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AN ESCAPE IN ADVERTISING

How an Auto Was Sold

By GEORGE FREDERICK WILSON

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When the price of automobiles became such that their purchase became common among men of means Harvey Williams bought a single seat runabout.

During the first year of possession he made almost constant use of the machine. Then the novelty of the thing wore off, and in the five following years he seldom rode in it. After that the modern and speedy touring car became the vogue. Harvey once more came under the spell of the automobile craze and quickly decided that he must have a touring car.

Rich as he was, he concluded that his was not the wealth to foster two motors. He was determined to sell the runabout.

So Harvey advertised it for sale and awaited a purchaser. He waited two weeks, and yet none came. The end of the third week brought a probable buyer.

"Now, what I want in a machine is speed," this individual began. "I can't



INTO HOWARDSON'S SYMPATHETIC EARS HE Poured HIS STORY.

afford the price of a new machine, but none the less I want speed in the secondhand affair I buy. What speed do you claim this runabout is capable of making?"

Harvey wavered between truth and a possible sale. If he gave its speed as fifteen miles an hour truth would triumph, but the opportunity of a sale would be lost.

"Well—er—you know our city ordi-

nance is very strict as to speed, and I have never given the auto a trial on the country roads. But, say, it makes the city limit speed of ten miles very easily. Oh, yes, very easily!"

"Um! Then you don't know its exact speed?"

"It—it was guaranteed to make thirty miles easily in an hour," Harvey replied in a very weak tone of voice.

"Prove it and I'll take the auto off your hands," said the man. "You've got to show me."

"How can I prove it to you? Do you want to take a trial spin?"

"No. I haven't the time. Bring me absolute proof of its speed and I'll take the machine without further ado."

The three days following this conversation Harvey spent in vain attempts to hatch some scheme that would successfully deceive the probable purchaser. As mentioned before, the attempts were in vain, and on the night of the third day he gave up in despair.

On the morning of the fourth day he met a friend in the street, and the friend inquired about his success in disposing of the runabout. Harvey told him all.

"Why," exclaimed the friend, "I know the very man that can put this sale through to a successful finish. Robert Howardson is his name, and he is a specialist extraordinary in advertising. His office is in the Bearinger building."

Harvey found the office and the man. Into Howardson's sympathetic ears he poured his story.

"What price do you ask for the automobile, Mr. Williams?" Howardson inquired after hearing Harvey through.

"One thousand dollars."

"He is willing to pay this price for a secondhand automobile?"

"Perfectly willing. Says the old machines have the material in them; they wear better."

"I am not qualified to pass judgment upon his assertion. Now, Mr. Williams, how much are you willing to pay me if I succeed in selling your runabout?"

"Mr. Howardson, my fighting blood is up. When I first decided to sell I was anxious to sell. Now I am determined to be rid of the thing. I will give you 50 per cent, or, to put it plainly, \$500."

"I would consider myself a robber were I to accept this amount. If I succeed I will ask for \$150. Is this satisfactory?"

"Indeed, yes."

"Very well. Now, can you spare a couple of hours tomorrow forenoon?"

"I think I can arrange it."

"Good! Call for me here at 9 o'clock in your runabout."

Promptly at the hour designated Harvey drew up before the Bearinger building, and Howardson clambered into the seat beside him.

"What is the thing's absolute limit of speed, Mr. Williams?" Howardson inquired.

"It will make eighteen miles in an hour, but it is an awful strain on the engine."

"Take a given speed of eighteen miles per hour and a policeman to determine the speed, and his imagination will make it thirty miles. Now, when I say the word give it the limit."

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