

AMC - Hudson
Boston Zone

1956

Manager Letters (Sales)

Business Management Manager
Merchandising Manager
Sales Promotion Manager
Zone Manager

1956 Managers Letters (Sales)
(Boston Zone)
(Filed by Department Head Name)

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AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

To: All Hudson Dealers
Boston Zone

Subject: NADA Reports

Gentlemen:

Thanks to the dealers who are supporting us with their NADA Reports each ten-day period as they have made it possible to reverse the trend in the resale value of our Hudson cars, For the first time the June NADA. Official Guide lists our Hudson Hornet and Wasp at up to \$50.00 MORE than the May NADA Official Guide books. This is a complete reversal of the usual downward trend of all cars and indicates as much as a \$100 advantage over a 1955 Pontiac for instance.

We suggest that you use this information in your contacts with the public when fighting competition for sales. No longer can they say that the used Hudson has no resale value.

Again, we can continue this trend if you continue to send us your NADA Reports regularly. Now that we have the advantage mentioned above, be sure that we continue to maintain this edge.

Very truly yours,

HUDSON DIVISION
American Motors Sales Corp.

R. L. Dillaway
Zone Manager

RLD:fm
6/1/56
Dealergram #87

Rambler HIGH in Resale Value!

From The **MAY-JUNE**



7007 N. H. S. A.

R-34-1335


Rambler HIGH in Resale Value!

From The **JUNE, 1956**




JUNE N. A. D. A.

1955 RAMBLER RESALE VALUE COMPARISON

MAKE OF CAR 4 DR. SEDAN	R E G I O N						U. S. COMPOSITE
	A	B	C	D	E	H	
 RAMBLER (DELUXE)	\$1,425	\$1,380	\$1,495	\$1,490	\$1,375	\$1,440	\$1,434
STUDEBAKER (CHAMPION DELUXE)	1,405	1,380	1,490	1,440	1,365	1,415	1,415
CHEVROLET (150-6)	1,405	1,370	1,485	1,435	1,370	1,395	1,410
PLYMOUTH (PLAZA 6)	1,410	1,370	1,470	1,430	1,375	1,405	1,410
FORD (MARBINE 6)	1,370	1,335	1,460	1,445	1,355	1,410	1,395

RED BOOK—MAY 15 THRU JULY 1

1955 RAMBLER RESALE VALUE COMPARISON

MAKE OF CAR 4 DR. SEDAN	R E G I O N			U. S. COMPOSITE
	A	B	C	
 RAMBLER CUSTOM	\$1,645	\$1,695	\$1,800	\$1,713
CHEVROLET BEL AIR 6	1,560	1,610	1,725	1,632
FORD FAIRLANE 6	1,560	1,595	1,695	1,617
PLYMOUTH BELVEDERE 6	1,525	1,575	1,685	1,595
STUDEBAKER REGAL 6	1,490	1,530	1,595	1,538

*Now more than ever it pays to buy a **RAMBLER!***



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

July 27, 1956

Mr. C. Ashton Cox
C. A. Cox Hudson Sales & Service
60 Beale Street
Quincy, Massachusetts

Dear Ash:

When we discussed the advertising allowance with you that we are giving to help move the large cars, several things were required that by now you might have forgotten. So we can process your credit as quickly as possible, would you please support your advertising request as follows:

1. Duplicate copies of paid invoices.
2. Tear sheets from newspapers.
3. Radio scripts.

Our agreement was that we would duplicate the amount you spend up to \$600 as our contribution.

Very truly yours,

AMERICAN MOTORS SALES CORP.

R. W. Dillaway
Hudson Sales Manager

fm



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

December 26, 1956

To all Nash and Hudson Dealers:

Some time ago, Mr. Roy Abernethy sent out a brochure containing the forms and procedure used in most states to place our automobiles in Driver Training. Some states further subsidize this worthwhile project and our company has offered a most liberal allowance of \$125 per unit on any 1957 CUSTOM Rambler now placed in such use.

With the second semester rapidly approaching, we urge you to check with your respective school authorities. We feel certain that these captive demonstrations will pay off in future sales. Dual Control units are available on order for Rambler models, and we trust that you will make the most of this program as it is also one which will lend itself to local publicity.

Yours very truly,

Zone Manager



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

December 27, 1956

TO ALL DEALERS - BOSTON ZONE

Subject: Sales Objective for January 1957

Enclosed you will please find a display card giving you your sales objective for the month of January 1957. We would appreciate your hanging this card in a prominent place to remind you of this objective, and to stimulate your salesmen in an effort to make that extra sale.

You will note there is space on the right side of this card for your convenience in recording your total sales by each 10-day period.

This sales objective is based on the monthly percentage of the agreed yearly figure as discussed between you and Mr. Goodyear at our recent refranchising meetings.

We sincerely trust you will endeavor to exceed these objectives in order that we collectively as a zone can exceed our quota.

Yours for good selling in January!!

R. W. W. Dillaway,
RWD-W Assistant Zone Manage

12/29/56

MY

JAN.

**SALES
QUOTA**

IS:

SALES

1st - 10th

10th - 20th

Final Period

Total

5



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

TO: ALL HUDSON DEALERS
Boston Zone

Gentlemen:

Attached is your retail sales quota for 1956. You will note that Hornet, Wasp, Rambler and Metropolitan have been set with separate quotas to help you with your sales projections. This should help you materially with your long range planning.

Needless to say, it takes adequate manpower in each department to get the job done. That is your responsibility. We will, however, assist you in every way possible to help you achieve your sales goal and make 1956 a profitable one for you.

Your aim should be to increase Hudson registrations in your area 10% this year. If you start NOW you can do it.

Yours for better SELLING.

Very truly yours,

HUDSON MOTORS
Division of American Motors Sales Corp.

H. F. Fenerty
Merchandising Manager

HFF:mf
Dealergram #3
January 6
1 9 5 6

P. S. Hornet and Wasp quotas are interchangeable.

By 1956 Sales Goal

League _____

Dealer C. A. Cox Hudson Sales and Service
Quincy, Mass.

Month	% of Annual Total	Hornets	Wasps	Ramblers	Metropolitan	Total
January	6.90	1	1	3	1	6
February	6.75	1	1	3	1	6
March	8.65	2	1	3	1	7
April	9.80	2 2	2 1	4	1	8
May	10.25	2 2	2 2	4 5	1	9
June	10.10	2	2	4 5	1	8 9
July	9.25	1	2	4	1	8
August	8.65	1	1	4	1	7
September	8.10	1	1	4	1	7
October	7.40	1		4	1	6
November	6.90	1	1	3	1	6
December	7.25	1	1	3	1	6

Total: 100.00



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

January 6, 1956

Mr. A. Cox
C. A. Cox Hudson Sales and Service
60 Beale Street
Quincy, Massachusetts

Dear Ash,

I appreciated being invited to hold a sales meeting at your dealership last Tuesday evening and I hope that the things we covered were helpful.

You have two excellent potential salesmen and with proper sales direction there isn't any reason why they shouldn't be top producers. You must, however, realize that a salesman needs tools just as much as a mechanic does if he is going to do a good job.

You have fine facilities for merchandising both new and used cars, you also hold an excellent reputation with your public, and people like to do business with you. I would, however, like to make a few suggestions that I feel would help you and your men do more business.

First: selling is a full-time job and you need someone to work full time at it and to direct your part-time salesmen so that their efforts are spent without waste. I realize good sales managers are hard to find but they are needed in order for a dealership to be successful.

Second: you need an up-to-date list of the 1955, 1954, 1953, 1952, and 1951 owners in your sales area for your salesmen to work with. This list should also be used to purge your Family Magazine mailing.

Third: you need a registration list of owners in your area for selling used cars, mailing, telephoning, etc.

Fourth: I would suggest that your salesmen have a telephone for night use at their desk as part of the sales plan involves its use. This is most essential in bad weather.

Fifth: I also suggest that as soon as you do the above that each salesman should average the following daily: ten - would you takes, ten - post cards, five - phone calls, One - demonstration.

Sincerely yours,
HUDSON MOTORS
Division of American Motors Sales Corp.
F. Fenerty - Merchandising Manager

HFF:mfH.
c.c. Mr. R. W. Dillaway
Mr. E. L. Lodge



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

TO: ALL HUDSON DEALERS
Boston Zone

Gentlemen:

Have you ever heard the song, "Count Your Blessings"? Have you ever stopped to think how fortunate you are to have a car like the Rambler to sell? Sometimes we are so close to the WOODS re can't see the TREES.

Here are a few sales points that you shouldn't over look or fail to tell your customers about.

- a. Lowest priced American made four door sedan.
- b. 38' turning circle.
- c. Deep coil springs for smoothest ride of any car.
- d. Reclining seats – only car in its price field to have them.
- e. Greatest economy of any standard care
- f. Lowest repair cost per mile.
- g. Highest trade in value as per NADA reports.
- h. Tires cost less to replace.
- i. Only car in low priced field with a safety roll bar called "Fashion Safety Arch". The hot rodders will know what you're talking about*
- j. Power brakes as standard equipment on all 1956 custom models.
- k. More visibility than any competitor in its price class. You can see all four fenders from driver's seat – appeals to women drivers.
- l. Only car for the price with single unit construction. (To be copied by others, including Cadillac next year.)
- m. High level fresh air intake.
- n. Easy access to engine and headlight assembly. Cuts repair and maintenance costs.
- o. Four Quarts of oil instead of five – more savings.
- p. Windows open with fewer turns of the handle – especially appealing to women drivers.

I'll bet you and your salesmen have discovered many other advantages. Let's hear from you so that we can pass them on.

Very truly yours,

HUDSON MOTORS
Division of American Motors Sales Corp.

H. F. Fenerty
Merchandising Manager

HFF:mf
Dealergram #35
March 9, 1956



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

TO: ALL HUDSON DEALERS
Boston Zone

Gentlemen:

Listed below are your new revised Contest quotas for March, April, and May.

Take a good look at them. They make sense. There isn't any reason why everyone couldn't be a winner.

How about getting your salesmen and all of your selling tools sharpened up and ready to operate. Oh yes - don't forget those demonstrators. You're going to need them to WIN:

	March	April	May
QUOTA	5	6	7

Very truly yours,
HUDSON MOTORS
Division a American Motors Sales Corp.

H. F. "Hal" Fenerty
Merchandising Manager

HFF:mf
Dealergram # 36
March 9, 1956

YOUR JOB IS SELLING HUDSONS - HOW ARE YOU DOING AT IT?



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

To: All Hudson Dealers
Boston Zone

Subject: February Dealer of the Month

Gentlemen:

Hats off to the following for an excellent sales job for February.

Metropolitan

Hartford - 120%

Urban

Saugus - 200%

Area

Amesbury - 500%

Also, congratulations to the following:

Area

Watertown - 100%
No. prove - 100%
Conic - 100%
Norway - 100%
Presque Isle - 100%
Winslow - 100%
Bennington - 100%
Newport - 100%
No. Adams - 100%

St. Albans - 100%
W. Townsend - 100%
Berlin - 100%
Fayville - 100%
Needham - 100%
Henniker - 133%
Canton - 133%
Winchester - 150%
Attleboro - 150%

Brimfield - 150%
Hallowell - 150%
Greenfield - 150%
Keene - 150%
Auburn - 166%
Sanford - 200%
E. Jaffrey - 200%
Gardner - 200%
Orleans - 200%
Amesbury - 500%

Urban

Lawrence - 100%
Portsmouth - 100%
Quincy - 100%

New Bedford - 120%
Feeding Hills - 120%
New London - 120%
Exeter - 140%
Willimantic - 150%
Saugus - 200%

Metropolitan

Hartford - 120%

District Manager Frank Primeau, heads the list with eleven of his dealers with 100% or better, followed by N. B. Libby with nine of his dealers with 100% of quota or better.

Keep up the good work.

Very truly yours,
HUDSON DIVISION
American Motors Sales Corp.

HFF:fm
Dealergram #39
3/22/56

Hal Fenerty
Merchandising Mgr.

April 12, 1956

Mr. William MacDonald, Sr.
22 Bay Street
Squantum, Mass.

Dear Mr. MacDonald:

Thank you very much for your interest in our great "Name the Construction" Contest.

We are very happy to send you an entry blank as you requested.

We are also advising C. A. Cox Hudson Sales and Service, 60 Beale St., Quincy, Mass., our nearest dealer to you to contact you so that you can take a demonstration ride. This ride in a new Hudson with single unit construction will help you in selecting a suitable name for this revolutionary type car construction.

Very truly yours,

HUDSON MOTORS
Division of American Motors Sales Corp.

H. F. Fenerty
Merchandising Manager

mf
c.c. C. A. Cox Hudson Sales & Service
Mr. E. L. Lodge

*Please contact
Mr. MacDonald for
a demonstration ride.*



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE

TO: ALL HUDSON DEALERS NEEDHAM HEIGHTS 94 MASSACHUSETTS
Boston Zone

Gentlemen:

At our first Sales Meeting the interior room) windshield width and turning diameter of the Hudson Hornet versus the Cadillac, Imperial, and Lincoln was discussed. The comparison figures are listed below:

	HUDSON	CADILLAC	IMPERIAL	LINCOLN
HIP ROOM, FRONT	65.0"	64.3"	62.5"	61.8"
HIP ROOM, REAR	64.5	65.2	62.0	63.8
SHOULDER ROOM, FRONT	61.5	59.5	58.3	59.4
SHOULDER ROOM, REAR	61.25	59.4	58.3	58.4
HEADROOM, FRONT	37.5	35.8	35.1	35.4
HEADROOM, REAR	36.0	35.1	35.0	34.1
ENTRANCE ROOM, FRONT (Top of cushion to windcord)	30.5	30.1	29.5	29.6
ENTRANCE ROOM, REAR	29.25	28.6	28.0	27.0
LEG ROOM, FRONT	42.5	43.3	45.7	44.8
LEG ROOM, REAR	40.1	46.3	45.7	43.9
FRONT SEAT DEPTH	18.5	18.0	18.1	18.3
REAR SEAT DEPTH	18.5	17.8	17.8	17.9
STEERING WHEEL TO CUSHION CLEARANCE	6.4	5.4	5.3	5.0
ADJUSTMENT, FRONT SEAT	5.0	4.0	5.0	5.0

As you may have noted) with the one single exception of Cadillac's rear hip room which is seven-tenths of an inch wider, Hudson has more seating space in both the front and rear seats than any other.

Very truly yours,
American Motors Sales Corporation

HFF:mf
Dealergram # 96
June 20, 1956

H. F. Fenerty
Sales Promotion Manager,



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

July 10, 1956

Hudson Dealers
Boston Zone

Subject: Dealer of the Month
June 1956

Congratulations to the two dealers winning the June Dealer of the Month
Awards: They are —

Area League

Urban League

M. Handley	200.0 %	Frank's Auto Life	120.0 %
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There will be no Dealer of the Month Award in the Metropolitan League.

"Hats Off!" to the following dealers for doing a good job —

Area League

<u>Dealership</u>	<u>% of Attainment</u>
Alario Hudson Sales & Service	150.0
C.F. Chase Co.	125.0
Airport Garage	100.0
Carman Motor Sales	100.0
Holland Bros., Inc.	100.0
McKenney's Garage	100.0
Park View, Inc.	100.0
Valley Motor Sales	100.0

Urban League

<u>Dealership</u>	<u>% of Attainment</u>
Wentworth Motor Co.	112.5
Cottage Street Garage, Inc.	111.1
Mendel Motor Sales Co.	111.1
Fairview Garage	100.0

District-wise it's District 11 leading the Zone with an attainment of 80.9 %.

Very truly yours,

H.F. Fenerty
Sales Promotion Manager

HFF:cn
98



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

July 23, 1956

Hudson Dealers
Boston Zone

Subject: Hudson FAMILY Magazine

In talking with one of our dealers the other day I learned of an interesting experience he had recently. While waiting in a dentist's office he was browsing through some magazines and found several magazines from his competitive dealers. This was quite a shock to him. Needless to say, he immediately added his dentist to his Hudson FAMILY Magazine mailing list.

In discussing this incident with the dealer the thought occurred to us that perhaps many of you are not getting the most out of your magazine mailings. Listed below are a few suggestions that may help you get more for your money -

1. Purge your mailing list annually; add new names and cut out dead wood.
2. Doctor's office, beauty parlors, and other places where people wait should definitely be on your FAMILY mailing list. Remember, your magazine is your "silent salesman."
3. Approximately 10 copies should be mailed in bulk to your showroom for your salesman's use.
4. Good prospects can be added to your list at anytime during the year. (Names of your new car customers are added automatically.)
5. One copy should go directly to your home as a mailing check.

Take advantage of your "silent salesman." Bring your FAMILY mailing list up-to-date and keep it growing.

Very truly yours,

H.F. Fenerty
Sales Promotion Manager

HFF: cn



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

August 20, 1956

All Dealers
American Motors
Boston Zone

Subject: Used Car Auction

Are you loaded with used cars? If you are and would like to get rid of them try an auction - it may be just the thing to move that used car stock that has built up because of your new car volume sales.

The people who really know how to run a top-notch; fast-moving, profit-bringing auction are Spencer Company, Inc, This company does get results - Town Line Motor Sales, American Motors dealer in Brookfield, Massachusetts, will tell you so,

Spencer Company recently ran an auction for Town Line, According to John Skiffington, owner of Town Line, the auction brought very satisfactory results. More than 800 people were in attendance. Thirty-one cars were run through and 17 were sold within a very short time, Mr. Skiffington said he would be more than pleased to give any of Our dealers first hand information if they would call or write him. His dealership is:

Town Line Motor Sales
Boston Post Road
Brookfield) Massachusetts
Telephone - Volunteer 7-3526.

So if you do have a lot of used cars on hand why not contact either Mr. Skiffington or the Spencer Company directly. Spencer Company's address is P.O. Box 507, Longmont, Colorado.

Very truly yours,

H.F. Fenerty
Sales Promotion Manager

HFF:cn



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

August 20, 1956

All Dealers
American Motors
Boston Zone

Subject: Incentive Program for Salesmen

In the near future plans will be consummated for the 1957 New Car Showing to the dealers. Naturally, your salesmen would like to attend this prevue.

We would like to pass on to you two interesting sales incentive programs that have been initiated by Boch Sales and Service, Inc. and Woonsocket Nash Co.

At Woonsocket Mr. Dumais, the dealer, has set up a Salesman's Kitty. For every new car sold by one of his salesmen \$25 goes into the Kitty of the salesman making the sale) \$10 is added for every used car sale. When a salesman's Kitty reaches \$200 he is entitled to attend the 1957 New Car Showing and to bring his wife.

Ernie Boch of Boch Sales and Service has set up monthly quotas for each of his salesmen. As an incentive he has sent a \$100 check, unsigned, to each salesman's wife, The two top salesmen will go to the 1957 New Car Showing and Ernie will sign their wife's \$100 checks.

Why not start your incentive plan now

Very truly yours,

H.F. Fenerty
Sales Promotion Manager

HFF:on



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

August 23, 1956

All Dealers
American Motors
Boston Zone

Subject: "Signing Up"

Now is the time to do some long range planning for 1957. With our new merchandise, the best in the industry, new advertising plans should be made well in advance.

Today you have to TELL people about your dealership, about your personnel, and about your product. And you have to KEEP TELLING them over and over again.

One of the best ways to keep your name in front of the public is to "sign-up." Use your dealership name on signs on your demonstrators.

In your 1957 Announcement and Promotional Materials Kit you will see a Car Top Poster Frame - designed to fit any car. And you will find that Bumpa-Tel Sign Division of Warren Hastings Motor Co., Inc., Mounds, Illinois makes excellent signs for both new and used car advertising.

Let's plan to do something in the way of "signing up" those '57 cars. Take action NOW! You will find that signs pay dividends.

Very truly yours,

H.F. Fenerty
Sales Promotion Manager

HFF:cn



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

August 27, 1956

Hudson Dealers
Boston Zone

Subject: The Growing Boom

Sometime next Spring there will be 170,000,000 people in the United States. This means that in a little less than three and a half years we have added 10,000,000 to our population. Previously it took more than four years to grow from 150,000,000 to 160,000,000.

What do these figures mean to you?

They should mean MORE BUSINESS - providing you are seeing to it that your business growth is keeping pace with the market.

In 1965 the population will reach 190,000,000, The family boom is on again. Households are being formed at the rate of a million a year. This means more car owners. You) as a dealer, should make long range plans to obtain your share of the market.

Stand back - take a look at your business - are you doing the things you should to create more business? Ask yourself the following questions:

	Yes	No
Is your Parts and Service operation taking care of its share of the load?	<input type="checkbox"/>	<input type="checkbox"/>
Do you have good office management?	<input type="checkbox"/>	<input type="checkbox"/>
Is your sales staff adequate?	<input type="checkbox"/>	<input type="checkbox"/>
Are you holding regular sales meetings?	<input type="checkbox"/>	<input type="checkbox"/>
Are you furnishing your salesmen Owner Lists Prospect Cards	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

- continued -

Hudson Dealers - Boston Zone
August 27, 1956
Page Two

	Yes	No
Are you furnishing your salesmen these tools:		
Sales Quotas	<input type="checkbox"/>	<input type="checkbox"/>
Demonstrators	<input type="checkbox"/>	<input type="checkbox"/>
Proper Advertising	<input type="checkbox"/>	<input type="checkbox"/>
New and Used Car Inventory Controls	<input type="checkbox"/>	<input type="checkbox"/>
Are your used cars ready for sale -		
Appearance-wise	<input type="checkbox"/>	<input type="checkbox"/>
Price-wise	<input type="checkbox"/>	<input type="checkbox"/>
Mechanically	<input type="checkbox"/>	<input type="checkbox"/>
Are you using the "Personally Endorsed" plan?	<input type="checkbox"/>	<input type="checkbox"/>
Is your lot well lighted?	<input type="checkbox"/>	<input type="checkbox"/>
Is your lot well signed?	<input type="checkbox"/>	<input type="checkbox"/>

If the answers to the above questions are YES you are well on the way to success. IF WE CAN HELP YOU TURN ANY NO ANSWERS INTO YES ANSWERS PLEASE FEEL FREE TO CALL ON US.

Very truly yours,

H. F. Fenerty
Sales Promotion Manager

HFF:cn



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

To: All Hudson Dealers
Boston Zone

Gentlemen;

The following dealers have been named Hudson Dealers of the Month for October:

METROPOLITAN AWARD

The Henley Kimball Company - 180%
380 Forest Avenue
Portland, Maine

URBAN AWARD

Milton Motors, Inc. - 366%
184 South Street
Pittsfield, Mass.

AREA AWARD

Arthur R. Daigle - 300%
124 Main Street
Fort Kent, Maine

Very truly yours,

AMERICAN MOTORS SALES CORP.

F. J. Klauer
Sales Promotion Manager

fm
11/7/56



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

November 20, 1956

C. A. Cox Hudson Sales & Service
60 Beale St.
Quincy, Mass.

Gentlemen:

Stockholders of this company were recently forwarded a copy of Mr. Romney's talk "In League with the Future" and a business reply card. The card invited interest on the part of stockholders for a demonstration ride.

Listed below are the names and addresses of those stockholders who have expressed interest in a demonstration ride, together with other pertinent information.

Mr. Harold F. Page
76 Clement Terrace
N. Quincy, Mass.

It will be appreciated if you will follow through and let us know whether or not any sales resulted from this activity.

Very truly yours,

AMERICAN MOTORS SALES CORP.

F. J. Klauer
Sales Promotion Manager

FJK:la



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

December 20, 1956

TO ALL DEALERS - BOSTON ZONE

RE: 1956 SALES CLUB'S AWARDS

Please let this serve as a notice to you, your salesmen, and your bookkeeper that this is the last call for sending in your Honor Club Reports for the year 1956.

"Binoculars" have been selected as the Sales Club Membership Award for 1956.

Members of the "100 Car" Nash Sales Honor Club and the Hudson Triangle Club will receive a pair of Thorobred, Zeiss Style Binoculars. These 6 x 30 binoculars are of outstanding quality, with center focus and coated lenses. They come with genuine leather trim, plastic eye covers and pigskin leather cases....binoculars the winner will be proud to own and cherish as evidence of his outstanding sales accomplishments.

Members of the "50 Car" Nash Sales Honor Club will receive 5X pocket binoculars with leather carrying cases.

Please exert every effort to make this an outstanding sales month, and be certain that your Honor Club Reports are in this office by January 15. This is the deadline! Our reports must be complete by this date and mailed to Detroit.

Let's close out this year with a good sales effort, and start of 1957 with a "bang."

Very truly yours,

F. J. Klauer
Sales Promotion Manager

FJK:jc



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

TO: All American Motors Dealers - Boston Zone

RE: N.A.D.A. - 1956 Quarterly Survey, June 30, 1956

Gentlemen:

We all look forward to the Quarterly Business Management Survey that is prepared by NADA. Every well-managed dealer devotes considerable time studying this report. Here at the Zone office we compare the Guide Figures with our dealer and Zone averages, making full use of this important material.

Every quarter you are invited to complete the Business Management Survey to give you, and all dealers, the opportunity of reporting the results of your business efforts. It is now time to complete the second quarterly report for this survey, and, because the material is so beneficial to you, it is expected that all will promptly and thoroughly respond. As businessmen you should welcome every opportunity to compare your averages with reliable guides prepared by experts from the industry. It takes so little time on your part to obtain so much in return.

If you need any assistance in completing these NADA Business Management forms, please do not hesitate to seek our assistance.

Very truly yours,

American Motors Sales Corporation

Arthur E. Olinto
Business Management Manager

AEO:mf

AMC - Hudson
Boston Zone

1957

Sales Manager Letters

Car Distributor
Zone Manager

1957 Manager Letters
(Boston Zone)
(Filed by Department Head Name)

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AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

April 9, 1957

No. 57-79

TO ALL DEALERS - BOSTON ZONE

Please note that upholstery trims as listed below
have been depleted -

Trim 743 - Red Leather with Black Cloth
Models 5715-2 - 5725-2 - 5729-2

Trim 771 - Red Leather with Black Cloth
Nash Models 5765-2 - 5787-2

Trim 795 - Red Leather with Black Cloth
Hudson Models 35785-2 - 35787-2

Please change your records accordingly.

Very truly yours,

W. V. Connelly
Car Distributor

WVC/tf



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

57-123

December 18, 1957

TO: All Dealers

RE: Self-Adjusting Brakes on Rebels and Ambassadors

Effective in production beginning January 20, 1958, self-adjusting brakes will be available as optional equipment on the Rambler Rebel and the Ambassador. Prices are as follows:

List	\$6.95
Dealer Net	5.30
E.O.H.	.50
Total Dealer Billing	5.80
A.D.P.	7.45

This new feature, introduced for the first time in 1958 model cars, is one that should appeal to just about every buyer of a Rebel or an Ambassador.

The brake is so arranged that every time the car is driven in reverse, if there has been any wear on the brake lining the position of the shoe is automatically adjusted to give more efficient braking performance. This adjustment remains in effect until further wear takes place, which again automatically generates further adjustment as required.

When ordering for the last ten days of January, and for subsequent months, you should include your requirements of this item. At the price quoted above, the demand should be tremendous.

Very truly yours,

W. V. Connelly
Car Distributor

WVC/tf



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

57-125

December 18, 1957

TO: All Dealers

RE: Fleet Sales - Model 5825, 5818

The following prices have been released to cover the 1958 Rambler Rebel V-8 Deluxe four door sedan, model 5825 and 1958 Rambler "6" Deluxe four door Cross Country Station Wagon, model 5818 for Fleet use only:

DEALER PRICES

	<u>5825</u>	<u>5818</u>
Dealer Base Billing	\$1556.90	\$1701.20
E.O.H	161.00	175.00
Total Dealer Billing	1717.90	1876.20

RETAIL PRICES

Suggested Factory List	1996.00	2181.00
E.O.H.	161.00	175.00
Retail Delivery Charge	20.00	20.00
A.D.P	2177.00	2376.00
Shipping Weight	3287	3056

Interior trim for model 5825 and 5818 is the same as that used on model 5815.

Very truly yours,

W.V. Connelly
Car Distributor

WVC/tf



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

57-126

December 18, 1957

TO: All Dealers
RE: Air Ride System

Effective in production on January 20, the new air ride system will be available as optional equipment on the Rambler 6, Rebel V-8 and Ambassador.

Basically, this consists of a pair of air springs working inside and in conjunction with a pair of low rate rear springs. A constant ride height is maintained by a leveling valve mounted on the car body and actuated by a ring connected with the rear axle. A reservoir supplies air to the valve and is pressurized by an air compressor. Because of our superior front suspension, no air cushions are used with the front springs.

Among the benefits provided by this rear air ride system are the following:

1. Constant riding height at the rear of the car regardless of load. This height is lower than a production car without passenger load. This also means the headlamp aim does not vary with load.
2. Increased control in severe bumps.
- 3, Increased stability during cornering. This results in better rear-end control.
4. In Station Wagon models an excellent boulevard ride that approaches standard sedan quality. Characteristics of this ride are not affected by variance in load. The load carrying space of the station wagon can be more fully utilized without the necessity of heavy rear springs which adversely affect ride qualities.

The price of the air ride system is as follows:

	<u>Ramb. 6 and Reb. V-8</u>	<u>Amb. V-8</u>
List	\$ 91.80	\$ 91.90
E.O.H.	6.70	6.60
A.D.P.	98.50	98.50
Dealer Base	69.75	69.85
Total Dealer Billing	76.45	76.45

On all 8-cylinder cars which you order with air ride you must also specify power steering, which will be billed at its regular option price.

The public is well aware of the advantages of air ride, which should help you in your promotion of this item. Please place your orders with your District Manager on his next contact.

Yours very truly,

W.V. Connelly
Car Distributor

WVC/tf



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

57-81

April 10, 1957

TO: ALL DEALERS - BOSTON ZONE

SUBJECT: SALES LEADERS FOR MARCH 1957

Beginning with the month of March, you will note that we have taken the liberty of dividing the dealers in the Boston Zone into four groups, The basis for this segregation was the sales objective for each dealer involved. We believe this is a much more fair way of determining the operations, doing the best job as they are compared to dealers of like size.

Business was very good during March with both large and small dealers alike enjoying profitable selling. Our congratulations to the following group leaders and their organizations on their performance for this successful month.

Group #1	Boch Sales & Service - Norwood, Mass.	126%
Group #2	Viking Motors - Newport, R.I.	156%
Group #3	Wm. J. Smith - Danielson, Conn.	183%
Group #4	Temple St. Garage - Whitman, Mass.	167%

No wonder our business is good. Month after month, and year after year our Rambler registrations have been steadily increasing. The proven acceptance of this car recommends that in your local advertising and in your dealership you should strongly identify yourself with Rambler to pull more and more traffic in your showroom to increase your selling opportunities. For the period between October 1, 1956 to March 31, 1957, Rambler sales are up 22%. This trend is definitely in the right direction. Let's send it even higher in April.

R.W. Dillaway
Asst. Zone Manager

RWD/tf

	DEALERSHIP	% OF ACCOMPLISHMENT
<u>GROUP #1</u>	Boch Sales & Service - Norwood, Mass.	126
	C & S Mortors - New London, Conn.	122
	Springfield Nash - Springfield, Mass.	121
	Lipman Motors, Inc. - Hartford, Conn.	119
	Boston Nash Co. - Boston. Mass.	98
	The Henley-Kimball - Portland, Me.	96
	Zarren Motors - Belmont) Mass.	71
	Fred G. Marion, Inc,, - Holyoke, Mess.	70
	Kelley-Chandler, Inc. - Worcester, Mass.	69
	Stadium Motors - Providence, R.I.	53
	Wentworth Jennings - West Newton) mass.	40
	Finn Motor Sales - Worcester, Mass.	13
	<u>GROUP #2</u>	Viking Motors - Newport, R.I.
Mendel Motor Sales - Chelsea, Mass.		1144
Robert O. Mace - Auburn, Me.		127
Burke's Garage - Rutland, Vt.		122
Pettengill Motor Sales - Stoneham, Mass.		111
M. J. Vagge - Nashua, N.H.		111
Syl's Auto Sales & service - Southbridge, Mass.		100
Poulin's Garage - Winslow; Me.		100
Louis Motors - Springfield) Mass,		93
Lowell Nash Sales Co. - Lowell, Mass.		91
Gagrier Nash - Providence, R.I.		90
Arlington Motor Sales - Arlington, Mass.		89
Coleman Nash -- Portsmouth; N.H.		P9
Paquette Motor Sales - Berlin, N.H.		89
Woonsocket Nash, Woonsocket; R.I.		85
Carignan Bros. - Laconia, N.H.		82
Paul's Auto Sales & Service - Middleton, Mass.		78
P-T Motors, Inc.- Manchester Center, Vt.		78
Nash North Adams - North Adams, Mass.		75
Wentworth Motor Co. - Exeter, N.H.		73
Pearl St. Garage - Braintree, Mass.		71
Miner Nash Co. - Willimantic, Conn.		67
Ell-Bern Motors - Dorchester, Mass.		64
Whiting & Reicker - Brockton, Mass.		64
Lincoln Motors, Inc. - No. Attleboro, Mass.		60
Rigazio Bros, Inc. - Somerville) Mass,		56
Twin sales Corp. - Bridgewater, Mass.		56
Joy Sales & Service - Mexico, Maine		56
McNamara motors, Inc. - Lebanon, N.H.		56
Berkeley Motor Co. - Middletown, Conn.		44
DePalma Motor Sales Co. - Feeding Hills, Mass.		43
Boland Motors - Manchester, Conn.		38
Sherman Motors - Providence, R.I.		38
Aubin Motor Sales Co. - Malden, Mass.		38
Gene Brown Motors, Inc. - Newton Center, Mass.		38
Elm Motors - New Bedford) Mass.		36
Cottage St. Garage - Brockton Mass.	33	

	DEALERSHIP	% OF ACCOMPLISHMENT
<u>GROUP #2</u> (Cont'd)	Milton Motors - Pittsfield, Mass.	31
	Don's Garage - Revere, Mass.	22
	Frank's Auto Life - Saugus, Mass.	22
	H.J. Goudreault - Haverhill, Mass.	17
	Anderson-Wills Co. - Lawrence, Mass.	11
	Gagnon Motors - Sanford, Mass.	11
	Rockwood Bros, Inc. - Wellesley, Mass.	0
	Jim Adams, Inc. - Bangor, Me.	0
<u>GROUP #3</u>	Wm. J. Smith - Danielson, Conn.	183
	Crepeau Nash Hudson Sales - Biddeford, Me.	163
	Adams sales & Service - E. Providence, R.I.	160
	Parent's Sales & Service - Cranston, R.I.	160
	Fix-It auto Body - Leominster, Mass.	150
	Wright's Garage - Carolina, R.I.	140
	Airport Garage - Brunswick, Me.	120
	Sunapee St. Garage - Newport, N.H.	120
	DeCormier Motor Sales - Manchester, Conn.	117
	Wm. D. Maier - West Roxbury, Mass.	114
	Smith Motors of Lowell - Lowell, Mass.	113
	Cavanaugh Bros. - Manchester, N.H.	113
	Price's Garage - Ipswich, Mass.	100
	Fairview Garage - Burlington, Vt.	100
	Dover Nash Co. - Dover, N.H.	88
	Drewett's Garage - Warren, Me.	83
	Granite City Auto - Barre, Vt.	83
	Busy Bee - Lincoln, R.I.	80
	E.P. Fournier - Pawtucket, R.I.	80
	Bemis Nash, Inc. - Brattleboro, Vt.	80
	James Motors - E. Providence, R.I.	71
	Eimer's Auto Sales - Rockville, Conn.	67
	Williams Auto Co. - Westfield, Mass.	67
	DeLuca Bros. - Cranston, R.I.	67
	Nash Milford Co. - Milford, Mass.	63
	Freddie's Motor Sales - Mechanicsville, Conn.	60
	Bristol Hudson Motors - Bristol, Conn.	60
	Ward Nash - Framingham, Mass.	60
	Dan's Service Station - Westboro Mass.	60
	Ed's Auto Sales & Service - Billerica, Mass.	57
	Town Line Motor Sales - Brookfield, Mass.	57
	Monroe Motors - West Yarmouth, Mass.	57
	Hoyt Motor Sales - Newburyport, Mass.	57
	Osgood's Garage - Bellows Falls, Vt.	57
	Nash Northampton - Northampton, Mass.	56
	Springfield Nash, Inc. - Springfield, Vt.	56
Papa's Sales & Service.- New Britain, Conn.	50	
Batchelor's Garage - Keene, N.H.	50	

	DEALERSHIP	% OF ACCOMPLISHMENT	
<u>GROUP #3</u> (Cont'd)	V.A. Crossley - Watertown, Mass.	50	
	Jose's Garage - Augusta, Me.	50	
	Kelley's Garage - Milton, Mass.	43	
	Alder's Garage - Plymouth, N.H.	43	
	J. Mossoff - Fall River, Mass.	40	
	C.F. Chase - Auburn, Me.	40	
	McKenney's Garage - Newport, Me.	40	
	Imperial Motors - Waterville, Me.	40	
	C.W. Roew, Inc. - Henniker, N.H.	40	
	Carman Motor Sales - St. Albans, Vt.	40	
	Shelton Motors Corp. - Portsmouth, N.H.	38	
	Robar Motor Sales - Thompsonville, Conn.	33	
	LaPolla Motor Sales - Cranston, R.I.	33	
	C.A. Cox - Quincy, Mass. -	29	
	Petrin Motor Sales - Greenfield, Mass.	29	
	Callahan Hudson Co. - Northampton, Mass.	29	
	Stanley Motors, Inc. - Attleboro, Mass.	29	
	Tufano Body Co. - New Britain, Conn.	25	
	Belchertown Motor Sales - Belchertown, Mass.	20	
	Cape Ann Auto Sales - Gloucester, Mass.	20	
	Hamlin Motor Sales - Watertown, Mass.	20	
	Manny's Truck & Hudson Sales - Fall River, Mass.	20	
	Caramos Motor Sales - Taunton, Mass.	20	
	Karman Motors, Inc. - Pittsfield, Me.	20	
	Mace Motors - Lancaster, N.H.	20	
	Cook Nash - Needham, Mass.	14	
	Gardner Hudson - Gardner, Mass.	14	
	Tarbox Motors - Allenton, R.I.	0	
	Pawtucket Nash - Pawtucket, R.I.	0	
	Hi-Way Motor Mart - Westport, Mass.	0	
	Capitol City Motors - Montpelier, Vt.	0	
	<u>GROUP #4</u>	Temple St. Garage - Whitman, Mass.	167
		Fairfield Garage - Keene, N.H.	100
		Boeske Bros. - Maynard, Mass.	100
Stally's Motor Sales - Chepachet, R.I.		100	
Hayes Super Service - Presque Isle, Me.		100	
Jaffarian's Service - Haverhill, Mass.		100	
John O. Ouimette - Clinton, Mass.		75	
Chas. L. Haggerty - Winchester, Mass.		75	
Pelkey Motor Sales - Topsham, Maine		75	
M. Handley - Somersville, Conn.		67	
Hayes Motor Sales - E. Jaffrey, N.H.		67	
Holland Bros, Inc. - Woburn, Mass.		67	
Leonard's Motor Service - Oak Bluffs, Mass.		67	
Seavey's Garage - Woodsville, N.H.		67	
Deoss Motors, Inc. - Concord, N.H.		60	
Burbee's Nash - Claremont, N.H.		57	

	DEALERSHIP	% OF ACCOMPLISHMENT
GROUP #4 (Cont'd)	Franco's Motors - Southington, Conn.	50
	Sheffield Motors - Sheffield, Mass.	50
	Alario Hudson Sales - Leominster, Mass.	50
	J & S Motors, Inc. - Whitinsville, Mass.	50
	Brimfield Garage - Brimfield, Mass.	40
	Pisaturo Motor Sales - Providence, R.I.	40
	Gonic Garage - Gonic, N.H.	40
	Medway Hudson Sales - W. Medway, Mass.	33
	Daniel Motors - Greenfield, Mass.	33
	Wheeler's Garage - Berlin, N.H.	33
	Valley Motor Sales - Valley Falls, R.I.	33
	Wheaton Motor Sales - Attleboro, Mass,	33
	Lawrence's Garage - Dartmouth, Mass.	33
	MacFarlane Motors - Kingston, Mass.	33
	Bay Path Motors - Norwell. Mass.	33
	Middle St. Motors - Plymouth, Mass.	33
	Stanley's Garage - Rockland, Maine	33
	Michaud's Garage - Amesbury, Mass.	33
	Seavey's Nash - Candia, N.H.	33
	Aldrich's Motor Co. - Norway, Me.	33
	Bellingham Auto Sales - Bellingham, Mass.	25
	Ivaldi Motors - Canton, Maas.	25
	R.C. Muirhead - Needham, Mass,	25
	Irvine Bros. Inc. - Hopkington, Mass.	25
	Pat & Syl's Nash - Westerley, R.I.	25
	Sears Auto Sales - Sandwich, Mass.	25
	Shaw's Motor Sales - Caribou, Me.	25
	Arthur R. Daigle - Fort Kent, Me.	25
	Rowell Motors, Newport, Vt.	25
	Rodden Motors - Skowhegan, Me.	20
	Williams & Bugbee - Bennington, Vt.	17
	Wellesley Hills Garage - Wellesley Hills. Mass,	0
	Ted's Auto Service - Fayville, Mass,	0
	Mansfield Garage, Inc, - Mansfield, Mass,	0
O'Connor's Garage - Saxton's River, Vt,	0	



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

April 3, 1957

No. 57-77

TO ALL DEALERS - BOSTON ZONE

In an effort to improve your business, we are attempting to release from time to time publicity regarding Mr. Wolfson and his association with American Motors.

The Boston papers this morning, April 3rd, carried a very revealing and hard-hitting article regarding the continued production of the Nash and Hudson lines.

For your perusal and use as a sales tool we are attaching a copy of this release.

Very truly yours,

W. Dillaway,
Assistant Zone Manager

RWD-W

From The Boston Herald, Wednesday, April 3, 1957

WOLFSON SAYS AM. MOTORS

TO CONTINUE NASH AND HUDSON

New York, April 2 (AP) - Financier Louis E. Wolfson said today that "pruning" of the Nash and Hudson operations of American Motors is not on his program.

He said he is "in basic agreement" with President Romney of American Motors that the company should continue to make Nash and Hudson cars.

Wolfson, largest single stock-holder of American Motors, referred to some published reports which he said had "indicated" that the Nash and Hudson models might be dropped. The reports were based on informal conversations with the Florida financier following yesterday's annual meeting of Merritt-Chapman & Scott Corp. of which he is president and chairman. He said these reports constituted a "completely erroneous interpretation."

Wolfson said his remarks "could not logically be interpreted as suggesting that pruning of the Nash and Hudson operations of American Motors is on either Mr. Romney's program or mine.

"At no time did I make any specific recommendations for American Motors. Let me reiterate that Romney and I are in basic agreement. Mr. Romney has stated that the company's 1958 program is largely tooled and that it provides for compact cars and larger senior cars. Mr. Romney further states American Motors expects to increase its penetration of the low-priced and medium-priced markets, and its Nash and Hudson cars are continuing."



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

57-110

June 24, 1957

TO: ALL DEALERS - BOSTON ZONE
RE: N.A.D.A. REPORTS

We have recently received a report tabulating the number of N.A.D.A. reports sent in by American Motors dealers for the month of May 1957. It was very disappointing to see that in the Boston Zone area only 51.7% of the dealers are reporting the sale of their used cars to N.A.D.A.

I am sure you will agree that it behooves each and every one of us to see that these reports are in on time in order to maintain the high resale value of our Rambler car in particular. We as zone management again request your wholehearted cooperation in submitting N.A.D.A. reports on time.

R. W. Dillaway
Asst. Zone Manager

RWD/tf



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

April 2, 1957

TO ALL DEALERS - BOSTON ZONE

Subject: Top Volume Dealers - February 1957

We are very proud to announce that Mr. Morris Lipman is our top volume selling dealer for the month of February in the Boston Zone with 88 units sold, closely followed by -

1. Lipman Motors, Inc., Hartford, Conn.
2. Boch Sales & Service, Inc., Norwood, Mass.
3. Boston Nash Co., Boston, Mass.
4. Robert O. Mace, Auburn, Maine
5. The Henley-Kimball Co., Portland, Maine
6. Pearl Street Motors, Inc., So. Braintree, Mass.
7. Springfield Nash Motor Sales, Inc., Springfield, Mass.
Kelley Chandler, Inc., Worcester, Mass.

Our most sincere congratulations to you dealers and your salesmen.

Very truly yours,

AVP-W

A. V. Powers,
Zone Manager.



AMERICAN MOTORS SALES CORPORATION

151 THIRD AVENUE
NEEDHAM HEIGHTS 94 MASSACHUSETTS

June 10, 1957

No. 57-102

TO ALL DEALERS - BOSTON ZONE

"RAMBLER BUSINESS IS GOOD"

We are very pleased to announce that total retail sales in the nation amounted to 4,816 in the last ten days of May, bringing the month of May's total to 12,656. This accomplishment makes May the largest Rambler sales month in the corporation's history. The dealers in the Boston Zone stand fourth in the current national sales contest ending June 30th, with almost 1,300 sales in May.

May I congratulate all of you, and at the same time request that an all out effort be made during the month of June to capture business. Keep the same momentum and add to it your individual stretch drive effort. We are confident that Boston can top all zones in the country with 1,600 sales during the month of June.

Stories of record breaking sales in May will be told in advertisements on Monitor June 8th and 9th, and on Disneyland June 12th. Also the newspaper ad of the week of June 17th is released to further indicate our Rambler position for May. Automotive News will also carry this message on June 10th.

Because success is contagious we suggest that each dealer run ads in his local market, if your performance warrants it, to further attest to the job being done across this nation on Rambler sales. Many, many dealers in this New England Zone are quite eligible to indicate the percentage of retail sales increase for the past six months, and it is time right now to stop "hiding your individual lights under a bushel".

If you cannot be included in this category then we very seriously suggest you analyze your sales effort, your staff, your inventories, and your trading habits, because identical outstanding sales jobs are being done throughout the six states in this zone - perhaps in the next town.

Analyze your performance, because as we have said before - RAMBLER BUSINESS IS GOOD - particularly in the New England market.

Very truly yours,

A. V. Powers,
Zone Manager.

AVP-W