



Parts Merchandising Bulletin

12
Date
8-3-53
Subject

TO ALL ZONES AND OTHER DISTRIBUTORS:

Hudson is pleased to announce the immediate availability of the...NEW HIGH PERFORMANCE 7X SKELETON ENGINE ASSEMBLY...adaptable to all 7A, 7B and 7C Hornet Models,

CONSISTS OF THE FOLLOWING MAJOR PARTS

- * Cylinder Assembly (Hornet)
- * Cylinder Head Assembly
- * Cylinder Head Gasket
- * Crankshaft
- * Inlet Valves*
- * Exhaust Valves*
- * Pistons (Knurlized)*
- * Camshaft *
- Connecting Rods
- Timing Chain
- Crankshaft Sprocket
- Valve Springs
- Valve Tappets & Adjusting Screws
- Crankshaft Sprocket

*ESPECIALLY DESIGNED, MANUFACTURED AND FITTED FOR THE NEW 7X ENGINE.

PRICE SCHEDULE:

Part No.	Description	List	Whlse. Net	Dealer Net	Zone-Dist. Net
C 309395	Skeleton Engine - 7X	\$385.00	\$336.88	\$286.75	\$250.25

For those who want extra high performance, the new Hudson 7X Engine completely fills the need. Initially engineered for police cars and high altitude work, the 7X Engine is becoming increasingly popular with drivers who desire even greater acceleration and higher top speed.

There are some Hudson Hornet Owners in every Dealer city who want the outstanding performance of this Engine. Be sure they are acquainted with its availability.

PLACE YOUR ORDER NOW ON THE ATTACHED ORDER BLANK.

Zones and Distributors should also use the attached order blank for ordering, forward it to the attention of the writer.

IDENTIFICATION

1. 11 HEAD STUDS
2. NO SERIAL NUMBER.

X ~~INDICATE~~ OVERSIZE OR SPECIAL TO THIS ENGINE ONLY.

H. L. TEMPLIN
PARTS MERCHANDISING

(THIS BULLETIN WITH ZONE-DISTRIBUTOR NET PRICES OMITTED IS BEING MAILED TO DEALERS AND SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 12.)

AVAILA
NEW
HIGH
PERFOR
7X
SKELET
ENGINE
ASSEMB

PRICE
SCHEDULE

TELL
AND
SELL

ORDER
BLANK
ATTACH

FORM 111