

AMC - Hudson

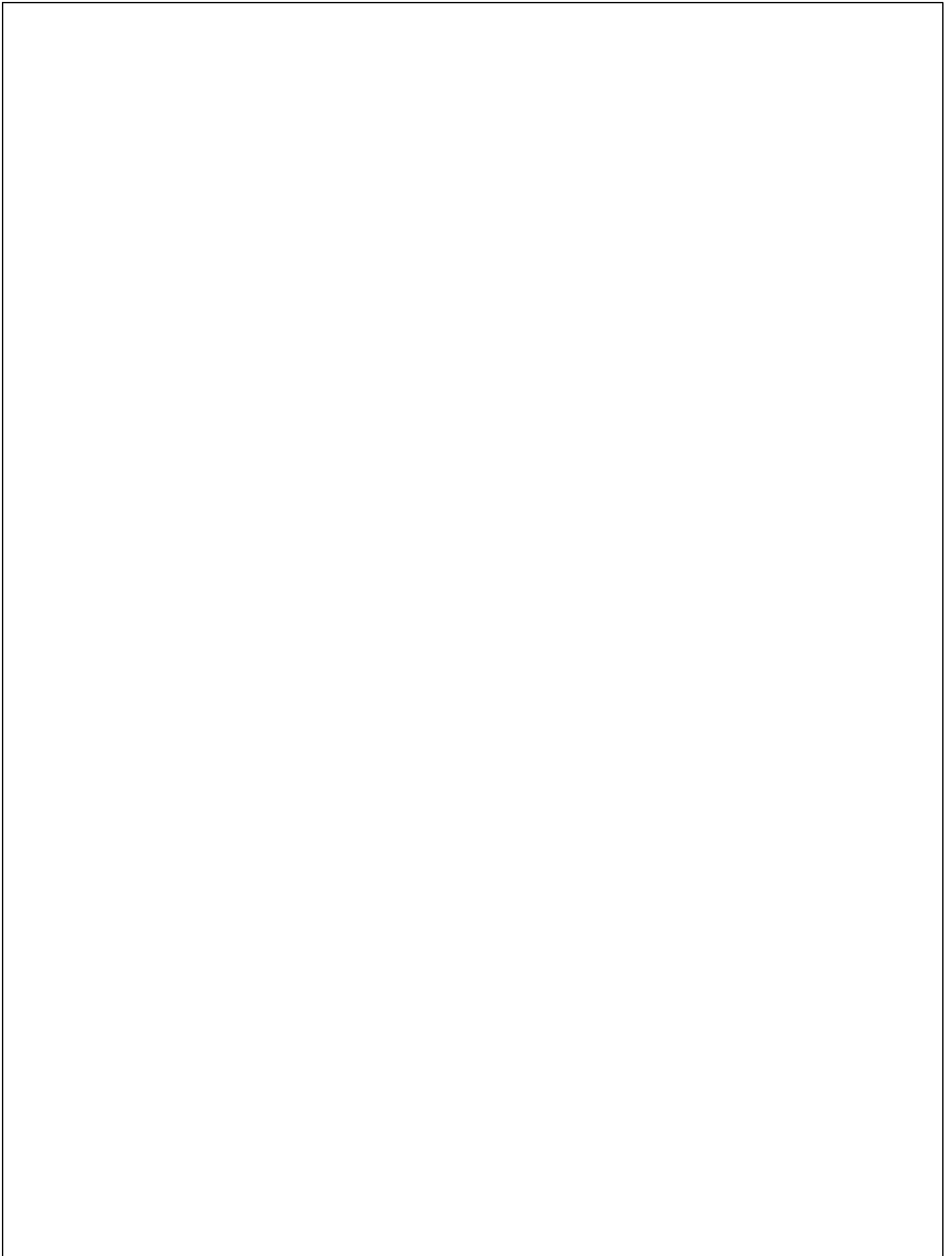
Sales Manager Letters

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

1957

1957 Manager Sales Letters
(Filed according to Department Head Name)

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AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

May 15, 1957

NHADV #31

TO ALL RAMBLER DEALERS:

A recent issue of "The National Underwriter" published the attached editorial under the heading "An Ally Against Inflation". So pertinent and timely is the text of this editorial that we believe it should be called to the attention of all dealers in our organization.

We urge you to read every word of the attached, and it may be that you will want to lift certain excerpts from the text and reproduce in letters which you could send over your signature to insurance brokers in your community. If, by chance, you would be interested in securing a quantity of reprints, similar to the attached so that you might send the article in its entirety to your customer list, feel free to drop us a line and request reasonable quantities.

We sincerely believe it presents an extremely important message and can be put to excellent use by alert dealers across the country.

Very truly yours,

Fred W. Adams
Director
Advertising and Merchandising
Automotive Division

G
att.

EDITORIAL COMMENT

An Ally Against Inflation

So much of today's dangerously inflationary overspending is for automobiles that it is gratifying to find one manufacturer, American Motors Corp., trying to show people the folly of buying bigger and more expensive cars than they have any need for. American Motors, it would appear, has the basis for a powerful appeal to life insurance men as buyers and boosters of its Ramblers and Metropolitans. The same would be true, of course, of any other manufacturer that would switch its sales emphasis from its bigger, gaudier, faster and more powerful models to its stripped-down, standard-shift, minimum-price line.

American Motors, with its "Dinosaur in the Driveway" advertising theme, is thus far the only U. S. automobile manufacturer to jab the needle of ridicule into the hyped-up ballyhoo for the ever faster, more powerful, longer, wider, and lower autos that are difficult to park, that lure drivers into taking dangerous chances with speed, and that seduce the typical American into laying out money in monthly payments that he should be using for building up a decent insurance and retirement program.

President George Romney of American Motors has had the welcome effrontery to poke fun at the mastodon trend in cars. Of course, it's part of his program to promote his Rambler car, which accounted for 75% of Nash-Hudson sales last year and which is American Motors' white hope for pulling out of the red.

With plenty of room for six full-sized passengers, the Rambler is by no means a tiny car yet it represents a sensible compromise for families who need economical transportation but who also need more room than is to be had in the 4-passenger cars like the popular Volkswagen. Incidentally, for the benefit of those who find 4-passenger capacity enough, we hope the rumors that American Motors is getting ready to bring out a 4-passenger version of its Metropolitan prove true. In fact, if it could be made wide enough to seat six people with a little squeezing we believe the market for this sturdy little Austin-built car would be vastly increased—with a consequent increase in money available for saving.

The reason we are especially happy about Mr. Romney's attack on auto-elephantiasis is that there are so few sources from which such an attack can come. Newspapers and nationally circulating magazines get so much advertising from the big automobile manufacturers that they are not likely to crusade for a more sensible attitude toward car buying. So unless there is someone like Mr. Romney to point out and ridicule the silliness of what is going on, the deluded multitudes will go on judging a car's beauty by the size of its tail-fins, its modernity by how much neck-bending it takes to get through the door, and its safety by its zero-to-60 acceleration time.

Unless somebody wakes them up,

people will continue to think it perfectly reasonable that 24% of consumer income should go, as it did last year, for the purchase and operation of automobiles.

For these reasons, there is obviously a strong community of interest between life insurance and any car manufacturer that will put its merchandising stress on reliable, economical transportation rather than on space-ship styling, dangerously high horsepower, and complicated, costly, hard-to-fix extra equipment. The more people can be induced to buy cars as transportation rather than as a means of impressing their neighbors or gratifying their lust for power, the more money will be available for other purposes—including life insurance and other forms of anti-inflationary saving.

Despite the help this would be to the life insurance business and to the fight against inflation, the initiative would have to come from the car manufacturer. For public relations reasons the

life companies, either singly or collectively, would doubtless hesitate to ally themselves with one motor car manufacturer and thereby imply a critical attitude toward the others. Moreover, every company has agents who have clients among dealers and other personnel connected with all the manufacturers. It would be poor customer relations for a home office to favor one manufacturer while the insurer's agents are trying to maintain a loyal following among dealers and employees of other manufacturers as well.

But there is no reason why a manufacturer could not tell its story to the life agents and enlist their support for a company that is campaigning to get people to buy sensibly-sized cars instead of gas-eating monsters whose purchase calls for shocking inroads into the family budget. If a sufficient number of life agents were to buy and boost the Rambler and Metropolitan it could well be a major factor in pulling American Motors out of the red. As the lone spokesman for a more sensible car-owning attitude, American Motors deserves the good wishes of every life insurance man. It would be a pity if its voice were stilled because 200,000 or so potential allies were not alerted.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 8, 1957

TO: ALL DEALERS

SUBJECT: PROMOTION OF 1957 X-RAY PROGRAM

To help make the X-ray kits provide 'extra sales for American Motors dealers, magazines, Sunday Supplements, newspapers, radio and direct mail have been mobilized.

MAGAZINES "THE TALE OF THE MAN WHO BOUGHT A GAS HOG", a terrific full-color ad appeared in SATURDAY EVENING POST on March 30th and is scheduled for LIFE on May 13th. This ad includes an offer of a free X-ray booklet to readers.

SUNDAY
SUPPLEMENTS In March, the full-page ad "THE DREAMBOAT THAT TURNED INTO A NIGHTMARE" appeared in THIS WEEK, PARADE and FAMILY WEEKLY. This ad carried the X-ray offer and a coupon.

DIRECT MAIL Already thousands of coupons asking for the X-ray booklet have been received and many thousands more will be coming in within the next few weeks.

Attached is a sample of the memorandum from Mr. Abernethy and the condensed version of the Rambler X-ray book which will be sent to every person who mails in the coupon. A Rambler line folder will also be included in the mailing.

You will note that both Mr. Abernethy's memorandum and the back cover of the condensed X-ray book urge the prospect to go promptly to his Rambler dealer to secure the complete 28 page X-ray book now in dealers' hands. To get as many as possible of these prospects into your dealership, Mr. Abernethy urges them to see you within the next thirty days for "Special Consideration" in the purchase of a new Rambler. To take advantage of the good impression which Mr. Abernethy's memorandum will make, it is only necessary for you or your salesmen to indicate to the prospect that you are familiar with Mr. Abernethy's request for special consideration. Obviously, this is intended to help you get prospects and is not an offer of a discount of any sort.

The name and address of every prospect who writes in for the X-ray book will be forwarded to dealers through their Zones for follow-up.

RADIO The week-end of April 13th and 14th, Rambler commercials on MONITOR will urge listeners to go to their Rambler dealers for the valuable, free, X-ray book.

NEWSPAPERS The week of April 15th, a three-column ad will appear in more than 1200 newspapers. In previous years, similar ads produced excellent traffic and lead to extra sales.

Here's a powerful, co-ordinated promotion designed to get more people into your dealerships - - - and into a 1957 Rambler. Put it to work for you by using all the materials included in your X-ray kit.

Rambler business is good, and the X-ray program will make it even better.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

vs
Attach.

MEMO
from the desk of
Roy Abernethy
VICE-PRESIDENT
AUTOMOTIVE DISTRIBUTION AND MARKETING

We appreciate your request for the condensed version of our 1957 X-Ray Book showing factual comparisons of all 1957 cars.

Your copy is attached. In its pages you'll find very revealing facts that can mean pleasant, economical motoring for you. However, this booklet only hits the highlights. Our comprehensive X-Ray Book contains all the facts that you should know before you buy any car. Its 28 pages are crammed full of information that is essential to the discerning purchaser of any new car.

You can obtain a copy of this more comprehensive book—without charge or obligation—merely by calling at any Rambler-Nash-or Hudson dealership.

Rambler sales this year are already setting a new record, and our dealers are in a very advantageous trading position. I have asked that they give recipients of this note special consideration in the purchase of a new Rambler. All you need do is present it to your dealer within the next thirty days.

He'll prove to you that Rambler costs you less to buy—less to operate—and brings you more when you trade or sell.

Yours for better motoring,

AMERICAN MOTORS MEANS  MORE FOR AMERICANS



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APPLIANCES

May 8, 1957

TO ALL RAMBLER DEALERS

SUBJECT: Border-to-Border Economy Run

Here's how your prospects are being told the full story of the Rambler Border-to-Border Economy Run which starts May 8th and ends May 12th:

MONITOR - May 4 - 5 Announcement of the Run.
May 11 - 12 Reports from last leg.

DISNEYLAND - May 8 Start of the Run. May 15 Run results.

NEWSPAPERS - Week of May 20 Results announced.
Week of May 27 Follow-up.

PUBLICITY - News stories on the Run supplied to newspapers
and magazines.

Here's what dealers are receiving to help them capitalize on Rambler's latest economy triumph.

LOCAL PROMOTION FLYER - (Already in dealers' hands)

WINDOW TRIM - Giant colorful 4-piece set.

FREE AD MATS - Four hard hitting ads.

RADIO SPOT SCRIPTS - Six commercials ready for the air.

"Go After More Sales" in your market with the Rambler economy story. Tell the world about the border-to-border record.

Very truly yours,

dr

E. B. Brogan
Rambler Advertising Manager

P.S. The "Mile-O-Dial" and the "Gas Hog" mailer are perfect sales tools in connection with the new economy record. Do you have plenty? Better look.



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APPLIANCES

May 9, 1957

NHADV #30

TO ALL DEALERS AND ZONES:

SUBJECT: Mobilgas Economy Run Promotion Materials

All American Motors' dealers recently received a package containing window and showroom posters promoting Rambler Rebel's outstanding accomplishment of topping all V-8's in the low-price field in actual miles per gallon in the recent Mobilgas Economy Run.

Despite the Rambler Rebel's excellent performance against its field, the rules of the Mobilgas Economy Run do not recognize actual miles-per-gallon achievements. Awards are determined on the technical basis of ton-miles per gallon. For this reason, we cannot claim that Rebel actually "won" in its class.

It is important, therefore, that all dealers remove the lower seven-inch banner line, "Rambler Wins Again" from the telegram blow-up and that the use of the two suggested newspaper ads head-lined "Rambler V-8 Beats Every V-8 in Its Class in the 1957 Mobilgas Economy Run" be discontinued.

It will be very much appreciated if all dealers will comply fully with this request,

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

hs

ADVERTISING MATERIALS
ON
CROSS COUNTRY ECONOMY RUN
FOR
RAMBLER DEALERS

AMERICAN MOTORS CORPORATION
(RAMBLER)
60-Second Radio Spot

32.09 Miles Per Gallon from Los Angeles to New York! That's the amazing achievement of a Rambler Cross Country station wagon with overdrive that travelled coast-to-coast on less than five tanks of gas. 32.09 miles per gallon in a stock six-passenger Rambler Cross Country just like the one on display at (DEALER'S NAME & ADDRESS). This spectacular run was made under the official supervision of NASCAR -- the National Association of Stock Car Automobile Racing. The trip was made at an average speed of more than 40 miles per hour and for less than a penny a mile for gas! What does all this mean to you as a car owner? Simply that the smart new '56 Rambler is the car for you and your family on your vacation trip and for every driving use throughout the year. And remember -- Rambler has more room than the average of the other low-priced cars. Why drive a "gas-guzzler" when you can own a smarter, snappier, roomier Rambler? Rambler costs least of all to buy, least of all to operate, and Rambler resale value tops all low-priced cars. See and drive America's economy leader at (DEALER'S NAME & ADDRESS). May 9, 1957

**Detroit to
Chicago...**

ONLY \$2.70*

Via RAMBLER
America's Economy King

* Estimate based on record-breaking Rambler Cross Country achievement -- Los Angeles to New York on less than five tankfuls of gas -- averaging 32.09 Miles Per Gallon.

32.09
MILES PER GALLON
Less Than A
Penny A Mile
Coast-To-Coast!

**AND YOU CAN
OWN A
RAMBLER
FOR ONLY
\$00.00
A MONTH**

Thrift-Test the Rollicking RAMBLER-Today

DEALER NAME

DETROIT TO CHICAGO

Only \$2.70*

Via Rambler -- America's Economy King

*Estimate based on record-breaking Rambler Cross Country achievement -- Los Angeles to New York on less than five tankfuls of gas -- averaging

32.09 Miles Per Gallon

LESS THAN A PENNY A MILE COAST-TO-COAST

Thrift-test the Rollicking Rambler -- Today

(DEALER NAME)

And you can own a Rambler
for only \$00.00 a month.

To make this ad, order Mat No. NC-1326.
(AMD-260)

In your ad, the headline should show your city and another important city in your area. Check the mileage from your city to the second city. To get the cost figure to use, multiply the distance by 88/100 cents. For example, if you were in Atlanta and it was 300 miles to Jacksonville, the gas cost would be \$2.64 for the record-breaking Rambler.

Instructions: To run this ad, simply give this sheet to your newspaper and tell them the two cities you want to show and what gas cost to use.

Only In **RAMBLER** Can You
Travel From Detroit To Chicago
For Only **\$2.70***

*

Based on record-breaking Rambler Cross Country achievement -- Los Angeles to New York on less than five tankfuls of gas -- averaging 32.09 miles per gallon. Estimate based on record-breaking Rambler Cross Country achievement -- Los Angeles to New York on less than five tankfuls of gas -- averaging 32.09 miles per gallon. Estimate based on record-breaking Rambler Cross Country achievement -- Los Angeles to New York on less than five tankfuls of gas -- averaging 32.09 miles per gallon.

32.09 Miles Per Gallon-

LESS THAN A PENNY A MILE COAST-TO-COAST

Drive America's Economy King...RAMBLER...Today!

DEALER NAME

And You Can Own A

RAMBLER

FOR ONLY

\$00.00
A MONTH

To make this ad, order Mat No. NC-1324. (AMD-260)

ONLY IN RAMBLER CAN YOU
TRAVEL FROM DETROIT TO CHICAGO

For Only \$2.70*

*Estimate based on record-breaking Rambler Cross Country achievement -- Los Angeles to New York on less than five tankfuls of gas -- averaging

32.09 Miles Per Gallon

LESS THAN A PENNY A MILE COAST-TO-COAST

Drive America's Economy King...Rambler...Today!

(DEALER NAME)

And you can own a Rambler for only \$00.00 a month.

In your ad, the headline should show your city and another important city in your area. Check the mileage from your city to the second city. To get the cost figure to use, multiply the distance by 88/100 cents. For example, if you were in Atlanta and it was 300 miles to Jacksonville, the gas cost would be \$2.61 for the record-breaking Rambler.

Instructions: To run this ad, simply give this sheet to your newspaper and tell them the two cities you want to show and what gas cost to use.



To make this ad, order Mat No. NC-1362.

Write your own ads using the news-type illustration above. Your newspaper can incorporate this mat into your ad in any way you desire.

*The Smartest Car
is the
Thriftiest Too!* **RAMBLER**

**32.09 Miles Per Gallon.
Coast-to-Coast**

ONLY RAMBLER GIVES
YOU ALL THIS

- More interior room than the average of the other low-priced cars.
- Shortest turning radius on the road.
- Airliner Reclining Seats.
- Safety of Single Unit Construction.
- Highest Resale Value In The Low-Priced Field.



Thrift-test the All-New Rambler today

DEALER IMPRINT

To make this ad, order Mat Nos. NC-1311 & NC-1324.

The Smartest Car Is The Thriftiest, Too!

RAMBLER

32.09 Miles Per Gallon -- Coast-To-Coast

Here's added proof that Rambler is today's smartest car buys No other car offers such distinctive styling . . . such handling ease . . . so much genuine driving fun.

And no other car can match Rambler's amazing economy record - - Los Angeles to New York -- Rambler, with overdrive, used less than five tanks of gasoline under official NASCAR supervision. Get acquainted with Rambler today. Its your best buy on every count.

ONLY RAMBLER GIVES YOU ALL THIS

- . More interior room than the average of the other low-priced cars.
- . Shortest turning radius on the road.
- . Airliner Reclining Seats.
- . Safety of Single Unit Construction.
- . Highest Resale Value In The Low-Priced Field.

Thrift-Test The All New Rambler Today

(DEALER IMPRINT)

The Style Leader is the Economy Leader, too!



Rambler

32.09 Miles Per Gallon Coast-to-Coast

- 1600 cc. V-6 engine
- 4-speed manual transmission
- 2700 cc. V-8 engine
- 3-speed automatic transmission
- 2700 cc. V-8 engine
- 4-speed manual transmission
- 2700 cc. V-8 engine
- 3-speed automatic transmission

THRIFT-TEST THE ALL-NEW RAMBLER TODAY

DEALER NAME

To make this ad, order Mat Nos. NC-1311 & NC-1326.

- The Style Leader Is The Economy Leader, Too!
- R A M B L E R
- 32.09 Miles Per Gallon Coast-To-Coast
- Sanctioned by NASCAR
- Los Angeles To New York On Less Than 5 Tanks Of Gasoline - -
 - Rambler with Overdrive.
 - Smartest, Most Distinctive Styling On The Road.
 - Easiest To Steer -- Easiest To Park -- Shortest Turning Radius.
 - More Interior Room Than Average of All Low-Priced Cars.
 - Airliner Reclining Seats.
 - Safety Of Single Unit Construction.
 - Highest Resale Value of All Low-Priced Cars
 - Thrift Test The All-New Rambler Today
- (DEALER IMPRINT)

TOPS

In Economy

32.09


MILES PER GALLON COAST-TO-COAST (WITH OVERDRIVE)

AND

In Style...

In Handling...

In Resale Value!



RAMBLER

THRIFT-TEST THE ALL-NEW RAMBLER TODAY

DEALER NAME

To make this ad, order Mat Nos. NC-1330 & NC-1327.

- TOPS
- In Economy 32.09
- MILES PER GALLON COAST-TO-COAST (WITH OVERDRIVE)
- A N D
- In Style
 - In Handling Ease
 - In Resale Value

RAMBLER

Thrift-Test The All-New Rambler Today

(DEALER IMPRINT)



AMERICAN MOTORS CORPORATION

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AND LEONARD
APPLIANCES

June 12, 1957

NHADV #33

TO ALL RAMBLER DEALERS

SUBJECT: DuPont Featuring Rambler In National Ads

Enclosed is a proof of the full-page DuPont Nylon Cord ad featuring Rambler which is appearing this summer in five of the most widely-read national magazines. This valuable publicity on Rambler runs as follows:

SPORTS ILLUSTRATED	June 3
SATURDAY EVENING POST	June 8
TIME	June 17
NATIONAL GEOGRAPHIC	July
HOLIDAY	August

The extensive advertising of Nylon Cord by DuPont acquaints the public with the benefits of these superior tires and helps automobile dealers merchandise another profitable customer option. The ad proof enclosed can be used to show your customers why they should equip their cars with Nylon Cord Tires.

DuPont is also featuring the Rambler Rebel in two-page spreads appearing in AUTOMOTIVE NEWS June 10th and July 1st.

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

dr
Encl.



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APPLIANCES

June 13, 1957

NHADV #34

TO ALL RAMBLER DEALERS

SUBJECT: Mile-O-Dial Promotion

Just a reminder to be prepared for a steady stream of economy-minded prospects as a result of the Mile-O-Dial Promotion which begins with MONITOR commercials June 21st and June 22nd.

Then, the week of June 24th a Rambler newspaper ad repeats the free offer.

And on June 26th, Disneyland will carry the offer into millions of television homes. (NOTE: The Disneyland commercial limits the offer of the free Mile-O-Dial to "car owners only", so we have no obligation to give Mile-O-Dials to youngsters who are not accompanied by their parents. In markets where Disneyland is not telecast at the regular Wednesday night time, the Mile-O-Dial commercial will be seen after the normal delay.

To make this promotion work for you, get set to make product presentations, demonstrations and appraisals to as many of these visitors to your showroom as possible.

DON'T LET THEM GET AWAY WITHOUT HEARING THE RAMBLER SALES STORY!

Very truly yours,

E. B. Brogan
Rambler Advertising Manager

dr

"THE MILE-O-DIAL"

A Convincing Sales Tool

April 15, 1957

An A.M.C. Sales Training Release
On Rambler Sales For Use At
Sales Meetings

GENTLEMEN: TODAY WE'RE GOING TO TALK
ABOUT AN INTERESTING SELLING TOOL THAT
WILL BRING PEOPLE INTO OUR SHOWROOM AND
HELP US CONVINCE THEM THAT RAMBLER IS
TODAY'S MOST ECONOMICAL AUTOMOBILE,

ON APRIL 27 AND 28, MONITOR, THE WEEKEND NBC
RADIO NETWORK REACHING MILLIONS OF PEOPLE,
WILL TELL ITS VAST AUDIENCE THAT THEY MAY
OBTAIN ABSOLUTELY FREE A
"MILE-O-DIAL" AT OUR RAMBLER DEALERSHIPS,

IT IS VITALLY IMPORTANT THAT WE, AS SALESMEN,
UNDERSTAND WHAT "MILE-O-DIAL" IS,
HOW IT IS USED AND ALSO HOW TO USE IT TO
CONVERT VISITORS INTO PROSPECTS AND CLOSE
SALES.

FIRST, WHAT IS A "MILE-O-DIAL" ? (DISTRIBUTE
A MILE-O-DIAL TO EACH OF THE PERSONS AT THE
MEETING.)

AS YOU CAN SEE, "MILE-O-DIAL" IS AN INGENIOUS
CALCULATOR THAT WILL IMPRESS PEOPLE WITH

THE DOLLARS AND CENTS SAVINGS RESULTING FROM RAMBLER'S OUTSTANDING ECONOMY. SIMPLE SETTINGS NEED ONLY BE MADE FROM INFORMATION EVERY MOTORIST MUST KNOW. FROM THESE SETTINGS, THE MOTORIST MAY READ AT A GLANCE THE GAS CONSUMPTION AND MILES PER GALLON OR BY REVERSING THE READING THE NUMBER OF GALLONS OF GASOLINE REQUIRED TO TRAVEL A SPECIFIC DISTANCE.

FIRST, LET'S JUST MAKE A SETTING ON THE "MILE-O-DIAL".

IN MOST INSTANCES,, THE "MILE-O-DIAL" WILL BE USED TO FIGURE THE NUMBER OF MILES PER GALLON,

TO OBTAIN THIS READING, MOST MOTORISTS WILL START BY FILLING THEIR TANK AND NOTING THE SPEEDOMETER READING ON THE BACK OF THE "MILE-O-DIAL" AT START WHEN THE TANK IS NEXT FILLED A NOTE WILL BE MADE OF THE SPEEDOMETER READING UNDER AT FINISH AND BY SIMPLE SUBTRACTION YOU HAVE THE MILES TRAVELED, RECORD THE GALLONS PURCHASED

SINCE THE INITIAL FILLING. (DO NOT INCLUDE THE ORIGINAL GALLONS TO FILL THE TANK, ONLY THE GALLONS FROM THAT TIME ON°)

MOVE THE RED DIAL, MILES TRAVELED AROUND TO THE GALLONS PURCHASED AND THE WINDOW, MILES PER GALLON, WILL GIVE THE READING OF MILES TRAVELED PER GALLON OF GASOLINE.

FOR. EXAMPLE, THE SPEEDOMETER READING WHEN YOU FIRST FILL THE TANK MIGHT BE 2104. THE SPEEDOMETER READING WHEN YOU NEXT FILL THE TANK MIGHT BE 2341 AND THE GALLONS PURCHASED 11.5 SUBTRACTING YOUR MILES TRAVELED YOU HAVE THE FIGURE OF 237.

MOVE THE MILES TRAVELED DIAL FIGURE 237 AROUND TO THE NUMBER OF GALLONS PURCHASED OR 11.5 AND THE WINDOW, MILES PER GALLON, WILL SHOW 20. 6 MILES PER GALLON.

GASOLINE TAXES AND GASOLINE COSTS ARE SKYROCKETING, CAR OWNERS EVERYWHERE

ARE CONCERNED ABOUT THE COST OF OPERATING THEIR AUTOMOBILES. TODAY, MOST EVERYONE WANTS TO KNOW HOW MANY MILES HE IS GETTING TO THE GALLON. "MILE-O-DIAL" IS THE KEY TO ECONOMY SELLING. "MILE-O-DIAL" WILL MAKE PEOPLE INCREASINGLY AWARE OF THE FACT THAT CARS WITH LOW GASOLINE MILEAGE ARE EVEN MORE COSTLY TO OPERATE TODAY. ONCE A PERSON IS CONSCIOUS OF THIS FACT, HE HAS AN OPEN MIND ON ECONOMY AND WILL CONSIDER RAMBLER.

AS THE "MILE-O-DIAL" IS PRESENTED TO THE SHOWROOM VISITOR, BE SURE TO EXPLAIN ITS OPERATION. IN THE COURSE OF EXPLAINING ITS OPERATION YOU SHOULD TELL THE RAMBLER COAST-TO-COAST ECONOMY STORY OF LESS THAN A PENNY PER MILE.

EXPLAIN THAT THE DISTANCE FROM LOS ANGELES TO NEW YORK IS OVER 2,961 MILES. A RAMBLER TRAVELING AN AVERAGE HIGHWAY SPEED NEEDED TO STOP ONLY FIVE TIMES FOR GASOLINE. A TOTAL OF JUST OVER 92.3 GALLONS OF REGULAR

32.09 MILES PER GALLON WAS MAINTAINED.

THIS FAMOUS RAMBLER COAST-TO-COAST NASCAR RECORD WAS SET IN A RAMBLER '6' WITH OVER-DRIVE. THE RESULTS ARE OFFICIALS, CERTIFIED BY NASCAR OFFICIALS WHO MEASURED MILEAGE, TIME, AND FUEL CONSUMPTION BY THE MOST ACCURATE METHODS, NO OTHER CAR HAS SET SUCH A RECORD, LESS THAN A PENNY A MILE FOR GASOLINE.

YOU MIGHT ALSO MENTION, TOO, THAT RAMBLER WAS FIRST IN THE MOBILGAS ECONOMY RUN. IN THE 1956 MOBILGAS ECONOMY RUN, RAMBLER CHALKED UP A RECORD OF MORE MILES PER GALLON THAN ANY OTHER CAR WITH AUTOMATIC DRIVE, THE RAMBLER LED ALL OTHER ENTRIES WITH THE RECORD OF 24.35 MILES PER GALLON. THIS WAS MORE THAN FOUR MILES PER GALLON BETTER THAN THE AVERAGE OF FORD, PLYMOUTH, CHEVROLET AND STUDEBAKER. THESE RESULTS ARE OFFICIAL, TOO, AND THEY PROVE UN-QUESTIONABLY RAMBLER'S SUPERIOR ECONOMY. IT WOULD ALSO BE WELL TO CALL ATTENTION TO MAY 8, THE DAY THE 1957 RAMBLER 6' WITH OVER-DRIVE WILL START ITS HISTORICAL BORDER-TO-

BORDER RECORD-BREAKING ECONOMY RUN FROM WINNIPEG, CANADA TO MONTERREY, MEXICO. A RAMBLER WILL AGAIN CHALLENGE THE INDUSTRY. THE FAMOUS COAST-TO-COAST NASCAR ECONOMY RUN WILL BE RE-EMPHASIZED WITH THE BORDER-TO-BORDER ACCOMPLISHMENT. THESE RESULTS WILL BE PROMOTED NATIONALLY AND WILL AGAIN HELP YOU WITH THE AID OF THE "MILE-O-DIAL" TO DEMONSTRATE THE GASOLINE ECONOMY THAT RAMBLER OFFERS.

THERE IS ANOTHER USE FOR "MILE -O-DIAL". "MILE-O-DIAL" CAN ALSO BE USED TO ESTIMATE THE NUMBER OF GALLONS OF GASOLINE REQUIRED TO TRAVEL A SPECIFIC DISTANCE,

FOR THE PURPOSE OF FIGURING THE NUMBER OF GALLONS REQUIRED TO TRAVEL A CERTAIN DISTANCE, LET US ASSUME THAT THE OWNER IS NOW GETTING JUST 14 MILES PER GALLON ON HIS PRESENT CAR.

SET THE "MILE-O-DIAL" MILES PER GALLON ARROW ON 14. THEN ASSUME THAT THE SPECIFIC DISTANCE TO BE TRAVELED IS 2,000 MILES, SET

THE MILES PER GALLON ARROW ON 14 AND THEN
READ THE CORRESPONDING READING UNDER
2,000 AND YOU WILL NOTICE THAT THE GASOLINE
USED IS 143 GALLONS,

THE WAY TO DEMONSTRATE THE IMPORTANCE
OF RAMBLER ECONOMY IS TO THEN MOVE YOUR
MILES PER GALLON ARROW TO SHOW APPROXI-
MATELY 20 OR EVEN 22 MILES PER GALLON,
WHICH AN OWNER CAN REASONABLY EXPECT
ON A RAMBLER '6'. BY READING THE GASOLINE
CONSUMPTION REQUIRED FOR 2,000 AT 22 MILES
PER GALLON YOU WILL NOTE THAT 91 GALLONS
IS REQUIRED, A SIMPLE SUBTRACTION OF 91
FROM 143 INDICATES THAT A RAMBLER WOULD
SAVE AN OWNER ON A TRIP OF 2,000 MILES
APPROXIMATELY 52 GALLONS OF GASOLINE.

THIS IS A PRETTY IMPORTANT SAVING BECAUSE
AT \$.32 PER GALLON IT REPRESENTS IN DOLLARS
AND CENTS \$16. 64.

IT SHOULD BE POINTED OUT TO THE PROSPECT
THAT IF A PERSON IS PLANNING A VACATION HE
CAN ESTIMATE THE COST BY FIGURING THE MILES

PER GALLON HE EXPECTS AGAINST THE MILES HE EXPECTS TO TRAVEL, AGAIN, RAMBLER WILL SHOW AN APPRECIABLE SAVINGS OVER ALL OTHER AMERICAN BUILT CARS.

YOUR DEALERSHIP SHOWROOM TRAFFIC IS BOUND TO INCREASE AS A RESULT OF THE MONITOR RADIO OFFER TO BE MADE THE WEEK-END OF APRIL 27 AND 28. BE PREPARED TO MEET THESE PEOPLE AND TALK RAMBLER ECONOMY FROM THE FACTS PROVIDED WITH YOUR "MILE-O-DIAL" MILEAGE CALCULATOR,

"MILE-O-DIAL" MILEAGE CALCULATORS CAN ALSO BE DISTRIBUTED TO YOUR FRIENDS, CUSTOMERS, PROSPECTS AND TO ACQUAINTANCES AND THEY WILL WORK FOR YOU PLUGGING RAMBLER ECONOMY AND IMPRESSING OWNERS WITH THE FACT THAT A VERY DEFINITE DOLLAR AND CENTS SAVING CAN BE MADE AS THE RESULT OF RAMBLER ECONOMY.

"MILE-O-DIAL IS SIMPLE TO USE. IT IS AN EXCELLENT MILEAGE SELLING TOOL. FIRST

USE IT YOURSELF, SECONDLY USE IT TO SELL

ECONOMY AND FINALLY, USE IT TO SELL RAMBLER.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

June 13, 1957

NHADV #35

TO ALL RAMBLER DEALERS:

SUBJECT: Success Is Contagious. Advertise It!

Nothing succeeds like success, so Rambler advertising in newspapers, Monitor and Disneyland will be telling your prospects that more people bought Ramblers in May than ever before in history.

To help you associate the name of your dealership with this success story, put the enclosed free newspaper ad mat and spot radio commercial to work for you right away. Both can help you get the extra sales necessary to make June another all-time record month for Rambler dealers.

If your market is one of the many in which Rambler sales are ahead of last year by a big percentage, headlines such as "Rambler Sales Up 78% in Hometown" will do a good job for you.

Hawaii beckons. Miami and Las Vegas are calling. Now is the time to "GO AFTER MORE SALES."

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

May 10, 1957
NHUC #7

TO ALL RAMBLER DEALER&

During March, American Motors held the first Used Car Management Councils that, for their type and scope, were ever held by any manufacturer.

They were attended by Dealers or Used Car Managers representing rural, metropolitan and multiple dealer areas, with the smallest to the largest sales potential and from coast to coast.

All phases of used car management and merchandising were discussed. The intent was to get the ideas and experiences of the delegates, not to teach, inform, or instruct them. American Motors had nothing to sell --merely asked questions. We think the results were more than worthwhile

Feeling sure that you will be interested in the expressions of many successful American Motors Dealers on used car management, we have enclosed a brief resume of their comments.

In addition, as requested by the Council delegates, we are going to cover in more detail some of the most interesting aspects of used car management in a series of bulletins. These will be published semi-monthly and sent to you.

We hope that these activities will provide some ideas for increasing the efficiency and profitability of your used car operation. We'd like your comments.

Sincerely,

H. E. Cardoze Jr.
National Used Car Manager

HEC:ee
attach.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

June 18, 1957

NHUC #9

TO ALL RAMBLER DEALERS:

Some dealers report that they do not get used car play on competitive makes of used cars they have in stock. They state that prospects for AEC cars visit their displays, but those who wish other makes shop elsewhere.

Should this be your experience, we are attaching some suggested ad layouts which can be revised to meet your particular stock condition.

With a continuing interest in new Ramblers, we look forward to increased trades of other makes, and the public must know of the wide variety of used cars available as a result of this switch to Rambler.

Very truly yours,

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

HEC:ee
attach.

Rambler Headquarters!

**WE HAVE THE
BIGGEST STOCK
OF GOOD USED
RAMBLERS
IN TOWN!**

**HERE ARE A FEW
TYPICAL BARGAINS-**

1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

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1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

*Many More
To Choose From!*

BONDED
Select

USED CARS

Come In Now!

**DEALER
NAME**

IF NOT
AVAILABLE
WRITE FOR-
NC-1217

Folks Are Tradin' Fast On **RAMBLER!**

**THAT'S WHY WE HAVE A LARGE
STOCK OF LATE MODEL USED CARS
-ALL MAKES-ON HAND RIGHT NOW**

*We're Pricing Them Low
To Sell Them Quickly!*

LOOK AT THESE TYPICAL OFFERINGS-

1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

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1964 Rambler 4-door sedan, 1500 cc engine, 120,000 miles, excellent condition, \$1000.00

*And There Are Many More
Like Them On Our Lot -*
COME IN AND SEE THEM ALL!

(DEALER NAME)

WE'RE LOADED With Good, Late Model USED

FORDS - CHEVROLETS
PLYMOUTH - BUICKS

INSERT COMPETITIVE
MAKES YOU MOST
WANT TO SELL!

And Many Other

BONDED

Select

IF NOT AVAILABLE
WRITE FOR -
NC-1217

USED CARS
We've Taken In Trade
on **RAMBLERS**

**WE'VE PRICED
'EM LOW
TO SELL 'EM FAST!**

*Look At These
Typical Prices -*

\$0000

\$0000

\$0000

\$0000

\$0000

Hurry! Get First Choice

**DEALER
NAME**

WE'RE OVER- STOCKED ON GOOD USED

• FORDS
• CHEVROLETS
• BUICKS
• PLYMOUTH

SUBSTITUTE
COMPETITIVE MAKES
YOU WANT MOST
TO SELL!

WHY?

Because Folks
Are Trading 'Em
Like Mad On

RAMBLER

You're The Winner
At These
Bargain Prices -

\$0000

\$0000

\$0000

\$0000

Plus - Many More
Red Hot Buys...

BONDED

Select

USED CARS

**DEALER
NAME**

IF NOT AVAILABLE
WRITE FOR -
NC-1217



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 26, 1957

TO ALL METROPOLITAN DEALERS

Subject: New Metropolitan Wall Posters

Gentlemen:

In order to give the popular Metropolitan "1500" more colorful and up-to-date representation on the walls of your showroom, we are furnishing you with a new Metropolitan product poster and a new feature poster.

The new product poster is printed in full color and illustrates both the convertible and hardtop models against interesting backgrounds. The feature poster is in black and white and illustrates seven of Metropolitan's most important features.

These posters are being shipped to you without charge today under separate cover and should be in your hands shortly. We urge you to place these new posters on your showroom walls where all of your prospects will be sure to see them.

Very truly yours,

A. D. Gage

Nash - Hudson - Metropolitan
Advertising Manager

ADG:hs



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
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SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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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 Most 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-3. 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:

NEWS BULLETIN

May 14, 1957

NHSP - #17

TO: ALL RAMBLER DEALERS

SUBJECT: 1957 Rambler Economy Run
Winnipeg, Canada to Monterrey, Mexico

New Proof of Rambler Economy! Border to Border and Coast to Coast!
A Penny a Mile for Gasoline'.

As detailed in the attached Public Relations' release, a 1957 Rambler 6 cylinder custom four-door sedan established a Border to Border Economy Record of 33.93 miles per gallon in a 1,946 mile trip from Winnipeg, Canada to Monterrey, Mexico.

This exceptional record for gasoline economy furnishes new and documented selling evidence for Rambler dealers and salesmen. Conducted by American Motors' engineers, under the complete supervision of NASCAR, the Border to Border Economy Run enables prospects to realize the tremendous savings the Rambler contributes in operational expense for the average motorist.

Compared to any other full-sized car in the industry, the Rambler owner will save money on gasoline and operating expense regardless of his driving habits or traffic conditions.

This sales story will be highlighted by a showroom window trim now being sent to all Rambler dealers. In addition, the "Gas Hog" direct mail piece and the "Mile-O-Dial" traffic-builder are excellent sales tools to attract prospects and close Rambler sales.

Be sure your entire sales organization is prepared to take full advantage of the opportunity presented by the dramatic results of the BORDER TO BORDER ECONOMY RUN!

Yours very truly,

J. H. McGuckin
Merchandising Manager
Automotive Division

JHM: mlf

Att.





AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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AND LEONARD
APPLIANCES

April 18, 1957

TO: ALL DEALERS

SUBJECT: WESTACH Auto-Aid

The Westberg Manufacturing Company of Napa, California has developed a low cost, very compact test unit for checking 6 and 12 volt engines. This unit has been checked by our Technical Service Department and they have found that it is very easy and simple to use in checking and performing motor tune-up and electrical work.

The attached brochure explains the many operations that can be performed with the Westach Auto-Aid and we invite you to analyze your operation from the standpoint of the need of such equipment in your Service Department. Orders for this equipment should be sent direct to the Westberg Manufacturing Company, 114 S. Coombs St., Napa, California.

Very truly yours,

John S. Krider

Parts and Service Promotion
Automotive Divisions
American Motors Sales Corp.

id

Att.

AUTO SERVICING

**MADE
EASY**

with

WESTACH

**AUTO
AID**



Thousands in
Daily Use By:

UNEXCELLED IN

- ★ Simplicity
- ★ Accuracy
- ★ Portability
- ★ Ruggedness
- ★ Lowest cost

TEST SET INCLUDES

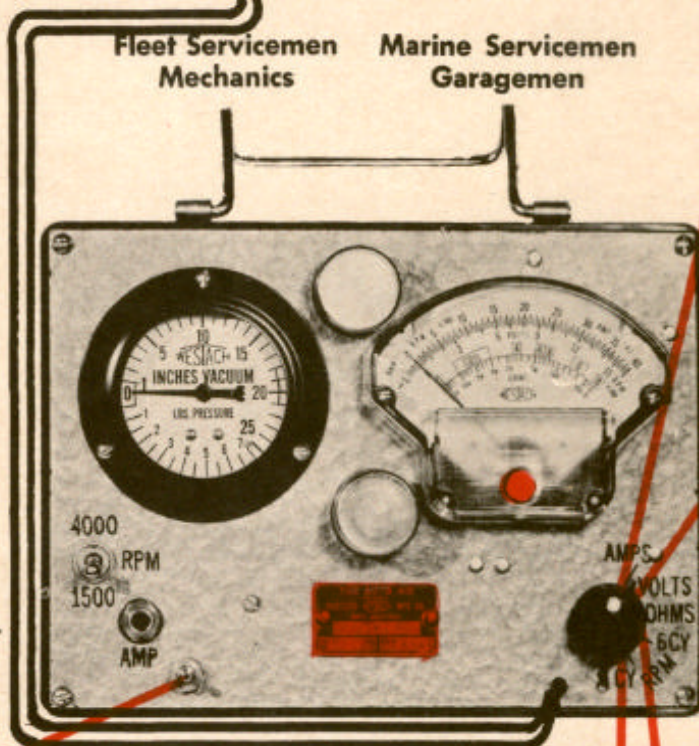
- ★ 80 ampere shunt
- ★ Resistors-volt, reg.
- ★ 1 ft. test lead
- ★ Diagram cards
- ★ Manual
- ★ Cover & clamps
6-3/4" x 9 1/4" x 4, 6 1/4 lbs.

VACUUM GAUGE

- ★ Carburetion
- ★ Fuel pump
- ★ Valve tests
- ★ Cylinder condition

Fleet Servicemen
Mechanics

Marine Servicemen
Garagemen



AMMETER—4 to 40 AMP.

- ★ Checks generator
- ★ Checks voltage regulator
- ★ Checks horn relay
- ★ Checks coil & lights

VOLTMETER 0-16 VOLTS

- ★ Battery
- ★ Generator circuit
- ★ Primary & Secondary
- ★ Spark plug current

TACHOMETER 1500 & 4000 RPM

- ★ Carburetor testing
- ★ Governor settings
- ★ Engine balance
- ★ Automatic transmissions

OHMMETER 50 to 50,000 OHMS

- ★ Checks coil
- ★ Checks condenser
- ★ Point spacing
- ★ Circuit testing

5

**Essential Test Instruments
Combined In 1 Rugged Portable**

CHOICE OF MODELS AVAILABLE, ALL 6 & 12 VOLT, 6 & 8 CYL.

CAT. H12V Complete as shown	- - - - -	\$95.00
CAT. H12 Less Vacuum gauge	- - - - -	\$85.00
CAT. H81V Tachometer 1600-8000 RPM, 4, 6, 8 cyl.		
Portable — with vacuum gauge	- - -	\$62.00
CAT. H81 Same as above—tachometer only	- -	\$52.00

Westberg Mfg. Co.

114 S. Coombs St. Napa, California, U. S. A.
Phone BAldwin 6-5218

Headquarters for the finest in tachometers
for all engine, marine, Industrial and Wind
speed indicators.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
DETROIT 32 MICHIGAN

KELVINATOR
AND LEONARD
APPLIANCES

April 10, 1957

ST #38

TO ALL METROPOLITAN DEALERS:

Enclosed are your copies of the Product Analysis Report covering a comparison of the Metropolitan with the Volkswagen.

This report has been developed so you and your salesmen will have the major comparative facts regarding these two fine imported cars in concise form for easy study and ready reference.

A thorough knowledge of your own and competitive products is a prime requisite of good salesmanship in any business. Obviously, such knowledge should never be used to "knock" the other product, but it can be most helpful in enabling you to better present the outstanding features and sound value of your own merchandise.

The information contained in this report has been secured from sources deemed most reliable and has been carefully screened; however, it cannot be guaranteed. We sincerely hope it will prove most helpful to you in your efforts to increase your Metropolitan sales and profits.

Any comments or suggestions you may care to make will be appreciated.

Very truly yours,

R. J. Molloy
Manager -
Sales Training Dept.

B
Enc.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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APPLIANCES

May 9, 1957

ST #43

To All Rambler Dealers

Subject: Mechanix Illustrated Reprint Mailer
"The Straight Word From The Man Who Knows"

When America's best known automotive writer, Tom McCahill, says it in Mechanix Illustrated that's the "Straight Word" from the man who knows to over a million readers who monthly read his article in this popular magazine.

And when Tom McCahill tells the Rambler story as he did in the March issue of Mechanix Illustrated, it's a terrific break for Rambler salesmen because Tom McCahill's endorsement is all the persuasion his followers need before they buy.

Motorists know Tom McCahill, appreciate his impartial analysis, his frank opinions and his intriguing style.

Car enthusiasts will appreciate his story which has been reprinted with his special permission. Here is a convincing mailing piece that will be read avidly and which will presell Rambler to the uninitiated.

A modest quantity of the Mechanics Illustrated reprint, "The Straight Word From The Man Who Knows" is being sent to you free of charge. Additional quantities may be purchased for direct mail distribution at \$.05 each. Please mail the attached order form with your requirements to your zone office today to be forwarded to Detroit. Reprints of the Mechanics Illustrated article must be ordered prior to May 15.

Yours very truly,

R. J. Molloy
Manager
Sales Training Dept.

pd
Enc.

MECHANIXS ILLUSTRATED REPRINT ORDER

TO: _____
(zone)

Here's our order for Mechanix Illustrated reprint mailer, "The Straight Word
From The Man Who Knows"

Quantity _____ Mechanix Illustrated @ \$.05

Imprinted in quantities of 500 or over @ \$.06 _____
(imprint)

Signed _____
(dealer)

Zone Approval _____

Please forward to Sales Training Department Detroit.



AMERICAN MOTORS CORPORATION

HUDSON AUTOMOBILES
NASH AUTOMOBILES
SPECIAL PRODUCTS

14250 PLYMOUTH ROAD
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APPLIANCES

May 9, 1957

STS# 44

To All Dealers

Subject: American Motors' Prospect System
Nylon Cord Tires - Insert

For today's speed and highways, motorists need tires with the lasting strength and safety of nylon cord.

Nylon Cord Tires are specified as standard equipment on the Rambler Rebel and can also be ordered for all other series cars. Sales indicate that many drivers demand nylon's extra strength and extra safety.

Nylon's safety and dependability is being sold to buyers in a current national magazine advertising campaign by DuPont. American Motors' salesmen taking advantage of the acceptance thus created can earn extra commissions by recommending nylon cord tires to owners who desire the best.

The facts on nylon cord tires, the sales features and benefits are well described on the Nylon Cord Tire Selling Slogan cards attached. Be sure that your salesmen are instructed on nylon and its advantages; discuss the subject as you distribute these cards to your salesmen for insertion in their American Motors' Salesmen's Prospect Handbooks.

Yours very truly,

R. J. Molloy
Manager
Sales Training Department

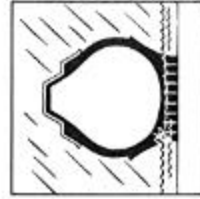
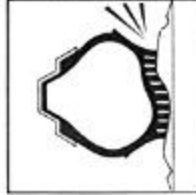
pd
Enc.

Nylon Cord Tires . . . an option for safety

In 1957, for the first time, American Motors is offering nylon cord tires as an added feature for safe driving.

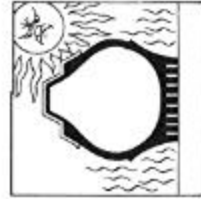
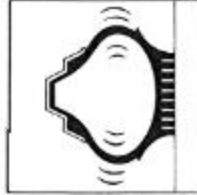
Here are some facts about nylon cord tires: the four things a tire cord must do—nylon does best . . .

1. RESISTS BRUISE DAMAGE: Nylon is remarkably tough and resistant to impact or bruise damage—the kind of damage that occurs in tire cord as a result of hitting holes, curbs, rocks or other obstructions in the road. Nylon means a better, safer tire . . . added resistance to blowouts.



2. RESISTS MOISTURE DAMAGE: A puncture hole, crack, or small cut in the tread or side wall of a tire allows moisture to seep in and permanently rob ordinary cord of its strength. Nylon's natural resistance to moisture damage gives a tire lasting strength and protection against failure from this cause.

3. RESISTS FLEX STRAIN: Every time a tire turns, it causes a flexing or bending action in the tire cord—more than half a million times for each thousand miles. Nylon has a natural resilience and resistance to flex failure . . . added to its toughness and great strength this means more protection . . . greater safety.



4. RESISTS HEAT DAMAGE: As a tire turns on the road, it builds up heat which can permanently damage the cord body. This damage occurs slowly . . . but surely . . . especially on long trips at high speeds which superheats ways make possible.

Nylon has greater resistance to heat damage than ordinary tire cord . . . and nylon's strength and flexibility make possible lighter, cooler running tires.

Why Should a Customer Spend More Money for Nylon Tires?

It doesn't take a puncture to get a flat tire. A tire weakened by bruises or heat can give out any time. That's why the extra strength and toughness of nylon cord tires is needed for the utmost protection against tire failure.

THERE IS NO PLACE FOR TIRE TROUBLE . . . NO TIME OR PLACE TO IGNORE TIRE SAFETY

The average driver drives 10,000 miles per year. There are many every day situations such as driving on high speed turnpikes, or on long vacation trips, or lonely roads at night, where tire trouble can mean danger or extreme inconvenience. It costs very little extra to have the priceless extra protection and dependability of nylon cord tires.

Where the going is tough, and safety and livelihood depends on top tire performance . . . more and more professionals are demanding nylon cord tires . . .

- COMMERCIAL AIRLINES
- LARGE SALES FLEETS
- TAXICAB COMPANIES
- CONTRACTORS
- RACING CARS
- TRUCK FLEETS

The same top tire performance is available for today's passenger cars . . . and more and more people are going to nylon cord tires.

Nylon tires cost more—but they deliver a great premium in performance. A premium in safety and peace of mind that can't be measured in dollars.

There is a strong campaign of Advertising and Promotion by tire manufacturers on nylon cord tires. Your customers are being pre-sold to the advantages of nylon. Take advantage* of this big program to show that American Motors offers the best in tires.

*Don't forget you earn larger commissions when you sell cars equipped with nylon cord tires.

NEWS BULLETIN

June 13, 1957

ST# 51

To All Rambler Dealers

Subject: 1957 Miniature Model X-Ray Ramblers

You will appreciate being reminded that Miniature Model X-Ray Ramblers are available on the 1957 product.

These scale model 1957 Ramblers are constructed of a transparent plastic outer shell enabling a viewer to see through to the inner panels. The inner structure is divided by a mirror so that a viewer may compare on one side the disadvantages of old-fashioned separate body and frame assembly and the safer, more rigid assembly of single-unit construction.

Suitably packaged, Miniature Model X-Ray Ramblers may be purchased on order from your zone at a net price of \$3.00 each. We are enclosing an order form so that you can secure this valuable sales tool for each of your salesmen if they do not already have one.

Yours very truly

R. J. Molloy Manager
Sales Training Department

pd

Enc.



1957 MINIATURE MODEL X-RAY RAMBLERS

TO: _____
(zone)

Here's our order for 1957 Miniature Model X-Ray Ramblers

Please ship _____ to:

Dealership _____

Street _____

City, State _____

Signed _____

Zone Approval _____