

1950

500 SERIES

Car Distribution Department
Bulletins

INDEX

DL.50-1 - Prices of Car & Options - 500 Series

DL.50-3 - Weights of Optional Equipment - 500 Series

DL.50-5 - Car Colors Pacemaker Models

DL.50-6 - New Prices - Super-Matic Drive, Drive-Master, Overdrive

DL.50-12 - New Red Body Color



Car Distribution Department Bulletin

Number
DL.50-1

Date
11-18-49

Subject

PRICES OF
CARS AND
OPTIONS
"500"
SERIES

TO ALL MASTER DEALERS:

1. Effective with first shipments of the 1150011 series cars, the following are the new official established f.o.b. factory at Detroit list prices and factory delivery charges:

<u>MODEL AND BODY TYPE</u>	<u>CAR LIST</u>	<u>EXTRA COST PACKAGE* LIST</u>	<u>FACTORY DELIVERY**</u>
HUDSON "PACEMAKER" (500)			
Brougham	\$1775.00	\$ 20.00	\$ 112.00
4-door Sedan	1795.00	20.00	113.00
3-pass. Coupe	1675.00	20.00	106.50
Club Coupe	1795.00	20.00	113.00

* Extra Cost Package includes Mechanical Clock and Rear Wheel Covers.

** Factory delivery includes Provision for Federal Tax Expense.

Retail delivered prices should not exceed the sum of the following items:

- List price of car
- Extra cost package*
- Factory delivery**
- Actual transportation cost
- State and local taxes
- Dealer conditioning charge - *25.00
- Gasoline, oil and anti-freeze.

(See Section 14 of the Supplement to your Sales Agreement.)

2. (a) A distributor's net prices to his master dealers, f.o.b. factory at Detroit, for Hudson cars with standard equipment, should not exceed the "Combined Net Price to Master Dealer at Factory" shown below, plus applicable charges referred to in sub-paragraph (b) of this section.

<u>MODEL AND BODY TYPE</u>	<u>NET PRICE OF CAR</u>	<u>EXTRA COST PACKAGE, NET</u>	<u>FACTORY DELIVERY</u>	<u>COMBINED NET PRICE TO MASTER DLR. AT FACTORY</u>
HUDSON "PACEMAKER" (500)				
Brougham	\$1355.57	\$ 15.00	\$112.00	\$1482.57
4-door Sedan	1370.84	15.00	113.00	1498.84
3-pass. Coupe	1279.20	15.00	106.50	1400.70
Club Coupe	1370.84	15.00	113.00	1498.84

(OVER)

1. LIST
PRICES,
CARS

2. NET
PRICES
TO
MASTER
DEALERS

Subject

2. NET PRICES TO MASTER DEALERS (CON'T)

(b) In addition to the above a charge of 25¢ may be included for a certificate of origin (if one is required); a charge may be made for anti-freeze supplied with the car, not to exceed current market prices; a charge of *30.00 per car may be made for local area advertising and a report card charge of \$5.00 per car may be made, which will be refunded or credited by the distributor to the master dealer on each of the automobile sold at retail by the master dealer provided he furnishes, within 5 days after delivery, a Retail Delivery Report properly filled in.

(c) A distributor may charge his dealer a flat amount of not more than \$15.00 per car to cover handling and warehouse charges on cars consigned to Distributor's warehouse and subsequently delivered to dealer. This handling and warehouse charge includes unloading, handling, storage and release of car to dealer.

(d) A distributor may charge the dealer for gasoline, oil and anti-freeze supplied with the car, not to exceed current market prices.

3. PRICES OF OPTIONAL EQUIPMENT

(e) A distributor should charge the dealer for transportation not more than the common carrier charge for the method of transportation used.

3. The f.o.b. Detroit prices of optional equipment for Hudson automobiles shall be as shown below in columns 3, 4, and 5. Distributor's net price to master dealers for optional equipment, f.o.b. Detroit, should not exceed the amounts shown below in column 5, plus "Provision for Federal Tax Expense."

(1) <u>Option Letter</u>	(2) <u>Option Name</u>	(3) List Price of <u>Option*</u>	(4) Pro- Provision For Federal Tax <u>Expense</u>	(5) Maximum Net Price to Master, Dealer (Not including Tax) <u>Tax</u>
A	Alum. Cylinder Head	\$ 10.25	\$.50	\$ 7.69
0	Super-Matic Drive	202.25	10.35	155.84
E	Twin Horns	7.00	.34	5.25
F	Front Fender Ornaments	5.30	.26	3.98
L	Drivemaster	106.50	5.52	83.07
0	Oil Bath Air Cleaner	6.00	.29	4.50
R	Bumper Guards, Front	12.75	.63	9.56
T	Overdrive	95.75	4.83	72.77
V	Rear Window Reveal Moulding, Chrome	3.75	.18	2.81
X	Weather-Control	61.40	2.58	41.75
Y	Radio	79.40	4.36	55.58
Z	Foam Rubber Front Seat Back.	15.65	.77	11.74



Car Distribution Department Bulletin

-3-

Number
DL.50-1

Date
11-18-49

Subject

3. PRICES
OF
OPTIONAL
EQUIPMENT

(1) Option Letter	(2) Option Name	(3) List Price of Option*	(4) Provision For Federal Tax Expense	(5) Maximum Net Price to Master, Dealer (Not including Tax)
DD	Direction Indicator	\$19.20	\$.94	\$ 14.40
GG	Special Rear View Mirror	2.25	.11	1.69
HH	Vacuum Booster Pump	9.25	.45	6.94
II	Arm Rests-(Bro. & Cl. Cpe.)	11.00	.54	8.25
	(Sedan)	8.00	.39	6.00
	(Business Coupe)	4.00	.20	3.00
KK	Commodore Steering Wheel	19.50	.96	14.63
MM	Foam Rubber Seat Cushion - (Front & Rear Seats)	22.25	1.09	16.69
NN	Wheel Trim Rings	12.70	.62	9.53
UU	Large Hub Caps	9.50	.47	7.13
VV	Foam Rubber Beat Cushion (Front seat only)	11.25	.55	8.44
XX	Electric Clock	16.00	.78	12.00

COLOR OPTIONS (EXTRA COST)

M	Revue Red (Special Paint).	22.60	1.11	16.95
RR	Golden Gray-Light it to	22.60	1.11	16.95
CC	Golden Gray-Dark it it	22.60	1.11	16.95
JB	Two-Tone Paint - Blue	20.00	.98	15.00
QG	“ “ “ - Gray	20.00	.98	15.00
SP	“ “ “ - Green	20.00	.98	15.00
RC	“ “ “ - Golden Gray	35.00	1.72	26.25

LEATHER UPHOLSTERY

AA1 - Leather Trim Russet				
“500” Brougham	128.00	6.45	97.28	
“500” 4-door Sedan	126.00	6.35	95.76	
“500” Business Coupe	85.00	4.28	64.60	
“500” Club Coupe	126.00	6.35	95.76	
AA2 - Leather Trim - Gray				
“500” Brougham	128.00	6.45	97.28	
“500” 4-door Sedan	126.00	6.35	95.76	
“500” Business Coupe	85.00	4.26	64.60	
“500” Club Coupe	126.00	6.35	95.76	
AA3 - Leather Trim - Red.				
“500” Brougham	128.00	6.45	97.28	
“500” 4-door Sedan	126.00	6.35	95.76	
“500” Business Coupe	85.00	4.28	64.60	
“500” Club Coupe	126.00	6.35	95.76	

(OVER)

3. PRICES OF OPTIONAL EQUIPMENT (CONT'D)

(1) <u>Option Letter</u>	(2) <u>Option Name</u>	(3) <u>List Price of Option*</u>	(4) <u>Provision For Federal Tax Expense</u>	(5) <u>Maximum Net Price to Master, Dealer (Not including Tax)</u>
TIRE OPTIONS				
EE	5-15x7.60 4 ply Black substituted for 5-15x7.10 4 ply Black inc. the substitution of Wheels	14.70	1.66	11.03
TT	5-15x7.10 6 ply Black substituted for 5-15x7.10 4 ply Black	34.55	1.34	25.91
WW	5-15x7.10 4 ply White Sidewall substituted for 5-15x7.10 4 ply Black	22.65	.69	16.99
EETT	5-15x7.60 6 ply Black substituted for 5-15x7.10 4 ply Black inc. the substitution of Wheels	49.50	2.42	37.13
EEWW	5-15x7.60 4 ply White Sidewall substituted for 5-15x7.10 4 ply Black inc. the substitution of Wheels	36.55	2.27	27.41

*In establishing retail prices of options the "Provision for Federal Tax Expense" should be added to column 3.

- 4. See Note "b" in Section 2 above.
- 5. All prices in this bulletin are subject to change as provided in the Supplement to your Hudson Distributor-Master Dealer Sales Agreement.

Geo. R. Dow
 Manager
 Car Distribution.



Car Distribution Department Bulletin

TO ALL MASTER DEALERS

Number
DL-50-3

Date
11-29-49

Subject

Shipping weights (in pounds) of optional equipment for the "500" series cars are shown below. Please note the "Weight" shown does not necessarily represent the actual weight of the option involved, but rather represents the difference, over or under, the weight of the standard equipment replaced (if any).

WEIGHTS
OF
OPTIONAL
EQUIPMENT
"500"
SERIES

<u>Option Letter</u>	<u>Description</u>	<u>Weight</u>	<u>Weight to Apply</u>
A	Aluminum Cylinder Head: "Pacemaker"	-24#	-25#
	Super & Commodore 6 cyl.	-20#	-20#
	" " " 8 cyl.	-22# 8 oz.	-25#
C	Super-Matic Drive	76#	75#
E	Twin Elec. Air Horns	3# 7 oz.	5#
F	Front Fender Ornaments	1# 12 oz.	0#
L	Drivemaster	27#	25#
O	Oil Bath Air Cleaner	1#	0#
R	Front Bumper Guides	4#	5#
T	Overdrive	49#	50#
V	Rear Window Reveal Moulding	1#	0#
X	Weather Control	22#	20#
Y	Radio	20#	20#
Z	Foam Rubber Seat Back	4#	5#
DD	Direction Indicator	1#	0#
EE	15 x 7.60 Tires	17#	15#
EETT	15 x 7.60 6 ply Tires	40#	40#
GG	Special Rear View Mirror	0# 2 oz.	0#
HH	Combination Fuel & Vacuum Pump	3# 12 oz.	5#
II	Arm Rests	2# 10 oz.	5#
KK	Commodore Steering Wheel	2# 4 oz.	0#
MM	Foam Rubber Seat Cushions	8#	10#
NN	Wheel Trim Rings	2#4 8 oz.	5#
QQ	Heavy Scale Rear Springs (Spec.)	2#	0#
SS	" " Ft.&Rear Springs	4#	5#
TT	6 ply Tiers - both sizes	23#	25#
UU	Large Hub Caps	4#	5#
VV	Foam Rubber Front Seat Cushion	4#	5#
WW	White Sidewall Tires	0#	0#
XX	Electric Clock	0# 8 oz.	0#
ZZ	Side Panel Ornamentation	3# 8 oz	5#

The "Weight to Apply" has been determined to the nearest five pounds.

Note Option "A" Aluminum Cylinder Head is a minus figure*,

GHD:LB

Geo. H. Dow
Manager
Car Distribution



Car Distribution Department Bulletin

TO ALL MASTER DEALERS

Number
DL.50-5

Date
12-6-49

Subject

1. Effective with shipments of all "Pacemaker" (500) Models made from the factory at Detroit on and after January 1, 1950, standard, no charge, solid colors will be available as follows: (Please note that colors "P" and "H" are NOT standard.)

<u>C O L O R</u>	<u>SHADE</u>	<u>OPTION LETTER</u>	<u>COLOR CODE NO.</u>
"Ebony" - Black	Black	K	5
"Rivard" - Blue	Dark	B	38
"Legion" - Blue	Light	J	36
"Twilight" - Gray	Dark	G	23
"Gray Mist" - Gray	Light	Q	24
"Peacock" - Green	Light	S	26

1. CAR
COLORS
"PACE-
MAKER"
MODELS

STANDARD
COLORS

EXTRA
COST
COLORS

The f.o.b. factory at Detroit prices of the extra cost colors shall be as shown below in columns 3, 4, and 5. Distributor's net price to master dealers for these extra cost colors, f.o.b. factory at Detroit, should not exceed the amounts shown below in column 5, plus "Provision for Federal Tax Expense."

(1) <u>Option Letter</u>	(2) <u>Option Name</u>	(3) <u>List Price of Option*</u>	(4) <u>Provision For Federal Tax Expense</u>	(5) <u>Maximum Net Price to Master Dealer (Not including Tax)</u>
P	Oriental Green - Dark	\$10.00	\$.49	\$ 7.50
H	Texas Tan - Light	10.00	.49	7.50
M	Revue Red - Dark	22.60	1.11	16.95
RR	Golden Gray - Light	22.60	1.11	16.95
CC	Golden Gray - Dark	22.60	1.11	16.95
JB	Two-Tone Paint - Blue	20.00	.98	15.00
QG	" " " - Gray	20.00	.98	15.00
SP	" " " - Green	20.00	.98	15.00
RC	" " " - Golden Gray	35.00 1	.72	26.25

*In establishing retail prices, the "Provision for Federal Tax Expense" should be added to column 3.

2. All prices in this bulletin are subject to change as provided in the Supplement to your Hudson Distributor-Master Dealer Sales Agreement.

2. CHANGES
IN
PRICES

Geo. H. Dow
Manager - Car Distribution



Car Distribution Department Bulletin

Number
DL.50-6

Date
12-29-49

Subject

TO ALL MASTER DEALERS:

1. Effective with shipments of Pacemaker Models on and after January 2nd, 1950 the f.o.b. factory at Detroit prices of optional. equipTent listed below shall be as shown in columns 3, 4, and 5. Distributor's net price to master dealers, f.o.b. factory at Detroit, should not exceed the amounts shown below in column 5, plus "Provision for Federal Tax Expense."

(1) <u>Option Letter</u>	(2) <u>Option Name</u>	(3) <u>List Price of Option*</u>	(4) <u>Provision For Federal Tax Expense</u>	(5) <u>Maximum Net Price to Master, Dealer (Not including Tax)</u>
C	Super-Matic Drive	\$189.50	\$ 9.81	\$147.81
L	Drivemaster	99.50	5.15	77.61
T	Overdrive	90.00	4.66	70.20

* In establishing retail prices, the "Provision for Federal Tax Expense" should be added to column 3.

2. All prices in this bulletin are subject to change as

provided In the supplement to your Hudson Distributor-Master Dealer Sales Agreement.

Geo. H. Dow

Manager -
Car Distribution.

GHD:LB.

1. NEW
PRICES
OF
SUPER-
MATIC
DRIVE,
DRIVE-
MASTER,
OVERDRIVE



Car Distribution Department Bulletin

Number
DL.50-12

Date
3-10-50

Subject

TO ALL MASTER DEALERS:

Effective on March 7, 1950 the Revue Red color was discontinued and replaced with Rocket Red, which is similar to the Bright (Maroon) Red used in 1949 production.

Change is effective with Car #500-47195.

<u>Option Letter</u>	<u>Code No *</u>	<u>Color</u>	<u>Shade</u>	<u>Replaces</u>
M	21	Rocket Red	Medium	Revue Red

* Code number is for Service Department reference only.

Option letter "M" is to be shown on car orders; specify this color.

Price of option "M" remains the same as shown in Bulletin DL.50-9.

GHD:LB.

Geo. H. Dow
Manager -
Car Distribution.

NEW RED
BODY
COLOR