

The Hudson Triangle

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No. 2

The New ESSEX Super-Six The Finest Performing Six Hudson Ever Built

THE name Essex has long been synonymous with value. Owners agree that their reason for buying an Essex has been primarily due to its excellent combination of values. This reputation for value giving has been made possible only by economies effected through Hudson's concentrated manufacturing facilities, a system organized and perfected by Hudson's owner-management.

To add to this reputation, the 1931 Super-Six now carries many new improvements. It gives *more* in power—*more* in fast get-away—*more* in roominess—*more* in convenience, good-looks, and inherent value. Impress upon those in your territory who want more for their money that there is no better motor car buy than the new Essex Super-Six.

MORE



Speed

70 Miles an Hour

MORE



Power

60 Horsepower

MORE



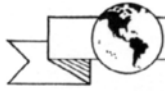
Room

Inches Longer — Inches Wider

and

RARE RIDING AND DRIVING COMFORT

MAKE MORE SALES



"Back to Work"

By Roy D. Chapin, Chairman, Highways Committee, National Automobile Chamber of Commerce, and Chairman of the Board, Hudson Motor Car Company

THREE questions are on the lips of men in all parts of the world. They are:

- "How is business?"
- "Is it getting better?"
- "What is the outlook for 1931?"

In seeking an answer suppose we turn back over the pages of Time for a moment.

If these questions had been asked in 1831 instead of 1931, the speakers would have been concerned almost entirely with conditions in their own community.

Trade then was largely a matter of local barter and exchange.

Invention Has Brought People Together

In the succeeding hundred years—even the last quarter of a century—historic barriers have been rent asunder by the most amazing developments known to civilization.

The art of communication has touched new heights. Through the magic medium of motion picture and press, wireless and radio, the people of the world have been brought into immediate touch with one another.

A world trade has grown up aided and expanded by the steamship, the railroad and finally by the automobile and the airplane.

The matchless achievements of research, science and business have bound together neighbor with neighbor, nation with nation.

Whole World Felt Effects of War

When the World War came, for the first time in history the entire world was affected. All enjoyed the extraordinary activity of the reconstruction period. All have suffered in the secondary depression which followed as quickly enlarged facilities for production caught up with immediate demands for commodities of all sorts.

Within the brief span of fifteen months we have seen commodity

prices drop to points below cost. Men everywhere have been made acutely aware of the interrelations of modern industry as declines in manufactured products have brought with them diminished markets for raw materials.

But if the shrinkage in distance through invention made a World War possible, if it made its effects severe and immediate, so it promises a relief more rapid and more far-reaching than any history has seen.

Great Markets Growing from New Demands

To begin with, we have a newly educated, universal demand for better conditions.

In the trials and tribulations of the teeming millions of China, of India, and other great centers of human life, where even the necessities are not always found today, civilization faces at once its greatest responsibility and its greatest opportunity.

We cannot lay before these people the story of what progress has done for other nations and then deny them like advancement.

We cannot ignore the defects of a system which has left large sectors of the globe without the benefits of invention and science.

Leadership and Organization Ready

Fortunately, the complexities of government and commerce have bred organization and above that, leadership, competent to grapple with these problems.

Age-old prejudices and differences are already crumbling before the vigorous onslaught of aggressive forces trained to meet apparently insuperable obstacles.

If we look at what is taking place in our own country, we find our own administration working in close cooperation with state and local governments in a development of the greatest program of public works the world has yet seen.

Need for New Transportation Growing

Throughout the world, motor vehicle users by the millions have been using up an increasing mileage of transportation daily.

Each day finds a demand for new cars which must grow as the vehicles now in service reach the end of their effective use.

With the national automobile shows at New York and Chicago as focal points, the leaders of the industry in America are driving steadily forward in their preparations for the New Day.

The diminishing inventories of other lines of industry bear mute witness to the work ahead as the world gets back on its feet and begins to buy the things it has gone without during its illness of the past fifteen months.

Working independently but along the same lines—the leaders of government and industry in other lands are grappling with their problems—and ours.

As an illustration, road work with all that it implies in new routes of friendship, happiness and trade, is growing everywhere.

New Year Finds World Recovering

So as we face the new year, we find it at once bringing us great tasks and great promise.

The world is still shaken from its economic ills, but gaining in strength from day to day.

Faith in our leadership, courage to grasp opportunity, and intelligent cooperation are the human American qualities now more evident than ever before, which will sweep us all on to new heights in the years ahead.

There may be flarebacks here and there; the advance may not be spectacular at first, but the world is getting back to work.

Business is improving; 1931 will be a better year than 1930.



Know Your Car ~ ~ ~ then DEMONSTRATE

SUCCESSFUL salesmanship is built on knowledge of the product. No longer is price or appearance, or any one factor likely to determine a sale. Today there are many low-priced cars, plenty of good-looking cars, and competitive pressure requires the salesman to give a presentation that goes beyond these arguments and brings out the hidden qualities of his merchandise. Such qualities are Rare Riding Comfort, easy steering and handling. These features are generously found in the Greater Hudson 8 and the new Essex Super-Six.



You enjoy real comfort in Hudson and Essex

pect is either a car owner himself or has ridden in other makes while on a recent shopping tour of motor row. Therefore, whether or not you make a direct comparison of your product with that of one or more competitive cars in the same price class, you may depend upon it that your prospect is indulging in a mental comparison of his own.

Demonstrations pave the way toward more sales than any other single factor in automobile salesmanship except the knowledge of car detail that makes the demonstration valuable.

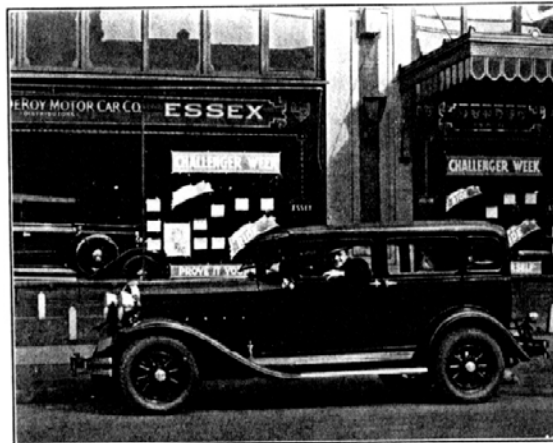
But they are hidden qualities and cannot always be effectively told. They must be experienced by the prospect if the salesman's true objective is accomplished. The only proven way to experience such dominant features as comfort and driving ease is to get the prospect out on a demonstration ride. Accomplish this, and you have gained an initial and necessary step that will carry you a long way toward your ultimate goal—the signed order. For the greatest single factors of superiority possessed by Hudson and Essex over other cars in their price classes are unusual riding comfort and a very apparent ease of handling.

Let your slogan be, "Ride him then write him." Take your prospect on a real demonstration run, point out the features that contribute to comfort, then bring him back mightily pleased with the supremely rare riding qualities of Hudson and Essex and he will sign on the dotted line. —At no time during the early sales presentation should you allow the prospect to intervene with the question of what allowance you will make on his old car. This question most frequently places the prospect in the position of salesman for his old car. This is most undesirable from the car salesman's standpoint until after the prospect's desire for Hudson or Essex ownership has been thoroughly aroused.

But to be in a position to point out these hidden qualities you must know just when they react to the prospect's attention. Timeliness in calling attention to such things as comfort and easy handling is important. Choose your demonstration course to include rough roads, trafficked thoroughfares, curving inclines, in short all types of driving surfaces that will accentuate the ease of operation of your products by comparison.

Airplane salesmen find that it is almost impossible to sell an airplane without first permitting the prospect to handle the controls. Once he has experienced the ease and safety of guiding the machine through the air, he has a new confidence in his ability and the desire to own is kindled then and there. Automobile salesmen should take heed of this observation on the part of their fellow salesmen. Any product operated mechanically—whether it be a toy or an aeroplane—must be driven to be appreciated. This is particularly true of automobiles. *Demonstrate*—with a knowledge of your car that makes demonstration profitable.

Let us remind you that in most every demonstration you make today you are actually drawing out a comparison in the prospect's mind. The pros-



Where Hudson and Essex



MEXICO has over 16,000,000 inhabitants and is about one fourth the size of the United States. Its natural resources make it one of the richest countries in the world. These resources are so varied that a famine or general crop failure is practically unknown in Mexico.

Hudson and Essex have been sold in Mexico for many years. Both cars have acquired marked popularity in Mexico City, Guadalajara, and other large centers.

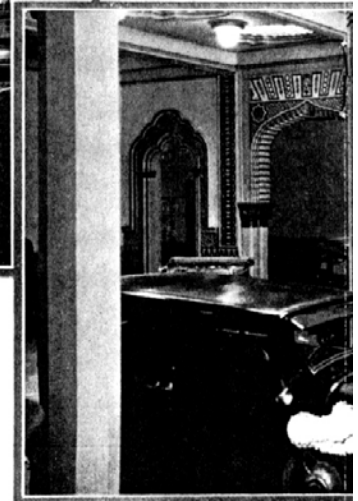
With the stabilization of the price of silver, we are looking forward to a better year for Hudson-Essex in the land south of the Rio Grande.



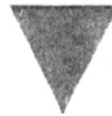
MR. JORGE ALTAMIRANO, managing director of Altamirano Motors Corporation, is an active figure among the Mexico City dealer organization. Mr. Altamirano is of the opinion that business in Mexico has passed the depression stage and is definitely on the up-grade.



THIS interior view of the S. C. L. reflects the Moorish in Mexico by the early Spanish fresco work and beautiful carvings in the background fitting for the Hudson-Essex cars.



HUDSON-ESSEX cars are shown in the finest show-rooms found on motor rows throughout the world. Altamirano Motors of Mexico City is no exception to this. This interior view of their show-room presents a display which vies with the finest.



sex are Sold in Mexico



THE photo to the left is a front view of Automotriz del Pacifico S. C. L., Hudson-Essex Distributors for Guadalajara and four adjoining states in Mexico. This distributor organization feels that it is in keeping with the popularity of the Hudson-Essex line to maintain the most imposing display place in the City of Guadalajara.



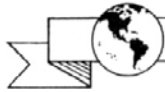
HUDSON-ESSEX announces a new distributor for Tampico, Mexico, in the person of I. B. Sutton, president of the General Machinery and Supply Company of that city.

Mr. Sutton, an American, has spent twenty-seven years in Mexico and eighteen years in Tampico, during which time he has built up a large machinery jobbing business. He is well known to dealers and suppliers in that city.

of Automotriz del Pacifico
rish architecture introduced
anish settlers. The splendid
ul design of the arches pic-
l form a beautiful surround-
x models displayed within.



THIS exterior view of the Altamirano Motors Corporation, Mexico City, shows the splendid possibilities of combining an outdoor paint display with your show premises. The arrangement viewed above permits a secondary display of motor cars which is larger and more impressive than the windows below. Such a display cannot help but be a landmark along the thoroughfare on which it appears.



How to Increase Your Parts Business

YOU are a distributor located somewhere in the Orient, or South Africa. You have a good number of 1927, 8, 9 and 30 Essex owners in your territory, many of whom you have scarcely heard of since you signed them on the dotted line. Others have visited your service room on several occasions but for the purpose of motor repairs only.

The first of the year comes around. You take a parts inventory and find that you have a fairly large stock of parts on hand, many applying to models three and four years old. It is very apparent that the ratio of cars in operation to the demand for parts is far out of line, and the question rises—How shall I increase my parts business?

Sell Parts Through Your Service Shop

The logical market for disposing of old parts are the car owners in your territory. Certainly that is what they were stocked for. You know this, but how to dispose of them to the owner who needs them is your real problem.

The most effective way is through your service shop. Every car owner who has used his car continuously over a period of two years either for city or country driving is a fair prospect for new parts. A good service salesman may convince most every owner of such a car that he requires some replacement or other to improve the driving qualities of his car.

Owners Welcome Suggestions That Save Money

It is a mistake to believe that replacement suggestions by a service salesman is annoying to an owner who has his car in the shop for another purpose. In most cases you are doing him a favor by pointing out annoyances where a replacement part would make his car run better or improve its looks. Then, too—you may convince the owner that new parts will save him money in the long run.

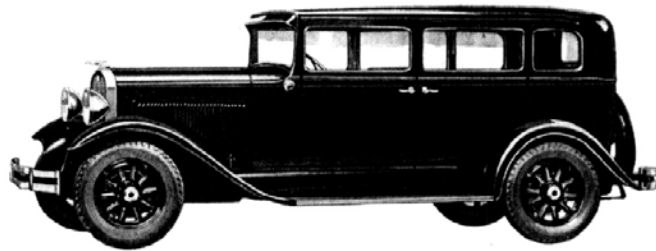
Aggressive dealers go still farther. They advertise their parts business by distributing handbills listing certain parts "Specials" at a discount.

These may be placed in Essex cars parked at the roadside.

There are actual cases in South American distributing points where a little advertising and sales effort paid for itself many times over in increased parts sales. At a certain point in Chile, a 1927 owner was found who had his car virtually redressed with new parts. Four new fenders, a bumper, and even a new motor block

figured in this replacement transaction. When the parts were fitted to the car the owner was immensely pleased with his transformed Essex.

Commence selling parts through your service men, and by sending direct mail to Hudson-Essex owners this week. You will find that it serves to keep present owners satisfied, as well as increasing cash returns at a time when you can conveniently use them.



ESSEX Seven-Passenger Sedan on Long Wheelbase

HUDSON now adds another first to its long line of innovations. An Essex seven-passenger sedan with 119" wheelbase has been added to complete an already broad range of models. This addition supplies a long felt need in those countries where large families exist with moderate incomes, also for general passenger carrying purposes.

Every seat is comfortable and roomy. The rear cushion is wide enough to permit the seating of three adult passengers with extra inches to spare. The folding auxiliary chairs provide plenty of leg-room for their occupants and fit snugly against the rear seat when not in use.

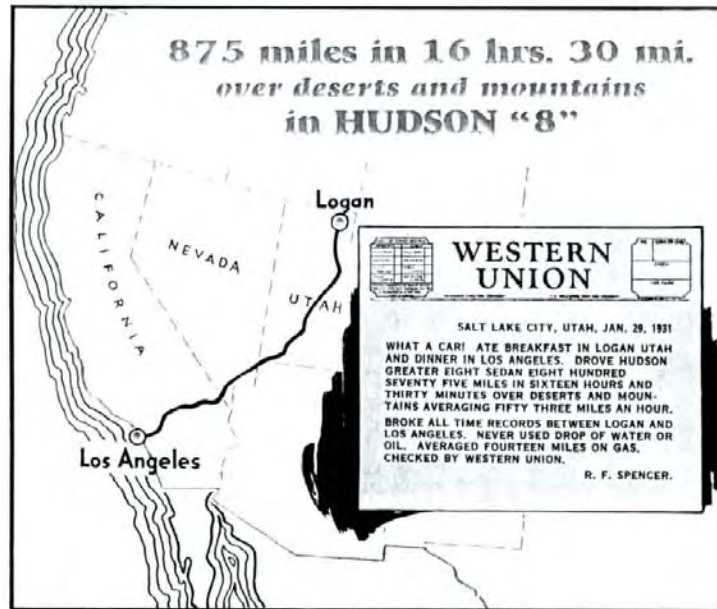
Ample power is provided to haul capacity loads in this large car. The door handles and window lifts are practical as well as good-looking. Shades are provided for the back and quarter windows. The dome light switch is conveniently located near the right-hand rear door.

In every detail, this Essex seven-passenger sedan is a comfortable and convenient car. And like all new Essex models, it gives you *Rare Riding and Driving Comfort* for the first time in a car of its low price.

It is estimated that there will be a wide demand for this model which will be available early in March.



This Greater Hudson "8" Achievement can be Duplicated in Your Territory



“WHAT A CAR!” was the exclamatory remark made by R. F. Spencer of the Botteril Motor Co., Salt Lake City, Utah, after he had slipped off the 875 miles between Logan, Utah, and Los Angeles, California, in the record time of 16 hours and 30 minutes. Mr. Spencer might well have followed up his statement with “What a course,” for of all the available routes in America for a test run, Spencer picked out one of the worst for good driving conditions.

Everything that nature provides in the way of hazardous open country is to be encountered on this run—rugged mountains, endless rolling plateau, and desert land—all these were a part of the gruelling course. Yet a Greater Hudson 8 sedan ran the entire 875 miles without mishap and without adding a drop of water or oil. And

at a sustained high speed of 50 miles per hour, an average of 14 miles to the gallon of gasoline was maintained. We leave it to you—did Mr. Spencer not have the right to exclaim, “What a Car!”

The sales possibilities resulting from a special run of this kind in your territory are great. Nothing convinces the local buyer of the superior merits of your car so much as the local test. The course pictured above is unfamiliar to most of you, but somewhere in your territory there is a well known road that would serve admirably for a trial run.

Time and again in the past Hudson cars have demonstrated their exceptional qualities of stamina, endurance, and speed. The Greater Hudson 8 will excel its predecessors in each of these respects. *Prove* it by a local test.



NEWS and VIEWS from OVERSEAS



AT THE left you see the Kolberg-Caspary service group taken at their annual Christmas Banquet. H. Haneborg, service manager, formerly with the factory at Detroit, stands at the head of the table.

THIS fine looking service corps of Kolberg-Caspary & Co., Hudson-Essex Distributors at Oslo, Norway, know automobiles from radiator grid to tail lamps. Some specialize on motor problems, but as a unit, they are capable of repairing motor ailments as well as any professional clinic can cure their human beings.

[A Sample Convinces.
Demonstrations Are Samples.
Make More Demonstrations!]

IF you want to see a fine array of new cars in an artistic setting, you should visit the display room in our office building on Jefferson Ave., Detroit. Here you may see every model included in the combined Hudson and Essex lines, each having its own special appeal, each built to serve a particular use for its owner.



THE Essex Super Six, front of which may be observed at the left, is about to cross the Equator, marked by the obelisk, near Padang on the island of Sumatra. This picture was forwarded by Lindeteves-Stokvis, Hudson-Essex distributors in the Dutch East Indies.

