

AMC - Hudson  
Service Manager Letters

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Parts & Service Manager  
Parts & Service Promotion

1956



**1956 Service Managers Letters**  
(Filed according to Department Head Name)

- 5        Eddings, R. M. - Assistant Parts and Service Promotion Manager  
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# 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

SUBJECT: IMPROVED - ALKYD RESIN BASE SUPER FINISH BAKED ENAMEL

Hudson and Rambler 1956 models feature the new alkyd resin base super finish baked enamel paint in three colors: P-66 Sunburst Yellow, P-72 Frost White and P-73 Willow Green. Their advantages over conventional finishes include:

1. Unusually high gloss retention.
2. Uniform body color since possibility of oven-bake discoloration is drastically reduced. Important on 2-tone and 3-tone cars.
3. Freshly painted and baked car finish has out-of-oven hardness equal to hardness of normal enamels after several months' aging.
4. Hard finish reduces scratches in production and during owner use which increases trade-in and resale value.
5. Oil and grease staining is minimized and the finish is highly "water blister-resistant".

These new enamels have aroused considerable interest and consequently, many questions have arisen as to the character and treatment of them. When working with these finishes, the following points should be remembered.

1. AUTOMOBILE FINISHING WITH SUPER FINISH ENAMELS. Conventional finishes may be applied on top of the new enamel without stripping. Since high temperature baking is required to set the super finish enamels properly, the new enamel will not be available to refinishing shops, but offered as "original" finish only.
2. CLEANING WITH TAR AND ROAD OIL REMOVERS. Super finish enamel is no more subject to harmful action from pre-paint cleaners, wax-and-silicone removers, or tar re-movers than are conventional finishes. Any product safe to use on conventional finishes is safe to use on super finish enamels.

3. MAINTAINING ORIGINAL APPEARANCE WITH POLISHES. Although super finish enamel is more durable than conventional finishes by a ratio of at least two-to-one, IT IS NOT TRUE THAT IT WILL REQUIRE NO POLISHING.

The finishes themselves show no surface deterioration, but road grime, traffic haze, soot and other soils will make these finishes dull and appear to discolor them, just as with conventional paints. WASHING WILL NOT REMOVE ALL OF THE SURFACE DRABNESS. These new finishes should be polished to maintain their original gloss and color.

American Motors Polish and Cleaner, Lustur Seal and Haze Cream, used as directed, will safely restore the original appearance and maintain good looks even more dramatically than on conventional paints. The colors now in production plus those to be used in the future need servicing with quality polishes to look their best.

Yours very truly,

R. M. Eddins  
Assistant Parts and Service  
Promotion Manager  
Automotive Divisions  
American Motors Corporation

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# AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

KELVINATOR  
AND LEONARD  
APPLIANCES

July 18, 1956

TO: ALL HUDSON DEALERS AND DISTRIBUTORS

SUBJECT: HUDSON APPROVED MAINTENANCE BOARD

Available in three "eye-catching" colors - red, yellow and blue - the Hudson Maintenance Board comes to you at the economical price of \$19.75.

Easy-to-read, large block letters on a 42" x 58" board will stand out when your customers enter the service department. Easy to keep clean - it is plastic-coated on both sides, made of 1/8 inch composition board; and with two brass reinforced hanging holes it becomes a permanent display in your dealership.

Your customers will appreciate being reminded of the services required to properly maintain their automobiles and protect their investment, and as proven in the past, this excellent silent salesman will greatly assist in increasing parts and customer labor sales,

Complete the tear-off order blank on the enclosed brochure and forward it to your Zone. The Hudson Maintenance Board is ready for immediate delivery.

Yours very truly,

R. M. Eddins  
Assistant Parts and  
Service Promotion Manager  
Automotive Divisions

RME:sw



# AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

KELVINATOR  
AND LEONARD  
APPLIANCES

August 3, 1956

TO: ALL DEALERS AND DISTRIBUTORS

SUBJECT: THE LUBRICATION DEPARTMENT-----  
EXTRA SALES AND PROFIT

If your lubrication man is NOT making some type of visual check on cars he lubricates, more than likely, this department is losing money each month and is costing your other service stalls additional repair operations.

Appearance-wise, the lubrication department in a dealership is usually the most outstanding stall in a dealer's service department, and very often, the most expensive from an equipment standpoint. However, it is frequently overlooked as an excellent location to sell the owner needed services that will result in additional gross profit for your overall service operation.

A plan that can be put in effect could start with providing your lubrication man a check list to be used during each lubrication job. You could first list items that are paid services such as:

1. Chassis Lubrication
2. Lubricate All Door Hinges
3. Battery Service
4. Eliminate Small Rattles
5. Check Tire Pressure and Remove  
Particles From Tread
6. Wipe Off Upholstery

These services are customer good-will builders and will result in repeat business. Next, you can list items to be checked for needed repairs or replacement:

1. Radiator
2. Oil Filter
3. Muffler and Tail Pipe
4. Steering Linkage and Tie-Rod Ends
5. Transmission and Rear Axle Lubricant
6. Crankcase Oil
7. Wheel Alignment and Balance
8. Fan Belts

All these items can be quickly checked and a phone call to the owner, or a reminder by the service manager to the owner will sell many of the needed service operations.



August 3, 1956

According to a recent survey, an average of 33% or 33 out of every 100 owners bringing their cars into a dealership for service, come in primarily for a lubrication job. Also, 70% of all owners that rely on their selling dealer for lubrication and other services, will buy another new car of the same make.

It is evident therefore, that your lubrication department can be a definite asset and can be used to bring customers into your service department for those additional service sales and also to provide your new car department prospects when customers are ready to purchase a new model.

As an aid to increase your number of lubrication customers and to keep the "regulars" coming in, we recommend the "Lubrication Coupon Book". These books, entitling the holder to ten lubrications and inspections (Brochure enclosed) are available from the supplier, Reynolds & Reynolds Company, Celina, Ohio.

Yours very truly,

R. M. Eddins  
Assistant Parts and  
Service Promotion Manager  
Automotive Divisions  
American Motors Corporation

RME:sw

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HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

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APPLIANCES

November 19, 1956

TO: ALL DEALERS

SUBJECT: REAR AXLE PINION SETTING GAUGE

In order to insure proper adjustment of the 1957 Rear Axle Pinion Gear when being serviced, it is necessary that Pinion Setting Gauges J-6482 and J-5223--A (See attached drawing) be revised. A plunger and spring are needed to replace the present stem and pad or. Gauge Block J-5223-16. The pin holding the stem and pad in place must be removed and all three items replaced with J-5223-22 Spring and J-5223-21 Plunger. (Complete modification instructions are contained in the Spring & Plunger Kit). This modification will make the Gauge Block J-5223-20 and change the Pinion Setting Gauges, J-6432 and J-5223 to J-6482-01 and J-5225-01 respectively. These tools are used to check pinion depth adjustment when the shim pack is located behind the rear pinion bearing cup. All methods of adjusting the Pinion Gear are outlined in the Technical Service Manuals.

Attached, please find an order blank for your use in ordering these tool components. Order Blank should be completed and forwarded to your Zone Parts and Service Manager who will secure this kit for you from Kent-Moore and charge to your Parts Account. Dealers who desire, may attach a check to their order. We urge you to order this modification kit now so that your Pinion Setting Gauge will be correct for servicing the 1957 Series Rear Axle Units.

Yours very truly,

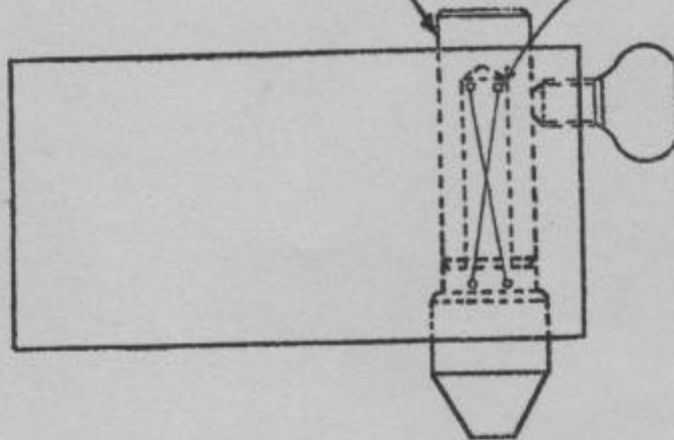
John S. Krider  
Parts and Service Promotion

JSK  
C

Attach.

5223-21  
Plunger

5223-22  
Spring



J-5223-20, Rear Axle Pinion Setting Gauge Block

ORDER FOR  
REAR AXLE PINION SETTING GAUGE  
MODIFICATION KIT

TO: KENT-MOORE ORGANIZATION, INC.  
28635 MOUND ROAD  
WARREN, MICHIGAN

Please ship immediately the following items for modification  
of our Pinion Setting Gauge:

☐

Check Attached

☐

Charge Parts Account

1	-	J-5223-21	Plunger	
1	-	J-5223-22	Spring	\$1.75 (Postage Prepaid)

Dealership: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_

Signature: \_\_\_\_\_

AMC Zone: \_\_\_\_\_

NOTE: Mail Copies 1, 2 and 3 to your Zone Parts and Service Manager

Cepy Distribution: 1st - Kent-Moore  
2nd - Parts Warehouse Accounting Dept.  
3rd - Zone Parts & Service Manager  
4th - Dealer

ORDER FOR  
REAR AXLE PINION SETTING GAUGE  
MODIFICATION KIT

TO: KENT-MOORE ORGANIZATION, INC.  
28635 MOUND ROAD  
WARREN, MICHIGAN

Please ship immediately the following items for modification  
of our Pinion Setting Gauge:

☐

Check Attached

☐

Charge Parts Account

1	-	J-5223-21	Plunger	
1	-	J-5223-22	Spring	\$1.75 (Postage Prepaid)

Dealership: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_

Signature: \_\_\_\_\_

AMC Zone: \_\_\_\_\_

NOTE: Mail Copies 1, 2 and 3 to your Zone Parts and Service Manager

Cepy Distribution: 1st - Kent-Moore  
2nd - Parts Warehouse Accounting Dept.  
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MODIFICATION KIT

TO: KENT-MOORE ORGANIZATION, INC.  
28635 MOUND ROAD  
WARREN, MICHIGAN

Please ship immediately the following items for modification  
of our Pinion Setting Gauge:

☐

Check Attached

☐

Charge Parts Account

1	-	J-5223-21	Plunger	
1	-	J-5223-22	Spring	\$1.75 (Postage Prepaid)

Dealership: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_

Signature: \_\_\_\_\_

AMC Zone: \_\_\_\_\_

NOTE: Mail Copies 1, 2 and 3 to your Zone Parts and Service Manager

Copy Distribution: 1st - Kent-Moore  
2nd - Parts Warehouse Accounting Dept.  
3rd - Zone Parts & Service Manager  
4th - Dealer

ORDER FOR  
REAR AXLE PINION SETTING GAUGE  
MODIFICATION KIT

TO: KENT-MOORE ORGANIZATION, INC.  
28635 MOUND ROAD  
WARREN, MICHIGAN

Please ship immediately the following items for modification  
of our Pinion Setting Gauge:

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Check Attached

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Charge Parts Account

1	-	J-5223-21	Plunger	
1	-	J-5223-22	Spring	\$1.75 (Postage Prepaid)

Dealership: \_\_\_\_\_

Address: \_\_\_\_\_

City & State: \_\_\_\_\_

Signature: \_\_\_\_\_

AMC Zone: \_\_\_\_\_

NOTE: Mail Copies 1, 2 and 3 to your Zone Parts and Service Manager

Cepy Distribution: 1st - Kent-Moore  
2nd - Parts Warehouse Accounting Dept.  
3rd - Zone Parts & Service Manager  
4th - Dealer







## AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

KELVINATOR  
AND LEONARD  
APPLIANCES

December 3, 1956

To: All Dealers

Subject: Pre-Assembled Ignition Contact Sets

A new method of packaging Ignition Contact Sets has been developed by Delco-Remy whereby they are PRE-ASSEMBLED using the same precision parts that are used in original equipment distributors. These new sets can be easily installed without the usual attention to contact alignment and spring tension adjustment. Also, they are designed . . .

- . TO SIMPLIFY CONTACT POINT SERVICE
- . TO HELP SERVICE HARD-TO-GET-AT DISTRIBUTORS
- . TO HELP SERVICE DISTRIBUTORS WITHOUT REMOVAL FROM ENGINE

They feature . . .

- . COMPLETE ONE-PIECE UNIT
- . PRECISION CONTACT ALIGNMENT
- . PRE-ADJUSTED SPRING TENSION
- . ATTACHED BREAKER SPRING
- . PROTECTED CONTACTS
- . RED PLASTIC "POINT-HOLDER"

The molded plastic "Point-Holder" is installed on each contact set to insure easy installation and to eliminate the possibility of damage to the highly finished contact surfaces before and during installation. The "Holder" is, of course, removed when installation is completed.

We suggest that you complete the attached order blank and mail to your American Motors Parts Warehouse now. The two new sets service 42% of all Delco-Remy Distributors and can be used in place of Contact Set Numbers 3113807, 3118589, and 3119561.

Very truly yours,

John S. Krider  
Parts and Service Promotion

M  
Attach.

A M E R I C A N M O T O R S  
SPECIAL ORDER BLANK  
FOR  
PRE-ASSEMBLED IGNITION CONTACT SETS

TO: American Motors Parts Warehouse

Please enter our order for the following PRE-ASSEMBLED Ignition Contact Sets.

☐ Ship Immediately Freight Collect  
☐ \*Ship With Semi-Monthly Order Pad For \_\_\_\_\_

Part Number	Description	Model Application	Suggested		Order Quantity
			List	Net	
3200407	Contact Set, Distributor (Pre-Assembled) 10 per pkg.	56: 10-40-50 356: 50 57:20	2.25	1.35	
3200408	Contact Set, Distributor (Pre-Assembled) 10 per pkg.	48-55: 60	2.25	1.35	

Signature \_\_\_\_\_  
Dealership \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_

\* I understand that if no Semi-Monthly order is submitted on date entered above, that this order will be shipped transportation collect five days thereafter.

ALL PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE

A M E R I C A N M O T O R S  
SPECIAL ORDER BLANK  
FOR  
PRE-ASSEMBLED IGNITION CONTACT SETS

TO: American Motors Parts Warehouse

Please enter our order for the following PRE-ASSEMBLED Ignition Contact Sets.

☐ Ship Immediately Freight Collect  
☐ \*Ship With Semi-Monthly Order Pad For \_\_\_\_\_

Part Number	Description	Model Application	Suggested		Order Quantity
			List	Net	
3200407	Contact Set, Distributor (Pre-Assembled) 10 per pkg.	56: 10-40-50 356: 50 57:20	2.25	1.35	
3200408	Contact Set, Distributor (Pre-Assembled) 10 per pkg.	48-55: 60	2.25	1.35	

Signature \_\_\_\_\_  
Dealership \_\_\_\_\_  
Address \_\_\_\_\_  
City and State \_\_\_\_\_

\* I understand that if no Semi-Monthly order is submitted on date entered above, that this order will be shipped transportation collect five days thereafter.

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AND LEONARD  
APPLIANCES

December 18, 1956

TO: ALL DEALERS

SUBJECT: Cylinder Head Gasket  
1952 - 1956 Ambassador Six

As a result of our Technical Service Department receiving Product Reports from dealers regarding difficulties being encountered with Cylinder Head Gasket, Part Number 3139857, a new head gasket has been designed and released, Part Number 3200294. Product Reports indicated that you were unable to obtain a good seal between the cylinder head and block when using this gasket on 1952 through 1956 Ambassador Six cars, less dual carburetor. The new gasket overcomes this problem and is now available from all American Motors Parts Warehouses. We suggest that you order a supply of these gaskets on your next Semi-Monthly Parts Order.

The following prices and model application will apply to these gaskets, subject to change without notice.

Group Number	Part Number	Description	Model Application	Suggested Dlr. Net List
1.061	3139857	Cylinder Head Gasket	54-5660 With Dual Carburetor	1.62 2.70
1.061	3220294	Cylinder Head Gasket	52-5660 Less Dual Carburetor	1.62 2.70

Very truly yours,

John S. Krider  
Parts and Service Promotion  
Automotive Divisions  
American Motors Corporation

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APPLIANCES

July 19, 1956

ALL HUDSON DEALERS

Subject: Dyna-Flyte Distributor Plate

Attached is a beautiful eye-catching wall poster describing the fine qualities of American Motors Dyna-Flyte Ball-Bearing Dual Point distributor plates.

Dyna-Flyte distributor plates offer Hudson Owners many advantages which include easier starting, faster acceleration, hotter spark and longer point life. The cost to the owner is truly an investment in better performance that will be returned many times over.

On every sale of a Dyna-Flyte distributor plate you have a potential gross profit in excess of \$5.00 and in most cases it will be plus profit.

The wall poster will attract attention and create interest. Have your service salesmen carry Dyna-Flyte plates at all times and show their customers how it works and what it accomplishes. Most car owners will be attracted by the fine workmanship of this marvelous device.

Let's get set to sell Dyna-Flyte plates and make extra profits:

1. Check your inventory of Dyna-Flyte Plates
2. Order Dyna-Flyte Plates today (convenient order blank attached)
3. Hang Poster in prominent place
4. Give Dyna-Flyte Plates to service salesmen with instructions to demonstrate to every service customer.

Follow these simple suggestions and you will increase your service sales and gross profits.

Yours very truly,

C. C. McKellar  
Hudson Parts & Service Promotion Manager  
American Motors Corporation

CCMcK:al

AMERICAN MOTORS  
DYNA-FLYTE DISTRIBUTOR PLATE  
ORDER BLANK

TO: American Motors Parts Warehouse

Please enter our order for the following accessories and ship  
as checked below:

☐ Ship now Transportation Collect

☐ Ship with Semi-Monthly Order \_\_\_\_\_  
Date

<u>Group</u>	<u>A/C No.</u>	<u>Description &amp; Model Application</u>	<u>Inv.</u>	<u>Order</u>	<u>Dlr.Net Price</u>
15.130	8990011	Dual Point Plate 50-55: 10			\$3.78
	8990439	Ball Bearing Plate 56: 10			4.05
	8990399	Dual Point, Ball Bearing Plate 50-56 all 6 cyl. engines except Model 10			6.37

Dealership: \_\_\_\_\_

Address: \_\_\_\_\_

City or town: \_\_\_\_\_

Signature: \_\_\_\_\_





## AMERICAN MOTORS CORPORATION

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APPLIANCES

August 3, 1956

TO: ALL HUDSON DEALERS

SUBJECT: HUDSON CHAMPION, HUDSON-AUTO-LITE SPARK PLUGS

Enclosed are two copies of a new Hudson-Champion Specification Chart which shows the proper spark plugs to be used for each model. The chart also shows the other cars which these plugs will fit. It is recommended that one chart be placed at the parts counter and the other chart at the service write-up desk for quick and easy reference.

Also enclosed is an Auto-Lite "Plug Chek" poster. This gummed poster illustrates and describes lead, fuel and oil fouling as well as overheating. It also gives the possible causes and corrections in each situation. The poster should be placed at eye level where the service customers can read the very important message, "Do your plugs look like this?". This poster will sell many sets of spark plugs for you.

According to our best information there will be more than two and one-half million spark plugs replaced in Hudson cars during the next twelve months. This represents a very important potential market and it rightfully belongs to you. For top performance and best economy, spark plugs should be replaced every 10,000 miles.

In addition to the above suggestions it is recommended that you immediately inventory your spark plugs and place an additional order for Hudson-Champion and Auto-Lite spark plugs. Attached, for your convenience, is a Hudson Spark Plug Order which includes four Champion and three Auto-Lite type plugs which will take care of all your replacement requirements.

It is suggested that you make up your spark plug order immediately, mailing the first and second copy to your Zone Parts & Service Manager and retaining the third copy for your files. Shipment will be made from your Parts Warehouse as specified.

Very truly yours,

CCMcK:al  
attach.

C. C. McKellar  
Hudson - Parts & Service Promotion Manager  
American Motors Corporation

# HUDSON SPARK PLUG ORDER

TO: Zone Parts & Service Managers

Please enter our order for the following Spark Plugs  
and ship as indicated below:

☐ Ship immediatey, transportation collect

☐ Ship with Semi-Monthly Order

Date

Quantity	Hudson Part No.	Champion Type	Dealer Net each	Extension
_____	157055	H-10	.53	_____
_____	3119810	N-18	.53	_____
_____	306719	H-11	.53	_____
_____	5325203	N-8-B	.53	_____
	<u>Hudson Part No.</u>	<u>Auto-Lite Type</u>		
_____	3141020	AL-7	.53	_____
_____	3106448	A-7	.53	_____
_____	8110300	AG-5	.53	_____
			Total	_____

Dealer: \_\_\_\_\_

Address: \_\_\_\_\_

City or Town: \_\_\_\_\_

Signature: \_\_\_\_\_

Original: To Zone Office  
Duplicate: To Parts Warehouse  
Triplicate: Dealer's Copy



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APPLIANCES

October 24, 1956

TO: All Dealers

Subject: Collier's Winter Check-Up Poster

In the October 26 issue of Colliers Magazine will appear another seasonal preventive service advertisement headlined "Get Ready - Get Set for Winter Driving Now". Colliers has a circulation of more than three million and many of your owners and service customers will read this advertisement.

Attached is a blown-up copy of this advertisement printed in poster size. Under the heading of "Let us get your car ready for winter as recommended by Collier's" it lists the various services your owners need and you have available. We urge you to prominently display this poster in the service reception area to obtain full benefit of this splendid national advertising.

The Collier's advertisement also ties in -with our service advertising including the Poster Program and the Parts and Accessories Calendar. Undoubtedly, the combination of this seasonal advertising, the real need for these services and your accelerated selling effort will increase service sales. This means greater demand for parts, so be prepared - check your stock of fast moving parts and place a substantial order today!

Very truly yours,

C. C. McKellar  
Parts and Service Promotion

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November 7, 1956

TO: All Dealers

Subject: Parts and Service Poster Program

The attached brochure illustrates and describes the American Motors Parts and Service Poster Program. The program supplies dealers with attractive full color posters every month that are eye-catching with strong selling messages. All posters are distinctively different and exclusively designed for American Motors dealers.

Dealers who now subscribe to the Poster Program find that the featured parts, accessories and services sell in higher volume and the subsequent increased profit recovers the cost of the posters many times.

To dealers who are not currently subscribing to this program, we seriously urge your reading the brochure carefully - the time it requires will be well spent. The brochure lists two separate programs - plan I furnishes 36 posters per year (12 size 42" x 58" and 24 size 25" x 38"). Plan II supplies 24 posters 25" x 38". Frequently dealers subscribing to Plan II are delighted with the results and switch to Plan I for the increased advertising of the large 42" x 58" poster.

We recommend that you discuss the Poster Program with your Zone Parts and Service Manager at the coming refrarichising meeting. He will answer any questions you may have. He will also be happy to make arrangements for your participation in this excellent program which definitely increases your parts, accessory and labor sales.

Very truly yours,

C. C. McKellar  
Parts and Service Promotion

vr

attch.



## AMERICAN MOTORS CORPORATION

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SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
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AND LEONARD  
APPLIANCES

November 20, 1956

TO: All Dealers

Subject: All Seasons' Washer. Solvent

The use of American Motors All Seasons Washer Solvent permits year 'round operation of windshield washers. The solvent prevents the water in the jar or bag from freezing. It permits use of the washer in zero weather and the solution will not freeze on the windshield.

The new All Seasons' Washer Solvent gives a big assist in removing ice, slush, and dirt from the windshield. It will not harm enamel or lacquer finishes, chrome or rubber parts when used as directed.

Now, car owners can use their windshield washers all winter long regardless of the temperature. Let your owners know about the new All Seasons' Washer Solvent - every owner is a real prospect! Sell windshield washers and solvent for all cars not so equipped and sell solvent for all other cars - it definitely provides safer driving!

Display All Seasons' Washer Solvent at the service write-up desk and the parts counter. The big 16 ounce can has a recessed bottom which permits nesting, thus creating sturdy, attractive displays. Attached is an attractive eye-catching poster 17" x 22" for use with your display. Show it prominently - it's a real silent salesman!

Also attached is a special Order Blank for your convenience. Fill it in for two, three, four cases of All Seasons' Washer Solvent - right now and mail to your Parts Warehouse. You will be doing your owners a favor and you will make a good profit by doing so.

Very truly yours,

C. C. McKellar  
Parts and Service Promotion

vr

attch.

A. M. C.

ALL SEASONS' WINDSHIELD WASHER SOLVENT

DEALER ORDER

NOTE: PLEASE COMPLETE THIS SECTION:

CHARGE AND SHIP TO \_\_\_\_\_

ADDRESS \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_ DATE \_\_\_\_\_

Ship immediately Freight Collect \_\_\_\_\_  
Ship with Semi-Monthly Pad For \_\_\_\_\_  
If no Semi-Monthly Order is  
submitted on date entered above  
this order will be shipped collect  
five days thereafter.

<u>GROUP NO.</u>	<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>ORDER QUANTITY</u>	<u>SUGGESTED DEALER NET PRICE</u>
15.440	8990438	Washer Solvent - All Seasons'		.51
		12 Per Case		



# AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

KELVINATOR  
AND LEONARD  
APPLIANCES

November 22, 1956

TO: All Dealers

Subject: Oil Filters and Oil Filter Cartridges

Attached is your American Motors seasonal Oil Filter Poster entitled, "WINTER IS JUST AHEAD . . . CHANGE YOUR OIL FILTER CARTRIDGE NOW!". You are urged to hang this poster where it will be seen by all of your service customers. For convenience, the poster is gummed and perforated and if so desired can be separated into three panels - each with a complete message.

Try to sell a Filter Cartridge with EVERY oil change . . . your gross profit is more than doubled! With the hood raised there are many extra service sales opportunities, such as replacing old Spark Plugs, worn Fan Belts or perhaps a complete engine tune-up.

Be sure all of your service customers' cars are equipped with an Oil Filter and ALWAYS sell an Oil Filter with every retail delivery. Oil Filters are a GOOD BUY . . . they provide longer engine life, fewer repair bills and better performance . . . that's why more than eighty per cent of late model cars are Oil Filter equipped!

So, let's get this attractive, full color poster placed where the service traffic is heavy. Then . . . check your stock and fill in the attached Special Order Blank for a good supply of Oil Filters and Cartridges. Let's do it today - RIGHT NOW . . . get ready for a big season in Oil Filters and Cartridges!

Do YOU think Winter is just ahead? Men, it's here right now! Let's go!

Very truly yours,

C. C. McKellar  
Parts and Service Promotion

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AMC

OIL FILTERS AND OIL FILTER CARTRIDGES

SPECIAL DEALER ORDER

NOTE: PLEASE COMPLETE THIS SECTION:

CHARGE AND SHIP TO \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

AUTHORIZED BY \_\_\_\_\_ DATE \_\_\_\_\_

Ship immediately Freight Collect \_\_\_\_\_  
Ship with Semi-Monthly Pad For \_\_\_\_\_  
If no Semi-Monthly Order is  
submitted on date entered above  
this order will be shipped collect  
five days thereafter.

GROUP NO.	PART NO.	DESCRIPTION	MODEL APPLICATION	ORDER QUANTITY	DEALER NET PRICE SINGLE LOTS	DEALER NET PRICE QUANTITY LOTS
15.280	8990440	Oil Filter Kit-Fram	56-57: 10		7.97	
	8990050	Oil Filter Cartridge	55-57: 80; 5720		1.19	24/1.01
	8990068	Oil Filter Cartridge	48-55 Hudson 56-57:10		.99	24/ .85
	8990444	Oil Filter Cartridge	For AM Purolator Filters		.85	
	8990445	Oil Filter Cartridge	For AM Walker Filters		.95	

Filter Cartridges - 24 Per Case





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14250 PLYMOUTH ROAD  
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AND LEONARD  
APPLIANCES

December 18, 1956

To: All Dealers

Subject: 1956 Hudson Hornet Six - Wasp Six Engine Program

The 1956 Hornet engines which have been offered for sale to American Motors dealers at drastically reduced prices can not be installed on some cars built during the 1954 model year.

In 1954, due to a fire at the Detroit Transmission Division, we used Borg-Warner Automatic Transmissions on Hornet and Wasp Models 4D, 5D, 6D, and 7D for a temporary period. The rear end of the crankshaft on Hornet and Wasp engines was redesigned to accommodate the installation of Borg-Warner Automatic Transmissions. Flywheel Adapter Kits #3200406 will not fit in this instance. As a consequence, the 1956 Hornet engines which are now being sold for replacement on all 1948 through 1956 models can not be installed on those cars.

Please be sure that all of your personnel be advised of the above information.

Very truly yours,

C. C. McKellar  
Parts and Service  
Promotion

vr





# AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

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AND LEONARD  
APPLIANCES

August 3, 1956

TO: ALL DEALERS

SUBJECT: "WHAT CAN A DEALER DO TO GET GOOD SERVICEMEN?"

The attached booklet entitled "What can a Dealer do to get good Servicemen?" has been published through the courtesy of the Automobile Manufacturers Association. It was written through the auspices of the Automotive Industry - Vocational Education Conference on Public School Automotive Instructions.

We felt that you would welcome a copy of this booklet and believe that as an employer of automotive servicemen, you will want to study it and analyze the information in it in conjunction with your own activities on the subject. The topics are general in nature and high-light methods which many dealers have used successfully in training and acquiring good servicemen.

We also wish to take this opportunity to remind you that your Zone Parts and Service personnel are prepared to conduct training classes on our products for your servicemen. These schools are continuously being conducted on instigation of the Zone or at the request of the Dealer. Please do not hesitate to call upon your Parts and Service Manager for this type of training any time you see fit.

We hope that you will find the enclosed booklet informative and helpful.

Yours very truly,

Dayton McLellan  
Assistant Parts and  
Service Manager  
Automotive Divisions  
American Motors Corporation

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# AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

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AND LEONARD  
APPLIANCES

April 1, 1956.

TO ALL, HUDSON DEALERS

SUBJECT: NEW CARS DELIVERED BY  
TRUCK TRANSPORT

There have been general complaints from the field regarding dirty interiors of cars as they are delivered by truck transport. Such complaints have referred in general to dirt and smudges caused by hand and glove contact of individuals loading and unloading cars.

To eliminate this condition, Production is now placing a covering of Vinyl material on all front seat assemblies, and trucking companies have again been cautioned to keep the interior of cars clean.

You should be very sure to inspect carefully all cars when they are delivered to you by truck, and if the protective covering is removed or torn from the front seat assembly, and the interior of the cars is dirty from the causes outlined above, we suggest that you enter a claim with the transportation company for such damage.

Very truly yours,

Glen S. Potter  
Parts and Service Manager  
HUDSON MOTORS

GSP:en





# AMERICAN MOTORS CORPORATION

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14250 PLYMOUTH ROAD  
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AND LEONARD  
APPLIANCES

No. 1  
1956 Series

March 6, 1956

TO ALL ZONES, DEALERS AND OTHER DISTRIBUTORS

SUBJECT: REVISED WARRANTY, POLICIES AND PROCEDURES  
MANUAL FOR HUDSON DEALERS

Attached is a copy of the revised Warranty, Policies and Procedures Manual for Hudson dealers. Additional copies will be furnished upon request.

It is always much easier to accomplish a purpose if one has a guide by which to work. A program covering the matter of better service to owners with resultant goodwill and owner satisfaction is too important to place just in letters and conversations.

Therefore, to assist you in these matters, we are giving helpful material in this Manual for use and application by the Hudson Field Organization.

Of necessity, knowledge of automobiles, after they become completed units, is most important. All must be familiar with Field administration practices, procedures and policies covering the several relationships in their handling.

It is to that end that we offer the contents of this Manual in the hope that it will serve well the purposes of Zones, Dealers and Other Distributors in promoting owner goodwill. A satisfied owner is the greatest asset that you and the factory have. Please read and study the Manual very carefully so that you may become thoroughly familiar with its contents.

It is definitely understood that all Requests for Credit submitted for consideration must conform to the established Policies and Procedures outlined in this Manual.

Yours very truly,

L. L. Sharon  
Assistant Service Manager  
Hudson Division

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# AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD  
DETROIT 32 MICHIGAN

KELVINATOR  
AND LEONARD  
APPLIANCES

March 15, 1956

No. 2  
1956 Series

TO ALL ZONES, DEALERS AND OTHER DISTRIBUTORS

SUBJECT: MOTOROLA RADIO

Please refer to paragraph 58, page No. 8, of the Warranty and Policy Manual covering radio repairs.

We have been advised by the Motorola, Inc. to the effect that it will not be necessary for dealers to make out Request for Credit forms when returning radios to their service station for repairs. It is our understanding that the warranty radio tag will suffice.

Please be sure to completely fill out the warranty tag and attach it to each set that you return to Motorola Service Stations for repairs. Radio receivers will not be accepted unless the warranty tag is attached.

Please be governed accordingly.

Yours very truly,

L. L. Sharon  
Assistant Service Manager  
Hudson Division

LLS:kb







## AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
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14250 PLYMOUTH ROAD  
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AND LEONARD  
APPLIANCES

June 27, 1956

ALL DEALERS

Subject: Warranty Instructions

As announced at the recent Dealer Advisory Board meetings, effective July 1, credit will be allowed on approved Request for Credit forms (Form Z-402) on the basis of 100% of the dealer's current flat rate charge on record at the zone office.

This adjustment in labor allowance on factory claims is being made to assist dealers in the performance of repairs involving warranty claims and to encourage better customer relations where such claims apply. We believe you will agree that this policy expresses our aim to promote customer goodwill and dealer-factory relations. You will also appreciate that allowance of 100% labor on R.F.C. claims - from a dollars and cents standpoint - will be costly to the Corporation. We have, therefore, compiled a detailed procedure and instruction booklet outlining completely the handling of R.F.C. claims, and you will receive a copy of this booklet in the very near future. Basically, the stipulations are the same as in the past. For your advance information, however, we are listing below one of the procedure details which we ask that you put into effect as of July 1.

Requests for Credit (Form Z-402) involving labor only, such as paint repairs, must be submitted with a Product Report and/or Request for Policy Adjustment Form No. NPI-55-1979 attached showing prior approval.

The new Request for Credit procedure will undoubtedly be of considerable benefit to you, and your cooperation in handling R.F.C. claims in accordance with the booklet referred to above will minimize detail and time of handling at our Claims Department. It will be much appreciated if you will personally review the booklet referred to with your personnel.

Yours very truly,

C. M. Tillinghast  
Parts and Service Manager  
Automotive Divisions  
American Motors Corporation

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# AMERICAN MOTORS CORPORATION

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APPLIANCES

July 10, 1956

ALL DEALERS - DISTRIBUTORS

Subject: Serial Numbers of Automatic Transmissions  
on New Car Invoices

In the past we have had many requests from dealers that we place the automatic transmission serial number on the new car invoices at Kenosha, so the dealer will have a permanent record of the transmission number for future reference.

We are pleased to advise that we will proceed immediately to place the automatic transmission number on the new car invoices of all cars so equipped at our Kenosha plant.

This is for your information.

Yours very truly,

C. M. Tillinghast  
Parts and Service Manager  
Automotive Divisions  
American Motors Corporation

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APPLIANCES

December 26, 1956

TO ALL DEALERS

Because of design and tooling problems, it was necessary for us to ship 1,750 of the 5720 Series Rambler V-8 cars with the 5610 type steering gear assembly. Beginning with Serial Number A-2751, a new design was started in production.

To overcome any customer complaints on hard steering on any of these cars not equipped with power steering -- below Serial Number A-2751 -- we have made power steering available for field installation at the net production price of \$59.50. This Power Steering Kit will be available through your Warehouse under Group 10.360, Part Number 3152924, Power Steering Installation Kit.

The following procedure and prices will apply in conjunction with the handling of any such installations. First order the Power Steering Installation Kit through your Warehouse. It will be billed to you at \$76.90 subject to credit for parts returned as outlined herein. After installation has been made you are authorized to submit an RFC (Request for Credit), in accordance with the regular RFC procedure, covering certain returnable parts as explained below.

The regular steering linkage assembly which you will remove in making installation of the Power Steering Kit must be returned to your Warehouse Claims Department, together with Idler Arm and Pitman Arm. These parts should be removed and returned as an assembly and listed on the RFC, identified as Group 10.100, Part Number 3150558, Regular Steering Linkage Assembly (including Idler Arm and Pitman Arm). A notation should also be made in the body of the RFC form, showing that Part Number 3150558 includes Idler Arm Bracket, Idler Arm Bushing, Idler Arm Bushing Dirt Seal, Idler Arm Bushing Anti-Rattle Spring, Pitman Arm Stop Screws (2), and Pitman Arm Stop Screw Nuts (2).

The total parts credit listing on your RFC should be \$17.40 (subject to inspection and condition of parts returned), and the labor credit should be based on 5.5 hours. Also enter the note "Charge Account 887-490" on the last line of the main body of the form. Also, please be sure to state clearly in the space provided, the explanation of the claim: "Power Steering installed to eliminate hard steering".

You will note that the price of the Power Steering Kit -- \$76.90, minus the \$17.40 allowance for parts returned, represents an actual cost to you of \$59.50. You can appreciate that this production price is considerably lower than the total cost of component parts which we have put into the kit. We urgently ask your cooperation, therefore, in charging owners the amount of \$59.50 to handle any complaints as outlined above.

To All Dealers

- 2 -

December 26, 1956

Availability of this Power Steering Kit on the above outlined basis will be effective through April 30, 1957. Will you please handle any such complaints accordingly.

Yours very truly,

C. M. Tillinghast  
Parts and Service Manager  
Automotive Division

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