

# SEV. GARFIELD GREAT ATHLETE

Brought Pennsylvania to Front  
From Ranks of Small Fry,  
Athletically.

## INVENTED MANY NEW PLAYS.

Became Famous as Football Coach,  
Creating Guards Back Quarter-  
back and Pass Tricks.

Following his established preference  
for athletic men, President Roosevelt  
has made a former football coach secretary  
of the interior.

It is only a temporary appointment  
that goes to George W. Woodruff, former  
developer of Penn and Carlisle Indian  
eleven, for Secretary Garfield still  
has his job. But while Mr. Garfield is  
away on his vacation, the inventor of  
that piece of football strategy known  
as "passback," has full authority in  
the department.

President Roosevelt did not find it  
entirely easy to get Woodruff in authority.  
He was not in the regular order  
to act for Secretary Garfield, and As-  
sistant Secretary Ryan, for the law pro-  
vides that in the absence of the secretary  
and his first assistant, the other  
assistants shall discharge the duties.  
Secretary Wilson is this assistant, and  
would have assumed full power.

But instead, President Roosevelt issued  
an order designating Mr. Woodruff  
as acting secretary of the interior.  
Mr. Woodruff is one of the five assistants  
to the attorney general and he is  
connected with the department of justice,  
though his assignment is to give  
advice to the department of the interior  
in matters where legal points are  
raised.

## ALL-ROUND ATHLETE.

Mr. Woodruff is not only a football  
coach, he is an all-around athlete, and  
is recognized as a tennis player of some  
pretensions. It has been his good  
fortune to become a member of the famous  
tennis cabinet, which includes many of  
the president's friends, some of whom  
are famous for having made much un-  
expected and notable advances.

The acting secretary of the interior  
is about the same age as the president,  
and was at Yale at the same time Mr.  
Roosevelt was a student at Harvard.  
But Woodruff is a college man, had a  
career that piled Mr. Roosevelt's. Ex-  
cepting that he gained some little  
reputation as a boxer, Roosevelt never  
showed as an athlete while at college.  
He was not until after he had graduated  
and gone west that he gained his present  
sturdy physique.

Woodruff was an exceptional athlete.  
His was the unusual record of having  
been for his entire four years a member  
of the football eleven, the track  
and field teams and the varsity crew.  
He explained the crew of 1888. After  
finishing his classical course at Yale,  
Mr. Woodruff went to the University of  
Pennsylvania to study law, and it was  
here that he made his Olympic record  
as the foremost football tactician of his  
day.

## BROUGHT 'PENNY' UP.

When he took hold of football the  
university was a minor college in all  
forms of athletics. The football  
eleven hardly afforded good practice  
for the teams of Yale, Harvard and  
Princeton, and used to sustain defeats  
of anywhere from 70 to 100 for the  
varsity. When Mr. Woodruff came to  
the university, he brought with him  
the new coach quickly changed  
all this, and in the space of a  
couple of seasons Pennsylvania had an  
eleven that beat Princeton, Harvard  
and Cornell, and only lost to Yale after  
a hard game.

His success was due mainly to the  
new ideas Woodruff brought into use.  
He had seen that instead of letting a  
man run unprotected with the ball,  
much greater progress could be made  
if in front of him ran two or three  
of his team-mates, whose duty it was  
to ward off tacklers and leave the  
man carrying the ball free to make  
long runs. This was the beginning of  
interference, and out of interference  
as a natural evolution came massed  
play.

## BACK PLAYS BEGIN.

The first fruit of massed play was  
guards-back. In this play, one of the  
guards was taken out of the line and  
put back of the guard, who remained  
in the line. Back of the guard, one of  
the back field men, the line of four  
making such a powerful ram that no  
defense could withstand its power.  
The result was that the team that had  
the right kind of guards and stuck to this  
play could not lose.

When men like Wharton, Wiley  
Woodruff, brother of the coach, Mike  
Cracken and Hare were playing guard  
at Penn, the team went through four  
years of unbroken successes. Out of  
guards-back came tackle-back and all  
the other variations, for all had the  
same underlying principle. The effective-  
ness of these plays became  
that teams stuck to them religiously,  
until finally football became monoton-  
ously through the succession of massed  
play. To abolish this powerful bat-  
tling-ram style of game the rule  
makers were forced to draft legislation  
that makes it illegal to take a  
guard out of the line.

## INVENTED OTHER TRICKS.

But guards-back was not Woodruff's  
only contribution to football strategy.  
He invented the quarter-back kick,  
the delayed pass, the double pass and  
other trick plays that have been used  
ever since for good gains.

Woodruff had a career of success  
for five years at Penn, then came time  
when the quality of candidates  
fell off, and he no longer had men  
who could carry his ideas into effect.  
The result was a long succession of de-  
feats, which at last aroused opposition  
to the formerly idolized coach. As a  
culmination of the difficulties, Mr.  
Woodruff resigned, and announced  
that he would quit coaching. Then  
he went to Chicago to take a place  
with a sporting goods house, but the  
fame of his coaching was so strong within  
the football world, and after a short  
time he came back to the team and  
signed to teach the Carlisle Indian  
eleven.

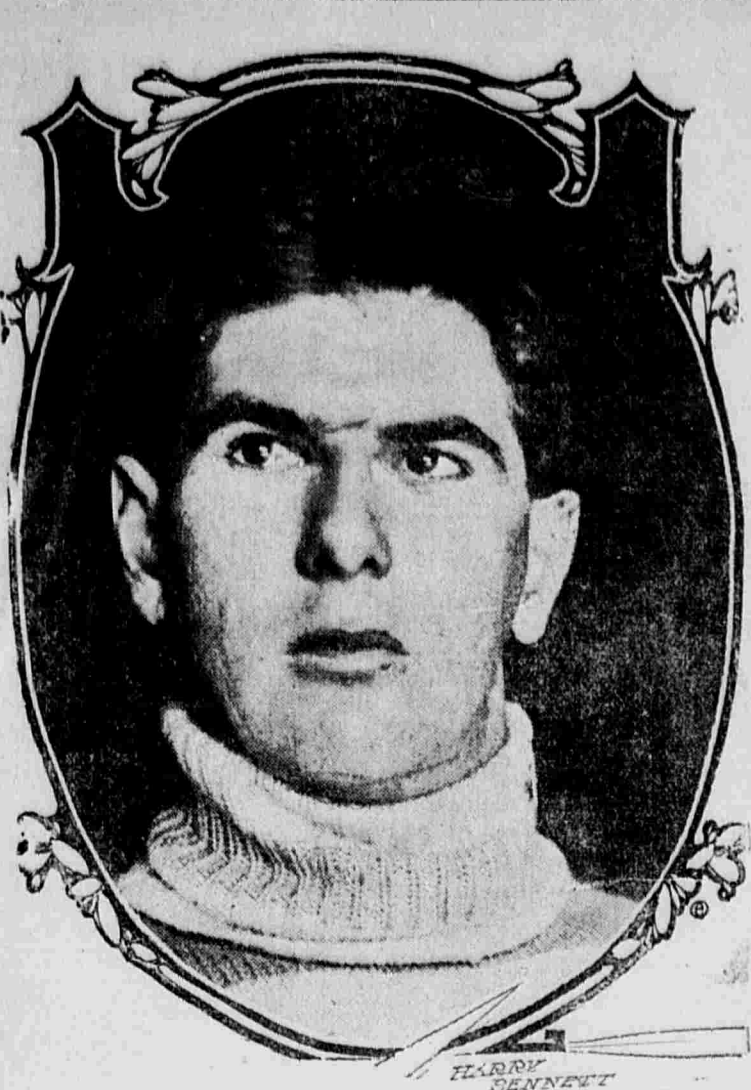
As he expected that with the fleet  
running he could carry out his ideas, Wood-  
ruff would invent all kinds of tricks.  
The eleven did play good football, but  
not so good as in preceding  
years. It was not until the following  
year, when he was a good lawyer,  
and others quickly made the same dis-  
covery.

## GOOD COACH—GOOD LAWYER.

Mr. Woodruff had been admitted to  
practice in the United States courts,  
while at the way up to the supreme court,  
and was still coaching the Penn-  
sylvania eleven, but he gave little seri-  
ous effort to getting clients. But when  
he found out that he was a good lawyer,  
and others quickly made the same dis-  
covery.

Mr. Woodruff is not unlike the presi-  
dent in appearance. He wears spec-  
tacles, while Mr. Roosevelt wears  
spectacles, but the shape of the faces  
and the prominent teeth, the mouth-  
ache and the expression of restless  
energy are quite unlike.

The acting secretary is not a man



A SELF-MADE CHAMPION SCULLER.

Harry Bennett of Springfield, Mass., has won the national championship for  
single sculls and is now one of the foremost figures in the sporting world. His  
skill is due to constant practice with himself alone as coach. He is 21 years old  
and weighs 150 pounds. Next year he will go to England and will take part  
in the Olympic regatta and it is his present purpose to enter the Henley reg-  
atta and try for the Diamond Sculls in 1909.

to evade responsibility, and during his  
brief incumbency there is no dan-  
ger that the work of the department  
will be retarded to even a small de-  
gree.—Los Angeles Times.

## THIS MAN DIED ON THIRD BUT SCORED RUN ANYHOW.

Victorian Empire Now in Wisconsin  
Tells Story of Quickest Incident  
Known to Baseball History.

One of the strangest of known in-  
cidents in the history of the great na-  
tional game of baseball has been told  
and is vouchered for by Umpire Ander-  
son, umpiring Wisconsin state league  
games, who stopped over in St. Louis  
last week.

"In 1903," said Anderson, "I was um-  
piring independent ball in Minnesota.  
Superiority of teams between the  
towns of Winona and Benson was to  
be determined by a double-header at  
Benson, July 4. It was one of the  
hottest days I have known.

"Benson won the morning game, 2  
to 1, by a fluke play in the ninth.  
William was somewhat disheartened,  
but for the afternoon game they were  
pitching Thielman, a twinner on whom  
every William fan would bet his last  
dollar. About the end of the ninth  
inning Thielman began to show the  
effects of the heat—and the score was  
still a tie—when, in fact, since the  
second inning, in the first half  
of the tenth Benson got a run by a  
base on balls, an error and a hit.

"William fans looked pretty sick  
and Thielman was first up, and I could  
see he was about to 'down and out'  
mark.

"With two and three on him, how-  
ever, he got lucky and biffed a single.  
The next man up, O'Toole, was a  
player with a head that he could use.  
He met the first ball fair and square  
and got what had every appearance  
of being a 'home.' Thielman started  
for the plate, got to second all right,  
staggered a little on the way to third  
and fell flat on the third bag.

"O'Toole came along, knowing  
that two runs would win the game,  
and that he could not score ahead of  
Thielman, picked him up and carried  
him to home plate and touched it  
himself. I decided that he two runs  
counted. A doctor came out on the  
field, looked at Thielman and pro-  
nounced him dead—overcome by the  
heat. That's what I meant when I said  
I knew of a player who died at third  
base—and then scored a run anyway."  
—Denver Post.

## ORIGIN OF "SPIT" BALL BY WALSH'S OLD TUTOR.

Many good yarns have been told  
about the players of the Chicago  
American League club, whose lives  
seem to have been more or less filled  
with incident. This one in regard to  
Walsh sounds a great deal like one  
of Hugh Fullerton's inspirations.

Edward Walsh, the Chicago Ameri-  
can club's great spitball pitcher, and  
the lad who is given the main credit  
for the showing the White Sox made  
last season, was educated in Scranton,  
Pa., the home of the illustrious Bill  
Coughlin, now of the Detroit team,  
but of revered memory in Washington  
City.

The school which the Chicago twir-  
ler attended is still presided over by  
the same old gentleman who once  
taught Edward his A B C's, and when  
Walsh, by his masterly pitching last  
summer, was made the subject of  
much comment on the part of the  
papers, the old man was brought  
to the notice of his former teacher,  
who is spoken of as a variable book-  
worm, and not at all familiar with  
the fine points of the greatest Ameri-  
can game of baseball.

When this learned person was told  
of how his former pupil was engaged  
in making baseball history by reason  
of his cleverness in throwing the spit-  
ball, the ancient pedagogue seemed to  
awaken to the point of taking notice,  
for a great, in his slow, even tones,  
he said:

"A great spitball thrower is Edward,  
eh? Well, it must be the result of  
early practice, as he threw many a  
one at school."

## JACKSON-MUSTAIN BOUT WILL BE INTERESTING.

Interest in the coming battle be-  
tween Young Peter Jackson and Terry  
Mustain on Labor day is getting very  
intense and so many think so well of  
Mustain's chances to win from the  
colored boy that the betting in To-  
pish and some parts of Goldfield favor  
the lad from Jim Buttrifield. It is an  
acknowledged fact that Terry will  
be against years of experience, a clever  
boxer and a hard man to get to, as  
Jackson is an exceptionally grand in-  
fighter. However, some of the veteran  
students of the game look for the fight  
to go the long route and are expecting  
Mustain to get the long and of the  
punch. Jack O'Keefe, who was born  
in the same block in Boston as John  
L. Sullivan and who was his sparring  
partner for a great many years, has  
been identified with the name game for  
the past 30 years, is a great admirer

# FOOTBALL TALK BEGINS ALREADY AN AUTOMOBILE DEMONSTRATOR

Eastern Colleges Start Planning  
Their Part in Coming Grid-  
iron Doings.

## YALE ESPECIALLY ACTIVE

Rules This Year Are to be the Same  
With a Few Important Ex-  
ceptions.

College athletes will soon turn their  
attention to football. It's a little early  
yet but the first few frosty mornings  
and cold evenings will bring the great  
game to the front with a vengeance.  
On many college fields ambitious young  
men will be trying out but the big  
teams will not be even in the making  
until later as there is some feeling  
against practice before the college term  
opens. One of the early big games  
scheduled is that for Sept. 21 on which  
date the Carlisle Indians meet the Al-  
bright team of the Carlisle grounds.  
That will practically sound the first  
gun of the coming season; it will not  
be until October that the various ele-  
ments will be playing in championship  
form and November will see the season  
at its height.

## NOVEMBER, THE MONTH.

Seventhree will meet Pennsylvania,  
Oct. 12 and on the same date the In-  
dians will meet Syracuse at Buffalo and  
an eleven from the Vanderbilt univer-  
sity will go against the navy at Balti-  
more. Harvard and Yale get together during  
the month of November. The third  
Saturday in November will be the day  
when the football season so far as  
the number of championship games to  
be played is concerned as on this date  
Princeton and Yale meet "Penny" will  
tussle with Michigan at Ann Arbor.  
Minnesota will invade the territory of  
Minnesota; Dartmouth and Harvard  
will tussle at Cambridge and "Penn"  
will tussle with Michigan at Ann Arbor.  
Yale's head advisory coach has  
made a few changes in the football  
rules for this year, but no radical de-  
partures from last year's rulings are re-  
ported.

## SOME NEW RULES.

Yale has been a favorite in football  
as well as other sports and this year  
will make more than extraordinary ef-  
forts to justify this favor. Yale's  
coach, Walter Camp, has made a few  
changes in the football rules for this  
year, but no radical departures from  
last year's rulings are reported.

## THE PARIS OF SOUTH AMERICA.

Buenos Aires is "the whole thing" in  
Argentina. I know of no country in the  
world which is so dominated by its  
capital. If the traveler comes from  
the interior after leaving behind the  
splendors of Andean scenery and cross-  
ing the 500 miles of prairie, he feels  
like a swimmer who has been a long  
time under water and takes his first  
deep breath of civilization when he en-  
ters the city.

I arrived at 6 o'clock in the morning,  
before the busy life of the harbor  
awoke. As we rolled along the broad  
water front and up the Avenida Mayo,  
I said to myself: "I must have taken  
the wrong steamer or I am dreaming;  
that things seemed European or that  
it was Europe. No amount of self-argu-  
ment would overcome this illusion; the  
asphalt smelled at it and the air was  
cleaned in the European way; the  
little trees grew in the tradition of  
European culture, the buildings were  
French, the cafes and news stands, all  
the lazy life of the early morning, the  
continental, and the Swiss porter  
touched his cap as he asked me if  
whether monsieur wished a tip—no  
sent at once to his room. No wonder a  
chatty old French lady asked me if  
dejeuner. "How do you like Buenos  
Aires?" "It's Little Paris," I said.  
—Albert Hale, in The Reader.

## EXCURSIONS TO LOS ANGELES

Via O. S. L. & S. P.  
August 31st, and September 1st, Round  
trip from Salt Lake City to Los Ange-  
les via the Great Salt Lake and Pacific  
Ocean and returning via S. P. L.  
A. & S. L. \$40.00. Tickets limited to  
30 days.

San Francisco, Aug. 26.—The ques-  
tion of increased punching power of  
Jimmy Britt came up for discussion  
the other evening at Willis Britt and  
a large number of prominent men in  
the sporting world were figuring out  
the Californian's chances in his coming  
battle with Joe Gang, who has stood at  
the top of the lightweight class for  
such a long period of time. It is a  
well known fact that a champion steps  
under the ropes once too often. Every  
prominent pugilist who has been in the  
for any length of time has made the  
mistake of donning the mitts with the idea  
that he will have one more good fight  
in him. One fan argued that the  
Baltimorean has been training  
down to too fine a point for his recent  
battles and that his vitality has been  
sapped all that he will not be able to  
hold out as long as he has been in for-  
mer contests. Such being the case, can  
he weather the blows that Britt is  
sure to land during the course of the  
twenty rounds that the men are sched-  
uled to dish up? Willis says no, and in  
the same breath asked if Britt hadn't  
demonstrated that he was once more  
in his winning stride by the rib and  
in which he handled Battling Nelson.  
Never for an instant after he had sized  
up the situation did he lose his head  
or overtake in the opening round. He  
was personable, and the jolts that he  
whipped into the Banne's body made  
the human punching bag wince on  
more than one occasion, argued Wil-  
lis.

In explaining how Nelson could eat  
up so much punishment at Colma  
without showing any ill effects from it,  
and why he was forced to slow up  
like a freight train in their third bat-  
tle after getting in the road of a few  
pile drivers, Willis said:

"When Jimmy fought Young Corbett  
he broke a small bone in his right  
arm. Prior to this fight he always  
assumed a crouching attitude and  
kept his right arm up for a guard,  
while his left was propelled with a  
sharp, jerky motion that had the ap-  
pearance of an uppercut, but at the  
same time shot into the ribs and stom-  
ach with the full weight of the body  
behind it. After the bone had been  
set, Jimmy was always bothered with  
this arm and it was not very long after  
a few rounds of blocking, which nec-  
essitated an entirely new method of  
defense. With the right useless as a  
safeguard against chin wallops, Britt  
was obliged to straighten up and use  
swinging punches in place of the rip-  
ping, jarring jolts that carried so much  
force behind them. That's why he  
didn't make such a decided impression  
on the batter at Colma. But during  
the last year the swelling which had  
been around the fractured bone has dis-  
appeared and the arm is as strong as  
it ever was. During the entire time  
that Tim Keeling and Ernest boxed with  
Jimmy he never was troubled with his  
right wing, and he went back to his  
old style of boxing, which made him  
such a terror as an amateur and which

## OTOGENARIAN MILLIONAIRE DRIVES FAST HORSES.

Frank Work of New York, multi-  
millionaire, is known wherever a trot-  
ting horse is shown in his native land.  
Years ago he owned and driven some of  
the fastest horses in America and now,  
at 38 years of age, he may still be seen  
on a fast day behind a favorite team  
of horses and trot from New York's  
famous and peerless speedway. Mr.  
Work is the father of the former Mrs.  
Burke-Roche, who later married Bat-  
tony, her riding master.

won all of his professional contests.  
You can take it from me that Jimmy  
will fight Gang in an entirely different  
manner than he fought Nelson, but  
that same body blow will be used to  
help bring home the bacon, as our  
colored champion terms it, and that  
Gang can't stand the gaff as well as  
Nelson. The negro has a weak stom-  
ach, which was shown in his fight with  
Nelson at Goldfield, for when the fight  
was over the champion was on his feet,  
while the batter was on his feet.

On the other hand, Nelson couldn't  
have withstood Jimmy's punches an-  
other round in their July battle. That's  
why I contend that Britt has it over  
Gang."

In that city within a city located on  
or near Broadway from Times Square  
to Eighty-second street, where the  
topics of conversation are limited, and  
where the terms of expression most  
in use are "car buretor," "shaft  
drive," "sparking plug," and "clutch,"  
the demonstrator is one having au-  
thority, according to the New York  
Evening Post. Scarcely necessary to  
add that his demonstrations are made  
with the automobile, since, in the ve-  
hicle where once the horse and wa-  
gon reigned supreme, the motor and  
its accessories now dictate the  
show of every strange store for a  
couple of miles.

It is not strange, perhaps, that those  
living outside this peculiar commu-  
nity, and having little in common with  
its inhabitants, should have notions  
more or less erroneous, or at least  
confused, concerning the work of the  
automobile demonstrator. It is be-  
lieved that the individual in olly  
overalls who is to be found tinkering  
with a monkey wrench on a street  
corner in this section, while the  
admirer, crowded around a half-trim-  
ped car asks questions in the jargon  
of the quarter, is the demonstrator for  
some leading firm.

As a matter of fact, the demonstrator  
is a superior man who does not af-  
fect overalls, but expects in a short  
while to be a salesman, earning all  
comfortable salary and large commis-  
sion. Every leading manufacturer has  
at least two or three such men in  
his employ in New York, and at least  
seven out of 10 of the highest paid  
salesmen have graduated from this  
class.

## STRICTLY C. O. D.

Moreover, the demonstrator is not  
an amateur, but a teacher of  
amateurs who superintends the  
maiden efforts of prospective purchas-  
ers and directs their attempts to con-  
trol the car which he hopes to as-  
sist in selling. This, for very good  
reason; the manufacturers are obli-  
ged, in the very nature of things, to  
teach their very latest and often most  
expensive cars for demonstration, and  
they cannot afford to take any chan-  
ces. Once the check has been drawn  
and the prospective purchaser has be-  
come the actual owner, he is at lib-  
erty to take the wheel, drive down  
Broadway, and experiment in endur-  
ance with a cross-town car at Colum-  
bus Circle if he feels so inclined. But  
until the money has been paid, he  
must not steer the machine for 20  
yards in the most secluded country  
highway of the Bronx.

## CHAUFFEURS FOR RENT.

If, having made his purchase, the new  
owner feels that he needs some assist-  
ance, or at least supervision, in his  
early efforts, most of the principal  
firms will furnish the services of a  
chauffeur free of charge for four or five  
days, but such chauffeurs are not to be  
confused with the official demonstra-  
tors. The work of these latter has been  
greatly simplified in recent years since  
the elementary principles of the motor  
car have become more generally un-  
derstood by those who are likely to be-  
come owners. Now, it is the special  
improvements of a particular make of  
machine which call for the diplomacy  
of the demonstrator. His prospective  
victim has been "down the line," and  
is posted on all the fine points of the  
automobile put out by Brown & Co.,  
Jones & Brothers, and Robinson (Inc.);  
he is from Missouri, and if Sam  
Smith think they have something bet-  
ter than anything else on the market,  
they have to show him.

## SOME QUALIFICATIONS.

Speaking of the manner in which  
the demonstrator and the salesman  
work together, the manager of one of  
the largest companies engaged in the  
manufacture of automobiles said last  
week:

"Although we employ only three  
men for this work, they are men of ex-  
ceptional ability, and really have a  
great deal to do with the increase of  
our business in New York. Each of  
the three is a born diplomat, whose  
first thought is never to offend the  
man or woman who has been referred  
to him by the salesman. All they  
know something about the make-up  
of mankind as well as the interior of  
the machine which they are demon-  
strating and the construction of all  
the automobiles put out by our prin-  
cipal competitors.

## THE FREE RIDE FRIEND.

"There was a time when it was  
comparatively easy to sell automobiles,  
provided you could find people with  
money who were interested in the  
slightest degree. But that day has  
gone by; the purchaser knows just  
what he wants nowadays, and it is up  
to us to show him that we have it.

Who He is. What He Does.  
And How He Does  
It.

## FREE RIDE FIEND PASSING.

If You're Rating Isn't Good Don't  
Threaten to Buy a Machine as  
They Look You Up.

In that city within a city located on  
or near Broadway from Times Square  
to Eighty-second street, where the  
topics of conversation are limited, and  
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in use are "car buretor," "shaft  
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If, having made his purchase, the new  
owner feels that he needs some assist-  
ance, or at least supervision, in his  
early efforts, most of the principal  
firms will furnish the services of a  
chauffeur free of charge for four or five  
days, but such chauffeurs are not to be  
confused with the official demonstra-  
tors. The work of these latter has been  
greatly simplified in recent years since  
the elementary principles of the motor  
car have become more generally un-  
derstood by those who are likely to be-  
come owners. Now, it is the special  
improvements of a particular make of  
machine which call for the diplomacy  
of the demonstrator. His prospective  
victim has been "down the line," and  
is posted on all the fine points of the  
automobile put out by Brown & Co.,  
Jones & Brothers, and Robinson (Inc.);  
he is from Missouri, and if Sam  
Smith think they have something bet-  
ter than anything else on the market,  
they have to show him.

## SOME QUALIFICATIONS.

Speaking of the manner in which  
the demonstrator and the salesman  
work together, the manager of one of  
the largest companies engaged in the  
manufacture of automobiles said last  
week:

"Although we employ only three  
men for this work, they are men of ex-  
ceptional ability, and really have a  
great deal to do with the increase of  
our business in New York. Each of  
the three is a born diplomat, whose  
first thought is never to offend the  
man or woman who has been referred  
to him by the salesman. All they  
know something about the make-up  
of mankind as well as the interior of  
the machine which they are demon-  
strating and the construction of all  
the automobiles put out by our prin-  
cipal competitors.

## THE FREE RIDE FRIEND.

"There was a time when it was  
comparatively easy to sell automobiles,  
provided you could find people with  
money who were interested in the  
slightest degree. But that day has  
gone by; the purchaser knows just  
what he wants nowadays, and it is up  
to us to show him that we have it.

"In the old days, everybody had free  
rides and lots of them in order to in-  
crease his inclination until it should  
become a fever. Those were the days  
when the 'load head' was in his  
glory. He would telephone to half  
a dozen firms, and so arrange things  
that he would be sure of free auto-  
mobile service with the finest of cars  
for a month or more. Everybody was  
anxious to show machines and  
trouble was too great if there was  
the slightest possibility of a sale. But  
we have changed all that; there is no  
necessity for it today, and it is ex-  
pectation in a new way than one.

"For instance, we have at present  
only three of our 1903 model cars out  
of the factory, yet one of these is  
in New York and the salesman knows  
you can readily understand that it  
would be the height of folly to keep  
this rushing all over the country, not  
only racking it, but soon destroying  
the appearance of it, which counts for  
so much, just for the sake of demon-  
strating its merits to a man who has  
not, and never had, any idea of buy-  
ing."

"The system adopted by most big  
dealers is that which we follow here.  
Let us suppose that a gentleman enters  
the showroom and asks to look at a  
car. Even if he should confess that he  
knows absolutely nothing about an au-  
tomobile, we do not take him to the re-  
pair shop and go through a long tech-  
nical exposition which would probably

be wasted. We turn him over to a  
salesman who has probably graduated  
from the ranks of the demonstrators,  
and who realizes immediately what he  
has to do. First, he knows that he must  
reduce things to the simplest terms and  
talk as little of the language of the  
shop as possible. He seldom strips the  
machine, but is able to explain its prin-  
ciple features so that the uninitiated  
one can grasp the main idea. Then, in sim-  
ple language, he points out how our car  
differs from others, and why we con-  
tend that it is an improvement.

## HE IS SHOWN.

"It is seldom that he presses an im-  
mediate purchase, for he knows per-  
fectly well that the inquirer is likely to  
visit other establishments and get other  
information, hear other arguments. He  
merely suggests that we should be  
reduced to give a demonstration of  
what the car can do. An address is  
taken, and if the demand for the dem-  
onstration does not come immediately,  
the prospective customer is followed up.  
Literature is sent, and in the meanwhile  
the salesman satisfies himself as to the  
financial responsibility of the visitor.  
This done, he follows the handbooks

with a visit in person, and arranges  
for a demonstration.

## STUDIES HIS MAN.

"The demonstrator calls by appoint-  
ment, and takes his man