

**GENERAL ACCESSORY POLICIES  
AND INFORMATION  
BULLETINS**



1952 - 1953 Series

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### 1952

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### 1953

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# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

|         |         |
|---------|---------|
| Number  | 6       |
| Date    | 3-21-52 |
| Subject |         |

**TO DEALERS**

We are pleased to announce the Hudson Anti-Freeze Program for the 1952-1953 Season. Permanent and Regular Anti-Freeze will again be available as follows:

PERMANENT ANTI-FREEZE

Hudson Permanent Anti-Freeze is the finest Anti-Freeze available today. Essentially composed of an ethylene glycol solution, it is approved by the Hudson Engineering Laboratories. It contains a special corrosion inhibitor which assures maximum Anti-Freeze performance in Hudson engines. One filling lasts all Winter. The material will not evaporate and cannot boil out.

PERMANENT ANTI-FREEZE

REGULAR ANTI-FREEZE

Hudson Regular Anti-Freeze is available both in one gallon cans and 54 gallon drums and in unlimited quantities. It is a high quality mixture of alcohol and methanol and contains a corrosion inhibitor.

REGULAR ANTIFREEZE

The following part numbers and price schedules apply:

| Part Number | Description                                      | List Price    | Dealer Net |
|-------------|--|---------------|------------|
| HS 302569   | Regular Anti-Freeze (one gallon cans)            | \$ 1.50       | \$ .98     |
| HS 302402   | Regular Anti-Freeze Gal<br>(54 Gal. Drum) Drum - | 1.50<br>48.60 |            |
| HS 304634   | Permanent Anti-Freeze<br>(One gallon cans)       | 3.75          | 2.51       |

PART NUMBER AND PRICES

Anti-Freeze prices are covered by Office of Price Stabilization CPR #57.

We have available for August-September, 1952, delivery of unlimited supplies of Permanent Anti-Freeze as well as all of the Regular Anti-Freeze in DRUMS that you can sell. For the first time there will be no shortage of either type Anti-Freeze!!!

PLENTY OF PERMANENT AND REGULAR IN DRUMS

SELL  
REGULAR  
ANTI-  
FREEZE  
IN GALLON  
CANS

SELL YOUR  
EMPTY  
DRUMS

WE WANT  
YOUR  
BUSINESS!!

- 2 -

Many Dealers prefer to sell Regular Anti-Freeze in gallon cans. This package makes an attractive display - it assures the Customer that he's getting Genuine Hudson Anti-Freeze and, of course, there is no wastage.

Order Regular Anti-freeze in Drums - the drums are worth \$.50 to \$5.00 and you can readily sell the empty drums. This reduces the cost approximately ten cents per gallon.

We are asking for your Anti-Freeze business during the coming season and want you to know that we will appreciate getting it. Attached is an order blank. If you have not already ordered your Anti-Freeze from your Zone or Distributor - do it NOW! Fill in the order blank specifying the date of shipment and mail it today.

HUDSON IS IN THE ANTI-FREEZE BUSINESS

AND WE WILL APPRECIATE SERVING

YOUR NEEDS.

-----

C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number

9

Date

6-5-53

Subject

TO ALL DEALERS:

Your attention is respectfully called to Page 312 of the June Service Merchandiser. In the composition of this page is an error in the model specification for Karvisors, Part Numbers HA 213288 and HA 233456.

The correct model specification for both HA 213288 and HA 233456 Karvisors is as follows:

HA 213288 Karvisor -- Fits all 48-52 Models, except 1951--1952 Hollywoods and 7B, 8B

HA 233456 Karvisor -- Fits 1951-1952 Hollywoods and 7B, 8B

Please see that your records are corrected accordingly and notify affected personnel.

With the Summer Season now before us, we again remind you of the Customer demand for Outside Visors (Karvisors), Remember -- we have the ONLY Outside Visor that is Custom-Tailored to Hudson's distinctive body lilies.

It is recommended that you DISPLAY Karvisors prominently and make sure your Customers know you have them available.

The Hudson Outside Visor (Karvisor) is an exclusive accessory with Hudson Dealers. It is designed by Hudson stylists and appears to be an integral part of the car.

There is a tremendous opportunity for volume business all through the Summer months. If you have not ordered Karvisors, do so today! Cash-in on this seasonal opportunity!!!

DO IT NOW!!!

-----

C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

OUTSIDE  
VISORS -  
KARVISORS

CORRECT  
MODEL  
INFORMATION

SELL  
KARVISORS!

DISPLAY

CUSTOM  
TAILORED

ORDER  
VISORS  
TODAY!!



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number  
10

Date  
June 13, 1952

Subject

TO DEALERS:

A New Liquid Glaze "Appearance Kit" is now available for Owner use.

The New Hudson Liquid Glaze Appearance Kit" contains the same materials which have only been furnished in large containers for shop use. The Step #1 Liquid Glaze Cleaner is formulated to remove all traces of oily film and road scum. The Step #2 Sealer gives the protective coat of Silicone Oil and Carnauba Wax that makes the finish water repellent, and impervious to dirt and road salt. The Step #3 Color Dress smooths the Sealer and brings out the depth of color of the carts finish.

The following part number and resale schedule apply:

| Part Number | Description                   | List   | Dealer Net |
|-------------|-------------------------------|--------|------------|
| HS 233265   | Liquid Glaze "Appearance Klt" | \$2.60 | \$1.56     |

Twelve (12) Kits per Shipping case

Every Car Owner is a prospect for the New Liquid Glaze, "Appearance Kit". owners whose New Cars have received a Liquid Glaze beauty treatment can use the Kit for touch-up on scratches or where road tar has accumulated. The Color Dress is applicable for returning the high lustre after the car has been in service for several months. Car Owners who prefer to maintain the finish of their car themselves, will appreciate the quality and economy of the "Appearance Kit" as it contains all of the necessary ingredients to give a car a complete beauty treatment.

Step up your Over-the-Counter polish sales! Here is an Owner Special that is exclusively yours!! Order at least one case now!!!

-----

C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

SOMETHING  
NEW

LIQUID  
GLAZE  
"APPEARANCE  
KIT"

PART  
NUMBER  
AND  
PRICE

FOR  
OWNER  
USE

ORDER  
TODAY!!



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number  
14

Date  
9-4-52

Subject

TO DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

Please refer to W. S. Milton's letter of July 24th advising of the location change on Back-Up Lights, Option "YR". This change has met with unanimous approval and an increasing percentage of car orders now list Option "YR" or Safety Group, Option "SK".

New shipments of Back-Up Lights (HA 230634) for Field installation will include the new instruction sheet. To help Dealers who have Back-Up Lights in stock we are enclosing a copy of the new installation instructions for proper guidance.

Back-Up Lights make a large contribution to safe driving. This fact is acknowledged by the majority of Car Owners. We sincerely recommend that you order either the Safety Group, Option "SK" or Back-Up Lights, Option "YR" on every New Car Order.

For Dealers who prefer to make Field installation of Accessories, we advise to always keep an ample supply of Hudson Approved Back-Up Lights on hand.

Check your stock today and order a good substantial supply right now!

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C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

BACK-UP  
LIGHT  
LOCATION

NEW  
INSTRUCTION  
SHEET

ORDER  
OPTIONS  
"SK" AND "YR"

General Accessory Policies  
and Information Bulletins



1953 Series



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number  
6

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Date  
12-18-52

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Subject

TO DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

We, at Hudson, are proud to present the new, powerful 8 tube Push-Button Radio for the Wasp and Hornet Models. It includes a large 6" x 9" elliptical speaker which offers greater audio volume than ever before possible,

A brand new push-to-lock tuner, having six (6) push-buttons, is used. This tuner embraces the simplest method ever devised for setting up stations on a car radio. It is only necessary to tune in the station, pull out the push-button and then push in the button firmly and the station is set up. The sixth button on this tuner is marked "Off" and turns the radio off when it is depressed. The volume level of the radio is not disturbed by turning on or off the radio. Depressing any of the five set-up buttons turns the radio on and tunes in a station at the preselected volume,

A new open design of the radio permits, for the first time, the use of all miniature tubes - including rectifier and out-put tubes. This design also simplifies servicing.

The following part number and prices will apply:

| <u>Part No.</u> | <u>Description</u>          | <u>List</u> | <u>Dlr. Net</u> |
|-----------------|-----------------------------|-------------|-----------------|
| HA 238060       | Radio - 8 Tube, Push-Button | \$86.50     | \$60.55         |
| HA 213890       | Radio Antenna               | 8.35        | 5.01            |

FOR MODELS 4C, 5C, AND 7C

The new Hudson Radio has a larger, easy-to-read dial with numerals evenly spaced also makes it easy-to-operate, And, it's easy to listen to, too! The new Hudson Radio has superb tone quality that will please every new Hudson Owner.

Deliver every New Hudson Wasp and Hornet with the New 8 tube Push-Button Radio installed, Always carry a good stock of Radios on hand for cars that were not ordered with Radio Option "Y".

Order your initial stock today Attached is a convenient order blank, Fill it in and mail it to your Zone or Distributor, RIGHT NOW.

HUDSON RADIOS MATCH THE FINE QUALITY OF HUDSON CARS.

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C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

NEW  
1953  
8 TUBE  
RADIO

EASY-TO-  
SET  
PUSH-  
BUTTONS

NEW  
MINITURE  
TUBES

PART  
NUMBER  
AND  
PRICES

EASY ON  
THE EYES--  
AND  
EARS



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

|                  |
|------------------|
| Number<br>10     |
| Date<br>11/30/53 |
| Subject          |

TO ALL DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

ANNOUNCING THE BEAUTIFUL NEW

GASOLINE-DOOR GUARD

FOR 1954 MQDELS 4D, 5D, 7D

Hudson's Gasoline-Door Guard for 1954 is truly a beauty - offering handsome protection to perfectly complement the classic new taillight and rear-fender treatment. It will sell on sight!

READ ATTACHED FLASH ... take a look at that picture! One look and you know you are going to sell then in volume! Your complete sales story is told in the flash. Read it ... ask your salesmen to read it. Then, tell them to sell a beautiful new Gasoline-Door Guard every time they sell a Wasp, Super Wasp, and Hornet,

Dealer Net to Suggested List shows good profit. Even more important, this Accessory is priced for volume sales:

| Part No.  | Description         | List Price | Dealer Net |
|-----------|---------------------|------------|------------|
| HA-241062 | Gasoline-Door Guard | \$2.25     | \$1.35     |

EASY TO DISPLAY - - install Gasoline-Door Guards on showroom cars.

EASY TO INSTALL - - no holes to drill, Put on in a matter of minutes.

EASY TO SELL - - every customer who sees one installed will want one!

ORDER A CASE TODAY ... individually cartoned, 48 to the case ... fill in the convenient order blank at the bottom of the flash. Tear off and mail to your Zone or Distributor right away!

ARTHUR SMERECK  
ACCESSORY MERCHANDISING

1954  
GASOLINE  
DOOR  
GUARDS  
WILL  
SELL  
ON  
SIGHT!  
ATTACHED  
FLASH  
GOOD  
PROFIT  
VOLUME  
SALES  
PLACE  
ORDER  
TODAY



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number  
14

Date  
4-22-53

Subject

TO DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

Hudson Seat Covers for the Fabulous Hornet are masterpieces of colorful styling - the patterns and fabrics have been carefully chosen to compliment the beautiful interiors.

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Plastic Seat Covers for lasting wear - expertly tailored for precise fit. Hudson Saran-Plastic Seat Covers with bolsters of quilted taffeta-finished "Seal tuft" provide the ultimate in luxury, protection and comfort.

| Part No.  | Description  | List     | Dealer Net |
|-----------|--|----------|------------|
| MODEL 7C  |  |          |            |
| HA 233700 | Seat Covers-Plastic-Brown Plaid<br>7C 4Sed               | \$ 39.50 | \$23.70    |
| HA 233701 | Seat Covers-Plastic-Blue & Gray<br>Stripe 7C 4Sed        | 39.50    | 23.70      |
| HA 233702 | Seat Covers-Plastic-Green & Red<br>Stripe 7C 4Sed        | 39.50    | 23.70      |
| HA 233703 | Seat Covers-Plastic-Red & Gray<br>Stripe 7C 4Sed         | 39.50    | 23.70      |
| HA 233704 | Seat Covers-Plastic-Brown Plaid<br>7C ClCpe-Hlywd        | 39.50    | 23.70      |
| HA 233705 | Seat Covers-Plastic-Blue & Gray<br>Stripe 7C ClCpe-Hlywd | 39.50    | 23.70      |
| HA 233706 | Seat Covers-Plastic-Green & Red<br>Stripe 7C ClCpe-Hlywd | 39.50    | 23.70      |
| HA 233707 | Seat Covers-Plastic-Red & Gray<br>Stripe 7C ClCpe-Hlywd  | 39.50    | 23.70      |

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Nylon Seat Covers in two-tone stripes and figured patterns of Blue, Green, Brown,, Gray and Red to please the most discriminating Owners.

Nylon Seat Covers are richly beautiful and completely protect the upholstery. The super-smooth finish makes them easy to g - l - i - d - e on without generating static electricity - a sales fact that helps convince most Owners.

NEW  
HORNET  
SEAT  
COVERS

SARAN-  
PLASTIC  
WITH  
"SEALTUFT"

PART  
NUMBERS  
  
AND  
  
PRICES

NEW  
NYLON  
SEAT  
COVERS

SMOOTH -  
AS -  
SILK

Car Owners really appreciate luxurious Nylon Seat Covers because they can be washed so easily - dry in a matter of minutes and look as beautiful as before.

|                                  | Part No.   | Description                                      | List    | Dealer Net |
|----------------------------------|--|--|---------|------------|
|                                  |  | MODELS 7C  |         |            |
| PART<br>NUMBERS<br>AND<br>PRICES | HA 233548  | Seat Covers-Nylon-Brown Stripe<br>7C 4Sed        | \$59.50 | \$35.70    |
|                                  | HA 233549  | Seat Covers-Nylon-Gray Stripe<br>7C 4Sed         | 59.50   | 35.70      |
|                                  | HA 233550  | Seat Covers-Nylon-Red Stripe<br>7C 4Sed          | 59.50   | 35.70      |
|                                  | HA 234980  | Seat Covers-Nylon-Blue Stripe<br>7C 4Sed         | 59.50   | 35.70      |
|                                  | HA 234981  | Seat Covers-Nylon-Green Stripe<br>7C 4Sed        | 59.50   | 35.70      |
|                                  | HA 233551  | Seat Covers-Nylon-Brown Figure<br>7C 4Sed        | 59.50   | 35.70      |
|                                  | HA 233552  | Seat Covers-Nylon-Gray Figure<br>7C 4Sed         | 59.50   | 35.70      |
|                                  | HA 233553  | Seat Covers-Nylon-Red Figure<br>7C 4Sed          | 59.50   | 35.70      |
|                                  | HA 234982  | Seat Covers-Nylon-Blue Figure<br>7C 4Sed         | 59.50   | 35.70      |
|                                  | HA 234983  | Seat Covers-Nylon-Green Figure<br>7C 4Sed        | 59.50   | 35.70      |
|                                  |  | -----  |         |            |
|                                  | HA 233554  | Seat Covers-Nylon-Brown Stripe<br>7C ClCpe-Hlywd | 59.50   | 35.70      |
|                                  | HA 233555  | Seat Covers-Nylon-Gray Stripe<br>7C ClCpe-Hlywd  | 59.50   | 35.70      |
|                                  | HA 233556  | Seat Covers-Nylon-Red Stripe<br>7C ClCpe-Hlywd   | 59.50   | 35.70      |
|                                  | HA 234984  | Seat Covers-Nylon-Blue Stripe<br>7C ClCpe-Hlywd  | 59.50   | 35.70      |
|                                  | HA 234985  | Seat Covers-Nylon-Green Stripe<br>7C ClCpe-Hlywd | 59.50   | 35.70      |
|                                  | HA 233557  | Seat Covers-Nylon-Brown Figure<br>7C ClCpe-Hlywd | 59.50   | 35.70      |
|                                  | HA 233558  | Seat Covers-Nylon-Gray Figure<br>7C ClCpe-Hlywd  | 59.50   | 35.70      |
|                                  | HA 233559  | Seat Covers-Nylon-Red Figure<br>7C ClCpe-Hlywd   | 59.50   | 35.70      |
|                                  | HA 234986  | Seat Covers-Nylon-Blue Figure<br>7C ClCpe-Hlywd  | 59.50   | 35.70      |
| HA 234987                        | Seat Covers-Nylon-Green Figure<br>7C ClCpe-Hlywd | 59.50  | 35.70   |            |



# GENERAL ACCESSORY POLICIES - 3 - AND INFORMATION BULLETINS

Number  
14

Date  
4-22-53

Subject

Show Hudson Approved Seat Covers to every Hornet Prospect - to every Hornet Owner. Install them in Demonstrators and Showroom Cars. Let your Customers really see and feel the fine appearance - the added comfort as well as protection they provide.

Dealers will be supplied sample swatches of all materials by their Zones or Distributors.

Order Hudson Approved Seat Covers TODAY! Seven out of ten Hornet Owners will buy Seat Covers. There is a substantial gross profit in Hudson Approved Seat Covers. You are entitled to this business and profit ... ask for it and you will sell Seat Covers!

Fill in special order attached and mail to your Zone or Distributor today.

-----

C. C. MC KELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

DISPLAY  
  
DEMONSTRATE  
  
SAMPLE  
MATERIAL  
SWATCHES  
  
ORDER  
GOOD  
SUPPLY  
TODAY



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number

19

Date

6/1/53

Subject

TO ALL DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

Prime sales emphasis on Hudson Ventshades for the Jet and Super Jet is two-fold:

BIG-CAR APPEARANCE

and

EXTRA COMFORT

With these two for a starter, Dealer sales on this fine Hudson Accessory should be no less than terrific!

The full story of this wonderful new Jet Accessory is told on the attached broadside piece. Its a great sales story ... READ IT! Have your whole organization read it. Then, ask everyone to use the Hudson Ventshade story to profitable advantage:

SHOW THEM!  
RECOMMEND THEM!  
ASK PEOPLE TO BUY!!!

You will want to check your stock on this highly profitable accessory. Anticipate increased demand and ORDER TODAY! Fill in the order blank on the attached flash sheet - tear it off and mail to your Zone or Distributor right away!

IMPORTANT ... Order as Option "VP" with New-Car Orders.

Now is the time to show them ... and sell them. Place your order for Jet Ventshades right away ... today!

ARTHUR SMERECK

ACCESSORY MERCHANDISING

VENTSHADES  
FOR THE  
JET AND  
SUPER JET!!!

GREAT SALES  
STORY

READ  
ATTACHED  
FLASH

HIGH  
PROFIT  
ITEMS

INCREASE  
YOUR ORDER!



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

|         |         |
|---------|---------|
| Number  | 22      |
| Date    | 6-29-53 |
| Subject |         |

TO DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

Wire Wheels were announced as a "Special Order" Option in Car Distribution Bulletin CD 53159 April 39 1953. Since then, we have had occasional inquiries from Dealers and Distributors regarding availability as Field Installed Accessories,

The following part numbers and price schedule apply:

| <u>Part Number</u> | <u>Description</u>                           | <u>List</u> | <u>Dealer Net</u> |
|--------------------|--|-------------|-------------------|
| HA 309821          | Wire Wheel Kit - Painted<br>1C, 2C           | \$175.00    | \$131.25          |
| HA 309822          | Wire Wheel Kit - Chrome Plated<br>1C, 2C     | 375.00      | 281.25            |
| HA 309823          | Wire Wheel Kit - Painted<br>4C, 5C, 7C       | 175.00      | 131.25            |
| HA 309824          | Wire Wheel Kit - Chrome Plated<br>4C, 5C, 7C | 375.00      | 281.25            |

The Wire Wheel Kits consist of five wheel assemblies, five tire flaps and four outer hub caps.

You may have a Prospect who insists on Wire Wheels being installed on a car in your showroom or an Owner who wants Wire Wheels after he has taken delivery of his car. For such occasions, you will be able to furnish Wire Wheels as Accessories.

Zones and Distributors will not carry Wire Wheels in stock, however, we will make immediate shipment on special orders direct to Dealers.

-----

C. C. MC KELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

WIRE  
WHEELS  
AVAILABLE  
AS FIELD  
INSTALLED  
ACCESSORIES

PART NUMBERS  
AND  
PRICES

AN  
OCCASIONAL  
DEMAND

NOT  
STOCKED  
IN ZONES  
OR  
DISTRIBUTORS



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

|         |         |
|---------|---------|
| Number  | 25      |
| Date    | 7/13/53 |
| Subject |         |

TO ALL DEALERS AND SERVICE STATION AGREEMENT HOLDERS:

You've asked for it you've been waiting ... Now, HERE IT IS!

THE NEW ELECTRIC CLOCK

for HUDSON JETS and SUPER JETS!

Beautiful, useful and dependable ... this new Electric Clock is precision-made for perfect time-keeping, and specially designed to add extra beauty to the Set instrument panel cluster.

Be sure to install them on Showroom Cars!

The full story of this worthwhile Accessory is told in the attached broadside, You will want to read it for complete details.

For quick shipment of your initial supply, you will find it convenient to fill in the order blank at the bottom of the flash, Tear it off and mail to your Zone or Distributor right away!

The easiest way to get your whole organization "in the know" on this latest Set Accessory is to ask them to read the attached flash. Then, tack it up over your Parts and Accessory Counter ... it will serve as a useful reminder to ASK PEOPLE TO BUY!

HELP YOUR JET OWNERS TO BE ON TIME ... IT'S PROFITABLE BUSINESS!



PLACE YOUR ORDER TODAY!

ARTHUR SMERECK

ACCESSORY MERCHANDISING

JET  
ELECTRIC  
CLOCK

BEAUTIFUL  
AND  
USEFUL!

INSTALL ON  
SHOWROOM CARS!

READ

ATTACHED

BROADSIDE!

ORDER  
TODAY