

HUDSON

Service Merchandiser

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

VOL. 6 NO. 4

APRIL 1954



PARTS AND SERVICE ORGANIZATION OF 5-STAR DEALER ROSEN-NOVAK, OMAHA, NEBRASKA



Smooth operating and well trained—this organization has a record for satisfactory service and courtesy.

Standing, left to right: James Banks, George Wade, Robert Brattain, Harry Dirge, Albert Siegrist, Harold Reasoner, Lucius Carbins, Lloyd Stephenson and Clyde White.

Front Row, left to right: Charles Heise, Howard Varner, Arthur Berg and Woldmand Pedersen.

T-212

HUDSON MOTOR CAR COMPANY • DETROIT 15, MICHIGAN



"MAKE COURTESY YOUR CODE OF THE ROAD"

The fact that many of us fail to show ordinary courtesy to others, when we are in our car on the public streets and highways, results in many traffic accidents.

Most people are very courteous to strangers wherever they meet them, in their homes, places of business and at public functions. We need this kind of friendly courtesy on the part of all people when they are behind the wheel of their car.

All Highway Safety Committees are joining forces to promote Highway Courtesy. Will you help by observing the code of the road?

- I believe courteous driving will save lives—my code of the road is courtesy. I will not be the cause of an accident due to discourtesy.

I will:

- Share the road by driving in the proper lane.
- Allow ample clearance when passing.
- Yield the right-of-way to other drivers, to pedestrians.
- Give proper signals for turns and stops.
- Dim my lights when meeting or following other vehicles.
- Respect traffic laws, signs, signals and road markings.
- Adjust my driving to road, traffic and weather conditions.

Let's all help each other develop friendly, courteous driving habits. "MAKE COURTESY YOUR CODE OF THE ROAD."

THE ARTICLE RELATIVE TO VALVE TAPPET FIT on Page 499 of the MARCH Service Merchandiser could be misconstrued. We refer to that part which reads "Should the fit be so loose that a slight amount of oil is seen to squirt out around the tappet." This should have read—an **excessive** amount instead of a **slight** amount.

Valve tappets properly fitted and operating under oil pressure would naturally by-pass some oil; however, when an **excessive** amount of oil is seen to squirt out around the tappets, that could contribute to oil consumption.

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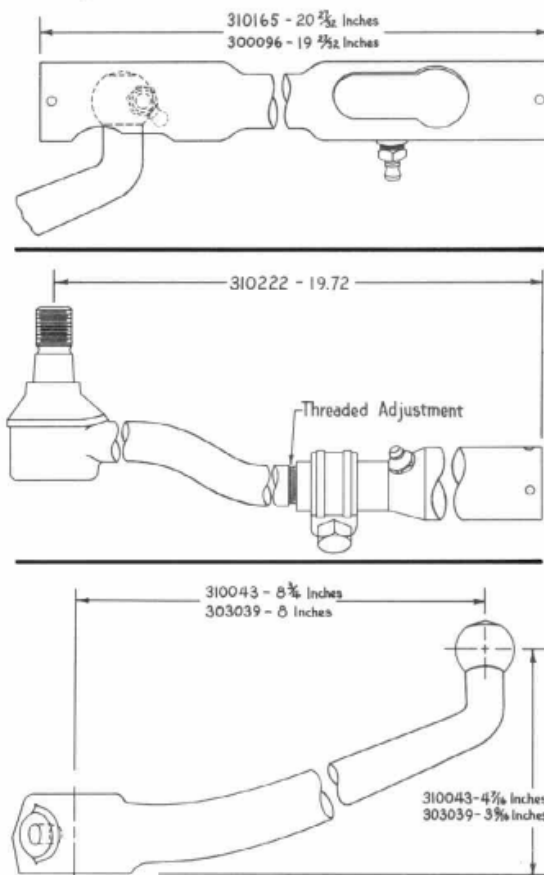
CENTER STEERING ARM AND DRAG LINK—HORNET MODELS

Three different combinations of Center Steering Arms and Drag Links have been used on Hornet Models and it is important when replacing any one of these that the correct part be used.

Following are the three combinations:

Part BX 303039 Center Steering Arm and Pivot Assembly **MUST BE USED** with C 300096 Drag Link Assembly for Model 7D **less Power Steering**. Part BX 310043 Center Steering Arm and Pivot Assembly **MUST BE USED** with C 310222 Drag Link and End Assembly for Model 7D **with Power Steering**.

Part BX 310043 Center Steering Arm and Pivot Assembly **MUST BE USED** with C 310165 Drag Link Assembly when used for Model 7D **less Power Steering**.



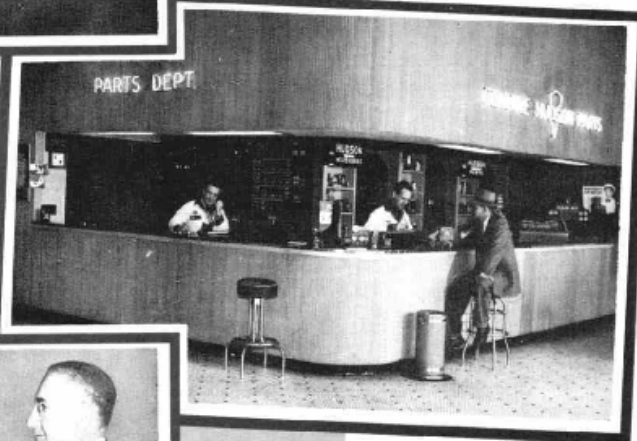
It is not possible to identify these parts by car number or outside marking on the parts, except the drag link as used with Power Steering, which has an adjustable end. The above illustration should enable the mechanic or stock man to be assured of the correct part by comparison.

Displaying the recently awarded 5-Star Service Sign, Rosen-Novak are ideally located in ever-busy and growing Omaha, Nebraska.



The Rosen-Novak Service Repair is inviting, clean, well equipped and manned by specialists in every department.

Rosen-Novak's parts and accessories department—neat and business-like. It's well stocked to efficiently serve Hudson owners and service repair. Art Berg and Woidmand Pedersen are behind the counter.



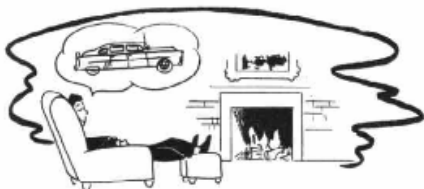
A dramatic moment—presentation of the 5-Star Plaque and congratulations! Left to right: Messrs. Ed Rosen, W. S. Milton, Director of Service, and Ben Novak.

WHEN YOU SELL IN SEASON YOU HAVE THE WEATHER ON YOUR SIDE!

It will pay you to push these profitable Accessories with the Accent on Spring.



The Spring Season is probably the "zippiest" season of the year. Nearly everyone—and his wife—gets into the clean-up, paint-up, fix-up mood!



People want to make their cars more beautiful at this time of year. They want to add touches of flash and distinction. They want to buy the things they've been putting off all winter.



This is the time to sell Accessories and service-work to your Customers! Take advantage of all their natural desires to make their cars better looking. It's profitable business. Ask for it!

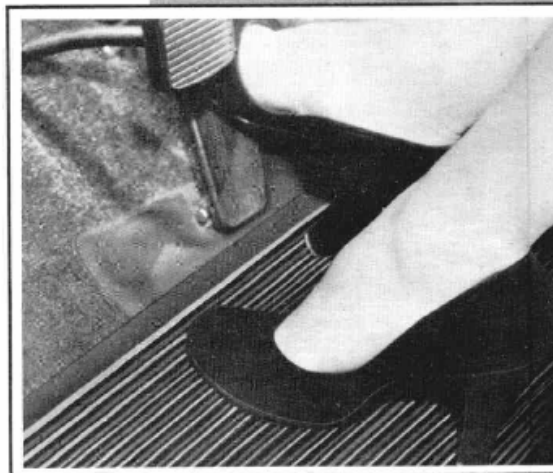


Start off by appealing to your Service Customers' pride of Hudson ownership. Then, use these selling feature stories!

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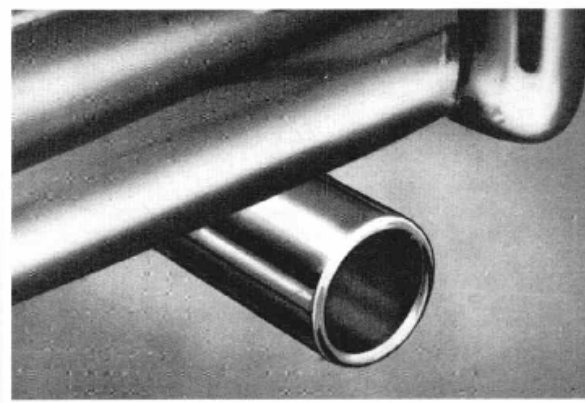


WINDOW VENTSHADES—Stainless steel sunshades permit open-window ventilation in rain and snow. Especially good-looking on the Jet . . . add extra width for big-car appearance! Easily installed in ten minutes without any tools at low prices!



ORDER FROM YOUR Z
Place your Order right

TUBULAR EXHAUST EXTENSION—protects bumper from exhaust gases and discoloration. Gives a bright, dress-up note to rear of car. Very decorative and functional.

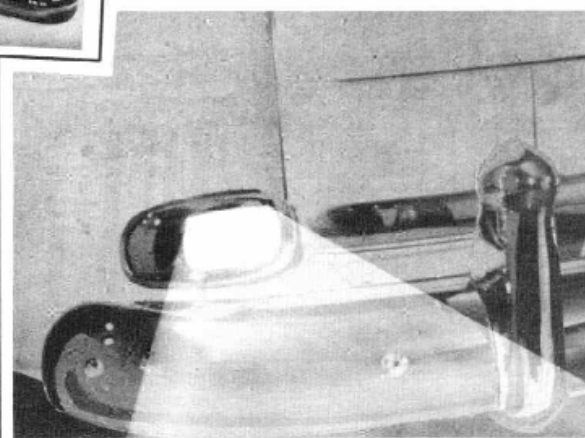


shades that
Especially
car appear-
tools. New



HUDSON LIQUID GLAZE—for greater car beauty and weather protection. Your Spring clean-up, shine-up, efforts will be easy and really effective if you use the genuine Hudson Liquid Glaze. Made to Hudson specifications, of the highest quality . . . Best for your Hudson, best for you!

AUXILIARY FLOOR MATS—Biggest mat sold anywhere! 21" x 17"! You need a mat this size to put in a Hudson! They're easy to clean. They assist in keeping that new-car look longer. New low price effective immediately!



BACK-UP LIGHTS—Simplify backing out of driveways and parking at night—especially for wives and daughters. Automatically floods area behind car with light when transmission is shifted into reverse.

IR ZONE WAREHOUSE
right away . . . Today!

THE LATEST ADDITION TO THE FAMILY OF SUN AUTOMOTIVE TEST EQUIPMENT

THE TUNE-UP TESTER

The Tune-Up Tester has been developed with the object of enabling the mechanic to locate the customer's engine or electrical problem in less time than ever before.

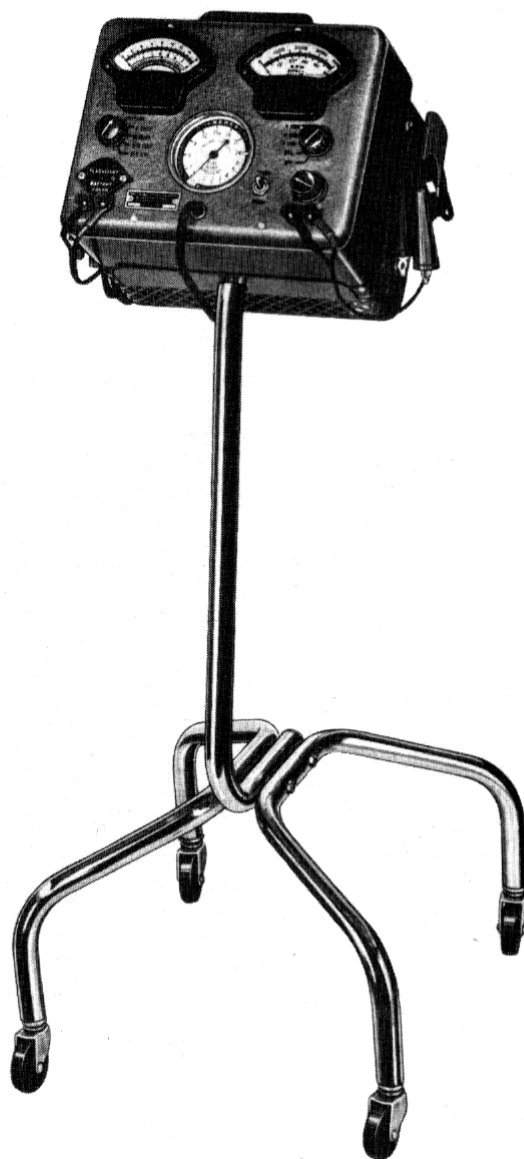
The Guide Sheet that is used in connection with the Tune-Up Tester is so designed as to combine customer comment with the results of a few key overall tests and automatically translate this information into terms of exact work necessary to tune the engine. This program is built around an entirely new approach to the engine and electrical testing problem.

Seven steps, performed in an average of eight minutes, and covering most operational phases of the power plant are the key to this new Tune-O-Matic approach.

Here they are, in the order in which the tests are made.

1. **CRANKING VOLTAGE** . . . for quick appraisal of battery, starter, cables, and switch.
2. **DWELL TESTS** . . . which disclose more distributor trouble than any other on-the-car method.
3. **IGNITION TIMING** . . . so essential to good engine performance . . . Use your present **TIMING LIGHT**.
4. **SECONDARY EFFICIENCY** . . . shows poor connections in caps, rotors, wires, fouled spark plugs.
5. **IGNITION TEST** . . . determines coil output voltage, insulating quality of cap, rotor, and wires.
6. **ENGINE VACUUM** . . . for a quick appraisal of overall efficiency.
7. **OPERATING VOLTAGE** . . . one simple connection provides indication of major faults in the charging system.

These tests can be made with either your present Master Motor Tester, or with the new Sun Electric Corporation's Tune-Up Tester, which is specifically designed to perform these tests with greater ease of use, greater speed and simplicity than ever before thought possible.



PARTS AND SERVICE MANAGERS CLUB MEETING AT ST. LOUIS, MO.

The regular meeting of the Parts and Service Managers Club of Metropolitan St. Louis was held February 2nd in the Hudson Sales Corporation Zone Office in that city.

This was the first meeting of the year following the Christmas party and the election of officers for 1954 are as follows:

President	—L. V. Rauhschlange
Vice President	—Norman Blasse
Secretary	—Andrew Anderson
Treasurer	—Allan Arras

An interesting talk was given by Mr. John Frank, Parts Warehouse Manager, on accessories, fixtures, owner supplies, etc. In the discussion following, twenty-two subjects pertaining to technical, mechanical and merchandising were covered.

Meeting was well attended—having been called to order at 8 P.M. and adjourned at 10:30 P.M.

DEPENDABLE WORKMANSHIP

As a mechanic, you can well appreciate the reliance and confidence that pilots place in the mechanics who ready their aircraft, the security to which both pilots and their passengers in a great measure trust their lives.

Motor car maintenance men do share a relative responsibility in the safety and dependability of owners' cars. Every mechanic should be proud of the fact that owner confidence is born of his know-how, care and accuracy in servicing their cars.

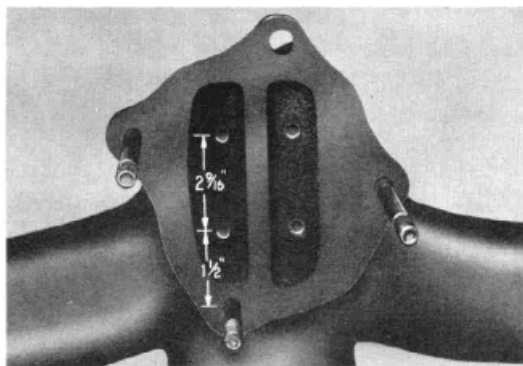
Keep safety of operation in mind when inspecting, or adjusting, or repairing—you may be sure it will produce results. This has always been, and is today, one of the features that ties many owners to one certain place to have their repair work done.

This, it will be seen, is a factor that is entirely within the realm of each individual mechanic—irrespective of how well his shop may be departmentized or equipped. Your personal interest in each job is sure to pay off in more ways than one.

TWIN EXHAUST MANIFOLD

The twin exhaust system does not provide exhaust gas contact on the hot spot of intake manifold for the reason that it was designed for sustained high engine speed, as in racing. Under those conditions, a sufficient amount of heat reaches the intake manifold through heat transfer, and there is no necessity of exhaust gas on the intake hot spot.

Such engines that may be fitted with twin exhaust and are driven normally—the warm-up and low speed range performance may be improved by drilling four $\frac{3}{8}$ " holes through the wall of the exhaust manifold, as is shown in the illustration below.

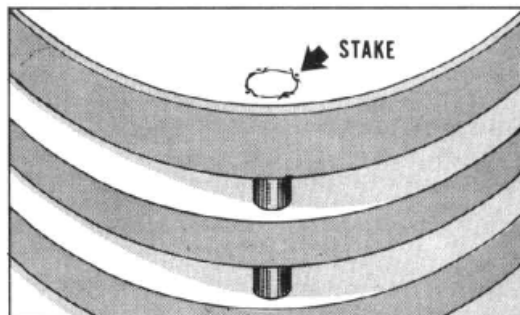


It is not necessary to remove the exhaust manifold—but simply remove intake manifold, which gives access for drilling the holes in the position as shown above.

PISTON PIN LOCATING PIN

On any occasion when the cylinder head has been removed for other work, make it a point to check the piston ring locating pins of each one of the pistons for possible looseness.

Should a locating pin be found to be loose or projecting above the top face of piston, tap it down to a full seat and anchor securely by peening over metal with a suitable punch.



NATIONAL SAFETY CAMPAIGN

TO START IN MAY!



The oft repeated phrase, "Safety Is Everybody's Business!" is even more true today than ever before, and particularly to automobile drivers and passengers and pedestrians and mechanics.

The appalling record of 1953 highway accidents has been compiled. It's almost unbelievable that during these twelve months—365 days—the national highway accident figures show 38,000 killed, approximately one-half million injured. The cost of that year's motor car accidents was \$3,950,000,000.00 for 550 billion car miles of travel.

Most accidents occur within a fraction of a second—or a few seconds at most—from the time we see things beginning to happen. While speed does cut down time, it's also a real killer—as real as the speed of an otherwise harmless bullet.

For years past, the Month of May has been designated as **SAFETY MONTH**. Under the sponsorship of the National Safety Council and the Inter-Industry Highway Safety Committee, hundreds of meetings are held at key points over the nation. Displays, radio and TV programs point to the importance of safety with the object of making every individual Safety Conscious of automotive highway accidents. Let us all start early and stay with this safety program throughout the entire year!

Although as mechanics, we cannot prevent careless driving, we do have a real and vital share in the program of safety, by doing our mechanical work carefully and safety inspections thoroughly. Further, to call to the attention of the car owner any factor that could, directly or indirectly, possibly cause him an accident.

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Service Of The Month Poster FOR MAY

Get your car **"SAFETY CHECKED" FREE**

CHARGES MADE ONLY IF CORRECTIVE WORK IS NECESSARY & AUTHORIZED

IN CO-OPERATION WITH
NATIONAL SAFETY MONTH

HUDSON **SERVICE OF THE MONTH**

Safe drivers naturally are most particular in knowing their cars are safe.



IT'S SPRINGTIME!

TIME TO START SELLING ENGINE COOLING SERVICE

SPRINGTIME . . . means spring cleaning and after a Winter's accumulation of rust and scale, cooling systems should be thoroughly cleaned and conditioned for satisfactory engine operation.

SELL • SELL Engine Cooling Service. It's a positive source of extra work and additional profits for your Service Department.

HERE'S YOUR RETAIL SALES APPROACH

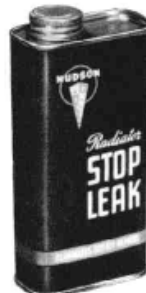
Display . . . a complete line of Hudson Cooling System chemicals at the service desk, parts counter and lube rack. Let Owners read the instructions—it creates interest.

Service and Parts personnel . . . are to tell Customers about your Engine Cooling Service, explaining that proper servicing of their Cooling System **NOW** will prevent overheating and expensive break-downs during the summer months.




Part No. HS 165922

Cooling System Cleaner . . . for shop use only. This quick-acting double strength Cooling System Cleaner with neutralizer will quickly and efficiently cure engine overheating by dissolving rust and sludge.



Part No. HS 165896

Radiator Stop Leak . . . stops leaks instantly in radiator, water pumps, and at radiator hose fittings. A *must* item for Spring and Summer seasons.



Part No. HS 165548

Radiator Flush . . . especially compounded for Owner use. Will prevent overheating by loosening rust and scale, dissolving grease and sludge, assuring a full flow of clean water through the complete Cooling System.



Part No. HS 165923

Hudson Rust Resistor . . . protects Cooling Systems with a coating that prevents rust and scale formations. Guards radiators, hoses, water pumps and thermostats from damaging corrosion.

GIVE YOUR OWNERS THE BEST—USE ONLY GENUINE HUDSON RADIATOR CHEMICALS

YOU'LL PROFIT . . . THROUGH LOW DEALER NET PRICES. YOU'LL PROFIT . . . THROUGH COMPLETE CUSTOMER SATISFACTION.