

1929

Sales and Parts Bulletins

I N D E X

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March 26	Used car sales and stock reports
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Sept. 22 (Serial 1198)	Price Changes effect. since Aug. 22
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Nov. 6	Suggested Group Operation Labor Costs

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

March 26, 1929.

SERVICE LETTER

TO HUDSON DISTRIBUTORS AND DEALERS:

Consistent with the increased sale of Hudson and Essex motor cars each year is the increased demand for SERVICE.

The Service Station of the Hudson-Essex dealer is the logical place to obtain maintenance for Hudson and Essex cars. In spite of this outstanding prestige, the independent garages are Constantly alert in attracting your customers to their places of business for repair work.

Study the following questions. YOU know the answers!

Do you know what your potential Service business is?

Are you getting an adequate share of this Service business?

Are you prepared to take care of a greater share of Service business satisfactorily?

Is your Service Station easy to locate--both for transient and local owners?

Are your Service customers Courteously received and their cars serviced to their Complete satisfaction?

Are you Constantly after additional Service business?

AND

Are your Service customers boosters for your Service Station?

common REPAIR OPERATIONS

Independent garages concentrate on trivial repair operations common to most service stations and reap a mighty harvest of these seemingly unimportant and infinitesimal service jobs.

Special tool equipment and expert specialized mechanics usually prevent the independent garage from soliciting the major repair operations. It, therefore, behooves every dealer to immediately concentrate on the common repair jobs which constitute the largest volume of service business in dollars and cents.

Kindly permit the old axiom: -- "Look after the pennies and the dollars will take care of themselves."

ESTABLISH "QUICK SERVICE"

Make your Service Station as easy to reach as the independent garage. Provide if possible a "quick" Service Department for the smaller jobs. Eliminate formality and "red tape" and permit the owners to learn that the Hudson-Essex Service station can give them "quick" service backed by their car dealer.

SELLING SERVICE

Let each member of your Service organization lend his efforts to inform owners that the Hudson-Essex Service Station is prepared and properly equipped to place their cars in the best possible running condition.

A direct by mail campaign should attract many owners to your Service Station. Parts sales too will be greater and your parts stock should be well balanced to meet this increase in business.

When owners bring their cars in for service work - actually SELL operations -- do not be satisfied in just taking orders! Remember, you are merchandising SERVICE on the same basis that other commodities are sold and to be successful, you must ask your customers to buy your product. It is, of course, bearing on the ridiculous to oversell your prospect.

Show a personal interest in your customers' welfare and you should gain their confidence!

Know your product, but above this, practice courtesy and promote a willingness to serve. An owner's judgment should not be questioned but rather, tell him that which you think to be correct. Become an owner yourself! Recognize fair dealing and undoubtedly the owner will also.

Never be too sure that your diagnosis of trouble is correct. It is more satisfactory to occasionally suggest an inspection in the shop rather than unknowingly make a mistake. The Service Salesman should be extremely careful in promising delivery of completed repair jobs. Many serious arguments may be averted through this diligence and should you be unable to deliver the customer's car at the specified time, notify the owner.

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

March 26, 1929.
SERVICE LETTER

TO HUDSON DISTRIBUTORS AND DEALERS:-

Essex cars numbered from 928658 to 1003180 had one bolt through the horizontal flange of the front fender apron board dust shield and the frame side member. Beginning with car Number 1003180, an additional bolt was added to secure the horizontal flange of the front fender apron to the forward end of the dust shield.

This additional bolt is located 2" from the original bolt toward the fender crown on a line drawn straight across the car. This bolt passes through the fender flange and running board dust shield only.

This additional bolt should be installed in both front fenders within the numbers shown above. This can be done by drilling a 3/8" hole through the fender and dust shield in the position designated above and installing BZ-70139 screw, B0-12120 nut and B0-70452 countersunk washer.

Very truly yours,

HUDSON MOTOR CAR COMPANY

Ser:1106

Service Department.

P.S. This letter has been forwarded to your dealers.

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

March 26, 1929.

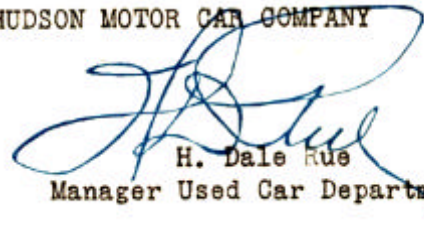
TO ALL HUDSON-Essex DEALERS:

We want to call your special attention to the urgent necessity that every dealer in the United States cooperate each week in forwarding his report on Used Car Sales and Stocks.

If each dealer will do his bit in forwarding this report regularly, it will materially help us in passing on to you some very valuable information regarding average Used Car activities. It will also aid us materially in planning production and shipping schedules to conform with stocks and sales of both New and Used Cars.

Yours very truly,

HUDSON MOTOR CAR COMPANY



H. Dale Rue

Manager Used Car Department

U.C.9

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

March 26, 1929.

TO DISTRIBUTORS AND DEALERS:

Will there be a State, county or District Fair in your city? If so, will you kindly give us the dates? It is quite probable that we will have some interesting Sales Promotion material used in connection with such occasions.

Very truly yours,

HUDSON MOTOR CAR COMPANY

D-1108

Advertising Department

Date

Advertising Department
Hudson Motor Car Company,
Detroit, Mich.

State

Our----- (County or District) fair will be held from
to----- inclusive.

Name-----

Address-----

City and State-----

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

July 17, 1929.

CABLE ADDRESS
HUDSONCAR

SERVICE LETTER

TO HUDSON-Essex DISTRIBUTORS AND DEALERS:

-- CONTROLLING SPRING ACTION --

Because of the general use of spring control devices, it seems to be the general opinion that the control of spring action -- particularly on the rebound -- is entirely dependent on the "shock absorbers". This is erroneous as the operation of these devices is only auxiliary to the control that is inherent in the multiple leaf type spring.

When the multiple leaf spring is deflected, the leaves slide over each other. This introduces friction with the operation of the spring and tends to reduce the violence of rebound and to shorten the period of oscillation. This is exactly the purpose of the spring control device and it is necessary only because sufficient control cannot be obtained in the spring itself without restricting the spring deflections too greatly.

It is essential that both sources of spring control be preserved or the riding qualities built into the car will be destroyed. It is, therefore, necessary to keep the shock absorbers in good mechanical condition and full of the proper oil. It is equally important to maintain the original internal friction of the springs.

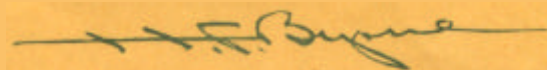
All Hudson and Essex spring leaves are polished and lubricated with a light coat of graphite grease before the springs are assembled. The resistance offered by the shock absorbers is correct with the springs in their original condition but insufficient if the springs are oiled.

DO NOT USE LUBRICATING OIL ON SPRINGS. A small amount of penetrating oil to prevent spring squeaks is permissible.

Spring covers incorporating oil pads are not recommended. Suitable spring covers which will preserve the original lubricant almost indefinitely may be obtained from our Accessory Department at very attractive prices.

Very truly yours,

HUDSON MOTOR CAR COMPANY



General Service Manager

Ser: 1148

(THIS LETTER HAS BEEN MAILED TO ALL YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

July 20, 1929.

TO ALL HUDSON DISTRIBUTORS AND DEALERS:

Dover Finance Plan


The H.M.C. Purchase Plan includes both wholesale and retail facilities for financing Dover commercial Car sales as well as all Hudson and Essex cars.

C.I.T. corporation with our approval have written you the details for the H.M.C. Purchase Plan as it applies to the Dover Finance Program. Hudson dealers now using the H.M.C. Purchase Plan need only send Dover paper to the C.I.T. local office with whom they are already doing business.

If, for any reason, you have not yet established your credit with the nearest C.I.T. office, we suggest you write Mr. D. J. Howland, Assistant Vice President of the C.I.T. corporation, located here at the factory. He will put you in touch with the nearest C.I.T. office and you will see that you are supplied with necessary forms and that you receive all the benefits of your factory's finance program.

The possibilities for using the H.M.C. Purchase Plan in profitably extending your Dover commercial Car sales are too great to be overlooked. The Hudson finance program and Hudson products are helping dealers everywhere to dominate their local markets. We want every Hudson dealer to have the same opportunity.

Very truly yours,

HUDSON MOTOR CAR COMPANY

General Sales Manager.

S-656

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

July 17, 1929.

CABLE ADDRESS
HUDSONCAR

SERVICE LETTER

TO HUDSON-Essex DISTRIBUTORS AND DEALERS:

The successful dealer is not satisfied merely with the profit that results through delivery of a new car to the customer. Instead, he devises ways and means of protecting the time and money he has invested in closing the sale by keeping an accurate follow-up record of his customers so that he may cash in on all the service and maintenance work the car owner naturally will desire to have performed on his car as time goes along -- as well as maintaining a live prospect file for repeat car business.

Bear in mind that satisfactory service is dependent upon an efficient follow-up of the car owner and that competition is just as keen in the car maintenance field as it is in the car selling field.

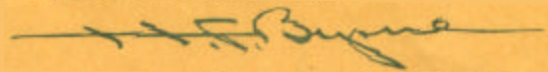
With these facts in mind, we believe every dealer will be interested in the HUDSON-Essex VIS-U-ALL SERVICE FOLLOW UP SYSTEM that is described in the attached circular.

Orders for the HUDSON-Essex VIS-U-ALL SYSTEM are to be sent direct to the Sales Equipment company, Boydell Building, Detroit, Michigan.

Place your orders for this System immediately and begin reaping the benefits without delay!

Very truly yours,

HUDSON MOTOR CAR COMPANY



Ser:1154

General Service Manager

(THIS LETTER HAS BEEN MAILED TO ALL YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

July 31, 1929.

TO HUDSON-Essex DISTRIBUTORS AND DEALERS: --

NET LIST PRICES TO BE ENTERED IN NUMERICAL PRICE LISTS

		<u>UNITED STATES</u>
BX-64299	Front Backing Plate Assembly	\$ 1.50
BX-64300	Front Backing Plate Assembly	1.50
BX-64301	Rear Backing Plate Assembly	1.50
BX-64302	Rear Backing Plate Assembly	1.50
BM-64450	Crankshaft Oil Plate --Upper	.10
BM 54452	Crankshaft Oil Plate --Lower	03
BZ-70607	Universal Joint Locating Screw	.05
CO-81603	Rear Door Scuff Plate --R.H.	.40
CO-81604	Hear Door Scuff Plate --L.H.	.40
BO-81611	Quarter Window Weather Strip	.10
BO-81617	Quarter Window Header and Glass Rim	.75
BZ-83026	Assembly Wire Wheel Carrier Arm	2.25
BZ-83027	Wire Wheel Carrier Arm	2.25
A-83114	Bonnet Complete	18.50
A-83116	Bonnet Complete	25.00
A-83257	Front Fender Assembly --R.H.	32.50
A-83258	Front Fender Assembly --L.H.	32.50
BZ-83259	Spare Tire Clamp	4.00
BZ-83260	Spare Tire Clamp	4.00
CZ-83291	Trunk Rack - Complete	12.00
BO-83399	Folding Top Hinge	2.00
BO-83401	Folding Top Hinge	2.25
CO-83466	Roof Side Rail --R.H.	5.00
CO-83467	Roof Side Rail --L.H.	5.00
BO-83472	Door Glass Panel - Hinge Pillar	.25
BO-83535	Inside Door Handle	.85
BO-83563	Floor Hinge Bracket Assembly	1.50
BO-83564	Floor Hinge Bracket Assembly	1.50
CO-83833	Front Door Complete --R.H.	75.00
CO-83834	Front Door Complete --L.H.	75.00
CO-83858	Top Boot Assembly	13.50
BO-83876	Screw	.08
BO-83934	Inside Door Handle Pocket	75
CO-83942	Front Door Complete	25.00
CO-83943	Front Door Complete --L.H.	25.00

CO-83944	Hear Door Complete --R.H.	\$ 25.00
CO-83945	Rear Door Complete --L.H.	25.00
BO-83958	Side Curtain R.H. --Front	5.00
BO-83959	Side Curtain L.H. --Front	5.00
BO-83960	Side Curtain R.H. --Center	6.00
BO-83961	Side Curtain L.H. --Center	6.00
BO-83968	Top to Windshield Clamp Screw	.15
CO-83979	Cowl Quarter Kick Panel --R.H.	.75
CO-83980	Cowl Quarter Kick Panel --L.H.	.75
CO-83985	Front Door Trim Panel Assembly --R.H.	7.50
CO-83986	Front Door Trim Panel Assembly --L.H.	7.50
CO-83987	Rear Door Trim Panel Assembly --R.H.	8.50
CO-83988	Rear Door Trim Panel Assembly --L.H.	8.50
BO-83989	Wind Cord	3.50
BO-83990	Wind Cord	2.00
BO-83992	Side Curtain R.H. --Front	5.50
BO-83993	Side Curtain L.H. --Front	5.50
BO-83994	Side Curtain R.H. --Center	7.00
BO-83995	Side Curtain L.H. --Center	7.00
CO-84046	Door Complete R.H. --Front	25.00
CO-94047	Door Complete L.H. --Front	25.00
CO-84048	Door Complete R.H. --Rear	25.00
CO-84049	Door Complete L.H. --Rear	25.00
BO-84055	Side Curtain R.H. --Front	5.00
BO-84056	Side Curtain L.H. --Front	5.00
BO-84057	Side Curtain R.H. --Center	4.00
BO-84058	Side Curtain L.H. --Center	4.00
BO-84059	Side Curtain R.H. --Rear	3.00
BO-84060	Side Curtain L.H. --Rear	3.00
CO-84062	Front Seat Cushion Assembly	27.00
CO-84065	Rear Seat Cushion Assembly	27.00
BO-84068	Rear Floor Carpet Assembly	4.75
BO-84069	Rear Seat HeelBoard Carpet Assembly	1.75
CO-84070	Door Complete --R.H. --Trimmed	60.00
CO-84071	Door Complete --L.H. --Trimmed	60.00
BO-84084	Door Windlace (Hinge Pillar)	1.00
BO-84085	Door Windlace (Lock Pillar)	.75
CO-84103	Rear Floor Board	4.50
CO-84104	Rumble Seat Toe Board	1.75
CO-84111	Windshield Hinge	1.25
BO-84112	Glass Clip bolt	.05
CO-84117	Front Pillar and Belt Panel	7.50
CO-84118	Windshield Gasket Top	.40
BO-84121	Pivot Screw - Male	.01
BO-84123	Side Arm Body Bracket	.60
BO-84124	Pivot Screw - Female	.12
BO-84125	Cover -- Side Arm Bracket	.10
BO-84126	Washer	.05

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(Continued)

BO-84129	Folding Top Hinge	\$ 2.25
CO-84132	Top Head Lining	5.75
BO-84133	Windshield Header Windlace	1.40
CO-84152	Top Deck and Side Quarter Assembly	20.00
BO-84156	Door Check Strap -- Front	.30
BO-84157	Door Check Strap -- Rear	.30
BO-84164	Foot Rest Bracket Assembly	.65
BO-84166	Door Windlace	.50
BO-84167	Door Windlace	.50
BZ-30907	Shock Absorber Frame Bracket	.20
BO-32046	Steering Gear Stationary Tube	.10
BZ-63829	Starter Cable Loom	.30
BO-64313	Headlamp -- Complete	7.00
BO-64318	Stop Lamp -- Complete	3.00
BZ-64383	Fender Tire Support	.75
CM-64393	Oil Reservoir -- Complete	7.50
BZ-64465	Electrolock Terminal Screw	.05
BZ-70547	bolt	.15
A-83160	Front Fender with Well	14.00
BZ-83164	Spare Tire to Dash Brace Assembly	1.50
BZ-83211	Radiator Name Plate	1.25
BZ-83249	Tail Lamp and License bracket	1.75
BZ-83292	Spare Tire Clamp	2.00
BZ-83397	Rumble Seat Toe Board Hinge	.20
BO-83415	Seat Adjusting Handle	.60
BO-83752	Robe Rail	6.00
BO-83822	Windshield Glass Gasket	1.00
CO-83885	Top Assembly	90.00
BO-83963	Top Side Curtain	3.90
CO-84007	Front Seat Cushion Assembly	30.00
CO-84010	Rear Seat Cushion Assembly	30.00
CO-84024	Door Complete	25.00
BO-84086	Door Windlace Lock Pillar	1.00
BO-84098	Folding Top Hinge Screw	.01
BO-84127	Folding Top Hinge Screw	.15
BO-84131	Pin	.05
BO-84144	Top Deck and Side Quarter Assembly	12.00
CO-84145	Front Seat Back Cushion -- Complete	30.00
BO-84146	Sill Carpet Assembly	.65
BO-84147	Sill Carpet Assembly	.65
BO-84162	Foot Rest Bracket Assembly	.50
BO-84163	Foot Rest Bracket Assembly	.50

Very truly yours,

HUDSON MOTOR CAR COMPANY

Ser:1164

Service Department.

(COPY OF THIS LETTER HAS BEEN FORWARDED ALL YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

August 22, 1929.

CABLE ADDRESS
HUDSONCAR

SERVICE LETTER

TO HUDSON-Essex DISTRIBUTORS AND DEALERS:

The following new prices have beCOme effective since July 29th -
(Serial Letter Number 1153):--

<u>PART NO.</u>	<u>PART NAME</u>	<u>UNITED STATES PRICE</u>
BT- 9837	Bearing Assembly	\$ 4.50
BO-83418	Door Check Strap Loop	.05
BO-83424	Door Belt Finish Moulding	5.00
BO-83425	Door Finish Moulding -- Side	1.25
BO-83426	Door Finish Moulding -- -Side	1.25
BO-83437	Regulator Handle Escutcheon plate	.25
BO-83439	Rear Door Scuff Plate -- R.H.	.90
BO-83440	Rear Door Scuff Plate -- L.H.	.90
BO-83442	Front Door Scuff plate	1.50
BO-83480	Check Strap	.35
BO-85529	W/S Anchor post Complete -- Lower R.H.	7.50
BO-83530	W/S Anchor post Complete -- Lower L.H.	7.50
BO-83533	W/S Anchor post Complete -- Upper R.H.	7.50
BO-83534	W/S Anchor post Complete -- Upper L.H.	7.50
BO-83536	Door Window Regulator Handle	.75
BO-83575	W/S Anchor post Socket -- R.H.	.20
BO-83576	W/S Anchor post Socket -- L.H.	.20
BO-83659	W/S Swing Arm	1.25
BO-83692	W/S Glass Clip Nat	.05
BO-83830	W/S Glass Clip -- R.H.	.65
BO-83831	W/S Glass Clip -- L.H.	.65
BO-83870	W/S Anchor post pivot End plug Screw	.01
BO-83871	W/S Anchor pin pivot Wing Screw Upper	.70
BO-83872	W/S Anchor post pivot Wing Screw Lower	.75
BO-83878	W/S Frame Assembly	30.00

Serial Letter No. 1153
Supplement 1.

<u>PART NO.</u>	<u>PART NAME</u>	<u>UNITED STATES PRICE</u>
BO-83937	Top Side Curtain -- R.H. Front	\$ 7.50
BO-83938	Top Side Curtain -- L.H. Front	7.50
BO-83939	Top Side Curtain .- R.H. Rear	3.25
BO-83940	Top Side Curtain --, L.H. Rear	3.25
BO-83962	Top Side Curtain -- R.K. Rear	2.90
BO-83964	Top Back Curtain Assembly	12.50
BO-84029	Top Side Curtain -- R.H. Front	7.50
BO-84030	Top Side Curtain -- L.H. Front	7.50
BO-84031	Top. Side Curtain -- R.H. Rear	3.25
BO-84032	Top Side Curtain -- L.H. near	3.25
BO-84033	Back Curtain Assembly	10.80
BO-84045	W/S post Tapped Head bolt	.75
BO-84061	Back Curtain Assembly '	12.50
BO-84110	W/S Swing Arm Knurled Nut	.55
BO-84122	Top BO) Finish plate -- Bottom	1.25
BO-84168	Top to W/S Bracket	1.75
BO-84185	Folding Top Thumb Screw	.35
BO-84529	Quarter Window Curtain	2.50
BZ-31894	Shock Absorber Rocker Shaft Spring pad	.10
BZ-31982	Rear Shock Absorber Arm -- R.H.	2.50
BZ-31983	Rear Shock Absorber Arm -- L.H.	2.50
BX-31983	Backing Plate Assembly	3.70
BK-32035	Backing Plate Assembly	3.70
BY-32036	Backing Plato Assembly	3.70
BY-32037	Backing plate Assembly	3.70
BO732042	Side Lamp Reflector Assembly	1.50
BM-32119	Piston Ring	.50
BZ-63227	Steering Gear. Case Frame Bracket	.80
BZ-63872	Front Hub	5.00
CZ-63875	Wire Wheel Front Rub Assembly	10.50
CZ-63876	Wire Wheel Rear Hub Assembly	10.50
CZ-64311	Rear Spring Assembly	12.50
BZ-64312	Spring Clip -- Rear	.35
A-64328	Motor Splash Guard -- Right	.35
A-64329	Motor Splash Guard -- Left	.35
CZ-64332	Gas Tank Assembly	10.00
BX-64432	Backing plate Assembly	1.90
BX-64433	Backing plate Assembly	1.90
BY-64434	Backing plate Assembly	1.90
BY-64435	Backing Plate Assembly	1.90
BO-64442	Side Lamp Reflector Assembly	1.50
BO-64443	Side Lamp Conduit	.65
BO-64444	Side Lamp Cable Assembly	.65
BO-64445	Side Lamp Cable Assembly	.45

Serial Letter No. 1153
 Supplement 1.

PART NO.	PART NAME	UNITED STATES
		<u>PRICE</u>
BO-64446	Side Lamp Spring	\$.02
BO-64449	Side lamp Lens	.50
BZ-64487	Spark Control Pinion	.45
BZ-64496	Gas Tank Filer Cap	.30
A-63202	Radiator Splash Guard Assembly	3.00
A-83207	Radiator Shell and Shutter Assembly	20.00
BZ-83212	Radiator Filler Cap	.75
CZ-83268	Headlamp Tie Bar	.75
CZ-83278	Running Board. Complete	4,50
CZ-83279	Running. Board Complete	4.50
BZ-83287	Trunk Rack Support Bracket	1.25
BO-83413	W/S pull to Knob	.55
BO-84c96	Wing Screw	.30
BO-84119	W/S Weather Strip (Bottom and Sides)	1.20
A-84425	Rear Fender -- Right	9.00
A-84426	Rear Fender -- Left	9.00

Very truly yours,

HUDSON MOTOR CAR COMPANY

Serial Letter No. 1153
Supplement 1.

Service Department

(THIS LETTER HAS BEEN FORWARDED TO ALL YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

August 22, 1929.

CABLE ADDRESS
HUDSONCAR

SERVICE LETTER

TO HUDSON-Essex DISTRIBUTORS AND DEALERS:

The following prices have beCOme effective since July 29th (Serial Letter Number 1153): --

<u>PART NO.</u>	<u>PART NAME</u>	<u>UNITED STATES</u>	
		<u>OLD PRICE</u>	<u>-- NEW PRICE</u>
BY-29206	Stamped Ball End Assembly	\$ 1.75	\$ 2.70
BY-29207	Control Shaft and Trunnion	2.50	3.70
BY-29209	"U" Joint Control	6.85	9.75
By-29213	Anchor pin Auxiliary Shoe	.15	.32
BY-29214	Anchor pin Secondary Shoe	.25	.45
BY-29217	Spring -- Primary and Auxiliary Shoe	.20	.34
BY-29218	Spring -- Secondary Shoe	.10	.16
BY-29219	Carrier Bracket -- Front	1.10	1.80
BY-29220	Cam and Shaft	2.00	2.95
BY-29221	Key -- Carrier Bracket	.03	.06
BY-29222	Control Shaft	1.50	2.25
BY-29223	Trunnion	1.25	1.45
BY-29224	Trunnion Pin	.08	.14
BY-29226	"U" Joint Cover	.25	.36
BY-29227	Carrier Cap	.08	.14
BY-29228	Spring -- Cover Cap	.03	.05
BY-29229	Spring Retainer	.03	.05
BY-29230	Ring -- Spring Retainer	.03	.11
BY-29232	Articulating Pin	.12	.22
BY-29233	Take-up Cam	.25	.43
BY-29234	Washer -- Anchor in	.02	.05
BY-29235	Tension Nut	.09	.16
BY-29237	Cam -- Rear	1.10	1.70
BY-29238	Retaining Washer -- Camshaft	.01	.02
BY-29243	Spring Control Lever	.04	.06
BZ-29244	Square bolt and Nut	.25	.45
Bz-29247	Brake Shoe Assembly	7.20	13.50
BY-31598	Brake Shoe Assembly	7.50	12.00
By-31610	Cam Shaft and Crank	.40	.50
BY-31611	Cam plate and Block Assembly	.35	.50
EY-31621	Reinforcement plate Assembly	1.00	1.35
BX-31623	Adjusting Screw Assembly	.45	.55

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PART NO.	PART NAME	UNITED STATES	
		OLD PRICE	NEW PRICE
BX-31624	Carrier Bracket Assembly	\$.65	\$.95
BX-31641	Pivot Nut -- L.H.	.25	.30
BX-31642	Pivot Nut -- R.H.	.25	.30
BX-31643	Spring -- Primary Shoe	.18	.22
BX-31644	Spring -- Primary & Secondary Shoe	.20	.25
BX-31645	Spring -- Adjusting Screw	.07	.09
BY-31912	Spring -- Spacer pin	.02	.05
BY-6390	Brake Shoe Assembly	5.10	7.50
BY-62921	Reinforcing Plate Assembly	.55	.90
BY-62923	Anchor pin	.55	.34
BY-62924	Reinforcing plate	.20	.11
BY-62925	Link -- Anchor pin	.07	.11
BY-62927	Articulating Pin	.07	.19
BY-62928	Spring	(per c) .60	.01
BY-62929	Take-up Cam	.15	.22
BY-62930	Spring	.15	.25
BY-62931	Spring	.08	.14
BY-62934	Cam Shaft	.50	.80
BY-62935	Cam	.15	.22
BY-62936	Washer -- Cam Shaft	.02	.10
BY-62937	Tension Spring -- Cam Shaft	.06	.09
BY-62938	Shoulder Belt -- Cam Shaft	.07	.11
BY-62939	Washer -- camshaft	.02	.03
BY-62944	Adjusting Screw -- Crank Lever	.25	.40
BK-63329	Backing plate Assembly	1.60	2.95
BX-63330	Backing Plate Assembly	1.60	2.95
BY-63331	Backing plate Assembly	1.60	2.95
BY-63332	Backing Plate Assembly	1.60	2.95
BX-63333	Pin -- Shoe Roller	.05	.07
BK-63956	Reinforcing plate Assembly	.60	.80
BX-63958	Adjusting Sleeve Assembly	.25	.50
BX-63959	Axle Carrier Bracket	.45	.70
BX-63960	Crank Lever Assembly	.60	.80
BX-63961	Crank Lever Assembly	.60	.80
BX-63974	Cover plate -- Backing plate	.05	.07
BX-63975	Pivot Nut -- L.H.	.25	.30
BX-63976	Pivot Nut -- R.H.	.25	.30
BX-63977	Spring -- primary Shoe	.10	.14
BX-63980	Spring -- Adjusting Shoe	.C5	.07
BX-63989	Dust Shield -- Cam Shaft	.05	.06
BY-63994	Brake Shoe Assembly	5.10	6.80
BY-26943	Rear Axle Differential Case Assy	9.00	10.00
BO-30307	Junction post	.60	1.00
CO-83557	Top Bow #4	5.00	1.50
CO-83845	Foot Rest	2.50	6.50
BO-83347	Deck Lid Bumper Rubber	.01	.03

Very truly yours,

HUDSON MOTOR CAR COMPANY

Ser:1185

Service Department

(COPY OF THIS LETTER HAS BEEN FORWARDED YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

September 22, 1929.

CABLE ADDRESS
HUDSONCAR

SERVICE LETTER

TO HUDSON-Essex DISTRIBUTORS AND DEALERS:

The following price changes have become effective since August 22nd last: --

<u>PART NO.</u>	<u>PART NAME</u>	UNITED STATES	
		<u>OLD PRICE</u>	<u>-- NEW PRICE</u>
BT-12297	Bearing Sleeve - Hyatt	\$ 4.80	\$ 2.55
BT-12298	Bearing Roller - Hyatt	2.35	1.95
GO-25321	Plate - Cowl Gas Control	.30	.60
BZ-25322	Dial - Cowl Gas Control Plate	.10	.25
BY-29247	Brake Shoe Assembly	13.50	10.15
BY-31598	Brake Shoe Assembly	12.00	9.00
BM-51899	Drain Plug Wrench	.25	.50
BY-62572	Drive Gear	9.75	11.00
BY-62573	Drive Pinion	6.00	6.50
BY-62855	Drive Gear	9.75	11.00
BY-62859	Drive Pinion	6.00	6.50
BY-62908	Brake Shoe Assembly	7.50	5.65
BY-62987	Drive Gear	9.75	11.00
BY-52988	Drive Pinion	4.75	6.50
BY-63346	Drive Gear	9.75	11.00
BY-63347	Drive Pinion	6.00	6.50
BY-63994	Brake Shoe Assembly	6.80	5.10
BZ-79325	Jacket Tube Bracket Assembly	3.00	5.75
BO-83418	Door Check Strap Loop	.05	.10
CO-84024	Door Complete	25.00	35.00

Very truly yours,

HUDSON MOTOR CAR COMPANY

Ser:1198

Service Department.

(THIS LETTER HAS BEEN MAILED TO YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

September 22, 1929.

SERVICE LETTER

TO HUDSON-ESSEX DISTRIBUTORS AND DEALERS

The following new prices have become effective since August 22nd last: --

<u>PART NO.</u>	<u>PART NAME</u>	<u>PRICE U.S.A.</u>
BO-12351	Body Bolt	\$.10
BZ-31734	Steering Gear Worm and Bearing Assembly	4.50
CZ-31767	Frame Front Cross Tube	9.00
BZ-32031	Headlamp Connecting Wire and Socket Assy	1.15
BO-32043	Trunk Rack Support Loop Bracket	.20
BZ-32045	Loom Clip	.01
BZ-32107	Adjusting Nut Assembly	3.50
BZ-32108	Adjusting Nut Assembly	3.50
BO,32111	Side Lamp Wire	.65
BZ-32127	Choke Wire Tube Clip	.06
BO-62429	Wire Assembly	.40
BZ-63226	Steering Gear Case Frame Bracket	.80
BZ-63518	Running Board Channel and Idler Bracket	1.00
BZ-63519	Running Board Channel and Idler Bracket	1.00
BY-63870	Steering Gear Friction Band Reinforcement	.02
BT-64012	Transmission Counter Shaft Drive Gear	6.00
BO-64325	Shim - Radiator	.05
BZ-64333	Filler - Gasoline Tank	1.50
BZ-64340	Rear Spring Clip	.15
BZ-64341	Rear Spring Clip	.15
CZ-64342	Rear Spring Leaf #1	3.25
CZ-64343	Rear Spring Leaf #2	2.25
CZ-64344	Rear Spring Leaf #3	2.00
CZ-64345	Rear Spring Leaf #4	3.25
CZ-64346	Rear Spring Leaf #5	1.65
CZ-64347	Rear Spring Leaf #6	1.45
CZ-64348	Rear Spring Leaf #7	1.25
CZ-64349	Rear Spring Leaf #8	1.00
CZ-64350	Rear Spring Leaf #9	.85
CZ-64351	Rear Spring Leaf #10	1.35
CZ-64352	Rear Spring Leaf #11	.60

CZ-64353	Rear Spring Leaf #12	\$.30
A-64384	Radiator - Complete	55.00
BX-64439	Front Axle Spindle - R.H.	6.00
BX-64490	Front lode Spindle - L.H.	6.00
BZ-64499	Adjusting Nut - Steering Gear L.H.D.	2.90
BK-64516	Adjusting Nut - Steering Gear R.H.D.	2.90
BO-70573	Body Bolt Nut	.02
BO-70603	Upholstery Button	.03
BZ-70629	Rear Spring Center Bolt	.25
BO-70633	Bolt	.05
BO-70642	Bolt	.10
BO-70655	Bolt	.02
BO-78987	Door Trim Retainer	.75
BO-78988	Door Trim Retainer	.75
BZ-80592	Jacket and Tube Bracket	1.25
BO-81865	Mat and Pad Assembly	6.25
CO-82414	Front Seat Back Assembly	40.00
A-83206	Radiator Shell	12.50
BZ-83208	Radiator Shutter Operating Rail Assy	.40
BO-83220	Instrument Frame Dial	1.25
BO-83221	Instrument Frame Rim	1.75
CO-83228	Finish Belt panel - W/S	6.00
CZ-83277	Running Board Covering	.75
BO-83280	Front Floor Nat and Pad Assembly	6.25
BO-83372	Top to W/S Clamp	.75
BO-83374	Door Dovetail - Male	.20
BO-83419	Top Bow Inside Link - R.H.	2.25
BO-83420	Top Dow Inside Link - L.H.	2.25
BO-83481	Spring - Regulator Handle Escutcheon Plate	.01
CO-83542	W/S Frame Assembly	12.50
CO-83544	Top Bow #1	4.25
CO-83546	Top Bow #2	6.00
CO-83546	Top Bow #3	8.00
BO-83687	Front Window Regulator Handle	.75
BO-83694	Finish Strip - Rear Door Window	3.25
BO-33697	Finish Strip - Rear Door Window	1.00
BO-83699	Finish Strip - Front Door Window	3.25
BO-83700	Finish Strip - Front Door Window	1.25
BO-83716	Escutcheon plate - Front Window Regulator	.30
BO-83750	Foot Rest Bracket - Complete R.H.	2.60
BO-83751	Foot Rest Bracket - Complete L.H.	2.60
CO-83801	Door Complete - R.H. Front	35.00
CO-83882	Door Complete - L.H. Front	35.00
CO-83981	Door Complete - R.H. Front	35.00
CO-83982	Door Complete - L.H. Front	35.00
CO-83983	Door Complete - R.H. Rear	35.00
CO-83984	Door Complete - L.H. Rear	35.00
BO-83996	Side Curtain - R.H. Rear	5.00
BO-33997	Side Curtain - L.H. Rear	5.00
BO-83998	Back Curtain Assembly - L phaeton.	15.00
CO-84015	Rear Floor Board	1.60
CO-84023	Door Complete	25.00
CO-84050	Door Trim panel - R.H. Front	6.50
CO-84051	Door Trim Panel - L.H. Front	6.50

CO-84052	Doer Trim Panel - R.H. Rear	\$ 7.50
CC-84053	Door Trim Panel - L.H. Rear	7.50
BO-84088	Door Window Regulator Assembly	2.25
B0-84039	Door Window Regulator Assembly	2.25
B0-84141	Pocket Flap	1.50
CO-84148	Top Deck and Side Quarter Assembly	25.00
CO-84149	Rear Floor Board	3.25
CO-84150	Top Slot Iron Assembly - R.H.	10.00
CO-84151	Top Slot iron Assembly - L.H.	10.00
CO-84053	Top Deck and Side Quarter Assembly	25.00
BO-84136	Top Bow Rest Rubber Plug	.15
B0-84376	Dash Pad	1.25
BO-84377	Door Outside Locking Handle - R.H.	2.50
B0-84378	Door Outside Locking Handle - L.H.	2.50
BO-.84382	Rear Door Locking Handle	2.50
B0-84383	Rear Vision Mirror	2.25
BO-84584	Rear Vision Mirror	2.25
B0-84420	Door Lock Assembly	2.50
B0-84421	Door Lock Assembly	2.50
BO-81022	Door Trim Board - R.H.	1.50
BO-84423	Door Trim Board - L.H.	1.50
BO-84428	Tapping Plate - front Hinge Pillar to Sill Brace	.20
BO-84429	Tapping Plate Ret.-Front Hinge pillar to Sill Brace	.02
CO-84430	Door Header Trim Board	.30
CO-84431	Door Header Trim Board	.30
CO-84432	Kick Panel R.H. - Cowl. Quarter	.50
CO-84433	Kick Panel L.H. - Cowl Quarter	.50
CO-84471	Wood Filler - R.H.	1.75
CO-84472	Wood Filler - L.H.	1.75
CO-84473	Wood Filler - R.H.	3.00
CO-84474	Wood Filler - L.H.	3.00
BO-84485	Door Trimboard Silencer	.15
BO-84486	Door Trimboard Silencer	.15
CO-84487	Drip Moulding - Front Door	.50
CO-84483	Drip Moulding Filler - Front Door	.20
BO-81493	Hinge Pillar Windlace	.40
BO-84494	Hinge Pillar Windlace	.30
CO-84495	Skeleton Door - R.H.	44.00
CO-84496	Skeleton Door - L.H.	44.00
BZ-84538	Operating Rod - Radiator Shutter	.30
BZ-84539	Operating Rod - Radiator Shutter	.40
BZ-84542	Operating Rod - Radiator shutter	.40
BO-84577	Deck Lid Bumper Retainer	.05

Very truly yours,

HUDSON MOTOR CAR COMPANY

Ser:1201

Service Department.

(COPY OF THIS LETTER HAS BEEN FORWARDED ALL YOUR DEALERS)

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

September 22, 1929.

CABLE ADDRESS
HUDSONCAR

SERVICE LETTER

TO HUDSON-ESSEX DISTRIBUTORS AND DEALERS: --

We are outlining in the following suggestions which might prove of assistance to your organization in the reconditioning of used cars. We are also listing group operations and suggestions offered as a guide in determining labor and material expenditures productive of the greatest results, we believe, with minimum expense in the reconditioning of used cars.

* * * * *

GROUP "A"

The operations and inspections listed under Group "A" are those which affect APPEARANCE, STARTING and DEMONSTRATION, and are vitally important in the sale of used cars. These should be performed on all cars and will serve as a check to determine what, additional work will be necessary to put cars in good saleable condition. Full details regarding the procedure in making these repairs and adjustments may be found in the HUDSON-ESSEX FLAT RATE OPERATION BOOKS from which the labor cost has been computed on a basis of 70¢ per hour to the mechanic,

1. Wash and polish thoroughly, including removal of road dirt and grease accumulations from all exposed chassis parts. Clean upholstery and interior of car. Clean engine and paint if necessary. Bump out small body and fender dents. Apply coat of top dressing if required. NOTE: When paint is in bad condition and cannot be restored by polishing, operation "I" it may be necessary.

Average time required -- 7 hours.

2. Adjust steering gear. Easy steering is a demonstration essential: NOTE: - When this cannot be obtained by adjustment, see operation "D".

Average time required -- .4 hours.

3. Adjust brakes. Effective brakes are necessary to a good demonstration. NOTE: - When adjustment is insufficient, see operation "G".

Average time required -- .6 hours.

GROUP "A" - (Continued)

4. Adjust. clutch pedal. NOTE: - If clutch is in had condition, operation "E" may be necessary.

Average time required -- .2 hour.

5. Clean generator commutator and brushes, adjust charging rate.

Average time required -- .2 hour.

6. Adjust wheel bearings and align wheels.

Average time required -- .6 hour.

7. Adjust shock absorbers and fill with oil.

Average time required -- 1hour.

8. Adjust door bumpers and dove-tails. Tighten body bolts and take out rattles.

Average time required -- 1 hour.

9. Test battery and starter, clean battery terminals of corrosion, fill battery with distilled water and recharge if necessary. A PULL- CHARGED BATTERY IS VITALLY INPORTANT IN A USED CAR. Test lights and horn. Replace burned out lamp bulbs and missing or broken lamp glass. Clean Bendix drive with kerosene and be sure starter turns engine over at a good rate of speed.

Average time required -- 1.2 hours.

10. Correct any water or oil leaks. NOTE: - When radiator repairs are necessary, see operation "K".

Average time required .5 hour.

11. Straighten bent lamp brackets and focus lamps.

Average time required -- .4 hour.

12. Tune engine -- includes checking compression, adjusting timing chain, adjusting distributor contact points to .018" opening, cleaning and adjusting spark plugs to .022" gap, cleaning and adjusting carburetor, cleaning gas lines and vacuum tank screen, adjusting tappets. NOTE: - For additional engine work which may be required, see operations "B" and "C".

Average time required -- 1 hour.

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GROUP "A" - (Continued)

13. Complete lubrication.

Average time required -- 1 hour.

14. Replace broken body and windshield glass. NOTES - No estimates are given on this operation as prices vary and the average car does not require new glass.

Total time required -- (17 hours at \$.70)	\$11.90
Average cost paint, polish, at cetera	3.00
Average cost of oil and grease	<u>1.35</u>
T O T A L C O S T --\$16.25	

ALWAYS USE GENUINE HUDSON-ESSEX PARTS

OPERATION "B" - ESSEX ENGINE

OPERATION - "B" HUDSON ENGINE

Grind valves, clean carbon and tune engine.

Grind valves, clean carbon and tune engine.

Average time required -- 3.5 hours

Average time required -- 3.5 hours

Material at net cost:

Material at net cost:

1 - Head gasket	.45
Labor	<u>2.45</u>
TOTAL --	<u>\$2.90</u>

1 - Head gasket	.54
Labor	<u>2.45</u>
TOTAL --	2.99

F-Head engines add. labor	<u>1.40</u>
TOTAL --	<u>\$4.39</u>

OPERATION "C" - ESSEX ENGINE

OPERATION "C" - HUDSON ENGINE

Clean carbon, grind valves, install piston rings and adjust bearings.

Clean carbon, grind valves, install new piston rings and adjust connecting rod bearings. Includes tune engine.

Average time required -- 7.0 hours

Average time required -- 8.4 hours

Material at Net cost to

Material at net cost: -

6 - Piston rings complete	.90
12 - Piston rings - oil	2.88
1 - Head gasket	.45
1 - Oil pan gasket	.06
1 - Valve cover gasket	<u>.33</u>
	4.62
Labor	<u>4.90</u>
TOTAL --	<u>\$9.52</u>

6 - Piston rings complete	1.08
12 - Piston rings - oil	3.60
1 - Head gasket	.54
1 - Oil pan gasket	.15
1 - Valve cover gasket	<u>.33</u>
	\$5.37
Labor	5.81
TOTAL --	<u>\$11.18</u>

ALWAYS USE GENUINE HUDSON-ESSEX PARTS

OPERATION "D" ESSEX ENGINE

Clean carbon, grind valves and tune engine. Install new pistons, piston pins and rings. Adjust and align connecting rod bearings. Adjust all main bearings.

Average time required -- 8.7 hours

Material at net cost:

6-Pistons	8.10
6-Piston pins	.90
6-Piston rings complete	.90
12-Piston rings . oil	2.88
1-Head gasket	.45
1-Oil pan gasket	.06
1-Valve cover gasket	.33
	<u>13.62</u>

Labor	6.09
TOTAL --	<u>\$19.71</u>

OPERATION "D" - HUDSON ENGINE

Clean carbon, grind valves and tune engine. Install new pistons, rings and pins. Adjust and align connecting rod bearings.

Average time required -- 10.2 hours

Material at net costs

6-Pistons	16.20
6-Piston pins	1.30
6-Piston rings complete	.06
12-Piston rings -	.54
1-Oil pan gasket	.15
	<u>23.37</u>

Labor	7.14
TOTAL	<u>\$30.51</u>

OPERATION "E" - FRONT AXLE
ESSEX TWO-WHEEL BRAKES

Rebush spindles and steering arms -- includes adjusting front wheel bearings and aligning wheels.

Average time required -- 3.0 hours

Material at net cost:

2-Spindle pivot pins	.72
2-Spindle pivot pin bushings	.12
2-Spindle pivot pins	.12
2-Steering arm bolts	.26
2-Steering arm bushings	.14
	<u>1.36</u>

Labor	2.10
TOTAL	<u>\$3.46</u>

OPERATION "E" FRONT AXLE
HUDSON TWO-WHEEL BRAKES

Rebush spindles and tie rod yokes -- includes adjusting front wheel bearings.

Average time required -- 4.0 hours.

Material at net cost:

2-Pivot pins	1.20
2-Pivot pin bushings	.72
2-Tie rod yoke pins	.78
2-Tie rod yoke bushings	.72
2-Tie rod yoke bushings	.36
	<u>4.08</u>

Labor	2.80
TOTAL --	<u>\$6.88</u>

NOTE: When steering eccentric bushing is bad, add

Bushing	.63
Labor	1.40
	<u>\$2.03</u>

ALWAYS USE GENUINE HUDSON-ESSEX PARTS

OPERATION "E" FRONT AXLE
ESSEX FOUR WHEEL BRAKES

Rebush spindles includes adjusting front wheel bearings and aligning wheels.

Average time required 5.0 hours

Material at net cost:

2-Pivot pins .48
4-Pivct pin bushings .24
 .72

Labor \$3.50
TOTAL -- \$4.22

OPERATION "E" - FRONT AXLE
HUDSON FOUR-WHEEL BRAKES

Rebush spindles -- includes adjusting front wheel bearings and aligning wheels.

Average time required -- 5.0 hours.

Material at net cost:

2-Spindle pins .72
4-Spindle bushings .24
 .90

Labor 3.50
TOTAL -- \$4.46

OPERATION "F" ESSEX CLUTCH
MULTIPLE DISC

Overhaul clutch and remove all worn parts necessary to put clutch in first class condition - includes transmission and play.

Average time required - 5.0 hours

Material at net cost:

4-Driving plates 2.40
3-Driven plates 1.08
1-Clutch cover gasket .18
 3.66

Labor 3.50
TOTAL -- \$7.16

OPERATION "F" - HUDSON CLUTCH
MULTIPLE DISC

Overhaul clutch. Replace all worn parts to put clutch in good working condition

Average time required -- 5.5 hours

Material at net cost:

6-Drivin,: plates 4.68
1-Clutch cover gasket .18
 4.86

Labor 3.85
TOTAL -- \$8.71

OPERATION "F" ESSEX CLUTCH
SINGLE DISC

Overhaul clutch and put in first class condition.

Average tine required -- 2.5 hours

Material at net costs

1-Driving plate assembly 1.80
1-Clutch cover gasket .15
 1.95

Labor 1.75
TOTAL -- \$3.79

OPERATION "F" - HUDSON CLUTCH
SINGLE DISC

Overhaul clutch and put in first class condition.

Average tine required -- 2.5 hours

Material at net costs

1-Driving plate assembly 2.40
1-Clutch cover gasket .18
 2.58

Labor 1.75
TOTAL -- \$3.79

ALWAYS USE GENUINE HUDSON-ESSEX PARTS

Ser:1212

<u>OPERATION "G" ESSEX BRAKES</u> <u>TWO-WHEEL</u>	<u>OPERATION "G" - HUDSON BRAKES</u> <u>TWO-WHEEL</u>
Reline service brakes -- includes freeing up and adjusting brake mechanism throughout.	Reline service brakes -- includes freeing up and adjusting brake mechanism throughout.
Average time required -- 3.5 hours	Average time required -- 3.7 hours
Material at net cost;	Material at not cost;
2-Brake lining upper .78	2-Brake linings upper 1.02
2-Brake lining lower .42	2-Brake linings lower .96
Rivets .10	Rivets .10
1.30	2.08
Labor 2.31	Labor 2.59
TOTAL -- <u>\$3.61</u>	TOTAL -- <u>\$4.67</u>

<u>OPERATION "G" ESSEX BRAKES</u> <u>FOUR-WHEEL</u>	<u>OPERATION "G" - HUDSON BRAKES</u> <u>FOUR-WHEEL</u>
Install brake shoos Bendix 3-shoe type -- 4 sets, Operation includes freeing up and adjusting brake mechanism throughout.	Install brake shoes Bendix 3-shoe type 4 sets. Operation. includes freeing up and adjusting brake mechanism throughout.
Average time required -- 2.3 hours	Average time required 2.3 hours
Material at net cost:	Material at net cost:
4-Sets brake shoes 12.24	4-Sets brake shoes 17.28
Labor 1.61	Labor 1.61
TOTAL -- <u>\$13.85</u>	TOTAL -- <u>\$18.59</u>

<u>OPERATION "H" - ESSEX RADIATOR</u>	<u>OPERATION "H" - HUDSON RADIATOR</u>
Repair radiator core includes installing new hose and correcting all water leaks.	Repair radiator core includes installing new hose and correcting all water leaks.
Average time required 2.7 hours	Average time required 2.7 hours
Material at net costs	Material at net costs
1-Radiator hose upper .21	1-Radiator hose upper .21
1-Radiator hose lower .45	1-Radiator hose lower .45
.66	.66
Labor 1.89	Labor 1.89
TOTAL -- <u>\$2.55</u>	TOTAL -- <u>\$2.55</u>

ALWAYS USE GENUINE HUDSON-ESSEX PARTS

Ser:1212

OPERATION "I" - REPAINT ESSEX

Average net cost \$25.00

OPERATION "I" - REPAINT HUDSON

Average net cost \$35.00

NOTE: Cost of refinishing is an average not cost. Dealers having their own equipment will be able to refinish cars at a cost considerably under the figures quoted.

The value of a repaint job on a used car is greatly enhanced by selecting colors and combinations approximating those used in current new car production.

* * * * *

_____ SUGGESTIONS _____

KEEP USED CARS CLEAN AND DISPLAYED TO BEST ADVANTAGE:

KEEP TIRES ALWAYS PROPERTY INFLATED:

ALWAYS USE GENUINE HUDSON - ESSEX PARTS:



Very truly yours,

HUDSON MOTOR CAR COMPANY

General Service Manager

Ser:1212