

INDEX TO 1949
SERVICE MERCHANDISER NUMBERS

SUBJECT	VOL.	NR.	PAGE	SUBJECT	VOL.	NR.	PAGE
Anti-Freeze	4		32	Oil Filter - Fram	2		16
Battery Ground Strap	4		30	Owner Manual Presentation	2		91
Body Drain Openings	6		49	Ordering Lacquer and Upholstery Cloth	4		30
Body Refinish And Surface Preparation	5		36	Ordering Parts - Instructions for	5		34
Body Refinishing Match-ng Color	6		51	Overdrive Circuit Fuse	2		14
Body Sealing	3		23	Oversize Valve Tappets - 480-490 6 Cyl.	2		16
Body Refinishing Program	3		24	Parts & Service Mgrs. Council	6		51
Camshaft Oil Pump Gear	5		38	Pacemaker Ddetail	6		43
Camshaft Sprocket 6 Cylinder - 490	1		6	Pacemaker Specifications	6		45
Certificate of Presentation	3		17	Pinion and Differential PreLoad	5		38
Check Then Sell	1		6	Questions and Answers	4		26
Cleanliness in Repairing Engines	6		47	Questions and Answers	5		36
Clutch - Proper Care of	4		31	Questions and Answers	6		50
Clutch - Pull Rod Adjusting Wrench	6		50	Rear Compartment Floor Breakage	3		23
Cooling System - Winter Preparation	4		29	Rear Springs	1		7
Connecting Rods - 490 - 6 Cyl.	1		8	Rear View Mirror Support	2		14
Cylinder Block - 490 - 6 Cyl.	1		8	Rebuilt Engines	2		10
Dollars From Diagnosis	3		21	Removing Paper From Bumpers	6		52
Dollars for Hudson Dealers	2		10	Safety First	3		19
Engine Overhaul Gasket Kit - 480-490	3		22	Sales Promotion	1		3-4
Engine Rear Mounting	4		32	Service and Parts Managers Club	3		19
Essential Service Tool Group - 480-490	3		18	Soliciting Field Stories	3		19
Exhaust Manifold Heater Tube	5		38	Spare Wheel Mounting Bolt	2		15
Fall and Winter Best Sellers	4		25	Spark Plugs	3		23
Factory Training School	3		20	Sun Training Schools	6		49
Field Reports on Ttraining School	6		51	Timing Chain Oil Trough	1		6
Foreward	1		2	Timing Gear Cover Oil Seal	5		40
Frame #3 Crossmember Shield	5		34	Transmission Main Drive Gear Stop Ring	1		7
Flywheel Marking - 490 - 6 & 8 Cylinder	3		22	Transmission Gear Ratio - 480-490	5		37
Gasoline Tank Vent - 480-490	3		18	Underseat Heater	4		32
Greetings	1		3	Undercoating Body	1		7
Hudson Clinic and Mechanical School	1		3	Undersize Main and Connecting Rod Bearings	2		15
Hypoid Lubricant	2		14	Used Car Conditioning Suggestions	3		20
Ignition Coil	5		38	Vacumotive Drive Cushion Point Screw	1		8
Increase Service Business	4		30	Vacuum Spark Advance - 490 6 and 8 Cyl.	2		11
Intake Manifold - 490 6 Cyl.	1		7	Valve Tappet Clearance 8 Cyl. Eng.	6		49
Key to Increased Parts Business Volume	4		27	Vibration Dampener Screw 6 and 8 Cyl.	2		15
Liquid Glaze Campaign	2		12-13	Vibration Dampener Balance	3		22
Machine Locating Holes - Cylinder Block	3		18	Water Sealing 480 and Early 490	3		23
Manifold Studs - 480-490	2		16	Weather Control Water Valve - 480-490	3		22
Mechanical Spark Advance - 490 6 & 8 Cyl.	2		11	Windshield Wiper - Check	5		38
New Car Delivery	6		48	Winter Lubrication	4		28
				Winter Preparation	4		29

1950 Service Merchandiser
Index

	NO.	PAGE		NO.	PAGE
Ash Receiver Rattle-Series A	12	142	New Pistons -Pacemaker Engines	8	115
Battery - Fast Charging	1	59	Oil Filter Installation - 480 - 490 - 6 & 8 Cyl.	1	55
Body Finish - Sand Scratches	3	72	Oil Filter Restrictor	6	94
Body Colors - 1951 Series	11	136	Oil Pump Gears - 6 Cylinder Engine	6	93
Body Colors - 1950 Cars	3	74	Owner Tourist Policy - New for 1951	11	133
Body Undercoating	8	114	Overdrive Throttle Switch and Relay	3	70
Brake Control Hose - Pacemaker	5	87	Pacemaker Speedometer Cable and Clip	3	74
Business Getter for Body Shop	4	78	Pacemaker Specifications	4	84
Bury That Hatchet	12	144	Parts and Service Mgrs. Meeting Forms	2	61
Carburetor Lubrication - WGD. Carter	12	144	Parts Ordering	10	130
Carburetor - 501 and 502	5	88	Parts Orders - Check Carefully	8	112
Carburetor Accelerator Pump Rod	5	90	Products Performance Reports	6	95
Car Numbering Arrangement for 1951	11	136	Propeller Shaft Identification	7	106
Car Lubrication	8	112			
Cleaning Nylon Fabric	4	83	Questions and Answers - Jan. 1-55; Feb. 2-66; March 3-75;		
Clutch Compound	7	108	April 4-80; May 5-87; June 6-94; July 7-104; August 8-11;		
Clutch Over - Center Spring Tool	6	95	Sept. 9-118; Oct. 10-126		
Cooling System Operation	8	110	Racing Data	2	62
Companion Flange Holding Tool	7	107	Radiator Core - Pacemaker	5	86
Connecting Rods - 501, 502, 50A & 500	7	107	Rear Compartment Door Lock	2	67
Convertible Top Plastic Covers	2	62	Rear Compartment Door Lock - Series A	12	142
Convertible Top Window Service	6	99	Rear Axle Pinion Oil Seal	5	86
Crankshaft Bearing Cap Lock Plate	1	55	Rear Engine Mount	6	98
Dealer Service That Sells	8	112	Rear Hub Removing Tool	11	139
DeLuxe Steering Wheel - 500 Series	6	98	Rear Main Bearing Cap Oil Seal	1	54
Door Hinge Repair Screw	2	62	Rear Windows - Replacing	4	81
Differential Case Change	7	104	Repair Kits	1	57
Differential Case Change	5	86	Selling Opportunity	3	73
Differential Cone Replacer Tool	8	111	Service Campaign for 1950	1	53
Distributor Bushing Reamer	12	145	Service Cylinder & Piston Assembly	2	64
Distributor Vacuum Advance	5	86	Service Volume with Lubrication Books	11	138
Distributor Vacuum Advance Washers	8	112	Service Station Cleanliness	7	106
Double Vision Through Rear Glass	12	146	Shift Control Bellcrank Rod	4	78
Drive Master Power Cylinder Lubrication	2	59	Shift Strap to Power - Cylinder Cap Screw	7	107
Electrical Units & Accessories	8	115	Silencer Sleeve for Speedometer Cable	7	104
Engine Specifications - 1951 Models	11	135	Spark Plug Cleaning	12	146
Engine Lift Bracket	10	130	Spray Gun -Tips on Use of	5	88
Exhaust Manifold Heat Tube Leak	3	71	Starter Drive Cover Kit	10	126
Field Training and Diagnosis - Series A	12	145	Steering Arm Centering and Toe-in Gauge	4	78
Fog Lights	7	103	Steering Jacket Tube Bearing Puller	5	90
Front Suspension and U Shackles	10	131	Timing Gear Cover Oil Seal Remover Tool	3	69
Generator Regulator Voltage Setting	10	128	Torque Specifications	1	58
Governor Switch Specifications & Testing	7	102	Trailer Couplings and Hitches	8	114
Identification & Adjustment of Door Handles -			Transmission Gears	3	76
500 Series	2	63	Valve Guide installation Tool	12	146
Installation of Radiator & Hood Seals - 480, 490			Valve Tappet and Screw	2	67
and 500 Series	6	95	Vibration Dampener Facing	10	128
Main Bearing Cap Oil Seal - 6 & 8 Cylinder	1	54	Weather Control Core Hose Connections	12	145
Manuals & Literature for Dealers	1	54	Weather Control Valve	4	82
Modern Repair Shop Electrical Equipment	3	71	Water Pump Holding Fixture	2	62
New Car Owner Manual	10	130	Water Seal-For Studs	1	59
New Pistons-Super Six Engines	7	103	Zone Training School for 1951	11	139

1951 Service Merchandiser Index

	No.	Page		No.	Page
As An Owner Sees It	10	247	Hydra-Matic Transmission Control		
Big Opportunity	10	246	Indicator Replacement	1	152
Body Service Manual	11	254	Hydra-Matic Transmission Cover Change	2	160
Body Undercoating	9	238	Hand Brake To Dash Seal	8	234
Brakes	3	171	Headlamp Mounting Ring and Housing		
Bumper Protective Paper Removed	9	238	Interchangeability	1	155
Camshaft Timing Gear	7	218	Hydraulic Brake Cylinders	12	262
Chromcote	11	255	Hydraulic Car Jack	4	178
Chrome Protection	9	242	Instrument Panel Top Covering	1	155
Clean Surfaces To Be Refinished	2	160	Interested In Helping Others	12	267
Clutch Flushing and Lubrication	12	266	Know Your Product	6	211
Clutch Pedal Gauge	6	210	Leather Upholstery Cleaning	11	259
Clutch Tool	2	164	Liquid Glaze	8	233
Customers Bring Business 6 210			Lubrication Builds Service	11	259
Cylinder Block - 1951 -			Main Bearing Cap Packing-Change	12	263
Used for 480-490-500 Engines	2	167	Never Forget An Owner	2	165
Cylinder Head Gasket Change	1	152	New Car Keys	1	155
Cylinder Head Gaskets	2	164			
Cylinder Head Temperature Gauge	8	230	Oil Consumption	7	224
Cylinder Heads-Hornet	7	220	Oil Filter on Hornet Engines	2	167
Dealer Comment On Zone School	1	155	Oil Trough For Overdrive Transmission Cover	2	164
Drive Indicator-Bulb Replacement	1	152	One For Every Mechanic	12	267
Electrical Connections For Accessories	2	166	Ornamental Die Castings	6	212
Engine Interior Cleanliness	6	212	Overdrive Governor Switch	3	173
Engine Oil	2	158	Oversize Parts	9	243
Extension Adapter Plug	4	183	Owner Service Policy	6	214
Extra Owner Manual	10	246	Painting	3	174-175
Fan to Radiator Clearance	6	211	Parts and Service Club 2-158-2-167-7-218-		
Fitting Piston Rings	2	159	219-220-224-225		
Flat Rate Correction	4	180	Parts Department	8	231
Flat Rate Schedule Up To Date	9	243	Poster For December	12	267
Front Seat Adjustment	7	225	Posters Properly Displayed	6	209
Fuel Pump - 8-Cylinder Skeleton Engine	9	238	Preparing Cars For Winter	9	242
Gasoline Cap Air Vent	3	170	Prize Winners	4	180
Gauges Operate On Constant Voltage	2	166		8	230
Hydra-Matic-H-51 Type	5	207-188	Product Improvement Committee	7	227
Hydra-Matic Band Adjustment	3	170	Product Performance Reports	7	227
Hydra-Matic Display Board	7	223	Pushing Car With Hydra-Matic	12	266
Hydra-Matic Drive Fluid Change	1	154	Questions and Answers 7-224-8-234-9-243-		
Hydra-Matic Drive Pedal Link Bell Crank	4	183	10-250-11-255-12-263		
Hydra-Matic Front Servo Exhaust Valve	9	238	Racing - Hornet 8-235-10-247-11-257-		
Hydra-Matic Mainshaft Nut Torque	12	266	12-264		
Hydra-Matic Parking Pawl	6	210	Radiator Core Decal	7	227
Hydra-Matic Reverse Clutch Piston	6	210	Radio Escutcheon Silencer	6	215
Hydra-Matic Serial Number	3	173	Radio Receiver and Speaker	12	262
Hydra-Matic Training School-			Rear Axle Production Changes	2	159
2-157, 3-173, 4-183	2	157	Rear Compartment Door Adjustment	8	235
Hydra-Matic Transmission - Pushing Car	12	266	Re-Location of Weather Ctrl Capillary Tube	1	155
Hydra-Matic Transmission Control Indicator	10	248	Returned Parts	4	180

1951 Index (Cont'd)

	No.	Page		No.	Page
Returned Parts	4	180	Stabilizer Bars-Rear	11	256
Rotating Tires	12	267	Standard Parts	9	238
Safety Check	4	178	Steering Wheel To Horn Ring Silencers	4	180
Safety Display Order	6	211	Storage Cars-Preparing for Delivery	12	262
School Schedule - 1951	1	154	Timing Chain Cover Shoe	10	250
Selling Service	8	230	Torque For Universal joint Bolt Nuts	6	215
Service Pointers	10	251	Torus Cover Springs	4	183
Service Policies and Procedure Manual	9	237	Travel On To Avalon	7	217
Service That Sells	7	226	Vacation Tourists' Service	6	214
Service Work	10	251	Vacuum Valve Seat Tool	8	234
Shop Made Tools	3	173	Valve Cover Breathers	6	212
Skeleton Engines 6 and 8 - 480, 490, and 500	1	153	Water Control Valve	6	215
Special Tools-Hydra-Matic	11	259	Weather Control-Check Owners Use Of	11	254
Special Tools-Part Number Changes	4	179	Weather Control Adjustment	2	167
Speedometer Cable Drive Reducer Assy	1	154	Wheel Cover Installation	12	266
Speedometer Gear Data	4	182	Windshield Washer Solution	12	266
Springs-Rear	4	178	Zone Meetings-Detroit	12	264
Spring Business	3	171	Zone School Operation	1	150
Springs - Lubrication of Rear	11	259			

1952 Service Merchandiser Index

	NO.	PAGE		NO.	PAGE
Aiming Headlights	11	354	Hydra-matic Trans. (Cont'd)		
Air Cleaners	8	331	Rear Servo Gasket	7	322
Axle Ratios and Tire Sizes	5	302	Throttle Control Link Adjustment	11	358
Battery - New Low Gravity	2	278	Torus Cover Neck Ring Wear	7	322
Battery Analysis	3	291	Towing Disabled Car 6-310,	12	367
Battery Cable Connections	1	270	Transmission T. V. Lever (Outer)	8	328
Better Service - More Sales	6	314	Ignition Protection	7	322
Body Lacquers - 1952	3	289	Know Your Product	2	283
Building Business	7	323	Mechanical Changes	12	362
Business Getter	1	272	Mechanical Training for Modern Design	6	310
Car Finish Care	1	274	Meet Bill Smith	2	271
Chrome Protection	1	272	Merchandiser Distribution	5	306
Cleaning White Sidewall Tires	10	350	National Safety-Check Month	4	294
Corrections 5-307, 7-319,	11	356	New Camshaft - 6-Cylinder	4	294
Customer Gain or Loss	10	351	New Manuals 8-327,	11	353
Cylinder Heat Gasket Check	8	328	Offset Rear Spring Shackles	8	327
Cylinder Head Gaskets	5	307	Oil Filters	3	292
Cylinder Head Water Holes	8	327	Other Fellow's Suggestion 5-306,	7	319
Direction Indicator Wiring	10	348	Oversize Pistons	11	355
Door Pocket Mouldings	1	272	Owner Complaint Letters	11	356
Easy To Drive In	1	272	Owner Manuals for 1952	3	287
Engine Oil 5-SW	11	358	Owner Pays for Guess Work	4	294
Engine Stand	4	300	Owner Satisfaction Pays Dividends	7	320
Engine Timing Mark Pointer	5	302	Petrolatum for Battery Terminals	6	315
Exhaust Manifold Damper	5	303	Portable Bench	2	282
Factory Permanent School	2	277	Racing News	5	307
Five-Star Award	9	All	Radio Warranty	2	283
5-Star Service Award Dealer Meeting	6	309	Rear Axle - Model 44	8	329
Flat Rate Additional	5	307	Rear Spring Bolts, Clips and Shackles	4	299
Flat Rate Supplement	12	363	Repairing Stripped Threads	3	290
Floor Mats	1	276	Replacing Sealed Beam Headlights	11	354
Front Coil Spring Spacers	6	311	School Class	5	301
Front Seat Adjustment	10	346	Sealed Cooling Cap	11	356
Front Suspension Bolts and Bushings	10	351	Service Management 5-302, 6-311, 7-318,		
Hood Lock Release	2	281	8-326, 10-346, 11-355,	12	362
Hudsonite	5	304	Service Salesmanship	11	359
Hydra-Matic Transmission:			Shock Absorber Replacement	11	358
Control Valve Assy	4	296	Shop Ventilation	1	272
Flywheel Housing Installation	8	331	Solicitation Plan	3	226
Front Band Adjustment	7	322	Spark-Checking or Setting	2	278
Front Pump	6	315	Spark Advance - Vac. and Mech. 491-492	4	295
Front Pump Cover Seal	7	322	Spark Advance Change	7	323
Front Pump Replacement	12	362	Spark Plug for Hornet	5	303
Front Servo Gasket	7	322	Special Tool Display	7	320
Overdrive Control Valve	7	322	Special Tools	12	364
Pressure Regulator Plug	7	322			
Pressure Regulator Plug Assembly	7	322			
Pressure Regulator Plug Gasket	6	310			
Pressure Regulator Valve 12-362,	10	350			
Rear Brg. Retainer and Reverse Assy	2	280			

1952 Index (Cont'd)

	No.	Page		No.	Page
Steering Column Alignment	8	327	Twin Carburetor Adjustment	6	316
Stock Car Races 3-287,	6	315	Universal Joint Lubrication	5	306
Storage Batteries	8	328	Wheel Bearing Lubrication	11	358
Suggestion Contest	3	287	Wheel Disc Retaining Clip	11	358
Torque Specifications	3	286	Wheeler, Wheeler & Wheeler	11	355
Torque Wrench	2	281	Windshield Washer - Care Of 6-314,	7	319
Tourist Owners	12	363	Windshield Wiper - Location Change	8	328
Transmission-New Standard	8	330	Winter Engine Oil	11	358
Tune-Up Data	2	281			

1953 Service Merchandiser Index

	NO.	PAGE		NO.	PAGE
Aluminum Cylinder Head	11	458	Overseas Service Message	8	431
Appearance Department Time Saver	1	374	Parts Orders	11	462
Auxiliary Muffler	11	462	Pick-Up Trunk For Service	6	412
Back-Up Light	5	406	Pinion Setting Gauge	10	456
Battery	10	452	Piston Rings	8	454
Body Drain Openings	5	407	Power Brakes:		
Brake Fluid	11	463	Operation	12	468
Brake Linkage Lubrication	11	458	Parking	12	466
Carbon Dust	8	432	Preliminary Parts Catalogue 1954	11	463
Carburetor Float Level - Jet & Super Jet	5	406	Preventive Service	8	429
Metering Rods	7	423	Questions and Answers 1-371, 2-383,	10	454
Center Steering Pivot Pin	2	382	Rear Axle & Differential Gear Cases - 1953	6	417
Clutch Assembling & Disassembling Fixture	4	396	Rear Axle Ratio Identification 3-388,	8	435
Clutch Oil Filler	1	371	Rear Main Bearing Oil Leak	1	372
Cooling System - Flushing	6	416	Safety Signaling	12	469
Correction 4-394, 7-423,	11	459	Selling Service	11	462
Cylinder Block Locating Hole	6	416	Service Floor Protection	1	374
Cylinder Head Gasket	2	382	Service Management: 1-370, 2-378, 3-386,		
Drive-Master Removal	1	375	4-394, 5-402	6	410
Engine Tune-Up - 1954	11	463	Special Service Tools	3	391
Essex - 1926	10	454	Check Condition of	11	459
Excellent Service Citation	6	416	For Jet	6	414-15
Fan Belt Tension Adjustment	4	399	For Power Brakes	12	471
Flywheel Ring Gear	4	378	Order Blank	5	401
Front Seat Adjustment - Jet	4	394	Spindle Thrust Bearing Cup Shims	4	395
Fuel and Temperature Dash Units 1-371,	10	454	Steering Stops - Jet	7	422
Generator Voltage Regulator	4	395	Tappet Guide Alignment	10	455
Get Dents Out of Fenders	6	418	Technical Data - 1953 Models	2	382
Hood Crest Ornament	4	394	Throttle Return Spring	5	406
Hydra-Matic Transmission:			Tire Pressure Gauge	8	435
Annular Piston Identification	7	426	Tire Pump 11-459,	12	470
Center Bearing Cap Dowel Pin	6	412	Tool - New	1	426
External Band Adjustment	8	435	Torque Specifications - Car & Engine	3	Looseleaf
Lubricant Capacity-jet	5	406	Trim Code and Upholstery Chart	11	463
Shifter Spring - 3-4	3	386	Tune-Up Data-jet & Super Jet	3	390
Sticking Reverse Cone Clutch Members	1	375	Universal Joint Lubrication	1	370
Torque Specifications	3	Looseleaf	Valve Arrangement	8	432
Transmission Case Shims	5	407	Valve Timing Check-jet Engine	5	402
Literature - Service	7	426	Voltage Regulator Terminal Screws	3	391
Mechanical Procedure Manual	5	402	Wackey Walkers	1	375
Modern Body Refinishing	4	395	Roy Wells Retires	3	387
National Safety Month	4	396	Why Are You in Business?	4	398
New Car Delivery	3	386	Winter Get-Ready	10	455
Other Fellow's Suggestion 4-398, 8-431,			Wire Wheel Discs	10	449
9-439	10	450			

1954 Service Merchandiser Index

(No Index Published)