

# Chapter I

## THE HUDSON FAMILY



This aerial photo shows the Hudson Family Farm in Michigan. The 80-acre farm was recognized by the State of Michigan as a Centennial Farm.



**T**he fact that the H. D. Hudson Manufacturing Company can trace its roots back to 1905 is an impressive achievement by any measure. But while the company's lineage spans a century, the history of the Hudson family in America can be traced back to before the nation ever declared its independence.

In 1639, 19 years after the Pilgrims landed at Plymouth Rock, Daniel Hudson, a 20-year-old stonemason and brick layer born in Epping, Essex, England, immigrated to America. In 1640, he settled in Watertown, Mass., and later, in 1665, he purchased land in Lancaster. Daniel's arrival in America marked the first Hudson to settle in what was then still a British colony.

After Daniel's arrival, it didn't take long for him to start making a mark for the Hudson family in the New World. In 1647, Daniel built the first school in Cambridge, Mass. Shortly after the construction was complete, he moved to Concord, and in 1665, purchased 20 acres of land in Lancaster. There, he dug clay to make bricks near Roper's Brook. On Sept. 11, 1697,





while taking refuge in the Lancaster Roper Garrison, he, his wife Joanna, two daughters and two grandchildren were scalped in a skirmish of the French and Indian war.

Despite this tragic event, by 1775, Daniel's descendants were well settled in Massachusetts, most of them making a living as farmers. And, like many colonists of the time, regardless of trade, the Hudson family heeded the call to arms when it came on April 19, joining other "Minutemen" for *The shot heard 'round the world*—the battles of Concord and Lexington—and the opening of the American Revolutionary War.

Hudson family members known to have participated in the Revolutionary War were:

- John Hudson, (4th generation) the sixth child of Nathaniel Hudson and his wife, Rebecca Rugg. Born circa 1713, he died Aug. 6, 1799, in Berlin, Mass.
- Ezra Hudson, the seventh child of Seth Hudson and Mary Whipple, served as a private. Married to Releae, he was a carpenter or housewright.
- Sarah Hudson, born May 3, 1739, married Joel Grout. He enlisted July 28, 1777, and marched with his company to Bennington, Vt. He was discharged Aug. 28, 1777. Joel and Sarah were Puritans. Sarah died circa 1820.
- Other family members to take up arms included Elisha, Elijah, Moses, Aaron, Ebenezer, John, Charles and Stephen Hudson.

Following the war, elements of the Hudson family moved to New York in the late 1700s. There, on October 2, 1797, Polydore Hudson was born. When grown, Polydore established a small farm where he grew apples and later Polydore would plant the seeds for the Hudson family legacy that grew in Michigan.

In the late 1820s, after two disastrous years of late spring freezes and attacks of apple blight that ruined his crops, Polydore moved to Michigan. Michigan had only recently opened as a territory and land in the area was still available for homesteading.

In 1831, Polydore secured a plot of land around the current site of Battle Creek. Early the next year, he returned to Saratoga County to bring his wife and children to their new home. Like many of the other Hudsons before him, Polydore



H. D. Hudson was born Jan. 20, 1861.



was civic-minded, and he became the first Justice of the Peace for Milton, as the area was then called. Milton included eight townships. Polydore presided at the first wedding in Milton and was appointed the first postmaster by President Andrew Jackson. He also operated the community's first retail store and worked as a traveling merchant who walked miles over forest trails and pioneer clearings to sell his wares.

Polydore died Dec. 23, 1868, at the age of 71. He was buried in the family plot—with his wife, daughter and two sons—in DuBois Cemetery, Battle Creek, Mich.

Polydore and his wife raised a family of nine children: three girls and six boys. One of these boys, James Sullivan Hudson, was born Oct. 16, 1831, and was the great-grandfather of H. D. Hudson Manufacturing Company Chairman, R. C. Hudson, Jr.

At the age of 16, James went to work for the Michigan Central Railroad, when it was extending its right-of-way from Jackson to Chicago. He began as a construction worker and ultimately became a fireman and then an engineer.

## THE AMERICAN "PEERLESS" POWER SPRAYER



This cut shows the machine with cover extended ready for spraying. An inspection of the initial will show its fine design—compact and sturdy construction. It is not a "pulled up" outfit—a pump from one place and an engine from another, etc. This is true of every machine in our line.

THE ENGINE in our Sprayer gives sufficient power to drive the pump at top capacity with the full number of nozzles at work and maintain a pressure of 200 lbs. or more. No other makers of power sprayers will guarantee their machine to do this and stand up under the load.

THE PUMP on the "Peerless" pump is the heart of the machine. It is solid brass throughout and the piston rod is made of steel wire which will not rust or corrode and will entirely resist the action of spraying chemicals. This is an exclusive feature of the "Peerless". A Pump with iron pump fittings, etc., may be strong enough the first year, but what strength will it have after it has rusted them one winter?

Our Pump is attached directly to the engine base and is driven by a connecting rod attached to a valveless engine type cross head, working in bored guides which maintain a perfect alignment of all parts. The pump can be taken apart without removing from the machine and the packing changed in from 3 to 4 minutes when necessary. The Engine and Pump

From their humble beginnings, Hudson products have always pushed the leading edge of technology.



Robert Clive  
Hudson was born  
Jan. 18, 1900, to  
H. D. Hudson and  
Delia Adella Kenter.



James married Rebecca French on Jan. 1, 1853, in Marshall, Mich. They had a family of eight children: three girls and five boys.

At the time, the government offered incentives for people to move to Michigan and begin farming. Land was offered for \$1.25 an acre. When a settler's farm was "staked out," the government provided a deed, hand-signed by the president, something not considered remarkable at the time.

This lure of cheap land was too attractive for James to pass up. In December 1854, he purchased 80 acres from the government for \$100 in what is now Ganges Township, Michigan.

James Hudson supported his family by farming. He also supplemented this income by teaching singing. Later, after his daughters were old enough, they traveled locally with their father to teach music. In about 1870, James took an interest in the implement business and became a traveling salesman in that line. This, along with his farming interests, was how James earned a living until his death on April 2, 1898, at the age of 67. His first wife, Rebecca, and mother of his eight children, died June 22, 1878, at the age of 42.

Among James and Rebecca's children was a son named Herbert DaVince Hudson, born Jan. 20, 1861. He was to become one of the founders of the Hudson & Thurber Company—from which the present H. D. Hudson Manufacturing Company evolved.

Born in James and Rebecca's little log cabin, Herbert attended rural school, studying at night by candlelight, aided

and encouraged by his mother. As a young man, he helped on the family farm and taught school and music in the area. At age 22, he decided to leave the farm, determined there were other ways he could provide a better life for his family as well as perform more useful public service.

As the turn of the century was approaching, Herbert took an interest in the plight of the working man. It became his goal to provide better conditions and make life more livable for everyone with whom he came in contact.

Around this time, farm implement companies were shipping their equipment in pieces by rail. At the destination, the implement dealer would round up workers to unload and assemble the implement. H. D. Hudson worked as an assembler for the local dealer and even did some traveling to help other dealers.

After attending school and a year at a business college, Herbert decided he could earn a better living selling, rather than assembling, agricultural implements. So he joined the Milwaukee Harvester Company of Wisconsin.

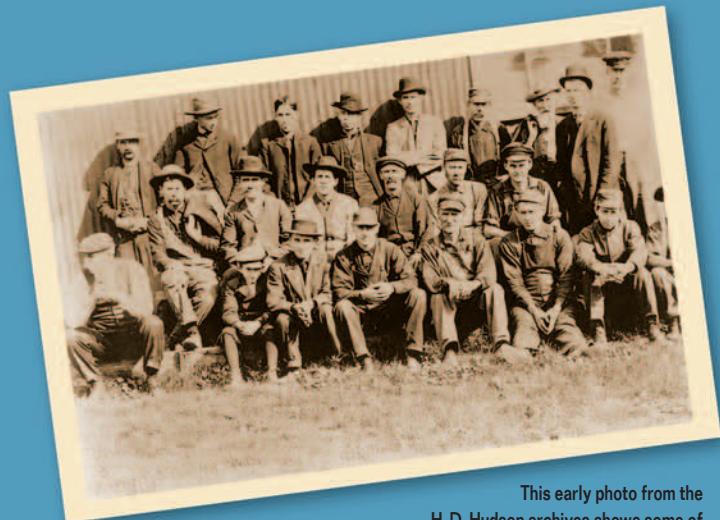
With his decision to enter the farm implement business made, H. D. Hudson and his wife, Delia Adella Kenter, settled into their modest home on what is now the Hudson Centennial Farm. Here they had four children; a girl and three boys. Their youngest child, born on Jan. 18, 1900, was Robert Clive Hudson. Robert became the second president of H. D. Hudson Manufacturing Company.

# Chapter II

## THE BEGINNING



D. Hudson continued his work with Milwaukee Harvester Company, but he longed for more. He knew it was his destiny to own his own business. In 1903, that opportunity came when he purchased the Minneapolis Tubular Well & Supply Company, which manufactured water well supply goods.



This early photo from the H. D. Hudson archives shows some of the workers who helped make the company a success.

In 1905, H. D. moved his family to Minneapolis where he met and became close friends with Miles S. Thurber, who also had entrepreneurial ambitions. Together, they pooled their resources and purchased the Twin City branch of R. Herschel Manufacturing Company, of Peoria, Ill. The company manufactured agricultural supplies such as mowers and binder repair parts.

To raise money for the venture, H. D. Hudson sold part of his family farm in Michigan. (The family farm, including the part sold by H. D., was subsequently repurchased by H. D. Hudson Manufacturing Company in 1945. The farm was to be used in part as a test area for Hudson products.)

The 80-acre farm, which today is dedicated by the State of Michigan as a *Centennial Farm*, was actually two 40-acre farms. Forty acres were owned by Delia when she married H. D. Hudson, and they combined her 40 acres with his.

He sold "his half" to raise money for his new venture. In 1945, R. C. Hudson, Sr., purchased the sold 40 acres and "reunited" the two elements.



Another early photo from the H. D. Hudson Archives gives some insight into the working and living conditions at the time H. D. Hudson began his business ventures. Even in these early years, Hudson was passionate about improving conditions for the American workforce.



H. D. Hudson joined with Miles Thurber in 1905 to buy a controlling interest in a Peoria, Ill.-based company. Later, that business would evolve into Hudson & Thurber Co.

In the 1940s, the farm was managed by Henry Link.

At the end of World War II, a Marine veteran, Earl R. Sorensen, answered an ad for a salesman of agricultural equipment. It turned out that Sorensen had grown up on a farm, had a degree in agriculture from Iowa State University, and his wife, Phyllis, had a degree in home economics.

Learning of this background, R. C. Hudson, Sr. asked him, "How would you and your wife like to take a look at a run-down farm and fix it up?"

Though there was a lot to be done, Sorensen took the job. He and Phyllis moved into a small frame home. In a short time, Sorensen turned the farm around with improvements in production of its orchards.

He amazed surrounding farmers by planting corn in the sandy soil, then harvesting a bumper crop.

Sorensen helped expand the farm by buying acreage when other farms were sold. He started cattle and hog feeding operations, the latter expanding to 5,000 head per year. He also made the farm an ideal testing ground for Hudson agricultural products.

Sorensen introduced numerous farm advancements including no-till planting, which saved time and reduced fuel and herbicide costs. In the 1980's, Sorensen was elected an officer of the company and Executive Vice President.

At that time, Dick Nagy, an employee responsible for many farm activities, became farm manager. Dick has continued to develop and expand the farm and increase its productivity.

Hudson & Thurber Co. issued its first catalog in 1906. Pictured at left is the second catalog ever issued by Hudson & Thurber, dubbed, Catalog B.



This early picture shows period automobiles lining the streets in front of the company's growing offices.



Though selling the family homestead was a big risk, Hudson was confident he and his partner were making the right decision. Even though the business Hudson and Thurber purchased was a money-losing branch of the Herschel Company, they were confident they could make it profitable.

Thurber, who was the son of a wealthy family, and Hudson each purchased one-third share in the business, while Herschel retained a third interest. The deal Hudson and Thurber struck with Herschel was that any profits they earned would be used to purchase the remaining Herschel interest. The branch began operating profitably as soon as Hudson and Thurber became involved, and they bought out Herschel after the first year.

With the business now on its way to success, Hudson's first company, Minneapolis Tubular Well & Supply Company, and The R. Herschel Manufacturing Company branch were combined and incorporated as the Hudson & Thurber Company on Sept. 1, 1905. Articles of Incorporation were filed on that date and recorded by the Secretary of State of Minnesota on Sept. 5, 1905.

Founders and officers of the new business were: Herbert D. Hudson, president; Coleman C. Lydon, vice president and Miles S. Thurber, secretary and treasurer. The original board of five directors was composed of the officers and Paul E. Herschel and John I. Black.

The company's office and warehouse were first located in Minneapolis at 414-418 Third Avenue, North. A year later, the company moved to 308-314 Third Avenue, North.

Hudson & Thurber Company issued its first catalog in 1906. Called *Catalog A*, it identified the company as the Northwest distributor for R. Herschel Manufacturing Company and offered a full line of agricultural supplies, such as hay tools, lawn mowers and hardware specialties. Although the business they bought had lost money for several years prior to the sale, under the leadership of H. D. Hudson the company turned a profit the first year. In fact, the company made a profit every year, except during the Depression years of 1930-33.

# Chapter III

## THE EARLY YEARS



**A**fter Hudson and Thurber had firmly established their company, and financial solvency was no longer their primary concern, growth became the new driving force for the team and during the company's first decade, growth came rapidly.

Within a few short years, the Hudson & Thurber Company had grown to become the largest distributor of agricultural supplies in the Northwest. With a sales force of 35 to 40, it served several thousand dealers in Wisconsin, Minnesota, Northern Iowa, Nebraska, North Dakota, South Dakota, Montana and part of Wyoming.

In these days, traveling was much different for salesmen. Although there were automobiles for short trips, the country roads were not sufficiently improved to use for business travel. Salesmen, for the most part, traveled by train to the towns located along the railroads. When passenger train service was not available or timed right, salesmen rode the caboose of freight trains, often playing cards with the trainmen until they reached their destination.

To visit dealers in communities near railroad towns, salesmen would hire a horse and buggy. There were no store deliveries, so dealers would have to pick up merchandise at the railroad station. At the time, the Northwest was producing only one crop—wheat. When the crop was good, money was plentiful.

Farmers paid off their accounts with dealers, dealers then paid up their accounts with the wholesalers, and wholesalers settled up with the banks that had financed them.

Sales at both the dealer and wholesaler level were normally made with settlement due when the crop was harvested. Unfortunately, when crops were poor, farmers were often unable to pay their notes to dealers, and as a result, dealers could not pay their accounts with wholesalers.

This somewhat tenuous payment structure was difficult for many companies to operate under. However, the Hudson & Thurber Co. worked with its dealers and would secure trade acceptances from them to cover the amounts due, bearing interest until paid some months later. These were accepted by the banks at a discount and kept wholesalers in good credit standing until the next year's crop was harvested.

As the Northwest moved from growing wheat to diversified farming based on "the cow, the sow and the hen," farmers, dealers and wholesalers all saw their financial status improve.



In 1906, Hudson & Thurber purchased Minnesota-based Brandt Manufacturing Company in order to have greater control over the manufacture of their products.



This early catalog shows some of the first brands of sprayers produced by Hudson & Thurber including the Perfection model and the Ideal spraying "outfit."



With this new diversification in farming and infusion of capital, farmers found themselves in need of new types of equipment to feed and house poultry, hogs, dairy and beef cattle.

Even the new field and row crops required merchandise other than the typical agricultural supplies such as mowers and binders. Now, the farmer also needed sprayers, dusters, stock tanks, cupolas and ventilators, poultry equipment, hog equipment, dairy and horse barn equipment, pumps and water systems, hay tools and garden tools.

And while the Hudson & Thurber Company had developed an excellent reputation for its service and selection, now an opportunity presented itself for the company to expand into these new areas and broaden its horizons.

H. D. Hudson always had a keen desire to manufacture the merchandise he sold, so he could better control deliveries and maintain quality of the products. His basic policy had always been to supply the best products for the purpose desired; to supply them at a reasonable price; to guarantee the quality and fitness of the merchandise he sold; and to stand squarely behind every statement and activity of the corporation. His rule was to satisfy the customers and provide them with the best articles for the purposes intended. Those principles continue to guide the company to this day.

With new opportunities abounding, H. D. Hudson decided the time was right to make the move into manufacturing. In 1906, the company purchased Brandt Manufacturing Company of

Chisago City, Minn. Brandt manufactured small compression sprayers for the farmers in the Red River Valley to protect their crops against insects and diseases.

In 1909, the Brandt Manufacturing business was moved to Hastings, Minn. The plant was located in a small, two-story building that had been used for woodworking. The original workforce was made up of four men who produced compression sprayers from a single pattern.

The business continued as Brandt Manufacturing Company of Hastings, Minn., until 1914, when it was merged with the Hudson & Thurber Company. The company's early catalog, issued about 1912, featured one line of sprayers that carried names such as "Easy and Perfection Compressed Air Sprayers; Midget, Misty, Daisy, Rapid, Crescent and Handy Hand Sprayers; Ideal Wheelbarrow Sprayers; King Barrel Pumps; Imperial Skid Sprayers; Modoc Bucket Pumps; and Ideal and Fog Spray Nozzles." Some of these names are still in use today.

Hudson & Thurber's foray into sprayer manufacturing had been a success.

Looking for additional areas in which to expand this niche, the company made its first move into the power sprayer market by purchasing the American Sprayer Company of Minneapolis in 1912. This business continued in Minneapolis under the name of Brandt Manufacturing Company until 1914, when it was moved to the Hastings factory to make better use of its facilities.



As H. D. Hudson and Miles Thurber saw their business grow, new markets opened up to them and the company's reach into the agricultural sector grew. Along with sprayers, the company was also manufacturing and distributing a complete range of agricultural implements.



The relocation of the American Sprayer business came shortly after tragedy struck at the Hastings location. In 1913, a fire destroyed the entire facility. Shortly after the fire, however, the factory was replaced by a new, two-story brick building. This became the first wing of the present structure and American Sprayer's operations were folded into this new site.

As the sprayer business grew, additions to this new factory location had to be made, and expansion projects were undertaken in 1921, 1928, 1948 and 1966. To meet continuing rapid growth in the demand for sprayers and to replace storage space lost as a result of another fire, a new 48,000-square-foot, one-story building of steel and concrete was added in 1974.

The combined structure, with its modern machinery and skilled workers, has always proven to be one of the most efficient plants in the sprayer industry. It features the latest in stamping and welding equipment and includes an electrostatic powder coating process. In 1972, Hudson developed a process of palletized shipments, resulting in substantial economies for wholesalers.

Also, in 1913, Hudson & Thurber purchased the DeFrees Manufacturing Company of Minneapolis, a manufacturer of air compressors. This business continued at that location for many years. And on July 1, 1913, the Henry & Allen branch at Omaha, Neb., was purchased and set up as the Hudson Omaha sales and service office and warehouse to better serve dealers in that area.

On the heels of the major acquisitions Hudson & Thurber made in 1913, the company bought the Kenyon Manufacturing Company of Minneapolis the following year. Also in 1914, Hudson & Thurber purchased the auto accessory business of Pence Automobile Company, Minneapolis, a company in the new and growing automobile market. This put Hudson into the business of making auto tops, side curtains and radiator covers, none of which were standard equipment at that time.

A testament to the company's broad interests, Hudson & Thurber Company issued its first barn equipment catalog, *Right-Way Barn Equipment*, in 1914. It included stanchions, stalls, mangers, water bowls and roof ventilation equipment and in 1914 Hudson & Thurber Company issued *Catalog D*.

This catalog illustrated the growth that had occurred at the company in such a short period. In the catalog, The Hudson & Thurber Company was billed as "manufacturers and wholesalers of implement and thresher supplies, hardware specialties, pumps and water systems, well supplies and a complete line of compressed air and hand sprayers, bucket and barrel pumps, and wheelbarrow sprayers."

During these years of growth and expansion, the company gathered a number of men of marked ability who were specially trained for its more diversified activities. These were men who, under H. D. Hudson's leadership and guidance, made substantial contributions to the company's growth and the firm foundation upon which it rests today.

# Chapter IV

## GROWTH THROUGH EDUCATION



# D

uring these early years, sprayers and dusters were used principally by farmers for controlling insects and diseases on truck and field crops, and for the protection and health of poultry and livestock.

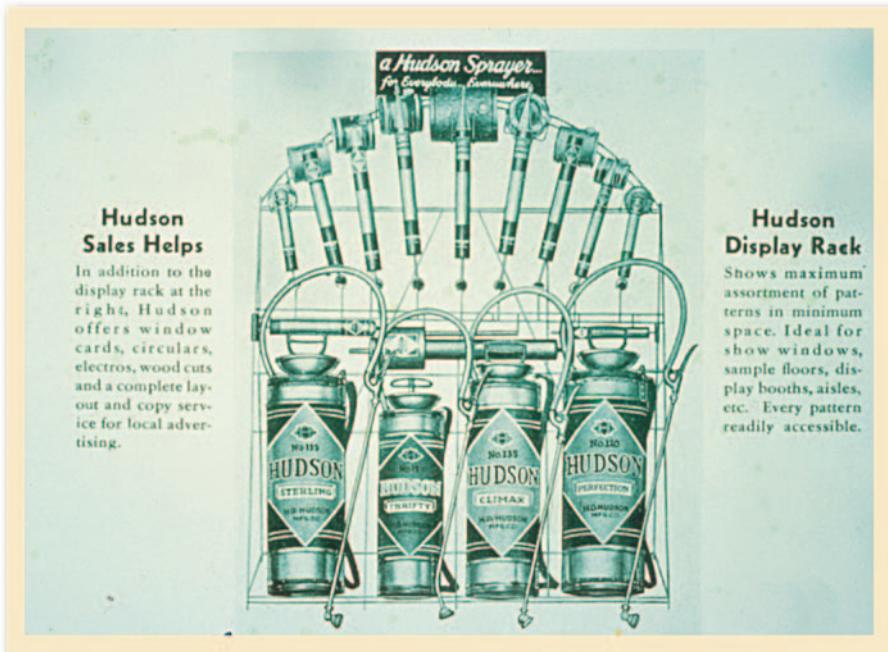


Throughout the years, H. D. Hudson Manufacturing Company has been on the leading edge when it comes to providing educational materials about pesticides, spraying and safety to a variety of different markets.

As time passed, the demand for sprayers among the nation's homeowners increased. New and innovative uses for sprayers were emerging in the areas of rust prevention, fire-proofing, degreasing, spraying concrete forms used in construction, curing cement, cleaning and maintaining floors, moth-proofing fabrics, mildew-proofing, applying cold water paints and stains, protecting food in processing, storage and transportation.

All these opportunities provided a rapidly expanding market for the Hudson line of manual and power sprayers.

When Hudson started in the sprayer and duster industry, there were only a few organic chemicals available. Although most growers used these chemicals to control insects and diseases on fruit and berries, fewer than 20 percent used them on their field and row crops. Farmers who did not use chemicals, controlled insects on potato, cotton and other plants using a much more primitive method that involved knocking the pests into a can of kerosene and burning them.



As the use of chemicals for pest and crop protection became more widely accepted, the Hudson line of sprayers was fast becoming a fixture in stores around the country.



Herbicides (weed killers) were not generally available until the end of World War II, so weeds competed with the grain crops. And, for row crops such as corn, potatoes and cotton, weed control required many back-breaking hours of hand hoeing, a costly but necessary procedure.

H. D. Hudson, who had been a fruit grower on his farm in Michigan, recognized the potential for chemicals to protect commercial crops from insects and diseases. He saw a very limited existing market for chemicals, sprayers and dusters, and realized it could become a tremendous growth business as more farmers became familiar and comfortable with the newer ways to protect their crops.

As early as 1910, H. D. Hudson began the first stage of an educational program. A pamphlet titled, *Hudson Tells What, When and How to Spray*, was included with the first sprayer and duster catalog and was continued in successive catalogs. The information was updated as new or improved equipment became available, and as research in the chemical industry brought new and better chemicals to the market.

The need for sprayers and sprayer education wasn't just reserved for farmers. Homes during these times also had their own, unique problems that could be solved with sprayers and chemicals. With outdoor privies and horses depositing manure in the streets and roads, flies became both a nuisance and a hazard to public health. Flies, along

with bedbugs, body lice, mosquitoes and other pests, were all carriers of many serious diseases.

At the time, the only home controls for insects were screened doors with strips of paper flapping in the wind to scare bugs away, or sweet, sticky flypaper placed on tables. Other, less-efficient methods used to control insects included bowls of liquid poison, sweetened to attract and kill flies. Bedbugs were controlled by painting bed frames with kerosene, which was partially successful, but left a horrible odor.

It was not until World War II, when DDT was first introduced as a means of keeping such pests at bay, that real control was accomplished. The introduction of DDT greatly reduced disease in both the military and civilian populations.

As more new chemicals were introduced to control pest problems in the home and garden, on the farm, and in the orchard, the demand for the proper application of pesticides became a highly important issue.

Hudson recognized that, while these new chemicals were important in protecting crops, lives and health, careless or improper application could cause adverse results. Because of this, Hudson revised the company's education program and the original, *Hudson Tells What, When and How to Spray* campaign put more emphasis on the importance of using the right chemical for the job and in teaching users how to properly apply chemicals.

# Chapter V

## A NEW ERA OF GROWTH



The company's first decade had no doubt been one of growth. And, with continuing advancements being made in agricultural sciences and pest control, the company's second decade would prove just as dynamic.

The period from 1915 to 1925 offered new opportunities to Hudson & Thurber. Other businesses were acquired whose products either allowed the company to expand on its established activities or presented new opportunities for the company in the markets it already served.

One such opportunity came in 1916, when the Kegler Manufacturing Company of Waterloo, Iowa, was purchased and consolidated with the Hudson sheet metal factory in Minneapolis. This helped satisfy the market for stock tanks, cupolas and other sheet metal products.

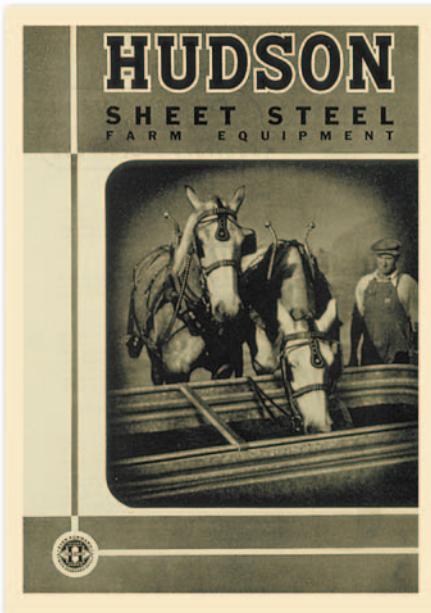
Around this same time, M. S. Thurber decided to leave the business. During World War I, Thurber came to believe that a great depression would follow the war and decided to cash out of the business. H. D. Hudson and others bought out his interest. *"With this money, Thurber later booked a trip around the world. He arrived back in Minneapolis more or less penniless, and moved in with one of his sisters, where he lived until his death."*

Even if Thurber had concerns about the nation's financial health following the war, H. D. Hudson wasn't about to slow

the company's growth. More room was needed to house the diversified and expanding company. In early 1917, a larger building in Minneapolis at 324 Third Avenue, North, was purchased from the La Crosse Tractor Company of Wisconsin. The new facility was used to establish an office, warehouse and sheet metal manufacturing plant.

Compared to today's offices, the Minneapolis office seemed spartan. The floors were bare wood with rubber matting protecting traffic aisles. The only private office, relatively small and quite plain, was H. D. Hudson's. Executives had roll-top desks. The cashier worked in a steel wire fenced cage where he stood and posted entries by hand in big, heavy ledgers. Lighting was limited. Each desk had a desk light, and the workers wore green shades to protect their eyes from the glare. Many men wore separate sleeves over their shirts, reaching from cuff to elbow, to protect them from being soiled while they worked.

Upon Thurber's departure in 1917, the company name was changed to Hudson Manufacturing Company, which also better reflected the firm's increasing direction as a manufacturer.



As this catalog featuring sheet steel farm equipment would suggest, H. D. Hudson Manufacturing Company has been involved in a wide range of product categories throughout the years.



As the use of Hudson sprayers continued to spread, people from all walks of life found a use for the products.



The Hudson Manufacturing Company issued its first catalog as manufacturers of sprayers in 1917. The catalog featured compressed air sprayers, hand sprayers and dusters, bucket and barrel pumps, slide sprayers and knapsack sprayers. The compression sprayers were described as the first with "fully riveted and soldered seam tanks." The catalog also included a list of spray chemicals and information on how to mix and apply them.

Around the same time, *Catalog B-12 of Right Way Barn Equipment* was issued. It featured lever-operated stalls, which Hudson pioneered.

During this time, even as the United States plunged into World War I and strains were imposed on all businesses (heatless days, power limitations, shortage of material, etc.) H. D. Hudson's company was able to continue its growth and expansion. In 1918, the American Culvert Company of Albert Lea, Minn., which manufactured cupolas, was acquired to expand Hudson's sheet metal products.

To enlarge the barn equipment line and provide better manufacturing facilities, the Western Steel and Iron Works, of De Pere, Wis., was purchased in 1919. The manufacture of all the barn equipment was then concentrated at this location. The plant grew to be one of the most efficient in the field, and Hudson grew to become one of the important suppliers of barn equipment.

Because H. D. Hudson was constantly looking for additional items to sell to the farming trade along with its sprayers and

dusters, the company entered the garden tool business. In 1919, the company purchased Pull-Easy Manufacturing Company of Waukesha, Wis., which manufactured hand cultivators and dandelion and lawn rakes. It also purchased F. Blocki Company of Sheboygan, Wis., which manufactured wheeled garden seeders, cultivators and high-wheel plows. Both of these firms were transferred to Hastings for production.

As a result, Hudson's *14th Annual Catalog* in 1919 featured sprayers and dusters, garden tools, coaster wagons, carrying carts, tire pumps, barn equipment, sheet metal farm equipment (livestock equipment as we know it today.) It also included a section of *Spraying Facts*, which listed pests of fruits and vegetables, the pesticides recommended for control and how to mix and apply them.

In 1920, expansion continued and H. D. Hudson purchased the Nelson Manufacturing Company, Deerfield, Wis., manufacturers of tank heaters. This line was consolidated with production of sheet metal products in the Minneapolis tank factory. The Strickler Hay Tool Company, Janesville, Wis., which manufactured a line of hay tools and accessories, was also purchased in 1920. This business was moved to De Pere, Wis., where it was combined with production of barn equipment.

In 1920 *Catalog 15* was issued showing a complete line of "Hudson-made and guaranteed products" and featuring a picture of H. D. Hudson, *The Man Behind The Goods*.

In 1921, "The" was added to the company's corporate name, thus it became *The Hudson Manufacturing Company*.



The decision for Hudson & Thurber to ramp up manufacturing operations allowed the company to get into broader lines and have greater control over product quality.



Around this same time, The Hudson Manufacturing Company began selling its sprayers and dusters, garden tools and lawn mowers to wholesalers over a wide area of the United States as well as in several foreign countries.

During this era, hardware wholesalers were not interested in handling yard and garden products. They referred such offers to the seed and feed trade. Therefore, "seedsmen," as they were called, became the company's earliest wholesalers. Today, feed and seed dealers remain a part of H. D. Hudson's national and international distribution. Before long, the hundreds of hardware wholesalers at the time came to recognize the value of such lines and became active distributors.

While this growth and the ability to offer Hudson products to a wider range of customers was lucrative, it was also taxing. Some trips to call on wholesalers across the country required several weeks. There were no commercial flights. Instead, travel was an overnight trip by train, most frequently at night on a Pullman to save time.

Pullman cars had no roomettes, bedrooms or drawing rooms with individual toilet facilities. Instead, there was a single compartment at each end of the car for those who wanted to travel with complete privacy. The rest of the car contained berths, two high along each side, and separate toilet facilities for men and women, which were shared by the respective passengers.

Locomotives burned coal and belched clouds of smoke and cinders. Road beds were not oiled, so trains whipped up clouds of dust, covering the white sheets the porter put over the

blankets to protect them. Travelers had to wait their turn for one of the washbasins to wash the grime from their faces and hair. Then the solicitous porter, with his ready clothes brush and shoe cloth, really performed a necessary service in "brushing you off" and wiping your shoes.

For the most part, wholesalers were conveniently located, typically in a downtown area close to the railroad freight house and right-of-way. Merchandise moved by rail siding to and from the wholesaler's building. For less-than-carload shipments, the goods went to the railroad freight house where the distributor and dealers picked them up with their own trucks.

As the company began covering a greater geographic territory, new offices were established. In 1921, a sales office was opened in New York City. In 1922, a sales office and warehouse were established in Philadelphia, and a sales office was opened in Kansas City, Mo.

In the 1920s, H. D. Hudson, an ardent patriot, felt that people, especially school children, should honor their country's flag and respect it. Through its salesmen, working with dealers in communities throughout the Midwest, the company offered to donate and put up new flagpoles at schools and cemeteries. The flagpoles were made of pipe from the Pump and Well Supply Division. A bronze plaque, with appropriate sentiment, was also donated. One plaque, on a flagpole in a schoolyard in Ganges, Mich., reads, "Erected by H. D. Hudson to the present and future younger generation in honor of the flag and what it represents." H. D. Hudson usually made the presentation during the ceremony. Unfortunately, no records were kept as to where these flagpoles are located.

# Chapter VI

## PROSPERITY AND CHALLENGES

1925  1934

Following World War I and prior to the Great Depression, The Hudson Manufacturing Company thrived. The next decade would present unique challenges for the company but new opportunities would also arise that would help the company continue its pattern of growth.



This picture from the early 1930s showed H. D. Hudson Manufacturing Company sales representatives hard at work in the field.

The decade from 1925 to 1935 was a time of growth and expansion for The Hudson Manufacturing Company, but it also represented a change in the nature of the business, with manufacturing becoming its primary objective. Further acquisitions of smaller manufacturers brought additional items to complement the company's lines; they provided improved production facilities, and enabled the company to expand its occupancy of the growing markets for barn equipment, sheet metal products, poultry equipment, pumps and water systems and sprayers and dusters.

In 1925, C.A. Libbey Company of Oshkosh, Wis., another small manufacturer of barn equipment, was purchased, and Hudson issued *Catalog G*, which featured farm equipment, repairs and supplies, and presented a full line of Hudson-made products for the farm.

In 1926, the Davis-Hanson Pump Company, Oshkosh, Wis., manufacturers of pumps and water systems, was purchased and Hudson issued Booklet 146, *Hudson Sprayers and Dusters*. This booklet showed, for the first time, a compression sprayer with an extension tube from the valve to the nozzle. It included the irrefutable statement, "The **Best** Guarantee of any Product



In 1929, Hudson Manufacturing Company moved its corporate offices to Chicago and officially changed the name of the company to H. D. Hudson Manufacturing Company, to avoid confusion with another local manufacturer.



to the Consumer is the Fundamental Honesty, Business Sagacity, and Good Word of the Man Behind the Goods."

In 1927, a sales office and service warehouse was opened at 43-45 Main Street, San Francisco, Calif., to better serve the tremendous growth in that area. The company also opened a sales office in Chicago in the McCormick Building on Michigan Avenue.

That same year, Albert Lea Sprayer Company, Albert Lea, Minn., manufacturers of Utility brand compression and hand sprayers was acquired. This business was moved to the Hastings factory. The company also acquired Owatonna Metal Products, Owatonna, Minn., manufacturers of the Kleen-Ezy brand of poultry equipment and sheet metal products. This business was moved to the Minneapolis sheet metal factory.

Hudson also published the first issue of *Hudson Tells What, When and How to Spray* with "Spraying Hints" that closely match today's recommendations of the sales theme, "How You Spray Does Make A Difference." It also included the first spray calendar.

Illustrating the diversity of product lines offered by Hudson at the time, in 1927 the company published its first *Garden Tool Catalog* showing a complete line of Pull-Easy hand cultivators and lawn rakes, hill and drill seeders, single and double-wheel cultivators and high wheel garden plows.

Hudson's current corporate trademark design, combining a diamond and an H, known as the "Diamond H," was

introduced in 1927. In 1949, the slogan, "Sign of the Best Buy," was added to the mark.

Though most people may think corporate branding is something new, in 1928, Hudson was already building a brand around its founder. The 1928 *Sprayer Catalog, No. S23*, told for the first time the story of H. D. Hudson's life and included the picture of the log cabin where he was born.

In 1928, the Hudson Company purchased the sheet metal division of the Wm. Warnock Company of Sioux City, Iowa. The plant, which was closed, was reopened in 1929 to better serve the customers of the Omaha sales and service branch.

On April 1, 1929, to support the company's activities as a manufacturer selling products throughout the United States and overseas, the company's general office was moved to Chicago at 589 East Illinois Street.

This Chicago site began as a relatively small operation with 40 people. It expanded over the years to about 100 people and occupied 15,000 square feet of floor space. One of the reasons Hudson selected the Chicago location was that the building was connected to the famous Chicago Tunnel Railroad. This was an underground railroad that served many principal buildings in and around downtown Chicago. Underground and away from street traffic, it not only facilitated deliveries of merchandise, but also delivered coal and removed the ashes. Less-than-carload deliveries were brought to and from the company's warehouse via the tunnel; a rail siding served for deliveries of carload shipments.

## SPRAYING CALENDAR

The Figures of the Mixtures or Remedies in this Calendar Refer to the Numbers of the Different Formulas.

DISEASE OR INSECT	CURE	First Spraying	Second Spraying	Third Spraying	Fourth Spraying	Remarks and Edition	
Coddling Moth	Anasazone 10 Bordeaux 1 or 2 Lime Sulphur 1 Bis. to 20 gal.	As soon as blossoms fall	2 to 10 days later	30 days later	45 days later	Litter spraying if moths should be found with blossoms still on tree. Use lime-sulphur spray by hand when trees are about 10 ft. high.	
Box-Jane Scale	Bordeaux Mixture 1 or 5	Late in fall, late in winter or very early spring	Just before blossoms open	Within a week after blossoms have fully opened. Borate 1 or 3	Same 7 to 10 days later	Repeat 10 to 12 days after	The sprayer just be- ing started will be very essential for such trees.
Woolly Aphid	Kerocene Emulsion 8	When trees are in full leaf				Don't use strong spray when trees are in full leaf.	
<b>APPLE</b>							
<b>ASPARAGUS</b>							
<b>BEAN</b>							
<b>CABBAGE AND CAULIFLOWER</b>							
<b>GARNATION</b>							
<b>Leaf or Cutworm</b>							
<b>Leaf Spot</b>							

SPRAYERS AND SPRAYING CALENDAR

12

As part of its ongoing education efforts to ensure safe and effective use of chemicals, H. D. Hudson Manufacturing Company began including spraying calendars and guides in its catalogs.



With the move to Chicago, the corporate name was also modified to *H. D. Hudson Manufacturing Company* to avoid confusion with another Hudson Manufacturing Company, a manufacturer of flavoring extracts established in Chicago.

Farm equipment continued to be a large part of H. D. Hudson's business. *Catalog 153* was issued in 1929, and covered farm buildings designed and equipped by Hudson. It had complete building plans showing a full line of equipment. It also featured Hudson's factory-assembled stalls that offered economy in shipping and greater convenience in installing. The first complete *Catalog of Poultry Equipment*, *PE-1* was also issued in 1929. It featured the Kleen-Ezy Line and introduced the first Hudson coal-burning brooder.

To more effectively operate its wholesale division, H. D. Hudson established the Hudson Equipment Company division in 1929. This division operated as a wholesaler of the complete Hudson line to dealers, and sales and service branches were established in Minneapolis, Omaha, and later in Milwaukee and in Columbus, Ohio.

It was also during this timeframe that H. D. Hudson marked a rather important anniversary. In 1930, the company celebrated its 25th anniversary, commemorating 25 years of dependable service.

The company's slogan commemorating the event was "A Quarter Century of Progress." It featured a drawing combining the Perfection compression sprayer, two western hemispheres,

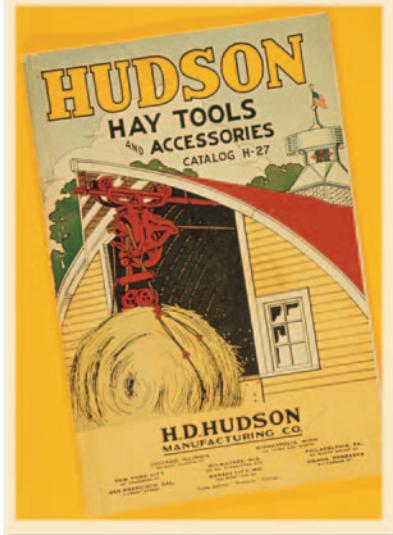
a clock, and the statement, "Somewhere this minute - Hudson Sprayers are making work more profitable, speedier, safer, and the world a healthier place in which to live."

As an indicator of Hudson's growing role in the international market, it was in the 1930s that Hudson's first International Catalog and the booklet, *Hudson Tells When, What and How to Spray*, were translated into Spanish and printed in Cuba. Also, the new *Sprayer and Duster Catalog* for that year, *No.S25*, highlighted Hudson's worldwide activities.

After a quarter-century in business, the 1930s also marked the introduction of service pins for H. D. Hudson employees. These award pins were given in recognition of periods of continuous service over one, three and five years, and every five years thereafter. The pins were customarily awarded at annual meetings or holiday parties. As of now, two employees have received awards for over 55 years of service and four have received awards for 50 years of service to the firm.

H. D. Hudson also continued its product innovation throughout the 1930s.

- In 1931, *Barn Equipment Catalog B-26*, with the slogan "Farm Tested and Proved," introduced Hudson's first milking parlor stalls. It also featured Hudson's new fused aluminum finish, a superior protective coating for steel and iron that preserved the original appearance and greatly lengthened the service life of stanchions, stalls, pens and other equipment. *Catalog LG-26* was published



This catalog, published in 1931, featured Hudson's line of Hay Tools and Accessories.



Because many of H. D. Hudson Manufacturing Company's customers were located in rural areas, traveling displays were often used to showcase product lines.



the same year, featuring Hudson lawn mowers, garden tools, coaster wagons and farm accessories.

- Lawn mowers had become an important item in both wholesaler and dealer channels. *Catalog WS-3, Pumps and Well Supplies*, the first separate catalog on this line, was issued in 1931 by Hudson Pump Corporation, a division of the company, with factory operations in Oshkosh, Wis.
- Also in 1931, *Catalog H27, Hudson Hay Tools and Accessories*, was published. It carried the warning: "Do not buy your hay carrier equipment on a competitive bid of price. Buy only on a competitive bid of service and quality; not how many dollars, but how many years of satisfactory and uninterrupted service." That slogan is as true today for any of Hudson's products as the day it was issued.
- In 1933, *Catalog B-28, Tested and Proved Barn Equipment*, featured Hudson's positive Anchor System, which more permanently anchored stalls, stanchions and pens.
- *Catalog E-33, Hudson Poultry Equipment That Earns Its Way And A Profit*, was also distributed in 1933 and it featured Hudson's first oil-burning brooder.
- In the same year, *Catalog S-27* was published and carried the slogan "A Hudson Sprayer For Everybody, Everywhere." It introduced the 300 Series Electric Sprayers, which were to be in great demand by the armed services in World War II, and by the pest control industry. It also offered the first of a series of Ranger and Forester fire pumps.

During 1931-33, the Great Depression proved to be the deathblow to many large, well-established and seemingly financially strong institutions. The Hudson Company made it through these trying times by tightening its belt, conserving its assets, and continuing to fight for business and a bigger share of the market.

It's a real tribute to Hudson management that not a single payroll was missed, even in 1933, when President Franklin D. Roosevelt issued a decree closing all banks and freezing all their deposits until examination showed them financially able to reopen and continue business.

When the banks closed and accounts were frozen, companies were faced with two choices. One was to spend what money they had only on the most essential things. The second was to secure credit against the day the freeze was lifted.

For payrolls, many companies issued "their own money" referred to as scrip. Scrip was just a promise to pay and was supported by nothing but faith. People later took their scrip to banks in the hope the bank would trade currency for the scrip. Many did not.

During the freeze, Hudson's sole bank support was in Minneapolis. While many banks either did not redeem scrip or else discounted it, the scrip issued by the H. D. Hudson Manufacturing Company was paid by the bank at full face value, and because of its financial stability, the company redeemed the scrip in full.

# Chapter VII

## THE WAR YEARS

1935  1944



Despite the challenges presented by the financial turmoil of the era, The H. D. Hudson Manufacturing Company emerged post-Depression as a stronger company with a broad range of product lines and was poised to move headlong into the next decade.

The period from 1935 to 1945 had a great impact on the company and its further development. As the Depression waned, and a slow return to more normal conditions followed, The H. D. Hudson Manufacturing Company continued to expand its drive for a more dominant position in the markets it served. These markets were still primarily the farm and family garden and, to some small degree, industrial and commercial sectors.

In August 1935, the company purchased the Miller Manufacturing Company, Rockford, Ill., manufacturers of poultry brooders and allied equipment, to further expand its poultry equipment line. The manufacture of all poultry equipment was subsequently concentrated at the Rockford facility and, from that modest start, a modern facility was developed.

- Catalog 5-29 was issued in 1935 and introduced the first compressed air sprayer with "Nu-Eez" funnel top, another Hudson first. It contained the factual slogan, "You can't live far from a source of Hudson supply".
- Also in 1935 came *Poultry Equipment, Catalog E-35*, which carried the slogan "Hudson poultry equipment for safety,

efficiency, dependability, durability, convenience—at low cost." It featured the first Sales Maker display to help dealers properly show and sell Hudson poultry equipment. While sophisticated Point of Purchase materials are commonplace today, this was considered rather innovative at the time.

- In 1936, the slogan, "Ever Forward With Seasoned Skill," was first used in the company's literature. Two new catalogs were issued. *Barn Equipment Catalog B-30* featured a new line of chain-tie stalls with the slogan, "Have pasture comfort in your barn—it pays." Also published was *Catalog S-31* on Hudson Sprayers, which introduced Hudson's first sprayer display rack and sales help for the dealer.
- Catalogs published in 1937 were *Poultry Equipment Catalog, E-37*, which introduced Hudson's first gas brooder and the first of a line of electric brooders; and *Catalog S-32 on Hudson Sprayers* that featured another Hudson first, the first open-top compression sprayer.
- In 1938, the *Poultry Equipment, Catalog E-38* presented a new line of electric cabinet brooders, which became popular



During World War II, The H. D. Hudson Manufacturing Company proudly provided products to the American military and its allies. These products were very effective at helping troops reduce disease and ensure the safety of the food supply.



in World War II. People even used them to raise chickens in their basement as a family food supply. It carried the slogan, "Flock Tested and Proved."

- The new *Poultry Equipment Catalog, E-40*, in 1940, put new emphasis on the famous "Kleen-Ezy" line to raise chickens as a source of good, wholesome food at low cost. It also presented sales helps for the dealer.
- *Catalog WS-65*, a more complete catalog of water systems, pumps, cylinders and well supplies was issued in 1941.
- In 1944, *Catalog S-200, Hudson Sprayers and Dusters*, introduced "Nu-Action" pumps for continuous and intermittent hand sprayers.

Throughout the late 1930s, there was obviously a lot going on at H. D. Hudson, but there were also events unfolding around the world that would ultimately impact the company.

In 1939, Europe plunged into World War II, and although the United States supported its allies with war materials armament, ships, food and money, our country did not become openly involved until Pearl Harbor was attacked in December 1941.

After this time, businesses of all types faced serious restrictions. Materials were allotted on the basis of "needs most important and necessary for the war effort." Manpower was sharply restricted. Younger men were called into the service and older men were assigned jobs deemed necessary to support the wartime economy.

The H. D. Hudson Manufacturing Company quickly and actively engaged in its contribution to the war effort, producing items needed for the armed services and for food production, a responsibility it carried with great pride.

Hudson's sprayer and duster factory at Hastings was taken completely out of production for civilian needs for over two years. During that time, it manufactured various patterns of sprayers and dusters for the armed services under high priorities, producing patterns that fully met the strict standards the armed services had set.

Perhaps the most gratifying aspect of this assignment was the part Hudson sprayers and dusters played in decontamination and in protecting the lives and health of our men in service (and civilians in foreign countries) from deadly diseases. A framed letter from the Surgeon General's office to the Company recognized and commended that effort.

In 1940, *Catalog S-35, Hudson Sprayers*, featured Hudson's power sprayers that were supplied to the armed services in substantial numbers during the war. It included the Peerless and Commodore units with "oil-drum" tanks, and the Defender, one of the first compact power sprayers.

Poultry equipment also was intensely important to the war effort, because poultry in tremendous quantities was needed to feed the U.S. population and its allies. The company was called upon to maintain high production, for which the essential raw materials were provided. Both of Hudson's plants in Rockford, Ill., and Oshkosh, Wis., (to which a

# EDUCATING THE POPULATION

With the war effort in full swing in 1942, H. D. Hudson looked for other ways that industries could band together for the common good. H. D. Hudson believed that if the manufacturers of sprayers and dusters could get together into an association, substantial strides could be made in broadening the market for sprayers and dusters through cooperative public relations efforts. Informal meetings were initiated, with H. D. Hudson serving as chairman and D. P. Lewis as secretary and treasurer, to collect such funds as would be necessary to cover meeting costs.

In 1945, R. C. Hudson, then president of H. D. Hudson Manufacturing Company, followed through on this effort and invited other manufacturers to an organizational meeting. As a result, the National Association of Manufacturers of Sprayers and Dusters, later to be known as the National Sprayer and Duster Association, was formally organized. R. C. Hudson was the first president and D. P. Lewis the first treasurer. The purposes of the Association, as stated in its Certificate of Incorporation, were as follows:

To promote and further the interests of manufacturers of spraying and dusting equipment in connection with the manufacturer and distribution thereof, and to conduct research and educational programs relating thereto; to carry on promotional industry advertising; and to promote such standardization of products as will best meet the needs of the public and of this industry.

To collect and disseminate information of value to the industry and to the public; to provide for the industry suitable

representation before legislative committees, governmental bureaus, and other public bodies, on matters affecting the industry. To do such things as are permitted or required under government regulations to promote a spirit of cooperation throughout the industry for improved production, proper use and increased distribution of the industry's products; and to improve the quality and performance of its products.

Among the many outstanding results of the National Sprayer and Duster Association's public relations efforts was the preparation and production of a 40-page brochure, *Sprayer and Duster Manual for better living everywhere*. This became a virtual textbook for editors, writers and others involved in writing about control of insects, plant disease, weeds and other pests in and around home, agriculture and industry.

A series of "How" conferences were another bright spot in the National Sprayer and Duster Association's PR campaign. These conferences gathered editors and garden writers together to view actual demonstrations of various manufacturers' products. In connection with these "How" conferences, a publication called *Outdoor Housekeeping* was published and widely distributed throughout the country. In 1970, the Association embarked on its most far-reaching public relations activity. This was the production of 30-second and 60-second television public service spots. The Association produced and distributed six different spots and more than 3,600 public service TV films were distributed for a total of 7,278 exposures and an estimated audience of 507,601,940.



substantial part of the program had been transferred because Rockford alone could not handle the demand), operated at full capacity all during the war and for several years thereafter.

Unfortunately, it was also during the war years that tragedy struck the company. In 1943, the company suffered a great loss and a severe shock with the death of its founder and president, H. D. Hudson, the "Man Behind The Goods."

R. C. Hudson, who had been active in the business in all its phases since 1932, was elected president and treasurer. Under his leadership and direction, the corporation entered a new period of development and expansion.

R. C. Hudson recognized, in 1945, with the war coming to an end, that American business would have to assume responsibility for relieving the tremendous shortages caused by the war, the "do-with-outs" the public had cheerfully accepted. He recognized that rationing and allotments were

over and that competition for these new markets would be very keen. If H. D. Hudson Manufacturing Company was going to prosper, now was the time. But it would take careful review of the operations to make sure the company was headed down the right path.

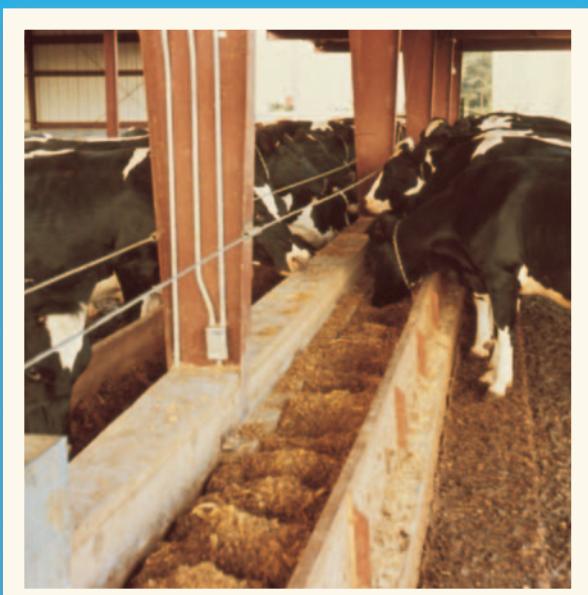
As a result of this corporate self-examination, every line was carefully studied for possible areas for product improvement and research was conducted to develop new products to meet changing needs. Every factory was completely overhauled, re-tooled and re-oriented for higher-speed production; for higher standards of quality and performance; for cost savings that could be passed on to the customer to make the product an even better buy. H. D. Hudson's office facilities were expanded and a completely new sales organization with new goals and objectives was developed. All of these changes, made under R. C. Hudson's personal supervision, turned out to be essential elements for the company's postwar growth.

# Chapter VIII

## A NEW ERA

1945  1954

**W**ith the war over, the next 10 years represented further changes in the agricultural market and its needs. In the never-ending effort to reduce costs of production and the man-hours required to raise poultry, radical changes occurred. Farm flocks disappeared and gave way to integrated systems of large-volume production of chickens for broilers, eggs and turkeys.



In the post-war period, changes in farming and farmers' needs spurred a great deal of growth at The H. D. Hudson Manufacturing Company.

This brought a need for new, more efficient equipment—automated feeding, watering, litter removal, heating and ventilating systems as well as an added need for sanitation and egg handling equipment. The distribution pattern for this equipment also changed. The days of the old-line wholesaler-to-dealer-to-grower relationship were gone. Now, companies were dealing direct with larger growers raising thousands of birds, or selling to the feed manufacturer serving large growers.

More efficient and labor-saving methods followed in hog production, as it, too, moved into more specialized operations. Greater confinement of the hogs from birth until market brought a need for new and better equipment for housing, brooding, feeding, watering, heating, ventilation, animal waste removal and sanitation.

Beef and milk production also went through marked changes in the efforts to reduce costs and lighten the burden of man hours required. New and more efficient methods called for new ideas in feeding and watering systems, litter removal, loafing barns or areas, to improve milk production and beef production.



During the late 1940s and early 1950s The H. D. Hudson Manufacturing Company began promoting and producing more agricultural products such as feeding and watering troughs to meet the nation's growing demands.

During this decade Hudson also saw the demand for sprayers increase in both the consumer and commercial/industrial markets as more businesses and families began moving to the suburbs.

Following the war years, as the materials situation eased and the population growth demanded more homes, cars and better transportation facilities, a tremendous expansion followed in both urban and suburban living. This greatly expanded the market for lawn and garden equipment including hand and power sprayers.

As industry expanded to meet sharply increased demands, many businesses moved out of the congested areas, and into suburban locations and industrial parks. Industrial area lawns, shrubbery and flowers had to be cared for. Parking lots, driveways and railroad sidings serving these businesses also needed weed control. There was greater emphasis on plant sanitation and employee health and welfare. Thus, the industrial and sanitation markets became an important part of The H. D. Hudson Manufacturing Company's activities.

The growth of recreational facilities to meet the needs and desires of the rapidly growing population also resulted in more golf courses, parks, playgrounds, swimming pools, forest preserves, vacation homes, camps and hunting and fishing lodges. These developments brought increased demand for many of the company's products to safeguard health, ensure comfort, provide sanitation and to protect flower and vegetable gardens, shrubs, and trees from the ravages of insects, weeds and plant diseases.

These changes created the demand for improved, more efficient equipment and new products, all of which the company moved to meet with a high degree of efficiency

and success. Other businesses were selectively acquired to further diversify the company's activities and to provide additional manufacturing facilities to reach market areas more efficiently and economically. Products no longer needed in the company's plans were phased out.

In January 1945, the company sold all of its dies, tools, jigs, patterns and material used in the production of garden tools to Union Fork & Hoe Co., Columbus, Ohio. The decision to sell off this portion of the business was made in order to reallocate the capital, space and manpower that had been invested in garden tool production to the development of product lines that fit in better with the company's plans.

Over the next two years, Hudson also sold off its potato digger chain link, grain saving guard business and its well supply business. During the same time period, the company purchased the dies, tools and equipment to make the Stauffer duster at its Hastings plant as a genuine Hudson product. And the gas brooder business of H.W. Hart Manufacturing Co., Inc. was purchased in August 1945, to improve and enlarge the company's poultry and turkey line.

In March 1947, the building at 43-45 Main Street, San Francisco, which had housed the San Francisco office and warehouse for many years, was purchased by the company.

That following year, *Hudson Tested and Proved Sprayers and Dusters* introduced the Hudson Presto-Seal Compression



Following the War, the use of chemicals for agriculture and pest protection became more widely accepted. With this wider acceptance the company felt a need to step up its educational programs.

Throughout the years, H. D. Hudson has employed a variety of advertising vehicles to spread the word about its products. Even the Marx Brothers joined in on the fun, shown here with a Hudson Sprayer.



Sprayer (Catalog 306), the forerunner of the famous Simplex Inner-Seal Sprayer, another first in the industry. It also presented the first of a new line of Industro sprayers for the professional trade as well as welded steel tanks on Peerless power sprayers, and a new compact power sprayer called the Clipper.

In 1949, more innovations in the sprayer category emerged as Hudson introduced the "Simplex Inner-Seal" feature for compression sprayers. Also shown for the first time this year were the Hudson Favorite Sprayer with the new Saf-T-Lok closure; Nebu-Lizors, a type of hand sprayer with a 4-jet nozzle; a 2-spray nozzle for continuous sprayers; the Matador compact power sprayer; and Peerless Super-Power skid and wheel mounted power sprayers; power sprayer trailers, booms, and spray guns.

As R. C. Hudson continued to push toward tightening the focus of the business, in March 1951, the plant at Sioux City, Iowa, was closed and the tools and machinery were moved to other Hudson plants. This same year, the company opened a sales and service branch in Atlanta to better serve customers in the Southeast.

In 1952, Hudson introduced two additions to its power sprayer line. They were the Petey power take-off sprayer and the Dusty power take-off duster, both for use on farm

tractors. In 1953, *Booklet 659 on Hudson Poultry and Livestock Equipment* introduced a new infrared brooder.

The same year, *Catalog 806 on Hudson Sprayers and Dusters* presented the X-Pert professional sprayers, which embodied features developed to meet standards established by the World Health Organization (WHO) of the United Nations and used on all sprayers Hudson supplied to them. Also shown were two new Sales-Makers: SM15 5-Spray Nozzle Sales-Maker and the SM200-Spray Hose Sales-Maker.

The first meeting of the "Just Getting Started Club" was held in Minneapolis in December 1953. Membership in this club was open to persons with 25 years or more of continuous service to the company.

In July 1954, the company purchased the barn equipment division of United Co-operatives in Ravenna, Ohio. This provided a substantial increase in the barn equipment business. The plant at Ravenna was renovated and set up to manufacture stock tanks to serve growing Eastern and Southeastern markets.

*Catalog 491 on Hudson Power Sprayers*, issued in 1954, showed the first Suburban compact power sprayer and the improved Peerless power sprayers with piston pumps of up to 8 gpm outputs.

## AROUND THE WORLD

While the H. D. Hudson Manufacturing Company was leading innovations in this country, the company's leaders knew that innovations were also taking place in other parts of the world. So, in 1950, R. C. Hudson, Sr.; R. C. Hudson, Jr.; William Dickison; Roy Russell; and B. H. Doble, all members of the company, made a trip to Europe to visit companies in Italy, France and England who manufactured sprayers, dusters and allied equipment.

The group visited European manufacturing facilities and discussed the possibility of mutually producing and marketing products in which Hudson had a recognized expertise. These meetings were to determine whether or not it would be in the best interests of the company to consider entering into such business agreements, and the effects such mutual production and promotion programs would have on the company's foreign trade.

Hudson had learned earlier that the World Health Organization (WHO), whose headquarters were in Geneva, was considering a cooperative program with countries in various parts of the world that would involve broad-scale campaigns for the control or eradication of malaria and other vector-borne diseases. It had been demonstrated that DDT, applied as a spray within homes, would kill adult mosquitoes and thus break the cycle of transmission of malaria from one person to another, thereby controlling or eradicating the disease. Doing so would save millions of lives, and spare many others serious illness or disability.

While the Hudson group was in Europe, it made contact with members of WHO, where the WHO program of malaria control was explained. R. C. Hudson assured WHO that his company was in complete accord with the humanitarian aspect of its program,



The H. D. Hudson Manufacturing Company has taken an active role working with organizations around the world such as the World Health Organization (WHO) to promote efforts to eradicate disease through pest control.

and would be willing to furnish its expertise in developing application equipment needed for such programs.

As a result of this meeting, and the standards ultimately formulated by WHO, a prototype sprayer was developed that was specifically designed for WHO's eradication efforts. Following successful competitive bidding, the production of this sprayer began and shipments were made to the many countries engaged in the program. Soon, this unit became known throughout the world as the Hudson X-Pert® Disease Vector Control Sprayer. Hudson has since supplied many thousands of these sprayers to countries engaged in the malaria and disease vector-control program.

WHO was a fledgling organization of the U.N. when they met with the Hudson group. They were going to embark on a spraying program, but had yet to establish standards for equipment.

R. C. Hudson, Sr., suggested to WHO that they establish tough performance specifications that excluded naming any manufacturer. If done that way, any manufacturer who could meet the standards could become a supplier.

The WHO standards committee did just that. They specified that a product must withstand certain chemicals and materials, perform as prescribed, etc. They did not spell out any type of sprayer design nor did they name any brand to emulate. They anticipated that a sprayer that met their specs would have an effective service life of about three years.

Based on the company's Simplex Perfection sprayer, Hudson crafted an X-Pert sprayer that met the WHO specs. As these sprayers found their way into various disease vector control programs, it became obvious to users that the X-Pert sprayer was definitely the sprayer of choice. Not only did they perform, but they held up to rugged use even in extreme tropical climates. In fact, a 20 or 30 year sprayer lifetime became fairly common.

Hudson's reputation with WHO and user nations has been enhanced over the years, not only by the performance of the sprayer, but by extraordinary customer service and backing of the product. An example was when a supplier provided tubing that failed in the field, Hudson recalled all sprayers so equipped and quickly replaced them.

Other manufacturers in the world have attempted to copy or match the Hudson X-Pert sprayer over the years, but have invariably failed to meet Hudson's sprayers' performance.

The Hudson X-Pert sprayer is still the sprayer of choice for disease vector control throughout the world. Further, some of its components and much of its technology have been carried over into the consumer and professional sprayers in the current Hudson line.

# Chapter IX

## ANOTHER MILESTONE

1955  1964

The year 1955 marked The H. D. Hudson Manufacturing Company's 50th anniversary and the completion of a half-century of service to its customers throughout the world. R. C. Hudson's effective leadership as president since 1943 enabled the company to achieve its highest level of sales volume up to that time, to record continuing profits, and to pay annual dividends to its shareholders. The company continued to provide profitable employment to several hundred employees in factories, in offices and in field sales. The policy of growth, expansion and development of the markets continued.

The company's 50th anniversary was commemorated with a special emblem reading "Golden Anniversary, 50 Years of Leadership." This logo was used in printed materials and on letterhead. Compression sprayer tanks and other Hudson products were painted gold, instead of the usual red, to symbolize the event.

Though the company had recorded a half century in business, no one at The H. D. Hudson Manufacturing Company was content to rest on past achievements. In February 1955, Hudson leased a larger building in Kansas City, Mo., to provide facilities for the sales and service branch that would better serve its Omaha Division and the growing Southwest markets. Not long after, a new stock watering tank manufacturing facility was built across the river in Overland Park, Kan. It also became a warehouse for compression sprayers and parts, and served as the headquarters office of Ray Mueller, division sales manager.

Also in 1955, the company introduced the first Hudson stainless steel poultry trough waterers, Lektrik floating

tank heaters, and a new Roto-Feeder for hogs. In 1956, a new line of all-purpose Peerless power sprayers with .5 and 10-gpm piston pumps was introduced. That same year, the company's Philadelphia sales and service branch was closed, and its activities were consolidated with the New York Division.

Throughout these years, Hudson also continued to build on its commitment to educate end users. In 1958, *Sprayer and Duster Catalog, 596-1* carried the slogan, "You're Right with Hudson, Hudson Sprayers and Dusters are Best for Applying Pesticides." It listed 10 important facts on proper application. It also introduced Winner compression sprayers, Bak-Pak power duster, the Commando compact power sprayer, and Porta-Power power sprayers. Also, in 1958, Hudson introduced the Hercules gutter cleaner.

In 1960, product innovation continued as Hudson introduced a new feeding system for broilers and turkeys, which was well received and enabled the company to



During this time, Hudson products were being used for a variety of environmental purposes from insect abatement to crop protection.

1955 marked 50 years in business for the company. All catalogs and literature from that year carried the "Golden Anniversary" logo.



acquire a toehold in this growing market. That same year, Hudson introduced new boutique-type lithography on its hand sprayers and dusters, the new Spra-Boy compact power sprayer, and the first Spray/Dust Headquarters, an assortment of goods on a permanent display fixture.

In 1961, in *Sprayers and Dusters Booklet 566*, Hudson told, "How to do the job **right** with the **right** Hudson sprayer and duster." It answered 11 key questions on how to spray your yard and garden, and how to choose the right sprayer or duster. During the same year, Hudson introduced the Peerless Power Sprayer with new Ten-O-Matic diaphragm pump.

Though product innovation was a constant during this period, so were H. D. Hudson's efforts to focus on productive business and to jettison any business units that were not core to the company's strategic direction.

With this in mind, in 1963, the Rockford factory added sow feeders and waterers to complete a line of equipment for the growing market of automated hog raising systems and farrowing houses. Later that year, the name of the Hudson Equipment Company was changed to Hudson Profi-Matic Division to better identify its products.

The following year, H. D. Hudson's De Pere, Wis., barn equipment factory was closed, and all production was moved to the Rockford factory. In November 1964, the assets and customer lists of Lofstrand, a manufacturer of sprayers and water-type fire extinguishers and a strong competitor during the World War II period, were purchased.

Also, in 1964, some items of equipment pertinent to the company's activities in the stock tank market were purchased from Felker Bros. Manufacturing Co., manufacturers of stock tanks.



During this decade, The H. D. Hudson Manufacturing Company saw a rapid growth in its international operations.



It was also in the early 1960s that the growing international use of Hudson's sprayers was becoming evident. In 1960, H. D. Hudson International, Ltd. issued *Catalog 566S*, printed in Spanish, showing the complete line of Hudson sprayers and dusters.

A few years later, in 1964, H. D. Hudson International Ltd. was formed as a foreign-based, wholly owned subsidiary to provide better access to, and acceptance in, Canada and some Caribbean areas. A new corporation, Productos H. D. Hudson de Mexico, S.A. de V.C., was also formed in Mexico in 1964 to protect Hudson patents and business in Mexico and to explore opportunities to develop the Mexican market.

Internally, Hudson was also making changes. In May 1960, Hudson founded its "Up and Coming Club" with the Chicago chapter holding its first meeting. Twenty-one members were present at this meeting, and other chapters were subsequently set up at the factories and sales and service branches with service pins awarded during meetings. The sales department chapter was formed, and its meetings were held in conjunction with annual sales meetings.

Membership in the Up and Coming Club was for persons with 10 or more, but less than 25, years of continuous service to the company.

The company also continued to look for ways to streamline and modernize its administrative facilities. In February 1963, after an extensive survey by R. C. Hudson, Jr., then the company's vice president, an electronic data processing system was installed at the Chicago office. The system included all branches and factories and provided important and helpful information to the company's principal accounts.

Also in 1963, following a study of the Chicago office filing system by Record Controls, Inc., and recommendations of Micro-Systems, Inc., micro-filming record retention systems were set up.

With an eye toward progress at the company, the early '60s also served as a milestone for the Hudson family. In 1962, the Michigan Historical Commission declared the Hudson Farm in Ganges, Mich., a *Michigan Centennial Farm*.

# SETTING THE RECORD STRAIGHT ON A “SILENT SPRING”

In 1962, Rachel Carson's book, "Silent Spring," received substantial publicity on the belief that pesticides can build up in soil and become harmful. The fear was comparable to the unfounded concern at the time that fumes from coal-burning locomotives would set fire to crops and electric wires over crops would contaminate food and affect people and livestock who ate it.

Upon publication of the book, the U.S. Public Health Service released an announcement saying there was no known record of any human dying from contact with pesticides. The U.S. Department of Agriculture released a study that indicated that there would be no negative affect to people if insecticides are applied properly, and there is no residue on food when brought to the table. The National Agricultural Chemical Association, Manufacturing Chemists' Association, and Chemical Specialties Manufacturers Association all released statements to refute the opinions in Carson's book. They also stated that it was well recognized by qualified technical experts that the pesticide industry had made a major contribution to health and welfare in the United States and throughout the world.

It is worth noting that, since 1917, H. D. Hudson Manufacturing Company has advocated the correct application of pesticides for both efficacy and safety. In that year, the Company's sprayer catalog included a list of chemicals, how to mix them and apply them.

In 1958, the company's *Sprayer and Duster Catalog* listed "10 Important Facts" of spraying, stressing proper application—placing chemicals on target in recommended amounts—without waste or "haphazard drenching." This was primarily intended to show the proper application of Hudson sprayers as compared to hose-end guns.

Also, in 1958, the company's magazine advertising, reaching millions of homeowners, emphasized proper application. Since then, virtually all the company's printed matter—catalogs, folders, magazine, radio, television and public relations programs have stressed or included messages on proper, controlled application of pesticides, "...for best results and to protect the environment."

Public relations programs were particularly effective in informing the public and those who had a special interest in pest control. The slogans, "How You Spray Does Make A Difference" and "The Right Way To Spray," have been used in advertising and promotions. Millions of TV viewers have seen similar public service messages produced by the National Sprayer and Duster Association.

During 1968-69, The H. D. Hudson Manufacturing Company developed a strong public relations program to overcome unfavorable publicity about the use of so-called persistent pesticides such as DDT. The company also sought to develop new products and better ways to apply spray materials. It was

apparent that precise directions were necessary as to the amount of pesticide to be applied, right where the problem is, and not broadcast over the area, as with a hose-end gun. Emphasis was placed on the ability of Hudson sprayers and dusters to accomplish safe and efficient application.

This public relations program was designed to develop positive attitudes on the use of chemicals required to do the job and of the proper application of insecticides and herbicides. A slide presentation on correct pesticide application titled, "How You Spray Does Make A Difference," was devoted exclusively to the education of viewers. It was presented to garden editors of newspapers and consumer magazines, to departments of entomology, plant pathology and horticulture at colleges and universities, schools and garden clubs, many of which used it in classrooms and meetings. It was also presented at trade shows and to manufacturers of pesticides, who of course had a vital interest in this subject.

Rachel Carson's book, some government agencies, and self-styled environmentalists, offered the public a one-sided, often distorted picture on the use of pesticides. The H. D. Hudson Manufacturing Company, along with many others, has attempted to inform the public, and especially the home gardener, on the need and value of pesticides and of proper application.



During the 1960s, The H. D. Hudson Manufacturing Company took an active part in an industry-wide public relations campaign to inform consumers about the safe and proper way to use and apply chemicals.

# Chapter X

## CHANGING OF THE GUARD

1965  1974

**T**his 10-year period showed a continuing growth in the company's activities: in its position in the markets it served; in its internal operations; and finally in sales volume, which the company had seen increase by several hundred percent over sales prior to World War II.

With all the success the company had experienced until this point, the period between 1965 and 1975 would also provide its share of challenges.

In August 1965, at a special meeting of shareholders, the articles of incorporation were amended to provide that the existence of the corporation shall be perpetual. The following year, longtime president R. C. Hudson resigned his position and was elected Chairman of the Board, and Treasurer. R. C. Hudson, Jr., who had been working as Executive Vice President, was elected as the company's new President and Chief Executive Officer. R. C. Hudson had wanted his son to assume the position as president of the company, although he felt his resignation as president was the only way to enact the change prior to the company's board elections.

R. C. Hudson, Jr., grandson of founder, H. D. Hudson, and son of R. C. Hudson, had served the company in various capacities for many years. His thorough insight and knowledge of the company's operation provided the essential experience to continue its further growth and

development. Under his leadership, The H. D. Hudson Manufacturing Company continued to secure an even larger and more dominant position.

The company's new president was supported in his position by a highly capable staff. They brought the enthusiasm, the determination to succeed in their assignments and the flexibility of thought and action necessary for the company to keep pace with the many changes in use, development, and distribution of products the market demanded.

In October 1967, shortly after taking his seat as Chairman of the Board, R. C. Hudson passed away following a short illness. He had continued his supervision of product research and development until his untimely death.

Following his father's passing, R. C. Hudson, Jr. instituted the R. C. Hudson Memorial Award to honor employees who had given exceptional service to the company. The recognition is noted by engraving the honored person's name on a metal plaque, which has this inscription written by R. C. Hudson, Sr.



These two ads from the late 1960s illustrate The H. D. Hudson Manufacturing Company's different approaches to the market. Both consumer education and product promotion took a central role in ad campaigns during this time.



*Let us look forward, not backward, except to see where we started and where we are now; but most of all—again—look forward with determination to increase our skills, our productivity, our profitability, and our service to mankind—utter resolution to deliver success.*

As of early 1976, the recipients and the dates of their awards were V. K. Rawitzer, Aug. 27, 1968; and William Dickison, April 17, 1972. The plaque is displayed in the Chicago office.

Within a few short years of this change in leadership, the company would find itself undergoing yet another change. This time, it would involve moving its headquarters after 40 years of operation at 589 East Illinois Street in Chicago. In April 1969, the office was moved to 154 East Erie Street. The new offices and up-to-date facilities afforded advantages in location, adequate space and better recruiting of personnel because of more desirable location and transportation facilities.

Throughout all of the changes the company faced during this period, several constants remained including the company's push for product innovation.

Three new catalogs appeared in 1965 featuring a range of new products including: Hudson's new water bowls with the new Safety Zone, a non-back-siphoning feature; new gas brooders with aluminum burners; one-piece ceramic reflectors; preassembled hovers; and a choice of Robertshaw, Hudson-Hart and Baso regulators. One of these catalogs also presented a new series of Sales-Makers, including Spray/Dust Headquarters with attractive sales helpers to provide the dealer with modern displays to fit a minimum of space.

The following catalogs appeared in 1966:

1. *Sprayer and Duster Catalog 660*, with a message that read: "You're **Right** with Hudson—You apply pesticides **right**, you benefit from the **right** features with a Hudson sprayer or duster." The Roto-Seal method of connecting the spray hose to a compression sprayer tank was introduced;
2. *Livestock Catalog 5603* introduced the new Profi-Matic feed lot system for beef and dairy cattle;
3. *Power Sprayer and Duster Catalog 460* for the first time offered tanks with a bonded stainless steel liner we named "Endural Bonded Liner" to better resist rust and corrosion from spray materials. Also introduced was the Hudson pulsation dampener feature to help assure non-pulsating spray discharge; and
4. *Power Sprayer and Duster Catalog 460-S*, issued by H. D. Hudson International, Ltd. It was printed in Spanish and showcased the complete line of Peerless power sprayers and dusters.

*Hog Equipment Catalog 86752*, issued in 1969, debuted the Profi-Matic Pig-To-Pork System, showing new ideas in farrowing pens, infrared gas pig brooders and heaters, catalytic heaters, confinement paneling, round and two-sided hog feeders.

This drive toward new products continued and in 1971, in response to dealer needs for "promotional" sprayers, Hudson introduced the Thrifty and Utility sprayers which, for the first time, had galvanized steel pumps, which did much to help

# hudson.

In 1969, Hudson introduced one of its most enduring advertising logos — the ladybug. Today, the Hudson Ladybug is recognized throughout consumer markets as a sign of quality.



The early 1970s marked a change in the way Hudson packaged some of its products, as an increasing number of retail stores were depending on point-of-purchase displays to help them move products.

distributors and dealers compete with the forerunners of the big boxes. Also in that month, the company was presented an award by the National Wholesale Hardware Association for its service to the wholesale hardware trade in 1971.

In January 1972, the company reintroduced the Industro sprayer line for industrial users. It featured a patented open-top construction and other features for this specialized use.

This year also marked a change in the way Hudson packaged many of its products. With an increasing number of retail stores depending on self-selling by shoppers, the company introduced sprayer cartons that were not only attractive but also provided helpful selling information. The first cartons, because of their self-selling quality, were known as "Buy-Me" cartons.

Hudson Cordless Electric Sprayers and Duralite compression sprayers made of polyethylene were introduced in February 1974. With the advent of these sprayers, another step was taken to increase the selling value of the company's packaging: full-color printing was introduced, thus providing real-life photos as well as adding the highest degree of eye appeal.

In its first year, the Hudson Cordless Electric Sprayer won the prestigious I-R100 award as one of the year's 100 outstanding industrial innovation in a competition sponsored by *Industrial Research Magazine*.

Again, product innovations were not the only things driving business at Hudson during this time. In November 1968, the company acquired a 70 percent interest in Pulvorex S.A. of Dieppe, France, with an option to acquire the remainder. This move improved the company's operations in the European market. H. C. Visee served as manager of production and sales of Pulvorex.

On the domestic front, in June 1966, a four-acre tract of industrial property in Overland Park, Kan., was purchased, and

a modern, one-floor building with truck ramps and railroad siding was constructed on it. In addition to giving the sales and service branch larger and more efficient facilities, the new building also housed a sheet metal plant to produce stock tanks and other sheet metal products for the Southwestern market.

At the corporate offices, these years also proved very dynamic for Hudson, which introduced new marketing programs, implemented innovative employee programs and continued to contribute to the industry as a whole.

The first of these corporate programs was unveiled in January 1966, when the company inaugurated the "Century-Plus" Awards program, which recognizes customers who have served the hardware industry for 100 years or more. The award was a handsome transistorized desk clock with appropriate inscription and was personally presented. As of early 1976, 18 companies received the award. Each year the company, with an appropriate letter, sent each recipient a fresh battery for the clock.

In one of its most visible branding efforts, 1969 marked the introduction of the Ladybug as a symbol associated with Hudson products. This symbol remains today as a major part of the corporate identity, having gained strong franchise in our markets.

For its customers, Hudson continued to stay on the leading edge of new concepts, when it instituted a variable work-hour program, commonly known as Flex-Time, in its Chicago office in 1973. This program provided better coverage for the customer service department and sales representatives, particularly in Eastern and Western time zones. It also aided in the operation of the computer and communications facility.

The streamlining and modernizing of company operations that were started by R. C. Hudson continued throughout the late '60s and early '70s. H. D. Hudson's Profi-Matic Division branch offices and warehouses at Omaha, Neb., and Columbus, Ohio,

# A HISTORY OF INNOVATION



were discontinued in 1966. Service to customers in those areas gradually had been replaced by the company's own PDQ truck delivery system. This new system, offering direct shipment from factory stocks, proved more satisfactory to customers. In August 1969, the sales and service branch at Long Island City, New York, was closed. Customers in that market requested shipments directly from the factory because of lower costs.

In June 1970, the Hudson Manufacturing Company, a Wisconsin Corporation, was merged with the The H. D. Hudson Manufacturing Company, as an operating division. The Atlanta sales and service branch was closed in July 1972, and the warehouse operation was changed to a public warehouse in Atlanta.

The following year, the company sold the building and land at 43-45 Main Street in San Francisco, which housed the sales and service branch there. Distribution service to customers was improved by providing two public warehouse distribution points: one in San Jose, Calif., to serve the San Francisco area and Nevada; the other at Santa Fe Springs, Calif., to serve Los Angeles, Southern California and Arizona.

And in 1974, a new 48,000-square-foot addition was completed at the Hastings factory. That same year, the lease at 154 East Erie Street was cancelled as the building was to be razed. As a result, the general office was moved to 500 North Michigan Avenue on a 10-year lease. This location and the practically new 23-story building offered more convenience for employees and visitors. The offices offered more space and were remodeled for a pleasant environment.

This year also marked several other accomplishments for the company and its leaders. In February 1974, the company was officially recognized as a contributor to the American Rose Association and to its new building and grounds in Shreveport, La. The company sponsored the Hudson Heritage Rose Garden. Hudson equipment was used for maintenance of grounds and gardens.

In May 1974, marketing plans were reorganized to provide four marketing groups—mercantile, professional products, agri-products and international. This was to provide for more highly specialized sales and promotional effort in these different fields.

And in October 1974, R. C. Hudson, Jr. was elected president of the American Hardware Manufacturers Association after serving as director and officer for eight years. He was, at that time, the youngest man ever to hold the presidency of AHMA. He was also elected for his third 3-year term as a director of Farm and Industrial Equipment Institute (FIEI).

In its growth and development over the years, Hudson has had many firsts in the production of sprayers and dusters. Some of the major firsts in compression sprayers are:

- Extension tube between spray control valve and nozzle to provide greater reach.
- Fully-riveted and soldered tank.
- Simplex Inner-seal tank cover with automatic pressure release.
- Welded tank seams.
- Cam-lock pump seal which releases pressure before pump can be removed.
- Rotatable spray control valve.
- Constant pressure discharge valve.
- Constant flow nozzle valve.
- Adjustable spray nozzle, offering both adjustability of spray patterns and direction.
- Quickly detachable hose at tank.
- Use of plastic components.
- NTR (No Tools Required) assembly and disassembly of components.
- Pump cylinder that expands plunger cup on each stroke for greater efficiency and longer life.
- Epoxy-coating the exterior of galvanized sprayers.

Major developments in hand sprayers have included:

- No-drip nozzles.
- Four-jet nozzle for extra fine, high-volume spray.
- Adjustable nozzles for varied spray patterns.
- All-stainless steel sprayers.
- Pump cylinder that expands plunger cup on each stroke for greater efficiency and longer life.



## International Growth

Growth of international markets, was another of the business initiatives started by R. C. Hudson that continued under the next generation.

On Nov. 3, 1970, it was announced that Hudson had signed an agreement to become the sole U. S. and Canadian distributor of the Gingé poly sprayer line. The sprayers, manufactured in Denmark, consisted of three sizes of compression sprayers and three hand sprayers. Uniquely styled, they were the vanguard of the poly "revolution."

That same year, R. C. Hudson, Jr. traveled to Europe to attend an international meeting in Rome of the Young Presidents' Organization, of which he was an active member. While

# Chapter XI

## BUILDING ON A SOLID FOUNDATION

1975  1985

**B**y the time the mid 1970s were upon them, The H. D. Hudson Manufacturing Company had established its name and its products as leaders in both domestic and international markets. Its corporate leadership had also taken a visible role in industry organizations as well as global organizations involved in agricultural concerns.

In August 1975, Hardware Industry Week, as part of the National Hardware Show, was held for the first time at McCormick Place in Chicago. It was sponsored by the American Hardware Manufacturers Association (AHMA) and related groups. R. C. Hudson, Jr., as AHMA president, played an important role in the selection of Chicago for this meeting (for many years it had been held in New York City). Seminars were scheduled on various problems pertinent to manufacturers, wholesalers and retailers of hardware and allied lines, together with the largest exhibit ever of such products and the largest attendance in the history of the show to date.

The high spot in the convention program was a visit by President Gerald Ford. It was the privilege of R. C. Hudson, Jr. to introduce President Ford who spoke to the members of the industry. President Ford's talk on the relationship of the government to industry was well received by the audience, especially with his remarks about how he always enjoyed shopping hardware stores and referred to them as "... candy stores for adults."

At the convention, it was announced that Hudson was participating in a unique *Family Circle* magazine "advertisorial" to be published in April 1976. The theme was plant, cultivate, fertilize, protect and can home-grown vegetables. The other participants were Northrup King, John Deere, Ra-Pid-Gro and Ball. At the bottom of the Hudson page there was an offer of a Jerry Baker (Hudson's spokesman at the time) book. Interestingly, this offer outpulled all the other manufacturers.

R.C. Hudson Jr.'s industry leadership was further confirmed when, in October 1978, he was elected president of the Agri-Equipment Division, Farm & Industrial Equipment Institute. (FIEI). The FIEI was a long-established trade association made up of manufacturers of farm machinery, farmstead equipment, light industrial and construction equipment.

During this decade, the company continued to find ways to manage its operations more efficiently. As a result, the company closed its Illinois St. warehouse bays in Chicago where it stored and shipped printed matter, and the inventory was moved to the basement storage at 500 N. Michigan Avenue



## HOW YOU SPRAY DOES MAKE A DIFFERENCE



In 1978, Hudson released a film, "How You Spray Does Make a Difference." This educational campaign was accompanied by complementary point-of-purchase materials.



On Dec. 23, 1976, the Minneapolis sales, service, office and factory were closed. The customer service performed out of the Minneapolis office was moved to Chicago. The next year, a fire that originated next door consumed the Hudson plant and office building at 324 Third Ave. in Minneapolis. Although closed the previous July, sales and service had continued on a phase-out basis. It was this building that H. D. Hudson and his partner, Miles Thurber, moved their business to in 1906.

The nation's centennial year also marked several changes from the U.S. government that had an impact on Hudson's operations. In 1976, the Environmental Protection Agency established certification standards and requirements for anyone applying restricted pesticides commercially. To make sure H. D. Hudson Manufacturing Company retained its role as an industry source for information, all Hudson sales personnel and many in the office underwent training for certification and became certified in their respective home states.

In 1977, the Federal Trade Commission (FTC) promulgated rules under the newly passed Magnuson-Moss Warranty Act. Because of an enormous number of rules and minutia stipulated by the FTC, it was difficult to anticipate all of the ramifications at the time. As a result, Hudson initiated a new Performance Policy. In essence, it stated that if there is a problem, the company would take care of it, just as it always had.

In 1978, Hudson's professional division introduced the "Selecta" system in which customers could "build their own" sprayers by selecting the parts they wanted to go into the sprayer, e.g., a thrustless valve vs. a Roto Valve. This same

year, Hudson introduced the "Dura-Cup" plunger cup that soon replaced the long-featured leather cup. Made of Buna-N and molded exactly to size, it improved pump performance and life of the plunger cup.

Continuing its efforts to educate users about its products, Hudson released a film for Fairchild projectors titled, *How You Spray Does Make a Difference* in 1978. It was included with the National Retail Hardware Association's training materials and was made available to wholesalers and dealers.

During this time, Hudson was also cultivating its international operations and on Nov. 28, 1978, Hudson announced a newly established, wholly-owned subsidiary located in the then-British Colony of Hong Kong—H. D. Hudson Asia Limited. On Nov. 31, 1978, the subsidiary purchased 30,000 square feet of manufacturing space in Tuen Mun, a new territory of Hong Kong. This was the company's first purchase of manufacturing space outside of the United States. The facility continues to serve customers with the finest service and manufactured products. Later that year, Hudson began to provide multi-lingual labels and instructions for its products.

The addition of the new facility in Hong Kong marked an important achievement for the company just as it was preparing to pass yet another milestone. Beginning in the fall of 1979, the company began celebrating its 75th Anniversary by announcing a number of special promotional events including the introduction of an anniversary logo that appeared on printed materials and in advertising and promotions.



In 1977, a massive fire gutted the former Hudson plant in Minneapolis. Though most operations had moved from the building the year before, the facility still held meaning for the company. It was the building that H. D. Hudson and Miles Thurber located their business in 1906.



With the company's anniversary at hand, it also proved fitting that it would continue in its growth efforts. In 1979, Hudson acquired certain assets of the defunct injection molder, Northland Plastics, effectively putting Hudson in the injection molding business.

The late 1970s and early 1980s were a time of systematic strengthening of Hudson's manufacturing base. This assured its ability to serve expanding markets, as well as provided opportunities for continuing product improvement and cost reduction. It also provided the footing for producing major components in-house.

During this period, Hudson acquired Quality Products, a blow molding company located in Eldora, Iowa, from Essef Industries, Chardon, Ohio. A going concern at the time, the Eldora facility has benefited since with two major building expansions and significant increases and improvement in equipment. Hudson also hired the Barber-Richardson Group to call on volume retailers. This was the first sales rep organization hired by Hudson.

In 1983, the company's professional division moved from Rockford to the plant, warehouse and offices in Overland Park, Kansas. And in December 1984, Hudson began the consolidation from two floors at 500 N. Michigan Ave. to one floor.

As this commitment to improving operations continued, Earl Sorensen was appointed Executive Vice President and continued as Chief Operating Officer. He was the third person in the company's history to hold the EVP title and fifth to hold the COO title.

While the corporate changes were taking place, the company continued to roll out product innovations. In 1982, a new line of Perfection poly and metal sprayers was introduced. "Perfection" had not been in use for some time, and the brand name was brought back to represent the top-of-the-line consumer sprayers. Both the poly and metal sprayers featured unique and exclusive design elements.

During the early 1980s, the company also began epoxy coating the inside of galvanized steel sprayers. The use of an epoxy finish over *galvanized* steel provided the user greater chemical resistance and resulted in a superior metal sprayer.

In 1985, the Suprema® poly Bak-Pak® sprayer was introduced. The sprayer incorporated a number of unique features that differentiated it from competitive models.

On Aug. 19, 1985, Dave Lewis was honored on his 90th birthday. Dave started with Hudson as an order clerk in 1916. He worked his way up until he retired in 1971 as senior vice president. Following his 55 years of continuous service, Dave remained active in many aspects of the company, including writing this history for the period 1905 through 1974. He continued to serve as a member of the board, and he involved himself in many projects in and out of the office. He was a very likable person and was a great asset to the company.

On May 17, 1979, R. O. Geuther, who served in increasingly responsible positions for 31 years, retired. He was honored with the R. C. Hudson Memorial Award. Bob Geuther died following surgery in May 1995.

# Chapter XIII

## CHANGING TIMES

1986  1995



t should not go without saying that the decade of 1986-1995 was in many ways one of the most tumultuous times in the company's history. Certainly, with several facility expansions, divestitures, market growth and the development of a new marketing team, it was an era of change.

It was also the era of exponential growth of the "big boxes" such as Walmart, Home Depot and Lowe's; the demise or consolidation of dozens of long-standing distributors and retailers; H. D. Hudson's exclusive dependence on outside sales representatives; and numerous changes in the outlook and buying habits of both consumer and industrial users.

This time was also the period when the large chain retailers began to flex their buying muscle in order to push back on manufacturers' activities and costs that had traditionally been the retailers' responsibility.

With all these factors shaping up during the period from 1986 to 1995, The H. D. Hudson Manufacturing Company still continued to develop innovative new products and solidify its position as an industry leader.

Throughout its entire history, the company has led the way as an industry innovator and educator. And in 1986, Hudson was recognized by the Society for Engineering in Agriculture for contributing to outstanding innovation in product technology during 1985-1986. The Hudson Suprema poly Bak-Pak was selected as one of "The Agricultural Engineering 50" award by *Agricultural Engineering* magazine.





In November 1987, the Smithsonian Institution opened an exhibit in its National Museum of American History titled, *The Search for Life: Genetic Technology in the Twentieth Century*. The exhibit featured a Hudson Bugwiser 3-gallon sprayer.



On April 25, 1987, Advanced Genetic Sciences (AGS) in Oakland, Calif., made international history and news when they sprayed a gene-altered bacteria on a strawberry patch. The sprayer they used was a Hudson Bugwiser 3-gallon stainless steel model. In November, the Smithsonian Institution opened an exhibit at the National Museum of American History titled, *The Search for Life: Genetic Technology in the Twentieth Century*. The sprayer used by AGS was displayed in the exhibit.

Even with this type of recognition for its products, Hudson continued to look for new ways to improve its lines. In 1988, the company introduced Viton parts kits and also introduced carded parts.

During the late '80s another member of the Hudson family joined the business with Robert C. Hudson III coming on board as Corporate Services Manager, reporting to Earl Sorensen. By 1992, Robert had become Division President of Hudson's Quality Products and Northland Plastics divisions. Robert also continued the family's history of commitment to

the industry and was selected as Chairman of the American Hardware Manufacturers Association Hardlines Technology Committee. Robert had served on the committee over three years assisting in the development of guidelines and standards for electronic database and customer service systems.

In June 1991, Hudson decided to end its business in stock tanks and placed the facilities in Overland Park, Kan., and Ravenna, Ohio, up for sale. The stock tank and Fun Pool business was purchased by Hastings Equity Grain Bin Manufacturing Company, Hastings, Neb. At the same time, the professional division business was consolidated in Chicago.

As Hudson was divesting itself of some business units, it continued to invest in new technologies. In May 1992, Hudson began converting its electronic data processing to a new corporate management information system known as M2K. In June 1994, the company went "live" with EDI, and Lowe's became the first customer to send in electronic purchase orders and to be billed electronically.



The Hudson family remains a guiding force for the company today including R. C. Hudson Jr. (left), grandson of company founder H. D. Hudson, and his sons R. C. Hudson III (middle), and William A. Hudson (right).



At the same time H. D. Hudson was implementing changes on the corporate level, it also found itself dealing with changes from external sources. In August 1993, a California county district attorney, citing parts of a California food labeling law, advised all sprayer manufacturers that legal action would be taken to prevent them from continuing a 100-year-old method of labeling tank capacities. The District Attorney said sprayers needed to be labeled based on useable capacity instead of the traditional actual capacity. Under threat of legal action in one of the largest sprayer-using states, H. D. Hudson began the process of changing labels on all of its silk screens and cartons.

These new regulations were occurring at the same time the country was facing a "farming crisis." Increasing cattle and hog feed costs, lower prices for livestock, and continuing consolidation of major agricultural businesses required the company to rethink its involvement in raising livestock and growing crops. In 1993, H. D. Hudson discontinued its cattle operation, and the hog operation was discontinued in 1995.

Today, the company leases out more than 700 tillable acres for the growing of various crops.

These changing market forces have had, and continue to have, an enormous effect on how the H. D. Hudson Manufacturing Company has evolved in order to maintain market dominance. For example, during the years 1994- 2000, the company has added more than 3 million cubic feet of warehouse space.

At the annual Shareholders Meeting on Nov. 9, 1996, D. James Hudson was elected as a company director. Jim had many years of experience in the telephone industry during its turbulent times of deregulation and served as Vice President of rates and regulations with a company that sold service to many corporations. He later established a consulting business with respected clients. His strong family commitment carries over in his business relations with the company, and he continues to provide valued input and guidance.



# Chapter XIII

## BRINGING IT HOME

1996  2005

In the course of its 100-year history, The H. D. Hudson Manufacturing Company has seen two World Wars, depression, strict government regulation and scores of market changes. Yet, despite all these variables, the basic values and tenets that made the company successful at the turn of the 20th century were poised to carry it into the 21st century.



(Above) From its headquarters in Chicago, The H. D. Hudson Manufacturing Company's products are still distributed and used worldwide. This photo shows the company's Hong Kong facility.

(Left) Today, The H. D. Hudson Manufacturing Company continues to evolve and drive toward market innovation.

The most recent era in H. D. Hudson Manufacturing Company's history began on a sad note. On Jan. 1, 1996, Earl Sorensen died following a prolonged battle with cancer. The following year, Hudson lost another valued member of the corporate family with the passing of Ray Treichler, who died shortly after his 90th birthday. Ray, a Ph.D., had been brought into the company in 1968 as a technical representative. Based in Washington, D.C., Ray did much to get Hudson's sprayers sold to various government agencies and branches of the armed forces.

As with the X-Pert sprayer, Ray worked with agencies to suggest sprayer performance standards. Ray was especially helpful with the Army Corps of Engineers and with the Navy. Ray also worked with agencies to offer the company's services and support in meeting their work objectives. While the Hudson corporate family lost some valued members during this time, new members of the Hudson family took on additional responsibilities within the company and continued to carry the corporate mantle to the community.

In 1997, R. C. Hudson III was promoted to the position of Corporate Director of operations, and in 1998 he was elected



The H. D. Hudson Manufacturing Company continues its involvement in industry activities and events. Pictured, Hudson gave away a custom Volkswagen Beetle during the National Retail Hardware Association's Annual Convention in 2000.



by the board of directors to serve as Executive Vice President and Chief Operating Officer. At the same time, William Hudson was appointed President of International, in addition to his duties as Vice President, Marketing and Sales.

In 2001, R. C. Hudson, III became a member of the World Presidents Organization and W. A. Hudson became a member of the Young Presidents Organization. Both organizations provide outstanding networking opportunities and contribute to the development of leaders in commerce.

On Aug. 1, 2002, R. C. Hudson III was elected by the Board of Directors as the fourth president of the corporation, and R. C. Hudson, Jr. was elected Chairman.

At the June 14, 2003, meeting of the Hardware Group Association, R. C. Hudson, Jr. was formally recognized for his achievements and contributions to the Hardware Industry and the Hardware Group Association. He was presented with an award and thanked for his lifelong support and contributions to the industry.

On Nov. 10, 2001, W. A. Hudson was appointed Executive Vice President, Marketing and Sales, and in 2004 during Hardware Industry Week, he was elected by its members as the Third

Vice Chairman of the American Hardware Manufacturers Association. In 2005, he was elected as second vice chairman.

In addition to his roles within the company, W. A. Hudson served on the boards of other outside companies. He has served as committee chairman and other leadership roles including board positions in the Young President's Organization, American Hardware Manufacturers Association, Lawn and Garden Marketing and Distribution Association, Young Executives Council (Chairman), Hardware Marketing Council and Hardware Group Association.

As changes to the fabric of Hudson's corporate leadership were taking place, the company was also undergoing several changes to its operational structure. In 1997, Northland Plastics ceased operations, and its assets were sold when it was determined that it would be less costly buying injection molded parts from outside vendors.

During Hardware Industry Week 1996, Hudson went live with its first entry on the World Wide Web. The Web site, prepared entirely in-house, was among the first of the corporate Web sites to populate cyberspace. Rustic by today's standards, the site nonetheless helped propel the company into the electronic age. At the time, most people



Pictured are two of Hudson's current manufacturing facilities: the Hastings, Minn., plant (top) and the Eldora, Iowa, plant (bottom).



predicted it would be at least five years before corporate Web sites were commonplace. Though the pundits missed the mark by about 4 3/4 years, Hudson's early entry was indicative of the company's interest to stay technologically advanced and to anticipate future customer needs.

The year 2001 marked the entrance of Hudson into a new market category—the F-style sprayer designed for sale at point of purchase filled with spray material and ready to use by the consumer. Because of this new opportunity, a separate entity within the professional division was created.

In May 2002, H. D. Hudson Asia Ltd. expanded its Asian presence by establishing a facility in Mainland China. That business has continued to grow and contribute to overall corporate improvements. And on April 1, 2003, Hudson sold Pulvorex, S.A., its French subsidiary, though it remains a European distributor.

Along with everyone else, the "Hudson Family" of employees and associates witnessed the horror of September 11, 2001. Its after-effects on the economy are continuing to be felt, most severely the continuing increase in crude oil prices.

# Epilogue



**N**ow, in 2005, Hudson is marking its 100th year of serving and providing value to customers around the globe. Few companies reach this milestone, much less family-owned corporations. However, after breaking down each small step—decade after decade—of those individuals dedicated to building the business over the years, reaching their 100 year anniversary no longer seems so unachievable after all.

What is most important now is that the company is looking to the future. Hudson family members and employees are just as dedicated to perpetuating and building the business with their acceptance of change and finding better ways to serve new markets and different kinds of customers as their predecessors were.

The pillars of the Company's success were established many years ago as guiding principles in all the Company does. As The H. D. Hudson Manufacturing Company looks to the future, these pillars of strength and success have never been more relevant than they are in 2005.

- Seek excellence in every detail.
- Build and perpetuate the business profitably.
- Establish and maintain Hudson brand dominance.
- Quality dominant in every price range.

This book contains much about the members of the Hudson family and the managers of its major business segments. However, it is well known that each of these people has and does credit the continuity and success of the company to all the others who, over the years, have dedicated themselves to these four principles, and who have carried out their responsibilities based on them.

We appreciate and thank you for joining us in our celebration, and for looking ahead with us to a strong, prosperous future.



To commemorate its 100th anniversary, H. D. Hudson Manufacturing Company commissioned several gold-plated sprayers in place of the traditional stainless steel that were to be displayed throughout the country.

## ON THE FARM

In June 1965, a building project for swine was started at the Hudson Farms so that products from the Rockford plant could be evaluated. It also permitted diversification of the farm operation.

In July 1969, the original Hudson Farm, which had been in the Hudson family for over 100 years, was designated by the state of Michigan as a Centennial Farm. It is identified by a sign in the Michigan State colors of maize and green with the figure of a wolverine. A sculpture was commissioned to honor the pioneering Hudsons and other settlers who helped shape our country. It was erected on the Hudson Centennial farm in May 1996.

The present farms are a far cry from the original 125-acre, 2-horse farm. Under the direction of Earl Sorensen, farm manager, modern equipment was used to feed 275 head of beef cattle. There was also a gestation-to-finish hog operation that produces 2,000 head annually. A small, but efficient, crew at planting and harvesting times grows 450 acres of corn and 40 acres of fruit. The farm also produces hay and has pasture land.

Hudson Farms has pioneered many new farming methods. Hudson Farms were the first in the area to practice minimum tillage of corn, using an Allis-Chalmers No-Till planter. Without plowing or cultivating, a single pass through the cornfield planted the seed; applied herbicide; applied starter fertilizer next to the corn kernel as instant food as soon as it sprouts; and applied an insecticide over each row to protect against corn rootworm. The whole operation is done with one trip over the field and gets the corn planted faster, with less labor and fuel. With fewer trips over the field, the ground becomes more mellow, with the soil in better condition.

The firm condition between rows holds harvesting equipment up out of the mud, so harvesting can be done in much wetter conditions without getting stuck. It also was one of the first farms to use sod orchards for soil and water conservation. And, in cooperation with the Michigan State Experiment Station and Gerber Foods, it had one of the first commercial plantings of apricots in the state. A Michigan State University agricultural engineer described the Hudson Farms feed handling system as one of the best in Michigan at that time.



there, he attended trade fairs and previously scheduled meetings and conferences with sprayer manufacturers. His visits included one with a manufacturer of plastic nozzle tips, pressure gauges and diaphragm-type power sprayers. He also had a conference with officials of the World Health Organization (WHO) who requested that Hudson continue to work with organization and all WHO programs requiring vector control equipment. He also met with Dr. Fred Whittemore of the United Nations Food and Agricultural Organization (FAO), which is responsible for establishing standards for agricultural equipment, including sprayers.

He also visited, along with H. C. Visee, sprayer manufacturers in Milan, Italy, where he toured the plants of two of the largest sprayer manufacturers. He inspected, also with Mr. Visee, the operation of Pulporex at Dieppe, France, to observe performance and determine changes needed to improve operations there.

While in London, R. C. Hudson, Jr. met with executives of Wilkinson Sword Company to discuss Wilkinson's offer to sell its line of garden tools in the United States, as well as in Latin America, the Far East, and by Pulporex in France.

This strong relationship with the international community was further strengthened in 1971, when Hudson officials participated in meetings with the FAO on agricultural pesticides in Brazil, and was invited to attend an FAO

meeting in March 1972 in Costa Rica concerning agriculture and public health. Dr. Ray Treichler, technical services supervisor at Hudson, attended and made a presentation to the organization outlining Hudson's equipment. As a result, Hudson was invited to join the FAO Industry Group, which required that chief executives attend FAO meetings.

In March 1972, H. D. Hudson Trading, Inc., a wholly owned subsidiary, was formed as a Domestic International Sales Corporation (DISC), which offered new impetus for U. S. companies with operations outside the Western Hemisphere. This operation was designed to help Hudson secure a greater share of export business. That same year, R. C. Hudson, Jr. was invited to attend a conference in the office of Earl Butz, Secretary of Agriculture, in Washington, D.C. The meeting was called to get views of the agricultural industry on changes made by the Department of Agriculture (DOA) to strengthen agricultural research operations with farm equipment industry.

This Washington conference was indicative of the type of far-reaching work the company was doing within the global agricultural industry. In 1972, Hudson became a member of the Industry Cooperative Program/Food and Agricultural Organization of the United Nations, the only manufacturer of sprayers to participate in the field programs that were being expanded in the under-developed countries. This membership increased Hudson's close relationship with FAO and WHO.