H U D S O N

Merchandising Department Sales Leader Bulletins

1953-1954
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This document courtesy of the John Soneff estate
Sell up from the JET
This is important, men

Here's how I'd resist the temptation to sell a Jet to everyone who comes in with a gleam in his eye for our new car.

The Hudson Jet on your floor opens up greater sales possibilities than you've ever had before, providing you, as it does, with a popular priced car in addition to the fine Wasp and Hornet series. Now your line virtually blankets the new car market—you have Hudsons to fit the needs and purses of 94.7% of all new car buyers.

Yet, it's wise to remember that everyone attracted to the new Jet is not a legitimate Jet prospect.

Sure, lots of people demand a car in the thrifty price bracket—the Jet's for them! Plenty want operating economy regardless—that's the Jet! And more and more people require the convenience of a second car—sell them a Jet, too!

However—"Don't Let the Stars Get in Your Eyes"

Even though you believe the Jet will do everything any other car will do—never overlook an opportunity to sell up from the Jet. Don't let yourself be trapped into a course of least resistance. The phrase with which "I can make you a better deal on a Super Jet than I can on a Super Wasp" might conceivably result in an unhappy Jet owner because you undersold him. He could thereby be dissatisfied with all Hudsons and forever lost to Hudson's salesmanship.

F'r instance—

Doc Jones, over at Centerville—he drives a 1950 Super Six. "Course, as a country doctor, he isn't rich, but he can afford a new Super Wasp—and, what's more important, he's used to driving that class of car. Even if he kinda goes for the idea of a less expensive, more compact car to make his rounds in—the point is, he isn't accustomed to it. He'll be better satisfied with something in his rightful price class. So, don't dump the good doctor (or let him fall) into the Jet price class just because it makes an easy sale for you—sell him a Wasp or Hornet.
Careful qualifying of your prospect
will determine the car to sell him.

If he's accustomed to driving a Mercury Custom, Pontiac Chieftain Deluxe, Buick Special, Studebaker Commander and Land Cruiser, Dodge or Olds 88—he'll be interested in the comparable qualities to be found in a Hudson Wasp.

If he is planning to trade in a late model Nash Custom Statesman, Mercury Monterey, Olds Super 88, DeSoto 6 or Kaiser, let that be your cue to demonstrate the Hudson Super Wasp.

And, the guy now driving an Olds 98, Packard Clipper, Kaiser Manhattan, Chrysler Windsor, DeSoto Firedome, Nash Ambassador, Buick Super or Roadmaster would be infinitely more satisfied with your Hudson Hornet.

So—how do you Sell up from the Jet?

The first step in selling a bigger Hudson to the prospect who has come in to see the Jet is—qualify him!

What kind of car is he driving now?
Inquire as to whether he bought it new or used. His reply will help you to determine whether it truly represents his taste and price bracket. Then show him and demonstrate for him the Hudson that closely matches or is slightly superior to his old car.

Further qualifying his automobile needs can be very helpful too. Is he married?—family? Is this to be a second car for his wife? Does he want it for business?—“What is your work, Mr. Jackson?”

The answers you get from such courteous questioning can be most helpful to you in steering your prospect to exactly the right car for him.

Good salesmanship with this 1953 Hudson line dictates that you show, demonstrate and sell FIRST in your prospect's rightful price class OR BETTER.

Then . . . if you find you can't get together—you're just out of his reach money-wise—then you have the Jet or Super Jet to fall back on.

Thus, every car buyer becomes your Hudson prospect. And the Jet is exactly the right car for you to sell—to two types of these prospects:

The Jet is comparable to what one man is used to and it's the best another can afford to pay for.

sell up

if you remember not to sell down
Hudson's 5 lines provide models that compete with more than 53 other makes or series of four-door sedans — each in its own price class. Every competitive car we see on the street should remind us that the owner paid enough for his car to own a Hudson. Let's go out after our full share of the business — right down the line!

**Hudson Jet**
$1685.00 List
- Chevrolet One-Fifty, Two Ten
- Ford Mainline, Customline
- Willys Lark, Falcon
- Studebaker Champ, Cust. Deluxe
- Plymouth Cambridge

**Hudson Wasp**
$2106.11 List
- Dodge Meadowbrook
- Nash Super Statesman
- Studebaker Comm. Regal, Land Cruiser
- Mercury Custom
- Buick 40 Special
- Oldsmobile 88 Deluxe

**Hudson Hornet**
$2529.50 List
- Kaiser Deluxe, Manhattan
- Nash Ambassador
- Packard Clipper, Cavalier
- Chrysler Windsor
- Buick Super, Roadmaster
- DeSoto Firedome 8
- Oldsmobile 98 Deluxe

**Hudson Super Jet**
$1775.00 List
- Chevrolet Belair
- Plymouth Cranbrook
- Studebaker Champ. Regal, Com. D.L.
- Pontiac Chief's Spec., Deluxe
- Dodge Meadowbrook Spec.

**Hudson Super Wasp**
$2251.58 List
- Nash Custom Statesman
- Mercury Monterey
- Dodge Coronet
- Oldsmobile 88 Super
- DeSoto Powermaster 6

Let's all follow the Leader...

Signed: Les Sellum

Litho in U.S.A.
Demonstrate to Sell

How to present a compelling Show Room and Road Demonstration of Your ALL NEW 1954 HUDSONS

In selling Hudsons there is no substitute for the demonstration. There is no short cut in the average sale that eliminates the demonstration. There is no other part of the selling procedure that influences prospects as much as a full and complete demonstration.

Obviously, such a selling phase—ranking first with the customer as it does, deserves to rank first with the salesman too! So, it behooves you to know how to demonstrate and how to sell while demonstrating.

You have TWO big selling opportunities—one while you’re showing the car to prospects in the show room—another when you take them for a demonstration ride on the road. How can you make the most of these two chances to show off your product? How can you sell them on Hudson as the car for them and on you as the man to deal with?

In other words—how SHOULD YOU demonstrate to SELL?
What does your prospect want in a car?

When the door to your salesroom opens to admit a couple of prospects, you get your first glimpse at them and your mind races to qualify them by their appearance alone. Young? Old? Tall? Fat? Prosperous? Playboy?

Experience makes you pretty adept at this first-impression analysis, too. But, as you talk to them further, you are constantly, yet cautiously, digging for facts that will further help you to determine their exact needs and desires in the car they will buy.

As you look at and discuss one of your floor models together, you get your prospects to express their preference for some particular body type. Their answers here could be your lead to ask whether they:—have a family of small children? (Club Sedans)—plan to use the car for business? (Club Coupes and Club Sedans)—are looking for a family car? (4-Door Sedans)—want a second car or wife’s car? (Jet or Super Jet)—like sporty, high styled models? (Hollywood, Convertible, Jet-Liner).

When your prospects have responded to you this far, it’s easy to ask friendly-like: “What part of town do you live in, Mr._______?”, “What type of work do you do, Mr._______?”, or: “What are you driving now, Mr._______?” Most folks actually enjoy this show of friendly interest in them, and their replies will tell you their name, as well as give you some indication of their financial status.

You’ll notice, too, that sometimes the wife answers your questions. If she does, you can count on her having considerable influence on the purchase. Always try to determine who will influence the decision, and aim your sales approach at that person.

All this time you’ve been trying to find out what car these people actually want—what are they most likely to buy? Naturally, the car that they’re most likely to buy is the one that you should show them. You certainly can’t afford to waste your time, or theirs, demonstrating the wrong car. That’s a pretty sure way to lose a sale!
As a Hudson salesman you are more fortunate than most! In the Hudson line you have a car to fit every type of prospect from the low-budget buyer to the most affluent. It's your job to demonstrate and sell the right one!

In general, you can reasonably expect your prospects to be most receptive to the following cars according to the requirements indicated—

HORNET—For the discriminating, more affluent man, who is moderately successful in his business or profession. The man who demands fabulous performance with the utmost in safety, exceptional distinction, engineering excellence and luxuriously comfortable motoring. The family man who buys a car infrequently and wants the best he can get when he buys.

SUPER WASP—For the younger man who wants a car that will give him prestige and position without high cost. The man who insists on the maximum in performance and luxury, style and safety that the medium price bracket has to offer.

WASP—For the man who requires a moderately-priced automobile that provides a maximum of comfort, luxury, performance and durability. The businessman or salesman who wants extra comfort and prestige along with economical transportation at low cost.

JET LINER—For the driver who wants extra luxury in the lowest-priced bracket. For the professional man or woman who wants a distinctive, yet compact personal car.

SUPER JET—For the family with a modest budget. For the family that needs two cars. For the man or woman who wants maximum operating economy as well as top comfort and performance.

JET—For the buyer who wants the best car he can get for the least money. When low cost is the object—sell the Jet for its low purchase price and its low operating expense.
Demonstrating on the floor

Try this planned floor demonstration!

After you have decided which car to show your prospects approach it slowly, stopping a short distance away to remark about its new beauty—its low, sleek lines—it's all new 1954 Flight-Line styling.

Start right now to create the desire to own it, adapting your presentation to the special features of the model you are demonstrating.

Still talking about Hudson's all new beauty and styling, open a front door—wide. Describe the functional luxuriousness of the front compartment. Discuss Hudson's roominess and comfort. Get your prospects to sit in it and to agree with you that “it is exceptionally comfortable!”

While they are seated, demonstrate the seat adjustment, explain the instruments and continue to describe in detail each feature.

Plan little steps in your presentation that will help you keep your interest while taking them from one part of the car to another. For example, you could say: “One reason that Hudson has so much room is due to its exclusive step-down design. Now, if you'll just look at this rear door sill you'll see what I mean. You actually step over, not up on the car’s frame. This recessed floor puts extra room, wasted by most cars, right inside the passenger compartment.”

With a little practice, this technique will give your presentation smoothness in transition from one subject to another, and will keep your prospects' interest as they follow your demonstration.

Illustrated here are the six major parts of a complete show room demonstration. Be sure to cover them all, every time. And, as you point out the various features, get your prospects to realize and appreciate their benefits—make them agree out loud that they'd be nice to have on their new car.

Now, let's go once around together—then you're on your own . . . .
STEP-DOWN DESIGN & MONOBILT BODY & FRAME—
But, you have more than a beauty story in the 1954 Hudson body! Invite your prospects to the rear door where they can best see Hudson’s exclusive Step Down Design. Ask them to feel the recessed floor that adds so much to Hudson roominess, while lowering Hudson’s center of gravity. This feature, plus Monobilt Body and Frame* (explain) make Hudson the safest, most durable car on the road today.

*Trademark. Patents Pending.

TRUNK COMPARTMENT—Luggage room, more than ever before, is a big Hudson feature for ’54. The raised contours of the rear deck not only add new lines of beauty, but also greatly increase usable storage space. Hinges also have been relocated out of the way. The trunk is self-locking; it has spring-loaded hinges to counterbalance its weight for easy operation. There’s storage space aplenty in Hudson—this family-size trunk, the generous glove compartment, a roomy trunk on the front seat, back, and a package shelf above the rear seat.

VISIBILITY AND CONVENIENCE—New one-piece curved windshields add to visibility as well as beauty. All instruments are grouped directly in front of the driver, requiring only the slightest down-glance. Teleflash signals simplify the reading of instruments by flashing warning lights on the panel should oil pressure or generator charging rate drop. Optional Hydra-Matic and Twin H-Power are available on all Hudson models; Power Brakes and Power Steering are also optional equipment for the Hudson Hornet, Wasp and Super Wasp.

ROOMINESS—Always a popular feature in every Hudson, roominess is still a big Hudson extra. Three people can relax comfortably on each seat, with room to stretch their legs and move their arms. Wasp and Hornet models have the famous 64 inch cushions, much wider than the car is high, and no other car in the lowest price class offers more roomy comfort than the Hudson Jet.
Demonstrating on the road

PLAN YOUR ROUTE

The technique of good road demonstration is always the same. It begins with the selection of a demonstration route that offers the maximum variety in driving conditions so you can show what your car will do under any circumstance.

Plan your demonstration route within a reasonable distance from your dealership. Follow your route as much as possible when making demonstrations, deviating only when it please the prospect to do so.

In this way you can pace your presentation—show and discuss your car’s driving features in a proper sequence and for a long enough time to demonstrate them thoroughly.

Naturally, you will vary your sales talk to fit the features of the car you are driving. Remember, this is the car you think the prospect should buy—try to impart to him the thrill that this is his car.

After you've demonstrated the car and explained the operation of all its driving devices (Hydramatic, Power Brakes, Power Steering, etc.)—let the prospect drive. Encourage him to take over and experience the thrill of driving a Hudson himself.

Be sure he becomes familiar with all of the driver’s conveniences, and is comfortable and relaxed when using them. Explain to him while he drives that Hudson's wonderful riding and driving qualities are only part of the thrill he'll experience in owning a Hudson. There are other hidden superiorities engineered into every Hudson, such as: greater safety, longer life and economical operation.

Here again is your golden opportunity to create the desire to own—to make him want to buy—NOW!

End your demonstration back at the salesroom where you can handle the appraisal and close the deal.

EACH MINUTE OF DRIVING IS MORE EFFECTIVE SELLING THAN AN HOUR OF TALKING!
ACCELERATION. The open highway is the place to "get 'er ad" (as the European you should slow down, then press the accelerator strongly to demonstrate Hudson's latest Action Engine, to bring the Hudson up to speed quickly. This means to the owner when he finds himself in a tight spot and needs his vehicle's responsiveness.

POWER ON THE HILL. Whatever the Hudson may be doing, you can assure yourself that its power plant is more than equal to any driving conditions in its ability to get the Hudson up hill. Plenty of engine power and extra weight in the rear end make for easy uphill, no matter how steep the grade or how hard the going.

SMOOTH RIDE. Show how smoothly your car is reduced to the feeling quickness of the body at any speed. There's no body-rocking or bumping because Hudson's body and frame are one solid welded unit.

ON CITY TRAFFIC. Hudsons are easier to handle in heavy traffic. They move easily (Power Steering is available on every model), their tripple-take braking provides quick stopping, and they can be equipped with improved Power Windows and Mirrors, and any Hudson owner can enjoy the added ease and convenience of a fully automatic transmission at slight extra cost.

ON THE CURVE. Stability—readibility—these are features to discuss as your car is rounding the fast turns. There's no skidding, no toppling. No road weave or wallowing. Hudson's Center Alignment's steering, low center of gravity and stability, and a rigid frame completely surrounded by body panels, Hudson's Greatest Security, your protection when you're behind the wheel.
Demonstrate these and other important options and accessories

Dual Range HYDRA-MATIC

HUDSON WIRE WHEELS

WEATHER CONTROL

POWER STEERING

POWER BRAKES

HUDSON RADIO

Always look for an opportunity to SELL UP!

When you are showing and demonstrating the car you feel your prospect is most likely to buy—your presentation should still carry the ball for a better car if he appears able to swing it.

In other words,—show him what you think he wants, but be alert to sell him the best you think he can afford!

The car that will bring the greatest owner satisfaction—and the biggest sales commission—is the very best car that the prospect is able to pay for!

IT'S ALWAYS GOOD SELLING TO MAKE GOOD DEMONSTRATIONS—FOLLOW THE LEADER
"Gimmicks"
gouge the gullible...

According to the Better Business Bureau of one of our Eastern cities, an owner, returning to his car parked on a side street, found a card under the windshield wiper reading—"If you would take $1000 for this car on the purchase of a new So-and-So Car, please call me or drop in to our Show Room". Since the NADA book price on the 1950 car in question was $550 to $600—why wouldn’t a buyer be interested in a $1000 offer? The owner called on the salesman who left the card—who was delighted to see him.

"You lucky fellow"—he says—"Pick out the style and color you want and we'll fill out the papers"... (but perhaps the prospect didn’t know that the list price of the new car included everything but the kitchen sink and that too is often figured in on some quoted prices.

Here It Comes...

Then comes the real "gimmick". "The boss has to okay this", says the salesman—"I'll be back in a minute". He's back in a minute with presumably the boss, who looks very disturbed.

First, he criticizes his salesman. "You shouldn't have made such an offer—you know this car is listed at only $550 and we can't take it in for $1000. However, since you have obliged the agency we will do the best we can". To the prospective customer he says—"We will allow you $700 on your car, which is $150 more than the Red Book List Price". If you're a sucker—you're

Continued bottom of page two
This high-pressure selling seems to be fairly widespread, because we have had three cards on our own windshield within the past thirty days . . . one each from 3 different competitive make dealers. One made a cash offer—$400 more than the listed price of the car. Another card read “Have a real prospect for this car—if you are interested in a good deal on a new XXX—call me at such and such a number”. We have our doubts that the prospect for the car was a “real one”, which put us in a doubtful frame of mind about the whole transaction . . . or rather kept us from making contact with the dealer or his salesman. The third card, we would say, was a legitimate solicitation for a deal—the card simply reading—“Will make you a good trade-in allowance on your car for a new XXX”.

"Beware" Sign Goes Up

Frankly, we didn’t investigate any of these offers and wouldn’t say that these cards would have led to the same treatment as the customer mentioned by the Better Business Bureau experienced, because we believe the dealers who left the cards all to be reputable dealers. However, because the Better Business Bureaus have uncovered some dishonest dealers the gimmick inference is there—and the "Beware" sign goes up as a matter of self protection.

You have good cars and honest values to sell—Hornets . . . Wasps . . . Jets. And you are in a position to offer exceptionally good trading allowances that we know will prove interesting to even the most cost-minded buyer or thrifty shopper. We caution you not to use questionable selling tactics even to meet the "racket type" of competition. A reputation for this sort of under-the-counter trading has a habit of back-firing, or coming home to roost!

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hooked. If you complain or hedge, the dealer may make you a final offer of $800 to "keep your good will". If you take the car at that price, the dealer still collects more than a reasonable cash difference.

A legitimate dealer writes us "We're losing a lot of business to these fellows and I would warn motorists to beware of dealers who try to lure customers with the card-in-the-windshield-wiper gimmick . . . almost invariably, such a dealer will try to "high-pressure you into a contract you will regret".

We tell you of this illegitimate type of business—because it's being done . . . and to protect yourself from these racketeers, you have to know about them and how they operate.

Old Les has always figured things out this way . . . "Wrong thinking never produces the right results".
Sell Honest Values!
... not gimmicks
... not goulash

Last night, we read in one of the weekly magazines how some dealers in an eastern state were advertising trips to Bermuda, wrist watches, pop-up toasters, electric ranges, TV sets and similar gadgets with every new car sale. Another dealer advertised a new 1954 car with a down-payment of $195 and monthly payments of $44 over a 24-month period. What the ad didn’t say was that the 24th payment was a whopping $750.00.

One of our local newspapers reports that a U.S. senator (name on request) drove his old car into an agency, stepped out of it—walked over to a salesman and handed him a check made out to the dealer. “If you want to sell me a new car for my old car and this check—I’ll take one”, said the senator. The salesman took the check over to the dealer, told him the story and the DEALER ACCEPTED THE CHECK—and turned a new car over to the senator.

We wonder what the senator would say if his home state said to him—“We’ve elected you to the U.S. Senate but we don’t believe you’re entitled to the expense allowances the job pays. “We feel that you should pay your expenses out of your salary”. Wouldn’t that senator be jumping up and down in anger? And yet, that’s just the spot on which he put a legitimate business man trying to make an honest living. It just don’t add up!

When a dealer starts subterfuge selling with gimmicks to hide good legitimate trade-in allowances—it’s like the guy ordering a hamburger—“with everything” which could mean catsup, mustard, horseradish, onions, sweet relish, etc. What the guy winds up with is not a hamburger—but goulash!
We forget the name of the general who explained how he won so many skirmishes... "We get thar first-est with the most-est". According to our way of thinking, that's pretty good reasoning, whether you're fighting for a principle or fighting for sales.

When it comes to the most-est in cars, and you're talking about values—YOU GOT 'EM! Who has more real value to offer than you have in the Hornet Special or the Jet Family Sedan? If there's any doubt in your mind—take a brain-wash before you talk to your next prospect—you can't sell 'em if you're not sold yourself!

When it comes to the most-est in allowances—who can do better than a Hudson Dealer? There shouldn't be a question mark after that statement either, because it isn't a questionable matter. YOU GOT 'EM!

Fight For Every Sale

What else do you need in your fight for sales? You need more GET UP AND GO AFTER 'EM... more callouses on your feet and fewer on your fanny... more phone calls to prospects and fewer alibis... more selling contacts and fewer hours spent on "coffee breaks"... more actual fighting for the breaks in sales—less shadow boxing.

You've probably been finding out—and will continue to find out—that in the fight for sales, there isn't any "truce" or stale-mate. Somebody's got to lose! We're fighting tooth and nail entirely on the "LEGIT" to see that you are not the losers. FIGHT WITH US... and we're confident you won't be a loser.

Yours sincerely,

Les Sellum
You have to dig deep... 
... to strike oil!

There's many a dry hole in the oil fields... that a few more hundred feet of drilling might have brought in a gusher... and there are thousands who have the urge or inclination to buy new cars who haven't had the facts and figures drilled into them to the point where they are ready to put the name on the dotted line.

In spite of all the competition, there are still plenty of prospects for new car sales. There are over a million new ones every year—high school and college graduates, men coming back from the armed services—all of whom need transportation to and from new work or new jobs—these in addition to all of the old car drivers who only need a little solid selling to convert into Hudson car owners.

Of course, these prospects aren't hanging on trees waiting to be shaken off—or standing on corners waiting to be "shooed in" to your Show Room. YOU'VE GOT TO GO OUT AND COMB THE HIGHWAYS AND BUYWAYS—you've got to ask... invite... inveigle them into a demonstrator... possibly take the wife and youngsters (or the girl friend) for an after-dinner drive—get 'em all interested.

And when they're that far along—watch out for those "dry holes". The time to quit on a prospect is not when he is just about to say "No"—or... "I'll think about it some more". That's the time to dig deeper into your bag of selling facts and figures... the known ways and means of convincing the wavering walk-out that he better "walk-in" to the best new car deal he will find. That's the time to put on the last pound of pressure... to tighten the nuts on the bolts... to give that last full measure of salesmanship.

And when you've signed up a satisfied new buyer—when the sale is in the bag—doesn't it give you a feeling of satisfaction of a job well done? Doesn't it give you a better appetite for dinner—a better night's sleep? IT DOES OLD LES!
On Labor Day, Herb Thomas of Sanford, North Carolina, drove his 1954 Hornet at an average speed of 94.93 miles per hour to win the fifth annual “Southern 500 Mile” Stock Car Race—and became the first driver to capture the title twice. The crowd, estimated at 30,000—was the largest to witness an automobile race in the nation, with the exception of the Indianapolis “500”—which is not a stock car race.

It takes a steady hand on the wheel and a heavy foot on the gas to drive 500 miles in five hours and sixteen minutes—even on a well-banked track. But it takes something else to win that race and do it twice. . . . IT TAKES A CAR WITH A LOT OF GET UP AND GO AND REAL GUTS!

On this same Labor Day, Detroit held its annual Silver Cup Race for speed boats. These supercharged, unlimited power boats also average up around 90 miles per hour—but for only five 12 mile laps. This year—of the ten starters, only three finished—and one of those limped across the finish line on the final lap. These boats are built by expert boat builders, powered by engines that work up 2,000 to 3,000 horse power. They get hours of testing and inspection by crews which work mostly for the love of racing. AND YET ONLY THREE FINISHED THE SIXTY MILES.

Do you get the comparison?

The Hornet starts and finishes—in the race or on the road. It stands up to all road tests . . . meets all motor car requirements . . . AND IT BEATS ALL COMPETITION! When we tell you that engineering excellence, staying power, mechanical perfection and safety are a part and parcel of every Hudson automobile . . . are we fiddling with the facts? Are we making questionable statements? LET'S TAKE A LOOK AT THE RECORD! Which car wins the races—which is the Stock Car Champion of them all and for 3 years running? You don’t have to tell old Les—but be sure to tell all of those prospects who may come in . . . and all that you are going out after, too!

NOTE:—Marshall Teague of Daytona, Fla., driving his 1954 Hudson Hornet, knocked nine minutes off the track record when he won the AAA 200 Mile National Stock Car Championship at the Milwaukee State Fair Park before 16,250 fans on Sunday, September 12th.

NOTE:—On the same day, at Michigan State Fair in Detroit, Hudson Hornets took two of the first five places, in the 250 Mile Open Stock Car Race before 19,250 spectators.
On the "Special Handling" of Parcel Post shipments and the "Special Delivery" of First Class Mail—we pay a premium for preferred services that guarantee a more personal and prompter delivery than the regular mail carrier service. Did you ever think about "Special Handling" a prospect—or "Special Delivering" his new car—giving preferred service WITHOUT ADDITIONAL COST? We bet they'd like it!

You can give a new car prospect "Special Handling"—by making a demonstration appointment to suit his convenience—morning, noon or night... By answering all of his questions (if you haven't anticipated them) promptly, courteously, enthusiastically and factually... By being on hand when he calls for his car and seeing that everything is as ordered or specified in the contract... By sending him a "thank-you" letter and assuring him of your continued interest in his new car operation and maintenance, (service to you!) and... personal good will contacts soon after purchase and every 3 or 4 months as long as he is a Hudson owner.

Give his car a "Special Delivery" by having it spotless and making a special presentation when he calls for it. One of our good Dealers has the car to be delivered in his Show Room—right in front of the double glass-door entrance. When the customer calls, he is presented with the keys, the salesman or sales manager opens the doors—and the new customer drives his car into traffic—proud and happy. You've made a "fuss" over him... and he likes it.

To many moderate income buyers, aside from their home, a new car is their most expensive and a cherished possession—they may deny themselves other pleasures and luxuries for months to come in order to keep up their car payments. You can ease this burden somewhat by being friendly and helpful and telling them how much they will enjoy their new Hudson—how much they will appreciate it over the years, and what a sound investment they've made.
No Dividends for Doodlers!

You've seen men who can sit for an hour or so, just drawing silly figures or patterns on paper . . . playing solitaire with themselves and their time . . . doodling away their opportunities and their prospects of doing the work they could and should do. Dame Fortune has no hand-outs for these people. They seldom hear Opportunity's first and only knock . . . and in the course of time, they are accepted at their own face value.

The cash dividends in business go to those who pass up the too-frequent "coffee hour"—the long lunch hour . . . to make a few extra phone calls—to hand out a few more personal salesman's cards to every possible new car prospect . . . who keep a constant check on their "bird dogs"—to be sure they aren't "setters" but "POINTERS".

Just the other day, we were having a hamburger and a cup of "java" with a couple of our salesmen who started back in the war days when cars were scarce and prospects were plentiful. One of them said—"It certainly is different from the old days when you had to hold 'em off and make them wait days and weeks to get a new car . . . Now it's like pulling teeth to get the name on the old dotted line".

We ups and comments—"It isn't so very different, from the old days. The products are the same—except they're more glamorous and better mechanically. The prospects aren't different except they're harder to please. The only real thing you men find different is the COMPETITION—and that wouldn't be any different if you'd just start to FIGHT IT—instead of fanning the breeze about it". Had to get my two cents in because that's the way I feel about it. If you aren't a fighter—you're going to take a licking these days. But, Hudson men—don't let 'em say we took it sitting down . . .

YOURS SINCERELY—

Les Sellum
ADVANCE ENGINEERING INFORMATION ON THE 1955 HUDSON RAMBLER

A CHALLENGING OPPORTUNITY

The introduction of the new 1955 Ramblers marks an important forward move to make it a basic volume car for our company and its dealers. The public acceptance of the distinctively different Rambler gives us an opportunity bounded only by the bright future that lies ahead for Americans everywhere. The 1955 Ramblers are America's newest concept in automobiles, and as such, are replete with exclusive features and important new improvements that combine to make them outstanding values in new and ever-growing volume markets created by our changing times.

A thorough knowledge of this unique product and its exclusive features, together with the translation of that knowledge into terms of consumer benefits, is the basic foundation of successful selling. Therefore, I earnestly recommend that every salesman be thoroughly familiar with the facts about the Rambler, and put them to daily good use.

GEORGE ROMNEY, President
American Motors Corporation

GENERAL SPECIFICATIONS

ENGINE—GENERAL
Type ........................................... L-Head
Number of Cylinders ...................... Six, In-Line
Bore and Stroke .............................. 3-1/8" x 4-1/4"
Displacement .................................. 195.6 cu. in.
Horsepower, Taxable ....................... 75 HP @ 4,000 RPM
Horsepower, Brake ......................... 90 BHP @ 3,800 RPM
Torque ........................................ 234.4 ft-lb @ 2,600 RPM
Compression Ratio, Standard .......... 7.3 to 1
Compression Ratio, Optional Special ... 7.5 to 1
Engine Mounting ............................ 4-Point, Rubber Cushion
Cylinder Block and Head ................. Special Cast Iron Alloy

VALVES
Intake ........................................ 1-19.32" Dia.
Exhaust ....................................... 1-11.32" Dia.
Valve Lift ................................... 340°

PISTONS
Type and Finish ............................. Solid Skirt, Anodized
Material and Weight ....................... Aluminum Alloy, 13.6 Oz.
Number of Rings ........................... Two Compression, Two Oil
Type Lower Oil Ring ....................... U-Flex
Piston Pins .................................. Locked-in-Rod, 35, 64" Dia.

CONNECTING RODS
Material ...................................... Drop Forged Steel
Bearing Material ............................ Steel-Backed Babbit
Bearing Dia. and Length ................. 2.095" x .9595"

CRANKSHAFT
Material and Weight ....................... Drop Forged Steel, 65-1/2 lbs.
Vibration Dampener ........................ Rubber and Friction
Counterbalanced ........................... Yes, 20%
Bearings, Main ............................. Four, Steel-Backed Babbit
Bearings, Dia. and Length ............... 2.31/64" x 1-1/8"
#1, 2.31/64" x 1-17/32"

CAMSHAFT
Material ..................................... Special Cast Iron Alloy
Bearings ..................................... Four, Steel-Backed Babbit
Type Drive .................................. Chain

LUBRICATION
Main Bearings ............................... Pressure
Connecting Rod Bearings ................. Pressure
Camschaft Bearings ....................... Pressure
Cylinder Walls .............................. Squirt Holes in Con. Rods
Piston Pins .................................. Splash
Tappets and Timing Chain ............... Gear, 50 PSI @ 30 MPH
Oil Pump ...................................... Partial Flow (Optional)
Oil Filter .....................................
GENERAL SPECIFICATIONS—Continued

FUEL SYSTEM
Carburetor ........................................ Single, DownDraft
Carburetor Make .................................. Carter (Uni-flow-ite)
Fuel Pump .......................................... Mechanical, 1 to 5-1/2 PSI
Vacuum Booster .................................... Std. on O.D. & Hydra-Matic;
Choke .................................................. Opt. on Syncro-Trans.
Air Cleaner, Standard .............................. Dry Type
Air Cleaner, Optional .............................. Oil Bath
Intake Manifold, Type ............................. Iso-Thermal (Sealed-In)
Recommended Fuel ................................. Regular

EXHAUST SYSTEM
Muffler Type ......................................... Reverse Flow
Header Type ........................................ Bolt-on Tube Manifold

COOLING SYSTEM
Radiator Type ...................................... Tube and Fin
Radiator Cap Pressure ............................. 5 PSI
Radiator Cap Pressure, with Air Cond. ........ 11 PSI
Circulation Thermostat ............................ Choke, 100°F (180°F, opt.)
Water Pump .......................................... Centrifugal, Belt Drive via Generator
Water Pump Location ............................... Left Side, Center of Block
Water Jackets ....................................... Full Length
Fan .................................................... 14" Dia., Four Blades
Fan, with Air Conditioning ....................... 14" Dia., Six Blades
Fan Bearing ......................................... Sintered Metal Bushing

ELECTRICAL SYSTEM
Battery .................................................. Auto-Lite, 12-Volt 100
Battery Type ........................................ 6-Volts, 15 Plate Cell
Battery Location ................................... Left Side, Under Hood
Terminal Grounded ................................. Positive
Generator .......................................... Delco-Remy, Shunt Type
Regulator ............................................ Delco-Remy, Voltage & Current: control
Starting Motor ...................................... Delco-Remy
Starter Control, Std. and O.D. .................. Clutch Pedal
Starter Control, Hydra-Matic ..................... Selecto-Lift
Distributor and Coil ............................... Delco-Remy
Distributor Advance ............................... Centrifugal and Vacuum
Ignition Timing ..................................... 4° ATDC
Firing Order ........................................ 1-5-3-6-2-4
Spark Plug .......................................... Auto-Lite A-7A (14.7 RPM)
Spark Plug Gap ...................................... .03" ±
Protection of Circuits ............................. Fuses
Headlight Type ....................................... Sealed Beam, 4030

POWER TRAIN
Clutch .................................................. Dry, Single Disc, Borg-Beck
Clutch Diameter .................................... 13.75"
Clutch Release Bearing ......................... Ball, Pre-lubricated
Transmission Types ............................... Synchromesh (Standard)
Transmission Ratios—1st .......................... 2.665:1
2nd ..................................................... 1.630:1
3rd ..................................................... 1:1
Reverse ............................................. 3.33:1
Overdrive Ratio ..................................... 0.71
Gearshift Lever Location .......................... Dash Panel
Rear Axle Gear Ratios: .............................
Synchromesh (Std.) ............................... 3.77:1 (9.36)
Synchromesh (Opt.) .............................. 4.1:1 (8.35)
Overdrive (Std.) ................................. 1.25:1 (1.75)
Overdrive (Opt.) ................................. 1.25:1 (1.75)
Hydra-Matic ....................................... 3.33:1 (13.43)
Rear Axle and Gear Type ....................... Semi-Floating, Hypoid
Rear Axle Drive Type ............................. Hotchkiss

RUNNING GEAR
Tread, Front ........................................ 54"-5.8"
Tread, Rear ......................................... 54.3"
Suspension, Front ................................. Independent Coil
Suspension, Rear .................................. Semi-Elliptical Leaf
Shock Absorbers .................................... Two-Way Hydraulic, Direct-Acting
Steering Ratio ...................................... Gear 26:1, Overall 21:7:1
Steering Wheel Turns, Lock-to-Lock ........... Four
Turning Diameter, 100° W.R. .................... 36 Ft. (Approx.)
Turning Diameter, 108° W.R. .................... 38 Ft. (Approx.)
Brakes, Type ........................................ Hydraulic, Internal Expanding
Brake Linings ....................................... Riveted to Shoes
Brake Line Area ..................................... 101.3 Sq. In.
Brake Drums, Dia ................................... 9" Front, 8" Rear
Parking Brake .......................... Operates on Rear Brakes
Wheel Size .......................................... 4x15
Tires .................................................. Goodyear Super-Cushion Tubeless
Tire Size ............................................. 6.40 x 15—Four Ply
Tire Pressure ........................................ 21 PSI

CAPACITIES
Fuel Tank ........................................... 20 Gallons (90.6 L.)
Cooling System .................................... 11 Quarts (9.2 L.)
Cooling System with Heater .................... 12 Quarts (10 L.)
Engine Oil (less filter) ......................... 4 Quarts (3.3 L.)
Transmission ....................................... 1-2 Pints (1.25 L.)
Overdrive only ................................... 1-1/4 Pints (1.04 L.)
Hydra-Matic ...................................... 17 Pints (14.2 L.)
Rear Axle ........................................... 3 Pints (2.5 L.)

LICENSE DATA
Taxable Horsepower ............................... 23.14
Starting Serial Numbers: ........................ D-205001
Kenosha .............................................. DC-15001
El Segundo ......................................... H-40001
Starting Engine Number .......................... Under Hood, on dash panel
Serial Number Location ........................ Under Hood, Cylinder Block, right side

BODY DIMENSIONS

IMPORTANT SELLING FEATURES
Double Strength Unit Body • All-Season Air Conditioning • Deep Coil Ride
Airliner Reclining Seats • Twin Travel Beds

Key
2-Dr. Club Sedan and Country Club
4-Door Sedan
Wheelbase ........................................ 100" (108"
Overall length ..................................... 178.5" (189.5"
Height (loaded) ................................... 59" (60"
Overall width ...................................... 73.75" (73.75"
Front seat width (hip room) ................. 58" (59"
Front shoulder room ............................. 51.25" (51.25"
Rear seat width (hip room) .................... 45.75" (45.75"
Rear shoulder room ............................... 49.75" (49.75"
Front head room .................................. 35.75" (35.75"
Rear head room ................................... 35.75" (35.75"
Front leg room .................................... 44" (44"
Rear leg room ...................................... 37.5" (39.5"

Key
2-Dr. Club Sedan and Country Club
4-Door Sedan
Front seat height ................................ 12" (12"
Rear seat height .................................. 11" (11"
Front seat depth .................................. 18.5" (18.5"
Rear seat depth ................................... 18.5" (18.5"
Road clearance (rear axle) .................... 81" (81"
Steering wheel to cushion ................. 6.5" (6"
Slant height of windshield ................. 15° (15°
Slant height of rear window .............. 15° (15°
Windshield width ............................... 50" (50"
Rear window width ................................ 52" (54"
Trunk capacity (tire out) ....................... 14" x 9" ft. (14 ft."
*Country Club only.

With Continental tire (1) 185/75 R14, (2) 195/75 R14
GENERAL SPECIFICATIONS—Continued

### STATION WAGON BODY DIMENSIONS

<table>
<thead>
<tr>
<th>Key</th>
<th>2 Dr. Suburban</th>
<th>4 Dr. Cross Country</th>
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</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>100&quot;</td>
<td>108&quot;</td>
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<tr>
<td>Overall length</td>
<td>178 1/4&quot;</td>
<td>186 3/4&quot;</td>
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<tr>
<td>Overall height (loaded)</td>
<td>59 1/4&quot;</td>
<td>60 1/4&quot;</td>
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<tr>
<td>Overall width</td>
<td>73 1/8&quot;</td>
<td>73 1/4&quot;</td>
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<tr>
<td>Front seat cushion width (hip room)</td>
<td>58&quot;</td>
<td>60&quot;</td>
</tr>
<tr>
<td>Front shoulder room</td>
<td>51 1/2&quot;</td>
<td>52 1/2&quot;</td>
</tr>
<tr>
<td>Rear seat cushion width (hip room)</td>
<td>45 1/2&quot;</td>
<td>48 1/2&quot;</td>
</tr>
<tr>
<td>Rear shoulder room</td>
<td>49 1/2&quot;</td>
<td>52 1/2&quot;</td>
</tr>
<tr>
<td>Front head room</td>
<td>36 1/2&quot;</td>
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<td>Rear head room</td>
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<tr>
<td>Front leg room</td>
<td>44&quot;</td>
<td>44&quot;</td>
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<tr>
<td>Rear leg room</td>
<td>37 1/2&quot;</td>
<td>39 1/2&quot;</td>
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<tbody>
<tr>
<td>Front seat height</td>
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<tr>
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<td>14&quot;</td>
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<tr>
<td>Front seat depth</td>
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<tr>
<td>Rear seat depth</td>
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<tr>
<td>Road clearance (rear axle)</td>
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<td>8 1/2&quot;</td>
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<tr>
<td>Steering wheel to cushion</td>
<td>6 1/2&quot;</td>
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<tr>
<td>Slant height of windshield</td>
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<tr>
<td>Slant height of rear window</td>
<td>12&quot;</td>
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<tr>
<td>Windshield width</td>
<td>50&quot;</td>
<td>50&quot;</td>
</tr>
<tr>
<td>Rear window width</td>
<td>33&quot;</td>
<td>33&quot;</td>
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<tr>
<td>Carrying compartment length (seat down)</td>
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<td>60&quot;</td>
</tr>
<tr>
<td>Carrying compartment length (seat up)</td>
<td>30&quot;</td>
<td>30&quot;</td>
</tr>
<tr>
<td>Carrying capacity (seat down) cu. ft.</td>
<td>52</td>
<td>60</td>
</tr>
</tbody>
</table>

### ADVANTAGES OF DOUBLE STRENGTH UNIT BODY

- **INCREASED STRENGTH**—Comparative tests have shown that cars with Double Strength Unit Body construction have twice the torsional rigidity (or resistance to twisting) of cars built with ordinary separate body-and-frame construction. The single, all-welded unit fully utilizes the material strength of steel, and therefore reduces the twisting distortions that cause squeaks and rattles and eventually shorten the life of the car. Ordinary cars using a separate frame must resort to nut and bolt attachment of the body. The efficiency of such connections is far less than the Unit Body system that eliminates body bolts since the body and frame are constructed together and welded together as a single integrated unit. In addition, the single unit body structure provides a more stable base for wheel suspensions and mechanical chassis components that provide smooth and steady riding comfort under all road conditions.

- **INCREASED SAFETY**—In ordinary separate body-and-frame construction, the separate frame is located entirely below the passenger compartment. In Double Strength Unit Body construction, the passenger compartment is protected on all sides by a one-piece structural unit. In effect, the passengers are riding inside a protecting structural member rather than on top of one. Ordinary cars offer little protection from the front—the direction of greatest potential danger. Unlike cars of ordinary construction, the Rambler has structural members forward of the firewall to offer full protection. These all-welded structures are easily visible on each side of the engine compartment.

   Instead of building two units (body and frame) and bolting them together, the Rambler is constructed and welded together as an integral unit—stronger, more rigid, and therefore a safer car.

- **ALL-SEASON AIR CONDITIONING SYSTEM**—The name “All-Season” is derived from the combined seasonal functions, in that the system cools (refrigerates), heats, and ventilates with fresh filtered air and also provides windshield defrosting. Basically, the function of air conditioning is to filter, cool, dehumidify, and circulate air. It is not necessary to reduce temperatures to extremely low values to obtain desirable levels of passenger comfort. The refrigeration capacity is sufficient to effect a rapid cool-down rate and then maintain 15 to 20 degrees below outside air temperatures at about 30 M.P.H. The system has a capacity of approximately 1 1/2 tons at 30 M.P.H., thus capable of removing interior heat at a rate of 18,000 BTU/Hr.

   Two air discharge grilles on the dash panel are adjustable to suit individual needs. A temperature blower control is located prominently on the left dash panel face. Below this single control are two knobs which regulate internal air dampers for the system.

   Fresh air is drawn in through the hood level air intake. Approximately 30% fresh air is admitted while the cooling system is functioning—the balance is recirculated and mixed by the blowers. The heating and ventilating system utilizes 100% fresh air. For all operations, the outside air enters the hood intake and is filtered of most dust, dirt, and pollen. If present, water is removed by traps and passages.

   The evaporator and component parts are located between the dash and body cowl. The condenser is forward of the radiator, while the compressor is on the right side of the engine. A unique electromagnetic clutch disengages the compressor when air conditioning is not operated.

   Basic elements of the Weather Eye Heating and Ventilating system are incorporated. While the cooling system operates on a refrigerating cycle principle using Freon-12 gas, the heater core utilizes hot water from the engine's cooling system. The refrigerant gas is non-inflammable and non-explosive. Also, it is non-toxic, unless combined with flame.

- **AIRLINER RECLINING SEAT**—The famous reclining seat is available as optional equipment on all Rambler models at a very nominal extra cost. Control handles placed on both sides of the front seat permit individual adjustment of each seat-back cushion to intermediate positions. These handles are so designed as to allow the cushions to move to the next position only—
thus, it is impossible to inadvertently "flop" the seatback to the full down position.

The reclining seat is adjustable to four angles, including the normal and horizontal positions. The Rambler reclining seat cannot be lowered to the full horizontal bed position on two-door models.

- **TWIN TRAVEL BEDS**—The bed feature was introduced in 1938, with immediate public acceptance. This exclusive feature has since undergone numerous refinements until it has reached its present state of perfection.

The Airliner Reclining Seat and the Twin Travel Bed features are combined into a single "package" available as optional equipment on all 1955 four-door models. Either front seatback may be lowered into the space just forward of the rear seat, by means of the control handles. Removable seat back supports are provided on the rear seat cushion base exterior which eliminates the necessity of lifting the rear cushion.

Special accessory air mattresses and insect screens are available for the four-door models.

- **DEEP COIL RIDE FRONT SUSPENSION**—The 1955 Rambler offers new standards of riding comfort and handling ease as a result of advanced design principles inherent in the improved front suspension. This unique suspension arrangement is integrated with the structural qualities of the Double Strength Unit Body construction—other cars with ordinary body construction are unable to realize the many advantages offered. Riding and handling characteristics are largely determined by a number of inter-related factors such as spring location and rate, shock absorber design, suspension linkage geometry, center of gravity and other detailed considerations. In most cars, the front suspension is a compromise in which either a good ride or good handling is obtained at the expense of the other. The Rambler offers a system that measures favorably under all driving conditions by giving the right amount of comfort and handling characteristics—since the two involve common design considerations.

**FEATURES AND ADVANTAGES**

- Direct acting springs in line with compression forces—better handling.
- Suspension utilizes Double Strength Unit Body to absorb forces—increases riding comfort.
- Suspension mounted in rubber to better insulate body shocks and noise.
- Longer, softer direct acting coil springs add to riding comfort.
- New wider front tread provides a more stable base—better handling with less body sway.
- New anti-friction ball and needle bearings reduce steering effort.
- Lighter control arms—less unsprung weight, for better handling.
- "Sea leg" mounted shock absorbers—control springs for smooth and stable ride.
- Center of gravity below wide spaced springs—better stability in turns.

**CHECK LIST FOR IMPORTANT 1955 RAMBLER FEATURES**

**DOUBLE STRENGTH UNIT BODY**

**DEEP COIL RIDE**

**FRONT FENDERS**

**FRONT GRILLE**

**STEERING EASE**

**TURNING DIAMETER**

**SUPER FLYING SCOT ENGINE**

**AILLINER RECLINING SEATS**

**TWIN TRAVEL BEDS**

**TUBELESS TIRES**

**CONTINENTAL SPARE TIRE**

**ALL-SEASON AIR CONDITIONING**

**WEATHER EYE HEATING AND VENTILATING**

**THREE TRANSMISSION CHOICES**

**BAKED ENAMEL COLORS**

**UPHOLSTERY TRIM SELECTIONS**

**EQUIPMENT SELECTIONS**

**REAR SPRING TENSION SHACKLES**