

GENERAL ACCESSORY POLICIES
and
INFORMATION BULLETIN

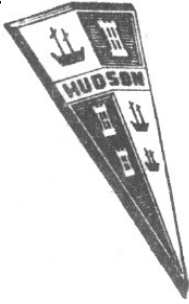
1948



Series

INDEX

- No. 1 - Hudson Kleenex Tissue Dispenser
- No. 2 - New Hudson Seat Covers
- No. 3 - Hudson Weather Control
- No. 4 - Custom License Plate Frames
- No. 5 - Car Washing Sponges
- No. 6 - Home Battery Charger
- No. 7 - Hand Rubbing Compound
- No. 8 - New Hudson Hydraulic Jack
- No. 9 - Hudson Gasoline Filter
- No. 10 - Glare-Proof Mirror
- No. 11 - Hudson Rust Dissolver
- No. 12 - Hudson Glass Cleaner
- No. 13 - Hudson Now Supplying AC Fuel Pump Parts
- No. 14 - New Accessory Prefix
- No. 15 - Super Series Seat Covers
- No. 16 - New Hudson Exhaust Deflectors
- No. 17 - Hudsonite Clutch Compound
- No. 18 - New Hudson Batteries
- No. 19 - Valve Grinding Compound
- No. 20 - Wheel Trim Rings Kit
- No. 21 - Windshield Washers
- No. 22 - HA-166704 - Automatic Battery Filler
- No. 23 - Radios Avail. for the New Hudson
- No. 24 - Cigar Lighters
- No. 25 - Oval Rear View Mirror
- No. 26 - Windshield Cleaner Blades & Arms
- No. 27 - Lacquer Thinner - Drum Lots
- No. 28 - Installation Inst. - HA-213214 Cigar Lighter
- No. 29 - Hudson Automatic Battery Filler - New Circular Avail.
- No. 30 - New Outside Rear View Mirror
- No. 31 - New Spotlights
- No. 32 - Hudson Six Oil Filter
- No. 33 - Champion Spark Plugs - 5000 Basis Franchise Elim.
- No. 34 - Thermaster Program
- No. 35 - Club Coupe Seat Covers
- No. 36 - Owner Supply Kit
- No. 37 - Hudson Windshield Glass Sealer - HS-214698
- No. 38 - New Automatic Utility Lights
- No. 39 - Tire Pressure Gauge
- No. 40 - Radiator Flush, Rust Preventative, Stop Leak
- No. 41 - New Seat Cover Prices
- No. 42 - Window Ventshades Hudson Approved
- No. 43 - Hub Cap Kits - Large
- No. 44 - Oil Filter Installation Instructions
- No. 45 - Mounting Brackets, Fire Extinguisher Emerg. Unit
- No. 46 - Radiator Grille Guards
- No. 47 - New Hudson Fog Lamp
- No. 48 - Hand Rubbing Compound, Hudsonite, Price Changes
- No. 49 - New Battery Prices - 5-4-48
- No. 50 - New Auto-Home Combination Electric Shaver
- No. 51 - New Hudson Back-up Lamp
- No. 52 - Window Ventshades for Coupes & Broughams
- No. 53 - Pocket Moldings - Super Series
- No. 54 - Windshield Wiper Arms, Blades - Price Revision
- No. 55 - Direction Indicator Kits Now Available
- No. 56 - Replacement Batteries for all Cars
- No. 57 - HS-210637 - Car Washing Chamois
- No. 58 - Rear Window Wipers
- No. 59 - Liquid Glaze, Lower Prices Pint Size
- No. 60 - Polaroid Day Driving Visor No Longer Supplied
- No. 61 - White Sidewall Tire Cleaner
- No. 62 - Vacuumotive Drive Kits
- No. 63 - Hudsonite Clutch Compound
- No. 64 - Venetian Sun Shades
- No. 65 - Hudson Tar & Road Oil Remover
- No. 66 - Weather Controls with Thermostat Valves
- No. 67 - Front Door Ventilation Wing Shield
- No. 68 - Radio, Antennas and Weather Control, Price Changes
- No. 69 - AC Fuel Pump and Repair Kits
- No. 70 - Direction Indicator, Large Hub Cap, Wheel Trim Rings - Price Changes
- No. 71 - Hudson Champion Spark Plugs
- No. 72 - Hudson Rear Seat Radio Speaker
- No. 74 - Replacement Batteries, New Prices
- No. 79 - Headlamp, Pocket Molding Kits - Price Changes
- No. 81 - Cooling System Supplies
- No. 82 - Glare-Proof Rear View Mirror, Price Change
- No. 84 - Polishing Cloth - Customer Christmas Gift



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

New Series

Number

1

Date

10-31-47

Subject

HUDSON
KLEENEX
TISSUE
DISPENSER

PART
NUMBER -
PRICES

SAMPLES

INSTALLA-
TION

ORDER
NOW!!!!

TO DEALERS:

In the September issue of the Hudson Newsletter, mention was made of the new Kleenex Tissue Dispenser which was available to Hudson Owners. This announcement was prematurely made because the availability of this accessory was delayed. Following the distribution of the Hudson Newsletter, a tremendous demand developed directly from Hudson Owners which is unprecedented in the announcement of a new APPROVED ACCESSORY. It is indeed a pleasure to announce the immediate availability of the now HUDSON KLEENEX TISSUE DISPENSER.

The following part number and price schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-206229	KLEENEX TISSUE DISPENSER	\$2.50	\$1.50

The Dispenser contains a small package of standard size Kleenex Tissue and can be replenished at any Drug, Grocery or Department Store.

The Dispenser is installed under the Glove Box and is adaptable to all Models of Hudson cars. The face of It is chrome plated and carries the word, "HUDSON" using the latest type lettering which coincides with advertising signs and other printed matter.

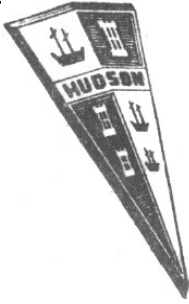
Because of the demand already reported from all parts of the country, we are confident that this new APPROVED ACCESSORY will be one of the most popular in the entire program.

Attached are copies of a Fill-In Order Form to be used in placing your initial allotment orders of this accessory. Please mail it to your Distributor as quickly as possible and shipment will be made immediately.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 2.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

(New Series)

Number

2

Date

11-3-47

Subject

NEW HUDSON
SEAT COVERS

MATERIAL
CAREFULLY
SELECTED

PART
NUMBERS -
PRICES

RAYON
TACKLE
TWILL

PART
NUMBERS -
PRICES

TO DEALERS:

Seat Covers for the New Hudson are available in Rayon Tackle Twill and DeLuxe and Custom Matting patterns. Coincident with the start of new car production, we are announcing Seat Covers only for the Commodore 4-Door Sedans which is the first model to be built. As other models approach first production, Seat Covers will be ready in advance of them.

Seat Cover material has been selected to match the interior design of the New Hudsons and we are very proud to list the following Beat Covers which are available for immediate shipment:

Part No.	Description	List Price	Dealer Net
HA-214633	SEAT COVER SET - Rayon Tackle Twill With Tan Upholstery	\$58.75	\$35.25
HA-214637	SEAT COVER SET Rayon Tackle Twill With Gray Upholstery	58.75	35.25

MODELS 482 AND 484 - SEDAN COMMODORE WITH
CENTER ARM REST

The Rayon Tackle Twill has been especially dyed and printed to match the Now Hudson upholstery. Seat Covers made of this material designed by our Chief Body Stylist, certainly will compliment the interiors of these fine New Hudsons. The material is treated with a water repellent substance and can be dry cleaned. It is durable and will not fade.

Part No.	Description	List Price	Dealer Net
HA-214641	SEAT COVER SET - Custom Matting - With Tan Upholstery	\$38.50	\$23.10
HA-214645	SEAT COVER SET - Custom Matting - With Gray Upholstery	38.50	23.10

MODELS 482 AND 484 - SEDAN COMMODORE WITH
CENTER ARM REST

(OVER)

Subject

CUSTOM FIBRE
MATTING

These Seat Covers are produced of the best grade of Custom Matting. A small figure design was chosen of deep conservative colors. Custom Seat Covers are ALL MATTING no cloth side material is used. For those who desire the finest in fibre matting we highly recommend the New Hudson Custom Matting Seat Covers.

PART
NUMBERS -
PRICES

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-214781	SEAT COVER SET - DeLuxe Matting - With Tan Upholstery	\$34.25	\$20.55
HA-214785	SEAT COVER SET - Deluxe Matting - With Gray Upholstery	34.25	20.55

MODELS 482 AND 484 - SEDAN - COMMODORE - WITH
CENTER ARM REST

DELUXE
FIBRE
MATTING

The new DeLuxe Matting Seat Covers feature large plaid patterns carefully selected to blend with the upholstery. Many Owners prefer large bold patterns in Seat Cover material. For this group, the DeLuxe Matting Covers are most attractive. DeLuxe Seat Covers are also all matting using no side cloth whatever.

SAMPLE
SWATCHES

Sample swatches are being mailed to your Distributor. These materials will be used on all Commodore Model Covers.

AVAILABLE
FOR
IMMEDIATE
SHIPMENT

All New Hudson Seat Covers for the Commodore 4-Door Sedans are ready for immediate shipment. Convenient Order Blanks are attached. If you have not already placed an initial order at the New Hudson Presentation Meeting, please enter an order immediately for a good quantity of all types.

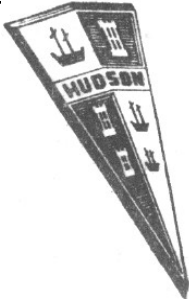
ORDER
COMPLETE
SELECTION

We recommend that you order a complete selection of these Covers and offer all materials and patterns to your New Hudson Buyers. Our goal is to have all Dealers supplied with Seat Covers prior to receiving new cars. Following this plan you can be assured of a substantial Seat Cover business for the entire season.

C. C. MC KELLAR

MANAGER
PARTS AND ACCESSORY MERCHANDISING

(THIS BULLETIN AS MITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 4).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

(New Series)

Number

3

Date

11-5-47

Subject

HUDSON
WEATHER
CONTROL

PART
NUMBER -

PRICES

TAKE CARE
OF 1946-
1947 OWNERS

ORDER NOW

ORDER BLANK
ATTACHED

NEW SERIES

TO DEALERS

The New Hudson Weather Control is now available for immediate shipment. It is identical with The 1946 and 1947 Hudson Weather Master with the exception of hose connections which are slightly longer.

The following part number and price resale apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-300792	WEATHER CONTROL	\$50.00	\$34.00

Many 1946 and 1947 Hudson Owners are waiting for the new Weather Control. We are fortunate in obtaining a substantial stock at the beginning of the new model selling season.

It is suggested that you immediately order a quantity sufficient to take care of all 1946 and 1947 Hudson cars not so equipped in your territory.

Enclosed is a convenient Order Blank, PLEASE FILL IN AND MAIL TODAY. HUDSON WEATHER CONTROLS ARE READY AND AVAILABLE FOR IMMEDIATE SHIPMENT!!!

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 6.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

TO DEALERS:

New Model Custom License Plate Frames are now available to Hudson Dealers and Owners as APPROVED ACCESSORIES.

The Custom License Plate Frame is made of solid brass, heavily chrome plated. Glass, completely cushioned in rubber, covers the license plate and a steel backing plate is employed to support the assembly.

The following part number and price resale schedules have been established:

Part No.	DESCRIPTION	List Price	Dealer Net
HA-206675	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE A	\$7.95	\$5.00
HA-206676	LICENSE PLATE FRAME PER PAIR ASSEMBLY TYPE B	7.95	5.00
HA-206677	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE C	7.95	5.00
HA-206678	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE D	7.95	5.00
HA-206680	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE I	7.95	5.00
HA-206681	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE J	7.95	5.00
HA-206682	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE K	7.95	5.00
HA-206683	LICENSE PLATE FRAME PER PAIR. ASSEMBLY, TYPE L	7.95	5.00
HA-206684	LICENSE PLATE FRAME PER PAIR. ASSEMBLY, TYPE BB	7.95	5.00
HA-206685	LICENSE PLATE FRAME PER PAIR ASSEMBLY, TYPE CC	7.95	5.00

Attached is a reference sheet listing the various types used in each State. Ten types take care of all of the States. Each Distributor territory will not require more than three to four types which simplifies the stocking problem.

We feel that the Custom License Plate Frame is particularly suited to the fine New Commodore Models. The Adjustable License Plate Frame (HA-206199) will be continued in the Program and it is suggested they be sold chiefly on the Super Series Models.

Enclosed are the usual Fill-In Order Blanks. Please mail them immediately and prompt shipment will be made.

No samples are being shipped to you, however, we sincerely hope you will order your immediate requirements without delay.

C. C. MC KELLAR - MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO., 7).

Number

4

Date

11-7-47

Subject

CUSTOM
LICENSE
PLATE
FRAMES

DESCRIPTION

PART
NUMBERS -

PRICES

REFERENCE
SHEET
ATTACHED

ESPECIALLY
SUITED FOR
COMMODORE
MODELS

ORDER
BLANKS
NO SAMPLES
MAILED

CUSTOM LICENSE PLATE FRAME ASSEMBLIES

HA-206675 Type A

Alabama
Arizona
California
Maryland
Massachusetts
Michigan
Montana
New Hampshire (5 and 6 No)
New Mexico
New York
North Dakota (6 No)
Tennessee
Washington
Wisconsin
Wyoming
Hawaii
Saskatchewan (6 No)

HA-206676 Type B

District of Columbia
Indiana
Maine (6 No)
Massachusetts (5 No)
Mississippi
Ohio (Large)
Oklahoma
R. I. Truck & State Cars
South Carolina

HA-206677 Type C

Maine (5 NO)
Massachusetts (4 No)
New Hampshire (3 No)
Ohio (Small)
Pennsylvania (Small)
Vermont

HA-206673 Type D

Pennsylvania (Large)
Rhode Island
Newfoundland

HA-.206685 Type CC

Connecticut

HA-206680 Type I

Delaware
Illinois (5 No)
Kentucky (Small)
Minn. (3 and 4 No)
(6 No) North Dakota (4 No)
Quebec (Small)

HA-206681 Type J

Arkansas
Idaho
Illinois (6 and 7 No)
Kentucky (Large)
Wisconsin (Small)
Nebraska (Small)
Nevada
British Columbia
New Brunswick
Quebec (Large)

HA-206682 Type K

Georgia
Iowa
Kansas
Louisiana
Minn. (5 & 6 No)
Missouri (Large)
Nebraska (Large)
North Dakota (5 No)
Oregon
South Dakota
Utah
Virginia
West Virginia
Alberta
Cuba
Prince Edward Island

HA-206683 Type I

Colorado
Florida
North Carolina

HA-206684 Type BB

New Hampshire (4 No)
New Jersey
Texas



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

5

Date

11-18-47

Subject

TO DEALERS:

There is now available for immediate shipment, Genuine Sheepswool Car-Washing Sponges in medium and large sizes. They are classed as Deep Range Mediterranean Greek Sponges of No. 1 quality. The medium size sponge has an average perimeter measurement of 26 inches and the large size an average perimeter measurement of 30 inches.

Each sponge is individually wrapped in cellophane and supplied in attractive counter display car-tons under the HUDSON private brand label.

The following part numbers and price resale schedule apply:

Part No.	Name	List Price	Dealer Net
HS-205964	CAR-WASHING SPONGE - Medium	\$2.25	\$1.35
HS-206965	CAR-WASHING SPONGE - Large	4.25	2.55

You will observe that ample profit is available on each unit sale, You will also find these sponges to be competitive with most retail, hardware and automotive supply stores.

There is a recognized market for high grade sponges for car-washing, as well as household use. This offers Dealers another item that can be sold over the parts counter to regular parts and service customers. It also offers Dealers an opportunity to purchase sponges for Wash-Rack use at a substantial discount.

Car-Washing Sponges fit in perfectly with Hurricane Auto Shampoo and Liquid Glaze Appearance Departments. More and more Dealers are realizing that there is money to be made washing cars using Hurricane Auto Shampoo and large good quality sponges to turn out a superior job at top speed. We sincerely recommend that Dealers promote the sale of Car Washes and make the Wash-Rack become a productive enterprise.

Attached are fill-in Order Blanks for placing the Initial order for HUDSON CAR-WASHING SPONGES. We recommend that you order one case each of medium and large size sponges. You will be pleasantly surprised at the rapid movement of this merchandise.

C. C. MC KELLAR MANAGER

PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 12.)

CAR-WASHING
SPONGES

APPROVED
ACCESSORIES

PART
NUMBERS -

PRICES

COMPETITIVE
PRICES -
AMPLE
PROFITS

EXCELLENT
MARKET

PROMOTE
CAR -
WASHES -
DEVELOP
APPEARANCE
DEPARTMENT

ORDER BLANK
ATTACHED



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

6

Date

11-24-47

Subject

HOME BATTERY
CHARGER

EXCELLENT
MARKET

UNIVERSAL
USE

TO DEALERS:

The Price Resale Schedule on Home Battery Chargers has been revised as follows:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-166705	HOME BATTERY CHARGER	\$17.75	\$11.54

Because of increased material costs which are beyond our control, it is necessary -to make this adjustment.

The now prices become effective immediately and supersede those listed in Accessory Bulletin No. 53 dated October 6, 1947.

Since the introduction of this accessory it has enjoyed an increasing acceptance. More and more territories have found a good market for this device. The coming winter months, with low temperatures prevailing, will impose a heavy drain on car batteries. The HUDSON HOME BATTERY CHARGER is an antidote for this situation and will give lasting satisfaction to all Car Owners.

REMEMBER - it can be used on all makes of passenger cars, trucks and tractors. No other Car Dealer has a Home Battery Charger to sell. This offers an unlimited for Home Battery Chargers and is worthy of your best efforts.

C. C. MC KELLAR
MANAGER

PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 13).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

7

Date

11-24-47

Subject

HAND
RUBBING
COMPOUND

NEW
PRICES

TO DEALERS:

The Price Resale Schedule on Hand Rubbing Compound has been revised
As follows:

<u>Part No.</u>	<u>Name</u>	<u>Dealer Net</u>
HA-119902	HAND RUBBING COMPOUND	\$1.50

This adjustment became effective as of June 30, 1947. Since that date
All shipments have been billed at the new prices.

Please correct your records accordingly.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 14)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

8

Date

11-25-47

Subject

TO DEALERS:

HYDRAULIC JACKS for the New Hudson are now available for immediate shipment. The new Jack is quite similar in appearance to the previous model. The internal mechanism, however, has been greatly improved to withstand increased pressures and to eliminate the remotest possibility of fluid leaks. The Hook is re-designed for use on the New Hudson which is especially equipped with Jack Pads.

The following part numbers and price resale schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-301674	HYDRAULIC JACK (Lots of 12)	\$12.45 8.72	\$9.34
HA-301675	HYDRAULIC JACK HOOK	.75	.53

The new Hudson Hydraulic Jack is the only Hydraulic Jack that can be used on the New Hudson. This gives Hudson Dealers an exclusive advantage in capturing Hydraulic Jack sales.

We will supply at a slight cost, new Hooks to Owners of the 1947 Hydraulic Jack for use on the New Hudson. This gives assurance to all purchasers of Hudson Hydraulic Jacks that Hudson Hydraulic Jacks can be used on succeeding models.

Hydraulic Jacks should be sold with every New Hudson. Many Dealers followed this plan in 1947. The result was a steady flow of extra accessory business and of course, plus profits. It also eliminates the necessity of your continued attention to specific merchandising of Jacks. New Hudson Owners will welcome the opportunity to buy a Hydraulic Jack that's engineered for their Car.

**DISPLAY HYDRAULIC JACKS - DEMONSTRATE HYDRAULIC JACKS -
SELL HYDRAULIC JACKS TO EVERY NEW HUDSON BUYER. SELL A HUDSON
HYDRAULIC JACK WITH EVERY NEW HUDSON!!**

Enclosed are Order Blanks - FILL-IN NOW and mail to your Distributor AT ONCE - we can ship immediately!!!

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 15)

NEW HUDSON
HYDRAULIC
JACK

PART
NUMBERS -
PRICES

AN
EXCLUSIVE
DEAL

NEW HOOKS
AVAILABLE

SELL WITH
EVERY NEW
HUDSON -
DON'T MISS
THIS ONE!

DISPLAY!
DEMONSTRATE!
SELL!



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

9

Date

12-2-47

Subject

HUDSON
GASOLINE
FILTER

PRICE
INCREASE

PERFORMS
GOOD WORK

EXCELLENT
OPPORTUNITY

REPLENISH
STOCK

ORDER NOW!!!

TO DEALERS:

Since the introduction of the HUDSON GASOLINE FILTER as an APPROVED ACCESSORY, it has been widely accepted by Dealers and owners as worthwhile added equipment.

Due to the increased cost of materials, it has become necessary to adjust the resale schedule on this accessory. The following prices became effective as of November 1, 1947:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-166534	GASOLINE FILTER	\$2.44	\$1.46

The above prices supersede those established in Accessory Bulletin No. 12 dated March 17, 1947.

The HUDSON GASOLINE FILTER does a fine job pf protecting the carburetor and engine of accumulated sediment and ever present gum in gasoline. It can easily be installed on the Now Hudson - both six and eight cylinder models.

Let all Dealers make the most of this opportunity to sell GASOLINE FILTERS with every New Hudson delivered.

Replenish your stock of GASOLINE FILTERS. Sell them on all Now Hudsons as well as to all Owners of previous model cars.

USE THE CONVENIENT ORDER BLANKS ENCLOSED

C. C. MC KELLER

MANAGER

PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 16).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

10

Date

12-2-47

Subject

TO DEALERS:

HUDSON GLARE-PROOF MIRRORS ARE NOW AVAILABLE FOR IMMEDIATE SHIPMENT:

This Mirror is for installation on the NEW, HUDSON as well as 1946 and 1947 Models. It can also be installed on all late model passenger cars of competitive makes.

The following part number and retail and wholesale prices apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-210827	GLARE-PROOF MIRROR	\$3.75	\$2.25

This high quality Mirror cuts out glare MECHANICALLY. It does not depend on a dull or tinted surface which obscures visibility. The HUDSON GLARE-PROOF MIRROR provides the sharpest, clearest image a Mirror can give. For driving at night with bright headlights behind, a touch of the finger banishes the glare - yet leaves a clear reflection. Drivers who once own the HUDSON GLARE-PROOF MIRROR would not be without it.

No quotas have been established, however, we recommend that each Dealer in your territory be given an introductory quota to make sure of complete introduction and coverage.

FILL-IN ORDER BLANKS are enclosed. We hope that you will place your initial order promptly and for a reasonable quantity.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 18)

GLARE-PROOF
MIRROR

PART
NUMBERS

PRICES

NO QUOTAS

ORDER
BLANKS

USE THEM



TO DEALERS

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

11

Date

12-8-47

Subject

HUDSON RUST DISSOLVER

DOES A GOOD JOB

APPLICATION METHOD

PART NUMBERS

PRICES

READY MARKET

COUNTER DISPLAY EASEL

ORDER BLANKS

HUDSON RUST DISSOLVER has been added to our group of Shop and Owner Supplies. It is furnished in six (6) oz. bottles for Owner use and in gallon cans for Shop use.

Hudson Rust Dissolver is excellent for removing rust from chrome Hub Caps, Bumpers, Mouldings, etcetera. Application should be made a small brush or cloth. After a few minutes the residue can be removed with a damp cloth. If the surface is badly rusted, a second application may be necessary to entirely clean the affected area.

The application of Hudson Rust Dissolver to rust (ferric oxide) causes a chemical reaction that reduces it to a soluble iron salt which can be washed away with water. Hudson Rust Dissolver is harmless to the hands and will not discolor lacquered surfaces, except through prolonged contact. We therefore recommend thoroughly rinsing adjacent painted surfaces as a precaution after rust is removed.

The following part numbers, retail and wholesale have been established:

Part No.	Name	List Price	Dealer Net
HS-206232	RUST DISSOLVER - 6 OZ.	\$.50	\$.30
HS-206233	RUST DISSOLVER - GALLON		4.50

We sincerely believe there is an excellent market for Hudson Rust Dissolver and that there will be a stable demand particularly from Owners because it renders a real service. The Owner Size (6 oz. bottle) is package twenty-four (24) per carton. In each carton is an attractive Counter or Window Easel which will be of material assistance for display as well as to create retail sales.

Enclosed are FILL-IN ORDER BLANKS. Please order at least one carton of twenty-four 6 oz. bottles and on gallon for shop use and prompt shipment will be made.

C. C. MC KELLAR
MANAGER
PARTS AND ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 19).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

NEW SERIES

Number

12

Date

12-8-47

Subject

HUDSON
GLASS
CLEANER

PART
NUMBERS

PRICES

NEW HANDY
CONTAINER

ORDER AT
LEAST ONE
DOZEN CANS

TO DEALERS:

Hudson Glass Cleaner is now available in lithographed metal containers with a syphon tube and a lead dispensing spout.

The following part number and price resale schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-210356	GLASS CLEANER - 10 oz.	\$.45	\$.27

The new glass cleaner container is handy and very attractive and should stimulate the sales of this fast moving Owner Supply. Finger tip pressure on the sides of the container forces a fine stream of the cleaner fluid on the windshield or door windows.

There is an excellent market for glass cleaning fluid for household as well as car use. With the new handy container, you are certain to sell increasing quantities of it.

All Dealers should order at least one dozen cans of Hudson Glass Cleaner. We suggest placing your order at once using the enclosed Fill-In Order Form.

C. C. McKellar

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE, STATION AGREEMENT HOLDERS AS BULLETIN No. 22)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

13

Date

12-12-47

Subject

HUDSON NOW
SUPPLYING
AC FUEL PUMP
PARTS

PART NUMBERS

MODELS

PRICES

SPECIAL
PARTS

PRICES
SAME

TO ALL DEALERS:

In line with our long range planning of supplying all of the service parts requirements for our Dealer organization, we are happy to announce the immediate availability of Fuel Pump Assemblies, Fuel Pump Repair Kits and Fuel Pump DIAPHRAGM Kits.

The following part numbers, descriptions, model information and resale price schedules apply:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166750	FUEL PUMP ASSY. - AC Type 499 1937 thru 1947 3 x 5 Six Cylinder 1937 thru 1947 Eight Cylinder	\$7.75	\$4.65
SP-166753	FUEL PUMP ASSY. - AC type 509 1938 thru 1942 3 x 1 1/8 Six Cyl.	4.50	2.70
SP-166752	FUEL PUMP REPAIR KIT - Less Rocker Arm,, (AG #R-34) for type 449 pump	2.18	1.31
SP-166753	FUEL PUMP REPAIR KIT - Less Rocker Arm (AC #R-21) for type 509 pump	2.00	1.20
SP-166754	FUEL PUMP REPAIR KIT - With Rocker Arm (AC for type 509 pump)	2.41	1.44
SP-166755	FUEL PUMP DIAPHRAGM KIT (AC #D-20) for type 499 pump	1.23	.74
SP-166756	FUEL PUMP DIAPHRAGM KIT (AC #D-15) for type 509 pump	1.49	.89

The fuel Pump group will be classified under the heading of "Special Parts" and all part numbers will have the prefix "SP". Orders for pump parts should be typewritten on Accessory Order Blanks (pink) Form #9728.

The price resale schedule is identical with -those quoted by AC Distributors and United Motors Service Distributors.

(OVER)

Subject

With the adding of Fuel Pump parts to our merchandising program, we are offering Dealers an added source of revenue and a convenience. Dealers now can order and obtain Fuel Pump parts on their regular orders to Distributors and Zones.

The Owner Relations Department advises there will be no change in the handling of warranty replacements on Fuel Pumps. As in the past, warranty transactions will be handled by the local representative of the AC Spark Plug Company, Flint, Michigan.

We sincerely believe this to be a progressive step in the distribution of replacement parts to Hudson Dealers. We very definitely want all of the replacement parts business on this group of parts. We recommend that Hudson Dealers maintain a stock of Fuel Pumps and Repair Kits to properly service their territory and further to vigorously promote this business.

Attached is a Fill-In Order Blank for your convenience. For placing your initial stock order.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 23).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

14

Date

12/26/47

Subject

NEW
ACCESSORY
PREFIXHA - ADDED
EQUIPMENT
ONLYSP - SPECIAL
PARTSHS - SHOP &
OWNER SUPPLIESSOLID
FOUNDATION FOR
ACCESSORY
PROMOTIONUSE PINK ORDER
BLANK FORM
9728

TO DEALERS:

In Parts Bulletin No. 4 issued December 16, 1947, we advised you of a revision in the classification of accessories which have all been in the past designated by the HA prefix. In the development of the Accessory Program, many items were added that are not essentially automobile accessories.

Accessories carrying the HA prefix can be described as items that are added to a car, as equipment.

Under the heading of "Special Parts" which are indicated by the prefix SP, we have segregated all items which are replacement parts but have a special status for merchandising purposes.

The Shop and Owner Supplies group which contains polishes, waxes, sponges and other miscellaneous items will henceforth use the HS prefix.

Following this partition of the Accessory Group, we will be able to analyze sales by all territories on a per-car basis. It will give a much better picture of the progress being made and will be the basis of sound promotional campaigns to assist Distributors and Dealers in merchandising accessories.

AS STATED IN PARTS BULLETIN NO. 4, CONTINUE TO USE THE PINK ORDER FORM FOR ALL HA, SP AND HS ITEMS. PLEASE CHANGE YOUR PARTS RECORDS TO MAKE SURE THAT THE PART NUMBERS WILL CARRY THE PROPER PREFIX.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 27)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

15

Date

1-6-48

Subject

SUPER SERIES
SEAT COVERS

PART NUMBERS

PRICES

RAYON TWILL

CUSTOM
MATTING
COVERS**TO DEALERS:**

Preparations have been completed to start production on Super Series Sedan and Brougham Seat Covers. The material used has been carefully selected by our styling engineers to match the striped Bedford Cord upholstery which is standard on these models.

The following part numbers and price resale schedules apply:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-214625	SEAT COVER SET RAYON TWILL	\$52.50	\$31.50
HA-214629	SEAT COVER SET MATTING - CUSTOM	35.75	21.45
HA-214775	SEAT COVER SET MATTING - DELUXE	28.50	17.10

MODELS 481 AND 483 SEDAN SUPER SERIES

HA-214626	SEAT COVER SET RAYON TWILL	55.75	33.45
HA-214630	SEAT COVER SET MATTING - CUSTOM	36.75	22.05
HA-214776	SEAT COVER SET MATTING - DELUXE	29.50	17.70

MODELS 481 AND 483 - BROUGHAM - SUPER SERIES

The Rayon Twill used for Seat Cover Sets HA-214625 and HA-214626 is dyed a medium gray. Over this is printed a green triple hatched stripe forming a 2 1/2" plaid figure. A center single red stripe running through the figure at right angles completes a very pleasing design.

Custom Matting Seat Covers HA-214629 and HA-214630 are made from fibre matting of a most attractive plaid design. The colors used blend well with green, gray and tan stripes of the Bedford Cord upholstery. The Fibre Matting is of the best quality and the tailoring and workmanship superb.

(OVER)

Subject

DELUXE -
MATTING
COVERS

A small figure is employed in the design of DeLuxe Matting Seat Covers. These covers are all Matting as is the case of Custom Covers. The colors are lively and will be certain to please Owners who prefer this type of cover.

SWATCHES
UNDER
SEPARATE
COVER

Samples swatches of the above two Mattings and the Rayon Twill will be mailed within the next ten days.

SUPER SERIES
CAR
PRODUCTION

We have been advised that the production, of Super Series Sedans and Broughams will begin very soon and that the rate of production will accelerate as rapidly as possible. This means that many of these models will be in the field very soon. Consequently, it is necessary to get your orders in for Super Series Covers as quickly as possible.

CARRY A
COMPLETE
STOCK

We recommend that all Hudson Dealers carry a complete stock of Covers of the three different materials. GIVE THE NEW HUDSON BUYER THE OPPORTUNITY TO SELECT THE MATERIAL OF HIS CHOICE.

MATERIAL
SUPPLY SHORT

The supply of No. 1. quality Fibre Matting we use is still short. Rayon Twill is difficult to obtain due to the shortage of Rayon yarn. Therefore we urge you to protect your requirements over the next 90 days in a very careful manner. We must base our buying of Matting and Rayon Twill to a, certain degree on the, popularity of the various materials.

ORDER
BLANKS
ATTACHED

Attached are convenient Fill--In Order Blanks. ORDER SUFFICIENT SEAT COVERS TO TAKE CARE OF THE ESTIMATED NUMBER OF CARS YOU WILL RECEIVE DURING THE NEXT 90 DAYS.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 29)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

16

Date

1-6-48

Subject

NEW HUDSON
EXHAUST
DEFLECTORS

A TRULY
BEAUTIFUL
ACCESSORY

PART NUMBERS

PRICES

DISTINCTIVE
DESIGN

SELL ONE FOR
ONE

ORDER BLANK
ATTACHED!

TO DEALERS:

We take pleasure in announcing the availability of the New Hudson Exhaust Deflector. This accessory has been especially designed for the New Hudson. It includes a reflector type jewel that is a replica of the Hudson Crest. This not only lends distinction to the accessory, but it definitely is an additional safety factor.

The Hudson Exhaust Deflector is a beautiful accessory to behold. Each Deflector is packaged in individual cartons of most attractive design under the Hudson private brand label.

The following part numbers and price resale schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-301619	EXHAUST DEFLECTOR	\$1.75	\$1.05

The Hudson Exhaust Deflector is strictly a Hudson Accessory identified by the Hudson Crest. It's beauty justifies careful scrutiny; thus it appears as well on a display fixture or show case as assembled to the car.

Every New Hudson buyer should be sold an Exhaust Deflector. We feel confident that the beautiful appearance, sturdy construction, heavy gauge metal and the generous chrome plating will make this our fastest selling accessory.

Attached is a special Fill-In Order Blank. Please use this form to order your entire allotment and mail to your Distributor. DON'T DELAY - ORDER NOW AND IMMEDIATE SHIPMENT WILL BE MADE.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 30).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

17

Date

1-19-48

Subject

HUDSONITE
CLUTCH
COMPOUND

NEW EQUIPMENT

AVAILABLE
UNLIMITED
QUANTITIES

PART NUMBERS

PRICES

ON BACK
ORDER THREE
YEARSGALLON
CANSALL BACK
ORDERS
SHIPPEDORDER BLANKS
USE THEM**TO DEALERS:**

We are happy to announce the availability of Hudsonite Clutch Compound in both one-shot and gallon containers for immediate shipment.

After many months we have just received additional filling machinery which will enable us to package Clutch Compound at an increased rate.

As the direct result of the new filling equipment and more abundant supplies, we can now fill all Clutch Compound orders immediately and for unlimited quantities.

For your assistance in placing orders, we are listing herein part numbers and price schedules:

Part No.	Name	List Price	Dealer Net
SP-160671	HUDSONITE CLUTCH COMPOUND - ONE SHOT	\$.30	\$.13
SP-151962	HUDSONITE CLUTCH COMPOUND - GALLON	2.75	1.65

Hudsonite Clutch Compound has been on back order for the past three years and Dealers were inadequately supplied for a long time. We sincerely hope that all Dealers will accept this opportunity and order a 90 day supply at once.

We are now using gallon size lithographed cans in place of the glass jugs. The label design follows our regular accessory packaging and is very attractive. Further - there is no longer glass jug breakage to be feared.

All back orders for the one-shot and gallon sizes have been shipped. Any outstanding back orders of long duration that are not in transit or received should be considered lost and duplicate orders entered.

Enclosed are fill-in Order Blanks for your convenience. We want substantial orders from all Dealers. The material condition is satisfactory now but we don't know how long it will continue. Frankly, we want to ship as much Hudsonite Clutch Compound into the field during the next 90 days as Dealers can absorb.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 32.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

18

Date

1-19-48

Subject

NEW HUDSON
BATTERIESPART
NUMBERS

PRICES

FREIGHT
PREPAIDCOVER
ENTIRE
TERRITORYINCLUDE WITH
REGULAR
ORDERS

TO DEALERS:

Replacement Batteries for the New Hudson are now ready for shipment from the National Battery Company's factory branches.

The following part number and price resale schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-300209	BATTERY - 17 PLATE TYPE S-17-2HF	\$20.80	\$14.83

(ALL MODELS)

Shipments will be made Freight Prepaid in quantities of fifteen (15) or more batteries. These shipments may also include Batteries, Part Nos. SP-48150 and SP-160763 in any desired quantities.

It is very important that all Dealers have at least one Battery for the New Hudson to properly make adjustments and replacements. We therefore urge that you survey the territory and make up a substantial order to properly stock all Dealers.

Battery orders should be typewritten on regular accessory order blanks, Form #9728 (pink) and included with your next Prepaid Freight Order.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE
STATION AGREEMENT HOLDERS AS BULLETIN NO. 33.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

19

Date

1-28-48

Subject

VALVE
GRINDING
COMPOUND

PART NUMBERS

PRICES

DEVELOPED BY
HUDSON
LABORATORIES

NO QUOTAS

ORDER BLANKS
ATTACHED

TO DEALERS:

Valve Grinding Compound in handy economical cans has been added to our list of Shop Supplies. It is a high quality water base compound packaged under the Hudson private brand label in four (4) oz. metal containers.

The following part number and price schedule has been assigned:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-166724	VALVE GRINDING COMPOUND - 4 OZ.	\$.35	\$.21

Hudson Valve Grinding Compound has been developed by our Engineering Laboratories especially for Dealer shop use. It carries the unqualified approval of the Engineering and Sales Departments.

No quotas will be established, however, we recommend that all Dealers maintain a small stock for Shop use at all times.

Attached are convenient Fill-In Order Blanks for placing your initial order. Order Hudson Valve Grinding Compound today!! Immediate shipment will be made.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 34.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

20

Date

1-28-48

Subject

WHEEL TRIM
RINGS
KIT

PART NUMBERS

PRICES

ADDED
PROFIT

CONSERVATIVE
QUOTA

ORDER
BLANKS

TO DEALERS:

We are pleased to announce the availability of Wheel Trim Rings approved as accessories. Trim Rings are very attractive on the New Hudson. They add a brilliant touch to the outer edge of the wheels that many Car Owners like and have become accustomed to on previous cars.

The following part number and price schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
EA-165952	WHEEL TRIM RINGS KIT	\$ 14.00	\$9.80

Sales Department statistics indicate that less than 50% of New Hudson Car production includes option "NN." Consequently, this offers all Hudson Dealers a substantial market for this accessory.

Quotas are being established on a conservative basis. Your Distributor Manager will be notified in an accompanying letter, the total allotment for February and March.

Enclosed are Fill-In Order Blanks for your convenience in placing the initial order. Wheel Trim Ring Kits are available NOW! Place your order for at least the entire quota.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO 35.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

21

Date

2-9-48

Subject

WINDSHIELD
WASHERS

PART
NUMBERS

PRICES

INSTALLATION
SIMPLE

SUBSTANTIAL
STOCK ON
HAND

POPULAR
ACCESSORY

ORDER BLANK
ENCLOSED

TO DEALERS:

The Windshield Washer is now available for the New Hudson! It is operated by the Windshield Wiper Control Knob. A left turn of the knob squirts water on the windshield. Then, a right turn actuates the wiper. It certainly is a simple and handy arrangement!

The following part number and prices have been established:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-210874	WINDSHIELD WASHER	\$6.25	\$4.17

The Windshield Washer glass Jar is mounted on the left front fender baffle. One hose is connected to the wiper motor and the other hose to the wiper arm brackets. Small set screws in the brackets are replaced by the water jet assemblies. -Each Windshield Washer Kit includes a layout with complete instructions for installation.

A substantial quantity of Windshield Washers has been received and we are prepared to fill all orders on an unlimited basis.

The ever increasing popularity of Windshield Washers has made it a fast selling accessory. Every new car owner should have the opportunity of buying a Windshield Washer.

A Fill-In Order Blank is attached. Check the market carefully. Order sufficient Windshield Washers to equip all of the New Hudsons in your territory. Order an additional quantity to place a reasonable stock of this accessory in your Parts Department.

DO IT NOW

C. . MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 36.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

22

Date

2-9-48

Subject

HA 166704
AUTOMATIC
BATTERY
FILLER

ALL BACK
ORDERS NOW
SHIPPED

CATALOG
SHEET
ATTACHED

SALES

FEATURES

DISPLAY IT

SELL IT

ORDER BLANK
ATTACHED

To DEALERS:

The response to our Accessory Bulletin No. 51 introducing this practical, new accessory was tremendous. Initial orders for the Automatic Battery filler swamped us, but we are pleased to announce that all back-orders to date for this accessory have now been shipped.

Please read the attached catalog sheet describing the Automatic Battery Filler before placing it in your counter catalog. Note the many attractive sales features offered in this accessory:

1. Install anywhere under the hood. Can be located above or below battery level. Need not interfere with windshield washer, oil filter or other under hood installations.
2. Cannot freeze. Will withstand freezing as low as 50 degrees below zero - without breaking.
3. Cannot overfill battery. Properly installed, the Hudson Automatic Battery Filler keeps each cell at proper water level. Prevents overfilling and loss of acid. Ends corrosion of terminals and other parts.
4. Fits older models as well as the New Hudson.

Display the Hudson Automatic Battery Filler in your Service Department, on your Parts Counter, in your Showroom, on the Accessory Display. Mention it to every new car buyer, explain its operation and you'll sell many more at full profit.

An order blank is also attached for the convenience of those Dealers who have not yet ordered their full allotment of this accessory. Please forward to your Distributor or Zone Office NOW.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NUMBER 39.)

HUDSON AUTOMATIC BATTERY FILLER

PREVENTS BATTERY BREAKDOWNS!

DOUBLES BATTERY LIFE!

CAR OWNERS WANT THESE FEATURES AND ADVANTAGES

- *Automatically keeps each battery cell at proper water level*
- *Doubles battery life over ordinary care*
- *Visible supply—quick and easy to check*
- *Prevents battery break-downs*
- *Ends nuisance of constant battery checking*
- *Filling lasts six months in normal car use*
- *Ends corrosion of terminals and other parts*
- *Prevents over-filling and loss of acid*
- *Keeps battery performance at peak*
- *Eliminates trouble—Saves time and money*



HERE is an automatic battery filler—proved and positive in operation—that carefully, accurately feeds water to each battery cell as required—when required.

Car owners want it—endorse it—because they get savings and satisfaction from its use. Battery performance and long life depend on an adequate supply of water. The Hudson Automatic Battery Filler provides a steady, adequate supply of water to keep battery performance up to peak efficiency, prolong its life, avoid warping and buckling of plates, prevent many annoying battery failures.

Convenient—easy to check battery equipped with Hudson Automatic Battery Filler. Just lift the hood and look! No fussing with greasy hard-to-reach vent caps—no searching in out-of-the-way dark spots—no manual filling at short intervals.

The 8-ounce visible-type containers hold a big reserve—require filling only twice a year for normal car use. Containers will withstand freezing—as low as 50 degrees below zero—without breaking. This is due to the intermittent action of the Hudson Automatic Battery Filler which draws back a small amount of acid into the containers.

HOW IT WORKS

Three 8-ounce acid-proof, visible-type containers—one for each battery cell—are firmly held in rattle-proof, rubber-cushioned bracket mounted on engine side of dash.

Feeder tubes of heat and acid-proof rubber extend from automatic battery filler, through each battery cap, to $\frac{1}{8}$ " above battery plates.

Positive action through thermo-expansion—not siphon or gravity feed—is caused by heated air around the engine. Operated entirely by radiated heat, the Hudson Automatic Battery is not connected to any part of engine.

EASY INSTALLATION

Mounted to engine side of dash with only four self-threading screws, it can be installed in less than 30 minutes.

Can be located up to nine feet away from battery, either above or below battery level. Feeder tubing furnished is suitable for most installations.

INDIVIDUALLY, ATTRACTIVELY PACKAGED IN ATTENTION-GETTING CARTON.
PROFIT WITH THIS FAST MOVING ACCESSORY—INCLUDE WITH NEXT PARTS ORDER!

HUDSON MOTOR CAR COMPANY
Service Department • Detroit 14, Mich.



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

23

Date

2-16-48

Subject

TO DEALERS:

We are now shipping Radios and Roof Antennae as Approved Accessories for the New Hudson.

The following part numbers and price resale schedule apply:

<u>Part No.</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-213898	Radio	\$69.50	\$49.50
HA-215890	Radio Antenna	7.50	4.50

For the present all shipments will be on an allotment basis. There is now an allotment of 1,000 Radios being shipped from our Service Stores Department which will be completed the week of February 16th.

We are also shipping an allotment of 5;000 Radios direct from the Zenith Radio Corporation, Chicago, Illinois. The Antennae for this allotment will be shipped from the Service Stores Department.

Distributors that do not require these Radios should telegraph immediately and the orders will be cancelled. If shipment has been made in advance of your instructions, we will furnish disposition immediately.

No further allotments of Radios will be made beyond these described herein. Orders will be accepted on an unlimited basis and should be placed well in advance of immediate requirements.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 40).

RADIOS
AVAILABLE
FOR THE NEW
HUDSON

PART NUMBERS

PRICES

NOW BEING
ALLOTTED

SHIPPING DIRECT
FROM SOURCE

WILL CANCEL ALL
ALLOTMENTS NOT
WANTED

WILL ACCEPT
ORDERS ON
UNLIMITED BASIS



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

24

Date

2-16-48

Subject

CIGAR LIGHTERS

PART NUMBER

PRICES

SELL ON ALL
SUPER SERIES
CARS

NEAT
INSTALLATION

PLACE ORDER
NOW

TO DEALERS:

Cigar Lighters for the New Hudson are now available as an APPROVED ACCESSORY.

The following part number and resale price schedule apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
KA-213215	CIGAR LIGHTER	\$2.50	\$1.50

Cigar Lighters are standard equipment only on the Commodore Series models 482 and 484. The Super Series Models 481 and 483 offer an excellent market for this fast selling accessory.

The installation is quite simple. The instrument mounting panel center ornament is removed and a hole drilled as indicated by a molded indentation on the reverse side. The wire is connected to the auxiliary circuit breaker.

Cigar Lighters are available for immediate shipment and we suggest that you order a substantial quantity of this popular accessory.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 41).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

25

Date

2-24-48

Subject

OVAL REAR
VIEW MIRROR

PART NUMBER

PRICES

OLD
FAVORITE

NEW PACKAGE
DESIGN

ORDER NOW

TO DEALERS:

Oval Rear View Mirrors are available as Approved Accessories for the New Hudson. This large attractive non-glare mirror gives the driver a complete view through the rear window.

The following part number and resale price schedule apply:

<u>Part No.</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-210756	Mirror - Oval - Large	\$3.25	\$1.95

This accessory has long been a favorite with Hudson Owners and it is a pleasure to be able to offer it again. It is produced of high quality mirror plate which produces an excellent image. The ball socket mounting permits adjustment to any angle; thus offers a wide range of reflection. I

The new Oval Mirror comes in a re-designed carton that is good looking indeed. It makes a fine appearing display wherever shown.

It is suggested that you include a substantial quantity of Oval Mirrors with your next order as they are available for immediate shipment.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 42)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

26

Date

2-25-48

Subject

WINDSHIELD
CLEANER
BLADES &
ARMS

PART
NUMBERS

PRICES

IMPORTANT

TO DEALERS:

Windshield Cleaner Blades and Windshield Cleaner Arms are immediately available for the New Hudson.

The following part numbers and price resale schedule apply:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-213587	Windshield Cleaner Blade	\$1.15	\$.69
SP-213572	Windshield Cleaner Arm RH	1.10	.66
SP-213573	Windshield Cleaner Arm LH	1.10	.66

All Dealers should carry a reasonable stock of Blades and Arms. If you have not already ordered Blades and Arms, do so at once. It is most important to give your Owners protection.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 43).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

27

Date

2-25-48

Subject

LACQUER
THINNER -
DRUM LOTS

ECONOMY
PRICES

HIGH
QUALITY

ALL HUDSON
LACQUER
AVAILABLE

FACTORY
MATCHED
COLORS

WE WANT
YOUR
BUSINESS

ORDER NOW

TO DEALERS:

There has been considerable interest shown recently for Lacquer Thinner in drums. Consequently arrangements have been made with our source to supply it in fifty (50) gallon drums.

The following price resale schedule applies:

<u>Part No.</u>	<u>NAME</u>	<u>Dealer Net</u>
C-175293	LACQUER THINNER - Per Gal. Drum Lots	\$1.55

Hudson Lacquer Thinner has a well balanced solvent content composed of fast, medium and slow primary solvents in the proper proportion to produce correct evaporation. It does not leave troublesome residue in the paint film.

During the past several years, we have supplied Hudson Dealers with thousands of gallons of Hudson Lacquer. Our stock of all colors for current and previous models is good. We are making immediate shipment on all paint orders.

Hudson Dealers can order Hudson Lacquer with the utmost confidence. No matching is necessary - we supply only the regular Hudson colors in virgin lacquer. Hudson Dealers should use Hudson Lacquer. You have assurance of best quality material and colors that match. If you do not have a Paint Shop, you should insist on supplying Hudson Lacquer to the Body & Paint Company handling your work.

The Hudson Motor Car Company would like to have all of their Dealers Lacquer and Thinner business. We have the top quality Factory Matched Colors and the best grade Thinner. Our prices are right and a complete stock is available for immediate shipment.

Check your Lacquer and Thinner stock today! Place an order with your Distributor for a good supply of Factory Matched Colors for 1946 and 1947 Models as well as for the New Hudson.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 44.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

28

Date

2/27/48

Subject

INSTALLATION
INSTRUCTIONS
HA 213215
CIGAR LIGHTER

SIMPLE STEP-
BY-STEP
PROCEDURE

NO ADDITIONAL
PARTS REQUIRED

EVERY SUPER
SERIES CAR
BUYER A
PROSPECT

EQUIP DISPLAY
CARS AND
DEMONSTRATORS

TO DEALERS:

Simple, detailed instructions are attached herewith for the installation of our HA-213215 Cigar Lighter in Super Series Model 481 and 483 New Hudson automobiles.

The Cigar Lighter, Part No. HA 213215, was announced in our General Accessory Bulletin No. 24, dated February 16, 1948.

No additional parts are required to install this Cigar Lighter in the Super Series New Hudsons, and no particular problem is presented in actually making the installation. However, these instructions are offered as an orderly, time-saving procedure which should be followed.

Every purchaser of a now 481 or 483 Hudson is a prospect for the sale of our HA-213215 Cigar Lighter. Be sure your show room display cars and demonstrators are equipped with this accessory.

TELL THEM!! SHOW THEM!! SELL THEM

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 45.)

INSTALLATION OF CIGAR LIGHTER UNITS ON MODEL 480 SUPER SERIES

Kit #213215 for cigar lighter installation contains the parts listed below:

1	211218	Cigar Lighter Housing and Wire Assembly
1	211241	Cigar Lighter Housing Escutcheon
1	211216	Cigar Lighter Clamp
1	213217	Cigar Lighter Heating Element and Knob Assembly

REMOVING INSTRUMENT SWITCH PANEL

1. Remove set screw and remove control knob from the windshield wiper control assembly. The trim ring under the knob is threaded and serves as a nut. Remove trim ring and remove windshield wiper control assembly.
2. Disconnect light switch feel wire at auxiliary circuit breaker. Remove set screw, knob and trim ring nut from light switch and remove light switch assembly.
3. Remove the two 10-32 attaching screws and cup spacers from inside of instrument switch panel.
4. Loosen the Phillips head screw at right side of steering column escutcheon plate and slide instrument switch panel to right approximately 1/4" and remove panel.
5. After removing instrument switch panel, place panel in vise (soft jaws) bottom side up and drill a 15/16" diameter hole through the countersunk boss provided for cigar lighter installation. This boss is located exactly 3" (center line to center line) to left of windshield wiper hole.

INSTALLING CIGAR LIGHTER UNIT

1. Install the instrument switch panel and insert the two 10-32 attaching screws and cup spacers.
2. Tighten the Phillips head screw at right side of steering column escutcheon plate.
3. Install the light switch and connect lead wire from circuit breaker to light switch. Install trim ring attaching nut and knob and insert set screw in knob.
4. Install the windshield wiper switch, trim ring nut and knob and insert set screw.
5. Install the cigar lighter housing escutcheon part #211241 in the 15/16" diameter drilled hole in the instrument switch panel.
6. Install the cigar lighter housing and wire assembly #211218 and attach the clamp #211216.
7. Connect cigar lighter wire to outlet side of auxiliary circuit breaker.
8. Install lighter heating element and knob assembly #213217.

FLAT RATE TIME - 0.7 hours



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

29

Date

3-2-48

Subject

NEW
CIRCULAR
AVAILABLE

HUDSON
AUTOMATIC
BATTERY
FILLER

MAIL WITH
MONTHLY
STATEMENTS,
SERVICE
REMINDERS,
ETC

AVAILABLE
AT LOW COST

--

IMPRINTED AND
POSTPAID

SEND ORDER
AND CHECK
NOW

TO DEALERS:

ANNOUNCING A NEW CONSUMER CIRCULAR FOR THE HUDSON AUTOMATIC BATTERY FILLER

We are pleased to offer the attached consumer circular as part of our merchandising program covering the Hudson Automatic Battery Filler. It is an attractive mailing piece which can be effectively used in most any mailing you make to your Service Customers, such as monthly statements, lubrication reminders, etc.

Available with your imprint (3 lines maximum), these circulars are offered at the following prices, postpaid to your door:

100 Circulars	\$3.50	400 Circulars	\$ 7.25
200 Circulars	4.75	500 Circulars	8.50
300 Circulars	6.00	750 Circulars	11.75
1,000 Circulars		\$14.65	
Additional M's Circulars		\$12.25	

All orders must be placed in the quantities specified above.

Please make check payable to:

Embree Mfg. Company

Forward check and the attached order form directly to my attention.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

ATTACH.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 46.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

30

Date

3-4-48

Subject

NEW OUTSIDE
REAR VIEW
MIRROR

PART
NUMBER

PRICES

INTER-
CHANGEABLE

INSTALLATION
INSTRUCTIONS

SELL EVERY
OWNER -

SELL A PAIR

TO DEALERS:

Outside Rear View Mirrors are available for immediate shipment. This Mirror is especially designed to match the sleek lines of the New Hudson. The two point patented attaching bracket insures a rigid permanent installation.

The following part number and prices resale apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-210654	MIRROR - OUTSIDE - RH AND LH	\$3.75	\$2.25

The new Outside Mirror is adaptable for both left and right hand installations thus eliminating bothersome stocking problems.

In each Mirror carton is included illustrated instructions and templates to make certain of proper and satisfactory installation.

We are confident that all New Hudson Owners will want Outside Mirrors installed on their cars. Let's set up a goal of two Outside Mirrors for every car sold. These Mirrors not only serve to eliminate the blind spot at the left rear corner but enhance the appearance of the New Hudson.

SELL EVERY OWNER -- SELL THEM BY THE PAIR!

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 49.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

31

Date

3-12-48

Subject

NEW
SPOTLIGHTS

PART NUMBERS

PRICES

TO DEALERS:

Spotlights for the New Hudson are now available for both left-hand and right-hand installation.

The installation difficulties encountered because of the narrow windshield pillar post have been entirely overcome.

We are indeed proud to offer this fine accessory:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-211233	Spotlight - LH	\$19.25	\$11.55
HA-211234	Spotlight - RH	19.25	11.55

The new Spotlight embodies the smaller light housing which is very attractive on the New Hudson. A shorter control shaft (10 1/2") provides greater ease in grasping the control handle.

With each Spotlight is furnished exploded detailed drawings and carefully written instructions on the proper procedure to follow. It is very Important that the instructions be followed without deviation.

No other Spotlight can be properly installed on the New Hudson. The pillar post is narrow and houses numerous light wires. The hole must be drilled at the prescribed angle determined by the outside mounting bracket.

Spotlights are individually packaged in complete Kits which include all necessary attaching parts as well as detailed drawings and instructions. Six cartons per shipping case is standard and all shipments will be in unbroken case lots. Therefore place your orders for Spotlights In quantities of multiples of six (6).

All Dealers will immediately want the New Hudson Spotlight. Place your order at once with your Distributor.

Spotlights for the New Hudson have been delayed but they are well worth waiting for! Let's make up lost time on this fast selling accessory!

C. C. MC KELLAR - MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 51)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

32

Date

3-12-48

Subject

HUDSON SIX
OIL FILTER

PART NUMBER

PRICES

PACKAGED
COMPLETE

POPULAR
ACCESSORY

AVAILABLE
NO

DO IT
NOW

TO DEALERS:

Oil Filters for the New Hudson Six Cylinder models are now available for immediate shipment.

The following part number and price resale schedule has been established:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
RA-300560	OIL FILTER	\$8.75	\$5.69

Each Oil Filter Kit is packaged complete with installation instructions and drawings together with all necessary connections.

Hudson Oil Filters have been popular with Owners, Dealers and Distributors alike. This device serves a real purpose and the expense to the car owner should be looked upon as an investment. Dealers are offered an excellent opportunity for plus profits on the installation of Oil Filters on every New Hudson delivered. Further, this establishes a market for Filter Cartridges which can be sold with every oil change.

As stated above, Oil Filters for the Hudson Commodore Six Model 482 and the Hudson Super Six Model 481 are available for immediate shipment.

Include with your next Distributor Parts Order, a substantial quantity of Oil Filters to take care of your requirements for the next 90 days.

* * * * *

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 52.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

33

Date

3-12-48

Subject

5,000 BASIS
FRANCHISE
ELIMINATED

RESALE
SCHEDULE

CHAMPION
PRICE SHEET
ATTACHED

OPENS NEW
OPPORTUNITY

TREMENDOUS
MARKET

IT'S BIG
BUSINESS

SPRING IS
COMING

TO DEALERS:

Effective January 2, 1948 the Champion Spark Plug Company withdrew the 5,000 Basis Franchise which required a yearly retail sales volume of 5,000 Plugs and a minimum stock of 500 Plugs. Dealers that qualified for this Franchise could purchase Spark Plugs at 32¢ net from their Distributor.

The following price schedule on Champion Spark Plugs has been effective since January 2, 1948:

List Price Each	\$.65
List Price, 4 or more	.59
Dealer Net, 10 to 99	.39
Dealer Net, 100 to 299	.36
Dealer Net, 300 or more	.32

Attached is the Champion Spark Plug Company's Dealer and Fleet Resale Price List confirming the prices listed herein.

The dropping of the 5,000 Basis Franchise is a very progressive step in furthering the sale of Spark Plugs to Hudson Dealers. It offers all Hudson Dealers and Service Stations, an opportunity to purchase Spark Plugs at the low net of 32¢ providing 300 or more plugs are ordered. This order may include all types.

Few Hudson Dealers realize the enormous quantity of Spark Plugs sold each year. We know of an eastern Jobber selling 400,000 Champion Spark Plugs annually. Another larger Jobber in Detroit averages over 500,000 Champion Spark Plugs each year.

Spark Plug Business is Big Business - It's a Good Business to be in. As Hudson Dealers - you are in the Spark Plug Business.

The coming Spring season will see more Spark Plugs replaced in cars than ever before. Let's get your stock of Spark Plugs increased both in quantity and variety in preparation for the best selling season.

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 53.)

CHAMPION SPARK PLUG COMPANY

DEALER AND FLEET RESALE PRICE LIST

January 2, 1948

Resale Prices Established By Fair Trade Agreements in "Fair Trade" States, Suggested Resale Prices in other States and D.C.

CHAMPION SPARK PLUGS

	Dealer and Fleet Prices Single Shipments of			Consumer List Prices	
	300 or More	100 to 299	10 to 99	4 or more	List each
All Regular Types	\$ 0.32 ea.	\$ 0.36 ea.	\$ 0.39 ea.	\$ 0.59 ea.	\$ 0.65 ea.
R & DLB-C Types	.46 ea.	.52 ea.	.57 ea.	.83 ea.	.90 ea.

The above resale prices apply to single shipment purchases of spark plugs by recognized dealer and fleet accounts. In connection with these minimum prices, we wish to call your attention to that part of the applicable Fair Trade Act, which in substance provides as follows:

That it is unlawful and actionable at the suit of any person damaged thereby to wilfully and knowingly advertise, offer for sale, or sell any commodity at less than the price stipulated in any contract entered into pursuant to the provisions of the Act, whether the person so advertising, offering for sale or selling is or is not a party to such contract.

SERVICE ITEMS

Part No.	Description	Dealer and Fleet Price	Consumer List
500	Champion Service Unit (with cabinet).....	\$ 49.00*
500-A	Champion Cleaner and Comparator Assembly, only.....	43.00*
585-A	Steel Stand for 500 Series Service Unit.....	8.00*
WG-100	Champion "Mil-O-Set" Gap Tool and Gauge, ea.....	1.40
WG-3	Champion Gap Tool (flat feeler gauges) ea.....	.15
AG-200	Gasket Vendor, complete with 200 Gasket Assortment, ea.....	1.40
.....	Gaskets (outside) all sizes, per C..... Part Nos. A-472, A-672, N-672, Y-672. (Packed 100 to a size)	.60	.01 ea.
533	Abrasive Compound (Includes nozzle tips), per can.....	.50
.....	Spark Plug Terminal Nuts per C. Part Nos. A-146, AA-446, A-548S-, A-548, C-546 (Packed 100 of a size to a carton)	1.50	.03 ea.
.....	Reducing Bushings, metal (For cylinder heads), ea..... (Part Nos. J-302, Y-402, Y-302, J-202, A-202, Y-202)	.15	.20
G-402	Reducing Bushing, Special (1-1/2" to 18mm), ea.....	1.15	1.50

*Plus Transportation from Montclair, N. J.



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

34

Date

3-17-48

Subject

TO DEALERS:

The addition of the THERMASTER PROGRAM to our accessory line-up for 1948 offers new profits for Hudson Dealers.

The following part numbers and prices have been established:

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>	
HA-212331	THERMASTER "8 HR." BOTTLE - GALLON SIZE	7.00	\$4.70	
HA-212333	THERMASTER PORTABLE REFRIGERATOR	11.00*	7.30*	
	*Special Fair Trade Price - Denver and following group of Western Distributors for THERMASTER PORTABLE REFRIGERATORS ONLY:	12.00	8.00	
	Pueblo	Phoenix	Seattle	San Diego
	Denver	Salt Lake City	Tacoma	Fresno
	Billings	Great Falls	Eugene	
	Cheyenne	Boise	Sacramento	
	Albuquerque	Spokane	San Francisco	

The DELUXE THERMASTER PORTABLE REFRIGERATOR has a removable ice container, twice the insulation of any other portable refrigerator and is absolutely water-tight. Ideal for motorists, campers, boat owners, in fact, nearly every Hudson owner has use for this hand picnic food carrier. Fits readily into the back of the car (outside dimensions 21" x 10" x 12") and weighs only fifteen pounds. Handsome hammered metal outside finish with pinch proof handles and new type easy-to-work latches.

The THERMASTER "8 HR." BOTTLE (Gallon Size) is an ideal companion piece for the PORTABLE REFRIGERATOR outlined above. It is new in design, principle and efficiency. There is no other container in the world having all these features:

1. Guaranteed to keep foods and liquids hot for 8 hours.
2. Guaranteed to keep foods and liquids cold for 8 hours.
3. All metal - unbreakable.
4. Each bottle contains two cups with colorful plastic bases no more burnt fingers and spilled hot liquids.

ANNOUNCING
THE
THERMASTER
PROGRAM

PART
NUMBERS
AND SPECIAL

FAIR TRADE
PRICES

THERMASTER
PORTABLE
REFRIGERATOR

THERMASTER
"8 HOUR"
BOTTLE
(GALLON
SIZE)

(OVER)

Subject

- 2 -

5. Fold away faucet for convenient pouring - no tipping or spilling.
6. Baked enamel finish.
7. Fiber glass insulation.
8. Light weight - only five pounds.

LARGE

The THERMASTER PROGRAM offers an enormous profit for the Hudson Dealer. Six billion dollars were spent last year for pleasure Out-of-Doors for fishing, picnicing, hunting, etc. Right in your territory car owners will spend thousands of dollars for fun Out-of-Doors. The THERMASTER PROGRAM will help you get your share of that business because:

MARKET

NATIONALLY
ADVERTISED

1. THERMASTER PRODUCTS are nationally advertised.

FAIR TRADE
PRICES

2. Fair trade prices protect Hudson Dealers against cut rate competition.

ONLY TWO
ITEMS TO SELL

3. Concentration on two deluxe items only. A small inventory opens an enormous market for every Hudson Dealer.

THERMASTER
PROGRAM
STARTS NOW

The THERMASTER PROGRAM starts immediately with all major efforts slanted for the months of May and June, which is the best sales period for this type of merchandise.

IMMEDIATE
SHIPMENT

Shipments will go forward immediately direct from the manufacturer who has sufficient stock on hand to take care of all orders.

GET YOUR SHARE OF THIS PLUS MARKET!!!!

ORDER NOW

ORDER NOW!!!

C. C. MC KELLAR

MANAGER
PARTS ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 55.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

35

Date

3-17-48

Subject

CLUB
COUPE
SEAT
COVERS

PART
NUMBERS

MATERIAL
SAME AS
BROUGHAM
SEDAN COVERS

SEAT COVER
MATERIAL
MATCHES
UPHOLSTERY

TO DEALERS:

With the start of Club Coupe production, we have been able to furnish the Seat Cover Sources with patterns. Sample Seat Covers have been submitted and within the next week, final approval for fit, workmanship and material will be given by the Engineering Department. The manufacturers will then be ready to produce Seat Covers for Club Coupes.

The following part numbers and price resale schedule apply:

<u>Part No</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-214622	Seat Cover Set - Rayon Twill	\$59.00	\$35.40
HA-214623	“ “ “ - Matting - Custom	36.75	22.05
HA-214624	“ “ “ - Matting - Deluxe	29.50	17.70

MODELS 481 AND 483 - CLUB COUPE SUPER SERIES

HA-214634	Seat Cover Set - Rayon Twill - Tan Upholstery	66.75	40.05
HA-214638	Seat Cover Set - Rayon Twill - Gray Upholstery	66.75	40.05
HA-214642	Seat Cover Set - Matting - Tan Upholstery	39.25	23.55
HL-214646	Seat Cover Set - Matting - Gray Upholstery	39.25	23.55
HA-214782	Seat Cover Set - Matting - Tan Upholstery	35.75	21.45
HA-214786	Seat Cover Set - Gray Upholstery	35.75	21.46

MODELS 482 AND 484 - CLUB COUPE - COMMODORE SERIES

The material used on Club Coupe Seat Covers is the same that is used. on Sedan And Brougham Seat Covers of the same model series.

Seat Cover material has been selected by our Styling Department to match the upholstery. All Seat Covers for Super Series cars, regardless of body type employ the same Rayon Twill, Custom Matting and Matting which matches the Bedford Cord Upholstery.

(OVER)

Subject

SEAT COVER
MATERIAL
SHORT

Seat Cover material for Commodore Series Cars match the Tan and Gray Upholstery.

The availability of Seat Cover material is still poor. This pertains especially to Rayon Twill. We have shipped Seat Cover orders in the same sequence as received. Because of the numerous emergency requests for more Seat Covers, it is indicated that some Dealers have underestimated the demand. Therefore we recommend that you immediately order Club Coupe Covers from your Distributor in substantial quantities.

ORDER CLUB COUPE SEAT COVERS NOW!!!

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 56.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

36

Date

4-1-48

Subject

OWNER SUPPLY
KIT

HANDY KIT
OF CAR
MAINTENANCE
MATERIALS

TO DEALERS;

To assist Hudson Dealers increase the retail sales of Owners' Supplies, we have developed an individual OWNER SUPPLY KIT.

A very attractive carton has been designed using the Hudson private brand label. The Owner Supply Kit contains one each of the following items:

- HS-118680 POLISH AND CLEANER - PT.
- HS-118684 PRE-WAX CLEANER- PT.
- HS-111939 WAX - 7 OZ.
- HS-206225 SPOT REMOVER - 5 OZ.
- HS-209737 CHROME POLISH - 8 OZ.
- HS-209734 FABRIC CLEANER - PT.
- HS-165899 GENERAL USE OIL - 4 OZ.
- HS-165898 PENETRATING OIL - 4 OZ.
- HS-210356 GLASS CLEANER - 10 OZ.
- HS-207197 AUTO SHAMPOO - 2 OZ.

The Owner Supply Kit contains material to clean and protect the lacquered surfaces which is so important to the Owner in maintaining that new car appearance. Fabric Cleaner and Spot Remover to clean upholstery as well as polish for bumpers, hub-caps and other chromium plate is supplied. Auto Shampoo and Glass Cleaner is there to assist in quick and thorough car washing as well as ever ready oil cans when they are needed.

The Kit will be permanently listed in the Shop and Owners Supplies group as follows:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-211035	OWNER SUPPLY KIT	\$4.85	\$2.91

The price resale schedule established is a composite of the included items.

We are confident that an Owner Supply Kit can be sold with every New Hudson. It contains handy supply items that an Owner will otherwise buy from an automotive supply house, the corner gas station, or the neighborhood hardware store.

(OVER)

Subject

ORDER BLANK
ENCLOSED

Enclosed is an Order Blank for your convenience in ordering Owner Supply Kits from your Distributor. There are twelve Kits in a shipping case.

ORDER IN CASE LOTS!

- - - - -

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 57.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number
37

Date
4-2-48

Subject
HS-214698
HUDSON
WINDSHIELD
GLASS SEALER

TO DEALERS:

Sealzit is probably the best known and most practical of the various types of Windshield Sealers offered to the automotive trade today. It is now available for immediate shipment packaged especially for Hudson Dealers as Hudson Windshield Sealzit.

The following part number and price schedule has been established:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
MS-214698	WINDSHIELD SEALZIT - 2 Oz. Bottle with Applicator	.85	.51

(PACKAGED 12 PER SHIPPING CARTON)

Hudson Windshield Sealzit is offered in attractive boxes containing the 2 oz. bottle of Sealzit plus the applicator. Full directions for its application are shown on the reverse side of the bottle label.

The attached catalog page fully describes both Sealzit and the easy method of application. Briefly, here are the advantages of using Sealzit:

1. Easy to Apply
2. Dries quickly
3. Seals Permanently

Every car owner will buy Sealzit when shown how practical and easy it is to use. Dealers will also find Sealzit a real time saver when fixing windshield leaks in their Service Departments.

Here is a service supply item that should be on every Dealer's counter.

Attached are convenient fill-in order blanks for placing your initial order for immediate shipment from your Distributor or Zone Office.

DO IT NOW!!!

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 58.)

IMMEDIATE
SHIPMENT

PRICE

SCHEDULE

ATTRACTIVELY
PACKAGED

CATALOG

PAGE

ATTACHED

NO QUOTAS

SELL DEALER
STOCKS NOW

ORDER NOW

**STOPS WINDSHIELD AND
WINDOW LEAKS**



WINDSHIELD SEALZIT



EASY TO APPLY
DRIES QUICKLY
SEALS PERMANENTLY

PART No. HS-214698

2-OZ. BOTTLE
WITH APPLICATOR

85¢

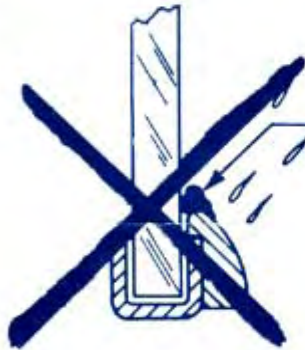
PACKED DOZEN TO
SHIPPING CARTON

HUDSON MOTOR CAR CO.
DETROIT 14, MICHIGAN

DO YOUR CAR WINDOWS LEAK?



RUBBER DRAWN AWAY
FROM GLASS ALLOWING
WATER TO SEEP THROUGH



PAST METHOD OF ATTEMPTING
TO SEAL BY AN OVERLAY
WHICH BECAUSE OF VIBRATION
AND SHRINKAGE WILL LEAVE
THE GLASS AND EXPOSE
THE AREA THAT LEAKS



USING 'SEALZIT' THE LEAK
IS STOPPED AT ITS SOURCE
AND A DEFINITE BLOCK OF
MATERIAL PREVENTS SEEPAGE

**SEALZIT REMAINS IN A PLIABLE CONDITION,
NEVER BECOMES BRITTLE, OR BREAKS OFF, AND
ACTS AS A GLASS AND RUBBER BINDING.**

HUDSON MOTOR CAR CO.

DETROIT 14, MICHIGAN



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

38

Date

4-5-48

Subject

TO DEALERS:

New Automatic Under Hood Lights, Automatic Trunk Compartment Lights and Automatic Glove Box Lights are now available for immediate shipment. They are designed especially for the New Hudson and offer adequate lighting, with the proper control in their respective positions.

Following established practice, the Lights will be sold in sets under part number and price resale schedule as listed herein.

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-213986	Automatic Utility Light Kit	\$5.95	\$3.57

Each Light Kit is attractively packaged and complete with installation drawing.

The Under Hood Light is equipped with a 15 C.P. bulb and is actuated by a mercury switch. It fastens to the under side of the hood in a central position and adequately illuminates the engine compartment when the hood is raised.

The Glove Box Light is installed just inside of the Glove Compartment. It has an adjustable reflector, which in the normal position, throws sufficient light into the compartment. It can also be adjusted to assist in reading street directories, road maps, etc. in the front seat. A mercury switch on the door turns the light on and off with the opening and closing of the door.

The Trunk Compartment Light uses a 15 C.P. bulb which provides ample light particularly to the forward part of the compartment. A plunger type switch installed in the Trunk Compartment door frame actuates the light as the door is opened. Closing the door depresses the plunger and the light is turned off.

The Lights can be purchased separately but they should be sold in sets. The owner cost is reasonable and they serve a real purpose.

Enclosed is a special fill-in Order Blank for your convenience - USE IT! Order Utility Light Kits NOW! We have them in stock and are waiting for your orders!

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 59).

NEW
AUTOMATIC
UTILITY
LIGHTS

SOLD IN SETS

PART NUMBER

PRICES

UNDER HOOD
LIGHT

GLOVE BOX
LIGHT

TRUNK
COMPARTMENT
LIGHT

SELL COMPLETE
KITS

ORDER BLANK
ENCLOSED



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

39

Date

4-5-48

Subject

TIRE PRESSURE
GAUGE

PART
NUMBER

PRICES

COUNTER
DISPLAY
CARTONS

INSPECT
SAMPLES
CAREFULLY

CAR OWNERS
SHOULD
HAVE PRESSURE
GAUGES

ORDER BLANK
ATTACHED

TO DEALERS:

Negotiations have been completed to include Tire Pressure Gauges in the Owner Supply Group.

The following part number and price resale schedule has been

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-302103	TIRE PRESSURE GAUGE Calibrated 10 to 50 lbs. in one pound units	\$ 1.60	\$ 1.15

The gauge is manufactured by A. Schrader's Son, Brooklyn, New York, who unquestionably lead the field in the manufacture of Tire Pressure Gauges.

Counter Display Cartons containing five Gauges as well as handout folders and a Dealer Brochure is the standard shipping case.

We sincerely recommend that you inspect the Display Carton and carefully read the literature contained therein. With the new Super Cushion Tires which carry recommended pressures of 24 lbs., it is most important that a frequent check be made by the Owner and with an accurate gauge.

We seriously believe that all car owners should have the best Tire Pressure Gauge available and we believe further that Hudson Dealers will be offering their owners a real service in making Tire Pressure Gauges readily available.

Enclosed is a special Fill-In Order Blank for your convenience in obtaining Tire Pressure Gauges. We hope that every Dealer will purchase at least two Display Cartons (10 gauges) for use on the parts counter and service write-up area.

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 61).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number	40
Date	4-8-48
Subject	

TO DEALERS:

EVERYBODY'S GETTING READY FOR

SPRING!

Attached is a descriptive broadside outlining the potential profit to be obtained from the conditioning of automobile cooling systems.

NOW IS THE TIME to vigorously promote this business with ALL of your customers. The chemicals supplied for the purpose have been THOROUGHLY TESTED by our Engineering Laboratories and carry their UNQUALIFIED APPROVAL.

There is a real service to be rendered-to your Owners and there is real money to be made in doing so.

Display the Radiator Cleaning Kit, Radiator Flush, Radiator, Rust Preventive and Radiator Stop Leak prominently on your Parts Counter and Service Department.

Enclosed is a special Order Blank to be used in ordering your cooling system supplies.

Check your stock NOW -- Order a substantial quantity of ALL FOUR ITEMS IN CASE LOTS!

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 62.)

SPRING IS
HERE

PROMOTE
THIS
BUSINESS

A REAL
SERVICE

DISPLAY

SPECIAL
ORDER
BLANK



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

41

Date

4-13-48

Subject

TO DEALERS:

A minor adjustment has been necessary in the price resale schedule of Rayon Twill Seat Covers due to increased material costs.

The following price resale schedule became effective as of March 3, 1948;

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-214625	Seat Cover Set - Rayon Twill - 481, 483 Sedan	\$52.50	\$32.25
HA-214626	Seat Cover Set - Rayon Twill - 481, 483 Brougham	55.75	34.30
HA-214633	Seat Cover Set - Rayon Twill - 482, 484 Sedan, Tan Upholstery	58.75	36.15
HA-214637	Seat Cover Set - Rayon Twill - 482, 484 Sedan, Gray Upholstery	58.75	36.15

Rayon Twill Seat Covers for the New Hudsons have become very popular. The continued shortage of rayon yarn has restricted the production of the material which has resulted in a limited supply of these Seat Covers.

Negotiations are now in process to obtain an increased supply of Rayon Twill and we are confident of improving the shipping service on your orders in the near future.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 64.)

NEW SEAT
COVER PRICES

PART
NUMBERS
PRICES

MOST POPULAR
LINE

IMPROVED
DELIVERIES
IN SIGHT



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

42

Date

4-14-48

Subject

WINDOW
VENTSHADES
HUDSON
APPROVED

PROVIDES
SHADE AND
VENTILATION

PART
NUMBERS

PRICES

ADDED
BEAUTY

POPULAR
ACCESSORY

TO DEALERS:

Window Ventshades for the New Hudson are available for immediate shipment.

This accessory attaches to the upper edge of the window opening and is easy to install. It allows the windows to be lowered when raining permitting comfortable ventilation. Ventshades also provide shade from the sun, thus reducing glare and relieving eye strain.

The following part number and price resale schedule apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-212918	Window Ventshades All Sedans (Set of 4)	\$17.50	\$10.50

Part numbers and prices on Broughams and Coupes will also be announced as soon as available for shipment.

Ventshades keep parked cars cooler in the summer because windows can be left partially lowered for air to circulate. As for appearance, the brilliant chrome and flowing lines add to the beautiful New Hudson.

Ventshades have been widely advertised by the manufacturer in the Automotive News and consequently Hudson Dealers should be well acquainted with this accessory.

Here is an accessory that is already popular with Car Owners. It is well advertised and has received an excellent acceptance. Take this opportunity and make the most of it! If you have not already done so -- Order Hudson Window Ventshades TODAY!

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE, STATION
AGREEMENT HOLDERS AS BULLETIN NO. 66).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

43

Date

4-15-48

Subject

HUB CAP KITS -
LARGE

PART
NUMBER

PRICES

LARGE
MARKET

VERY
ATTRACTIVE

ORDER NOW -
LIMITED SUPPLY

TO DEALERS:

Large Hub Cap Kits are now available for immediate shipment

The following part number and price resale schedule apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-165953	HUB CAP KIT - LARGE (Set of 4)	\$19.25	\$11.55

Large Hub Caps are standard equipment on the Commodore Series Models 482 and 484. There is an excellent opportunity to sell Owners of Super Series cars Models 481 and 433 this fine appearance item.

Everyone agrees that large Hub Caps add considerably to the attractiveness of the New Hudson. Many requests have been received in regard to availability and we are fortunate in obtaining a limited supply.

Place your orders early for a reasonable quantity of Hub Cap Kits. Include with your next Distributor order and prompt shipment will be made. Orders will be filled as received, consequently we caution against delay in placing the order.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 67).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

44

Date

4-15-48

Subject

OIL FILTER
INSTALLATION
INSTRUCTION

SUPPLEMENTS
INSTRUCTIONS
WITH EACH KIT

NOTIFY ALL
SERVICE
EMPLOYEES

TO DEALERS:

Attached is a copy of the instructions for installing Oil Filter Kit, Part No. HA-300560, on six-cylinder models 481 and 482 that are equipped with Drive-Master.

Instructions enclosed with each Oil Filter Kit describe the installation when Drive-Master is not involved.

Please give this Information to the interested people in your organization. Additional copies may be obtained upon request to this department.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING HAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 68).

INSTALLING OIL FILTER #300560 ON MODEL 481, 482 "NEW HUDSONS"
EQUIPPED WITH HUDSON DRIVE MASTER

Oil Filter Kit #300560 contains the following listed parts:

1	300150	Oil Filter Assembly
2	71384	Oil Filter Mounting Bolts
2	71153	Oil Filter Mounting Bolt L/W
1	300561	Oil. Filter Inlet Hose
1	161045	Oil Filter Outlet Hose
3	170410	Elbow
1	70839	Oil Filter Mounting Spacer

To install oil filter #300560 it is necessary to remove the H.D.M. attaching bracke and move unit away from cylinder block in order to gain access to the 1/8" pipe plugs in the cylinder block which are removed for oil filter inlet and outlet hose installation.

1. Remove the two nuts from the oil filter mounting studs on left side of block.
2. Remove bolt from clump on the oil filler tube.
3. Remove two cap screws attaching H.D.M. bracket to oil pan at front of engine.
4. Remove oil pan cap screw attaching H.D.M. brackt at rear of engine.
5. Remove cotter key and pin attaching the H.D.M. transmission shift rod and disconnect rod.
6. Remove the rod retaining clip and disconnect the H.D.M. cross over switch rod.
7. Remove the rod retaining clip and disconnect the remote control bellcrank to shift lever rod.

NOTE: The Drive Master unit is now disconnected to such an extent as will enable it to be moved away from the cylinder block and permit removal of the 1/8" pipe plugs at side of block for oil filter hose installation.

8. Remove the two 1/8" pipe plugs from the cylinder block.
9. Insert the filter elbows #170410 into the oil filter and insert the remaining elbow #170410 in-to the opening in the cylinder block below the check valve.
10. Install filter inlet hose in the cylinder block hole above the oil check valve.
11. Attach the oil filter outlet hose to the elbow in the cylinder block below the check valve.

(OVER)

NOTE: Filter outlet elbow in block is tilted up and toward rear of engine at a 45° angle.

12. Position the H.D.M. unit and attaching bracket and install the spacer on filter mounting stud.

13. Install the oil filter and the two attaching nuts and lockwashers.

14. Install the oil pan to bracket cap screws. (Front & Rear)

15. Insert bolt in clamp at oil filler tube.

16. Connect the H.D.M. transmission shift rod and insert the pin and cotter key.

17. Connect the H.D.M. cross over switch rod and attach the rod retaining clip.

18. Connect the remote control bellcrank to shift lever rod and attach the rod retaining clip.

19. Connect filter inlet hose #300561 to the inlet elbow in bottom of oil filter.

NOTE: Oil filter inlet elbow must point toward front of engine.

20. Connect oil filter outlet hose #161045 to outlet elbow on side of oil filter.

NOTE: Oil filter outlet elbow must point straight down.

FLAT RATE TIME - 1.5 HRS.



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

45

Date

4-19-48

Subject

MOUNTING
BRACKETS

PART
NUMBERS

PRICES

RELIEVES
GLOVE
COMPARTMENT

WILLHELP
SELL
EMERGENCY
UNITS

NEW LIST OF
REFILL STATIONS

TO DEALERS:

Mounting Brackets are now available for use with the Tire Inflator-Fire Extinguisher Emergency Unit, Part No. HA-206231. The bracket can be attached to either the right or left kick panels and can also be installed in the trunk compartment.

The following part number and price schedule apply.

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
RA-212385	Mounting Bracket	\$.75	\$.45

Using the Mounting Bracket for the Tire Inflator-Fire Extinguisher Emergency Unit it becomes unnecessary to carry the unit in the glove compartment. The bracket firmly holds the unit in any desired location.

The Mounting Bracket should be of great assistance in promoting the sale of this accessory, We suggest that you include a goodly number of Mounting Brackets on your next Distributor Order.

Attached is an up to date list of service stations for refilling the Tire Inflator-Fire Extinguisher Emergency Units. If there is no station in your city, we suggest shipping the discharged units to the Nail Engineering Corporation, 3453 W. Montrose Avenue, Chicago, Illinois, who will provide prompt return shipment.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 69.)

Verified Refill Stations

Nail Engineering Corp.,
3455 Montrose Ave.,
Chicago, Ill.

Kay Gases
7715 S. Halsted St.,
Chicago, Ill.

Domel Products Co.
1000 Cherokee St.,
Denver 4, Colo.

Valley Recharge Service
335 W. Prospect Ave.,
Appleton, Wisc.

Pepsi-Cola Bottling Co.
5614 - 14th St.,
Kenosha, Wisc.

Accurate Recharge Service
2917 N. 12th St.,
Milwaukee, Wisc.

S & S Supply Co.,
5,37 W. Juneau
Milwaukee, Wisc.

Waukesha Welders Supply
107 No. Barstow
Waukesha, Wisc.

M & S Fire Extinguisher Service
623 Fares Ave.
Evansville, Ind.

Capital City Tire Co.
Delaware & Michigan Sts.,
Indianapolis, Ind.

Fire Equipment Co.,
387 Lincoln Ave.,
Council Bluffs, Iowa

Automatic Fire Protection Co.,
1915 St. Paul St.,
Baltimore 18, Md.

Reliable Fire Equipt Co.,
600 Mass. Ave.,
Boston, Mass.

Eastern State Supply Co
382 S. Saginaw
Pontiac, Mich.

K. M. Supply Co
619 Grand Ave.,
Kansas City, Mo.

Reinhardt Bros.
Fargo, N. Dak.

Fire Equipt. Co.,
811 Howard St.,
Omaha, Nebra.

Anderson Fire Equipt. Co.,
2427 Farnum St.,
Omaha, Nebra.

Kaufmann Auto Parts
1150 Bedford Ave.,
Brooklyn, N. Y.

Cold Crest Safety Equipt. Co.,
Highway 29 - P. O. Box 155
Dunnellen, N. J.

John F. Schultz, Jr.
5038 Wayne Ave.,
Merchantsville, N. J.

H. M. Royal, Inc.
689 Pennington Ave.,
Trenton, N. J.

Automic Fire Extinguisher Co.,
2318 St. Clair Ave.,
Cleveland, Ohio

Fire Safety Co,
12210 Ashbury Ave.,
Cleveland 6, Ohio

Fyer-Fyter Sales & Service
5316 Lorain Ave.,
Cleveland, Ohio

R. X. Buttinghausen
415 Orange St.,
Toledo, Ohio

(OVER)

Refill Stations

Fire Appliance & Safety Co.,
21 S. Western Ave.,
Oklahoma City, Okla.

Accurate Fire Equipt Co.,
204 E. Third St.,
Tulsa, Okla.

Super Fire Service
1746 Wyoming Ave.,
Scranton, Pa.

Combination Ladder Co.,
381 Fountain St.,
Providence, Rhode Island

General Fire Safety
316 N. Sylvania
Fort Worth, Texas



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

46

Date

4-26-48

Subject

TO DEALERS:

Radiator Grille Guards are now available for the New Hudson. Here is a fast selling accessory that has been especially designed and is most attractive. The new Hudson Grille Guard offers increased protection to the front end of the car as well as to enhance its beauty.

The following part number and resale price schedule apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-210828	RADIATOR GRILLE GUARD KIT	\$27.50	\$16.50

This accessory fits over the center bumper guards and is supported at the bottom directly to the frame and will withstand a considerable impact thereby offering additional protection to the front of the car.

The special design blends perfectly with the lines of the New Hudson. It is in no sense, to be compared with universal Grille Guards which have been on the market for sometime.

The List Price is in line with similar devices sold by other car manufacturers and offers to Dealers, a substantial margin of profit. We are confident that the new Hudson Grille Guard will meet with instant approval not only by our Sales Organization but by Hudson Owners as well.

The market for Grille Guards is tremendous and you will have the opportunity of selling not only new buyers, but the Owners of all New Hudsons which have been previously delivered.

Attached is a special Order Blank for your use in placing an immediate order for the New Hudson Grille Guard. Each Guard is individually packaged and six cartons are placed in a master shipping case. We urge that you order in multiples of six.

Please give this program your full attention and accept this opportunity for additional profit. The time to order HUDSON GRILLE GUARDS IS NOW! Don't delay -- discuss the program with your entire organization and make plans to thoroughly merchandise this fine accessory.

LET'S DO IT NOW

C. C. MCKELLAR,
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 70.)

RADIATOR
GRILLE
GUARDS

PART
NUMBER

PRICES

STURDY
DESIGN

HUDSON
STYLING

COMPETITIVELY
PRICED

ORDERS FILLED
ON UNLIMITED
BASIS

SPECIAL
ORDER
BLANK

NOW IS
THE
TIME



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

47

Date

4-26-48

Subject

TO DEALERS:

The NEW Hudson Fog Lamp is available for immediate shipment and orders on hand are now being processed. This new Fog Lamp is of improved design and is attached by one stud through the front fender directly beneath each headlamp. This installation is by far the best and most attractive we have ever offered. It's location is better protected and adds a lot to the attractiveness of the car.

The following part numbers and price resale schedules apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
RA-212727	FOG LAMP KIT - (PAIR)	\$13.50	\$8.10
HA-212729	FOG LAMP INSTALLATION KIT	1.00	.60

In each Fog Lamp Kit is an installation diagram and instructions outlining carefully the proper procedure to follow. The switch is especially designed to match the other switches and there is specific space designated for the mounting. The switch becomes an integral part of the instrument group and is within easy reach of the driver.

We are making immediate shipment on all orders that have been received and are in a position to continue prompt service on all subsequent orders. Please give this program your immediate attention* discussing it with the entire Sales organization.

Orders for the New Hudson Fog Lamps should be in multiples of six units. Fog Lamps are individually packaged in pairs under the above part number and are shipped in master cases of six pairs. The Installation Kits will be shipped in a separate package. If you have not already done so -- do not delay in placing your order for the New Hudson Fog Lamps with your Distributor or zone.

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 71)

NEW
HUDSON
FOG
LAMP

PART
NUMBER

PRICES

SWITCH
MOUNTING

SHIPMENTS NOW
IN PROCESS

ORDER
NOW



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

48

Date

4/27/48

Subject

TO DEALERS:

The following prices will become effective as of April 26, 1948:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-119902	HAND RUBBING COMPOUND		\$1.65
SP-151962 GALLON	HUDSONITE CLUTCH COMPOUND	\$ 3.00	1.80
SP-160671	HUDSONITE CLUTCH COMPOUND ONE-SHOT	.35	.21

Please be sure that all of your records are changed accordingly.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 72)

PRICE
CHANGES



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

49

Date

5/4/48

Subject

NEW
BATTERY
PRICES

TO DEALERS;

The following prices are immediately effective:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP- 48150	Battery - 17 Plate - Type S-17-1F	\$20.10	\$13.25
SP-150763	Battery - 19 Plate - Type S-19-2F	25.20	16.63
SP-300209	Battery - 17 Plate - Type S-17-2HF	22.95	15.15

The above change In battery prices has just been received from the National Battery Company and affects their entire distribution organization.

Please have all of your records changed accordingly.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 73.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number <p style="text-align: center;">50</p>
Date <p style="text-align: center;">5-7-48</p>
Subject

TO DEALERS:

The now Auto-Home Combination Electric Shaver is now available for immediate shipment.

The following part number and price schedule apply:

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-302182	ELECTRIC SHAVER - AUTO-HOME COMBINATION - 6V - 110V AC or DC	\$25.50	\$16.57

As noted in the description, this Electric Shaver is adaptable for every day use in the home and can also be used in automobiles by plugging into the cigar lighter socket. The Electric Shaver Kit includes one cord for home use and another cord for car use. It also includes a leather bag as well as cleaning brushes.

The Electric Shaver is manufactured by Remington Rand, Inc., the largest and most successful manufacturers in this field. It is fully guaranteed by Remington Rand, Inc., for one year on defects in manufacture or material and the service policy is very generous in its application. In the instruction book which is included with each Shaver, is a list of Remington Rand Service Stations that will handle all service thus relieving Hudson Dealers of this responsibility.

This accessory is packaged in a most attractive carton, plainly marked as an APPROVED ACCESSORY and manufactured by Remington Rand, Inc., for the Hudson Motor Car Company. The Electric Shaver has five cutting blades. The head contains TWO twin shaving heads and ONE smooth round head; the equivalent of FIVE single headed Shavers. The Remington Rand Auto-Home Combination Shaver will be sold exclusively through automobile dealers and Hudson is first to announce its inclusion as an Approved Accessory.

There is an earlier model Auto-Home Combination Shaver being sold through Remington Rand Distributors, however, this Shaver requires a special two prong socket to be installed under the instrument panel and has only one twin shaving head and two round heads. We are advised by Remington Rand that this model has been withdrawn from production.

NEW AUTO-HOME COMBINATION ELECTRIC SHAVER

PART NUMBER

PRICES

KIT CONTENTS

MANUFACTURED BY REMINGTON RAND, INC.

DESCRIPTION

OBSOLETE MODEL

(OVER)

Subject

We confidently believe that there is an excellent market for Auto-Home Combination Electric Shavers. The Car Owner can use it daily in his home and when leaving for fishing, camping or hunting trips, only has to pack it in the glove compartment using the leather case furnished, and he can be assured of a comfortable shave every day in hotels or on the road. Salesmen, Doctors, commuters and trailer owners can get fast smooth shaves while away from home. The Auto-Home Combination Electric Shaver is purely an automobile accessory and Hudson Dealers will find a good market for it. There is a worthwhile margin of profit which can be considered as EXTRA PROFIT and a very fine addition to the present merchandising activity.

SAMPLE
ALL
DEALERS

Every Dealer should have at least one sample Shaver for display purposes and to obtain orders. Many Dealers, of course, will immediately recognize the selling possibilities as well as potential profit available and order a substantial stock.

The Hudson Auto-Home Combination Electric Shaver produced by Remington Rand, Inc., is an outstanding addition to our Accessory Program and we sincerely hope that the Hudson Sales Organization will take full advantage of this fine opportunity.

C. C. MC KELLAR

MANAGER

PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 74.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

51

Date

5-11-48

Subject

TO DEALERS:

Back-Up Lamps are now available for immediate shipment. The light is similar in design to the new Fog Lamp but is considerably smaller in outside dimensions. It attaches to the rear of the body with a single stud mounting on a ball socket which permits installation in both the right and left hand position. It is equipped with a special lens which spreads the light rays over a wide area and gives ample illumination when backing out of driveways or parking in confined areas after dark.

The following part numbers and price resale schedules apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-213725	BACK-UP LAMP	\$5.75	\$3.45
HA-213192	BACK-UP LAMP INSTALLATION KIT	2.00	1.20

Back-Up Lamps as noted above are supplied in single cartons, however, make a very fine dual installation and should be sold in this manner wherever possible. With each Back-Up Lamp is furnished a detail ed diagram clearly outlining the proper installation. The switch is mounted in line with other instruments on the instrument panel and employs a matching knob. It therefore becomes a definite part of your instrument group which makes for a very attractive installation. Also included in the Installation Kit is a red warning signal which is the same as furnished with Direction Indicators to warn the driver when the light is on. In the instance of manually controlled Back-Up Lamps, this is a legal requirement in several States and prevents the possibility of driving at night with the light turned on.

We recommend that upon receipt of your first shipment of Back-Up Lamps that an immediate installation be made on a house car and that this new accessory be carefully observed and inspected in its operation and appearance by your entire organization.

(OVER)

NEW HUDSON
BACK-UP
LAMP

PART
NUMBERS

PRICES

DIAGRAM
FURNISHED

WARNING
LIGHT
INCLUDED

MAKE
IMMEDIATE
INSTALLATION

Subject

GOOD
MARKET

This item warrants your full attention as the accessory is valuable not only from an appearance viewpoint but offers great usefulness to Hudson Owners. Every new Hudson Owner is a potential customer for Back-Up Lamps and your market also extends to cars which have already been delivered. Show this fine accessory on every opportunity to all Hudson Owners.

ORDER IN
MULTIPLES
OF 24

Orders for the New Hudson Back-Up Lamp should be in multiples of 24 units. Back-Up Lamps are individually packaged in single units under the above part number and are shipped in master cartons of 24 Lamps. The Installation Kits will be shipped in a separate package.

ORDER
NOW!!!

If you have not already done so -- place your order immediately for the new Back-Up Lamps as all orders are being shipped in the same sequence as received.

D. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 75)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

52

Date

5-13-48

Subject

WINDOW
VENTSHADES
FOR COUPES,
BROUGHAMS

PART
NUMBERS

PRICES

POPULAR
ACCESSORY

ORDER
NOW!!!

To DEALERS:

on April 14th. in Bulletin No. 42 we announced Window Ventshades as Hudson Approved Accessories. In this bulletin we listed the part number and price resale schedule for the Sedan models. Ventshades for the Brougham and Coupe models are now available and the following part numbers and price resale schedules apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-216130	WINDOW VENTSHADES - BROUGHAMS	\$17.50	\$10.50
HA-216131	WINDOW VENTSHADES - COUPES	17.50	10.50

Since the first announcement of Window Ventshades as Approved Accessories, we have received a very gratifying response from Hudson Dealers indicating that this accessory has considerable Owner appeal and promises to be a very popular item.

It is suggested that you immediately order Window Ventshades for all models from your Distributor or Zone. Here is a fast moving, easy selling accessory that offers added protection from both sun and the rain and therefore renders a real service. Make sure that you will get your full share of this business by maintaining a good stock of Ventshades at all times.

C. C. MG KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 77).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

53

Date

5-13-48

Subject

TO DEALERS:

Pocket Moldings for installation on Super Series cars are now available for immediate shipment. The following part numbers and price resale schedules apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-214494	POCKET MOLDING KIT 481 - 483 Sedan	\$12.00	\$7.20
HA-214495	POCKET MOLDING KIT 481 - 483 Brougham & Club Coupe	12.70	7.62
HA-214496	POCKET MOLDING KIT 481 - 483 Business Coupe	7.70	4.62
HA-214497	POCKET MOLDING KIT 481 Convertible Brougham	8.00	4.80

The following procedure should be followed in making an installation:

- (a) Remove Inside Trim Panel
- (b) Remove Ash Tray Retainer
- (c) Loosen Cloth from Lower Panel Along Ash Tray Pocket to Vertical Portion of Panel
- (d) Cut Off Back Board Portion that Lays on Ash Tray Shelf
- (e) Turn Trim Material Over Edge of Board Cementing on Back
- (f) Install Chrome Panel and Reinstall Trim Lower Panel and Trim Upper Panel

These moldings are standard equipment on Commodore Series bodies and there is a considerable demand for installation on Super Series bodies. Consequently a good sales volume should accrue in promoting the sale of this item.

It is suggested that you place your order immediately for a goodly quantity of the Pocket Molding Kits and take advantage of the present demand for them.

C. C. MC KELLAR - MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 78).

POCKET
MOLDINGS -
SUPER
SERIESPART
NUMBERS

PRICES

INSTALLATION
INSTRUCTIONSGOOD
DEMAND



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

54

Date

5-14-48

Subject

TO DEALERS

The following prices on Windshield Wiper Arms and Blades for the New Hudson become effective May 24th.

<u>Part Number</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-213572	WINDSHIELD WIPER ARM, RH	\$1.10	\$.66
SP-213573	WINDSHIELD WIPER ARM, LH	1.10	.66
SP-213587	WINDSHIELD WIPER BLADE	1.50	.90

Please change your records accordingly and notify the proper persons in your organization.

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 80)

PRICE
REVISION



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

55

Date

5-17-48

Subject

TO DEALERS:

Direction Indicator Kits are now available in limited quantities. The first Kits will be shipped without installation diagrams because of the urgent demand for this accessory and our inability to immediately obtain the drawings. This condition will be corrected very shortly and all Direction Indicator Kits will include detailed illustrated instructions.

The following part numbers and price resale schedules apply:

<u>Part Number</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-300871	DIRECTION INDICATOR KIT MODELS 481 - 483	\$22.50	\$15.75
HA-300872	DIRECTION INDICATOR KIT MODELS 482 - 484	22.50	15.75

Because of the limited production of parts which make up this Kit, we are unable to furnish it in large quantities for the present, however, plans are under way to increase the available amount.

We have had many requests from Owners as well as Dealers for Direction Indicators but are unable to determine how large the demand will be. It is therefore suggested that you order a reasonable quantity of Direction Indicator Kits commensurate with the actual demand for them in your territory.

As soon as the availability improves and permits volume merchandising, we will immediately notify you.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION HOLDERS
AS BULLETIN NO. 82).

DIRECTION
INDICATOR
KITS NOW
AVAILABLE

PART
NUMBERS
PRICES

LIMITED
QUANTITY
AVAILABLE

NUMEROUS
OWNER
REQUESTS



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

56

Date

5-19-48

Subject

REPLACEMENT
BATTERIES
FOR ALL
CARS

PART
NUMBERS

PRICES

NATIONAL
BATTERY
PRICES

SPECIFICATION
DATA

TO DEALERS:

Plans have been completed to furnish Hudson Dealers, National Batteries for replacement on all current automobiles. The following part numbers with corresponding National Battery Type Numbers and price resale schedules apply:

<u>Hudson Part No.</u>	<u>National Type</u>		<u>List Price</u>	<u>Dealer Net</u>
SP-302214	N-17-1	Battery	\$25.55	\$16.60
SP-302175	KC-15-1	"	22.55	14.67
SP-302174	S-15-1	"	19.50	12.87
SP-302215	W-15-1	"	16.75	11.89
SP-302216	N-19-1"	"	25.55	16.60
SP-302176	KC-17-1"	"	22.55	14.67
SP- 48150	S-17-1"	"	20.10	13.25
SP-302217	W-15-1"	"	17.00	12.07
SP-302178	KC-2	"	28.70	18.64
SP-302177	S-17-2	"	23.50	15.15
SP-302218	W-15-2	"	20.10	14.28
SP-302179	KC-2H"	"	28.70	18.64
SP-300209	S-17-2H"	"	22.95	15.15
SP-302219	W-15-2HP	"	18.20	12.91
SP-150763	S-19-2"	"	25.20	16.63
SP-302220	N-19-2L	"	29.60	19.24
SP-302181	KC-17-2L	"	26.35	17.12
SP-302180	S-17-2L	"	22.75	15.01
SP-302221	W-15-2L	"	19.40	13.75

The above prices coincide with those specified by the National Battery Company through their Distributors. These prices include recent adjustments which have affected the entire National Battery Distributor organization.

Enclosed are Battery Specification Sheets indicating the National Battery Type, Classification and Hudson Part Number together with the automobile reference. A total of 19 different Batteries are listed which can be used for replacement on practically every automobile operating today. There are actually six groups of Batteries and within these groups, several different types which are applicable to the same cars. No doubt you will only require a minimum number of these types to meet all of your requirements.

(OVER)

Subject

EXCELLENT
OPPORTUNITY

The plan offers Hudson Dealers an opportunity to obtain all of their Battery requirements in the Service Department as well as for used car replacement, from one source and at favorable prices. The recent price increase on Batteries was due to a price advance on lead, which is a basic material in the manufacture of Batteries. Be have been warned to look for an additional rise in lead prices, consequently the present price level of Batteries probably will not hold over a long period. Further - it is quite possible that the production of lead will come under some form of control during the fourth quarter, which will be, sure to limit the availability of Replacement Batteries.

SEASONAL
DEMAND

The normal demand for Replacement Batteries reaches a low point during the summer months for obvious reasons. Beginning with September, the demand increases rapidly through the late fall and early winter months and then begins to decline. During the summer months, the Battery manufacturers build up inventories as much as possible, however, this is never enough to meet the increased demand during the winter months. This condition is called to your attention with the suggestion that Hudson Dealers order in advance of their requirements to make sure that adequate supplies of Batteries are on hand ahead of the demand.

BATTERY
BUSINESS
IS BIG
BUSINESS

The Replacement Battery business is BIG BUSINESS and there are substantial profits in it for Hudson Dealers if they are prepared. If you are to obtain the full benefit of the market for Replacement Batteries which Is sure to come next -fall and winter, it is necessary to have Batteries on hand in advance of the demand. Please give this program your careful consideration and make plans to get your full share of the Replacement Battery business.

SPECIAL
ORDER BLANK

Attached is a special Order Blank for your convenience in placing this order.

YOUR
ATTENTION
PLEASE

This program warrants your immediate attention as it is an opportunity to develop this business which is rightfully yours and which is strictly seasonal in character. There is adequate time to prepare for the heavy selling season on Replacement Batteries and we hope that you will make plans to take full advantage of it.

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 83).

NATIONAL BATTERY COMPANY

BATTERY SPECIFICATIONS

<u>GROUP NO.</u>	<u>TYPE</u>	<u>CLASSIFICATION</u>	<u>HUDSON PART-NO.</u>
1	N-17-1	Heavy Weight 110	SP-302214
	KC-15-1	Kathanode 100	SP-302175
	S-15-1	Standard 100	SP-302174
	W-15-1	Standard 90	SP-302215
Buick Series 40 - 34-37 Series 50 - 32-35		Nash	36-42 6 Cyl. 46-47 All
Chevrolet - 30-36 All 40-47 All		Olds	34-37 6 cyl.
Dodge 33-47 All		Packard	37-42 6 Cyl.
Frazer 1947 All		Plymouth	30-47 All
		Pontiac	35-37 6 Cyl.
Kaiser 1947 All		Studebaker	39-47 All
		Willys	33-42 All 46-47 Jeep

<u>GROUP NO.</u>	<u>TYPE</u>	<u>CLASSIFICATION</u>	<u>HUDSON PART NO.</u>
1F	N-19-1F	Heavy Weight 110	SP-302216
	KC-17-1F	Kathanou 100	SP-302176
	S-17-1F	Standard 100	SP- 48150
	W-15-1F	Natco 90	SP-302217
Chevrolet 37-39 All		Lincoln Zephyr	36-39 All
Ford 53-39 V8 46 6 Cyl. 46-47 6 & 8 Cyl.		Mercury	39 All 47 All
Hudson 35-47 6 Cyl.		Terraplane	34-38 All

<u>GROUP NO.</u>	<u>TYPE</u>	<u>CLASSIFICATION</u>	<u>HUDSON PART NO.</u>
2	KC-2	Kathanode 120	SP-302178
	S-17-2	Standard 115	SP-302177
	W-15-2	Natco 100	SP-302218
Buick 36-37 Models 60, 80, 90		DeSoto	35-47 All
Cadillac 37-38 " 60, 65, V8 39-47 All		LaSalle	35-40 All
		Nash	36-42 8 Cyl.
Chrysler 36 6 & 8 Cyl. 37-47 6 Cyl. 37-39 Imperial 8		Olds	34-37 8 Cyl.
		Pontiac	35-37 8 Cyl.
		Studebaker	37-38 All

NATIONAL BATTERY COMPANY

BATTERY SPECIFICATIONS

GROUP NO.	TYPE	CLASSIFICATION	HUDSON PART NO.
2HF	KC-2HF	Kathanode 120	SP-502179
	S-17-2HF	Standard 120	SP-300209
	W-15-2HP	Natco 100	SP-502219
Hudson	48 All	Lincoln Zephyr	40-46 All
Ford	40-46 V8	Mercury	40-46 All
Lincoln	41-47 All V12s		

GROUP NO.	TYPE	CLASSIFICATION	HUDSON PART NO.
2F	S-19-2F	Standard 115	SP-150763
		Hudson 34-47 8 Cyl.	

GROUP NO.	TYPE	CLASSIFICATION	HUDSON PART NO.
2L	N-19-2L	Heavy Weight 130	SP-302220
	KC-17-2L	Kathanode 120	SP-302181
	S-17-2L	Standard 120	SP-302180
	W-15-2L	Natco 100	SP-302221
Buick	38-47 All	Packard	42-47 All
Olds	38-47 All	Pontiac	38-47 All



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

57

Date

5-20-48

Subject

HS-210637
CAR WASHING
CHAMOIS

TO DEALERS:

We now offer for immediate shipment select quality heavy duty domestic car washing chamois. These are the large size (approximately 28" x 31") full skin shape chamois preferred by professional car washers and window washers. It has been almost impossible to obtain these large size top grade chamois for the past several years.

Each chamois is individually packed in a glassine envelope bearing the Hudson trade mark. Directions for the use and care of the chamois are also included in each package. Packed six chamois to an attractive counter display carton, this offers Dealers another timely dual purpose item for both home and auto use.

The following part number and price schedule will be used:

<u>Part Number</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-210637	Car Washing Chamois - Large Size	\$5.50	\$3.60

A ready market exists for this high grade chamois. It can be sold over the parts counter to both parts and service customers. Many car owners will buy readily when shown that this chamois may be out into two chamois - one for auto use and the other for household Use*

You will find most car owners and Service Stations are not satisfied with the cheap chamois which have been sold since the war started. Most of these cheap chamois are sewed together from pieces which are rejects from select quality full skinned chamois such as the one we offer. Also, most low-priced chamois are not carefully tanned, hence they do not soften properly.

Here, also, is a splendid opportunity to purchase chamois for wash-rack use at a substantial discount.

Take advantage of this timely opportunity to feature appearance items for Spring and Summer driving. Order at least one display carton of six chamois NOW. Rush the attached order blank to your Distributor or Zone Office NOW.

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 84)

SELECT
QUALITY
LARGE
SIZE

INDIVIDUALLY
PACKAGED

PART
NUMBER
AND
PRICE

READY
MARKET
FOR HIGH
GRADE
CHAMOIS

FOR WASH
RACK USE

ORDER NOW!!!
IMMEDIATE
SHIPMENT



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

58

Date

5-25-48

Subject

TO DEALERS:

We are pleased to announce the immediate availability of Rear Window Wipers for installation on the New Hudson. There has been unusual interest in -this accessory and we believe that it will become very popular with Hudson Owners.

The following part number and price resale schedule apply:

<u>Part Number</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-212457	REAR WINDOW WIPER	\$17.50	\$11.67

With each Rear Window Wiper Kit are complete instructions as well as illustrations on the proper method of installation. The Rear Window Wiper is vacuum operated and controlled from the dash. The valve mounting on the instrument panel matches the other appointments and is installed just to the left of the ignition switch in a handy position.

If you have not already ordered your allotment of Rear Window Wipers, we urge that you do so without further delay as this accessory performs an essential service to Hudson Owners in maintaining clear vision through the Rear Window. There is also a substantial profit derived and certainly warrants the full attention of your organization.

C. C. MCKELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT
HOLDERS AS BULLETIN NO. 85).

REAR
WINDOW
WIPERS

PART
NUMBER

PRICES

INSTALLATION

PLACE YOUR
ORDERS NOW!!!



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

59

Date

5-27-48

Subject

LIQUID
GLAZE

LOWER PRICES -
PINT SIZE

PART
NUMBERS

PRICES

NO FURTHER
QUOTAS

FIELD STOCKS
LOW

NEWSPAPER
MATS

INSTRUMENT
PANEL
REMINDERS

ORDER
BLANKS

TO DEALERS:

The resale price schedule on Liquid Glaze Cleaner and Sealer in pint bottles will be revised effective May 31st. This offers to Owners, an added Incentive to purchase pint bottles of Liquid Glaze which are sufficient for several applications. To reacquaint you on the resale schedules we are listing below the **NEW PRICE ON PINT BOTTLES** and repeating the prices now in effect on 8 oz. and gallon sizes.

<u>Part Number</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HB-205269	Liquid Glaze Cleaner - 8 oz.	\$1.25	\$.75
HS-205264	Liquid Glaze Cleaner - Pint	2.00	1.20
HS-205265	Liquid Glaze Cleaner - Gal.		7.00
HS-205268	Liquid Glaze Sealer - 8 oz.	1.25	.75
HS-205266	Liquid Glaze Sealer - Pint	2.00	1.20
HS-205267	Liquid Glaze Sealer - Gal.		7.00

With the introduction of Liquid Glaze in 1947, we established quotas for all territories which resulted in a substantial total volume. Liquid Glaze falls in the category of Shop and Owner Supplies on which we no longer establish quotas or allotments.

For the past six months, new orders for Liquid Glaze have been quite small, which together with other information at hand, indicates that field supplies have reached a low point. We have also learned that many Dealers are refraining from replenishing their stocks in anticipation of a drive on Liquid Glaze with definite quotas established.

To further assist Hudson Dealers in promoting the use of liquid Glaze through their Appearance Departments, the source is offering very attractive Newspaper Mats, on a gratis basis for local advertising. Also offered are instrument panel reminders for use in the Service Department to again tell Service customers about Liquid Glaze. The cost of these reminders is nominal and should be considered as an excellent investment toward future business.

Enclosed is a folder illustrating the selection of Newspaper Mats that are available and the instrument panel reminders together with a tear-out order blank. Also enclosed are special order forms for your convenience in placing additional orders for Liquid Glaze. Let's instill new life into the Liquid Glaze Program an replenish stocks making Liquid Glaze available in all sizes for immediate use.

C. C. MC KELLAR - MANAGER
PARTS A ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 86).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number	60
Date	6-3-48
Subject	

TO DEALERS:

It has been decided to withdraw Polaroid Day Driving Visors from our group of Approved Accessories.

Listed below is the Part Number and Price Resale Schedule which should be deleted from your records and marked "No Longer Supplied."

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-207889	POLAROID DAY DRIVING VISOR (Lots of 12) 3.57	\$5.95	\$3.97

The above accessory has been fair traded by the manufacturer and for the coming season the List Price is reduced to a level wherein the unit profit would be uninteresting to Dealers. As a consequence, it was decided to withdraw this item.

We will soon announce the New Hudson Outside Visor which is especially designed to match the flowing body lines. It will give ample protection from sun and sky glare and will be adjustable for every driver. The New Hudson Outside Visor will take the place of the Polaroid Day Driving Visor and will be much more satisfactory.

Please revise your records accordingly and notify your organization.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 87)

POLAROID
DAY DRIVING
VISORS NO
LONGER
SUPPLIED

PART
NUMBER

PRICES

ALL BACK
ORDERS
CANCELLED

NEW OUTSIDE
VISOR
REPLACES
POLAROID
VISOR



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number	61
Date	6-8-48
Subject	

TO DEALERS:

White Sidewall Tire Cleaner is now available for immediate shipment. It is supplied in convenient 13 oz. cans for Owner use and gallon cans for Shop use.

The following part numbers and price resale schedules apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-301915	WHITE SIDEWALL TIRE CLEANER 13 OZ. (12 CANS PER CARTON)	\$.65	\$.39
HS-302097	WHITE SIDEWALL TIRE CLEANER GALLON (4 CANS PER CARTON)		1.95

This material has been carefully tested in our Engineering laboratories and is approved as a satisfactory cleaner for removing dirt and stains without any detrimental effects on White Sidewall Tires.

With the increasing popularity of White Sidewall Tires, this cleaner is almost a necessity in maintaining the new tire appearance. It is easy to apply and the desired effect is produced with the minimum amount of effort.

This Shop and Owner Supply is badly needed and it will find a ready sale to New Hudson Owners. The Gallon size for Shop use is most economical and it's use will result in less time required on wash jobs.

Enclosed is a special Order Blank for your use in placing an immediate order. We suggest that you order from your Distributor or Zone warehouse, one case each of 13 oz. cans and gallon cans for your initial stock.

C. C. MCKELLER

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 88).

WHITE SIDE-
WALL TIRE
CLEANER

PART
NUMBERS

PRICES

ENGINEERING
APPROVAL

MAINTAINS
NEW TIRE
APPEARANCE

READY
MARKET

ORDER NOW



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

62

Date

6-10-48

Subject

VACUUMOTIVE
DRIVE
KITS

PART
NUMBERS

EMERGENCY
ONLY

TO DEALERS:

There has been a considerable demand for Vacuumotive Drive Kits for installation in the field. Due to the shortage of available material, it has been difficult to assemble an appreciable quantity of these Kits for sale as accessories.

The following part numbers, description and price resale schedule is announced chiefly for record purposes:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-301500	Vacuumotive Drive Kit, All 6 cylinder without OD	\$47.50	\$35.63
HA-301501	Vacuumotive Drive Kit, All 8 cylinder without OD	47.50	35.63
HA-301502	Vacuumotive Drive Kit, All 6 cylinder with OD	47.50	35.63
HA-301503	Vacuumotive Drive Kit, All 8 cylinder with OD	47.50	35.63

480 Series Cars

For the present, please order only emergency requirements of these Kits.

As soon as more material is received and the supply of Vacuumotive Drive Kits improves, we will notify you immediately of this condition. In the meantime, every effort will be made to build up sufficient Kits to take care of current orders.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 90.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

63

Date

6-11-48

Subject

HUDSONITE
CLUTCH
COMPOUND

DESCRIPTIVE
BROADSIDE

PROMOTE SALES
TO GAS
STATIONS,
PARTS JOBBERS,
GARAGES

IMPORTANT

ORDER
BLANK

ORDER CLUTCH
COMPOUND
NOW!!!!!!

TO DEALERS:

Hudsonite Clutch Compound is the only lubricant recommended by the Hudson Engineering Department for Hudson Clutches. Its use as the best lubricant for Hudson Clutches is generally accepted by all car dealers, independent garages and gas stations. It is also recognized by the petroleum industry and some companies are now buying it from our Distributors and Dealers. The use of other fluids can only result in unsatisfactory operation.

Attached is a descriptive broadside covering the salient features of Hudsonite Clutch Compound. We want you to carefully read it and use it to promote better acceptance and to obtain improved distribution throughout your area. This broadside is available in a revised form with the Dealers' net prices deleted. As many copies of the revised broadside that you require are available upon request.

Sales of Hudsonite Clutch Compound to local filling stations, automotive parts jobbers and independent garages should be made at a favorable discount. We earnestly recommend that you contact all of these outlets and vigorously promote the use of Hudsonite Clutch Compound by them in servicing Hudson Clutches. We further recommend that you use the revised broadside as a mailing piece in this work.

We have two motives for promoting the sale of Hudsonite Clutch Compound. One, to insure the proper operation of every Hudson car. Two, the total volume of Hudsonite Clutch Compound sales is certainly an important factor to all Dealers.

Enclosed is a special Order Blank for use in ordering a new supply of Hudsonite Clutch Compound both in the one-shot and gallon containers. This Order Blank should also be used to order the required number of broadsides to support your campaign.

We suggest that you immediately place a substantial order with your Distributor or Zone to support the resultant increased business which you are sure to obtain. This is your opportunity to make more satisfied Hudson Owners in your territory as well as to increase your profit. Your reward will only be limited by the extent of your effort.

C. C.,MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 92).

For Scientific clutch lubrication



Hudsonite
**CLUTCH
COMPOUND**



- ★ Scientific preparation developed by Hudson engineers for lubricating the cork insert type of clutch.
- ★ Manufactured with greatest care to assure uniform blending of ingredients.
- ★ Helps assure smoother clutch action and longer clutch life.
- ★ Eliminates need for taking a chance on "home made" mixtures.

EXTRA PROFITS

YEAR AROUND SALES

SATISFIED CUSTOMERS

with genuine Hudsonite

Periodic Clutch Lubrication

Is Important

REMIND YOUR CUSTOMERS ABOUT IT

To insure proper lubrication and maximum performance, clutches should be drained and refilled every 5,000 miles. For best results use genuine Hudsonite Clutch Compound, an approved Hudson accessory.



TWO CONVENIENT SIZES

★ HANDY ONE-REFILL SIZE SEALED CAN

Part No. HS 16071

LIST PRICE .35

DEALER'S NET PRICE .21

★ FULL GALLON SIZE WITH PATENTED RESEAL

Part No. HA 151962

LIST PRICE 3.00

DEALER'S NET PRICE 1.80

Order Your Supply Now—Keep A Stock On Hand

HUDSON MOTOR CAR COMPANY

Service Department
Detroit 14, Michigan



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

64

Date

6-11-48

Subject

VENETIAN
SUN SHADES

DESCRIPTION

PART
NUMBERS

PRICES

COMPLETE
PROTECTION

POPULAR
APPEAL

ORDER BLANK
ATTACHED

A REAL
SUMMER
ACCESSORY

TO DEALERS:

VENETIAN SUN SHADES for the rear window of the New Hudson are now available for immediate shipment. This shade has been designed expressly for our cars and adds considerably to the riding comfort for summer driving,

The slats and support bars are painted a neutral brown color which blends with the interior design and prevents reflecting glare in the rear window. The part of the supporting bars which show through the rear window are chrome plated thus creating a pleasing appearance from the outside.

The following part numbers and price resale schedule apply:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-212361	VENETIAN SUN SHADE (Individual Cartons) (Twelve Cartons per shipping case)	\$10.00	\$6.00

The New Hudson Venetian Sun Shade protects occupants in the rear seat from the sun and prevents any possibility of fading upholstery. This new accessory is easy to install and is absolutely rattle proof. It will keep the car cooler and at the same time, does not impede the vision through the rear window. It will also screen the outside view of miscellaneous objects which so often clutter the shelf behind the rear seat back cushion.

With so many fine selling features, we confidently believe that this accessory will become one of our most popular items. The List Price is reasonable and still provides a worthwhile profit.

Attached is a special Order Blank for your convenience in placing the initial order. We suggest that you immediately order sufficient Venetian Sun Shades to take care of all of your Owners of 480 Series Cars as well as the new cars you anticipate receiving the next 90 days.

Here is a really important accessory that should sell in volume in all territories. Of course, during the coming summer months, the opportunity is greater; therefore immediate plans should be made with your entire organization to vigorously promote it's sale and reap the profits of your efforts.

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 94).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

65

Date

6-14-48

Subject

HUDSON TAR
& ROAD OIL
REMOVER

PART
NUMBERS

PRICES

BADLY
NEEDED

SERVICE TO
OWNERS

ORDER
BLANK
ATTACHED

ORDER NOW!!!

TO DEALERS:

The summer vacation season is now in full swing. More than ever before, car owners will be traveling to distant points. These owners will all drive over many miles of roads under repair.

The general use of road oil and tar as a binder on paved country roads presents a difficult problem in maintaining a clean exterior appearance. To assist Hudson owners in this situation, our Engineering laboratories have developed the HUDSON TAR AND ROAD OIL REMOVER. This chemical will remove these sticky substances from lacquer surfaces, windshield and windows with little effort and will not harm the finish.

The following part number and price resale schedule apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HS-211005	TAR AND ROAD OIL REMOVER, 8 OZ. (Packed 12 Units Per Carton)	\$.50	\$.30

This is a very fine addition to our Shop and Owner Supplies Group and fills a long wanted need in taking care of this annoying condition.

All Dealers should stock at least one case of Hudson Tar and Road Oil Remover and prominently display it. There will be an excellent demand for this chemical and you will be doing your owners a real service by providing it for their use.

Attached is a special Order Blank for your convenience in placing the order with your Distributor or Zone. It is suggested that this order be placed immediately for a minimum of one case of HUDSON TAR AND ROAD OIL REMOVER.

This is a small item but fills a great need and should be vigorously merchandised.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 95).



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

66

Date

6-14-48

Subject

WEATHER
CONTROLS WITH
THERMOSTAT
VALVES

PART
NUMBERS

PRICES

UNSHIPPED
ORDERS

SEE TECHNICAL
BULLETIN #14
JUNE 7

FIBRE PAD
REMOVED FROM
KIT

MARKET AS
ACCESSORY

CONTROL KIT
FOR PREVIOUS
TYPE WEATHER
CONTROLS

TO DEALERS:

All future shipments of Weather Controls will include an automatic thermostat which replaces the manual control water valve. This is a very important improvement in the Weather Control. It makes possible the constant maintenance of desired temperatures. It also allows a continuous flow of fresh air through the cowl ventilator regardless of outside temperatures.

The following part number and price resale schedule apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-301991	WEATHER CONTROL	\$58.00	\$39.44

All unshipped orders now on file for Weather Controls (Part No. HA-300792) will be changed to the new model under Part No. HA-301991.

For more detailed information on the new Weather Control, please refer to Technical Bulletin No. 14 issued June 7th.

The new Weather Control will NOT include the fibre air filter pad which was formerly attached to the cowl ventilator screen. This change will permit a greater volume of fresh air to pass through the cowl ventilator thereby improving driving comfort during hot weather.

The majority of new cars shipped to northern territories have Weather Controls installed as optional equipment. There is, however, a fine opportunity in southern territories to promote the sale of Weather Controls as accessories.

Don't miss this opportunity - sell a Weather Control with every new car. This accessory greatly adds to driving comfort and makes for satisfied Owners.

We will advise shortly with reference to the availability of the Automatic Thermostat Control Kit, for use on previous type Weather Controls.

C. C. MCKELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

67

Date

6-25-48

Subject

FRONT
DOOR
VENTILATION
WING
SHIELD

PART
NUMBERS

PRICES

EASY
INSTALLATION

DISPLAY
EASEL

SELL
WITH
WINDOW
VENTSHADES

INSTANT
OWNER
APPEAL

TO DEALERS:

Front Door Ventilator Wing Shields are now available as an Approved Accessory for installation on 480 Series cars.

These shields are installed directly over the front door ventilator vent wing which can then remain open during rain storms. The Shield slides in between the rubber weatherstrip and the outside chrome window molding.

The following part number and price resale schedule apply:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-216297	FRONT DOOR VENTILATOR WING SHIELD - PAIR	\$2.50	\$1.50

The installation of this accessory is very simple and with the use of Hudson RuGlyde as a lubricant, the operation is only a matter of minutes.

The Ventilator Wing Shield is made of highly polished stainless steel and is packaged in pairs under the Hudson private brand label. They are shipped in cases of twelve (12) pairs which also contain an attractive counter easel to assist in point of sale merchandising.

The Ventilator Ting Shields are companion accessories to the Window Ventshades, Part Nos. HA-212918, HA-216130, HA-216131, which have become very popular with New Hudson Owners. These accessories should be sold in sets to provide excellent ventilation during the rainy season as well as eliminate drafts in windy weather. Owners who have previously purchased Window Ventshades should be shown the new Front Door Ventilator Wing Shields and beyond doubt, this will result in additional sales.

We are confident that every Dealer will want at least one case (12) of Ventilator Wing Shields as they can be sold to every Owner of 480 Series cars. The added protection offered by this accessory from wind and rain will have instant Owner appeal. The List Price of \$2.50 per pair is very economical and the potential volume available offers our sales organization substantial gross profit.

(OVER)

Subject

ORDER
BLANK
ATTACHED

ORDER NOW

Attached is a special Order Blank for your convenience in placing the order. We suggest that you place an initial order of one-dozen pairs of Wing Shields with your Distributor or Zone as soon as possible. The popularity of this accessory is assured and it warrants the complete attention of your entire organization.

Here is a real opportunity for plus business and every Dealer should program this accessory to the fullest extent. DON'T DELAY PLACE YOUR ORDER NOW!!!

C. C. MCKELLAR

MANAGER
PARTS AND ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATIONS
AGREEMENT HOLDERS AS BULLETIN NO. 100)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

68

Date

7-7-48

Subject

TO DEALERS:

As of July 12, 1948 the following price changes become effective:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-213898	RADIO	\$73.50	\$52.75
HA-213890	RADIO ANTENNA	7.95	4.77
HA-301991	WEATHER CONTROL	61.40	41.75

The above price adjustments are necessary because of increased material and labor costs at the source which are beyond our control.

Please advise all personnel immediately and adjust price and cost records.

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 102.)

PRICE
CHANGES

NEW
PRICES

INCREASED
COSTS

ADJUST
RECORDS



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

69

Date

7-9-48

Subject

TO DEALERS:

In General Accessory Bulletin No. 13 issued December 12, 1947 we announced the availability of Fuel Pumps, Repair Kits and Diaphragm Kits to Hudson Dealers on regular parts orders. The price resale schedules published were identical with the regular AC Fuel Pump Price List. Since the announcement, the volume of orders has steadily increased which is ample proof of the popularity of this program.

Effective July 1, 1948 the AC Spark Plug Division has issued a new resale schedule indicating on some kits, small price increases; consequently we are revising our prices accordingly. Our NEW RESALE SCHEDULE which becomes EFFECTIVE JULY 12, together with part numbers, descriptions and model information follows:

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166750	Fuel Pump Assy. - AC type 499 1937 thru 1947 3 x 5 Six Cylinder 1937 thru 1947 Eight Cylinder Lots of 12	\$ 8.60	\$5.16
SP-166751	Fuel Pump Assy. - AC type 509 1938 thru 1942 3 x 4 1/8 Six Cylinder Lots of 12	5.00	3.00
SP-166218	Combination Fuel & Vacuum Pump Assy. AC type 579 - 1939 thru 1947 Six Cylinder	15.52	9.31
SP-166219	Combination Fuel & Vacuum Pump Assy. AC type 3936 - 1939 thru 1947 Eight Cylinder	15.52	9.31
SP-166752	Fuel Pump Repair Kit - Less Rocker Arm (AC #R-34) for type 449 pump	2.18	1.31
SP-166753	Fuel Pump Repair Kit - Less Rocker Arm (AC #R-21) for type 509 pump	2.00	1.20
SP-166754	Fuel Pump Repair Kit - With Rocker Arm (AC #RA-39) for type 509 pump	2.42	1.45

(OVER)

AC FUEL
PUMP AND
REPAIR
KITSNEW PRICE
RESALE
SCHEDULEPART
NUMBERS

MODELS

PRICES

Subject

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166755	Fuel Pump Diaphragm Kit (AC #D-20) for type 499 pump	\$1.24	\$.74
SP-166756	Fuel Pump Diaphragm Kit (AC #D-15) for type 509 pump	1.50	.90
SP-302162	Fuel Pump Repair Kit - Less Rocker Arm (AC #R30) For type 579 3936 pump	6.58	3.94
SP-302163	Fuel Pump Diaphragm Kit Fuel Side (AC #D18) For type 579 3936 pump	1.98	1.19
SP-302164	Fuel Pump Diaphragm Kit Vacuum Side (AC #D28) For type 579 3936 pump	1.82	1.09

COMBINATION
FUEL AND
VACUUM
PUMPS

You will note the above group lists combination fuel and vacuum pump assemblies as well as repair kits and diaphragm kits for them. This completes our Fuel Pump Program to take care of replacement on all types from 1937 through 1947.

CHECK STOCK

It is suggested that Hudson Dealers maintain an ample stock of Fuel Pumps and Repair Kits at all times' to take care of the repair work in their territory. It is further suggested that you immediately check your stock and place a now order to include all items in this group.

WE WANT
YOUR
BUSINESS

We are definitely in the replacement Fuel Pump business to stay and feel that we are entitled to this business. It is sincerely hoped that we can have your full cooperation in this regard.

C. C. MC KELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 103)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

70

Date

7-19-48

Subject

TO DEALERS i

The following new prices become effective as of July 26, 1948:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-300871	DIRECTION INDICATOR KIT MODELS 481 - 483	\$24.00	\$16.80
RA-300872	DIRECTION INDICATOR KIT MODELS 482 484	24.00	16.80
HA-165953	HUB CAP KIT LARGE (Set of 4)	19.75	11.85
HA-165952	WHEEL TRIM RING KIT - 15" x 5.00 Wheel	14.75	10.33
HA-301980	WHEEL TRIM RING KIT - 15" x 5.50 Wheel	14.75	10.33

Please be sure all personnel in your organization is notified of these changes and that all records are corrected as noted above.

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 104).

PRICE
CHANGESNOTIFY
PERSONNELCORRECT
RECORDS



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

71

Date

8-2-48

Subject

HUDSON
CHAMPION
SPARK PLUGS

NEW
RESALE
SCHEDULE

LOWERED
QUANTITY
BRACKETS

SUPPLY
ALL
TYPES

TO ALL DEALERS:

Effective August 9, 1948 there will be a new resale price schedule on all Champion Spark Plugs.

The following prices become effective on all Champion Spark Plugs except the Racing Type and DL-80 Type Plugs:

List Price Each	\$.75
List Price 4 or more	.69
Less than 50	.45
50 to 199	.42
200 or more	.37-1/2

The above prices are fair traded in all "Fair Trade" states, consequently Champion distributors and jobbers will be selling on exactly the same basis.

You will observe that while the dealer net prices have been increased, the quantity brackets have been decreased. It is understood of course that all quantities can be made up on all types of Champion Spark Plugs.

We would like to remind you that all types of Champion Spark Plugs are sold by Hudson, and we are therefore able to take care of the entire spark plug requirements of all dealers. There is no need for Hudson dealers to purchase Spark Plugs locally. We maintain a complete stock of all types of Champion Spark Plugs and can give prompt shipping service on all orders.

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 112.)



TO ALL DEALERS

GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Rear Seat Radio Speakers are now available for immediate shipment as an approved accessory.

The following part number and price resale schedule applies:

<u>Part Number</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-213908	Rear Seat Radio Speaker	\$15.50	\$10.85

The shipment of all orders on hand began July 29 and will be completed within a short time.

The Hudson Rear Seat Radio Speaker is perfectly matched to the radio set speaker. It is controlled from a three-way switch mounted on the instrument panel. This switch matches the other instruments and blends in with the general design. The Rear Seat Radio Speaker is installed on the shelf in back of the rear seat back cushion and under the rear window. An illustrated instruction diagram is included with each Speaker.

The three-way switch provides for the use of the Rear Seat Speaker only, the radio set speaker only or both speakers can be turned on at the same time. This offers rear seat passengers the same enjoyable reception as those in front, and it is therefore unnecessary to increase the volume of the set speaker for clear reception in the rear seat. It is also possible for front seat passengers to converse without interruption and still permit rear seat passengers to enjoy their favorite program.

We are confident that this new accessory will be quickly accepted by Hudson owners and will result in volume sales by Dealers. We hope that you will recognize this opportunity for additional profits and promote the sales of Hudson Rear Seat Speakers at every opportunity.

Soon every 480 series car will be equipped with a radio. We have produced thousands of these models and every owner is a legitimate prospect for this device. It is true that some owners have not waited for the Hudson Rear Seat Speaker; however, this is not true of the majority and you will find a tremendous market for it.

We suggest that you contact every Hudson owner of a 480 series car and advise him of the availability of the new Hudson Rear Seat Radio Speakers. Install it on all company cars and demonstrators. Demonstrate it to all of your customers and you will sell the greater majority of them.

C. C. MC KELLAR - MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 113.)

Number

72

Date

8-3-48

Subject

HUDSON
REAR SEAT
RADIO SPEAKER

PART NUMBER

PRICE

MATCHED
TO SET
SPEAKER

THREE-WAY
SWITCH

POPULARITY
ASSURED

TREMENDOUS
MARKET

DISPLAY!!!
DEMONSTRATE!
SELL!!!
PROFIT!!!



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

74

Date

8-18-48

Subject

NEW
PRICES

REPLACEMENT
BATTERIES

CHANGE ALL
RECORDS

FACING
SHORTAGE
THIS WINTER

TO DEALERS:

The following price resale schedule becomes effective immediately on all Replacement National Batteries as listed below:

<u>Hudson Part No.</u>	<u>National Type</u>		<u>List Price</u>	<u>Dealer Net</u>
SP-302214	N-17-1	Battery	\$25.85	\$17.33
SP-502175	KC-15-1	"	23.90	16.00
SP-302174	B-15-1	"	21.55	14.67
SP-302215	W-15-1	"	18.25	13.33
SP-302216	N-19-1F	"	25.85	17.33
SP-302176	KC-17-1F	"	23.90	16.00
SP- 48150	S-17-1F	"	21.55	14.67
SP-502217	W-15-1F	"	18.25	13.33
SP-302178	KC-2	"	28.85	19.33
SP-302177	B-17-2	"	24.50	16.67
SP-302218	W-15-2	"	21.00	15.33
SP-302179	KC-2HF	"	28.85	19.33
SP-300209	S-17-2HF	"	25.50	17.35
SP-302219	W-15-2HP	"	20.10	14.67
SP-150763	8-19-2F	"	27.45	18.67
SP-302220	N-19-2L	"	28.85	19.33
SP-302181	KC-17-2L	"	27.35	18.33
SP-302180	S-17-2L 11	"	25.50	17.33
SP-302221	W-15-2L	"	21.00	15.33

Increased Battery prices are general throughout the industry due to higher prices on lead and other basic materials.

Please advise everyone in your organization of the new Battery prices and change all records accordingly.

It is our suggestion that a great deal of time be given the sale of Replacement Batteries because of the coming fall and winter season. Indications are now that there will be a shortage of lead during the winter season and that Replacement Batteries will be very scarce.

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 120.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

79

Date

8-30-48

Subject

TO ALL DEALERS:

The following prices become effective immediately:

<u>Part Number</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-141850	Headlamp Sealed Beam Assy. (Lots of 24)	\$ 1.30	\$.78 .69
HA-214494	Pocket Molding Kit 481 - 483 Sedan	12.50	7.50
HA-214495	Pocket Molding Kit 481 - 483 Brougham & Club Coupe	13.75	8.25
HA-214496	Pocket Molding Kit 481 - 483 Business Coupe	8.25	4.95
RA-214497	Pocket Molding Kit 481 Convertible Brougham	8.50	5.10

PRICE
CHANGES

Please notify all members of your organization affected by the above price changes and correct all records accordingly.

CORRECT ALL
RECORDS

C. C. MCKELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 128.)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

81

Date

10-8-48

Subject

COOLING
SYSTEM
SUPPLIES FALL
AND WINTER
CAMPAIGN

PRESENT
TO
CUSTOMERS

SELL! !

SELL! !

SELL! !

ORDER
NOW

TO DEALERS:

Once again we are approaching the winter which brings, in most parts of the country, its cold and icy weather -- and profit from the sale of cooling system supplies.

The attached broadside effectively illustrates how these items should be displayed and sold in your showrooms, on your counters and in your shops.

These items should be **PRESENTED** to your customers. Dealers have an obligation to remind Hudson owners of the need for periodic service of their cooling systems so as to maintain their efficient functioning in any weather, and thus to prevent possible high-cost repairs due to neglect.

To increase your sales,

- Sell a can of **RUST RESISTOR** to every new car owner.
- Sell a can of **STOP LEAK** for every radiator that has minor leaks.
- Sell a can of **RADIATOR FLUSH** at the time Anti-Freeze is installed for the winter.
- Make extra profits with the **RADIATOR CLEANING KIT** in your shop.
- Feature these items in your "winterizing" ads in newspapers.

Your customers will thank you for this service as these items furnish extremely low cost protection for them -- and they are profitable items for you.

Fill in the attached order blank **NOW!** We suggest you order **ALL FOUR ITEMS IN CASE LOTS** to take care of the demand.

R. M. MACDONALD
ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 138)



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

82

Date

10-12-48

Subject

TO ALL DEALERS:

The following prices will become effective immediately:

<u>Part No.</u>	<u>NAME</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-210827	GLARE-PROOF MIRROR	\$4.30	\$2.58

Please notify all members of your organization affected by the above price changes and correct all records accordingly.

-----0-----

C. C. MC KELLAR

MANAGER
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 140)

PRICE
CHANGE

GLARE-PROOF
REAR VIEW
MIRROR

CORRECT
ALL
RECORDS



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

84

Date

10-27-48

Subject

CUSTOMER
GIFT FOR
CHRISTMAS

SPECIAL
OFFER
POLISHING
CLOTH

PRICE
SCHEDULE

SHIPPED
DIRECT
PREPAID

ORDER
NOW

TO DEALERS:

All Hudson dealers will want to express their appreciation to their customers at Christmas. One of the finest methods to spread good will is to give your customers a useful gift that will make them think of you all year 'round.

We have been able to obtain a special offer from our supplier that enables you to purchase Hudson Polishing Cloths as Christmas gifts for your customers, in special, low cost, Christmas packages with your name and address imprinted on the attractive box. The attached broadside illustrates the program.

The following price schedule is announced for this special Christmas Customer Gift offer:

<u>Part No.</u>	<u>Description</u>	<u>Dealer Net</u>
HS-205259	Hudson Polishing Cloth Christmas Deal - Lots of 72	\$24.95

The special Price of \$24.95 includes all packaging, imprinting of dealer's name and address and prepayment of transportation charges direct to the dealer.

Fill in the attached order blank NOW. Mail TWO COPIES to your zone or distributor and your customer gift packages will be shipped direct to you PREPAID. Orders must be received not later than November 25 to reach you on time.

Zone and distributor orders should be accompanied by ONE copy of each dealer's order blank properly filled in so that we may forward it to the supplier for correct imprinting of individual dealer's name and address.

REMEMBER YOUR CUSTOMERS AND THEY WILL REMEMBER YOU!!!

R. M. MACDONALD
ACCESSORY MERCHANDISING

(THIS, BULLETIN AS WRITTEN IS BEING SENT TO SERVICE STATION
AGREEMENT HOLDERS AS BULLETIN NO. 144.)