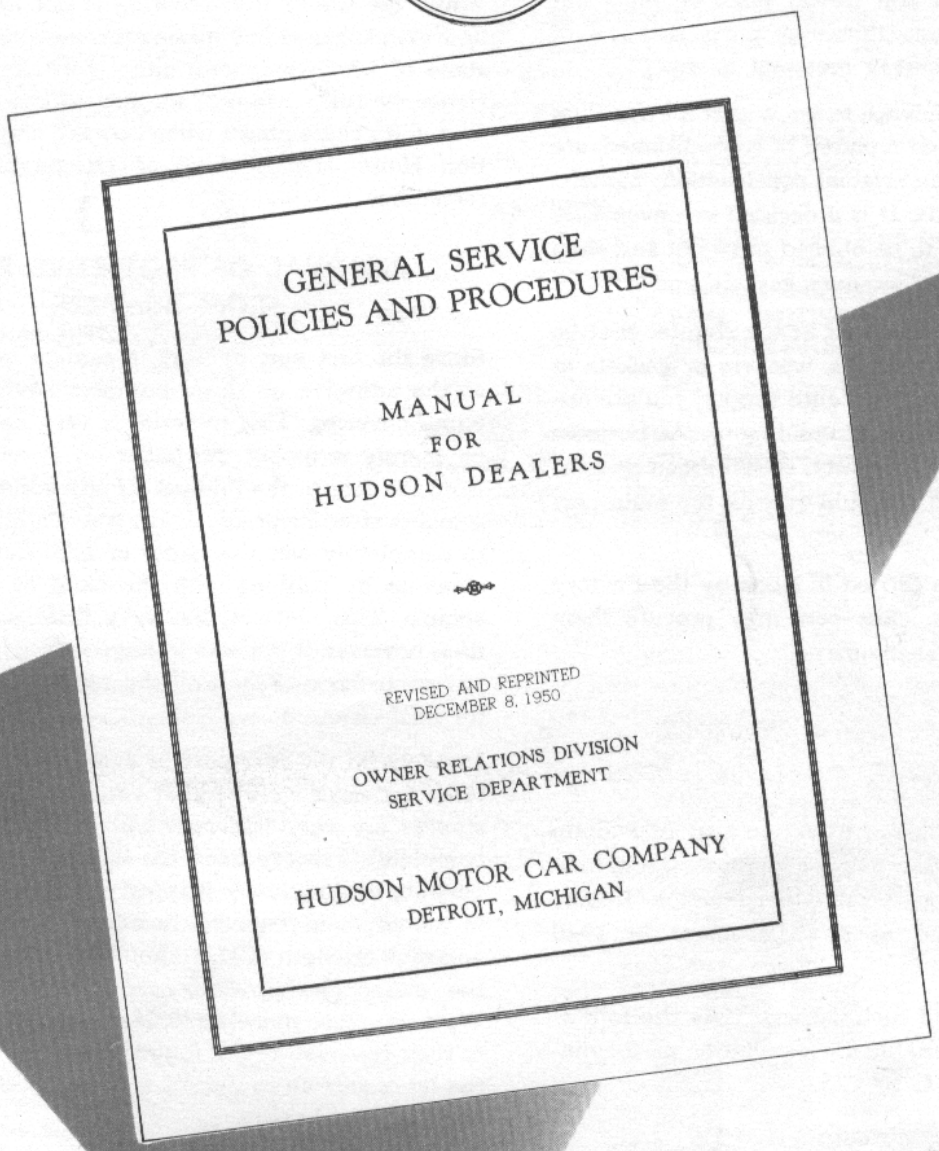
HUDSON

Service Merchandiser

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

VOL. 3 NO. 9 SEPTEMBER 1951



Good Owner Relations are vital, if any automobile dealer is to be permanently successful.

Therefore, to assist Hudson Dealers in their desire to develop and maintain satisfactory Owner Relations, we have carefully prepared this General Service Policies and Procedure Manual for Hudson Dealers.

EVERY HUDSON DEALER'S ORGANIZATION SHOULD BE ENTIRELY FAMILIAR WITH THE CONTENTS OF THIS MANUAL.

DO YOU STOCK STANDARD HUDSON STUDS, BOLTS, NUTS, ETC.?

There are numerous good reasons why Factory standard parts such as bolts, studs, nuts, washers, etc., should be stocked—supplied to dealers, customers and used in service repair work on Hudson Cars.

First and most important is material specification. The Engineerinng Department has designated specific steel or heat treating of these parts so as to withstand the various stresses to which they are subjected. The diameter size, length and thread pitch is important and should not be substituted by parts that are of inferior material content or incorrect in size.

It adds to owner confidence to know that all the parts going into his car, when repaired or reconditioned, are equal in quality to the original construction; namely, Genuine Hudson Parts. It is a decided inconvenience to counter customers to be obliged to go out and shop for bolts, studs, cap screws, nuts, gaskets, etc.

If you have to tell a customer at the counter that he can procure nuts, bolts, studs, washers or gaskets at some hardware or downtown auto supply, you are losing just that much profit and building up the business of your competitor. Be prepared to sell allied or associated parts—parts that should go with the main part the customer needs.

All of these parts are carried in stock by the Factory Service Stores and stockkeepers may procure them on order in the regular manner.

FUEL PUMP FOR 8 CYLINDER SKELETON ENGINE, PART #C166725

It has been brought to our attention that fuel pump breakage has occurred due to the incorrect pump having been installed on 8 cylinder Skeleton Engine C-166725, when used as a replacement in 1940 through 1947 cars.

To avoid possibility of such damage, only the following fuel pumps are suitable for installation on 8 cylinder Skeleton Engine C-166725.

SP 300202 Fuel Pump-std. AC-1531909

SP 302754 Fuel Pump-std. Carter M-729 SZ

SP 300203 Combination Fuel & Vacuum Pump AC-1539108

The fuel pumps used as original equipment on 1940 through 1947 8 cylinder engines ARE NOT suitable for installation on Skeleton Engine C-166725. Attached to all these skeleton engines is a notice covering the above information.

BODY UNDERCOATING

The demand for body undercoating is rapidly increasing. It not only provides protection against rust and corrosion of the underparts of the car but is also effective in sealing and silencing.

In two previous issues (Vol. 1 No. 1 and Vol. 2 No. 8), we called attention to the importance of keeping undercoating off of propeller shaft, radiator core and fan, also to protect the rear axle and transmission breathers from becoming obstructed.

While the use of undercoating is not new, there are new men engaged in applying it somewhere every day, some of whom may not, either by training or experience, be fully aware of the proper care to be taken. Watch for these points when cars are on your Lubrication Hoist—it's the kind of attention that owners remember.

REMOVAL OF PROTECTIVE PAPER FROM BUMPERS

Since the first part of May, a cement has been used as the adhesive on those bumpers having protective paper covering. This material is very easily removed by merely stripping the paper off slowly, when dry, from the face of the bumper. If any adhesive or paper remains after stripping, warm water applied sufficient to completely wet the paper or adhesive will permit clean-up by rubbing with the hand or wet cloth or sponge. This material has very little adhesive qualities, however, it appears to have sufficient to hold the paper on the surface until the car reaches the dealer for final clean-up.

Previous to the first part of May, two (2) synthetic latex materials were used at various times. These substances are very adherent and relatively difficult to completely remove from the bumper. If the paper is very gently and slowly stripped dry from the part, most of the paper is removed, however, in some spots, the adhesive strength of the latex exceeds the strength of the paper leaving uncleaned patches of material. Water on these spots has little or no effect with respect to their removal. It was found that gasoline will soften the latex enough to permit a clean-up of the bumper when rubbed briskly.

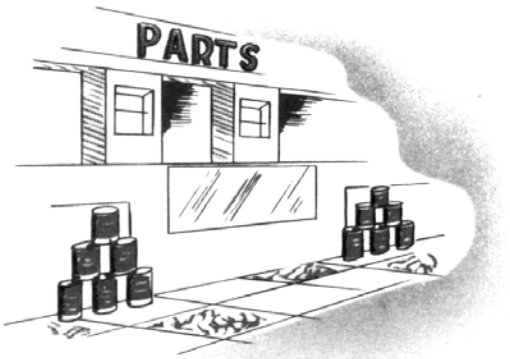
FRONT SERVO EXHAUST VALVE ASSEMBLY

In order to eliminate a brief buzzing noise encountered when shifting in reverse, a slight change was made in the front servo exhaust valve assembly.

This new assembly, part #306136 - G.M. #8613914, went into production starting with transmission number H-51-29207 and is entirely interchangeable with the former assembly, part #305969 - G.M. #8613116.

NO SHORTAGE . . .

OF HUDSON REGULAR *ANTI-FREEZE* IN ONE-GALLON CANS



THERE IS NO SHORTAGE OF REGULAR TYPE HUDSON ANTI-FREEZE IN ONE-GALLON CANS. Despite defense requirements of Anti-Freeze, Hudson has a substantial quantity of this material NOW IN STOCK in warehouses throughout the country. Your fair share is waiting for you!

QUESTION:

What makes Hudson Anti-Freeze the best for Hudson cars?

ANSWER:

Because it is a high quality mixture of isopropyl alcohol and methanol which contains a special corrosion inhibitor APPROVED FOR HUDSON CARS BY HUDSON ENGINEERS.

Why not be sure with the best when it costs no more.

Begin selling Hudson Anti-Freeze in One-Gallon Containers now. When installing Anti-Freeze, you open the door to additional profits through inspection of radiators, hoses, batteries, spark plugs, thermostats, etc.

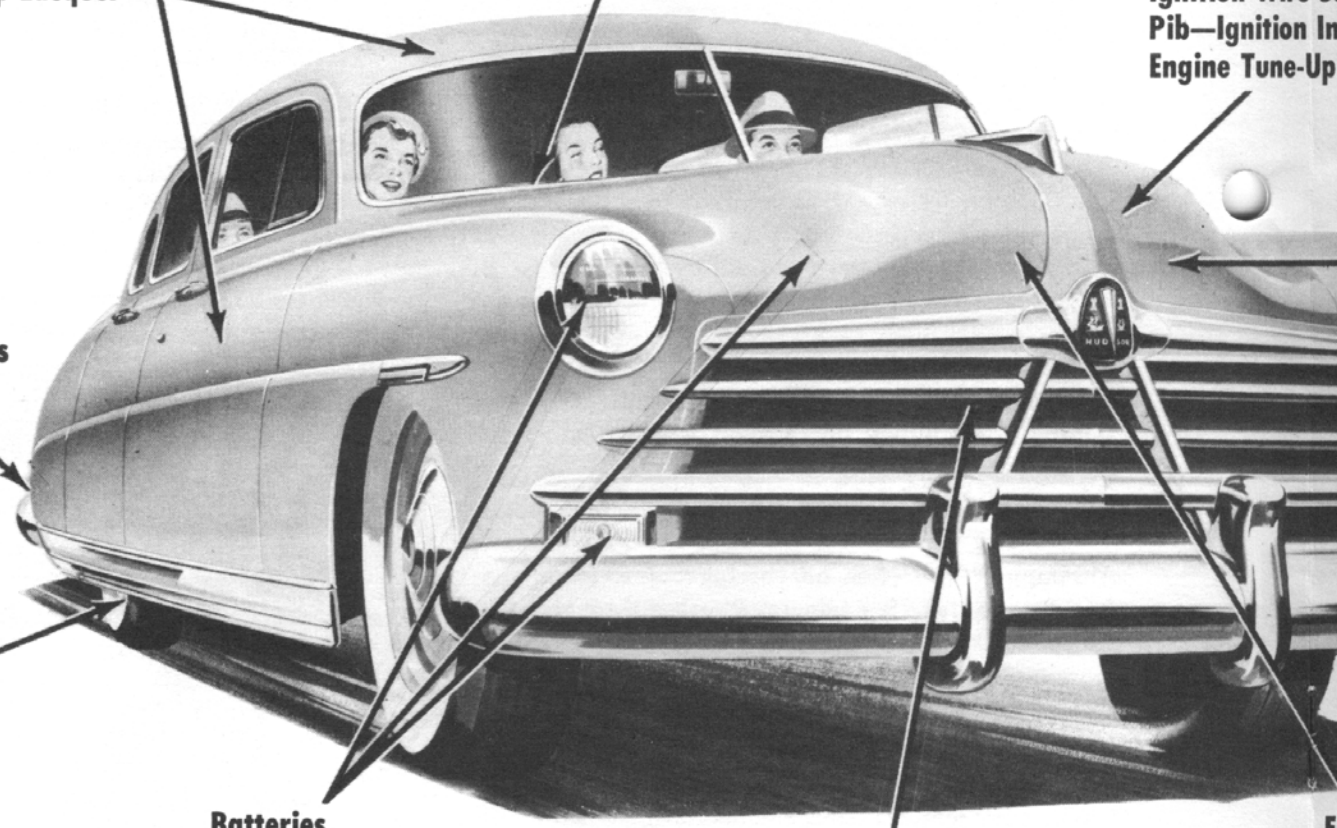
These One-Gallon Containers are exceptionally suitable for building up displays in show windows, Parts Department, showrooms and service write-up areas. Set up a display in pyramid fashion in each of these places today.

Although Hudson has no shortage of Regular Anti-Freeze there is a general shortage throughout the country. Therefore, Hudson Dealers have an outstanding OPPORTUNITY to WHOLESALE Anti-Freeze to independent garages, service stations and other dealers.

Check your stock now. If it is not adequate to handle your season's requirements for the *wholesale* and *retail* trade, place an order today with your Zone or Distributor. Ask for Part Number HS-302569 — and remember, Hudson Anti-Freeze is chemically engineered for Hudson cars.

SELL *HUDSON* ANTI-FREEZE — RETAIL *AND* WHOLESALE

BE ON TH



Wiper Arms,
Blades
and Cables

Liquid Glaze and Polishes
Refinishing Lacquers
Touch-Up Lacquer

Spark Plugs
and Protectors
Ignition Wire S
Pib—Ignition In
Engine Tune-Up

Exhaust Pipes
Mufflers
Tail Pipes
Exhaust Deflectors

Brake Shoes
Brake Fluid
Master Cylinders
Brake Hose
Wheel Cylinders
Brake Cables

Batteries,
Cables and
Ground Straps
Sealed Beam Units
Tail and Parking Lights

Radiator Stop Leak
Radiator Rust Resistor
Radiator Flush

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HUDSON MOTOR CAR COMPANY · GENUINE PART · BUILT BETTER TO WEAR BETTER

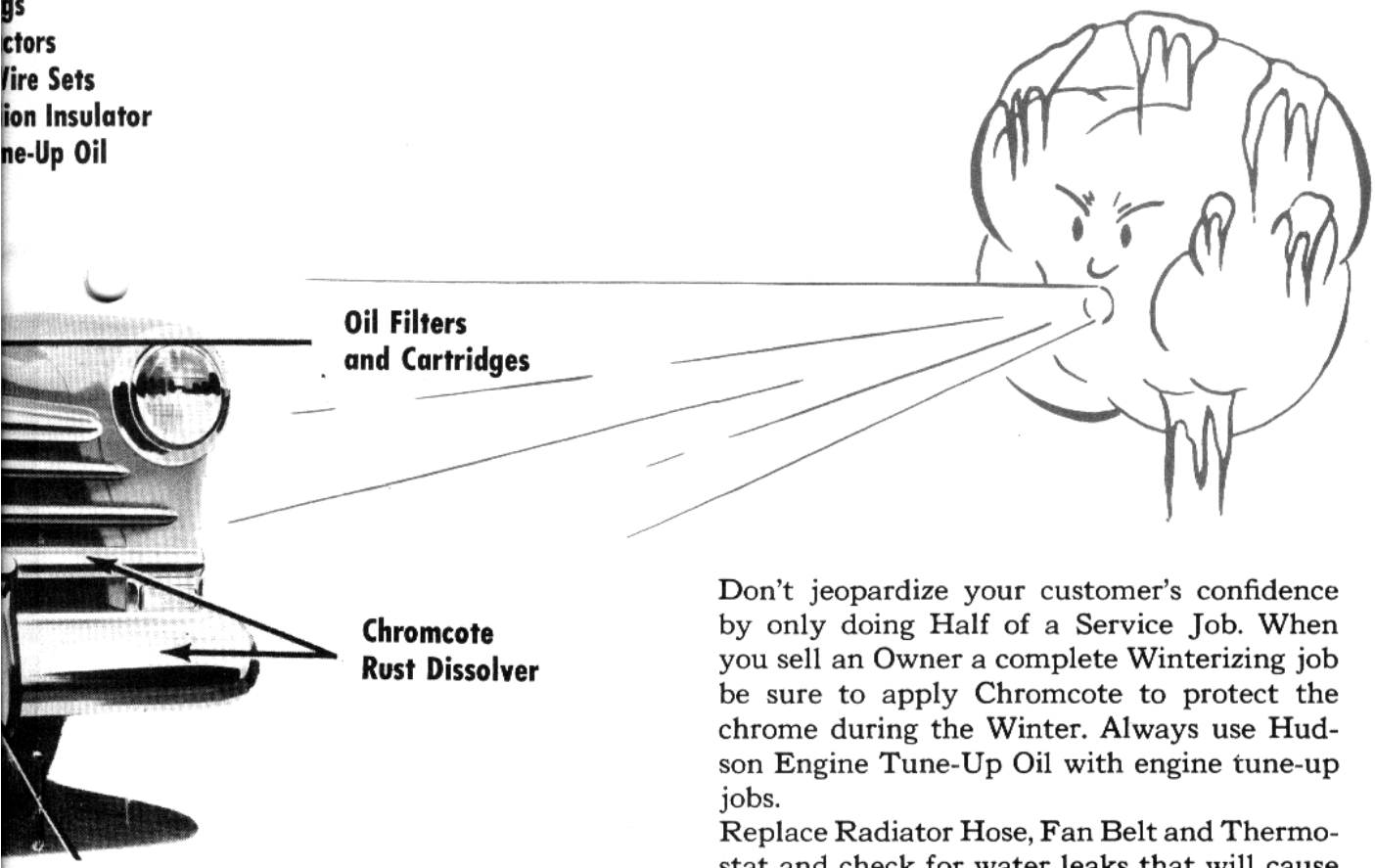
BE PREPARED for the Fall increase in Parts b

DON'T OVERLOOK THE FALL AND WINTER WH

E ALERT!

Always sell *ALL* of the Parts and Accessories which require replacing when Winterizing Customer's Cars . . . Never fail to check this list of related items!

gs
ctors
Vire Sets
ion Insulator
ne-Up Oil



Oil Filters
and Cartridges

Chromcote
Rust Dissolver

Fan Belts
Anti-Freeze
Radiator Hoses
Thermostats (High Temperature)
Hose Clamps

Don't jeopardize your customer's confidence by only doing Half of a Service Job. When you sell an Owner a complete Winterizing job be sure to apply Chromcote to protect the chrome during the Winter. Always use Hudson Engine Tune-Up Oil with engine tune-up jobs.

Replace Radiator Hose, Fan Belt and Thermostat and check for water leaks that will cause loss of Anti-Freeze. Always check all of the parts in the illustration. This is Prevention Service at its best. . . . It builds owner good will and you make money doing it.

s business! . . . Order additional stock now!
WHOLESALE PARTS AND ACCESSORY BUSINESS.

PREPARING CARS FOR WINTER DRIVING COOLING SYSTEMS—

The preparation of the Cooling System of an owner's car for *winter driving* is not to be a hit or miss operation.

No. 1. Check the radiator for leaks, if any are found, have the radiator repaired or if necessary the core replaced with a new one. The front side of many radiators will be found to be coated with insects and perhaps mud or dust which greatly reduces the cooling efficiency. In such cases, apply a water hose from the engine side and use a wire brush on the front side of core. Always check fan blade to see that it is running true and it clears the radiator core 5/8 to 7/8 of one inch at closest point.

No. 2. Check the Thermostat—

See if the valve can be pulled or pushed off its seat with but little effort. If it is possible to do so, the thermostat should be replaced. Another simple but effective test is to immerse the thermostat in a pail of water, heated and checked with a thermometer. Don't let either one of them touch the bottom or side of the pail; if the opening and closing of the thermostat is off 10° or more, it should be replaced.

No. 3. Radiator Hose—

It is not always possible to tell the condition of the hose by looking at the outside or feeling it. All hose should be removed and carefully checked for deterioration inside because that is where the rot starts, and a rotted hose may cause particles of rubber to enter and lodge in the radiator water tubes clogging the system.

No. 4. Cylinder Head and Gasket—

It is always well to check for exhaust gas leaking into the system. To make this simple check, remove the fan belt, drain the Cooling System until the coolant level is below the thermostat, remove the thermostat and upper radiator hose, pour water into the radiator until water runs out of thermostat opening in cylinder head, start engine (cold), accelerate a few times and watch opening in cylinder head for bubbles or sudden rise of the water. If either one happens, exhaust gases are getting into the Cooling System.

Check the surface of the cylinder head and cylinder block. Be sure cylinder head and block surfaces are flat and free from any carbon, dirt, etc. Install new cylinder head gasket. When replacing cylinder head, tighten as specified in the Procedure Manual.

If there is water loss or unusual rust in the system, such loss or rust quantity may be due to air in the Cooling System in greater volume than is customary. To check for this condition is simple. If the radiator is equipped with a pressure cap, block the valve open and put cap back on radiator making sure it is on tight.

Operate engine until coolant is at normal operating temperature, bring coolant to a level in the top tank about 1½ inches below the top opening of the overflow pipe, put the free end of the rubber hose attached to the overflow pipe in a small can of water, with the engine running reasonably fast, air leaks will show up as a constant stream of bubbles in the water in the can. These bubbles show that air is being sucked into the system at leaks at the water pump shaft, or the hose connections, etc.

Many owners are purchasing permanent Anti-Freeze; as it is expensive and often hard to get, we should be very sure that the Cooling System is in good condition before adding the Anti-Freeze solutions. All leaks MUST BE eliminated. Always keep the system filled to the recommended level with coolant, and do not try to fill the system with water while the engine is cold, as the thermostat will not be open and the water jacket will not fill.

Encourage all Hudson Owners to have the Cooling Systems of their cars cleaned and flushed periodically for continued satisfactory operation.

CHROME PROTECTION

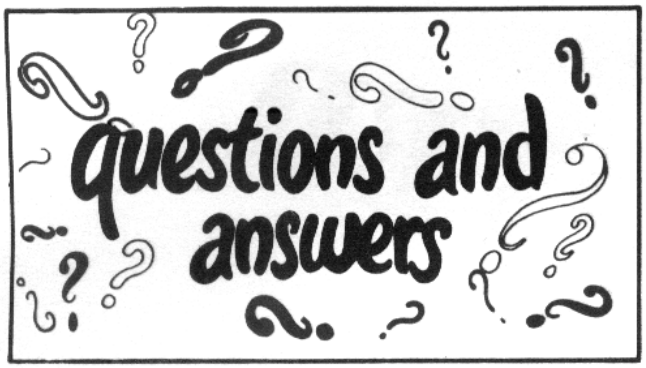
A tested and approved chrome protector for new cars in storage is available. This coating is known as X Rust 400A and may be procured direct from Freedom Valvoline Oil Company, 1900 East Warren Avenue, Detroit, Michigan, telephone TEmple 2-6515, if it is not available locally. It is packaged in 1 and 5 gallon containers sufficient for 10 and 50 cars respectively and is priced at $1.25 per gallon.

Directions for application of this chrome protector is shown on container. When necessary to remove, any solvent as gasoline, kerosene, etc., is satisfactory. This coating will not harm the finish.

TO ALL FIELD SERVICE REPORTERS

The Service Merchandiser is prepared primarily for the benefit of all Parts and Service men in the field. Factory technical information and mechanical changes are only available as they become effective in production.

Photographs, information and news from the field are always of interest to all our readers and we need more of this material. Please let us have photographs and any news of field service activity.



Answers to the following questions will appear in the October issue of the Service Merchandiser.

1. Are you familiar with the lubrication of the Drive Master and power cylinders, also the carburetor and speedometer?

2. Where may your shop find complete instructions with illustrations on installation of rear window glass —1950 and 1951 cars?

3. What condition may completely prevent vacuum spark advance, on Pacemaker only, even though all vacuum connections are tight?

4. Lost motion or side play in the accelerator pump control rod may cause what condition?

5. If the exhaust manifold heat tube was cracked, how would this be indicated in carburetor performance?

6. Why should the initial Hydra-Matic band adjustment be made at 1,000 miles instead of 2,000 miles?

7. Why is it important to adhere to torque specifications of 2¾ to 3½ ft. lbs. when tightening valve cover breather nuts?

8. Where is the radio escutcheon silencer part number 228375 used?

9. Why was the torque recommendation for universal joint U bolts changed from 20-25 ft. lbs. to 14-17 ft. lbs.?

10. Are you familiar with the condition that would permit the opening of rear compartment doors of the 480-490 and 500 Commodore Models even though the doors were locked?

The following are the answers to the questions contained in the August Service Merchandiser.

1. Both the temperature and gas gauges operate on a constant and uniform 5 volt current through the medium of a voltage regulator mounted on the back of the instrument holding case: story and wiring diagram page 166, Vol. 3, No. 2.

2. The knob at the left side of heater is for the purpose of increasing or diminishing the amount of heat on the driver's feet, see paragraph D, page 70—1951 Owner Manual.

3. Breakage of the plastic indicator mounted on the transmission control tube bracket is, in most cases, caused by the drive indicator pin (#8 in illustration on page 52, Vol. 3, No. 1) being too short, resulting in the indicator being assembled with the pin not in the proper position. Correction is to install the 5/16" length pin part #171571—Read details in Service Merchandiser. Vol. 3, No. 1, Page 152.

4. The speedometer cable drive reducer is used on Models 4A-5A-6A-7A-8A with Overdrive, Drive-Master or Supermatic Drive. See page 154, Vol. 3, No. 1.

5. The rear compartment door lock adjustment is covered in detail with illustrations on page 142 of Vol. 2, No. 12.

6. See illustrations and instructions on page 142, Vol. 2, No. 12.

7. Carefully read instructions on page 142, Vol. 2, No. 12.

8. Beginning with the 1951 production, the water inlet and outlet hose connections were reversed from that of all previous heater connections. See illustration on page 145, Vol. 2, No. 12. Every mechanic should be familiar with this change, as it will affect heating efficiency.

9. Investigation of reports concerning double vision in the windshield or rear window indicates that the cause was due to a wax film on the glass. Vol. 2, No. 12, page 146.

10. The fluid in Hydra-Matic Drive should be changed at 25,000 mile intervals. This revision from first recommendation was carried in the January Issue of Service Merchandiser, Vol. 3, No. 1, page 154.

KEEP YOUR FLAT RATE SCHEDULE UP TO DATE

There are occasional revisions and additions to the flat rate schedules. These have all been published in the Hudson Service Merchandiser and the revised time figures should always be transferred to your Flat Rate Manuals in use and those you may have in stock.

If this has not been done each time, as the revisions and corrections appeared in the Merchandiser, it is suggested that all 1950 and 1951 Merchandisers be carefully reviewed and have the time figures transferred to your Flat Rate Manuals in daily use and any in stock.

OVERSIZE PARTS

In order to compensate for wear that normally takes place on various moving parts, these are furnished in the oversize. Main and connecting rod bearings are supplied in the undersize.

All oversize and undersize parts are listed in the Parts Catalogue and practically all mechanics are aware of their availability. We believe that it is not generally known that the valve tappets for our 1948, 1949, 1950 and 1951 six cylinder cars are supplied in the .002, .004 and .010 oversize.

In any instances where oil is passing valve tappets excessively, the proper corrective method would be to ream the openings in block to proper clearance for one of the oversize tappets mentioned above.

The Only Engine Tune-Up Oil . . .

APPROVED

BY HUDSON ENGINEERS

UPPERLUBE TREATMENT

HUDSON ENGINE TUNE-UP OIL

This is a specially designed petroleum base product with a chemical additive. The oil used has exceptional cleansing properties which, together with the chemical additive, help tune up engines when used as directed. HUDSON TUNE-UP OIL is entirely harmless—will not injure the finest mechanism.

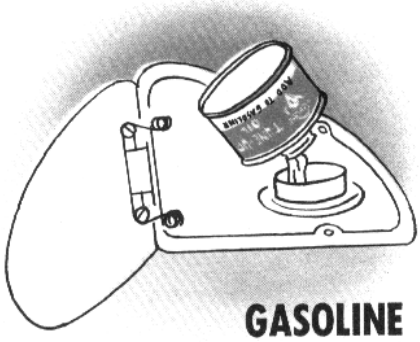
DIRECTIONS

FOR IMMEDIATE PEPPING UP OF SLUGGISH ENGINES: Remove air cleaner. Start engine and slowly pour one-half (½) of contents directly into carburetor air intake* while engine is running at fast idle speed. DO NOT DUMP—pour slowly (to avoid stalling engine) so that fluid can get to valve stems, upper cylinder walls and piston rings. Pour balance into gas tank in the proportion of 8 oz. (½ can) to 10 gals. of gas. Continue use of HUDSON TUNE-UP OIL by adding it to gas in the proportion of 4 oz. to every 10 gals. of gas until satisfied with engine condition.

FOR BREAKING IN NEW ENGINES: Use HUDSON TUNE-UP OIL in new and rebuilt engines during the first 2,000 to 3,000 miles operation for additional protection to pistons and cylinders. Helps rings seat properly. Add 8 oz. of HUDSON TUNE-UP OIL to every 10 gals. of gas during break-in period.

CONTINUOUS USE OF HUDSON TUNE-UP OIL: Assures maximum engine protection. Add 4 oz. to every 10 gals. of gas.

*Warning—HUDSON TUNE-UP OIL may be added to the fuel supply system of Diesels, BUT MUST NOT be used in the air intake.



GASOLINE ADDITIVE