

GREAT PROSPECTS FOR AUTO EXPORTS

Dr. Pratt Says Foreign Markets for American Cars is Rich in Promise.

FAVORS LOW PRICED AUTO

"It is remarkable that the salesmen in charge of the great automobile industry have not realized more fully the possibilities of developing an export market for American cars," declared Dr. Edward Ewing Pratt, chief of the bureau of foreign and domestic commerce, Department of Commerce, in an address before the automobile export managers of the National Automobile Chamber of Commerce in New York. "There are some very good reasons why automobile manufacturers should be interested in foreign trade," Dr. Pratt urged. "The first, and perhaps the most important reason, is that the foreign market in itself is a very large market. In the last normal year before the outbreak of the war France exported a little over \$45,000,000 worth of automobiles; Germany exported about \$20,000,000 worth of automobiles; Great Britain about \$15,000,000 worth, and Italy about \$5,000,000 worth of automobiles. In the same year, 1913, we exported \$27,000,000 worth.

Saturated Market. "In the second place automobile manufacturers should be interested in building up an export trade because the consumption of automobiles in the United States may be reaching the saturation point in this country. This market can be and will undoubtedly consume a vastly larger volume of cars, but if the production continues to increase at the present rate, and unless very vital changes can be effected either in the consuming public or in the price of the product, the increase in the consumption of automobiles cannot indefinitely go on. This point of saturation may be a year off—may be two years—may be ten years off. But, if such

Salesmanship Congress Will Hear Talk Monday Evening by Expert

The Omaha chapter of the World's Salesmanship congress will meet in the Rome hotel banquet room at 8 o'clock on Monday night, to elect a president and ratify the selection of the executive committee.

The membership today is 163, and the chapter is only little more than a fortnight old. The first night more than 123 members were enrolled. The secretary has sent out an urgent appeal asking for a membership of 500 before January 22, and 1,000 before April 1.

One of the most vigorous campaigns ever inaugurated in Omaha is now being operated to make this chapter's membership reach the 1,000 mark before April 1.

The plan is so highly regarded by some of the best and biggest business men of this city that one concern has enrolled more than forty of its selling staff, and prospective members of the selling staff, as members.

George Brandeis, in speaking of this new movement, said: "I am sure it is going to be a very fine thing for Omaha."

Randall K. Brown said: "Anything that tends to make better salesmen and better salesmanship is a good thing." Clarke Powell said: "We're for it, head and heels," and the opinions of scores of Omaha's most prominent men were unreservedly complimentary and enthusiastic.

Monday night at the Rome hotel banquet room, D. E. Phillips of the University of Denver will address the chapter on the essential qualifications of a salesman, and how to improve them.

at a point is a possibility the manufacturer must clearly realize that if he has established a firm export business that he will not be as much affected and will be able to more easily increase his business than the manufacturer who has entirely neglected the export trade. Of course, I recognize that the manufacturers of pleasure cars and commercial vehicles are differently affected by these con-



D. E. PHILLIPS

Mr. Phillips has lectured all over the country on the education of salesmen and was most enthusiastically received everywhere. Press notices from all over the country herald him as one of the most able speakers heard recently on this topic of salesmanship.

The Rome hotel has been selected as the headquarters for this salesmanship congress, and the club will meet there every Monday night from now on during the entire season.

ditions, and that while the pleasure car may have more or less completely supplied the market, the commercial vehicle has probably only begun its development.

"In the third place," continued Mr. Pratt, "export trade will tend to stabilize business conditions in the United States. In many lines of industry the prosperity of the business is dependent upon factors entirely

outside its control. A short crop or a bumper crop may entirely determine the output of an industry. This is to a certain extent true of the automobile industry. If, however, the manufacturer has a business which covers the entire world a poor crop or had business conditions in one country will be offset by good conditions and prosperous times in another country.

Balance Business. "In the fourth place, a well developed export trade will, to some extent, do away with seasons in the manufacturing end of business. This is an obvious fact that is well known to manufacturers who have been doing business in both the northern and southern hemispheres.

"And, finally, there is in the export trade a certain advertising value in this country. There is no question but that there is a considerable advertising value in the mere statement that a car has won the respect of foreign purchasers."

Firestone to Pay More Attention to Branches

With its production problem practically solved by immense factory expansion during the last year, the Firestone Tire and Rubber company is now ready to give more attention to its branch service.

This was the statement of E. W. BeSaw, western district manager for the big rubber concern, upon his arrival at the local Firestone branch yesterday. He came to confer with F. C. Rudisell, branch manager, other members of the local office and all the territory and city salesmen.

"Our aim is '100 per cent' service," said Mr. BeSaw. "And we have worked out plans that we believe will bring this about."

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Elgin Cars Sold Long Before They Are Built

A short time ago there was gathered in Orchestra hall, Chicago, one of the liveliest and largest gatherings of stockholders ever assembled. The conclave was the annual meeting of the stockholders of the Elgin Motor Car Corporation of Chicago. The meeting started with a rousing welcome from Elgin officers, delivered by President Frederick L. Brown. Next came a report from Secretary-Treasurer W. G. Knoedler, who reported

that he estimated the company's profits on the coming season's business would amount to approximately \$1,000,000.

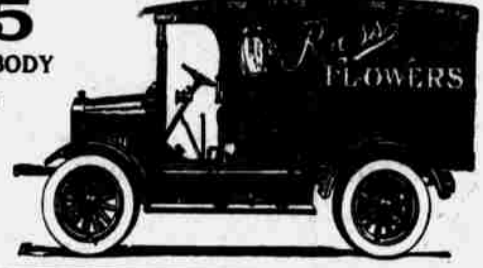
After Mr. Knoedler's report came an interesting talk by the founder of the company, C. S. Rieman. Factory Manager B. J. Cline reported to the stockholders that the present output of the Elgin factories is twenty-five cars per day. Assistant General Manager C. F. Jamison, in charge of sales, reported that there had never been a time since the company commenced operations when it did not have orders

on its books for twice as many cars as the factory could furnish and that at the present time the company holds contracts for fully 90 per cent of the coming year's output, which will be 7,500 cars.

Base Ball Magnate is Speaker of Legislature

President Clyde Shropshire of the Nashville Southern league club has been elected speaker of the lower house in the Tennessee legislature.

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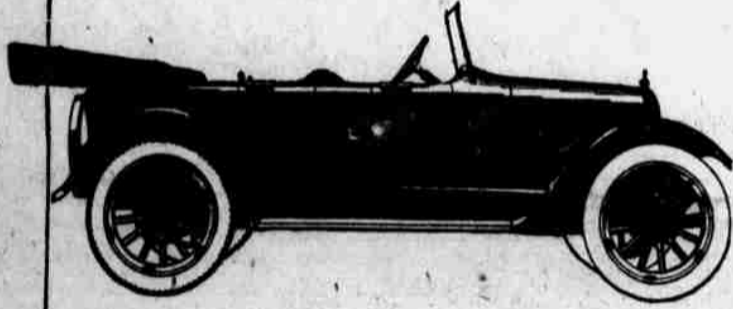
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