

# HUDSON

## *Service Merchandiser*

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

VOL. 6 NO. 3

MARCH 1954



### **More radio profits...yours for the asking!**

Radios are the easiest-to-sell accessories you have, and one of the biggest profit items. Over 90% of new-car buyers *want* radios! This big profit volume is yours practically for the asking!

**Hudson buyers want Hudson radios**  
— They're Factory-Engineer approved . . . guaranteed top performers . . . best for Hudson cars!

Hudson radios and radio speakers are designed exclusively for use in Hudson automobiles. Interference has been practically engineered out. Radio and car must match for best performance. Customers know this. Remind them of it! Hudson radios are fully covered by Hudson's new-car guarantee.



**De Luxe Radio, Manual Tuning, Six Tubes**

Top performance at a low price. Has clear reception, long range, and unusually rich tone.

**IF YOU DON'T  
SELL 'EM,  
SOMEBODY ELSE WILL!**



**Custom Radio, Push-Button Tuning, Eight Tubes**

Excellent long-range performance with big console-like tone right in your car.

Customers want the pleasure of radio, wherever they go. Sooner or later they buy. Don't lose these extra profits. Suggest a genuine Hudson radio to every new-car buyer!

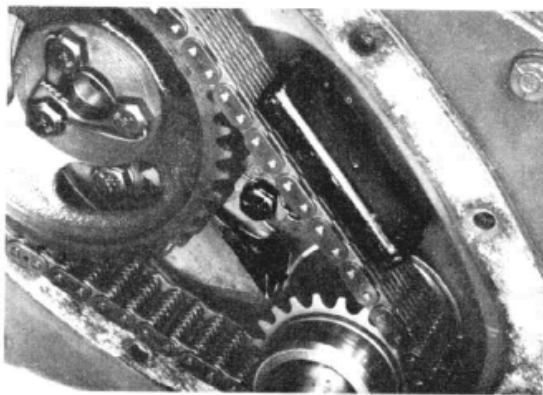
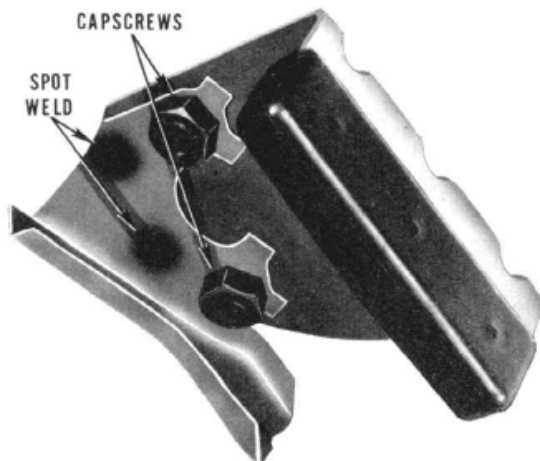
T-211

### TIMING CHAIN SNUBBER AND OIL TROUGH ASSEMBLY 4D—5D AND 7D

The Timing Chain Snubber location has been changed from the Timing Chain Cover to the front face of cylinder block. The new Oil Trough and Snubber are spotwelded together as an assembly, Part Number 310880, and is held in position by two cap screws as illustrated below.

The new assembly requires an additional threaded hole in the front face of block, therefore, may be installed only on series D4—5 and 7 engines. This also involves a change in timing chain cover—that is with and without the snubber.

The new Snubber and Oil Trough began in production on 4D at car number 4286275, 5D car number 5285985 and 7D at car number 7285812.



### AUTOMATIC AND HYDRA-MATIC TRANSMISSION GASKET KITS

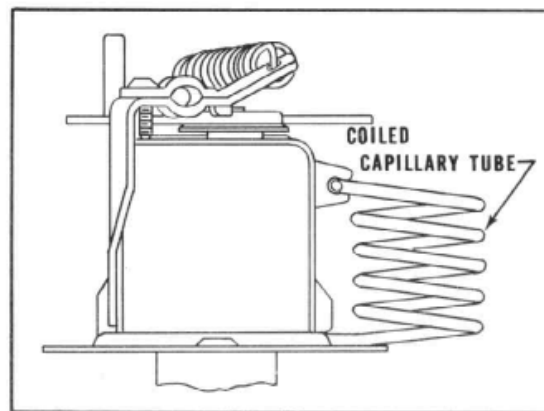
In view of the fact that proper oil pressure and freedom from oil leaks are vital to the proper performance of these transmissions, anywhere a gasket is broken in the disassembly, a new gasket should be used when re-assembling.

Complete gasket kits are available for both of these transmissions and every Dealer's stock room should have on hand at least two or three gasket kits for each. Time and expense of doing a job over can oft times be avoided by the use of NEW gaskets.

### WEATHER CONTROL WATER VALVE 1D-2D & 3D

Beginning with car No. D-2292652, a change was made in the weather control water valve in that the capillary tube which heretofore was secured to the heater core is now coiled at the side of the water valve. Note illustration below.

The part number of the new water control valve is 311043. It is interchangeable with the former type.



### SERVICE MERCHANDISER MAILING LIST

During the past three years, the same quantity of Service Merchandisers have been mailed to each Zone every month, with the exception of several instances when Zones have requested a change in the quantity being mailed to them.

We want every Zone and Distributor to have an adequate quantity for every one of their Dealers and their own organizations. We do have reason to believe that most Zones and Distributors are having many Merchandisers left on hand after completing their mailing.

Those left over are, for the most part, wasted. We have no way of knowing accurately just how many are actually required except through direct information from Zone or Distributor.

It is our desire to prevent any unnecessary waste and will ask that each and every Zone or Distributor make a careful check of how many they need and let us have the TOTAL QUANTITY FIGURES just as soon as possible.

## AUTOMATIC TRANSMISSION CHANGES

### SPEEDOMETER GEAR HOUSING GASKET

Effective with Automatic Transmission Serial Number HA-6550, a new gasket is used between the speedometer gear housing and cover to minimize oil leaks at this point. The part number 311683 Speedometer Gear Housing Gasket is thicker than the one previously used.

### VALVE BLOCK

A change in the part number 311537 Valve Block Complete, which incorporates the part number 311567 Front and Rear Pump Relief Valve, was made in production beginning with Transmission Serial Number HA-7118, for the purpose of reducing the buzzing noise and the front pump pressure.

Note: A number of transmissions built prior to the above serial number were modified to incorporate the latest changes in the Front and Rear Pump Relief Valve. Such units can be identified by the letter "V" stamped on the transmission number plate after the serial number.

The procedure to be followed in the field for the correction of valve buzzing is covered in Technical Bulletin No. 9, dated December 16, 1953.

### REAR PLANET CARRIER

A different Rear Planet Carrier, involving material and machining changes, is used in transmissions bearing Serial Numbers HA-6005 and higher. The new Rear Planet Carrier Assembly (part number 311406) is interchangeable with the previous type, however, when installing it in earlier transmissions, the part number 311413 Spacer Washer must also be used. The new Rear Planet Carrier Assembly can be distinguished from the earlier unit by the counterbore machined in the rear hub face to receive the washer.

### COLLECTOR RING

Loosening of the hub in the front pump collector ring and/or breakage of the collector ring has been minimized by more careful inspection of the castings for the detection of flaws and hairline cracks and also by improved machining of the holes in the collector ring and hub to insure full contact of the two dowel pins. These practices became effective in production with Transmission Serial Number HA-7000.

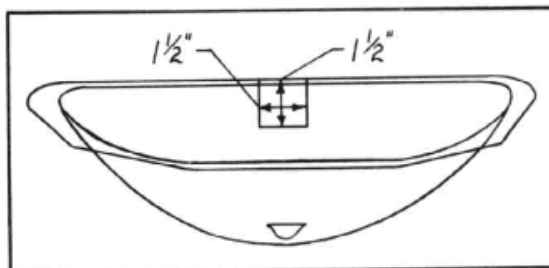
### INSPECT PUMP

Whenever transmission assemblies bearing lower serial numbers are dismantled from the car for any reason, the front pump assembly should be removed for examination. Should inspection disclose the presence of cracks in the casting radiating from or in the vicinity of the dowel pins, or looseness of the hub or dowel pins, a new pump assembly should be installed.

### TORQUE CONVERTER

Changes in the Torque Converter Assembly affecting the operation of the Stator unit, became effective in production beginning with Torque Converter Serial Number 6004. This number is stamped on the front face of the Torque Converter near the periphery.

When making Torque Converter replacements in the field for any reason, use only the later type (part number 311368) unit which can be identified by white paint on the blower.



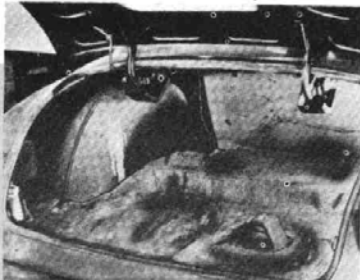
**CONVERTER HOUSING COVER  
AUTOMATIC TRANSMISSION**

On any occasion when removing either the Automatic Transmission or Converter, it is necessary to drain the oil from both units. Unless the Converter housing cover is removed, it is quite difficult to remove or install the drain plug or even collect the oil as it is drained.

To simplify removing the drain plug and collecting the oil, it is recommended that a square section 1 1/2 x 1 1/2 be cut out from the front of cover so as to clear the engine oil pan drain plug. (See illustration above.)

**Zones and Distributors if you have an excessive quantity of Service Merchandisers left over after making your Dealer mailing, by all means, give us your revised requirements.**

# HUDSON APPROVED MATERIALS



**HUDSON'S CARPET FLOCK (Brown) AND ADHESIVE . . .** for resurfacing rear trunk compartment floor and sides, leaving an attractive even-colored strong hair fibre lining and carpet.



**HUDSON'S STEERING WHEEL CRACK FILLER AND LACQUER (Beige) . . .** for the repair of cracked or chipped steering wheels. Filler can be sanded to a smooth hard finish, adhering to either plastic or rubber steering wheels, lacquered to a smooth non-peeling glossy finish.



**HUDSON'S FABRIC WASH AND TINTS (Taupe and Blue-Gray) . . .** solution of Fabric Wash and Tint cleans and restores dull, faded fabrics, leaving a desirable aroma. For this operation, the Tampico Scrubbing Brush is recommended. Other than normal dirt such as grease and stain spots, use Hudson's Dry Spot Remover, Quick Grain Gloss for . . . renewing Dur-fab and materials with leather-grain finish.



## BUYERS ARE ATTRACTED TO SMART-LOOKING USED CARS

**BRIGHTEN 'EM UP, INSIDE AND OUT** "BACK-ROW-ITIS" look will lose money men. Give 'em that smart-looking appearance that catches the eye and start the sale.

The investment is small . . . in time, labor and material, compared to the increased sales value of smart-looking used cars.

**HERE'S ALL YOU NEED . . .** to do all your car body and interior conditioning, efficiently and economically.



**HUDSON'S PLASTIC DYE (Black and Tan) . . .** restore that desirable look to dingy floor mats, accelerator pedal, use Hudson's Accelerator Pedal for complete replacement, use the eco 234999).

# Minimize your used car reconditioning problems

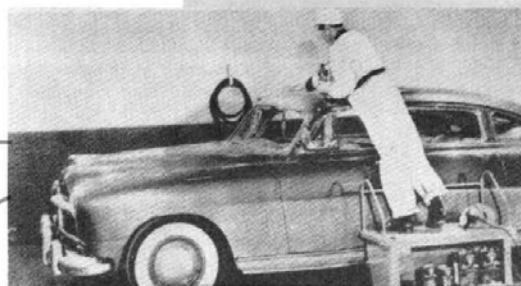


## USED BY OLD CARS.

Used cars with that  
and demoralize sales-  
ice—one that will stop

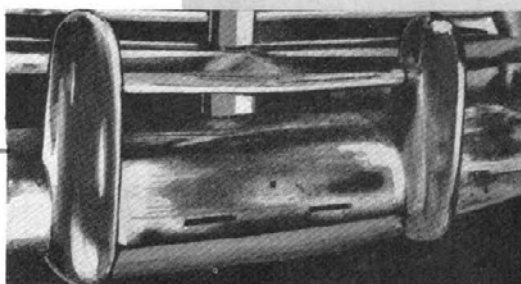
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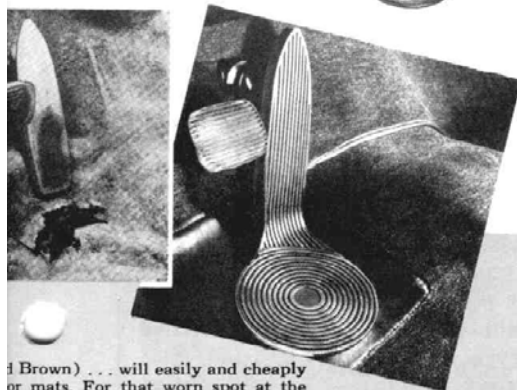


**EXTERIOR RECONDITIONING . . .** Hudson's Liquid Glaze Cleaner, Sealer, Paste and Color Dress is unmatched for restoring original luster to heavily oxidized cars.

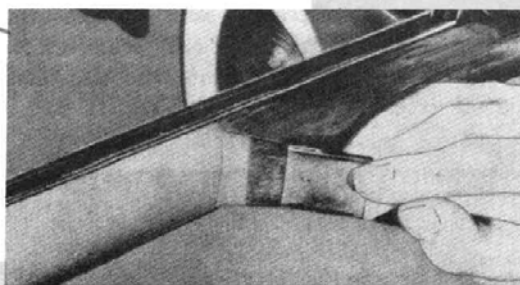
For fast, low-cost exterior reconditioning, Hudson's CHROME CLEANER, RUBBING COMPOUND, WAX CLEANER and POLISHES will do a first-class job.



**HUDSON'S CHROME RECONDITIONING PACKAGE . . .** will restore that bright chrome luster to chrome parts that are beyond cleaning or polishing.



and Brown) . . . will easily and cheaply  
or mats. For that worn spot at the  
ator Pedal Cover (HA-303892) or  
nomical Universal Floor Mat (SP-



**HUDSON'S METALLIC FINISHES (Blue-Gray, Mahogany and Walnut) . . .** for renewing garnish moldings and instrument panels. Easily applied with an ordinary brush, drying in approximately 10 to 15 minutes.

### REAR MAIN BEARING OIL SEAL JET ENGINE

The Rear Main Bearing Oil Seal in the Jet engine is in two halves—the upper and lower—both are identical. They are installed so that the ends are perfectly flush with the parting line of the upper and lower main bearing halves. Always carefully examine the ends of seal to see that there is no part of the seal that may lap over and thus hold the main bearing cap off from a perfect sealing seat.



The seal must be installed so that the seal contact point "A", shown in the illustration above, points in toward the engine. It is recommended that a light coat of lubriplate (part 305258) be applied to the bearing point of the seal.

### SERVICE BEYOND THE CALL OF DUTY

We frequently receive letters of praise from Hudson owners pertaining to courteous threatment, splendid service rendered, highly efficient organization etc., however, here is an instance where our Hudson Dealer at Wilton Junction, Iowa has shown that neither darkness nor rain, nor storm could dampen their ardor to aid a tourist in difficulty.

It was on August 21, 1953, 10 o'clock in the evening, a fierce electrical storm and torrential rain were in progress. Mrs. F. L. Miles, accompanied by her son, Frederick, Jr., was enroute from Detroit to Oakland, California and about eight miles out from Wilton Junction a tire became flat that left them stranded. Her appeal for aid to numerous garages and service stations was refused account of the almost impenetrable storm.

A call to Lange's Garage brought aid at once; above all the charge was less than half that which was expected, and the service rendered was deeply appreciated by the motorist. Such outstanding instances indicate clearly that the dealer is truly service minded. We congratulate all concerned at Lange's Garage, Wilton Junction, Iowa.

### LUBRICATING CHART PROVES BIG AID IN SELLING SERVICE

Here are the comments of Hudson Dealer, Whiting Motor Sales, Whiting, Indiana, submitted by D. Dix Helland, Parts and Service Manager of Chicago Zone, and is a good example of the many favorable expressions received at the factory relative to the far-reaching importance of the constant reminder, service-selling effectiveness of the Preventive Service Lubricating Chart.

"We would like to tell you about the response that we have received from our customers since we have put up two of the HUDSON APPROVED PREVENTIVE SERVICE CHARTS. We have one near the service manager so that when writing up orders, he may direct the customer's attention to it. Another one is displayed in the Lubrication Department so the customer can browse over it when his car is being lubricated or oil changed and this one really sells service. While the customer reads over the chart, he sees other operations that should be done to his car and frequently he asks to have these added to his repair order.

"In most cases, these are suggestions that we have made to him in the past, but he wouldn't have them done because he may have thought we were trying to sell him a bill of goods, but when he sees these suggestions on the Preventive Service Chart, he goes right ahead and has them done, seeing that they are recommended by the factory. As you probably know, some owners never read the new car owner manual when they buy a new car, and when they read the Preventive Service Chart on the wall, invariably they say, "I never knew that my car needed this service". Then we tell them that the same information is in their owner manual.

"The important thing about a chart on the wall is it is a whole lot easier to read in big letters than it is to sit down at home and read their new car owner manual.

"We wish to comment that the chart for Preventive Service is important in giving extra service, both to the customer and to our shop when the repair order is being written up. It is most valuable to the customer when he is looking over it at his own leisure while his car is being serviced."

Zones and Distributors if you have an excessive quantity of Service Merchandisers left over after making your Dealer mailing, by all means, give us your revised requirements.

### NEW BODY MANUAL

A revised issue of the Body Service Manual has been printed and copies have been mailed to all Zones, Distributors, Dealers and Service Station Agreement Holders.

The new manual covers the operations and procedures involved in servicing the bodies of Hudson Models from 1948 to 1954 inclusive, and supersedes the earlier issues of this publication.

The operations and procedures listed in this book are used in establishing the flat rate times shown in the Flat Rate Manual. Mechanics following these procedures and using the proper tools and equipment, should have no difficulty in doing the work in allotted time.

Additional copies may be secured from your Zone or Distributor at \$1.00 per copy. When ordering, specify stock number T-204.

## Service Of The Month Poster FOR APRIL

There is a silent, indefinable something in the poster appeal to your customers. Dealers who have subscribed to poster service realize that they are a vital part of Service business. Again we remind you to get your posters up promptly.



**KEEP THAT "New Car" LOOK**

**Liquid Glaze**  
APPEARANCE TREATMENT  
ADDS TO THE LIFE OF YOUR CAR

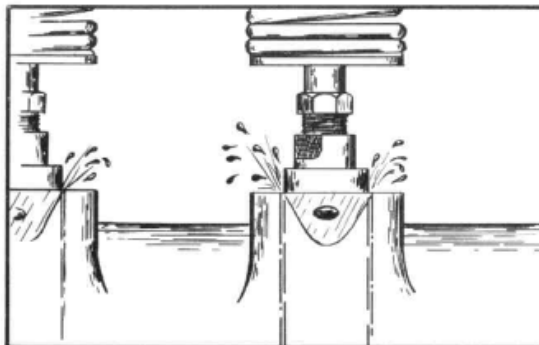
**WE CLEAN, POLISH and GLAZE**

**WE PROTECT and RESTORE LUSTER TO THE FINISH ON YOUR CAR**

**HUDSON SERVICE OF THE MONTH**

### VALVE TAPPET FIT HORNET & WASP

It has been found that in some instances a very loose fit of valve tappets does contribute to excessive oil consumption. Should the fit be so loose that a slight amount of oil is seen to squirt out around the tappet, while the engine is in operation, that alone could be the sole cause of excessive oil consumption.



The valve tappets are lubricated by direct oil pressure on each one of them and they must be fitted so as to prevent an excessive amount of oil from being expelled, as is illustrated above.

The Valve Tappet and Adjusting Screw Assemblies for all Hornet, Wasp and Jet engines are furnished in the following sizes: Standard—.002—.004 and .010 over-size. In any case where fitting of oversize valve tappets may be deemed necessary, always make a careful check for possibility of an out-of-round tappet opening in the block.

### HYDRA-MATIC TRANSMISSION— MAINSHAFT END PLAY

The end play tolerance of the mainshaft has been changed from .004—.015 to .004—.018. This additional .003 increases in maximum tolerance is recommended for the 1954 Hydra-Matic Mainshaft and is applicable to all past model transmissions.

The selective washers in the 1954 model Hydra-Matic Transmissions are the same as those used in past models. The procedure for checking the mainshaft end play remains the same as used heretofore. This increased tolerance is applicable only in cases where the mainshaft may have been removed for other reasons.

### HUDSON PARTS USED ONLY ON HUDSON CARS

The solution to increasing parts business is to increase the volume of Hudson Dealer Service and repair business, and solicit the parts business of as many as possible of the larger independent repair shops.

Individuals—as managers of independent repair shops and car owners—are, of course, free to exercise their own personal choice in the matter of where they procure their parts or where they have their service work done, and here lies the great opportunity for service salesmanship.

Every line of business is competitive. The volume of Parts and Service business that comes to any dealer is the result of efforts to procure it—some features or attractions that appeal in the degree that equals or overshadows competitions.

A surprisingly large volume of all business is conducted on the basis of friendship. Looking at the Parts and Service business from this angle—in how few places is a customer greeted promptly, with a smile and a feeling of welcome? Cleanliness and good work are big factors.

The average parts man waits patiently behind his counter and hopes for customers to drop in. He knows he will get the parts business from those cars being repaired in his own shop—but there may be 10, 50, or 100 Hudsons being repaired that same day in other places in his city—namely, independent repair shops.

You will get an increased volume of parts business when it is solicited and made so attractive that there is a *desire* on the part of customers to take advantage of it, and to buy it.

### SATISFACTORY SERVICE WORK— STEADY CUSTOMERS

The close relationship between Service and repeat Sales is clearly shown in the Crowell-Collier Automotive Survey under the heading of "Influence of Dealers' Service on New Car Sales."

"Owner satisfaction with repairs made by the dealers in the same make as the car owner was cross-tabulated against make of car currently preferred to be bought and compared with a similar cross-tabulation for repairs made elsewhere.

"The result shows a greater leaning toward buying the same make of car by owners satisfied with service from same make dealers than owners getting service elsewhere or dissatisfied with same make dealer service. This comparison is based on all except the replacement type of service.

"The difference between the two groups is almost the same as the 1951 survey comparison (the last previous report containing service and repair data) when 71%

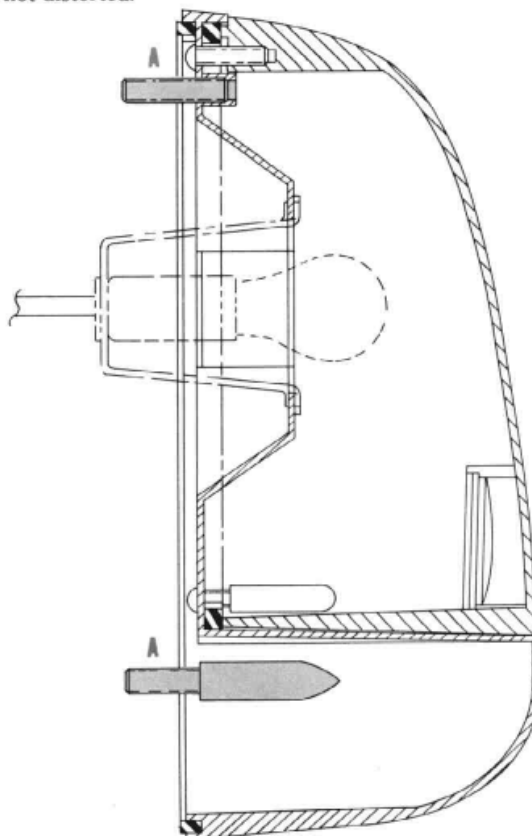
of car owners who rated dealer service 'good' expected to re-buy the same make in contrast to 57% of car owners rating dealer service 'fair' or 'poor' or who did not use dealer service."

Here is indeed food for thought! After all, there is no mystery in the successful operation of any business in a commodity on which owner satisfaction is contingent upon service.

### TAIL LAMP LENS—4D, 5D & 7D

The tail lamp lens is secured to the tail lamp housing by three screws. It has been found that when the three tail lamp body to fender holding screws "A" are drawn up too tightly, it results in distortion of the lamp housing, causing the lens to crack.

A slight change is being made in the die cast housing, with a view of preventing any distortion. At any time when installing a tail lamp, avoid overtightening the three holding screws. Here again, torque is very important. The screws should be drawn up sufficiently snug so that the tail lamp is held in position firmly but not distorted.



LITHO IN U. S. A. 17.5M 2-5-54