First impressions are lasting impressions. The care and thoroughness with which the New Car Pre-Delivery Inspection operations are performed, largely determine whether the owner’s first impressions of his new car and the organizations which built and sold it, will be favorable or otherwise.

Likewise, the manner in which this important work and the subsequent 1000-mile and 2000-mile inspections are done, governs to a great extent, the freedom from trouble and measure of satisfaction the owner will experience during the early life of his car.

Conscientious performance of the New Car Pre-Delivery Inspection before delivering the car and the 1000-mile and 2000-mile inspections at the proper intervals, will pay off in owner satisfaction and enhanced prestige for the car, its builder and the firm who sold it.
FRONT FLOOR MAT OPENING AND COVER

To facilitate checking the transmission fluid level and adding fluid when necessary, all Hornet, Super Wasp and Wasp models equipped with Automatic Transmissions are now provided with access openings and covers in the front floor mats.

It is recommended that the Part No. 243113 Front Floor Mat Hole Cover be installed on those earlier production cars not so equipped when they come into your Service Department for inspection or service work. The installation of the floor mat cover eliminates the need for unfastening and rolling back the floor mat and tends to encourage fluid level checking at the recommended intervals.

Order a small quantity of these covers from the Factory Parts Department under the above part number for this purpose.

Installation of the cover can easily be made without removing the mat by locating a point on the mat as indicated by the measurements in the sketches below, scribing a $3\frac{1}{2}''$ diameter circle with a compass and cutting a hole in the mat and felt pad with a knife or curved tinner's snips. Two holes must also be drilled through the floor panel for the Part No. 171387 attaching screws as shown.

The flat rate time for the installation of the front floor mat hole cover is .5 hour and requests for credit covering this work should be submitted to the Owner Relations Department in the usual manner.

ARE YOU ASKING FOR MID-WINTER LIQUID GLAZE BUSINESS?

You're smart if you're taking advantage of your opportunity for extra profits by recommending mid-winter Liquid Glaze treatments to your Service Customers. It's profitable business!

Snow, slush, road salts, and ice take their toll of unprotected car finishes. Point this out to all your Service Customers. Then ask for their business!

**For new cars prior to delivery**

Based on a nominal cost to the owner of $15.00 per Appearance Treatment, you can make a substantial plus-profit on every new car sold. The use of Liquid Glaze reduces paint complaints to a minimum.

**For service customers**

Liquid Glaze brings out the deep rich color of the original paint and, with average care, lasts six months. Material and labor cost break-down assure good profit to you, as well as complete Customer satisfaction.

**For used-car reconditioning**

The first impression of any car starts with the attractiveness of the exterior finish—basically important to the sale. An attractive used car sells quicker and for a better price. Use Hudson Liquid Glaze to do an outstanding job of cleaning and restoring original appearance and preserving the finish.
INSTALL NEW RELIEF VALVE FOR NOISE CORRECTION

As a remedy for the buzzing sound emanating from the transmission during moderate or heavy acceleration on some Hornet, Super Wasp and Wasp models equipped with the new Automatic Transmission, certain changes have been incorporated with the Front and Rear Pump Relief Valve.

When cases of this kind are encountered in the field, correction should be made by removing the valve assembly now in the transmission and replacing it with the later Part No. 311567 Front and Rear Pump Relief Valve Body Complete. These units, which should be ordered from the Factory Parts Department, are shown on Page 5 of the Automatic Transmission Supplement covered by illustration number 11.3930.

Following is the replacement procedure:

REMOVAL

1. Raise car.
2. Drain transmission, filtering fluid through clean cloth for re-use.
3. Remove 14 cap screws holding oil pan and take off pan.
4. Remove 4 cap screws holding front and rear oil pump relief valve assembly to valve block and take off valve carefully removing gasket.

INSTALLATION

1. Install new front and rear oil pump relief valve assembly, using a new gasket if necessary. Use 6 to 8 ft. pounds torque in tightening cap screws.
2. Install oil pan, using new gasket if necessary. Tighten cap screws to 13 to 18 ft. pounds torque.
3. Refill transmission, using Type “A” Automatic Transmission Fluid. If the fluid drained from the transmission was carefully filtered into a clean container, it may be re-used. Add fluid if necessary, to bring the level to the “Full” mark on the gauge stick.

FLAT RATE TIME—The flat rate time allowance for performing this operation is .8 hour and requests for credit should be submitted to the Owner Relations Department in the usual manner.

UNIVERSAL JOINT BEARING RACE TIE BAR

A welded-on type of universal joint bearing race tie bar is used at each end of the propeller shaft, as is illustrated below. These tie bars prevent bearing cups from falling off during shipment and handling. They are held in the cup seat of the companion flanges into which the tie bars should be positioned.

In some instances, this tie bar may be broken off close to the spot weld, the welded metal remaining on the cup. Although the strap may be entirely removed, care must be taken when assembling the universal joints to see that the cup welds are fitted in the relief of the companion flanges.

TACK WELDED HERE

GREETING A NEWCOMER

Whenever a Hudson Owner moves to the Omaha area, he receives this letter of welcome from Rosen-Novak Co., Hudson Dealer. Knowledge of owner’s arrival is through the new registration listing of car licenses. The effectiveness of this warm and timely greeting has proven itself.

“As an owner of a Hudson automobile, we feel sure that you appreciate that it is one of the finest engineered cars on the market today. Like any other fine piece of equipment, it requires the attention of men who are specially trained to service it, if you want to get the most efficient service out of it.

“In order to show you the advantage of having your car serviced regularly by factory-trained men, we are enclosing a free specialized lubrication offer. This will give you an opportunity to see for yourself the advantage of giving your care the best care. We use only genuine Hudson parts, and factory-specified lubricants in our shop.

“If you have any service problems with your car, I should be glad to discuss them with you. I’m sure that you will find that it costs no more to have men who are specialists work on your car. As the only authorized Hudson dealer in the city, we are interested in seeing that every Hudson owner receives the best possible performance from his car.

“Won’t you take advantage of our invitation and come in and let our courteous lubrication specialists give your Hudson a free treatment the factory way.”
GLARE-PROOF MIRRORS ARE SAFETY "MUST"

RECOMMEND AND SELL THEM FOR EXTRA SAFETY!!

All car owners are vitally interested in safety. Show them more safety and you show them something they want!

Here is a mirror that provides extra safety. It works like an adjustable prism simply by flipping the tab with a finger. No more blinding headlight glare from the rear, yet a clear image of objects remains.

It's exceptionally large—over 20 square inches of finest mirror glass!

Be sure to install them on all showroom cars and demonstrators. Glare-Proof Mirrors are an accessory people want when they see 'em installed! When they try 'em out! Like a windshield washer, if they've ever used one, they won't be without one.

SIMPLE INSTALLATION

Installation is "easy as pie." Simply remove standard mirror from bracket and replace with glare-proof mirror. That's all there is to it!

PART NUMBERS AND MODELS

<table>
<thead>
<tr>
<th>Part Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>HA 210827</td>
<td>1948 thru 1953, except 1C and 2C</td>
</tr>
<tr>
<td>HA 239047</td>
<td>All Jet Models 1C, 2C, 1D, 2D, 3D</td>
</tr>
<tr>
<td>HA 240691</td>
<td>4D, 5D, 7D</td>
</tr>
</tbody>
</table>
TWO-WAY ACTION CUTS DOWN GLARE
HAZARD WHEN DRIVING AT NIGHT . . .
ELIMINATES BLINDING HEADLIGHT GLARE
FROM REAR!

RECOMMEND AND SELL THEM FOR EXTRA BEAUTY!!

Besides more safety, the Hudson Glare-Proof Mirror provides additional ornamental value. As the picture shows, it's beautifully designed and contoured.

The mirror's sparkling luster shows up most handsomely through the windshield! Point this out to your customers, especially the women.

BUILD UP YOUR STOCK . . .

PLACE YOUR ORDER TODAY!!!
LEANER CARBURETOR METERING RODS

The gasoline economy, smoothness, and general performance of cars which are regularly operated at altitudes of 4,000 feet or more, can often be improved by slightly changing the carburetor calibration and ignition timing.

When the operation of the car at the higher altitudes indicates the need for a leaner fuel mixture, it is recommended that the carburetor metering rod or rods be changed to one of the leaner types, depending upon the altitude in which the car is driven.

1. Use standard metering rods from sea level to 4,000 feet.
2. Use one size lean metering rods from 4,000 to 8,000 feet.
3. Use two sizes lean metering rods from 8,000 to 12,000 feet.
4. Use three sizes lean metering rods at altitudes of 12,000 feet and higher.

The use of leaner metering rods at altitudes lower than 4,000 feet may cause unsatisfactory engine performance and little, if any improvement in fuel economy. The standard and leaner metering rods used on the 1953 "C" Series and the 1954 "D" Series Hudson Models are as follows.

<table>
<thead>
<tr>
<th>Car Model</th>
<th>Carb. No.</th>
<th>Standard Size</th>
<th>Lean Size</th>
<th>Three Sizes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1C &amp; 2C-</td>
<td>9009S</td>
<td>75-856</td>
<td>75-907</td>
<td>75-908</td>
</tr>
<tr>
<td>Single</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1C, 2C, 1D, 2 &amp; 3D-Single</td>
<td>20098A</td>
<td>75-914</td>
<td>75-920</td>
<td>75-921</td>
</tr>
<tr>
<td>1C, 2C, 1D, 2 &amp; 3D-Twin</td>
<td>2013S</td>
<td>75-878</td>
<td>75-904</td>
<td>75-905</td>
</tr>
<tr>
<td>4C &amp; 4D-</td>
<td>749S</td>
<td>75-704</td>
<td>75-712</td>
<td>75-713</td>
</tr>
<tr>
<td>Single</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5C &amp; 7C-</td>
<td>776S</td>
<td>75-754</td>
<td>75-732</td>
<td>75-741</td>
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<tr>
<td>Single</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5D &amp; 7D-</td>
<td>2115S</td>
<td>75-732</td>
<td>75-980</td>
<td>75-741</td>
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<tr>
<td>Single</td>
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<td></td>
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<tr>
<td>5C-Twin</td>
<td>990S</td>
<td>75-851</td>
<td>75-856</td>
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<tr>
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<td>2114S</td>
<td>75-956</td>
<td>75-977</td>
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<tr>
<td>7C-Twin</td>
<td>968S</td>
<td>75-834</td>
<td>75-861</td>
<td>75-862</td>
</tr>
<tr>
<td>7D-Twin</td>
<td>2113S</td>
<td>75-955</td>
<td>75-974</td>
<td>75-975</td>
</tr>
</tbody>
</table>

*If carburetor is equipped with 75-914 metering rod, use leaner metering rods specified for 20098A carburetor.

The Part numbers of the carburetors and metering rods shown above are those of the Carter Carburetor Corporation from whose service outlets they may be obtained.

Standard ignition timing is top dead center for cars with standard metering rods. However, when leaner than standard metering rods are installed, the ignition may be advanced up to 4 degrees (flywheel) before top center as the car is being operated at the maximum altitude specified for the particular metering rods.

LET'S TURN THE CLOCK BACK

Spring in many parts of the country is only a month away. Let's put the thought of winter behind us and start planning on an aggressive Parts and Service Campaign for the Month of March and each month thereafter during the year that will fill the shop to capacity and pay a greater portion of the fixed expense of the Dealership by the gross profit from the Parts and Service Department.

Dealers need this profit at all times, but with the competitive market we are now in, the need is that much greater.

As an employee of a Hudson Dealer, you are vitally concerned in the welfare of the Dealership. You want to do your share to promote this welfare. Remember, in our business you can't beat the old principle of doing good clean work for a customer at a fair price and then expressing your appreciation to him for bringing his business to you.

Let's turn the CLOCK BACK from the present day attitude toward customers and go back to the old time and tried service rules of recognizing the Hudson Owner as a most important man to all of us and then treat him accordingly. BE CLEAN IN YOUR WORK. BE COURTEOUS TO YOUR CUSTOMERS. Let them see that you take pride in your work.

A ZONE TO DEALER FOLLOW-UP LETTER

Being wide-awake and on their toes—here is an example of how one Zone follows through on an item that appeared in your Service Merchandiser. Below the letter is arranged an order form...

"TO ALL PARTS & SERVICE MANAGERS"

Subj: Aluminum Cylinder Heads
Ref: Service Merchandiser, November Issue, Page 488, Paragraph No. 4 which states:

"To prevent any difficulty in removing aluminum cylinder heads and spark plugs 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 SOHL CYL. No. 300."

"This special oil is carried in our Zone stock under Hudson Part No. C 156549."

"Save time on labor, and reduce owner complaints. Order an ample supply today on the form below."
PRELIMINARY TIME SCHEDULE

The time schedule (flat rate) listed below covers the removal, installation, overhaul and adjustment of the units of Automatic Transmissions, Power Steering and Power Brakes. Proper special tools were used in the course of all operations where applicable.

AUTOMATIC TRANSMISSION

OIL PRESSURE TEST—Complete .................. .8
TRANSMISSION ASSEMBLY—R & I
Includes Drain & Refill ...................... 4.0
OVERHAUL—When Removed .................. 2.6
REPLACE CASE—When Removed ............. 3.1
EXTENSION CASE—R & I ...................... 2.0
OVERHAUL—When Removed ................. 9.0
VALVE BLOCK—R & I ......................... 1.0
OVERHAUL—When Removed .............. 7.0
RELIEF VALVE—Front & Rear Pump—R & I .. .8
PUMP ASSY.—Rear—R & I .................. 2.4
OVERHAUL—When Removed ............. 4.0
SERVO—LOW & FORWARD—R & I or Install
Gaskets & Seal (Remove Front Muffler) ..... 1.4
SERVO—REAR—R & I
Or Renew Gasket & Seal .................. 4.0
SPEEDOMETER GEAR &/OR
HOUSING—R & I .......................... 6.0
OIL—Drain & Refill .......................... 6.0
OIL SCREEN—R & I or Clean .............. 6.0
FLOOR MAT—FRONT—Cut Hole in Mat
& Install Inspection Cover ............... 5.0
CONVERTER—R & I—When Transmission
Removed ................................ 1.2
MAINSHAFT—R & I—Transmission Out .... 1.7
MAINSHAFT—Remove, Clean, Disassemble
and Assemble .......................... 2.9
Replacement of all or any of the assembled parts
of mainshaft is included during above operation.

BRAKE BANDS—R & I—When Mainshaft Out
Adjust—Transmission in Car ............. 9.0
Adjust—Transmission Out ................ 3.0
ADJUSTING SCREW & LOCK NUT—
R & I One ................................ 4.0

POWER STEERING

NOTE: Draining and or Refilling Time Included In
All Operations Where This Is Necessary.

POWER CYLINDER & DRAG LINK ASSY.
R & I .................................. 2.3
POWER CYLINDER—Overhaul When
Removed ................................ 1.5
RESERVOIR AND/OR MANIFOLD—R & I .. .1.3
POWER CYLINDER HOSE (ONE)—R & I .. .4
BOTH HOSES ............................ 5.0
PUMP—R & I .............................. 1.7
PUMP—Overhaul When Removed ........ 0.6
PUMP PULLEY AND/OR DRIVE BELT—
R & I .................................. 3.0
PUMP BELT—Adjust ...................... 2.0
DRAG LINK ASSEMBLY—Includes
steering check and any necessary corrections . 1.2

CHECK OIL PRESSURE .................. 4.0
TIGHTEN ALL CONNECTIONS .......... 5.0
All Engine Operations Involving Removal
of Cylinder Head If Equipped with Power
Steering, Add ................................ 2.0

POWER BRAKES

MASTER UNIT ASSEMBLY—R & I .......... 1.3
POWER BRAKE MASTER CYLINDER ASSY.
R & I—ADD TO ABOVE OPERATION .... 3.0
MASTER UNIT ASSEMBLY ................
—Overhaul When Removed ............. 1.2
POWER BRAKE VACUUM TANK—R & I . .3.0
ADJUST BRAKE PEDAL CLEARANCE .... 3.0
VACUUM CHECK VALVE OR HOSE—
R & I .................................. 2.0

ACCESSORIES

REAR MOUNT—WIRE OR DISC WHEEL—
Installation Includes all sheet metal work and
painting .................................. 8.0
Painting rear mount only .................. 2.0
WIRE WHEEL DISCS—Install Four ....... 1.0
RADIO SPEAKER—Rear Seat Installation . 4.9
ANTENNA—Fender Installation ........... 1.5
TRAFFIC LIGHT VIEWER .................. 4.0
DOOR GUARDS—Body ...................... 4.0
Dor-Gard—Gasoline ...................... 2.0

SERVICE OF THE MONTH POSTER

FOR MARCH

Here is an attractive and highly important combination
of inspection and adjustments. You may be sure
posters are read by and do appeal to your customers.
Get your rock-bottom price in the circle and your
poster up in a conspicuous place just as quickly as
possible.

ENJOY SAFER, EASIER STEERING...

with our STEERING SPECIAL

ADJUST STEERING GEAR—TIGHTEN
STEERING GEAR AT DASH AND FRAME—
ADJUST FRONT END—SET CASSETTE CAMBER
AND TOE-IN—CLEAN AND DEPAX FRONT WHEEL
BEARINGS—CHECK ALL STEERING AND FRONT
END PARTS FOR WEAR—CRASS—CRASS TIDES

Hudson SERVICE OF THE MONTH

491
the wholesale parts market is...

A PLUS PROFIT FOR 1954!

NO AUTOMOBILE DEALER obtains all of the service business from his Owners. Many owners take their cars to Independent Garages and Service Stations. The service labor is lost, but... Hudson Dealers can get all of the Parts business through these other companies.

The Retail Parts sold in your Service Department represent only a portion of the available Hudson Parts business.

OR...

2 OUT OF EVERY 3 DOLLARS of replacement parts used on Hudson Cars... will be sold by one of these automotive service companies.

INDEPENDENT GARAGES AND COLLISION SHOPS

OTHER NEW CAR DEALERS

SERVICE STATIONS

USED CAR DEALERS

HERE ARE YOUR WHOLESALE PARTS CUSTOMERS!

This business is available to you, but you must ask for it!

DIRECT MAIL

TELEPHONE

USE

PARTS DELIVERY

PERSONAL CONTACT

Two important Services ONLY you as a Hudson Dealer can offer.

A one-stop source of supply for Genuine Hudson Parts and Technical Information.

Always be ready, willing and able to serve those companies who also repair Hudson Cars.