

# Parts Merchandising Bulletins

1950 - 1956

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1950

## Parts Merchandising Bulletins



# Parts Merchandising Bulletin

(500 SERIES)

Number

1

Date

11/23/49

Subject

AVAIL-  
ABILITY  
OF TRANS-  
MISSION  
GEAR

TO ALL DEALERS:

The following transmission gear assemblies have been available in limited quantities only during the past months, but now our stock is sufficient to make immediate shipment to Dealers:

<u>Part No.</u>	<u>Description</u>	<u>Models</u>	<u>Unit Per car</u>	<u>List</u>	<u>Dlr. Net</u>
F 42110	Drive Gear 34-35 Hud.	33-34-35 Terr.	1	\$ 6.00	\$ 4.20
BT 42123	Low & Reverse Gear	33 Terr.	1	3.45	
BT 42126	Low & Reverse Gear	33 Terr.	1	4.00	
F 44171	Low & Reverse Gear	34 Hud.-Terr	1	5.75	
F 47291	Main Drive Gear	1935-1939,1940 except Model 40	1	12.50	9.38
F 47301	Counter-Shaft	1935 Hud.-Terr.	1	4.00	3.00
F 47302	Inter. Gear	1935-1937 All	1	4.75	3.33
F 47304	Low & Reverse Gear	1935 Hud.-Terr	1	4.00	
F 47308	Reverse Gear	1935 Hud.-Terr.	1	4.25	
F 150144	Low & Rev. Gear	1936-37 Hud.-Terr.	1	5.25	
F 150146	Counter-Shaft	1936-37 Hud.-Terr	1	4.25	3.19
F 150163	Counter-Shaft Drive	1936-37 Hud.-Terr.	1	6.75	
F 150166	Low & Rev. Gear	1936-37 Hud.-Terr.	1	4.00	3.00
F 150197	Reverse Gear	1936-40 All	1	4.25	2.98
F 150209	Shift Sleeve	1936-37 All	1	5.00	
F 151788	Reverse Gear	1936-40 All	1	6.75	5.06
F 154551	Counter-Shaft	1937 All	1	4.75	3.56
F 155524	Mainshaft Assy.	1938-39 All, 1940 without OD	1	5.25	
F 155527	Low & Rev. Gear	1938-39 All, 1940 without OD	1	5.75	
F 155529	Counter-Shaft	1938-40 All	1	4.00	3.00
F 155533	Ctr-Sft Drive Gear	1938-39 All, 41-48	1	7.00	4.73
BT 155534	Inter. Gear	1938-39 All, 41-48	1	5.00	3.50
F 155535	Low & Rev. Gear	1938-40 All	1	4.50	
F 159533	Main Drive Gear	40, 41 X	1	12.50	9.38
F 159539	Inter. Gear	40, 41 X	1	4.75	
F 160582	Main Shaft Assy O/D	1940 All	1	6.00	4.50
F 160584	Shift Sleeve	1940 All	1	3.25	2.44
F 160586	Low & Rev. Gear O/D	1940 All	1	4.50	
F 163907	Main Drive Gear	10 with Std. Engine	1	12.50	9.38

(Over)

Subject

The aforementioned gear assemblies are individually packaged in attractive cartons for useful display purposes, and assurance against damaged merchandise.

Dealers, when purchasing Genuine Hudson Engineered Gears are assured of ... ORIGINAL EQUIPMENT ... PEAK PERFORMANCE ... and ... GUARANTEED QUALITY.

Dealers, in replenishing their stock, should order the aforementioned transmission gears on the attached order blank.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEERED PARTS ASSURE COMPLETE CUSTOMER  
SATISFACTION

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 2)



# Parts Merchandising Bulletin

Number

2

Date

11-28-49

Subject

SIX CYL.  
REBUILT  
ENGINES  
MODEL  
USAGE  
REVISION

TO ALL DEALERS:

This is a revision to all Parts Merchandising Bulletins issued with regard to our C & K Rebuilt Six (6) Cylinder Engines.

Our previous bulletins list the following model information:

<u>Part No.</u>	<u>Model and Year</u>
C 302301	1936 All, Plus 1937 Models 70, 71 and 78 Long Stroke
C 302302	1937 (Models 72, 73 Only), 1938-1939 Long Stroke

PRESENT  
MODEL  
INFORMA-  
TION

The above model information on C & K Rebuilt Engines has been corrected as follows:

<u>Part No.</u>	<u>Model and Year</u>
C 302301	1936 All - Long Stroke
C 302302	1937-1938-1939 All - Long Stroke

NEW  
MODEL  
INFOR-  
MATION

Please see that all records are changed and everyone concerned with the Rebuilt Engine Program is notified.

NOTIFY  
ALL  
CONCERNED  
OF MODEL  
CHANGE

-----  
H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEERED PARTS ASSURE COMPLETE CUSTOMER SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION HOLDERS AS BULLETIN NO. 3).



# Parts Merchandising Bulletin

Number

3

Date

12-4-49

Subject

HUDSON  
REMANU-  
FACTURED  
ENGINES -

NOW  
AVAILABLE

PART  
NUMBER

AND

PRICE  
SCHEDULE

NEW  
ENGINE  
PART  
NUMBERS  
REMAIN  
SAME

TO ALL DEALERS:

New part numbers and prices have been assigned to our Hudson ... REMANUFACTURED ... Engines which are as follows:

<u>Part No.</u>	<u>Description</u>	<u>Models</u>	<u>List</u>	<u>Dlr. Net</u>
C 303858	Remanufactured Engine With Std. Head	480 & 490 Super & Comm. 6	\$ 330.00	\$ 247.50
C 303859	Remanufactured Engine With Alum. Head	480 & 490 Super & Comm. 6	340.00	255.00
C 303860	Remanufactured Engine With Std. Head	480 & 490 Super & Comm. 8	385.00	288.75
C 303861	Remanufactured Engine With Alum. Head	480 490 Super Comm. 8	397.25	297.94

Part numbers on the new engine assemblies will remain the same:

<u>Part No.</u>	<u>Description</u>
C 300654	Engine With Std. Head - 6 Cyl.
C 300655	Engine With Alum. Head - 6 Cyl.
C 300656	Engine With Std. Head - 8 Cyl.
C 301569	Engine With Alum. Head - 8 Cyl.

We would like to take this opportunity to reacquaint our Dealers with our Hudson ... REMANUFACTURED ... Engine:

1. REMANUFACTURED ... in Hudson Motor Car Company Service Machine Shop by Hudson trained personnel,
2. REMANUFACTURED ... to the exacting specifications of the Hudson Motor Car Company Engineering Department.
3. REMANUFACTURED ... engines are complete with the exception of clutch, transmission, electrical equipment, carburetor assembly and air cleaner.

(OVER)

- 2 -

4. REMANUFACTURED ... engines are block tested before shipment assuring Dealers and their customers of new engine efficiency.
5. REMANUFACTURED ... engines carry the usual manufacturer's warranty Of ninety (90) days or four thousand (4,000) miles, whichever occurs first.
6. REMANUFACTURED ... engines are competitively priced with other automotive manufacturers who have replacement engines meeting the same specifications as the Hudson ... MANUFACTURED ... Engine.

The Hudson Six (6) and Eight (8) Cylinder ... REMANUFACTURED Engine is available for immediate shipment and can be obtained on the attached order blank.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEERED PARTS ASSURE COMPLETE CUSTOMER  
SATISFACTION

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 6)



# Parts Merchandising

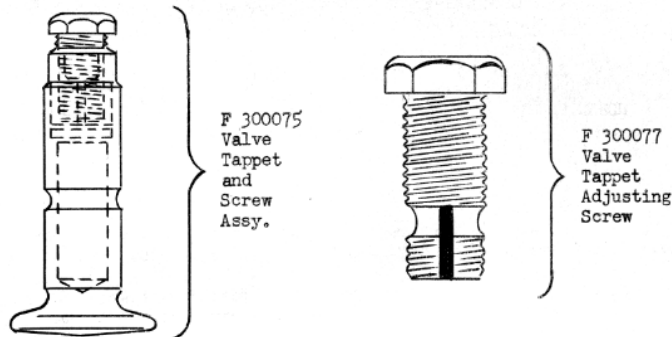
## Bulletin

(490 SERIES)

TO ALL DEALERS:

We would like to bring to the attention of Dealers that the detail parts of our Valve Tappet and Screw Assy, for the 480-490 and 500 Model six (6) cylinder engine are now available for Service,

Dealers have the option of purchasing either the F 3000759 Valve Tappet and Screw Assy., or F 300077, Valve Tappet Adjusting Screw, as illustrated below:



Installing a complete Valve Tappet and Screw Assy. in our 480-490 and 500 Model six (6) cylinder engine necessitates removing such assemblies as - camshaft, radiator core, front end timing chain and sprocket, etc., and is considered a major repair job. Therefore, our Service Department has requested that the detail parts of F 300075., Valve Tappet and Screw Assy., be made available so it will not be necessary to penalize a Hudson Owner for a major repair job when it is only necessary to replace a worn Valve Tappet Adjusting Screw.

Any additional information you may require on this operation can be obtained from our Technical Service Department,

Dealers will order their requirements on their next Monthly Stock Order Pad.

H. L. TEMPLIN  
PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEERED PARTS ASSURE COMPLETE CUSTOMER SATISFACTION

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 8 ).

Number

4

Date

12-16-49

Subject

480-490-500  
MODEL  
VALVE  
TAPPET  
AND SCREW  
ASSY. DETAIL  
PARTS NOW  
AVAILABLE

ORDERING  
OPTION

COMPONENT  
PARTS

INSTALLATION  
OF ASSY.  
COMPLEX -

INSTALLATION  
OF SCREW  
EASY

ADDITIONAL  
INFORMATION  
OBTAINABLE

ORDER ON  
NEXT STOCK  
ORDER PAD

1 9 5 1

Parts Merchandising Bulletins



## Parts Merchandising Bulletin

Number  
13

Date  
8/1/51

Subject

**TO DEALERS:**

We are pleased to announce the availability of a Intake Manifold Kit for use with two WA1 or 2YF Carter Carburetors and two AC Air Cleaners

The Kit consists of an aluminum casting which replaces the intake manifold for a single dual carburetor, the necessary linkage and attaching parts for throttle control, Installation Instructions are also included.

The following part number and description on apply:

SP 306216 Hudson Intake Manifold Kit for Dual Carburation Models 5A, 6A and 7A

Price resale schedule will be announced in the immediate future.

This Kit is designed for use on all 5A, 6A and 7A Models and gives performance that will be exciting even to people who have become accustomed to Hudson's outstanding leadership,

A substantial market is available thereby opening up new profit opportunities for Hudson Dealers.

-----

C. C. MCKELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

HUDSON DUAL (2)  
CARBURETOR INT.  
MANIFOLD KIT

ALUMINUM MAN.  
AND ATTACHING  
PARTS.

PART  
NUMBER

PRICES LATER

ALL 5A, 6A, and  
7A MODELS

EXCELLENT  
MARKET

1 9 5 2

Parts Merchandising Bulletins



## Parts Merchandising Bulletin

Number

8

Date

5-12-52

Subject

TWIN  
CARBURETOR  
KITS -  
5B - 6B

PART  
NUMBER

PLACE ORDER  
NOW

**TO DEALERS:**

The following part numbers and price resale schedules have been released for the Twin Carburetor Installation Kits on Models 5B and 6B:

Part No.	Description	List	Dealer Not
SP 307554	Twin Carburetor Installation Kit Model 5B	\$125.00	\$81.75
SP 307555	Twin Carburetor Installation Kit Model 5A, 6A, 6B	125.00	81.75

Above prices not subject to adjustment outlined in Numerical Parts Price List Revision Sheet 52-1 dated December 27, 1951.

Every effort is being made to have the above kits available for shipment within a reasonable time. It is recommended that you place orders to cover your nominal requirements.

-----  
C. C. MC KELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING



# Parts Merchandising Bulletin

Number	16
Date	9-8-52
Subject	

TO ALL DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

SELL. . .Engine Cooling Service during September, October and November, as this Service is profitable and easy to sell,

SELL. . .

Engine Cooling Service is highly recommended by the SERVICE DIVISION of the HUDSON MOTOR CAR COMPANY before adding Anti-Freeze, as summer accumulation of rust., scale and sludge will impair the operation of the Cooling System if not removed from the radiator.

ENGINE

If this is fully explained to every car Owner that visits your service shop or parts counter during the next three months, the greater majority will purchase this Cooling Service either through your service shop or at retail level.

COOLING

SERVICE

The eye-catching wall card (copy attached) displayed at your service write-up desk is designed to invite many inquiries on Engine Cooling Service with Hudson Approved items. This merchandising piece is also the cover of the Fast Moving Parts Order Pad for September and can be detached for display at the Parts Department. Don't overlook the sales value of an attractive display of Cooling Service items, using the merchandising card as an eye-stopper.

EYE-

CATCHING

Use the attached order blank for ordering. . Cleaner and Neutralizer, HS 165922, Radiator Flush., HS 166548, Stop Leak, HS 165896 and Rust Resistor, HS 165923.

WALL

CARD

DISPLAY COOLING SERVICE ITEMS. . .  
AND YOU WILL SELL COOLING SERVICE!

USE  
ATTACHED  
ORDER BLANK

-----

H. L. TEMPLIN  
PARTS MERCHANDISING



# Parts Merchandising Bulletin

Number

18

Date

9-25-52

Subject

TO DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

We are pleased to introduce the newest and ... finest Chrome Piston Ring Set for Service Replacement on the market today HUDSON "KROMEX" PISTON RING SET.

Hudson "Kromex" Piston Rings have many points of superiority not found in other chrome ring sets such as:

1. A heavy body of chrome on the upper compression ring that doubles resistance to heat, corrosion,, friction, scuffing and border-line lubrication,
2. The upper oil ring has the exclusive full-flow spring with a heavy layer of chrome added to the steel segments, thereby reducing friction and doubling life of the ring. Oil rings are further improved by GRANOSEALING sides of the steel segments, thus each section has independent flexibility giving better oil control, even to badly tapered and out-of-round cylinders.

The automotive trade will be informed of Hudson "Kromex" Piston Ring Sets in the September 29th issue of Automotive News (copy enclosed) and October 15th issue of Automotive Industries.

Also enclosed is an attractive three-color 42" x 20" wall poster for Dealers to display in their Service Shops announcing Hudson "Kromex" Piston Ring Sets to their Owners. Included is a four page brochure giving full data on Hudson "Kromex" Piston Ring Sets.

Zones and Distributors now have Hudson "Kromex" Piston Ring Sets in stock. Use the attached order blank TODAY for ordering your initial supply.

TO PUT IT SIMPLY, "KROMEX" IS THE FINEST PISTON RING SET EVER PRODUCED FOR SERVICE REPLACEMENT

-----

H. L. TEMPLIN

PARTS MERCHANDISING

ANNOUNCING  
HUDSON  
"KROMEX"  
PISTON RING  
SET

SUPERIOR  
FEATURES

AUTOMOTIVE  
TRADE  
ANNOUNCEMENT

4-PAGE  
BROCHURE

ORDER TODAY!!

1 9 5 3

Parts Merchandising Bulletins



# Parts Merchandising Bulletin

Number

2

Date

10-1-53

Subject

POWER

BRAKES. . .

HEAVY

DUTY

BRAKE

FLUID

TYPE 21B

ORDER

BRAKE

FLUID

TODAY

TO ALL DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

For servicing Power Brakes on "D" Series Cars ... A HEAVY DUTY BRAKE FLUID, TYPE 21B is required.

Part numbers and prices are:

Part No.	Description	List	Whlse. Net	Dealer Net
SP 311051	Hydraulic Brake Fluid, 12 oz. (Heavy Duty, Type 21B)	\$ .75	\$.53	\$.45
SP 311054	Hydraulic Brake Fluid, 1 gal. (Heavy Duty, Type 21B)	8.25	6.19	4.95

General Technical Policies and Information Bulletin No. 1 dated September 8, 1953, fully explains the necessity of servicing Power Brakes with Heavy Duty Brake Fluid, Type 21B . . . and if not used as prescribed, owners will experience eccentric brake operation and/or possible brake failure.

SP 166177 (12 oz.) and SP 151968 (gallon) Brake Fluid, Type 21 is to be used for servicing Hudson Cars not equipped with power brakes.

Both types of Brake Fluid are now available and the attached order blank has been provided for Dealers to order their INITIAL SUPPLY OF HEAVY DUTY BRAKE FLUID and replenishing their standard type Brake Fluid.

YOUR CUSTOMERS DESERVE THE BEST -  
MAKE IT AVAILABLE TO THEM -  
ORDER BRAKE FLUID TODAY!!

-----

H. L. TEMPLIN  
PARTS MERCHANDISING



# Parts Merchandising Bulletin

Number

19

Date

Subject

Announcing the new ... HUDSON TOUCH-UP LACQUER.. Program.

ANNOUNCING

This finer Touch-Up Program promises Dealers FASTER delivery and better color availability and is as follows!

THE NEW ...

PACKAGING . . . Genuine Hudson Refinishing Lacquers will be supplied in a 1 oz, non-breakable bottle reduced to brushing consistency with top quality stripling thinner requiring no further reducing.

HUDSON

LABEL. . . Label will be in Hudson's attractive color design . . . listing Part Number, Code Number and color Description.

TOUCH-UP

NYLON BRITISH . . . For the application of Hudson Touch-Up Lacquer a genuine nylon bristled brush inserted into the bottle cap is provided assuring an even flow of lacquer when applied.

LACQUER

CEL--O-SEAL BAND . . . Cel-O-Seal Band is provided around the cap of all bottles to prevent leakage and drying out of lacquer.

PROGRAM

PRICE SCHEDULE . . . List	Whlse. Net	Dealer Net
\$ .45	\$ .32	\$ .29

PART NUMBER AND DESCRIPTION . . .

<u>Part No.</u>	<u>Description</u>	<u>Year</u>	<u>Supersedes Part No.</u>
HS 176072	Ebony Black, 1 oz.	1949-53	HS 175379
HS 176074	Texas Tan, 1 oz.	1950-51-52	HS 175660
HS 176153	Cornish Cream, 1 oz.	1950-51	HS 175664
HS 176133	Bali Blue, 1 oz.	1950-51	HS 175687
HS 176154	Dark Maroon, 1 oz.	1950-51	HS 175746
HS 176155	Pacific Blue., 1 oz.	1951	HS 175818
HS 176156	Northern Gray, 1 oz.	1951	HS 175819
HS 176157	Newport Gray, 1 oz.	1951	HS 175820
HS 176077	Jefferson Green, 1 oz.	1951-52	HS 175821
HS 176078	Naples Green, 1 oz.	1951-52	HS 175822
HS 176079	Toro Red, 1 oz.	1951-52	HS 175823
HS 176158	Dark Platinum.,1 oz.	1951	HS 175825
HS 176080	French Gray, 1 oz.	1951-52	HS 175875
HS 176159	Neptune Blue-Green, 1 oz.	1951	HS 175898
HS 176160	Burgundy Maroon, 1 oz. 1951	HS 175906	

NEW

PART

NUMBERS

AND

DESCRIPTION

Subject

PAGE TWO

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NEW

PART NUMBER AND DESCRIPTION (Cont'd) . . .

PART

Part No.

Description

Year

Supersedes

Part No.

NUMBERS

HS 176161	Corinthian Cream, 1 oz.	1951	HS 175913
HS 176162	Admiral Blue, 1 oz.	1951	HS 175920
HS 176073	Boston Ivory, 1 oz.	1952	HS 175977
HS 176081	Symphony Blue-Green (Light), 1 oz,	1952	HS 175978
HS 176076	Jupiter Gray, 1 oz..	1952	HS 175980
HS 176082	Broadway Blue, 1 oz.	1952	HS 175981
HS 176075	Southern Blue, 1 oz.	1952	HS 175982
HS 176083	Gulf Green, 1 oz.	1952,	HS 176019
HS 176084	Symphony Blue-Green (Dark), 1 oz,	1952	HS 176027
HS 176085	Velchrome	All	

AND

DESCRIPTION

ORDER

The new Program becomes effective with 1951 colors . . . replacing our present Touch-Up (3 oz. can) Program.

TODAY

The new 1 oz. bottle of Touch-Up Lacquer is now available for IMMEDIATE delivery! Order your requirements of 1951 through 1952 Touch-Up Lacquer on the attached order blank TODAY!

-----

H. L. TEMPLIN

PARTS MERCHANDISING

1 9 5 6

Parts Merchandising Bulletins



# AMERICAN MOTORS CORPORATION

14250 PLYMOUTH ROAD

DETROIT 32, MICHIGAN

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

KELVINATOR  
AND LEONARD  
APPLIANCES

## Parts Merchandising Bulletin

### 1956 PARTS AND ACCESSORY ORDER POLICY

Effective October 1, 1955, two semi-monthly parts orders will be shipped prepaid. A minimum net total of \$100.00 Parts is required. Accessories in any amount can be included with the semi-monthly prepaid orders. This arrangement will take care of more than 90% of Dealer Parts and Accessory requirements. Placing two stock orders each month will better regulate the replenishment of Dealer inventory.

Beginning October 1, 1955, a new obsolescence plan is placed in effect. On each semi-monthly Parts Order (\$100 minimum) shipped prepaid, you will be given an additional 3% DISCOUNT on the PARTS NET TOTAL to cover obsolescence.

IN ADDITION, you will receive an EXTRA 2% on the NET TOTAL of your PARTS ACCOUNT (which will include Accessories) when paid by the 10th of the following month.

The 3% rebate established December 1, 1954 to provide for obsolescence is terminated as of September 30, 1955.

To qualify for prepaid shipments and the additional 3% discount, it is necessary TO USE the PARTS and ACCESSORY ORDER PAD for your SEMI-MONTHLY STOCK ORDERS. This order pad includes more than 3,500 items and is extremely convenient for Dealer use. Blank lines are provided at the end of each Parts Group where additional items can be added.

It is also required that the semi-monthly Parts and Accessory Order be mailed on DUE DATES which will be FURNISHED by your ZONE PARTS AND SERVICE MANAGER.

Number

1

Date

9-21-55

Subject

SEMI-MONTHLY PREPAID PARTS ORDERS

NEW 3% OBSOLECENCE PLAN

EXTRA 2% PARTS ACCOUNT PAYMENT

3% REBATE CANCELLED

MUST USE ORDER PAD

MAIL ORDERS ON DUE DATES



# AMERICAN MOTORS CORPORATION

14250 PLYMOUTH ROAD

DETROIT 32, MICHIGAN

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

KELVINATOR  
AND LEONARD  
APPLIANCES

## Parts Merchandising Bulletin

PAGE 2

Hudson Dealers can now obtain a total additional discount on 90% of their Parts and Accessory Orders. The necessary provisions to qualify for the extra 3% and 2% are only good business operating principles.

The plus 5% Parts discount AND the prepayment of two Parts and Accessory Orders monthly offers Hudson Dealers MORE GROSS PROFIT.

IT CERTAINLY PAYS TO BUY AND SELL GENUINE

HUDSON PARTS AND ACCESSORIES!

HUDSON MOTORS Division  
American Motors Corporation

C. C. MC KELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

Number

1

Date

9-21-55

Subject

5% TOTAL  
EXTRA  
DISCOUNT  
AND  
PREPAID  
SHIPMENT

PLUS  
PROFIT



# AMERICAN MOTORS CORPORATION

14250 PLYMOUTH ROAD

DETROIT 32, MICHIGAN

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

KELVINATOR  
AND LEONARD  
APPLIANCES

## Parts Merchandising Bulletin

Number

4

Date

3-25-55

Subject

Effective immediately . . . .

The sale of National Batteries through American Motors Parts Warehouses and Hudson Zone Parts Warehouses is withdrawn.

Hudson Dealers are requested to purchase replacement battery requirements from the local National Battery Distributor.

Policy adjustments on National Batteries will also be handled by National Battery Distributors.

Gould National Batteries, Inc., St. Paul, Minnesota is notifying all field personnel and distributors of this change in policy.

NATIONAL

BATTERY

PROGRAM

CANCELLED

HUDSON MOTORS  
Division American Motors Corporation

C. C. McKellar

Manager  
Parts & Accessory Merchandising



# AMERICAN MOTORS CORPORATION

14250 PLYMOUTH ROAD

DETROIT 32, MICHIGAN

HUDSON AUTOMOBILES  
NASH AUTOMOBILES  
SPECIAL PRODUCTS

KELVINATOR  
AND LEONARD  
APPLIANCES

## Parts Merchandising Bulletin

Bin System Planographs for Dealer use in rearranging Parts Departments are now available at Warehouses. Planographs available in 8, 12, 16, 24 and 32 Bin Systems will be furnished Dealers on a Date GRATIS basis. With each Planograph are complete instructions which enable Dealer Parts Managers to immediately proceed with this work.

The Parts Bin Systems are identified as follows;

<u>FORM NO.</u>	<u>BIN SYSTEM NO.</u>	<u>BIN UNITS IN SYSTEM</u>
F-9244	B-13	8
F-9245	12-B	12
F-9246	16-B	16
F-9247	24-B	24
F-9248	32-B	32

Rearrangement of Hudson Dealer Parts Bins according to numerical group sequence is of first importance. The numerical group sequence is found in the 1955 Rambler Parts Catalogue, the 948 thru 1954 Master Parts Catalogue, the Parts Stocking Guide and the Parts and Accessories Order Pad. Future parts catalogues will also use the same sequence. Consequently, in the rearrangement, you are organizing your Parts Department on a PERMANENT basis.

The operating efficiency of Dealer Parts Departments will be improved many times with parts located in numerical group sequence. Parts Orders can be made up from a physical check of the bins and the items automatically listed in the proper order. Parts received from warehouses are listed on packing slips in the same sequence and can, therefore, be put away with a minimum of effort.

All Hudson Dealers certainly appreciate the assistance the new Bin System Planographs offer. It is recommended that you immediately order the system applicable to your Parts Department and complete the rearrangement as quickly as possible.

HUDSON MOTORS Division  
American Motors Corporation

C. C. MC KELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

Number

5

Date

4-1-55

Subject

NEW

PARTS

BIN

SYSTEM

PLANOGRAPHS

AVAILABLE

ORDER

YOURS

TODAY