

# Latest New Hudson Plans.

## Interesting Announcement.

**T**HE New Hudson exhibition at the Stanley show includes several new features and improvements in the bicycles exhibited which are in themselves noteworthy, and would in an ordinary way secure a large amount of attention being devoted to the exhibit, but, in addition to these, trade visitors to the show will probably be attracted by a new idea which the New Hudson company is on this occasion putting forward for the consideration of the company's agents. This idea consists in offering those traders who handle the New Hudson bicycles the opportunity of engaging in the business of a general sports provider upon very advantageous terms, with the investment of only a minimum amount of capital, and with the help of some rather important advertising advantages.

The New Hudson catalogue on this occasion runs to more than a hundred pages, and, in addition to the different models of New Hudson bicycles, includes sections devoted to cycling accessories, such as lamps, bells, oils, saddles, etc., and to the different goods and apparatus connected with games and pastimes, such as cricket, croquet, tennis, hockey, badminton, and nearly every kind of indoor and outdoor game and sport.

Dealing first of all with the New Hudson bicycles, these include the New Hudson three-speed model, which is a new introduction, fitted with a new type of three-speed gear, similar to the gear which was used by Mr. C. G. Cooper, of the Hull Bicycle Club in his recent record ride of 1,000 miles on British roads. The 1,000 miles, which extended over a course including a great deal of hilly country, was covered by him in four days, fifteen hours, and fifty-five minutes—an excellent result for an untrained rider. It is claimed that this gear is of greater simplicity and reliability than other gears of the kind, and this statement is largely borne out by the experiences of a number of riders who have had the gear in use during the last six months, and have covered with it various distances up to five and six thousand miles. No doubt this three-speed model will attract much attention.

Another new model staged by the New Hudson Company is the New Hudson coaster hub model, fitted with a new coaster hub, manufactured by the company under the patents owned by Combination Hubs, Ltd. This coaster is upon the general lines of the coasters made under the combination hubs patent, but while there is nothing particularly remarkable or out of the way in the coaster itself, the machines fitted with it are all listed at remarkably moderate prices.

The company also list a number of two-speed models, which follow the same lines as the New Hudson two-speeds for several seasons past in being fitted with the hub two-speed gear, which has given general satisfaction to the company's customers. The two models are also listed at low figures, which will probably tend to make the two-speed gear even more generally popular than at present.

The pricing of all the machines in the New Hudson catalogue is upon a new system. A 10 per cent. dis-

count is in every instance allowed to the cash purchaser, and where a bicycle is sold on easy terms no addition is made to the price, the catalogue figure being simply divided by twelve monthly payments—but, of course, the 10 per cent. discount is not allowed. The difficulties of selling bicycles on the hire purchase system are always rather increased by having to inform the buyer that so much extra must be added for credit, and possibly this way of avoiding making the painful communication to the customer may have the result of making the sale of bicycles by deferred payments more popular.

The part of the New Hudson catalogue which contains the new features occupies some seventy-five pages, and contains a very large number of illustrations of sporting goods of all kinds, which seem to be priced at figures likely to enable agents to take up the idea, and to do a splendid trade. It is not suggested that it shall be compulsory to New Hudson agents to take up this side of the business. Those who desire to continue to handle bicycles only, can have that section of the catalogue which deals with only the machines, and those who wish to only take up some section of the new ideas of the catalogue are given a choice of the different parts they can be allowed to handle.

It is thought that there will be considerable advantages to the agents in being able to purchase through one warehouse all the different small side-lines they now deal in, instead of having to send in one quarter for goods intended for one pastime, and in another direction for side lines of a different character. The sporting goods manufacturer, as a rule, does not give to these small orders the same good terms that he accords to the larger purchasers. Consequently, in a general way, the cycle agent who attempts to deal in side lines is frequently considerably handicapped, and purchases under great disadvantages, but by the New Hudson scheme these initial purchasing difficulties will be all done away with.

Under the New Hudson plan, the agent will be given facilities for ordering the smallest quantities of any of the goods mentioned in the catalogue on the best wholesale terms, or he can sell from the catalogue without holding any stock at all, obtaining delivery of anything that he may require at very short notice from the headquarters in Birmingham. For the present this idea is merely in the experimental stage, but the New Hudson company have gone to the expense of thinking it out, and of working it up into a form in which it can be presented to the agent for his consideration, and its adoption will largely depend upon the reception the idea obtains at the show.

We understand, however, that a number of agents who have had early information of this new departure have given it an enthusiastic reception, mainly because of the opportunity it appears to offer of profitably employing the agent's time during the dead season. In addition to enabling the agent to employ his time when the cycle trade is generally in a state of stagnation, it is thought that a great many people who contemplate the purchase of a bicycle during the early part of the

cycling season, and do not come to the point of doing business, are lost to the cycle agent as customers, because they go in for some other pastime like cricket or tennis, and it is argued that if the cycle agent, at the same time that he issues a catalogue of bicycles can also issue a catalogue of general sporting goods, he will stand a much better chance of doing some trade from every inquirer than he does at the present time. In addition to this, every person who purchases a bicycle, as a rule, also purchases some other goods,

including, very often, shoes and clothing, besides the usual cycling accessories. The New Hudson Cycle Company will enable the agent to cater for this trade, and if a sovereign or two more can be obtained in trade from every purchaser of a bicycle, no doubt the issue of this catalogue will be fully justified. It is, at any rate, a very interesting new departure, and we have no doubt it will receive earnest consideration from the cycle agents, and especially the New Hudson agents who attend the Stanley show.

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## The Stanley Dinner.

THE annual dinner of the Stanley Club was held on Saturday night at the Hotel Metropole, when, as usual, there was a large gathering of the trade, and of others interested in cycling. Mr. Robert Todd presided, and amongst others we noted were Messrs. D. S. Waterlow, M.P., G. S. Elliott, J.P., J. C. Percy, J.P., Dr. E. B. Turner, W. Goddard, A. F. Bailey, E. J. Mitchell, K. Davis, O. Clements, J. Dring, C. A. Kirkby, W. F. Alvey, G. E. Osmond, E. Brown, E. P. Hewkin, E. A. Lamb, E. A. Wilson, F. P. Low, G. Paterson, C. Sangster, H. J. Emerton, H. W. Dover, T. Pulton, C. P. Young, J. Williamson, A. W. Gorton, E. R. Shipton, F. R. Goodwin, J. E. Naylor, J. C. Paget, H. Johnson, T. C. Pullinger, J. Mackenzie, J. T. Allbutt, W. Phillips, F. W. Shorland, C. H. Benyard, J. M. James, F. O. Cooke, H. Arnold, J. Rowley, T. W. J. Britten, E. P. Moorhouse, A. J. Wilson, E. J. O'Reilly, W. J. P. Stephens, J. E. Fowler-Dixon, Charles Lane, E. J. Linney, F. Bishop, A. Fearnhead, F. S. Burgess, H. Hollands, M. D. Rucker, C. H. Larette, L. H. Bauer, C. E. Liles, E. J. Hind, R. C. Warren, R. Van Helden, H. W. L. Stanton, T. G. Hale, Godfrey White, H. H. Griffin, C. W. Bluemel, C. W. Harting, A. G. Attenbury, T. G. Scarfe, W. G. Teed, J. R. Nisbet, J. E. Young, F. Gibbon, E. A. Abram, C. L. Morris, T. G. King, G. Todd, E. J. King, M. J. Bulger, C. W. Dixon, E. W. Hands, P. Driver, W. P. English, A. R. Hind, S. Feast, H. Copping, A. R. Macbeth, S. R. Noble, Rees Jeffreys, S. C. Ruddy, E. S. Gray, G. C. Downing, A. C. Downing, J. F. Carrodus, C. W. King, Alf. Imhoff, W. J. Mardock, P. Ludovici, L. R. A. Webb, etc., etc.

After the loyal toast had been honoured, Mr. Waterlow, M.P., gave "The Stanley Cycling Club," in a speech in which he reminisced about the early ages of cycling, and the troubles encountered by the pioneers of the pastime.

In replying, Mr. Hewkin spoke of the strength of the Club, and of the fine spirit and good feeling which prevailed amongst the members. He caused a laugh by stating that they "had lost two by matrimony."

Mr. Edward Powell, Chairman of Humbers, gave "The Stanley Show." He referred to the friendly relations which subsisted between cyclists and motorists, which were better than those between other classes, although it was hard nowadays to get up any enthusiasm about the humble cycle. When he first induced the girl of his heart to ride a cycle, she said that he

had better order her coffin at once. But her coffin had not yet been ordered, and she still cycled. It had been pleasant to learn that cyclists could induce their motor-ing brethren not to ride too fast. The cycle was still pre-eminent as the greatest boon to mankind. For every motor on the road there were at least a hundred cycles. The past season had been a record one, and there was every indication that the popularity of the cycle was still growing. The Stanley Club had offered manufacturers a fair field and no favour. For thirty years the Club had engineered a series of shows, every one of which had been a success. Perhaps there would not be at the coming show so many novelties as in former years, but there would be no lack of interesting items. He trusted that the public would appreciate what the Club was doing for them, and he felt sure that exhibitors would be well satisfied with the arrangements made on their behalf.

Mr. Todd, in reply, spoke of the early shows, when the cyclist had to contend with the same ill-feeling now extended to motorists.

Mr. Lamb pointed to the fact that every great invention in connection with the cycle was first exploited at the Stanley Show. The coming Show would be a worthy successor of previous ones; nearly all the space had been allotted, and he trusted that exhibitors would make a great effort to be ready early.

Other toasts followed. A pleasant feature of the evening was the distribution of prizes to the winners of the year.

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**221,000.**—Our printers report that the printing of the "Trader" for November 16th, 1906, involved 221,000 runs.

**New Bolt and Nut Standard.**—Bulletin No. 18 of the mechanical branch of the Association of Licensed Automobile Manufacturers deals with the new screw standard which their Association has adopted. The new standard differs from the United States standard, established by the United States Navy Department in 1868, mainly in calling for finer pitch of thread and smaller dimensions of heads and nuts, and where screws are to be used in soft material, such as cast iron, brass, bronze or aluminium, the existing United States standard pitches will be used. Better than ordinary material is to be used, steel having a tensile strength of 10,000 pounds and an elastic limit of 60,000 pounds per square inch being employed.

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