

MISCELLANEOUS BULLETINS

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HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

DIRECTORS
J. L. HUDSON, President
HUGH CHALMERS, Vice-Pres.
R. B. JACKSON, Treas. & Gen. Mgr.
F. O. BEZNER, Secretary
H. E. COFFIN

CABLE ADDRESS
HUDSON CAR

Thursday
December twenty-third
Nineteen nine.

(Sent to all Hudson dealers)

The motor papers this coming week will announce an important transaction by which the control of the HUDSON Company passes into the hands of Messrs. H. E. Coffin, F. O. Bezner, and the writer. We have disposed of our holdings in the Chalmers-Detroit Motor Company to Mr. Hugh Chalmers, who will assume control of that concern.

The policy of the HUDSON Company will remain unchanged: that is, we propose to produce low priced touring cars and roadsters which will appeal to the greatest percentage of the American automobile buying public.

The HUDSON organization has been a strong one. Mr. R. B. Jackson will continue as Treasurer and General Manager. He is the man actively responsible for the management of the business. Mr. E. C. Morse will continue as Sales Manager. Mr. W. J. McAneeny as Purchasing Agent. The other heads of the departments will remain as before with the exception of Geo. W. Dunham, who becomes associated with the Chalmers-Detroit Motor Co.

Mr. Coffin will assume charge of all engineering affairs, and his wide reputation in the automobile world means that the product of the HUDSON Company will always be up-to-date and the last word in light car construction.

I enclose a clipping from "The Detroit Times" of the 18th inst., which is a story of the transaction approved by all interests. The HUDSON Company as

an entirely separate corporation, controlled within itself, cannot but help aid to its strength and prestige. You may be sure that the policy will be progressive.

It will be our constant aim to co-operate with our Dealers in every way; to be fair and honest in all of our dealings both with our representatives and individual buyers; and, in general, to place the Company in the very front rank, of the Automobile Industry as far as size of output, and quality of product is concerned.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in cursive script that reads "R. D. Chapin". The letters are fluid and connected, with a prominent initial "R" and "D".

President

RDC/S
1-Encl.

AUTO CONCERNS TO WORK SEPARATELY

Connection Between Chalmers-Detroit and Hudson Companies will be Gradually Dissolved

An important change, to be effected gradually during the next six months, in the operating plans of the Chalmers-Detroit and the Hudson Motor Car Company has just been announced.

Beginning not later than July 1, next, these two companies will be owned and operated separately. Heretofore they have been largely owned and controlled by one group of men, the controlling groups in both companies consisting of Hugh Chalmers, E. R. Thomas, R. D. Chapin, H. B. Coffin, F. O. Bezner, James J. Brady, Lee Counselman, J. L. Hudson, R. B. Jackson, and Geo. W. Dunham.

Sometime during the spring, according to the announcement given out by Mr. Chalmers and Mr. Chapin, three of the present Chalmers-Detroit officers, namely, Messrs. Coffin, Bezner and Chapin, will assume control of, and devote their time and attention to the Hudson Motor Car Co., while Messrs. Chalmers, Counselman, Brady, Ford and Pfeffer will continue with the Chalmers-Detroit Motor Co., Mr. Chalmers as president and general manager; Mr. Counselman as vice-president and assistant general manager; Mr. Brady as second vice-president and factory manager; H. W. Ford as secretary, and C. A. Pfeffer as treasurer.

Dr. Dunham, chief engineer of the Hudson Motor Car Co., will assume a similar capacity in the Chalmers-Detroit concern.

The new officers of the Hudson Motor Car Co. will become: J. L. Hudson, chairman of the board; R. D. Chapin, president; H. E. Coffin, vice-president; F. O. Bezner, secretary; R. B. Jackson, treasurer and general manager; E. C. Morse, sales manager. Mr. Jackson has been treasurer and general manager of the Hudson company since its inception.

How Shift Was Brought About.

The business transaction which makes this shift of the official personnel of the two companies possible, was a very simple one. Messrs. Chapin, Coffin and Berner traded their Chalmers-Detroit holdings to Mr. Chalmers for his Hudson holdings, Mr. Chalmers paying a very handsome cash bonus. Thus Mr. Chalmers acquires control of the Chalmers-Detroit Motor Co., and Messrs. Chapin, Coffin and Bezner acquire control of the Hudson company.

E. R. Thomas, of Buffalo, remains a stockholder and director in the Chalmers-Detroit company.

"We were facing a business problem and we met it in a business-like way," said Mr. Chapin in discussing the announcement. "We have thought for a long time that the field of both the Chalmers-Detroit and Hudson companies was so broad that both should be worked to the limit. We decided that a re-arrangement of our executive forces was the best thing to bring about the results desired.

"In common with my associates I have the greatest faith in the future of the light car business. I believe that companies such as the Hudson and Chalmers-Detroit, making good cars at low and medium prices, and in a position to produce in large quantities, will reap the greatest measure of prosperity within the next few years. It is our belief in this bright future for the maker of the light car that has influenced all of us to rearrange our lineup so as to take the utmost advantage of the opportunities offered.

"There will be no change in the policy of the Hudson company, in its production of cars at a very moderate price, with the highest possible quality that we can put into them. The unusual success of the Hudson "Twenty" roadster argues well for the plans that, we have in view respecting the future of the Hudson company.

Agreement Is Friendly.

"All of us have the sincerest respect for Mr. Chalmers and his ability, and our agreement is entirely a friendly one. The two companies will aim to work in close harmony and to help each other in every possible way in the future.

"R. B. Jackson, who continues as treasurer and general manager of the Hudson company, has been

one of the most prominent factors in its success, and has proven himself an unusually capable executive."

Mr. Chalmers statement of the new arrangement follows:

"It is simply an expedient business move. We reached the conclusion that both companies would develop faster, and all concerned in them prosper more rapidly if there were more concentration of effort along definite lines on the part of some of the officers.

"It is sometimes difficult in the actual management of two distinct corporations for the same set of men to give each concern the full amount of attention that each should have, and we felt that the Chalmers-Detroit and Hudson companies was each large enough to demand the individual attention of its own set of officers. These contemplated changes will not take place abruptly. We shall work into them gradually and naturally, so that the regular operations of either company will not be interrupted.

"I want to say that my association with Messrs. Chapin, Coffin and Bezner has been long enough for me to have learned to know them very well, and to appreciate their knowledge of the automobile field and their ability to carry on successful operations in that field; but, above all, I have learned to have the highest possible estimate of their integrity and ability. We have always been the best of friends and our business relations have been most pleasant. This deal is entirely friendly and will not in any way interfere with our business or personal relations in the future. It is the spirit of our agreement that the two companies, although they will be entirely distinct and operating along slightly different lines, shall continue to work closely together and in perfect harmony.

"The policy of the Chalmers-Detroit Motor Co. will not be changed in any way. We shall continue to make the Chalmers-Detroit '30' and 'Forty.' It has been the established policy of the company to offer the public the greatest possible values at the prices asked, and we shall continue to follow this policy."

Hudson Company Very Successful.

The Hudson Motor Car Co. was organized about a year ago, and the Chalmers-Detroit people were heavily interested in it from the start. J. L. Hudson, who has always been the largest individual stockholder, was elected president, and the company and its product were given his name. The first model brought out was the Hudson "Twenty" roadster. This car aroused the greatest interest when it was announced, and it has been considered a car of unusual merit at the price. It is the largest and many good judges consider the best looking and most efficient car ever offered at anything like the price. Several thousand of these cars have already been delivered. The company has had unusual success from the start.

The Chalmers-Detroit Motor CO., although one of the younger companies in the automobile industry, is yet recognized as one of the most important. The E. R. Thomas-Detroit Co. was organized in 1906 and Mr. Chapin was largely responsible for the starting of the company. It was he who made the arrangements with E. R. Thomas to organize the E. R. Thomas-Detroit Co., and to get associated with him Messrs. Collin, Bezner and Brady. The concern was a success from the start. It became the Chalmers-Detroit Motor Co. in July, 1908, after Mr. Chalmers had purchased from E. R. Thomas a large portion of his stock. The first model put out by the company was the Thomas-Detroit "Forty," selling at 92,750. In July, 1908, the Chalmers-Detroit Motor Co. announced what was a sensational car at the time—the Chalmers-Detroit "30" at \$1,100—a car which automobile men generally give credit for being the pioneer among the class of really good cars at a low price. This car had been in contemplation for some time and was the result of two years' work in designing. The success of the company in the sale of both the "30" and "Forty" is said to have been phenomenal, and automobile men generally speak well of the company and its product, and predict for the concern a bright future.



CABLE ADDRESS
HUDSONCAR

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R. B. JACKSON, Treas. & Gen. Mgr.

Jan. 29, 1910

Gentlemen:-

The enclosed clipping tells of an important step in the working out of the policy of the Hudson Motor Car Company.

We knew that the Hudson roadster was unusual value at \$1000. By its reception at the Shows and the large number of orders that have been coming in daily since, the success of the Hudson touring car at \$1150 is more than assured. The touring car will be our leader for 1911, and with a large, well equipped new factory, we believe we will be in shape to produce a sufficient quantity of cars next year to satisfy cur dealers.

Incidentally, we have production for this season well in hand, and are now getting up pretty close to schedule. We expect to be operating the new factory by late summer, and in the meanwhile, have acquired another plant in Detroit in addition to our present factory, to assist us in not only taking care of our present orders on hand, but give us the opportunity of devoting more time to all the little details of manufacture which go to make up the perfect car.

It is probable that you can get your local papers to carry some of the material contained in the enclosed story, and suggest that you rewrite such of it as you think they might use, end turn it over to them.

Yours very truly,

HUDSON MOTOR CAR COMPANY

PRESIDENT

RDC-NB

DIRECTIONS FOR SECURING GUSSET PLATE TO REAR SILL OF 7-PASSENGER BODY.

After removing rear seat cushions, remove as many seat boards as is necessary to place gusset plate in position, as shown in attached blue-print; having first removed the body bolt which will be found in rear sill of body. The 3" cap screws, No. 4304, are to be used in place of this body bolt. Also use one or two shims, No. 3383, at this point between body sill and cross member of the frame; the bolt to pass through the shim so as to prevent shifting of same.

Having secured plate in position with cap screw No. 4304, drill the other 3/8" hole through body sill; using at this point cap screw No. 2936; plain washer No. 139; and lock washer No. 73. Next drill in body sill two 5/32" holes for wood screws, No. 4306, and place same in position as per blueprint.

Having fastened plate to body, drill remaining hole through frame, using at this point cap screw No. 1211. The space between the plate and frame at this point should be filled in with shim No. 3383, two usually being required.

It will be necessary to cut a hole in those shims so that cap screws pass through same; it being very necessary that shims be held in position in this manner so as to avoid shifting, etc.

From: Hudson Motor Car Co. ^{DONATED BY} PHIL ROSKI'S ESTATE
Detroit, Mich,

Show Package

Three New 1940 Hudson Cars at Show
Feature Luxury, Smart Styling and
Record-Breaking Performance

- -

Hold 121 New Official AAA Records

- -

Three new 1940 Hudson cars featuring record-breaking performance and endurance, interior luxury and smart styling are now being displayed at the Auto Show by _____.

The cars shown are the 1940 winners of 121 new official American Automobile Association records. They are the 92-horsepower Hudson Six, in the lowest price field, which established a new 20,000-mile endurance record, averaging 70.58 miles per hour in the 12-day test; the sensationally new 128-horsepower Hudson Eight, presented as the lowest priced straight eight in America, and winner of the Flying Mile record for Class C stock closed cars with an average of 93,89 miles per hour; the 102-horsepower Hudson Super-Six, companion car to the new Eight; and the new Country Club sedan models, aristocrats of the line, powered with both six and eight cylinder motors of 102 and 128 horsepower, respectively.

The new 20,000-mile endurance mark set by the 1940 Hudson Six is an Unlimited record and is faster than any stock car, regardless of size or price, has ever traveled this distance under official observation, according to American Automobile Association records. The car, certified as strictly stock, was equipped with optional overdrive and rear axle gear ratios.

New Economy Marks Also Set

New economy marks were also set by a 1940 Hudson Six sedan, similarly equipped, which averaged 32.66 miles per gallon at a constant speed of 29.98 miles per hour for 1,000 miles under official American Automobile Association supervision. A 1940 Hudson Eight sedan, also optionally equipped, averaged 27.12 miles per gallon for the same distance at a constant speed of 28.81 miles per hour.

Hudson engineers point out that these gasoline mileages were obtained at constant speeds and cannot be duplicated in the usual stop and go driving, but they also state that cars capable of such economy will give proportionately high gasoline mileage in day to day service.

Smart Styling

All the new 1940 Hudsons have been strikingly re-styled. Longer, lower lines characterize all models and running boards are optional as the buyer prefers, even in the lowest priced cars.

A new characteristic front-end design reflecting the latest trend towards horizontal motifs in frontal appearance is maintained throughout the entire line. Front grilles in all models are die-cast and chromed and extend the entire width of the catwalk sections, enhancing the clean contour of the hoodline. The entire hood is of one-piece construction presenting a smooth, graceful frontal appearance unmarred by seams of any kind.

All 1940 Hudsons have the new Sealed Beam headlamps mounted flush in the front fenders in ornamental chrome settings. Distinctive parking lamps on all models are contained in the decorative treatment of the chrome belt mouldings on the side of the hood.

An entirely new feature of these parking lamps is their use as directional safety signals. These signals, controlled by a switch at the steering wheel, flash on and off on the turning side in conjunction with tail light flasher signals, so that a sharp warning is given regarding change of direction to both rear and intersectional approaching traffic. Directional safety signals are standard equipment on Country Club models and a low cost optional extra on all other models.

Sweeping Improvements

Sweeping improvements occur throughout the entire 1940 Hudson line. New features, new fabrics and new riding smoothness make their appearance in addition to improved performance and economy.

New developments contributing to roadability and riding smoothness include Hudson's new independent front wheel coil springing with Center-Point Steering which has been further improved by the incorporation of Hudson's recently patented Auto-Poise Control; exclusive vertical mounting of the front shock absorbers within the Silico Manganese coil springs; new 5-foot soft action rear springs, 8 inches longer than previously; new rear lateral stabilizer; and deeper, more comfortable seats, using an improved design in the Airfoam seat cushions, a Hudson innovation last year which the industry is favoring this year.

New Independent Front Wheel Coil Springing

Hudson's Auto-Poise Controlled independent front wheel coil springing is of the angular set "wishbone" type consisting of upper arms of forged steel, lower arms of heavy pressed channel-shaped steel and coil springs of Silico Manganese steel. The coil springs are free to function as a cushioning device, brake torque and wheel loads being taken by the rugged spindle support arm, thence through the massive upper and lower control arms to the front suspension frame cross member, which is heavier than any previously used on any independently suspended car.

Auto-Poise Control Basic Contribution

The incorporation of Hudson's patented Auto-Poise Control, a device which helps hold front wheels on their course automatically, into the design of independent front wheel coil suspension is said to result in marked improvement in the independent suspension principle. The action of Auto-Poise Control in applying correctional influences directly to the front wheels for the first time in independent suspension is a basic contribution of far-reaching importance, Hudson engineers claim.

Center-Point Steering on All Models

Center-Point Steering, spectacularly new in the lowest price field, is employed in all 1940 Hudson models. Used up to now only in high priced cars, this steering system provides correct steering geometry and assures steering stability on all types of roads. The combination of Center-Point Steering with the principles of patented Auto-Poise Control in Hudson's new independent front wheel coil suspension results in noticeable sureness of car control at the steering wheel in addition to providing new safety factors in emergencies involving steering.

Interior Luxury Featured

Interior luxury new in each price field is strongly emphasized in all 1940 Hudson models. In the lowest priced field, the Hudson Six DeLuxe is upholstered in a rich brown taupe stripe broadcloth, tailored in a new panel design and ornamented with buttons. Both front and rear seats have a distinctive style treatment and are deeply roll-topped. New fitments include smart new hardware with harmonizing chrome ornamentation.

In the new Hudson Super-Six and Hudson Eight models on 118-inch wheelbase, an entirely new divan-like interior appearance has been achieved as a result of the new design of Airfoam cushioning and a deeper seat design. Upholstered in a high quality

grey herringbone wool twist, the deep-cushioned interiors display an artistic use of a tufted and paneled design enlivened by piping in a contrasting color which enhances the effect of the satin-finish chrome garnish moulding and provides an interesting fabric background for the hardware and fitments.

New Upholstery Material

Interior luxuriousness new to production manufacture is introduced in the 1940 Hudson Country Club Six and Eight cylinder Sedans. In these models Hudson stylists have achieved custom comfort by the use of massive deep-formed seats and an entirely new wool tweed upholstery material specially selected and woven for Hudson by the Hockanum Woolen Mills, makers of fine custom fabrics. A rich brown in color, the new upholstery material was utilized to create a highly modern two-tone tailored effect carried out in a lighter tan color on the seat backs, arm rests, door paneling and at the base of the seats. This treatment emphasizes the massive, rounded pillowy character of the interior design. Appointments are complete in every detail.

Airfoam Seat Cushions Improved

Airfoam seat cushions, introduced to the industry by Hudson last year, have been re-styled for greater comfort and smarter tailoring. For 1940, the seating surface is paneled and the under-surface moulded in a series of pillow-like pads that form a natural seating support for the body and achieve an unusually luxurious upholstered effect comparable to the finest furniture. Airfoam seat cushions are standard equipment on all models except the Hudson Six, where they are an optional low cost extra.

Instrument Panel Beautified

The 1940 Hudson instrument panel is entirely new and highly decorative and carries through the entire line practically unchanged. The central feature is an ornamental chrome grille used to conceal the radio speaker. Instruments are grouped in a gracefully tapered chrome bordered design on each side of the central grille.

The long, horizontal speedometer and other essential gauges are exceptionally readable through the new 2-spoke steering wheel. An interesting feature this year is the inclusion of a separate odometer dial with a magnifying lens which enables mileages to be checked with unusual ease.

17% Greater Driving Vision

New safety developments continue in the 1940 Hudson models. Increased up-and-down driving vision is provided by the new windshield which is 17% deeper than previously, and rear vision is increased by a new one-piece, curved rear window of much larger area than last year. Also added for 1940 are new directional safety signals and a new heavier, Armored X-type frame.

All 1940 Hudsons are equipped with a new type Hi-Test Safety Glass. Tests show that this new glass development can be pounded to a pulp and rolled up like a cloth and still be handled safely, due to a rubber-like plastic interlayer which holds it together. Hudson's patented Double-Safe Hydraulic Brakes have been further improved by a re-design of the mechanical brake linkage. Also improved for 1940 is Hudson's exclusive Dash-Locking Safety Hood which is hinged at the front to prevent being blown open by the wind and locked at the dash to prevent theft of engine parts. On all 1940 models this new bonnet extends over to the fenders and includes the catwalks providing unusual accessibility to the motor.

Greater Power, Added Economy

Greater power, improved performance and added economy feature all 1940 Hudsons.

The Hudson Six in the lowest price field develops 92 horsepower compared with 86 h.p. in corresponding models last year, and produces, according to Hudson engineers, more horsepower per cubic inch of piston displacement than any other automobile engine of its size. A vacuum advance has been added to the six cylinder spark control providing an appreciable reduction in fuel consumption attested by economy records. Improved carburetion, higher compression and the use of new transmission ratios providing 20% more power to the axle in low and 11% more power in second are responsible for higher performance and greater acceleration in these models. The engines in the Hudson Super-Six and Country Club Six sedan models develop 102 horsepower.

The engines in the 118-inch wheelbase Hudson Eight and 125-inch wheelbase Country Club Eight both deliver 128 horsepower, and are the most powerful Hudson has ever built.

New Overdrive

A new overdrive is available in all 1940 six and eight cylinder models. Where overdrive is used, a special oversize driving disc will be incorporated in the Fluid-Cushioned triple-sealed Clutch. Clutch pedal pressure has been greatly reduced.

Hudson's time-tried Fluid-Cushioned Automatic Clutch is continued as an optional extra in all 1940 models. This automatic feature is instantly responsive to acceleration and makes it unnecessary for the driver to touch the clutch pedal at anytime.

New Features, New Colors

All new 1940 Hudsons bristle with new features. New Hudson-designed Cushioned-Action Door Latches are introduced on all models, along with refinements of fitment, trim and interior luxury items. Improved Weather-Master Fresh Air and Heat Control units are available as a low cost extra in all closed body models.

For 1940 all Hudson body colors are opalescent except Black, Morocco Rod and California Cream, which are regular lacquer. Morocco Red and California Cream are extra cost on all models. Colors available are Harbor Blue, Gunmetal Blue, Baltic Blue, Jay Blue, Maroon, Pearl Gray, Queen Gray, Radiant Gray, Naples Tan and Sage Green.