

Oregon Journal

AUTOMOTIVE SECTION
HIRSCH H. BROMBERG, EDITOR

HIT THE PROSPECT IN THE RIGHT WAY

One of the things that men of the automotive industry must bear in mind is, that selling automobiles is no longer the haphazard, willy-nilly pastime it may have been once. The time is rapidly coming, and is almost here, when "personality" is counting for less and real, hard knowledge of the product/the salesman is selling is demanded by the prospect.

One of the old-time methods of doing business and of holding customers was the use of what political men call "perquisites," little things, seemingly unimportant, such as discounts, special favors, acts of favoritism, that held the customer but did not increase his respect for the product, or swell the firm's bank account one bit.

Here is what an exchange has to say on the subject:
"When the prospect asks for a discount, a spare tire carrier or some other concession, it is easy to say, 'I'll see if I can put it over for you.' It satisfies the prospect for the moment and the salesman secretly feels that he has made a 'hit' with the customer by interceding for him.

"A recent canvass of owners in one large city indicates that this is not only the wrong course for the salesman to follow, but a hurtful one as well. All of the owners interviewed agreed that they would much prefer to do business with a straightforward salesman, who has the courage to stand his ground and state the reasons why such a concession would not be made without the loss of money by his boss, than with one who 'stalls.'

"Almost any prospect will tell you that he would rather do business with the head of the organization than with a salesman. Yet, did you ever hear of a business head who told a prospect that 'he would see if he could put it over'?

"The fact is that we like best to do business with men whom we feel to be our business equals. A salesman who truckles to a prospect, immediately places the prospect in a position of advantage over him and admits his own inequality.

"It is to your interest as a salesman to stand just as high as possible in the eyes of your customers. It is imperative that they accept you as a business equal. You cannot afford to jeopardize your prestige by truckling to anyone.

"Deep down in his heart, the prospect respects most the salesman who is big enough and loyal enough to make it plain that he has but a single standard of business ethics.

"Real business in selling is something which can only be attained through the constant watching of little details. One moment of weakness will undo years of upbuilding. Get the executive viewpoint in dealing with prospects. Make them look up to you, not down at you."

The head of your house does not hire your personality altogether. He hires first your selling ability. He does not employ you to "put things over" for the customer, but to "put things over" for the firm.

Don't Be an Expert Driver

Are accidents caused by drivers who do not know the finer points of driving, or are they caused by drivers who believe they know the fine points so well that they take chances a novice would shudder to even consider?

There seems to be a considerable weight of opinion in favor of the latter view. Accidents are not mere nicking of fenders, or of bumping into the car ahead or to the rear, with resulting slight damage. Accidents are when the machine heart and soul runs amuck and becomes a detriment to society. The novice may take chances, but not willingly. He is afraid. His chief fault is lack of confidence in his handling of wheel and brake.

The "expert driver," filled with conceit at his ability and possessed of over-confidence as a helmsman, is the greater menace.

The "expert driver," the smart aleck of the automobile world, is handled without gloves by American Motorist, which says:

"It is almost needless to say that since the exhibition in stunts in driving is apt to be an expensive habit, the expert driver is rarely found among the owners. Usually he has graduated from the washstand in a garage, while sometimes he is a specimen of the so-called natural-born mechanic—a species that neither mechanical progress nor scientific training seems to have been able to exterminate. It is the expert driver who is chiefly responsible for the animosity of the pedestrian against the motorist. It is he who scares old ladies into hysterics while bearing down upon them with a rush, only to clap on his brakes with a bang and bring his car to a stop half an inch from the pedestrian's shin.

"If you want to watch him, stand in front of a busy garage for awhile, and you will have ample opportunity to observe his doings. He will come out of the garage at full tilt, clear the opposite curb by ripping the steering gear around with all his might and disappear around the next corner in similar fashion. When he returns he will rush down the block at a speed of 50 miles an hour, throw on his brakes some 8 or 10 feet from the stopping point and bring his car to a halt within its own length; all of which, of course, looks very clever to the expert driver and costs money for repairs and excessive deterioration to the owner. This sort of a driver is the one to whom an open muffler is music in the ears; who imagines himself a miniature Oldfield.

"If you do not drive your car yourself, beware of the expert driver, or, at least, nip his ambitions early in the proceedings."

Eugene Dealer Opens 2 New Branch Houses

J. F. Doppmaier, who recently established an automobile agency in Eugene for the Case, Grant and Stephens cars, announces that he has opened branch houses in Albany and Salem. M. J. Campbell of Clatskanie will have charge of the Eugene branch and Doppmaier of the Salem house. Campbell was formerly engaged in the lumber and shingle business at Clatskanie. Doppmaier came to Eugene about two months ago from St. Helens.

Trail Construction Plans Are Enlarged

More work will be done in trail construction in the Siuslaw and Cascade national forests this year than in any past year. M. L. Merritt, who is in charge of forest improvement work, said today. A special effort is being made, Merritt said, to interest the public in national forests. The extra trail work is not only for the pleasure of the tourist, but to aid in fire fighting as well, he said.

FORMER NEWSPAPER MAN EDITS GARAGE MAGAZINE

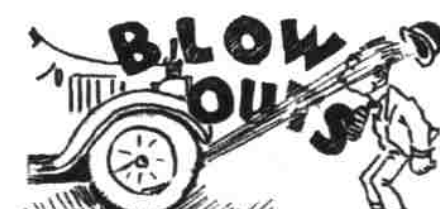


James H. Cassell

EDITOR HITS MARK IN NEW ENDEAVOR

James H. Cassell, Former Newspaper Man, Now Getting Out Portland Auto Paper.

James H. Cassell, who is now at the head of affairs for the Associated News, the official organ of the Portland Garage and Repairmen's association, is one of the best known news writer and advertising men in the city. He was formerly on the Oregonian, both as reporter and as editor of its movie department, during his career in Portland, and was at one time automobile editor of the Spokesman-Review in Spokane. After leaving active work as motion picture writer and editor, Cassell was associated with an advertising agency in this city for a short time. Cassell takes a wealth of information with him as an instrument in putting out his new vehicle of social and technical chatter, and from reports trickling down the row about a "24" page paper, he must have discovered something up his sleeve that's a scream.



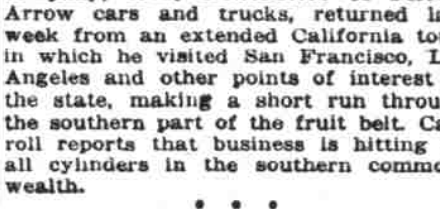
FLOTSAM
"They found that Swede that was drowned."
"Where?"
"Gliding along with the current below the falls."
"Ah. Sort of a floating Axel?"
CRUEL
"You say they never sit together? He sits up front and drives, and she lolls back in the rear?"
"Yep. And they fight all the time."
"Hm-m. Snubbers fore and aft, as it were."
PINHEAD
"I'm tired of bowling here all night, with never a strike. Can't seem to knock 'em all down."
"Sort of a spare tire, eh?"
CLUTCHED!
Cotter—He kills his engine so much. Why don't he use his gear lever more?
Fin—Oh, he's sort of a shiftless rascal, y'know.

Shock Absorbers

C. B. Clarke, distributor of United States tires at 26 North Broadway, announces that he has taken in as partner W. D. Miles, formerly of the Broadway garage. The new firm will be known as Miles & Clarke and will continue the distribution of United States pneumatic and solid tires. Also, no doubt, Mr. Clarke will be able to show more Miles for each tire than he did before.

World's Champion Light Six

Wherever you see a motor car with the sign of the triple triangle on the radiator, you may know that it is entrusted with the reputation of the



World's Champion Light Six UNITED MOTORS CO. Elgin Distributors 529 Washington St. Phone Broadway 2393

Frank V. Smith of the Howard Auto company, who made his mark in the last Rose Festival, and who is this year one of the directors of the coming festival, was a member of the committee that welcomed General Pershing to the city last Sunday morning.

Wise Buyers Choose The Oldsmobile Economy Truck

DURING a period of six weeks, the following twelve nationally known concerns each purchased from one to six Oldsmobile Economy Trucks:

Standard Oil Company of Indiana
Coca-Cola Company of Georgia
Park & Tilford, New York City
Loose-Wiles Circuit Company, Chicago
Fairbanks & Company, New York City
Bunte Brothers, Chicago

The Delco Company, Dayton
American Glycerine Company, Dallas
Dr. Brush Kumyess Company, Mt. Vernon, N.Y.
Thompson Lumber Company, Minneapolis
Board of Water Commissioners, Denver
Goodyear Tire & Rubber Company, Akron

Large concerns such as these buy only on a basis of proven value. They purchase after making exhaustive tests of many makes of trucks.

Because of its proven value, more than 5000 Oldsmobile Economy Trucks have been placed in the hands of consumers in the past five months.

These features are responsible for the Oldsmobile Economy Truck's speed, dependability, and economy:
A powerful, 4-cylinder, valve-in-head truck motor; internal gear drive; complete electrical system; 35x5 pneumatic cord tires; extra long, flexible, semi-elliptic springs.

The purchase price of an Oldsmobile Economy Truck is an investment which will yield dividends to you in lowered haulage costs.

Chassis with Dash and Windshield...\$1500
Chassis with Steel Cab.....1545
With Handsome Express Body..... 1600

Oldsmobile Company of Oregon

BROADWAY AT COUCH

THIS new aluminumized Premier is presented in direct competition with the finer type of European car, on the assumption that it is: More correct in point of engineering; more efficient in operation; more elegantly simple in its appointments; more appealingly beautiful and more socially distinctive.

Finally, from a strictly monetary standpoint, it is a far better buy—Premier, completely equipped, sells for less than the price of a European chassis alone.

McCRACKEN MOTOR CO.

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PREMIER

MOTOR CORPORATION
INDIANAPOLIS—U.S.A.
THE ALUMINUM SIX WITH MAGNETIC GEAR SHIFT

The new third lever on the quadrant above, as far as the operator is concerned, is all there is to Premier's Castler-Hammer Magnetic Gear Shift. This advantage is peculiar to Premier—as is also the aluminum motor built to the Premier engineering department's own patented design.

JOURNAL'S AUTO DIRECTORY

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