

BUSINESS SAGACITY DEALER'S REQUISITE

Salesmanship Alone Not All Necessary to Building Up Good Auto Trade.

"JOYRIDING" DAYS PASS

H. C. Bradford, of Cole Motor Car Company, Says Machines Become Commercial Commodity and Lax Agents Disappear.

Salesmanship in the automobile retail business is an important factor for success, but salesmanship is not the only thing the merchant can depend upon if he is to have a business that will be a credit to himself, the factory he represents and the city he lives in. His salesmanship must be backed up with sound business judgment; it must be co-ordinated with his advertising and must be supplemented by his services to his customers.

In the foregoing paragraph does H. C. Bradford, of Indianapolis, sum up his factory's opinion of the fundamental principles that have brought it to the high standing it now maintains among the automobile manufacturing trade and given it a prestige with good dealers and automobile owners. Mr. Bradford has been in the city this week, the guest of Neate & McCarty, Cole factory representatives. The big inroads being made by the Cole in the Pacific Coast, especially in Portland, has caused them to increase their working facilities. Neate & McCarty some time ago amalgamated their business with Harry Switcheil, who was the Cole representative here for two seasons. Now he is with this concern, looking after the Cole business in the capacity of retail sales manager. The local concern has very desirable factory connections.

Business Grows Rapidly.
In reviewing the success of the Cole Motor Car Company, Mr. Bradford says that the entire nucleus has been due to the broad-gauged policies of President J. J. Cole, assistant to President Homer McKee, and the Cole representatives in general. He tells of Mr. Cole naturally going into the automobile business from the carriage manufacturing industry. Then, he says, in four automobile seasons the Cole aggregation pushed itself forward with a good automobile until it is the largest, largest individual manufacturer of motor cars in Indiana, with three-score and more factories devoting attention to this industry there.

"The time is looking at the automobile business from the standpoint of the joy-rider has passed," Mr. Bradford says. "The automobile field, in so far as retail selling is concerned, is coming down to a business just the same as any commodity. The dealer who has been in the automobile business just because he wanted the public to think he had a business of some kind is being weeded out. This class of dealer generally makes all kinds of promises, which he never expects to keep. He seldom represents an article that he himself has faith in and he is really injurious. It is this class of dealer that is responsible for the knocking that is sometimes heard in the automobile business. He will do anything to sell a car. He takes a certain amount of self-satisfaction in making a sale. He does not care whether it injures his reputation, but the minute his sole desire is to make a sale. He does not generally make a second to the same person, but anyhow he does not care.

Prospects Must Be Followed.
"But these class of dealers are few and far between," he has said, "and automobile selling is becoming a business. The real good dealer is the one who does not recognize this class. He is the dealer who is not only boosting his own car, in which he has implicit faith, but he is also doing his general share of good for the automobile industry in general.

"A good salesman can sell an automobile if he has confidence in it. He must be backed up by a firm having a good reputation. He must have a staunch field advertising campaign in which he can have the prospects brought to his salesroom half sold. For if the automobile merchant will devote the time that his newspaper advertising demands to the business, he will get results. No advertising will bring signed orders through the mail. But advertising will bring prospects to the salesroom. It may not be right at the time, but it will eventually. It will do its mission if it is properly handled. Salesmanship must take its place when it has completed its mission.

"In giving service to the owners the policy should not be promise. It should not mean that the dealer is in business to furnish gasoline and oil for nothing. It means looking after the car when it is the car's fault. There is no defined rule where service should stop. This must be handled by the dealer with the customer. A good dealer, one in business from a business standpoint, will always give the right kind of service.

"The Western field is to be a good one for automobiles. The factories realize it. The day of experimenting is passed. Today factories are devoting more time to looking after where their production goes. They give co-operation. But they will give it in full value only to dealers who do business as it should be done. The dealer may not realize this, but any dealer in Portland who can show a profit, satisfied customers and a good organization, and if you could get to the bottom of his files you would find that he is the dealer who is getting stiff factory support."

JOHNSON BACK FROM CANADA
Howard Manager Impressed With Building Activities in British Columbia.

Mel G. Johnson, manager of the Howard Automobile returned last week from British Columbia, where he passed several days closing agencies for the National. He is enthusiastic over the prospects for a prosperous business year in that territory. Mr. Johnson was agreeably surprised to see the building activity in both Vancouver and Victoria. Structural steel and reinforced concrete business and office buildings in considerable numbers are now in the course of construction in both cities, he says. Mr. Johnson waxed most enthusiastic over the charms of Vancouver Island, from the viewpoint of the motorist. The island, he says, is covered by a network of roads, 50 per cent of which would be classed as boulevards. The Howard manager believes that when the American motorists have become sufficiently acquainted with the road conditions and scenic environment of Vancouver Island, they will visit there in great numbers, particularly during the delightful summer season.

SCENES ON AUTOMOBILE TRIP FROM PORTLAND TO HILLSBORO, IN WASHINGTON COUNTY



MUD HOLE IS BANE

Washington County Feels Effect of Bad Road Building.

MULTNOMAH SIDE BETTER

Trip in Chalmers "36" Marred Only by Rough Portion Near Hillsboro; Rich Lands Show District Is Able to Improve More.

Washington County may be noted for its fine dairies, and its prolific soil may be a good recommendation to homeseekers, but it is a safe bet that Multnomah's neighboring community could not qualify at a good roads gathering. Less than five miles from one of Washington County's centers of population—Hillsboro—there is one of the nicest little mud ponds in the state. The highway is wide—about 75 feet—and well graded. But it is about as deep as it is wide.

LOCOMOBILE CAR IS WINNER

Privately Owned 1911 Machine Takes Honors in Run.

By way of celebrating properly the recent opening of a Locomobile sales branch and service station in St. Louis, a privately owned 1911 Locomobile won the honors in the St. Louis Automobile Club reliability tour, held on October 5. In a field composed of Pierce, Marmon, Stearns-Knight, Oldsmobile and other cars, E. A. Limberg's 1911 "Loco" proved to be an easy winner by an almost perfect score, receiving 398 points out of a possible 400. This car also won the brake test feature of the contest, being brought to a complete stop within 30 feet, while its nearest competitor required 60 feet. The establishment of its new branch in St. Louis is in accord with the idea always held by the Locomobile company that too much attention cannot be given to the matter of providing complete service facilities for owners of cars. The first branch of the Locomobile Company was established in New York City in 1899, during the early days of the industry, and in the following year branches were opened in Boston, Chicago and Philadelphia. From time to time other branches have been opened in the larger cities, until today they number 14. These 14 branches, in connection with the sub-organization of dealers, form a network which covers

SHOW ALLOTMENTS MADE

SPACE READILY TAKEN FOR NEW YORK'S BIG EVENT.

Pleasure Cars Will Be Shown First Week and Commercial Vehicles Second Week.

NEW YORK, Nov. 2.—(Special.)—Allotment of spaces for the Annual Automobile Show, to be held this year in New York for two weeks in the two buildings, Grand Central Palace and Madison Square Garden, were made at the headquarters of the Automobile Board of Trade recently. There were 87 applications for space from automobile manufacturers and 403 applications from accessory manufacturers, assuring a record-breaking exhibition that will surpass any previous exhibition held in this country. Under the plan this year a single admission will provide admittance to both buildings, pleasure cars being shown the first week, and commercial vehicles the second week. The drawing for the Automobile Board of Trade members was held in the morning, in connection with its quarterly meeting, which brought together representatives from every one of the 61 members in the big organization. The pleasure vehicles that will be shown in both buildings beginning January 11, include the following: Olds, Lozier, Stoddard-Davton, Oakland, Flanders, Franklin, Stearns, Pops-Hartford, Stevens-Duryea, Peerless, Locomobile, Humber, Cadillac, Buick, Packard, Hudson, Maxwell, Overland, Pierce-Arrow, Chalmers, Roe, White, Cartercar, Warren, Marmon, Garford, Columbia, Moline, Thomas, Premier, Putnam, Alco, Jackson, Mercer, Auburn, Haynes, S. G. V. Cunningham, Knox, Moon, Matheson, Seiden, National, Abbott-Detroit, Speedwell, Pathfinder, Austin, Regal, Buffalo Electric, Flanders Electric, Columbus, Metz, Studebaker, Flat, Rupp, Kline Kar, Henderson, Michigan, Fays, E. H. Herdell, Stutz, American, Rambler, Ohio, Crow, Edwards, Atlas, Lenox, Davis, Patterson, Marathon, Havers, Westcott, Only Car, Marion.

AMERICAN CARS PROVE BEST

New York Man Says Foreign Autos Not Preferable.

In the opinion of L. N. Powers, of New York, who has been driving a 35-horsepower Peerless about Europe for the last three years, a well-built American car is much more desirable on European roads than one of foreign manufacture. In the London correspondence of one of the New York newspapers he was quoted recently as saying: "Though I intended to spend only eight months in Europe, I have been here now for 27 and will probably finish the three years and go home. I have motored through Great Britain and the continent and given my car the hardest kind of work. "Yet the expense for repairs has been only \$28. I had the car examined recently and it was pronounced to be as good as new. Foreign makers seem unable to believe that my expense for repairs has been so low. I find that my car, while perhaps not so fast on the level stretches, beats them all on the hills. Foreign cars may be built for speed, but a car built for American roads has an easy, inexpensive time of it in Europe."

CONTINENT RELAY POSTPONED

Ocean-to-Ocean Race Will Be Held in Spring as Result.

Road conditions, both in the East and the West, have made it advisable to postpone for a few months the ocean-to-ocean relay of the Federation of American Motorcyclists.

In making the detailed arrangements for the many relays across the continent conditions were reported which would have interfered seriously with a fair test of the motorcycle's power and endurance. One of the chief objects of the relay being to demonstrate the value of the motorcycle—and to show just what it could do under average conditions—it was thought best to suffer the annoyance of a delay rather than to go ahead with the run in the face of an extremely unfavorable handicap. The arrangements for the dash across the continent from New York to San Diego, Cal., has progressed far, and the organization of relays, as now perfected, will be kept intact until spring, when the long run will be made. It has already been demonstrated that such a test will be watched with intense interest. And as motorcyclists of the country have shown themselves to be enthusiastic in carrying a special message from the War Department across the continent in record-breaking time. The decision to postpone the relay was reached by E. A. M. officials only as a last resort, for they were determined to go ahead with the relay on the date announced, and would have done so if there had been even a fighting chance to overcome the extremely unfavorable conditions.

BOOSTERS USE MOTOR BIKE

City "boosters" are now using the motorcycle in their work. St. Paul has come to the front with a motorcycle jaunt from St. Paul to Chicago, advertising matter having been distributed en route. The St. Paul Association of Commerce is responsible for this new use of the motorcycle. Three motorcyclists were delegated as an advertising team, and, having been loaded down with literature, they chugged out of St. Paul for Chicago. The trip was made quickly and on schedule. They were unable to believe that my expense for repairs has been so low. I find that my car, while perhaps not so fast on the level stretches, beats them all on the hills. Foreign cars may be built for speed, but a car built for American roads has an easy, inexpensive time of it in Europe."

SUFFRAGE GETS AID

Modern Motorcar Hastens Day of Reckoning.

MAN, NOT CONVERT, TALKS

George M. Dickson, General Manager of Indianapolis Auto Firm, Explains Views of How Machine is Helping Cause.

George M. Dickson, general manager of the Indianapolis Company which builds National automobiles, comes forward in these days of political interest with the suggestion that the modern motor car is hastening the day of universal suffrage.

Dickson does not claim to be as yet converted to the suffragette faith, but like the majority of the Nation's business builders, he is a student of events that are now making political history. "I am not an authority on politics, as we use that word to express our meaning when we refer to our government-in-action, but I have watched with interest and made some deductions from the present progress of the suffragette movement," says Dickson. "I cannot put my finger on exactly what started all this agitation, but with everybody else I see it is started, and making progress. I am of the opinion that as woman has grown to realize her ability to care for herself, as she has stepped from the menial places in our network of existence to places of authority and power, she has yearned to have an equal voice with man because she felt his equal. Now how did all this independence come about? I believe that the modern motor car has given it a great impetus.

Development Is Shown.
"Not very long ago woman did not think she could go about without a man, or three or four of them, to watch and direct her. And here you strike a cardinal principle in the development of mankind in general, this business of 'going about,' first in a commercial way, and then in an individual fashion. It does not take a prophet to see that as man has conquered the science of locomotion, he has developed in every sense, mentally and financially. Time and distance have ever baffled man in his endeavor to do more and bigger things within the given hours allotted to him. Then comes the motor car. It was instantly seized upon by woman, and justly so, as woman has been the greatest factor in hastening the perfection, comfort, reliability and general utility of this self-propelled vehicle.

Woman Is Master For Once.
"In her motor car, for the first time in her life, woman is master of time and distance the same as man. She is no longer a slave of the sidewalk, nor the four walls of her home. She comes and goes at will, in luxury and safety through the city's busy market places as well as the desolate but alluring woodlands.

"She is healthier, bigger in experience, and her horizon widens with every day's motoring. She neighbors the mountain and the river. If she lives on the farm she comes to the city and profits by its stores, theaters, churches and libraries. If she is in the city, she goes with a sense of wingedness to the scene and accents of the wild out-of-doors. "So I believe that the motor car has opened the eyes of woman and is making them more self-confident, and more eager to enjoy that power which she thinks man has monopolized long enough."

Johnson Off for Idaho.
Mel G. Johnson, manager of the Howard Automobile Company, left Friday for a trip through Eastern Oregon and Idaho. He will visit scores of Buick and National agents before returning to Portland. Mr. Johnson left here a few hours after his return from British Columbia.

FOUND!

A non-heavy, pliable Auto and Driver's Glove which is absolutely tough and waterproof. We've sold them for over 24 years. Every pair guaranteed. Let the Nap-Auto solve your glove troubles! Wrist style Gauntlets... \$1.75 and \$2.25

Lennon's

LEATHER GOODS SPECIALTIES
Morrison St. Opp. P. O.
C. F. Berg, Manager.

Pierce-Arrow Motor Cars

Receive Service at the Factory Branch

14th and Couch Sts. Temporary Quarters

The Pierce-Arrow Sales Co.
Marshall 339 - A 6538
H. S. COLTER

NEW PRICES ON PREST-O-LITE RECHARGES

(A) Tank Recharge	\$2.50
(B) Tank Recharge	1.50
(C) Tank Recharge	1.25
(D) Tank Recharge	1.00
No. 2 Tire Tank Recharge	1.50
No. 5 Motorcycle Tank Recharge	.60

ARCHER & WIGGINS

OAK STREET, CORNER SIXTH

Atterbury Truck

Columbia Carriage & Auto Works, Agts.
209-211 Front Street. Phone Main 2892.
General Auto Repairing. Bodies and Wheels Built to Order.

AUBURN

Auburn Motor Car Co.
ROBT. SIMPSON, Mgr.
505-7 Burnside Street
A 7339, Main 2674.

BALLOU & WRIGHT

Automobile Accessories
G. & J. Tires
Monogram Oils
80-82 Seventh Street, Corner Oak, Portland, Oregon

MOTORCYCLES

INDIAN AND EMBLEM
BALLOU & WRIGHT, 80-82 Seventh Street, Cor. Oak

BOWSER

GASOLINE and OIL TANKS
STORAGE SYSTEMS FOR PUBLIC AND PRIVATE GARAGES. S. D. Stoddard, Representative, 305 Columbia Bldg. Main 1476.

Chanstor & Lyon Motor Supply Co.

The Only Exclusive Automobile Supply House in the City
"EVERYTHING BUT THE AUTOMOBILE."
627 Washington St.
Seattle Spokane San Francisco Fresno Los Angeles

John Deere PLOW CO.

Northwest Distributors,
EAST MORRISON AND SECOND STS.
Phones: E. 3887, B 1625.

"Firestone" TIRES

1913
HAYNES
A car of such good qualities as to command the attention of all who wish to buy an automobile for service. ALL THE 1913 REFINEMENTS.
Paquet & Peck Auto Sales Co.
J. G. PECK, Manager.
East Eighth and Hawthorne Avenues.
East 1873.

Overland

J. W. Leavitt & Co.
Coast Distributors
529 Washington Street
A 2422—Marshall 2779

THE MIGHTY MICHIGAN

MICHIGAN AUTO & BUGGY COMPANY
East 1421, B 1345 369-371 Hawthorne Avenue

REO NORTHWEST AUTO CO.

DISTRIBUTORS
F. W. VOGLER, President
617 Washington Street. Phone—Main 7179, A 4959.

PORTLAND RUBBER MILLS, Inc.

326-370 East Ninth Street, South Phone East 2146
WE RETREAD TIRES

PREER CUTLERY & TOOL CO.

Headquarters for Shop Supplies and Automobile Tools
74 SIXTH AND 311 OAK STREETS