

HUDSON

Service Merchandiser

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



VOL. 5 No. 7

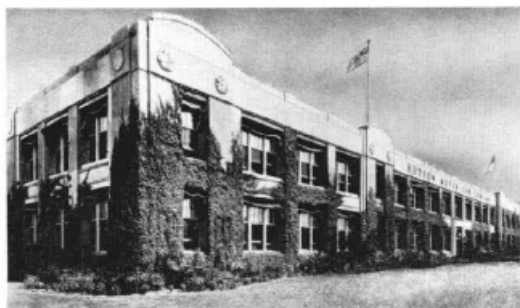
JULY 1953



PARTS AND ACCESSORY MEETING AT ST. LOUIS

THE DETAILS OF A CAREFULLY PLANNED PARTS AND ACCESSORY SALES PROGRAM WERE OUTLINED TO FIFTY DEALER PERSONNEL IN ATTENDANCE. CONCERTED ACTION IN THE PROPER DIRECTION PRODUCES RESULTS.

HUDSON MOTOR CAR COMPANY • DETROIT 15, MICHIGAN



HISTORY OF THE HUDSON MOTOR CAR COMPANY

Those thousands of loyal employees engaged in the Parts and Service field of Hudson Motor Cars, some of whom will remember the first Hudsons, will be interested in this condensed history of their company, which will be run in the Service Merchandiser in continued articles.

Hudson Motor Car Company's current models, which combine the manifold advantages of low silhouette, effective streamlining and low center of gravity, reflect a new and different approach to problems of automobile design and construction.

Hudson "step-down" principle of design and unit body-and-frame construction have secured for this manufacturer the lowest silhouette, the most durable car, the most complete streamlining and the lowest center of gravity achieved to date in mass-produced cars; and any attempt to measure the real long-term significance of this automobile design and construction development ought to include a look at the Hudson background and record as a motor car manufacturer.

The Hudson Motor Car Company was founded in 1909 by eight men whose vision and business acumen had brought them to positions of some prominence in Detroit, several of whom were later to be known throughout the nation.

These men, who agreed to go into partnership in an attempt to build a car for less than \$1000, were: J. L. Hudson, R. B. Jackson, Hugh Chalmers, H. E. Coffin, F. O. Bezner, Roy D. Chapin, J. J. Brady and Lee Counselman.

On February 24, 1909, designs for the Hudson Model "Twenty" were found to suit their purposes and the partners agreed to incorporate the firm under the laws of Michigan.

THE FIRST HUDSON

Plans for the Hudson "Twenty" were years ahead of the times. It was to be the first low-cost automobile equipped with a selective sliding gear transmission, and it was to be within reach of the average buyer, selling at \$900 f.o.b. Detroit.

With this at-that-time revolutionary car on the drawing boards, the firm partners secured a small two-story plant with 80,000 square feet of floor space, and on July 3, 1909 with 500 men at work and a total capital of \$20,000, the first Hudson car rolled out of the factory.

The Hudson "Twenty" was an instantaneous success. Over 4,000 were sold that first year—the biggest first year's business in the history of the industry up to that time. The first 16 months net sales amounted to \$3,980,999.

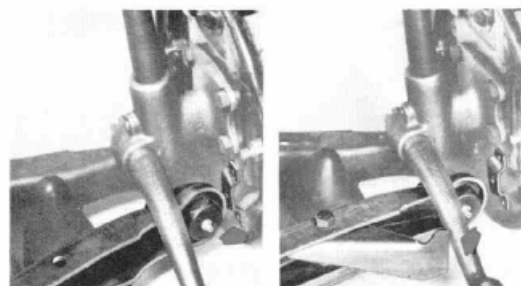
A Hudson advertisement in the Saturday Evening Post of June 19, 1909, showed a roadster-type car with bucket seats and a gasoline tank mounted up behind. It described the "Model Twenty" as follows: "Here's a car that is good looking. It is big and racy. Note the graceful and harmonious lines. Observe the sweep of the fenders and the frame."

"The Hudson Twenty has a sliding gear transmission, selective type, three speeds forward and reverse. The motor is vertical, four-cylinder, four-cycle, water cooled, known as the Renault type."

STEERING STOPS 1C AND 2C

To preclude the possibility of interference between the front tires and the stabilizer bar when making extreme right or left turns with the Jet and Super Jet Models, the steering stops have been redesigned.

This change involves the removal of the stops from the front brake backing plates and the installation of new stops on the rear upper flanges of the lower support arm assemblies. The new stops control the steering movement by contacting the outer steering arms while the earlier type stops which were welded to the brake backing plates, contacted the ends of the lower support arms. (See accompanying illustration)



The advantages of the new steering stops are such that they should be installed on all 1C and 2C Models in stock as well as on owner's cars when they come into your Service Dept. for any reason. Secure your requirements from your Zone or Distributor by ordering Front Suspension Steering Stop, part number 309219 right and 309220 left.

Installation can easily be made in a few minutes since the stops are attached to the support arms by only one bolt on each side and the holes for the bolts are already drilled in the support arm flanges of all cars. It is not necessary to remove the old stops from the brake backing plates as the new ones limit the front wheel movement and those on the backing plates become ineffective.



The Home of Hudson in Greenfield, Mass.

The Daniel Motor Sales, headed by Mr. Daniel Kikoski, was recently appointed Hudson Dealer at Greenfield, Mass. Having had a very successful background as an employee of a Hudson Dealer for some time, following which he completed a course in the Hudson Factory Permanent Training School, Mr. Kikoski is ideally fitted to carry out car sales and service according to the highest modern standards.

Needless to say, Daniel Motor Sales have excellent service facilities, manned by a highly competent organization that will surely render the kind of service that keeps owners happy.

Enjoying a very wide and popular acquaintance, their recent Grand Opening attracted wide attention. Our congratulations and best wishes for success!

From far away Hamilton, New Zealand, we received a letter with photo of Mr. Frank A. Carlyle beside his 1931 Essex Super Six Coupe. Having recently had it overhauled and completing a tour of over 1000 miles, Mr. Carlyle reports his Essex runs fine and rides comparable to late model cars. Thank you, Mr. Carlyle—Hudson continues to build sturdy motor cars.



Please make the following corrections on Page 375 of our January, 1953 issue. Parts Numbers C-302504 should read C-303173 and instead of BT-301987, use BT-300731 on 1948 and 1949 up to Serial Number 87419. Use BT-302509 for cars after Serial Number 87419.

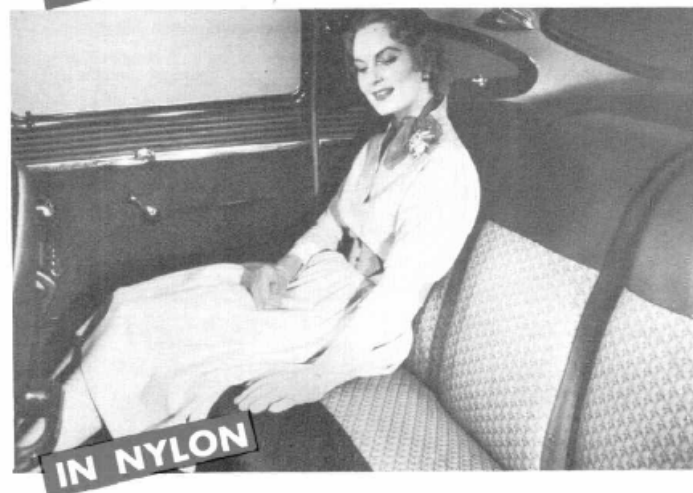
CARBURETOR METERING RODS FOR HORNET MODELS WITH TWIN H-POWER

Because of the wide range of operating conditions encountered (as altitude, fuel, etc.) and types of performance desired, we are listing the various metering rods available through the Carter Carburetor Service Outlets which have been released for use in the WA-1 carburetor when used in the twin carburetor installation on 1952 and 1953 Hudson Hornets.

The following list is in order of the size of the "power" step, the first listing being the smallest (richest) and the last the largest (leanest). One metering rod required for each carburetor.

Hudson Part No.	Carter Part No.
303834	75-704
303835	75-712
303836	75-713
303837	75-714
309713	75-487
307675	75-834
307676	75-861
307677	75-862
307678	75-863

Summertime is the season to sell Hudson Seats



HUDSON SEAT

... Most Wanted by

The finest of materials, workmanship, and an outstanding sales story:

- Easily and quickly installed
- Expertly tailored to fit perfectly
- Designed to beautifully complement interiors.
- Available in finest quality Nylon.
- Wonderfully easy to clean and drying.

HUDSON FIBER COVE
available—in gay, colorful
fine patterns with matching
Real values at the lowest
available for the Jet, Super-Jet

HUDSON PLASTIC COVER
bright, permanent colors—
and choice plaids.

HUDSON CHOICE NYLON
smooth, long-wearing, and
two-tone stripes and beautiful
Designed to please the most

ORDER FROM YOUR ZONE

Seat Covers to Owners of Hornets, Wasps, and Jets

SEAT COVERS

by Hudson Owners

durability, and style—your

alled.

perfectly.

y complement *Hudson* in-

ity fiber, plastic, and 100%

lean—washable and quick-

COVERS—For the first time
colorful blues, greens and reds—
including quilted plastic bolster.
at lowest possible cost. Now avail-
able for Jet, and Wasp models!

COVERS are durable, have
many styles—available in smart stripes

NYLON COVERS are super-
durable and available in sophisticated
beautiful small figure prints.
for the most discriminating owner.

SUMMERTIME ACTIVITIES CALL FOR SPECIAL EMPHASIS IN YOUR SALES STORY...

Fishing—Comfortable “worn-in” clothes, proven
during past seasons, glide easily and with no
worry over seat fabrics when covers are in-
stalled.

Swimming—Dripping wet from the lake or the
pool makes no difference to seat upholstery
protected by Hudson Covers.

Picnicking—If the kids spill a fat sandwich,
lemonade or toasted marshmallow on the car
seat, you know your Hudson Seat Covers will
give all the protection needed. Mighty com-
fortable feeling, too!



Summertime is the family driving season.
Probably at no other time of the year does
the entire family use the car so often and
in such care-free spirit.

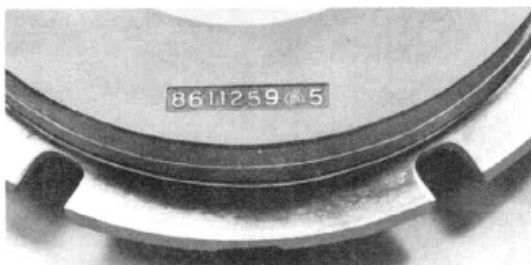
The point is — Hudson Seat Covers safely
permit such freedom from care of damage
to the car's original seat upholstery. They
keep original seat fabrics looking like
new. Emphasize this fact to your service
customers!



ONE RIGHT AWAY—TODAY!

HYDRA-MATIC TRANSMISSION ANNULAR PISTON IDENTIFICATION

In event the wrong annular piston or incorrect number of clutch plates should be installed in the front or rear unit, excessive slippage and bottoming of the piston hub will result, causing the unit to burn out.



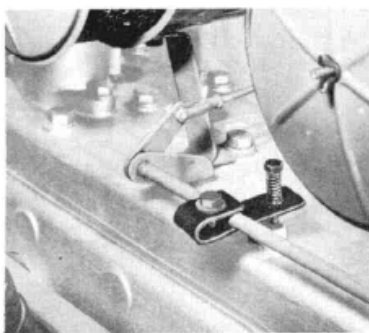
The number of clutch plates and the identifying part numbers which are cast on the annular pistons for both the front and rear units of the various transmissions are as follows:

FRONT			REAR		
Trans. Type	Piston Ident. Number	Number of Plates	Trans. Type	Piston Ident. Number	Number of Plates
H	8611259	4	H	8611520	7
J	8611261	3	J	8611258	6
Z	8614261	3	Z	8614256	5

A NEW TOOL

Writes D. M. Ellingson, Parts Manager for Edgerton Motor Co., Hudson Dealer at Edgerton, Wisconsin:

"This tool is for cars equipped with Twin H and Hydra-Matic. It saves you from setting and resetting of carburetors when setting a Hydra-Matic unit.



"Take a strip of steel $\frac{1}{8}$ " thick, $5\frac{1}{2}$ " long, by 1" wide, bend according to diagram shown above. Tap threads for bolts. One bolt tightens tool to linkage rod and the other bolt screws down on cylinder head bolt hex, setting the idling speed as required."

We have tried out the sample submitted and it operates very accurately. First prize and our congratulations to Mr. Don Ellingson!

TECHNICAL AND MECHANICAL LITERATURE AVAILABLE

The supply of Mechanical Procedure Manuals applying to the 1948-49, also that applying to the 1951, is exhausted and it is doubtful at this time if more of these will be printed.

The 1952 Mechanical Procedure Manual not only applies to the 1953 (4C-5C & 7C), but also is applicable to the 1948-49-50 and 51, six and eight cylinder cars. Although this manual does not cover Drive-Master, pamphlets are available covering both Drive-Master and Vacuum Drive.

Following is a complete list of all technical literature, Owner Manuals and Mechanical Procedure Manuals available. Service Merchandisers are available to the extent of one year's back numbers.

Stock No.	Name	Charge
T-7	Owner Manual—1938—Model 112 . . .	N/C
T-8	Owner Manual—1938—Terraplane . . .	N/C
T-9	Owner Manual—1938—8 Cyl.	N/C
T-10	Owner Manual—1942—All Models . . .	N/C
T-11	Owner Manual—1947—(Same as 46) . .	N/C
	All Models	
T-12	Owner Manual—1948—All Models . . .	N/C
T-13	Owner Manual—1949—All Models . . .	N/C
T-15	Owner Manual—1950—All Models . . .	N/C
T-16	Owner Manual—1951—All Models . . .	N/C
T-17	Owner Manual—1952—All Models . . .	N/C
T-18	Owner Manual—1953—4-5-7C	N/C
T-19	Owner Manual—1953—Jet—1-2C . . .	N/C
T-35	Flat Rate Manual—1938-4750
T-36	Flat Rate Manual—1948-49-5050
T-37	Flat Rate Manual—1951-250
T-146	Flat Rate Suppl. —1952	N/C
T-43	Body Manual —1948-5275
T-39	Mechanical Procedure Manual—1942-47	1.50
T-45	Overdrive Service Information	N/C
T-46	Drive-Master Service Information	N/C
T-47	Vacumotive Service Information	N/C
T-48	Body Manual Supplement	N/C
T-141	Hydra-Matic Transmission Manual . . .	1.00
T-145	Twin Carb. Installation—5-6 & 7B . . .	N/C
T-147	Mechanical Procedure Manual—1948-53	2.00
T-172	Mechanical Procedure Manual—1-2C—1953 Jet	1.00

Always order literature by Stock Number.

MINUTES OF HUDSON PARTS AND SERVICE MANAGERS MEETING MILWAUKEE MOOSE CLUB, MILWAUKEE, WIS. TUESDAY, MAY 5, 1953

The meeting was called to order at 8:30 P.M. by President John Dietz. Officers having held office for one year, election of new officers was held. Henry Beisel of Fonda Motor Sales was elected President, and Arthur Kitzman of John Dietz Motor Co. was elected Secretary. New officers then took over. There was a total of 16 members present. It was voted that a copy of the minutes of the meetings will be sent to each Dealership present.

SERVICE OF THE MONTH POSTER FOR AUGUST

The August Poster points to those important mid-summer adjustments and inspections that are in order at a period of summer driving to maintain trouble-free operation.

Here is a preview that affords the opportunity of getting fully prepared.



MINUTES OF PARTS AND SERVICE MANAGERS MEETING HELD AT DEER TRAIL LODGE, TOMAHAWK, WISCONSIN

The meeting was called to order by President Herb Schubring at the Deer Trail Lodge, Tomahawk, Wisconsin, on April 2, 1953. Invitation was tendered by Dealer Council that our next meeting be held in connection with the above group. The invitation was accepted and it was decided that the next combined meeting would be held on May 14th at Antigo. The club members will be notified as to the time and place.

A motion was made and seconded that more attention be paid by dealers to making out product performance reports. It was suggested that the secretary periodically remind each dealership that they send in product performance reports concerning problems brought up by them at the service meetings.

Mr. Al Krueger, Zone Service Representative, took charge of the meeting and discussed several bulletins and merchandising specials which were just received from Hudson.

The meeting was attended by members from all dealers in this Council area.



BAY AREA PARTS & SERVICE MANAGERS CLUB MEET IN OAK- LAND, CALIFORNIA.

When this live and enthusiastic group get together, things begin to pop. These meetings are an ideal medium for exchange of ideas, straightening out any service problems.

THE SUNBURY (PA.) AREA SERVICE CLUB held their month- ly meeting at Triangle Motor Co., Sunbury, Pennsylvania.

The main subject embraced a review of Hydra-Matic, covering the gear train, hydraulic circuit and instructions on disassembling, inspection and assembling of the control valve.



Improved materials to "APPEARANCE-RECONDITION" used cars for **QUICKER SALES** at **HIGHER PRICES!**

It is being proved every day that appearance-reconditioned used cars sell faster, and at higher prices. Here's all you need for better looking, quicker selling used cars:

CONVERTIBLE TOP RECONDITIONING: Easy-to-apply dye adds life and appearance to fabric tops.

FAST and ECONOMICAL EXTERIOR RECONDITIONING: Chrome cleaner, hand-rubbing compound, pre-wax cleaner, and polish and cleaner.

DE LUXE EXTERIOR RECONDITIONING: Hudson Liquid Glaze cleaner, sealer, paste and color dress.



UPHOLSTERY RECONDITIONING: Spot-remover, fabric wash, Tampico scrubbing brush, and quick-grain gloss for renewing appearance of Durafab and leather-grain finish materials.

TRUNK INTERIOR RECONDITIONING: Flock and flock adhesive to make trunk interior look like new.

CHROME RECONDITIONING: Material for applying a chrome-like finish to bumpers and grilles.

PLASTIC DYE—Black or brown: restores new look to tires and rubber mats.

INSTRUMENT PANEL and GARNISH MOLDING FINISH: Gives instrument panel and moldings a new-car appearance.

STEERING WHEEL LACQUER and CRACK FILLER: Reconditions steering wheels.

UNIVERSAL FRONT FLOOR MAT: Adds many dollars to the value of used cars.



Order Your Used-Car Appearance-Reconditioning Materials NOW!