

DEBATE ON BEST SELLING METHOD

Salesmen of the Brown-Rowan-Buck Auto Sales Company, Studebaker Dealers, Interested in Recent Announcement.

SEES DIFFERENCE IN BUYER

A. W. Buck of the Local Branch Says Men Who Would Purchase in These Days Know Exactly What They Want.

BY A. W. BUCK,

The Brown-Rowan-Buck Auto Sales Co. A recent article in The Star concerning the best method of selling an automobile has excited a great deal of comment and discussion among automobile salesmen. Such a discussion took place among our salesmen recently.

The consensus of opinion was that the automobile buyer of today is a different individual than the buyer of a few years ago. Then the buyer, and even the owner, did not have the intimate knowledge of the mechanical details; he had no experience with different types of motors, clutches and transmission; he had no opportunity to test out to his own satisfaction the comparative merits of different mechanical effects. He necessarily was forced to put his trust without question in the salesman and in the manufacturer behind the car.

Buyers Have Knowledge.

On the other hand, the buyer of today knows what he wants. Between 60 and 70 per cent of the present prospects for new cars now own automobiles, or have owned one or more in the past. The prospect is experienced in mechanical details. He knows what has given him trouble and what has given satisfaction. He knows what wheel base he should have; he knows what size tire his car should be equipped with in order to give the maximum service; he knows what bearings and what type of transmission has given universal satisfaction. In short, he knows the mechanical features that have given him satisfaction and he intends to have them on his new car.

Sees No Comparison.

There can be no comparison between the purchase of a watch and an automobile. There is an intimate relationship between an automobile owner and his car that does not exist between the owner of a watch and his timepiece. An automobile owner must, of necessity, have a more or less technical knowledge of his car in order to successfully operate it, while the man who owns a watch need know only how to wind it.

"More Miles on Less Fuel" 20.1 Miles on Gallon by New Buick Six

New World's Record

Here is the Six for which motorists have been waiting, which the BUICK factory, the greatest in the world, required three years to build. No car more beautiful was ever designed and no other Six has matched it in performance. The most perfect stream-line body design, left side drive, Delco electric lighting and starting system, powerful overhead motor cast in pairs, the lightest car with wheel base of 130 inches, 3,664 pounds equipped—these are some of the features of the 1914 BUICK Six:

INDIANAPOLIS AUTOMOBILE SHOW WEEK WOULD BE A SUCCESS IF IT DID NO MORE THAN PRESENT THE BEAUTIFUL BIG BLUE BUICK SIX—AT THE PRICE OF A FOUR—\$1,985

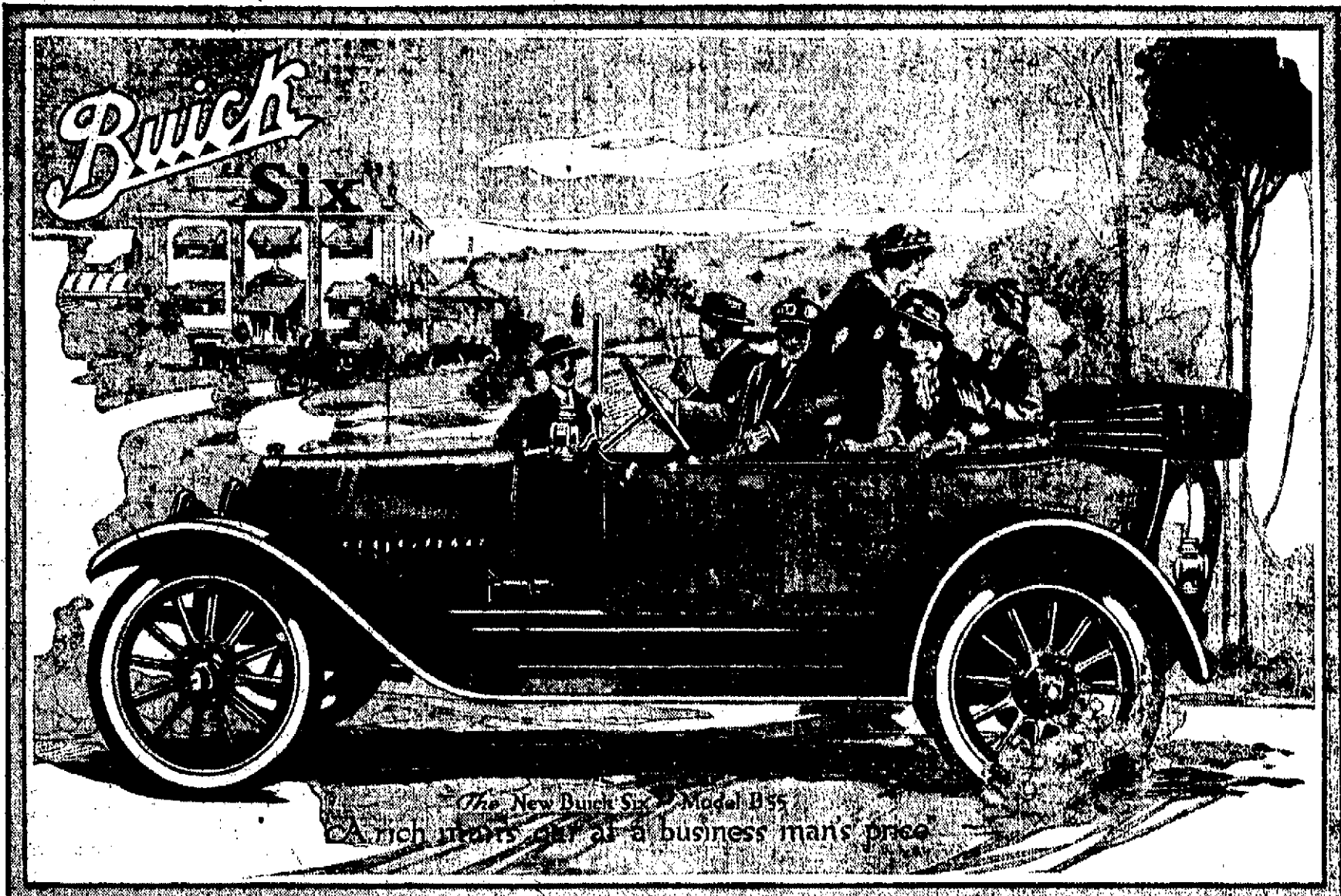
BUICK SIX "MORE MILES ON LESS FUEL" RECORDS
 Winner of the New York 500-mile three-day reliability run, Dec. 3, 4 and 5, officially conceded to be the most severe test of the kind ever made. Of 32 cars of all makes and prices taking part, only two finished with perfect scores, and both were BUICKS.
 Went 20.1 miles on gallon of gasoline in semi-official test in Chicago, Jan. 16.
 Went 19.1 miles on gallon of gasoline in semi-official test in Kansas City, Dec. 5.
 Went 184 1/2 miles on 9 1/2 gallons of gasoline in semi-official test between Oakland and Fresno, Cal., Dec. 19, an average of 19.42 miles a gallon.

Many other similar tests have proved the consistent superiority of the BUICK Six, the car of "more miles on less fuel." Motorists who have driven other cars can hardly conceive of a great, powerful, luxurious Six like the BUICK running twenty miles on a gallon of gasoline.

BUICK FOUR-CYLINDER CARS HAVE THE SAME OVERHEAD VALVE MOTOR AND BODY LINES OF THE BUICK SIX AND RUN STILL "MORE MILES ON LESS FUEL" ON ACCOUNT OF THEIR SMALLER SIZE AND LIGHTER WEIGHT.

Indianapolis Buick Branch believes its show week exhibit will compare favorably with any ever seen at any show, and all who desire any kind of motor car information are invited to COME, LOOK, LISTEN and ASK. Two BUICK Branch Show Week features, "The Buick Silent Salesman," and the exhibition motor, in particular, should not be missed.

All 1914 BUICK models, which include a car for the needs of every motorist, possess all standard equipment, including Delco electric starting and lighting systems; all have left side drive and all are on exhibition this week.



PROMINENT IN THE EXHIBIT IS THE BUICK FOUR-CYLINDER, LEFT SIDE DRIVE, SHAFT-DRIVEN TRUCK, WITH BODY DESIGNS FOR EVERY PURPOSE. THE GREAT DEMAND AND BIG VOLUME OF REPEAT ORDERS ON THE BUICK TRUCK HAVE PLACED IT AT THE VERY HEAD OF THE COMMERCIAL FIELD.

BUICK prices: Touring—Model B25, \$1,050; Model B37, \$1,335; Model B55 (six-cylinder), \$1,985. Roadsters—Model B24, \$950; Model B 36, \$1,235. Trucks—\$1,000 to \$1,375, determined by body and equipment. F. O. B. factory.

BUICK MOTOR COMPANY

The Center of the Indianapolis Motor Car Trade District

P. S.—And don't forget that BUICK statements are backed by the biggest and soundest factory in the world, the largest number of branch houses and the leading dealers in every community. "When Better Automobiles are Built BUICK Will Build Them"

Helpful Hints to Motorists

Everything Necessary for the Care and Upkeep of Your Motor

"YOU CAN GET IT AT VONNEGUTS"

To get the most out of your motor you should be equipped to make the ordinary repairs and adjustments yourself. It will not only save you time and money, but will give you a better idea of the possibilities of your car and make motoring safer and more pleasant.

HERE ARE ONLY A FEW SUGGESTIONS

<p>Drop Forged Wrenches</p> <p>Williams and B. & S. finished wrenches, single and double, all sizes. Price from 12c to \$1.00</p>	<p>Universal Lunch Box With Vacuum Bottle</p> <p>Food drawer thoroughly ventilated; vacuum bottle warranted to keep hot 24 or cold 72 hours; in black or brown finish; price, \$2.25 and \$2.50</p>	<p>Screw Drivers</p> <p>Defiance, Champion, Hurwood and Perfect Handle, all sizes. Price from 10c to .75c</p>
<p>Crescent Adjustable Wrenches</p> <p>For both hex and square nuts, combine great strength with light weight. Price, 65c to \$1.15</p>	<p>Pike Grinders</p> <p>With Crystalline and Corundum wheels; high speed and fast cutting; priced from \$2 to \$9.00</p>	<p>Auto and Monkey Wrenches</p> <p>COE'S WRENCHES, from .40c up AUTO WRENCHES, from .30c up PIPE WRENCHES, from .50c up</p>
<p>Hand Drills</p> <p>Yankee and Goodell-Pratt hand drills, single and double speed. Price from \$1.15 to \$4.75 Breast drills, \$1.75 to \$6.50</p>	<p>Hack Saws</p> <p>Rigid frame from 20c to .85c Adjustable frame from 55c to \$1.15</p>	<p>Pliers</p> <p>For every purpose. Combination auto pliers from 20c to \$1.25</p>
<p>Auto Hammers</p> <p>Ball pein machinists hammers, Plumb and V. & B., all weights. Prices from 35c to 75c</p>	<p>Vises for Every Purpose</p> <p>For the home, garage or machine shop; price .50c up</p>	<p>Gasoline Filling Cans</p> <p>Heavy galvanized iron, 5-gallon capacity, like cut. \$1.15 Measuring cans from \$1.25 to \$1.65</p>
<p>Auto Funnels</p> <p>Galvanized iron with brass wire strainer and removable ring for charcoal attachment; price 90c to \$1.10</p>	<p>Automobile Supplies of All Kinds</p> <p>Spring Cotters. Lock Washers. Brushing. Cap Screws. Castellated Nuts. A. L. A. M. Taps and Dies. Files, all kinds. Woodruff Keys. Twist Drills. Socket Wrench Sets. Funnels. Measures. Oil Cans.</p> <p>Gas Cans. Fire Extinguishers. Brushes. Sponges. Ghamols. Dusters. Cotton Waste. Auto Jacks. Blocks and Tackle. Towing Ropes. Springs. Dry Cells. Oilers. Grease Cups. Grease Guns.</p>	

Vonnegut Hardware Co. 120-124 EAST WASHINGTON

BUSINESS MAN HELD BY COMMERCIAL CAR

Dealer in Federal Trucks, Which Will Be Exhibited at Auto Show Next Week. Sees Advantages Over Horse Vehicle.

While perhaps the pleasure end of the motor industry stands most in the limelight at automobile shows, it is in the commercial car end that the man of business is interested. It is the motor truck that makes his deliveries at the lowest cost which strikes his fancy just as much as the touring car which he buys for the pleasure of himself, his family and his friends.

At the Indianapolis Auto Trade Association opening week commercial cars will be a large part of the display. There will be trucks of all styles and hauling abilities and at all prices.

A truck well known in Indianapolis, though made outside the state, is the Federal truck, sold by the C. A. Chambers Company, 334 North Delaware street. Though he had the agency for the truck less than one year, he has done strong constructive work in sales, and several of them are in use by Indianapolis firms needing vehicles of the carrying capacity of the Federal.

The Federal truck has a carrying capacity of 3,000 pounds, the chassis being constructed strong and sturdy enough to carry a much larger load, if necessary. It is manufactured by the Federal Motor Truck Company of Detroit, Mich.

In order to be Federal to the needs of every kind of business, a wide variety of bodies are made as standard. Besides these the company is prepared to make special bodies to suit individual requirements.

The truck has a horsepower of thirty and has a maximum speed of fifteen miles an hour. The carburetor is of the float-feed type. Altogether the mechanical construction of the Federal is of the very highest type.

"The advantages of the Federal are many," said Mr. Chambers. "They are being used by many of the very largest movers of merchandise. The trucks in use in Indianapolis have given good satisfaction. The trucks are sold in every state in the Union."

KANSAS CLUB TO UPHOLD REPUTATION FOR TOURING

Among the many motorcycle clubs which are already making definite plans for the coming season's events is the Short Grass Club of Kansas, which is one of the strongest motorcycle organizations of the country. For the past two summers the Short Grass Club has staged extensive tours which have attracted the attention of motorcycleists everywhere and they are planning a similar event for this year.

The tour of 1912 was considered the biggest event of the kind ever undertaken. About 200 riders took part in the tour, which covered 1,000 miles and extended over a period of fifteen days. The tourists took complete camping outfits and were accompanied by their own brass band. Last year the Short Grass Club formed one of the tours which centered in Denver, where the National Assembly of the Federation of American Motorcycleists was held. The route of this year's tour has not yet been decided, but plans for the event are rapidly taking shape. San Francisco is bidding for the 1915 annual meet of the

Inventor of Chevrolet Car Holds Place in Minds of Race Devoters

When the Indianapolis Motor Speedway was first opened the name "Chevrolet" was on every one's lips at the great track when the races were on. Then Louis Chevrolet was head of the Buick racing team and was winning races consistently. Reporters used to call him the daring Swiss, or refer to him as the intrepid Frenchman. His reputation was world-



LOUIS CHEVROLET (Buick)

wide, for just at that time there were no American drivers who seemed to have the class of Chevrolet. The same Chevrolet was something more than a pilot of racing cars. He was an engineer, educated abroad, and he worked as engineer at the Buick factory. And then he designed the Chevrolet motor for which the Chevrolet sixers were named. And Chevrolet passed on away from the Chevrolet Motor Car Company, though his brother, Arthur Chevrolet, and

F. A. M., and if the convention goes there the Short Grass Club expects to ride to the coast wheel next year.

Another motorcycle event which is creating much interest among Kansas enthusiasts is a proposed Fourth of July race meet at Dodge City. This is being promoted by the Short Grass Club in connection with the Dodge City Auto and Commercial Clubs. Dodge City has a two-mile dirt track where the Fourth of July competition will be staged, and plans are being made for the erection of a grandstand capable of seating 3,000 people. It is said that the event will be international in extent and that noted riders of England, France and Canada will be asked to compete.

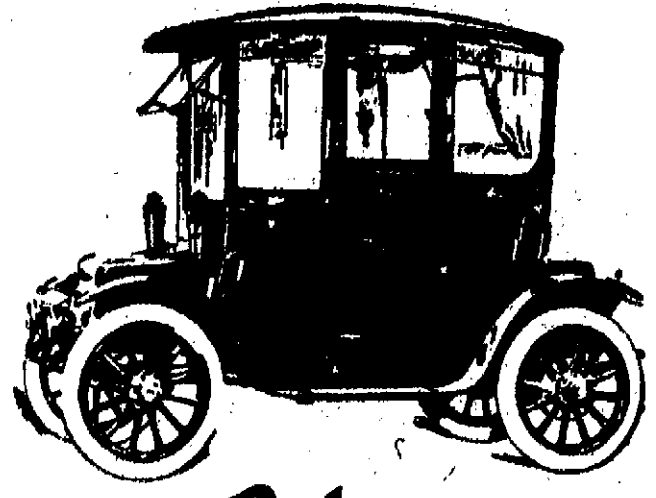
IT MAKES A DIFFERENCE.
 Miss Bertha Welmer, a bookkeeper, who lives in Fulton, W. Va., rides a motorcycle every day to her work in Wheeling. Formerly Miss Welmer drove a motor car, but has decided that the two-wheeler is much more convenient.

SEES AUTO PLOW AS ENEMY OF THE HORSE

showing how the motor-driven vehicle is displacing the horse, the Hackney auto plow is cited as an example. Indiana farmers are interested in the auto plow and many of them are already in use in the state. Several were sold last year by the C. A. Chambers company, 334 North Delaware street, but this year a more active sales program is to be instituted, according to Mr. Chambers. Chambers has secured the whole state and the factory has assured him that Indiana orders will be filled without delay. Indiana has taken well to the auto plow, though it was intended at first to be used on the big farms of the Northwest. However, the plow can be used for so many purposes on the farm—rather its power can—that it promises to be a rural necessity in the next few years. Agriculturalists have already begun to talk about the time when mechanical power will drive the horse from the fields. That time is a long way off, according to Mr. Chambers, but there are many ways to use motor power more cheaply than other methods formerly used on the farm. The Hackney auto plow was developed last year by Indiana farmers, also by investigators at Purdue University. Its demonstrations at the State Fair last fall caused much talk because of the way it did its work and its ease of operation. The Hackney plow will be displayed by the Chambers Company during opening week. Mr. Chambers is making arrangements for the demonstration of the plow in counties of the state where the plow has not yet been. He will do this in the following season.

IN A HURRY.

Just four and one-half days is the time it took J. Fred Harting of Milwaukee, Wis., to ride his motorcycle to Decatur, Ala. The distance is 745 miles.



Baker Electrics

Are backed by a company whose financial resources and engineering record have had no parallel in the electric motor car field during its fifteen years of continuous manufacture.

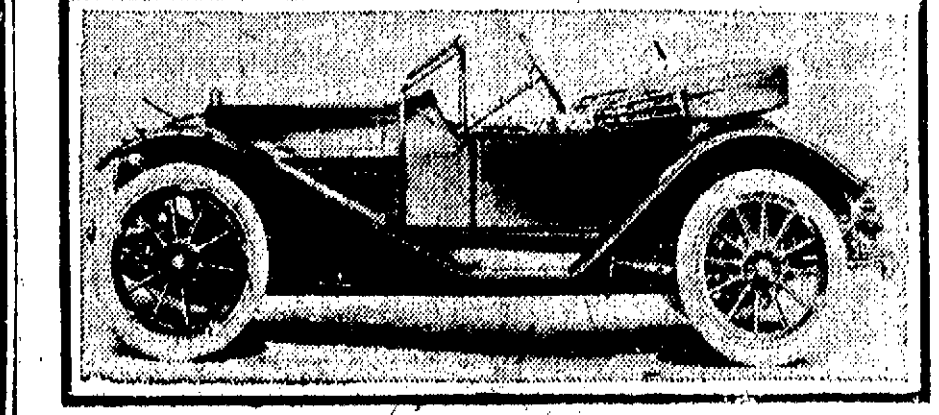
Baker Electrics

Are well cared for free of charge at the Baker Garage or your home by an adequate Baker Service Department

trained to take care of Baker Electrics exclusively. We will gladly explain Baker cars and Baker service to you at any time. Call Main 5150 or New 4624.

D. F. HOLLIDAY, Distributer of Baker Electrics and "Exide" Batteries
 344 N. DELAWARE ST.
 We Examine and Test Exide Batteries Free of Charge.

One of Four 1914 Models.



REGAL ROADSTER.