

1910

Hudson



Dealer Circular Letters

# C O N T E N T S

CL No.	Subject
38	Handling of transmission
40	Windshields
41	Windshield for Touring Car
42	Standard Equip. on Hudson Touring Cars
43	Fisk rims and tires
44	Instructions to salesmen
45	Catalogues
46	Selden Patent
49	Coat Rail on Touring Car
51	Specification Requirements for Cars Needed
56	Advertising
57	7-leaf Touring Car Rear Springs; Power
58	Prestolite tank equipment
59	Lubrication of Transmission
63	Repair Instructions
67	Observance of Licensed Clause in Dealers Contract
68	Standard Colors for Hudson Cars
70	Hudson Finishes First in Virginia Endurance Run
72	Monthly report of cars delivered
73	Stromberg Carburetors
76	Hudson Dealers and Applicants for 1911 Season
80	High speed jumping out in our transmission
88	Ad in July 2nd Collier's Weekly magazine
92	Note to Hudson Dealers - 1911 Season
93	Photograph of every Hudson Dealer wanted
96	Note to Hudson Dealers - 1911 Season
97	To all Hudson Dealers for 1911



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICE OF THE PRESIDENT  
J. L. FOSTER, President  
HUDSON CHAIRMAN'S Office  
W. B. JACKSON, Vice-President  
F. O. BREWER, Secretary  
H. E. SCOTT, Treasurer

OFFICE ADDRESS  
1000 BROADWAY

DONATED BY  
PHIL ROSKI'S ESTATE

Jan. 6, 1910

CIRCULAR LETTER NO. 38

SUBJECT: - Handling of transmissions

TO ALL HUDSON DEALERS:-

It has been brought to the attention of this Department, in a number of instances, that damage to the transmission has been caused, and consequent trouble experienced in shifting the gears, on account of the driver of the car not releasing his clutch when shifting gears; and on account of some drivers attempting to force the gears into mesh through main strength by pulling on the shifting lever.

With a view of avoiding trouble of this kind, we suggest that it would be a good idea to have your demonstrators carefully instruct all drivers of HUDSON cars who have had any trouble of this kind in reference to the handling of the shifting method of shifting the gears.

It is at no time necessary to use force to shift the gears on a HUDSON car. As you know, the clutch should be fully released when the gears are shifted. Once a driver becomes familiar with the method of shifting the gears on the HUDSON, will seldom, if ever, have any trouble in this connection.

Some of our Dealers have stated that they have sold HUDSON cars, in a number of instances, to customers who have never before driven a car, and that some trouble in shifting the gears have resulted. In such cases, where a customers he's never before driven a car special attention should be given to his instruction in shifting of the gears.

Yours very truly,

HUDSON MOTOR CAR COMPANY

CEH:ERW

Technical Department



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICERS:  
J. L. FREDERICK, President  
HUDSON TOURING CAR CO. Vice Pres.  
W. B. JACKSON, Treasurer  
F. O. BREWER, Secretary  
H. E. COPPIN  
SALES ADDRESS:  
1111 GUYTON ST.

Tuesday  
January fourth  
Nineteen Ten

CIRCULAR LETTER NO. 40

SUBJECT:- Wind Shields

TO ALL HUDSON DEALERS:-

Effective January 4th, 1910, the price of wind shield for either the HUDSON Roadster or the HUDSON Touring Car will be \$20 net, each, to the Dealer.

Two types of shields will be furnished - one known as the zig zag shield in regard to which we wrote you in our circular letter No. 20, of Oct. 25, 1909, with which we sent you a cut of the shield; the other will be a straight or perpendicular shield for use on the Touring Car. Either one of these shields may be used on either the Roadster or the Touring Car, so that in ordering, it is advisable for you to specify the type of shield wanted to avoid mistakes. Unless otherwise ordered, however, we will put the zig zag type of wind shield on the Roadster, and the straight or perpendicular type of shield on the Touring Car.

The list price of each of the above shields to the customer will be \$40.

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER

ECM/IS



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Tuesday  
January twenty-fifth  
Nineteen Ten.

CIRCULAR LETTER NO. 41

SUBJECT:- Wind Shield for  
Touring Car.

TO ALL HUDSON DEALERS:-

Owing to the fact that the zig zag type of wind shield obstructs the entrance to the front seats of the Touring Car when used on this model in connection with the top, it has been decided not to fit HUDSON Touring Cars with the zig zag type of wind shield when the car is ordered with a top. The straight, or perpendicular shield will only be used when top is furnished.

Yours very, truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "E. J. Murphy".

ECM/IS

SALES MANAGER



# 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 Pres.  
F. O. BEZNER, Secretary  
R. B. JACKSON, Treas. & Gen. Mgr.

Tuesday  
February First  
Nineteen Ten.

CIRCULAR LETTER NO. 42

SUBJECT:- Standard Equipment on  
HUDSON Touring Cars.

TO ALL HUDSON DEALERS:-

For your information would advise that standard equipment on the HUDSON Touring Car will include coat rail on the back of the front seat, and a foot rail for the tonneau, without extra charge.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in dark ink, appearing to be "E. J. Murphy", written in a cursive style.

ECM/IS

SALES MANAGER



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Friday  
February Fourth  
Nineteen Ten

CIRCULAR LETTER NO. 43

SUBJECT:- Fisk rims and tires.

TO ALL HUDSON DEALERS:-

On and after this date, Fisk demountable, detachable rims and tires will be furnished on HUDSON cars at an extra charge of \$100, instead of \$110 as announced in our Circular Letter No. 39 of December 31st, 1909.

The Fisk tires with demountable, detachable rims will be furnished in the 3½-1 inch size all around, only.

This letter cancels and supercedes information given in our Circular Letter No. 39 of December 31st, 1909, in reference to extra charge for Fisk rims and tires.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in dark ink, appearing to be "E. J. Murphy", written in a cursive style.

SALES MANAGER

ECM/IS  
Copy to Sub-dealers.



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Monday  
February Seventh  
Nineteen Ten

CIRCULAR LETTER NO. 44

TO ALL HUDSON DEALERS:-

Attached find copy of instructions given to our Salesmen, and others who were in attendance at the HUDSON exhibit at the New York Show

We thought our Dealers would like to have a copy of this, especially those who expect to exhibit HUDSON cars in local shows in their territory.

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER

ECM/IS  
Copy to Sub-dealers.





# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Monday  
February Fourteenth  
Nineteen Ten

CIRCULAR LETTER NO. 45

SUBJECT:- Catalogues

TO ALL HUDSON DEALERS:-

Through an error on the part of our printers the price of the Touring Car is shown on page 23, in some of our catalogues, as \$1050 instead of \$1150. This error was caught before the entire edition of catalogues had, been run off but we understand that some of these catalogues showing incorrect price of the Touring Car, were inadvertently sent out.

\$1150

To avoid any misunderstandings that may arise from these catalogues getting into the hands of customers, we would ask that you kindly examine the catalogues you have on hand, and if you find any of these catalogues with the typographical error above mentioned, advise us immediately and we will send you a quantity of small slips, like sample herewith, with which to correct the corresponding line in the catalogues.

Appreciating your prompt attention to this, we are

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER

ECM/IS  
Copy to Sub-Dealer.



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Tuesday  
February Fifteenth  
Nineteen Ten

CIRCULAR LETTER NO. 46

TO ALL HUDSON DEALERS:-

Since the decision sustaining the Selden Patent as covering the modern gasoline automobile, it is clear that the purchaser should be informed fully as to the importance of buying only those cars which are licensed. Buyers of such cars are free from any possibility of legal entanglement; they have a broader field in which to dispose of their old cars when buying new ones; they have the benefit of the highest engineering skill and manufacturing facilities, and moreover they possess a car for which parts can be obtained at any time.

There are now seventy-two makes of licensed American and foreign automobiles, and nearly all the largest and strongest manufacturers of formerly unlicensed cars have since the Court's decision applied for and been granted license.

In view of this we would suggest, if you are not already doing so (and we are sure you will see the great desirability of it) that you insert in all of your advertising prominently the words "Licensed under Seldon Patent" just as we are doing in all of our general advertising.

Yours very truly,

HUDSON MOTOR CAR COMPANY

SALES MANAGER

ECM/IS  
Copy to Sub-Dealer.



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Wednesday  
March Second  
Nineteen Ten

CIRCULAR LETTER NO. 49

SUBJECT:- Coat Rail on Touring Car

TO ALL HUDSON DEALERS:-

It was our original intention not to include a coat rail on the HUDSON Touring Car. For this reason, this equipment was not listed in our catalogue. Subsequently, however, we decided to add this equipment without extra charge. The first bodies ordered, however, did not provide for this equipment, and as some of these are metal bodies it is impossible to put the coat rail on after the bodies have been finished.

After the decision was reached to furnish coat rail on the HUDSON Touring Car without extra charge, we back ordered this item of equipment on cars having bodies which were not fitted with the coat rail. As stated above, however, it is impossible to attach a coat rail after the bodies have been finished and in view of this we have cancelled all back orders for coat rails, which have been issued, and in future will not back order this equipment.

We are arranging to have all our bodies come to us later on fitted with coat rail, and as most of the cars we are now shipping out will be used as demonstrators, the circumstances in connection with this equipment with the absence of coat rail, if should be mentioned, can be satisfactorily explained to prospective buyers.

Yours very truly,

HUDSON MOTOR CAR COMPANY

Sales Manager

ECM/IS



CABLE ADDRESS  
"HUDSON CAR"

# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

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

Saturday  
March, Nineteenth,  
Nineteen Ten.

CIRCULAR LETTER NO. 51

TO ALL HUDSON DEALERS:-

We requested you in our letter of December 30th, 1909, to send in specifications for both Touring Cars and Roadsters desired during the months of February, March and April. Most all of our Dealers immediately accepted our suggestion and have sent in a large number of orders. We now find that orders which we have received for Roadsters will consume our output for some time to come. In view of this, WE HASTEN TO INFORM YOU THAT WE CANNOT ACCEPT ANY MORE ORDERS FOR ROADSTERS FOR THE PRESENT. Orders we now have for Roadsters will be filled in their proper order, with as little delay as possible. Under the circumstances of course it is important that you should give special attention from now on to the sale of the Touring Car.

Specifications are also being received daily for the HUDSON Touring Cars from Dealers all over the country. It goes without saying that within a short time most of the Dealers will have sent in their specifications for the balance of their allotment of Touring Cars. If you have not already done so, therefore, it is important that you send in the balance of your specifications on the Touring Cars as soon as possible.

Additional factory space, which we have recently leased, will enable us to complete our output for this season by the first of July. For seeing the enormous demand for next season, we start the construction, within three weeks, of a large new factory which will be finished in time to handle the 1911 output.

THE LARGEST BUSINESS DONE LAST SUMMER on low priced cars was during the months JULY, AUGUST AND SEPTEMBER. In order that our dealers may not be without HUDSON cars to most their requirements during those months, WE HAVE DECIDED TO PRODUCE AN ADDITIONAL QUANTITY OF BOTH THE TOURING CAR'S AND THE ROADSTERS FOR DELIVERY DURING THAT TIME. These cars will be allotted to Dealers under the 1911 contract.

It is costly to the Dealer to break his selling season in June or July and be compelled to wait for two or three months before he can again get cars in quantities. For this reason, our plan is to bring out our new models in the Fall, which we will do this year. In the Fall, naturally, there will not be the demand for such quantities of cars as during the Summer months. Our plans contemplate a twelve months' business with as even a production as possible each month to meet requirements, thus enabling both the Dealer and ourselves to keep our organizations busy the year around.

Any minor changes in the new models decided upon later, will be strictly in keeping with our established policy to furnish THE BEST CAR IN POINT OF STYLE AND SIZE, POWER, FINISH AND GENERAL ATTRACTIVENESS WHICH CAN BE PRODUCED AT THE PRICE.

The popularity of HUDSON cars is strongly evidenced everywhere, and was particularly noticeable at the shows which I have attended during the past three months in most of the larger cities in the country. The demand for both the Touring Car and the Roadster is many times greater than our output. We wish that we could build enough cars of both types this season to take care of this demand. In any event, however, and as I have stated before, we are desirous of giving to each Dealer at least the number of HUDSON cars for which he has contracted. It is important, therefore, in this connection, that the Dealer send in his specifications promptly as has been requested

Relying upon your co-operation. we are,

Yours very truly,

HUDSON MOTOR CM COMPANY,



ECM/IS

Sales Manager



# HUDSON MOTOR CAR COMPANY

March 25, 1910

DETROIT, MICH., U.S.A.

CIRCULAR LETTER NO. 56

DIRECTOR  
 J. L. FOSTER, President  
 HUDSON CHAIRMEN: S. M. Lee, Pres.  
 W. B. JACKSON, Vice-President  
 F. O. BREWER, Secretary  
 H. E. COFFIN  
 OFFICE ADDRESS  
 1111 GUYTON BUILDING

SUBJECT:- Advertising

TO ALL HUDSON DEALERS:-

During the New York Automobile show our Mr. Coffin, because of his international reputation as an automobile engineer, was eagerly interviewed by newspaper men.

During one of these interviews Mr. Coffin stated that the price of every automobile was fixed by the following six factors:

MATERIAL--DESIGN--MANUFACTURING COST--OVER-HEAD CHARGES  
--MANUFACTURERS PROFIT--AGENTS' COMMISSION.

We have taken Mr. Coffin's idea and used it as a basis for advertising copy. We are handing you herewith a proof of it. This advertisement, with a slightly different heading at the top will appear in Collier's Weekly, April 2nd and Saturday Evening Post April 9th.

There are 500,000 Copies of Collier's printed each week and 1,600,000 copies of the Post. We know, therefore, that this advertisement will be read by over 5,000,000 people.

We believe you should run this advertisement in your local paper to enable you to get the fullest benefit from our national advertising. It would not only connect you intimately with our national advertising campaign, but would impress upon all the people in your territory the fact that you are the dealer selling the Hudson car - the car whose value is all there in good, sound automobile design and finish and not in the books of the company making it.

This advertisement should prove a good start for paving a way for a big summer business for you. We will appreciate marked copies of papers in which you use it.

Yours very truly,

HUDSON MOTOR CAR COMPANY

Sales Manager

ECM/IS  
Enclosure



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICE OF THE  
 J. L. FOSTER, President  
 HUDSON CHAS. W. B. S. Vice Pres.  
 F. O. JACKSON, Secretary  
 H. E. SCOFFIN  
 OFFICE ADDRESS  
 1111 BROADWAY

March 28, 1910

CIRCULAR LETTER NO. 57

SUBJECT: 7-leaf Touring Car Rear Springs. Power.

TO ALL HUDSON DEALERS:

This is to call your attention to the fact that we have on hand 7-leaf touring car rear springs ready for shipment. If you have any customers who feel that the springs are not of sufficient stiffness on their touring car to carry the load which they wish to put in their car, you may replace them with the 7- leaf type and we will credit you with the returning 6-leaf. It should, of course, be remembered that the tonneau will ride a trifle stiffer with the 7-leaf springs when running without load.

If you have received any complaints from customers in regard to the touring car not having quite the power that they would desire, get the car in and examine it as follows:

Examine carefully to see that the valves seat properly and hold the gas. Take out the valve caps and be sure that they do not screw down upon the cylinder instead of into the recess, there by not pinching the gasket. Leaks around such valve caps, spark plugs, and various other things, will certainly destroy power. Examine the valve chamber to see that there is plenty of clearance around the edge of the valve. This should be at least 1/8". Also see that they do not go down into a recess, which might be the case if the seat was counterbored too deep, owing to having a trifle too much metal on the floor of the chamber and the necessity of coming to the blue print. The top of the valve seat should be on a level with the floor of the compartment. If you find that the valves do not have this clearance, the cylinder should be taken off and sent to a machine shop to be wiped cut around the valve chamber until the desired clearance is obtained.

Gasoline in the Mayer carburetor should be adjusted just to the top of the nozzle, or jet, so that it will neither overflow nor be down in the pipe. Do not use grease in our transmissions, as it does not reach the bearings through the fine screen protecting them. Use liquid oil, preferably some fairly heavy engine oil.

If you have any difficulty whatever with the Hudson car, please write us giving details, including the number of the car, and we will do our best to give you prompter service.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in dark ink, appearing to be 'W. J. ...', written over a horizontal line. The signature is stylized and cursive.

Manager Technical and  
Inspection Departments.

FHT-EV

Copy to Sub-Dealers





# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICE OF THE PRESIDENT  
J. L. FREDERICK, President  
HUDSON MOTOR CAR COMPANY  
W. B. JACKSON, Vice-President  
F. O. BREJNER, Secretary  
H. E. SCOFFIN  
  
OFFICE ADDRESS  
1000 BROADWAY

Wednesday  
March Thirtieth  
Nineteen Ten

CIRCULAR LETTER No 58

SUBJECT: Prestolite tank equipment.

TO ALL HUDSON DEALERS

In looking over some of our orders, I note that many of our Dealers order Touring Cars with the extra equipment of magneto, top and trunk rack, which are offered at the special price of \$125, but do not order a Prestolite tank. In such instances, of course, the cars are fitted with a generator.

I believe that it would be advisable in many instances to have these cars equipped with Prestolite tank, and that this equipment is often overlooked by our Dealers. As you know, a Prestolite tank is furnished at an additional charge of \$20, each, list, making the price of the car fully equipped f.o.b. Detroit, \$1295. Where the Prestolite tank is furnished, the generator, of course, is omitted.

As most buyers of cars now-a-days want the Prestolite tank, I believe it would be advisable in every instance to order this equipment. It is just \$4.00 extra profit for you, besides giving the customer more satisfactory equipment for his gas lamps.

We shall be pleased to add this Prestolite tank to any orders which you now have with us on which this equipment has not been specified.

Yours very truly,

HUDSON MOTOR CAR COMPANY

Sales Manager

ECM/IS



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICE OF THE  
J. L. FOSTER, President  
HUDSON MOTOR CAR CO., Detroit, Mich.  
W. B. JACKSON, Vice-President  
F. O. BREZNER, Secretary  
H. E. COPPIN  
CHIEF ADDRESS  
"HUTCHINSON"

April 4, 1910

CIRCULAR LETTER NO. 59

SUBJECT:- Lubrication of Transmission.

TO ALL HUDSON DEALERS:

The plain bearings and transmissions which we are using SHOULD NOT BE LUBRICATED WITH GREASE. Use a heavy cylinder oil, somewhat heavier than the oil you are using in the motor, but of course it need not be a fire test oil. The proper quantity is 1/2 gallon.

Yours very truly,

HUDSON MOTOR CAR COMPANY

Manager Technical and  
Inspection Departments.

FHT-V

Coy to Sub-Dealers



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

DONATED BY  
PHIL ROSKIE ESTATE

OFFICE OF THE  
J. L. FREDERICK, President  
HUDSON MOTOR CAR CO., Detroit, Mich.  
W. B. JACKSON, Vice-President  
F. O. BREJNER, Secretary  
H. E. SCOFFIN  
CHIEF ADDRESS  
DETROIT, MICHIGAN

April 11, 1910.

CIRCULAR LETTER NO. 63.

SUBJECT: Repair Instructions.

TO ALL HUDSON DEALERS:

For the information of yourself and your repair men, we give you below a copy of instructions which we have given to our road men.

## REPAIR INSTRUCTIONS.

In working on customers' cars, there is a regular course of procedure which I wish you to follow. In the first place, buy a pressure gauge of some sort which will read to at least 50 Pounds. Even if it reads to 150 it will be alright. In the second place, keep yourself supplied with high-speed shifter forks, which we have on hand, and which are marked "B-5-100", and also shifter fingers "B-5-121".

## MOTOR TROUBLES.

### Lack of Power.

1. Test the compression with your gauge, with wide open throttle and cut-out ignition, Spin the motor by hand, and see if you can flip the wage hand up to about 50 pounds.  
If not, then--
2. Examine your valve fittings, and if after giving. the valves good seat, you are still unable to get compression,--
3. Examine the fit of the piston rings and see that they are not too tight in the grooves in the piston; also that there are no blow holes in the piston underneath the piston ring. Piston rings and blow holes you will find to be quite rarely the cause of the trouble.
4. When you have obtained this compression and the motor still lacks power, examine carefully for clearance around the valves. Remove the valve cover plugs and see that there is at least 1/8" clearance in the valve chamber around the edge of the valve.
5. Also that the valve does not go down into a recess to find its seat, as you can readily see that if this is the case the valve is not truly opening until it rises above the recess.

6. If either of these conditions prevail, take the cylinders off and to a machine shop, and have the chambers wiped out around the valve and deep enough to avoid the recess.
7. You now have the requisite power in so far as valves and cylinders are concerned.
8. Be sure that the gasoline in the jet, or nozzle, of the carbureter stands at the top and does not overflow nor stand below the top in the pipe. To try this, take the carburetor off and nut it in a vice in a level position, taking off the intake pipe to expose the jet to view. Regulate this by means
9. Be sure the carbureter is free from dirt and water.
10. Adjust the needle valve so that the motor picks up promptly without spitting back or letting go when the throttle is suddenly opened at slow crank-shaft speed, under load.
11. Adjust the carbureter so that the motor will pick up promptly when standing idle; then get in the car and drive it at slow speed, on direct drive, and suddenly open throttle wide. If motor spits back or lets go, open the needle valve until this difficulty is overcome.
12. The car should now have ample power so far as the motor is concerned.
13. Test the ignition system throughout and be sure you have a good spark, especially from the magneto.
14. If motor lets go with open throttle, at low crank-shaft speed, switch onto the batteries to be certain that trouble is not in the magneto before adjusting the carbureter.
15. See that the motor has proper lubrication.
16. Go over the timing of the ignition and see that magneto is not timed too late nor too early. It should have about one inch lead on fly-wheel with retarded spark. Our principal trouble in this line has been magnetos timed too early, causing spark knock and loss of power.
17. Be sure your valves operate in time according to marks on fly-wheel. Sometimes they are out of time, due to the push rods being too tight, having been taken up to avoid noise.
18. Look out for leaks around intake gaskets. Detect these by squirt can of gasoline, and when leak is discovered the motor will die or perceptibly slow down, owing to rich mixture furnished by the can through the leak.

19. Correct all leaks around spark plugs, valve caps, etc., for loss of compression.

20. Look out for the flange of the valve cap coming down on top of cylinder instead of reaching the gasket in the recess. If this difficulty is present you will be unable to screw the cap onto the gasket, although it may apparently come down hard.

21. See that the brakes are not dragging. Test this by rolling the car back and forth by hand.

#### Noise in Motor.

For gear noise, stop the fan and see that the trouble is not there. If the timing gears are very noisy and customer insists on a remedy, order over-size gears for same, and you will find that the idler gear is the one needed most often.

#### TRANSMISSION.

1. The principal complaint is high speed jumping out of mesh. We find this is caused principally by the bending of the high speed shifter fork, bending on the shifter finger, B-5-121 (or in earlier cars, wearing of shifting end when made of bronze), or the ball under the spring in the high speed shifter fork not seating in the recess in the shifting bar. The tapered hole in which the ball rides is sometimes too small and the ball only peeks through, despite the pressure of the spring. Ream this hole out slightly, so that the ball will just drop through.

2. As a rule, one of the three above causes will be found the seat of the trouble.

#### Transmission Bearings.

1. The principal complaint against transmission bearings has been the dowel pins sheering off, the bushings turning around in the case. This has been caused by lack of lubrication, owing to the use of grease instead of oil. The grease will not find its way through the screens above the bearing, and the bearing thus runs dry, and having seized, sheers off the dowel pins in the bushings.

2. Remedy for this is new bushings, and the use of medium weight oil instead of grease. Use 1/2 gallon of oil.

3. Rear bearing running hot. This is caused, as a rule, by the propeller shaft being out of line with transmission. Disconnect universal, and see that shaft stands to one side.

C.L. No. 63

- 4 -

4-11-10

4. Remedy for this is elongating the hole in the spring pad on opposite side, thus allowing you to shift axle back a trifle at that point, bringing propeller shaft into line.

5. The propeller shaft may possibly be bent, so examine for this before alignment.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to be 'H. J. ...', written in black ink on a white background.

Manager Technical and  
Inspection Departments.

FHT-V

Copy to Sub-Dealers.



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

May 6, 1910

## CIRCULAR LETTER No. 67

SUBJECT: Observance of License Clause in Dealers contract.

TO ALL HUDSON DEALERS:

I desire hereby to call the attention of all the dealers to the following clause which appears in every contract we have made:

"The Dealer hereby covenants and agrees with the manufacturer:

(1) That .....(The Dealer), will not, during the continuance of this agreement, infringe the Selden patent, No. 549,160, nor make, sell, keep on hand, or in any manner dispose of or deal in, directly or indirectly, any unlicensed vehicles, that is to say, any gasoline automobiles not manufactured under license under Selden Patent; and

(2) That .....will not sell, consign or deliver any licensed vehicles to any party making, selling, having on hand, or dealing in such unlicensed vehicles."

You will see therefore, that you have agreed not to handle any cars that are not licensed under the Selden Patent.

The reason we are so insistent in this matter is that we cannot have a dealer in the position of being both a licensee and an infringer, which he is if he handles an unlicensed car in connection with a licensed car.

One or two cases have come to my notice recently where some of our dealers are violating this agreement. Under no circumstances will we make a contract with any dealer who is handling an unlicensed car, nor will we tolerate any indirect violation of this clause in the contract, such as the organization of separate Companies to handle unlicensed cars, so as not to conflict with the licensed cars.

We want to be open and above board and absolutely square on this proposition of handling unlicensed cars. There will be no "beating around the bush" about it, because we will positively cancel any agent's contract with us who violates this Clause in the future. We cannot be for the Selden Patent and against it at the same time. We are for it and, therefore, we must be with it heart and soul.

I have instructed our Sales Manager to report directly to me any violations that occur in our agencies in the future.

Very truly yours,

HUDSON MOTOR CAR COMPANY

A handwritten signature in cursive script, appearing to read "R.D. Chapin". The signature is written in dark ink on a light background.

RDC-C  
Copy to Sub-Dealers

President





# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICERS:  
J. L. FOSTER, President  
WILSON CRAWFORD, Vice Pres.  
W. B. JACKSON, Treasurer  
F. O. BREWER, Secretary  
H. E. COPPIN

SALES ADDRESS:  
1111 GUYTON

Saturday  
May Seventh  
Nineteen Ten

CIRCULAR LETTER NO. 68

SUBJECT: Standard Colors for Hudson Cars.

TO ALL HUDSON DEALERS:

The new edition of the catalog we have just had printed, shows color plate of Hudson touring car with blue body and cream colored gear. A color plate of the roadster is shown with gray body and red gear.

We found that the majority of orders for Hudson cars called for blue body and cream gear on the touring car and the gray body and red wheels on the roadster. Accordingly, these being the most popular colors, we had the new catalog printed to show these colors and from now on the colors above mentioned will be standard. The option on the touring car will be "all blue" blue" and on the roadster "all red".

On view of our having adopted the above colors as standard, cars in these colors can be furnished more promptly than those desired in the optional colors.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in dark ink, appearing to read "E. Morse", written in a cursive style.

Sales Manager

ECM/IS  
Copy to Sub-Dealers



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICERS:  
J. L. FOSTER, President  
HUDSON CHALMERS, Vice Pres.  
W. B. JACKSON, Treasurer  
F. O. BREWER, Secretary  
H. E. COPPIN

CHIEF ADDRESS  
"HUTCHINSON"

BULLETIN!

Wednesday  
May Eleventh  
Nineteen Ten

Circular Letter No. 70.

TO ALL HUDSON DEALERS:-

We are in receipt of the following telegram from our Richmond Va., dealer:

"Hudson driver, Maxwell, finishes Times Dispatch Virginia endurance run with only perfect score in its class, winning cup. Thirty three entrants, run lasting three days over 468 miles, mostly rocks, mud and mountains".

Lee A. Folger, Manager.  
Gordon Motor Car Co.

We are getting out a bulletin, illustrating and featuring the Hudson victory.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

*L. A. Van Patton*

Advertising Department.

VP/ES



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICERS:  
J. L. FOSTER, President  
HUDSON CHALMERS, Vice Pres.  
W. B. JACKSON, Treasurer  
F. O. BREWER, Secretary  
H. E. COPPIN  
  
SALES ADDRESS:  
1111 BROADWAY

Thursday  
May Nineteenth  
Nineteen Ten

CIRCULAR LETTER NO.72

SUBJECT: Monthly report of cars delivered.

TO ALL HUDSON DEALERS:-

We attach hereto copy of form, supply of which we will send you for use in reporting names of purchasers of HUDSON cars. This report is to be made up the first of each month.

This report will avoid the necessity of your filling out the cards which we sent you some time ago. It was found that it was rather inconvenient for the dealers to fill out these cards whenever a car was delivered to their customer, hence we prepared this blank form which it will only be necessary to fill out and send us once a month.

It will be necessary for you to also get from your sub-dealers monthly, a report of cars which they deliver giving names of the purchasers of HUDSON cars in their territory. We are sending you enough blanks so that you can send these to your sub-dealers and ask them to send in reports promptly so that you can send your report complete to us.

PLEASE SEND IN REPORT BY THE TENTH OF JUNE OF ALL HUDSON CARS WHICH YOU HAVE DELIVERED UP TO JUNE 1ST. THEREAFTER, PLEASE SEND THIS REPORT IN MONTHLY.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

Sales Manager.

ECM-BH.



# HUDSON MOTOR CAR COMPANY

OFFICERS:  
 J. L. FREDERICK, President  
 HUDSON CARBURETOR S. M. Co. Inc. Pres.  
 W. B. JACKSON, Vice-President  
 F. O. BREWER, Secretary  
 W. E. SCOTT, Treasurer

DETROIT, MICH., U.S.A.

Monday  
 May Twenty-third  
 Nineteen Ten

CIRCULAR LETTER NO. 73

SUBJECT: Stromberg Carburetors.

TO ALL HUDSON DEALERS:-

There has been quite a diversity of opinion among our dealers and Hudson users in regard to which carburetor gave the most satisfactory service on HUDSON cars. In some sections of the country the Holly carburetor, which we used at first, was found very satisfactory - dealers in these sections did not want the Mayer carburetor. In other parts of the country the Mayer carburetor was preferred.

With both of the above makes of carburetor it was found that at times, in cold weather, some difficulty was experienced, but this was entirely obviated when we began using the water jacketed extension which was placed between the intake pipe and the carburetor.

At the present time the Mayer carburetors, with this hot water jacketed extension, are proving generally satisfactory through-out the country, and from various reports furnished us by HUDSON users in Endurance Runs and on long trips, the mileage obtained per gallon of gasoline consumed has been particularly good, ranging from 18 to 22 miles per gallon.

It has been reported to us that in a few instances HUDSON users were not satisfied with either the Mayer or Holly carburetor. We want every user of a HUDSON car satisfied. To enable you to satisfy any of your users who may make complaint in this connection, and who insist on some other than the carburetor we use, we have arranged to carry a few Stromberg carburetors in stock which we will furnish at \$7.50 without the water jacketed extension, or \$8.50 with the water jacketed extension in exchange for a Mayer or Holly carburetor with which the car was originally equipped. Understand that this price is made only on condition that the Mayer or Holly carburetor is returned to us. The type of Stromberg carburetor we have selected is the Model B which lists at \$17.50.

The Mayer carburetor with the hot water jacketed extension seems now to be so generally satisfactory that it is doubtful if there are any HUDSON users who are having any trouble in his connection. In case, however, any of your HUDSON users do make complaint of their carburetor, the above arrangement, we believe, will enable you to satisfy them.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

A handwritten signature in cursive script, appearing to be 'W. H. Hudson', written in dark ink on a light background.

FHT:ETR

Mgr. Technical & Inspection Depts.

Copy to Sub-Dealers.



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICE ADDRESS  
J. L. FOSTER, President  
HUDSON CHRYSLER Bldg. Room 2000  
W. B. JACKSON, Vice-President  
F. O. BREZNER, Secretary  
W. E. SCOFFIN  
OFFICE ADDRESS  
HUDSON CHRYSLER BLDG.

Friday  
May Twenty-seventh  
Nineteen Ten.

## CIRCULAR LETTER NO. 76

TO ALL HUDSON DEALERS AND  
APPLICANTS FOR THE HUDSON  
AGENCY FOR THE SEASON OF  
NINETEEN ELEVEN.

As we approach the end of our fiscal year (July 15th, 1910) and the beginning of another season, we are pressed for information from all quarters as to what our plans will be for 1911.

HUDSON CARS  
for  
JULY, AUGUST  
and  
SEPTEMBER

In our letter No. 51 of March 19th, 1910 addressed to all HUDSON dealers, we advised them that we would allot, under the 1911 contract, a limited number of HUDSON cars of the present type for delivery during July, August and September so that they would have some cars to sell in the summer months.

As all dealers will remember, the largest business done last year on low priced cars was during the period above mentioned. After talking with a number of our dealers it was thought best to adopt this plan and bring out the new models about October 1st. In this way we do not break the selling season in June or July and compel our dealers, or those who close up with us for next season, to go without cars to deliver during the months of July, August and September.

As every one knows, the HUDSON car has been phenomenally successful this year. Our 4000 cars which we will produce for the year has been wholly insufficient to supply the demand. Our dealers could just as easily have sold 8000 HUDSON cars or more, if we could have made them.

LARGE CAPACITY

for

1911

For next year our output will be considerably increased. With our now factory, of which we will obtain possession about the 15th. of September, we will have a capacity which will insure a largo and regular production of cars during the ensuing fiscal year.

Owing to the fact that our now models will not be out before October 1st, our prices and complete specifications for next year have not as yet been fully decided upon. For the information, however, of our dealers and those interested in the HUDSON line, we can say at this time that we will have an exceedingly attractive line for the coming season including, bee ido the TOURING CAR and a ROADSTER, a PONY TONNEAU and a car of the TORPEDO TYPE.

COMPLETE LINE

OF MODELS.

As our dealers have been told before, our policy is to build the BEST CAR IN POINT OF STYLE, SIZE AND POWER, FINISH AND GENERAL ATTRACTIVENESS WHICH CAN BE PRODUCED AT THE PRICE.

PRICE

and

NEW FEATURES.

The price of the new models has not been definitely decided upon, but it will be about \$1250. Complete specifications of the new cars will be furnished to all interested parties as soon as our plans are fully matured. The new models, which have been designed by our Mr. H. E. Coffin, will undoubtedly sustain us in the policy which we have decided upon, i. e.,- THE BEST CAR IN THE MARKET AT THE PRICE.

LIBERAL  
POLICY

The greatest guarantee we have for success is THE SUCCESS OF OUR DEALERS. We are not going to make very much money unless our dealers are making money. Realizing this, it is our aim to not only build the BEST CAR IN THE MARKET AT THE PRICE, thereby insuring a ready sale of the car, but we shall be especially liberal in our allotments and distribution of HUDSON cars to the dealers who show themselves to be in a position to handle these allotments in a satisfactory way in their territory.

By June 15th. we shall begin closing contracts for next year. Dealers who will not be able to come to Detroit for some time after that date, should write us at once giving an estimate of the probable number of HUDSON cars they will require next year. Those dealers and applicants for territory on the HUDSON line for next year who intend to come to Detroit soon after the 15th should advise us on what date they will be in Detroit.

Very truly yours,

HUDSON MOTOR CAR COMPANY.



ECM/ETR

Sales Manager





# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICERS:  
J. L. FREDERICK, President  
WILSON CHALMERS, Vice Pres.  
W. B. JACKSON, Treasurer  
F. O. BREWER, Secretary  
H. E. COPPIN

SALES ADDRESS:  
"HALL OF HONOR BLDG."

Monday,  
June 13th,  
1910.

## CIRCULAR LETTER NO. 80

TO ALL HUDSON DEALERS:-

Some complaints have been made to us on account of the high speed jumping out in our transmission and due to trouble experienced with the rear main shaft bearing in the transmission.

These complaints we have endeavored to take care of promptly by our road men and by replacements, but occasionally we are still getting complaints such as we have mentioned above.

In order to absolutely obviate any further trouble in this connection, we have recently made arrangements to provide a set of new parts for the transmission which in such instances will absolutely eliminate any further trouble from this course.

In order that our users may have no grounds whatever for complaint, we have decided that where such complaints exist we will send to the dealer, transportation prepaid, these new transmission parts to replace the old parts which have caused trouble. Transportation on old parts returned for credit must be prepaid.

In writing us in regard to these parts, please mention this letter.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

Manager Technical and  
Inspection Departments.

FHT/V

Copy to Sub-Dealers



# 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-Pres.  
F. O. BEZNER, Secretary  
W. B. JACKSON, Treas. & Gen. Mgr.

Thursday,  
June 23rd,  
1910.

CIRCULAR LETTER NO. 88

TO ALL HUDSON DEALERS:-

Watch for the July 2nd issue of Collier's Weekly. The back cover is a Hudson touring car ad in full colors. It plays up strongly one of the best selling features of the Hudson touring car, namely its aristocratic appearance. It contains further some selling arguments and evidence which should be of great assistance to you in closing some Hudson sales.

We suggest that you order from your local newspaper dealer or from the publisher direct a few copies of this issue and see that they are read by some of your prospects.

This back page comes at a very opportune time. Coming on July 2nd means that it will appear just at a time when thousands will be planning the purchase a car to take advantage of the Summer and Fall touring season. We have timed it so our dealers might get the most possible good out of it.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

*L. A. Van Patton*

Advertising Department.

LEO/ES

Copy to Sub-Dealers



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

OFFICERS  
J. L. FOSTER, President  
WALTER CHALMERS, Vice Pres.  
W. B. JACKSON, Treasurer  
F. O. BREZNER, Secretary  
H. E. SCOFFIN

SOLE ADDRESS  
HEAD OFFICE

June 28th, 1910.

## CIRCULAR LETTER NO. 92

TO HUDSON DEALERS WHO HAVE NOT  
CLOSED FOR 1911 AND DEALERS IN  
TERRITORY NOT HERETOFORE COVERED.

CONTRACTS  
FOR 1911

In our circular letter of May 27th, 1910 (No. 73), we advised you that, effective June 15th, we would begin closing contracts for the season of 1911. Already nearly one-half of our output for next year has been allotted and additional contracts are being signed up daily.

Our New York dealers have closed for next year for 900 cars; Pittsburg 300; Boston 400; Sioux City 200; Buffalo 175; Redfield S.D. 200; Atlanta 100; Tampa, Fla. 75; these are only a few of the contracts which have already been closed, indicating that these dealers think of next year's line.

1911 HUDSON  
ready for  
INSPECTION

We have just completed and are ready now, to show to all interested dealers visiting our factory the new model of the HUDSON. Every one of the dealers who have so far seen this car are more than enthusiastic over the many excellent features in its construction.

They tell us that never before has such a car been built to be sold at so low a price as \$1250.

WONDERFUL  
NEW  
FEATURES

We are endeavoring to lead entirely in the \$1250 class and appeal to every class of buyer in the whole country. The wonderful new silent type of motor is the most compact and cleanest thing yet produced in this country.

Many other features in the new HUDSON cars, which we cannot adequately describe here, will appeal to and interest you.

WILL BE A  
LEADER  
NEXT YEAR.

We intend to more than maintain the reputation we have previously acquired of producing wonderful value in motor cars at a low figure. Our policy as outlined when the new management took over the HUDSON company was that we would continuously produce the lowest priced touring car made in America which would contain quality back of which we could afford to put our names and reputation.

Mr. Coffin has done the finest piece of work in his career in the 1911 HUDSON. We believe the new HUDSON motor is far superior to any other American type and the whole construction shows the utmost simplicity and maximum strength, combined with lightness and unusual power.

TOURING CAR  
PONY TONNEAU  
ROADSTER  
TORPEDO

The new HUDSON TOURING CAR - a large roomy five passenger car has established a new standard in automobile values. Never before has such a large, powerful and well designed car been offered at so low a price. The body of the touring car will follow the same graceful lines as that of the present touring car, but will be some what larger. The dash will be square instead of curved. The entrance to the tonneau is by two large "U" shaped doors.

The PONY TONNEAU will have a hooded dash, which has proven so popular in this type of car. The rake of the steering post will be the same as on the roadster. Although, the larger demand, naturally, is for the touring car, many buyers who desire a strictly four-passenger car prefer the pony tonneau, and for this class of buyers the new HUDSON car of this type will answer every requirement.

The HUDSON ROADSTER for 1911 is entirely new in its construction and will sell for \$1250. With a longer wheel base, entrance to the rear seats is made possible from the side of the car. The front seats will be enclosed - that is will have a hooded dash with the torpedo effect. This car will in no way conflict with the popular \$1000 roadster of this year.

In many sections of the country, particularly in the large cities, there is a growing demand for cars of the Torpedo type. We have decided to build a limited number of these cars to meet this demand. The HUDSON TORPEDO possesses unusually attractive lines. Special lamp equipment is provided for this car and every detail worked out in such a way that buyers, desiring a car of this type, will find nothing to criticise in the HUDSON TORPEDO.

In our advertising we have been emphasizing the phrase, "FROM THE HIGH-PRICE CLASS, THE HUDSON IS SET OFF BY PRICE. FROM THE LOW-PRICE CLASS, BY QUALITY." We believe that if cleverness of design; proper manufacturing methods; an elaborately equipped new factory in which to make cars; ample capital and a long experience in the automobile business can produce cars, the HUDSON organization will come as close as any other in the country in demonstrating their ability to do this.

As we are receiving constant applications from territory now covered by our present dealers, it is important that those dealers who have not closed already for next year, or who have not as yet signified as to when they expect to come to the factory to discuss arrangements for next season with us, should write us at once as to their intentions so that we can make our arrangements accordingly. Naturally, in justice to all of our

of our dealers, we want to discuss our arrangements for next year with them first, before giving consideration to other applications.

We would like to have all dealers who have handled our line during the past season and who have not been to the factory this year, make it a point to come to the factory as soon as convenient. This is not only to give us an opportunity of showing you the new model and of explaining fully our plans for the coming season, but it will enable many of our dealers to get better acquainted with the members of our new organization. At the same time we shall take pleasure in showing all visiting dealers the progress now being made on our new factory which the contractors promise will be ready for occupancy by the middle of September.

We shall, also, welcome at the factory all dealers who have made application for the HUDSON agency during the past year in territory which we were unable to cover owing to the fact that our output was not sufficient to supply the demand. Next year our production will be considerably larger and we shall be able to take care of a reasonable demand for our cars from all sections of the country.

Very truly yours,

HUDSON MOTOR CAR COMPANY.

A handwritten signature in dark ink, appearing to read "E. J. Murphy", written in a cursive style with a large, sweeping flourish at the end.

Sales Manager

ECM/ETR



# 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.

Friday,  
July 1st.  
1910.

## CIRCULAR LETTER NO.93

TO ALL HUDSON DEALERS:-

We are extremely anxious to secure a photograph of every Hudson dealer, to be used in The Hudson Triangle. As you have doubtless seen, we have a column in the Triangle called "Who's Who -- and Why". This is a column solely for dealers. In the three issues so far we have used quite a few, and in going over our list we find that scarcely one tenth of our dealers have sent in their photograph as per our request of several months ago.

In order to get the full benefit of The Triangle we urge you if you have not already done so, to kindly send in your photograph at once. If you do not happen to have any at the present time, step into a photographer's shop and have one taken. We intend sooner or later to run every picture of every dealer on the list and we do not wish to make a single exception to this.

So kindly send them on.

Yours very truly

HUDSON MOTOR CAR COMPANY.

*L. A. Van Peltou*

Advertising Department.

VP/FR



# HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

Thursday,  
July 7th,  
1910.

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.

CIRCULAR LETTER NO. 96

TO HUDSON DEALERS WHO HAVE NOT  
CLOSED FOR 1911 AND DEALERS IN  
TERRITORY NOT HERETOFORE COVERED.

CONTRACTS FOR 1911

In our circular letter of May 27th, 1910 (No. 76), we advised you that, effective June 15th, we would begin closing contracts for the season of 1911. Already nearly one-half of our output for next year has been allotted and additional contracts are being signed up daily.

Our New York dealers have closed for next year for 900 cars; Pittsburg 300; Boston 400; Sioux City 200; Buffalo 175; Redfield S.D. 200; Atlanta 100; Tampa, Fla. 75; those are only a few of the contracts which have already been closed, indicating what these dealers think of next year's line.

1911 HUDSON ready for INSPECTION

We have just completed and are ready now, to show to all interested dealers visiting our factory the new model of the HUDSON. Every one of the dealers who have so far seen this car are more than enthusiastic over the many excellent features in its construction. They tell us that never before has such a car been built to be sold at so low a price as \$1250.

WONDERFUL NEW FEATURES

We are endeavoring to lead entirely in the \$1250 class and appeal to every class of buyer in the whole country. The wonderful new silent type of motor is the most compact and cleanest thing yet produced in this country. Many other features in the new HUDSON cars, which we cannot adequately describe here, will appeal to and interest you.

ADDRESS ALL COMMUNICATIONS TO THE COMPANY, NOT, TO INDIVIDUALS



WILL BE A  
LEADER

We intend to more than maintain the reputation we have previously acquired of producing wonderful value in motor cars at a low figure. Our policy as outlined when the new management took over the HUDSON company was that we would continuously produce the lowest priced touring car made in America which would contain quality back of which we could afford to put our names and reputation.

Mr. Coffin has done the finest piece of work in his career in the 1911 HUDSON. We believe the new HUDSON motor is far superior to any other American type and the whole construction shows the utmost simplicity and maximum strength, combined with lightness and unusual power.

UNEQUALED  
FACILITIES  
FOR  
PRODUCTION.

In our advertising we have been emphasizing the phrase, "FROM THE HIGH-PRICE CLASS, THE HUDSON IS SET OFF BY PRICE. FROM THE LOW-PRICE CLASS, BY QUALITY." We believe that if cleverness of design; proper manufacturing methods; an elaborately equipped new factory in which to make cars; ample capital and a long experience in the automobile business can produce cars, the HUDSON organization will come as close as any other in the country in demonstrating their ability to do this.

CONTRACTS  
WILL BE  
CLOSED  
QUICKLY FOR  
NEXT YEAR'S  
PRODUCTION.

As we are receiving constant applications from territory now covered by our present dealers, it is important that those dealers who have not closed already for next year, or who have not as yet signified as to when they expect to come to the factory to discuss arrangements for next season with us, should write us at once as to their intentions so that we can make our arrangements accordingly. Naturally, in justice to all of our dealers, we want to discuss our arrangements for next year with them first, before giving consideration to other applications.

We would like to have all dealers who have handled our line during the past season and who have not been to the factory this year, make it a point to come to the factory as soon as convenient. This is not only to give us an opportunity of showing you the new model and of explaining fully our plans for the coming season, but it will enable many of our dealers to get better acquainted with the members of our new organization. At the same time we shall take pleasure in showing all visiting dealers the progress now being made on our new factory which the contractors promise will be ready for occupancy by the middle of September.

We shall, also, welcome at the factory all dealers who have made application for the HUDSON agency during the past year in territory which we were unable to cover owing to the fact that our output was not sufficient to supply the demand. Next year our production will be considerably larger and we shall be able to take care of a reasonable demand for our cars from all sections of the country.

Yours very truly,

HUDSON MOTOR CAR COMPANY

A handwritten signature in black ink, appearing to read "E. J. Murphy", written in a cursive style.

Sales Manager

ECM/ETR



# 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.

Tuesday  
July 12th,  
1910.

Circular Letter No. 97

TO ALL HUDSON DEALERS  
FOR NINETEEN ELEVEN,

Our New York dealers, the A. Elliott Ranney Company, make Clause B of their sub-agency contract read in part, as follows:

"The Sub-Dealer shall pay the Dealer list price as published in the current catalog of the Hudson Motor Car Company, for each and every motor car above purchased, less a discount of fifteen per cent (15%) on all cars sold by the sub-dealer. In case the Dealer sells a car in the territory of the Sub-Dealer said car will be deducted from their allotment and the Dealer will pay twelve per cent (12%) commission to the Sub-Dealer on said car.

All cars must be paid for immediately upon notification of their arrival in New York."

The idea of reserving, with your sub-dealers, the right to sell a car in their territory at a slightly less discount, car to be taken from their allotment, we believe, is a good suggestion and it is referred for your consideration and adoption if desired accordingly referred for your consideration and adoption if desired.

Very truly yours,

HUDSON MOTOR CAR COMPANY.

Sales Manager

ECM/R