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USELESS NOISES IN AUTOMOBILES

DISCUSSED BY AN EXPERT

Great Difference Between Cars In This Respect; Simple Precautions Will Prevent

(By H. Clifford Brokaw, technical advisor, New York City West Side Y. M. C. A. automobile school.)

A new evidence of the increasing interest of the automobile industry in such a quality of salesmanship as will appeal to the buying public is seen in a series of addresses and open forum discussions of this subject now being given at the West Side Y. M. C. A. in New York City. Makers of automobiles are generally alert to every opportunity whereby the automobile public can receive better service. This is true not only in the realm of production and servicing but also in salesmanship. It is figured that considerable good will has been lost to the industry through a type of salesmanship which has not left a good taste with buyers and prospective buyers.

Primary Requisite
 In this connection the matter comes up as to what a prospective purchaser of an automobile has a right to expect in dealing with a salesman. Perhaps a primary requisite is that the salesman should thoroughly know the car he is representing. It sometimes happens that a person will enter a sales room with the intention of purchasing a car and the salesman will fail to get the order simply because it is evident to the customer that he does not thoroughly know the machine he is expecting to sell. There is little doubt but that the customer has a right to receive from the salesman answers to any number of questions bearing upon the technical aspects of the car.

Of course the customer may reasonably expect a demonstration of the car, that is, he may expect to be taken out for a drive in a machine and be taken up and down hills to indicate especially how the braking facilities work. Unlike the man who has vacuum cleaners or phonographs for sale, the customer can hardly expect to

have an automobile in his possession for thirty to sixty days for trial use. The automobile is too large an article for such methods in selling. It is too mobile, or in other words, too easily transported long distances. It is also too liable to breakage and damage and especially it is likely to be involved in an accident which would raise various complications.

Protection Against Defects
 The customer may expect protection against defects in material and workmanship. All cars are sold under a guarantee against defective parts. All this means is that the factory will give a new part in return for the defective part. However, under the guarantee the car owner must have the old part removed and the new part installed at his own expense. As a matter of general practice though, sales agencies do bear the expense of removing and installing these parts. It may be good business for them to do so yet the customer really has no right to demand more than the guarantee calls for.

The term of servicing a new automobile by the selling concern is quite generally misunderstood. The better established automobile companies are not giving free service. As a matter of good business they usually take good care of actual defects. Sometimes a salesman in a burst of enthusiasm will promise more free service than really can be delivered. The customer who gets full value for the money invested in a car has no justification for expecting free servicing over any considerable period.

The customer can expect no guarantee against a reduction in prices. It sometimes happens that when prices are reduced the individual who has just purchased a car previous to the reduction feels that he has been unjustly treated. However, all commodities are subject to fluctuation in prices and purchasers are required to take whatever chances may be involved in buying just before a lowering of prices.

Courtesy
 The customer can expect courtesy from the salesman. He can expect undivided attention from the selling agent for any length of time required to become fully acquainted with the car. As a matter of fact, the customer owes it to himself to find out what for him is the best car and this takes his time as well as a salesman's. A customer, however, should be frank with a salesman and by doing so will be fair to him. Many people who are

really interested in buying cars pretend disinterestedness when they enter a sales room as a matter of policy. It is a poor policy.

Most salesmen want to give prospective buyers all the attention they desire but naturally they do not want to waste time on uninterested persons. It is difficult for a salesman to judge just how much a prospect wants to be followed up. Some complain because they are followed up too much and others because they are not followed up enough. The customer should tell the salesman when he would like further information and should help to conserve the salesman's time. Practically all salesmen work on commission and if the customer will be frank and help the salesman to conserve his time, the salesman on the other hand will have more time to give each individual prospect and the situation will be improved from the standpoint of both men.

LOS ANGELES P. T. A. OPERATES THEATRE

Purpose Is to Provide Spoken Drama Giving Right Sort of Standards

Los Angeles Federation of Parent-Teacher associations is successfully operating a children's theater. The purpose is to provide spoken drama which will give right standards and establish a discriminating taste. Parents may send their children and feel sure that they are getting wholesome, refreshing entertainment. An expert in educational dramatics manages the presentations. Costumes are designed and made by members of the federation associations. Music is furnished by orchestras from the schools. Tickets are sold through the schools, admission being 25 cents. Since the children's theater movement began in this country in 1903, several cities have made experimental ventures, but Los Angeles is the first city in which the movement has been entirely fostered by parent-teacher initiative. Expenses are met by sale of seats.

PUBLIC ACCOUNTING SYSTEM EXPLORED

Different From Ordinary Book-keeping, According to This Expert

The difference between bookkeeping and accountancy has recently been very clearly stated in an address by George S. Jones before Rotary club organizations in Louisiana. He prefaced his remarks with the statement that "accounting may be defined in a general way as the record of a business and is thus distinguished from bookkeeping, which may be called a record of transactions."

Public accounting is more or less of a mystery to business men of the class who keep their books on the back of an envelope, and run their cash through checking accounts and by wads of bills carried in their coats,

or pants pockets. Mr. Jones was formerly one of the experts in accounting and income tax work in connection with the corporation audit unit in Washington, from which place he graduated into a position as internal revenue agent in the south, and from that he branched out into the private practice of his profession. He has performed a public service in clarifying some of the common misinterpretations of the income tax laws. He has answered a question that has been

uppermost in the minds of thousands of business men in showing how in the business of buying and selling the income tax law is so framed as to permit an adjustment between a fat and a lean year, so that profit and loss, in certain cases, may be extended over a period of three years.

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