

# Spark<sup>and</sup> Throttle

Issued by~  
Durant Motors of Canada  
Limited



Leaside Ont.,

OCTOBER  
1929

Vol. 5

No. 4

## EXPORT NUMBER

### Some of the Countries to which Durant Products are Shipped

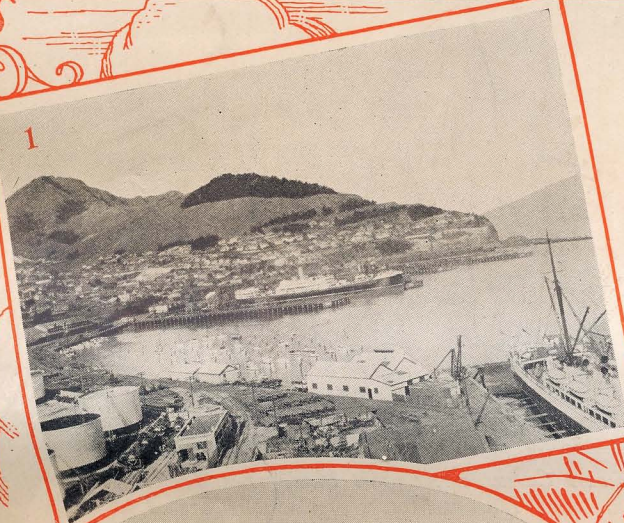
1—New Zealand—Lylle-ton Harbor, the ocean port  
serving Christchurch.

2—Brazil—Plaza Floriane, Rio De Janeiro.

3—South Africa—Adderley St., Cape Town.

4—Argentina—Colon Theatre, Buenos Aires.

5—Hawaii—Moana Hotel, Waikiki  
Beach, Honolulu.



## Durant Products Now Exported to Over Fifty Countries

The activities of the Export Division are increasing in scope. A representation went abroad recently to cover Africa. Another is at present in the Orient to consolidate the business there and to make further contacts.

Mr. H. P. Gilpin, Export Manager of Detroit, on his return from Europe this summer went to South America. Mr. J. J. Baynor, his associate is surveying business conditions in Central America and Mexico, while Mr. V. Barwick keeps in close touch with the Australia and New Zealand markets.

With these various representations abroad we have every reason to believe our efforts to increase Durant business abroad will be successful.

The open car still appears to be the favorite in foreign markets, although closed models are increasing in number.

Because of the climatic conditions in the export territories and the higher ocean freight charges due to the large cubic content of the closed bodies, there will always be a bigger demand for the open models.

There is a good market for trucks in all parts of the world. We are getting our share of this business. In some countries the body-building industry is developing fast with the result that passenger chassis only are being shipped. This applies particularly to Australia where there is a comparatively large body-building industry in operation.

In looking over our records, it is encouraging to find that we have exported Durant products from Canada to fifty different countries. Some of these countries are:

*Continued on Page 7*



J. Ewart Carruthers, Export Manager and Cost Accountant,  
Durant Motors of Canada Limited.



### CENTRAL GARAGE Burgess & Shipway

Proprietors

Ailsa Craig, Ont.  
June 7, 1929

Phone 50

Durant Motors of Canada Ltd.

Leaside, Toronto.

Dear Sirs:—

We have sold a 40 Coupe to..... (name on request) who is in our territory and who has been receiving Durant Circulars through the mail.

We would just like to say that it was a help in closing this deal and thank you for this kind of co-operation.

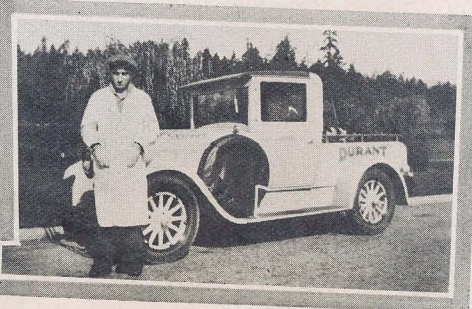
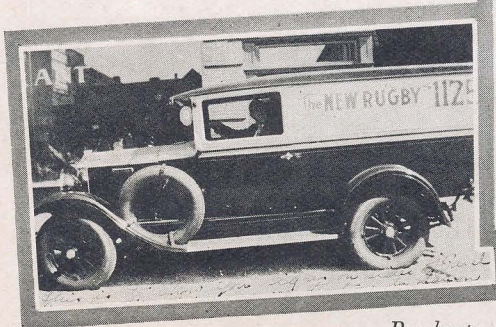
Yours truly,

Burgess & Shipway  
Per G. B.

### DIRECT MAIL HELPS TO CLOSE SALES

Dealers from all over the Dominion are expressing their appreciation and approval of the Direct Mail folders sent out to prospect lists and telling us how much they help in creating and closing sales.

The letter to the right is but one of many:



Gray-Campbell Limited, recently appointed distributors for Durant Products in Vancouver are to be congratulated on their progressive methods. Note the white duster on the man in charge of the service car, and the "delivered price" sign on the truck. Their plant, too, looks up-to-the-minute in every respect.

## **The House of Ditlevsen from a Modest Position has Conquered one of the Most Enviably Positions in the Automobile Industry.**

*Extracts from an article published in Buenos Aires newspaper  
"La Razon," January 11th, 1929.*

It is not possible to give the history of this importing house handling Durant products without first giving the biography of the founder and president, who is the heart and brains of this organization which is an example of the highest Argentine Commercial house. We will therefore start with the year 1913 at which time Mr. Henry C. Ditlevsen was established in the City of Cordoba with a little business in automobile tires and accessories, a business which was very far from satisfying the aspirations of its owner, and therefore, in 1914 this gentleman accepted the representation of Ford automobiles for that City, and a part of the province of Cordoba.

Many were the difficulties which had to be overcome in introducing this make of automobile, because at that time one did not only have to battle against the lack of confidence and the unfavorable feeling which prevailed in connection with a type of automobile which was a novelty, but it was also necessary to educate the buying public, demonstrating to them the necessity of changing their antiquated methods of transportation, for others which were more modern. In the first year Mr. Henry Ditlevsen was only able to sell two automobiles in all of the territory which he controlled. This would have been sufficient motive to demoralize even the most optimistic, but served only to spur on this importer to greater effort and to increase the energy, vigor and enthusiasm which he has always shown in his activities, and on this account he was able to sell in the second year in the same territory 53 automobiles which at that time was considered a rather large quantity.

In 1916 Mr. Antonio Ditlevsen was made a partner in the business and with the co-operation of this gentleman, they were able to increase the number of automobile sales to the point that at the end of the third year of their representation they sold 241 cars.

Mr. Henry C. Ditlevsen then proceeded to the United States of America, in order to make a study of that market as regarded the different types of automobiles which were offered for export, and from the various franchises which were offered to him at that time, he selected the representation of the product of the Durant Motors, Inc., after which he returned once more to the Argentine Republic, and established the firm under his direction in the handling of the new line of automobiles. The firm was then established in the City of Buenos Aires in February, 1923.

In the six months which constituted the first fiscal year of the new firm of Ditlevsen & Co., there were delivered 948 automobiles. In the second year 1923-24 there were sold 3146 automobiles and 1924-25 they were able to sell 6488 automobiles. In 1925-26 — 7465 and in 1926-27, they reached a sale of 8060 units, and during the fiscal year which recently ended the total sales have passed 10,000.

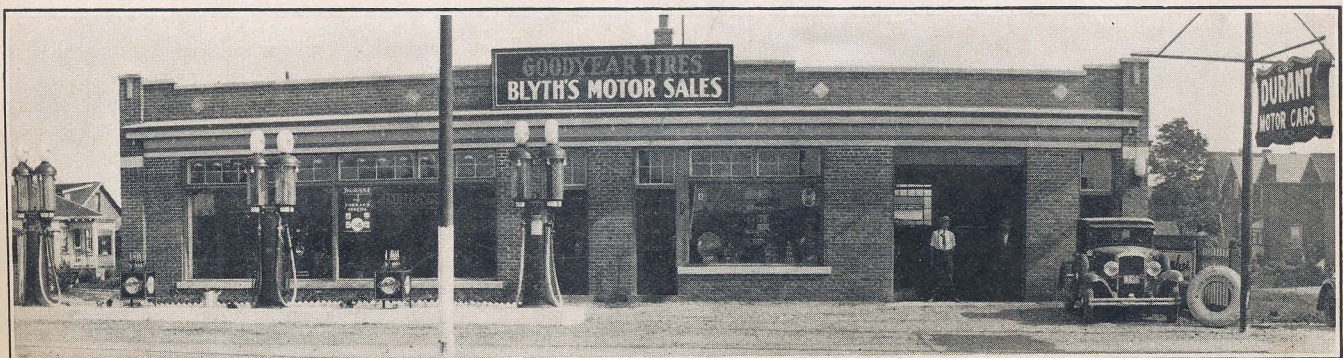
The actual number of Rugby dealers is in excess of 600 which does not include the large number of service stations and garages which operate as authorized service stations for the Rugby automobiles under arrangements made with the importers of the cars, and which are located in the principle localities.

A select and active body of inspectors who are in charge of an inspector general, co-operate very efficiently with certain dealers assisting them in the proper development of their business.

In addition to this, Messrs. Ditlevsen & Co., maintain several branches in the interior of the Argentine Republic of which the most important is that established in the City of Cordoba which occupies its own building. Following in the order of their importance are the branches of Concordia ER Pergamino, Buenos Aires and Generos Pico Pampa.

In the City of Buenos Aires in addition to the General Offices, this organization maintains a very important sales branch which is admirably situated at the intersection of the avenida de Mayo y Peru.

*Continued on Page Ten*



*New Sales and Service Station recently opened by Geo. Blyth at New Toronto, on the Toronto, Hamilton Highway.*

## Durant Exhibits at the Canadian National Exhibition



By far the most impressive display Durant Motors of Canada Limited have ever made, both from the standpoint of comprehensiveness as well as size, was at this year's Canadian National Exhibition. The new automotive building in which the Motor Show was held, added greatly to the attractiveness of the different showings, and crowds that never could have been accommodated in the old building, viewed the exhibits in comfort.

Durant products occupying a prominent place in the centre section, received considerable attention and expressions of praise for the different models was heard on all sides.

Dealers and salesmen from many points throughout Canada were present and demonstrated their interest in Durant products.

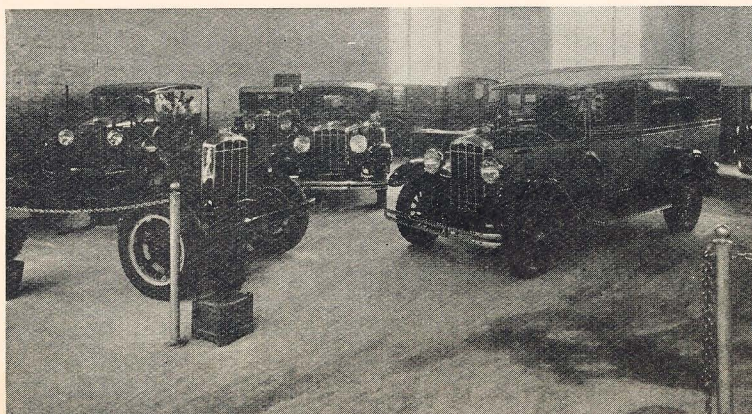
There was a complete showing of representative models in the "Forty", "Sixty", "Sixty-three", "Sixty-six" and "Seventy"

lines, and while all the models were carefully reviewed the "Sixty-Six" with its new four forward speed transmission and Durant's latest model, the "Sixty-three", were especially interesting.

A model design of the new transmission, which was part of the exhibit, excited considerable curiosity and its features and advantages made a most favorable impression.

Embodying several important improvements and refinements, the new "Sixty-three", shown for the first time in Canada, was enthusiastically received and acclaimed a worthy Durant product.

In the Rugby exhibit, across the aisle, several Rugby models were shown in ton and half-ton capacities with attractively designed bodies, and, like the passenger cars, received a hearty endorsement.



*Part of the Rugby truck exhibit at the Canadian National Exhibition.*

### OPPORTUNITY

That intangible and mysterious thing called Opportunity about which so many essays have been written, so many sermons preached and so many poems inspired is not a winged meteor that spreads its flaring stream of light across the heavens when least expected, and not an archangel that suddenly awakens us from our sleep to bring good tidings. Opportunity is just plain home folk. It's as constant as the shadows that walk with us, and is always present in our affairs—regardless of vocation, position or circumstances. Opportunity is not what may come to us tomorrow, but what we make out of today.

J. H. O'DOWD

**DO YOU RUN A USED CAR REST-CURE  
OR AN AUTOMOBILE SALES ROOM?**

The used car sat on the dealer's floor  
Licking its chops with glee.  
"This fathead's allowed a whole lot more  
Than I'll ever be worth" quoth he.

"So I'm settled here for a long, long rest  
And I certainly need it, too.  
It's cozy and warm, the company's good  
And I've nothing at all to do."

"Some day a hard boiled taxi man  
Will pay a song for me  
And I'll sally forth, poor old tin can,  
From this home of charity."

"A month or two of his slap-dash use  
With jarring stops and starts  
Will work every joint in my system loose  
And they'll break me up for parts."

"But that sad time is months away  
For the dealer took me in  
At a price three times what he should pay  
For such a piece of tin."

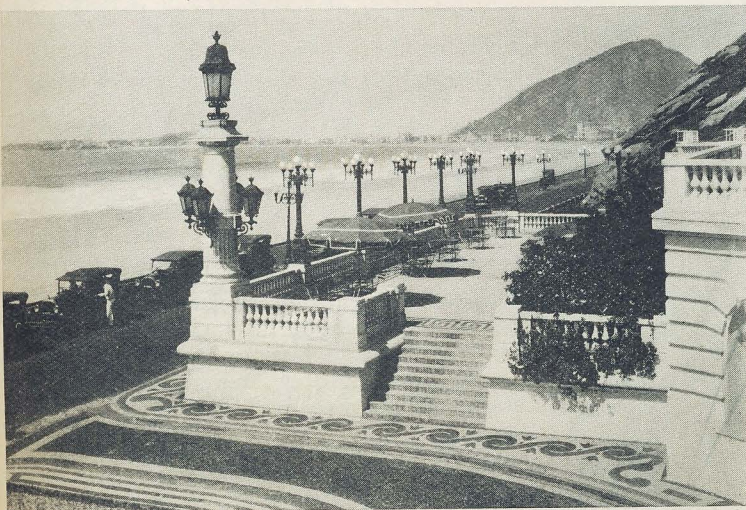
"He's genial and full of philanthropy  
This kindly merchant prince  
But he's going to take a loss on me  
That fairly makes me wince."

"Perhaps I'll have time to figure out  
As I idle the hours away  
Just what his kind can be thinking about  
To imagine such business can pay."

"Can it be that he's so crazy on selling new cars  
That profits are only a joke  
And so long as he rates in the top flight of stars  
As a salesman, he'll gladly go broke?"

"If that's his ambition I hope he'll enjoy  
The glory he briefly commands,  
He'll soon hit a tail-spin I fear, and O Boy,  
What a bust he will be when he lands!"

◆ ◆ ◆



*Another view in Rio De Janeiro, Brazil, showing the Coca-cobana Hotel.*



*Harold P. Gilpin, Manager Export Division of Durant Motors Inc., Detroit.*

**HOW TRUCK OWNERS CAN REDUCE  
MAINTENANCE COSTS**

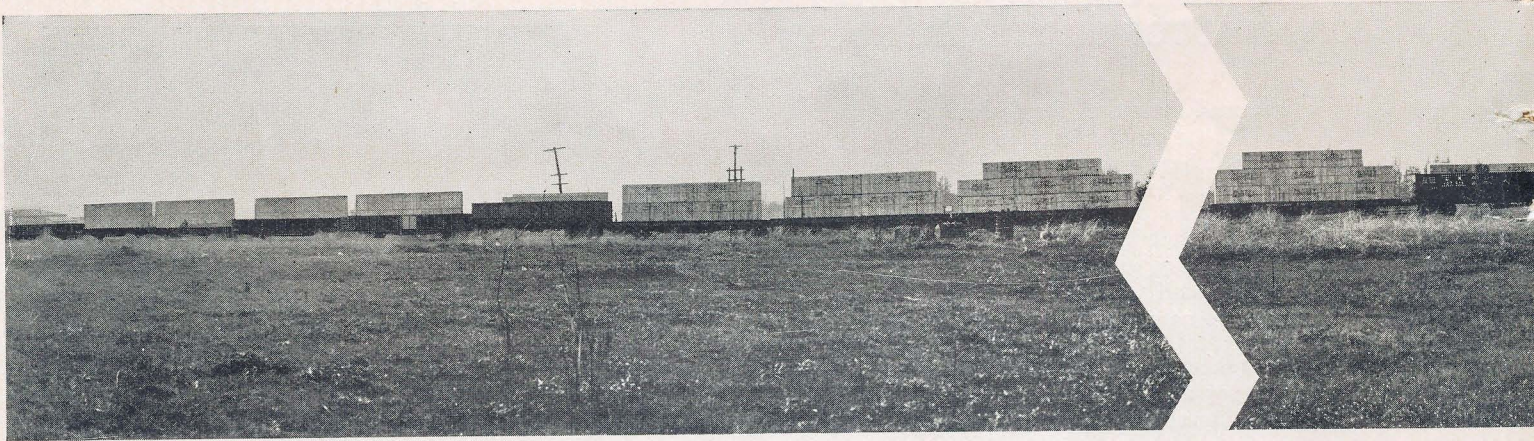
*By E. J. Fawkes*

**Salesmen can render a service by passing this suggestion  
along to Rugby truck owners.**

A motor truck is a unit of modern transportation equipment built for a specific purpose. Like any other machine, its efficiency and value to the owner are judged by its demonstrated ability to perform satisfactorily and to do the work it is designed and built to do — at the lowest possible cost.

Steel and rubber can only stand so much abuse. No one should expect a 2,000 pound truck to do the work of a 4,000 pound type. It is not good business to sell or buy a truck on this basis. It should be pointed out to prospective buyers that long service and economy demand a truck that is designed and built to meet certain requirements — to carry a specific load. To double that load or make the truck do something it is not supposed to do means extra strain and abuse. Maintenance costs increase and the life of the truck is shortened in spite of anything that can be done.

Durant engineers have done their part in building a truck that honestly gives "Long Service at Low Cost". Finest materials, careful workmanship and sturdy construction are all embodied in every model but the Rugby owner should co-operate and give his truck fair treatment if he is to receive consistent, care-free operation and lowest cost transportation. He has an obligation to perform just as much as the rest of us and it is right here where Rugby dealers and salesmen can render invaluable service. Timely suggestions regarding proper loading, and the right care of the truck will prove helpful and go a long way towards making Rugby owners completely satisfied and more enthusiastic about Rugby service and performance.



**Automobiles and trucks to the value of \$85,029.60 in one solid train, were  
The shipment included 122 automobiles and 52 trucks and a**

### CATS HAVE NINE LIVES!

*(Reprint from Fort William Times-Journal)*

A somewhat unusual incident happened at our garage yesterday said W. Russell Brown of The Twinport Auto Sales. "We have handled Durants off and on for eight years and have recently advertised that during the past three years we have not had a real complaint from a Durant owner. Yesterday however Mr. Wagner who has a chicken ranch on the John St. Road Port Arthur, drove up in his Durant Coupe and requested the services of a mechanic to find the cause of extraordinary noises which commenced to emanate from his motor soon after he left his home. The mechanic lifted the hood of the car and a white cat jumped out and when last seen was speeding up the street at 30 m.p.h.

The night previous Mr. Wagner had left the hood of his car up for a short time and the cat had apparently jumped up on top of the motor for warmth but in the morning Pussy apparently got too much warmth in her six mile trip. Today Port Arthur's cat population is one less while Fort William has added one to her already large total."

Mayor Darrell who happened to be passing at the time was heard to remark that the owner should be thankful that it was a cat and not a skunk that got into the motor.



*We welcome to our midst Gray-Campbell Limited, who have recently been appointed distributors for Durant Products in Vancouver, and Don Smith their genial and very popular manager.*

### EFFICIENCY—PLUS

A story is going the rounds to the effect that a certain automobile owner installed a new-fangled carburetor that was guaranteed to save 20 per cent. in gas. Then he put in special spark plugs that were guaranteed to save 20% of the same precious fluid, and an intake super-heater that was guaranteed to save 20%. He next put in a patented rear-axle that was also guaranteed to save 20%, and re-tired with a new brand of tires that promised a 20% saving in gas consumption. Finally, he drained his crank case and refilled it with a new oil guaranteed to increase his mileage 20%. Now, with a fuel economy of 120%, the owner has to stop every hundred miles and bail out the gas tank to keep it from running over!

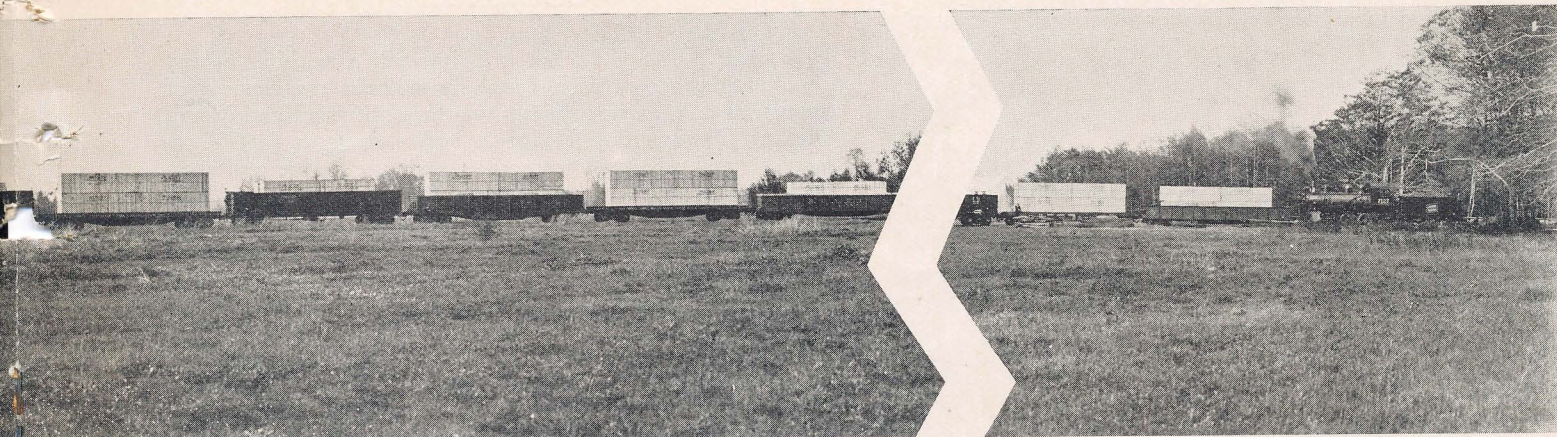
### A MAN'S PRAYER

TEACH me that 60 minutes make an hour, 16 ounces one pound, and 100 cents one dollar. Help me to live that I can lie down at night with a clear conscience, without a gun under my pillow and unhaunted by the faces of those to whom I have brought pain.

GRANT that I may earn my meal ticket on the square, and that in earning it I may do unto others as I would have them do unto me. Deafen me to the jingle of tainted money, and to the rustle of unholy skirts. Blind me to the faults of the other fellow, but reveal to me my own.

GUIDE me so that each night when I look across the table at my wife, who has been a blessing to me, I will have nothing to conceal. Keep me young enough to laugh with little children and sympathetic enough to be considerate of old age.

AND when comes the day of darkened shades and the smell of flowers, the tread of footsteps and crunching of wheels in the yard—make the ceremony short, and the epitaph short—"Here lies a man."



recently shipped from the Leaside plant of Durant Motors of Canada Limited among the countries represented were Argentine, Chili and Malta

## DURANT DEALER AT COBALT FINDS QUEER USE for ABANDONED SILVER MINE

An abandoned silver mine is no longer necessarily as useless as a dead donkey. At least, not in Northern Ontario, where pioneer enterprise and resourcefulness are still as potent as ever. Given a favorable location, a derelict mining shaft in that territory can be harnessed and set to work as effectively and profitably as a waterfall.

In the town of Cobalt there is an old silver mine which, though long ago worked out is still earning dividends in a manner never contemplated by the men who tunneled its depths and runways into the earth years ago.

Long before the town of Cobalt was surveyed, the Coniagas silver mine shaft was sunk to a depth of over 400 ft. For years it continued to operate as a silver mine should. Eventually, however, came the inevitable day when the last bucket was tipped at the mine head and the workings were closed. The roofed in shaft stood, but its usefulness was not ended, for it happened that the shaft was situated at a spot destined to become one of the business centres in the future town of Cobalt. In due course a large provision and butcher store was built by A. Giachino, who is also the dealer for Durant products in the vicinity, around the base of the wooden tower covering the old Coniagas mine, whose only task since its abandonment had been to serve as a ventilating shaft for other mines still operating. In its passage this air came in contact with the spring ice formed in the numerous workings and tunnels with the result that when it escaped to freedom once more it was icy cold. Why not use this perpetual source of refrigeration? was the question that occurred to Mr. A. Giachino. Thus the abandoned mine was harnessed and transformed into the most unusual refrigerating system on the North American continent. A system of galvanized pipes was installed and the air that had traveled miles of ice-floored underground passages was sent to the task of ousting the ice-man.

With a steady temperature of around 38 degrees above zero during the hottest weather, even when 90 is being registered outside, the air from the old mine keeps meat, fish, dairy produce and vegetables in the pink of condition.

### AKIN TO MURDER!

He had choked her—  
She was dead—there could be no doubt about that. He had listened to her dying gasp.

Now she was cold—cold as the hand of death.

Yet in his anger he was not convinced. Furiously he kicked her. To his amazement she gasped, sputtered and began to hum softly.

"Just a little patience is all it takes, John," said his wife from the rear seat.

*Continued from Page Two*

Argentine, Brazil, Chile, Peru, Mexico, Sweden, Denmark, Spain, Portugal, New Zealand, Australia, Fiji Islands, Sumatra, Straits Settlements, India, Ceylon, Cyprus, Malta, Trinidad, Jamaica, Barbadoes, Iceland, Hungary, Czecho Slavakia, Egypt, South Africa, British East Africa, Portugese West Africa, Syria and others.

The tariffs in many countries make it extremely difficult for Canadian automobiles to compete with foreign products.

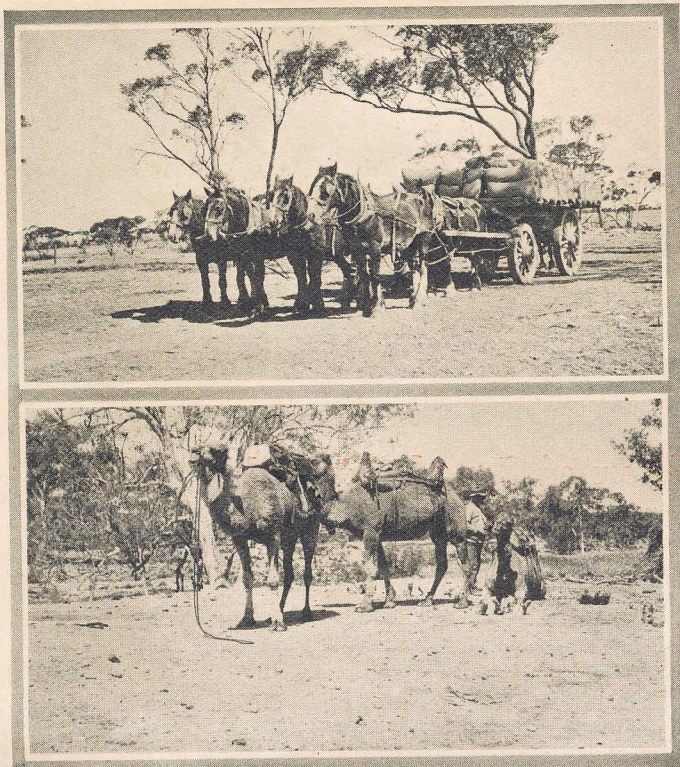
However, we are making good headway. As a result of our export activities, plant production has increased and more of our products have been purchased in Canada. Operations are more continuous and uniform. Employment is steadier. That means a more intact organization—Durant quality is maintained and the company's policy "Canadian-built Cars" is more strictly adhered to.



## Australian Representatives Gather at Melbourne



*Representatives of Durant Products in Australia, with members of the Melbourne Body Co. Limited, outside the showrooms of Olympic Motors Limited, Melbourne, Australia.*



Motor vehicles are rapidly coming into their own in Australia. In a few years pictures such as the above will be the exception rather than the rule. Upper: Hauling wheat. Lower: A camel train on the Nullabor Plain.



## MR. HIGH RESISTANCE

by H. G. Bratton, Service Manager, Auto Electric Service Company, Limited

This gentleman, in the electrical field, is as welcome as the snow in the summer time, yet with all the army of mechanics in the world he makes great progress in causing a lot of trouble for the mechanic who does not know his habits. We know when to put gasoline in the tank, but the majority of mechanics do not know this gentleman, Mr. High Resistance, who is always present when electrical trouble is known to exist on an automobile, yet 90 per cent of electrical troubles can be traced to Mr. High Resistance. Well, how can we find this trouble without using expensive instruments? The following might help to determine quickly where the offending trouble lies. Take for example the often heard trouble from a car owner, "My car will not start in the morning, I have to get towed, but when I get going I don't have any more trouble until the next morning. Where is the trouble?"

In the following we are going to give you a real test to make, and although it seems simple it is used in our repair department with 100 per cent results. The writer has compared it with dozens of expensive, so called battery testers but it still holds its own, and we are going to give it to you and you can pass on its merits. It must be understood that the following applies to the garage mechanic and not to the skilled electrician, and yet we still find odd electricians who do not know Mr. High Resistance. If the mechanic does not know the draw of a starting motor, then let the starting motor tell him. Well, you say to yourself, "We have no expensive instruments in our garage, so how are we going to find this out?" Do this —

Continued on Page Ten

Courage is intangible, but it is impossible to think of any important or successful undertaking without the element of courage in it. Courage wears two faces, Physical and Moral. Physical Courage depends upon bodily strength for its expression, and is usually concerned with the heroic and spectacular. On the other hand, Moral Courage is a part of, and necessary to, every worthwhile phase of human activity. It is with this quality of Moral Courage we are chiefly concerned in selling. It is, in a sense, the foundation of salesmanship. Moral Courage influences selling in a number of ways:

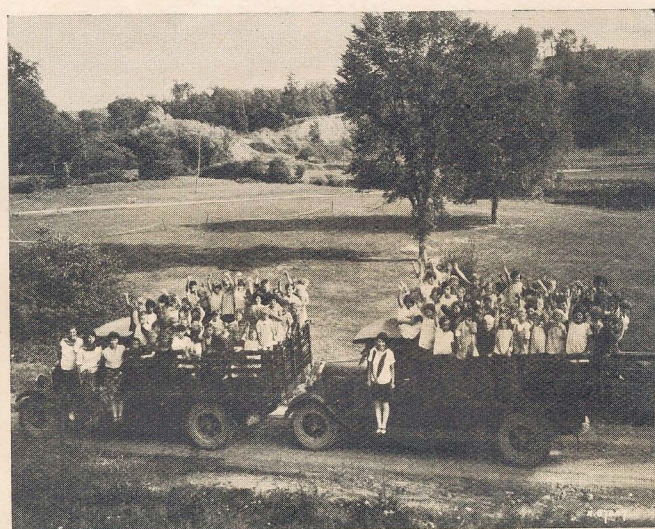
(1) *It takes COURAGE to call on an unapproachable buyer or prospect.* Many a salesman has walked up and down the street several times before summoning the real courage to face a hard buyer in his home. The point is that the man with courage does face him, and doesn't weakly excuse himself with, "I will come back tomorrow," or any one of a dozen other excuses he may make to himself for his lack of courage. The chilly reception and antagonistic interview that often follow require all a man's resolution and "stick-to-itiveness," true synonyms for courage. Courage is the ability to face situations without fear, and the man who is without fear usually has the cool head and reasonable attitude which it takes to handle just this situation.

(2) *It takes COURAGE to stand up for the house in the face of an attack.* Situations do arise when the buyer or prospect is not "always right." In such cases, it is of great value to the house to have a salesman with the courage to express its policy and dare to maintain it. In doing so, however, he must be careful to prove that the policy has been developed from experience, in justice both to the customer and to the house.

(3) *It requires COURAGE to discuss quality when a lower price seems to be the obstacle.* Every salesman is familiar with the fact that a man who sees the justice and wisdom of asking a fair price for the things he sells, often fails to see the justice and wisdom of paying a fair price for the things he buys. The salesman who has the courage to talk quality is often able to convince the prospect that the prices are fair and reasonable for the quality of goods he sells.

(4) *It takes COURAGE to do one's best when conditions are discouraging.* The root word from which the word "courage" comes means "heart." It is when conditions are discouraging that the salesman needs courage to "put the heart" in him to

Continued on Page Ten



Bolton Summer Camp—Of the two trucks shown above the secretary of Bolton Camp says: "Bolton Camp is situated in a network of hills, and when a truck is filled with say thirty-five children safety means everything. The sturdy construction and absolutely dependable performance of these Rugby trucks gave us the necessary guarantee of safety".

### THE UBIQUITOUS AUTOMOBILE

By Frank H. Pounsett

You will find it everywhere. In all the far flung countries of the globe you will find the motor car. Not only will you find the motor car in numbers, but you will find those same particular breeds that you are accustomed to see about the streets of your own home town.

In the east—India, the Dutch East Indies, and the Orient, where enormous populations have been supported for thousands of years with very little change in customs or habits, the automobile is pushing the bullock cart off the narrow track, the light truck is carrying loads hitherto borne by native bearers. Huge systems of roads are being built to accommodate the new means of transport which is so revolutionary to time aged custom yet is being accepted as one of the first fruits of Western civilization to be brought into extensive use.

In the South Seas, Tahiti, Suva, Apia, Avarua, Raboul, the ever present copra is no longer brought down to the ship's side by native carrier; light motor trucks are employed, while taxis are available to take the traveller to visit the plantations. Motor cars are everywhere. It is indeed surprising how many trucks and cars these smaller places absorb.

In Australia and New Zealand, motor cars and trucks are in universal use. Parts of Australia and the whole of New Zealand are motorized to the extent that there are more automobiles per capita than we have in Canada.

Places nearer home, the Hawaiian Islands, the West Indies, South America, Africa, all have accepted the automobile and motorized the city streets and highways. Watch a movie picture depicting a scene in almost any foreign city and you will find the policeman directing automobile traffic.

In none of the countries mentioned above is there a single domestic manufacturing organization turning out an automobile that can be successfully marketed. Practically all of the tremendous volume of cars absorbed each year have to be obtained from manufacturers having headquarters in Canada, United States, or Continental Europe. Canada and United States have the leading places and supply the greater percentage of the demand.

With the possible exception of some cities in Continental Europe, Canadian and American cars predominate over all other makes in the streets of any city in any country.

Why is this? In the first place it is generally conceded that there are more miles per dollar in the Canadian and American cars. Second, the Canadian and American manufacturers have studied the customs of the various countries and peoples and have built up selling organizations, and sales policies adapted to meet the different requirements, and third, they are backing the sales organizations with the same good service that applies to their home domestic trade.



*Frank H. Pounsett, Durant Motors of Canada Limited, who has made a personal survey of transportation conditions in Australia and New Zealand.*

Durant cars and Rugby trucks have made an excellent name for themselves in Canada. Good engineering, honest workmanship in manufacture and a sound service policy have always stood behind our sales organization. Year by year we are gathering hosts of owners who not only are pleased with their present cars, but through the merits of good performance, have decided that their next car will also be a Durant.

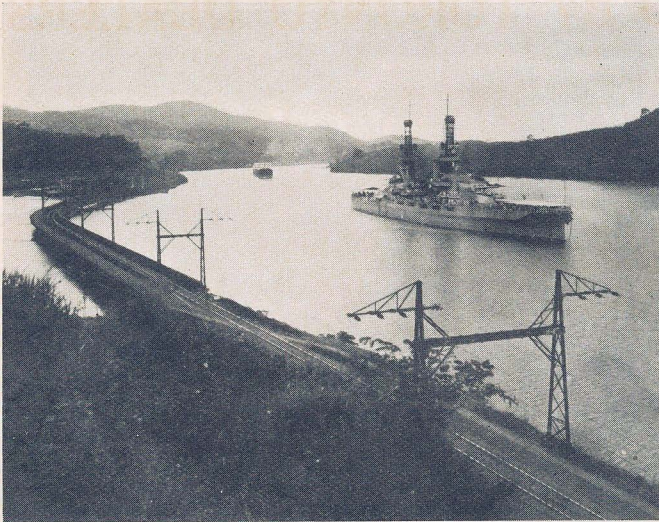
Our export business is advancing along the same lines. It is gratifying to occasionally receive a letter from a far distant point expressing appreciation of our product. We are doing everything possible to ensure satisfaction to the overseas purchaser. We are just as anxious that the car purchased by a native in Timbuctoo is as perfect an automobile as that purchased by a citizen of Toronto.



*With the Belgian Congo African expedition—varying the bumpy riding over wild bush country paths; the Rugby truck of the expedition takes to the water.*



*One of the interesting ports in the West Indies is Balboa. It is shown here looking from Quarry Heights.*



*A striking panorama showing the U.S.S. Arizona in the Panama Canal.*

*Continued from Page Eight*

## MR. HIGH RESISTANCE

put the car into high gear, remove the floor board so as to get to the battery, place your left foot on the service brake, right foot on the starter button, hold down for fifteen seconds and pull up on the emergency brake hard. Place across each cell in the battery a six volt meter and note the results. If a weak cell is giving trouble the volt meter will soon tell the tale. The first few seconds the volt meter will remain steady, and then if any weakness in any cell is there, the volt meter will go right back to zero, but supposing no defect is noted in the battery and the car won't start even then. Well do this, go through the same test again (not using volt meter) and hold down for another ten seconds, release and feel the following connections quickly — the battery cable on ground of car, battery terminals, and cable connections, starter switch connections and main post connections on the starting motor. If any of these connections show any signs of heat, remove and clean thoroughly. If however, all these connections are normal and no heat is felt, the trouble must be in the starter, remove and send to an official service station for repairs. The writer suggests that the mechanic practice this test for at least two dozen times and get the idea of it thoroughly installed in his head, because you cannot expect to have a car running efficiently with Mr. High Resistance ever present. Make it a practice to do this on every car that leaves your shop, even if the owner only comes in for a battery test, because you may as well find the trouble and fix it before the next garage finds it and gains the profit that you should have had. In our next article we are going to explain why generators, coils and lights burn out. Don't forget to write us and let's know your troubles because that's our business — giving service and advice to the Durant mechanics, so sit down and drop us a line and if our representative cannot call and see you personally we sure are pleased to write and answer your questions, and after all, more can be learned from questions, than if the writer wrote a hundred articles on automotive electricity. Address your enquiries to the service department the Auto Electric Service Company, 252 Victoria Street, Toronto, Ontario.



"I'm going to arrest you," announced the Toronto traffic cop, "on three charges—speeding, passing a red light, and failing to stop when I first blew my whistle."

The offending motorist paled visibly. But before he could offer any extenuation of his conduct, a lady leaned over from the rear seat.

"Don't pay any attention to my husband, officer," she said easily. "He's drunk."

*Continued from Page Three*

The constant expansion which is going on in the business of this Company, has made it necessary to increase once more the installations of the head house, and to this effect there has been constructed two new floors on the building at Cochabamba in which will be established the principle offices for the general administration of the business. The importance of the House at the present time can be realized by the fact that the firm at present consists of a personnel of 615 persons, including employees, salesmen and workmen, all of whom are most enthusiastic in the development of the business.



*Continued from Page Eight*

## COURAGE

go on. Richard "Coeur de Lion" — Richard, "with the heart of a lion" is what he needs to be able to face bad weather conditions, to face a bad season, lack of prosperity in a community, or whatever the cause of lack of sales may be.

(5) *It takes COURAGE to keep on the job when pleasures call.* Every salesman knows the temptation of a game of golf on a bright sunny day, or a game of checkers with the "boys" in the hotel on a rainy day. Pleasure wears a great many faces, but the consciousness of a sale made and a job well done will give the salesman with the "backbone" to resist more real pleasure and will certainly produce more results than the game of golf or checkers. Incidentally, the game of golf usually comes during the most productive hours of the day and takes its toll of sales missed and opportunity squandered.

(6) *It takes COURAGE to play fair with the house when one feels aggrieved.* It is common temptation to knock the person or thing responsible for our discomfiture. To talk about the house to fellow salesmen, to knock it to outsiders, to do less than one's best because of a pet "peeve" are all signs of weakness. The chances are that next week the salesman has forgotten all about the trouble, but he can't pick up the wasted opportunity or squandered time when he wasn't at his best. Of course, it is hard to be fair when he feels he hasn't been treated squarely, but we are talking about courage, and courage has nothing to do with the easy things of life. Moreover, the courage to do one's best at all times pays in dollars and cents, because there isn't any squandered time or wasted opportunity to regret.

In every-day language, courage is resolution and "stick-to-itiveness" — that absolute disregard for all else except the getting of that which we started after. Recognize its value. Cultivate it in a liberal way in your daily work and you will find the results surprising.



*Roy Hadley of Frankford is to be congratulated on the size and appearance of his establishment.*