

HUDSON MOTOR CAR CO.

General Accessory Policies & Information Bulletins

1950 Series

Nr. 1 - Wheel Trim Rings

Nr. 2 - Large Hubcap Kit for Pacemaker



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

Number

1

Date

11-28-49

Subject

PACEMAKER -

LARGE HUB
CAP KIT

A DRESS-UP
ACCESSORY

WHEEL TRIM
RINGS

LARGE
PROFIT
ITEMS

INSTALL ON
DISPLAY
CARS AND
DEMONSTRATORS

SPECIAL
ORDER BLANK

TO ALL DEALERS:

The following part number and resale schedule have been assigned to the Large Hub Cap Kit for the 500 Pacemaker Models.

Part No.	Description	List	Dealer Net
HA-303085	HUB CAP KIT - LARGE	\$ 19.75	\$ 11.85

Large Hub Caps give improved appearance to the wheels and are popular with new car buyers. This accessory is now available at your Zone or Distributor Warehouse. Orders should be placed now for initial stocking and display purposes.

The Wheel Trim Ring Kits for the 500 Pacemaker are the same as used in the 480 and 490 series cars. As a reminder, and for your convenience, we are listing below the part numbers and prices for them:

Part No.	Description	List	Dealer Net
HA-165952	WHEEL TRIM RINGS KIT - 15 x 500 WHEEL	\$ 14.75	\$ 10.33
HA-301980	WHEEL TRIM RINGS KIT - 15 x 550 WHEEL	14.75	10.33

Wheel Trim Rings are especially attractive when used in conjunction with the small standard Hub Caps. Both Large Hub Caps and Wheel Trim Rings represent a substantial gross profit which is so important in making every now car deal. These accessories can be quickly installed and it is just good business to have a reasonable stock on hand at all times.

Dress up your Pacemaker display cars and demonstrators with Large Hub Caps and Wheel Trim Rings. Let your new car prospects see the improved appearance. This will create, in many cases, that almost universal desire to add ornamentation to a new car.

Attached are special Order Blanks for your convenience. Order TODAY - a stock of these standard accepted accessories and increase your profit on every new car sale!

C. C. MCKELLAR
MANAGER
PARTS & ACCESSORY MERCHANDISING

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



GENERAL ACCESSORY POLICIES AND INFORMATION BULLETIN

TO ALL DEALERS:

Another ... OPPORTUNITY ... for ... INCREASED PROFITS is yours with Custom License Plate Frames -- right now!

WHY?

- (1) Car owners are ... MORE CONSCIOUS-of their License Plates ... AT THIS TIME ... than at any time of the year because of the ... ANNUAL CHANGES ... in plates.
- (2) Heavy CHROME PLATE on BRASS with a glass window make it ... MOST ATTRACTIVE ... to car owners.
- (3) There is a SUBSTANTIAL margin of PROFIT.

Customers have a ... CHOICE ... of either the CUSTOM LICENSE PLATE FRAME or the ADJUSTABLE TYPE (Part No. HA-206199). It is true that the BEST WAY TO SELL this item is with a NEW CAR DELIVERY but - Service Managers ... have the opportunity of gaining ADDITIONAL BUSINESS for you by asking, "May I beautify your License Plates, Mr. Conway?" IT PAYS TO ASK!

A reference sheet is attached which lists the various sizes of Custom License Plate Frames with part numbers to be used in each set. The sheet incorporates changes for the coming year. Please check your stock immediately to determine:

- (1) How many ... USABLE SIZES you have ON HAND and quantity of ... USABLE SIZES NEEDED. to bring your stock up to date. (Use attached list).
- (2) Quantity of ... NEW SIZES NEEDED ... so that you may order correct quantity to have on hand for sales.

The attached ... ORDER BLANK ... covers both CUSTOM AND ADJUSTABLE License Plate Frames. Kindly fill in and mail and the material will be rushed to you.

R. M. MAC DONALD

ACCESSORY MERCHANDISING

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

Number

2

Date

12-12-49

Subject

LICENSE
PLATE
FRAMES -
CUSTOM AND
ADJUSTABLE

CHANGES
MEAN
PROFIT

TWO WAYS
TO SELL

REFERENCE
SHEET
ATTACHED

CHECK
STOCK
NOW

ORDER BLANK
ATTACHED