The purpose of the HET Historical Society is to discover and memorialize the history and products associated with or manufactured by the Hudson Motor Car Company or the American Motors Corporation through 1957, including products manufactured by licensees or products based upon chassis manufactured by the Hudson Motor Car Company or its licensees;

To discover, purchase, commission, or otherwise procure, and to publish or otherwise preserve products, writings, newspapers, journals, technical data, photographs, and the like, which demonstrate the history of the development of the products originating with the Hudson Motor Car Company;

To discover, procure and preserve physical objects that may relate to the history of the Hudson Motor Car Company;

To establish and maintain a museum or museums on land leased, owned, or shared by the society; to establish a library, and to promote the education and instruction of the public on the history and products associated with or manufactured by the Hudson Motor Car Company.

HETHS has a good start on our goals but we are missing a formal research activity. This research paper sponsored by the HET Southern California Chapter, is a step to fill that void. It is hoped that other chapters and members will pursue their curiosity and help fill the void with serious investigations and reporting.

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How to Reach Us

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The Hudson Motor Car Co. of 1915
1915 to 2015 - One Hundred Years

Robert “Bob” Ross
Southern California Chapter of the Hudson-Essex-Terraplane Club
July 2015

Hudson-Essex-Terraplane Historical Society Research Paper
Acknowledgments
Several people and organizations provided helpful information and assistance for this paper.

- Michael Reilly of the AACA HET Library
- Richard Burgdorff
- Ken Poynter
- Jack Miller
- D. J. Kava
- Susan Ross
- Mike Cherry
- The Southern California Chapter of the HET Club
Introduction
The Hudson Motor Car Company (HMCC) was founded in 1909 and by 1915, had successfully completed five and a half years of production. This was a time when there were many car manufacturers starting and many others dropping out. The HMCC was one of the successful companies thanks to the dynamic founding team of engineers and managers.

The year 1915 was when Hudson developed the first Dynamically Balanced Crankshaft which led to the very successful Super-Six engine. This type of crankshaft is found in engines today.

Section 1  Company Personnel

In 1915, Roy Chapin, while President of the HMCC, was concerned about the quality of the roads. He was active in many areas of transportation. He became Director of the Michigan Good Roads Association, Vice-president of the Lincoln Highway Association and Chairman of the Good Roads Committee of the National Automobile Chamber of Commerce. (Butler, 1992, p. 33) Chapin became such an expert on road systems that his advice was sought by many. (Foster, 2010, p. 10). “Roy D. Chapin”...... “has given to the University of Michigan a three year $500 graduate fellowship to be...” “...... known as the R. D. Chapin Fellowship in Highway Engineering.” (Detroit Free Press (1858-1922), 1915)

“In the appointment of R.D. Chapin, (Hudson) and S.D. Waldon (Packard) on its Good Roads Committee, the National Automobile Chamber of Commerce believes that it has insured a continuance of the active work that has been carried on during the last year toward the advancement of road building and the education of the public to the reasons why road improvement is beneficial to everyone.” (New York Times (1857-1922), 1914)

“Return to the old system of standards to mark the safety zones is the plan advocated by Roy D. Chapin, president of the Hudson Motor Car company, to stop automobilists from driving into pedestrians who are within the so-called safety limits.” (Detroit Free Press (1858-1922), 1915)

Starting in 1915, HMCC President Roy Chapin started looking for a merger opportunity. In late November, he approached Henry Joy, president of Packard about a possible merger. After the meeting, both parties viewed it favorably. However it never happened for unknown reasons. (Hyde, 2009, p. 113)

Abraham Edward (A. E.) Barit, the future president on HMCC, was the Purchasing Agent for HMCC in 1915 after joining the company as a stenographer in 1910. He became President and General Manager In 1944 until the AMC merger. (Ross, 2012, p. 18)

Stuart G. Baits joined HMCC as a draftsman in March of 1915. He later went on to become 1st VP and Assistant Manager. Roy Chapin, Jr. considered Baits “a genius” who’s engineering innovations resulted in many firsts. (Ross, 2012, p. 17)
George Cushing was the HMCC Advertising Manager in 1915. (Ross, 2012, p. 26)

Stephen Fekete was the Assistant Chief Engineer in 1915. He developed patented features on the Super-Six engine including a patent (#1165861) (Kava, 1915 HMCC Factory Letter Summary, 1915) for the Dynamically Balanced Crankshaft. (Ross, 2012, p. 27)

In 1915, G. G. Behn worked on the 1916 body design. (Kava, 90 Years Ago May/June 1915, 2005)

Howard Coffin was vice-president and consulting engineer for the HMCC in 1915. (Hudson Motor Car Co., 1915, pp. Vol. V 12-1) He was a design genius and longtime friend of Roy Chapin. He built his first car in 1899. In 1915, Coffin, while working for the Secretary of Navy, became chairman of the Civilian Advisory Board working to identify national manufacturing capabilities. (Kava, 90 Years Ago July/August, 2005)

E. C. Morse was the Sales Manager. (Kava, 90 Years Ago Sept./Oct. 1915, 2005) In 1915, he left on a year’s trip around the world to survey overseas markets. HMCC’s reputation for quality and aggressive marketing was attracting interest in Europe and Africa. (Conde, 1980, p. 25)

Section 2  Production

By 1915, the HMCC Detroit factory at East Jefferson and Conner had grown to 26 acres. (Ross, 2012, p. 49). “Approximately three acres have been added to the site of the Hudson Motor Car Company by the purchase of a piece of land across the street from its present plant. The land has frontage of 500 feet on Connor's road, extends along Kercheval Avenue 380 feet, and runs...” (Detroit Free Press (1858-1922), 1915) Land was purchased from Anderson Forge and Machinery Co. directly across the street from the Hudson factory. It fronts 500' on Connors Road and 380' on Kercheval Ave. It totals about 3 acres, with Connors bounding the present site on the west. (Kava, 1915 HMCC Factory Letter Summary, 1915) See the Appendix for more information.
A larger power plant was planned for the area along with other new buildings for the continued factory expansion. (Hudson Motor Car Co., 1915, pp. Vo. V 11-4) The third story was added to the factory building by early 1915. (Hudson Motor Car Co., 1915, pp. Vol. IV 31-3) This was a $1.5 million expansion. (Hudson Motor Car Co., 1915, pp. Vol. V 19-4)

HMCC produced 12,864 vehicles that year and ranked 11th in auto industry production. (Ross, 2012, pp. 52-53) (Butler, 1992, p. 33) HMCC produced seven models that year. (Miller, 2015)

Hudson started out by relying on suppliers but in 1915, they started producing certain items in-house. (Foster, 2010, p. 10) Chapin realized that European car manufacturers had a big advantage over American car makers in that they made more of the individual parts for their autos, rather than depend on outside factories to make them. In 1915, he induced his directors to authorize purchase of the Metal Products Company, which had been making many parts for Hudson. (American Motors Corp. Public Relations Dept., p. 3)

Continental Motor Mfg Co. provided the engines. (Ross, 2012, p. 106) The Six-40 engine had three main bearings. The Six-40 engine produced 42 hp due to smoother running internal parts and other factors. (Butler, 1992, p. 33)

The Super-Six engine had 4 main bearings and produced more horsepower with the same displacement. (Kava, 90 Years Ago May/June 1915, 2005) The Dynamically Balanced Crankshaft in the Super-Six engine was balanced by eight counter-weights. (Poynter, 1999)

"In 1915 Hudson perfected, and at the New York Show of 1916 displayed, the first Hudson Super-Six engine. This history-making motor featured the first fully balanced crankshaft, which made possible a
car so much smoother and faster that it revolutionized automobile engine design. This crankshaft is in universal use today.”

This engine, the high compression engine of the day, also represented the first major stride toward today's high compression achievements. It had a compression ratio of 5 to 1, a truly great improvement over other engines of the time. Today, Hudson's high-compression Super-Six and Super-Eight engines have provisions for compression ratios up to 12.5 to 1.

As a result of the fully balanced crankshaft, a marked increase in engine speed, with additional smoothness, was attained with the Super-Six. This, together with the advance in compression ratio, made possible a remarkable increase in horsepower.” (Hudson Motor Car Co., circa 1948, p. 2)

A Hudson Service Dept. Handbook was issued on August 5. (Kava, 1915 HMCC Factory Letter Summary, 1915).

In 1915 Hudson engineers had brought out a convertible sedan, a two-door car with a permanent top, and with removable windows and side posts so that this model served as an "open car" in fair weather. It was a precursor to the first low-priced closed-body car. (Hudson Motor Car Co., circa 1948, p. 4)

Hudson seats were upholstered in hand-buffed leather and the filling was of “the best curled hair”. The bonnet, radiator, fenders, dust guards and other parts received three coats of baked-on enamel. Other parts received 20 coats. (Conde, The American Motors Family Alman, 1976, p. 22)

Model 40 Phaeton and Roadster production was 80 to 90 cars per day and aiming at 99 or 11 per hour. (Kava, 1915 HMCC Factory Letter Summary, 1915) Six-40 Phaeton production neared completion in September and the larger Six-54 Touring car — was discounted to $1350 dealer net while maintaining the advertised price. (Kava, 90 Years Ago Sept./Oct. 1915, 2005)

WW1 demands caused a storage of boxcars and as a result, Roy Chapin organized convoys of military trucks to move goods. (Kava, 90 Years Ago Sept./Oct. 1915, 2005)

The 1915 model of Six-40 Roadsters had several new features: (Butler, 1992, p. 33)

- Three passenger
- Non-folding windshield
- Higher tie-bar between headlights
- Honeycomb radiator core

The 7-passenger Phaeton Six-40 was the most popular Hudson model. Changes: (Butler, 1992, p. 34)

- Front seat back was one inch higher with more room for the driver
- Rear seat back was three inches higher
- Auxiliary seats folded into a concealed position
- Deeper upholstery

The 5-passenger Six-40 Phaeton was not produced in 1915. (Butler, 1992, p. 34) A new model was the Six-40 4-passenger Coupe. (Butler, 1992, p. 34) It was one of the more expensive models to build because it had an enclosed body. (Conde, 1980, p. 26) Special bodies for the Six-40 chassis were
supplied by Blue Ribbon Auto & Carriage Co. of Bridgeport, Ct. and Springfield Metal Body Co. of Springfield, MA. (Butler, 1992, p. 35)

For 1915, Hudson introduced a broader line of body styles with “31 real improvements” but only one body color of blue. Chapin claimed that Hudson was “the largest maker of six-cylinder cars in the world”. (Conde, 1980, p. 25) The new Hudson Six-40 models were externally identified by their honeycomb type radiators (previous models were fitted with horizontal-finned versions) and higher mounted headlamp tie-bar. All models also had a smoother radiator/hood line.

Credit belongs to Hudson for introduction of the Cabriolet—until it was brought out two years before, this type was practically unknown. Cabriolet also had a double glassed windshield. (Kava, 1915 HMCC Factory Letter Summary, 1915)

Open cars (Roadster and Phaeton) had a new non-folding 2-piece windshield design whose upper portion pivoted from the top of the side brackets. On the Six-40 models a revamped interior arrangement placed the gas pedal between the brake and clutch pedals. A new electric horn was activated by the steering wheel center mounted button.

Mechanically the Six-40 for 1915 had a new tubular driveshaft and a tapered frame that allowed for a slightly shorter turning radius. Other improvements to the Six-40 for 1915 included a horsepower increase to forty-two, a cast on bloc manifold, more efficient pre-heating of carburetor air and a hollow rather than solid driveshaft. (Old Cars Report - 1915 HUDSON Model 40, 6-cyl., 2014)

The Hudson product lineup for 1915: (Burr, Aug. 2007 Revision 8, p. 7)

- 40 – 3 passenger Roadster $1550
- 40 – 3 passenger Cabriolet $1750
- 40 – 4 passenger Coupe $2150
- 40 – 7 passenger Limousine $2550
- 40 – 7 passenger Phaeton (RHD) $1550
- 40 – 7 passenger Landaulet Limousine $2700
- 40 – 6 passenger Phaeton n/a
- 54 – 7 passenger Phaeton $2560
- 54 – 7 passenger Limousine $3500

HMCC’s fiscal year started on July 1, so many 1916 products were developed and introduced in 1915. The 1916 product line was introduced in June 1. The 1916 Six-40 was introduced with several new features: Yacht-Line body, Ever-Lustre Finish, Roomier Tonneau and a $200 price reduction. (Hudson Motor Car Co., 1915, pp. Vol. IV 49-2) Other new features include a rubber floor mat in the driver’s compartment, an improved electrical system, new spring designs and new gas tank and gauge. (Hudson Motor Car Co., 1915, pp. Vol. V 1-2)

The 1916 Six-40 and Super-Six Touring Sedans were both new. They were a refinement both of open and closed car types. It combined the breeziness and airiness of the touring model with the comfort and convenience of an entirely closed body. (Hudson Motor Car Co., 1915, pp. Vol. V 5-1)
A notice went out on August 17, “Please note that the serial numbers of our cars have reached a point where it becomes necessary to add letters rather than increase the number of figures. On this account the 1916 Models are prefixed by the symbol letter “G”; otherwise the numbers are identical with the older models. (Kava, 1915 HMCC Factory Letter Summary, 1915)

Section 3  Sales

In 1915, HMCC had a 25.4 % gain in sales with 12,864 cars shipped. (Miller, 2015)

On January 7, 1915: “Roy D. Chapin, president of the Hudson Motor Car Co., who has been in town on a visit to the Auto Show, is the authority for the statement that sales of the Hudson company in the five months between July 1 and Dec. 1, totaled almost exactly $7,500,000. These aggregate of sales compares with $3,000,000 in the same period of a year ago, and is an increase of 150%.” (Wall Street Journal (1889-1922), 1915) HMCC Revenue for fiscal 1915: $14,356,614 Net Sales; $1,427,517 Net Profit. The fiscal year ran from July 1 to June 30. (American Motors Corp., 1956)

On February 19, 1915, it was reported that “Total volume of business, in Hudson motor cars delivered by the A. Elliott Ranney Co., New York City distributors, since July 1, 1914, has been triple that of any other year in their history.” (Wall Street Journal (1889-1922), 1915)

The New York 15th National Auto Show ran from January 2nd through the 9th. (Kava, 2005) Hudson put a Six-40 model on a scale to show it was light weight at 2780 pounds. This was the lightest American six cylinder car. (Butler, 1992, p. 33) Because of its light weight construction, the Six-40 was called the ‘Light Six’. It was said to have been tested on ten million miles of roads. (Hudson Motor Car Co., 1915, pp. Vol. IV 29-1) “The Hudson Company, always the leader, announces this new and novel car. It is a distinctively Hudson type. It is certain to become tremendously popular. It will be recognized as a purely Hudson achievement.” (The Atlanta Constitution (1881-1945), 1915)

“In its own home town, the new Hudson is first revealed.” “Detroit get its first Tuesday at a new model automobile, about which there has been keen interest in motor circles during the last two months or more, and the initial presentation of the car to the public of Detroit—preceding its showing in any other city in...” (Detroit Free Press (1858-1922), 1915) The Detroit Show ran from January 16-23. The Chicago Show was from January 23-30. (Kava, 2005)

Athletic type pennants were a popular promotional item. Hudson had two styles: “HUDSON” & “HUDSON SIX”. They were sold in pairs at 40 cents a set. (Kava, 90 Years Ago March/April 1915, 2005)

Models corresponding to 1914 models were reduced $200, making Six-40 models an “outstanding value”. (Butler, 1992, p. 33) “Walter J. Bemh president and general manager of the Bemb-Robinson company state distributor of Hudson motor cars, is exhibiting in his show room his latest arrival, the new Hudson (a Handsome Limousine). The photograph gives a good idea of the appearance of this attractive.” (Detroit Free Press (1858-1922), 1915)
Card of Introduction (enables bearer to be accorded all courtesies as he inquires about the new 1915 Hudson) from the Ken Poynter collection

HMCC stopped looking for new dealers and were dropping dealers with low sales. (Kava, 90 Years Ago Sept./Oct. 1915, 2005) Dealers were told in a Hudson handbook for salesmen that “More automobiles are sold through the appeal of their appearance than as a result of their mechanical excellence . . . . Women exercise a large influence in the purchase of motor cars”. (Conde, The American Motors Family Aldum, 1976, p. 22) In July, “Hudson Six-40 & Hudson Six-54” was changed to simply “Hudson” to make Hudson distinctive from other auto makers. (Hudson Motor Car Co., 1915, pp. Vol. V 2-2)

The Salesman’s Digest became too large, so it was replaced by a handy pocket-sized Salesman’s Pocket Manual. (Hudson Motor Car Co., 1915, pp. Vol. V 8-2) A mammoth telegraph poster together with a photographic reproduction of the Hudson car driven by Mr. Patterson from Detroit to San Francisco in 10 days 5 hours, was sent out in a mailing tube on July 14. (Kava, 1915 HMCC Factory Letter Summary, 1915)

On July 18, it was reported “The Hudson Motor Car Company has just completed the distribution of $10,500 cash to salesmen as prizes in the April and May Spring selling tournament. These sales tournaments are becoming a marked feature of the Hudson selling...” (Boston Daily Globe (1872-1922), 1915)

On Sept 14, a notice was sent "In view of present shortage of open cars we have discontinued for the time being the sending out of circular letters to prospects whose names are sent us on the Resident Dealer propaganda." (Kava, 1915 HMCC Factory Letter Summary, 1915)

HMCC had nearly 7000 Hudson road signs on principal highways around the US. Hudson billboard advertising costs were split 50/50 with the dealer. National advertising on the Super-Six began in the Saturday Evening Post on January 1, 1916. (Kava, 1915 HMCC Factory Letter Summary, 1915)

Small booklets were used as inserts in the dealer office letter. "The idea is to spread the gospel of prosperity. As is stated in this little booklet, there is no doubt that America's prosperity for the next few years will overshadow anything' that we have ever known, therefore, we wish to keep the tide of

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prosperity rolling while it is in such a favorable condition." (Kava, 1915 HMCC Factory Letter Summary, 1915)

Section 4 Performance

Roy Chapin stated “Ten thousand Hudson light cars are in the hands of users in forty-three different countries. Allowing 1,000 miles of travel for each car makes a total of 10,000,000 miles of travel for these 10,000 Hudson 40s.” (Chicago Daily Tribune (1872-1922), 1915)

San Francisco dealer Arthur Patterson drove a Six-40 from Detroit to San Francisco starting on June 16th. (Kava, 90 Years Ago May/June 1915, 2005) Hudson Super-Six racers set records on both board and dirt tracks. (Kava, 90 Years Ago Sept./Oct. 1915, 2005) (Butler, 1992, p. 33)

"Experienced motorists are well aware of the many advantages obtained by the purchase of a perfectly balanced automobile," says Roy D. Chapin, president of the Hudson Motor Car company. (Detroit Free Press (1858-1922), 1915)
Section 5  1915 Hudson Models

Six-40 – 7 passenger Phaeton  Six-40 – 4 passenger Coupe  Six-40 – 7 passenger Limousine

Six-40 – 7 passenger Landaulet Limousine  Six-54 – 7 passenger Phaeton  Six-40 – 3 passenger Roadster

Six-40 – 3 passenger Cabriolet  Six-54 – 5 Passenger Sedan  Six-54 – 7 passenger Limousine

Six-40 – 6 passenger Phaeton  1916 Super-Six Touring Sedan

Sponsored by the Hudson-Essex-Terraplane Club, Southern California Chapter
**1915 Hudson Models** (Miller, 2015)

**1915 Hudson Six-40** 42 hp. 123” wheelbase; Single cylinder block casting of aluminum w/ steel oil pan with intake passages cast in block, Larger Crankshaft, “Delco” Starter-Generator-Distributor located at rear nearer flywheel, New automatic Spark Advance, Hollow Drive Shaft instead of solid shaft allowed smoother operation, Speedometer drives off of drive shaft rather than front wheel, New Honey-Comb Radiator, New Carburetor Heat Tube, Gas Tank was in the cowl and the Filler was located at the left end of the instrument panel rather than on the top of the cowl. No exterior styling changes for 1915 with prices listed:

- 7-passenger Phaeton $1,550, weight 2922 lbs. (no 5-passenger Phaeton was offered)
- Cabriolet $1,750, weight 2946 lbs., 4-passenger Coupe (also called Opera Coupe) $2,150, weight 3132 lbs.
- 7-passenger Formal Limousine $2,550, weight 3362 lbs., Roadster (seats 3-passengers in 1915) $1,550, weight 2772 lbs.

**1915 Hudson Six-54** 55 hp. 135” wheelbase:

- 7-passenger Phaeton $2,350, weight 3965 lbs.
- Limousine $3,500 weight 4226 lbs., Styling changes -- Radiator and Hood design similar to Hudson Six-40. The Front Seats were individual and set apart to allow passengers to move from front to the back or vice-versa without exiting the car

**Section 6  Ads**

Due to the large number of items found during the research for this paper, the material has been placed on the web. It can be found at:

https://www.adoberevel.com/shares/4401bd5f23b2413491ecd0a4c350449b

**Section 7  Resources**

- Collectable Company Photos (http://www.donkeyshopper.ca/AAaBBb13555CCc7_Collectibles-Advertising-Automobiles-American-Hudson)
- The Ken Poynter Collection
  - Card of Introduction
  - One-sided small flyer (Hudson Proved It)
  - One-sided small flyer (Increased Production Reduces Price)
  - Hudson Super Six: Six Little Cylinders (small brochure, 18 pages)
  - Hudson Light Six-40 (small catalog, 16 pages)

Sponsored by the Hudson-Essex-Terraplane Club, Southern California Chapter
o Hudson Six-54  Hudson Six-40: The New Type Sixes (mailer, 12 pages, four separate pictures w/ descriptions on back (mailer back and front cover also very descriptive)

o Standardized Salesman's Talk: Hudson Six-54, Hudson Six-40 (24 pages)

o The Hudson Six and Its Builders (catalog, 31 pages)

o Hudson Enclosed Cars (large catalog, 16 pages)

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PREPARING TO MEET DEMAND FOR HUDSONS

IT is perfectly evident to observant Hudson dealers that the demand for Hudson cars has hardly commenced.

The history of the past two seasons is to be outdone by those to come.

During the past three months the sale of Hudson cars has broken all records. Buyers have greatly outnumbered production. All estimates and calculations have proved far below the reality. Even the most optimistic have been amazed at the way in which the factory output has simply melted away.

The Hudson Goal

The public has verified the belief of the Hudson Motor Car Company that at last we have achieved our aim. We have reached the goal toward which we have been working. We have produced a car that conforms in every detail to the universal demand of the better class of motor-car buyers.

All that now remains to be done is to manufacture this standard, high-quality, moderate-priced car in sufficient quantities to meet the needs of the market.

That we are getting ready to do.

But—after manufacture comes distribution. To make 20,000 or 30,000 cars is unwise unless the distributive machinery keeps pace with the producing. Just as it needs more men, more machines, and more men to manufacture a large number of cars, so it needs more scope, more men, and larger methods to sell the output.

Now Dealers’ Turn

It is absolutely necessary that each Hudson distributor and dealer duplicate in his own organization what is being done at the factory.

Doubling production involves doubling distribution. It is something that comes right home to even the smallest Hudson dealer.

The big distributor who last season handled 1,000 cars must next season provide for 2,000. And the small dealer who sold 25 cars must make his plans to enlarge his business to 50.

Increasing Efficiency

Capital, and storage room, and show room, and salesmen, and selling letters, sales promotion of every kind must be increased in scope to take care of new conditions.

We urge upon every Hudson representative the extreme importance of this condition and this requirement. It is something that demands IMMEDIATE ATTENTION. It is not for future and distant consideration. It is right at our doors, facing us today for today’s decision.
A PICTURIZATION OF

HERE—in vivid, quickly appreciated form, is the evidence that the factory is getting ready to meet new conditions—to take care of new demands.

A million dollars is going into new buildings, and additions and expansions of old ones.

Departments that have been adequate to care for past production are being doubled in size to insure a doubled output.

Factory Now All Three Story or Over

The entire main factory is being raised to three stories. New wings are being supplied, and wings that were shorter in length than the others are being extended to conform to the new plan.

Between the wings the courts are being roofed in glass and floored with concrete. Immense floor area is gained by this utilization of unused ground.

Across the entire rear of the factory is being built a gigantic six-story structure which will tower high above all existing buildings. This addition is not yet in such form that a photograph can be made of it. Its progress will be shown in the Triangle in later issues.

Astounding Changes

A walk through the factory today is simply astounding to one who has not seen it for six months. Great buildings now stand where before was vacancy. Old departments have marvellously increased in size. The eye ranges down long vistas of iron and concrete. Unending lines of motors, frames, springs, axles, wheels, and other material are on every side.

Miles of windows surround these huge spaces. And everywhere are men, men, and more men. Workmen swarm in every nook and corner. A whole section of one of the biggest buildings is devoted to workmen’s individual lockers.

Great Days Ahead

Immediately the conviction is reached that tremendous achievements are ahead. All of this enormous preparation means huge production, thousands of cars, immense increase in output.

FACTORY EXPANSION

It is safe to say that the factory capacity has quadrupled. Four times as many cars can be built in 1918 as were turned out in 1916.

Next in order comes the building of a distributing organization adequate to handle the unending stream of cars that shortly will begin to pour out of the new factory.

For this we look to Hudson distributors and Hudson dealers.

Let us begin—now—to provide a doubled selling power all along the line.

The business life and profits of every Hudson dealer are in the balance. YOU and your salesmen are as much interested in this great new factory as is the Hudson Motor Car company.
SUPER-SIX MOTORS PROVE THEIR EFFICIENCY IN THE BLOCK TEST DEPARTMENT

MACHINING CRANK AND CAM SHAFTS

IN THE BUSY BODY TRIM DEPARTMENT
Donations and bequests in any amount are always welcome and appreciated.

$_______  LIFE Member $1,000 or more
$_______  CONTRIBUTING Member $100
$_______  ACTIVE Membership $40
$_______  GIFT in Honor or in Memory of ____________________________
$_______  General Donation

$_______ TOTAL funds enclosed.

Name:
Address:
Phone:
Email:

Please make payment by cash, check, or money order payable to HET Historical Society, Inc., in US Dollars, and mail to:
Cheryl Holz, 13270 McKanna Road
Minooka, IL 60447

Thanks for your Support!

Hudson-Essex-Terraplane Historical Society

Shopping?

Did you know that you can donate to HETHS every time that you shop on Amazon. We have signed up the society for their charity program. Just go to http://smile.amazon.com/. Search for and select the “Hudson-Essex-Terraplane Historical Society”. A painless way to help us out.

Historic Hudson items Wanted

Check your library and shop. Remember all Hudson, Essex and Terraplane donations, both literature and media are welcome. Contact Dick Teeter for more information.

Also, donations of cars, parts, money, land, boats, etc. all can be used to promote the goals of the HETHS. Contact Mike Cherry for details.

And all HETHS donations are tax deductible.