

TRUCK SALESMEN FITTED TO MEET NEEDS OF BUYER

Great Responsibility Rests on
Agents' Shoulders, to See That
Proper Service Is Rendered.

H. J. McIntosh
McIntosh Motor Car Co.

Trucks today are purchased to fit a specific need—to solve a definite problem. The truck purchaser of today looks to the truck distributor or dealer as the logical man who knows all about trucks and how to apply them to a prospect's business. The dealer or distributor, through his experience and ability will be able to diagnose a prospect's problems and diagram his transportation requirements so that finally when the prospect receives the truck, there is no question as to securing the right model, which the performance of the truck should bear out.

POSITION IS IMPORTANT

This position which the truck dealer will find himself in, will be one of great responsibility. To meet it he must create a special department for this ex-

press purpose, so that if a prospect comes in and asks us to prove to him that our trucks are the ones he should purchase, or if he wants us to prove that our trucks will pull a capacity load up a certain grade, or whether he should use a combination body, he will have the facts and figures that will help in correctly answering his question and solving his problem.

This demands that the truck dealer and his salesman, know first of all, every inch of the truck he handles, every mechanical feature and structural innovation that has anything to do with its ultimate performance and economical upkeep.

INTIMATE KNOWLEDGE NEEDED

No superficial knowledge will do, but an intimate knowledge of everything that goes to make up the complete unit, from bumper to rear cross member of the frame, and how the construction is designed to give the truck the ability to resist stress and strain, how they are designed according to the most modern engineering methods, and how all units have been selected for excess strength.

The truck dealer must be able to show the prospective truck buyer by logical explanations why his trucks are the ones he should invest in, why they represent a better investment of a smaller or greater outlay of capital. He must be able to go into every detail in connection with the prospective customer's hauling problems in order to give him the kind of advice that will satisfy the owner as to the dealer's knowledge and experience.

MUST FIT PROBLEM

The motor truck represents an investment that is of no value to the purchaser unless first the truck fits his problem as if it was made to order, and second, whether the dealer he purchased it from

has service that is available at every hour of every working day.

The real transportation engineer is a man who has gone into this business with his eyes open, realizing its magnitude and the responsibility it places him in when selling trucks to the public.

To protect himself, the truck dealer investigates, first, his territory to ascertain the uses and needs the motor truck will be put to, after which he studies trucks until he secures the line he is sure will answer all the requirements of customers in his territory.

REQUISITES ARE CITED

To give the average layman a little idea of the lengths a truck dealer goes to to satisfy himself that the trucks he handles are the ones that will prove 100 per cent efficient in the hands of his customers, the following are a few of the results of his investigations and form the basis on which he is willing to stand sponsor in selling a certain make of truck.

They must be designed and built with the proper gear ratio, motor, frame, axles and brakes to negotiate hills and contend with roads of every description. The trucks must have the capacity, size and specifications equal or better than others, so that in all around performance they would not only stand out as unmatched in ordinary service, but unbeatable in extraordinary performance.

VARIOUS MODELS REQUIRED

They must have a capacity of 2-4 ton to 5 ton in at least five different models so that customers could secure the right sized trucks to solve every transportation problem.

The trucks must have a national standing and reputation. All fixed and moving units must be in perfect harmony and equally balance to

sustain the type of bodies required for hauling any equipment.

The motor must furnish plenty of power for long grades, equipped with cooling features that eliminate steaming or heating up while on long distance schedules.

The truck to prove adaptable to all requirements must be equipped with long body space for a variety of bodies as well as pneumatic tires to assure traction.

Sweden Prefers American Tractor

Of American agricultural machinery, the American tractor seems to have the largest field in Sweden at present, according to a report received by the department of commerce. The demand is great and Sweden's four factories, with an estimated output of 400, are entirely unable to meet the situation. These factories also turn out motor plows, grain threshers and portable steam engines.

MOTOR TRANSPORT DAYS SET ASIDE IN NUMEROUS CITIES

War Brings Home to People Need
of Trucks and Better Roads
on Which to Run Them.

All over the country great interest is being manifested in the motor truck and motor truck transporta-

tion. A great many cities have staged motor transport days.

In many sections truck dealers and distributors have gone together and have put on tours covering hundreds of miles, demonstrating to the farmers and others the practicability and sturdiness of the motor trucks of the present day.

The motor transport corps has made a transcontinental truck tour, and the national motor truck development tour, held under the auspices of the national association of motor truck sales managers covered 3500 miles in the great farm lands of the North Central states.

TRUCK MAKES ADVANCE

All these demonstrations have made the country at large realize the tremendous advances which have been made, not only in the truck as a unit, but in terms of highway transportation.

It was not until the war made it necessary for us to look to the motor truck to supplement the greatly overburdened railways that the possibility of highway transportation was really known. Previous to this time everything had been carried by the railroads, so far as

interstate freight and express was concerned, even though much extra handling and roundabout routing was necessary in many cases, on account of the lack of direct railroad connections and the necessity of changing the consignment from one line to another.

But just as necessity is the mother of invention it also made it necessary for us to make better use of the motor truck, which we already had, but which we had not adopted to interstate work and not been using in the most efficient manner.

But seeing that in many cases there was no other means of moving the vast supplies necessary for our army, the truck was pressed into service and in a short time was recognized as a vital auxiliary to the railroad.

GOOD ROADS NEEDED

Difficulties were soon encountered, which have not yet been overcome. Many of these had to do with the question of roads. In operating a railroad, it is necessary to inspect track and right of way frequently and correct any weak places. This has not been done in the case of our roads and when a hole or

a poor stretch of roads begins to develop, it rapidly becomes worse, unless repairs are immediately made.

Sometimes a connecting link between two good roads causes the whole line of connection to be broken. All this points to one thing—a comprehensive system of national highways.

This whole country of ours should be bound together by highways, not necessarily embracing every highway, but consisting of permanent type surface roads throughout all roads constructed and maintained by a comprehensive central organization.

In a recent issue of Service, a monthly magazine published by the Service Motor Truck company, appeared an article by Senator Townsend of Michigan. He feels that the scientific business principles which have so marvelously developed other branches of progressive industry, have not been applied to highways and yet good roads have been at the very basis of industrial, commercial and social progress and success. Means of commercial intercourse are fundamental and primal requisites to organized society.

ANNOUNCING OUR AGENCY FOR STAR HAND-MADE EXTRA-PLY TIRES

"None But the Best
Is Good Enough
for Our Customers"

—that's why we personally selected the tires that would give them the longest mileage and the best service in exchange for their money. And, STAR Hand-Made TIRES do give it—we're satisfied of that.

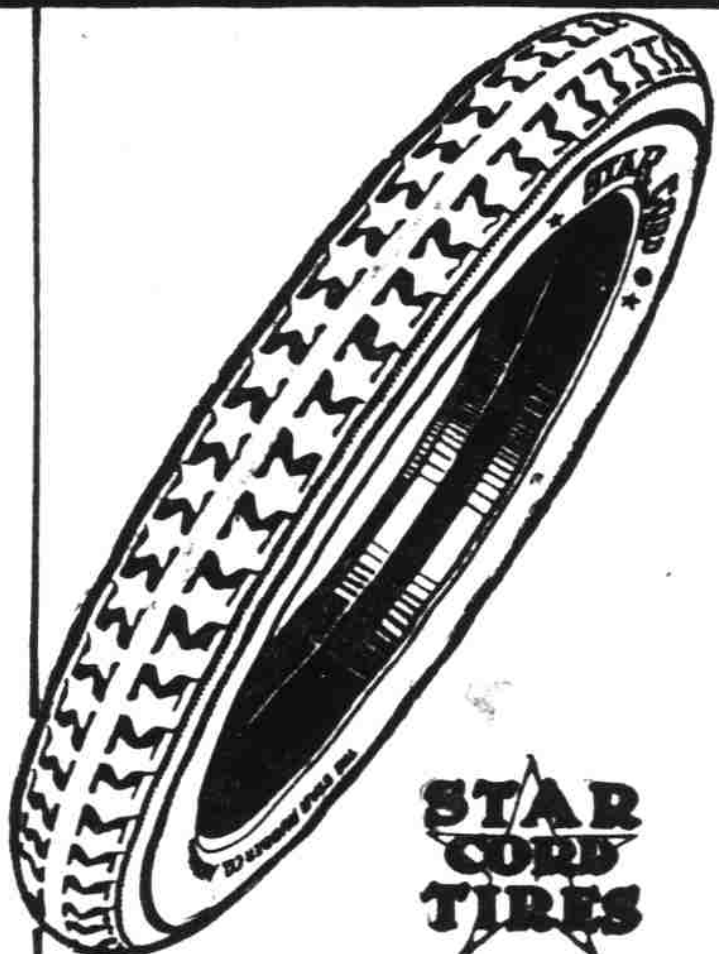
It's a pleasure to recommend these tires to you. We don't believe you can get greater tire value anywhere, regardless of price.

We're glad to stand back of them with our personal guarantee as evidence of the complete faith we have in them. And you'll place the same amount of faith in them after you've used STAR Hand-Made TIRES. They're dependable. We have them in both Cord and Fabric.

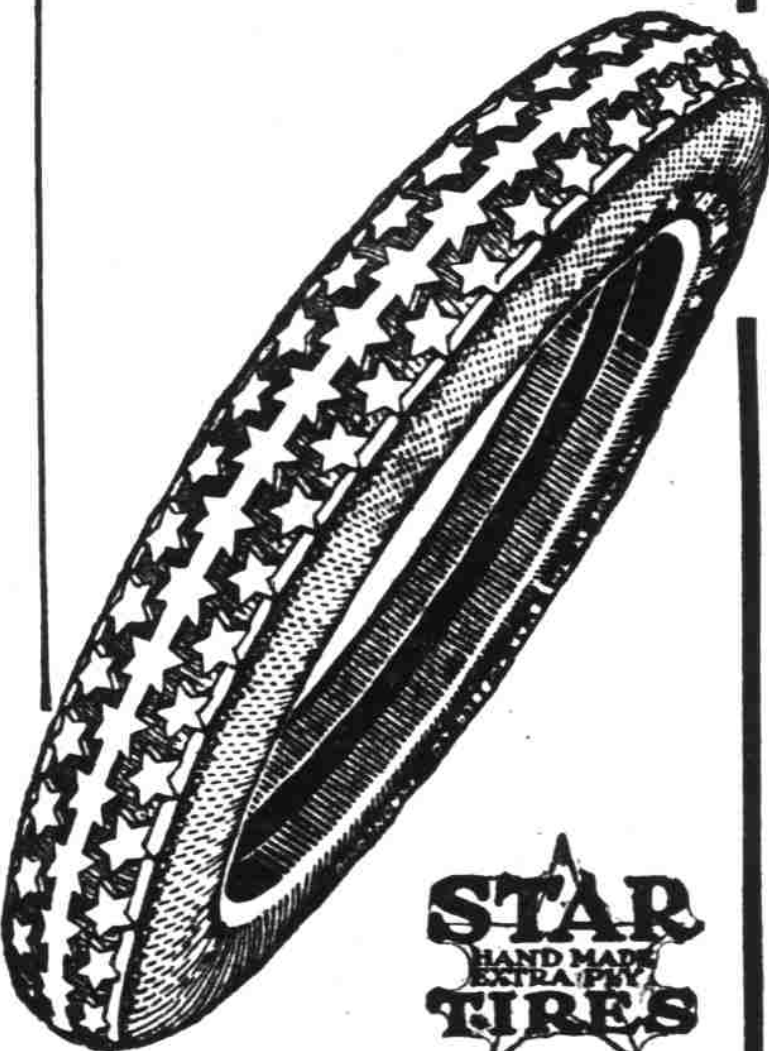
Come in to see us when you need tires—and get acquainted with some real tire service.

We're always ready to assist you in getting the greatest service from your tires.

Reach for your
phone now and order
what you need.



STAR
CORD
TIRES



STAR
HAND-MADE
EXTRA-PLY
TIRES

WATERHOUSE and LESTER CO.

Oregon Distributors

Fifth at Davis

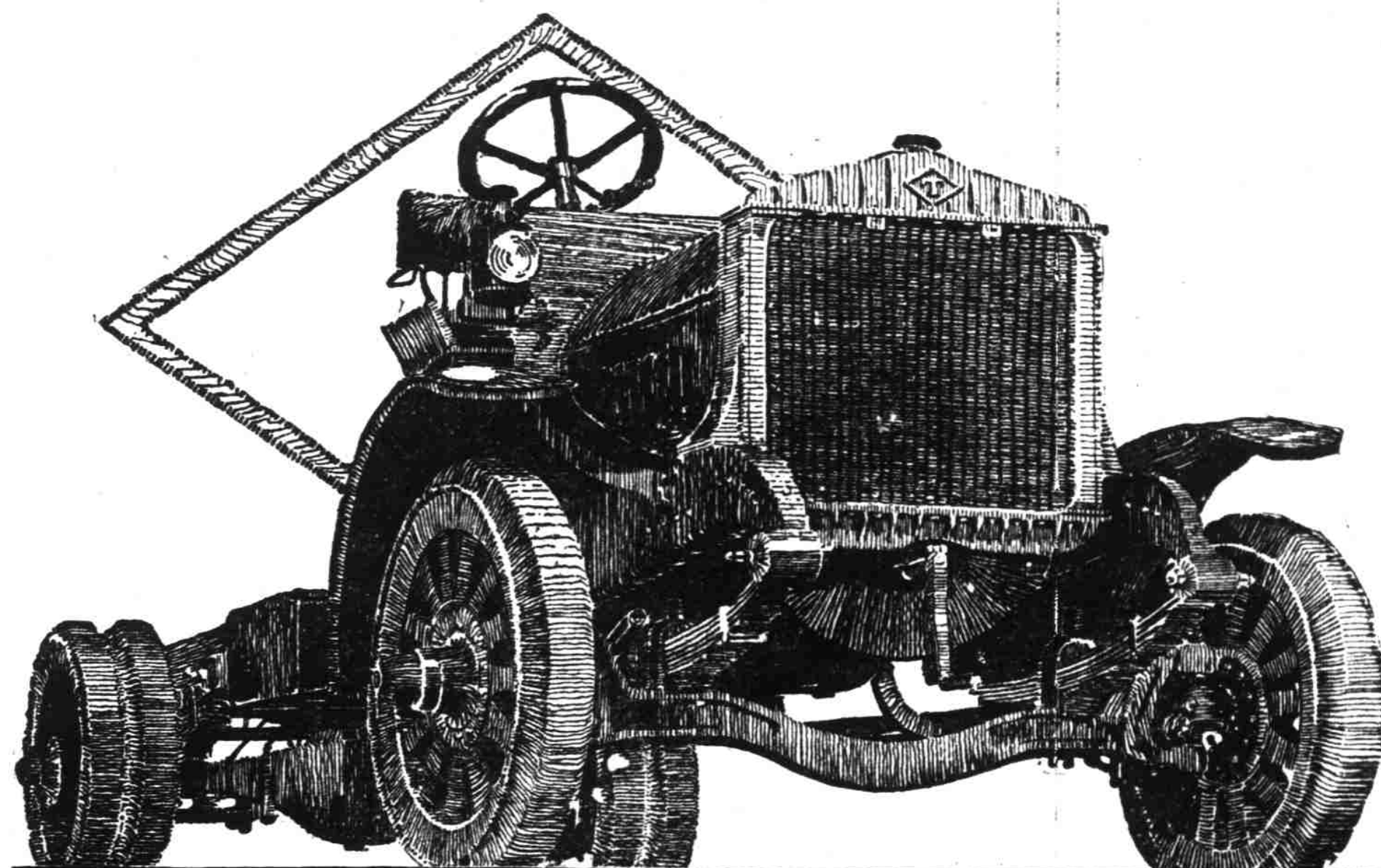
Portland, Oregon

Bailey's Tire Shop

Exclusive Portland Distributors

Twelfth at Stark

Phone Broadway 4330



THE NATION'S FREIGHT CAR

DIAMOND TRUCKS

Exhibiting
at the
Armory
Truck Show
and Also
in
the Lobby of
the
Oregon
Hotel

Are now housed in the finest truck sales and service building in the West. In a building covering an entire quarter block with every facility for

Service to
Diamond T Owners

A large stock of parts is carried at all times to care for emergencies and a corps of skilled mechanics give a superior brand of service.

Dealers
and
Prospective
Purchasers
and the
General Public
Is Invited to
Inspect
Our
New Building
and Its
Unequalled
Service
Facilities

Diamond T Truck Sales Agency

OF OREGON

New Building, 100x100
Broadway 3148
Tenth and Flanders

SALES

SERVICE