

# **HUDSON MOTOR CAR CO.**

## **Parts Merchandising Bulletins**

1951-1952 Series

1951

No. 13 - Dual Carburetor Intake Manifold Kit

1952

No. 8 (SP-72) - Twin Carburetor Kits - 5B, 6B

No. 16 (SP-94) - Sell Engine Cooling Service

No. 18 (SP-98) - Hudson "Chromex" Piston Ring Set





# Parts Merchandising Bulletin

Number

13

Date

8/1/51

Subject

TO DEALERS:

We are pleased to announce the availability of a Hudson 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 carburetors the necessary linkage and attaching parts for throttle control, Installation Instructions are also included.

The following part number and description 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.

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C, C, MC KELLAR  
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



# 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.

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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

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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

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H. L. TEMPLIN

PARTS MERCHANDISING

ANNOUNCING  
HUDSON  
"KROMEX"  
PISTON RING  
SET

SUPERIOR  
FEATURES

AUTOMOTIVE  
TRADE  
ANNOUNCEMENT

4-PAGE  
BROCHURE

ORDER TODAY!!