INSTRUCTION BOOK

HUDSON "37"

1913

HUDSON MOTOR CAR COMPANY
DETROIT, MICHIGAN

The *New* HUDSON "37"

Electric Self Cranking-Electric Light

And Other Equipment Details

Twelve inch Upholstery - Speedometer, Clock Demountable rims - 36x4 inch tires-extra rim - tire holder - Rain vision windshield - Top, curtains, complete set of tools and all other equipment.

This big powerful car was built by forty-eight engineers gathered from the leading factories of the world. They have had a hand in designing more than 200,000 cars of ninety-seven well-known makes.

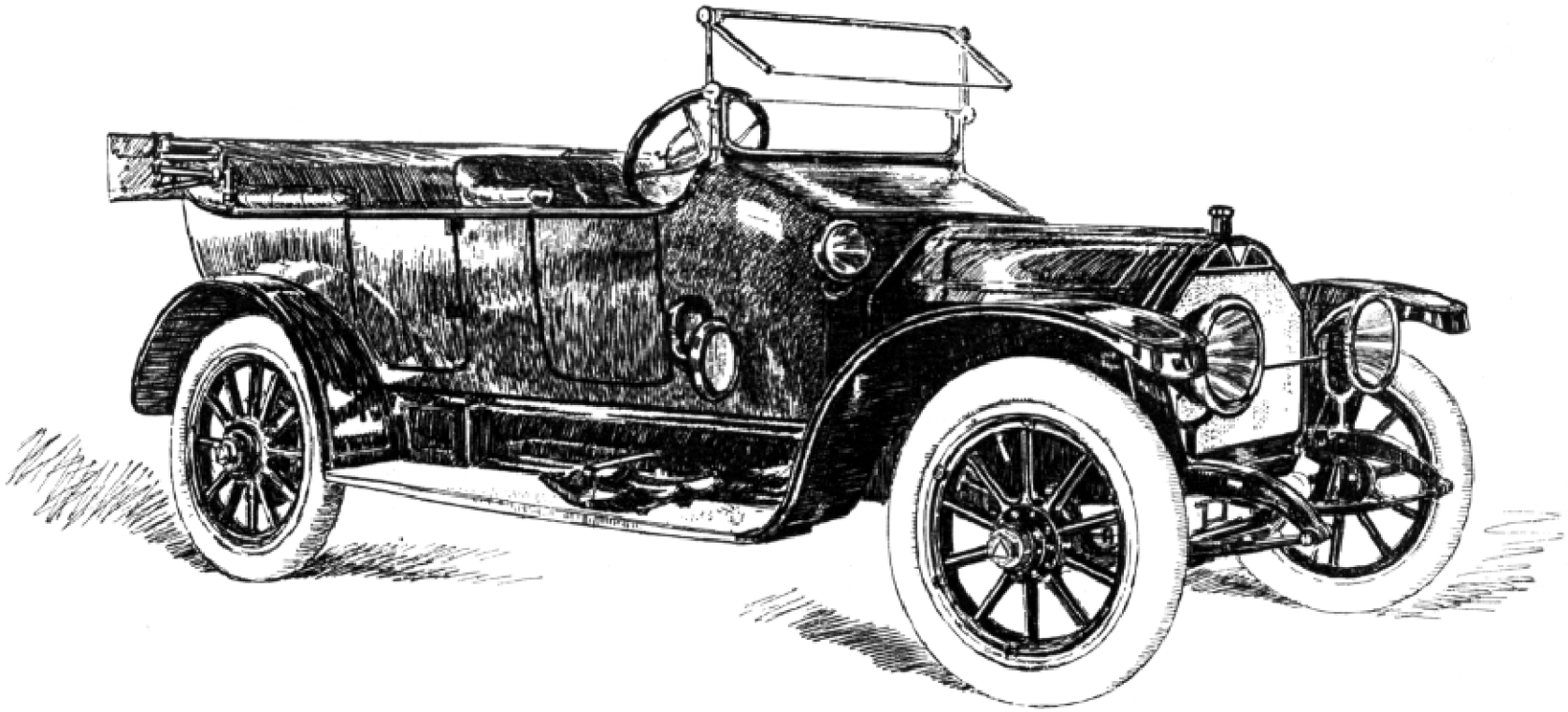
They joined in designing this car, and under the direction of Howard E. Coffin have made it the Four Cylinder Masterpiece, regardless of price.

There is power for every requirement. Speed to meet every demand. Comfort such as was not before considered possible in an automobile. It is safer to ride in at high speed than are most cars. Long trips and rough roads do not fatigue passengers as much as does the average car.

Every detail of luxury is developed to the highest degree. The motor is started electrically-by touching a button and pressure of clutch pedal. Lights are controlled from the dash. All oiling places are handy.

118 inch wheel base-37 - 43 horsepower, full floating axle, gasoline tank, with magnetic gauge on rear. Price of either Touring Car, Torpedo or Roadster, $1875 f. o. b. Detroit.

Illustrations in this book are from drawings made front the car by Vernon Howe Barry



Torpedo. Low, rakish car. Power for all requirements. Meets every speed demand. Comfortable to passengers. Safe at any speed.

48 Engineers Build Their Four-Cylinder Masterpiece

Howard E. Coffin and his Specialists Offer the *New* HUDSON "37"

The forty-eight engineers who make up the engineering staff of the Hudson Motor Car Company were gathered from the leading automobile factories of the world.

They have had a hand in designing more than 200,000 cars of 97 well-known makes.

There are more high salaried, widely experienced men on this staff than in any similar organization in the world.

At the head of this body is Howard E. Coffin, America's leading engineer, and builder of six famous cars.

No one disputes his preeminent position as the leader of automobile engineering progress.

Each of his cars has marked a distinct advance over anything that had previously been done.

He is regarded as the most advanced worker toward simplicity. No one the industry has thus far produced has been so successful in eliminating parts that in the designs of other engineers seemed impossible of elimination.

Every One a Specialist

No one man can ever hope to know as much about automobiles as these men working in unison know.

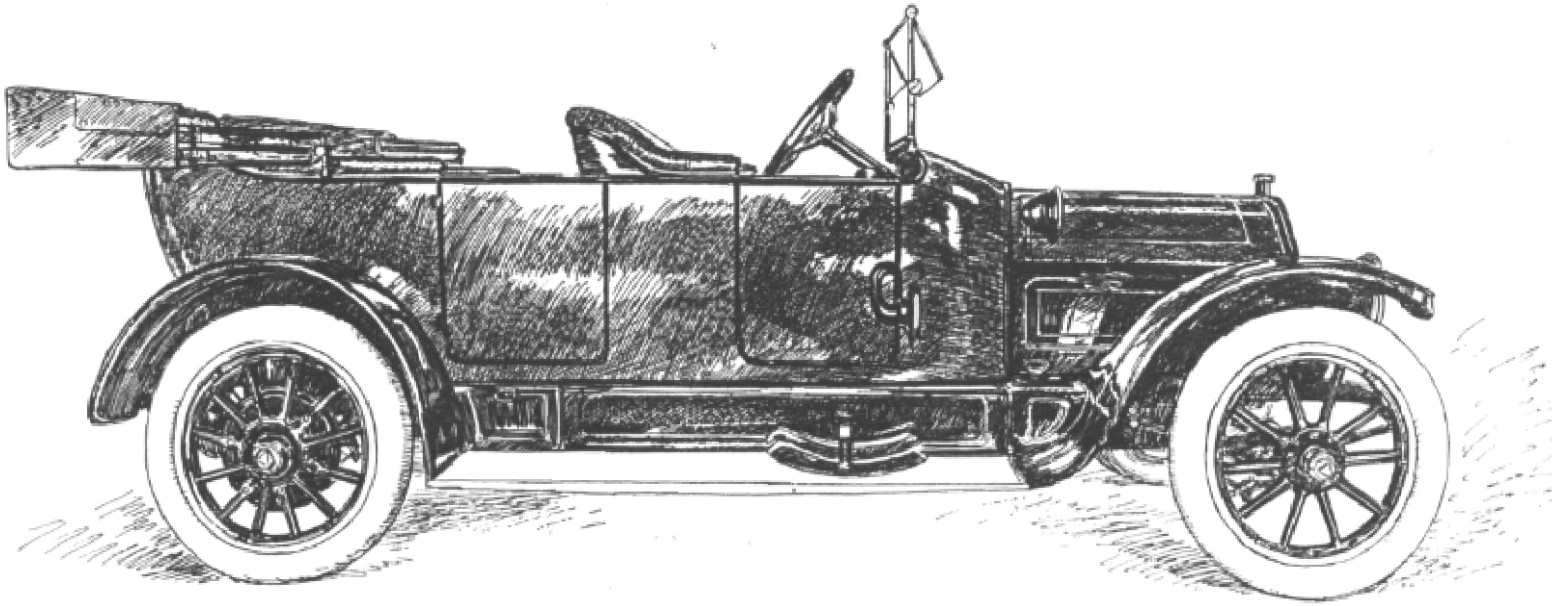
Each is stronger for being associated with so many other experts. Each is a specialist, whose knowledge and ability is not possessed by his fellows.

Men who worked on the most expensive, most carefully hand built cars, bring to bear an influencc which raises the standard of the men who received their training in factories where production is the first thought, and where large volume accounts for low prices.

By this combination of men of such widely different training, quality is combined with quantity. It accounts in large measure for the low cost and the high quality of HUDSON cars.

The Day of the Individual is Past

In the same way that a baseball manager builds up an efficient machine of ball players, by choosing specialists who excel in certain kinds of play - catching,



Five-Passenger Touring Car. Fully equipped. Big, comfortable and beautiful. Not lacking in any detail of luxury, or comfort giving quality.

pitching, bating and base running - so Howard E. Coffin, four years ago, set out to organize the strongest body of automobile engineers to be had.

The world was his field. If a man had shown that he could get more power out of a motor than any other man had been able to get, or proved that he could simplify the work that other men had more crudely begun, lie was induced to Join this organization.

There are men here who know nothing about chassis design, but who know everything about creating beautiful body lines. Some whose skill lies in the fact that they know how to make good seat cushions were added to the organization. There are spring specialists, electricians, experts at body finishing, and in all other details of motor car building.

The automobile business has become one of highly specialized lines. It is not often that you will find a capable designer who is able to get the maximum out of his motor. A specialist in carburetion and ignition can nearly always raise the power beyond the limit reached by the man who designed the motor.

By combining the two, the maximum of efficiency is obtained. But these men are not usually able to be of much assistance in designing the remainder of the chassis. Seldom do they know anything about body designing.

It is not often that you find an engineer who combines with that ability the qualities that make him the artist that is necessary in planning a car of beautiful, symmetrical lines.

So you see that in organizing this staff of engineers, Mr. Coffin had the men and their qualities under more thoughtful consideration than he had in building any particular type of car. He chose men who had had experience that would combine with the experience of other men in the organization. *The result is this composite masterpiece*, for they set out to build the best four-cylinder car they, combined, were capable of. That they succeeded is proved by the car they offer.

Consider the Stake

In reading the claims made for the HUDSON "37," consider how much is at stake on it. The Hudson Motor Car Company has millions at stake. The future of the Hudson Company rests upon the car's performance.

Howard E. Coffin has all his present prestige and future fame tied up to the car. It represents his idea of four-cylinder perfection. He endorses the car with his high reputation.

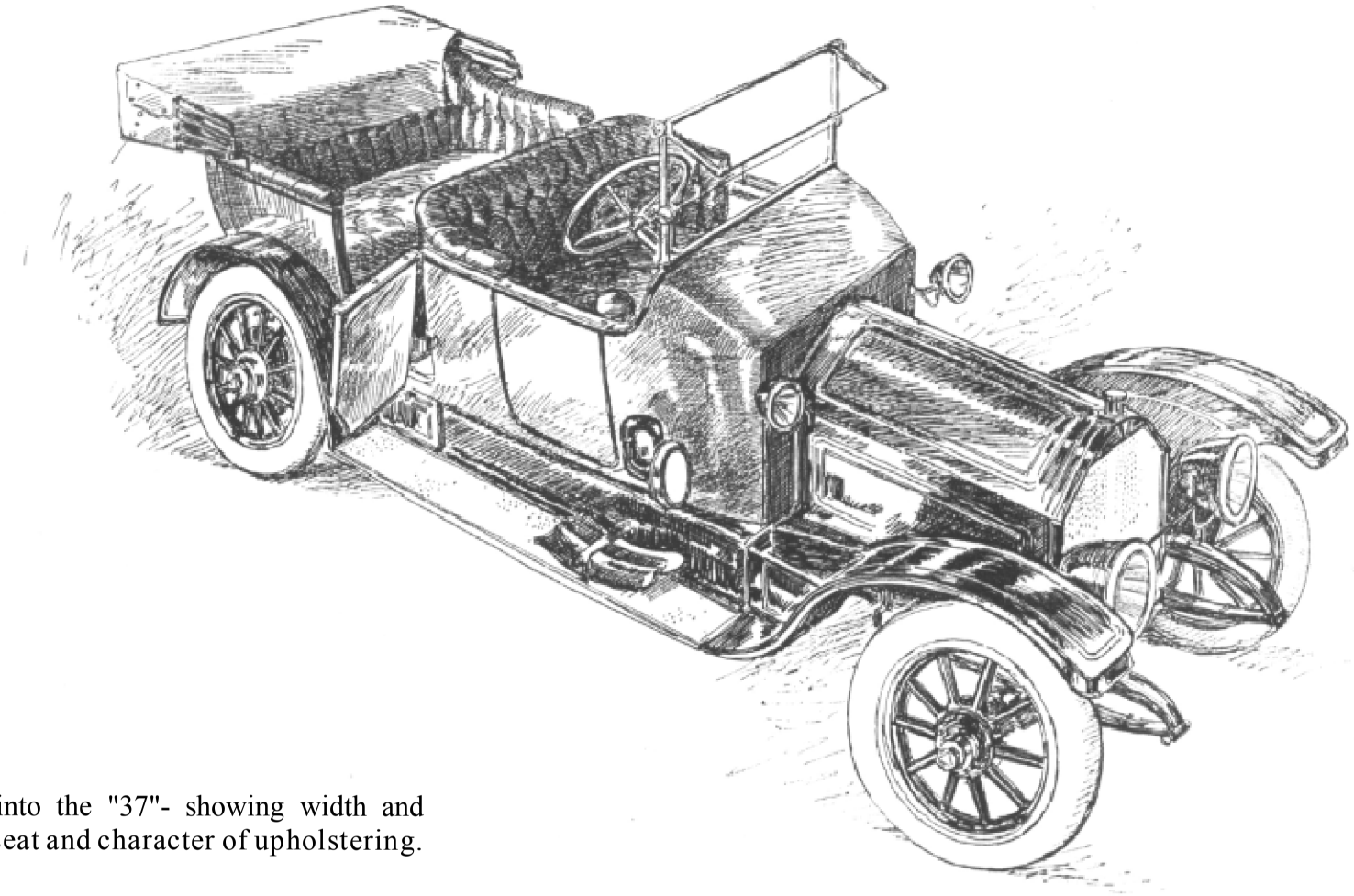
And the forty-eight engineers, in the front rank of the industry, have all agreed that the HUDSON "37" represents their highest accomplishment in four-cylinder construction.

The future of all of them depends upon this car's making good.

There never was a car on which so many men had so much at stake as the Hudson staff has on this.

There never was a car of which so many big men said, "There is no part of this car which we know how to build better."

Consider these facts when you read the claim we make for the HUDSON 37



Looking into the "37"- showing width and depth of seat and character of upholstering.

Description of the HUDSON "37"

YOU need know nothing about an automobile tc. appreciate the luxury and comfort of the HUDSON "37," These things are apparent. You never sat in a more comfortable seat. You never rested on easier, softer cushions. They are iz inches deep-Turkish type.

The highest development of automobile building is expressed in this car.

We are speaking now only of its general appearance. Nothing that all the forty-eight engineers, individually and collectively, have learned to add to beauty, to long wearing qualities, to comfort and good appearance has been overlooked in producing in this automobile all the things that contribute to automobiling pleasure.

The Things You Look for in a Car

If you have owned an automobile you have discovered in that car a certain weakness. In some makes it may have been a lack of power. With others it may be due to insufficient brakes, or an ill-proportioned car which causes it to swing or sway on the road in a way that makes riding unpleasant because of the feeling of danger of skidding it engenders.

Inaccessibility and lack of simplicity may have obtained on the car with which you are most familiar.

Responsiveness is an item which has not been considered in many automobiles-not even high priced cars, and ease of control is a feature rarely obtained in automobiles. As you read the description of this car, you naturally will center upon the feature which applies to the condition most objectionably noticeable in the car you already know.

Do not choose any, car just because it is attractive in the particular that was objectionable in the automobile you previously owned.

Other details are equally as important.

There have been comfortable cars in the past. There have been cars for years that have had sufficient braking surface. There are cars on which the weight is well distributed and which keep the road well.

You must look for all these feature, for if the next car you choose simply meets the objection you had to your previous car and fails to be satisfactory in any other partular, you will still be as far from satisfied as you were.

They Have Overlooked No Detail

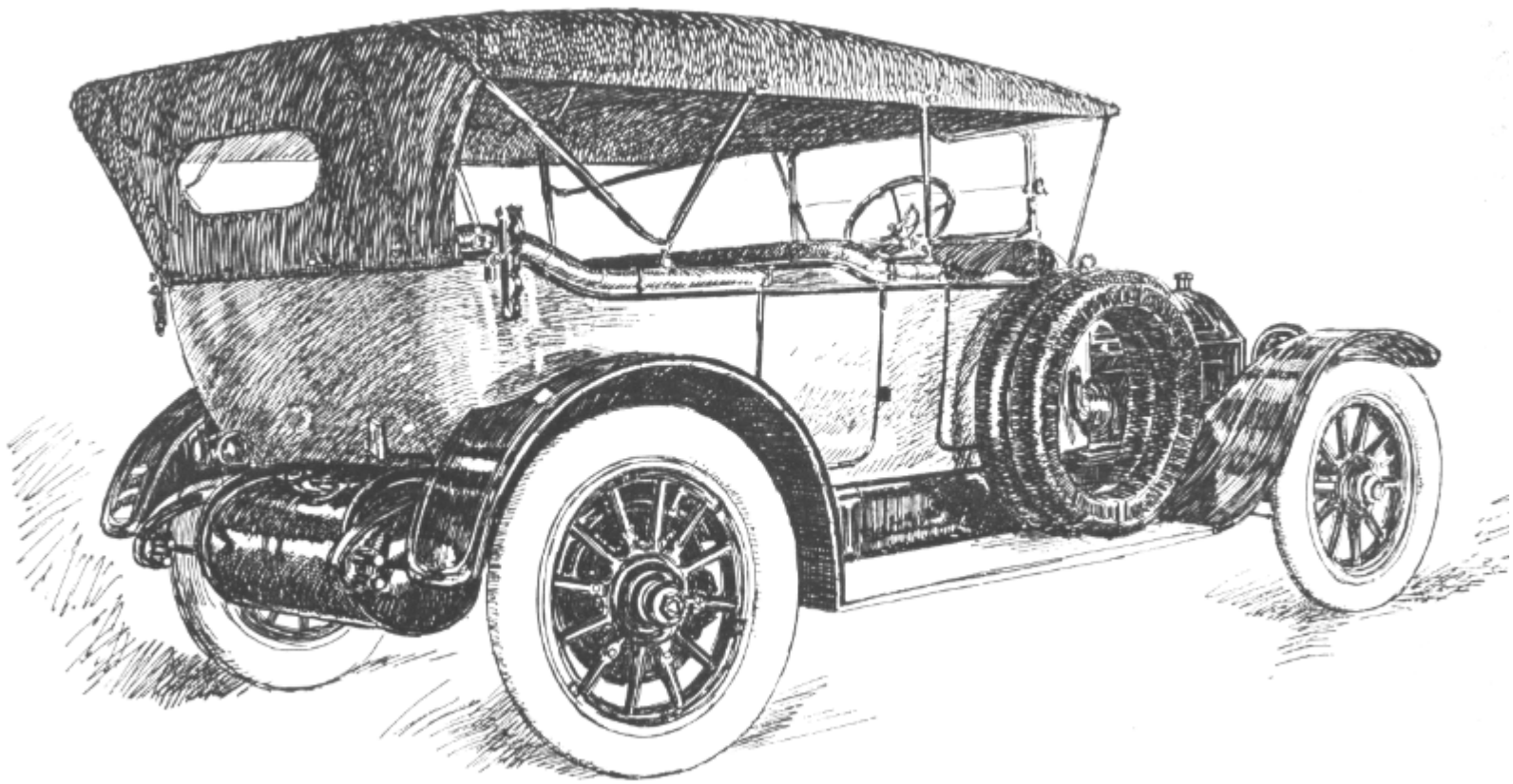
Every one of the forty-eight members of the engineering staff of the Hudson Company believes that all these things - safety, simplicity, comfort, completeness, luxury, responsiveness and ease of control are accomplished in the "37" as they never have been in any four cylinder car, regardless of price.

You will say they have not deceived themselves when you experience the performance of which it is capable and have noted its completeness and beauty.

Beauty

Not a small proportion of your automobile satisfaction comes from the appearance 'If the car in which you ride.

The commanding appearance - the design-which invariably causes all to utter exclamations of satisfaction at the appearance of the HUDSON "37" contributes much to your automobile pleasure.



Three-quarter rear view of the "37" showing
beautiful appearance of car from rear.

The automobile one owns helps to establish and maintain a social prestige and business standing just as much as does the clothes one wears or the house in which one lives. It is just as important that the lines and appearance of an automobile be in keeping with the most advanced design as it is that one's clothes be cut in approved style.

All the lines of the HUDSON "37" are correctly proportioned. The illustrations given here indicate that in a measure. The car itself shows it more fully.

The bodies of the Torpedo, Touring Car and Roadster are long. The seats are low and yet the body comes high up around the shoulders and gives a feeling of security. You ride in the car as in a boat. You do not sit on it as is the case with many cars.

All exposed metal parts are nickel plated.

Convenience

You start the car from the seat. It is operated electrically by touching an electric button and pressing the clutch pedal. The same motor which turns the engine to start it, becomes an electric generator as soon as the car is running under its gasoline impulse. The generator has no complications of wiring, etc. It furnishes ever constant, brilliant electric head lights, side lights, tail light, and a flood of illumination for the dash.,

There is also an extension light for use in changing tires, etc., at night.

The motor is started and the lights are switched on or off without the driver moving from a comfortable position in his seat.

Newest System of Starting and Lighting

The system used for starting, lighting and ignition is known as the Delco Patented, and the makers will make all replacements and repairs necessary at no expense to the purchaser.

The car is lubricated without inconvenience. There are but two grease cups on the motor. Thus is saved all the annoyance common to many cars such as having to crawl under the car to lubricate inaccessible bearings, etc.

Completeness

The electric self-starter and ignition device is part of the completeness of tile HUDSON "37." Equipment also includes a speedometer and clock so located on the dash that at night the dial is fully illuminated. The tires are carried on demountable rims, which permit of immediate tire changes on the road without delay.

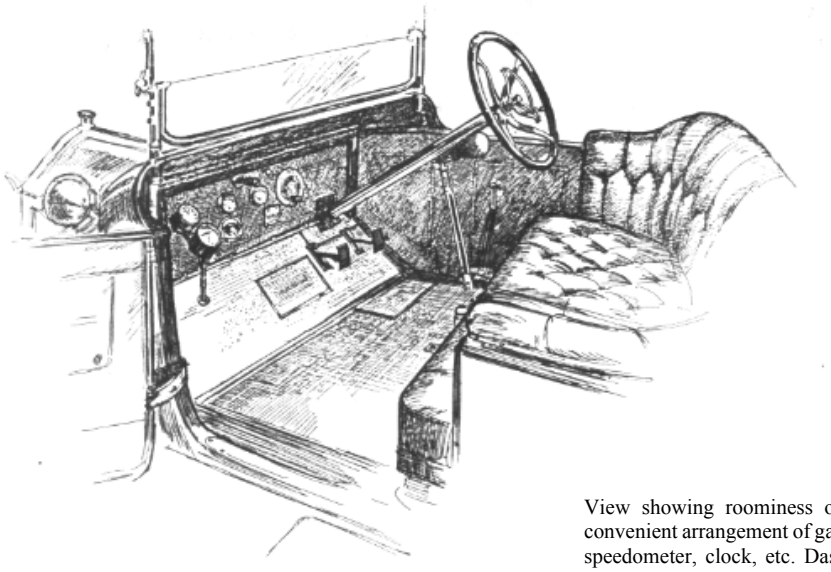
The windshield is made a part of the body. It has a rain vision arrangement which permits driving in a blinding rain with full protection to occupants of the front seat and without obstruction to the driver's view of the road.

The top is complete and carefully fitted to the body, so that its appearance is not unsightly, as are the tops of most automobiles. As you look over the car and note the provisions for the convenience, comfort and safety of passengers and driver, you will see that nothing has been neglected. A magnetic gauge on the gasoline tank indicates the amount of gasoline in the tank. A 22 gallon pressed steel tank is carried on the rear of all models. Force feed - pump pressure - to carburetor.

We have done away with the usual sight feed on the dash in which the oil can never be seen because it is so quickly obscured by the oil itself. We are using a gauge on which the position of a hand, in direct sight of driver either day or night, indicates that the oil is properly flowing to all parts where it is intended to flow.

You will understand the completeness of this car when you know that in addition to the forty-eight engineers who are responsible for it, experts have ridden in it, both men and women, who have had wide experience with automobiles, and the suggestions of all have been taken. Without any idea or intention of eliminating cost they have been included, and that is why this car is complete in every detail.

Women have told us that it is an easy car to drive and that it is not fatiguing even in long runs over bad roads.



View showing roominess of front seat and convenient arrangement of gauges, light control, speedometer, clock, etc. Dash is covered with leather and is flooded by light at night

Complete Detailed Specifications of the HUDSON "37" Four-Cylinder Motor

The Motor. Far more powerful and simpler in design than any previous four-cylinder motor this Company has built. Nothing has been spared in material or workmanship that adds to the strength and utility and will aid, in withstanding the strain and severe abuse to which all automobile motors are continually subjected.

Cylinders are cast en bloc, 5-1/4 inch stroke by 4-1/8 inch bore. The motor will develop 37 horsepower at 1500 revolutions per minute. It gives 43 horsepower brake test.
Both intake and exhaust manifolds are on the same side, but they are designed in such a way that one can easily be removed without interfering with the other.

Valves are of nickel steel and are interchangeable. They are 2 inches in diameter, giving 1-3/4 inches clear opening. They are operated by extra large and long push rods, thus insuring quiet operation and long life. The push rod bearings are of new design and easily removed. All of the valve system is enclosed in a dust-proof casing, which insures perfect lubrication to all moving parts. The casing is provided with two plates, easily removed, which serve for inspection or for such adjustment of the valves as they may require.

Wrist Pins are pressed in the piston with a very close fit to prevent any shake, and are secured in place by nickel steel studs. These are prevented from working loose by cotter pins at the end. The wrist pin bearing is of hard phosphor bronze, 1-1/16 inches in diameter by 1-7/8 inches long, and pressed in the small end of the connecting rod. Special provision is made for a thorough lubrication of this bearing.
Connecting Rods are of deep "I" beam section, drop forged from special steel, and heat treated. The bearing cap is secured to the connecting rod by two nickel steel bolts. Thin shims are placed between cap and connecting rod in order to simplify the taking up of the bearings in case of wear.

Crank Shaft is of the three bearing type, carefully balanced, and is the largest crank shaft used in any motor of this size. The BEARINGS are of bronze, lined with the best nickel babbitt. These bearings are of liberal size in order to reduce the load per square inch and insure a long life. The Front Bearing is 2 inches in diameter by 2-9/16 inches long; the Middle Bearing is 2 inches in diameter by 3 inches long, and the Rear Bearing is 2-1/4 inches in diameter by 3-15/16 inches long. The Connecting Rod Bearings are 2 inches in diameter by 2-5/8 inches long.

Crank Case is of high grade aluminum alloy, and is built very rigid. It carries the three crank shaft bearings which are bolted to the case. The lower part of the case can be removed without interfering with the adjustment of the bearings.

Cam Shaft is made of special steel, hardened and ground. Cams are integral with the shaft, which is of extra large diameter to avoid deflection when lifting valves. The shaft runs on three nickel babbitt bearings of the following sizes: Rear end, 1-7/8 inches in diameter by 1-1/4 inches long; Middle Bearing, 2-1/4 inches in diameter by 1-3/8 inches long, and Front End, next to the gear, 2-1/4 inches in diameter by 2-3/8 inches long.

Timing Gears are of the helical type, cut from high grade steel. These gears are carefully tested before assembling in order to make sure that there will be no play between them. They are enclosed in a dust proof case in front of the motor and allowed to run

in oil which insures quietness and long life. They are so mounted that they can be easily removed.

Water Pump is of the centrifugal type of large size, insuring perfect water circulation. It is so placed that the stuffing boxes can be packed or pump removed without interfering with other members.

Lubrication - The motor is lubricated by a constant level splash system, with reservoir beneath the crank case. A new type of pressure distributing plunger pump, operated by the cam shaft, furnishes oil to the front and rear bearings regardless of whether the car is going up or down hill. The oil, before being fed to the motor, is strained to avoid an undesirable substance getting in the bearings. A pressure gauge on dash marked "Oil Pressure" indicates that oil is circulating.

Carburetor - The motor is equipped with special carburetor, built especially for this motor. It was adopted after exhaustive tests in our laboratory. We believe that with this carburetor we have secured the best carburetion that has ever been secured in a four-cylinder motor. This carburetor is equipped with a dash strangler for easy starting in cold weather. The gasoline is fed to the carburetor under pressure, which insures constant feed and eliminates the trouble of gasoline not reaching the carburetor when going up hill.

Ignition, Starting and Lighting

These three important functions are performed by special "Delco" patented system, built especially for the HUDSON motor as an integral part of the motor and not as an accessory.

Ignition - This system furnishes a dual ignition with magneto type of spark for ordinary running, and dry battery ignition in case of emergency. This system is controlled by a patented Delco Kick Switch placed at a convenient place on dash within reach of the driver.

Starting - The motor is positively cranked and started by electricity, thereby doing away with the necessity of the starting crank. A detachable starting crank is furnished for use in timing gears or doing other work on the motor. The system is so simple that a child can operate it. It does not fail.

Lighting - All lamps can be lighted directly from the generator or from the storage battery. A small lamp is also placed on dash to read the gauges at night. Extension lamp with cord is also furnished. It can be connected at any of the side, tail or dash lamps, and thus used in tire changes or other necessary night work.

Clutch - This is of an improved noiseless disc type, self-contained in an oil tight case which is a part of the flywheel. All discs are made of steel stamping and ground 8H inches in diameter. The driving discs have cork inserts. The corks insure a soft and how smooth clutch which does not jerk in getting under way nor slip under load. The clutch spring is located in a hole bored in the end of the crank shaft, and the pressure is transmitted to the clutch drums through a ball thrust bearing. Small springs are placed between discs in order to facilitate their separation when clutch is released.

Transmission is of the selective type, three speeds forward and reverse, with direct drive on the third speed. The transmission is bolted to the rear of the motor, making a unit power plant. This construction is the only one which insures a perfect alignment between crank shaft, clutch and transmission shaft. This case has been designed in a way that all parts are easily reached without the use of special tools.
Gears are cut from special steel and harle.ed, having very strong teeth and wide face. Large sized roller bearings are used throughout. They are mounted in malleable iron cages which prevent them from working loose in the aluminum case. They can also be easily and quickly removed. All gears and bearings are kept running in oil, There is no oil leakage.

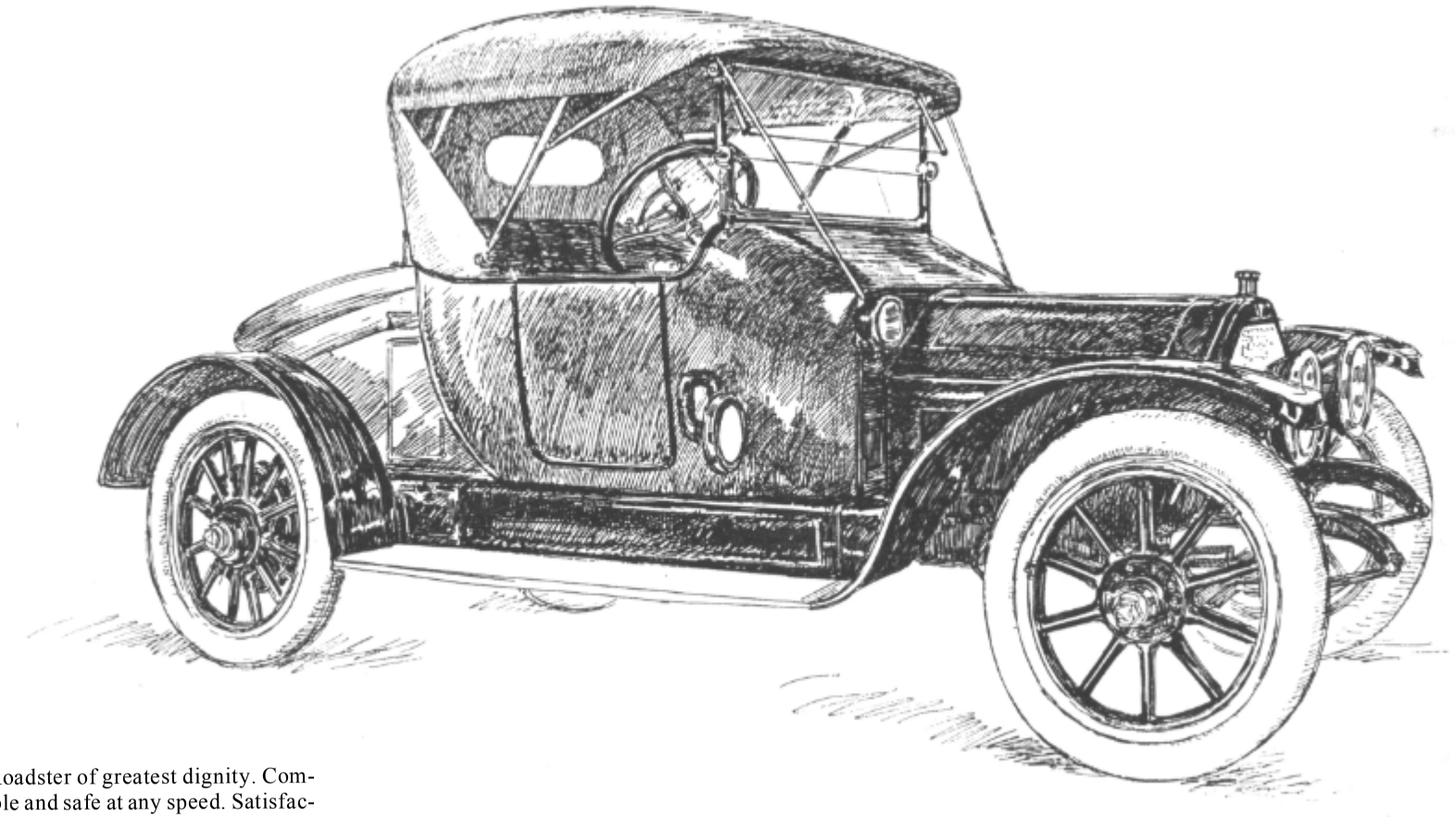
Driving Shaft - The power is transmitted from the transmission to the rear axle through a propeller shaft and two universal joints. The Shaft is of nickel steel. It is heat treated. One end is fastened in the rear axle universal joint. The other end slides in the transmission universal joint. The sliding square is larger than is used on any other cars of same power. It measures 1-3/8 inches across the face and 5-1/2 inches long.

Universal Joints are extremely strong. They will withstand all the work imposed on them. They are made of special steel, hardened and ground. All moving parts have long bearings and are easily lubricated by a special device which enables them to run many hundred miles without any attention.

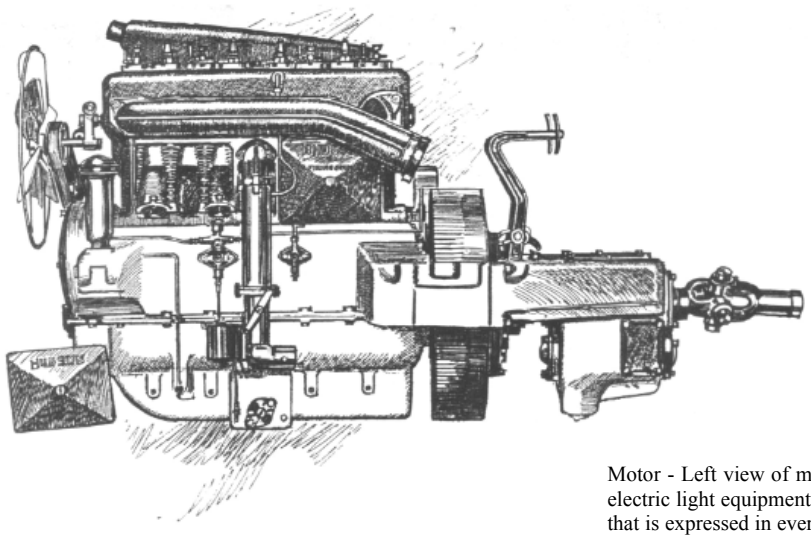
Front Axle is a one-piece drop forging from special steel. It is heat treated. It is of "I" beam type. At its smallest point it measures 2-1/8 inches high by 1-1/2 inches deep, being extremely strong so as to withstand both the horizontal and vertical stress to which the axle is continuously subjected.

Wheel Spindles are also of special steel, heat treated and ground, and are of ample diameter to carry large size roller bearings on which wheels are mounted. Two Phosphor Bronze Bushings are pressed in each of the spindles and reamed in place to have a bearing fit on the king bolt. The king bolt is fJ inch in diameter, made of nickel steel, hardened and ground. The bearings are lubricated through hole drilled in on top of king bolt, land corresponding to two grooves cut on its side. A grease cup is screwed on top of bolt which carries sufficient lubricant to last many hundred miles. A hardened and Ground Steel Washer is placed between the upper end of wheel spindle and axle yoke in order to eliminate wear at this point; also a steel washer carrying a felt on the outside, is pressed on the wheel spindle in order to prevent any lubricant from working out of the hub or dirt getting into the bearings.

Rear Axle is of pressed steel and is full floating. The driving gears and differential are mounted as one unit which is bolted to the axle and is easily removed without taking the whole axle down. The construction of this unit is such as to allow the adjustment of pinion and driving gear without interfering with other parts. Pinion and differential case are mounted on large roller and thrust bearings, and the whole runs continuously in a bath of oil. The driving shafts are made of nickel steel, oil treated, and can be removed without disturbing any other parts of the axle. They drive the wheels through a flange bolted to the wheel.
The driving pinion is made of nickel steel and hardened, The crown gear is made of special hardened steel of very large section to insure rigidity and long life. A large removable plate on the back of the axle is provided for convenient inspection, cleaning or adjustment. Each end of the axle carries two roller bearings on which the wheels are mounted. The whole load of the car is carried on the axle itself and not by the driving shaft. A Torsion Arm relieves all strain from the end of the transmission shaft and universal joint. One end



The Roadster of greatest dignity. Comfortable and safe at any speed. Satisfactory for touring and for city driving. Ideal for every purpose for which a two-passenger car is required.



Motor - Left view of motor, showing stlf-starting and electric light equipment. Note compactness and power that is expressed in every detail. Only two grease cups on motor, indicating case in oiling.

of the torsion arm is mounted on the axle and the other is held in a double spring buffer.

Brakes - -Double brakes are placed on the rear wheels. They are 14 inches in diameter and z inch face. The foot brake is external contracting. The emergency brake is internal expanding. Both brakes are lined with special non-burnable lining, fastened to the brake band with large sized copper rivets. The brake drum is one piece pressed steel fastened to the wheels with twelve bolts.

Frame is the life of the chassis, and for this reason special care has been taken to construct a frame to withstand the variable strains to which it is continuously subjected. The side members are of one piece pressed steel, heat treated. The section of the channel is 4 inches high, 3Y4 inches deep and h inch thick. It is stronger than any frame ever used on a car of its power and weight. - -The side members are narrowed in front in order to allow a greater angularity to the wheels. This permits the car to turn in a smaller circle than is possible with the average car of its length. A drop Of 4Y~ inches is made on the rear of the frame in order to permit carrying the center of gravity low to the ground and at the same time give ample clearance for the rear axle.
The cross members are also of pressed steel, heat treated, and securely fastened to the main members with good sized hot driven rivets.

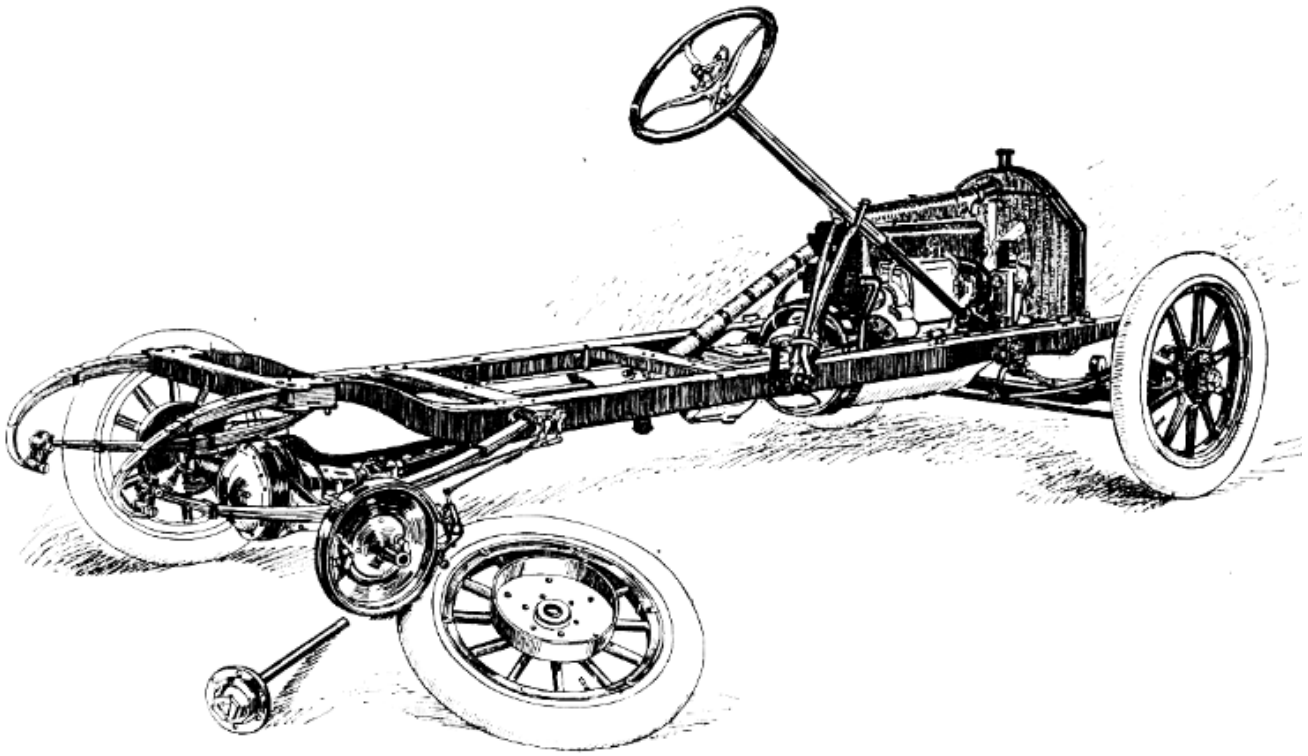
Springs are designed to make the car ride easily and comfortably. They are made flexible by the use of a large number of thin leaves, scientifically oil treated, instead of heavy and narrow leaves as is the usual custom. All leaves are tongued and grooved to prevent side motion. Leaf retainers are also employed on front and rear springs. All leaves are assembled with graphite grease between them to lessen friction and wear. Phosphor Bronze Bushings are provided in all spring eyes to prevent squeaking and wear. Spring in all spring eyes to prevent squeaking and Wear. Spring Shackles are drop forged and machined to size. Suspension Bolts are of high grade steel, hardened and ground, and provided with improved type of grease cups to lubricate spring bushings. Front Springs are semi-elliptic, 37 inches long by 2 inches wide. Rear Springs are 3/4 elliptic, 30 inches long by 2 inches wide.

Steering is what is known as non-reversible type, which is the worm and worm-gear combination. The worm-gear, which is one piece with the shaft, is a full type gear and not a half gear as is used in many cars. This construction is more expensive, but was adopted in order to provide an adjustment in case of wear that may be experienced with long use. Worm and worm-gears are cut from special steel and hardened. The gears run in soft grease which may be easily added through a special dust-proof cover provided for the purpose.

Controlling Levers are placed on top of the steering column for controlling throttle and the ignition. The levers do not turn with the steering wheel.

Steering Wheel is 18 inches in diameter. Steering the car is extremely easy.

Gasoline Tank is placed on the rear of the frame, where it can be reached more easily than elsewhere. It is held in place by two strong leather lined brackets. The tank holds 22 gallons of gasoline and is of heavy gauge pressed steel. A Gasoline Gauge is placed on the tank, showing at all times the amount of gasoline in it. The tank is tested under high pressure to make sure that there will be no leakage in the fitting. A plug is provided in the bottom of the tank to drain the gasoline, if necessary. The Pressure in the tank is regulated automatically by a new type of positively operating air pump. It is driven by the motor cam shaft. An Air Gauge on the dash board indicates the pressure in the tank.



Note the simplicity of the chassis and the evident power and sturdiness of its mechanism. No useless parts and nothing frail nor fragile in its appearance.

Equipment, Colors, Prices and Additional
The *New* HUDSON "37"

Body Styles and Prices - Touring Car, $1875; Torpedo, $1875; Roadster, $1875, f. o. b. Detroit. Canadian price, $2425 either above models f. o. b. Detroit, duty paid.

Regular Equipment Consists of - Electric self-cranking, electric light and ignition integral, known as Delco Patented system. Lights and self-cranking system operated from the driver's seat. Twelve inch electric headlights, 7-inch electric side lights - parabolic reflectors, tail light and illuminating dash light. Extension light for night work, changing tires, etc. Twelve inch upholstery; speedometer, magnetic, jeweled construction with keyless clock attachment. Magnetic gasoline gauge, showing accurately at all times amount of gasoline in tank. Demountable rims with extra rim and tire holder - 36 x 4 Fisk tires, heavy car type. Rain vision windshield. Genuine mohair top. Carefully fitted curtains. Dust envelope. Complete set of tools. License carrier.

Every detail of luxury and completeness is developed to the highest degree. Finest quality of material and highest character of workmanship is used in the construction of the chassis, body and its finish. Genuine handbuffed leather is used. The dash is covered with leather. A gasoline pressure gauge is located on the dash as is also a gauge which indicates the flow of oil to the motor, thus doing away with the unsightly, unserviceable, ordinary oil sight gauge.

Complete set of tools is furnished. The tool kit is complete with files, hammer, wrenches, pliers, punches and such special tools as may be needed.

Colors - All bodies Richelieu Blue. Optional Pearl Gray Body. Chassis, Hood, Fenders, Wheels - Blue Black.

Extra Equipment

Slip covers for either Touring Car or Torpedo	$6o.oo
For Roadster	4o.oo
Hartford Shock Absorbers either model	6o.oo
Klaxon Horns either model	35.oo

Specifications Not Found on Preceding Pages

Wheel Base - 118 inches

Tread - Standard or 6o inch.

Motor Control - The motor is controlled by spark and throttle levers on top of the steering gear, and also by accelerator pedal located in the floor board.

Gear Ratio 3-9/14 to 1 - 3-12/13 to 1

Bearings - All roller bearings of latest improved type.

Steering Gear - Irreversible worm and sector type with heavy bearing to minimize wear. Large 18 inch steering wheel, insuring easy steering.

Wheels - Artillery type with 1-1/2 inch spokes; 10 spokes in front wheels and 10 hub flange bolts; 12 spokes in rear wheels with 6 hub flange bolts and 6 spoke bolts. Wheels fitted with demountable rims. One extra rim furnished. Fisk 36x4 tires - **heavy car type**.

Dimensions	Touring Car	Torpedo	Roadster
Top up, length	14' 4"	14' 4"	13' 6"
Top down, length	16'	15' 10"	13' 6"
Top up, height	7' 11"	7' 9"	7'10"
Top down, height	4' 11"	4' 11"	5'
Width	5' 4"	5' 4"	5' 4"

Turning Radius - 22 feet.

The Guarantee

Guarantees made by automobile manufacturers are somewhat similar to those applying to other industries. They usually are made to sound well but contain enough loop-holes to permit of any interpretation.

THE value of a guarantee, no matter who makes it or what it says, depends entirely upon the liberality of the makers.

You would not do business with a man whom you distrusted, no matter how binding the contract. A dispute would be inevitable. There are men with whom you do business on a verbal agreement more readily than you would with others where you are protected by the tightest contract that could be drawn.

It is all a matter of the integrity of the makers.

That applies to the guarantee given with HUDSON cars. The guarantee you get when you buy the car is practically the same as that made by any other automobile manufacturer belonging to the N. A. A., M.

The actual guarantee that you receive is the reputation of the Company. If you do not understand that, then the conditions that surround the Hudson Motor Car Company are a guarantee in themselves as to your protection.

Millions of dollars are invested in this concern and its future is more important than its past. The men at its head are good business men and they appreciate how important is a good reputation.

The amount of money involved in the sale of each car is great. The disappointment of any buyer resulting from bad treatment would be a boomerang that would affect future sales. The management of the Hudson Motor Car Company is shrewd enough not to jeopardize its future by failure to liberally interpret the letter of its guarantee. We could no more permit a misunderstanding to arise where justice is on the owner's side than would a business man zealous of his credit, repudiate an obligation.

Hudson Motor Car Company

Detroit

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