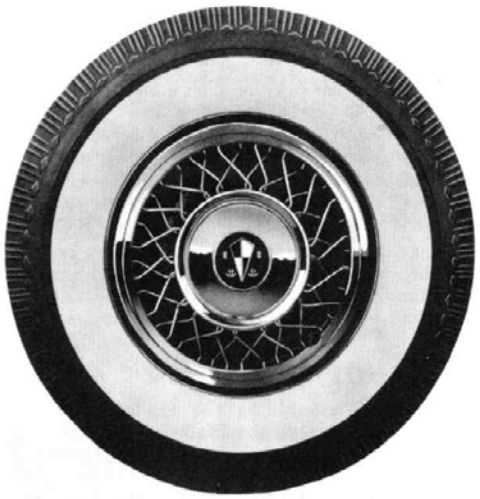
HUDSON Service Merchandiser

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

VOL. 5 NO. 10 OCTOBER 1953

Hudson Wire Wheel Discs

. . . most important new Accessory for 1954



THEY'RE BEAUTIFUL . . .

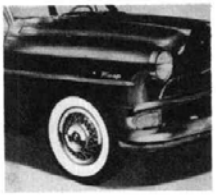
THEY'RE IN DEMAND . . .

THEY'RE PRICED TO SELL!

CUSTOM MADE TO FIT ALL JET, WASP AND HORNET WHEELS

Glamorous new Hudson Wire Wheel Discs give every car the smart, continental look. Each detail is just right. The correct number of spokes—shaped with the proper flair . . . the clean-lined construction, the beautiful finish . . . all combine to give that authentic Wire Wheel look . . . AT A FRACTION OF THE COST!

DURABLE STAINLESS STEEL—Rust and Corrosion Proof! Car Wheels must be able to "take it." They're exposed to salt, sleet, snow, mud, and grime. That's why Hudson selected tough, long-lasting Stainless Steel. You can assure your Customers, Hudson Wire Wheel Discs will retain their beauty for the life of the car.



EASY TO INSTALL — Locked on with Hub Bolts!

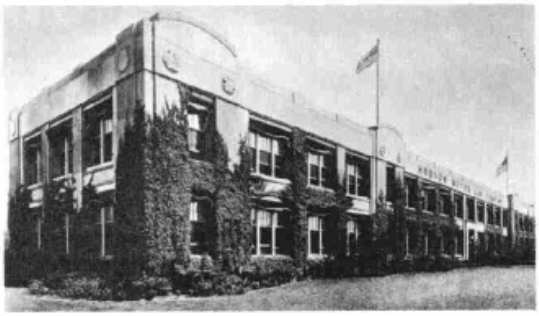
Custom-tailored Hudson Wire Wheel Discs—precision manufactured for perfect fit—are easy to install . . . securely held in place by Hub Bolts. Firmly fastened, actually becoming a permanent part of the Wheel Assembly, they are protected against theft, rattles, and loss during motion.

Stock Up—Order From Your Zone or Distributor Today!

HA- 309701 . . . . Jet Series
HA- 309702 . . . . Wasps and Hornets

T-169

HUDSON MOTOR CAR COMPANY • DETROIT 15, MICHIGAN



HISTORY OF THE HUDSON MOTOR CAR CO.
(Continued)

ENDURANCE RECORD

No stock car record on the American Automobile Association books is more coveted than the 24-hour mark. The present record was established more than ten years ago, on October 10th, 1936, at Bonneville Salt Flats by a Hudson Eight, which traveled 2104 miles in 24 hours at an average speed of 87.68 miles an hour. This record has never been equalled by any other make of car.

In 1934, Hudson introduced another innovation since universally adopted by the industry—the built-in rear luggage compartment with enclosed spare tire.

Gear-shifting at the steering wheel, predecessor of today's gear-shifting mechanisms, was introduced by Hudson in 1935. Safety for the motorist—always of paramount importance to Hudson engineers—also was emphasized during this year when Hudson built the first bodies completely of steel, including all-steel tops. In this year, Hudson also equipped its cars with rotary equalized brakes.

SAFETY KEYNOTES DESIGN

Safety continued to keynote Hudson engineering "first," and in 1936 Hudsons were equipped with the first and only patented, double-safe hydraulic brakes, marking the first time in the industry that hydraulic and mechanical reserve braking systems were operated from the same foot pedal, assuring adequate braking in the event hydraulic fluid should leak away through accident or neglect. In the same year, Hudson introduced the automatic draft eliminator, which equalized air pressure inside and outside of car.

In 1936, Hudson continued to mark the way for the industry in the matter of design improvements, placing the battery under the hood rather than beneath the front seat compartment. Hudson was the first to incorporate this considerable improvement in accessibility and convenience. This year also saw Hudson introducing, for the first time, dual carburetion for six-cylinder engines.

During 1938, Hudson engineers were working on a new safety feature designed to give drivers maximum control over all driving conditions. This patented feature was incorporated in the 1939 model as Auto-poise control. This was a major contribution to driving safety, since it applied stabilization directly to the front wheels, holding them true on their course on rough roads, in heavy side winds and even in case of a tire blowout. Airfoam seats and the dash-locking hood also were introduced on the 1939 models.

DRIVE-MASTER IN 1942

Hudson engineers continued their search for improvements that would make driving easier and safer, and in 1942 Hudson introduced Drive-Master transmission which eliminated clutch pushing and manual shifting in forward speeds and simplified driving, particularly in traffic.

In this same year, Hudson discontinued automobile production and took the first of a series of war contracts, on which the company built an enviable war record.

From C. G. Monken, Parts and Service Manager, St. Louis Zone, comes the following suggestion:

"Have investigated this operation, supplied by a Mr. Clarence Downs, who operates a specialized Hudson Service in this city, and find it very satisfactory. This pertains to removing starter motors on Drive-Master equipped engines, cutting the time in half.

#1 Jack up front of car or raise it on a lift.
#2 Remove Dust Cover beneath flywheel.
#3 Disconnect Drag Link from Pitman Arm.
#4 Remove two short bolts from rear motor mount through frame cross member.
#5 Move rear of engine over 1¼ inches and Starter Motor may be removed from bottom.

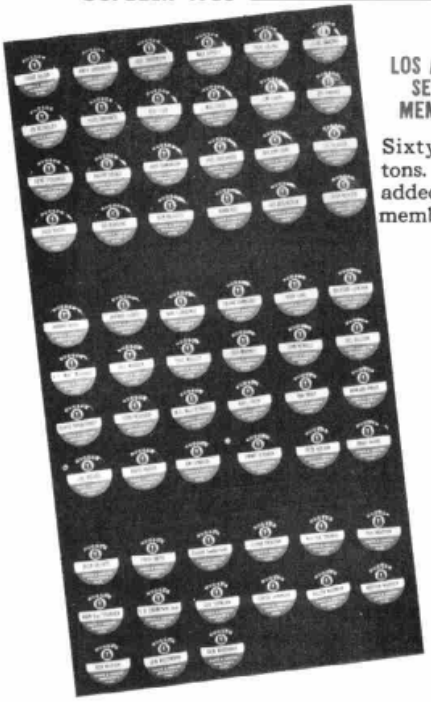
"Drive-Master Linkage need not be removed or readjusted after replacement, because the Starter Motor can be installed in the same manner as it was removed —from the bottom—taking about 40 minutes to complete the operation."

HE ALSO SAVES TIME ON THIS ONE

"To save time when assembling the Hydra-Matic Transmission, when we install the Mainshaft and remove the clamp holding the bronze spacer washer on the rear clutch drum, we use either a 304924 or a 305925 Rear Seal against the face of 3050501, Front Drive Gear, leaving the two washers off and placing a J-2587A, End Play Guide securely to the Main Shaft before installing the Rear Assembly.

"Also using the guide to turn the Main Shaft, assisting the Sun Gear and Shaft in entering the rear unit without dropping the Rear Spacer Washers.

"Perhaps, someone else has found this before, but I have been instructing my mechanics of this operation so they don't pinch the Spacer Washers and have to disassemble the second time because they have lost their proper end clearance."



LOS ANGELES PARTS AND SERVICE MANAGERS' MEMBERSHIP BUTTONS

Sixty-three (63) buttons. Twelve (12) to be added, for a total of 75 members.

CLUB OFFICERS

Left to right: Johnny Keyes, Secretary-Treasurer, Service Manager, Neil Franklin, Ontario, California. Carl Baxter, President, Service Manager, Worthington Motors, Huntington Park, California, Jimmy Scribner, Vice-President, Service Manager, Wright & Beal, Los Angeles, California.

LOS ANGELES ZONE PARTS & SERVICE MANAGERS' CLUB MEETING

Meeting held August 21, 1953. From left to right at speaker's table: Jimmy Scribner, Vice-President; Rodie Roden, Zone Parts and Service Representative; Bill Fehers, Wright & Beal; Robert Robertson, Zone Car Distribution Manager; T. M. Newell, Zone Parts and Service Manager; Carl Baxter, Club President; Noel F. Prew, Ass't Zone Manager; Vern Long, Service Manager for Hamer Motors, Los Angeles Five-Star Dealer.

LOS ANGELES PARTS & SERVICE CLUB ACTIVITY

T. M. Newell, Los Angeles Zone Parts and Service Manager, submits a splendid report of their recent club meeting.

"The Los Angeles Parts and Service Club has a total membership of 75 and we have had an average of 50 members per meeting for the last nine months. These meetings are held on the third Thursday of every month with a committee meeting held in between for the planning of future activities.

"It was decided by our club members at our June meeting that each and every member should have an identification button. The purpose of this button is to help our members get acquainted with each other and we feel sure that it will create a better relationship between our dealers' Parts and Service Departments.

"Ivan Hunter, our Service Clerk, made up and presented the club with a carrying and display case for all members' buttons. This case is leather bound and covered on the inside with green and red felt. It folds in two places and snaps at the top and is very handy to carry our buttons to and from our meetings.

"At our August meeting, I made a presentation of the Hydra-Matic oil circuit, with the use of our Hydra-Matic Board. We normally spend at least an hour on mechanical discussion in which all of our members participate.

"All in all, the Los Angeles Parts and Service Managers' Club is very successful and feels sure that some day we will reach over 100 members."

Our congratulations on your very fine report, Tom. Greetings and best wishes for your club's continued successful activity!

ONE MIN

WE WANT YOU TO KNOW ABOUT A

AND . . .

HUDSON *Quality* BATTERIES + *Write Your Own* ADJUSTMEN

. . . GIVES HUDSON DEALERS A

Lead insert bushings between cover and terminal post form a positive lead-weld, acid-tight seal.

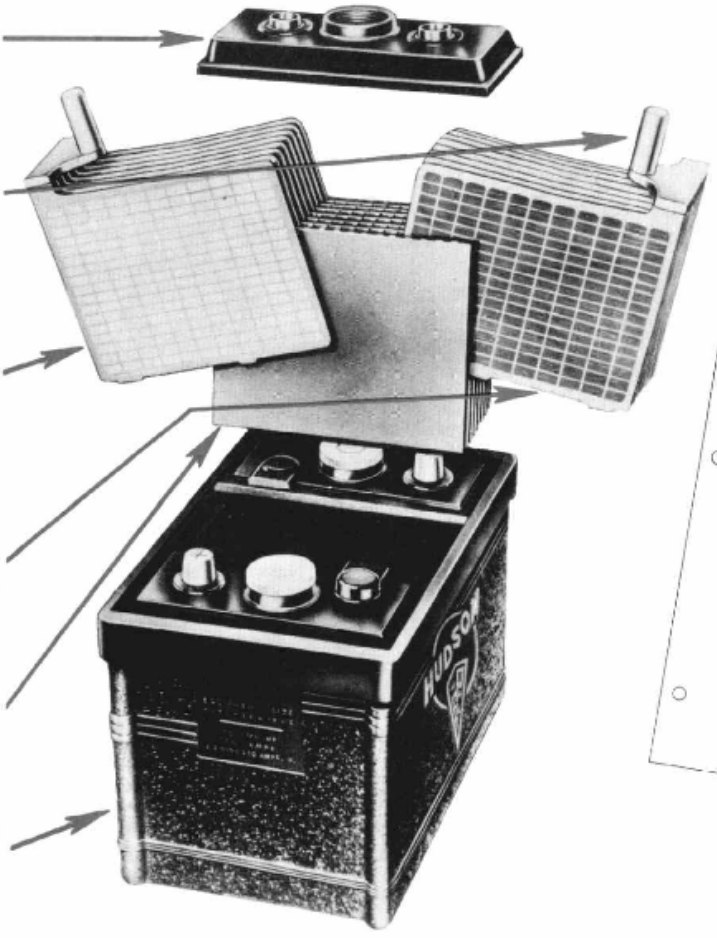
SPECIALLY - DESIGNED . . . Terminal Posts and Inter-cell Connectors.

IMPROVED NEGATIVE GROUP . . . Scientifically balanced to match the capacity and longer life of the positive group.

IMPROVED POSITIVE GROUP . . . New hydro-set oxide puts extra starting zip in Hudson batteries.

Each separator is inspected individually for the least imperfection.

Hard Rubber Containers . . . have higher tensile strength, minimum acid absorption.



HUDSON MOTOR CAR COMPANY, DETROIT 14, MI

GENERAL SERVICE POL
AND INFORMATION
BULLETIN

TO ALL ZONES AND OTHER DISTRIBUTORS:

1. No annoyance or inconvenience to customers. Dea
make all adjustments right on-the-spot.

2. Dealers receive adjustments immediately from his Zo
or Distributor.

3. Service Batteries are fully guaranteed for 90 days and
if found defective, will be replaced within the first
90 days without charge to the owner.

4. Batteries can accumulate six months shelf life in
Dealers stock and still allow full warranty to owners.
The age of service batteries will date from the ship-
ping code date as the batteries left the factory. Shelf
life is the time the batteries have been in Dealer's
stock prior to the sale. In the event a battery is held in stock for six months, or less, and
then sold, the Warranty and Units of Service will date
from date of sale.

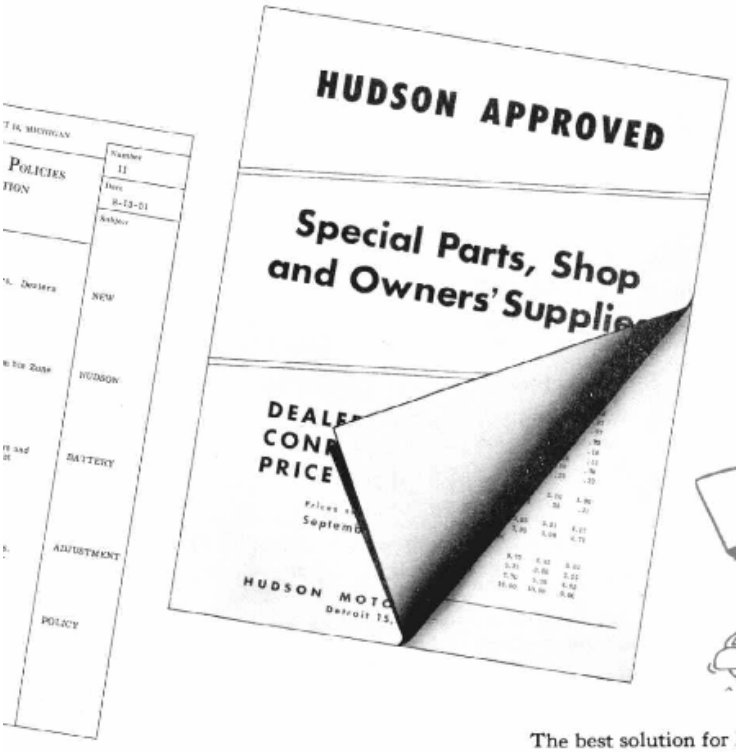
NUTE PLEASE . . .

A BATTERY PROGRAM THAT IS BETTER THAN GOOD—

AVAILABLE ONLY TO HUDSON DEALERS

MENT POLICY + *Competitive* PRICE SCHEDULE + *Outstanding* PROGRAM

S A *Custom-Made* BATTERY PROGRAM



1. FACTORY FRESH BATTERIES . . . no accumulated shelf life before delivery to Dealers . . . Hudson Batteries are shipped direct to Dealers from twelve strategically located factories, assuring Dealers of . . . FACTORY FRESH . . . Batteries at all times.
2. TRANSPORTATION CHARGES PREPAID . . . Batteries delivered to your door Freight Prepaid . . . regardless of quantity.
3. ADAPTABILITY . . . Eleven types of Batteries enables Dealers to supply a Battery for every make and model car on the road today.
4. Hudson Service Replacement Batteries . . . prominently displays the Hudson emblem which is yours and your customers guarantee that Hudson Service Batteries are only top-quality merchandise and are built to the same exacting specifications as original equipment.

The best solution for Dealers' used car Battery problems is . . . THE HUDSON BATTERY PROGRAM . . . as there is a Battery for every make of used car—competitively priced and in some cases better than competition.

RUSSELLVILLE, KY., DEALER SELLS HUDSON THIRTY YEARS

That is the record of Hill Motor Co., located at East 4th and Spring Streets, Russellville. The enthusiasm of Mr. Judge A. Hill, owner and manager, increases with each year.

It is interesting to note the photographs showing the early establishment of over a quarter of a century ago and the first Hudson-Essex sold in Logan County. Yes sir! Those were the good old days of plenty of prospects and mounting sales.

The growth and success of Hill Motor Co. is the story of keeping contact with his owners, of supplying every service requirement from the smallest to the largest. It has long been known that sales will follow service proportionately to the manner in which service follows sales.

We congratulate Mr. Hill on his splendid record!

FUEL TEMPERATURE GAUGE IDENTIFICATION

In some instances, the instructions that are in the package containing Fuel and Temperature Gauge, Part Number BO 225948, have been misunderstood.

Part Number BO 225948 is almost identical with Part Number BO 220791. The unseen difference is that the former is used in connection with an instrument voltage regulator, as on 1951, 1952 and 7C, 5C, and 4C, and the latter operates independently of a voltage regulator. They are not interchangeable.

Formerly, both gauges were fitted with a black dial, having a number 42742 printed on it. To identify one from the other, Part 225948 has the number stamped on the container.

Subsequent changes have made it possible to identify one from the other as follows:

BO 220791	Black dial Dial part number KS 42742 Operates on variable voltage Used in 1950 models
BO 225948	Green dial with white markings Dial part number KS 45693CV Operates on constant voltage Used in models 1951, 1952, 4C, 5C, and 7C

QUESTIONS
(pertaining to Jet clutch)

1. What pressure is required to compress each clutch spring to a height of 1½ inches?
2. What is the maximum amount of distortion permissible in the pressure plate?
3. How is the clutch release bearing lubricated?
4. How are the clutch release levers (fingers) adjusted?
5. What is the correct tension for tightening the clutch to flywheel screws?
6. What may cause clutch pedal to lose adjustment?
7. How should the clutch drive plate be installed?
8. What important point should be watched when attaching clutch to flywheel?
9. What is the tension of transmission to bell housing attaching screws?
10. Why should a clutch fixture always be used when disassembling and assembling a clutch?

(answers on Page 456)

WINTER GET-READY

Every motor car that is operated in a region where atmospheric temperature reaches freezing and lower, must be prepared to operate satisfactorily under those conditions.

The most important cold weather preparations, to avoid damage, are, of course, anti-freeze and lubrication. Every year, without fail, a vast number of owners wait until the first sudden cold snap before having their cars protected, with the usual result—waiting in a line-up—rushing the service men—and having their cars winter-serviced without being given a careful inspection.

Before installing any anti-freeze, the radiator should be drained and the entire cooling system flushed if necessary. All hoses and hose clamps should be inspected and renewals made where in order. Thermostat should be examined and cleaned. If it is damaged or not functioning, it should be replaced. The high temperature thermostat should be used only with permanent anti-freeze.

After installing anti-freeze, the engine should be operated until it reaches normal temperature, following which cylinder head cap screws and nuts should be tested for being up to correct torque tightness. A careful examination should be made for any leaks.

The manifold heat control valve should be tested with the hand to see that it operates freely. This point is all too often overlooked, as it has a direct bearing on satisfactory warming up and idling, also on both economy and performance.

When a car is properly winterized, the heavier engine oil commonly used during hot weather is replaced with a lighter body winter oil. The chassis should be well lubricated and every unit checked for proper lubricant.

Cold weather starting and increased use of all lights makes for heavier drain on battery. See that the battery is in good condition, being properly charged and terminal connections clean and tight.

If the weather control check up, as outlined in the September *Service Merchandiser*, has not been made, by all means, check this unit and its functioning thoroughly.

The weather control motor should be checked for proper functioning at both slow and high speed positions. Bear in mind, it is much less expensive and requires the least amount of time to check a weather control motor for armature end play, ground return, brush seating, etc., then to replace a unit that is in itself o.k.

Convenience and habit are big factors in influencing car owners' lubrication and winter get-ready work. It follows that the dealer who has the largest per cent of owner lubrication work and ready-at-hand winter preparation materials will naturally get the larger volume of business.

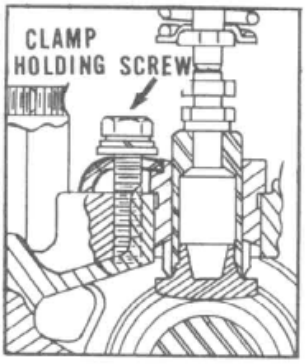
Solicit every one of your Hudson Owners early. Have all details and material ready and, above all, every contact man and service man fully instructed on prices and procedure.

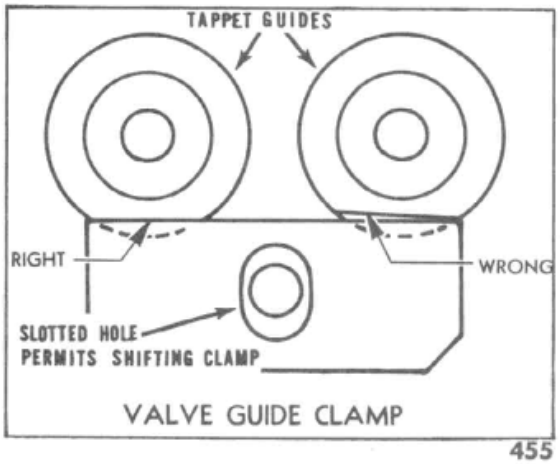
TAPPET GUIDE ALIGNMENT
(ALL EIGHT CYLINDER ENGINES SIX CYLINDER ENGINES UP TO AND INCLUDING 1947)

Correct alignment of the valve tappet guides in the cylinder block of these Hudson engines is an important factor in relation to tappet noise and wear.

This detail should accordingly be carefully checked when tappet guide installation is being made or when seeking a cause for unusual tappet noise or wear. Since there is a possibility that the guides may move in the block if the clamp screws are not securely tightened, it is also advisable to check this before adjusting tappets; then tighten clamp screws securely.

To insure the tappets seating squarely on the cams and to avoid the possibility of interference between the sides of the cams and the tappet guides, the milled surfaces on top of the guides must be parallel with the engine center line and the inner edges of the clamps contact these surfaces their entire length, as shown in the accompanying illustration.





VALVE GUIDE CLAMP

HUDSON JET AWARDED AS GRAND PRIZE

Pictured below is the Rev. L. Leinhauser, of St. Joseph's Church, Coal Springs, Kentucky, presenting the keys of first prize—a Super Jet Sedan—to Mr. J. Frommeyer at the conclusion of a festival. Looking on is B. A. Kroger, Parts and Service Manager, Cincinnati Zone.

An attractive display of the Hudson Jet was arranged and manned by Cincinnati Hudson Sales Corporation personnel during the festival, resulting in much favorable comment and numerous good prospects.

The prize car was furnished through the cooperation of Cliff Howard Hudson Sales and Service, Newport, Kentucky.

ANSWERS TO QUESTIONS ON PAGE 4

1. Using a clutch spring tester, each clutch spring should show 195 pounds—plus or minus 6 pounds when compressed to 1½ inches.
2. When checked on a surface plate and checked with thickness gauges, distortion should not be greater than .004 to .006.
3. The clutch release bearing is pre-lubricated and sealed. No lubrication to the clutch release bearing is necessary.
4. Release lever adjustment is made by tightening or loosening the eyebolt nuts. These nuts are locked by means of staking with a blunt center punch.
5. Clutch to flywheel mounting screws should be tightened to 20-25 foot-pounds torque.
6. The clutch pedal will lose adjustment if the lock nut on adjusting link does not hold. See Page 439, September Merchandiser.
7. Driving plate must be installed with the side stamped "Flywheel Side" toward flywheel.
8. Align the punch marks on the clutch cover and pressure plate hub with the one on flywheel. This is to retain the original balance.
9. Transmission to bell housing screws should be tightened to 35 to 40 foot-pounds torque.
10. A suitable fixture not only saves time, but its use prevents damage due to distortion and possible breakage.

SERVICE OF THE MONTH POSTER

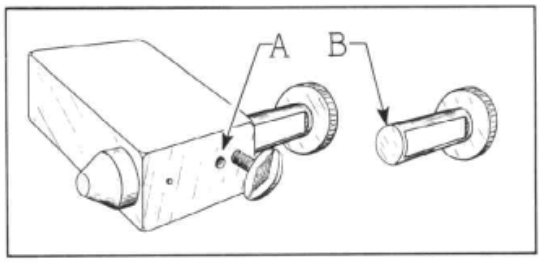
FOR NOVEMBER

Cold weather operation means fast depreciation unless the car is properly prepared for winter.

Don't overlook the importance of protecting finish, chrome and underbody. Old Man Winter takes a heavy toll on beauty and appearance!

PINION SETTING GAUGE

Some reports have been received from the field to the effect that the part #J-5223-50 Pinion Setting Gauge Adaptor, included in the 1953 Jet Essential Service Tool order, will not close up sufficiently for use in checking the distance between the rear end of the drive pinion and the center of the axle, on Jet Models equipped with the 4.1 ratio axle.



This condition can be easily rectified by drilling out the small stop pin (A — Figure above), removing plunger and grinding sufficient metal off small end (B) to permit gauge to close up to the dimension required (2.250") for checking the 4.1 ratio drive pinion.

The stop pin need not be replaced since the thumb locking screw will retain the plunger.