

MOTORING



CRISIS IN COMMERCIAL CAR INDUSTRY

Problem of Selling Trucks One of Education and Dealers Must Combine.

The selling of commercial cars is unique in many respects. It is different from selling any other piece of machinery. The newness of the thought of power operated wagons has much to do with the difficulty experienced everywhere in convincing owners of the actual advantages of trucks. This is not a theoretical difficulty, but an actual one that costs money.

In almost every line of manufacture there already exists, due to previous use, a natural demand for the commodity, or machines developed from it. In the truck business there is not this ancestry; there has never been anything of the same nature before known or used. In addition to this handicap, the equipment which the truck displaces is not mechanical, it is not machines, and this alone causes an entirely unsuitable atmosphere for the introduction of high-priced and complicated pieces of mechanism, such as modern motor driven trucks.

The entire attitude and thought of the man who can use trucks is based, and his judgment moulded, by his previous horse and wagon experience. This he cannot get away from. It will require years and years of use of power-driven vehicles before we lose the horse measure of everything pertaining to the commercial car. Thus far the truck salesman has had, as it were, to create a sort of artificial demand for his product, not that the truck was not needed, or that it would not pay a handsome profit over former methods when once installed, but the absolute lethargy of the user in regard to everything motorized, as far as it pertained to his own delivery system, is the thing which for the last six years has been the greatest stumbling block in the way of the truck salesman.

Past Methods Must Be Dropped.
It is hard to teach an old dog new tricks; applies with much more to the attempt to prove to the conservative business man who has for years been working along the same rut that it will be dollars and cents to him to drop past methods which may have served him passably well, throw out an equipment in which perhaps he has for years taken the greatest pride, and put in its place something of which he knows nothing, which in itself is an enigma, and which to his mind constitutes a possible means of great loss, although held up to him as the sure method of increasing his business, increasing it not only in actual saving in money, but in the scope and enlarging his business in every branch and department. These statements reiterated, placed in figures, and vouched for by the experiences of the few who have had the temerity to launch on unknown tide, are daily being placed before the unsophisticated business man who has not yet thoroughly investigated the commercial car.



GOING TO THE DERBY—THE MODERN WAY.

The prospective user has for years been content with a horse delivery system which has undoubtedly been the best that the knowledge of man has been able to offer up to this time. Although it had many shortcomings and many disadvantages, he has puttered along and managed to do a fair business. In fact, he has given the delivery end of his business very little thought; it has been turned over to a man who understood horses, who has looked to it that the purchase for new horses were well made, that no animals with inherent weaknesses were bought by the company. He has carefully watched over the animals during the excessive heat of summer, has instructed the drivers in regard to the care of the horses, and has generally avoided forcing the animals during the heavy snows of winter, and in the long run has maintained as fine a set of animals as one would wish to see hauling heavy loads of merchandise. It is a far cry from these homely and supposedly inexpensive conditions he is usually ignorant of that they really cost him to the point where the prospect sees that it is money in his pocket to completely wipe off the slate of his business experience, to carry with his horses and with the man who has for years made horse-drawn a study, and either replace him by a more expensive man—a traffic engineer, if the installation is a large one, or is a few exceptional cases, officers, him until competent. He may realize that the horse drivers who will have to be paid

more money, and who therefore will be content to put in a certain amount of time nights at a school, or under the personal instruction of the agents' demonstrators learning to operate the new type of vehicle. These drivers, as a rule, rise to the occasion, expand and become broader gauge men after taking charge of a truck.

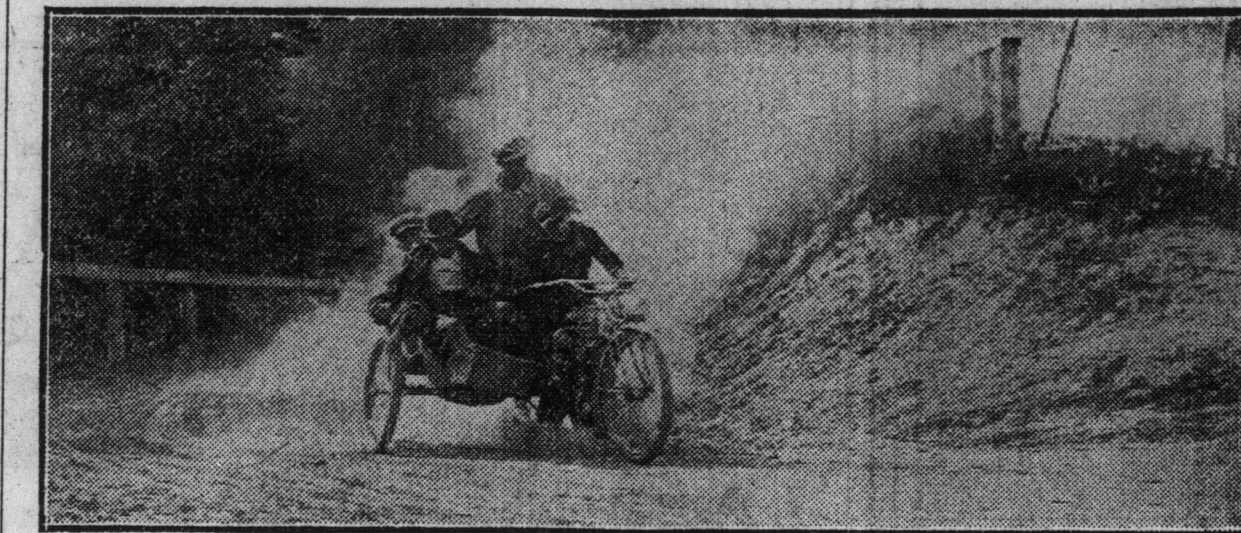
An Herculean Task.
To bring the mass of horse users to this point of enlightenment is the Herculean task before the truck industry today. In conservative sections which are noted for their reluctance to change from any established order of things, the cost of this tremendous work of education has been so great that the pioneer truck agent has gone out of business in the cause of educating the user.

Selling Cost Prohibitive.
The problem, then, before the truck manufacturer and the agent today is one of education. The question is can the user be educated without bankrupting the agent? It is freely acknowledged by those in large cities who are familiar with conditions, that an agent, unless he be a man of independent fortune, and willing to spend it, cannot survive these conditions. The cost of not only making the sale but of continuously supervising the vehicle after it is sold, in most cases, prohibitive. Twenty-five per cent. seems a large amount, but of this, fully five per cent. goes to the salesman, leaving but twenty per cent. to cover other expenses, such as light, heat, rent of office, and maintenance of service station, advertising, etc. It does not take much of an establishment before the monthly expenses are in the neighborhood of \$3000. This means \$36,000 a year, that is, 48 or 50 trucks must be sold during the 12 months merely to cover the actual running expenses. A large part of this expense is due to the excessive service which is required by the user after he has purchased trucks, largely owing to ignorance on his part or that of his driver.

Probably in no other industry does the manufacturer or agent follow up on the dealer's product even at an actual loss, as is continuously being done in the truck business.

Selling Conditions Must Change.
If the dealer is to survive, truck business conditions must speedily be changed. The cost of selling and of service must be lower, particularly the cost of service to the dealer. This can only be done by less service, and this in turn can only be brought about by a more intelligent use of both the user and the driver, particularly the driver. Here, then, is one of the problems which confronts the dealer, which shall the driver and user be educated at the least expense?

The other important feature to be considered is "More advantageous relations of the dealer with the manufacturer." The solution of this problem appears to the writer, consists in the formation of strong dealers' associations in every city throughout the country, and those affiliated with a national dealers' organization, for the betterment of the dealer's condition. Such an organization could very soon



A GOOD CLIMB WITH "FOUR UP" ON THE TWELVE-MILE HILL.

—Photo by Dominion Photo Co.

In a very few years its beneficial effect upon the truck users in the vicinity would be felt. In no other way than by educating the driver and the user can the present prohibitive expense of service be lowered. Increased sales would also result from a more general knowledge on the part of horse drivers as to the operation of commercial cars. These men already in the employ of business houses would exert an influence which cannot be estimated toward the instruction of motor driven vehicles. The owners would feel that among their own men who understood all the special conditions of their business were those competent to handle trucks successfully.

Motor League's Annual Picnic

Thousand Orphans Enjoy a Ride and Day of Sport at Scarborough Beach.

On Wednesday last the members of the Ontario Motor League gave their annual outing to the orphan children of the city.

There were 170 cars in the parade and about a thousand children, which was more than last year, when about 600 were given the delights of a ride and picnic at Scarborough Beach.

A squad of twenty special policemen looked after the procession and gave satisfaction to the motorists and the public.

The accident at the outset of the procession, when a small child was run down by the automobile driven by Mr. McGillivray Knowles, was the only thing that marred what was otherwise the most successful affair of the kind ever given here.

The mother of the child made a statement on Thursday morning to the effect that she believed that no one was to blame for the accident.

The procession started from Queen's Park just before 10 o'clock and made a most imposing spectacle. At Scarborough Beach the day was spent in picnicking and romping. Games were indulged in to the delight of the little ones and races were run for prizes, which, however, were given to winners and losers. Over \$300 was subscribed by the various charitable people of the city while other business men supplied the eatables.

The outing concluded at about 5 o'clock when the children again took their seats in their automobiles and were driven home. In addition to the children there were present over a hundred ladies who acted as attendants and saw to the wants and safety of their charges. The Ontario Motor Club's gymkhana, which was opened at the exhibition grounds on Saturday, will be continued on Wednesday and Saturday of this week. The league is receiving many entries for the events which will be of high order and plenty of entertainment will be provided. There will be three capital events each day.

POLICE ACQUIT MOTOR DRIVERS

Automobile Easiest Stopped of All Road Vehicles and Public's Neglect of Caution to Blame.

New York and Chicago traffic police of long experience state that a large percentage of accidents attributed to motor cars are not the fault either of the automobile or of the driver.

They say, not only are many accidents caused by horse vehicles, street cars, and other forms of wheel equipages, but that if the public would exercise a little more caution, and if children were taught to keep out of the roadway, the number of street accidents would be very much diminished. In very many cases pedestrians seem deaf, dumb, and blind. In the language of the traffic police, they "go to sleep" in the centre of the street. The roller skate is responsible for more accidents to children than is the motor car. Children's bicycles, operated by small boys and girls of four to six years of age, possibly come next. Ice skates have long been pro-

hibited on the streets in many cities; why not roller skates as well? Traffic regulations against motor cars and other vehicles are rigidly enforced. Yet the same traffic regulations are totally disregarded by pedestrians.

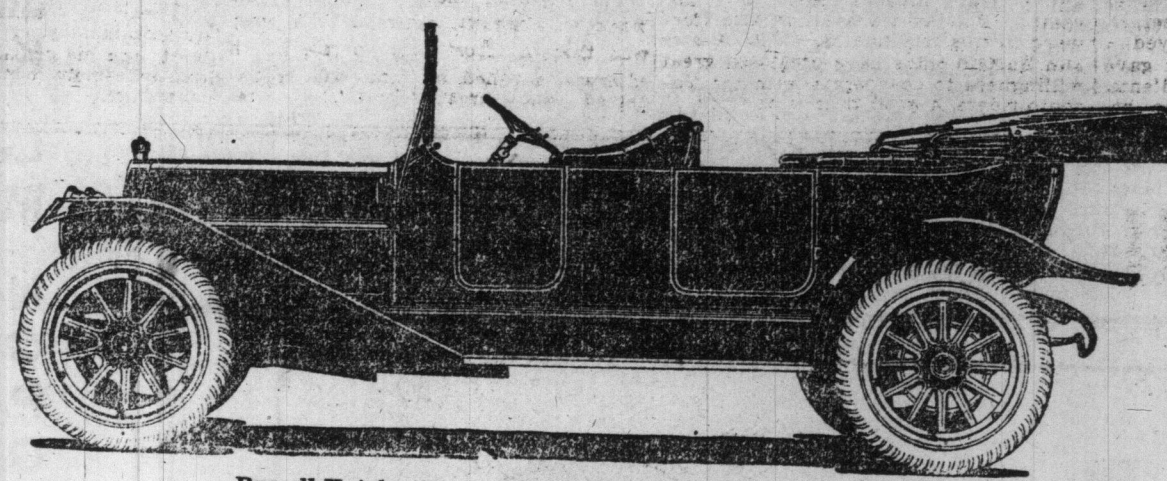
A Toronto automobile dealer, commenting on the statement of the traffic police, asserts that motor cars are under such perfect control at almost all times, that given half a chance, the driver can readily stop the car to a dead stop within a few feet. Should a person spring directly in front of the machine, almost under the wheels, there is no trouble in avoiding mishaps. Mr. Thompson says that, while probably the Hudson is above the average in its stopping ability, still good cars are capable of almost the same easy control. If sidewalk traffic was as strictly regulated as street traffic, and if a few pedes of the city were fined for violating traffic regulations, as is done with vehicles, a great many accidents would be avoided. A person who is

supposed to use the sidewalk and to cross streets at the proper crossings, under direction of the traffic officer, has no more right to disregard such laws than has the driver of the street vehicle.

Pat made a bet with Mike that he could carry a hodful of bricks up three ladders to the top of the building with Mike sitting on the hod. The ladders were on the outside of the building. On the third ladder Pat made a misstep, but caught himself in time to save Mike falling forty feet to the stone sidewalk. Arriving at the top, Pat said: "Begorra, I've won the bet!" "Yes," replied Mike. "But when ye slipped I thought I had ye."—Argonaut.

"I'm sorry I ever married you!" shrieked the bride, on the occasion of their first quarrel.

"You ought to be!" retorted the groom, really angry and bitter for the first time. "You beat some nice girl out of a good husband!"—Cleveland Plain Dealer.



Russell-Knight "Six," 7-Passenger Touring Model \$5,000
Russell-Knight "Six," Roadster Model 5,000
Russell-Knight "Six," 5-Passenger Phaeton 5,000
F. O. B. WEST TORONTO.

AHEAD IN 1909—STILL AHEAD IN 1913

Power of Knight Greater Than Poppet Valve

Knight Engine vs. Poppet Valve Engine

In our previous advertisement, we referred to the test of a 38 h. p. Knight engine before the R. A. C. of Great Britain and the 38 h. p. Poppet Valve engine before the Automobile Club of America. Today's advertisement deals with the greater power developed by the Knight engine.

Knight Engine

38 h. p. R. A. C. rating.
Maximum h. p. attained, 57.25 h. p. for five hours.
Average h. p. maintained for 132 hours, 54.3 h. p., or 141 per cent. of its rated load of 38 h. p.

Poppet Valve Engine

Six cylinder 38 h. p. A. L. A. M. rating.
Maximum h. p. attained, 44.9 h. p. for three minutes.
Average h. p. maintained throughout 300-hour test, 35.7 h. p., or only 93 per cent. of its rating of 38 h. p.

CONCLUSIONS

The Knight engine showed 20 per cent. greater maximum power than the Poppet Valve engine. It developed this maximum power (of 57.25 h. p.) for five hours, as against the Poppet Valve engine's maximum power of 44.9 for only three minutes.

The Knight engine developed 50 per cent. more h. p. than the average h. p. maintained by the Poppet Valve engine. The proportion being as 141 per cent. is to 93 per cent. in favor of the Knight engine.

This settles the question of the relative efficiency of the two engines. Remember, too, that this efficiency was attained by the Knight engine four years ago. The six cylinders Poppet Valve engine of today cannot equal it—whereas the Knight engine of today has developed to a point of even greater efficiency and power than it attained four years ago. We want every owner or prospective owner of an automobile to watch for and read these advertisements, because for four years we have claimed for the Knight engine greater power than any poppet valve of like rating. The comparative figures of the two tests prove how fully our claims have been justified.

RUSSELL MOTOR CAR COMPANY
Limited,
100 RICHMOND ST. WEST,
TORONTO.



Head Office and Factory:
WEST TORONTO.

Branches at Montreal, Hamilton,
Winnipeg, Calgary, Vancouver,
and Melbourne, Australia.