

HUDSON MOTOR CAR CO.

General Accessory Policies & Information Bulletins

1938-1939 Series

1938

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1939

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GENERAL ACCESSORY POLICIES AND INFORMATION

1938 BULLETIN SERIES

28

Number

4/23/37

Date

SUBJECT

TO ALL MASTER DEALERS:

NEW DIALS
RADIOS AND
CLOCKS

To conform to the new color design of instruments on the panel of Hudson cars, we are now ready to supply radios and electric clocks with dials to match.

Please make note of the following part numbers which apply to the new brown dial.

PART NUMBER

154972	Single unit radio, brown dial.
154979	Two unit radio, brown dial.
124595	Locker box door clock assembly, brown face, Walnut pearl bezel.

Both radios and clocks are still available with block dial to match cars manufactured previous to April 12th.

Please make the following price charges in your Accessory price list effective May 1, 1937.

		<u>List</u>	<u>Dealer</u>
HA-152622	Deluxe Heater	\$16.95	
1 to 11			\$10.17
12 to 47			9.66

H. J. Hudson

Manager
Parts Accessory Merchandising

HJH:h

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 23)

GENERAL ACCESSORY POLICIES AND INFORMATION

1938 BULLETIN SERIES

1

Number

10/11/37

Date

SUBJECT

TO ALL MASTER DEALERS:

1938 RADIO
PROGRAM

We are shooting at a new mark for 1938 in our Radio Merchandising Program. During the 1937 season we set a goal of one radio to every four cars. A number of distributing territories bettered the mark we had set and the country as a whole reached a ratio of one radio to 4.6 cars. In estimating the market for 1938 we have arrived at a figure of one radio to every three cars and with the program which we have prepared we know you will agree this mark can be reached.

TYPES OF
SETS

In keeping with our past policy we are offering two distinctively Hudson Radios for 1938. One, a 7 tube (actual tubes) set with 8" speaker, will be designated as a Custom unit and will offer the ultimate obtainable in a motor car radio. Many features are exclusively Hudson and cannot be found in other sets now on the market. The other, a 6 tube (actual tubes) set with 6" speaker, is the DeLuxe model and will be found to be a more desirable set than others in its price class.

SALES
MANUAL

Complete details on mechanical and sales features of both models will be found in the Radio Sales Manual furnished to every member of the Hudson Distributor and Dealer Sales and Service organization. This Sales Manual is only one of the many promotional helps which we intend to furnish you this season. The complete details of the promotional program are covered in the Radio Broadside which you will receive shortly.

PROMO-
TIONAL
MATERIAL

In setting up our promotional material we believe that nothing has been overlooked to provide you with every assistance in that respect. However, your best sales clincher will be the sets themselves with the now exclusive feature, Hudson Automatic Sensitivity Control.

CONTROL
FEATURE

Here is something to talk about. Something for your Salesmen to get enthused over and once the field organization is fully acquainted with this revolutionary control feature watch the sales roll in. Read all about it in the Radio Broadside and the Retail Sales Manual.

TELESCOPIC
COWL
ANTENNA

During the past year there has been an increasing demand for an antenna other than the Running Board type. The market has been flooded with Roof antennas, Buggy Whip antennas, Fish Pole antennas, and what have you. Our Radio Engineers have kept abreast with the various developments and we offer in connection with the 1938 Radios the Hudson Telescopic Cowl antenna. Both Custom and DeLuxe models are designed to work equally as well with the single Running Board type or the Telescopic type antenna.

(OVER)

STANDARD
ANTENNA

The aerial circuit within the set has been so designed that either type may be plugged into the antenna outlet thereby becoming an integral part of a Hudson Radio. This, of course, does not mean that any type of antenna will work with Hudson Radios. A great many antennas offered on the market today are totally inefficient a short distance away from a strong broadcasting station

Don't take chances. Use either the Running Board type or the Hudson Telescopic Cowl antenna designed to work efficiently with Hudson cars.

SEPARATE
PACKAGES

It is obvious that at the time of ordering radios it would be difficult for you to specify the type of antenna to be included with each Radio Kit. In order to facilitate ordering and simplify inventory problems, Radios will be packed, priced and shipped independently of antenna equipment. Antenna will likewise be priced and shipped independently of the Radio Kit.

IN ORDERING

Control Knobs, Radio Dash Ornaments, etc., are not interchangeable on Hudson and Terraplane cars and Installation Kits have been made up for each model car. Therefore, in ordering radios, you should order an equal quantity of antennas and Installation Kits. The Installation Kits are included in the price of the Radio and should not be ordered separately.

Generator Charge Control Kits are available only with Radios for installation on model 81 cars. Orders will be accepted only with orders for Radios with Terraplane Installation Kits.

SPLENDID
SCHEDULE

In setting up the entire Radio Program we have kept one thought upper-most in mind. To give you the best possible deal on Hudson Radios so that you in turn can be assured of securing

all of your owner business with Hudson Radios. The factor in which you are most interested is the one of profit and a study of the following prices and resale schedules on Radios, Antennas, and Installation Kits, will prove conclusively that this year you have a real profit opportunity.

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-155817	Radio - 6 tube - Deluxe	\$49.95	\$29.97
HA-165818	Radio - 7 tube - Custom	59.95	35.97
HA-156307	Radio Installation Kit-Terraplane - Shipped only with DeLuxe or Custom		
HA-156308	Radio Installation Kit-Hudson - Shipped only with DeLuxe, or Custom		
HA-155813	Antenna - Running Board Type	3.50	2.10
HA-155814	Antenna - Telescopic Cowl Type	5.95	3.57
HA-155669	Generator Charge Control	-	2.40

GENERAL ACCESSORY POLICIES AND INFORMATION

1939 BULLETIN SERIES

2

Number

10/26/38

Date

SUBJECT

TO ALL MASTER DEALERS:

SUGGESTED
ACCESSORY
GROUPS FOR
VARIOUS
LINES OF
CARS

In setting up the 1939 Accessory Program we were requested by a number of Distributors to suggest Groups of Accessories applicable to the various model cars. It is not our intention to carry those Accessories in stock as Groups, but it was felt that it would be helpful to retail Salesmen to have a suggested list made up for their use in closing a car deal.

The Car Price Tag should be made up quoting the delivered price of the automobile, then the Accessories instead together with prices and the total delivered price including Accessories. Distributors using this system find little resistance in closing the deal with the Accessory Group when handled in this manner,

The various Groups follow:

HUDSON 112

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>
HA-121529	Cowl Ventilator Screen	\$.50
EA-123567	Door Pull-to Cord	2.00
HA-134987	R. H. Visor	1.75
HA-128394	Master Bumper Guard	<u>2.50</u>
		\$ 6.75

HUDSON SIX

HA-136182	Cigarette Lighter	2.25
HA-157709	Companion Air Horn.	5.00
HA-115526	License Plate Frame	1.50
HA-48647	Exhaust Extension	1.00
HA-134990	R. H. Visor	2.75
HA-128394	Master Bumper Guard	<u>2.50</u>
		\$ 15.00

COUNTRY CLUB SIX

HA-136181	Cigarette Lighter	2.25
HA-111028	License Plate Frames	2.50
HA-48647	Exhaust Extension	1.00
HA-114539	Vanity Mirror	1.00
HA-136406	Outside Rear View Mirror	1.95
HA-150638	Gas Tank Locking Cap	3.00
HA-124449	Glare Shield	1.00
HA-136417	Automatic Windshield Washer	4.95
HA-156273	Wheel Trlm Rings (set of 5)	<u>8.50</u>
		\$ 27.65

(OVER)

COUNTRY CLUB EIGHT

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>
HA-136181	Cigarette Lighter	\$ 2.25
HA-111028	License Plate Frames	2.50
HA-48647	Exhaust Extension	1.00
HA-114539	Vanity Mirror	1.00
HA-136406	Outside Rear View Mirror	1.95
HA-136413	Master Bumper Guard - Front	3.00
HA-136414	Master Bumper Guard - Rear	3.50
HA-150638	Gas Tank Locking Cap	1.50
HA-124449	Glare Shield	1.00
HA-136417	Automatic Windshield Washer	4.95
	Seat Covers	12.50
HA-156273	Wheel Trim Rings (set of 5)	<u>8.50</u>
		\$43.65

COUNTRY CLUB CUSTOM EIGHT

HA-136181	Cigarette Lighter	2.25
HA-111028	License Plate Frames	2.50
HA-48647	Exhaust Extension	1.00
HA-114539	Vanity Mirror	1.00
RA-136406	Outside Rear View Mirror	1.95
HA-136413	Master Bumper Guard	3.00
HA-150638	Gas Tank Locking Cap	1.50
HA-124449	Glare Shield	1.00
HA-136417	Automatic Windshield Washer	4.95
	Seat Covers	12.50
HA-123031	Fender Guides	2.50
RA-136402	Fog Lights	14.00
HA-129271	Compass	<u>3.25</u>
		\$51.40

H. T. Hudson
Manager
Parts-Accessory Merchandising.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS AS
BULLETIN NO.2)

GENERAL ACCESSORY POLICIES AND INFORMATION

1939 BULLETIN SERIES

3

Number

10/27/38

Date

SUBJECT

TO ALL MASTER DEALERS:

NEW GROUP
FOR JUNIOR
ACCESSORY
DISPLAY
BOARD

We have completed the revision of the Junior Accessory Display Board to include 1939 Accessories. This attractive Display Board is furnished gratis, as the complete list of Accessories including the Board is billed at the net price of the Accessories only.

The Complete Kit is covered by Part Number HA-128207. The individual items and quantities together with net prices are listed below.

<u>Part Number</u>	<u>Description</u>	<u>For Display Board</u>	<u>For Stock</u>	<u>Dealer Net</u>
BO-126700	Fender Lamp (Mandalay Ivory)	1	0	\$ 2.44
HA-128373	Fender Lamp (Pair) Prime	0	1	4.23
HA-124799	Fog Lamps - Chrome	1	1	9.10
HA-136413	Bumper Guard - Hudson	0	1	1.95
HA-128394	Bumper Guard - Terraplane	1	0	1.63
HA-134990	Visor - Swivel Type	1	0	1.79
HA-134987	Visor - Hinge Type	0	1	1.14
HA-114539	Vanity Mirrors	1	1	1.20
HA-129119	Oval Mirrors	1	1	1.96
HA-124449	Glare Shields	1	1	1.30
HA-123031	Fender Guides	1	2	2.45
HA-150638	Gas Tank Locking Caps	1	1	1.80
HA-136406	Outside Rear View Mirrors	1	1	2.54
HA-111028	License Plate Frames (Pair)	1	1	3.20
HA-48647	Exhaust Deflectors	1	1	1.20
HA-136408	Seat Covers - Brougham - Front	1	0	4.06
HA-136411	Seat Covers - Brougham - Rear	0	1	<u>4.06</u>
				\$46.05

H. J. Hudson
Manager
Parts-Accessory Merchandising.

GENERAL ACCESSORY POLICIES AND INFORMATION

1939 BULLETIN SERIES

4
Number
11-2-38
Date

SUBJECT TO ALL MASTER DEALERS:

1939
ACCESSORY
CATALOG

The 1939 Accessory Catalog is now completed and a sufficient supply to take care of all your retail sales force is being sent to you under separate cover. A copy of the 1939 Salesmen's Installed Price List is included with each Catalog.

Upon receipt will you please see that they are distributed to those members of your organization who contact the public on Accessory sales? Each Retail Salesman should be supplied as well as Service Salesmen.

1939 PRICE
LISTS

Price Lists are also being mailed to you and upon the receipt of the Catalog and Price List you will be ready to go "full speed ahead" with the 1939 Accessory Program.

Please refer to Accessory Price List effective October 1st, 1938 and make the following corrections on page four.

CHANGE
IN PRICE
LISTS

Part No.	Description	List Price	Dealer Net
HA-158601	Auto-Poise - 1938 Hudson 112	\$ 10.00	\$ 6.00
HA-158602	Auto-Poise - All 1937 and 1938 except Hudson 112	10.00	6.00
HA-158637	Auto-Poise - for all 1936 Cars	10.00	6.00

ALL
PURPOSE
CLEANER

We want to again remind you of the new cleaning agent which we introduced last Spring as Used Car Upholstery Cleaner. We felt that this cleaner was particularly needed in the Used Car Conditioning Field, but since its introduction so many new uses have developed we are changing the name to Hudson All Purpose Cleaner.

Reports have come in from the field showing the cleaner is being used not only for cleaning upholstery, but for washing cars, engines, greasy parts, cement floors, painted walls and woodwork. The cost is so low that your cleaning expenses can be cut substantially through its use. The present gallon size will be continued and a new one quart size offered for resale to Owners.

The part numbers and resale schedule follow:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-129568	All Purpose Cleaner - Quarts	\$1.25	\$.81
RA-129365	All Purpose Cleaner - Gallons		2.95

H. T. Hudson
Manager
Parts-Accessory Merchandising

GENERAL ACCESSORY POLICIES AND INFORMATION

1939 BULLETIN SERIES

6

Number

11/10/38

Date

SUBJECT

TO ALL MASTER DEALERS:

RADIATOR
GRILLE
COVERS

The arrival of cold weather is the signal for merchandising activity on Radiator Grille Covers. Owners are now ready to buy and install this Accessory to insure engines operating at the correct temperatures during the cold weather. Hot Water Heaters will operate more efficiently and heat up quicker with a Grille Cover installed on the car,

Get your display set up right now as Grille Covers are a seasonal item and the bulk of sales will occur during the next sixty days. Go over your stock and make sure that you have a sufficient inventory to service 1936, '37, '38, and '39 Hudsons and Terraplanes.

For your ready reference we list part numbers and resale schedules below:

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118720	Radiator Grille Cover - 1936 Terraplane)		
HA-118721	Radiator Grille Cover - 1938 Hudson)		
HA-123006	Radiator Grille Cover - All 1937)		
HA-126714	Radiator Grille Cover - 1938 Terraplane) Ea.	\$1.50	\$.90
HA-126715	Radiator Grille Cover - 193~ Hudson)		
HA-130592	Radiator Grille Cover - 1938 Hudson 112)		
HA-136403	Radiator Grille Cover - 1939 Hudson 112)		
HA-136404	Radiator Grille Cover - 1939 Hudson Six) and Country Club Series		

PRICE
CORREC-
TION

Please refer to Accessory Price List effective October 1, 1938 and make the following correction:

On Part Number HA-128394 change Dealer Net price to \$1.63.

H. T. Hudson

Manager
Parts-Accessory Merchandising.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS
BULLETIN NO. 4)

GENERAL ACCESSORY POLICIES AND INFORMATION

1939 BULLETIN SERIES

7

Number

11/14/38

Date

SUBJECT

TO ALL MASTER DEALERS:

DOOR KICK
PLATE
KITS

We have been requested to supply Door Bottom Trim Moulding Kits which are now standard equipment on the Hudson Country Club Six, for installation on other car models. Undoubtedly many purchasers of Hudson 112's, Hudson Sixes and Hudson Country Club Eights will desire this decorative and useful Kick Plate.

We are, therefore, setting up the necessary Kits to supply these for installation on all models.

Part Numbers and resale schedules follow:

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-136667	Front Door Bottom Trim Moulding Kit - Hudson 112, Hudson Six, Hudson Country Club Eight Sedan	\$4.00	\$2.60
HA-136666	Front Door Bottom Trim Moulding Kit - Hudson 112, Hudson Six, Hudson Country Club Eight Brougham, 3 pass. Coupe, Victoria Coupe and Hudson Country Club Custom Eight Sedan	4.00	2.60
HA-129267	Rear Door Bottom Trim Moulding Kit - For all 1939 Sedans	3.25	2.11

H. T. Hudson
Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS
BULLETIN NO. 5)

GENERAL ACCESSORY POLICIES AND INFORMATION

1939 BULLETIN SERIES

45

Number

8-19-38

Date

SUBJECT

TO ALL MASTER DEALERS:

FRESH
HEATED
AIR FOR
WINTER
COMFORT

Each year a, forward step is made in car heating efficiency. The major advancement for 1939 is the introduction of Fresh Filtered Outside Air -through the car Heater and providing new comfort to Winter driving.

Fresh Air brought into the car naturally forces out a like amount of air from inside the car. A more even distribution of heat is thereby attained throughout the entire interior. The amount of moisture in the air is equalized reducing condensation on windows and windshield.

The unit is designed for installation on all 1938 and 1939 Hudson-built cars in conjunction with either the Custom or DeLuxe Heaters of last year or this year. The Fresh Air Package consists of a filter for installation under the cowl ventilator screen, a duct for taking Fresh Air through the cowl ventilator, a chamber for directing Fresh Air through the Heater core, and tubing for connecting duct and chamber.

The public has become "Fresh-Air-Minded" during the past year and this accessory will open a new profitable market for you. Suggest a Fresh Air Unit with each new Heater installation and provide extra Winter comfort to your customers and added profit to yourself.

Contact the Owners to whom you have sold Heaters for 1938 cars and sell them a Fresh Air Unit.

Part number and prices are repeated here for your convenience.

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-157544	Fresh Air Attachment - (For 1938 & 1939 Heaters)	\$6.95	\$4.52

Freight will be prepaid in lots of 12 and shipment will be made direct from source to either Distributor or Dealer.

Place your order now for your requirements for September, October and November. Got set for your share of this new profit opportunity. H. X. Hudson Manager Parts-Accessory Merchandising

H. T. Hudson
Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE
DEALERS AS BULLETIN NO. 35)