

HUDSON

Service Merchandiser

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



VOL. 5 NO. 3

MARCH 1953



Pictured above is a group of his fellow workers honoring Roy Wells at a Farewell Dinner in Los Angeles. Standing are Zone Manager Willard Scott and Roy (Details on Page 387).

HUDSON MOTOR CAR COMPANY..DETROIT 14, MICHIGAN



VENTILATION—LIGHTING—HEATING

Continued from February

Suitable ventilation contributes to healthy working conditions, increases efficiency and reduces mechanics' lost time.

Good lighting is a characteristic of the up-to-date, service-minded shop. It provides mechanics with good illumination for their work and makes a very favorable impression on customers. They feel the mechanic can see what he is doing.

Heating is also a most important factor. Chilly, drafty conditions are uncomfortable for owners and unhealthy for employees. It always pays to have a good comfortable waiting room and Service Department. Better work, more comfortable customers and healthier working conditions for mechanics.

Poor work, dissatisfied customers and mechanics will be the result if suitable ventilation, heating and lighting are not provided in the Service Area.

WELL-TRAINED PERSONNEL

Well-trained personnel is vital to your success. The failure to recognize this may cancel out many of the advantages of adequate facilities and equipment.



Shown above is a typical class at Hudson's Permanent Factory School. The opportunity for training of their mechanics is available to every Hudson Dealer. The course of each class is two weeks.

HYDRA-MATIC TRANSMISSION 3-4 SHIFT SPRING

A special 3-4 shift valve spring has been released for replacing the standard spring (See Number 36—Page 139—Hydra-Matic Manual) to be used only to correct a condition of vibration and noise when accelerating in fourth gear at 16 to 20 M.P.H.

Installation of this spring may be made without removal of transmission or draining oil. Raise the car, disconnect T.V. line and control lever. Remove side cover and control body assembly. Remove front body and separator plate; then install special spring, Part Number 307927. Re-assemble and check Hydra-Matic Transmission oil.

This special spring is available by placing order in the regular manner with Zone Office or Distributor.

NEW CAR DELIVERY

The thoroughness with which a New Car is prepared for delivery and the manner in which it is delivered, plays an important part in both that owner's relations with the dealer, as well as his attitude towards the car itself, that we can by no means afford to slight even the smallest detail.

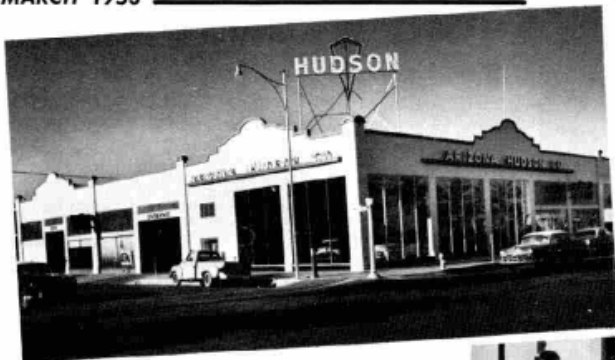
First of all, we would stress the complete New Car get ready inspection. Correct anything that is not as it should be. Test the car out. It may stall repeatedly on a quick stop, or brakes may pull to one side—possibly a slight creak in a door hinge. Be very sure any accessory purchased with the car is installed if so instructed.

Preceding every New Car delivery, the owner should be introduced to the Service Manager or his assistant, if they are not acquainted. This is the occasion to go into Service Policy inspections—sell your lubrication plan and show the new owner what is being maintained in parts and shop equipment personnel for the exclusive benefit to Hudson Owners.

A short ride with every New Car delivery, even though it may be the fifth or eighth Hudson for this owner. First, it shows an interest—it is your proof that the car is either right or not right which is the difference between a pleased owner—or one who may be skeptical, and based upon the condition in which his car was delivered, to get his service elsewhere.

The point, and it's vital to every dealer, is to clinch solidarity with the owner by making that New Car delivery a joyful realization and further, each one of those inspections—1000 and 2000 mile—thorough and complete.

Many otherwise good customers have been lost simply because their car was delivered in a bad condition or the following two inspections (which owner pays for in advance) were careless and did not correct the minor things it was hoped for.



Arizona Hudson Company, Phoenix, Arizona. This progressive and outstanding Dealer immediately grasped the advantage of qualifying for the 5-Star Service Award.



Arizona Hudson Company's Service and Parts personnel are ever courteous and leave nothing undone to please customers.

Front Row—Left to Right—H. F. Nauss, Bailey Whitfield, Curtis Rowlands, Leo Russell, Adolfo Roybal, Enoch Hooks.

Back Row—Left to Right—R. T. Cobb, A. W. Brown, H. S. Newton, Gilbert Harstine, Carol M. Hess, D. S. Cross, Sidney Davis, H. C. Burgess, Charlie W. Love.



ROY WELLS RETIRES

Working out of the Los Angeles Zone and for many years Dean of Hudson Service Representatives, Mr. Roy Wells was the honored guest at a farewell dinner sponsored by the Dealers in the Los Angeles Zone and attended by nearly one hundred of his friends, including members of the San Diego and Los Angeles Service Managers Club.

Roy's connection with Hudson Motor stretches over a period beginning December 18, 1918—but here is a brief memoir from Roy covering the highlights of thirty-four years of activity:

"My first assignment was the organization of a Service Department for a new Distributor in Washington, D. C. Then came the famous Essex Four and traveling throughout the United States and Canada until 1926, then in Detroit and Michigan area until 1928.

"In 1928 I transferred to the Export Department and spent the year in Australia, New Zealand and Tasmania; 1929, traveled in Mexico, Cuba and South America.

"1930, left from Seattle on a trip around the world for Hudson. This was in connection with helping set up assembly plants in Japan and the Dutch East Indies. The trip took me into Hong Kong, the Philippines, Singapore, Siam and India; landing in Marseille, France and Paris, then to our factory in London; and back to the United States from London.

"In 1932 I became Regional Service Supervisor, contacting all eleven western states, commonly known as the Pacific Division. In 1948 was transferred to the Los Angeles Zone."

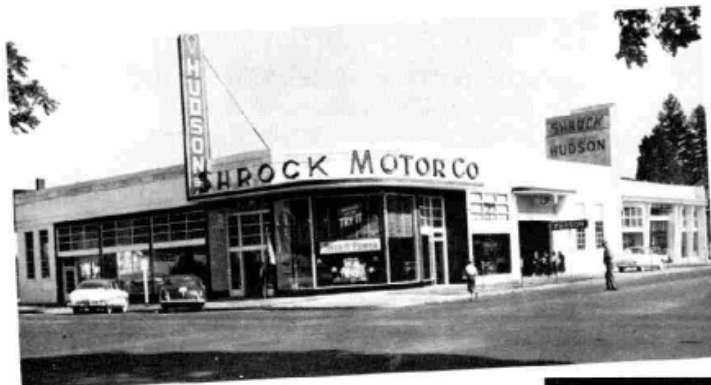
Always optimistic and congenial, Roy, as he was known to all, endeared himself to thousands of Hudson Owners, Dealers and co-workers alike.

As a token of their friendship, Roy was presented with a 21 inch console television set and checks in the amount of \$800.00, together with other gifts.

All join in wishing Roy many years of health and enjoyment.



Roy's characteristic smile as he is greeted by Nate Brenner, President, Los Angeles Service Managers Club.



A beautiful setting, ideally located, is the home of Hudson—the Shrock Motor Company, Salem, Oregon. There's a reason why their car sales and service are above national average.



Shrock's mechanics and parts men are trained in good customer relations.

Last Row (5th) Left to Right: Eldon Sanders, Don Forbes, Jim Stanford, Morris Rose, Cliff Johnson, Bill Jeppe.

4th Row: Keith Moore, Lloyd Scott, Howard Cline, A. K. Steinbruck, Al Walen, Ralph Lahmann.

3rd Row: Lyle Zoble, Marvin Greenlee, Bob Watson, Gerce Vaughn, Geo. Fulton.

2nd Row: Bob Weir—Foreman HARP Dept., Ray Etter, Glenn Wissner—Service Salesman, Elmer Meade—Service Manager.

1st Row: Ed Burton—Body Shop Foreman, Bob Shuck—Parts Manager.



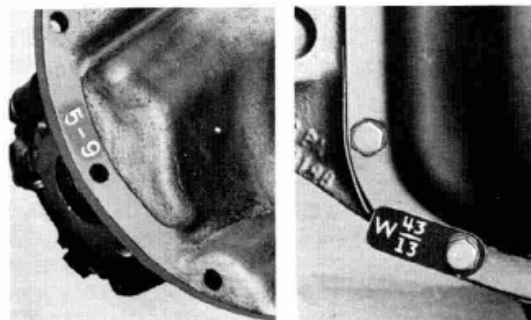
REAR AXLE RATIOS

Sometimes a New Car purchaser or an owner wishes to have an axle ratio that is neither standard nor optional, perhaps based upon their own idea of improved performance. By all the means of service salesmanship at your command, endeavor to sell the owner or purchaser to stick to standard or optional real axle gear ratios.

The reason for this is, Hudson Engineers have conducted extensive tests under practically every condition and have adopted those rear axle ratios that have proven best suited for all-around performance and economy.

A complete record of axle ratio of every car is shown on the car billing, copies of which are on file with every Zone and Dealer. Should there be any doubt as to the correctness of this record, there is external marking on both the Hudson built and the Spicer rear axles, indicating the ratio, as illustrated.

Should there still remain any doubt as to the actual ratios even after checking the marking on rear axle, the differential cover of the Spicer axle may be removed



and check the stamped numbers on ring gear indicating the number of teeth in each one. Dividing the number indicating ring gear teeth by that of the pinion is the ratio. Parts books and Procedure Manuals also show ratios and number of teeth in each gear.

Complete and accurate records of the equipment, including key numbers, rear axle gear ratios, etc., are the first essentials and basic information necessary to providing accurate and prompt service when the car number is known.

Sell Safer Night Driving
to Service Customers coming in for
Front End and Collision work . . .

HUDSON FOG LAMPS...

*High profit items for you.
Check your stock, place your order!*

YOU HAVE AN OUTSTANDING SALES STORY:

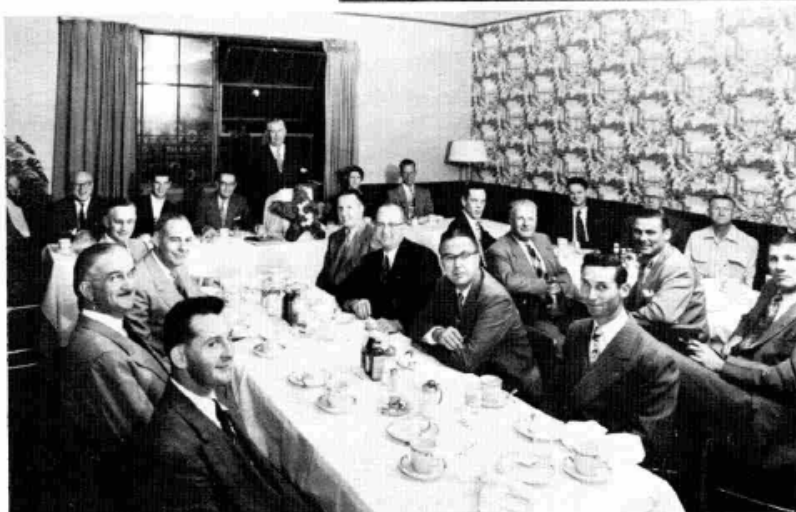
- Wide, low beams that give a better view of the road.
- Scientifically designed lenses that cut down disturbing back-reflection.
- Brightly chromed lamps with 35 watt filament sealed-beam bulbs.
- Weather-proof wiring.
- Installation behind bumper guards for greater protection of lenses.



ORDER TODAY!!

Spring time—with its fog, rain and sleet—
is the ideal time to sell this accessory!

A Five-Star Service Sign greets owners at Halvorson Motors, Hillsboro, Oregon. Here, again, a modern, fully equipped shop, well-trained organization make for customer good will.



The "Grand Finale." Mr. S. D. Williams at the microphone and seated at his right, Mr. Milton, Director of Service—and at his left, Mrs. Halvorson.

TUNE-UP DATA AND CAPACITIES OF THE HUDSON JET (1-C) AND SUPER JET (2-C) CAPACITIES—(U. S. MEASURE)

Cooling System:			
Without Heater.	15 Qts.	With Heater ..	16 Qts.
Gasoline Tank: 15 Gals.		
Engine Oil:			
Dry	5½ Qts.	Refill	5 Qts.
Transmission:			
Without Over-		With Over-	
drive	1½ Pts.	drive	2½ Pts.
Rear Axle: 2½ Pts.		
Hydra-Matic Transmission	Refill	10 Qts.	

TUNE-UP DATA

Bore and Stroke: 3" x 4¼" Firing Order: 1-5-3-6-2-4
 AMA—HP 21.6—Displacement 202 Cu. In.
 Valve Clearance:—Intake—.010" Exhaust—.012"
 Distributor Point Gap: .020" Spark Plug Gap: .032"
 Spark Timing: Dead Center Mark on Vibration Damp-

Spark Advance:	Automatic	Vacuum
0°	at 300 RPM	0° at 5¼"
1°	at 350 RPM	1° at 5¾"
4.5°	at 500 RPM	4° at 7½"
12°	at 1325 RPM	6° at 8¾"
13.5°	at 1500 RPM	7.5° at 9½"

FRONT WHEEL ALIGNMENT

Camber	1¼ ± ½°	Caster	0° to ½°
Maximum variation between right and left			
wheel caster or camber		½ deg.	
Toe-In—Measured at wheel rim		0°—¼"	
Pivot Pin Inclination		3°—28"	
Wheel bearing end play001" to .003"	
		Front	Rear
Tire Size: 5.90 x 15—Air Pressure		24	24
6.40 x 15—Air Pressure		24	22

TORQUE CHART

A complete Torque Chart in the form of a loose leaf insert is included with this issue of the Merchandiser, thus providing every mechanic with a copy of very important data.

Retain your copy and place it in an 8 x 11 cellophane envelope and always keep it available for ready reference.

We are proud, too, of this attractive and efficient Dealer organization, the Root Motor Company at Everett, Washington. Regular owner follow-up and customer satisfaction are a MUST with Mr. Root, owner of the business.



Sales follow service proportionately to the manner in which service follows sales. In their hands—their special tools, training and equipment—rests much of every Dealer's success. Very little shop personnel turnover at Root Motor Company.

Left to Right:

Rear: Orval Radtke, Carl Undi, Danny Lower. Middle: Harold Anderson, Harry Kanekeberg, Russ Lundquist, Bev. Odenius, Hector Rochon, Art Sherman, Don Colyn, Emil Pedack.

Front: Bill Sherman, Larry Krogh—Parts Manager, "Spur" Moormeier—Service Manager, Arvid Anderson, Bill Nelson.

SPECIAL SERVICE TOOLS

Most owners are aware that mechanics can do better work on their cars, in even less time, with the use of Special Tools. Like a dentist or doctor's instruments, Special Tools are used on customers' cars at no extra charge.

Every mechanic appreciates the fact that the use of Special Tools enables him to turn out better work in less time. Satisfied and capable mechanics are the biggest factor in building good shop reputation.

All shop foremen dread COMEBACKS. It's not only costly, but leaves a question of doubt in the customer's mind. Customer satisfaction, mechanics' good will, faster turn-over of shop space and operating profit all are, in a great measure, contingent upon the use of an adequate supply of Special Tools.

VOLTAGE REGULATOR TERMINAL SCREWS

We have received reports of a ground at one of the terminals of the voltage regulator caused by the terminal screw contacting the base flange of the regulator.

With the lockwasher in position on the screw and fully tightened, there is approximately 1/4-inch clearance between the end of the terminal screw and flange of the regulator. It is possible that by perhaps bending the terminal downward and omitting the lockwasher or by using a screw that is too long (as is shown in the illustration below), the end would contact and cause a ground.



A change has been made in the length of this terminal screw from 1/2 inch to 3/8 inch and all regulators in production stock have been fitted with this shorter screw.

Introducing . . .
Mr. Speedie Hudson

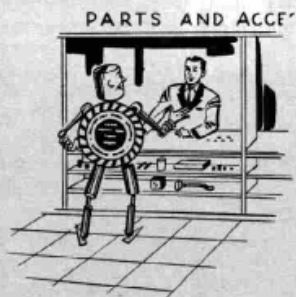


He's your boy!

Working for you and with you
for just one thing:
more **PROFIT** from parts and
accessories.

As your co-worker and helper, he will
cover the field and be Johnny-on-the-spot
with real information, suggestions and
ideas covering every phase of your parts
and accessory operations.

This help will include successful merchan-
dising ideas, and many other forms of
cooperation that will promote your growth,
success and profits.



For good tips and helpful hints . . .

WATCH FOR Speedie Hudson!



TORQUE

The correct tension of tightness on any threaded part becomes more important each year, for the simple reason stresses become more acute as engine compression, power output and car speed are increased.

A bolt, nut or stud that may be too tight can be equally or even more detrimental than one that is too loose. Form a habit of using a TORQUE WRENCH and use the following specifications and those on the other side as a guide.

HYDRA-MATIC TORQUE SPECIFICATIONS

LOCATION:	THREAD SIZE	TORQUE FT. LBS.
Internal Gear to Rear Drum	No. 10-24	3-4
Front Body to Inner Body	No. 10-24	3-4
Outer to Inner Valve Body	No. 10-24	3-4
Rear Cover to Inner Body	No. 10-24	3-4
Front Body Plate to Body	No. 10-24	3-4
Front Plate to Outer Body	No. 10-24	3-4
Governor Bushing Retainer to Governor Body	No. 10-24	3-4
Detent Ball Retainer to Outer Valve Body	No. 10-24	3-4
Front Servo Assembly	1/8 Pipe	6-7
Torus Cover Drain	1/8 Pipe	6-7
Case-Oil Pressure Take-Off	1/8 Pipe	15-18
Front Servo Assembly	1/4 Pipe	6-7
Front Pump Cover to Body	1/4-20	12-15
Intake Pipe to Front Pump	1/4-20	10-12
Governor Body to Drive Flange	1/4-20	6-8
Rear Pump Cover to Body	1/4-20	6-8
Control Valve Assembly to Case	1/4-20	6-8
Side Cover to Case	1/4-20	10-12
Servo Body to Cylinder	1/4-20	6-8
Blocker Piston Retracting Spring to Bracket	1/4-20	6-8
Gov. Plunger to Gov. Primary and Secondary Weights	1/4-28	6-8
Outer Throttle Valve Lever Bolt	1/4-28	10-15
Torus Check Valve Retainer Bolt	1/4-28	6-8
Trans. Mainshaft Nut	7/8-16	50-60
Flywheel to Crankshaft Nut	3/8-24	40-45
Torus Cover to Flywheel Bolt	5/16-24	Special*
Flywheel Housing to Transmission Bolt	1/2-13	40-50
Flywheel Housing to Cylinder Block Bolt	7/16-14	40-45
Flywheel Housing to Engine Rear Mounting Bolt	7/16-14	40-45
Engine Rear Mounting to Frame Bolt	7/16-20	40-45
Oil Pan to Transmission Case	5/16-18	10-13
Front Pump Cover to Transmission Case	5/16-18	10-13
Drive Flange to Rear Drum	5/16-18	10-13
Servo Spring Retainer to Body	5/16-18	10-13
Reverse Shifter Bracket to Case	5/16-18	15-18
Rear Pump to Case	5/16-18	15-18
Outer Shifter Lever	5/16-24	10-13
Front Servo to Case	3/8-16	23-28
Rear Servo to Case	3/8-16	23-28
Reverse Int. Gear Support to Rear Bearing Retainer	3/8-16	28-33
Rear Bearing Retainer to Case	3/8-16	28-33
Center Bearing Cap to Case	7/16-14	40-50
Reverse Anchor Support Bolt	7/16-20	23-28
Reverse Anchor Support Stud	7/16-20	15-20
Reverse Anchor Support Stud Nut	7/16-20	23-28
Band Anchor Stop Nut	1/2-20	40-50
Oil Pan Drain Screw	5/8-18	35-45
Pressure Regulator Valve Plug	1-1/16-16	40-50
* Tighten 2 Bolts Adjacent to Dowels to	12-15 Ft. Lbs.	
Tighten 2 Bolts Located 90° From Dowels to	12-15 Ft. Lbs.	
Tighten All Bolts in Rotation to	20-25 Ft. Lbs.	
Tighten All Bolts in Rotation to	26-31 Ft. Lbs.	

CAR TORQUE SPECIFICATIONS

LOCATION:	THREAD SIZE	TORQUE FT. LBS.
Battery Hold-Down Bolt Nut	5/16-24	2-3
Brake Anchor Pin Nut	5/8-18	80-90
Brake Control Tube Nut	3/8-24	8-9
Breather Tube and Valve Chamber Cover Bolt (8 Cyl.)	5/16-18	2 3/4-3 1/4
Camshaft Gear Bolt	3/8-16	20-30
*Clutch Throwout Finger Retainer	7/16-20	40-45
Clutch Cover Bolts	5/16-24	20-25
Clutch Cover Driving Lug	7/16-20	40-45
Clutch Housing Cap Screw	7/16-14	40-45
Clutch Housing to Cylinder Plate Bolt	3/8-24	30-35
Clutch Housing to Cylinder Bolt	3/8-16	20-30
Connecting Rod Bolt	3/8-24	40-45
Crankshaft Brg. Cap Stud (8 Cyl.)	1/2-20	70-80
Crankshaft Brg. Cap Screw (6 Cyl.)	1/2-13	75-80
Cylinder Head Cap Screws (6 Cyl.)	7/16-14	60-65
Cylinder Head Studs (8 Cyl.)	7/16-14	45-50
Cylinder Water Jacket Cover Bolt (8 Cyl.)	5/16-18	12-15
Cylinder Support Plate Bolt	3/8-16	20-30
Cylinder Head Water Outlet Bolt	3/8-16	20-30
Diff. Carrier to Housing Bolt	3/8-24	35-40
Engine Rear Mtg. to Cl. Hsg. Bolt	7/16-14	40-45
Engine Front Mounting Bolt	7/16-20	40-45
Engine Rear Mounting to Frame Bolt	5/16-18	12-15
Exhaust Manifold Stud	3/8-16	20-30
Flywheel Bolts	3/8-24	40-45
Front Frame Anchor Bracket Bolt	1/2-20	20-25
Gas. Tank Strap Bolt (Rear) Nut	5/16-18	4-6
Intake Manifold Stud	5/16-18	12-15
Oil Pan Bolt	5/16-18	15-20
Overdrive to Trans. Case Bolt	3/8-16	20-30
Pedal Rod Nut	7/16-20	25-30
Prop. Shaft Companion Flange Nut (Rear End of Frt. Shaft)	3/4-16	90-100
Prop. Shaft "U" Bolts	5/16-24	14-17
Prop. Shaft Center Brg. Supt. Bolt (To No. 6 c/m)	5/16-24	20-25
Prop. Shaft Center Brg. Supt. C/M Bolt (To No. 5 C/M)	3/8-24	25-30
Prop. Shaft Center Bearing Housing Support Bolt	7/16-14	40-45
Rear Axle Differential Case Cap Screw	7/16-14	40-45
Rear Axle Wheel Bearing Adjusting Cap Bolt Nut	3/8-24	30-35
Rear Axle Drive Gear Bolt	7/16-20	50-60
Rear Axle Differential Carrier Bearing Cap Screw	1/2-13	55-65
Rear Axle Drive Shaft Nuts	3/4-20	150-200
Rear Spring Clip Nuts	1/2-20	70-80*
Rear Shock Absorber Stud (Lower) to Clip Plate Locking Nut	1/2-20	40-50
Rear Shock Absorber Bracket (Upper) Bolt Nut	1/2-20	45-55
Strg. Arm (Outer) Nut	3/4-16	110-120
Strg. Spindle to Backing Plate Bolt Nut	3/8-24	25-30
Strg. Spindle Nut (To Attach Wheel Hub)	1 1/16-18	75*
Strg. Spindle Support Clamp Bolt	3/8-24	40-45
Strg. Arm (Center) Pivot Locknut (Self Locking)	5/8-18	50-60
Strg. Spindle Supt. Arm (Lower) Pivot to Frame Bolt	7/16-20	60-70
Strg. Spindle Supt. Arm (Upper) Pivot to Frame Bolt	1/2-20	60-70
Strg. Spindle Supt. Arm to Support Bolt Nut	13/16-11	100-120
Steering Arm (Center) Pivot Support Bracket Bolt	7/16-20	45-50
Spark Plugs	14 M.M.	25-30
Speedometer Housing Screw	5/16-18	15-20
Strg. Gear to Frame Bolt	7/16-20	50-60
Steering Gear Shaft Nut	7/8-14	125-140
Steering Wheel Nut	5/8-18	20-30
Tie Rod End Stud Nut	1/2-20	60-70
Timing Gear Cover Bolt	5/16-18	15-20
Trans. Comp. Flange Locking Nut (To Mainshaft)	3/4-16	90-100
Vibration Dampener Cap Screw	3/4-16	100-120
Water Pump to Cylinder Bolt	3/8-16	20-30
Water Pump Fan Blade Bolt	5/16-18	12-15
Wheel Hub Bolts	1/2-20	60-65

(*Back Off 2 to 3 Castellations and Insert Cotter Pin)

**Minimum 40 Ft-Lbs. on recheck after assembly.