

HUDSON

Service Merchandiser

Dedicated to the interest of



field service, parts and accessory merchandising.

VOL. 3 No. 11

NOVEMBER 1951

PREPARE NOW!

**FOR WHATEVER THE FUTURE
MAY BRING**



Not being a mind reader, I lay no claim to prognostication—but *certain facts*, already apparent, clearly indicate the need for *more intensive service-selling effort*.

There is no doubt your business will be *more dependent than ever* on a satisfactory service volume.

The only satisfactory service volume is one that absorbs most, or **ALL** of your overhead—or returns you a profit.

If you have not achieved that goal, you need more service volume. If you have it—you must maintain it.

The sensible, economical way to get more service volume is to keep asking **ALL OF YOUR OWNERS**—and owners of other makes you can service—for their service business.

Here is One Prediction I Will Make—Come what will—you can be absolutely certain you'll never suffer because of a profitable service business!

Glen Potter

**Glen S. Potter
Service Manager**

HUDSON MOTOR CAR COMPANY.. DETROIT 14, MICHIGAN

CHECK YOUR OWNERS ON CURRENT USE OF WEATHER CONTROL

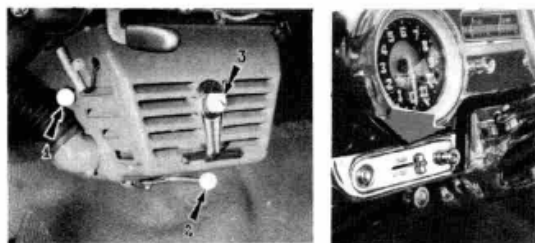
Complete information on heater operation is covered on pages 68, 69, 70 and 71 of the 1951 Hudson Owner Manual. Likewise, full instructions with illustrations have been carried in all previous Hudson Owner Manuals.

So that every purchaser of a new Hudson Car, particularly if it is their first one, may derive the full benefit from the use of Hudson Weather Control, these instructions should be pointed out to them with emphasis on the fact that outside fresh air must be admitted through the cowl ventilator.



Perhaps many Hudson Owners are not fully aware of the fact that the cowl ventilator may be kept open even during a rain and yet no water enters the interior of the car—this because of the umbrella feature of the design, as shown in the illustration above.

Other features that should be explained to new owners are the temperature controls at the heater unit on Pacemaker and on the dash for other models, as shown in the illustrations below.



This all ties in with the importance of properly impressing a purchaser at the time of New Car Delivery that the Owner Manual contains complete car operating information.

SUPPLEMENT TO BODY SERVICE MANUAL

General Technical Policies and Information Bulletin No. 15 announced the mailing of a supplement to the 480-480 Body Service Manual to all Zones, Distributors, Dealers and Service Station Agreement Holders.

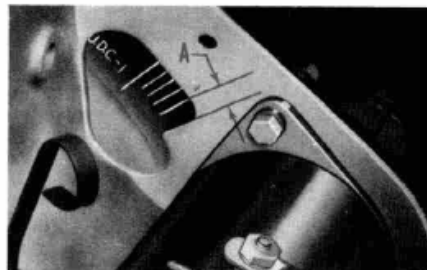
This supplement not only contains all the latest changes and body operations of the 480-490 Series, but also includes complete coverage of the 500 Series and "A" Series Bodies thus bringing the body service information up-to-date.

CHECKING VALVE TIMING

(Six and Eight-Cylinder Engines—1948 through 1951 Models)

To determine the valve timing with a minimum expenditure of time, the following method should be used:

1. Remove the front tappet cover and correctly adjust the No. 1 intake tappet to a clearance of .010" with a hot engine or .012" if the engine is cold.
2. Insert a feeler gauge exactly .002" in thickness between No. 1 intake valve and tappet adjusting screw and slowly turn engine in direction of rotation until exhaust valve begins to close. Continue to rotate engine very slowly until a slight drag is felt on the feeler gauge.
3. At this point inspect the timing marks on the flywheel through the opening in the rear engine plate. In the case of six-cylinder engines, the valves will be correctly timed when the first of the five marks on the flywheel is approximately $\frac{5}{8}$ " above the edge of the engine plate as shown at "A" in the accompanying illustration. When checking eight-cylinder valve timing, dimension "A" should be $\frac{9}{16}$ ".



If the valves are incorrectly timed the first timing mark on the flywheel will be noticeably removed from the positions given above since one tooth out of time is roughly equivalent to $1\frac{1}{2}$ " on the flywheel.

4. Re-adjust tappet clearance of No. 1 intake valve to the recommended gap of .008" hot or .010" cold and re-install tappet cover.

DO NOT POLISH—

a car when the body metal is hot as from standing in the sun or while the car is exposed to the bright sunlight. To do this is almost sure to have a detrimental effect on the finish.

A car should always be washed or rinsed off and thoroughly dried before polishing or waxing. It is wrong to attempt to wipe the dust from a car and begin polishing perhaps while the car hood may be very hot from the engine.



Answers to the following questions will be given in the December Service Merchandiser.

1. How may exposed car chrome be protected against the damaging effect of calcium chloride and salt?
2. What is the operating amperage of Series A Generator?
3. What is Series "A" Battery Capacity?
4. What is the capacity of the cooling system of 6 and 8 cylinder cars?
5. What is the proper clearance between fan blades and radiator?
6. How is the water pump shaft bearing lubricated?
7. Hudson sealed cooling cap is built for 5 or 7 pounds?
8. The Hudson rear axle is a three-quarter floating type—true or false.
9. What in design indicates a full floating, three-quarter floating or semi-floating rear axle?
10. What change was made in Hudson's rear axle pinion and gear construction beginning with 480 series?

Following are the answers and location of October Questions:

1. This is a very important point and can easily be overlooked. The sketch and instructions on pages 60 and 61 of Body Manual and pages 34 and 35 of the Body Manual Supplement.
2. The engine being mounted in rubber, in order to insure a return circuit for both engine and body electrical units, the battery positive ground strap is bolted at both the battery crate and the left front engine mount.
3. Notches on the shank of the service lock cylinder indicates the shank may be cut off—suitable to various body types. See page 8 of Body Manual Supplement.
4. Door locks should be lubricated at least twice a year or every 5,000 miles. See page 11 of Body Manual Supplement.
5. These Air Stop Blocks are for the purpose of sealing at the junction of air duct connection and windshield lower moulding, this prevents loss of heated air for defrosting. See page 15 of Body Manual Supplement.
6. Complete instructions and illustration are shown on page 12 of Body Manual Supplement.

7. On complaints of water and dust leaks at door openings and scuff plates, check door opening weatherstrip, pillar and belt seals. Also proper door closing and scuff plate sealing. See procedures covering these installations in your Body Service Manual and Body Manual Supplement.

8. Door scuff plate sealing outlined on page 21 of the Body Manual Supplement is important and every mechanic should be familiar with this procedure.

9. The tempering of this glass sets up a self contained mechanical strain or tension. Therefore, if the outer surface or skin of Herculite glass is punctured at any point over its entire area, either side, it would immediately form a geometric pattern over the entire sheet of glass.

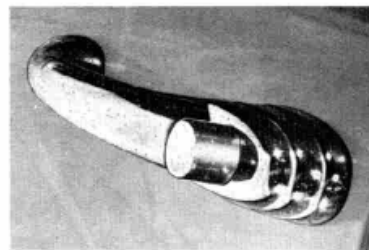
10. See instructions beneath figure 41 on page 27 of Body Manual Supplement pertaining to lubrication of windshield wiper pulleys and cable.

EVERY OWNER SHOULD HAVE CAR CHROME PRESERVED

Every winter where salt or calcium chloride are used on streets and highways the deterioration of metal and destruction of external chrome parts is most drastic.

While undercoating is effective in protecting those under-car parts, heretofore there has been little done to effectively protect the chrome.

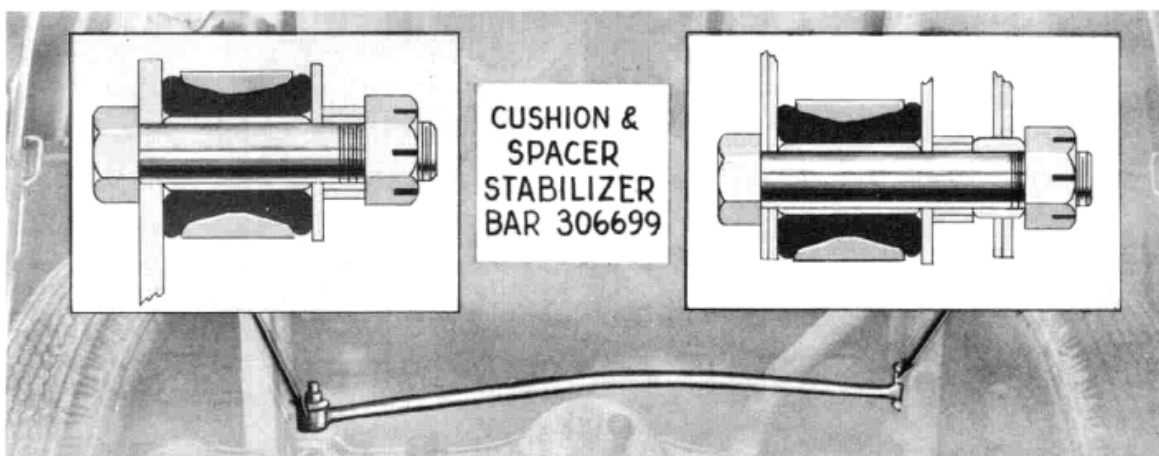
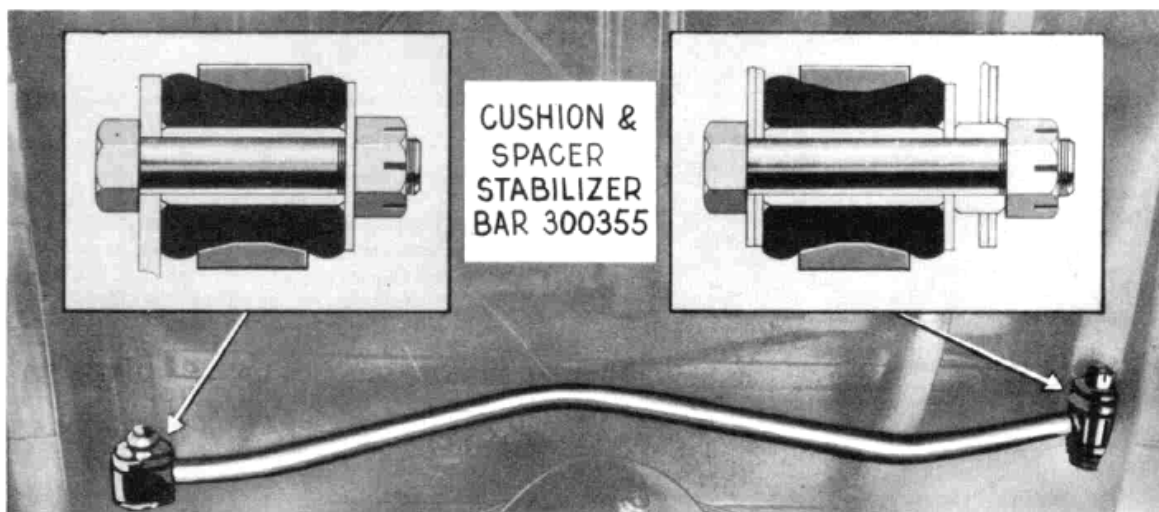
Please refer to Parts Merchandising Bulletin, dealer number 3 and also article on page 144 of December, 1950 Service Merchandiser, pertaining to Hudson Chromecote. There is no substitute for the efficiency and effectiveness of the chrome Protector.



Once chrome is blistered or marred, as illustrated above, from the effect of calcium chloride or salt, there is no way to restore its appearance. Sell this protection that is vital to the preservation of car appearance. Chromecote has been tested and approved by Hudson's Engineering Laboratories.

It is doubtful if any car owner would hesitate to have this damage to his car eliminated for the winter if the advantages and availability were known to him. Now is the ideal time—while these cars are being prepared for cold weather and before these chrome destroying substances are applied to streets and highways.

The part number of Chromecote is HS-225393—8 oz. can available in cases of 24 per case. Order today if you do not have it in stock.

**PART NO. PART NAME REQ'D MODELS**

300355	Stabilizer Bar.....1	All
306699	Stabilizer Bar.....1	All
300433	Cushion-stabilizer bar....2	For 300355
306700	Cushion-stabilizer bar....4	For 306699

PART NO. PART NAME REQ'D MODELS

300434	Spacer-stabilizer bar tube..2	For 300355
306701	Spacer-stabilizer bar tube..2	For 306699
306702	Spacer-stabilizer bar bolt..2	For 306699
306720	Kit-stabilizer bar.....1	All

REAR STABILIZER BAR

Beginning with car number 7A-126283 production used a rear stabilizer bar, the mounting ends of which were different. Complete instructions for parts men were covered in Group Parts Book Revision Sheet S195 GP51-25 dated 10-8-51.

The illustration above shows the difference in cushion and spacer installation. The bolt eyes of the new stabilizer are of a smaller diameter than those of the former stabilizer.

The parts list above indicates the necessary cushions

and spacers that must be used with either bar. The mounting bolts, nuts and washers are the same in both cases.

As both rear stabilizer bars were used intermittently these may be identified by the first type being an integral forging and the second or new stabilizer has the eyes welded to the bar. The entire kit BZ 306720 must be used when replacing the first type with the new or late type stabilizer.

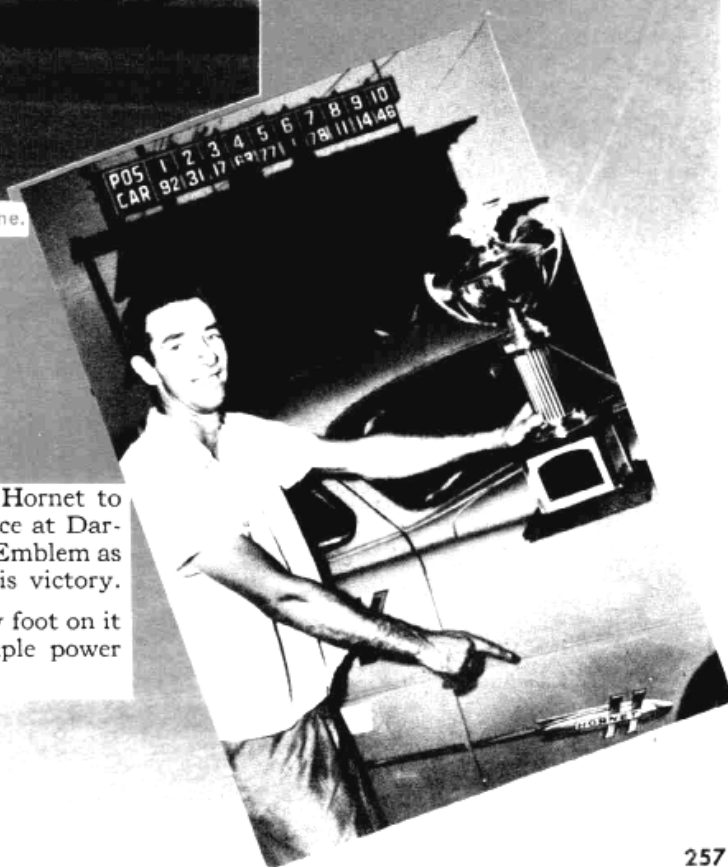
CAUTION—Stabilizer Bars must be installed in the position (end for end) as shown above.



The Start! Traffic is heavy in the backfield.



The Finish! The champ in action crossing the line.



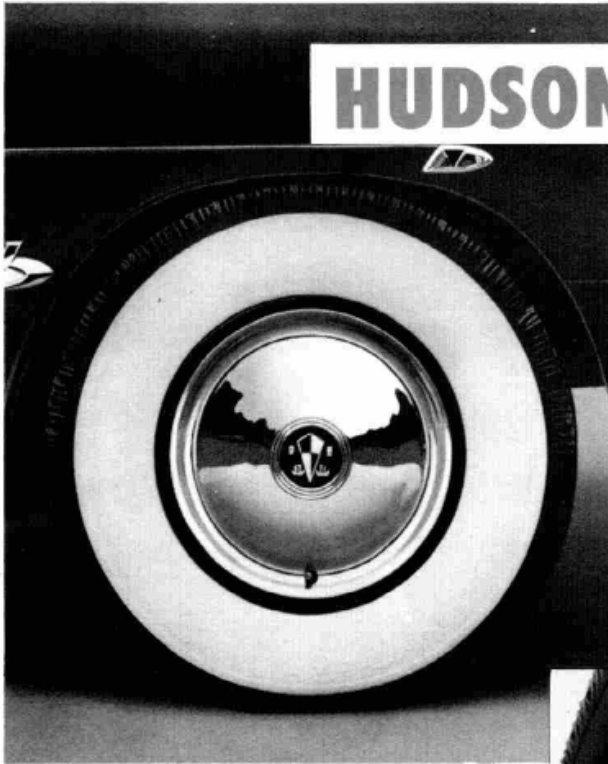
Herb Thomas who drove his 1951 Hornet to victory in the 500 mile stock car race at Darlington, S. C., points to the Hornet Emblem as he credits Hudson durability for his victory.

"I just went out there and stuck my foot on it —and the car responded with ample power and speed in reserve."

It's new . . . in demand . . .

Sells on sight!

HUDSON WHEEL DISCS



Here's something that's new, in big demand, and *sells on sight* to new-car buyers and present owners:

These beautiful, solid wheel discs are made of stainless steel for permanent lustre. The Hudson medallion is in full colors—blue, red, white and silver. One-piece construction, easy to install, will not come off, rattle or vibrate.

This is a very hot item. And rightly so. It adds beauty, improves appearance, makes any car more attractive. It's an item owners really want . . . and will buy!

You've asked for it. Your customers want it. And now, here it is, to be sold exclusively by Hudson dealers.

For quick delivery, fast sales and more profits, order your stock of these new wheel discs from your Zone or Distributor at once. Don't delay . . . *do it today!*

PART NO. HA 306197



Actual photos of *Custom Tailored* Hudson wheel disc installed. Note the added beauty and smart new appearance. Fits all "step-down" models.



LUBRICATION BUILDS SERVICE BUSINESS FOR THE FUTURE

Car lubrication becomes a habit—records prove this to be a fact. The vast majority of car owners have acquired a habit of obtaining chassis lubrication at some particular place. We ask why—what has led the car owner to some particular place—he is not greatly concerned about the make of lubricant they use or the fact that six or seven different types of lubricant should be used.

The perfect opportunity presents itself to acquire the car owners' lubrication business at the time of New Car Delivery. Begin to build service volume with lubrication. Successful service operators everywhere are using the Lubrication Department as a business getter.

Lubrication Booklets, in the hands of Hudson Owners, assure a steady service business and increased profits.

The Lubrication Department should be glamorized—everything immaculately clean and polished—the lubrication personnel in clean uniforms. A strong point of attraction is doing those little things about a customer's car, as tightening a loose bolt or nut, installing a cotter pin, where one is missing, gratis while the car is on the rack.

Make it a point to check those under car items as exhaust pipe, muffler, brake cables, tail pipe, battery, fan belt, etc. Most owners appreciate knowing of a condition about their car that should be given attention.

Here the dealer is at a distinct advantage in that he not only has the latest complete factory information on lubrication, but is fully prepared and competent to do any mechanical work that may be necessary.

Avoid overselling or high pressuring. Recommend to the owner the little job, if done now prevents a bigger one later.

Sell lubrication and Lubrication Booklets with Lubricaps. Have Hudson Owners form the habit of getting their lubrication and service work done in your shop. Sell Preventive Service and use every advantage that is yours.

LEATHER UPHOLSTERY that may be soiled from ordinary use can be seriously damaged by the use of cleaning fluids of a volatile nature. A quite simple but safe method of cleaning either genuine leather or imitation leather is with water and an ordinary mild household soap, using a sponge and a soft bristle brush.

Inasmuch as leather absorbs a certain amount of water, reasonable care must be exercised so as not to have too much water on the sponge or cloth while cleaning and follow immediately by rubbing the cleaned area briskly with a clean dry cloth that absorbs water freely.

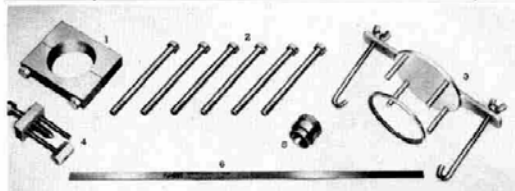
Under no circumstances use a naphtha base solution of the type that is commonly used to clean cloth fabrics, as it is very penetrating and has a tendency to remove the residual oil from the leather leaving it harsh and a tendency to become brittle.

THE NECESSARY SPECIAL TOOLS ARE ESSENTIAL TO ACCURATE AND PROFITABLE SERVICE

Newly added to the 1951 Essential Service Tools is Group EG 7-51-1 outlined in General Technical Policies and Information Bulletin No. 16 (Dealer No. 16) under date of September 17th, 1951.

Shown in the illustration and listing below, the first three tools listed are newly developed for expediting chassis work on 1951 Hudson Cars. Those three tools last on the list are necessary tools for servicing the latest type H-51 Hydra-Matic transmission, and added to those shown in the manual covering essential Hydra-Matic transmission tools, cover all special tool needs for servicing both the H-50 and H-51 type units.

Tool No.	Description	Illus. No.	Price
J 3228	Front Suspension Support Bolt Set . . .	2	2.65
J 4152	Pinion Rear Bearing Remover	1	12.25
J 4630-A	Steering Wheel Puller	4	7.45
J 4670-A	Clutch Spring Compressor	3	12.50
J 4731	Governor to Sleeve Aligning Gauge . . .	5	5.80
J 4752	Reverse Piston to Drum Installing Tool .	6	1.75

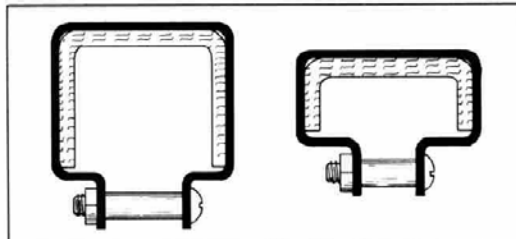


Every experienced mechanic fully appreciates the importance of special tools in doing work that cannot be done with ordinary standard tools. You will undoubtedly have need for these and it is suggested to get your order in promptly to avoid delay.

UNCOVERED REAR SPRINGS SHOULD NOT BE LUBRICATED

All uncovered rear springs, which have plastic, rubber or fabric liners between certain leaves, should not be lubricated. Only the covered type rear spring need be lubricated.

Reports from the field indicate that a squeak sometimes develops in the uncovered spring. Investigation shows this to be caused by the movement between the spring clips which have no rubber liner, and the sides of the spring leaves.



This condition may be corrected by the removal of the large (No. 1) clip and the small clips (No. 2 and 3) and replacing them with spring clips, part number 302816 and 302817 respectively. These spring clips have a moulded rubber liner on the inner side, as shown in the illustration.