

1936 Series

General Accessory Policies
& Information
Bulletins

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ACCESSORY MERCHANDISING
RECOMMENDATIONS
AND POLICIES

for
HUDSON *and* TERRAPLANE
DISTRIBUTORS
and
DEALERS

BULLETIN NUMBER 1

Effective October 1, 1935

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

BULLETIN NUMBER 1
Beginning October 1, 1935

ACCESSORY MERCHANDISING
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A Large Automobile Merchandise Ideas on Accessory Displays

INTRODUCTION

Occasionally in business we have to be more or less pushed into certain phases of activity before we fully recognize their possibilities. We often want to see what the other fellow does before any interest generates in ourselves.

One of your reasons for investing in an automobile franchise was and is, to sell cars and as many of them as is possible. This is always the paramount purpose, and the more volume you attain in that direction, the greater your opportunity for a contributing profit from the sale of Accessories.

Your outstanding reason in entering business for yourself is to make money. Therefore, not to take advantage of every allied activity in the wholesale and retail departments of the automobile business is to inadvertently but, certainly not consciously, push aside possible profits which opportunity has laid right at our door.

The promotion of Accessories offers an avenue for profit well to be considered. It requires effort, as does anything on which we expect to make money. No business runs itself and the same holds true of all departments of that business. It and they have to be directed, and direction effort in the matter of Accessory Merchandising will pay.



1936 Radio Stand

OUTSTANDING OPERATING FACTORS

1

EVERY
TERRITORY
A MARKET FOR
ACCESSORIES

WHERE WE SELL GOODS: Whether it be Distributor, Dealer, Associate Dealer or Retail Salesman, the section, county, city, village or ward allotted to him as territory is Market. It is the sum total of those territories which makes it possible for a national selling organization to operate. It is into all of those individual pieces of territory that a car company must place all of its products, of which Accessories are an important factor; important likewise to all of the operators just named. They and we are working to a common end, and it is natural that our several problems are mutual and all can only be successful as we are individually successful. It is well to remember also that those Territories or Markets are People.

2

ACCESSORY
MINDED

THAT IS WHAT WE ALL SHOULD BECOME: It is not out of place, therefore, to state that we sell as we think. People just do not come in and buy unless we think about what they should buy. If we have Accessories on our minds, so will our customers because we cannot help but talk about them.

3

ACCESSORIES
ON HAND

GOODS NOT PRESENT DO NOT SELL: When people buy they want the article now, not when the Dealer can get it from the Distributor and the Distributor from the Factory. Therefore, an adequate stock of Accessories must be on hand and, if the right effort is placed behind them, the turnover will be rapid.

4

ACCESSORY
QUOTA
PER CAR

A POSSIBLE FIGURE FOR EVERYBODY: It is difficult working anything without a plan. We have set an average figure of twenty-four dollars (\$24.00) a car at retail, and it is a business-like figure. Some Distributors and Dealers have been securing this amount right along and know they are going to exceed it shortly after these new plans are placed in effect. Take your pencil and see what this means to your gross and what it can amount to in profit at the end of a successful selling year.

5

ACCESSORY
DISPLAY
BOARD

(a) PEOPLE BUY THINGS THEY SEE: Accessories hidden away do not offer any selling help themselves. They must be out in the open where they can be seen. The new Standardized Accessory Display Board, is a very convincing silent salesman. Dealers may order it from Distributors, and Distributors from the Factory for direct shipment to Dealers.

DISPLAY
ACCESSORIES
ON CARS

(b) ACCESSORIES VISIBLE WITH CARS: Certain valuable Accessories should also be displayed on show room floor cars because their application is readily noticed and their effect on the cars fully appreciated. Such items as—

Glove Box Door Clocks	Wheel Shields
License Plate Frames	Wheel Rings
Fender Lamps Chromium	Wheel Discs
Safety Stop Lights	Fender Guides
Seat Covers	Signal Lights
Trunks	Vanity Mirrors
Tail Pipe Extensions	Mirror Clocks

are excellent ones for this purpose.

FACTORY
ATTITUDE
ON CAR DISPLAYS

(c) STANDARD CARS: In order that delivered prices on standard models or the regular equipment of those models may not be confused, we should also display standard cars as advertised. When standard cars are equipped with Accessories, the regular delivery price should be noted on the price tag and then the special items added in a lump sum, as -Accessories —\$36.05.- List them individually if you like.

ACCESSORIES
ON DEMON-
STRATORS

(d) MAKE CAR PROSPECTS ACCESSORY PROSPECTS: An opportunity presents itself in the merchandising of Accessories through Retail Salesmen's demonstrators. It is wise to use those Accessories which especially contribute to comfort and pleasure, and also those most attractive to the eye. The desire is unconsciously created without a word said.

Radio is most important among these items. In the summer months particularly, but at any time of the year, Seat Covers are in demand with most owners. All cars are so built today that Fender Guides add, not only to safety, but ease in guiding the driver.

ACCESSORIES
DISPLAYED
IN SHOP

(e) CUSTOMERS COMING INTO SERVICE STATION: Items displayed in the shop do create an interest, if they are of the right kind. Devices like -

Safety Swinging Stop Signal	Draft Ventilators
Car Fans	Gas Tank Locks
Car Battery Chargers	Startix
Tell-Turn Signal	Water Temperature Gauge

Windshield Wiper Boosters are bound to attract the attention of the owner.

RADIO STAND

(f) IN SHOW ROOM AND SHOP: Do not fail to take advantage of one of your greatest merchandising helps--the operating Radio Stand. It may be secured by Dealers from Distributors, and without any charge.

HEATER
STANDS

(g) REMIND OWNERS OF COMFORT: Heaters set up where owners may see them certainly brings to mind the chill of winter and the comfort which can be derived from Hudson Heaters installed in Hudson products. These Heater Stands likewise are secured by Dealers from their Distributors.

SUPPLY
STAND

(h) TO ATTRACT OWNERS AND INDEPENDENT SERVICE STATIONS: The Accessory Department has made up an attractive Supplies Stand for items which will be purchased by both owners and independent shops, and which should be displayed on the Parts Department counter and in the Service Station. The items are as follows:

Body Cleaner	Shock Absorber Fluid
Glass Cleaner	Upholstery Cleaner
High Gloss Wax	Running Board Finish
Oil Base Polish	Corrosion Inhibitor
Wax Base Polish	Radiator Cleaner
Clutch Compound	Brake Fluid

6

SELL
ACCESSORIES
WITH
NEW CARS

(a) WHEN MOST ACCESSORIES ARE SOLD: People are in the most receptive state of mind at the time of car sale. When they purchase a new Hudson or Terraplane car they are happy, and Hudson Accessories enthusiastically presented will be received favorably. Some Accessories are sold after car delivery, but these relate mostly to seasonal items. So do not miss your golden opportunity at the time of car sale.

FINANCED
WITH CAR

(b) PAYMENTS NOT A BURDEN: One of the most important factors in such transactions is that Accessories purchased at the time of car sale can be financed with the automobile and the additional amount per month does not materially increase the car payments. An outright purchase of several items later and in one lump sum might be a burden and possibly defeat the sale.

7

RETAIL
SALESMEN'S
COMMISSION

(a) INCENTIVE TO SELL: Men as a rule must have an incentive to accomplish a job which calls for effort. Not all of us are so constituted that we work hard and constantly for the mere love of our work alone. Therefore, to set up an Accessory Merchandising plan which does not embody a commission for retail salesmen is but defeating the purpose of the effort.

BASIS OF
COMPENSATION

(b) ESTABLISH A PLAN OF COMPENSATION: We strongly recommend that Distributors and Dealers establish a ten per cent (10%) commission to Retail Salesmen on all Accessories, with the exception of Radios. Radios, as you know, carry a straight \$5.00 commission in the pricing setup.

SALESMEN'S
REVENUE IN
TERMS OF
DOLLARS

(c) ALTERNATE COMPENSATION PLAN: Some Distributors and Dealers have established another type of plan involving a compensation of so much (in dollars and cents) on each Accessory. Perhaps when this is done, men may be more apt to think of this additional revenue in terms of a hat, shoes, ties, or something for the family.

COMPENSATE
SERVICE
SALESMEN

(d) SHOP EFFORTS: Service Salesmen in the shop, where employed, or other parts and service men contacting owners, have an opportunity to promote Accessories. We suggest that their efforts be encouraged through a plan of compensation. With this arrangement you may be sure that these men will be continuously approaching owners on profitable items like Radios, Heaters, Wheel Shields, Clocks, and other outstanding Accessories.

RETAIL
SALESMEN'S
MEETINGS

(e) **MAKE DISCUSSIONS PART OF ROUTINE:** At the daily and weekly meetings held with Retail Salesmen, bring up the subject of Accessories as a matter of regular routine. Point out the extra money which can be earned by a concerted effort. Get the Retail Salesmen Accessory Minded.

RETAIL
PRIZES

(f) **ANOTHER INCENTIVE:** Set up weekly or monthly prizes for the best performance on dollar volume. Designate these prizes either in money or merchandise, whichever fits the activity best.

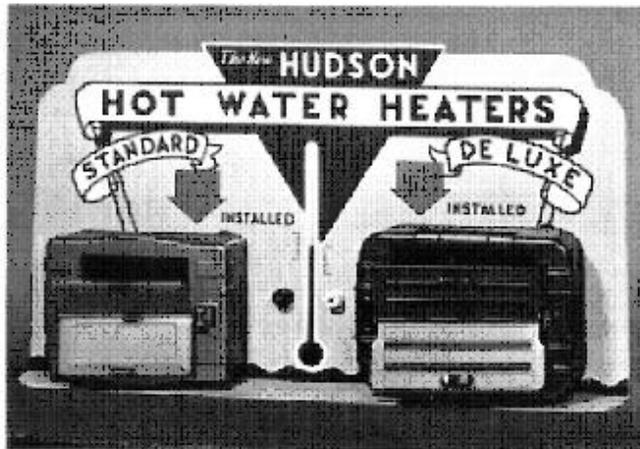
ACCESSORY
CATALOG

(g) **IN RETAIL SALESMEN'S KITS:** See that every salesman has the latest Accessory Catalog in his kit. When he is making his car presentation he can refer to Accessories with graphic descriptions to good advantage. Plant the seed then. Dealers may secure these catalogs from their Distributors.

INSTALLED
PRICE LIST

(h) **MAKES QUICK REFERENCE:** The salesman further should always carry the suggested Installed Price List with him, so he can quickly tell the prospect or owner just what the item or items will cost delivered to him right on the car. Distributors have these lists available for Dealers.

• • •



1936 Standard and De Luxe Heater Stand



1936 Twin De Luxe Heater Stand

SPECIAL MERCHANDISING SUGGESTIONS

- 1
- ACCESSORY INSTALLATION CHARGES (a) DO NOT OVERCHARGE ON INSTALLATIONS: We want to further comment on the suggested Installed Price List which should be carried by the Retail Men and be available for others in the selling of Accessories.
(b) OVERLOADING: We have, in our experience, seen volume Retail Accessory Merchandising defeated because of overloaded installation charges. We advise against your setting up a double profit from Accessories.
(c) OUR NATIONAL EXPERIENCE: The installed prices in the suggested list we furnish are the results of a national study and you will find them very well in line. If you decide to use your own, however, be satisfied with your full costs in direct labor and overhead. When the item will bear it, add in the salesman's commission, if you so desire.
(d) DO NOT DEFEAT VOLUME: Volume is what you are after and through it you will certainly secure a good measure of profit. Do Not Try To Make Profit From Both Ends Of Traffic. It will defeat your purpose every time it is tried.
- 2
- DIRECT MAIL EFFORT (a) CONSUMERS' FOLDERS: From time to time the Accessory Department furnishes Direct Mail Pieces on special or seasonal items, to which the Dealer only has to add his own name. This type of merchandising has proven its worth many times over. These folders lend themselves particularly to Heaters, Radios, Defrosters, Fans and a number of other items.
YOUR OWN FOLDERS (b) ORIGINAL IDEAS: Many times Distributors and Dealers have their own conception of what such a folder should contain for localized merchandising. Use these if you like as well as the ones furnished by the Factory. A few sales will go a long ways toward paying for such mailings.
- 3
- SHOP EFFORT SPECIALS WITH SERVICE: It is a good idea to occasionally use an Accessory with Shop Specials. Certain cities, for instance, more and more are stressing safety. The Tell-Turn Signal or the Swinging Safety Stop Signal especially fits well with a Brake Relining Special. From the list you can pick many items which will serve various local special purposes.
- 4
- FOLLOW UP LATER (a) OWNERS SHOULD BE CONSTANT CUSTOMERS: We have stated that Accessories are best sold and in volume, at the time of new car sale. This will always remain true, but should not discourage anyone from definitely following through at later periods and without making a pest of one's self.
PHONE CALLS BY PARTS MEN (b) BRIEF PERIODS ALWAYS AVAILABLE: There may be short periods in the day when the parts man will have a little time to phone a few customers, and with results. For instance, we have tall owners and short owners, and some in between. The short and medium ones, in all cars, worry when passing cars, about the middle of the pavement or the edge of the road. Phone them about Fender Guides. These guides always define the edge of the fenders. Look the list over for other items--you will find them.
- 5
- SEAT COVERS (a) REAL COMFORT: Seat covers, of the Hudson type, are continuously becoming more popular. Hot weather comfort is important to owners in the use of their cars, so this item can enjoy a very large sales volume.
ASK THE USED CAR DEPARTMENT (b) BETTER APPEARANCE WHEN SELLING CAR: They know that when the time comes to sell the car, the condition of the upholstery is an important factor. Seat Covers should be a big selling item at all times and will be, if the proper pressure is constantly behind their promotion. Many used cars can be dressed up with Seat Covers.
- 6
- LICENSE PLATE FRAMES PLATES ARE ALWAYS DRAB: Stop for fifteen minutes on any main street and note the most unfinished projection of anybody's fine automobile. What is it? The License Plates. A high quality yet inexpensive chromium plated brass frame adds a much needed dressed up appearance.
- 7
- CIGAR LIGHTERS HE FORGOT HIS MATCHES: The owner wants to smoke and he has no light, and no one to ask for one. Why didn't he buy that Cigar Lighter which he saw in the Dealer's place, when he purchased his car. Sell him one now.

WIPER EXTENSION	8 THE WIFE WANTS TO SEE OUT ALSO: Where doesn't it rain, or snow, or sleet? One or the other, or all. So inexpensive, and what a lot of side seat extra driving advice it saves. Look at the cars as they come into the Service Station for a greasing job or an oil change. Better yet, sell him one when he buys the car. Either way—just don't lose him.
RIGHT HAND INSIDE VISOR	9 THEY DO NOT LIKE THAT GLARE: The driver is sometimes forgetful of the glare from the sun on the passenger's eyes because he is protected with his Left Hand Visor. Just a thoughtful comfort to the other fellow.
EXHAUST PIPE EXTENSION	10 ANOTHER NICE APPEARANCE ITEM: A sure protection from gases discoloring the rear bumper or getting on the body finish.
GARAGE AND CAR BATTERY CHARGER	11 A PLANT FOR READY SERVICE IF NEEDED: Certain conditions of driving, particularly those which call for much night driving, can call for heavy service on the battery. The Car or Garage Battery Charger nicely fits into those needs. They are easily installed and automatically cut off when the full charge has been completed.
GAS TANK LOCKING CAP	12 SOMEBODY STOLE HIS GASOLINE: He parks his car where it is subject to such thefts. We know everybody will not buy a Locking Cap, but some people should. Find out who they are among your owners. The loss of one tank of gas pays for the lock.
WINDSHIELD WIPER BLADES	13 THEY WEAR OUT: Why not give the Windshield Wiper Blades an inspection when the cars roll into the shop. Somebody sells your owners their blades. It should be you.
WINDSHIELD WIPER BOOSTERS	14 THE AUXILIARY HELPER: How many times in your own experience have you pumped the accelerator pedal to clear the rain and soft snow from the windshield? Do the owners know that a Windshield Wiper Vacuum Booster does the trick? Tell them. It handles two wipers as easy as one.
WINDSHIELD DEFROSTER	15 VISION CLEAR WHEN MOST NEEDED: In sections of the country where we have winter, you haven't an owner who, on certain occasions, would not have given three times the list price for a Defroster, just for those periods. Sleety, freezing days with a trip ahead; had enough to have to use most of your energy in handling the wheel without having to contend with a blurred up windshield.
HOT WATER CAR HEATERS	16 (a) SELL THEM WITH NEW CARS: This is an item which, because of its profit possibilities, should be pushed to the limit. In the early fall and all through the winter, not a single car should go out without a new heater being sold with it. Owners sometimes ask that the old heater which was in their late car be installed in the new automobile. This should be discouraged because of the better application of our later heaters, through the development in both heaters and thermostatic arrangement.
SELL HEATERS WITH USED CARS	(b) THE BETTER USED CARS ARE PROSPECTS: Get in touch with your used car operator and get him on your staff for Heater sales. The temperature can get just as low in a used car as it does in a new one.
INSTALL ON PRESENT OWNERS' CARS	(c) EVERY ONE A PROSPECT: This group is one of your immediate big prospect fields for Heaters and please remember, unless you get your story in early, competition may take the sale away from you.
EVERY ADVANTAGE	(d) YOUR OWN HEATERS: But you have every advantage because these Heaters are Hudson Heaters for Hudson products, against just anybody's heater for any car. There is quite a difference between the stories so don't miss this big point.

(e) **WHERE THEY CAN SEE THEM:** Display Heaters in the show room and in the shop. Talk to every owner coming into the Service Station and try to get permission to install a Heater that day. If this is not possible, make the sale and the installation appointment for a later day.

(f) **CONTACT EVERY OWNER SOMEHOW:** Get busy on the telephone and do not quit until every owner has been contacted, in person or on the telephone.

(g) **DIRECT MAIL BRINGS RESULTS:** Send out the direct mail piece furnished by the factory, with your name on it. Follow this up with a letter—just do not let the prospect get away from you.

(h) **FOR DELIVERY AT ONCE:** And Remember—See That You Have Heaters In Stock So You Can Make Delivery.

(i) **WHAT AN OPPORTUNITY:** Keep the cards on delinquent prospects right at your elbow and early in the morning of the first cold snap get them on the telephone.

17

(a) **RADIO YOUR BIG PROFIT ITEM:** Radio being one of the Accessory items which contributes so much to Distributor and Dealer Profit, its promotion should be continuously carried on with new buyers and present owners.

(b) **LET THEM BE SEEN AND HEARD:** The desire for and, its popularity, need no brief here. People want radios in their cars as much as they do in their homes. Display them on Stands, both in the show room and the Service Station. Make them so evident to customers that they are reminded of their desire at every turn.

(c) **IMPRESS THEM FROM THE START:** Every demonstrator should have a Radio in it at all times. If the demonstrator is sold less the Radio, it can be transferred to the new demonstrator without any difficulty. With Radio in the car while a prospect is enjoying a demonstration, he or she, or both are going to be disappointed and regret that they did not have it included with the car financing at the time of car sale.

(d) **HERE IS THE ANSWER FOR THIS "LATER" CIRCUMSTANCE:** But they do not have to regret long if the Retail Salesman and the Service Station men are on the job. Within a week the owner should be approached again, and then again, until you finally secure the Radio order.

The deal can be re-financed with new papers and the cost of the Radio spread over the remaining car payments, at any time. This is important to remember, and a five dollar bill (\$5.00) for the Retail Salesman is to be reckoned with on the occasion of every sale. This Is Very Important To Remember.

(e) **LET PROSPECTS SELL THEMSELVES:** If there is some hesitancy on the part of the buyer at the time of car sale—go ahead and consummate the car deal and let him have the Radio on trial, without obligation or expense. This plan has been successful with many Dealers, and you will find that eight out of ten car buyers will ask to have the car re-financed with Radio included.

(f) **COMMISSION MEETS SALESMEN'S CAR PAYMENTS:** Retail Salesmen have met their weekly and monthly payments on their demonstrators through the several five dollar bills from Radio sales. Put it up to them. They have their previous year owners to work on, as well as those prospects who will purchase new cars later.

(g) **DIRECT MAIL EFFORTS:** Remember the availability of folders for mailing to Radio Prospects. Direct mail on Accessories is very effective.

(h) **DO NOT LET YOUR OWNERS GET FOOLED:** Yes, Radios can be bought from an "A" price to "Z" price, but that does not interest you. Customer satisfaction does. It is a shame for a buyer of a fine car to get hooked on a Radio deal because of price. Satisfy them with a Hudson Radio.

AVOID DISSATISFACTION: You owe it to your customers to see that they do not have to contend with that dissatisfaction later. Hudson Radios are designed with and for Hudson products and, even in equally priced sets of other makes, there is no comparison.

NO PROFIT MARGIN: Cheap Radios do not make you any money and you have to spend as much or more time in making the deal than with a Hudson Radio. You can enjoy a fair profit through your own company's Radio without the dissatisfaction usually attendant when customers purchase other makes.

GROUP MERCHANDISING

1

UNIT
PACKAGES

SUCCESSFUL METHOD: Those Distributors and Dealers who have operated with the Accessory Group Plan have been the most successful in securing a large volume from both dollar and item angles.

2

RETAIL
SALESMEN CON-
FUSED

HELPFUL SUGGESTIONS: Even with the comprehensive list adopted by Hudson, the Retail Salesman can become confused as to just what items he should pick out to sell. With groups of various dollar value he will quickly get into the habit of using one or the other of the defined groups. Then, if there are other individual items which have interested the buyer, these can be taken out of stock and added to the group sale.

3

ACCESSORY
GROUPS

GROUP NO. 1	GROUP NO. 2
30-Hour Clock Mirror License Plate Frames Cigar Lighter	Inside Visor R. H. Vanity Mirror Safety Swinging Stop Light Exhaust Pipe Extension
GROUP NO. 3	GROUP NO. 4
30-Hour Clock Mirror Cigar Lighter License Plate Frames Fender Guides Water Temperature Gauge Inside Visor R. H.	30-Hour Clock Mirror Cigar Lighter License Plate Frames Exhaust Pipe Extension Fender Lamps Inside Visor R. H.
	GROUP NO. 5
	Electric Clock Cigar Lighter License Plate Frames Seat Covers Oval Rear View Mirror Fender Lamps Exhaust Pipe Extension

WHOLESALE SUPPLY PACKAGE FOR DEALERS

Quantity	Item
2 Pints	Liquid Body Cleaner
2 Cans	High Gloss Wax
2 Tubes	Corrosion Inhibitor
2 Qts.	Hudsonite Clutch Compound
1 Tube	8-0z. Gasket Paste
2 Pints	Oil Base Polish
2 Pints	Wax Base Polish
2 Comb.	Package Radiator Cleaner and Inhibitor
2 Pints	Running Board Finish
2 Qts.	Shock Absorber Fluid
2 Qts.	Brake Fluid
2 Qts.	Upholstery Cleaner
1	Display Card for Packaged Materials

4

PRICES ON
GROUPS AND
ITEMS

GROUP INSTALLED PRICE: The five Packaged Groups carry the installed price, which is the one that should be used in making quotations. Complete information on group prices, as well as prices on individual items, may be secured from the regular Accessory Price List.

5

SUPPLIES
GROUP

DISPLAY ON COUNTER: The Wholesale Supplies Package, pictured in this guide, was specially made up for Dealers, and contains a Display Stand for the purpose of showing the items in the package. As previously stated, these items can be merchandised to owners and independent shops, and are likewise for use in the Dealer's shop. The individual supplies can also be ordered for stock purposes in such quantities as may be desired by the Dealer.

GROUP
NO. 3

FOR TERRAPLANE DE LUXE MODEL: Group No. 3 is particularly made up for this model, in that a Temperature Gauge has been included as an item in the Package.

BUY AND
SELL AS
GROUPS

DO NOT BREAK PACKAGES: The Accessory items noted in each group are packaged at the Factory and so shipped to Distributors for their retail group selling and re-shipped to Dealers for their retail merchandising. Train your salesmen to sell and apply the various groups to cars. We suggest that you do not break packages for an individual Accessory in the package. You will get your assortment out of line unnecessarily.

ADD YOUR
OWN GROUPS

(a) ORIGINAL IDEAS: You may want to set up some original groups of your own in addition to the standard groups furnished by the Factory. This is easy enough to do and they can be selected from the many individual items in the Accessory list.

ADVANTAGE
IN FACTORY
GROUPS

(b) SAVES PACKAGING EXPENSE: There is a big advantage, however, in using the Factory groups, because you are relieved of the packaging expense. These packages are all part-numbered and group-numbered for easy identification.



Wholesale Supply Stand

INDIVIDUAL ACCESSORY ITEMS

1

SHOULD STOCK

INDIVIDUAL ACCESSORY ITEMS IMPORTANT: The importance of having all individual items in stock as such cannot be too well stressed. Some of them are not in the groups and can be sold as additions to the groups.

2

IN THREE CLASSES

ALL CLASSES ARE ACCESSORIES: There are three classes of Accessories. One has to do with items which are standard on some cars and options on others. Not knowing, many times, when ordering cars, just what the prospective buyer will want, these should be carried as loose Accessories in your stocks. They constitute:

3

STANDARD ITEMS NOT INSTALLED ON OTHER CARS

FIRST CLASSIFICATION: These are standard on certain models, but will not be installed on other cars as options at the factory on other models.

- | | |
|----------------------|--------------------------|
| Ash Receivers | Rear Window Curtains |
| Assist Cords | Visors |
| Cigar Lighters | Service Light—Locker Box |
| Door Pull To Handles | Vibration Horns |
| Locker Box Door Lock | Double Tail Lamps |

4

ITEMS WHICH ARE STANDARD BUT WILL BE INSTALLED ON OTHER CARS

SECOND CLASSIFICATION: These items are standard on some cars, but will be installed as an option also on any cars at the factory if desired:

- | | |
|-------------------------|-------------------------|
| Clutch Control | Wheel Discs |
| Special Power Domes | Radios |
| Air Electric Horns | Rear Wheel Shields |
| Trunks | Special Steering Wheels |
| Double Windshield Wiper | |

5

SPECIAL ITEMS NOT STANDARD OR OPTIONAL

THIRD CLASSIFICATION: These are special Hudson tested and approved Accessories, carefully selected and drawn into the line to round out the list and to give Distributors and Dealers a comprehensive range for owner choice. *These items will not be installed at the Factory:*

- | | |
|-------------------------------------|-----------------------------|
| Car Battery Chargers | Fender Guides |
| Clocks | Gas Tank Locking Caps |
| Windshield Defroster | Heaters |
| Draft Deflectors | Heater Thermostats |
| Fans | License Plate Frames |
| Generator Charge Controls | Locker Box Door Lock |
| Radiator Grille Covers | Rear View Mirrors |
| Vanity Mirrors | Safety Swinging Stop Signal |
| Seat Covers | Startix |
| Sway Bar | Tail Pipe Extension |
| Tell-Turn Signal Lights | Water Temperature Gauge |
| Wheel Rings | Windshield Warmer |
| Rear View Mirrors--Outside Mounting | |
| Windshield Wiper Blades | |

COMPLETE LIST OF
ACCESSORIES
INCLUDING
STANDARD
ITEMS

EVERYTHING WE HANDLE: Now we give you a complete list of all items in our Accessory Program. Some of these are standard on cars, others standard and optional, and many are special items. Therefore, there need be no confusion as to the various classifications just given, so far as the Accessory Department's items are concerned because all of them are available as individual items in that Department's list:

Ash Receivers	Radios
Assist Cords	Rear Compartment Door Ornament
Battery Chargers—Car	Rear View Mirrors
Battery Chargers—Garage	Rear View Mirror—Pillar Mounting
Cigar Lighters	Rear Wheel Shields
Cigar Lighter Elements	Rear Window Curtains
Clocks—Mirror	Safety Swinging Stop Light
Clocks—Panel	Seat Covers
Clutch Control	Service Light—Locker Box
Cylinder Domes—Special	Startix
Defrosters—Electric	Steering Wheels—Special
Door Pull-To Handles	Sway Bar
Draft Deflectors	Tail Lamps
Fans—Electric	Tail Pipe Extension
Fender Guides	Tell-Turn Signal Lights
Fender Lamps	Trunks
Gas Tank Locking Cap	Vanity Mirrors
Generator Charge Control	Visors
Heaters	Water Temperature Gauges
Heater Thermostats	Wheel Discs
Horns Twin Vibrator	Wheel Rings
Horns--Twin Air Electric	Windshield Wiper Auxiliary Arm
License Plate Frames	Windshield Wiper Blades
Locker Box Door Lock	Windshield Defrosters
Radiator Grille Covers	Windshield Warmer
Windshield Wiper	Vacuum Booster

THE SUPPLIES
GROUP

IMPORTANT VOLUME ITEMS: The following list covers supplies which can be purchased as stated earlier, as a group package and in other quantities, to replenish the display board, for use in the shop and for re-sale to owners:

Body Cleaner	Hydraulic Brake Fluid
Body Wax	Polish—Oil Base
Clutch Oil—Hudsonite	Polish—Wax Base
Corrosion Inhibitor	Radiator Cleaner
Gasket Paste	Running Board Finish
Glass Cleaner	Shock Absorber Fluid
Glass Cleaner Dispensing Gun	Upholstery Cleaner

REMOVED
ITEMS

KEEP FOR SERVICE PURPOSES: There will be a few items (when removed) like baggage compartment doors, or hub caps when wheel discs are installed, steering wheels, et cetera, which are not returnable for credit, and these should be held in stock for service purposes.

DO NOT RETURN

ALWAYS SALABLE: Accessories naturally are salable at any time during a car production and after given models have been completed, so they are not returnable for credit.

GENERAL

1

ACCESSORY
PREFIXES

ALWAYS IDENTIFIED: In listing, billing or recording Accessories, the prefix "HA" (meaning Hudson Accessories) will always be used by the Factory for identification purposes.

2

PROMOTIONAL
MATERIAL

MOST HELPFUL IN MERCHANDISING: The following list of promotional material will be furnished to Distributors and Dealers at no charge. Considerable money has been invested *in* these various pieces by the Factory, so they should be placed to good use with as little wastage as is possible:

Radio Stands	Special Announcement Sheets
Heater Stands	Timely Merchandising Helps
Accessory Catalogs	Consumers' Folders
Price Lists	Wholesale Order Blanks
Retail Salesmen's Installed Price List	

3

DISTRIBUTORS
WILL WORK
WITH DEALERS

EVERYBODY IS IN THE PICTURE: The Distributing Organizations will do everything possible to assist the Dealers in this program. Without doubt, many ideas and helpful suggestions will be brought to the Dealers by this group as assisting factors in merchandising.

4

CLOSE
CONTACTS

WHOLESALE REPRESENTATIVES' CO-OPERATION: This able group of men will, among their many duties, discuss and take orders for Accessories when calling on the Dealer Body. Their purpose in so doing will be to assist the Dealers in securing every possible angle of profit from their retail operations.

5

SIMPLE
ORDER FORM

SPECIAL FOR THE OCCASION: The Factory has designed a special order blank to be used by Wholesale Representatives in handling the Dealers' Accessory requirements.

6

DISTRIBUTORS
ORDER ON
FACTORY

USE FACTORY ACCESSORY ORDER FORM: A separate order form is used by Distributors for placing Accessory Orders with the Factory and we request that these *be* used for that purpose in all instances.

7

ASSOCIATE
DEALERS

ANOTHER GROUP OF OUTLETS: Dealers should take advantage of their Associate Dealer connections to merchandise Accessories. These men sell cars to the same kind of people who are sold by Master Dealers, so that avenue of sales opportunity should not be ignored.



SPECIAL MERCHANDISING

1

ACCESSORY
CHRISTMAS
PACKAGES

(a) A MERCHANT IS A MERCHANT: Because we are in the automobile business does not mean that we should not use the same marketing methods as are practiced by department stores, jewelry shops, sporting goods houses and others.

ACCESSORIES
MAKE FINE GIFTS

(b) ACCESSORIES ON THE CHRISTMAS TREE: There are many items which make 3 excellent Christmas gifts to members of the family and to friends. The suggestion will be happily accepted because people are always at a loss to know just what to buy at that happy season of the year.

DRESS
UP THE
PACKAGES

(c) A NICE WRAPPER: Dressed up in a fine wrapper, Accessories will look just as nice as any other item and certainly as serviceable. The comfort of the owner or the appearance of the car can always be found in certain Accessories which are particularly adaptable for this purpose.

CHRISTMAS
ANNOUNCE-
MENT LETTERS

(d) SPECIAL LETTERHEADS: When the Christmas period nears, use a letterhead which is suggestive of the season and announce to your owners that you have a line of Christmas Accessories which will definitely fit in with their buying program, and invite them to come in and see the items.

2

BIRTHDAY
PRESENTS

ANOTHER AVENUE FOR SALES: People do buy birthday presents, so why don't Accessories fit into that picture? They will if we just suggest it to enough prospects.

3

BRIDGE
PRIZES

EVERYBODY PLAYS CARDS: We have many items which will fit other cars, so why not go after every angle of our market. Many a time heads are scratched to think up what would be a good bridge prize.

4

GOLF
PRIZES

ANOTHER SOURCE: We can see many Accessories in your group which would go over big as a golf prize. Big and little ones; main prizes and consolation prizes. From Radio down to a Cigar Lighter.

5

WHAT IS
THE MARKET

CONCLUSION: Automobile Dealers are Merchants, so are hardware men, plumbers, book sellers and so on down the line. Who do they sell? People, of course. What are people? Just plain Market. Wherever you go they are always in evidence.

We have made, we hope, some helpful suggestions in the Merchandising of Accessories. We all know there is profit to be had if we will use these suggestions and others of your own thinking. Profit is in ratio to Volume always. Volume can be secured by effort well directed and constantly applied.



GENERAL ACCESSORY POLICIES AND INFORMATION

No. _____

No. 3

Date _____

1936 BULLETIN SERIES

10/3/35

Effective October 1st

SUBJECT

TO ALL DEALERS

1936
ACCESSORY
PROGRAM

The 1936 Accessory Program presented at the Distributors' Meeting was enthusiastically received and, for the benefit of those of you not in attendance, we are giving a brief summary of plans for the coming year.

Within the next ten days, you will receive Bulletin No. 1, which will be published in book form and which will thoroughly cover the subjects of Accessory Merchandising, Recommendations and Policies.

Just as rapidly as the work can be completed, we will furnish you with the following promotional material:

1. A Complete 1936 Accessory Price List
2. A New Accessory Catalog
3. Radio Display Stand
4. Dealer--to-Distributor Accessory Order Blank
5. Retail Salesmen's Installed Price List
6. Accessory Display Boards

From time to time during the year we will prepare:

1. Timely Merchandising Helps
2. Special Announcement Sheets
3. Consumer's Folders

In our studies of Accessory Merchandising, we have found that one of the most important factors entering into volume is the matter of group packages. These groups are intended for retail sale with the new car and, in order that you may be familiar with the various groups, we are shipping you one of each group. In addition, you will receive a shipment including samples of the new 1936 accessories. It is our recommendation that, as soon as possible, you make a similar shipment to each of your dealers. By so doing, you will prepare them to immediately fill accessory orders on new car sales.

Within a few days, we will announce part numbers and prices on a number of special winter items, including Electric Fans, Windshield Defrosters and Radiator Grille Covers, and will be ready to make shipment of such accessories by October 15th.

A new bulletin binder has been designed, larger and with two additional index tabs, one for serial letters and the other for service magazines. These are now available at \$1.75 each net.

A Field Service Development Manual will be prepared in the near future covering all phases of departmental operation to assist you and your dealers in building up your labor volume, maintaining owner contact, and thereby increasing your wholesale parts business.

HUDSON MOTOR CAR COMPANY • DETROIT, MICHIGAN

H. J. Hudson
Assistant
General Service Manager

No. _____

Date _____

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 4

10/3/35

SUBJECT

TO ALL DEALERS:

PROCEDURE
IN THE
MERCHANDIS-
ING OF
ACCESSORIES

Time did not permit our dealing with many interesting phases of our new Accessory Program during our recent Distributor Meeting in Detroit.

As the selling year of 1935 progressed many Distributors and Dealers stepped out and really showed what could be done with that important activity. Sales greatly increased and it became clearly evident that our owners wanted our Accessories.

This program is for a mutual profitable purpose and, if we all work together, there is no question about the results which can be accomplished.

Therefore, in setting it up as a definite part of our General Sales Program of 1936, it is important that the following points be stressed:

(1) That Hudson Distributors, Dealers and Factory are in a mutually profitable business, called "Accessory Merchandising."

(2) That in view of our respective interests, Distributors and Dealers will confine their purchases of those Accessories in our list to us and, to us alone.

(3) That Distributor Managers incorporate it as a regular part of our 1936 selling program.

(4) That it will be regularly discussed and acted upon at Distributor and Dealer organization meetings.

(5) That Distributor Wholesale Representatives will use our simplified Accessory Order Blank.

(6) That they will promote and sell accessories on the occasion of every Dealer visit.

(7) That everybody will recognize that our outstanding efforts in Accessory Merchandising have to do with giving the Dealer every assistance possible in this direction.

(8) That adequate stocks of individual Accessories and Accessory Groups be carried by Distributors and Dealers.

(9) That Accessories be displayed in the show rooms and in the Service Stations.

(OVER)

(10) That Accessories be displayed on one or two cars in the show room.

(11) That a commission of 1(4 be offered to Retail Salesmen and Service Salesmen on Accessory sales.

(12) That a tremendous effort be made to sell Accessories at the time of car sale, to be included with the finance papers.

(13) That the Factory will furnish monthly quotas to Distributors and Distributors will give monthly quotas to Wholesale Representatives.

(14) That in line with their general supervisory duties, the District Managers of this organization will be hold responsible for Distributors' and Dealers' Activities in that direction.

I believe I need not say more as regards the seriousness of my purpose in setting up Accessory Merchandising on a par with Car and Parts Activities.

W. R. Tracy

Vice President
In Charge of Sales

GENERAL ACCESSORY POLICIES

AND INFORMATION

No. 6

 No. 6
 Date 10/14/35

 1936 BULLETIN SERIES
 Effective October 1st

10/14/35

SUBJECT

TO ALL DEALERS:

ANNOUNCING 1936 RADIO PROGRAM

We are now prepared to announce the radio program for the 1936 season. Radio as an essential part of motor car equipment has been steadily increasing in public acceptance. But with the advances made in radio engineering, radio users have become more exacting, demanding improved reception, quality and clarity of tone and increased volume.

The problems of the radio engineer have been complicated by the introduction of steel roofs by car manufacturers. During 1935, these difficulties were largely overcome by the improvement in aerial design, but it remained for the R. C. A. engineers, working in collaboration with Hudson engineers, to make the final developments. The results are outstanding. We know you are going to be pleased with their achievements.

It is not necessary to enter into a detailed description of the mechanical features of the 1936 radio, as the subject is fully covered in 1936 Reference Sheet No. 2, which will be in your hands shortly.

Because of your experience of 1934 and 1935, we do not have to tell you that the time to sell radios is when the car is being sold, because of the buyer's receptive attitude, and to include the payments on the radio with the contract on the entire purchase.

The quality of any item decides the cost, and yet, with this increased quality in the 1936 Hudson radio, we have given you a very favorable resale schedule, effective October 1, 1935. The retail net price, of course, must also relate itself to cost, but the retail resale profit has likewise been proportionately increased, as you will note from a comparison between that of 1933 and 1936.

1936 SCHEDULE

<u>Part No.</u>	<u>Description</u>	<u>Installed List Price</u>	<u>Dealer Net</u>
151202	Radio Kit Complete With Antenna	\$59.95	\$37.95

(OVER)

ANNOUNCING
1936 RADIO
PROGRAM

Let us compare the 1935 schedule with the 1936 profit possibilities.

	<u>Installed List Price</u>	<u>Dealer Net Cost</u>	<u>Dealer's Profit</u>
1935	\$49.95	\$32.00	\$17.95
1936	59.95	37.95	22.00

From these figures, you will note an increase of approximately \$5.00 in profit, and it is apparent that, with the superior quality of the product, the margin of profit presents a real incentive for aggressive merchandising during the coming season.

Again, as in 1934 and 1935, your market is an individual one, as this radio has been designed for 1936 Hudsons and Terraplanes. Our distributors and dealers are the only outlets for the sale of this radio. Therefore, let us repeat the radio merchandising success of previous years, setting our goal for a substantial increase in both volume and profits.

We will continue to furnish radios for 1935 cars at the same list price and resale schedule which have boon in effect previous to this time.

H. J. Hudson

Assistant
General Service Manager.

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 7

Date 10/18/35

SUBJECT

HEATER
THERMOSTATS

TO ALL MASTER DEALERS:

In Bulletin No. 5 we advised you that it was not necessary to install hose line thermostats in 1936 model cars, with the exception of the Terraplane DeLuxe, Model 61. In view of this, thermostats will NO LONGER be packed with heaters, and cartons will be marked "No Thermostat."

Therefore, we suggest that you immediately analyze your local situation and place orders for individual thermostats, Part No. 48841. Remember that all cars previous to 1936 require a thermostat, as do all 1936 Terraplane DeLuxe models. If you make an installation from your present stock of heaters, where a thermostat is not required, simply put it in stock to be used with heaters received without thermostats.

Your installed price on Standard and DeLuxe models should be adjusted to allow for the thermostat and the labor saving on 1936 installations.

WE WILL IMMEDIATELY CANCEL ALL THERMOSTATS FROM HEATER ORDERS ON HAND FOR BOTH IMMEDIATE AND FUTURE DELIVERY.

H. S. Hudson

Assistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ASSOCIATE DEALERS AS BULLETIN NO. 1)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 8Date 10/24/35

SUBJECT

HUDSON
HYDRAULIC
BRAKE
FLUID

We have received several letters indicating some misunderstanding in regard to the use of the proper Brake Fluid in connection with servicing our 1936 Hydraulic Brakes. The subject was fully covered in Distributor Bulletin No. 3 and Dealer Bulletin No. 3 of the "General Technical Policies" series. The confusion was caused evidently by certain information being passed out unintentionally by some Lockheed Distributors and Dealers.

DO NOT USE

Lockheed has a Brake Fluid known as a Standard Mixture which has Ethyl Alcohol mixed with Castor Oil and other chemicals, which is used for certain applications. This lists at \$3.25 a gallon.

DO NOT USE THIS STANDARD MIXTURE IN OUR 1936 CARS.

DO USE

The Hudson Hydraulic Brake Fluid No. 5 is made from Diacetone Alcohol mixed with Castor Oil and other chemicals. This fluid lists at \$4.25 a gallon and is the one recommended by both Hudson and our brake source engineers.

The confusion spoken of previously was undoubtedly caused by the difference in price as between Lockheed's so-called Standard Mixture and our authorized No. 5 Fluid.

WITH
HUDSON
LABEL

You will avoid making any mistakes as to the application of the right fluid if Dealers will confine their orders to Hudson Distributors and Hudson Distributors with us. **LOOK FOR OUR NAME ON THE CAN.** List prices of the small containers are naturally in proportionate ratios.

LIGHTER
VISCOSITY

The only occasion when a lighter viscosity fluid is required is when severe weather strikes Canada or the top sections of the northern states. In this case you order Hudson Hydraulic Brake Fluid No. 1. The list price and resale schedule are the same for No. 1 as for No. 5.

RESALE
SCHEDULE

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
151105	Hudson Hydraulic Brake Fluid - Pints Case of 24 Pints	\$.75	\$.56.
151105	Hudson Hydraulic Brake Fluid - Quarts Case of 12 Quarts	1.25	.94
	Hudson Hydraulic Brake Fluid - Gallons	4.25	3.19

(OVER)

We believe the above information will clear up any misunderstanding which may have existed on the pricing of the two entirely different fluids mentioned previously in this bulletin.

H. J. Hudson

Assistant
General Service Manager

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES
Effective October 1st

No. 9
Date 10/30/35

SUBJECT

**WINTER
ACCES-
SORIES**

A short time ago, you were advised of our intention to merchandise Electric Fans, Defrosters and Radiator Grille Covers. We are now ready to start shipping these items and give you herewith prices and resale schedules to cover.

**RADIATOR
GRILLE
COVERS**

The Radiator Grille Covers are attractively designed to cover the lower two-thirds of the radiator core. The cover is adjustable to meet variations in weather temperatures. Well constructed, with silver fabricoid front and waterproof card backing.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-115881	Radiator Grille Cover -	\$1.50	\$.98
HA-118720	For all 1935 models		
HA-118721	Radiator Grille Cover -	1.50	.98
	For 1936 Terraplane		
	Radiator Grille Cover -	1.50	.98
	For 1936 Hudson		

DEFROSTERS

The 1936 electric Defroster will be even more popular than the 1935 model. The glass is 16" x 7", with four-wire heating element and a specially moulded rubber strip which forms a dead air chamber between glass and windshield to prevent clouding, frosting or condensation on inside of windshield. Electric current is needed ONLY when outside of windshield is covered with sleet, ice or snow. A small bakelito plate on the Defroster frame is illuminated when the current is on. Finished in pearl gray lacquer.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-111928	Defroster - For all years' cars	\$5.00	\$3.00

**WINDSHIELD
WARMERS**

An economical method of removing steam, sleet, ice or snow from the windshield is provided by the Windshield Warmer. It is constructed to carry a portion of the hot air from the heater directly to the windshield, yet compact enough to carry in the locker box when not in use. Your owners are going to want this accessory. Order your supply at once.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118704	Windshield Warmer - For all years' cars	\$2.00	\$1.30

(OVER)

ELECTRIC
FANS

Electric Fans appear to be growing in favor as a defrosting medium. To enable you to supply the demand for this equipment, we are prepared to supply a high-grade fan for mounting on the steering column. Sturdily constructed, with fully shielded fan and finished in pearl gray.

Part No.	Name	<u>List Price</u>	<u>Dealer Net</u>
HA-118734	Fan - Electric - For all years' cars	\$4.50	\$2.93

Actual photographs of all the above items appear in the new Accessory Catalog, which will be mailed to you within the coming week. Place your order now for a stock of these winter necessities. Be prepared for the business which is sure to come with the arrival of cold weather.

PRICE
LIST
CHANGE

Please refer to Accessory Price List effective October 1, 1935 and change the prices as outlined below.

Part No.	Description	<u>Suggested Installed Price</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118726	Accessory Group No. 3	\$18.45		\$10.68
HA-118727	Accessory Group No. 4	19.00		10.73
HA-108844	Cigar Lighter Element Used with 111523		1.00	.65

H. J. Hudson
Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING WAILED DIRECTLY TO ALL ASSO-
CIATE DEALERS AS BULLETIN NO. 2)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 10

Date 10/30/35

SUBJECT

TRUNK KITS
FOR 1936
CARS

Arrangements have been made to supply trunk kits for all 1936 models. Many times a car will be sold without a trunk and later the owner will decide that he desires one. The trunk is perfectly interchangeable with the rear compartment door and all hardware can be used, with the exception that new tail lamp brackets are necessary when the trunk is installed.

The trunk kits as shipped from the factory will be made up complete with the necessary baggage platform and tail lamp brackets for the various models as listed below.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118874	Trunk Complete - For Terra. DeLuxe (Rear Tire Mount)	Prime Lacquer	\$27.00 \$20.25 30.00 22.50
HA-118875	Trunk Complete - For Terra. DeLuxe (Side Tire Mount)	Prime Lacquer	27.00 20.25 30.00 22.50
HA-118876	Trunk Complete - For Terra. Custom and all Hudson models (Rear Tire Mount)	Prime Lacquer	25.50 19.13 28.50 21.38
HA-118877	Trunk Complete - For Terra. Custom and all Hudson models (Side Tire Mount)	Prime Lacquer	25.50 19.13 28.50 21.38

The matter of installation charge is being left to your own judgment, to be decided by the individual deal.

We believe it advisable for you to carry at least one of the various model trunk kits in your stock so that you will be prepared to fill the orders which you are sure to receive.

H. J. Hudson
Assistant
General Service Manager.

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

**GENERAL TECHNICAL POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 13
Date 11/6/35

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

1936
ACCESSORY
CATALOGS

We are enclosing herewith a copy of the 1936 Accessory Catalog. Within the next few days you will receive an additional shipment of catalogs sufficient to supply all the retail sales kits which you have secured from us direct or through your distributor.

In this catalog we have described all of the items in the accessory line for 1936. It is important that these are placed in the hands of your retail salesmen, as this is one of the most important working tools in the Accessory Merchandising Program.

List prices are not shown in the catalog as it is to be used in connection with the Retail. Salesmen's Installed. Price List, which has already been mailed you. Oftentimes the difference between the list price and the installed price is confusing to prospects and it is, therefore, advisable to quote only the installed price. For this reason, list prices have been omitted.

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.

If the supply which you will receive shortly is not sufficient for your entire organization, please advise us and an additional supply will be mailed without charge.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ALL
ASSOCIATE DEALERS AS BULLETIN NO. 6)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 14

Date 11/7/35

SUBJECT

TO ALL MASTER DEALERS:

WHEEL
MOULDINGS

It is quite probable that some of your purchasers of 1936 models will prefer the stainless steel Wheel Mouldings installed on their cars rather than the Wheel Discs or large hub caps.

To meet this demand, the 16" stainless steel Wheel Moulding, carried under Part No. HA-46344, is available. Whenever a prospect does not react favorably to the suggestion of installing the Wheel Discs on his car, always remember to suggest the Wheel Mouldings as an alternative. You will find that many sales will be made in this way.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-46344	Wheel Trim Ring - 16" - 5 in set	\$2.00	\$1.30

TERRAPLANE
EMBLEMS
FOR REAR
COMPART-
MENT DOOR
AND TRUNK

You have probably all noticed the attractive emblem on the rear compartment door and trunk of all Hudson models, but which is not standard on the Terraplane.

Here is an opportunity for additional profit which should not be overlooked. The emblem which is used on the rear wheel shield, can be installed satisfactorily on the trunk or rear compartment door. Suggest this accessory to your owners.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-46344	Rear Compartment Door & Trunk Emblem - Terraplane	\$1.00	\$.65

CORRECTION
TO PRICE
LIST

Please make the following notations in your Accessory Price List effective October 1st:

<u>Part No.</u>	<u>Name</u>
HA-118719	Fender Guides - Price should read "per pair"
HA-150752-3-4	Wheel Discs - List Price quoted is per "set of four"

(OVER)

On the Salesmen's Installed Price List, the price on Rear Wheel Shields, right and left, less ornament, should read \$9.50 instead of MOO.

Will you please see that these changes are made so that your records will be up to date?

H. J. Hudson

Assistant
General Service Managers.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED DIRECTLY TO ASSOCIATE DEALERS AS BULLETIN NO. 7)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES
Effective October 1st

No. 15

Date 11/7/35

SUBJECT TO ALL MASTER DEALERS:

ASH TRAYS
FOR FRONT
COMPART-
MENT

Ash trays for the front compartment of motor cars seem to have become an essential item.

You will find that the door valance type ash tray meets all requirements from the standpoint of utility and appearance and can be installed on either right or left front door, or both, according to the wishes of the owner. The valance type ash tray is available in brown finish to match the Terraplane and Gray to conform to the interior finish of the Hudson car. The installation takes but a few moments as the valance is easily installed under the window moulding.

Also available are ash trays for mounting on the front door panels. These are finished in either brown or gray, to match the car in which they are installed.

Place your order now, as your owners will want an ash tray in the front compartment of their new Terraplane or Hudson. You have a wide open field for accessory sales, as ash trays for the front compartment are not standard equipment on the 1.936 models.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-119054	Door Valance Ash Tray - Brown	\$2.00	\$3.30
HA-118701	Door Valance Ash Tray - Gray	2.00	1.30
HA-118714	Door Panel Ash Tray - Brown	.90	.59
HA-118715	Door Panel Ash Tray - Gray	.90	.59

CHANGE IN
PRICE
LIST

Please make the following change in resale schedule in the Accessory Price List.

<u>Part No.</u>	<u>Name</u>	<u>Dealer Net</u>
HA-48642	Generator Charge Control Kit	\$1.60

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS AS BULLETIN NO. 8).

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 16

Date 12/2/35

SUBJECT

TO ALL MASTER DEALERS:

HEATERS
ARE AN
ALL-YEAR
ACCESSORY
ITEM

We stressed at the beginning of our Heater Merchandising for the 1936 selling program that heaters are not a seasonal item nor should they be looked upon as such by the field selling organization. In view of the fact that our dashes are equipped with knock-out plugs, we particularly lend an opportunity for heater sales all through the year with new car sales if we just make the effort to sell the owner on the installation.

THE HEATER
SEASON HAS
REALLY
JUST BEGUN

We should drill harder than ever on heaters at this time. Just because we are nearing the middle of December, we should not have any thought other than that we are just barely into it and want to keep right on drilling with owners who do not have heaters and owners who are purchasing cars from hence on. The moderate winter so far in many sections of the country has delayed the sales perhaps in some instances. Duo to the type of winter we have had, without doubt, we are in for some heavy weather the latter part of December and all through January and February and perhaps some of March.

HEATERS
ARE NEEDED
MANY TIMES
DURING
EVERY
MONTH
OF THE YEAR

January, February and March, and of course, the last half of December, should be exceptionally good heater months. April, with its rains and damp weather particularly can be used as a month for heater sales in that the evenings many times are damp and we know that owners would use their heaters on such days and evenings if they had them in the car. There are many selling points to be used in connection with a continuous sale of heaters and we are going to miss a bet if we just don't fly right through with our heater efforts continuously.

WE ARE
GO-ING TO
CONTINUE
TO PROTECT
THE FIELD
WITH AN
INVENTORY
HERE

We are going to continue to protect the field with an inventory here but this does not mean that you must depend upon us for piece-meal requirements as we have to notify our manufacturers far in advance in order to give the field the protection which they need on this item. We ask that our Distributors' Farts Managers immediately study the situation and give us an idea of what their requirements will be in all three heaters for the months of January, February and March. A special letter is going forward to you in a day or two, and in the meantime please be thinking it over so that you can assist us in regard to a commitment we make to our heater manufacturer.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS AS
BULLETIN NO. 9.)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 17
Date 12-12-35

SUBJECT

TO ALL MASTER DEALERS:

RADIO
SALES

The 1936 cars have been going out so fast, many of our people have missed getting Radios in them. Let's not let our anxiety to complete the car sale interfere with a logical procedure in disposing of certain Accessories at the time of that sale.

MAKE THE
SALE AT
THE TIME
OF THE
CAR DEAL

The purchaser will not get mad at you or change his mind about taking the car if you tell him how badly he wants a Radio and how easy it is to include its payments right with the car papers. He is in a buying frame of mind, and it does not take much of a push to get him the rest of the way.

PAY FOR
DEMON-
STRATORS

Have the Retail Salesmen forgotten that they can meet the monthly payments on their personal cars by the sale of a few Radios within every thirty-day period? That Five Dollar Bill (\$5.00) should look good to them any month of the year.

DON'T BE
AFRAID
TO ASK

Let's not be afraid to ask people to buy. Many customers do, not buy just because they are not asked. This is a business of "you get it first or somebody else will.

RADIO
PROFIT

The profits from Radio Sales are something to be reckoned with. Figure it out, if you have not already done so. The records on Radio Sales by Dealers of any Car Company have proven, during the last two years, that profits can be substantial from these units.

1 RADIO
TO EVERY
4 CARS

The lowest possible ratio of Radio Sales to Car Sales should be 1 to 4. Many Dealers have done considerably better than this during the past two years. Let's get into the habit of knocking off a Radio every time we make a Car Sale.

H. J. Hudson

Assistant
General Service Manager

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ASSOCIATE
DEALERS AS BULLETIN NO. 10)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 18

Date 12/13/35

SUBJECT

TO ALL MASTER DEALERS:

WINDSHIELD
WARMER

The Windshield Warmer is pictured in the Accessory Catalog on the same page with the Radiator Grille Cover.

Take a good look at it and see what a simple and effective device it can be when needed on a sleety day.

It is such an inexpensive item and takes up so little room in the car when not needed, we believe every owner in the winter sections will want one.

Every Dealer should have a couple of samples in stock.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
118704	Windshield Warmer	\$2.00	\$1.30

H. J. Hudson

Assistant
General Service Manager.

P. S. Don't forget about this being an opportune time to merchandise a lot of Accessories. As Christmas presents, Radios, Heaters, Clocks, Defrosters, Fender Lamps, etc. all will make excellent gifts.

To do it up in a nice way, one of the Accessory Group Packages would fit into the picture in splendid shape.

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

**GENERAL TECHNICAL POLICIES
AND INFORMATION****1936 BULLETIN SERIES****Effective October 1st**No. 19Date 12/20/35

SUBJECT

TO ALL MASTER DEALERS:

**ACCESSORY
DISPLAY
BOARD**

From the number of orders being received for Accessory Display Boards, it is apparent that this idea has a very definite appeal to our distributors and dealers.

It is an attractive display, for either sales room or service floor. Seven feet long, six feet high, beautifully finished in blue and gold, with the panel for mounting accessories finished in a light cream color.

Plenty of indirect illumination is provided at the top and in the left-hand corner panel, making a display which will immediately catch the eye of everyone entering the show room.

Although all necessary brackets for mounting accessories are furnished with the board, **NO ACCESSORIES** are included in the shipment. You may install any accessories you see fit, bearing in mind that the absence of any particular item on the board may mean the loss of a sale on that item.

Place your order at once and get this self-salesman at work for you. Shipment will be made immediately.

H. J. HudsonAssistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING HARED TO ASSOCIATE DEALERS AS
BULLETIN NO. 12)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 20Date 12/27/35

SUBJECT

TO ALL MASTER DEALERS:

MATCH
RADIATOR
GRILLE
COVERS
TO CARS

Several of our Dealers are following out an idea originating with them on our Radiator Grille Covers which certainly is practical and results in a splendid appearance for both cars and covers.

SIDE OF
GRILLES
ARE COLORED

The sides of the Radiator Grilles, as you already know, are sprayed here at the plant to match the body color, which combination gives an excellent toning to the front end.

SPRAY SIDES
OF GRILLE
COVERS

Our Grille Covers are silver and made of a material which readily accepts sprayed lacquer. Many of the Dealers are matching the sides of the Grille Cover to the color of the sides of the Grille itself. By so doing, you are able to keep the splendid lines of the Grille very well defined.

MASK THE
CENTER
SURFACE

This can easily be done by masking that part of the surface which is not to be sprayed. Through spraying the cover in both its folded position, as well as when it is completely closed, the Grille line effects will be constant.

MAKE UP
AS NEEDED

It would not be good business for either you or ourselves to carry covers in stock in all colors. This might result in an unbalanced inventory condition. So it is better to handle each case as is required in accordance with its proper color. In those sections where Grille Covers are used, we would suggest that finished samples be kept on show room floors.

We would suggest that you make up a cardboard pattern for both the Terraplane and the Hudson Covers. This is very simple, and they can be used repeatedly. The time required for spraying, when using a pattern, is only about twenty minutes. Various colors of finish can be secured from the Factory in small quantities, if you are not in a position to mix your own. We are attaching hereto drawings from which patterns for both Hudson and Terraplane should be made.

ADD COST

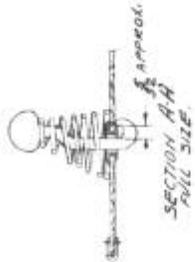
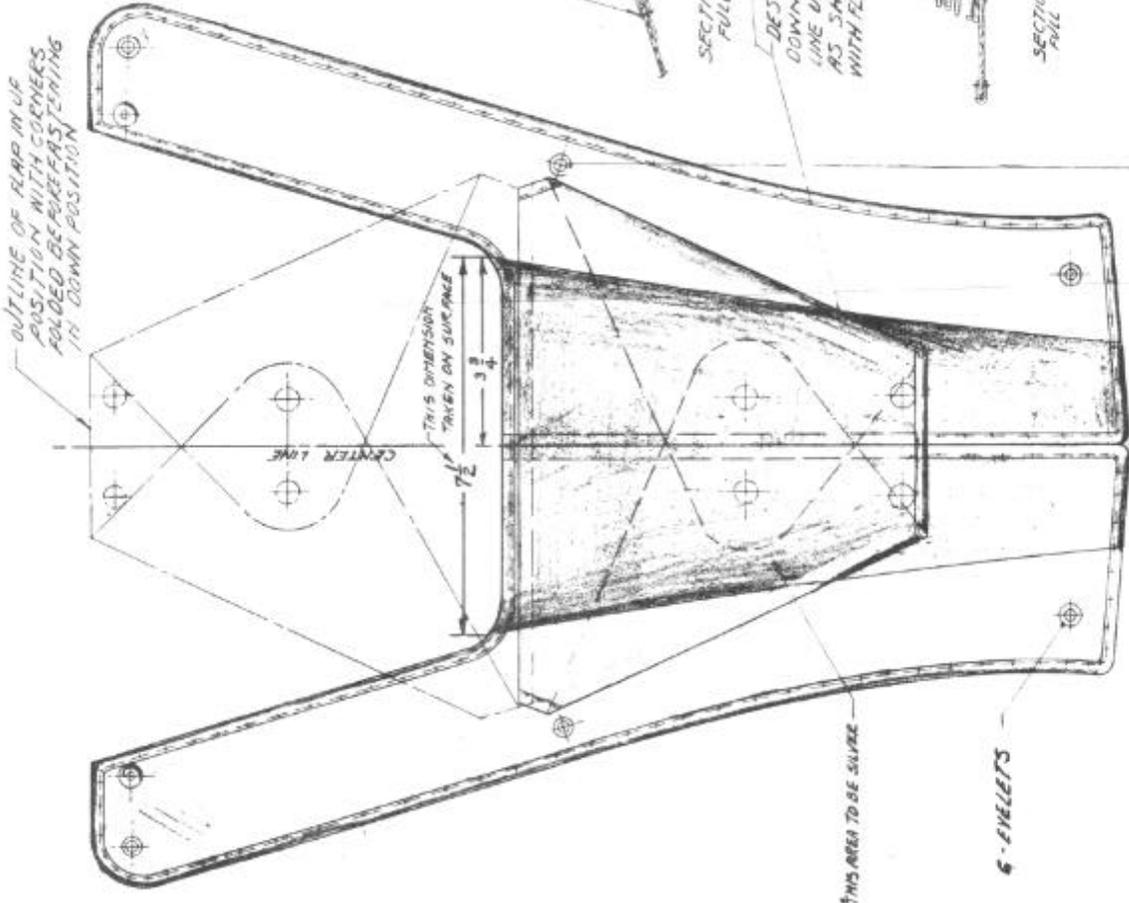
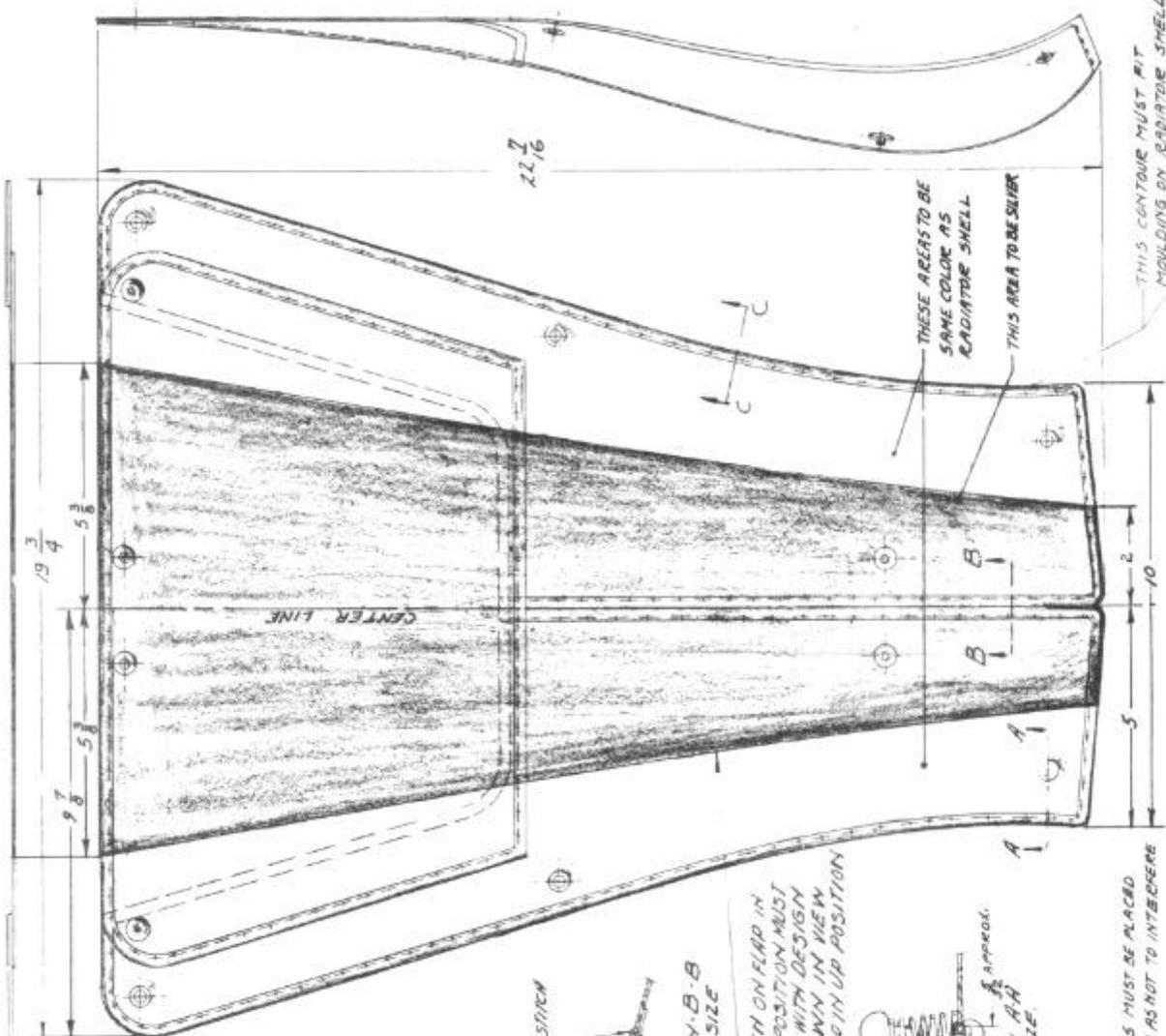
Add whatever the cost may be into the delivered price of the Covers. The Grille Covers are listed in the Accessory Price List as follows:

<u>Part Numbers</u>	<u>List Price</u>	<u>Dealer Net</u>
118720-1 Terraplane & Hudson Grille Cover	\$1.50	\$.98

H. J. Hudson

Assistant
General Service Manager.

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



THESE FASTENERS MUST BE PLACED IN SUCH LOCATION AS NOT TO INTERFERE WITH FLAP.

DESIGN ON FLAP IN DOWN POSITION MUST LINE UP WITH DESIGN AS SHOWN IN VIEW WITH FLAP IN UP POSITION.

OUTLINE OF FLAP IN UP POSITION WITH CORNERS FOLDED OVER AND FASTENING IN DOWN POSITION.

VIEW SHOWING FLAP & DESIGN IN DOWN POSITION.

SECTION CC FULL SIZE

SECTION B-B FULL SIZE

SECTION A-A FULL SIZE

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 21Date 1/16/36

SUBJECT

TO ALL MASTER DEALERS:

NEW
PART NUM-
BERS FOR
CANNED
MATERIAL

With the thought in mind of simplifying ordering, stocking, and the keeping of records on canned material, part numbers have been released to cover each size can of the various oils, polishes and cleaners merchandised in our accessory line. Effective at once, please use the new numbers in ordering stock.

<u>Old Number</u>	<u>New Number</u>	<u>Description</u>	<u>Size of Container</u>
HA-44113	HA-151961	Hudsonite Clutch Oil	1 Quart
HA-47943	HA-151962	Hudsonite Clutch Oil	1 Gallon
	HA-151963	Hudsonite Clutch Oil	5 Gallons
	HA-152040	Hudsonite Clutch Oil	30 Gallons
HA-161105	HA-151964	Shock Absorber Oil	1 Quart
	HA-151965	Shock Absorber Oil	1 Gallon
	HA-151966	Shock Absorber Oil	6 Gallons
HA-151821	HA-151105	Hudson Hydraulic Brake Fluid No. 6	1 Pint
	HA-151967	Hudson Hydraulic Brake Fluid No. 6	1 Quart
	HA-151968	Hudson Hydraulic Brake Fluid No. 6	1 Gallon
HA-96812	HA-151971	Hudson Hydraulic Brake Fluid No. 1	1 Gallon
	HA-151972	Hudson Hydraulic Brake Fluid No., 1	1 Quart
HA-111631	HA-118680	Body Polish - Oil Base	1 Pint
	HA-118681	Body Polish - Oil Base	1 Gallon
HA-111938	HA-118682	Body Polish - Wax Base	1 Pint
	HA-118683	Body Polish - Wax Base	1 Gallon
HA-114533	HA-118684	Body Cleaner	1 Pint
	HA-118685	Body Cleaner	1 Gallon
HA-114534	HA-118686	Running Board Finish (Black)	1 Pint
	HA-118687	Running Board Finish (Black)	1 Gallon
	HA-118688	Running Board Finish (Clear)	1 Pint
	HA-118689	Running Board Finish (Clear)	1 Gallon

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ASSOCIATE DEALERS AS BULLETIN NO. 14)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 22

Date 1/22/36

SUBJECT

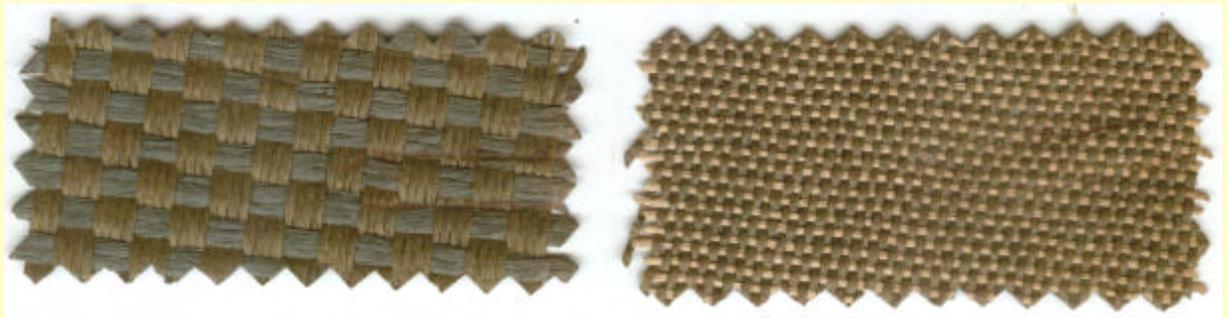
TO ALL MASTER DEALERS:

SEAT
COVERS

It has become apparent that there is a considerable demand for Seat Covers in a pattern similar to that merchandised for the 1935 models.

Naturally, we are interested in supplying accessories having the greatest popular appeal and have, therefore, selected a second pattern as an addition to the 1936 Seat Cover line. You should place your order immediately for a sufficient quantity for both stock and display purposes.

In order that you may have complete information on both types of material, we are attaching hereto samples, and are indicating part numbers and resale schedules which apply to each type.



Pattern No. 1

Pattern No. 2

Part Numbers

<u>Pattern No. 1</u>	<u>Pattern No. 2</u>	<u>Description Seat Covers</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118798	HA-119528	Brougham Front (Pair)	\$4.90	\$3.19
HA-118799	HA-119529	Brougham & Sedan Rear	4.90	3.19
HA-118800	HA-119530	Sedan Front	4.90	3.19
HA-118801	HA-119531	Coupe	4.90	3.19
HA-118802	HA-119532	Convertible	4.90	3.19

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS AS BULLETIN NO. 15)

**GENERAL TECHNICAL POLICIES
AND INFORMATION**

1936 BULLETIN SERIES

Effective October 1st

No. 23Date 2/4/36

SUBJECT

TO ALL MASTER DEALERS:

HUDSON
HYDRAULIC
BRAKE
FLUID

It seems advisable to again call your attention to Dealer Accessory Bulletin No. 8, dated October 24, 1935, relative to the use of genuine Hudson Hydraulic Brake Fluid No. 5.

Reports have reached us that jobbers are offering Standard Lockheed Fluid to our Distributors and Dealers, which is a much cheaper fluid than the No. 5. Please do not be misled and use Standard fluid because of the difference in price.

The Hudson Hydraulic Brake Fluid No. 5 is made from Diacetone Alcohol mixed with Castor Oil and other chemicals. This fluid is the one recommended both by Hudson engineers and Lockheed engineers for use in our cars.

You will avoid making any mistakes as to the application of the right fluid if Dealers will confine their orders to Hudson Distributors and Hudson Distributors with us. **LOOK FOR OUR NAME ON THE CAN.**

H. J. Hudson

Assistant
General Service Manager.

**GENERAL TECHNICAL POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 24
2/4/36
Date _____

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

LICENSE
PLATE
FRAMES

The excellent increase in sales on License Plate Frames has prompted us to prepare a display card to assist Distributors and Dealers in merchandising this Accessory.

The License Plate Frames merchandised by this department are fully chrome plated and serve as a protective frame for the license plate, as well as enhancing its appearance. Two models of the License Plate Frames are furnished, as listed below, and either type can be displayed on the cards which we are now prepared to furnish without charge. Dealers should immediately secure their display from their Distributor and put it to work.

As a reminder, prices, part numbers and resale schedules on both types of frames are given below.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-111028	License Plate Frames	\$2.50	\$1.60
HA-115526	License Plate Frames	1.50	.98

PRICE
LIST
CHANGE

Effective February 10, 1936, please make the following correction to your Accessory Price List:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-150725	Steering Wheel - Deluxe (Brown)	\$11.25	\$7.31
HA-150726	Steering Wheel - Deluxe (Gray)	11.25	7.31

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN No. 15)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 25Date 2/10/36

SUBJECT

TO ALL MASTER DEALERS:

ARM
RESTS

In response to demands from the field, we are now prepared to supply Arm Rests for the front doors of the 1936 models.

This Accessory is easily and quickly installed by inserting the chromium bracket under the door window moulding. The Arm Rest will be trimmed in upholstery to match the car on which it is to be used and is adjustable to any desired height or angle.

Samples have been shipped to all Distributors for display purposes. We suggest that Dealers immediately order one of each color of trim, so that they will be in a position to show them to prospective customers.

Prices, part number and resale schedule are given below:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-119780	Arm Rest (Specify upholstery)	\$1.75	\$1.14

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 17)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 26

Date 2/17/36

SUBJECT

TO ALL MASTER DEALERS:

CHANGE IN
DESIGN OF
WATER
TEMPERA-
TURE
GAUGE

For the past year, a Water Temperature Gauge has been available as an Accessory for installation on Terraplane models on which the gauge was not standard equipment. The demand for this Accessory has been great enough to warrant certain changes in design to make it more attractive from an appearance standpoint.

This new design incorporates the same face plate, or bezel, as is used on the 1936 Electric Clock, and is suitable for mounting in the exact center of the left-hand locker box door. This installation harmonizes with the Electric Clock, and the face of the gauge matches the other instruments on the dash.

This Accessory should be a leader in your drive for Spring Maintenance Business.

While we will continue to supply Gauge No. 48329 for replacement purposes, we believe that your greatest volume of sales will develop from the use of the new design.

Part number and resale schedules are listed below.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-151762	Water Temperature Gauge	\$3.95	\$2.57

Place your order at once for a supply of these gauges. Install one in a Terraplane DeLuxe model on your show room floor so that your prospects can appreciate the beauty and utility of this Accessory.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE
DEALERS AS BULLETIN NO. 18)

GENERAL TECHNICAL POLICIES AND INFORMATION

1936 BULLETIN

No. 27Date 2/20/36

Effective October

SUBJECT

TO ALL MASTER DEALERS:

Who Is Going To Get The Spring Maintenance From Your Owners? Send Out Letters Offering Them A Free Check-Up. An Ounce Of Prevention Saves Dollars Of Regret. Correct Lubrication Is The Answer.

With the advent of Spring, a market is opened up which is being effectively worked by many Dealers. The upholstery on cars which have been in use for any length of time *will be soiled or dirty and should be cleaned and renovated. Used cars can be made more presentable and will move more quickly with clean, sanitary upholstery.

Hudson Upholstery Cleaner, Foam Type, is especially adapted to this work, as it is quick in action and economical in cost. This unusual cleaner does not fade or discolor upholstery and will not leave a ring around the spot cleaned. Furthermore, it is non-inflammable* and is harmless to hands. This Upholstery Cleaner is put up for retail sale in quart and gallon containers, ready to use.

For your own shop use, we recommend the Concentrate, one gallon of which makes thirteen gallons of cleaner. By purchasing the Concentrate, your cost on Upholstery Cleaner is reduced to less than 30¢ per gallon, making it the most economical Upholstery Cleaner on the market

Part numbers and resale schedules follows

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-115880	Hudson Upholstery Cleaner (Foam Type) Quart - Retail	\$.75	
	Case of 12 Qts.		\$5.85
	Gallon	2.00	1.30
HA-115879	Hudson Upholstery Cleaner (Foam Concentrate) (Dilute 12 to 1)		
	Gallon	5.50	3.68

There is a preference on the part of some Dealers for a DRY cleaner of the carbon-tetrachloride type. A dry cleaner is particularly adapted to removing spots quickly and is available through this department.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-111685	Upholstery Cleaner (Dry)		
	Pint - Retail	\$.85	
	Case of 12 Pts.		\$6.20

Order your stock now and go after the "extra" profits available to you through this service.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 19)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 28Date 4/8/36

SUBJECT

TO ALL MASTER DEALERS:

SAFETY
SWINGING
STOP
LIGHT

For some little time we have been working with our source of supply on the Safety Swinging Stop Light, to devise some method of installing the light in place of the regular right hand tail and stop lamp on the 1935 models. We are pleased to advise that this has now been completed and we are prepared to supply this type of installation.

We believe that the light mounted in this position will be much more attractive to prospective buyers and will add greatly to the saleability of this Accessory. The mounting on the right hand tail lamp bracket does not require any more installation time than the present mounting, so it will be possible to maintain the same installation charge.

Obviously, this location of the lamp can be made only on the 1936 models and we will continue to supply the standard bracket for mounting the light on cars previous to 1936.

Effective immediately, please order by number and specify the type of bracket you require with each Safety Swinging Stop Light. The new part numbers and resale schedules are given below.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118716	Safety Swinging Stop Light Complete (With bracket for mounting on bumper)	\$8.50	\$5.95
HA-119864	Safety Swinging Stop Light Complete (With adaptor for mounting on R. H. tail lamp bracket)	8.50	5.95
HA-119862	Mounting Bracket Complete (For mounting on bumper)	1.00	.65
HA-119863	Mounting Bracket Adaptor (For mounting on tail lamp bracket)	.50	.33

If you have any of the stop lights in stock, we suggest that you order some of the adaptor plates so that you will be in a position to install the lights in the new location if desired by the purchaser.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 20)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 29Date 4/8/36

SUBJECT

TO ALL MASTER DEALERS:

SEAT
COVERS

We are right at the threshold of the Seat Cover season. No one will deny that the fall and winter is the best time to sell Heaters. By the same reasoning, the spring and summer is the logical Seat Cover season. With the 1936 Hudson line of Seat Covers, you are in a better position than ever before to completely cover the market.

The regular San-Toy Covers are now available in two attractive patterns (See Bulletin No. 22) and, in addition, we are ready to supply covers in either pattern which completely cover the entire cushion and the back of the front seat, at a slight extra cost. Part numbers and resale schedules on the complete line are as follows:

Part Numbers

<u>Pattern No. 1</u>	<u>Pattern No. 2</u>	<u>Description Seat Covers</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118798	HA-119528	Brougham Front (Pair)	\$4.90	\$3.19
HA-118799	HA-119529	Brougham & Sedan Rear	4.90	3.19
HA-118800	HA-119530	Sedan Front	4.90	3.19
HA-118801	HA-119531	Coupe	4.90	3.19
HA-118802	HA-119532	Convertible	4.90	3.19
HA-119844	HA-119845	Brougham Front (Pair) (With cushion and back of front seat covered)	5.40	3.51
HA-119846	HA-119847	Sedan Front (With cushion and back of front seat covered)	5.40	3.51

Custom Seat Covers are also available in a variety of patterns and prices, and can be supplied to cover seats and backs as well as door and quarter panels. Samples and prices will be furnished on request.

Take advantage of this seasonal opportunity and sell Seat Covers NOW.

H. J. Hudson
Assistant
General Service Manager

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 21)

**GENERAL ACCESSORY POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 30Date 4/17/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

HUDSON
HIGH GLOSS
WAX

We are now prepared to furnish Cowl Ventilator Screens for the 1936 models. Spring is well on the way and the demand for this Accessory will be greatest during the next three or four months, as the bug and bee nuisance will be most prevalent.

A new design has been perfected, to facilitate installation. Instead of having to drill several holes in the cowl ventilator cover as in 1935, the new screen is simply snapped into place. Because of the ease of installation, you should be able to install one on practically every car of the 1936 series.

You should place your order with your Distributor at once for a reasonable stock of this Accessory, so that you will be prepared to obtain the profits from the business which is sure to develop.

Prices and resale schedules follow:

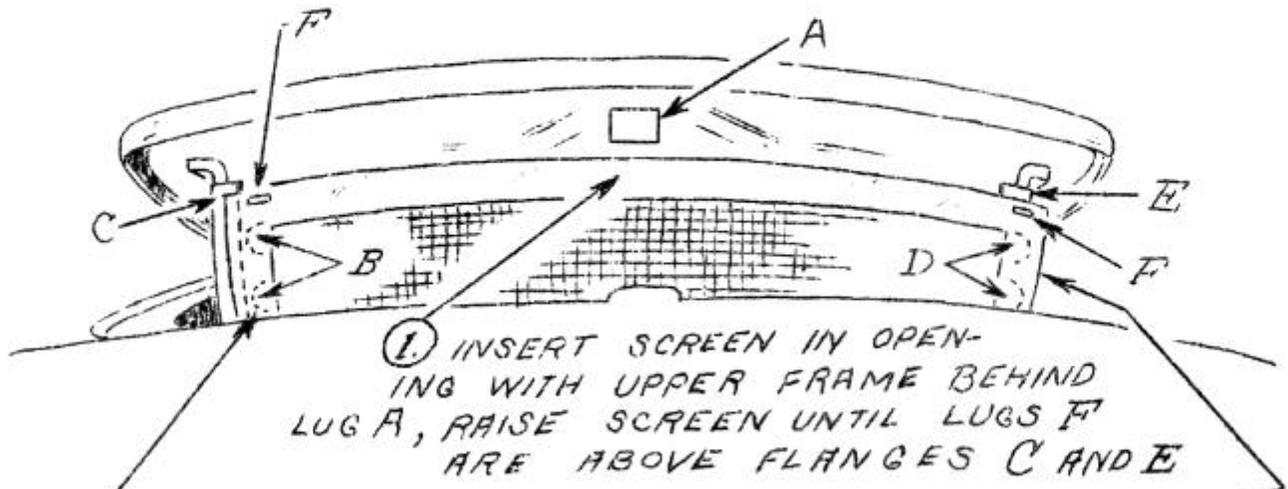
<u>Part No.</u>	<u>Description</u>	<u>List Price Each</u>	<u>Dealer Net Each</u>
HA-119865	Cowl Ventilator Screen - For 1936 Models Only (Packed 6 to a carton)	\$1.00	\$.65

H. J. Hudson

Assistant
General Service Manager.

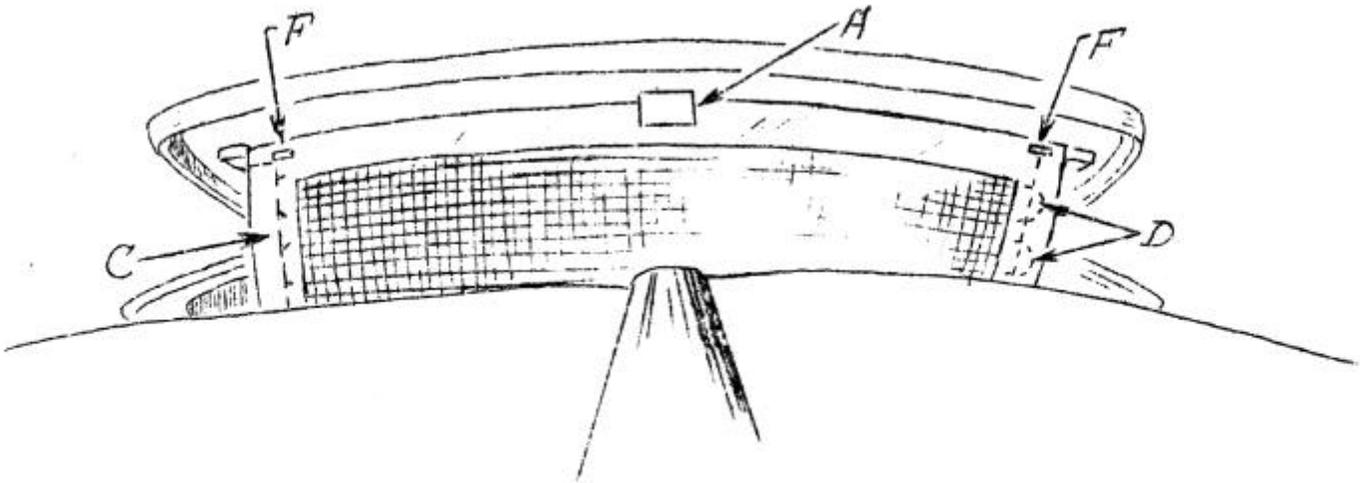
(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 22)

INSTRUCTIONS FOR INSTALLING COWL VENT SCREEN



②. PUSH SCREEN TO RIGHT ← TO ENGAGE LUGS B ON BACK OF SCREEN IN BACK OF FLANGE C

③. PUSH SCREEN TO RIGHT ← SPRINGING LUGS D BACK OF FLANGE E



**GENERAL ACCESSORY POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 31Date 5/6/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

HUDSON
HIGH GLOSS
WAX

Through certain changes recently made, we are now able to offer an eight-ounce can of High Gloss Wax without any change in the resale schedule which formerly applied to the four ounce can. We feel sure that this change will be of material assistance to you in increasing your retail volume on this item.

Hudson High Gloss Wax is now available in one-pound cans for Distributors' and Dealers' own shop use. Very favorable net prices have been established on this size can, as outlined below.

We have had so many requests for a Paste Cleaner, or Rubbing Compound, that this is now being added to the line in one-gallon cans for your own shop use in cleaning up used cars and for touch-up or re-paint jobs. You will find this product an economical, time-saving compound.

Prices and resale schedules are given below.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-111939	Hudson High Gloss Wax	\$.60	
	- 8-oz. can		\$4.70
	- Case of 12 cans		
HA-119849	Hudson High Gloss Wax		
	- 1-lb. can	1.00	.65
	- Case of 12 cans		7.80
HA-119902	Paste Cleaner or Hand Rubbing Compound - 1-gal. can		1..85

H. J. Hudson

Assistant
General Service Manager

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE
DEALERS AS BULLETIN NO. 23)

**GENERAL ACCESSORY POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 32Date 5/6/36Effective **October 1st**

SUBJECT

TO ALL MASTER DEALERS:

GAS
TANK
LOCKING
CAP

To meet the demand for a lower priced Gasoline Tank Locking Cap, we are now prepared to supply one which will retail at \$1.60. This cap is a one-piece die casting, chromium plated, and equipped with cylinder lock.

This Accessory is made distinctively Hudson by incorporating a blue band in the top of the cap and, in addition, the keyhole cover of stainless steel is stamped with the Hudson monogram. An attractive package, bearing the standard "Hudson Approved Accessory", adds to the saleability of this item.

This Accessory will have a very definite place in the Spring Service Campaign. Order your stock at once.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-150638	Gas Tank Locking Cap	\$1.50	\$.98

H. J. Hudson
Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE
DEALERS AS BULLETIN NO. 24)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 33

Date 5/14/36

SUBJECT

TO ALL MASTER DEALERS:

**RADIATOR
INSECT
SCREENS**

New Radiator Grille Insect or "Bug" Screens for the 1935 and 1936 Hudson and Terraplane cars are now available, and shipment will be made immediately at your request.

The numerous inquiries and demands which we have been receiving concerning a screen of this type have prompted us to add this item to our Accessory list.

This screen, which is form fitting, covers the radiator grille, preventing bugs and insects from being drawn through into the radiator core and thus assuring maximum cooling capacity to the radiator at all times.

The screen is rust-proof and of a flexible material. The use of spring hook fasteners permits quick installation and likewise quick removal for cleaning purposes.

The appearance of this screen is far superior to the "universal" screens now on the market and it will, undoubtedly, be a major volume item in the Accessory field during the next three months.

Part numbers and resale schedules follow:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-119908	Radiator Insect Screen (1936 Terraplane)	\$1.00	\$.65
HA-119909	Radiator Insect Screen (1936 Hudson)	1.00	.65
HA-115890	Radiator Insect Screen (1935 Terraplanes and Hudsons)	1.00	.65

(All models packed in cartons of 6 screens)

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE
DEALERS AS BULLETIN NO.25)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 34

Date 5/18/36

SUBJECT

TO ALL MASTER DEALERS:

**SELL
HEATERS
NOW**

Sometimes it does us good to stop and look back. I was just reading an Accessory Bulletin dated May 21, 1935, and one paragraph set me to delving into the records. The paragraph reads:

"Start ordering heaters immediately. Display them now. Begin approaching your present owners at once. And believe it or not, if you start right now you can sell a heater with every new car **NO MATTER THE TIME OF YEAR OR TEMPERATURE OF THE SEASON.**"

One year ago, thirty Distributors ordered a total of 303 heaters from the Factory between January 1st and May 15th. From January 1st to May 15th this year, sixty-nine Distributors ordered 4,892 heaters, and orders are still coming in daily. This indicates that more Distributors and Dealers are installing more heaters in new cars than one year ago and proves that heaters can be sold "**NO MATTER THE TIME OF YEAR OR TEMPERATURE OF THE SEASON.**"

But these figures bring out another thought. Since January 1st, 47,316 new Terraplanes and Hudsons have been shipped from the Factory. Deducting the 4,892 heaters shipped in the same period shows there are 42,424 cars in which heaters have not been installed. This indicates that while some Dealers are still talking and selling heaters, others have "let up" on heater activities.

It is reasonable to believe that every new car sold will be driven through at least one winter season. Why not, then, install a heater at the time of car sale, include it in the financing and have the whole transaction completed at once.

Let's not "rest on our oars" and wait for new models. Keep on selling and installing heaters right **NOW** and all through the summer. **MAKE HEATERS AN ALL-SEASON ACCESSORY.**

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 26)

HUDSON

SIDE OUTLET ★

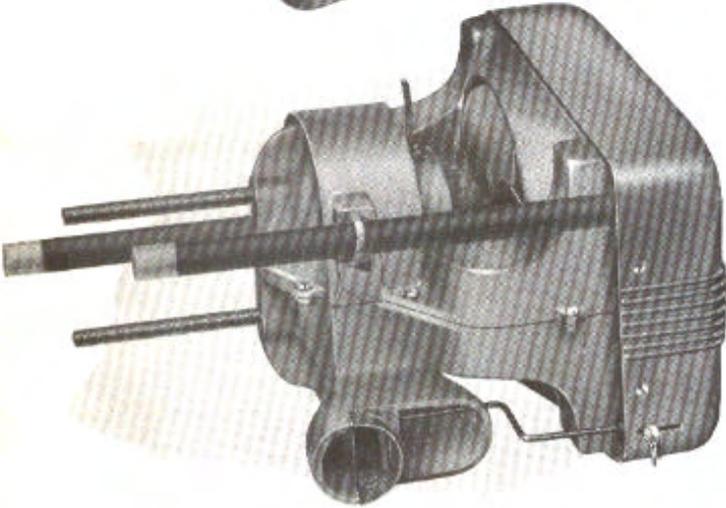
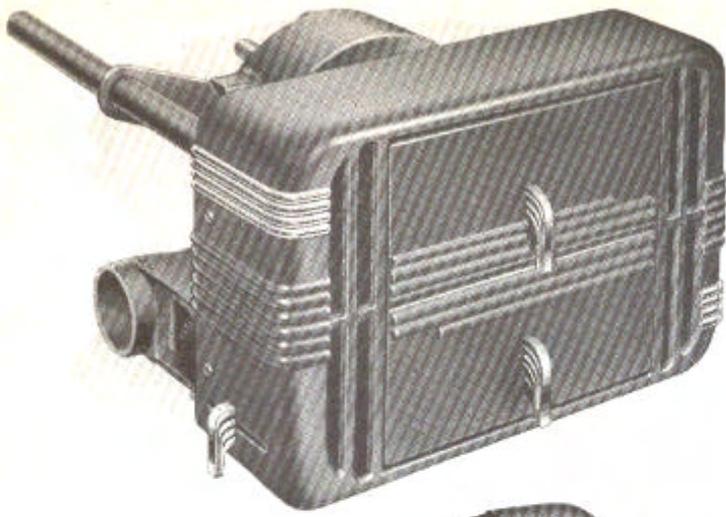
Defroster Heaters



The
CUSTOM
Model

An Innovation

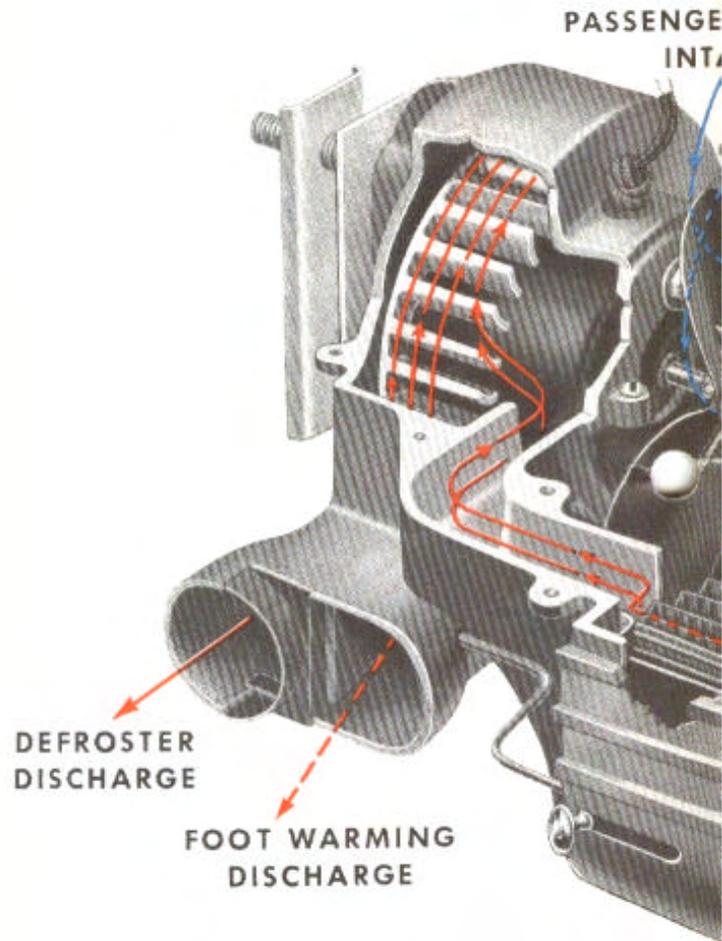
The new Custom Model Hudson Defroster Heater is truly a remarkable development in motor car heating. This is the first time a hot water heater has been built which included mechanism for delivering preheated air to the windshield in sufficient volume to rapidly eliminate condensation and sleet. This heater has an extra large heating core to supply an adequate volume of warm air to the passengers and has a separate core area on each side which supplies the heated air for windshield defrosting. The air for defrosting is drawn from the end cores through specially constructed ducts by the defroster blower type fan and is then forced through tubes to the outlets under windshield glass. There is an added feature which is a decided advancement in heater design—the side opening port for furnishing a flow of warm air to the driver's feet. By pushing in the defroster knob on the heater a steady stream of warm air is directed to the foot pedal area, assuring the driver of new and more complete winter comfort.



THE DELUXE MODEL

In performance and efficiency the DeLuxe Model Hudson Defroster Heater is identical to the Custom Model. It is slightly smaller in size and warm air volume but it delivers an adequate supply of heat for the majority of cars. The design of this heater is a little more conservative than the larger model but with the same deep core it has an exceptionally quick heat-up period and delivers a steady stream of uniform heat. It likewise has all the built-in defroster features of the Custom Heater.

Oil-less motor
Modern streamlined
centrifugal blower
defroster intake
side outlet discharge
side control knob



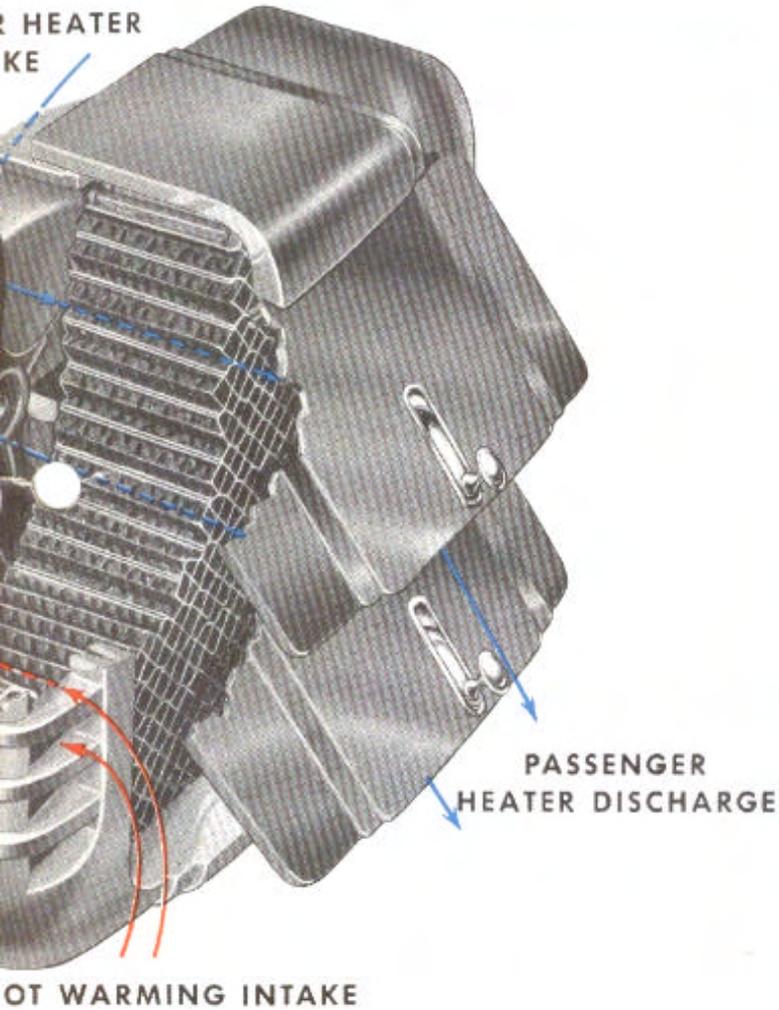
DEFROSTER AND F

CUSTOM MODEL CUT-AWAY VIEW

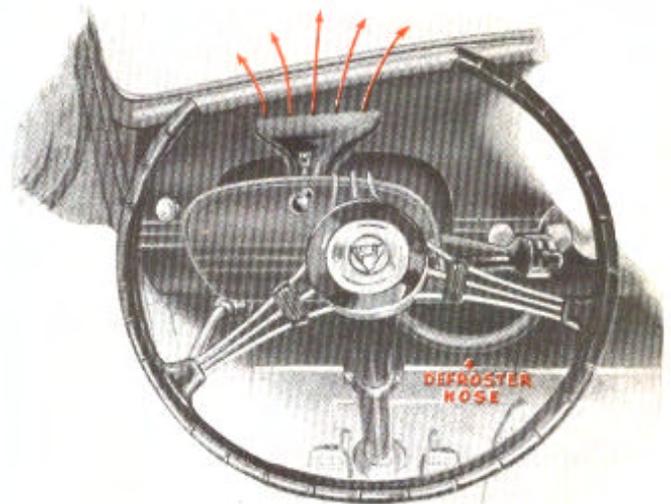
The cut-away view above shows clearly the new and unusual Hudson side outlet defroster heater. The front casing, etc., is the course of the air as it goes through the heater. The red arrow defroster air being drawn in through one of the side grills at the blower fan in the separate housing, at the rear, from where through the side outlet to the driver's feet or to the defroster. The shows the path of the air which is drawn in from around the through the core and out through the two deflectors to the ca

FEATURES OF THE CUSTOM MODEL

Extra large heater core—Double independent deflectors—
one design—Propeller fan to supply heater air volume—Separate
fan to supply defroster and foot warming air—separate
grill on each end with individual core area for each—double
inlet for conducting warm air to defroster or brake area or both—
valves for regulating side outlet discharge.



Construction of the
unit cut away to show
interior. Blue line
represents the
special duct to
defroster. Red line
shows where it is blown out
by the blue arrow line
propeller type fan,
supplying air to
passengers.



DEFROSTER ATTACHMENT

For 1956 model cars the defroster hose will be carried
under the dash—through the bottom of left-hand
locker box opening and the jet will be fastened inside
the locker box door so that by merely opening the door
part way the defroster jet can be raised to the proper
position to clear the windshield.

* * *

*Complete information on Defroster Attach-
ments for 1957 Models will be furnished later*

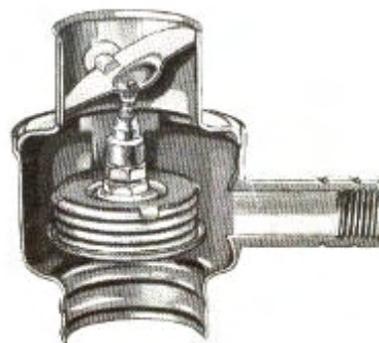


THE STANDARD MODEL

This is a horizontal type heater in which the keynote of design is simplicity. Two deflectors supported on a horizontal post hinged on the right allow any desired adjustment for heat deflection. The casing on this model is heavy die stamped steel finished in blue to give a pleasing contrast to any car interior. The Standard Model is not equipped with defroster mechanism.

THERMOSTATS

The automatic hermetically sealed bellows type thermostats are designed to give positive accurate control of the water temperature at all times. They deliver a full flow of water to the heater at just the right temperature to allow the heater to operate with 100% efficiency. Sturdy construction of solid brass assures long life and continued satisfaction from these perfectly operating hot water heater thermostats.



(Cutaway View)

**GENERAL ACCESSORY POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 35Date 5/22/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

PRICE
CHANGE
SCHOCK
ABSORBER
FLUID

Because of the splendid volume on Shock Absorber Fluid since its introduction a year ago, we are now able to give you the benefit of savings in cost due to larger production.

Effective June 1st, the following resale schedule on Shock Absorber. will apply:

<u>Part No.</u>	<u>Quantity</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-151964	Single Quart Case of 12 Quarts	\$.60 4.32	\$.36
HA-151965	Single Gallon Case of 6 Gallons	1.50	.90 5.40
HA-151966	5-Gallon Can		3.60

We suggest you revise your shock absorber service prices to conform.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 27)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 36

Date 6/2/36

SUBJECT

TO ALL MASTER DEALERS:

HUDSON
LORRAINE
DRIVING
LIGHT

We feel that our Distributors and Dealers will welcome the timely addition to the Accessory line of a special Hudson Lorraine Driving Light and a Hudson Lorraine Fog Light. These two new items will fulfill an increased demand for auxiliary lights and deserve your consideration.

The Hudson Lorraine Driving Light embodies the latest features, making use of the pro-focused bulb, which eliminates frequent focusing adjustment and develops a good light beam of high candle power. The outer shell is streamlined and of such size to harmonize and balance with the head lamps. A special outside bracket exclusive to us makes an ideal installation, placing the control handle at a convenient position with relation to the instrument panel and steering wheel.

This light is available in all chrome or may be purchased in prime and finished in any standard car color. The lacquering of a primed lamp has been simplified by protecting the chrome rim and nameplate with masking grease, easily applied and supplied with every primed light. Install Hudson Lorraine Lights on demonstrators and sales room samples in colors to match the paint of the car and you will have no difficulty in including this light with the new car sale.

HUDSON
LORRAINE
FOG
LIGHT

The Hudson Lorraine Fog Light easily installs on the bumper brackets and is extremely efficient in fog, snow, or on wet pavement. This light is equipped with a three-contact, two-position switch which, when wired with the tail light circuit, operates the rear lights with the Fog Lights and the regular head lamps are not used, therefore gaining in efficiency. Sell one Fog Light and your customers will purchase them in pairs to harmonize.

The Hudson Lorraine Light lists at \$15.50 and a suggested installation is \$1.50. The Hudson Lorraine Fog Lights list at \$7.50 with a suggested installation of \$.50. A special light accessory group consisting of one Driving Light and two Fog Lights list complete installed \$33.00, and it is suggested that this group when so purchased be sold and installed at \$30.00.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-119898	Driving Light - Chrome	\$15.50	\$10.09
HA-119899	Driving Light - Prime or Lacquer (Specify Color)	15.50	10.09
HA-119901	Fog Lamp Complete	7.50	4.88

While this lighting equipment has a general appeal to the driving public, your best prospects are doctors, salesmen, police officers and others whose work requires night driving or use of their car regardless of weather conditions.

H. J. Hudson
Assistant
General Service Manager.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 28)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 37

Date 6/2/36

SUBJECT

TO ALL MASTER DEALERS:

HEATER
PROGRAM
1936-37
SEASON

The Heater Program for the 1936-37 season is now ready for you. You will soon have an opportunity to inspect the New Model Heaters, and we are sure you will be pleased with their appearance. But appearance is not the most important feature in a Hot Water Heater. The real factor is performance.

DEVELOP-
MENTS

Outstanding progress has occurred in Heater design and manufacture during the past season, and the developments incorporated in the Hudson Heaters are most outstanding, in fact, the only real developments made in the Hot Water Heater industry since its inception in 1927. The line of Heaters merchandised by us during the 1935-36 season were most satisfactory from every angle -- heat output and distribution, appearance and freedom from complaints.

STANDARD
HEATER

We, therefore, have no hesitancy in retaining the Standard Heater of last season as the Standard Heater in the now line. Minor changes have been made in the Standard Heater to increase efficiency even above last year's model. The motor has been improved for quieter operation, at the same time increasing heat output about log. Although the face of this model is substantially unchanged, the case has been redesigned to remove all possible restriction of air intake, further increasing the efficiency of the Heater. The door handles have been changed to a more convenient location and the rich blue finish (Pilot Blue) should prove a helpful sales factor.

CUSTOM
AND
DELUXE
HEATERS

Both the Custom and DeLuxe models incorporate the side outlet principle, which is the major improvement in Hot Water Heaters for the coming season. Besides throwing heat forward in the conventional manner, the DeLuxe and Custom Heaters both feature a new controlled side heat outlet which is divided into two parts, one of which provides heat for use with a Defroster Attachment. This outlet provides enough heat to keep the driver's feet warm at all times and with the Defroster Attachment cleans condensation and sleet from the windshield under the most severe conditions. This gives the car operator a feature that makes for complete comfort and is an added safety feature ho has needed since the first automobile was sold.

AIR DIS-
CHARGED
AT SIDE

The air is discharged from the side of the Heater for use on the driver's feet or at the windshield at very high velocity and heated to well over 100 degrees with normal water temperatures, thus eliminating the drawback of uncomfortable cold draughts and instead creating a pleasant, warm current of air.

POWER
PLANT

The power plant of this new Heater is the double shaft motor used last year in our Twin DeLuxe Heater, but of still further improved design. On one end of the motor is a four-bladed propeller type fan which discharges air through the core by exactly the same method that has always been used in Hot Water Heaters.

(OVER)

PRESSURE
BLOWER
WHEEL

At the back end of the motor is a special pressure type blower wheel approximately 4-1/2" in diameter, made of aluminum, the blades of which extend toward the front of the Heater over the body of the motor. There is a space at each end of the core 1" wide and extending over its entire height, which is the heating surface provided for the side outlet and Defroster air supply. The air is drawn through these 1" openings into the pressure fan housing, which is entirely sealed, and is discharged through the double outlet provided on the pressure blower housing either to the driver's feet or the Defroster connections.

FAN
HOUSING

This pressure fan housing includes the two inlets from each end of the core. The discharge outlets and the hurricane for the propeller type of fan are made in one die casting which has an upper and lower half.

CONTROL
VALVE

The air sucked through the channels at each end of the core comes into the center of the pressure fan and is then discharged under control of a valve, which allows the operator to place this heated air either at the driver's feet or at the windshield, or, if it is so desired, the valve can be set in the center of the discharge outlet and the air stream spread so that half will go to the driver's feet and the other half to the windshield.

COLORS

The Custom Heater is finished in Harvest Gold with chromium trim, while the DeLuxe is Neptune Gray with chromium overlays. The Standard Heater will be finished in Pilot Blue.

DEFROSTER
ATTACH-
MENTS

With this line of Heaters you will offer more value for the price than ever before, and with the Custom and DeLuxe models you can also provide a Defroster Attachment, more efficient than any of the standard Defrosters now on the market. The Defroster Attachment, which can be used with either the DeLuxe or Custom Heaters, Consists of a hose and nozzle to carry the hot air from the Defroster outlet to the windshield. These Attachments are available for both the 1936 and 1937 car models and will work equally as well with either the DeLuxe or Custom Heaters. The Standard Heater does not have the Defroster Arrangement.

1937
HEATER
DEFROSTER
ON 1936
CARS

When making the 1937 Heater-Defroster installations on 1936 cars, the Defroster nozzle is concealed behind the left-hand locker box door and is immediately available for use by opening the door slightly, which door will be provided with a knob. In the 1937 model cars, slotted openings at the base of the windshield will permit easy installation of the unit.

DEFROSTER
CONSTRUC-
TION

The construction of the Defroster Attachment is such as to prevent leakage of heat and air pressure between the Heater unit and the windshield and assures an abundance of hot air flowing over the windshield surface at all times when the Defroster outlet is open. Tests have already proven those units far superior and most effective in removing condensation, sleet and frost from the windshield under most severe conditions.

H. J. Hudson
Assistant
General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS AS
BULLETIN NO. 29)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 38Date 6/22/36

SUBJECT

TO ALL MASTER DEALERS:

HEATER
PACKAGES

HEATER PROGRAM 1936-37 SEASON

Each Heater is packaged separately, with all necessary parts for installation, including fabric hose, shut-off nipples and installation instruction sheets.

KNOCKOUT
PLUGS

Again in 1937, as during the past season, knockout plugs will be installed in the dash to minimize installation expense, and all three models will fit the punched holes. More important to you, however, is the fact that only HUDSON Heaters will fit the dash holes, which gives you practically complete control of the Heater market as related to 1937 Hudson and Terraplane cars.

HEATER
STANDS

Every Dealer who purchases one of each model Heater for display purposes will receive, without charge, a very fine display stand. This will be an attractive display of substantial construction, with space provided for all three Heaters. We will also furnish mailing pieces for your use in notifying your owners of the new line of Heaters.

MAILING
PIECES

The satisfactory resale schedules of last season will remain in effect during the coming season, with the same quantity discounts.

RESALE
SCHEDULES

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-152621	Standard Heater Complete	\$12.95	
	Lots of 1 to 11		\$ 7.77
	12 to 47		7.38
HA-152622	DeLuxe Heater Complete	15.95	9.57
	Lots of 1 to 11		9.10
	12 to 47		
HA-152623	Custom Heater Complete	19.95	
	Lots of 1 to 11		11.97
	12 to 47		11.37
HA-48841	Hose Line Thermostat	2.00	1.30
HA-152624	Windshield Defroster Complete (For 1937 Cars)		(Prices later)
HA-152625	Windshield Defroster Complete (For cars previous to 1937)		(Prices later)

(OVER)

MIXED
SHIPMENTS

Mixed lots of Standard, DeLuxe and Custom Heaters may be ordered to secure quantity prices, which apply only on lots shipped at any one time.

OUTLOOK
SPLENDID

We know you will agree, after inspecting the sample Heaters and reviewing the program as outlined, that next season's outlook is extremely bright.

GREATER
VOLUME
CAN
EASILY BE
EXPECTED

We are setting up here at the Factory for a greatly increased volume of Heater business this coming season. Because of the extra amount of tooling necessary to produce the new Heaters, shipment cannot be made until about July 15th. However it is not too soon to start your program, and right now, as you can sell Heaters with new cars for fall installation.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN WITH DELETED DEALER SCHEDULES IS BEING MAILED
TO ASSOCIATE DEALERS AS BULLETIN NO. 30)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. INDEXDate 7/8/36

SUBJECT

TO ALL MASTER DEALERS:

NO.	DATE	SUBJECT
1	10/ 1/35	Accessory Merchandising Recommendations And Policies
2	-	Heater Flash
3	10/ 3/35	1936 Accessory Program
4	10/ 3/35	Procedure In The Merchandising Of Accessories
5	10/ 7/35	Installation Of Standard & DeLuxe Heaters On 1936 Cars
6	10/14/35	Announcing 1936 Radio Program
7	10/18/35	Heater Thermostats
8	10/24/35	Hudson Hydraulic Brake Fluid
9	10/30/35	Radiator Grille Covers - Defrosters - Windshield Warmers Electric Fans
10	10/30/35	Trunk Kits For 1936 Cars
11	11/ 1/35	The Heater Season Is Here
12	11/ 6/35	1936 Radio Display Stands
13	11/ 6/35	1936 Accessory Catalogs
14	11/ 7/35	Wheel Mouldings - Terraplane Emblems For Rear Compartment Door And Trunk
15	11/14/35	Ash Trays For Front Compartment
16	12/12/35	Heaters Are An All-Year Accessory Item
17	12/12/35	Radio Sales
18	12/13/35	Windshield Warmer
19	12/20/35	Accessory Display Board
20	12/27/35	Match Radiator Grille Covers To Cars
21	1/16/36	New Part Numbers For Canned Material
22	1/22/36	Seat Covers
23	2/ 4/36	Hudson Hydraulic Brake Fluid
24	2/ 6/36	License Plate Frames
25	2/10/36	Arm Rests
26	2/17/36	Change In Design Of Water Temperature Gauge
27	3/20/36	Hudson Upholstery Cleaner
28	4/ 8/36	Safety Swinging Stop Light
29	4/ 8/36	Seat Covers
30	4/17/36	Cowl Ventilator Screens
31	5/ 6/36	Hudson High Gloss Wax
32	6/ 6/36	Gas Tank Locking Cap
33	5/14/36	Radiator Insect Screens
34	5/18/36	Sell Heaters Now
35	5/28/36	Price Change Shock Absorber Fluid
36	6/ 2/36	Hudson Lorraine Driving Light - Hudson Lorraine Fog Light
37	6/15/36	Heater Program 1936-37 Season
38	6/22/36	Heater Program 1936-37 Season
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H. J. Hudson
Assistant
General Service Manager

THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS

**GENERAL ACCESSORY POLICIES
AND INFORMATION**
1936 BULLETIN SERIES

No. 40Date 7/31/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

RADIATOR
CLEANER
AND
INHIBITOR

Effective August 1st, a revised program will be adopted on Hudson Radiator Cleaner and Inhibitor. The package has been changed to provide more sales appeal and to conform to our standard design on packaged items.

NEW
IMPROVED
PACKAGES

The same quantities of Cleaner and Rust Inhibitor will be supplied as formerly. The required amount of Inhibitor will be packed in a box and placed in the same tube containing the Radiator Cleaner, instead of each item being packaged separately. This makes an ideal package to use in cars which have been in service six months or longer.

The Inhibitor is also packed separately, for application to now cars not requiring the Cleaner.

In revising our packing, we have been able to effect economies which enable us to reduce the resale schedule as outlined below.

NEW
RESALE
SCHEDULE

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-111684	Radiator Cleaner & Inhibitor		
	- Combination Package - Retail	\$.50	
	- Carton of 12		\$3.90
HA-111682	Rust & Corrosion Inhibitor - Retail	.25	
	- Carton of 12		1.95

USE IN
NEW CARS

With the new attractive design and the lowered list prices, we can expect a greatly increased volume of business. Every cooling system should be thoroughly cleaned with Hudson Radiator Cleaner every six months and the Inhibitor added to prevent further formation of rust and corrosion deposits.

Every new automobile delivered by you should be treated with Corrosion Inhibitor as a safeguard to the cooling system.

H. J. Hudson

Assistant
General Service Manager.

(THIS BULLETIN WITH DELETED DISTRIBUTOR & DEALER SCHEDULES IS
BEING MAILED TO ASSOCIATE DEALERS AS BULLETIN NO. 32)

**GENERAL ACCESSORY POLICIES
AND INFORMATION
1936 BULLETIN SERIES**

No. 41Date 8/4/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

GET
RADIO
SALES
DURING
AUGUST
AND
SEPTEMBER

August and September may be swell months for vacations but they are better ones for business. The particular business we are talking about in this bulletin is Radio sales.

We heard a successful Retail Sales Representative talk about closing deals and he made the statement that the profitable extras, profitable to Dealer and Salesman, were sold at the time of car sale because the Salesman had the judgment to ask the closing Owner. to buy them.

DON'T BE
AFRAID OF
FEAR

The trouble with most of us is we have that thing called "fear" and we get afraid we will lose the car deal if we say something about a thing the Owner wants and really would buy if he were urged enough.

RE-FINANCE
PRESENT
CARS

Let's involve a Radio in every deal we make. Further, let's get the names of Owners who purchased new 1936 cars during the last few months without Radio and give them a whirl. Finance papers can be re-written to include the Radio payments.

SHOP MEN
IN THE
PARTY

Set up the boys in the shop to nail and sell every 1936 Owner not now having a Radio. Give these boys the same incentive as the Retail Sales Representative. They will go to town for you.

ASK
OWNERS
TO BUY

It is not any job to sell the Hudson Radio. It is the best that's built and your Owners want it. ASK THEM TO BUY.

T. H. Stambaugh

General Service Manager.

AUGUST AND SEPTEMBER ARE RADIO MERCHANDISING MONTHS.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 33)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 43

Date 8/4/36

SUBJECT

TO ALL MASTER DEALERS:

Subject: LET'S PUT A KICK BEHIND RADIO MERCHANDISING

CREDIT
WHERE
CREDIT
DUE

How would you like to have a little "soft soap" for a change from this division of the department? To don't use it much but we should give credit where it belongs. It is our opinion, from our knowledge of the other car manufacturers' operations, that our gang in the Field knows as much, if not more, about specialized merchandising than most of the other fellows, and the results we are getting proves that statement.

YOUR
COMPETI-
TORS

It is not from them that you have to look for competition, however -- your boy friends the jobbers are the ones that nick you if you let them. Don't let them.

RADIO
WITH
EVERY
CAR

Let's give everybody a run for their money on Radios from hence on -- mostly including the Owners. Why don't we set a mark for a Radio with every 1936 car for the remainder of this selling season? That's not a tough job. Timid people never get anywhere in this business world. Let's not have any frogs in our throats about telling them they should have a Radio.

WHAT ARE YOU DOING ABOUT IT -- GANG?

T. H. Stambaugh

General Service Manager.

AUGUST AND SEPTEMBER ARE RADIO MERCHANDISING MONTHS

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS
AS BULLETIN NO. 35)

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 47

Date 8/25/36

SUBJECT

TO ALL MASTER DEALERS:

1936
WINDSHIELD
DEFROSTER
ATTACHMENTS

Designs have been completed and, within the next few days, we will be in a position to ship Windshield Defroster Attachments for installation on 1936 cars.

All of the 1937 Deluxe and Custom Heaters incorporate the Defroster outlet, and it is reasonable to believe that you should be able to sell a Defrosting Attachment with every Deluxe or Custom Heater which you sell for 1936 as well as 1937 cars.

The following resale schedule will be in effect:

Part No.	Description	List Price	Dealer Net
HA-152625	Windshield Defroster Attachment Kit (1936 Cars)	\$2.75	\$1.76

Prices and resale schedules for the 1937 Windshield Defroster Attachment will be released coincident with the 1937 car production.

H. J. Hudson

Assistant
General Service Manager

(THIS BULLETIN WITH DELETED DEALER SCHEDULES IS BEING MAILED TO
ASSOCIATE DEALERS AS BULLETIN NO. 39)

AUGUST AND SEPTEMBER ARE RADIO MERCHANDISING MONTHS.

GENERAL ACCESSORY POLICIES AND INFORMATION

1936 BULLETIN SERIES

Effective October 1st

No. 48

Date 9/1/36

SUBJECT

TO ALL MASTER DEALERS:

FIRE AWAY
THE
DOLDRUMS

Now let's not let ourselves get into the doldrums in this matter of pushing Accessories for 1936 cars just because we are nearing the end of the 1936 selling season. Some new cars will be on hand, probably into October, and some will still be on hand, perhaps in November.

MAY HELP
CAR DEALS

It is entirely possible that in trying to close deals on the 1936 cars, the addition of an Accessory placed on the car at Dealer cost, may be the thing that will clinch the deal. We do not recommend this as a general practice, but it is something to keep in the back of your mind when the chap seems a little bit dubious.

DID NOT
GET
SIT-DOW-
NTIS

It is quite evident since the issue of Accessory Bulletin No. 46 that our Dealers did not have and did not intend to have that insidious malady called "Sit-down-itis." The manner in which the entire organization has carried through on the general sales program for 1936 can convince anybody that maladies of any kind do not affect this organization.

SOMETIMES
OVER-
LOOKED,
HOWEVER

In trying to move cars in the latter part of the sales year, we do sometimes, however, permit ourselves to let down a little or, rather, overlook bets which are just as good at this time of the year as they were earlier in the season. This is a thing to be avoided more than the worry about the malady. Just remember that every Owner wants a Radio, no matter what time of the year he buys his car. There are several other items of equal importance.

HEATER
SALES

We are getting into the period when people are going to be thinking about winter, but they don't have to wait to think about it for the sale of a Heater to take place. Every one of these 1936 cars going out at the present time should have a Heater installation. It can be sold with the car now just as easy, and perhaps more easily than at a later date when you want to pick the Owner up as just a Heater prospect.

T. H. Stambaugh

General Service Manager.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO ASSOCIATE DEALERS AS
BULLETIN NO. 40)

SEPTEMBER IS A GRAND RADIO MERCHANDISING MONTH

**GENERAL ACCESSORY POLICIES
AND INFORMATION
1936 BULLETIN SERIES**

No. 50
Date 9/23/36

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS:

WINTER
ACCESSORIES

The fall selling season on winter Accessories is fast approaching. Heaters, Defrosters, Radiator Grille Covers and Fans will be in demand, and you should be prepared with an adequate stock to make immediate delivery to owners.

Such items as are special to 1937 cars will be announced coincident with the 1937 car models, but you will need to prepare now to care for 1936 and previous year owners.

HEATERS AND
DEFROSTERS

Heater and Heater Defrosting Unit prices have already been announced and orders are being filled as rapidly as possible.

RADIATOR
GRILLE
COVERS

Radiator Grille Covers should be on display now and we suggest you place an order immediately for your initial requirements.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-115881	Radiator Grille Cover (1935 Cars)	\$1.50	\$.98
HA-118720	Radiator Grille Cover (1936 Terraplane)	1.50	.98
HA-118721	Radiator Grille Cover (1936 Hudson)	1.50	.98
	Lots of 12 Each		.90

Mixed lots totaling 48 or more ordered for shipment at one time will be invoiced at quantity price.

ELECTRIC
FANS

Electric Fans for defrosting and ventilating use are growing in popularity. Two models are available. Part No. 118734 covers the conventional typo steel blade with guard. Part No. 122738 is a new achievement in Fan construction. No guard is necessary as rubber blades are used. The Fan is completely streamlined and presents a beautiful appearance. Highly efficient as a Windshield Defroster. Get your order in now for Fans to be installed on cars which have 1934, 1935 or 1936 Heaters already in them. Your buyers of 1937 Standard Heaters will also want them.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-118734	Electric Fan (Metal Blades)	\$4.25	\$2.76
HA-122738	Electric Fan (Rubber Blades)	5.95	3.87

(OVER)

WINDSHIELD
WARMERS

During last season we merchandised a Windshield Warmer operated by the Heater for defrosting purposes. Out of this device was developed the idea of our 1937 Defroster Heater. From a price standpoint some Owners will prefer this unit instead of a Fan, and you should be prepared to meet that demand. The Windshield Warmer can be installed with any Hot Water Heater except the 1937 DeLuxe and Custom models. Easily removed and stored in locker box when not in use.

Part No.	Description	List Price	Dealer Net
HA-118704	Windshield Warmer	\$1.50	\$.98

Let's get set now to take full advantage of the winter Accessory market.

H. J. Hudson

Manager
Parts - Accessory Merchandising.

SEPTEMBER IS A GRAND RADIO MERCHANDISING MONTH.

(THIS BULLETIN WITH DELETED DEALER PRICES IS BEING MAILED TO ASSOCIATE DEALERS AS BULLETIN NO. 42)