

SALES DEPARTMENT BULLETINS

1936 SERIES

HUDSON MOTOR CAR COMPANY
DETROIT, MICH

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HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 35-3081

Date 10/29/35

Subject and
Item Number

TO ALL DEALERS:

Attached find copy of the new 1936 Price and Equipment list.

Your distributor will send you additional quantity to take care of your entire organization, as every salesman should be equipped with one of these Price and Equipment lists.

On receipt of these new lists from your distributor, be sure to see that each salesman fills in the information regarding delivered price, down payment and monthly payments as well as the cost of license plates.

It is recommended that the cars in your salesroom be equipped with standard price tags showing the list price f.o.b. factory, standard accessory package and an item including taxes, transportation, handling, etc. This will give you the total local delivered price. Any additional accessories or equipment on the cars should be shown as an addition to this standard delivered price itemized so the customer will know what the equipment consists of.

As outlined to you in distributor meetings, we will send you the Comparison Data Envelope shortly after the New York Show at which time all competitive information will be available. At that time the Price and Equipment folder will fit into the Comparison Data Envelope making one handy unit for the salesman to use.

M. M. Roberts
Sales Promotion Manager

PRICE AND
EQUIPMENT
LISTS

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5083

Date 11/14/35

Subject and
Item Number

TO ALL DEALERS:

The purpose of this bulletin is to answer questions which have been asked relative to the proper manner of filling in the various items on the New Car Retail Delivery Reports.

Please send us retail delivery reports only on 1936 models, not on 1935 models.

Every item of information on the form should be completely filled in. A few reports have come in on which the type of sale, "Time or Cash," has not been indicated.- Date of retail sale has been omitted on some. A good many have failed to record the occupation, and some have omitted the information about the trade-in car. We have received a good many reports which, while filled in completely, were so vague, especially as to occupation and trade-in car, that the information could not be properly classified.

In filling in the name and address of the purchaser, please bear in mind that this is for the sole purpose of enabling us to address a letter to the purchaser establishing a friendly contact with the company. Therefore, the address should be typed or written very plainly. Be sure to fill in the street address.

Please be as specific as possible in describing the purchaser's occupation. Some reports have been received in which occupations have been given such as, "Assistant Manager," "President Blank Company," "Executive," "Supervisor," and the like. Such descriptions do not enable us to classify purchasers in the most useful manner. We would like to know what industry or profession the purchaser is connected with, and in what capacity. Excepting well-known firms doing a national business, the use of firm names should be avoided. In the case of salesmen, please indicate what they sell.

In reporting delivery of a car to a Hudson-Terraplane salesman when the car is licensed in his name, the Retail Delivery Report should be completed exactly as if he were any other owner, except that the occupation should be given as "Demonstrator." This will enable us to avoid sending owner letters to people connected with our own organization.

When a car has been used as a demonstrator on Dealer License Plates, and is later sold to a private individual, make out the Retail Delivery Report in the regular way, but be sure to write the word "Demonstrator" after the description of the purchaser's occupation. We will not send the owner letter to the buyer of a demonstrator, as the wording may be inappropriate.

NEW CAR RETAIL
DELIVERY
REPORTS

1936 MODELS
ONLY

FILL IN ALL
ITEMS ON FORM

RETAIL
PURCHASER

OCCUPATION

DEMONSTRATORS

(OVER)

Subject and
Item Number

CARS TRANS-
FERRED FROM
OTHER DEALER

When you complete a Retail Delivery Report for a car which you have purchased from another dealer, instead of through your distributor, please be sure to indicate from whom you purchased the car. This entry can be made just above the "Description of Car."

Retail Delivery Reports are not coming in at present at the rate at which sales are being made. For instance, we have received New Car Retail Delivery Reports covering only about two-thirds of the sales reported last week in the Stock and Sales Reports. Will you please be sure to forward the delivery reports promptly and not allow them to accumulate.

W. L. Courage,
Statistical Department

HUDSON MOTOR CAR COMPANY

SALES DEPARTMENT BULLETIN

1936 SERIES

Form 8403

No. 36-5084

Date 11/14/35

Subject and
Item Number

TO ALL DEALERS:

Subject: Terraplane Commercial Car
List Prices, Discounts and Policies
for New Series 1936 Cars.

The following models comprise the 1936 Terraplane commercial line:

- 1 - Sedan Panel Delivery
- 2 - Cab Pickup with Steel Express Box
- 3 - Chassis with Cab
- 4 - Chassis
- 5 - Utility Coach
- 6 - Station Wagon

	<u>Sedan Panel Delivery</u>	<u>Pickup</u>	<u>Chassis with Cab</u>	<u>Chassis</u>	<u>Utility Coach</u>	<u>Station Wagon</u>
List Price	685.00	560.00	530.00	445.00	580.00	750.00
Standard Package of Accessories	36.50	34.00	34.00	31.00	36.50	34.00
Federal Tax	14.29	12.36	11.90	10.57	12.70	15.25

Discount applying on Terraplane commercial cars is
24 per cent.

DISCOUNTS

When sales are made to recognized Fleet Owners, the provisions of
Appendix No. 3 will apply.

FLEET
OWNERS

(OVER)

Subject and
Item Number

- 2 -

STANDARD
PACKAGE OF
ACCESSORIES

On all Terraplane Commercial Cars
Standard Package of Accessories

On:
Cab Pickup
Chassis with Cab
Chassis
Station Wagon

On:
Sedan Panel Delivery
Utility Coach

Front Bumpers and Bumper Guards	Front Bumpers and Bumper Guards
Tire and Tube	Rear Bumpers and Bumper Guards
Tire Lock	Tire and Tube
Radiator Ornament (Commercial type)	Tire Lock
Double Windshield Wipers (except chassis)	Radiator Ornament (Commercial type)
	Double Windshield Wipers

NOTE: Rear fenders are not supplied with Chassis or Chassis with Cab.
Standard package on all commercial cars does not include Heavy
Duty Stabilizer.

DISCOUNT
ON STANDARD
ACCESSORY
PACKAGE

Dealer -- 25%

List prices of Terraplane commercial cars (except Station Wagon, which is supplied with seats for eight passengers) include the driver's seat only. Additional seats will be supplied at the following prices:

EXTRA SEATS	Cab Pickup or Chassis with Cab - 1 single passenger extra front seat	\$10.00 List
	Utility Coach and Sedan Panel - 1 single passenger extra front seat	\$15.00 List
	Utility Coach - 1 removable rear seat and seat back	\$25.00 List
WINDOW PROTECTORS	Utility Coach - 2 Masonite quarter inserts to cover glass	\$ 2.00 List
SAFETY GLASS OPTION j	Safety Glass, Option J, is available in ALL windows at an extra price of:	
	Cab	\$ 6.50 Net
	Utility Coach	\$11.00 Net
	Sedan Panel Delivery	\$ 6.50 Net
	Station Wagon	\$ 3.90 Net

HUDSON MOTOR CAR COMPANY SALES DEPARTMENT BULLETIN

1936 SERIES

Form 8403

3

No. 36-5084

Date 11/14/35

Subject and
Item Number

The Cab Pickup, Sedan Panel, Delivery and Station Wagon seats are upholstered with imitation leather. Utility Coach is supplied standard with Treebark upholstery with Mohair (Option W) available at \$10.00 List extra. This price is for mohair on the two front seats and rear seats.

All 1936 commercial cars will be supplied with heavy springs and 1935 type conventional front axle.

Utility Coach has oil cushioned shock absorbers, front and rear.

Sedan Panel Delivery, Cab Pickup, Cab with Chassis have two oil cushioned shock absorbers in front. When required for the rear, they are available through Service only.

All commercial models will be standard equipped with steel wheels and 16 x 6.00 tires, with spare tire mounted in fender well.

Double fender well equipment (Option A) available at \$30.00 list extra.

Metal tire covers are supplied at an extra list price of \$5.00 and are supplied only when specified on the order.

A net charge of \$3.50 will be made on each car delivered from the factory and is now applied to each car shipped, whether decked, staged, or on the floor of the freight car, or for delivery to driveaway (except owner drive-away) or truck haulaway. There will be no decking or staging charges.

The established handling charge to be added by Distributor or Dealer to cover unloading, pre-delivery inspection and preparation for delivery, is \$10.00 on Terraplane Commercial cars.

The advertising charge on Terraplane commercial cars will be \$15.00, of which \$10.00 will be placed in the delivered price.

Policies covering advertising, owner service policy, and parts discounts, will be the same as the established policy on other Terraplane models. Delivered price policy is also the same as on other Terraplane models.

All commercial cars will be finished in Hudson Blue, with Tepee Brown instrument panel and window mouldings (except Station Wagon, body of which is natural wood finish), with sheet metal and wheels black.

UPHOLSTERY

FRONT SPRINGS
AND FRONT AXLE

SCHOCK
ABSORBERS

WHEEL
EQUIPMENT

LOADING
OR DRIVEAWAY
CHARGE

ADVERTISING

POLICIES

COLORS

(OVER)

Subject and
Item Number

- 4 -

DELIVERY
DATES

Delivery dates of commercial cars are as follows:

Utility Coach	Week of December 2nd
Cab Pickup	Week of December 16th
Sedan Panel	Week of December 30th
Station Wagon	About middle of January

ESTIMATED
SHIPPING
WEIGHTS

ESTIMATED WEIGHTS (CERTIFIED WEIGHTS LATER)

Commercial Chassis	2,075 lbs.
Chassis with Cab	2,480 lbs.
Cab Pickup	2,780 lbs.
Utility Coach	2,660 lbs.
Sedan Panel Delivery	2,945 lbs.

STATION
WAGON SPEC-
IFICATIONS

Specifications on the Station Wagon are still incomplete, hence their omission from some of the above paragraphs.

Further information will be sent you from time to time.

F. B. Fowles
Assistant Sales Manager

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5085

Date 11/14/35

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

We are pleased to be able to advise you that under the Revenue Act, 1935, provision is made whereby credit for federal excise tax paid on automobiles which are sold by you FOR THE EXCLUSIVE USE of the United States, any state, Territory of the United States, or any political subdivision of the foregoing (such as county, city, town, etc.), or the District of Columbia, may be obtained by us in your behalf on satisfactory evidence being supplied to us that such sales were so made.

This new legislation is effective on all such sales made on and after October 1, 1935.

Regulations governing these transactions have now been issued and they provide that the distributor, or dealer, when making a sale, must first obtain from the official in charge of the government department (or political subdivision) an order for the article being purchased, together with an exemption certificate signed by said official, which certificate shall be in the form attached hereto. The order, exemption certificate and copy of the invoice covering sale must be kept on file by the vendor for inspection by the government for a period of four years. The dealer or distributor will then complete an "Affidavit of Ultimate Vendor" - in accordance with the form which we attach and which must be sent to us in order that we may obtain exemption from payment of the tax. (Our previous instructions required that the exemption certificate be sent to the factory. Please note that new regulations provide for the holding of the exemption certificate by the selling dealer to support his "Affidavit of Ultimate Vendor" which - is forwarded to us).

The dealer should send his "Affidavit of Ultimate Vendor" to his distributor, who will add factory invoice number and send it to us, addressed to the attention of Sales Accounting Department, who will, in turn, pass the credit for the tax previously charged to the account of the distributor. Distributor, in turn, will credit the account of the dealer who is the "Ultimate Vendor".

F. R. Fowles
Assistant Sales Manager.

SALES TO
GOVERNMENT
DEPARTMENTS

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5086

Date 12/10/35

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

In bulletin 36-5085, regarding "Sales to Government Departments," paragraph 3 should be changed to read as follows:

"Regulations governing these transactions have now been issued and they provide that the distributor, or dealer, when making a sale, must first obtain from the official in charge of the government department (or political subdivision) an order for the article being purchased, together with an exemption certificate signed by said official, which certificate shall be in the form attached hereto. The dealer or distributor will then complete an 'Affidavit of Ultimate Vendor' - in accordance with the form which we attach and which must be sent to us in order that we may obtain exemption from payment of the tax. The order, exemption certificate and copy of the invoice covering sale must be kept on file by the vendor for inspection by the government for a period of four years."

As the first bulletin was worded it would appear that the dealer must hold the order, exemption certificate and invoice for four years before filing his claim with his Affidavit of Ultimate Vendor.

This is, of course, not the situation. The Affidavit of Ultimate Vendor should be filed at once and the order, exemption certificate and invoice held in his files for four years subject to government inspection.

F. R. Fowles
Assistant Sales Manager.

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5087

Date 12/26/35

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

The following new Fleet Owner's Agreements have been signed for 1935:

Compressed Industrial Gases, Inc.,
221 North LaSalle Street,
Chicago, Illinois.

The United Light & Power Engineering &
Construction Co.,
United Light Building,
Davenport, Iowa.

John W. Eshelman & Sons, 244
North Queen Street,
Lancaster, Pennsylvania.

Century Electric Company, St.
Louis, Missouri.

The State Highway Commission of Kansas,
Topeka, Kansas.

Hutchinson Ice Cream Company,
Cedar Rapids, Iowa.

Listed below are the subsidiaries and branch offices of the Compressed Industrial Gases, Inc., Chicago, Illinois, and The United Light & Tower Engineering & Construction Co., Davenport, Iowa.

Compressed Industrial Gases, Inc.

SUBSIDIARIES

Burdett Oxygen Co. of Detroit 597 Beaufait St. Detroit, Mich.
H. Bird, Mgr.

Burdett Oxygen & Hydrogen Co. 40th St. & A.V.R.R. Pittsburgh, Pa.
J. T. Butler, Mgr.

Burdett Oxygen Co. of Chattangooga 1270 Market St. Chattanooga, Tenn.
W. P. Hendricks, Mgr.

Burdett Oxygen Co. of Texas 319 E. 23rd St. Fort Worth, Texas
A. J. Russell, Mgr.

Burdett Oxygen Co. & Hydrogen Co. of Chicago. 221 N.LaSalle St. Chicago,
L. Issel, P. A.

The Burdett Oxygen Co. 2131 N.E.10th St. Oklahoma City, Okla.
J. Russell, Mgr.

(OVER)

Compressed Industrial Gases, Inc. (Con'd)

Subject and
Item Number

Wisconsin Oxygen-Hydrogen Co.	6313-31st Ave. Kenosha, Wisconsin J. A. Lifka, Mgr.
Mo-Aark Oxygen Co.	1000 Wheeler Fort Smith, Ark. L. H. Good, Mgr.
Welders Supply Co.	311 E. 3rd St. Tulsa, Oklahoma E. W. Hanna
Butler Gas Products Co.,	40th St. & A.V.R.R. Pittsburgh, Pa. J. T. Butler, Mgr.

BRANCHES

Burdett Oxygen Co.	Mynderse Ave. & Clinton Pike, Knoxville, Tenn. M. E. White, Mgr.
Burdett Oxygen Co.	139 Simpson St., N.W. Atlanta, Georgia R. G. Wilson, Mgr.
Burdett -Oxygen Co,	1207 W. Erwin St. Tyler, Texas T. L. Brambiert
Burdett Oxygen Co,	3002 Canton St. Dallas, Texas Glenn Gammon
Burdett Oxygen Co.	508 Ohio Ave. Wichita Falls, Texas Al. C. Flack Mo-Ark Oxygen Co. El Dorado, Arkansas J. C. Stinson
Mo-Ark Oxygen Co.	723 Oliver St. Little Rock, Arkansas Richard Harrison.
Burdett Oxygen Co.	28 No. Guthrie St. Tulsa, Oklahoma L. E. Lippincott
Welders Supply Co.	2722 Commerce St. Dallas, Texas E. W. Hanna

The United Light and Power Engineering and Construction Company

SUBSIDIARIES

The Cedar Rapids & Marion City Railway Co. Cedar Rapids, Iowa
St- Ry

Cedar Rapids Gas Company Cedar Rapids, Iowa
Gas

Chattanooga Gas Company Chattanooga, Tennessee
Gas

Cleveland Gas Company Cleveland, Tennessee
Gas

Clinton, Davenport & Muscatine Railway Co. Davenport, Iowa
Int. & Elec.

Fayetteville Natural Gas Company Fayetteville. Tennessee
Gas

Fort Dodge Gas & Electric Company Fort Dodge, Iowa
Gas & Elec.

Iowa City Light and Power Company Iowa City, Iowa
Gas & Elec.

LaPorte Gas and Electric Company LaPorte, Indiana
Gas, Elec. & Heat

HUDSON MOTOR CAR COMPANY SALES DEPARTMENT BULLETIN

No. 36-5087

Date 12/26/35

Form 8403

1936 SERIES

Subject and
Item Number

- 3 -

The United Light and Power Engineering and Construction Company (Con'd)

SUBSIDIARIES

Mason City and Clear Lake Railroad Co. Mason City, Iowa
St. Ry. & Int. Ry.
Moline-Rock Island Manufacturing Co. Moline, Illinois
Elec.
Ottumwa Gas Company Ottumwa, Iowa
Gas
Peoples Light Company Davenport, Iowa.
Gas, Elec. & Heat.
Peoples Power Company Moline, Pock Island & East Moline, Ill.
Gas & Elec.
United Power Mfg. Co. United Light Bldg. Davenport, Iowa.
Elec.
The United Power Securities Company Davenport, Iowa.
Tri-City Railway Company - Iowa Davenport, Iowa
St. Ry.
Tri-City Railway Company - Illinois Rock Island, Illinois
St. Ry.
The United Light & Power Engineering & Construction Co.
Davenport, Iowa
Iowa-Nebraska Light and Power Co. Main Off. Lincoln, Nebr.
Gas, Else, Ice & Steam Heat
District Offices at- Avoca, Iowa
Clarinda, Iowa
Missouri Valle, Iowa.
Red Oak, Iowa
Shenandoah, Iowa
Beatrice, Nebraska
Fullerton, Nebraska.
Norfolk, Nebraska
Oakland, Nebraska
Seward, Nebraska
York, Nebraska
Plattsmouth, Nebraska
Maryville Electric Light & Power Co. Maryville, Missouri
Elec., Gas & Heat
Kansas City Power & Light Co. Kansas City, Missouri
Elec. & Heat
Peoples Gas & Electric Company Mason City, Iowa.
Gas, Elec. & Heat
Panhandle Power & Light Company Borger, Texas
Elec., Gas & Water
Cimarron Utilities Company Borger, Texas
Gas, Elec., Water & Ice
The Lincoln Traction Company Lincoln, Nebraska
St. Ry.

(OVER)

SUBSIDIARIES

Subject and
Item Number

Rozeau Brothers Power Company	Pratt, Kansas Elec.
The Columbus Railway, Power & Light Co.	Columbus, Ohio Elec, & St. Ry.
The Southern Ohio Electric Company	Columbus, Ohio
District Offices at - Athens, Ohio	Elec.
Chillicothe, Ohio	Elec.
Circleville, Ohio	Elec.
Delaware, Ohio	Elec. & Heat
Gallipolis, Ohio	Elec.
Hillsboro, Ohio	Elec., Ice & Gas
Jackson, Ohio	Elec.
Middlenort, Ohio	Elec.
Nelsonville, Ohio	Elec.
Oak Hill, Ohio	Elec.
The Adams County Power & Light Co. Manchester, Ohio	Elec.
Seaman, Ohio	Elec
American Light & Traction Company 2200 Bankers Bldg.	Chicago, Illinois
American-Michigan Pipe Line Company	Muskegon, Michigan
Detroit City Gas Company	Detroit, Michigan
Grand Rapids Gas Light Company	Grand Rapids, Michigan
Kent County Gas Company	Grand Rapids, Michigan
Madison Gas and Electric Company	Madison, Wisconsin
Milwaukee Coke & Gas Company	Milwaukee, Wisconsin
Milwaukee Gas Light Company	Milwaukee, Wisconsin
Muskegon Gas Company	Muskegon, Michigan
San Antonio Public Service Company	San Antonio, Texas
South Texas Ice Company	San Antonio, Texas
Lakeshore Gas Company	Milwaukee, Wisconsin
Washtenaw Gas Light Company	Ann Arbor, Michigan
Wauwatosa Gas Light Company	Wauwatosa, Wisconsin
West Allis Gas Company	West Allis, Wisconsin
Wisconsin Eastern Gas Company Cliffs Power & Light Company	Milwaukee, Wisconsin Ishpeming, Michigan

W. L. COURAGE

STATISTICAL DEPARTMENT

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5088

Date 1/16/36

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

We have received several complaints recently from railroads that dealers (or those unloading cars for them) are not exercising the proper care in protecting the permanent loading devices in the freight cars.

These complaints involve two conditions --

FIRST - Hold-down chains have been cut by a bolt cutter instead of being loosened by the turnbuckle provided for the purpose.

SECOND - Empty racks were not returned to their proper position in the freight car, with the resultant swaying of the rack and breaking of brackets in return transit.

There has been a continual shortage of cars equipped with permanent loading devices and it is highly essential that no condition arise which will cause any curtailment of these facilities for us and for our dealers.

Each dealer should therefore carefully instruct those who unload his cars as to the condition in which the loading devices must be left after the car is unloaded.

- - - - -

F. R. FOWLES
ASSISTANT SALES MANAGER

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5089

Date 1/27/36

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

We are glad to advise you that the 6 per cent Budget Plan has been extended to our line of commercial cars through the cooperation of the C.I.T. Corporation. This should help you materially in the merchandising of our new commercial line.

With the addition of this 6 per cent Budget Plan for Terraplane commercial cars, we are now giving you, in cooperation with the C.I.T. Corporation, the following complete financing facilities:

(1) NEW CARS:

- (a) Low cost floor plan
- (b) Demonstrator plan
- (c) Salesmen's demonstrator plan
- (d) New car 6 per cent budget plan (including C.I.T.'s special new car 24 months plan).

(2) USED CARS:

- (a) C.I.T.'s quick turnover plan for used cars, (floor planning of used cars).

NOTE: See your C.I.T. Branch manager if your investment in used cars is retarding your sales of new cars.

- (b) New reduced retail rates for late model used cars (1934-1935-1936 used cars) up to 18 months maturity.
- (c) Competitive rates on older model used cars.

You have received, from C.I.T., folders explaining in detail their complete financing plans for dealers, as outlined above.

Printed territory differentials for Terraplane commercial cars are now in preparation and will be available for distribution to you during the next week or ten days. Meanwhile, C.I.T. branches have been instructed to figure commercial car deals individually according to local manual insurance premiums on the above 6 per cent Budget Plan.

GHP:AHJ

G. H. Pratt
Assistant General Sales Manager.

HUDSON-C.I.T
6% BUDGET PLAN
FOR TERRAPLANE
COMMERCIAL
CARS

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5090

Date 1/29/36

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

Now that you have received the 1936 Commercial Car Catalogs, you should disregard and destroy all copies of the special Commercial Car issue of the Hudson and Terraplane News, Vol. 3, No. 6, which was prepared for only temporary use.

Illustrations in this special issue of the News are incorrect in a couple of details, but these points are correct in the catalogs. They are:

1. The radiator ornament, which is the flat-winged type, rather than the passenger car type illustrated in the News.
2. As the catalog shows, there are no rear shock absorbers on the Commercial Car chassis. Front shock absorbers are standard on the chassis and all Commercial Car models except the Utility Coach, which has them at all four wheels.

HUDSON MOTOR CAR COMPANY

W. A. James
Advertising Manager

COMMERCIAL
CAR
CATALOGS

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5091

Date 2/21/36

Subject and
Item Number

TO ALL DEALERS:

We have had so many requests that the twist upholstery, which is standard in the Hudson Eight Custom Series (Models 65 and 67), be made available in other models, that we are now offering the twist upholstery in the closed cars of Models 62, 63, 64 and 66 (but not in 61 models) at an extra charge, as follows:

TWIST UPHOLSTERY IN 62, 63, 64 AND 66 MODELS

	Sedans and <u>Broughams</u>	2 & 4 Pass. <u>Coupes</u>
List	\$40.00	\$35.00
Dealer Net	\$30.00	\$26.25

No option letter will be used for this upholstery specify
- - "Twist" on your order.

- - -

F. R. Fowles
Assistant Sales Manager.

TWIST UPHOL-
STERY IN 62,
63, 64 AND 66
MODELS

PRICE

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5092

Date 2/21/36

Subject and
Item Number

TO ALL DEALERS:

Due to recent national advertising in full color and also due to a natural demand, we have been receiving many requests for a maroon color in the line. We are therefore making Lake Maroon available, effective Monday, March 16th.

Because the total number of colors has to be limited to the present number, it is necessary to withdraw one of the present colors. Vineyard Green will be available as an option on shipments in the week of March 9th, and will not be available thereafter.

Vineyard Green is being eliminated because of the fact that it shows the smallest usage of any color now offered and also as there are now three shades of green available, i.e., Sage Green, Montana Green and Vineyard Green.

Buyers desiring Vineyard Green can easily be sold Montana Green, and the new arrangement therefore takes nothing from the color assortment but adds a new and attractive color.

ORDERS SPECIFYING OPTION "V" WILL BE SUPPLIED IN VINEYARD GREEN ON ALL ORDERS FOR SHIPMENT IN THE WEEKS OF MARCH 2ND AND MARCH 9TH.

OPTION "V" WILL INDICATE LAKE MAROON ON ORDERS FOR SHIPMENT ON MONDAY, MARCH 16TH, AND THEREAFTER.

Please see that all members of your organization who are concerned with placing orders with the factory are advised of the change date of Option "V".

Lake Maroon will be supplied as a standard color at no extra charge. It is not recommended for shipment with black fenders; therefore, Option "O" should be specified.

Lake Maroon will be available as a standard color on convertible coupes and will carry tan leather upholstery as standard trim.

The new color is described as a deep shade of maroon, somewhat lighter than the maroon supplied on our 1934 cars, and is in a shade half-way between the 1934 maroon and the Fire Opal, which is being used now for striping. It is not a FIRE DEPARTMENT RED!

F. R. FOWLES
ASSISTANT SALES MANAGER

NEW MAROON
COLOR

VINEYARD

GREEN

OPTION V

MAROON
AVAILABLE
ON CON-
VERTIBLES

HUDSON MOTOR CAR COMPANY

SALES DEPARTMENT BULLETIN

1936 SERIES

Form 8403

No. 36-5093

Date 3/5/36

Subject and
Item Number

TO ALL DEALERS:

The special light color, Antique Ivory, which was first Lade available for Convertible Coupes, is now available on all cars (except Station Wagons).

Antique Ivory is supplied at an extra charge which includes body and fenders (including 65 and 67 models) as follows:

	Passenger Cars	Utility Coach	Cab Pickup	Sedan Panel
List	\$40.00	\$40.00	\$40.00	\$42.50
Dealer Net	\$30.00	\$30.00	\$30.00	\$31.88

Antique Ivory on Convertible Coupes carries tan leather standard but blue or green leather will be supplied instead without extra charge.

No option letter is assigned to Antique Ivory; therefore, specify "Ivory" and indicate blue or green leather if desired on convertibles.

All commercial cars (except Station Wagons) are supplied in Hudson Blue (H) but color options K, M, V, G, Q, N, P and S are available on commercial cars (except Station Wagons) at \$10.00 listfor body and \$10.00 list for fenders in color to match.

Station Wagons are supplied only in Tuscan Tan (Q). Black fenders are standard but Option O is supplied at \$10.00 list. It is recommended that all Station Wagons be ordered with Option O.

- - - -

F. R. FOWLES
ASSISTANT SALES MANAGER

ANTIQUE
IVORY
AVAILABLE

PRICES

COLORS
ON COM-
MERCIALS

STATION
WAGONS

HUDSON MOTOR CAR COMPANY

SALES DEPARTMENT BULLETIN

1936 SERIES

Form 8403

No. 36-5093

Date 2/21/36

Subject and
Item Number

TO ALL DEALERS:

Because of the many requests which we are receiving, we are offering leather upholstery as a regular option (Option AA) at the following list prices:

Model	Sedans	Broughams	2 & 4-Pass. Coupes
61	\$30.00	\$30.00	\$20.00
62-63-54-55	25.00	25.00	15.00
66-67	27.50	--	--

Dealer discount -- 25%

Standard leather upholstery includes genuine leather seats and backs (except rumble seats) and imitation leather sidewalls.

Cars in leather upholstery (except Convertibles) take at least one week longer in production than regular upholstery. Orders for such cars should therefore be entered one week ahead of the cars with which they are to be shipped in carload.

The color options carry the following colors of leather as standard!

Color Option	Leather Color
K Black	Blue
H Hudson Blue	Blue
G Glacier Blue	Blue
M Montana Green	Green
S Sage Green	Green
Q Tuscan Tan	Tan
P Pepper Tan	Tan
V Lake Maroon	Tan
N Neptune Gray	Tan
Antique Ivory	Tan

Although black color carries blue leather as standard, and antique ivory carries tan leather, either of the other two colors will be supplied on cars (including Convertibles) at no extra charge when specified in the order.

F. R. FOWLES
ASSISTANT SALES MANAGER

LEATHER
UPHOLSTERY

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5094

Date 3/13/36

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

The following new Fleet Owner's Agreements have been signed for
1936:

Gilmore Oil Company,
2423 East 28th Street,
Los Angeles, California. S

Smith Lumber Company,
San Francisco, California.

Ideal Cement Company,
Denver, Colorado.

National Battery Company,
1728 Roblyn Avenue,
St. Paul, Minnesota.

Roundup Grocery Company,
216 Pacific Avenue,
Spokane, Washington.

Milwaukee Electric Railway & Light Company,
Milwaukee, Wisconsin.

Wisconsin Gas & Electric Company,
Milwaukee, Wisconsin.

Wisconsin Michigan Power Company,
Milwaukee, Wisconsin

* * * *

Listed below are the subsidiaries and branch offices of the Milwaukee
Electric Railway & Light Company.

Wisconsin General Railway
Milwaukee, Wisconsin.

Wisconsin Electric Power Company
Milwaukee, Wisconsin.

W. L. Courage
Statistical Dept.

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5095

Date 3/16/36

Subject and
Item Number

TO ALL DEALERS:

BENCH SEAT ON CAB PICKUP

We will have a bench type seat and back available for use on the Cab Pickup and Cab with Chassis in production for shipment in the week of March 30th.

This seat will be a full width seat and back and will be supplied because of many requests which we have received for this equipment.

Cab with single driver's seat will be standard in production as heretofore and the extra passenger seat will still be available at \$10.00 list extra.

The bench type seat will also be available at \$10.00 list.

If cab is desired with single driver's seat only, order should give no seat specification, as this is standard in production.

If cab is desired with driver's seat and extra passenger seat, specify "Extra Seat." For cab with bench type seat, specify "Bench Seat."

WIRE WHEELS

We are receiving requests for wire wheels and because of the fact that wire wheels are supplied on export shipments, we have decided to make wire wheels available on domestic shipments at \$3.00 list per wheel extra.

To obtain wire wheels: Specify Option X for rear mount
Specify Option B for single fender well
Specify Option C for double fender well

Dealer discount on cab seats and wire wheels -- 25 per cent

F. R. FOWLES
ASSISTANT SALES MANAGER.

**BENCH TYPE
SEAT ON CAB
PICKUP**

WIRE WHEELS

HUDSON MOTOR CAR COMPANY
SALES DEPARTMENT BULLETIN
1936 SERIES

Form 8403

No. 36-5096

Date 6/1/36

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

The following new FLEET OWNER'S AGREEMENTS have been signed for 1936:

Union Electric Light and Power Company
Twelfth and Locust Sts.,
Saint Louis, Mo.

The Coca-Cola Company (a corporation of Delaware)
Wilmington, Del.

* * * * *

Listed below are the subsidiaries and branch offices of the Union Electric Light and Power Company, Saint Louis, Mo.

Alton Gas Company
Alton Light and Power Company
Cupples Station Light, Heat and Power Company
Dallas City Light Company
East St. Louis Light & Power Company
Fort Madison Electric Company
Keokuk Electric Company
Lakeside Light and Power Company
Mississippi River Power Company
Missouri Transmission Company
Power Operating Company
St. Charles Electric Light and Power Company
St. Louis & Belleville Electric Railway Company
St. Louis & East St. Louis Electric Railway Company
The St. Louis County Gas Company
Union Colliery Company
Union Electric Light and Power Company of Illinois
Union Electric Land and Development Company

W. L. Courage
Statistical Department.

HUDSON MOTOR CAR COMPANY

SALES DEPARTMENT BULLETIN

1936 SERIES

Form 8403

No. 36-5097

Date 6/9/36

Subject and
Item Number

TO ALL DISTRIBUTORS AND DEALERS:

A new special color, Green Gold, is now available in production and will be supplied on the same price basis as the Antique Ivory color, namely:

	All Passenger Cars	Utility Coach	Cab Pickup	Sedan Panel
List	\$40.00	\$40.00	\$40.00	\$42.50
Dealer Net	30.00	30.00	30.00	31.88

The above prices include body with fenders to match on all models and body types.

The new Green Gold is an opalescent color, best described by its similarity to the green gold used in the jewelry trade.

It is an extremely attractive color, particularly on the convertible coupe, and we suggest that you order sample cars at once to place on showroom display and demonstration, as the novelty of this unique color will attract the attention of many discriminating buyers.

No option letter will be used for this new color -- specify "GOLD".

We are receiving a great many requests for information regarding ambulances and hearses for the use of funeral directors, undertakers and hospitals.

The Knightstown Funeral Car Company, Inc., of Knightstown, Indiana, has built a considerable number of such cars for mounting on the Hudson Eight chassis (120-inch elongated) Model 64, and recently have exhibited at funeral directors meetings in various parts of the country.

Inquiries regarding bodies of this type should be taken up direct with the Knightstown Funeral Car Company and not through the factory.

In ordering chassis for this use, the 64 model, 120-inch, should be specified, listing at \$585.00, complete with rear fenders which are included in the above price.

It is necessary to specify cowl and windshield extra at \$40.00 list, as well as single fender well (Option D) at \$17.50 list, or double fender wells (Option A) at \$55.00 list. If double windshield wipers are desired, the \$55.30 list Standard Package should also be specified.

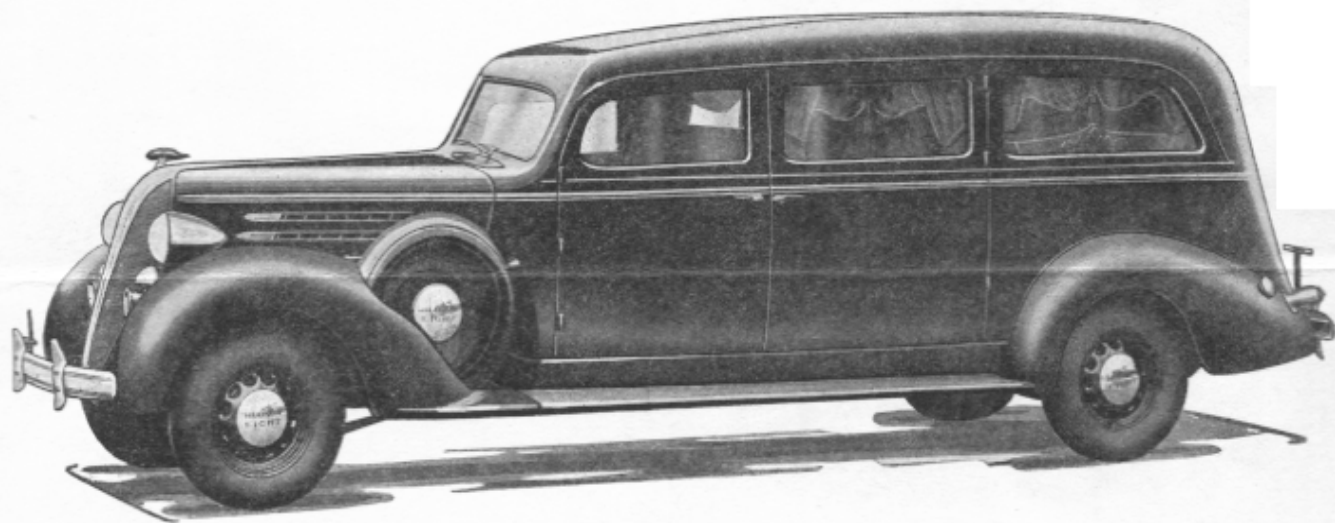
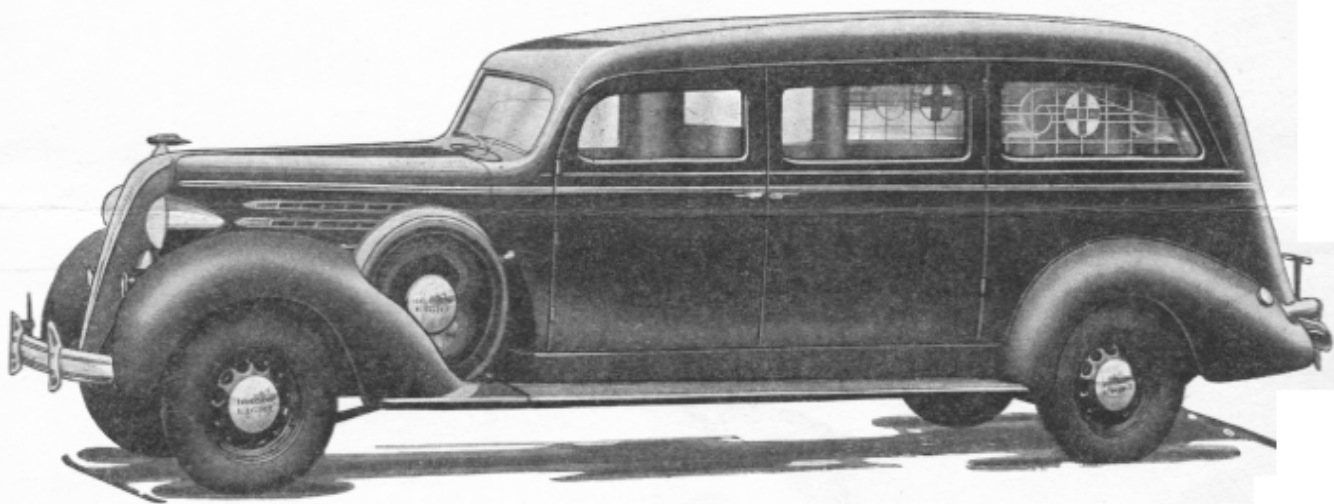
We are attaching hereto a cut supplied by the Knightstown Funeral Car Company for filing in your bulletin file.

NEW COLOR
GREEN GOLD

HEARSES AND
AMBULANCES

F. R. FOWLES
ASSISTANT SALES MANAGER

HEARSE AND AMBULANCE
MOUNTED ON
HUDSON EIGHT · 120" W. B. CHASSIS (ELONGATED)



KNIGHTSTOWN FUNERAL CAR CO., Inc.
KNIGHTSTOWN, INDIANA