

MOTORING

GENERAL SALES CONVENTION OF AUTOMOBILE FACTORIES

Big Gathering Results in Comprehensive and Useful Discussion of Best Methods of Selling.

INDIANAPOLIS, Ind., Dec. 28.—What is believed to be the most comprehensive discussion on intensified salesmanship and advertising for the retail automobile merchants in the proceedings of the General Sales Convention held in this city, which has been issued by President J. J. Cole of the Cole Motor Car Company, the originator of the convention idea which resulted in the formation of the Automobile Sales Association. This organization meets next year in Detroit.

The book is a full discussion of the selling of motor cars today, and the methods that the automobile dealer should take in handling the sales of cars, how to properly advertise them and work with a viewpoint of pleasing his customer, and at the same time to make money. It is understood that the books will be distributed to all persons making application for them to President J. J. Cole.

Auto Selling Principles.—Summed up, the book gives principles for the proper conduct of the automobile business taken from the opinion of some of the most successful men in the automobile advertising and other lines of business, the whole thing being backed up by intensified salesmanship and advertising. The principles are:

Helping the dealer to form a money-making sales organization with truth as the nucleus of a sales talk.

Advising all automobile dealers to co-operate in the establishment of a local exchange or clearing house for second-hand cars.

Backing up the local dealer by advertising along intensive lines in newspapers.

Following up national advertising campaigns by the use of local advertising.

Advising the employment of smaller territory backed up by the use of more concentrated sales effort because of the proved efficiency of this method in other industries.

The convention was held in October, automobile dealers and manufacturers from all over the country attending. The movement was backed by numerous automobile manufacturers. Sales and advertising authorities who discussed papers were: J. J. Cole, president Cole Motor Car Company, Indianapolis; H. G. Smith, president Premier Motor Manufacturing Company, Indianapolis; Leroy Pelletier, Flanders interests, Detroit; C. F. Kettering, Dayton Electric Laboratories Co., Dayton, O.; S. A. Setherling, president Goodyear Tire and Rubber Co., Akron, O.; Herman Dupree, advertising director Remy Electric Co., Anderson, Ind.; Elbert Hubbard, the Roycroft Shop, East Aurora, N.Y.; J. G. Jones, Alexander Hamilton Institute, New York; John Lee Mahin, Mahin Advertising Co., Chicago; T. J. Zimmerman, Opportunity Magazine, Chicago; William Boyd, Curtis Publishing Co., Chicago; E. E. Crawford, International Correspondence Schools, Scranton, Pa.; J. D. Liebrecht, president Expert Advertising Co., Chicago; W. D. Nash, Mahin Advertising Co., Chicago.

Credit Due.—Altho J. J. Cole originated the idea he does not take full credit for carrying out the policies that made it successful; for in the introduction of the book he gives credit to President H. O. Smith of the Premier, President Harry Stutz of the Stutz, Howard Marmon of the Marmon, President J. I. Handley of the American and Marion, President Will H. Brown of the Brown, Walter E. Flanders and Leroy Pelletier of the Flanders interests, F. J. Wheeler of the Schebler carburetor, and Carl Fisher, the nationally known automobile man. But, as Mr. Cole expresses it, "It is not the credit that is to be considered; it is the fundamental principle of getting away from the fact that the automobile business today is a 'game' when as a matter of fact it is a real good hard business proposition with no place for the man who plays it as a game."

Extracts from the book are as follows:

C. F. Kettering of the Delco electric lighting, starting and ignition plant, said:

"When Billy Smith says: 'I have all kinds of trouble with tires; just make him understand that he could not do without them. Show him that if he did not have them he would have more trouble than now. If you can get that fellow to recognize that these things

RAVINE BRIDGES

The accident which happened last Saturday to Dr. J. L. Davidson, when his car skidded on the Huntley street bridge, and broke thru the railing, almost crashing into the ravine, brings up the question of these bridges as far as the motorist is concerned.

Skids are everyday occurrences during the snowy and wet weather, and while they are often events of no particular danger on the streets, they might result in a horrible accident if they occurred on a ravine bridge. The guard rails of these bridges, as has been proven, are very flimsy. We would suggest to the works department that they have these railings reinforced by a stout steel guard rail, three or four feet in height, either in front of or behind the existing railings.

In the case of a car skidding, this guard rail would eliminate the horrible possibility of a motor car and its occupants being hurled to instant death in the ravine below.

This question is worthy of some consideration by the civic authorities.

he looks upon as utterly bad are really the good things about it, he will begin to talk about it, and he will grow from a grouch to a smile.

Interest Prospects.—"So you can travel right along thru every part of the automobile if you wish. If the purchaser knew the history of each and every department of the automobile, each and every factor in it, from the time it started its native state to the time it landed in the automobile, gentlemen, he would have so much interest that instead of hating the automobile he would purchase one out of sympathy, if for no other reason."

Leroy Pelletier spoke on sales and advertising. Briefly he said: "There is nothing that so absolutely destroys all possibility of a sale as to have a person come into a showroom, which occupies the front part of the store, and hear a car back there spitting out things like that in going on, the customer goes back to see what is the matter and the dealer hurries after him and says: 'No, that is not the car I want you to see; this is the one I want to show you.' Yes, but this is the one I want to see," says the customer and the effect is bad."

J. J. Cole in reference to the automobile business as a game, said: "The automobile 'game' is gone. In its place stands a young and powerful industry. From now on automobiles must be sold along the same scientific lines which prevail in all other industries."

Help the Dealer.—"The idea of helping the dealer to master his problems is worthy of the best efforts that we can put forth. This is the first time in history that this sound, practical public method has been acted on, and for one, I want to repeat that this convention is one of spontaneous combustion; that it is a composite effort."

William Boyd of the Curtis Publishing Company said about advertising: "When you dealers come to a manufacturer to make arrangements for a car, you, of course, go all over the points of the car. You want to get the best car that you can secure, and you don't close with him until you have gone over that car point by point; talked about every feature of the equipment, and have satisfied yourself that you have got the best car that you can get. But I want to say, gentlemen, that there is one thing that I don't believe very many of you talk to the dealers about, and it is just as important as the question of the car itself, and that is advertising."

"Advertising adds a value to a piece of merchandise which the merchandise does not have in itself. This is almost a corollary to the statement that a good salesman adds a value to a piece of merchandise equivalent at least to



The above apparatus when applied to the business of road making becomes one of the greatest instruments for improving modern living conditions that civilization has ever known. Good roads are an absolute essential to the progress and prosperity of any country. They bring the people into closer touch with each other, they lower the cost of the necessities of life, and they improve one hundred per cent. the conditions under which the farmer lives. All over the United States wherever a new state highway has been built, farms have appreciated in value, and markets for the farm products have become better for the farmer and better for the consumer, both as to price and as to the condition in which the goods are delivered at the market centre.

Motor traction has changed the method by which freight of all kinds is handled. Thruout the United States and England, deliveries formerly made by the railways, expensively and with much delay, are now being made cheaply and expeditiously by means of the motor truck. The one thing essential to this style of delivery is, of course, good roads.

Every citizen of Toronto should on the coming election day, see that whatever else he does, he votes in favor of the good roads bylaw. It will benefit him and further the interests of the community to an enormous extent.

Henderson News

The rapid strides of the Henderson organization have been one of the notable features of the automobile building industry. The added production that comes with the moving of the factory into the new addition has caused the Henderson Motor Car Company to add to its factory staff Mr. J. M. Smith in the capacity of factory production manager.

Mr. Smith is not a newcomer in the automobile manufacturing field having been employed in one of the most famous of Detroit's giant factories for several years in the capacity of assistant superintendent in charge of production. Mr. Smith has also spent three seasons with the Chatham Motor Car Company of Canada as production manager, and comes to the Henderson from the Cole Motor Car Company of Indianapolis where he has been employed in the capacity of factory manager.

The Henderson factory will be closed down until January 1 while the different departments are accounting space in the new addition to the factory which will give the Indianapolis plant a floor space of 55,000 square feet. Before production is resumed an inventory will be taken and the first of the year an additional force will be added and the production will be doubled for January and February and trebled in the ensuing months of the 1913 season.

Increased popularity of night touring has caused manufacturers to give more attention to illumination in their cars for this season.

Following the introduction last year of the step-light as a convenience in night driving, the American Locomotive Company has gone a pace further this year by incorporating an electric searchlight in the 1913 Alco cars. It is the creation of Harry S. Houpt, general salesmanager of the automobile department, and is a part of the complete electric lighting system in all the models.

Mounted on a universal joint attached to the cowl of the dash, the searchlight can be turned in any direction, either straight ahead, downward, upward, sideways or backward. This searchlight is particularly useful when driving in the evening over country roads. It brings within easy observation of the chauffeur defects in the road, curves, vehicles ahead, and so on. Road directions or house numbers may be read from the seat by means of the searchlight.

By spraying this light on the scenery, night touring is made both pleasant and interesting to the occupants of the car. Of special design, the face of the searchlight is seven inches in diameter. A button under the driver's seat controls the current.

In Auto Industry 128 Years

Talking from 128 years of experience in the automobile business, district sales managers of the R-C-H Corporation discussed present day motor car selling problems in their annual convention held at Detroit, Dec. 14-17. The fact that over a century and a quarter of selling experience was embodied in the heads of the selling force of the R-C-H, dropped out at the banquet tendered the managers when it was found that the thirteen R-C-H managers averaged nearly 10 years in the industry, the veteran of the aggregation being A. E. Morrison, of San Francisco, who first entered the trade 15 years ago.

That the public demand will be for more R-C-H cars than can be produced during the balance of the 1913 selling season was the forecast of the managers, each bringing reports from his territory that his dealers were generally of the opinion that their contract figures would be exceeded in actual sales.

The banquet held Monday evening served as a medium for the introduction of the managers to the new officers and directors of the Corporation. The General Manager, Burdett acted as toastmaster. Replies were made by each of the directors and managers.

The managers were praised for their splendid work in setting a sales record in the disposing of nearly 7000 cars in the first year of business, and such widespread and thorough conviction that great as had been this past success it was due to be eclipsed in the future.

The branch managers attending the session were: W. S. Jewell, New York; H. E. Westerdale, Chicago; F. A. Babcock, Minneapolis; G. N. Jordan, Los Angeles; A. E. Morrison, San Francisco; C. E. Wheeler, Boston; E. N. Stimson, Philadelphia; J. D. Palmer, Atlanta; E. E. Guthrie, Kansas City; E. W. Swartrough, Denver; A. D. Caldwell, Cleveland; and M. D. Davidson, Detroit.

Howard Coffin

Howard E. Coffin, vice-president and the engineering chief of the Hudson Motor Car Company, Detroit—reputed America's foremost motor car builder—participated in the run of the Savannah Automobile Club to the Lawyers' Club in Liberty County, Georgia.

News that Mr. Coffin had lent his aid to the good roads movement in that section and that he drove the latest creation of his board of forty-eight engineers, a new Hudson Six, reached local motorists today.

Mr. Coffin left Detroit some time ago to spend his winter on Sapelo Island, which he purchased a year ago. The island, which is 2600 acres in extent, has an interesting history. In 1778 it was owned by the Creek Indians and is reputed to have been the headquarters for Blackbeard, the pirate chief. Many famous colonial personages have lived upon it.

New Alco Light

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New League Quarters

Ontario Motor League soon after New Year's will move its executive offices from the present location at 123 Bay street to the Lumsden Building, corner of Yonge and Adelaide. The new building will have three spacious rooms fronting on Yonge and Adelaide streets on the sixth floor of the building. These quarters are now occupied by the Ontario Club, which shortly will occupy a building of its own.

Russia is showing a marked preference for automobiles of American make.

A swinging seat, invented for the use of the locomotive engineer, offers a back rest, of which he has been heretofore deprived.

Sunday World Garage Directory

DOMINION AUTOMOBILE CO., Limited
COR. BAY AND TEMPERANCE STREETS, TORONTO
Distributors for Peerless, Stevens-Duryea, Napier and Hudson Automobiles—Peerless and Auto-Car Trucks.

STEPNEY WHEELS and TIRES
VULCANIZING A SPECIALTY
THE STEPNEY MOTOR WHEEL OF Canada, Limited
130-132 King Street East, Toronto.

AUTOMOBILES FOR HIRE
Storage, Repairing and a full line of supplies at lowest prices.
Ontario Agents for the
ABBOTT-DETROIT
CENTRAL GARAGE AND SUPPLY COMPANY
Temporary Garage and Showrooms, 289 King Street West. Tel. Adol. 17.

McLAUGHLIN-BUICKS & FIATS
CORNER CHURCH and RICHMOND STREETS
PHONE MAIN 7510. TORONTO.
Garaging, Accessories, Repairs and Sales Rooms.
Also: Hamilton, Bay St. London, Richmond St.; Peterboro and Belleville. Factory at Oshawa.

ROSS MOTOR CAR COMPANY, Limited
REGAL MOTOR CARS
TIRES AND ACCESSORIES OF EVERY DESCRIPTION
132 & 134 Simco Street, Toronto.

THE COLLEGE GARAGE
466 BATHURST STREET
ABBOTT-DETROIT CARS
SUPPLIES AND REPAIRS. PHONE COLL. 1044

CONSOLIDATED MOTORS LIMITED
GARAGE & SHOWROOMS, MOUNTAINVIEW & SERVICE DEPT.
112-116 RICHMOND STREET WEST. MAIN 2339
PLEASURE CARS, ACCESSORIES, COMMERCIAL MOTORS

THE FRANCO CANADIAN WELDING CO.
MAKE A SPECIALTY OF QUICK REPAIRS OF BROKEN CASTINGS, etc.
Iron, Brass, Aluminum, etc. by
AUTOGENOUS WELDING
(Oxy-Acetylene Process)
We employ only expert operators qualified on automobile work.
831 Yonge St. Opposite Edward St. Telephone Adelaide 198. Toronto.

CANADIAN DISTRIBUTORS for the MOON MOTOR CAR
SEE THE CLINTON TRUCKS
Automobile Sales Company, Limited,
Accessories and 75-77 Queen St. West. Phone Adelaide 9928. Toronto.

HIGH PARK GARAGE
119 FERNAGH. Opposite High Park Boulevard.
Cars and Trucks for Hire—A Fine, Large, Well Heated Garage—Full Line of Automobile Supplies.
W. WILKS—SUPT. OF REPAIRING DEPT.

MOTING FADS AND FANCIES

Among the Christmas offerings is a new purple leather Victoria toilet case of medium size. It is fitted with real tortoise shell fittings and is very beautiful. The case is lined with lilac moire silk, which shows the dainty articles to best advantage.

Double, leather-faced, fur-backed gauntlet mittens for men are very warm. The fur-lined extra mitt may be turned back to give the hand freer play if it is needed. They come in muskrat and Hudson seal as well as other furs.

There is a special extra width silk scarf for men which is just as warm and less bulky than the Angora scarfs. It comes in all standard colors.

Quite popular are the suede gloves with sheepskin lining. They come in grays and browns and are two button length.

One of the prettiest robes of the season is of nutria or Coypu fur. The reverse side is an Irish wool fringed rug. It extends four inches beyond the fur on the sides and eight inches at the ends, with a two-inch fringe. It is of cinnamon brown, the color of the fur.

A stunning new coat for men is of black broadcloth, lined with Hudson seal in the darkest dye. It has a full collar of Persian lamb.

It is a good idea to carry two or three of the felt knockabout hats for women in the rail pocket for unexpected guests. The hats fold flat and come in several good shades.

Another provision for the extra warm, in good colors. It makes an invaluable extra wrap.

The English tweed hat with stitched brim, trimmed with brilliant game feathers on one side, is quite popular and one of the most sensible hats for touring.

Many persons favor the double capes or Inverness cape coat for rough wear. It comes in shepherd's plaid and also in the mixed tweed. Soft hats may be had to match.

One of the new camera luncheon cases is fitted with aluminum. It has the usual equipment for four persons.

A rather unusual coat is one in full



Up-to-date fire apparatus. Two motor fire wagons just delivered to the City of Lynn, Mass. A combination hose and chemical fire car, and combination patrol and ambulance. These machines were manufactured by the Knox Company.