

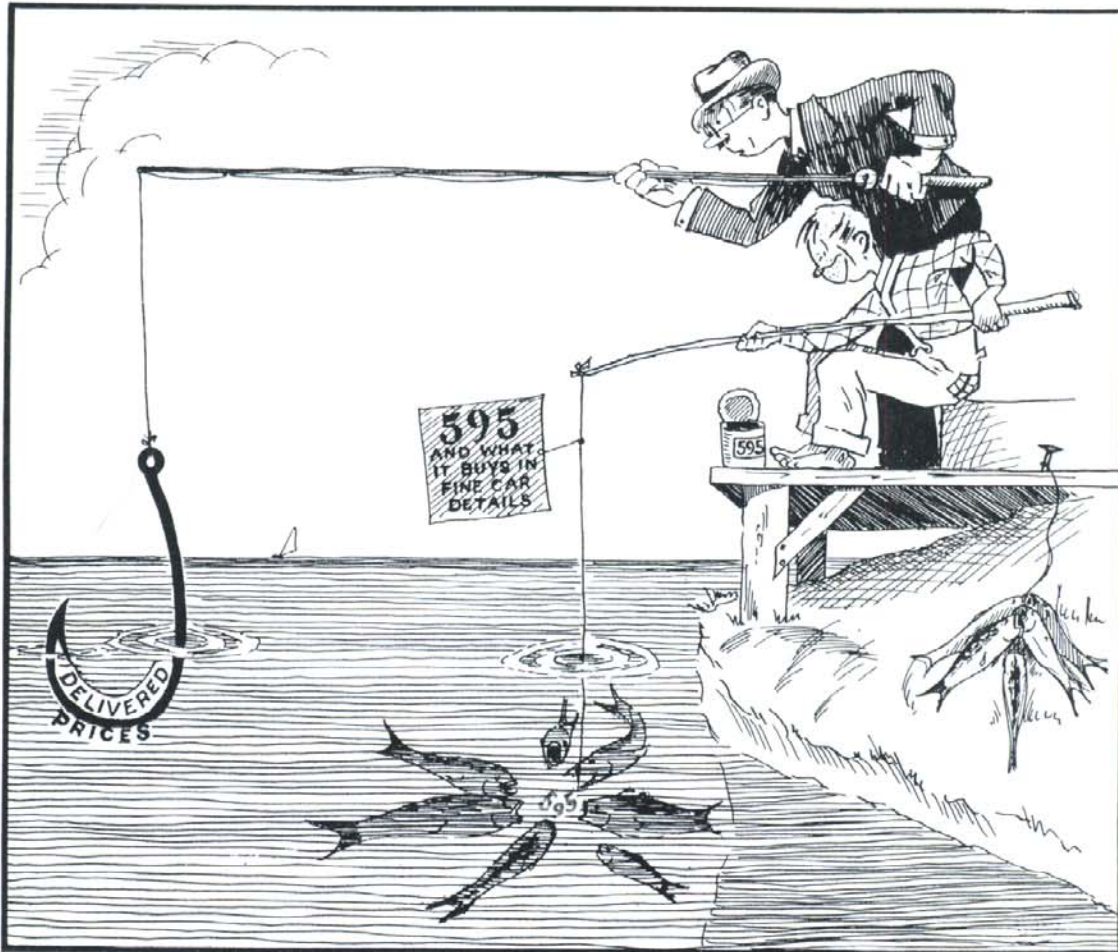
The Hudson Triangle

"Success is the Science of Being Believed."

Vol. XX

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No. 5



ESSEX at \$595 includes in the list price so many items of value that the enumeration of them makes it, by every comparison, the outstanding low-price car.

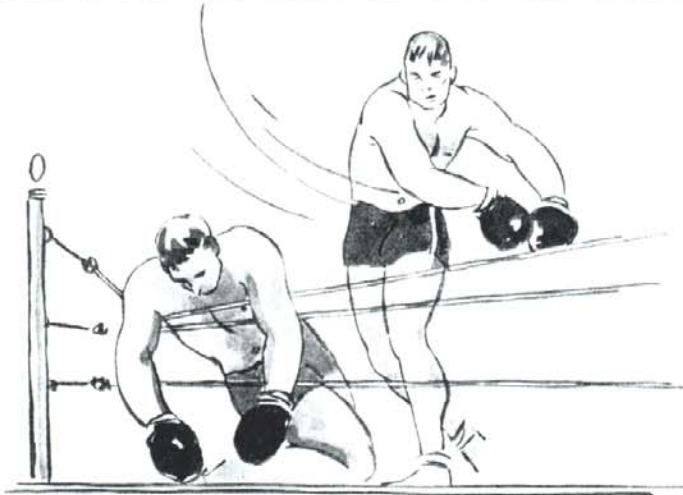
Buyers want to know what they get for their money. Unless you detail the 41 items which are standard in Essex—most of them items not found on other low-price cars—you do not give your offer its full attraction.

But by *showing* what the list price includes, by pointing out the *many in-built items* not found even in the extras of other low-price cars, you present the \$595 list as

the *genuine, attractive bargain* it is. Thus you establish a legitimate and fair charge for Essex extras.

All cars, for 30 years, have been sold with extras in equipment, freight, etc., without standard as to what constitutes equipment. Once it was for lamps. Even now, on some cars, cowl or pillar lamps are extra.

When you explain what is included in the Essex list price of \$595; when you dwell on it and make it as attractive in value as you know it to be, the extra charge will not be questioned. Do it that way and note a larger percentage of sales.



This Is The Way!

THE salesman who is satisfied with business as it comes, is no better than the boxer who figures merely on standing up to his opponent for the duration of the bout. Neither is championship material. Neither is in the Big Money.

Sure, You Can Do It

You know what you can sell when you're at your best. It may be 3 cars a week, a car a day, or more. Set up a quota for yourself, then *go for the knockout* with all your skill, energy and endurance.

Soon your eyes will open to the remarkable improvement that comes from having a constant target for your efforts.

Others Are Doing It

Do you think it was mere accident when E. J. Anderson, with only a short experience as salesman for Walker Motors of Highland Park, Mich., sold better than 2 cars a day for two months, earning commissions of \$2,918.45 in 60 days? Was it just by chance that the Beacon Street store of the Boston distributors sold 18 Essex, 7 Hudsons and 21 used cars on Washington's Birthday?

No, they set themselves a *task*. They organized their sales resources and knocked sales resistance over the ropes.

The Knockout—\$595!

Like the successful pugilist, the successful Hudson-Essex salesman uses strategy. He emphasizes, with all the power at his command, that the appearance, roominess, performance qualities of the new Essex are the customer's at the *amazingly low price of \$595*.

Whatever the customer's ideas of car value may be, whatever competitors may say or do in discounting your arguments—the performance proof given by the demonstration, and the price—\$595—win the decision.

You'll never know your powers until you say yourself, "This is what I am going to do." And when you've done it, and if you are the right kind of salesman, you immediately move your mark a little farther, because your capabilities grow with your achievements. So, as a matter of course, do *your earnings*.

Sales Facts to Tell Your Prospects

LINES like these add point and interest to your sales conversation. Use them.

Essex at \$595 includes forty-one outstanding advantages, many exclusive, others not found in any but the costliest cars.

Essex competes with the lowest in price and challenges the finest in quality.

Hudson and Essex are the value sensations in a year of sensational values.

In these cars, Rare Riding Comfort is now, for the first time, available at such low prices.

Essex is a truly economical car. It is unusually economical in fuel and oil consumption. It is surprisingly free from service requirements.

Essex is a big, full-size car. It is inches longer and inches wider than any other car in its price class. This is another reason why it provides Rare Riding and Driving Comfort.

The certainty of satisfaction is worth a price in itself.

Hudson and Essex bodies are made of steel. They are designed along airplane construction lines, and securely welded. They are absolutely rigid, squeal-proof, creak-proof, rattle-proof. Butt-welded joints can not separate or work loose. Atmospheric conditions can not shrink or warp them. These bodies are insulated against noise.

In two successive years, 1929 and 1930, Hudson won the famous 8-day *Tour de France* against a large field of American and foreign entrants—and in both years second place went to Essex.

Finally, remember that the *Ride* is the most dramatic way to prove *Essex Rare Riding Comfort*. The ride creates talk and makes an impression that lasts. It proves what you claim—and it *makes sales!*



March Dealer Meetings

DEALER meetings similar to those held during February in Chicago, Boston, St. Louis, Kansas City, Dallas, Des Moines, Indianapolis, will be addressed during the month of March by President William J. McAnecny, Merchandising Director Chester G. Abbott and Director C. C. Winghamam at the following points:

CINCINNATI—March 10. Attended by dealers of Cincinnati, Columbus, Louisville, Dayton, Lexington.

PITTSBURGH—March 11. Attended by dealers of Pittsburgh, Wheeling, Youngstown, Huntington.

ROCHESTER—March 17. Attended by dealers of Rochester, Buffalo and territory west of Syracuse.

UTICA—March 18. Attended by dealers of Utica and territories east of Syracuse and west of Albany.

NEW YORK—March 19. Attended by dealers of New York, territory south of Albany, Bridgeport, Hartford.

PHILADELPHIA—March 20. Attended by dealers of Philadelphia, Baltimore, Washington.

Dealers Who Seized the Main Chance

They Were Open All Day on Washington's Birthday



It's hard telling how many dealers closed up for Washington's Birthday. But in Boston, energetic distributor Fred Ordway figured it a patriotic duty to devote the day to giving a little extra push to the flywheel of prosperity. In new-car and used-car ads newspaper readers were told,—“Open All Day, Washington's Birthday!”

Came this telegram: “Washington's Birthday sales were the best we have ever had. Beacon street store alone sold eighteen Essex, seven Hudsons and twenty-one used cars. Bangor sold ten Essex and three Hudsons. Fred Ordway.”

Looks as though Boston takes the High Hat for the month of February.



1 ride, 3 sales



A PROSPECT came to the store of R. J. Schmunk Co., Cleveland, a chap about twenty one, who discussed the purchase of a new Essex coupe, with a moderate-priced six cylinder car as a trade in.

The sale met with some resistance, the boy's mother objecting to his spending so much money. In the end the sale was made and the car delivered.

That evening the mother who had objected to the deal went with her son for a ride in the new car. Next morning the lady appeared at the store, with another son, and bought two more Essex cars, turning in two brand-new moderate-priced 6-cylinder cars.

In that one family three new Essex models now replace three 6-cylinder cars of other make, two of them new.

There was no magic about these deals. Rare Riding Comfort at \$595 did it. Get them to ride, and you'll get them to buy!



GOLD GETS THEM



AT the Jackson (Mich.) automobile show, B. & H. Motor Company kept its Hudson-Essex exhibit continuously in the limelight by offering to give away twenty \$5 gold pieces.

Under the plan, well advertised by means of posters and hand bills, show visitors signed numbered tickets and deposited them in a box prominently placed at the Show. Each show evening a drawing was held for five of the twenty gold-piece prizes.

As a result, B. & H. have a large list of \$575 Essex prospects which, obtained in regular ways, would have cost considerably more than \$100.



Hudson Wins in Argentine

A HUDSON, driven by Ansaldo, took second honors in the Argentine Grand Prix held over a 1370 kilometer course at Buenos Aires, February 8. The only car bettering Hudson's time was a Mercedes-Benz racer.

Radio Did It in Wichita



IN Wichita, Kans., the Mosbacher Motor Car Company decided to boost new and used car sales through local radio advertising, featuring the “Hudson-Essex Twins.” The broadcasts provided for six daily periods of 15 minutes each. Cost, \$200.

The talking point was a drawing for a “certified” used car valued at \$200. The broadcasting, the prize car and incidental expenses brought the total cost of the campaign to \$500.

In the broadcasts the public was invited to come to the Mosbacher store, to register for the drawing. The registration card had to give the name, address and phone number of the entrant, the make of car owned, as well as an expression as to whether and when the signer would be in the market for a car. The registration card itself also entitled the registrant to a credit of \$5 on any car he might purchase within five weeks.

The immediate result of the campaign were: 16 cars sold during broadcast week, total value \$3730—325 45-day prospects whom Mr. Mosbacher values at \$2 each—and 375 6-months prospects.



Milwaukee Demonstrates

HERE is the way folks in Milwaukee territory use the public's familiarity with local conditions to advertise outstanding performance qualities of the Essex.

STEP ONE: Brownie, automobile editor of the Milwaukee Journal, makes a series of speed, hillclimbing and stopping tests.

STEP TWO: The Milwaukee distributors advertise Brownie's findings in the Journal.

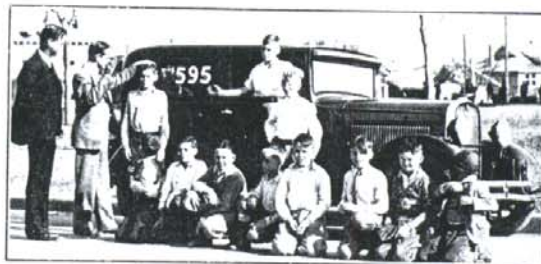
STEP THREE: The newspaper ad featuring the demonstration is reproduced in poster form and displayed not only in the Foam City's metropolitan section, but throughout the territory.

RESULT: The news that the car makes short work of local grades tells a story the residents of the territory appreciate. They know the places and understand it takes a mighty good car to climb them.

MORAL: Dealers making a real hill climb the high point of their demonstrations and emphasizing “595”, will find it a sales clincher of the first order.



Mystic Knights of “595” Initiate at Dallas



Decidedly good reports come from many dealers, who find the distribution of the little 595 but tons, with or without mystic ritual, a unique means of Essex \$595 propaganda.

HERE is Sam Dick, sales manager of Filgo Motor Company, Dallas, initiating a group of boys in the Dallas Chapter of “That Great Fraternity, the Mystic Knights of 595.” Salesman S. Ward (left) acts as assistant initiator. The ceremony took place at Stephen J. Hogg School.

The scope and purpose of “The Mystic Knights” was explained in Sales Service Bulletin No. 2. Extra copies of the Bulletin will be mailed, on request, to dealers and salesmen not fully informed regarding the “595 Button” plan which in a surprisingly short time causes people to tell one another the price of the new Essex.



...and there was the Scotsman...

WHO lamented, "Waes me; I buy me a Forr for t' save ma dimes, and there's that tight-wad Sandy runnin' an Essex Six on nae mairr gas an' gettin' a bigger 'n more cumfortable car furbye.

Cincinnati Uses Mails

A REPRODUCTION of the Hudson Essex automobile show advertisement, reduced in size and printed in mailing folder form, is used effectively by Moncrief-Fuller Motor Co., Cincinnati distributors. The advertisement features the transition of Hudson and Essex, selling in 1921 at \$2400 and \$1595, respectively and in 1931 at \$875 and \$595, respectively.

According to the distributors, the mailing campaign is proving a *valuable support* to the work of the salesmen.

Switches from "999" to "595"

THE first time they met (President William J. McCancey left, Barney Oldfield right) was in 1905 when Oldfield made speed history in the famous and familiar



"999" racer. When they parted the other day, the famous race driver piloted a "595", as Oldfield calls the Essex in which he is traveling to the Pacific Coast.

Put This Under Your Hat

TO convince others, you must be convinced yourself. And nothing will convince YOU like driving both Hudson and Essex the way your customer will drive them. A 200-mile trip will put conviction into your sales talk. Then when you tell the CUSTOMER that these cars are the value sensations in a year of sensational values, there will be TRUTH in your voice and conviction in your argument.

Why Did I Lose That Sale?

SELF-ANALYSIS of lost sales is an excellent plan. Salesmen who are earning the highest commissions point out that the constant questioning: "Why did I lose that sale?" "What was the matter with my selling?" is proving more valuable than all the salesmanship text books ever printed.

"BIG ESSEX" SAY THE BIG FELLOWS

IF the statement that Essex bodies are luxuriously roomy needed corroboration, two competent chaps are ready to do the corroborating. For when it comes to roominess, both *need plenty of it*, Nature having seen fit to endow them liberally with longitude and latitude.



The gentleman at the top is the redoubtable Primo Carnera whose demands for leg and elbow space may be gauged by comparing him with his companion, a member of the sales staff of the Twin City Motor Co., Minneapolis.



Another poor midget-car prospect who finds the Essex ample for his needs is shown in the second picture. Ross Smith, leader of the famous Smith Band, photographed just after the Essex had taken him over Westmore Hill near Johnstown, Pa., at a 30-mile high-gear clip. Mr. Smith, with a weight of 287 lbs. and an elevation of 6 feet 6 inches, finds the Essex of more than *ample size and convenience*.

Trunk Racks Up!

ARE you the man who arranges the cars on the showroom floor? Your cue is to tilt the trunk rack so that it is vertical—straight up and down. The symmetry of the rear lines is materially heightened when the rack is vertical. It's a little thing, but like the crease in trousers it improves appearance.

What is good for cars on the floor is good for those on the streets. Make a point of setting trunk racks vertical on your demonstrators and on cars delivered to customers.

LEO LONG, hustling Cascade, Wis., dealer, is the proud father of a baby boy. And Dad bets money that the youngster will be able to say "595" before Summer is over.

Welcome!



Since the preceding TRIANGLE issue, the following dealers have joined the Big family under their respective distributors:

- ALBANY, N. Y.—C. W. Hall, Nassau, New York—Wm. J. Lytle, Greenwich, N. Y.—Nate's Motor Sales, Chatham, N. Y.—Styles Motor Co., Ravena, N. Y.
- ATLANTA, GA.—Hall County Motor Co., Gainesville, Ga.—H. M. Love & Company, Douglas, Ga.
- BILLINGS, MONT.—Big Horn Garage, Thermopolis, Wyo.
- BOSTON, MASS.—Carl W. Rowe, Henniker, N. H.
- BRIDGEPORT, R. I.—Flower's Garage, North Haven, Conn.
- BUFFALO, N. Y.—Peter J. Becker, Aiden, N. Y.—Fred Franke, Depew, N. Y.
- CHICAGO, ILL.—Gorden Motor Co., Chicago, Ill.—Clark Motors, Chicago, Ill.
- CLEVELAND, OHIO—A. F. Pearson Co., Akron.
- DAVENPORT, IA.—Bettendorf Garage, Bettendorf, Ia.—Clarence Peck, Winfield, Ia.
- DENVER, COLO.—H. C. Lawrence, Gunnison, Colo.
- DES MOINES, IA.—Fisher's Garage, Des Moines, Ia.—Bernhard & Turner Auto Co., Des Moines, Ia.—C. G. Garner, Laurens, Ia.—Service Garage, Carroll, Ia.
- FT. WAYNE, IND.—J. S. Adams, Markle, Ind.
- FRESNO, CALIF.—Roy Hedrick, Laton, Calif.
- GASTONIA, N. C.—G. W. King's Garage, Kings Mountain, N. C.
- GRAND RAPIDS, MICH.—Gates & Hoppock, Fremont, Mich.
- INDIANAPOLIS, IND.—H. R. Millikan, Newcastle, Ind.
- JOLIET, ILL.—Atwood Motor Sales, Danville, Ill.—LaSalle Hudson Motor Sales, LaSalle, Ill.
- KALAMAZOO, MICH.—H. C. Spring, Union City.
- KANSAS CITY, MO.—L. E. Brock, Waverly.
- MILWAUKEE, WISC.—Dodgeville Motor Car Co., Dodgeville, Wisc.—Jirschele's Garage, Marshfield, Wisc.—Ohr Motor Co., Jefferson, Wisc.
- MINNEAPOLIS, MINN.—Automotive Clinic, Minneapolis, Minn.—Uni-Dale Motor Sales, St. Paul, Minn.—Automotive Machine & Motor, St. Paul, Minn.—Bauer's Garage, S. St. Paul, Minn.—A. J. Berger, Canby, Minn.—Houle Motor Co., Brainerd, Minn.—Sullivan Motor Co., Arkin, Minn.
- NEW ORLEANS, LA.—Hudson Essex Motor Co., Monroe, La.
- NEW YORK, N. Y.—Wilkins Motor Sales, Red Bank, N. J.—Pasack Motors, Westwood, N. J.—Glen Cove Hudson-Essex, Glen Cove, N. Y.—Ramsay Hudson-Essex, Inc., Midland Park, N. J.
- OKLAHOMA CITY, OKLA.—R. W. Birkett, Oklauda, Okla.
- OMAHA, NEB.—Luther Larsen, Fremont, Neb.
- PORTLAND, ORE.—Motor Inn Garage, Drain, Ore.
- PROVIDENCE, R. I.—Pawtucket Garage, Pawtucket, R. I.—Burke's Garage, Providence, R. I.—Marlor's Garage, Wickford, R. I.—Smith's Service Station, Cranston, R. I.—Spring St. Auto Service Station, Fairhaven, Mass.—C. & W. Hudson-Essex Sales, Inc., New Bedford, Mass.
- RICHMOND, VA.—Gray Motor Co., Richmond.
- SAGINAW, MICH.—Petoskey Auto Co., Petoskey.
- SALINA, KANS.—Deltz Motor Co., Ellis, Kans.
- SOUTH BEND, IND.—Dunlap's Garage, Buchanan, Mich.—Francesville Motor Co., Francesville, Mich.—Madelord & Wilhoit, Akron, Ind.—Smart Service Station, Morocco, Ind.—White Garage, New Carlisle, Ind.
- SPRINGFIELD, MASS.—International Motor Car Co., Springfield, Mass.
- ST. JOHN, N. B.—Motor Car & Equipment Co., Ltd., Moncton, N. B.
- ST. LOUIS, MO.—Buford Motor Co., Anna, Ill.—Tune's Garage, Rolla, Mo.—Allen & Co., Springfield, Ill.—Phil Taylor, Alton, Ill.—Warren Service Station, Marion, Ill.
- SYRACUSE, N. Y.—Theo. W. Baxter, Liverpool, N. Y.—R. C. Kennedy, McGraw, N. Y.
- TOLLEDO, OHIO.—R. J. Hahn, St. Paris, Ohio—Krugh Motor Sales, Fremont, Ohio—C. S. Miller, Columbus Grove, Ohio—Wolfe Auto Sales, Green Springs, Ohio.
- WASHINGTON, D. C.—Boone's Service Station, East Falls Church, Va.
- WICHITA, KANS.—McCullough Bros., Blackwell, Okla.—Fete Mertes, Andale, Kans.