

1937 Series

General Accessory Policies  
& Information  
Bulletins

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# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

1

Number

10-7-36

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**1937  
ACCESSORY  
PROGRAM**

This is the first of the 1937 series of bulletins dealing with Parts and Accessory Merchandising.

The car selling season just closed has proven an excellent one in Accessory sales. Starting as a new venture three years ago, Accessory Merchandising has assumed proportions which entitle this activity to a major place in the program of every Distributor and Dealer.

For 1937, we have even more ambitious plans than in the past season. A figure of \$24.00 per car for Accessories has been set as a goal for 1937. With an anticipated volume of 150,000 cars, this means that Distributors and Dealers in the United States will realize the profit from a total volume of 3,600,000. in Accessories alone. This is your business. The profit belongs to you. But it is not going to be "laid in your lap". An aggressive program must be followed to secure the attractive volume which will produce real profit.

We at the Factory will assist in every possible manner to insure success. An Accessory Catalog for the use of your retail salesmen is ready for distribution without charge and will be furnished in sufficient quantities to supply your entire sales organization.

Radio Display Cards and Heater Stands are available to assist you in the proper display of these items. If you have not received yours, ask your Distributor for them.

We are again supplying the "Owner Items" Display which helped so many Dealers to increase their sales of Polish, Wax, and other cleaners and special lubricants.

A mailing piece on Heaters is now ready for distribution and will be furnished without charge. A copy of this folder will be placed in each car leaving the production line from now until March let and should help in closing many Floater sales.

The Accessory Board supplied during the past season was responsible for a large increase in sales for those Dealers who are using one. This is the most effective merchandising help available. You cannot afford to be without this attractive display.

Accessory Price List, Salesman's Installed Price List and special articles in the Service Magazine are other tools accessible to you.

To support this program, several new items have been added to the Accessory line. All are illustrated in the 1937 Catalog. Get them into your stock and offer Hudson Approved Accessories to your owners.

We're out to make 1937 THE BIGGEST ACCESSORY YEAR in our history.

H. J. Hudson  
Manager, Parts-Accessory Merchandising.

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

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

3

Number

11-4-36

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**INSTALLATION  
OF 1937  
DEFROSTERS**

We are now making shipments of Windshield Defroster Attachments for 1937 cars and a word relative to their installation seems advisable.

Slots are provided in the instrument panels of all 1937 cars, and when the cars leave the factory this slot is covered with a grille. With no Defroster installed, a limited amount of hot air from the Heater is trapped under the cowl and instrument panel and rises through the slots and grilles, assisting in removing condensation from the windshield.

When Defrosters are installed, these grilles **MUST BE DISCARDED**. The openings in the grilles do not correspond with the openings in the nozzles, setting up a restriction of air. The outlets in the nozzles are so formed as to provide proper distribution of the air against the windshield and, if the grilles are left in place, the Defroster Attachment will be only about 25 per cent effective.

Please see that all mechanics making Defroster installations fully understand the procedure. An instruction sheet is packed with each Defroster unit and should be followed carefully.

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ASSOCIATE  
DEALERS AS BULLETIN NO. 2)

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

4

Number  
11-4-36

Date

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS

### NEW WINDSHIELD WIPER BLADES

In the new Accessory Price List effective October 1, 1936, you will note Windshield Wiper Blades listed under Part No. HA-122528 with a retail price of 45¢. In the same price list, under 1935 and 1936 Hudson Accessories, you will find Part No. HA-122529 Windshield Wiper Blade Guide Sleeve, listed at 15¢.

Until October 1st, we merchandised several Windshield Wiper Blades for various year cars at a list price of 65¢. We have been working for some little time with the source of supply to get an interchangeable blade which would assist Distributors and Dealers in their inventory problem. We now have one Windshield Wiper Blade which, with the use of the Guide Sleeve, can be adapted to any Hudson-built car.

As you know, the 1937 Windshield Wiper does not require the Guide Sleeve. In 1936, the Guide Sleeve was removable and, for replacement purposes, the sleeve can be removed from the old blade and installed on the new one. During 1934 and 1935, the Guide Sleeve was permanently attached to the blade and for those year cars it is necessary to use the Guide Sleeve.

The new blades are of the molded rubber type, which has met with the approval of the motoring public.

We feel certain that with this change your inventory problems will be minimized and you will be in a position to secure the majority of the Windshield Wiper Blade replacement business on Hudson-built cars.

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

(THIS BULLETIN AS WRITTEN IS BEING MAILED DIRECTLY TO ASSOCIATE  
DEALERS AS BULLETIN NO. 3.

# HUDSON TERRAPLANE ACCESSORIES

## DEALER NET PRICE LIST

•  
*Prices Effective*  
**October 1, 1936**  
•

**HUDSON MOTOR CAR COMPANY**  
**DETROIT, MICHIGAN**



Part No.	Description	Installed Price	List Price	Dealer Net
HA-122610	Ash Receiver—Quarter Panel—Terraplane.....	\$ 1.00	\$ .75	\$ .49
HA-122611	*Assist Cord—Terraplane.....	1.50	1.25	.81
HA-46945	*Battery Charger—Garage Type.....	8.50	7.95	5.15
HA-46946	Battery Charger Socket and Wire Assembly.....	1.30	.75	.50
HA-118684	*Body Cleaner—Pint—Retail.....		.60	.....
	Case of 12 Pints.....			4.70
HA-118685	*Body Cleaner—Gallon—Retail.....		3.25	.....
	Case of 4 Gallons.....			8.40
HA-118680	*Body Polish—Oil Base—Pint—Retail.....		.60	.....
	Case of 12 Pints.....			3.90
HA-118681	*Body Polish—Oil Base—Gallon—Retail.....		2.75	.....
	Case of 4 Gallons.....			7.20
HA-118682	*Body Polish—Wax Base—Pint—Retail.....		.75	.....
	Case of 12 Pints.....			5.85
HA-118683	*Body Polish—Wax Base—Gallon—Retail.....		4.50	.....
	Case of 4 Gallons.....			11.80
HA-111939	*Body Wax—8 Oz. Can—Retail.....		.60	.....
	Case of 12 Cans.....			4.70
HA-119849	*Body Wax—1 Lb. Can—Retail.....		1.00	.....
	Case of 12 Cans.....			7.80
HA-119902	*Body Hand Rubbing Compound—Gallon.....			1.85
HA-122923	Cigar Lighter—each.....	2.25	1.75	1.14
HA-122924	Cigar Lighter Element.....	.65	.65	.42
HA-121607	Clock—Locker Box Door—Hudson—each.....	13.00	12.50	8.13
HA-121608	Clock—Locker Box Door—Terraplane—each.....	13.00	12.50	8.13
HA-111629	*Clock—Mirror—30 Hour.....	4.50	4.50	2.95
HA-114659	*Clock—Mirror—8 Day.....	12.00	12.00	7.80
HA-151961	*Clutch Oil—Hudsonite—Quart—Retail.....		.70	.....
	Case of 12 Quarts.....			5.40
HA-151962	*Clutch Oil—Hudsonite—Gallon—Retail.....		2.00	.....
	Case of 6 Gallons.....			7.80
HA-151963	*Clutch Oil—Hudsonite—5 Gallon Drum.....			5.20
HA-152040	*Clutch Oil—Hudsonite—30 Gallon Drum.....			.....
HA-123567	Door Pull-to Cord—All Broughams, 2 and 4 Pass. Coupe, 76 Sedan.....	2.00	2.00	1.30
HA-123566	Door Pull-to Cord—71, 74 Sedans, Conv. Coupe, Conv. Brougham.....	2.00	2.00	1.30
HA-111855	*Draft Deflectors—Safety Glass.....	13.00	12.00	7.80
HA-118734	*Fan—Electric.....	4.75	4.25	2.76
HA-122738	*Fan—Electric—Rubber Blades.....	6.45	5.95	3.87
HA-123031	*Fender Guides—Pair.....	2.50	2.50	1.63
HA-123032	Fender Guide Ornament Crest.....	.50	.50	.33
HA-122192	*Fender Lamps.....	10.00	9.00	5.85
HA-122614	*Fender Ornament—Front—Pair—Terraplane.....	1.75	1.50	.98
HA-119901	*Fog Lamp.....	6.50	6.00	3.90
HA-47567	*Gasket Paste—Perfect Seal—3 Oz. Tube—Retail.....		.55	.....
	Case of 36 Tubes—Per Doz.....			4.30
HA-47568	*Gasket Paste—Perfect Seal—8 Oz. Tube—Retail.....		1.00	.....
	Case of 12 Tubes.....			7.80
HA-152172	Gasket Paste (8-oz. tube with applicator).....			1.00
HA-150638	*Gas Tank Locking Cap.....	1.50	1.50	.98
HA-153193	Generator Charge Control.....			1.80
HA-115728	*Glass Cleaner—12 Oz. Bottle—Retail.....		.75	.....
	Case of 12 Bottles.....			5.07
HA-119789	*Glass Cleaner—Gallon Jug.....		3.00	1.95
HA-115729	*Glass Cleaner Dispensing Gun.....			1.30
HA-152621	*Heater—Standard—Retail.....	14.95	12.95	.....
	1 to 11.....			7.77
	12 and up.....			7.38
HA-152622	*Heater—De Luxe—Retail.....	17.95	15.95	.....
	1 to 11.....			9.57
	12 and up.....			9.10
HA-152623	*Heater—Custom—Retail.....	21.95	19.95	.....
	1 to 11.....			11.97
	12 and up.....			11.37
HA-48841	*Heater Thermostat.....		2.00	1.30
HA-152624	Heater Windshield Defroster Attachments.....	3.50	3.50	2.28
HA-153945	Horns—Twin—Air Electric—Dash Mounted.....	13.50	12.00	7.80
HA-153946	Horns—Twin—Air Electric—Fender Mounted.....	19.50	18.00	11.70
HA-151105	*Hydraulic Brake Fluid No. 5—Pint.....		.75	.56
HA-151967	*Hydraulic Brake Fluid No. 5—Quart.....		1.25	.94
HA-151968	*Hydraulic Brake Fluid No. 5—Gallon.....		4.25	3.19
HA-111028	*License Plate Frames—Pair—each.....	2.50	2.50	1.60
HA-115526	*License Plate Frames—Pair.....	1.50	1.50	.98
HA-122619	*License Plate Locking Jewels—Set of 4—Retail.....	.39	.39	.....
	Display Card of 48.....			3.12
HA-121497	Locker Box Door Lock—each.....	1.50	1.25	.81
HA-111684	*Radiator Cleaner and Inhibitor—Retail.....		.50	.....
	Carton of 12.....			3.90
HA-111682	*Radiator Corrosion Inhibitor—Retail.....		.25	.....
	Carton of 12.....			1.95
HA-123006	Radiator Grille Cover—each.....	1.50	1.50	.90
HA-123033	Radiator Grille Guard.....	2.50	2.50	1.63
HA-123030	Radiator Insect Screen—Hudson.....			.....
HA-123008	Radiator Insect Screen—Terraplane.....			.....

\*Interchangeable on previous years' cars.

Prices subject to change without notice



Part No.	Description	Installed Price	List Price	Dealer Net
HA-153716	Radio Single Unit—De Luxe—Retail.....		\$45.95	
	1 to 5.....			\$31.50
	5 and up.....			30.00
HA-153717	Radio Two-Unit—Custom—Retail.....		59.95	
	1 to 5.....			39.00
	5 and up.....			37.00
	Mixed Lots Permitted.			
HA-153992	Radio Antenna Complete.....		5.00	3.25
HA-95288	*Rear View Mirror—Oval.....	\$ 1.50	1.50	.98
HA-122527	Rear View Mirror—Outside Mounting—each.....	2.75	2.50	1.63
HA-122616-7	Rear Wheel Shields R. & L.—Less Ornament—Prime.....		9.00	5.85
	Enamel.....	10.50	10.00	6.50
	Lacquer.....	11.50	11.00	7.15
HA-122618	Rear Wheel Shield Emblem—Hudson.....	1.00	1.00	.65
HA-122615	Rear Wheel Shield Emblem—Terraplane.....	1.00	1.00	.65
HA-123562	Safety Swinging Stop Light—Tail Lamp Mounting.....	10.00	8.50	5.95
HA-123563	Safety Swinging Stop Light Mounting Bracket.....			
HA-122982	Seat Covers—Front—Brougham, 2 Pass.—4 Pass. Coupe.....	4.90	4.90	3.19
HA-122986	Seat Covers—Front—Sedan.....	4.90	4.90	3.19
HA-122990	Seat Covers—Rear—Brougham, Sedan.....	4.90	4.90	3.19
HA-122994	Seat Covers—Auxiliary Seat—4 Pass. Coupe.....	4.90	4.90	3.19
HA-123002	Seat Covers—Front—Conv. Coupe, Conv. Brougham.....	4.90	4.90	3.19
HA-122998	Seat Covers—Rear—Conv. Brougham.....	4.90	4.90	3.19
HA-122984	Seat Covers—Front—Brougham, 2 Pass.—4 Pass. Coupe.....	7.00	7.00	4.55
HA-122988	Seat Covers—Front—Sedan.....	7.00	7.00	4.55
HA-122992	Seat Covers—Rear—Brougham, Sedan.....	7.00	7.00	4.55
HA-122996	Seat Covers—Auxiliary Seat—4 Pass. Coupe.....	7.00	7.00	4.55
HA-123004	Seat Covers—Front—Conv. Coupe, Conv. Brougham.....	7.00	7.00	4.55
HA-123000	Seat Covers—Rear—Conv. Brougham.....	7.00	7.00	4.55
HA-122983	Seat Covers—Front—Brougham, 2 Pass.—4 Pass. Coupe.....	4.90	4.90	3.19
HA-122987	Seat Covers—Front—Sedan.....	4.90	4.90	3.19
HA-122991	Seat Covers—Rear—Brougham, Sedan.....	4.90	4.90	3.19
HA-122995	Seat Covers—Auxiliary Seat—4 Pass. Coupe.....	4.90	4.90	3.19
HA-123003	Seat Covers—Front—Conv. Coupe, Conv. Brougham.....	4.90	4.90	3.19
HA-122999	Seat Covers—Rear—Conv. Brougham.....	4.90	4.90	3.19
HA-122985	Seat Covers—Front—Brougham, 2 Pass.—4 Pass. Coupe.....	7.00	7.00	4.55
HA-122989	Seat Covers—Front—Sedan.....	7.00	7.00	4.55
HA-122993	Seat Covers—Rear—Brougham, Sedan.....	7.00	7.00	4.55
HA-122997	Seat Covers—Auxiliary Seat—4 Pass. Coupe.....	7.00	7.00	4.55
HA-123005	Seat Covers—Front—Conv. Coupe, Conv. Brougham.....	7.00	7.00	4.55
HA-123001	Seat Covers—Rear—Conv. Brougham.....	7.00	7.00	4.55
HA-151964	*Shock Absorber Fluid—Quart.....		.60	.36
	Case of 12 Quarts.....			4.32
HA-151965	*Shock Absorber Fluid—Gallon.....		1.50	.90
	Case of 6 Gallons.....			5.40
HA-151966	*Shock Absorber Fluid—5 Gallon Can.....			3.60
HA-119898	Spotlight—Chrome.....	17.00	15.50	10.09
HA-119899	Spotlight—Prime or Lacquer.....	17.00	15.50	10.09
HA-153662	Steering Wheel—De Luxe.....	15.00	15.00	9.75
HA-121814	Tail Lamp, R. H.—Terraplane—Black Enamel or Prime.....	3.50	2.50	1.63
HA-121815	Tail Lamp, R. H.—Terraplane—Lacquer.....	3.75	2.75	1.79
HA-48647	*Tail Pipe Extension—each.....	1.00	1.00	.65
HA-114540	*Tell-Turn Signal Light—Rear Installation.....	10.00	8.50	5.53
HA-114637	*Tell-Turn Signal Light—Front and Rear Installation.....	15.00	13.50	8.78
HA-123034	Trunk Complete—Brougham and Sedan—Rear Tire Mount—6" Tires.....			
HA-123035	Trunk Complete—Brougham and Sedan—Rear Tire Mount—7" Tires.....			
HA-123565	Trunk Complete—Brougham and Sedan—Side Tire Mount.....			
HA-111685	*Upholstering Cleaner—Dry—Pint—Retail.....		.85	
	Case of 12 Pints.....			6.20
HA-115880	*Upholstering Cleaner—Foam Solution—Quart—Retail.....		.75	
	Case of 12 Quarts.....			5.85
HA-115891	*Upholstering Cleaner—Foam Solution—Gallon.....		2.00	1.30
HA-115879	*Upholstering Cleaner—Foam Concentrate—Gallon.....		5.50	3.58
HA-114539	*Vanity Mirror.....	1.00	1.00	.65
HA-122612	Visor—R. H.—Hinge Type—each.....	2.00	1.75	1.14
HA-122613	Visor—R. H.—Swivel Type—each.....	2.25	2.00	1.30
HA-153993	Vacuum Booster Pump—6 Cyl.....	12.50	12.00	7.80
HA-153994	Vacuum Booster Pump—8 Cyl.....	12.50	12.00	7.80
HA-153280	Wheel Finish Disc—Chrome—16" Wheel (Single).....	3.00	3.00	1.95
HA-46344	*Wheel Trim Ring—Stainless Steel—16" Wheel (Single).....	1.70	1.70	1.11
HA-152687	Wheel Trim Ring—Stainless Steel—15" Wheel (Single).....	1.70	1.70	1.11
HA-122528	*Windshield Wiper Blades—Retail.....		.45	
	Carton of 21.....			6.14
HA-114541	*Windshield Wiper Vacuum Booster (Tank).....	4.25	3.75	2.44

\*Interchangeable on previous years' cars.

Prices subject to change without notice



Part No.	Name	Models	Installed Price	List Price	Dealer Net
HA-119780	Arm Rest	1936 All Models	\$ 1.75	\$ 1.75	\$ 1.14
HA-119403	Ash Receiver—Instrument Panel—Brown	1936 All Models	1.50	1.00	.65
HA-119404	Ash Receiver—Instrument Panel—Gray	1936 All Models	1.50	1.00	.65
HA-119054	Ash Receiver—Door Valance—Brown	1936 All Models	2.50	2.00	1.30
HA-118701	Ash Receiver—Door Valance—Gray	1936 All Models	2.50	2.00	1.30
HA-118702	Ash Receiver—Quarter Window Valance	1936 Brougham	2.50	2.00	1.30
HA-118714	Ash Receiver—Quarter Panel—Brown	1936 Brougham	1.15	.90	.59
HA-118715	Ash Receiver—Quarter Panel—Gray	1936 Brougham	1.15	.90	.59
HA-118244	Assist Cord—Brown		1.50	1.25	.81
HA-118245	Assist Cord—Gray		1.50	1.25	.81
HA-114658	Cigar Lighter—Inst. Panel—Mahogany	1935 All Models except Brougham	1.75	1.50	1.00
HA-111672	Cigar Lighter—Inst. Panel—Ivory	All Models	2.25	2.00	1.30
HA-111674	Cigar Lighter Element	Used with 111672 and 114658	.65	.65	.42
HA-108844	Cigar Lighter Element	Used with 111523	1.00	1.00	.65
HA-116817	Cigar Lighter—Instrument Panel		2.00	1.50	.98
HA-116822	Cigar Lighter Element	Used with 116817	.65	.65	.42
HA-118700	Clock—Locker Box Door	1936 All Models	13.50	12.50	8.12
HA-119865	Cowl Vent Screen (Unit Package 6)	1936 All Models	1.00	1.00	.65
HA-150369	Cylinder Head—7 to 1	1936 Six Cylinder	18.50	16.00	10.40
HA-150370	Cylinder Head—7 to 1	1936 Eight Cylinder	22.00	19.50	12.75
HA-118733	Door Pull-to Handle		1.00	.75	.49
HA-119792	Fender Guide Crest		.50	.50	.33
HA-48642	Generator Charge Control Kit	1936 Terraplane			1.50
HA-150786	Horns—Twin—Vibrator		11.50	10.00	6.50
HA-150787	Horns—Twin—Air Electric		15.00	13.50	8.75
HA-116474	Locker Box Door Lock		1.25	1.25	.81
HA-111675	Luggage Carrier Complete	1934-1935 All except Coupes	10.00	9.50	6.25
HA-115881	Radiator Grille Cover	1935 Hudson and Terraplane	1.50	1.50	.98
HA-118721	Radiator Grille Cover	1936 Hudson	1.50	1.50	.98
HA-118720	Radiator Grille Cover	1936 Terraplane	1.50	1.50	.98
	(Grille covers mixed lots of 48)				
HA-115890	Radiator Insect Screen (Unit Package 6)	1935 Hudson and Terraplane	1.00	1.00	.65
HA-119909	Radiator Insect Screen (Unit Package 6)	1936 Hudson	1.00	1.00	.65
HA-119908	Radiator Insect Screen (Unit Package 6)	1936 Terraplane	1.00	1.00	.65
HA-152018	Radio		59.95	59.95	37.95
	Lots of 10—Freight Prepaid	1936 Hudson and Terraplane			
HA-152340	Radio Antenna Complete		6.00	5.00	3.25
HA-118699	Rear Compt. Door and Trunk Emblem	1936 Hudson	1.50	1.00	.65
HA-118654	Rear Compt. Door and Trunk Emblem	1936 Terraplane	1.50	1.00	.65
HA-118872-3	Rear Wheel Shields—R. & L.—Less Ornament—Prime	1936 Hudson and Terraplane	8.00	8.00	6.00
	Enamel or Lacquer	1936 Hudson and Terraplane	9.50	9.50	7.12
HA-118699	Rear Wheel Shield Emblem	1936 Hudson	1.00	1.00	.65
HA-118654	Rear Wheel Shield Emblem	1936 Terraplane	1.00	1.00	.65
HA-118716	Safety Swinging Stop Light—Bumper Mounting	1935 and 1936 Hudson and Terraplane	10.00	8.50	5.95
HA-119862	Safety Swinging Stop Light—Bumper Mounting Bracket	1935 and 1936 Hudson and Terraplane		1.00	.65
HA-119864	Safety Swinging Stop Light—Tail Lamp Bracket Mounting	1936 Hudson and Terraplane	10.00	8.50	5.95
HA-119863	Safety Swinging Stop Light—Tail Lamp Mounting Bracket	1936 Hudson and Terraplane		.50	.33
HA-114535	Seat Covers—Front—Coach		2.50	2.50	1.65
HA-114536	Seat Covers—Rear—Coach and Sedan		4.90	4.90	3.19
HA-114537	Seat Covers—Front—Sedan	1935 Hudson and Terraplane	4.90	4.90	3.19
HA-114538	Seat Covers—Coupe and Convertible		4.90	4.90	3.19
HA-118798	Seat Covers—Front—Brougham—Pair		4.90	4.90	3.19
HA-118799	Seat Covers—Rear—Brougham and Sedan		4.90	4.90	3.19
HA-118800	Seat Covers—Front—Sedan	Pattern No. 1	4.90	4.90	3.19
HA-118801	Seat Covers—Coupe		4.90	4.90	3.19
HA-118802	Seat Covers—Convertible		4.90	4.90	3.19
HA-119528	Seat Covers—Front—Brougham—Pair		4.90	4.90	3.19
HA-119529	Seat Covers—Rear—Brougham and Sedan		4.90	4.90	3.19
HA-119530	Seat Covers—Front—Sedan	Pattern No. 2	4.90	4.90	3.19
HA-119531	Seat Covers—Coupe		4.90	4.90	3.19
HA-119532	Seat Covers—Convertible		4.90	4.90	3.19
HA-119844	Seat Covers—Front—Brougham—Pair	Full Seat	5.40	5.40	3.51
HA-119846	Seat Covers—Front—Sedan	Pat. No. 1	5.40	5.40	3.51
HA-119845	Seat Covers—Front—Brougham—Pair	Full Seat	5.40	5.40	3.51
HA-119847	Seat Covers—Front—Sedan	Pat. No. 2	5.40	5.40	3.51
HA-108672	Visor—R. H.	1935 Hudson and Terraplane	2.25	2.00	1.30
HA-118703	Visor—R. H.—Hinge Type	1936 Hudson and Terraplane	1.75	1.50	.98
HA-117361	Visor—R. H.—Swivel Type	1936 Hudson and Terraplane	2.25	2.00	1.30
HA-151762	Water Temperature Gauge	1936 Terraplane	4.95	3.95	2.57
HA-150752	Wheel Disc—Chrome	1936 Terraplane	3.00	3.00	1.95
HA-150753	Wheel Disc—Chrome	1936 Hudson 6	3.00	3.00	1.95
HA-150754	Wheel Disc—Chrome	1936 Hudson 8	3.00	3.00	1.95
HA-118704	Windshield Warmer	All Models	2.00	2.00	1.30
HA-152625	Windshield Defroster—Heater Attachments	1936 Hudson and Terraplane	3.00	2.75	1.75
	Lots of 12 or More				
HA-115892	Windshield Defroster—Heater Attachments	1935 and before Hudson and Terraplane	3.00	2.75	1.75
HA-122529	Windshield Wiper Blade Guide Sleeve	1934, 1935 and 1936 Hudson and Terraplane		.15	.10

\* Interchangeable on previous years' cars.

Prices subject to change without notice



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

7

Number

12/2/36

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**FENDER  
LAMPS**

At the beginning of the 1937 season, we announced a new design Fender Lamp, chromium finished, at a list price of \$9.00 per pair complete with wiring.

Our goal was set for 10,000 pairs of lamps for the season, based on our planned production of 150,000 cars. As this means that only one car in fifteen must have Fender Lamps as an Accessory, this goal should be easy to attain. Check over your retail deliveries right now and see if YOU are maintaining this average.

We are now prepared to furnish this same design of lamps primed or painted in colors to match the car on which they are to be installed. This places us all in a better position to reach the figure we have set.

Part numbers and resale schedules are as follows:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-122192	Fender Lamps - Pair - (Chrome)	\$0.00	\$5.85
HA-124004	Fender Lamps - Pair - (Prime)	3.20	
HA-124004	Fender Lamps - Pair - (Colors)	9.00	5.85

You will find car owners who will prefer colored Fender Lamps to match the headlamps, rather than the chromium, so place your order now for an initial stock.

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS  
AS BULLETIN NO. 5)



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

8

Number

12/7/36

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**TEMPORARY  
SHORTAGE  
DEFROSTERS**

Circumstances beyond our control have brought about a temporary shortage condition of 1937 Defrosters which has become extremely serious. We have done everything humanly possible to get material to make up the Defroster Kit, but broken dies and labor difficulties at the source have all militated against our getting the necessary parts.

We suggest that during this period you concentrate on the merchandising of Electric Fans for defrosting. Both the metal blade fan, Part No. 118734, and the Rubber Blade Fan, Part No. 122738, will do a good job of removing condensation and, with the heater running, will remove sleet and snow from the driver's side of the windshield.

There seems to be some thought that the DeLuxe and Custom Model Heaters are not complete without the Defroster Attachment. This is not the case, as a purchaser is getting value received at the list price of these models even if no mention is made of the Defroster feature. The side outlet which provides heat for the driver's feet and improved circulation of hot air in the car is sufficient to show the superiority of these models over the old conventional type Hot Water Heaters.

While we will supply Defrosters just as quickly as possible, we believe it is to your own best interest to push fans during this time when Defrosters are, of necessity, on shortage.

For your convenience part numbers and resale schedules on both fans are given below:

<b>Part No.</b>	<b><u>Description</u></b>	<b><u>List Price</u></b>	<b><u>Dealer Net</u></b>
118734	Fan - Electric - Metal Blade	\$4.25	\$2.76
122738	Fan - Electric - Rubber Blade	5.95	3.37

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE  
DEALERS AS BULLETIN NO. 6)

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

11

Number

12-15-36

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**SAFETY  
SWINGING  
STOP  
LIGHT  
MOUNTING  
BRACKET**

A new Safety Swinging Stop Light Mounting Bracket, Part No. HA-123563, is now available for use on 1937 model cars, which permits the installation of the light on the right rear fender in place of the right hand tail light.

The Stop Light mounted in this manner has the appearance of being an integral part of the car and balances with the tail light on the left rear fender, thus eliminating the usual awkward appearance which accompanies the installation of accessories of this type.

We suggest that you order brackets for your present stock of stop lights so that you will be prepared to make installation on 1937 cars.

Realizing that this light attracts a great deal of public attention, many Dealers and Distributors have made a practice of equipping all of their demonstrator with them. Naturally it is good business to capitalize on any method by which you may attract attention to our cars on the highway.

Also, customers do not appreciate the real value of this light unless they see its actual operation. We suggest that you keep at least one demonstrator equipped with a Safety Swinging Stop Light as a means of stimulating sales of this item, and at the same time attract attention to our cars on the highway.

Part numbers and resale schedules are as follows:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-123562	Safety Swinging Stop Light and Fender Mounting Bracket Complete	\$8.50	\$5.95
HA-123563	Safety Swinging Stop Light Fender Mounting Bracket	1.00	.65

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

(THIS BULLETIN IN REVISED FORM IS BEING MAILED TO ASSOCIATE DEALERS  
AS BULLETIN NO. 9)



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

12

Number

12/29/36

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

HEATERS  
ARE AN  
ALL-YEAR  
ACCESSORY  
ITEM

THE HEATER  
SEASON HAS  
REALLY  
JUST BEGUN

HEATERS  
ARE NEEDED  
MANY TIMES  
DURING  
EVERY  
MONTH OF  
THE YEAR

At the beginning of our Heater Merchandising for the 1937 selling program we emphasized the fact that heaters are not a seasonal item nor should they be looked upon as such by the field selling organization. The fact that, our dashes are equipped with knock-out plugs and our instrument panels slotted for defrosters, creates 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.

We should drill harder than ever on heaters at this time. Just because we are nearing the first of January, 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. Due to the type of winter we have had, without doubt, we are in for some heavy weather through January, February and March.

January, February and March 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 follow right through with our heater efforts continuously.

In addition to other advantages, we have the defroster feature as a sales point. Frosty mornings, freezing rains and condensation inside the car all create a market for defrosters. The recent change in tubing construction makes this unit even more efficient than before.

The installation of a standard heater in your better used cars should increase their saleability. Don't miss this outlet.

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

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

GENERAL ACCESSORY POLICIES  
AND INFORMATION  
1937 BULLETIN SERIES

13

Number

1/4/37

Date

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS

CHANGE IN  
ACCESSORY  
PRICE LIST

The following prices are effective as of January 1, 1937. Kindly change your records accordingly.

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
153945	Twin Horn Kit (Dash Mounted)	\$ 9.50	\$ 6.18
153946	Twin Horn Kit (Fender Mounted	16.00	10.40

H. J. Hudson  
  
Manager  
Parts-Accessory Merchandising.

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



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

15

Number

1/8/37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**AUTOMOBILE  
THERMOMETER**

A neat, compact, round-dial Thermometer is now offered in our line of Hudson Approved Accessories.

This new, inexpensive item will appeal to all car Owners and promises to be a fast selling Accessory.

Its design is such that it may be fastened to any upholstery panel in the car, although the windshield header board is usually the most desirable location. Two stationary pins attached to the back of the thermometer make this easy installation possible. Likewise, the Thermometer may be quickly removed for use elsewhere -- in the house, in the garage, or out-of-doors.

The dial of the Thermometer matches the other instruments and can be plainly read by all car occupants.

The list price of 50¢ each puts this item well within the reach of every car Owner. They are attractively packaged in a counter display package bearing the emblem of Hudson Approved Accessories.

We feel that this item has a great deal of merit, but it is impossible to so describe it on paper that you can visualize its appearance and possibilities. In order that you may judge for yourself, we suggest that you immediately order a box of Thermometers from your Distributor. You will then be in a position to fill the orders which will result when placing them on display.

Part No.	Name	List Price	Dealer Net
HA-124247	Thermometer - Single retail Box of 10	\$ .50	\$3.30

H. J. Hudson  
Manager  
Parts-Accessory Merchandising.

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

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

17

Number

1-26-37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**ARM RESTS  
FOR 1937  
CARS**

Considerable interest has developed in a combination Arm Rest and Pull-to Handle for the front doors of the 1937 Models.

We are now prepared to furnish such an Accessory, upholstered to match the car in which it is to be installed.

The installation is made direct to the Front Door Trim Panel through holes provided in the Trim Panel Backing Board.

Prices, part numbers, and resale schedules are given below:

Part No.		List Price	Dealer Net
124450	Front Door Arm Rest, Complete, R.H.	\$2.00	\$1.30
124451	Front Door Arm Rest, Complete, L.H.	2.00	1.30

By installing a set of Arm Rests on a car on the show room floor, you will be in a position to demonstrate the convenience of this Accessory to prospective customers.

H. J. Hudson

Manager

Parts-Accessory Merchandising.

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

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

18

Number

1/28/37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**AUXILIARY  
SEAT FOR  
CONVERT-  
IBLE COUPE**

An Auxiliary Seat has been designed for use in the 1937 Convertible Coupe to provide accommodation for a fourth passenger when desired.

This is a comfortably cushioned seat, well constructed and upholstered in genuine leather to match the car in which it is to be used. The back folds down over the cushion when not in use and the base is carpeted to provide frictional contact with the car floor. It is placed in back of the front seat, similar to the position of the Auxiliary Seat in the four-passenger Coupe. There is no installation expense as it is not necessary to bolt the seat in place.

The availability of this seat should make the Convertible Coupe an attractive car to more prospects, and we suggest that you immediately place your order for an Auxiliary Seat, so that it can be placed on display.

When ordering, give color of leather desired -- brown for Models "71" and "72", and blue, green or taupe. for Models "73", "74" and "75".

Part number and price follow:

<u>Part No.</u>	<u>Name</u>	<u>Dealer</u>	<u>Net</u>
		<u>Price</u>	
HA-124367	Auxiliary Seat Complete (For Convertible Coupe)		\$12.00

We have not placed a list price on this equipment, feeling that most Distributors and Dealers would desire to sell it on a close margin to assist in the sale of more Convertible Coupes.

While we will be ready to start shipments in approximately ten days' time, orders should be placed immediately as they will be filled in the sequence in which they are received.

H. J. Hudson

Manager  
Parts-Accessory Merchandising



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

19

Number

1-29-37

Date

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS

Subject: \$14.45 Or \$20.95 Extra Gross Profit On Every Hudson  
Or Terraplane Sale

Every time a Dealer sells and installs one of the new 1937 Hudson Radios in a Hudson or Terraplane car, he makes an extra gross profit of either \$14.45 or \$20.95, according to which Radio model he sells.

This extra-profit Radio business is rightfully business that Hudson and Terraplane Distributors and Dealers should obtain. THEY CREATE IT. Whenever a car is sold--new or used--another prospect is made for a Radio sale.

Last year thousands of these prospects bought their car Radios from Independent Garages, Service Stations, and Accessory Stores. Each of these sales meant an extra profit that some Hudson and Terraplane Distributor or Dealer did NOT get.

There is one reason why the Independent Garages, Service Stations, and Accessory Stores go after Radio business--THERE'S MONEY IN IT. And Hudson and Terraplane Owners form a very important part of their potential market.

Hudson and Terraplane Distributors And Dealers  
Have The Advantage

You have a great advantage over these competitors. You and your salesmen have the first opportunity to sell Radios to your new Hudson and Terraplane Owners--immediately after the sale of a car is closed. And don't forget! YOU HAVE "The only 1937 Radios custom built and individually engineered for the cars you sell".

Your competitors can't match this exclusively engineered Radio. They can't offer a more attractive finance plan than your easy payment plan. You have the promotional material which the Accessory Division gives you to help you sell Radios.

With these selling aids every Hudson and Terraplane Distributor and Dealer should be able to make the sledding very tough for Radio competitors among Hudson and Terraplane Owners.

Use the advantages you have over your competitors to bring these extra profits into your place of business. See that your car salesmen and service salesmen talk Radio at every opportunity. At meetings urge all of your employees to promote Radio business.

(OVER)

Make the best of every opportunity to stir up the interest of customers and prospects in car Radios. Equip demonstrators with Radios. Install a Radio in at least one feature car on your sales room floor. Set up Radios in your Service Department and Lubrication Department so that your customers may see and play them. Use the free trial plan-- additional sales will far more than offset the cost of a few removals.

Use Sales Helps

Cover your entire prospect list with the consumer folder mailing piece. Use the counter card in a prominent display space. Put the Radio folder in every car sold without Radio.

Get your share of this extra profit business.

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

21

Number

2/3/37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**GLARE  
SHIELDS**

All drivers realize the practical convenience and necessity of a Sun Visor. There are times, however, when additional protection is needed when driving in the morning or evening with the sun just above the horizon. Night driving has its hazard of bright headlights.

We are now including in the Accessory line a Glare Shield, which is really a Sun Visor Extension of transparent material, which, while giving clear visibility, eliminates all possibility of glare from the sun or headlights.

Hudson Glare Shields are reasonably priced at \$1.00 each and should find a ready sale to the great majority of car Owners.

For convenience in shipping and stocking, these are packed six to the carton. Part number and resale schedules are given below.

Part No.	Name	List Price	Dealer Net
HA-124449	Glare Shield	\$1.00	\$ .65

In order that Distributors might have an opportunity to inspect this now Accessory and to take care of. Dealer requirements, we are making immediate shipment of one carton of six Glare Shields to each Distributor. A Glare Shield clipped to the Visor of your demonstrator and show room cars will bring quick results from prospects.

Place your order for an initial stock with your Distributor today.

**ADDITION  
TO  
ACCES-  
SORY  
PRICE  
LIST**

Please add the following prices to your Accessory Price List:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-122994	Seat Cover - For Auxiliary Seat, Four-Passenger Coupe - Matting With Cloth Sides - Pattern No. 1	\$3.00	\$1.95
HA-122996	Seat Cover - For Auxiliary Seat, Four-Passenger Coupe - All Matting - Pattern No. 1	3.50	2.28
HA-122995	Seat Cover - For Auxiliary Seat, Four-Passenger Coupe - Matting With Cloth Sides - Pattern No. 2	3.00	1.95
HA-122997	Seat Cover - For Auxiliary Seat, Four-Passenger Coupe - All Matting - Pattern No. 2	3.50	2.28

H. J. Hudson  
Manager  
Parts-Accessory Merchandising.

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



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

22

Number  
2/3/37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

"NO BACK"  
OR "HILL  
HOLD"  
AS AN  
ACCESSORY

Because of the fast growing popularity of Hill Hold, we are receiving numerous requests from our Distributors and Dealers that we make a Hill Hold Kit available for Field installation. This kit is now available.

We have every confidence that our Dealers will follow the set of instructions which are in each kit. Fittings must be properly attached and care exercised to see that they are tight. Careless application of the various Hill Hold Kit parts might result in poor operation of the braking mechanism. Our installation instructions are thorough and complete and should be followed in the order in which they are set up.

With the availability of Hill Hold as a Field installation, we should start a sales program at each Dealer point which involves a discussion of the subject with retail salesmen at every meeting. This effort should lend itself to getting more orders for Hill Hold at the time of car sale, and we should strive to place more orders with Distributors for Hill Hold to be installed as an option at the Factory.

Simultaneously with this effort, the men in the Service Departments should begin talking to customers about having Hill Hold installed en cars which have been sold without this very satisfactory safety device.

Part No.	Name	List Price	Dealer Net
HA-154956	Hill Hold Kit - (Terraplanes and Commercial Cars)	\$10.00	\$6.50
HA-154957	Hill Hold Kit - (All Hudsons)	10.00	6.50

Please place orders with Distributors at once so we may make them quickly available for Field installation.

The time required to complete each unit is approximately three hours.

H. J. Hudson

Manager  
Parts-Accessory Merchandising.

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

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

29

Number  
4/30/37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**CLOCKS  
WILL GIVE  
YOU THE  
TIME**

Have you the time?

Maybe you haven't time to read this bulletin -- Look at your clock or watch and see how much spare time you have right now -- Maybe your late for a demonstration, for lunch or some other appointment.

How about your customers -- have they the time? -- Yes, we mean the time of day placed conveniently before them whenever they are riding or driving in their cars. If not, they are prospects for a Hudson Mirror Clock or Hudson Electric Locker Box Door Clock and both are mighty fine time pieces.

Now's the time to check every car coming into your Service Department -- How many have clocks? You'll probably be surprised to find how many cars are without one.

Let's cash in on this opportunity. Clocks are a profitable Accessory item and one which is really appreciated by motorists.

Don't forget your new car buyers. Sell a clock with each new car sale.

"THIS IS A FINE TIME TO SELL TIME"

For your convenience when ordering, Part Numbers and Resale schedules are as follows:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Price</u>
HA-121608	Locker Box Door Clock-Black Face	12.50	8.13
HA-124595	Locker Box Door Clock-Brown Face	12.50	8.13
HA-111629	Clock--Mirror--30 Hour	4.50	2.95
HA-114659	Clock--Mirror--8 Day	12.00	7.80

H. J. Hudson  
Manager  
Parts-Accessory Merchandising

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

# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

32

 Number  
6/8/37

Date

Effective October 1st

**SUBJECT**

TO ALL MASTER DEALERS

**NEW SIZE  
DISPLAY  
BOX  
INITIAL  
SETS**

Since the introduction of the Personalized Initial Set, we have had a number of requests for a small assortment. Some Dealers feel that a 25 car assortment is too heavy an inventory for their requirements and we have, therefore, arranged to have a box made up carrying an assortment sufficient for 10 cars. We believe that the addition of this box will fill the need of the smaller Dealer.

Part numbers and resale schedule follow!

<u>Part No.</u>	<u>Dealer Net</u>
124707 Initial display box - 60 assorted initials, 10 pairs mounting plates per box.	\$12.50

As a complete set of personalized initials for one car lists at \$2.50 you can readily appreciate the profit possibility involved.

Dealers can secure individual sets from their Distributors in accordance with the following resale schedule.

<u>Part No.</u>	<u>Dealer Net</u>
124443 Initial only - each	.20
Lots of 12 assorted	.18
124444 Mounting plates - specify right or left - each	.20
Lots of 12 assorted	.18

The response already indicates that the initial sets are meeting the approval of car owners wherever an effort has been made to sell them. Secure your box today. Put a set on your demonstrators and sales will follow as a natural result.

H. J. Hudson  
Manager  
Parts-Accessory Merchandising

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



# GENERAL ACCESSORY POLICIES AND INFORMATION

## 1937 BULLETIN SERIES

33

Number

6/8/37

Date

Effective October 1st

SUBJECT

TO ALL MASTER DEALERS

Our program for the 1938 heater season is being formulated and will be announced to you very shortly although the 1938 line of heaters will not be ready for delivery until September 1st. A number of changes and improvements have been made which will give us higher defroster efficiency as well as better over-all heat out-put.

Between now and the time that the new models are available we suggest that you concentrate on the Standard and Deluxe models. Because of price, these models should be easier to sell during the warm weather. We have an adequate stock of both Standard and Deluxe to meet all requirements until new models are available, but our stock of Customs is very limited.

Let's not wait for the new models. Keep on selling and installing heaters right now and all through the summer. More than ever heaters are an all summer accessory, but in order that we all may be ready for the new models with a balanced stock, let's concentrate on the Standard and Deluxe models.

- - - - -

Effective June 15, 1937, the following price changes will be made:-

PART NO.		List	Dealer
			<u>Net</u>
124247	Thermometer	.39	.25

These are packed 10 per box.

H. J. Hudson,  
Manager  
Parts-Accessory Merchandising.

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