

Hudson

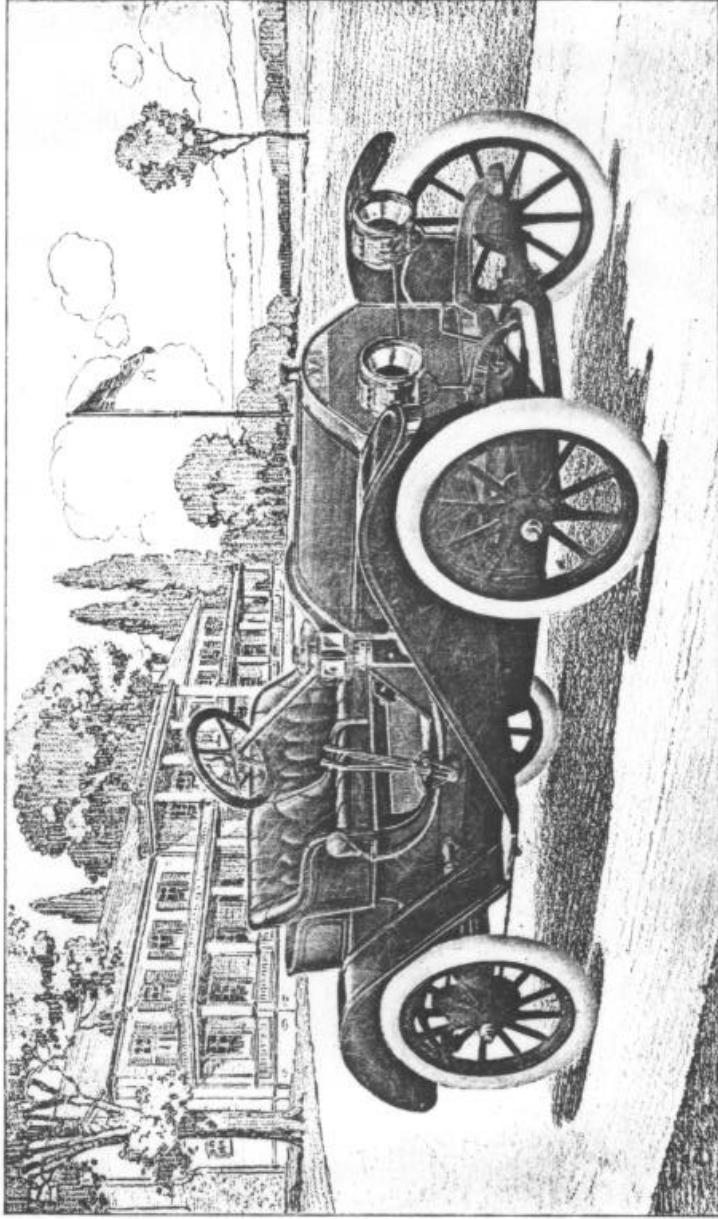


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Hudson Motor Car Co.
Detroit, Michigan



Hudson Roadster \$1000

ANNOUNCEMENT

THE splendid reception accorded the Hudson Roadster has encouraged us to offer a new model, which is described for the first time in this book—the Hudson Touring Car at \$1150. We claim for it the same distinctive features which made the Roadster an instantaneous success—it is strong; it is roomy; it is speedy, and it is stylish.

Critical inspection of the Hudson Touring Car will show a great many refinements that have not heretofore been found in a car selling at anywhere near this price.

No car—we make this statement advisedly—selling for less than \$1 500 can stand comparison with it point by point. There is a completeness in its construction and an elegance of finish that satisfies the most critical motorists.

In most important mechanical features the Hudson Touring Car closely resembles, the Hudson Roadster, which has already earned a reputation in actual service.

Many of the mechanical features of the two cars are duplicates. The main principles of construction are identical in every respect.

In the following pages a careful description of both models will be found. We have tried to tell a complete story of both the Touring Car and Roadster.

It is our claim that the Hudson has more proven high grade mechanical features, more highest class Materials, more skilled workmanship, more room, more beauty of line and finish, than any other car which seems by virtue of mere price to come within the same class.

It has been the object of the Hudson Motor Car Company from its inception to build cars that would set a new standard in the low priced division. The men who organized this company realized that the time for better value in low priced cars had come. They

ANNOUNCEMENT

Continued

realized that the public wanted something better in low priced cars than anything that had before been built. Because they realized this fact, they organized the Hudson Motor Car Company and offered the Hudson Roadster at \$1000

Some makers of automobiles seem to have gone on the principle that the public wants *cheap* cars.

The Hudson Motor Car Company operates on the principle that the public wants quality in cars at a low price. But that it wants them at just as low a price as the maker can sell them, and still make a fair profit.

The Hudson Touring Car and Roadster meet this demand more fully than any car ever made.

For we believe the public wants a good car—and at a low price if possible—but above all a good car; the price is not the first consideration.

The Hudson Motor Car Company is distinguished from other makers of *high quality* cars through the fact that it offers a good car at a low price; and it is distinguished from other makers of *low priced* cars through the fact that it offers unusual quality at a low price.

From one great division of automobile manufacturers, we are set off by our price, and from another great division we are set off by our *quality*.

We are proud of both distinctions.

For your benefit we ask that you examine our models carefully. If you do not feel that you are an expert judge of motor car values yourself, then we wish you would enlist the services of someone who is, to help you look thoroughly into the question of values in low priced cars. For we honestly feel that we have our best chances of selling you a Hudson through helping *you* make a *thorough investigation*.

Hudson Motor Car Company

JANUARY 1, 1910
Cancelling and superseding all previous
price lists.

HOW WE CAN GIVE SO MUCH VALUE

Twelve years of motor car building and big production make possible the Hudson Touring Car at \$1150 and the Roadster at \$1000. Here are cars of such marvelous value that people who see them invariably exclaim: "How can you build such cars to sell at such prices?" The answer to this question is here:

We, and you, profit by the experience of all manufacturers, owners and users of cars of the past twelve years. There is nothing experimental about the Hudson—nothing untried.

There is not a mechanical feature of the Hudson that has not been proven out thoroughly in scores of successful cars.

For instance—the Renault type of motor has been found satisfactory wherever used. Renault motors are the pride of France; the selective sliding gear type of transmission has been adopted by all high grade cars; nearly all high grade cars use a pressed steel frame, drop forged I-Beam front axle, water cooling system, leather-faced clutch, and so on. The semi-floating type of rear axle you find in a Hudson has been tried out on many of the best cars made, both in America and Europe. The tendency on all cars has been towards larger wheels: 32-inch wheels are large for a car of the type of the Hudson. The two-bearing crank shaft has been used on the Chalmers-Detroit and on many of the leading high grade foreign cars with entire success. Four cylinders cast en bloc also have given satisfaction on many of the best cars made. The pump circulated splash lubricating system has been a feature of many of the most successful cars, such as the Chalmers- Detroit and the Oldsmobile. And so it is all through this unusual car—nothing experimental--nothing untried.

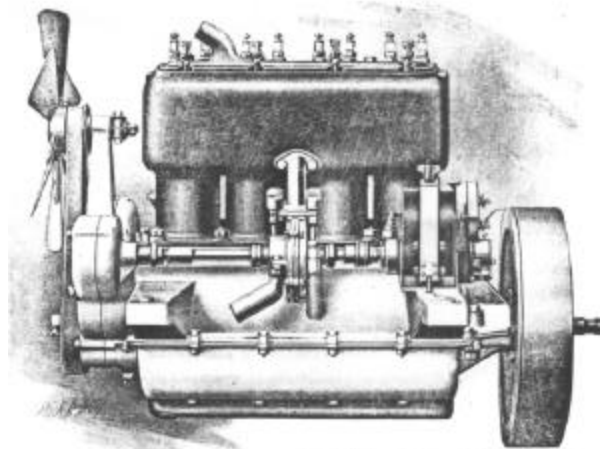
We did not have to spend large sums of money experimenting. The men who are responsible for the Hudson, and other men in the automobile business, have done the experimenting in the last twelve years. It is only necessary to profit by their experience, and this we have done.

The Hudson Roadster was an innovation among low priced, medium sized cars. Yet there were no sensational features about the car. The innovation that put other manufacturers on their toe tips was the embodiment in a \$ 1000 car of so many of the features that have distinguished only high priced cars during the last five years. The innovation was not in fine ground parts, multi-form drop forgings, etc., but in the fact that these materials and workmanship were a part of a motor car selling for \$1000. These things are not new, but they are new in a car at the price.

It was the intention of the builders of the Hudson that it should be a car of class—the first name in the low priced field. The car has taken this position from the time of its announcement. It has dominated the field of low priced cars.

Those who own a Hudson car are not ashamed in any company. They do not have to make apologies or explain why they bought the Hudson—the car, at a glance, is its own explanation why anyone bought it.





Left side view of motor, showing magneto in position, gear pump, fan and flywheel. Note compactness and symmetry in simple lines of this motor.

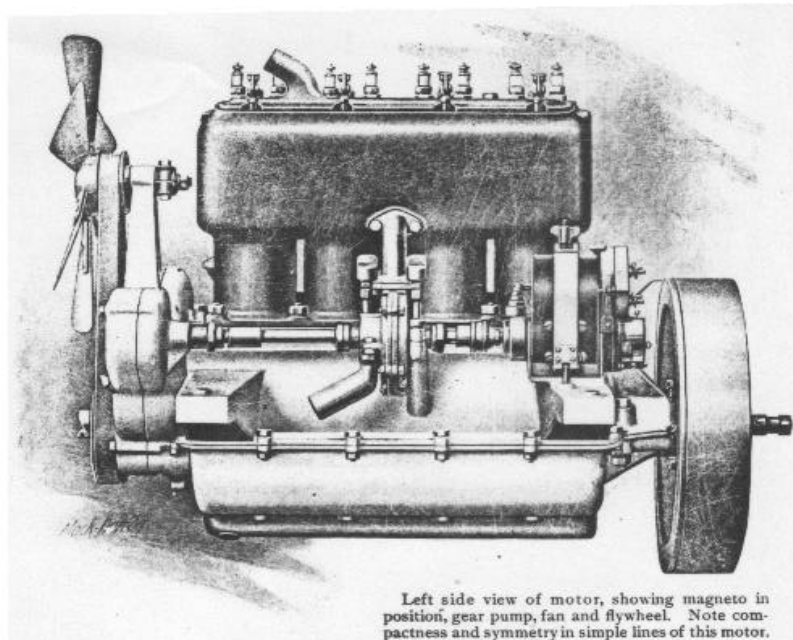
THE HUDSON MOTOR

Great engineers have said that the men who put the Hudson motor in such a low priced car must have felt themselves five years in the future. The motor develops a full 20-25 horsepower with four vertical water cooled cylinders of 3 y, -inch bore and 4-inch stroke, cast en bloc. The motor is of the Renault type, i. e., valves all on one side. It is simple and compact. As with the entire car the motor embodies nothing but the most advanced and best accepted engineering practice.

The motor that has given such power and speed and in every way proven successful in the roadster is of the same type as used in the touring car. The Hudson has been driven 63 miles an hour for miles at a stretch. An abundance of power is insured the owner of either a Hudson Touring Car or Roadster.

MOTOR BEARINGS

All motor bearings are accurate to such a degree as to be interchangeable. All but five are of Parson's white brass. The five exceptions are the four piston pin bushings and rear cam shaft bushing, all of which are of the best grade phosphor-bronze. Engineering experience has taught this to be the most suitable for this particular usage. The front crank shaft bearing and the pump drive shaft bearing are provided with packing glands which prevent all chance of oil leakage.



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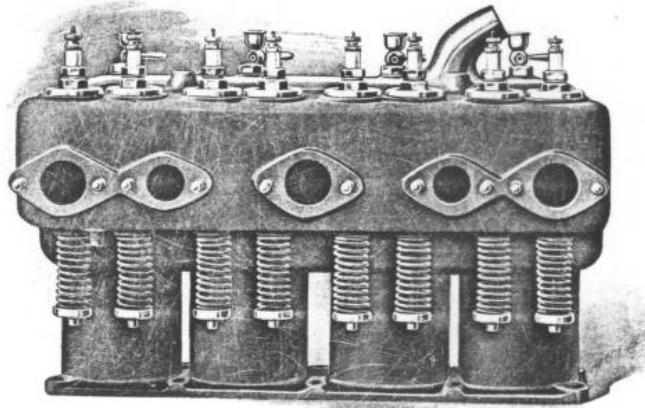
Great engineers have said that the men who put the Hudson motor in such a low priced car must have felt themselves five years in the future.

The motor develops a full 20-25 horsepower with four vertical water cooled cylinders of $3\frac{1}{2}$ -inch bore and 4-inch stroke, cast en bloc. The motor is of the Renault type, *i. e.*, valves all on one side. It is simple and compact. As with the entire car the motor embodies nothing but the most advanced and best accepted engineering practice.

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The advantages of motor block construction were recognized abroad several years ago. The motor block is cast at half the cost of individual cylinders, giving equal efficiency and surprising simplicity.

CYLINDERS

The cylinders are of the best grade iron for the purpose, and are arranged with space between the walls and generous water jacket. The designers have recognized the advantage of casting all four cylinders integral, but have avoided complicating the casting by endeavoring to make the intake and exhaust passages integral. The exhaust and inlet manifold are made separate, allowing of large uniform passages free from sharp angles, capable of handling the gases with the least amount of resistance.

LONG STROKE

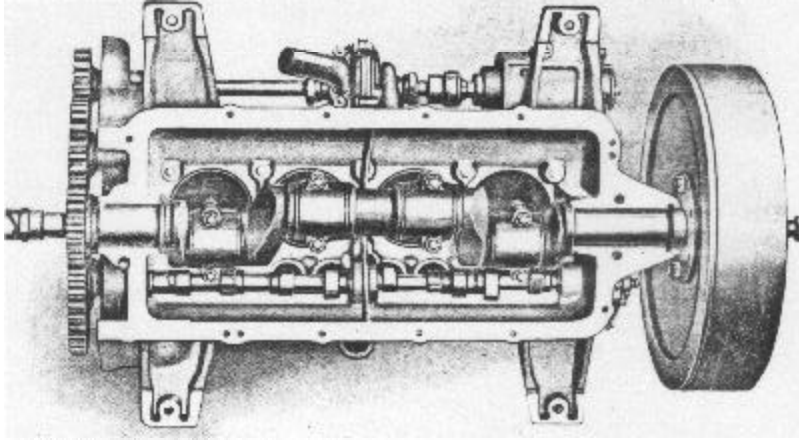
The Hudson is a long stroke motor. The best foreign cars have been using the long stroke for several years, and now the high priced American cars are using it. This tendency has grown from the desire for great efficiency and great power at low engine speeds. The long stroke motor is predicted to be the universal motor of the future.

GEARS

Motor gears are made of steel and grey iron and run in an oil bath, in an oil tight case, cast integral with the front end of the aluminum crank case. The gear case is well stiffened by means of heavy webs. The gears are cut by the latest improved methods. Owing to these two features and to the bath of oil all objectionable noises are eliminated.

CAM SHAFT

The cam shaft is a fine piece of steel work. The cams are ground accurate relative to position one to another. Owing to the generous bearing areas throughout, the motor will run indefinitely without a perceptible change in the valve timing.



Looking into cylinder bores from underview of motor. The picture shows the two-bearing Hudson crank shaft and the fine drop forged cam shaft in position.

LUBRICATION

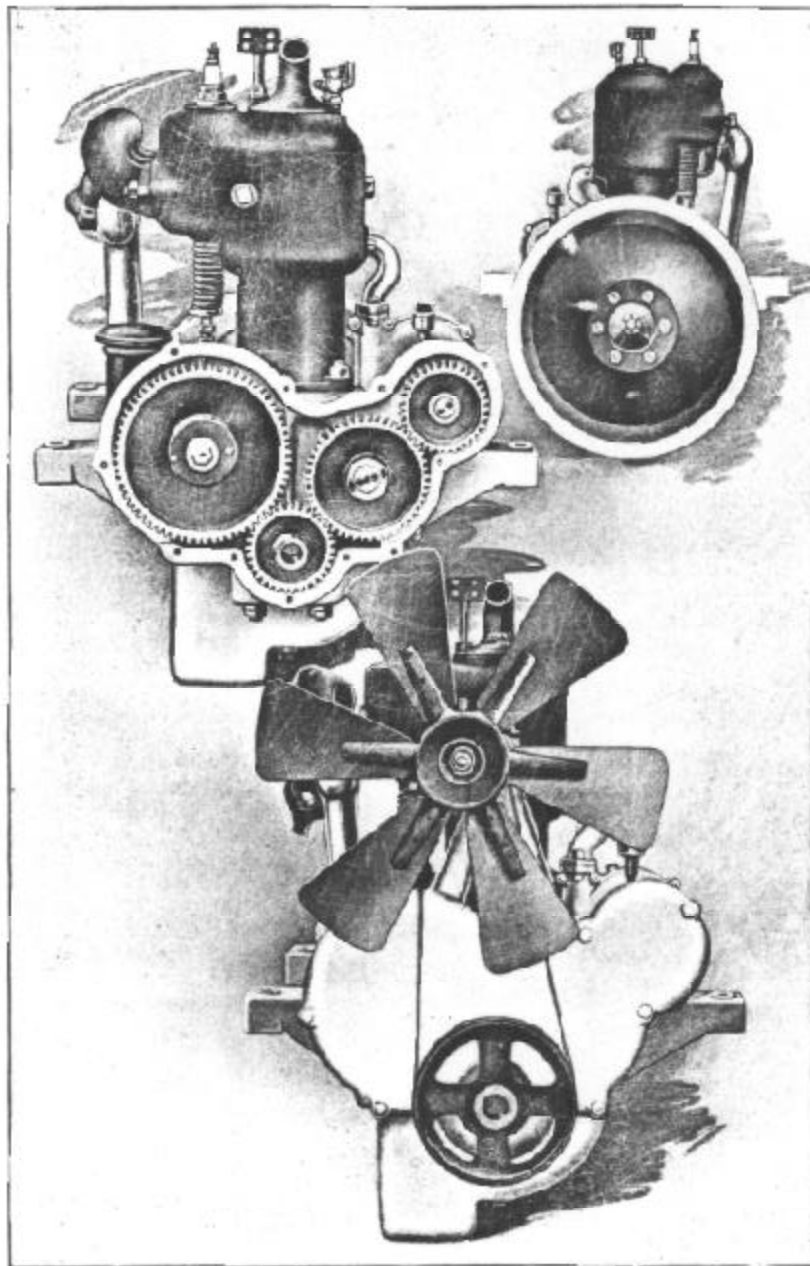
Lubrication is of the forced circulation splash system. This system of lubrication is another of the tried and proven features of the Hudson. Foreign cars have been using the idea for years, and the best American cars, such as the Chalmers-Detroit, the Oldsmobile, and other high grade cars have proven its efficiency in America during the last five years.

There is an oil well of about three quarts capacity on the underside of the crank case, with a simple plunger pump operated by an eccentric on the can shaft, raising oil from the well and forcing it directly into the crank case proper, filling the four compartments and finally overflowing through a hole provided for that purpose in the rear end of the case, back into the oil well, where it is again taken through the pump and kept in constant circulation. The walls between the four compartments and the side of the overflow are of such height as to hold the oil at the proper level, allowing the connecting rods to dip to the proper depth, thus providing a uniform and continuous lubrication.

Two suitable try cocks on the right hand side of the oil well make it convenient for one to ascertain the height of the oil in the well at any time. Filling of the well is all that is necessary for at least 200 miles, and providing the oil well is full, the lubrication system is so simple that any chance of trouble is negligible.

GRINDING VS. CHEAP CONSTRUCTION

You have to go to the inside of a \$5000 car to find its value expressed in workmanship. You will find finer ground parts in greater profusion in these higher priced cars. Grinding brings the Hudson out from the ranks of low priced cars of a known cheapened construction.



End views Hudson Motor—showing motor gears; flywheel, fan and gears enclosed

Grinding is expensive and for this reason it has not been made a point of value in low priced motor cars. It means more money in the pocket of the car owner for his gasoline is not wasted by imperfect cylinder fittings, and his repair bill lightened by accurate fitting parts working smoothly. Every engineer will tell you that the best and most expensive machinery is better largely because it has received careful attention in fitting and that there is a lot of grinding in its construction.

The cylinders are ground round and straight to a limit of .0005 of an inch as is each piston with its four rings. The rings are made of a special spring iron. The valves are of the best grade of steel machined and annealed.

Other ground parts are the crank shaft, cam shaft, piston pin, valve operating mechanism, valve stems, etc.

COOLING SYSTEM

The radiator is amply large and its cooling efficiency has been demonstrated again and again. The Hudson radiator is a vertical tube radiator composed entirely of brass and copper with an extra large cooling surface.

A large centrifugal water pump is located centrally on the right hand side of the motor, driven by the shaft passing back from the motor gear case. This shaft extends through the pump, and provides means for driving the Bosch high tension magneto which is furnished as a special equipment. A large fan running on ball bearings driven by means of a one-inch endless fiat leather belt is adjustably supported on arms cast integral with the motor gear case cover. The fan hub when filled with proper lubricant will run indefinitely without further attention.

FRAME

The Hudson pressed steel frame is as good as can be found in any car. The design and construction are identical with those used on cars costing four times as much. The material is carefully selected and hot riveted. The absence of malleable castings is noteworthy. Drop forgings are used instead.

The dropped sub-frame, something that is lacking in other cars selling for near this money and usually associated with expensive cars, carries the Hudson engine and transmission: All brackets and hangers are hot riveted.

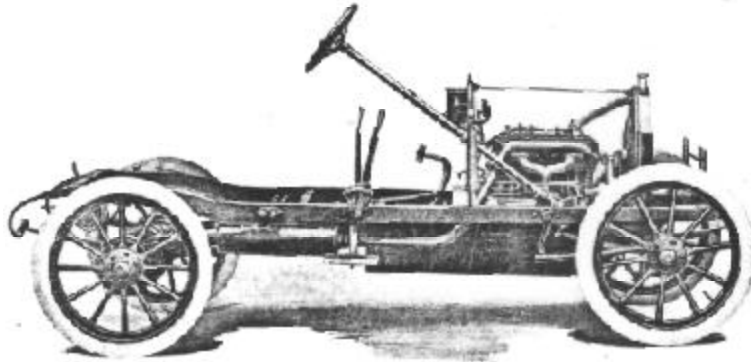
The side members of 1½ inches by 3½ inches channel section, are set in the forward ends to allow of greater steering angle of the front wheels, while the rear end is given a 2½-inch rise, which permits of carrying the car closer to the ground, and at the same time affords clearance over the rear axle for a most generous spring action.

Metal dust shields are provided between the sub-frame and side members, and an exceptionally efficient sod pan, easily removable, is carried beneath the entire mechanism, providing a construction which perfectly protects the working parts from mud and flying stones.

FUEL CONSUMPTION

One of the first things a prospective purchaser of a motor car asks is the gasoline consumption of the particular car. More power at less cost is interesting to every owner.

It has been proven in tests that Hudson owners get the maximum of power from a minimum amount of gasoline. Engineers have lately paid particular attention to the power their cars give on a given amount of gasoline. Since motor construction has become standardized this is especially true. The Hudson averages from 18 to 23 miles per gallon.

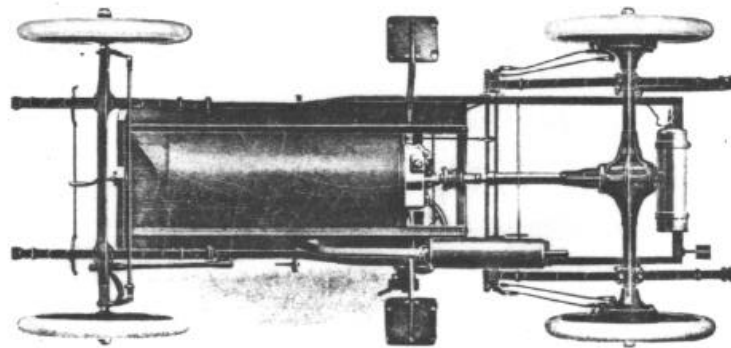


The frame of the Hudson chassis is of pressed steel, $1\frac{1}{2} \times 3\frac{1}{2}$ inches. It is formed under powerful hydraulic pressure and is hot riveted. Note $2\frac{1}{2}$ -inch drop in frame at rear, al-

IGNITION

Ignition is by means of a high grade, four-unit spark coil, equipped with a substantial kick switch, a La Coste type of timer, twelve dry cells, and four porcelain spark plugs, three-quarters of an ampere of current.

If so specified a Bosch high tension magneto will be added as special equipment, operating direct to four independent spark plugs, and controlled by the same hand lever and kick switch as is used in connection with the battery ignition.



Perfect fitting, dust proof, easily removable sod pan is shown here.
Note that side members are set in at forward ends
to allow a greater steering angle.

LEATHER-FACED CONE CLUTCH

While there are many styles of clutches, it is generally conceded that for reliability, smooth and positive engagement, perfectly free and instantaneous release, quiet gear shifting and simplicity, there is nothing so satisfactory as the leather-faced cone type. The Hudson is provided with an extremely simple equipment of this nature, requiring no adjustment. It will last indefinitely.

The cone is exceptionally light, reducing the inertia effect to the minimum, allowing of practically silent gear shifting.

The leather facing is of the highest grade of material, backed up by adjustable flat steel springs, providing a perfectly smooth pick-up under all conditions, while instantaneous engagement may be effected, if so desired, when the car is being driven in crowded traffic where a quick spurt is so necessary at times.

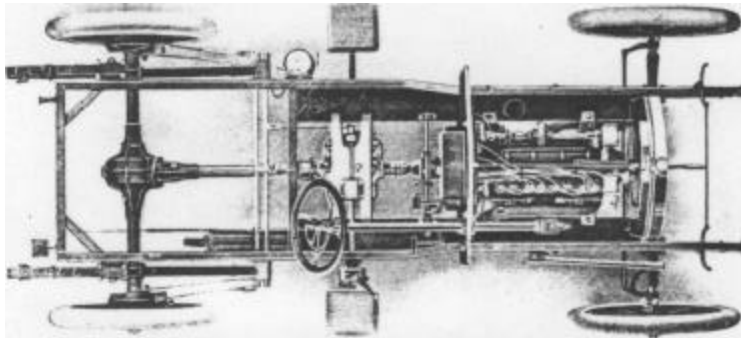
The cone is supported on an extension of the crank shaft by means of an ample bearing and is forced into engagement by a heavy helical spring, the back thrust of which is taken on a large ball thrust bearing. The rear end of the clutch hub terminates in a block and trunnion type of universal joint with a short propeller shaft to a similar joint on the front end of the main transmission shaft. The wearing surfaces of these two joints are carefully hardened, and a strong tubular leather boot is clamped over the adjacent ends and filled with grease, effectively lubricating both joints and the clutch bearings.

Double universal joints compensate for any possible amount of misalignment, due to twisting of the frame on uneven roads, and allows the clutch to be very readily removed.

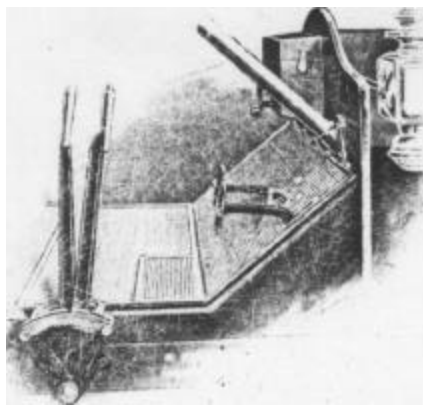
UNIVERSAL JOINT

The thoroughly tried out pin type of universal joint is located directly back of the transmission, transmitting power to the propeller shaft.

All wearing surfaces are exceptionally large and of high grade steel, accurately hardened and ground. The working parts of the joints are entirely closed in an oil tight case, which, when packed with the proper lubricant, will run two or three thousand miles without further attention.



Hudson chassis from above, showing most natural and efficient arrangement of the standard parts used in the car. Note systematic division of weight on this chassis. Points receiving hardest wear strongly reinforced for hard road work.



ACCESSIBILITY OF PARTS

"Hudson parts are accessible." This is a common remark from people who inspect our cars critically. The transmission is directly under a removable footboard. You can take off the board and you are right over your transmission case, and right into your clutch. The clutch within itself requires practically no adjustment, yet it can be removed without disturbing the parts. Magneto position is on the right hand side of the engine, perfectly open on all sides. The body is attached to the frame by four bolts, and can be removed in five minutes; the engine and transmission are each attached with four heavy bolts, and the chassis can be freed of both units in eight minutes time.

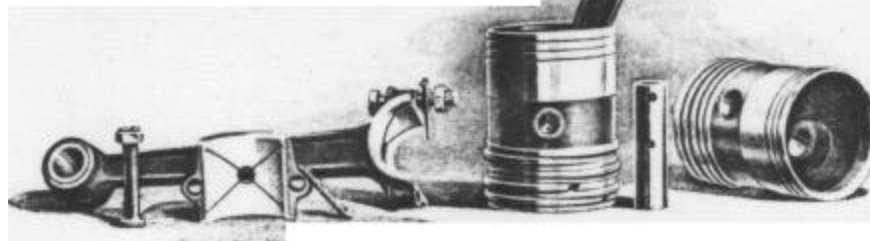
The Hudson has the standard control, i. e., anyone driving any other high grade car can drive a Hudson without being taught the use of new levers and pedals. Note the new style self-graduating accelerator on both models. The driver's foot never tires, as it always rests wholly on the toe board.

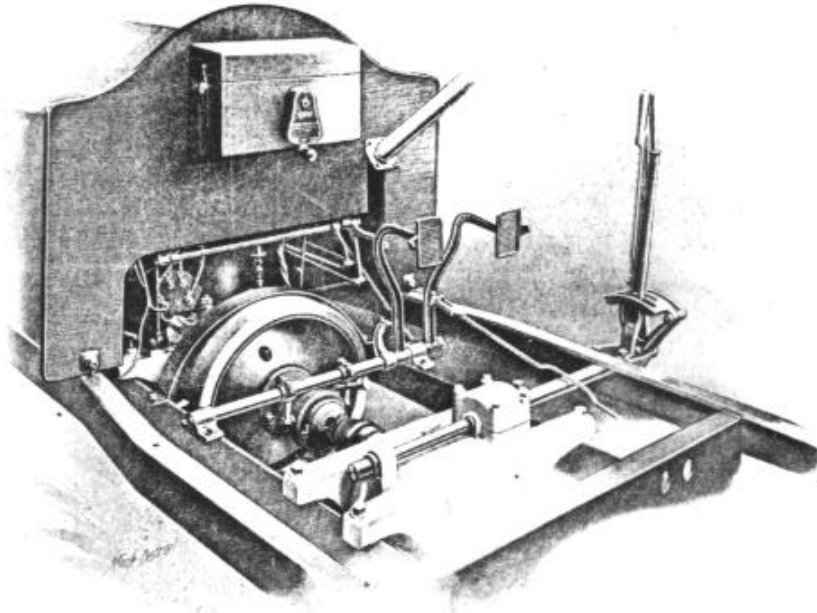
STANDARD CONTROL

Anyone operating any other of the standard high grade cars can handle the Hudson without the unpleasant necessity of familiarizing himself with functions of various levers. It has the worm and gear type of irreversible steering gear. The long rake of the steering column places the 18-inch dished oval rimmed steering wheel in an unusually comfortable position, gear shifting lever in easy reach at right hand.

The left foot pedal throws the cone clutch out and the right operates the service contracting brake on the rear wheel drums. The hand emergency brake and transmission shift are within such easy reach of the operator's hands that he does not have to bend to reach them. A new graduated foot accelerator gives the operator perfect control over the throttle without tiring the ankle. This type of foot throttle is used on both cars.

Piston Assembly—Notably large connecting rod bearings easily replaceable after years wear. This connecting rod is a beautiful example of the drop forgings used in the Hudson car. Pistons ground straight to a wonderful degree of accuracy.





Looking down from the seat on the clutch assembly and transmission. The simplicity of control by these standard and generally accepted parts makes the operation of the car practical and easy for every one. The leather faced cone clutch is conceded to be the most reliable of the many clutches now used. It gives the smoothest and most positive engagement.

PROPORTIONING OF PARTS

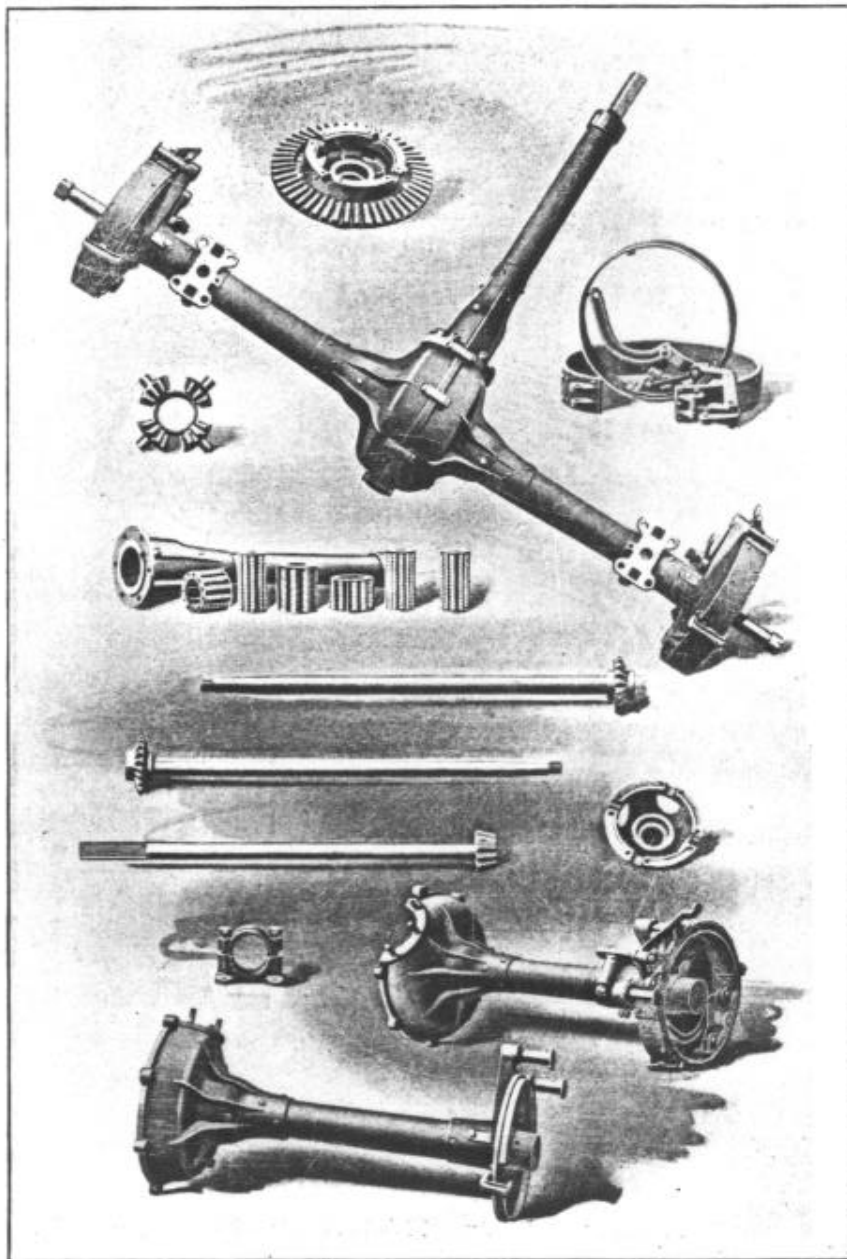
Never before has such great strength been distributed to the prime parts of a medium sized car on such a minimum weight. New proportioning of parts has been the greatest change made in some of the best models of high priced, established cars this year. Twelve years of actually designing motor cars, almost since the industry began, accounts for the wonderful proportioning of parts in the Hudson and makes it the lightest, most flexible and strongest car of its class.

ABUNDANCE OF BRAKE POWER

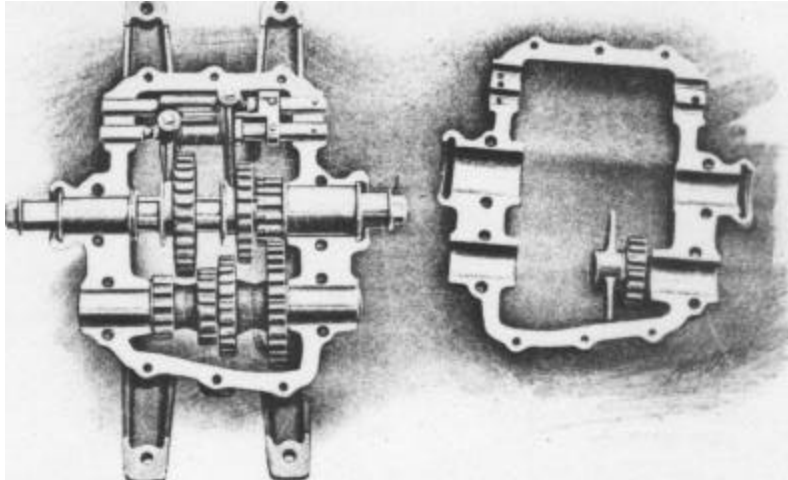
The Hudson has 220 inches of braking surface. That's as much as some 40 horsepower cars and more than any car selling for less than \$1 zoo.

Two large double acting brakes are provided in each end of the rear axle, working on pressed steel drums, securely bolted to each wheel. The internal have 92 square inches and external 128, making a total of 220 inches. Compare it with other cars under \$2000.

All brakes are lined with heat proof friction surface of asbestos, interwoven with wire gauze, which will neither burn out nor show any great wear under severe service. This equipment, perfectly silent in its operation, may be so delicately controlled as to steady the car down to a dead stop without a jar.



The semi-floating axle has been thoroughly proven in the best European cars
Every part in the Hudson axle is heat treated and hardened to stand
the terrific shocks to which an axle is subjected.



Selective, sliding gear transmission, three speeds forward and reverse, such as you find in the highest grade cars, is used in the Hudson.

TRANSMISSION

The Hudson is the first car selling for less than \$1200 to adopt the standard type of transmission used on high grade cars.

The Hudson has a selective sliding gear transmission. Three speeds forward and reverse. Due to the simplicity of construction and provisions made in the design of the case, spacing of gears and proportioning of parts, the Hudson transmission is a most satisfactory and quiet running unit. This equipment is immediately below the footboard and is easily accessible at all times. The case is of No. 12 aluminum, parted horizontally and supported on four arms, while the upper half is closed in solid on top and both halves are reinforced with ribs which provide an exceptionally stiff construction and which makes misalignment of bearings impossible. All Hudson bearings are extra large.

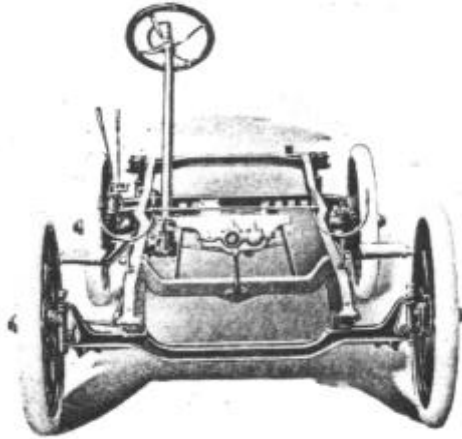
The transmission case is fitted with oil pockets over each bearing on the inside of the case, with large ducts leading through to the bearing proper. In each of these ducts are secured strainers of three thicknesses of 80 mesh wire gauze, filtering the oil as it passes in onto the shaft.

By partially filling the case with the proper lubricant and occasionally replenishing it, all working parts receive ample lubrication from the spray created by the revolving gears.

The transmission shafts are made of high grade open hearth steel which have been hardened and carefully heat treated. The shafts are supported in large plain die cast bearings of best quality of babbitt, and provided with oil retainer chambers on the outer ends of the main bearings, while the counter shaft bearings are closed in oil.

AXLES

I-BEAM FRONT AXLE—The I-beam section front axle, especially designed for this car, has an exceptionally pleasing appearance and is strongly reinforced at the points where the greatest shocks and strains occur. The axle is located well forward, allowing an even distribution of weight, at the same time presenting a racy appearance as well as affording a long wheel base.



Pressed steel sub-frames are characteristic of the highest priced cars. The Hudson dropped sub-frame carries weight of engine and transmission. Note transmission in position, space between frames closed in and reinforced by a steel plate.

spokes in rear, with clincher rims for 32x3½ -inch tires, front and rear. The equipment is ideal for the style and weight of the car.

Both the Hudson Touring Car and Roadster are equipped with 32 x3½-inch clincher tires, front and rear. Pay particular attention to the heavy spokes and compare them with those used in other cars of equal weight.

SEMI-FLOATING REAR AXLE—

The rear axle is of semi-floating type, shaft driven. All power transmitting parts are of carefully selected high grade stock, carefully heat treated and accurately machined. On the main axle are provided exceptionally large hardened ground bearings, running in the best phosphor-bronze bushings, the strains of the axle being taken from two generous high grade ball thrust bearings. The third member of propeller shaft is supported in roller bearings with the thrust properly compensated. This construction is the latest production abroad and is being gradually adopted by the high grade manufacturers in America.

WHEELS

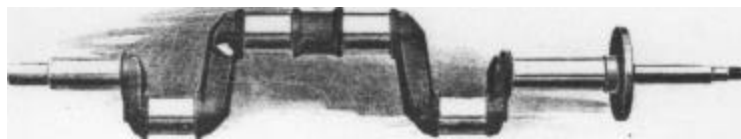
The large artillery wheels especially designed are of second growth hickory.

They have ten spokes in front and twelve

CRANK SHAFT

The crank shaft of the Hudson car is a drop forging carefully heat treated with a tensile strength of 100,000 pounds. The forging company which makes it states we were more particular in our specifications for our crank shafts than the manufacturers of many of the highest priced cars, whose product is looked up to by the motoring public as the height of motor car construction.

This shaft is provided with exceptionally large accurately ground bearings. They are such as will not be found in many cars costing two or three times as much, and in no car of equal price. This extra bearing area practically eliminates the necessity of adjustment. The crank shaft is the whole backbone of any motor.



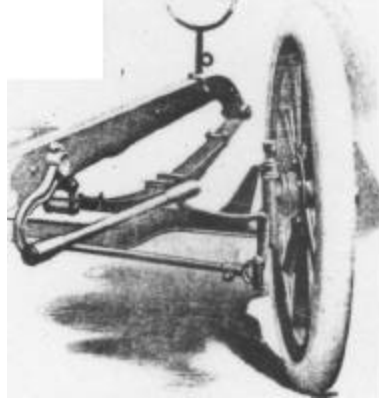
The Hudson crank shaft is a one-piece, heat treated drop forging.
Each one tested to a tensile strength of 100,000 pounds.
Forged under the most exacting specifications.

LOTS OF ROOM

Most low priced cars are toys in seating space and in comfort. In the Hudson a man six feet or more tall may sit comfortably and operate the car without being cramped for room, while owing to the adjustable pedals a person of smaller stature can as readily reach all operating mechanism without effort. Notable features of this body are easy seats with their ample padding and luxurious spring cushions, tilted comfortably toward the back, and the low body sides providing an easy entrance.

There is a space of 30 inches between the front seat and the dash. That means comfort without a thought of cramp. You have perhaps felt discomfort in small cars due to lack of room and consequent cramped position. You can ride all day in a Hudson without tiring or feeling cramped.

There is as much foot room in the front seat of the Hudson touring car as in any standard touring car built. Roominess is usually the last thing to be looked for in a low priced car—and it is found in an unusual degree in both Hudson models. It is a Hudson feature.



The accepted type of steering gear used on the Hudson is here shown. Note the semi-elliptic front springs and the generous grease cup. All these parts, like the I-beam front axle, are drop forged parts.

PERFECT SPRING SUSPENSION

It is notable that the Hudson springs are unusually long and are mounted with heavier and stronger fittings than many cars of twice the weight, with the result that the danger of breakage is reduced to a minimum. The first remark one makes when taking his first ride in a "Hudson" is: "Why, it rides like a big high priced car."

Many years of experience with all sorts of springs taught the designers of the Hudson that semi-elliptic front and three-quarter-elliptic rear are the easiest riding under all conditions, and due to their peculiar action are less liable to breakage. The front springs are 1¾ inches wide by 36 inches long; the rear springs are 46 inches long. Their absolute rigidity insures against breakage.

The front half of the rear springs transmits the thrust of the rear axle to the chassis frame. All spring shackles and clips are drop forgings; spring bolts are especially selected stock.

DROP FORGINGS

There are 123 drop forgings in the Hudson. These range from the I-Beam front axle and crank shaft to the spring clips and lamp brackets. Drop forgings are more expensive than malleable castings and are used extensively in expensive cars. There are cars selling for more than twice \$1000 that have fewer drop forgings than the Hudson. Expensive cars may be bigger and may require heavier forgings but the number of forged parts would be about the same as in this lower priced light car of quality.

The I-Beam front axle of the Hudson is a one piece drop forging of the best open hearth steel and carefully heat treated. This type of axle is found in all expensive cars of both American and foreign make.

These are a few of the drop forgings in the Hudson: Front axle, crank shaft, motor connecting rods, cam shaft, crank shaft gear, transmission gears and shaft drive, transmission shifting lever, control hand lever, together with flanges, brackets, spring clips, spring plates, etc.

IDEAL WEIGHT FOR AMERICAN ROADS

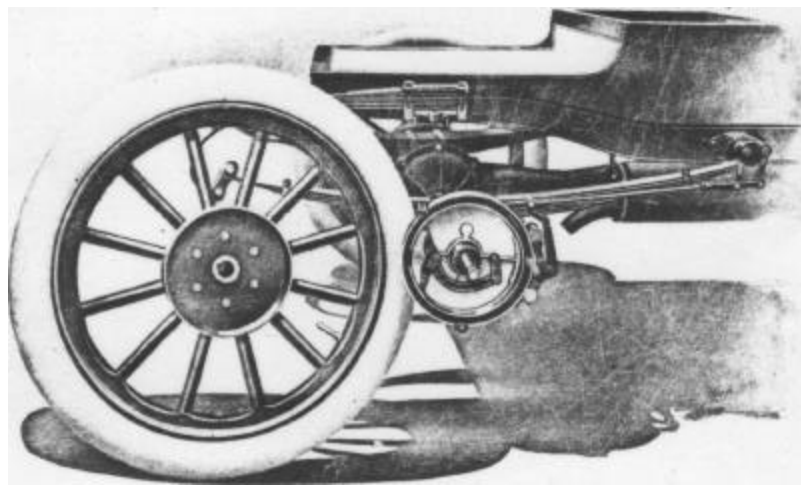
Staunch and strong parts have not been sacrificed in the Hudson for the sake of lightness, yet for its longer wheel base it is not nearly so heavy as other medium priced cars. It carries sufficient weight to hold the road.

Great power must be shackled to strong parts. Strong, well wrought parts do not necessarily mean excessive weight. The Hudson Roadster weighs 1800 pounds, fully equipped. Touring car 2000 pounds.

COMMON SENSE FENDERS

One of the greatest fallacies in automobile construction has been the fenders. On the Hudson large, graceful guards are used, coming down over the wheels to entirely check the flying dirt. There is no open space between the frame and fenders for dirt to fly through or dust to rise.

On the touring car the fenders are built into the wheel housing in the tonneau seat panel. The splash guards extend into the frame. With this fender design and the mud shields, which are provided between the running boards and the frame, the car is as well protected from flying mud and dirt as any car at any price. Both cars are absolutely mud proof.



The Hudson rear springs are of the three-quarter elliptic type, 46 inches long. These give such easy riding qualities as to be adopted by the makers of the best motor car built. Large contracting and expanding brakes on the wheel hubs give a maximum of brake power. Note the large 32-inch artillery wheels made of second growth hickory and equipped with 32 x 3½ inch tires, front and rear, on both models.

HUDSON TOURING CAR

Complete Specifications

Body—Up-to-date straight line design. Five passenger. Touring type. Large, roomy Tonneau, extra room in front.

Colors—Blue body, cream running gear, wheels with black striping. Option—Hudson blue all over. Blue-black upholstery.

Horsepower—20-25

Wheel Base—110 inches. Weight-2000 pounds.

Motor—Long stroke, vertical, four cylinder, four cycle, water cooled, Renault type. Cylinders cast en bloc. Bore, 3 inches. Stroke, inches. Valves, all located on one side; bevel seated, poppet design. Crank shaft exceptionally large, having tensile strength of over ,000 pounds.

Transmission—Sliding gear, selective type; three speeds forward and one reverse; located directly beneath removable floor board and easily accessible; enclosed in aluminum case.

Radiator—Extra large; vertical tubes, horizontal fins; very efficient.

Oiling System—(Motor) —Circulated splash system. Oil forced into crank case by means of plunger pump.

Clutch—Leather-faced cone; slip springs under leather, providing easy engagement.

Frame—Pressed steel; best open hearth stock; 3½ x1½ - inch section; extra strong sub-frame, to which transmission and motor are secured.

Front Axle—One-piece I-Beam section of most approved design.

Rear Axle—Semi-floating type and shaft driven; equipped with bevel compensating gear. Torque taken on a tube, concentric with the driving shaft.

Brakes—External and internal, operating on drums secured to hubs of rear wheels.

Bearings—Front wheels—large size, ball type. Other bearings of the plain, roller and ball type.

Springs—Front—semi-elliptic, 36-inch.

Rear—three-quarter-elliptic, 46-inch.

Steering Gear—Worm and gear type, with exceptionally large bearings and 8-inch steering wheel.

Tires—32 x 3 r s inches on front and rear wheels.

Wheels—32-inch; built of best selected second growth hickory, to our own special order.

Dash—Rich mahogany, with coil box to match. Protected on edges with brass moulding, channeled out to fit over edges of the woodwork, providing protection from the weather.

Control—Control is of accepted standard type, i. e., steering by large 18-inch wheel, selective gear; shifting by lever at right hand; emergency brake lever with ratchet at right hand; clutch by pedal at left foot; service brake on pedal at right foot; throttle and spark advance by levers on top of steering wheel; self - graduating accelerator pedal between foot levers; steering post, sharp rake and most convenient position for driving; large size steering wheel.

Electric Source—Spark coil; dry cells.

(Provision made for magneto, furnished as extra.)

Upholstering—Best pebble grain blue-black leather with good grade hair filling.

Gasoline Capacity—Ten gallons.

Water Capacity—Four gallons.

Equipment—Two gas head lights; generator. Two side square oil lamps; tail lamp. Full set of tools, horn and jack.

Price \$1150 f. o. b. Detroit Touring Car

Bosch High Tension Magneto	\$80.00
Brookfield Top	70.00
Baggage Rack	<u>5.00</u>
Total	\$155.00

The above special equipment when ordered with the car is furnished at \$125.00 Extra.

Other Equipment

Glass Front	\$40.00
Prest - O - Lite Tank	20.00
Fisk Demountable Rims	60.00
60 - inch Tread (for South)	25.00
Tire Irons	5.00

Note—There will be an extra charge in addition to the above for any make of tire not regularly furnished; also for Marsh Q. D. rims. When Prest-O-Lite tank is ordered no generator is furnished.

HUDSON ROADSTER

Specifications

Body—Latest roadster type—large, roomy seats handsomely upholstered.

Colors—Hudson gray, red wheels and running gear. Option—Hudson red all over.

Seating Capacity—Three; 25-gallon gasoline tank optional with rumble seat.

Horsepower—20- 25

Wheel Base—too inches. Tires—32x3 t2 inches, front and rear. Weight— t 800 pounds,

Motor—Same type as touring car. Transmission—Selective sliding gear type.

Three speeds forward and reverse.

Lubrication and Cooling System—Same as in touring car.

Axles—Semi-floating rear; I-Beam front axle.

Springs—Semi and three-quarter elliptic front and rear respectively.

Gasoline Capacity—Ten gallons. Water Capacity—Four gallons.

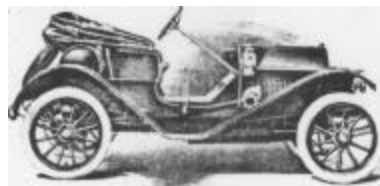
Control—Strictly standard, large 16-inch steering wheel.

Brakes—Two each, external and internal; secured to rear wheels.

Clutch—Leather faced cone with slip springs under leather.

Bearings—Front wheels: large size, ball type. Rear wheels: roller, with ball thrusts.

Frame—Pressed steel; best open hearth stock; drop sub-frame, to which transmission and motor are secured.



Hudson Roadster with top down and equipped with large gasoline tank.

Radiator—Extra large; vertical tubes, horizontal fins; very efficient.

Dash—Rich mahogany, with coil box to match. Protected on edges with brass moulding, channeled out to fit over edges of the woodwork, providing protection from the weather.

Equipment—Two gas head lights; generator; two side oil lamps; tail lamp, horn, full set of tools and jack.

NOTE—The main features of construction in the roadster, such as motor, transmission, etc., are the same as used in the construction of the touring car.

Price \$1000 f. o. b. Detroit

Special equipment at extra cost

Bosch High Tension Magneto	\$ 80.00
Arden Top	40.00
Prest-O-Lite Tank	20.00
Extra Rumble Seat	<u>25.00</u>
Total	\$165.00

The above special equipment when ordered with the car is furnished at \$150.00 Extra.

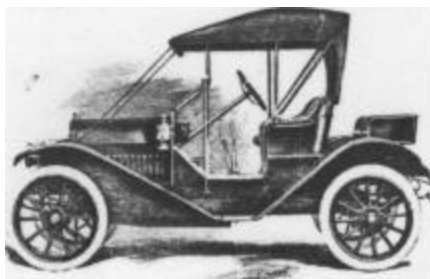
Option—Large circular 25-gallon gasoline tank instead of seat.

Other Equipment

32x3-inch Fisk Demountable, Detachable

Rims	\$60.00
Glass Front	40.00
60 - inch Tread (for South)	25.00
Tire Irons	5.00

Note—There will be an extra charge in addition to the above for any make of tire not regularly furnished; also for Marsh Q. D. rims. When Prest-O-Lite tank is ordered no generator is furnished.



THE MEN BEHIND THE HUDSON

J. L. HUDSON, CHAIRMAN BOARD OF DIRECTORS

Mr. Hudson is owner of the biggest retail dry goods store in Detroit. He owns also department stores in several other large cities. He is a large owner of Detroit real estate. He is vice-president of the Dime Savings Bank and a director of the American Exchange National Bank. He is interested also in several manufacturing enterprises. He is recognized as a leading, conservative business man and capitalist of Detroit.

R. D. CHAPIN, PRESIDENT

Probably no man in the automobile business is better known than Mr. Chapin. He was responsible for the organization of the Thomas-Detroit Company, now known as the Chalmers-Detroit Motor Company, of which he has been treasurer and general manager for a number of years. He was formerly sales manager of the Olds Motor Works, and stands pre-eminently among the most experienced and best posted men in the manufacture of motor cars.

H. E. COFFIN, VICE-PRESIDENT

Mr. Coffin was formerly vice-president of the Chalmers-Detroit Company. There is probably no automobile engineer who enjoys a more substantial reputation than Mr. Coffin. He has been designing successful cars for years and is known for the wonderful results these cars have given. Among them the Oldsmobile, the Thomas-Detroit and the Chalmers-Detroit "Forty" and the "30." His technical education was that of a mechanical engineer at the University of Michigan. Mr. Coffin is chairman of the Manufacturers' Contest Association and president of the Society of Automobile Engineers.

F. O. BEZNER, SECRETARY

Mr. Bezner has been associated with the Chalmers-Detroit Company for many years as secretary. Mr. Bezner is one of the best posted men today on automobile materials. He has been purchasing agent of the Olds Motor Works and later secretary and supervisor of materials of the Thomas-Detroit Company and Chalmers-Detroit Motor Company, and has otherwise played a prominent part in the growth of the automobile industry.

R. B. JACKSON, TREASURER AND GENERAL MANAGER

Mr. Jackson is a mechanical engineer, being a graduate of the engineering department of the University of Michigan. Mr. Jackson, in addition to being a mechanical engineer, has had unusual experience in both the productive and executive branches of the motor car industry. He has been factory manager of the Olds Motor Works and later general manager of the E. R. Thomas Motor Company of Buffalo.