

AMC - Hudson

Sales Manager Letters

Automotive Distribution & Marketing
Advertising & Merchandising
Car Distribution
Government & Fleet Sales
Rambler Advertising
Sales & Sales Promotion
Hudson Used Car Manager

1956

1956 Manager Sales Letters
(Filed according to Department Head Name)

Page	Name & Department
5	Adams, Fred W. - Advertising & Merchandising, Automotive, Division Aug. 20, - Chicago auto show and drive-away info Aug. 20, - Name The Construction Contest Results Nov. 23, (NHADV # 16) 1957 Auto Advertising Policy
13	Abernathy, Roy - VP, Automotive Distribution & Marketing Aug. 31, - Chicago auto show and factory drive-away info Nov. 5, - 42nd National Automobile Show Info. Dec. 28, - Info to bankers re Metropolitan
20	Barnes, J. H. - National Business Management Manager, Hudson Division Apr. 19 - Letter to C. A. Cox Hudson Sales & Service
22	Boyd, V. E. - General Sales Manager Mar. 29, - AMC Insurance Program Apr. 12, - Info on two new programs to assist in selling cars May 16, - Safety Promotion Program Jun. 8, - Rambler Bracket No. 3 Has Been Reached Jun. 29, - Wasp & Hornet DVI - Bracket #2 Reached July 13, - Final results of Apr/May/June Top Dealer Award Aug. 10, - Rambler Bracket No. 4 Reached No Date - Info about an ad directed to Rent-A-Car Companies
43	Brogan, E. B. - Rambler Advertising Manager July 13, 1966 - Radio Spot Transcription & Newspaper Ad Suggestions Oct. 30, - (NHADV #11) Miniture Ramble Announcement Poster Oct. 30, - (NHADV #12) Full-Color ads Life & Sat. Evening Post Nov 12, - Walt Dizney on Sat. Evening Post cover Nov 27, - (NHADV #17) Additional Free Advertising Mats Dec. 10, - (NHADV #19) Five New Rambler Films for TV Spots Dec. 10, - "Love Letters to Rambler" (Time, Newsweek, U S News & World Report Dec. 18, - Full-Page ad in U. S. News & World Report - Dec 17th issue) Dec. 19, - (NHADV #22) More Recorded Radio Spots
64	Cardoze, H. E. - National Used Car Manager Aug. 1, - Used Car Facts Manual from Dealers Supply Company Nov. 14, - (NHUC #5) Comparison of 1954-cars
70	Levi, H. C. - Merchandising Manager, Hudson Division Apr. 10, - Rambler Upholstery Sample T-601 Replacing T-638 Apr. 13, - Rambler Upholstery Sample T-620 Replacing T-625 Apr. 16, - New Full-Color Rambler Station Wagon folder now available Apr. 24, - Revised pocket Price Option & Equip. folder available May 1, - Top Dealer Awards - Apr-May-June Campaign
96	McCugckin, J. H. - Merchandising Manager Nov. 21 - "Gold Key" Program
102	Milton, W. S. - Sales Manager, Hudson Division Jan. 6 - Ad published by American Taxi Association
104	Molloy, R. J. - Sales Training Department Aug 3 - The Hudson Story as Told by Auto Week Aug 7 - "The Man Behind the Rambler" - Car Life Magazine Reprint Nov 12, - Price and Equipment Specification Cards Nov 30, - "Economy Car Blitz" Dec 3, - Tested Selling Sentences

1956 Manager Sales Letters (Cont'd)

- 110 Pursley, L. M. - Business Management Manager
Jan. 6 - AMC Standard Accounting System Revision
- 114 Ramsey W. B. - Director Government and Fleet Sales
Dec. 7, - Interdepartmental Letter - Info on 1957 Taxicab Fleet Sales Brochure
Dec. 19, - Info on Bulletin covering Fleet Sales special equipment
- 117 Shields, A. R. JR. - Manager - Hudson Local Advertising
Apr. 3 - Car Life magazine article
May 7 - Hudson Hornet Special Announcement Week Begins May 13
- 123 Staudt, G. L. - Director, Advertising & Merchandising - Hudson Division
Jun 5 - Trim #602 superseded by Trim #608
Jun 15 - Selling the Metropolitan
Jun 15 - Ad in May 28 Automotive News
Jun 27 - Reprint of Phyllis McGinley's "Ballad To A Brand-New Car" Poster
Jun 28 - Selling the Twin Travel Bed
Nov 15 - Announcement ad for New 1957 Hudson Hornet V-8
- 131 VanDerzee, N. K. - Vice-President
Mar 3 - Insurance Program Changes
- 134 Watson, J. W. - Sales Manager, Metropolitan
Nov 13 - George Lichty Cartoon
Nov 20 - Article, Sylvia Porter - "Big Future for Small Car"
Nov 21 - Editorial "There's No End, Detroit Free Press
Dec 28 - Booklet "Are You Burning Your Money" - Sent to bankers



8/20/56



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN



KELVINATOR
AND LEONARD
APPLIANCES

August 20, 1956

TO ALL HUDSON AND RAMBLER DEALERS:

SEPTEMBER 25TH AND 26TH, 1956

Those are the dates to circle on your calendar right now!
For that's when you'll want to be in Chicago
go for the biggest, most stupendous gathering in Hudson and Rambler history!

IT'S THE TIME OF YOUR 1957 HUDSON-RAMBLER DEALER ANNOUNCEMENT MEETING!

Never before have you seen a program to rival the one that is awaiting you in Chicago.

Think of the facts --

- . The Biggest Auditorium in Chicago, with the largest stage in the entire Midwest -- THE CHICAGO CIVIC OPERA HOUSE -has been engaged for the meeting.
- . The Biggest Ballroom in the Central United States will be the scene of the brilliant banquet and evening floor show.
- . The largest block of rooms ever engaged in recent years for an automotive meeting has been reserved in leading Loop hotels.
- . A Mile-Long Bus Caravan will transport you and your fellow dealers and members of their organization from the Opera House to the Banquet Hall and back to your hotel.
- . Special "Big 7" Streamline Scenicruisers will carry you to Kenosha on Wednesday morning, September 26th, for a tour of the Hudson factory -- a Mammoth Barbeque Lunch -- and --
- . The Biggest Driveaway in automotive history leaving Kenosha on Wednesday afternoon. More than 3,500 gleaming 1957 Hudson and Rambler cars will start a brilliant parade from coast-to-coast. Everyone from Kenosha to your hometown will know that Hudson and Rambler have big news for Fifty-Seven!

There is an added incentive for you in this Driveaway, too. For valuable awards will be given dealers participating -- awards based on many factors so everyone has a chance to win. There will be awards for the longest distance driven -- the shortest distance -- the most cars driven by an individual dealer organization -- the most cars in relation to market -- and many others.

No matter where you live or what size your dealership is, you have a chance to win one or another of these big awards.

Already plans are underway for special trains from New England and the East -- from the Pacific Coast -- the Southwest and South -- from many parts of the Nation -- to carry Hudson Dealers to Chicago for the Big Affair! You'll want to be aboard!

Your District Manager will call on you within the next few days. Be ready to tell him the names of the members of your organization who will be with you in Chicago, and the names of wives who may accompany their husbands.

Remember -- your retail salesmen, your sales manager, your finance company representative, as well as officers of the dealership are eligible to attend.

Your District Manager will also discuss Driveaway details with you at that time.

Yes -- Tuesday and Wednesday, September 25th and 26th -- are the dates of the biggest gathering in all Hudson and Rambler history.

It's the time of the "BIG 7 FOR '57!"

Don't miss it!

See you in Chicago!

Sincerely yours,

Fred W. Adams
Director
Advertising and Merchandising
Automotive Division

8/25/53



TO ALL DEALERS

Y O U

CAN MAKE THE EXCITING

CHICAGO 1957 DEALER ANNOUNCEMENT MEETING

P A Y O F F I N " 3 " B I G W A Y S !

Clean-up 1956 cars in a hurry!

Driveaway more 1957 cars at a savings!

Start 1957 sales with high enthusiasm!

HOW CAN ALL THIS HAPPEN? IT'S EASY! Simply start today and assign each of your salesmen a quota of 1956 cars to sell by mid-September. You set the quota! You set the time limit!

FOR ALL THE WINNERS - A trip to Chicago and Kenosha for the Big Announcement Show, the factory tour and the driveaway - at a relatively small expense to you.

THE COST IS LESS THAN YOU THINK! On top of the savings on car freight, you will get that extra push on 1956 models and you will have a sales force that is enthusiastic and ready for '57! The trip through the Kenosha production lines alone will pay dividends all year long in better informed and more effective salesmen.

FIGURE IT OUT FOR YOURSELF TODAY! Set your quotas and watch those salesmen go to work.

WE'LL LOOK FOR YOU A L L IN CHICAGO!



AMC DEALERS

PLAN NOW

TO COME TO CHICAGO

SEPT. 24th and 25th

1957 NEW CAR SHOWING

BRING THE WHOLE GANG!

OWNERS • PARTNERS • WIVES

SALES MANAGERS AND SALESMEN

EVERYONE SHOULD SEE

"THE BIG SEVEN FOR 57!"



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
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14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN
August 20, 1956

KELVINATOR
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APPLIANCES

NHSP #6

TO ALL RAMBLER DEALERS

SUBJECT: American Motors Quarter Million Dollar
"Name The Construction" Contest Results

Extra time was required to assure fair and impartial judging of the 208,891 entries received in the Quarter Million Dollar "Name The Construction" Contest. Judging has been completed. Each dealer will receive, this week, a large window poster for display in his salesroom listing all the winners.

HERE'S A SURE-FIRE TRAFFIC BUILDER

To further assist dealers exploit the tremendous interest generated by the contest and Single-Unit Construction, a hard-hitting direct mail program has been developed. In this direct mail program to contest entrants, each entrant, besides receiving a list of the winners, will be specifically invited to visit his American Motors dealer. He will be told that all Rambler, Nash and Hudson dealers, for the next thirty days only, will give special consideration to the people who entered in the contest in appreciation for the interest they have taken in the better way to build automobiles. To further induce entrants to revisit their American Motors dealer, they will receive copies of current line folders.

It will be to the advantage of every American Motors dealer to fully exploit this great traffic building, direct mail invitation plan. The people visiting your dealership in response to this direct mail program will be thoroughly sold on the advantages of Single-Unit Construction. Recognize these people when they visit your dealership, follow up the appraisals you have made and many profitable sales are bound to result.

AWARDS WILL BUILD TRAFFIC, TOO!

The contest awards, too, will be handled in a manner that will bring you publicity and good will, because every winner must receive his award through the dealership named on his entry blank

The Grand Prize Winner was Mr. Dragstedt of Missoula, Montana. Other winners appeared in almost every dealer locality.

Those winners who will be awarded automobiles and generous cash awards (50% of the major winners had their cars appraised during the contest and 2.5% bought new cars) will be advised by mail from Detroit with a copy of the letter going to the dealership mentioned on the entry blank so that arrangements can be made with zones for presentation of the cars.

Your zone will notify you if one of the 100 Kelvinator prize winners are in your territory. Kelvinator will supply them with specifications so that they

must come to you to arrange delivery. Delivery will be made through your zone

office and the Kelvinator dealer nearest you.

PROFIT FROM THESE PROSPECTS There are 1,000 individuals who won \$10.00 cash awards. To give you every opportunity to resell these people on American Motors automobiles, the 1,000 cash prize award winners will be mailed a voucher entitling them, upon presentation to you, their dealer, to receive \$10.00 in cash. All dealers are asked to honor these vouchers, pay the face amount to the winners and in turn present the voucher to their zone office for credit. We hope that these fortunate winners may become customers of yours.

SINGLE-UNIT CONSTRUCTION GAINS PUBLIC ACCEPTANCE Through the American Motors Quarter Million Dollar "Name The Construction" Contest, great strides have been made in acquainting millions of people with the biggest difference in cars today - SINGLE-UNIT CONSTRUCTION. Dealers and

salesmen who continue to aggressively promote, sell and explain the advantages of Single-Unit Construction will continue to receive tangible benefits from this campaign over the months ahead.

Yours very truly,

Fred W. Adams
Director
Advertising and Merchandising



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APPLIANCES

November 23, 1956

NHADV # 16

TO ALL AUTOMOTIVE DEALERS:

SUBJECT: 1957 Automotive Advertising Policy

American Motors policy with regard to automotive advertising for the fiscal year beginning October 1, 1956 and ending September 30, 1957 is presented in the attached booklet.

There have been no changes in dealer advertising charges nor in our fundamental advertising policies. However, we have made and will continue to make every effort to see that our advertising dollars are spent in the manner that will produce the most sales for American Motors dealers.

Your Dealer Advisory Board has presented to us many constructive suggestions and criticisms, and their recommendations have been given great weight in the planning of advertising for the coming year.

With our strong product position, our advertising this year should be more effective than ever before in helping you make profitable sales.

Sincerely yours,

Fred W. Adams
Director
Advertising and Merchandising
Automotive Division

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APPLIANCES

August 31, 1956

To All Hudson Dealers:

Mr. Fred Adams has advised you in his letter of August 20 of the 1957 Announcement Meeting for dealers, Wives, and salesmen, to be held in Chicago on September 25th, and driveaways taking place from Kenosha on Wednesday, the 26th.

Order Now For Driveaway

Manufacturing has assured us that a large quantity of cars will be available and, therefore, you can drive away any given number of cars provided you give the District Manager who contacts you orders for these cars.

We are desirous of having the largest driveaway this company has ever experienced. With the availability of cars, the majority of which will be Ramblers, THERE IS EVERY INDICATION THAT 4000 CARS will be driven away by dealers and their personnel.

In addition to the cars you will get for driveaway, truck loads of cars will be shipped direct to dealers and to zones at an increasing rate so that, in late October when the cars are announced to the public, all dealers will have ample cars for delivery. As a matter of fact, the shipments are going to be heavy enough on the Rambler line of cars to permit dealers to make delivery PRIOR to announcement time. We do not wish to lose any orders this year either prior to announcement time nor from that date on. The Hornet line of cars will be in limited supply for the driveaway, but shipments will increase quickly thereafter.

We urge every dealer to bring as many salesmen as possible to this meeting. We feel sure we can give each of these individuals a car to drive home. Shipments of cars for the last week of September and all of October will be in large quantities and, therefore, you should give orders, with firm credit covering all of these cars, to the District Managers who are contacting you now.

We recognize the importance of having a good supply of 1957 models in each dealer's possession on announcement day. Our manufacturing plans have been designed with that objective in mind.

It is expected that retail business this fall will be much stronger than it has been for the past few months and, therefore, it is important for every dealer to protect himself with good inventories to take advantage of the fall selling season. All of our 1957 plans will be revealed at our meeting in Chicago, and I am confident you will be enthusiastic over what you see and hear.

Let's Clear The Decks for '57

We have a vitally important job to do between now and public new car announcement time. We must make certain that our 1956 inventories have been reduced to a reasonable national figure. An all-out effort is necessary on the part of our entire dealer sales force. Our zones have only a few Ramblers left in warehouse stock. We urge you to purchase the remaining Ramblers and senior cars now.

We are desirous of receiving your fullest cooperation in expediting the retail delivery of these 1956 models prior to new car announcement, so that you and we commence our 1957 model season with a clean start -- in fact, with the best start of any new model season we have entered in the last several years.

Our projections indicate that if every dealer does his job between now and early October we can reach the desired inventory at dealer level. Only recently we made the stocking of these senior cars easier for you by offering a repurchase agreement and absorbing floor plan charges. I think all of you will agree that this particular practice is not customary and it certainly is something we intend to avoid in the future.

We made this move to expose the cars to the customers on your floors so that we would have proper inventories at new car announcement time. A great number of dealers have done a real job of taking advantage of this plan, but too many have not. The total amount of cars available is not great and if every dealer cooperates the job can be done in a very short period of time.

An Allowance to Help You Do the Job

Now -- to further expedite the delivery of these 1956 models and to meet our inventory objectives, we have made available to you, effective August 21, a merchandising allowance on all senior cars delivered at retail. This allowance, added to those you already were receiving, will be in lieu of the 4% over 3% that would normally be paid you at announcement time.

We earnestly request that you use these special allowances to make more attractive deals to your prospects. In other words, the allowances properly used should expedite liquidation of your new car inventories. Hesitancy on your part to properly use these allowances will place you in the same position as the dealer who holds his used cars for a better market or a better price, and in the end has to take less for the used cars. Dealers who put forth their efforts to sell prospects on the advantages and features of our product and use to their benefit the special prices made possible with these allowances, will not only increase their volume but should realize a profit during this cleanup period. Prospects generally know that practically all makes of cars will be higher in price in 1957; therefore, the 1956 models coupled with the special trade-in allowances you can now offer, should convince them to buy now.

Here is IMPORTANT Good News

I would like to report to you on another matter -- something that is important to you and to our company. I know you will be glad to hear that our President, Mr. George Romney, has just completed the signing of bank credit and long-term loan agreements totaling \$67,570,000 to finance the corporation's anticipated growth during the two years ending September, 1958. Mr. Romney will cover this subject in greater detail at the dealer announcement meeting, and I know you will draw inspiration and a high degree of confidence from what he will have to say.

I wish to repeat that we are desirous, as I know you are, of reducing our 1956 inventories to the proper level at new car announcement time. We have provided you with the tools to do this job. The market in August, as reported by any number of dealers, has remained firm. September and October, historically, will be better than August.

Therefore, we urge dealers to take advantage of this merchandising plan and the market, so that our dealer organization will start the 1957 model season with reasonable 1956 inventories and more 1957 models on hand at announcement time than you have experienced in many years. Your fullest cooperation with our zones toward meeting this objective will be greatly appreciated, and will get us all off to the flying start we must have in order to capitalize on the 1957 operations we see ahead.

Very truly yours,

Roy Abernethy
Vice President
Automotive Distribution & Marketing

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AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

November 5, 1956

TO ALL DEALERS:

SUBJECT: 42ND NATIONAL AUTOMOBILE SHOW

This year the first National Automobile Show held since 1940 will be staged in the New York Coliseum, December 8th through 16th. All of the manufacturers in the automotive industry are cooperating in staging what promises to be one of the largest shows of its kind ever held.

American Motors will have two displays in the Coliseum: In one we are showing a complete line of Nash, Rambler and Metropolitan vehicles, and in the other a complete showing of Hudson, Rambler and Metropolitan cars. As a unique feature of the entire show, we will have on exhibit a beautifully restored 1902 Rambler which, incidentally, represents the only make of car shown at the 1902 New York Automobile Show whose manufacturer is also displaying a current model in the 1956 show.

In addition to the display of cars by all manufacturers, there will be a fabulous stage show presented six times a day during the afternoon and evening in the Central Arena of the Coliseum.

We hope that many of our dealers from around the country will plan to be at the National Automobile Show sometime during the December 8th to 16th dates, and we are pleased to send you the enclosed two complimentary tickets which we hope you will be able to use.

Let me extend this invitation to you to visit both of the American Motors' displays. Make yourself known and one of the factory executives at either of the displays will be most pleased to see you and extend greetings to you and your party.

We are looking forward to seeing you at what promises to be a great exhibition.

Very truly yours,

Roy Abernethy
Vice President - Automotive
Distribution and Marketing

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December 28, 1956

Mr. John J. Jones
President
First National Bank
Anywhere, U. S. A.

Dear Mr. Jones:

As you well know, one of the most publicized statements coming from the recent American Bankers Association national convention was, "the good old-fashioned virtue of thrift has never needed stronger emphasis."

Current figures on family expenditures and debts definitely support this profound statement. In 1955, passenger--car owners spent 14.4 billion dollars (NET) for the PURCHASE of new and used cars. And for the OPERATION of these vehicles, they spent another 17.5 billion. It is difficult to believe the American public spent a tremendous total of 31.9 billion dollars in one year just for personal automobile transportation.

The majority of this automobile usage was for driving to and from work., taking children to and from school...short-distance shopping trips...and similar neighborhood excursions. In making these short trips the public drove cars which averaged almost two tons in weight...210 inches in overall length...and only 14.58 miles per gallon.

With an increase of only five miles per gallon in gasoline mileage alone we Americans could save 2.5 billion dollars each year.

We agree everyone would not select the same make of car, but, had we all purchased and operated the smart new Metropolitan car in 1955, we could have saved approximately 16 billion we spent for and on the automobiles we did buy and drive.

True...all could not use a Metropolitan because of various personal requirements. But think how easily the American public could have saved 7 or 8 billion dollars, that went for needless weight and useless extra exhaust fumes, had we adopted a plan of more intelligent motoring.

Let's name the average American Elmer. We can't say Elmer is the "hero" so we will call him the subject of our little story contained in this booklet. The booklet graphically tells the present day motoring story in terms of Elmer...a typical citizen...a typical customer of your bank,

December 28, 1956

Obviously, your "Elmer" depositors could greatly augment their savings if personal transportation did not consume so much of their income. With these larger savings YOU would have more money to lend for productive commercial purposes. The "Elmers" and their families could still have excellent transportation.

The Metropolitan and/or the Rambler will provide much more economical transportation for your customers. Even more importantly, - these fine cars will enable you personally to set an impressive example of the practice of "the good old-fashioned virtue of thrift" you are preaching.

Your nearby Nash or Hudson dealer can give you complete information about these outstanding American Motors' "thrift" cars.

We trust you will find the attached booklet interesting and provocative reading. Your comments will be appreciated.

Sincerely yours,

Roy Abernethy
Vice President
Automotive Distribution & Marketing



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April 19, 1956

C. A. Cox Hudson Sales & Serv.
60 Beale Street
Quincy, Mass.

Dear Mr. Cox:

As a Hudson Dealer you are in business for Profit. You purchase merchandise at a given figure and add to this your cost of selling, plus your operating expenses, You then sell this merchandise at a given figure, and the difference is Profit. It is this difference that you and we are vitally interested in Good Management will aid you in increasing this difference. How well do you manage?

Before you can begin to manage, you must have an Operating Statement (more commonly called a Financial Statement). Besides aiding you in promoting profit, penetrating your potential sales market, securing your share of a profitable service market, and the control of expenses, we wish to add three very distinct and necessary advantages to having a regular monthly Operating Statement.

FINANCE COMPANY. Good relations with your finance company are absolutely necessary in today's competitive market. The finance company is entitled to know your operation. And it is necessary for you to furnish accurate and complete statements regularly in order to secure an adequate line of Wholesale Credit (floor plan).

PROFITABLE SALES. You, as a dealer, may be passing up Profitable Deals by not having accurate records that will give you an Operating Statement to manage your operation by.

INCOME TAXES. By maintaining accurate records and compiling an Operating Statement regularly, there may be a saving in Income Tax for you. This would be Plus Profit,

If your present accounting system is not adequate to meet the requirements for proper management control, your Zone Business Management Manager will be glad to assist you in arranging for the installation of an adequate system.

We cannot impress upon you too strongly the importance of submitting your Operating Statement to your Zone Office regularly each month. By doing so, you will make it possible for your Zone Business Management Manager to assist you in managing for Greater Profit.

Cordially,

National Business Management Manager
Hudson Division

JHB:cb



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14250 PLYMOUTH ROAD
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March 29th., 1956

TO ALL HUDSON DEALERS:

SUBJECT: AMERICAN MOTORS CORPORATION INSURANCE PROGRAM

Initial reports reaching us from dealers tell of the impact of our recently announced \$25,000 Personal Automobile Accident Insurance Program.

From various sections of the country dealers have reported sales traceable directly to the Insurance Program. Purchasers bought Hudson or Rambler because they received this Insurance with their new car.

However, we have also received reports that some dealers--in local advertising and promotion are violating some of the legal requirements that must be observed.

Thus, for your information, we are summarizing herewith the rules that must be observed:

DO'S

1. Always refer to the Insurance as "A TOTAL OF \$25,000 PERSONAL AUTOMOBILE ACCIDENT INSURANCE AGAINST FATAL INJURY." This is the phraseology that State Insurance Commissions insist must be used.

2. The phrase "AT NO EXTRA COST" may be used in advertising and promotion.

3. Where space permits the following language must be used in explaining the Insurance offer: "American Motors back its confidence that our cars are stronger, safer, more modern than others by giving each buyer of a new Hudson, Rambler or Metropolitan a total of \$25,000 Personal Automobile Accident Insurance at no extra cost--divided equally between husband and wife.

"This insurance provides for the payment of \$12,500 to estate of either you or your spouse (if a member of your household at time of purchase) -thus providing the total of \$25,000--if either or both should be fatally injured while driving or riding (either separately or together) in your new privately-owned American Motors passenger car anywhere in the world. Both are insured for the entire first year of ownership."

"Covers fatalities resulting within 100 days of accident. Unmarried buyers get \$12,500 coverage. Applies to privately-owned new cars purchased anywhere in the United States and Alaska where state insurance laws permit."

DON'TS:

1. Never use the word "FREE" in connection with this insurance.
2. Never describe the Insurance as "Travel Insurance", "Life Insurance" or anything except "PERSONAL AUTOMOBILE ACCIDENT INSURANCE."
3. Never infer that Insurance pays \$25,000 to an individual. Remember-- it is \$12,500 each to owner and spouse. The \$25,000 is paid to the estate only if both are fatally injured in the American Motors car covered by the Insurance.

Some dealers have asked specific questions about this Program. We are happy to present the answers herewith.

Are Dealer Demonstrators Sold At Retail Covered By This Insurance?

The original title holder of the car is covered. Thus, if a demonstrator is titled in the name of a Salesman, he is covered; if the demonstrator carries dealer plates--is untitled..the first purchaser of title is covered by the insurance.

Can The Purchaser of an American Motors Vehicle Bought Prior To March 7, 1956 Take Out This Insurance?

No. This is a Blanket Policy purchased by American Motors with an effective date of March 7th. It cannot be purchased individually, nor can it apply to cars delivered prior to the effective date.

How Is The Beneficiary To Be Indicated?

The estate of the insured is automatically the beneficiary. However, should the insured wish to specify a specific beneficiary, by name, he or she may do so by advising, in writing the Detroit Insurance Agency, 502 Fisher Building, Detroit, Michigan. Owners should refer all questions of a technical nature to the Detroit Insurance Agency.

May The Beneficiary Be Changed At Any Time During The First Year of Ownership?

Yes. The beneficiary may be changed at any time upon written notice, by the insured, to the Detroit Insurance Agency, 502 Fisher Building, Detroit, Michigan.

If a Single Man or Woman Purchases A Car Covered By This Program, Is He or She Covered By The Insurance, and In What Amount?

Yes. In case of fatal injury, the estate or named beneficiary of the insured will be paid \$12,500--the same amount as the estate of either husband or wife would be paid in case of fatal injury to either.

If The Single Person Marries During The Course Of The Year, Is The Husband and / or Wife, As The Case May Be, Automatically Covered?

No. Under the terms of the Policy issued to American Motors, owner and spouse must be members of the same household at time of purchase.

Does The Program Cover Other Than Privately-Owned American Motors Cars?

Decidedly not. It does not apply to Government, Fleet, Business or Corporation-Owned Vehicles.

Does The Insurance Cover The Owner of A Privately-Owned Car Used in Business?

Yes. An example would be the personal car of a salesman or repairman who uses that car for both business and pleasure.

Do Dealers Or Car Purchasers Pay The Insurance Premium?

Indeed, no The premiums for this blanket policy are paid in their entirety by American Motors Corporation. No premium charges are assessed against dealers or car purchasers.

Of What Does The Safety Promotion Program (\$4.97 per car) Cover?

The Safety Promotion Program covers the advertising, promotion and merchandising activities required to tell our safety story to the car buying public. It is a continuing program to build floor traffic and sales for dealers.

The Complete story of the Insurance Program is covered in your Plan Book. You will find it will answer most of your questions.

We are certain that this program provides a very definite sales incentive that will benefit you. However, insurance codes and laws are very stringent. You must adhere to the provisions described above in any local advertising, promotion or sales efforts you use.

If you have further questions please feel free to call upon us.

Sincerely yours,

V. E. Boyd
General Sales Manager

VEB:mb



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 12, 1956

TO ALL HUDSON DEALERS:

Our Zone Managers and Distributors have just completed a series of dealer meetings to give you and all our dealers full information about two new programs to assist you in selling more cars and making more profit in the spring selling season which we are now entering. The purpose of this letter is to confirm in writing the details of both of these programs.

1955 MODELS

The first program concerns the additional allowances to our dealers on all 1955 models. These new allowances which are over and above the allowances and credits which were previously deducted from the invoice price of the 1955 models are as follows:

Wasps	\$100.
Hornet Sedans	175.
Hornet Hardtops	200.
All Air Conditioned Cars, additional	50.

These allowances will be made on all new, unused 1955 Model Wasps and Hornets in dealers' stocks as of midnight, March 31, 1956. Allowances will be made on the presentation of your affidavits on the forms which will be furnished by your Zone or Distributor.

Allowances will also be made on all 1955 Wasps and Hornets purchased by you from your Zone or Distributor on and after April 1, 1956.

Allowances on these purchases will be deducted from the invoice.

As you saw at the meeting, these new allowances, plus the allowances and credits previously deducted from the 1955 invoice price provide a very substantial amount of money with which to secure business.

These 1955 models represent the biggest bargains ever offered in the industry. Hudson dealers can now offer a big, luxurious, high-performing

Hornet or Wasp, with features that cannot be secured on any other car in the world, for less money than the customer would ordinarily expect to pay for cars in the lowest price field.

The new prices that you will be able to quote on these models, will enable you to attract customer s to your place and make sales that you would ordinarily not be able to secure at all. There are relatively few of these car s remaining and I recommend that you get your order in for your requirements immediately, As you know, these are sold to you subject to a repurchase agreement and we pay the whole sale financing charges.

1956 MODELS

The second program which was presented at the meeting made funds available for you for local promotion on the 1956 models,

We feel that if through our national programs we create floor traffic for our dealers and then our dealers and salesmen do a strong, hard selling job on the people who come in, both your sales and profits will increase. We, therefore, set up a very large sum of money to assist our dealers in their own local promotion in the form of "The Dealer Local Promotion Fund."

Each dealer will administer his own fund in his dealer ship and the distribution of money to each dealer will be in relation to his volume.

As there is a need to balance the inventories of Hornet 6's and V-8' s in both the dealers' stocks and our stocks, dealer credits for the Local Promotion Fund will be tied to the movement of Hornets. This will stimulate the retail movement of these models and that is where both you and we need the stimulation most.

Credits to the Dealer Local Promotion Fund will be as follows:

1956 Hornet 6's - \$75.00
1956 Hornet V-8' s - \$150. 00

Credits do not apply to 1956 Hornet Specials, Wasps, Ramblers or Metropolitans.

These credits will be allowed for the period beginning April 1, 1956, and ending June 30, 1956.

A dealer qualifies for Local Promotion Fund credits after his first purchase of a 1956 Wasp or Hornet (except Hornet Special) on or after April 1, 1956.

After a dealer qualifies, promotion fund credits will be paid on new, unused Hornet 6's and V-8' s (except Hornet Specials), which are in his stock as of midnight, March 31, 1956, as they are delivered at retail during the campaign period.

Credits will be allowed on these car s as reported on the 10-day report and a check covering these credits will be mailed to dealers at the end of each month.

After the purchase of a qualifying car, promotion fund credits will be allowed on all subsequent purchases of new 1956 Hornet 6's and V-8' s (except Hornet Specials), during the period of the activity. These credits will be deducted from the car invoice.

Each dealer can use his own Local Promotion Fund in whatever manner best suits his local conditions. The funds may be used for advertising, for allowances, for salesmen' s stimulation and awards, or in whatever manner the dealer feels suits his own situation best. It is a matter of cutting the cloth to fit the pattern.

This program is very tangible assistance to Hudson dealers and it should enable each dealer to sell more car s to the prospects which our national campaigns will develop for him.

TOP DEALER AWARDS

The effectiveness of these programs will be in proportion to how well they are used. We plan to recognize those dealers who make the most effective use of the programs and do the best job in the months of April, May and June. We will also give them very substantial awards.

Dealers nationally will be grouped into four classes, according to size of Planning Potential. This grouping is as follows:

Group I	Up to 50 cars P. P.
Group II	51 - 100 cars P. P.
Group III	101 - 200 cars P. P.
Group IV	201 cars P. P. and over

Each dealer will receive from his Zone or Distributor his quota of 1955 and 1956 Hornets and Wasps (except Hornet Specials) for April, May and June, and these quotas will form the basis of the campaign. The dealers in each group who make the highest percentage of their quota will be declared the winners and will receive the awards.

Hudson Dealers
4-12-56

4.

Cash awards to the leading dealers in each group will be made as follows at the close of the campaign period:

1st Prize	\$1,000.
2nd Prize	500.
3rd Prize	300.
4th Prize	200.
5th Prize	100.

In the event of ties within a group, the dealer selling the largest number of 1955 and 1956 Hornets and Wasps (except Hornet specials), will be declared the winner,

With the addition of these new programs, we have done everything within our power to give you hard hitting, hard selling, strong, practical assistance.

Our Personal Automobile Accident Insurance, our "Name the Construction" public contest with its \$2, 000, 000 in advertising and prizes, our Zone Victory jamboree campaign with its prizes, our new merchandising allowances on 1955 models, which provide the greatest bargains the industry has ever seen, the new Local Promotion Fund for dealers, which is designed to help you sell 1956 models in 1956 and our Top Dealer awards to recognize and reward dealers who are doing the best selling job, have placed in your hands the greatest and most substantial backing that has ever been given a dealer organization in a single three-months' period in the history of the business. We are laying millions on the line to clean up the few remaining 1955 models and to sell our 1956 models during the 1956 season.

We are confident with the tools that we have given you, that you can cash in very substantially and profitably, if you put the tools to work for you and sell hard in your individual dealership

Yours very truly,

V. E. Boyd,
General sales Manager

VEB:MDB



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

May 16 1956.

TO ALL HUDSON DEALERS:

SAFETY PROMOTION PROGRAM

During your zone-dealer meetings in February, you learned of a distinctive and comprehensive program designed to dramatize the 'Biggest Difference in Cars Today' - - American Motors single Unit Construction - - and emphasize its greater strength, safety and durability.

This safety Promotion Program consisted of:

- (1) \$25,000 Personal Automobile Accident Insurance for purchasers of new and unused American Motors cars on and after March 7th, 1956.
- (2) A Quarter Million Dollar 'Name the Construction' Consumer Contest which started on March 1st.

From all reports, both phases of this program have been successful in accomplishing the purpose of focusing public attention upon our exclusive construction and making the car buying public aware of its inherent superiority

Variations in state insurance regulations have made it impractical to continue the insurance phase of the program. This will advise that the safety Promotion Program will terminate at midnight, May 20th, 1956. Charges for the safety Promotion Program will be discontinued on all shipments after May 20th, 1956. Insurance certificates issued prior to that time will remain in full force for one year from the date the car is delivered.

Kindly be advised by this directive and do not offer Personal Automobile Accident Insurance coverage to buyers, nor accept contest entries after May 20th, 1956.

Very truly yours,

VEBoyd:AHJ

General Sales Manager.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

June 8, 1956.

TO ALL HUDSON DEALERS:

RAMBLER BRACKET NO. 3 HAS BEEN REACHED!

Here is the best possible kind of news for American Motors Dealers -- Money in Your Pockets. Every new 1956 Rambler that you buy from your Zone on and after May 22, 1956 and until the next bracket is reached means an extra \$15.00 to you.

Your sales activities for the month of May were most encouraging. Retail sales by Hudson dealers in the last ten days of May were the highest of any ten day period since July, 1955. Hudson's percentage of industry retail sales for the month of May was higher than it has been for any corresponding month since 1953.

The growing popularity of the Rambler as proved by its increasing registration percentage in the low priced field continues to strengthen a trend that in all probability will establish Rambler as the only American made car to show an increase in sales over those of 1955. It, therefore, should be a personal challenge to every one of you dealers to accept your share of the responsibility for increasing this trend.

Summer is nearly here and with it comes the most perfect time of the year to put into use all of the selling tools at your command. -- RAMBLER has "MORE H.T.P." (Head Turning Power) -- Use this Advantage -- Expose -- Prospect -- Demonstrate -- sell. Let's get into the next D.V.I.F. bracket on Ramblers one month from today.

Very truly yours

General Sales Manager
Hudson Motors Division

VEBoyd:EF

P.S. Dealer Volume Investment Fund earnings mentioned in the above letter are subject to stipulations outlined in Price List Bulletin - Dealer No. 3-C, dated 11/30/55.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

June 29 1956.

TO ALL HUDSON DEALERS:

WASP & HORNET D.V.I.F. BRACKET #2 HAS BEEN REACHED

We are pleased to tell you that on Wasps and Hornets which you buy on and after June 19, 1956, the amount of the Dealer Volume Investment Fund will be \$15. 00 per car. This means increased profits on every big car you sell.

Dealers who are making the best showing profit-wise are those who, while selling Ramblers in good volume, are also vigorously promoting the sale of big cars.

Retail sales of Wasps and Hornets for the month of May were 81% higher than they were for the month of April, and were the highest for any month since June, 1955.

Keep the heat on big cars. It will pay off well at the end of the year, not only on the Dealer Volume Investment Fund but also on your overall profits.

Very truly your

Sales Manager - HUDSON.

VEBoyd:AHJ

P.S. Dealer Volume Investment Fund earnings mentioned in the above letter are subject to stipulations outlined in Price List Bulletin --Dealer No. 3-C, dated 11-30-55.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

July 13, 1956

TO: ALL HUDSON DEALERS

Attached are the final results of the April - May - June Top Dealer Award Campaign.

Dover, Ohio and Oswego, New York in Group I were an absolute tie for first place, even after the tie-breaking formula was applied, so first and second prizes were combined and divided equally between these two top dealers.

We would like to extend congratulations, both to the cash award winners, and also to each top dealer in the Zone and Distributor territories on a fine sales job.

Yours very truly,

V. E. Boyd
General Sales Manager

VEB:mb

TOP DEALER AWARDS
FINAL STANDINGS
APRIL - MAY - JUNE, 1956

Group I

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
Dover Motor Car Co. Dover, Ohio	Cleve.	633.3	\$750.00	1
Ball & Wilson Oswego, New York	Buff.	633.3	\$750. 00	1
Triangle Motor Company Sunbury, Pennsylvania	Phila.	533.3	\$300.00	3
Central Motors, Inc. Coeur d'Alene, Idaho	Port.	520.0	\$200. 00	4
Frank' s Auto Life Saugus, Massachusetts	Bos.	433.0	\$100.00	5
Cordell Motors, Inc. Moorhead, Minnesota	Mils.	400.0	---	6
Cross Motor Sales Macomb, Illinois	Chi.	380.0	---	7
Cage's Sales and Service Taft, Texas	S. A.	350.0	---	8
Balsinger Motor Sales Connersville, Indiana	Cinn.	333.3	---	9
Modern Auto Sales and Service Oak Hill, West Virginia	Cinn.	333.3	---	9
R & M Motors, Inc Milford, Connecticut	N. Y.	300.0	---	11
Hoffman Motor Company Iola, Kansas	K. C.	266.7	---	12
Glenn Corner Hudson Sales and Service Charleston, Illinois	St. L.	233.3	---	13

Group I cont'd

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
Tom Smith Motors Lemay, Missouri	St. L.	233.3	---	13
Whisenhunt Hudson Sales and Service Mena, Arkansas	Mem.	233.0	---	15
Cunningham & Craft Kittanning, Pennsylvania	Pitts.	180.0	---	16
Parlow Motors Manitowoc, Wisconsin	Milw.	171.4	---	17
Acheson Motors McCall, Idaho	Boi.	150.0	---	18
C & H Motor Service Raton, New Mexico	Denv.	150.0	---	18
Main Street Garage Huntington Beach, California	L, A.	133.0	---	20
Zent Hardware Company Hysham, Montana	Bill.	133.0	---	20
Brown & Collins Hudson Sales Traverse City, Michigan	Det.	125.0	---	22
Otto Johnson Motor. Company Brunswick, Georgia	Atl.	100.0	---	23
Adkins & Garner Motor Company Dothan, Alabama	Atl.	100.0	---	32

TOP DEALER AWARDS
FINAL STANDINGS
APRIL - MAY - JUNE, 1956

Group II

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
Hudson Passaic Sales and Service, Inc. Passaic, New York	N. Y.	525.0	\$1, 000.00	1
Tavern Auto Sales Farmington, Michigan	Det.	475.0	\$ 500.00	2
The Barberton Hudson Co, Barberton, Ohio	Cleve.	383.3	\$ 300.00	3
Boyd Motor Company Tacoma, Washington	Port.	371.0	\$ 200.00	4
Wildasints Garage Hanover, Pennsylvania	Phila.	366.7	\$ 100.00	5
Exchange Auto Sales South Gate, California	L. A.	350.0	---	6
Roberts & Sons Motors, Inc. Bessemer, Alabama	Atl.	325.0	---	7
Cage Hudson Corpus Christi, Texas	S. A.	320.0	---	8
Mendel Motor Sales Co. Chelsea, Massachusetts	Bos.	313.0	---	9
Wein Motor Company Sharon, Pennsylvania	Pitts.	300.0	---	10
Hompes Tire Company Lincoln, Nebraska	K. C.	280.0	---	11
St. Croix Motor Company Minot, North Dakota	Mpls.	266. 6	---	12
Shawhan Auto Company Des Moines, Iowa	Chi.	225.0	---	13

Group II cont'd

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
John Dietz Motor Co., Inc. Wauwatosa, Wisconsin	Milw,	193.3	---	14
Jones Motors, Inc. Jamestown, New York	Buff.	187.5	---	15
M. C. Aldrich & Son Temple, Texas	Dall.	183.3	---	16
Peterson Motor Company Boise, Idaho	Boi.	172.7	---	17
Edw. Mutto Auto Sales, Inc. Belleville, Illinois	St. L.	144.4	---	18
England Motor Company Ft. Smith, Arkansas	Mem.	140.0	---	19
Morris Service Station Tuscumbia, Alabama	Mem.	140.0	---	19
Frost & Baker, Inc. Ogden, Utah	Denv.	137.5	---	21
Morton Motor Company New Bern, North Carolina	Wash.	125.0	---	22
Wuilerweber Motors Cincinnati, Ohio	Cinn.	112.5	---	23

TOP DEALER AWARDS
FINAL STANDINGS
APRIL - MAY - JUNE, 1956

Group III

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
Nichols Bros. , Inc. St. Petersburg, Florida	Atl.	625. 0	\$1, 000. 00	1
M. L, Kuehn & Sons Milwaukee, Wisconsin	Milw.	365.0	\$500	2
E. G. Price Motor Co. San Bernardino, California	L. A.	267. 0	\$300. 00	3
C. H Johnson Motor Sales Chicago, Illinois	Chi	241.7	\$200.00	4
Louis Motors, Inc. Springfield, Massachusetts	Bos.	236. 0	\$100. 00	5
Creston Motor Sales Grand Rapids, Michigan	Det.	233. 3	---	6
Hi-Way Hudson Sioux Falls, South Dakota	Mpls.	214. 3	---	7
Vaughan Motor Car Co. Columbus, Ohio	Cleve.	183. 3	---	8
French & Morrow Motor Sales Fort Worth, Texas	Dall.	175. 0	---	9
Leveridge & Sons Hudson Co. Oklahoma City, Oklahoma	K. C.	120. 0	---	10
J. C. Bednar Motors, Inc. Bridgeport, Connecticut	N. Y.	116.2	---	11
Public Service Garage Binghamton, New York	Buff.	113.3	---	12
Jack Brown Motor Sales, Inc. Denver, Colorado	Denv.	113. 3	---	12

Group III cont'd

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
Douglas Hudson Motors Louisville, Kentucky	Cinn.	100.0	---	14
Spokane Hudson Company Spokane, Washington	Port.	100.0	---	14

TOP DEALER AWARDS
 FINAL STANDINGS
APRIL - MAY - JUNE, 1956

Group IV

Dealership	ZONE	% OF QUOTA	PRIZE AWARDED	STANDING
Lyndale Automotive Co. Minneapolis, Minnesota	Mils.	350. 0	\$1, 000. 00	1
Dearing-Allen Motors Portland, Oregon	Port.	233. 0	\$ 500. 00	2
Aubrey, Orval & Mac Houston, Texas	Dall.	133. 3	\$ 300.00	3
Lavigne Auto Sales Detroit, Michigan	Det.	125. 0	\$ 200. 00	4
Palmer's North Side Motor s Corporation Buffalo, New York	Buff.	103. 6	\$ 100. 00	5
J. E. Mims Motor Sales Tampa, Florida	Atl.	100. 0	---	6



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

August 10, 1956

TO: ALL HUDSON DEALERS AND ZONES

RAMBLER BRACKET NO. 4 HAS BEEN REACHED!

This will advise that the next bracket has been reached on the Rambler series.

UNTIL THE NEXT BRACKET IS REACHED EACH 1956 RAMBLER PURCHASED BY YOU ON
AND AFTER JULY 21ST MEANS AN ADDITIONAL \$20.00 FOR YOU.

This additional trading margin becomes available at the time of the year when the market is most competitive and gives you an additional incentive to increase your sales and profits. As you well know, this is a very competitive year in our business. However, against an industry decline in retail sales through July of 19.02% over the previous year, the growing popularity of the Rambler along with your combined sales efforts, have resulted in a decline in Rambler sales of only 12.63% for the same period. This is positive proof that you have more to sell in the Rambler than competition.

Be sure to take advantage of this additional incentive in order to further improve your sales and profit results.

Very truly yours,

V. E. Boyd
General Sales Manager

dr

D. V. I. F.

P.S. Dealer Volume Investment Fund earnings mentioned in the above letter are subject to stipulations outlined in Price Bulletin No. 3-6 dated 11/30/55.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

ALL HUDSON DEALERS

Attached is a copy of an ad directed to the Rent-A-Car Companies which is currently appearing in Taxicab Industry and Auto Rental News Magazine.

This hard hitting ad shows the Rambler Super Sedan and the Super Cross Country models and points out how these models equipped with American Motors Corporation, all season air-conditioning can offer important rental advantages to Rent-A-Car Companies.

Copies of this ad together with a letter from our Fleet Sales Division are being mailed to all car rental agencies located in the states of Alabama, Arizona, Arkansas, North Carolina, South Carolina, District of Columbia, Florida, Georgia, Louisiana, Maryland, Mississippi, Missouri, Nevada, New Mexico, Oklahoma, Tennessee, Texas, Virginia, Colorado, Iowa, Kentucky, and Kansas.

Your District Manager can supply you with the names of the car rental companies in your area, however, the yellow pages of your local telephone directory will undoubtedly have a complete listing.

The car rental business is a very rapidly growing business, and today represents an important part of the automobile sales market. While such business is short profit, it is repeat business year after year since most Rent-A-Car agencies maintain only current model cars. In addition, most of these companies buy outright and dispose of their own used cars.

By getting Ramblers into Rent-A-Car use, many people will drive them who do not now know about our many exclusive features. Naturally, many of these people can well become prospects and buyers of American Motors Cars.

We urge you to make every effort to sell the Rent-A-Car Companies in your area. Our Zone Office and our Fleet Sales Division will be glad to assist you in any of these sales.

Sincerely,

V. E. Boyd
General Sales Manager



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

July 13, 1956
NHADV # 3

TO ALL RAMBLER DEALERS:

SUBJECT: Radio Spot Transcription, Newspaper Ad Suggestions --
Rambler Coast-to-Coast Economy Run

Millions of American motorists have learned of the spectacular success of the recent Rambler Coast-to-Coast Economy Run from commercials on DISNEYLAND and from announcements the weekends of June 23rd and June 30th over the entire NBC radio network on MONITOR.

To help you realize the full sales potential of the Rambler's 32.09 miles-per-gallon record, suggested newspaper ads and radio spot scripts have been prepared and will reach you within a few days.

In addition, three dramatic one-minute radio spot commercial have been recorded and are available through your Zone office. The scripts for these three spots are attached. If you will read them over, we think you will agree that every dollar you spend in broadcasting them will be returned to you many times in the form of additional Rambler sales.

To secure a transcription for your use, contact your Zone office right away so that yours will be one of the first records shipped. Then call in a representative of your local radio station to be sure of getting choice times for your broadcasts.

A schedule of radio spots coupled with a series of small newspaper ads featuring the penny-a-mile gasoline economy of the Rambler will help make July and August outstanding Rambler months for your dealership.

EBB:emb

E. B. Brogan
Rambler Advertising Manager.

Transcribed 1-Minute Radio Spots
Rambler Coast-to-Coast Economy Run

Spot #1

(SOUND EFFECT: Rapid Ringing of Gong - with crowd in background)

ANNOUNCER:

Introducing the world's economy champion! (GONG) It's Rambler!
Yes, a 1956 Rambler Cross Country Station Wagon with Overdrive,
has set a new coast-to-coast economy record! (GONG) 32.09
miles per gallon! for 2961 miles from Los Angeles to New York.
That's less than a penny a mile for gas. And the average speed
for the entire run was more than 40 miles an hour. (GONG) Again
it's Rambler that tops them all in economy, just as it tops
them all in styling -- handling ease -- sparkling performance
and resale value. (GONG) Before you buy any car, fun-test the
rollicking Rambler -- the car that saves you money when you buy
--saves you money every mile you drive. (GONG) See and drive
Rambler -- America's smart Economy King -- today!

LOCAL ANNOUNCER:

Dealer Signature -- 10 seconds

Transcribed 1-Minute Radio Spots
Rambler Coast-to-Coast Economy Run
Spot #2

WOMAN'S VOICE: Gasoline bills! Gasoline bills! Gasoline bills! Jim, I told you that car would be a gas guzzler.

MAN'S VOICE: But Mary, it's a _ _ _ _ _ .

WOMAN'S VOICE: (Interrupting) I don't care what it is! Now that we have it, we can't afford to run it, especially with the price of gas going up.

ANNOUNCER: Friends -- there would never be arguments like that if Jim and Mary had bought a sparkling new Rambler. For this distinctive beauty goes miles on mere sips of gas. A standard 1956 Rambler Cross Country Station Wagon with overdrive recently travelled coast-to-coast -- Los Angeles to New York -- and averaged 32.09 miles a gallon, at an average speed of more than forty miles an hour. 32.09 miles per gallon! That's less than a penny a mile for gas. Yes -- Rambler is America's recognized economy champ! and the smartest car on the road. See and drive Rambler today!

LOCAL ANNOUNCER: Dealer Signature -- 10 seconds

Transcribed 1-Minute Radio Spots
Rambler Coast-to-Coast Economy Run
Spot #3

HUSBAND: Boy, am I getting tired of these big gasoline bills every month, and the price of gas keeps going higher and higher.

WIFE: I knew it, Jim. This car of ours must be a real gas guzzler.

HUSBAND: Maybe we ought to take a look at a Rambler. They've got a lot more room in them this year, you know.

WIFE: Emily and Bob have one, and she told me it's cut their gas bills in half.

ANNOUNCER: Sound too good to be true, folks? Well, listen to this. A Rambler with overdrive recently travelled from coast-to-coast and averaged 32.09 miles per gallon at an average speed of more than 40 miles per hour for the entire trip. Think of it!
32.09 miles per gallon in a six-passenger station wagon.
Yes, Rambler costs you less to buy . . . less to operate . . .
and has the highest resale value in the low price field.
See Rambler today!

LOCAL ANNOUNCER: Dealer Signature -- 10 seconds



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October 30, 1956

NHADV #11

TO ALL RAMBLER DEALERS:

SUBJECT: Miniature Rambler Announcement Poster

Soon to reach you by mail is a full-color miniature Rambler Announcement Poster which features a beautiful illustration of the 1957 Rambler Custom Cross Country.

Please pick out a conspicuous place to display this poster --in your showroom, on your dealership window, or in your Service Department. Its headline, "LIKE SURPRISES? FUN TEST RAMBLER FOR '57," invites everyone who reads it to drive the new Rambler. Encourage your salesmen to ask everyone who reads the poster to take a demonstration drive right then and there.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

dr



AMERICAN MOTORS CORPORATION

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14250 PLYMOUTH ROAD
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KELVINATOR
AND LEONARD
APPLIANCES

October 30, 1956

NHADV # 12

TO ALL RAMBLER DEALERS:

SUBJECT: Full-Color Spreads Announce Rambler in LIFE and
SATURDAY EVENING POST

Car prospects in every county in the United States will see the new 1957 Rambler in full-color double-page spreads in both LIFE and SATURDAY EVENING POST.

LIFE will hit first with more than 5½ million copies of the November 5th issue (on sale November 2nd). SATURDAY EVENING POST follows soon after with more than 4½ million copies of the November 17th issue (on sale November 13th).

The big, beautiful illustration of the Rambler Custom 4-Door Hardtop spreads across two pages, and the bold headline emphasizes both Rambler's new power and traditional record economy. The news of our 190-Horsepower V--8 and improved Economy 6 is told in a prominent sub-headline, and Rambler's superiority to ordinary cars is demonstrated convincingly in the series of color illustrations below the main picture.

Readers of this powerful ad are asked, "Like Surprises? Fun Test Rambler!" and are urged to visit their Rambler dealer right away to find out more about the car with the power and economy news of the year.

Giant blowups of the magazine spread were included in the Rambler Announcement Kit. Displayed prominently in your showroom, this blowup will make a favorable impression on visitors to your dealership, and copies of the magazines themselves left open to the Rambler ad will further impress your prospects.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

dr



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

November 6, 1956

TO ALL RAMBLER DEALERS:

SUBJECT: SOLEX Plugs RAMBLER in SATURDAY EVENING POST

In the same issue of SATURDAY EVENING POST (November 17th) which carries the full-color Rambler announcement spread, a Pittsburgh Plate Glass Company advertisement is headlined "Have your new Rambler delivered with SOLEX Safety Glass". This one-column ad also gives its readers the page number of the Rambler announcement spread.

This tie-in ad is designed, of course, to increase Rambler dealers' sales of SOLEX glass, but it also helps to tell POST readers that the new 1957 Rambler is in dealers' showrooms now.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

EBB:emb



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

November 12, 1956

NHADV # 14

TO ALL DEALERS:

SUBJECT: Walt Disney on SATURDAY EVENING POST Cover

In the same issue of SATURDAY EVENING POST which carries the Rambler announcement spread (November 17th), the first of a series of eight articles covering Walt Disney's fabulous "rags-to-riches" life-story will appear. One of the greatest promotions in magazine history will be used to stimulate the sale of the issue which features Walt Disney on the cover.

The immense amount of publicity on Disney is of real benefit to every American Motors dealer because:

- (1) A large bonus circulation will see the Rambler announcement spread.
- (2) The prestige and acceptability of American Motors cars will be enhanced because of our association in the public mind with Disney.
- (3) The publicity on Disney will result in a larger audience for Disneyland.

To take full advantage of this wonderful publicity break, be sure to keep copies of the November 17th issue of SATURDAY EVENING POST in your salesroom.

Very truly yours,

EBB:emb

E. B. Brogan
Rambler Advertising Manager



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

November 27, 1956

NHADV #17

TO ALL RAMBLER DEALERS:

SUBJECT: Additional Free Advertising Mats

Many dealers have requested small Rambler advertising mats especially appropriate for use in the different sections of their newspapers. Attached is a proof of six one-column mats which are being made available free of charge for your use.

There is an ad for the financial page, the society page, the sports page, the real estate page, the travel page and the entertainment page. There are many ways in which these inexpensive ads can be used effectively, and here are a couple of suggestions--

Run all six of the ads in the same day's paper, one in each section of the paper. Everyone who reads that issue will know the principal features of the Rambler and will know, too, that your dealership is the place to go to buy one.

Run a different one of the ads each day in the appropriate section of your newspaper. To be really effective, advertising must be consistent, so here's a way to tell your story over and over again at minimum cost.

The enclosed post card is for your convenience in ordering. Your mats will be shipped immediately upon receipt of your order.

Test these inexpensive ads in your market. We think you will find them paying for themselves many times over.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

dr



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

December 10, 1956

NHADV #19

TO ALL DEALERS:

SUBJECT: Five New Rambler Films For TV Spots

Now available through your zone office are five brand-new Rambler T.V. spot films which you should consider scheduling right away over your local television station.

The films are designed for one-minute spots and provide ten seconds for your own hard-selling close. Shot in the magnificent natural settings of Colorado, each of the films does a good selling job on the 1957 Rambler and its exclusive features.

The films are identified as follows:

- | | | |
|---------|-------------------------------|--|
| VN 6090 | Rambler Line | --The 4-door sedan, the 4-door Hardtop, the Cross Country and the Hardtop Cross Country are shown. |
| VN 6091 | Rambler Hardtop Cross Country | -- A dramatic presentation of the world's first hardtop station wagon. |
| VN 6092 | Rambler 4-door Hardtop Sedan | -- Demonstrates Rambler's maneuverability, ease of parking, agility in traffic, and roominess. |
| VN 6093 | Rambler Cross Country | -- A powerful "sell" on the versatility of the Cross Country. Shows cargo capacity and roll-down rear window. |
| VN 6094 | Rambler 4-door Sedan | Sells the power and performance of the new 190 HP V-8 engine and the Economy Six, shows maneuverability and room, points out Rambler's top resale value. |

Scripts of the films are attached and are punched for insertion in your mat service catalogues.

TO ALL DEALERS

-2-

December 10, 1956

Contact your zone office for one or more of these films today and arrange with your T.V. station now to be sure of getting good times for your spots.

Put television spots to work for you and you'll sell more cars . . . and make more profits . . . in 1957.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

EBB:emb
Att.

RAMBLER TV SPOT FILM

VN 6090 Rambler Line

(50-Second plus 10-Second dealer close)

ACTION

SOUND

1. Line of Ramblers: Sedan, Hardtop
Sedan, Station Wagon and Hardtop
Station Wagon passing camera in
tandem.

cut to
2. CU of Sedan.

cut to
3. CU of Hardtop.

cut to
4. CU of Cross Country.

cut to
5. CU of Cross Country Hardtop.

cut to
6. Four cars parked in formation.
Super with voice: (190 H. P. V-8
AND ECONOMY SIX)

cut to
7. Oblique view of cars in line Pop on
"Rambler For '57"

Here they come...the 1957 Ramblers on
review. Four different body types...
(PAUSE)

Smart, economical 4-door sedan...the
ideal family car.

Racy, dashing 4-door Hardtop...the
perfect car for the young in heart.

Distinctive, versatile Cross Country
Station Wagon...for work and play.

...And the world's first HARDTOP
Station Wagon...luxurious as a
limousine...practical as a pickup.

Each tops in economy...each tops the
field in trade-in value...and for '57,
Rambler offers your choice of 190 H.P.
V-8 or the record breaking Economy Six.

See and DRIVE Rambler TODAY...the only
car that's specifically designed for
today's driving needs.

RAMBLER TV SPOT FILM

VN 6091 Rambler Hardtop Cross Country

(50-Second plus 10-Second dealer close)

ACTION

SOUND

1. Open on TCU of V-8 emblem on post.
dissolve to
(FIRST VOICE, MAN:) It's a V-8! PAUSE)
Lip Sync
2. CU of passenger section, 2 girls looking in.
pull back to
(SECOND VOICE: GIRL:) It's a Hardtop!
(PAUSE)
Lip Sync
3. Profile of entire car.
cut to
(THIRD VOICE, GIRL:) It's a Station Wagon! (PAUSE)
4. Car in front of ritzy hotel.
cut to
(FOURTH VOICE, MAN:) It's the new 1957 Rambler Cross Country Hardtop. . . world's FIRST hardtop Station Wagon. . . and America's most distinctive automobile. . .the
5. Parking shot.
cut to
car that handles easier than any other . . .Parks easily in tight places OTHER cars must pass by. . .
6. Shot of car on rough road.
cut to
RIDES smoother because of coil springs on all four wheels.
7. Shot from inside car showing people turning to stare at it.
cut to
It's the car that causes heads to turn . . .people to stop and stare EVERYWHERE it goes. . .
8. Shot of car taking off and throwing gravel at camera.
cut to
And, with its 190 H. P. V-8 engine it leaves the crowd far behind. . .
9. Cover shot of car in nice setting, no cast. Super: ('57 RAMBLER)
See it! Drive it! Fun-test the brilliant new 1957 Rambler today!

RAMBLER TV SPOT FILM

VN 6092 Rambler Hardtop Cross Country

(50-Second plus 10-Second dealer close)

ACTION

SOUND

1. Shot from above showing car making tight U-turn in narrow street.

Want a car that turns on a dime. . .

cut to

2. Car slipping into tight parking place.

slips into tightest parking places that other cars must pass by.

cut to

3. Car in heavy traffic. Car jumps away at stoplight.

zips through heaviest traffic like a flash. . .shows its heels to the crowd at the stoplight.

cut to

4. 3/4 cover shot of car. Girl walks to car.

Then get a new 1957 Rambler. . .the car with the power and economy news of the year.

cut to

5. Side view of car. Girl gets in car. Super: (V-8 OR 6)

Rambler. . .with your choice of two great engines. . .the all-new, 190 H. P. V-8 . . . and the record breaking Economy Six.

cut to

6. CU of car showing six football players getting in.

Rambler. . .the car that's compact on the outside but roomy enough INSIDE to accommodate six husky six-footers with plenty of room to spare.

dissolve to

7. Side view travel shot of car with football players. Pop on: 1957 Rambler (V-8 OR 6)

Rambler. . .the car that costs less to buy. . .costs less to drive. . .brings more when you trade. Fun-test the new 1957 Rambler today! V-8 or 6.

RAMBLER TV SPOT FILM

VN 6093 Rambler Hardtop Cross Country

(50-Second plus 10-Second dealer close)

ACTION

SOUND

1. Open on Rambler up to driveway of home. Man and woman in formal clothes.

Meet the Rambler Cross Country for '57...the most versatile Rambler of all...

cut to

2. First couple greets another formally dressed couple as they come out of home.

Smart and sophisticated enough to serve as a town sedan...

match dissolve to

3. Same couples in dungarees...she lowers window and tailgate while he loads a sheet of plywood in car.

Rugged and room enough to double as a carryall . . . and LOOK...you can easily load a 4 x 8 sheet of plywood without bumping your head.

cut to

4. Rear window goes into tailgate

The rear window rolls down into the tailgate for better ventilation.

cut to

5. Another angle of car. Both walk around car and get in. Super: (190 H. P. V-8 AND ECONOMY SIX)

What's more, Rambler for 1957 offers you your choice of two great engines! The new brilliant 190 H. P. V-8 or the Economy Record Breaking Six.

cut to

6. 3/4 travel shot same people in car. Pop on: (RAMBLER CROSS COUNTRY)

Yes, Rambler is today's best Station Wagon buy because Rambler costs less to buy...costs less to drive and has highest trade-in value. See the new '57 Rambler Cross Country.

RAMBLER TV SPOT FILM

VN 6094 Rambler Hardtop Cross Country

(50-Second plus 10-Second dealer close)

ACTION

SOUND

1. Rear shot Rambler 4-Door, fast start. Pop on: (190 H.P. V-8)

Here's the power and economy news of the year...for 1957 Rambler now offers you your choice of either the sensational new 190 H. P. V-8. . .

cut to

2. Sedan at finish line. Pop on (ECONOMY 6) Title:(32.09 miles per gallon)

Or the Economy Six that set a coast-to-coast record, from Los Angeles to New York, of 32.09 miles per gallon with overdrive.

cut to

3. Parking shot.

Yes, now you can have the car that makes parking and maneuvering in tight places as easy as this. . .

cut to

4. CU of car showing six football players in it.

The car that seats six husky six-footers with room to spare. . .

cut to

5. Hand holding N.A.D.A. book.

The car that has maintained the highest trade-in value of any car in the low-priced field. . .according to used car guide books everywhere.

cut to

6. Cover shot of car. Pop on: (RAMBLER FOR '57 V-8 OR 6)

See Rambler for '57 with two great engine choices: 190 H. P. or record breaking Economy Six. Fun-test the sensational new Rambler today.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

December 10, 1956

TO ALL RAMBLER DEALERS

SUBJECT: "Love Letters To Rambler"

Attached is an advanced proof of the "Love Letter To Rambler" ad which will appear in the big weekly news magazines as follows:

U. S. NEWS & WORLD REPORT...December 14
TIME...December 17
NEWSWEEK...December 24

This ad is typical of the "Love Letters" which appear twice each month in these three magazines which are widely read by able-to-buy prospects. To illustrate the effectiveness of these ads, here is a quote from a letter received from Mr. King L. Banks of Delta, Colorado:

"Intrigued by "Love Letters to Rambler" a short time ago, I took the plunge on an Air Conditioned Rambler Station Wagon."

Wouldn't it be a feather in your cap to have one of your loyal Rambler owners appear in TIME, NEWSWEEK and U. S. NEWS & WORLD REPORT? Your District Manager will be glad to help you get the necessary photograph, human interest information and publicity release from one or more of your owners. If you will supply us with this material, there is a good chance that your customer could be used in one of the ads.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

dr
Attach.

Love Letters to Rambler



W. Boyd Smith

Temple University faculty-member W. Boyd Smith of Parkesburg, Penna., terms his Air Conditioned Rambler and himself "Circuit riders, modern style."

His heavy teaching schedule is all off-campus, carrying him 36,000 miles a year conducting courses for industry executives on bettering relations between employees and management. He writes:

"My schedule is time-tight, classes far-flung. Much driving is city traffic, so ease of handling is important to enable me to arrive relaxed and ready to cope with case problems pro-pounded by executives. I switched to Rambler in 1951—just bought my fifth. It's the best Rambler yet!"

BIG-CAR ROOM AND COMFORT

Men who must drive a lot are switching to Rambler in droves, because it gives you the relaxing room and comfort of biggest cars, combined with America's easiest handling and best economy. Why don't you investigate Rambler V-8 or "6"? At Hudson dealers. At Nash dealers.



Ad No. R7-38

Time—December 17, 1956

Newsweek—December 24, 1956

U. S. News—December 14, 1956

1 col. x 98 lines—B&W

GEYER ADVERTISING, Inc.

Final Proof



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

December 18, 1956

TO ALL RAMBLER DEALERS

SUBJECT: Full-Page Ad in U. S. News & World Report

Business leaders throughout the country will read an unusual editorial-type page by Mr. Romney in the December 21st issue of U. S. News & World Report (on sale December 17th).

Headlined "Giant New '57 Cars Create Parking, Cost, Handling Headaches", the ad points out that most 1957 automobiles are longer, wider and heavier, but that there has been no comparable increase in passenger comfort and convenience. Readers are shown that only Rambler provides the room and comfort of far bigger, costlier cars with the handling ease and economy of small imported cars.

Mr. Romney then invites comparison of the Rambler with any car at any price and asks readers to go to their dealer and drive a 1957 Rambler, saying "I think you will not only be surprised, I think you will choose Rambler".

More than 800,000 businessmen, executives and professional leaders - - the opinion molders of our country - - will be exposed to this new and persuasive Rambler advertising approach. Be sure to have a copy of this U. S. News & World Report in your showroom and to call it to the attention of your Rambler prospects.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

VS



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

December 19, 1956

NHADV #22

TO ALL DEALERS

SUBJECT: More Recorded Radio Spots
"The Old Philosopher"
"The Dinosaur Story"

Here they are! Three new radio spots by the Old Philosopher which were asked for by literally hundreds of dealers are now ready . . .

PLUS . . .

A terrific spot on "The Story of the Man Who Bought a Dinosaur"!

Available to you free of charge is this new record of four one-minute spots.

As you know, the completely unusual and humorous technique of "The Old Philosopher" not only entertains the public but gives the Rambler's selling features in a way which no one is likely to forget.

The "Dinosaur Story" spot ties-in perfectly with the self-mailer, newspaper mat and showroom poster covered in our letter of December 10, 1956.

For your convenience, a pre-paid postal card order form is enclosed. Please order one record for each of the stations over which you expect to schedule spots, then arrange your schedule of spots right away with the stations to be sure you get choice times. Your record will be shipped immediately upon receipt of your order.

Some dealers have made very effective use of the first Old Philosopher record by substituting their own commercial message for the last half of the recording. Other dealers have used the record just as it is supplied with a strong ten-second dealer signature at the end. Whichever way you use the record, the Old Philosopher and the Dinosaur Story can help bring more people into your showroom and put more Rambler sales on your ten day reports.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

vs



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

August 1, 1956

NHUC #2

TO ALL HUDSON DEALERS:

Once a year, for ten years, the Dealers Supply Company in Detroit, publishes a Used Car Facts Manual which dealers find most helpful in:

Identifying all cars from 1951 through 1956
Obtaining outstanding sales features of these cars
Helping them write clear descriptive advertising

The complete manual is obtainable for \$4.00. For those who have last year's copy, 1956 inserts are available for 75 cents.

It is recommended you review the attached circular, and obtain your requirements by completing the handy post card provided for your convenience.

Yours very truly,

H. E. Cardoze, Jr.
National Used Car Manager

HEC:eg
Attach.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

November 14, 1956

NHUC #5

TO ALL RAMBLER DEALERS

You know that the popularity of the Rambler 6 has increased tremendously in the few years it has been sold. This public acceptance has had a major influence on its resale value which is higher or within a few dollars of any of the 6 cylinder cars in the low price field.

The Rambler V8 was added to attract the thousands of buyers who prefer 8 cylinder to 6 cylinder cars, and so provide dealers with an additional market to their large 6 cylinder market.

As there may be some who question the resale value of 8 cylinder vs. 6 cylinder cars in this used car market, we are attaching a comparison of values taken from the November N.A.D.A. Guide.

The comparison between 6 cylinder and 8 cylinder used car values of the Plymouth, Chevrolet and Ford indicates that the 8 cylinder cars have a higher retention of value than their comparable 6 cylinder models.

For example, the 1955 Plymouth Plaza 8 has a \$103.00 greater ADP and a \$106.00 greater resale price than the Plaza 6.

The popularity of the 8 cylinder car in the low price field is clearly indicated for each of the 3 yearly models compared.

No forecast is made for 1957, but the facts indicate that if the present trend can be projected, the 8 cylinder Rambler will share the popularity of other low priced 8 cylinder used cars.

Yours very truly,

H. E. Cardoze Jr.
National Used Car Manager

HEC:eg
Attach.

November N.A.D.A.

1956 MODELS U.S. AVERAGE

	<u>ADP</u>	<u>Average Retail</u>	<u>% Depreciation</u>	<u>Resale Advantage 8 vs. 6</u>
<u>PLYMOUTH</u>				
Plaza 6	1926	1753	8.84	
Plaza 8	2030	1874	7.50	+121
Savoy 6	2025	1853	8.36	
Savoy 8	2129	1984	6.64	+131
Belvedere 6	2109	1970	6.46	
Belvedere 8	2213	2115	4.26	+145
<u>Chevrolet</u>				
150-6	1869	1838	1.45	
150-8	1968	1954	.51	+116
210-6	1955	1938	.67	
210-8	2054	2054	.20	+116
Bel Air 6	2068	2057	.34	
Bel Air 8	2167	2188	1.15	+131
<u>Ford</u>				
Mainline 6	1895	1703	9.94	
Mainline 8	1995	1837	7.74	+134
Customline 6	1985	1853	6.51	
Customline 8	2086	1957	6.00	+104
Fairlane 6	2093	1976	5.46	
Fairlane 8	2194	2123	3.06	+147

November N.A.D.A.

1955 MODELS U.S. AVERAGE

	<u>ADP</u>	<u>Average Retail</u>	<u>% Depreciation</u>	<u>Resale Advantage 8 vs. 6</u>
<u>PLYMOUTH</u>				
Plaza 6	1781	1313	26.28	
Plaza 8	1884	1419	24.68	+106
Savoy 6	1880	1423	24.31	
Savoy 8	1983	1529	22.90	+106
Belvedere 6	1979	1521	23.14	
Belvedere 8	2082	1658	20.37	+137
<u>Chevrolet</u>				
150-6	1728	1318	23.73	
150-8	1827	1403	23.21	+ 85
210-6	1819	1458	19.85	
210-8	1918	1543	19.55	+ 85
Bel Air 6	1932	1574	18.53	
Bel Air 8	2031	1679	17.33	+105
<u>Ford</u>				
Mainline 6	1753	1306	25.50	
Mainline 8	1853	1425	23.10	+119
Customline 6	1845	1417	23.20	
Customline 8	1945	1522	21.75	+105
Fairlane 6	1960	1533	21.79	
Fairlane 8	2060	1657	19.56	+124

November N.A.D.A.

1954 MODELS U.S. AVERAGE

		<u>Ford</u>		
Mainline 6	1701	954	43.9	
Mainline 8	1777	1063	40.2	+109
Customline 6	1793	1064	40.7	
Customline 8	1870	1183	36.7	+119
Fairlane 6	1898	1164	38.7	
Fairlane 8	1975	1283	35.0	+119



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 10, 1956

TO ALL HUDSON DEALERS:

Attached to this letter is one page of Rambler Upholstery Sample T-601. Trim 601 seat cloth is blue diamond square pattern, Bolster is off-white vinyl. Header is blue pattern type.

T-601 replaces T-638 which is no longer available on Model 5615-1, effective immediately.

These inserts are being sent to you for inclusion in your 1956 Hudson Color and Upholstery Selector Books.

Yours very truly,

H. C. Levis
Merchandising Manager
Hudson Division

HCL:jk
Attachment.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 13, 1956

TO ALL HUDSON DEALERS:

Attached to this letter is:

One page containing a sample of Rambler Upholstery T-620 which, in part, replaces T-625 on models 5615-2 and 5619-2.

The superseding trims are as follows for above models:

<u>For Color</u>	<u>Use Trim</u>
73	620
74	620
76	613
76-72-76	613
66-72-66	613
74-73-74	620

This insert is being sent to you for inclusion in your 1956 Hudson Color and Upholstery Selector Book.

Yours very truly,

H. C. Levis
Hudson Merchandising Manager

Attachment.

P. S. -- A limited number of Color and Upholstery Selectors, both complete at \$5. 50 each and less cover at \$4.25 each are available on order to your zone or distributor. You need as many of these books as you have men selling.



AMERICAN MOTORS CORPORATION

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SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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AND LEONARD
APPLIANCES

April 16, 1956

TO ALL HUDSON DEALERS.

Attached is a sample copy of a brand new full-color Rambler Station Wagon folder just off the press.

This folder tells the story of the Rambler Cross Countries - - "The New Concept in Station Wagon Travel" - - briefly but completely.

The entire line of station wagons is covered - - the hardtop Cross Country, the custom Cross Country, and the Super Cross Country.

This folder is priced low enough -- \$5. 00 a hundred -- to be used not only by salesmen with prospects, but to be used in a quantity as handouts and mailers.

We suggest that you mark your requirements on the attached order form now and send it in to your zone or distributor today.

Station Wagons are an important part of the market these days - - this folder can help you get your share of this business.

Yours very Truly,

H. C. Levis
Hudson Merchandising Manager

HCL:jk

Attachments



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 24, 1956

TO: ALL HUDSON DEALERS

A supply of the revised and enlarged 1956 pocket Price, Option and Equipment folder covering the entire Hudson Line - Metropolitan, Rambler, Wasp, Hornet Special and Hornet - is enclosed with our compliments.

We suggest that you review the contents of this handy pocket folder with the members of your sales force before distributing them so that all of your sales organization will be able to use this handy reference guide quickly and accurately.

If you require additional copies of this folder which is designed for the use of Hudson dealers and salesmen only, please drop a card to your Zone or Distributor and they will be sent to you -- no charge -- as long as the supply lasts.

Yours very truly,

H. C. Levis
Merchandising Manager
HUDSON Division



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

May 1, 1956

TO: ALL HUDSON DEALERS

SUBJECT: Top Dealer Awards - April - May - June Campaign

Attached are the names of the leading dealers in each group in each Zone and Distributorship territory in the Top Dealer Award Competition.

All dealers are divided into four groups according to size:

Group I	-	Up to 50 cars Planning Potential
Group II	-	51 - 100 cars Planning Potential
Group III	-	101 - 200 cars Planning Potential
Group IV	-	201 cars and over Planning Potential

There are five cash awards in each group:

1st Prize	-	\$1, 000
2nd Prize	-	\$ 500
3rd Prize	-	\$ 300
4th Prize	-	\$ 200
5th Prize	-	\$ 100

Winners are those 5 dealers in each of the four groups who sell the 5 highest percentages of their special April-May-June quota of 1955 and 1956 Hornets and Wasps (except Hornet Specials)

There is a total of \$8400 in cash to be awarded to twenty dealers - 5 dealers in each of the four groups.

GOOD SELLING!

Your very truly,

Merchandising Manager
HUDSON Division

HCL:mb
Attachment

TOP DEALER AWARDS

LEADING DEALERS

Period Ending April 20th

GROUP I

Billings	Highland Motor Company, Butte, Montana
Boise	Gem Motors, Emmett, Idaho
Boston	Frank's Auto Life, Saugus, Massachusetts
Buffalo	J. Sturtz Sales and Service, Lowville, New York
"	Ball & Wilson, Oswego, New York
Chicago	Cross Motor Sales, Macomb, Illinois
Cincinnati	Pineville Motor Sales, Inc. , Pineville, West Virginia
Cleveland	The Cherol Motor Company, Youngstown, Ohio
Dallas	No Report
Denver	Cliff's Motor Company, Riverton, Wyoming
Detroit	Harry E. Plummer, Swanton, Ohio
Kansas City	Mock Motors, Ottawa, Kansas
Memphis	Lester Boss Hudson Company, Green Forest, Arkansas
"	Alexander Motor Company, McMinnville, Tennessee
"	Whisenhunt Hudson Sales and Service, Mena, Arkansas
Milwaukee	Brodhead Motor Service, Brodhead, Wisconsin
Minneapolis	Cordell Motors, Inc., Moorhead, Minnesota
New York	R & M Motors, Inc., Milford, Connecticut
Philadelphia	Triangle Motor Company, Sunbury, Pennsylvania
Pittsburgh	Cunningham & Craft, Kittanning, Pennsylvania
"	McCall's Hudson Sales and Service, Summerhill, Pennsylvania
Portland	No Report
San Antonio	Russell Motor Company, Edinburg, Texas
San Francisco	G & B Motors, Roseville, California
St. Louis	Myers Brothers, Olney, Illinois
Washington	No Report

GROUP II

Atlanta	Ft. Myers Hudson Company, Ft. Myers, Florida
"	Roberts & Sons Motors, Inc., Bessemer, Florida
Billings	Kearns Motor Company, Great Falls, Montana
Boise	Peterson Motor Company, Boise, Idaho
Boston	Papa's Sales & Service, New Britain, Connecticut
"	Mendel Motor Sales Company, Chelsea, Massachusetts
Buffalo	Kianof Hudson Sales, Niagara Falls, New York
Chicago	Morrice-Heyse Motors, Forest Park, Illinois
Cincinnati	Wullenweber Motors, Cincinnati, Ohio
Cleveland	Tank. Motor Sales, Williston, Ohio
Dallas	No Report
Denver	Knight's Corner, Inc. , Denver, Colorado
Detroit	Tavern Auto Sales, Farmington, Michigan
Kansas City	Hompes Tire Company, Lincoln, Nebraska.
Los Angeles	Long Motor Sales, Santa Ana, California
Memphis	Morris Service Station, Tuscumbia, Alabama
Milwaukee	Community Motors, Inc., LaCrosse, Wisconsin
Minneapolis	Bloomington Motors, Inc., Bloomington, Minnesota
"	Fargo Hudson Company, Fargo, North Dakota
"	South St. Paul Auto Sales, Inc., S. St. Paul, Minnesota
New York	Hudson Passaic Sales & Service, Inc., Passaic, New Jersey
Philadelphia	Jesse T. Cornell, Glenside, Pennsylvania
Pittsburgh	Fiore Motors, Altoona, Pennsylvania
Portland	No Report
St. Louis	Moore's Auto Exchange, Inc., Terre Haute, Indiana
Washington	No Report

GROUP III

Atlanta	Nichols Bros, , Inc., St. Petersburg, Florida
Boston	The Henley-Kimball Company, Portland, Maine
Buffalo	Public Service Garage, Binghamton, New York
Chicago	C. H. Johnson Motor Sales, Chicago, Illinois
Cincinnati	Fry Motor Company, Huntington, West Virginia
Cleveland	Dean A. Reed Motor Sales, Caldwell, Ohio
Dallas	No Report
Denver	Jack Brown Motor Sales, Inc., Denver, Colorado
Detroit	Creston Motor Sales, Grand Rapids, Michigan
Kansas City	Hogue Motors, Inc., Topeka, Kansas
Los Angeles	Tony Koos, Inc, , Compton, California
Milwaukee	M. L. Kuehn & Sons, Milwaukee, Wisconsin
Minneapolis	Noltze Motor Company, Inc., Sioux City, Iowa
"	Hi-Way Hudson, Sioux Falls, South Dakota
New York	Hudson Freeport, Inc, , Freeport, New York
Philadelphia	Robert C. Henderson, Trenton, New Jersey
Portland	No Report
St. Louis	Harry Smith Motor Sales, Springfield, Illinois
Washington	No Report

TOP DEALER AWARDS

LEADING DEALERS

GROUP I

(April. 1st thru April 30th)

Atlanta	Drakeford's Garage, Inc., Camden, South Carolina
"	Adkins and Garner. Motor Company, Dothan, Alabama
Billings	Missoula Hudson Company, Missoula, Montana
Boise	Acheson Motors, McCall., Idaho
Boston	Frank's Auto Life, Saugus, Massachusetts
Buffalo	Ball & Wilson, Oswego, New York
Chicago	Cross Motor Sales, Macomb, Illinois
Cincinnati	Hopewell Hudson Sales, Seymor, Indiana
Cleveland	R. J. Weiss Motors, Inc., Kent, Ohio
Dallas	No Report
Denver	Cliff's Motor Company, Riverton, Wyoming
Detroit	Harry E. Plummer, Swanton, Ohio
Kansas City	Mock Motors, Ottawa, Kansas
Los Angeles	M. L. Townsend, Santa Maria, California
"	Dewey Felton, Ventura, California
Memphis	Lester. Boss Hudson Company, Green Forest, Arkansas
"	Alexander Motor Company, McMinnville, Tennessee
"	Whisenhunt Hudson Sales and Service, Mena, Arkansas
Milwaukee	Baraboo Hudson Company, Baraboo, Wisconsin
Minneapolis	Cordell Motors, Inc., Moorhead, Minnesota
New York	R & M Motors, Inc., Milford, Connecticut
Philadelphia	Triangle Motor Company, Sunbury, Pennsylvania
Pittsburgh	Aspinwall Garage, Aspinwall, Pennsylvania
"	Dale Huey's Auto Service, Fairmont, West Virginia
"	Cunningham & Craft, Kittanning, Pennsylvania
San Antonio	Russell Motor Company, Edinburg, Texas
San Francisco	G & B Motors, Roseville, California
St. Louis	Myers Brothers, Olney, Illinois
Washington	No Report

Group II

Atlanta	Roberts & Sons Motors, Inc., Bessemer, Alabama
Billings	Kearns Motor Company, Great Falls, Montana
Boise	Peterson Motor Company, Boise, Idaho
Boston	Papa's Sales and Service, New Britain, Connecticut
Buffalo	Jones Motors, Inc., Jamestown, New York
"	Schaufelberger Brothers, Penfield, New York
Chicago	Morrice-Heyse Motors, Forest Park, Illinois
Cincinnati	Bryant Motor Sales, Ashland, Kentucky
Cleveland	Tank Motor Sales, Williston, Ohio
Dallas	No Report
Denver	Knight's Corner, Inc., , Denver, Colorado
Detroit	Tavern Auto Sales, Farmington, Michigan
Kansas City	Hompes Tire Company, Lincoln, Nebraska
Los Angeles	Long Motor Sales, Garden Grove, California
Memphis	Adams Motors, Jackson, Tennessee
"	England Motor Company, Fort Smith, Arkansas
"	Morris Service Station, Tuscumbia, Alabama
Milwaukee	Community Motors, Inc., La Crosse, Wisconsin
Minneapolis	South St. Paul Auto Sales, Inc., South St. Paul Minnesota
New York	Hudson Passaic Sales and Service, Inc., Passaic, New York
Philadelphia	Tony and Gene's Auto Sales, Pottstown, Pennsylvania
Pittsburgh	Fiore Motors, Altoona, Pennsylvania
St. Louis	Moore's Auto Exchange, Inc., Terre Haute, Indiana
Washington	No Report

GROUP III

Atlanta	Nichols Brothers, Inc., St. Petersburg, Florida
Boston	Louis Motors, Inc., Springfield, Massachusetts
Buffalo	Public Service Garage, Binghamton, New York
Chicago	C. H. Johnson Motor Sales, Chicago, Illinois
Cincinnati	Fry Motor Company, Huntington, West Virginia
Cleveland	Meriweather Motor Company, Washington D. H., Ohio
Dallas	No Report
Denver	Jack Brown Motor Sales, Inc., Denver, Colorado
Detroit	Creston Motor Sales, Grand Rapids, Michigan
Kansas City	Leveridge & Sons Hudson Company, Oklahoma City, Oklahoma
Los Angeles	Tony Koos, Inc., Compton, California
Memphis	Kelly Motors, Inc., Little Rock, Arkansas
Milwaukee	M. L. Kuehn & Sons, Milwaukee, Wisconsin
Minneapolis	Noltze Motor Company, Inc., Sioux City, Iowa
"	Hi-Way Hudson, Sioux Falls, South Dakota
New York	Hudson Freeport, Inc. , Freeport, New York
Philadelphia	Robert C. Henderson, Trenton, New Jersey
St. Louis	Harry Smith Motor Sales, Springfield, Illinois
Washington	No Report

GROUP IV

Atlanta	J. E. Mims Motor Sales, Tampa, Florida
Buffalo	E. L. Palmer's North Side Motors Corp. , Buffalo, New York
Cincinnati	Whitehead Motors, Inc., Indianapolis, Indiana
Dallas	No Report
Detroit	Lavigne Auto Sales, Detroit, Michigan
Memphis	Daigle & Hinson, Inc., Baton Rouge, Louisiana
Milwaukee	Peters Auto Sales, Inc., West Allis, Wisconsin
Minneapolis	Lyndale Automotive Company, Minneapolis, Minnesota
San Antonio	Orsinger Motor Company, San Antonio, Texas
Washington	No Report

TOP DEALER AWARDS

LEADING DEALERS

GROUP I

(Period Ending 5/10/56)

Atlanta	No Report
Billings	No Report
Boise	Acheson Motors, McCall, Idaho
Boston	Frank's Auto Life, Saugus, Massachusetts
Buffalo	Ball & Wilson, Oswego, New York
Chicago	Cross Motor Sales, Macomb, Illinois
Cincinnati	Hopewell Hudson Sales, Seymour, Indiana
Cleveland	R. J. Weiss Motors, Inc., Kent, Ohio
Denver	C & H Motor Service, Raton, New Mexico
Detroit	Harry E. Plummer, Swanton, Ohio
Kansas City	Swift Motors, Inc., North Kansas City, Missouri
Los Angeles	M. L. Red Townsend, Santa Maria, California
Memphis	Whisenhunt Hudson Sales and Service, Mena, Arkansas
"	Lester Boss Hudson Company, Green Forest, Arkansas
"	Alexander Motor Company, McMinnville, Tennessee
"	H & H Motor Company, Millington, Tennessee
Milwaukee	Baraboo Hudson Company, Baraboo, Wisconsin
Minneapolis	Cordell Motors, Inc. , Moorhead, Minnesota
New York	R & M Motors, Inc. , Milford, Connecticut
Philadelphia	Triangle Motor Company, Sunbury, Pennsylvania
Pittsburgh	Acon's Auto Sales, Rochester, Pennsylvania
Portland	No Report
San Antonio	No Report
San Francisco	G & B Motors, Roseville, California
St. Louis	Myers Bros. , Olney, Illinois
Washington	Lambert's Garage, New Windsor, Maryland

TOP DEALER AWARDS

LEADING DEALERS

GROUP II

(Period Ending 5/10/56)

Atlanta	No Report
Billings	No Report
Boise	Peterson Motor Company, Boise, Idaho
Boston	Smith Motors of Lowell, Inc., Lowell, Massachusetts
"	Papa's Sales and Service, New Britain, Connecticut
Buffalo	Jones Motors, Inc. Jamestown, New York
Chicago	Shawhan Auto Company, Des Moines, Iowa
Cincinnati	Bryant Motor Sales, Ashland, Kentucky
Cleveland	Tank Motor Sales, Williston, Ohio
Dallas	M. C. Aldrich & Son, Temple, Texas
Denver	Knight's Corner, Inc. Denver, Colorado
Detroit	Tavern Auto Sales, Farmington, Michigan
Kansas City	Hompes Tire Company, Lincoln, Nebraska
Los Angeles	Long Motor Sales, Santa Ana, California
Memphis	England Motor Company, Fort Smith, Arkansas
"	Adams Motors, Jackson, Tennessee
"	Morris Service Station, Tuscumbia, Alabama
Milwaukee	Community Motors, Inc. LaCrosse, Wisconsin
Minneapolis	St. Croix Motors Company, Minot, North Dakota
New York	Hudson Passaic Sales and Service, Inc., Passaic, New Jersey
Philadelphia	Tony & Gene's Auto Sales, Pottstown, Pennsylvania
Pittsburgh	Wein Motor Company, Sharon, Pennsylvania
Portland	No Report
San Antonio	No Report
St. Louis	Moore's Auto Exchange, Inc., Terre Haute, Indiana
Washington	Edwards Motor Sales, Petersburg, Virginia

TOP DEALER AWARDS

LEADING DEALERS

GROUP III

(Period Ending 5/10/56)

Atlanta	No Report
Billings	No Report
Boston	Louis Motors, Inc., Springfield, Massachusetts
Buffalo	Public Service Garage, Binghamton, New York
Chicago	C. H. Johnson Motor Sales, Chicago, Illinois
Cincinnati	Fry Motor Company, Huntington, West Virginia
Cleveland	Dean A. Reed Motor Sales, Caldwell, Ohio
"	Meriweather Motor Company, Washington C. H., Ohio
Dallas	French & Morrow Motor Sales, Ft. Worth, Texas
Denver	Jack Brown Motor Sales, Inc., Denver, Colorado
Detroit	Creston Motor Sales, Grand Rapids, Michigan
"	Derby Hudson Motors, Muskegon, Michigan
Kansas City	Leveridge & Sons Hudson Company, Oklahoma City, Okla.
Los Angeles	Klein Motor Sales, Phoenix, Arizona
Memphis	Kelly Motors, Inc., Little Rock, Arkansas
Milwaukee	M. L. Kuehn & Sons, Milwaukee, Wisconsin
Minneapolis	Hi-Way Hudson, Sioux Falls, South Dakota
New York	Hudson Freeport, Inc., Freeport, New York
Philadelphia	Robert C. Henderson, Trenton, New Jersey
Portland	No Report
San Antonio	No Report
San Francisco	Boyette and Frank, San Leandro, California
St. Louis	Harry Smith Motor Sales, Springfield, Illinois
Washington	Toland Motors, Baltimore, Maryland

TOP DEALER AWARDS

LEADING DEALERS

GROUP III

(Period Ending 5/10/56)

Atlanta	No Report
Billings	No Report
Buffalo	E. L. Palmer's North Side Motors Corp., Buffalo, N. Y.
Cincinnati	Whitehead Motors, Inc. , Indianapolis, Indiana
Dallas	Aubrey, Orval & Mac, Houston, Texas
Detroit	Whittier Motor Sales, Detroit, Michigan
Memphis	Daigle & Hinson, Inc. , Baton Rouge, Louisiana
Milwaukee	Peters Auto Sales, West Allis, Wisconsin
Minneapolis	Lyndale Automotive Company, Minneapolis, Minnesota
Portland	No Report
San Antonio	No Report

TOP DEALER AWARDS

LEADING DEALERS

(Period Ending May 20, 1956)

GROUP I

Atlanta	Otto Johnson Motor Company, Brunswick, Georgia
"	Drakeford's Garage, Inc., Camden, South Carolina
"	Adkins & Garner Motor Company, Dothan, Alabama
Billings	No Report
Boise	Acheson Motors, McCall, Idaho
Boston	Frank's Auto Life, Saugus, Massachusetts
Buffalo	Bell & Wilson, Oswego, New York
Chicago	Cross Motor Sales, Macomb, Illinois
Cincinnati	Hopewell Hudson Sales, Seymour, Indiana
Cleveland	R. J. Weiss Motors, Inc. , Kent, Ohio
Dallas	McKenzie Motor Company, Brownwood, Texas
Denver	Lundy Motor Company, Durango, Colorado
"	C & H Motors, Raton, New Mexico
"	Taylor Motor Company, Rock Springs, Wyoming
Detroit	Harry a Plummer, Swanton, Ohio
"	I. J. Short, Wauseon, Ohio
Kansas City	Swift Motors, Inc. , North Kansas City, Missouri
Los Angeles	Main Street Garage, Huntington Beach, California
"	M. L. "Red" Townsend, Santa Maria, California
Memphis	Perry Motor Company, Bastrop, Louisiana
"	Whisenhunt Hudson Sales and Service, Mena, Arkansas
"	Alexander Motor Company, McMinnville, Tennessee
"	Henry Vatter, Shreveport, Louisiana
Milwaukee	Baraboo Hudson Company, Baraboo, Wisconsin
Minneapolis	Cloquet Co-op Garage, Cloquet, Minnesota
New York	R & M Motors, Inc., Milford, Connecticut
Philadelphia	Triangle Motor Company, Sunbury, Pennsylvania
Pittsburgh	No Report
Portland	Central Motors, Coeur D'Alene, Idaho
San Antonio	Bender Motor Company, New Braunfels, Texas
San Francisco	G & B Motors, Roseville, California
St. Louis	Myers Bros., Olney, Illinois
Washington	Lambert's Garage, New Windsor, Maryland

Leading Dealers
GROUP II

Atlanta	Roberts & Sons Motors, Inc. , Bessemer, Alabama
Billings	No Report
Boise	Peterson Motor Company, Boise, Idaho
Boston	Zarren Motors, Belmont, Massachusetts
Buffalo	Jones Motors, Inc., Jamestown, New York
Chicago	Shawhan Auto Company, Des Moines, Iowa
Cincinnati	Bryant Motor Sales, Ashland, Kentucky
Cleveland	Tank Motor Sales, Williston, Ohio
Dallas	M. C. Aldrich & Son, Temple, Texas
Denver	Davidson Motors Company, Englewood, Colorado
Detroit	Tavern Auto Sales, Farmington, Michigan
Kansas City	Hompes Tire Company, Lincoln, Nebraska
Los Angeles	Long Motor Sales, Santa Ana, California
Memphis	England Motor Company, Fort Smith, Arkansas
"	Adams Motors, Jackson, Tennessee
"	Morris Service Station, Tuscumbia, Alabama
Milwaukee	Community Motors, Inc. , La Crosse, Wisconsin
Minneapolis	St. Croix Motors Company, Minot, North Dakota
New York	Hudson Passaic Sales and Service, Inc., Passaic, N. J.
Philadelphia	Wildasin's Garage, Hanover, Pennsylvania
"	Tony & Gene's Auto Sales, Pottstown, Pennsylvania
Pittsburgh	No Report
Portland	Mirrasoul Motors, Coos Bay, Oregon
San Antonio	LaFond Motor Company, Harlingen, Texas
St. Louis	Moore's Auto Exchange, Inc., Terre Haute, Indiana
Washington	Edwards Motor Sales, Petersburg, Virginia

Leading Dealers
Group III

Atlanta	Nichols Bros., Inc., St. Petersburg, Florida
Billings	No Report
Boston	Louis Motors, Springfield, Massachusetts
Buffalo	Public Service Garage, Binghamton, New York
Chicago	C. H. Johnson Motor Sales, Chicago, Illinois
Cincinnati	Fry Motor Company, Huntington, West Virginia
Cleveland	Vaughan. Motor Car Company, Columbus, Ohio
Dallas	French & Morrow Motor Sales, Ft. Worth, Texas
Denver	Jack Brown, Denver, Colorado
Detroit	Creston Motor Sales, Grand Rapids, Michigan
Kansas City	Hogue Motors, Inc., Topeka, Kansas
Los Angeles	Klein Motor Sales, Phoenix, Arizona
Memphis	Kelly Motors, Inc., Little Rock, Arkansas
Milwaukee	M. L. Kuehn & Sons, Milwaukee, Wisconsin
Minneapolis	Hi-Way Hudson, Sioux Falls, South Dakota
New York	Hudson Flushing, Flushing, New York
Philadelphia	Robert C. Henderson, Trenton, New Jersey
Pittsburgh	No Report
Portland	Spokane Hudson Company, Spokane, Washington
San Francisco	Boyette & Frank, San Leandro, California
St. Louis	Harry Smith Motor Sales, Springfield, Illinois
Washington	Toland Motors, Baltimore, Maryland

Leading Dealers
Group IV

Atlanta	J. E. Mims Motor Sales, Tampa, Florida
Billings	No Report
Buffalo	E. L. Palmer's North Side Motors Corp., Buffalo, N. Y.
Cincinnati	Whitehead Motors, Inc. , Indianapolis, Indiana
Dallas	Aubrey, Orval & Mac, Houston, Texas
Detroit	Lavigne Auto Sales, Detroit, Michigan
Memphis	Daigle & Hinson, Baton Rouge, Louisiana
"	Culver Sales and Service, Shreveport, Louisiana
Milwaukee	Peters Auto Sales, Inc. , West Allis, Wisconsin
Minneapolis	Lyndale Automotive Company, Minneapolis, Minnesota
Pittsburgh	No Report
Portland	Dearing-Allen Motors, Portland, Oregon
San Antonio	Orsinger Motor Company, San Antonio, Texas

TOP DEALER AWARDS

LEADING DEALERS

(Period Ending May 31, 1956)

GROUP I

Atlanta	Otto Johnson Motor Company, Brunswick, Georgia
"	Drakeford's Garage, Inc., Camden, South Carolina
"	Adkins & Garner Motor Company, Dothan, Alabama
*Billings	Zent Hardware Company, Hysham, Montana
*Boise	Acheson Motors, McCall, Idaho
Boston	Frank's Auto Life, Saugus, Massachusetts
Buffalo	Ball & Wilson, Oswego, New York
Chicago	DeFoe Motor Company, Fort Dodge, Iowa
"	Cross Motor Sales, Macomb, Illinois
Cincinnati	Modern Auto Sales and Service, Oak Hill, West Virginia
Cleveland	Dover Motor Car Company, Dover, Ohio
Dallas	McKenzie Motor Company, Brownwood, Texas
Denver	C & H Motor Service, Raton, New Mexico
Detroit	Ockerman Sales and Service, Owosso, Michigan
"	Harry E. Plummer, Swanton, Ohio
"	Brown & Collins Hudson. Sales, Traverse City, Michigan
"	L J. Short, Wauseon, Ohio
Kansas City	Swift Motors, Inc., North Kansas City, Missouri
Los Angeles	Main Street Garage, Huntington Beach, California
Memphis	Perry Motor Company, Bastrop, Louisiana
"	Alexander Motor Company, McMinnville, Tennessee
"	Whisenhunt Hudson Sales and Service, Mena, Arkansas
"	H & H Motor Company, Millington, Tennessee
Milwaukee	Baraboo Hudson Company, Baraboo, Wisconsin
"	Marks Service Garage, Germantown, Wisconsin
Minneapolis	Cloquet Co-op Garage, Cloquet, Minnesota
New York	R & M Motors, Inc., Milford, Connecticut
Philadelphia	Triangle Motor. Company, Sunbury, Pennsylvania
Pittsburgh	Horchler Motor Sales, Mercer, Pennsylvania
Portland	Central Motors, Inc , Coeur d'Alene, Idaho
San Antonio	Cage's Sales & Service, Taft, Texas
San Francisco	Dave Galbraith, Los Gatos, California
St, Louis	Glen Corner Hudson Sales and Service, Charleston, Illinois
Washington	Central Garage, Darlington, Maryland
"	Lambert's Garage, New Windsor, Maryland
"	Hurst Brothers, Parksley, Virginia

GROUP II

Atlanta	Roberts & Sons Motors, Inc., Bessemer, Alabama
*Billings	R. B. Fraser, Inc., Billings, Montana
"	Kearns Motor Company, Great Falls, Montana
*Boise	Peterson Motor Company, Boise, Idaho
Boston	Mendel Motor Sales Company, Chelsea, Massachusetts
Buffalo	Jones Motors, Inc., Jamestown, New York
Chicago	Shawhar Auto Company, Des Moines, Iowa
Cincinnati	Hyde Park Sales and Service, Inc., Cincinnati, Ohio
Cleveland	The Barberton Hudson Company, Barberton, Ohio
Dallas	M. C. Aldrich & Son, Temple, Texas
Denver	Knight's Corner, Inc., Denver, Colorado
Detroit	Tavern Auto Sales, Farmington, Michigan
Kansas City	Hompes Tire Company, Lincoln, Nebraska
Los Angeles	Long Motor Sales, Santa Ana, California
"	Exchange Auto Sales, South Gate, California
Memphis	England Motor Company, Ft. Smith, Arkansas
"	Fleming Bros, Motor Company, Meridian, Mississippi
"	Morris Service Station, Tuscumbia, Alabama
Milwaukee	John Dietz Motor Company, Inc., Wauwatosa, Wisconsin
Minneapolis	St. Croix Motor Company, Minot, North Dakota
New York	Hudson Passaic Sales and Service, Inc., Passaic, New Jersey
Philadelphia	Wildasin's Garage, Hanover, Pennsylvania
Pittsburgh	Wein Motor Company, Sharon, Pennsylvania
Portland	Mirrasoul Motors, Inc., Coos Bay, Oregon
San Antonio	Cage Hudson, Corpus Christi, Texas
San Francisco	J. E. Meyer, Stockton, California
St. Louis	Edw. Mutto Auto Sales, Inc., Belleville, Illinois
Washington	Morton Motor Company, New Bern, North Carolina

GROUP III

Atlanta	Nichols Bros., Inc., St. Petersburg, Florida
Boston	Louis Motors, Inc., Springfield, Massachusetts
Buffalo	Public Service Garage, Binghamton, New York
Chicago	C. H. Johnson Motor Sales, Chicago, Illinois
Cincinnati	Fry Motor Company, Huntington, West Virginia
Cleveland	Vaughan Motor Car Company, Columbus, Ohio
Dallas	French & Morrow Motor Sales, Ft. Worth, Texas
Denver	Jack Brown Motor Sales, Inc., Denver, Colorado
Detroit	Creston Motor Sales, Grand Rapids, Michigan
Kansas City	Leveridge & Sons Hudson Company, Oklahoma City, Oklahoma
Los Angeles	Klein Motor Sales, Phoenix, Arizona
"	E. G. Price Motor Company, San Bernardino, California
Memphis	Kelly Motors, Inc., Little Rock, Arkansas
Milwaukee	M. L. Kuehn & Sons, Milwaukee, Wisconsin
Minneapolis	Hi-Way Hudson, Sioux Falls, South Dakota
New York	Hudson-Flushing, Flushing, New York
Philadelphia	Oxford Auto Sales, Philadelphia, Pennsylvania
Portland	Spokane Hudson Company, Spokane, Washington
San Francisco	Priola Motors, San Francisco, California
St. Louis	Harry Smith Motor Sales, Springfield, Illinois
Washington	Toland Motors, Baltimore, Maryland
"	Whitten Bros., Inc., Richmond, Virginia

GROUP IV

Atlanta	J. E. Mims Motor Sales, Tampa, Florida
Buffalo	E. L. Palmer's North Side Motors Corp, , Buffalo, New York
Cincinnati	Whitehead Motors, Inc. , Indianapolis, Indiana
Cleveland	Fulk-Bayer, Inc, , Canton, Ohio
Dallas	Aubrey, Orval and Mac, Houston, Texas
Detroit	Lavigne Auto Sales, Detroit, Michigan
Memphis	Daigle & Hinson, Inc., Baton Rouge, Louisiana
"	Culver Hudson Sales and Service, Shreveport, Louisiana
Milwaukee	Peters Auto Sales, Inc. , West Allis, Wisconsin
Minneapolis	Lyndale Automotive Company, Minneapolis, Minnesota
Portland	Dearing-Allen Motors, Portland, Oregon
San Antonio	Orsinger Motor Company, San Antonio, Texas

6/8/56



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

May 10, 1956

TO: ALL HUDSON DEALERS

Trim #602 is no longer available on Model 5615 with "RS" - reclining seats. It has been superseded by Trim #608;

Seat Cloth - Blue Bedford Cord
Bolster - Off White Vinyl
Headlining - Gray Pattern

A sample page of T-608 is attached for inclusion in your 1956 Hudson Color and Upholstery Selector Book.

Trim #614 is no longer available on any Rambler model and has been superseded by T-613, a sample page of which was sent to you on February 20, 1956.

H. C. Levis
Merchandising Manager
HUDSON Division

HCL:mb



AMERICAN MOTORS CORPORATION

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

KELVINATOR
AND LEONARD
APPLIANCES

April 12, 1957

NHSP # 15

TO: ALL DEALERS

Subject: RAMBLER REBEL CATALOG

Attached to this letter are five complimentary copies of a folder which vividly pictures and describes -- the Limited Edition Rambler Rebel V-8 ---- America's Lost Powerful Compact Car. We believe you will agree that this folder captures the bold flair of a New Spirit in Automobiles.

Dealers and salesmen who have demonstrated the Rambler Rebel to the public have described it both an outstanding product in its own right and as a great promotion for the regular Rambler V-8. Its magnificent performance, stability and handling reflects favorably on the entire Rambler line.

Those dealers who have ordered Rambler Rebels are now receiving quantities of this literature from their Zone or Distributor at no cost.

Additional quantities of this dramatic selling tool for use with selected prospects are available to all dealers at \$7.00 a hundred through Zones and Distributors.

Very truly yours,

J. H. McGuckin,
Merchandising Manager
Automotive Division

sjc
Att:



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

TO: ALL RAMBLER DEALERS

November 21, 1956

SUBJECT: "GOLD KEY" PROGRAM

In today's expanding motor car market, many time-worn cliches have gone by the board. Certainly, one of these is that December is a poor automotive sales month.

The records prove that the very opposite is the fact. December sales are growing yearly, to the point where aggressive dealers are now doing a big business during the Holiday Season.

The growing 2-car market is one reason. Many a husband and father is now giving a car to his wife or family as a Christmas Gift.

We have prepared a CHRISTMAS "GOLD KEY" PROGRAM that can prove to be your key to more sales during this season and throughout the entire year.

Within a few days you will receive a brochure giving complete details, suggestions and merchandising aids to help you sell more cars retail.

The symbol of this program is a unique Gold-Plated key tie clasp.

The key is an exact duplicate of an American Motors key. In fact, this Gold Key is actually a key blank that can be cut by a locksmith to fit the recipient's own automobile. It is a strikingly beautiful clasp, unmarred by any advertising message that would lessen its appeal to the wearer.

This smart Gold Key Tie Clasp is a \$2.50 retail value. Yet, you can purchase it in quantities for as little as 55 cents each. The complete price structure is shown on the attached order blank.

This is an American Motors exclusive. No other group of dealers have it. Its yours and yours alone!

The Gold Key Tie Clasp creates interest and talk among all who see it worn builds appreciation and remembrance value for you on the part of all who receive it.

There are many ways to use this key for your benefit:

- . Send it to good prospects and customers as a remembrance in lieu of the usual Christmas card.

- . Have your salesmen use it to "open the door" to prospects homes.

- . Present it to buyers when they take delivery of a new car, as a memento of the occasion.
- . Offer the key clasp to all who take a demonstration drive.
- . Present it to prominent people -- civic leaders and officials, bankers and othr influential people.

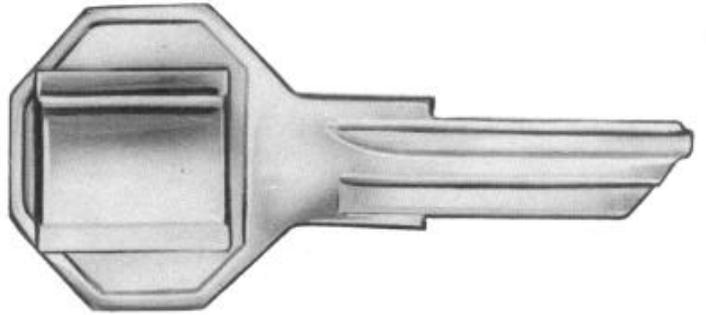
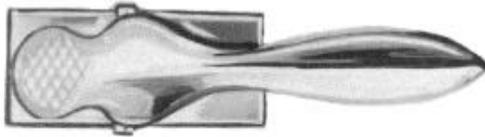
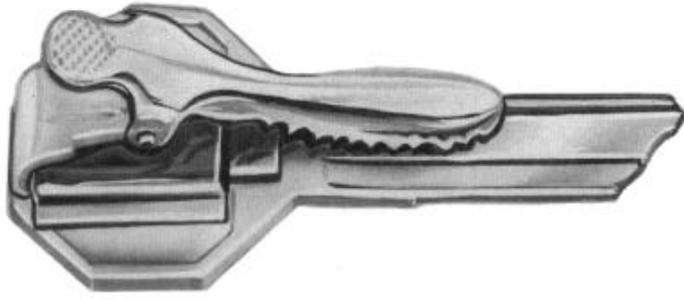
This is a year 'round promption that you will want to have working for you now -- during the Holiday Season. It can mean more public interest -- more floor traffic -- more prospects -- and more sales.

But, -- remember -- time is of the essence. Send in your order for the Gold Key Tie Clasps today so that you will receive your supply in plenty of time for the Christmas buying season.

FILL OUT THE ENCLOSED ORDER PLANK AND MAIL TODAY!

J. H. McGuckin
Merchandising Manager

sjc



Gold Key SALES PROMOTION MATERIALS

HUDSON DEALER ORDER BLANK

SALES PROMOTION DEPARTMENT
AMERICAN MOTORS CORPORATION
14250 PLYMOUTH ROAD
DETROIT 32, MICHIGAN

ZONE _____
DATE _____

*Please ship the following materials and charge my
Parts Account at _____ warehouse.*

ALL SHIPMENTS PREPAID

<u>ITEM</u>	
AMERICAN MOTORS GOLD KEY TIE CLASP:—	
<input type="checkbox"/> 25 GOLD KEY TIE CLASPS @ \$.65 EA. including Excise Tax \$ _____	
<input type="checkbox"/> 50 GOLD KEY TIE CLASPS @ \$.60 EA. including Excise Tax \$ _____	
<input type="checkbox"/> 75 GOLD KEY TIE CLASPS @ \$.57 EA. including Excise Tax \$ _____	
<input type="checkbox"/> 100 <input type="checkbox"/> 150 <input type="checkbox"/> 200 @ \$.55 EA. including Excise Tax \$ _____	
TOTAL . . . \$ _____	
PROMOTIONAL PACKAGE ITEMS N/C	

DEALER'S NAME _____

STREET ADDRESS _____

CITY _____ STATE _____

DEALER'S SIGNATURE _____

ORIGINAL TO YOUR ZONE OFFICE
ZONE FORWARD ORIGINAL TO CENTRAL OFFICE DETROIT
COPY FOR DEALER

ZONE APPROVAL SIGNATURE



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

January 6, 1956

TO ALL HUDSON DEALERS'

We are enclosing a copy of an ad which appeared in the December issue of the ATA News, published by the American Taxi Cab Association.

This same ad will also appear in the January issue of The Taxi Cab Industry and Auto Rental News.

Rambler Taxi Cab demonstrators are being assigned to each Hudson Division Zone and will be available for demonstration to cab companies in the near future at your request. All Rambler cab demonstrators will be equipped with Heavy Duty Shocks and Springs, Heavy Duty seat cushions and seat backs, Foam cushions front, Heavy Duty clutch, Leece-Neville 30 AMP volt Alternator, Heavy vinyl interiors, Director signals, Heavy service cooling system and many are equipped with All-Season Air Conditioning.

This coordinated Taxi Cab advertising and demonstration program is part of the aggressive Fleet Sales Program of American Motors for 1956.

A large volume of profitable business is available to Hudson dealers through Fleet Sales - - Let's all go out after this business.

Very truly yours,

W.S.Milton:mw

Sales Manager,
Hudson Division



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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KELVINATOR
AND LEONARD
APPLIANCES

August 3, 1956

TO ALL HUDSON DEALERS

SUBJECT: The Hudson Story
As Told By Auto Week

ST#17

Heralding the 47th year of Hudson History, Auto Week, the well known automotive trade weekly, has published a brief history of Hudson entitled, "Power Race Kicked Off Decades Ago".

You will be interested in reading the proud history of one of the greatest names in the industry and the fact that many Hudson 'firsts' have been adopted by the industry and are still in use today.

We commend the article on page four and five which you will find informative, interesting to your customers and encouraging because of the convincingly optimistic outlook the editors have forecast.

Yours very truly,

R. J. Molloy
Manager
Sales Training Department

pd

Enc.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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AND LEONARD
APPLIANCES

August 7, 1956

ST#18

TO ALL RAMBLER DEALERS.

SUBJECT: "The Man Behind The Rambler"
Car Life Magazine Reprint

A brilliant story on the styling philosophy of "The Man Behind The Rambler," Mr. E. E. Anderson, Director of Automotive Styling for American Motors Corporation, appears in Car Life as the feature story, August 1956, now on the newsstands.

"The Man Behind The Rambler" is an engaging account of the developments leading up to the current Rambler design and its final perfection, Mr. Anderson's accomplishments are known throughout the industry and his story will interest stylists, sports car fans and motorists everywhere.

Magazine articles such as this build up prestige for Rambler dealers and owners alike and they afford salesmen extra selling proof of Rambler design superiority. The Car Life reprint will make a subtle direct mail piece or a showroom handout.

Yours very truly,

R. J. Molloy
Manager
Sales Training Department

pd

Enc.



AMERICAN MOTORS CORPORATION

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AND LEONARD
APPLIANCES

November 12, 1956

ST #22

TO ALL RAMBLER AND HUDSON DEALERS

Attached is a supply of the Price and Equipment Specification cards for Hudson, Rambler and Metropolitan revised November 1, 1956.

These revised cards now include a listing of standard equipment, as well as the suggested delivered prices of optional extra cost equipment and detailed body and mechanical specifications. You will note that car prices and accessory prices have been omitted, but that space is provided for you to insert your own local prices.

These cards are again designed to suit two purposes:

1. They are so sized as to conveniently fit a salesman's pocket.
2. They are punched ready to fit the American Motors' Prospect System Salesman's Prospect Handbook about which we wrote you on October 5, 1956. An order blank for this Prospect System was attached to our letter.

Additional quantities of these Price and Equipment Specification cards may be obtained free of charge as long as the supply lasts by addressing a post card to the Advertising Stock Order Department, American Motors Corporation, 14250 Plymouth Road, Detroit 32, Michigan, specifying the type card and the quantity desired.

Yours very truly,

R. J. Molloy
Manager
Sales Training Department

pd
Attach.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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AND LEONARD
APPLIANCES

November 30, 1956

ST #25

To All Dealers

Subject: "ECONOMY CAR BLITZ"

If you've wondered why smaller, more sensible cars are rising in popularity, there's exciting reading for you in a new book just published by Joe H. Wherry, prominent automotive writer. The "ECONOMY CAR BLITZ".

This book, like few others, tells our story and tells it against an authoritative background of statistics on seventeen other low-priced cars in the same category as our Metropolitan.

If you've wanted facts on small, foreign cars, model comparisons and ratings, here they are wrapped up in one book with numerous illustrations, diagrams and well written opinions.

For dealers and salesmen selling competitively in the Metropolitan field, here is indispensable material to be read carefully and used in selling a viewpoint and selling the Metropolitan. If you're interested and should like to get a copy, it may be ordered direct from the distributors on the attached brochure.

Yours very truly,

R. J. Molloy
Manager
Sales Training Department

pd

Enc.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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AND LEONARD
APPLIANCES

December 3, 1956

ST #25

All Rambler and Hudson Salesmen

Subject: TESTED SELLING SENTENCES

Make your selling approach sparkle with conviction by using tested selling sentences and sales slogans.

Millions of Americans have been exposed to these carefully selected and tested statements - they've been used in newspapers, magazines and on television. They tell a big story in a minimum number of words. When you use them in your sales conversation, they'll pack that conviction and authority which leads to a sale.

Carefully designed and prepunched for your American Motors' Prospect System Salesman's Handbook, they should be placed in the handbook immediately. Their size also permits them to be carried around in the pocket for ready reference.

Study these short statements, memorize the shorter slogans, adapt them into your selling conversation and they'll pay dividends in sales.

Yours very truly,

R. J. Molloy
Manager
Sales Training Department

pd

Enc.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

December 21, 1956

BM #238

ALL AUTOMOTIVE DEALERS:

On October 25 we advised you that we were revising the American Motors Standard Accounting System in line with revisions by our competitors. To highlight some of the revisions:

- (a) Used Cars are inventoried at cost or wholesale value, whichever is lower.
- (b) Income from finance reserves is now considered as Other Income on page 3 of the financial statement instead of being a credit to the cost of used car sales.
- (c) Overallowance on used cars traded in on new car sales is now being shown in the new car section, page 4, as "Discount-New Car Trades".
- (d) Authorized discounts on new cars are now being shown in the new car section, page b, "Discount-No. Trades".
- (e) Overallowance on used cars traded in on used car sales are now being shown in the used car section, page /4, as "Discounts-Used Car Trades".

There are, in addition to the above, various other changes, most of which are in line with present day business practices. The revisions will necessitate the following new journal forms: Cash Receipts, New and Used Car Sales, Parts-Accessories-Service Sales, and a new financial statement.

We strongly urge that you incorporate these revisions in your accounting system so that your financial statements in 1957 will be comparable to other dealers'. This will enable you to obtain the maximum value out of the guide figures released by your zone office each month.

Our suppliers are now shipping the revision kits to those dealers who placed their orders so that they can commence using the new forms as of the first of the year.

IF YOU ARE ONE OF THE FEW DEALERS WHO HAS NOT PLACED YOUR ORDER WITH THE ZONE OFFICE AS YET, WE SUGGEST YOU DO SO IMMEDIATELY.

We are attaching hereto for the guidance of your accountant a list showing the new accounts provided and accounts which have been changed effective January 1, 1957.

Your Zone Business Management Manager will be glad to aid you in incorporating these changes in your American Motors Standard Accounting System.

Very truly yours,

L. M. Pursley
Business Management Manager

cc: All Dealer Accountants
All Zone Managers
All Zone Business Management Mgrs.
Messrs. Abernethy, Raisbeck, Boyd

American Motors Standard Accounting System

Major Changes Effective January 1, 1957

<u>Acct. No.</u>	<u>Account Title</u>	<u>Type of Change</u>
205	Contracts in Transit	Account No.
210	Notes Receivable	Description
220	Accounts Receivable	Description
240	Inventory - Used Cars	Description
245	Inventory - Paint and Body Shop Materials	Description
247	Work in Process - Labor	Description
250	Due from Finance Companies	New Account
265	Factory Parts and Labor Claims	Description
267	Other Factory Receivables	New Account
292	Life Insurance - Cash Value	New Account
293	Officers Notes and Accounts	New Account
294	Advances to Employees	New Account
313	Notes Payable - Banks	Description
314	Notes Payable - Others	Description
325	Accrued Income Taxes - Previous Year (Corp. Only)	Account Title
326	Accrued Income Taxes - Current Year (Corp. Only)	New Account
327	Accrued - Others	Account No.
415	Sales - Passenger Cars - Retail	Account No.
420	Sales - Commercial Cars - Retail	Account No.
423	Discounts - New Car Trades	New Account
424	Discounts - No Trades	New Account
438	Discounts - Used Car Trades	New Account
441	Sales - Labor - Factory Claims	New Account
442	Sales - Labor - Internal	Account No.
443	Sales - Sublet Repairs	Account No.
446	Sales - Miscellaneous	New Account
453	Sales - Parts - Factory Claims	New Account
454	Sales - Parts - Internal	Account No.
460	Sales - Accessories - Retail	Account No.
461	Sales - Accessories - Factory Claims	New Account
462	Sales - Accessories - Internal	New Account
463	Sales - Gas, Oil and Grease	Account No.
469	Sales - Miscellaneous	Account No.
615	Cost of Sales - Passenger Cars - Retail	Account No.
620	Cost of Sales - Commercial Cars - Retail	Account No.
625	Additional New Car Credit	New Account
641	Cost of Sales - Labor - Factory Claims	New Account
642	Cost of Sales - Labor - Internal	Account No.
643	Cost of Sales - Sublet Repairs	Account No.
646	Cost of Sales - Miscellaneous	New Account
653	Cost of Sales - Parts - Factory Claims	New Account
654	Cost of Sales - Parts - Internal	Account No.
660	Cost of Sales - Accessories - Retail	Account No.
661	Cost of Sales - Accessories - Factory Claims	New Account
662	Cost of Sales - Accessories - Internal	New Account
663	Cost of Sales - Gas, Oil and Grease	Account No.
669	Cost of Sales - Miscellaneous	Account No.

Acct. No.	Account Title	Type of Change
802	Finance Income	New Account
853	Repossession Losses	New Account
15	Policy Adjustments	Description
30	Adjustments - Parts and Service	New Account
76	Contributions	New Account
77	Other Miscellaneous Expense	Account No.
92	Employee Benefits	New Account
100	Provision for Income Taxes	Description

In addition to the above listed changes, several accounts have been deleted. A comparison of the new and old Financial Statements will disclose the specific accounts dropped.

Page E-5 of the Dealers Standard Accounting Manual has been deleted.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

December 19th., 1956

TO ALL HUDSON DEALERS AND ZONE MANAGERS:

Attached is price bulletin HFD 3 covering the Fleet Sales special equipment options. In releasing these options, full consideration has been given to the special equipment requirements of the various types of fleet users and to the competitive prices required to obtain such business. As a result you may now sell the lowest priced Taxicabs, Public Utility vehicles, Law Enforcement cars and convertible Ambulance station wagons in the industry.

As an example, Dealer Net Billing on a Rambler Taxicab model 5715 equipped with HO, DS, WE, HD clutch, HSP, HD cooling system (Radiator Shroud and Fan), Vinyl Upholstery, HD Seat Cushions and Backs, 40 Amp Auto-Lite Low cut-in HD Generator and HD Battery is \$1696.75.

The Rambler Work Sedan is a 5715 without rear seat but with vinyl covered hard board panels in the rear seat area, This model is proving to be very popular with public utilities as a light service vehicle and is used in place of panel or pick-up trucks.

Many local police, fire, health and recreation departments, manufacturing plants, rural area doctors, medical clinics, and undertakers are using station wagons equipped for emergency ambulance service. The Split Rear Seat option for the Deluxe and Super Rambler Cross Countrys, coupled with the Collapsi-cot stretcher and the stretcher wheel pockets, which have been designed for the Rambler, enable the RAMBULANCE to be sold at prices several hundred dollars under competitive units. Price and information on the Collapsi-cot stretcher installation is now being prepared and will be released shortly.

The sale of Rambler and Hudson models to fleet users in your area means plus sales, parts and service profits. In addition, an increasing yearly repeat sales volume will result. Zone personnel and/or members of the Fleet Sales Division are available to assist dealers in developing sales to this rapidly expanding group of automobile buyers.

Very truly yours,

W. B. Ramsey
Director,
Government and Fleet Sales

mb
Att.



AMERICAN MOTORS CORPORATION



INTERDEPARTMENTAL LETTER

To _____ **Date** December 7, 1956
From W. E. Ramsey **Division** Fleet Sales Division
Subject Rambler Taxicab - Fleet Sales Brochure

Attached is a copy of the 1957 Rambler Taxicab Fleet Sales Brochure for use in contacting cab operators in your area. Additional copies may be obtained upon request to your zone. Also attached is a reprint of the Rambler Taxicab Advertisement currently appearing in both ATA News, the publication of American Taxicab Association, and Taxicab Industry and Automobile News Magazines. In their present issues both publications are giving 1957 Rambler Taxicabs excellent editorial copy.

During October, the Fleet Sales Division participated, with displays, in the American Taxicab Association Convention in Chicago and in the National Association of Taxicab Owners Convention in Cleveland. As a result of this participation, a number of orders have been obtained and a great amount of interest in the Rambler Taxicab generated among cab operators. In order to capitalize on this interest and the present advertising program, dealers should contact their local cab companies at the earliest possible date.

To assist dealers in selling cab companies, 1957 Rambler Taxicab demonstrators are either now or will shortly be available for demonstration purposes in all zones.

Sales to taxi companies, while normally short profit, no trade deals offer dealers plus car and parts sales profits,

WBR:hmm
Att. (2)

W. E. Ramsey
Director
Government & Fleet Sales



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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APPLIANCES

April 3, 1956

TO ALL HUDSON DEALERS:

"A remarkable combination of comfort, convenience and performance at budget price plus almost unequaled roadability and handling ease, " reports the April issue of CAR LIFE magazine, on the 1956 Rambler.

The attached reprint of this article is now available in limited quantity at no charge and can be used effectively as a handout or mailing piece. Your salesmen will want several copies on hand to pass out to prospects in their daily calls.

Remember copies are limited, so place your order immediately with your zone or distributor. All zone and distributor requests will be supplied from Detroit, so allow approximately one week for delivery.

A. R. SHIELDS, JR.
Manager - Hudson
Local Area Advertising

ARS:jn
Attach.



AMERICAN MOTORS CORPORATION

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APPLIANCES

May 7, 1956

TO ALL HUDSON DEALERS:

HUDSON HORNET SPECIAL ANNOUNCEMENT WEEK BEGINS MAY 13! !

On May 14 and 15 Hudson dealers will be dressing up their showrooms and calling up and writing prospects on the new models, May 16 the Hornet Special will be announced on the Disneyland program, and also, a spread will appear in the May 19 Saturday Evening Post - on the newsstands Wednesday, May 16. Newspaper announcement advertising will be scheduled May 17 or 18, weekly newspapers will be scheduled May 16 through May 22.

Many dealers will want to tie-in with their own local radio and newspaper advertising. We are attaching Hornet Special 1-minute and chainbreak length radio scripts for your use.

Call your local radio representative and schedule your Hornet Special spot announcement today for complete additional advertising coverage of your sales area.

A. R. SHIELDS, JR.
Manager - Hudson
Local Area Advertising

ARS:jn
Attach.

HUDSON MOTORS DIVISION
American Motors Corporation
May Hornet Announcement

One -Minute #1

ANNOUNCER: Here's a red-hot announcement from (DEALER NAME) your Hudson dealer -- it's the brand-new Hornet Special V-8. It's powered with a completely new overhead valve V-8 engine of the newest short-stroke, low-friction design. Talk about lightning-fast power, this baby's got it! And, check this with your budget pencil -- you get top V-8 mileage.. and you get it on regular gas, But here's the best news of all -- the new Hornet Special V-8 is yours at a new low price. That's right, a new low price ! See the new Hornet Special V-8 at (DEALER NAME, ADDRESS) today! Drive it! Try its sensational new, ultra-smooth Flash-Away Hydra-Matic. See how much fun it is to pilot the newest car of the year -- the new Hornet Special V-8.

HUDSON MOTORS DIVISION
American Motors Corporation
May Hornet Announcement

One - Minute #2

ANNOUNCER: Just Arrived, and beautiful -- it's the brand-new Hornet Special V-8 ... at a new low price, now on display at (DEALER NAME). It's got everything -- an all-new V-8 engine that steps out with lightning-fast power, gives top V-8 gas mileage ... and does it on regular gas. It has Hudson's new Flash-Away Hydra-Matic for smooth, jerk-free acceleration.

It has Hudson's 3-times smoother deep coil ride its twice as strong Double Safe Single Unit Car Construction, its big, wide, comfortable Airliner Reclining seats, and many more wonderful features that make it the big value car of the year.

See the new Hornet Special V-8 this week at (DEALER NAME, ADDRESS). With a new low price it's mighty easy to buy ... and it's a lot of fun to own.

Chainbreak #1

ANNOUNCER: Here's a red hot announcement - it's the brand-new Hudson
Hornet Special V-8 -- at a NEW LOW PRICE. It's V-8 engine
is completely new, gives top power and mileage on regular gas.
See it today at (DEALER'S NAME, ADDRESS).

Chainbreak #2

ANNOUNCER: Just arrived, and beautiful -- the new Hudson Hornet Special
V-8 ...At A NEW LOW PRICE. All-new V-8 engine gives
lightning-fast power -- on regular gas. See it at (DEALER'S
NAME, ADDRESS). Get a real deal on a real value !



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APPLIANCES

June 5, 1956

TO: ALL HUDSON DEALERS

Trim #602 is no longer available on Model 5615. It has been superseded by Trim #608:

Seat Cloth - Blue Bedford Cord
Bolster - Off White Vinyl
Headlining - Gray Pattern

A sample page of T-608 was attached to Mr. Levis' letter of May 10th for inclusion in your 1956 Hudson Color and Upholstery Selector Book.

Yours very truly,

G. L. Staudt
Director
Advertising and Merchandising
HUDSON Division

GLS:mb



AMERICAN MOTORS CORPORATION

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APPLIANCES

June 15th., 1956

TO ALL HUDSON DEALERS, DISTRIBUTORS AND ZONE PERSONNEL:

Here's a kit to help you cash in on one of the fastest growing markets in the car business -- the small-car market.

The sporty, imported Metropolitan is already Number Two in this field. It ought to be ... and it can be ... Number One. The attached mat service is designed to help you put it in that position.

Look at the prospects. Volkswagen, the current leader, expects to sell 60,000 units in the United States in 1956; and at the rate they're going, they'll make it. Every one of these ears will be sold to someone who wants a small car, an economical car ... a car that's low in price, long on gas mileage, and distinctively different.

And that means that every one of these people could just as easily be sold a Metropolitan!

More easily, in fact. With your model-change rebate, you have an extra price advantage over Volkswagon. In styling, the Metropolitan is twenty years ahead. In performance, it offers over 50% more horsepower. In ride, handling, maneuverability, and comfort, it doesn't have an equal in the field. On every measure of value, it beats the Volkswagon by a country mile:

And it sells, too. In every area Where dealers have really got behind it, it has become a volume seller ... and a top profit producer.,

If you haven't been taking advantage of this great, little profit-maker, start doing it now. Display a "Series B" hardtop and a convertible. Use this mat service to advertise them to small-car prospects in your area. Get your share of this fast-growing market!

George L. Staudt
Hudson Advertising Manager

GLS:mb
ATT.



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AND LEONARD
APPLIANCES

June 15th., 1956

TO ALL HUDSON DEALERS, DISTRIBUTORS AND ZONE PERSONNEL:

The tremendous response to this ad in the May 28 issue of Automotive News has proved its value as a great sales tool. Packed with the selling power of the great Hudson heritage, it tells your prospects of the quality product that has been produced for 47 years ... of the history of craftsmanship and dependability that stands behind it.

Show that you're proud of your heritage. Give Hudson buyers a chance to share that pride. Display this blow-up in your showroom, where prospects can see and read it. We have a great story to tell. Let's tell it:

George L. Staudt
Hudson Advertising Manager

GLS:mb
ATT.



AMERICAN MOTORS CORPORATION

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AND LEONARD
APPLIANCES

June 27th., 1956

TO ALL HUDSON DEALERS, DISTRIBUTORS AND ZONE PERSONNEL:

In a few days you will receive a poster-size reprint of Phyllis McGinley's "Ballad To A Brand-New Car" that won the hearts of so many readers of The American Weekly. It aptly expresses the unabashed thrill that comes to all but the most calloused new-car owners. It indirectly

in one of the Hudsons you have on display. Hang this poster in a prominent place in your showroom - and use it to help sell Hudsons.

G. L. Staudt
Hudson Advertising Manager

GLS:mb



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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APPLIANCES

June 28th, 1956

TO ALL HUDSON DEALERS, DISTRIBUTORS AND ZONE PERSONNEL:

Here's a market you may have been overlooking ... a goldmine if you handle it right.

The attached ad appears in the August issue of Ebony; hits the newsstands early in July. It talks directly to the Negroes in your community; and it spotlights a feature -- Twin Travel Beds -- which only American Motors dealers can offer.

To understand how important this feature can be to a Negro prospect, just look at his situation. Despite recent Supreme Court decisions in his favor, he is still subjected in many parts of the country to the inconvenience of separate waiting rooms, separate toilet facilities, separate seating in public vehicles. And because of this, when he travels, he travels by car.

Research by Dr. Daniel Starch shows that 73% of Negro men and 54% of Negro women vacation by automobile!

Even so, the Negro traveling by car lacks the mobility and freedom of choice which you and I enjoy. THE FACT IS THERE JUST. AREN'T MANY PLACES IN WHICH HE CAN SPEND THE NIGHT. He must travel a more or less fixed route, never wandering far from the small percentage of hotels and motels which will accept Negro transients.

Twin Travel Beds answer his problem perfectly. They allow him to travel where he wishes, always sure of a good comfortable night's sleep. They can save him money every night of the trip. And, best of all, they guarantee him the kind of vacation which he and his family can really look forward to!

Selling to Negroes is not much different from selling to white people. They expect, and respond to, the same friendly courtesy you show any prospect; and they resent being patronized or talked down to. As a group, they are unusually brand-conscious. They look for and appreciate the quality points of a car; and once you've sold them they're hard to switch. Sell prestige, too ... after centuries of suppression the Negro is especially interested in products which will give him recognition among his fellows.

This is a market that's really worth your while. Go after it now. Use your exclusive Twin Travel Beds to sell the vacationing Negro, and you'll chalk up a real summer sales bonus for your dealership.

GLS:mb
Attach. (1)

George L. Staudt
Hudson Advertising Manager

Sleep in your Hudson... pay part of your trip!



**Exclusive Twin Travel Beds save you money every trip
... guarantee you the best overnight accommodations!**

Just fold back the seats, and there they are... the roomiest, most comfortable beds this side of the Ritz!

With a Hudson, you forget about "no vacancy" signs. You save enough to pay for your vacations. You get a good night's sleep wherever you are. And you get the

roomiest, smoothest-riding car on the road today.

You can drive a luxurious, power-packed Hudson V-8 for hundreds of dollars less than other cars in its class. Why not phone your Hudson and Rambler dealer for a demonstration drive today!

Hudson



Products
of
American Motors

HORNETS • WASPS • RAMBLERS • METROPOLITANS

PREPARED BY

B•S•F•D

BROOKE, SMITH, FRENCH & DORRANCE, INC.

Ad No. B-554

1/4 page (horizontal) 4 1/8 x 6-8 & W—Ebony, August, 1956

DT-7992 - Finished - 5-28-56

J.T. No. 13566



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

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AND LEONARD
APPLIANCES

November 15, 1956

TO ALL HUDSON DEALERS:

The Hudson announcement ad ... full page, four colors ... "Announcing The Trim, New 1957 Hudson Hornet V-8 ... Way Up In Power, Way Down In Price" will appear on page 2 in the November 24 issue of the SATURDAY EVENING POST (on sale November 20). This is the same hard-hitting Hornet ad which appeared in the November 12 issue of LIFE.

In the POST the ad will appear opposite Table of Content page. On the latter page there will be an ad featuring HUDSON and SOLEX Safety Glass by Pittsburgh Plate Glass Company.

This SOLEX assist will virtually give us the effect of a two-page spread.

Watch for these ads. Use them.

Don't forget to display the blow-up of this Hudson Hornet ad which you have.

Very truly yours,

G. L. Staudt
Advertising Manager
Hudson & Metropolitan

dr



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

March 3 1956.

TO ALL HUDSON DEALERS:

In our letter of February 29th we gave you the details of a tremendous insurance program which we developed to help you sell more cars.

Yesterday we learned that one of our competitors had found out about our program and was planning to institute a similar activity and make a public announcement prior to the dates on which we had planned to make ours. In addition, their program called for \$20,000. of insurance, or double the amount which we had set up in ours.

The reason that we planned to go into the insurance program was to dramatize our double-strength, single-unit construction and to back up our claims that it is the strongest, safest and most modern construction in the industry. The other manufacturer does not use unitized construction.

As a result, we have made the following changes in our program. I am certain that you will agree that we have done exactly as you would have wished us to do.

- (1) We increased the amount of total coverage from \$10,000 to \$25,000. On the new basis, the owners of all privately owned new, unused American Motors automobiles purchased from an Authorized American Motors Dealer in the United States or Alaska, on or after March 7th, will be covered by \$25,000 personal automobile accident insurance. The insurance does not cover Fleet owners, Government or Corporate owned cars.

This means that if either husband or wife is fatally injured, while riding in an American Motors car, during the first year of ownership of any American Motors car they purchased from an Authorized American Motors Dealer, after March 7, 1956, their estate will receive \$12,500. This compares to \$10,000. under the previous plan and represents a 25% increase in coverage.

In the event both husband and wife are fatally injured under similar circumstances, the estate will receive a total of \$25,000. This compares to \$10,000. maximum under the old plan and represents an increase of 150%.

Page 2.
TO ALL HUDSON DEALERS

Even though we have more than doubled the coverage, the increased cost of the "Safety Promotion Program" has been increased from \$3.94 a car to only \$4.97. As we advised you in our letter of the 29th, this amount will be billed to you on invoices on all cars shipped to you on and after March 16th.

There will be no billing to you on the cars which you now have in stock or which will be invoiced to you between now and the 16th of March. American Motors will assume the expense on these cars.

- (2) We immediately stepped up the release date on publicity and gave the press full information on our new program at noon, March 2nd. It has already received wide publicity in both newspapers, radio and television.
- (3) We were able to change all advertising copy from "\$10,000" to "\$25,000" with the exception of the advertisement which will run in the March 5th issue of Automotive News. This advertisement will carry the \$10,000 figure.
- (4) We also stepped up the date of release of newspaper advertisements which were due to appear on March 8th. The first newspaper ad appeared on March 3d and papers everywhere will run ads as quickly as we can get copy in their hands.

The net result of these changes in our plans will be to give you the first industry announcement, and the greatest benefits of such a program.

We will give you full details at the Zone and Distributor Meetings scheduled for your area.

Sincerely,

NKVanDerzee:AHJ

Vice President.



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November 13, 1956

TO ALL DEALERS:

Well - it looks as though the famous cartoonist George Lichty has really "teed off" on some of our major competitors again:

"Never Before Such Gimmick-Packed Design"

"The NEW FINNY EIGHT With The Daring Years Ahead Backward Look"

"IT'S HERE--New Compatible Candelabra Fishy Tail Lighting"

--And what is the salesman saying to the parents of the curious youngsters?

"...And under our new 'family payment plan' the whole family cuts down on food, clothing and essentials...enabling you to make the payments!"

Actually, if Lichty is familiar with the figures - and he probably is - he "isn't kidding" about this "family payment plan."

In 1955 passenger car owners spent 14.4 Billions of Dollars (NET) for the PURCHASE of New and Used Cars. They spent 17.5 Billions for the OPERATION of these vehicles.--A grand total of 31.9 Billions of Dollars spent in one year for personal automobile transportation. On December 31, 1955, they owed 14.312 Billions on the cars they were then operating.

On the same date the American people owed 88.7 Billions on the homes they were then occupying.

At the same time they OWED 13.583 BILLIONS on televisions, radios, appliances, home furnishings and other consumer goods they then had in their possession.

These three debts alone total 116.595 Billions of Dollars.

At 6% interest it is costing - conservatively - \$6,995,700,000.00 per annum just to carry this terrific debt burden.

So--you can see why Lichty is - half-jokingly - suggesting "the whole family cuts down on food, clothing and essentials..enabling you to make the payments."

Fact is with many families food and clothing are about the only budget accounts left to which they THINK they can turn for funds with which to try to pay for bigger and more expensive cars.

November 13, 1956

In this country today personal transportation has almost reached the same category as food, clothing or shelter as a human necessity.

However, in getting from point "A" to point "B" millions of people can't ACTUALLY afford to drive the Juggernauts they are now operating and trying to pay for.

The curb weight of the average American car today is 3,950 lbs. (almost 2 tons), and the average overall length is 210 inches. The latest reported U.S. average miles per gallon is 14.58.

An increase of just 5 miles per gallon in gasoline mileage alone would save American motorists 2.5 Billions of Dollars each year.

Had all the people bought and operated Metropolitans in 1955, they could have saved approximately 16 Billions of the 31.9 Billions they spent for and on the cars they did buy and operate.

Sure - they can't all use Metropolitans.--But think how easily the American people could have saved 7 or 8 billions that went for needless extra bulk and useless extra exhaust fumes.

Investment funds are getting scarce - credit is tightening - interest rates are on the upturn. The American Bankers Association at its recent National Convention has asserted "the good old-fashioned virtue of thrift has never needed stronger emphasis".

What a thrift story you have to tell with both the Metropolitan and the Rambler--and what a timely opportunity to tell it.

Both the American Bankers Association and George Lichty have helped "to open the door" for you.

Attached are five reprints of the "Finny Eight" cartoon. Use them to lead into your great sales story.

If you want copies of the American Bankers Association "Thrift Resolution" let us know.

Crusade hard for "More Intelligent Motoring". It will put money in your pocket.

Sincerely yours,

J. W. Watson
Sales Manager - Metropolitan

B

METROPOLITAN--"The World's Smartest Smaller Car"

The Detroit Free Press

GRIN AND BEAR IT

By Lichty



"... And under our new 'family payment plan' the whole family cuts down on food, clothing and essentials ... enabling you to make the payments!"

SATURDAY, NOVEMBER 10, 1956



AMERICAN MOTORS CORPORATION

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November 20, 1956

TO ALL DEALERS, ZONE MANAGERS AND OTHER DISTRIBUTORS:

To make sure you don't miss the Sylvia Porter story-- "Big Future for Small Car", which recently appeared in 170 large daily papers, we are attaching a reprint.

Resulting from a recent New York interview with Mr. George Romney, we think it carries a strong "third person" endorsement of the down to earth concepts underlying the basic benefits of the Rambler and Metropolitan in meeting today's personal transportation needs.

Arm yourself with this powerful extra selling tool.

If you want additional copies let us know right away.

Yours for "More Intelligent Motoring",

J. W. Watson
Sales Manager - Metropolitan

B

Big Future for Small Car

By SYLVIA PORTER

“THOSE long, sleek cars that millions of you will be buying in 1957 are mechanized dinosaurs. Weight and bulk on cars today are as old-fashioned as weight and bulk on women. . . .

“Although the giants are still concentrating on large cars, the family car built for group travel is becoming obsolete. Coming up strongly is the one-two passenger car suitable for suburban living and short trips to work, stores, schools, etc. . . .

“Every American auto company except ours is building cars on the ‘oxcart’ principle with separate frames and bodies. This method of building cars became outmoded when modern airplanes were developed. . . .

“The future of the auto industry lies in the ‘compact’ car which has the room and comfort of the big ones but which can be handled and parked more easily and which is cheaper to drive and maintain. . . .”

★ ★ ★
GEORGE ROMNEY, president of American Motors, was in New York the other day and I tagged him for a private talk. Romney is the author of the above quotations—which you must agree



Porter

are provocative—and he had plenty more to say.

So dominant are the Big Three—General Motors, Ford, Chrysler—in our auto industry that you rarely hear from spokesmen for the only two independents left. Romney heads one of these two—and even the most ardent defender of bigness in business must hope the independents thrive.

But how can American Motors survive against the fierce competition of the Big Three? Although when measured by any standard outside of the auto industry, AM is a huge enterprise, within the industry it is a pigmy. What's more, in the nine months ended this past June, AM lost a thumping \$7.8-million. It can't begin to match any of the Big Three in spending on research, equipment, expansion, advertising.

Yet Romney's confident forecast is that AM will sell 25 per cent more cars in 1957 than this year and it'll be in the black.

“American Motors will survive,” he says with determination—and he bases his faith primarily on his company's concentration on smaller, compact cars—the Rambler and the Metropolitan.

★ ★ ★
ROMNEY DOES have a valid point when he suggests, “It's silly for a suburban housewife to drive a two-ton car to the store to buy a lipstick.”

He is touching an important area when he empha-

sizes that the success of the foreign-made small cars in our market telegraphs the growing demand here for an auto built for just one or two passengers. “Travel now is for personal mobility as against group mobility.”

Certainly, he is on sound ground when he stresses the trend toward two and three cars per family. Already, close to 6 million families own more than one car. The estimate in the number of multiple-car families is climbing at the rate of 700,000 a year. A second car is becoming more and more a “must” in the suburbs “and this second car should be a smaller one.”

And he is not being foolishly optimistic when he says that while he expects the Big Three to move into the smaller car field too, “if we are first, we will have the advantage of being the leaders. The field will be big enough for the independents as well as the giants.”

★ ★ ★

BUT IF American Motors doesn't survive the competition?

“We must not fail. If we do, the entire nation will be the loser.”

Of course American Motors will have a struggle. But its fighting decision to “give the public something different, to avoid duplicating cars already available in mass” makes sense. AM well may have a better chance than many give it to more than make the grade. I sure hope it does.



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November 21, 1956

TO ALL DEALERS, ZONE MANAGERS AND OTHER DISTRIBUTORS:

Attached is a copy of "There's No End" an editorial appearing in today's issue of "The Detroit Free Press".

Apparently there IS no end to the problems resulting from the epidemic of bigger cars that is sweeping certain segments of the automotive industry.

"What's one man's sleekness IS another's monstrosity"--and it isn't confined to the show people.

Attached also is a reprint of an announcement of the erection of a new Ford assembly plant at Claycomo, Missouri, which states in part:

"When assembly starts at Claycomo, production will stop at the Kansas City plant which no longer can accommodate the new Fords with their added length."

The CAR MANUFACTURER has to have a bigger plant if he persists in making his cars bigger and bigger.--And the disconsolate SHOWMEN will HAVE to "buy more real estate - if available".--Or join up with us in the "Crusade for More Intelligent Motoring", and talk more of their patrons into buying more sensible cars.

Car owners certainly don't need Juggernauts to take the "average of two patrons" to the movies.

Show these reprints to your local theater operators. Commiserate with them. Offer to trade your help for theirs in a mutual effort to solve their parking problem with more Ramblers and more Metropolitans.

Ask them to "start the ball rolling" by buying smaller cars themselves!

Isn't that a "fair proposition"?

Yours for Motores Prudentiores*

J. W. Watson
Sales Manager - Metropolitans

B

*More Intelligent Motoring

The Detroit Free Press

WEDNESDAY, NOVEMBER 21, 1956

* * *

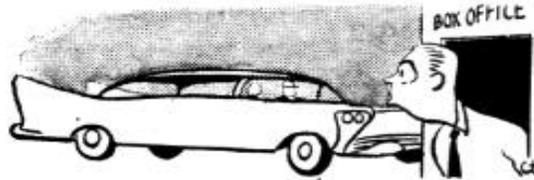
There's No End . . .

. . . to the conflicts which come with change. Or, to be more specific, what's one man's sleekness is another's monstrosity.

We've been reading Billboard, the amusement world weekly, and find showmen making an outcry against the increasing size of automobiles. We've never thought of it from their viewpoint, but a few inches on a car can be cause of great anguish to managements of crowd-attracting events.

Where an acre used to hold 75 cars just after World War II, only 65 can be put on it today. Not only does each car need more room, but driveways must be more ample. And that isn't all of it.

Back when cars were harder to come by, as well as being more compact, five patrons



usually arrived in each one. Now the average is two.

We can't recommend any remedy except to suggest that showmen buy more real estate—if available. Doubtless they won't think much of this solution, and if we were in their shoes we guess we wouldn't either. But at least it's only fair that these facts be pointed out to people who tend to be testy about finding insufficient parking accommodation outside the places they've got tickets to get into.

* * *



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December 28, 1956

TO ALL AMERICAN MOTORS DEALERS, DISTRIBUTORS AND ZONE MANAGERS:

At the recent national convention of the American Bankers Association the most publicized statement was, "the good old-fashioned virtue of thrift has never needed stronger emphasis."

We believed this statement was very timely because of a booklet we were preparing titled "Are You Burning Your Money?" The booklet is about Elmer, a typical American, and his automobile problems. Sometimes, we wonder if he realizes these problems.

We thought the bankers would be interested in the "Elmer" story, too.

The booklet with this letter and a Metropolitan folder is being sent to 14,309 bank presidents, which means EVERY bank president in the United States. Discuss this material with YOUR bank president. Get him on your side for "more intelligent motoring." Get him to buy a Metropolitan or Rambler, if he does not already own one.

Yours for Motores Prudentiores,

J. W. Watson
Sales Manager - Metropolitanans

dr

P.S. Be sure you cover every bank in your trading area.