

HUDSON



SALES DEPARTMENT LETTERS

1912-1913

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HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.

J. L. HUDSON, Chairman of Board

R. D. CHAPIN, President
H. E. COFFIN, Vice-Pres.
F. O. BEZNER, Secretary
R. R. JACKSON, Treas. & Gen. Mgr.
E. H. Broadwell, Vice-Pres.

Friday
August Nine
Nineteen Twelve.

TO ALL HUDSON DISTRIBUTORS & DEALERS.

You have probably noticed from our catalogs and other literature that we are prepared this year to furnish the following additional equipment.

Hartford Shock Absorbers,
Klaxon Horns,
Slip Covers,
Extra Tires and Tire Covers.

We intend to carry a sufficient stock of all, the accessories mentioned above, and in ordering this equipment you will therefore not delay to any appreciable extent the shipping of your cars. The greater the quantity of this special equipment ordered on each car, the more attractive is the price, and we would strongly urge upon you wherever possible to bring these facts to the attention of your customers and endeavor to specify these cars fully equipped. It means a better satisfied owner, and also means more profit to you.

Our men are thoroughly experienced in attaching the devices referred to above to our cars, in the most satisfactory manner, and a car fully equipped should add considerably to the prestige of both yourself and the Hudson Motor Car Company. We are not prepared to furnish any other kind of a shock absorber, or any other make of electric horn, confining ourselves entirely to the specialties mentioned above.

We hope that you will coach your salesmen in every case to endeavor to secure orders for this special equipment, and in ordering same it is not necessary to go into details, but simply to give the number of the combination which includes the various items which you will require.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

S-36.

Assistant Sales Manager.

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

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



Saturday
August Ten
Nineteen Twelve.

We have sent you under separate cover samples of the upholstery which we intend using in our limousines for next season. The blue is the standard equipment, and 80% of all limousines will come through upholstered in this way. We are, however, holding a limited number of limousines which we can upholster with any one of the three light materials which are shown in the book referred to above.

Orders for limousines upholstered in any of the special colors will not be subject to cancellation and due to the fact that we are only holding a limited number of these cars for special finish, we would suggest that if you anticipate a demand for limousines upholstered with these special materials, that you place your order immediately. There will be no extra charge made for these light finishes. The exterior finish of all limousines will be the same, namely, Valentine's Town Car Blue.

The coupes will be finished in the same color, and will be upholstered in the pebble grain hand buffed leather, a sample of which is included in the book sent you. There will not be any options given on coupe upholstery.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

S-37.

Assistant Sales Manager.

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

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



Thursday
August Fifteen
Nineteen Twelve.

TO ALL HUDSON DISTRIBUTORS & DEALERS.

Gentlemen:

The standard colors for 1913 will be:

Richelieu Blue and
Pearl Gray.

In both cases hoods, fenders and running gear will be finished in black.

As you can of course realize, it is necessary for us to forecast sometimes in advance the approximate demand for each color and for your information we wish you would note that we are at present assembling to the following schedule, which will remain in force until November 1, and longer if it meets the requirements of our representatives

	Blue	Gray
Touring Cars	90%	10%
Torpedoes	50%	50%
Roadsters	25%	75%

We cannot entertain any special orders, as they would be fatal to quantity production, and we trust you will cooperate with us and not make it necessary for us to refuse any of your orders.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

S-38.

Assistant Sales Manager.

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

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



Thursday
August Fifteen
Nineteen Twelve.

TO ALL HUDSON DISTRIBUTORS & DEALERS.

It is more than possible that your Cadillac competitors will make a talking point this year of the fact that they intend using an improved Delco system which they may claim is more efficient than the one which we are using in our cars. The basic principle of the two systems, however, is entirely the same, but as a result of their experience during the past year the Cadillac Company has worked out some ideas which will render it more adaptable to their design. They believe this to be an improvement. Whether or not this is so remains to be seen, but if these ideas should work out they will be just as much of an added advertisement for the Delco system that we are using, because it will be a successful Delco system.

The benefit which the Cadillac Company expects to derive from changes they have made is a decrease in weight at the end of the battery. It will mean, however, a larger generator. The Delco System adopted by the Hudson Company is adequate in every respect, and the motor and component parts of the System have been designed with a view to obtaining service from it with a minimum of complication.

We are advising you of this because we do not believe it to be policy to get into any controversy over the merits of the two systems. Basically they are the same, and we believe that our wiring and control system will prove to the public that we are giving them the advantage of having the best there is. The engineers of the Hudson and Delco Companies are satisfied that the system as designed with the Hudson motors will leave nothing to be desired.

We are giving you this full information so that you and your salesmen will know how to act and talk if any comment is made as to the merits or demerits of the devices.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

Vice-President.

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

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



Friday
September Sixth
Nineteen Twelve.

TO ALL HUDSON DISTRIBUTORS & DEALERS.

e that the following list prices will prevail on bodies for both the Model "37" and "54".

LIMOUSINE	\$1600.00	Includes heavier sprigs, shock absorbers, fenders, and usual body fixtures, such as lamps, bouquet holders, etc.
COUPE	950.00	Includes heavier springs, fenders and usual body fixtures.
TOURING CAR, 7-passenger	550.00	For Model "54" only--includes fenders, top and glass front.
TOURING CAR, 5-passenger and TORPEDO.	400.00	Includes fenders, top and glass front.
ROADSTER, 2-passenger	375.00	Includes fenders, top and glass front.

The prices quoted you on chassis are \$1675.00 and \$2250.00 respectively on the Models "37" and "54". There is apparently some inconsistency in those figures and our reason for quoting the prices above is to encourage the placing of orders for complete cars. In previous years we have refused to consider orders for chassis only, but in order to meet the wishes of some of our representatives we have decided to accept a few orders for them at the prices given.

Yours very truly.

HUDSON MOTOR CAR COMPANY.

S-44.

Assistant Sales Manager.

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

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



Friday
October Twelve
Nineteen Twelve.

TO ALL HUDSON DISTRIBUTORS & DEALERS.

Judging from the orders sent in, there is still some misunderstanding in the minds of our representatives regarding the colors in which our bodies will be finished for the present season. Will you please note the following very carefully?

7-Passenger: All bodies will be finished in blue. We are not prepared to finish any in gray.

5-Passenger: Practically all in blue. We are finishing a few in gray
Touring Car: now but from November fifteenth on, all shipments will be in blue.

Torpedo: The demand for blue has made it necessary for us to revise our schedule on this type and we have specified seventy-five percent blue and twenty-five percent gray.

Roadster: Seventy-five percent gray; twenty-five percent; blue.

As all our bodies excepting the seven-passenger are interchangeable, these specifications will apply on both the "Thirty-seven" and "Fifty-four". Please advise all your dealers in accordance the above and secure their no-operation so that purchasers may with not be unnecessarily disappointed.

Yours very truly,

HUDSON MOTOR CAR COMPANY,

S-48.

Assistant Sales Manager.

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

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



December 27th, 1912

TO ALL HUDSON DEALERS AND DISTRIBUTORS.

IMPORTANT

From the orders which we have received it is perfectly evident that the public demand seems to favor the "54" Torpedo and "54" seven-passenger, over the "54" Touring Car. Arrangements have therefore been made to increase our production of "54" Torpedos and seven-passengers at the expense of the "54" Touring Car.

Will you please keep this fact in mind, and when selling cars for spring delivery confine your orders principally to "54" Torpedos.

We believe that this change of schedule will be exceedingly acceptable to all of our distributors.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

Assistant Sales Manager.

S-60.

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

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U.S.A.



TO ALL HUDSON DEALERS AND DISTRIBUTORS.

Recently we have received several inquiries from owners of "54's" for prices and information on Limousine bodies. In fact, interest in this proposition seems to be quite general, and we therefore have pleasure in advising you that we are prepared to furnish Limousine bodies, upholstered in blue broadcloth, with heavier springs, at a price to our representatives of \$1125.00, net.

We are quoting these bodies at \$1500.00 to all inquirers. You will note this gives you an ample margin of profit to offset the labor of changing over the bodies, and in order to stimulate the interest which exists, we are today preparing a special leaflet which we intend sending out from here to all owners of "54" Touring Cars and Seven-passengers.

It will be necessary to confine this proposition to the two above-mentioned chassis, as they are the only "54" chassis capable of taking a "54" Limousine body, owing to the location of steering column, change speed levers, etc.

A supply of these leaflets will also be furnished you as soon as they are off the press, and we would suggest that you immediately get in touch with all owners of "54" Touring Cars and Seven-passengers in your territory. This is a season of the year when there is a greater interest in closed jobs than there is in open cars, and we would suggest that you immediately concentrate all your salesmen on this proposition.

Yours very truly,

HUDSON MOTOR CAR COMPANY.

Assistant Sales Manager.

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

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



February Sixth,
Nineteen Thirteen

TO ALL HUDSON DISTRIBUTORS & DEALERS.

You have perhaps overlooked the fact that we are prepared to equip all models, except Roadsters and 7-Passengers, with a trunk rack, for \$6.00 list.

As this is an accessory needed by practically all motorists we would suggest that you specify a trunk rack on a fair proportion of your future orders.

Do you wish to add this equipment to any of your present specifications?

Yours very truly,

HUDSON MOTOR CAR COMPANY.

S-68.

Assistant Sales Manager.

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

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



IMPORTANT

Friday
February Seventh
Nineteen Thirteen.

TO ALL HUDSON DISTRIBUTORS & DEALERS.

Please note that we cannot accept any more orders. for
"54" roadsters, the whole of our production of this model having been
specified.

Have you mailed your spring specifications?

Yours very truly,

HUDSON MOTOR CAR COMPANY

S-69.

Assistant Sales Manager.

R. D. CHARIN, President
H. E. COFFIN, Vice Pres.



F. O. BEZNER, Vice Pres.
R. S. JACKSON, Sec. Treas. & Gen. Mgr.

HUDSON MOTOR CAR COMPANY

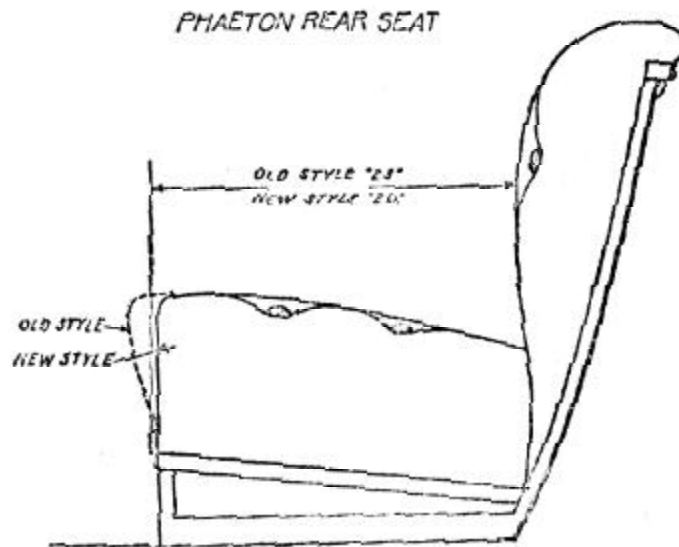
DETROIT, MICH., U.S.A.

CABLE ADDRESS
HUDSONCAR

Monday
April Twenty Eight
Nineteen Thirteen.

Gentlemen:

The cut below shows plainly the difference between the Torpedo and Phaeton Upholstery.



This difference is very obvious when sitting in the car but is not so noticeable to the eye.

Yours very truly,

S-83.

HUDSON MOTOR CAR COMPANY.

R. D. CHAPIN, PRESIDENT
H. E. COFFIN, VICE PRES.



F. O. BEZNER, VICE PRES.
R. S. JACKSON, SEC. TREAS. & GEN. MGR.

HUDSON MOTOR CAR COMPANY

DETROIT, MICH., U. S. A.

CABLE ADDRESS
HUDSONCAR

Tuesday
April Twenty Nine
Nineteen Thirteen.

Dear Sir:

Roy Miller who has acted as personal chauffer to our President, Mr. R. D. Chapin, for sometime and who has had considerable factory experience, is desirous of obtaining a position demonstrator or as a demonstrating salesman.

An arrangement to net him in the neighborhood of \$100 per month and commission would appeal. If interested please address the writer personally

Yours very truly

HUDSON MOTOR CAR COMPANY.

A handwritten signature in cursive script, appearing to read "R. S. Jackson". The signature is written in black ink and is positioned above a horizontal line.

S-84

Sales Department