HUDSON Service Merchandiser

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

VOL. 5 NO. 11 NOVEMBER 1953

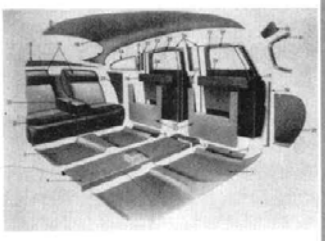
1954 PARTS CATALOG

These preliminary parts lists have been distributed to all Hudson Dealers. You now have, at your fingertips, the necessary parts information for fast and complete parts service for the new 1954 Series "D" cars.

New for-54—Illustration and Groups

Power Brakes	Power Steering
Trim Code	Upholstery

TRIM ILLUSTRATION →



A supplement to the 1954 preliminary catalog lists complete trim information for "D" Series. Hudson Dealers are now in a position to supply immediate and accurate trim estimates and service.

Your Parts Catalog is the first essential in the placing of orders and maintaining an adequate, well balanced stock.

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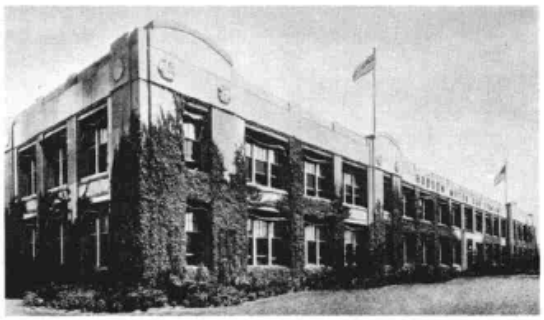
HUDSON MOTOR CAR COMPANY • DETROIT 15, MICHIGAN



HISTORY OF THE HUDSON MOTOR CAR COMPANY

(Continued)

POSTWAR EXPANSION

With the coming of V-J Day in August, 1945, Hudson immediately entered the market for $40,000,000 worth of materials—a significant indication of the scope of Hudson's manufacturing and distribution plans.

The Automotive Golden Jubilee year, 1946, found Hudson's executive and production worker lists liberally sprinkled with 20 and even 30-year men. The company at that time, had a total capital investment in plants and equipment in excess of $50,000,000 and, including its dealers and distributors, a combined investment of more than $90,000,000 available to speed the manufacture, sales and service of Hudsons.

CHANGEOVER STARTS

During 1946, Hudson quietly started preparations for an immense plant changeover. Orders for machinery and equipment were placed, and plant rearrangement plans were drawn, reviewed and kept up to the minute during the next months. In this period, during 1947, Hudson produced its 3,000,000th car, and almost immediately thereafter, on September 19, production of 1947 models was ended in preparation for the car that was to create such a stir in the industry and with the public.

GETTING READY FOR A NEW HUDSON

During the changeover period, foremen stayed on the job so they could familiarize themselves with the new setup and prepare for resumption of production. Hudson employes were called back whenever possible to help on the changeover.

This program required an expenditure of $16,000,000 in 1947 alone, and was hailed as a miracle of accomplishment. Its huge scope is indicated by these figures:

A total of 164 new machines were purchased and installed—some of them very large and built specifically to purpose. A total of 979 machines and presses were moved to fit more advantageously into the new scheme of operation. At the Main Plant alone, 2,615 new tools were designed and built and thirteen and one-half miles of conveyor track were installed.

Old, traditional assembly line techniques were scrapped, and startlingly new production methods were reflected in completely new sequences of assembly.

The first new Hudson came off the assembly line on October 12, 1947. Production, moving slowly at first, then more and more rapidly, turned out cars that were sent with great secrecy to Hudson dealers throughout the nation.

Success of the Hudson changeover, as related to the employment problem, was reflected in the fact that more than 99 per cent of the "regular" employes, those with seniority of a year or more, returned to work after the shutdown.

ALUMINUM CYLINDER HEADS

With the first use of aluminum cylinder heads on gas engines, it was found that unless proper precautions were taken, there was danger of corrosion between the cylinder head and studs which made it difficult to remove the head.

To prevent such corrosion, an application of an anti-rust oil was applied on all the cylinder head studs. The cylinder head gasket with copper ferrules around the water passageway holes was also replaced with one having specially treated steel ferrules.

It was definitely proven that the more alkaline the water used in the cooling system, the greater the tendency of corroding around the cylinder head studs. This was particularly severe if there was any water leak from the cooling system reaching the studs.

To prevent any difficulty in removing cylinder heads due to corrosion, any time the cylinder head is removed and before installing, give all studs or cap screws a coating of special oil to prevent corrosion, such as SOHI CYL. #300. Avoid the use of alkali water in cooling system and always use suitable inhibitor in cooling system water, especially important when engine is fitted with aluminum cylinder head.

In some instances, there is evidence of erosion or grooving on the machined face of an aluminum cylinder head which generally takes place between a cooling water passageway and a combustion chamber. This is the result of the cylinder head not having been kept properly tightened, thus permitting a cross leak of water and steam.

BRAKE LINKAGE AND BACKING PLATE LUBRICATION

On any occasion, when the hub and drum of the wheels have been removed, a light coat of lubri-plate should be applied to the bearing points of all linkage, and also to each boss of the backing plate against which the brake shoe bears.

In some instances a brake squeak may be the result of dry linkage, and at those points of movement and high stress, as the backing plate bosses. Care must be exercised so as to avoid having any of the lubricant reach the brake lining or applying it too heavily.

SUGGESTED PROCEDURE FOR LOCATING TIRE THUMP

The modern motor car and all its components are designed for the quietest possible operation. Dozens of silencing materials are used about the engine, body and chassis for the purpose of reducing sound to a minimum. The evolution of tires to improve silence and ride, yet retain gripping qualities and long life, has kept pace with that of the motor car.

So silent has the modern car become that at certain speeds, the slightest tire irregularity may be perceptible. We refer in this instance to the so-called tire thump that occasionally presents itself regardless of make of tire. This can be heard only within a certain range of car speed and over a particular type of surfaced pavement.

Where the customer reports thumping at low speeds—as under 40 m.p.h., it can be assumed that the condition is not due to one or more tires being out of balance. Balancing will not correct a thumping tire and time can be saved by omitting balancing of tires during any changing or switching of tires that may be involved in the checking procedures outlined below.

First of all—Inspect the tires.

When confronted with a tire thump report, the first step should be to make a careful examination of all tires for uneven wear and also make certain that the beads of all tires are properly seated in the wheel rim. Uneven tire wear, particularly on front wheels, or a tire improperly mounted, will produce a tire thump.

If no irregularity is noted, ride in the car, over the same road and at the same speed as when the owner noticed the noise, in order to determine the severity. If the disturbance is slight and difficult to produce, it should be considered commercially acceptable and an effort should be made to have the customer continue using the tires on the car. NOTE: This condition will in no way affect the life of the tire, nor will it cause any difficulty in the car.

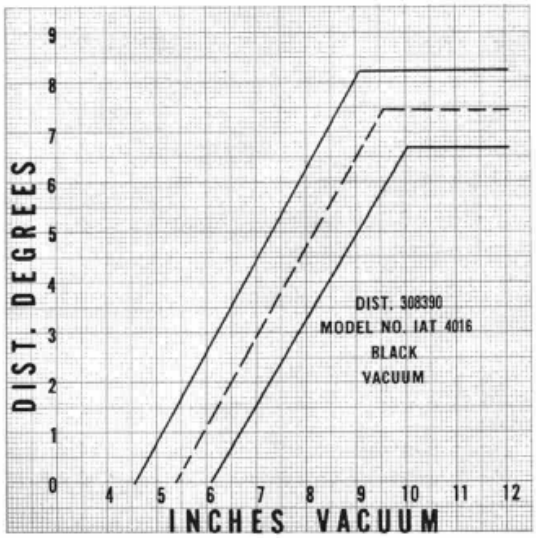
The car should also be tested at the critical speed while coasting in neutral gear, both with the engine running and off. Conduct tests in both directions over the same pavement if possible. If the thump is not then noticeable, it is not likely caused by a tire. If the noise is readily noticeable and objectionable, it may be caused by a tire. Whether caused by tire or mechanical conditions corrective action should be taken.

Road Test on Smooth Road.

Inflate all tires to 50 pounds and drive the car over the same road at the same speed at which the thump was noticed. If the condition is not eliminated with 50 pounds pressure the thump in all probability is not due to tires. If the thump is eliminated with the 50 pounds pressure, one or possibly two tires on the car may be responsible.

Decrease the air pressure in one tire to the recommended pressure and repeat the road test. Repeat this procedure until the tire or tires responsible have been localized. If a tire is found to have an objectionable thump at normal pressure before all the others have been checked, the offending tire should again be inflated to 50 pounds pressure before proceeding further.

Other methods of checking will be outlined in the December issue.



CORRECTION

The vacuum advance curve, upper right corner, on Page 447 of September Merchandiser, as applying to Distributor 308390, was incorrect. It is suggested the above corrected vacuum curve be cut out and pasted over the corresponding one shown on Page 447 of the September issue.

Also, please correct Distributor Model No. I.A.T. 4000 to read Distributor Model No. I.A.T. 4009 on Page 447.

CHECK CONDITION OF SPECIAL TOOLS OCCASIONALLY

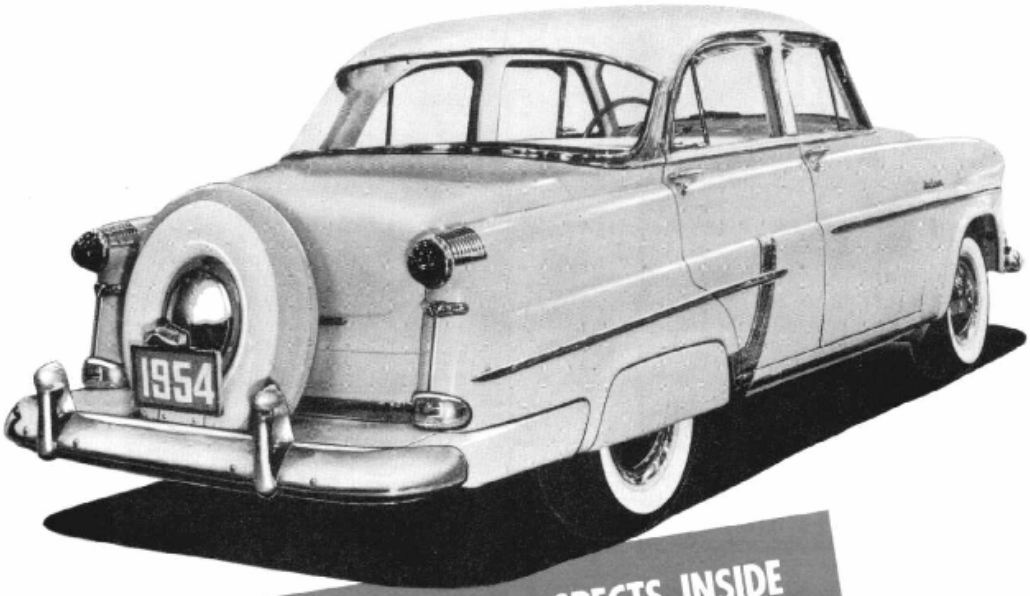
Since repair shop efficiency is largely dependent upon the equipment and use of special tools, it is most important that they be kept in good condition.

Special tools for the most part are designed to do a tough job—their usefulness is apt to be marred depending upon the degree of wear.

The thought here is to inspect your entire special tool equipment the same as you would check over a car. Those tools found to have served their purpose should be renewed with new ones. Keep your special tools in good condition for top efficiency.

HUDSON APPROVED ANTI-FREEZE IS AVAILABLE NOW . . . IN ZONE, DISTRIBUTOR AND SUPPLIER WAREHOUSES. ORDER RIGHT AWAY!!!

really does things for a Jet . . .



EVER
...MO

STOPS SHOPPERS . . . GETS PROSPECTS INSIDE

Glamorous . . . Appealing . . . Adds to "Big Car Look." Mounts are engineered to fit, built to give lasting service, and are custom styled with just a dash of foreign accent, to give your customers added pride of Hudson ownership!

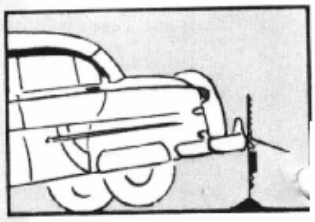
EASY TO INSTALL — AVAILABLE NO

Point out to your customers that wit the installation of a Hudson Rea Tire Mount, they substantially in crease the value of their car a trade-in time!

Beautiful . . .
In Demand . . .
Highly Profitable!

Engineered specifically for Hudsons

These new mounts are built to fit and built to last—for the life of the car! They are carefully designed and precision manufactured of best grade materials. Jack "lift test" proves minimum temporary deflection.



HUDSON Continental REAR TIRE MOUNTS

FOR ALL JET MODELS—C AND D SERIES

RY DEALER SHOULD HAVE ONE OUNTED ON A SHOWROOM JET!

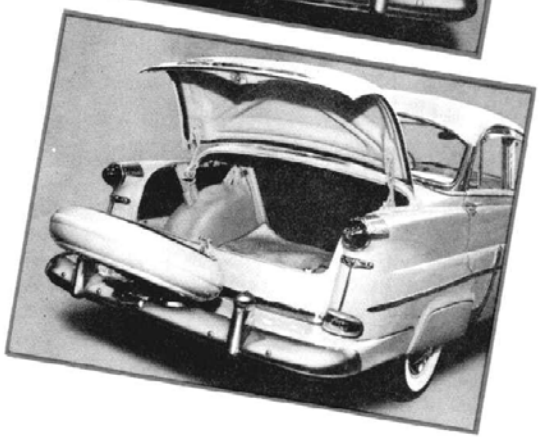
NOW!
with
Rear
in-
at

USEFUL, PRACTICAL . . . A FUNCTIONAL ACCESSORY!

Not just beautiful and decorative, but useful as well! With spare wheel removed from trunk and mounted on special hinged bracket in the rear, much more unobstructed luggage space is gained. The former tire well becomes a convenient tool compartment.

To open trunk, just push the button in center of hub cap and, at the same time, push forward on the top of the spare wheel with the other hand! This unlatches the spare wheel which tilts back with finger-tip control.

The spare in this position may be removed easily for a tire change, without troublesome unloading of luggage. It's a feature your customers will really appreciate . . . especially when the trunk is loaded!



STURDY UNDERSTRUCTURE . . . engineered for maximum strength and stability. Supports rear extension, spare wheel, and bumper. The solid Hudson construction gives rear deck and fenders strong reinforcement against parking impact and traffic damage.

FLOATING LATCH . . . with push button release in hub caps, is operated easily and holds the spare wheel securely—without pressure on the trunk lid. This "floating" feature provides the flexibility to counteract road bumps makes the unit rattleproof and shockproof.

COUNTER-BALANCED HINGE BRACKET . . . (to which spare wheel is attached) tilts backward with finger-tip control, when unit is unlatched.

ORDER TODAY!

HA-241251 Rear Tire Mounting Kit-1D, 2D, 3D-Standard Wheels
HA-241252 Rear Tire Mounting Kit-1D, 2D, 3D-Wire Wheels

AUXILIARY MUFFLER

The pleasure of modern motoring has been enhanced greatly by the use of efficient exhaust systems, not only in suppressing objectionable noises, but by doing it with a minimum of back pressure or power loss.

Some noises can only be silenced when the muffler is placed in a certain position along the exhaust system, in many cases, necessitating the use of two or more mufflers.

In the Hudson exhaust system, two mufflers connected in series are used. The front or auxiliary muffler is the smaller one whose volume is tuned by the size of the openings connecting to the exhaust flow so as to absorb some objectionable noise impossible to silence with the regular muffler and accomplish it without inducing any back pressure.

The second, or rear, muffler is generally larger and is placed farther to the rear and contains a number of resonators of different sizes. Some of these are tuned to a higher frequency than the others, causing the combination to silence all objectionable noises or cover approximately the audible range.

All this silencing is accomplished by RESONATOR ABSORBTION and not by gas passage torture (restriction), causing high back pressure and power loss, as was the custom when using the old baffle-type mufflers.

To understand a resonator, picture a jug and by blowing across the neck, a noise or note can be produced. Now, if this neck is made smaller or is lengthened, the note will be changed.

Take a given pure note, such as produced by a whistle, and hold the opening of this jug resonator, which is tuned exactly to the same frequency as the whistle, near and it will absorb the sound of the whistle and in no way obstruct the flow of air from the whistle. The operation of Hudson mufflers is just a combination of simple resonators.

ACCURATE DESCRIPTION IN SPECIFYING PARTS ORDERS FACILITATES SHIPMENT

Regardless of how badly parts may be needed, if the orders are incorrectly specified, shipment is apt to be delayed.

The Parts Order Division of the Parts Department finds that on some orders, it is impossible to check the part numbers with the description of the part as given.

Body trim orders are frequently incomplete, as not specifying right or left door, pocket or quarter panels. In some instances, orders for seat cushions and backs do not specify whether for front or rear.

Transposed part numbers and lack of description, as for example: C-221844 Moulding Front Door Upper, may be specified 212844 or 122844 Door Moulding.

One of the best ways to avoid delay is to carefully double check your parts orders before mailing them in to the factory.

SELLING SERVICE

You have all no doubt heard and read much about this in the past, but it's as important to the car owner today as it was ten or twenty years ago—even more so because owners are depending upon uninterrupted operation of their cars more each year.

Regardless of what your repair order average may be, plus selling is essential to maintain service volume. On an average, a service customer may ask for only ONE operation, when actually he needs an average of THREE. It's only logical then and good business to sell at least one additional operation.

Several years ago, a factory service representative, while visiting a Spokane Dealer, was talking with an owner who had just driven through from Seattle and was telling of the predicament he found himself in when his fan belt broke during the trip. He made this expression, "Wouldn't you have thought the service station at Seattle would have noticed a nearly broken fan belt when they gave my car a check-over before I started?"

They strolled over to his car, where the service representative pointed out the very dry and dusty air cleaner and explained that on a trip as he had just made, thousands of cubic feet of dusty desert air is breathed in by the engine and unless the air cleaner is properly conditioned, much dust and grit will reach the cylinders, pistons and rings. The fact was also pointed out that the oil filter screen should be renewed more frequently under those conditions than during normal travel.

Needless to say, the owner had these operations added to the order and deeply appreciated the interest shown. The same will hold true in a vast majority of cases. Practically all drivers know when the car is not functioning normally, but very few can diagnose correctly or foresee the necessity of service to avoid damage or tieing up of their car.

Selling more service is a matter of being both service-minded and having a real interest in the owner's welfare. Preventive Service is Economy in the long run.

BRAKE FLUID—POWER BRAKES

With the availability of power brakes as optional equipment on the 1954 Hudson Models, the necessity of using the correct type of brake fluid when adding brake fluid or servicing the braking system assumes new importance.

On cars with power brakes, the power unit incorporating the master cylinder and fluid reservoir, is mounted on the dash under the hood where it is subjected to temperatures considerably higher than are encountered with the standard brake installation in which the master cylinder is located in a cooler position under the car.

To meet the more rigid brake fluid requirements necessitated by power brakes, only *Wagner Type 21B Brake Fluid* should be used when adding or replacing fluid during servicing. This brake fluid, which is used in production on cars with power brakes, has the ability to withstand high temperatures without vaporizing or boiling. Type 21B Brake Fluid is equally satisfactory for either replenishing or renewal in cars with standard brakes.

Don't risk the possibility of erratic brake operation or brake failure due to the use of inferior quality or the wrong kind of fluid; use only *Wagner Type 21B Brake Fluid* in cars with *power brakes*.

SERVICE OF THE MONTH POSTER FOR DECEMBER

Hudson Owners will find their Dealers not only prepared, but also eager to serve their cars' requirements. It's a fact! Hudson Dealers do have a feeling of keen personal interest in their Owners!

1954 PRELIMINARY PARTS CATALOG

The Preliminary 1954 Parts Catalog has been distributed. It lists the new and non-interchangeable parts for "D" Series Models.

The Preliminary 1954 Catalog includes all of the parts information that has not been included in previous Catalogs, but which is necessary to service the New "D" Series.

It is intended that the Preliminary Catalog be used with the 1953 Catalog. As a general rule if the part is not listed in the Preliminary, it is the same as the part used in "C" Series. A complete 1954 Parts Catalog is being prepared.

TRIM CODE & UPHOLSTERY CHART

Starting with the "D" Series, the trim style of each car is identified by a number. This trim code number is etched on the serial number and name plate which is attached to the right front door pillar.

A Trim Code and Upholstery Chart is published in the Preliminary 1954 Catalog, and in its Trim Supplement. After obtaining the trim number and the car number, it is now possible for a Dealer to order upholstery materials as may be necessary to repair a damaged trim assembly.

The part numbers listed in the Chart are for bulk trim materials, not fabricated assemblies. Most upholstery cloths and imitations are 54" wide, although a few may be as much as 62" wide. Prices of these are based on the lineal yard. Genuine leather is priced by the square foot.

The Preliminary Catalog Trim Supplement lists trimmed assemblies, such as seat cushions, which have been cataloged before. It also furnishes, for the first time, new trim sections in Group TT. This group lists headlining, trim panel and seat upholstery assemblies.

Two new and important illustrations are introduced in the trim supplement to enable the Dealer to select and correctly name the trimmed part he may require.

Dealers may now price and order 1954 trim and upholstery. They can also place accurate orders for cars prior to "D" Series. All trim or upholstery orders must include the car number, a description of the parts, and with "D" Series Models, the part number and trim number.

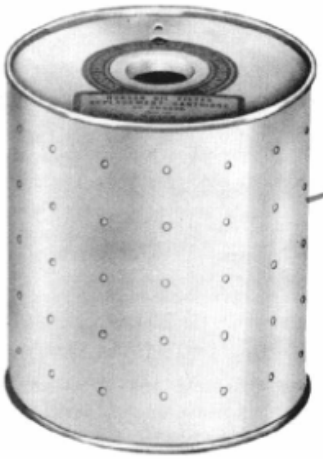
ENGINE TUNE-UP 1954 HUDSON

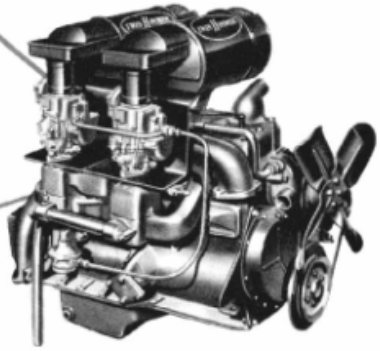
The valve clearance for the 4-D, 5-D and 7-D is .008 for intake and .010 for exhaust. Aside from this change, the engine tune-up specifications for the 1954 Hudson line is the same as that for 1953.

HUDSON OIL FILTERS

PROVIDE ENGINES WITH *Tailor Made* PROTECTION AGAINST WINTER SLUDGE

HUDSON REPLACEMENT CARTRIDGES





SELL WINTER ENGINE PROTECTION BY . . .

TELLING YOUR CUSTOMERS . . . that cold "engine starts" increase condensation . . . subjecting engines to greater deposits of harmful sludge.

SHOWING YOUR CUSTOMERS . . . the protection an Oil Filter gives . . . by displaying a sludge-filled cartridge at grease rack, service write-up desk and parts counter.

SERVICE MANAGERS:

The average motorist depends on your know-how and advice for proper car winterizing . . . therefore, don't neglect to include OIL FILTER SERVICE as part of each winterizing job.

LUBRICATION TIME IS RE-PLACEMENT TIME FOR DIRTY FILTER CARTRIDGES.

HUDSON REPLACEMENT CARTRIDGES WILL NOT REMOVE DETERGENTS FROM OILS

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