

**GENERAL ACCESSORY POLICIES
AND INFORMATION BULLETINS**

1942 Series

I N D E X

- No. 1 - Price Changes, Weathermaster
- No. 2 - Price Changes, Vacumatic Drive Kit
- No. 4 - 1942 Radios in 1941 Cars
- No. 8 - Price Changes, HA-204800 Radio Kit
- No. 11 - Thermostat Regulator for all Cars Without By-Pass
- No. 12 - Radiator Grille Covers for 1940, 1941 and 1942 Cars
- No. 13 - Venitian Sun Shades Again Available
- No. 15 - Resale Schedules - Sleeper Kit Price Changes
- No. 16 - Windshield Washer Anti-freeze

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

1

Number

7/25/41

Date

1942 SERIES

SUBJECT

TO MASTER DEALERS:

PRICE CHANGES

Please refer to your records and make the following corrections in resale schedules effective July 28, 1941.

<u>PART. NO</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-161900	HA-161900	\$37.00	\$35.00	\$22.75
HA-163237	HA-163237	4.75	4.25	2.76
HA-163239	HA-163239	19.00	17.50	10.50
	Weathermaster-Brown Defroster Kit Heater-Recirculating Lots of 12 Lots of 48			9.45

Please remove the following Part Numbers from list:

<u>PART NO.</u>	<u>DESCRIPTION</u>
HA-161901	Weathermaster-Gray
HA-161902	Weathermaster-Green

Weathermasters in these colors are no longer available.

H. J. Hudson

Manager
Parts-Accessory Merchandising

**GENERAL ACCESSORY POLICIES
AND INFORMATION
BULLETIN**

3

Number
6-28-41

Date

SUBJECT

TO MASTER DEALERS: 1942 SERIES

<u>PART. NO</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-164926	Vacumotive Drive Kit	\$35.75	\$35.75	\$23.35
HA-164927	Vacumotive Drive Kit	35.75	35.75	23.35
HA-164928	Vacumotive Drive Kit	35.75	35.75	23.35
HA-164929	Vacumotive Drive Kit	35.75	35.75	23.35

H. J. Hudson

Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS
AS BULLETIN No. 2)

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

4

Number

9-2-41

Date

SUBJECT

TO MASTER DEALERS:

1942 Radios
IN
1941 CARS

Through circumstances beyond our control, we were unable to secure a sufficient quantity of 1941 radios to supply the demand toward the end of the season. Undoubtedly, you have owners of 1941 cars in your territory who would like to have a Hudson radio installed.

INSTALLATION
KIT
READY

An installation has been worked out whereby it is possible to equip any of our 1941 Hudson models with a 1942 radio. A kit composed of the necessary parts to make its installation, exclusive of radio and antenna, has been made up, and is now available to Distributors and Dealers as:

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>DEALER NET</u>
HA-203832	Installation Kit - 1942 Radios in 1941 Cars	\$2.40

PLENTY
OF
PROSPECTS

Complete instructions for making the installation are included in the Installation Kit. Without a doubt, you can make quite a number of radio sales to your 1941 owners by having this equipment available.

H. J. Hudson

Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS
BULLETIN NO.3)

DONATED BY
PHIL ROSKI'S ESTATE**GENERAL ACCESSORY POLICIES
AND INFORMATION
BULLETIN**Number
10-1-41

Date

SUBJECT

TO MASTER DEALERS: 1942 SERIES

PRICE
CHANGES

The following prices on Radios are effective October 1, 1941:

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-204800	Radio Complete Kit Lots of 5	\$54.50	\$48.35	\$29.01 27.56

Installed prices include Standard 60" Antenna.

Those prices supercede all previous published prices on 1942 Radios.

H. J. Hudson

Manager
Parts-Accessory Merchandising(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO TO DEALERS AS
BULLETIN NO. 7)

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

11

Number
10-15-41

Date

SUBJECT

TO MASTER DEALERS: 1942 SERIES

THERMOSTAT
REGULATOR
FOR ALL
CARS
WITHOUT
BI-PASS

We now have available a Thermostat Regulator for installation with standard thermostats on all model Hudsons from 1936 to 1942 inclusive, except cars with bi-pass. This unit has the function of making a standard thermostat adjustable to either summer or winter temperatures with a maximum of 1700 with Prestone and 162° with alcohol. This is accomplished by using a special tempered cadmium-plated conical spring actuated by an eccentric shaft installed in the water outlet elbow above the thermostat. Pressure is exerted on the thermostat by turning a knob on the eccentric shaft. The desired setting is indicated on a dial scale.

EASY TO
CONTROL
SETTING

You can get the temperature you want at any time and have year around control. It isn't necessary to remove the unit as seasons change, and it eliminates surging out of the solution because the regulator is submerged in the block, making it superior to the ordinary adjustable hose line thermostat installation.

SIMPLE
INSTALLA-
TION

This unit is easy to assemble, as there is only one hole to drill and tap in the water outlet elbow. A template for the drilling is furnished with the kit. All parts have been properly engineered to eliminate a possibility of leakage, and all working parts are brass or cadmium-plated, insuring long life and freedom from corrosion.

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-165113	Thermostat Regulator	\$2.75	\$2.30	\$1.35

INCREASES
OUTPUT
OF
HEATERS

The Thermostat Regulator is ideal for increasing water temperatures in areas where weather conditions demand the utmost heat output from Hudson Weather-Masters and re-circulating heaters. The price of the complete installation is comparable to the list price of adjustable thermostats.

H. J. Hudson

Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS
BULLETIN NO. 9)

**GENERAL ACCESSORY POLICIES
AND INFORMATION
BULLETIN**

12

Number
10-24-41

Date

SUBJECT

TO MASTER DEALERS: 1942 SERIES

RADIATOR
GRILLE
COVERS

The season of the year is fast approaching when radiator grille covers become a real necessity for satisfactory car operation. Radiator grille covers restrict the amount of air passing through the radiator core, and assist in maintaining cooling systems at proper operating temperatures, as well as improving heater performance.

AVAILABLE
FOR
1940, 1941
AND 1942
CARS

Covers are available for 1940, 1941, and 1942 cars. For your ready reference will give you below part-numbers and-resale schedules:

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-140928	Radiator Grille Cover - 1940 cars	\$1.90	\$1.65	\$1.07
HA-200293	Radiator Grille Cover - 1941 cars	1.90	1.65	1.07
HA-205093	Radiator Grille Cover - 1942 cars	1.90	1.65	1.07

SUGGEST
ORDERING
IMMEDI-
ATELY

We suggest that you place your orders immediately for all three types, so that you will be in a position to make installation for owners before cold weather arrives.

FOG LAMP
AND SPOT-
LIGHT
DISPLAY
STAND

We call your attention to the Fog Lamp and Spotlight Display Stand now available. This display consists of a metal stand with a pair of Hudson Fog Lamps and one Hudson Spotlight mounted in place, all completely assembled, ready to set up on your counter.

PROFIT
WILL
OFFSET
COST

The complete display assembly is priced to you at only \$1.00 net above your regular price for the Fog Lamps and Spotlight. We believe that the attractive display will create sales, the profit on which will offset the small cost many times over.

Place your order at once, using part No. HA-203989.

Please refer to your Accessory Price List, dated August 1, 1941, and make the following changes in resale schedules:

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-151967	Hydraulic Brake Fluid-Case of 12 Qts.-- Per Qt.	\$1.35	\$1.01
HA-151968	Hydraulic Brake Fluid-Case of 5 Gal.-- Per Gal.	4.75	3.56

This change in resale schedule is effective November 1, 1941.

H. J. Hudson
Manager

Parts-Accessory Merchandising

THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

13

Number
10-29-41

Date

SUBJECT

TO MASTER DEALERS:

**DONATED BY
PHIL ROSKI'S ESTATE**

VENETIAN
SUN SHADES
AGAIN
AVAILABLE

We are pleased to advise that the Venetian Sun Shades for rear windows are again available for resale. After getting off to a flying start on this accessory, it was necessary for us to temporarily discontinue it due to shortage of the particular steel from which this is manufactured. Our source now has an adequate supply to carry on, and we again have this item in stock.

DEMON-
STRATE
TO
SELL

We want to call your attention to one factor in the merchandising of the Venetian Sun Shade which, we believe, is extremely important. In showing the Sun Shade to a prospect over the counter, the reaction is apt to be rather luke warm, but if the Sun Shade is slipped into place in the rear window of an automobile, you are bound to get an enthusiastic response. The best display, of course, is on demonstrators and cars on the showroom floor. The Sun Shade can be quickly installed and removed without disfiguring the car in any way.

ADJUST
LOUVERS
TO
INDIVIDUAL
REQUIRE-
MENTS

When making an installation for an owner, the louvers should be adjusted with the owner sitting in the driver's seat, so that the louvers will be set to give the driver clear vision through the rear view mirror. The louver brackets are made of flexible steel, and must be adjusted after installation to meet the requirements of the individual owner.

For your ready reference, the part number and resale schedule are given below.

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-200784	Venetian Sun Shade	\$5.95	\$5.95	\$3.87

HAS
UTILITY
FACTORS

While this is primarily an appearance item, it does have a utility factor in breaking up the rays of the sun on rear seat passengers, and is also helpful in deflecting headlamp glare from cars following.

H. J. Hudson
Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS
AS BULLETIN NO. 11)

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

15

Number
11-26-41

Date

SUBJECT

TO MASTER DEALERS: 1942 SERIES

RESALE
SCHEDULES

Please add the following resale schedules to your Accessory Price List, dated August 1, 1941:

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-205079	Seat Covers-DeLuxe-Front	\$10.25	\$ 9.75	\$ 6.34
HA-205083	Seat Covers-DeLuxe-Rear	10.25	9.75	6.34
HA-205088	Seat Covers-DeLuxe-Rear	7.25	6.75	4.39
HA-205090	Seat Covers-DeLuxe-Rear	10.25	9.75	6.34
HA-205080	Seat Covers-Custom-Front	12.25	11.76	7.64
HA-206084	Seat Covers-Custom-Rear	12.25	11.75	7.64
HA-205089	Seat Covers-Custom-Rear	10.25	9.75	6.34
HA-205091	Seat Covers-Custom-Rear	12.26	11.75	7.64

PRICE
CHANGES

Please refer to Accessory Price List, dated August 1, 1941, and make the following price revision:

<u>PART NO</u>	<u>DESCRIPTION</u>	<u>SUGGESTED INSTALLED PRICE</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-207350	Sleeper Kit	\$23.75	\$22.50	\$14.63

H. J. Hudson

Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS
BULLETIN NO. 13)

DONATED BY
PHIL ROSKI'S ESTATE**GENERAL ACCESSORY POLICIES
AND INFORMATION
BULLETIN**

16

Number
12-1-41

Date

SUBJECT

TO MASTER DEALERS: 1942 SERIES

In making up the Accessory Price List for 1942, we failed to include the Windshield Washer Anti-Freeze, although it is shown in the regular 1942 Parts Price List. The Windshield Washer Anti-Freeze is a special formula, non-alcoholic, for use in the Windshield Washer to prevent freezing. It is supplied in 3-oz. cans, which is sufficient to protect the contents of the glass jar of the Windshield Washer.

We caution you against the use of any alcohol base Anti-Freeze in the Windshield Washer, as alcohol has an injurious effect on car finish.

The following part number and resale schedule apply:

<u>PART NO.</u>	<u>DESCRIPTION</u>	<u>LIST PRICE</u>	<u>DEALER NET</u>
HA-136381	Windshield Washer Anti-Freeze - 3-oz. can	\$.30	.20

You should place your orders at once for a supply, commensurate with the number of Windshield Washers operating in your territory, and then make sure your owners have this needed protection.

H. J. Hudson

Manager
Parts-Accessory Merchandising

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO DEALERS AS
BULLETIN NO. 14)