

ESSEX develops
40 H. P. at 1800
R. P. M. — Maxi-
mum, 60 H. P. It
delivers MORE
Power at the
same speed, and
the same power
at lower engine
speeds than the
low-speed cars.

Hudson Triangle

"The only difference between stepping stones and stumbling blocks is in the way you use them"

DETROIT, MICHIGAN, U. S. A., FEBRUARY 21, 1931

Vol. XX, No. 4

It's in the RIDE!

*That Is Your ESSEX STORY.
Tell It and SELL IT
by DEMONSTRATIONS*

THE dream of every salesman is to meet a buyer who will not question, not doubt, not hesitate — who won't annoy him by talking about used cars. But that kind of buyer is as rare as the Dodo.

Buyers want to be shown. They have a right to proof. The best way to make sales is to *demonstrate* your wares.

The selling duel is fought at the point of sale. Like the skilled duelist, the successful salesman

equips himself to win. He knows his cars. He studies his prospects. He is in constant training. Having schooled himself to leave nothing to chance, he *Demonstrates*.

He knows that prospects are more important than people. He concentrates his selling effort on those most likely to buy. A hand-picked prospect list, backed by *demonstrations*, is the salesman's best bet!

MORE



Speed

70 Miles an Hour

MORE



Power

60 Horsepower

MORE



Room

Inches Longer — Inches Wider

and

RARE RIDING AND DRIVING COMFORT,

AT \$595 MAKE MORE SELLERS

DEMONSTRATION *Did It—*

As Usual No Miracle Man is Lee Schwartz. But, Knowing His Essex, He Just Demonstrated It, Snatching Victory from Threatening Defeat



LEE SCHWARTZ

"Has he bought yet?" "No."
They went down to see the prospect. He had decided to buy the other car. He wouldn't ride in the Essex Super Six. He had ridden in Essex cars before; knew them and couldn't learn any more.

"Have you ridden in the 1931 Super Six?" If you haven't, you don't know what a car it is. Just give us 20 minutes. We'll show you a real car. You owe it to yourself."

The prospect got in. Lee asked whether the seat was just right. "If it isn't we'll adjust it, it's adjustable. That better?" "Yes." Then the prospect was shown how to adjust the wheel. That impressed him, too.

They Just Demonstrated

And when the prospect was thoroughly comfortable, he was asked to turn on the switch. As he did so, the automatic electric gas and oil gauge was brought to his attention. He pushed the button, expressed surprise, was again impressed.

When he pulled out the starting button, he was astonished to see the motor start so quickly. "The starting motor has been increased in size," he was told.

They were ready to go. He shoved the accelerator down to the floor. "Gee, what power!"

He was invited to push the shifting lever out of gear without touching the clutch. He couldn't, and was told of the Essex safety lock on the transmission.

"How fast will she go?" asked the driver. "Fast as you care to drive, and you'll find this comfort all the way up. If there's a really big hill in this district, try the Essex on that."

No Hill Too Steep

They were putting along evenly at 65 enough for the prospect, but with plenty speed in reserve, a point that was stressed to him.

They came to a hill. When they were half way up, Lee turned off the switch,

SNAPPER GARRISON was a great jockey. His specialty was "lifting" a horse over the finish line, to win after it seemed badly beaten.

But in this story, the "Garrison finish" was staged by Lee Schwartz, (wholesale manager of Aaron DeRoy Motor Car Co., Detroit) who knows his product and the value of the demonstration.

In calling on one of his dealers, Schwartz heard a salesman report that one of his Essex prospects had decided to buy a competitive make.

coasted along, told the prospect to put on the brakes and keep the Essex from rolling back. Then, with the switch turned on and the gears in high, the driver was told to start up again, in high. Naturally, he was amazed at the power with that demonstration.

Thoroughly impressed with the *Rare Riding Comfort* of the Essex, they turned for home. And Schwartz kept telling how the comfort was achieved: wonderful springs, two way shock absorbers, longer wheelbase, insulated all-steel bodies, sturdier frame.

"Drive her on that rough road off the pavement," invited Lee and twisted the wheel. Another convincing demonstration.

As they got out of the car, the fittings, appointments, upholstery, finish were pointed out: the adjustable windshield.



Close Action Does It

THE BATTLE of Copenhagen, in 1801, was fought against the English.

As a result, Parker, regarding the situation as hopeless, ordered his aide to run up Signal 39, meaning "Discontinue Action."

Lord Nelson, in direct charge of the battle, took no notice of the signal. When it was called to his attention, he lifted the glass to his blind eye and said: "You know, Folks, I have only one eye. I can't see it. Nail my signal for close action to the mast!"

In a few hours the enemy fleet was destroyed.

To you, "Close Action" means more demonstrations. When sales opportunities seem to faint Signal 39, give it the blind eye. Don't see it. Close in on the prospect. Keep busy demonstrating.

Engine Speed Explained

Still he was not quite sold. The competitive car had a larger motor, a low speed motor, he

thought. He was told, however, that the Essex develops more power at the same engine speed and the same power at engine speeds, lower than those of so-called low-speed cars. It was pointed out to him that the fine design of the Essex Super Six motor permits better balancing of crankshaft loads, improved bearing lubrication, more efficient cooling, lighter pistons and connecting rods.

The prospect was shown the cam-ground aluminum pistons, with 2 compression and 2 oil regulating rings and reminded that the competitive car still used the old cast-iron type piston, with only 3 rings. The patented oil pump was explained to him and the Essex oil cooling system.

By this time, the prospect was quite sold on the Essex. But there often is a BUT—the competitive make sold for \$50 less. What about that?

\$165 Worth for \$50

Lee proceeded to take the prospect from front bumper to tail light, enumerating each item which the prospect would concede and claiming nothing that the prospect would not concede where the Essex gives more than the competitive car. When they totaled it up, it came to \$165 more.

"You save \$50 but you lose \$165 in actual cash value. You can't compute the difference in comfort, speed, power, roominess, real value, but it's more than that, much more," said Schwartz.

By this time the prospect was ready to sign the order. He enthused over his new car, started in to repeat the things he was getting. He was ready and anxious to show his business judgment to anybody who might consider buying the car on which he had been so completely sold before being SHOWN the tremendous advantages of the Essex Super Six.

Here is an owner who will be a volunteer salesman. He knows now that he got the most sensational value in a year of sensational values. Is he going to repeat the demonstration that he himself experienced. You bet your life he IS. HE KNOWS and he is ready to show that he knows car values.

There's the story of Lee Schwartz' Garrison finish in which the sale was "lifted" on the dotted line.

Try it out—it means cash for you when you demonstrate the car as Lee Schwartz demonstrated it.

ESSEX is the only car that follows the motor design of the highest priced cars— in light moving parts and engine speed.

HUDSON-ESSEX EXTRA **THE DAILY TIMES HERALD** **HUDSON-ESSEX EXTRA**

The Only Paper in Hudson County That ASSURE DELIVERED FREE! (See Service)

Published Daily, Except on Sundays, FEB. 12, 1933

M'ANEENY TO PUT PEP IN HUDSON SESSION

100 Dealers Come To Hear Chief on Business Outlook

President of Giant Motor-Making Company Comes to Dallas as Part of Hard Campaign.

More than 100 attended a spirited conference of Hudson-Essex dealers Friday with William J. McAneeny, president of the Hudson Motor company at Detroit; Chester C. Abbott, merchandising manager and C. L. Whelan, chief of C. F. Williamson Inc., at respective companies.

Mr. McAneeny called attention to the industrial situation of the Hudson company in the automobile industry and traced the growth of the organization which he has been conducting for twenty-two years.

Mr. McAneeny cited a record of his company's growth with that of Dallas since 1926. The Hudson company was organized in 1926 with a capitalization of \$12,000 and a capacity for assembling 1,200 motor cars in a year. At that time Dallas was a city of 100,000 people.

Beyond Depression Lies Prosperity



WILLIAM J. McANEENY

Voss Organizes 36 New Concerns To Handle Autos

Regional Manager Calls Attention to Increase in Retail Sales and Confidence in New Models.

J. J. Voss, regional manager of Filgo, has organized 36 new independent concerns of Texas and Oklahoma in this territory to handle the last few months.

Mr. Voss is showing new new dealers with great care and it is a wonderful expression of the confidence of the people of this state that as are adding the present list of men to the organization. Mr. Voss is connected with Mr. Voss in field representation are J. J. Myers, J. C. (Squire) Oliver, G. W. De Long and J. R. Lathrop.

These men all have had wide experience in the automobile business and are well known in their circles. They are popular with the trade and buyers.

The retail sales of Hudson and Essex cars have increased greatly during the last few months in all parts of the state. Mr. Voss said.

DALLAS FACTORY REPRESENTATIVES AND CHIEFS OF FILGO'S DISTRIBUTING ORGANIZATION



Filgo Points Out Hudson-Essex Superior Qualities

1931 Models of Hudson and Essex



Known to Dallas Owners



Where Dallas Buys Hudson-Essex Cars



PRESIDENT McANEENY *addresses Dealer Meetings*

DON'T Wait for Prosperity—Work to Bring It About," has been the theme of a succession of talks given by President William J. McAneeny at a number of important dealer meetings, notably at Boston, St. Louis, Kansas City, Dallas, Indianapolis.

During his recent visit to Dallas, where he and the

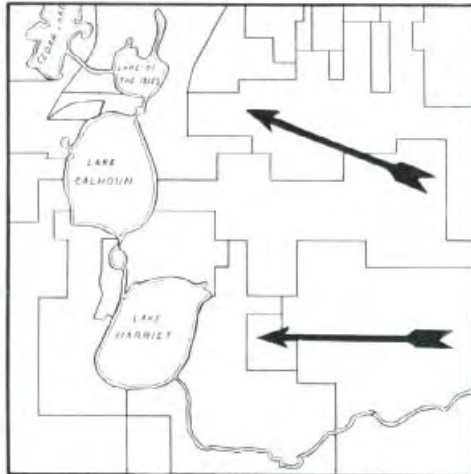
Company's Director of Merchandising, Chester G. Abbott, addressed an enthusiastic convention of dealers of Filgo Motor Company, distributors, Mr. McAneeny's prosperity message so impressed the publishers of the *Times Herald*, that they issued the Hudson-Essex Extra reproduced above.

When Money Isn't Every-where, Go Where the Money Is

Welcome!



The following dealers have joined the Big Family under their respective distributors:



LOCATING live prospects quickly is the task of reaching persons with **BUYING POWER**.

Every sizeable community has its key sections where the cars are registered, where buying power is concentrated.

The map at the left with arrow pointing to key sections, is an object lesson of how dealer's and salesman's efforts may be focused on the most productive places in their territory.

In a hundred cities similar maps, or tabulations, are available indicating where **BUYING POWER** is to be found.

If you are interested in this phase of concentrated selling effort, write to the **TRIANGLE** for information and assistance.

- DENVER, COLO. - G. F. Peterson, Springfield, Colo. H. E. Barrett, Chadron, Nebr.
- INDIANAPOLIS, IND. - Homier Hudson Essex Sales, Indianapolis, Ind.
- DES MOINES, IA. - Frank Knight, Grinnell, Ia. - Wilson Motor Co., Guthrie Center, Ia.
- BUFFALO, N. Y. - Van Dyle & Walker, Westfield, N. Y. - John Reuther & Sons, East Aurora, N. Y.
- ATLANTA, GA. - Smith Motor Car Co., Rome, Ga.
- CHICAGO, ILL. - Michna Motor Sales, Chicago.
- SAN FRANCISCO, CAL. - Ukiah Motor Sales Co., Ukiah, Calif.
- DETROIT, MICH. - Clark & Woolsey, Detroit.
- MANKATO, MINN. - Flandreau Hudson Essex Co., Flandreau, S. D. - Forsyth Brothers, St. James, Minn.
- MILWAUKEE, WIS. - Crescent Garage, Mayville, Wis. - Formula Garage, Station F., Milwaukee, Wis. - Lomira Garage, Lomira, Wis.
- ROCHESTER, N. Y. - Schaufelberger Bros., East Rochester, N. Y. - Helmer and Meacham, Inc., Rochester, N. Y.
- WASHINGTON, D. C. - Caswood Motor Co., Alexandria, Va.
- HAMILTON, ONT. - J. B. Waite, Beausville, Ont.
- VANCOUVER, B. C. - Scott and Metcalfe Motors, Penticton, B. C.
- WINNIPEG, MAN. - J. P. Funk, Emerson, Man.
- BALTIMORE, MD. - Reilly Motors, Baltimore, Md.
- WINDSOR, ONT. - Morgan & Peters, Chatham, Ont.

Dealers Who Seized the Main Chance

HOW are you invading the new price fields?" a Factory executive asked J. P. Bennett, Newton, O., Hudson-Essex dealer.

"With rubber," was the answer. Rubber in the tires and under the shoe heels of my men. I have three sons and all sell Hudson-Essex cars. When the demonstrators are busy, the boys go about locating prospects and making appointments for more demonstrations."

In Girard, O., dealers Tochtenhagen Bros. did a good thing when they used large newspaper space to tell their prospects of the record made by a Hudson they had sold to the Police Department a year ago. The car had traveled over 60,000 miles at a cost (including gas, oil, tires, garage rent, upkeep and depreciation) of 3½ cents per mile.

In January of this year the Tochtenhagens sold a second Hudson to the Police. This car has done 12,000 miles, with no expenditure other than for fuel and oil.

WHAT is my used car worth?" asked the Essex owner, an old customer who expected to trade his used car on a new Hudson.

"The answer to that," replied the dealer, "is that it is worth more to you than to anyone else. You know that car. It will give more additional mileage to you than to any stranger. The extra mileage will save your new car on station use, on bad days and on rough trips. That saving is worth more than the allowance a dealer could offer you. At that you'd get as big an allowance from us as from anybody."

The dealer won. The Essex owner ordered a new Hudson, keeping his used car.

A MID-WESTERN dealer employs a simple scheme to obtain free selling publicity for his cars. He takes a new car and parks it in front of a prominent club, the art museum, and similar places. The car bears a tag giving f. o. b. and delivered prices and listing standard and special equipment. Passersby see the tag, read it, and view the car. The plan works, because on several occasions when the floor salesman started to tell a visitor about the car, the prospect countered: "I know all about it; saw the tag the other day."

COME on out, boys" said Frank C. Magranis to his sales crew. "I want you to follow Mr. McAneny's advice and take a real ride in the new models."

After some speed and throttle performances that proved more than anybody could ask for, the men decided to try the rear of Round Hill for a power performance of the Hudson. Elmer Noonan wanted somebody to wager that he couldn't climb the hill with 8 men. It proved an easy bet.

Then "Nat" Pletcher thought he'd try to pull 10 passengers up in "high." He did, carrying 6 inside and 4 on the running boards.

Warren Magranis, not wishing to be outdone, started out to see what he could do with an Essex Coach. He pulled the hill easily with five passengers.

Since then Round Hill, near Northampton, Mass., has become these dealers' favorite demonstration route and the spot where many sales are clinched.

AT the Omaha Automobile Show the grand prize awarded yearly to the most beautiful car on the show floor, went to a Hudson Sedan. The car was purchased by J. E. Kelley of McCook, Neb.

JESSE A. SMITH AUTO CO., Milwaukee, have closed negotiations for a new showroom with 100 foot frontage on Prospect Avenue. There will be space to exhibit 14 models.

FREE rides in Fresh-Air Taxicabs, Checked and Double-Checked for Good Condition" were offered in the newspaper, on the show window and in handbills by Gehris Motor Co., Bala, Penna. Ten used cars were driven about, with signs: "Free Fresh-Air Taxi. Stop Amos. He will drive you where you want to go 3-mile radius. Why lug those bundles?" At the end of that day 8 of the 10 used cars had been sold.

THE dealer who makes his show window a striking attraction makes a potential prospect of every passerby. The salesman who manages to dramatize Rare Riding Comfort on a rough road, or power on a steep hill, takes temporary possession of the prospect's mind by giving him a vivid experience. That's all there is to the psychology of salesmanship.

FOR January, Butler Motors, Inc., Chicago awarded an Essex Coach to the dealer having made most retail sales.