

1953

“C” Series

Car Distribution Department Bulletins

I N D E X

DL.53-1 - Prices Options "C" Series

DL.53-4 - New 8-Tube Radio Price

DL.53-7 - Shipping Weights Optional Equipment

DL.53-11 - Prices of Optional Equipment

DL.53-13 - Change in Option Prices - Wire Wheels

DL.53-15 - Additional Shipping Weights



Car Distribution Department
Bulletin

Number
DL.53-1

Date
11-6-52

Subject

PRICES OF CARS
AND OPTIONS
"C" SERIES

1. LIST
PRICES -
CARS

2. NET
PRICES TO
MASTER
DEALERS.

TO ALL MASTER DEALERS:

1. Effective with first shipments of 1953 Models ("C" series) the following are the suggested f.o.b. factory at Detroit list prices (O.P.S. Approved Basic Prices and factory delivery charges:

MODEL AND _BODY TYPE	CAR LIST*	FACTORY DELIVERY**
HUDSON "WASP" - (4C)		
2-door Sedan	\$ 2062.68	\$ 176.45
4-door Sedan	2106.11	179.76
Club Coupe	2106.11	179.76
HUDSON "SUPER WASP" - (5C)		
2-door Sedan	2202.73	185.55
4-door Sedan	2251.58	189.26
Club Coupe	2251.58	189.26
Convertible Brougham	2792.22	230.28
Hollywood (Hardtop)	2572.94	213.64
HUDSON "HORNET" - (7C)		
4-door Sedan	2529.50	209.36
Club-Coupe	2504.52	207.47
Convertible. Brougham	3061.45	250.60
Hollywood (Hardtop)	2832.78	232.37

*O.P.S. Approved Basic Price.

**Factory Delivery includes Provision for Federal Tax Expense.

Suggested Dealer Conditioning Charges that were in effect on the corresponding models,, during the period January 26 - February 24, 1951.

Models 4C and 5C \$25.00
" 7C 30.00

2. (a) Please note that the following net prices of Models 5C and 7C have been increased by amounts ranging from \$.86 to \$2.62. The amount of these increases will be added to the additional credit which will bring the additional credit up to a full one-half of one percent of the list price. The new combined net price, less the full one-half of one percent additional credit will. therefore, bring the final not price to be the same as previously in effect.

(b) Distributor's net prices to his master dealers f.o.b. factory at Detroit, for cars with standard equipment, should not exceed the "Combined Not Price to Master Dealer at Factory" shown below, plus applicable charges referred to in sub-paragraph (a) of this Section:

(OVER)

2, NET PRICES
TO MASTER
DEALERS.
(Cont'd)

<u>MODEL AND BODY TYPE</u>	NET PRICE OF CAR	FACTORY DELIVERY	COMBINED NET PRICE TO MASTER DEALER AT FACTORY
<u>HUDSON "WASP" (4C)</u>			
2-door Sedan	\$ 1575.27	\$176.45	\$ 1751.72
4-Door Sedan	1608.44	179.76	1788.20
Club Coupe	1608.44	179.76	1788.20
<u>HUDSON "SUPER WASP" (5C)</u>			
2-door Sedan	1682.22	185.55	1867.77
4-door Sedan	1719.53	189.26	1908.79
Club Coupe	1719.53	189.26	1908.79
Convertible Brougham	2132.42	230.28	2362.70
Hollywood (Hardtop)	1964.95	213.64	2178.59
<u>HUDSON "HORNET" (7C)</u>			
4-door Sedan	1931.78	209.36	2141.14
Club Coupe	1912.70	207.47	2120.17
Convertible Brougham	2338.03	250.60	2588.63
Hollywood (Hardtop)	2163.39	232.37	2395.76

(c) In addition to the above:

A charge of 25¢ may be included for a certificate of origin (if one is required).

A charge for cars sold to master dealer and delivered to owner at the factory as follows:

Models 4C & 5C - \$12.50 (Plus a "Provision for Federal (Net) Tax Expense of \$1.25).

" 7C - \$15.00 (Plus a "Provision for Federal (Net) Tax Expense of \$1.50).

There will also be supplied with all factory owner deliveries 20 gallons of gasoline at existing Detroit retail prices.

A charge of \$30.00 per car may be made for local area advertising; and a report card charge of \$ 5.00 per car may be made, which will be refunded or credited by the distributor to the master dealer on each of the automobiles sold at retail by the master dealer' provided he furnishes., within 5 days after delivery, a Retail Deliver"y Report properly filled in.

A Distributor may also charge his dealer a sales and/or service promotion fund charge as may be mutually agreed upon.

(d) A distributor may charge his dealer a flat amount of not more than \$15.00 per car to cover handling and warehouse charges on cars consigned to Distributors warehouse and subsequently delivered to dealer from warehouse stock. This handling and warehouse charge includes unloading,, handling, storage and release of car to dealer.

(e) A distributor may charge the dealer for gasoline, oil and anti-freeze supplied with the car, not to exceed current market prices.

(f) On cars delivered to a dealer by Distributor, Distributor should make the proper charge for transportation.

3. Additional Credits will be covered in Bulletin DL.53-2.

3. ADDITIONAL

(OVER)

Number
DL.53-1

Date
11-6-52

Subject

4. PRICES
OF
OPTIONAL
EQUIPMENT
(5)

Maximum
Net
Price to
Master
Dealer*
(Not in-
cluding
Tax)

- 3 -

4. The f.o.b. prices of optional equipment for Hudson automobiles shall be as shown below in columns 3, 4 and 5. Distributor's net price to Master Dealers for optional equipment f.o.b. Detroit should not exceed the amount shown below in column 5, plus "Provision for Federal Tax Expense.

(1) Option Letter	(2) Option Name	(3) List Price# of Option*	(4) Provision for Federal Tax Expense	(5) Maximum Net Price to Master Dealer* (Not in- cluding Tax)
<u>OPTIONS</u>				
A	Aluminum Cylinder Head	(4C-5C) \$ 12.85	\$.90	\$ 9.64
C	Special Engine (127 H. P.)	(4C) 34.09	2.56	27.27
E	Twin H-Power	(5C-7C) 80.00	5.60	60.00
E	Twin H-Power (4C - when ordered with "C")	80.00	5.60	60.00
F	Front Fender (Top) Ornament	(4C) 6.81	.48	5.11
O	Oil Bath Air Cleaner	(4C-5C-7C) 7.34	.51	5.51
O	Two (2) Oil Bath Air Cleaners shipped with option "E"	(4C-5C-7C) 14.68	1.03	11.02
R	Bumper Guards, Front - Outer	(4C-5C) 13.64	.96	10.23
T	Overdrive	(All Models) 103.14	7.63	80.44
U	Top Rear Curtain Plastic Window (Plastic Rear Window - large (Convertible Models)	9.44	.66	7.08
X	Weather Control (With Remote Control)	(All Models) 69.91	4.48	50.34
Y	Radio (push Button Control)	(All Models) 90.37	5.57	63.27
BB	Heavy Duty Shock Absorbers	(All Models) 13.11	.94	9.96
OFS	Solex Glass (With Sunshade Windshield) (All Models - less rear window on Convertible Models)	38.95	2.88	30.38
DD	Direction Indicator (All Models)	22-03	1.54	16.52
FG	Front Bumper Rectangular Inner Guard (Grille Guard)	(4C-5C) 22-51	1.58	16.88
HH	Combination. Fuel & Vacuum Pump (Vacuum Booster Pump)	(4C) 11.54	.81	8.66
II	Arm Rests (Rear, Quarter Panel)	(4C 2-door Sedan.)	4.20	.29 3.15
KK	Deluxe Steering Wheel	(4C) 18.36	1.29	13.77
MM	Foam Rubber Seat Cushion Pads (Rear Seat)	(4C-5C) 12.85	.90	9.64
NN	Wheel Rim Trim Rings.	(All Models) 14.16	.99	10.62
OO	Hydra-Matic Transmission	(All Models) 162.84	12.87	133.54
PF	Hydraulic Window Regulators	(5C Convertible) 62.93	4.53	47.83
UU	Large Hub Caps	(4C) 10.49	.73	7.87
VV	Foam Rubber Front Seat Cushion Pad	(4C) 12.85	.90	9.64

(OVER)

4. PRICES OF
OPTIONAL
EQUIPMENT
(Cont'd)

- 4 -

(1)	(2)	(3)	(4)	(5)
<u>Option Letter</u>	<u>Option Name</u>	<u>List Price# of Option*</u>	<u>Net Provision for Federal Tax Expense</u>	<u>Maximum Price to Master Dealer* (Not including Tax)</u>
MM	Foam Rubber Seat Cushion Pads (Rear Seat) (4C-5C)	12.85	.90	9.64
NN	Wheel Rim Trim Rings. (All Models)	14.16	.99	10.62
OO	Hydra-Matic Transmission (All Models)	162.84	12.87	133.54
PF	Hydraulic Window Regulators (5C Convertible)	62.93	4.53	47.83
UU	Large Hub Caps (4C)	10.49	.73	7.87
VV	Foam Rubber Front Seat Cushion Pad (4C)	12.85	.90	9.64
Z	Omission of Hub Caps Allowance (4C)	(2.78)	(.44)	(4.40)
Z	“ “ “ “ “ (5C-7C)	(5.80)	(.44)	(4.40)
XX	Electric Clock (4C-5C)	17.57	1.23	13.18
SK	SAFETY GROUP (4C)	76.26	5.34	57.20
	(YR - Back-up Lights (2) (HE - Combination Fuel & Vacuum Pump (DD - Direction Indicator (GM - Glare Proof Mirror (TD - Outside Rear-View Mirror (1) (WA - Windshield Washer			
SK	SAFETY GROUP (5C-7C)	64.72	4.53	48.54
	(YR - Back-up -Lights (2) (DD - Direction Indicator (GM - Glare Proof Mirror (7D - Outside Rear View Mirror (1) (WA - Windshield Washer			
<u>ACCESSORY OPTIONS</u>				
YR	Back-up Lights (2)	22.56	1.58	16.92
DE	Exhaust Deflector	1.84	.13	1.38
GM	Glare Proof Mirror	4.47	.31	3.35
OF	Oil Filter (4C-5C-7C)	12.95	.91	9.71
TD	Outside Rear View Mirror (1)	5.24	.37	3.93
OV	Outside Visor & Traffic Light Viewer	30.89	2.16	23.17
VP	Wind & Wing Vent Shades	17.25	1.21	12.94
WA	Windshield Washer	10.44	.73	7.83

(OVER)

Number

DL.53.1

Date

11-6-52

Subject

4. PRICES
OF
OPTIONAL
EQUIPMENT
(Cont'd)



Car Distribution Department
Bulletin

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(1) Option Letter	(2) Option Name	(3) List Price# of Option*	(4) Provision for Federal Tax Expense	(5) Maximum Net Price to Master Dealer* (Not in- cluding Tax)
<u>PAINT OPTIONS</u>				
Standard Colors - No Extra-Cost				
	K Black)			
	B Broadway Blue)			
	J Southern Blue)			
	G Pearl Gray)	-0-	-0-	-0-
	Q Surf Green)			
	S Meadow Green)			
(These two colors are standard at No Extra Cost on Models other than 4C)				
<u>Extra cost (Special) Colors - 4C Only</u>				
	H Texas Tan	\$11.54	\$.81	\$ 8.66
	P Blue Grass Green	11.54	.81	8.66
<u>Extra Cost (Special) Colors - All Models</u>				
	M Toro Red	26.23	1.84	19.67
	RR Seal Gray	26.23	1.84	19.67
	CC Robin's Egg Green	26.23	1.84	19.67
	N Honey Cream	28.31	1.98	21.23
<u>TWO-TONE COLOR COMBINATIONS - EXTRA COST</u>				
<u>TWO STANDARD COLORS</u>				
	RP Pearl Gray -- Black	23.07	1.62	17.30
	RS Meadow Green - Surf Green	23.07	1.62	17.30
	RU Surf Green - Meadow Green	23.07	1.62	17.30
	RX Southern Blue - Broadway Blue	23.07	1.62	17.30
<u>TWO-TONE COLOR COMBINATIONS - EXTRA COST</u>				
<u>(ONE SPECIAL COLOR AND ONE STANDARD COLOR)</u>				
	RA Black - Honey Cream	28.84	2.02	21.63
	RC Southern Blue - Honey Cream	28.84	2.02	21.63
	RD Meadow Green - Honey Cream	28.84	2.02	21.63
	RP Texas Tan - Honey Cream	28.84	2.02	21.63
	RE Toro Red - Black	28.84	2.02	21.63

(OVER)

Subject

4. PRICES OF
OPTIONAL
EQUIPMENT
(Cont'd)

(1)	(2)	(3)	(4)	(5)
Option Letter	Option Name	List Price# of Option*	Provision for Federal Tax Expense	Maximum Net Price to Master Dealer* (Not including Tax)
RI	Seal Gray - Black	28.84	2.02	21.63
RX	Seal Gray	28.84	2.02	21.63
RN	Broadway Blue - Honey Cream	28.84	2.02	21.63
RO	Honey Cream - Texas Tan	28.84	2.02	21.63
RQ	Blue Grass Green - Robin's Egg Green	28.84	2.02	21.63
RT	Honey Cream - Meadow Green	29.84	2.02	21.63
RV	Surf Green - Honey Cream	28.84	2.02	21.63
RW	Robins Egg Green - Black	28.84	2.02	21.63

TWO-TONE COLOR COMBINATIONS - EXTRA COST
(TWO SPECIAL COLORS)

RY	Seal Gray - Toro Red	31.47	2.20	23.60
RM	Robin's Egg Green - Honey Cream	31.47	2.20	23.60

NOTE.. Two-Tone color Combinations are available on Model 4C

Net Allowance for Cars in Prime - \$13.57

LEATHER UPHOLSTERY

Hand Buffed Genuine Leather supplied on Seat Cushions and Seat Back Cushions. Imitation leather used for Headlining and Side Walls including Door Panels. Available in six colors on all Models except Convertibles, as follows:

- AA-2. Hand Buffed Genuine Leather Trim - Blue & Gray
- AA,3. " " " " " - Maroon & Gray
- AA-4 " " " " " - Green & Gray
- AA-5 " " " " " - Solid Blue
- AA-6 " " " " " - Solid Maroon
- AA-7 " " " " " - Solid Green

Prices of all six colors are the same as follows:

4C 2--dr. Sedan, 4-dr. Sedan, Club Coupe	\$ 136.36	\$ 9.82	\$ 103.63
5C All Body Types (except Convertibles)	123.25	8.87	93.67
7C 4-dr.Sedan	128.49	9.25	97.65
7C Club Coupe, Hollywood (H.T.)	132.17	9.52	100.45

(OVER)



Car Distribution Department
Bulletin

- 7 -

Number

DL.53.1

Date

11-6-52

Subject

4. PRICES
OF
OPTIONAL
EQUIPMENT
(Cont'd)

LEATHER UPHOLSTERY (CONVERTIBLE MODELS
5C & 7C)

All Leather Trim Colors shown above are optional on the 5C and 7C Convertible Models, at no extra cost.

Leather Color Option MUST BE SPECIFIED ON ALL CONVERTIBLE CAR ORDERS.

(1) Option Letter	(2) Option Name	(3) List Price# of Option*	(4) Provision for Federal Tax Expense	(5) Maximum Net Price to Master Dealer* (Not in- cluding Tax)
<u>SPECIAL</u>				
<u>ORDER</u> -	Orlon Top (All Convertible Broughams)	\$ 125.00	\$ 9.82	\$ 95.00
<u>TIRE OPTIONS</u> (All Models <u>Except</u> 7C Convertible)				
EE	5-15x7.60 4-ply Black substituted for 5-15x7.10 4-ply Black including substitution of Wheels	20.56	1.61	15.42
WW	5-15x7.10 4-ply White Sidewall substituted for 5-15x7.10 4-ply Black	35.92	1.55	26.94
EEW	5-15x7.60 4-Ply White Sidewall substituted for 5-15x7.10 4-ply Black including substitution of Wheels	55.59	2.77	41.69
(Special Order)	5-15x7.10 6-ply Black Tires substituted for 5-15x7.10 4-ply Black	47.10	2.47	35.33
"	5-15x7.60 6-ply Black Tires substituted for 5-15x7.10 4 ply Black including substitution of Wheels	67.13	5.05	50.35
<u>TIRE OPTIONS</u> (7C Convertible Model Only)				
WW	5-15x7.60 4,ply White Sidewall substituted for 5-15x7.60 4-ply Black	38.81	1.63	29.11
(Special Order)	5-15x7.60 6-ply Black substituted for 5-15x7.60 4-ply Black	50.34	3.70	37.76

(OVER)

Subject

4. PRICES OF
OPTIONAL
EQUIPMENT
(Cont'd)

(1)	(2)	(3)	(4)	(5)
Option Letter	Option Name	List Price# of Option*	Price to Provision for Federal Tax Expense	Maximum Net Master Dealer* (Not in- cluding Tax)

SPECIAL EQUIPMENT

Taxicab Clutch & Brakes - (4C Models only)
 (10" Clutch & Large Front Wheel Brakes)
 Supplied on Special Order for Model 4C
 Taxicab and Police Cars only

\$ 10.49 \$.76 \$ 7.97

O.P.S Approved Basic Price

* In establishing retail prices of options the "Provision for Federal Tax Expense" should be added to column 3.

5. See Note (a) in Section 2 above.

6. All prices, charges, credits, discounts, etc. provided for or referred to in this bulletin are subject to changes as provided in the Supplement to your Hudson Distributor-Water Dealer Sales Agreement.

GHD:LB

Geo. H. Dow
Manager - Car Distribution.



Car Distribution Department Bulletin

Number
DL.53-4

Date
12-10-52

Subject

1. Effective with car #209845, produced on December 8th, 1952, the Six-Tube Radio (Option "Y") previously supplied is discontinued and will be replaced with a completely new Eight-Tube Push Button Control Radio. Option "Y" will still be used to designate the new Eight-Tube unit.

2. The f.o.b. factory at Detroit prices of this new Radio for Hudson - automobiles shall be as shown below in columns 3., 4 and 5. Distributor's Option not price to master dealer, f.o.b. factory at Detroit, should not exceed the amount shown below in column 5. plus Provision for Federal Tax Expenses

(1)	(2)	(3)	(4)	(5)
<u>Option Letter</u>	<u>Option Name</u>	List Price# of <u>Option*</u>	Provision for Federal Tax <u>Expense</u>	Maximum Net Price to Master Dealer* (Not including Tax)
Y	Radio 8-Tube" (Push Button Control)	\$ 94.05	\$ 5.77	\$ 65.85

* In establishing retail prices and-master dealer not prices, the Provision for Federal Tax Expense" should be added to columns 3 and 5 respectively

O.P.S. Approved Basic Price.

3. All prices referred to in this bulletin are subject to change an provided in the Supplement to your Hudson Distributor-Master Dealer.

1. OPTION "Y"
RADIO
__NEW__
8-TUBE UNIT.

2. NEW PRICES
OPTION "Y".

3. CHANGES
IN
PRICES

Geo. H. Dow
Manager - Car Distribution

GHD:LB.



Car Distribution Department Bulletin

Number
DL.53-7

Date
2-2-53

Subject

SHIPPING
WEIGHTS -
CARS AND
OPTIONS
"C" SERIES

1. CAR WEIGHTS

TO ALL MASTER DEALERS:

The following are the shipping and curb weights of cars, together with shipping weights of optional equipment for the "C" series (1953 models):-

MODEL AND BODY TYPE	WHEEL BASE (INCHES)	OVERALL LENGTH (INCHES)	SHIPPING WEIGHT (LBS)	CURB WEIGHT (LBS)
2C 4-door Sedan	105"	180 ¹¹ / ₁₆ "	2700#	2835#
4C 2-door Sedan	119"	201 ¹ / ₂ "	3350#	3524#
4C 4-door Sedan	119"	201 ¹ / ₂ "	3380	3554
4C Club Coupe	119"	201 ¹ / ₂ "	3340	3514
5C 2-door Sedan	119"	202 ¹⁵ / ₁₆ "	3460#	3634#
5C 4-door Sedan	119"	202 ¹⁵ / ₁₆ "	3480	3654
5C Club Coupe	119"	202 ¹⁵ / ₁₆ "	3455	3629
5C Convertible Brougham	119"	202 ¹⁵ / ₁₆ "	3655	3829
5C Hollywood (Hardtop)	119"	202 ¹⁵ / ₁₆ "	3525	3699
7C 4-door Sedan	124"	208 ¹⁵ / ₁₆ "	3570#	3744#
7C Club Coupe	124"	208 ¹⁵ / ₁₆ "	3530	3704
7C Convertible Brougham	124"	208 ¹⁵ / ₁₆ "	3760	3934
7C Hollywood Hardtop)	124"	208 ¹⁵ / ₁₆ "	3610	3784

Shipping weights include spare wheel, tire and tube, also tools and jack, but do not include water, gas or gasoline.

Curb weights include water, oil and full tank of gasoline.

2. Shipping weights (in pounds) of optional equipment supplied with the "C" series cars are as shown below. Please note the "Weight" shown does not necessarily represent the actual weight of the option involved, but rather represents the difference *over or under,

The "Weight to Apply" has been determined to the nearest five pounds.

2. SHIPPING
WEIGHTS -
OPTIONAL
EQUIPMENT

2. SHIPPING
WEIGHTS
OPTIONAL
EQUIPMENT
(Cont'd)

<u>Option Letter</u>	<u>Description</u>	<u>Weight*</u>	<u>Weight to Apply*</u>
A	Aluminum Cylinder Head (1C-2C)	-17#	-15#
A	" " " (4C)	-24#	-25#
A	" " " (5C)	-20#	-20#
C	Special Engine 127 H.P. (4C)	19# 8 oz.	20#
E	Twin-H-Power (4C-5C-7C)	18# 8 oz.	20#
F	Front Fender (Top) Ornament	1# 12 oz.	0#
L	Rear Wheel Covers	8#	10#
O	Oil- Bath Air Cleaner	1#	0#
R	Bumper Guards Front Outer	4#	5#
T	Overdrive (1C-2C)	38#	40#
T	" (4C-5C-7C)	49#	50#
U	Top Rear Curtain Plastic Window (Convertible Models)	-1# 12 oz..	0#
X	Weather Control	19#	20#
Y	Radio - 8 Tube	12#	10#
AA-2	Blue a Gray Leather Trim	11#	10#
AA-3	Maroon & Gray Leather Trim	11#	10#
AA-4	Green & Gray leather Trim	11#	10#
AA-5	Blue Leather Trim	11#	10#
AA-6	Maroon leather Trim	11#	10#
AA-7	Green Leather Trim	11#	10#
BB	Heavy Duty Shock (4C-5C)	6# 8 oz.	5#
BB	" " " (7C)	11#	10#
CF	Solex Glass, complete car (1C-2C)	2#	0#
CF	" " " " (4C-5C-7C)	4# 3 oz.	5#
DD	Direction Indicator	1#	0#
DE*	Exhaust Deflector	8 oz.	0#
EE	15x 4.50 Wheels & 15x6.40 Tires (1C)	25#	25#
EE	15x 5.50 Wheels & 15x7.60 Tires (4C-5C-7C)	10#	10#
FG	Front Bumper Rectangular Inner Guard (Grille Guard)	5#	5#
GM*	Glare Proof Mirror	2 oz..	0#
HH	Combination Fuel & Vacuum Pump (Vacuum Booster Pump)	3# 12 oz.	5#
II	Arm Rests (Rear Quarter Panel)	2#	0#
KK	Commodore Steering Wheel	1# 12 oz.	0#
MM	Foam Rubber Seat Cushion (Rear Seat only)	1#	0#
CNN	Wheel Trim Rings	2# 8 oz..	5#
OF	Oil Filter	4#	5#
ONO	Hydra-Ma tic Transmission (1C-2C)	145#	145#
ONO	Hydra-Ma tic Transmission. (4C-5C-7C)	148#	150#
OV*	Outside Visor & Traffic_Light Viewer	7#`	5#
PP	Hydraulic Window Regulators	19#	20#
QQ	Heavy Scale Chassis Springs - Rear Only	2#	0#

(OVER)

Subject

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3. SHIPPING
WEIGHTS
(IN POUNDS)
OF WATER, OIL
& GASOLINE

	Capacity (per car) of 6-cylinder Models, 1C, 2C	Weight per Gallon	Weight (per car) of water, Oil & one gallon of Gasoline	Weight (per car) of Water, Oil & full tank of Gasoline
Water	15 Quart	8.3#	31.125#	31.125#
Oil	5 "	7.3#	9.125#	9.125#
Gasoline	16 Gallons	6.1#	<u>6.10#</u>	<u>97.06#</u>
	Total Actual Weight		46.35 #	137.85 #

	Capacity (per car) of 6 cylinder Models 4C, 5C, 6C	Weight per Gallon	Weight (per oar) of Water, Oil & one gallon of Gasoline	Weight (per ear) of Water, Oil & fall tank of gasoline
Water	18½ Quarts	8.3#	38.39#	38.39#
Oil	7½ "	7.3#	13.69#	13.69#
Gasoline	20 Gallons	6.1#	<u>6.10#</u>	<u>12.,00#</u>
	Total Actual Weight		58.18#	174.08#

The above weights are not included in the standard shipping weight.

On those automobiles that are equipped with Weather Control, option *X", the weight shown above for water should be increased by two pounds to compensate for the extra water required to fill the cooling system.

GRD:LB.

Geo. R. Dow
Manager - Car Distribution.



Car Distribution Department Bulletin

Number
DL.53-11

Date
3-11-53

TO ALL MASTER DEALERS:

1. This bulletin lists additional optional equipment available on 'C' series Hudson cars (1953 Models) in addition to those items listed in bulletins DL. 53-1, DL.53-4 and DL.53-5. We also show below the corrected price of option "BB" - Heavy Duty Shock Absorbers for the Models 1C and 2C. Please correct the prices shown for this option on page 3 of Bulletin DL.53-5.,

Effective with shipments from the factory on and after March 5th, 1953 the f.o.b. prices of the following items of optional equipment for Hudson built automobiles shall be as shown below in columns 3, 4, and 5. Distributor's net price to Master Dealers for optional equipment f.o.b. Detroit should not exceed the amount shown below in column 5, plus "Provision for Federal Tax Expense".

(1) Option Letter	(2) Option Name	(3) List Price of Option*	(4) Provision for Federal Tax Expense	(5) Maximum Net Price to Master Dir. (Not inc. Tax)
Z	Custom Wheel Discs (1C-2C-3C)	\$ 19.00	\$ 1.33	\$14.25
Z	“ “ “ (5C 7C)	16.65	1.17	12.49
**BB	Heavy Duty Shock Absorbers (1C-2C)	5.00	.35	3.75
XX	Electric Clock (1C-2C)	20.50	1.44	15.38
Spec.				
	Order Allowance for cars in Prime (1C-2C)	-	1.22	12.20

**Price Correction Bulletin DL-53-5 page 3.

* In establishing retail prices of options the "Provision for Federal Tax Expense" should be added to column 3.

2. All prices, chargers, credits, discounts, etc. provided for or referred to in this bulletin are subject to change as in the Supplement to your Hudson Distributor-Master Dealer Sales Agreement.

Subject

1. PRICES OF
OPTIONAL
EQUIPMENT

2. CHANGES IN
PRICES, ETC

GHD:LH

Geo. H. Dow
Manager - Car Distribution.



Car Distribution Department Bulletin

Number
DL.53-13

Date
4-3-53

Subject

TO ALL MASTER DEALERS:

1. Chrome Plated and Velchrome Painted Wire Wheels supplied with four Special Hub Caps are now available as optional equipment on all "C" series cars as follows: -

(5) Chrome Plated Wire Wheels
and (4) Special Hub Caps - Available on all Models

(5) Velchrome Painted Wire Wheels
and (4) Special Hub Caps - Available on all Models

2. The f.o.b. Factory at Detroit prices for these items supplied on Hudson automobiles, shall be as shown below in columns 3, 4 and 5. Distributor's net price to Master Dealers f.o.b. Detroit, should not exceed the amount shown below in column 5, plus "Provision for Federal Tax Expense": -

(1) Option Letter	(2) Option Name	(3) List Price of Option*	(4) Provision for Federal Tax Expense	(5) Maximum Net Price to Master Dir. (Not inc. Tax)
Special Order	(5) Chrome Plated Wire Wheels & (4) Special Hub Caps - All Models	\$270.00	\$20.25	\$216.00
Special Order	(5) Velchrome Painted Wire Wheels (4) Special Hub Caps - All Models	115.00	8.63	92.00

* In establishing retail prices of options the "Povision for Federal Tax Expense" should be added to column 3.

3. All prices, chargers, credits, discounts, etc. provided for or referred to in this bulletin are subject to change as in the Supplement to your Hudson Distributor-Master Dealer Sales Agreement.

1. WIRE
WHEELS

2. PRICES

3. CHANGES IN
PRICES

GHD:LH

Geo. H. Dow
Manager - Car Distribution.



Car Distribution Department Bulletin

Number
DS. 53-15

Date

5-13-53

Subject

ADDITIONAL
SHIPPING
WEIGHTS OF
OPTIONAL
EQUIPMENT.

TO ALL MASTER DEALERS:

Shipping weights (in pounds) of additional optional equipment for the "C" series cars not listed in Bulletin DL.53-7 dated 2-2-53, are as shown below. Please note the "Weight" does not necessarily represent the actual weight of the option involved, but, rather represents the difference, over or under., the weight of the standard equipment replaced (if any).

The "Weight to Apply" has been determined to the nearest five pounds.

<u>Option Letter</u>	<u>Description</u>	<u>Weight</u>	<u>Weight to Apply</u>
E	Twin H-Power (1C-2C)	9# 12 oz.	10#
AA-8	Dura-Fab Trim, Gray (1C)	10#	10#
BB	Heavy Duty Shock- Absorbers (1C-2C)	4 oz.	0
*BB	" " " " (4C-5C)	12# 10 oz.	15#
LI	Cigar Lighter (1C)	8 oz.	0

* Correction of weight shown (as 6# 8 oz) in Bulletin DL.53-7.

Geo. H. Dow
Manager -
Car Distribution.

GHD.-LB,