

RESIGNATION COMES AS A GREAT SURPRISE TO MANUFACTURERS

Well Known Salesmanager Retires to Accept Similar Position in Detroit.

KNOWN IN TIRE BUSINESS

Will Become General Salesmanager of Dodge Brothers; L. J. Ollier to Be His Successor for Studebaker.

The greatest surprise of the past week in the manufacturing end of the automobile business was the announcement of Arthur I. Philip's resignation from the sales management of the Studebaker Corporation, Detroit, to take effect May 15 next, and the appointment of L. J. Ollier, manager of the Studebaker branch house at Los Angeles, as his successor.

Mr. Philip came to the Studebaker Corporation as assistant sales manager, in May, 1912, at the same time that Ernest R. Benson left the Cadillac company to become Studebaker sales manager. Promotions came rapidly to both men thereafter. Mr. Benson having been appointed vice president of the corporation, in charge of car distribution, and Mr. Philip simultaneously being promoted to sales manager.

Upon leaving Studebaker's Mr. Philip will become general sales manager of Dodge Bros. of Detroit, already well known as extensive manufacturers of parts for the Ford car, but whose main interests are now being concentrated upon producing, in the near future, a new car to sell at about \$500.

Mr. Philip was an exceptionally well known factor in the tire business throughout the country, prior to identifying himself with Studebaker, as central district manager of the United States Tire company.

L. J. Ollier, his successor with Studebaker, has been prominent in the Studebaker sales organization for the past five years, first under Chester N. Weaver, former manager of the San Francisco branch; subsequently, when Studebaker established a branch at Los Angeles, Ollier was made manager and is the man who is commonly credited with putting Studebaker strongly on the map in southern California. Mr. Ollier has been a visitor in Portland for the last two days as guest of Mr. Brown.

R. T. Hodgkins, of New York City, has also been appointed assistant sales manager of the Studebaker Corporation. Mr. Hodgkins comes from the vehicle branch of Studebaker at New York of which he has been manager for some time past.

EFFICIENCY IN BUYING AND OPERATING TRUCK CONSIDERED IN DETAIL

Weight and Size of Load and Territory to Be Covered Factors.

By W. A. McDermid.

In selecting the type of motor vehicle for the delivery of merchandise, its application to the work should be analyzed with respect to:

1—Whether load is for distribution or delivery at destination as a unit.

2—Weight and size of load units for delivery.

3—Territory to be covered.

It should be remembered, however, that because of the wide adaptability of the motor truck and the variance in many loads, there is less difficulty attached to purchase of a truck than there is to the purchase of too many vehicles—or, in the terms of our engineering parallel, adding units too rapidly.

Since a maximum of productive (turning) time, plus normal loads, represents the ideal for operation, there is something radically wrong when an owner of four trucks, which a time-study shows to be running an average of only two hours each, spends \$10,000 to purchase two more trucks. This is not an isolated case. It is happening daily, because the purchaser either does not get accurate facts as to running time or does not recognize its importance. There is a grave responsibility on the manufacturer who makes such sales, whether in ignorance or not.

What shall constitute normal load is as varied as there are types of business, and must be studied, again, by an engineer. But there is a common denominator for all delivery, namely: waste of time in service and every other factor in motor truck operation—speed, mileage, efficiency of fuels, lubricants, and tires—is insignificant when compared with the conditions which lessen the truck's efficiency for its sole and prime purpose—the transportation of commodities from one point to another. It is due to failure to realize this vital point that the cost of operation looms appallingly big in proportion to the amount of work done, and the business man decides that the motor truck is a failure, whereas a clear recognition of this one principle will make it a success.

And it is a demonstrable fact that overhauling and overhauling, with their aftermath of high repair and maintenance bills, may be reduced or eliminated by proper supervision of idle time of the machine.

Must Load Quickly.

We must get materials promptly to our lathes and remove its product quickly. So must the motor truck be loaded and unloaded in the shortest possible time. And it will pay in the long run to remodel shipping rooms and loading platforms, install conveyors or interchangeable or dumping bodies as required, or, if necessary, by increasing the loading crews. Idle time at several dollars an hour will quickly eat up the cost of the improvement.

It is paying executives to tour the country with their architects, to study loading conditions and build to keep pace with the revolution caused by new transportation methods.

As in the case of all other productive machinery, the operator must be skilful. Bonus systems, schooling, accurate impersonal and impartial supervisions, and high wages to good men will pay dividends in the delivery department. An expert repair man, or, failing that, a driver who has an incentive to show an efficiency record and the means of showing his efficiency

AUTOMOBILE CLUB NEWS

The Portland Automobile club announces the following officers, directors, and the committees to serve for the ensuing year: Officers and directors—W. J. Clemens, president; George W. Stapleton, vice president; James E. Appleby, secretary; Walter M. Cook, treasurer, and G. M. Chambers, assistant secretary.

Directors—C. F. Wright, W. M. Cook, J. E. Yeon, A. L. Fish, H. L. Keats, Frank Watkins, James E. Appleby, House committee—James E. Appleby, chairman; M. C. Dickinson, A. R. Specht.

Highways and streets—Richard F. McComb, chairman; T. I. Potter, John H. Hieb, members.

Public safety—H. P. Coffin, chairman; W. F. McKinney, J. H. Dundore, members.

Entertainment—Frank E. Watkins, chairman; George W. Kleiser, John P. Plagmann.

Touring—Frank Robertson, chairman; P. Buehke, W. H. Moser.

Memberships—Holt Wilson, chairman; George K. Clark, Fred West, H. B. Van Duser.

Special Rex-Tigardville Road—Eliot Corbett, chairman; Holt Wilson, Frank C. Riggs, Jesse Edwards.

Organizations and Affiliation of Oregon Good Roads, the Automobile club; A. S. Benson, Aaron Frank, Protectors of Automobileists—A. L. Fish, chairman; Edward Shuman, Dr. Calvin S. White, Dr. George Ainslie, Robert J. Brock, G. Orlo Jefferson, F. H. Ransom.

At a recent meeting of the board of directors of the Portland Automobile club it was decided that the club would offer a cash prize of \$50 for the best decorated touring car exhibited in the automobile parade during the Rose Festival. It was also decided that they would give a membership in the club, which is equivalent to \$25 cash, as a second prize for the best decorated pleasure car exhibited by a non-member.

From the present outlook, it seems almost certain that the much needed improvement of the Rex-Tigardville road will be actually accomplished this year, according to advice received from President Clemens.

With this one bad stretch of highway made possible, the automobile club will take a long breath of relief, for this one mile stretch of road has been a hindrance to the club's local automobile club for a long time.

The Rex-Tigardville road connects both the north and south with good improved highways, and is the connecting link between Portland and the Willamette valley. Owing to the fact

that this piece of road lies in one corner of Washington county, and does not lead to any important trade center in that county, it was hardly to be expected that Washington county officials would improve this one piece of highway in preference to those highways that lead directly to the city.

Therefore, to hasten the early completion of this road, a sum of money has been raised in Washington county and Yamhill county, and almost \$6000 is in sight from the Portland end of this road.

The special Rex-Tigardville committee, consisting of Eliot Corbett, Holt Wilson, Frank C. Riggs, and Jesse Edwards, has been very active in securing subscriptions to carry out the early completion of this road, and at present, the prospects seem very bright.

The touring committee is planning on a number of short trips this summer and it is expected that they will prove very popular with the club's members, for the reason that it will allow those members to participate who cannot remain away from their business very long.

The entertainment committee intends to make a feature of the Saturday evening dances. Several impromptu affairs of this kind have been held at the club house recently and everyone seemed to have such a good time that it has been decided to set aside at least one night a week, when members and their guests can dance to their heart's content.

A meeting of the club's committee on protection was held Tuesday at the Commercial club. At this meeting a committee from the Dealers' association, and representatives from a number of automobile insurance companies were present. Of course, the one topic of conversation at this meeting was how to protect the owners of automobiles from having their cars stolen. A number of suggestions were made and discussed relative to this rapidly increasing evil.

After a long discussion, a plan was outlined by which it is hoped that within the very near future, an automobile thief will not dare to carry on his vocation in this city.

Reckless maintenance promises of the salesman have made the buyer indifferent to his own responsibilities. The latter is not expected to be abused and repaired by the maker; neither should the motor truck.

What, then, shall be the duty of the manufacturer of motor trucks? Obviously, to assist the customer to arrive at a new viewpoint on his delivery problem and a sincere effort to help him, with the sale of his particular truck in view only if it is adaptable to the problem.

Among the many letters that come to the automobile department it is notable that many state that the fault lies with the manufacturer and the salesman more than it does with the public. But even if this is true there is a need for cooperation.

Number of Classes.

The prospective motor owner as a class must be "sold" by improving the service now being received by the present owners. This does not refer to what is commonly termed "service" by manufacturers, in the sense of repairs and adjustments, but to such scientific analysis and plain honesty and frankness as to make each motor-truck installation a highly efficient and successful investment.

In endeavoring to do this, the manufacturer is confronted by a number of classes of purchasers, which may be enumerated briefly as follows:

1. The owner who does not recognize the importance of his delivery department and who is in the only department in most businesses which has been permitted to operate for years in a casual way.

2. The one who is basing his motor system on horse experience, and does not realize where his losses occur. It is a hard course to steer between ever-buying on motor equipment and the equal danger of combining horse-wagons and motor trucks under the same system and conditions.

Well Worth Effort.

3. The one who admits a loss, but claims inability to correct conditions. This position may be due to a large variety of reasons, ranging from laziness, or pride in his present methods, to unwillingness to antagonize some employee, but experience shows that in practically every case improvement in efficiency is possible and well worth the effort.

4. The one who is alert to improve conditions and is glad to devote the necessary attention to the problem.

This fourth class is unfortunately in the minority at present, though increasing. On the successes of this last class the motor-truck manufacturer bases his claims of the efficiency of his product—by the failures of the first three classes his product is frequently judged by prospective purchasers. When the fourth class is increased, the motor-truck industry will assume proportions which will stagger the most sanguine enthusiast.

Journal Want Ads bring results.

Emergency Auto Repairs on Sunday

For the benefit of our customers, and others who might meet wit trouble, or an accident, we keep open shop on Sunday.

Phones: East 4814 C-1148

COOK & GILL CO.

Union Ave. No. cor. Glisan St.

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REPUTATION FOR RELIABILITY THAT AUTOMOBILES ARE MAKING BOTH ON THE MEXICAN SIDE OF THE LINE AND ON THE AMERICAN BORDER THROUGH CALIFORNIA, ARIZONA AND NEW MEXICO, SHOWS THAT IN PEACE OR WAR THE AUTOMOBILE IS A VEHICLE THAT CAN DELIVER THE GOODS.

Daily dispatches are being sent out to the effect that a posse here or there has been rushed to some point of danger along the border by automobile. It would not be a very great undertaking for some manufacturer to put out an armored machine for actual field duty that will in future take the place of the present cavalry.

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