



## HUDSON USED CAR MERCHANDISING

# Bulletin

VOL. II NO. 1

March 21, 1949

TO ALL DEALERS:

YOUR USED CAR DISPLAY MUST STAND OUT FROM OTHERS.....

AND A BIG, NEW, HUDSON USED CAR SIGN WILL HELP

A modern Used Car display is essential for a MODERN Hudson Used Car merchant. Your Used Car display must stand out from others and it should be DISTINCTIVE in appearance. It must be eye-catching. It must impress itself upon the people who see it, so they will be reminded of you when they are in the market for a Used Car.

A great deal of good in this direction can be accomplished with proper Hudson Used Car signs and lighting. To help you accomplish this objective Hudson has developed a BIG! NEW! "SPECTACULAR"! -- Personally INDORSED Used Car Neon Sign. It is double-faced, vertical sign that is 15-feet high and 7-feet wide. This is in addition to other effective Hudson Used Car Signs, already available.

This new Hudson Used Car sign can be used to make a compelling display at all times, day and night. The usual practice is to use one or, at most, two of these NEW, large, and arresting Hudson signs, with the smaller Hudson signs, which you have or which are available to you, to get the best effect.

A good point to consider, keeping in mind the desirability of a distinctive Used Car display, is that the use of the Hudson colors -- red, yellow and black--are not commonly employed by other Used Car merchants in your community. These distinctive colors, included in all Hudson Used Car signs, identify your Used Car operation as a dependable Hudson Dealer's Used Car outlet.

In addition to the big, new, "Personally Indorsed" Used Car neon sign shown on the attached "flash-sheet" and "order-form", a



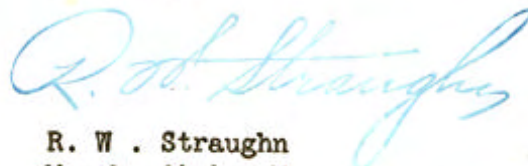
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judicious selection of other Hudson Used Car signs immediately available and described on the attached sheet, will result in your display's having an effectively different appearance from the others.

In selecting the signs you are to use, it is well to refer to your Hudson Used Car Manual, Section II, for illustrations of the signs described on the attached sheet. By observing what is offered, you will be in a better position to make a selection for your own purposes. Such an inspection might also be helpful in suggesting additional signs needed to complete and modernize your present Used Car display.

Review the attached used Car Sign Order Sheet, Form No. 18, and make your Used Car Display stand out from others NOW!

Cordially,



R. W. Straughn  
Merchandising Manager  
HUDSON MOTOR CAR COMPANY

RWS:dc  
Attach. -1



# HUDSON USED CAR MERCHANDISING

## Bulletin

VOLUME II Number 2

March 29, 1949

TO ALL DEALERS:

THE MERCHANDISING OF USED CARS... ..

IS " A BUSINESS WITHIN A BUSINESS"

AND GOOD APPRAISALS ARE IMPORTANT!

Because the merchandising of Used Cars is "a business within a business," and because of the tremendous influence that USED CAR SALES EXERT CONSTANTLY ON YOUR NEW CAR SALES, NOW is the time to create and operate a COMPREHENSIVE USED CAR PURCHASING SYSTEM for CONTROLLING appraisals and establishing the purchase price on every Used Car taken into your business.

### ESTIMATING SELLING PRICES

Let's review a bit. During a normal competitive market the APPRAISALS of Used Cars are developed from a base figure called the "estimated selling price," FROM WHICH RECONDITIONING COSTS ARE DEDUCTED, the difference remaining being termed the "net appraisal" or ALLOWANCE.

Many "appraisal services" are available again today, in which pertinent manufacturing information, as well as the selling prices of most every type of Used Car is given .... as a checking medium these services are invaluable, but beyond this their value is questionable.

AND IN THIS MARKET YOU CAN'T LOOK TO COMPETITORS FOR BONAFIDE USED CAR PRICES . . . . because it is difficult to eliminate "sales leaders" from "standard" merchandise in newspaper ads and these ads

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can serve only to "indicate" rather than "establish" any estimated selling price of Used Cars.

Prices placed openly on Used Cars, on lots or in salesrooms by competitive and independent Used Car dealers are also subject to question. It's true that these prices are "indicators," but to accept them as "bonafide" is often misleading.

### A BUSINESSLIKE METHOD TO USE

Many successful Hudson dealers have found the answer to "estimating Used Car selling price" BY ESTABLISHING AND USING THE RECORDS AND INFORMATION MAINTAINED IN THEIR OWN USED CAR DEPARTMENT.

An individual record is kept for each Used Car, showing THE TRADE-IN ALLOWANCE AND THE RECONDITIONING COST. In addition, when the units are sold, selling prices are noted. Other records, such as dates, gross profit or loss, and all essential selling information in connection with any particular car, are maintained. YOUR records - are accurate - and, most important of all, unquestionably reflect your dealership and local market sale prices.

### ESTIMATING RECONDITIONING COSTS

The next step in making an appraisal, AFTER THE SELLING PRICE HAS BEEN ESTIMATED, is to determine the extent and amount of reconditioning work necessary to place the car in a salable condition. In order that this estimate will be accurate and as complete as possible, we are attaching a Hudson Appraisal Record form . . . so designed as to allow the most orderly complete inspection of a car, and to record the estimated amount of reconditioning necessary to place a car in a salable condition.

IF YOU ARE NOT ALREADY USING THIS APPRAISAL RECORD -- OR ONE EQUALLY AS EFFECTIVE -- WE URGE YOU TO START NOW BY ORDERING THESE USED CAR APPRAISAL RECORD FORMS TODAY!

Also attached for your convenience are two types of Car Order Forms with which your Salesmen can ASK FOR THE ORDER!

Cordially,

R. W. Straughn  
Merchandising Manager  
HUDSON MOTOR CAR COMPANY

RWS:dc  
Attach. - 2



# HUDSON USED CAR MERCHANDISING

## Bulletin

VOL. II, No. 3

May 2, 1949

TO ALL DEALERS:

USE YOUR USED CAR MANUAL AS A GUIDE....

IN STEPPING UP YOUR USED CAR SALES

We are now engaged in the BIG SPRING SALES DRIVE. The Revelation RIDE DEMONSTRATION PROGRAM is rekindling Public interest in the NEW Hudson cars and in Hudson Dealers everywhere....New car Sales are booming and with the great upward lift in NEW Car sales curves, Hudson Dealers are taking Used Cars in trade in increasing volume.

AND these months are great for Used Car Sales, too, AND CONTAINED IN YOUR FILES IS ONE OF THE MOST COMPLETE, COMPREHENSIVE AND EFFECTIVE USED CAR MERCHANDISING PROGRAMS EVER PREPARED FOR AN AUTOMOTIVE SELLING ORGANIZATION -- THE HUDSON USED CAR MANUAL...We urge you to get it out NOW, and put into effect in your Dealership the many fine plans contained in the Manual.....the plans that will HELP YOU REALIZE MAXIMUM SALES BENEFIT FROM THESE GREAT AND PRODUCTIVE SELLING MONTHS.

### THE MANUAL OUTLINES PROPER USED CAR FACILITIES

The first step in SELLING Used Cars in VOLUME, in order to "keep the track clear" for increased New Car sales during these grand SELLING months, is in establishing adequate Used Car outlets...in exposing your Used Cars where the most people can see them. Your USED CAR MANUAL outlines the type of location that most ideally suits your needs, HOW to go about selecting the location, HOW you can "dress-up" your lot to increase the number of "walk-ins" and SALES...it tells you HOW to arrange your Used Cars and it contains hundreds of other effective Used Car SELLING suggestions.



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May 2, 1949

### YOUR USED CAR MANUAL IS PACKED WITH PROFITABLE PLANS

An increasing number of Hudson Dealers have written us advising that the HUDSON USED CAR MANUAL has furnished many profitable ideas that have helped in increasing SALES....When you take your Used Car Manual out of the files you will note that Section I, alone, contains stimulating information taken from successful Dealer experience on such important matters as Used Car Policies; Programs; Appraisals; Pricing; Reconditioning; Sales Force; Merchandising; Advertising; Used Car Inventory Controls and other Forms and Records.

### AND THE MANUAL OFFERS MERCHANDISING AND SALES HELPS

Taking time to read SECTION II of your copy of the HUDSON USED CAR MANUAL will suggest ideas to you for PUTTING CARS IN "PINK" OF CONDITION; it details Used-Car Appearance Conditioning Materials: Appearance Conditioning Procedure; and such important Merchandising SALES-HELPS as suggested Used Car Lot Displays: Used Car Signs, proven Contests and effective SALES PROMOTION MATERIAL.

### THE MANUAL CONTAINS USED CAR ADVERTISING HELP

And the HUDSON USED CAR MANUAL contains lots of Used Car Advertising help that will pay big dividends for you during the next few months..... Section III of the Manual contains the Why, When and How of holding a Used Car Sale and many powerful and compelling advertising layouts that will increase the Used Car "walk-ins" drawn to your lot.

### A WHOLE SECTION OF USEFUL SELLING DATA

Use the features to SELL your Used Cars that SOLD them when they were new....Section IV of the HUDSON USED CAR MANUAL contains a whole series of useful SELLING FACTS on Hudson from 1937 to 1947 inclusive..... and you can use this data to make YOUR advertising more effective.

### AND THE MANUAL ALSO OUTLINES THE NATIONALLY PROMINENT....

### HUDSON "PERSONALLY INDORSED" USED CAR SELLING PLAN

One of the most effective ways to assure increased interest in the

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May 2, 1949

Used Cars which you offer for sales, is to tie your Used Car operation in with the Nationally prominent HUDSON "PERSONALLY INDORSED" USED CAR SELLING PLAN. The PERSONALLY INDORSED Plan is outlined completely in the HUDSON USED CAR MANUAL and it is a protected, copyrighted and fieldtested Plan for lending confidence to your Used Car selling policies and your cars. It will assist you in SELLING your higher priced Used Cars .... be sure to study this plan in your HUDSON USED CAR MANUAL and put it into effect.

In short, the HUDSON USED CAR MANUAL is the most complete storehouse of Used Car SELLING INFORMATION available in the Automobile Industry today! It is a COMPLETE SERIES OF SELF-CONTAINED USED CAR MERCHANDISING PLANS AND PROGRAMS.....we urge you to put it to work NOW FOR MORE SALES AND GREATER PROFITS.

Cordially,



R. W. Straughn  
Merchandising Manager  
HUDSON MOTOR CAR COMPANY

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# HUDSON USED CAR MERCHANDISING

## Bulletin

VOL. II, No. 4

July 6, 1949

TO ALL DEALERS:

### JULY IS USED CAR MONTH

JULY IS USED CAR MONTH...and our goal in July is to reduce your inventory of Used Cars TO CURRENT TRADES...the cars that you have taken into your inventory within the last 30 days.

MAKE IT A POINT TO SEE THAT THERE IS NO CAR IN YOUR USED CAR INVENTORY THAT IS OLDER THAN 30-DAYS ON AUGUST 1.....because your ability TO DO a TOP-NOTCH JOB of selling Used Cars is vitally important in today's competitive market, for New Car profits depend, to a large extent, on Used Car turnover.

Here is a "Rule of 5" which will assist you in liquidating your Used Car inventory during the month of July:

1. PROMPT AND PROPER RECONDITIONING.....GET YOUR USED CARS IN SHAPE TO SELL! Get them in shape before you try to sell them, and don't try to sell a Used Car on the promise that it will be reconditioned later.
2. CORRECT PRICING.....PRICE YOUR USED CARS RIGHT IN ORDER THAT YOU can move them! If you are going to have to take a loss on a Used Car, take it early, because all of you know that to wait means taking a greater loss.
3. USE ATTENTION-ATTRACTING DISPLAY.....DRESS UP YOUR USED CAR LOT FOR MORE SALES. A small investment in decorations will give good dividends in extra sales....use Merchandising Materials



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that add the "trading atmosphere" to your Used Car operation.

4. USE ADEQUATE AND REGULAR ADVERTISING.....the Used CAR MANUAL is packed full of attention-getting sample ads which are designed to dominate the Used Car pages of your local papers, they are effective, proven, hard-hitting ads which help SELL Used Cars.
5. HIRE TRAINED AND SUPERVISED MANPOWER.....Take inventory of the Used Car Salesmen you now have working for you, hire enough additional men to take care of the extra Used Car sales you will have to make in the competitive period ahead.....then see that these men are PROPERLY SUPERVISED.

THESE THINGS ARE ONLY A FEW OF THE THINGS WHICH YOU WILL WANT TO DO TO GET YOUR USED CAR DEPARTMENT ORGANIZED FOR THE SELLING AHEAD.....your HUDSON USED CAR MANUAL gives you a complete work-out on every phase of the Used Car business.....read it again and again!

Now, here in the folder attached, made available for immediate delivery to you are all of the many attractive and useful Used Car items that will assist you in GETTING SET TO SELL Used Cars or in INCREASING THE SALE OF USED CARS.....items such as:

1. HUDSON "Personally Indorsed" Banners, both the 3' X 20' size and the 3' X 8' size....in the Hudson red-yellow-and-black Used Car Colors.
2. USED CAR OWNER DOOR HANGER CARDS .....a proven Promotion designed to bring Used Car buyers into Hudson Used Car lots.... a plan to increase the number of "walk-ins" on your lot.
3. "PERSONALLY INDORSED" ELECTROTYPE CUTS for your Used Car Advertising and Direct-Mail activities.....in three sizes.
4. ATTENTION-GETTING BANNERS, PENNANTS, BUNTING.....colorful, inexpensive and attractive....proven business builders that demonstrate that something IS HAPPENING ON YOUR USED CAR LOT!
5. THE FORMS YOU NEED FOR SUCCESSFUL USED CAR CONTROL:
  - (a) The Hudson USED CAR TURNOVER CONTROL RECORD
  - (b) The Hudson USED VEHICLE STOCK ANALYSIS
  - (c) DAILY USED CAR TURNOVER CONTROL SHEETS
  - (d) USED VEHICLE RECONDITIONING ORDER



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6. EFFECTIVE "PRICING TAGS":

- (a) HUDSON USED CAR GIANT PRICE TAG
- (b) HUDSON "WAS-NOW" PRICE TAG
- (c) HUDSON "AS TRADED" PRICE TAG
- (d) HUDSON "PERSONALLY INDORSED" PRICE TAG

7. "PERSONALLY INDORSED" WINDOW STICKERS.....two sizes

8. USED CAR GUARANTEE FORMS....a proven item for "closing the sale".

9. BARGIN BANNERS....banners that attract prospective Used Car buyers...the bargain way to sell bargains...banners which carry the following colorful messages:

- (a) "PRICES SLASHED....buy now, buy now, BUY NOW!!"
- (b) "PRICES SLASHED"
- (c) "BUY NOW"

10. MULTI-COLOR "USED CAR" BIG BANNERS:

- (a) USED CAR PANEL - 3' x 16'
- (b) USED CAR DRAPE - 3' x 8'
- (c) USED CAR FLAG - 3' x 5'

11. COMPETITIVE BANNERS BY CAR NAME...an attention getter that lets the Prospect know that you have the make of car on your lot that he wants to buy:

BUICK	DESOTO	HUDSON	NASH	PONTIAC
CADILLAC	DODGE	KAISER	OLDSMOBILE	STUDEBAKER
CHEVROLET	FORD	LINCOLN	PACKARD	WILLYS
CHRYSLER	FRAZER	MERCURY	PLYMOUTH	

12. FLOODLIGHTS....

YOUR HUDSON USED CAR MANUAL WILL TELL YOU HOW TO PUT THESE ITEMS TO WORK FOR YOU TO SELL MORE USED CARS....kindly look through the attached folder ....all items shown are now available for purchase by Hudson Dealers from DEALERS SUPPLY COMPANY, 19375 JAMES COUZENS HIGHWAY, DETROIT 19, MICHIGAN....let's put these items to work, LET'S PUT THE HUDSONS USED CAR MANUAL TO WORK...JULY IS USED CAR MONTH for greater SALES and greater PROFITS!

Yours for reducing Used Car inventories in JULY,

Cordially,

R. W. Straughn  
 Merchandising Manager  
 HUDSON MOTOR CAR COMPANY .

RWS:dc  
 Attach.



# HUDSON USED CAR MERCHANDISING

## Bulletin

VOL. II, NO. 6

November 21, 1949

TO ALL DEALERS:

### THE BIG SIX FOR "FIFTY"

If you are to do the Used Car Merchandising Job in the months ahead, you must have the six following basic fundamentals operating smoothly in your dealership:

1. CAREFUL AND COMPLETE APPRAISALS.
2. PROMPT AND PROPER RECONDITIONING.
3. CORRECT PRICING.
4. ATTENTION-ATTRACTING DISPLAYS.
5. ADEQUATE AND REGULAR ADVERTISING.
6. HIGHLY TRAINED, PROPERLY SUPERVISED  
AND SUFFICIENTLY REMUNERATED MANPOWER.

Please study and analyze each one of the above as it pertains to your individual dealership.

The next six bulletins from this office will deal individually with each of the above subjects.

Watch for our next bulletin on how to make a CAREFUL AND COMPLETE APPRAISAL.

REMEMBER IT TAKES GOOD MANAGEMENT TO BE A SUCCESSFUL USED CAR MERCHANT.

DO YOU KNOW YOUR USED CAR SELLING STRENGTH?

Sincerely,

A. F. Rust  
Used Car Manager

jlw.



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