealers can't afford to lose even one customer.

These activities are by *Direct Mail*. You spend your money to get right into the home of your customer. You don't scatter your shot thinly.

A complete and up-to-date *Owner List* is your most valuable business tool. It tells you where to go, and to whom to direct your efforts to get *Prospects*, *New Car Sales*, *Used Car Sales*, and *Parts and Service Volume*.

According to the latest Owner Count just received, there are 578,434 Hudson Owners who are driving 1948 or later models. Owner Lists are obtainable through R. L. Polk or locally. It doesn't matter where you obtain your list, however, it is vital to you that it be accurate.

Keep your Owner List up-to-date and use it constantly.

SERVICE CLUB MEETING— TERRE HAUTE AREA

Meeting of the Terre Haute Service Club was held at Clatfelter's Garage, Marshall, Illinois, February 11th and was attended by sixteen members.

Mr. C. G. Monken, Parts and Service Manager, St. Louis Zone, reports further that eighteen subjects of discussion and explanation were covered including such items as technical information, Parts Lists and Catalogs, Direct to Owner Mailing, etc.

Service Of The Month Poster FOR JUNE

LIVE ACTION...



ENGINE TUNE-UP

Vacation Special

- CLEAN COOLING SYSTEM
- CHECK THERMOSTAT, HOSE CONNECTIONS & FAN BELT
- INSPECT OIL FILTER & AIR CLEANER
- CHANGE ENGINE OIL



SERVICE OF THE MONTH

MERKLE MOTORS, HILLSDALE, NEW JERSEY 5-STAR DEALER ORGANIZATION

Latest member of Hudson Organization to qualify for 5-Star distinction has been a Hudson Dealer since

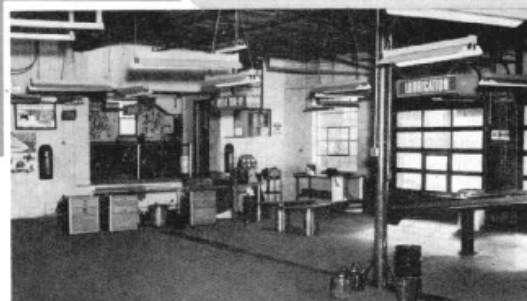
1935. Those smiles reflect the friendly spirit that greets their Hudson Owners.



Left to right: Herb Reech, Service Salesman; Salvatore Bertola, Mechanic; Charles Weston, Parts Manager; Robert Miller, Sales Manager; Fred Merkle, Jr., owner of Dealership; Benjamin Fortson, Lube man, Edward Harmelin, Mechanic; and Louis Ahlquist.



Presenting the 5-Star Plaque, Left to right: Fred Wagner, New York Zone Manager; Fred Merkle, Jr., Dealer; and G. S. Potter, Factory Service Manager.



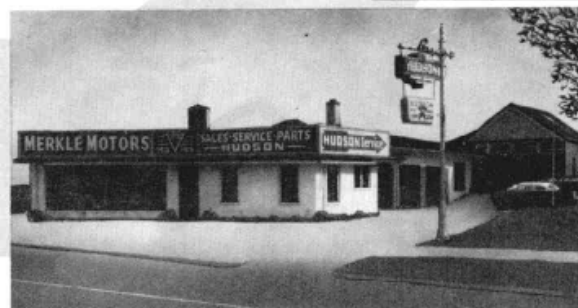
Interior of Merkle Motors Shop. It's clean, light and well-equipped.



Parts and Accessories Department—neatly arranged and efficiently operated.



5-Star pins and smiles. Left to right: C. J. Fuhrmann, Parts and Service Manager, New York Zone; Charles Weston, Parts Manager; Louis Ahlquist, Service Manager; and beautiful Phyllis Weston, Bookkeeper.



Not a pretentious exterior, but a very high percentage of Hudson Owner patronage. The answer is satisfactory workmanship.

DURING MAY....



THESE TWO EMBLEMS
WILL SELL SAFETY TO
HUDSON OWNERS



THIS EMBLEM GUARANTEES
THE HUDSON OWNER THAT
PARTS USED ARE "SAFETY-TESTED"

HUDSON MOTOR CAR COMPANY

DETROIT 14, MICH., U.S.A.
May 1, 1954

100-1000000

TO DEALERS:

The purpose of the 1954 National Safety-Check Campaign is to prevent accidents caused by wear and mechanical failure... by inviting Hudson Owners to visit your Service Department during May for a free 10 point "safety check" of brakes, steering, lights and other vital points of safety.

Your Parts Department plays a major role in this Safety Campaign. It must have the parts available to fill the Repair Orders on your Customers' Cars. Further, it has an obligation to your Hudson Owners to provide Genuine Hudson Parts that have:

- * **QUALITY** - engineered to the same rigid specifications as those applied to the new car.
- * **DEPENDABILITY** - they fit right, work right and carry the same warranty as the new car.
- * **ASSURANCE** - not "just as good" parts, but identical replacement parts--engineered by those who best know the product's needs.

Genuine Hudson Parts are designed by Hudson Engineers and inspected by Hudson Inspectors who demand high standards of accuracy, thereby assuring Hudson Owners of maximum safety.

It always pays to install Genuine Hudson Parts that are "time tested" and "time proven" -- this is your Customer's assurance of safe driving and your assurance of building and maintaining Owner good will.

Yours very truly,

C. C. McKeillar

Manager,
Parts & Accessory Merchandising

C. C. McKeillar:M

THERE'S ECONOMY TOO—OF TIME, EFFORT AND MONEY IN ALWAYS USING GENUINE HUDSON PARTS