

# Parts Merchandising Bulletin

1948 - 1949

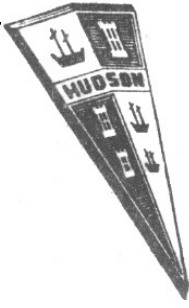
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## 1949 - 490 Series

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# Parts Merchandising Bulletin

## TO DEALERS:

A complete new set of Hudson Parts Bin Labels designed for use with the Hudson Dealer Parts Control Monthly Order Pad is now available for immediate shipment through your Distributor or Zone Office priced at \$2.50 net per complete set, f.o.b. Detroit.

Each set of Bin Labels Includes a label for every-part number In the Monthly Order Pad. There are approximately 2,400 Bin Labels including a generous number of blank labels for future use. These labels are up-to-date as of May 1, 1948, and each set consists of sixty perforated sheets with forty labels on each sheet.

Perforations are so arranged as to permit the use of these no labels on any make of parts bin,

Every Hudson Parts Manager will find these Bin Labels indispensable. The part number is prominently featured. A single letter on the left side of each label classifies the part According to the group in which it is located in both the Parts Book and the Monthly Order Pad. Full model information also appears on the face of each label. No price information is shown in order to hold pricing errors to an absolute minimum. Simple color code is used to distinguish the three major classes of stock according to:

Red - Owner Supplies and Special Parts Green - Competitive, Fast-moving Parts Black - Regular Parts

Order your set of Parts Bin Labels NOW!!!

Convenient Order Blank is attached for your use In ordering from your Distributor or Zone Office.

C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 89.)

Number

1

Date

6-9-48

Subject

PARTS BIN  
LABELS

IMMEDIATE  
SHIPMENT

USE WITH  
MONTHLY  
ORDER I PAD

FITS ALL  
PARTS BINS

EASILY  
READ

PARTS  
PROPERLY  
CLASSIFIED

ORDER  
NOW!!



# Parts Merchandising Bulletin

Number

2

Date

6-28-48

Subject

Many Hudson Dealers have expressed a desire for a low-cost steel display unit to be used in dressing up their Parts Department. While many elaborate bin end display units are offered by custom display builders, many dealers have expressed the desire for a standardized steel bin end display unit which could be used independently of backgrounds, signs, etc. Such a display unit, it was felt, should be as movable as the bins themselves, and preferably made of steel for greater strength and flexibility.

The Hope Steel Bin End Display has been developed at our suggestion by one of our parts bin suppliers, Hope Metal Products Company. Complete description and specifications are given on the attached catalog page. This display can be used on any make parts bin.

Available in gray, green or buff colors. If desired, white backs can be furnished with any color at no extra cost.

This unit is especially priced to Hudson Dealers at \$31.50 per unit, f.o.b. Cleveland, Ohio, Hope Metal Products Company is offering this unit to other car Dealers at a higher cost. Immediate shipment will be made on a sight draft, bill of lading basis through your local bank.

Priced at \$31.50 per unit, f.o.b. Cleveland, Ohio, immediate shipment will be made on a sight draft, bill of lading basis through your local bank.

Order blank is attached for your convenience.

-----

C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 91.)

LOW-COST

FLEXIBLE

DURABLE

CATALOG  
PAGE  
ATTACHED

CHOICE OF  
COLORS

IMMEDIATE  
SHIPMENT

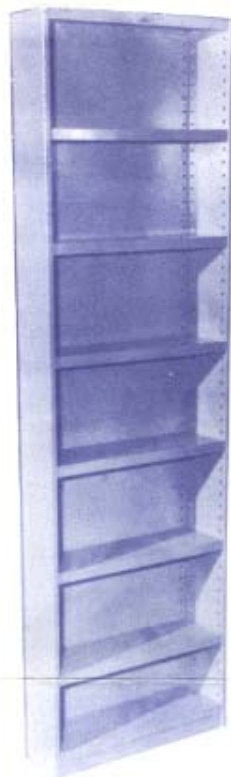
ORDER  
BLANK  
ATTACHED

# Hudson



## NEW HOPE STEEL BIN END DISPLAYS—

Dress Up the Parts Department • Provide Extra Storage Space  
**SELL MORE ACCESSORIES**



**Immediate  
 Delivery**

Just add the new Hope Bin End to your present bins and gain additional valuable DISPLAY SPACE  
 Display space that will help you sell the highly profitable extras.

Display and sell more packaged items, accessories, etc. with this new Hope Bin End Display. Bolts on any make parts bin. Size: 7½" deep, 84" high, 24" wide. Shelves

adjustable on 1½" centers. Dust-proof closed-in base. Available in combination of any of following colors: gray, green, buff, (white backs if desired). Crated and built up.

MANUFACTURED FOR HUDSON MOTOR  
 CAR COMPANY, DETROIT, MICHIGAN BY

**HOPE**  
**METAL PRODUCTS, INC.**  
 1505 ROCKWELL AVE.  
 CLEVELAND 14, OHIO



STEEL BIN END DISPLAYS ORDER BLANK  
-----

DATE \_\_\_\_\_

MAIL TO: C. H. REMMEL  
PARTS MERCHANDISING  
HUDSON MOTOR CAR CO.  
12601 E. JEFFERSON  
DETROIT, MICHIGAN

Please ship immediately the following HOPE STEEL BIN END DISPLAYS priced at \$31.50 net each, f.o.b. Cleveland, Ohio:

Quantity		Color	Price	Total
	Steel Bin End Display Units	Gray	\$31 50	
		Green		
		Buff		

Please indicate if you wish white back grounds

Forward sight draft, bill of lading through my bank:

Name of Bank \_\_\_\_\_ City & State \_\_\_\_\_

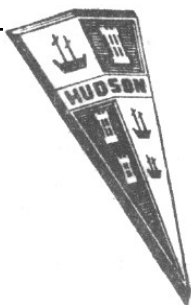
\_\_\_\_\_  
(Authorized Signature)

\_\_\_\_\_  
(Distributor or Zone)  
(Dealer Name)

\_\_\_\_\_  
(Street Address)

\_\_\_\_\_  
(City & State)

(RETAIN THIS COPY IN YOUR FILES)



# Parts Merchandising Bulletin

Number

3

Date

7/21/48

Subject

NEW  
PRICES

SEALED  
POWER  
PISTON  
RING SETS

TO DEALERS:

The following prices become effective August 2, 1948 on Sealed Power Piston Ring Sets:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166324	Piston Ring Set - Std.	\$14.60	\$ 8.76
SP-166442	“ “ “ - .010	14.60	8.76
SP-166443	“ “ “ - .020	14.60	8.76
	Mixed Lots of 25		7.88

Cast Iron Oil Rings 1936 thru 1938, 1939 1st. type - 6 cylinder

SP-166325	Piston Ring Set - Std.	14.60	8.76
SP-166444	“ “ “ - .010	14.60	8.76
SP-166445	“ “ “ - .020	14.60	8.76
	Mixed Lots of 25		7.88

Cast Iron Oil Rings 1939 2nd. type, 1940 thru Current Models - 6 cylinder

SP-166326	Piston Ring Set - Std.	19.70	11.82
SP-166446	“ “ “ - .010	19.70	11.82
SP-166447	“ “ “ - .020	19.70	11.82
	Mixed Lots of 25		10.64

Cast Iron Oil Rings 1936 thru 1938, 1939 2nd. type - 8 cylinder

SP-166327	Piston Ring Set - Std.	19.70	11.82
SP-166448	“ “ “ - .010	19.70	11.82
SP-166449	“ “ “ - .020	19.70	11.82
	Mixed Lots of 25		10.64

Cast Iron Oil Rings 1939 2nd. type, 1940 thru Current Models - 8 cylinder

SP-166328	Piston Ring Set - Std.	14.60	8.76
SP-166450	“ “ “ - .010	14.60	8.76
SP-166451	“ “ “ - .020	14.60	8.76
	Mixed Lots of 25		7.88

Steel Segment Oil Rings 1936 thru 1938, 1939 1st. type - 6 cylinder

SP-166329	Piston Ring Set - Std.	14.60	8.76
SP-166452	“ “ “ - .010	14.60	8.76
SP-166453	“ “ “ - .020	14.60	8.76
	Mixed Lots of 25	7.88	

Steel Segment Oil Rings 1939 2nd. type, 1940 thru Current Models - 6 cylinder.

Subject

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166490	Piston Ring Set - Std.	\$19.70	\$11.82
SP-166491	“ “ “ - .010	19.70	11.82
SP-166492	“ “ “ - .020	19.70	11.82
	Mixed Lots of 25		10.64
Steel Segment Oil Rings 1936 thru 1938, 1939 1st. type - 8 cylinder			
SP-166325	Piston Ring Set - Std.	\$19.70	\$11.82
SP-166444	“ “ “ - .010	19.70	11.82
SP-166445	“ “ “ - .020	19.70	11.82
	Mixed Lots of 25		10.64
Steel Segment Oil Rings 1939 2nd. type, 1940 thru Current Models 8 cylinder			

CHANGE  
RECORDS

Please change all price records on the above Piston Ring Sets as noted. Also advise all personnel handling the sale of this merchandise.

ORDER  
BEFORE  
PRICE  
INCREASE

There is still some time available to order these Piston Ring Sets at the old prices. Check your stock immediately and take advantage of this opportunity. DON'T DELAY - The price increase amounts to approximately 101. and coincides with the-new resale schedule offered by competition.

USE  
ATTACHED  
ORDER  
BLANK

Attached is a special Order Blank for your convenience in placing this order. Every Dealer should buy at least 25 sets to obtain the present low quantity price. This order can be made up of any combination of the above sets as listed.

-----  
C. C. MCKELLAR

MANAGER  
PARTS ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 105)





# Parts Merchandising Bulletin

Number

4

Date

7-23-48

Subject

HUDSON  
TOUCH-UP  
LACQUER  
PROGRAM

ALL  
COLORS 46  
THRU 48  
AVAILABLE

TOUCH-UP  
LACQUER  
KIT

ATTRACTIVE  
DISPLAY  
RACK

TO ALL DEALERS:

After several months of careful preparation we are now ready to offer a complete Hudson Touch-Up Lacquer Program.

All Hudson colors from the start of 1946 car production through the present, latest colors used on the New Hudson are now available, in 3 ounce, brush-top cans. Hudson Touch-Up Lacquer is sold ready for owner use, properly mixed for brushing. Do not confuse our Touch-Up Lacquer with virgin lacquer which we supply for professional use by experienced body paint men.

Available for immediate shipment through your distributor or zone office, the following Kit will give every Hudson Dealer a wide variety of the latest colors as well as the more popular 1946-1947 colors:

	List	Dealer <u>Net</u>
HS 175408 Touch-Up Lacquer Kit	\$62.40	\$37.44

This Kit consists of the following: 1 HS-214153 Display Rack (No charge when supplied with above Kit) plus a total of 96 cans of Touch-Up Lacquer:

6 Ebony Black	3 Holster Tan	2 Jefferson Blue
5 Piedmont Green	4 Deep Maroon	2 Belvedere Blue
5 Savoy Green	3 Platinum	2 Palace Green
4 Banner Blue	3 Ruby Red	2 Sherwood Green
4 Jockey Blue	4 Majestic Maroon	2 Harvest Tan
4 Gallant Gray	4 Quaker Gray	3 Queenstown Gray
4 Quartermaster Gray	4 Gunmetal	3 Glowing Gray
2 Navahoe Bronze	4 Jamestown Blue	3 Jersey Blue
2 Harness Tan	4 Bar Harbor Blue	3 Brigantine Blue
3 Nomad Bronze	2 Royal Red	

DISPLAY RACK is a sturdily constructed 26 gauge steel step type display rack. Beautifully finished in Hudson colors, it forms a creditable background and actually displays 48 cans of Touch-Up Lacquer with room for a reserve stock underneath.

Thus, in one package, every Hudson Dealer can have, at low initial cost, a complete assortment of Hudson Touch-Up Lacquer covering ALL 480 Series Hudson colors as well as the most popular 1946-1947 colors.

(OVER)

Subject

REFILLS: In addition to the above Touch-Up Lacquer Kit and Display which should be in every Hudson dealership, refills are available in ANY Hudson color from 1946 thru present production. Individual list price per can is \$.65, and dealer cost is \$.39 per can in minimum lots of 12 cans.

Here is a list, by part number of every Hudson Touch-Up Lacquer color since production started in late 1945:

<u>Part Number</u>	<u>Color</u>	<u>Part Number</u>	<u>Color</u>
175379	Ebony Black	175397	Royal Red
175380	Majestic Maroon	175398	Platinum
175381	Belvedere Blue	175399	Jersey Blue
175382	Jamestown Blue	175400	Glowing Gray
175383	Jefferson Blue	175401	Quaker Gray
175384	Brigantine Blue	175402	Queenstown Gray
175385	Sherwood Green	175403	Bar Harbor Blue
175386	Palace Green	175404	Gunmetal
175387	Savoy Green	175405	Holster Tan
175388	Piedmont Green	175406	Harvest Tan
175389	Quartermaster Gray	175407	Nomad Bronze
175390	Gallant Gray	175423	Nepal Ivory
175391	Harness Tan	175424	Copper Red
175392	Navahoe Bronze	175425'	Paragon Green
175393	Jockey Blue	175426	Spring Green
175394	Banner Blue	175427	Saxon Green
175395	Deep Maroon	175428	Peasant Green
175396	Ruby Red	175429	Jewel Blue

Order your Touch-Up Lacquer Kit now for immediate shipment through your distributor or zone parts warehouse.

The market for Touch-Up Lacquer is unlimited. Many new car buyers and owners would be glad to have a can of Touch-Up Lacquer to match his new Hudson. Recent survey shows very limited availability of Hudson colors through jobbers and paint distributors. Here is an exclusive market in supplying 1946-47 Hudson Owners with Touch-Up Lacquer.

Get set for your share of this new market created by Hudson Research for your Hudson owners.  
ORDER NOW.

C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 106.)



# Parts Merchandising Bulletin

Number

5

Date

7-30-48

Subject

RADIATOR  
PRESSURE  
CAP

TO DEALERS:

Radiator Pressure Caps are available for immediate shipment as Special Parts. This cap is applicable only to 480 series cars.

The following part number and resale schedule applies:

<u>Part No.</u>	<u>Item</u>	<u>List</u>	<u>Dealer Net</u>
SP 302265	Radiator Pressure Cap	\$1.30	\$ .78

PART  
NUMBER  
AND  
PRICE  
SCHEDULE

480 SERIES  
ONLY

All radiator cores on 480 series cars have been designed to safely use this pressure cap.

The radiator pressure cap will prevent the loss of water caused by surging which occurs under higher operating temperatures. It will also help preserve the anti-freeze solution in reducing loss through vaporization. By maintaining a slight pressure in the cooling system, the boiling point of the water and the anti-freeze solution is increased.

PREVENTS  
LOSS OF  
WATER AND  
ANTI-FREEZE  
SOLUTION

The Hudson Radiator Pressure Cap has been carefully tested and approved by the Hudson Engineering Department.

APPROVED  
BY HUDSON  
ENGINEERS

Hudson Radiator Pressure Caps will be in great demand. This device offers Hudson owners protection against the loss of water during the summer months and resultant engine overheating. In winter it helps preserve the anti-freeze solution which is of course, necessary to prevent cracked blocks and heads.

WILL  
PROVE  
POPULAR

We suggest that you immediately place your order for a good supply of these caps. They are economical in cost and create a real saving for Hudson Owners.

ORDER NOW

-----  
C. C. MC KELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 108.)



# Parts Merchandising Bulletin

Number

7

Date

5-12-48

Subject

HANDY  
HOLDER

NOW  
AVAILABLE  
FOR

HUDSON  
DEALER  
PARTS  
CONTROL  
MONTHLY  
ORDER PAD

STURDY

FLEXIBLE

QUICKLY  
ATTACHED  
AND  
DETACHED

USE ON  
DESK FOR  
QUICK  
REFERENCE

\$3.50 NET  
EACH

ORDER BLANK  
ATTACHED

TO ALL DEALERS:

Every Hudson Parts Manager will welcome the HANDY HOLDER for the Hudson Dealer Parts Control Monthly Order Pad described on the attached catalog page.

The HANDY HOLDER was developed by the manufacturer at our request. Briefly, here are its features:

1. **STRONGLY CONSTRUCTED.** Made of steel, the HANDY HOLDER is strong enough to lean on and write on, also, won't be damaged if it is dropped or bumped.
2. **FLEXIBLE CAPACITY.** The HANDY HOLDER can be adjusted to hold one page or one hundred pages without difficulty. All present and future issues of the Hudson Dealer Parts Control Monthly Order Pad will fit the HANDY HOLDER.
3. **QUICKLY ATTACHED.** Snap spring fasteners quickly clamp the HANDY HOLDER to any type of parts bin or shelf. Also, quickly detached, the HANDY HOLDER can be moved from bin to bin as the Monthly Parts Order is made up by the Parts Manager.

The HANDY HOLDER can also be used on the Parts Manager's desk to keep the Hudson Dealer Parts Control Monthly Order Pad ready at all times for quick reference.

Every Hudson Dealer will want at least one HANDY HOLDER at the low cost of \$3.50 net each, f.o.b. Detroit, Michigan.

Please use the attached order blank, attach your check made payable to ANCO HYDRAULIC SALES COMPANY and forward to our attention for immediate shipment of your HANDY HOLDERS.

-----  
C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 116-1

**Sturdy!**

**Time-  
Saving!**

**Easy  
To Use!**



# HANDY HOLDER

## FOR HUDSON DEALER PARTS CONTROL MONTHLY ORDER PAD

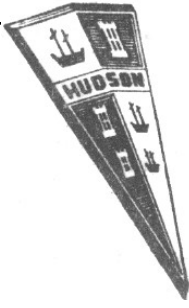
This solidly constructed steel holder has been especially designed to accommodate the parts control order pad. It can be suspended from any parts bin and will stay securely in place, or it can be set on a desk for quick reference.

The handy pad holder saves time and motion and permits the parts man to have both hands free for counting or making entries when compiling the monthly parts stock order.

The rack holds the pad firmly and at a convenient angle for writing. After the pad is inserted in the holder, it need not be removed for three months.

**ORDER**  
YOUR PAD HOLDER *Now...*  
**STEP UP**  
**PARTS DEPARTMENT**  
**EFFICIENCY!**  
PRICE F.O.B. DETROIT  
**\$3.50**  
EACH NET

MADE BY — ANCO HYDRAULIC SALES CO.  
13741 E. NINE MILE RD. : EAST, DETROIT



# Parts Merchandising Bulletin

Number

8

Date

Subject

REBUILT  
SKELETON  
ENGINESUNDER  
FACTORY  
SUPERVISIONONLY NEW  
GENUINE  
HUDSON  
PARTS  
USEDMANUFAC-  
TURER'S  
WARRANTY

PART

NUMBERS

AND

DESCRIPTION

## TO DEALERS:

Effective immediately, we announce the availability of rebuilt six cylinder skeleton engines, both short and long stroke, for all model six cylinder Hudson built automobiles from 1936 through 1947. These engines are available on an EXCHANGE BASIS ONLY, since we must have the old engine for rebuilding.

The rebuilt skeleton engine we will supply is a completely remanufactured engine including valves, tappets and guides, and less only the cylinder head and oil pan. Rebuilding is done under our supervision by C & K Hudson Engine Rebuilders, Inc., here in Detroit by factory methods in a special plant devoted exclusively to Hudson engines. The entire output of C & K Hudson Engine Rebuilders, Inc., is for the Hudson Motor Car Company.

All new genuine Hudson Parts are used in rebuilding these skeleton engines. Crankshaft bearings are line-bored to factory standards. The only old parts used are the block, which is degreased, tested and rebored and the crankshaft, which is carefully checked and reground if necessary, and, of course, all connecting rods that pass inspection are rebabbitted. No guesswork is used in rebuilding these engines since every standard has been specified by our Engineering Department.

All rebuilt six cylinder skeleton engines carry the usual manufacturer's warranty, which is ninety days or 4,000 miles, whichever occurs first. Warranty claims on rebuilt skeleton engines will be handled the same as any other Hudson part, through our Owner Relations Department.

Part numbers covering rebuilt engines are listed herewith:

C 302301 - 36-37 Engine - Long Stroke  
 C 302302 - 38-39 Engine - Long Stroke  
 C 302304 - 40 Engine - Long Stroke  
 C 302306 - 41-47 Engine - Long Stroke

C 302303 - 38-39 Engine - Short Stroke  
 C 302305 - 40 Engine - Short Stroke  
 C 302307 - 41-42 Engine - Short Stroke

(OVER)

Subject

PRICE  
SCHEDULE

Prices for any of the above rebuilt engines are:

	<u>List</u>	<u>Dealer Net</u>
Engine	\$318.95	\$277.00
Less:		
Useable Crankshaft	32.00	32.00
Useable Cylinder Block	<u>67.00</u>	<u>67.00</u>
Net Cost Exchange	\$219.95	\$178.00

REBUILT  
SKELETON  
ENGINES  
NOW  
AVAILABLE

Immediate shipment will be made of all orders placed for Rebuilt Skeleton Engines, In other words, shipment of your rebuilt skeleton engines will not be tied up awaiting the return and inspection of your old engine, However, no additional orders for rebuilt skeleton engines will be accepted unless an equal number of old engines is returned freight prepaid to our rebuilder at the following address.

C & K Hudson Engine Rebuilders, Inc.  
22110 West Eight Mile Road  
Detroit, Michigan

MUST BE  
RETURNED  
COMPLETE

The old skeleton engines must be returned regardless of condition, although damaged beyond repair. This includes the cylinder block, crankshaft and full set of connecting rods together with valves, springs, etc. Engines should be returned LESS the cylinder heads, oil pans, carburetors and electrical equipment, thereby eliminating any disassembling expense on your part of the old engine.

FILL IN  
SAMPLE  
ORDER  
BLANK  
ATTACHED

Thus, at the time the order is placed using the sample form, the lower portion of the order form will be filled in showing the number of old engines together with claim ticket numbers and warranty claim certificate number on which they are actually returned to the rebuilder.

INITIAL  
BILLING

Since immediate shipment will be made of all rebuilt engine orders, the billing price will be for a complete rebuilt engine. After the old engine arrives, inspection will be made and credit issued in accordance with the above price schedule for useable crankshafts and cylinder blocks.

OLD  
ENGINES  
MUST BE  
RETURNED

We have succeeded in building a small initial stock of rebuilt engines which we can ship immediately upon receipt of your orders. It must be understood, however, that we will accept no additional orders for rebuilt skeleton engines unless an old engine is actually routed to our rebuilder in accordance with instructions on the face of the order itself.

-----  
C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 124)



# Parts Merchandising Bulletin

Number

9

Date

9-9-48

Subject

LAMP BULB  
PRICE AND  
PREFIX  
CHANGES

TO DEALERS:

The following lamp bulb and sealed beam units will be listed under the heading of Special Parts carrying the prefix SP henceforth.

The following prices will become effective as of September 7, 1948:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP 18100	Bulb	.10	.06
SP 70001	Dome lamp Bulb	.23	.14
SP 70900	Bulb - Tail & Stop Lamp	.29	.17
SP 71550	Bulb	.09	.05
SP 71641	Inst. Oil & Amp. Light Bulb	.09	.05
SP 170363	Bonnet Lamp Bulb - 6 Volt	.32	.19
SP 170531	Frnt. Fender Lamp Bulb - 6 Volt	.25	.15
SP 170659	Dome Lamp Bulb - 6 Volt	.26	.16
SP 171066	Rr. Qtr. Lamp Bulb	.12	.07
SP 216662	Sealed Beam Unit - Spotlight	1.75	1.05

NEW

NET

PRICE

LIST

CORRECT  
YOUR  
RECORDS

Please be sure that all of your records are changed accordingly

-----  
C. H. REMMEL

PARTS MERCHANDISING

CHR:T

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 130.)





# Parts Merchandising Bulletin

TO ALL DEALERS

The following prices become effective September 27, 1948 on Pedrick Piston Ring Sets:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166628	Piston Ring Set - Std.	\$14.25	\$ 8.55
SP-166649	" " " - .010	14.25	8.55
SP-166650	" " " - .020	14.25	8.55
	Mixed Lots of 25		7.70
Cast Iron Oil Rings 1936 thru 1938, 1939 1st. type - 6 cylinder			
SP-166629	Piston Ring Set - Std.	14.25	8.55
SP-166651	" " " - .010	14.25	8.55
SP-166652	" " " - .020	14.25	8.55
	Mixed Lots of 25		7.70
Cast Iron Oil Rings 1939 2nd. type, 1940 thru 1941 Models 6 cylinder			
SP-166632	Piston Ring Set - Std.	19.00	11.40
SP-166657	" " " - .010	19.00	11.40
SP-166658	" " " - .020	19.00	11.40
	Mixed Lots of 25	10.28	
Cast Iron Oil Rings 1936 thru 1938, 1939 1st. type - 8 cylinder			
SP-166634	Piston Ring Set - Std.	19.00	11.40
SP-166661	" " " - .010	19.00	11.40
SP-166662	" " " - .020	19.00	11.40
	Mixed Lots of 25		10.28
Cast Iron Oil Rings 1939 2nd. types 1940 thru Current Models 8 cylinder			
SP-166627	Piston Ring Set - Std.	15.85	9.51
SP-166647	" " " - .010	15.85	9.51
SP-166648	" " " - .020	15.85	9.51
	Mixed Lots of 25		8.56
Steel Segment Oil Rings 1936 thru 1938, 1939 1st type 6 cylinder			
SP-166630	Piston Ring Set - Std.	15.85	9.51
SP-166653	" " " - .010	15.85	9.51
SP-166654	" " " - .020	15.85	9.51
	Mixed Lots of 25		8.56
Steel Segment Oil Rings 1939 2nd. type, 1940 thru 1947 Models 6 cylinder			

(OVER)

Number	10
Date	9-21-48

Subject

NEW  
PRICES -

PEDRICK  
PISTON  
RING  
SETS

Subject

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166631	Piston Ring Set - Std.	\$21.10	\$12.66
SP-166655	“ “ “ - .010	21.10	12.66
SP-166656	“ “ “ - .020	21.10	12.66
	Mixed Lots of 25		11.39
Steel Segment Oil Rings 1936 thru 1938, 1939 1st. type - 8 cylinder			
SP-166633	Piston Ring Set - Std.	21.10	12.66
SP-166659	“ “ “ - .010	21.10	12.66
SP-166660	“ “ “ - .020	21.10	12.66
	Mixed Lots of 25		11.39
Steel Segment Oil Rings 1939 2nd. type, 1940 thru Current Models.- 8 cylinder			

Please change all price records on the above Piston Ring Sets as noted. Also, advise all personnel handling the sale of this merchandise.

-----  
C. H. REEMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 133)

1 9 4 9

Parts Merchandising Bulletins



# Parts Merchandising Bulletin

(490 SERIES)

Number

1

Date

11/12/48

Subject

HUDSON  
PEDRICK  
PISTON  
RING SETS

ATTACHED  
BROCHURE  
SHOULD BE  
READ  
CAREFULLY

STUDY AND  
UNDERSTAND  
"HEAT-  
SHAPING"  
EXCLUSIVE  
PEDRICK  
FEATURE

SELL MORE  
PEDRICK  
PISTON RING  
SETS

ORDER  
BLANK  
ATTACHED

TO DEALERS:

We are attaching herewith a copy of the latest Hudson Pedrick-Engineered Ring Set brochure for your Information.

Every Hudson Parts Manager and Service Manager should read this folder carefully. Many good selling points for Hudson Pedrick-Engineered Ring Sets are explained and illustrated in this brochure.

The complete description and explanation of Pedrick's "Heat-Shaping" is important to all Hudson Parts and Service personnel concerned with the sale of piston rings or complete ring jobs. "Heat-Shaping" is an exclusive Pedrick Piston Ring feature and every Hudson Parts and Service employee should thoroughly understand AND BE ABLE to discuss this important selling point intelligently with piston ring prospects.

Let's sell more Pedrick Piston Ring Sets! Take advantage of the low quantity lot prices listed on the attached order blank. Send in your order NOW to your Zone or Distributor.

-----

C. H. REMMEL

PARTS MERCHANDISING

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



HUDSON MOTOR CAR COMPANY'S

# PISTON RING SETS

*for replacement service in the engines of HUDSON OWNERS*



# Pedrick

## HUDSON OWNERS

*Engineered Sets of "Heat-Shaped" Piston Rings are Designed to Give*

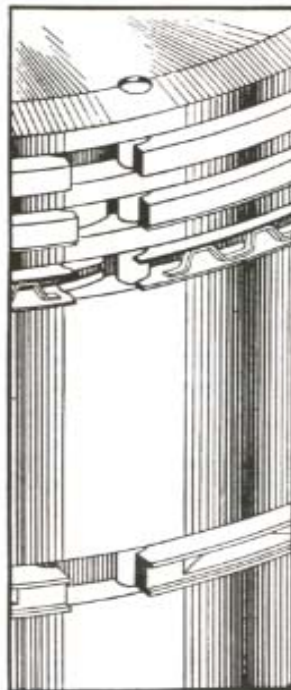
**GREATER FUEL AND OIL ECONOMY . . . LONGER TROUBLE-FREE PERFORMANCE**

Just as our own Hudson engineers have been the originators of significant trends in car and engine design, so too have Pedrick engineers made important contributions to better ring performance. Today, when you recondition a customer's engine with Pedrick piston rings in sets especially

engineered for Hudson, you can be sure you are installing a set of rings that meets Hudson's high standards—replacement rings that will give Hudson owners the two big advantages of greater fuel and oil economy, as well as longer trouble-free performance.

These HUDSON Piston Ring Sets are made by the organization which originated the Engineered Set idea. Their experience and "know-how," working in close cooperation with the Hudson engineering and service departments, provide every Hudson dealer and car owner the greatest assurance of the right ring combinations to get the very best results.

The individual rings that go to make up a Hudson-Pedrick Engineered Set have been skillfully selected to conform with Hudson piston, groove and performance characteristics. Every ring, of course, is milled at the ends to fit around the pin in the Hudson piston. Not only is the top ring the best top ring for sealing the compression in a Hudson engine—and the bottom ring the best



ring to do the oil-control job—but all 4 rings on each piston work together as a well balanced team.

The way the individual rings are made and the manner in which they have been combined into Engineered Sets are largely responsible for this performance. All Hudson-Pedrick rings are "Heat-Shaped," for example. This is an exclusive process that fixes just the right amount of tension around the entire circumference of the ring for the full life of the ring. Each cast-iron ring is double-disk ground, the only production method that assures rings that are really flat, both sides absolutely parallel to each other. Silcoating is another feature. This special coating applied to the rings speeds the wear-in period, helps prevent cylinder scoring.

### HOW "HEAT-SHAPING" COMPARES WITH OTHER METHODS

These radial pressure charts show how "Heat-Shaping" provides the most uniform pressure around the ring circumference. There are fewer low-pressure and high-pressure areas against the cylinder wall to develop wear and to permit leakage and blow-by. That's why "Heat-Shaped" piston rings deliver outstanding performance in Hudson engines.



**ENGINEERED SETS FOR HUDSON ARE MADE UP OF THESE FIVE RINGS IN PROPER COMBINATION . . . .**

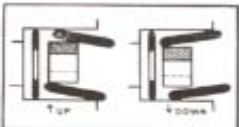
**TS1** The TS1 (TWIST-SEAL) COMPRESSION RING has been selected for the top ring on the Hudson piston because it assures a complete seal both between the ring face and cylinder wall and between the ring sides and the piston groove. This is due to the "point" contacts produced by the twist. Provides oil-control, too, by scraping excess oil on down stroke and riding over oil on up stroke, thus assuring top-cylinder lubrication without oil waste and with less wear.



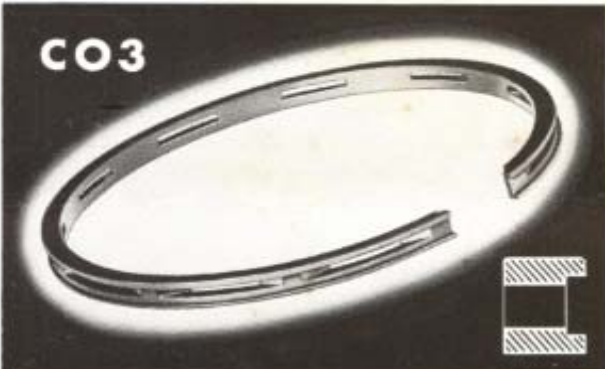
**VS2** The VS2 (V-SEAL) COMPRESSION RING is next to the top ring. The V-shaped groove in the lower outside edge provides an oil pocket to maintain a constant seal, and also results in extra oil-scraping. This ring has less face area than the TS1 Compression Ring and thus it has higher unit pressure. Its walls are thinner to allow for a steel expander which makes it much more flexible and able to conform better to taper and out-of-roundness. It backs up the top compression ring in stopping blow-by and the oil rings in controlling oil.



**SS4** The SS4 (STEELOIL) RING is used as the top oil ring in the third groove of each piston where cylinders have a taper of over .005" or are more than .003" out-of-round. This oil control ring has a high degree of conformability to conditions of wear, taper and distortion. It cleans the excess oil off the cylinder wall with a "wiper-blade" action. It is loose in the groove and the sections tilt up and down as the piston moves back and forth. This removes the excess oil like a windshield wiper but leaves sufficient oil film on the cylinder wall for top cylinder lubrication. The looseness of the sections in the groove, their independence of movement and the absence of small corners, slots, or holes keep the ring free in the groove with safety against clogging.



**CO3** The CO3 (STANDARD) OIL RING is used in the skirt groove because its two narrow faces, continuous channel and long, wide slots provide substantial oil control and yet allow enough oil to reach the rings above for adequate lubrication.



**CO4** The CO4 (FLEXIBLE STANDARD) OIL RING is designed as a top oil ring for Hudson engines where cylinders have been reconditioned or do not have taper exceeding .005" and are out-of-round not over .003". Its two narrow faces, continuous channel and long, wide slots provide efficient oil control. It is similar to the cast iron STANDARD OIL RING used in the skirt groove but has thinner walls and steel expander to provide greater flexibility.



# SPECIAL PACKING HELPS MECHANIC



Hudson-Pedrick Engineered Sets are packaged in attractive boxes that brighten up any shelf. Each box is clearly marked on the outside in large, easily-read type to make it easy to identify the right ring set for each reconditioning job.

## INSTRUCTIONS FOR EACH RING

Each ring in every box is enclosed in a separate envelope containing illustrated instructions for installing that particular ring in its proper position. This method of packaging avoids confusion and makes it almost impossible even for new help to make mistakes.

## GENERAL INSTRUCTIONS

In addition to the envelopes, there is a set of general instructions enclosed in each box. They remind the mechanic to check clearances, piston condition, taper, out-of-round, groove depth and the other things that should be done whenever an engine is taken apart.

## HUDSON-PEDRICK ENGINEERED SETS

Model	Cyl.	Oversize	Hudson Set Numbers	
			Taper up to .005"	Taper over .005"
			Out-of-round to .003"	Out-of-round over .003"
1936 thru 1938; 1939 1st type.....	6	Std.	HA-166628	HA-166627
		.010	HA-166649	HA-166647
		.020	HA-166650	HA-166648
1939 2nd type; 1940 thru current models.....	6	Std.	HA-166629	HA-166630
		.010	HA-166651	HA-166653
		.020	HA-166652	HA-166654
1936 thru 1938; 1939 1st type.....	8	Std.	HA-166632	HA-166631
		.010	HA-166657	HA-166655
		.020	HA-166658	HA-166656
1939 2nd type; 1940 thru current models.....	8	Std.	HA-166634	HA-166633
		.010	HA-166661	HA-166659
		.020	HA-166662	HA-166660

# HUDSON



Manufactured by  
**WILKENING MANUFACTURING CO.,**  
 Philadelphia 42, Pa., U. S. A.  
 for  
**HUDSON MOTOR CAR COMPANY**  
 Detroit, Michigan, U. S. A.





# Parts Merchandising Bulletin

(490 SERIES)

Number

2

Date

11/15/48

Subject

FUSE KIT  
PRICE  
AND  
PREFIX  
CHANGES

TO DEALERS:

The following fuse kits will be listed under the heading of Special Parts carrying the prefix SP henceforth.

The following prices will become effective immediately:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dealer Net</u>
SP 160939	Fuse Kit	\$ .30	\$.18

Please be sure all of your records are changed

NEW  
NET  
PRICE

CORRECT  
YOUR  
RECORDS

-----

C. H. REMMEL

PARTS MERCHANDISING

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



# Parts Merchandising Bulletin

Number

3

Date

11-16-48

Subject

SP-161664  
HIGH TEMPERA-  
TURE  
THERMOSTAT

TO DEALERS:

Many requests have been received from Hudson Dealers for a high temperature thermostat suitable for use in 480 and 490 series Hudson automobiles.

Our supply source has been instructed to resume production of the following part number:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dealer Net</u>
SP-161664	Thermostat - Water Outlet - High Temperature - Fits 1946 and 1947 Models 54-174 All 480 and 490 Series Models	\$3.50	\$2.10

FITS ALL  
480 AND 490  
SERIES  
HUDSON  
AUTOMOBILES

PRICE  
SCHEDULE

The SP-161664 High Temperature Thermostat is interchangeable with Thermostat, Part Number F-166272, regularly used on these cars. Engineering specifications call for the SP-161664 High Temperature Thermostat to begin opening at 165-170° F and to be fully opened at 195° F.

SPECIFICATIONS

The greater availability of ethylene glycol type (Prestone, etc.) anti-freezes this year should create an increased demand for High Temperature Thermostats among Hudson Owners.

GREATER  
DEMAND

Please note that the SP-161664 High Temperature Thermostat will be carried as a Special Part item, instead of an F part as it was previously listed.

Place your order now. Use the attached order blank directed to your Zone or Distributor for early shipment from our first production run of High Temperature Thermostats.

ORDER  
NOW

-----  
C. H. Rimmel

PARTS MERCHANDISING

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



# Parts Merchandising

## Bulletin

(490 SERIES)

Number

4

Date

11-19-48

Subject

BATTERY  
PRICE  
CHANGE

TO DEALERS:

Effective immediately, battery prices are changed to conform with the following price schedule:

Hudson Part No.	New National Type	Replaces Old National Type		List Price	Dealer Net
SP-302214	I-N-110	N-17-1	Battery	\$28.05	\$18.80
SP-302175	1-KG-100	KC-15-1	"	25.85	17.33
SP-302174	1-S-100	S-15-1	"	23.55	16.00
SP-302215	1-W-90	W-15-1	"	19.90	14.53
SP-302216	2L-N-110	N-19-1F	"	28.05	18.80
SP-302176	2L-KG-100	KC-17-1F	"	25.85	17.33
SP- 48150	2L-S-100	S-17-1F	"	23.55	16.00
SP-302217	2L-W-90	W-15-1F	"	20.10	14.67
SP-302178	2-KO-120	KC-2	"	31.35	21.00
SP-302177	2-S-115	S-17-2	"	26.65	18.13
SP-302218	2-W-100	W-15-2	"	22.85	16.67
SP-302179	2F-KG-120	KC-2HF	"	31.35	21.00
SP-300209	2F--S-120	S-17-2HF	"	27.65	18.80
SP-302219	2F-W-100	W-15-2HP	"	21.90	16.00
SP-150763	3L-S-115	S-19-2F	"	31.35	21.00
SP-302181	2E-KG-120	KC-17-2L	"	29.55	19.80
SP-302180	2E-S-120	S-17-2L	"	27.65	18.80
SP-302221	2E-W-100	W-15-2L	"	22.85	16.67

Effective immediately, National is reclassifying batteries according to the new National type number, which supersedes old National type numbers as indicated above.

Please correct your records accordingly.

-----  
C. H. REMMEL

PARTS MERCHANDISING

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

RECLASSIFI-  
CATION OF  
BATTERIES

CORRECT  
YOUR  
RECORDS



# Parts Merchandising Bulletin

Number  
5

Date  
12-1-48

Subject

TO DEALERS:

PLUG NICKEL CAMPAIGN FOR DECEMBER AND JANUARY

Here's a quick Spark Plug volume builder for December and January!!

Plug nickels are the quickest and surest way we know to make every member of your Service Department AND Parts Department alert for the opportunity to sell Hudson Champion Spark Plugs.

Here's how the Plug Nickel Campaign works. Bonus Cards (see sample attached) are distributed to all Service and Parts Department employees who are in a position to sell or influence the sale of Spark Plugs to your Service and Parts Department customers. During December and January only, the dealer pays a bonus of 5¢ for each Hudson Champion Spark Plug Sold.

There are no complicated records to keep. Payment is made to the individual employee actually making the sale. The bonus card is punched by the Parts man when the Plugs are delivered for installation.

We'll supply the bonus cards at no charge, If you'll organize your Service and Parts man for a Spark Plug sales campaign for December and January.

Just mail the attached post card request to our attention stating that you'll give this Plug Nickel Campaign your attention for December and January and mark the number of onus cards you'll require.

Remember, you pay only for actual Spark Plug sales at retail list price made by your employees in this campaign. The bonus card plan has been used successfully by many of the country's leading petroleum marketers, and we believe it will produce even better results for Hudson dealers.

Let's plan now for additional Hudson Champion Spark Plug sales!!!!

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C. H. REMMEL  
PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 14.)

PLUG NICKEL  
CAMPAIGN  
FOR  
DECEMBER  
AND  
JANUARY

ALERT  
EVERY  
EMPLOYER  
FOR SPARK  
PLUG SALES  
OPPORTUNI-  
TIES

BONUS  
CARDS  
FURNISHED  
FREE

PLAN NOW  
FOR MORE  
HUDSON  
CHAMPION  
SPARK PLUG  
SALES



# Parts Merchandising Bulletin

Number

6

Date

12-7-48

Subject

SELL FAN BELTS, STRONG COMPETITION

LARGE POTENTIAL MARKET

GOOD PROFIT

ALWAYS MAINTAIN A GOOD STOCK

REPLACE BEFORE IT BREAKS

OPPORTUNITY FOR MORE PROFIT

TWO OUT OF THREE CARS NEED NEW FAN BELTS

CHECK YOUR STOCK

ORDER TODAY

TO AM DEALERS:

In the replacement parts business, Fan Belts are one of the ten fastest selling items. As a consequence, you have strong competition and Fan Belts are available in every gas station, tire store, chain store and independent garage from coast to coast.

Hudson Fan Belts are manufactured to the highest standards, however, it is an accepted fact that the average life of a Fan Belt is approximately two years. Therefore, Hudson Dealers have an impressive market in the replacement of worn, frayed or broken Fan Belts.

Hudson Fan Belts are competitively priced, There is a Dealer gross profit of \$1.00 per belt and the additional labor profit

Always maintain a generous stock of Fan Belts. There is no inventory problem whatever. Just two types of Fan Belts are used on all models from 1936 through the current series cars and are available from your Distributor or Zone Warehouse at all times.

When a Fan Belt breaks it must be replaced immediately; therefore gas stations get much of this business. BUT if you want to render your customers a REAL service, replace his Fan Belt at the first evidence of deterioration. Every time your service salesman or mechanic raises a hood, the chances are that he is not only missing an opportunity to render a service to the Owner, but is missing sales and profit to you and himself.

Statistics show that two out of every three cars on the road today have one of three symptoms of Fan Belts failure or inefficiency: greasy Fan Belt, frayed Fan Belt or bottom bright pulleys. Here is a REAL PROFIT BUILDER - whenever you raise the hood, check and turn this evidence into SALES.

Check your stock of Fan Belts NOW. Just TWO types of Fan Belts are used on all models from 1936 through current series cars! Fill in the attached order blank for a substantial quantity of Fan Belts and mail to your Zone Warehouse or Distributor TODAY!

DO IT NOW!

C. C. MCKELLAR  
MANAGER  
PARTS A ACCESSORY MERCHANDISING

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



# Parts Merchandising Bulletin

(490 SERIES)

Number  
7

Date  
1-11-49

Subject  
1949  
HUDSON  
PAINT  
PROGRAM

ALL 480-  
490 SERIES  
COLORS

FRESH  
STOCKS

NEW  
LABELS

PART  
NUMBER  
AND  
PRICE  
SCHEDULES

**TO DEALERS:**

Effective immediately, we are pleased to announce a sweeping New HUDSON PAINT PROGRAM FOR 1949.

All 480 and 490 Series Colors will be supplied through one manufacturer henceforth. Strict laboratory control plus Hudson's own paint engineer's approval and rigid inspection mean greater uniformity than has heretofore been possible when we were supplying individual colors from separate sources.

Fresh stocks are assured by direct shipments from our supplier's modern lacquer plant to all Hudson Zone and Distributor Warehouses. Freshness is further guaranteed because all paint containers are filled and vacuum sealed on the latest type of automatic paint filling and sealing equipment.

New labels, sample of which you have already received with our preliminary announcement, will distinguish all 480-490 Series Lacquer Colors, as well as the Primer-Surfacers, Lacquer Thinners and Chassis Black Enamel being announced with this Program.

The following new part numbers and prices will apply:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
C 175500	Ebony Black - Pint	\$1.20	\$ .85
C 175501	“ “ - Quart	2.10	1.50
C 175502	“ “ - Gallon		5.55
	Above Gallons in Case Lots		5.30
C 175503	Quartermaster Gray - Pint	1.40	1.00
C 175504	“ “ “ - Quart	2.60	1.80
C 175505	“ “ “ - Gallon		6.50
	Above Gallons in Case Lots		6.25
C 175506	Gallant Gray - Pint	1.40	1.00
C 175507	“ “ - Quart	2.60	1.80
C 175508	“ “ - Gallon		6.50
	Above Gallons in Case Lots		6.25
C 175509	Harness Tan - Pint	1.40	1.00
C 175510	“ “ - Quart	2.60	1.80
C 175511	“ “ - Gallon		6.50
	Above Gallons in Case Lots		6.25

(OVER)

PART NUMBER AND PRICE SCHEDULE	<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dir. Net</u>
	C 175512	Banner Blue - Pint	\$1.40	\$1.00
	C 175513	“ “ - Quart	2.60	1.80
	0 175514	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	0 175515	Platinum - Pint	1.40	1.00
	C 175516	“ - Quart	2.60	1.80
	C 275517	“ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175518	Savoy Green - Pint	1.40	1.00
	C 175519	“ “ - Quart	2.60	1.80
	C 175520	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175521	Piedmont Green - Pint	1.50	1.05
	C 175522	“ “ - Quart	2.75	1.95
	C 175523	“ “ - Gallon		7.55
		Above Gallons in Case Lots		7.30
	C 175524	Navahoe Bronze - Pint	1.40	1.00
	C 175525	“ “ - Quart	2.60	1.80
	C 175526	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175527	Jockey Blue - Pint	1.40	1.00
	C 175528	“ “ - Quart	2.60	1.80
	C 175529	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175530	Deep Maroon - Pint	1.75	1.20
	C 175531	“ “ - Quart	3.25	2.25
	C 175532	“ “ - Gallon		8.95
		Above Gallons in Case Lots		8.70
	C 175533	Ruby Red - Pint	1.75	1.20
	C 175534	“ “ - Quart	3.25	2.25
	C 175535	“ “ - Gallon		8.95
		Above Gallons in Case Lots		8.70
	C 175536	Queenstown Gray - Pint	1.40	1.00
	C 175537	“ “ - Quart	2.60	1.80
	0 175538	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175539	Glowing Gray - Pint	1.40	1.00
	C 175540	“ “ - Quart	2.60	1.80
	C 175541	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175542	Brigantine Blue - Pint	1.40	1.00
	C 175543	“ “ - Quart	2.60	1.80
	C 175544	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175545	Jersey Blue - Pint	1.40	1.00
	0 175546	“ “ - Quart	2.60	1.80
	C 175547	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25
	C 175548	Holster Tan - Pint	1.40	1.00
	C 175549	“ “ - Quart	2.60	1.80
	C 175550	“ “ - Gallon		6.50
		Above Gallons in Case Lots		6.25



# Parts Merchandising Bulletin

Number

7

Date

1-11-49

Subject

1949  
HUDSON  
PAINT  
PROGRAM

PART  
NUMBER  
AND  
PRICE  
SCHEDULE

PAGE 3

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
C 175551	Nomad Bronze - Pint	\$1.40	\$1.00
C 175552	“ “ - Quart	2.60	1.80
C 175553	“ “ - Gallon		6.50
	Above Gallons in Case Lots		6.25
0 175555	Chassis Black Enamel - Quart	1.00	.70
C 175556	“ “ “ - Gallon	2.50	1.50
C 175557	Red Primer - Surfacer - Quart	2.10	1.50
0 175558	“ “ “ - Gallon		5.55
	Above Primer-Surfacer Gallons in Case Lots		5.30
C 175559	Lacquer Thinner - Gallon		1.75
	Lacquer Thinner - Gallons in Case Lots		1.65
C 175560	Lacquer Thinner - 5 Gallon		1.65
C 175561	Lacquer Thinner - 55 Gallon		1.55

The above items are packaged as follows:

- Gallons - 4 to Carton
- Quarts - 6 to Carton
- Pints - 12 to Carton
- 5 Gallon Cans
- 55 Gallon Drums

PACKAGE  
QUANTITIES

The foregoing list of part numbers will, effective immediately, supersede all existing part numbers now denoting lacquer colors for 480-490 Series Cars ONLY.

Your attention is called to the following new items which appear in the 1949 HUDSON PAINT PROGRAM for the first time. Each new item is a necessity in every Dealer's Paint Shop. Order these paint necessities NOW.

NEW  
ITEMS

**CHASSIS BLACK ENAMEL:** A fast drying, corrosion-resistant finish, for coating chassis and other under parts of the car such as under fenders, back of bumpers, etc. Covers solid in one coat over old finish or bare metal. Jet black with high gloss. Resists salt and other injurious corrosive substances. Very economical to use. Comes in quarts and gallons.

CHASSIS  
BLACK  
ENAMEL

(OVER)



RED  
PRIMER-  
SURFACER

RED PRIMER-SURFACER: Our paint engineers have found that the use of a good primer-surfacer vitally affects the success of any lacquer paint job. Many types of primer-surfacer are offered today, but few of them are satisfactory for use with opalescent type lacquer on Hudson automobiles. Red Primer-Surfacer is preferred by our engineers against various colored primer-surfacer (particularly grays) as giving the best result on all colors where it serves as a ground coat.

Briefly, here are some features of Hudson Red Primer-Surfacer:

Fast Drying - Speeds your refinishing - and with all around better results. Dries in a matter of minutes for recoating in a minimum of time for sanding.

Easy Sanding - Sands with little effort - cuts fast and requires less sanding to bring the surface to a smooth lustrous close-knit glaze. Feathers to a very fine "non-lifting" and "non-bleeding" edge. These easy working and fine physical properties stand out whether the job be dry, water or gas sanded. Will NOT "gum" the sandpaper.

Excellent Hold-Out - Will not shrink. Sandpaper scratches and other imperfections are minimized. The sanded close knit surface eliminates porosity does not soften under finish coats - makes colors stand out and easy to polish.

Fills - High Solids - Exceptional "mileage" - contains over 60,11. solids by actual weight. Specially selected ingredients carefully balanced to give fast, smooth and uniform build. Remarkable filling qualities without any sacrifice of adhesion.

Bonding Adhesion - Bonds itself to bare metal and old finishes that are properly cleaned. Contains corrosion inhibitive pigments and ingredients that produces a film with outstanding humidity and water resistance. A primer-surfacer with a true affinity to bare metal. True bond is formed between the primer-surfacer and subsequent coatings of lacquer.

Package Stability - No caking - no separation. Does NOT settle in the container. Mixes readily and smoothly with quality lacquer thinners. A free and easy working undercoater.

Hudson Red Primer-Surfacer is supplied in quarts and gallons.



# Parts Merchandising Bulletin

PAGE 5

**HUDSON QUALITY CONTROLLED LACQUER THINNER:** Here is a laboratory controlled, balanced quality thinner composed of fast, medium and slow primary solvents to give proper evaporation. Contains no oily secondary solvents or other toxic vaporous materials. This thinner is intended exclusively for auto refinishing work and has a pleasant, clean odor. Available in gallons, 5 gallon and 55 gallon containers with no drum charge.

Here in one complete HUDSON PAINT PROGRAM is everything Hudson Dealers will require for quality repaint work. Order your requirements for Hudson Colors, Thinners, Primer-Surfacer and Chassis Black Enamel from your Zone Office or Distributor NOW.

It is recognized that there are some dealers, who, because of lack of building space, do not operate their own Body-and Paint Department. Arrangements should be made by these dealers with their outside paint shops to whom they contract their body and paint work, for supplying Hudson Paint Products for use on the Dealer's own paint work.

Check your paint stock immediately upon receipt of this bulletin. Make sure that you have every 480-490 Series Color on hand so you can take care of Owner's requirements without delay. Forward the attached order form to your Zone or Distributor NOW.

-----

C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 25.)

Number

7

Date

1-11-49

Subject

1949  
HUDSON  
PAINT  
PROGRAM

THINNER

ORDER  
NOW



# Parts Merchandising Bulletin

Number

8

Date

1-18-49

Subject

NEW  
PRICES  
SP 302265  
RADIATOR  
PRESSURE  
CAP

NEW

NET

PRICES

CORRECT  
YOUR  
RECORDS

TO DEALERS:

The following prices will become effective immediately on Radiator Pressure Caps:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dealer Net</u>
SP 302265	Radiator Pressure Cap	\$1.40	\$ .84

Please be sure that all of your records are changed accordingly.

-----

C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 31)



# Parts Merchandising Bulletin

Number

9

Date

1-19-49

Subject

HUDSON  
SEALED  
POWER  
PISTON  
RING SETS

480-490  
SERIES  
SIX CYL.  
AUTOMOBILES  
  
PART NUMBER  
AND PRICE  
SCHEDULE

ALSO .030  
OVERSIZE  
SEALED  
POWER  
PISTON  
RING SET  
FOR OLDER  
SIX CYL.  
AUTOMOBILES

TO DEALERS:

The following new Cast Iron Sealed Power Piston Ring Sets for 480-490 Series Hudson Automobiles are available for immediate shipment:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dealer Net</u>
SP 302185	Piston Ring Set - SP - Std.	\$14.60	\$ 8.76*
SP 302447	Piston Ring Set - SP - .010	14.60	8.76*
SP 302448	Piston Ring Set - SP - .020	14.60	8.76*

\*Dealer 25 Lot Price 7.88  
(when a total of 25 Sets  
of any Sealed Power Rings  
Are ordered at one time.)

These three Sealed Power Piston Ring Sets should be in every Hudson Dealer's stock. The 480 Series Hudson automobiles were introduced nearly eighteen months ago, and some of these cars have accumulated considerable mileage. There is a possibility that cars with high mileage might require engine work in the near future. Let's anticipate this MARKET by stocking these Hudson Sealed Power Piston Ring Sets in ample quantity NOW!!!

In addition to the Ring Sets listed above, we are also announcing another new Hudson Sealed Power Piston Ring Set for 1939-47 Six Cylinder Automobiles:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dealer Net</u>
SP 302554	Piston Ring Set - Cast Iron - .030 Fits all 1939-47 6 Cylinder Automobiles	\$14.60	\$ 8.76*

\*Mixed Lot of 25 Price 7.88

This .030 oversize Piston Ring Set is announced in response to Dealers' requests for an extreme oversize Ring Set for use in older linder Automobiles with extreme mileage and cylinder wear.

(OVER)

Subject

- 2 -

READY FOR  
IMMEDIATE  
SHIPMENT

Stocks of SP 302554 Hudson Sealed Power Piston Ring Sets are being shipped to all Zone and Distributor Warehouse points and will be available immediately. Order heavy on this Piston Ring Set -- we predict it will become one of your most popular Piston Ring Sets within the next year.

GET  
READY FOR  
INCREASED  
MOTOR  
OVERHAUL  
BUSINESS

Advance trade reports indicate a decided increase in major motor overhaul jobs this coming year. Springtime is the peak season of the year for motor overhaul work. Let's anticipate the trend this year and start right away to stock ample supplies of Hudson Sealed Power Piston Ring Sets.

Here are four new Piston Ring Sets which should be added to every Hudson Dealer's stock. Order your Piston Ring Sets NOW !!!

ORDER YOUR  
SEALED  
POWER PISTON  
RING SETS  
NOW!!!

Better yet, take this opportunity to check your inventory and place your order for these new Hudson Sealed Power Piston Ring Sets. Take advantage of our low mixed-lot price by adding other Hudson Sealed Power Piston Ring Sets to your order to make up a minimum 25 Lot order.

ORDER BLANK  
ATTACHED

Use the attached order blank for placing your order with your Zone or Distributor Warehouse today.

-----

C. H. REMMEL

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 32.)



# Parts Merchandising Bulletin

Number  
10

Date  
2-24-49

Subject

TO ALL DEALERS:

**GET SET FOR INCREASED BRAKE BUSINESS NOW!**

MARCH has been designated as HUDSON BRAKE MONTH and your Service Department will be selling more brake adjustments and repairs than ever before. To back up this program, be sure that your stock of Genuine Hudson Brake Parts is adequate to take care of this increased business. With a good supply of brake parts on hand, every job can be handled immediately and prompt service given your customers.

On Pages 15 and 16 of the Monthly Parts Order Pad are listed the necessary parts for brake repair work on all models. The most important of these Items are listed below:

MARCH  
BRAKE  
CAMPAIGN

MONTHLY  
PARTS  
ORDER PAD

<u>Part No.</u>	<u>Name and Model</u>	<u>Price List</u>
F 168433	Master Cyl. Repair Kit 36-41 All	\$1.73
F 158434	Wheel Cyl. Repair Kit 36-47	1.55
F 158435	Wheel Cyl. Repair Kit 80-90-40T-40P	1.44
F 163411	Brake Shoe & Lining Set 41-47 All 6 Cyl.	6.90
F 163412	Brake Shoe & Lining Set Frt. 41-47 All, Rr. 48-49 All	6.90
F 163413	Lining A Rivets Kit 41-47 6 Cyl.	4.05
F 163414	Lining & Rivets Kit - Frt. 41-47 8 Cyl. Rr. 48-49 All	3.90
F 163504	Brake Shoe & Lining Set 38-40 with 9 1/16" Brakes	6.90
F 163505	Lining & Rivets Kit 38-40 with 9 1/16" Brakes	3.95
F 163506	Brake Shoe & Lining Set 38-40 with 10 1/16" Brakes	6.90
F 163507	Lining & Rivets Kit 38-40 with 10 1/16" Brakes	4.05
F 163508	Brake Shoe & Lining Set 38-40 with 11 1/16" Brakes	7.10
F 163509	Lining & Rivets Kit 38-40 with 11 1/16" Brakes	3.90
F 163610	Master Cyl. Repair Kit 41-47 All	1.75
F 166276	Master Cylinder 36-47 All	9.75
F 300532	Lining A Rivets Set Frt. 48-49 All	5.50
F 300535	Shoes & Lining Set Frt. 48-49 All	7.80

On brake relining jobs, we recommend the installation of new brake shoes and linings which not only insure Owner satisfaction but produce greater profit to you. The brake shoes are NEW, the linings factory installed and are Engineering approved. The installation of new brake

USE NEW  
BRAKE  
SHOES AND  
LINING

(OVER)

Subject

- 2 -

shoes and liners is a time saver and will enable you to complete more brake jobs with the same personnel, equipment and floor space.

SPECIAL  
ORDER  
BLANK

Your Zone Warehouse or Distributor has ample stocks of Genuine Hudson Brake Parts and is prepared to fill your orders immediately. Attached is a special blank for your convenience in placing a supplementary order for brake parts.

CHECK YOUR STOCK NOW!

PLACE YOUR ORDER FOR MORE BRAKE PARTS AND GET SET

FOR

B I G B U S I N E S S !

-----

C. C. MC KELLAR

MANAGER PARTS ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 40).



# Parts Merchandising Bulletin

Number

10

Date

3-17-49

Subject

REDUCED  
BATTERY  
PRICES

TO DEALERS:

Effective March 21, 1949, Battery prices are changed to conform with the following price schedule:

Hudson Part No.	New National Type	Old National Type		List Price	Dealer Net
SP-302214	1-N-110	N-17-1	Battery	\$25.85	\$17.33
SP-302175	1-KC-100	KC-15-1	"	23.90	16.00
SP-302174	1-S-100	S-15-1	"	21.55	14.67
SP-302215	1-W-90	W-15-1	"	18.25	13.33
SP-302211	2L-N-110	N-19-1F	"	21.15	17.13
SP-302176	2L-KG-100	KC-17-1F	"	23.90	16.00
SP- 48150	2L-S-100	S-17-1F	"	21.55	14.67
SF-302217	2L-W-90	W-15-1F	"	18.25	13.33
SP-302178	2-KG-120	KC-2	"	28.85	19.33
SP-302177	2-S-115	S-17-2	"	24.50	16.67
SP-302218	2-W-100	W-15-2	"	21.00	15.33
SP-302179	2F-KG-120	KC-2HF	"	28.85	19.33
SP-300209	2F-S-120	S-17-2HF	"	25.50	17.33
SP-302219	2F-W-100	W-15-2HF	"	20.10	14.67
SP-150763	3L-S-115	S-19-2F	"	27.45	18.67
SP-302220	2E-N-130	N-19-2L	"	28.85	19.33
SP-302181	2E-KG-120	KC-17-2L	"	217.35	18.33
SP-302180	2F-S-120	S-17-2L	"	25.50	17.33
SP-302221	2E-W-100	W-15-2L	"	21.00	15.33

Please correct your records accordingly

CORRECT  
YOUR  
RECORDS

-----  
C. C. MC KELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 45)





# Parts Merchandising Bulletin

Number

11

Date

3-15-49

Subject

CORRECTION

REBUILT  
ENGINE  
PART  
NUMBER  
DESCRIP-  
TIONS

REVISED

DESCRIP

TIONS

CORRECT ALL  
RECORDS  
ACCORD-  
INGLY

TO DEALERS:

It has been called to our attention that the Part Numbers assigned to our Rebuilt Engines covering 1937 Models should be further clarified to prevent possible error in specifying Rebuilt Engines for 1937 Hudson and Terraplane Automobiles.

Therefore, we revise our Parts Number listing as follows

C 302301 - 36 All, Plus 37 Models 70, 71 and 78 - Long Stroke

C 302302 - 37 (Models 72, 73 Only), 38-39 - Long Stroke

The balance of our Rebuilt Engine Part Numbers remain as originally specified.

Please correct all price lists bulletins and order blanks pertaining to Rebuilt Engines you may have in your possession in accordance with this revised information.

-----  
C. C. MC KELLAR

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO 44.)



# Parts Merchandising Bulletin

Number

12

Date

5-12-49

Subject

LAMP BULBS -  
CARTONS  
OF TEN

PART  
NUMBERS

PRICES

G. E. MAZDA  
LAMP BULBS

ORDER  
CARTONS  
OF TEN

TO DEALERS:

Effective immediately, Lamp Bulbs will be packaged in cartons of ten for ease of handling and to prevent damage in shipment.

The following part numbers are affected:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net Ea.</u>
SP-18100	Bulb - License 8 Parking Lamps	\$ .10	\$ .06
SP-70001	Bulb - Front Dome & Courtesy Lamps	.23	.14
SP-71550	Bulb - Instrument Panel Dials	.09	.05
SP-71641	Bulb - Direction Indicator Jewel	.09	.05
SP-170363	Bulb - Tail & Stop, Direction Indicator Front Lamps	.32	.19
SP-170531	Bu b - Direction Indicator - Rear	.25	.15
SP-171066	Bulb - Rear quarter Dome	.12	.07

All Hudson Lamp Bulbs are the best quality G.E. MAZDA or the equivalent. Your Zone Warehouse or Distributor maintains an ample stock at all times and will give prompt service on orders. Include a good quantity of Hudson Lamp Bulbs on your Next Monthly Parts Order!

The quantities on all orders for the above bulbs should be in multiples of ten. Please mark your records accordingly.

SELL HUDSON - G.E. MAZDA LAMP BULBS!

BUY THEM IN CARTONS OF TEN!

C.C. MCKELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 54).



# Parts Merchandising Bulletin

Number  
13

Date  
5-12-49

Subject

BRAKE  
CYLINDER  
REPAIR  
KITS -  
480 - 490  
SERIES

PART  
NUMBERS

PRICES

ALL  
DEALERS  
SHOULD  
STOCK THESE  
PARTS

TO ALL DEALERS:

Brake Cylinder Repair Kits for the 480 - 490 Series Cars are now available.

The following part numbers and prices apply:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>
F 302522	Master Cylinder Repair Kit	\$ 1.80
F 302523	Wheel Cylinder Repair Kit - Front	2.10
F 300524	Wheel Cylinder Repair Kit - Rear	1.75

480 - 490 SERIES CARS

The use and replacement need for Brake Cylinder Repair Kits is well known. Many 480 - 490 Series Cars have built up considerable mileage. As a consequence, it is recommended that all Dealers maintain a reasonable stock of Master and Wheel Cylinder Repair Kits

-----

C. C. MCKELLAR

PARTS ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 55).



# Parts Merchandising Bulletin

Number

14

Date

5-16-49

Subject

NEW LOW  
BATTERY  
PRICES

TO DEALERS:

Effective May 23, 1949, Battery prices are changed to conform with the following price schedule:

<u>Hudson Part No.</u>	<u>New National Type</u>	<u>Old National Type</u>		<u>List Price</u>	<u>Dealer Net</u>
SP-302214	1-N-110	N-17-1	Battery	\$23.20	\$15.53
SP-302175	1-KG-100	KC-15-1	"	21.40	14.33
SP-302174	1-S-100	S-15-1	"	19.95	13.56
SP-302215	1-W-90	W-15-1	"	17.00	12.40
SP-302216	2L-N-110	N-19-1F	"	23.80	15.93
SP-302176	2L-KG-100	KC-17-1F	"	21.70	14.53
SP- 48150	2L-S-100	S-17-1F	"	20.60	14.00
SP-302217	2L-W-90	W-15-1F	"	16.90	12.33
SP-302178	2KG-120	KC-2	"	25.35	17.00
SP-302177	2-S-115	S-17-2	"	22.25	15.13
SP-302218	2-W-100	W-15-2	"	19.35	14.13
SP-302179	2F-KG-120	KC-2HF	"	25.25	16.93
SP-300209	2F-S-120	S-17-2HF	"	23.05	15.67
SP-302219	2F-W-100	W-15-2HF	"	19.10	13.93
SP-150763	3L-S-115	S-19-2F	"	23.25	16.80
SP-302220	2E-N-130	N-19-2L	"	25.85	17.33
SP-302181	2E-KG-120	KC-17-2L	"	24.30	16.27
SP-302180	2E-S-120	S-17-2L	"	23.25	15.80
SP-302221	2E-W-100	W-15-2L	"	20.20	14.73

Please notify all members of your organization and correct price books and card records.

CORRECT  
YOUR  
RECORDS

-----  
C.C. MCKELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 58).



# Parts Merchandising Bulletin

TO ALL DEALERS (EXCEPT THOSE OPERATING UNDER THE BERKELEY,  
PORTLAND & LOS ANGELES ZONES:)

This is a revision of Parts Merchandising Bulletin No. 8 issued August 13, 1948 fully describing the Rebuilt Basic Engine Program.

Rebuilt Six Cylinder Basic Engines are now available for shipment from your Zone Warehouse or Distributor. These engines are for Hudson Models 1936 through 1947, both Short and Long Stroke types. The engines are available on an EXCHANGE BASIS ONLY since it is necessary to have the old engines for rebuilding.

The Rebuilt basic Engines are completely remanufactured and include new Valves, Tappets, Guides, Timing Gears, and less only the Cylinder Head, Manifolds and Oil Pan. The rebuilding is done under Factory supervision by the C & K Hudson Engines Rebuilders, Inc. Manufacturing methods are specified by the Engineering Department, and the Inspection Department maintains careful surveillance of all operations. The entire output of C & K Hudson Engine Rebuilders, Inc. is for the Hudson Motor Car Company.

All new Factory inspected Hudson Parts are used in rebuilding Basic Engines. This includes Valves, Valve Springs, Tappets, Crankshaft Bearings, Pistons, Service Piston Ring Sets, Piston Pins, Camshafts, Camshaft Bearings and Timing Gear Sets. The only old parts used are the Cylinder Block which is rebored to a maximum of .030 oversize and the Crankshaft which is reground to a maximum of .020 undersize. Connecting Rods that pass inspection are rebabbitted.

Old engines are completely disassembled, the Cylinder Block thoroughly cleaned and all grease, dirt and other foreign matter removed. It is then inspected and rebored. The Crankshaft also goes through the same cleaning process and the bearing surfaces are then reground. The Main Bearings are assembled to the Cylinder Block and line-bored insuring the proper Crankshaft clearances.

All Rebuilt Six Cylinder Basic Engines carry the usual manufacturer's warranty, which is ninety days or 4,000 miles, whichever occurs first. Warranty claims on Rebuilt Basic Engines will be handled the same as any other Hudson part, through the Owner Relations Department.

Part numbers covering Rebuilt Basic Engines are listed herewith:

- C 302301. - 1936 All, Plus 1937 Models 70, 71 and 78 - Long Stroke
- C 302302 - 1937 (Models 72, 73 Only), 1938 1939 Long Stroke
- C 302304 - 1940 - Long Stroke
- C 302306 - 1941 - 1947 Long Stroke
- C 302303 - 1938 - 1939 Short Stroke
- C 302305 - 1940 - Short Stroke
- C 302307 - 1941 - 1942 Short Stroke

(OVER)

Number

15

Date

5-17-49

Subject

REVISED  
BULLETIN

FACTORY  
REBUILT  
BASIC  
ENGINES

MANUFAC-  
TURED  
UNDER  
FACTORY  
SUPERVISION

ALL NEW  
GENUINE  
HUDSON  
PARTS  
USED

FINEST  
METHOD  
OF MANU-  
FACTURE

MANUFAC-  
TURER'S  
WARRENTY

PART  
NUMBERS  
AND DES-  
CRPTION

Subject

ALL SHIP-  
MENTS  
COLLECT

Immediate shipment will be made from your Zone Warehouse or Distributor of all orders placed on the Rebuilt Basic Engine Order Form, a supply of which is enclosed. Rebuilt Engines are shipped to Zones and Distributors direct from the C & K Hudson Engine Rebuilders, Inc., FREIGHT COLLECT. This expense is added to the Dealer invoice. Zones and Distributors ship Rebuilt Engines to Dealers COLLECT and the total shipping expense from C & K to the Zones and Distributors and from the Zones and Distributors to Dealers, is added to the total retail installation.

PRICE  
SCHEDULE

The price resale schedule for Rebuilt Basic Engines is as follows:

	<u>List</u>	<u>Dealer Net</u>
Rebuilt Basic Engine	\$318.95	\$277.00
Less:		
Useable Crankshaft	32.00	32.00
Useable Cylinder Block	<u>67.00</u>	<u>67.00</u>
Net Exchange Cost	\$219.95	\$178.00
Add:		
Shipping Expense C & K to Zone (Distributor)	_____	
Shipping Expense Zone (Distributor) to Dealer	_____	
Shipping Expense Return of old Engine to C & K	_____	
Total labor necessary for removing old engine and installing Rebuilt Engine 13 hours Flat Rate	_____	
Necessary Gaskets and Engine Oil	_____	
Total Installed Price	_____	

SELL MOTOR  
TUNE-UP

To insure the buyer of a Rebuilt Engine, top performance, we recommend that you sell him, in addition to the above, a major Motor Tune-Up.

DESCRIPTION  
OF REBUILT  
ENGINE AS  
SHIPPED

Rebuilt Engines are carefully prepared for shipment. The Cylinder Block is painted with Aluminum heat-resistant paint. All machined surfaces including top of block, Cylinder Bores, Valve Chambers, Crankshaft, Camshaft ends, Crankshaft ends etc. are well coated with a rust preventive solution that can be easily removed

(CONTINUED)



# Parts Merchandising

## Bulletin

- 3 -

solution that can be easily removed with mineral spirits or kerosene. The engine is placed on a sturdy box frame lined with waterproof paper. Waterproof paper also covers the top of the block and a wooden box protects the Cylinder Head Studs. The top and bottom boxes are banded together forming a strong compact shipping unit.

A bronze tag is attached to each Rebuilt Basic Engine Indicating the last three digits of the part number, the Cylinder size and the Crankshaft size. It is placed so that it will be covered when the generator is installed.

State laws regarding the installation of Rebuilt Engines on licensed vehicles should be investigated to make sure of compliance with regulations.

The old Basic Engines of like model, must be returned complete regardless of condition, although damaged beyond repair. This includes the Cylinder Block, Crankshaft and full set of Connecting Rods together with Valves, Springs, etc. Engines should be returned LESS the Cylinder Heads, Manifolds, Oil Pans, Carburetors and electrical equipment, thereby eliminating any disassembling expense on your part of the old engine.

Old engines are to be shipped FREIGHT PREPAID) to the:

C & K Hudson Engine Rebuilders, Inc.  
 22110 West Eight Mile Road  
 Detroit, Michigan

The freight classification of old engines is "Automobile Engines - Old - Used - having value for reconditioning." This classification carries the minimum freight rate. The shipping crate received with the Rebuilt Engine should be used in returning the old engine.

A Replacement Certificate is to be issued FOR EACH OLD ENGINE. The yellow copy should accompany the engine as a packing slip. The pink and white copies are to be mailed with Bill of Lading attached, to your Zone Office or Distributor. After the C & K Hudson Engine Rebuilder's report is received by the Factory Owner Relations Department, credit will be issued to the Zone Office according to the result of the inspection. The Zone Office will then pass credit to your parts account. CREDIT will not be issued for separate Crankshafts unless included with the complete engine.

Immediate shipment will be made of all Rebuilt Basic Engine orders from your Zone Warehouse or Distributor and billing price will be for a complete Rebuilt Basic Engine. After the old engine arrives, inspection will be made and credit issued in accordance with the above price schedule for useable Crankshafts and Cylinder Blocks.

(OVER)

Number

15

Date

5-17-49

Subject

IDENTIFI-  
 CATION  
 TAGS

STATE  
 LAWS

MUST BE  
 RETURNED  
 COMPLETE

RETURN OF  
 OLD ENGINES

ISSUING  
 OF CREDIT  
 ON OLD  
 ENGINES

INITIAL  
 BILLING

Subject

- 4 -

OLD ENGINES  
MUST BE  
RETURNED

Your Zone Warehouse or Distributor has available, a stock of Rebuilt Basic Engines which can be shipped immediately upon receipt of your orders., It must be understood, however, that it is necessary to have an equal quantity of old engines, of like model, returned, otherwise, it will be impossible to maintain our production of Rebuilt Basic Engines. The inspection of the old engines will be prompt and credit issued immediately to your parts account. Rejected Blocks or Crankshafts will be scrapped at the engine plant and no return will be made of the rejected material.

HUDSON  
REBUILT BASIC  
ENGINES  
ARE GOOD  
ENGINES!!

The rebuilding of Hudson Basic Engines is strictly a QUALITY Job. The best known methods are used and cleanliness is a watchword. All new GENUINE HUDSON PARTS are installed and the engines carry the regular new car warranty. The Hudson Rebuilt Basic Engine compares favorably with a new engine. It is QUALITY MERCHANDISE and should be presented to Hudson Owners on that basis.

SELL  
REBUILT  
ENGINES

The market for Rebuilt Engines is enormous. Hudson Dealers should contact all Owners of 1947 and older model cars and let them know that Rebuilt, Engines are available. The opportunity is HERE and the time NOW - THE PROFIT CANNOT BE OVERLOOKED!!

-----  
C. C. MCKELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 59).





# Parts Merchandising Bulletin

Number  
16

Date  
6-6-49

Subject

TO ALL DEALERS:

To assure Hudson dealers of an initial supply of the following new exterior colors, we have established a PAINT KIT consisting of two quarts of each of the new colors and two quarts of C 175557 Red Primer-Surfacer to be shipped on a prepaid basis with their monthly stock order:

NEW  
PAINT  
KIT

<u>Part No.</u>	<u>Description</u>	<u>*Code No. of Solid Colors</u>	<u>Effective Production Date</u>
C 175563	Pacemaker Green	P-8	May 20, 1949
C 175566	Sierra Green	S-10	May 20, 1949
C 175569	Hardwood Tan	H-3	Approx. July 5, 1949
C 175572	Naples Tan	N-7	Approx. June 6, 1949
C 175575	Jet Blue	J-4	Approx. June 6, 1949
C 175578	Brazilian Blue	B-1	Approx. June 6, 1949
C 175581	Burgundy Maroon	M-6	May 31, 1949
C 175590	Radiant Red	RR-16	May 20, 1949
C 175584	Quebec Gray	Q-9	May 31, 1949
C 175587	Gull Gray	G-2	May 31, 1949
C 175593	Gray Gold	CC-17	May 24, 1949

\*Code number appears on the right front door hinge body half.

Dealers, when purchasing this PAINT KIT, will receive an additional five percent (5%) discount over and above their regular dealer net. This additional five percent (5%) will enable the Hudson dealers to realize the wholesale paint business from independent outlets in their territories who are servicing Hudson cars.

ADDITIONAL  
5% DISCOUNT  
OVER AND  
ABOVE  
DEALER NET

The following price and part number apply to the new PAINT KIT:

<u>Part No.</u>	<u>Description</u>	<u>Dealer* Net</u>
C 215139	PAINT KIT - Consisting of 2 Qt. each C 175563 C C 175566, C 175569, C 175572, C 175575, C 175578, C 175581, C 175590, C 175584, C 175587, C 175593, and C 175557	*The following price includes the addi- tional 5% discount.  \$42.47

PRICE

AND

PART

NUMBER

These PAINT KITS will be packaged and sealed by our supplier, assuring dealers of a complete stock of the new colors.

(OVER)

The new colors will supercede the following old colors:

Part No.	Description		Part No.	Description
C 175563	Pacemaker Green	Supercedes	C 175522	Piedmont Green
C 175566	Sierra Green	"	C 175519	Savoy Green
C 175569	Hardwood Tan	"	C 175549	Holster Tan
C 176572	Naples Tan	"	C 175552	Nomad Bronze
C 175575	Jet Blue	"	C 175546	Jersey Blue
C 175578	Brazilian Blue	"	C 175543	Brigantine Blue
C 175581	Burgundy Maroon	"	C 175531	Deep Maroon
C 175590	Radiant Red	"	C 175534	Ruby Red
0 175584	Quebec Gray	"	C 175537	Queenstown Gray
C 175587	Gull Gray	"	C 175540	Glowing Gray
C 175593	Gray Gold	"	C 175516	Platinum

SUPER-  
CEDING  
COLORS

These new paints will be used in our "eye-appeal" two-tone combinations with the exception of C 175593 GRAY GOLD, which will be available only in solid color. Following are our new two-tone combinations:

<u>Part No.</u>	<u>Combination</u>		<u>Code No.</u> <u>of Two-Tone</u> <u>Combination</u>
C 175572	Naples Tan (N-7)	Upper Body	
C 175569	Hardwood Tan (H-3)	Lower Body	HN 11
0 175578	Brazilian Blue (B-1)	Upper Body	
0 175575	Jet Blue (J-4)	Lower Body	JB 12
C 175587	Gull Gray (G-2)	Upper Body	
C 175584	Quebec Gray (Q-9)	Lower Body	QG 13
0 175563	Pacemaker Green (P-8)	Upper Body	
C 175566	Sierra Green (S-10)	Lower Body	SP 14
C 175581	Burgundy Maroon (M-6)	Upper Body	
C 175590	Radiant Red (RR-16)	Lower Body	RM 15

TWO-  
TONE  
COMBINATION

(OVER)



# Parts Merchandising Bulletin

PAGE 3

Number  
16

Date  
6-6-49

Subject

Following are the reasons why we included two quarts of Hudson Red Primer-Surfacer in our PAINT KIT:

1. Hudson Red Primer-Surfacer was formulated exclusively for refinishing work and the conditions that exist in local bumper shops and garages as well as the modern up-to-date paint operations.
2. We have concentrated on package stability giving Hudson dealers a non-settling, non-separating primer which mixes readily and smoothly with quality lacquer
3. We also have stressed fast drying which speeds refinishing work and requires minimum time for sanding. Sanding is held to a minimum of effort due to the imported French talcum used in our products. It feathers to a fine non-lifting and non-bleeding edge and will not gum to the sand paper.
4. Porosity of the surfacer is at a minimum and as a result, it holds out the finished coat, allowing a high lustre, deep gloss and smooth finish making colors stand out while keeping polishing to an absolute minimum.
5. Hudson Red Primer-Surfacer contains over sixty percent (60%) solids by actual weight giving exceptional mileage and uniform filling qualities necessary without sacrificing speed of drying and adhesion to the bare metal. It might be added, this material may be reduced to one hundred fifty percent (150g) with Hudson Approved Laboratory Controlled Lacquer Thinners.

For complete customer satisfaction, always use Hudson Factory Approved Paints as Hudson refinishing lacquers are flexible inasmuch as they are formulated for "SPOTTING-IN" or for complete "OVER-ALL" jobs.

Please order your PAINT KITS on the attached order blank and forward to your Zone or Distributor.

H. L. TEMPLIN

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 65.)

ADVANTAGES  
OF  
USING  
HUDSON  
RED  
PRIMER-  
SURFACER

ORDER  
BLANK  
ATTACHED



# Parts Merchandising Bulletin

Number  
17

Date  
6-13-49

Subject

TO ALL DEALERS:

A NEW LOW RESALE SCHEDULE on Piston Ring Sets becomes effective as of Juno 20, 1949. Dealer Net prices have been computed on a straight 50% discount in any quantity - List prices remain the same. This low Dealer Net offers Hudson Dealers extra profit on Ring Sets used In their Service Department and the sale of "ring jobs" should be promoted vigorously. The 50% discount further permits Hudson. Dealers to sell Piston Ring Sets to the wholesale trade on a competitive basis.

The following part numbers are affected:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166324	Piston Ring Set - Std.	\$14.60	\$ 7.30
SP-166442	“ “ “ .010	14.60	7.30
SP-166443	“ “ “ .020	14.60	7.30

Cast Iron Oil Rings 1936 thru 1938, 1939-1st. type - 6 cylinder

SP-166325	Piston Ring Set Std.	14.60	7.30
SP-166444	“ “ “ .010	14.60	7.30
SP-166445	“ “ “ .020	14.60	7.30

Cast Iron Oil Rings 1939 2nd. type, 1940 thru 1947 - 6 cylinder

SP-166326	Piston Ring Set - Std.	19.70	9.85
SP-166446	“ “ “ .010	19.70	9.85
SP-166447	“ “ “ .020	19.70	9.85

Cast Iron Oil Rings 1936 thru 1938, 1939 1st. type - 8 cylinder

SP-166327	Piston Ring Set - Std.	19.70	9.85
SP-166448	“ “ “ .010	19.70	9.85
SP-166447	“ “ “ .020	19.70	9.85

Cast Iron Oil Rings 1939 2nd. type, 1940 thru Current Models - 8 cylinder

SP-166328	Piston Ring Set - Std.	14.60	7.30
SP-166450	“ “ “ .010	14.60	7.30
SP-166451	“ “ “ .020	14.60	7.30

Steel Segment Oil Rings 1936 thru 1938, 1939 1st. type - 6 cylinder

(OVER)

NEW LOW  
PISTON  
RING  
PRICES

PART  
NUMBERS

PRICES

SEALED  
POWER  
PISTON  
RINGS

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166329	Piston Ring Set - Std.	\$14.60	\$ 7.30
SP-166452	“ “ “ .010	14.60	7.30
SP-166453	“ “ “ .020	14.60	7.30
Steel Segment Oil Rings 1939 2nd. type, 1940 thru 1947 - 6 cylinder			
SP-166490	Piston Ring Set - Std.	19.70	9.85
SP-166491	“ “ “ .010	19.70	9.85
SP-166492	“ “ “ .020	19.70	9.85
Steel Segment Oil Rings 1936 thru 1938, 1939 1st. type - 8 cylinder			
SP-166493	Piston Ring Set - Std.	19.70	9.85
SP-166494	“ “ “ .010	19.70	9.85
SP-166495	“ “ “ .020	19.70	9.85
Steel Segment Oil Rings 1939 2nd. type, 1940 thru Current Models - 8 cylinder			
SP-302554	Piston Ring Set .030	14.60	7.30
Cast Iron Oil Rings 1939 2nd. type, 1940 thru 1947 - 6 cylinder			
SP-302185	Piston Ring Set - Std.	14.60	7.30
SP-302447	“ “ “ .010	14.60	7.30
SP-302448	“ “ “ .020	14.60	7.30
Cast Iron Oil Rings 1948 - 1949-6 cylinder			
SP-166628	Piston Ring Set - Std.	14.25	7.13
SP-166649	“ “ “ .010	14.25	7.13
SP-166650	“ “ “ .020	14.25	7.13
Cast Iron Oil Rings 1936 thru 1938, 1939 1st. type - 6 cylinder			
SP-166629	Piston Ring Set - Std.	14.25	7.13
SP-166651	“ “ “ .010	14.25	7.13
SP-166652	“ “ “ .020	14.25	7.13
Cast Iron Oil Rings 1939 2nd. type, 1940 thru 1947 models - 6 cylinder			
SP-166632	Piston Ring Set - Std.	19.00	9.50
SP-166657	“ “ “ .010	19.00	9.50
SP-166658	“ “ “ .020	19.00	9.50
Cast Iron Oil Rings 1936 thru 1938, 1939 1st. type - 3 cylinder			
SP-166634	Piston Ring Set - Std.	19.00	9.50
SP-166661	“ “ “ .010	19.00	9.50
SP-166662	of it .020	19.00	9.50
Oil Rings 1939 2nd. 1940 thru. Current Models - 8 cylinder			
SP-166627	Piston Ring Set - Std	15.85	7.93
SP-166647	“ “ “ .010	15.65	7.93
SP-166648	“ “ “ .020	15.85	7.93

Steel Segment, Oil Rings 1936 thru 1938, 1939 1st. type - 6 cylinder

(CONT'D)

PEDRICK  
PISTON  
RINGS



# Parts Merchandising Bulletin

Number

17

Date

6-13-49

Subject

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
SP-166630	Piston Ring Set - Std.	\$15.85	\$ 7.93
SP-166653	“ “ “ .010	15.85	7.93
SP-166654	“ “ “ .020	15.85	7.93
Steel Segment Oil Rings 1939 2nd type, 1940 thru 1947 Models - 6 cylinder			
SP-166631	Piston Ring Set - Std.	21.10	10.55
SP-166655	“ “ “ .010	21.10	10.55
SP-166656	“ “ “ .020	21.10	10.55
Steel Segment Oil Rings 1936 thru 1938, 1939 1st. type - 8 cylinder			
SP-166633	Piston Ring Set - Std.	21.10	10.55
SP-166659	“ “ “ .010	21.10	10.55
SP-166659	“ “ “ .020	21.10	10.55

Steel Segment Oil Rings 1939 2nd type, 1940 thru Current Models - 8 cylinder

Piston Rings are the fastest selling replacement part. The market for Piston Rings is enormous and Hudson Dealers have only obtained a very small percentage of it. The new low Net prices now make it possible for Hudson Dealers to aggressively promote the sale of Piston Ring Sets to independent garages and competitive car dealers.

The sale of Piston Rings to your wholesale customers should be used as a LEADER and a full 40% discount can now be offered this trade. With the sale of Piston Rings to independent garages on the basis of a 40% discount, you will open the door to other profitable parts business.

Here is an opportunity for increased parts sale and more profit in the fastest selling replacement part. Check your stock immediately and order additional Piston Ring Sets from your Zone Distributor so that you can make prompt delivery.

LET'S GET SET FOR A REAL SALES DRIVE! THE PRODUCT IS RIGHT

THE PRICES ARE RIGHT - NOW LETS GET A JOB DONE!!!

C. C. MCKELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 68.)

FASTEST  
SELLING  
PART

USE AS  
A LEADER

THE  
OPPORTUNITY  
IS YOURS!!!!



# Parts Merchandising Bulletin

Number

18

Date

6-21-49

Subject

CORRECTION

NEW

PAINT

KIT

NEW

CODE

NUMBER

TO ALL DEALERS:

With regard to Parts Merchandising Bulletin Number Sixteen (16), dated June 6, 1949, subject NEW PAINT KIT, it has been necessary to delete the following three (3) colors from our Paint Kit, part number C 215139:

<u>Part Number</u>	<u>Description</u>	<u>Code Number</u>
C 175572	Naples Tan	7
C 175575	Jet Blue	4
C 175581	Burgundy Maroon	6

The reason for deleting C 175572, Naples Tan, and 0 175581, Burgundy Maroon, is due to the discontinuance of these colors in production, and only a limited number of cars were painted in these colors.

C 175575, Jet Blue, is still an active color, but to date has not been used in production. To assure no further delay in preparing this Paint Kit for shipment, we are making arrangements to ship Paint Kit, part number C 215139, consisting of the following colors:

<u>Part Number</u>	<u>Description</u>	<u>Code Number</u>
C 175563	Pacemaker Green	8
C 175566	Sierra Green	10
C 175569	Hardwood Tan	3
C 175578	Brazilian Blue	1
C 175590	Radiant Red	16
C 175584	Quebec Gray	9
C 175587	Gull Gray	2
C 175593	Gray Gold	17

Also, two (2) quarts of C 175557, Red Primer-Surfacer.

The code numbers which appear in this bulletin supersede the paint code numbers in Part Merchandising Bulletin Number Sixteen (16).

<u>Part Number</u>	<u>Combination</u>	<u>Code Number</u>
C 175587	Gull Gray (2) Upper Body	13
C 175584	Quebec Gray (9) Lower Body	

(OVER)

Subject

PAGE 2

<u>Part Number</u>	<u>Description</u>	<u>Code Number</u>
C 175563	Pacemaker Green (8) Upper Body	
C 175566	Sierra Green (10) Lower Body	14
C 175578	Brazilian Blue (1) Upper Body	
C 175575	Jet Blue (4) Lower Body	12

Following Is the net price which will apply to Paint Kit, part number C 215139:

NEW

Dealer Net

PRICES

\$31.35

Every Hudson dealer should have at least one of these Paint Kits in stock at all times to assure himself of the correct matching colors for his Hudson customers. Matching of the new Hudson exterior colors by outside sources will prove extremely difficult.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT  
HOLDERS AS BULLETIN NO. 73.)





# Parts Merchandising Bulletin

Number

19

Date

6-21-49

Subject

TO ALL DEALERS:

There have been several complaints that Hudson Touch-Up Lacquer in the three ounce (3 oz.) cans becomes slightly off shade after applying.

Upon investigation of these complaints by our Engineering Department, it was found that the basic reasons for our Touch-Up Lacquer not matching were duo to improper STIRRING and APPLYING.

Dealers should impress upon their customers, when purchasing a can of our Touch-Up Lacquer, to thoroughly stir the contents before applying. The reason for this is that the pigments of this Lacquer cling to the wall of the can and the aluminum dust settles to the bottom, thereby causing the paint to take on a different shade if not completely mixed.

If dealers have, any three ounce (3 oz.) cans of Hudson Touch-Up Lacquer that have been standing for sometime, we suggest that before selling to a customer, they apply a few drops of Hudson Lacquer Thinner which will enable the customer to thoroughly mix the paint pigments and aluminum dust. This gesture, by the dealers is another means of building customer goodwill.

Dealers should also impress upon a customer that Hudson Touch-Up Lacquer is meant for brush ONLY, and should be applied strictly in accordance with the directions on the can. Hudson Touch-Up Lacquer is not to be "daubed", but the surface upon which the paint is to be applied, should be thoroughly cleaned and the Lacquer applied in even strokes, with the brush that is supplied with each can.

As we have said before, the most important step of all is to THOROUGHLY stir the contents of the can before applying.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 74).

SUGGESTIONS

ON

HUDSON

TOUCH-UP

LACQUER



# Parts Merchandising Bulletin

Number  
20

Date  
7-25-49

Subject

TO ALL DEALERS:

Engine Overhaul Gasket Kits are now available for 480 - 490 Series Cars, Six and Eight Cylinder Models.

The following Part Number and List Prices apply:

<u>Part No.</u>	<u>Name</u>	<u>List Price</u>
F 302834	Engine Overhaul Gasket Kit - 6 cylinder	\$ 7.75
F 302835	Engine Overhaul Gasket Kit - 8 cylinder	10.00

The above Kits are complete and include all necessary gaskets for the rebuilding of 480 - 490 Series engines.

It is recommended that all Dealers carry these Kits in stock or convenience in filling orders. Further, with Engine Overhaul Gasket Kits on hand, engine repair jobs will not be held up due to the lack of one or more gaskets.

Time is saved by mechanics, It simplifies stock room handling and greatly reduces paper work.

Order Engine Overhaul Gasket Kits for 480 - 490 Series Cars on your next stock order.

-----  
C. C. MCKELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 89).

NEW  
GASKET KITS

PART  
NUMBERS

PRICES

18 GASKETS -  
6 CYLINDER  
25 GASKETS -  
8 CYLINDER

SELLS MORE  
GASKETS

TIME  
SAVERS

ORDER NOW!



# Parts Merchandising Bulletin

Number

21

Date

8-1-49

Subject

TO ALL DEALERS:

We have a limited quantity of NEW Carburetors available for models 1940-40, 1941-10, and 1942-20.

For quick disposal of this stock, the following low Dealer Net Price becomes effective August 8, 1949:

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dealer Net</u>
BM-164695	Carburetor Assy.	\$12.00	\$ 7.20
	Carter No. WI-524S 1940-40, 1941-10, 1942-20		

This price schedule is less than the cost of rebuilt Carburetors and will be recognized as an exceptional opportunity.

As the available quantity is limited, orders will be filled in the order received until the stock has been sold out.

**BARGAIN SALE!**

**LOOK AT THESE PRICES!!**

**LESS THAN REBUILT CARBURETORS**

**QUANTITY LIMITED**

-----  
C. C. MCKELLAR

MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 97).



# Parts Merchandising Bulletin

TO ALL DEALERS:

Number  
22

Date  
8-8-49

Subject

Following is the price schedule on pints, quarts and gallons for the new 490 Series Refinishing Lacquers.

PRICE

These new 490 Series Refinishing (Virgin) Lacquers were first introduced to our dealers in Paint Kit, C 215139.

SCHEDULE -

Now with the availability of the individual pints, quarts and gallons, the Hudson dealers can either continue to order the

490

Paint Kit, C 215139, at a five percent (5%) discount over and above the regular discount or purchase the individual pints, quarts and gallons as listed below.

SERIES

Dealers initial stock of the new 490 Series Colors in pints, quarts and gallons should be ordered on the attached order blank and forwarded to your Zone Office or Distributorship.

REFINISHING

The now 490 Series Refinishing Lacquers in Individual containers are available for immediate delivery.

LACQUERS

<u>Part No.</u>	<u>Description</u>	<u>Code No.</u>	<u>List</u>	<u>Dlr. Net</u>
C 175562	Pacemaker Green - Pint	8	\$1.50	\$1.05
C 175563	“ “ - Quart		2.75	1.95
0 175564	“ “ - Gallon			7.55
	Above Gallons in Case Lots			7.30
C 175565	Sierra Green - Pint	10	1.40	1.00
0 175566	“ “ - Quart		2.60	1.80
C 175567	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25
0 175568	Hardwood Tan - Pint	3	1.40	1.00
0 1755 9	“ “ - Quart		2.60	1.80
C 175570	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25
C 175577	Brazilian Blue - Pint	1	1.40	1.00
C 175578	“ “ - Quart		2.60	1.80
0 175579	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25
C 175583	Quebec Gray - Pint	9	1.40	1.00
C 175584	“ “ - Quart		2.60	1.80
C 175585	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25
C 175586	Gull Gray - Pint	2	1.40	1.00
C 175587	“ “ - Quart		2.60	1.80
C 175588	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25

(OVER)

<u>Part No.</u>	<u>Description</u>	<u>Code No.</u>	<u>List</u>	<u>Dlr. Net</u>
C 175589	Radiant Red - Pint	16	\$1.75	\$1.20
C 175590	“ “ - Quart		3.25	2.25
0 175591	“ “ - Gallon			8.95
	Above Gallons in Case Lots			8.70
C 175592	Gray Gold - Pint	17	1.40	1.00
0 175593	“ “ - Quart		2.60	1.80
0 175594	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25

Dealers should take caution in ordering the following Refinishing Lacquer, as only, a limited number of cars were finished in this color:

C 175580	Burgundy Maroon - Pint	6	1.75	1.20
C 175581	“ “ - Quart		3.25	9.25
C 175582	“ “ - Gallon			3.95
	Above Gallons in Case Lots			8.70

H. L. TEMPLIN

PARTS MERCHANDISING

NOTE: TO ASSURE TRUE-COLOR MATCHING, HUDSON REFINISHING (VIRGIN) LACQUERS SHOULD BE COMPLETELY AGITATED BEFORE APPLYING.

THIS BULLETIN AS WRITTEN WILL BE MAILED TO SERVICE STATION A(iREEMENT HOLDERS AS BULLETIN NO. 99.)



# Parts Merchandising Bulletin

Number

23

Date

8-8-49

Subject

USAGE OF  
HYPOID GEAR  
LUBRICANT  
  
ORDERING  
  
DO NOT  
ORDER  
EXCESS  
ORDER  
TODAY!!!

TO ALL DEALERS

In General Technical Policies and Information Bulletin No. 6 dated January 14, 1949, the Service Department outlined the correct procedure for usage of Hypoid Gear Lubricant, C 302710, in conjunction with 300210 or 300211 Carrier and Gear sets and 300282 or 300283 Gear and Pinion Sets,

Dealers should survey their present stock of 300280, 300281, 300282 or 300283 to see if they have one two quart can of Hypoid Gear Lubricant on hand for each of the above mentioned assemblies. To balance your stock of 300280, 300281, 300282 or 300283 with Hypoid Gear Lubricant, C 302710, place your order today for the required amount on the attached order blank.

It will not be necessary to order Hypoid Gear Lubricant in excess of the Gear and Pinion Assemblies on hand, as the Parts Department will automatically ship with each order of 300280, 300281, 300282 or 300283 one two quart (2 qt.) can of Hypoid Gear Lubricant, C 302710, as stated in General Parts Policies and Information Bulletin No. 14 dated June 24, 1949.

It is most important that orders be placed Gear Lubricant, C 302710, immediately.

-----  
H. L. TEMPLIN

PARTS MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 100



# Parts Merchandising Bulletin

Number  
24

Date  
8-23-49

Subject

TO ALL DEALERS:

The supplier of Refinishing (Virgin) Lacquers advises that the new exterior colors, Roman Red, Brigade Blue, and Jet Blue will be available for shipment to Dealers, Zones, and Distributors August 26, 1949.

To eliminate any delay in the initial shipment of these new exterior colors, we have established a Paint Kit, C-217574, consisting of two quarts each of Roman Red, Brigade Blue, and Jet Blue.

Dealers, when purchasing Paint Kit, C-217574, will receive all additional 5 percent discount over and above their regular net.

The following price included the additional 5 percent discount:

<u>Part No.</u>	<u>Description</u>	<u>Dealer Net</u>
C-217574	Paint Kit - Consisting of Two Quarts of:	\$ 11.12
	C-175610 Roman Red	
	C-175607 Brigade Blue	
	C-175575 Jet Blue	

Dealers will order their initial stock of these new exterior colors packaged in Kit, C-217574, on the attached order blank.

ONLY GENUINE HUDSON APPROVED REFINISHING LACQUERS ASSURE COMPLETE CUSTOMER SATISFACTION.

H. L. TEMPLIN

PARTS MERCHANDISING

NOTE - To assure True-Color matching, Hudson Refinishing (Virgin) Lacquers must be completely agitated before applying.

(THIS BULLETIN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 104.)

NEW 490  
SERIES  
COLORS

NEW PAINT  
KIT  
C-217574

PART NUMBER

NET PRICE

ORDER  
BLANK



TO DEALERS

# Parts Merchandising Bulletin

For Dealers' Information, we now have available a sufficient supply of the following "SP11 items that are essential for correct servicing of Hudson automobiles:

<u>Part Number</u>	<u>Description</u>
SP 151962	Clutch Compound - Hudsonite - Gallon
SP 160671	Clutch Compound - Hudsonite - 1 Shot
SP 151967	Brake Fluid - Quart
SP 151968	Brake Fluid - Gallon
SP 166177	Brake Fluid - 12 oz.
SP 151964	Shock Absorber Fluid - Quart
SP 151965	Shock Absorber Fluid - Gallon

When ordering Hudsonite Clutch Compound, Dealers should not overlook the fact that this product is an exclusive Hudson formula, developed by our Engineering Department, and is the only recommended lubricant for Hudson Clutches.

Hudsonite Clutch Compound presents an excellent LEADER for Hudson dealers to gain entry into the independent garages, gas stations, bump shops, etc., for additional parts business. Dealers should not fail to bring to the attention of the independent garages, gas stations, bump shops, etc., that the use of Hudson oil in a Hudson clutch will assure efficient clutch operation.

Hudson Brake and Shock Absorber Fluids are also formulated to the exacting specifications of the Hudson Motor Car Company Engineering Department and are designed to give peak performance in use.

The above "SP" items can be ordered on the attached order blank and Dealers should designate whether the order should be shipped COLLECT immediately or PREPAID with their next monthly stock order.

-----  
H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON APPROVED PARTS ASSURE COMPLETE CUSTOMER SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 107).

Number

26

Date

9-6-49

Subject

NOW  
AVAILABLE

HUDSONITE

BRAKE  
FLUID

SHOCK  
ABSORBER  
FLUID

EXCLUSIVE  
HUDSON  
PRODUCT

EXCELLENT  
LEADER

ORDER  
TODAY





# Parts Merchandising Bulletin

Number  
27

Date  
9-16-49

Subject

**TO DEALERS:**

Dealers' best assurance for satisfied customers -- their ability to supply service replacement parts when needed.

With the fall and winter months rapidly approaching, customer demand for the following sheet metal items will reach its peak:

- Hood Assembly and Detail Parts
- Grille Assembly and Detail Parts
- Front Fender and Detail Parts
- Rear Fender and Detail Parts
- Rocker Panel and Detail Parts
- Rear Deck Compartment Door and Detail Parts
- Bumper and Detail Parts
- Rear Wheel Cover and Detail Parts
- Headlamp Assembly and Detail Parts
- Door Assembly and Detail Parts

In order to supply the coming demand for sheet metal items, dealers should order their fall and winter requirements on the attached order blank which lists ONLY the fast moving sheet metal parts for all 1946 through 1949 models.

An ample supply of sheet metal parts in your dealership TODAY -- will assure dealers of increased customer labor and wholesale parts business TOMORROW:

-----

H. L. TEMPLIN  
PARTS MERCHANDISING

NOTE: Front Fenders 209134 and 209135 (1946-7 Super Model) and 209136 and 209137 (1946-7 Commodore Model) are now available for shipments and may be ordered on the attached order blank.

ONLY GENUINE HUDSON APPROVED PARTS ASSURE COMPLETE CUSTOMER SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 108)

ADEQUATE  
SUPPLY -

SHEET

METAL

PARTS

ORDER  
BLANK  
ATTACHED

ORDER  
TODAY



# Parts Merchandising Bulletin

Number  
28

Date  
9-28-49

Subject

NOW  
AVAILABLE -  
490 SERIES  
TOUCH-UP  
LACQUERS

PART  
NUMBER  
  
AND  
  
PRICE  
SCHEDULE

ORDER  
BLANK  
ATTACHED

TO ALL DEALERS:

We now have available the following 490 series exterior colors in our popular three ounce (3 oz.) Touch-Up can (with brush attached):

Sierra Green	Pacemaker Green
Hardwood Tan	Brigade Blue
Radiant Red	Quebec Gray
Gull Gray	Gray Gold
Brazilian Blue	Jet Blue
Roman Red	

The following part numbers and prices will prevail:

<u>Part No.</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
HS-175595	Pacemaker Green Touch-Up Lacquer	\$ .65	\$ .39
HS-175596	Sierra Green Touch-Up Lacquer	.65	.39
HS-175597	Hardwood Tan, Touch-Up Lacquer	.65	.39
HS-175599	Jet Blue Touch-Up Lacquer	.65	.39
HS-175600	Brazilian Blue Touch-Up Lacquer	.65	.39
HS-175602	Quebec Gray Touch-Up Lacquer	.65	.39
HS-175603	Gull Gray Touch-Up Lacquer	.65	.39
HS-175604	Radiant Red Touch-Up Lacquer	.65	.39
HS-175605	Gray Gold Touch-Up Lacquer	.65	.39
HS-175612	Brigade Blue Touch-Up Lacquer	.65	.39
US-175613	Roman Red Touch-Up Lacquer	.65	.39

Dealers may order their initial stock of these Touch-Up Lacquers on the attached order blank.

These colors will be ready for shipment October 12, 1949.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON APPROVED REFINISHING LACQUERS ASSURE  
COMPLETE CUSTOMER SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 115).



# Parts Merchandising Bulletin

Number  
29

Date  
10-5-49

Subject

On September 19, 1949, Roman Red Body Lacquer was discontinued In production on the 490 series cars and supplemented by Bright Red. Part numbers assigned to the new exterior color, Bright Red, and price schedule are as follows:

<u>Part Number</u>	<u>Description</u>	<u>Code</u>	<u>List</u>	<u>Dlr. Net</u>
C 175665	Bright Red - Pint	21	\$ 1.75	\$ 1.20
C175666	“ “ - Quart		3.25	2.25
C 175667	“ “ - Gallon			8.95
	Above Gallons in Case Lots			8.70
HS 175668	Bright Red Touch-Up Lacquer - 3 o z. can.		.65	.39

NEW  
COLOR -

BRIGHT  
RED

PART  
NUMBERS  
AND  
PRICES

INTRODUCING

WHEEL  
ENAMEL

We are also introducing our Royal Red Wheel Enamel and Cream Wheel Enamel. These enamels were added to our line in response to the numerous requests received from the field. These two (2) wheel enamels were used in production on Hudson automobiles from 1946 through 1949, and are now available for service. Following are the part numbers and price schedule!

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
C 175614	Royal Red Wheel Enamel - Pint	\$1.75	\$1.20
C 175615	Cream Wheel Enamel - Pint	1.40	1.00

PART  
NUMBERS  
AND  
PRICES

Also available for service are the following colors in pint, quart and gallon containers with the following part numbers and prices assigned to each:

<u>Part Number</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
C 175606	Brigade Blue - Pint 18	\$1.40	\$1.00
C 175607	“ “ - Quart	2.60	1.80
C 175608	“ “ - Gallon		6.50
	Above Gallons in Case Lots		6.25
HS 175612	Brigade Blue Touch-Up Lacquer - 3 oz. Can	.65	.39

BRIGADE  
BLUE  
AND JET  
BLUE

NOW  
AVAILABLE -  
PINTS, QUARTS  
GALLONS

(OVER)

Subject

- 2 -

<u>Part Number</u>	<u>Description</u>	<u>Code</u>	<u>List</u>	<u>Dr. Net</u>
C 175574	Jet Blue - Pint	4	\$ 1.40	\$ 1.00
C 175575	“ “ - Quart		2.60	1.80
C 176576	“ “ - Gallon			6.50
	Above Gallons in Case Lots			6.25
HS 175599	Jet Blue Touch-Up Lacquer - 3 oz. can		.65	.39

ORDER  
BLANK  
ATTACHED

ORDER  
TODAY

The aforementioned items may be ordered for immediate shipment on the attached order blank. Order your supply of these new Lacquer items today.

-----

H. L. TEMPLIN

PART MERCHANDISING

ONLY GENUINE HUDSON APPROVED LACQUERS ASSURE COMPLETE  
CUSTOMER SATISFACTION

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 120.)



# Parts Merchandising Bulletin

Number  
30

Date  
10-13-49

Subject

TO ALL DEALERS:

Enclosed is the new ... HUDSON COLOR CHART ... of our 480 and 490 series exterior colors.

This ... COLOR CHART ... has the following Information which will be of valuable assistance to Dealers when ordering Hudson (virgin) Refinishing Lacquers:

1. Part number of all 480-490 series exterior lacquers (with the exception of Bright Red).
2. Code numbers of all new 490 series exterior colors.
3. Matching color chips for all 480-490 series exterior colors.

Supplements to this ... COLOR CHART ... will be available to Dealers with the introduction of any new exterior colors in production

Dealers' Parts and Service Managers, when consulting the new ... COLOR CHART ... may be confused as to why codes do not appear under the 480 and early 490 series color chips as are shown under the 490 series. The reason for this is that the code system used on the 480, and early 490 series colors was duplicated for various colors, such as:

THE CODE NUMBERS USED FOR QUARTERMASTER GRAY AND QUEENSTOWN GRAY ARE "Q". THE DETERMINING DIFFERENCE BETWEEN QUARTERMASTER GRAY AND QUEENSTOWN GRAY IS THE SERIAL NUMBER OF THE AUTOMOBILE.

480-490  
SERIES

COLOR  
CHART

490  
SERIES  
COLORS  
CODE  
NUMBERS

(OVER)

480 AND  
EARLY  
490  
SERIES  
COLORS  
CODE  
CHART

For Dealers' assurance in selecting the correct color when ordering their requirements of 480 and early 490 series exterior colors, we have prepared the following chart:

Code	Model	Color
K or 5	All	Ebony Black
Q	All to serial 482-65778	Quartermaster Gray
Q	All from serial 482-65778 except 65800-66458 incl.	Queenstown Gray
G	All to serial 482-65778	Gallant Gray
G	All frm serial 482-65778 except 65800-66458 incl.	Glowing Gray
H	All to serial 482-41192	Harness Tan
H	All from serial 482-41192 except 41401-41902 incl.	Holster Tan
B	All to serial 482-68732	Banner Blue
B	All from serial 482-68732 except 63900-69397 incl.	Brigantine Blue
CC	All	Platinum
S	All	Savoy Green
P	All	Piedmont Green
N	All to serial 482-41192	Navahoo Bronze
N	All from serial 462-41192 except 41401-41902 incl.	Nomad Bronze
J	All to serial 482-68732	Jockey Blue
J	All from serial 482-68732 except 68900-69397 incl.	Jersey Blue
M	All	Deep Maroon
RR	All	Ruby Red

THESE CODE NUMBERS AND SERIAL NUMBERS ARE LOCATED ON THE RIGHT HAND FRONT DOOR PILLAR POST OF ALL 480 and 490 SERIES AUTOMOBILES.



# Parts Merchandising Bulletin

Number

30

Date

10-13-49

Subject

PAGE 3

We would like to quote from Mr. Colin C. McKellar's message to all Hudson Dealers that appears on the cover of the ... COLOR CHART:

"WE ARE SUPPLYING THE BEST QUALITY VIRGIN REFINISHING LACQUERS AND COMPANION MATERIALS AT REASONABLE DEALER COST."

This is definitely our ... YARD STICK ... for the 1950 Hudson Refinishing Program - - TO SUPPLY DEALERS WITH THE FINEST REFINISHING MATERIALS AVAILABLE AT THE LOWEST POSSIBLE COST.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEERED REFINISHING MATERIALS ASSURE COMPLETE CUSTOMER SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT AS BULLETIN NO. 122.),

OUR AIM -  
SUPPLY  
FINEST  
REFINISHING  
MATERIALS  
AVAILABLE



# Parts Merchandising Bulletin

Number

31

Date

10-14-49

Subject

TO ALL DEALERS:

Since July 1, 1949, Gear and Pinion Sets, F 166188 (4 1/9 to 1 gear ratio) and F 166189 (4 5/9 to 1 gear ratio) for all six and eight (6 and 8) cylinder models from 1939 through 1947 have been on backorder. These Gear and Pinion Sets are Now able for immediate shipment from our Central Warehouse. Prices are as follows:

<u>Part No.</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
F 166188	Gear & Pinion Set - 4 1/9 to 1	\$30.00	\$18.00
F 166189	Gear & Pinion Set - 4 5/9 to 1	30.00	18.00

We are also announcing the availability of our Motor Overhaul Gasket Kit, F 165798, for all six (6) cylinder models from 1937 through 1947. Motor Overhaul Gasket, Kit consists of the following items:

<u>Part No.</u>	<u>Description</u>	<u>List</u>	<u>Dlr. Net</u>
F 165798	Gasket Kit - Moto Overhaul	\$10.00	\$ 6.00

-----

<u>Quantity</u>	<u>Part No.</u>	<u>Description</u>
1	166201	Gasket - Cyl. Head
1	166273	Gasket - Cyl. Head Water Outlet
1	40339	Gasket - Cyl. Support Plate - Front
1	159552	Gasket - Cyl. Support Plate - Rear 1940-41-42
1	40342	Gasket - Cyl. Support Plate - Rear 1934 thru 1939
1	161750	Gasket - Cyl. Water Jacket Cover
1	163793	Gasket - Exhaust Manifold
1	153162	Gasket - Exhaust Damper (manual)
1	153171	Gasket - Exhaust Damper Cover (auto.)
1	46590	Gasket - Intake to Exhaust Manifold

(OVER)

NOW  
AVAILABLE

GEAR  
AND  
PINION  
SETS

MOTOR  
OVERHAUL  
GASKET  
KIT

COMPONENT

PARTS



Subject

PAGE 2

COMPONENT

Quantity

Part No.

Description

PARTS

1

152539

Gasket - Intake Manifold to Cylinder

1

37327

Gasket - Crankshaft Oil Throw - Up.

CONTINUED

1

37328

Gasket - Crankshaft Oil Throw - Low.

2

152649

Gasket - Valve Chamber Cover

4

40429

Gasket - Valve Chamber Cover Screw

2

164595

Gasket - Breather Tube

2

165484

Gasket - Oil Pan

1

157876

Seal - Oil Pump Section Pipe

1

33179

Gasket - Oil Pump Body

1

150219

Gasket - Water Pump Body

1

150222

Gasket - Water Pump Impeller Housing

1

40150

Gasket - Timing Gear Cover

1

40046

Gasket - Clutch Cover (9")

1

42632

Gasket - Clutch Cover (10")

2

40710

Gasket - Carb. to Manifold (single)

2

152991

Gasket - Carb. to Manifold (duplex)

1

42246

Gasket - Exhaust Pipe Flange

1

42349

Gasket - Dist. - 1934-1939

1

153275

Gasket - Fuel Pump - .015"

1

156704

Gasket - Fuel Pump - 1/16"

ORDER  
REQUIRE-  
MENTS  
TODAY

It is suggested that Dealers -review their backorders, on the aforementioned parts and order stock accordingly on the attached order blank.

-----  
H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEER D PARTS ASSURE COMPLETE CUSTOMER  
SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 123.)



# Parts Merchandising Bulletin

Number

32

Date

11-3-49

Subject

TO ALL DEALERS:

The following prices on Special Parts become effective November 14, 1949:

PRICE  
REDUCTIONS

<u>Part No.</u>	<u>Description</u>	<u>List Price</u>	<u>Dlr. Net</u>
SP-18100	Bulb	\$ .09	\$ .05
SP-70001	Bulb	.21	.13
SP-71550	Bulb	.08	.05
SP-71641	Bulb	.08	.05
SP-141850	Sealed Beam Unit Headlamp	1.25	.75
	Lots of 24		.66
SP-170363	Bulb	.30	.18
SP-170531	Bulb	.23	.13
SP-170659	Bulb	.24	.14
SP-171066	Bulb	.11	.06
SP-201134	Floor Mat - Universal	5.15	3.45
SP-208526	Sealed Beam Unit - Back-Up and Driving Light	1.30	.78
SP-202337	Sealed Beam Unit - Fog Lamps	1.50	.90
	Lots of 24		.80
SP-209998	Windshield Cleaner Arm - Short	1.00	.60
SP-209999	Windshield Cleaner Arm - Long	1.00	.60
SP-216662	Sealed Beam Unit - Spotlight	1.65	.99
	Lots of 24	.37	

Please notify all personnel and correct records accordingly.

-----

C. C. MCKELLAR  
MANAGER  
PARTS & ACCESSORY MERCHANDISING

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION  
AGREEMENT HOLDERS AS BULLETIN NO. 130).



# Parts Merchandising Bulletin

Number  
33

Date  
11-21-49

Subject

TO DEALERS:

We now have available for immediate delivery Water Pump Repair Kits for the 480, 490 and 500 series cars.

Part numbers and prices of these new Water Pump Repair Kits are as follows:

<u>Part No.</u>	<u>Description</u>	<u>Model</u>	<u>List Price</u>	<u>Dlr. Net</u>
303870	Water pump Repair Kit	480, 490 and 500 series		\$2.65
	Consisting of:	All 6 Cylinder		
	1 F 300220	Water Pump Shaft Seal Assembly		
	1 F 300221	Water Pump Shaft Seal Washer		
	1 F 300223	Water Pump Impeller		
	1 F 300224	Water Pump Body Gasket		
	1 F 300237	Water Pump Body Cover Gasket		
30387	Water Pump Repair Kit	480, 490 and 500 series		2.65
	Consisting of:	All 8 Cylinder		
	1 F 300220	Water Pump Shaft Seal Assembly		
	1 F 300221	Water Pump Shaft Seal Washer		
	1 F 300223	Water Pump Impeller		
	1 F 300230	Water Pump Body Gasket		
	I F 300232	Water Pump Body Cover Gasket		

IMMEDIATE  
DELIVERY -

WATER  
PUMP  
REPAIR  
KITS

PART  
NUMBER

AND

PRICE  
SCHEDULE

Dealers may order their initial stock of these Water Pump Repair Kits on the attached order blank.

-----

H. L. TEMPLIN

PARTS MERCHANDISING

ONLY GENUINE HUDSON ENGINEERED PARTS ASSURE COMPLETE CUSTOMER SATISFACTION.

(THIS BULLETIN AS WRITTEN IS BEING MAILED TO SERVICE STATION AGREEMENT HOLDERS AS BULLETIN NO. 131.)