

# CLEANINGS OF THE AUTO WORLD

### NO RIDING LURES MANY WHO WOULD BE AUTO SALESMEN

### Think That Moonlight Merry- Making Goes With a Job That is Mostly Hard Work Instead of Pleasures.

"The joy ride has become a national institution," said Mel G. Johnson, manager of the Howard Automobile company in Portland. "It has become so popular and so alluring that I believe that nearly every man in the world, who hasn't enough money to buy or nerve to steal a car, wants to become an automobile salesman, because he thinks the moonlight tea party goes with the job."

As manager of the Portland Buick agency, recently taken over by the Howard company, Mr. Johnson knows whereof he speaks. "I wouldn't say that the country is auto mad," he continued, "for that would be going too far. But the country is interested in the auto, and naturally everyone wants a machine. Salesmen working in all branches of the selling line have been bombarding me with applications. When their reasons for wanting to enter the auto selling business are holed down, you will find that four out of five are lured by the prospect of the joy ride."

"When we discover that a man wants to get into the business of selling autos," because he believes he will be given a car in which he may whisk about the country with his 'lady friend,' on the front seat with him, and his second-story back roommate and his second-story back roommate's 'lady friend' in the tonneau, we tell him to go back to the pick and shovel. Joy riders don't make good automobile salesmen."

### Child's Play? Never.

"In the first place, it isn't child's play, this thing of selling a piece of machinery for \$4000 or \$5000 or so. It is mighty hard work, and the young man who goes out on the morning after the night before and tries to put a car through its paces, has about as much chance as a farm wagon in a Vanderbilt cup race. If you want to sell automobiles you'll have to wear a clear head on your shoulders, and you'll have to wear it well at that."

"To be a good automobile salesman you must be a man who can talk anywhere and talk about anything at any time with anybody. In the first place, you have to know your car better than the other salesman knows his car and knows your car. You must know why and how your own car excels all others. You must know how to read human nature and not sell too hard. I mean you must know when to quit selling. So many salesmen lose sales by over-selling."

### Technical Knowledge Valuable.

"The successful automobile salesman is different from all other salesmen. He must dress so that when he walks into your office you will not know, until he declares himself, whether he's there to buy out your business or slip you a check for a fortune. He must be well read and must be able to talk well and intelligently. He must, above all other things, have common sense, for common sense has sold a lot of automobiles."

"Then, too, the salesman must know the car he sells from top to bottom. He must know it in all its technical details, and he must know how to talk technically of its details, although only once in a hundred times. If Bill Jones decides that he wants an automobile so he can drive to town when he wants to, the salesman will not make much of a bit if he talks of the differential, which to Bill may mean a spoke in a wheel on the southwest corner of the machine. But his next customer may be a man who owns another make of car. He decides he'll take a chance at another style, and so the salesman for a rival agency tackles him. What chance has a salesman who doesn't know the working details of his own car with such a man?"

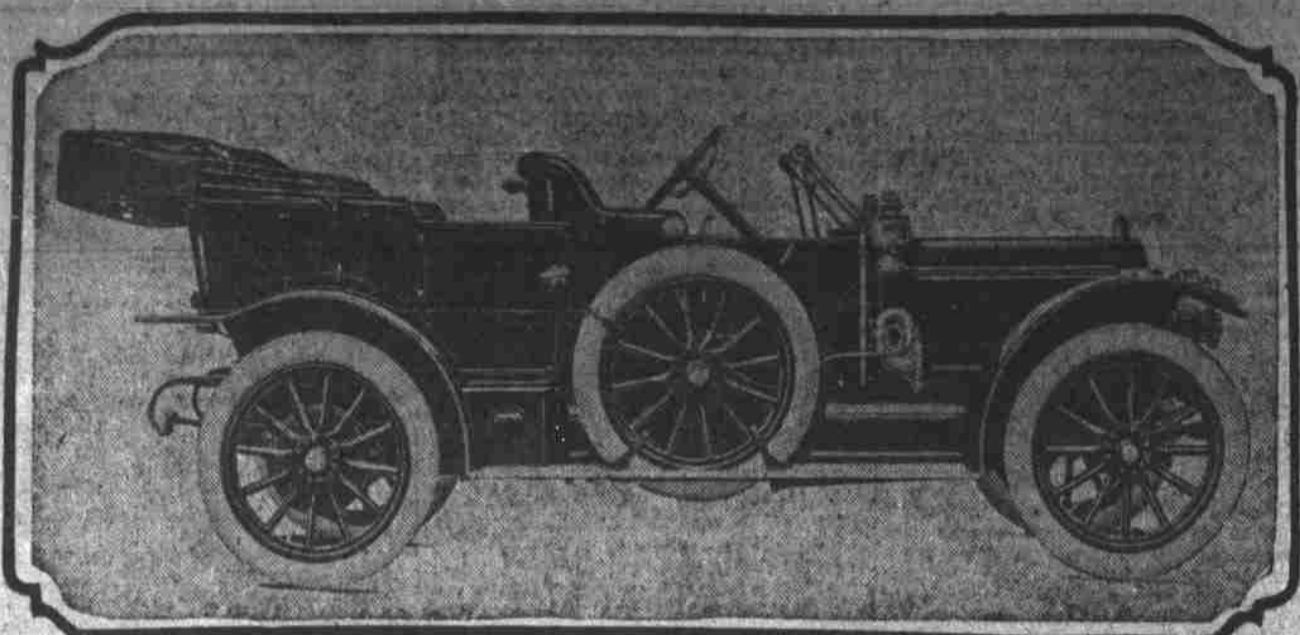
"Some men have a natural aptitude for mechanics, and the salesman recognizing this from their conversation, must know about what branch of mechanic to talk. Usually it is the car that best pleases the wife that the man buys. So the salesman must know how to show off his car to the best advantage, for a woman will leave the working parts for her husband's approval, but considers the beauty and attractiveness of the car herself."

"There are a thousand things an automobile salesman has to know and has to do. It may be hard enough for a man to sell another car of soap or a safety razor for \$5, but it is more difficult to take a few thousand dollars out of his pocket—especially when about 100 other salesmen are trying to do the same thing at the same time."

"These are some of the reasons why the soap salesman, and the meat salesman, and the fellow who has been soliciting orders about the city, don't get on well in the automobile selling line. They forget that they are working for a lot of money on each sale. And there are 10,000 salesmen and others trying to get into the game."

### OREGON AGENTS VISIT PORTLAND

Among outside dealers that called on the United Auto company last week were J. S. Lyons, agent for the Maxwell at Corvallis, and W. S. Sleddon, manager of the Tip-Top Automobile company, Hood River (Or.) agent for the Maxwell.



Rambler Sixty-four, 1911.

## NO ROOM, NO SHOW, DECISION OF AUTO DEALERS OF CITY

### Representatives of Manufacturers Knock Plans to Hold Annual Exhibition, in Spite of Past Successes.

Portland will not have an automobile show this year. At a regular monthly meeting of their association Monday night, Portland auto dealers finally decided not to attempt an exhibition until an auditorium or some such structure had been built in Portland.

The decision of the dealers, upon whom rests the burden of the show, was final. Some opposition was made to the movement to do away with the annual show, but it was voted down. Dealers generally were in favor of doing away with the show until such a time as a suitable place for it was built.

### Cars Endangered.

"Dealers falter at the prospect of having \$50,000 worth of cars hauled into the Armory by a block and tackle, as was done with my cars last year," said H. L. Keats. "Until such time as a suitable show place is built we will not hold a show in Portland."

### Shows Successful.

The decision of the dealers was made in spite of the fact that Portland's auto shows have been successful. The only reason the men behind the agencies gave is that they had no place to show. They pointed out the fact that three years ago not many makes of cars were represented in Portland, but that since that time more than 25 new makes of machines have been put on the market. At the last auto show held at the Armory last year several dealers were unable to show their cars because of lack of floor space. During the past year new "lines" have been brought into Portland. Dealers say that another show in the Armory would work hard on many of them who would not be able to show their cars.

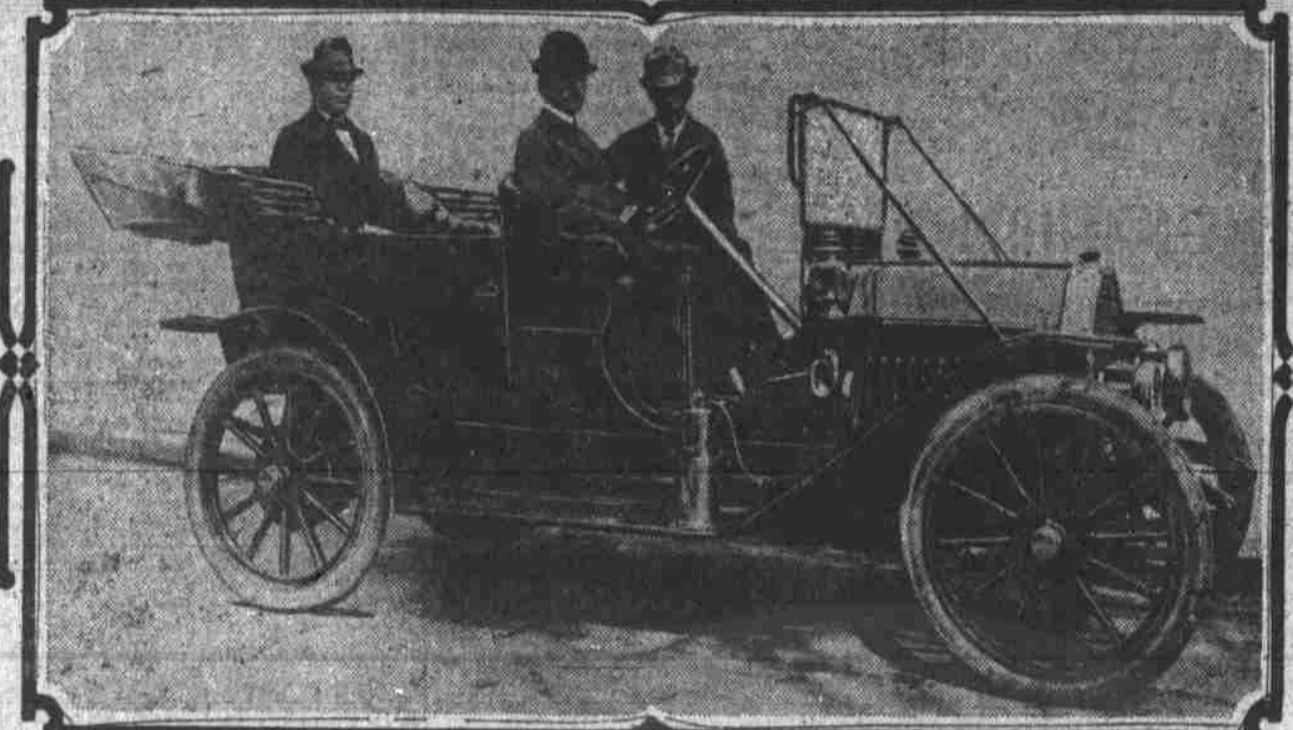
## POPE-HARTFORD FOR 1911 HERE

The H. L. Keats Auto company has received its first shipment of 1911 model Pope-Hartford cars, which, according to the makers, are vastly improved over the machines turned out in the past. A six cylinder car is being put on the market for 1911 by the Pope-Hartford firm. The cars are being displayed at the Keats garage, Seventh and Burnside streets.

## FIRST SHIPMENT OF 1911 MAXWELL GOES FAST

The first shipment of 1911 Maxwells was received by the United Auto company, agents for the machine, last week, and three cars were disposed of before the week was out. Cars were sold to Dr. A. Bertschinger, Dr. C. D. Bodine and C. P. Somers.

Shipments of Columbia machines, for which the United Auto company is agent, and Sampson trucks, will arrive in Portland within a few days.



Demonstrator 1911 Moline at the East Side Auto company.

## NEW TAXES HIT BRITISH OWNERS

### Horsepower Is Basis of New System of Assessment in England.

London, Oct. 8.—The close of the reign of the high power automobile in England is at hand, said a prominent sportsman in talking of the probable effect of the new automobile taxes, which became effective on September 1 last, whereby licenses for the first time now are issued on a basis of horsepower units. Large and powerful cars, it is held, will be much too expensive in the future for persons of ordinary means to maintain, and already the trade journals blossom with advertisements offering automobiles of this type at bargain counter prices.

The scale of annual license taxes under this new system is as follows: Motorcycle or tricycle, any horsepower; Motor car not exceeding six and one-half horsepower, \$10.50; Motor car exceeding six and one-half, but not exceeding 12 horsepower, \$15.75; Motor car exceeding 12, but not exceeding 16 horsepower, \$21; Motor car exceeding 16, but not exceeding 24 horsepower, \$31.50; Motor car exceeding 24, but not exceeding 33 horsepower, \$42; Motor car exceeding 33, but not exceeding 40 horsepower, \$52.50; Motor car exceeding 40, but not exceeding 49 horsepower, \$105; Motor car exceeding 49 horsepower, \$210.

The old scale provided for a tax of \$10.50 on an automobile not exceeding one ton in weight, the tax being \$21 in the case of a car of more than one and not exceeding two tons. The new scale is a hard blow to automobilists, especially those with inclination to handle the wheel of the once popular semi-racing car. Already demands for automobiles of 30-horsepower practically have ceased, those of less than 15 horsepower being most popular.

## EMERY FINISHING HIS ROUTE WORK

Stops at Wenatchee on Last Leg of Long Trip Up the Coast.

Wenatchee, Wash., Oct. 8.—On the last leg of a trip to mark out road in California, Oregon and parts of Idaho and Washington for automobile tourists, C. M. Emery and his mechanic arrived in Wenatchee Monday and after spending the day and night here proceeded to Seattle. Wenatchee is on the route outlined for those travelers that wish to see the inland country on a journey between the southern and northern cities of the Pacific coast. It will be one of the objective points of many automobile excursionists, for nearly all such parties will take the ocean beach thoroughfare one way and the inland route the other. Mr. Emery's duties are to outline the roads, gather information as to their distance and condition, and publish in a booklet the facts in the form of maps and descriptions. He works under the authority of the automobile club of southern California, San Francisco Motor club, the Portland Automobile club and the Washington State Automobile club. Mr. Emery left Los Angeles three months ago and has spent the time since then in selecting an inland trunk road through California, Oregon and Washington. At Spokane he routed seven thoroughfares into the scenic parts of

## DOBBIN JOLTED BY AUTO TRUCK

Motors Now Being Used in Railway Construction Work in Northwest.

Automobiles have entered into a new line of work in the northwest. They are now being used in the construction of railways, taking the place of horses. The Mt. Hood Railway company last week bought two White gasoline trucks, which will be used to haul supplies from Boring station to the power house, a

## stiff uphill climb. So far as dealers have been able to learn it is the first time in the history of the northwest that motor trucks have been used in railway building, and dealers make the prophecy that before long the old dump wagons, so long identified with railway construction work, will be superseded by motors.

The Fletcher Transfer company bought a five ton White truck last week. It will be used for city delivery work.

## L'ABBE AND FAMILY PLOUGH TO EUGENE

Although roads to Eugene are not by any means impassable, they are not in the best of condition, according to a report made to Portland motorists by C. Henri L'Abbe, who returned last week from the Oregon city. He made the trip in his Maxwell car, accompanied by his mother and family.

Two days were consumed on the trip from Portland to Eugene. No attempt was made to make a fast run. The roads were in a state, expressed as "fairly good" by Mr. L'Abbe. The rains softened them to such an extent that touring was not difficult, but somewhat tedious.

James E. Sullivan of the Amateur Athletic union says the organization will keep a close eye on basketball this season. He intends to make trouble for teams belonging to clubs that do not play registered teams. Instead of putting a ban on the players the union will drop the club for not making its players live up to the rules of the association.

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