

# 1935

## SERIES

Accessory & Parts Merchandising Bulletins

# INDEX

- Nr. 3-A - Accessory Price Changes - Additions & Corrections
- Nr. 7 - Coach and Sedan Trunks - 1934 & 1935 Cars
- Nr. 8 - Robes and Pillows
- Nr. 9 - Door Scuff Plates, Fender Lamps, Vanity Mirrors, Sun Visors, Ash Tray
- Nr. 11 - Tell-Tale Signal Light
- Nr. 12 - Startix - 1-4-35
- Nr. 18 - Electric Clock
- Nr. 23 - Clock Hanger for Glove Box Door - Install. Clocks in Field
- Nr. 26 - Wheel Discs
- Nr. 28 - Fender Lamps
- Nr. 31 - Kari-Keen Trunk
- Nr. 40 - Heater Installation

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

No. 3-A

Date 2/25/35

Subject \_\_\_\_\_

Form 8104A

TO ALL DEALERS:

Please make the following additions and corrections to your accessory prices listed in Accessory and Parts Merchandising Bulletin No. 3, dated 11/30/34:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
115462	Clock & Glove Box Door Assembly (Walnut) (Electric) All 1934 Models and 1935 Convertibles	\$12.75	\$8.29
115463	Clock & Glove Box Door Assembly (Mahogany) (Electric) All 1935 Models except Convertible and. Brougham	12.75	8.29
115464	Clock & Glove Box Door Assembly (Gray) (Electric) 1935 Brougham	12.75	8.29
115465	Clock & Glove Box Door Assembly (Brown) (Electric) 1935 Brougham	12.75	8.29
114658	Cigar Lighter (Mahogany) (Instrument Panel Type)	1.50	1.00
114632	Door Scuff Plate (Kit) Coach or Coupe	1.00	.65
114633	Door Scuff Plate (Kit) Sedan	1.50	1.00
48560	Antenna & Lead-In Wire Assembly (Kit) (1935 Radio)	5.00	3.25
114825	Rear Apron Stone Breaker (Kit) (All 1935 Models)	2.00	1.30
48329	Water Temperature Gauge (Kit) (All Models)	4.50	2.95
48345	Clutch Control - Vacuum (Kit Complete) 1935 Terraplane and Hudson 6	15.00	9.75
48347	Clutch Control - Vacuum (Kit Compete) (1935 Hudson 8)	15.00	9.75
46945	Garage Battery Charger (All Cars)	7.95	5.15
114713	Windshield Cleaner - Vacuum - Single (Kit) Supersedes and interchangeable with 111329	10.00	6.50
114715	Windshield Cleaner - Vacuum - Double (Kit) Supersedes and interchangeable with 11329	10.00	6.50
115526	License Plate Frames (Pair) Kit	1.50	.98
111929	Luggage Carrier Rack Assembly (Coupe & Convertible with side tire mount)	9.50	6.25
111719	Luggage Carrier Rack Assembly (Coupe & Convertible - Rear mount)	9.50	6.25
114634	Radiator Ornament Crest Kit	2.50	1.63
114635	Radiator Ornament Crest Kit	1.00	.65

H. J. Hudson

Assistant  
General Service Manager.

# HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

## 1935 SERIES BULLETINS

Form 8104

No. 7

Date 12/10/34

Subject

TO ALL DEALERS:

We believe the market for the sale of 1934 Coach and Sedan trunks has hardly been touched. This, because the trunks came into the season so late, our distributors and dealers did not have much opportunity to get volume.

We are going to carry in stock here at the factory, Sedan and Coach trunks for the 1934 cars all during 1935. Your service organization will have an opportunity to approach owners on the occasion of their visits to the service station on the matter of trunks and we think it would be a very good thing to display them with a card in both the service station and the sales-room showing the installed price to the owner. The 1934 trunks are not interchangeable with 1935 cars. The list price and resale schedules are as follows:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
11920	Trunks - Coaches - 1934 Models Prime	\$37.50	\$27.50 25.00
111922	Trunk - Sedans - 1934 Models Prime	37.50	27. 50 25.00

-----

In order to assist you in your merchandising that you may take full advantage of your market, trunks have been made available for 1935 and can be secured from distributors and dealers immediately. Distributors may likewise secure them from the factory and we would suggest that orders be placed so that both retail and wholesale requirements may be immediately filled.

The 1935 service trunk is not interchangeable with the 1934 trunk. They are similar in appearance but, due to the changes in the rear contour of the body and the moulding, they naturally are not interchangeable.

The list price and resale schedules are as follows:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114524	Trunk - Coaches - 1935 Models Prime	\$37.50	\$27.50 25.00
114525	Trunk - Sedans - 1935 Models Prime	37.50	27.50 25.00

(OVER)

COACH AND SE-  
DAN TRUNKS  
FOR 1934 CARS  
AVAILABLE ALL  
THROUGH 1935

COACH AND  
SEDAN TRUNKS  
FOR 1935  
MODELS

- 2 -

REGULAR 1935  
PRODUCTION  
TRUNK INSTALLED  
AT FACTORY

You of course understand that the trunk which will be installed on cars at the factory is the regular production trunk and has nothing to do with the service trunks mentioned. previously.

The regular production trunk cannot be installed in the field and it is for this reason that we are supplying you with a service trunk which will take care of your 1935 car requirements when installations have to be made in the field. You will note that in establishing a list price we have placed it at \$37.50 for both 1934 and 1935 trunks. You are at liberty either to absorb the installation charge yourself or to add it to the list price, as you see fit. We would suggest, however, that in no cases you permit the delivered or installed price of the trunk to exceed \$39.50 or \$40.00.

These trunks, as you know from past experience, are very easily installed. They present no difficulty, and the cost of installation is not great. There isn't any reason why you should not do a splendid business with trunks on both 1934 and 1935 cars, and you will note by the resale schedule that you are going to enjoy a nice profit from each sale.

Inasmuch as there are only two types of trunks in the 1934 setup, that is, the Sedan and Coach -- and also only two trunks in the 1935 service setup, namely, Sedan and Coach -- that we have only given you these part numbers. You should however, when ordering advise us the model and wheel equipment (side mount or rear) on which you want to make installation, inasmuch as there is a difference between the length of the platform or baggage straps with each model. In many instances the field has not seen fit to install these straps but in the event that you want them, be sure and specify models so that we can send you the right type.

H. J. Hudson

Assistant  
General Service Manager.

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

Form 8104

No. 8

Date 12/10/34

Subject

TO ALL DEALERS:

As a feature of the preview of 1935 models in Detroit on November 13th, Robes and Pillows to match the upholstery of the various models were displayed. So much favorable comment was received from distributors and dealers that we decided to include them in our Accessory Group.

The robes and pillows are made in our own Trim Department of the same cloth and as is used in car production, assuring you of an accurate match of color and material with the car in which they are to be used.

A set of one robe, two square pillows and one wedge pillow, placed in cars in your showroom will make a splendid display and will immediately interest your customers.

We have not set any list price on these robes and pillows, believing that You will prefer to set your own. There will be occasions when these may contribute to new car deals, and without any established lists you can sell them at any figure you desire without code violation providing the selling price is always above cost.

Part numbers and net prices for various models are listed.

<u>Part No.</u>	<u>Name</u>	<u>Dealer Net</u>
-----------------	-------------	-----------------------

For all Terraplane Models:

113900	Wedge Type Pillow	\$2.25
113906	Square Type Pillow	2.25
113912	Robe	9.76

For Hudson Six:

113901	Wedge Type Pillow	22 5
113907	Square Type Pillow	2.25
113913	Robe	9.76

For Hudson Eight Special:

113922	Wedge Type Pillow	2.25
113908	Square Type Pillow	2.25
113914	Robe	9.76

(OVER)

ROBES AND  
PILLOWS

- 2 -

ROBES AND  
PILLOWS

<u>Part No.</u>	<u>Name</u>	<u>Dealer Net</u>
<u>For all Hudson Eight Deluxe:</u>		
113903	Wedge Type Pillow	\$ 2.25
113909	Square Type Pillow	2.25
113915	Robe	13.00
<u>For Hudson Custom Eight Sedan:</u>		
113904	Wedge Type Pillow	2.25
113910	Square Type Pillow	2.25
113916	Robe	13.00
<u>For Hudson Custom Eight Brougham:</u>		
113905	Wedge Type Pillow	2.25
113911	Square Type Pillow	2.25
113917	Robe	13.00

H. J. Hudson

Assistant  
General Service Manager

# HUDSON MOTOR CAR COMPANY ACCESSORY AND PARTS MERCHANDISING

## 1935 SERIES BULLETINS

Form 8104

No. 9

Date 12/13/34

Subject

TO ALL DEALERS:

Door scuff plates have been included as standard equipment on all models except the Terraplane Special series. We have had, however, a number of requests for scuff plates for that model, and now have available an accessory kit for installation on the Terraplane Specials. As the assembly operation is simple, we believe you will be able to sell a good many sets on new cars before delivery.

Packed in kit complete, with necessary screws to install:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114632	Door Scuff Plate (2) Terraplane Special Coach or Coupe	\$1.00	\$ .65
114633	Door Scuff Plate (4) Terraplane	1.50	1.00

-----

Inasmuch as fender lamps are not standard equipment on any model, you have a wide open field in their sale as an accessory. The streamlined contour blends perfectly with the lines of the car and the new headlamps. A real merchandising effort on this item will be well rewarded, as the installed price leaves a nice margin of profit.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114539	Fender Lamps (2 in Kit) (Complete with wires)	\$5.00	\$3.25

-----

Vanity mirrors are coming into popular demand by the feminine motorists. We have selected for our accessory line a vanity mirror which we believe will give you the greatest volume of sales. Its attractive appearance, its convenience, and the low list price should enable you to put one on every car which enters your service station. These are conveniently packed, a half dozen to a carton.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114539	Vanity Mirror - Single Retail - Carton of 6	\$1.00	\$3.90

-----

(OVER)

DOOR SCUFF  
PLATES

FENDER LAMPS

VANITY MIRROR



## SUN VISOR

All drivers realize the practical convenience and necessity of a sun visor on the left hand side of the windshield. All 1935 cars are so equipped. The visor shuts out the glare, leaving the driver a clear view of the road ahead. The right hand visor is equally convenient and contributes greatly to the comfort of the passengers. It serves a purpose as a mounting for an additional vanity mirror.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
108671.	Inside Visor, L.H. All 1934 and 1935 cars - Specify trim	\$2.00	\$1.30
108672	Inside Visor, R.F. All 193 and 1935 cars - Specify trim	2.00	1.30

-----

## ASH TRAY

Ash trays have become an indispensable item in the interior appointment of a motor car, and are an excellent convenience during the winter months. The valance or window moulding type, mounted on either front door adds smartness to the appearance and prevents, through suggestion, ashes being dropped on the cushions or floor of the car. Finished to match the window moulding of the car,

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
111680	Ash Tray - Window Finish Moulding Type - Walnut, (Kit) All 1934 Terraplanes and Hudsons and all 1935 Convertibles	\$2.00	\$1.30
314529	Ash Tray - Window Moulding Type - (Mahogany) For all doors on all 1935 models except Convertible Brougham	2.00	1.30
114530	Ash Tray - Window Finish Moulding Type (Gray) 1935 Hudson Brougham	2.00	1.30

-----

H. J. Hudson

Assistant  
General Service Manager

# HUDSON MOTOR CAR COMPANY

## ACCESSORY AND PARTS MERCHANDISING

### 1935 SERIES BULLETINS

Form 8104

No. 11

Date 1/4/35

Subject

TO ALL DEALERS:

There are certain items in the accessory line for 1935 which should have special mention, although all are covered in Accessory Price List, Bulletin No. 3.

There is a growing demand among motorists for an electrical device to indicate a driver's intention to turn right or left. Such indicators are now compulsory in some foreign countries and there is no doubt that this country will probably later adopt similar regulations. In order to take advantage of this growing market, we have made the Tell-turn Signal Light available to you. The device consists of a lamp with directional arrows mounted on the rear license plate bracket, a switch incorporated in the gear shift lever knob or bracketed to the dash for cars equipped with Electric Hand and, if desired, a lamp for mounting on the front bumper. Part numbers and resale schedules follow.

TELL-TURN  
SIGNAL  
LIGHT

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114540	Tell-turn Light Signal Light (Kit) (Rear installation)	\$ 9.50	\$ 6.25
114636	Tell-turn Light Signal Light (Kit) (Front Installation - Used With 114540	6.00	3.90
114637	Tell-turn Light Signal Light (Kit) (Front and rear installation)	15.50	10.08

- - - - -

The attractive chromium Vanity Mirror will appeal to every feminine motorist or passenger. It is attached with clips, to either inside visor. The convenience and attractiveness will create many sales if properly and consistently demonstrated by your service salesman.

VANITY  
MIRROR

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114539	Vanity Mirror Vanity Mirror - Carton of 6	\$1.00	\$3.90

(OVER)

OVAL  
REAR VIEW  
MIRROR

Another item which will justify intensive sales effort is the Oval Rear View Mirror. Its special shape affords a full, clear view of the road behind, and the low price makes it available to every owner. Packed complete with special bracket.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
95288	Oval Rear View Mirror	\$1.50	\$1.00

INSIDE  
VISOR

Every motorist realizes the practical need of an inside visor at the left side of the windshield to shut out the glare of the sun. A similar visor mounted at the right is equally convenient and adds greatly to the comfort of the passenger. It also serves as a mounting for another vanity mirror.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
108671	Inside Visor, L. H. (Specify trim)	\$2.00	\$1.30
108672	Inside Visor, R. H. (Specify trim)	\$2.00	\$1.30

FENDER  
LAMPS

Fender lamps are not standard equipment on any of the 1935 models, creating a wide open market as an accessory. The lamps conform to the styling of the 1935 headlamps, and are truly built to harmonize with the lines of the car. Can be installed on all models of all years.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
109432	Fender Lamp Kit	\$5.00	\$3.25

-----

All of these items should have a preferred place in your accessory program. Select one item each week for special effort. Make sure that your service salesman have a real story to tell the prospect, and your accessory volume will steadily increase.

H. J. Hudson

Assistant  
General Service Manager.

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

No. 12

Date 1/4/35

Subject

Form 8104A

TO ALL DEALERS

In the Accessory Price List Bulletin No. 3 we have listed a Startix Kit. This, as you know, is an automatic starting device and the kit consists of the starting unit, together with the necessary wiring for installation and also includes a contact switch operated by the clutch pedal

STARTIX

You undoubtedly know that on jobs equipped with the Electric Hand, it is necessary to depress the clutch pedal before the engine can be started.

This feature makes a perfect setup for startix installation and should be talked in connection with the Electric Hand.

The same installation is applicable to all cars and completely eliminates the possibility of starting the motor with the transmission in gear, as the same operation disengages the clutch and engages the starting motor.

Let's "go to town" with Startix in 1935:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
41198	Startix Kit, - All 1934 and 1935 Models	\$8.50	\$5.53

-----

The window finish moulding type ash receiver can be installed on any door on all 1934 and 1935 models. Finished in colors to match the interior mouldings, a distinctive note of smartness is attained. Not only a convenience in inclement weather, an ash tray, through suggestion, prevents ashes being dropped on the cushions or floor of the car.

ASH TRAYS

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
111680	Ash Tray (Window Finish Moulding Type) (Walnut)	\$2.00	\$1.30
114529	Ash Tray (Window Finish Moulding Type) (Mahogany)	2.00	1.30
114530	Ash Tray (Window Finish Moulding Type) (GrayP	2.00	1.30
114531	Ash Tray (Instrument Panel Type) (Mahogany)	.90	.60
108724	Ash Tray (Door and Quarter Installation) (Walnut)	.90	.60

-----

(OVER)

- 2 -

Many serious accidents are caused from bees and other insects entering the car thru the cowl ventilator. The installation of a cowl ventilator screen overcomes this possibility. Easily installed without removing ventilator cover.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
111852	Cowl Ventilator Screen (Kit Complete)	\$0.95	\$0.60

- - - - -

Door Scuff Plates are standard equipment on all 1935 Hudson and Terraplane cars, Except the Terraplane Special. Some inquiries for these parts lead us to believe that Scuff Plates can be profitably installed by dealers and distributors. A Kit consisting of Scuff Plates, Complete for one car with screws for installation, has been provided. Part Number and Resale schedules follow:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
114632	Door Scuff Plate Kit - Coupe and Coach	\$1.00	\$ .65
114633	Door Scuff Plate Kit - Sedans	1.50	\$ .96

- - - - -

H. J. Hudson

Assistant  
General Service Manager.

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

Form 8104

No. 18

Date 2/20/35

Subject

TO ALL DEALERS:

Supplementing our Bulletin No. 14 relative to Factory Clock and Glove Box Door Assembly, we have now secured what we believe is the finest electric automobile clock on the market today.

Effective at once, the 8-Day Clock and Glove Box Door Assembly is discontinued. Part Nos. 111681, 112938 and 114438 are affected. The public has shown its preference, for electric clocks as indicated by the percentage of sales of home electric clocks over the manual wind type. The introduction of this clock provides you with the best possible means of supplying this market.

If you have not already placed your order for a quantity, do so at once so you may be prepared to supply the demand that is sure to follow this announcement.

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
115462	Clock & Glove Box Door Assembly - Electric (Walnut) - All 1934 models & 1935 Conv.	\$12.75	\$8.29
115463	Clock & Glove Box Door Assembly - Electric (Mahogany) - All 1935 models except Brougham and Convertible	12.75	8.29
115464	Clock & Glove Box Door Assembly - Electric (Gray) - 1935 Broughams	12.75	8.29
115435	Clock & Glove Box Door Assembly - Electric (Brown) - 1935 Brougham	12.75	8.29

H. J. Hudson

Assistant  
General Service Manager.

ELECTRIC  
CLOCK

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

Form 8104

No. 23

Date 4/2/35

Subject

On February 20 in Dealer Bulletin No. 18, we announced the availability of Electric Clocks assembled in glove compartment doors. To assist in merchandising this accessory, we are attaching to the glove box door lock of all cars leaving the production line, a facsimile of the clock face. This feature will immediately call the attention of the prospect or new owner to the fact that such a clock is available, and will give him an idea as to its appearance. If you have cars in stock on which you wish to install these hangers, advise the quantity needed and they will be furnished without charge.

You are all aware that the several colors of interior moulding in the 1934 and 1935 cars have created a problem in stocking Electric Clock & Door Assemblies. To be prepared to fill orders

promptly, it is necessary to carry at least four assemblies in stock. To obviate this situation, we are providing through Hinckley-Myers Company, Jackson, Michigan, a circular saw, their part T-737, net price \$.55 , to be used in cutting the hole in the glove box door already in the car. The hanger or facsimile of the clock as a template, the shaft for the hands being the exact center. We want to caution you that the hole in the compartment door must be of exact size for hand press fit and located correctly to provide clearance for the door lock and hinge. With this tool and template the clock can be installed without removing the door from the car. Place your order at once so that you will be ready for the business which we are sure will develop.

Electric Clocks will now be available as a separate unit as well as in the assemblies with the glove box door. The part number and sales schedule on the separate units follow:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
115466	Electric Clock & Wiring Complete	\$11.25	\$7.31

We will continue to supply the complete assembly of clock and door, as outlined in Bulletin No. 18.

We have recently made a survey of other car manufacturers using this type of clock. Sales figures are amazing. The reports vary from one clock to every three cars to one clock to every ten cars. But the point is, the public likes the Electric Clock and we can cash in. Re-read this bulletin right now, order your circular saw and supply of clocks, and get set for your share of Electric Clock profits.

H. J. Hudson  
Assistant  
General Service Manager.

CLOCK HANGER  
FOR GLOVE  
BOX DOOR  
LOCK

INSTALLING  
CLOCKS  
IN FIELD

SELLING  
FACTS

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

Form 8104

No. 26

Date 4/23/35

Subject

TO ALL DEALERS:

The unusual amount of interest being displayed in Wheel Discs has led us to add this item to the accessory line. They are the finishing touch that completes the smart styling of our line of cars and sets them apart from the rest.

Hudson Wheel Discs are of pressed steel construction - - available either in heavily plated chrome finish or lacquered to match the car. They have flexible fingers which insure easy application and positive gripping when snapped into position on the wheel, eliminating any possibility of noise.

Prices and resale schedules, in sets of five, are given below:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
For 935 Hudsons and Terraplanes Except Terraplane Specials:			
48650	Wheel Finish Disc - Chrome	\$12.50	\$ 9.40
48804	Wheel Finish Disc - Lacquer	12.50	9.40
48805	Wheel Finish Disc - Prime	10.00	7.50
For 1935 Terraplane Special Only:			
48806	Wheel Finish Disc - Chrome	12.50	9.40
48807	Wheel Finish Disc - Lacquer	12.50	9.40
48808	Wheel Finish Disc - Prime	10.00	7.50
For 1934 16" Steel Wheels			
48809	Wheel Finish Disc - Chrome	12.50	9.40
48810	Wheel Finish Disc - Lacquer	12.50	9.40
48811	Wheel Finish Disc - Prime	10.00	7.50

H. J. Hudson

Assistant  
General Service Manager

WHEEL  
DISCS



**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

Form 8104

No. 28

Date 5/10/35

Subject

TO ALL DEALERS:

During 1934 Fender Lamps were standard equipment on Deluxe model cars, and their Display in show rooms resulted in a nice volume of business. This year should show a considerable increase in sales, as the lamps are not standard on any model, but many distributors and dealers have overlooked the fact that Fender Lamps must be displayed on cars to create interest.

Have a pair installed on at least one demonstrator and one display car. The cost of installation is low and is amply covered in the installed price of \$6.50, leaving a margin of profit sufficient to justify real merchandising effort.

Ask your salesmen to establish a quota for themselves on this item, and watch the sales increase.

Installed price and resale schedules are listed below:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
HA-109432	Fender Lamp Kit	\$6.50	\$3.25

H. J. Hudson

Assistant  
General Service Manager

FENDER  
LAMPS

**HUDSON MOTOR CAR COMPANY**  
**ACCESSORY AND PARTS MERCHANDISING**  
**1935 SERIES BULLETINS**

Form 8104

No. 31

Date 5/17/35

Subject

TO ALL DEALERS:

You are probably all familiar with the Kari-Keen Trunk, which is now available for all 1934 and 1935 Hudson and Terraplane cars. The Kari-Keen is more than a truck, as it can be opened up to double the normal carrying capacity. This trunk will have a decided appeal to farmers and small merchants, and should assist in the sale of cars to this class of trade in certain sections of the country.

A tire carrier is available for mounting the wheel and tire outside the trunk, allowing the full use of the rear compartment space. We can also supply a complete cover with supports and snap-on fasteners to install when trunk is fully extended. This offers protection from the weather for the contents of the trunk.

In order to properly display and demonstrate the Kari-Keen trunk, one should be installed on a demonstrator or a floor car. Order your sample at once.

Prices and resale schedules follow:

<u>Part No.</u>	<u>Name</u>	<u>Dealer Net</u>
HA-115792	Trunk - Complete - 1934 Coach, Lacquered Primed	\$27.50 26.50
HA-115793	Trunk - Complete - 1934 Sedan, Lacquered Prime	\$27.50 26.50
HA-115794	Trunk - Complete - 1935 Coach, Lacquered Prime	\$27.50 26.50
HA-115795	Trunk - Complete - 1935 Sedan, Lacquered Prime	\$27.50 26.50
HA-115796	Trunk Tire Carrier Complete (When ordered with trunk)	1.30
HA-115849	Trunk Cover and Support Assembly	2.25

You will note that we have not established any list price on these trunks. For your information, the usual list price quoted varies from \$45.00 to \$47.50, installed. Net prices are F. O. B. Sioux City, Iowa.

H. J. Hudson

Assistant  
General Service Manager

KARI-KEEN  
TRUNK

**HUDSON MOTOR CAR COMPANY  
ACCESSORY AND PARTS MERCHANDISING  
1935 SERIES BULLETINS**

Form 8104

No. 40

Date 8/13/35

Subject

TO ALL DEALERS:

It may be well, at this time, to mention a few points in connections with heater installation.

In each heater kit is packed a hose line thermostat complete with shut-off plug and gasket. The hose line thermostat can be installed with any model heater on either 1934 or 1935 Hudson and Terraplane cars, without disturbing the radiator thermostat already installed.

If a complete installation is made during warm weather, BE SURE THE SHUT-OFF PLUG IS IN PLACE, to prevent any circulation of water through the heater system. Then, to put the heater in operation when cold weather arrives, remove the plug and replace the hose. With engine running, disconnect the upper hose at the heater, allowing any air which may be in the heater to escape. After once bleeding the heater system in this manner, air pockets will not form in the heater

Some distributors report that they are not making complete installations at the time of new car purchase but are installing the heater unit only. The full installed price, however is included in the car finance papers. The installing parts are tagged with the owner's name and held until the arrival of cold weather.

This insures the owner returning at a season of the year when he can be sold a number of cold weather services, such as radiator cleaning and filling with anti-freeze, motor tune-up, change to winter oil and greases, and other seasonal operations. Therefore, in addition to the original profit on the heater, the installation can be used to create additional profit through cold weather conditioning.

H. J. Hudson

Assistant  
General Service Manager.

HEATER  
INSTALLATION