

# How to Sell the New HUDSON "37"

Outline of the Sales  
Solicitation  
and Technical  
Details, with  
Prices, Etc.

Hudson Motor Car Company  
Detroit, Michigan

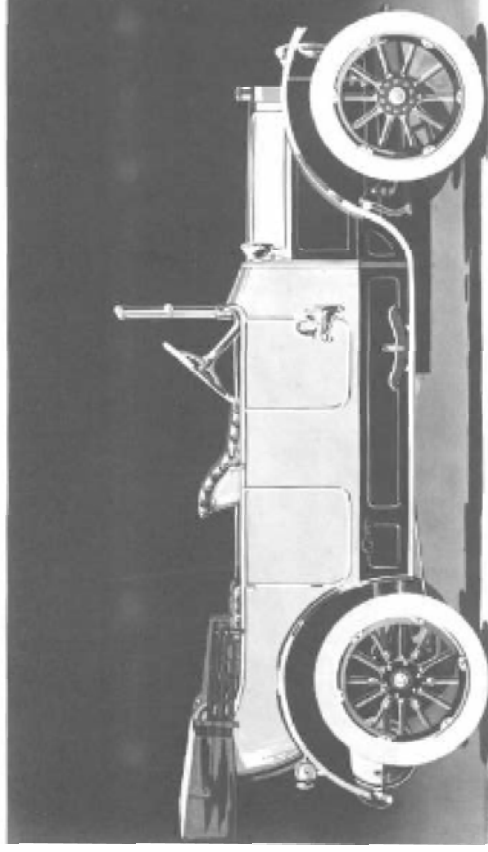
**T**THIS outline of a sales solicitation is not intended to be put into the mouth of the salesman the exact words he should use in describing the new HUDSON.

*It is intended, however, to tell you something of the salient talking points of these cars and is sent at this time so that you may familiarize yourself with the character of the car and will bear in mind the points which we think it important to emphasize.*

You may see in the car when you have examined it, many other essentials that are attractive. But there are certain features which experience has taught to be more interesting to the public than are other features, some of which may appeal to you. It is best to emphasize those points that most persons are interested in rather than the features in which a few might be interested.

We wish to standardize the "talk" that is made for HUDSON cars. The advertising that will appear in the national periodicals, particularly The Saturday Evening Post, which will be used with greater frequency than ever before, and the newspaper advertisements that will be furnished to dealers, will express our idea of what are the principal things to mention in your sales solicitation.





The New HUDSON "37" Torpedo

### **Suggestion for Handling Customers**

**I**T IS well before you attempt to point out the particular advantages of either the "37" or the "54" that you make clear to the buyer that no automobile ever constructed was built by so many different experts, all direct employees of one company and all combining their experience, as were these cars.

There are 48 engineers on the HUDSON staff who have had experience in all the leading factories in the industry, both here and abroad. They are specialists. One man has made a reputation for himself at doing a certain kind of work, while another man has made a similar reputation for doing an entirely different kind of work. Men are bound to be more efficient in some lines of motor car designing than they are in others, and therefore the day of the "one man" car has passed.

Even Howard E. Coffin, recognized by all because of the successful cars he has built, could not have carried into being automobiles of such completeness as either of these cars possess.

### ***Big Caliber Engineering Brains***

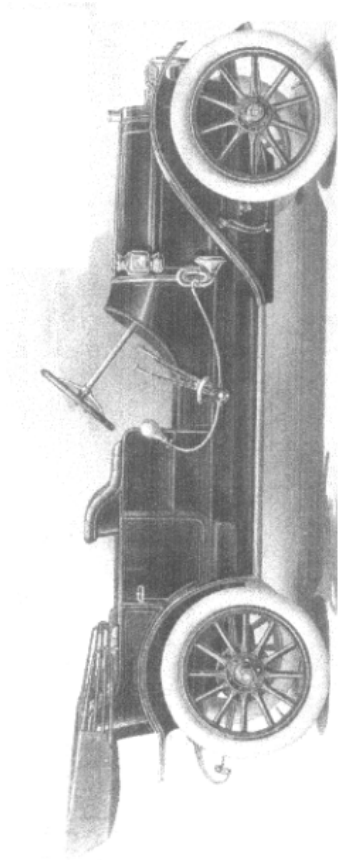
**I**N our advertising and in the literature that will be furnished HUDSON dealers and salesmen, accounts will be given of the expert knowledge possessed by individuals in this corps of engineers.

These men have worked for two years, combining their experience-their ingenuity, in the production of automobiles, which in their final production, we believe and they believe, have no equal in their class ever built, regardless of price.

Your ingenuity and imagination will show you the importance of emphasizing these features of HUDSON motor cars to your Customers.

The fact that Howard R. Coffin built the HUDSON proved a tremendous selling argument for that car. The average buyer of an automobile is not motor-wise and does not know the engineering advantages of the various types of construction.

He does know, however, that specialists know more how to do things than do other men and he understands, in the many similes that you can point out, that it is only by combining the abilities of many men that a great work can be accomplished.



The New HUDSON "37" Touring

## How to Sell the New HUDSON "37"

### *A Striking Motor Car Departure*

**A**N architect no longer attempts to do an important piece of work without the assistance of specialists. He cannot know, if it is a large building, all about structural iron. Experts tell him the size of the beams that should be used, according to the load they are to carry. Men who have specialized tell him about heating systems. There are experts on lighting.

The architect does not even attempt to locate the lights in a large room, for men who have made a specialty of illumination do those things.

If you will cite similar illustrations to your prospects, it will build a confidence in their minds for the "37" and the "54" that cannot be brushed aside by any demonstrations, by any more advantageous coloring of the car or lines of any automobile that you may have seen.

Confidence is the underlying element that will convince a purchaser of this or any other automobile. He obtains that confidence from what he has heard of the car, what he himself sees and by his confidence in the people who have built it and those who sell it.

### *How to Inspire Confidence*

**T**O make sales you therefore must inspire such a confidence and you accomplish it if you make definitely clear to him that the strongest appeal for the HUDSON car is that it expresses the greatest skill possible. That is why it is simpler than other cars. That is why it performs equal to that of any other.

Other manufacturers may have established a reputation because of years of careful building or because they have taken good care of their customers. These cars may have been the development of an idea that was modern five years ago, but as we reckon automobile progress, such practices are now out of date.

These cars may operate well. They may give good performance but they have many disadvantages because they are not thoroughly modern as modern automobiles are now established in the HUDSON "37" and the "54" HUDSON.

## How to Sell the New HUDSON "37"

### *Hammer Home the Car's Beauty*

HAVING thoroughly established this feeling of respect for HUDSON engineers and excited thereby the buyer's curiosity to know what manner of car such men could build, it is time to call his attention to the many details that are attractive in these cars.

The first, of course, is the beauty - the appearance of the car. Does it appeal to his imagination?

We are all children, and as we sit at the wheel there passes through our minds exactly the same thought of the car speeding along some well known road with the envious and admiring glances of friends as goes through the mind of a child when he grasps the wheel and makes play that he is driving the car. Remember, that is the phase of human nature that enables you to play upon the buyer's imagination and it is just that appeal which is most productive in winning orders.

So you should call attention to the beauty of the car, to its solid, strong appearance, to the long, graceful lines and how deep the cushions sit and how high the backs are.

### *Present the Car Correctly*

THE manner in which the car is displayed is of material importance. Take every advantage of arrangement. The space about the car should not be crowded. It should be large enough for the buyer to stand about it. There should be no counteracting noises or interferences - telephone calls, people who want to ask you questions for your most important task is to get the order and to get the order you must give to the buyer the best that is in you. See that neither your nor his attention is divided.

Probably the first and strongest appeal is the fact that this car is electrically self-cranking - that it is operated by the mere pressure of a button. But do not show that feature of the car to the prospective buyer until you have had him sit behind the steering wheel and let him feel, as he sinks down in the soft cushions, the comfort of that position - how he naturally falls into a position of rest unknown in any automobile he has ever owned and then show him how simple it is to touch the button and press the clutch, which causes the motor to turn over.



## How to Sell the New HUDSON "37"

### *Standardize Your Selling Talk*

**I**N the description of the technical details of this car you will find more information regarding the operation of the self-starter. This is merely intended to outline a standard form of sales solicitation.

If there happens to be more than one in your party of prospective buyers, see that they also sit in the seats so that you can therefore get one to comment to the other regarding the comfort of the car. And if they do not refer to that point - if they do not remark about the softness of the cushions and the height of the backs and the other features that appeal to the buyer, be sure that you call their attention to it.

You should explain that the painting on these cars is the best that we can give. It is the best that is known in automobile building. The leather is No. 1 hand-buffed and it covers an excellent quality of hair over oil tempered steel springs. You can describe with all the ingenuity that you possess that here is an automobile that will look new months after it has been put into service and will not quickly become shabby.

This is due to many reasons. People are liable to say that other cars, and some of them HUDSONS of the past, have not given such service and the answer is that no one in the automobile business knows all that there was to know about body finishing and that we learned a great deal and that there is still much to learn.

### *Women Control Sales*

**W**OMEN exercise an important influence in the sale of motor cars. Fully 95 per cent of all the touring and torpedo bodies are bought by men of family, and women and children are going to use these cars. It is needless to point out that the social distinction of owning an automobile is an important element.

Every one likes to have something a trifle better than his neighbor. The competition on these cars is not in the class of people who will buy automobiles selling at \$1400 and under. But there are people who want something better than a \$1400 car-who are willing to pay the price to get this, and the people who are paying the higher prices can be persuaded to buy a HUDSON, if you can show them that because of more modern design and a more complete knowledge of motor car building, it has been made possible to put a better quality into the car than can be found in higher priced cars of less modern conception.

## How to Sell the New HUDSON "37"

### ***What to Tell Women***

**I**N talking with women about the car, comfort and beauty, of course, are the big-features to dwell upon. - In talking to men, if they are of a mechanical trend of mind, they should be made acquainted with the simplicity of this car and particularly with the fact that the best men could conceive is built into HUDSON cars.

You will recognize the very evident simplicity of the HUDSON in the view of the chassis. The details which follow bring out these features. If you understand automobile construction, you know the reasons for and the advantages of the form of construction that has been followed.

You will observe that everything has been done that it is possible to do in providing for the comfort, safety and convenience of the owner and passengers. Nothing has been skimped. The car is strong in every detail. Examine the wheels. See how strong they are built. Note the number of hub bolts and flange bolts that are used.

### ***Make Them See Strength and Power***

**L**OOK closely at the front axle and note its strength.

The motor by its very appearance shows its power and the way in which the starting device and electric light generator are built into the motor shows that it was designed to use this equipment and not made a makeshift in order to accommodate such an equipment.

The clutch used is the same type that has been used in HUDSON cars for the past two years. Your knowledge of HUDSON cars and efficiency of the clutch is all that is necessary to give you a strong talking point.

The rear axle is full floating. It can be easily and quickly disassembled. It is large and strong. No road condition imaginable, no amount of service the car can be made to carry, is too much for this axle. It is driven through two universal joints and supported by a torque shaft.

### ***Answering the Question "Why a Fan?"***

**S**SOME one is liable to ask you why a fan is used in the "37" and in the "54" HUDSON when such a device was not used in the "33." The answer is that for a motor the size of the "33", the fan was not necessary, as proved in the two

### How to Sell the New HUDSON "37"

years use of the thousands of "33's" that were turned out. But in the present motor, which is large r and because of the fact also that the starting mechanism obstructs part of the space under the hood through which in the "33 " the air passed a fan is advisable.

Again you are liable to be asked about the axle. But since you have no "33's" for sale, all you need do to the prospective buyer of the "37" or the "54" is to assure him that the construction of the "33" has proved satisfactory and that it was well built and sufficiently proportioned for a car of its weight and power, but that these cars are much more powerful, are intended to carry much heavier loads and therefore the design has been made to conform to the conditions that it must meet.

Don't fail to point out the advantages of the little details of the car - the convenience of storing the curtains, for instance, under the front seat so that they can be reached without disturbing the passengers of either the front or tonneau, is an appeal to many.

#### ***Better Sight-Feed Device***

HE oil gauge shows by the position of the indicator that oil is being pumped through the crank case. In this manner we improve the sight feed gauge that has been used on most cars.

Ample gasoline capacity is provided for all conditions and an efficient pressure system is used which absolutely assures gasoline in the carburetor, no matter how steep a grade the car may be climbing.

Dwell upon the equipment-the lamps, the advantages of electric lights - the speedometer and clock - the demountable rims - the windshield that is made a part of the body, with its rain vision arrangement. All these are features which we know to be approved by all automobile buyers.

Do not quote prices at the beginning. If people ask you the price of the car, do not immediately reply. Tell them something of the automobile. Successful salesmen in all lines have learned that price should not be mentioned until a desire for the product has been created.

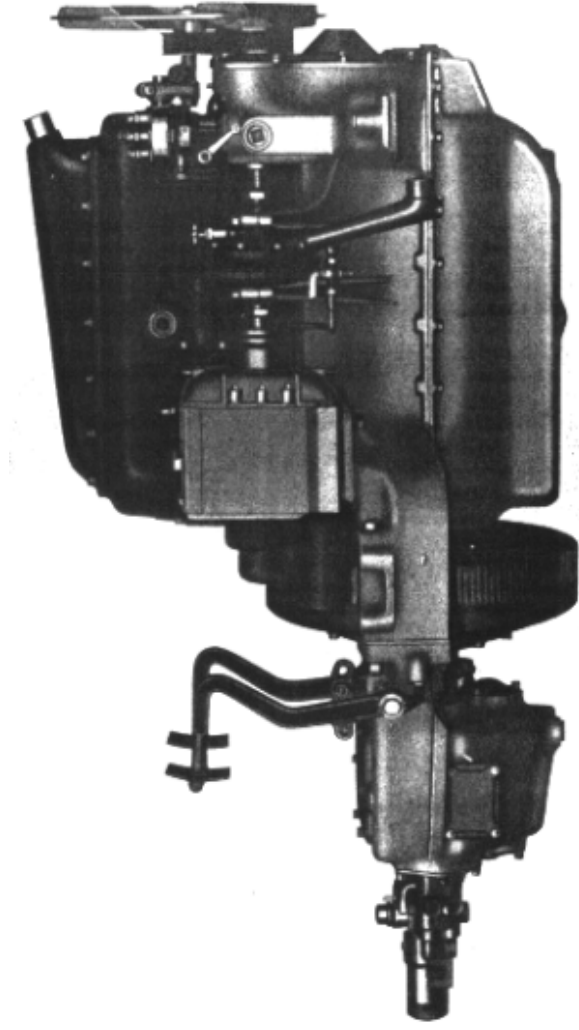
In our advertising this year, the price will be always displayed in small type. These cars are not sold upon a price basis but upon quality and once quality is established price is but a secondary matter.

Details of the "54" HUDSON, the six-cylinder, will be sent later. The general outline of the solicitation applies to both cars. The only information that supplements this is to the detail specifications, which will be furnished before the delivery of the six-cylinder cars.

## ERRATA

On page 13 of "37" Sales Solicitation, under color, you will note that the word "light" is used in connection with the color Richelieu Blue. This is misleading as it is not light blue, but it is a shade lighter than the blue we have used heretofore

On page 15, last paragraph under Connecting Rod, the bearing shaft is secured to the connecting rod by 2 nickel steel bolts instead of 4.



Detail View of Right Side of Motor, showing Generator, Water Pump and Distributor  
(Note Flywheel Cogs which mesh with Starter Gear, thus turning over Motor)

## How to Sell the New HUDSON "37"

### **Standard Equipment of the New HUDSON "37"**

Electric self-cranking, electric light and ignition integral, known as Delco Patented system. Lights and self-cranking system operated from the driver's seat. Electric head lights, side lights, tail light and illuminating dash light. Extension light which may be plugged in at various parts on the car 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.

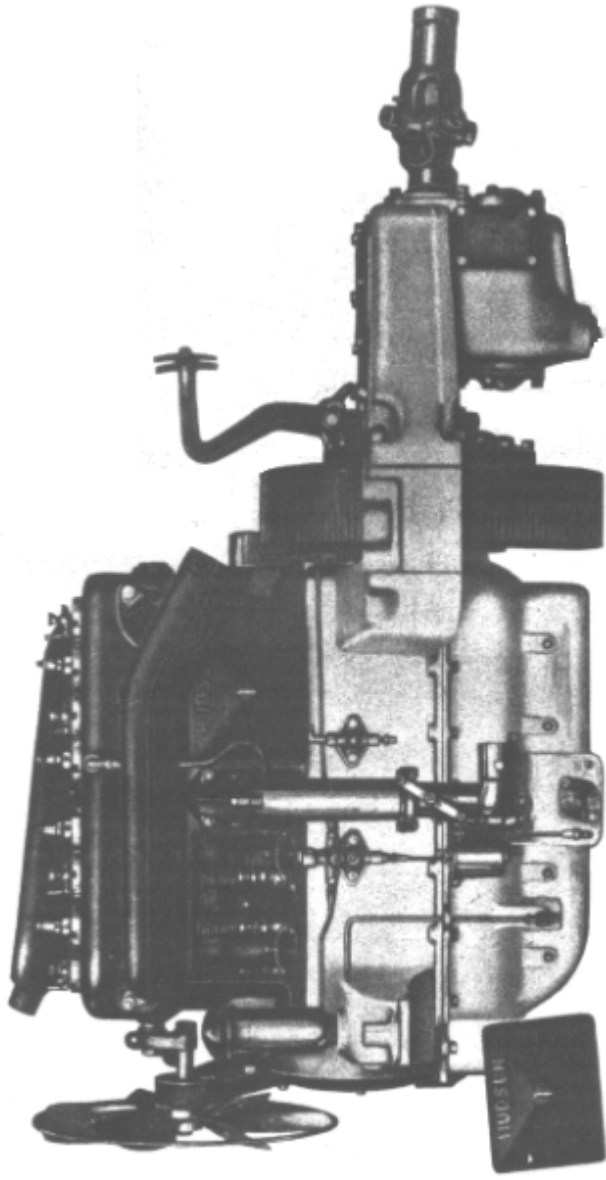
36 x 4" tires. Windshield which can be folded up flat, used as rain vision or as a ventilator.

Genuine mohair top. Carefully fitted curtains. Dust envelope. License carriers.

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 hand buffed 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 models - Light Richelieu blue, optional - pearl gray body; chassis, hood, fenders and wheels, blue black.



Detail View of Motor Construction (Left Side)

## How to Sell the *New* HUDSON "37"

### **Complete Detailed Specifications of The HUDSON "37" Four-Cylinder Motor**

The **Motor** of the HUDSON " 37 " has four cylinders and is far more powerful and simpler in design than any previous motor of this company. Nothing has been spared in material and workmanship in making a motor that will withstand the strain and severe abuse to which all automobile motors are continually subjected.

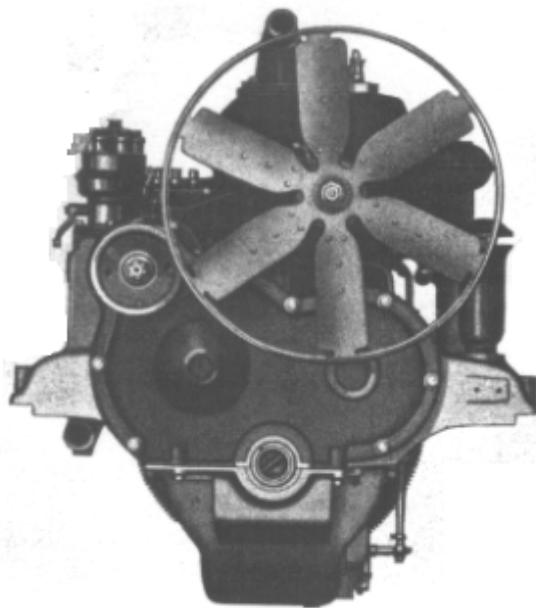
The **Cylinders** are cast en bloc, 4-1/8 inch bore by 5-1/4 inch stroke and develop 37 horsepower at 1500 revolutions per minute. The block design has been accepted by leading builders here and abroad as the best construction for a four-cylinder motor of its size. Both intake and exhaust manifolds are on the same side, but designed in such a way that one can easily be removed without interfering with the other.

The **Valves** are of nickel steel and are interchangeable. They are 2 inches in diameter, giving 1-3/4 inches clear opening. The valves 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, thus insuring a perfect lubrication to all moving parts. The casing is provided with two plates, which are easily removed, to serve for inspection or for adjustment of the valves, if necessary. The Pistons are of selected gray iron, carefully ground. They are extra long in order to better distribute the side thrust between cylinders and pistons and thus reduce the wearing of both of them. Pistons, before assembled, are balanced in order to reduce the vibration of the motor to its minimum.

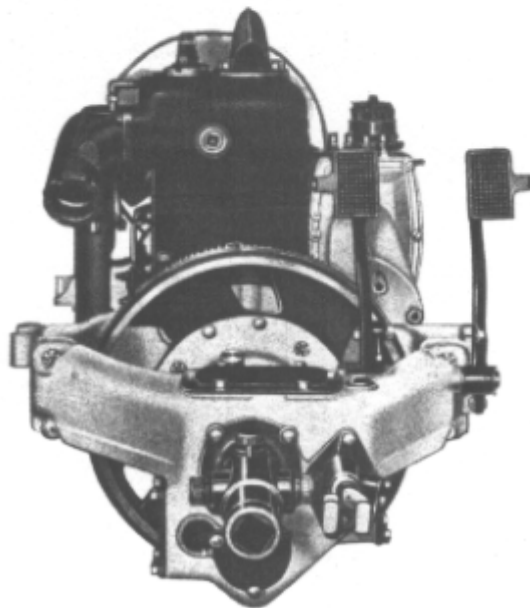
The **Wrist Pins** are pressed in the piston with a very close fit to prevent any shake, and are secured in place by nickel steel studs. These are prevented from working loose by cotter pins at the end. The wrist pin bearing is of hard phosphor bronze, 1-1/16 inches in diameter by 1-7/8 inches long, and pressed in the small end of the connecting rod. Special provision is made for a thorough lubrication of this bearing.

The **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 four nickel steel bolts and castellated nuts\*. Thin shims are placed between cap and connecting rod in order to simplify the taking up of the bearings in case of wear.





Front View of Motor



Rear View of Motor

### How to Sell the *New* HUDSON

The **Crank Shaft** is of the three bearing fully balanced, and is the largest crank shaft in a motor of this size. The **Bearings** are of bronze with the best nickel babbitt. These bearings are size in order to reduce the load per square inch and. 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.

The **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.

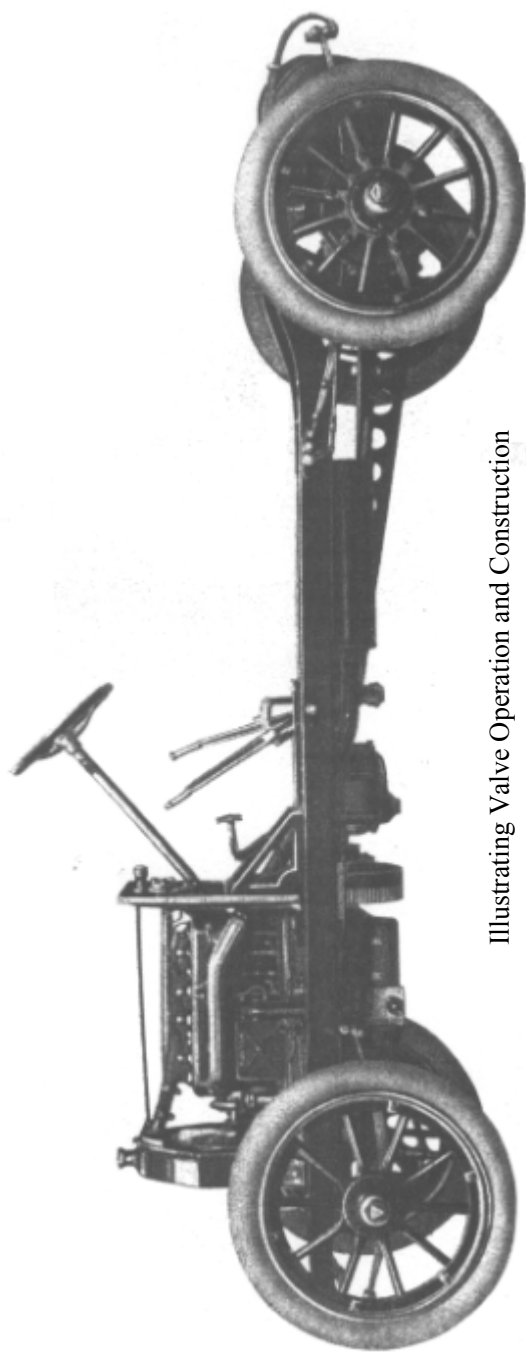
The **Cam Shaft** is made of special steel, hardened and ground. Cams are integral with the shaft which is of extra large diameter to avoid deflection when lifting valves. The shaft runs on three nickel babbitt bearings of the following sizes: Rear end, 1-1/8 inches in diameter by 1-1/4 inches long;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

The **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.

The **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 any 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 to facilitate 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.



Illustrating Valve Operation and Construction

## How to Sell the *New* HUDSON "37"

### 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 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. This system is so simple that a child can operate it. It does not fail. It is operated by touching a button on the seat and pressing the clutch. The motor can never be in a position which will interfere with the instant action of the starter.

**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. This light is on the same circuit with the tail lamp and should this go out, the driver will be notified by the dash light being out. A new patent three-key light switch is located on dash in a convenient position to be easily reached by the driver. 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.

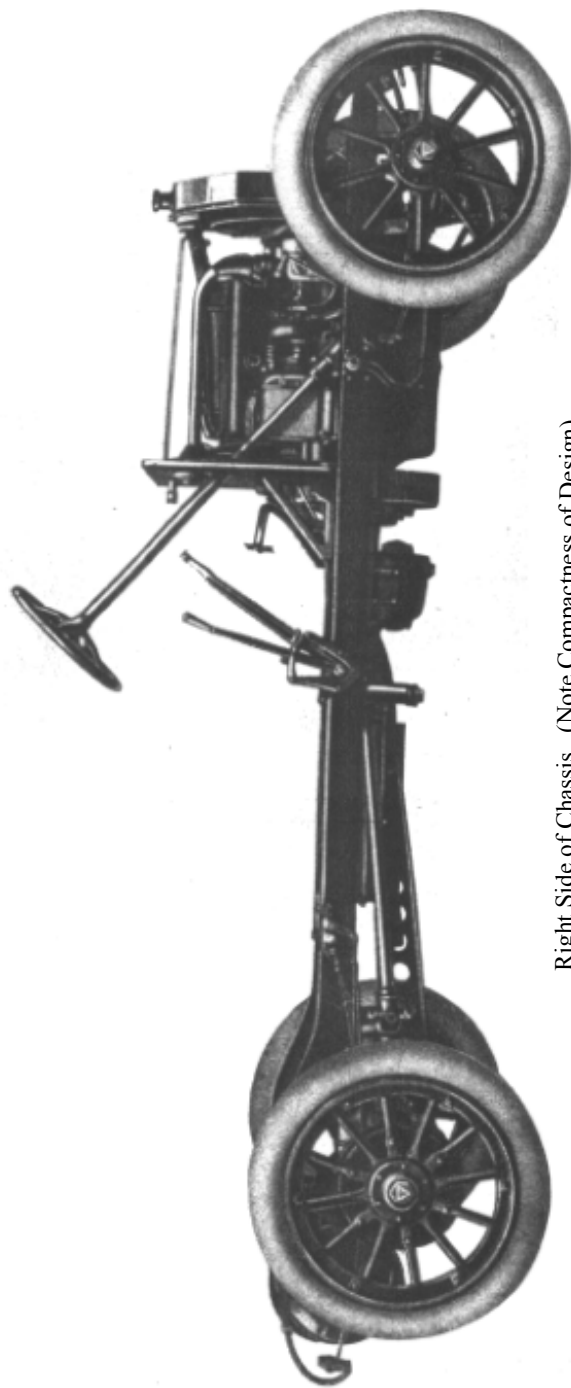
### Clutch

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 8-11/16 inches in diameter. The driving discs have cork inserts. The corks insure a soft and 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 shafts and the pressure is transmitted to the clutch drum, through a ball thrust bearing. Small springs are placed between discs in order to facilitate their separation when clutch is released.

The clutch runs in a mixture of half oil and half kerosene which prevents grabbing and permits freedom of action when released. A plugged hole is provided in the casing for cleaning the clutch or for adding more lubricant.

### Transmission

**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



Right Side of Chassis. (Note Compactness of Design)

### How to Sell the *New* HUDSON "37"

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 hardened, 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.

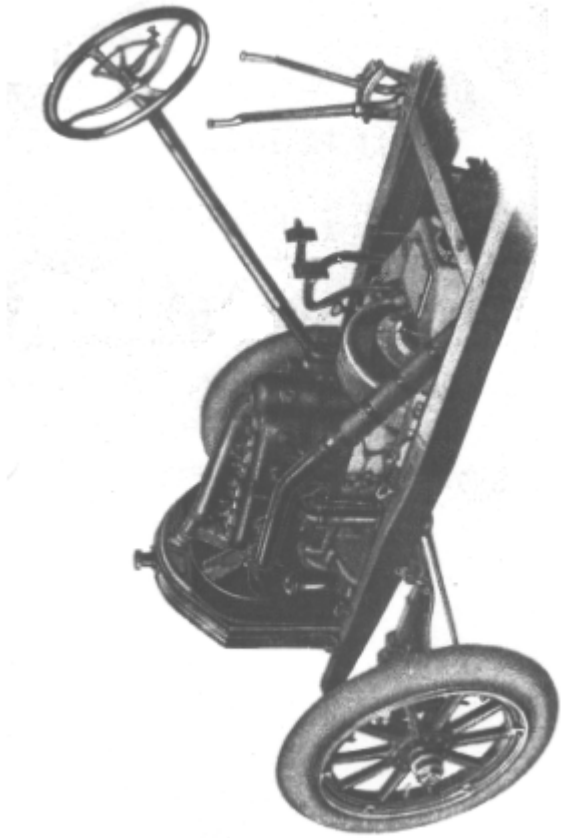
The **Universal Joints** are extremely strong. They will withstand all the work imposed on them. They are made of special steel, hardened and ground. All moving parts have long bearings and are easily lubricated by a special device which enables them to run many hundred miles without any attention.

#### **Front Axle**

The **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 2-3/8 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.

The **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 1/2 inch in diameter, made of nickel steel, hardened and ground. The bearings are lubricated through hole drilled in on top of king bolt, and 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 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.

**Hubs** are made of the best grade of malleable iron obtainable and are clamped on to wheel with ten bolts. A plug is provided in each hub to simplify the lubrication of the bearings.



Left Side of Motor. (Note Cleanness of Design)

## How to Sell the *New* HUDSON "37"

### **Rear Axle**

The **Rear Axle** is of pressed steel and is full floating. It is much lighter and stronger than is the ordinary tubing axle. 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 provided on the back of the axle is provided for convenient inspection, cleaning or adjustment of the differential. Each end of the axle carries two roller bearings on which 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 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. These are of 14 inches in diameter and 2 inch face. The foot brake is of external contracting type. 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.

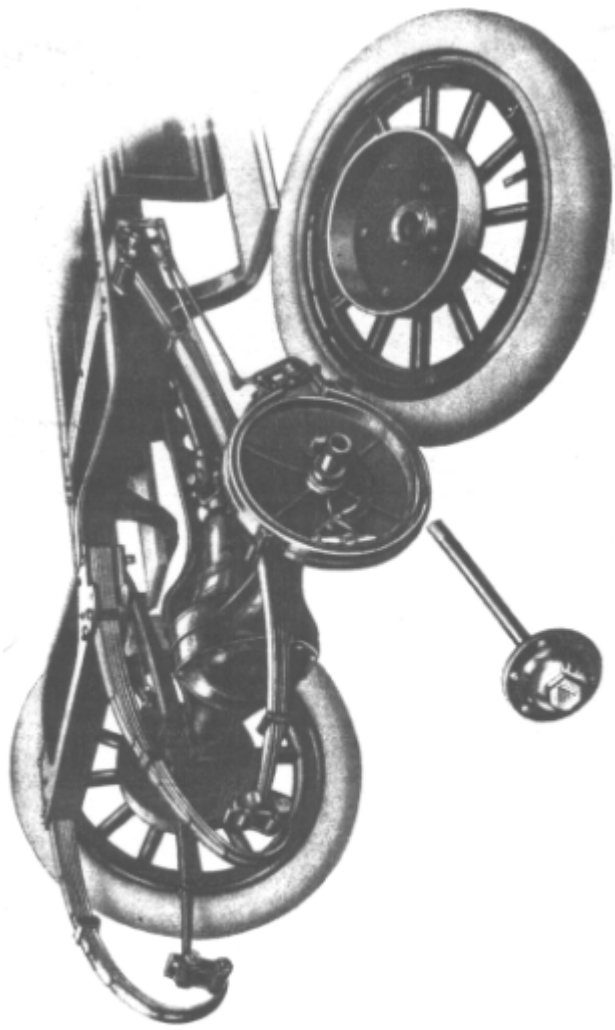
### **Wheels**

**Wheels** are of the artillery type, the strongest used for automobiles. The **Spokes** are 1-1/2 inches in diameter and are made of second-growth hickory, thoroughly seasoned. Ten spokes are used in front wheels with ten hub clamping bolts. Twelve spokes are used in the rear wheels with twelve hub bolts. Wheels are fitted with 36 x 4 Demountable rims, which take Quick Detachable clincher type of tires.

### **Frame**

The **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, 3-1/4 inches deep and 5/32 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





Rear Construction, emphasizing Full Floating Rear Axle

### How to Sell the New HUDSON "37"

possible with the average car of its length. A drop of 4-1/2 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**

The **Springs** are designed to make them 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 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, 50 inches long by 2 inches wide.

#### **Steering**

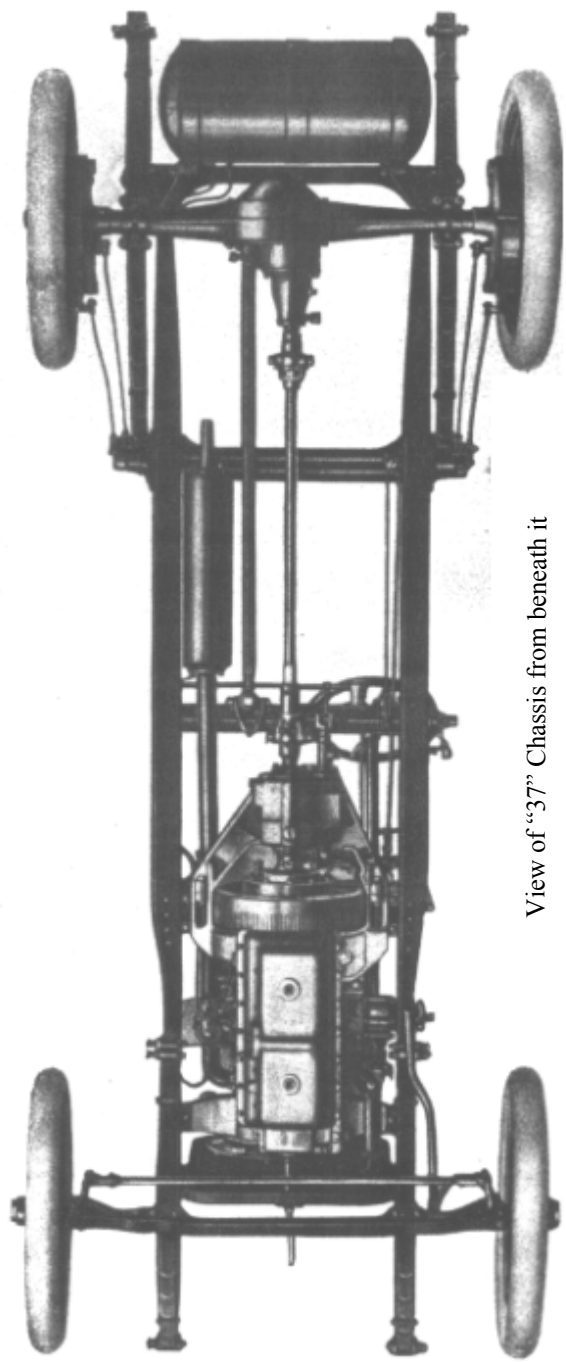
The Steering is what is known as non-reversible type, which is the worm and worm-gear combination. The worm gear, which is one piece with the shaft, is a full type gear and not a half gear as is used in many cars. This construction is more expensive, but was adopted in order to provide an adjustment in case of any 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.

The 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.

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

#### **Gasoline Tank**

The 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.



View of "37" Chassis from beneath it

How to Sell the *New* HUDSON "37"

**Prices, HUDSON "37" f. o. b. Detroit**

Five-Passenger Touring Car	\$1875.00
Five-Passenger Torpedo	1875.00
Two-Passenger Roadster	1875.00
Standard Chassis in Lead	1675.00
*Limousine	3250.00
*Coupe	2350.00

\*\*Additional equipment furnished at prices indicated and in combinations shown if ordered with the car.

For Bailey Tread Tires add per set	\$14.00
------------------------------------	---------

**Slip Covers and Shock Absorbers**

For Touring Car or Torpedo	\$96.00
For Roadster	80.00

Combination No. 1 Model "37"

**Slip Covers, Shock Absorbers and Klaxon Horn**

For Touring Car or Torpedo	\$125.00
For Roadster	110.00

Combination No. 2 Model "37"

**Slip Covers, Shock Absorbers, Klaxon Horn, Extra 36 x 4 Tire, Demountable Rim and Tire Cover**

For Touring Car or Torpedo	\$165.00
For Roadster	150.00

Combination No. 3 Model "37"

**Slip Covers and Klaxon Horn**

For Touring Car or Torpedo	\$ 76.00
For Roadster	60.00

Combination No. 4 Model "37"

**Slip Covers, Klaxon Horn, Extra 36x4 Tire, Demountable Rim and Tire Cover**

For 5-passenger Touring Car or Torpedo	\$120.00
For Roadster	105.00

Combination No. 5 Model "37"

**Slip Covers, Extra 36 x 4 Tire, Demountable Rim and Tire Cover**

For 5-passenger Touring Car or Torpedo	\$ 90.00
For Roadster	75.00

Combination No. 6 Model "37"

\* If -interested in Limousine or Coupe, get special catalog.

\*\*These prices are subject to change.



View of the "37" Chassis from above

How to Sell the *New* HUDSON "37"

**Slip covers, Shock Absorbers, Extra 36 x 4 Tire, Demountable Rim  
and Tire Cover**

For 5-passenger Touring Car or Torpedo	\$125.00
For Roadster	110.00
Combination No. 7 Model "37"	

**Shock Absorbers, Klaxon Horn**

For 5-passenger Touring Car, Torpedo or Roadster	\$ 76.00
Combination No. 8 Model "37"	

**Shock Absorbers, Extra 36 x 4 Tire, Demountable  
Rim and Tire Cover**

For 5-passenger Touring Car, Torpedo or Roadster	\$ 85.00
Combination No. 9 Model "37"	

**Klaxon Horn, Extra 36 x 4 Tire, Demountable Rim  
and Tire Cover**

For 5-passenger Touring Car, Torpedo or Roadster	\$ 70.00
Combination No. 10 Model "37"	

**Shock Absorbers, Klaxon Horn, Extra 36 x 4 Tire,  
Demountable Rim and Tire Cover**

For 5-passenger Touring Car, Torpedo or Roadster	\$115.00
Combination No. 11 Model "37"	

**LIST PRICES OF EXTRA EQUIPMENT**

**When Ordered with a Car**

Slip covers-5-passenger Touring Car, Torpedo, Models "37" and "54"	\$ 60.00
Slip covers-Roadster, Models "37" and "54"	40.00
Hartford Shock Absorbers-all models	60.00
Klaxon Horn-all models	35.00