

Accessory & Parts Merchandising Bulletins

1935 Series

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HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

No. 3-A

Date 2/25/35

1935 SERIES BULLETINS

Subject

Form 8104A

TO ALL DEALERS:

Please make the following additions and corrections to your accessory prices listed in Accessory and Parts Merchandising Bulletin No. 3, dated 11/30/34:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 115462 | Clock & Glove Box Door Assembly (Walnut) (Electric) All 1934 Models and 1935 Convertibles | \$12.75 | \$8.29 |
| 115463 | Clock & Glove Box Door Assembly (Mahogany) (Electric) All 1935 Models except Convertible and. Brougham | 12.75 | 8.29 |
| 115464 | Clock & Glove Box Door Assembly (Gray) (Electric) 1935 Brougham | 12.75 | 8.29 |
| 115465 | Clock & Glove Box Door Assembly (Brown) (Electric) 1935 Brougham | 12.75 | 8.29 |
| 114658 | Cigar Lighter (Mahogany) (Instrument Panel Type) | 1.50 | 1.00 |
| 114632 | Door Scuff Plate (Kit) Coach or Coupe | 1.00 | .65 |
| 114633 | Door Scuff Plate (Kit) Sedan | 1.50 | 1.00 |
| 48560 | Antenna & Lead-In Wire Assembly (Kit) (1935 Radio) | 5.00 | 3.25 |
| 114825 | Rear Apron Stone Breaker (Kit) (All 1935 Models) | 2.00 | 1.30 |
| 48329 | Water Temperature Gauge (Kit) (All Models) | 4.50 | 2.95 |
| 48345 | Clutch Control - Vacuum (Kit Complete) 1935 Terraplane and Hudson 6 | 15.00 | 9.75 |
| 48347 | Clutch Control - Vacuum (Kit Complete) (1935 Hudson 8) | 15.00 | 9.75 |
| 46945 | Garage Battery Charger (All Cars) | 7.95 | 5.15 |
| 114713 | Windshield Cleaner - Vacuum - Single (Kit) Supersedes and interchangeable with 111329 | 10.00 | 6.50 |
| 114715 | Windshield Cleaner - Vacuum - Double (Kit) Supersedes and interchangeable with 11329 | 10.00 | 6.50 |
| 115526 | License Plate Frames (Pair) Kit | 1.50 | .98 |
| 111929 | Luggage Carrier Rack Assembly (Coupe & Convertible with side tire mount) | 9.50 | 6.25 |
| 111719 | Luggage Carrier Rack Assembly (Coupe & Convertible - Rear mount) | 9.50 | 6.25 |
| 114634 | Radiator Ornament Crest Kit | 2.50 | 1.63 |
| 114635 | Radiator Ornament Crest Kit | 1.00 | .65 |

H. J. Hudson

Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 6

Date 12/6/34

Subject

TO ALL DEALERS:

We are "going to town" again during 1935 with Radio Merchandising -- only in a bigger way. The new unit differs from the 1934 set because of car design but is of equal performance. As you already know, all 1935 cars are equipped with steel roofs; there fore an antenna of special construction is applied under the running board where heretofore it has been in the roof. It is easily and quickly installed and a part of each accessory radio kit.

The receiver and speaker are separate units and both are installed under the cowl. There is no angle support this year because the receiver is mounted directly on the steering column bracket. The speaker is bolted through and attached to the dash.

You will be glad to know there is only one kit for all 1935 cars. . One control head carrying the name "Hudson Radio" fits all sets and is inserted in the instrument panel the same as with the 1934 cars. All panels for all 1935 cars are punched out for the radio control head.

Coils on all 1935 cars, with the exception of the Terraplane Specials, are located under the hood, so suppressors are required only on these latter jobs. The coils on the Specials are under the cowl as in 1934 products.

After we went into production with the Terraplane Special it was decided to use the air cooled generator on all future cars. The voltage regulator, however, is not standard equipment on the Terraplane Specials.

When these cars are equipped with radio in the field, a voltage regulator should be installed. So with this in mind we have made up a kit containing six (6) spark plug suppressors and a voltage regulator, at a cost of \$1.50 to Distributor, Dealer and owner alike. Do not fail to install the voltage regulator on field radio equipped cars.

| <u>Part No.</u> | <u>Name</u> | <u>Owner Net</u> | <u>Dealer Net</u> |
|-----------------|---|------------------|-------------------|
| 47947 | Voltage Regulator and Spark Plug Suppressor Kit | \$1.50 | \$1.50 |

This cost may be added to the list price of the radio on Terraplane Specials, or absorbed as you see fit.

We have placed at your disposal merchandising advantages (because of steel roofs) by designing the set both to the antenna and to our particular design of car. Don't overlook this

(OVER)

1935
RADIO
PROGRAM

ANTENNA ON
RUNNING BOARD

SPEAKER AND
RECEIVER
SEPARATE
UNITS

SUPPRESSORS
USED ONLY ON
TERRAPLANE
SPECIALS

SET SPECIALLY
DESIGNED TO
ANTENNA

important factor discussing radio with your prospects. You should enjoy one hundred per cent of the radio business on our cars in 1935.

The following list and prices will obtain for the 1935 radio sets when purchased as an accessory. Antenna and all small parts (with the exception of spark plug suppressors for Terraplane Specials) are included in the kit at the prices noted.

| <u>Part No.</u> | <u>Name</u> | <u>Installed Price</u> | <u>Dealer Net</u> |
|-----------------|----------------------------|------------------------|-------------------|
| 47734 | Radio Kits (All 1935 cars) | \$49.95 | \$32.00 |

The retail price of \$49.95 includes a five dollar (\$5.00) commission to retail salesmen and service man. This feature of the 1934 radio merchandising program was largely responsible for its great success and we made a mistake when it was removed from the retail price after the middle of the year. That Five Dollar Bill Is Going To Sell Radios.

The merchandising of 1934 radios for 1934 cars continues as outlined in the 1935 Dealer Bulletin No. 2. We will continue to handle 1934 radios for 1934 cars all through 1935.

1935 radios, as you have already noted are not applicable to 1934 cars.

H. J. Hudson

Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

No. 7

Date 12/10/34

1935 SERIES BULLETINS

Form 8104

Subject

TO ALL DEALERS:

We believe the market for the sale of 1934 Coach and Sedan trunks has hardly been touched. This, because the trunks came into the season so late, our distributors and dealers did not have much opportunity to get volume.

We are going to carry in stock here at the factory, Sedan and Coach trunks for the 1934 cars all during 1935. Your service organization will have an opportunity to approach owners on the occasion of their visits to the service station on the matter of trunks and we think it would be a very good thing to display them with a card in both the service station and the sales-room showing the installed price to the owner. The 1934 trunks are not interchangeable with 1935 cars. The list price and resale schedules are as follows:

COACH AND SEDAN TRUNKS FOR 1934 CARS AVAILABLE ALL THROUGH 1935

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 11920 | Trunks - Coaches - 1934 Models Prime | \$37.50 | \$27.50 25.00 |
| 111922 | Trunk - Sedans - 1934 Models Prime | 37.50 | 27.50 25.00 |

In order to assist you in your merchandising that you may take full advantage of your market, trunks have been made available for 1935 and can be secured from distributors and dealers immediately. Distributors may likewise secure them from the factory and we would suggest that orders be placed so that both retail and wholesale requirements may be immediately filled.

COACH AND SEDAN TRUNKS FOR 1935 MODELS

The 1935 service trunk is not interchangeable with the 1934 trunk. They are similar in appearance but, due to the changes in the rear contour of the body and the moulding, they naturally are not interchangeable.

The list price and resale schedules are as follows:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 114524 | Trunk - Coaches - 1935 Models Prime | \$37.50 | \$27.50 25.00 |
| 114525 | Trunk - Sedans - 1935 Models Prime | 37.50 | 27.50 25.00 |

(OVER)

REGULAR 1935
PRODUCTION
TRUNK INSTALLED
AT FACTORY

You of course understand that the trunk which will be installed on cars at the factory is the regular production trunk and has nothing to do with the service trunks mentioned previously.

The regular production trunk cannot be installed in the field and it is for this reason that we are supplying you with a service trunk which will take care of your 1935 car requirements when installations have to be made in the field. You will note that in establishing a list price we have placed it at \$37.50 for both 1934 and 1935 trunks. You are at liberty either to absorb the installation charge yourself or to add it to the list price, as you see fit. We would suggest, however, that in no cases you permit the delivered or installed price of the trunk to exceed \$39.50 or \$40.00.

These trunks, as you know from past experience, are very easily installed. They present no difficulty, and the cost of installation is not great. There isn't any reason why you should not do a splendid business with trunks on both 1934 and 1935 cars, and you will note by the resale schedule that you are going to enjoy a nice profit from each sale.

Inasmuch as there are only two types of trunks in the 1934 setup, that is, the Sedan and Coach -- and also only two trunks in the 1935 service setup, namely, Sedan and Coach -- that we have only given you these part numbers. You should however, when ordering advise us the model and wheel equipment (side mount or rear) on which you want to make installation, inasmuch as there is a difference between the length of the platform or baggage straps with each model. In many instances the field has not seen fit to install these straps but in the event that you want them, be sure and specify models so that we can send you the right type.

H. J. Hudson

Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 8

Date 12/10/34

Subject

TO ALL DEALERS:

As a feature of the preview of 1935 models in Detroit on November 13th, Robes and Pillows to match the upholstery of the various models were displayed. So much favorable comment was received from distributors and dealers that we decided to include them in our Accessory Group.

The robes and pillows are made in our own Trim Department of the same cloth and as is used in car production, assuring you of an accurate match of color and material with the car in which they are to be used.

A set of one robe, two square pillows and one wedge pillow, placed in cars in your showroom will make a splendid display and will immediately interest your customers.

We have not set any list price on these robes and pillows, believing that You will prefer to set your own. There will be occasions when these may contribute to new car deals, and without any established lists you can sell them at any figure you desire without code violation providing the selling price is always above cost.

Part numbers and net prices for various models are listed.

| <u>Part No.</u> | <u>Name</u> | <u>Dealer Net</u> |
|-----------------------------------|--------------------|-----------------------|
| <u>For all Terraplane Models:</u> | | |
| 113900 | Wedge Type Pillow | \$2.25 |
| 113906 | Square Type Pillow | 2.25 |
| 113912 | Robe | 9.76 |

For Hudson Six:

| | | |
|--------|--------------------|------|
| 113901 | Wedge Type Pillow | 22 5 |
| 113907 | Square Type Pillow | 2.25 |
| 113913 | Robe | 9.76 |

For Hudson Eight Special:

| | | |
|--------|--------------------|------|
| 113922 | Wedge Type Pillow | 2.25 |
| 113908 | Square Type Pillow | 2.25 |
| 113914 | Robe | 9.76 |

(OVER)

ROBES AND
PILLOWS

ROBES AND
PILLOWS

| <u>Part No.</u> | <u>Name</u> | <u>Dealer Net</u> |
|--|--------------------|-----------------------|
| <u>For all Hudson Eight Deluxe:</u> | | |
| 113903 | Wedge Type Pillow | \$ 2.25 |
| 113909 | Square Type Pillow | 2.25 |
| 113915 | Robe | 13.00 |
| <u>For Hudson Custom Eight Sedan:</u> | | |
| 113904 | Wedge Type Pillow | 2.25 |
| 113910 | Square Type Pillow | 2.25 |
| 113916 | Robe | 13.00 |
| <u>For Hudson Custom Eight Brougham:</u> | | |
| 113905 | Wedge Type Pillow | 2.25 |
| 113911 | Square Type Pillow | 2.25 |
| 113917 | Robe | 13.00 |

H. J. Hudson

Assistant
General Service Manager

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

No. 9

Date 12/13/34

1935 SERIES BULLETINS

Form 8104

Subject

TO ALL DEALERS:

Door scuff plates have been included as standard equipment on all models except the Terraplane Special series. We have had, however, a number of requests for scuff plates for that model, and now have available an accessory kit for installation on the Terraplane Specials. As the assembly operation is simple, we believe you will be able to sell a good many sets on new cars before delivery.

DOOR SCUFF
PLATES

Packed in kit complete, with necessary screws to install:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 114632 | Door Scuff Plate (2) Terraplane Special Coach or Coupe | \$1.00 | \$.65 |
| 114633 | Door Scuff Plate (4) Terraplane | 1.50 | 1.00 |

Inasmuch as fender lamps are not standard equipment on any model, you have a wide open field in their sale as an accessory. The streamlined contour blends perfectly with the lines of the car and the new headlamps. A real merchandising effort on this item will be well rewarded, as the installed price leaves a nice margin of profit.

FENDER LAMPS

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 114539 | Fender Lamps (2 in Kit) (Complete with wires) | \$5.00 | \$3.25 |

Vanity mirrors are coming into popular demand by the feminine motorists. We have selected for our accessory line a vanity mirror which we believe will give you the greatest volume of sales. Its attractive appearance, its convenience, and the low list price should enable you to put one on every car which enters your service station. These are conveniently packed, a half dozen to a carton.

VANITY MIRROR

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 114539 | Vanity Mirror - Single Retail - Carton of 6 | \$1.00 | \$3.90 |

(OVER)

SUN VISOR

All drivers realize the practical convenience and necessity of a sun visor on the left hand side of the windshield. All 1935 cars are so equipped. The visor shuts out the glare, leaving the driver a clear view of the road ahead. The right hand visor is equally convenient and contributes greatly to the comfort of the passengers. It serves a purpose as a mounting for an additional vanity mirror.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 108671. | Inside Visor, L.H. All 1934 and 1935 cars - Specify trim | \$2.00 | \$1.30 |
| 108672 | Inside Visor, R.F. All 193 and 1935 cars - Specify trim | 2.00 | 1.30 |

ASH TRAY

Ash trays have become an indispensable item in the interior appointment of a motor car, and are an excellent convenience during the winter months. The valance or window moulding type, mounted on either front door adds smartness to the appearance and prevents, through suggestion, ashes being dropped on the cushions or floor of the car. Finished to match the window moulding of the car,

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 111680 | Ash Tray - Window Finish Moulding Type - Walnut, (Kit) All 1934 Terraplanes and Hudsons and all 1935 Convertibles | \$2.00 | \$1.30 |
| 314529 | Ash Tray - Window Moulding Type - (Mahogany) For all doors on all 1935 models except Convertible Brougham | 2.00 | 1.30 |
| 114530 | Ash Tray - Window Finish Moulding Type (Gray) 1935 Hudson Brougham | 2.00 | 1.30 |

H. J. Hudson

Assistant
General Service Manager

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

Form 8104

No. 10
Date 12/28/34
Subject

TO ALL DEALERS:

During the recent National Parts and Service Managers' Convention held in Detroit, the subject of signs was brought up for discussion and, as the Parts and Service Managers were advised, we have in stock, at this time an excellent, sign at a very reasonable price for our dealers' service stations.

This sign of three panels. Very definitely denoting that the dealer has a Hudson, Terraplane and Essex Service Station and handles genuine parts for these cars. The panels are mounted on a scroll bracket extending from the wall, and are very attractive. The price on this sign has been reduced to \$4.75 F. O. B. Detroit, and includes the extra Terraplane added to the sign to take care of this line of cars.

The price is so reasonable that we are sure every dealer will feel he can well afford to have one, denoting the entrance to his service station, because just a couple of transient Service jobs would fully repay him for the purchase of the sign. Tourist business is very valuable. Many times an owner will drive around town and not finding any designation of dealer's place of business, will go to an independent shop and spend money to which the dealer is entitled.

We urge every dealer to install one of these signs at his service entrance.

T. H. Stanbaugh

General Service Manager

**SERVICE
STATION
SIGNS**

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

No. 11

Date 1/4/35

1935 SERIES BULLETINS

Form 8104

Subject

TO ALL DEALERS:

There are certain items in the accessory line for 1935 which should have special mention, although all are covered in Accessory Price List, Bulletin No. 3.

There is a growing demand among motorists for an electrical device to indicate a driver's intention to turn right or left. Such indicators are now compulsory in some foreign countries and there is no doubt that this country will probably later adopt similar regulations. In order to take advantage of this growing market, we have made the Tell-turn Signal Light available to you. The device consists of a lamp with directional arrows mounted on the rear license plate bracket, a switch incorporated in the gear shift lever knob or bracketed to the dash for cars equipped with Electric Hand and, if desired, a lamp for mounting on the front bumper. Part numbers and resale schedules follow.

TELL-TURN
SIGNAL
LIGHT

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 114540 | Tell-turn Light Signal Light (Kit) (Rear installation) | \$ 9.50 | \$ 6.25 |
| 114636 | Tell-turn Light Signal Light (Kit) (Front Installation - Used With 114540) | 6.00 | 3.90 |
| 114637 | Tell-turn Light Signal Light (Kit) (Front and rear installation) | 15.50 | 10.08 |

- - - - -

The attractive chromium Vanity Mirror will appeal to every feminine motorist or passenger. It is attached with clips, to either inside visor. The convenience and attractiveness will create many sales if properly and consistently demonstrated by your service salesman.

VANITY
MIRROR

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 114539 | Vanity Mirror Vanity Mirror - Carton of 6 | \$1.00 | \$3.90 |

(OVER)

OVAL
REAR VIEW
MIRROR

Another item which will justify intensive sales effort is the Oval Rear View Mirror. Its special shape affords a full, clear view of the road behind, and the low price makes it available to every owner. Packed complete with special bracket.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|-----------------------|-------------------|-------------------|
| 95288 | Oval Rear View Mirror | \$1.50 | \$1.00 |

INSIDE
VISOR

Every motorist realizes the practical need of an inside visor at the left side of the windshield to shut out the glare of the sun. A similar visor mounted at the right is equally convenient and adds greatly to the comfort of the passenger. It also serves as a mounting for another vanity mirror.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|------------------------------------|-------------------|-------------------|
| 108671 | Inside Visor, L. H. (Specify trim) | \$2.00 | \$1.30 |
| 108672 | Inside Visor, R. H. (Specify trim) | \$2.00 | \$1.30 |

FENDER
LAMPS

Fender lamps are not standard equipment on any of the 1935 models, creating a wide open market as an accessory. The lamps conform to the styling of the 1935 headlamps, and are truly built to harmonize with the lines of the car. Can be installed on all models of all years.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|-----------------|-------------------|-------------------|
| 109432 | Fender Lamp Kit | \$5.00 | \$3.25 |

All of these items should have a preferred place in your accessory program. Select one item each week for special effort. Make sure that your service salesman have a real story to tell the prospect, and your accessory volume will steadily increase.

H. J. Hudson
Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 12

Date 1/11/35

Subject

TO ALL DEALERS

In making sale of a new Hudson or Terraplane automobile both distributor and dealers assume a very definite obligation as related to the performance during the early life of the car. The purchaser is assured that the car has been completely inspected and adjusted for best operation before the car is delivered to him. He is also informed that at the end of 500 miles and again at 1500 miles of driving the car will be inspected and adjusted without charge to the owner, except for oil, grease or supplies.

It is obvious that these three inspections -- the new car pre-delivery, the 500 mile and the 1500 mile, should be conducted in a systematic manner, not only to insure proper operation of the car, but to protect you against unwarranted claims by owners.

To assist you in handling the inspections methodically, we have made Inspection Cards available for these various inspections, listing all the operations which should be performed at the three periods. These will be furnished to you, upon receipt of your order, on a cost basis, packaged in lots of 50 sets (one card for each inspection per set) at a price of \$1.00 per package.

A sample of each Inspection Card is attached hereto.

H. J. Hudson

Assistant
General Service Manager.

INSPECTION
CARDS

(OVER)

CORRECTION
IN BULLETIN
NO. 3,
DATED NOVEM-
BER 30, 1934

TO ALL DEALERS:

In checking over our Accessory and Parts Merchandising Bulletin No. 3, dated November 30th, we find that there are some discrepancies relative to model shown opposite Fender Guards. These are listed on Page 2 of Bulletin No. 3, and should read as follows:

| Part No. | Name |
|---------------|--|
| 111308 | Front Fender Guard - 1934 Terraplane |
| 11,1310 | Rear Fender Guard - 1934 Terraplane |
| 111309- | Front Fender Guard - All 1934 Hudsons and 1935 Eight Deluxe Brougham and Club Sedan |
| 111311 | Rear Fender Guard - All 1934 Hudsons and 1935 Eight Deluxe Brougham and Club Sedan |
| 11) -1, 2 7 2 | Front Fender Guard - 1935 Hudson Six and Eight Special |
| 1.14273 | Rear Fender Guard - 1935 Six and Eight Special |
| 111639 | Fender Guard - Front and Rear - 1934 KS and All 1935 Terraplanes. |

Will you please see that these corrections are made in Bulletin No. 3, so that you will be in a position to correctly order Fender Guards?

H. J. Hudson

Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY

ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

No. 12

Date 1/4/35

Subject

Form 8104A

TO ALL DEALERS

In the Accessory Price List Bulletin No. 3 we have listed a Startix Kit. This, as you know, is an automatic starting device and the kit consists of the starting unit, together with the necessary wiring for installation and also includes a contact switch operated by the clutch pedal

STARTIX

You undoubtedly know that on jobs equipped with the Electric Hand, it is necessary to depress the clutch pedal before the engine can be started.

This feature makes a perfect setup for startix installation and should be talked in connection with the Electric Hand.

The same installation is applicable to all cars and completely eliminates the possibility of starting the motor with the transmission in gear, as the same operation disengages the clutch and engages the starting motor.

Let's "go to town" with Startix in 1935:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 41198 | Startix Kit, - All 1934 and 1935 Models | \$8.50 | \$5.53 |

- - - - -

The window finish moulding type ash receiver can be installed on any door on all 1934 and 1935 models. Finished in colors to match the interior mouldings, a distinctive note of smartness is attained. Not only a convenience in inclement weather, an ash tray, through suggestion, prevents ashes being dropped on the cushions or floor of the car.

ASH TRAYS

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 111680 | Ash Tray (Window Finish Moulding Type) (Walnut) | \$2.00 | \$1.30 |
| 114529 | Ash Tray (Window Finish Moulding Type) (Mahogany) | 2.00 | 1.30 |
| 114530 | Ash Tray (Window Finish Moulding Type) (GrayP) | 2.00 | 1.30 |
| 114531 | Ash Tray (Instrument Panel Type) (Mahogany) | .90 | .60 |
| 108724 | Ash Tray (Door and Quarter Installation) (Walnut) | .90 | .60 |

- - - - -

(OVER)

Many serious accidents are caused from bees and other insects entering the car through the cowl ventilator. The installation of a cowl ventilator screen overcomes this possibility. Easily installed without removing ventilator cover.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 111852 | Cowl Ventilator Screen (Kit Complete) | \$0.95 | \$0.60 |

Door Scuff Plates are standard equipment on all 1935 Hudson and Terraplane cars, Except the Terraplane Special. Some inquiries for these parts lead us to believe that Scuff Plates can be profitably installed by dealers and distributors. A Kit consisting of Scuff Plates, Complete for one car with screws for installation, has been provided. Part Number and Resale schedules follow:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 114632 | Door Scuff Plate Kit - Coupe and Coach | \$1.00 | \$.65 |
| 114633 | Door Scuff Plate Kit - Sedans | 1.50 | \$.96 |

H. J. Hudson

Assistant
General Service Manager.

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

No. 14

Date 1/28/35

Form 8104

Subject

TO ALL DEALERS:

Under separate cover we are mailing a copy of the 1935 Accessory Catalog punched ready for assembling in the Retail Sales Kit

We have shown attractive photographs of the various accessories, together with part numbers and a brief description of each item and this catalog should prove extremely valuable, to your retail salesmen when used in conjunction with the retail salesmen's Installed Price List, which is already in your hands.

You can readily appreciate the expense involved in preparing a catalog of this nature, and we hope that you will use it to the fullest advantage. Every Wholesale Man, Retail Salesman, Parts Man and Service Man should have one for his personal use. Check over your entire organization and see how many copies are needed then send in your order for the total number required, as needed, 25¢ per copy, which represents less than the actual cost.

H. J. Hudson

Assistant
General Service Manager.

P. S. In order to get just what just what we wanted in Electric Clocks for the accessory line we have been delayed a little in finally closing up this feature of the accessory program. You will note that we are showing the Glove Box Door Electric, Clock only in the catalog. We expect to be in a position to furnish it very shortly, In the meantime however, please order Glove Box Door Manual Wind Clocks, and let whatever orders we are holding here in Detroit for Electric Clocks stand until further notice.

We will notify you very soon as to the date of availability.

ACCESSORY
CATALOG

GLOVE BOX
DOOR ELEC-
TRIC CLOCK

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 15

Date 1/29/35

Subject

TO ALL DEALERS:

There have been a number of requests for a Water Temperature Gauge to be used on 1934 end 1935 Hudson and Terraplane cars.

The gauge is complete with the necessary brackets for attaching to the dash, and an adaptor for installing the heat capsule in the cylinder head.

The installation is made by removing the welch plug on the side of the cylinder between Nos. 5 and 6 cylinders on the Terraplane, and between Nos. 7 and 8 on the Hudson, and tapping the hole 7/8" - 18 thread.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 4 3 219 | Water Temperature Gauge Kit Complete | \$4.50 | \$2.95 |

The Tell-Turn Signal knob switch, when originally brought out, was adapted to the shifter lever, as you know. Later, when we introduced the Electric Hand, which did away with the shifter lever, we made provision for the installation of the knob on the instrument panel either directly under the ignition switch or on the extreme left side of the panel.

The installation is only a matter of a few minutes, simply requiring the drilling of a 3/8" hole 11/32" upward from the bottom of the panel, and attaching the switch knob to the face of the panel with a 5/16-24 cap screw, using a 5/16" lock washer to secure it.

(OVER)

WATER
TEMPERATURE
GAUGE

TELL-TURN
INSTALLATION
ON CARS
EQUIPPED
WITH THE
ELECTRIC
HAND

WILL HOLD
SHIPMENTS
TEMPORARILY
DISCONTINUED

Until further notice, the sale of Hill Hold as an accessory, will be discontinued.

Part numbers 45723, 46431, 46432 and 4742 are affected by this bulletin.

REAR APRON
STONE BREAKER

There have been a number of inquiries for the Rear Apron Stone Breaker, Part No. 109106, which was in 1934 production.

These shields can be installed on all 1935 cars and are now available as a kit complete, with all parts necessary for installation.

They can be quickly installed, as there are no holes to drill and should prove a source of profit in your operation.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--------------------------|-------------------|-------------------|
| 114825 | Rear Apron Stone Breaker | \$2.00 | \$1.30 |

H. J. Hudson

Assistant
General Service Manager

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

Form 8104

No. 16

Date 1/29/35

Subject

TO ALL DEALERS:

In Mr. Hudson's Bulletin No. 13 on Radio Display Stands there was a typographical error in that it stated transportation would be prepaid on shipments of these stands.

We have gone to considerable expense in having these stands made up, and are making no charge for them to the field organization. Therefore, we feel that it is not out of line for us to expect our distributors and dealers to pay the transportation charges on these stands.

We want to keep a record here of the location of all these stands and, for this reason, distributors will advise us of stand shipments to dealers. The delivery of stands to dealers should be controlled -through the purchase of a sample radio set which would positively be installed when both stand and radio set are received by the dealer.

The stand, as you know, is absolutely useless without the installation of a radio and it would seem purposeless in getting it out if it were not put to work to accomplish the thing which both you and we are after.

T. H. Stambaugh

General Service Manager

P. S. All radio stand shipments will be made to you from your distributor's place of business, rather than direct from the factor.

TRANSPORTA-
TION CHARGES
ON RADIO
DISPLAY STANDS

FACTORY
RECORD ON
STAND
SHIPMENTS TO
DEALERS

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 17

Date 2/7/35

Subject

TO ALL DEALERS:

An important point has been brought out to us where certain companies have been exceptionally successful in the sale of radios. Some of our own dealers and distributors have tried it with the same results.

When an owner purchases a new car, these dealers have been at their own suggestion to the owner. Installing a radio in the car for the owner to try out over a period of say, a week or ten days, and telling him that if at the end of that period if he does not want to purchase it, it will be removed without cost, to him.

One dealer in Baltimore, representing another company, installed 250 radios by this method of merchandising during 1934 and, out of the 250, removed only 3.

There is no obligation to the owner who, after once hearing the radio in his car, is reluctant to have it removed.

In the event that the car has been sold on the time payment basis, it is easy enough to re-write the papers and have the payments included with the car payments.

There isn't any reason why the same plan cannot be adopted in the sale of 1934 radios to owners of 1934 cars. The boys in the Service Station have an opportunity to contact with owners on this and we are very sure that a large number of 1934 radios can be sold on the 1934 cars if it is suggested to the owner that he permit the installation of a radio in his car for a period of a week or ten days to see how he likes it, and we are quite sure you will find the results almost equal to those in connection with installing radio when a new car is sold.

Competition is very keen today and our dealers want to take advantage of every opportunity to sell merchandise through every available method.

T. H. Stambaugh

General Service Manager

MERCHANDISING
1935 RADIOS
IN OUR CONTACTS
WITH THE
MERCHANDISING
DEPARTS OF OTHER
AUTOMOBILE
COMPANIES

MERCHANDISING
1934 RADIOS
FOR 1934 CARS

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 18

Date 2/20/35

Form 8104

Subject

TO ALL DEALERS:

Supplementing our Bulletin No. 14 relative to Factory Clock and Glove Box Door Assembly, we have now secured what we believe is the finest electric automobile clock on the market today.

Effective at once, the 8-Day Clock and Glove Box Door Assembly is discontinued. Part Nos. 111681, 112938 and 114438 are affected. The public has shown its preference, for electric clocks as indicated by the percentage of sales of home electric clocks over the manual wind type. The introduction of this clock provides you with the best possible means of supplying this market.

If you have not already placed your order for a quantity, do so at once so you may be prepared to supply the demand that is sure to follow this announcement.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 115462 | Clock & Glove Box Door Assembly - Electric (Walnut) - All 1934 models & 1935 Conv. | \$12.75 | \$8.29 |
| 115463 | Clock & Glove Box Door Assembly - Electric (Mahogany) - All 1935 models except Brougham and Convertible | 12.75 | 8.29 |
| 115464 | Clock & Glove Box Door Assembly - Electric (Gray) - 1935 Broughams | 12.75 | 8.29 |
| 115435 | Clock & Glove Box Door Assembly - Electric (Brown) - 1935 Brougham | 12.75 | 8.29 |

H. J. Hudson

Assistant
General Service Manager.

ELECTRIC
CLOCK

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 20

Date 3/22/35

Form 8104

Subject

TO ALL DEALERS:

We are now at the season of the year when special consideration should be given to the merchandising of "appearance" items. This group includes:

- Oil Base Polish and Cleaner
- Wax Base Polish
- Hudson Used Car Cleaner
- High Gloss Wax
- Upholstery Cleaner
- Tire & Running Board Finish

Your greatest volumes could come from the first two items, and to assist you in increasing sales, we have further reduced the list and resale schedules on both Oil Base and Wax Base Polish and Cleaner and Upholstery Cleaner.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|----------------------------|-------------------|-------------------|
| 96812 | Polish (Oil Base) Pints | | |
| | - Single retail | \$.60 | |
| | - Case of 12 pints | | 3.90 |
| | - Gallons | 2 75 | 1 80 |
| 111631 | Polish (Wax Base) Pints | | |
| | - Single retail | .85 | |
| | - Case of 12 pints | | 6.65 |
| | - Gallons | 4.50 | 2.95 |
| 111685 | Upholstery Cleaner - Pints | | |
| | - Single retail. | .85 | |
| | - Case of 12 pints | | 6.20 |

SPRING
CAMPAIGN

NEW PRICES

If the customer's car is old and the finish in bad condition, suggest the Used Car Cleaner and High Gloss Wax. On late model cars in fair or good condition, either the Oil or Wax Bass Polish will be equally effective, the Wax Base producing a longer lived polish.

Upholstery cleaner will also be in popular demand at this season the year. Hudson Upholstery Cleaner is made of the safest, most effective ingredients known for the purpose. It is colorless, odorless, non-inflammable, and will not spot or discolor fabrics.

(OVER)

or leave a "ring". In other words, there is no comparison between Hudson Upholstery Cleaner and ordinary cleaners, such as naphtha or foam preparations. Play safe and use only a cleaner approved by fire underwriters.

You will also find Hudson polishes and cleaners more economical for use in your own shop. Don't be misled by lower prices. Quality is not based on cost, but on results obtained. Prepare now for spring business by ordering a complete stock of this material.

H. J. Hudson

Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 21

Date 3-25-35

Form 8104

Subject

TO ALL DEALERS:

A question has arisen in connection with the list price on service trunks as a result of a recent Sales Department Bulletin advising of a reduction on production self-contained trunks.

The revised price on production trunk models has no bearing on the price of trunks sold as an accessory, and should have no effect on your volume of business on the service trunks.

Production trunks, as you know, are a part of the body assembly and cannot be installed in the field. The service trunk is to meet the need of owners of 1934 and 1935 cars who purchased cars without trunks and later find they want an installation.

It can be explained that as a separate item, of necessity, the trunk must cost more. We do recommend, however, that you make the installed price \$37.50 in all cases.

At this season of the year trunks will be in greater demand than at any other time, and we can see no point in reducing list prices, thereby affecting your margin of profit. Therefore, there will be change in list price or selling schedule on the service trunk.

H. J. Hudson

Assistant
General Service Manager.

SERVICE
TRUNK
PRICES

(OVER)

No. 21

- 2 -

RADIO
FOLDER

On February 14th (Serial Letter No. A-17) we outlined our plan of providing a series of descriptive circulars, covering the entire accessory list, and requested an expression from our distributors. The response was so favorable that we immediately released the radio folder to the printer, and now have it ready for distribution.

We believe you will be pleased with this literature and we are confident excellent results will follow its use, as a mailing piece or distributed to visitors in your sales room and service department. The cost is low and the profit from the sale of only one radio through this medium, will justify the investment.

Circulars will be Imprinted with your name and address when ordered in lots of 500 or more and shipment made within 48 hours after receipt of your order. The cost including imprint in lots of 500 is \$2.50, or \$4.75 per 1,000.

Place your order at once, plainly specifying the name and address to be imprinted.

H. Z. Hudson

Assistant
General Service Manager.

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

No. 22

Date 3/28/35

Form 8104

Subject

TO ALL DEALERS

March 21st was officially the first day of spring and the weather, at least here in Detroit, confirmed the fact that spring is really here.

From this time on owners will be coming in daily, requesting that the anti-freeze solution be removed from the, radiator and cooling system of their cars. Therefore, right now is the time to sell a complete cooling system clean-out, with Hudson Radiator Cleaning Compound and an application of Rust and Corrosion Inhibitor.

There is profit in this type of service work and your stock of the necessary material for this operation should be sufficient to meet all requirements.

Quantity purchases of Radiator Cleaning Compound and Rust and Corrosion Inhibitor have enabled us to reduce our cost on the combination package, and we are passing this saving on to you in the form of the revised selling schedule given below:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net Per Doz.</u> |
|-----------------|--|-------------------|----------------------------|
| 111682 | Rust and Corrosion Inhibitor (12 tubes in carton) | | \$2.25 |
| 111682 | Rust and Corrosion Inhibitor Single Tube Inhibit-or - Retail | .35 | |
| 111684 | Radiator Cleaner and Inhibitor (One of each in package - 12 Packages Per carton) | | 4.90 |
| 111684 | Radiator Cleaner & Inhibitor (One of each in package - 12 packages per carton) | .75 | |

H. J. Hudson

Assistant
General Service Manager

NEW PRICES
RADIATOR
CLEANER AND
INHIBITOR
AND RUST AND
CORROSION
INHIBITOR

(OVER)

No. 22

TO ALL DEALERS:

ACCESSORY
CATALOGS

In order to make certain that every retail salesman in the United States is supplied with an Accessory Catalog for his Salesman's Kit, we are shipping you under separate cover a sufficient quantity of catalogs, without charge, to supply all the kits ordered by you during 1934 and 1935. Immediately upon receipt of this shipment please see that proper distribution is made.

Your greatest volume of accessories should come during the spring car selling months, and it is essential that we give the retail salesman all the tools possible with which to work.

In this catalog we have shown attractive photographs of the various accessories, together with part numbers and a brief description of each item. This should prove valuable to your retail salesmen when used in conjunction with the retail salesman's Installed Price List, which has already been supplied to you.

It is our suggestion that the catalogs be distributed at one of your regular salesmen's meetings, in order that the various items covered by the catalog may be fully discussed with all members of the staff.

May we remind you at this time of our suggestion that retail salesmen receive a commission on all accessories. A 10% commission to retail salesmen serves as an incentive to the salesmen to get those extra profit dollars.

H. J. Hudson

Assistant
General Service Manager.

CORRECTION

Please refer to Bulletin No. 21 and correct the last paragraph of bulletin on Service Trunk Prices to read as follows: ,

“At this season of the year trunks will be in greater demand than at any other time, and we can see no point in reducing list prices, thereby affecting your margin of profit, Therefore, there will be no point in reducing list prices, thereby affecting your margin of profit. Therefore, there will be NO change in list price or selling schedules on the service trunk.

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

Form 8104

No. 23

Date 4/2/35

Subject

On February 20 in Dealer Bulletin No. 18, we announced the availability of Electric Clocks assembled in glove compartment doors. To assist in merchandising this accessory, we are attaching to the glove box door lock of all cars leaving the production line, a facsimile of the clock face. This feature will immediately call the attention of the prospect or new owner to the fact that such a clock is available, and will give him an idea as to its appearance. If you have cars in stock on which you wish to install these hangers, advise the quantity needed and they will be furnished without charge.

CLOCK HANGER
FOR GLOVE
BOX DOOR
LOCK

You are all aware that the several colors of interior moulding in the 1934 and 1935 cars have created a problem in stocking Electric Clock & Door Assemblies. To be prepared to fill orders promptly, it is necessary to carry at least four assemblies in stock. To obviate this situation, we are providing through Hinckley-Myers Company, Jackson, Michigan, a circular saw, their part T-737, net price \$.55, to be used in cutting the hole in the glove box door already in the car. The hanger or facsimile of the clock as a template, the shaft for the hands being the exact center. We want to caution you that the hole in the compartment door must be of exact size for hand press fit and located correctly to provide clearance for the door lock and hinge. With this tool and template the clock can be installed without removing the door from the car. Place your order at once so that you will be ready for the business which we are sure will develop.

INSTALLING
CLOCKS
IN FIELD

Electric Clocks will now be available as a separate unit as well as in the assemblies with the glove box door. The part number and sales schedule on the separate units follow:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|----------------------------------|-------------------|-------------------|
| 115466 | Electric Clock & Wiring Complete | \$11.25 | \$7.31 |

We will continue to supply the complete assembly of clock and door, as outlined in Bulletin No. 18.

We have recently made a survey of other car manufacturers using this type of clock. Sales figures are amazing. The reports vary from one clock to every three cars to one clock to every ten cars. But the point is, the public likes the Electric Clock and we can cash in. Re-read this bulletin right now, order your circular saw and supply of clocks, and get set for your share of Electric Clock profits.

SELLING
FACTS

H. J. Hudson
Assistant
General Service Manager.

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 24

Date 4/3/35

Subject

Form 8104

TO ALL DEALERS:

“Perfect Seal Gasket Paste” has been used with remarkable success by a large number of distributors and dealers for some time past. As the result of the excellent reports on this product, we have entered into an agreement with the manufacturer which permits us to offer this product to our distributing organization at considerable saving to themselves.

“Hudson Perfect Seal” is a pure castor oil product, treated and bodied to a point where it will make a perfect seal, but will not dry out. It withstands heat, will not dissolve in gasoline, oil, anti-freeze solutions or water. It prevents corrosion of metallic surfaces and preserves rubber.

The outstanding feature of this product is its prevention of cylinder head gasket failures - - tending to eliminate the seepage of water past the gasket into the combustion chamber - - as it remains in paste form and permits contraction and expansion while maintaining a perfect seal.

If you are not already using this product, we suggest you immediately place your order for a trial case for use in your own shop. Incidentally, the cost can be covered on any job where gaskets are used by making a slight additional charge.

The prices and resale schedules are given below:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| 47567 | Hudson Perfect Seal - 3-Oz. Tube (36 Tubes to Carton) | | \$4.30 Doz. |
| 47567 | Hudson Perfect Seal - Single Tube (Retail) | .55 | |
| 47568 | Hudson Perfect Seal - 8-Oz. Tube (12 Tubes to Carton) | | 7.80 Doz. |
| 47568 | Hudson Perfect Seal - Single Tube (Retail) | 1.00 | |

H. J. Hudson

Assistant
General Service Manager

PERFECT
SEAL
GASKET
PASTE

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 25

Date 4/18/35

Subject

TO ALL DEALERS:

During the next six or seven months we will have to contend with the bug and insect nuisance. Your owners will drive in with the windshield splattered with bugs, often so thick as to obscure vision. You should be prepared to offer a courtesy service by quickly removing the insects and cleaning the windshield.

Hudson Instant Glass Cleaner is a chemical product which dissolves the bugs and cleans all dirt and film from the windshield, leaving it clear and sparkling. Spray it on and wipe the windshield with a dry cloth, and the job is done.

Hudson Instant Glass Cleaner is packed in 12-ounce bottles, equipped with sprayer for retail sale, and in gallon jugs for your own use.

A special spray dispenser, pocket size, is available for the use of your service salesman. Use it as a courtesy service, and retail sales will follow as a natural result.

Part numbers and resale schedules are given below:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|---|-------------------|-------------------|
| 115728 | Hudson Instant Glass Cleaner - (12-Ounce Bottle) with Spray Dis- penser - Single Retail | \$.75 | |
| 115728 | Hudson Instant Glass Cleaner Case of 12 | | \$5.07 |
| 115728 | Hudson Instant Glass Cleaner Gallons | | 1.95 |
| 115729 | Salesman's Dispensing Gun | | 1.30 |

H. J. Hudson

Assistant
General Service Manager.

HUDSON
INSTANT
GLASS
CLEANER

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 26

Date 4/23/35

Form 8104

Subject

TO ALL DEALERS:

The unusual amount of interest being displayed in Wheel Discs has led us to add this item to the accessory line. They are the finishing touch that completes the smart styling of our line of cars and sets them apart from the rest.

Hudson Wheel Discs are of pressed steel construction - - available either in heavily plated chrome finish or lacquered to match the car. They have flexible fingers which insure easy application and positive gripping when snapped into position on the wheel, eliminating any possibility of noise.

Prices and resale schedules, in sets of five, are given below:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|-------------------|
| | For 935 Hudsons and Terraplanes Except Terraplane Specials: | | |
| 48650 | Wheel Finish Disc - Chrome | \$12.50 | \$ 9.40 |
| 48804 | Wheel Finish Disc - Lacquer | 12.50 | 9.40 |
| 48805 | Wheel Finish Disc - Prime | 10.00 | 7.50 |
| | For 1935 Terraplane Special Only: | | |
| 48806 | Wheel Finish Disc - Chrome | 12.50 | 9.40 |
| 48807 | Wheel Finish Disc - Lacquer | 12.50 | 9.40 |
| 48808 | Wheel Finish Disc - Prime | 10.00 | 7.50 |
| | For 1934 16" Steel Wheels | | |
| 48809 | Wheel Finish Disc - Chrome | 12.50 | 9.40 |
| 48810 | Wheel Finish Disc - Lacquer | 12.50 | 9.40 |
| 48811 | Wheel Finish Disc - Prime | 10.00 | 7.50 |

H. J. Hudson

Assistant
General Service Manager

WHEEL
DISCS

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 27

Date 5/7/35

Form 8104

Subject

To ALL DEALERS:

This is your advance notice that we are in the process of selecting the line of Heaters for the 1935-36 season.

During the past winter our Engineering Department has been testing numerous makes of Heaters and Thermostats from the standpoint of operation, heat output and distribution, Together with performance, durability and quietness of operation of the motor. The result is that we will be prepared very shortly to offer a Heater backed by tests made under actual Operation under all kinds of weather conditions.

Our Field Service Supervisors will be contacting our distributors with production Samples and resale schedules about June 1st, and distributors will be contacting their dealers soon afterward. List price will be well within the lines of competition and resale schedules will be satisfactory to you from a profit standpoint.

Full cooperation will be given both distributors and dealers in promotion material and, when you are fully informed relative to the program, we know you will be well satisfied with our Heater plans for the coming season. Therefore, do not let anybody rush you into a commitment on Heaters. You would be making a serious mistake in giving consideration to any Heater and Thermostat setup, until you have had an opportunity to see our line and review our list and resale schedules.

H. J. Hudson

Assistant
General Service Manager.

P. S. Incidentally, our new Heaters and Thermostats have been worked out together in connection with our cooling system which, as you know, is the most important factor in heat output.

HEATERS
FOR
1935-1936
SEASON

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 28

Date 5/10/35

Form 8104

Subject

TO ALL DEALERS:

During 1934 Fender Lamps were standard equipment on Deluxe model cars, and their Display in show rooms resulted in a nice volume of business. This year should show a considerable increase in sales, as the lamps are not standard on any model, but many distributors and dealers have overlooked the fact that Fender Lamps must be displayed on cars to create interest.

Have a pair installed on at least one demonstrator and one display car. The cost of installation is low and is amply covered in the installed price of \$6.50, leaving a margin of profit sufficient to justify real merchandising effort.

Ask your salesmen to establish a quota for themselves on this item, and watch the sales increase.

Installed price and resale schedules are listed below:

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|-----------------|-------------------|-------------------|
| HA-109432 | Fender Lamp Kit | \$6.50 | \$3.25 |

H. J. Hudson

Assistant
General Service Manager

FENDER
LAMPS

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 29

Date 5/14/35

Form 8104

Subject

TO ALL DEALERS:

With the coming of warm weather and the opening of the tourist season, you are going to find an increased demand for trunks.

This demand is going to apply on both 1934 and 1935 cars, as trunks were not available a year ago to purchasers of 1934 cars. Such owners are live prospects.

You will also find quite a number of your 1935 owners who originally purchased a car without a trunk, who will now like to install one for the summer season.

These trunks, as you know from past experience, are very easily installed. They present no difficulty, and the cost of installation is not great. There isn't any reason why you should not do a splendid business with trunks on both 1934 and 1935 cars. As you will note by the revised net prices below, you will enjoy a nice profit from each sale.

It would be good merchandising practice to display a service trunk on your showroom floor, especially during the next few weeks when the largest volume of trunk sales can be expected.

| <u>Part No.</u> | <u>Name</u> | <u>List Price</u> | <u>Dealer Net</u> |
|-----------------|-------------------------------|-------------------|-------------------|
| HA-111920 | Trunk - 1934 Coach, In Colors | Set | \$26.00 |
| HA-111920 | Trunk - 1934 Coach, Prime | Your Own | 24.00 |
| HA-111922 | Trunk - 1934 Sedan, In Colors | | \$26.00 |
| HA-111922 | Trunk - 1934 Sedan, Prime | | 24.00 |
| HA-114524 | Trunk - 1935 Coach, In Colors | | \$26.00 |
| HA-114524 | Trunk - 1935 Coach, Prime | | 24.00 |
| HA-114525 | Trunk - 1935 Sedan, In Colors | | \$26.00 |
| HA-114525 | Trunk - 1935 Sedan, Prime | | 24.00 |

With the reduced net prices and the removal of list prices you can sell trunks at any figure you desire, providing the selling price is always above cost, thereby enabling you to handle each sale individually.

H. J. Hudson

Assistant
General Service Manager.

PRICE
REDUCTION
SERVICE
TRUNKS

HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS

No. 31

Date 5/17/35

Form 8104

Subject

TO ALL DEALERS:

You are probably all familiar with the Kari-Keen Trunk, which is now available for all 1934 and 1935 Hudson and Terraplane cars. The Kari-Keen is more than a truck, as it can be opened up to double the normal carrying capacity. This trunk will have a decided appeal to farmers and small merchants, and should assist in the sale of cars to this class of trade in certain sections of the country.

A tire carrier is available for mounting the wheel and tire outside the trunk, allowing the full use of the rear compartment space. We can also supply a complete cover with supports and snap-on fasteners to install when trunk is fully extended. This offers protection from the weather for the contents of the trunk.

In order to properly display and demonstrate the Kari-Keen trunk, one should be installed on a demonstrator or a floor car. Order your sample at once.

Prices and resale schedules follow:

| <u>Part No.</u> | <u>Name</u> | <u>Dealer Net</u> |
|-----------------|--|-------------------|
| HA-115792 | Trunk - Complete - 1934 Coach, Lacquered Primed | \$27.50 26.50 |
| HA-115793 | Trunk - Complete - 1934 Sedan, Lacquered Prime | \$27.50 26.50 |
| HA-115794 | Trunk - Complete - 1935 Coach, Lacquered Prime | \$27.50 26.50 |
| HA-115795 | Trunk - Complete - 1935 Sedan, Lacquered Prime | \$27.50 26.50 |
| HA-115796 | Trunk Tire Carrier Complete (When ordered with trunk) | 1.30 |
| HA-115849 | Trunk Cover and Support Assembly | 2.25 |

You will note that we have not established any list price on these trunks. For your information, the usual list price quoted varies from \$45.00 to \$47.50, installed. Net prices are F. O. B. Sioux City, Iowa.

H. J. Hudson

Assistant
General Service Manager

KARI-KEEN
TRUNK

HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

1935 SERIES BULLETINS

Form 8104

No. 34

Date 5/29/35

Subject

TO ALL DEALERS:

On March 25 (Accessory & Parts Merchandising Bulletin No. 21) we announced the first of a series of accessory merchandising folders to be used as a mailing piece to your owners. The first issue covered the subject of 1934 and 1935 Radio and, from reports obtained from the field, was very effective in increasing interest in this accessory.

The second of the series is now ready for distribution. This folder covers Mirrors, Clocks, Sun Visors, Vanity Mirrors, Cowl Ventilator Screens, Cigar Lighters, Trunks and Luggage Carriers -- items on which you can expect, a large volume of business during this season of the year.

Order your supply at once, imprinted with your name and address, at the same cost as the previous issue, namely, 500 for \$2.50 or 1000 for \$4.75. Be sure to plainly specify the name and address to be imprinted. Both issues are also available **WITHOUT IMPRINT** in any quantity at \$.40 per hundred copies.

H. J. Hudson

Assistant
General Service Manager.

ACCESSORY
MERCHANDIS-
ING FOLDER

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

No. 35

Date 6/12/35

Subject

Form 8104

TO ALL DEALERS:

Attached please find a copy of instructions for the installation of the DeLuxe and Standard Heaters, as well as a set of instructions for the installation of the Twin Deluxe Heaters. We thought you would like to have a master copy of these instructions, in that some of the early heaters have gone out without instructions in the kits themselves.

You all familiar with the fact that the heaters, as adopted in our present program, relate to all of our 1934, 1935 and 1936 cars. The instructions attached are particularly applicable for the installation of our heaters in the 1934 and 1935 cars and in all probability to the 1936 cars. As was stated in a previous memorandum, As was stated in a previous memorandum, our Engineering Department is doing everything possible to give us knock-out plugs in the fire walls of the 1936 cars, in order to aid in the installation of the Standard and DeLuxe Heaters on those models. Should there be any need of any different instructions as related to the 1936 models, when they come out, the necessary appending instructions will be furnished the field.

In selling heaters with new cars at this time, it is very important to remember the factors which will help you in connection with your general merchandising of service. When the heater is sold and installed on a new car at any time from hence on, the expense naturally can be extended over and with the payments for the car. The installation should be completed, with the exception of the hose lines and thermostat. Tag the thermostat hose and connection with the owner's name and instruct him to return at the first sign of cold weather, so that the installation may be completed. In this way you get another crack at him in the Fall, for winter driving preparation, anti-freeze, tuning up, appearance repairs, sale of accessory items, defrosters, etc.

The merchandising angle of this suggestion is very important, we think.

H. J. Hudson

Assistant
General Service Manager

**HEATER
INSTALLATION
INSTRUCTIONS**

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

No. 39

Date 8/1/35

Form 8104

Subject

TO ALL DEALERS:

In our announcement of the heater program for the 1935-36 season, we advised you that there would be available descriptive folders suitable for mailing pieces to your owners. These folders are now ready for distribution and will be shipped without charge at your request. A sample of this folder is attached hereto.

Obviously, a fall mailing of this literature will be the most productive of heater business and your orders should be placed with us for the Quantities you require, specifying the date you desire shipment to be made. Dealers should immediately notify their distributors of the quantities they require, so that such quantities can be included with the distributor's order to the factory.

As these folders are now available, if you feel that they can, be used to an advantage even before the usual heater season begins, you may place your order for immediate delivery. You may desire to use them as an announcement to your owners, either with or without a letter advising them that you have a complete line of high-class heaters ready for installation in their cars.

By this time, all dealers in heater territory have received display stands for the standard and deluxe models, and we urge you to take advantage of this display by installing heaters in it at once. We want you to use all of the promotional material which we have made available as an aid in your heater merchandising.

The folders will be furnished without imprint and can be imprinted locally or rubber stamped with your address.

H. J. Hudson

Assistant
General Service Manager.

HEATER
FOLDERS

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING**

No. 40

Date 8/13/35

1935 SERIES BULLETINS

Subject

Form 8104

TO ALL DEALERS:

It may be well, at this time, to mention a few points in connections with heater installation.

In each heater kit is packed a hose line thermostat complete with shut-off plug and gasket. The hose line thermostat can be installed with any model heater on either 1934 or 1935 Hudson and Terraplane cars, without disturbing the radiator thermostat already installed.

If a complete installation is made during warm weather, **BE SURE THE SHUT-OFF PLUG IS IN PLACE**, to prevent any circulation of water through the heater system. Then, to put the heater in operation when cold weather arrives, remove the plug and replace the hose. With engine running, disconnect the upper hose at the heater, allowing any air which may be in the heater to escape. After once bleeding the heater system in this manner, air pockets will not form in the heater

Some distributors report that they are not making complete installations at the time of new car purchase but are installing the heater unit only. The full installed price, however is included in the car finance papers. The installing parts are tagged with the owner's name and held until the arrival of cold weather.

This insures the owner returning at a season of the year when he can be sold a number of cold weather services, such as radiator cleaning and filling with anti-freeze, motor tune-up, change to winter oil and greases, and other seasonal operations. Therefore, in addition to the original profit on the heater, the installation can be used to create additional profit through cold weather conditioning.

H. J. Hudson

Assistant
General Service Manager.

HEATER
INSTALLATION

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING**

1935 SERIES BULLETINS

Form 8104

No. 41

Date 8/21/35

Subject

TO ALL DEALERS:

This is your advance notice that we will be in a position to supply Radiator Grille Covers, Defrosters, and Defroster Fans for the coming winter season.

Our announcement on these items will be ready in plenty time for you to make your merchandising plans and have material in stock so that take full advantage of the market.

Therefore, we respectfully request that you do not make any commitments on these items, so you may benefit by their design and factory engineering approval, as applied to our cars.

We have only 66 Service Type 1935 Coach Trunks left in stock. We want to get this information to you because from our several letters you may be under the impression That our stock of 1935 Service Coach Trunks has been entirely depleted.

While these last a special price will be quoted the Dealers by Distributors. Dealers who Are interested should "get under the wire" at once and place orders with Distributors.

H. J. Hudson

Assistant
General Service Manager

**WINTER
ACCESSORIES**

**COACH
TRUNKS**

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING
1935 SERIES BULLETINS**

Form 8104

No. 42

Date 8/29/35

Subject

TO ALL DEALERS:

As previously advised you, our stock here at the factory on the Sedan accessory trunk is entirely exhausted.

We do have a small supply of Coach trunks, however and, due to the continued demand for Sedan trunks, we have worked out a method for installing Coach trunks on Sedans which is comparatively simple. The method of installation varies slightly from the regular 1935 accessory Sedan trunk installation. Full instructions for mounting are given on the reverse side of this bulletin.

If you have Sedans in stock which can be more readily moved with trunk, place your order quickly. Please understand that our stock of the Coach trunks is very limited and prompt action on your part may be necessary to secure your requirements.

H. J. Hudson

Assistant
General Service Manager.

**COACH
SERVICE TRUNK
INSTALLED
ON SEDAN**

Installation Of 1935 Coach Type Trunk on 1935 Sedan Models

1. Remove rear compartment door or cover.
2. Remove sponge rubber weatherstrip from groove around door opening.
3. Remove rear compartment door hinge brackets from body.
4. Remove brace used to hold rear compartment door open.
5. Place welt in position on front face of trunk so that the rubber edge will be next to the body, using split rivets provided in kit.
6. Fasten rubber weatherstrip in retainer along edge of trunk floor where it contacts the body.
7. Hold trunk in position against the body so that the left side just clears the gasoline tank filler cap, and the cutouts at the lower sides of the trunk are directly over the lower body moulding. When the correct position has thus been determined, mark the location of the top bolt holes on each side of the trunk, using a short scriber.
8. Remove the trunk and drill two 3/8" holes in body panel where marked.
9. Next place trunk in position and insert two 5/16" bolts through the holes just drilled, drawing them up moderately tight. Using trunk as a template, use a short scriber and mark location of the remaining holes to be drilled in the body and rear splash apron.
10. Remove trunk again and drill 21/64" holes in body and splash guard where marked.
11. Install trunk on body, making sure that the rubber strip is in place along bottom edge of trunk floor, and that the short pieces of sponge rubber are in position on each side to fill the space between trunk and body at lower moulding. Use the following attaching parts at points noted:
 - (a) 5 holes along top of trunk. Use 5/16" x 1 1/4" bolts, nuts, spacers and lock washers.
 - (b) 3 upper holes along each side of trunk. Use 5/16" x 1 1/4" bolts, nuts, spacers and lock washers.
 - (c) Lower hole on each side of trunk. Use 5/16" x 1" bolts, nuts and lock washers.

NOTE: Use oblong reinforcing plates provided in kit at all bolt holes, placing them against both body and trunk.

**HUDSON MOTOR CAR COMPANY
ACCESSORY AND PARTS MERCHANDISING**

1935 SERIES BULLETINS

No. 44

Date 9/17/35

Subject

Form 8104

TO ALL DEALERS:

You have already received a display stand for the Standard and DeLuxe heaters. In order that you may display the complete line of heaters, we have prepared a display for the Twin DeLuxe Model, and this stand is now available through your distributor.

We are right at the beginning of a real heater season and the dealer who actively promotes the heater program will certainly "cash in."

Ask your distributor for your stand immediately. Get it set up and working for you. Let your customers know that you have heaters to sell, by keeping them constantly on display.

H. J. Hudson

Assistant
General Service Manager

TWIN DELUXE
HEATER
DISPLAYS