

HUDSON

Service Merchandiser

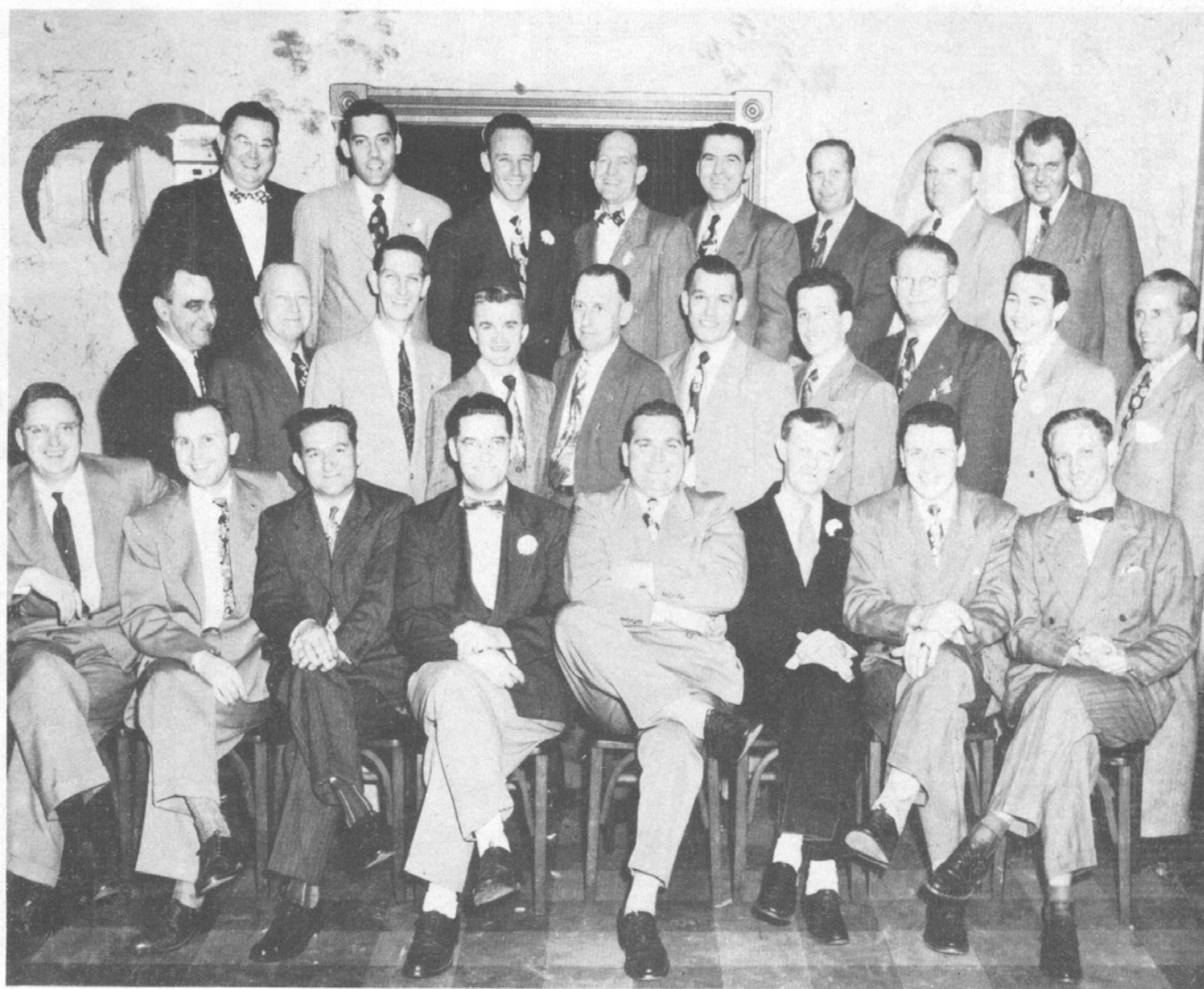
Dedicated to the interest of



field service, parts and accessory merchandising.

VOL 3 NO 1

JANUARY 1951



AN INSPIRATION TO ALL SERVICE PERSONNEL

Mr. J. E. Trippe, Parts and Service Manager of Washington Zone, favors us with this photograph of the Parts and Service representatives of ten Hudson Dealers in attendance at their first Club Meeting held November 2 in the Belvedere Hotel, Baltimore, Maryland. Officers elected were President B. J. Miller, Vice President V. J. Morris and Secretary-Treasurer W. T. Robinson.

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN



PITTSBURGH ZONE

First photograph of field school operation to reach our office was that of the Pittsburgh Zone 40-Hour Hydra-Matic School which opened November 6th with a full class.

Standing in the background are Eric Robinson, Instructor, R. A. Sheasley, Zone Manager and H. Barkstrom, Parts & Service Manager.

We Congratulate the Pittsburgh Zone on their prompt action in getting their training program under way.

BUFFALO ZONE

Notice of the second Zone 40-Hour Hydra-Matic School to reach our office was that of Buffalo, New York, beginning on the 13th of November.

R. G. MacMillen, Parts & Service Manager reports a very successful start with keen interest on the part of the entire class.

The thoroughness in this training is highly important and will be reflected in customer satisfaction and service progress in the future.



ST. LOUIS ZONE

St. Louis also began the 40-Hour Hydra-Matic School November 13th under the supervision of Parts & Service Representative, C. G. Monken standing at right of chart, Mr. U. Fellenstein, Zone Manager is on his left.

With the thorough training given, the Zone and Distributor key men and the complete equipment and facility in their school set-up, we feel confident that every Hudson Dealer will avail himself of the splendid opportunity of having his mechanics trained in the last word on Hudson cars with Hydra-Matic Drive.



While you're thinking about Business and Profits in 1951:

Regardless of what conditions
may prevail, one thing is SURE—

**THE DEMAND FOR SERVICE AND
PARTS WILL BE GREAT!**

*You can protect your
interest in these customers
for pennies!*

For example:
500 mailings each month (or a total of 4500
for 8-month campaign beginning in January)
costs only \$182.90.

Imprinting, addressing and mailing are all
included!

*That's only 37c per
customer—a darned small
investment in a prospect
who, at the very least is
worth \$60 to YOU!*

Every Car Owner represents a big potential
value. He must spend money for mainte-
nance—and whether you figure it at \$60 or
\$100 or \$150 annually, this revenue is more
important to you than ever before!

To get this business, you've got to ask
for it! Best way is to use

**HUDSON'S 1951
SERVICE-SELLING MAIL CAMPAIGN!**

Where else can you get so many sales-
men calling on your best prospects—
for such a small cost?

NEW CAMPAIGN BEGINS IN JANUARY! GET YOUR ORDER IN NOW!

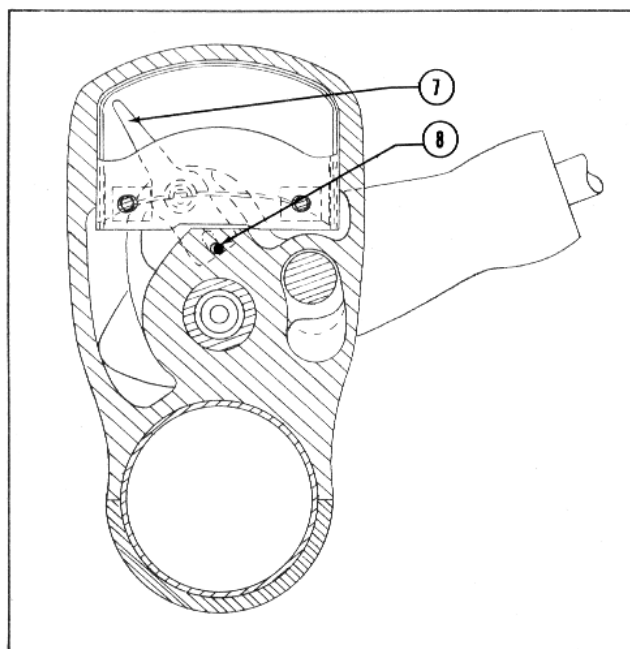
HYDRA-MATIC TRANSMISSION CONTROL INDICATOR REPLACEMENT

Breakage of the plastic indicator mounted on the transmission control tube bracket is in most cases caused by the drive indicator dial pin #8 (in illustration below) being too short resulting in the indicator being assembled with the pin not in proper position. This pin length has been increased from $\frac{3}{16}$ to $\frac{5}{16}$ of one inch. Procedure for replacement of the indicator and correction of the cause of breakage is outlined below.

Remove snap type cover (1) from transmission control tube bracket by light pry with screwdriver under cover. Refer to illustration below. (Space— $3\frac{1}{4}$ inches.)

Remove two screws (2) holding transmission control tube bracket and cap to steering column.

Lift up on shift lever to separate transmission control tube bracket from steering column and allow bracket to clear rivet head in steering column tube. In this position, transmission control tube bracket may now be separated from transmission control tube (3) and expose the drive indicator.



Using a small $\frac{3}{32}$ " punch, knock-out drive indicator pin (5) which retains drive indicator (7) and drive indicator spring washer (6) to shift control tube.

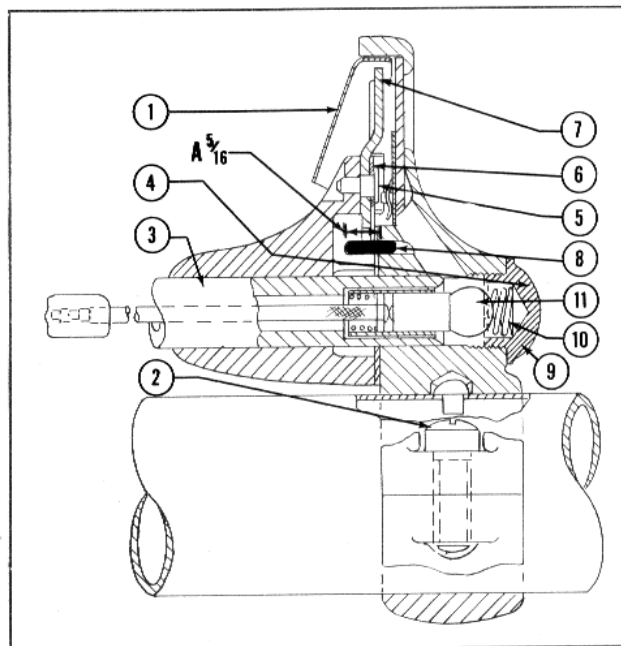
Replace broken drive indicator and reinstall spring washer and drive indicator pin in shaft control tube assembly.

Increase dimension of pin #8 in transmission control tube bracket to $\frac{5}{16}$ " as shown in illustration by pulling pin out of bracket with pliers to required dimension as measured from control tube bracket casting to end of pin. Remove all burrs from pin resulting from the above procedure.

Lift up on shift control tube and reinstall control tube bracket to shift control tube. Secure alignment of pin #8 and yoke of drive indicator (7) by moving

drive indicator with fingers during engagement of control tube bracket to control tube. Note: Do not use force in the above procedure.

Reinstall transmission control tube bracket cap to transmission control tube bracket and tighten cap screws securely.



REPLACING BURNED OUT DRIVE INDICATOR BULB

To replace drive indicator bulb unscrew bulb retaining cap (9) from transmission control tube bracket and remove bulb retaining spring (10). (Space $3\frac{1}{4}$ inches.)

Lift hood and force wire terminal up inside of transmission control tube which will force bulb socket and bulb out of transmission control tube bracket. Bulb may now be replaced and installation accomplished by reversing the method of removal.

CHANGE IN CYLINDER HEAD AND GASKET

Beginning with the first production of the 4-A-5-A and 6-A, the cylinder water jackets were modified to make for a more uniform distribution of water on both sides of cylinder bores. This affected a change in the position of the water passageways between the cylinder head and block—the cylinder head studs remaining in the same position in relation to the cylinder bores.

This means that the cylinder head and gasket as used on the 500, 501 and 502 cannot be used on the 4-A-5-A and 6-A and vice versa. Should the incorrect cylinder head gasket or cylinder head be used, partial obstruction of water circulation would result.

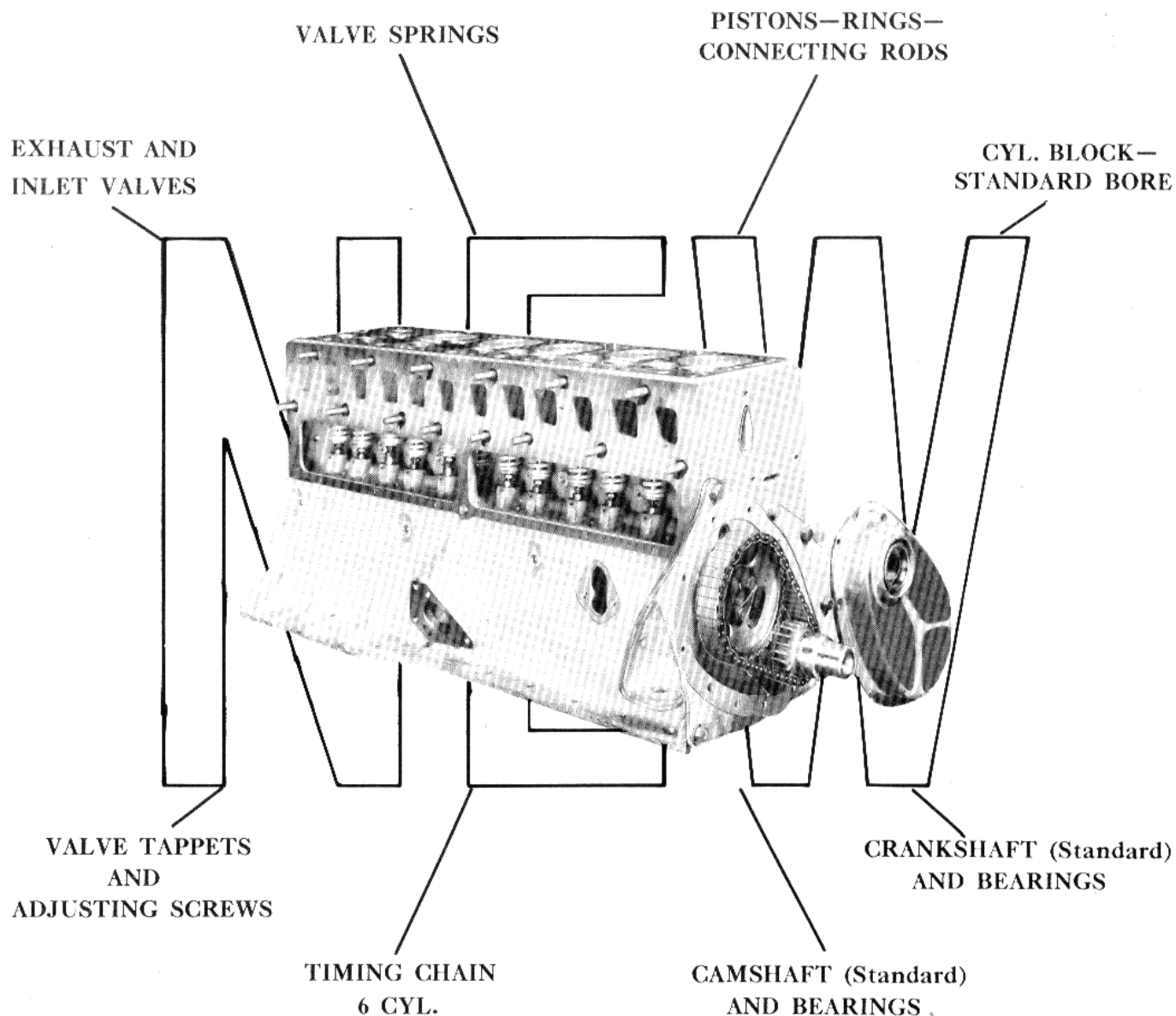
As a means of identification, by simply comparing the "A" Series Six Cylinder head gasket with the one formerly used, it will be found that the gasket for "A" Series is $\frac{1}{4}$ of an inch greater in width.

JANUARY, 1951

HUDSON SERVICE MERCHANDISER

SIX and EIGHT Cylinder ***SKELETON ENGINES***

NOW AVAILABLE FOR 1948-1949 AND 1950 HUDSONS



Let Your Customers Know...

A "DISPLAY" IN YOUR SHOWROOM—PARTS DEPT.—SERVICE SHOP
WILL ***SELL ENGINES***

WILKES-BARRE PARTS & SERVICE CLUB

meet to celebrate their first anniversary.

Interest and enthusiasm has marked the first years activity of this club representing fourteen Hudson Dealers in District No. 5 of Philadelphia Zone.

Seated left to right are Leo Stiles, Secretary; Harry Hadamaka, Vice-President; Frank Talarico, dealer in Simpson; Leo Valenti, dealer in Pittston; Robert Boland, dealer in Dunmore; Benjamin, dealer in Hazelton; W. W. Sands, District Manager and J. K. Gillis, Zone Parts & Service Manager.

We congratulate the officers and men of this club on their splendid attendance and accomplishment.



1951 FACTORY PERMANENT SCHOOL SCHEDULE

STARTS	ENDS
January 8th	January 19th
January 22nd	February 2nd
February 5th	February 16th

Week of February 19th—No class to be held

February 26th	March 9th
March 12th	March 23rd
March 26th	April 6th

Week of April 9th—No class to be held

April 16th	April 27th
April 30th	May 11th
May 14th	May 25th

Week of May 28th—No class held—National Holiday

June 4th	June 15th
June 18th	June 29th

Week of July 2nd—No class held—National Holiday

July 9th	July 20th
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Weeks of July 23rd thru August 3rd—Instructors Vacation

August 6th	August 17th
August 20th	August 31st

Week of September 2nd—No class held—National Holiday

September 10th	September 21st
September 24th	October 5th
October 8th	October 19th

No further dates scheduled in 1951

SPEEDOMETER CABLE DRIVE REDUCER ASSEMBLY

The Speedometer Cable Drive Reducer used on Models 3A-4A-5A-6A-8A with Overdrive, Drive Master or Supermatic Drive, also the 6A-7A-8A with Overdrive is for the purpose of standardizing the speedometer cable speed from 2000 to 1000 revolutions per mile and yet retain the high R.P.M. of Governor-drive necessary for precision control.

The pressure grease valve that was installed in some of the first Drive Reducer Assemblies has been discontinued and a pipe plug installed instead. The reason being that this unit has been pre-lubricated by the manufacturer with a special non-fluid oil that will maintain sufficient lubrication for 100,000 miles of operation.

There are two important points in this connection—first, **DO NOT** apply lubricant of any kind to this Reducer Assembly; second, remove the pressure grease valve and install a pipe plug in any of these Reducer Assemblies that you may find them

HYDRA-MATIC DRIVE FLUID CHANGE

A revision in the transmission drain and refill period for Hudsons with Hydra-Matic Drive has been made, changing from 15,000 miles formerly, recommended to 25,000 mile periods. The fluid level should be checked every 1,000 miles and at the end of each 25,000 miles the transmission should be drained and refilled to the proper level with Hudson Hydra-Matic Drive fluid.

"HOW'S YOUR OIL FILTER?"

DEALER COMMENT ON ZONE HYDRA-MATIC SCHOOL

With the thorough training and complete school equipment supplied to each and every Zone and Distributor, we naturally believe they are capable of making the presentation to the Dealers on Hydra-Matic Drive in the same thorough manner as taught in the Factory Permanent School.

After the first week of the Buffalo Hydra-Matic School, here is a nice comment by President Earl Palmer of North Side Motors, Inc., Buffalo, N.Y.

"We wish to express our deep satisfaction in the fine manner that the Hudson Hydra-Matic School for Mechanics was conducted. We feel this will be of the utmost assistance in servicing the new Hudsons with Hydra-Matic Drive that we are delighted to offer our customers."

Thank you Mr. Palmer for this nice endorsement and you may be assured that nothing was left undone to carry the complete message to the field relative to Servicing the 1951 line of Hudson cars in every detail.

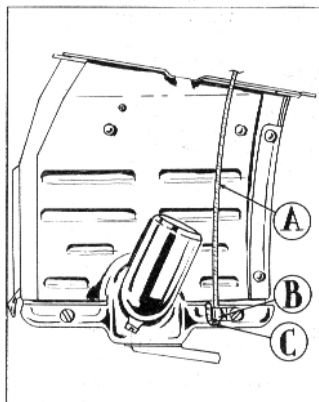
NEW CAR KEYS

Reports have reached this office of cases where Dealers have found the baggage compartment door locked and they were unable to locate any keys either in the glove compartment or elsewhere.

Here is a tip that may assist you in any such cases. The original car optional card that is attached to the windshield of each car during production is placed in the glove compartment of the car at the completion of final inspection. On the back side of this card is recorded the *numbers* of baggage compartment and ignition keys.

RELOCATION OF WEATHER-CONTROL WATER VALVE CAPILLARY TUBE 1950-1951 MODELS

To improve response of the weather-control water valve and afford better thermostatic control of the heater, the control valve capillary tube has been relocated as indicated at "A" in the illustration. This allows forced air from the heater to pass over the capillary tube.

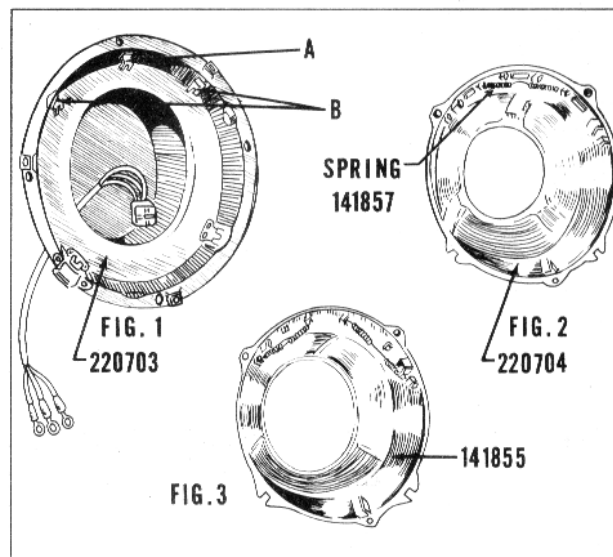


The capillary tube clip "B" Part number 301-889, is mounted facing the front of the heater and the end of the capillary tube is inserted through the clip and bent back 180° to secure the tube to the clip as shown at "C". Sufficient clearance should be provided between the capillary tube and the heater to prevent rattles.

HEADLAMP MOUNTING RING AND HOUSING INTERCHANGEABILITY

Headlamp Housing Assembly, #220703, as shown in Figure #1, may be used as a replacement Housing for all Models from 1940 to 1950.

When used as a replacement on models prior to 1948, Clips "B" in illustration Figure #1 are used to engage the retaining springs of Mounting Ring #141855, Figure #3, used on all Models 1940 through 1947.



Mounting Ring, #220704, Figure #2 is currently used on all Models from 1950 and uses a single retaining spring, retained by Clip "A" in the Headlamp Housing Figure #1.

Mounting Ring, #220704, may also be used as a replacement for #141855 on earlier Models, by the addition of a Retaining Spring, #141857, the springs then being relocated the same as shown in Figure #3 as provided for on the new Mounting Ring.

INSTRUMENT PANEL TOP COVERING

Instrument panel imitation leather covering used on "A" Series cars to eliminate windshield glare.

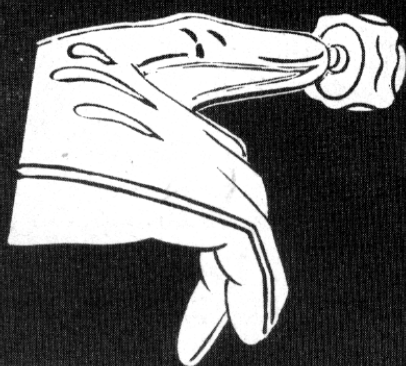
For service, order Part #226680 which is material cut to size and indicate by name and number color desired. For example:

Order—Instrument Panel Top Covering 226680
Color 226018 Black Rose

Color and No.	Used on Models
Black Rose (226018)	4A-11A
Brown (226019)	5A
Dark Brown (226380)	6A-7A-8A
Dark Blue (223381)	6A-7A-8A

NOTE: Cement #226574 is used for cementing covering to instrument panel.

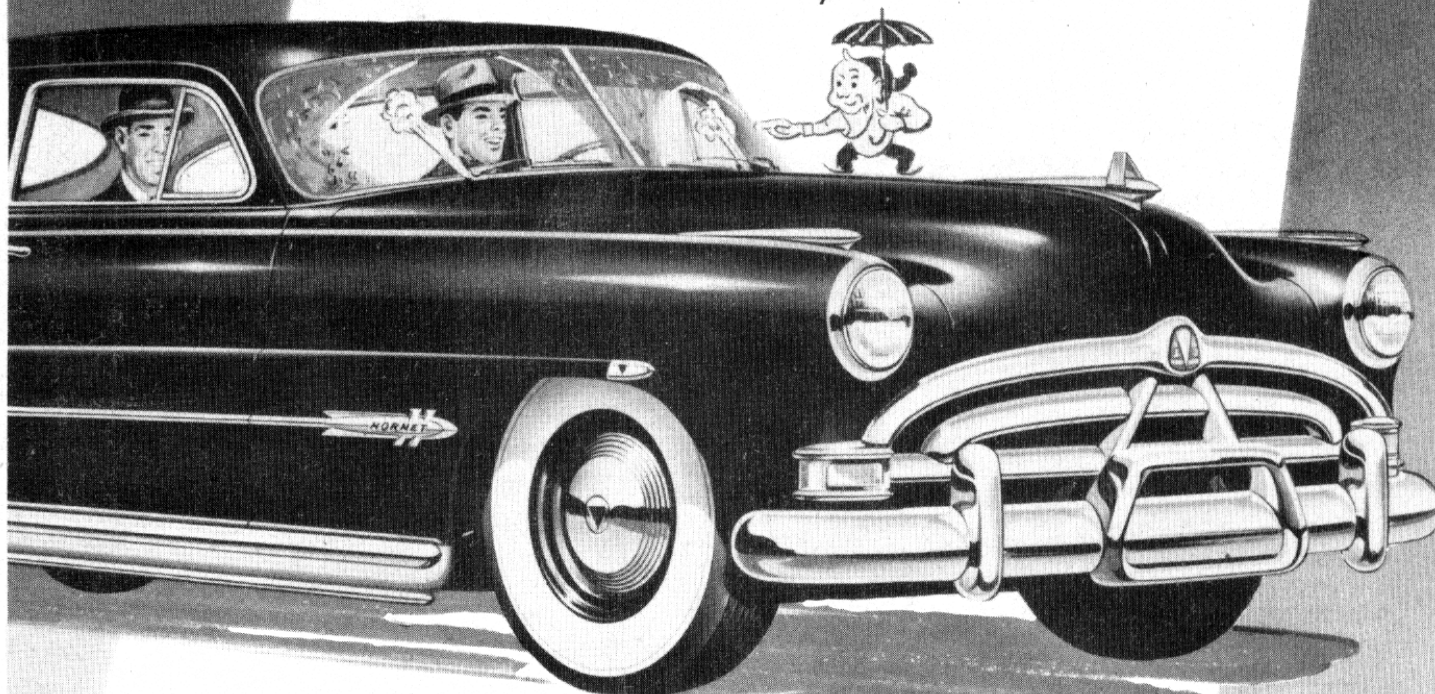
"HOW'S YOUR OIL FILTER?"



That Button is a Money-maker

Use the Windshield Washer Button (built into the Wiper Knob on the instrument panel of all 1951 Hudsons) to open **your sales story** on the Hudson Windshield Washer. But, first, be sure each demonstrator is equipped with a Washer. Then, demonstrate and sell a Washer with **every car** by emphasizing these selling points:

- **SAFETY** — (Keeps Windshields clean so driver can see)
- **COMFORT** — (Eliminates eyestrain)
- **CONVENIENCE** — (Handy button is engineered right into the Wiper Knob)
- **ECONOMY** — (Costs less than a ten dollar bill—an accident usually costs much more!)



**DON'T FORGET TO CHECK YOUR PROSPECT'S "TRADE IN"—
IF HE'S HAD A WINDSHIELD WASHER, HE'LL WANT ANOTHER!!!**