

HUDSON MOTOR CAR COMPANY

ACCESSORIES

1936-1937

I N D E X

Hudson Tourite Camping Equipment

Approved Accesories Display Cabinets

Permanent Service Merchandising

Radio Sales Brochure

Ash Trays

Water Temperature Gauge for DeLuxe Models

Perfect Seal Gasket Paste

HUDSON MOTOR CAR COMPANY

SALES DEPARTMENT BULLETIN
1936 SERIES

rm 8403

NO. _____
36-5098

Date _____
6/24/36
Subject and
Item Number

TO ALL DEALERS:

There is an ever-growing demand on the part of motorists for camping equipment that is adaptable for use with their cars.

Many of these people are greatly influenced in the purchase of a particular car that has the needed inside body room to provide for sleeping accommodations and additional space for packing the camping equipment while enroute.

All 1936 Hudson and Terraplane Broughams and Sedans offer this greatly desired Combination when equipped with the "TOURITE" camping outfit as illustrated and described in the enclosed folder.

All 1934 and 1935 Hudson and Terraplane Coaches and Sedans, equipped with trunk and fender well, also offer this greatly desired combination.

This new combination offers you a timely showroom display for the summer and fall months to increase interest and floor play, as well as possibilities for extra profit from sales to your customers.

This company is not entering into the sale of the "Tourite". We have secured for Dealers a low list price of \$59.90, f.o.b. Chicago, Illinois, for complete "Tourite" outfit -- placing it within reach of everyone. Dealer's discount is 25% of list or net price of \$44.90, with a gross profit of \$15.00.

Order through your distributor or direct from supplier, Point of Sales Co., 201 North Wells Street, Chicago, Illinois.

Order one "Tourite" outfit for display in your showroom and get your share of this new market. Order form enclosed for your convenience.

M. M. Roberts
Sales Promotion Manager.

Now! HUDSON-TERRAPLANE
brings you
TOURING ECONOMY



with **TOURITE**

At Last! [FOR ALL 1936 MODELS] Except Coupes a Floor Display that PAYS for itself at a PROFIT to YOU

1. PROFIT on INCREASED CAR SALES
2. PROFIT on SALE of TOURITE

TOURITE (a complete Camping-Touring unit) adds a new utility feature to Hudson and Terraplane which will influence many additional new car sales.

It is an attractive showroom display, effective not only now, but for many months to come right through the late fall tourist season.

Increases floor play — makes immediate car buyers of many waiting prospects.

Stimulates Salesman to renewed activity with something "new" to talk about.

Emphasizes Roominess of Hudson and Terraplane which alone will help sell a prospect.

Costs you nothing, in the sense that it can always be sold returning your original investment PLUS A PROFIT.

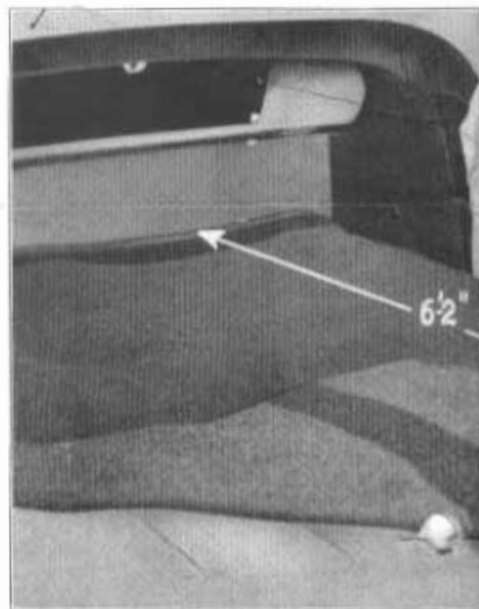
Adds to your profit per car, every car buyer being a potential prospect for TOURITE to be included in the original sale.

TOURITE can be used with ALL 1936 Hudson and Terraplane coaches and sedans. For 1934 and 1935—can be used only with models having trunk and fenderwell.

Entire equipment packs conveniently into luggage compartment with room for travelling bag or two, and can be removed and set up in 15 minutes.



HUNTING -- FISHING



A snug, comfortable bed for two people
 Rear back cushion

THIS CO
 12 UNIT
 \$59

Now Ready for
 See Complete List

Tent and Bed Unit

\$37.75 LIST

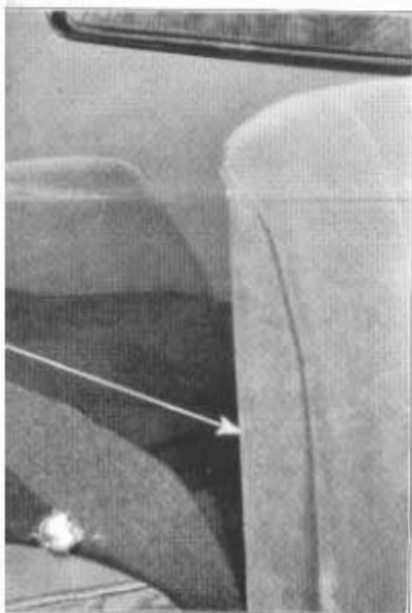
CONSISTS OF ITEMS 1, 2, 3, 4 and 10

TAKE THE OPEN ROAD TO



AT THE BEACH

TOURING



*fine KAPOK mattress always fluffy,
even as spring*

**COMPLETE
OUTFIT
\$90
LIST**

36 Models!
Back Cover

Bed Unit

\$1290 LIST

CONSISTS OF ITEMS 2, 3 and 4

ALL EQUIPMENT
(All 12 Items Listed On Back Cover)
**PACKS EASILY INTO
LUGGAGE COMPARTMENT**

TOURITE answers the crying need of thousands of persons who want the independence of an automobile for living as well as transportation.

It eliminates the general objection to trailers for this purpose, with their much greater first cost and increased expense and inconvenience to "haul around"—as well as to store when not in use.

Yet it has the one real advantage of a trailer—a roomy, comfortable bed, inside the car off the ground and out of draft. Packs conveniently with room to spare. Easily removed and set up in just a few moment's time.

HUNTING FISHING

Every vacationist a prospect. Tourite includes everything needed, from bed to kitchen. Gasoline stove and gasoline lantern adds to convenience—fuel is always to be had in car gas tank.

AT THE BEACH

Ideal for the family even for just a week-end or afternoon at the beach. Assures privacy in dressing and affords shade and comfort during the picnic luncheon, with netting protection against insects.

TOURING

Gives real independence of travel. Stop at any beautiful spot to put up for the night or the week. No tourist camps, hotels, or other restrictions. Water bag included so you can even carry your own fresh water.

A GREAT NEW MARKET!

12 UNITS

When bought
as Complete Kit

\$59⁹⁰
LIST

Bed Unit . . . \$1290 LIST
CONSISTS OF ITEMS 2, 3, 4

Tent and Bed Unit . \$3775 LIST
CONSISTS OF ITEMS 1, 2, 3, 4, 10

- 1** **AUTO CANOPY**—Specially constructed for use with automobile. Size 6' x 11', five feet extends over roof of car and ties down on opposite sides with three 48" web straps (to wheel, door handles, and hood handle). Six feet extends out from car as an awning, supported by two telescopic steel poles. Two solid curtains and one bobinette curtain furnished, interchangeable for sides or front. Material is high grade, waterproofed 10 oz. drill, olive green color. Complete with poles; six all steel stakes; two tie down ropes. **\$25.00**
- 2** **MATTRESS**—56" x 75"—of genuine Kapok, securely quilted, olive green drill material. Comfortable—always soft as down. Pressure of constant rolling does not destroy fluffiness of Kapok. Clean and dry—Kapok does not absorb moisture **\$10.00**
- 3** **FILL PAD**—Olive drab material, well filled with clean, new cotton and jute padding. Used for "fill" and warmth over rear seat pan (rear seat removed when making up bed) **\$3.50**
- 4** **CAR WINDOW SCREEN**—Heavy window screen cut to shape to fit in window channels. Edges securely sewn with webbing. Gives perfect ventilation and protection **75c**
- 5** **FOLDING CAMP TABLE**—All steel, finished in attractive green enamel, baked on. Easily cleaned—strong and sturdy. Size open 30" x 29½" x 27" high. Folds to 30" x 14" x 3" thick. Room inside when folded for chairs, utensils, and other items. Will give long and satisfactory service. **\$5.00**
- 6** **TWO FOLDING CHAIRS**—All steel, comfortable high backed chairs. Olive brown baked enamel. Very strong and sturdy—yet folds to small size and can be packed in folded table. Each—**\$2.50**
\$1.25

- 7** **CAMP STOVE**—Light and compact. Has two wind-proof non-clog burners, folding windshields and unbreakable steel grate. Holds one quart of gasoline, 3 hours supply for both burners. Fast, easily working built-in pump. Generator of special steel, will not warp, scale or corrode. Finished in olive drab enamel. Folds to 17" x 10" x 4½". Automatic cleaning needle in gas orifice. Instant lighting. **\$5.50**
- 8** **GASOLINE LANTERN**—Made of chromium plated metal with blue porcelain hood. Built-in pump. Special feature clean-out lever. Instant lighting, no generating. Globe heat resisting glass. Holds gasoline sufficient for 6 to 8 hours operation. Height 12" **\$6.25**
- 9** **CAMP UTENSILS**—14 piece camp outfit of "MIRRO" aluminum ware. Nest compactly inside of kettle. Suitable for four persons. Consists of 1 Coffee Pot (1½ qt. size), 1 eight quart kettle with cover; 1 four quart bucket with cover; 1 frying pan 9" diameter; 4 drinking cups with handles; 4—8¾" diameter plates; 1 salt and 1 pepper shaker. **\$5.95**
- 10** **DUFFLE BAG**—16" x 36", of high grade heavy weight Khaki Duck, double stitched seams. Strong rope laced through brass eyelets, sturdy handle on side for easy handling. Dust proof flap inside top. **\$3.50**
- 11** **WATER BAG**—Made of closely woven imported linen duck. Has metal spout with cork stopper and heavy bail rope for carrying or hanging. Capacity 5 gallons. Ideal for carrying your own fresh water where local water may be questionable. **\$2.75**
- 12** **HATCHET AND SHEATH**—"Indian-head" steel hatchet of good quality with heavy cowhide sheath for protection when not in use. **\$1.75**

ALL PRICES F. O. B. CHICAGO

ORDER DIRECT FROM

POINT OF SALE

201 N. WELLS ST. • CHICAGO, ILL.

OR YOUR DISTRIBUTOR



Accessories on the shelf will not sell themselves, but installed on an attractive display board in the show room they act as self-salesmen. They must be out in the open where they can be seen. The standardized Accessory Display Board shown above is an excellent silent salesman, as it offers a means of attractively displaying accessories to your prospects.

This Display Board is substantially constructed, beautifully finished in a harmonious color scheme and will add distinction to any automobile show room. Boards will be shipped complete with all brackets necessary for mounting accessories at a net cost of \$20.00, f. o. b. shipping point.

On the board shown above, the following accessories have been installed:

Vanity Mirror
Sun Visors
Oval Rear View Mirror
30-Hr. Clock and Mirror
8-Day Clock and Mirror
Cigar Lighter
Door Pull-To Handle
Ash Tray
Assist Cord

Temperature Gauge in
Locker Box Door
Tell-Turn Signal Light
Electric Clock
Fender Lamps
Fender Guides
Rear View Mirror—Outside
Twin Horns—Vibrator
Twin Horns—Air Electric

License Plate Frames
Gas Tank Locking Cap
Stop Light
Tail Pipe Extension
Safety Stop Light
Battery Chargers
Startix
Windshield Wiper Vacuum
Booster

You are not limited to any particular group of accessories for installation on the board but the complete line can be displayed. The absence of one particular item may mean the loss of a sale. Dealers should order at once from their distributors, and distributors from the factory for direct shipment to dealers.

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

PERMANENT SERVICE MERCHANDISING



NO. 4

SHOW KEEN INTEREST IN OWNERS' SERVICE

APRIL 30, 1937

This Is The Third Message We Have Sent You, Which Carries A Little Further Into The Detail Of The Eleven Main Points On Permanent Service Merchandising As Set Up In The No. 1 Bulletin.

(3) A CONSTANT DISPLAY OF INTEREST IN ALL OF YOUR OWNERS

- (a) Good Impressions At The Time Of New Car Delivery.
 - (b) Clear Instructions On Car And Policies Governing The Relationship.
 - (c) Acquaintance With The Service Manager, Service Salesmen or Head Mechanic.
 - (d) Sale Of A Prepaid Lubrication Contract.
 - (e) In The Absence Of (d) Owner Urged To Have Lubrications And Oil Changes Handled By Dealer's Shop.
 - (f) Interested Follow-Up Calls By Retail Salesman Who Sold Car To Check Satisfaction (And Get Prospects).
 - (g) Occasional Telephone Calls By One Of Dealer's Service Personnel To Inquire If Operation Is Okey.
 - (h) Remember That Every Owner Contact In The Service Station Has A Potential Dollar Value.
 - (i) Adopt A Real Friendly Attitude On Every Contact.
 - (j) Prove To The Customer That You Are Interested By Giving Him Immediate Attention Upon Entering The Station.
 - (k) Do Not Argue With Customers. It Is Upon Them You Have To Depend For Your Business.
 - (l) Impress Men Who Contact Customers With The Great Value Of The Smile.
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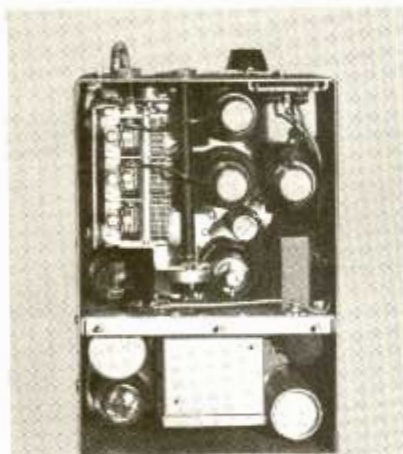
HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

YOU'RE USED TO FINE ENGINEERING IN HUDSON TERRAPLANE

SEE IT..
SELL IT



IN THIS *NEW AUTO RADIO!*



This view shows the 6-tube Superheterodyne chassis with Automatic Volume Control, single Pentode Power-stage, plug-in Vibrator, Tone Control and Noise Filter. Tuning range: 540-1600 kcs.



The separate-unit, 6 $\frac{1}{2}$ " Electro-Dynamic Speaker provides remarkable fidelity and has a dynamic range extending to 7.5 watts output.



Reading about them . . . selling them . . . driving them you've first learned, then felt the superior engineering behind the smooth, economical operation of these record-breaking cars. The same with their new built-in Auto Radio!

Read about it here . . . sell it and listen to the enthusiastic praise of owners. You will again learn about engineering of the kind leading radio designers know.

Go further! — Open the case and note the clean-cut glistening surfaces that greet you. Observe the superb co-ordination of circuit with circuit, tube with tube. You'll marvel at the precision with which the instrument is built.

You've stopped and looked, but for the final test — listen! Forget engineering, manufacturing, tubes and circuits. Listen to music. You will remember only that it is seven-league strides ahead of other Auto Radios, and you will hardly believe that the price is only \$59.95.

Distributors order from • Hudson Motor Car Company • Dealers order from Distributors
Detroit, Michigan



NEWS
SPORTS **MUSIC**

your favorite programs
WHILE YOU RIDE!

Today's wealth of radio entertainment is as available on the motor highway as in the home, but until now it could not be reproduced as well. The brilliant new Hudson-Terraplane Radio, however, brings programs to the car and reproduces them with better quality than the average radio for the home!

This is truly a revolution in auto radio. No longer need the tourist postpone leaving to enjoy his favorite Hour, nor give up his listening-in pleasure merely because he's away from home. Both will be better—radio and driving—for ever-changing scenes give zest to listening, and music is a relaxing accompaniment to the purr of the Hudson or Terraplane.

In a word, you sell a car that's ultra-modern when you sell the Hudson or Terraplane with built-in receiver, and a radio that leads the field because it, too, bears the name, the reputation and the backing that Hudson stands for.

No wonder owners like their cars better these days—no wonder the Agent enjoys even greater consumer good will. No wonder the customer will "come back for more" Hudsons, Terraplanes . . . with the 1936 Hudson Radio. You're selling double pleasure and convenience at only slight extra cost.



ASH TRAYS

A TOUCH OF BEAUTY AND SMARTNESS TO EVERY CAR
AN ADDED CONVENIENCE FOR THE COMFORT OF EVERY
SMOKER—

Don't Forget!! Every car owner who smokes is a prospect for at least one of these three ash trays. There is an opportunity to place one in the front compartment of their cars. A conveniently located ash tray keeps the floor clean from ashes and match stubs, helps to prevent upholstery burns, and also gives added comfort to the passengers. These comforts mean more satisfaction to your owners and your owners' satisfaction is your success.



INSTRUMENT PANEL ASH TRAY • This smart oval tray is designed to fit in the radio mounting holes in the center of the instrument panel. It is beautifully finished in either brown or gray and strikingly set off by a chrome backing plate. One of the other trays should be sold if owner is contemplating radio purchase.

PART No. HA-119403 BROWN
PART No. HA-119404 GRAY

LIST PRICE \$1.00

QUARTER PANEL ASH TRAY • A most welcome addition to any car. This tray may be located in a variety of places whichever is the most convenient. It has a richly grained finish and may be obtained in either brown or gray.

PART No. HA-118714 BROWN PART No. HA-118715 GRAY

LIST PRICE .90



FINISH MOULDING ASH TRAY • Here is an ash tray that meets every demand of the car owner. It is smartly finished in a richly grained surface of brown or gray. The cover is done in a butler finish to harmonize with the rest of the interior hardware. This tray is adaptable to either front or rear doors.

PART No. HA-119050 BROWN
PART No. HA-118701 GRAY

LIST PRICE \$2.00

STYLED EXCLUSIVELY FOR HUDSON AND TERRAPLANE CARS
QUICKLY AND EASILY INSTALLED ON ALL 1936 MODELS

DISTRIBUTORS ORDER FROM • HUDSON MOTOR CAR COMPANY • DEALERS ORDER FROM DISTRIBUTORS
DETROIT, MICHIGAN



SERVICE BULLETIN

PERFECT SEAL

GASKET PASTE

PERFECT SEAL Gasket Paste is available for "Service" use in very convenient form.

We recommend the use of "Perfect Seal" on all head gasket installations, pan gaskets, water plate gaskets, radiator and heater hose connections, spark plug threads and stud bolt threads.

PERFECT SEAL does not dry out, crystallize or form a cement, but forms a "Gum Seal" and permits easy disassembly at any time.



Hudson
3 oz. tube
No. 47567
8 oz. tube
No. 47568

For complete details on various applications see reverse side of this bulletin

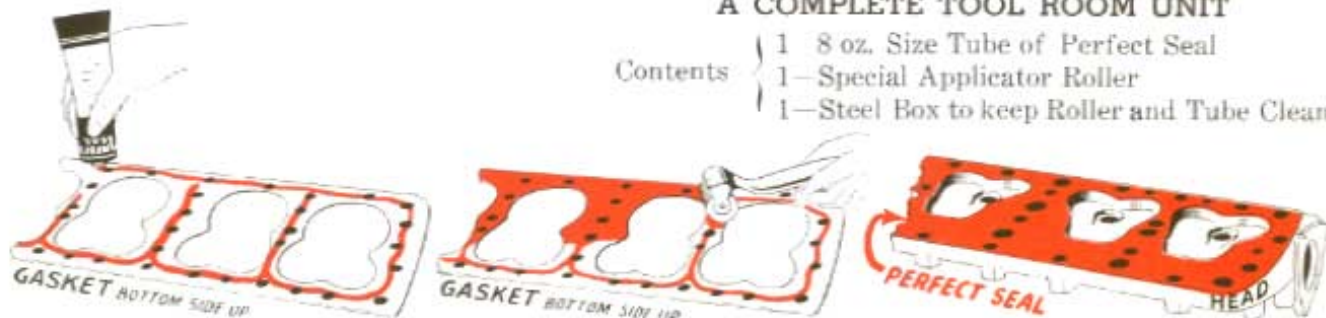


Hudson
No. 152172

SPECIAL SHOP USE APPLICATOR KIT

A COMPLETE TOOL ROOM UNIT

- Contents
- 1 8 oz. Size Tube of Perfect Seal
 - 1—Special Applicator Roller
 - 1—Steel Box to keep Roller and Tube Clean



THE PRACTICAL APPLICATION OF PERFECT SEAL

No More Water Seepage

PERFECT SEAL properly applied to the bottom of the head gasket and to the milled surface of the head (See instruction sheet) positively eliminates water seepage into cylinders or to outside of block. It forms a "Gum" seal which never dries out. (Use the **Applicator**)



No More Blow-By or Compression Leaks

PERFECT SEAL forms a gum seal which allows for the extremes of expansion and contraction without damage to the gasket or loss of compression. It withstands heat and will not dissolve in oil, gasoline, water or anti-freeze. A thin even coat does the job. (Use the **Applicator**)



No More Heads Stuck to Block

Aluminum heads are easily removed at any time if "Perfect Seal" has been properly applied to the bottom of the gasket and to the milled surface of the head. Head seizure is caused by water seepage and corrosion all of which is prevented by the use of this paste.



No More Plug or Stud Corrosion

Stud corrosion and "Stuck" spark plugs which strip or crumble threads can be prevented by the application of a small amount of "Perfect Seal" to the male threads.



No More Leaky Water Connections

The "Gum Seal" qualities of "Perfect Seal" when used on water hose connections permits the natural uneven expansion of hose and metal without leaks. Use freely on inside of hose.



No More Stuck Connections

PERFECT SEAL not only prevents leaks at threaded fuel and oil line connections but also serves as a lubricant permitting easy disassembly at any time.

We urge the exclusive use of "Perfect Seal" to the exclusion of grease, cements and other materials not approved by Hudson Engineers.

We suggest you obtain at least one "Applicator Kit," Hudson No. 152172, and one carton of 12 tubes, Hudson No. 47568—8-oz. or No. 47567—3-oz. for your own shop use.