

1910

Hudson



Dealer Circular Letters

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

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

DONATED BY
PHIL ROSKI'S ESTATE

6/14/09

CL-1
TO ALL HUDSON DEALERS:-

Please send us the full name and address of any sub-agents with whom you make arrangements to handle the HUDSON car in your territory.

We desire this information as we shall later have circulars and printed matter for general distribution, and will see that your sub-agents are furnished with copies of this literature promptly.

Yours very truly

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

CABLE ADDRESS
"HUDSONCAR"

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

DONATED BY
PHIL ROSKI'S ESTATE

6/14/09

CL-2

TO ALL HUDSON DEALERS:-

We have had a number of inquiries from HUDSON dealers for printed matter.

This is to advise you that we have a pamphlet now on the press, a supply of which we shall be prepared to send you in a short time. We are also having made some electrotypes for local advertising work, some of which we will send you shortly.

Yours very truly

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

CABLE ADDRESS
"HUDSON CAR"

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

Subject-- TIRE EQUIPMENT

CL-4

TO ALL HUDSON DEALERS:

For some time we have been endeavoring to decide upon some one make of tire as standard equipment on HUDSON cars. Owing, however, to existing conditions in the rubber market, tire manufacturers have not been in a position to make us prices which would justify us in contracting entirely for any one particular make of tire to be used as standard equipment.

In view of the above, we have decided for the present, and until further notice, to use Michelin and Morgan & Wright tires as standard equipment on HUDSON cars.

In order to facilitate shipments, we shall be compelled to reserve the option of using either one of the above makes of tires.

No other make of tires can be supplied, as to do so will seriously delay shipments.

Yours very truly



HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

CABLE ADDRESS
"HUDSON CAR"

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

Subject-- GENERATORS.

CL-5

TO ALL HUDSON DEALERS.

Some of our dealers, we find, have a wrong idea with reference to the generator equipment on a HUDSON car when the complete special equipment is ordered at the \$1050 price.

To remove all misunderstandings in this connection, this is to advise that when the special equipment of extras amounting to \$170, is ordered under the \$1050 price, generators are not furnished and no credit can be allowed, for same.

When extras are ordered at the regular extra price, such as, for example, magneto \$80, Prest-O-lite tank \$25, and generator is not wanted, a credit of \$4.00 net will be allowed the dealer for the generator.

Yours very truly

HUDSON MOTOR CAR COMPANY

E. C. Morse

Sales Manager.

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

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

DIRECTORS

J. L. HUDSON, President
HUGH CHALMERS, Vice President
R. B. JACKSON, Treas. & Gen. Mgr.
R. D. Chapin, Secretary
H. E. COFFIN

CABLE ADDRESS
"HUDSONCAR"

July 9, 1909

CIRCULAR LETTER No. 6.

Subject-- GEAR RATIO.

ALL HUDSON DEALERS:-

We have decided to make the standard gear ratio on the HUDSON 3-½
to 1.

Later on, and subject to delay in shipment, we shall be able furnish you
with 4 to 1 gears when desired

Yours very truly,

HUDSON MOTOR CAR COMPANY

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

Sales Manager.

DIRECTORS
J. L. HUDSON, Chairman of Board
HUGH CHALMERS, President
R. B. JACKSON, Treas. & Gen. Mgr.
R. D. Chapin, Secretary
H. E. COFFIN

DONATED BY
PHILIP ROSKOPF'S ESTATE
MEMBERS ASSOCIATED AUTOMOBILE MANUFACTURERS
HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

July 13th, 1909.

TO ALL HUDSON DEALERS:

We would ask that you kindly send in your orders for cars on the attached form, using a separate blank for each car ordered.

When your supply of these forms becomes exhausted, advise us and we will send you an additional quantity.

It is also suggested that you number each order sent us, retaining the yellow copy for your files. Upon receipt, we will send you an acknowledgment of the order giving you our order number. We would suggest that you preserve our order number in connection with yours, for convenience in referring to any particular order regarding which you may wish to write us before shipment of the car.

Yours very truly,

CL-8

ORIGINAL
"HUDSON 20" CAR SPECIFICATIONS

Hudson Motor Car Company
Detroit, Michigan

GENTLEMEN:-

Date _____

Please equip and finish to our order one "Hudson 20," Standard Car as per your standard specifications except as noted under extras.

"HUDSON 20" CAR SPECIFICATIONS	EXTRAS	PRICE	
<p>BODY Standard— Roadster Single Rumble Maroon</p>	<p>Magneto Top Prest-O-Lite Tank Extra Rumble Tire Irons Glass Front</p>		
<p>CHASSIS Maroon</p>			
<p>TIRES—CLINCHER 32" x 3" front 32" x 3½" rear</p>			
<p>RIMS Clincher</p>			
<p>ACCESSORIES Gas Head Lamps Oil Side Lamps Oil Tail Lamp Horn Tools</p>	<p>NOTE—CROSS OUT EXTRAS <u>NOT WANTED</u></p>		

We _____ desire this Car shipped on or about _____

Ship Via _____

To the order of Hudson Motor Car Co _____

City

State

Notify _____

Price of "Hudson 20" 1910 F. O. B. Detroit \$900

Extras additional as per above

Hudson Motor Car Co. Order No.....

Customer Order No.....

Signed.....

Dealer's Name

Please draw draft through.....

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

July 22, 1909.

CIRCULAR LETTER No #10.----TIRE EQUIPMENT."

TO ALL HUDSON DEALERS:-

In our circular letter #4 of July 9, we advised you, that for the present, and until further notice, our tire equipment would consist of Michelin and Morgan & Wright tires.

The Tire manufacturers now having reached a decision in regard to Hartford and Federal tires as standard equipment on 1910 HUDSON cars.

The option is reserved of using either make of the above tires in order to facilitate shipment of cars.

The Hartford tire is manufactured by the Hartford Rubber Works of Hartford, Conn. This tire has long been known for its good quality and serviceability. The popularity of the Hartford tire is without question, and will meet with great satisfaction among all users.

The Federal tire is manufactured by the Federal Rubber Company fMilwaukee, Wis., who have associated with them Mr. O. R. Cook, formerly General Manager of the Goodrich Rubber Company; a gentleman of long experience in the manufacture of high grade tires. Our specifications call for only the best quality of tires; 5-ply fabric, strongly reinforced, and with extra heavy tread. The construction of the Federal tire, which we have thoroughly investigated, is proof positive of its satisfactory qualities.

Both of the makes of tires used as standard equipment on 1910 HUDSON cars will carry the regular guarantee of the tire manufacturers.

As occasionally our dealers will have a customer desiring to purchase a HUDSON car who insists upon some other make of tire, we will, in such exceptional cases, furnish other makes of tires at the following extra prices:

For other makes of Standard American make of clincher tire, with plain tread, 32 x 3 inch for front wheels and 32 x 32 inch for rear wheels, - - - - - \$25.00 extra

For other makes of Standard American make of clincher tire, with plain tread, 32 x 31 inch all around, \$25.00 for the 32 inch size on front wheels and \$30.00 for the other make specified or a total of - - - - - \$55.00 extra

For 32 x 32 inch quick detachable Hartford or Federal tires, (with Marsh rims) all around, \$25.00 for the Q D rims and \$25.00 for the 31 inch size on front wheels, or a total of - - - - - \$50.00 extra

For 32 x 3i inch plain-tread, quick detachable tires all around, of other makes (with Marsh rims) \$25.00 for the Q. D. rims; \$25.00 for the 31 inch size on front wheels, and \$30.00 for the other make of tire specified or a total of - - - - - \$80.00 extra

For 3½ inch Fisk demountable, detachable rims and tires; \$60.00 for the rims; \$25.00 for the 3½ inch size on front wheels and \$30.00 for the Fisk tire or a total of - - - - - \$115.00 extra

Fisk tires, with demountable, detachable rims, and other tires with Marsh rims, will only be furnished in the 31-inch size all around.

No other sizes of tires except as listed above can be furnished.

Tire Equipment on orders calling for other than Standard tire equipment on HUDSON cars cannot be changed after the orders have been sent to us. Tires other than the Hartford and Federal will be ordered by us as wanted, and will not be carried in stock.

The dealer's discount applies on the above prices, which are the prices to the-customer.

All dealers will do us a favor by adhering to Standard tire equipment. It is only by adhering as much as possible to Standard, that we can get the cars out with the minimum amount of

delay. We prefer not to furnish other makes of tires except those listed as Standard equipment on HUDSON cars, even at the extra charge.

The above arrangement is made only to enable the dealer to provide customers with other makes of tires, if absolutely insisted upon. In such cases, orders are subject to the delay necessary in getting the make of tire required for that particular order, as we cannot, of course, carry a stock of all the different Standard American makes of tires.

Yours very truly,

HUDSON MOTOR CAR COMPANY

Sales Manager.

Copy to Sub-Dealers

DIRECTORS
J. L. HUDSON, Chairman of Board
HUGH CHALMERS, President
R. B. JACKSON, Treas. & Gen. Mgr.
R. D. Chapin, Secretary
H. E. COFFIN

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

July 21, 1909.

TO ALL HUDSON DEALERS:-

In reference to color of finish on HUDSON cars; as you are aware the standard finish is maroon - the option is a gray which has commonly been called Battleship gray or Warship gray.

In the future, would suggest that in referring to HUDSON colors, the maroon be termed the "HUDSON Maroon", this color being slightly different from a regular maroon; and that the gray be called a "HUDSON Gray", instead of "Battleship" or "Warship" which is rather confusing to some, and conveys practically no idea of the actual color of the car.

By carrying out the above suggestion, we indicate the fact that both the Maroon and the Gray are special and distinctive colors used on HUDSON cars.

Yours very truly,

CL-11



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

CABLE ADDRESS
"HUDSONCAR"

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

CIRCULAR LETTER No. 13

SUBJECT:- Finish - Upholstering.

TO ALL HUDSON DEALERS:

Enclosed. find sample of the "HUDSON Maroon", - the standard finish of HUDSON cars: also sample of the "HUDSON (warship) Gray" the optional color in which HUDSON cars are finished when desired.

Cars finished in the "HUDSON Gray" or warship gray, are striped in apple green, and it has been our intention to use green upholstery on these cars. The leather on a few of these cars which we have put out however, has not proven satisfactory, the color not holding up as it should. We are now trying to see if we cannot get another green leather which will be more satisfactory. But, from our experience, and investigations which we have made, we find that there is a serious doubt if any colored leather will stand up and look as well as long as the black leather.

In view of the above, on cars finished in the "HUDSON Gray" we will use black leather upholstery when desired. This decision we have made to avoid any possibility of the green leather not proving satisfactory. Unless otherwise ordered, all HUDSON cars will be finished in "HUDSON Maroon".

Yours very truly

Copy to Sub-dealers.



HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

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

CABLE ADDRESS
"HUDSON CAR"

Sept. 23, 1909.

CIRCULAR LETTER No. 18

Subject:- Standard colors

TO ALL HUDSON DEALERS

As quite a number of our Dealers, and many distributors contemplating the purchase of a HUDSON car, have criticized the HUDSON colors heretofore used, viz: the Maroon and the Gray - as being rather too dark, we have decided to change our standard colors as follows : -

STANDARD RED: Cars finished in the standard red, which takes the place of the maroon, will have body and chassis frame finished in what will be known as "HUDSON Red "O" The wheels, springs, and axles will be finished in a brighter red. color which will harmonize very nicely with the red color of the body. The striping on the body and chassis frame will be black.

STANDARD GRAY: Cars finished in Gray, known as the "HUDSON Gray" will hereafter have body and chassis frame finished in the same color as we have heretofore used; but instead of green striping, the body will be striped in red. The wheels, springs and axles of this car will be finished in a bright red color.

UPHOLSTERING: Upholstering on all cars will be black,

A hanger showing pictures of the cars in the new standard colors will be sent you as soon as possible.

We have no doubt but that the change in colors will meet with your entire approval. Others who have seen the cars finished in the new colors, have complimented us on the great improvement made in the appearance.

This change in colors will go into effect as quickly as possible.

ECM/IS

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.

Sales Manager



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

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

CABLE ADDRESS
"HUDSON CAR"

Sept. 17, 1900

CIRCULAR LETTER NO 19

SUBJECT;- Racing

TO ALL HUDSON DEALERS:-

Realizing the exceptional speed qualities of the HUDSON car, a number of Dealers have asked us why we do not enter more HUDSON cars in racing events.

For the information of all of our Dealers, would advise that we are not prepared to enter any HUDSON cars in any events at this time as our entire energies are now concentrated in increasing production.

As all of our Dealers are in need of cars at the present time, and as we have nothing to gain by entering racing events now we are sure you will agree with us in our view of this matter.

ECM/IS

Yours very truly

HUDSON MOTOR CAR COMPANY

Sales Manager



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

CABLE ADDRESS
"HUDSONCAR"

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

October 25, 1909

Ad 20

TO HUDSON DEALERS:-

We herewith hand you an illustrated leaf concerning the Hudson
Windshield, especially designed for the Hudson "Twenty".

This windshield is sold to Hudson dealers at \$500 net. The price to
the customer is \$40.00. It will pay you to sell this" windshield equipment with
every Hudson car, because

1st - There is \$15..00 profit in each sale for you.

2nd - This shield is designed especially for the Hudson car and
does not detract from the appearance of the car as would
of other makes of windshields.

We suggest you take the matter up with any present owners
of Hudson cars. who have not already equipped their car with a windshield.

Yours very truly

HUDSON MOTOR CAR COMPANY

E C Morse

Sales Manager.



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

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

CABLE ADDRESS
"HUDSON CAR"

Nov. 2, 1909

CIRCULAR LETTER NO. 23

SUBJECT:- Oil Leakage

TO ALL HUDSON DEALERS

Some of our Dealers have complained on account of oil leakage from the front gear case and around the fan pulley.

For the information of all our Dealers would advise that this trouble, when it develops, is invariably due to the leather washer inside of the gear case being too thin. If a thicker leather washer is put on, it will do away with this oil leakage.

In order to do away with this trouble entirely, we are arranging to have packing glands put on the two motor bearings which have been giving trouble on account of oil leakage. Motors so constructed will not begin to come to us for a matter of some thirty days. In the meantime, with the information given above in connection with using a heavier leather washer, you will be able to stop this leakage should it appear in any of your cars, without any difficulty whatever.

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

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

CABLE ADDRESS
"HUDSON CAR"

Nov. 5, 1909

CIRCULAR LETTER NO. 25

SUBJECT:- Finish

TO ALL HUDSON DEALERS:-

At the suggestion of a number of our Dealers who do not care for the combination of the lighter red gear in connection with the Hudson Red "O" bodies, we have decided to finish the wheels and, axles of cars ordered in the red finish, in the same color as the body. The wheels and axles, as well as the body, of cars finished in the Hudson Red "O" color, will be striped in black.

Cars having the body finished in the Hudson Gray, will have wheels and axles finished in the Hudson Red "O" color instead of the light red formerly used. The wheels and axles of this car will also be striped in black.

We can provide only two colors of finish on Hudson cars, which, as now decided upon, are

Hudson Red "O" throughout, or

Hudson Gray body with Hudson Red "O" wheels and axles.

We are always desirous of meeting the views of our Dealers wherever possible. In the matter of finish, however, you undoubtedly realize the impossibility of selecting two colors which would meet with universal approval. A careful study of the wants and suggestions of all Dealers in the matter of finish leads us to believe that the Red finish, with an option of a Gray body and Red gear, as decided upon, will be the most satisfactory selections we can make.

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER

Copy to Sub-dealers.



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS
HUDSON MOTOR CAR COMPANY
DETROIT, MICH., U.S.A.

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

Nov. 11, 1909

CIRCULAR LETTER NO. 28

SUBJECT:- Tire equipment

TO ALL HUDSON DEALERS:-

In addition to Hartford and Federal tires, we will soon begin using the Pennsylvania tire as standard equipment on HUDSON cars.

The option is reserved of using any one of the above makes of tires, which is absolutely necessary on account of shortages in the tire market at the present time, and to facilitate shipment of cars.

Yours very truly,

HUDSON MOTOR CAR COMPANY

ECM/IS

Copy to Sub-Dealers

SALES MANAGER



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

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

CABLE ADDRESS
"HUDSON CAR"

Nov. 17, 1909

CIRCULAR LETTER NO.29

SUBJECT:- Extra equipment wanted after cars are shipped.

TO ALL HUDSON DEALERS : -

Some Dealers have sent in specifications for cars which did not call for all the extras furnished at the \$1050 price, the extra equipment on the cars having been billed to them at the regular list price. After cars shipped on such orders have been received by the Dealer, we have been asked to send on the additional equipment included in the \$1050 price but not originally specified on the order, and charge them such a figure for it as to make the list price of the car and equipment \$1050.

For your information, would advise that the price of \$1050 was made for the \$900 car and extras listing at \$170 with the intention that Dealers take advantage of this reduction in price and order cars fully equipped. In view of this, hereafter, cars will be shipped in accordance with specifications sent in and billed to the Dealer accordingly. Any extra equipment wanted after the car has left the factory will be furnished at the regular list price and not at a price to make the charge for car and extra equipment total \$1050 list.

Yours very truly,

HUDSON MOTOR CAR COMPANY

Sales Manager

ECM/IS



CABLE ADDRESS
"HUDSONCAR"

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

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

Dec. 11, 1909

CIRCULAR LETTER No. 31

Circular letter from Advertising Department.

To all Hudson Dealers:-

Please destroy all old Hudson catalogues, electrotypes, mats of advertisements and everything showing the old price of the Hudson Roadster.

We will send you promptly a generous supply of new literature, electros, etc., January 1. These have now been with the printers and engravers several weeks.

Please acknowledge receipt of this letter.

Yours very truly

HUDSON MOTOR CAR COMPANY

E C Morse

Sales Manager



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

December 16, 1909

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

CABLE ADDRESS
"HUDSONCAR"

CIRCULAR LETTER NO. 32

SUBJECT:- Notifying Sub-dealers of increase in price on
HUDSON Roadster.

TO ALL HUDSON DEALERS:-

A number of Dealers have written us for copies of our letter of December 10th announcing the new list price of the HUDSON Roadster as \$1000 effective on and after January first, 1910.

This is to notify you that notice of this increase in price should be sent by you to your Sub-dealers inasmuch as the arrangement with your Sub-dealers was made by you and not by us.

This notice should be given to your Sub-dealers at once.

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER

ECM/IS



MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

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"

December 18, 1909

CIRCULAR LETTER NO. 33

SUBJECT:- Equipment of HUDSON Roadster at \$1000 price.

TO ALL HUDSON DEALERS:-

In order that Dealers may have full information as to the equipment furnished on the HUDSON Roadster at the increased price of \$1000, we list this equipment below: -

Two side and one rear oil lamp.

Two gas lamps.

Generator.

Horn.

Tools.

3½ inch clincher tires on both front and rear wheels.

Space between step and frame enclosed.

Aluminum toe board and heel plate - toe board. extending full width of the car.

New type of accelerator providing exceptionally convenient throttle control.

This accelerator is the most convenient type ever put on any motor car at any price. This feature alone for which many purchasers would be glad to pay \$50 extra, will be greatly appreciated by every driver of the car.

Magneto, top, prestolite tank and extra rumble, when ordered with the car, are furnished at \$150 extra as heretofore.

The HUDSON Roadster, fully equipped as above, will be shown at the New York Show opening January 8th, and also at all succeeding shows in the larger cities throughout the country.

Yours very truly,

HUDSON MOTOR CAR COMPANY

ECM/IS

SALES MANAGER

ADDRESS ALL COMMUNICATIONS TO THE COMPANY NOT TO INDIVIDUALS.



CABLE ADDRESS
"HUDSONCAR"

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

DIRECTORS
J. L. HUDSON, Chairman of Board
R. D. CHAPIN, President
F. O. BEZNER, Secretary
R. B. JACKSON, Treas. & Gen. Mgr.

December 28, 1909

CIRCULAR LETTER NO. 36

SUBJECT: Clutch Adjustment.

TO ALL HUDSON DEALERS:-

We have received criticisms from some of our dealers relative to the tendency of our clutch to "grab" or engage suddenly causing the car to jump in starting.

For the benefit of those dealers Who have had any trouble of this kind, we make the following suggestions: In the first place the leather must be thoroughly saturated with Neatsfoot Oil before assembling. This is done at the factory and precautions have been taken against the omission of this treatment.

To properly adjust the clutch, it should be released. or drawn out as far as is usual in general operation and the slip springs beneath the leather slacked off as far as possible without causing the clutch to drag. These slip springs may be adjusted by backing off the studs inside. and to the front, of the cone.

If these two points are watched and the leather occasionally treated with a generous quantity of. Neatsfoot Oil. you will find this clutch as nice an acting equipment as could be desired.

Yours very truly

HUDSON MOTOR CAR COMPANY

C E Havens

Technical Department.

CEH-ERW



CABLE ADDRESS
"HUDSONCAR"

MEMBERS ASSOCIATION LICENSED AUTOMOBILE MANUFACTURERS

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

DIRECTORS
J. L. HUDSON, Chairman of Board
R. D. CHAPIN, President
F. O. BEZNER, Secretary
R. B. JACKSON, Treas. & Gen. Mgr.

December 27, 1909

CIRCULAR LETTER NO. 37

SUBJECT: Transmission Lubrication for Winter Months.

TO ALL HUDSON DEALERS:

Owing to the tendency of oils and greases to harden in cold weather and thus reduce their lubricating efficiency, we have deemed it advisable to use a heavy grade of cylinder oil in our transmissions during the winter months in preference to the cup grease used heretofore.

We are accordingly using "Crank Case Oil" made by the Standard Oil Company for lubricant in our transmissions and advise all dealers who experience trouble of this kind on account of cold, to adopt this, or some other high grade, heavy cylinder oil. As the weather moderates, this, of course, should be thickened by mixing in a quantity of cup grease.

Yours very truly

HUDSON MOTOR CAR COMPANY

C E Havens

Technical Department.