The Salesmotor is published for salesmen, agents and others concerned in the marketing of Imperial Oil Products.

All matters published in the Salesmotor are to be treated as absolutely confidential.

The strict observance of the above, both in spirit and in letter, is necessary if we are to make our publication of real value to our Marketing Division.

The SALES-MOTOR

Power for the Salesman

Vol. III

MAY, 1919

No. 2

Take Another Look
At Distribution

Is it hole-proof?
If it is, alright. Keep up the good work.
If it isn’t, all wrong. Look out for opposition.

This form of infection is likely to break out anywhere—like measles.

The way to prevent such an epidemic is first, to study the territorial map. Get a bird’s-eye view. The gap between actual and potential distribution will surprise you.

You’ll see the need of promptly getting into action on all overlooked and “underworked” dealers.

Strategically, these minor parties are outposts in the chain of distribution. They represent the farthest limit to which you can extend the sale of Imperial products in your division. Go the limit.

Collectively the “little fellows” make an outlet for a big volume of “Imperial” products. And by the same token, an outlet for a strong flow of opposition.

Nothing so encourages substitution as lack of distribution.

In attending to the wants of the small dealer, as well as the large, you are known to be attending strictly to business. You are showing executive ability. You are building for your own and your Company’s future.

Here’s a suggestion:

Think of your territory as a veritable “gold mine” of business. Then think of a gold mine as depending on the extraction of the last fraction of ore to be successful.

The Tractor Chart

The last issue of The Salesmotor contained the Chart of Recommendations for tractors. This chart is now being published in hanging form. Please report any tractors in your territory not listed on our chart. Give name, H.P. rating, type of make and repair parts available.

Contributions Wanted

The Salesmotor is published to help you make more sales. We want help from you to make it worth while. Photographs of window displays, accounts of unusual sales records, successful worked-out sales plans and such material will be gratefully received.

Asphalt Missionsarys

Wanted

We want more Imperial Asphalt sales. We want Imperial salesmen to spread the “Asphalt Gospel” throughout their territories.

For nearly four years, town and county councils have held up new construction and repairs to find every energy to winning the war.

But now the lid is off and much needed construction and repair work is under way or planned.

Our competitors are active and on the job. We, too, must get busy if we are to get our share of the business.

Imperial Asphalts are superior to any competing product. Asphalt pavements give the greatest service of any known to road engineers.

Post yourself on the selling points of Imperial asphalt and land some of this profitable business.

Speeding Up

If he isn’t in when you call, don’t wait till he returns. If he is busy, don’t wait till he is disengaged—waiting is tiresome and dissipates enthusiasm. Politely excuse yourself for having “several other calls” to make before night—but you will come again.

Step briskly when you go, leaving the impression that you are a busy man. You can do that naturally, if you really are busy. Keep pace with the street.

When people notice that you never loiter or idle they will conclude that your goods and services are in demand—therefore what you have to offer must be worth while.

Selling Service

Imperial Oil Limited sells lubricating service—scientific service based on research and test. Imperial Oil Lubricating Service is unparalleled in Canada.

The automobile and tractor charts advise the right lubricants for every make of tractor and motor car used in any province.

If motor car and tractor users follow the recommendations and use the oils called for, their machines will give longer, better service.
The Salesmotor

May

1919

The Result Equally Good In Any Line

A story is told of a sewing machine company with a national-wide distribution, which called the salesman from a point in Maine to Chicago, to explain the methods whereby he was personally able to take such a great number of orders.

The salesman, so the story goes, made his start out in Iowa. There he sold more machines than any one else.

Next the company moved him down to 'the hard territory' in Tennessee. Did Mr. Max's sales fall off? Not a bit! He had no sales division. Up in Maine he was meeting with his usual success.

The salesman said: "Mr. Chairman and Gentlemen. I ring one hundred door-bells every day. Then—then he sat down. "Sold!" said I. It will work just as well in selling Imperial products.

More Power To The Tractor

The greatest task in the world is the turning of the soil each year for the growing of the crops. In the plowing of one acre, man and horse together travel 8 miles. To plow a square mile they must travel 3,200 miles, or the distance of the moon from the earth, which is only 250,000 miles.

The tractor is the most powerful machine ever made. The tremendous horse power of the tractor makes it a more efficient tool than the horse or the ox.

The tractor is the most powerful machine ever made. The tremendous horse power of the tractor makes it a more efficient tool than the horse or the ox.

Some Place For A Heater

The following advertisement clipped from the Lake Elmore Valley Press is submitted as an example of the intimate touch in advertising, calculated to put the reader—and the reader's wife—on a friendly basis with the dealers:

"SAY! Did you ever try setting one of those Perfection Oil Heaters between you and the old hen at the breakfast table these cold, crisp mornings, and, say, they are the best."

The wire was sent and the sales managers waited around for two or three days for the arrival of the genius. They met in the convention hall, the morning he was due to arrive, and the salesman tried and grinned his way out of the position. He was brought before the meeting.

A few laudatory introductory remarks the chairman asked him to explain the secret of his success, and all sat back and waited for what they were sure was to be something revolutionary.

The salesman said: "Mr. Chairman and Gentlemen. I ring one hundred door-bells every day. Than—than he sat down. "Sold!" said I. It will work just as well in selling Imperial products.
The Imperial Polarine Line is Now Complete

Imperial Polarine "A," Gravity 22 Viscosity 1500

THE latest addition to the family is specially refined for motors requiring an unusually heavy lubricant.

Imperial Polarine "A" has been formulated to meet in the motor field the competition of heavy oils of high viscosity as well as to round out our line.

You know the market for a lubricating oil of this kind. We need not tell you that it will be easy to sell—indeed, of high quality—satisfactory. Imperial Polarine "A" should sell in large quantities—how much business will you get?

To-day you cannot name a motor car for which we have not the right grade of Imperial Polarine. Every car, no matter how old or how new, can be correctly lubricated with one of the Imperial Polarine grades.

Your manager can supply you with a sample. Imperial Polarine "A" is recommended frequently on the new tractor and automobile charts.

Remember, dealers should have the complete Imperial Polarine line, a stock of each grade in every size package to satisfy their customers. Sell the complete line.

1000 Window Displays Wanted

We want at least a thousand window displays of Imperial products this summer. Hardware stores can profitably devote a whole window to Imperial products for one week in each month.

Window displays of Imperial products will develop real business for him because they will remind passing pedestrians of our advertising, which influence them to want our products.

One great merchant said that if he had to give up all forms of advertising save one, he would retain his show windows.

Window dressing is an art which every Imperial salesman should study and master.

Time spent in dressing dealers' windows will come back to the salesman a thousand fold. Every moment the well dressed window is creating business in the dealer's mind and in his cash box. It is a standing reminder of our goods and our cooperation.

Your help in making his window really attractive may help secure an immediate order, or create such a demand that an early order will be necessary.

When you dress a dealer's window, remember you are not merely packing goods into a store space. Do not fill up every available corner. Have an eye to pleasing effects. If using Imperial Polarine as your subject work up a central design.

Suggestions For A New Perfection Window

One idea for a good New Perfection cook-stove display has been worked out by the kitchen cabinet people. They string white ribbons tied to the special features of the cabinet to a card pasted in the window, which explains the value of the feature. New Perfection cook-stoves can be featured the same way.

Imperial Polarine
Imperial Polarine "A"
Imperial Polarine Transmission Oil
Imperial Polarine Heavy
Imperial Polarine Cup Grease
Imperial Polarine Transmission BB

Window Displays Of Related Products

Spark plugs, tire chains, tires, pipe, hardware, auto dusters and robes, Imperial Auto Enamel and Gloss, Imperial Polarine, The Red Ball Sign—all may be worked into an effective window. Try to feature Imperial Polarine separately, with a title or a theme. It will make it most effective. One pair of shoes in a window will attract more attention and make more sales than a crowded window. The same principle applies to Imperial Polarine. A few cases well displayed will make a better window than a hundred cases poorly arranged.
The Salesmotor

May

TORONTO WEST LEADS

East Second... Vancouver Third

S. WEEPPING on a percentage of .66%, the highest attained by any team in the Contest, since Calgary's perfect score of 1000 per cent in 1917.

Comprasion - The last four positions in the line-up were occupied by Halifax with 3/53, Vancouver with 3/23, Calgary with 2/100, and Regina with 1/94.

The Battle For Second Place

Toronto West, led by no means a monoply of successes, for, right at their heels, was the Eastern Ontario Division, which made a spirited fight for second honors, which they just managed to wrest from the Vancouver Division.

Western Ontario's first quartet was the former standing second with 24 comparisons v. 30. Gargoyles Mohill Sales, Vancouver, captured 16.33 of their quota, winning 3 comparisons, or just as many as they lost.

The New Quotas

The year 1919 has been deemed advisable to encourage a more aggressive effort on the part of our selling organization, to market Imperial Kerosene Tractor Oils. For that reason, it was decided to change the quotas in line with the following:

1. In Imperial Polaran and I.K.T. Oils, the quota for Imperial Polaran and I.K.T. Oils, the quota for the first quartet was decreased to 20.85 per cent. The second quartet was decreased to 20.85 per cent. The third quartet was decreased to 20.85 per cent. The fourth quartet was decreased to 20.85 per cent.

2. In Gargoyles Mohill Sales, Vancouver, decreased to 20.85 per cent.

3. In Imperial Polaran and I.K.T. Oils, the quota for the first quartet was decreased to 20.85 per cent. The second quartet was decreased to 20.85 per cent. The third quartet was decreased to 20.85 per cent. The fourth quartet was decreased to 20.85 per cent.

Our Ambition

There were over a quarter of a million automobiles in Canada at the end of 1918.

There were also 25,000 tractor units in use throughout the Dominion at that time.

It will require approximately 1,000,000 barrels of oil to lubricate these automobiles and tractors this year.

The Indicator

The Indicator on the back cover shows the percentage of the year's quota that will be sold by Automobile and Tractor Oils sold up to March 31st by the entire organization.

The past months of the year, 25% of the contest period, was over on March 31st. As only 12% per cent. of the total sales quota was turned in by March 31st, it is readily apparent that we must double our efforts if we are to reach the desired goal.

There is nothing to be downhearted about though, as the volume of sales may be expected to be less during the first quarter than through any other quarter of the year.

When our SAEPLAST is issued on July 1st, we are sure that the indicator will show well over 50 per cent. of the sales quotas turned in just before the issuance of your sales classified.
48 CAR LOADS FOR FIRST QUARTER

Winipeg Heads List—W. Jones Leading Salesman

Carload sales of automobile and tractor oils are becoming popular among the Manitoba Division.

At the end of the first quarter the Manitoba Division had added twenty carloads, more than twice as many as any other division in the field.

Edmonton, the new entry in the Contest this year, stands second in volume: The number of sales per capita is not as high as in the other divisions, but the total volume is just as great.

Vancouver each five: Salvation; four; and Edmonton and Toronto East each three.

The Manitoba Division can also boast of having the leading carload in sales for the period. W. Jones, with ten carloads, has been competition for first place. His nearest rivals are Morin, Kinnear, and Partridge of Winnipeg, and Taylor and Johnson of Edmonton, each with four carloads.

One of the specific sales for 1919 is three hundred and fifty carloads. That means we will have to average thirty carloads each month.

The Big Business Club

The list of salesmen in the big business club to date is twenty, made up as follows: Winnipeg and Automotive Oils—Carload Orders

<table>
<thead>
<tr>
<th>Salesman</th>
<th>Division</th>
<th>No. of Carloads</th>
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<tbody>
<tr>
<td>W. JONES</td>
<td>WINNIPEG</td>
<td>10</td>
</tr>
<tr>
<td>W. H. WOOLSEY</td>
<td>WINNIPEG</td>
<td>6</td>
</tr>
<tr>
<td>C. C. PARTRIDGE</td>
<td>WINNIPEG</td>
<td>4</td>
</tr>
<tr>
<td>A. C. TAYLOR</td>
<td>EDMONTON</td>
<td>4</td>
</tr>
<tr>
<td>W. H. JOHNSTON</td>
<td>EDMONTON</td>
<td>4</td>
</tr>
<tr>
<td>A. W. STONEHAM</td>
<td>EDMONTON</td>
<td>2</td>
</tr>
<tr>
<td>M. A. FERGUSON</td>
<td>EDMONTON</td>
<td>2</td>
</tr>
<tr>
<td>F. E. CORWIN</td>
<td>VANCOUVER</td>
<td>2</td>
</tr>
<tr>
<td>L. H. GIFFIN</td>
<td>VANCOUVER</td>
<td>2</td>
</tr>
<tr>
<td>A. E. SMYTH</td>
<td>SASKATON</td>
<td>2</td>
</tr>
<tr>
<td>A. S. TAYLOR</td>
<td>SASKATON</td>
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<tr>
<td>C. E. DIER</td>
<td>SALVATION</td>
<td>1</td>
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<td>A. A. SMITH</td>
<td>SALVATION</td>
<td>1</td>
</tr>
<tr>
<td>E. L. KEHR</td>
<td>SALVATION</td>
<td>1</td>
</tr>
<tr>
<td>A. C. CHANDLER</td>
<td>VANCOUVER</td>
<td>1</td>
</tr>
<tr>
<td>A. M. FRANKLIN</td>
<td>WINNIPEG</td>
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</tr>
<tr>
<td>H. D. YOUNG</td>
<td>WINNIPEG</td>
<td>1</td>
</tr>
<tr>
<td>W. P. MACKAY</td>
<td>WINNIPEG</td>
<td>1</td>
</tr>
<tr>
<td>H. C. VIVIAN</td>
<td>WINNIPEG</td>
<td>1</td>
</tr>
</tbody>
</table>

1919

Stock Shortages

Causes And Possible Remedies

By Mr. H. M. Powell, Accounting Department, Toronto

The Accounting end of the business is the part that seems to be most neglected by some salesmen. The result is that many salesmen fail to get their orders in on time. As you know, all orders must be filled in as soon as possible. The reason for this is that the company cannot afford to keep large inventories of goods.

There are several reasons why orders may be delayed. The first and foremost is the lack of supplies. If there are no supplies, orders cannot be filled. This may happen for a number of reasons. The company may be out of stock, or the supplier may be unable to deliver the goods. In either case, the order will have to be delayed until the goods are available.

The second reason is the lack of funds. If the company does not have the money to buy the goods, it cannot fill the order. This may be due to a lack of sales or to a lack of credit. In either case, the delay will be due to the company's inability to buy the goods.

The third reason is the lack of manpower. If the company does not have the personnel to handle the order, it cannot fill it. This may be due to a lack of workers or to a lack of experience. In either case, the delay will be due to the company's inability to handle the order.

The fourth reason is the lack of transportation. If the company does not have the means to transport the goods, it cannot fill the order. This may be due to a lack of trucks or to a lack of roads. In either case, the delay will be due to the company's inability to transport the goods.

The fifth reason is the lack of time. If the company does not have the time to fill the order, it cannot fill it. This may be due to a lack of workers or to a lack of equipment. In either case, the delay will be due to the company's inability to fill the order.

In all cases, the company's inability to fill the order will delay the order. The customer will have to wait for the order to be filled, and the company will have to pay for the delay. In the long run, this is not good for the company, and it is not good for the customer.

The solution to the problem is to ensure that the company has the supplies, the funds, the manpower, the transportation, and the time to fill the order. This may mean that the company will have to pay more for the goods, or that it will have to charge more for the goods. However, in the long run, this is the only way to ensure that the company can fill the orders on time.
Two New Enamelled Metal Signs
To Boost Business for Dealers

The Garage Sign

How Shipped

These new enamelled metal signs will help Imperial dealers get more gasoline and lubricating oil business. They will be supplied on request.

Salesmen and agents should induce Imperial dealers to ask for the sign suited to their requirements, and display it prominently in front of their store or garage.

The sign will be shipped direct to Imperial dealers from the Head Office, Sales Department. Branch managers will be advised of every sign supplied. An emergency supply will also be sent to every marketing branch.

Both signs are 15 inches wide by 24 inches deep.

How Put Up

Every sign should be securely fastened to the wall.

The flange which holds the sign to the wall is drilled with five holes for screws.

When signs are shipped, sufficient wood screws will be sent to tightly fasten the sign to the wall. Nails should not be used. If the sign is to be fastened to a concrete or brick wall, the wall should be drilled and plugged and the wood screws used.

Printed instructions for hanging the sign will be sent with each shipment. Where four or five signs are being sent to a community at one time, it will be advisable to send a man from the local warehouse to put up the signs properly.

These signs cost us $4.00 delivered. If properly put up in the first place, they should last five years or more.

The Store Sign

Note that the Garage Sign is worded — "We sell Imperial Premier Gasoline—Imperial Polarine"—because most garages sell both Imperial Premier Gasoline and Imperial Polarine.

Every salesman and every agent should cooperate to make sure that these signs are used so that they will attract the most attention and give the longest service.

Note that the Store Sign is worded — "We sell Imperial Polarine. Use Imperial Premier Gasoline." —because an occasional store that sells Imperial Polarine does not sell Imperial Premier Gasoline.
The Imperial Lubricating Oil Display Racks

Our illustration shows one of our latest sales tools. Our picture gives only a faint idea of the attractiveness of the display rack. The base is hardwood with mahogany finish. The brass name plates are stamped with red and black letters. The Imperial trade mark is shown in red, black and gold letters. The labels are exact facsimiles of the labels on our lithographed sealed cans. The new rack will make an impressive display in any window or on any counter.

The bases which each hold eight samples and the labels will be supplied from the head office Sales Department, direct to the main marketing stations. These stations are to provide the bottles. It is important that the labels be pasted neatly and evenly on the bottles, as the appearance of the display will be marred if labels and bottles be arranged in a haphazard manner.

In one picture we show a very good arrangement of the sample bottles. We suggest that all agents use our picture as a model when setting up their own sample display racks.

All of our agents will be supplied with display racks from our main marketing stations. Good dealers, who are able and willing to push Imperial Lubricants and will properly use a display rack, should also be supplied.

We know that all of our agents will gladly use the display racks to the best advantage and will see that they are kept free from dust and well arranged. We believe that good dealers will take the same interest.

We suggest that the racks be displayed to dealers by salesmen and that salesmen make it a point to encourage dealers to show the display racks in a prominent place on their counters, or in their windows, and that they see that the racks are at all times attractive and tidy.

New Stencils

The word “Imperial” appears in red on all new stencils.

Imperial Oil
Royalite Coal Oil

Recommended for the Correct Lubrication of Automobiles

The accompanying chart shows the Imperial Lubricant recommended for the engine, transmission and differential of practically every type of automobile.

The recommendations cover new cars or old cars in good condition. By old cars, we mean cars with worn cylinders and piston rings, and therefore with poor compression. On such cars the next heaviest grade of lubricant to the one shown in our chart should be used. For example, if Imperial Polarine is recommended for your car and your car has worn cylinders and piston rings, and consequently poor compression, Imperial Polarine Heavy should be used.

I.P. means Imperial Polarine Oil
I.P.H. means Imperial Polarine Oil Heavy
I.P.A. means Imperial Polarine Oil “A”
I.P.T. means Imperial Polarine Transmission Oil
I.P.C. means Imperial Polarine Cup Grease

<table>
<thead>
<tr>
<th>Make of Automobile</th>
<th>Engine</th>
<th>Transmission</th>
<th>Differential</th>
<th>Make of Automobile</th>
<th>Engine</th>
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<td>Abbot</td>
<td>1 P</td>
<td>1 P T P</td>
<td>I P T P</td>
<td>Averitt</td>
<td>1 P 1 5 I</td>
<td>1 P T P</td>
<td>I P T P</td>
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<td>Model 81</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 60 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 83</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 65 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 84</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 80 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 87</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 90 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 89</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 100 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 91</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 120 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 95</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 125 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 96</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 130 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 97</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 145 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 100</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 155 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 102</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 175 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 106</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
<tr>
<td>Model 4 cylinder, 190 hp</td>
<td>Straight 4</td>
<td>P, P</td>
<td></td>
<td>Model 109</td>
<td>Straight 8</td>
<td>P, P</td>
<td></td>
</tr>
</tbody>
</table>
Selling For Cash

By T. C. McCobb

Through the medium of The Salesmotor and by direct letters, it is necessary, in the interest of the company to impress upon its employees the necessity of keeping good turnover on which we cannot hope to have satisfied customers. There isn't anything that pleases a purchaser more than to receive his products promptly and in good order.

Imperial Oil Limited has the facilities to give "Imperial Service" if each employee will only do his or her part. A great many of our salesmen, through Imperial salesmen and unless they start the transactions correctly, will not result in the satisfaction with the customer which we expect. Consequently, we want to impress upon Imperial salesmen the importance of seeing that there are no errors on our orders, that the name and address, terms, quantities, kind of products are legibly written and the order is properly signed by the customer.

If the customer's post office address is different from his railway address, please see that this information is given, otherwise the accounting department may open two accounts for the same customer, always resulting in confusion and dissatisfaction.

Opening New Accounts

We must also guard against opening accounts with customers who do not have credit. If you are selling a new customer, be sure and furnish the office with any information you can obtain regarding his standing in the community, also his business prospects, so that the credit department may be fully informed before passing on the account.

If you learn of any change in the financial standing of any of our regular customers or in the office so that the necessary steps can be taken to protect the interests of the company.

If there is any doubt regarding a customer's ability to pay his account, he should be sold on a cash basis. We believe that a great many of our customers would be willing to purchase on a cash basis if it would be to their advantage, and providing the question was brought to their attention in the right manner, the salesmen should appreciate the fact that after the trade has been established to pay cash for their requirements the result will be an increase in business.

Some of our customers at the present time buy until they threaten to, or actually do, stop further delivery, and then it takes anywhere from two to six months before we are able to effect a full collection of our account. In the meantime we have practically lost our money from them by main force.

Two things happen when we have to handle a case of this kind. First of all, we must very little chance of selling the customer for cash as he is doing all he can to avoid his bills and in the trade, not paying out a great deal of cash for current purchases. The other thing that happens is that the customer inevitably feels that he has been roughly dealt with, and if, at any time, he has an opportunity of placing his business with a competitor, he generally will do so even though prices are equal, forgetting the fact that the number of months he was doing business practically on our money.

Ontario's Cash Sales

A great deal has already been accomplished in this respect as evidenced by the June 30th and December 31st, 1918, figures. Our percentage for Cash Sales was 30.87% and 76.67% for June and December, respectively.

Ontario has made the greatest progress in this respect having increased their Cash Sales by 200.00% from June 30th, 1918, to the end of February 1919. This is a splendid record.

The Ontario marketing divisions are to be congratulated. We believe the other territories can do as well once they really start after the cash business in earnest.

Next Stations Increase Sales

Is it possible to over-estimate the importance of neatness and cleanliness as applied to Imperial Service and Distributing Stations?

Our customers and dealers have learned to expect two things in all of their dealings: one is, unreasonable courtesy from the attendants; secondly, the clean station.

Neatness is a great sales booster. No matter how careless a man may be in and around his own dwelling, he nevertheless prefers to trade where things are neat. He may never have put this thought in words but he expresses it forcibly by patronizing clean and tidy stations every time.

Next appearing stations do more than increase sales, they increase the estimation in which our entire organization is held by the locality in which the stations are located. If no attention were paid to cleanliness and to neatness, it would be only a short time until protests of all sorts against station locations now held and against our new station locations proposed would be brought in every city in Canada.

Clean up and brighten up. Take pride in your station and accord it and yourself and Imperial Oil Limited.

It is important that all steel and wood barrels are well painted and newly stenciled before shipment—a good-looking package is a big point in marketing goods.

Distributing Stations must not allow rubbish to accumulate. Empty packing cases and empty containers must be removed from the premises as soon as possible.

Empty barrows stored outside or in the barn must be arranged in an orderly manner. If stored outside, this adds to their appearance. The more carefully they are stored, if properly arranged they will take up less room and be more convenient.

Is all your piping painted as per our instructions?—Gasoline lines red, fuel oil lines gray. Have you red tin tags on your gasoline filtering lines?

Nothing costs less than tidiness and cleanliness. Nothing pays better for a station than the same combination.
Summer Advertising

The Imperial Polarisie and Gage

The following sign should be dis- The Salesmoter
played in a conspicuous place whenever automobiles are served.

Keep The Signs

NO AUTO FILLED

 tuning up or cleaning, as may be
WHEN

Engine in Running.

ENGINES BURNING

lighted and the oil is in good condi-

OF OCCUPANTS SMOKE.

tions. The car is now running better

Static Electricity

A carburetor of oil was recently de-

An advertisement should be dis-

stored through being kept at sea-

played throughout the territory of

by static electricity. The tank car

the company. Its high volume has

the company. It is a great disad-

was on the railroad tracks near street

the customers.

and a great waste. This is due to the

car tracks. A current was made

inability to run efficiently. The

Oil is carried by tank cars to sell

through a passing street car and a

Company is always willing to

throughout the company. It is a

big loss sustained. No one was to

help you.

It is a great advantage to have

blame, but the incident serves as a

is of great comfort to the

an oil truck on every tank car

reminder of the necessity of the

sales force. This is a great

Dynamic Department

run on the railroad tracks.

utility of the sale of oil.

The following sign should be dis-

Keep The Signs

NO AUTO FILLED

Keep The Signs

WHEN

ENGINE IN RUNNING.

ENGINES BURNING

OF OCCUPANTS SMOKE.

Static Electricity

A carburetor of oil was recently de-

stored through being kept at sea-

by static electricity. The tank car

was on the railroad tracks near street

car tracks. A current was made

through a passing street car and a

big loss sustained. No one was to

blame, but the incident serves as a

reminder of the necessity of the

utility of the sale of oil.

The following sign should be dis-

played in a conspicuous place whenever automobiles are served.

Keep The Signs

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The Accelerator

Knowledge Pays.
You may sell more oil on personality, but you must sell the correct oil on knowledge. Do you know the correct grade of oil for every use? Your salesman will gladly help you with information on lubrication problems. Ask for it.

Small Orders
A day's business is composed of many orders and not the least important of these is the small order. Don't waste your time in passing up the big orders to go after the little ones, but don't pass up the little ones.

Your Service
Do you believe in liberal service with the widest latitude of interpretation, always striving to be considerate, considerate and courteous, to effect such an understanding that our customers will believe the same same benefit from their dealings with us? We do.

Dividends—Their Cause
You cannot make progress without effort. You cannot get anywhere standing still. Failure usually results in these simple gauges of what we do. Our rewards are always in proportion to our efforts.

Business is Picking up
Where are those enterprising fellows who predicted unemployment, stagnation and general depression as soon as the war ended? Business is good. Factories have plenty of orders, motor-car and piano manufacturers cannot fill orders. Let us get our share.

But Weather Sales Makers
Perfection Cook-stoves succeed because they give housewives greater service. The reason is that when the housewives' thoughts turn to kitchen matters get the cookstove salesman.

Push the Specialties
Let us give more thought and time and effort to the specialties. Competitors sell a product not nearly as good as Imperial Jasco Liquid Glass, at two and three times the price, and in larger quantities. There is a possible market for a quarter of a million dollars' worth of this product in Canada annually.

Watch the Sparkes.
French practice fire prevention wherever you go. Insurance companies say that nine fires out of ten could be prevented. A spark set Chicago on fire, another destroyed the business section of Toronto. Watch the sparkers.

"But the Greatest of These"
Business success is built on hard work, tact, judgement, knowledge, training ability and other points, but chiefly on hard work.

Distribution
Include distribution among your selling arguments. A good until poorly distributed is of little use to the consumer. A good article well distributed has the advantage.

Imperial's products have the advantage of a distribution system in Canada which is probably unequalled in this or any other country in the whole world. Impressive dealers and prospective dealers with the fact that goods can be placed in their hands in satisfactory quantity and variety, and also that a regular supply is maintained with minimum trouble on their part.

Down with Dust
Imperial Standard Floor Dressing keeps dust down and prevents its rising and spreading good merchandise, dispensers, wall paper and other dust-collecting things. Hot weather makes us dust. Let's make war on dust.

Preparation—half the battle in selling.
Are your samples ready? Advertising proofs in your reach? Have you the automobile lubrication chart with you? Latest prices in your notebook? Order forms, contract forms ready? Is your information on latest information? Let's go!

A boost for G. & H. Equipment.
C. Dollar sold through his, G. & H. pump 3914, gasoline all Imperial Premier Gasoline in seven months of use. In the small town of Newport, Wis. (Population 1545). Our tank wagons had to call often to supply the demand. Sell more G. & H. pumps andcolars: your Imperial Premier gasoline sales.

The Listening Post

New Stencils
All new stencils issued from now on will carry the word Imperial in bold letters on both sides of the stencils and Royalite stencils illustrated elsewhere. Old stencils will be changed as soon as possible.

Polarine A
Polarine A, the latest addition to the Polarine line and one which makes it complete, is announced in this issue. Get your share of the business.

New Tractor Chart Hanger
The new tractor chart will be issued shortly after the "Salamotor" reaches you. Your dealers should always sell the chart as specified by the chart to fully satisfy customers. If you sell to large users make use of the list given in the last "Salamotor."
The SALESOMETER

1919

Shows the speed and the distance travelled

The indicator shows the percentage of the year's output of Automobiles and Tractors by the March 1st.