The Salesmotor

Power for the Salesman

JULY, 1919

Imperial Oil Limited
Branches in All Cities
Have You Slowed Up?

Remember the first week on your new job. Remember all of the earnestness and energy—all of the push you put into everything in connection with your work. Remember the enthusiasm with which obstacles were overcome. Have you kept the resolutions you made? Have you lived up to the promises you made yourself? Are you a credit to the recommendations you brought with you to the new job?

If you can answer yes to this last question, keep up the good work; combine with all of the initial energy of the first week on the new job, the knowledge gained by experience and rest assured that some day there is going to be an opening for you somewhere pretty close to the top.

Work

Big things are always done by busy people; such of leisure have no time to do anything but think of them.

Life affords no place for the man who quits business in order to enjoy himself. Only air that is in motion is pure—only running water is safe. Idle men, young or old, are breeders of discontent. Stick to your job, and if you quit it, quit for something more difficult. The great reward of life is not rest and ease, but more work, greater capacity, bigger hardness. Pray not to be relieved of your responsibilities but to have the strength to bear them.

SALESMMOTOR

"Power for the Salesman"

Vol. III  
JULY, 1919  
No. 5

Contributions Expected

Contributions to the SALESMMOTOR are expected from everyone connected with the marketing division of the company.

We are particularly anxious to receive stories, articles and information about actual field experiences, problems, facts and figures.

The Salesmotor is expected to be a force to help you and I build up the sales of the company through practical information and suggestions.

Do you have any ideas you would like to share? Write to us and we will consider them.

Testimonials

"Testimonials from satisfied customers make the best advertising."

If any of your customers are getting unusual service, we would like to have them write you a letter giving the facts, so that others may benefit from your experience.

Can you send us one now?
Selling “Imperial” Service to the Dealer

By J. J. POLAN

T

HROUGH advertising in the trade papers, farm papers, farm journal, magazines, farmer papers, catalogues, farm agents, and readers, Imperial Oil Limited gets its name before prospective customers every day.

Between Imperial Oil Limited and the public comes the dealer—the man who sells the goods and who affords to his own best interest “dashes in” the advertising of Imperial Oil Limited.

With the dealer the company has three points of contact: trade papers advertising; circulars, letters, etc., and Imperial salesmen and agents.

Then comes the vital point—the contact of the dealer with the final consumer.

Upon the dealer’s willingness to make us one of the company’s advertising agencies—so to proclaim his affiliation with the Imperial Oil Limited—depends to a great extent the success of the company’s carefully written and printed advertisements.

The dealer has two general means of reaching his public. One is by personal solicitation, either at his store, behind his counter, or calling on his customers at their homes; the other is by various forms of advertising.

The first method is limited to a few hours a day—the time at his command. The second is unlimited.

The advertising service offered dealers by Imperial Oil Limited consists of ad pages, letterheads, cards, labels, bulletins, store signs, and walls hangings, newspaper advertisement, etc—the greatest writer in the world is an oil company. It is so far ahead of what is offered by competitiors, so much superior to what the dealers could prepare themselves, that using dealers is only limited by the ability of Imperial Oil Limited, and the dealer is free to properly present it.

Although it seems to us, as a great opportunity for our salesman, to have agents do a great work on behalf of the company, the dealers and the field force themselves.

The Tip Up

The national advertising of products, such as Imperial Polaron, Imperial White Paints, Imperial Royalite Coal Oil, Imperial Lubricants, Viper, and others, is carried out by the Perfection Printers, Perfection Printers, etc., and the local dealer, far, away things to the average dealer.

He knows it is going somewhere, but if he does not happen to see the advertising in his own paper he doesn’t understand how that helps him individually in his own little territory.

To meet this situation salesmen agents should be able to interpret the advertising in terms of a single town. He should know, for instance, if he is selling in Davenport, Mass., or Bloomfield, Ont., or Middlesex, N. S., the approximate number of newspapers, farm papers and magazines which circulate in and around those towns.

In the Bloomfield, Ont., territory, for instance, he will find farm papers, printed in Toronto and London edition, as well as the newspapers and magazines which circulate in and around those towns.

In the Blackstone, Ont., territory, he will find newspapers published in Toronto, London, St. Thomas, Chatham, etc., among the most of the car owners of Blackstone.

This holds true all over the country—in every city and town in every province. Printing is the key, reaching fully three-quarters of the North American people in every locality, where an Imperial dealer is located.

But—this advertising is selling Imperial products—not the local dealer—his name does not appear.

And this is where the “tip up” of advertising helps comes in.

To benefit fully by our advertising the dealers must do the following:

1. Run Imperial Polaron advertising or other Imperial advertising over his own signature in his local paper.

To send Imperial literature to his customers and prospects.

2. To prominently display the automobile chart, and the tractor chart, the Red Ball sign and the Oil Display Rack. When an order comes in, the Imperial oil dealer enters his names in the territory he has or is getting this advertising on his store.

3. The “tip up” available to all dealers if profitable to all dealers who use it—and easily sold to dealers once they understand why and how it works.

A Pedestal of Good-Will

Imperial Oil Limited by persistent advertising has made the name “Imperial” stand for first quality in all oil products.

It has erected a pedestal of good will in every community. In every city and town throughout the country Imperial advertising addresses large audiences every day.

It cannot talk individual dealers, but it can and does set the stage for each individual dealer to appear and get the benefit of the good will.

The pedestal is present everywhere. It is substantially built. It lifts every dealer who occupies it above competition, and enables him to stand out “on Imperial” good.

The advertising service prepared for “Imperial” dealers enables him to “tip up” with our regular advertising, with Imperial’s advertising—store with Imperial Oil Limited, to add Imperial reputation to his store, and this combination will get him further to the front than he can get himself.

By diverting “Imperial” selling energy into his store and making his store “oil headquarters,” the height of oil in his town.

If he sells, he is ahead and he needs no advertising. Once he grasps the idea, he is too good a business man to ignore it.

“Tapping” Imperial Wires

Imperial advertising may be likened to an electric current of high voltage carried on wires throughout the world which can be turned on at any time and which can be profitably used by any Imperial Oil dealer.

The current is never turned off—selling energy is continually delivered in every city, town, village and country home.

It keeps honey, wineries, auto-renters, farm machine and tractor owners aware of ever-newer products, and new fields for the sale of cheaper lubricants and fuels.

It warms tractor and car owners of the dangers of cheap lubricants and fuel.

It emphasizes the service of Imperial Oil Limited.

It reaches the people of the right oil for the right use and the benefit thereby.

The public is getting the message. It is creating a desire for Imperial “oil” and “Imperial” service.

But what is the dealer to do?

Getting what little drifts into his store or garage.

Or is he alive to this influence and taking full advantage of it?

Is he tapping the “Imperial” current by means of Imperial dealer help?

Enlarging His Field

The dealer who deals exclusively on his location for business can get no more business than that which comes to him.

No matter how well known he is in his community, he is not as well known as Imperial products.

It is the leverage of the friends of Imperial Oil Limited that can extend the dealer’s many times over.

If the advertising service prepared for “Imperial” dealers enables him to “tip up” with our regular advertising, with Imperial’s advertising, to add Imperial reputation to his store, and this combination will get him further to the front than he can get himself.

By diverting “Imperial” selling energy into his store and making his store “oil headquarters,” the height of oil in his town.

If he sells, he is ahead and he needs no advertising. Once he grasps the idea, he is too good a business man to ignore it.

The dealer is human. He wants to make a profit and any plan as good as the Imperial dealer help plan will secure his enthusiastic support and meet with ready acceptance once he understands it.

Imperial Oil products have always been difficult to handle. The danger of fire to oil products is always present. Rules for the prevention of fire and safe-guarding petroleum products are issued to all plants and warehouses.

These rules are enforced so successfully that our loss by fire are negligible. But the danger is always there.

Not only must the dealer be ever watchful but also the facilities for extinguishing fires must be at hand.

Now we must extend our help to dealers and customers.

Many Fires Preventable

The fire prevention engineers employed by leading fire insurance companies declare that the majority of fires are preventable by precautionary measures.

Also, that the majority of fires, which actually do get under way can be controlled and extinguished if promptly attended to and if proper measures are at hand for fighting the flames.

One of the largest rubber companies in Toronto has an oil display in one of their three story displays at the back of the fire losses in the leading counties in the world.

Canada stands at the head of the list with less fires per capita than any other country.

Recently property valued at $60,000 was destroyed in the village of Inuvik by a fire originating in the Trindale warehouse. This was a match being carelessly dropped in the coal-oil drip tank of the local general store.

The attached partial clipping from the Toronto Star shows the Trindale warehouse and the fire tells the main feature of the story. The ground floor was made of coal oil—it might have ignited any time.

30,000,000,000 Hearts of Erin

Carelessness

Certain handling of the product in this case would have removed much of the danger.

Other merchants are careless too. Their premises, their very lives, are in danger, while our products are allowed to remain on floors and worksheds, or to stand in open backs or pallets.

You owe your customers a duty—duty to solemnly warn them of the necessity of carefully handling oil products.

Imperial Oil Limited is really a group of four departments: These are the Sales, Order, Publicity and Service with emphasis on service.

This is an age of competition, and efficient organization must give real service to clients to keep them and attract new ones.

Any efficient organization must give real service to clients to keep them and attract new ones.

The whole marketing division is really a service division—all departments working to give service. We live because of the customers who are satisfied with our service

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This is an age of competition, and efficient organization must give real service to clients to keep them and attract new ones. The whole marketing division is really a service division—all departments working to give service. We live because of the customers who are satisfied with our service.
WINNIESE IN FIRST PLACE
Montreal Makes Spectacular Gain and Lands in Second
Toronto West Drops to Third
By G. W. MILLS

THE Manitoba team leads the Contest for the first time. Although sustaining a loss of one comparison during the fifth lay in the Motor Oil race, the Manitobans moved up to first place, with a total of 22 comparisons won and a percentage standing of 86.6 per cent.

By far the biggest feature of the May race was the drive which the Quebec team staged, netting them 17 new comparisons, or a total of 23 won and a score of 79.0 per cent, entitling them to second.

Toronto West, the leaders since the 1900 Contest opened, was forced down to a tie with Vancouver for third, losing six comparisons, both teams finishing with 20 won—scores of 66.0 per cent.

Toronto East held strong for first place at the end of the first quarter, was cut down to half at the end of the first quarter, was cut down to half its previous, and then lost three more during the last quarter, losing three more in the last quarter, and then lost three more last quarter.

Vancouver held strong for third place at the end of the first quarter, was cut down to half its previous, and then lost three more during the last quarter, losing three more in the last quarter, and then lost three more last quarter.

Saskatchewan dropped three months of the third place to fourth place in the last quarter, losing three more during the last quarter, losing three more in the last quarter, and then lost three more last quarter.

Regina lost two comparisons, dropping from third place to fourth place in the last quarter, losing two more during the last quarter, losing two more in the last quarter, and then lost two more last quarter.

Edmonton lost one comparison, dropping from second place to third place in the last quarter, losing one more during the last quarter, losing one more in the last quarter, and then lost one more last quarter.

Calgary lost one comparison, dropping from second place to third place in the last quarter, losing one more during the last quarter, losing one more in the last quarter, and then lost one more last quarter.

STANDING OF DIVISIONS MAY 31, 1919

| Division | Total Comparisons | Percentage | Quota
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>WINNIPEG</td>
<td>34</td>
<td>89.9</td>
<td>100.0</td>
</tr>
<tr>
<td>MONTREAL</td>
<td>30</td>
<td>93.3</td>
<td>100.0</td>
</tr>
<tr>
<td>TORONTO W.</td>
<td>25</td>
<td>80.0</td>
<td>100.0</td>
</tr>
<tr>
<td>VANCOUVER</td>
<td>25</td>
<td>80.0</td>
<td>100.0</td>
</tr>
<tr>
<td>TORONTO E.</td>
<td>25</td>
<td>80.0</td>
<td>100.0</td>
</tr>
<tr>
<td>SASKATOON</td>
<td>20</td>
<td>75.0</td>
<td>100.0</td>
</tr>
<tr>
<td>ST. JOHN</td>
<td>18</td>
<td>75.0</td>
<td>100.0</td>
</tr>
<tr>
<td>EDMONTON</td>
<td>15</td>
<td>60.0</td>
<td>100.0</td>
</tr>
<tr>
<td>REGINA</td>
<td>15</td>
<td>60.0</td>
<td>100.0</td>
</tr>
<tr>
<td>CALGARY</td>
<td>15</td>
<td>60.0</td>
<td>100.0</td>
</tr>
</tbody>
</table>

Saskatchewan by gaining a comparison, moved up from a tie for seventh at the end of April with six of the five months' period. Their score being 10 comparisons won and 53.3 per cent.

The New Brunswick contestant, although regaining a gain of two comparisons for the month, was crowded into sixth place, and forced to accept seventh position in the lineup, with 15 comparisons won—90.0 per cent.

Edmonton also felt the pressure from the leaders for the month, lost by their carload drive during the latter part of May, and the early summer months.

At the beginning of the year they had 36 carloads booked for the trip, but only 22 were booked for the May-September shipment. This, together with 26 carloads reported in the May issue of The Salesmotor, indicates the big drive the Manitobans have staged to go for the 1900 Contest.

The end of the May period finds them with 57.04 per cent of Quota in Total Sales, 59.08 per cent of Polarine and 1K.T. Oils, and 73.10 per cent of their quota in Mobiles.

Their work in Mobile sales places them in the lead here in this item, but it will require some concentration on Polarine and I.K.T. Oils to bring them up to sixth place. It is in this item where they lose 5 of the 6 comparisons necessary to give them a perfect score.

"Members of the Winnipeg team please note: We used the number 56.

Montreal's May Drive

The Quebec team had the biggest surprise of the year in gaining 11 comparisons, or a total of 12 won and a score of 91.6 per cent.

In one month they jumped from seventh place, with 12 comparisons won, to just one short of the leaders in this division.

Another striking feature of the team's work is their lead in Total Sales and also in the Polarine and I.K.T. items.

Vancouver Consistent

A net gain of two comparisons for the month, they maintained their 85.0 per cent with Mobiles, they are on the top.

In Total Sales they added two comparisons, maintaining 25.51 per cent of quota, moving up from fourth place in this item to third.

We hope that every member of the Montreal team will make every effort to help their Division to not only hold their present position in the Contest, but to break into the lead before the next issue of The Salesmotor.

Is Toronto West Slipping?

The Western Ontario team had a net loss of 5 comparisons in May. They dropped three comparisons in Total Sales, 1 in Polarine and I.K.T. Oils and one in Mobiles.

The Toronto West team's loss of 4 comparisons at the end of the fifth lay in Total Sales, was by a very small margin, when you consider that 2.4 per cent more of quota would have placed them in first place in this item.

In Polarine and I.K.T. Oils they could have landed second with 2.7 per cent more of quota, and in that way saved three of their 5 comparisons, or just one short of the leaders.

It is hoped that the Eastern Ontario Division will make an effort to improve their showing before the next issue.

They made an excellent start in the race this year, and we hope they will stay up with the leaders.

Some Decimal Point Finishes

It is interesting to note the close finishes of some of the teams for the month.

For example, Winnipeg lost a comparison in Total Sales to Montreal with a 0.1 per cent, which was a very close finish.

In Polarine and I.K.T. Oils and Mobiles, the teams were very close, with only a 0.01 per cent difference.

May Percentages of Quota

The comparison given in the first table show the strength of the various teams in the percentage of their quota sold during the month of May. It will be noted from this table that the Montreal Division made the biggest impact on the quota in all items during the month.

To obtain the same percentage of quota, it is necessary that each of the teams exceeded their monthly quota in Total Sales, four in Polarine and six in Mobiles, while only two of the eleven teams passed the required figure in Mobiles for May.

A comparison between the five Eastern teams with the six in the

The Salesmotor
Carload Sales Take Slump

During the first five months of last year the entire field sold a total of 80 carloads. This year our carload business is only 62 carloads or about half of last year's mark. Last year every one of the divisions was represented in the carload class, but this year four of the teams have failed to register a single carload.

Winning continues to lead the list of the Divisions with 20 carloads. Edmonton remains in second place with 11 carloads and Vancouver third with 9.

The teams that have not qualified thus far in 1939 carload class are Toronto West, Calgary, Halifax and Regina.

What's more important is that your team isn't one of the carload leaders, but also the idea of pushing our products through using these selling helps.

The Tractor Lubrication Catalogue

"Imperial Lubricants and Imperial Fuels for the lubrication of tractors and other farm machinery" is the title of a new tractor lubrication catalogue now being prepared. It consists of forty pages and covers printed in three colors and containing an article on the importance of correct lubrication to tractor life. It also lists our principal farm lubricants, describes their special qualities and shows the containers.

The tractor lubrication catalogue also contains a complete list of recommendations for the correct lubrication of tractors—a reproduction of the tractor chart.

It will soon be ready for distribution when full particulars and a sample copy will be supplied to all salesmen and district representatives.

The Can Front

Enameled metal display sign showing the complete line of Imperial automotive products is now ready to be sent with all Imperial shipments. Dealers and garages should tack them up on their walls or put them in their show windows.

The Premier Red Ball Signs

Our famous garage sign has been so thoroughly advertised to motorists that it is almost a guarantee of business. To buy at the Red Ball sign is the natural instinct of thousands of Canadian motorists. When seeing it displayed they naturally realize it is time to fill up.

Recently we have produced a better large sign—just as was shown in the three colors in the last issue of the Salesmotor and described in detail.

The dealer who fails to display this nationally known sign is doing himself a disservice. It's a sign of good personal relations and Palmarine business.

The Polarine Book

Thousands upon thousands of copies of the Polarine book on the principles of automobile lubrication have been distributed to Canadian motorists. It is a real dealer help because they show the why of correct lubrication with Palmarine.

The dealer should read the book thoroughly to inform himself on the principles of lubrication and pass it out to customers in his territory.

The Polarine Banner

The Polarine banner is well known to our whole force—it is now being used by many dealers regularly—in window displays, in store displays, on garage walls, etc. A supply of these banners is always on hand at each marketing branch and can be had by dealers on request.

It is part of your duty to get a supply of these Palmarine signs and distribute them in your territory.

The Car Case

Made of heavy bronze, two feet deep and painted in three colors, the Bronco is made for window display and outdoor use of any weather. A real distributor's sign and a real dealer help.

The Oil Display Rack

Man buys by sight. He can see what he is buying and he is content. The oil display rack is a first shipment of the last issue which enables motorists and tractor owners to see the high quality of Imperial Lubricants. The dealer can point to the rack on his counter and show his customers accurately what he can do for them.

The rack is a real practical dealer help—worthy of your most aggressive support. Dealers who use it can sell more lubricants per customer—and make more profit.

The Tractor Chart

Practically every salesman and agent has received a copy of the

Chart of Recommendations for the proper use of Palmarine and Imperial oils.
Publications Carrying Imperial Advertising

Imperial Oil Limited is one of Canada's most consistent advertisers. We advertise because we believe in our products and because we believe that advertising increases the sale of our wares and helps them get into the hands of the public. We solicit the publications we use, because we believe that our advertising pages are good value. The publishers of these pages charge more for our advertising pages than they charge for other pages, so the result is a better advertisement for the Imperial Oil Limited than if we were to advertise in other papers.

**Newspapers**

**ALBERTA**

- Alberta Daily Herald - Red Deer
- Calgary Herald - Calgary
- Edmonton Journal - Edmonton
- Herald - Edmonton
- Medicine Hat News - Medicine Hat
- Independent British Columbia Daily News - Brandon
- Province Daily Star - Brandon
- Winnipeg Free Press - Winnipeg

**BRITISH COLUMBIA**

- Standard Sentinel - Vancouver
- Herald - Nelson
- News - Nanaimo
- British Columbia News - New Westminster
- Province Daily Star - Vancouver
- Vancouver Daily Province - Vancouver
- Province Daily Star - Victoria

**MANITOBA**

- Brandon Sun - Brandon
- Brandon Daily Sun - Brandon
- Press - Winnipeg
- Gazette - Portage la Prairie
- Free Press - Winnipeg
- Daily News - Winnipeg
- Telegram - Winnipeg

**NEW BRUNSWICK**

- Graphic - Campbellton
- World-Wide - Saint John
- Chancer - Fredericton
- Times - Fredericton
- Telegraph - Saint John
- Times - Saint John

**NOVA SCOTIA**

- News - Amherst
- Times - Saint John
- Glace Bay News - Glace Bay
- News - New Waterford
- Herald - New Waterford
- News - New Waterford
- News - Sydney

**ONTARIO**

- Examiner & Intelligence - Belleville
- Daily News - Barrie
- Banner & Times - Barrie
- Conservation - Barrie
- Express - Barrie
- Bulletin - Barrie

**QUEBEC**

- Family Herald & Weekly Star - Montreal
- Financial Times - Montreal
- Gazette - Montreal
- Herald - Telegraph
- La Patrie - Montreal
- La Presse - Montreal
- Le Progrès - Montreal
- Daily newspaper
- Le Soleil - Quebec
- L'Écho de Quebec - Quebec
- Le Soleil - Quebec
- La Tribu - Drummondville
- Le Travailleur - Drummondville
- Le Trinitier - Trois Rivieres
- Record - Quebec

**SASKATCHEWAN**

- Mercury - Estevan
- Progress - Estevan
- Canadian Daily News - Estevan
- News - Moose Jaw
- News - North Battleford
- Leader - Prince Albert
- Leader - Regina
- Leader - Swift Current
- Leader - Weyburn

**NEWFOUNDLAND**

- Advance News - St. John's
- Telegram - St. John's

**Farm Papers**

**ALBERTA**

- Advance News, Calgary

**BRITISH COLUMBIA**

- Advance News, Vancouver

**MANITOBA**

- Canadian Farm Implement, Winnipeg

**ONTARIO**

- Ontario Farmer & Counties' Journal, Toronto

**QUEBEC**

- Family Herald & Weekly Star, Montreal
- Financial Times, Montreal
- Gazette, Montreal
- Herald, Montreal
- La Patrie, Montreal
- La Presse, Montreal
- Daily newspaper
- Le Soleil, Quebec
- L'Echo de Quebec, Quebec
- Le Soleil, Quebec
- La Tribu, Drummondville
- Le Travailleur, Drummondville
- Le Trinitier, Trois-Rivieres
- Record, Quebec

**SASKATCHEWAN**

- Mercury, Estevan
- Progress, Estevan
- Canadian Daily News, Estevan
- News, Moose Jaw
- News, North Battleford
- Leader, Prince Albert
- Leader, Regina
- Leader, Swift Current
- Leader, Weyburn

**NEWFOUNDLAND**

- Advance News, St. John's

**What's Wrong With Our Electros?**

Early in January we prepared at the request of one of the sales managers for dealers a list of the defects which have been noticed in the advertising for dealers. The price of the two ads was shown in the February issue of the Empress. A third ad, similar in style, is to be published in the largest newspapers. At the time of going to press only one request for dealer advertisements has been received.

Are They Known to Dealers?

Have our salesmen used their best efforts to follow up their dealers' request to make use of these advertisements? Or have they been forgotten and not mentioned? Local advertising by the dealer in his local newspaper should be highly profitable to him.

Selecting The Right Location

Selecting the right location for proposed storage tanks and warehouses is quite a problem for our marketing and engineering departments. Our organization is expanding so rapidly that we must proceed with the erection of new stations without waiting to know all the facts about a location other than its necessity in the community which it is to serve.

Tanks and warehouses should never be erected on marshy or swampy ground. Neither should they be built too close to drainage ditches.

The Diefenbaker Case

A short time ago we had to move the location of two 15 ft. x 20 ft. tanks at Diefenbaker. The reason was the underlying influence of a drainage ditch at the site of our property. The diagram shows the location of the tank nearest the ditch, which was 15 ft. away from it. This ditch which was constructed to drain the C.P.R. tracks was put in through several years ago, but after our tank had been erected.

The storage tanks were beginning to drain oil towards the ditch. On one occasion the oil was pumped out of the tank when removed. The oil had been lost through the pipe splitting at the "L" caused by a strain on the pipe.
How To Unload Asphalt From Tank Cars

(1) Block seal on dome, unsecured dome cover by placing a bar between the dome cover lug and post, remove cover and verify the contents as asphalt.

(2) Move valve connecting rod handle in dome tank forward a few times to see that valve is properly seated. (Connecting rod runs straight through the car to the valve and is unobstructed, as shown in diagram.) Do not leave the valve open. Make sure the valve is closed.

(3) Place dome cover over opening, resting same on side, extending across dome opening to allow air to enter tank.

(4) Remove valve cap at the bottom of the tank car directly underneath the dome by using a suitable wrench after having placed the car in position to catch any liquid that may be in the valve cap. If the valve cap does not unscrew easily, it may be tapped gently in a vertical direction with a hammer.

(5) Connect up the unloading line: make the nozzle attachment secure.

(6) Attach globe valve to outlet of the heated coils and leave the same wide open.

(7) Connect up heater pipes to the heater coil inlet, which will be found either at one end of the car or immediately beneath the dome.

(8) Raise the valve by giving a half turn to the valve connecting rod handle in dome.

(9) Apply steam: slowly at first, allowing about ten minutes for pipe to heat before turning steam full on. As soon as the steam begins to show at the outlet, adjust the valve

1919

Let Us Double Our Imperial Liquid Asphalt Business

By E. D. Gray

IMPERIAL Liquid Asphalts are now the number one choice for the asphalt industry. In addition to the Liquid Asphalt, our Imperial Liquid Asphalt is being used as an assistant to the ordinary asphalt. It is being used as an assistant to the ordinary asphalt and has been found to be highly beneficial.

For gravel and macadam roads, we recommend applications of 180 pounds per 1000 square yards. This rate is labor-saving and economical in all respects.

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Gives “Imperial” Service

AVERY COMPANY
MANUFACTURERS OF
TRACTORS, MOTOR CULTIVATORS,
TRACTOR MOWS AND GRAIN WHEELERS.
FACTORIES: peoria, Illinois.
PARIS, ONT.

Peoria, Ill. June 5, 1919

Imperial Oil, Ltd.

Attention: Mr. Geo. W. Mayer
Toronto, Ont.
Canada

Gentlemen:

Replying to yours of May 22nd, will say
that the Imperial Kerosene Oil, extra heavy, tests
out very suitable for our tractor motors, as all sizes
except the 5-10 and motor cultivator, for these
two machines the Imperial Kerosene Tractor Oil is heavy
enough. The heavy Polarisine would also do for these
two machines, but both of these oils are too light
for the larger sizes, two cylinder and 4 cylinder
opposed motors.

The Imperial Kerosene Tractor Oil, heavy,
comparres with the extra heavy Polarisine Oil we purchase
from the Standard Oil Co. of Indiana, and the Mobil-ol
B grade manufactured by the Vacuum Oil Co. Both
these oils are very suitable for our 6 sizes of trac-
tors with 2 and 4 cylinder opposed motors. All these
tractors are kerosene burning tractors and need good lubri-
cants.

Yours truly,
AVERY COMPANY

WIS

New Window Displays
Made by Imperial Dealers

WE are reproducing herewith a
some recent window dis-
play photographs received
by “The Salesmotor.”

Notice particularly the
splendid display made by
McPherson Bros., of Med-
icine Hat, Alberta. The en-
tire window though devoted
exclusively to Polarisine
has not a crowded appearance
despite the numerous articles
displayed.

McPherson Bros. have
made splendid use of the
Imperial Polarisine banner
and the Imperial Service booklets.

These two dealers help to
help in this respect.

Motor car and tractor owners
passing the stores should hear their
attention arrested by this display.
We recommend it as a very good
model for other dealers to copy.

The window display at the Robt.
Simpson Company, one of To-
monto’s big department stores, is
a notable achievement for Imperial
Oil Limited.

The Robert Simpson Company
very recently organized an automo-
table accessory department. Our
salesman, Mr. White, was given an
initial order of Imperial Polarisine
and Garvyole Mohels. Within a
week they found it necessary to
place an additional order.

This window, the first ever devis-
ed by the manager of the new de-
partment, certainly gives our pro-
ducts the spotlight.

In the store display the manager
made splendid use of the Polarisine
and Garvyole Mohels banners.
We are convinced that the advertis-
ing helps were a vital
factor in moving the
initial order so quickly
for our new customer.

The photographs of
the Kitchener Auto-
mobile Show display
of Imperial products
do not do justice to
our display. These
photographs were
taken before even a
satisfactory result
could be secured.

Splendid use has been made of
the Polarisine banners in this exhibit.

We would suggest in future ex-
hibits of this kind that special
thought be given to the new
automobile and tractor charts, also
the new store and garage signs. A
hand-kitted display card with
some such words as: “Look for this
sign when you buy
motor oils.” It would
help impress the sign
on the memory of those who see it.

In dressing dealers’
windows keep in mind
the central thought of
all display—to make
the window display
arrest and hold atten-
tion. Simplicity is a
big help.

Combinations of
various accessories
help make our pro-
ducts stand out in
the motorist’s mind. We
must remember that
tall motorists tend to

The Accelerator

July

Setting Prices

It is our policy to sell the larger packages, first because it increases our volume of business and second because we can give the dealer a better price. It is to the dealer's advantage to push the larger packages for the same reason. In rural communities, the larger containers are more readily sold every time.

Don't Depend on Memory.

A record of your orders, customers' names, addresses, etc., is a most valuable help in keeping your business. It enables you to recall the names which helped you sell the package you are trying to sell. Keep a notebook and you will find it easy to start.

Success, Financial Success

Successful salesmen usually sell to the big volume dealers and those dealers buy volume. Dealers buy because the salesman who sold the line right. He has shown them how to sell—how to promote they should promote the goods as highly as he does. And when business is bad he pushes the harder—keeps after the orders and keeps his dealers tutting.

Silent Salamander

Imperial products displayed when passing buyers, can see there are silent salamanders working for you while you are away. They are business-minded and your orders in your absence. When you tell dealers display their goods you are furnishing your salamanders with ammunition.

New Accounts

Every new dealer you add to your line of accounts is another step against the flood of competition because it means that just as many more morons will be buying our products and getting more acquainted with our brand names. Your new dealers are helping you—make sure you are helping them.

The Top of the Ladder

Do you represent the ideals of our Company? Do you look upon yourself as the Company in dealing with the Company's customers? Do you consider each obstacle as a problem which you will solve—no matter what the cost? Do your confidence in our goods and our Company backed by knowledge? Do you really give Imperial Service?

If you do you are bound to find somewhere near the top of the ladder before long. If you have left the bottom rings behind.

Keep Smiling

Most things have been solved and brought about through smiles than this world dreams of. As you hope to succeed, smile. The failure of the world does not want to smile—and can't. The winner wants to smile—and can.

How Long is a Week?

Notwithstanding the few million calculators that are printed yearly, the length of a week varies for different individuals. The fact that some remember that there is only one day of real in most weeks and that orders can be taken or other things performed on Saturday the same as any other day, while others forget these facts, will be of a lot to explain to those who are greater

Things To Do

The successful are they that see and do—the unmeasurable that are and do.

Having things to do—and doing them according to plan—has produced sufficient revenue in the business of the world, which it written out, would remain unachieved in its inspiration to succeeding generations.

The Listening Post

Back Again.

Mr. D. S. McKee who has been away for some time returned to help clear up the "Mess" in Boston. He has been active in the Boston area.

Motor Salesmen.

Our new line of "Motor Salesmen" is the subject of English Kelp. Our advertisement in the "Motor Age" has been well received. The plan of distribution will be announced later.

The Automobile Chart.

The official "Chart of Recom- mendations" for the introduction of automobiles published in the May issue of "The Automobile" is now being prepared for release. The chart is in the shape of the Ten Commandments and is intended as a guide to the newcomer to the automobile business. The chart is being distributed free to dealers and distributors.

Thanks.

Several suggestions to "The Automobile" were received in Rome, shortly after the material for the July issue had been com- mitted. These will be published in the September issue. Other suggestions will be welcomed. Send them along.
The SALESOMETER

Shows the speed and the distance travelled

The Indicator shows the percentage of the year's quota of Automobile and Tractor Oils moved up to May 31st.