





FINISHING THE TRIANGLE



A BOOK OF FACTS
AND EXPERIENCES

HUDSON



Finishing The Triangle

THE TRADE MARK of the Hudson Motor Car Company is the triangle.

This book is to show that it has a purpose beyond being a mere design, and a meaning that lies deeper than the surface.

The first side of the Hudson triangle represents the work of the designer who planned the car and the factory workers who built it; it represents the long time spent by the engineers in working out the right designs, the exhaustive tests of materials and parts in the factory and of models on the road; the high-grade work of thousands of skilled mechanics.

The second side of the triangle might be taken to represent the cordial welcome dealers all over the country gave the Hudson. There were 1452 cars asked for by wire in a few days by motor-wise dealers, who were willing to put up their money, after reading the specifications and the personnel of the company, without seeing the finished product. In the first 30 days after our announcement we disposed of our entire output to dealers.

Now we come to the third side of the Hudson triangle. That is the side which completes it. That is the side of the owners. A car must make good with the people who buy it, before the story of it is complete. The evidence herein presented shows how the cars are making good in daily service in the hands of owners—shows that the triangle is finished. Here is proof, not claims, of what the cars are actually doing. The owners' test is the final test, so the triangle comes to stand for the completed story—the *successful car*.

HUDSON

*From the
New York Telegraph*

HUDSON TWENTY WON MAIDEN RACE

The twenty-four-hour Meadows Sweepstake race, held September 10 at Seattle, was won by a Hudson demonstrating stock car, making 706 miles in eighteen hours' running time. The car lost 5 1/4 hours early in the race with tire trouble, but from then on, using Michelin tires, did wonderfully consistent work.

A 40-horsepower White finished second, and in order, finished an Allen, Kingston, Ford, Lozier, Acme, E. M. F., American and Buick.

No exceptional time was made owing to the extreme roughness of the track, and the race was as much an endurance test as it was one of speed. This probably is the first time in the history of racing in this country that a new car has succeeded in winning such an important event.

The Hudson Twenty won another race at Sea Girt, N. J., September 16—a one-mile standing start for cars selling at \$1,000 and under.



HUDSON



Hudson going 63 miles an hour on Syracuse, N. Y. course.

Big Men Own "Hudsons"

THE HUDSON has challenged the interests of big men in the country as no other low-priced car ever has. Men who could afford to buy any car take pride in the ownership of a Hudson.

Mr. John B. Herreschoff, America's greatest designer of racing yachts, purchased the second Hudson car sold in New York, and then ordered a Hudson motor for his yacht.

Mr. Underwood, President of the Erie Railroad, drives a Hudson from his home to his place of business in New York, and return.

Peter Cooper Hewitt, of the Technical Committee of the Automobile Club of America, and Mechanical Expert of national reputation, is the owner of a Hudson.

The Board of Commissioners of the Sanitary District of Chicago have purchased three Hudson cars.

384 Miles in One Day

ONE of the best small car performances recently recorded was made with a Hudson driven by Geo. W. Dunham, its designer, who last fall gave it a gruelling test over country roads. Mr. Dunham, accompanied by E. C. Morse, Sales Manager of the Hudson Company, attended the opening of the Motor Speedway at Indianapolis and returned home in a Hudson, making the entire trip in one day. The speedometer registered 384 miles when the car was pulled into the factory yards at night. The return trip was made over the long route around via Dayton, Ohio, between 3:00 o'clock in the morning and 8:00 o'clock at night. The car covered the entire distance of *384 miles of country roads in one day* without trouble and *without stopping once for oil, water or gasoline*. This mileage was made on a little less than 18 gallons of gasoline. The longest day run in the Glidden Tour was 212 miles, and this event was considered the most strenuous in motor history.

This same car, used steadily by factory officials, has been run over ten thousand miles, during the last few months. Most of this distance was over the worst roads in Michigan; occasional long trips were made into neighboring states. Absolutely no repairs have been made.

HUDSON



This car reeled off lap after lap at a 100 clip, winning the 24 hour Mendocino sweepstakes race, at the Seattle Exposition, September 24th, 1909.

More Mud, More Confidence

We left Toledo in pouring down rain and drove to Columbus without a particle of trouble and without making a single adjustment. We never saw a car that handles any nicer or produced any more power for the size than the Hudson.

We pulled every hill on high gear without the slightest effort. The car shows *lots of power and speed*. We certainly think more of the Hudson at the present time than we did before.

We created a good deal of interest in all the towns between Toledo and Columbus. There is only one thing wrong with the Hudson, and that is we have not enough of them to sell.

Hoping we may be able to obtain more cars in the future, we are,

Yours very truly,

THE BROAD-OAK AUTO COMPANY.

Columbus, Ohio, July 24, 1909.

From an Eminent Authority

I have nothing but words of praise for the Hudson car.

F. D. UNDERWOOD,
President Erie Railroad.

September 27, 1909.



Through to Florida

Gettysburg, Pa., October 18, 1909.

I left my home on Long Island, N. Y., on Thursday last in a Hudson car, expecting to make the run through Florida. The car is performing its part in fine shape thus far, doing the 330 miles to this point without a miss of any kind. It is the first Hudson to pass this way outside of Philadelphia, and attracts a good deal of attention every stopping place. The roads through western Pennsylvania are very hilly and rough, but the car takes the steep grades in fine shape.

Cor. D. SMITH,
Of Smithtown, Long Island, N. Y.

Roanoke, Va., October 22, 1909.

We have now reached about half way to Florida, 650 miles, and have not touched a bolt, nut, carburetor or spark plug on the Hudson and have not had the least trouble or delay except one puncture. The roads through the Shenandoah Valley are very hilly and full of rock and boulders, and our rear tires are pretty badly cut to pieces. The car attracts a good deal of attention along the line.

Cor. D. SMITH.

Charlotte, N. C., Oct. 27, 1909.

We arrived here this a. m. in the Hudson from Long Island, N. Y., over the New York-Atlanta route without a hitch, except one single puncture third day out.

We had no trouble whatever; have not touched a wrench to bolt, nut or anything about the car, nor removed spark plug or terminal.

We stop here for a day or two, and then start for Florida via Savannah.

Cor. D. SMITH.

REVIEWS

Crescent City, Fla., Nov. 15, 1909.

We completed our journey from Smithtown, Long Island, N. Y., to this place on Thursday last, in a Hudson car without mishap or accident, the odometer registering 1,608 miles.

While the journey has been a tedious one, over all kinds of roads—mountains and rocks, swamps and water, clay and mud—the car came through without a hitch of any kind and in excellent condition. Of course, we had a little tire trouble, but other than that the record was a perfect one. Not a bolt, nut, spark plug, or terminal was touched, nor adjustment to carburetor changed on the entire run. Once only did we come to a standstill and that occurred when we ran through a stream and the water overflowed the carburetor. By putting a six-inch tube in air intake we were afterwards enabled to get through the fords without much trouble.

With best wishes to you and all manner of praise for the little "HUDSON," remain,

Yours very truly,

Geo. D. Sartin.

Easy As An Electric

Grand Rapids, Mich., Oct. 2, 1909.

Mrs. Morrison Gilmore acting on the advice of an expert automobile mechanic, purchased a Hudson car about about six weeks ago. She took a lesson of about half an hour, and then with about two hours' practice started over the country roads for her summer home at White Lake, Michigan. She made several trips back and forth alone and then started from the shore of Lake Michigan and drove through to Detroit and across the state of New York, and then advised the factory that she went through without any trouble or expense of any kind, other than oil and gasoline and she says the car is ideal for a woman to drive. Its control is just as easy and certain as the control of an electric car.

W. S. FARRANT.

Absolutely No Trouble

I have driven this car about a thousand miles since you delivered it to me about two weeks ago, and have had absolutely no trouble whatever, and am more than pleased.

There is more satisfaction with the Hudson than any automobile of any price that I have had.

W. H. Wirtz, Manager,

Western Laundry Machinery Co.

Los Angeles, Cal., October 11, 1909.

“Little Old New York” Takes Notice

MR. A. ELLIOTT RANNEY, the Hudson distributor in New York City and Brooklyn, recently said to a reporter of the *New York Sun*:

“Every time I go out on the street with my little car I feel like an offender against municipal regulations. The moment the car stops at the curb crowds commence to gather around it, and it is no uncommon thing to have 200 people crowd the sidewalk and curb trying to get a look at this \$1,000 machine. We have been employing only one demonstrator. The first day the Hudson arrived we found that we would have to have at least three, and as we are to take care of the demonstrations to prospective purchasers, giving each man a tryout of the car, within a reasonable time we shall have to have six demonstrating cars in constant use.”

Speeding at Syracuse

From the New York Telegraph.

A Hudson easily won the five-mile race for stock cars selling at \$1,250 and under at the Syracuse State Fair grounds, September 19. In this race the Hudson took the lead from the start and increased steadily all through the race, beating the fastest one of the other cars over 14 seconds.

The five-mile course was covered from a standing start in 5 minutes and 49 seconds on a circular one-mile track. This is the best time made in any five-mile event of this meet, with the exception of Oldfield's in his big 120-horse-power racer.

HUDSON



WHILE there are a great many motor car concerns that are building fire fighting apparatus, the Hudson is probably the lowest priced car which is performing this unusual service.

The fire chief of Kingsman, Kansas, owns a Hudson and uses it to cover all fires in the city and vicinity. The car carries eight firemen besides pulling a large hose cart, and it is not an unusual thing to see this equipment making 25 miles an hour over the city streets in response to an alarm.

The following letter has been received by the Hudson Company:

"We have been using a Hudson in responding to fire alarms in Kingsman, Kansas. The car carries eight men and pulls a large hose cart full of hose to a fire and makes a speed of 20 to 25 miles an hour.

"We consider that this is a remarkable performance for a car of this size, and the incident has caused considerable favorable comment by those who saw it in action."

F. J. CLOUD, *Mayor,*

C. D. LAFUGE, *City Attorney.*



Surprises Under The Hood

The Hudson is a wonder. Your Mr. Levy remarked that it would surprise me when I got it on the road, and it did. It has a world of power, and I have driven it to 48 miles per hour with four passengers.

S. T. BEALL.

Paw Paw, Ill.

New Rochelle, N. Y., Nov. 15, 1909.

We made a run from New Rochelle, N. Y., to Newburgh, N. Y., via Tarrytown-Tuxedo route on October 3rd, 1909, completely on high speed, a distance of 60 miles on the roughest country.

Last Saturday, November 13th, 1909, accompanied by three persons, my Hudson ran to New Haven, Conn. (to the Yale-Princeton foot-ball game), a distance of 75 miles each way, in three hours each way. This run was made without stopping for any mechanical or tire trouble, and the only machines which gave my party dust ranged from \$3,000 up.

We passed 47 machines of various makes and some of which were high powered foreign cars.

I consider this a remarkable performance when the terrible condition of the road is taken into consideration.

Yours very truly,

Wm. W. SWAN.

Plenty Surplus Power

We arrived here in Keene Monday night and had no trouble whatever, even having Detroit air in the tires when we reached here. We were very much pleased with the way the car acted and she certainly has plenty of surplus power even for the hilly country of New England.

W. S. PIERCE.

Keene, N. H., November 8, 1909.

HUDSON

The Hudson Met Every Test

My automobile experience began early in 1905, and has resulted in a close acquaintance with a single cylinder, a two-cylinder touring car and a small four-cylinder run-about. As I have always taken care of my cars myself, making all repairs, I was prepared to look closely into the mechanical details of any new car I should buy. As soon as I heard of your Hudson I started an investigation, beginning with the trials for speed on the level and for hill climbing on the steepest hills in Cleveland, all of which it took on high speed with a full load, and ending with a trip to the factory in Detroit, where I was permitted to look into every part of the car. A whole day was spent there, and I was thoroughly satisfied that the car as a whole and such vital parts as the engine, transmission and rear axle were well made.

Thrust bearings had caused me considerable annoyance and expense in my previous experience. I found excellent ball bearings used in the Hudson. All bearings in fact seemed adequate and of good material.

After using the car daily for more than a month under varying conditions, including two long trips, each of several days' continuous riding, I want to tell you I am more than pleased with it. All vital parts are very accessible. Such a difference in this respect between this and my previous car.

So far I have not had to make a single adjustment, save to the carburetor and tightening of spring clip nuts. As a result of my month's experience I have lain aside all fear of getting stuck in any sand or mud I may encounter—and Lorain County mud is notoriously bad.

I have watched carefully all parts of the car since I began using it, and I have come to believe in it and fully expect to continue to enjoy using it for a long time.

Respectfully yours,

C. P. DOOLITTLE,
Superintendent of Buildings, Oberlin College,
Oberlin, Ohio, September 27, 1909.



Wonderful Hill Climber

The Hudson is in a class by itself, for it simply is a wonder at hill climbing. These points appeal to me very much. A wonderful hill climber. Easy rider. Plenty of leg room makes it comfortable in the extreme. Was skeptical about it carrying four people, but have carried six with this little wonder and found it did not refuse to pull right along. Thought carburetor set rather low, but found on one severe test of going through water up to running board that the well fitting dust pan kept same dry.

Dr. Geo. CRISSMAN.

Fort Collins, Colo., October 1, 1909.

The factory recently received an interesting log of a long trip taken in a Hudson.

Mr. W. S. Clark, of Lynn, Mass., recently made the trip from Swampscott, Mass., to Schenectady, N. Y., a distance of 246.6 miles on 12 gallons of gasoline, making an average of 20.55 miles per gallon. In his mileage around Schenectady he covered 212.6 miles on 11.25 gallons of gasoline and 2 quarts of oil, making an average of 18.9 miles to a gallon of gasoline and 106.25 miles on a quart of oil.

The total trip was made at an *expense per mile on gasoline and oil of \$.0118* for 458.9 miles averaging 19.74 miles per gallon of gasoline. This car previously ran 1610 miles, and was the second car delivered in Lynn, Mass.

Fifteen Miles a Day for Two Months by Private Owner

After running my car almost two months, covering 2,700 miles, I feel that I cannot say too much in praise of it. I have had no trouble of any sort. I consider the car at this moment the best value for the money of anything I have seen so far, and I keep pretty well in touch with the new cars as they come out.

J. MORRISON GILMORE.

Grand Rapids, Mich., October 6, 1909.

HUDSON



Detroitier Tours to Gotham

I left Buffalo with my son and daughter Friday morning, at ten fifteen, on September 24th, and arrived at Stamford, Conn., on Monday night at six o'clock. With the exception of one day, we only ran between seven and eight hours a day. We had no delays whatever and were fortunate in not even having a puncture. The machine took the hills beautiful and in most cases on high speed.

We found the amount of gasoline used depended largely on the condition of the roads. Where they were very bad we only made fifty miles on three gallons, but from Utica to Albany, a distance of 97 miles, we used only three and a half gallons. The longest run we made in any one day was from Utica to Poughkeepsie, a distance of one hundred and seventy-two miles. The last day was a good test for the machine, as it rained very hard and we were obliged to climb many of the hills through mud. This we did without trouble on first and second speed.

I am eminently pleased with the Hudson, it is all that you claim for it. Yours very truly,

E. H. NELSON,

Nelson, Baker & Co., Detroit.

Detroit, Mich., October 4th, 1909.

Surprise in His Gasoline Tank

The writer left Buffalo with his Hudson and drove from here to Bradford, Pa., a distance of 93 miles over a rough and hilly road, and the Hudson went over these rough roads as well as any \$5,000 car the writer has driven. What appealed to the writer particularly was when he filled the gasoline tank he found that the car had run the 93 miles on a trifle less than four gallons and consumed about a pint and a half of oil.

W. A. LUTZ.

Buffalo, N. Y., October 5, 1909.

HUDSON



No Engine Trouble Whatever

I have just returned from my trip into Maryland with the Hudson, which I purchased from you recently. The largest part of our journey was over roads that were sometimes a foot deep in dust and sand, and at all times six inches deep in same.

We were carrying extra luggage, consisting of tires, trunk, oil, grease, etc., and climbed hills of a very high grade, back with dust for the most part, on high. I used the gears very little, and never had to use low.

I had absolutely no engine trouble of any kind, either with lubrication or with the carburetor, commutator or magneto, and really did not have to give the engine a thought, as all connections and parts seemed to work perfectly, from the batteries to the radiator, although working for the most part with the throttle wide open through the sand. I had no trouble with overheating, and would say that the motor was most economical on gas. Altogether we drove about 200 miles on 20 gallons of gasoline, and this, as stated above, on the worst kind of roads.

I am more than pleased with my purchase and am surprised that this car should have accomplished so much with absolutely no trouble. I would say that I had absolutely no tire troubles, and drove the Hartford tires with which my car came equipped.

FRANKLYN P. CANBY,
Commission Merchant

Philadelphia, Pa.

Dead Easy to Operate

Received my car October 28th, took about ten minutes' instructions, have sent her over 200 miles without a single mishap, through sand, mud, and hills—dead easy to operate and runs immense. WALTER McBERTH, M. D.

Burnetts Creek, Ind., October 25, 1909.

HUDSON

Car Driven 3635 Miles Totals \$52.50 Expense

Most people realize that a demonstrating car in the hands of a dealer who keeps it steadily at work furnishes an excellent test of the car's serviceability. While it is true that the demonstrator is usually in the hands of an expert, it must be remembered that the car is being given excessively hard usage.

A person with no experience in driving a car is bound to put unusual strains upon certain parts of the machinery, particularly when it comes to starting and stopping and the shifting of the gear levers. Among these lines the Hudson Company of Detroit is in receipt of an interesting chart from their San Francisco dealer. He received a Hudson demonstrator August 1, and up to September 30, the car had been driven 3,635 miles, both by the dealer himself and by prospective customers. An accurate record was kept of the gasoline and oil consumption and all the time put in on the car by employees. The record shows that the total expense for oil, mechanical repair, tire repairs, etc., amounted to \$52.50.—*Chicago Examiner.*

He's Got to Tell About It

I put my Hudson to a test in which it carried itself so well that I thought you might be interested. I drove sixty miles through mud and water never less than six inches deep, and a great part of the way through clay, and came through without a hitch. I used high-speed gear most of the time.

I am more than pleased with the car.

S. M. SALMON, Manager,
National Engraving Company.

Detroit, Mich., October 16, 1909.



HUDSON



Great Yacht Designer Likes Hudson Motor

I received the car last week from the A. Elliott Ranney Co., and so far it surpasses my expectations. It is simply a remarkable car for the catalogue price, and I shall take pleasure in showing it to those of my acquaintance that have use for a moderate sized car.

I like the motor so well that I have about decided to get one to put in my launch tender belonging to my steam yacht. How soon could I get one?

JOSEPH B. HERRESHOFF.

Bristol, I. L., August 24, 1909.

He Believes in the Hudson

I received the Hudson right on time to a day, and as I have been burning up New England roads to the extent of 1,200 miles in the five weeks I have had the car, I feel it my duty to tell you all about how pleased I am with the car. My dreams of adjusting carburetors, changing spark plugs, and so on, have certainly been lifted into air castles, as I have not even pumped up a tire, the same wind put into them at Detroit is still there and long may it be so. I am perfectly delighted with the car and never expected to get a new car right out of the shop in the busy season that would run so perfectly from the very start. This is a very hilly country but I find I have sufficient power to do anything one ought to expect an automobile to do. So please put me down as a satisfied owner of a Hudson car ready to demonstrate its running qualities to anyone.

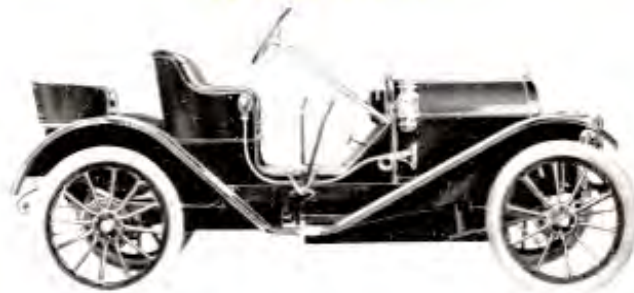
Wishing you the highest achievement in your endeavor, I remain,

N. W. CURRIER,

The Shields Carriage Company,

Amesbury, Mass., November 30th, 1909.

HUDSON



Hudson Roadster, Price \$1,900

A FORTHGOING evidence of the satisfaction that owners are getting out of the Hudson cars is proof that the new Hudson Touring Car will leave nothing to be desired.

The touring car has a ten-inch longer wheel base and a comfortable three passenger tonneau. It has the same type of engine, transmission, clutch and every Hudson feature.

Hundreds of Hudsons have been run thousands of miles by their owners. These owners know what the Hudson will do. What the owners of the Hudson say will interest you. This is the reason for this little book.



Hudson Touring Car, Price \$1,150 Top Extra

HUDSON



**“Look for the Triangle
on the Radiator”**

