

# The CALL'S AUTOMOBILE NEWS



## ADVERTISING IN NEWSPAPERS PAYS

Lee Ijams of the Diamond Rubber Company Tells How He Gets Business

Dailies Reach Both the Owner and the Prospective Buyer

By R. R. L'HOMMEDIU

It pays to advertise in the newspapers. Lee Ijams of the Diamond Rubber company in discussing the policy of the company says:

"The fact that only one man in many is a purchaser or prospective purchaser of an automobile gives the advertising man in the automobile or automobile tire business a very considerable problem to work out.

"To reach the present owner of a machine is not so very difficult. If an announcement is not brought to his notice in the course of regular advertising he is reached, from time to time, by circular matter sent through the mails to the names and addresses obtained from registration lists. The immense field the advertising man must reckon with, however, can be reached in no such manner.

"This is the vast unknown quantity—the man who has not bought a car, but who is going to buy. His name is legion and he lives everywhere. He may be in a bank or on a farm, but his name and address are not known. He may read the magazines, but it is very much of a question whether he has so far progressed toward motoring as to be reading any of the automobile publications.

"One certain thing is that he reads the newspapers. One can imagine a man who does not read a daily paper, but he can not conceive of that man being the owner or prospective buyer of a car.

"Where are the possible purchasers of machines? It stands to reason that among the doctors, bankers, lawyers, architects, etc., there are large percentages of likely prospects for the sales department of an automobile or tire concern. On these grounds the automobile advertiser is urgently solicited to take space in the medical journals, in the banking and financial publications and so on through the list. Even the religious publications find grounds to support arguments in favor of their use, because they go to people of intelligence and usually of comfortable circumstances.

"In advertising Diamond tires we have kept constantly in mind the great unknown quantity to which I have alluded. It is our pronounced conclusion that we can not afford to devote a great part of our advertising appropriation exclusively to the trade publications, because all of their circulation is within the trade or the list of about automobile owners. Similarly, if we seek to reach the doctor through his favorite medical journal, there are some six or eight of these publications to be employed. The same thing will apply to the banking papers and to all classes of literature.

"The point in mind is that we must get to the doctor, the banker, the architect, the lawyer, the dentist, the wholesale merchant and the retail man, in any line of business, all at the same time. There is no way in which this can be done so certainly, in our judgment, as by the use of the leading newspapers.

"Our further reason for increasing each year our newspaper space, though we did actually less work in some other lines last year than we had done in the past, is that we are enabled to get quick action in definite places. We may take space in a monthly or weekly magazine of vast circulation and we know that in the course of six weeks or so our message will be carried to a great many people the country over; but when we want to say something in San Francisco and that section of California, for instance, we know that the newspapers will be the vehicle carrying our message to the people we want to reach, no matter what their line of business may be, not next week or six weeks hence, but tomorrow morning.

"It is on these grounds in general, though the argument could be carried out to indefinite length, that we are devoting an increasing sum of advertising money to newspaper work each year."

"Bob" Maxwell, the coast representative of Morgan & Wright tires, is in town, having come up from Los Angeles. He reports that trade is picking up in the south and that the owners of those coming in from the east for the winter are taking kindly to the Nobby tread nonskid tires.

## E-M-F IS THE FIRST TO WIN IN MANILA RACES



The first race meeting in the Philippines, with the winning E-M-F surrounded by a typical crowd of spectators. Races are now held regularly at the San Lazaro track, Manila.

## TRIPLE TREAD HAS BECOME POPULAR

Local Owners Realize the Value and Economy of This Plan of Renewing Tires

Word has been received by the manufacturers of the Triple Tread tires from F. W. Pearson, who has recently gone north to establish a branch. Pearson writes that prospects are more than bright in the northwest and that since he has arrived there he has sold 10,000 Overland tires, a new tire for which the company has the agency and which is manufactured in Chicago. The new tire is sold with a guarantee equal to that of any standard tire made or upon buying a purchaser is given a 50 per cent discount and no guarantee. The tire has taken hold of the motorists of the northern coast and Pearson says that he foresees a very bright future for the Overland tire. A. E. Brandeis, manager of the local house, also reports a large amount of business during the week in the Triple Tread. By this process the tires, even after long service and large mileage, are retreaded so as to make them nonskid and almost nonpuncturable. Brandeis says that each day brings new customers to the headquarters on Van Ness avenue and each mail brings letters describing the good service rendered by the Triple Tread.

## GOOD ROADS CAMPAIGN IN THE NORTHWEST

Affiliation with the Pacific highway association, the appointment of a committee to formulate definite plans for advancing the good roads campaign in the state of Washington this winter, the election of officers for the ensuing year, and the decision reached to buy or build a clubhouse next year—these were the important features of the annual meeting of the Automobile club of Seattle. The officers elected were: A. Warren Gould president; Charles F. Plimpton, vice president; O. B. Williams, treasurer, and Frank M. Freiwel, secretary. These officers, together with James H. de Veuve, will serve as the board of directors. Clarence H. Ford, the retiring president, in his report, stated that the club's membership had been increased 154 since July 1, 26 of which have not yet paid dues, and in consequence are not yet in good standing. Another heroine has been discovered in Kansas. A girl refused to marry and bring a son in law home for her poor old father to support.

## HEAVY TRADE IN FIRESTONE TIRES

Manager C. C. Eichelberger Reports That New Home Has Helped Business

C. C. Eichelberger, manager of the local branch of the Firestone tire and rubber company, which has just opened new quarters in this city, reported yesterday that he had been surprised since the change by the increase in his business. Before the branch was located in its permanent home the facilities for accommodating the users of this popular make were inadequate, and many of them went elsewhere to have their tires retreaded or repaired, merely applying to the Firestone agency for new tires. This custom has now been changed and Eichelberger says that he has been brought into contact with many Firestone users he did not know before. He says that he did not realize what a large business had been done by his company until he went into his new home.

In speaking of the outlook, Eichelberger said: "I have known that we have enjoyed our share and more of the tire business in this city, but was not in a position to understand fully the exact extent of our trade until we entered our new home. When the announcement was made our friends, the Firestone users, and their friends came to pay us a visit, and it was then that we began to realize the foothold we had obtained in this section. The news that we were in a position to take care of the owners who were using Firestone equipment brought to us many who had bought Firestones before we came to the coast. As the tire had given them such splendid service they had no reason to come back again, but when the new quarters were opened up they were there with congratulations."

## NEW MODELS OF WARREN DETROITS ANNOUNCED

The Warren motor car company of Detroit announces that it will make a few radical mechanical changes in the Warren-Detroit 30 model touring car, which has just recently been installed in its new factory at Detroit, established its reputation with the seasonally successful Warren-Detroit 30 runabout and demitonneau cars. The increased facilities for production in the new factory will permit the making of 3,000 cars in 1911.

The Warren line for 1911 contains: Runabout, with either dicky seat or 30 gallon gasoline tank; five passenger touring car; demitonneau; fore door car; torpedo and inclosed drive coupe. The car has a 110 inch wheel base and 34x3 1/2 inch tires, with semi-elliptic springs in front and three-quarter elliptic in rear.

While the Warren company this year has increased its line by several models it still pursues its policy of concentration, each model containing the same standard Warren motor and chassis, with different bodies mounted thereupon.

The Warren fore door and torpedo models are the most artistically designed cars on the market this fall. Both have 35x4 inch tires, instead of the standard 34x3 1/2 inch, which greatly improves their appearance and add to the riding comfort.

The Warren 30 inclosed drive coupe is a car which has sprung into immediate popularity. The demitonneau, which helped to establish Warren fame for durability and economy, is again included in the line. It is practically a duplicate of the five passenger touring car, except in seating capacity.

This Detroit company numbers a 1,000 pound light delivery car among its models. The car recently won the Boston commercial car reliability run, operating 120 miles with a capacity load at an expense of 2 1/2¢ per mile.

Montague Roberts, who drove the winning car in the race around the world, and Charles G. Percival of the Abbott-Detroit publicity department, the holder of the world's non-stop record, will leave Detroit on a six weeks' trip with the Abbott-Detroit "Bull Dog," which has already covered 15,000 miles of its 100,000 mile durability run. This trip will, when it is finished on December 31 in New York City, make the total mileage covered by the "Bull Dog" exactly 25,000 miles. The car will be used the entire week following as a demonstration car to show people at the New York show just what the product is.

Abbott-Detroit on Long Run

The time has changed since Paris was the beginning, and almost the end, of everything pertaining to automobiles. That was in the early days of motoring, when the French product was celebrated, and the Paris salon was an exhibition of supreme importance to the entire motoring world. This year the annual exhibitions are to be revived, to enhance the prestige of the French industry and, if possible, to restore France to her pre-eminence. The show will differ in two important particulars from the old exhibitions. First, it will be promoted and managed by the industry, instead of by the Automobile club of France. The latter will still have some say, but the real control will be in the hands of the leading French makers. The other great difference will be the giving way of the magnificent decoration schemes of the past and the substitution thereof of a general plan, which will cost infinitely less than the old way, and yet be pleasing to look upon.

## A. E. MORRISON NOW CONTROLS CADILLAC



## One of the Best Known Automobile Dealers in United States Has Popular Car

A. E. Morrison of the Morrison-Cole motor car company in speaking of the change in the personnel of the company said yesterday: "Some of the motorists think that the change that has just been announced will affect the Cadillac agency. This is an error which I wish to correct. Ever since our company took the agency I have had the management of affairs and we have tried our utmost to give Cadillac owners satisfactory service. I am still in charge of affairs with even more latitude than formerly for I have taken over all the interests in the company."

The Marmon motor car company reports the sale of a Marmon suburban 32-40 horsepower touring car to Walter Spyer. The car is one of the first shipment of 1911 models received by the local agents.

## Cadillac Service

The announcement of the taking over of all the interests of the Morrison-Cole Motor Car Company by A. E. Morrison in no way affects the Cadillac agency in Northern California. The same consistent service that Cadillac owners have enjoyed since the Morrison-Cole Company secured the agency will be continued under the management of A. E. Morrison as heretofore.

Mr. Morrison invites the public to inspect the new Cadillac Models which have just arrived, and announces that five more car loads containing touring cars, Demitonneaus, Coupes and Limousines will arrive this week. Some for immediate delivery.

## Morrison-Cole Motor Car Co.

Golden Gate at Polk  
Phone Franklin 640

## PERFECT LUBRICATION

Gained With MOTOROL

Keep down your cost of upkeep and raise the efficiency of your motor car by using

## MOTOROL

Our records of users prove its superiority over anything that is now offered. It will pay you to investigate Motorol.

## Hughson & Merton

Pacific Coast Agents  
Van Ness & Golden Gate Aves.

## MOTOROL SHOWS ITS EFFICIENCY

E. L. Cutting Tells How He Used Lubricant on His Ford in Long Journeys

E. L. Cutting, traveling representative of the Standard motor car company, who drives a Ford car in his trips through the state, has told of the excellent service he has received from the use of Motorol. On a trip made last summer through Plumas and Lassen counties Cutting covered more than 805 miles on two gallons of oil. In October, on the occasion of the club run to Lake Tahoe, when two Fords made such a splendid showing, Cutting again drove one and made the trip to the lake and back on two gallons. In November he made an extended trip through San Joaquin and Sacramento valleys, covering more than 900 miles on the same amount. Cutting says that if he is given two gallons of Motorol he can go almost anywhere, any distance, and his car will not only be economically but efficiently lubricated. Another advantage of the use of Motorol, according to Cutting, is the fact that it can be procured in almost every section of the state.

Hughson & Merton, the Pacific coast distributors of the lubricant, has placed it in all the leading cities and towns in the best agencies and garages, although care has to be shown by the purchaser to see that an imitation, or "just as good" is not given him.

Calvin C. Eib, vice president of the Pioneer automobile company, has received word from E. P. Brinegar, who is at the directors' meeting of the Chalmers company in Detroit. Brinegar reports that there are 150 dealers at the factory convention and that the factory has sold 103 per cent more cars up to the present time than were sold during the same period last year.

## Don't Skid

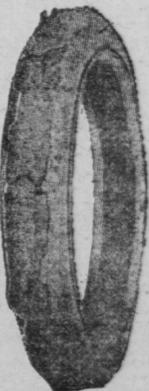
Protect yourself from the dangers of slippery streets by using the

## Triple Tread Tires

We take your old tires and make them better than new by giving you a

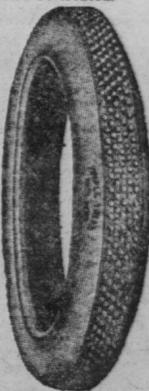
## Non-Skid Puncture Proof

equipment that will double the mileage of your tires.



Before Treating

This is not a makeshift, but one of the most advanced and proved ideas in handling the tire proposition. It is worth investigating, and we will be pleased to show you why, during the last 48 hours, since the rain came, owners have brought in 50 tires to be treated.



After Treating

Triple Tread M'fg Co.  
545 Van Ness Avenue

## BARGAINS

### Second-Hand Cars

1910 18 H. P. Packard Landaulet.....	\$3,200
1908 60 H. P. Berliet Touring Car.....	\$1,000
1908 35 H. P. 6 Cylinder Stevens.....	\$1,200
1908 40 H. P. Pullman Roadster.....	\$1,000
1908 30 H. P. Pope-Hartford Touring Car.....	\$1,250
1908 40 H. P. Studebaker Touring Car.....	\$900
1908 45 H. P. Pierce Demi Limousine.....	\$1,400
1908 60 H. P. Thomas Landaulet.....	\$1,350
1907 20 H. P. Stevens Touring Car.....	\$700

ALSO A FEW REBUILT AND GUARANTEED LOCOMOBILES.

THE LOCOMOBILE COMPANY OF AMERICA  
Van Ness Avenue and Hayes Street, San Francisco