

# 1948 Hudson



## Service Promotion Bulletins

HUDSON MOTOR CAR COMPANY, DETROIT 14, MICHIGAN

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## 1949 (Service Promotion)

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  - No. 10 - Hudson Aug.-Sep. Liquid Glaze Campaign
  - No. 11 - Index Dividers for Service Promotion Material
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- 1952
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- 1954
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# Service Promotion Bulletin

(NEW SERIES)

Number

1

Date

11-3-47

Subject

TO ALL DEALERS:

In answer to many requests for a source of supply for Service Uniforms your factory Service Department, in cooperation with the Unitog Manufacturing Company have prepared the attached brochure for Hudson Dealers who find themselves in need of this type of servicewear.

Unitog apparel was selected for the standard Hudson uniform as they offer a wide selection of garments at a low cost per unit. Other features which made this uniform desirable were their design and durability.

Unitog Manufacturing Company assures us they are in a position to supply these uniforms immediately.

When ordering, we suggest you have "This Time It's HUDSON" printed on the backs of all outer wearing apparel.

- - - - -

TIM MAY

Service Promotion Manager

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 1)

UNIFORMS  
FOR  
THE  
HUDSON  
MAN

NEAT

DURABLE

ATTRACTIVE

ECONOMICAL



# Service Promotion Bulletin (NEW SERIES)

Number

3

Date

11-4-47

Subject

TO ALL DEALERS:

SEEING IS BELIEVING!

Promotionally speaking, signs have played a dominant roll as a medium of selling the American Automotive public.

Actually, so accustomed are people to looking at signs for information that today signs in one form or another are part of our basic requirements when conceiving a business.

Departmentalize your Service Department to more effectively sell your services to your customers. Properly identify these services with Departmental Signs.

There never was a better time to acquaint people with your various service facilities. In the next few months, traffic in your Service Department will hit an all-time high, and opinions formed during this increased activity might well set a pattern for future business.

We believe that a Dealer who realizes this fact and equips his shop with attractive signs will find sales resistance minimized, and in many cases the customer's thinking actually stimulated by their presence.

We are attaching a descriptive order blank which you can use to order signs for your Service Department. All signs described on the attached order blank are ready for immediate shipment.

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TIM MAY

Service Promotion Manager

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION

DEPARTMENTAL  
SIGNS



## Service Promotion Bulletin

TO ALL DEALERS:

BACK TO A NICKLE AGAIN! -- Yes, that's what they are saying about a well known nationally advertised beverage. This is only one of many items and services that are now returning to their prewar status.

As competition becomes a more potent factor in the Service Field, Hudson Dealers must also stop-up their services to the customer, if they expect to maintain and increase their present volume of business.

For your consideration, we are attaching descriptive literature pertaining to Servi-Cars. Those cars are an excellent tool for increasing your customer labor sales through a pick-up and delivery service.

We are also attaching with this literature a mail piece entitled "Just a Phone Call" which can be purchased from the Harley Davidson Company in Milwaukee. If and when you have this type of service, we suggest you make a mailing of this nature to your customers advising them of your pick-up and delivery plan.

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TIM MAY

Service Promotion Manager

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 9.)

Number

4

Date

11-11-47

Subject

SERVI-CARS

A  
TOOL  
TO  
INCREASE  
CUSTOMER  
LABOR  
AND  
PROVIDE  
FOR  
BETTER  
CUSTOMER  
RELATIONS



## Service Promotion Bulletin

TO ALL DEALERS:

If you are to obtain the largest Service Volume possible from your Hudson Owner group, it is essential that every Service Department be properly equipped with all necessary Service Tools and Equipment, in line, of course, with the potential volume available.

It is also necessary that all Service Departments be departmentized so as to obtain the greatest degree of efficiency and so that full advantage is taken of the Tool and Equipment Investment in impressing Service Customers with the Dealer's ability to properly handle his repair needs.

Clean, departmentized Service Departments create Owner Confidence, and this increases Service Volume. They are also more efficient, and this increases the net profits obtained. It must be your constant goal to pay all fixed expenses with the gross profits from Service Volume.

Before a promotion activity on Service - to get larger volume - may be fully effective, it is absolutely essential that the physical setup is right and all necessary equipment is available to insure an efficient job.

To assist you in making a detailed check of your actual Service Equipment as to what is considered "minimum requirements" and also to properly departmentize each Service Department, we have prepared a booklet covering this most important subject in detail. They are being forwarded to your Distributor and you will hear from him in the near future.

We urge that you give this most important activity the proper consideration upon its presentation to you by your Distributor or Zone.

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TIM MAY

SERVICE PROMOTION MANAGER

Number

11

Date

2-6-48

Subject

DEPART-

MENTIZED

SERVICE

DEPART-

MENTS

-----

MINIMUM

TOOL AND

EQUIPMENT

REQUIRE-

MENTS



## Service Promotion Bulletin

Number

12

Date

2/6/48

Subject

TO ALL DEALERS:

It has been necessary for the Acme Company to slightly raise the cost of their equipment.

So that you may have this revised information, we are attaching a copy of our pamphlet covering the Hudson Owner Service Follow-Up System which was sent to you some months ago, along with a new order blank outlining the revised prices.

Kindly see that any old order blanks are destroyed.

A great many Accounts have installed the Owner Follow-Up System and are consistently using the thirty and sixty-day Follow-Up Cards, as well as the Thank You Cards, with their customers. In addition to this, they are making monthly mailings to all Hudson Owners in their territory.

The importance of this activity cannot be over-emphasized. If you do not have an efficient Owner Follow-Up System in operation now, we urge that you obtain one --- either the Acme System, or one just as efficient --- and start immediately with the monthly mailing program to all Owners, as well as a consistent follow-up to all customers who visit your Service Department.

A Hudson Owner Follow-Up System is your PROSPECT LIST of Service Customers.

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TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 38).

OWNER

FOLLOW-UP

SYSTEM

# ACME VISIBLE CARD OWNER FOLLOW-UP SYSTEMS

## OUTFIT "A" FOR DEALERS WITH 100 to 500 SERVICE CUSTOMERS

EQUIPMENT FOR EACH 100 OWNERS:	<u>ZONE NO. 1</u>	<u>ZONE NO. 2</u>	<u>ZONE NO. 3</u>
1 No. 615-3 DHB Card Book	\$ 10.50	\$ 10.75	\$ 10.75
250 6x4" Cards	5.85	5.85	5.90
100 No. 9H Red Card Signals	<u>1.15</u>	<u>1.20</u>	<u>1.20</u>
	\$ 17.50	\$ 17.80	\$ 17.85
200 Owners - Two Times Above	35.00	35.60	35.70
300 Owners - Three Times Above	52.50	53.40	53.55
400 Owners - Four Times Above	70.00	71.20	71.40
500 Owners - Five Times Above	87.50	89.00	89.25
<hr/>			
VERTICAL CARD BOOK RACKS			
First Unit (Capacity 3 books)	8.35	8.50	8.75
Additional Sections (Capacity 1 book each)	<u>1.65</u>	<u>1.70</u>	<u>1.70</u>

## OUTFIT "B" FOR DEALERS WITH 1000 SERVICE CUSTOMERS

1 No. 612-3 Steel Cabinet	\$126.50	\$129.75	\$132.75
1000 6x4" Cards	11.85	11.95	12.10
1000 No. 9H Red Signals	<u>9.80</u>	<u>10.00</u>	<u>10.25</u>
	\$148.15	\$151.70	\$155.10

## OUTFIT "C" FOR DEALERS WITH 2400 SERVICE CUSTOMERS

1 No. 6613-3 Steel Cabinet	\$221.50	\$227.25	\$232.75
3000 6x4" Cards	31.50	31.80	32.25
2400 No. 9H Red Signals	<u>23.50</u>	<u>24.00</u>	<u>24.60</u>
	\$276.50	\$283.05	\$289.10
4800 Owners - Two Times Above	553.00	566.10	578.20

## ZONES - FOR PRICES

<u>ZONE 1</u>		<u>ZONE 2</u>		<u>ZONE 3</u>
Connecticut	Missouri	Alabama	S. Carolina	Arizona
Delaware	New Hampshire	Arkansas	S. Dakota	California
Illinois	New Jersey	Florida	Tennessee	Colorado
Indiana	New York	Georgia		Idaho
Iowa	Ohio	Kansas (except		Montana
Kansas City, Ks.	Omaha	Kans. City)		Nevada
Kentucky	Pennsylvania	Louisiana		New Mexico
Maine	Rhode Island	Mississippi		Oregon
Maryland	Vermont	Nebraska (except		Texas
Massachusetts	Virginia	Omaha)		Utah
Michigan	West Virginia	North Carolina		Washington
Minnesota	Wisconsin	North Dakota		Wyoming
District of Columbia		Oklahoma		

USE ORDER BLANK ON REVERSE SIDE



Find check attached, payable to -- ACME VISIBLE RECORDS, INC.,

for Outfit No. \_\_\_\_\_ covering \_\_\_\_\_ owners, and

\_\_\_\_\_ capacity vertical rack -- total amount \$ \_\_\_\_\_

DEALER \_\_\_\_\_

STREET \_\_\_\_\_

CITY, ZONE & STATE \_\_\_\_\_

Mail this order to W. S. MILTON, SALES DEPARTMENT, HUDSON MOTOR CAR  
COMPANY, DETROIT 14, MICHIGAN



## HUDSON OWNER SERVICE FOLLOW-UP

- SELLS customers more often
- SELLS more at less expense
- SELLS your name and location
- SELLS your product and services
- PAYS with greater parts sales
- PAYS with more accessory sales
- PAYS with larger service volume
- PAYS with increased labor sales

## OWNER CONTACT . . . SYSTEMATIC FOLLOW-UP *Essential!*

**GOOD BUSINESS** and the provisions of the current Hudson Sales Agreement obligate every Hudson Distributor and Dealer to contact all Hudson Owners in his territory at least every thirty days—by correspondence, telephone or personal interview.

**MOST** Distributors and Dealers have installed and are using an Owner Follow-Up System which enables them to make systematic contacts with their service customers and prospects.

**NO CHANGES** are recommended or suggested to Distributors and Dealers who are already using an Owner Follow-Up System that is efficient and serving their purposes. Such systems should be kept in operation—kept up-to-date—and used regularly.

**AS A HELP** to Distributors and Dealers who do not have an Owner Follow-Up System, and to those who do not have an efficient or satisfactory system, Hudson has investigated available systems and recommends the type described on the following pages as worthy of attention.



# ACME VISIBLE CARD OWNER FOLLOW-UP SYSTEM

Gives you instant, constant visual report of service activity . . . provides systematic, efficient, low cost method of maintaining customer contacts.

Index Card has all of the essentials for successful and profitable service promotion:

- Owner's Name, Address and Phone Number
- Car License and Motor Number, Year and Model
- Date of Service Orders and Car Mileage
- Service Order Number and Amount of Order
- Kind of Work Performed

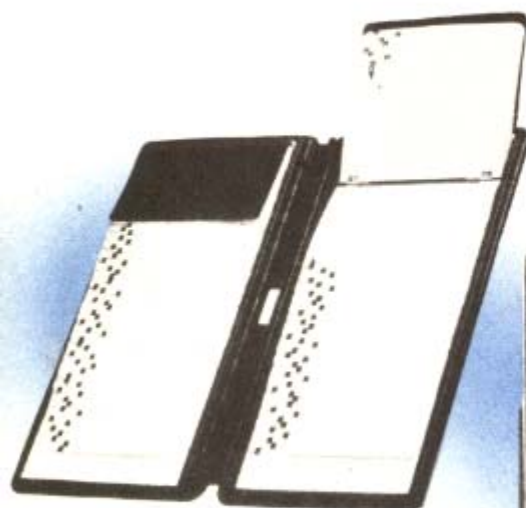
Lubrication (Policy or Paid)  
Tune-Up  
Electrical  
Brakes  
Steering—Front End  
Engine Recondition  
Body Bump—Paint  
Appearance  
Miscellaneous Repairs  
Wheel Alignment  
Oil Filter  
Oil Change  
Change—Transmission, Differential  
Inspection  
No Charge  
Date of Follow-Up

This easy-to-maintain, eye-control index card is the heart of the Owner Follow-Up System.

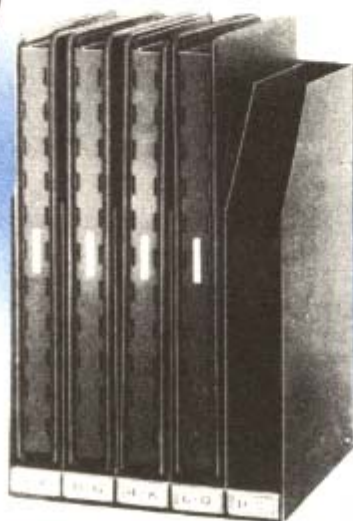
**Follow-Up Signals**—figures "1 to 31" on back of card. First 12 figures indicate month of year for follow-up purposes. Any figure "1 to 31" may be circled to indicate day of month new car is delivered to show date customer is to return to your service station each month.

# Choose Your Owner Follow-Up

A SYSTEM FOR EVERY DEALERSHIP — LARGE — MEDIUM — SMALL



Card Book with  
Index Cards



Card Book Rack

## OUTFIT "A"

For Dealers with 100 to 500 Service Customers

Equipment for each 100 owners:

1 No. 615-3-DHB Card Book

250 6 x 4 Cards

100 No. 9H Red Card Signals

• • • •

200 Service Customers—Two times above

300 Service Customers—Three times above

400 Service Customers—Four times above

500 Service Customers—Five times above

Vertical Card Book Rack—First unit has capacity for three books. Additional sections available with capacity for one book each.



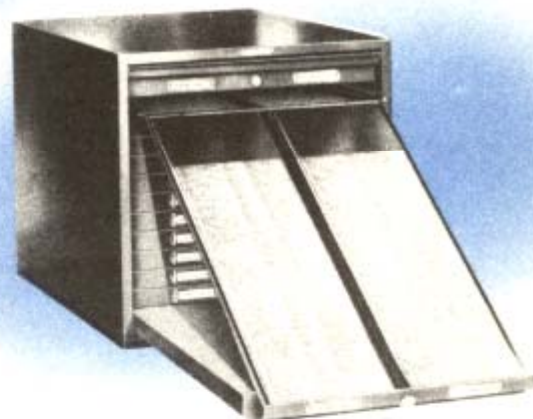
## OUTFIT "B"

For Dealers with 1000 Service Customers

1 No. 612-3 Steel Cabinet with single card trays

1000 6 x 4 Cards

1000 No. 9H Red Signals



## OUTFIT "C"

For Dealers with 2400 Service Customers

1 No. 66133 Steel Cabinet with double card trays

3000 6 x 4 Cards

2400 No. 9H Red Signals

• • • •

4000 Service Customers—Two times above

SEE ENCLOSED ORDER BLANK

- **INSTANT VISIBILITY** means quick and economical usage
- **COMPLETE** records—always accurate and dependable
- **COMPACT** requiring less space, simple and easy to use
- **CARDS** lie back when turned up without being held
- **POSITIVE SIGNALING** which cannot shift or become lost
- **CONVENIENT**—Equipment can be operated with one hand, leaving other hand free for handling papers, telephone, adding machine, etc.



# RECOMMENDED PROCEDURE FOR INSTALLATION AND DAILY OPERATION OF OWNER SERVICE FOLLOW-UP SYSTEM

- 1 Secure an up-to-date list of all Hudson owners in your trade area.
- 2 Prepare a list of buyers of used cars from you during the last six months.
- 3 Type or hand print an index card for each name in the following order:

Last name—Address—Car make and year  
Example: Smith, John M., 643 Main St.  
Hudson '46

(This must be put on lower margin of card, bottom  $\frac{3}{16}$ " )

- 4 File cards alphabetically—by owner name—in card book or cabinet.
- 5 Record on index cards all service work performed on each customer's car during the last six months.

Get information from your service repair orders. If there are any repair orders from local Hudson or used car owners for which you do not have an index card, fill out a card with the proper information and put it in the follow-up system. (Disregard repair orders for tourist owners.)

## 6 Follow-Up Signals

Figures "1 to 31" are printed at top of reverse side of index card. The first 12 figures indicate months of the year and are used for follow-up purposes. Any figure "1 to 31" may be circled in ink to show the day of month a new car is delivered thereby indicating the date each month the new car should be brought to your service department.

Red signal is attached to visible (lower) margin of index card with square hole indicating last month car was in for service, such as "6" for June, "7" for July, etc.

## 7 Keeping System Up-To-Date

System must be kept up-to-date daily by posting data from completed repair orders and moving red signals to current month.

It is important that all repair orders be made out accurately and completely. Make sure name and address are correct, and all repair information enumerated.

**IMPORTANT:** An index card must be prepared and put into the follow-up system for each new car delivered.

## 8 Using System

Every owner listed in the Follow-Up System should receive a regular follow-up mailing piece at least once a month.

All follow-up work done by mail, telephone or personal contact should be recorded on the right margin of the index card.

Signals that have not moved forward to the current month indicate customers who should receive special follow-up.

Check index cards at least once a week. To those with the signal not at the current month, start a program that will bring these inactive customers into your service department.

Do not stop follow-up activity just because a customer has not been in your service department for a long time. If mail or telephone follow-ups do not get results, *make a personal contact* and find out what is wrong. You need every customer's good will—and business.

★ ★ ★ ★

If your Follow-Up System has been set up as outlined, you have a complete list of all available service customers. This entire list should be used to the utmost in promoting Special Service Activities, Seasonal Services, Parts Sales, Accessory Sales, Etc., Etc.

Any additional information desired regarding the Follow-Up System equipment, installation, operation and usage can be obtained from your Distributor or Zone Office.

**HUDSON MOTOR CAR COMPANY**

**SERVICE DEPARTMENT**

**DETROIT 14, MICHIGAN**



## Service Promotion Bulletin

TO ALL DEALERS:

Take a trip to the Department Store. There you will find merchandising at its best. Each department stands on its own feet, with a selling atmosphere created by signs, backgrounds, and attractive displays.

Selling automotive service is no different than selling dry goods. A commanding display, clean surroundings and modern equipment, all contribute to luring the customer into a buying mood.

Appearance conditioning by all statistics, should be the easiest service to sell in your Dealership. Call it "Keeping Up With the Jones" if you like, but there is a certain personal satisfaction in driving a clean, highly polished, good-looking car. People have their cars polished for the same reason that they shine their shoes. A car is something they own and are proud of.

Create a most attractive Appearance Department in your Service Station. With the proper sales promotion, it will increase for you the appearance conditioning income to which you are entitled.

Study the attached folder carefully, it will assist in setting up an Appearance Department that will be a real asset, giving increased profits and your whole shop a dressed-up look.

You are no doubt aware that Finance Companies will finance such Service Station Equipment as this, -- as low as ten per cent (10%) down.

Use the enclosed order blank.

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TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 60).

Number

14

Date

4-8-48

Subject

LIQUID

GLAZE

APPEARANCE

DEPARTMENT

EASIEST

OF ALL

SERVICES

TO SELL

DRESS IT UP

- IT WILL

DRAW YOU

CUSTOMERS

A NEW

LOOK FOR

AN OLD

BUSINESS



## Service Promotion Bulletin

TO ALL DEALERS:

HERE'S AN IDEA!

Why not invite future Hudson Owners to use your service facilities for maintenance of their present car while they are waiting delivery.

Instruct your new car salesmen to solicit this business at the time he writes up order for a new car where trade-in of other make is involved, but don't stop here. Go through your unfilled orders for new Hudsons and make up a list of those people who have offered their present cars as trade-ins. With this list, appoint some one in your organization (preferably the Service Manager) to contact these people personally or by letter and ask them to get acquainted with the fine services you have to offer.

We know that a great deal of potential business is available through future Hudson owners who are now driving other makes of cars. You will eventually contact these people when they become a Hudson Owner, so why not do it now and obtain some extra profits.

Let us make the remaining months in 1948 the highest income service months in the history of Hudson operations. If we do this we will go a long way towards making Hudson the best service organization in the country.

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TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 63)

Number

15

Date

4-9-48

Subject

NEW

SERVICE

CUSTOMERS

GET THE

SERVICE

BUSINESS

IMMEDI-

ATELY

OF YOUR

FUTURE

OWNER

CONTACT

THESE

PEOPLE

NOW!



# Service Promotion Bulletin

Number

16

Date

5-16-48

Subject

BUDGET  
PLANMAKE IT  
EASY FOR  
CUSTOMERS  
TO BUY  
FROM YOUHAVE  
A  
PLANPURCHASE  
A  
SIGNARRANGE  
YOUR  
CREDIT  
SOURCE

TO ALL DEALERS:

EASY DOES IT -- EASY TIME PAYMENTS OF COURSE!

The desire to buy is inherent with American people. The only reason needy repairs are not made on most cars today is for lack of cash.

Make it easy for your customers to buy. -- They want to buy, so offer them a plan.

First, inform them you have a plan. This is done by displaying banners, electrical signs and through direct by mail advertising. Next, arrange with your finance company to back you in a program of this nature.

It is estimated that fifty per cent of American business is done on credit. You could not sell automobiles without time payment plans, so why not sell repairs and accessories on a Budget Plan.

To assist you, Hudson has designed a very colorful electric sign which can be read from both sides and is for display purposes in your Service Department and Show Room. This sign is very economical and at least one of them should be displayed in your Dealership. A convenient order blank is enclosed with descriptive literature.

All finance companies have budget plans available for use by Dealers. It is, obviously, most important that you have definite arrangements made so as to be able to properly offer this service. Consult your finance company, to be sure you have all the details.

- - - - -

TIM MAY  
SERVICE PROMOTION MANAGER

P.S. For Dealers who are desirous of obtaining other two sided departmental signs, we have enclosed mimeographed order blank.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 81)





# Service Promotion Bulletin

TO ALL DEALERS:

In the "80's" many isolated areas in the United States received mail once every twelve months.

The mail delivery was the event of the year -- people looked forward to it.

Advertising literature was in many cases, saved for months, and often used to decorate the walls.

Time has not changed the intrigue that goes with opening the morning mail.

It has been proven most conclusively that the use of our mail facilities is the most effective means of getting our story directly to the interested prospects, and also with the least expense.

It is imperative to the success of your business that you contact every Hudson Owner in your vicinity at least once a month. It is also a Sales Agreement requirement.

We have prepared for your use, a most attractive Six-Months (July through December) Mailing Program. Attached are descriptive literature, an order blank and also a sample card. Please note that each monthly card campaigns a specific Service Activity. In most instances these are seasonal activities that should be performed.

The Service Department Posters, of which there are three each month, will feature the same Service Activities.

We are sure you will agree that this new series of Mailing Cards is unmatched in design and of exceptional quality. Better yet, they are at a lower cost than previously. Also, Southern Dealers are provided with an optional card for November.

It is imperative to your success that you "go all out" on Service Advertising in the last half of 1948. Let's be sure that you send in your order immediately so that you will receive the first cards in time for the July mailing.

LET'S BE SURE THAT EVERY HUDSON OWNER RECEIVES AN EFFECTIVE MAILING EVERY MONTH DURING THE LAST HALF OF 1948.

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Tim May

SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 96)

Number

17

Date

6-14-48

Subject

DIRECT BY  
MAIL SERVICE  
CARDS

PEOPLE  
LIKE TO  
RECEIVE  
MAIL

MOST  
EFFECTIVE

SALES  
AGREEMENT  
REQUIREMENT

JULY  
THROUGH  
DECEMBER  
PROGRAM

SERVICE  
POSTERS

NEW FEATURES  
ADDED

ORDER NOW



## Service Promotion Bulletin

TO ALL DEALERS:

From time to time in the past year, we have received a number of requests for bulletin boards to use in the Service Department and Show Room.

In answer to these requests, we are attaching descriptive literature with order blank and return envelope for your use when requesting merchandise of this nature.

At present, a great many unsightly boards of various sizes and shapes are used in our dealerships to post important information. Most of these boards are unattractive to the point of disappointing the readers interest.

May we suggest you dress up the space in your dealership normally used to post bulletins by purchasing one of these attractive chrome framed cork backed boards.

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TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 117.)

Number

18

Date

8-11-48

Subject

SERVICE

& SALES

BULLETIN

BOARDS

CHROME

FRAME

CORK

SURFACED

DRESS

UP YOUR

SERVICE

DEPARTMENT



## Service Promotion Bulletin

Number  
19

Date  
8-17-48

Subject

TO ALL DEALERS:

Each year at this time Collier's National Weekly runs a series of Preventive Service Ads in their publication, designed to encourage the motoring public to prepare their cars for winter driving.

As in the past, we are attaching sample mail pieces, to with an order blank, for those Hudson Dealers who desire to purchase mailers for their Owners.

The order blank should be sent to the following address:

COLLIER'S, THE NATIONAL WEEKLY,  
"P.S." DEPARTMENT NO. 5  
250 PARK AVE.,  
NEW YORK 17, NEW YORK

- - - - -

TIM MAY

SERVICE PROMOTION MANAGER

COLLIER'S  
DIRECT  
MAIL  
PROGRAM  
AVAILABLE



# Service Promotion Bulletin

TO ALL DEALERS:

Let's talk about you, Mr. Dealer -- You say you like to make money, and you must make money or you'll go out of business. You realize your bread and butter is in the Service Department. , therefore, is logical that you watch this part of your operation closely. In doing so, you have no doubt noticed that mechanical repairs are running approximately \$7.00 per repair order, while the body repairs average approximately \$30.00 per repair order.

We, in the Service Department, know that the paint and bump work in our Dealerships is a lush business to go after. There are numerous advantages in obtaining this work. For example, you are not restricted to one make of car, and also, this department enables you to recondition your used cars to obtain a higher profit. We, therefore, wish to encourage you to enter this phase of service work aggressively. Enclosed you will find descriptive literature pertaining to body and fender repair materials.

Now, for the first time a simple, cold repair process is available for reconditioning damaged and rusted-out bodies and fenders. No great amount of experience is required to do this work, and the material and results are guaranteed, or your money is refunded. We have tested this material in the Factory Service Garage and find it is very versatile in repairing those hard-to-get-at places -- even such items as rusted-out gas tanks are repaired with ease.

May we suggest you immediately fill out the attached order blank and send it to your Zone or Distributor for this money making kit?

-----

TIM MAY

SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 127)

Number

20

Date

8-30-48

Subject

HUDSON  
APPROVED  
BODY  
AND  
FENDER  
REPAIR  
KIT

GETS YOU  
INTO  
THE MOST  
PROFITABLE  
END OF  
THE  
SERVICE  
BUSINESS

EASY  
TO  
USE

ORDER  
NOW!!!



## Service Promotion Bulletin

TO ALL DEALERS:

One of the major senses of the human body is the sense of smell. Many businesses capitalize on this and many fail who don't recognize it.

Automotive dealers, during cold weather, are continually plagued by the smell from exhaust gas in their shops. Whereas, their regular pipe exhaust system takes care of stationary cars, the cars moving around in the Service Department create a problem.

We are attaching, for your observation and consideration, a pamphlet describing OZONE GENERATING MACHINES, which eliminate exhaust gas smell when properly installed and adjusted. May we suggest that you consider this machine for use in conjunction with your regular pipe system, if you have a bad condition in your shop.

Many employee headaches and other nauseous conditions are traceable to fumes in your dealership. We believe these machines can be a valuable asset, not only regarding the health and morale of your employees but to customers as well.

-----

TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN, AS WRITTEN, IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 145).

Number

21

Date

1-26-48

Subject

OZONE  
GENERATING  
MACHINE

CLEAN UP  
BAD  
FUMES IN  
YOUR SHOP

RAISE  
MORALE  
OF  
EMPLOYEES

RAISE  
EFFICIENCY





# Service Promotion Bulletin

## Equipment Information

TO ALL DEALERS:

From time to time it is our policy to forward to the Hudson Dealer Organization, pamphlets describing available Repair Equipment. We ask that you show your Service Manager these pamphlets and discuss with him whether or not this equipment can be used to an advantage in your Service Operation.

We are attaching a pamphlet on the K. R. WILSON MOTOR STAND for Hudson Engines. You will note that this one Stand can be used to handle both Rear Axle Housing and Transmission. No matter which unit is mounted on the stand, it can be rotated in any position desired by the mechanic.

If you desire to purchase this equipment, there is an order blank attached for your convenience.

-----

TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 1)

Number

1

Date

11-14-49

Subject

SERVICE  
EQUIPMENT  
FOR  
HUDSON  
DEALERS



# Service Promotion Bulletin

## Equipment Information

TO ALL DEALERS:

In answer to numerous requests from Hudson Dealers who desire to obtain Fender and Seat Covers for shop use, we are attaching descriptive literature on the GEM Fender and Seat Covers.

You will note these covers are made from headlining material--they are soft in texture and will not mar the finish of the car. They also can be laundered at your local source without danger of shrinkage.

If you are in need of equipment of this nature in your Service Department, there is a convenient order blank attached.

-----

TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 2)

Number

2

Date

11-28-49

Subject

GM FENDER  
AND SEAT  
COVERS  
FOR HUDSON  
DEALERS





# Service Promotion Bulletin

1949 SERIES

Number

1

Date

12-1-48

Subject

VIBROMATIC  
COMPRESSED  
AIR  
CLEANER

A MEANS  
OF  
MAINTAINING  
GOOD WILL --  
THE ELEMENT  
IN OUR  
BUSINESS  
WE CANNOT  
OVERLOOK

TO ALL DEALERS:

Customer Good Will -- so necessary to have, so hard to secure, so easy to maintain, it?

If you take just a little more time, have just a little more patience, and do a little something extra for your customers, it may be the difference between a lost customer and a repeat sale.

One of the simplest and yet the most essential thing you can do when you service your customer's car is to be sure he receives it back with the windows and steering wheel clean and the interior vacuumed.

As an auxiliary vacuum cleaner for your wash or grease rack or customer delivery area, we are attaching literature describing an economical cleaner, which can be used in all dealerships where compressed air is available.

The manufacturer states that these cleaners are available for immediate delivery. May we suggest that you give it serious consideration.

These cleaners should be ordered direct from the Distributor whose name appears at the bottom of the order blank.

-----

TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN, AS WRITTEN, IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 13)



# Service Promotion Bulletin

(490 SERIES)

Number

2

Date

12-15-48

Subject

OZONE  
GENERATING  
MACHINES

TO ALL DEALERS:

This is with reference to our Bulletin of October 28th, to which was attached a circular describing Ozone Generating Units.

Since this Bulletin was issued we have received numerous requests for a specific statement as to Ozone eliminating Carbon Monoxide in automobile garages. As we stated in our Bulletin these machines should be used in conjunction with regular fresh air ventilating and exhaust systems.

Ozone Generating Machines will not eliminate Carbon Monoxide, and therefore should not be purchased with that idea in mind.

It is the gases that exist in the garage, such as paint fumes and exhaust fumes (other than Monoxide) that the' Ozone Machines will successfully eliminate, --- this type of fume causing headaches, nausea. et cetra, which, obviously, reduce efficiency.

If there is any question on the sale of these machines please contact this office.

-----

TIM MAY

SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 17)



# Service Promotion Bulletin

Number

3

Date

12-20-48

Subject

TO ALL DEALERS:

"LET'S ADVERTISE OUR SERVICE FACILITIES IN 1949"

1949 can be a great Service Year for Hudson Dealers, If we are properly aggressive. Business is more competitive, and you can't maintain or increase your Customer Labor Sales unless you use every means possible of attracting all Hudson Owners in your trade area to your Service Department.

The "No. 1" and most important activity is the mailing, EVERY month, of an appropriate Service message to EVERY Hudson Owner.

Direct Mail is by far the most effective method to use in advertising your Service facilities. You, of course, know who is a prospect, if you have an up-to-date Hudson Owner list and you direct your advertising efforts only to interested prospects.

BY ALL MEANS USE SERVICE MAILING CARDS EACH AND EVERY MONTH. They get results and are the most economical form of advertising. We have prepared appropriate mailing Cards FOR January, February and March (samples are enclosed).

The January Card advises the Owner of your Hudson Dealer's Service Pledge. This surely is the message to get to them as you enter the New Year.

The February Card outlines specific Winter Specials that will effectively protect the Owner's car against Winter driving conditions Be sure you carefully set up your prices on these various "specials."

The March Card concentrates on Brakes. This is a timely message. Let's put on a real campaign and see to it that EVERY Hudson Owner has the best brakes possible. Safety to the Owner and Income to you. Again, be sure that your prices are right on the various Brake operations also, and most important, give the "FREE" Brake Inspection as outlined on the Card during March.

An Order Blank is attached set up your prices, and ORDER NOW.

The Cards are 100% Hudson designed by Hudson people -- for Hudson Dealers' use -- to Hudson Owners.

Let's make 1949 the greatest Hudson Service Year in Hudson's history.

TIM MAY

SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS NO. 19)

JANUARY -

FEBRUARY -

MARCH

HUDSON

OWNER

DIRECT

MAIL

PROGRAM

ORDER NOW



## Service Promotion Bulletin

Number  
4

Date  
2-4-49

Subject

COMBINATION  
AIR COMPRESSOR  
AND BATTERY  
CHARGER

TO ALL DEALERS:

YOU CAN'T SELL THEM IF YOU CAN'T START THEM!!!

There is nothing more dismal looking or more disappointing than a Used Car with a couple of flat tires and a run-down battery. I guess that you might refer to cars on your lot in this condition as "frozen assets."

In line with the above, we are attaching descriptive literature that might offer a solution to those dealers whose car lots are located some distance from their main service operations.

The Model GKM Unit, described on the attached pamphlet, is gasoline operated and needs no other source of power for operation.

These Units are manufactured by the H & H Products Manufacturing Company and are distributed through Progressive Automotive of Dearborn, Michigan. If you are interested in equipment of this nature, an order blank is attached for your convenience.

IDEAL FOR  
SERVICE  
CALLS AND  
ISOLATED  
USED CAR  
LOTS AND  
SMALL  
PAINT  
JOBS

A PORTABLE  
UNIT THAT  
CAN BE  
WHEELED  
BY HAND  
OR TAKEN IN  
A SERVICE TRUCK

-----

TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 34.)



# Service Promotion Bulletin

TO ALL DEALERS:

EVER WATCH A BIG DEPARTMENT STORE PUT ON A SALE? Well here's the way it works. First of all, employees are acquainted with the object of the sale and the come-on merchandise that will be offered at a special price.

Each department is assigned their work. The Advertising Department places ads in newspapers, on the radio, in the mail, et cetera. The Window Trimmers decorate the windows to attract passers-by. The Inside Merchandisers dress up the building with tie in banners, et cetera. Everyone from the president on down starts to get excited about the volume of sales that will result from the big campaign.

When the sale is finally concluded, the results are usually the following"

A nice profit was made on the special merchandise even though offered at a reduced price as the volume offset the reduction. But that isn't all. Many new people visited the store, a great many valuable contacts were made, and other merchandise was sold.

-----  
Our own Service Merchandising Program is not too different from department store methods. During the Month of February, we would like every dealer to get his entire personnel keyed up for a Brake Repair and Adjustment Campaign to be held in March.

The attached brochure describes pictorially the tools to use. If you will have everyone of your employees talk this campaign, live and breathe this campaign for the next two months, you will be surprised in the increased business that will result,

We are also attaching order blanks for the purchase of Brake Banners to display effectively inside or outside of your dealership. We suggest that you paint one of your prominent show windows like sample given and send Mail Cards to all your customers. We also suggest that you give a bonus to your personnel on brake work during the Month of March. This will give them an incentive to promote this business.

Let's make this first 1949 Campaign to promote "service specials" a success, by turning your organization all out on this promotion.

-----  
TIM MAY  
SERVICE PROMOTION MANAGER

P.S. FULL WHEEL FREE AND MAKE \$10 - by this we mean, if you will offer to pull a front wheel on all service customer cars gratis you will find great many of them need a brake relining that should result in a profit of at least \$10.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 36)

Number  
5

Date  
2/14/49

Subject

MARCH  
BRAKE  
CAMPAIGN

A PROMOTION

TO SELL

BRAKE

LININGS,

SEALS,

BEARINGS,

AND BRAKE

ADJUSTMENTS

THROUGH A

CONCENTRATED

EFFORT OF THE

ENTIRE HUDSON

DEALER

ORGANIZATION



## Service Promotion Bulletin

Number

6

Date

3/4/49

Subject

INGERSOLL  
RAND  
IMPACT  
TOOLS

TO ALL DEALERS:

NUT RUNNING--a time consuming task which costs dealers and their mechanics a great deal of income.

How to get more work done per man-hour has always been a problem in the Service Department. We believe through the use of better tools and equipment the mechanics' work cannot only be speeded up but the task can be more pleasant and efficient.

The Ingersoll-Rand 4U Impact Tool described on the attached folder is a very important advancement in modern mechanics' tools. Such jobs as removing wheels, head bolts, pan bolts, et cetera can be done in one-third the time by the use of an Electric Impact Wrench. We think that every dealer should have at least one of these units in his shop.

Within the next month, all Hudson Zone Offices and Distributors will be offered the use of Electric Impact Wrenches for demonstrations. We suggest that you ask your Service Representative for a demonstration.

Should you or any of your mechanics desire to buy any of these units, you will find a convenient order blank attached to the folder.

-----

TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 41)

# AMAZING

**ROTARY ELECTRIC**  
**IMPACT TOOL**  
 A MULTI-PURPOSE TOOL  
**PRICE LIST**



## Ingersoll-Rand

11 Broadway, New York 4, N. Y.

### SPECIFICATIONS

	SIZE 4U	SIZE 8U
Length, Overall	10 1/2"	12 1/8"
Weight, Less Cable	6 lb. 8 oz.	9 lb. 14 oz.
Side to Center	1 5/32"	1 11/16"
Approx. Free Speed		
Forward or Reverse	1900	1700
Impacts per Minute	1900	1700
Size Socket Driver	1/2" sq.	5/8" sq.
Standard Voltage	110V or 220V	
	AC-DC (25-40-50-60 cycle)	

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Please correspond with our district office.  
 Form FL-5024 Effective date July 7, 1948  
 Superseding PL-5024 dated May 14, 1948



# IT'S THE ONLY **REAL** **ALL PURPOSE TOOL**

Uses standard attachments

## CAPACITIES













# IT'S THE WORLD'S GREATEST NUT-RUNNER

• The power of the electric motor is converted into "rotary impacts" which exert a more powerful turning effect than is produced by any other electric tool of comparable size. You will be amazed how easily the Impactool runs nuts on or removes frozen ones that would ordinarily have to be burned or cut off.

• You cannot burn out the motor by over-loading . . . even if you stall the spindle completely, the motor continues to run.

• Here's a tool that's easy to hold. You get no torque reaction—no kick no twist—under any condition. The hardest job now becomes the easiest.

• The Impactool is available in two sizes, the Size 4U, conservatively rated to handle nuts and cap screws up to  $\frac{3}{8}$ " bolt size, and the Size 8U up to  $\frac{5}{8}$ " bolt size. They will cut time on most of your nut-running operations as much as 90%!

Operation	Size 4U Diam.	Size 8U Diam.
 <b>Nut-Running</b>	$\frac{3}{8}$ " bolt size	$\frac{5}{8}$ " bolt size
 <b>Drilling</b>	$\frac{1}{4}$ "	$\frac{3}{8}$ "
 <b>Or Step Drilling to</b>	$\frac{1}{2}$ "	$\frac{3}{4}$ "
 <b>Reaming</b>	$\frac{1}{2}$ "	$1\frac{1}{16}$ "
 <b>Tapping</b>	$\frac{1}{4}$ " to $\frac{1}{2}$ "	$\frac{3}{8}$ " to $\frac{3}{4}$ "
 <b>Screw Driving</b>	$\frac{3}{8}$ " Machine Screws No. 20 Wood Screws	$\frac{5}{8}$ " Machine Screws No. 22 Wood Screws
 <b>Hole Sawing</b>	$1\frac{1}{2}$ "	2"
 <b>Extracting broken cap screws and studs</b>	$\frac{3}{8}$ "	$\frac{5}{8}$ "
 <b>Driving and removing studs</b>	$\frac{3}{8}$ "	$\frac{3}{8}$ " to $\frac{5}{8}$ "
 <b>Wire Brushing</b>	$\frac{3}{8}$ " shank	$\frac{1}{2}$ " shank
 <b>Woodboring</b>	$2\frac{9}{32}$ "	$1\frac{1}{4}$ "
 <b>Masonry Drilling</b>	$\frac{3}{8}$ "	$\frac{5}{8}$ "



PRICES SUBJECT TO CHANGE WITHOUT NOTICE





**WOOD  
BORING**



**SCREW  
DRIVING**



**NUT  
RUNNING**



**DRILLING**



**SIZE 4U**



**SIZE 8U**

## STANDARD EQUIPMENT

**1—SIZE 4U ELECTRIC IMPACTTOOL** complete with standard equipment as shown above, including a 12 foot, 3 conductor cable with cable plug and ground wire connection. (110 or 220 Volt AC-DC) ..... **\$128.30**

*The following items of standard equipment can be omitted at the prices shown:*

**1—SET OF 6 NO. 209 HEXAGON SOCKETS** consisting of 1 each of the following sizes for nut running:  $\frac{7}{16}$ " ,  $\frac{1}{2}$ " ,  $\frac{9}{16}$ " ,  $\frac{5}{8}$ " ,  $1\frac{1}{16}$ " ,  $\frac{3}{4}$ " across flats.. **\$3.90**

**1—NO. 99 COLLET TYPE CHUCK** with No. 103- $\frac{1}{2}$  Collet, No. 478 Chuck Back Jaw Wrench and No. 253 Chuck Nut Wrench. Tap capacity No. 10 to  $\frac{1}{2}$ " inclusive; takes round shanks  $\frac{3}{16}$ " to  $\frac{3}{8}$ " diameter for drilling, driving wire brushes, hole saws, and other tools having round shanks..... **\$11.40**

**1—NO. 323-2 NO. 2 MORSE TAPER SOCKET** for holding reamers and other tools having No. 2 Morse Taper Shanks..... **\$2.00**

**1—NO. 324 NO. 1 TO NO. 2 MORSE TAPER SLEEVE** for use with above No. 323-2 Socket to hold reamers and other tools having No. 1 Morse Taper Shanks ..... **\$1.00**

**1—SIZE 4U ELECTRIC IMPACTTOOL** less standard equipment but including cable and cable plug.. **\$110.00**

**1—SIZE 8U ELECTRIC IMPACTTOOL** complete with standard equipment as shown above, including a 12 foot, 3 conductor cable with cable plug and ground wire connection. (110 or 220 Volt AC-DC) ..... **\$197.00**

*The following items of standard equipment can be omitted at the prices shown:*

**1—SET OF 4 NO. 209 HEXAGON SOCKETS** consisting of 1 each of the following sizes for nut running:  $\frac{13}{16}$ " ,  $\frac{7}{8}$ " , 1" ,  $1\frac{1}{8}$ " across flats..... **\$4.75**

**1—NO. 99 COLLET TYPE CHUCK** with No. 103- $\frac{5}{8}$  Collet, No. 478 Chuck Back Jaw Wrench and No. 253 Chuck Nut Wrench. Tap capacity  $\frac{5}{16}$ " to  $\frac{5}{8}$ " inclusive, takes  $\frac{5}{16}$ " to  $\frac{1}{2}$ " round shanks for drilling, driving wire brushes, etc..... **\$12.00**

**1—NO. 103- $\frac{1}{2}$  COLLET**—Interchangeable with the No. 103- $\frac{5}{8}$  Collet in the No. 99 Collet Type Chuck. Tap capacity No. 10 to  $\frac{1}{2}$ " inclusive, takes round shanks  $\frac{3}{16}$ " to  $\frac{3}{8}$ " inclusive..... **\$3.00**

**1—NO. 323-3 NO. 3 MORSE TAPER SOCKET** for holding reamers and other tools having No. 3 Morse Taper Shanks..... **\$2.20**

**1—NO. 324 NO. 2 TO NO. 3 MORSE TAPER SLEEVE** for use with above No. 323-3 Socket to hold reamers and other tools having No. 2 Morse Taper Shanks ..... **\$1.25**

**1—NO. 325-2 NO. 2 MORSE TAPER DRIFT** for use with Morse Taper Socket and Sleeve..... **\$8.00**

**1—NO. 459 TAP CHUCK** fits in No. 323-3 Morse Taper Socket, accommodates a  $\frac{3}{4}$ " tap..... **\$5.00**

**1—NO. 212 SOCKET ADAPTER**— $\frac{5}{8}$ " square recess to  $\frac{1}{2}$ " square driver..... **\$3.00**

**1—SIZE 8U ELECTRIC IMPACTTOOL** less standard equipment but including cable and cable plug.. **\$165.00**

**ROTARY ELECTRIC  
IMPACTTOOL**



# ROTARY ELECTRIC IMPACTTOOL

## ANVIL EXTENSIONS



For Part No.	Price
4U 214-4 4" Anvil Extension	\$1.20
4U 214-9 9" Anvil Extension	1.65
8U 214-4 4" Anvil Extension	3.50
8U 214-9 9" Anvil Extension	5.30

## SCREW DRIVER ADAPTER

This Adapter snaps onto the 1/2" Square Driver of the Size 4U Impacttool, and snaps onto the No. 212 Socket Adapter for use on the Size 8U Impacttool.

Part No.	Price
812 For use with Square Phillips or Square Reed-Prince Insert Bits	\$1.75



## UNIVERSAL JOINTS



For Part No.	Price
4U 670 1/2" Square Drive	\$4.75
8U 670 3/8" Square Drive	5.95

## TYPE SPB OR SRPB SQUARE INSERT BITS

Part No.	Price
SPB-083-5 Square Phillips Bit, No. 3 Pt.	\$1.40
SPB-084-5 Square Phillips Bit, No. 4 Pt.	.40
SRPB-081-5 Square Reed-Prince Bit	.40



## QUICK-CHANGE CHUCK

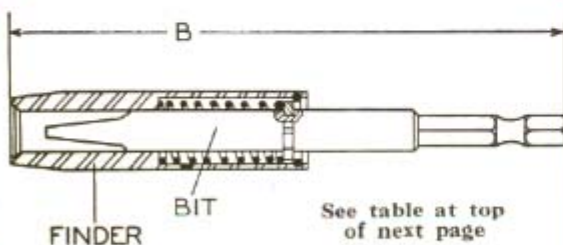
For	Part No.	Price
4U	A925-7 1/2" Square to 7/16" Hexagon Recess for using Screw Driver Bits with 7/16" Hex. Shanks	\$7.65
8U	A925-7 3/8" Square to 7/16" Hexagon Recess for using Screw Driver Bits and Socket Drivers with 7/16" Hex. Shanks	\$8.15



The Quick-Change Chuck slips on the Square Driver of the Impacttool and takes all types of solid Screw Driver Bits having 7/16" hexagon shanks. By sliding the sleeve forward, the Bit is freed for changing. Releasing the sleeve locks the Bit securely in place.

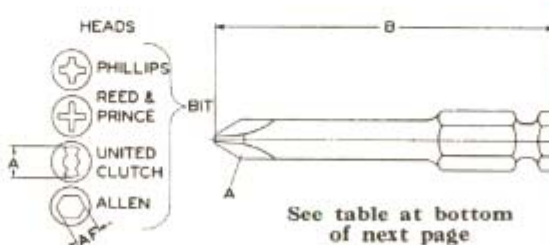
### Screw Driver Bits

#### Bits for Slotted Head Screws



See table at top of next page

#### Bits for Recessed Head Screws



See table at bottom of next page

TAPPING

MASONRY  
DRILLING

REAMING

STUD REMOVING



## SCREW DRIVER BITS FOR USE IN QUICK-CHANGE CHUCK

**FOR USE WITH**

**Bits for Slotted Head Screws**

4U

4U

4U

4U-8U

4U-8U

4U-8U

Screw Sizes and Types						Over-All Length "B"	Part Number	Price
Round Machine or Wood	Flat Machine or Wood	Oval Machine or Wood	Binding Machine	Fillister Wood	Fillister Machine			
12	10	10	10	12	1/4	3 3/4"	R3012-7	\$2.15
14, 1/4	12	12	12	14		3 3/4"	R3013-7	2.15
16	14, 1/4	14, 1/4	1/4	16	5/16	3 7/8"	R3114-7	2.15
18, 5/16	16	16		18		3 7/8"	R3116-7	2.15
20	18, 5/16	18, 5/16	5/16	20	3/8	3 7/8"	R3117-7	2.40
22, 3/8	20	20		22		3 7/8"	R3119-7	2.40

**ALL BITS HAVE 7/16" HEX SHANKS**

**FOR USE WITH**

**Bits for Recessed Head Screws**

4U-8U

4U-8U

4U-8U

4U

4U

4U-8U

Screw Sizes and Types							Bit Size Dimen. "A"	Part No. and Dimen. "B" - 3 1/2"	PRICE	Part No. and Dimen. "B" - 4 1/2"	PRICE
Round Inches	Flat or Oval Inches	Binding Machine or Fillister Wood Inches	Fillister Machine Inches	Truss Inches	Washer Inches						
12 to 5/16 3/8, 1/2	12 to 1/4 5/16 to 1/2	12 to 1/4 5/16 to 1/2	12 to 5/16 3/8, 1/2	12, 1/4 5/16 to 1/2	12, 1/4 5/16 to 1/2	No. 3 Pt. No. 4 Pt.	No. 3 Pt. No. 4 Pt.	P283-7 P284-7	\$.65 .65	P363-7 P364-7	\$.75 .75
Reed-Prince Head	All Sizes	All Sizes	All Sizes	All Sizes	All Sizes	One Size	One Size	RP282-7	.65	RP362-7	.80
Clutch Head	12 14, 1/4 5/16, 3/8	10 12, 14, 1/4 5/16	12 14, 1/4 5/16, 3/8	12 14, 1/4 5/16, 3/8	10, 12 14, 1/4 5/16, 3/8	10, 12 14, 1/4 5/16, 3/8	3/16" 1/4" 5/16"	C286-7 C288-7 C2810-7	.70 .70 .70	C366-7 C368-7 C3610-7	.75 .75 .75
							Size of Driving Hex—"AF"	Part No. and Dimen. "B"-2 1/2"	Price		
Allen Head							Cap Screws	Set Screws	Pipe Plugs		
							1/4" 5/16"	3/8" 7/16" 1/2" 5/8" 3/4"	1/8" 1/4" 3/8" 1/2"		
							3/8" 7/16" 1/2, 9/16"				
							3/16" 7/32" 1/4" 5/16" 3/8"	HX206-7 HX207-7 HX208-7 HX2010-7 HX2012-7			

Screw numbers shown in the above tables apply to Machine Screws sizes only; not to Wood Screw sizes.

**PRICES SUBJECT TO CHANGE WITHOUT NOTICE 5**



## HEXAGON AND SQUARE SOCKETS

For Use With	Std. Socket No.	Distance Across Flats	K Bolt Clearance in Std. Socket	AMERICAN STANDARD, BOLT SIZE				CAP SCREWS	PRICE
				Regular Series		Heavy Series	Light Series		
				Bolts, Unfinished and Semi-finished	Bolts Finished	Bolts, Nuts, Jam Nuts, (Former U.S. Standard See Note for exception)	Nuts and Castle Nuts (Same as S.A.E.)		
					Nuts, Jam Nuts, Unfinished, Semi-Finished, Finished				
NO. 209 SOCKETS FOR HEXAGON NUTS                      1/2" SQUARE DRIVE									
4U	P-120	3/8	7/8	1/4	..	..	..	..	\$.75
4U	P-140	7/16	7/8	..	1/4	..	1/4	1/4	.75
4U	P-160	1/2	7/8	5/16	..	1/4	5/16	5/16	.75
4U-8U	P-180*	9/16	7/8	3/8	5/16	..	3/8	3/8	.75
4U-8U	P-200*	5/8	7/8	7/16	3/8	..	7/16	7/16	.75
4U-8U	P-220*	11/16	7/8	..	..	**3/8	..	..	.80
4U-8U	P-240*	3/4	7/8	1/2	7/16	..	1/2	1/2	.85
4U-8U	P-250*	25/32	7/8	..	..	**7/16	..	..	.95
4U-8U	P-260*	13/16	7/8	..	1/2	..	..	9/16	1.00
4U-8U	P-280*	7/8	7/8	9/16	9/16	1/2	9/16	5/8	1.00

\*These sockets can be used on Size 8U with No. 212 Socket Adapter.

\*\*U. S. Standard only; not American Standard.

<b>NO. 209 SOCKETS FOR HEXAGON NUTS      3/4" SQUARE DRIVE</b>									
8U	PHD-180	9/16	27/32	3/8	5/16	..	3/8	3/8	1.15
8U	PHD-200	5/8	27/32	7/16	3/8	..	7/16	7/16	1.15
8U	PHD-240	3/4	27/32	1/2	7/16	..	1/2	1/2	1.15
8U	PHD-260	13/16	27/32	..	1/2	..	..	9/16	1.15
8U	PHD-280	7/8	27/32	9/16	9/16	1/2	9/16	5/8	1.15
8U	P-300	15/16	111/32	5/8	9/16	9/16	5/8	..	1.35
8U	P-320	1	111/32	..	5/8	..	..	3/4	1.45
8U	P-340	11/16	111/32	..	..	5/8	3/4	..	1.55
8U	P-360	11/8	111/32	3/4	3/4	..	..	7/8	1.60
8U	P-400	11/4	111/32	..	..	3/4	7/8	..	1.80

<b>NO. 213 SOCKETS FOR SQUARE NUTS      1/2" SQUARE DRIVE</b>									
4U	P-412	3/8	7/8	1/4	..	..	..	..	\$ .85
4U	P-414	7/16	7/8	..	1/4	..	..	..	.85
4U	P-416	1/2	7/8	5/16	..	1/4	..	..	.85
4U-8U	P-418*	9/16	7/8	3/8	5/16	..	..	..	1.00
4U-8U	P-420*	5/8	7/8	7/16	3/8	..	..	..	1.00
4U-8U	P-422*	11/16	7/8	..	..	**3/8	..	..	1.10
4U-8U	P-424*	3/4	7/8	1/2	7/16	..	..	..	1.15
4U-8U	P-426*	13/16	7/8	..	1/2	..	..	..	1.20
4U-8U	P-428*	7/8	7/8	9/16	9/16	1/2	..	..	1.40

\*These Sockets can be used on Size 8U with No. 212 Socket Adapter.

\*\*U. S. Standard only, not American Standard.

<b>NO. 213 SOCKETS FOR SQUARE NUTS      3/4" SQUARE DRIVE</b>									
8U	PHD-418	9/16	27/32	3/8	5/16	..	..	..	1.15
8U	PHD-420	5/8	27/32	7/16	3/8	..	..	..	1.15
8U	PHD-424	3/4	27/32	1/2	7/16	..	..	..	1.20
8U	PHD-426	13/16	27/32	..	1/2	..	..	..	1.45
8U	PHD-428	7/8	27/32	9/16	9/16	1/2	..	..	1.60
8U	PHD-430	15/16	13/32	5/8	..	9/16	..	..	1.80
8U	PHD-432	1	13/32	..	5/8	..	..	..	1.90
8U	PHD-434	11/16	17/32	..	..	5/8	..	..	2.25
8U	PHD-436	11/8	115/32	3/4	3/4	..	..	..	2.30

Bolt Clearance in Standard Socket (see table above)



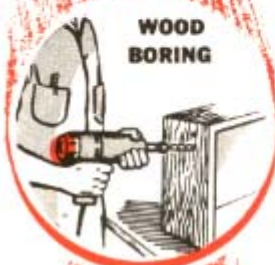
PRICES SUBJECT TO CHANGE  
WITHOUT NOTICE





## STANDARD ATTACHMENTS

for use with the



WOOD BORING



SCREW DRIVING



NUT RUNNING



DRILLING

### CARBIDE TIPPED MASONRY DRILLS

(used with No. 99 Chuck)



For	Part No.		Price
4U-8U	450	1/4" diameter	\$3.00
4U-8U	450	3/16" diameter	3.00
4U-8U	450	3/8" diameter	3.00
8U	450	1/2" diameter	3.00
8U	450	5/8" diameter	4.00

### HAND TAPS

(used with No. 99 Chuck except as noted below)



For	Part No.		Price	
			N.C.	N.F.
4U	452	1/4" Thread Size	\$ .70	\$ .70
4U	452	3/16" Thread Size	.80	.80
4U-8U	452	3/8" Thread Size	.85	.85
4U-8U	452	7/16" Thread Size	.95	.95
4U-8U	452	1/2" Thread Size	1.00	1.00
8U	452	5/8" Thread Size	1.65	1.65
8U	452	*3/4" Thread Size	2.30	2.30

\*Used in No. 459 Tap Chuck

### STRUCTURAL REAMERS

(used with No. 1, No. 2, and No. 3 Morse Taper Sockets)



For	Part No.	Price
4U	456	3/16" No. 1 MT Shank \$2.80
4U	456	3/8" No. 1 MT Shank 3.00
4U-8U	456	7/16" No. 2 MT Shank 3.25
4U-8U	456	1/2" No. 2 MT Shank 3.60
8U	456	9/16" No. 2 MT Shank 3.75
8U	456	1 1/16" No. 3 MT Shank 4.65

### TWIST DRILLS

(Round Shank Used With No. 99 Chuck)



For	Part No.	Price
4U	453	3/16" diameter \$1.30
4U-8U	453	1/4" diameter 1.55
4U-8U	453	3/16" diameter 1.75
4U-8U	453	3/8" diameter 2.10
4U-8U	453	1/2" diameter 3.10

(No. 2 Morse Taper Shank Used With Morse Taper Socket)

8U	460	2 7/64" diameter	\$2.45
8U	460	1 7/32" diameter	3.25
8U	460	2 1/32" diameter	4.75

### HOLE SAWS

(used with No. 99 Chuck)



For	Part No.	Price
4U-8U	454	3/4" diameter \$2.80
4U-8U	454	1" diameter 2.80
4U-8U	454	1 1/4" diameter 2.90
4U-8U	454	1 1/2" diameter 2.90
8U	454	1 3/4" diameter 3.00
8U	454	2" diameter 3.35

### CARBON-REMOVING WIRE BRUSHES

(used with No. 99 Chuck)



For	Part No.	Price
4U-8U	455A Heavy duty, Solid, Wire-Filled Brush	\$1.30
4U-8U	455B Side-Flared Brush for close corner work	1.40
4U-8U	455C Hollow Core, Flare-Bottom Brush	1.60

### SCREW EXTRACTORS

(used with No. 99 Chuck)



For	Part No.	Price
4U	451 For 3/8" to 1/2" diameter bolts	\$ .80
8U	451 For 1/2" to 5/8" diameter bolts	.80

### SOCKET DRIVER



For	Part No.	Price
4U-8U	SQ6416-7 For use In Quick Change Chuck. Has 7/16" hex shank, 1/2" square driving end, is 8" long overall.	\$1.70

### WOOD AUGERS

(used with No. 1, No. 2, and No. 3 Morse Taper Sockets)



For	Part No.	Price
4U	458	3/8" diameter (No. 1 MT Shank) \$2.10
4U	458	1/2" diameter (No. 1 MT Shank) 2.80
4U-8U	458	5/8" diameter (No. 2 MT Shank) 3.80
4U-8U	458	3/4" diameter (No. 2 MT Shank) 4.70
4U-8U	458	29/32" diameter (No. 2 MT Shank) 6.60
8U	458	1" diameter (No. 3 MT Shank) 9.50
8U	458	1 1/8" diameter (No. 3 MT Shank) 12.20
8U	458	1 1/4" diameter (No. 3 MT Shank) 14.90

### STUD REMOVERS

(fit directly on Square Driver)



For	Part No.	Price
4U	457	3/8" to 1/2" diameter studs \$5.25
8U	457	3/8" to 5/8" diameter studs 5.30



## 4U KIT NO. 1

Price \$188.70



- 1—Carrying Case
- 1—Size 4U Impacttool with cable, plug, and No. 562 Wrench
- 6—Hex. Sockets— $\frac{7}{16}$ "  $\frac{1}{2}$ "  $\frac{9}{16}$ "  $\frac{5}{8}$ "  $1\frac{1}{16}$ "  $\frac{3}{4}$ "
- 1—No. 99 Chuck with No. 103- $\frac{1}{2}$  Collet and Nos. 253 and 478 Wrenches
- 1—No. 323-2 No. 2 M. T. Socket
- 1—No. 324 No. 1 to No. 2 M. T. Sleeve
- 1—No. A925-7 Quick Change Chuck
- 1—No. 812 Screw Driver Adapter
- 2—Square Phillips Bits Nos. 3 and 4 Pt.
- 1—Square Reed-Prince Bit
- 1—No. 450  $\frac{3}{8}$ " Diameter Carbide Tipped Masonry Drill
- 4—Round Shank Twist Drills  $\frac{3}{16}$ "  $\frac{1}{4}$ "  $\frac{5}{16}$ "  $\frac{3}{8}$ "
- 3—Hand Taps N. C.  $\frac{1}{4}$ "  $\frac{3}{8}$ "  $\frac{1}{2}$ "
- 3—Structural Reamers  $\frac{5}{16}$ "  $\frac{7}{16}$ "  $\frac{1}{2}$ "
- 1—No. 451 Screw and Stud Extractor
- 1—No. 455A Solid Wire Filled Brush
- 1—No. 457 Stud Remover
- 3—Screw Driver Bits for slotted head screws R-3013-7, R-3116-7, R-3119-7
- 1—Bit for hexagon socket head screws  $\frac{3}{16}$ " driving hex.

## 4U KIT NO. 2

Price \$140.00



- 1—Carrying Case
- 1—Size 4U Impacttool with cable, plug, and No. 562 Wrench
- 6—Hex. Sockets  $\frac{7}{16}$ "  $\frac{1}{2}$ "  $\frac{9}{16}$ "  $\frac{5}{8}$ "  $1\frac{1}{16}$ "  $\frac{3}{4}$ "
- 1—No. 323-2 No. 2 M. T. Socket
- 1—No. 324 No. 1 to No. 2 M. T. Sleeve
- 1—No. 99 Chuck with Nos. 253 and 478 Wrenches

## 8U KIT NO. 1

Price \$265.00



- 1—Carrying Case
- 1—Size 8U Impacttool with cable, plug and No. 562 Wrench
- 4—Hex. Sockets— $\frac{3}{16}$ "  $\frac{7}{8}$ "  $1$ "  $1\frac{1}{8}$ " across flats
- 1—No. 99 Collet Type Chuck with No. 103- $\frac{5}{8}$  Collet, Nos. 253 and 478 Wrenches
- 1—No. 103  $\frac{1}{2}$ " Collet, interchangeable with No. 103- $\frac{5}{8}$  Collet for No. 99 Chuck
- 1—No. 323-3 No. 3 M. T. Socket
- 1—No. 324 No. 2 to No. 3 M. T. Sleeve
- 1—No. 325-2 No. 2 Drift for use with M. T. Socket and Sleeve
- 1—No. 459 Tap Chuck for  $\frac{3}{4}$ " Tap
- 1—No. 212 Socket Adapter
- 1—A925-7 Quick Change Chuck
- 1—No. SQ6416-7 Socket Driver, for use in A925-7 Quick Change Chuck  $\frac{7}{16}$ " hex. to  $\frac{1}{2}$ " square, extension 8" overall.
- 1—No. 812 Screw Driver Adapter
- 2—Square Phillips Bits Nos. 3 and 4 Pt.
- 1—Square Reed-Prince Bit
- 1—No. 450  $\frac{3}{8}$ " Diameter Carbide Tipped Masonry Drill
- 3—Round Shank Twist Drills,  $\frac{1}{4}$ "  $\frac{3}{8}$ "  $\frac{1}{2}$ "
- 3—Hand Taps N. C.  $\frac{1}{2}$ "  $\frac{5}{8}$ "  $\frac{3}{4}$ "
- 3—Structural Reamers  $\frac{7}{16}$ "  $\frac{9}{16}$ "  $1\frac{1}{16}$ "
- 1—No. 457 Stud Remover
- 2—Screw Driver Bits, for slotted head screws, R3116-7, R3119-7
- 2—Bits for hexagon socket head screws,  $\frac{1}{4}$ " and  $\frac{5}{16}$ " driving hex., HX208-7 and HX2010-7

## 8U KIT NO. 2

Price \$210.70



- 1—Carrying Case
- 1—Size 8U Impacttool with cable, plug, and No. 562 Wrench
- 4—Hex. Sockets— $\frac{3}{16}$ "  $\frac{7}{8}$ "  $1$ "  $1\frac{1}{8}$ "
- 1—No. 99 Collet Type Chuck with No. 103  $\frac{5}{8}$ " Collet, Nos. 253 and 478 Wrenches
- 1—No. 103  $\frac{1}{2}$ " Collet, interchangeable with No. 103  $\frac{5}{8}$ " Collet for No. 99 Chuck
- 1—No. 323-3 No. 3 M. T. Socket
- 1—No. 324 No. 2 to No. 3 M. T. Sleeve
- 1—No. 325-2 No. 2 Drift for use with M. T. Socket
- 1—No. 459 Tap Chuck
- 1—No. 212 Socket Adapter



TAPPING



MASONRY  
DRILLING



REAMING



STUD REMOVING



## Service Promotion Bulletin

Number

7

Date

4-13-49

Subject

APRIL-MAY

SPRING

CONDITIONING

CAMPAIGN

PAINT A  
SHOWROOM  
WINDOWSEND  
LETTERS  
AND MAKE  
PHONE  
CALLS

TO ALL DEALERS:

During the months of April and May, a great many motorists will have their cars into Service Departments for Spring Conditioning.

After a hard winter's driving, every car needs a certain amount of attention. Hudson Dealers should capitalize on this spring business during April and May, by offering Spring Car Conditioning Specials. This business should be promoted by letters, displaying service posters, painting showroom windows, and by any other promotional activities that will bring the customer in.

We urge that all Hudson Dealers aggressively campaign Spring Conditioning during April and May. There are many services to offer; you will note from the attached suggested Window Cartons, Motor Tune-Up, Car Lubrication, Electrical Check-Up, Windshield Wiper Replacement, Cooling System - flushing and cleaning, and Brake Adjustments.

It is very important that all your advertising, carry prices of the services that you have to offer. Motorists are becoming more and more price conscious, so capitalize on this point by emphasizing in your advertising the price for each operation you have to offer.

We are attaching a suggested letter that you may send to your customers during the month of April, advising them of the April-May Specials you are offering. We are also including a suggested telephone conversation for your Service Manager, or party that you designate, when calling your customers advising them of your Spring Conditioning Campaign.

Let's make an earnest effort to get a share of this business in the coming spring months.

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TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 49)



## Service Promotion Bulletin

TO ALL DEALERS:

SUMMER SAFETY CHECK-UP is the theme of an editorial feature appearing in Collier's, The National Weekly Magazine, on July 9, 1949. Continuing a series of articles on "Preventive Service", Collier's is pointing up the need of motor car service prior to Summer vacation driving.

A recent survey disclosed that 73% of the American people took their vacations in July and August of 1948, and that the same percentage of these vacationers went by car. The survey further disclosed that service business throughout the country takes a dip during these Summer months. Recognizing that Spring and Fall are "natural" periods when motorists bring their cars in for check-ups, Collier's is adding this Summer feature with a view toward creating a "Third Peak of Service".

Attached you will find a self-mailer in which this "P.S." article is reproduced, together with a small folder which may be used as an envelope stuffer for a follow-up piece. You will also find an order blank complete with details as to prices and the manner in which you may order both these pieces. Please note that both the self-mailer and the folder can be purchased with your name and address imprinted thereon, thus identifying you as a Hudson Dealer.

As for mailing, we recommend that you send a mailing list of your customers directly to Collier's and they will imprint, seal, stamp and mail this promotion piece. for you. You may, however, order these pieces shipped to you in bulk and address them yourself.

Please note carefully that the deadline for receipt of orders by Collier's is JUNE 1, 1949, and your check for whatever amount you desire to buy must accompany -the order and be mailed directly to:

Collier's, The National Weekly  
P.S. Department #5  
250 Park Avenue  
New York 17, Now York

We sincerely believe a mailing piece such as attached backed up by editorials in Collier's, with their large national coverage, can have a profound effect on the motoring public. We urge that you cash in on this program by placing your order immediately.

TIM MAY  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 52)

Number

8

Date

5-11-49

Subject

COLLIER'S

PREVENTIVE

SERVICE

MAILER

FOR

JULY





# Service Promotion Bulletin

Number

9

Date

7-15-49

Subject

UNIFORMS  
FOR HUDSON  
DEALERS'  
PARTS AND  
SERVICE  
PERSONNEL  
  
TRIPLE  
NEEDLE SEAMS  
  
EMBLEMS  
INCLUDED  
IN PRICE OF  
UNIFORM

TO ALL DEALERS:

## CLEANLINESS BREEDS CONFIDENCE ---

We are attaching a revised brochure describing the HUDSON APPROVED UNIFORMS manufactured by the Unitog Company of Kansas City, Missouri.

You will note we have added Parts Coats for Parts Personnel to this approved line of uniforms.

Uniforms remain basically the same except in the stitching of main seams which is now done with a Triple Needle and makes these seams 50% stronger. Three colors of uniforms are now offered instead of two. All prices include Hudson Emblem which are sewn to garment.

Replacing your worn uniforms should be a continual process. Your Service and Parts Personnel should be neatly outfitted and in clean uniforms daily.

If you do not have a source for these garments, we suggest you use the attached order blank in obtaining the necessary uniforms to equip your shop.

-----

TIM MAY

SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 85)



# Service Promotion Bulletin

Number

10

Date

7-27-49

Subject

HUDSON  
AUGUST  
SEPTEMBER  
LIQUID  
GLAZE  
CAMPAIGN

BEST RESULTS  
OBTAINED  
BY SETTING  
UP SEPARATE  
DEPARTMENT  
WITH PROPER  
EQUIPMENT

LUCRATIVE  
SERVICE  
NOT  
RESTRICTED TO  
HUDSON CARS

TO ALL TO DEALERS:

Here's a profit producing program you can really sink your teeth into--THE HUDSON AUGUST AND SEPTEMBER LIQUID GLAZE CONTEST!

During August and September, Hudson Dealers are conducting a nation wide Liquid Glaze Contest Campaign designed to promote Appearance Department business. This Campaign enables Parts and Service Personnel to increase their income through prize awards and, at the same time, increase dealers profit.

HAVE YOU A DEPARTMENT TO HANDLE THIS LUCRATIVE BUSINESS? It is possible to apply Liquid Glaze by hand, but it is much more profitable to have the right tools to do this work in a separate department. A Lustrebuff will speed up an application and do a much better job. Furthermore, if an operator has a regular work rack, he can apply Liquid Glaze more efficiently and with less effort.

When everyone connected with Parts and Service starts talking Liquid Glaze Treatments, you no doubt will be deluged with an avalanche of orders for this work. You must be in a position to process this work speedily and efficiently.

It is human nature for an owner to want a clean well-kept polished car; we believe every Hudson Dealer should have an Appearance Department and go after this lucrative business.

This equipment can be obtained immediately by filling out the attached order blank at the bottom of the circular.

-----

TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 92)



## Service Promotion Bulletin

TO ALL DEALERS:

We are attaching an Identification Divider which should be installed in your General Service Bulletin Binder so that you may properly file Service Promotion Bulletins as received from this office.

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TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 93.)

Number

11

Date

7-27-49

Subject

INDEX

DIVIDERS

FOR

SERVICE

PROMOTION

MATERIAL



## Service Promotion Bulletin

Number

12

Date

8-8-49

Subject

TO ALL DEALERS:

"NOTHING VENTURED NOTHING GAINED"

During August a great many people take their vacations. Many of these vacationing motorists will have -their cars prepared for long drives.

If you do not go after this business, of course you will gain nothing. Likewise in September most children start back to school, and as a result of this, safety counsels all over the country put on drives in an attempt to influence motorists to drive carefully and to make sure their car is in safe operating condition.

The months of August and September present two fine opportunities for Hudson Dealers to get extra service business. One of your showroom windows can be made into a very attractive billboard. We suggest you hire a local artist and have him recreate the cartoons which we are attaching.

During August, go after vacation check-ups and in September, stress the safety angle to get the brake business.

-----

TIM MAY,  
SERVICE PROMOTION MANAGER

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 98.)

HUDSON  
SERVICE OF  
THE MONTH  
WINDOW  
CARTOONS

DURING  
AUGUST  
VACATION  
CHECK-UP

DURING  
SEPTEMBER  
GIVE  
THE KIDS A  
BREAK



## Service Promotion Bulletin

TO ALL DEALERS:

HOW PEOPLE THINK OF YOU DETERMINES THE, SUCCESS OF YOUR  
BUSINESS!

Selling through DIRECT-MAIL has long played an important role in serving those customers whom your Service Salesmen are unable to see personally AND IS ONE OF THE MOST EFFECTIVE SALES MEDIA for keeping your name and dealership in the minds of the customer . . . . .and mail pieces that have a "keepsake" value, as do the samples attached, have a much better chance of influencing the customer than do those of the "throwaway" type.

We are attaching sample copies of the new Hudson-exclusive Campaign. This Campaign embodies all of the fine features of good Direct-Mail. Not only will your customers enjoy the axioms displayed on these cards, but they will show their friends these cards and will display them for months to come. Each card is done in beautiful eye-catching colors and carries the Hudson 40th Anniversary Crest.

For those dealers who reside in the deep South, we have provided Optional Cards for the October Mailing.

We wish to call to your attention the Christmas Folder ..... this folder would have cost several times the price we offer it to you were you to purchase it on the open market.

May we suggest that when ordering these you include enough to distribute to noonday luncheon clubs, parked cars, barber shops and any other place where people congregate.

Get your order in now for the best service advertising of the year the type of advertising that will give your selling messages long life! Air Mail self-addressed envelope with postage paid is enclosed for immediate action.

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TIM MAY,

SERVICE PROMOTION MANAGER

(THIS BULLETIN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 102)

Number

13

Date

8-16-49

Subject

SEPTEMBER,  
OCTOBER,  
NOVEMBER  
AND  
DECEMBER  
SERVICE  
MAILING  
CAMPAIGN

A HEALTHY  
NEW  
APPROACH  
TO DIRECT  
MAIL

YOUR  
CUSTOMERS  
WILL LIKE  
THEM

DESIGNED  
TO GIVE  
LONG LIFE  
TO YOUR  
ADVERTISING  
MESSAGES