

**GENERAL ACCESSORY POLICIES  
AND INFORMATION  
BULLETINS**



1951 Series

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# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

1951 SERIES

DONATED BY  
PHIL ROSKI'S ESTATE

TO ALL DEALERS:

The following part number and resale schedule have been assigned to the 1951 Radio:

Part Number	Description	List	Dealer Net
HA-225908	Radio	\$ 76.50	\$53.50

The superb quality of Hudson Radios is well known to Hudson Dealers and salesmen. The 1951 Radio is a new, improved model and is really "better than ever" - more powerful reception with full undistorted tone.

The Radio is the "star" in the Hudson Accessory line-up. Radios are easy to sell - every new and used car buyer wants a Radio, therefore, we should sell "one for one", a Radio with every new car.

Hudson Radios are better Radios because they are expressly designed and built for Hudson Cars. This insures easy installation and controls to match the other instruments on the dash.

Every Hudson Dealer should stock Hudson Radios at all times. If you are going to sell Radios with every New Hudson and we are sure you want to, it will be necessary to have them available for immediate installation,

Attached is a special order blank for your convenience - use it now Fill in a good quantity of Hudson Radios and Antennas and mail to your Zone or Distributor today.

Let's really get in the Radio business.

NO CHANGE IN ANTENNA.

- - - - -  
C. C. MCKELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO, 3.)

Number	1
Date	10-9-50
Subject	1951 RADIOS  BETTER THAN EVER  SELL "ONE FOR ONE"  HUDSON RADIOS FOR HUDSON CARS  YOU CAN'T DO BUSI- NESS FROM AN EMPTY WAGON  ORDER RADIOS TODAY  ANTENNA



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number 2
Date 11-17-50
Subject

TO DEALERS:

Every Hudson Owner needs a Hudson Weather Control. To assure proper comfort of owners, Hudson dealers should arrange for each and every Hudson automobile to be equipped with a Weather Control.

The following part numbers and resale schedule have been established for 1951 Model Weather Controls:

<u>Part No.</u>	<u>Description</u>	<u>Model</u>	<u>List</u>	<u>Dlr. Net</u>
HA-305220	Weather Control- (Control on Unit)	4A	\$61.00	\$43.92
HA-305221	Weather Control - (Dash Operated)	4A, 5A 6A, 7A	64.40	46.37
HA-305222	Weather Control - (Dash Operated)	8A	64.40	46.37

The Weather Controls for the Super, Commodore and Hornet Models (HA-305221, HA-305222) are operated from the dash. The temperature control lever and blower switch are within easy reach of the driver. Priced only slightly higher than the Weather Control (HA-305220) this offers a tremendous merchandising advantage. Weather Control (HA-305221) is also applicable to Pacemaker models. Always sell the dash-operated Weather Control for all models - only slightly higher in price - but offering extra value that every Pacemaker buyer will quickly recognize.

Since it warms the air of the car and keeps it fresh under all driving conditions, the Hudson Weather Control is NUMBER ONE in COMFORT EQUIPMENT. All new car salesmen should be entirely familiar with the operation and selling features of the Weather Control outlined in the OWNER MANUAL (PAGES 68, 69, 70 AND 71).

Always keep a sufficient stock of Weather Controls on hand for prompt installation. Better yet -- order Option X on every new car order.

As an auxiliary unit, Hudson Engineers have developed the Hudson Underseat Heater which builds up heat faster and provides a more uniform temperature throughout the car plus an even greater degree

(OVER)

NEW  
HUDSON  
WEATHER  
CONTROLS

PART  
NUMBERS  
AND  
PRICES

ALWAYS  
SELL  
WEATHER  
CONTROL  
HA-305221  
FOR  
PACEMAKERS

COMFORT  
EQUIPMENT

ORDER  
PROMPTLY

UNDERSEAT  
HEATER -  
COMFORT  
PLUS

of comfort than heretofore possible for rear compartment passengers. We list below part number and prices:

Part No.	Description	List	Dlr. Net
HA-301990	Underseat Heater	\$19.50	\$13.65

ULTIMATE  
IN  
COMFORT

The Underseat Heater when used with the Hudson Weather Control offers Hudson owners the ultimate in Winter driving comfort. The Underseat Heater is supplied only as a Service Accessory, so be sure you order enough on the attached convenient Order Blank.

BIG  
PROFIT

The combined dealer profit on a Weather Control with the Underseat Heater amounts to \$23.88 per sale, plus dealer installation profit. Certainly, this is money worth going after.

ORDER  
BOTH  
TODAY

Place a substantial order covering both Weather Controls and Underseat Heaters today.

R. M. MAC DONALD

ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO 10.)



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

TO DEALERS:

OIL FILTERS AND CARTRIDGES ARE AVAILABLE FOR ALL MODEL HUDSON CARS. We have a most excellent source of supply and there should be no question in dealers' minds as to availability of these accessories.

As a reminder, we list below part numbers with model information (prices are listed on the order blank attached):

<u>Hudson Oil Filter</u>	<u>Fits Models</u>	<u>Use Cartridge</u>
HA-161040	1941-1947 incl.	*SP-161007
HA-300560	1948-1949 incl. 6 Cyl. Only	SP-161007
HA-302494	1948-1951 incl. 6 Cyl. Only	*SP-302496
HA-302495	1948-1951 incl. 8 Cyl. Only	SP-302496

\* NOTE: SP-161007 and SP-302496 are NOT INTERCHANGEABLE.

Once a Hudson Oil Filter is installed, Hudson dealers have a "tailor-made" opportunity for repeat business through replacement cartridges. By keeping a record of the date of installation, you can contact your owners at least once every 6 months and ask them to have the cartridge changed. This brings your owners back for cartridge changes, oil changes, lubrications and the OPPORTUNITY TO CHECK THE CAR FOR OTHER SERVICES. This should be the MINIMUM program with every Hudson Dealer. The BETTER WAY is to CHECK THE CARTRIDGE with EVERY OIL CHANGE in your Service Department. Then, ASK your customers to BUY.

All Dealers should maintain an ample supply of Oil Filters and, PARTICULARLY, CARTRIDGES, in stock. When a customer orders these items, he wants them IMMEDIATELY and since they are in ready supply, there is no reason for lack of stock.

(OVER)

Number	3
Date	11-17-50
Subject	AVAILABLE  OIL FILTERS AND CARTRIDGES  MODEL INFORMATION  DEALER PROGRAM  PROPER STOCK

- 2 -

Let's take a NEW LOOK at the CARTRIDGE BUSINESS and

(1) CHECK STOCK NOW

(2) PLACE AN ORDER immediately

(3) PROGRAM to your customers on the  
above basis --- NOW

POSITIVE SELLING AND PROPER STOCK CONTROL WILL DOUBLE --  
EVEN TRIPLE -- YOUR VOLUME!

R. M. MAC DONALD

ACCESSORY MERCHANDISING

LET'S GO

ORDER NOW

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



# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

TO DEALERS:

Many dealers have purchased the Accessory Lamp Display Stand, Part No. HA-216767, and therefore would appreciate information as to how the Stand could be re-worked to display the NEW 1951 Fog and Back-Up Lamps. We recommend that you dismantle the present Fog and Back-Up Lamps and sell them immediately. At the same time, install NEW Fog (HA-225346) and Back-Up (HA-226839) Lamps on the Stand.

The present Lamp Display Stand should be changed to accommodate the 1951 Lamps in the following manner: (See illustration attached)

- (1) Remove the present Back-Up Light and Fog Lamp from the Stand,
- (2) Locate center hole of Back-Up Lamp Template (provided in kit) of present one-half inch hole on stand. Punch and drill holes to fit new Back-Up Light. Then install new Back-Up Lamp using the three sheet metal screws provided in kit.
- (3) Use hack saw to cut the Fog Lamp mounting support. Cut on both sides as closely as possible to the upright bracket and downward to the part that is colored red on the stand. Then, bend the parts that have been cut backward on both sides until an exact horizontal plane is obtained.
- (4) Mount new Fog Lamps in horizontal position, using only the lock washer and nut to hold them in place.
- (5) File any sharp edges that might result from use of the hacksaw. Retouch exposed metal surfaces with Hudson Touch Up Paint (Bar Harbor Blue, HS-175403, or similar).

The undersigned personally assisted in the re-working of one of these Stands and found that the changes to be made are simple and take little time to accomplish. So, let's change the Stand in your dealership right away and set up the display in a most conspicuous spot. Put your "silent salesman" to work for you.

PROPER DISPLAY MEANS MORE SALES

R. M. MAC DONALD  
ACCESSORY MERCHANDISING

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

Number<sub>5</sub>

Date

11-21-50

Subject

ACCESSORY  
LAMP  
DISPLAY  
STAND

HOW  
TO  
CHANGE  
DISPLAY  
STAND

CHECK  
ATTACHED  
ILLUSTRATION





# GENERAL ACCESSORY POLICIES AND INFORMATION BULLETINS

Number
15
Date
4-3-51
Subject

TO DEALERS:

Orders are now being shipped on Direction Indicator Kits for current series models. The availability of certain parts that make up this Kit are still critical, consequently, all back orders in file cannot be filled immediately. We will endeavor to take care of all territories on an equitable basis and as quickly as possible.

Because of the shortage of seamless steel tubing, it has been necessary to remove the steering jacket tube and bearing assembly from this Kit. A new installation diagram with revised instructions is being printed and will be distributed to territories receiving the first of the new Kits. The diagrams will be included in following Kits as soon as received from the printer. The new instructions will reduce the time required for installation.

The part numbers and price schedule follow:

Part Number	Description	List	Dlr. Net
HA-306121	Direction Indicator Kit - 4A	\$22.75	\$15.93
HA-306122	Direction Indicator Kit 5A-6A-7A-8A	22.75	15.93

The new Kit requires cutting a hole in the jacket tube on the steering post to provide an opening for the switch. That is the principle change in the installation and undoubtedly can be handled in the field with little difficulty.

All back orders on record for Direction Indicator Kits, Part Numbers HA-305648 and HA-305649 will be changed to HA-306121 and HA-306122 respectively. Please notify all personnel and change records accordingly.

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C. C. MC KELLAR  
  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

DIRECTION  
INDICATORS  
NOW BEING  
SHIPPED

CHANGE  
IN  
COMPONENT  
PARTS

NEW  
PRICE  
SCHEDULE

USE  
ORIGINAL  
EQUIPMENT  
TUBE

CHANGE  
RECORDS