Mr. A. E. Barit, President and General Manager, announces the appointment of Mr. Norman K. VanDerzee as Vice-President in Charge of Sales, to succeed Mr. George H. Pratt who died suddenly on July 8.

Mr. VanDerzee is well known to the Hudson organization and needs no introduction. He has been Sales Manager since 1947 and a member of the executive family since joining the Company 17 years ago.

With a background of 15 years of previous experience in the industry, Mr. VanDerzee became associated with Hudson in a merchandising and promotional capacity in 1932. Subsequently, he served Hudson as Regional Manager, New York Zone Manager and Eastern Divisional Manager.

The Hudson Service Merchandiser joins the factory and field organizations in wishing Mr. VanDerzee every success in his new official capacity.
In Memoriam

GEORGE H. PRATT

Mr. Pratt, Hudson's Vice-President in Charge of Sales collapsed and died suddenly in Los Angeles, July 8, 1949, while addressing a group of automobile dealers.

In 1945 he was made a member of the Board of Directors, and in May, 1947, he was elected Vice-President in Charge of Sales.

A veteran automotive executive and official, Mr. Pratt entered the automotive industry in 1912. He joined Hudson in 1927 as a field sales representative, became sales manager in 1937, and two years later was appointed general sales manager.

Known from coast to coast, Mr. Pratt was respected for his integrity and leadership by countless friends in all walks of life. His friendship and beloved personality will be missed, but his work and his illustrious career will remain a source of pride and inspiration for all of us.

FOREWORD

Beginning with this edition, the Factory Service Division will issue a monthly publication,

"THE HUDSON SERVICE MERCHANDISER"

The Merchandiser is for the benefit of the Hudson Field Organization, and a copy will be available for every member of the Zone, Distributor and Dealer Parts and Service organization.

The publication that will be devoted to Field Parts and Service activities -- in short, your Parts and Service Newspaper, and since it is planned to be for your benefit, please let us have your whole-hearted cooperation, not only in the thorough reading of each issue, but also in the contribution of valuable information that is available in nearly every Dealer's own Parts and Service Department.

We solicit any interesting information and photographs which you may have, and also your questions and problems. The Merchandiser, after all, will be just as good a publication as you men in the Field make it.
GREETINGS

We all feel pretty good back here in Detroit now that we are able to get together again through the columns of this, our new Service Department publication - The Service Merchandiser.

Long experience in the field and with the manufacturer has made it clear to me that the closer the field organization and factory organization work together and understand each other, the better their efforts are coordinated.

As Mr. Milton has outlined, this publication is primarily for your benefit and to that end we shall endeavor to give you the service and mechanical picture just as we see it. In the final analysis we are all in the same business, namely the sales and servicing of Hudson motor cars.

Long recognized and often expressed is the fact that our Hudson owners are the big boss. It is they who tell us if we have been good or bad in their continued patronage of our product and our service. We are committed to giving you all the service assistance within our power to pave the way to complete owner satisfaction.

This publication will be enlarged if and when the necessity is indicated by the volume of material available. Please bear in mind that an editor can only arrange the material at hand - we must in a great measure rely on the field as reporters, so let us have your suggestions, questions, sketches or photos.

I am confident that you are going to enjoy the Service Merchandiser and get much useful data from it. Be sure to retain your copy for future reference.

HUDSON CLINIC AND MECHANICAL SCHOOL OPENS

In the interest of the better servicing of Hudson cars the three basic requirements - know how, special tools and proper equipment - assume greater importance.

Never before in the history of the industry has there been the great turnover or change in dealer personnel, occasioned principally by the late war. This together with the mechanical and body design changes made during the past year definitely points to the necessity of training of dealer personnel.

That the field service personnel may be prepared to render the high class service demanded by the rapidly increasing number of Hudson car owners and ever mounting yearly car mileage, Hudson Motor Car Company has gone all out in setting up and equipping a very complete and thoroughly organized school to meet this challenge.

Under way with the first class - consisting of Divisional Service Supervisors and Zone Service Managers - basic fundamentals leading up to the latest modern techniques are demonstrated and performed first hand in a manner that will make the construction and procedure easily understood.

Classroom work and theory is followed by a daily routine of performing actual operations with special tools and the most modern and latest shop equipment. Service Promotion and Service Salesmanship are also a vital part of the school curriculum.

It is most gratifying to note the wholehearted welcome and approval with which this training program is being indorsed by the dealers. It is doubtful if ever before there was a greater need of training dealer personnel and the response more enthusiastic by those attending the school.

Please be sure that the names of all who have been selected to attend the school have been sent in to the Zone Office or your Distributor.
Christmas Joy in Watch

Everybody in Service Gets Into
August and September for you

FOR IT!

PARTS AND ACCESSORIES TO THE ACT!
CAMSHAFT SPROCKET 6 CYL. ENGINE

A new camshaft sprocket, Part No. 302497 supersedes Part 300184 beginning with January 4 production. These sprockets are identical in dimensions, the change being in material and heat treating.

TIMING CHAIN OIL TROUGH

An oil trough Part No. 302513 is now being used in production on six cylinder engines, replacing the oil tube to convey oil to the timing chain. This change was made to eliminate the possibility of stoppage of the oil supply to the chain, due to clogging the restricted end of the oil tube.

The oil trough is supplied with oil from the camshaft front bearing thrust plate overflow and is attached to the cylinder by the screw previously used to hold the oil pipe in place. With the trough installation, the hole drilled in the front of the cylinder block for the oil pipe is discontinued. The new trough can be installed on earlier engines in place of the pipe by plugging the oil hole in the front of the block.

This is done by enlarging the front end of the 3/16” oil hole with a 21/64” drill and tapping with a 1/8” pipe tap. The opening is then closed with a Part No. 817 a headless pipe plug screwed tightly in place so that it will be flush with the front of the cylinder. Proper precaution must be taken when doing this work to prevent the possibility of metallic particles entering the oil passages and other parts of the engine.
CARE MUST BE EXERCISED WHEN UNDERCOATING BODY

When body undercoating is applied, it is important to protect the rear axle housing breather, transmission breather, propeller shaft and rear springs that have no covers, so that they are kept free from undercoating.

Breathers that are obstructed result in grease leaks at seals. The propeller shaft balance is thrown off with a heavy coating along one side. The rear spring action will be impaired with under body coating between the leaves. It is equally important that none of the under body coating reaches the radiator core. All grease fitting tips should be protected with a piece of masking tape.

REAR SPRINGS

November 14, 1948, production began using, for light scale only, a Spring Perch rear spring Part #302440 on 491 Broughams and all Coupes. This spring has rubber inserts at the long leaf ends and all leaves are covered with a preparation called “Sleekkote”, which affords adequate permanent dry lubrication and prevents rust formation.

Under no circumstances should these springs be lubricated as it will affect the rubber inserts, neither should spring covers be applied, as it is intended that they should operate without covers. It is recommended that any replacement be of the same as that removed.

SIX CYLINDER ENGINE INTAKE MANIFOLD

To eliminate the tendency of carburetor loading causing engine to stall and difficult starting, particularly on an upgrade, a change has been made in the intake manifold flange angle which has become effective in production.

The intake manifold flange angle has been changed to compensate for the angle at which the engine is secured and permits the carburetor to set in a vertical position when mounted. This change to vertical mounting also affects other associated parts. No change in carburetor float setting is necessary. This change eliminates the necessity for the use of wedges as outlined in General Technical Policies and Information Bulletin Number 6 dated January 14, 1949.

Intake Manifold (Aluminum). 302461 Supersedes 301150
Intake Manifold (Cast Iron). 302460 (when used)
Accelerator cross shaft and lever assembly ... 302515 Supersedes 301631
Carburetor choke heat conductor tube ....... 302518 Supersedes 300674
Carburetor air cleaner brace ................. 302520 Supersedes 301265
Fuel pump to carburetor pipe assembly .... 302514 Supersedes 300830

TRANSMISSION MAIN DRIVE GEAR STOP RING 6 AND 8 CYLINDER

A change was made in the transmission main drive gear, incorporating a stop ring to prevent overshift in high gear position which resulted in premature wear of the shift sleeve and fork.

The redesigned parts that are now in production and will be supplied for service are as follows:

Transmission Main Drive Gear - less HDM - 1.65:1 Second Speed ratio Part 302471
Transmission Main Drive Gear - with HDM - 1.82:1 Second Speed ratio Part 302472
Transmission Main Drive Gear Stop Ring (2 required) Part 302469
Transmission Main Drive Gear Stop Ring Center (2 required) Part 302469
Transmission Main Drive Gear Stop Ring Spring (1 required) Part 302470

This stop ring may not be installed on clutch gear shafts not so fitted at the factory due to clearance between the constant mesh gear and direct drive (high gear) teeth. This was affected by a slight change in machined clearance preparatory to the change.

This change began in production on standard transmission (1.65:1 Second speed gear), Dec. 29, 1948 after 22645 cars of 490 Series. All other transmissions have had the stop ring on main drive gear since January 18, 1949.

No special tools are required for installation of a new stop ring should it become necessary. With the two halves of the stop ring and center nested - place over shaft and move center halves around 1/4 turn. Install spring Holding the assembly up tight to shaft bend lips in recess as shown in cut above.
VACUMOTIVE DRIVE CUSHION POINT ADJUSTING SCREW

To provide a greater area of contact and more positive adjustment, the cushion point adjusting screw on Vacumotive Drive and Drive-Master equipped cars has been changed from the knurled, slotted head type to a hexagon head design having a screwdriver slot at the small end.

The new screw is installed so the large hexagon head contacts the valve lever cam instead of the small end as was previously and is secured by a lock nut, as indicated in sketch. The new and old screws are covered by Parts Nos. 302098 and 302517 respectively.

CYLINDER BLOCK - SIX CYLINDER

Following an engineering change, production has recently made a change in finishing cylinder top face by machining an 1/8” deep tapered depression beginning at the valve seat chamfer and extending to the cylinder bores. (See sketch below)

This necessitated changing the position of the pin for the upper piston rings from 44° from a center line through the piston pin to 20° to facilitate installation.

There is no change in cylinder head or gasket, but only those pistons having the number 302562 cast on the inner side near the piston pin boss may be used in engines with the latest cylinder machining.

SIX CYLINDER CONNECTING RODS

The rifle bore in the connecting rods of six cylinder engines has been discontinued. This connecting rod assembly Part #300044 was superseded by non-drilled rod (of the same forging) Part #302293, which provides for piston pin lubrication through a drilled hole to the piston pin bushing through the top of the connecting rod.

This change became effective 100 per cent in production beginning with car #482-108180, October 11, 1948. These connecting rods are interchangeable but must be matched for weight and it is permissible that the non-drilled type be a fraction of an ounce heavier, as this will be compensated for by the oil weight in rifle bored connecting rod.

Previous to car #482-108180, three trial runs of approximately 187 engines each (totaling 563) had non-drilled connecting rods. This will explain why you may find engines with the non-drilled connecting rods before car 482-108180. Provision for lubricating the cylinder walls through a drilled hole to connecting rod bearing is retained in the non-drilled connecting rod.

At the present time a third connecting rod Part #302601, but machined from a new forging (in which the 1 beam section has been changed) retains provision for lubricating cylinder walls and is also drilled at the top for piston pin lubrication. See sketch above. These are used only in complete engine sets in production.

Bear in mind that while all three of these connecting rods are interchangeable the important point that must be adhered to by the mechanic and stock keeper is, they must be selected for uniformity of weight.