

EXTRA

Special for Canada

EXTRA

# The Hudson Triangle

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## SELECTIVE FREE WHEELING HUDSON - ESSEX

\$50 extra

Use It to Put Free Wheeling  
in YOUR SALES ❖ ❖ ❖

ANOTHER milestone in Hudson progress! Hudson-Essex Selective Free Wheeling giving you the advantages of a new, additional sales appeal, of a new, freshened market, of new *Additional Profits*.

Hudson-Essex Selective Free Wheeling means the use of Free Wheeling when and as the driver desires. It means driving and shifting without confusion, in safety, in the accustomed way, 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, high.

You can now offer the luxurious floating ride that has been exclusive to some of the costliest, most pretentious cars to your Hudson and Essex prospects, at a cost but little more than that of the lowest-priced cars.

Read, in the following pages, how you may take fullest advantage of this grand opportunity to

**increase your sales and profits!**



# A NEW SALES ADVANTAGE

## FREE WHEELING —

the most talked about feature in motor cars of the day—**IS NOW YOURS.**



**How Shall We Make the Most of It?**

***Demonstrate*—of course.**

No One Can *Describe* Free Wheeling Riding



**Take Advantage of What All People Are  
Saying About Free Wheeling**

**P**EOPLE seek novelties—something new. They will accept a demonstration of Selective Free Wheeling when they decline to ride in a car they think they know all about.

**And Now You Offer Free Wheeling  
at a Price All Can Afford!**

**J**UST as motorists are curious about 12 and 16-cylinder cars, but do not take demonstrations because they know such cars cost more than they can pay, they probably for the same reason have refrained from investigating the pleasures of Free Wheeling.

Hudson and Essex, with Free Wheeling, enable you to go to every motorist *with a new, interesting demonstration!*

## What Else Must We Do?

**M**AKE salesrooms reflect new activity.

Anything that indicates newness, hustle and bustle, attracts interested attention.

Signs, displays—all and any of the activities to attract attention you have used in the past will be useful.

Here is a list of activities—some of which you have done before. Do them again, if something better is not possible.

Have your men tag cars of good trade-in possibilities, the tags calling attention to Hudson-Essex Free Wheeling provided in the market's lowest-priced Six and Eight.

Paint the Free Wheeling message on your show windows.

Call your prospects, new and old ones, on the telephone and make appointments for the demonstration of Free Wheeling.

Contact 1929 and 1930 Hudson or Essex owners by mail and urge them to test Hudson-Essex Free Wheeling.

Let your newspapers know that Hudson-Essex Free Wheeling has arrived. It's real, live news; papers will print it.

Enthuse your salesmen over the increased profit possibilities of Free-Wheeling Hudson and Essex cars.

Paint Greater Hudson Eight or Essex Super-Six on demonstrating cars, with the addition: "With Selective Free Wheeling."

Make a note on the calendar, reminding you to have your salesmen sign and mail their Blue Ribbon Pledge cards immediately.



**SELECTIVE  
FREE  
WHEELING**

because it has  
and newness of the  
of new

**RE-OPENS TO  
ON PROSPECT**

People are always curious  
All are talking about it.  
about Selective Free Wheeling

Anything new always attracts  
Prospect Avenue. It opens  
Put the same drive and profit  
of Selective Free Wheeling  
put behind the announcement

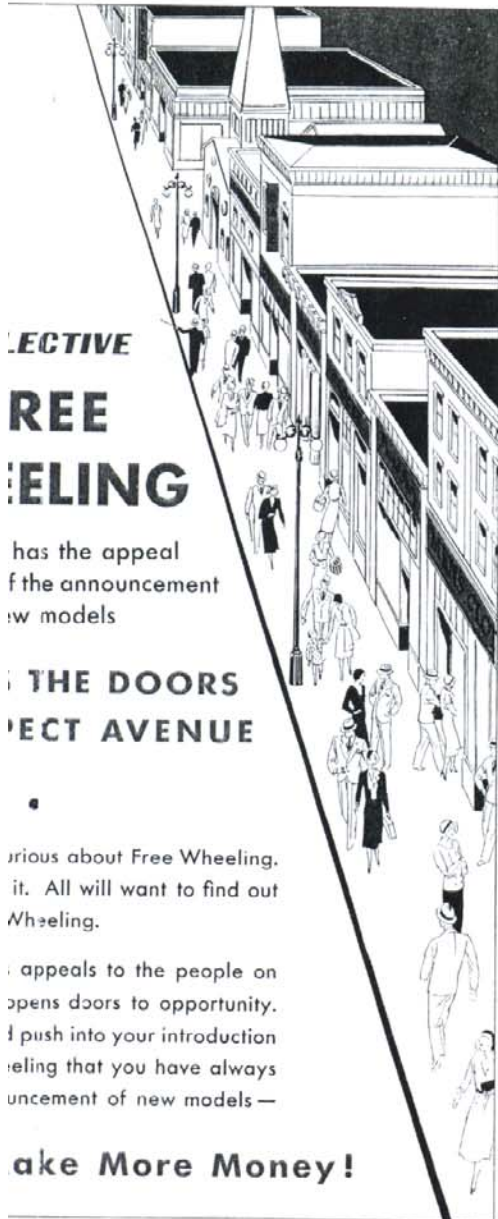
**And You Will Make**

**But You Must Drive, to Know**

**M**AKE all enthusiastic. No one can interest another in a thing in which he himself has no interest.

Interest requires *knowledge*. Enthusiasm begets enthusiasm. Selective Free Wheeling *thrills* you—if you drive—but it's just "another thing" until you do drive. And you must *know* Selective Free Wheeling, before you can make any one else know.

*So let everyone drive!*



**LECTIVE  
FREE  
WHEELING**

has the appeal  
of the announcement  
of new models

**THE DOORS  
OF SELECT AVENUE**

is curious about Free Wheeling,  
it. All will want to find out  
about Free Wheeling.

appeals to the people on  
it opens doors to opportunity.  
It pushes into your introduction  
of Free Wheeling that you have always  
of announcement of new models—

**Make More Money!**

**Now Selective Free Wheeling**

Curiosity makes people want to find out.  
People are curious about Selective Free Wheeling,  
and curiosity makes people *talk*.

The more people *talk*, the more people are  
*curious*, the more people *know* Hudson-Essex  
Selective Free Wheeling, the more demonstrations  
are given—the *more sales!*

But *You* must first know. So see that every  
member of your organization *experiences* Selective  
Free Wheeling.

and to Sustain the

**BIG DRIVE—**

**Let's Sign the Pledge!**

EVERY man works best when he has an *objective*.  
When one signs a promise to do a certain thing,  
he is more apt to do it than if he agrees without  
signing his name. It's like a name on a *promissory note*.



Sign and mail  
pledge card  
today

**Your Pledge Card**

is enclosed. Sign and return it *at once*.

Every one signs a *Promise* to sell at least *one  
more* car in June than he sold in April. It will  
mean just that much *more profit* for him. It  
will mean country-wide sales by thousands.  
It will build your enthusiasm—and

President McAneeny will have a *surprise* for those who sell that  
extra car—a finer surprise for those who *exceed* their pledge.



Wear the  
blue ribbon in  
your coat lapel

**A Blue Ribbon —**

something to shoot for—something to show *you  
are pledged*.

Let's—each one of us—wear a blue ribbon in the lapel  
of our coat, to show *we have signed* the pledge to  
sell one more car in June than we sold in April—and  
to show we have the x x x to DARE!

A blue ribbon in your coat lapel will look like a *special decoration*;  
it will create curiosity—make people ask and give you an  
opportunity to talk about and demonstrate Hudson-Essex Selective  
Free Wheeling.

**Window Decorations** to  
help arouse curiosity. Attractive  
window posters will reach all dealers  
before June 1st. *Use them.*

**Giant Telegrams**—(Size 11x17  
in.) to send to your entire mailing list.  
Sample enclosed. With dealer's im-  
print and envelope ready for mailing,  
they will be furnished at \$2.50 per  
hundred (plus duty). Dealers should  
order through their distributors and  
place orders promptly on the enclosed  
order blank, so distribution can be  
made as soon as Free-Wheeling de-  
monstrators are available.

What would you do if you received  
such a *Big Telegram*? It suggests  
something important. It commands

attention. It arouses *curiosity*—  
about Selective Free Wheeling.

1000 of these Big Telegrams to 1000  
motorists make 1000 motorists curious.  
They open an interest that will listen,  
that in most cases will give you an  
opportunity to *demonstrate*.

**Post Cards**—Send them to all  
your prospects, including those who  
have taken demonstrations in stand-  
ard Hudson or Essex cars. We will  
furnish, free of charge, the necessary  
plate from which your printer can  
print, with your name and address,  
as many post cards as you desire.  
Write or wire Advertising Depart-  
ment at factory, today, for your  
plate.

# What the Factory ♦ ♦ ♦ ♦ Will Do To Help

## Mail Pieces

—to attract new prospects, to convince those that have already taken demonstrations that Hudson-Essex Selective Free Wheeling plus Hudson-Essex Rare Riding Comfort is now within their reach, at lowest cost.

*See enclosure of giant telegram and postcard at right.*

## Special Newspaper Advertising

—will tell about the delights of Hudson-Essex Selective Free Wheeling, and about the value of our cars.

Every motor car user is now your prospect. You have a new attraction with which to interest him. If he has ridden in a Free Wheeling car, he will surely be interested in knowing all about Selective Free Wheeling.

With Free Wheeling to demonstrate, the salesman can obtain interested attention from people who have been indifferent to every previous effort to interest them.

Now all can have  
**Selective  
FREE-WHEELING**  
in the new  
**HUDSON or ESSEX**  
at only **\$50** extra

Enjoy the luxurious floating ride, heretofore exclusive to the most costly cars.

Selective Free-Wheeling permits Free-Wheeling when and as you desire in either first, second or third speeds. Nothing new to learn. You drive as you have always done.

Thus again: Hudson and Essex add a fine car detail at a great saving to you.

**Come in today and Enjoy a  
New Riding Sensation.**

*SEND THEM TO YOUR ENTIRE MAILING LIST  
We will furnish, free of charge, necessary plate from which your printer can print with your name and address in this space, as many of these cards as you desire. Write or wire Advertising Department at factory, today.*

## Blue Ribbon Pledge

President McAneeny has a pleasant surprise award for all salesmen who make good or exceed their pledge for June, if the pledge calls for more sales than were made by the salesman in April. Wearing the Blue Ribbon in the lapel of your coat is part of the pledge.

## Window Trims

—attractive, commanding, designed to arouse curiosity. Use them. They will help create an atmosphere of enterprise about the sales-room. They will help to attract attention.

Selective Free Wheeling gives the same sales impetus that follows the announcement of new models.

Take advantage of your opportunity to make more sales and more money for yourself. You haven't had such a chance in a long time. You won't get another such chance soon.

This is a Post Card you can send to prospects

## What You Can Do ♦ ♦ ♦

- Learn all about Hudson-Essex Selective Free Wheeling. Get enthusiastic about it and about the additional sales opportunities it gives you.
- Get enthusiastic about the cars you sell.
- Get other people interested.
- Set your aim to sell at least one more car in June than you sold in April.
- Determine to make others share your enthusiasm.
- **MAKE FREE WHEELING DEMONSTRATIONS!**

**—IF YOU DO —YOU WIN!**