


HUDSON

Service Merchandiser

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

VOL. 6 NO. 6

JUNE 1954

PROTECTION!

FREQUENT LUBRICATION PROTECTS YOUR CAR

| MAINTENANCE SUGGESTED EVERY | MILES | | | | | | | | | |
|---|-------|------|------|------|------|------|-------|-------|-------|-------|
| | 1000 | 2000 | 4000 | 5000 | 6000 | 8000 | 10000 | 12000 | 15000 | 25000 |
| Chassis Lubrication | | | | | | | | | | |
| Inspect Automatic Trans. Oil Level | | | | | | | | | | |
| Replace Oil Filter-Criddle-Clean Oil Fil. Cap | | | | | | | | | | |
| Clean and Repack Wheel Brgs | | | | | | | | | | |
| Change Std. Trans. and Overdrive Lube | | | | | | | | | | |
| Check Level-Add Lube If Needed | | | | | | | | | | |
| Drain and Refill Clutch | | | | | | | | | | |
| Rear Axle-Drain and Refill | | | | | | | | | | |
| Automatic Drive Trans.-Drain and Refill | | | | | | | | | | |
| Change Engine Oil | | | | | | | | | | |
| Air Cleaner-Clean and Re-Oil | | | | | | | | | | |

SERVICE OF THE MONTH

Correct Lubrication is the Mainstay in the long and uninterrupted operation of an automobile. Protection against wear and depreciation is sure to be had by following through on HUDSON APPROVED PREVENTIVE SERVICE by both owners and mechanics.

Here is a poster for every Hudson Dealer—a proven reminder to your customers and a real sales builder.

T-214

HUDSON MOTOR CAR DIVISION • AMERICAN MOTORS CORPORATION
DETROIT, MICHIGAN

NEW TYPE DIP STICK FOR AUTOMATIC TRANSMISSION

A change has been made in the quantity of fluid recommended for the Automatic Transmission, available in the current Hudson Hornet, Super Wasp and Wasp Models. Extensive experience has shown that by increasing the amount of fluid from the eleven (11) quart figure previously specified, to approximately twelve (12) quarts, practically all complaints of front and rear pump relief valve buzz can be eliminated.

Some instances may be encountered on cars having transmissions numbered lower than 4275 where the additional fluid does not entirely remove the buzz. When this occurs, the front and rear pump relief valve assembly should be replaced with the later Part No. 311900 valve assembly.

A new oil level dip stick (Part No. 312008) illustrated below, carrying markings which have been revised to conform with the new oil level, has accordingly been released and is now being used in production. This new dip stick is provided with an instruction tag which is to remain attached at all times.

To insure that the benefits of this change become effective as quickly as possible, quantities of the new Part No. 312008 dip stick will be supplied to all Dealers by Zones and Other Distributors for installation on all Automatic-Transmission equipped cars in stock, as well as those that have been delivered to owners. The new dip stick will be billed in the regular manner and credit issued when the old parts are returned.

When changing dip sticks, it is most important that the oil level be checked in accordance with the instructions given on Page 87 of the Automatic Transmission Service Manual and new Hudson Hydra-Matic Drive Fluid added to bring the level to the "full" mark on the new dip stick. Make sure all members of your Service personnel thoroughly understand the correct way to check the level and add fluid.



HUDSON OVERSEAS SERVICE DEVELOPING RAPIDLY

If it were possible and one were to spend years continually driving around the earth in a motor car, it is quite probable that the consensus of opinion would be that next to good highways, good automobile service stations are the most important.

In reality every minute of each twenty-four hours motor vehicles are traveling a mileage in excess of many times that of the earth's circumference. This points to the important relation of maintenance to transportation.

Not only are service and maintenance facilities expanding and developing to a state of high efficiency in the domestic field, but we believe it safe to say the growth and development of service in the foreign field is being accelerated at even a sharper pace.

From first-hand observation and from letters received from every quarter, interest in improved service and preparation for keeping abreast of modern motor car design is paramount and is indicative of tremendous advancement in the maintenance field.

As evidence of stimulated service activity in the overseas field, is the increased enrollment in our Permanent Factory Training School by Hudson Dealers' mechanics. Orders and inquiries relative to special tools, shop equipment etc., are indications of building up shop efficiency and training personnel.

We in the Hudson Export Office are delighted to note the strides being made in providing splendid service for Hudson Owners in every overseas section. We would like to assure everyone in the field of maintenance, that we are pleased to work with you and assist you in every way we can.

HOW TO CLEAN PLEXIGLAS

A safe method of cleaning Plexiglas is to wash with any grit-free soap or a household detergent and water only, using a clean soft cloth. Plexiglas being softer than glass, dry wiping with a gritty cloth will scratch it. Do not use window sprays, cleaning fluid or alcohol as they have a damaging effect on Plexiglas.

To remove glazing compound smears or tar from Plexiglas, use a soft cloth wetted with kerosene. A wide variety of paint splashes can be removed from Plexiglas with petroleum paint thinner or a 10-20% solution of caustic soda or trisodium phosphate.

Do not use turpentine, gasoline, alcohol, benzene, acetone, carbon tetrachloride, fire extinguisher or de-icing fluid, lacquer thinners or glass window cleaning sprays, as they may soften the Plexiglas and may cause cracking.

HERE IS THE 1954 HUDSON HORNET RECORD

Never before in the history of stock car racing has an automobile won as many competitive events as the Hudson Hornet. Since the beginning of the '54 racing season Hudson has won 12 out of 15 races in the two most important stock car racing circuits. Not only has the Hudson Hornet won first place but it also has won many second, third and fourth places.

The record is such a good one, we would like to review it for you briefly:

- Jan. 31 Gardena, Calif.—100 mile race— $\frac{1}{2}$ mile track. AAA sanctioned—Hudsons won 1st, 3rd, 5th, 7th and 10th.
- Feb. 7 West Palm Beach, Fla.—100 mile race— $\frac{1}{2}$ mile track. NASCAR sanctioned—Hudson won first place.
- March 7 Jacksonville, Fla.—100 mile race— $\frac{1}{2}$ mile track. NASCAR sanctioned—Hudsons won 1st, 2nd and 4th places.
- March 14 Gardena, Calif.—50 mile race— $\frac{1}{2}$ mile track. AAA sanctioned—Hudsons won 1st, 2nd, 5th, 6th.
- March 21 Atlanta, Ga.—100 mile race— $\frac{1}{2}$ mile track. NASCAR sanctioned—Hudsons won 1st, 3rd, 4th.
- March 28 Oakland, Calif.—125 mile race— $\frac{1}{2}$ mile track. NASCAR sanctioned—Hudson won first place.
- March 28 Savannah, Ga.—100 mile race— $\frac{1}{2}$ mile track. NASCAR sanctioned—Hudsons won 1st, 4th, 5th and 10th places.
- March 28 Phoenix, Ariz.—100 mile race—1 mile track. AAA sanctioned—Hudsons won 1st, 3rd and 5th places.
- April 4 North Wilkesboro, N. C.—100 mile race— $\frac{5}{8}$ mile track. NASCAR sanctioned—Hudsons won 1st, 2nd and 3rd places.
- April 18 Hillsboro, N. C.—100 mile race—1 mile track. NASCAR sanctioned—Hudsons won 1st, 2nd and 4th places.
- April 25 Macon, Ga.—100 mile race— $\frac{1}{2}$ mile track. NASCAR sanctioned—Hudsons won 1st, 4th and 6th places.
- April 25 Gardena, Calif.—150 mile race— $\frac{1}{2}$ mile track. AAA sanctioned—Hudsons won 2nd, 3rd, 4th, 5th, 8th and 9th places.

May 2 Langhorne, Pa.—150 mile race—1 mile track. NASCAR sanctioned—Hudsons won 1st, 2nd, 3rd, 4th, 5th.

May 2 Knoxville, Tenn.—50 mile race— $\frac{1}{2}$ mile track. AAA sanctioned—Hudsons won 1st, 2nd, 3rd, 5th, 6th, 7th.

It is interesting to note that in the NASCAR circuit, through the April 25 race, Hudson has amassed a total of 196 points so far this season with 62 Hudsons in competition; Runnerup for second place with 86 in competition have managed only 148 points; and Third with 46 in competition, 96 points.

So it is obvious that there must be a reason. That reason, as the drivers in Hornet stock car competition will tell you, is because of the stamina and roadability of the Hornet, unmatched by any other car, either on the race tracks or on the highway.

AUTOMATIC TRANSMISSION CHANGES

As a further improvement on the transmission, the following changes have been made at the transmission serial number noted:

Transmission No. HA-9930—Band Adjusting Screw Part No. 311889 entered production. This adjusting screw has a half inch radius between the threaded portion and the .300 dia on the end of the screw for additional strength. To accommodate this new adjusting screw, the 311529 Strut—brake anchor has been modified to include a 3/16 by 22 degree chamfer on the hole for the adjusting screw. The modified 311529 Strut may be used with either 311889 (New) or the 311528 (Old) Adjusting Screw. However, the 311889 Band Adjusting Screw may be used only with the revised 311529 Strut having the 3/16 chamfer noted above.

Transmission No. HA-10109—311892 Detent Spring entered production. This spring provides an increased load for a more positive selector lever positioning.

Transmission No. HA-10820—A one piece alloy iron Collector Ring supersedes the two piece type Collector Ring formerly used. The Pump and Collector Ring Assembly, Part No. 11875 furnished on parts orders will be of the improved type.

WHOLESALE PARTS DIRECT-MAIL P

works for you in many w

Increases
Parts Volume

Develops New-
Car Prospects

Creates Trade
Goodwill

PARTS MERCHANDISING

NEW-CAR MERCHANDISING



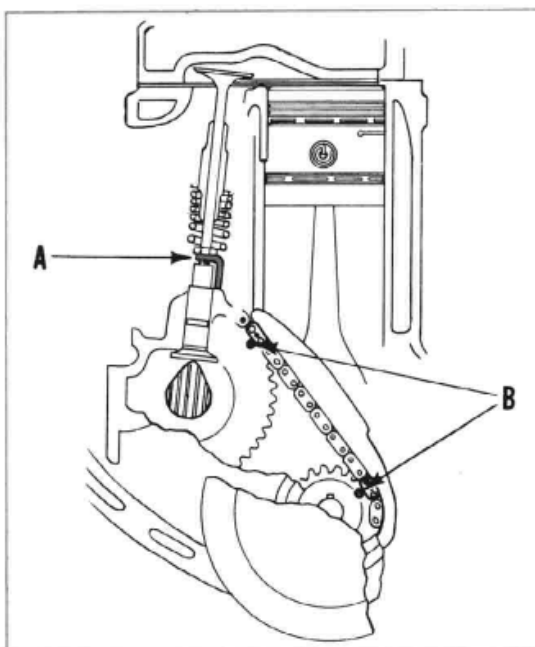
New-car information that will
sell garagemen on Hudson—in-
formation they will pass along
to their customers.

Hard-hitting advertising that sells the advan-
tages of repairing Hudson cars with genuine
Hudson parts . . . bought from you.

REMOVING CAMSHAFT 4D-5D & 7D

Camshaft removal may be accomplished with less effort and in less time by following a few suggestions that have proven to be short cuts.

First—it is not necessary to remove the cylinder head, valves or engine oil pan. Remove spark plugs to avoid damage to electrodes when valves are raised. Remove valve tappet covers and using a suitable valve lifting tool, raise valves sufficiently high to insert a tappet and valve holder, one Part No. J-1612-3A, under each of the tappet adjusting screw heads as shown in the illustration below:



You may find it most convenient to position them at the sides or even behind the tappet instead of in front. (See A in illustration.) The important point is to be sure they are secure so as to preclude the possibility of disengaging and allowing the tappet to fall into the oil pan during removal and installation of the camshaft.

Drain and remove radiator and timing chain cover. Turn engine over with a starter button until No. 6 cylinder is at top dead center firing position, when the sprockets will be at an ideal point for checking valve timing marking (shown at arrow B) when installing the chain.

Before removing the oil pump note carefully, the position of the distributor rotor, so that, when installing it, the gears may be properly meshed for correct ignition timing.

After removing camshaft sprockets and timing chain, unbolt and remove both engine front rubber mounts.

This permits the front of the engine to be lowered to a position that will allow the camshaft to clear through the grille louvers.

Exercise care both in removing and installing the camshaft so as to avoid damaging the bearings or dislodging the tappet holders. When installed, check for end-play of camshaft. This should be .006 to .010". Check tappets for correct clearance—.008 intake and .010 on exhaust.

Valve and tappet holders, Part No. J-1612-3A, may be procured from the Kent-Moore Organization, Inc., General Motors Building, Detroit 2, Michigan.

HAVE YOU DRAINED LAST WINTER'S ANTI-FREEZE?

Extensive tests have shown that it is advisable to drain the used Anti-Freeze every spring, and replace it with fresh water and rust inhibitor for summer driving. This is based on the idea of safe winter protection and not a desire to sell more Anti-Freeze . . . Here's what you should know.

Even though an Anti-Freeze solution may be clear and rust free . . . after a winter's driving season, it has most likely lost a large part of its inhibitor life. Leading automotive authorities and other qualified organizations such as National Bureau of Standards, American Society for Testing Materials, American Automobile Association and Society of Automotive Engineers advise draining and discarding of Anti-Freeze solution after one year's use.

For maintaining the best possible corrosive protection and cooling efficiency the year around:

1. Clean cooling system and install a completely fresh filling of Anti-Freeze in the fall.
2. Drain the solution in the spring. Clean with Hudson Radiator Flush Part No. HS-165548.
3. Add a dosage of Hudson Rust Resistor Part No. 165923 to a fresh fill of water for warm weather driving. Avoid the use of an alkaline water in the cooling system.

Even the best Anti-Freeze should not be used the second season, for their rust inhibitors may weaken and lose their efficiency. Reuse may cause expensive repair. Changing cooling solution periodically makes the same good sense as changing motor oil. Inhibitors are continually depleted and the final results are a corrosive condition of the cooling system.

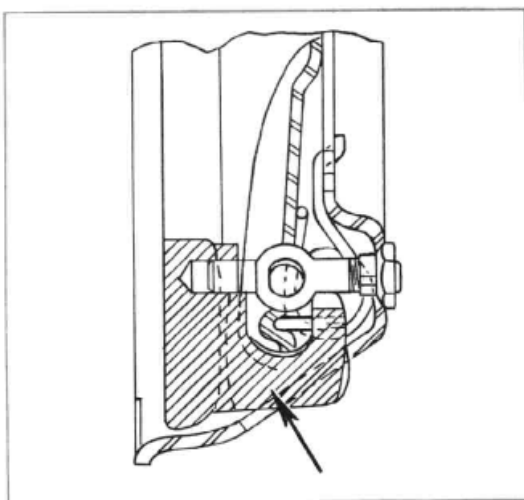
In view of the comparative cost of Anti-Freeze and even of so minor a replacement part as a water pump or radiator, it is certainly cheaper in the long run to use new solutions each year. Under no circumstances should Anti-Freeze be allowed to remain in the cooling system during summer as its deterioration will be much more rapid under summer driving conditions.

CLUTCH ALL JET MODELS

Outlined in the Jet Mechanical Procedure Manual are details pertaining to the assembly of the Dry Disc Clutch. Attention is called to the importance of applying lubricant to the clutch pressure plate and cover.

There have been instances of a pronounced squeak when the clutch is released or engaged. This was found to be caused by the movement of the pressure plate at the point where it contacts the side of the cover openings.

This may be corrected by the application of a very small amount of Hudson DGF Graphite Film Lubricant, Part No. HS-309909 at the point of contact. This may be reached by simply removing the clutch housing cover.



SAFETY DURING THE ENTIRE YEAR

During the latter part of April, a letter was sent to all Dealers as Service Promotion Bulletin No. 11. A bulletin devoted to safety for the Month of May 1954.

Of course, all of us in the Service Department know we have to talk and sell safety not only in the Month of May, but the whole year 'round. In fact, if we work hard at it and are successful in selling proper car maintenance to our Customers, we won't need any month of the year devoted solely to the subject that "Safe Drivers Drive Safe Cars."

One of the simplest ways found to sell car owners on keeping their cars in good mechanical condition for safe driving is through the use of the Hudson Approved Preventive Service Board, which reminds owners of maintenance work at regular mileages. You will recall we displayed this board on the front page cover of the August 1953 issue of the "Service Merchandiser." Keep one where all your owners can see and read it. It's a proven maintenance salesman.

FEWER DENTS—GREATER SAFETY— INCREASED VALUE

For the third straight year June will be designated as "Get The Dents Out of Your Fenders" month. A nation-wide drive which has come to be known as DOOF originated and sponsored by the Minnesota Mining & Manufacturing Company of St. Paul, Minnesota.

Dents, scratches and damaged fenders soon become rusted and not only detract from the appearance of a car, but also materially affect its valuation. In the strictest sense, it is a matter of protecting the value of an investment to keep one's car in A-1 condition both in appearance and performance.

Thousands of automobile dealers will participate in this June DOOF Campaign by displaying wall and/or window posters, sending out attractive three color post cards and use of eye-catching estimate tags to be used in the shop, in parking lots or for on-the-street estimates. Car owner interest will be stimulated by the sponsor through newspaper, billboard, radio and television publicity.

Here is an opportunity to increase your body and sheet metal work. Ask for the business, quote prices—be ready. Contact local representative or write direct to Minnesota Mining and Manufacturing Company, St. Paul, Minnesota for posters, literature and details.



ROCHESTER SERVICE MANAGERS' CLUB MEETING

The Rochester Service Managers' Club held a meeting April 22 at the Rochester Turners in that city. The meeting was attended by eighteen men from Dealers and the Buffalo Zone.

Following the general business session, all policies and programs were reviewed. Representatives of Battery and Starter also Carter Carburetor talked on engine tune-up and carburetor adjustments, following which an hour of open discussion was presided over by Messrs. Hill and Bicherl of the Zone Office.

Buffalo Zone District Manager, Mr. D. Peehler, was in attendance and answered all questions pertaining to car sales. Next meeting was scheduled for May 21.

HUDSON VACATION ACCESSORIES



TARTAN TOTER—Was a "smash hit" last Summer . . . promises to go even better this year. Beautifully finished in rich plaid and deep-toned alligator design. Equipped with aluminum dry-pak tray and unbreakable polished steel handle. Fiber glass insulated. Four gallon capacity—keeps foods and beverages cold for 36 hours.

KEYNOTE YOUR SELLING EFFORT TO THE SEASON!

These Accessories Shout "Summer Driving Fun." They stand for picnicking, fishing, touring, and all the other "family car" activities a man and his family look forward to in eager anticipation.

Display Them—put them in a good spot on your Showroom floor. Or make up a special window display . . . show them all together and double your sales punch!



WOODLAND GRILL—228 square inches of cooking surface . . . durable aluminized steel with split top that makes cooking and fire tending simple. Quick and easy to set up or take down. Folds compactly in less than 2 inch thickness, stores neatly in your luggage compartment.



THERMASTER "8 HOUR" JUG—Guaranteed to keep foods or beverages hot for 6 hours, cold for 8 hours. Has Fold-a-Way faucet, two aluminum drinking cups. Beautifully finished in smart gray hammertone. One gallon capacity.

THERMASTER REFRIGERATOR—All-steel, watertight construction with fiber glass insulation and deep freezer lock. Removable ice or food container, pinch proof handles and metal drain. Holds 24 twelve-ounce bottles, plus sandwiches, salads, fruit, etc., in addition to ice. Gray hammertone finish, oven-baked for lasting beauty.



ORDER FROM YOUR ZONE OR DISTRIBUTOR TODAY!