

HUDSON

Service Merchandiser

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



VOL. 5 NO. 1

JANUARY 1953

A MESSAGE TO ALL PARTS AND SERVICE MEN

OUR ACCOMPLISHMENTS AND OMISSIONS OF LAST YEAR ARE IN THE RECORDS.

WE ALL HAVE BEFORE US, 365 DAYS OF A NEW, UNUSED YEAR—AN OPPORTUNITY TO REACH NEW HEIGHTS IN OUR FIELD OF ENDEAVOR.

I WOULD LIKE TO POINT OUT TO ALL FIELD SERVICE PERSONNEL THE VERY UNUSUAL OPPORTUNITY THAT IS OURS FOR THE COMING YEAR.

NEARLY A MILLION HUDSON OWNERS NOW ON THE ROAD ARE IN THE MARKET FOR CUSTOMER LABOR, PARTS AND ACCESSORIES.

SERVICE VOLUME WILL BE AT A NEW HIGH IN 1953—MORE CUSTOMER LABOR SALES, MORE PARTS AND ACCESSORY SALES AS OWNERS REALIZE MORE AND MORE THE ADVANTAGE TO THEM IN PREVENTIVE SERVICE MAINTENANCE.

WE WILL SUPPORT YOU IN GETTING YOUR SHARE OF THIS BUSINESS, IN EVERY WAY—SERVICE PROMOTION AIDS; DIRECT MAIL, POSTERS, ETC.; TECHNICAL INFORMATION: MANUALS, BULLETINS, ETC.; AND AGGRESSIVE PARTS AND ACCESSORY MERCHANDISING PROGRAMS.

EACH AND EVERYONE OF US HAS A JOB TO DO IN 1953. LET'S ALL WORK TOGETHER TO MAKE IT OUR MOST PROFITABLE YEAR!

W. L. Milton

Director of Service

HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN



SERVICE MANAGEMENT

(Continued from December)

WASH DEPARTMENT

We believe that every dealer who is in the automobile business to make money should have a wash rack—not just an outlet with a hose attached near-by, but a modern rack with modern equipment.

No doubt there are places in your community where you can send a customer or his car to have it washed. This is definitely poor business because you spend a great deal of time and effort—which is money—in getting owners to come to your place of business. It is most short-sighted to send them elsewhere for their car needs. There is always the possibility that they will not come back.

Then, too, the wash rack is an important unit of your Appearance Department, which we will now discuss with you.

APPEARANCE DEPARTMENT

One of the most profitable departments in your Service operation is the Appearance Department.

It eliminates complaints.

It increases customer satisfaction.

It yields a good return on the investment.

It improves the appearance of the owners' cars that you trade for—you get better looking used cars.

There are many polishes on the market—many of them good—but the one that our tests prove to be the most satisfactory is Liquid Glaze.

In the hands of a competent workman Liquid Glaze will make you many satisfied and happy customers.

Liquid Glaze each new car before you deliver it to the retail purchaser and you will make not only a profit on the polishing operation, but you will increase customer satisfaction by delivering a car with a high, lasting luster. By doing so, the customer will be much less critical than he would be if you simply washed the car and let him drive it home to show it to his friends in that condition.

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Liquid Glaze all new cars and charge the customer a reasonable price for it. Explain to him what he is getting for his investment; then tell him of the advantage to him if he will return in six months and have the operation repeated. In fact, it would be to your advantage to set up a six-month reminder card to the owner on every car you Liquid Glaze.

The Factory has had enough experience with the new Liquid Glaze treatment to know that the owners will enjoy new car appearance for a long time, if the car is polished every six months.

Set up an Appearance Department—if you don't already have it—and sell customer satisfaction.

UNIVERSAL JOINT LUBRICATION

Proper lubrication of the universal joint needle bearings is not only neglected too frequently, but the correct procedure—type of lubricant and gun to be used—is not entirely clear to some lubrication men.

First of all, an S.A.E. 140 gear oil should be used at all three universal joints. The ideal equipment for this job is an Alemite grease gun, Number 7510, and adapter 6294, with a pressure relief at 700 psi. These are illustrated below and may be procured from an automobile equipment store. The regular chassis lubrication gun that runs a 6000 psi must not be used on the universal joints.



7510



6294

When applying lubricant to the universal joints and as it becomes full, some of the lubricant may leak out around the needle bearing outer seals. This flushing action through the outer seals cleans any dirt from the needle bearings. It should not be taken that such leak indicates that the seals are bad and need replacing.

The correct lubricant for the spline is a regular viscous chassis grease.

FUEL AND TEMPERATURE DASH UNITS

Listed below are the fuel and temperature dash units also their corresponding sending units that are mounted on the fuel tank or cylinder block.

Proper identification of all units is by part member and name on the service cartons. These should never be removed from the cartons until ready to install on car.

	Model	Dash Unit	Mfgs. Part No.	Color	Description	Sending Unit	Voltage Regulator
	1946-1947	209028	41050	Black and White	Fuel	159110	None
	1946-1947	209029	41053	Black and White	Temp.	159058	None
	482-84; 492-94	213207	42135	Black and White	Fuel	302709	None
	482-84; 492-94	213208	42140	Black and White	Temp.	159058	None
First	491-93; 481-83	213202	42120	Black and White	Fuel	302709	None
First	491-93; 481-83	213203	42125	Black and White	Temp.	159058	None
Second	491-93	217154	42741	Black	Fuel	302709	None
Second	491-93	217156	42743	Black	Temp.	159058	None
	1950	220791	42916	Black	Fuel	302709	None
	1950	220790	42918	Black	Temp.	159058	None
	1951-1952	225948	45674	Green	Fuel	304503	45677
	1951-1952	225948	45675	Green	Temp.	304502	45677
	1953	236966	46197	Black	Temp.	304502	46283
	1953	236967	46193	Black	Fuel	308508	46283

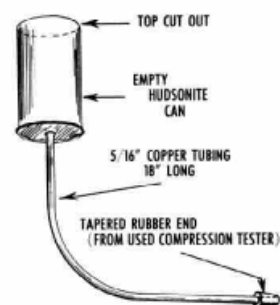
Following are the answers to questions that appeared in the December issue of Service Merchandiser.

1. The following changes are incorporated in the H-52 Hydra-Matic Transmission: Front Unit, Oil Delivery Sleeve, Rear Pump, Front Planetary Gear Train, Rear Planetary Gear Train, and Reverse Planetary Gear Train.
2. An Over-run Control Valve has been added to the Front Servo.
3. The Front Servo does have a greater applying force as a second piston has been added to the Front Servo.
4. Added to the Rear Servo, is an Exhaust Valve to aid the rocking feature of the H-52 Transmission.
5. A Main Line Exhaust Valve has been added to aid in application of the Parking Latch.
6. The G-2 Governor weight has been eliminated.
7. To prevent falling out, the 4-3 Valve Spring has been redesigned and the Main Oil Line Delivery Pipe passes just below the Spring Retainer.
8. The Rear Band lining is now bonded instead of riveted. The lining is $\frac{1}{8}$ inch wider and the band now incorporates a return spring.
9. It is extremely necessary to use Governor Sleeve Aligning Tool J-4731 when rebuilding the H-52 Hydra-Matic Transmission.
10. A vane type pump is used in the H-52 Hydra-Matic Transmission.

TEDIOUS JOB MADE EASY

At little cost of time and material the clever device sketched below, simplifies placing either washing fluid or Hudsonite in the clutch. It's a prize winner.

The sketch and make-up instructions are by Adolph Kaibel, shop foreman for St. Charles Equipment Co., Inc., Hudson Dealer at St. Charles, Missouri, and sent in by C. G. Monken, Parts and Service Manager of the St. Louis Zone.



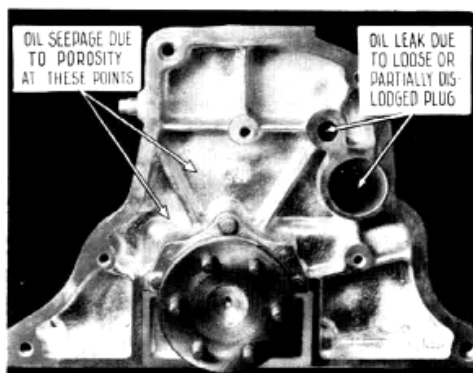
About every service repair shop has some device, Special Tool, or short cut, making a difficult job easier. Your Service Merchandiser prize contest is open to all Hudson Parts and Service Personnel. Get in on these cash prizes!

NOTE: Be sure to read the article on "You Ask The Questions" in this issue and send your questions in to us.

REAR MAIN BEARING OIL LEAK

In some instances an oil leak at the plug in rear of camshaft bearing or oil gallery, or possibly due to porosity at the rear end of crankcase wall, such oil may drain down over the rear main bearing cap and give the impression of an oil leak from the rear main bearing itself.

Only by careful examination can it be determined if the oil is actually coming out from between the lower portion of the engine rear support plate and the crankcase, or from the rear main bearing itself.



Should an oil leak develop at rear main bearing, necessitating the removal of the rear main bearing cap, the following are conditions that should be carefully checked.

It has been found in some instances that a portion of the ends of the oil seal have remained between the parting line of the upper oil seal retainer and the oil seal groove in the main bearing cap. This results in holding the cap off from a proper seating in the crankcase, permitting oil to leak out under pressure from the main bearing.

Normally the main bearing steps in the crankcase are cut, leaving the corners perfectly square, as shown in the photograph below. Should there be a slight fillet or radius at these corners or a burr projecting from the corners of the cap, this would hold cap off from an oil tight seat with the machined face of the crankcase and permit an oil leak. Where this condition is found, dress the edges off of cap slightly.



Both the faces of the main bearing cap and the crankcase must be machined smooth and free from any

cutter marking that would permit an oil leak. Should there be cutter marks on the face of bearing cap or crankcase, do not attempt to dress off or smooth up, but apply a very thin, uniform coating of Aviation Form-A-Gasket liquid, Hudson Part Number 160307. This may be ordered through your Zone or Distributor in the regular manner.

Carefully examine the oil slinger on crankshaft to see that it has a sharp, smooth edge all the way around and that it does not contact the oil groove at any point. The oil return hole in the main bearing cap is important. Put a stiff piece of wire through it so as to be sure there is no obstruction that would prevent the oil return into the crankcase.

Following is a method of installing main bearing oil seal that was submitted by a winning contestant and published in the July Merchandiser.

"After removing engine oil pan and rear main bearing cap, using a short $\frac{1}{2}$ x 13 cap screw, bolt a metal plate up against the opening at one side of upper packing retainer. Now, with the use of a curved punch and hammer, drive or caulk the packing in the retainer securely, the plate preventing it from coming out at the other side.

"Following this, remove the packing from the bearing cap and cut off the amount necessary to fill in the upper packing. A complete new packing is then placed in the bearing cap, using the regular Service Tool, J-2779, for this purpose. Do not cut seal too short. Be sure none of the frayed ends project between the upper retainer and the cap."

This procedure precludes the necessity of loosening or removing the oil seal upper retainer.

When installing the main bearing cap, tighten cap screws finger tight, then draw up uniformly to 75 to 80 foot pounds torque. When applying the wick packing, be sure that the first tamping goes down tight against the bottom of the groove.

DO YOU NEED MORE COPIES of the Service Merchandiser? Aside from two or three changes in quantity, our printer has been using the same mailing list for over three years.

Check over your Dealer mailing list and let us know if you want an increase in the quantity being mailed to you each month.

We want everyone in the Parts and Service Departments of Zones, Distributors and Dealers to get a copy every month throughout 1953.

NOTE: Be sure to read the article on "You Ask the Questions" in this issue and send your questions in to us.

SELL ONLY HUDSON-APPROVED ANTI-FREEZE

**PERMANENT and REGULAR—
and you sell the best . . .**

Best for the Hudson Car

Best for Hudson Owners (your customers)

Best for you!

Maintain a good stock of Hudson Anti-Freeze all winter long for the added requirements of your customers.

Late warm spells usually evaporate part of the Regular Anti-Freeze. Permanent Anti-Freeze sometimes leaks out.

Always check the cooling solution of the service customers' cars and add the required amount of Anti-Freeze.

Stock up, check your customers' cars—get that business!



ORDER TODAY!

HS 302402—54 gal. drum

HS 302569—1 gal. can

HS 304634—Permanent type—1 gal.

HS 307522—Permanent type—1 qt.

Hudson ANTI-FREEZE sales ring that cash register—yours!

A PROFITABLE TIME SAVER FOR YOUR APPEARANCE DEPARTMENT

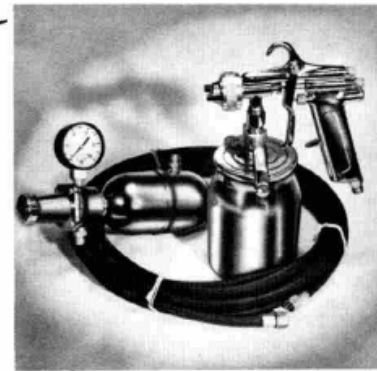
All of you who have Appearance Departments and are selling Liquid Glaze appearance jobs to your customers, know that if a car is Liquid Glazed twice a year, its new car appearance will last for a long time. We, here at the Factory, through every medium available, bring this to the attention of Hudson Owners.

The Service Direct Mail and the Service Posters recommend this treatment to every customer twice each year. This being a most profitable operation to the customer and Dealer, we are constantly seeking ways that it can be done easier and better.

Recently Liquid Glaze Co., Inc., have developed a highly efficient equipment that will save much time and labor in the application of Liquid Glaze. This is being offered to Hudson Dealers at a special discount for a limited time.

Service Promotion Bulletin No. 17, with descriptive literature and price, has been mailed out to all Dealers. Reproduced below is the special offer order blank and we recommend the equipment to you for a big time saver in doing a Liquid Glaze appearance job.

SPECIAL OFFER	
Please Ship at Once F.O.B. Lansing, Michigan	
Special Combination OFFER	
<input type="checkbox"/> Liquid Glaze SPRAYON GUN, Regulator, 25 Ft. Hose	\$41.70
REGULAR PRICE	
<input type="checkbox"/> Sprayon Gun.....	\$24.50
<input type="checkbox"/> Regulator.....	10.95
<input type="checkbox"/> 25 Ft. Hose.....	6.25
These items may be purchased separately at prices shown. \$41.70	
LIQUID GLAZE, INC. P.O. Box 627 Lansing, Michigan	
LESS Special Offer Discount 8.34	
Our Cost \$33.36	
Dealer Name _____	
Address _____	
City _____	State _____
Signature _____	
<input type="checkbox"/> Open Acct. <input type="checkbox"/> C.O.D. <input type="checkbox"/> P.P. <input type="checkbox"/> Express	



YOU ASK THE QUESTIONS

We have reason to believe that most men in the field have enjoyed the Question and Answer Columns, both of which have been taken from Mechanical Procedure or Hydra-Matic Manuals.

To increase interest and at the same time render a greater service to our readers, it is suggested the mechanics and parts men ask the questions—anything that may be a problem or that is not clearly understood pertaining to parts, mechanical functioning, or adjustment.

Should the answers to any questions be too lengthy for publication in the Merchandiser, they will be answered direct by letter. It will be understood to avoid any questions pertaining to change in design, etc. Only those questions concerning our every-day work are of value.

A quantity of ten or twelve answers will appear in each issue, more if necessary, but all of your questions will be answered. Address all questions to Hudson Motor Car Company, Attention: Service Merchandiser. Open to all Hudson Parts and Service Men—first come, first served!

SERVICE FLOOR PROTECTION

We believe that every Hudson Dealer wants the Service Department floor to be kept clean at all times and this requires lots of work. With this problem in mind, we have tested a floor protection that not only protects, but colors and seals as well. This protection is known as Kleen-Ceal and is manufactured by McGuire's Kleen-Ceal Products, 1620 West Monroe Street, Chicago 12, Illinois. This material and its source were brought to the attention of all Dealers in our Service Promotion Department Equipment Bulletin No. 15.

We know that many Hudson Dealers are using this efficient, economical concrete floor sealer and we recommend it, or a like product for keeping floors clean and bright. When ordering, use the folder order form, specifying color and quantity.

REMOVAL OF DRIVE-MASTER EQUIPMENT FROM USED CARS

There has been some inquiry from the Field relative to removing the Drive-Master equipment from Used Cars, when the Dealer does not feel the expense is justified in making the necessary repairs needed to place the unit in good working order.

This is mechanically possible and if a Dealer desires to remove the Drive-Master equipment from such Used Cars, the procedure outlined below should be followed:

Remove: Vacuum clutch unit, intake manifold fitting, clutch rod at clutch cross shaft, transfer switch rod, clutch switch rod, Drive-Master bracket assembly (which includes transmission switch).

The Drive-Master instrument panel switch may be left intact, but the feed wire from ignition switch must be removed. Entire Drive-Master wiring harness should also be removed.

Where the Drive-Master is removed from Pace-makers, it will be necessary to install the following parts:

1 BZ 2346	1/2" Pipe Plug	1 BO 70581	Washer
1 BT 303176	Rod Assembly	1 C 302504	Tube
1 BT 302702	Grommet		and Fulcrum

For all other models, it will be necessary to install the following parts:

1 BZ 2346	1/2" Pipe Plug
1 BT 301987	Rod Assembly
1 BT 300728	Bellcrank
2 BT 301006	Grommets
1 BT 301030	Pivot
1 BM 301912	Spring Washer
1 BZ 104	Lockwasher
1 F 153497	Grease Fitting
1 BO 71268	Washer
1 BT 300734	Rod Assembly
1 BT 171100	Clevis Pin

WACKY WALKERS

The booklet depicting various types of carelessness in walking across streets, released by the Inter-Industry Highway Safety Committee and outlined in our Mr. Milton's letter of November 10 to Zones, Distributors and Dealers, is beyond doubt one of the most unique of its kind ever before published.

Not only is the unintentional carelessness on part of most pedestrians, as outlined in the booklet, true to life, but accidents as a direct result of it are on the increase. Every one of us can do much to reduce these accidents by exercising care.

Quoting from Inter-Industry Highway Safety Committee Bulletin No. 22, "There's a lot of sense in the slogan, driving or walking, I WILL NOT BE RESPONSIBLE FOR AN ACCIDENT". Nothing ever done or said would be more effective in eliminating injury, death, grief, expense, etc., due to carelessness if this simple slogan were uppermost in the minds of drivers and pedestrians alike.

If you have not already seen this booklet—WACKY WALKERS—by all means, secure a copy. They are printed and supplied by the Safran Printing Company, Detroit, Michigan. Every one of us can help to reduce accidents whether on part of pedestrians or drivers.

STICKING REVERSE CONE CLUTCH MEMBERS HYDRA-MATIC DRIVE

The tendency of a NEW CAR to hesitate or refuse to move forward following the use of reverse gear generally indicates a tendency of sticking reverse cone clutch members. This condition can be corrected without the necessity of disassembling the transmission.

Any slight tool marks on the reverse internal gear cone surface may account for a tendency to stick, and when caused by that condition, can be corrected by burnishing or polishing the contacting surfaces as outlined below.

1. Place selector lever in reverse and with brakes firmly applied by the left foot on the brake pedal, open throttle as required for a few seconds; then return to idle.
2. Place selector lever in low and, with brakes firmly applied by the left foot on the brake pedal, open throttle as required for a few seconds; then return to idle.
3. Repeat steps 1 and 2 until clutch breaks loose. *Do not attempt this more than 5 times* to avoid over-heating the transmission. In most cases the clutch will release the third or fourth time the engine is accelerated.

Do not race the engine in neutral when the reverse cone clutch members are sticking, as this may cause the front unit to turn over at a speed high enough to burn it out.

After the clutch is released, it will be necessary to burnish the cone clutch surfaces to prevent recurrence of this sticking.

1. Drive car forward at speed of 3 to 4 M.P.H.; then move selector to reverse position. As reverse clutch begins to engage, move selector lever to "LO" before piston is fully applied.
2. After repeating step 1 five or six times, drive car at 20 M.P.H. to obtain oil circulation and dissipate heat.
3. Repeat steps 1 and 2 until 25 to 30 engagements are made. This will burnish the cone faces sufficiently to prevent further sticking.

Bear in mind this is a condition that presents itself only in NEW CARS.

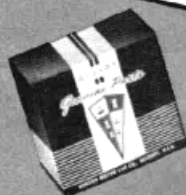
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PACKAGED FOR THE JOB!

HUDSON Service Repair Kits



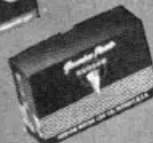
IGNITION WIRE
KIT



SPINDLE SUPPORT
REBUSHING KIT



TIE ROD
END KIT



REAR SPRING
SHACKLE AND BUSHING KIT



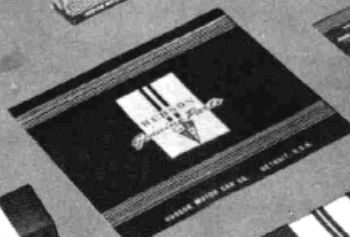
VALVE CHAMBER
GASKET KIT



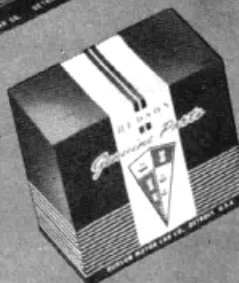
WATER PUMP
REPAIR KIT



TRANSMISSION
GASKET KIT



TIMING GEAR
REPLACEMENT KIT



HUDSON FACTORY ASSEMBLED KITS AND PACKAGES . . .

- Enables parts department to supply mechanics quickly with all the needed parts to do a job right.
- Saves time in writing repair orders.
- Assures Hudson Owners of a complete repair job with genuine Hudson Engineered Parts.
- Increases parts business with the wholesale trade.
- Eliminates the parts department from ordering and stocking many individual items.
- Saves valuable bin space.

A HUDSON REPAIR KIT OR PACKAGE FOR MAJORITY OF YOUR SERVICE JOBS!