

BUSINESS METHODS AND ENOUGH CAPITAL NECESSARY ADJUNCTS

The Sale of Automobiles Has Ceased to Be a Mere "Gamble," It Is Declared.

CARE OF THE SALESROOM

Right Kind of a Company to Represent is Another Important Feature to Remember.

Realize first that the selling of motor cars is a regular business and not a "game," a gamble.

The successful seller of motor cars must be a merchant using systematic business methods to sell his merchandise.

No "happy-go-lucky" or "hit-or-miss" method can possibly succeed now.

The same methods, the same conservatism, the same hard work, and the keeping eternally at it, that have made for success in other lines, are equally applicable to the sale of motor cars.

If you have not it is better that you never enter the business, as under the circumstances your venture is foredoomed to failure.

If you have the necessary capital, the next in order is to get the right company to represent. Here it is well for you to remember the fact that the right company will always build the right car.

Stick With Company.

When you have the right company, stick to it, not for a few months, or a year, but as long as you are in the business.

Don't build up a paying business by spending your money and by hard work, only to lose all you have gained by taking up some "by-night" proposition that apparently promises a little discount or for other reasons that momentarily appeal to you.

The longer you are identified with a certain product, whether it is motor cars or something else, the greater will be your return, if you work.

This means that you should remember in picking the factory you are to represent, are that they are financially strong beyond question of doubt, and that their product is a good question. Why not get special agency rating on the people with whom you are about to do business.

Concentrate your effort and keep eternally at it. This is the day of success for the one ideal man, the specialist.

Don't blame your failure on the factory you represent. The success of the factory is yours also. Notice the most sought after cars on the market today, and you will find that they are the ones that give the greatest value for the price.

A manufacturer of this sort does not have to give extra discounts to induce trade because he has a reputation and keeps up his quality. And while we are speaking of discounts, did you ever think why the manufacturer of motor cars makes the large discount he does? Not for profit of the dealer and for service to the owners who purchase the manufacturers' cars.

The manufacturer, the reliable one, has a right to demand that owners receive proper service.

Don't be Greedy.

Have you ever talked to think that a factory willing to consign cars to agents do so from necessity, because they must do everything and anything to sell their cars? Not a substantial company doesn't have to do this kind of business.

Don't grab off all the territory you can get just because in some of the factory grants same. You cannot work it, and you know you cannot work it. You tie up territory because the factory stands by its contract, and it does not work it, which is of no benefit to yourself (except a few floating orders that may be forthcoming), and at the same time prevent the factory from getting business therefrom. Why not be honest and face the matter squarely, asking for only what you really deserve?

Do you ever say to yourself: Have I conducted this business in a business-like way, making every sale stand by itself and showing me a profit? Some dealers think of and talk about the automobile business as a "game." Why should it be different from any other business? Why not use the same common business sense that has been successful in other lines of merchandising?

What about the salesman? Why not take a good, honest young man and teach him your methods, provided he has in addition to natural ability to sell cars, the one great fundamental of success, that of staying on the job. The day of "boozing," "joy-riding" and general "hell-raising" is past. Appointments must be made. How does your salesroom look? Pretty good? Why not have it clean and neat and inviting? It counts. Sometimes ladies come to look over cars, and a slovenly looking show room does not appeal to them and frequently spoils a prospective sale. Keep your repair shop away from your show room. No really fine dealer mixes up his dirty shop with his show room. It's bad for business. Think about it.

Hints on Demonstrating.

How do you demonstrate your cars? By pulling off some particular "stunt" that some competitor does just because he does? Did you ever think that most "stunts" are the things that the car is not intended to do, and are seldom if ever required in actual service? This being the case, why do it? It costs you no good, and it proves nothing. Why not, therefore, give dignified smooth demonstration, such as the car is usually called upon for service?

Have you ever stopped to think that a car is never sold excepting at full price? Order taking by meeting the other fellow's idea is selling your merchandise. Selling a car is making the prospect want what you have to sell, no matter what the price is. Isn't that so?

What do you do about trading the used car? Do you make "wild-cat" trades, just to meet those of your competitor, or that you're afraid your competitor is doing? Don't you know that if half the trades you hear about were made as they are reported to you that the market would be flooded with some broke yank ago? Don't let what the other fellow does influence you. Make your own trades on a business-like basis, and be sure that you trade for profit; if you cannot make it you are better without the business.

All these things that you have mentioned are known to the trade, but somehow they don't seem to be realized.

HOLES IN STREETS WILL BE GONE BY TIME FESTIVAL BEGINS



Top, left to right—Rut on Broadway between Washington and Alder. Water-filled hole, Stark near Broadway. Bottom, left to right—Man measuring width of hole on Broadway. Corner of Stark and Broadway. These views are typical of many other paved streets in Portland which will be repaired this spring.

The badly worn pavements in Portland business centers are being repaired under direction of R. G. Dieck, commissioner of public works.

By the time of the Rose Festival there will be no holes and ruts to take toll of all passing vehicles, to disfigure the streets, and to give Portland evil report by visitors.

At the present, however, the streets themselves speak loudly the imperative need of immediate attention. A condition provoking critical comment has, in fact, existed for months.

Broadway, from Yamhill to Stark, has been in a bad state of disrepair. At places the concrete base, as well as the asphalt sheeting, has been cut through and crumbled by the constant movement of dense traffic. Washington and Morrison, the important east and west trunk thoroughfares, require to be less except the same kind of rut and hole dodging essential to progress on Broadway.

Fifth street has had cuts along the edge of the street car tracks, and at the curb.

Stark street has holes deep enough to wreck the vehicle that hits them.

Along Second street car tracks are badly sunken.

Those who have observed for many years say that not since streets were first paved have they been in so serious a condition.

Delay in repair, explains Commissioner Dieck, was largely due, in ultimate analysis, to the fact that the municipal commission had not declared a policy in regard to repairs. As the rule stood, abutting property owners were required to pay for repairs after the 18-year maintenance guarantee given by the contractor has expired. The street car company is obliged to maintain the paving between its tracks.

"Replacements should be a general, not a particular obligation," says the commissioner.

The commissioner's point is apparently sustained by the abundance of money in the street repair and maintenance fund of his own department.

Last year he turned back to the city treasury \$5081.85 from this fund.

This year \$25,585 was appropriated for repairs and maintenance. The amount was divided—\$17,500 for maintenance, \$8085 for repairs.

Of the \$17,500 for maintenance there has been spent only \$3822.4, leaving \$13,677.60 in this fund.

REALLY POOR AUTOS SCARCE THESE DAYS, SAYS DISTRIBUTOR

Good Cars Are So Common Nowadays That One Is Kept Guessing as to Best.

"There are so many good automobiles today that it would be as difficult to find a really poor automobile as it was a few years ago to find a really good one," said E. B. Manley, Portland distributor of Hupmobiles, Chanders and Nationals. "So it is that the skill and judgment required to select a good car now as was necessary to select a good one ten years ago. The paradox of the situation is that fully as much skill and judgment are necessary today to select a good car as was necessary ten years ago. However, this judgment is now exercised along different lines."

"The points for consideration now are other than mechanical. Motorists have been largely educated in motor-carology. They have a high standard by which they measure the looks, performance of the modern car. They are just as particular and ready to find fault today when the majority are good, as when the majority of cars were 'suspectious' to say the least."

Buyers Getting "Posted."

"The judgment of the modern buyer is law, too. Let a manufacturer, who has educated his customers to put implicit faith in the car bearing his name plate, put out a single model that in any respect falls short of this standard, and that manufacturer reaps a harvest of trouble."

"A car of today, to be recognized as a leader, must do much more than be able to run, stop, climb hills and carry passengers. It must do all these as a matter of course, and in doing so it attracts the attention of the passengers to the fact that it is laboring to perform these primary functions, then that car is not up to the modern demand."

"There is also the gross and apparently irrelevant question, as to standing of the manufacturer. This has little to do with automobile machines, but is one of the wisest things to consider about in buying a car and the wise buyer of today appreciates this. Instead of asking about the strength of the wheels he is asking about the strength of the firm. It has been wisely said that an automobile cannot be any better than the factory behind it. A car either has a worthy ancestry, or it is non-descript. Today instead of asking about the cooling facilities for the motor, the buyer of discretion is more interested in the question of beauty and appearance."

JITNEYS CUT DOWN MUNICIPAL REVENUE IN VANCOUVER, B. C.

Electric Company Report Declares Decrease of 1,138,333 Passengers in January

WOMEN PLAYED PART IN AUTO DESIGNING

Manufacturers Who Fail to Heed Desires of Fair Sex Usually Regret It.

Much of the rapid evolution of the motor car from a one-lunged smooth running, luxurious vehicle can be attributed directly to feminine influence.

Woman has demanded and has been accorded her place in motordom just as she has demanded and received practically everything else she wants except the ballot, and doubtless she will eventually get that, as well.

Motor car manufacturers who fail to heed feminine requirements have not made the success they might otherwise have achieved. In many cases it is the final decision of a man's wife, sister or sweetheart that settles the question of the car he is going to buy. Consequently it is only natural that we should consider the needs of woman in the design and construction of our cars.

From a woman's standpoint, a motor car that requires cranking by hand is a relic of barbarism. She dislikes pattering around with gas tanks and matches in order to turn on the lights. And her aversion to the car that does not do away with these unpleasant tasks is more than a mere whim. An automobile without complete equipment is not convenient as a suit without buttons.

In the new models every essential and practical convenience known to the automobile world has been installed that will tend to add to the pleasure a woman can derive from a car. The electric starting and lighting system has reduced what was formerly manual labor to the simple pressure of a button. Upholstering has been deepened, springs lengthened and improved and the riding qualities enhanced in many ways to make her more comfortable. Rain vision windshields of the ventilating type protect her from the elements. Spot rests, robe rails and many other accessories and refinements have been installed in consideration of her interests.

JITNEYS CUT DOWN MUNICIPAL REVENUE IN VANCOUVER, B. C.

Electric Company Report Declares Decrease of 1,138,333 Passengers in January

Jitneys appeared on the streets of Vancouver, B. C., about the first of the year, according to Consul General R. E. Mansfield in a report to the department of commerce. At first a few taxicab drivers and owners of automobiles appeared upon the streets with placards on their cars announcing 5 cent fares to various parts of the city along the routes traversed by the electric tram lines. The success attained by the pioneers in the project, and the popularity of the jitney in competition with the taxicab, encouraged others to engage in the business, and at the end of the first two months there were about 250 buses operating on city and suburban lines.

The average daily earnings are reported to be \$8 for each car, an aggregate of over \$80,000 per month. This competitor has reduced the earnings of the electric railway and also affected the city revenues, as the municipality receives a percentage of the earnings of the street railway company, aggregating \$3000 per month, in normal times. The report of the British Columbia Electric Railway company, in Vancouver, for January of this year, shows that during the month there was a decrease of 1,138,333 in the number of passengers carried as compared with the corresponding period last year, when 3,364,062 passengers were carried.

The streetcar company paid the city \$2,766 as the city's percentage of the profits; this year the check amounts only to \$1816, a decrease of 23.1 per cent. The city's loss at the end of 1914, if this rate is maintained throughout the year, will amount to about \$30,000. The rate of payment to the city is arranged on the basis of the increase in the profits occasions an increase in the percentage due to the city; if the streetcar receipts continue to fall the city's portion of the profits will also diminish.

The jitney bus business has been put upon an organized basis by the formation of the Vancouver Auto Public Service association, the rules and regulations governing which are as follows:

The organization and regulation and control of routes and rates.

The supervision of the auto-bus men by experienced traffic managers.

Mutual protection and protection of the public using the service by insurance to the extent of \$1500 each passenger and \$5000

per car; no driver to be personally covered where the accident is caused by his own neglect, but all passengers to be protected through insurance to a satisfactory and accident insurance company of good standing.

The securing of a transfer system throughout the city by cooperation of the members to meet anticipated reduction of fares by taxicab companies.

The members of the association are to be furnished banners designed to indicate security to the public and regulation and control of the jitney service.

The establishment of an autobus system in Vancouver has provided employment for a large number of men, and brought into use automobiles owned by people who were unable to maintain touring cars for pleasure.

The rapid increase in the number of jitneys since they first made their appearance in Vancouver and the increasing popularity of motor cars as a means of cheap transportation will soon give them a monopoly in passenger traffic on the streets of the city.

The question of responsibility, the regulation and control of the business, are questions that are occupying the attention of the municipal council. The innovation is meeting with strong opposition from the electric car company, but the sympathy and popular support of the majority of people who depend upon public service for transportation seem to be with the motor bus.

Application has been made to the city council of Vancouver for an exclusive franchise for operating motor buses, and the provincial legislature has been petitioned to authorize municipalities in the province to grant franchises for jitney service under regulations along the following lines:

Power to examine and limit hours of service of drivers; prevention of overcrowding by limiting the number of passengers to be carried in each car; car owners to provide bonds for insurance of passengers and pedestrians against accident; the power to regulate routes to be traveled; power to limit number of cars running on any route; power to require each owner of an automobile carrying passengers for hire to provide insurance to a maximum sum of \$1000 for each car, a maximum sum of \$1000 for passenger individual loss, and a maximum of \$1000 for pedestrian individual loss.

Colombia in 1914 imported drugs and chemicals valued at \$297,637.

The jitney bus business has been put upon an organized basis by the formation of the Vancouver Auto Public Service association, the rules and regulations governing which are as follows:

The organization and regulation and control of routes and rates.

The supervision of the auto-bus men by experienced traffic managers.

Mutual protection and protection of the public using the service by insurance to the extent of \$1500 each passenger and \$5000

STATE FAIRS IN EAST FORM AN ASSOCIATION FOR MOTOR RACING

Action Follows Inability to Get Satisfaction From A. A. Contest Board.

The state fairs will ask no more motor race sanctions from the American Automobile association.

At a meeting held in Chicago Monday and Tuesday, March 29 and 30, a special committee, delegated by the American Association of Fairs and Expositions, of which the Michigan state fair is a member, created a new organization. This body will be known as the International Motor Contest association and will conduct automobile racing on all the tracks of the parent association. At present 50 state fair tracks and 600 dirt tracks in this country and in Canada are affiliated with the American Association of Fairs and Expositions.

George W. Dickinson, secretary-manager of the Michigan state fair, was chosen president of the board of directors of the I. C. M. A. which includes G. C. Simpson of Hamline, Minn.; C. E. Cameron of Alta, Iowa; B. M. Davidson of Springfield, Ill., and I. E. Mahan of Oklahoma City, Okla. Mr. Mahan was chosen permanent secretary and will have offices in Chicago where the headquarters of the association will be located. A set of rules governing motor track racing will be drawn up at once.

The first race meeting to be held under I. C. M. A. sanction will be at the Michigan state fair tracks in Detroit on Sunday, May 20, and Monday, May 31.

Mr. Dickinson, who was chairman of the special committee which met in Chicago and who has been instrumental in the movement all along, made the following statement today regarding the new body:

"The aim of the new institution," he said, "is to control and improve auto racing on dirt tracks by its closer affiliation with track owners. It also will eliminate the would-be barnstorming aggregations that annually spring up in distant parts of the country and hold mismanaged and dangerous track meets."

"The American Association of Fairs and Expositions appealed to the A. A. last year for assistance in the control of dirt tracks and went so far as to hold a conference in Detroit with Richard Kenedell, the chairman of the A. A. A. contest board. He declared he was in no position to offer any hope of any changed condition and could only listen to what the fairs had to say, making no promises whatsoever."

"Steps were taken at once to form the new association. At the request of several manufacturers, as well as the managements of two specially conducted tracks and certain Pacific coast interests, the new organization has been made broad enough to allow the affiliation of all interested in the promotion of clean automobile sport. The new association has no intention or aim of conflicting in any way with the A. A. A."

"The I. M. C. A. will not try in any

way to control either promoter, driver, mechanic or track by adopting arbitrary rules and its operations will be limited to those who are given representation on its board. It will be entirely a mutual organization with no salaried directors and only a paid secretary. All sanctions will be issued for nominal sums and graded according to the sizes and class of tracks."

Maxwell
New 1915 Model
\$750
17 New Features

The biggest automobile value ever offered for less than \$1000

A powerful, fast, full grown, 5-passenger, really beautiful and fully equipped automobile; a car with a real high tension magneto, sliding gear transmission, left hand drive center control, "anti-skid" tires on rear.

A car that has practically every high priced feature of high priced cars.

Holds the road at 50 miles an hour.

H. C. SKINNER COMPANY, Distributors
58-60 Twenty-third St., Portland, Ore.
Phone for Demonstration, Main 6214

QUEEN OF THE MAY

For I'm to be Queen of the May, Mother, I'm to be Queen of the glad new Year.

and such a Queen is the Saxon new "Light Six" that is put in your hands at \$785

We've been hearing of the good things peculiar to this car for weeks, and Thursday they came, a slender little batch, and were put through their paces.

Roomy, and so powerful yet eminently a lady's car in its dignity and simplicity.

Somewhere in the realm of the Best, in conception, in material and in workmanship - there lies, absolute safety, perfect comfort and a satisfactory swiftness for you and your dear ones, and the Saxon Light Six embodies them all. - Do your judgment the honor of an inspection and a run under your own touch.

H. L. KEATS AUTO. CO.
Broadway and Burnside.

A Practical Folding Table—An ideal table for your auto trip, lawn or card party.
Size 5 ft. by 2 ft.—Folds up compactly. Made in Portland.
728 PITTOCK BLOCK, Main 2478