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TO ALL DEALERS:

Subject: List Prices and Policies for New Series 1937 Cars

The following models and body types will be available in 1937 - -

Model 70 Commercial Oars 117" Wheelbase

Utility Coach
Utility Coupe Pickup
Cab Pickup
Cab and Chassis
Panel-Delivery
Station Wagon
Chassis

Model 71 DeLuxe Terraplane 117" Wheelbase
Model 72 Super Terraplane 117" Wheelbase
Model 73 Hudson Custom 6 122" Wheelbase
Model 74 Hudson DeLuxe 8 122" Wheelbase
Model 75 Hudson Custom 8 122" Wheelbase

Brougham (For Touring Brougham specify Trunk Option Z)
Sedan (For Touring Sedan specify Trunk Option Z)
3-Passenger Coupe
Victoria Coupe
Convertible Coupe
Convertible Brougham
Business Coupe (On Models 71-73 only)
Chassis

Model 76 Hudson DeLuxe 8 129" Wheelbase
Model 77 Hudson Custom 8 129" Wheelbase

Sedan (For Touring Sedan specify Trunk Option Z)
Chassis

(OVER)
<table>
<thead>
<tr>
<th>Models</th>
<th>Brougham</th>
<th>Touring</th>
<th>Brougham</th>
<th>Sedan</th>
<th>Touring</th>
<th>Victoria</th>
<th>3-Pass.</th>
<th>Business</th>
</tr>
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<tbody>
<tr>
<td>&quot;71&quot; DeLuxe Series 117&quot; W.B.</td>
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<td>52.80</td>
<td>52.80</td>
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<tr>
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<td>17.50</td>
<td>17.50</td>
<td>17.50</td>
<td>17.50</td>
<td>17.50</td>
<td>17.50</td>
<td>- -</td>
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<td>25.75</td>
<td>24.90</td>
<td>24.00</td>
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</table>
### HUDSON 6 CUSTOM 122" W.B.

**Models**
- "73" Custom Series
- Hudson Six
- 122" W.B.

**List Price**
- Touring Brougham: $740.00
- Brougham Sedan: $790.00
- Touring Victoria: $815.00
- 3-Pass. Victoria: $765.00
- Business Coupe: $720.00
- 3-Pass. Coupe: $695.00

**Standard Equipment**
- Package "A": $53.30
- Package "B": $17.50

**Delivery Charge**
- $26.25

### HUDSON 8 DELUXE 122" W.B.

**Models**
- "74" DeLuxe Series
- Hudson Eight
- 122" W.B.

**List Price**
- Touring Brougham: $800.00
- Brougham Sedan: $840.00
- Touring Victoria: $865.00
- 3-Pass. Victoria: $820.00
- Business Coupe: $770.00
- 3-Pass. Coupe: --

**Standard Equipment**
- Package "A": $60.30
- Package "B": $17.50

**Delivery Charge**
- $27.55

---
<table>
<thead>
<tr>
<th>Models</th>
<th>Brougham Touring</th>
<th>Brougham Sedan</th>
<th>Sedan Touring</th>
<th>Sedan Victoria</th>
<th>Coupe 3-Pass.</th>
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<tbody>
<tr>
<td>&quot;75&quot; Custom</td>
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<tr>
<td>Hudson 8</td>
<td></td>
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<td>122&quot; W.B.</td>
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| List Price | $895.00 | $920.00 | $940.00 | $965.00 | $905.00 | $855.00 |

| Standard Equipment Package "A" | 60.30 | 60.30 | 60.30 | 60.30 | 60.30 | 60.30 |

| Package "B" | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 | 10.00 |

| Delivery Charge | 29.70 | 29.70 | 30.70 | 30.70 | 29.40 | 28.30 |

| "76" DeLuxe Series |                  |                 |              |               |             |
| Hudson Eight     |                  |                 |              |               |             |
| 129" W.B.        |                  |                 |              |               |             |

| List Price | $865.00 | 890  |

| Standard Equipment Package "A" | 60.30 | 60.30 |

| Package "B" | 17.50 | 17.50 |

| Delivery Charge | 29.80 | 29.80 |
### Hudson Motor Car Company

#### Sales Department Bulletin

**1937 Series**

**Form 8642**

<table>
<thead>
<tr>
<th>Models</th>
<th>Touring Sedan</th>
<th>Touring Sedan</th>
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<tr>
<td>&quot;77&quot; Custom Series</td>
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<tr>
<td>Hudson 8 129&quot; W.B.</td>
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**List Price**

<table>
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<th>List Price</th>
<th>Delivery Charge</th>
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<tr>
<td>Standard Equipment</td>
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<td>31.40</td>
</tr>
<tr>
<td>Package &quot;A&quot;</td>
<td>60.30</td>
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</tr>
<tr>
<td>Package &quot;B&quot;</td>
<td>10.00</td>
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</tr>
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</table>

**NET**

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<th>NET</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>$990.00</td>
<td>31.40</td>
</tr>
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</table>

Package "A" will be shipped with all cars and will include the following:

- Bumpers, Front and Rear
- Bumper Guards, Front and Rear
- One Scare Tire and Tube Radiator Ornament
- Extra Windshield Wiper
- Heavy Duty Stabilizer
- Spring Covers (Except on Terraplane DeLuxe Models)

Package "B" will be shipped with all cars except DeLuxe Terraplane and Terraplane Commercial Cars and will consist of the following:

- On Super Terraplane
  - Hudson Custom Six and
  - Hudson DeLuxe Models:

- Custom Steering
- Wheel Extra
- Horn

- On Custom Eight Models:
  - DeLuxe Electric Clock in Locker Box Door

Both "A" and "B" Packages should be figured into the delivered prices of Models 72, 73, 74, 75, 76 and 77.

(Over)
LIST PRICES
COMMERCIAL
CARS
117" W.B.

"70"
Commercial
Cars
117" W.B.

<table>
<thead>
<tr>
<th>Models</th>
<th>Utility Coach</th>
<th>Cab Pickup</th>
<th>Cab and Chassis</th>
<th>Panel Delivery</th>
<th>Station Wagon</th>
<th>Chassis</th>
</tr>
</thead>
<tbody>
<tr>
<td>List Price</td>
<td>$590.00</td>
<td>$570.00</td>
<td>$540.00</td>
<td>$695.00</td>
<td>$775.00</td>
<td>$440.00</td>
</tr>
<tr>
<td>Package &quot;A&quot;</td>
<td>41.50</td>
<td>39.00</td>
<td>39.00</td>
<td>41.50</td>
<td>39.00</td>
<td>36.00</td>
</tr>
</tbody>
</table>

NET

Delivery
Charge 16.40  16.10  15.60  18.00  19.25  14.25

Standard Equipment Package "A" includes the following:

STANDARD PACKAGE
COMMERCIAL CARS

- On Cab with Chassis
  - Cab Pickup
  - Station Wagon

- Front Bumpers and Bumper Guards
- Tire and Tube
- Tire Lock
- Radiator Ornament
- Extra Windshield Wiper
- Tire Lock

- On Utility Coach and Panel Delivery

- Bumpers and Bumper Guards - Front and Rear
- Tire and Tube
- Tire Lock
- Radiator Ornament
- Extra Windshield Wiper

ON CHASSIS

Same equipment as above except Windshield Wiper
CAR DISCOUNTS: (SUBJECT TO ALL CONDITIONS, ETC., AS OUTLINED IN APPENDIX NO. 2 OF THE SALES AGREEMENT)

QUOTED FROM APPENDIX NO. 2
---

2. (a) Master Dealer's purchases of to Master Dealer:

- Discounts applying on all Terraplane models 24%
- Discounts applying on all Hudson Six models 24%
- Discounts applying on all Hudson Eight models 25%

(b) Manufacturer, in its Sales Agreement with Distributor, has agreed that, subject to the conditions stated below, it will allow and pay, or cause to be paid, to Master Dealer the equivalent of certain extra retail sale discounts from Manufacturer's list price of automobiles and chassis at time of shipment, based on the quantity of new 1937 model Terraplane and Hudson automobiles and chassis sold at retail by Master Dealer during the period from October 1, 1936 to September 30, 1937, inclusive, in accordance with the following schedules; the extra retail sale discount percentage set opposite each quantity bracket to be applicable not only to the number of automobiles covered by that bracket but also to the number of automobiles covered by each of the preceding brackets; each successive percentage superseding all preceding percentages; this being in accordance with the usual so-called retroactive arrangement.

SUPER TERRAPLANE SCHEDULE

<table>
<thead>
<tr>
<th>Quantity Bracket</th>
<th>Extra Retail Sale Discount</th>
<th>*Resulting Combined Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 8 automobiles</td>
<td>None</td>
<td>24%</td>
</tr>
<tr>
<td>9 to 20 automobiles</td>
<td>1/2 of 1%</td>
<td>24-1/2%</td>
</tr>
<tr>
<td>21 to 45 automobiles</td>
<td>1%</td>
<td>25%</td>
</tr>
<tr>
<td>46 to 75 automobiles</td>
<td>1-1/2%</td>
<td>25-1/2%</td>
</tr>
<tr>
<td>76 to 200 automobiles</td>
<td>2%</td>
<td>26%</td>
</tr>
<tr>
<td>201 to 400 automobiles</td>
<td>2-1/2%</td>
<td>26-1/2%</td>
</tr>
<tr>
<td>401 or more</td>
<td>3%</td>
<td>27%</td>
</tr>
</tbody>
</table>

(OVER)
### HUDSON SIXES AND EIGHTS (COMBINED) SCHEDULE

<table>
<thead>
<tr>
<th>Quantity Bracket</th>
<th>Extra Retail Sale Discount</th>
<th>*Hudson Six Resulting Combined Discount</th>
<th>*Hudson Eight Resulting Combined Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 10 automobiles</td>
<td>None</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>11 to 25 automobiles</td>
<td>1/2 of 1%</td>
<td>24-1/2$</td>
<td>25-1/2%</td>
</tr>
<tr>
<td>26 to 55 automobiles</td>
<td>1%</td>
<td>25%</td>
<td>26%</td>
</tr>
<tr>
<td>56 to 95 automobiles</td>
<td>1-1/24%</td>
<td>25-1/2%</td>
<td>26-1/2%</td>
</tr>
<tr>
<td>96 to 250 automobiles</td>
<td>2%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>251 to 500 automobiles</td>
<td>2-1/2%</td>
<td>26-1/2%</td>
<td>27-1/2%</td>
</tr>
<tr>
<td>501 or more</td>
<td>3%</td>
<td>27%</td>
<td>28%</td>
</tr>
</tbody>
</table>

No such discounts shall be allowed on DeLuxe Terraplane automobiles nor on Terraplane commercial cars.

*(These columns show the combination total discount under each bracket, being the basic discount under sub-paragraph (a) above, plus the extra retail sale discount.)*

In its said agreement with Distributor, Manufacturer has agreed to pay, or cause to be paid, to Master Dealer the applicable total amount of the extra retail sale discounts provided for above in this sub-paragraph (b) within 30 days after September 30, 1937; subject, however, to the condition that such discounts shall be allowed and payment thereof made only provided Master Dealer's Sales Agreement with Distributor shall not have been terminated prior to that date (unless terminated under sub-paragraph (e) of Section 6 of the main agreement thereof), and only provided sales reports covering said automobiles and chassis (on forms to be furnished by Manufacturer) are received by Manufacturer within 5 days after the dates of the respective retail deliveries. Distributor agrees that he will promptly turn over to Master Dealer any such payment or check for same to which Master Dealer is thus entitled, which is received by Distributor for that purpose from Manufacturer.

### STANDARD PACKAGE AND OPTION DISCOUNT

On all Standard Packages and extra cost options quoted at list price (except Radio) the discount is:

**Dealer**  
25%

Radios will be installed as an extra priced option on any model at the prices established in attached option price list.
The established handling charge to be added by distributor or dealer to cover unloading, pre-delivery inspection and preparation for delivery is --

- On Terraplanes: $15.00
- On Hudson Sixes: 18.00
- On Hudson DeLuxe Eights: 20.00
- On Hudson Custom Eights: 25.00

The advertising charge on all cars will be $15.00 net, all of which has been included in the suggested delivered prices.

The charge for transportation to be placed in the delivered price is the actual cost of transportation plus a ten per cent markup (minimum mark-up to be $5.00.)

Federal Taxes will not be billed as a separate item on 1937 models.

Federal Excise Taxes are the responsibility of the manufacturer and will be paid by us in accordance with regulations of the Revenue Act.

It will therefore be unnecessary to provide for such taxes in your billings of either cars or optional equipment.

In cases of sale to Government sub-divisions and others exempt from payment of Federal Tax, you will be notified in a separate bulletin of proper method for handling.

Each model and body type will carry an established factory delivery charge in the factory billing according to the attached schedule (see Page 10.)

This factory delivery charge will be included in the billing of each car shipped and will not be increased for additional optional equipment. Cars ordered for owner delivery from the factory will carry an additional charge of $8.50 net for owner delivery.

$5.00 will be billed on each car shipped to cover a New Car Retail Delivery Report.

When each car is sold at retail and the New Car Retail Delivery Report properly filled in is returned to the distributor, and in turn by the distributor to the factory, the $5.00 charge will be credited.

The procedure on the New Car Retail Delivery Report follows the same method as used in 1936 and outlined in Bulletin 36-5083, dated 11/14/36.

(OVER)
DELIVERY CHARGE SCHEDULE: (These delivery charges do not change when options are added to any model.)

<table>
<thead>
<tr>
<th>Model 71 Terr. DeLuxe</th>
<th>Model 72 Super Terr.</th>
<th>MODEL 73 Hudson 6 Custom</th>
<th>Model 74 Hudson 8 DeLuxe</th>
<th>Model 75 Hudson 8 Custom</th>
<th>Model 76 Hudson 8 DeLuxe</th>
<th>Model 77 Hudson 8 Custom</th>
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|                      |                      |                         |                         |                         |                         |                         |

|                      |                      |                         |                         |                         |                         |                         |
|                      |                      |                         |                         |                         |                         |                         |

N E T

| Brougham               | $22.60               | $24.70                  | $26.25                  | $27.55                  | $29.70                  | $                       | $                       |
| Touring Brougham       | 22.6                 | 24.7                    | 26.25                   | 27.55                   | 29.7                    | $                       | $                       |
| Sedan                  | 23.75                | 25.75                   | 27.4                    | 28.45                   | 30.7                    | 29.2                    | 31.4                   |
| Touring Sedan          | 23.75                | 25.75                   | 27.4                    | 28.45                   | 30.7                    | 29.2                    | 31.4                   |
| 3-Pass. Coupe          | 21.9                 | 24                      | 25.35                   | 26.4                    | 28.3                    |                         |                         |
| Victoria Coupe         | 22.9                 | 24.9                    | 26.35                   | 27.55                   | 29.4                    |                         |                         |
| Business Coupe         | 21.6                 | -                       | 24.75                   | -                       | -                       |                         |                         |

MODEL "70" Cab and Chassis | Cab Pickup | Utility Coach | Panel Delivery | Station Wagon | Chassis

| $15.10 | $16.10 | $16.40 | $18.00 | $19.25 | $14.25 |

These charges have been shown under each model and body type under List Price and package.
### Symbol

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<th>Symbol</th>
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<td></td>
<td>E</td>
<td>Rear Mount</td>
</tr>
<tr>
<td></td>
<td>D</td>
<td>Single Side Mount</td>
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<tr>
<td></td>
<td>A</td>
<td>Double Side Mount</td>
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<tr>
<td></td>
<td>X</td>
<td>15 x 7.00 Tires, Rear Mount Only</td>
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<td>H</td>
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<td>Ocean Blue (Medium)</td>
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<td>Spruce Green (Medium)</td>
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<td>Harvest Tan (Light)</td>
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<td>Twilight Gray (Light)</td>
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<td></td>
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</tr>
<tr>
<td></td>
<td>Y</td>
<td>Custom Steering Wheel</td>
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<tr>
<td></td>
<td>J</td>
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<td></td>
<td>O</td>
<td>Lacquered Fenders-</td>
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<tr>
<td></td>
<td>L</td>
<td>5-Tube Single Unit Radio (Lower Price)</td>
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<td>EE</td>
<td>6-Tube Double Unit Radio (Higher Price)</td>
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<td>Z</td>
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<td>F</td>
<td>Oil Bath Air Cleaner</td>
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<td>T</td>
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<td>CC</td>
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<td>Selective Automatic Shift</td>
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<td></td>
<td>SS</td>
<td>Super Power Dome</td>
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<td>Rear Wheel Shield</td>
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<td>U</td>
<td>White Sidewall Tires</td>
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<tr>
<td></td>
<td>C</td>
<td>Extra Sun Visor</td>
</tr>
<tr>
<td></td>
<td>DD</td>
<td>Heavy Duty Tires</td>
</tr>
<tr>
<td></td>
<td>JJ</td>
<td>Twin Air Horns (Inside)</td>
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<tr>
<td></td>
<td>BB</td>
<td>Twin Air Horns (Outside)</td>
</tr>
<tr>
<td></td>
<td>FF</td>
<td>Fender Lamps</td>
</tr>
<tr>
<td></td>
<td>HH</td>
<td>Chrome Wheel Discs</td>
</tr>
<tr>
<td></td>
<td>NN</td>
<td>Chrome Wheel Rings</td>
</tr>
<tr>
<td></td>
<td>QQ</td>
<td>Hydraulic Hill Hold</td>
</tr>
<tr>
<td></td>
<td>WW</td>
<td>Vacuum Booster Pump</td>
</tr>
</tbody>
</table>

(OVER)
Rear Mounted Tires (Option E) are standard on all models except Commercial cars.

Commercial models carry single fender well mount on all but Utility Coupe which has spare tire mounted inside vertically at rear of the seat.

Single Side Mount (Option D) is available on all models at extra cost (except commercials, where it is standard.)

Double Side Mount (Option A) is available on all models at extra cost,

15 x 7.00 tires (Option X) mounted on special wheels are available at extra cost on all models (except commercials.) The large ‘Ares are not available for fender well mounts.

### WHEEL AND TIRE OPTIONS - WITHOUT AND WITH TRUNKS (OPTION Z)

<table>
<thead>
<tr>
<th>Models 71-72</th>
<th>Model 73</th>
<th>Models 74-75-76-77</th>
</tr>
</thead>
<tbody>
<tr>
<td>Option E Standard Rear Mount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Without Trunk</td>
<td>With Trunk</td>
<td>Without Trunk</td>
</tr>
<tr>
<td>Option D Single Fender Well Mount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>$17.00</td>
<td>$34.50</td>
<td>$17.00</td>
</tr>
<tr>
<td>Option A Double Fender Well Mount</td>
<td></td>
<td></td>
</tr>
<tr>
<td>53.00</td>
<td>68.00</td>
<td>53.00</td>
</tr>
</tbody>
</table>

| Option X 15 x 7.00 Tires Rear Mount Only | | |
| Models 74 & 76 | Models 75 & 77 |
| Option X and U 15 x 7.00 Tires White Sidewall | | |
| | |
| Option U Standard Tires White Sidewall | | |
| Models 74-75-76-77 |
| 5 Tires-6 Tires 5 Tires-6 Tires 5 Tires-6 Tires | |
| Option DD Heavy Duty 6-Ply Tires | | |
| | |
| PRICES TO BE SUPPLIED BY DISTRIBUTOR | |

For all options, prices are to be supplied by the distributor.
Following are the colors available -

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
<th>Replacement Color</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>K</td>
<td>Black</td>
<td>1936 Hudson Blue</td>
<td>Dark</td>
</tr>
<tr>
<td>H</td>
<td>Midnight Blue</td>
<td>1936 Lake Maroon</td>
<td>Dark</td>
</tr>
<tr>
<td>M</td>
<td>Royal Maroon</td>
<td>1936 Glacier Blue</td>
<td>Medium</td>
</tr>
<tr>
<td>B</td>
<td>Ocean Blue</td>
<td>1936 Montana Green</td>
<td>Medium</td>
</tr>
<tr>
<td>S</td>
<td>Spruce Green</td>
<td>1936 Tuscan Tan</td>
<td>Medium</td>
</tr>
<tr>
<td>N</td>
<td>Acorn Tan</td>
<td>1936 Tuscan Tan</td>
<td>Medium</td>
</tr>
<tr>
<td>G</td>
<td>Gun Metal Gray</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>Peacock Green</td>
<td>1936 Sage Green</td>
<td>Light</td>
</tr>
<tr>
<td>P</td>
<td>Harvest Tan</td>
<td>1936 Pepper Tan</td>
<td>Light</td>
</tr>
<tr>
<td>Q</td>
<td>Twilight Gray</td>
<td>1936 Neptune Gray</td>
<td>Light</td>
</tr>
</tbody>
</table>

The following colors are standard on all models except Convertibles and Commercial Cars:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
<th>Replacement Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>K</td>
<td>Black</td>
<td>B Ocean Blue</td>
</tr>
<tr>
<td>H</td>
<td>Midnight Blue</td>
<td>S Spruce Green</td>
</tr>
<tr>
<td>M</td>
<td>Royal Maroon</td>
<td>N Acorn Tan</td>
</tr>
<tr>
<td>G</td>
<td>Gun Metal Gray</td>
<td></td>
</tr>
</tbody>
</table>

The following colors are available at extra cost on all body types except convertibles:

- V Peacock Green at $10.00 List for Body
- P Harvest Tan at $10.00 List for Body
- Q Twilight Gray at $10.00 List for Body
- Mandalay Ivory at $340.00 List for Body and Fenders
- Green Gold for Body and Fenders

The following colors are Standard on Convertibles:

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Color Name</th>
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</thead>
<tbody>
<tr>
<td>K</td>
<td>Black</td>
</tr>
<tr>
<td>M</td>
<td>Royal Maroon</td>
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<tr>
<td>B</td>
<td>Ocean Blue</td>
</tr>
<tr>
<td>S</td>
<td>Spruce Green</td>
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<tr>
<td>N</td>
<td>Acorn Tan</td>
</tr>
<tr>
<td>G</td>
<td>Gun Metal Gray</td>
</tr>
<tr>
<td>V</td>
<td>Peacock Green</td>
</tr>
<tr>
<td>P</td>
<td>Harvest Tan</td>
</tr>
<tr>
<td>Q</td>
<td>Twilight Gray</td>
</tr>
</tbody>
</table>

and the following colors are available on Convertibles at extra price:

- Mandalay Ivory at $40.00 List
- Green Gold for Body and Fenders

(OVER)
COLORS (Continued)

The following colors are standard on commercial cars (except Station Wagon):

F Midnight Blue  
S Spruce Green  
N Acorn Tan

All other production colors will be supplied on special order at extra cost.

Station Wagon is supplied only in Option N Acorn Tan.
flat cloth is standard upholstery in all models (except Convertibles, Cab
Pickups, Station Wagons and Panel Deliveries) as follows:

In Models 71 and 72 (and Utility Coach Model 70) Standard cloth is Boucle.

In Models 73, 74 and 76

Standard cloth is Twist.

In Models 75 and 77

Standard cloth is Nobby Twist.

Mohair (Option W) is available at no extra charge on all models and body types
where flat cloth is supplied as standard, except Utility Coach, where it is supplied at
$10.00 list extra. Information on Utility Coupe Pickup and Business Coupe to be
supplied later.

Leather upholstery is standard on Convertible Coupes and Convertible
Broughams, Cab Pickups, Panel Deliveries and Station Wagons and is available at
extra price (Option AA) on all other models. Leather upholstery prices to be
supplied later.
Option Y  
Custom Steering Wheel

Standard on Models 75 and 77 and standard at extra price (included in package) in models 72, 73, 74 and 76 and available as an option at $11.50 List on Models 70 and 71.

Option J  
Safety Glass

Safety glass in windshield and ventilating wings is standard in all models and available in all other windows at extra price (Option J.)

SAFETY GLASS
NET PRICES

<table>
<thead>
<tr>
<th>Model</th>
<th>71</th>
<th>72-73-74-75</th>
<th>76-77</th>
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</thead>
<tbody>
<tr>
<td>Brougham</td>
<td>$11.00</td>
<td>$10.00</td>
<td>$--</td>
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<tr>
<td>Sedan</td>
<td>12.00</td>
<td>11.00</td>
<td>13.00</td>
</tr>
<tr>
<td>3-Pass. Coupe</td>
<td>8.25</td>
<td>7.50</td>
<td>--</td>
</tr>
<tr>
<td>Victoria Coupe</td>
<td>8.25</td>
<td>7.50</td>
<td>--</td>
</tr>
<tr>
<td>Business Coupe</td>
<td>8.25</td>
<td>8.25</td>
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</tbody>
</table>

Model "70"

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</thead>
<tbody>
<tr>
<td>$11.00</td>
<td>$8.25</td>
<td>$6.50</td>
<td>$6.50</td>
<td>$3.90</td>
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</tbody>
</table>

Option O  
Lacquered Fenders

Standard equipment on Models 75 and 77. All other models carry black enameled fenders and sheet metal standard. Lacquered fenders to match body color at $10.00 list.

All cars ordered in colors other than Black (Option K) and Midnight Blue (Option H) will be shipped with lacquered fenders (Option O) unless specifically ordered with black fenders.
Options EE and L

Radios

Two radios are available as options:

Option EE 6-Tube Double Unit with Rectifier
Option L 5-Tube Single Unit (Lower Price) with Rectifier

Models 75 and 77 will carry the higher priced radio as standard equipment.

Options EE and L are available in all other models at extra price.

<table>
<thead>
<tr>
<th>R A D I O S</th>
<th>DEALER NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>List</td>
<td>On 70-71</td>
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<tr>
<td><strong>Option EE</strong></td>
<td></td>
</tr>
<tr>
<td>6-Tube Double Unit</td>
<td>$59.95</td>
</tr>
<tr>
<td><strong>Option L</strong></td>
<td></td>
</tr>
<tr>
<td>5-Tube Single Unit</td>
<td>$45.95</td>
</tr>
</tbody>
</table>

Trunks will be available as an extra priced option on all Broughams and Sedans and cars equipped with trunks will be shown in all literature as Touring Broughams or Touring Sedans. For ordering purposes specify Sedan or Brougham with Option Z (as in 1936.)

| TRUNK LIST PRICES - Broughams and Sedans Only | |
| Model 71-72 | Model 73 | Models 74-75-76-77 |
| Option Z | $20.00 | $25.00 | $25.00 |
| Option Z Plus D (Fender Well) | $34.50 | $39.50 | $42.00 |
| Option Z Plus A (Double Fender Well) | $68.00 | $73.00 | $78.00 |

(OVER)
Option F  Oil Bath Air Cleaner"

An Oil Bath Air Cleaner will be available at $2.00 List extra on all models.

Option T  Electric Hand

Electric Hand (Option T) will be available at $22.50 List extra on all models.

Option CC  Automatic Clutch

Automatic Clutch (Option CC) will be available at $15.50 extra on all models.

Option TCC  Selective Automatic Shift

When Electric Hand and Automatic Clutch are combined on a car, they will be known as Selective Automatic Shift, and as a combined unit the list price is $35.00.

Option SS  Super Power Dome

Super Power Dome (Option SS) will be available as an extra priced option on 6-cylinder models only at $10.00 List.

Option R  Rear Wheel Shields

Rear Wheel Shields are available as an extra cost option on all models at $11.00 List.

Option U  White Sidewall Tires

Hits sidewall tires are available on all models and all tire sizes at extra cost. See Wheel and Tire Options.

Option C  Extra Sun Visor

Models 75 and 77 carry double sun visors as standard equipment. All other closed model passenger cars carry one sun visor as standard equipment with the extra sun visor available at extra cost (Option C) at $1.75 List on Models 70 and 71; $2.00 List on Models 72, 73, 74 and 76.
Option DD  Heavy Duty Tires

All cars carry 4-ply tires as standard equipment. Heavy Duty 6-ply tires are available at extra cost. See Wheel and Tire Options.

Option JJ  Twin Air Horns (Inside)

Models 75 and 77 carry twin air horns under the hood as standard equipment. Models 72, 73, 74 and 76 carry one air horn as standard and the twin air horn standard under the hood at extra cost (included in standard package.)

Models 70 and 71 carry one vibrator type horn standard mounted under the hood.

Twin Air Horns mounted under the hood are available Models 70 and 71 at extra cost, as Option JJ", at $8.50 List.

Option BB  Twin Air Horns (Outside)

Twin Air Horns mounted in front outside are available as an extra cost option BB at $13.50 List on Models 70 and 71 and $9.00 List on Models 72, 73, 74, 75, 76 and 77.

Option FF  Fender Lamps

Fender Lamps are available as Option FF on all models at extra cost. List Price $7.00 per pair.

Option RH  Chrome Wheel Discs

Chrome Wheel Discs are standard equipment on Models 75 and 77 (except when ordered with 15 x 7.00 tires) and are available as an extra cost option on all other models (except when ordered with 15 x 7.00 tires.) List Price $8.50 (Per set of 4)
Option NN  Chrome Wheel Rings

Chrome Wheel Rings are available as an extra cost option on all models and wheel sizes. (Note Options HH and NN cannot both be used at same time.) List Price $6.50 (per set of 5)

Option QA  Hydraulic Hill Hold

The Hydraulic Hill Hold is designed to prevent the car from backing when at rest on an incline and is available on all models as an extra cost option. List price $10.00.

Option WW  Vacuum Booster Pump

The Vacuum Booster Pump is provided to supply adequate vacuum at all times to operate the double windshield wipers and is available on all models at an extra cost. List price $3.00.

Extra Seats on Commercial Cars:

Right front seat on Panel Delivery  $15.00 List
Right front seat on Utility Coach  15.00 List
Rear seat on Utility Coach  25.00 List

Masonite Quarter Window inserts for Utility Coach  $ 2.00 List

Metal Tire Cover for Commercial Cars  $ 5.00 List
TO ALL DEALERS:

Our change in method of billing cars, as adopted with the introduction of 1937 models, does not debar us from obtaining credit or refund of federal excise tax on our sales of cars which are sold at retail for the exclusive use of the United States, any state, territory of the United States, or any political subdivision thereof, or the District of Columbia.

Therefore, to pass on to the distributors and dealers any benefits so received, we shall, on receipt of the proper evidence of any such sale, credit the distributor's account with 3/103rds of our total billing (less charge for report card) of each passenger car, the subject of each sale, and 2/102nds of our total billing (less charge for report card) of each commercial vehicle so sold. The distributor will in turn credit the dealer's account.

At this time we take the opportunity to review the requirements under Treasury regulations to evidence the sale as one exempt from manufacturer's excise tax; they are as follows:

(A) The vendor will obtain from the purchaser a written order for the car being purchased, together with an exemption certificate in the form attached hereto (marked "A") and signed by an official of the purchasing government department. The order, and the exemption certificate, together with a copy of the invoice covering the sale, shall be kept on the files of the vendor for a period of four years for inspection by the government.

(B) The dealer, or distributor, who sells the car, in order to obtain credit or refund in respect to each sale will complete the "Affidavit of Ultimate Vendor" (form marked "B" attached) and send same to us, marked "Attention Accounting Department".

Please note particularly that only the "Affidavit of Ultimate Vendor" is to be sent to the factory. The order, the exemption certificate, and copy of invoice are to be kept on the files of the dealer who sells the car.

F. R. FOWLES
ASSISTANT SALESMANAGER
EXEMPTION CERTIFICATE ("A")

(For use by United States, States, Territories, or political subdivisions thereof, or the District of Columbia.)

______ (Date)______, 193______

The undersigned hereby certifies that he is ____________________________ of ________ (Title of Officer) ________ and that he is authorized to execute (United States, State, Territory, or political subdivision, or District of Columbia.) this certificate and that the article or articles specified in the accompanying order, or on the reverse side hereof, are purchased

From ____________________________ for the exclusive use of ____________________________ of ____________________________ (Name of company) (Governmental unit) (United States, State, Territory, or political subdivision.) (or District of Columbia.)

It is understood that the exemption from tax in the case of sales of articles under this exemption certificate to the United States, States, etc. - is limited to the sale of articles purchased for their EXCLUSIVE use, and it is agreed that if articles purchased tax free under this exemption certificate are used otherwise or are sold to employees or others, such fact must be reported to the manufacturer of the article or articles covered by this certificate. It is also understood that the fraudulent use of this certificate to secure exemption will subject the undersigned and all guilty parties to a fine of not more than $10,000, or to imprisonment for not more than five years, or both, together with cost of prosecution.

______________________________ (Signature)

(Title of Officer)

(This form when properly executed to be retained in Dealer's (Vendor's) file.)
AFFIDAVIT OF ULTIMATE VENDOR ("B")

__________________________, being duly sworn, deposes and says:

(Name of Individual) that he is the ________________ of the __________________ or is himself the ultimate

>Title) (Name of Company) vendor of the articles specified below or on the reverse side hereof:

That the articles specified below were purchased by him tax paid and resold for use by his vendee for the non-taxable purposes indicated and not for resale.

That he has in his possession, all of the exemption certificates, properly executed, required by the law and regulations, to cover the sale of the articles specified herein.

That the certificates and supporting data (1) are retained by him, (2) will be preserved for a period of four years, and (3) will, upon request, be forwarded to the manufacturer any time within the period for use in establishing to the satisfaction of internal revenue officers that a refund or credit is justly due.

That he hereby consents to the allowance of a credit or refund to the HUDSON MOTOR CAR COMPANY in the amount of the tax paid by such manufacturer with respect to the sale of such article and that he has not heretofore given his consent to the allowance of a credit or refund to any other manufacturer and has not made application for a refund or credit in respect to such Federal tax from any other source.

The undersigned understands that the fraudulent use of this affidavit to secure credit or refund will subject him and all guilty parties to a fine of not more than $10,000, or to imprisonment of not more than ten years, or both, under section 35 of the Criminal Code of the United States, as amended by Act of Congress approved June 18, 1934 (Public No. 394, Seventy-Third Congress).

NAME _________________________

ADDRESS _______________________

Subscribed and sworn to before me

this __________ day of __________, 19 ___

Notary Public

Manufacturer's Invoice #  Car Serial Number  Date of Sale  Seller's Invoice #  Purpose Or Use

(When the Exemption form has been properly filled in and placed in Dealer's file, this affidavit is to be filled in and forwarded to the factory for credit.)
TO ALL DEALERS:

Due to the fact that the colors "Q" - - Twilight Gray, and "P" - - Harvest Tan, are so nearly alike, and also due to the fact that Option "Q" is the more popular of the two colors, as indicated by orders of Option "Q" running more than two-to-one over Harvest Tan, we are withdrawing the Harvest Tan color at the close of the week of November 16th.

We are releasing a new color, Option "P" - - Desert Tan, effective on shipments in the week starting Monday, November 23rd.

The Desert Tan color will be remembered as the color used so effectively in 1934.

PLEASE NOTE:

ALL ORDERS SPECIFYING OPTION "P" ON CARS FOR SHIPMENT NOVEMBER 23RD AND AFTER, WILL BE SUPPLIED IN DESERT TAN.

F. R. FOWLES
ASSISTANT SALES MANAGER
TO ALL DEALERS:

Following are the list prices on models and body types which were not included in our

<table>
<thead>
<tr>
<th>Model</th>
<th>Utility Coupe Pickup</th>
<th>Convertible Coupe</th>
<th>Convertible Brougham</th>
<th>Chassis</th>
<th>Convertible Coupe</th>
<th>Convertible Brougham</th>
<th>Chassis</th>
<th>Convertible Coupe</th>
<th>Convertible Brougham</th>
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<tbody>
<tr>
<td>List</td>
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<td>&quot;B&quot;</td>
<td>Delivery Charge</td>
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<tr>
<td>70</td>
<td>$ 615 $ 40.50 $ - -</td>
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<td>$16.80</td>
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<tr>
<td>76</td>
<td>640 57.30 6.00</td>
<td></td>
<td>23.10</td>
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</tbody>
</table>

Discounts on these body types are the same as provided in corresponding models for other body types indicated in our Bulletin 37.2

(OVER)
Prices have been released to you on a Model 71 and 73 Business Coupe but no specifications for these have been issued up to this time.

The following items are the principal points where the Business Coupe differs from the 3-Passenger Coupe:

**71 BUSINESS COUPE:**

- Instrument panel and garnish mouldings lacquered (same as Model 70.)
- Tire size -- 16 x 5.50.
- Seat back has no upholstery roll at top.
- Radiator grill velchrome (same as Model 70.)
- Chassis (including front axle) same as Model 70 but will have Heavy Duty Stabilizer.
- Boucle sidewall material used as standard on other 71 models, is used on both seats and sidewalls on the Business Coupe.
- Mohair (Option W) available at extra cost of $5.00 list. (This applies also to Utility Coupe Pickup in mohair)

**73 BUSINESS COUPE:**

- Instrument panel and garnish mouldings lacquered (same as Model 70.)
- Tire size -- 16 x 6.00 (same as other 73 models.) Seat ba'k 'has no upholstery roll at top.
- Boucle sidewall material which is standard on 71 models, will be used for seats and sidewalls.
- Mohair (Option W) same as used in 71 models, is available at extra cost of $5.00 list.
- Model 71 type sliding ventilators in doors.
- No front fender ornaments.
- No stainless steel belt moulding.
- Headlamps (same as Model 71.)
- Single taillamp (same as Model 71.)
- No lock on locker box door.
- Visor (same as Model 71.)
73 BUSINESS COUPE: (Cont'd)

Model 73 type chassis (including front axle) will be used, except engine, which will have --

- Hand choke
- Without automatic heat control
- No thermostat in water line
- No generator regulator
- Single carburetor (same as in Model 71)

OPTIONAL EQUIPMENT:

Leather (Option AA)
Model 70 Utility Coach (including all seats) $18.50

71 Business Coupe Price Later
71 3-Passenger Coupe 18.50
71 Victoria Coupe 24.25

73 Business Coupe Price Later
72-73-74-75 Coupes (except 73 Business Coupe)
3-Passenger Coupe 13.50
Victoria Coupe 19.25

Safety Glass (Option J)
Model 71 Convertible Coupes $6.75
71 Convertible Broughams 8.75

72-73-74-75 Convertible Coupes 6.00
72-73-74-75 Convertible Broughams 8.00

---

F. R. FOWLES
ASSISTANT SALES MANAGER.
TO ALL DEALERS:

The following corrections should be noted on the Price and Option List dated October 5.

COLOR OPTIONS:

Mandalay Ivory and Green Gold are EXTRA COST colors on ALL Convertibles, including Hudson Custom 8 models. (Price $40.00 list for body and fenders).

On Hudson Custom 8 models there is no extra charge for fenders in the following "extra cost colors" where the body is ordered in these colors: Peacock Green, Desert Tan and Twilight Gray.

STANDARD EQUIPMENT:

On back of Price List under heading "Standard Equipment" section, Custom Eight Models, the item "Folding Table Top" should read $25.00.

Under same heading section "Super Terraplane Models" and "Hudson DeLuxe Eight Models" the item "Pull To Door Handle" on front doors should be eliminated, as they are standard only on Hudson Custom Eight models #75 and #77.

F. R. FOWLES
ASSISTANT SALES MANAGER.
TO ALL DEALERS:

The following information concerning Leather - Option AA, and Standard Leather, repeats previous bulletins to some extent but is issued in order to give complete information concerning Leather Upholstery in the form of a single bulletin.

Models 71 and 72 Convertible Coupes and Convertible Broughams are supplied standard, and Utility Coaches and Utility Coupe Pickups with Option AA only with Brown Leather, regardless of the color specified on the car.

Models 71-72-73-74-75 Broughams, Sedans, Three-Passenger Coupes, Victoria Coupes; 73-74-75 Convertible Coupes and Convertible Broughams; and 76 and 77 Sedans, are supplied standard with leather in following colors:

<table>
<thead>
<tr>
<th>BODY COLOR</th>
<th>OPTION</th>
<th>LEATHER COLOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>K</td>
<td>Blue</td>
</tr>
<tr>
<td>Midnight Blue</td>
<td>H</td>
<td>Blue</td>
</tr>
<tr>
<td>Ocean Blue</td>
<td>B</td>
<td>Blue</td>
</tr>
<tr>
<td>Gun Metal Gray</td>
<td>G</td>
<td>Blue</td>
</tr>
<tr>
<td>Spruce Green</td>
<td>S</td>
<td>Green</td>
</tr>
<tr>
<td>Peacock Green</td>
<td>V</td>
<td>Green</td>
</tr>
<tr>
<td>Green Gold</td>
<td>---</td>
<td>Green</td>
</tr>
<tr>
<td>Royal Maroon</td>
<td>M</td>
<td>Taupe</td>
</tr>
<tr>
<td>Acorn Tan</td>
<td>N</td>
<td>Taupe</td>
</tr>
<tr>
<td>Desert Tan</td>
<td>P</td>
<td>Taupe</td>
</tr>
<tr>
<td>Twilight Gray</td>
<td>Q</td>
<td>Taupe</td>
</tr>
<tr>
<td>Mandalay Ivory</td>
<td>---</td>
<td>Taupe</td>
</tr>
</tbody>
</table>

On all models (except 71 and 72 Convertibles and Commercial models) we will supply a car in any of the color options with either of the other colors of leather used in production. There will be no extra charge for this change except the regular charge for leather, but the leather color in this case must be specified in your order.

For illustration: On a 74 Sedan, Option K calls for Blue Leather, but if the car is desired with Taupe or Green Leather, it will be supplied without extra charge (except regular charge for Leather) -- specify AA Taupe or AA Green.
PLEASE NOTE: THIS PROVISION DOES NOT MEAN THAT A CAR WILL BE FURNISHED IN ANY COLOR OF LEATHER DESIRED EXCEPT THE THREE COLORS USED STANDARD IN PRODUCTION AND DOES NOT APPLY TO 71 AND 72 CONVERTIBLES, UTILITY COACHES AND UTILITY COUPE PICKUPS.

### LEATHER OPTION PRICES

<table>
<thead>
<tr>
<th>Option</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>AA</td>
<td>Utility Coach</td>
<td>$18.50</td>
</tr>
<tr>
<td></td>
<td>Utility Coupe Pickup</td>
<td>Price later</td>
</tr>
<tr>
<td>71</td>
<td>Model 71 Business Coupe</td>
<td>18.50</td>
</tr>
<tr>
<td>71</td>
<td>Model 71 Brougham and Sedan</td>
<td>28.50</td>
</tr>
<tr>
<td>71</td>
<td>Model 71 Victoria Coupe</td>
<td>24.25</td>
</tr>
<tr>
<td>71</td>
<td>Model 71 Three-Passenger Coupe</td>
<td>18.50</td>
</tr>
<tr>
<td>72-73-74-75</td>
<td>72-73-74-75 Broughams and Sedans</td>
<td>23.50</td>
</tr>
<tr>
<td>73</td>
<td>73 Business Coupe</td>
<td>13.50</td>
</tr>
<tr>
<td>72-73-74-75</td>
<td>72-73-74-75 Victoria Coupes</td>
<td>19.25</td>
</tr>
<tr>
<td>72-73-74-75</td>
<td>72-73-74-75 Three-Passenger Coupes</td>
<td>13.50</td>
</tr>
<tr>
<td>76-77</td>
<td>76-77 Sedans</td>
<td>25.70</td>
</tr>
</tbody>
</table>

Cars ordered in Leather - Option AA, cannot be shipped in the same number of days after receipt of orders as cars in standard trim.

Orders for Leather Upholstery entered with other regular orders on a Saturday will be shipped one week later than the regular orders.

An order for Leather Upholstery may be entered not later than a Wednesday to be combined in load with other cars entered on the following Saturday to be shipped in the regular period.

Convertible models and others carrying Leather Upholstery as standard will be scheduled for the same regular period of shipment as other cars carrying standard upholstery.

F. R. FOWLES
ASSISTANT SALES MANAGER
TO ALL DEALERS:

The growing use of Terraplane Sedans and Broughams as taxicabs indicates that this is a large market. Many orders for fleets of these cars have recently been received, including the delivery of twenty-six Terraplanes to the Radio Cab Company of Detroit, which was recently illustrated in the Hudson & Terraplane News.

That you may have detailed information on the taxicab unit most generally used, we are attaching folders descriptive of the sedan and coach units. Prices are quoted in these folders and are net unless in quantities of twenty-five or more.

The standard sedan or coach is sold and the taxicab operator removes the front seat and has the taxicab unit installed. The seat is saved until the taxicab operator decides to trade in his car, when the taxicab unit is removed and the front seats put back in the car. This provides a standard passenger car model to trade in, which means that he has a very salable used car to trade. Under the old plan where a special taxicab body was used, the owner took a terrific depreciation as these special bodies, having a restricted use, had almost no market value as used cars. The saving in depreciation is therefore great. This is one of your most effective selling arguments.

According to the experience of the suppliers, installation of the unit can be made by an experienced man in about forty-five minutes. They state that any body man, without experience with this unit, can install it in less than two hours. Removal of it leaves no scars or disfiguring marks.

These units are attractive and well made. Our observance indicates that they are durable and rigid. The units described in the folders attached are standard for Terraplane 1937 Sedans and Broughams, Models 71 and 72. When desired to use with larger bodies mounted on 124-inch wheelbase, special partitions are necessary, which will be quoted upon application (approximately $60.00 to $80.00).

All orders must be placed with the suppliers. We do not handle the units and have no connection with the makers. This is offered as information only.

-----

F. R. FOWLES
ASSISTANT SALES MANAGER.
The Economical and Practical
TUDOR
TAXICAB PARTITION

Price $45.00 f. o. b. Detroit
Plus $2.00 Crating Charge or Installed at Our Factory at List Price
These quotations are subject to 2 per cent Federal Excise Tax

A PRODUCT OF
Navin Field Garage Corporation
2128-2150 Trumbull Avenue Detroit, Michigan

We invite your request for information concerning your particular needs and stand ready to give you quotations at a moment's notice.
Thousands of small pleasure cars have been used for taxicab service and retired at good and ready resale value after 50,000 profit miles by the quick conversion afforded users of the Navin Field Cab Partition.

No longer are operators compelled to pay excessive prices for special equipment with no resale value.

You may now operate your cabs during the most efficient mileage period and resell at good market prices.

Any workman can install or remove in one hour, without any mutilation of interior, this practical partition, the construction of which is based on many years of successful taxi-cab operation, and is transferable again and again into subsequent acquired equipment.

ADOPTED AND USED BY:
Yellow Cab Co.—Philadelphia, Pa.
Black & White—Santa Barbara, Cal.
Checker Cab Co.—Milwaukee, Wis.
Yellow Cab Co.—Galveston, Texas
Town & Taxi—Rochester, N. Y.
Yellow Cab Co.—Memphis, Tenn
Yellow Cab Co.—Cleveland, Ohio
Liberty Cab Co.—St. Louis, Mo.
White Cab Co.—Cleveland, Ohio
Zone Cab Co.—Cleveland, Ohio
Seavent Cab Co.—Milwaukee, Wis.
Checker Cab Co.—Detroit, Mich.

Greatest Advance
IN
TAXICABS
SINCE
The “Hansom-Cab” Days

Cuts Depreciation
50 Per Cent

Permits the smallest popular cars to be quickly transformed into truly
MODERN TAXICABS

OVER 10,000
Now In Use In Fine Operations
In All Parts of the United States

NAVIN FIELD
Garage Corporation
2128-48 Trumbull Avenue
DETOIT - - - MICHIGAN

- Steel construction throughout.
- High grade moleskin imitation leather upholstering.
- Driver’s seat of double reinforced construction.
- Driver’s back-rest of tapered treated steel.
- Two spring-back upholstered auxiliary seats.
- Safety glass.
- Complete with all bolts, braces and brackets necessary for quick installation.

Price $37.50 Std. f.o.b. Detroit
$40.00 DeLuxe, One Seat
$44.00 DeLuxe, Two Seat
Plus $2.00 Crating Charge
or
Installed at our factory at list price.
These quotations are subject to 2½% Federal Excise Tax.

Navin Field Garage Corp.
2128-48 Trumbull Avenue
DETOIT, MICHIGAN
BEAUTY
Harmonizes with the finest the new models.

SPACIOUS
Allows ample baggage accommodations.

RUGGED
Will support any taximeter without vibration.

COMFORT
Allowing sufficient leg-room for five passengers.
Auxiliary seats handsomely finished and supported by heavy patent spring bracket which automatically trips seat when not in use.

SAFETY
All-steel construction.
Shatter-proof glass.

CONVERTIBLE
Quickly installed or removed in any passenger car.

The above is a side-view of our 1937 Model DeLuxe Partition with one auxiliary seat.

PRIVACY
Excludes driver from passenger compartment.

FACILITY
Plenty of seat space for operator of cab.

Navin Field Garage Corporation

Detroit, Michigan
TO ALL DEALERS:

The following new prices are effective February 1, 1937 on tire options covering:

Option U  White Side Wall
Option DD  6-Ply Heavy Duty
Option X  15 x 7.00 Tires

Please note that new list prices have been established where formerly only net prices for these options were provided:

### OPTION U WHITE SIDE WALL

<table>
<thead>
<tr>
<th>TIRE</th>
<th>LIST</th>
<th>DEALER NET</th>
<th>LIST</th>
<th>DEALER NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Tires</td>
<td>16.57</td>
<td>12.43</td>
<td>18.57</td>
<td>13.93</td>
</tr>
<tr>
<td>6 Tires</td>
<td>19.89</td>
<td>14.92</td>
<td>22.29</td>
<td>16.72</td>
</tr>
</tbody>
</table>

### OPTION DD 6-PLY HEAVY DUTY

<table>
<thead>
<tr>
<th>TIRE</th>
<th>LIST</th>
<th>DEALER NET</th>
<th>LIST</th>
<th>DEALER NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Tires</td>
<td>15.43</td>
<td>11.57</td>
<td>16.57</td>
<td>12.43</td>
</tr>
<tr>
<td>6 Tires</td>
<td>18.51</td>
<td>13.88</td>
<td>19.89</td>
<td>14.92</td>
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</table>

### OPTION X 15 x 7.00

<table>
<thead>
<tr>
<th>TIRE</th>
<th>LIST</th>
<th>DEALER NET</th>
<th>LIST</th>
<th>DEALER NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Tires</td>
<td>31.00</td>
<td>23.25</td>
<td>24.86</td>
<td>18.65</td>
</tr>
</tbody>
</table>

**OPTIONS X U 15 X 7.00 WHITE SIDE WALL**

<table>
<thead>
<tr>
<th>TIRE</th>
<th>LIST</th>
<th>DEALER NET</th>
<th>LIST</th>
<th>DEALER NET</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 Tires</td>
<td>52.71</td>
<td>39.53</td>
<td>46.57</td>
<td>34.93</td>
</tr>
</tbody>
</table>

(OVER)
On Model 71 72 and 73 (except 71 bus. coupe)  
On Model 74 75 76 and 77 (see note below)

<table>
<thead>
<tr>
<th></th>
<th>List</th>
<th>Dealer Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPTION X DD 15 x 7.00 HEAVY DUTY 6-PLY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 Tires</td>
<td>52.71</td>
<td>39.53</td>
</tr>
<tr>
<td></td>
<td>46.57</td>
<td>34.93</td>
</tr>
</tbody>
</table>

PLEASE NOTE; Prices on 15 x 7.00 tires on model 75 and 77 are now the same as on model 74 and 76. Previous to February 1st models 75 and 77 ordered with Option X 15 x 7.00 tires carried an omission of wheel discs which are standard on these models with 16 x 6.25 tires. Effective February 1st orders for model 75 and 77 specifying Option X will be shipped complete with chromium wheel rings (options N N in other models) included in the above new prices.

SPECIAL SUBSTITUTIONS

ON MODEL 78

<table>
<thead>
<tr>
<th>Substitution of</th>
<th>List</th>
<th>Dealer Net</th>
</tr>
</thead>
<tbody>
<tr>
<td>5 - 16 x 6.25 6-Ply</td>
<td></td>
<td></td>
</tr>
<tr>
<td>for</td>
<td>5 - 16 x 6.00 4-Ply</td>
<td>26.57</td>
</tr>
</tbody>
</table>

ON MODEL 71 Business Coupe

Following are the prices for substitution in place of 5-16 x 5.50 4-Ply Black

| 5 - 16 x 6.00 | 4-Ply Black | 12.21 | 9.16 |
| 5 - 16 x 6.00 | 6-Ply Black | 27.64 | 20.73 |
| 5 - 16 x 6.00 | 4-Ply White Side Wall | 28.79 | 21.59 |
| 5 - 15 x 7.00 | 4-Ply | 43.21 | 32.41 |
| 5 - 15 x 7.00 | 6-Ply Black | 64.93 | 48.70 |
| 5 - 15 x 7.00 | 4-Ply White Side Wall | 64.93 | 48.70 |

Substitution for 6 - 16 x 5.50 4-Ply Black

| 6 - 16 x 6.00 | 4-Ply Black | 14.66 | 11.00 |
| 6 - 16 x 6.00 | 6-Ply Black | 33.17 | 24.68 |
| 6 - 16 x 6.00 | 4-Ply White Side Wall | 34.54 | 25.90 |

Dealer Discount 25%.

F. R. FOWLES
ASSISTANT SALES MANAGER.
TO ALL DEALERS:

Effective February 8, 1937, the following four colors are available on all commercial models (except Station Wagon) at no extra cost for body but lacquered fenders to match body color (Option 0) at $10.00 list:

- Option K: Black
- Option H: Midnight Blue
- Option N: Acorn Tan
- Option S: Spruce Green

The following production colors are available on all commercial models (except Station Wagon) at $10.00 list for body and $10.00 list for lacquered fenders:

- Option M: Royal Maroon
- Option G: Gun Metal Gray
- Option B: Ocean Blue
- Option V: Peacock Green
- Option P: Harvest Tan
- Option Q: Twilight Gray

The special colors of Mandalay Ivory and Green Gold are available on all commercial cars (except Station Wagon and Panel Delivery) at $40.00 list for body and fenders and available on Panel Delivery at $42.50 list.

Station Wagons are supplied only in Acorn Tan (Option N).

The following net allowances will be made in the billing for cars shipped in prime:

- Sedan: $7.50 net
- Brougham: $7.50 net
- Coupe: $6.00 net
- Cony. Coupe: $6.00 net
- Conv. Brougham: $6.00 net
- Cab Pickup: $6.00 net
- Cab and Chassis: $5.50 net
- Panel Delivery: $8.50 net
- Utility Coach: $7.50 net
- Utility Coupe Pickup: $6.00 net

For allowance on Models 75 and 77 in prime, add $4.00 net to above figures for corresponding body type.

F. R. FOWLES
ASSISTANT SALES MANAGER
TO ALL DEALERS:

The following new Fleet Owner's Agreements have been signed for 1937:

The Ohio 011 Company and Subsidiaries
Findlay, Ohio

Monarch Steel Company
Indianapolis, Ind. (Mr. F. T. Holliday, Pres.)

Cook Fayte & Varnish Company
1412 Knox Street, North Kansas City, Mo.

***********

Listed below are the subsidiaries and their main offices of The Ohio Oil Company:

Illinois Pipe Line Company Findlay, Ohio
Mountain Fuel Supply Company Findlay, Ohio
Mountain Fuel Supply Company Salt Lake City, Utah
Mountain Fuel Supply Company Rock Springs, Wyo.
Billings Gas Company Billings, Mont.
Rocky Mountain Gas Company Casper, Wyo.

W. L. Courage
Statistical Dept.
TO ALL DEALERS:

In contacting many distributors and dealers since the start of the 1937 season, they have all expressed the opinion that our Hudson Six and Eight business would be materially increased if there was a greater difference in appearance between the Hudson cars and the Terraplanes. This refers particularly to cars standing on showroom floors where it is difficult for prospective buyers to see any great amount of individuality in the Hudson cars compared with the lower priced Terraplanes. It is also felt that having some interior finish that would be different than that on the Terraplane would also enable more sales to be obtained on the Hudson models.

Effective with production on Monday, March 8th, we are incorporating some changes in the Hudson Six and Eight models which will greatly enhance their appearance, both interior and exterior, and we believe these changes will bring about the desired effect as so many accounts have suggested.

These changes are as follows:

(1) New chromium body and hood belt moulding, approximately 1-1/8" in width.

(2) A change in the finish of instrument clusters insofar as appearance is concerned and which, on the Model 75 and 77, will also include a change in the appearance of the clock.

(3) Arm rests on the front doors.

(4) Pull-to cords on the rear doors.

This is being handled from a policy standpoint and will increase the list price of each model as follows:

<table>
<thead>
<tr>
<th>Model</th>
<th>List Price</th>
<th>Net Billing Price</th>
<th>Delivery Charge Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hudson Six</td>
<td>$10.00</td>
<td>$ 7.60</td>
<td>$.25</td>
</tr>
<tr>
<td>Hudson Eight</td>
<td>$15.00</td>
<td>$11.25</td>
<td>$.35</td>
</tr>
</tbody>
</table>

(OVER)
It is extremely important that the present models in distributors' and dealers' stocks be sold out as quickly as possible and a more complete job of stocking done throughout the entire field on the new jobs. To assist in this, we have arranged to supply material that can be installed on the cars in the field, package to go forward through our service department consisting of the followings

- Chromium mouldings for body and hood, front door arm rests and pull-to cords for rear doors. Price information in Service Bulletin.

- Complete information for the installation of this added equipment will be found in each package. It does not require a great deal of labor to accomplish.

This equipment dresses up the Hudson cars materially, you can well realize, and it would be our recommendation that every dealer and distributor purchase these packages to fit the models of cars in stock and have this equipment installed promptly.

----------

F. R. FOWLES  
ASSISTANT SALES MANAGER.
The following new FLEET OWNER’S AGREEMENTS have been signed for 1937:

H. P. Hood & Sons Inc.,
600 Rutherford Ave.,
Charlestown, Mass.

Standard Oil Company of California
226 Bush Street,
San Francisco, Calif.

Owens-Illinois Glass Company
Ohio Bldg.,
Toledo, Ohio

Listed below are the subsidiaries and affiliates of the Standard Oil Company of California.

1 - SUBSIDIARIES

American Bitumuls Company
California Pipe Line Company
California Standard Oil Company
California Standard Oil Company, Limited
Murphy Oil Company
Pasotex Pipe Line Company
Standard Gas Company
Standard Oil Company (Washington)
Standard Oil Company of California (Utah)
Standard Oil Company of Texas
Standard Stations, Inc., (Delaware)
Standard Stations, Inc., (Maryland)
The California Company

2 - AFFILIATES

California Spray - Chemical Corporation
San Jose Spray Manufacturing Company
Col-Tex Refining Company
Coro Petroleum Company
Huntington Beach Company
Kettleman and Inglewood Corporation
Pacific Public Service Company
California Consolidated Water Company
Coast Counties Gas and Electric Company
Coast Industrial Gas Company
Coast Natural Gas Company
Natural Gas Corporation of California
Standard Pacific Gas Line Incorporated

W. L. COURAGE
Statistical Department
TO ALL DEALERS:

In order to fully acquaint dealers and all retail salesmen with the adaptability of Arntzen Passenger Car-Ambulance Equipment to the Terraplane Utility Coach, we have prepared a printed folder that should be a part of every retail sales kit.

With the Arntzen equipment, the Utility Coach becomes the ideal car for funeral directors, hospitals, country doctors, first-aid departments, police departments, federal, state and municipal agencies, etc. The fact that the design of the Terraplane Utility Coach makes it much more suitable for all such emergency work gives you a still wider and more profitable field for extra sales.

LIST PRICES

ARNTZEN PASSENGER CAR-AMBULANCE
AUXILIARY FIRST AID EQUIPMENT

Complete Equipment

Virtually every user of Arntzen Emergency Stretcher equipment includes all items for his particular needs, the Emergency Stretcher, Auxiliary Stretcher, Stretcher Pad and Pillow, Arm and Leg Splint Kit, Stretcher Runway and Dust-Proof Carrying Case, in order to be completely equipped for handling all types of emergency cases. The Stretcher Runway is always used in connection with the Arntzen Combination Emergency Cars and is essential for all automobile ambulance equipment.

Emergency Stretcher $ 39.50
Pad and Pillow 36.00
Auxiliary Stretcher 19.50
Arm and Leg Splints and Kit 19.50
Carrying Case (Dust-Proof) 14.00
Aluminum Stretcher Runway for all cars 29.00
Casket Rollers for Hearse 27.00

Total Unit, f.o.b. Chicago $184.50

ARNTZEN, INC.
800 N. Clark Street, Chicago, Ill.

Prices subject to change without notice.

F. R. FOWLES
ASSISTANT SALES MANAGER.
TO ALL DEALERS:

In order to introduce an innovation in color combination with cars in two-tone color, Option (P) - Desert Tan, will be changed, effective in production, Monday, May 24th.

On Models 75 and 77 as standard Option (P), and on all other models specifying Option (P) and Option (0), the body will be supplied in the present shade of Desert Tan and fenders and sheet metal in the darker shade of Acorn Tan.

The extra charge for Option (P) will be $10.00 list as in the past (except on convertible models) and the lacquered fenders will remain $10.00 list (except on Models 75 and 77).

SATURDAY DRIVEAWAYS:

Because of the shorter work week now available for us, it becomes necessary to advise you that our Driveaway Station will not be open on Saturdays as in the past.

Please advise any of your dealers or owners who would be coming to the factory for driveout, that arrangements must be made to have such cars out of the Driveaway Station before closing time on Friday nights.

F. R. FOWLES
ASSISTANT SALES MANAGER.
TO MASTER AND ASSOCIATE DEALERS:

If you will refer to that clause of the selling agreement pertaining to the sliding scale discount, you will find it calls for retail reports here at the factory within five days after date of retail sale; also, according to the agreement, sales made after September 30 are not eligible for the retail sliding scale discount in the 1937 season.

It is therefore very essential that all retail delivery report slips (Form 8729 or Form 8728) be mailed promptly to your distributor so he can, in turn, forward them promptly to the factory to avoid any delay in making out and sending to the field the checks for the additional discount.

In the case of those 1937 cars not retailed after September 30, they will be included in the 1938 brackets.

G. H. PRATT
Sales Manager.