

HUDSON

Service Merchandiser

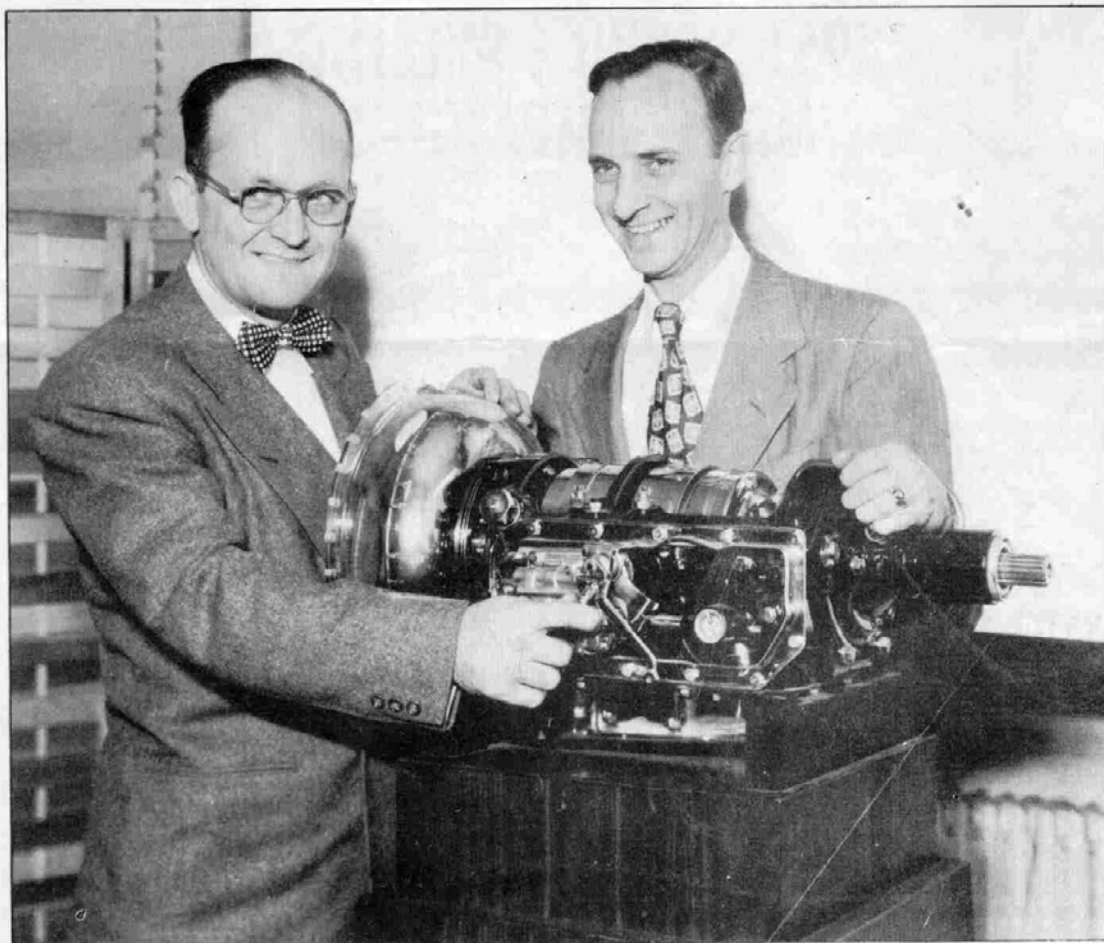
Dedicated to the interest of



field service, parts and accessory merchandising.

VOL. 2 — NO. 10

NOVEMBER, 1950



FACTORY SERVICE TRAINING SCHOOL INSTRUCTORS

Many of you without question will recognize these two men, Carl Schisler and Lee Swisher. They are well known to hundreds of students who have attended the Factory Training School. Their smiles reflect confidence in their students, the Zone and Distributor Service Men who will take to the field the Hydra-Matic Transmission training program.

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN

"I HEAR YOU'RE OUT TO DOUBLE YOUR
SERVICE BUSINESS NEXT YEAR."

"RIGHT! I'VE JUST SIGNED UP FOR

HUDSON'S

1951 SERVICE-SELLING MAIL CAMPAIGN"



THE GREATEST SERVICE SALES PUNCH IN HUDSON'S 42 YEARS OF SERVICING!

Here they are! Your service boosters for 1951! A continuation of Hudson's service mailing "Motto" cards that made such a tremendous hit with Hudson owners—and stepped up service profits for Hudson Dealers.

The '51 line-up is entirely NEW! A different effective service selling technique combines with the popular pin-up appeal of the "Mottoes" to make this the greatest business-producing campaign in Hudson's history.

Make certain that *all* Hudson owners in your service area are on your mailing list to receive these hard-selling "Motto" cards. Get ready to enjoy increased labor, parts and accessory sales which make your *overall profit* possible!

SIGN ON THE DOTTED LINE

134

Increased LABOR AND PARTS SALES
Greater PROFITS
More PRESTIGE

1951 ENGINE SPECIFICATIONS

Series and Model	Pacemaker Custom 8 Cylinder Model 4A	Super Six Custom, Commodore Six Custom 6 Cylinder Models 5A-5A	Hornet 6 Cylinder Model 7A	Commodore Eight Custom 8 Cylinder Model 8A
Arrangement	L Head	L Head	L Head	L Head
Bore and Stroke	3 $\frac{1}{16}$ " x 3 $\frac{3}{8}$ "	3 $\frac{1}{16}$ " x 4 $\frac{3}{8}$ "	3 $\frac{1}{16}$ " x 4 $\frac{1}{2}$ "	3" x 4 $\frac{1}{2}$ "
Piston Displacement	232 Cu. In.	262 Cu. In.	308 Cu. In.	254 Cu. In.
Horsepower—Taxable	30.4	30.4	34.9	28.8
Actual	112 at 4000	123 at 4000	145 at 3800	128 at 4200
Torque	175 at 1600	200 at 1600	257 at 1800	198 at 1600
Compression Ratio	6.7:1 or 7.2:1	6.7:1 or 7.2:1	7.2:1 or 6.7:1	6.7:1 or 7.2:1
Engine Mountings	Rubber	Rubber	Rubber	Rubber
Camshaft Drive	Morse Chain	Morse Chain	Morse Chain	Gears
Camshaft Bearings	4-Steel—Babbitt	4-Steel—Babbitt	4-Steel—Babbitt	5-Steel—Babbitt
Crankshaft Type	Compensated	Compensated	Compensated	Compensated
Crankshaft Bearings	4-Steel—Babbitt	4-Steel—Babbitt	4-Steel—Babbitt	5-Bronze—Babbitt
Connecting Rods				
Length—Center to Center	8 $\frac{1}{8}$ "	8 $\frac{1}{8}$ "	8 $\frac{1}{8}$ "	8 $\frac{1}{8}$ "
Lower End Bearing	Replaceable	Replaceable	Replaceable	Integral
Material	Steel—Babbitt	Steel—Babbitt	Steel—Babbitt	Spun—Babbitt
Upper End Bearing	Steel—Babbitt	Steel—Babbitt	Steel—Babbitt	Bronze
Diameter and Length	$\frac{3}{16}$ " x 1 $\frac{1}{8}$ "	$\frac{3}{16}$ " x 1 $\frac{1}{8}$ "	$\frac{3}{16}$ " x 1 $\frac{1}{8}$ "	$\frac{3}{4}$ " x 2 $\frac{1}{2}$ "
Pistons—Type	Cam Ground	Cam Ground	Cam Ground	Cam Ground
Material	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy	Aluminum Alloy
Clearance	.0015" to .002"	.0015" to .002"	.002" to .0025"	.0015" to .002"
Piston Pin—Type and Length	Floating 2 $\frac{1}{16}$ "	Floating 2 $\frac{1}{16}$ "	Floating 2 $\frac{1}{16}$ "	Floating 2 $\frac{1}{16}$ "
Diameter	$\frac{3}{16}$ "	$\frac{3}{16}$ "	$\frac{3}{16}$ "	$\frac{3}{4}$ "
Piston Rings	4—Cast Iron, Pinned	4—Cast Iron, Pinned	4—Cast Iron, Pinned	4—Cast Iron, Pinned
Compression Rings	2	2	2	2
Oil Control Rings	2—1 below pin	2—1 below pin	2—1 below pin	2—1 below pin
Gap Clearance—All Rings	.007" to .012"	.007" to .012"	.006" to .014"	.004" to .009"
Valves—Intake—Head Outside Diameter	1 $\frac{3}{16}$ "	1 $\frac{3}{16}$ "	1 $\frac{3}{16}$ "	1 $\frac{1}{2}$ "
Lift	$\frac{1}{16}$ "	$\frac{1}{16}$ "	$\frac{1}{16}$ "	$\frac{1}{16}$ "
Clearance—Hot	.008"	.008"	.008"	.008"
Valves—Exhaust—Head Outside Diameter	1 $\frac{1}{16}$ "	1 $\frac{1}{16}$ "	1 $\frac{1}{16}$ "	1 $\frac{3}{8}$ "
Lift	$\frac{1}{16}$ "	$\frac{1}{16}$ "	$\frac{1}{16}$ "	$\frac{1}{16}$ "
Clearance—Hot	.010"	.010"	.010"	.010"
Lubrication	Pressure	Pressure	Pressure	Duo-Flo
Pump Type	Rotor	Rotor	Rotor	Oscillating Plunger
Oil Capacity—Quarts	7 $\frac{1}{2}$ —Dry 7—Refill	7 $\frac{1}{2}$ —Dry 7—Refill	7 $\frac{1}{2}$ —Dry 7—Refill	8—Dry 7—Refill

CAPACITIES

Cooling System	U.S.—18 $\frac{1}{2}$ Quarts* Imperial—15 $\frac{1}{4}$ Quarts Metric—17 $\frac{3}{4}$ Liters	Clutch	U.S.— $\frac{1}{2}$ Pint Imperial— $\frac{1}{4}$ Pint Metric—160 C.C.
Gasoline Tank	U.S.—20 Gals. Imperial—16 $\frac{2}{3}$ Gals. Metric—75 $\frac{3}{4}$ Liters	Transmission	U.S.—2 Lbs. Imperial—2 Lbs. Metric—.91 Kgs.
Engine Oil—Dry Models 4A, 5A, 6A and 7A	U.S.—7 $\frac{1}{2}$ Quarts Imperial—6 $\frac{1}{2}$ Quarts Metric—7 Liters	Transmission and Overdrive	U.S.—3 $\frac{3}{4}$ Lbs. Imperial—3 $\frac{3}{4}$ Lbs. Metric—1.47 Kgs.
Model 8A	U.S.—8 Quarts Imperial—6 $\frac{2}{3}$ Quarts Metric—7 $\frac{1}{2}$ Liters	Rear Axle	U.S.—3 $\frac{1}{2}$ Lbs. Imperial—3 Lbs. Metric—1.6 Kgs.
Engine Oil—Refill	U.S.—7 Quarts Imperial—6 Quarts Metric—6 $\frac{1}{2}$ Liters		

*Cars with Heater—Add 1 Quart

CAR NUMBERING ARRANGEMENT FOR THE NEW HUDSON

The 1951 Hudson cars are designated as the "A" Series which will comprise the following models:



Pacemaker Custom	6 Cylinder	Model 4A
Super-Six Custom	6 Cylinder	Model 5A
Commodore Six Custom	6 Cylinder	Model 6A
Hornet	6 Cylinder	Model 7A
Commodore Eight Custom	8 Cylinder	Model 8A

The car numbering system has been revised, and the first three digits of the car number no longer represent the year and model designation as in the past. In the new system, the model designation (4A, 5A, etc.) appears only in the separate space provided for it above the car number proper, on the metal plate attached to the right front door hinge pillar, as shown.

MOST IMPORTANT—Both the Model Designation and the Car Number must be shown in all Technical correspondence, Requests for Credit, Parts Orders, etc.

The car number only, without model designation, is also stamped on the top flange of the frame right side member just below the dash, where it can be seen by raising the hood.

The starting car number is 1001 and all cars will be consecutively numbered as they come off the production line, regardless of model or body type. As heretofore, the engine number is the same as the car number and is stamped vertically on six cylinder engines.

NEW HUDSON BODY LACQUERS

Pint	Quart	Gallon	Brush Top Touch-Up Can	Name	Code No.
C 175500	C 175501	C 175502	HS 175379	Ebony Black	5
C 175794	C 175802	C 175810	HS 175818	Pacific Blue—Dark	59
C 175684	C 175685	C 175686	HS 175687	Bali Blue—Light	45
C 175795	C 175803	C 175811	HS 175819	Northern Gray—Dark Opal	60
C 175796	C 175804	C 175812	HS 175820	Newport Gray—Light Opal	61
C 175797	C 175805	C 175813	HS 175821	Jefferson Green—Light Opal	62
C 175798	C 175806	C 175814	HS 175822	Naples Green—Dark Opal	63
C 175637	C 175638	C 175639	HS 175660	Texas Tan—Light Opal	27
C 175743	C 175744	C 175745	HS 175746	Dark Maroon—Dark Opal	58
C 175799	C 175807	C 175815	HS 175823	Toro Red—Light	64
C 175801	C 175809	C 175817	HS 175825	Dark Platinum—Dark Opal	66
C 175649	C 175650	C 175651	HS 175664	Cornish Cream	37
C 175872	C 175873	C 175874	HS 175875	Frenzy Gray	72

SYNTHETIC WHEEL ENAMEL

Pints	Name	Pints	Name
C 175693	Vincennes Red	C 175831	Jefferson Green
C 175615	Cream	C 175832	Naples Green
C 175826	Ebony Black	C 175833	Texas Tan
C 175827	Pacific Blue	C 175834	Dark Maroon
C 175828	Bali Blue	C 175836	Dark Platinum
C 175829	Northern Gray	C 175876	French Gray
C 175830	Newport Gray	C 175879	Toro Red

DUO-TONE COMBINATIONS

Name	Code
Pacific Blue—upper—dark	67
Bali Blue—lower—light	
Northern Gray—upper—dark	68
Newport Gray—lower—light	
Naples Green—upper—dark	69
Jefferson Green—lower—light	

MISCELLANEOUS

Pint	Quart	Gallon	Name
C 175670	C 175669	C 175671	Velechrome Lacquer
C 175421	C 175422		Satin Finish Clear Lacquer
C 175554	C 175555	C 175556	Chassis Enamel—Black
	C 175557	C 175558	Red Primer Surfacer
		C 175559	Lacquer Thinner
		C 175560	Lacquer Thinner—5 Gal. Container
		C 175561	Lacquer Thinner—55 Gal. Container
		HS 209736	Black Rubber Finish

Pacific Blue—upper—dark	73
French Gray—lower—light	
Northern Gray—upper—dark	74
French Gray—lower—light	
Dark Maroon—upper—dark	75
French Gray—lower—light	

HUDSON Features
THE
NEW and EXCLUSIVE
OUTSIDE
REAR VIEW MIRROR

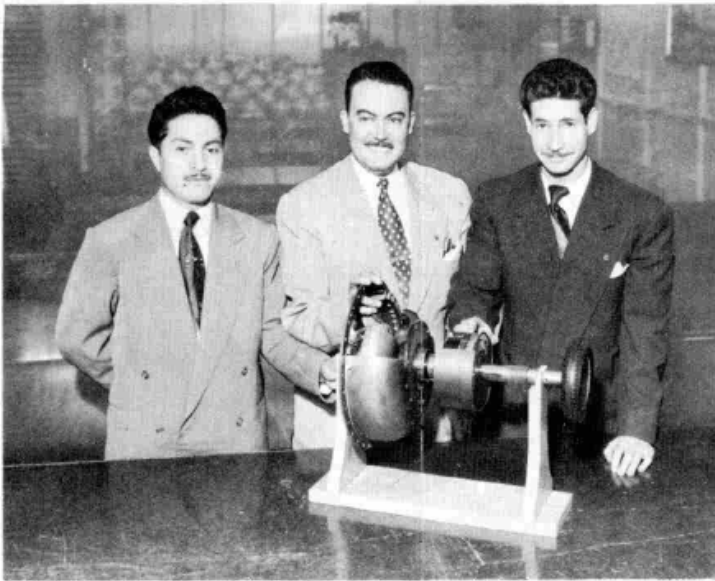
- Double Adjustment that stays put
- Double the Vision



Hudson OUTSIDE REAR VIEW MIRRORS are available for Factory Installation with the Safety Group Option "SK" or individually as Option "TD."

For Dealer Installation, ORDER PART NO. HA-220865 from your Zone or Distributor.

● EXCLUSIVE CONE-SHAPED HEAD / ● LARGE GLASS AREA ● EXCLUSIVELY HUDSON



THEY CAME

AND

THEY LEARNED

Among the most interested and studious of those who attended a recent Factory Service School course were representatives of Automotriz de Mexico, Mexico S. A. Hudson Distributor for Mexico. Shown in the photograph reading from left are Señores Angel Flores, Manuel Robleda and Gaston Treilhard. We join with their many student friends in congratulating these men on a task well performed.

BUILD SERVICE VOLUME WITH LUBRICATION BOOKLETS

Those dealers who during the past have obtained the greatest volume of their owners lubrication work have also secured the largest percentage volume of service work. Successful Dealers everywhere have employed an attraction—a something that brings owners back. The lubrication booklets with Lubricaps as an attractive feature—ties in with Hudsons Service Promotion program, and has proven very effective.

Every Dealer can increase his lubrication business by the sale of these booklets to Hudson owners. First of all the service salesman must have the complete story and the method of presentation and be himself sold on the value of the program to both the car owners and the Dealer. Nearly every lubrication job leads to additional service—as Engine Oil, Accessories, Anti-Freeze, Adjustments, etc., and based on these selling opportunities the 12 lubrications for the price of ten in the long run increase service and parts business and make money for the Dealer.

Here are some suggestions. First of all glamorize the lubrication department—make it attractive and inviting. Have the lubrication man in **CLEAN UNIFORM** and thoroughly trained, not only as a lubrication specialist, but also instructed and prepared to be on the lookout for loose bolts, nuts, missing or broken small springs—any small item that can be tightened or corrected in a minute while the car is

raised. These small but important no charge services appeal to the average owner and impresses him with the thoroughness of the attention given his car. It must be kept in mind not to high pressure or over sell the owner on anything found about the car that should be done.

Although thousands of car owners do buy lubrication books and prefer to have their cars lubricated by the Dealer who naturally is most familiar with their car, here is a plan with an inducement for the owner to bring his car in to the Dealer regularly. Dealers and lubrication stations have found that a well trained operator on the lubrication rack is most effective in bringing owners back due to clean and satisfactory work.

Here is a plan that covers the important service that every car owner should have regularly for his car. Each year approximately one hundred million dollars is spent for pressure lubrication, and if Dealers desire to procure their share of this profit, as well as that which the contacts lead to, it is imperative that they go after it. Present the facts and follow thru by giving a service that will bring the customers back. Sell a Hudson Lubrication Coupon Book with a free set of Lubricaps to every buyer of a new Hudson.

NEW OWNER TOURIST POLICY

Hudson announces a new Owner Tourist Policy with greater benefits to both the Hudson Dealers and Owners alike.

This new policy should be thoroughly understood by all responsible persons in the Dealership so that every Hudson Owner who becomes a tourist may be treated as a valuable customer.

Such fair policies on part of Hudson plus the cooperation of the dealers organization can result only in added owner satisfaction.

These new policies apply to:

1. The original owner when he is a bona fide tourist who is 50 miles or more away from the Dealer from whom he purchased his car.
2. The original owner who resides in the servicing dealer's Zone of influence but whose car was sold to him by another authorized Hudson Dealer located 200 miles or more from the owners residence.
3. The original owner who has moved his residence to the servicing Dealer's Zone of influence.
4. The original owner who cannot secure adjustments from the authorized Hudson Dealer who sold him the car due to lack of proper service facilities. In this case, the selling Dealer must obtain written authorization from his Zone or Distributor before having another authorized Hudson Dealer make replacements.

Do your part to promote Good Will

ZONE SERVICE TRAINING SCHOOL PARTS, LITERATURE AND TOOLS

The complete equipment for the 1951 field training program has been shipped to all zones.

We are confident that with the thorough training the Zone Representatives have been given at the Factory Service Training School and with this equipment, exactly as was used in their training, they will be in a position to pass on to their Dealers the information in a very clear and explicit manner.

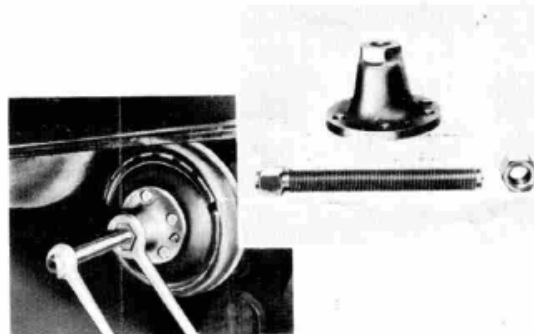
The detail and completeness of the training setup is good reason to become enthusiastic in this work and it remains with those conducting as well as those attending the schools to put forth their very best efforts in taking advantage of this opportunity to master the mechanical details of the 1951 Hudson.

The plans for Dealer Training have been carefully made—the equipment is complete and its success is contingent upon the real work that is put into the program.

THIS ONE DOES HEAVY DUTY

Not unlike the Modern Surgical Operating room that is equipped with the latest instrument and facility—the successful automobile repair shop cannot afford to be without those labor saving special tools that present-day motor car design really make necessary.

It is safe to say that the average automobile dealer does not fully appreciate the value and advantage of an adequate supply of those special Tools that pave the way to better repair jobs, reducing the time required to perform most operations and on the whole make for an all around up-to-date successful maintenance business on a profitable basis.



Illustrated above is the Rear Wheel Hub Remover, Tool No. J 736-2 applicable to all 1948-49-50 and 51 Hudson 6 and 8 Cylinder Models. This tool is designed specifically for Hudson cars. The 10 inch center screw is necessary to provide sufficient clearance between the fender skirt and the wrench. It is used in conjunction with the Body J-736-1 and Nut J-736-3 of the Rear Wheel Hub Puller as shown.

Time and expense was not spared in designing and making up all necessary Special Tools in order that Hudson Dealers everywhere might avail themselves of the advantage in their use. This one is ready to go to work for you should you not already have it.

FLAT RATE CORRECTION

Under the convertible body section 480-490 and 500 series, delete item 10-127 from your flat rate manual and use operation 10-107—Top Rear Curtain and Extension-Remove and Install—All Models.....4¾.



HUDSON
 IT'S ~~ROUND UP~~ TIME
 FOR **CORRALING** THE
 WHOLESALE PARTS BUSINESS



INDEPENDENT GARAGES

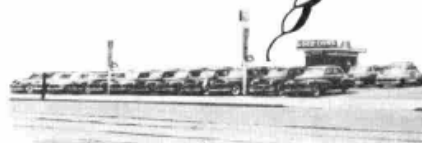
Announcement of Hudson's New Net Price Parts Program now enables . . . HUDSON DEALERS AND HUDSON DEALERS ONLY . . . to competitively merchandise Genuine Hudson Engineered Parts to the thousands of Wholesale Outlets who daily repair Hudson cars.



COLLISION SHOPS



SERVICE STATIONS



USED CAR DEALERS



OTHER NEW CAR DEALERS

**MR. PARTS MANAGER:**

This Parts List is the first of many merchandising aids to assist you in realizing increased parts volume and profits from sales of parts to the Wholesale Trade.

See that every Wholesale Outlet in your community has a Parts List with your name, address and phone number clearly stamped in the designated space.

QUICK REFERENCE IS QUICK SALES

ONLY GENUINE HUDSON ENGINEERED PARTS ASSURE COMPLETE CUSTOMER SATISFACTION