

HUDSON



SALES DEPARTMENT LETTERS

1909-1913

# C O N T E N T S

DATE	SUBJECT
1909	
Dec. 10	Price Increase of 1910 Hudson Roadster
Dec. 13	New Hudson Touring Car
1910	
Feb. 1	Selling Points at Exhibits of Hudson Cars
Feb. 18	Hudson "Twenty"
Mar. 15	No More Orders for Hudson "37"
Jun. 22	Additional Roadster
1913	
Mar. 14	Change in Production Policies - Model "37" & Model "54"



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

J. L. HUDSON, Chairman of Board

R. D. CHAPIN, President  
 H. E. COFFIN, Vice-Pres.  
 F. O. BEZNER, Secretary  
 R. R. JACKSON, Treas. & Gen. Mgr.

CABLE ADDRESS  
 HUDSON CAR

Registered Mail

Dec. 10, 1909

SUBJECT:- INCREASE IN PRICE OF 1910 HUDSON ROADSTER.

ON AND AFTER JANUARY FIRST, 1910, THE LIST PRICE OF THE HUDSON TWENTY ROADSTER WILL BE \$1000 INSTEAD OF \$900

At the new list price of \$1000, the Hudson Roadster will be equipped with two side and one rear oil lamp; two gas lamps, generator, horn and tools, as heretofore; and, IN ADDITION, this car will be fitted with 3½ INCH CLINCHER TIRES ON BOTH FRONT AND REAR WHEELS. The open space on both sides of the car between the step and the frame will be enclosed, affording better protection against flying mud or dust, and adding considerably to the appearance of the car.

For \$150 ADDITIONAL we will furnish Bosch magneto (\$80), Top (\$40), Prestolite tank (\$20) and Extra rumble (\$25), making \$165 worth of equipment for \$150, as heretofore. The only change in this connection is that the Prestolite tank will be listed at \$20 fitted to the car, no credit being given for generator which is not furnished when a Prestolite tank is ordered.

As everyone knows, the price of material entering into the construction of all motor cars, has greatly advanced during the past six months. This is especially true as regards the cost of tires. Even had we not decided to equip the HUDSON Roadster with 3½ inch clincher tires all around, enclose the open space on the sides of the car, and make other additional refinements, the INCREASED COST, OWING TO ADVANCE IN PRICES OF MATERIAL ALONE, would have made it necessary for us to increase the price of this car.

Heretofore, we have been charging \$25 extra where cars were equipped with 31 inch clincher tires on front wheels, of the makes which we regularly furnish. Owing to increased cost of tires, it would soon have been necessary

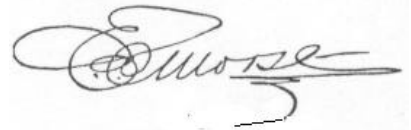
to have advanced this price considerably. While the car was amply tired with three inch tires on the front wheels, we know that a large number of users of cars, as well as a great many of our Dealers, demand 32 INCH TIRES ALL AROUND, and have heretofore been paying extra for this equipment. Under the circumstances, we have made this increase in price to cover the cost of this equipment on all HUDSON Roadsters, and at the same time place ourselves in a position to adopt the suggestion of a large number of our Dealers to enclose the open space above the step at the sides of the car, and add such other refinements as may be considered advisable.

YOU ARE PARTICULARLY CAUTIONED AGAINST TAKING ANY ADDITIONAL ORDERS FOR HUDSON ROADSTERS, EXCEPT AT THE NEW PRICE.

Please acknowledge receipt of this letter.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "E. Morse", written in dark ink on a light-colored background.

ECM/IS

Sales Manager



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

J. L. HUDSON, Chairman of Board

R. D. CHAPIN, President  
H. E. COFFIN, Vice-Pres.  
F. O. BEZNER, Secretary  
R. R. JACKSON, Treas. & Gen. Mgr.

CABLE ADDRESS  
HUDSONCAR

Thursday  
December thirtieth  
Nineteen Nine

TO ALL HUDSON DEALERS:-

Gentlemen:-

THE NEW HUDSON TOURING C A R. The new HUDSON Touring Car will be generally announced to the public in January. This announcement will be made in Colliers of January 5th: a later issue of the Saturday Evening Post: and in certain following periodicals and newspapers throughout the country.

When the Roadster was announced last Spring, it proved a decided sensation. The HUDSON Touring Car, having all of the snap and attractiveness of the Roadster, and appealing to a larger field of buyers on account of its larger carrying capacity, will undoubtedly meet with popular favor everywhere.

A BIG CAR AT A LOW PRICE. In the HUDSON Touring Car, we provide -- a great - big - strong - car -- just as graceful and handsome in design and finish as the Roadster, but with 110 inch wheel base; 32 inch wheels and 3½ inch tires all around; selective sliding gear type of transmission; same type and size of motor as used in the Roadster insuring ample power for its requirements; 18 inch steering wheel; finish, HUDSON (Richlieu) blue, or HUDSON blue body with cream gear; seats five persons; and the price -- \$1150 -- includes full lamp equipment of three oil lamps, two gas lamps, a generator and the usual equipment of horn, tools and jack.

Size - Power - Design - Quality - Price -, this is the combination you get in the HUDSON Touring Car -- a combination which will ATTRACT AND ENTHUSE every prospective buyer of a medium, or low price car.

Never before has a car been offered to the public in this or any other country which actually represents such great value for the money.

-2- 12/30/09.

YOU MUST SEE THE CAR ITSELF TO FULLY COMPREHEND THE TRUTH OF THIS STATEMENT. Compare the main features, briefly mentioned above, with the corresponding features in any other car at, or near the price, and NOTE THE RESULT.

GREAT DEMAND The demand for the HUDSON Roadster far exceeded our expectations. The general favor with which this model has been accepted has created the demand for the HUDSON Touring Car. From one end of the country to the other the cry of all HUDSON Dealers has been, - "Give us a car with a tonneau - a Touring Car, in addition to the Roadster."

Although there has been not the slightest let-up in the demand for the Roadsters, we felt, in response to this urgent appeal from our Dealers, that it would be advisable to anticipate our previous intentions and bring out the HUDSON Touring Car now, instead of six or eight months later. We did this particularly because we know that - what is good for our Dealers is good for us - our interests are identical. We always want to work along this line. It is a foregone conclusion that the demand for the HUDSON Touring Car will be larger than we can supply this season, but in bringing the Touring Car out at this time, we will have successfully done four things:-

FIRST. Provided our Dealers with a second model, urgently needed to meet demands made upon them.

SECOND. Furnished a better Touring Car at a lower price than anyone else - a car of the most popular type, INSURING TO OUR DEALERS the maximum number of sales in their territory.

THIRD. Placed all HUDSON Dealers in position to prepare early for a much larger sale of HUDSON cars in 1911.

FOURTH. Made possible a very large production of HUDSON cars for 1911 to satisfactorily take care of the Dealer's requirements.

DELIVERIES. Every Dealer will understand the utter impossibility of our building, in a short time, as many HUDSON

Touring Cars as would be necessary to promptly supply the demand. 10,000 HUDSON Touring Cars in the next six months would not be too many. This would be a physical impossibility, just as it has been impossible, in the past, to build HUDSON Roadsters fast enough to meet the demand for this popular Model.

Our endeavor will be to give to each HUDSON Dealer the number of cars for which he contracted, either of the Touring Car or the Roadster type. We cannot give to any Dealer more than the number of cars specified in the contract. Some of our Dealers will desire more cars of one type than of the other. So far as we can, we shall endeavor to furnish each Dealer with the proportion of Touring Cars, or Roadsters, required. However, in order that we may be in a position to treat all Dealers fairly in this matter, it is necessary that not more than three Touring Cars be ordered for each Roadster ordered. You should therefore apportion your orders accordingly.

Touring Car demonstrators will be shipped to as many of our dealers as possible, in February. Special effort will be made to supply all Dealers with Touring Car demonstrators by April 1st.

WILL BE EXHIBITED Both the HUDSON Touring Car and the new  
AT THE S H O W S. Roadster will be exhibited at the New York,  
Chicago and Detroit Automobile Shows. Demon-  
strators will be on hand at these Shows for the use of our  
Dealers and their prospective customers.

We suggest to all Dealers, whose territory is within reasonable proximity to New York, Chicago or Detroit, that they send out a circular letter to their prospective customers, calling attention to the fact that the new HUDSON Touring Car and the now Roadster will to on exhibition at the Shows in the places above mentioned.

NEW CATALOGUE, TES- A handsome new catalogue showing both the  
TIMONIAL BOOKLET Touring and the Roadster, will be ready  
ELECTROS, ETC. for distribution next week. A copy of this  
catalogue will be mailed to you in a days.  
A supply of catalogues will be sent you next week.

A neat little booklet, containing numerous testimonial letters concerning the HUDSON, is just off the press. Some of these will be sent you at once.

-4- 12/30/09.

Cuts of both the Touring Car And the Roadster for advertising purposes, will also be furnished you as quickly as possible.

O R D E R S. To facilitate the making up of our schedule of shipments of cars of both the Touring Car and the Roadster type, during the months of February, March and April, your orders should be forwarded to us at once.

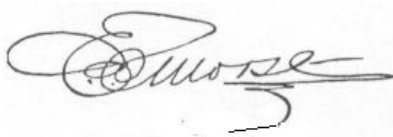
A supply of new order forms for your use has been sent you. Please destroy any old order forms which you now have on hand.

CO-OPERATION We believe that the HUDSON Touring Car, and its introduction SPELLS SUCCESS. Touring Car, and its introduction at this time, will meet with your unqualified approval. We want your opinion of the car. We feel that our Dealers knew what the public wants, and it has been and will be our constant aim to meet their views - to co-operate - to merit their hearty support and enthusiastic endorsement at all times.

With best wishes for a prosperous New Year, we are,

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "E. Morse", with a long horizontal flourish extending to the right.

ECM/IS

Sales Manager





# HUDSON MOTOR CAR COMPANY

CABLE ADDRESS  
HUDSON CAR

DETROIT, MICH., U.S.A.

DIRECTORS  
J. L. HUDSON, Chairman of Board  
R. D. CHAPIN, President  
H. E. COFFIN, Vice-Pres.  
F. O. BEZNER, Secretary  
R. R. JACKSON, Treas. & Gen. Mgr.

February 1st, 1910.

Selling points and suggestions for Hudson Salesmen and men in attendance at exhibits of Hudson Cars.

-----

It is expected that every man regularly in attendance at the Hudson exhibit will familiarize himself thoroughly with the specifications of both the Touring Car and the Roadster, and with prices of all equipment on these cars. Full information in this connection is given in the catalogue which you are requested to read carefully from cover to cover.

The price of the Touring Car is \$1,150. For \$125 extra the Touring car is equipped with Bosch magneto (\$80), Top (\$70), Baggage rack (\$5), making \$155 worth of equipment for \$125 when this equipment is ordered with the car.

The price of the Roadster is \$1,000. For \$150 extra this car is equipped with Bosch magneto (\$30, Top (\$40), Prestolite tank (\$20), Extra rumble (\$25), or a total of \$165 worth of equipment for \$150 extra when ordered with the car.

The Prestolite tank is \$20 extra when ordered on the Touring Car.

A glass front is \$40 extra on either car.

Tire irons are \$5 extra on either car.

Particular attention is called to the fact that the Prestolite tank is \$20 additional, fitted to the car, on either the Touring Car or the Roadster, and when ordered, no generator is furnished with the car.

Both foot and coat rail for the tonneau of the Touring Car are standard equipment, and are furnished without extra charge.

There are two main points which attract intending purchasers of an automobile to the HUDSON car.

FIRST. Its classy appearance,

SECOND. Its price.

Attracted by one or the other of the above points, an intending purchaser is naturally desirous of obtaining more information in regard to the car. As most of the visitors at the exhibit do not care to take the time to go into a lengthy detailed description of the car itself, it is of the first importance, when talking to a visitor, that you impress him in the shortest possible time with the main points of superiority in the HUDSON car which make it the best value in an automobile which can be produced at the price.

It is well, therefore, by way of introduction, to say that though there are many points of superiority in the construction of HUDSON cars, there are five strong features in both the Touring Car and Roadster which Appeal to discriminating buyers of automobiles.

1. Long wheel base, which makes possible the large roomy space between the front seats and the dash and, in addition, on the Touring car a large roomy tonneau. The longer wheel base also means an easier riding car.
2. 32 inch wheels with 3 1/2 inch tires all around. Many other cars at about the same price are fitted with 30 inch wheels, some with 3 1/2 inch and some with 3 inch tires.
3. Selective, sliding gear type of transmission, three speeds forward and one reverse. This is a distinctive features of high priced cars, and has never before been used on cars as low in price as the HUDSON.
4. Long, three-quarter elliptical rear springs, which makes the car ride easy, like one of the big, high priced cars.
5. Great simplicity of construction, and accessibility of all parts, resulting in minimum cost of up-keep. No experiments have been made in the construction of HUDSON cars.

The five strong features just mentioned should be impressed upon every visitor, because no other cars at or about the same price as HUDSON cars can compare so favorably on these points.

As a further method of impressing visitors with the superiority of HUDSON cars, got theca, whenever possible, to seat themselves in the front seat. In most instances the visitor will seat himself behind the steering wheel. The object of doing this is to impress each visitor with the :Large, roomy and comfortable seats in the HUDSON car, and the ample log room provided. Every person who sits in a HUDSON once, will be sure to remember it afterwards when they seat themselves in some other make of low price car, IN NONE OF WHICH can they secure the room and comfort which they obtain in HUDSON cars.

As a general thing, visitors will not spend the time to go into further details of construction, but where they are inclined to do so, the following points should be explained.

MOTOR The cylinders being cast en bloc provides an exceptionally rigid construction. The unusual length of the stroke - 4 1/2 inches - provides an exceptionally powerful motor, particularly at low speeds. The size of the bore - 3 3/4 inches - insures ample power for all requirements. The splash system of lubrication insures all parts being thoroughly lubricated with the least possible attention.

CRANK SHAFT The crank shaft is exceptionally large, heat treated and having a tensile strength of 100,000 pounds to the square inch, with large bearings - 3 1/2 inch front and 4 1/2 inch rear.

CLUTCH The leather faced cone clutch, with slip springs under the leather, insures an easy yet positive engagement and avoids any possible complications or trouble from this source.

BRAKES External and internal brakes on drums, secured to hubs of rear wheels.

IGNITION When car is fitted with magneto, double set of spark plugs is provided. Bosch magneto only used on HUDSON cars.

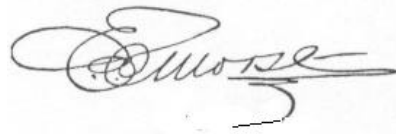
WEIGHT The HUDSON Touring Car weighs 2000 pounds - the Roadster 1800 pounds. Minimum weight consistent with proper strength required insures greatest economy not only in consumption of gasoline and oil, but in wear and tear on tires.

RADIATOR This is of the vertical tube type and is composed entirely of brass and copper - no tin or sheet steel to rust.

In conclusion, each visitor should be informed that many HUDSON cars are in satisfactory use to-day by their owners. Hand each visitor one of the testimonial booklets.

Should any visitor desire to go further into details in the construction of the HUDSON car, take up the features of the car, point by point, which have not been covered in the above. In this connection, you are requested to read carefully the mechanical description of the HUDSON car.

While we shall continue the sale of the HUDSON Roadster, it is our desire to feature the HUDSON Touring Car. This car is the real big sensation. THE HUDSON CAR IS UNDOUBTEDLY THE BIGGEST AND BEST CAR EVER SOLD IN THIS OR ANY OTHER COUNTRY AT THE PRICE. You will impress everyone with whom you talk regarding this car, of the truth of this statement, just in proportion as you believe it yourself. I want every man connected with the HUDSON exhibition to appreciate fully, as I do, the unequalled value which we offer in the HUDSON Touring Car.

A handwritten signature in cursive script, appearing to read "E. Morse", with a horizontal line extending from the end of the signature.

Sales Manager



# HUDSON MOTOR CAR COMPANY

CABLE ADDRESS  
HUDSON CAR

DETROIT, MICH., U.S.A.

DIRECTORS  
J. L. HUDSON, Chairman of Board

R. D. CHAPIN, President  
H. E. COFFIN, Vice-Pres.  
F. O. BEZNER, Secretary  
R. R. JACKSON, Treas. & Gen. Mgr.

Friday  
February Eighteenth  
Nineteen Ten

SUBJECT:- Hudson "Twenty"

TO ALL HUDSON DEALERS:-

We note, that some of our dealers are still using the words Hudson "Twenty" in their advertising and publicity. Probably, you have noticed that in all Hudson advertising emanating, from the factory the word "Twenty" is dropped and we request you to do the same.

Please notify the newspaper men who use your publicity of this change, and also have the change made in your stationery as soon as possible.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in dark ink, appearing to read "E. Morse", with a horizontal line extending to the right.

ECU/IS

Sales Manager

DIRECTORS  
J. L. HUDSON, Chairman of Board

R. D. CHAPIN, President  
H. E. COFFIN, Vice-Pres.  
F. O. BEZNER, Secretary  
R. R. JACKSON, Treas. & Gen. Mgr.  
E. H. BROADWELL, VICE PRES.

# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



CABLE ADDRESS  
HUDSONCAR

Saturday  
March Fifteenth  
Nineteen Thirteen.

Gentlemen:-

We now find that we, can accept no more orders for Model 37's because the increased demand for "Sixes" makes it impossible for us to increase "Four" production, and orders on hand will take all the Model 37's we can possibly build this season.

In medium priced cars Fours are rapidly giving way to "Sixes". There is no question but that next year will be a "Six" year and the demand for Six Cylinder cars will grow larger and larger as the spring advances.

To meet this demand we have increased "six" production, of which we are now the world's largest builders. We want to maintain the dominant position. The most aggressive advertising of our existence, all on "Sixes" is just being started all over the country.

To hold the Six Cylinder leadership, we are concentrating on one model. "54" Phaetons only can be furnished from now on. The demand for "Sixs,,," started everywhere last fall just as it did in your section. This necessitated a vigorous advertising campaign on "37's". The impetus of the advertising on that Model is still felt by you. We must now all put our energy back of the "Six" campaign.

We want you to get your full share of the business and to do this you must sell the cars which we can deliver. Again we urge you to concentrate on the "Six" in every possible way. Check over your factory orders and let us know how many Fours which you have ordered can be changed to "Sixes". By starting now we will be far ahead of all competitors on the "Six" business for next spring and summer. This means a bigger profit for you as well as ourselves.

Yours very truly,

HUDSON MOTOR CAR COMPANY.



**HUDSON MOTOR CAR COMPANY**  
**DETROIT, MICH., U.S.A.**

J. L. HUDSON, Chairman of Board  
R. D. CHAPIN, President  
H. E. COFFIN, Vice-Pres.  
F. O. BEZNER, Secretary  
R. R. JACKSON, Treas. & Gen. Mgr.  
CABLE ADDRESS  
HUDSON CAR

Wednesday  
June 22nd,  
1910.

S P E C I A L

SUBJECT:- Additional Roadsters.

TO ALL HUDSON DEALERS:-

A great many of our dealers, particularly those in the larger cities and in the East, have urged us to give them more cars. We have arranged to bring through 160 more cars to meet this additional demand for deliveries before July 15th, one half of these cars will be Roadsters and one half Touring cars.

We will be prepared therefore, to allot a few additional cars to Dealers who send us additional specifications between now and July 1st. First come first served and as the supply is limited for July deliveries, our extra allotment will not last long.

Yours very truly,

HUDSON MOTOR CAR COMPANY,

ECM/IS

Sales Manager

DIRECTORS  
J. L. HUDSON, Chairman of Board

R. D. CHAPIN, President  
H. E. COFFIN, Vice-Pres.  
F. O. BEZNER, Secretary  
R. R. JACKSON, Treas. & Gen. Mgr.  
E. H. BROADWELL, VICE PRES.

# HUDSON MOTOR CAR COMPANY

## DETROIT, MICH., U.S.A.



CABLE ADDRESS  
HUDSONCAR

Friday  
March Fourteenth  
Nineteen Thirteen.

You have just been informed that following the demand, arrangements had been made to produce Hudson cars from now on until the termination of this season, in proportion of one 37, to two Model 54s. The Model 54s will be of the phaeton type.

At the beginning of the fiscal year you will doubtless remember, the demand was more largely for the Model 37, and at that time we were building three Model 37s to one Model 54. The demand for the Six cylinder has steadily increased until now the situation is almost the reverse.

Many of our dealers are making a mistake by not having a Six cylinder demonstrating car. It is only by having a Six cylinder demonstrator that you can hope to get the most of your Six cylinder sales. If you have not a Six cylinder demonstrating car, we suggest that you send in your order for car immediately even though you dispose of your four cylinder demonstrating car. The demand for the Four cylinder cars is falling off to a perceptible degree; besides it is largely to your interest as well as ours to push the sale of the Six cylinder car.

We are sufficiently far along now toward the end of the season to know absolutely that there is going to be a shortage of Hudson cars of both models 37 and 54. It is important, therefore, to every dealer to MAKE EVERY SALE COUNT. You can do this best by selling according to our production. Hence it is important for you to concentrate on the Six Cylinder Model.

Aside from the additional profit to you in the sale of the Six cylinder car, there is also the additional incentive to get as many Six cylinder Hudsons into your territory as possible which will be a further stimulant to the sale of Six cylinder Hudson cars next spring, summer and fall. Next year promises to be more of a "SIX YEAR" than over.

CONCENTRATE ON THE SIX.

Yours very truly,

ECM LS.

THE HUDSON MOTOR CAR COMPANY.