HUDSON

Service Merchandiser

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

VOL. 3 No. 10 OCTOBER 1951

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN

Mr. W. S. Milton, Director of Service, Hudson Motor Car Company, in a letter written sometime ago to the Hudson Dealer Organization said, and it bears repetition:

"Every Hudson Dealer can face the unpredictable future with certainty providing most or all of his overhead is absorbed by his Parts and Service Operations.

If you have not already done so, obviously the thing to do now is to get your Parts and Service Volume up to that mind-easing state. A great many dealers have done it."

Mr. Milton adds:

"The way to insure your future is to sell yourself and your organization to all of your Hudson Owners—take full advantage of all Service Promotion aids."

Discuss this with your Service Representatives.

HAVE YOU AN EXTRA OWNER MANUAL?

Every dealer should have a few extra copies of the current model Owner Manuals on hand for those exceptional cases of new cars coming through that may not have this literature in the glove box.

Although there is a man assigned to the exclusive job of placing this literature in every car—due to the number of men that get in and out of each car during final assembly, inspection, drive-away and New Car Get Ready, it sometimes so happens that there is no Owner Manual in it when delivered to the owner.

As frequently pointed out, the presentation of the Owner Manual is a vital part of the New Car Delivery and it should by all means be presented at the time of delivery with the Service Certificate and Identification Card properly filled out.

If you do not have these, place your order in the regular manner for them today.

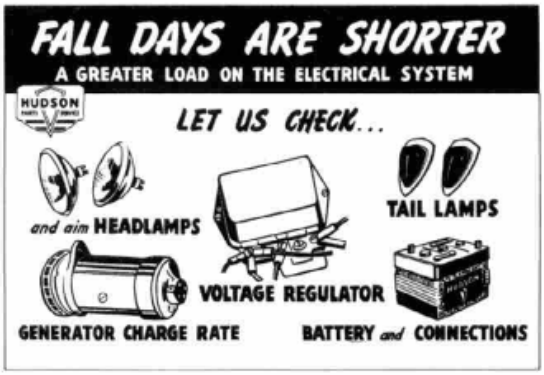
OCTOBER IS YOUR BIG OPPORTUNITY

Fall is at hand—winter is approaching—days are getting shorter; all this means a heavier load on the Electrical System of all cars.

The Service Mailing Card for October, as well as the wall posters, carries this message to Hudson Owners that now is the time to have a complete check of the Electrical System.

This includes checking and aiming the headlamps, checking the voltage regulator, checking the generator and its output, checking the battery and starter and checking tail and parking lamps.

Below is a replica of the wall poster covering the operations listed above for the October Special.



Everyone in the shop should be familiar with this October Special, so that owners may be promptly handled when they come in for the service.

Should an owner not be on the mailing list for the Service Mailing Card, then his attention should be called to the need for such preventive service.

UNCLE SAM SAYS:

Advertising is a business expense and it is deductible. You can actually buy all Service Promotion aids at a generous discount, depending on your tax picture. This should be given your most serious consideration.

HORNETS WIN 500 MILE CHAMPIONSHIP

Here's a summary of the outstanding 1951 Hudson Hornet victories:

1. Daytona Beach, Fla.—1st—Marshall Teague, Feb. 11, 1951 (N.A.S.C.A.R. Championship) 160 miles, Av. 82.32 m.p.h.
2. Gardena, Calif.—1st—Marshall Teague, April 1, 1951. 100 miles
3. Phoenix, Ariz.—1st—Marshall Teague, April 22, 1951. 150 miles
4. Canfield, Ohio—1st—Marshall Teague, May 30, 1951. 100 miles
5. Gardena, Calif.—1st—Lou Figaro, June 30, 1951. 100 miles
6. Grand Rapids, Mich.—1st—Marshall Teague, July 1, 1951. 100 miles—2nd Dick Rathman
7. Toledo, Ohio—August 25, 2, 3, 4 place captured by Hudsons
8. Des Moines, Iowa, Dick Rathman, 1st, Sept. 4, 1951. 125 miles
9. Darlington, S. C.—1st—Herb Thomas, 2nd—Jesse J. Taylor, Sept. 4, 1951. 500 miles
10. Langhorne, Pa.—1st—Herb Thomas, 3rd—Dick Rathman, 4th—John McGinley, Sept. 16, 1951. 150 miles.

Dick Rathman driving a Hudson Hornet zipped across the finish line at the Iowa State Fair 1¼ mile track to capture The Iowa Motor Contest Association 125 Mile Championship Stock Car Race in 2 hours, 25 minutes and 58 seconds. Moving up from fifth place at the start to first in a matter of seconds, he led the entire field of 30 cars to the finish.

Herb Thomas drove a Hudson Hornet to an easy victory in winning the Darlington, S. C., 500 mile race over a field of 81 entrants. Averaging 75.6 miles per hour, he smashed last year's record of 6 hours, 38 minutes and 40 seconds by 8 minutes and 35 seconds. Winner's prize was $5,600 plus $3,200 in lap money. Jessie James Taylor, of Macon, Georgia, drove his Hudson Hornet to second place winning $2,800.

Repeating his masterly performance at Darlington, less than two weeks before, Herb Thomas again was victorious in the stock car race at Langhorne, Pennsylvania, on September 16th. Driving a Hudson Hornet to top the previous track record by practically 3 minutes, he was an easy winner in 2 hours, 6 minutes and 41 seconds. Of the first eight cars to finish, five were Hudson Hornets. Dick Rathman—third, John McGinley—fourth, Marshall Teague—sixth, and Bud Riley—eighth.

AS AN OWNER SEES IT

Below is an excerpt from an owner's letter which should serve as a reminder to all service men to reflect on how well they handle customer relations.

"I bought a new Hudson in 1949 and have had wonderful performance out of it. I think you have one of the best cars on the road, however, I don't believe your service measures up to your competitors', when it comes to *cleanliness*. When I drive my car into a dirty shop, I expect *sloppy work*.

What prompted me to write this letter is this: I drove my car into one of your dealerships—asked to have the clutch oil changed and was told to go to a gas station and get it done there. I am sure that if this condition exists in many dealerships, it will do Hudson service no good."

How very true this is—clean and accurate workmanship cannot be expected from a dirty repair shop. We must clean up our Service Departments and keep them clean!

We must truly appreciate all the business our owners bring to us and there is no better way to manifest this to owners than to have your entire Service Department invitingly clean and greet customers with a welcome smile.

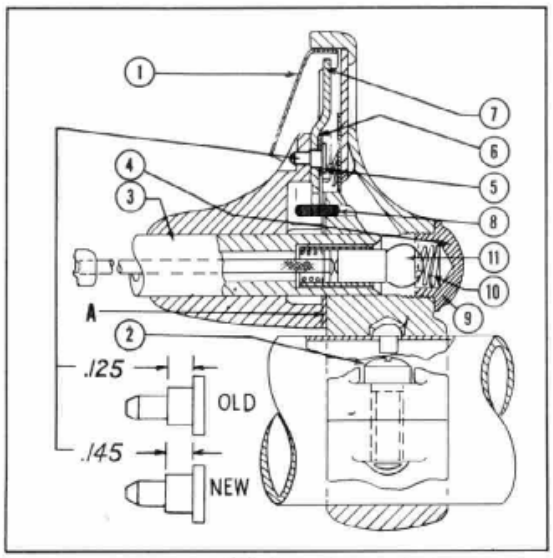
Every owner has pride in his car—primarily because he believes in its quality—it was his choice—he paid for it—etc. and, by the same token, he is hurt to a degree, if compelled to take his car to an independent shop.

It is evident this owner felt this situation keenly—that he resented it. Let us clean house and keep it CLEAN.

HYDRA-MATIC TRANSMISSION CONTROL INDICATOR REPLACEMENT

On page 152 of the January, 1951, Issue of the Hudson Service Merchandiser is an article dealing with the replacement of the Hydra-Matic transmission control indicator covering the procedure to be followed when correcting indicator breakage.

Since the publication of this information, certain additional changes in the control assembly have been incorporated in production to further preclude the possibility of indicator breagage and the revised procedure given below should, therefore, be followed when making replacement.

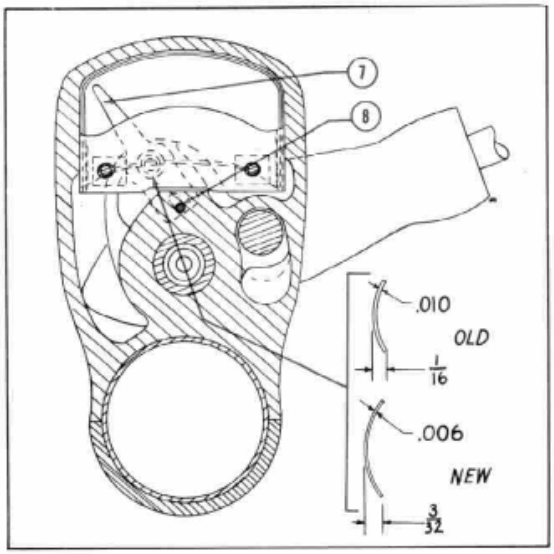


Remove snap cover (1) from transmission control tube bracket by prying off the cover with a screwdriver.

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

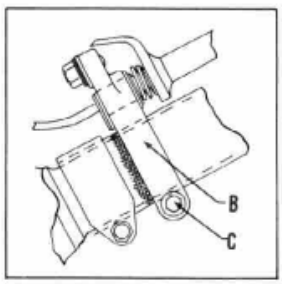
Lift up on shift lever to separate control tube bracket from steering column and allow bracket to clear rivet in steering column tube. In this position, transmission control tube bracket may now be separated from transmission control tube (3) exposing the drive indicator. Using a $\frac{3}{32}''$ punch, knock out drive indicator pin (5) which retains drive indicator (7) and drive indicator spring washer (6) in place.

With pliers, pull shift indicator pin (8) out of bracket and replace it with later type, part No. 171571, pin which measures $\frac{9}{16}''$ in overall length in contrast to $\frac{7}{16}''$ length for the earlier pin. When reassembling, use the later type, part No. 306080, fulcrum bracket drive pin in place of the original, part No. 304551, pin and the, part No. 171662, spring washer in place of the earlier washer, part No. 171572. The later fulcrum bracket pin is approximately .020″ longer between the shoulder and the head than the first type and the new washer is .004″ thinner than the old one which provides greater clearance for the indicator and precludes the possibility of breakage due to binding.



Lift up on shift control tube and reinstall control tube bracket to shift control tube. When assembling, align drive indicator (7) fingers so yoke will engage pin (8) during engagement of control tube bracket with control tube. Note: Do not use force in this procedure. Reinstall transmission control tube bracket cap to transmission control tube bracket and tighten cap screws securely.

It is important, when checking the operation of the Hydro-Matic shift control and when correcting indicator breakage, that the control tube lower bracket "B" which supports the tube at its lower end, be inspected for indication of looseness and movement on the jacket tube. If this bracket is loose, it will permit the tube and fulcrum bracket to move downward too far when the shift lever is pushed down which may cause indicator breakage.



For best results, the separation between the bottom face of the fulcrum bracket and the upper face of the tube bracket ("A" in illustration), should not be more than $\frac{1}{32}''$ when the shift lever is pushed down. If greater than this, the lower bracket should be moved up on the jacket tube and the clamp bolt "C" securely tightened.

SPARKLES • BEAUTIFIES • PROTECTS

Prevents Mars! Protects Finish! Good Looking!

This accessory offers *PROTECTION* for the finish around the *GASOLINE DOOR* which is constantly being opened and closed by gasoline station attendants with consequent *CHIPPING* of the *PAINT* from pump nozzles.

CHROME-PLATED and *CUSTOM TAILORED* for all "Step Down" Hudsons means *GOLD-PLATED PROFITS* and *CUSTOMER SATISFACTION* for *HUDSON DEALERS.*

Installation is simple and there are no holes to drill.

HUDSON-APPROVED ACCESSORIES ARE *Custom Tailored* FOR YOUR HUDSON!

ORDER FROM YOUR ZONE OR DISTRIBUTOR TODAY!

questions and answers

Answers to the following questions will appear in the November Issue of the Service Merchandiser:

1. In cases of accident or collision, how is the frame alignment checked on the 480-490-500 and A Series cars?

2. Why is it important that the battery ground strap be attached to both the frame and engine mount bolt?

3. For what purpose are the notches on the square shank of the Series A service lock cylinder assembly?

4. How often should door locks be lubricated?

5. What is the purpose of the defroster air stop blocks?

6. How is the windshield drain tube installed?

7. In case of dust or water leak at door openings, what inspections should be made?

8. How are door scuff plates sealed?

9. Why should one be careful to avoid scratching the rear window glass, when making installation?

10. What lubrication is recommended for windshield wipers?

Following are the answers and location of September questions, all of which are to be found in previous issues of the Service Merchandisers.

1. There is provision for lubricating speedometer, carburetor, Drive-Master and Vacumotive power cylinders. See pages 59-123 and 144 Service Merchandisers.

2. Complete step-by-step instructions with illustrations on installing rear window glass in the 1950 and 1951 cars are covered on pages 81 and 120, also in Body Manual Supp., pages 22-23-24.

3. Should the distributor breaker plate ground screw be too long, extending through and contacting the base plate, the vacuum advance will be impaired. See illustration and story on page 86.

4. Lost motion or excessive side play in the accelerator pump linkage may be the cause of hesitation or flat spot when accelerating. See method of correction and illustration on page 91.

5. If the carburetor heat tube that is pressed in the exhaust manifold should be cracked, the exhaust gas would rapidly foul the automatic choke mechanism. See page 71.

6. On page 182 we read, "it has been indicated that a certain amount of wear-in that takes place within the 1000 mile period necessitates changing the recommendation that the initial band adjustment be made at 1000 miles rather than 2000 miles of car operation."

7. To avoid the possibility of closing the breather opening, due to distortion, account of excessive tightening, it is important to hold to $2\frac{3}{4}$ to $3\frac{1}{2}$ ft. lbs. Page 212.

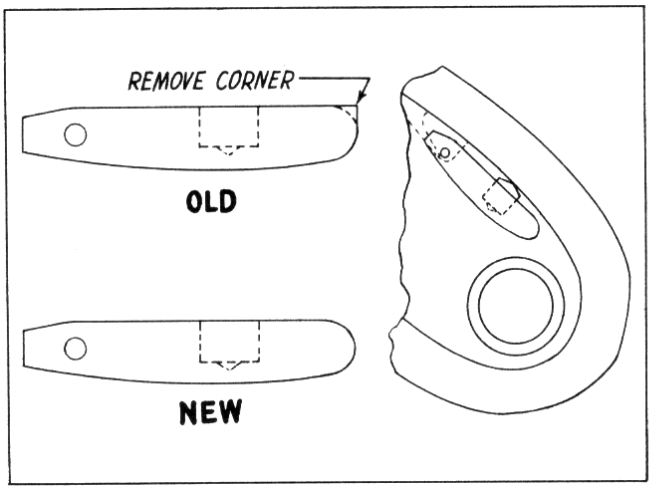
8. The Radio Escutcheon Silencer, part No. 228375, is installed between the instrument panel and the radio, as illustrated on page 215. First 1951 radio equipped cars did not have this silencer.

9. This is a good point to remember and suggest reading the story on page 215.

10. This was due to a condition of the door latch operating lever and linkage assembly. This is outlined in detail with illustration on page 67.

TIMING CHAIN COVER SHOE

Heretofore, the shape of the trailing end of the timing chain shoe was optional to the supplier, either round or square, as shown in the illustration.



Based upon reports from the field that in some instances there was a noise caused by the sharp corner of the shoe striking the cover, the Engineering Department has specified only the rounded end on all future supplies of this shoe.

In any case of noise reported as mentioned above, the cover may be removed and a hack saw blade used to cut the corner of the shoe off, finish rounding with a small coarse file. It would be in order to do this on all those Timing Chain Cover Assemblies, part number 301342, in your stock that may have the shoe with a square corner.

A TREMENDOUS AMOUNT OF SERVICE WORK REMAINS UNDONE

Approximately one out of every three cars checked in a recent nation-wide sampling of vehicle condition were found to be in need of maintenance attention to one or more parts affecting safe operation. Of the ten items "Safety Checked", brakes and lights stood out as parts most frequently in need of service attention.

During the entire Month of May, intensive and continuous newspaper, radio, television and outdoor advertising reminded motorists that "Good Drivers Drive Safe Cars . . . Check Your Car—Check Accidents." This plea was also emphasized in direct mail pieces reaching 20 million car owners, also in window and Service Department displays by 20,000 dealers.

Cooperation of both the automobile and tire industries and the National Automobile Dealers' Association were coordinated through the Inter-Industries Highway Safety Committee. Results were obtained on the basis of sample checks of nearly 360,000 vehicles made by 1,165 automobile, truck and tire dealers in all states and the District of Columbia. Ten items affecting safe vehicle operation were included in the voluntary check.

In an over-all analysis, one out of ten brakes; one of twelve rear lights; one out of thirteen headlights and one out of fifteen windshield wipers led the list of ten items checked and found to be in need of maintenance attention for safe vehicle operation.

Of trucks checked, 27.2% were in need of service attention. Figuring prominently in the truck-check were 15%—rear lights; 10.4%—headlights and 9.8% brakes.

In one area a dealer found that on the basis of 100 post-war cars—58 needed service attention. Of the same number of pre-war cars—86 were in need of maintenance attention to one or more parts.

Included in the sample "Safety-Check" were 311,350 passenger cars, and 47,800 trucks, a total of 358,822 vehicles. On the basis of the highest check of each item, the following estimates of vehicles needing maintenance attention were derived: total cars: 95,366 or 30.6%. Total trucks: 12,906 or 27.2%—Total vehicles: 108,272 or 30.2%.

Items checked, by type and the percentage of each to the total number of units in need of maintenance attention are shown in the following table.

Items Checked:	Passenger Cars	
Brakes	31,412	19.8%
Rear Lights	24,335	15.3%
Headlights	23,904	15.0%
Windshield Wipers	20,490	12.9%
Steering	16,625	10.5%
Exhaust System	12,869	8.1%
Tires	12,545	7.9%
Glass	8,461	5.3%
Horn	6,461	4.0%
Rear View Mirror	1,958	1.2%
Totals	158,988	100.0%

When it is realized that these checks were only on items that might affect the safe operation of an automobile, we must have some idea of the great amount of service work waiting to be done in such items as valve grind, engine tune-up, wheel balance, front end alignment, wheel bearing lubrication and most important of all Service Prevention work.

Your service business is here, waiting—in a potential volume far in excess of the dealers' capacity to handle. To all dealers, who would increase their service volume, they need only to go after it—sell those hundreds of owners on having service work done by a shop whose equipment and training is for their benefit.

Millions of car owners are aware that certain work should be done on their cars and are either putting it off or forgetting about it. Keep in mind that mechanical work, like physical attention to our bodies, if deferred until we are compelled to have it done, is always more serious and expensive. There is no substitute for Preventive Service—periodic inspection and adjustment means uninterrupted and economical operation.

To those who may wonder where or how they can increase their service business, here is food for thought and action.

Bear in mind the full profit of an average owner's entire service and accessory business including oil, lubrication, etc. is about equal to the profit of a new car sale. KEEP THEM COMING BACK.

SERVICE POINTERS

Cleanliness in the shop is a virtue. Promptness in greeting a Hudson Owner is one too.

Never forget an owner—Never let an owner forget you.

A good mechanic possesses good working tools and a thorough knowledge of his business and turns out every job to conform to highest quality standards.

PARTS AND SERVICE MANAGERS:

HUDSON OFFERS *TWO COMPLETE LINES* of TOP QUALITY PISTON RING SETS

with a choice of ***STEEL SEGMENT*** or ***CAST IRON RINGS***
at **THE LOWEST NET COST**

FOR THOSE WHO PREFER
SEALED POWER PISTON RINGS

FOR THOSE WHO PREFER
PEDRICK

INDIVIDUALLY ENGINEERED AND DESIGNED TO SERVICE HUDSON ENGINES

BUILT BETTER TO WEAR BETTER