

EXTRA

Special for Canada

EXTRA

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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**

PEOPLE 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!**

JUST 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?

MAKE 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 opens
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

MAKE 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!

**SELECTIVE
FREE
WHEELING**

has the appeal
of the announcement
of new models

**THE DOORS
OF OPPORTUNITY**

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
announced the 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.

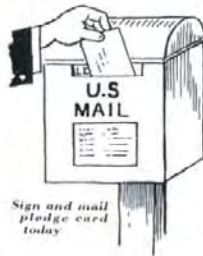


and to Sustain the

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.

A Blue Ribbon —



Wear the
blue ribbon in
your coat lapel

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!