HUDSON Service Merchandiser

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

VOL. 5 NO. 6 JUNE 1953

1953 OPTIONS AND ACCESSORIES, PARTS AND SERVICE MERCHANDISING MEETING

held in the Sir Francis Drake Hotel, San Francisco, California and attended by seventy-two members of Dealers' Organization. The following is the order in which the meeting was held.

Opening remarks by Zone Manager, Mr. L. T. Mortensen.
Options and Accessories Program by Assistant Zone Manager, Mr. R. K. Brown.
Parts and Service Merchandising by Parts and Service Manager, Mr. R. C. Olsen.
Parts Merchandising by Parts and Service Representative, Mr. R. R. Philbrook.
Five Star Program by Parts and Service Manager, Mr. R. C. Olsen.

At the close of the presentation many Dealers stated that this was the best meeting they had attended since they have become Hudson Dealers.

HUDSON MOTOR CAR COMPANY • DETROIT 15, MICHIGAN

Continued from May

PARTS DEPARTMENT

The Parts Business is "big" business adding up to more than two billion dollars annually. You must recognize this tremendous market for Hudson Parts and be most aggressive to secure your Dealers' share of it.

The Parts Department location and set-up is most important. It should be located where it can be seen by the most people and generally this is in one end or side of the showroom. The Parts Counter should be placed in the most convenient and accessible location making it easy for customers to buy, as well as service to the mechanics in the shop.

It is recommended that the Parts Department be separated from the showroom only by a counter. This arrangement is to allow for complete visibility. Bins and racks filled with Hudson Parts, kept clean and orderly has a great display value. It builds confidence with new car prospects, Hudson owners and mechanics alike.

DISPLAY

Every point of advantage should be used for display purposes. Both parts and accessories should be kept on display, clean and attractive and changed from time to time. Bin ends, show cases and open tables can be used for these displays to great advantage.

Everyone working in the Parts Department must be trained in the efficient handling and selling of parts and accessories. Demonstrate whenever possible, sell all the time, be courteous, too, and thank the purchaser after every sale. Remember that the most important basic principle in handling parts and accessories is a "sufficient inventory" at all times. Everyone knows you can do no business from an empty wagon.

Keep your customers and mechanics happy by maintaining a complete and well-balanced inventory of all fast-moving parts. The following basis of determining proper inventory is used by the majority of Dealerships in the Industry:

1. Cars in Operation
2. Minimum Stock Requirements
3. How and When to Purchase
4. Stock Turnover

To increase your parts business, it is necessary to increase the volume of repair work or solicit and secure the parts business from fleet and large repair shops that do Hudson maintenance work. Keep in mind the fact that Hudson Parts and Accessories are designed for Hudson Cars.

If, in all medium and large Dealerships, you will stock at least $10.00 of parts net for every Hudson in your territory, you will be able to support all merchandising activities and get the maximum parts business from your territory. Your accessories inventory should contain a fair quantity of current model Factory Approved Accessories. The quantity of each item should be based on its popularity in your community. For example, heaters would not be stocked in quantity in warm climates.

Use the monthly parts order pad and order twice each month such material as you need. Both of these orders are prepaid from your Zone or Distributor. Proper stock turnover is essential in any retail or wholesale business to make money. Control it by accurate record keeping and regular ordering. Hold obsolescence to a minimum.

EASTERN NEW YORK STATE PARTS AND SERVICE COUNCIL MEETING recently held in Albany, New York and attended by nineteen representatives of Hudson Dealers. New York Zone personnel present: Standing rear, John D'Andrea, Warehouse Manager and Carl Fuhrmann, Service Representative.

KANSAS CITY ZONE completes one-day school at all Dealers in that area. Mr. B. F. Smith, Parts and Service Manager going over Hydra-Matic transmission oil circuits before a class of fifteen at Mac's Auto Sales and Service, Larned, Kansas. Good attendance was had throughout.

APPEARANCE DEPARTMENT—LIQUID GLAZE

One of the most profitable departments in a dealership is the Appearance Department. Here the customer sees tangible evidence for the money he has spent—BRILLIANT LUSTER RESTORED—new car appearance!

When a new car or good late model used car is delivered to the purchaser, lay the foundation for two "Liquid Glaze" jobs per year. One in the spring—for "springtime sparkle"—one in the fall—for lasting winter protection. Hudson recommends Liquid Glaze, for over a period of years, it has done an outstanding job of cleaning, restoring and preserving the original finish and appearance.

Liquid Glaze is complete in every detail. It will handle all types of appearance jobs. It is no longer necessary to have a large variety of compounds and polishes in the Appearance Department. Stock and use Liquid Glaze Cleaner, Sealer and Color Dress, for the most satisfactory polish job in the Industry. This work is in demand, it's profitable to you and highly acceptable to your owners. If you do not have a good supply of Liquid Glaze on hand, order from your Zone or Distributor today.

A PARTS and SERVICE BUSINESS THAT ATTRACTS ATTENTION

Here are examples of what two live and energetic Hudson Dealers have done to add beauty and attractiveness to their Parts and Service business.

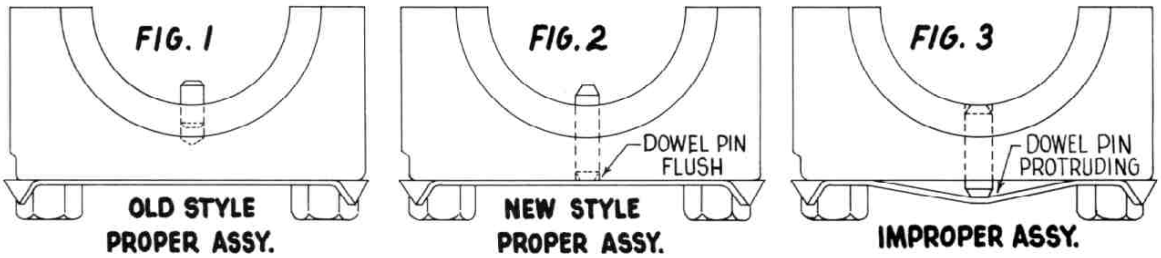
Any place, any time a beautiful pick-up like these is seen, it creates an admiration not only for Hudson, but also for the Dealer. Both of these Dealers will tell you that the money spent to hand-build these attractive pick-up and delivery cars has more than paid for itself in promoting customer service.

It is a symbol of good business and marks the outward distinction of the *dealer who cares.*

HYDRA-MATIC TRANSMISSION CENTER BEARING CAP DOWEL PIN

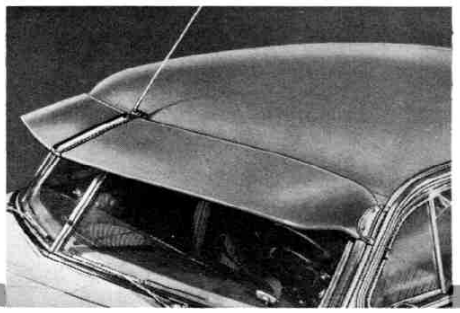
An improved type of center bearing cap assembly (See attached sketch) is now being assembled in mixed production on all model transmissions. In the near future, this improvement will be used in all production and service cases.

The new type center bearing cap and dowel pin provides a positive check for the indexing of the dowel pin in the locating hole of the oil delivery sleeve. The dowel pin is a press fit in the cap and is installed with the end under the lock plate, flush with the center bearing cap.



IMPORTANT—If the dowel pin is not properly indexed with the oil delivery sleeve, it will push out against the lock plate as is shown in figure 3, when the center bearing cap is tightened in place. Be sure that the dowel hole in oil delivery sleeve is in exact register with the dowel in cap.

HUDSON OUTSIDE VISORS



. . . designed for Hudson Cars by Hudson Body Stylists as an integral part of the car!

YOUR SALES-STORY SCORES AS A "DOUBLE"

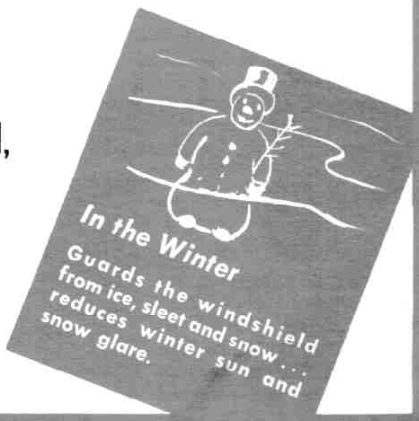
SPORTY GOOD LOOKS

Hudson Outside Visors lend an exceptionally sporty touch to Hudson's low, sleek silhouette. Check this and you'll find it's true. *Point it out to your Customers!*

YEAR 'ROUND PROTECTION

REMIND YOUR CUSTOMERS THAT HUDSON OUTSIDE VISORS PROVIDE GREATER COMFORT, REDUCE EYE STRAIN AND DRIVING FATIGUE . . .

YOU SELL THEM WHEN YOU STOCK THEM, SHOW THEM, ASK PEOPLE TO BUY!



HA 213288—HA 233456 ORDER FROM YOUR ZONE TODAY!

ESSENTIAL SERVICE TOOLS

HUDSON JET 1953

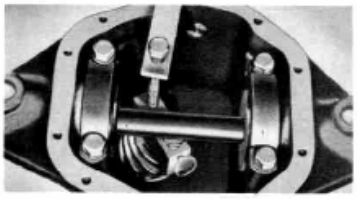
J 883-10 VALVE GUIDE REPLACER PILOT

Proper valve guide installation on 1953 Jet engines is assured when this essential replacer pilot is used in conjunction with J 883-B Valve Guide Installer Set. Calibration of the pilot insures that the guides are driven to the proper depth.

J 2241-10 DIFFERENTIAL SIDE BEARING PULLER ADAPTER

This special adapter has been designed to permit use of the J 2241-A Puller on Jet differential side bearings. The pilot of the adapter fits into the differential case hub thus providing a surface for the end of the puller screw to exert pressure against.

J 5223-50 PINION SETTING GAUGE ADAPTER



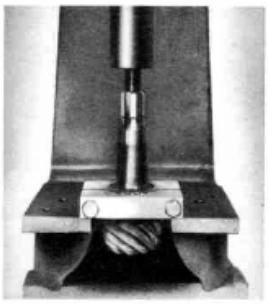
The new gauge block and mounting discs of this Adapter Set, when used with the J 5223 Pinion Setting Gauge, provide the mechanic with a completely accurate means of setting the drive pinion when reassembling the differential.

J 5364 DIFFERENTIAL SIDE BEARING INSTALLER

Differential side bearing installation is easy and accurate with the J 5364 (used with J 872-5 driver handle). The tool pilot guides the bearing into place and the recessed shoulder allows tool to clear differential hub as bearing is driven into its seat.

J 5365 REAR PINION BEARING CONE REMOVER

To facilitate removal of the rear pinion bearing cone without damage to either the bearing cage or pinion, use the J 5365 Remover with an arbor press. With the tool in place, as shown, the shaft can then be pressed or driven out of the bearing.



J 5366 PINION SHAFT OIL SEAL INSTALLER

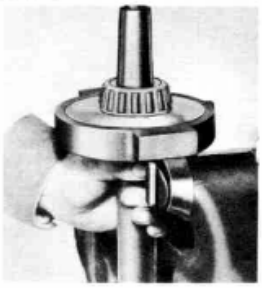
This special tool provides an easy and positive means of installing the pinion shaft oil seal. To use, pilot the tool on the pinion shaft with the tool flange contacting the outer rim of the seal and tap the tool lightly as shown, to install the seal.

J 5367 PINION SHAFT FRONT BEARING CUP INSTALLER

J 5367, when used in conjunction with the J 872-5 Driver Handle, quickly, efficiently installs the pinion shaft front bearing cup. The cup is positioned and properly seated by the pilot and taper on the drive end of the tool.

J 5368 REAR AXLE SHAFT BEARING CONE REMOVER

Safe, easy removal of the axle shaft bearing cone is possible using J 5368 as shown. The plate is held in plate holder J 358-1 and supported in a vise. Shaft may then be driven from bearing.



Refer to Your Hudson Shop Manual for Complete Operating Instructions and Specifications

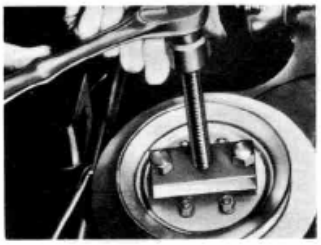
J 5369 REAR AXLE SHAFT BEARING CONE INSTALLER

This specially designed installing tool provides the mechanic with an efficient means for installing the bearing cone on the rear axle shaft. The tool pilots on the shaft and drives against the bearing cone inner race. The bearing is started in position and driven in place, perfectly aligned and without damage.

J 5370 REAR AXLE SHAFT INNER OIL SEAL INSTALLER

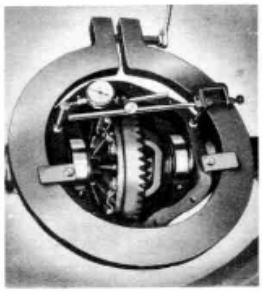
Proper installation of the rear axle shaft inner oil seal can be accomplished with speed and ease when J 5370 is used with driver handle J 872-5 as shown. The pilot of the tool is designed to assure correct seal placement in the axle shaft.

5371 VIBRATION DAMPENER PULLER



This Puller is required to remove the vibration dampener easily and without damaging parts. Simply remove dampener cap screw and lock, install J 5371, as shown, and tighten puller screw against crankshaft end plug.

J 5372 REAR AXLE SPREADER



In order to remove or install the differential assembly it is necessary to spread the differential housing to provide for compensation for the preload or side press between the bearing cups and housing. J 5372 is the tool required to perform this operation.

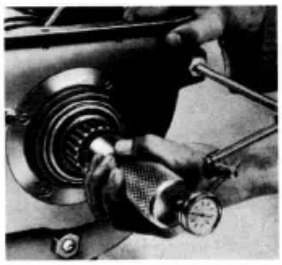
J 5442 PILOT BEARING INSTALLER AND CLUTCH PLATE ALIGNER

This dual-purpose tool is used to replace the clutch pilot bearing without damaging or distorting it and it's also employed to align the clutch plate and pilot bearing so transmission can be installed in true line with clutch.

J 5490 CLUTCH FINGER ADJUSTING GAUGE

The J 5490 gauge plate is the same thickness as the clutch plate and the hub is machined to correct finger height. To use, replace driven plate with gauge so raised lands are directly under fingers. Bolt cover on. Place finger height gauge on hub. Properly adjusted fingers will just touch this gauge.

J 2587-A TRANSMISSION MAINSHAFT END PLAY GUIDE



This special tool slips over the front planet carrier assembly spline and the internal threads engage in the threaded portion of the mainshaft. Thus, when mainshaft endplay is checked the two shafts will be held in their proper position, and a quick, accurate check is assured.

Every one of these Special Tools shown in their application, are designed to do a job right that could not be done just as well by any other means. In addition to this, these Special Tools enable the mechanic to perform the work in the shortest possible time. The part number of the set is EG 7-53-1 and the list price is $116.05.

All orders for tools and inquiries should be directed to and shipments are by: Kent-Moore Organization, Inc., 3044 W. Grand Boulevard, Detroit 2, Michigan.

FLUSHING THE COOLING SYSTEM

Full efficiency of the cooling system is vitally important to full power and economical operation of the engine. Even a partially obstructed cooling system reduces the efficiency of the car heater and may set up a train of events in engine operation that might become baffling as well as expensive.

The principal causes of cooling system obstruction are failure to use rust inhibitor and neglecting to use an efficient cleaner and flush the cooling system periodically. Perhaps half of the motor cars in use today have the cooling system so obstructed internally and the external air passageways clogged to a degree that engine is running an abnormally high temperature, thus reducing economy and contributing to rapid use of oil.

If the radiator flow is not free, water circulation through the heater core will be greatly reduced, and consequently heater output will be low, even though engine temperature is abnormally high. Here again the engine oil body is thinned reducing lubricating protection and shortening the life of spark plugs.

On page 344 of September 1952 Service Merchandiser are listed and illustrated all cooling system servicing necessities. For cooling systems that require cleaning and flushing, use Hudson Quick Acting Cleaner, part number HS 165922 according to directions on container, followed by a reverse flushing of the radiator, cylinder block and heater core. After this use the neutralizer in the bottom of the can. If there is evidence of rust, use Hudson Rust Resistor, part number HS 166548.

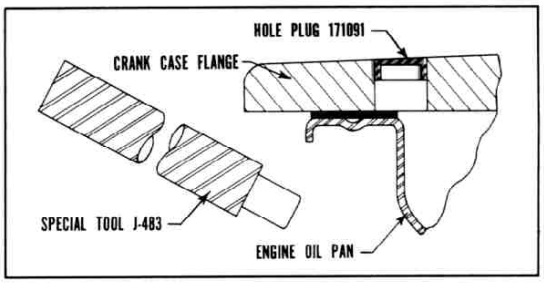
Reverse flushing is illustrated and covered in detail in the cooling section of your Shop Manual. In summing all up, the point is—thousands of cars need cooling systems cleaned and flushed. You have the know-how and Hudson Approved Materials. It will be doing a real service to point out to owners the importance of having this done together with any necessary hose replacement and fan belt adjustment.

CYLINDER BLOCK LOCATING HOLE PLUG

The first operation in the machining of the cylinder block consists of drilling two holes through the flange, to which the oil pan is bolted, one at the right front side, the other at the left rear side of block. These holes serve to locate the block in the various fixtures for all machine operations.

The locating hole in the left side is directly behind the starter motor and is in a position that about one-half of the hole opens into the crankcase. This makes it very important that this hole be plugged to prevent water, dust, mud, etc., from reaching the interior of crankcase.

It is believed that some Jet cylinder blocks, skeleton engines and possibly a few complete engines, may have been shipped that did not have this plug, Part 171091, in position, as is shown in the illustration below.



Make it a point to check all these units, as it is vitally important that this opening be plugged. In addition to possibility of dirt reaching the interior of engine, the oil is likely to be lost very rapidly through this opening. Special Tool J-483 is ideal for making installation of this plug.

A CITATION FOR EXCELLENT SERVICE

Master Sergeant Dean C. Spencer, USMC, Chief of Section, Personal Affairs and Civil Readjustment, with Headquarters in Los Angeles, is a very busy and much traveled man, takes time out to write us relative to the splendid manner in which his service requirements were handled by one of our newest 5-Star Dealers, the Hamer Motors, Inc., of San Fernando, California. With Sergeant Spencer's permission, we quote the following from his letter:

". . . In need of immediate service on my Hudson, I wandered into Hamer Motors, in San Fernando. There I was the recipient of such personalized and considerate service, I soon forgot the previous unpleasant and costly experience.

"The complete staff at Hamer's, including the mechanics, are exceptional and outstanding, each possessing pride of service and product, with a loyal attitude toward their employer.

"On several occasions, I was expecting to pay more money than they required. Because of their honesty, I saved money. For this type of treatment, I am grateful.

"In all fairness, I cannot bring this letter to a close without paying particular credit to a member of Lee Hamer's staff by the name of Red Watson. This man is especially responsible for my regained confidence and high regard for Hudson Service."

Fair Dealing and Conscientious Service Are Their Own Reward.

Thank you, Master Sergeant Spencer. Our hearty congratulations to Mr. Hamer. Red Watson, take a curtain bow and keep up the good work.

REAR AXLE PINION GEARS AND DIFFERENTIAL CASES

In the replacement of a rear axle drive gear and pinion set, three things are vitally important for quiet operation and satisfactory wear. They are preload of the pinion and differential case bearings, back lash between gear and pinion and depth of pinion mesh.

The method of obtaining these adjustments is fully explained and illustrated in the Rear Axle Section of the Mechanical Procedure Manuals. Listed below are the measurements between the rear face of pinion and center line of rear axle for the various rear axle ratios. It is suggested this data be posted in the Rear Axle Section of your manual.

DRIVE GEAR & PINION PART NO.	CAR MODEL	AXLE RATIO	PINION TEETH	GEAR TEETH	PINION DEPTH
308525	1C-2C	4.10 (4 1/10)	10	41	2.250
308530	1C-2C	4.27 (4 3/11)	11	47	2.343
308580	1C-2C	3.31 (3 4/13)	13	43	2.343
309263	1C-2C	3.54 (3 7/13)	13	46	2.343
309435	4-5-7C	3.92 (3 11/12)	12	47	2.625
306981	4-5-7C	3.07 (3 1/14)	14	43	2.625
307564	4-5-7C	4.09 (4 1/11)	11	45	2.625
307567	4-5-7C	4.55 (4 6/11)	11	50	2.625
309438	4-5-7C	4.27 (4 3/11)	11	47	2.625
309432	4-5-7C	3.53 (3 7/13)	13	46	2.625
309429	4-5-7C	3.31 (3 4/13)	13	43	2.625

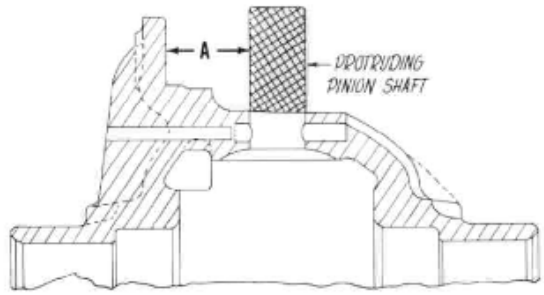
When making installation of a new gear and pinion set, be sure to observe the number preceded by a plus or minus sign etched on the rear face of pinion. This indicates the position of the pinion in relation to the center of the axle. If there are no figures showing, a plus or minus sign, it denotes a zero pinion setting and a Zero "0" will be shown.

DIFFERENTIAL CASE

The various number of teeth in the drive gear and pinion affects a wide variation in the thickness of these parts and in order to provide for space, two separate differential cases are supplied for the various gear ratios of the 1C and 2C. Also two for the 4-5 and 7C.

Unfortunately, there are no identification marks on any of these case assemblies other than a part number tag. In order that they may be distinguished, in event the number tags are lost or when shipping differential cases when the gear ratio is known (which is very important), the measurements as shown in the following illustration will serve to properly identify these.

Measurement "A" is made from the flange of the differential case to which the drive gear is bolted to the protruding pinion shaft. Although there are two identical measurements, one on the 1 and 2C and one on the 4-5 and 7C, the 1C and 2C have the smaller differential case.



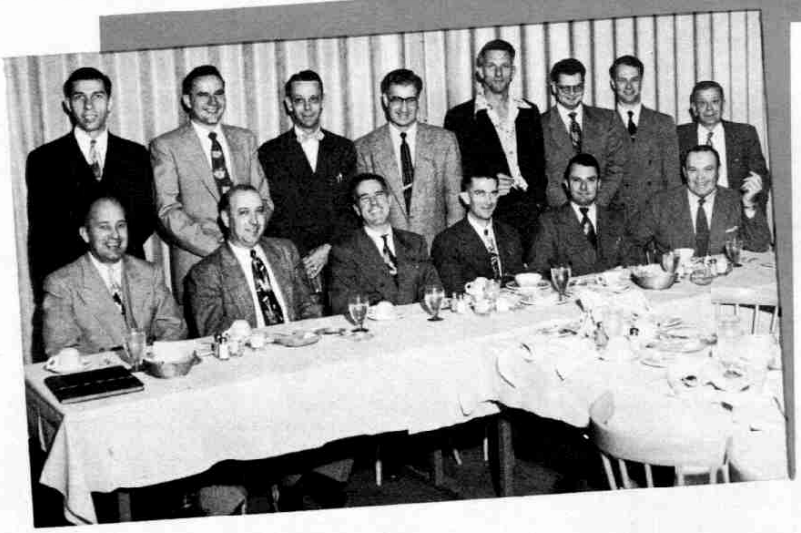
MODEL	GEAR RATIOS	DIFFERENTIAL CASE ASSEMBLY	MEASUREMENT AT POINT "A"
1C & 2C	4.10-4.27	308524	13/16"
1C & 2C	3.31-3.54	308523	1"
4C-5C-7C	3.92-4.09		
	4.27-4.55	307571	13/16"
4C-5C-7C	3.07-3.31		
	& 3.53	307000	1 1/8"

SERVICE OF THE MONTH POSTER FOR JULY

Here again is a preview of the Poster of the Month for July for all those lucky Dealers who are in on the poster program.

It's an opportunity to get lined up on attractive prices and all owner contact personnel familiar with your selling program.

Shown here is the Terre Haute Council Parts and Service Managers meeting that was held at Marshall, Illinois, recently. The meeting was conducted by St. Louis Zone Parts and Service Representative, W. D. Thorne.



Valley Chapter Parts and Service Managers Hold Meeting In Sacramento, California.

Conducted by the very capable District Manager, Jack Quinn and Ray Olsen, Berkeley Zone Parts and Service Manager; assisted by M. R. Holland and R. R. Philbrook, Parts and Service Representatives. Their next meeting to be held in Reno, Nevada.

GET THE DENTS OUT OF YOUR FENDERS

The major objective of the national "Get The Dents Out Of Your Fenders" month this June is to have a better-looking car. The advantages to the customer:

1. Better eventual trade-in value—a good-looking car always re-sells more easily.
2. Greater personal satisfaction both in driving the car and in leaving it parked in front of owner's home.
3. Economy—repairs are less expensive if the damage is repaired before it rusts too badly.

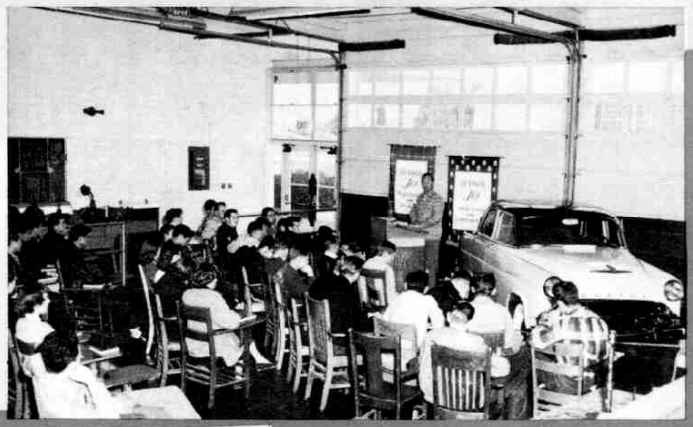
The 12 steps, duplicating as closely as possible the factory procedure in creating the original finish, are outlined below:

1. CLEAN the body area to be refinished, removing tar and wax.
2. BUMP OUT dents and other irregularities, restoring the original contour of the fender. (As many as several hundred careful hammer taps are often necessary to "bump out" just an ordinary dent.)
3. SAND with a coarse-grit disc to remove paint and rust down to bare metal.
4. SMOOTH welds and other metal irregularities with another, somewhat finer sanding disc.
5. CONDITION the metal with still finer sanding disc to remove deep scratches.
6. FILL low areas and pits that cannot be bumped out, with metal filler or solder.
7. FEATHER-EDGE between the repaired area and the original surface around it, to get a perfect blend. A special feathering disc is used.

EXPOUNDING HUDSON JET TO STUDENTS OF REEDLY HIGH SCHOOL AND COLLEGE

Shown on the podium here is Mr. Wilbert E. Aalto of P. O. Service, Hudson Dealer at Reedley, California, acquainting the students of the above schools with the details of the new Hudson Jet that has aroused the interest of youth everywhere. Present day youth not only are the buyers of tomorrow, but are a big factor in influencing their parents in the choice of motor cars today.

We congratulate Mr. Aalto on this unique procedure of sales promotion.



North New Jersey Hudson Parts and Service Council held a very interesting meeting that was well attended. New York Zone Service Representative, William Grattan, fifth from left, seated.

8. MASK the area with masking paper and tape to prevent overspray from the paint gun, and SPRAY undercoats in order to provide maximum adhesion between the final finish and the bare metal.

9. SAND undercoats with a very fine waterproof paper to achieve maximum smoothness.

10. SPRAY finish coats and SAND between lacquer coats with a still-finer waterproof paper to remove any particles that may have settled in the wet coat—to insure maximum smoothness in the finished job.

11. BUFF finish coat with a buffing pad and finishing compound to achieve a deep luster.

12. POLISH by hand with a soft cloth for the final "factory finish" appearance.

MISTAKEN IDENTITY

The April Service Merchandiser referred to our friend Joe Horter as an accountant. This in itself was no exaggeration, though his real title is Secretary-Treasurer, of Old Dominion Motors, Alexandria, Virginia. We are sorry, Joe, and it won't happen again.

The condition of paint peeling from hood ornament has been corrected with the use of Methacrylate Lacquer. Extensive tests have shown this lacquer has a definitely superior adhesive quality as compared with that used heretofore.

CASH IN...

ON THIS BIG-VOLUME, SPRING-AND-SUMMER ITEM

It's in big demand because engines like it...

HUDSON ENGINE TUNE-UP OIL!

The only tune-up oil approved by Hudson engineers

It makes engines run better. That's the reason for the great popularity and big demand for Hudson engine tune-up oil.

It gives better results because of its superior ingredients—a special petroleum-base product scientifically compounded with a chemical additive. It cleans as it lubricates internal engine and carburetor parts for better engine operation.

It's good for all engines...

For breaking in new and rebuilt engines!

For waking up sluggish engines!

For pepping up and tuning up used-car engines!

Use it in your shop for quicker and better results . . . display it and sell it for fast, profitable and repeat sales to car owners.

Don't run short... Order your supply now!