

# The Hudson Triangle

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No. 4

## SELECTIVE FREE WHEELING

Use It to Accelerate Your Sales

**A**NOTHER milestone in Hudson progress. Hudson-Essex now has Selective Free Wheeling with the advantages of a new, additional sales appeal, of a freshened market, of new Additional Profits.

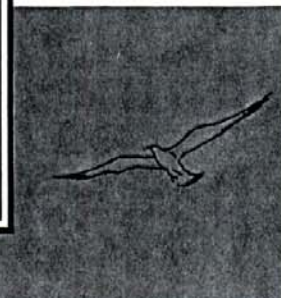
Hudson-Essex Free Wheeling is selective. This means that the driver can use Free Wheeling when and as he desires it. It means driving and shifting in the accustomed way, without confusion, in safety and with nothing new to learn.

It means Free Wheeling in its most perfected form—smooth, silent, ideally controlled. And it means Free Wheeling in *All Forward Speeds*—first, intermediate and top.

The sensation of Free Wheeling is imparted not only to the driver but to all the passengers as well.

Hudson-Essex distributors now have the advantage of offering Free Wheeling in their communities at the lowest prices at which this luxury feature has ever been offered. To 99 out of 100 overseas buyers Free Wheeling is an entirely new sensation, one that they have never thrilled to.

You can now offer the luxurious floating ride that has been exclusive to some of the costliest, most pretentious cars—cars that are probably not competitive in your territory. This feature may be had by Hudson and Essex owners at only slight additional cost.





# Sell New Cars Through Your Service Department!

**D**EALERS wishing to increase sales at minimum selling cost will find that a very promising market lies among Hudson and Essex owners in their territory who constantly visit their service stations.

This type of prospect offers less sales resistance for he is already sold on your product. It is necessary to show him your new models before competition gets in touch with him for a comparison of the latest model of a competitive line with that of a '28 or '29 model of your own line will naturally result in a less creditable showing for your product. You must remember that until you show him your latest models in stock the prospective owner is judging competitive offerings with the old car he drives.

One of the easiest and most economical ways of keeping in touch with your old owners is through your service shop. It is fair to assume that every owner finds it necessary to visit a service shop some time after twelve to eighteen months of operation and a properly directed follow-up system will bring that service into your shop. The only way to insure that it comes to you is to keep in touch with the owner. The most commonly adopted methods of doing this are by direct mail or by direct canvass.

## Send Folders to Your Owners

Spring is the best time of the year to canvass for service and this season fits in admirably with our plan of using your service shop to develop new car leads.

At surprisingly low cost you may circularize your owners with small folders or pamphlets advising them that you are offering service specials to Hudson-Essex owners during a certain period of time. The response to such a circular should ordinarily be high—particularly during a year when owners show a tendency to hold on to their old models for money reasons.

When the owner brings in his car for service in response to your mailing piece you should by all means use the opportunity to see that he becomes familiar with your new sixes and eights. It may be that he needs a larger car but has been holding off because of cost. Or he may not have tried out the added comfort features of Essex four two-way hydraulic shock absorbers.

The method of approach is through your floor salesman. Have him watch the service department and whenever he sees an owner come in for repairs simply strike up a running conversation about the merits of the new Hudson and Essex. It is possible that the owner has experienced difficulty with his carburetor or some motor feature. If so, he will soon tell the salesman. This gives the salesman an opening to explain the merits of the new twin-jet carburetor, including its adjustable features and

seasonal control. One point leads to another and soon he will have the owner so enthused about the new car that he may consider a trade-in on the spot.

## How a Detroit Dealer Does It

A metropolitan dealer in Detroit has had outstanding success in selling new cars to old owners through his service department. Four times a year he circularizes car owners with a printed post card offering three or four service specials at prices slightly below the market level. The response is very heavy and he has been known to sell as many as two hundred new cars a year through this source of contact.

Build up a reputation for service and you may sell many owners of competitive cars as well as Hudson-Essex owners through this same method. Think of the money making possibilities that lie in the service alone. Then think of the saving in selling cost by making your contacts right in your own shop. Surely all of these things make it worth a try.



This is a sample of the card mailed to all their Hudson-Essex owners by Raynal Brothers, metropolitan dealers in Detroit.

# Japan Automobile Company Boosts Business with Spring Show

**W**HEN the Japan Automobile Company received their first shipment of 1931 Hudson and Essex models they liked them so much that they decided to hold an exhibition and invite the public to see them. There was no official automobile show coming up in the City of Tokyo so it was arranged to hold a show right in their own spacious showrooms.

Signs were painted to adorn the outside of the building and invitations sent out, all announcing the fact that there would be a three day special display of Hudson-Essex cars that would be of interest to everybody concerned about motoring. Inside, the showroom was decorated with palms and drapings, a screen was set up for moving pictures and everything made in readiness for a show that would turn Tokyo automobile-minded.

The people did turn out, 2500 of them, a very good showing considering that the weather was wet and not at all of a type to arouse interest in motor cars. The Tokyo distributor writes that it was a success and subsequent business is proving that fact.

Hudson-Essex dealers located in countries where there are no national shows can promote a great deal of sales interest by staging a show of their own. Distributors who have started this practice invariably keep it up for they find that their show visitors remember them when later they are in the market for a car and voluntarily come back to renew their interest.

Shows have been the means of creating a great deal of enthusiasm about motor cars in America. Fully appreciating this fact every leading community now holds its own automobile show which frequently draws attention from all parts of the state.

A further expansion of the show idea was revealed when distributors commenced to advertise special spring and fall showings in which they featured seasonal models and new colors. These special showings have frequently resulted in vastly renewed interest in the exhibited lines. They are organized and financed by the distributor who is oftimes a master of merchandising.

Any distributor desiring special advertising and sales promotion suggestions for such a show may write for particulars to the editor of THE HUDSON TRIANGLE, Overseas Edition.



*HERE is a view of the Tokyo plant and showroom of the Japan Automobile Company, Hudson-Essex distributors for Japan. It was here that the special Spring Showing was held which met with much genuine local interest.*

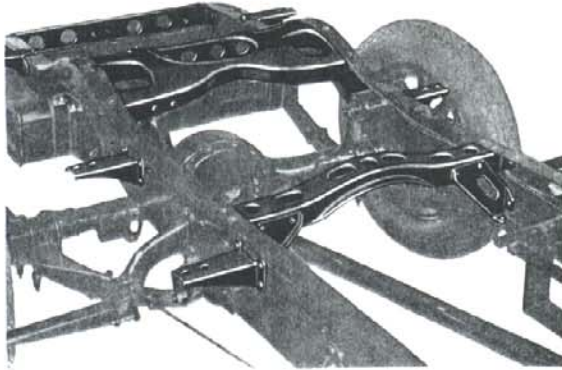


*A CLOSE-UP view of the front entrance to the Japan Automobile Company's Tokyo showroom. Judging from the visitors going in and out of the entrance the show was well patronized. The show is an up-to-date one, you may be sure, for the cars on view are 1931 models.*



*A MANNEQUIN sitting in one of the smart 1931 roadsters, a very popular model in Japan. The decorations throughout the showroom have been placed with typical charm insuring each motor car a distinctive background.*

# Hudson is Built for Stu



**H**UDSON bridge type frame incorporates a double drop principle of construction. It is braced into one rigid unit by seven sturdy cross members.

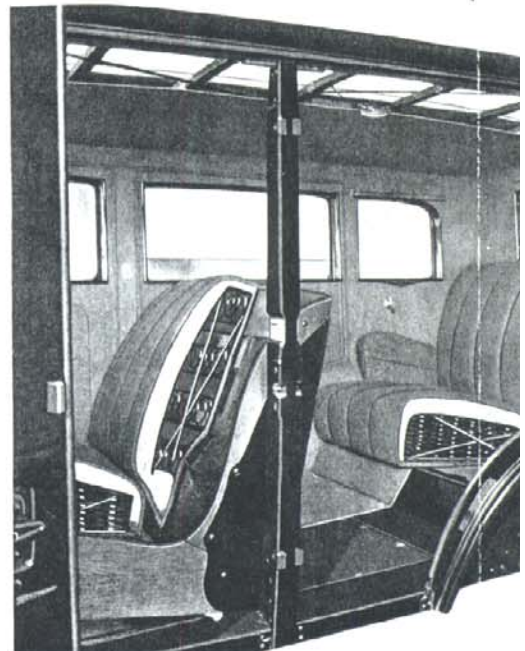
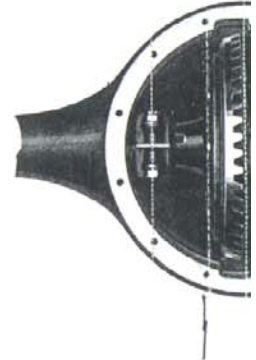
The seven inch side rails are parallel and instead of spreading toward the rear, as is required by conventional design, this construction uses short cross members eliminating the tendency to twist.

The cross members are very heavy and all edges are flanged, giving 30 per cent added strength without added weight. Extremely heavy gussets are used where the cross members are riveted to the side rails.

The three rear cross members of the Hudson frame show how greater strength without added weight is obtained by flanging all edges. Hudson has a stronger frame than most cars costing hundreds of dollars more.



**E**NTERING of ring gear and pinion so that weight and thrust loads are equally divided between the two roller bearings makes the Hudson rear axle exceptionally long lived.



**W**ITHIN the unusual body structure Hudson has achieved a new, finer method of upholstery and trimming. The upholstery is attached with a smooth, tailored effect and is removable in sections for cleaning and servicing.

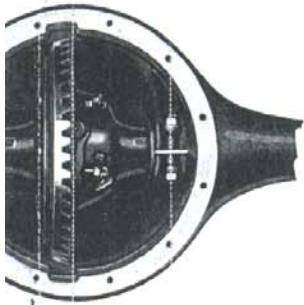
In Hudson doors, resonance is eliminated by a fibre silencing pad. Three

successive door strikers are set out of phase to operate.

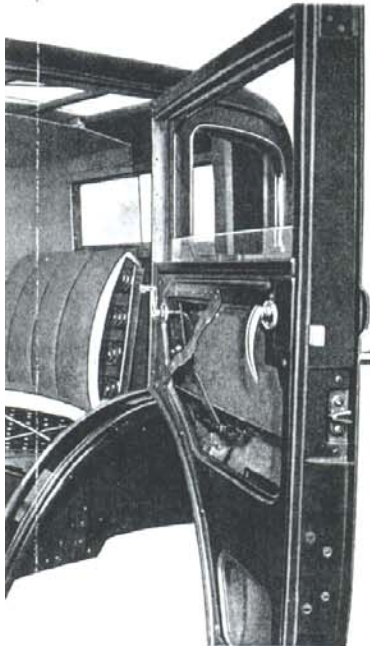
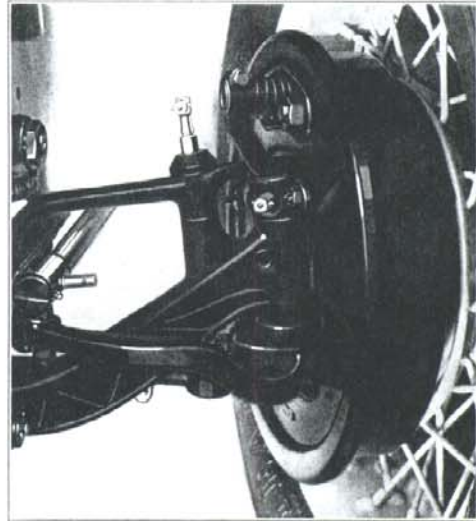
Hudson is sound proof, and

cracks

# durability and Comfort



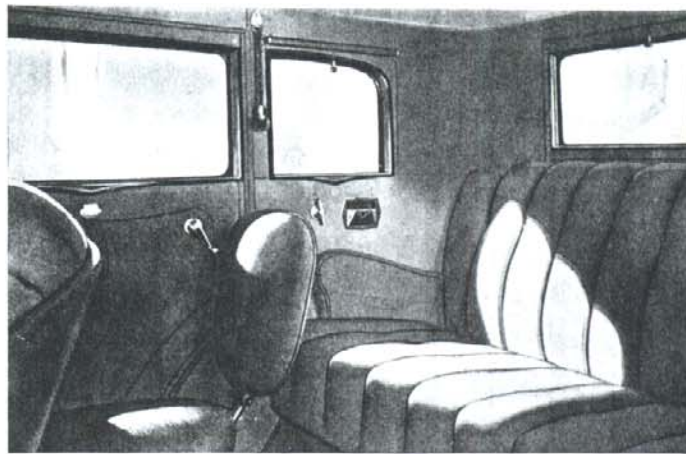
HUDSON four-wheel brakes are positive and weatherproof. The brake drums are of carbon steel. The brake shoes, rust-proofed by cadmium plating, are lined with a molded friction compound, unaffected by moisture or climatic conditions. Brake adjustment is made with ease from outside. A feature safeguarding the uniform application of the brakes is a special brake stabilizer mounted on a cross shaft.



Successive panels form a strong, silent roof structure which never sags nor gets out of position. They are quiet and easy to operate in all seasons of the year.

Hudson bodies are thoroughly weatherproof, all seams being welded through entire length. There are no cracks for air or water to leak through.

WIDE seats, ample leg room and added head room permit driver and passenger ease and comfort. There is plenty of room for change of position so that fatigue even on long drives never becomes a factor. Seats are adjustable. Doors are wider than conventional, fitted with hardware of pleasing design, that gives the finishing touch of fine car quality.





## The Sales Manager Says:

# You've Got to Cry Your Wares!

**W**HETHER the goods we sell be shoe strings or automobiles, we've got to let the world know about them. That principle of salesmanship remains unchanged.

As the Sales Manager so aptly puts it—"You've got to cry your wares! You've got to let the butcher, the baker, the business man, know that you are in the business of selling Hudson and Essex automobiles, the greatest car values ever offered in the history of the automobile business."

"Right now, with the worst of our discontent over, business is largely a matter of *crying your wares* and of making contact with possible buyers. What if your business is located on a side street, away from automobile row! By *crying your wares* steadily you attract the attention of prospects and business results.

"Today buyers are more vigilant than ever. They are no longer in a mood to *imagine* advantages merely because of low price. Nor will they sacrifice fine performance or their accustomed car comfort.

"No one has a better right to *cry his wares boldly* than the Hudson-Essex dealer, because he merchandises a line that sweeps low-price limitations aside and meets the situation exactly as the shrewd buyer demands—with a combination of values appealing with equal force to the buyer's desire for quality and his appreciation of economy."



### • • This is a Salesman's Job

**W**HEN an owner comes with a complaint, don't sidestep him, for he is the biggest asset in your business. It's easy to refer customers

to your help. But the next time you see your owner, he may drive a competitive car. And when you ask him—"Why?" you may not hear the truth, which is that he switched to another make because of the in-different treatment he received at your place.

Your old customers are your best prospects—always. Turn a car over to them, let them try it. You'll find it pays.



## 1000-Car Order from United States Government



**I**N 25 cities, mail will be transported in 1000 Essex cars which the United States Government has purchased from the Hudson Motor Car Company on a single order.

This large order has a significance quite apart from its value as a production increase. Being the result of the most rigid performance, maintenance and operating economy tests established as part of the Government's economy drive, the order puts the stamp of official approval on the features which make the Essex the outstanding automobile value.

In the strenuous service of the Post Office Department, the prime considerations are sturdiness, reliability, speed, and low upkeep—qualities which the individual buyer finds combined with beauty and Rare Riding Comfort.

Hudson is very proud of the new Government contract, and doubly proud that the Essex Super-Six is chosen to assist the United States Government in its efficiency and economy policies at this time.

## New Hudson and Essex Models

**A** **DISTINCTIVE** new model has been added to the Hudson line which will be known as the Hudson Brougham DeLuxe. This car is the standard Brougham body, mounted on the 126-inch chassis, finished and equipped with a special trim. The car color is a beautiful brown, just off a chocolate, and the top material is a silk mohair, in a brown to harmonize with the body finish.

The interior is finished in dark gray Bedford cord, laid over seats and seat backs without pleating. Arm rests are provided at each side of the rear seat, while a folding center arm rest is installed in both front and rear seats. The garnish mouldings and trim strips carry an attractive walnut finish. Windshield frame is chrome plated, and two chrome plated windshield wipers are provided.

The whole ensemble of this de luxe model is bound to appeal to overseas buyers everywhere. The net cost of the 126-inch Brougham will be less than that of the Club Sedan.

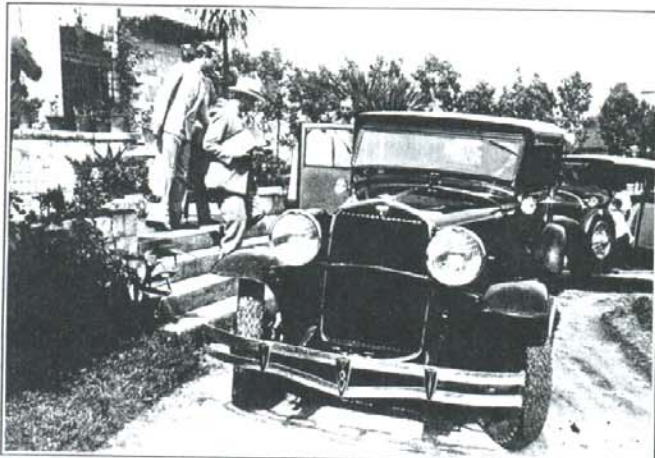
## New Essex Model

**T**HE introduction of a new Essex model, a three window Town Sedan, offering the same body design and roominess as the Touring Sedan has been announced.

The principal points of difference between the two models are the upholstery, where a whipcord cloth is used instead of mohair, and other details of finish. For example, enameled lamps and fenders will be used on the Town Sedan.

With the introduction of this new model and the recently announced 7-passenger Sedan, Hudson-Essex dealers are provided with the widest range of sedan features and prices ever offered in Essex, thus placing them in an extremely favorable competitive position.

# News and Views From Overseas

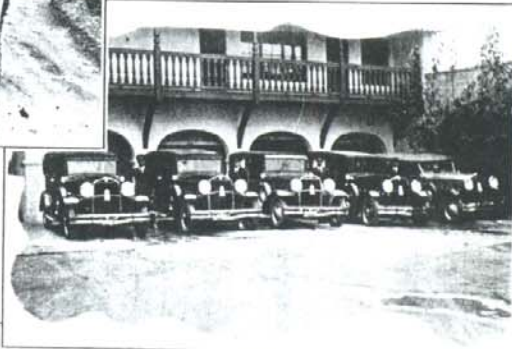


WHEN the Prince of Wales first landed in South America during his recent tour there, he was driven in a Hudson sedan from Callao to Lima, Peru. On that occasion he was very evidently pleased with Hudson's riding qualities for he used a Hudson during the balance of his stay in Lima.

Later when the Prince visited Valparaiso and Buenos Aires, Hudsons were again at his disposal. When he selected them for use as his personal car on both occasions it was a fitting tribute to Hudson's riding qualities.

*THE photograph above shows the Prince about to enter a Hudson Sedan to go to Mar de La Plata, fashionable Argentine seaside resort.*

*THE Prince used these five Hudson cars exclusively during his five day visit in Valparaiso, Chile.*



THIS Essex Touring Sedan is seen at the entrance to the ancient Fort of Seringapatam, the capital of the Tippu Sultan Empire. This fort withstood the attacks of the British for months before it was finally captured. Photograph by courtesy of the Madras Warehouse, Madras, India.

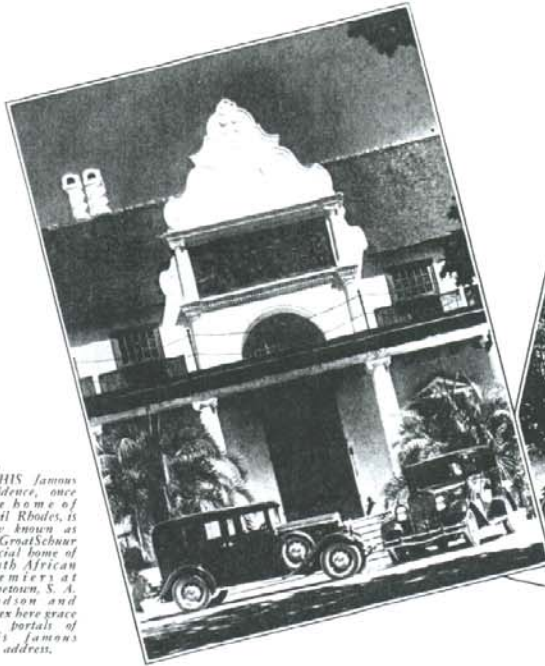


### Essex Passes Under Longest Brick Arch

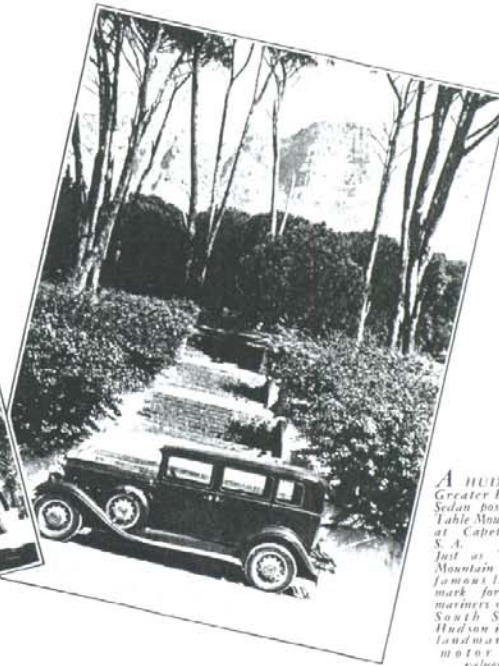
THIS arch was built by M. De Haviland, French engineer, as a specimen for the bridge across Cuvery. The span of the arch is nearly 300 feet and it is entirely built of brick and mortar. The bridge was built by order of Tippu, Sultan of Mysore State. Photo also supplied by the Madras Warehouse.



# More News and Views



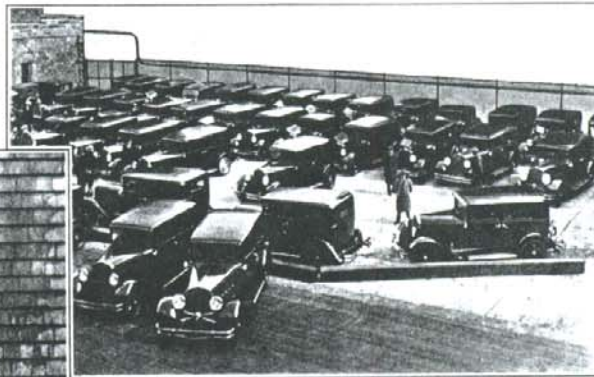
*THIS famous residence, once the home of Cecil Rhodes, is now known as the Groot-Schnur official home of South African premiers at Capetown, S. A. Hudson and Essex here grace the portals of this famous address.*



*A HUDSON Greater Eight Sedan poses by Table Mountain at Capetown, S. A. Just as Table Mountain is a famous landmark for all masters of the South Seas, Hudson is the landmark of motor car values.*

## WINNERS OF THE HALIFAX HUDSON-ESSEX CURLING BONSPIEL

*THESE four Hudson-Essex owners won the silver trophy (shown inset) donated as the reward for first curling honors in the Hudson-Essex Curling Bonspiel held in Halifax this winter. From left to right the rink set-up is W. A. Winfield, George S. Moffat, Dr. W. L. Muir and Colonel H. F. Adams.*



## TORONTO DRIVEAWAY 72 CARS

*YORK Hudson-Essex Ltd. has faith in Toronto's future—and the immediate future. Here are 72 Hudson and Essex cars all ready to take to Ontario roads. Andrew Blair, general sales manager, took delivery of this recent record shipment in mid-April and already many of the cars are in the hands of happy owners.*