

NEW CHICAGO Headquarters Opened by Veteran W. E. BUTLER

Over 300 Hudson-Essex merchants—dealers of Butler Motors, Inc., visiting distributors and dealers from other mid-western points, and a representative delegation of Factory executives were Mr. Butler's guests at a luncheon meeting held at the Blackstone Hotel during the Chicago Automobile Show. Portions of the inspiring addresses made by President William J. McAneeny, Merchandising Director Chester G. Abbott, and the host, Mr. Butler, are printed below.



This impressive building, located in the heart of the Windy City's automobile row, houses the spacious, beautifully outfitted showrooms of Butler Motors, Inc.—The distributor firm's service station and storage facilities are in a separate building, shown at left.



they had done for Hudson and what Hudson had done for them and their successes. Having himself been salesman, sales manager, branch manager, wholesale manager and vice-president of one of the country's greatest distributors, Mr. Abbott was singularly qualified to deal with this phase.

Experience vs. Hearsay-Selling

"To be successful in selling automobiles, particularly at this time," said Mr. Abbott, "you must sell from knowledge, not from hearsay. I know of many Hudson-Essex salesman who try to sell cars on just that hearsay basis. They have not yet taken the trouble to saturate themselves with the tremendous advantages of this year's Hudson and Essex cars.

"You simply must drive the cars 60 and 70 miles an hour, to sell their *Rare Riding Comfort* and flexibility to yourselves, for only in that way will you learn to tell your prospects what they can expect from these magnificent automobiles."

The speaker then proceeded to show how the three divisions of the dealer's business—new cars, used cars, service—should and could be balanced and co-ordinated and made to show a profit.

President McAneeny Speaks

President McAneeny's address was concise and to the point, as usual. He felicitated the sales organization on the aggressive spirit that had made its successes the envy of more than one competitor.

"Ever since the Hudson Motor Car Company emerged from its swaddling clothes," said Mr. McAneeny, "its sales organization has been a tribe of particularly hard-hitting, tireless, resourceful, enthusiastic distributors, dealers and salesmen.

"Having worthy products to back them up, they exerted themselves in finding business in new places, in creating the desire for genuine automobile values in new prospects. They did not wait for business to come in, but they carried their sales work to the customer, at his home, office or shop. And they prospered.

"That spirit of Hudson-Essex salesmanship is now getting ready to prove its
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ORIGINALLY intended as a family affair of the Butler organization, and as celebration of the opening of the distributor's new sales and service buildings, the meeting outgrew earlier plans when it became known that President William J. McAneeny would avail himself of the opportunity to address a wider gathering of Hudson merchants whom Mr. Butler had invited.

He Chose Hudson, Because--

Mr. Butler, as head of the local distributor organization, functioned as toastmaster.

He reminded his colleagues of the fact that for 20 years he had marketed other lines, always maintaining the most pleasant relations with the manufacturers. When the time came to look about for the best connection in the industry, he decided on Hudson because that Company's reputation and products offered the greatest opportunities. Now, after experiencing the *whole-hearted cooperation* given to Hudson distributors and dealers, he had made these extensive preparations, in buildings and facilities, for merchandising Hudson and Essex cars on a large scale in the territory.

Speaking of the inspiration he received when he attended, in New York, the testimonial banquet to President McAneeny, Mr. Butler said he had never seen such tribute, such loyalty and solidarity, which, so far as he knew, were without equal in the industry.

The host then introduced Chester G. Abbott, the Company's Director of Merchandising, who had joined the Hudson staff with an intimate knowledge of the organization acquired as branch manager of a prominent Hudson-Essex distributor.

Mr. Abbott spoke of the Company's veteran distributors and dealers, of what

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

DEALERS who seized the MAIN CHANCE



"Hello" Boys Find Prospects

W. A. SULLIVAN, manager of Walter B. Zimmerman Co., Columbus, Ohio, distributors, uses the telephone in locating live prospects.

He segregated the sections of the city in which Ford and Chevrolet owners averaged a weekly income of \$35 or more. The list obtained he had checked against the local telephone directory.

A card index was then made up, containing the names, addresses, model owned, and telephone number of the selected owners.

Several young men—college students—were engaged as telephone inquirers, care being taken to select pleasant, resonant phone voices.

In calling up owners, the operators follow a prepared conversation, beginning with the inquiry, "Has Mr. Jones bought his new car yet?" The ensuing conversation consists largely of a set of questions designed to bring out whether the person is interested in the purchase of a car, and in what type.

The phone operators average 125 calls per day, half of which result in talks. Each day's telephoning produces several definite appointments and 5 or 6 live prospects. Other names are filed for future attention.

Experience shows that calls are best made at the homes. The most productive times are the hours from 9 to 12 in the morning and from 4:30 to 8:30 in the evening.

"Not a Sale Was Lost"

"It was gratifying to note the many dealers who attended the automobile show this year," says W. H. Cahill of Jesse A. Smith Auto Company, Milwaukee. "Many of the dealers brought prospects with them and they were sold Hudson and Essex cars. In no case did we see a dealer lose a sale. The number of retail sales made by our Metropolitan dealers at the show, up to date, is very satisfactory."

Some Worker, Is Ed. Windler

If you want optimism, you should listen to Ed. Windler, one of Milwaukee's dealers. "I will sell a car a day for the next sixty days," says Ed, "and from then on you can count on me for sixty to seventy-five a month. It looks to me right now that I will exceed my sales record for 1929."

By this time you've probably done something with the merchandising ideas and selling helps sent to you in the form of multigraphed *Sales Service Bulletins*. Turn about being fair play, how about telling the boys of some plans of your own, that did the trick for you?



HERMAN MUELLER

—sold car to one out of every five inhabitants

Signs Up 17th Time

THE gentleman with the pen is Herman Mueller, Hudson-Essex dealer at Baraboo, Wisc., signing his 17th dealer contract.

Since dealer Mueller joined Hudson's forces in 1914, he has sold, in a town of 5500 population, 1137 Hudson and Essex cars. Which means that one out of every five inhabitants, women and babes included, is a customer of this energetic car merchant.

Tony Haen's \$10 Thrillers

"COME on," said Tony Haen of Appleton, Wis., "I want to give you one of my demonstrations."

Tony has a regular demonstration route which takes about 15 minutes and certainly shows the performance qualities of the car. He winds up the demonstration by pulling up a hill through woods, on high from standing start, with 5 persons in the car. That demonstration is a thriller that has clinched more than one doubtful sale.

Tony has a standing bet of \$10 that no other car can out-perform the Hudson on this hill. One competitor took the bet and lost it. He still owes the \$10.

Getting away to such a start, no wonder Appleton is buying cars.

No Grass Grows Under Bill Olds' Demonstrators

WILLIAM L. OLDS sells Hudson and Essex cars in Hartford, Mich. Population 1500.

Bill Olds is a go-getter who sells more cars than the national average figures compiled by the factory.

On the showroom floor of his fair-sized place are seven cars—3 Hudsons, 4 Essex. At the curb, ready for business, are 2 demonstrators.

"This isn't so much of a place," says Mr. Olds, "but what we lack in size, we make up in work. I know that in order to sell cars, I must have cars to show. I've got them. I know I can sell them. I keep the demonstrators busy, you bet. If there is anybody in town who does not know about the new Hudson and Essex, he'll soon find out."

"How About It, Daddy?"

IN "Hints From Smith's," a mimeographed organization paper published by Jesse A. Smith Auto Co., Milwaukee, Sales Manager Warren J. Snell tells of a bang-up salesman who usually had sold two cars by Wednesday and then let down for the rest of the week. This salesman, who admitted that he might sell four cars a week with but little additional effort, was prevailed upon to promise the commission on the fourth car to his wife, the idea being that the wife, anxious to secure more of the better things of life for herself and the family, would keep her spouse on his toes.

"The plan works out all right," later confessed the salesman, "because every Saturday night when I come home my wife rushes eagerly to the door and inquires, 'Daddy, how about sale number four?'"

Set Up Your Target—Then Work To Hit It

WE all know how important it is for a dealer to set up a sales quota month by month. One distributor, in order to arrive at a basic figure, made a detailed analysis of the sales records of all his dealers for three years. He found that the figures averaged as follows:

January	5.7 per cent	July	11.3 per cent
February	5.9 per cent	August	8.7 per cent
March	9.6 per cent	September	7.7 per cent
April	11 per cent	October	4.8 per cent
May	18.3 per cent	November	3.6 per cent
June	12.2 per cent	December	1.2 per cent

While such figures will of course vary in different territories, those given above show how important it is for dealers—and for salesmen, too—to set themselves definite tasks of so many sales a month, a week, a day. It is great to meet your own quota, and it makes a fellow feel good when he manages to exceed it now and then.

Grand Opening at Chicago

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mettle at a time when *real salesmanship* counts for much.

"We all know that what many of our prospects lack is not so much the ability to buy, but the urge and the courage to buy. It is your function to stir up that urge, to change that state of mind, through an even more determined application of hard-hitting, tireless, resourceful, enthusiastic salesmanship.

There Is No "Too Early"

"We hear that things will be better. Yes, in June, July. But from now till June is a far cry. To what pass do you think the country would come if everybody and everybody waited for things to happen in June?"

"What's the matter with setting the sales ball rolling NOW? *There's no such thing as 'Too Early'* for the dealer and salesman out to make money. *No salesman who keeps working the dotted line, regardless of season, will have to work the bread-line, now or at any other time.*"

Referring to Distributor Butler, Mr. McAnecny continued, "here is a man who shows the courage, faith and confidence that is typical of Hudson. He has taken on this new line, after the most searching examination of its merits, built this new showroom at great expense, and is now going ahead with energy and enthusiasm.

The Big Thing—\$595!

"That Essex price—\$595, is the *big thing you have to sell and deliver.* The Essex is a big car, and people want to drive big cars. That is also proved by your sales of Hudson club sedans. But there is this about it—club sedan sales may be your pie, but the selling of Essex, at \$595, is your bread and butter on which you must spend your hardest work.

"Your chief work will be to bring the advantages of the two new cars home to the prospect. Fortunately that is not a difficult task, because the demonstration lifts the car far above all that aspires to competition; it proves everything you say.

"That applies not only to the Hudson, but, in outstanding measure, to the Essex, which is absolutely the *greatest Six Hudson has ever built*, a Six which in some respects out-performs even the Eight. I mean that literally, and I challenge you to disprove it."

Noted Financier Urges Banks Cooperate with Dealers

THE suggestion that the country's banks consider the necessity of giving automobile dealers "a lift at this particular juncture," has been issued by Robert O. Lord, president of the Guardian Detroit Banking Group with resources of \$500,000,000.00.

"The livelihood of a tenth of the nation depends directly or indirectly on the automobile industry," says Banker Lord. "These automobile makers and dealers are making a promising effort to push industry over its 'dead center.'"

Mr. Lord's statement is of great importance. If the banks throughout the country follow his suggestion, the dealers will be enabled to contribute largely to an early return of business to normalcy.

MINUTE Sales Messages: —what's the matter with NOW?

(reading time one minute)

"YES," says the prospect. "I'm going to buy in the Spring—not right now."

If you are an easy-going salesman, you take the prospect's word for it and date him up for a call some time after St. Patrick's Day.

Why wait?

If you are satisfied to wait till Spring you are banking on uncertainties and leave the door open for arguments of competing dealers who may get the business you've worked up.

If you work to get the order now, for immediate delivery, you are selling a product that is without competition, at a time when few of the other dealers are exerting themselves seriously.

The safety of Hudson-built all-steel bodies, the weather-proof features that make the interiors snug and comfortable, the power and smoothness of the motor prove their advantages particularly during Winter and Spring, when the superior performance qualities of the new cars come into full play.

It takes only a demonstration to bring these truths to the prospect's attention. Even though the wind blows and snow falls, keep on giving demonstrations. The more severe the weather, the more obvious the contrast of riding, in supreme comfort, in a Hudson Greater Eight or a New Essex Super-Six.

Owner Management Meets Owner Salesmanship



THE overcoated gentleman you will recognize as President William J. McAnecny. The other three are veteran Hudson Essex salesmen in the employ of Butler Motors, Inc., Chicago.

The youngest, in point of service, is A. Z. Bloom, standing at Mr. McAnecny's left; he has sold Hudson products for 10 years. Mr. Zelens, at the extreme right has done that thing for 15 years. J. S. Black, at the left, has 17 years of Hudson-Essex selling to his credit. Add President McAnecny's own 22 years' affiliation to that and you have a group of four men, all Hudson stockholders, whose Hudson affiliation runs into the impressive total of 64 years!

Welcome!



Since the preceding TRIANGLE issue the following dealers have joined the Big Family under their respective distributors:

BOSTON, MASS.—Peterson-White Co., Caribou, Me.—H. C. McStory, Inc., Fitchburg, Mass.
BRANTFORD, ONT.—M. Lachman, Plattville.
CINCINNATI, O.—W. J. Stivers, Owenion, Ky.—Grant County Hud. Ess. Co., Williamstown, Ky.
COLUMBUS, O.—Pile Motor Sales, Circleville, O.
DALLAS, TEX.—Ray's Garage, Baird, Tex.—Wood Auto Co., Denison, Tex.
DAVENPORT—A. J. Johnson, Prophetstown, Ill.
DAYTON, O.—B. R. Zeck Motor Co., Greenville, O.
DES MOINES, IA.—Batterson Auto Co., Adel, Ia.—Wesp Motor Co., New Hampton, Ia.
DETROIT—Frank Barker, Marine City, Mich.
JOLIET, ILL.—Schleef Bros., Gilman, Ill.
KANSAS CITY, KAS.—Crawford Motor Co., Fort Scott, Kas.
KNOXVILLE, TENN.—Garnette Morrison Auto Sales Co., Harriman, Tenn.
MIAMI—Springer Motor Co., Hollywood, Fla.
MILWAUKEE, WIS.—Conlan Hudson Essex Co., Plattville, Wis.—L. D. Powell Auto Co., Racine, Wis.—Hanson Bros., Watertown, Wis.
MINNEAPOLIS, MINN.—Vosika Bros. Garage, Olivia, Wis.
NEW ORLEANS, LA.—W. F. Simmons Auto Co., Bogalusa, La.
PEORIA, ILL.—John B. Brant, Bushnell, Ill.—C. A. Williams Motor Co., Inc., Canton, Ill.
PORTLAND, ORE.—The Greater East Portland Motors, Inc., Portland, Ore.—Grimm, Schneider & Bacon, Portland, Ore.
SACRAMENTO—A. W. Thresher, Gridley, Cal.
SALINA, KAS.—Mackender Motor Co., Clay Center, Kan.
SAN ANTONIO, TEX.—Gulf Hudson Essex Co., Corpus Christi, Tex.—Hensch Motor Co., Mason, Tex.—Bender Motor Co., New Braunfels, Tex.—Highway Motor Co., Riviera, Tex.
ST. LOUIS, MO.—Mantler Motor Car Co., St. Louis, Mo.
SYRACUSE, N. Y.—Wm. Mitchell, Fulton, N. Y.—Germain Motors, Inc., Syracuse, N. Y.
TOLEDO, O.—K. A. Gannon, Maumee, O.
UTICA—Van De Marks, Inc., Amsterdam, N. Y.