

HUDSON

Service Merchandiser

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

VOL. 6 NO. 7

JULY 1954



New low price spurs Jet radio sales!

Car owners want a radio deal like this. Be sure your customers know they can get it from you!

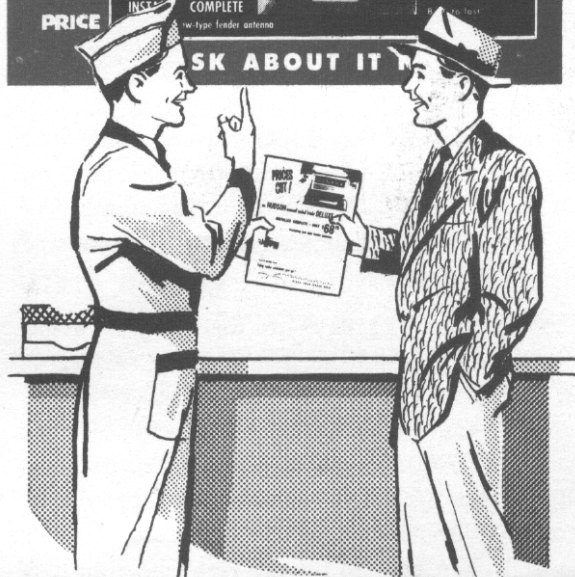
PRICE CUT! Now! Just in time for summer driving fun!

Put a Radio in your Hudson Jet

NEW LOW PRICE only **\$68.75** COMPLETE w/ type leader antenna

ASK ABOUT IT

De luxe 6 tube
Long range power
Clear reception
Beautiful tone
Easy to set



Hudson dealers everywhere are enjoying a big increase in Jet radio sales due to the recent price reduction.

No wonder! 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.

Greatest sales increases are reported by dealers who are making full use of the big, colorful radio poster and the attractive handout piece announcing the new low price on the Jet radio.

Now, you have three big reasons to increase radio sales—the best price, the best radio and the most enjoyment for Jet owners.

So, for more radio sales, do this:

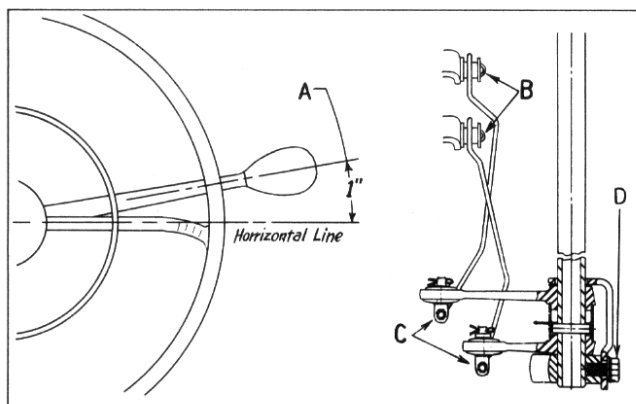
1. Be sure your Jet radio poster is displayed prominently on wall or window.
2. Mail or give a handout piece to every Jet new-car prospect and every owner of a Jet without a radio.
3. Talk to every Jet owner, in person or over the phone, about your new Jet radio 3-way deal.

T-215

MANUAL SHIFT CONTROL LEVER ADJUSTMENT JET MODELS

When reports of gear clashing or difficulty in shifting gears on Jet Models, equipped with manual shift transmissions, are received from the field, the rods connecting the levers at the bottom of the Handy Shift Control with the transmission, should be adjusted as follows:

1. Remove cotter pins and disconnect shift rod trunnions from ends of levers on control tube.
2. Loosen cap screw (D) holding shift lever anchor bracket to control tube lower bracket. Press down on top of anchor bracket, compressing spring washer and tighten screw securely.
3. Place hand control lever in neutral position (A). This is the crossover position in which the lever should be one inch above true horizontal position when measured at end of knob.



4. Check transmission and make sure low and reverse and second and high shift shafts (B) are in the neutral detents.
5. Back off lock nuts (C) at trunnion on second and high shift rod and without disturbing position of hand control lever or transmission shift shaft, install trunnion in grommet at end of second and high lever. Tighten lock nuts, using care not to change length of rod.
6. Adjust length of low and reverse shift rod so trunnion will enter hole in low and reverse lever grommet without disturbing position of either the hand control lever or the transmission low and reverse shift shaft.
7. Readjust if necessary, so hand control lever moves up and down freely in neutral position.

HOOD FLUTTER, MODELS 4D THROUGH 7D

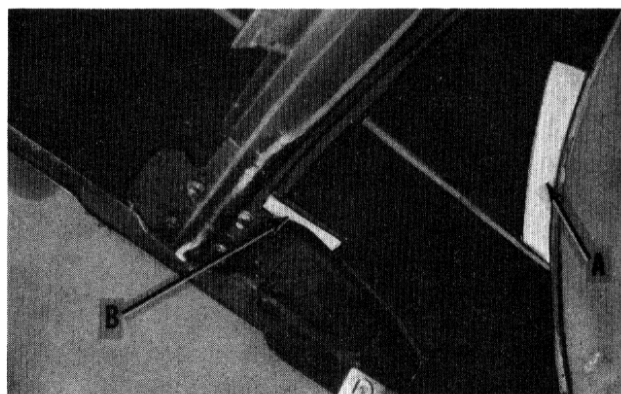
(Cause and correction as outlined by Engineering Department)

There are five general conditions which contribute to hood flutter, as follows:

- (1) Rear edge of hood not fully seated on hood lace.
- (2) Hood hinge springs weak or distorted.
- (3) Hood to hinge adjustment.
- (4) Hood lock plunger not properly adjusted.
- (5) Lack of contact of hood side bumpers.

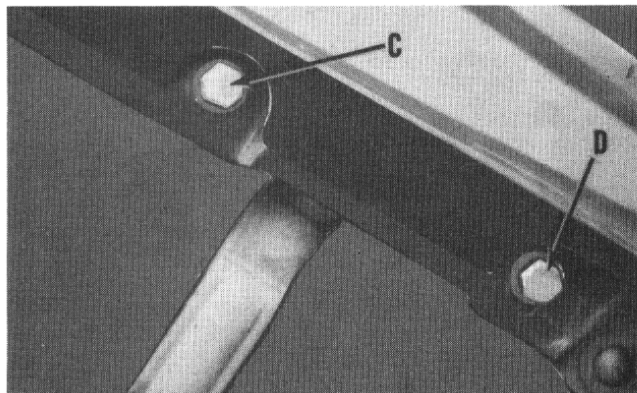
The corrections are as follows:

- (1) If rear edge of hood can be depressed with hood down and latched:
 - (a) Check clearance between hood and fenders at rear. If excessive, readjust hood rear brace to spread hood at rear to give $\frac{1}{8}$ " clearance at each side. Recheck for contact with hood lace.
 - (b) If contact is made toward outside but not along rear edge of raised section as shown at "A" in first illustration: Add a strip at each side as a short piece of hood lace to shim up for proper contact.



- (c) Insert one or two thicknesses of waffle mat between hood panel and hinge bracket on each side as shown at "B". The number of pieces used will depend on the looseness of the hood panel.
- (2) If hood springs (211819) are distorted or weak, as indicated by outer corners of hood raising at rear at high road speeds: Free length of spring should be $4\frac{3}{8}$ " measured between inside of hook ends. **CAUTION:** When hooking springs on body anchor (front) the short hook should be attached with the open end down on the left side and open end up on the right side, as it is

necessary to attach the rear (long) hook on the hinge lever from the outside. Never twist the spring to make this attachment as it will distort and weaken the spring.



- (3) The hood hinge attaching screws should be loosened and the rear of the hood pushed down to the limit of the adjustment as shown at "C" in illustration No. 2 and the front set midway of the adjustment as shown at "D". This will put a slight tension on the hood panel and reduce general tendency for the top panel to flutter.
- (4) The hood lock plunger should be adjusted to hold the front flange of the hood firmly on both rubber bumpers.
- (5) If the rubber bumpers located on the fenders do not contact the side flanges of the hood place the necessary shimming behind them to get contact when the hood is down.

Pieces of waffle mat placed between the hood rear brace and the panel serve only as snubbers to prevent the central section of the hood panel from vibrating. One thickness at each side and two in the middle as applied in standard production will usually accomplish this purpose.

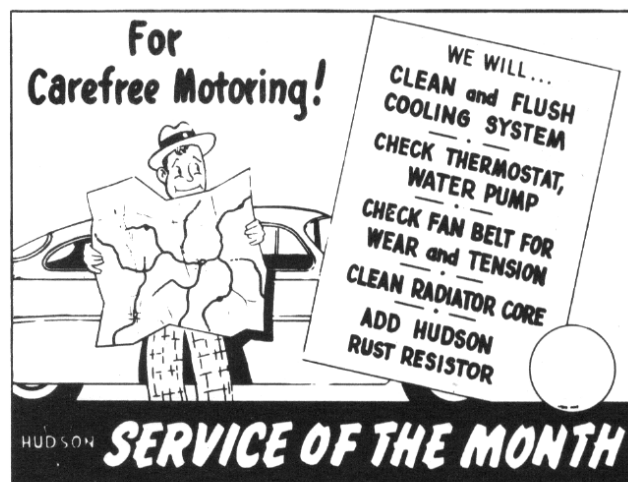
OIL LEVEL DIP STICK

Supplementing the information appearing on page 518 in the June 1954 issue of the Hudson Service Merchandiser, the new oil level dip stick for the Automatic Transmission became effective with the following car numbers:

- Wasp—Model 4D—4301678
- Super Wasp—Model 5D—5301429
- Hornet Special—Model 6D—6301504
- Hornet—Model 7D—7301497

Service Of The Month Poster FOR AUGUST

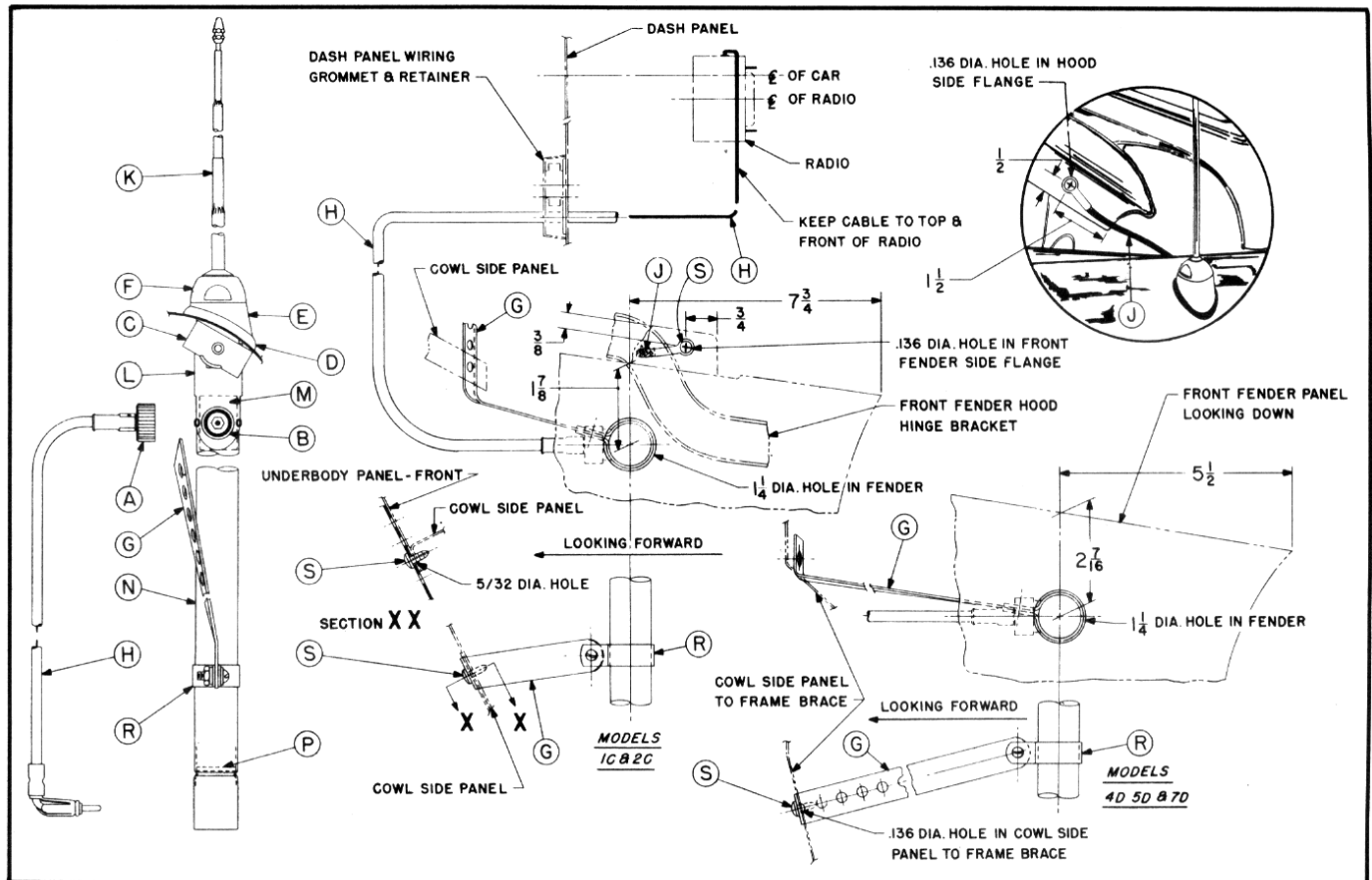
Efficient engine cooling is vital to economical car operation. Invariably when full engine power is restored by a valve grind or major tune-up, the cooling system is neglected. Increased power output as well as higher atmospheric temperatures naturally require efficient cooling.



DIRECTION INDICATOR FLASHER SWITCH

When replacement of the directional indicator flasher switch is necessary on the current Hudson Models in the correction of complaints of erratic operation or failure to operate, it is advisable to install the Part Number 309813, Flasher Switch, in place of the 308893 Switch used in production.

The Part Number 309813, Flasher Switch, is cylindrical in shape and is not provided with a mounting bracket; therefore, the Part Number 301775, Flasher Switch Clamp, must also be used. When making the installation, place the clamp around the flasher and insert base of clamp between base of circuit breaker and cross brace in the same location occupied by the bracket of the original flasher, using the circuit breaker screw to hold it in place.



FENDER ANTENNA INSTALLATION

1. Spot and drill a $1\frac{1}{4}$ " diameter hole in left front fender as shown in illustration.
2. Loosen lower attaching bolts on left front fender splash shield, to permit access to space behind shield.
3. Assemble coupling nut (A) of the lead cable to the nipple (B) on the antenna.
4. Place swinging arms (C) on antenna, as shown on illustration.
5. Insert antenna through opening between fender and splash shield. Lead cable connection and brace should point to front of car.
6. Install the assembled rubber pad (B) and insulator (E) over the antenna.
7. Install the cap nut (F) on the antenna and tighten finger tight.
8. With the antenna vertical, bend anchor strap (G) around cowl side panel, drill a .136 hole and install sheet metal screw (S) as shown on illustration. This should secure the antenna in upright position. Tighten cap nut using a $1\frac{1}{8}$ " open end wrench.
9. Pass antenna lead cable (H) into engine compartment and replace fender shield.
10. Remove dash panel retainer, pass lead cable through grommet and replace retainer.
11. Plug antenna cable into socket, on side of radio. Keep cable to top and front of radio.
12. Drill .136 diameter holes in fender and hood side flanges as shown, and attach bonding cable (J) with self tapping screws (S). The bonding cable has been eliminated on later kits.
13. Extend antenna completely and adjust antenna trimmer on radio for maximum volume, using a weak station near 1000 K.C.

NOTE: On 4D, 5D and 7D Convertible Broughams and Hard Top Coupes, the antenna brackets are mounted to the pillar as shown. Two lead cables are also used on these Models.

REAR WINDOW GLASS WEATHERSTRIP EXPANDER—ALL JET MODELS

The expander for the rear window weatherstrip, 235799 is stocked and priced by the foot, therefore, when ordering for a single window specify 14 feet. (Not one piece).

When ordering expander in any quantity always specify FEET in multiples of 14 as 28 ft., 42 ft., etc., as this part will be shipped in not less than 14 ft. and in multiples of 14 feet.

For extra comfort and that "big-car look" . . .

Offer your customers
Sparkling, Lower-priced

HUDSON WINDOW VENTSHADES



For Jets, Wasps, and Hornets . . .

- They add extra width for bigger-car appearance.
- Provide open-window ventilation in rain.
- Reduce window-and-windshield fogging.
- Shade interiors from sun heat and glare.
- Add to the modern appearance of the car!

Window Ventshades and Rain Shields are made of polished stainless steel for lasting beauty. They fit perfectly—are rigid and rattle-proof—and can easily be installed in less than ten minutes without using any tools!

Did you know that Ventshades are available as an option?

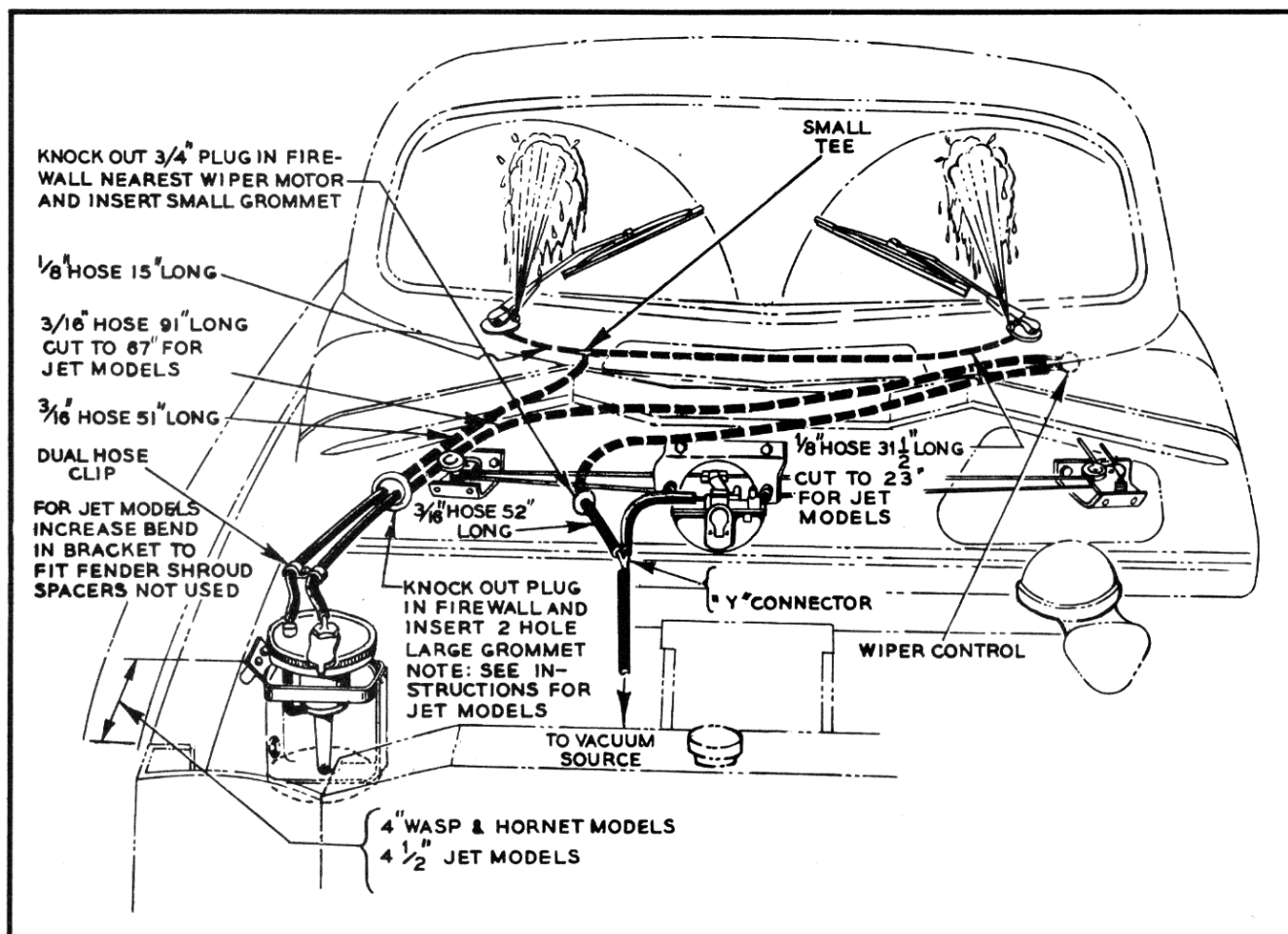
Just add Option "VP" to your Car Order, and they'll be factory installed and included in the total billing price. For field installation, use the following part numbers:

HA-216297
HA-238363
HA-212918
HA-216130
HA-216131
HA-235176
HA-235177

Front Door Wing Rain Shields
Front Door Wing Rain Shields
Ventshades, 4-dr. sed.
Ventshades, 2-dr. sed.
Ventshades, cpe.
Ventshades, 4-dr. sed.
Ventshades, 4-dr. sed.

4C,5C,7C,4D,5D,6D,7D
1C,2C,1D,2D,3D
4C,5C,7C,4D,5D,6D,7D
4C,5C,4D,5D,6D
4C,5C,7C,4D,5D,6D,7D
2C,2D,3D
1C,1D

ORDER FROM YOUR ZONE OR DISTRIBUTOR TODAY!



WINDSHIELD WASHER INSTALLATION

MOUNTING BRACKET

1. The mounting bracket is mounted on the right (passenger) side of the car in the engine compartment on the fender shield. Use the bracket with two spacers as a drilling template in order to mount upright at the distance indicated from radiator brace. Drill two $\frac{1}{32}$ " upper holes to mount bracket and spacers with bolts, and one $\frac{9}{64}$ " lower hole for self-tapping screw. Mount bracket and insert pump and jar assembly.

NOTE: On Jet Models, increase the bend in the bracket mounting tab to fit fender shroud. Spacers are not used for this installation.

HOSE CONNECTIONS

1. Remove large knock out plug on firewall to right and below right cable tensioner, and small $\frac{3}{4}$ " knock out plug between wiper motor and cable tensioner and insert two grommets supplied in kit (See illustration).

NOTE: Do not remove large knock out plug on Jet Models, as large grommet is not used. Punch two

holes to right of knock out plug just large enough to accommodate hoses.

2. Connect small brass tee to the 15 inch and 32 or 23 inch lengths of $\frac{1}{8}$ " I.D. hose. Connect each hose to tube extending down through cable housing under instrument panel, see illustration.
3. Connect $\frac{3}{16}$ " I.D. hose (51 inch) to outer hose connection on jar marked "water" and feed through outside hole in double grommet or hole in firewall on Jet Models. Attach to remaining hose connection on small tee under instrument panel.
4. Cut wiper hose 6 inches from wiper motor and insert "Y" connector. (See illustration).
5. Connect $\frac{3}{16}$ " I.D. hose (52 inch) to "Y" connector and insert through small single hole grommet in firewall. Attach this hose to shortest connection on wiper control.
6. Connect remaining $\frac{3}{16}$ " I.D. hose (91 inch; cut to 67 inch for Jet Models) to center tube on washer marked "Vacuum," insert through remaining hole in large grommet or remaining hole in firewall, and attach to longest connection on wiper control.

CONTROL PUSH BUTTON

1. Washer is operated by control push button in center of wiper control knob.

NOZZLES

1. Remove screw plugs in cable housings and insert jet assemblies. Stream of water should strike glass near top of blade.

NOTE: Flush out tubes and fittings by turning on water before screwing in jets. This will clean the tubes of any obstructions which would plug the pinhole openings in the jets

CARE AND OPERATION

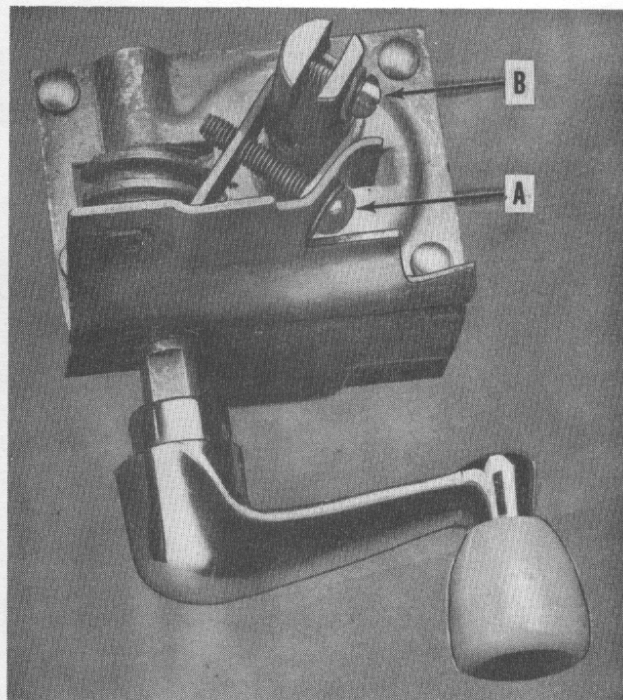
1. The automatic washer is operated by vacuum from the engine.
2. Filling the jar with water up to level line indicated, do not use dirty or greasy container or pour water through a dirty funnel, as dirt or small particles may clog the jets.
3. The wiper control on the instrument panel is also your windshield washer control. Push button to operate washer while wiper is in operation.
4. For Road Splash only a small charge is required. Release control quickly.
5. Winter Use. If it is not desired to operate the washer system in winter months, drain glass container in order to avoid freezing water and cracking jar. A specially prepared Hudson All Season Solvent that will not injure car finish and prevents jar breakage during the winter season can be secured from Hudson Dealers.
6. Check water supply in jar.
7. Unscrew the jet heads and see that small pinhole openings are all clear. Check tube lines for any obstruction of any kind.

NOTE: Care should be taken to avoid filling in pinhole opening of the water jet, particularly in the polishing of cars. Keep pinhole opening clean. To clean nozzles unscrew head while washer is operating.

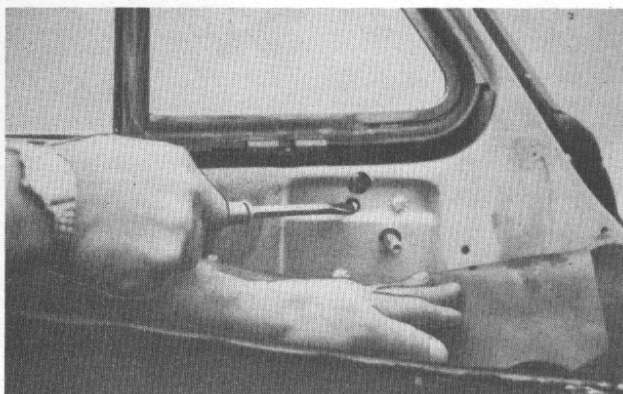
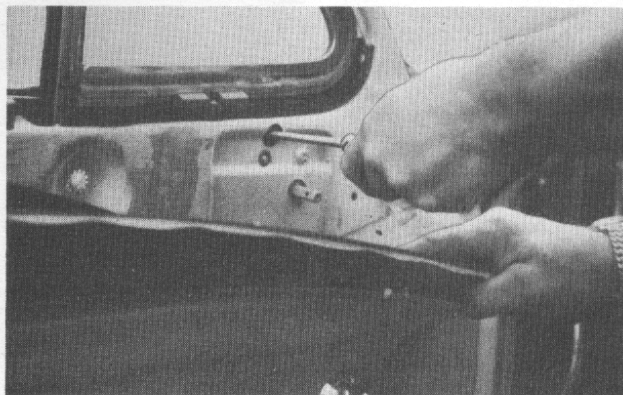
VENT WING REGULATOR

Backlash in the front door vent wing regulator or looseness at the point where the vent wing frame extension is secured in the regulator post may result in the vent wing having a tendency to flutter while driving with the vent wing open at certain positions.

From the illustration, it will be noted there is a brake arrangement on the regulator shaft. This brake may be tightened or relieved by set screw "A".



The screw shown at arrow "B" must be tightened securely to prevent any movement between the regular post and the vent wing extension shaft.



Openings in the door inner panel for access to these screws are shown in the two illustrations just above.

Assures Positive Initial Lubrication . . .



HUDSON

dgf

DRY FILM LUBRICANT

**Quick!
Easy!
Sprays!**

Now, you can apply protective "dry" graphite lubrication to engine parts, before assembly, for complete protection during break-in period.

Hudson dgf protects against harmful metal-to-metal contact until normal oil films are established. It continues to furnish additional surface protection and reduces friction and heat during the entire break-in stage.

Fast! Efficient! Economical!

With easy push-button action, you spray pure *dry* graphite
—to provide resistance to heat and friction up to 5000°F!

Use for dry lubrication before final assembly of:

- Valves and Guides
- Piston Rings
- Pistons & Pins
- Water Pumps, etc.
- Crankshafts
- Camshafts
- Bearings
- Cyl. Walls

Use for "dry" graphite lubrication of:

- Door Locks
- Splines
- Control Wires
- Hinges
- Service Equipment, etc.
- Truck Tire Beads
- Brake Shoe Pads
- Fan Belts
- Water Pump Parts

**Ideal for all types of machine tools, shop machinery,
home appliances and even firearms!**

HS-309909—Stock up for resale, and use in your shop!