

The Hudson Triangle

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No. 1

New HUDSON and ESSEX Cars
MOVING EVERYWHERE
Get Yours While RARE RIDING COMFORT Is News



THE 1931 Hudson and Essex models embody an invisible quality—one which cannot be pictured in these pages. A quality most difficult to describe but readily sensed when you drive the cars. This invisible, all essential ingredient is Rare Riding Comfort. Those who have not experienced it have a treat in store for them. Why not be in a position to demonstrate RARE RIDING COMFORT to your prospect while it is news?

Built to the New Measures of the World's Currencies

By WILLIAM J. McANEENY
President, Hudson Motor Car Company

THE world is through with gambling—through with speculating. It is now investing—buying strictly on values. The new Greater Hudson Eight and the new Essex Super-Six are built to this measure—built to the amazing new purchasing price of the world's currencies.

For a year we have concentrated our resources, our man power, and the 22 years of successful experience which is ours, on building cars to this measure. That we have succeeded to an unusual degree is a tribute to Hudson owner-management.

We ask you to inspect thoroughly and test them in every way you know. As you do this, you will share our pride in building to the new measure of

the prospect's dollar, pound, or peso—you will realize that this, indeed, is a new development in the industry, a new development brought about by changed times.

Buy strictly on value. Sell strictly on value. Let that be your cardinal principle. The value of the new Greater Hudson Eight and of the new Essex Super-Six are in features entirely new to their price fields. It is in their engineering advancements of chassis and motor. It is in their Rare Riding Comfort, their ease of handling, their excess of power. It is in their amazing new performance standards. It is in their intrinsic, basic quality—the greatest values on every count, in our history—and at the lowest prices.



Hudson Dealers Honour Veteran Leader

ON THE occasion of his twenty-first anniversary with the company, William J. McAneeny, president and general manager of the Hudson Motor Car Company, was given a banquet in his honour by a group of distributors and employees, all of whom have been with the Company ten years or more. The banquet was held in New York during the National Automobile Show in that city.

Roy D. Chapin, chairman of the board, paid tribute to Mr. McAneeny, tracing his success from the time he was purchasing agent to president, and spoke of his loyalty, immense human understanding and friendliness.

C. C. Winningham, toastmaster, an associate of Mr. McAneeny's for 20 years, told of his earlier life, his faith in the industry and the country.

The president's slogan, "Beyond Depression Lies Prosperity", was received with acclaim by

those present representing the automobile, finance and merchandising fields.

Mr. McAneeny was presented with a rare old piece of antique silver in commemoration of this event. The piece was originally given to the famous English Admiral, Sir Samuel Hood, by the merchants of Barbados in appreciation of his efforts in protecting their sea-borne commerce in 1804. It is a beautiful centerpiece of hand-wrought silver, the lid of which is surmounted by an anchor and an eagle and bears the original inscription on one side and the inscription of presentation to Mr. McAneeny on the other.

President McAneeny was deeply touched by the many compliments paid him and responded with a speech in which he expressed supreme confidence in the ability of the entire automobile industry to lead the return to normal business and more prosperous times.

A Stronger Chassis and a Better Body Combine to Give the New Hudson and Essex RARE RIDING COMFORT

THE improvements that combine to make Hudson-Essex for 1931 the smoothest and most comfortable riding cars in their price classes are not small, outward fixtures but basic refinements hidden in the vital parts of the car. No combination of small gadgets attached to a motor or additions to the instrument board could in themselves provide the extra riding qualities expressed in the term Rare Riding Comfort.

This is a sensation only afforded by cars so sturdily constructed against road shock and so well insulated against sound that they permit the occupant nothing but complete comfort and driving ease. It is found only in cars which have added inbuilt quality to provide a measure of driving satisfaction that the driver can feel at the wheel. Such cars are the Greater Hudson Eight and the New Essex Super-Six.

In this day and age, most motor car improvements soon become the common property of all manufacturers. When a practical improvement comes to the market, you may be assured that Hudson and Essex will adopt it—in fact their 22 years of manufacturing experience shows a long record of vital improvements—but Rare Riding Comfort is a unique feature for cars selling at Hudson and Essex prices.

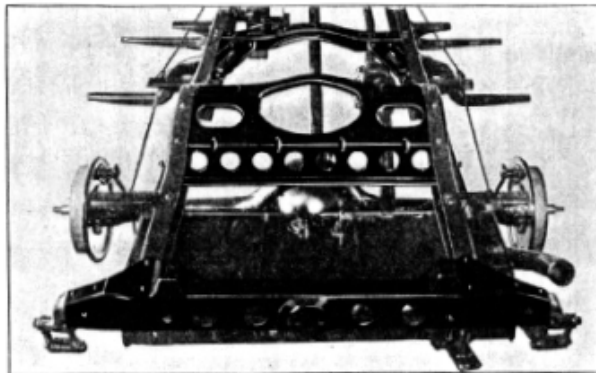
You cannot adequately describe the sensation of Rare Riding Comfort. It is a feeling that must be experienced to be appreciated. Every prospect should be initiated to the pleasures of Rare Riding Comfort. It is a priceless in-

redient adding great value to your sales presentation. You must exert every effort to get the prospect in the car at an early point in the canvass, by all means endeavouring to do so before he has an opportunity to bring up the question of how much you will offer him for his old car.

Observations made while selling prospects in the United States and Canada prove conclusively that, where the prospect's attention has been continuously held during the early part of the solicitation and up to the time the prospect was ready to make a test ride, the outcome of the canvass resulted in a sale much more frequently than in those cases where the prospect was allowed to intervene by requesting a bid on his old car.

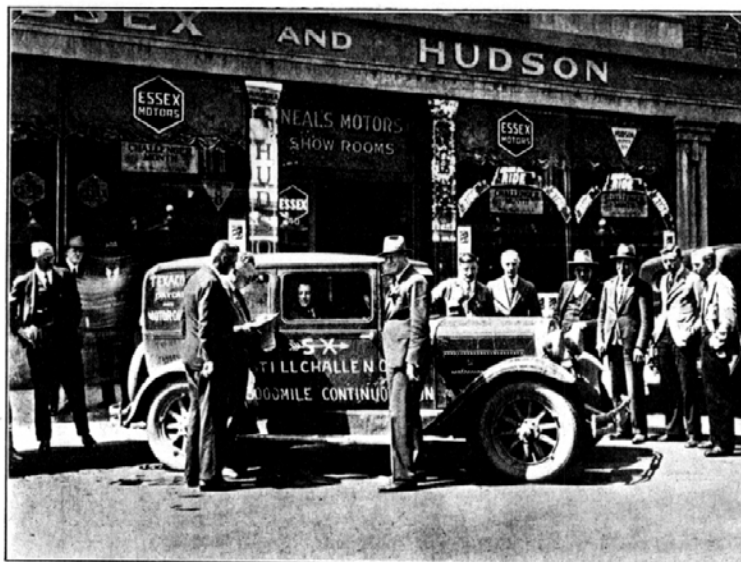
The tactful salesman who knows his car should be easily able to carry the conversation up to the point where he proposes a demonstration before the buyer has a chance to turn salesman. To do this, he must be enthusiastic to the point of imbuing the prospect with his enthusiasm. The preliminary conversation should be calculated to arouse the prospect's desire.

His interest in the beauty and luxury of the particular model in question should be evoked. Once gained, this interest should be capitalized upon by a direct invitation to the prospect to take a ride and experience that genuine treat afforded by Hudson and Essex RARE RIDING COMFORT.



This illustration shows the size and strength of the frame cross-members and illustrates how much greater strength has been added without corresponding increase in weight.

Australian Challenger M Brilliant Feats of Perfo



This is the Essex Coach which made the 1250 mile run through Victoria State; then driven from Melbourne to Adelaide and return without being overhauled.

DURING the month of October, 1930, Hudson-Essex distributors in Australia united in a joint demonstration effort which centred public attention throughout the entire Dominion on the Hudson Great Eight and Essex Challenger.

The ambition to make this a remarkable month in the history of Hudson-Essex was not confined to distributors alone. Branch and provincial dealers located in every state in East Australia conducted local tests in their own territory.

Among the tests conducted were reliability runs, mountain climbing—over roads fender high with snow and declared impassable by government authorities—gasoline economy tests hill climbs, and trials of all descriptions which would test the real worth of any car, regardless of the number of cylinders or power output. Most of the tests made were under the official supervision of the various automobile and touring clubs of the Australian states.

Three Thousand Mile Continuous Sealed Bonnet Run

Perhaps the most remarkable test was the 3,000 mile continuous Sealed Bonnet Run, conducted by Neals Motors, Limited of Melbourne. A stock Challenger Sedan was driven 3,000 miles over a gruelling course con-

sisting of mountainous and desert country, in the face of blinding rain and general adverse weather conditions.

Upon the completion of this most difficult run throughout the state of Victoria, the car was immediately dispatched the same afternoon, from Melbourne to Adelaide and return, on a continuous run with its bonnet still sealed. This run over a distance of 1250 miles was successfully negotiated without encountering mechanical difficulty of any kind.

The main object of the additional run to Adelaide and back was to prove that the car was in a thoroughly sound condition after its gruelling 84 hour 2800 mile run over Victorian highways. When you learn that the road from Melbourne to Adelaide is over a high mountain range, you will know that this additional run was no easy test. The driver of the car, Mr. Earle Croisdell, an experienced driver over this course, stated when he returned to Melbourne that this drive was undertaken under the worst conditions he has ever experienced.

In spite of the hard driving to which the car had been subjected and the prevailing weather conditions, the run from Victoria to Adelaide and return was made in remarkably good time. The main object of the test was to show stability and reliability, and these qualities were proven beyond the highest expectations of driver and promoter alike.

Month Marked by Many Performance and Economy



Essex Challenger used in
Blacklock's (Albury)
Non-Stop Run

Mt. Hotham Hill Climb

Mt. Hotham is one of the highest peaks in the "Australian Alps". Generally impassable until the spring thaws in November, six thousand feet of this mountain were negotiated by an Essex Challenger through heavy snow drifts, three feet deep. This was an unprecedented accomplishment in this section at this time of the year.

The official observer of this memorable hill-climbing demonstration termed Essex performance in the following words: "Essex pulling and all-around performance just marvellous".

Fuel Consumption Test

This test was also conducted in the vicinity of Melbourne. Nine Essex sedans, each supplied by a different metropolitan dealer, were driven a distance of one hundred miles between Bendigo and Melbourne, each carrying exactly five gallons of gasoline. The bonnet of each car was sealed by an official supervisor. A condition of the trial was that the journey should occupy four hours and the cars were to be driven at an average speed of twenty-five miles per hour.

At the finish, fuel tanks were drained and the remaining contents measured accurately in graduated measures. The astonishing average of 37.636 miles per gallon (Imp.) was the official mileage of the nine cars participating.

Novel Tests in N. S. W.

Many other tests were made in N. S. W. and South Australia. Messrs. Dalgety and Company of Sydney arranged a novel series of fast runs with express railway trains starting from four main railroad termini at the same time as express trains. All four of the Essex sedans participating beat the trains into Sydney by handsome margins. Drivers held to easy schedules, yet the cars averaged up to 42 miles per hour without strain over distances ranging from 380 to 640 miles.

Not one of the cars averaged less than twenty miles per gallon. Because of the nature of the competition, these Essex Sedans were labelled "Essexpresses".

Other Non-Stop Runs Conducted by Provincial Dealers

Reliability runs were made by many dealers located in smaller inland points. At Albury, N. S. W., a twenty-four hour non-stop run was conducted by the Blacklock Garage. The distance covered in this run was 608 miles, while the average consumption under fast driving conditions was 27 miles per gallon (Imp.).

This run was also conducted under official observation, the editor of the Albury paper acting as the observer.

if-

In Which We Borrow Kipling's Title to Introduce Quite a Different Idea

If I
Were a
Salesman,
I Would

consider myself a member of an ancient and honourable profession. I would *take pride* in my work and try to live up to the title "Salesman."

I would learn as much as possible about my merchandise. I would study human nature, school myself in patience and forbearance, and be prepared to meet objections with telling argument, doubt with convincing proof.

My ambition would be to *be a seller* rather than an order taker, a star rather than a second-rater. But, at any rate, *I would sell cars!*



If I Were
Asked for
an Excessive
Allowance,
I Would

first of all demonstrate the Hudson and Essex brand of *Rare Riding Comfort*. I would show the prospect the common mistake of sacrificing new-car substance to used-car over-valuation.

I would prove, with figures, that the inflated allowance, obtained elsewhere, is as a bubble that bursts into the buyer's face when he tries for another allowance a year hence.

And I would convince the prospect that neither I nor my rivals could afford to be on the losing side of the ledger without beckoning the sheriff to close up the place.



If I Were
a Dealer,
I Would

clean up all my old stock and make my showroom ready for the big drive on the new 1931 models. I would introduce Hudson and Essex for 1931 with a clean, attractive showroom, using my windows for the most inviting display I

could contrive.

I would get the newspaper men to drive the new cars and ask them to feature *Rare Riding Comfort* when they write up the cars in the local press. I would point out the extra leg-room, head-room, and cushion width that permit passengers to change position at will for greater comfort while riding. I would demonstrate the new ease of shifting gears in both Hudson and Essex.

In short, I would put this comfort story across in the most emphatic way that demonstration makes possible.



If I Found
Business a
Bit Dull,
I Would

go out and search for orders in new places. I would specialize on owners of small and less comfortable cars and let them know, through tags, letters, and visits, *how much comfort, value, and downright money's worth* I can offer them at amazingly low prices.

I would invest in shoe leather and reap dividends in orders closed. I would stretch the work day until it yielded extra returns. I would enlist the help of others in *locating prospects*.

I would not count up the earnings until my shadow had darkened the door of every prospect within reach that day.



If I Were
Selling a Car
to a Woman,
I Would

interest her in features appealing to feminine discrimination—*beauty and quality* of upholstery, luxuriousness of appointments, comfort, convenience of operation and control, wide doors and deep seats, roominess, ease of entry and exit, safety afforded by all-steel bodies.

I would call attention to the powerful, easily applied brakes, the finger-tip gear shift, the one-hand windshield control, the starting switch on the dash.

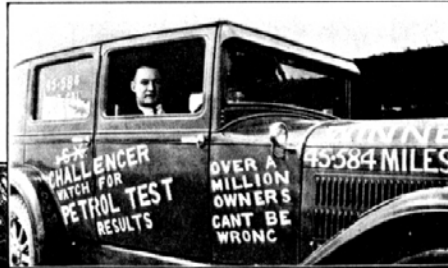
I would stress the *low price* at which *Rare Riding Comfort* is offered, and the car's operating economy. I would appeal to the woman's pride of ownership by referring to other women drivers of Hudson and Essex models, particularly those of social prominence.



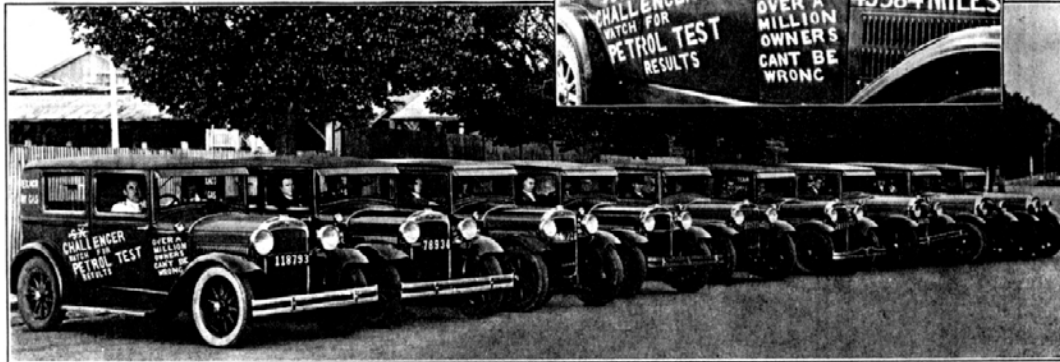
MALAY TOBACCO FIRM DRESSES-UP AN ESSEX
 One of the most widely advertised commodities of the day is tobacco. Not content to let the newspapers do the advertising alone, this Chinese tobacco distributor has dressed up an Essex Phaeton with banners and badges symbolizing his popular brands.

NEWS and VIEWS from OVERSEAS DEALERS

AVERAGES 45.584 M.P.G. IN ESSEX
 S. W. Jenkins, Caulfield, Victoria, dealer, won a silver Challenger Cup for driving this Essex Sedan 100 miles at an average of 45.584 miles per gallon of gasoline.



*8-11/1921
 London
 B. M. ...
 1/14/21*



NINE ESSEX SEDANS ENGAGE IN ECONOMY TEST
 In Victoria (Australia) nine Essex Challenger Sedans, each driven by a different dealer, arranged a 100 mile fuel consumption contest. The test ran was to occupy four hours, and the cars were to be driven at an average speed of 25 miles per hour. Each car carried but five gallons of gasoline. The official mileage of the nine cars averaged 37.636 miles per gallon. The winner of the contest is pictured above.

2/19/21



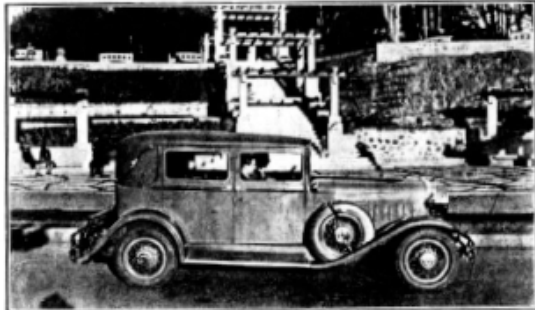
PRIZE WINNING ESSEX FLOAT
 The Essex pictured here was the prize winning entry at the recent Armistice Day celebration in Madras, India. It is decorated with Rose and Jasmine flowers to take the form of a peacock. In competition among all of the progressive local motor dealers, this Essex was adjudged the finest decorated, and won His Excellency, the Governor's Cup, (inset) the first award of the day.



HUDSON-ESSEX SHOW DISPLAY AT PRAGUE
 Eastern Europe boasts of its fine automobile shows as well as the more renowned cities of Western Europe. Among these, the annual Motor Show at Prague, Czechoslovakia, stands out not only as one of the most attractive but one of the best in results. In the forefront of the above illustration is the Hudson-Essex exhibit at the Prague Motor Show.

more VIEWS from OVERSEAS

HUDSON BEAUTY IN NATURAL SETTING



South American Avenidas are noted for their natural beauty and landscaping. Among others the Avenue Allamirano of Valparaiso, Chile, is renowned for its terraces and charming edifices. This scene shows a Hudson Brougham coasting along the Avenue Allamirano beside the beautiful Pergola. The photograph came to us through the courtesy of Graham, Rowe and Company, distributors of Hudson and Essex cars in Chile.

ESSEX NEGOTIATES 150 MILES OF DESERT



Mr. P. Engel drove the Essex town sedan, shown here, from Upington to Kuruman, across the Kalahari Desert in South Africa. Consolidated Motors, at Johannesburg, supplied the picture.

Bits and Brevities

SYSTEMATIC progress tends toward stability. We all need more Pluck, Power, Punch, Patience and Purpose, remembering that public opinion criticises first, then tolerates, then glorifies. In the motor car business it is well to attain glorification as early as possible, for competition is constantly bidding for the same laurels.

FROM a dealer point in South Africa we learn that some vagrant citizen entered an automobile sales-room in broad daylight and, while the owner-salesman was in the rear service shop, drove off a brand new sedan. This is a tip for those who still have a supply of old models on hand.

OUR readers are our chief contributors. If you will remember that the main source of information for the Overseas Triangle is the foreign distributor and dealer, you can materially assist in the editing of your house organ by sending in newsy bits with photographs at regular intervals. Let us have an opportunity to give attention to every overseas distributor in the Triangles of 1931.

THE makers of an ultra-high-priced V-Eight seem to be proud of the fact that their car furnishes one horsepower for every 43 pounds of weight. Your prospects will be interested to learn that the new Hudson Greater

Eight delivers one horsepower for every 37 pounds of weight.

BECAUSE of the new product, its price, the riding comfort it gives, you have a unique opportunity to build up in your territory a distinct position which no competition can invade.

The quickest way to do this is to keep the demonstrators busy from one end of the day to the other.

IF you know of a driver who is irritated by little noises, get him to try the new models. He will find much pleasure in their quietness, and, as noise is his pet aversion, he will tell others about its utter absence in the new Hudson and Essex.