

HUDSON

Service Merchandiser

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



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PRIZE WINNERS

At the conclusion of their Annual Divisional Parts and Service Campaign, a picnic was recently held in Portland, when prizes were awarded to the winners in that Zone.

The Parts Manager winners each won a merchandising check for \$200.00, while the winning Service Managers were each awarded an all-expenses-paid trip to Detroit for two weeks' enrollment at the Factory Training School.

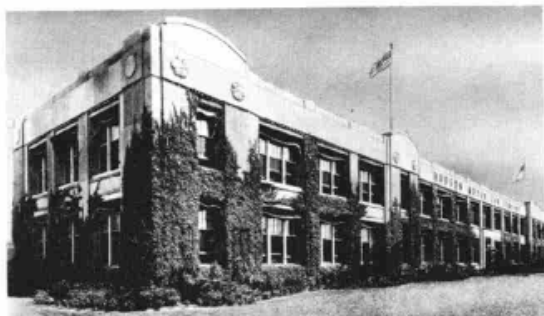
Front Row, from left: Howard Dull, Peterson-Dull, Cottage Grove, Oregon; Arvid Anderson, Root

Motors, Everett, Washington; Al Beal, Center Motors, Seattle, Washington; Bill Dearing, Ed Dearing, Portland, Oregon.

Back Row, from left: Ray Mirrasoul, Mirrasoul Motors, Coos Bay, Oregon; Bob Graves, Graves Auto, Kennewick, Washington; M. Rose, Shrock's, Salem, Oregon; C. Marshall, Countryman Motors, Centralia, Washington; Art Stack, Hall-Day Motors, Portland, Oregon; Lee Shelter, Hall-Day Motors, Portland, Oregon.

Additional photos on Page 442.

T-168



HISTORY OF HUDSON MOTOR CAR COMPANY (Continued)

ONE OF THE EARLIEST SELF-STARTERS

In the meantime, Hudson designers had been busy on new body types, and on motoring conveniences. Hudson had a self-starter as early as 1911—one of the earliest.

Up to 1913, automobile bodies had been built with a vertical dash, breaking the line of the body between the hood and the passenger compartment. In August of that year, Hudson body designers broke away from the traditions of horse-drawn buggy days, and introduced a new style in which the lines of the hood were carried through a widened, curving cowl into the lines of the body. This was one of the forerunners of today's streamlined design.

Previous to this, in the same year, Hudson body designers had placed with body builders drawings for the first inside-drive enclosed body ever built in America—the first of the industry's millions of sedans and coupes.

FIRST LOW-PRICED CLOSED BODY

In 1915 Hudson engineers had brought out a convertible sedan, a two-door car with a permanent top, and with removable windows and side posts so that this model served as an "open car" in fair weather.

But a new development, which eventually dwarfed previous attempts in automobile-body manufacture, was approaching. Hudson management felt that there was a large demand for a closed type of car which could be sold for a price nearer the cost of open cars, and in 1920 Hudson placed on the market the first low-priced, closed body ever to go into mass-production—the coach—an innovation that revolutionized body design. Most closed cars were then selling at \$1000 more than comparable open models; the Hudson put closed-car manufacture on a production basis and cut the price differential with open cars to about \$100.

The buying public's response to this innovation was so great that Hudson tripled its production facilities and doubled the floor space in its plants.

In 1926, Hudson became the first automobile manufacturer to build bodies on a production basis in its own plants.

In 1929, while celebrating its 20th anniversary year, Hudson introduced the duo-flow oiling system in its engines, labyrinth motor cooling which reduced oil temperature 45 degrees, and a combination electric oil and gasoline gauge.

UNIT ENGINEERING—ANOTHER FIRST

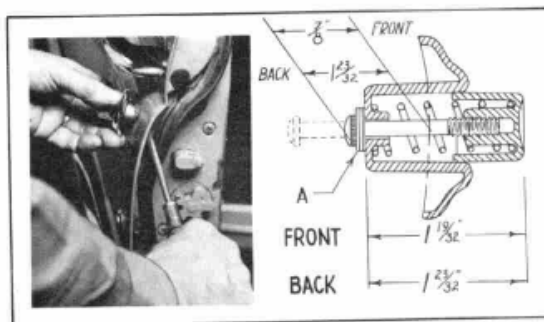
Despite the depression, which retarded engineering advances in many industries, Hudson in 1932 pioneered unit engineering—the first cars with body and chassis designed and built as a single unit, with body bolted direct to the frame.

Unit engineering, which eliminated hundreds of pounds of needless, costly, dragging weight, provided the key to record-breaking performance for Hudson cars, and enabled Hudson, in the next seven years, to capture 120 official American Stock Car records for performance, endurance and economy. Many of these records, which were established under the rules and sanction of the Contest Board of the American Automobile Association, have never been broken.

The Hudson cars which were taken at random from show-rooms all over the country, carried full equipment during all of these trials, which were entered into by Hudson not as a stunt, but to prove that unit engineering, with its reduced weight and accompanying increase in speed, also provided increase in economy and durability.

DOOR LOCK RELEASE PUSH BUTTONS 1C AND 2C

The proper operation of the front and rear door push buttons is attained only when the measurements are as shown in the illustration below at right.



The measurement at upper left is attained by adding washers (Part Number 171647— $\frac{1}{32}$ " thick), as may be required, at point "A". The measurement shown below is controlled by the threaded plunger and button. The object is to effect a door lock release before the button outer end passes into the retainer.

Removal of the front and rear push button assemblies is by inserting a screwdriver through access hole in door behind weather-strip, illustrated at left above. Installation is by placing a cloth-covered tube over push button, line up key with groove in door opening and snap into position. Re-glue weatherstrip as necessary.

CHECKING UP ON THE WEATHER CONTROL

We would call attention to the advantage of making a careful check of every part in connection with the weather control at this time and during the next few weeks, in order that this unit on every one of your owners' cars may have been checked, adjusted and in perfect working condition by the time the first frosty mornings arrive.

One of the principal items has been motor failures and of those returned to the factory, in one group over 70% were found to be o.k.—while in two other groups our tests and inspection showed over 50% were o.k. The point here is that as often occurs, the conditions causing inoperation remained on the car or were corrected with the removal of the unit.

The following are some of the conditions that have been found to be causing unsatisfactory functioning.

1. The 14 ampere fuse in the heater circuit failing to make contact due to rosin core solder at ends of contact.
2. Wire connection pulled apart inside of heater case.
3. Motor failing to start with switch in low position, resulting in motor burning out. This condition was traced to insufficient end play in armature shaft, causing the armature to bind and fail to rotate at 1½ volts, which is the amount delivered through the resistor when switch is at low position.
4. There is also the possibility of a poor ground between the heater and air duct flanges, due to paint or enamel. Examine this carefully.

Although the above-mentioned conditions have been corrected in production, they should be checked when heater motor is not functioning properly. It would be less expensive and inconvenient to analyze the cause of inoperative condition and correct it, rather than replace a heater motor, unless, of course, it is burned out or shorted.

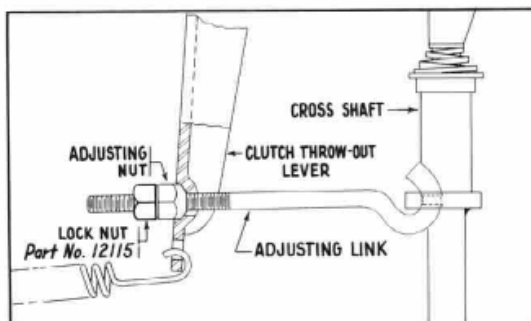
Approximately 8 amperes are drawn by heater motor at full speed and approximately 4 amperes at low speed. This may be checked with an ammeter in series with the heater switch lead. Motor should be tested by connecting a hot lead direct to motor lead terminal and applying a GROUND wire from a bare metal spot of heater motor to bare metal of car body.

Check heat control valve for being tight or bound so that it does not operate freely by either the dash control or thermostat. If heat control valve is tight, disconnect Bowden cable wire and determine if cause is in control or the valve. Apply a few drops of oil on valve lever pivot and roller. Lubricate Bowden wire and dash control. If the cable clamp is too tight it may bind the control wire.

Weather control water hose must be in good condition and properly connected. All of these have a bearing on obtaining maximum efficiency from the water. The weather control switch will become quite hot when on the low speed position due to the resistance coil, through which the current then flows. This is natural and will not cause any damage.

CLUTCH PEDAL ADJUSTMENT 1C AND 2C

On investigation of reported cases of clutch pedal losing adjustment, it was found that the regular lock nut, Part No. 170228, used on the adjusting link, was not holding the adjusting nut.



An Engineering Change has specified the use of Lock nut, Part No. 12115, to be used at this point (see illustration above), instead of lock nut, 170228.

In any case, where clutch pedal to floor board clearance does not hold at standard adjustment ¾ to 1¼ clearance, but is continually increasing, it may likely be due to the adjusting link lock nut not holding.



MR. GLENN COMER, of Glenn Comer Sales and Service, Hudson Dealer at Charleston, Illinois, writes, "I find that the noise that comes up in a new water pump assembly can be eliminated by draining the water down below the pump, removing the heater hose fitting from the pump, reach through the hole where the fitting goes and pry back the pump seal with an ice pick or a long slender screw driver and with a long spout oil can, lubricate between the seal and pump with glycerin, brake fluid, water pump grease or cylinder oil. This will completely remove the noise of a dry seal for good.

"Hope this will help some one."



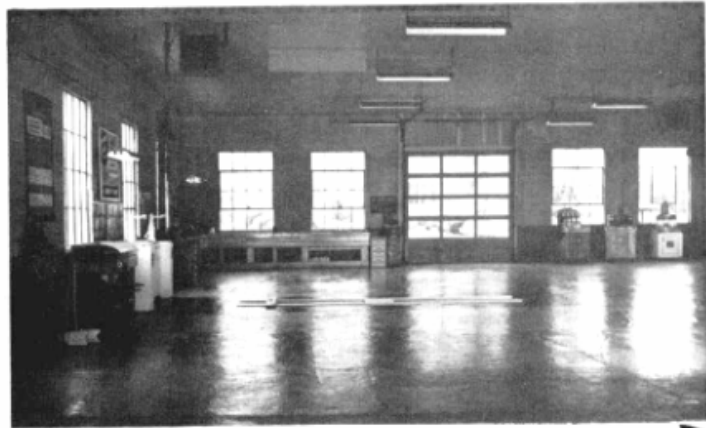
Neat and highly efficient. Operates on the principle of: "A fair deal to all and never a dissatisfied customer."

5-STAR

HOPE MOTORS, INC.

BRISTOL, R. I.

★★★★★



A shop that's clean and light, with modern facilities.



440 What counts most in any organization is the training—the know-how of the personnel. Right to left: Joseph Cabral, Salesman; Louis Falco, Salesman; James St. Angelo, Owner; Caroline Knowlton, bookkeeper; John Skober, Parts and Service Manager; John Alves, mechanic, and John Federica, Mechanic.

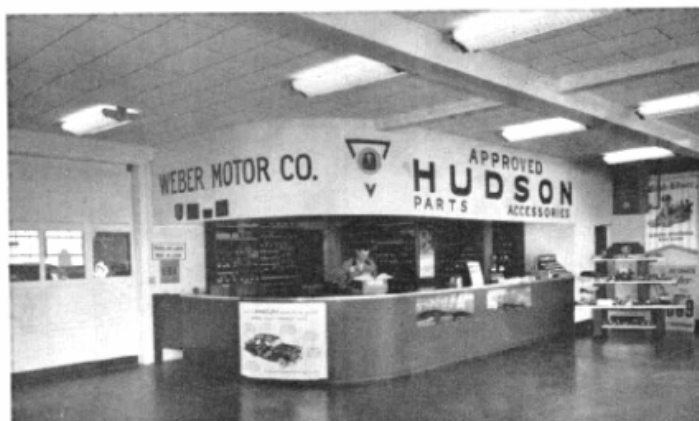
Both pride and satisfaction mingle here as Fred Butterworth, Boston Zone Parts and Service Manager attaches 5-Star Insignias on John Skober and Caroline Knowlton.



DEALERS



At this new home for Hudson, Owners may be assured of service that satisfies.



An excellent arrangement and display of a Parts and Accessory Counter. Note shop parts counter in rear, at Mr. Rose's right.

WEBER MOTOR CO.,
STERLING, ILLINOIS

★★★★★

Outstanding in well-trained personnel. Left to right: Ray Weber—Dealer, Mrs. Ray Weber—Bookkeeper, Keith Simmons—Shop Foreman, Jack Rose—Parts Manager, Lyle Rowrie—Mechanic, James Pennington—Appearance.



Every member of a Five-Star Dealer's Organization wears the button of honor. L to R: Dix Helland, Chicago Zone Parts and Service Manager; Keith Simmons, Service Manager and Jack Rose, Parts Manager.

GRAND PRIZE AND OTHER CONTEST WINNERS



First and second grand prize winners—they were the closest in guessing the number of bolts in a jar. They are Ray Mirra-soul, Coos Bay, Oregon, and Ed Dearing, of Portland.



First Prize Quartet Winners: Left to right—Gene Graves, Graves Auto, Kennewick, Washington; Bob Graves, Graves Auto, Kennewick, Washington; Spur Moormeier, Root Motors, Everett, Washington; Bob Engler, Ed Dearing, Portland, Oregon.



Second Prize Quartet Winners: Left to right—Al Beal, Center Motors, Seattle, Washington; Elmer Meade, Glen Wisser and M. Rose, of Shrock Motors, Salem, Oregon.



WHERE IS THE BUSINESS GOING?

We believe everyone in a Hudson Dealership will be interested in a recent survey, conducted by an independent source, to determine where much of the profitable service business was going.

It is quite evident from the percentage figures listed below, that automobile dealers who make available the business are not getting a fair share of it.

Lubrication Job:.....	Other Places—72.3%
	Car Dealers —22.9%
Oil Change:.....	Other Places—72.3%
	Car Dealers —22.9%
Car Wash, Radiator Flush, etc.	Other Places—56.8%
	Car Dealers —12.3%
Change Automatic Drive Fluid	Other Places—33.5%
	Car Dealers —27.8%
Accessories:.....	Other Places—31.7%
	Car Dealers —20.4%

Contact your owners, ask them to come in, put Lubrication Booklets into use, be courteous, be friendly and be very sure the Service Premises are clean and inviting to your customers.

Let your owners know you need, can handle and appreciate their Service, Parts and Accessory Business. Be competitive!

Let's ask for the business that's rightfully yours—today!

SERVICE OF THE MONTH POSTER

FOR OCTOBER

Maximum effectiveness of your poster is in putting it up promptly and in a most conspicuous place. Check your flat rate and insert the very minimum and competitive labor figure for the entire group.

Cold weather demands on the electrical system necessitate their being in tip-top shape. It's both timely and highly important.

ADDED LOAD

FALL and WINTER MONTHS

CHECK BATTERY—CLEAN TERMINALS and GROUND
CLEAN GENERATOR—CHECK and ADJUST CHARGING RATE
CLEAN and CHECK STARTER MOTOR
CLEAN and ADJUST DISTRIBUTOR—INSTALL NEW POINTS
CHECK VOLTAGE REGULATOR
CLEAN and CHECK COIL
CLEAN and ADJUST SPARK PLUGS
CHECK ALL LIGHTS—AIM HEAD LAMPS

SERVICE OF THE MONTH

A CLEAN WINDSHIELD HELPS PREVENT ACCIDENTS



Help Your Customers Keep a Clean Windshield
... It's Profitable Business!

HUDSON WINDSHIELD WASHERS OFFER MANY SAFETY ADVANTAGES

- Keeps Windshield clean in *all* kinds of weather.
- Reduces eye-strain at night when dust and grime multiply the glare of on-coming headlights.
- Provides convenience and safety ... *at the touch of a button!*

Installation is Easy—simply place the Hudson Washer Jar in position under the hood and connect it with the built-in fittings which include the Washer Jets, at the base of the Wiper Arms, and the Push Button and Wiper Control Knob.

Tie-In A Special Display ... One of September's Service Posters will deal with Windshield Washers. You have a fine opportunity here—set up a Windshield Washer Display near the poster and double your sales punch on this Item!

CHECK YOUR STOCK ...

ORDER FROM YOUR ZONE OR DISTRIBUTOR

TODAY!

HA-232242 Windshield Washer Kit
HS-209976 Windshield Washer Solvent



An ideal layout for complete one-stop service. Thoroughly equipped and excellent road service.

5-STAR

WHITING MOTOR SALES, WHITING, INDIANA

★★★★★



A neat and inviting Parts and Accessory display. William Kinkade behind the counter.



Service Personnel—each one a trained specialist in their field.

L to R—W. F. Augustian, Jr., Katherine Humbarger, Wm. Kinkade, Bob Ellis, John Seebohar, Frank Itczak, James Rethford, Wayne Frye, Alfred Thorn and Frank Kanver.

The lapel button signifies an accomplishment and is an incentive to future effort. L to R—Bob Ellis, Service Manager; Dix Helland, Parts and Service Manager, Chicago Zone; John Seebohar, Shop Foreman; William Kinkade, Parts Manager.



DEALERS



Frank S. Mullen, Inc., of Charleston, West Virginia, proudly display their Five-Star Service Station Award. A spacious building with ample facilities to render Hudson owners complete service.



Their customer parts window is not only inviting, but also carries the assurance of Genuine Parts and Hudson-Approved Accessories.

FRANK S. MULLEN, INC.

CHARLESTON, WEST VIRGINIA

★★★★★

Here is departmentized and specialized work—Clean and plenty of light—That's important!

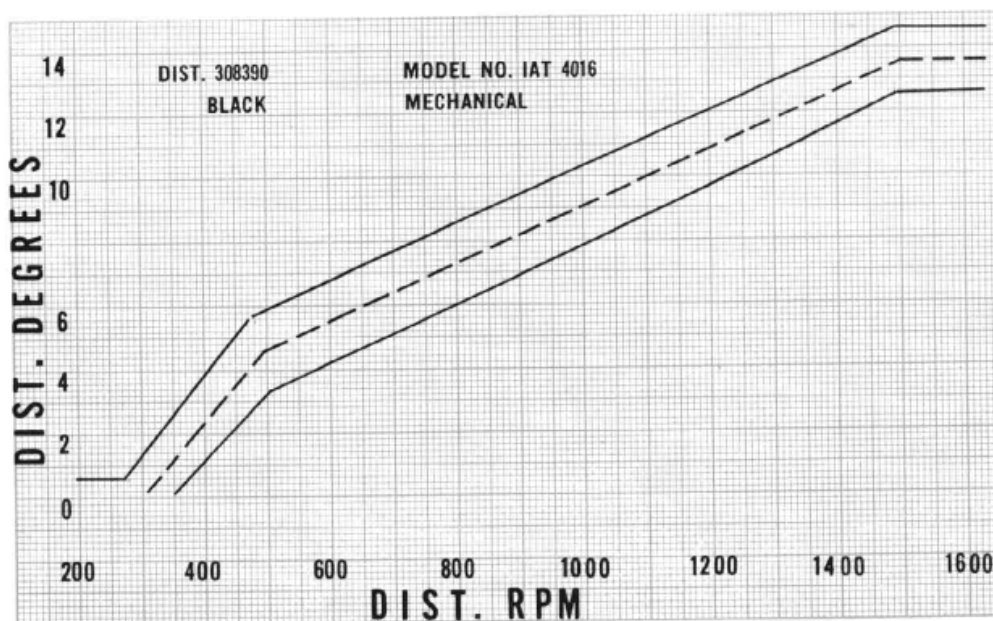
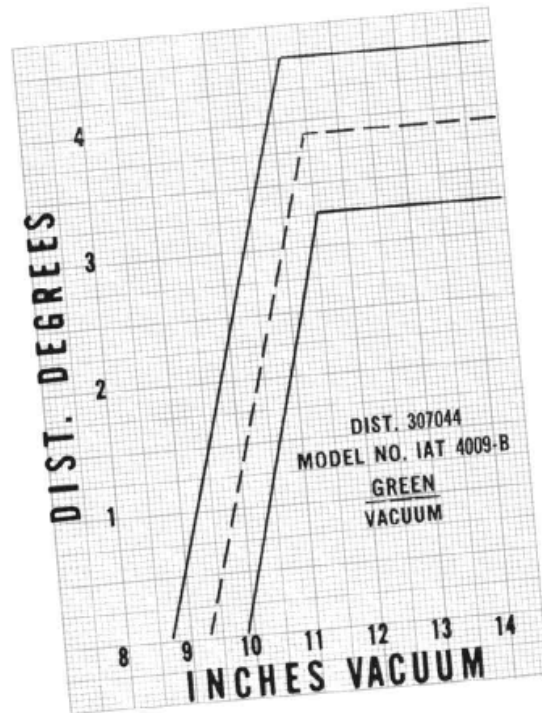
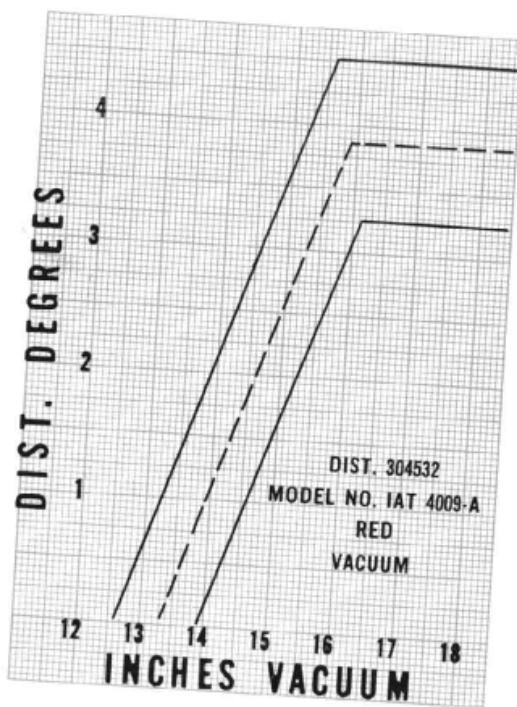


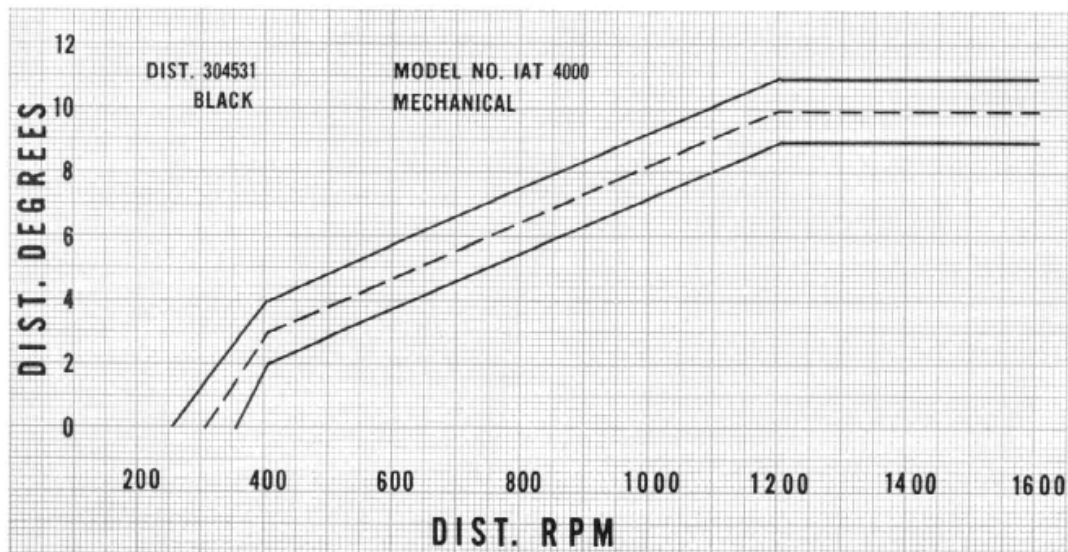
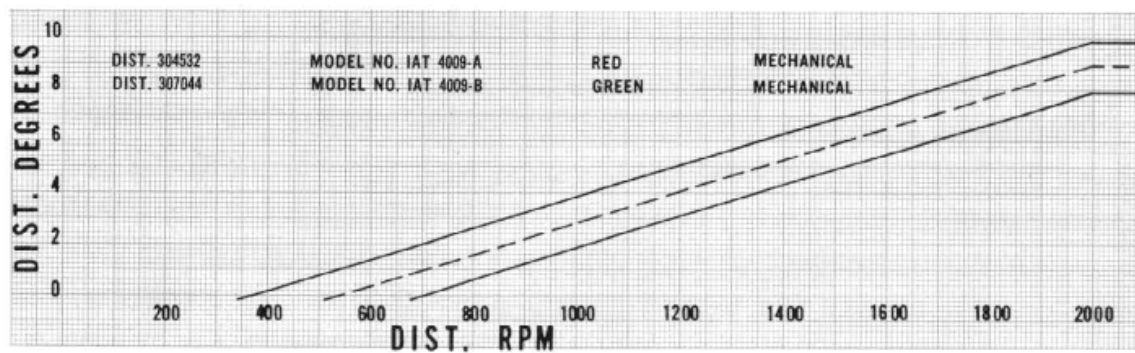
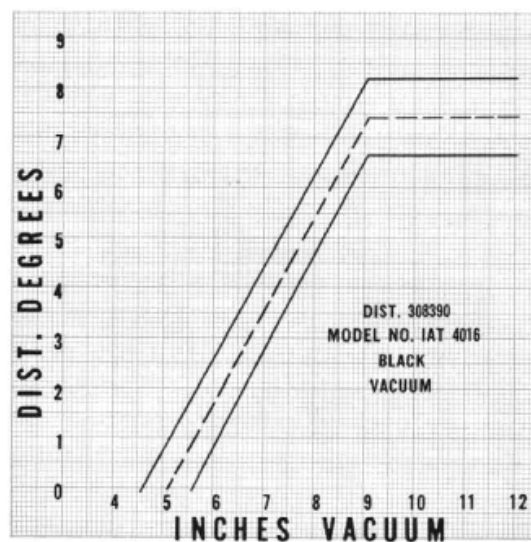
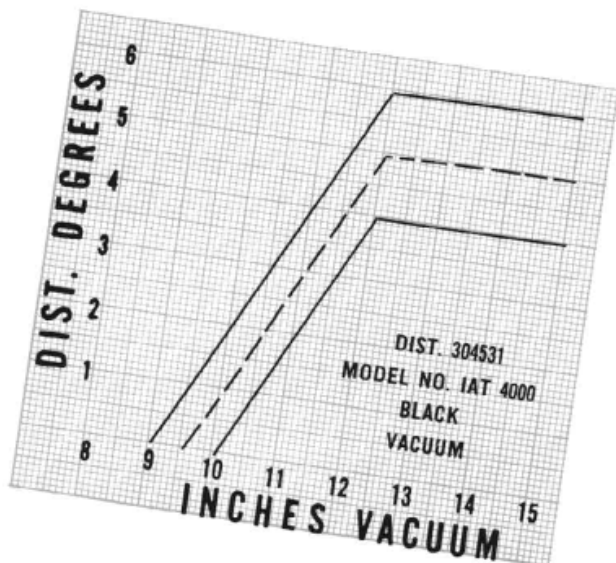
B. A. Kroger, Cincinnati Zone Parts and Service Manager, presents Mrs. O'Dell, bookkeeper, the beautiful 5-Star button, as Ken Steel, Parts Manager, and Reed Jarrett, Service Manager look on. Ready smiles win Customer goodwill, too.

DISTRIBUTOR SPARK ADVANCE CURVES

The distributor spark advance must follow a smooth curve within one degree at all points. Ideal advance is central dotted line.

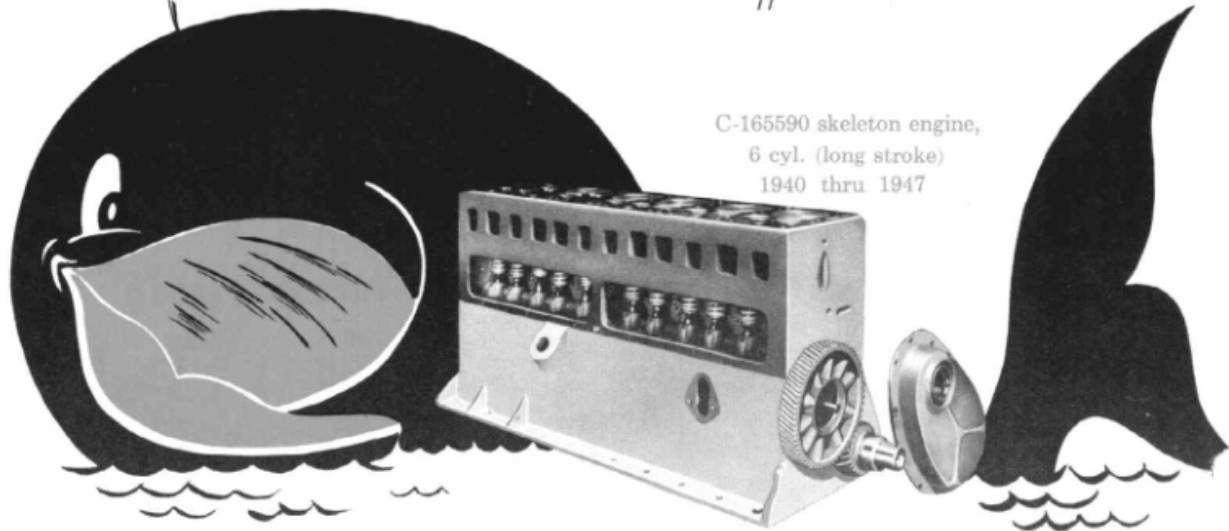
Distributor identification is by color and model number on name plate.





A *Whale* Of A Bargain

AT THE NEW REDUCED PRICE OF **\$165.00**



C-165590 skeleton engine,
6 cyl. (long stroke)
1940 thru 1947

NOT A SINGLE REBUILT PART USED!

**REMEMBER—THIS ENGINE IS
FACTORY-BUILT WITH ALL NEW PARTS:**

- New cylinder block
- New crankshaft and bearings
- New camshaft and bearings
- New pistons, pins and rings
- New valves, valve guides and tappets
- New connecting rods
- New timing gear and cover

DEALERS . . . can now install new factory-built and guaranteed engines in 1946-47 used cars at a minimum of expense . . . assuring a faster turnover of the older models.

Owners of 1940-47 cars will also welcome the opportunity to economically *RENEW* their transportation . . . with a new, dependable low-cost engine.

Tell your customers of this 27% price reduction . . . by displaying a C-165590 engine on your service floor with the new low price plainly visible.

ZONES CAN DELIVER IMMEDIATELY—

order a supply of these skeleton engines now!